
Chapter 7

IMPLEMENTING THE PLAN

7.1 Corridor Management

Delaware Greenways, Inc. will continue to serve as the umbrella organization for the Brandywine Valley Scenic Byway until a permanent corridor management entity is fully organized. During the development of the *Corridor Management Plan*, Delaware Greenways has coordinated and facilitated Byway activities with the participation of an Advisory Committee composed of the organizations listed in section 7.2 below. Ad-hoc committees have been formed by the Advisory Committee to undertake specific activities.

During Phase One of the implementation of the *Corridor Management Plan*, an independent or affiliated non-profit organization will be created to serve to undertake management of the Byway. It is anticipated that this organization will be called the Brandywine Valley Scenic Byway Partnership (Partnership) and that it will be created out of an existing non-profit entity under either Delaware Greenways, the Kennett Pike Association or another organization. The Kennett Pike Association has an affiliated 501c3 corporation named Evergreen Plan that has been relatively dormant for several years. Delaware Greenways is an existing 501c3 organization with the ability under its bylaws to act as an umbrella organization. The bylaws of the existing entity or a new entity will be written with respect to mission, organization, and management to reflect the mission, goals, and objectives of the Byway as outlined in the Corridor Management Plan.

During Phase One, a part-time executive director, identified as the Byway Steward in the description of strategies, will be hired to coordinate Byway implementation. This staff member will first be under Delaware Greenways and will later be transferred to the Partnership.

Byway partners will serve on the Management Committee of the Partnership and will manage and oversee its activities. Partner roles and responsibilities will be outlined in the bylaws. Each potential partner will enter into a memorandum of agreement with the Partnership and will have one vote on the Management Committee. An Executive Committee will be created by vote from the members of the Management Committee. Additional standing committees of the Partnership will also be created, as outlined in the bylaws. Ad-hoc committees will be created as necessary to undertake specifically designated responsibilities.

7.2 Byway Partners

A wide variety of local organizations, governmental entities, businesses, legislators, and private partners have provided guidance, input, and administrative and technical support for the development of the Brandywine Valley Scenic Byway. These

partners will continue to be involved in the management of the Byway and in the implementation of Byway projects. It is anticipated that at a minimum representative of the following entities may serve on the Management Committee for the Byway and be either active in its implementation or serve on a technical advisory committee.

- City of Wilmington
- New Castle County
- Delaware Department of Transportation (DelDOT)
- Wilmington Area Planning Council (WILMAPCO)
- Kennett Pike Association
- Centreville Civic Association
- City of Wilmington Civic Associations
 - Cool Springs Neighborhood
 - Highlands Neighborhood
 - Wawaset Park Neighborhood
 - Delaware Ave Community Association
- Route 100 Neighborhood Representative
- Delaware State Chamber of Commerce
- Committee of 100
- Business Representatives
- Brandywine Conservancy / Delaware Nature Society
- Delaware Greenways, Inc.
- Delaware Center for Horticulture
- Visitor Attractions
 - Winterthur Museum and Gardens
 - Delaware Museum of Natural History
 - Hagley Museum and Library
 - Longwood Gardens
 - Brandywine River Museum
 - Delaware Children's Theater
 - Gibraltar
 - Goodstay Gardens
- Churches
 - St. Joseph on the Brandywine
 - Lower Brandywine Presbyterian Church
 - Westminster Presbyterian Church
- Hotels and Lodging Establishments
 - Hotel du Pont
 - The Inn at Montchanin
- Wilmington Visitors and Convention Bureau
- State Office of Historic and Cultural Affairs
- State Office of Tourism
- Preservation Delaware
- Schools
 - Centreville School
 - Ursuline Academy

- Retirement Homes
 - Stonegates
 - Methodist Country House

7.3 Potential Funding Sources

Funding for Byway projects will be provided from a variety of sources, and grants from the federal government are expected to be a primary source. Most of these programs provide funding that must be matched to leverage local investment. Some of the sources of local investment are also listed below.

FEDERAL HIGHWAY ADMINISTRATION – NATIONAL SCENIC BYWAYS PROGRAM

Through the Transportation Equity Act for the 21st Century (TEA-21), which is described in greater detail below, funding is provided for the National Scenic Byways Program that provides technical and financial support for designated byways. An application will be made for the Brandywine Valley Scenic Byway to be designated as a National Scenic Byway, which will provide additional support for the management entity is access to the grant program. Scenic byway grants require a 20 percent match that will come from state, local, public, or private funds and in-kind donations. Grant applications will be evaluated on how the project will achieve the following:

- Byway travelers must benefit from the proposed project through an improvement in the quality and continuity of their experience—an essential component for attracting more visitors or enticing them to stay longer.
- The byway’s story will be interpreted to improve the quality of the visitors’ experience.
- The byway organization’s capacity to help implement the corridor management plan will be strengthened.
- Multi-year priorities will be established for improving the byway, the broader corridor, and the intrinsic qualities for the visitor.
- Coordination among state, local, and private entities for byway enhancements will be fostered.
- Alternative sources of funding will be sought allowing scenic byway funds to leverage additional funding for greater benefit.

CATEGORIES OF ELIGIBLE ACTIVITIES

The legislation creating the National Scenic Byways Program established the categories of activities that are eligible for funding. The grant applications for byway

projects should be developed to demonstrate how the project fits within these categories. New projects in addition to those listed in the Corridor Management Plan should be developed to fit these categories as well. Even though some of these types of activities have been implemented or are underway, the full list is provided as a reference. For more information consult the document, *National Scenic Byways Program Guidance for FY 2005 Grant Applications*.

State Scenic Byway Programs

Grant funds can be used to support the planning, design, development, of a State scenic byway program. Program funds, however, may not be used for the ongoing administrative or operating expenses of a State scenic byway program.

Corridor Management Plan

Grant funds can be used to develop and implement a corridor management plan to maintain the scenic, historical, recreational, cultural, natural, and archeological characteristics of a byway corridor while providing for accommodation of increased tourism and development of related amenities. A grant from the National Scenic Byways Program was used to fund this Corridor Management Plan.

Safety Improvements

Grant funds can be used for safety improvements to a state or national scenic byway to the extent that the improvements are necessary to accommodate increased traffic and changes in the types of vehicles using the highway as a result of the designation as a state or national scenic byway. Funds may also be used for safety improvements on the scenic byway or a road providing direct and immediate access from the scenic byway to an interpretive site or other resource directly related to the byway or its intrinsic qualities. Funds may not be used, however, to perform highway maintenance or correct preexisting deficiencies or deficiencies arising from the normal use of the highway.

Byway Facilities

Grant funds may be used for the construction of facility or improvement for pedestrians and bicyclists, such as a rest area, turnout, highway shoulder improvement, passing lane, scenic overlook, or interpretive facility. The purpose of such a facility or improvement should be to increase the quality of the byway visitors' experience by informing the byway traveler of the significance of the byway or fulfilling multi-modal recommendations of the Byway's Corridor Management Plan.

Access to Recreation

Grant funds may be used for an improvement to a scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation, by providing direct access from the byway to a recreational area directly related to the byway or its intrinsic qualities. The improvements should increase the quality of the byway visitors' experience by providing access for vehicles or visitors who otherwise would not be able to access the recreational area or by fulfilling multi-modal recommendations of the byway's corridor management plan.

Resource Protection

Grant funds can be used for enhancing, protecting, or preserving the scenic, historical, recreational, cultural, natural, and archeological resources in an area adjacent to a scenic byway. The purpose of such efforts should be to increase the quality of the byway visitors' experience by enhancing the intrinsic qualities that form the byway's story. Eligible projects include purchasing, rehabilitating, or improving a building that will be owned or operated by a government entity or a nonprofit entity; or acquiring land for a government entity or a nonprofit entity.

Interpretive Information

Grant funds can be used for the development and implementation of an interpretive plan, including tourist or interpretive information directly related to the byway or its intrinsic qualities. Funds may also be used to develop and provide information on the State's total network of scenic byways, a specific byway's intrinsic qualities, and related byway amenities. Products can include written, video, or audio materials, though they may not be sold.

Marketing

Grant funds may be used to develop marketing programs and information for the entire byway, including marketing plans on the State's total network of scenic byways, or a particular scenic byway. Funds may not be used, however, for ongoing administrative or operating expenses of a scenic byway marketing program.

ORGANIZATIONAL SEED GRANTS

The National Scenic Byway Program also provides seed grants to strengthen a byway organization's capacity to help implement the corridor management plan. The grants are limited to \$25,000 annually for up to five years for a designated National Scenic Byway. The purpose of the grant is to provide a predictable and flexible funding source to promote the growth and stability of the byway organization. The request and use of seed funds does not preclude a state or byway from requesting a separate grant to implement individual projects or initiatives identified in the corridor management plan or otherwise associated with the implementation of the plan. The seed funds should be used to strengthen and complement, not to supercede, the volunteer spirit of the byway organization.

FEDERAL TRANSPORTATION ENHANCEMENT FUNDS

The Transportation Equity Act for the 21st Century (TEA-21) was enacted June 9, 1998, as Public Law 105-178, authorizing the federal surface transportation programs for highways, highway safety, and transit for the six-year period 1998-2003. The TEA-21 Restoration Act, enacted July 22, 1998, provided technical corrections to the original law. TEA-21 builds on the initiatives established in the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). A new bill extending these programs is currently pending in Congress and is expected to be passed by late spring.

Many significant programs have been created or enhanced under these transportation bills, including, but not limited to, the National Scenic Byways Program; safety programs for drivers, vehicles, and infrastructure; highway construction programs; transit programs; rail programs; congestion and pollution mitigation programs; programs for bicycle and pedestrian trails; and transportation enhancements. Transportation enhancement funding has provided a substantial amount of support for community projects that enhance the character of places. Such projects have included a wide range of historic preservation, restoration, rehabilitation, interpretation, trail, and recreational projects. Transportation enhancement will be an important source of funding for the implementation of Byway projects.

In addition to the National Scenic Byway Program, two programs, among many others, are likely to provide funding support for strategies and actions in the *Corridor Management Plan*: the Urbanized Area Formula Grants Program and the Formula Grant Program for Other Than Urbanized Areas

URBANIZED AREA FORMULA GRANTS PROGRAM

Funding is provided through the Urbanized Area Formula Grant Program for transit enhancement activities such as historic preservation, landscaping, public art, pedestrian access, bicycle access, and enhanced access for persons with disabilities. The program directs funding to all of the urbanized areas in the country with a population of more than 50,000 and less than 200,000.

FORMULA GRANT PROGRAM FOR OTHER THAN URBANIZED AREAS

This program provides funding for similar types of projects as described above, but the funds are apportioned to each state based on the size of its non-urbanized population. Funding may continue to be used for capital, operating, State administration, and project administration expenses.

REGIONAL AND LOCAL SOURCES OF SUPPORT

To match grants from the National Scenic Byways Program, and to fund projects for which byways grants were not received, the Byway's Partnership will seek funding support from a variety of other sources, such as governmental, institutional, and private partners.

GOVERNMENTAL BYWAY PARTNERS

Local and regional governmental partners have provided strong support for the creation of the Brandywine Valley Scenic Byway. This support has ranged from providing funding, to administrative support, to participation in the development of strategies and actions. Governmental partners include local legislators, the City of Wilmington, New Castle County, the Wilmington Area Planning Council, the Delaware Department of Transportation, and other state agencies. These governmental partners will be active participants in the Byway's implementation and

will continue to provide various types of financial, administrative, and other forms of support.

INSTITUTIONAL BYWAY PARTNERS

Other potential sources of funding support may come from the institutional foundations along the Byway. These include philanthropic organizations associated with the major corporations in the region, community foundations, private charitable foundations, and others. These may include the ADVANTA Foundation, AstraZeneca, Charles Stewart Mott Foundation, Discover Bank, Du Pont Community Fund, Fair Play Foundation, Gannett Foundation, Laffey-McHugh Foundation, Longwood Foundation, Pew Charitable Trusts, Welfare Foundation, Wilmington Savings Fund Society, and Wilmington Trust Company. Each of these organizations provides funding in some capacity to projects related either to museums, environmental conservation, or preservation. Each should be researched to determine how applicable their programs are, and specific qualifying byway projects should be identified. The schedules of grant rounds for each applicable organization should be obtained for scheduling the preparation of grant applications.

PRIVATE BYWAY PARTNERS

Private residents and organizations along the byway may also be willing to donate funds, time, services, or materials in support of byway enhancement projects. Many local volunteers have been and will continue to be involved. With recruitment and publicity, these ranks should expand as projects are implemented.

7.4 Phasing

The Corridor Management Plan includes a long list of strategies and actions that will keep the management entity and the Byway partners busy for many years. The phasing of implementation is an important consideration that focuses efforts to be effective and efficient. The phasing schedule has been developed in accordance with three factors:

- the strengths of the management entity and the Byway partners;
- the need to establish a presence along the corridor and build momentum for future work; and
- the opportunities presented by strategies and actions that are ready to go.

The list of strategies and actions presented in Chapter 6 has been divided into four distinctions: Ongoing Activities, and Phases One, Two, and Three.

ONGOING ACTIVITIES

Ongoing activities are those that do not have a specific duration or ending. They are policies or planning recommendations to be adopted by Byway partners or commitments of participation and collaboration. Ongoing activities will commence during the first two years and will continue indefinitely.

PHASE ONE – 0 TO 2 YEARS

Phase One strategies and actions should begin to be undertaken in the first two years following adoption of the Corridor Management Plan. Generally these are projects that are ready to be implemented or will easily help establish the presence of the Byway in the landscape and in the minds of the Byway travelers.

PHASE TWO – 2 TO 5 YEARS

Phase Two strategies and actions are longer-term activities that will rely on a greater level of commitment of staff and funding, that are more complex and require a longer planning period to fully develop the activity, or that have been designed to follow Phase One strategies and actions. Phase Two strategies and action help to build the capacity of the management entity and to establish a firm presence along the Byway and in the minds and hearts of Byway travelers, residents, partners, and others.

PHASE THREE – 5 TO 10 YEARS

Phase Three strategies and actions are either low priority projects, are projects that require a long period of planning and development, or require a high-level of organizational capacity and a great amount of funding. These strategies and actions firmly establish the long term presence and sustainability of the Byway enhancement effort.

Strategies and actions have been developed by the Advisory Committee members and the consulting team. The period of implementation will begin with the adoption of the plan and will commence for a period for ten years. New strategies and actions will be developed as needs arise, and some of the existing strategies and actions will not be implemented, related to the possibility of unforeseen changes arising. The Partnership will establish a flexible process for accommodating these changes over time.

7.5 Implementation of Strategies

The Advisory Committee for the Brandywine Valley Scenic Byway has developed an action plan for the implementation of the strategies outlined in Chapter 6. A matrix summarizing all of the strategies and actions and identifying (a) responsible partners, (b) budgets, where possible, (c) potential sources of funding, and (d) phasing is included at the end of Chapter 7. Phasing in the matrix is presented as outlined in Section 7.4 of this chapter, above. The Advisory Committee's initial action plan, however, is focused upon Phase One in the first two years of implementation.

As is outlined in the matrix, a significant number of the proposed strategies are ongoing activities that will be initiated by the Byway partners during the first two years of implementation of this Corridor Management Plan. Work on these ongoing activities will be intermittent depending upon circumstances as they develop. Please

refer to the matrix at the end of this chapter for the identification of ongoing strategies. In general, these ongoing activities include:

- Coordination with city and county government on policy, planning, and projects;
- Coordination with DelDOT and WILMAPCO on a wide range of policy, planning, and project activities related to transportation;
- Coordination with local businesses on enhancing business opportunities and presentation; and
- Coordination with partnering attractions on marketing, interpretation, and education projects.

The implementation of these ongoing strategies requires the establishment of the Partnership described in Section 7.1 of this chapter as the management entity for the Byway (Strategy 8.1). The Partnership will be managed on a daily basis by an executive director, who will serve as the Byway Steward (Strategy 1.3). During the first year of the Byway, therefore, activities will concentrate upon (1) the establishment of the Partnership, (2) filling the position of Byway Steward, (3) managing the ongoing strategies under the leadership of the Byway Steward, (4) undertaking selected high priority projects, and (5) monitoring the progress of projects being undertaken by partners.

The selected high priority projects include five Phase One projects which will begin implementation during the first year. They include:

- Strategy 1.4, Development of educational materials for landowners;
- Strategy 1.9, Implementation of a landscape demonstration project;
- Strategy 2.1, Development of design guidelines for landowners;
- Strategy 6.13, Creation of a Byway website; and
- Strategy 7.6, Production of a Byway brochure.

The development of educational materials (Strategy 1.4) is estimated to cost \$5,000 and will be financed through local fundraising.

The landscape demonstration project (Strategy 1.9) is currently in progress. Through a current National Scenic Byways Program grant, a potential demonstration project has been identified associated with streetscape improvements at the Delaware Children's Museum in Wilmington. Concepts for this project have been developed. The project has been reviewed with DelDOT, and will be the subject of a transportation enhancement grant application. The cost of the proposed project has not yet been estimated.

Delaware Greenways, Inc., who has been managing preparation of the Corridor Management Plan, has applied for a second National Scenic Byways Program grant for the implementation of Strategies 2.1, design guidelines, and 7.6, a Byway brochure. Production of the design guidelines is estimated to cost \$35,000, not including the cost of the process of hiring consultants. The production of the Byway brochure is estimated to cost \$15,000.

Creation of the proposed website for the Byway (Strategy 6.13) is estimated to cost \$12,000 for design and production. Local partners will contribute to the website by providing written content.

In the second year of the Byway's implementation, additional projects will be undertaken under the management of the Byway Steward. They include creation of a recognition program (Strategy 1.5), development of business strategies (Strategy 2.3), initial exploration of Kennett Pike design issues (Strategy 4.2), exploration of the de-designation of Route 100 (Strategy 5.5), and exploration of signage program options (Strategy 5.15). The timing and schedule for the implementation of these initiatives will be determined as the first year actions are completed and assessed.

Six other Phase One actions will be undertaken by Byway partners, who will establish separate schedules and budgets for their projects. City of Wilmington streetscape improvement projects (Strategies 3.2 and 8.4) will be managed by the city and its constituents. Preparation of a schedule of events (Strategy 6.6) and development of package tours (Strategy 7.4) will be undertaken by the Byway attractions. The upgrading and implementation of wayfinding signage improvements (Strategy 6.7) is being undertaken separately by the City of Wilmington (wayfinding signage within the city) and the Chester County Conference and Visitors Bureau (wayfinding signage north of the city) in association with their partners.

Beginning in the first year, in addition to monitoring and managing ongoing activities, the following specific project tasks will be initiated by Delaware Greenways and then taken over by the Partnership:

Task 1: Develop and evaluate options for the new management entity and facilitate transition to the partnership as the permanent management entity. Schedule for completion: Months 1 and 2.

Task 2: Hire an executive director for the Partnership to serve as Byway Steward. Schedule for completion: Months 1 and 2.

Task 3: Retain a consultant to prepare design guidelines. Schedule for completion: Month 3.

Task 4: Retain a consultant to prepare the Byway brochure and educational materials. Schedule for completion: Month 3.

Task 5: Fundraising for the Byway website and educational materials. Schedule for completion: Months 3 and 4.

Task 6: Develop design guidelines. Schedule for completion: Months 4 through 13.

Task 7: Design, print, and publish the Byway brochure. Schedule for completion: Months 4 through 10.

Task 8: Prepare the Byway educational materials. Schedule for completion: Months 5 and 6.

Task 9: Retain a consultant to prepare the Byway website. Schedule for completion: Month 5.

Task 10: Design and implement the Byway website. Schedule for completion: Months 6 through 12.

Based upon these tasks, the following is a proposed first year budget for implementation of the Byway by the Partnership:

Develop and evaluate options for the Management Entity	\$3,000
Staff salary for a Byway Steward (part time, one year)	\$25,000
Administrative expenses for the Partnership	\$6,000
Hire consultants to prepare the design guidelines, brochure, and website	\$4,000
Design guidelines project	\$35,000
Byway brochure project	\$15,000
Educational materials project	\$5,000
<u>Byway website project</u>	<u>\$12,000</u>
Estimated First Year Budget	\$105,000

Performance measures for the first-year projects will be based upon completion of the projects in accordance with the schedule and within the costs outlined above. Performance measures for ongoing activities will be based upon the review of the status of those activities by the Management Committee of the Partnership, which will meet specifically to conduct such reviews on a quarterly basis. Performance measures for most partnership projects, such as streetscape improvements for the City of Wilmington, are beyond the control of the Partnership but will also be reviewed by the Management Committee on a quarterly basis.

By the end of the third quarter of the first year, a detailed action plan and budget for year two will be developed by the Partnership based upon the first year's experience for review and approval of the Management Committee.

The following summary matrix of all of the strategies and actions outlined in Chapter 6 has been developed as a reference for implementation and includes the following components:

- A description of the strategy or action to be implemented
- The location of enhancements—either specific sections of the byway or to the entire byway—has been identified.
- A list of byway partners that may be instrumental or be required to implement specific strategies and actions has been identified, though no commitments have yet been made. These commitments will be sought at the appropriate time.
- A preliminary budget has been prepared for each strategy or action, when possible, that includes either an order-of-magnitude estimate of costs, or identification that administrative time is required for implementation with identification of the organization that could provide such administrative support.

Potential funding sources have been identified to demonstrate the funding that could be used. In most cases, no funding commitment has yet been obtained from these sources except for a number of transportation related projects identified in the Landscape Management Plan. The last column identifies how the strategies and actions have been divided among four priority distinctions related to phases of implementation.

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Byway Conservation and Enhancement					
GOAL #1: Preserve and enhance the "green infrastructure" that defines the byway through continued voluntary and private conservation efforts					
1.1 Have City, County and State Comprehensive Plans recognize the Brandywine Valley Scenic Byway to demonstrate the significant public benefit and establish a conservation purpose for the scenic and historic qualities of the open space lands and historic sites along the Scenic Byway. Include in Comprehensive Plans: <ul style="list-style-type: none"> a. A conservation and preservation priority map showing properties under permanent protection as well as view-sheds on private property. b. An inventory of historically significant sites and view-sheds. 	Entire Byway	County, City, State, Delaware Center for Horticulture, Historical Society of Delaware, Brandywine Conservancy, Delaware Nature Society, Delaware Greenways, Delaware Office of State Planning Coordination. Will require monitoring by byway management entity.	Inventory underway, funded by a Federal Scenic Byway grant. Map can be developed by public employees during the updates of applicable plans and codes. Consultants or partners may be retained to prepare the priority map.	Federal Scenic Byway Grant, plus administrative support from City, County, State, WILMAPCO, and others	Ongoing
1.2 Have City, County and State pass a resolution recognizing The Brandywine Valley Scenic Byway as the First Byway in the First State. Include in the resolution that the Scenic Byway conservation and preservation priority maps should be included in all City, County and State Planning, Natural Resource Conservation and Green Infrastructure maps.	Entire Byway	City, County, State, Delaware Greenways State Representatives, Councilmen, and City Councilmen	Staff and administrative costs from the City, County, and State	Staff and administrative appropriations of City, County, and State	One
1.3 Appoint a "Byway Steward" to carry out the work of the Brandywine Valley Scenic Byway Management Entity. The "Byway Steward" will be responsible for monitoring the status of lands and sites identified as conservation and preservation priorities, will work with landowners and conservation organizations on a byway specific voluntary conservation and preservation easement program, will monitor development activity, will distribute educational materials to developers,	Entire Byway	Byway Management Entity, Brandywine Conservancy, Delaware Nature Society, Delaware Greenways	\$25,000 annually part time	County, Federal Scenic Byway funding, private foundations, annual fundraising, donations,	One

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
businesses and residents, and will coordinate other byway activities.					
1.4 Develop byway specific educational materials and a landowner information packages to facilitate the donation of conservation or preservation easements and/or purchase of conservation or preservation easements for property owners funded through private foundation support. Notify landowners of potential preservation opportunities.	Entire Byway	Byway Management Entity will take the lead and be supported by the Brandywine Conservancy and the Delaware Nature Society	\$5,000 for initial materials (production and printing costs) in Phase One, and \$20,000 in Phase Two	Byway Grant, Private Foundations, Donations, Fundraising Events	One & Two
1.5 Develop a “Byway Stewardship Recognition Program” to recognize those individuals that donate conservation or preservation easements or otherwise voluntarily protect their lands and buildings in a manner that preserves the byway’s intrinsic qualities. Work with existing stewardship programs at Delaware Nature Society and the Brandywine Conservancy to include the Scenic Byway. Landowner permission is required for recognition. The recognition will honor all previous stewards, annually	Entire Byway	Byway Management Entity will take the lead with support from the Delaware Nature Society and Brandywine Conservancy	\$500 for certificate and reception annually starting in Phase One , and \$5,000 for small bronze plaques in Phase Two.	Private foundations, donations	One & Two
1.6 Seek and support opportunities to make funding sources available to landowners for land conservation actions a. Establish a revolving fund for land conservation actions. b. Utilize the Preservation Delaware Revolving Fund for preservation of historic buildings.	Entire Byway	Preservation Delaware, Brandywine Conservancy, Delaware Nature Society	To be determined	State and County Appropriations, Preservation Delaware Fund, Private Foundations, Fundraising	Three
1.7 Work with the Brandywine Conservancy on a voluntary conservation easement along the roadside on Route 100 (Montchanin Road) of approximately 200 feet where feasible, with the section between Route 92 and the Pennsylvania line being a priority	Route 100 (Montchanin Road)	Brandywine Conservancy	Staff and Administrative costs of participating organizations	Administrative costs for working with landowners, drafting easement, and monitoring easement. If easements are donated with maintenance fees,	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
				then no additional costs to BC and others. If purchased, funds will be needed from either the state, county, or other sources.	
1.8 Work with the University of Delaware to preserve the view at Goodstay.	City of Wilmington	Preservation Delaware, Delaware Greenways, City, State, University of Delaware	Staff and Administrative time of participating organizations	Staff and administrative appropriations of participating organizations	Two
1.9 Implement the landscape demonstration project planned and designed as part of the Corridor Management Plan.	To be determined	Delaware Center for Horticulture, Regional Landscape Enhancement (RLE), Lardner/Klein		Federal Scenic Byway Grant, Transportation Enhancement Funds, Private Foundations	One
1.10 Explore the potential for designation of a Brandywine Valley National Heritage Area as a way to enhance the scenic byway program, achieve national recognition, and attract funding.	Entire Byway	State and U.S. Senators and Representatives, National Park Service	\$50,000	Grant from Federal government	Two
<p>Byway Conservation and Enhancement GOAL #2: For properties where conservation or preservation is no longer an option, encourage appropriate design practices that minimize change to their existing scenic and historic character. For properties seeking additional infill or redevelopment, encourage context-sensitive architectural and landscape design that fits within a neighborhood scale and respects the character of its surroundings.</p>					
2.1 Develop voluntary conservation-oriented design guidelines for rural, village, suburban and urban sections of the byway and make the guidelines readily available to landowners. a. Use Scenic Byway “Character Segments” to define the context. b. Work with the City and County to encourage the use of conservation design and make guidelines	Entire Byway	Brandywine Conservancy, Delaware Center for Horticulture, County Department of Land Use, City Planning, and Design Review WILMAPCO, Kennett	\$35,000	Federal Scenic Byway Grant, state appropriations, Private Foundations, Byway Partner donations	One

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
available to the public.		Pike Association			
2.2 Work with local businesses within each commercial segments of the byway to identify issues, interests, and needs and establish a process for incorporating them into actions in a manner that is sympathetic to the character of the byway.	City of Wilmington, Greenville, Centreville, Montchanin	Byway Management Entity takes the lead with support from Byway Partners	Staff and administrative time	Byway Management Entity	Ongoing
2.3 Support appropriate economic development by developing individualized business strategies for the various commercial segments along the byway and also create incentive-based programs that support businesses and address issues in a manner that is sympathetic to the character of the byway.	City of Wilmington, Greenville, Centreville, Montchanin	Byway Partners, Chamber of Commerce, other business associations	Staff time only in Phase One with costs to be determined in Phase Two	To be determined	One & Two
2.4 <u>Urban and Village Sections</u> a. Recommend sidewalks with street tree plantings b. Recommend the use of signs that are in keeping with the adjacent architecture in color, lighting, scale and materials. c. Use tree and landscape plantings to screen certain areas d. Add crosswalks and landscaped medians to encourage walking e. Use native plants to reflect the local context f. Consider off street parking behind buildings g. In historic villages be sensitive to the specific history period in designing buildings h. In villages site new buildings in keeping with setbacks of existing buildings i. Include bike lanes whenever feasible j. See Centreville Village Plan, 8 th District Neighborhood Plan, Delaware Avenue Gateway Plan, etc.	City of Wilmington, Greenville, Centreville, Montchanin	City, County Centerville Civic Association, Delaware Center for Horticulture, DelDOT, Kennett Pike Association	To be determined	City, County, and State appropriations, TE funds, DelDOT	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>2.5 <u>Rural /Suburban Sections</u></p> <ul style="list-style-type: none"> a. Use compact development patterns that preserve the overall form and character of the natural landscape features (good examples: Ponds of Woodward, Williamhurst) b. Retain pastoral character of open scenic areas c. Recommend placement of new homes where they are less visible from the road, avoiding where feasible, the ridge lines and the middle of open fields d. Recommend placement of homes and driveways that follow the contours of the land e. Recommend the use of cluster or open space design patterns to retain the character of the open fields and adjacent woodlands while accommodating the same amount of development (or more when considering the use of bonus density) f. Recommend the use of narrow access drives to minimize the amount of tree clearing required for new residential construction g. Work with developers and community associations to ensure that gatehouses, fences, and other security measures are appropriately scaled, screened where necessary, and otherwise made to fit within the scale and context of this historic landscape h. Recommend the use of vernacular building forms found in the area that are compatible with the scale of nearby buildings. i. Prepare a pamphlet to show these design practices or consider using applicable parts of the Livable Delaware Community Design Manual as a suggested guide 	Kennett Pike and Montchanin Road	Brandywine Conservancy, DelDOT, County Land Use, Kennett Pike Association, Centreville Civic Association	To be determined	County, and State appropriations, TE funds	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
2.6 Establish an incentive program whereby property owners become eligible for certain benefits if they register their property as part of the scenic byway corridor and agree to maintain their property according to certain voluntary guidelines.	Entire Byway	City and County, State Brandywine Conservancy	To be Determined	Federal Scenic Byway Grant, City, County, State, Fundraising	Three
Transportation/Traffic Safety GOAL#3: Work with DeIDOT, WILMAPCO, and the City of Wilmington to accommodate and balance the needs of all roadway users including residents, visitors, businesses, public facilities, and institutions by utilizing context sensitive design and multi-modal approaches to solving transportation issues					
3.1 Establish a collaborative, interdisciplinary approach to developing and implementing all future transportation projects along the byway, involving all stakeholders to ensure that transportation projects are in harmony with the byway communities; to preserve and enhance environmental, scenic, aesthetic and historic resources while enhancing safety and mobility; to retain the scenic character of the roadways by maintaining the current width and alignment; and to encourage multimodal transportation solutions whenever feasible.	Entire Byway	DeIDOT, WILMAPCO	Staff and administrative time for governmental entities involved	Staff and administrative appropriations	Ongoing
<p>3.2 The Brandywine Valley Scenic Byway East of I-95 to Rodney Square has been improved as part of the Delaware Avenue Gateway Phase I project through Wilmington Initiatives with streetscape and traffic management improvements to greatly enhance the Scenic Byway. To complete the enhancement of the Scenic Byway the following projects were identified by the Scenic Byway Committee as having the highest priority for implementation in the City segment of the Scenic Byway.</p> <p>All of these projects should include:</p> <ul style="list-style-type: none"> • Context-sensitive design solutions • Changes to way-finding signs leading to major destinations (building on city funded portion) • Traffic management strategies that make the best 	City of Wilmington	City, DeIDOT, WILMAPCO	To be determined	Capital Transportation Program, Transportation Enhancement Funds	One

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>use of available space and recent city signalization work</p> <ul style="list-style-type: none"> • Aesthetic enhancements such as more attractive medians, crosswalks, sidewalks, lighting, bicycle lanes and streetscape elements <p><u>Delaware Avenue Gateway Project:</u> Modify the existing conceptual design for Phase II of the Delaware Avenue Gateway Project between Jackson Street and Harrison Street as a keystone to the byway effort. Demonstrate the relationship of the project to tourism and economic development and identify the project as a Gateway to both the City of Wilmington and the Brandywine Valley Scenic Byway. The Phase II package should address:</p> <ul style="list-style-type: none"> • improved traffic service level/flow • aesthetic redesign of the I95 bridge overpass walls • redesign of the jersey barriers along old Brandywine Cemetery • improved access to the Delaware Children’s Theater • pedestrian and streetscape improvements by adding crosswalks, medians, landscaping, brick sidewalks, decorative lighting, bicycle lanes and way-finding signage. <p><u>Pennsylvania Ave./Union Street Project</u> Initiate and implement concept designs and recommendations for the Union Street intersection and the adjoining streetscape from Bancroft Parkway to Scott Street. It is undetermined if the project design will straighten the intersection by removing the Union St. “jog” or rather only increase safety, efficiency and aesthetics through lesser measures. This is a project that has had limited research completed to date, but is acknowledged by all to be worthy of correction.</p> <p>This project can build on the success off the Union/Lincoln Street revitalization project and enhance</p>					

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>linkage to Trolley Square and Little Italy retail areas as side trips off the Byway.</p> <p><u>8th District Neighborhood Plan</u> Implement and update this conceptual plan proposed in 2000 by the 8th District Neighborhoods. It includes all intersections between</p> <p>Franklin St and DuPont St and begins at the Delaware Avenue Gateway Project and ends at the Pennsylvania Ave./Union Street Project.</p> <p>This project provides for pedestrian and streetscape improvements. It includes adding crosswalks, medians, landscaping, brick sidewalks, decorative lighting, bicycle lanes and way-finding signage.</p> <p><u>Riverview Ave. to Rising Sun Lane</u> This is a new project proposed by the Scenic Byway Committee to achieve consistency along the Scenic Byway by continuing the recommendations of the 8th District Neighborhood Plan westerly to the City boundary.</p> <p>This project provides for pedestrian and streetscape improvements including adding crosswalks, medians, landscaping, brick sidewalks, decorative lighting, bicycle lanes and way-finding signage.</p>					
3.3 Use safety and traffic regulation enforcement efforts to make sure that truck traffic respects the historic nature of properties along the scenic byway. Post Route 100 for height limitations to keep oversized vehicles from getting stuck under railroad bridge. Post signs in Chadds Ford telling them to turn back if they exceed the height limitation.	Entire Byway	DelDOT City Police, State Police	Staff and administrative time for governmental entities involved	Staff and administrative appropriations	Two
3.4 Work with DART to promote mass transit access to scenic byway attractions and events (info already on	City of Wilmington	DelDOT/DART, WILMAPCO, City	Staff and administrative time	Possible tourism marketing or	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
<p>Web for attractions):</p> <p>a. Expand Wilmington Trolley to reach other attractions</p> <p>b. List Byway attractions/information on bus schedules and signs, particularly Route 10</p> <p>c. Use photos of Byway attractions for route schedules (Route10)</p> <p>SEE: http://www.dartfirststate.com/information/attractions/</p>	and Kennett Pike		for governmental entities involved	promotion grant from FHWA Scenic Byway Program, or State Tourism Office	
3.5 Work with Delaware Tourism Office and the Mayor's Office to relate bus service to tourism goals for the City	City of Wilmington	City, County, State Tourism Office, DART	Staff and administrative time for governmental entities involved	Possible tourism marketing or promotion grant from Federal Scenic Byway Program, or State Tourism Office	Ongoing
<p>3.6 Consider context-sensitive solutions for intersection issues at Route 100/Route 92.</p> <p>Traffic moves well, but parking on shoulders remains a problem during fishing season. These solutions might include no parking on shoulders, narrowing the intersection, moving stop sign location, creating a small unpaved parking area. Keeping the intersection at Route 100 and Route 92 from growing larger.</p>	Montchanin Road	DelDOT, Lardner/Klein	To be determined	DelDOT, Transportation Enhancement Funds	Ongoing
3.7 Consider using "Netlon" on shoulders at intersection of Route 100 and Route 92 as it can be covered with grass and is more aesthetically attractive than current surface. (Netlon is currently used at Boston's Logan International Airport)	Montchanin Road	DelDOT	Cost Estimate to be determined at a later date	DelDOT	Three
3.8 Develop Biking Guidelines for Scenic Byway. Convey message to bikers that biking on Route 100 is unsafe. Maintain the designated Kennett Pike Greenway for bikers and walkers along the road shoulders and sidewalks from Greenville to the Pennsylvania border.	Entire Byway	DelDOT, Delaware Greenways, Delaware Bicycle Council	DelDOT Staff	DelDOT	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Transportation/Traffic Safety GOAL #4: Adopt traffic calming measures as a means of self enforcing posted speed limits, improving pedestrian safety, and encouraging pedestrian and bicycle use of the Byway					
4.1 Support the goals and objectives of the <i>Centreville Village Plan</i> and the implementation of appropriate permanent traffic calming solutions in Centreville.	Kennett Pike	DelDOT, Centreville Civic Association, Kennett Pike Association	Staff and administrative time for DelDOT, Byway Steward, Centreville Civic Association members	Staff appropriations for DelDOT, Byway Management Entity, Transportation Enhancement Funds	One
4.2 Maintain the scenic integrity of the rural road along Kennett Pike between Greenville and Centreville and between Centreville and the Pennsylvania border a. Consider, as needed, context-sensitive designed intersection improvements. b. Introduce measures to give drivers more clues that they are approaching Greenville and Centreville and need to slow down (gateway, road narrowing, bump outs, rhythmic planting, curb transitions, neck-downs or alignment shifts,) c. Maintain the existing alignment and two lane cross section	Kennett Pike	DelDOT, Kennett Pike Association, Centreville Civic Association	To be determined	DelDOT	One
4.3 Work with DART and DelDOT to increase the number and physical presence of crosswalks and continuous sidewalks associated with bus stops in the corridor	City of Wilmington, Greenville, and Centreville	DelDOT, DART	To be determined	Urbanized Area Formula Grants, Capital Investment Grants and Loans, and Formula Program for Other than Urbanized Area transit funds to be used for improving bicycle and pedestrian access to transit facilities. Transit Enhancement	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
				Activity program (TEA-21) Urbanized Area Formula Grant	
<p>4.4 Develop urban traffic calming and pedestrian safety measures within the City of Wilmington (see Roadside Character regarding coordination with priority City projects).</p> <p>a. Narrow the look and feel of those sections of the road with expansive pavement (e.g. use pavers or Street Print in parking lanes instead of asphalt)</p> <p>b. Use curb extensions, pedestrian refuges and other techniques at intersections to shorten the length and improve visibility of pedestrian crossings. Priority Pennsylvania Ave. intersections (from 8th District Plan) include:</p> <ul style="list-style-type: none"> • Delaware Avenue. • Franklin Street (refuge) • Broom Street. (refuge) • Rodney Street • Clayton Street (refuge) <p>Additional intersections mentioned by committee members:</p> <ul style="list-style-type: none"> • Jackson Street.(Children’s Theater) • Union Street. • Greenhill Avenue <p>c. Consider reallocating the amount of space used for automobiles versus pedestrians or bicycles without impeding traffic flow (e.g. narrow travel lanes and add space to sidewalk as per 8th District Plan or convert to bicycle lane). Wider sidewalks proposed between Clayton and Grant in 8th District Plan</p> <p>d. Consider the use of mid-block splitter islands in the vicinity of schools</p>	City of Wilmington	City, WILMAPCO, DelDOT	To be determined	<p>Pedestrian and bicyclist safety remain priority areas for State.</p> <p>Community Highway Safety Grants funded by the Section 402 formula grant program.</p> <p>Leverage byway designation with 8th District Plan to achieve higher ranking for State and City funding.</p>	Three
4.5 On Route 100 do not introduce traffic calming as this would change the rural character of the road. Instead, correlate the design speed of the road with the speed	Montchanin Road	DelDOT, County	No funding required	No funding required	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
limit and increase enforcement. The winding road itself acts as a traffic calming device. Use signs instead of removing trees when site distance is a problem. Removing trees may encourage speeding. Maintain Route 100 as the slow Scenic Byway.					
Roadside Character GOAL#5: Conserve and enhance the scenic and historic roadside features of the entire byway, especially the many mature trees and stone walls. Enhance the character of the byway through the urban section in the City of Wilmington, the section through the village of Greenville, and the sections through the historic villages of Centreville and Montchanin.					
5.1 Inventory the location of existing scenic and historic roadside features. Develop a local “big tree” and “stone wall” registry. (County UDC has ordinance that protects big trees if they are 24 inches in diameter and in good health). Recognize voluntary conservation efforts of these features by property owners.	Entire Byway	Delaware Center for Horticulture, RLE Historical Society of Delaware	Funded through current grant	FHWA Scenic Byway Program	Ongoing
5.2 Encourage the preservation and adaptive reuse of authentic historic buildings and landscape resources along the byway through all strategies and actions.	Entire Byway	Preservation Delaware, Delaware Center for Horticulture, Brandywine Conservancy	Staff and administrative time	Staff appropriations	Ongoing
5.3 Work with DelDOT to develop context-sensitive design guidelines for transportation improvements sensitive to the individual segments of the Byway. Use State Context Sensitive Design Manual and adapt for the Byway.	Entire Byway with different guidelines for each section of the byway	DelDOT, Delaware Center for Horticulture, Delaware Greenways, Kennett Pike Association, Centreville Civic Association	Staff and administrative time	Staff appropriations	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
5.4 Work with DelDOT to preserve the existing alignment of Route 100 with two travel lanes and no shoulders, narrow intersection widths ,using native stone and plant materials, minimizing signs, preserving the character of the historic road, do everything possible to keep the winding road as is, with the road lying lightly on the land.	Montchanin Road	DelDOT, County	No funding required	No funding required	Ongoing
5.5 Consider following Pennsylvania’s example in changing the name of Route 100 (possibly to Montchanin Road.)	Montchanin Road	DelDOT	Administrative costs	DelDOT	One
5.6 Work with utility companies to minimize the impact of overhead utility wires on roadside vegetation. Possible approaches include: <ul style="list-style-type: none"> a. Place utility wires underground whenever feasible b. Use alternative spacer bars on wires to reduce pruning requirements c. Consider more frequent pruning to create less of a jarring visual impact d. Use more appropriately size plant materials when working under a utility line e. Consolidate the number of poles and corridors required by encouraging Connectiv, phone, cable companies to coordinate f. Prepare landowner/utility company maintenance agreements, if feasible g. Identify opportunities for utility relocation or underground as part of future construction activities, especially in village and urban areas h. Develop GIS data base so historic trees can be identified to landscape contractors doing pruning i. Create tree registry based on inventory and require trees be pruned by ISA certified arborist and give 3 days notice to property owner and Byway Steward. j. Require utility company to contact Byway leadership in addition to Legislators prior to commencing tree work 	Entire Byway	Utility Consultant, Delaware Center for Horticulture, Byway Partners	To be determined	Current Federal Scenic Byway Grant	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
k. Develop Scenic Byway Guidelines with Connectiv					
5.7 Use the County communication tower ordinance in UDC to regulate placement, style, require co-location, etc. for tower placement within view of historic sites and scenic byway	Montchanin Road and Kennett Pike	County, Byway Partners	Administrative time for County and Byway Partners	Staff appropriations for County and Partners	Ongoing
5.8 Establish a “Good Design-Good Business” program to provide small matching grants for façade improvements, landscaping, and streetscape improvements on private land meeting guidelines. Recognize successful business participation along the byway	City of Wilmington, Greenville, Centreville	City, County, Chamber of Commerce	To be determined	Chamber of Commerce, City, County, and State	Three
5.9 Work with the City of Wilmington to implement the recommendations of the Delaware Avenue Gateway Project Phase II, 8 th District Neighborhood Plan, Pennsylvania Ave./Union Street Plan and Riverview Ave. to Rising Sun Lane Project to improve pedestrian safety and aesthetic character of Pennsylvania Avenue. Consider: a. Adding crosswalks and medians without impeding traffic flow b. Limitations on number and size of curb cuts c. Control/elimination of billboards d. Sign Management Program e. Painting and enhancement of railroad bridge f. More extensive landscaping requirements for new development g. Street tree planting and median landscaping within the R.O.W. h. New upgraded street lighting i. Redevelopment of underutilized parcels	City of Wilmington	City of Wilmington, DelDOT, WILMAPCO	To be determined	DelDOT, Transportation Enhancement funds, Scenic Byway Program funds	Two
5.10 Set up a Scenic Byway Landscape Committee to work with DelDOT, civic groups and business owners to encourage the establishment or continuation of volunteer planting and maintenance programs such as	Entire Byway	Byway Partners, especially Delaware Center for Horticulture and	Administrative costs for participating organizations, plus volunteer time	Byway Partners, DelDOT, Property Owners	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
Adopt-a-Highway, roadside vegetation management and tree planting (see <i>Enhancing Delaware Highways</i>) and property owner initiated plantings.		Kennett Pike Association, Centreville Civic Association, DelDOT			
5.11 Prepare a cultural landscape report that identifies detailed landscape character areas, associated scenic and natural and historic building and landscape resources. Building on the inventory and historical research prepared previously, the report will recommend goals and treatments. Should be prepared in conjunction with the heritage area initiative (1.10, above).	Entire Byway	Byway Management Entity to take the lead with support from Byway Partners	To be determined	To be determined	Three
5.12 Encourage DelDOT to set up a matching program to match community and civic associations fundraising efforts for landscaping.	Entire Byway	DelDOT, Delaware Center for Horticulture, Kennett Pike Association, and other Byway Partners	To be determined	State funding for a new DelDOT program	Three
5.13 Work with DelDOT and property owners along Route 100 and Route 52 to identify areas where new plantings should be considered to enhance the roadside and prioritize areas with greatest need (including screening of undesirable views). Identify appropriate plant material using native trees and flowering plants that can be used to beautify the roadside areas. Identify areas where invasive species need to be controlled. Develop a recommended list of plants.	Montchanin Road, Kennett Pike, City of Wilmington	DelDOT, Delaware Center for Horticulture, RLE, other Byway Partners	\$15,000.	Fundraising, donations,	Three
5.14 Consolidate the number and placement of signs along roadway based on MUTCD requirements (remove old signs no longer necessary) and paint the back of all regulatory signs a dark color to reduce visual contrast	Kennett Pike and Montchanin Road	DelDOT, Byway Partners	To be determined	Participants present a list of signs to DelDOT identifying those that may be removed. Participants will paint the backs of the signs along their stretch of road.	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
5.15 Develop a complementary tourist-oriented signage system in exchange for removal of all off-premises signs and voluntary reduction in the size and height of on-premises signs in business districts	Entire Byway	Regional Visitors Bureaus, Byway Partners, Delaware Office of Tourism, DelDOT	To be determined	DelDOT, State Appropriations	One
5.16 Work with DART to establish transit facility design guidelines for the byway that reflect the historic context and intrinsic qualities of the character areas of the byway (e.g. bus shelters, signs, park and ride facilities, etc.)	City of Wilmington, Kennett Pike	DART	To be determined	To be determined	Three
<p>Tourism Strategies GOAL#6: Increase visitation and visitor spending at attractions and shopping areas along the byway in a manner that is compatible with the preservation goals of the byway. Focus tourism development efforts on the types of visitors that appreciate the historic and scenic qualities of the byway</p>					
6.1 Build on existing partnerships, such as the Brandywine 11, and help support enhanced coordination of activities and programming among attractions and amenities along the Brandywine Valley Scenic Byway	Entire Byway	Regional visitors bureaus, Byway Attractions	Staff time of Byway Partners	Staff appropriations for Byway Partners	Ongoing
6.2 Work to enhance and coordinate existing marketing efforts among the attractions and explore the need to develop a cohesive marketing strategy for the Brandywine Valley Scenic Byway	Entire Byway	Regional visitors bureaus, Byway Attractions	Staff time of Byway Partners	Staff appropriations for Byway Partners	Ongoing
6.3 Collaborate with all partners of the Brandywine Valley Scenic Byway to achieve an appropriate balance of increased visitation, economic development, and corridor preservation.	Entire Byway	Regional visitors bureaus; Byway Attractions; state, county, and city economic development entities; and state, county, and city preservation entities, DelDOT	Staff time of Byway Partners and staff from other appropriate state, county, and city entities	Staff appropriations for Byway Partners, and state, county, and city entities	Ongoing

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
6.4 Support the coordination of efforts among the regional visitors bureaus (Greater Wilmington, Chester County, Delaware County, and the Discover Brandywine Valley Public Relations Association) and the state offices of tourism for Delaware and Pennsylvania.	Entire Byway	Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania, Byway Attractions	Staff time Byway Partners and staff from Regional Visitors Bureaus	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Ongoing
6.5 Work to enhance the existing delivery of information about the Brandywine Valley Scenic Byway and its attractions, communities, and historic and cultural sites.	Entire Byway	Regional Visitors Bureaus, Byway Attractions, state offices of tourism for Delaware and Pennsylvania	Staff time of Byway Partners, and staff from Regional Visitors Bureaus	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Ongoing
6.6 Support the development and maintenance of a master schedule of events for the attractions and communities	Entire Byway	Byway Attractions, Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	One
6.7 Help coordinate with ongoing efforts to develop wayfinding signage systems in the region.	Entire Byway	Regional Visitors Bureaus, Byway Attractions, Delaware Office of Tourism, DelDOT	To be determined	DelDOT, State Appropriations	One
6.8 Support and help enhance the development of package tours that are coordinated by the visitors bureaus, attractions, and area amenities	Entire Byway	Byway Attractions, Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Ongoing
6.9 Work with the regional visitors bureaus to promote the gateways to the Brandywine Valley Scenic Byway: Wilmington in the south and the Pennsylvania	Entrances to Byway	Byway Attractions, Regional Visitors Bureaus, state offices of	Staff time of Byway Steward, Byway Partners, and staff	Staff appropriations for Byway Partners, Regional Visitors	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
entrances in the north		tourism for Delaware and Pennsylvania	from Regional Visitors Bureaus, state offices of tourism	Bureaus, and state offices of tourism	
6.10 Promote Route 52 as the primary connecting corridor between attractions and Route 100 as the meandering corridor for leisurely scenic drives	Kennett Pike and Montchanin Road	Byway Attractions, Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Ongoing
6.11 Promote the Brandywine Valley Scenic Byway as a part of a larger network of historic sites, attractions, and services located across state lines and outside of the byway corridor	Entire Byway	Byway Attractions, Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Three
6.12 Work with Byway attractions, businesses, DelDOT and DART to ease access for pedestrians, cyclists, and travelers on public transportation. This may help to reduce traffic loads on the byway and make the experience of the corridor more enjoyable for residents, visitors, and travelers.	City of Wilmington, Kennett Pike	Byway attractions, businesses, and other entities oriented to the public, DelDOT, City, County	Staff time of Byway Steward and interested entities	Staff appropriations of Byway Steward and interested entities	Ongoing
6.13 Develop a website for the Brandywine Valley Scenic Byway that provides interpretation and information primarily, plus links to the websites of byway attractions, regional visitors bureaus, and amenities.	Entire Byway	Byway Management Entity taking the lead with support from Byway Partners	\$12,000 with content contributed by partners	Regional Visitors Bureaus, plus donations from Byway Partners, and additional fundraising	One
6.14 Develop multimedia kiosks for the Brandywine Valley Scenic Byway	Regional Visitor Centers, Train	Byway Management Entity taking the lead with support from Byway Partners,	To be determined	To be determined	Three

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
	Stations, Airports	Regional Visitors Bureaus, state offices of tourism for Delaware and Pennsylvania			
<p>Interpretation and Education GOAL#7: Develop interpretation and education programs for the byway that connect residents and visitors with the Brandywine Valley Scenic Byway, encouraging greater appreciation, understanding, and stewardship. The history and significance of the Brandywine Valley, its attractions, historic sites, landscapes, and communities will be presented as a coordinated story about the region's natural and cultural history</p>					
7.1 Develop coordinated interpretation, education, and marketing programs using the heritage area model.	Entire Byway	Byway Partners, Regional Visitors Bureaus	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	Two
7.2 Use the DuPont legacy as the broad thematic lens through which to view the dynamic history of the Brandywine Valley with its national and regional significance	Entire Byway	Byway Attractions, Historical Society of Delaware	Staff time of Byway Attractions	Staff appropriations for Byway Attractions	Ongoing
7.3 Develop an interpretive plan for the Brandywine Valley Scenic Byway, consisting of two parts: interpretive structure and interpretive presentation. Use the du Pont legacy as the broad thematic lens through which to view the dynamic history of the Brandywine Valley with its national and regional significance.	Entire Byway	Byway Attractions, Historical Society of Delaware	\$30,000 plus administrative support from Byway Steward, Byway Attractions	Federal Scenic Byway Grant with match from state, county, city, and/or Byway Attractions	Two
7.4 Collaborate with attractions and visitors bureaus to integrate interpretation and education materials and educational programs with package tours, such as the Chateau Country and American Art packages.	Entire Byway	Byway Attractions, Regional Visitors Bureaus	Staff time of Byway Steward, Byway Partners, and staff from Regional Visitors Bureaus, state offices of tourism	Staff appropriations for Byway Partners, Regional Visitors Bureaus, and state offices of tourism	One

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
7.5 Support the development of self-guided tour programs for the Brandywine Valley Scenic Byway using brochures with maps, audio guides, and other products as appropriate.	Entire Byway	Byway Attractions, Regional Visitors Bureaus	To be determined	To be determined	Two
7.6 Develop a brochure and guide book for the Brandywine Valley Scenic Byway	Entire Byway	Byway Attractions, Regional Visitors Bureaus	\$17,000 brochure; \$35,000 guide book	To be determined	One and Three
7.7 Work with attractions to continue to develop curriculum materials for use by local schools, and to foster the development materials that focus on the byway	Entire Byway	Byway Attractions, Regional Visitors Bureaus	To be determined	To be determined	Three
7.8 Support the development of additional coordinated education programs for area residents in which the primary attractions share their resources and the expertise of their staff. Potential programs may include: <ul style="list-style-type: none"> • Revolving circuit of lectures • Themed workshops 	Entire Byway	Byway Attractions, plus Historical Society of Delaware, Delaware Center for Horticulture	Funding for program development to be determined; \$10,000 for promotional materials	Programs to be incorporated into future program schedule of Byway Attractions, Historical Society of Delaware, Delaware Center for Horticulture; fundraising, donations, community foundations, etc.	Three
Coordination and Management GOAL#8: Establish a permanent management entity to implement the Corridor Management Plan and to ensure that the rights and responsibilities of individual property and business owners are respected					
8.1 Examine alternatives and set up a permanent management entity to facilitate implementing the goals of this plan. The management group will allow for a timely response to major issues facing the byway and enhance opportunities for implementing the plan.	Entire Byway	Scenic Byway Advisory Committee	Advisory Committee and Management Entity	No funding required	One

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
8.2 Continue to reach out and encourage the involvement of neighborhood and civic associations, property owners, business owners, and commuters in the implementation of the plan.	Entire Byway	Scenic Byway Management Entity	Staff time for Byway Steward	FHWA Seed Grant for operations	Ongoing
8.3 Work within the framework of existing plans and programs to achieve byway goals as much as possible including: <ul style="list-style-type: none"> • City, County and State Comprehensive and Sub-area? Plans (8th District in Wilmington and Brandywine River Scenic and Historic Highway Study, and Red Clay Valley Study in New Castle County) • Wilmington Initiatives • Kennett Pike Greenway • Kennett Pike Association Landscape Fund and “Bike the Pike” • Brandywine Conservancy – conservation easement efforts and video on Kennett Pike • Centreville Village Plan • Preservation Delaware revolving fund • Delaware Nature Society conservation initiatives 	Entire Byway	Scenic Byway Management Entity	Staff time for Byway Steward	FHWA Seed Grant for operations	Ongoing
8.4 Coordinate plan implementation with Wilmington Initiatives Projects and 8th District Plan to further leverage potential for federal and state funding	City	Scenic Byway subcommittee (City)	Staff time for Byway Steward	FHWA Seed Grant for operations	One
8.5 Place Additional Emphasis on Local Business Involvement <ul style="list-style-type: none"> • Work with local businesses within commercial segments of the byway to identify the issues, interests, and needs of businesses along the corridor. • Tailor polices within commercial segments to support the vitality and success of businesses within the broad goals of the byway. • Develop polices and programs within commercial segments that are incentive based and do not place 	City, Greenville, Centreville, Montchanin	Scenic Byway Management Entity	Staff time for Byway Steward	FHWA Seed Grant for operations	Two

Strategy or Action	Location	Potentially Responsible Partner	Preliminary Budget	Potential Funding Sources	Phase
undue hardship upon businesses along the roadway.					
8.6 Encourage the participation of all agencies with responsibilities for management, marketing, promotion, and transportation needs within the region.	Entire Byway	Scenic Byway Management Entity	Staff time for Byway Steward	FHWA Seed Grant for operations	Ongoing
8.7 Establish a process with DelDOT whereby a list of standard maintenance projects, safety projects, and other infrastructure projects work is communicated to the byway leadership far enough in advance so that byway issues and recommendations can be addressed, other byway initiatives can be coordinated, additional funding can be pursued for enhancements to standard details, and alternatives explored for standard maintenance and safety work.	Entire Byway	Scenic Byway Management Entity; DelDOT	Staff time for Byway Steward	FHWA Seed Grant for operations	Ongoing
8.8 Keep those who are responsible for implementing the zoning and land use regulations that are currently in force along the byway involved and informed about the byway and issues that may arise.	Entire Byway	Scenic Byway Management Entity, City, County	Staff time for Byway Steward	FHWA Seed Grant for operations	Ongoing
8.9 Establish a means of coordinating with Pennsylvania municipalities, organizations, and agencies to extend the corridor planning effort and to implement its recommendations in a bi-state effort.	Entire Byway	Scenic Byway Management Entity	Staff time for Byway Steward	Fundraising	Two