A group of people are kayaking on a river. The kayakers are wearing colorful life jackets and are positioned in the lower half of the frame. The river is surrounded by dense green trees, and the water is a dark green color. The background is a light green, semi-transparent overlay containing text.

The Brandywine
Creek Greenway

Strategic Action Plan

A coordinated approach to open space conservation and planning for 24 Greenway municipalities, Chester and Delaware Counties, conservation organizations, and volunteers.

This project was financed in part by The William Penn Foundation and in part by a grant from the Community Conservation Partnerships Program, Keystone Recreation, Park and Conservation Fund, under the administration of the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation.

The Brandywine Creek Greenway
Strategic Action Plan

December, 2014

This is a regional planning initiative of



**BRANDYWINE
CONSERVANCY**



Chester County Planning Commission

P.O. Box 141
Chadds Ford, PA 19317
610.388.8340

emc@brandywine.org

www.brandywineconservancy.org

www.brandywinegreenway.org

On the cover: Paddling the Brandywine, photo by Ian Plane

FOREWORD

Water

The elixir of life.
All living things rely upon water to survive and thrive.

Water falls from the skies. It seeps across soils, through underground rock, and fills our streams, creeks and rivers. It seeps into every aspect of human lives. We drink it, prepare our food with it, we bathe in it. We rely on water to serve industry, agriculture, and recreation.

The Brandywine Creek and its tributaries impact the lives of an estimated 500,000 people who live in its watershed, and it has played an important role in the lives of thousands more who have lived here over hundreds of years. The Brandywine Creek and surrounding lands are a functioning Greenway today thanks to the municipalities, county and state governments, private landowners, and conservation organizations who have successfully protected and conserved many of the Greenway's resources. Within the Brandywine watershed, numerous conservation-minded land owners have partnered with private land trusts to protect over 36,000 acres of private land by donating or selling their development rights. Another 5,000 acres of private open space is controlled by Homeowners Associations and is permanently protected by deed restriction. Municipal, county, and state governments have acquired an impressive 4,000 acres of public open space including the Brandywine Battlefield National Historic Landmark, the First State National Monument, three state parks, and over forty municipal parks.

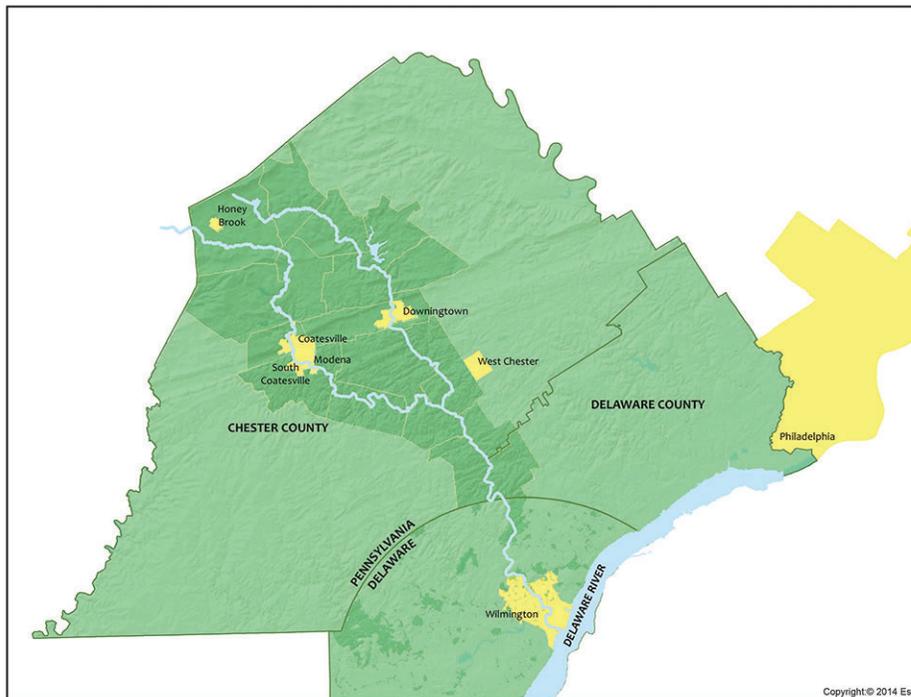
Approximately 24% of land within the Brandywine Creek Greenway is permanently protected. The Greenway's protected open spaces play an essential role in filtering our water, cleaning our air, controlling flooding, and providing a host of other environmental services.

While land and water conservation is the primary motivation for the Greenway, certain municipalities recognize the value in providing public access to protected natural and cultural resources. Sidewalks, footpaths, multi-use trails, bicycle routes and boat launch areas are important facilities that allow people to connect with their natural environment. Trails can provide unparalleled opportunities for environmental education/appreciation for users of all ages and abilities. Each existing household in the Greenway saves hundreds of dollars per year by having open space available for recreation and exercise. Over sixty miles of trails and sidewalks are established within the Greenway today. Several regional trails, included in The Circuit trail network of greater Philadelphia, exist or are planned within the Greenway: the Struble Trail; Uwchlan Trail; and the Chester Valley Trail. Many more trails, including the Brandywine Trail, provide important neighborhood connections into the regional trail network.

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INTRODUCTION



This Strategic Action Plan builds upon the Concept Plan for the Brandywine Creek Greenway (published in June 2012) and its West Branch Addendum (published in 2013). The Concept Plan for the Brandywine Creek Greenway set forth the foundation of a 30-mile long conservation corridor along both branches of the Brandywine Creek from the Delaware state line in Chadds Ford, PA to the headwaters in Honey Brook, PA. The Plan articulated a vision for the Greenway and provided a series of goals and objectives to achieve that vision along the following themes: transportation; conservation; recreation; flood control; culture; aesthetics; education; and economic prosperity. An extensive inventory and analysis of the natural, cultural and recreational features was provided, and a concept map captured the essence of how the Greenway was imagined to look 20 years from today. Both the Concept Plan and the Strategic Action Plan involved substantial public participation through workshops, public presentations, and meetings from 2010 to 2014.

This Strategic Action Plan is intended to provide short, medium, and long term strategies to be implemented by Greenway advocates over a 20+ year timeframe beginning in 2015. It is organized in three sections:

- 1) Wide-Ranging Initiatives:** includes over-arching strategies that are applicable to all 24 Greenway municipalities, county agencies, state agencies, non-profit groups, and other stakeholders. It also provides a path towards organization for the Brandywine Creek Greenway partners, referred to here as “enablers”.
- 2) Project Portfolio:** identifies recommended projects that are unique to each municipality/agency.
- 3) Implementation Tool Kit:** provides a set of regulatory and non-regulatory tools, resource summary maps, and sources of funding available to implement wide-ranging initiatives and municipal ventures.

The Strategic Action Plan can be distributed to any who wish to learn more about the Brandywine Creek Greenway, its vision, and opportunities to contribute to the effort.

BCG Partnership: The Enablers

- **Funding Support Thus Far**

- The William Penn Foundation
- Pennsylvania Department of Conservation and Natural Resources
- Chester County Planning Commission
- The George and Miriam Martin Foundation

- **The Planning team**

- Brandywine Conservancy
- Chester County Planning Commission
- Delaware County Planning Department

- **The 24 Municipalities and their Liaisons**

- Birmingham Township John Conklin
- Caln Township..... Greg Prowant
- Chadds Ford Township Deborah Reardon
Kathleen Goodier
- City of Coatesville Stephen Cane
- Downingtown Borough Millie Byerly
- East Bradford Township Mandie Cantlin
Maria Kenny
Mike Colley
Nancy Danks
- East Brandywine Township Michael Wagoner
Sandy Moser
- East Caln Township..... Barb Kelly
Stacy Yoder
- East Fallowfield Township Vince Lyons
Jan Bowers
- Honey Brook Borough Mark Lucas
- Honey Brook Township..... Toni Antonini
- Modena Borough Jim Bricker
Giselle Constantino
- Newlin Township Bob Shippee
- Pennsbury Township..... Kathy Howley
Michael Lane
- Pocopson Township Mike McGann
Ricki Stumpo

- South Coatesville Borough Henry Carey
Renee Carey
Barbara Newsuan
- Uwchlan Township Tara Caputo
- Upper Uwchlan Township Joe Stoyack
Kevin Kerr
Sally Winterton
Cathy Tomlinson
- Valley Township..... Karen Chandler
David Porter
- Wallace Township..... Tish Molloy
Mary Wasko
- West Bradford Township..... Terry Gallagher
Tommy Ryan
- West Brandywine Township Bob Schini
John Cassels
- West Caln Township Susan Gritz
- West Nantmeal Township Susan Ward

- **Agency representatives**

- DCNR Cindy Dunlap
Jeff Knowles
Drew Gilchrist
- Chester County..... Jake Michael
Carol Stauffer
Karen Marshall
- Delaware County Steven Beckley
- Brandywine Conservancy Sheila Fleming
Meredith Mayer
John Snook
John Theilacker
Erick Marklund
Michael Denlinger
Beth Burnam
Seung Ah Byun
Rob Daniels
Sherri
Evans-Stanton
Teddy Price
David Shields
John Goodall

Goals and Objectives

Community • Conservation • Connection

Is the mantra for the Brandywine Creek Greenway.

The purpose of the Strategic Action Plan is to set forth strategies that can implement the Brandywine Creek Greenway Concept Plan (see figure 1 on page 9). The Strategic Action Plan embraces the Concept Plan's Goals and Objectives for the Greenway:

• GOAL 1 TRANSPORTATION

To provide safe transportation alternatives for walking, bicycling, and equestrian users.

–**Objective 1** Preserve and maintain existing multi-use trails and develop connecting links between Greenway hubs and major destinations.

–**Objective 2** Enhance the safety along existing bike routes.

–**Objective 3** Provide safe transportation for existing horse-drawn carriage routes, especially in agricultural areas.

• GOAL 2 CONSERVATION

To protect and improve vital natural resources within the Brandywine watershed.

–**Objective 1** Maintain, enhance, and restore habitat corridors.

–**Objective 2** Protect existing riparian corridors.

–**Objective 3** Restore forest cover along riparian buffers.

–**Objective 4** Preserve existing woodlands.

–**Objective 5** Preserve agricultural lands and soils.

–**Objective 6** Preserve and enhance water quality.

–**Objective 7** Protect sensitive plant and animal habitats and important bird areas from recreational overuse.

• GOAL 3 RECREATION

To promote and enhance the recreational use of municipal, county, and state-owned recreational open space.

–**Objective 1** Create an interconnected network of pedestrian and bicycle paths that connect neighborhoods to public recreational lands and schools.

–**Objective 2** Protect and expand the equestrian trail network to connect with Marsh Creek State Park, Honey Brook Borough, Elverson Borough, Welsh Mountain Trail, Struble Trail, and the Horseshoe Trail.

–**Objective 3** Ensure that residents of all ages and abilities have access, where feasible, to recreational facilities such as parks and trails.

–**Objective 4** Improve public access to the Brandywine Creek.

- **GOAL 4 FLOOD CONTROL**

To mitigate flooding in flood-prone areas.

- Objective 1** Reduce impervious surfaces and increase infiltration in developed headwater areas.
- Objective 2** Increase percentage of tree cover to reduce runoff and maximize evapotranspiration.
- Objective 3** Observe recommendations in the Act 167 Stormwater Management Plan for Chester County, as appropriate.

- **GOAL 5 CULTURE**

To preserve nationally and municipally-designated historic resources and their surrounding landscapes.

- Objective 1** Protect and promote the historic structures, districts, trails, and cultural features of the Brandywine Valley.
- Objective 2** Link historic features.

- **GOAL 6 AESTHETICS**

To protect state- and municipally-designated scenic resources and buffer scenic resources from new development.

- Objective 1** Preserve the scenic integrity of the Lower Brandywine PA Scenic River Corridor.
- Objective 2** Protect and preserve the scenic resources along the Brandywine Valley Scenic Byway.
- Objective 3** Designate new scenic roads where deemed appropriate.

- **GOAL 7 EDUCATION**

To foster education of the Brandywine Creek and its watershed.

- Objective 1** Raise awareness of the importance of conservation and best land management practices.
- Objective 2** Educate residents regarding the natural, recreational, and cultural features within the Greenway corridor.
- Objective 3** Raise awareness of the regional context and local identity of the Greenway with area stakeholders and groups such as the Delaware Valley Regional Planning Commission (DVRPC), Chester County Planning Commission (CCPC), Delaware County Planning Department (DCPD), and the PA Department of Conservation and Natural Resources (DCNR).

- **GOAL 8 ECONOMIC PROSPERITY**

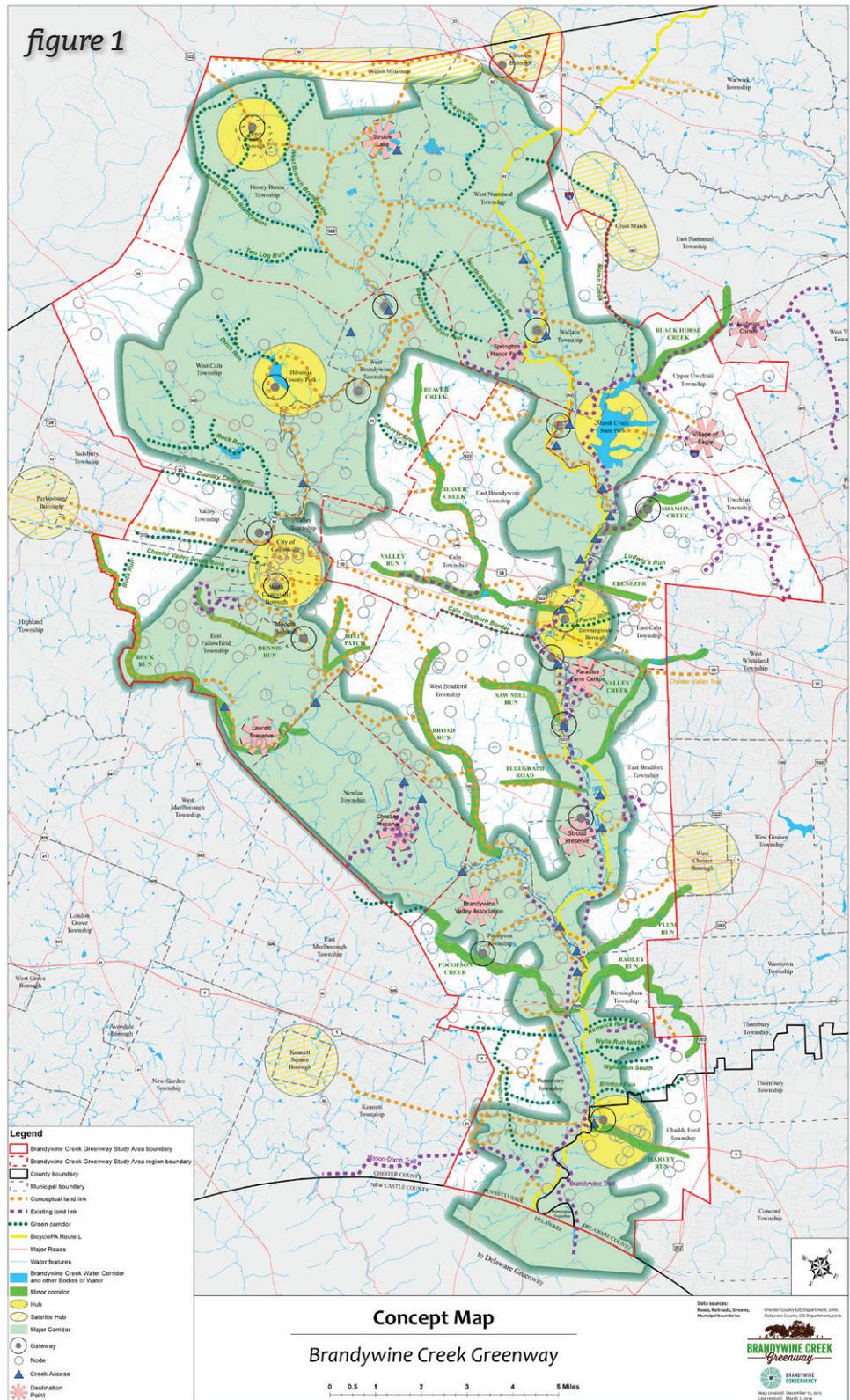
To foster economic activity in urbanized areas

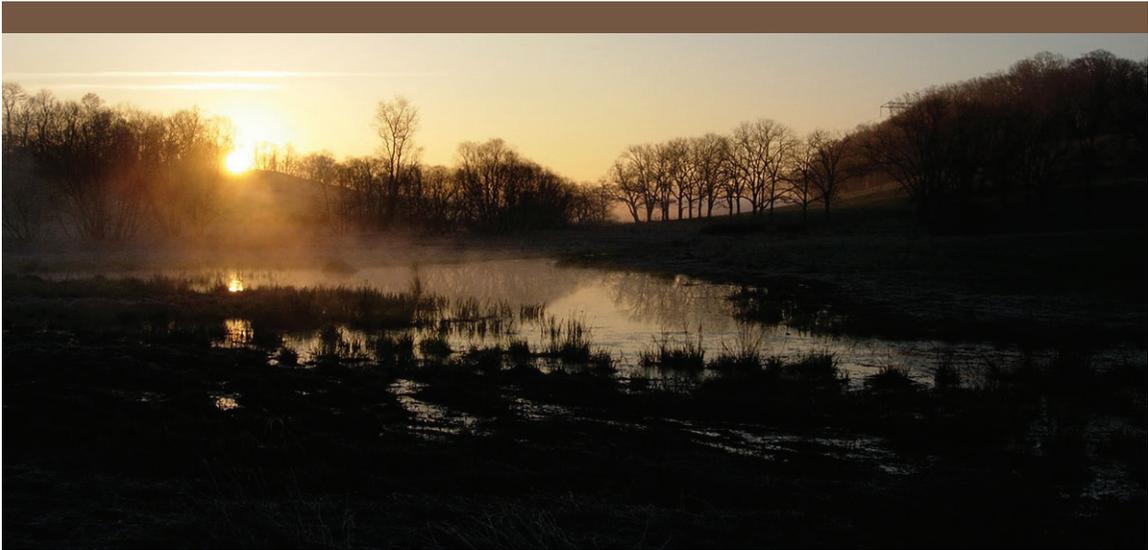
- Objective 1** Increase the number of visitors to existing recreational facilities within the Greenway.
- Objective 2** Implement regional open space and transportation initiatives such as the Central Chester County Bicycle and Pedestrian Circulation Plan, the Struble Trail, and the Chester Valley Trail.
- Objective 3** Promote the city and boroughs as trail towns that offer a range of goods and services for Greenway visitors.

CONCEPT MAP

In addition to the Concept Plan’s Goals and Objectives, the Strategic Action Plan embraces the Concept Map. The first version of this map was published in the Concept Plan for the Brandywine Creek Greenway in June, 2012, and was later modified in the April, 2013 Addendum to the Concept Plan to add eight west branch municipalities into the study area. The Concept Map was created by those who represented their municipalities in a series of four regional workshops. The current map incorporates corrections and minor modifications requested during meetings with individual municipalities after the Addendum was finalized. The map is a reminder of the broader vision for the Greenway, and is used as the basis for the much more detailed Recreation and Alternative Transportation Priorities map, included in the Project Portfolio.

The six sections to follow present the Greenway Strategies: Organization and Management; Recreation and Transportation; Natural Resource Conservation; Cultural Resource Protection; Education and Outreach; and Economic Prosperity.



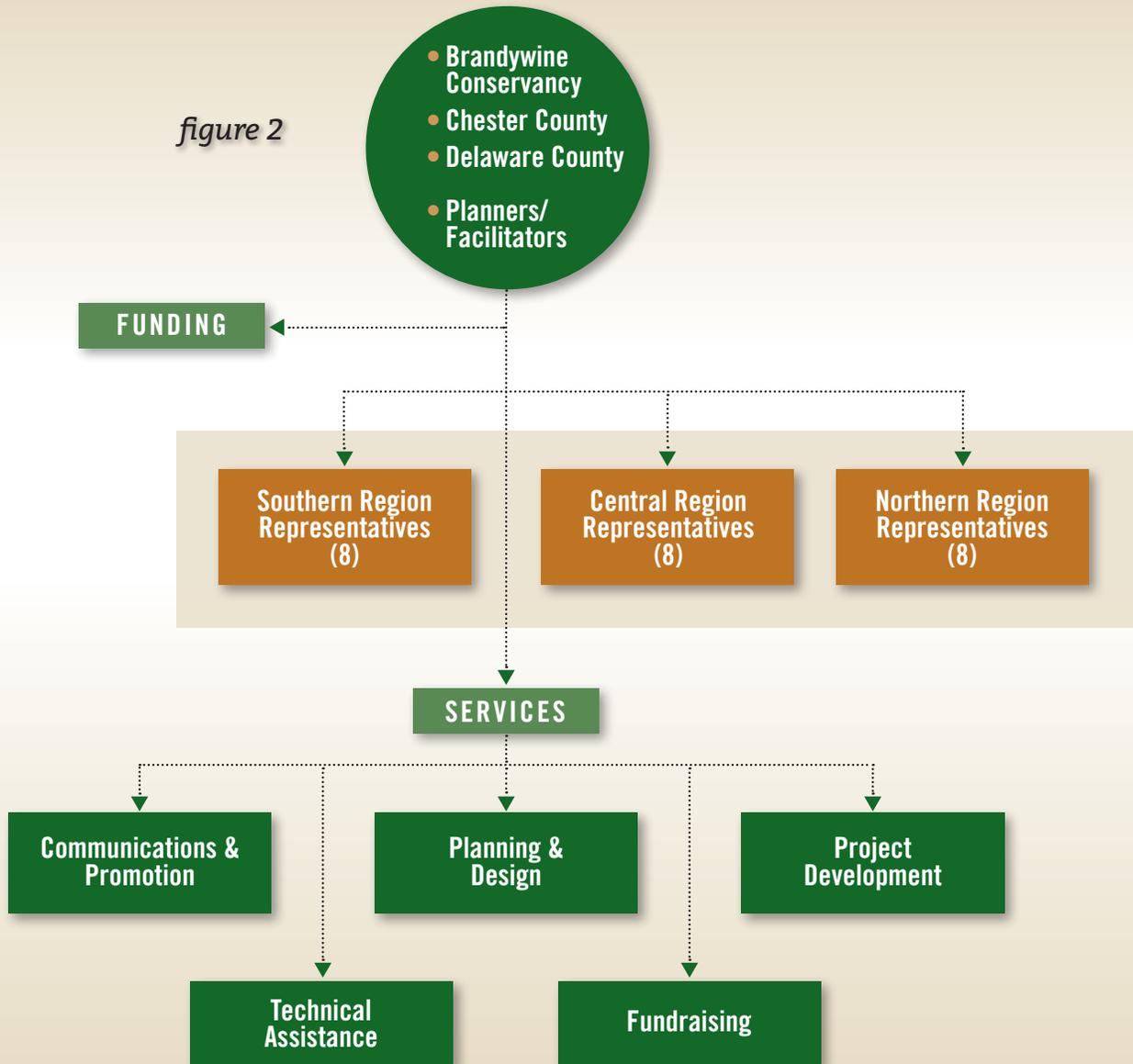


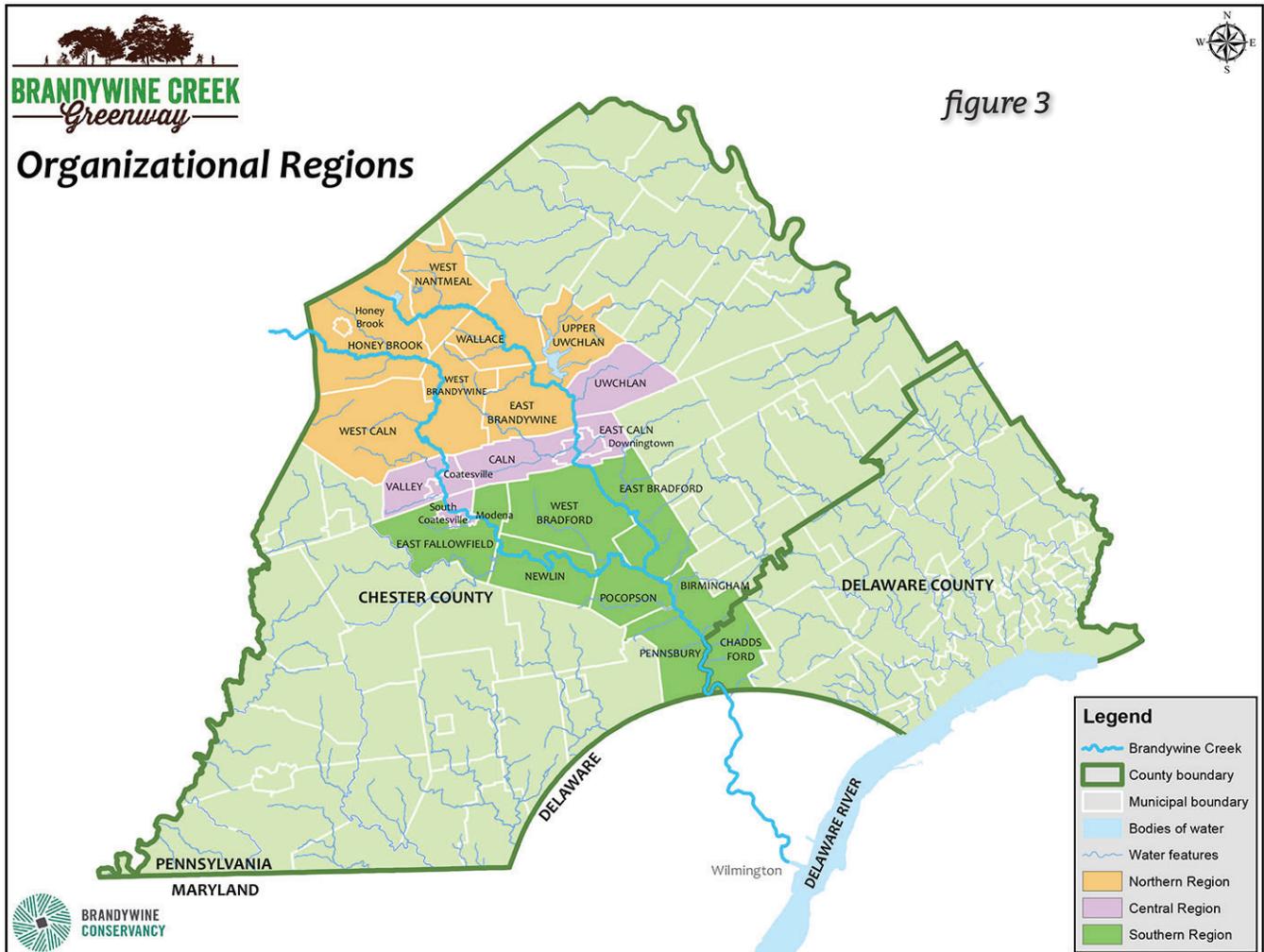
WIDE-RANGING INITIATIVES

Organization and Management

An effective organizational framework to serve the Greenway implementation effort is shown below in Figure 2. It includes the Brandywine Conservancy, Chester County and Delaware County in a leadership role with 24 municipalities, organized by three regions, providing key input and guidance.

figure 2





The Conservancy and Chester and Delaware Counties will serve the three regions equally (see Figure 3 above) as inter-municipal coordinators and will perform the following functions:

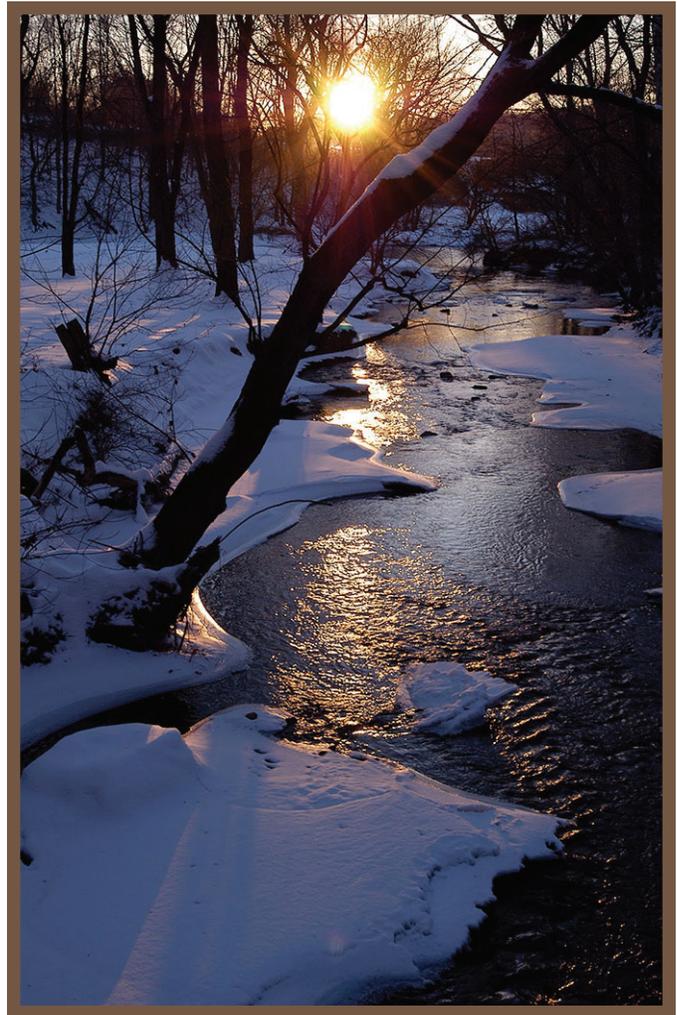
- Engage in regular communications of news and events
- Provide technical assistance
- Provide project planning and design assistance
- Coordinate fundraising
- Assist with project development

Promotion, coordination, organization and ongoing management of Greenway initiatives will be critical for its success. The Brandywine Conservancy will continue its role as the primary planner/facilitator with support from Chester and Delaware Counties, as appropriate. The Conservancy as lead facilitator was supported by the partner municipalities early in the conceptual planning process since it was viewed as a neutral entity. The Conservancy has been actively involved with several municipalities in the Greenway, has planners and conservation specialists on staff, and has demonstrated success in managing the Greenway planning effort.

The Strategic Action Plan will be implemented largely by the 24 municipalities, with support from state, county, and regional agencies, and non-profit partners. Key partners and stakeholders can contribute to Greenway implementation by providing cash or in-kind services. Key partners will include:

- Pennsylvania Department of Transportation
- Pennsylvania Department of Conservation and Natural Resources
- Pennsylvania Department of Environmental Protection
- Delaware Valley Regional Planning Commission
- Chester County Department of Open Space Preservation
- Chester County Planning Commission
- Chester County Water Resources Authority
- Chester County health care community
- Brandywine Valley Scenic Byway Commission
- Delaware County Planning Department
- Delaware Greenways, Inc.
- Local and regional land trusts
- Watershed organizations
- Special interest clubs
(fishing, birding, hiking, cycling, etc.)
- Chester County Historic Preservation Network
- Brandywine Battlefield Task Force
- Chadds Ford Historical Society
- Local colleges and universities
- School districts
- Boy Scouts of America
- Girl Scouts of America
- Landowners

Successful implementation of the Greenway will depend upon each municipal partner working cooperatively with facilitators and neighboring municipalities to implement project portfolios.



Winter along the Brandywine, photo by Chuck Bowers

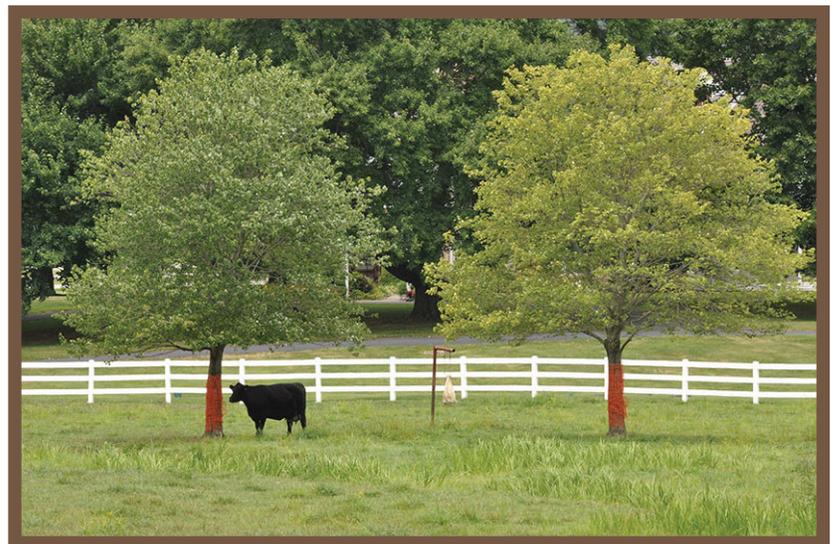
Organization and Management

1. Municipalities sign a memorandum of understanding that acknowledges the Strategic Action Plan and recognizes the Brandywine Conservancy and Delaware and Chester Counties as planners/facilitators for Greenway initiatives.
2. Municipalities appoint one representative to participate in a multi-municipal Greenway Steering Committee.
 - a. The 24-member committee is to be re-appointed annually.
 - b. An annual meeting will be held to review organizational effectiveness for the past year as reported by the Regional Executive Committees.
 - c. The annual meeting is to be facilitated by the Brandywine Conservancy and County representatives.
3. Regional Executive Committees for the Southern, Central, and Northern Regions form as subcommittees of the Steering Committee. Their role is to:
 - Plan, design and implement joint venture/multi-municipal Greenway projects
 - Coordinate operations and management of joint ventures
 - Hold quarterly meetings chaired by the Brandywine Conservancy, Chester County, or an appointed member of the Executive Committee
4. Each Executive Committee will measure organizational effectiveness as follows:
 - Establish a process to implement conservation and recreation projects described in Strategic Action Plan
 - Prepare annual work plans with measurable outcomes and key benchmarks

The next five sets of strategies are organized according to themes created during the Greenway planning workshops. These themes are:

- Recreation and Transportation
- Natural Resource Conservation
- Cultural Resource Protection
- Education and Outreach
- Economic Prosperity

These themes are broad in scope, but each strategy addresses one or more of the Greenway Goals and Objectives.



Farm in Honey Brook, photo by David Yori

Recreation and Transportation

Most, but not all, of the twenty-four Greenway municipalities view public open space, recreation and transportation alternatives as some of the most important functions of the Greenway. Many Greenway communities envision more locations where public access to the Brandywine Creek is permitted. Key themes that are found in the objectives for Recreation and Transportation are to provide connections among Greenway destinations, neighborhoods, and recreational lands. The Greenway can be used as a means to provide safer routes for walking and bicycling, paddling, and horse-back riding along the entire length of the Greenway from Chadds Ford to Honey Brook.

Recreation and Transportation

1. Pursue interconnectivity among neighborhoods and public lands, and enhance access to the Brandywine Creek for all ages and abilities by implementing the trail projects described in the Project Portfolios. Each Greenway municipality is to take the lead on planned connector trails in Municipal Project Portfolios.
2. Conduct a feasibility study for the Northern Struble Trail from the current terminus of the Struble Trail south of Marsh Creek State Park to Honey Brook Borough. Design and implement the trail for use by pedestrians, cyclists, and equestrians. Chester County is to lead this effort, also described in the municipal Project Portfolios.
3. Cultivate trail easements and/or lease agreements along the historic Brandywine Trail footpath. The immediate priority is to preserve the trail between the Mason Dixon Trail in Pennsbury Township and the paved Brandywine Trail at Route 322 in East Bradford Township. A longer term priority is to preserve the trail from Marsh Creek State Park to Ludwigs Corner in West Vincent Township. Brandywine Conservancy is to lead this effort, also described in the Brandywine Conservancy Project Portfolio.
4. Conduct a feasibility study for BicyclePA Route L to explore combinations of alternative routes, traffic calming, paved shoulders, bike lanes, share the road signage, and other improvements. A short term priority is the section between the paved Brandywine Trail in West Bradford Township and the Struble Trail in Downingtown. A second priority is the section between the PA/DE state line and the paved Brandywine Trail at Route 322 in East Bradford Township. The third priority is the section from the Northern Struble Trail up Route 82 towards East Nantmeal Township. Reassign BicyclePA Route L to follow the future Northern Struble Trail, where appropriate. Chester County is to lead this effort, also described in the municipal Project Portfolios.
5. Municipalities will endeavor to work cooperatively with Chester County to implement recommendations of the Central Chester County Bicycle and Pedestrian Circulation Plan including the Chester Valley Trail. Chester County is to lead this effort.



Walking the Struble Trail, photo by Sheila Fleming

6. Each municipality will pursue adopting an Official Map that identifies recreation and trail projects described in the Project Portfolios and that are consistent with its Comprehensive Plan.
7. Chester County will monitor the status of rail corridors where planned trails are shown on the Concept Map, and, when feasible, pursue fee ownership when corridors become inactive.
8. Each Greenway municipality is to take the lead on planned gateway facilities within its municipal borders, described in Municipal Project Portfolios.

Natural Resource Conservation

Conservation of vital natural resources within the Brandywine watershed is a key ambition of the Greenway. Beyond land conservation, the Greenway aims to protect existing and restore former habitat areas such as riparian buffers, woodlands, wetlands, and aquatic habitat. Prime agricultural soils are important natural resources to be conserved



Riding in Pocopson Park, photo by Sheila Fleming

and managed with best management practices. General themes in the Objectives for natural resource conservation are to protect, maintain and enhance vital natural resources, and to increase infiltration of stormwater. Increased stormwater infiltration will provide a range of benefits including: reducing stormwater runoff; reducing stream bank erosion and sedimentation of streams; reducing the cost of water treatment for drinking water supplies; and enhancing water quality in our streams.

The Chester County Planning Commission evaluated the natural resource

protection ordinances of the 23 Greenway municipalities in the County during the preparation of this Plan. The Brandywine Conservancy evaluated the ordinances of Chadds Ford Township in Delaware County. Their findings and recommendations are summarized in each municipal “To Do” Packet (Part 2) of this Plan. Model natural resource protection ordinances are provided for municipal use in the Implementation Tool Kit (Part 3) of this Plan.

Conservation priorities do vary among Greenway municipalities depending upon whether they are agricultural, rural, or urbanized in character. For example, Northern Region municipalities may choose to focus on agricultural resources, while Central Region municipalities that are more urbanized may choose to focus on remnant riparian corridors. No matter what the priorities may be, conservation efforts of any kind are often opportunistic as land owners come forward to voluntarily conserve, protect or enhance the resources on their land or as developers submit preliminary land development plans. In this context, it is important to determine which parcels of land have the greatest conservation potential in order to maximize any public or private investment made. The Greenway’s natural resources are mapped in the Implementation Tool Kit (Part 3 of 3) according to three conservation themes:

- Natural Resources (habitat)
- Agricultural Resources (prime agricultural soils)
- Water Resources (headwaters, impaired streams)

Natural Resource Conservation

1. Update the municipal SALDO and ZO to include the following regulatory tools, as appropriate, to help conserve sensitive natural resources and open space: Sketch Plan; Conservation Design; Existing Resources and Site Analysis Plan; Public Parkland and Dedication; Fee in Lieu; Official Map; and Transferrable Development Rights. General descriptions of these regulatory tools are provided in the Implementation Tool Kit (Part 3 of 3). Each Greenway municipality is to take the lead on planned gateway facilities within its municipal borders, described in Municipal “To Do” Packets, Part 2 of 3.
2. Adopt an Official Map that depicts properties where public ownership is desired, as recommended in the municipal Comprehensive Plan. Each Greenway municipality is to take the lead.
3. Municipalities and local land trusts work cooperatively to identify priority parcels of 10-acres or more having critical natural resources and cultivate conservation easements on those lands. Highest priority is placed on unprotected parcels adjacent to protected lands and parcels within the Major Corridor identified on the Concept Map. See also the Natural Resources Summary Maps in the Implementation Tool Kit. The Brandywine Conservancy will lead this strategy.

4. Municipalities, Chester County and local land trusts work cooperatively to identify priority farm parcels of 10-acres or greater having at least 50% prime agricultural soils coverage, and cultivate agricultural easements on those farms. Priority farms are located adjacent to existing agricultural easements within the Agrarian Landscape identified in Chester County’s Landscapes 2. The Brandywine Conservancy and Chester County Open Space Department will have key roles in this strategy.



Pennsbury Mill, photo by David Yori

5. Municipalities, Chester County, local land trusts and funding partners work cooperatively with landowners to identify priority conservation land for public ownership and assemble funding required to purchase priority conservation lands through joint ventures and leveraging funds. The Brandywine Conservancy and Chester County Open Space Department will have key roles in this strategy.
6. Municipalities and local land trusts work cooperatively with landowners to design and implement best management practices (BMPs) on publicly-owned lands and privately-preserved lands. Priority areas include the headwaters of the Brandywine and impaired stream sub-watersheds. Examples of BMPs include fencing off cattle from streams and reforestation of steep slopes. The Brandywine Conservancy will lead this strategy.
7. Municipalities and local land trusts work cooperatively to plant trees on privately-preserved lands and publicly-owned land. Each municipality sets a goal for the number of trees to be planted each year in an effort to reduce stormwater runoff and mitigate flooding downstream. The Brandywine Conservancy will lead this strategy.

Cultural Resource Protection

The many historic buildings, historic districts, cultural attractions, and scenic landscapes located throughout the Brandywine Valley contribute greatly to its unique sense of place and provide for value-added recreation. Nationally- and municipally-designated historic resources will be linked into the Greenway open space and trail network, and the story of the historic and cultural resources in the Brandywine Valley will be told to visitors. State- and locally-designated scenic resources will be buffered from new development. Cities and boroughs will be promoted as gateways to the Greenway in order to attract visitors and foster economic activity in urbanized areas.

The Greenway's cultural resources are mapped in the Implementation Tool Kit on the Cultural Resources Summary map (Part 3 of 3) and on the Cultural Resources Inventory map in the Appendix (Part 3 of 3).

Cultural Resource Protection

1. Municipalities will adopt a historic resource protection ordinance or update existing ordinances to include provisions for the establishment of historic districts, protection of historic structures, and conservation of historic landscapes. The Brandywine Conservancy and Delaware and Chester Counties will have key roles in this strategy.
2. Municipalities, Chester County, the Chester County Historic Preservation Network, and landowners work cooperatively to seek National Register Determination of Eligibility for historic structures. Landowners and municipalities will lead Determinations of Eligibility within their municipal borders.
3. Update the municipal SALDO and ZO to include the following regulatory tools, as appropriate, to help conserve important historic and cultural resources: Sketch Plan; Conservation Design; Existing Resources and Site Analysis Plan; Public Parkland and Dedication; Fee in Lieu; Official Map; and Transferrable Development Rights. General descriptions of these regulatory tools are provided in the Implementation Tool Kit (Part 3 of 3). Each Greenway municipality is to take the lead.
4. Municipalities will work collaboratively with the Brandywine Valley Scenic Byway Commission to implement the Management Plan for the Brandywine Valley Scenic Byway, completed in 2014.
5. Municipalities will work collaboratively with the Chester County Planning Commission to pursue implementation of the Brandywine Battlefield Preservation Plan, completed in December 2013.



Curious cow, photo by Sheila Fleming



Autumn waterfalls, photo by Chuck Bowers

Education and Outreach

Education is one of the most effective ways to raise awareness of conservation and best land management practices. Municipalities and other key partners can take an active role in creating and providing educational materials in their parks and along their trails. Educational tools can take a variety of forms including signage along existing trails, interpretive displays, maps of historic and natural features, and educational programs.

Education and Outreach

1. Municipalities that host a gateway to the Greenway will partner with Boy Scouts or Girl Scouts to construct informational kiosks at designated gateways.
2. The Brandywine Conservancy and municipalities will design content for the kiosks including maps, cultural and historic interpretive displays, calendar of upcoming volunteer opportunities, and other relevant information. Include displays of the importance of conservation and best land management practices, and highlight the natural, recreational, and cultural features within the Greenway corridor.
3. Kiosks are to be maintained by the host municipality and are to be updated by the municipality and the Brandywine Conservancy seasonally.
4. The Brandywine Conservancy will publish a color recreation map of existing trails, water trails, creek access, boat launch sites, and related facilities to be updated on a yearly basis and available for download from the BCG website.
5. The Brandywine Conservancy will coordinate with equestrian clubs to publish a separate map of equestrian facilities and trails to be updated on a yearly basis.
6. The Brandywine Conservancy will update the Delaware Valley Regional Planning Commission (DVRPC), Chester County Planning Commission (CCPC), Delaware County Planning Department (DCPD), and the PA Department of Conservation and Natural Resources (DCNR) annually on Greenway planning initiatives.
7. Municipalities, Chester County, Delaware County and the Chester County Historic Preservation Network will help to install historic plaques in municipally-designated historic districts, near historic structures listed on the National Register of Historic Places, and near locally-designated resources. Each Greenway municipality will play a lead role within its own municipal borders.
8. The BCG website will be augmented by adding links to websites that highlight historic and cultural features of the Brandywine Valley. For example, provide a link to the Brandywine Battlefield Preservation Plan. The Brandywine Conservancy will lead this effort.
9. Municipalities work with the Chester County Heritage Preservation Network and Chester County will research locally significant historic features within ¼ mile of gateway and craft cultural and historic panels unique to each gateway kiosk. Chester County and Delaware County will play a key role this effort.
10. Municipalities will pursue adding a link to the Brandywine Creek Greenway website onto their municipal web page.



Biking and walking the Struble Trail, photo by Sheila Fleming

Economic Prosperity

A well planned and implemented Greenway has the potential to increase the number of visitors to open space and recreational facilities within the region. Cities and boroughs can experience an increase in business activity and tourism from visitors who come to the area from abroad to walk, run or bicycle on destination trails such as the Struble Trail or the Chester Valley Trail. Cities and boroughs that are pedestrian and bicycle friendly are more likely to keep existing businesses and attract new ones.

Economic Prosperity

1. Chester County will implement the Struble Trail.
2. Chester County will implement the Chester Valley Trail.
3. Gateways to the regional trail network will be established in each of the urbanized hubs including Honey Brook Borough, Downingtown Borough, City of Coatesville, South Coatesville Borough, and Modena Borough.
4. Gateways will include, at a minimum, one kiosk with maps and interpretive displays, parking facilities, public drinking water, public restrooms, and access (physical or visual) to the Brandywine Creek.
5. Urbanized municipalities will promote themselves as “trail towns” and gateways to the Greenway.
6. The BCG website will be updated with featured links to urbanized gateway communities. Approved sponsors will be encouraged to advertise their business on the Greenway website for an annual donation or fee. The Brandywine Conservancy will lead this effort.

Strategies and Priorities Table

STRATEGIES	SHORT-TERM	INTERMEDIATE	LONG-TERM	ONGOING
Organization and Management				
1. Municipalities sign an MOU	X			
2. Municipalities appoint one representative	X			
3. Form regional executive committees	X			
4. Measures for organizational effectiveness	X			
Recreation and Transportation				
1. Implement trail projects in Portfolios	X			
2. Northern Struble Trail Feasibility Study	X			
3. Cultivate trail easements along Brandywine Trail	X			
4. Bicycle Route L Feasibility Study	X			
5. Implement CCCBPCP	X			
6. Official Map adoption				X
7. Abandoned rail monitoring				X
8. Gateway facilities	X			

MOU (Memorandum of Understanding); CCCBPCP (Central Chester County Bicycle and Pedestrian Circulation Plan).

STRATEGIES	SHORT-TERM	INTERMEDIATE	LONG-TERM	ONGOING
Natural Resource Conservation				
1. Update ordinances	X			
2. Official Map adoption	X			
3. Identify priority lands for conservation easements				X
4. Identify priority lands for ag. preservation				X
5. Identify priority lands for fee interest				X
6. Implement BMPs				X
7. Plant trees				
Cultural Resource Protection				
1. Adopt Historic Preservation ordinance/districts		X		
2. Seek National Register Determination of Eligibility				X
3. Update SALDO and ZO	X			
4. Collaborate with BVSBC				X
5. Collaborate with CCPC re. BBPP				X
Education and Outreach				
1. Install gateway kiosks	X			
2. Design content for kiosks	X			
3. Maintain and update kiosks				X
4. Prepare a recreation map	X			
5. Prepare an equestrian trails map		X		
6. Update agencies annually				X
7. Place historic signage		X		
8. Highlight historic and cultural features on website				X
9. Gateway features of historic importance	X			
10. Municipal website links to Greenway website	X			
Economic Prosperity				
1. Implement Northern Struble Trail	X			
2. Implement Chester Valley Trail		X		
3. City and Boroughs established as gateways	X			
4. Gateway improvements				X
5. City and Boroughs promoted as trail towns				X
6. Website advertisers feature City and Boroughs				X

BMP (Best Management Practices); SALDO (Subdivision and Land Development Ordinance); ZO (Zoning Ordinance); BVSBC (Brandywine Valley Scenic Byway Commission); CCPC (Chester County Planning Commission); BBPP (Brandywine Battlefield Preservation Plan).