



Chapter 2

Vision, Mission, Goals & Objectives

A. VISION

The Red Clay Valley Scenic Byway is a singularly unique combination of roads and hills, trees and streams, rock outcroppings and historic structures that together offer an experience like no other in the State of Delaware. Traveling the Byway's 28 roads in Delaware and adjoining Pennsylvania provides an understanding and appreciation of the scenic, natural and historic qualities of this unique landscape.

The vision of this effort is to ensure the preservation and conservation of the irreplaceable resources that together form the Red Clay Valley and its Scenic Byway.

B. MISSION OF THE RED CLAY VALLEY SCENIC BYWAY CORRIDOR MANAGEMENT PLAN

The mission of the Red Clay Valley Scenic Byway Corridor Management Plan is to develop strategies to preserve and protect the intrinsic qualities of the roadways that together comprise an interconnected and interdependent network closely linked to the Red Clay Creek and its watershed area.

It is also the Plan's mission to support enhancement and restoration efforts, where needed, to continually improve the value of the Byway's identified scenic, natural and historic qualities.

C. CORRIDOR MANAGEMENT PLAN GOALS

Significant to this effort is the desire to gain permanent recognition as a Delaware Scenic and Historic Highway. To this end, the Corridor Management Plan examines the following broad goals for byway management.

Conservation and Preservation

Goal 1 - Encourage stewardship of intrinsic qualities through continued conservation efforts.

Goal 2 - Conserve the roadside features of the Byway, particularly the scenic resources (vista points and visual accents), natural resources (rock outcroppings, mature trees, steep slopes and stream valley), and historic resources (houses, bridges, railroads, archeological sites, and scale and features of roads), that contribute to the character of the watershed.

Goal 3 - Encourage context sensitive design that respects the scale and character of surroundings and minimizes change to intrinsic qualities.

Restoration and Enhancement

Goal 4 - Encourage restoration and enhancement efforts, where appropriate, to improve the value of the Byway's intrinsic qualities.

Transportation and Safety

Goal 5 - Balance the transportation and safety needs of all roadway users in a manner that respects the intrinsic qualities of the Byway.

Goal 6 - Help guide future transportation and land use decisions made by government agencies to ensure consistency with the Byway's mission.

Interpretation and Education

Goal 7 - Inspire the public through education on the scenic, natural and historic qualities of the Byway.

Goal 8 - Instill in the public the need for stewardship of the Byway's intrinsic qualities.

Implementation: Coordination and Management

Goal 9 - Prepare a Corridor Management Plan acceptable to stakeholders and suitable for future funding.

Goal 10 - Create incentives to achieve the Plan's mission.

Goal 11 - Implement the Corridor Management Plan in a cooperative fashion that preserves and protects resources, recognizes the needs and inter-

ests of stakeholders, respects the rights and responsibilities of individual landowners, and is sensitive to the needs of organizations and businesses.

D. CORRIDOR MANAGEMENT PLAN OBJECTIVES

The objectives listed below were developed to achieve the goals of the Corridor Management Plan. Such objectives apply to the entire Scenic Byway.

Conservation and Preservation

Goal 1 - Encourage stewardship of intrinsic qualities through continued conservation efforts.

Objective 1-1 Develop a byway-specific voluntary conservation and preservation easement program utilizing the collective experience and knowledge of local land trusts. DNS shall, as the coordinating agency, monitor the status of the Byway's scenic, natural and historic qualities and work cooperatively with other land trusts to achieve voluntary protection.

Objective 1-2 Seek funding from public and private agencies to assist with fee-simple purchase, easement purchase, or purchase of development rights (PDR) where appropriate and feasible. Initiate partnerships that can achieve greater preservation through shared funding strategies, among them possible joint funding through the state's Open Space Council, possible use of the Preservation Delaware Revolving Fund for the preservation of historic buildings, possible federal funds for transportation enhancement programs designed to conserve land and protect scenic corridors, and the possible creation of a revolving fund for land conservation actions.

Objective 1-3 Link public and private purchase/donation initiatives (possibly linked to land development) to promote interconnected open space. Partner with the state (e.g., the Delaware Natural Heritage Program, etc.) and/or other suitable entities to better identify open space and habitat corridors as they relate to the protection of intrinsic qualities.

Objective 1-4 Develop a Byway Stewardship Recognition Program to recognize those individuals who voluntarily protect their lands and buildings or donate preservation or conservation easements in a manner that preserve's the Byway's intrinsic qualities.

Goal 2 - Conserve the roadside features of the Byway, particularly the scenic resources (vista points and visual accents), natural resources (rock outcroppings, mature trees, steep slopes and stream valley), and historic resources (houses, bridges, railroads, archeological sites, and scale, alignment and features of roads), that contribute to the character of the watershed.

Objective 2-1 Respect and value roadside vegetation as a critical component of the Byway and partner with those who do work along roadways (DelDOT, utility companies, etc.) to better manage and understand the inherent value of vegetation to the Byway. For example, work with utility companies to minimize the impact of pruning roadside vegetation for overhead utility wires; consider training workshops that address vegetation preservation techniques, etc.

Objective 2-2 Compile a complete photolog of the scenic, natural and historic resources of the Red Clay Valley, including scenic vistas, accents, intrusions and other visual aspects of the Byway.

Goal 3 - Encourage context sensitive design that respects the scale and character of surroundings and minimizes change to intrinsic qualities.

Objective 3-1 Consistent with the vision, mission and goals of the Byway, work with New Castle County to: 1) further the objectives of Conservation Design as codified in the County's "Environment First" ordinance; 2) review and update, as needed, the scenic corridor standards contained in Article 4 of the County's Unified Development Code (UDC); and 3) acknowledge and refine, as needed, the resource prioritization performed for the *Red Clay Valley Scenic River and Highway Study* (NCC 1989).

Objective 3-2 Ensure that county comprehensive plans and relevant state planning initiatives

adequately recognize the Red Clay Valley Scenic Byway. Such recognition should acknowledge the significant public benefit of the Byway and reinforce a conservation purpose for the scenic, natural and historic qualities documented in this publication and in past state and county publications.

Restoration and Enhancement

Goal 4 - Encourage restoration and enhancement efforts, where appropriate, to maintain and/or improve the Byway's intrinsic qualities.

Objective 4-1 Work with New Castle County to restore and enhance the Byway's intrinsic qualities as part of the development process. Towards this end, further the objectives of the Corridor Management Plan in relation to the County's Unified Development Code, particularly Article 4 (District Intensity and Bulk Standards), Article 10 (Environmental Standards), Article 22 (Drainage, Utilities, Septic Systems, Parking, Loading, and Lighting), Article 23 (Landscaping, Trees, and Erosion), and Article 27 (Maintenance Corporations, Open Space, and Common Facilities).

Objective 4-2 Seek support for and funding from public and private agencies to assist with restoration and enhancement activities focused on the intrinsic qualities of the Byway; examples of recent programs include the EPA Watershed Initiative Grant Program, the Delaware Nature Society's SMARTYARDS homeowner backyard stewardship project, the NRCS Conservation Partnership Initiative (CPI) and Conservation Reserve Enhancement Program (CREP), and the Landowner Incentive Program (LIP) (a program to restore habitat on private property).

Objective 4-3 Encourage volunteer maintenance and planting programs to enhance the roadside character of the Byway; promote the Adopt-a-Highway program and encourage roadside and property owner planting efforts that are compatible with the vision, mission and goals of the Byway.

Transportation and Safety

Goal 5 - Balance the transportation and safety needs of roadway users in a manner that respects the intrinsic qualities of the Byway.

Objective 5-1 Use safety measures, traffic enforcement procedures, and traffic calming techniques to warn trucks and other vehicles of the narrowness and the lack of shoulders along many road segments, and the roadside character that is an integral part of the Byway's intrinsic value.

Objective 5-2 Consolidate the number and guide the placement of traffic and byway signs along the road segments consistent with the vision, mission and goals of the Byway.

Goal 6 - Help guide future transportation and land use decisions made by government agencies to ensure consistency with the Byway's mission.

Objective 6-1 Establish a cooperative approach with DelDOT and other state agencies, including the State Historic Preservation Office, State Department of Natural Resources and Environmental Control (DNREC), and the Office of State Planning Coordination, to develop and implement all future transportation projects within the road network that comprises the Byway; said process shall involve stakeholders, as well as members of the Corridor Management Plan Steering Committee. The intent of this process is to receive public comment on proposed transportation projects, preserve and enhance the Byway's intrinsic qualities while ensuring safety and mobility, retain the scenic character of the roadways by maintaining current road width and alignment, and minimize the use of curbing and guardrails.

Objective 6-2 Work with DelDOT to develop context-sensitive design guidelines for transportation improvements sensitive to the individual roads that comprise the Byway; consider adapting the state's Context-Sensitive Design Manual to the unique characteristics of the Byway; participate in a DelDOT working group that will develop byway guidelines for the Red Clay Valley Scenic Byway.

Interpretation and Education

Goal 7 - Inspire the public through education on the intrinsic qualities of the Byway.

Objective 7-1 Assemble interpretive mapping and coordinated descriptions of the scenic, natural and historic intrinsic qualities of the Byway as part of an educational display and/or lecture program at the Delaware Nature Society or at any other partnering organization. Communicate the watershed-based planning effort that resulted in the designation of 28 secondary roads that together form an interconnected and interdependent network closely linked to the Red Clay Creek and its watershed area. Emphasize the importance of wise stewardship to protect the Byway's intrinsic qualities. Provide opportunities to show the display or give lectures throughout the watershed. Incorporate the display and/or lecture program into education programs offered by the Delaware Nature Society and other partnering organizations as an example of watershed-based stewardship.

Goal 8 - Instill in the public the need for stewardship of the Byway's intrinsic qualities.

Objective 8-1 Develop a brochure that provides an overview of the Byway and the region's vast resources. Describe the preservation efforts ongoing and the emphasis placed on watershed protection in all forms. Highlight the need for future stewardship to protect the Byway's intrinsic qualities.

Objective 8-2 Consider developing a multimedia internet website to share information about the Byway; offer links to other websites that provide useful information on scenic byways.

Implementation: Coordination and Management

Goal 9 - Prepare a Corridor Management Plan acceptable to stakeholders and suitable for future funding.

Goal 10 - Create incentives to achieve the Plan's mission.

Objective 10-1 Establish outreach efforts and

new planning initiatives linked to the implementation strategies developed for this plan, including: corridor and façade conservation easements, context sensitive design programs, voluntary landowner protection agreements, fee-simple or development rights purchase programs, corridor overlay regulations, etc. Consider periodic public events to celebrate the Byway and encourage future protection.

Goal 11 - Implement the Corridor Management Plan in a cooperative fashion that preserves and protects resources, recognizes the needs and interests of stakeholders, respects the rights and responsibilities of individual landowners, and is sensitive to the needs of organizations and businesses.

Objective 11-1 Explore ways in which the Delaware Nature Society can remain the coordinating agency to achieve the goals, objectives and implementation strategies of this plan.

Objective 11-2 Transition the Steering Committee for this plan into a management entity that will meet as needed to address major issues facing the Byway and facilitate opportunities for implementing the plan.

Objective 11-3 Continue to reach out and encourage the involvement of stakeholders, including individual landowners, organizations and businesses, and government agencies in the implementation of the plan.

Objective 11-4 Work within the framework of existing plans and programs to achieve Byway goals including, but not limited to:

- State and County planning initiatives (comprehensive plans, sub-area plans, Red Clay Valley Scenic River and Highway Study, New Castle County Conservation Strategy, State Resource Area planning, Natural Areas Program, Natural Heritage Program, etc.)
- Local land trust initiatives and easement programs (Mt. Cuba Center, DNS, Brandywine Conservancy, Nature Conservancy, The Conservation Fund, Kennett Township Land Trust, etc.)
- Red Clay Valley Association conservation

and education programs

- Historic Red Clay initiatives
- Wilmington and Western Railroad activities
- Mt. Cuba Center initiatives
- Preservation Delaware Revolving Fund and preservation programs
- Delaware Nature Society conservation and education programs
- DelDOT traffic calming initiatives, context sensitive design policy, and tree preservation requirements
- Delaware Greenways initiatives
- DNREC State Parks, County and City Parks Programs (Auburn Heights, Valley Garden Park, etc.)
- Pennsylvania planning initiatives (Township planning activities, County initiatives and state resource planning that can lead to bi-state preservation)
- Scenic America programs and initiatives

Objective 11-5 Establish a process with DelDOT regarding both future road improvement projects and standard maintenance and safety projects whereby all work is communicated to the Byway management entity in advance. Such advance notification will allow adequate time for response and will permit coordinated efforts to evaluate alternatives and seek funding for enhanced maintenance and safety.