

An aerial photograph of a scenic valley. On the left, a large, rusted metal truss bridge spans a river. A paved road runs parallel to the river. The valley is filled with lush green trees and fields. In the upper right, there's a red banner with white text. The word 'DRAFT' is written in large, bold, yellow-green letters in the center. At the bottom, the title 'red clay valley scenic byway' is displayed in a mix of green and red fonts.

CORRIDOR MANAGEMENT PLAN  
June 2021 Plan Update

**DRAFT**

**red clay** valley  
**scenic byway**

## Red Clay Valley Scenic Byway Corridor Management Plan Update – June 2021 Update Process

In late 2020, the Delaware Department of Transportation (DelDOT) contacted all designed byways in the state to ask for an assessment of current activities, implementation strategies, and anticipated future activities. Those with plans over ten (10) years old were further asked to update select components of their plans.

Although the 2008 Red Clay Valley Scenic Byway Corridor Management Plan (CMP) is still considered timely and relevant (including its associated inventories and mapping)(see <https://www.delawarenaturesociety.org/> for a full copy of the plan), DelDOT asked the Red Clay Valley Scenic Byway Alliance (Alliance), and its coordinating agency Delaware Nature Society, to reevaluate Chapter 7, Plan Implementation Goals, Objectives and Management Strategies. In particular, DelDOT asked the Alliance to assess the current status of its implementation strategies and the amount that had been accomplished over the last 12+ years; further, DelDOT asked the Alliance to consider future actions for the next ten (10) years (to the year 2031).

Alliance members met between the months of December 2020 and June 2021, evaluated past actions towards plan implementation and determined desirable future efforts over the next ten years as part of a CMP Plan Update. No new goals, objectives, or management strategies were envisioned during this planning effort. The table labeled “2021 Status and Past Accomplishments” describes the status of each management strategy identified under the plan’s goals and objectives: status was characterized as “ongoing”, “accomplished but with ongoing activities”, “on hold”, “no action to date”, “completed (no further action)”, “considered but chose not to proceed”. In addition, the table lists the current standing of each management strategy and past accomplishments on its behalf. The table titled “Future Efforts – 2031 Planning Horizon” identifies a time frame/schedule for implementation activities and lists the type of action that will be necessary to accomplish the management strategy. In addition, this table lists current funding options/resource needs for which future efforts are anticipated.

It should be noted that Management Strategy 11-2.1 in the 2008 plan sought to secure commitments from the original Management Committee to form a membership organization for implementation and management of the Byway. That organization formed as the Red Clay Valley Scenic Byway Alliance, for which organizational bylaws were created. This organization continues to this day and meets periodically to discuss Byway activities and cooperative ventures. The Alliance is comprised of the following founding and permanent members: the Delaware Nature Society (the “Coordinating Agency”), Historic Red Clay Valley, Inc., Mt. Cuba Center, Inc., Red Clay Reservation, and Brandywine Red Clay Alliance. Additional members have periodically included the Center for the Creative Arts, the Yorklyn Planning Group, the Chesapeake Bay Girl Scouts Council, and Wilmington and Western Railroad. Honorary membership has also been granted to government agencies working in the byway, including among others: Delaware State Parks, New Castle County, Delaware Department of Transportation and WILMAPCO (Wilmington Area Planning Council).

**Part 1 - Project Goals, Objectives and Management Strategies  
2021 Status and Past Accomplishments**

<b>Goal 1 – Encourage Stewardship Through Continued Conservation</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 1-1 Develop a conservation easement program for the byway.</b>				
<b>Management Strategy</b>				
1-1.1 Develop range of easement options (historic house façade easements, scenic corridor easements, voluntary protection agreements) and model easement language. (200 ft. corridor easements, where feasible)	DNS (Coordinating Agency, Monitor, Easement Holder of natural resource easements)	Brandywine Conservancy (BC) Natural Lands (NL), The Nature Conservancy (TNC), RCVSB Alliance (other types of easements)	Ongoing - determine interest in pursuing other types of easements	Responsible parties have coordinated on easement acquisition; range of easement options not investigated - interest in such need's further consideration.
1-1.2 Coordinate local land trusts and develop priority list of properties for protection	DNS (Coordinating Agency)	BC, NL, TNC, DNREC, Brandywine Red Clay Alliance (BRC), Mt Cuba Center (MC), The Land Conservancy for Southern Chester County (TLC)	Accomplished; Ongoing – formal meetings have not occurred recently although informal coordination occurs	List of priority properties developed in 2011 and updated in 2016. Map from 2016 shows 9 priority parcels - at least 2 were protected. Both properties were considered highest threat on list. Responsible parties met several times in 2016 to discuss priority parcels, protection strategies.
1-1.3 Monitor intrinsic qualities; educate landowners; prepare easement brochure and schedule events for landowners	DNS	BC, NL, TNC, DNREC, RCVA, TLC, RCVSB Alliance	Accomplished; Ongoing	Monitoring and informal landowner outreach has occurred; Assess value of easement brochure; Assess value of events for landowners
<b>Objective 1-2 Seek funding for land, easements and development rights purchases.</b>				
<b>Management Strategy</b>				
1-2.1 Initiate dialogue with funding agencies for umbrella purchase program	DNS (Coordinating Agency)	BC, NLT, TNC, TLC, RCVSB MC	On hold	Informal discussion has been held but no formal program related to Byway, Watershed, or Important Bird Area established.
1-2.2 Create a revolving fund for land preservation – options include purchasing land and reselling with restrictions; \$ revolve and are reused	DNS (Coordinating Agency)	BC, NLT, TNC, DNREC, TLC, RCVSB MC	No action to date	No action to date on this strategy Capacity building needed
1-2.3 Further examine funding options	DNS (Coordinating Agency)	All affiliated parties	Ongoing	This is a continuous process. Transportation enhancement fund option – scenic easements not eligible
<b>Objective 1-3 Link public and private purchase/donation initiatives for interconnected open space.</b>				
<b>Management Strategy</b>				
1-3.1 Determine availability of funding from private foundations	DNS (Coordinating Agency)	All affiliated parties	Ongoing	Preliminary actions taken but this is a continuous process.
1-3.2 Encourage developers to set-aside lands to interconnect open space	DNS (Coordinating Agency)	All affiliated parties; NCC	Ongoing	Participation at NCC land dev. review mtgs; meetings with developers and NCC
1-3.3 Refine resource inventories to reflect State Resource Areas and Natural Areas programs	DNS (Coordinating Agency)	All affiliated parties	Complete	CMP contains descriptions of significant resources – no further action needed at this time.
<b>Objective 1-4 Develop a Byway Stewardship Recognition Program for Preservation.</b>				
<b>Management Strategy</b>				
1-4.1 Develop flexible recognition program that respects privacy	DNS (Coordinating Agency) & RCVSB MC	BC, NLT, TNC, DNREC, De Ag. Pres. Foundation, DE OS Council, NCC, Preservation Delaware, other affiliated parties	Ongoing	Important Bird Area established in 2008; community wildlife habitat certification completed 2020; good practices can be identified and recognized in newsletters, websites, yearly events (DNS annual mtg), yard signs.

<b>Goal 2 – Conserve The Roadside Features That Contribute To The Byway</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 2-1</b> Respect roadside vegetation and partner with those who do work along roadways.				
Management Strategy				
2-1.1 Develop a landscape management component for this plan (landscape management tools)	DNS (Coordinating Agency)	Mt. Cuba Center, RCVSB Alliance, DelDOT	Accomplished	Plan contains Context Sensitive Design components – Design materials and references, demonstration projects, and landscape management tools
2-1.2 Undertake outreach efforts to utility providers and encourage underground utilities	DNS (Coordinating Agency)	Mt. Cuba Center, RCVSB Alliance, Delaware Center for Horticulture (DCH), DelDOT	Ongoing	Minimal success to date; further effort needed to reduce preemptive tree removal; consider MOU with DELMARVA Power (unexecuted version w/ KPA); communication protocol needed; work with DelDOT.
<b>Objective 2-2</b> Compile a photolog of the scenic, natural and historic resources of the Byway.				
Management Strategy				
2-2.1 Provide a “virtual tour” through photographs, maps and text on DNS website. Consider producing a video tour.	DNS (Coordinating Agency)	RCVSB Alliance	Accomplished; ongoing w/ updates	DNS and DelDOT websites compiled much information; video tour not a priority; consider posting entire photo log and updating photos
2-2.2 Prepare hardcopy of photolog for public outreach	DNS (Coordinating Agency)	RCVSB Alliance	Accomplished (part of plan)	Accomplished (part of plan and select photos posted)

<b>Goal 3 – Encourage Context Sensitive Design</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 3-1</b> Work with New Castle County on context sensitive design issues.				
Management Strategy				
3-1.1 Initiate dialogue with NCC (scenic corridor stds., resource protection, Conservation Design, tree protection, TDR); consider MOU w/ NCC	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Accomplished; Ongoing; continue working with NCC	MOU’s existed for many years but there is a need to re-execute (assess current version being considered and update)
3-1.2 Coordinate with NCC, DelDOT and others regarding watershed and site hydrology; MOU w/ DelDOT, re: context-sensitive design, road improvements/maintenance, etc.	DNS (Coordinating Agency)	NCC, DelDOT, RCVSB Alliance	Accomplished; Ongoing; continue working with DelDOT	MOU’s existed for many years but there is a need to re-execute (assess current version, consider revisions and update); consider how to incorporate protocols with utility companies that notify DelDOT.
<b>Objective 3-2</b> Ensure County and State comprehensive plans adequately recognize the Red Clay Valley Scenic Byway.				
Management Strategy				
3-2.1 Initiate a dialogue with the state and county on planning activities	DNS (Coordinating Agency)	NCC, DelDOT, RCVSB Alliance	Accomplished; Ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above. New Castle County comprehensive plan forthcoming.
3-2.2 Encourage continued research and documentation of the Valley’s resources and biodiversity by county and state agencies	DNS (Coordinating Agency)	NCC, DelDOT, DNREC, Mt. Cuba Center, DE Natural Heritage Program	Accomplished; Ongoing	Need to continually educate and engage stakeholders on Appendix 5 of CMP; consider PP w/ key takeaways.

Goal 4 – Encourage Restoration And Enhancement	Responsible Parties		Time Frame/ Schedule	2021 Status/ Past Accomplishments
	Principal	Secondary		
Objective 4-1 Work with NCC to restore and enhance the Byway’s intrinsic qualities as part of the development process.				
Management Strategy				
4-1.1 Initiate dialogue with NCC (general UDC revisions, context sensitive design, pre-exploratory plan review)(see 3-1.1)	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Accomplished; Ongoing	Code language has been modified periodically but Alliance needs re-execute MOU and continue dialogue (assess current version being considered and update)
4-1.2 Review and offer suggestions for revised code language in the UDC (see 4-1.1 & 3-1.1)	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Accomplished; Ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above.
4-1.3 Promote efforts to maintain watershed hydrology	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Accomplished; Ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above. New Castle County comprehensive plan forthcoming.
Objective 4-2 Seek support and funding to assist with restoration and enhancement of the intrinsic qualities of the Byway.				
Management Strategy				
4-2.1 Seek funding and encourage the creation of matching grant programs for restoration and enhancement	DNS (Coordinating Agency)	RCVSB Alliance	Ongoing	Matching grant programs are common and have been successfully used. Consider additional applications of existing grant programs and seek support.
4-2.2 Encourage sensitive redevelopment (including “Brownfields”)	RCVSB Alliance & DNS	State of Delaware, NCC	Ongoing	DE State Parks has accomplished much at the NVF plant facilities in and around Yorklyn. Encourage further cooperation (Auburn Valley State Park).
4-2.3 Consider a small matching grant program or revolving fund to provide funds for landscaping, façade improvements, and streetscaping on private lands.	RCVSB Alliance	DNS	Accomplished; Ongoing	Raingarden program existed recently but is not currently funded; Dept. of Ag. provides reforestation funding (homeowners not eligible); Alliance should actively participate and recognize projects that have been funded.
Objective 4-3 Encourage volunteer maintenance and planting programs; promote the Adopt-a-Highway Program.				
Management Strategy				
4-3.1 Establish a Scenic Byway Landscape Committee	RCVSB Alliance & DNS	DNS, Mt. Cuba Center	Accomplished; Ongoing	Informal Alliance activity but never formalized; consider Mt. Cuba master plan; consider adopt-a-highway program as important component
4-3.2 Establish recognition program for enhancement and restoration	RCVSB Alliance	DNS	Ongoing	Alliance members have recognized planting efforts informally; See 1-4.1

Goal 5 – Balance Transportation and Safety Needs While Respecting Intrinsic Qualities.	Responsible Parties		Time Frame/ Schedule	2021 Status/ Past Accomplishments
	Principal	Secondary		
Objective 5-1 Use traffic enforcement procedures and traffic calming techniques.				
Management Strategy				
5-1.1 Maintain road characteristics; reduce speed limits as needed; enforce speed limits; use of signage	DeIDOT	State Police, DNS, RCVSB Alliance	Accomplished; Ongoing	DeIDOT considers road characteristics, speeds and some signage; use new MOU to further address road maintenance and improvements; work with Alliance to coordinate signage
5-1.2 Maintain the scenic integrity of the rural roadways when improving or maintaining roads	DeIDOT	DNS, RCVSB Alliance	Ongoing	Further incorporate into MOU with DeIDOT, providing a role for the Alliance
5-1.3 Coordinate safety and public access issues within the Red Clay Valley Scenic Byway	DeIDOT	DNS, RCVSB Alliance, Delaware Greenways, the Delaware Bicycle Council, WILMAPCO	Ongoing	Continue and formalize coordination efforts in MOU. Consider ways to improve safety; example: Centreville Rd. traffic study recommendations - consider replicating for future projects. Consider recommendations in NCC Bicycle Plan for safety and connectivity.
Objective 5-2 Consolidate the number and guide the placement of traffic and byway signs along the Byway.				
Management Strategy				
5-2.1 Inventory existing roadside signs and consolidate, remove, and consider appropriate signage	DNS	DeIDOT, RCVSB Alliance	Accomplished; Ongoing	DNS inventoried byway to determine appropriate sign locations; recent update inventory confirmed existing locations. New sign design forthcoming. Continue monitoring.
5-2.2 Encourage the continued use of a complementary direction and distance-oriented signage system so as to reduce off-premises signs	RCVSB Alliance & DNS	DeIDOT	Accomplished; Monitor efforts/effectiveness.	GPS largely eliminates the need for directional/distance signage; Greater Wilmington Convention and Visitors Center added wayfinding signs; Mt. Cuba requested brown & white directional signage. Monitor need.
5-2.3 Limit the number, placement and size of Byway identification signs	RCVSB Alliance	DNS	Accomplished	New inventory undertaken to replace existing signs; no new signs; new sign design forthcoming.
5-2.4 Consider delisting Route 82 as a state highway	DeIDOT	DNS, RCVSB Alliance	Considered; Alliance chose not to proceed	No further action anticipated.

<b>Goal 6 – Help Guide Future Transportation And Land Use Decisions By Government Agencies</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 6-1 Establish a cooperative approach with DeIDOT and other state agencies to address future transportation projects in the Byway.				
Management Strategy  6-1.1 Implement the Memorandum of Understanding (MOU) between DNS and DeIDOT	DNS (Coordinating Agency)	DeIDOT, RCVSB Alliance	Accomplished; Ongoing	Re-execute MOU (assess current version, consider revisions and update); consider how to incorporate protocols with utility companies that notify DeIDOT. See also 3-1.2
Objective 6-2 Work with DeIDOT to develop context-sensitive design guidelines sensitive to individual roads in the Byway.				
Management Strategy  6-2.1 Work with DeIDOT as it prepares context-sensitive design guidelines and make available plan appendix	DeIDOT	DNS, RCVSB Alliance, DE Center for Horticulture	Accomplished; Ongoing	Complete, although DeIDOT looking to provide additional examples. New MOU should reflect publication and the desire to use CMP appendix for specific examples relevant to the Byway.

<b>Goal 7 – Inspire The Public Through Education On The Intrinsic Qualities Of The Byway</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 7-1 Prepare an educational display and/or lecture program for use at DNS and elsewhere.				
Management Strategy  7-1.1 Assemble a working group of plan sponsors and partners to develop an interpretive thematic exhibit	DNS (Coordinating Agency)	DeIDOT, RCVSB Alliance, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc., Mt Cuba Center, Wilmington/Western RR, DE State Parks	Ongoing	Efforts were placed on website development, brochures, and virtual tours. Assess existing DNS and DeIDOT websites & DeIDOT brochures; determine value for DNS needs and other Alliance member use. Consider video and/or school tour as alternatives.
7-1.2 Develop curriculum materials for DNS, local schools, etc.	DNS (Coordinating Agency)	RCVSB Alliance and all affiliated parties	Ongoing	Need exists to enhance environmental curriculum, of which the byway could be a part; consensus is that focus should be placed on families and adults; social media enhancements needed; travel maps with identifying features should be considered.
7-1.3 Consider coordinated education programs among primary area institutions; share staff/ resources	DNS (Coordinating Agency)	RCVSB Alliance, DE State Parks and all affiliated parties	Ongoing, need for coordination among Alliance members	Past coordination on plant sales and other activities occurred but common messaging is needed to highlight the Red Clay Valley; more partnering is needed; organizational activities and opportunities should be linked through the byway. Options to consider: joint programming, Red Clay cleanup; coordinated plant sales and garden tours, member tours and walks.

<b>Goal 8 – Instill In The Public The Need For Stewardship Of The Byway’s Intrinsic Qualities</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 8-1 Develop a brochure that provides an overview of the Byway and the region’s vast resources.				
Management Strategy  8-1.1 Assemble a working group of plan sponsors and partners to develop a brochure. (see 7-1.1)	DNS (Coordinating Agency)	RCVSB Alliance and all affiliated parties	Accomplished but reevaluate existing examples periodically and consider alternative outreach.	DNS and DeIDOT created brochures but existing print materials should be reevaluated. Options to consider: create a travel map with identifying features; consider website posts about Red Clay Valley history, natural resources, watershed, unique/rare plants, scenery; conduct photo contests, etc.
Objective 8-2 Develop a multi-media internet website to share information about the Byway.				
Management Strategy  8-2.1 Develop a multi-media internet website to share information about the Byway (see also 2-2.1)	DNS (Coordinating Agency)	RCVSB Alliance	Completed; Updates ongoing	Websites at DNS and DeIDOT exist; need to greatly expand social media presence on all platforms. Options: expand DeIDOT video and driving tour; create content for short video clips that can be posted on other social media platforms; “once-a-month” byway photo.

<b>Goal 9 – Prepare A Corridor Management Plan Acceptable To Stakeholders And Suitable For Future Funding</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>2021 Status/ Past Accomplishments</b>
	<b>Principal</b>	<b>Secondary</b>		
Management Strategy  9-1 Consult Plan often and update periodically	DNS (Coordinating Agency)	RCVSB Alliance	Ongoing; 2021 update	Continue reviewing plan annually and update periodically (10-year increments); Emphasis should be on strategic planning that results in a “living document” (review and implement)



Goal 10 – Create Incentives To Achieve The Plan’s Mission	Responsible Parties		Time Frame/ Schedule	2021 Status/ Past Accomplishments
	Principal	Secondary		
Objective 10-1 Establish outreach efforts and new planning initiatives linked to the implementation and public outreach.				
Management Strategy				
10-1.1 Establish and maintain mutually beneficial relationships among the stakeholders of the Byway	DNS (Coordinating Agency)	RCVSB Alliance, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc., Mt. Cuba Center, Wilmington/ Western RR, DE State Parks	Ongoing	Continue seeking ways to better coordinate and message; expand social media presence on all platforms; more partnering is needed; organizational activities and opportunities should be linked through the byway.
10-1.2 Consider opportunities to celebrate and protect the Byway (public forums, educational programs, open houses)	DNS (Coordinating Agency), DelDOT	RCVSB Alliance and all affiliated parties	Ongoing; midterm expansion of DelDOT app.	Access to audiences currently limited but this strategy should be pursued over time. Options: expand social media presence, share posts, improve coordination and messaging, direct outreach via email blasts, coordinated events, shared byway calendar, evaluate and expand DelDOT byway app.

Goal 11 – Implement The Corridor Management Plan In A Cooperative Fashion	Responsible Parties		Time Frame/ Schedule	2021 Status/ Past Accomplishments
	Principal	Secondary		
Objective 11-1 Explore ways in which the DNS can remain the coordinating agency.				
Management Strategy  11-1.1 Officially designate DNS as Coordinating Agency	DNS	RCVSB Alliance	Accomplished; Ongoing	Consider a chair/co-chair arrangement or other alternative in the future; evaluate structure of Alliance membership.
Objective 11-2 Transition the Steering Committee for this plan into a management entity.				
Management Strategy  11-2.1 Secure commitments for Alliance membership and hold periodic meetings (quarterly)	RCVSB Alliance	DNS	Ongoing	Evaluate structure of Alliance membership; consider structural alternatives (chair/co-chair, secretary, treasurer) and subcommittees (bylaws, pedestrian/bicycle, roadway O&M, context sensitive design, invasive species, resource inventory, etc.); monthly overview of actions
Objective 11-3 Continue to reach out and encourage the involvement of stakeholders in implementation.				
Management Strategy  11-3.1 Hold community workshops to review the final plan; introduce the plan to the broader public; hold periodic public meetings regarding implementation activities	DNS (Coordinating Agency)	DelDOT, RCVSB Alliance	Accomplished; 2021 plan update process and public meeting	Public workshop coordination with DelDOT (format flexible); use update as mechanism to expand interest in byway
Objective 11-4 Work within the framework of existing plans and programs to achieve Byways goals.				
Management Strategy  11-4.1 Maintain ongoing working relationships with organizations working in the Byway	DNS (Coordinating Agency)	RCVSB Alliance, State & County Agencies, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc, Red Clay Reservation, Wilmington and Western Railroad, Preservation DE, Mt. Cuba Center, DE Greenways, PA communities, Scenic America	Ongoing	Continue periodic Alliance meetings and continue seeking ways to reach new and expanding audiences; coordinate with other byway efforts in DE and beyond.
Objective 11-5 Establish a process with DelDOT for early communication on improvement and safety projects/ maintenance.				
Management Strategy  11-5.1 Update and re-execute yearly the MOU with DelDOT (see Goal 6)	DNS (Coordinating Agency)	RCVSB Alliance	Ongoing	Update list of known and anticipated projects; consider multi-year MOU's.

**Part 2 - Project Goals, Objectives and Management Strategies**  
**Future Efforts – 2031 Planning Horizon**

<b>Goal 1 – Encourage Stewardship Through Continued Conservation</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 1-1 Develop a conservation easement program for the byway.</b>				
<b>Management Strategy</b>				
1-1.1 Develop range of easement options (historic house façade easements, scenic corridor easements, voluntary protection agreements) and model easement language. (200 ft. corridor easements, where feasible)	DNS (Coordinating Agency, Monitor, Easement Holder of natural resource easements)	Brandywine Conservancy (BC) Natural Lands (NL), The Nature Conservancy (TNC), RCVSB Alliance (other types of easements), NCC	Year 1 - determine interest in pursuing other types of easements	DNS to facilitate action on this by responsible parties (Alliance members) and others. If interest does not currently exist, this strategy will be revisited in later updates
1-1.2 Coordinate local land trusts and develop priority list of properties for protection	DNS (Coordinating Agency)	BC, NL, TNC, DNREC, Brandywine Red Clay Alliance (BRC), Mt Cuba Center (MC), The Land Conservancy for Southern Chester County (TLC)	Year 1 and ongoing	Willingness to reconvene responsible parties - Alliance members suggest biannual review and meetings
1-1.3 Monitor intrinsic qualities; educate landowners; prepare easement brochure and schedule events for landowners	DNS	BC, NL, TNC, DNREC, RCVA, TLC, RCVSB Alliance	Years 2-5 and ongoing	Consider explaining easement concepts at member websites; consider “walk and talk” easement events; assess value of new brochures and handouts
<b>Objective 1-2 Seek funding for land, easements and development rights purchases.</b>				
<b>Management Strategy</b>				
1-2.1 Initiate dialogue with funding agencies for umbrella purchase program	DNS (Coordinating Agency)	BC, NLT, TNC, TLC, RCVSB MC	On hold	Alliance sees no value in pursuing this strategy presently; this strategy will be revisited in later updates
1-2.2 Create a revolving fund for land preservation – options include purchasing land and reselling with restrictions; \$ revolve and are reused	DNS (Coordinating Agency)	BC, NLT, TNC, DNREC, TLC, RCVSB MC	Years 5-10	1-2.3 needs further consideration before this approach is considered
1-2.3 Further examine funding options	DNS (Coordinating Agency)	All affiliated parties	Year 1 and ongoing	This is a continuous process. Consider Transportation enhancement funding option (scenic easements not eligible)
<b>Objective 1-3 Link public and private purchase/donation initiatives for interconnected open space.</b>				
<b>Management Strategy</b>				
1-3.1 Determine availability of funding from private foundations	DNS (Coordinating Agency)	All affiliated parties	Years 2-5 and ongoing	This is a continuous process. Form a subcommittee to further evaluate.
1-3.2 Encourage developers to set-aside lands to interconnect open space	DNS (Coordinating Agency)	All affiliated parties; NCC	Year 1 and ongoing - need to address MOU with NCC	Participation at NCC land dev. review mtgs; meetings with developers and NCC prior to plan submission; possibly part of MOU w/ NCC.
<b>Objective 1-4 Develop a Byway Stewardship Recognition Program for Preservation.</b>				
<b>Management Strategy</b>				
1-4.1 Develop flexible recognition program that respects privacy	DNS (Coordinating Agency) & RCVSB MC	BC, NLT, TNC, DNREC, De Ag. Pres. Foundation, DE OS Council, NCC, Preservation Delaware, other affiliated parties	Years 2-5 and ongoing	Good practices can be identified and recognized in newsletters, websites, yearly events (DNS annual mtg), yard signs.

Goal 2 – Conserve The Roadside Features That Contribute To The Byway	Responsible Parties		Time Frame/ Schedule	Future Efforts 2031 planning horizon
	Principal	Secondary		
Objective 2-1 Respect roadside vegetation and partner with those who do work along roadways.				
Management Strategy				
2-1.1 Develop a landscape management component for this plan (landscape management tools)	DNS (Coordinating Agency)	Mt. Cuba Center, RCVSB Alliance, DeIDOT	Ongoing; accomplished in plan but management process continues	Alliance members will continue to promote plan findings and promote management tools and process.
2-1.2 Undertake outreach efforts to utility providers and encourage underground utilities	DNS (Coordinating Agency)	Mt. Cuba Center, RCVSB Alliance, Delaware Center for Horticulture (DCH), DeIDOT	Year 1 start; accomplish Years 2-5	Further effort needed to reduce preemptive tree removal; consider MOU with DELMARVA Power; communication protocol needed; work with DeIDOT.
Objective 2-2 Compile a photolog of the scenic, natural and historic resources of the Byway. See communication strategy elsewhere – this is a tracking tool? Delete here??				
Management Strategy				
2-2.1 Provide a “virtual tour” through photographs, maps and text on DNS website. Consider producing a video tour.	DNS (Coordinating Agency)	RCVSB Alliance	Year 1 start, ongoing w/ updates	Video tour not a priority; consider posting entire photo log and updating photos; consider “photo of the month” posting at Alliance member websites; link to and update DeIDOT Arc GIS StoryMap
2-2.2 Prepare hardcopy of photolog for public outreach	DNS (Coordinating Agency)	RCVSB Alliance	Years 5-10 (update plan log)	Update photolog every 10 years to reflect changes in byway, as needed

Goal 3 – Encourage Context Sensitive Design	Responsible Parties		Time Frame/ Schedule	Future Efforts 2031 planning horizon
	Principal	Secondary		
Objective 3-1 Work with New Castle County on context sensitive design issues.				
Management Strategy				
3-1.1 Initiate dialogue with NCC (scenic corridor stds., resource protection, Conservation Design, tree protection, TDR); consider MOU w/ NCC	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Year 1 - ongoing thereafter (continue working with NCC)	Re-execute MOU (assess current version being considered and update)
3-1.2 Coordinate with NCC, DeIDOT and others regarding watershed and site hydrology; MOU w/ DeIDOT, re: context-sensitive design, road improvements/maintenance, etc.	DNS (Coordinating Agency)	NCC, DeIDOT, RCVSB Alliance	Year 1 - ongoing thereafter (continue working with DeIDOT)	Re-execute MOU (assess current version, consider revisions and update); consider how to incorporate protocols with utility companies that notify DeIDOT.
Objective 3-2 Ensure County and State comprehensive plans adequately recognize the Red Clay Valley Scenic Byway.				
Management Strategy				
3-2.1 Initiate a dialogue with the state and county on planning activities	DNS (Coordinating Agency)	NCC, DeIDOT, RCVSB Alliance	Immediate need (Year 1) and ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above. Alliance members should comment on forthcoming New Castle County comprehensive plan.
3-2.2 Encourage continued research and documentation of the Valley’s resources and biodiversity by county and state agencies	DNS (Coordinating Agency)	NCC, DeIDOT, DNREC, Mt. Cuba Center, DE Natural Heritage Program	Ongoing; PowerPoint should be considered in Years 2-5	Need to continually educate and engage stakeholders on Appendix 5 of CMP; consider PowerPoint w/ key takeaways for public outreach.

Goal 4 – Encourage Restoration And Enhancement	Responsible Parties		Time Frame/ Schedule	Future Efforts 2031 planning horizon
	Principal	Secondary		
Objective 4-1 Work with NCC to restore and enhance the Byway’s intrinsic qualities as part of the development process.				
Management Strategy				
4-1.1 Initiate dialogue with NCC (general UDC revisions, context sensitive design, pre-exploratory plan review)(see 3-1.1)	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Year 1 immediate need, ongoing thereafter	Re-execute MOU (assess current version being considered and update)
4-1.2 Review and offer suggestions for revised code language in the UDC (see 4-1.1 & 3-1.1)	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above.
4-1.3 Promote efforts to maintain watershed hydrology	DNS (Coordinating Agency)	NCC, RCVSB Alliance	Ongoing	This is a continuous activity that is partially addressed through the MOUs discussed above. New Castle County comprehensive plan forthcoming.
Objective 4-2 Seek support and funding to assist with restoration and enhancement of the intrinsic qualities of the Byway.				
Management Strategy				
4-2.1 Seek funding and encourage the creation of matching grant programs for restoration and enhancement	DNS (Coordinating Agency)	RCVSB Alliance	Years 2-5, Ongoing thereafter	Infrastructure funding at federal level – opportunities? Project bank for reforestation, etc.
4-2.2 Encourage sensitive redevelopment (including “Brownfields”)	RCVSB Alliance & DNS	State of Delaware, NCC	Ongoing	Continue coordination and cooperation with DE state parks on Auburn Valley State Park.
4-2.3 Consider a small matching grant program or revolving fund to provide funds for landscaping, façade improvements, and streetscaping on private lands.	RCVSB Alliance	DNS	Years 2-5, Ongoing thereafter	Alliance should actively participate and recognize projects that have been funded. Consider replicating Mt. Cuba outreach which enhances native planting thru education and plant material
Objective 4-3 Encourage volunteer maintenance and planting programs; promote the Adopt-a-Highway Program.				
Management Strategy				
4-3.1 Establish a Scenic Byway Landscape Committee	RCVSB Alliance & DNS	DNS, Mt. Cuba Center	Years 2-5 Ongoing	Informal Alliance activity but never formalized; consider Mt. Cuba master plan; consider adopt-a-highway program as important component; acknowledge Red Clay clean-up
4-3.2 Establish recognition program for enhancement and restoration	RCVSB Alliance	DNS	Ongoing	See 1-4.1; recognize landowners and/or landscapes

<b>Goal 5 – Balance Transportation and Safety Needs While Respecting Intrinsic Qualities.</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 5-1 Use traffic enforcement procedures and traffic calming techniques.				
Management Strategy				
5-1.1 Maintain road characteristics; reduce speed limits as needed; enforce speed limits; use of signage	DelDOT	State Police, DNS, RCVSB Alliance	Year 1 - signage Ongoing attention to road maintenance & improvements	Use new MOU to further address road maintenance and improvements; continue coordinated approach to signage
5-1.2 Maintain the scenic integrity of the rural roadways when improving or maintaining roads	DelDOT	DNS, RCVSB Alliance	Ongoing	Further incorporate into MOU with DelDOT and institutionalize role for Alliance.
5-1.3 Coordinate safety and public access issues within the Red Clay Valley Scenic Byway	DelDOT	DNS, RCVSB Alliance, Delaware Greenways, the Delaware Bicycle Council, WILMAPCO	Year 1 start (MOU and DelDOT web portal), Years 2-5 assessment of NCC Bicycle Plan; Ongoing traffic study considerations	Continue and formalize coordination efforts in MOU. Consider ways to improve safety; example: Centreville Rd. traffic study recommendations - consider replicating for future projects. Consider recommendations in NCC Bicycle Plan for safety and connectivity. Assess impediments to safety for bicycles and pedestrians. Make use of/ expand DelDOT traffic advisory/ road conditions web portal as related to the byway.
Objective 5-2 Consolidate the number and guide the placement of traffic and byway signs along the Byway.				
Management Strategy				
5-2.1 Inventory existing roadside signs and consolidate, remove, and consider appropriate signage	DNS	DelDOT, RCVSB Alliance	Year 1; ongoing	New byway sign design, fabrication and installation forthcoming; monitor proliferation of signs in years ahead.
5-2.2 Encourage the continued use of a complementary direction and distance-oriented signage system so as to reduce off-premises signs	RCVSB Alliance & DNS	DelDOT	Accomplished; Ongoing monitoring of efforts/effectiveness.	Some directional signage added – monitor effectiveness. GPS largely eliminates need for directional/distance signage.
5-2.3 Limit the number, placement and size of Byway identification signs	RCVSB Alliance	DNS	Year 1	New byway sign design, fabrication and installation forthcoming.
5-2.4 Consider delisting Route 82 as a state highway	DelDOT	DNS, RCVSB Alliance	Considered; Alliance chose not to proceed	No further action anticipated.

<b>Goal 6 – Help Guide Future Transportation And Land Use Decisions By Government Agencies</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 6-1 Establish a cooperative approach with DelDOT and other state agencies to address future transportation projects in the Byway.				
Management Strategy				
6-1.1 Implement the Memorandum of Understanding (MOU) between DNS and DelDOT	DNS (Coordinating Agency)	DelDOT, RCVSB Alliance	Year 1; Ongoing (to update and re-execute)	Re-execute MOU (assess current version, consider revisions and update); consider how to incorporate protocols with utility companies that notify DelDOT. See also 3-1.2
Objective 6-2 Work with DelDOT to develop context-sensitive design guidelines sensitive to individual roads in the Byway.				
Management Strategy				
6-2.1 Work with DelDOT as it prepares context-sensitive design guidelines and make available plan appendix	DelDOT	DNS, RCVSB Alliance, DE Center for Horticulture	Year 1; Ongoing	New MOU should reflect publication and the desire to use CMP appendix for specific examples relevant to the Byway.

<b>Goal 7 – Inspire The Public Through Education On The Intrinsic Qualities Of The Byway</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 7-1 Prepare an educational display and/or lecture program for use at DNS and elsewhere.</b>				
<b>Management Strategy</b>				
7-1.1 Assemble a working group of plan sponsors and partners to develop an interpretive thematic exhibit	DNS (Coordinating Agency)	DeIDOT, RCVSB Alliance, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc., Mt Cuba Center, Wilmington/Western RR, DE State Parks	Years 2-5 - assess value	Assess existing DNS and DeIDOT websites & DeIDOT brochures; determine value for DNS needs and other Alliance member use. Consider video and/or school tour as alternatives; ; link to and update DeIDOT Arc GIS StoryMap.
7-1.2 Develop curriculum materials for DNS, local schools, etc.	DNS (Coordinating Agency)	RCVSB Alliance and all affiliated parties	Years 2-5, ongoing thereafter	Need exists to enhance environmental curriculum, of which the byway could be a part; consensus is that focus should be placed on families and adults; social media enhancements needed; travel maps with identifying features should be considered.
7-1.3 Consider coordinated education programs among primary area institutions; share staff/ resources	DNS (Coordinating Agency)	RCVSB Alliance and all affiliated parties	Years 2-5, Ongoing need for coordination among Alliance members	Common messaging is needed to highlight the Red Clay Valley; more partnering is needed; organizational activities and opportunities should be linked through the byway. Options to consider: joint programming, Red Clay cleanup; coordinated plant sales and garden tours, member tours and walks

<b>Goal 8 – Instill In The Public The Need For Stewardship Of The Byway’s Intrinsic Qualities</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 8-1 Develop a brochure that provides an overview of the Byway and the region’s vast resources.</b>				
<b>Management Strategy</b>				
8-1.1 Assemble a working group of plan sponsors and partners to develop a brochure. (see 7-1.1)	DNS (Coordinating Agency)	RCVSB Alliance and all affiliated parties	Years 2-5, Ongoing thereafter	Existing print materials should be reevaluated. Options to consider after: create a travel map with identifying features; consider website posts about Red Clay Valley history, natural resources, watershed, unique/rare plants, scenery; conduct photo contests, etc,
<b>Objective 8-2 Develop a multi-media internet website to share information about the Byway.</b>				
<b>Management Strategy</b>				
8-2.1 Develop a multi-media internet website to share information about the Byway (see also 2-2.1)	DNS (Coordinating Agency)	RCVSB Alliance	Completed, Years 2-5 updates, ongoing thereafter	Need to greatly expand social media presence on all platforms. Options: expand DeIDOT video and driving tour; ; link to and update DeIDOT Arc GIS StoryMap, create content for short video clips that can be posted on other social media platforms; “once-a-month” byway photo.

<b>Goal 9 – Prepare A Corridor Management Plan Acceptable To Stakeholders And Suitable For Future Funding</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
<p>Management Strategy</p> <p>9-1 Consult Plan often and update periodically</p>	DNS (Coordinating Agency)	RCVSB Alliance	2021 update, ongoing thereafter	Continue reviewing plan annually and update periodically (10-year increments); Emphasis should be on strategic planning that results in a “living document” (review and implement)

<b>Goal 10 – Create Incentives To Achieve The Plan’s Mission</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
<b>Objective 10-1 Establish outreach efforts and new planning initiatives linked to the implementation and public outreach.</b>				
<p>Management Strategy</p> <p>10-1.1 Establish and maintain mutually beneficial relationships among the stakeholders of the Byway</p>	DNS (Coordinating Agency)	RCVSB Alliance, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc., Mt. Cuba Center, Wilmington/ Western RR, DE State Parks	Ongoing	Continue seeking ways to better coordinate and message; expand social media presence on all platforms; more partnering is needed; organizational activities and opportunities should be linked through the byway.
<p>10-1.2 Consider opportunities to celebrate and protect the Byway (public forums, educational programs, open houses)</p>	DNS (Coordinating Agency), DeIDOT	RCVSB Alliance and all affiliated parties	Ongoing; 1-2 years - expansion of DeIDOT app.	Options: expand social media presence, share posts, improve coordination and messaging, direct outreach via email blasts, coordinated events, shared byway calendar, evaluate and expand DeIDOT byway app.



<b>Goal 11 – Implement The Corridor Management Plan In A Cooperative Fashion</b>	<b>Responsible Parties</b>		<b>Time Frame/ Schedule</b>	<b>Future Efforts 2031 planning horizon</b>
	<b>Principal</b>	<b>Secondary</b>		
Objective 11-1 Explore ways in which the DNS can remain the coordinating agency.				
Management Strategy  11-1.1 Officially designate DNS as Coordinating Agency	DNS	RCVSB Alliance	Year 1, ongoing thereafter	Consider a chair/co-chair arrangement or other alternative in the future; evaluate structure of Alliance membership.
Objective 11-2 Transition the Steering Committee for this plan into a management entity.				
Management Strategy  11-2.1 Secure commitments for Alliance membership and hold periodic meetings (quarterly)	RCVSB Alliance	DNS	Years 1-10, ongoing	Evaluate structure of Alliance membership; consider structural alternatives (chair/co-chair, secretary, treasurer) and subcommittees (bylaws, pedestrian/bicycle, roadway O&M, context sensitive design, invasive species, resource inventory, etc.); monthly overview of actions
Objective 11-3 Continue to reach out and encourage the involvement of stakeholders in implementation.				
Management Strategy  11-3.1 Hold community workshops to review the final plan; introduce the plan to the broader public; hold periodic public meetings regarding implementation activities	DNS (Coordinating Agency)	DelDOT, RCVSB Alliance	Accomplished; 2021 plan update process and public meeting	Use update as mechanism to expand interest in byway
Objective 11-4 Work within the framework of existing plans and programs to achieve Byways goals.				
Management Strategy  11-4.1 Maintain ongoing working relationships with organizations working in the Byway	DNS (Coordinating Agency)	RCVSB Alliance, State & County Agencies, BRC, Center for the Creative Arts, The Yorklyn Planning Group, The Chesapeake Bay Girl Scouts Council, Historic Red Clay, Inc, Red Clay Reservation, Wilmington and Western Railroad, Preservation DE, Mt. Cuba Center, DE Greenways, PA communities, Scenic America	Ongoing	Continue periodic Alliance meetings and continue seeking ways to reach new and expanding audiences; coordinate with other byway efforts in DE and beyond.
Objective 11-5 Establish a process with DelDOT for early communication on improvement and safety projects/ maintenance.				
Management Strategy  11-5.1 Update and re-execute yearly the MOU with DelDOT (see Goal 6)	DNS (Coordinating Agency)	RCVSB Alliance	Year 1; Ongoing thereafter	Update list of known and anticipated projects; consider multi-year MOU's.

## Funding Options/ Resource Needs

The 2008 Corridor Management Plan listed funding options/ resource needs for each management strategy. While many of those options were useful at the time, a number of these sources disappeared in subsequent years as the federal government, and to some degree state governments, deemphasized new scenic byways designations and funding. During the 2010's, funding for the national scenic byways program was zeroed out. As a result, many state programs also curtailed activity and several byway-oriented non-profits ceased operation. In recent years the federal program has been reestablished, several new non-profits have been formed, state and federal designations have started again, and limited funding has been made available.

Funding options for the Red Clay Valley Scenic Byway continue to include individual and joint organizational funding (Alliance member direct funding, including event-based fund raising), government funding (county, WILMPACO, state, federal), private donations, and where available, foundation support. Given renewed interest in scenic byways in recent years, there will no doubt be new funding sources available during the planning horizon for this project.

Current funding opportunities can be explored at the following websites:

- Link to grant funding information at Scenic America, a national non-profit:

<https://www.scenic.org/visual-pollution-issues/scenic-byways/grant-funding-information/>

- Link to the Federal Highway Administration (FHWA) National Scenic Byways Grant Archives:

[https://www.fhwa.dot.gov/hep/scenic\\_byways/grants/funded/](https://www.fhwa.dot.gov/hep/scenic_byways/grants/funded/)