

Brandywine Valley National Scenic Byway

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 Corridor Management Plan 2019 to 2029

This Corridor Management Plan Update is graciously funded by the Delaware Department of Transportation with funds from Federal Byways Grant SB-2011-DE-56605 as approved by the Federal Highway Administration and the Delaware Department of Transportation.

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



February 2019

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BRANDYWINE VALLEY NATIONAL SCENIC BYWAY PARTNERSHIP
1910 ROCKLAND RD, WILMINGTON, DE 19803
(302) 655-7275

February 7, 2019

Ms. Jennifer Cohan, Secretary
Department of Transportation
State of Delaware
P.O. Box 778
Dover, DE 19903

RE: Brandywine Valley National Scenic Byway
2019 to 2029 Corridor Management Plan

Attention: Nicole Majeski, Deputy Secretary and
Michael C. Hahn, AICP, State Byways Coordinator

Dear Secretary Cohan:

The Partnership of the Brandywine Valley National Scenic Byway is pleased to submit the 2019 to 2029 Corridor Management Plan for the Brandywine Valley National Scenic Byway to the Byway Advisory Board as the next step in the acceptance process under the Department's Byways Program Guide.

At its meeting on January 24, 2019, the Partnership approved the updated Corridor Management Plan as amended and directed its submission to the Byway Advisory Board for its acceptance at its February 25, 2019 meeting.

The Partnership believes this Plan sets a course that not only strengthens the ability of the Partnership to carry out its obligation to protect, preserve and enhance Delaware's only National Scenic Byway but sets forth a collaborative set of actions that, with our government partners, will serve the Byway well for the next decade and beyond.

With letter, we request acceptance by the Byway Advisory Board and by your office.

Very truly yours,

Gary Linarducci
Co-Chairs, Brandywine Valley National Scenic Byway Partnership

John Danzeisen



STATE OF DELAWARE

DEPARTMENT OF TRANSPORTATION

800 BAY ROAD
P.O. BOX 778
DOVER, DELAWARE 19903

JENNIFER COHAN
SECRETARY

MEMORANDUM

TO: Jennifer Cohan, Secretary
VIA: Drew Boyce, Director of Planning
VIA: Jeff Niezgoda, Assistant Director of Planning
FROM: Mike Hahn, Planning Supervisor
DATE: December 17, 2019
SUBJECT: Brandywine Valley National Scenic Byway
Corridor Management Plan Approval - Addendum & Update 2019-2029

On behalf of the Delaware Byways Program Evaluation Committee, we recommend that the Brandywine Valley National Scenic Byway Corridor Management Plan Addendum & Update 2019 to 2029 be accepted and formally recognized.

This corridor management plan was subjected to a comprehensive public review process required by the law and the adopted Program Guide. The result is an endorsement of the corridor management plan by all reviewers.

Corridor Management Plan Approved:

[Signature]
Jennifer Cohan, Secretary

12/19/19
Date

Attachment

cc: Advisory Board Members





MANAGEMENT OF THE 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 a number of 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. The 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 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—DelDOT, DNREC, New Castle County, the City of Wilmington, WILMAPCO and the National Park Service—are always available for advice and assistance. The Partnership also coordinates directly with the Byway Management Committees of the 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 the ongoing effort to preserve, maintain, and enhance the nationally recognized historic, cultural and scenic

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.



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

- Secretary, Department of Transportation - Chair
- Division of Parks and Recreation, DNREC
- Hagley Museum & Library
- New Castle County Department of Land Use
- Kennett Pike Association
- 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 CMP:

- 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
- Alma Forsyth Brandywine Valley Scenic Byway Commission (PA)
- Mike Hahn State Byways Coordinator, DelDOT
- John Rumm Nemours Estate

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

Delaware Greenways is the principal author of the CMP Update 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.



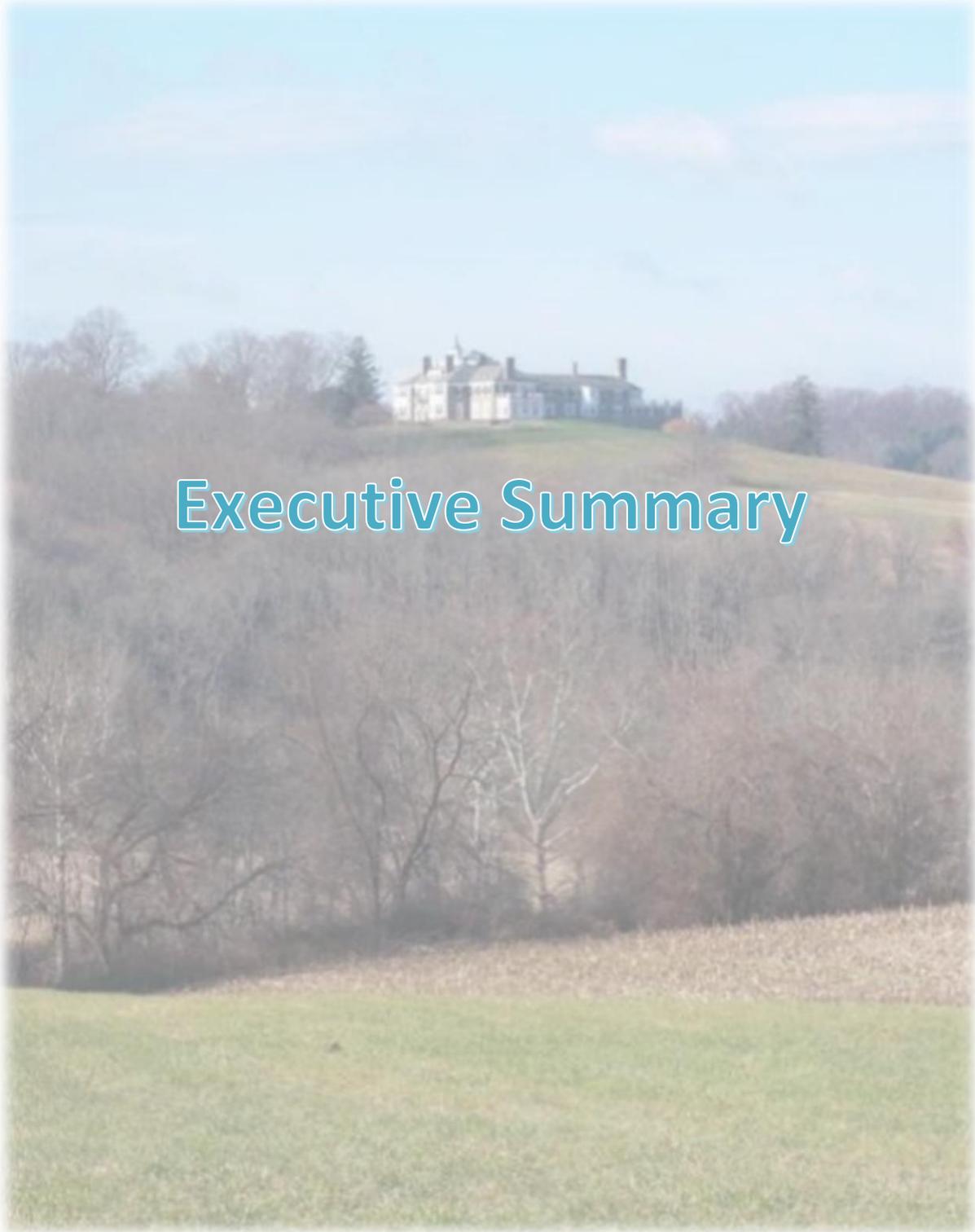
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BRANDYWINE VALLEY NATIONAL SCENIC BYWAY
CORRIDOR MANAGEMENT PLAN 2019 TO 2029

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Executive Summary



“Granogue” is one of the du Pont family mansions built as part of the American “country house” movement, constructed in 1927 by Irene du Pont — a former DuPont company president. Located atop a hill, it commands a stunning presence over the beautiful Brandywine Valley and over Montchanin Road, one of the two roadways of the Brandywine Valley National Scenic Byway. This photo was taken by a Delaware Greenways volunteer during a survey of the iconic viewsheds of the Brandywine Valley for the Byway’s Scenic Conservation Plan, one of the Plans underpinning this update of the Corridor Management Plan.

EXECUTIVE SUMMARY

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.

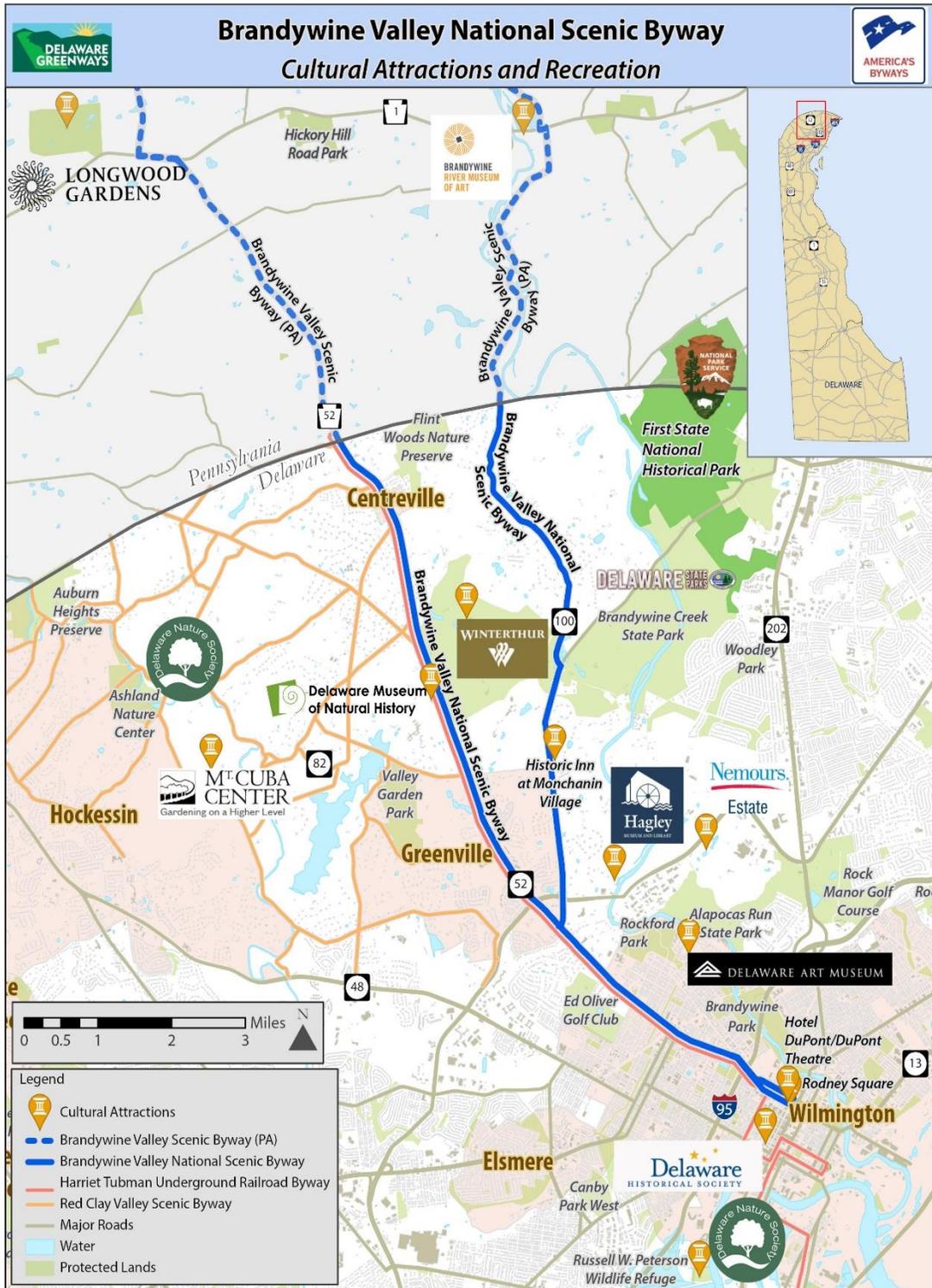
George Washington pursued the British to the Battle of Brandywine during the Revolutionary War through Centreville. This story, along with that of Andrew Wyeth and the artists of the Brandywine Valley, are told by Brandywine Valley Scenic Byway in neighboring Pennsylvania.



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 Valley Scenic Byway and Brandywine Valley Scenic Byway in Pennsylvania.



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.*



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.*

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.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

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
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.

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



Table ES-4

Strategy/Recommendation	Action Items	Leader	Funding Source
Develop a “tag line” that catches the attention of the visitors and can be used by the tourism industry and supporters of the Byway	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

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.



Corridor Management Plan 2019 to 2029



Excerpted from Andrew D. Engle's book titled, *Along Route 52: Delaware's Historic Kennett Pike*:

Created through an act of the Delaware Legislature in 1811, the Wilmington and Kennett Turnpike would become one of the most important roads in New Castle County. Linking the city of Wilmington, Delaware, to Kennett Square, Pennsylvania, it would become crucial in the transportation of goods from a growing industrial Wilmington to Philadelphia and the eastern counties of Pennsylvania. Kennett Pike, as it would come to be known, operated as a toll road until it was purchased in 1919 by industrialist Pierre S. du Pont (1870–1954). Du Pont would work over the next year and a half to widen and modernize the highway and eliminate its tolls. When work was completed, he sold the road back to the state for just \$1. Kennett Pike has continued to grow through the 20th century, with dozens of private estates gracing its borders.

Photo: Delaware Greenways

INTRODUCTION

In 2013, *National Geographic Magazine* wrote about a road trip through the Brandywine Valley of Pennsylvania and Delaware². The author discussed how the duPonts, “American Aristocrats,” built “estates graced by lovely gardens and filled with world-class art,” starting with E. I. du Pont, who left France and came to America in 1800, settling on a bluff overlooking the Brandywine River. There, he built a gunpowder factory, whose success led to the development of a prosperous business enterprise. And, filled with extraordinary plants, the gardens he developed on his estate offered both a scenic attraction and a source of genetic material for future generations.

Today, the landscapes associated with the Brandywine Valley National Scenic Byway routes are among the most beautiful and historically significant in Delaware. The Byway encompasses the Route 52 and Route 100 corridors extending from Rodney Square in downtown Wilmington, Delaware, north to the Pennsylvania state line. It is home to world-class cultural institutions such as Winterthur Museum, Garden and Library, Hagley Museum and Library, Nemours Estate, Delaware Museum of Art, Delaware Museum of Natural History, Brandywine Creek State Park and First State National Park. Just over the Pennsylvania line is Longwood Gardens.

The Brandywine Valley Scenic National Byway is much more than two historic roads; it is a cultural landscape that embodies the region’s evolution over three centuries. In traveling the Byway today, residents and visitors experience the unique communities, vistas, and qualities of the Brandywine Valley landscape. No other historic corridor in Delaware so clearly and directly



Relationship to the 2005 Corridor Management Plan

The 2005 CMP thoroughly analyzed the intrinsic values of the Byway. It remains the foundation of the Byway and our source document for managing the affairs of the Byway and our forward planning initiatives. As such, this Update builds upon that Plan and puts forward a logical plan of action for the Partnership in the fulfillment of its management responsibilities along with the rationale behind the plan. Accordingly, this Update identifies only the conditions that have changed to provide background for the strategies and recommendations for the next decade, contained herein.

The reader is encouraged to refer to the 2005 CMP for more information.

<https://delawaregreenways.org/scenic-Byways/expand-Byways/>



² “Road Trip: Brandywine Valley, Pennsylvania and Delaware,” *National Geographic Magazine*, May 2013. <http://www.nationalgeographic.com/travel/road-trips/brandywine-valley-road-trip/>



Map of Brandywine Valley National Scenic Byway. Also shown are Red Clay Scenic Byway, the Harriet Tubman Underground Railroad Byway and Brandywine Valley Scenic Byway in Pennsylvania. Map created by Delaware Greenways

depicts the relationships among transportation, road building, the regional economy, and culture. A unique resource, the Byway illustrates how America transformed from an agrarian to an industrial society with expanding opportunities, increasing diversity, and the many conflicting issues associated with growth and change.

MISSION, VISION AND GOALS

The 2005 CMP Plan laid out a mission, vision and set of goals for the Byway. It is appropriate that the Update Committee look at them from the experience of managing the Byway for 13 years. The information that follows is taken from the 2005 CMP.

MISSION

The mission of the Brandywine Valley National Scenic Byway is to 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.



This picture shows Bancroft Parkway in Wilmington as viewed from Pennsylvania Avenue. Bancroft Parkway was designed by Frederick Law Olmsted. Today, it remains largely as he designed it. Photo: Delaware Greenways

VISION

The 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 with traffic calming and context-sensitive highway design that is respectful of pedestrians and bicyclists.

The Byway will be the best way for leisure travel through the valley – making it easier to visit the museums, gardens, and parks, and to sample its many recreational activities. The potential impacts of additional tourism will be carefully managed through a permanent bi-state group.

Stakeholders will work together to identify mutual benefits and to establish incentives to achieve the Byway mission.

GOALS

The 2005 CMP set forth eight goals. The Update Committee has updated these goals to reflect how the Byway has evolved over the past 12 years. The revised goals follow:

CONSERVATION AND ENHANCEMENT

1. *Preserve and enhance the “green infrastructure” that defines the Byway through continued voluntary and private conservation efforts.*



Originally built in the early 1920s by the descendants of Civil War General Robert Patterson, Waverley Farm was restored in 2015. Sitting opposite the Winterthur parade grounds, the home is enjoyed by many who view it from the Byway. Photo: Peter Walsh

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.

TRANSPORTATION, TRAFFIC SAFETY AND ROADSIDE CHARACTER

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 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.*

Note: Goals 6 and 7 have been revised to better reflect how the tourism industry and the cultural institutions that preserve, attract visitors and educate the historic and cultural values coordinate with the Byway Partnership.

TOURISM AND ECONOMIC DEVELOPMENT

- 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.*



Route 100, Montchanin Road, looking onto the Winterthur grounds. The stone walls with their capstones along the roadway were constructed by the DuPonts, left to future generations to protect and preserve. The expert masons who constructed them used no mortar for the walls or to attach the capstones, yet most remain in good repair. Photo: Delaware Greenways

INTERPRETATION AND EDUCATION

- 7. Support the various cultural institutions along the Byway to ensure their individual interpretation and education programs connect residents and visitors to the Brandywine Valley National Scenic Byway, thereby encouraging greater understanding, appreciation and stewardship.*

MANAGEMENT AND COORDINATION

- 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.*

WHY THIS UPDATE

The CMP for the Brandywine Valley National Scenic Byway was completed in 2005. Since then, many of the strategies and initiatives in the CMP have been completed or are underway. But given the passage of time, it is appropriate to understand what the Byway has accomplished from that Plan, its impact and what the Byway Community needs to do to continue protecting and preserving, while still promoting, the Brandywine Valley in the years to come. The Byway Community includes the citizens and businesses who support the Byway with their participation and activism, the organizations that these citizens and businesses support, and the government partners who manage its roadways, land uses, and the natural

and cultural resources in the Brandywine Valley. It is time for the Byway Community to come together and plan for the next decade of our Byway.

PLAN ORGANIZATION

The CMP Update is organized into three chapters:

Chapter 1: Introduction: This Chapter describes the Byway, updates the Mission, Vision and Goals, and describes the Update Process and the organization of the Update Document.

Chapter 2: The Byway Today: This Chapter retells the Byway Story as it integrates it into the stories of the Red Clay Valley Scenic Byway, the Harriet Tubman Underground Railroad Byway and the Brandywine Valley Scenic Byway in Pennsylvania, each adjoining the Byway. The Chapter summarizes the state of the Byway today and what has been accomplished since the CMP was first published in 2005.

Chapter 3: Addressing the Challenges: This Chapter summarizes the challenges and threats to the intrinsic values that make the Byway worthy of National recognition and then lays out the plan to address the challenges by providing a roadmap for the Partnership and others to follow.

Three Working papers, documenting the work of the Update Committee, were prepared. The content of the Working Papers was summarized and incorporated into this document. The Working Papers are available upon request from Delaware Greenways.



Sitting atop a hill and visible from Route 100, the Granogue mansion is one of the iconic views of the Brandywine Valley. Photo: Delaware Greenways



William Trost Richards (1833-1905), *The Valley of the Brandywine, Chester County (September)*, 1886 - 1887, oil on canvas, 39 3/4 × 55 1/8". Brandywine River Museum of Art, purchased through a grant from the Mabel Pew Myrin Trust, 1986.

William Trost Richards captured the pastoral beauty found across the Brandywine Valley. Together, the Brandywine Valley National Scenic Byway in Delaware and the Brandywine Valley Scenic Byway in Pennsylvania form one continuous corridor throughout the region, highlighting the same beauty Richards depicted in the late 19th century.



BRANDYWINE VALLEY NATIONAL SCENIC BYWAY
CORRIDOR MANAGEMENT PLAN 2019 TO 2029

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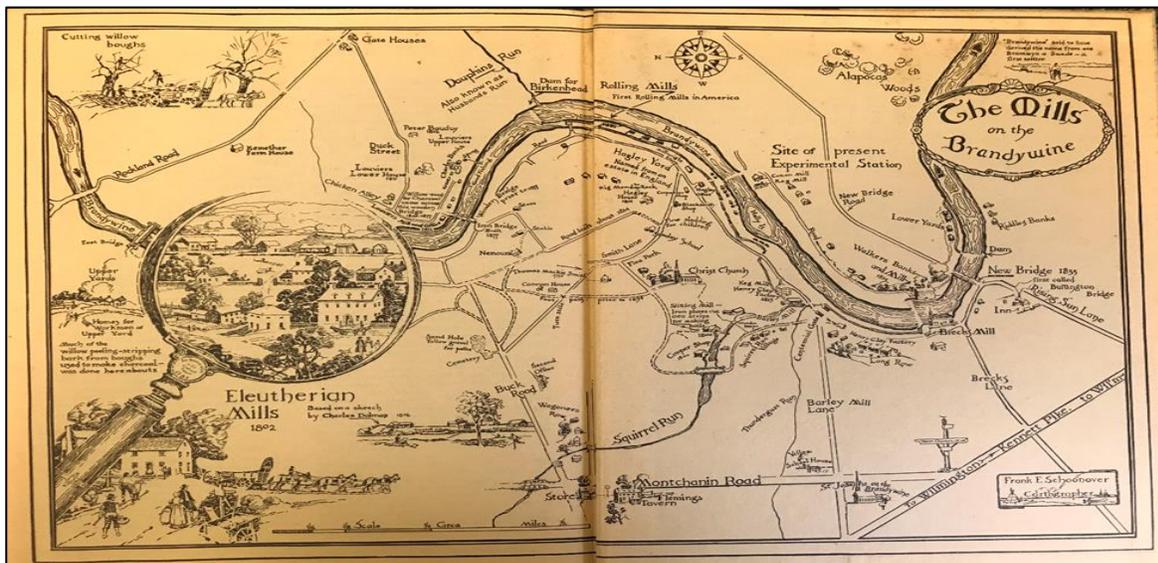
THE BYWAY TODAY

“Take an unforgettable journey through the rolling hills of the genteel Brandywine Valley landscape and discover the lasting influence of the DuPont family dynasty. This journey is a true Delaware original. The Byway leads to an unparalleled concentration of historic sites, magnificent estates, glorious gardens and mesmerizing museums where visions from a vanished century abound.” These words were taken from the program for the 2005 Designation Event for 45 National Byways, held at Union Station in Washington, D.C. But those of us who have worked to protect and preserve our great treasure know that there is so much more. This chapter of the Update weaves the story of the DuPonts into the stories of our neighboring Byways and finds a new richness in this special place we call the Brandywine Valley.

THE BYWAY STORY WE HELP TO TELL

The Brandywine Valley represents the history of two families and the heritage that they left for future generations to protect and preserve. The DuPonts and the Bancrofts industrialized the Brandywine River

THE DUPONT COMPANY'S BRANDYWINE MILLS

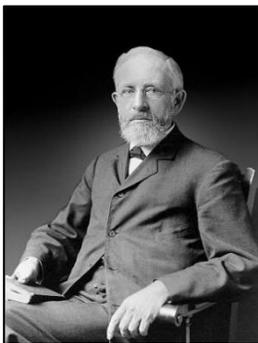


Frank E. Schoonover, a Wilmington artist (1877–1972), drew this decorative map of DuPont’s Brandywine Mills as they existed in the mid-Nineteenth Century. According to the Company, even though it was a work of art, Schoonover’s map was “authentic and accurate to the last detail.” It depicted only a portion of the landscape shaped by the DuPont family, whose influence extended throughout the Kennett Pike, which DuPont constructed and later sold to the State of Delaware, and well into Pennsylvania, through the acquisition of large tracts of land on which family members resided. Much of their holdings have been preserved and are maintained by prominent cultural institutions today: Hagley Library and Museum, Nemours Estate, Winterthur Mansion and Gardens, Mt. Cuba Center, Ashland Nature Center, Delaware Museum of Natural History, Delaware Art Museum, Brandywine Conservancy and Museum of Art, and Longwood Gardens.

Source: E. I. duPont de Nemours & Company, *An Autobiography of an American Enterprise*, 1952.

with their mills and factories, but they lived in the valley as well, building estates and preserving large parcels of land that to this day continue to make the Brandywine Valley special. The industrial history of both families is preserved at the Hagley Museum and Library; the passion for beauty in landscape design and beauty in a way of life is preserved at Nemours Estate and at Winterthur Mansion and Gardens; the curiosity of the young is enhanced through the exhibits at the Delaware Museum of Natural History. The Delaware Art Museum holds the collections of Howard Pyle, John Sloan, and the world-renowned Bancroft Collection, while just across the state line in Pennsylvania lies the world-famous Longwood Gardens.

More than one million people of all ages visit these institutions³. While many are local, most come from far enough away to spend more than one day in the Valley. In all, an estimated 2.8 million people visit the New Castle County and in Pennsylvania and Delaware each year.



William Poole Bancroft

“For many years I had been saying that I wished someone would gather up the rough land along the Brandywine above Rockland and hold it for the future... and I concluded I ought to do something toward what I had been wishing others would do.”

THE LEGACY OF WILLIAM POOLE BANCROFT (1835-1928)

Over one hundred years ago, Quaker industrialist William Poole Bancroft used funds generated from the waterpower of the Brandywine to invest in the future of the river, its surrounding areas, and the lives of people in the community.

Bancroft Mills was one of the most prosperous cotton mills in Wilmington, Delaware. By 1885, William Bancroft had begun showing an interest in giving back to the city and its residents. He engaged the most renowned landscape architect in the country – Frederick Law Olmsted – and began donating landscaped parks to the City of Wilmington.

As a visionary city planner, Bancroft not only worked toward improved urban life, but also anticipated change and development and the need for conservation. Bancroft amassed more than 1300 acres for parklands beyond the boundaries of Wilmington, reasoning that land in the Brandywine Hundred would be needed for its environmental and aesthetic value.

Source: Woodlawn Trustees, www.woodlawntrustees.com

Yet the Byway is about more than just beautiful views, the industrial and philanthropic history of the DuPont and Bancroft families, or the culture we cherish. It’s about the people who live here and who love

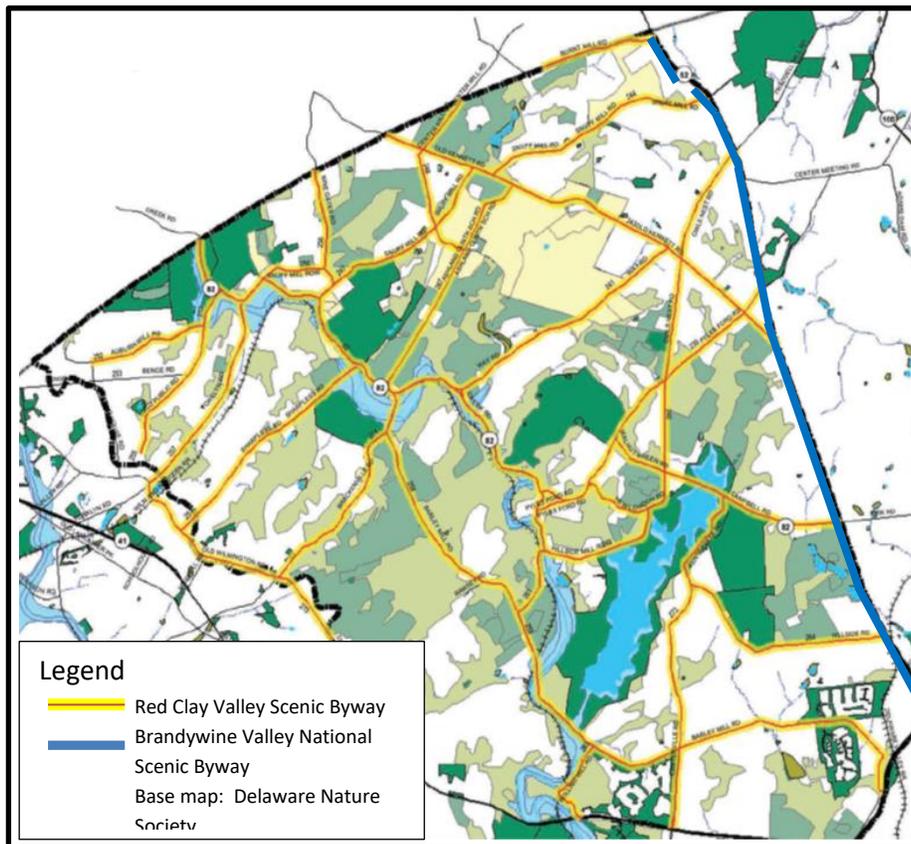
³ Based upon 2017 visitation data collected by the Greater Wilmington Convention and Visitors Bureau from the major cultural institutions in the Brandywine Valley, including Longwood Gardens, which is in Pennsylvania. These numbers represent visitors entering the facility. Some people enter several facilities in one visit and it is suspected that most of the visits are made by residents local to the area. Nevertheless, more than one million annual visits represent a considerable number of visits.

this place. And it’s about inviting visitors to enjoy it and cherish it so that future generations can enjoy and cherish it as well.

But there is more than just the industrial history that we celebrate. And that is highlighted by the other three Byways that are a part of the Brandywine Valley: The Red Clay Scenic Byway, the Harriet Tubman Underground Railroad Byway and the Brandywine Valley Scenic Byway in Pennsylvania. Below, we tell their stories.

RED CLAY VALLEY SCENIC BYWAY

The Red Clay Valley Scenic Byway, designated in 2005, is unique among Delaware’s Byways because it is



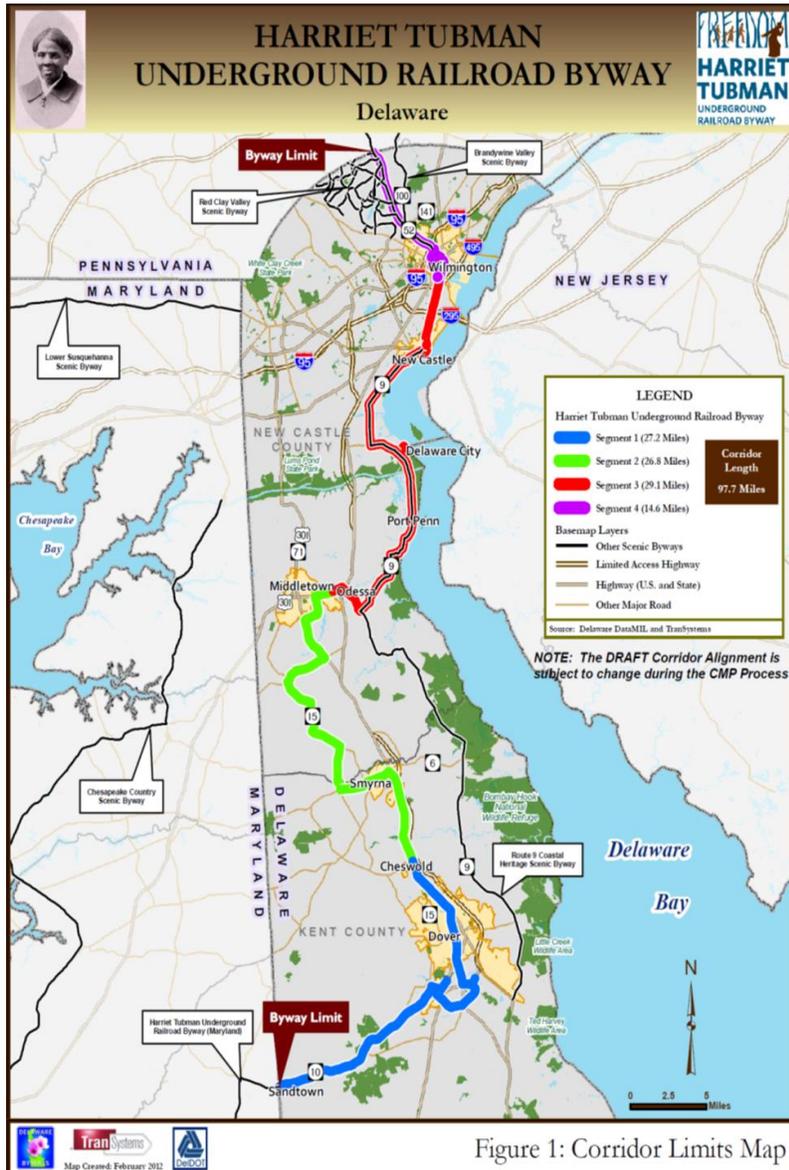
comprised of 28 secondary roads within the Red Clay Creek Watershed. The roads of the Red Clay Valley date from early European settlements in the beginning of the eighteenth century. Three hundred years of human influence on the land has created a network of roads, mill dams and bridges, homes and barns, rolling meadows, and fence rows. Today, the roads of the Valley are exceptionally scenic and help tell the history of the Valley in the context of human interaction with nature.⁴

Source: Delaware Nature Society and Gaadt Perspectives, LLC.

⁴ Red Clay Alliance and Gaadt Perspectives, LLC, *Red Clay Scenic Byway Corridor Management Plan*, 2008, pp. 4-5.

HARRIET TUBMAN UNDERGROUND RAILROAD BYWAY

The Harriet Tubman Underground Railroad Byway tells the story of Harriet Tubman, one of the most prolific “conductors” of the Underground Railroad. Her daring missions to rescue slaves brought her through Maryland and into Delaware, where she was aided by a host of supporters, including Wilmington



Source: TransSystems, Inc.

Quaker Thomas Garrett, whose efforts helped lead thousands of freedom seekers to safety and freedom beyond Delaware’s restricted borders. The route of the Byway in Delaware extends for almost 98 miles from Sandtown on the Maryland Border through Dover, Smyrna, Middletown, Odessa, Delaware City, New Castle and Wilmington. In Wilmington, it joins Route 52 and the Brandywine Valley National Scenic Byway to the Pennsylvania Border.

The section between Wilmington and the Pennsylvania Border, contains 13 sites central to the Tubman Byway. Twelve of the sites are within the City of Wilmington and within walking distance of the Brandywine Valley National Scenic Byway. As one of the main stations of Underground Railroad activity in Delaware, Wilmington was not only the ultimate destination for slaves moving through the state but was also one of the first places where slaveholders and slave catchers would look for escaping runaways. Because of this, high-profile

fugitives sometimes had to avoid Wilmington altogether, waiting in towns five or ten miles away for messengers from Thomas Garrett who would then forward them on to their next stop on the journey. One of those groups was a party of 28 from Dorchester County, Maryland, who fled in the fall of 1857 and made their way through Delaware with the help of William Brinkley. The party included 17 children, among whom were two infants. Because the news of the escape had already reached Wilmington,



Brinkley brought the party to Centreville, near the Pennsylvania border. While in the town, 18 members of the group had a violent altercation with a mob of Irishmen that left one of the Irish attackers seriously wounded; one source said he was shot but survived, while another maintains that he died from a stab wound. After this unfortunate occurrence, the freedom seekers were conducted safely to Canada.⁵ The HTURB highlights the struggle for freedom of African-Americans and the heroics of those whose courage transported countless people to freedom.

Recently, in Pennsylvania, the Tubman journey has been developed into a tour route extending from the PA/DE line along Route 52 to US Route 1 and then on to Philadelphia and Independence Hall. Locally, Thomas Garrett would assist the railroad by guiding slaves along Route 52 through Centreville to the intersection with Hillandale Road and the home of Eusebius and Sarah Barnard, then onto the Longwood Meetinghouse to freedom.⁶

The Harriet Tubman Underground Railroad Byway is managed by a committee of volunteers dedicated to preserving the history of Harriet Tubman and the Underground Railroad.

BRANDYWINE VALLEY SCENIC BYWAY – PENNSYLVANIA

The Brandywine Valley Scenic Byway in Pennsylvania extends the Byway to West Chester, Pennsylvania. The Pennsylvania Byway traverses Chester and Delaware counties and seven municipalities: Pennsbury, Chadds Ford, Kennett, East Marlborough, Birmingham, Pocopson, and East Bradford Townships. The Pennsylvania Byway extends directly northward from both legs of Delaware's Brandywine Valley National Scenic Byway. In Pennsylvania, these two legs cross at Lenape and continue on to West Chester Borough. The Brandywine Valley Scenic Byway celebrates the history and historic landscapes of the Brandywine Valley through five historic elements noted in its CMP⁷:

1. Physical evidence of the settlement and development patterns which have evolved over a 277-year period (from 1686 to 1963 when the historic period ends) and still existing throughout the Byway region.
2. The Byway passes through the landscape where the Battle of Brandywine was fought in 1777. Specifically relating to the Brandywine Valley National Scenic Byway in Delaware, in the

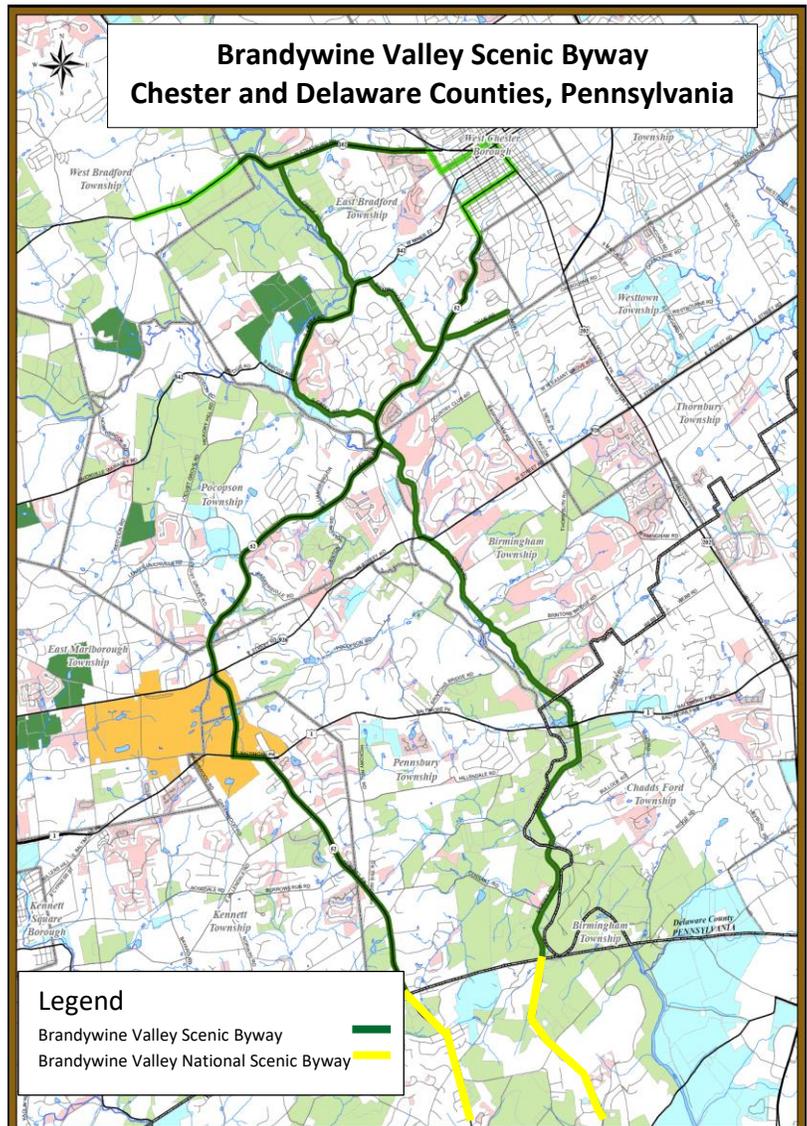
⁵ Delaware Department of Transportation and Trans Systems, *The Harriett Tubman Underground Railroad Byway – Delaware Corridor Management Plan*, 2012, p. 71.

⁶ Kennett Underground Railroad Center, www.kennettundergroundrr.org.

⁷ Brandywine Conservancy for the Brandywine Valley Scenic Byway Commission, *Pennsylvania's Brandywine Valley Scenic Byway Corridor Management Plan*, 2016

Centreville area, extending across the roadways to become the Kennett Pike and Montchanin Road was the southern defense encampment of the American Revolutionary Forces.⁸

3. The Byway is associated with the Underground Railroad.⁹ While the actual routes taken by escaping slaves and their agents are not well documented, many of the participants moved from south to north through the Byway area, as is noted by buildings and structures that physically represent the Underground Railroad and are located within the Byway.
4. Much of the Byway has been the subject of innumerable paintings and other works of art by various artists including members of what has come to be known as the “Brandywine School of Art.” It should be noted that recently, several contemporary artists of that school contributed art for a fundraiser of the Brandywine Valley National Scenic Byway Partnership.



Source: Brandywine Conservancy

5. Within the Byway is an enclave of country houses and estates that represent the apex of the agricultural development of the area and an important era in the social history of the Wilmington-Philadelphia region. These houses and estates were established or created between 1906 and 1947. The country estate landscape, including houses, barns, stables, tennis courts, and other

⁸ Wade Catts et. al., *Military Terrain Analysis for Two Brandywine Battlefield Strategic Landscapes, Chester County, PA*, November 2017, p. 2.

⁹ The 2005 CMP for Brandywine Valley National Scenic Byway states that the primary intrinsic value in the designation of the Byway is history; it focused on the history of the industrialization of the Brandywine Valley. There is no mention of the Underground Railroad. However, with the designation of the Harriet Tubman Underground Railroad Byway in Delaware, the significant historical connection of the Underground Railroad that parallels the industrialization of the Brandywine Valley by the DuPont and Bancroft families is now documented in this Update.

buildings and structures, are still visible today, especially along the lower Byway which bisects the proposed Twin Bridges Rural Historic District along Creek Road in Chadds Ford, PA. In Delaware, Creek Road changes its name to Montchanin Road (Route 100).

Clearly, history is the theme of each of the four Byways collectively and individually. The themes that link them together are the march to the Brandywine Battlefield, the heroic work of Harriet Tubman and those who helped her, and the industrial history of the lower Brandywine River by the DuPonts and the Bancrofts. Artists of the Brandywine Valley have documented the natural and cultural environment that exists because of the stewardship and philanthropy of the DuPont family that protects and preserves the Brandywine and Red Clay Valleys in both Delaware and Pennsylvania to this day.

The Brandywine Valley between Wilmington, Delaware and West Chester, Pennsylvania is indeed a special place, rooted in history and historic scenic landscapes. Its proud and unique heritage is protected by active citizens, their civic-based organizations and their elected representatives.

ACCOMPLISHMENTS

The 2005 CMP identified more than 80 strategies and recommendations. Many of the recommendations were accomplished or partially accomplished. But that is only part of the story.



Stewardship Celebration Chair Sandra James assists the auctioneer to display the work of one of the artists of the Brandywine Valley as the bidding proceeds. Eighteen artists contributed their works to the auction, raising \$45,000 for the Byway. Photo: Delaware Greenways

Over the past 12 years, the Partnership, led by Delaware Greenways has completed \$340,000 in planning initiatives and implementation work, much of it funded by the Federal Byways Program. More importantly, the Partnership has benefitted from countless volunteer working untold hours: they have monitored land development activities, served as watchdogs to ensure that ordinances are enforced, and properties are maintained; and have become involved volunteers with community groups aligned with the mission of the Byway. This does not include the several hundred thousand dollars raised to fight objectionable land development proposals. The Kennett

Pike Association operates a successful sponsor-based program that landscapes the medians and roadsides of the Byway and nearby roadways. Delaware Greenways works to make all areas of Delaware friendly to pedestrians and bicyclists and the Brandywine valley is no exception. Its Future Trails of Northern

Delaware Project has developed a plan to connect the Byway to its neighboring communities and to the institutions and parks within the Brandywine Valley.

Throughout, the one constant has been, and remains, the energy brought forward by the organizations and the volunteers in support of the Byway. Time and time again, people of the Valley have stood together to blunt threats and to support proposals that benefit the Byway. The Byway also counts on the support of the tourism industry and especially its member institutions as strong partners in its effort.

ACCOMPLISHMENTS BY GOAL

Conservation and Enhancement:

1. **Preservation:** It was appropriate for the authors of the CMP to designate preservation as its first goal. Much of the Corridor’s preservation has been accomplished by the people of the Brandywine Valley, the organizations they have founded, and the partnerships they have formed with government agencies. These partnerships have been strengthened in recent years and have resulted in a greater visibility of the Byway in the day-to-day work of its government partners and in the policy, regulatory and legislative actions that have occurred and are continuing to occur.
2. **Conservation and Enhancement:** Retaining the economic viability of the properties along the Byway is becoming a central issue as properties with large historic homes are becoming too costly to maintain for their owners. It is becoming clear that the New



The Byway Partnership worked with DeIDOT to achieve a context-sensitive solution to safety problems at the intersection of Route 52 and Route 82 on the Byway. DeIDOT initially proposed a significantly larger intersection. The Partnership’s original suggestion, shown as a rendering on the left, is what DeIDOT eventually constructed. This is an example of the strong working relationship between the Partnership and DeIDOT. Graphic: Delaware Greenways, Photo: Google Earth.

Castle County Unified Development Code must better address this need. The Greenville Special Area Plan developed architectural guidelines for these properties to retain the features that makes them worthy of preservation. Further, the existing commercial shopping centers in the Greenville area will someday be redeveloped or undergo major renovations. The Greenville Special Area Plan put forth architectural criteria for the developers to incorporate into their redevelopment projects for existing commercial shopping centers to make the buildings more consistent with the look and feel of the residential areas built in the early and mid-1900s. The Byway Partnership has developed and is urging New Castle County to adopt into the County Code, similar Design Guidelines as part of a Byway Overlay District.



One of several ideas developed at the design charrette. This idea landscaped the immediate vicinity of the intersection of Route 92 and Route 100 and provides a trail connection between Winterthur and the Brandywine Creek State Park. Graphic: Planning Communities

The Kennett Pike Association leads the ongoing effort to work with the development community and individual developers to maintain the character of the Byway while respecting the rights of the property owners. The products of their efforts can be seen in all recent development projects.

Transportation/Traffic Safety

- 3, 4. **Traffic and Transportation:** Both Route 52 and Route 100 are largely functioning within the character of the Byway as described in the 2005 CMP. The Byway Partnership will need to remain vigilant and monitor development that could adversely impact the Byway. On the bright side, the Byway Advisory Board provides a vehicle to work towards insuring transportation improvements needed on the Byway roadways are designed and implemented in a context-sensitive manner. The Centreville Streetscape and Traffic Calming Plan has been implemented and completed. One key issue is that the Travel Demand Report, completed in 2013, sets forth a future congestion

problem which DeIDOT must address, namely, managing increased travel demand on Route 52.¹⁰ This issue is an active project of the Partnership and of DeIDOT. Early measures have been initiated, but the Update sets forth additional action items.

Roadside Character

5. **Roadside Character:** The Partnership, led by the Kennett Pike Association, has always considered roadside character as an integral part of any transportation improvement project. In pursuit of the end, it has worked with property owners, developers, the Delaware Center for Horticulture and DeIDOT to maintain the historic landscape along the Byway roadways.

The Partnership has an agreement with DeIDOT to ensure that when DeIDOT is performing roadway maintenance, DeIDOT officials will coordinate with the property owners of historic property walls so that these property owners can repair the walls under the safety of the traffic control provided by DeIDOT.

The Kennett Pike Association also has an agreement enabling its sponsorship-based landscape program to plant and maintain landscaping that enhances the character of the Byway. Alice DuPont’s “Pearls” (sycamore trees) were restored at the ACTS Country House and the Delaware Museum of Natural History. Additionally, sign clutter has been



One of the Kennett Pike Association’s landscaping projects is the landscaping of the median of Kennett Pike in Greenville. Photo: Kennett Pike Association



The upper picture shows members of the Byway Advisory Board in front of a newly planted sycamore tree, representing a renewal of Alice DuPont’s “Pearls.” The lower picture shows the Advisory Board members flanking banner stands that tell this wonderful story. The new “Pearls” are being watched over by the residents of the ACTS Country House and the staff of the Delaware Museum of Natural History. Photo: Delaware

¹⁰ Delaware Greenways, Scenic Conservation Plan, Brandywine Valley National Scenic Byway, Travel Demand Report, June 2013.

dramatically reduced throughout the Byway and an updated wayfinding sign program has been implemented.

Many of the most iconic views and historic landscapes are found on Route 100. A community design charrette was held to develop ideas to preserve the historic landscaped while managing traffic flow. Well attended by the community over its three-day duration, the charrette generated many ideas for consideration should the need arise to implement traffic improvements.

Tourism Strategies

6. **Tourism Strategies:** This goal has been re-worded to support the tourism industry rather than to take the narrow leading role of promoting the Byway. While the individual venues and the Greater Wilmington Convention and Visitors Bureau are very effective at attracting visitation, the Byway has done little to promote tourism. The role of the Byway in supporting the tourism industry needs to be identified and a set of recommendations put forward. For example, the web presence of the Byway is either not effective or promoted. A stronger level of coordination with the Pennsylvania section of the Byway needs to be explored. The advent of the Harriet Tubman Byway Underground Railroad Byway, which runs coincident with the Kennett Pike, requires management and coordination. Similarly, coordination with the Brandywine Valley Scenic Byway (PA) should be a recommendation as well.



In a joint project, the Greater Wilmington Convention and Visitors Bureau and the Chester County (PA) Convention and Visitors Bureau are working with tourist-related venues in the Brandywine Valley to produce and install wayfinding signage. Photo: Greater Wilmington Convention and Visitors Bureau.

Interpretation and Education

7. **Interpretation Strategies:** Like the Tourism Goal, the role of the Byway in supporting the tourism industry should be better defined and a set of recommendations put forward.

Except for a stunning brochure and the Byway and posters celebrating Alice DuPont's "Pearls," the job of interpretation and education has been left to the individual venues, especially the cultural institutions. The good news is that their work in this regard is strong. Nemours Estate, Hagley Museum and Library, and Winterthur Mansion and Gardens each curate aspects of the DuPont and Bancroft families' legacies; Delaware Natural History Museum and Delaware Nature Society interpret the natural history of the area through exhibits and nature programs, while in Pennsylvania, Longwood Gardens also interprets this legacy.

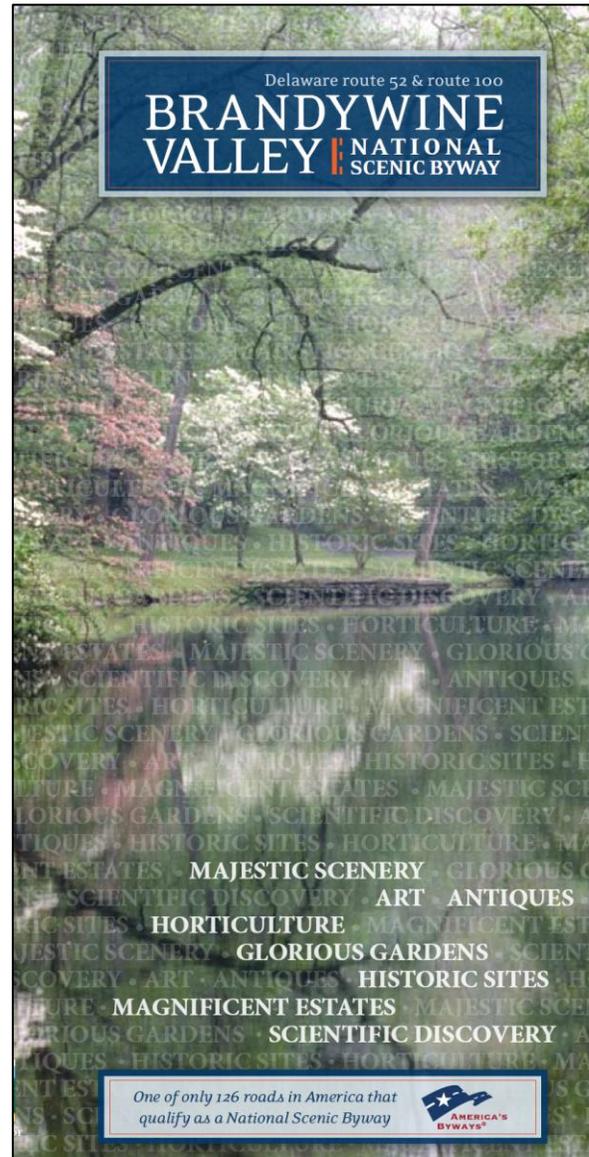
DelDOT, in its statewide management of the Byways Program, has assisted the state’s Byways by establishing a website for them. The page for the Brandywine Valley National Scenic Byway contains maps, links to the websites of the cultural institutions and attractions along the Byway, as well as a story map and a video¹¹. The State Tourism Office has also established a Byways page, but it is difficult to find and refers the visitor to DelDOT’s Byways webpage.

The Greater Wilmington Convention and Tourist Bureau’s webpage is jam-packed with in-depth information about attraction in the Brandywine Valley and along the Byway. For details about the Byway, the site refers to the DelDOT website.¹²

Both the Tourism Goal and the Interpretation and Education Goal require a strategic program for the next decade. The program should include a common strategy that leverages the work of each participating agency.

Coordination and Management

8. Coordination and Management: The Brandywine Valley National Scenic Byway Partnership, in operation since 2005, and the Advisory Board, signed into law by Governor Jack A. Markell on June 6, 2012, provide strong vehicles for the interests of the Byway to be managed and the programs protecting the Byway to be carried forward. Each is comprised of organizations and individuals who have been involved



This brochure, prepared under a grant awarded by DelDOT to Delaware Greenways, celebrates the Byway and its attractions.

¹¹ Link to DelDOT’s webpage for the Byway is:

<https://www.deldot.gov/Programs/Byways/index.shtml?dc=brandywine>

¹² Brandywine Valley Attractions page of the Greater Wilmington Convention and Visitors Bureau Website:

<https://www.visitwilmingtonde.com/things-to-do/historic-sites-gardens/unique-neighborhoods/the-brandywine-valley/>

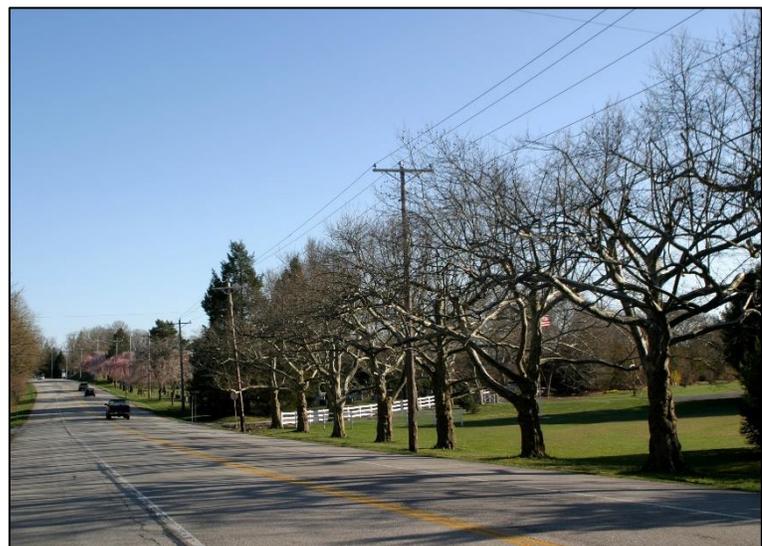
with the Byway for a long time, many since its inception. The Partnership has been effective in preserving and protecting the Byway in a principled manner which has resulted in fewer conflicts and greater cooperation. The Partnership meets as issues demand and maintains a structure of committees that work on issues affecting the Byway. The Byway Advisory Board meets quarterly. In its duties, it looks to the Partnership as the Byway's operating organ and receives reports on issues from the Partnership. The Advisory Board then assigns the issue as appropriate to a government agency.



Under a Byways Grant, the Management Committee developed these banner-stands that are displayed at Byway events. The banner-stands tell the story of Alice Dupont's "Pearls," the legend behind the beautiful sycamore trees that line Kennett Pike and Pennsylvania Avenue. Photo: Delaware Greenways

Because many of the members of the Partnership have been active in Byway affairs for years, many since the inception of the Byway, there is a need for "new blood" to maintain the sustainability of both the Partnership and the Byway well into the future. A means of recruiting new volunteers and organization members should be established. The value that the Byway brings to the preservation of the Brandywine Valley needs to be passed down from generation to generation to insure its preservation. The current members of the Partnership are central to this effort due to their institutional memory.

Since the designation of the Brandywine Valley National



Alice DuPont's "Pearls." Photo: Delaware Greenways

Scenic Byway in 2005, three scenic Byways have been designated: Red Clay Scenic Byway, Harriet Tubman Underground Railroad Byway, and Brandywine Valley Scenic Byway in Pennsylvania. None of these was mentioned in the 2005 CMP; however, exploring the relationships of each with the Brandywine Valley National Scenic Byway is key to interpreting the future of the Brandywine Valley and its Byways. Effective coordination is therefore a priority.



Buckley's Tavern in Centreville has been a gathering place for locals since 1817 when it was a private residence and folks waited on the porch for the stagecoach. In 1951, it was converted into the tavern that we know today. DelDOT completed the streetscape improvements on Route 52 throughout the village.

ADDRESSING THE CHALLENGES

By any measure, the Partnership has done well in its mission to protect and preserve the heritage given to our community. A comparison with the standards by which other national Byways are evaluated tell us that we are in the “intermediate range with much to build upon.”¹³ The evaluation goes on to state that the Partnership is “ready to prioritize new ways to enhance our capacity, sustainability, and excellence.” While this is good news, there are still clouds in our sunny sky. This section considers not just the clouds but the opportunities as we lay out the strategies and recommendations to carry forward with our obligation to protect, preserve and enhance the Brandywine Valley National Scenic Byway.



This large single-family house on Kennett Pike has become uneconomical to maintain as a residence. Over the years, the house has seen its share of modifications. Regardless, the new owner worked with the community to develop a plan to convert the building into an office with the façade of the building remaining largely unchanged, an example of a successful adaptive re-use. The Partnership expects that there will be additional opportunities and plans to work with property owners to insure quality adaptive re-use plans. Photo: Google Earth.

This chapter is organized to describe the challenges in general followed by tables of strategies and recommendations along with an action plan to implement the recommendation. Lead and supportive roles are assigned, as are a funding source and a priority. Several strategies are ongoing but are included as they remain vital to the mission of the Partnership. A high priority means action should begin as soon as possible. It is intended that this Plan be substantially completed over the next ten years. Yet we know that any Plan put forth by the Partnership, which is made up of volunteers and non-profit organizations, must remain dependent upon grant funding and the ability of its member organizations and volunteers to dedicate time and effort—thereby affecting the Partnership’s ability to insure its timely completion.

GOALS 1 AND 2: CONSERVATION AND ENHANCEMENT

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.*

¹³ Federal Highway Administration and Arrowhead Regional Development Commission, A Self-Assessment Tool for Byways, Prepared under cooperative agreement No. DTFH61-08-H-00007, July 2012.

CORRIDOR MANAGEMENT PLAN 2019 TO 2029

The historic landscapes and buildings, the industry and philanthropy of the DuPonts and Bancrofts, and the determination of the engaged public and their institutions have created a role for Brandywine Valley National Scenic Byway to act as a leader and a supporter in the remarkable effort to conserve and enhance the Brandywine Valley. Byway members are committed to conserving and enhancing the area as a place to live and as a destination for those who wish to learn about and enjoy the heritage we seek to preserve.



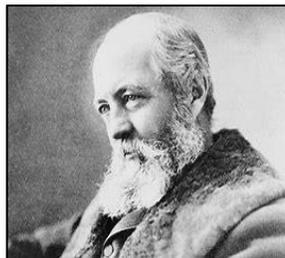
Originally built in the early 1920s by the descendants of Civil War General Robert Patterson, Waverley Farm was restored in 2015. Sitting opposite the Winterthur parade grounds, the home is enjoyed by many who view it from the Byway. Photo: Peter Walsh

In New Castle County, continued development inconsistent with the historic and scenic character of the

Byway remains a threat. The Design Guidelines, submitted by the Partnership to New Castle County, provide a clear opportunity, as do recent updates to the Unified Development Code permitting “Neighborhood Preservation Overlay Districts,” which are designed to maintain the distinctive character of neighborhoods.

Some residential neighborhoods along the Byway were planned by architects retained by the DuPont Company in Wilmington or by Frederick Law Olmsted, whom William Poole Bancroft retained. These neighborhoods are representative of best practices in the early 20th century.

Individual historic properties becoming uneconomic to maintain also represents a challenge. New Castle County’s Unified Development Code permits adaptive re-use plans, but also allows a 50% expansion of the building as an incentive. In some cases, the provision to enlarge the building could change its appearance to travelers along the Byway. Nevertheless, this provision represents an opportunity to develop a “fix” for the Byway corridor.



FREDERICK LAW OLMSTED (1822- 1903)

Frederick Law Olmsted is widely regarded as the founder of the profession of landscape architecture. He collaborated on the design for Central Park and went on to design projects such as Prospect Park in Brooklyn, the grounds of the U.S. Capitol, and the landscape for Chicago's 1893 Columbian Exposition. Brought to Wilmington by William Poole Bancroft, he designed Kentmere Parkway and Rockford Park, both within blocks of the Byway, among other notable sites in the City.

The Byway Partnership was instrumental in developing the Hometown Overlay Zone in Centreville.¹⁴ The purpose of the Overlay Zone is to preserve the historical context of the village. Hometown Overlay Zones involve residents and businesses in land development decisions through a Design Review Advisory Committee (DRAC). In Centreville, the DRAC functioned very well for more than a decade, largely due to community input generated and provided by the DRAC.

The County's Unified Development Code suggests that developers meet with the community prior to submitting a land development proposal. While the Kennett Pike Association has been doing this on an unofficial basis, this added requirement only strengthens the ability of the Byway to fulfill its obligation to retain the character of the Byway.



Pennsylvania Avenue looking towards Center City Wilmington. This tree-lined street has retained its character for many decades. Photo: Delaware Greenways

Greenville contains five suburban style shopping centers. The shopping centers, while well maintained, are largely out of character when compared with the historical landscape and buildings that surround them. The Greenville Village Special Area Plan, completed in 2016, developed guidelines for the shopping centers in the event they were to be redeveloped.¹⁵ The study called for a village center design with a central gathering place, as opposed to an automobile-oriented center. In the City of Wilmington, especially in the section of Pennsylvania Avenue between Bancroft Parkway and the City Line, properties have been largely well-maintained and have remained much the same for many decades. The blocks between Brandywine Creek and Pennsylvania Avenue, many of which were planned by William Law Olmsted, also have been well-maintained. The 8th District Neighborhood Planning Council stands watch to do its part to maintain the integrity of the residential and institutional lands that represent the character of that section of the Byway.

The Goodstay Center is an example of a threatened institutional building. A concern in 2005 when the CMP was written, it continues to face the threat of redevelopment. Yet another example is the Gibraltar mansion across the street from Goodstay, which has fallen into disrepair.

Over the next decade, the Partnership anticipates that preservation of the historic character of the buildings along the Byway will remain a significant challenge, along with managing continued development and redevelopment in a manner that maintains the character of the Byway.

¹⁴ For further information on the Centreville Hometown Overlay Zone, see: <https://www.nccde.org/361/Hometown-Overlays>

¹⁵ Delaware Greenways, Greenville Village Special Area Plan, July 2016.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Tables 1 and 2 summarize strategies and actions to address challenges in meeting Goals 1 and 2.

Table 1

<i>Goal 1: Preserve and enhance the “green infrastructure” that defines the Byway through continued voluntary and private conservation efforts.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Development and/or re-development threatens historic landscapes and buildings along the Byway	Work with preservation groups and agencies to preserve buildings and properties in danger of redevelopment out of character with the Byway. Identify and advocate for ways to incentivize preservation.	<ol style="list-style-type: none"> 1. Investigate and advocate for the inclusion of tools such as Façade Easements and conservation Easements for threatened Buildings and historic landscapes. 2. Work with the groups and governmental agencies to preserve Gibraltar. 3. Work with groups, governmental agencies and the University of Delaware to preserve Goodstay. 4. Identify other significant buildings in danger. 5. Advocate for ways to incentivize preservation. 	Brandywine Conservancy, Preservation Delaware, University of Delaware Center for Historical Architectural Design, with Partnership support	Volunteer hours	High
	Work with preservation groups to preserve open space along and near the Byway.	<ol style="list-style-type: none"> 1. Coordinate with the Brandywine Conservancy’s Conservation Fund when the opportunity arises to preserve open space. 	Partnership, Brandywine Conservancy	Volunteer hours	Ongoing

CORRIDOR MANAGEMENT PLAN 2019 TO 2029



This graphic shows examples of central gathering places. Each type would accomplish the goal of a pedestrian centered shopping village. Photos: Courtesy of the New Castle County Department of Land Use



Goodstay Center at the Wilmington Campus of University of Delaware serves as an event and meeting facility. Although it was modified for the University's use, architects Robert Wheelwright and Ellen DuPont Wheelwright are said to have first modernized this residence and added its landscaped gardens. The University is currently evaluating the future of the building. Photo: Delaware Greenways



Wilmington businessman John Rodney Brinckle built Gibraltar in the mid-1840s, naming it after the rocky prominence on which it stands. A century later, Hugh Rodney Sharp and his wife, Isabella Mathieu du Pont Sharp, purchased Gibraltar and began extensively modifying its buildings and grounds, including adding a formal garden which was formerly open to the public. Gibraltar is listed on the National Register of Historic Places, but since it is privately-owned, there is no guarantee of its long-term preservation. Photo: Wikipedia, from the National Register of Historic Places



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 2

<p><i>Goal 2: For properties where conservation or preservation is no longer an option, encourage appropriate design practices that minimize change to their existing scenic and historic character. For properties seeking additional infill or redevelopment, encourage context-sensitive architectural and landscape design that fits within a neighborhood scale and respects the character surroundings.</i></p>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
<p>Large residential mansions are increasingly uneconomical to maintain as single-family residences</p>	<p>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.</p>	<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. 	<p>Partnership led by the Design Guidelines Committee and, in the City, the 8th District NPC.</p>	<p>Volunteer hours and grant funding for research and development either managed by the City, County or Delaware Greenways.</p>	<p>High</p>
<p>Property owners and developers undertake projects not in keeping with the character of the Byway</p>	<p>Adopt the Design Guidelines, dated December 2017, into New Castle County Code, along with appropriate regulations and policies.</p>	<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. 	<p>Partnership led by the Design Guidelines Committee with assistance from the Red Clay Scenic Byway Alliance.</p>	<p>Volunteer hours</p>	<p>Underway</p>



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 2

<i>Goal 2: For properties where conservation or preservation is no longer an option, encourage appropriate design practices that minimize change to their existing scenic and historic character. For properties seeking additional infill or redevelopment, encourage context-sensitive architectural and landscape design that fits within a neighborhood scale and respects the character surroundings.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Greenville properties are earmarked for redevelopment, thereby threatening the historic character of the remainder of the Byway	Work with the Commercial Property owners in Greenville to implement the architectural design guidelines and site planning guidelines from the Greenville Village Study.	<ol style="list-style-type: none"> Educate Greenville commercial property owners, developers and tenants about the Byway's intrinsic values so they include them in their plans. Encourage adjacent neighborhoods to work with NCC Department of Land Use to develop a Neighborhood Preservation Overlay District. Assist in securing a grant to develop the overlay specific to the neighborhood in question. 	Partnership led by the Design Guidelines Committee	Volunteer hours	Medium
Development/redevelopment threatens the historic character of Pennsylvania Avenue.	In the commercial and residential areas of Pennsylvania Avenue, work with the City and the Neighborhood Planning Councils to develop projects and amendments to the zoning code to maintain and restore the historic character of this tree lined street.	<ol style="list-style-type: none"> Work with Neighborhood Planning Councils to develop a Path Forward with City. Work with the City of Wilmington Planning Department in their process to update the City Comprehensive Plan and in updating the Zoning Code. Engage car dealerships and other businesses in the discussion. Encourage developers, realtors and the City to develop projects that enhance Pennsylvania Avenue's character. 	8 th District NPC with Partnership and City support.	Volunteer hours	Medium



Table 2

Goal 2: For properties where conservation or preservation is no longer an option, encourage appropriate design practices that minimize change to their existing scenic and historic character. For properties seeking additional infill or redevelopment, encourage context-sensitive architectural and landscape design that fits within a neighborhood scale and respects the character surroundings.					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
The loss of the Centreville DRAC poses a threat to the village's historic character.	Update the Centreville Design Guidelines and how they are administered.	1. Work with the Centreville Civic Association and New Castle County to formulate and execute an action plan.	Centreville Civic Association with Partnership and New Castle County support. ¹⁶	Volunteer hours	High

GOALS 3 AND 4: TRANSPORTATION, TRAFFIC SAFETY

- 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.*

Traffic and safety concerns arrive in two forms: increased traffic and a degradation in safety.

Traffic Volume

Traffic volume, or the number of vehicles on the road, is often expressed as average daily traffic (ADT), a 24-hour count of vehicles on an average day of the year, as measured by traffic count machines placed at selected locations along given roadways.

DeIDOT gathers traffic-volume data and publishes them in its *Vehicle Volume Summary Book*, updated annually.¹⁷ Tables 3 and 4 show the 2017 ADT volumes along Byway roadways. As Table 3 shows, daily traffic volumes along Kennett Pike average about 17,000 vehicles in Greenville and 12,000 in Centreville. About 25,000 vehicles per day travel Pennsylvania Avenue between Union Street and Delaware Avenue, but only about 15,000 per day travel on the 11th Street section.

¹⁶ The Centreville Civic Association and the Kennett Pike Association are working together on a path forward to address this issue for presentation to the New Castle County Department of Land Use. Because the path forward has not been formalized as of the publication of this Update to the CMP, it remains a Strategy/Recommendation.

¹⁷ Delaware Department of Transportation, *Vehicle Volume Summary Book*, https://www.deldot.gov/Publications/manuals/traffic_counts/index.shtml



Table 3: 2017 Average Daily Traffic DE Route 52

Roadway	From	To	2017 Daily Traffic
Kennett Pike	PA Line	Snuff Mill Road	12,000
Kennett Pike	Twaddle Mill Road	Center Meeting Road	12,500
Kennett Pike	Winterthur	Route 82	13,700
Kennett Pike	Hillside Road	DE Route 82	15,300
Kennett Pike	Hillside Road	DE Route 141	17,100
Kennett Pike	DE Route 141	Montchanin Road	14,900
Pennsylvania Avenue	Montchanin Road	Brecks Lane	18,700
Pennsylvania Avenue	Brecks Lane	Rising Sun Lane	16,600
Pennsylvania Avenue	Rising Sun Lane	Greenhill Avenue	18,700
Pennsylvania Avenue	Greenhill Avenue	Union Street	19,700
Pennsylvania Avenue	Union Street	Delaware Avenue	24,600
Delaware Avenue	Pennsylvania Avenue	11 th Street	28,700
11 th Street	Delaware Avenue	Rodney Square	15,000

Source: DeIDOT. Daily Traffic rounded to the nearest 00.

Table 4: 2017 Average Daily Traffic DE Route 100

Roadway	From	To	2017 Daily Traffic
Montchanin Road	PA Line	Center Meeting Road	2,200
Montchanin Road	Center Meeting Road	Thompson Bridge Road	5,400
Montchanin Road	Thompson Bridge Rd.	Kirk Road	8,900
Montchanin Road	Kirk Road	Buck Road	11,600
Montchanin Road	Buck Road	DE Route 141	10,100
Montchanin Road	DE Route 141	Kennett Pike	7,900

Source: DeIDOT. Daily Traffic rounded to the nearest 00.

Table 4 shows that traffic volume on Montchanin Road beyond Center Meeting Road averages 2,000 vehicles per day but rises to nearly 9,000 per day in Montchanin. Near DE Route 141, nearly 12,000 vehicles travel per day.

Future Travel Demand¹⁸

Traffic volumes on both Byway roads are expected to increase based upon population and employment growth both within and outside the Byway corridor. Between

2006 and 2016, the miles driven (vehicle miles travelled, or VMT) increased by 0.44% per year.¹⁹ This is below the national average growth rate in VMT of .69% per year during the same period.²⁰ In previous decades, the rate of growth in VMT was significantly higher both in Delaware and in the nation. Another important trend is the commute from Chester and Delaware Counties in Pennsylvania into New Castle County. Some 16,000 people commute from Chester County to their place of employment in New Castle County each day.²¹ Given longstanding public policy to strengthen New Castle County as a job center, this trend as well as its attendant traffic increases likely will continue. As a result, the Travel Demand Report

¹⁸ For details on how future traffic demand was forecast and on projected increases in traffic, see the Delaware Greenways publication, Travel Demand Report, a technical basis report for the Scenic Conservation Plan. Links to that report can be found in the Appendix.

¹⁹ Comparison of DeIDOT Fact Books for 2007 and 2016.
https://www.deldot.gov/Publications/reports/fact_book/index.shtml

²⁰ Federal Highway Administration, Office of Highway Policy Information,
<https://www.fhwa.dot.gov/policyinformation/quickfinddata/qftravel.cfm>

²¹ Chester County Planning Commission, Chester County Public Transportation Plan, 2014, page 11.



projects that the carrying capacity of Kennett Pike will be exceeded in Centreville by 2035.²² However, there is good news: if future travel demand could be reduced by 10 to 15%, Kennett Pike would operate within its carrying capacity for many years thereafter. Future travel demand remains a challenge with the appropriate strategies resulting from continuing advocacy with DeIDOT, DART First State and WILMAPCO, and with transportation agencies and planning commissions in Pennsylvania.

Roadway, Pedestrian and Bicycle Safety

DeIDOT maintains a database of automobile, bicycle and pedestrian crashes that occur within the roadway right of way based upon crash reports submitted by police departments within the State. This “Crash Analysis Reporting System” (CARS) provides DeIDOT engineers and planners insights into the safety situation within their rights of way and information about where and how to improve safety.

Each year, as part of the Highway Safety Improvement Program (HSIP), DeIDOT engineers use CARS to determine crash rates along all state-maintained roadway segments. They compare those rates to the average crash rate calculated for similar roadway types and rank these locations to identify those warranting further study under the program. The most recent scan revealed that DE Routes 52 and 100 outside the City of Wilmington appear to be quite low on the list and thus would not warrant further study. Within the City of Wilmington, small segments of DE Route 52 appear to be somewhat higher-ranked, but it is too early in the scan process to predict whether a study under HSIP is recommended. The safety goal is to work with DeIDOT as segments emerge, and develop safety improvement projects that are context-sensitive, consistent with the Byway’s character, and maintain the integrity of that character.

As Table 5 shows, over three years (2015-2018), 486 crashes occurred on Byway roadways; 82% occurred on Route 52. Only one of the 486 was a fatal crash; 95 caused injuries. Of the 486 crashes, only 12 or 2.5% were classified as alcohol related.

Table 5: Crash Summary, Brandywine Valley National Scenic Byway, July 1, 2015-July 1, 2018

Table with 7 columns: Roadway, From, To, Total, Fatal, Injury, Non-Injury. Rows include Delaware Avenue, Kennett Pike, and Montchanin Road, plus a Total row.

Table 6 illustrates crashes on Byway roadways categorized by type. Within Wilmington, on the Delaware Avenue-10th Street-11th Street section of the Byway, the highest percentage were angle crashes, followed by sideswipe and rear-end. Along Kennett Pike, rear-end crashes predominated, with angle crashes a

22 Carrying capacity is defined as the amount of activity or use that can be handled by a system before it begins to deteriorate. In the case of a roadway, this is when small increases in traffic volume result in significant reductions of speed over several hours. See the Travel Demand Report for a detailed definition of Carrying Capacity as used in DeIDOT’s Peninsula Travel Demand Model.



close second. On Montchanin Road, rear-end predominated but non-collision or run-off-the-road crashes were second highest—a typical pattern on a windy, rural road.

Table 6: Type of Crashes, Brandywine Valley National Scenic Byway

Roadway	From	To	Rear-end	Angle	Side-swipe	Non-collision	Other
Delaware Avenue, 10 th Street and 11 th Street	Jefferson Street	King Street	22	35	29	15	11
Kennett Pike, Pennsylvania Avenue, Delaware Avenue	PA Line	Jefferson Street	78	64	33	23	7
Montchanin Road	PA Line	Kennett Pike	68	32	10	47	4

Table 7 tallies crashes involving pedestrians and bicycles. Pedestrian crashes predominated but were rare along Route 52. No bicycle-pedestrian crashes were reported on Montchanin Road.

Table 7: Pedestrian and Bicycle Crashes

Roadway	From	To	Pedestrian	Bicycle	Total
Delaware Avenue, 10 th Street and 11 th Street	Jefferson Street	King Street	9	1	10
Kennett Pike, Pennsylvania Avenue, Delaware Avenue	PA Line	Jefferson Street	6	3	9
Montchanin Road	PA Line	Kennett Pike	0	0	0

Multi-Modalism

Byways, by definition, are multi-modal transportation facilities. Byways must provide, to the extent possible, mobility for all modes of travel: vehicles, bicycles, pedestrians and public transit. DeIDOT, through its Complete Streets Policy, requires mobility for all modes of travel on all roadways in the State.²³ The challenge for the Byway Partnership is how to apply this policy on Byway roadways. As applied to the Brandywine Valley National Scenic Byway, the policy calls for concrete sidewalks on most of Kennett Pike outside the City of Wilmington.²⁴ Bicycle sidepaths²⁵ are called for in the most rural areas, along Montchanin Road. Montchanin Road has no shoulders and narrow travel lanes, a characteristic of the historic roadways the Byway is designed to preserve. Kennett Pike today has sidewalks in Wilmington, the center of Greenville and in Centreville but not elsewhere in the County. The Partnership seeks to retain the roadways as they are today. Accordingly, the Design Guidelines recommend implementation

²³ “Complete Streets” are roadways that accommodate all travelers, particularly public transit users, bicyclists, pedestrians, including individuals of all ages and individuals with mobility, sensory, neurological, and/or hidden disabilities, and motorists, to enable all travelers to use the roadway safely and efficiently. See <http://regulations.delaware.gov/register/december2015/proposed/PedestrianAccessibilityStandards.pdf>

²⁴ In compliance with the Americans with Disabilities Act (ADA), DeIDOT requires all pedestrian facilities within its rights of way to comply with the Act. Exceptions are rarely granted and in only the most difficult situations.

²⁵ A bicycle sidepath is a path next to a road, like a sidewalk, except that signs are posted designating it for bicycle use. Pedestrian use is also permitted.



of a “context sensitive pathway” where no sidewalks exist today, to accommodate pedestrians and less skilled bicyclists.

The Byway is also served by DART’s Route 52 Bus. According to DART, approximately 50 riders use this bus each day. When compared with the roughly 18,000 daily ridership on the statewide transit system, this number does not seem very high.²⁶ However, the Partnership believes that this service is integral to the success of the Byway. This is evidenced by projects recently undertaken, such as ACTS Country House, a life-care community, constructing a bus shelter for its residents and employees, and plans by the Centerville Civic Association to build another bus shelter.

The central transportation challenge will be to manage travel demand, safety and multi-modalism through continued advocacy by working with the Byway’s government partners. Table 8 (below) illustrates the challenges in detail and the strategies/recommendations for addressing Goals 3 and 4.

Table 8

<i>Goal 3: Work with DelDOT, 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.</i>					
<i>Goal 4: Adopt traffic calming measures as a means of self-enforcing posted speed limits, improving pedestrian safety, and encouraging pedestrian and bicycle use of the Byway.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Insuring safe travel by all modes along the Byway.	Monitor travel along the Byway and the Byway’s safety record and when the need to act becomes apparent, participate with DelDOT to ensure that the resultant projects reflect the character of the Byway.	<ol style="list-style-type: none"> 1. Review the annual Highway safety Improvement Program rankings. 2. Participate actively in the safety studies and projects along the Byway. 	Partnership	Volunteer hours	Ongoing
The Byway will exceed its carrying capacity causing excessive congestion in Centerville and in other Byway segments.	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 DelDOT 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, DelDOT and PennDOT to begin the process which will be continued forward by the two DOTs.	Volunteer hours, grant funding.	High

²⁶ Email from David Dooley, Senior Planner, Delaware Transit Corporation, December 28, 2018.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 8

<p><i>Goal 3: Work with DeIDOT, WILMAPCO, and the City of Wilmington to accommodate and balance the needs of all roadway users including residents, visitors, businesses, public facilities, and institutions by utilizing context sensitive design and multi-modal approaches to solving transportation and community revitalization issues.</i></p> <p><i>Goal 4: Adopt traffic calming measures as a means of self-enforcing posted speed limits, improving pedestrian safety, and encouraging pedestrian and bicycle use of the Byway.</i></p>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
The intersection of Routes 92 and 100 may need improvement	Implement the recommendations of the Design Charrette.	1. Work with DeIDOT to implement the concepts when appropriate.	Partnership	DeIDOT	Medium
The traffic impact of large developments and DeIDOT transportation projects near the Byway could adversely impact the Byway.	Monitor development projects and understand the potential impacts, engaging as appropriate to protect the Byway.	<ol style="list-style-type: none"> 1. Monitor and engage as appropriate with development projects and DeIDOT's major projects such as the Tyler McConnell Bridge project, to understand their impact upon the Byway. 2. Participate as appropriate with the New Castle County land development process and the DeIDOT project development process. 	Kennett Pike Association, Delaware Greenways	Volunteer hours	Ongoing



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 8

Goal 3: Work with DeIDOT, WILMAPCO, and the City of Wilmington to accommodate and balance the needs of all roadway users including residents, visitors, businesses, public facilities, and institutions by utilizing context sensitive design and multi-modal approaches to solving transportation and community revitalization issues.

Goal 4: Adopt traffic calming measures as a means of self-enforcing posted speed limits, improving pedestrian safety, and encouraging pedestrian and bicycle use of the Byway.

Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Insuring safe and convenient bicycling and walking along and near the Byway	In New Castle County, insure that DeIDOT and the County's Department of Land Use require context-sensitive pathways as per the Design Guidelines. In the City, work to improve bicycling on Pennsylvania Avenue and to the nearby parks and neighborhoods.	<ol style="list-style-type: none"> 1. Monitor development applications to insure the design guidelines are implemented as pertaining to pedestrians and bicycles. 2. In the City, participate in the study and follow up improvements to the bicycle infrastructure to Pennsylvania Avenue. 3. Participate in the New Castle County Bicycle Master Plan and Bike Wilmington to insure connectivity for all pedestrians and bicyclists desiring to ride and walk along the Byway. 4. Monitor development applications to insure the design guidelines are implemented as pertaining to pedestrians and bicycles. 5. In the City, participate in the study and follow up improvements to the bicycle infrastructure to Pennsylvania Avenue. 	Partnership led by the Design Guidelines Committee and the 8 th District Neighborhood Planning Council and Delaware Greenways	Volunteer hours	High and Ongoing

GOAL 5: ROADSIDE CHARACTER

5. *Conserve and enhance the scenic and historic, roadside features 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.*

The Byway is fortunate to have many supporters. Time and time again, they have rallied to protect the viewshed and character of the Byway roadside. Completing the Design Guidelines project and submitting the results to New Castle County for future adoption into the Unified Development Code will be a major step to protecting and preserving the roadside character of the Byway. Still, the challenge remains. The Design Guidelines are not yet incorporated into Code, meaning that the Partnership, led by the Kennett Pike Association, must intervene in each development project. Fortunately, many of those proposing land development projects and property improvements respect the character of the area in their designs and work in good faith with the community. County Code, however, still permits design elements well outside the character of the Byway.



Before

After

Working together with the developer of Wagoner's Row, located on Montchanin Road near Buck Road in Greenville, the Partnership collaborated with New Castle County Department of Land Use and DeIDOT to achieve a context sensitive pathway along the frontage of the residential development. Notice how the pathway meanders to retain the historic landscaping. The Partnership believes that this design should be the standard for all segments of the Byway that do not have sidewalks today but will require them as part of a development proposal. Photos: Delaware Greenways

The Partnership has developed resources to show property owners and governmental agencies what landscape and roadside designs are in keeping with the Byway's character. The challenge is to familiarize property owners, and governmental agencies responsible for regulating conditions along the Byway, with the benefits and the potential to increase property value that following the recommendations of the resources will engender.

Table 9 shows the strategies and recommendations to address Goal 5.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 9

<i>Goal 5: Conserve and enhance the scenic and historic, roadside features 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.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Insuring continued development projects and projects of adjacent landowners are in keeping with the character of the Byway	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 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 the Kennett Pike Association	Volunteer hours	Ongoing
Preserving the historic landscapes and context around the sites important to the Harriet Tubman Underground Railroad Byway such as in Centreville and in the City of Wilmington	Maintain coordination with the 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 the Tubman Byway. 	Tubman Byway Management Committee, Partnership, Centreville Civic Association, Kennett Pike Association and the City of Wilmington.	Volunteer hours	High and then ongoing

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

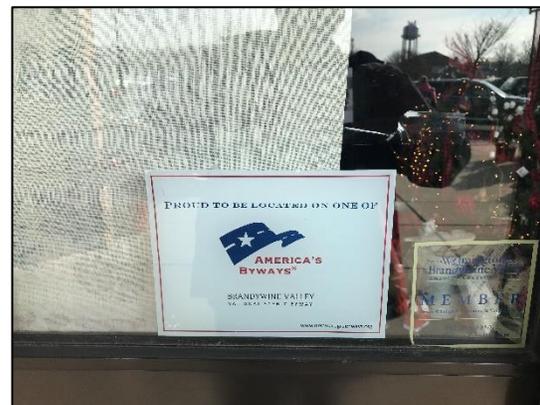
6. *Support visitation and visitor spending at attractions and shopping areas along the Byway in a manner that is compatible with the preservation goals of the Byway. Encourage visitors who appreciate the historic and scenic qualities of the Byway.*
7. *Support the various cultural institutions along the Byway to ensure their individual interpretation and education programs connect residents and visitors to the Brandywine Valley National Scenic Byway, thereby encouraging greater understanding, appreciation and stewardship.*

The Brandywine Valley National Scenic Byway is blessed with cultural institutions that not only preserve large tracts of lands but also interpret for the public and educate them about the history and heritage of the Brandywine Valley as it surrounds the roadways of the Byway.

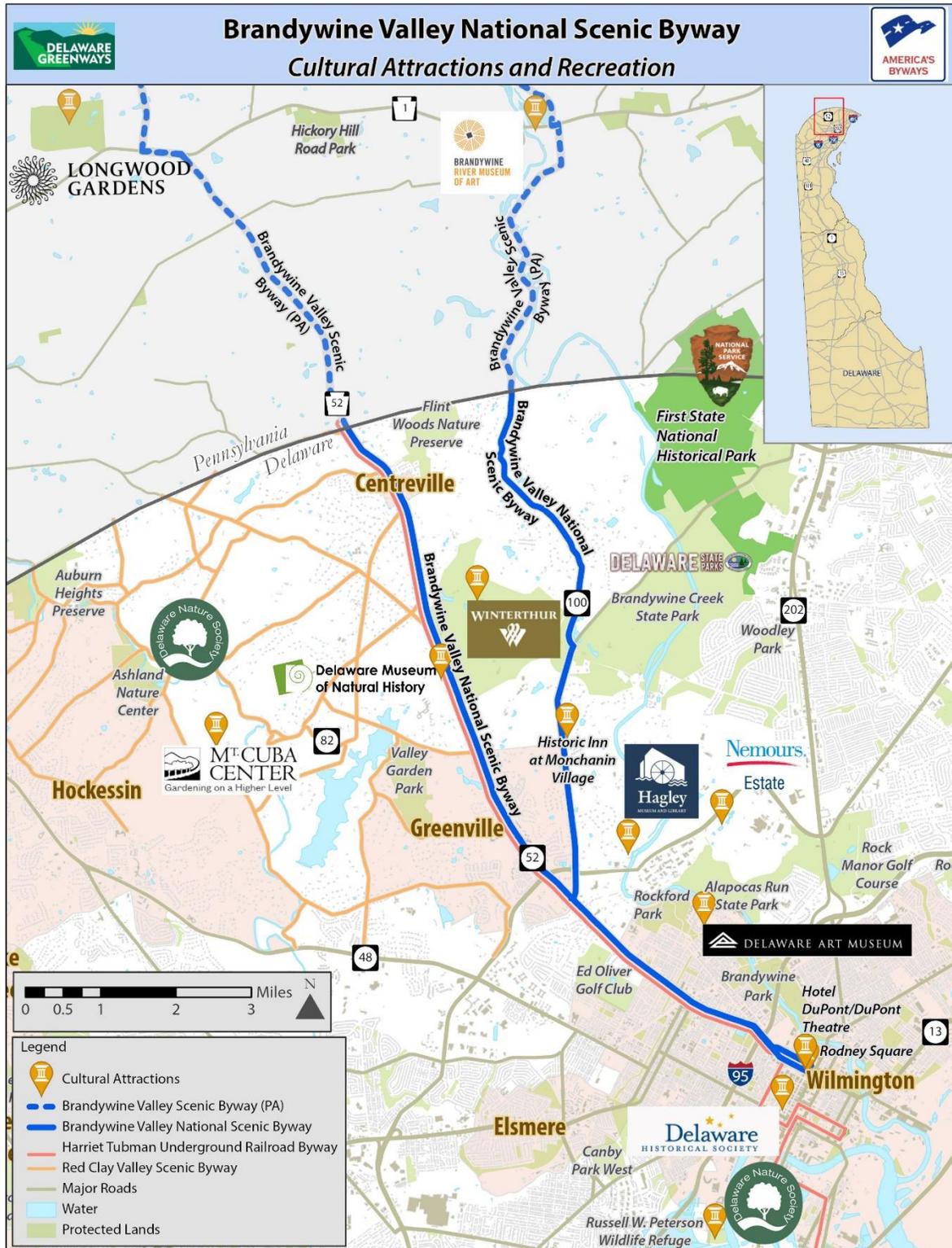
Greater Wilmington Convention and Visitors Bureau (GWCVB) serves as the community's customer-focused destination marketing organization, generating economic growth through leisure travel and meetings development by aggressively marketing attractions, facilities, amenities and services for visitors. The Bureau leads the effort to promote and coordinate efforts to attract visitors, increase visitor spending and tax revenues, generating and sustaining jobs and enhancing the quality of life for our residents.

GWCVB and Brandywine Valley National Scenic Byway support each other in providing tools that further their missions. The foremost challenge is to define the elements of that support. The Byway is the spine that connects the venues of the Brandywine Valley. The venues along and nearby it, along with the spectacular scenery, give ample reason to designate the Byway as one of the nation's best drives, as shown in lists by noted reviewers year after year.

The Byway's cultural institutions are strong, have well developed plans and are favorites of visitors to the Brandywine Valley, year in and year out. As the Byway Partnership begins to build a mutually supportive relationship with the venues, strengthen its ongoing relationship with GWCVB, and explore ways to integrate the Byway and its benefits into that Bureau's programs, we see an opportunity to improve the visitor experience. Tables 10 and 11 outline the program.



An example of an earlier program to market the Byway. This decal is on the main entrance to Janssen's Market in Greenville. Photo: Delaware Greenways



The Cultural and Recreational Attractions along and near Brandywine Valley National Scenic Byway.
Map created by Delaware Greenways



Table 10

<i>Goal 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 Byway’s historic, cultural and scenic qualities.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Identifying ways to work together with Byway cultural institutions in a mutually supportive manner.	Establish a means of regular communication among the agencies managing visitation, the Byway Partnership and the cultural institutions.	1. Establish a Byway Tourism Committee or, alternately, a committee under the umbrella of GWCVB, with Partnership participation.	GWCVB and Partnership	Volunteer hours	Ongoing
	Support GWCVB as the “go-to” resource for visitor information on Byway cultural institutions and make the information produced by the Byway and each institution available to all participants.	1. Assist GWCVB to establish a Byway page on its website, to which all participants can link. 2. Develop a paper and electronic Byway Map that is easy to use and highlights the visitor experience. 3. Develop a program of Byway-themed tours sponsored by the cultural institutions.	GWCVB with Delaware Greenways, cultural institutions and DeIDOT	Volunteer hours and grant funding	High and ongoing
Without a quick phrase that captures the essence of the Byway with the public at large and visitors to the Valley, the Byway is lost in the “noise.”	Develop a marketing tag line that catches the attention of visitors and that can be used by the tourism industry and Byway supporters.	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. In the alternative, retain a branding consultant.	Partnership and GWCVB	Volunteer hours grant funding	High
Without a link between the Byway and businesses along it, economic development opportunities will be lost.	Involve Byway area businesses using the tag line, the “Byway Bucks” program, ²⁷ and other programs as developed.	1. Reach out to businesses along the Byway. 2. Develop and promote a “window sticker” to denote a business establishment’s support for the Byway. 3. Continue to emphasize the Byway Bucks Program among the business community.	Partnership	Volunteer hours and grant funding for the sticker and Byway Bucks programs.	Ongoing

²⁷ For information on the Byway Bucks Program, see: [https://www.deldot.gov/Programs/Byways/pdfs/Byway-bucks/FinaFinal%20All%20Byways%20flyer%20final%20with%20brochures%20for%20FB%20\(February%2013%20018\)%20\(2\).pdf](https://www.deldot.gov/Programs/Byways/pdfs/Byway-bucks/FinaFinal%20All%20Byways%20flyer%20final%20with%20brochures%20for%20FB%20(February%2013%20018)%20(2).pdf)

Table 11

<i>Goal 7: Support the various cultural institutions along the Byway to ensure their individual interpretation and education programs connect residents and visitors to the Brandywine Valley National Scenic Byway, thereby encouraging greater understanding, appreciation and stewardship.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Public knowledge of all Byway stories	Cross-share and display promotional materials among institutions and other Byways and develop and participate in activities that promote stories of the Brandywine Valley.	<ol style="list-style-type: none"> 1. Develop promotional materials designed to attract visitors to the Byway by emphasizing Byway stories. 2. Make each cultural institution aware of story-related materials produced for each Byway and make them available to each institution and area visitor centers. 3. Participate with cultural institutions to develop activities that promote stories and the Brandywine Valley. 	GWCVB, Partnership and cultural institutions	Volunteer hours	Medium and long term

GOAL 8: MANAGEMENT AND COORDINATION

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.*

The Brandywine Valley is blessed with many civic-minded organizations and individuals, representing a solid foundation. They operate under the umbrella of Delaware Greenways, a member supported, non-profit organization. Day-to-day management of the Byway's operations of the Byway is conducted by the Byway Partnership, a group of organizations dedicated to protecting and preserving the Byway. The Byway Partnership operates under a set of Bylaws and is led by co-chairs. One of the co-chair positions is held by Delaware Greenways. The other is the public co-chair, currently held by Kennett Pike Association, another member-supported non-profit organization similarly dedicated to the protection and preservation of Kennett Pike and its surroundings. The Byway also is overseen by the Byway Advisory Board, a legislatively-created board chaired by Delaware's Secretary of Transportation.

Both the Partnership and Advisory Board are strong in purpose and direction, not merely reacting to immediate challenges but looking forward into the future. A true partnership exists between citizens and government when the Byway is the topic. Yet challenges still exist in managing the Byway.

Federal Level: There is no formal “Byway Program” within the Federal Highway Administration; no federal funds are allocated to designated Byways; and no federal support is given to nationally designated Byways. The National Scenic Byway Foundation has been formed to provide support and resource materials for National Byways.²⁸

State Level: DeIDOT has supported Brandywine Valley National Scenic Byway ever since it was just an idea. DeIDOT has funded the Byway through federal grants when they were available, or from other funding programs within its portfolio. Officials of DeIDOT have worked with the Partnership and led the Advisory Board as challenges have arisen. In short, DeIDOT has been a true partner in supporting and helping manage the Byway. Nevertheless, funding will remain a challenge given the stresses on funding available to DeIDOT.



This photo was taken at a public workshop to develop a plan for the Village of Greenville. The workshop was funded as part of a Byways Grant provided to Delaware Greenways. Fifteen volunteers from the Partnership and its member organizations helped conduct the workshop, which was attended by 50 community members. The interest in this one planning initiative of the Byway demonstrates the level of support it receives from the entire community. Photo: Delaware Greenways.

City/County Level: The City of Wilmington has not funded Byway programs, but the Partnership has been invited into all City discussions related to Byway affairs. New Castle County has recently funded an initiative to incorporate Design Guidelines prepared by the Partnership for the Byway into County Code. The initiative also includes incorporation of the Design Guidelines for Red Clay Scenic Byway and additional land preservation tools designed to preserve open space in the Brandywine Valley.

Regardless of how strong the Partnership is, maintaining the attention of our government partners remains a challenge. Other challenges also exist for the Partnership and Byway Advisory Board:

- **Coordination with neighboring Byways**, each having differing missions and visions. The Partnership has relationships with Red Clay Scenic Byway, Harriet Tubman Underground Railroad Byway and Brandywine Valley Scenic Byway in Pennsylvania, yet opportunities exist to work more

²⁸ <http://www.nsbfoundation.com/> The National Scenic Byway Foundation maintains the nation’s most extensive repository of Byway resource materials, which, combined with the collective experience and expertise of its member Byways, is addressing the needs of the Byway community nationwide.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

closely together on common issues and challenges in overcoming governmental and organizational differences.

- **Generating funding independent of government.** While this is a common issue across all National Scenic Byways, and Brandywine Valley National Scenic Byway is rich with citizens who stand ready to volunteer, it requires paid staff to acquire technical expertise, prepare printed and web-based information, and effectively manage operations and programs.
- **Increasing our “bench depth.”** Members of the Partnership are getting older. The Partnership needs to attract and engage younger advocates for the Byway and the organizations that represent it.
- **Maintaining public awareness** of the National Scenic Byway is a continuing effort. Citizens, businesses and cultural institutions along the Byway need to be invested more fully in the asset.

There is no question that one of the strengths—and challenges—of Brandywine Valley National Scenic Byway is maintaining the common vision held by the public-spirited citizenry living along and near the Byway. No less a strength is the dedication of individual members of the Partnership, who volunteer many hours attending meetings, monitoring threats and challenges, and working hard to address them. Yet if there is one major, overarching strength and challenge, it is to maintain the common vision to protect and preserve the heritage and history passed down to us. That is what makes our Byway what it is and what makes this area perennially one of the nation’s best drives. Table 12 shows the strategies and recommendations to address the challenges of Goal 8.

Table 12

<i>Goal 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.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Securing grant funding for projects and raising funds for the activities of the Partnership	Develop a funding strategy for Byway operations and projects by partnering with government and other grant-making organizations.	1. Analyze and identify grant funding opportunities and develop a strategic plan to identify and apply for grant funding for Byway activities as identified in the CMP Update.	Delaware Greenways	Current grant funds Volunteer hours	High



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 12

<i>Goal 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.</i>					
Challenge	Strategy/Recommendation	Action Items	Leader	Funding Source	Priority
Maintaining public understanding of the value of the Byway and identifying and coordinating responses to issues of concern to the Byway.	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 to 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 and Institutions	Volunteer hours	Ongoing
Maintaining effective coordination with neighboring Byways: Red Clay, Harriet Tubman and Brandywine Byway in PA	Participate in each other's management committees and activities as appropriate.	<ol style="list-style-type: none"> 1. Integrate the stories of each Byway into a common story for the Brandywine Valley, beginning with this CMP Update. 2. Mutually participate in each other's management committees and activities. 3. Continue to explore ways to market both the Delaware and Pennsylvania Brandywine Byways as a single Byway, matching the public perception. 	Partnership	Volunteer hours	Medium
Maintaining an effective partnership with government	Use the Byway Advisory Board as the vehicle to maintain an effective partnership with government and aid the Byway Partnership in managing Byway affairs.	<ol style="list-style-type: none"> 1. Maintain close coordination with DelDOT to ensure that the Advisory board receives appropriate attention and meets on a quarterly basis. 	Partnership and DelDOT	Volunteer hours	Ongoing
Improve the "bench depth" of organizations and people supporting the Byway Partnership	Encourage organizations and people not currently active in Byway affairs—especially younger ones—to volunteer and participate in Byway activities.	<ol style="list-style-type: none"> 1. Conduct outreach to organizations and individuals not actively involved in the Byway to assist on Byway projects 2. As termed members remain active in Partnership activities, consider amending the Bylaws to expand the Permanent Member category to the most active supporters. 	Partnership	Volunteer hours	Ongoing



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 13

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.	4. Monitor progress and participate through advocacy, as the County Department of Land Use refines the guidelines and prepares language for the Code. 5. Continue educating property owners and developers regarding the importance of the Design Guidelines. 6. 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

Table 13

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.	5. Develop a list of threatened residential buildings which would be candidates for adaptive re-use. 6. Research what other jurisdictions are doing to incentive residential adaptive re-use. 7. Apply for grant funding and/or engage with the Department of Land Use and the City Planning Department. 8. 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 14

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.	3. Encourage a bi-state plan by convening a meeting with PennDOT and DelDOT 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. 4. Participate in the organization assigned the Transportation Demand Management task.	Delaware Greenways, DelDOT 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.

Table 15

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.	4. Assist landowners to maintain and preserve the historic stone walls along Montchanin Road. 5. Work with landowners to implement the Scenic Stewardship Plan landscape and planting recommendations. 6. 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.	2. 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 16

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	2. 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	2. 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

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.



CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Table 17

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">5. Encourage Partnership members to add Byway educational and informational items to their agendas and refer Byway-related issues to the Partnership.6. Regularly visit businesses to distribute Byway brochures and other materials.7. Continue to encourage participation in the Byway Bucks program.8. 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.

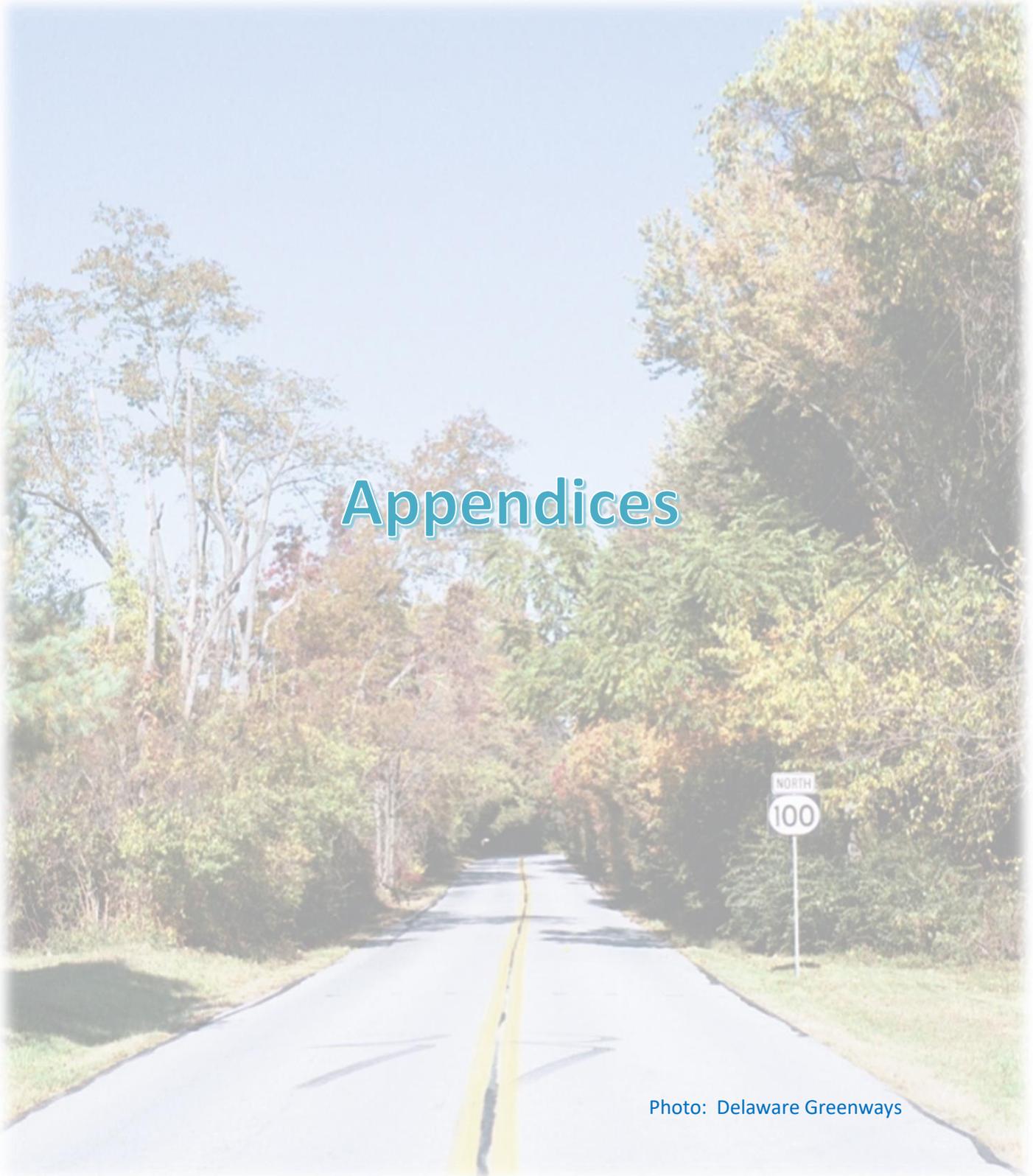
A FINAL WORD

We intend this update to the CMP to be the first of many. This is our guidebook for the next ten years. It is designed to be followed by another update and then, another after that.



“Take a road trip through the mansions and gardens of the early 20th century’s New World Royalty.” Vera Marie Badertscher wrote these words for *National Geographic Magazine* in 2002 as part of a series on Great American Road Trips. “In the Brandywine Valley,” she continued, “Routes 100 and 52 loop through scenic Château Country where the present-day residents resolutely protect the pastoral views. The narrow, twisting roads that trace the river force slow progress through lanes shaded by overarching branches of tulip trees and oaks. Wildflowers, not billboards, line roadsides. The 12-mile stretch of the Brandywine Valley from Kennett Square, Pennsylvania, southeast to Wilmington, Delaware, may seem brief, but it takes a few days to truly enjoy.” Photo: Delaware Greenways

As volunteers who serve on the Partnership, we consider it our obligation and privilege to protect and preserve the scenic beauty, history, heritage and traditions that distinguish the Brandywine Valley and inspire us to make it our home. We are proud to share the Valley with all who visit so that they, too, can learn about this special place and cherish it as we do.



Appendices

Photo: Delaware Greenways



“Montchanin Road, the eastern branch of the byway in Delaware, is a winding rural road bounded by wooded residential lots and open land. Delaware’s portion of the byway follows Montchanin Road from the Delaware-Pennsylvania state line to its intersection with Kennett Pike (Route 52), just south of the Greenville town center. Its scenic beauty largely derives from the fact that it has remained relatively unchanged as a narrow, two lane rural country road, following the original cart paths of the hilly piedmont terrain.”

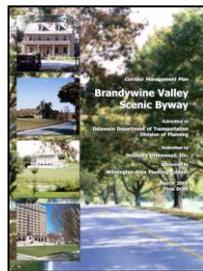
2005 Corridor Management Plan

Photo: Delaware Greenways

APPENDIX 1: PLANNING LIBRARY

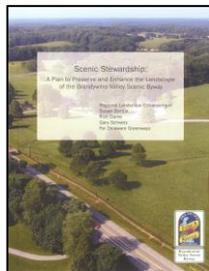
Since the publication of the CMP in 2005, the Byway Partnership has conducted studies and published reports that are designed to guide the Partnership in its obligation to protect and preserve the Byway and guide our government partners in their ministerial, regulatory and statutory functions on the elements of their portfolios that impact the Byway. Complete copies of the reports are contained on the website of Delaware Greenways: <http://delawaregreenways.org/scenic-Byways/expand-Byways/>. A brief description of the reports follows:

Corridor Management Plan (2005)



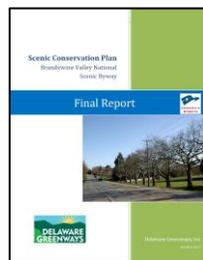
Developed by the communities along the Byway, the Corridor Management Plan for the Byway outlines how to protect and enhance the Byway's intrinsic qualities and character that define the Byway corridor. It is a requirement for scenic Byway designation. This 2005 Plan is supplemented and updated by the 2009 update to the Corridor Management Plan.

Scenic Stewardship Plan (2006)



The report is designed to help adjacent property owners, DeDOT and the Byway Partnership manage, preserve and restore the landscape along the Byway. Recommendations are provided for each of the Byway's 15 "segments" related to the type and the design of the landscape. The recommendations contained in this report have guided the sponsor-driven landscape program of Kennett Pike Association and individual property owners as they strive to improve the landscape and retain the character of the Byway.

Scenic Conservation Plan Final Report (2017)



The goals of the Scenic Conservation Plan are to maintain the character and experience of the Byway corridor; protect property values; and provide safe, convenient access to the Byway corridor amenities and resources for residents, businesses and visitors. The Plan provides a management structure, policies, and implementation tools that will protect and preserve the essential beauty and function of the Brandywine Valley and Brandywine Valley National Scenic Byway. Four Technical Basis Reports—the Existing Conditions Report, the Viewshed Analysis Report, the Trend Scenario Analysis and the Travel Demand Report—contain detailed analyses that support the conclusions and recommendations of the Final Report.

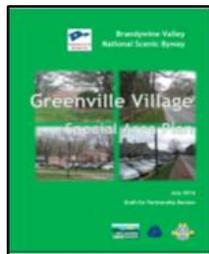
CORRIDOR MANAGEMENT PLAN 2019 TO 2029

Route 92/100 Design Charrette Summary Report (2015)



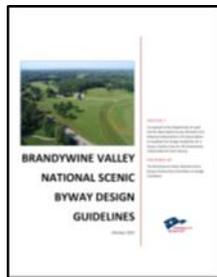
The charrette, an event involving the entire Byway community and conducted March 10- 12, 2015, included working sessions to establish a vision and goals for the area, focus group discussions, public meetings, and charrette team and stakeholder sessions to develop concepts and action items for the intersection of Routes 92 and 100 and its surroundings. The charrette proposed a set of concepts, action items and strategies, designed to address the preservation of the historic landscapes and improve their accessibility for those enjoying the Byway.

Greenville Special Area Plan (2016)



This plan is designed to address concerns and comments from members of the public regarding livability and mobility in the Greenville commercial center and its surrounding area. Issues include transportation, accessibility, and the design of future development and redevelopment. Considering these matters, the plan develops recommendations that recognize and protect both individual property rights and the scenic character of the Byway, while re-imagining Greenville Center as a walkable-bikeable community with many of the characteristics of the neighborhoods that surround it. Architectural guidelines for commercial buildings are proposed to make the commercial more compatible with the surrounding residential neighborhoods.

Brandywine Valley National Scenic Byway Design Guidelines (2017)



New Castle County Code lacks adequate provisions to protect the character, scenic qualities and viewsheds of the Byway. This report recommends that a Brandywine Valley National Scenic Byway Overlay District be adopted into New Castle County Code to regulate building heights, building setbacks, signage, context-sensitive pedestrian pathways, methods to protect and preserve the scenic viewsheds, and utility design and placement recommendations.



APPENDIX 2: BIBLIOGRAPHY

In preparing this Update to the Corridor Management Plan, the following publications were consulted:

Delaware Department of Transportation, *Program Guide: Delaware Scenic and Historic Highways*, November 2001. https://www.deldot.gov/Publications/manuals/scenic_hwys/pdfs/scenic_Byways_program_guide.pdf

E. I. DuPont de Nemours & Company, *DuPont, The Autobiography of an American Enterprise*, 1952.

Engel, Andrew D., *Images of America, Along Route 52, Delaware's Historic Kennett Pike*, Arcadia Publishing, 2014.

Historic Society of Delaware, *Report on the Historic and Living Resources along the Kennett Pike and Montchanin Road for the Brandywine Valley Scenic Byways*, 2004.

Mahan Rykiel Associates, Inc. for the Delaware Department of Transportation, *Context Sensitive Solutions for Delaware Byways*, 2011.

Rebetsky, Roger, *A DuPont Family Reunion*, DuPont de Nemours Cemetery Company, 2000.

Wade, P. et.al, Commonwealth Heritage Group, Inc., prepared for the Chester County (PA) Planning Commission, *"The Army March'd at Day Break in Two Columns": Military Terrain Analysis for the Two Brandywine Battlefield Strategic Landscapes, Chester County, PA*, 2017.

Corridor Management Plans for the following Delaware and Pennsylvania Byways provided useful information in weaving the stories of the Byways together:

Brandywine Conservancy for the Brandywine Valley Scenic Byway Commission, *Pennsylvania's Brandywine Valley Scenic Byway Corridor Management Plan*, 2016

Delaware Department of Transportation and Trans Systems, *The Harriett Tubman Underground Railroad Byway: Delaware Corridor Management Plan*, 2012

Red Clay Alliance and Gaadt Perspectives, LLC, *Red Clay Scenic Byway Corridor Management Plan*, 2008

Other Byway Management Organizations have updated their Corridor Management Plans, the most helpful of which to our effort is:

Scenic Route 169 Advisory Committee and the Northeastern Connecticut Council of Governments, *2016 –2026 Corridor Management Plan: Connecticut State Route 169 National Scenic Byway*, 2016.

Websites containing information on Brandywine Valley National Scenic Byway, with links to additional information:

Delaware Department of Transportation:

<https://www.deldot.gov/Programs/Byways/index.shtml?dc=brandywine>

Delaware Greenways: <https://delawaregreenways.org/>

Greater Wilmington Convention and Visitors Bureau: <https://www.visitwilmingtonde.com/>

Websites containing information regarding the National Scenic Byways Program:

National Scenic Byways Foundation: <http://www.nsbfoundation.com/>

Federal Highway Administration: <https://www.fhwa.dot.gov/Byways/>



Delaware Department of Transportation

**Jennifer Cohan
DelDOT Secretary**

Public Meeting

Brandywine National Scenic Byway Corridor Management Plan 2019-2029

Open House with General Discussion - no formal presentation

Meeting to be held at Delaware Greenways, Inc.

1910 Rockland Road

Wilmington, DE 19803

Saturday November 23, 10 AM - 2 PM

The Delaware Department of Transportation (DelDOT) in cooperation with Delaware Greenways and their 30th anniversary celebration invites the public to attend a public open house to receive information about the Brandywine Valley National Scenic Byway. Excess parking will be provided at Nemours. The byway management partnership for this byway have drafted up their Corridor Management Plan for 2019 to 2029. Interested members of the public are invited to attend and offer input before final sign-off and acknowledgment by DelDOT of the draft plan can occur.

The purpose of the open house and workshop is to provide an opportunity for the public to review and discuss the continuing or new strategies, goals, and objectives of the Brandywine Valley National Scenic Byway. This will ensure that adequate measures and future tasks may be in place with an updated corridor management plan. Attendees will have an opportunity to review display materials and provide comments to DelDOT and byway management representatives. This is an open house forum where attendees can also learn more about the byway and how to become involved.

Interested persons are invited to express their views in writing, giving reasons for support of or in opposition to the Corridor Management Plan 2019-2029. The current document may be viewed by searching the DelDOT Byways web site under Brandywine Valley National Scenic Byway (deldot.gov/Programs/byways/). Comments or input will be received during the workshop or can be mailed to DelDOT Public Relations, P.O. Box 778, Dover, DE 19903.

This location is accessible to persons having disabilities. Persons who require auxiliary aids and services such as qualified interpreters are requested to contact DelDOT by phone at 1-800-652-5600 or by mail a to DelDOT Community Relations, P.O. Box 778, Dover, DE, 19903 one week in advance.

PUBLIC NOTICE

Meetings / Workshops

Public Notice



Delaware Department of Transportation
Jennifer Cohan
Secretary

Public Workshop

Brandywine National Scenic Byway Corridor Management Plan 2019-2029
Open House with General Discussion - no formal presentation

Delaware Greenways, Inc.
1910 Rockland Road
Wilmington

Saturday
11/23/2019
10:00 AM to 2:00 PM

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if requested, a copy must be provided to the public or media

PUBLIC WORKSHOP

Brandywine Valley National Scenic Byway Corridor Management Plan 2019-2029

November 23, 2019



PLEASE PRINT

NAME	ADDRESS	CITY, STATE	ZIP	EMAIL
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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 which ensures 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.