

Brandywine Valley National Scenic Byway

Executive Summary Corridor Management Plan 2019 to 2029

February 2019



The cover photo depicts Lower Brandywine Presbyterian Church. Organized in 1720, the congregation has been a Kennett Pike landmark with its distinctive landscape of flowering cherry trees and beautiful landscaped grounds.

Photo: Delaware Greenways

Brandywine Valley National Scenic Byway

Executive Summary Corridor Management Plan 2019 to 2029

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The Partnership also expresses its gratitude to State Representatives Gerald Brady and Deborah Hudson who provided matching funds through the Community Transportation Fund Program.



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MANAGEMENT OF BRANDYWINE VALLEY NATIONAL SCENIC BYWAY

All National Byways, except for those in our National Parks, are led by grass-roots organizations in partnership with government. These organizations take many forms; all involve dedicated volunteers and some level of paid staff. Brandywine Valley National Scenic Byway is fortunate to have several non-profit organizations responsible for its conservation, preservation and enhancement. These organizations have joined under the umbrella of Brandywine Valley National Scenic Byway Partnership and are responsible for the day-to-day management of Byway affairs. Permanent governing members of the Partnership are:

- Brandywine Conservancy and Museum of Art
- Centreville Civic Association
- Delaware Greenways, Inc.
- Delaware Museum of Natural History
- Delaware Nature Society
- Greater Wilmington Convention and Visitors Bureau
- Hagley Museum and Library
- Kennett Pike Association
- Member of the Business Community
- Winterthur Museum, Garden and Library
- Woodlawn Trustees, Inc.

The Partnership's Bylaws also provide for termed members who also hold a vote. These are organizations that either have a topical interest in the Byway or are assisting the Byway to accomplish a goal. There are currently three termed members:

- Council of Civic Associations of Brandywine Hundred (CCOBH)
- Westover Hills Civic Association
- 8th District Neighborhood Planning Council

Delaware Greenways, Inc. provides paid technical staff and leadership to assist the Byway Partnership in fulfilling its obligations. The Partnership is led by co-chairs. One of the Co-chairs is selected by the Partnership and the other is held by Delaware Greenways on a permanent basis.

Our government partners--DeIDOT, DNREC, New Castle County, the City of Wilmington, WILMAPCO and the National Park Service—are available for advice and assistance. The Partnership also coordinates directly with the Byway Management Committees of three neighboring Byways: Red Clay Scenic Byway, Harriet Tubman Underground Railroad Byway, and Brandywine Valley Scenic Byway in Pennsylvania.

BRANDYWINE VALLEY NATIONAL SCENIC BYWAY ADVISORY BOARD

Brandywine Valley National Scenic Byway Advisory Board was created through state legislation in 2012.¹ It serves as an interdisciplinary advisory board to assist policymakers and other stakeholders in ongoing effort to preserve, maintain, and enhance the nationally recognized historic, cultural and scenic qualities

¹ Delaware State Senate, 146th General Assembly, Senate Bill No. 241, An Act to Amend Title 17 of the Delaware Code Relating to the Brandywine Valley National Scenic Byway.



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of this National Scenic Byway, as well to manage the implementation of the Brandywine Valley Scenic Byway Corridor Management Plan. It also provides a forum for the Partnership to work with its partners in government on issues relating to the Byway. Advisory Board members include:

- Secretary, Department of Transportation - Chair
- Division of Parks and Recreation, DNREC
- The Hagley Museum & Library
- New Castle County Department of Land Use
- Kennett Pike Association, President
- State Byway Coordinator
- Woodlawn Trustees, Inc.
- Delaware Greenways, Inc.
- Westover Hills Civic Association
- Westover Civic Association
- Board of Directors - Fairthorne
- Centreville Civic Association
- Delaware Nature Society
- Delaware Department of State, Division of Small Business, Development and Tourism
- Longwood Gardens
- Brandywine Conservancy
- City of Wilmington
- Delaware Museum of Natural History
- Inn at Montchanin Village & Spa
- Greater Wilmington Convention and Visitors Bureau
- First State National Historical Park
- WILMAPCO

CORRIDOR MANAGEMENT PLAN UPDATE COMMITTEE

The Partnership appointed a special committee to update the Corridor Management Plan:

- Jeff Greene, Chair Delaware Greenways, Inc.
- Sarah Willoughby Greater Wilmington Convention and Visitors Bureau
- Joe Carbonell Kennett Pike Association
- Ginger North Delaware Nature Society
- Gene Truono Centreville Civic Association
- Bill Rowe Kennett Pike Association
- Andrew Weigel 8th District Neighborhood Planning Council
- Halsey Spruance Delaware Museum of Natural History
- Sandra James Westover Hills Civic Association, DowDuPont Agricultural Division
- Peter Walsh Delaware Greenways, Inc.
- R. J. Miles CCOBH
- Kathleen Goodier Brandywine Valley Scenic Byway Commission (PA)
- Mike Hahn State Byways Coordinator, DelDOT
- John Rumm Nemours Estate

The Partnership expresses its gratitude to members of the Corridor Management Plan Update Committee for their hard work and dedication to this important project.

Delaware Greenways is the principal author of the report and is responsible for its contents.

During the preparation of the 2019 to 2019 Corridor Management Plan, Alma Forsyth, who represented the Brandywine valley Scenic Byway in Pennsylvania, passed away. Kathleen Goodier replaced her on the Update Committee but Alma’s contributions to our Plan were significant as well as her many years of service to the Brandywine Valley Scenic Byway in Pennsylvania. She is sorely missed by all.



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INTRODUCTION

A National Scenic Byway is a road recognized by the United States Department of Transportation for its archeological, cultural, historic, natural, recreational, and/or scenic qualities. Brandywine Valley National Scenic Byway, Delaware's only National Scenic Byway, is one of 150 distinct and diverse National Scenic Byways in the United States. It consistently ranks among the nation's top drives for its beautiful scenery and for the history it preserves and displays to the nation.

Beginning at Rodney Square in Wilmington and following DE Routes 52 and 100 to the Pennsylvania Line, the Byway and the cultural institutions along the way tell the story of the DuPont family, one of America's wealthiest industrial families. Their legacy of estates and world renowned gardens attract visitors from around the world. Their philanthropy provided the foundation that enables the cultural institutions that they founded and our Byway to preserve this unique legacy.

The Byway helps to tell other stories as well. The Bancroft family, also wealthy and philanthropic, left us beautiful parks and planned neighborhoods that to this day represent the best practices of urban planning and parks that are still enjoyed by thousands to this day.



Kennett Pike showing the Winterthur frontage. Photo: Delaware Greenways

Harriet Tubman, the most famous conductor on the Underground Railroad, operated through Wilmington and Centreville as she ferried people to freedom. Her story and the story of those she brought to freedom is memorialized by Harriet Tubman Underground Railroad Byway.

George Washington pursued the British to the Battle of Brandywine during the Revolutionary War through Centreville. This story, along with that of Andrew Wyeth and the artists of the Brandywine Valley, are told by Brandywine Valley Scenic Byway in neighboring Pennsylvania.



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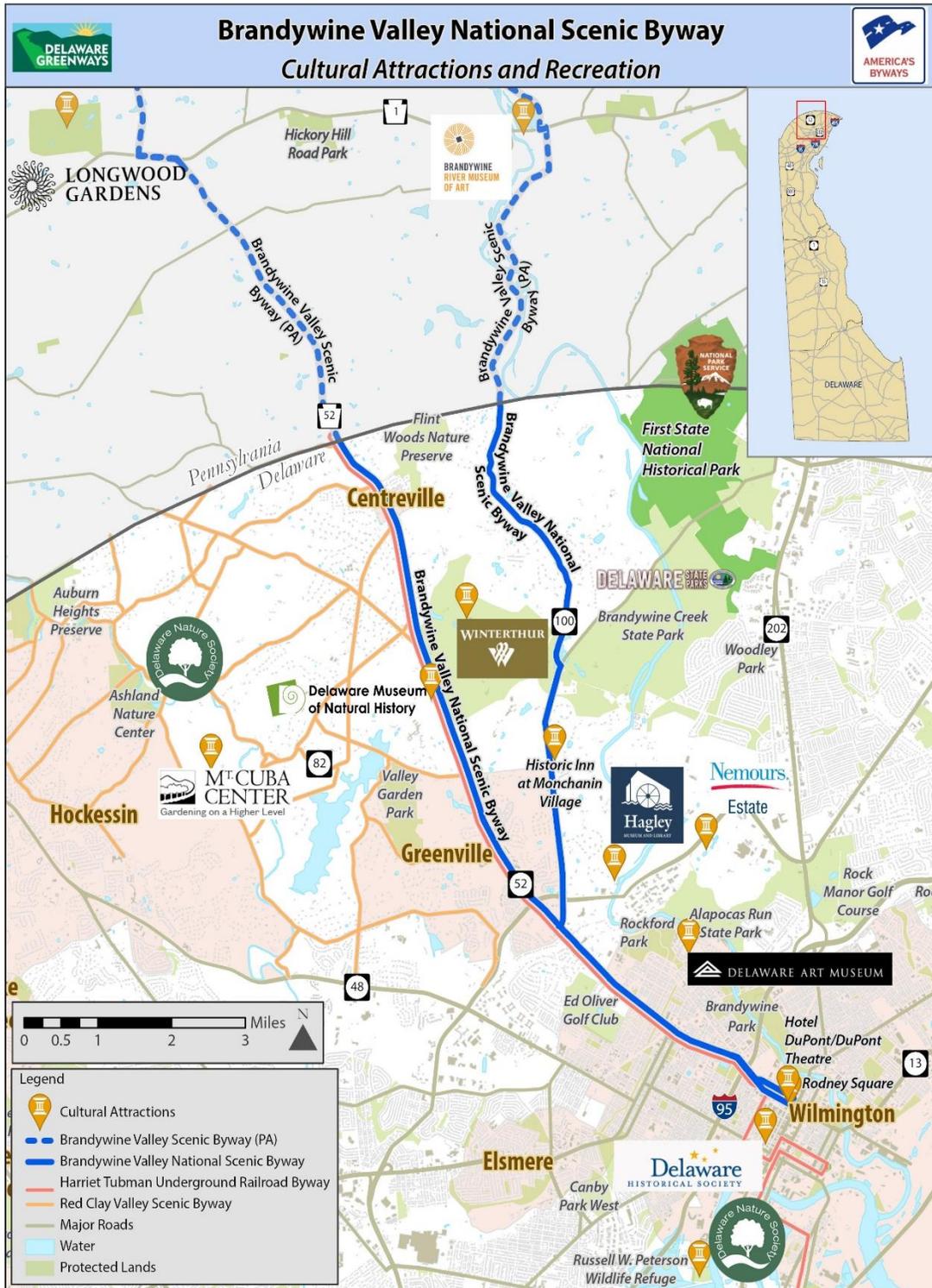
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Route 100 north of Center Meeting Road. Photo: Delaware Greenways.

Nominated in 2002 and designated in 2005 with the publication of its Corridor Management Plan (CMP), Brandywine Valley National Scenic Byway is managed by the Brandywine Valley National Scenic Byway Partnership. Since 2005, the Partnership has completed or made progress on many of the more than eighty strategies and recommendations contained in the Corridor Management Plan. With the passage of time, the Partnership has chosen to update the Plan for the next decade.

The Partnership reports to the legislatively-mandated Byway Advisory Board. Established in 2012, the Board, which shares the same purpose as the Partnership, provides governmental assistance as the Partnership manages the Byway's day-to-day affairs. Yet, as has always been the case, the Byway's heart and soul lies in its volunteers who work to protect and preserve the Brandywine Valley and its National Scenic Byway.



This map of the Brandywine Valley National Scenic Byway shows the Byway and major cultural attractions and recreational venues nearby. Also shown are its neighboring Byways: Harriet Tubman Underground Railroad Byway, Red Clay Scenic Byway and Brandywine Valley Scenic Byway in Pennsylvania.



BRANDYWINE VALLEY NATIONAL SCENIC BYWAY
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PROTECTING, PRESERVING AND ENHANCING THE BYWAY

The Partnership manages the Byway grounded in its vision, mission and goals.

MISSION

Preserve and enhance this legacy landscape in a manner that is sensitive to the needs of the many private individuals, organizations, and businesses that help shape it.

VISION

Brandywine Valley National Scenic Byway will be the best way to experience the historic, cultural, and scenic qualities of this legacy landscape. Vibrant, pedestrian-friendly villages and urban areas will be an integral part of this landscape. Incentives will be developed to encourage private conservation and preservation actions. The Byway planning effort will guide future public investments for enhancements to the route. A balance between through traffic, local traffic, and tourist traffic will be achieved using traffic calming and context-sensitive highway design that is respectful of pedestrians and bicyclists.

GOALS

To achieve the mission, eight goals have been established. As part of the Update Process, the eight goals were retained and Goals 6 and 7 were revised to be supportive of the tourism industry and the cultural institutions.

1. *Preserve and enhance the “green infrastructure” that defines the Byway through continued voluntary and private conservation efforts.*
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.*
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 and community revitalization issues.*
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.*
5. *Conserve and enhance the scenic and historic roadside features of the Byway, especially the many mature trees and stone walls. Enhance the unique character of each portion of the Byway and work with the utility partners to relocate facilities underground or, in the alternative, utilize context sensitive facilities.*



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6. *Support 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. Encourage visitors who appreciate the historic and scenic qualities of the Byway.*
7. *Support the various cultural institutions along the Byway to ensure their individual interpretation and education programs connect residents and visitors to the Byway, thereby encouraging greater understanding, appreciation and stewardship.*
8. *Implement the plan, balancing the needs and interests of residents, communities and Byway partners and ensuring that the rights and responsibilities of individual property and business owners are respected.*



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EARLY ACTION STRATEGIES AND RECOMMENDATIONS

After a detailed assessment of the strengths, weaknesses, opportunities and threats to the Byway, 24 strategies and recommendations were identified and prioritized for action by the Partnership during the next ten years. Of those 24, six have been identified for early action starting upon adoption of the 2019 Update to the CMP.

GOALS 1 AND 2: PRESERVATION AND CONSERVATION

The Partnership’s Design Guidelines Committee will lead the implementation of the Early Action Recommendations set forth in Goals 1 and 2.

- **Adopt and implement the Design Guidelines:** A major project of the Partnership has been the development of Design Guidelines for Brandywine Valley National Scenic Byway, working with New Castle County. The Guidelines are currently under consideration for adoption into County Code. This item continues the advocacy of the Partnership and adds a program to recognize extraordinary contributions of landowners to maintaining the character of the Byway.

- **Develop a program to encourage the adaptive re-use of historic buildings:** This is a relatively new issue as large residential houses throughout “Chateau Country” become uneconomical to maintain. It requires the Partnership to gain new knowledge and develop new strategies as it works with individual property owners, New Castle County and the City of Wilmington to encourage land owners and governmental agencies to pursue adaptive re-use plans.

Table ES-1

Strategy/Recommendation	Action Items	Leader	Funding Source
Adopt the Design Guidelines, dated December 2017, into New Castle County Code, along with appropriate regulations and policies.	<ol style="list-style-type: none"> 1. Monitor progress and participate through advocacy, as the County Department of Land Use refines the guidelines and prepares language for the Code. 2. Continue educating property owners and developers regarding the importance of the Design Guidelines. 3. Establish a recognition program for landowners whose projects enhance the character of the Byway. 	Partnership led by the Design Guidelines Committee with assistance from the Red Clay Scenic Byway Alliance.	Volunteer hours



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Table ES-1

Strategy/Recommendation	Action Items	Leader	Funding Source
Work with the County and the City to develop zoning provisions and other methods to incentivize adaptive re-use of residential properties and encourage private landowners thinking of redeveloping to consider adaptive re-use.	<ol style="list-style-type: none"> 1. Develop a list of threatened residential buildings which would be candidates for adaptive re-use. 2. Research what other jurisdictions are doing to incentive residential adaptive re-use. 3. Apply for grant funding and/or engage with the Department of Land Use and the City Planning Department. 4. Advocate to place the incentives into legislation and into regulatory practices at the City, State and County levels. 	Partnership led by the Design Guidelines Committee and, in the City, the 8 th District NPC.	Volunteer hours and grant funding for research and development either managed by the City, County or Delaware Greenways.

GOALS 3, 4 AND 5: TRANSPORTATION, TRAFFIC SAFETY

Implement transportation and travel demand strategies: While the issue of congestion will most noticeably manifest itself along the Byway in Centreville, the solution is a regional one to be initiated by government. Encouraging our government partners is central to the success of this recommendation. Delaware Greenways will lead the effort on behalf of the Partnership.

Table ES-2

Strategy/Recommendation	Action Items	Leader	Funding Source
Identify, enable or develop a bi-state agency or organization to manage travel demand in northern Delaware and Chester and Delaware Counties in Pennsylvania.	<ol style="list-style-type: none"> 1. Encourage a bi-state plan by convening a meeting with PennDOT and DeIDOT and then with agencies and organizations such as DART First State that can join forces to manage travel demand. Final organizational structure to be determined by government. 2. Participate in the organization assigned the Transportation Demand Management task. 	Delaware Greenways, DeIDOT and PennDOT to begin the process, which will be continued forward by the two DOTs.	Volunteer hours, grant funding.

GOAL 5: ROADSIDE CHARACTER

Preserve roadside character and viewsheds: Preserving the historic landscape of the Brandywine Valley is our oldest obligation and one that the Partnership will need to be vigilant in managing. The Kennett Pike Association will continue to exert leadership in this effort.

Incorporating Harriet Tubman synergies and coordination: Insuring that the Partnership coordinates well with the leadership of the Harriet Tubman Underground Railroad Byway is important to identify and cultivate the history, heritage and legacy of Harriet Tubman. The Partnership and the leadership of the Tubman Byway will continue to develop ways to collaborate on issue of common interest.



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Table ES-3

Strategy/Recommendation	Action Items	Leader	Funding Source
Continue to work with landowners, state and county government and utility companies to retain roadside character left to us by the DuPonts.	<ol style="list-style-type: none"> 1. Assist landowners to maintain and preserve the historic stone walls along Montchanin Road. 2. Work with landowners to implement the Scenic Stewardship Plan landscape and planting recommendations. 3. Explore opportunities to relocate overhead utility lines underground. 	Partnership led by Kennett Pike Association	Volunteer hours
Maintain coordination with Harriet Tubman Byway leadership when discussing landscaping and context around the designated sites of the Tubman Byway.	<ol style="list-style-type: none"> 1. Designate areas of specific concern to the Tubman Byway and develop plans to retain the elements contributing to the character of that Byway. 	Tubman Byway Management Committee, Partnership, Centreville Civic Association, Kennett Pike Association and the City of Wilmington.	Volunteer hours

GOALS 6 AND 7: TOURISM AND ECONOMIC DEVELOPMENT, INTERPRETATION AND EDUCATION

Better coordination and synergy with the Tourism Industry: Working with the world-class cultural institutions of the Brandywine Valley in a mutually supportive way will enhance the economic benefits the Byway can bring. Conversely, the Byway can expose the cultural institutions to a larger audience. To improve coordination and synergy, the Partnership established a new standing committee chaired by the Greater Wilmington Convention and Visitors Bureau.

Table ES-4

Strategy/Recommendation	Action Items	Leader	Funding Source
Establish a means of regular communication among the agencies managing visitation, the Byway Partnership and the cultural institutions	<ol style="list-style-type: none"> 1. Establish a Byway Tourism Committee or, alternately, a committee under the umbrella of Greater Wilmington Convention and Visitors Bureau (GWCVB), with Partnership participation. 	GWCVB and Partnership	Volunteer hours
Develop a “tag line” that catches the attention of the visitors and can be used by the tourism industry and supporters of the Byway	<ol style="list-style-type: none"> 1. In conjunction with the tourism industry, develop a creative process to generate a tag line for the Byway and a process to make it available for use. Alternately, retain a branding consultant. 	Partnership and GWCVB	Volunteer hours grant funding



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GOAL 8: MANAGEMENT AND COORDINATION

Improving the sustainability of the Partnership as an ongoing entity: The Partnership enjoys substantial support in the Brandywine Valley, but it struggles to expand the knowledge of the Byway to new audiences and the business community. Because citizens and civic groups provide leadership for Byways, maintaining support across a widespread cross-section of the community is essential.

Table ES-5

Strategy/Recommendation	Action Items	Leader	Funding Source
Conduct outreach to community groups and businesses to continue raising awareness of the Byway's value to the community.	<ol style="list-style-type: none"> 1. Encourage Partnership members to add Byway educational and informational items to their agendas and refer Byway-related issues to the Partnership. 2. Regularly visit businesses to distribute Byway brochures and other materials. 3. Continue to encourage participation in the Byway Bucks program. 4. Conduct an annual Byway event, such as the planned 2019 Byway Public Meeting for the CMP Update 	Partnership	Volunteer hours

The Corridor Management Plan Update Committee was assigned by the Partnership to lead the outreach strategies as noted above and begin by concentrating on the first community event to showcase the Byway and its importance in the community.

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Photo: Winterthur Museum, Gardens and Library. The picture shows the lilies in the Oak Hill Garden overlooking Clenny Run Pond and the former Winterthur Train Station in the distance. This historic landscape has remained unchanged since the early 1900s.

Beautiful Winterthur Museum, Garden & Library sprawls across 1,000 acres of meadows, ponds and old-growth woods that front Delaware Route 52. The former estate of Henry Francis du Pont, the property epitomizes what has come to be known as the "Chateau Country" of du Pont and related family estates in Northern Delaware. Among Winterthur's conservation efforts, it is committed to a program to ensure that all water entering the property leaves cleaner, through filtration by freshwater mussels and other natural means. Winterthur visitors are free to explore any part of the property, as well as the 175-room museum of early American antiques and decorative arts.