

DELAWARE'S BAYSHORE BYWAY

November 2013



Corridor Management Plan

Delaware's Bayshore Byway

New Castle and Kent Counties, Delaware

Submitted to:

Delaware Department of Transportation

Division of Planning

Delaware Department of Natural Resources and Environmental Conservation

Division of Fish and Wildlife

Division of Parks and Recreation

Submitted by:

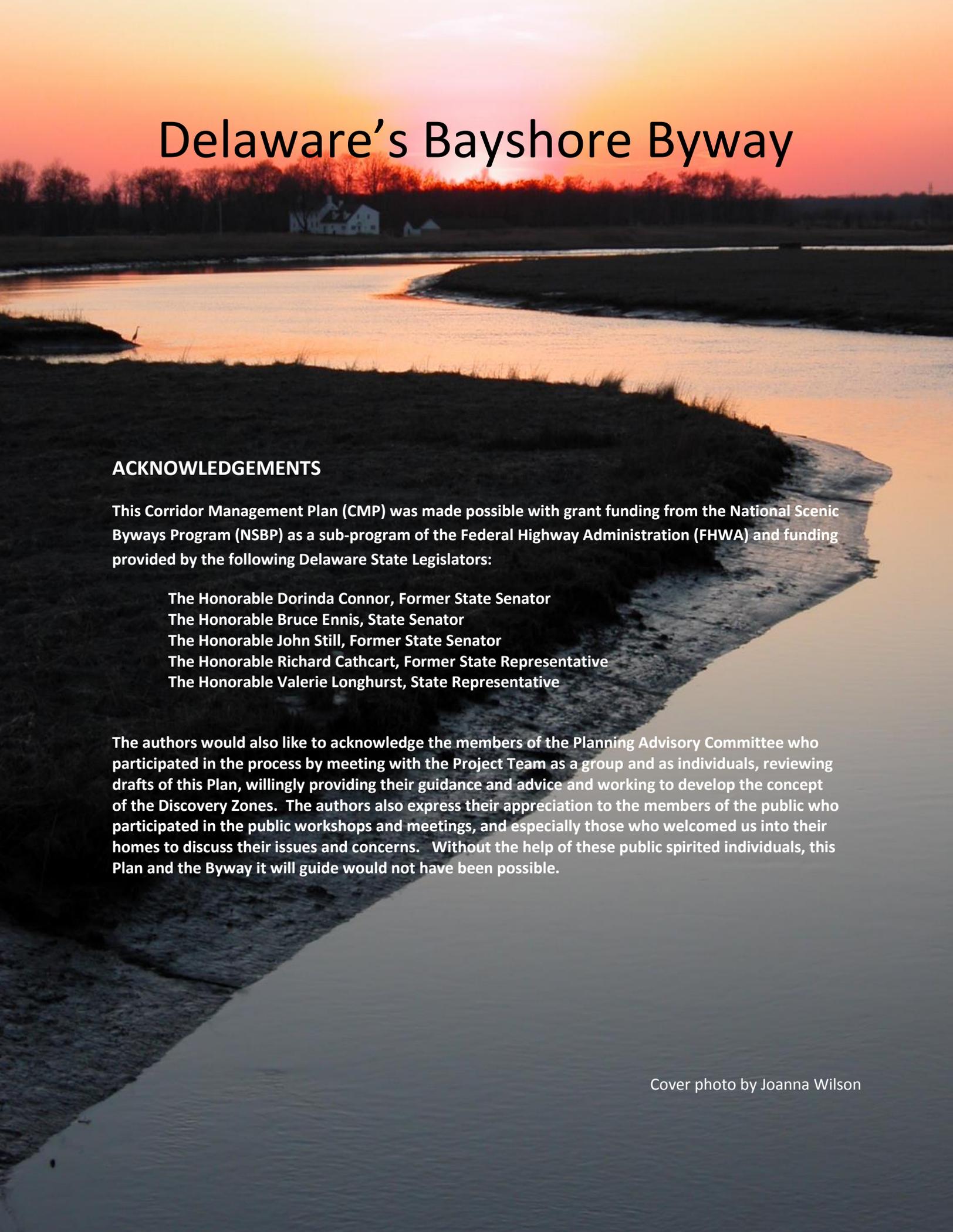
Delaware Greenways, Inc.

In association with

Truppi Consulting, LLC

November 2013

Delaware's Bayshore Byway



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Cover photo by Joanna Wilson

ROLE OF THE GOVERNMENTAL AGENCIES WHO PARTICIPATED IN DEVELOPING THIS PLAN

Corridor Management Plans for Byways are designed to reflect the vision, goals and recommendations of the members of the general public participating in the development of the Plan. While DNREC, DelDOT and the other agencies participating with the public agree in principle with the Plan and its recommendations, it must be understood that these same agencies face many different and sometimes competing priorities, a changing regulatory framework, and funding challenges. As a result, the recommendations contained herein that are assigned to an agency for implementation may be implemented on a different schedule or in a different form than anticipated in the Corridor Management Plan or, due to unforeseen circumstances and regulatory requirements, not implemented at all. Nothing in this statement should be interpreted that any of the participating governmental agencies are withholding support of any of the contents of the Plan.



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TABLE OF CONTENTS

CHAPTER 1 – INTRODUCING THE BYWAY

1.0 Overview of the Byway.....	1-1
1.1 The Roads of the Byway.....	1-1
1.2 The Byway Story.....	1-2
1.3 Byway Concept.....	1-4
1.4 Byway Project Process.....	1-6
1.5 CMP Principles, Vision, Goals and Near Term Actions.....	1-8
1.6 Byway Management Structure.....	1-11
1.7 National Scenic Byway Requirements.....	1-11
1.8 Navigating the CMP.....	1-13

CHAPTER 2 – DESCRIBING THE BYWAY CORRIDOR

2.0 Introduction.....	2-1
2.1 Statement of Significance.....	2-1
2.2 The Byway Story and its Qualities.....	2-4
2.3 Corridor Characteristics.....	2-10

CHAPTER 3 – INTRODUCING DELAWARE’S BAYSHORE INITIATIVE AND THE BYWAY’S DISCOVERY ZONES

3.0 Introduction.....	3-1
3.1 Delaware’s Bayshore Initiative.....	3-1
3.2 Current Projects of the Bayshore Initiative.....	3-5
3.3 Discovery Zones.....	3-11
3.4 New Castle Discovery Zone.....	3-13
3.5 Delaware City Discovery Zone.....	3-18
3.6 Port Penn/Augustine Discovery Zone.....	3-26
3.7 Odessa Discovery Zone.....	3-30
3.8 Cedar Swamp/Blackbird Creek Discovery Zone.....	3-32
3.9 Woodland Beach Discovery Zone.....	3-34

3.10	Bombay Hook Discovery Zone.....	3-37
3.11	Leipsic Discovery Zone.....	3-39
3.12	Little Creek Discovery Zone.....	3-41
3.13	St. Jones Neck Discovery Zone.....	3-45

CHAPTER 4 – EXAMINING THE CORRIDOR CONTEXT

4.0	Introduction.....	4-1
4.1	Bayshore Initiative.....	4-1
4.2	Institutional Survey of the Byway.....	4-3
4.3	Corridor Toolkit.....	4-4
4.3.1	Natural Resources and the Environment.....	4-4
4.3.2	Land Use Resources and Guidance.....	4-10
4.3.3	Transportation Assessment.....	4-17
4.3.4	Community Quality and Economic Potential.....	4-31

CHAPTER 5 – PRESERVING AND ENHANCING THE BYWAY

5.0	Introduction.....	5-1
5.1	Setting The Goals.....	5-1
5.2	Developing Strategies and Recommendations.....	5-5
5.2.1	Goal 1: Brand and Market the Bayshore and Byway (CMP Marketing Plan).....	5-7
5.2.2	Goal 2: Conserve the Natural Environment (CMP Enforcement Plan).....	5-13
5.2.3	Goal 3: Support Community Aspirations – Community Discovery Zones.....	5-16
5.2.4	Goal 4: Enhance Access to and Use of the Natural Area Discovery Zones.....	5-19
5.2.5	Goal 5: Maintain the Context, Safety and Character of Route 9.....	5-21
5.2.6	Goal 6: Interpret the Bayshore to Educate Present and Future Generations and Enhance Healthy Lifestyles.....	5-28
5.2.7	Goal 7: Manage the Byway.....	5-35

APPENDICES

CHAPTER 1 INTRODUCING THE BYWAY



1.0 OVERVIEW OF THE BYWAY

The Delaware Bayshore is widely recognized as an area of global ecological and historic significance. It is a ***Migratory Shorebird Site of Hemispheric Importance***, a ***Wetland of International Significance*** and an ***Important Bird Area of Global Significance***. Its expansive coastal marshes, sandy shoreline, forest, fields and agricultural lands provide habitat for more than 400 species of birds and other wildlife. The Nature Conservancy and the National Audubon Society recognize the region as globally significant wildlife habitat. The Nature Conservancy has called the Delaware Bayshore “one of the Earth’s most important stopovers for migratory birds.” The small towns along the Delaware Bayshore enjoy a deep and rich heritage, which evolved from the early colonial settlements and thriving maritime industries that thrived on the abundant natural resources of the area.



Today, more than 115,000 acres of the Delaware Bayshore are protected as state wildlife areas and state parks, national wildlife refuges, national estuarine reserves, private conservation lands, agricultural preserves and cultural heritage sites. The Delaware Bayshore area is a natural treasure in the middle of the heavily populated mid-Atlantic corridor. With more than 30 million people living within a three-hour drive, the Bayshore provides low-impact access to a premier wildlife and historic destination. Appropriate marketing and promotion of this area could support business growth and



create new opportunities for ecotourism within the Bayshore. It is within this context that the State and Bayshore communities have embarked on and supported two major federal efforts: The Delaware Bayshore Initiative – part of the U.S. Department of Interior’s America’s Great Outdoors Initiative – and the Delaware’s Bayshore Byway, part of the U.S. Department of Transportation, Federal Highway Administration’s National Scenic Byways Program. These initiatives – and all of the partnerships they are building – are working together to protect, preserve and promote Delaware’s Bayshore region. The two efforts are strongly synergistic and are fully integrated with each other.

1.1 THE ROADS OF THE BYWAY

The Delaware’s Bayshore Byway extends for 52 miles from the City of New Castle in New Castle County, DE to its junction with State Route 1 east of Dover on the east side of the Dover Air Force Base. It includes two spurs of 2.5 miles each. The first one connects the Village of Odessa to the Byway via State Route 299. The second is a loop consisting of Kitts Hummock Road and Bergold Lane that connects the

Byway to the John Dickinson Plantation, St. Jones Reserve and the Ted Harvey Conservation Area. Figures 1-1 and 1-2 illustrate the roadways of the Byway. Route 9 is an amalgam of roadways with different local names that loosely parallel the Bayshore. Chapter 4 contains a detailed description of each of the roadways of the Delaware's Bayshore Byway.

1.2 THE BYWAY STORY

Delaware's Bayshore Byway is a meandering road that connects nine major publicly owned natural areas, bucolic farms, and nine coastal towns and along the way, provides many scenic water-based vistas as it links all of these features together¹. The story of the Delaware's Bayshore Byway is about making a conscious decision to get off the crowded bustling highway of modern America and letting your senses take in the majesty and power of Mother Nature in the wildlife areas and coastal communities of Delaware's Bayshore: ***Welcome to Delaware's quieter and wilder side.*** The Byway is only a few miles away from I-95, one of the nation's busiest highways that serve millions of people from the mid-Atlantic region and the Washington D.C. – New York City megalopolis corridor. The Byway runs parallel to Delaware State Route 1, which connects Delaware's two largest cities, Wilmington and Dover, to the world-renowned Atlantic Ocean resort areas of Delaware's Coastal Sussex County. Although the majority of people speed along these major roadways, some residents and travelers choose to leave the highway and take in the Route 9 experience – "**The road less traveled**".

The Byway is defined by water. The Delaware River and Bay border the eastern edge of the Bayshore, with salt, brackish and freshwater marshes and many rivers and streams of the coastal plain intersecting the Byway corridor. Historically, water provided an easy mode of transportation, an abundance of food and a key ingredient for agriculture. The coastal plain's rich natural resources supported human beings populating the area for over 12,000 years. The area nurtured Native Americans, and then with the advent of the new world exploration, settlers populated the easily accessible land. They fished the waters, and they farmed the land. Small towns grew as water-dependent commerce developed. Over time the villages and hamlets were connected by a series of coastal roads, which today form the Byway. As Delaware transitioned from a rural to industrial economy and water transportation gave way to railroads and the automobile, Route 9 became a sleepy meandering road often cited as an experience in serenity. Without the efforts of courageous citizens and a responsive State government, the future of the Bayshore could have been dramatically different.

¹ Press Release documenting May 29, 2012 inauguration ceremony of Delaware's Bayshore Initiative. Speaking at the inauguration were U.S. Senators Tom Carper and Chris Coons, Congressman John Carney, Governor Jack Markel, U.S. Department of the Interior Secretary Ken Salazar, DNREC Secretary Collin O'Mara, DeIDOT Secretary Shailen Bhatt and Bowers Beach Mayor Ron Hunsicker.

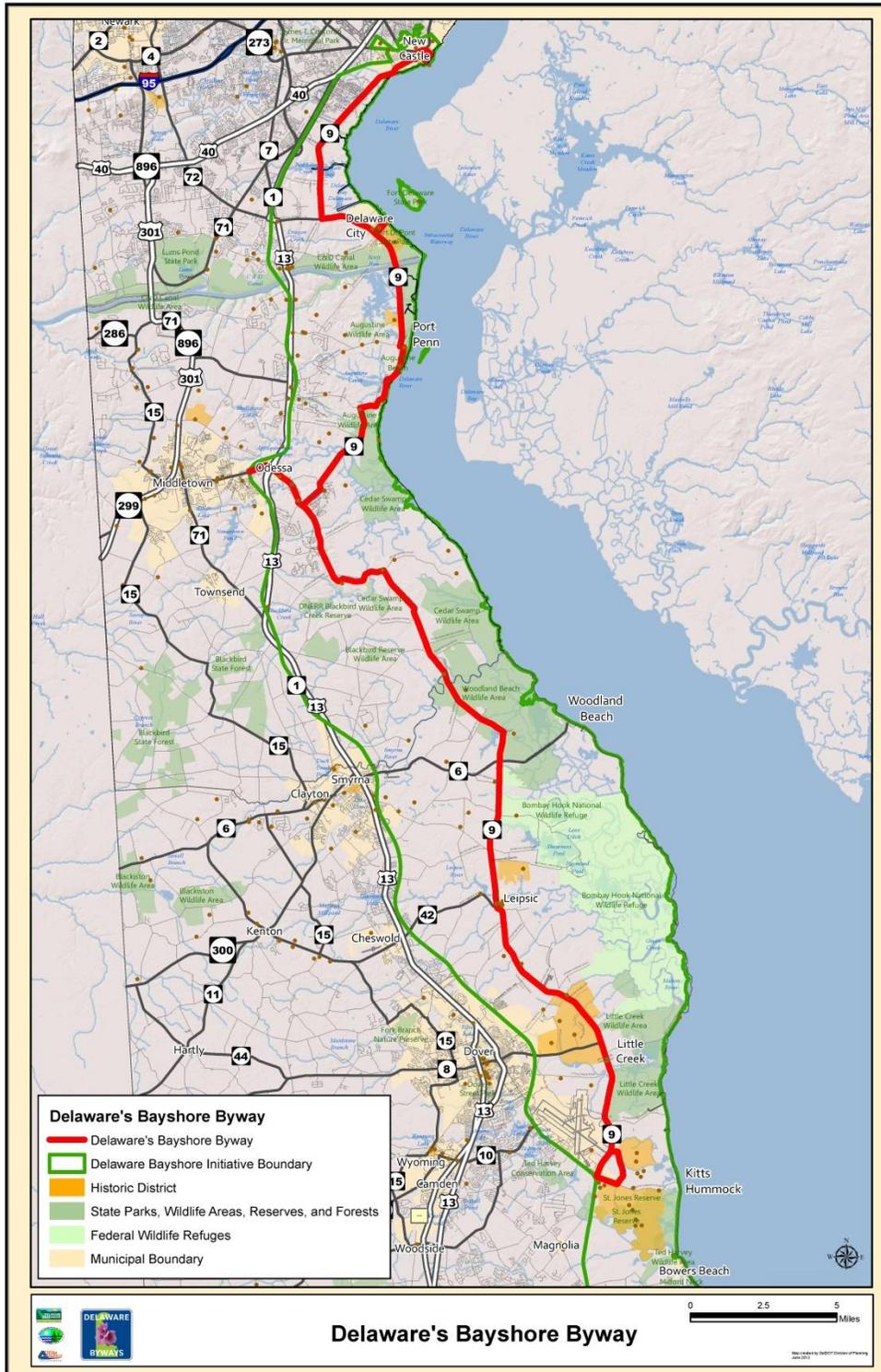


Figure 1-1: Byway Map

The Byway and Bayshore area owe their current existence to more than 80 years of preservation and conservation efforts beginning in the early 20th century. Led by local residents, non-profit organizations and state government, these efforts continue to this day. On March 16, 1937, the Bombay Hook National Wildlife Refuge was established along the eastern Bayshore of Kent County as a refuge for breeding migratory and wintering waterfowl along the Atlantic Flyway. Beginning at 12,177 acres at its founding, through land acquisition, it has grown to 16,251 acres. Due to the courageous conservation efforts of private citizens and State government during the 1960s and early 1970s, the Bayshore was saved from becoming the premier supertanker port and industrial center of the east coast. Today, the Delaware's Coastal Zone Act of 1971 and the Delaware Wetland Act of 1973 protect tidal wetlands. Kent County and New Castle County land-use policies now regulate activities that could potentially destroy the wetlands and encourage overdevelopment. Even as early as 1965, the Delaware State Highway Department prepared a report on Route 9 recommending the route as a scenic highway. The Route 9 corridor was finally nominated as a State Scenic Byway in 2007. What once was destined to become an industrialized coastland is now a unique collection of coastal towns, active farming communities, and globally significant natural areas accessible to the public.

Today the area faces new challenges. The coastal region is strongly affected by global climate change and sea-level rise (SLR) threatening the area with increasingly frequent flooding and damage from intense storms². The Byway and Bayshore strategies being developed to enhance the area as a natural attraction promoting ecotourism are strongly aligned with the State's efforts to describe current and anticipate impacts from sea-level rise and climate change. The story of this Byway is inextricably linked to the story of SLR – not just tomorrow, but now. SLR is one major reason that the Bayshore concept was conceived – there are significant habitat protection and restoration challenges presented by SLR, not to mention impacts to vulnerable infrastructure and communities. And yet we need to begin adapting the Bayshore and ensure it retains its character and conservation value even if it looks different to future generations than it does to us today.



Standing water on Route 9 occurs not only after storms but also after a full or new moon tide.

1.3 BYWAY CONCEPT

Developing the concept of the Byway was strongly governed by the vision of key stakeholders for the area. The coastal towns wanted to enhance their economic viability by very selectively developing tourist attractions that are in alignment with their history and their future vision for the area. Many of the large landowners wanted to keep the area “as is”, maintaining the existing roadside and community

² See Chapter 4 for a description of how the State of Delaware is developing plans to manage and adapt to the impacts of global climate change through the ongoing work of the Sea Level Rise Advisory Committee. Beginning in mid-2013, adaptation recommendations will be issued for public discussion and consideration leading to a statewide adaptation strategy.

character. The State and Federal agencies responsible for managing the public lands wanted to enhance public access and use of natural areas in ways that are compatible with protecting sensitive habitats and wildlife. All members of the Planning Advisory Team strongly supported keeping (and enhancing) the Byway experience as “the road less traveled”.



CMP Workshop Held December 2012 in Delaware City

In working with the various stakeholders the Discovery Zone concept was developed. Discovery Zones direct enhancements and activity to areas capable and desirous of supporting eco-tourism activity while maintaining the byway character. For the visitor, Route 9 serves two purposes. First, it is the Byway spine, providing access and directing activity into ten Discovery Zones. Second, it offers a quiet journey back to a less developed time with many natural and historic scenic vistas from its pastoral roadside. Discovery Zones are small towns and natural areas of concentrated attractions and potential new enhancements. Each Discovery Zone has defined a plan with a strategic vision designed to retain the uniqueness of the Discovery Zone yet in alignment with that of the Bayshore area. The Discovery Zones are listed below with their major venues and are described in detail in Chapter 3.

1. *New Castle*: Includes the City of New Castle, the New Castle Historic District and Historic Penn Farm
2. *Delaware City*: Includes Delaware City, Fort Delaware and Pea Patch Island, Fort DuPont and the C & D Canal
3. *Port Penn/Augustine*: Includes Augustine Wildlife Area and the Village of Port Penn
4. *Odessa*: Includes the Town of Odessa and the Odessa Historic District
5. *Cedar Swamp/Blackbird Creek*: Includes the Cedar Swamp Wildlife Area and Blackbird Creek Reserve
6. *Woodland Beach*: Includes Woodland Beach Wildlife Area and the Village of Woodland Beach

7. *Bombay Hook*: Includes the Bombay Hook National Wildlife Refuge
8. *Leipsic*: Includes the Town of Leipsic and the Leipsic River
9. *Little Creek*: Includes the Little Creek Wildlife Area, Town of Little Creek, Port Mahon and Pickering Beach
10. *St. Jones Neck*: Includes St. Jones Reserve, John Dickinson Plantation, Ted Harvey Wildlife Area and the Village of Kitts Hummock

1.4 BYWAY PROJECT PROCESS

In a public process led by Delaware Greenways in partnership with DNREC and the Delaware Department of Agriculture, the Route 9 corridor was nominated and accepted as the Route 9 Coastal Heritage Scenic Byway in 2007. The nomination document, which includes a detailed inventory of all the natural, historic and cultural attributes, defined Route 9 as “the essence of Delaware”. It described the byway as “50 miles of road between the Colonial Court House in the City of New Castle and the John Dickinson Plantation” that parallels the western shore of the Delaware Bay winding past a succession of uniquely Delaware landscapes.³

In March 2010, Delaware Greenways initiated the public outreach process to develop the CMP for the Byway, forming a Project Advisory Committee of community leaders and focus groups centered on the coastal towns. In all, as shown in Table 1-1, 17 meetings were held during the period of March 2010 through August 2010.

Table 1-1: 2010 Meeting Tabulation

Date	Group	Significance
March 31, 2010	Project Advisory Committee Meeting	CMP Process introduction, visioning exercise, issue listing and prioritization
May 20, 2010	Project Advisory Committee Meeting	Review results of the first PAC meeting and considered next steps
March-August 2010	Conducted 15 meetings with focus groups in New Castle, Delaware City, Port Penn, Leipsic, and Little Creek.	Established the byway challenges and opportunities and refined the issues of concern

These meetings produced a very mixed reaction from the stakeholders about the future direction of the byway. A number of the stakeholders, primarily leaders of Discovery Zone areas such as New Castle, Delaware City, and St. Jones Neck were enthusiastic about an eco-tourism focus. A number of the residents along the central corridor of the byway were very concerned about increased tourism and government regulation threatening the agricultural industry along the Route 9 corridor. As a result, the CMP process became dormant for a period of time, as Delaware Greenways continued to work directly

³ Delaware Greenways, et.al, Route 9 Coastal Heritage Scenic Byway, Delaware Scenic and Historic Highway Nomination, November 2006, page 1.



with the stakeholders to develop a strategy that would more broadly meet the needs and concerns expressed by the diverse stakeholders.

In January 2012, Delaware Governor Jack Markell announced in his State of the State address⁴ that Delaware would be launching a DNREC-led effort, the Bayshore Initiative, to enhance the state’s spectacular coastal region and boost the economy by restoring critical wildlife habitat and improving access to world-class outdoor experiences. The goals and objectives of the Bayshore Initiative were strongly synergistic with those of the Delaware’s Bayshore Byway. In March 2012, Collin O’Mara, Secretary of the Department of Natural Resources and Environmental Control met with Delaware Greenways leaders to request that the two programs be strongly coordinated and, where appropriate, integrated. The combined programs excited the stakeholders and launched an effort to complete the CMP.

To ensure effective integration of the two efforts, a steering team of Delaware Greenways, DNREC, DeIDOT and Truppi Consulting was formed and tasked to lead the development of the CMP in a way that met the objectives of both programs. Through a number of meetings with residents, presentations at town council meetings, a Government Stakeholders Team and Project Advisory Committee (PAC), and a public meeting, the project Steering Team developed “**The Byway Discovery Zone**” concept as a management framework for developing the byway. Branding and positioning Delaware’s Bayshore locally, regionally, nationally and globally and fitting the Byway within the envelope of the Bayshore brand has emerged as a key strategy for the Byway’s future. The key milestone meetings conducted during 2012 and 2013 are shown in Table 1-2.

Table 1-2: Key Milestones in Byway CMP Process

Date	Group	Significance
March 12, 2012	Meeting Collin O’Mara, Secretary DNREC	Established partnership between Byway and Bayshore Initiative; established key DNREC contacts for Byway CMP.
May 29, 2012	Press Conference to Launch the Bayshore Initiative	Department of the Interior (DOI) and DNREC to officially launch Delaware’s Bayshore Initiative
June 11, 2012	Government Stakeholders Meeting	Representatives of DE government agencies discussed, developed and endorsed strategies for the Byway
July – Sept 2012	Meetings with private individuals, town councils (Leipsic, New Castle), town representatives (Odessa, Little Creek, DE City, Port Penn)	Identified specific goals for the coastal byway towns and landowners; developed/gained support for Discovery Zone concept and champions
July 25, 2012	Kent County Tourism meeting: Hospitality Community update	Presented Byway program to the diverse public/private group involved in DE Tourism

⁴ January 19, 2012 State of the State Address: <http://news.delaware.gov/2012/01/19/state-of-the-state-2012-transcript-delawares-time-to-lead/>



Table 1-2: Key Milestones in Byway CMP Process

Date	Group	Significance
Sept 20, 2012	Project Advisory Committee Meeting	PAC reviewed draft strategic direction, endorsed Discovery Zone concept and defined key priorities for the CMP (30 people)
Oct 23, 2012	Byway/Bayshore meeting w/ DNREC/DelDOT/ Delaware Economic Development Office (DEDO)	Started positioning/branding discussion and process
Dec 4, 2012	Kent County Levy Court	Presented the Bayshore/ Byway project and plans to Kent County Government officials
Dec 15, 2012	Byway Public Meeting in Delaware City	Presented Byway CMP to the public. Gained strong buy-in for Discovery Zone concept; established Byway priorities (about 38 people in attendance)
Feb 20, 2013	DNREC Bayshore Initiative Meeting at St. Jones Reserve	Byway / Bayshore action plans and priorities were discussed at a broad agency meeting
June 4, 2013	Project Advisory Committee Meeting	Reviewed Draft CMP, approved CMP cover, recommended name change to Delaware’s Bayshore Byway and set the foundation for a Byway Management Organization

1.5 CMP PRINCIPLES, VISION, GOALS AND NEAR-TERM ACTIONS

Through the process of working with the Project Advisory Committee and key stakeholders, the following principles, vision, goals and near-term actions were established for the Byway:

Byway Principles

The following guiding principles brought the stakeholders together in a collaborative effort resulting in this CMP.

- Recognize, celebrate and promote the Byway as an internationally recognized treasure. As such, support protection of natural areas, wetlands, wildlife and while creating opportunities for Delawareans and visitors to experience the natural wonders, the unique coastal towns and historic sites of the Bayshore area.
- Respect and collaborate with stakeholders including landowners, individuals, organizations, towns, villages and communities that have worked to preserve the corridor.
- Promote the Bayshore stories so that residents and visitors



A typical street scene in historic New Castle

can enjoy and engage with the unique features of the corridor while enhancing the economic opportunities of the area so that the residents, businesses and visitors will benefit.

Vision

It is our vision that we will leave for future generations a healthy, globally important landscape that supports a variety of habitats and an abundance of wild plants and animals – even in the face of climate change and sea level rise – connected by a Byway that provides access to where people today and in the future can visit and have an excellent quality outdoor experience through hunting, fishing, birding, kayaking, hiking or simply to enjoy a peaceful scenic view, all the while strengthening and preserving the history and the livelihoods of the people of Delaware's coastal communities.

Mission

Develop a partnership of citizens, their communities and government that will preserve, protect and enhance this globally important area of ecological and historical importance for future generations to learn about and enjoy and coexist with nature, to honor the efforts, both public and private, to secure the Bayshore for future generations all the while respecting the people who reside and earn sustenance from the land and the water of the Bayshore.

Goals

Working with the Project Advisory Committee, seven goals were established. Within each goal, a set of action items are defined to guide the CMP. The goals are:

1. Brand and position Delaware's Bayshore locally, regionally, nationally and globally and fit the byway within the envelope of the Bayshore brand. Use the Discovery Zone concept to highlight ten hubs of activity along the byway while retaining the "road less traveled" environment along the Route 9 road corridor.
2. Conserve the natural environment by partnering with residents, organizations and government entities to protect and preserve the working landscape, natural qualities, critical scenic viewsheds, the communities and other vital assets in the Bayshore corridor.
3. Support community aspirations by providing guidance and assistance so the Bayshore corridor communities can be successful within the framework that best serves each community. Catalyze partnerships among the coastal communities/Discovery Zones.



Route 9 near Port Penn

4. Enhance access to and use of the Bayshore natural area Discovery Zones with improved facilities, programming, signage and way-finding while respecting the wildlife conservation mission of these areas.
5. Maintain the context, safety and character of Route 9 by ensuring that the road corridor is safe for all users – drivers, cyclists, walkers, birders and farmers and by ensuring that there is appropriate environmentally sensitive access to key attractions and Discovery Zones while respecting the residents' strong interest in maintaining the local character of the road.
6. Work with the education community to engage the residents and visitors of all ages in a learning experience about the Bayshore to ensure that current and future generations will continue to experience the Bayshore story and become the stewards for sustaining it.
7. Manage the Byway as an ongoing enterprise to:
 - a. implement the CMP,
 - b. advocate for, protect and enhance the Byway through coordination among stakeholders and other key partners; and,
 - c. ensure that the varied interests along the byway are respected.



A fox eyeing the cameraman taking his picture

Near-Term Action Items

As the byway process transitions to its implementation phase and to its Management Organization, five key priority action items have been identified.

1. Catalyze a private –public partnership to initiate the Bayshore branding and positioning study and develop an initial promotional campaign. Consider requesting Bond Bill funds to start this activity.
2. Form and facilitate a team to evaluate and catalyze increased use of the waterway assets for ecotourism.
3. Through DNREC, develop an access and enhancement plan for each of the Discovery Zone natural areas that guides and integrates the wildlife-viewing opportunities in the 2012 Byways grant.
4. Implement the DNREC Byways grant to enhance and improve wildlife areas.

5. Advocate for and support economic-development efforts of the coastal towns and, as appropriate, facilitate partnerships to leverage the efforts of the coastal towns.

1.6 BYWAY MANAGEMENT STRUCTURE

Upon completion of the CMP, the recommendations for the management plan and structure are that the Byway Project Advisory Committee will transition to the Byway Management Team (BMT) with the aid of a not-for-profit organization like Delaware Greenways to facilitate the processes of the team. Over time, it is very likely that the Byway Management Team will be integrated into the governing processes for the Delaware Bayshore Initiative. The leadership team will have the following objectives:

1. Implement the CMP.
2. Advocate for, protect and enhance the Byway through coordination among stakeholders, interested parties, projects and actions undertaken and sponsored.
3. Act as the forum to coordinate, synergize, and advance the varied interests along the Byway.

Key actions required for this transition are to gain agreement with members of the Project Advisory Committee and others to serve on the BMT, and identify appropriate funding sources to sustain the BMT and the implement the Action Items called for in the CMP.

1.7 NATIONAL SCENIC BYWAYS PROGRAM REQUIREMENTS

Key stakeholders and State Government leaders have recommended that the CMP be developed with the goal that the Byway is eligible for nomination as both a National Scenic Byway and All American Road. As part of this effort, the Delaware Bayshore Byway considers the possibility of extending and linking with New Jersey's Bayshore Heritage Byway as a multi-state byway across and around the Delaware Bay. It will potentially include a southern extension in Delaware to the Cape May–Lewes Ferry, Cape Henlopen State Park and the Lewes Historic Byway: Gateway to a Nation. Such a linkage would encircle the entire Delaware Bay and linking the communities and natural areas that make the area unique.

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. It was established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act of 1991 and reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005. This legislation outlines the policies, procedures and requirements for a road or highway to be designated in this Federal Highway Administration program. In 2012, Moving Ahead for Progress in the 21st Century Act (MAP-21), the National Scenic Byways Program was shifted within the Transportation Alternatives Program.

Roads can be designated as National Scenic Byways or All American Roads. Delaware's Bayshore Byway meets all of the following requirements for All American Road Designation as illustrated in Table 1-3. Each check mark below indicates where this byway meets the program criteria.

Table 1-3 Program Criteria for National Scenic Byways and All-American Roads

No.	Program Criteria	National Scenic Byway	All American Road
1	State Scenic Byway Designation	✓	✓
2	Accommodate 2-wheel drive vehicles	✓	✓
3	Accommodate where feasible bicycle and pedestrian travel	✓	✓
4	Accommodate conventional tour buses.	N/A	✓
5	Complete a CMP	✓	✓
6	Demonstrate enforcement mechanisms by byway communities	N/A	✓
7	Available user facilities for travelers are in place	✓	✓
8	Plan to accommodate increased tourism	N/A	✓
9	Plan to address multi-lingual information	N/A	✓
10	Be continuous and minimize intrusions of the visitor experience	✓	✓
11	Have two intrinsic qualities	N/A	✓
12	Have one-of-a-kind features	N/A	✓
13	Narrative to promote, interpret and market byway to attract international travelers	N/A	✓
14	Demonstrates that it is a destination unto itself	N/A	✓

This CMP meets all 14 requirements of the National Scenic Byways Program as illustrated in Table 1-3 for an All-American Road. As shown in Table 1-4, the CMP requirements are the same for National Scenic Byway and All American Road designations.

Table 1-4 Corridor Management Plan Requirements

No.	Corridor Management Plan Requirements	National Scenic Byway	All American Road
1	Map of corridor boundaries	✓	✓
2	Assessment of the Intrinsic Qualities and their context	✓	✓
3	A strategy for maintaining and enhancing the Intrinsic Qualities (CMP Enhancement Plan)	✓	✓
4	An Implementation Schedule	✓	✓
5	A strategy describing how existing development will be enhanced and new development will be accommodated while preserving the Intrinsic Qualities (CMP Enhancement Plan)	✓	✓
6	A Public Participation Plan	✓	✓
7	A review of highway's safety and accident record	✓	✓
8	A plan to accommodate commerce and user facilities while maintaining safe traffic and transportation	✓	✓



Table 1-4 Corridor Management Plan Requirements

No.	Corridor Management Plan Requirements	National Scenic Byway	All American Road
9	A visitor experience plan to demonstrate intrusions have been minimized and improvements have enhanced the experience (CMP Marketing, Development and Economic Development Plan)	✓	✓
10	Compliance with outdoor advertising laws	✓	✓
11	A Sign Plan	✓	✓
12	A Marketing Plan	✓	✓
13	Context Sensitive design standards	✓	✓
14	An Interpretive Plan	✓	✓

1.8 NAVIGATING THE CMP

The CMP consists of five chapters designed to highlight why the Byway stands apart and how to maintain and enhance its uniqueness.

In Chapter 2, titled, **“Describing the Byway Corridor”**, the Byway story unfolds. It recounts how nature shaped this region and the history of those who lived and worked here. It also describes the significance of the legacy and the foresight of Delaware’s leaders and the people who make this area so special who gave us the gift of the Delaware Bayshore and the Byway that connects it.

The Byway and its spurs cover a length of 57 miles. While there are many common features of the Byway and the Bayshore, each of the communities and natural areas has a different personality with unique features, stories and individual considerations. Chapter 3, titled, **“Introducing Delaware’s Bayshore Initiative and the Byway’s Discovery Zones**, introduces both the State’s Bayshore Initiative and the concept of the Discovery Zones. It also tells the story of each Discovery Zone and the aspirations each of the Discovery Zones are pursuing and seek to pursue independent of and along with the Byway.

The agencies of state and county government have responsibilities for elements of the byway corridor and have tools that influence the Byway region and contribute to the way it is today. By identifying these tools and how they can be used to preserve the Byway and the Bayshore, the Byway Management Entity can better implement its recommendations partly in coordination with these key stakeholders. Chapter 4, titled **“Examining the Corridor Context”**, outlines these tools and summarizes the conditions of the Byway.

Chapter 5, titled **“Preserving and Enhancing the Byway”**, considers the vision, mission, goals and challenges outlined in the previous chapters and develops strategies and recommendations to address each. From the recommendations and strategies, a priority action list assigns implementation responsibilities along with a timeline.





Delaware's Bayshore Byway

CHAPTER 1 – INTRODUCING THE BYWAY

