



FRIENDS OF AUBURN HEIGHTS

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On January 16, 2024 the Friends of Auburn Heights (FAH) contracted with Creative Lab 3, a full-service Philadelphia-based architecture and design team to help us conduct a strategic study of our facilities and land use to assess its utility and function for the next 20 years.

The materials contained in this document were selected from the extensive 2024 strategy study to help solicit comments, ideas, and concerns regarding the designs outlined. *Please note* that the ideas contained herein may look like a final plan/design, but *they are not*.

We are using the results of the study as a “strawman,” or starting point, for ongoing conversations to help focus and set boundaries around our planning process.

Please also be aware that these designs are the product of the Friends of Auburn Heights and relate to FAH operations. All final plans will be approved by the Division of Parks & Recreation and, as with the 2020 museum renovation project, will be implemented with funds raised by FAH.

We look forward to envisioning the organization’s future with your support!

Regards,

The Friends of Auburn Heights Board of Directors

Bob Koury, President
 Jared Schoenly, Vice President
 Jim Faulstich, Treasurer
 Kathy Beck, Secretary
 Mike Brown
 Charmayne Busker
 Ashley Williams Clawson
 Chris Kobus

The strategic framework plan expands the discovery, fun, and dynamism of Auburn Valley State Park and the Marshall Steam Museum at the intersection of innovation, history, and technology. Over the next twenty years, Auburn Valley State Park will evolve into a pioneering model of exhibition, education, innovation, accessibility, wellness, and environmental stewardship.

With the unique integration of the Marshall Steam Museum, the Mansion, and the Mill, Auburn Valley State Park aspires to deepen visitors' curiosity and connections with history, technology, and the built and natural world by providing one-of-a-kind and immersive experiences that not only celebrate our heritage of innovation, automobiles, and trains but also enrich our lives and inspire a sustainable future.

We are not just preserving the past but igniting curiosity, wonder, and joy. As a beacon of resilience, healthy living, and educational excellence, Auburn Valley State Park is transforming into a vibrant hub of history, exploration, learning, community, and ingenuity. The Park is a testament to harmonious coexistence, bridging the past, present, and future. It is an open invitation for all to enjoy, share, contribute, and shape the enduring legacy of this extraordinary place, ensuring it is a meaningful part of the collective development for generations to come.

Expand The Experience

CONNECTIONS

Strengthen visitors' curiosity and connections across the park, museum, mansion, mill, and the greater W region, particularly those related to history and technology, trails and wellness, and social relationships.

DIVERSITY

Increase Auburn Valley's capacity to educate and inform students, adults, and the public through knowledge discovery, interaction, and delight. Expand diversity and aim to include a broader range of voices in the mission, collections, and programs.

MAGNET

Create a magnetic gathering space that serves as the heart of the Park, welcoming visitors, facilitating events, and fostering a vibrant sense of community.

Attract New Visitors

EXPERIENCE

Emphasize and improve the cultural landscape that only Auburn Valley State Park can offer. Grow the number of visitors and members and increase revenue-generating programs to facilitate sustainable growth over time.

VALUE

Expand your value proposition by improving access, expanding visitor amenities, creating interactive user-centric experiences that encourage curiosity, fostering dialogue, and forming new ways of seeing and thinking about Technology and Innovation, the Past and the Future.

PARTNERSHIPS

Extend our impact and reach through purposeful fundraising and strategic partnerships, proactively cultivating interdependent connections and new relationships to enhance the reputation and advance the mission.

Improve What Exists

WORKPLACE

Strategically expand the staff and volunteers while equipping people with space and resources to get stuff done, experiment, take risks, and develop their careers.

ACCESS

Affirm Auburn Valley State Park as a dynamic, vibrant place of culture, discovery, community, and wellness. Balance public access with the security needs of the buildings and collections.

OPERATIONS

Leverage a broader campus approach, with all entities working together for improved building and landscape maintenance, operational efficiencies, and shared resources, including handling, care, storage, and growth of museum collections.

WORKSHOP 1

MSM Board: Visioning + Identity



WORKSHOP 2

Park + Programming + Projects



WORKSHOP 3

Visitor Experience + Collections



Improve Presence

audience, messaging + marketing
increase strategic partnerships

Expand Capacity

increase membership + visitors,
events, education + staff

Revenue Generation

capitalization on what you have,
strategic growth, more entrepreneurial

27 January 2024

Park + Friends Group

align goals, maintain communication,
increase collaboration on programming and
operations

Park Circulation + Connections

recalibrate space for people + cars, increase
areas of use and establish new connections

Programming + Use

expand programing, increase utilization of
buildings + landscape, increase diversity

19 March 2024

Visitor Experience

improve visitor amenities, diversify
experiences, expand collaboration

Collections

increase interactivity, challenges of exhibition
space + care, lack flexible space and storage

Volunteers

expand volunteer pipeline, help expand
programming + increase revenue

25 March 2024

16 Actions for Prioritization:

Identify your 3 first priorities (green) and your 3 second priorities (blue). Tertiary priorities are blank.



First Priority ●
Second Priority ●

●●●●●●●●●●	●●●●●●	Improve Identity, Message, and Marketing
●●●●●●	●●●●●●	Expand Capacity, Quality and Frequency of Events
●●●●●●	●●●●●●	Improve Collections Stewardship
●●●●●●	●●●●●●	Support Staff Growth and Improved Accommodations
●●●●●●	●●●●●●	Increase Visitors and Membership
●●●●●●	●●●●●●●●	Increase Parking
●●●●●●	●●●●●●●●	Improve the Relationship Between State Park and Museum
●●●●●●	●●●●●●	Expand Education
●●●●●●	●●●●●●	Increase Community Involvement
●●●●●●	●●●●●●●●	New Partnerships and Collaborations
●●●●●●	●●●●●●●●	Improve Wayfinding, Accessibility and Circulation
	●●●●●●	Improve Connections to Trails and Park
		Expand Collection and Quality of Exhibits
		Increase Museum Amenities
		Improve Exterior Landscape
		Reduce Energy, Maintenance, and Operational Cost

Actionable outcomes organized into themes

EXPAND THE EXPERIENCE

- Make a destination
- Improve Visitor Experience
- Use more technology in presenting collection
- Evolve displays, more interactive, more immersive experiences
- Connect modern tech to history of tech and innovation
- STEM Focus Education for kids education - tool usage - under the hood
- Model T and Steam maintenance course and training. Special workshops on how things work, all ages
- Utilize pond more, RC boats
- Take advantage of larger park
- Behind the scenes tours
- Make hosting events easier, have more after hours events
- Food service and catering

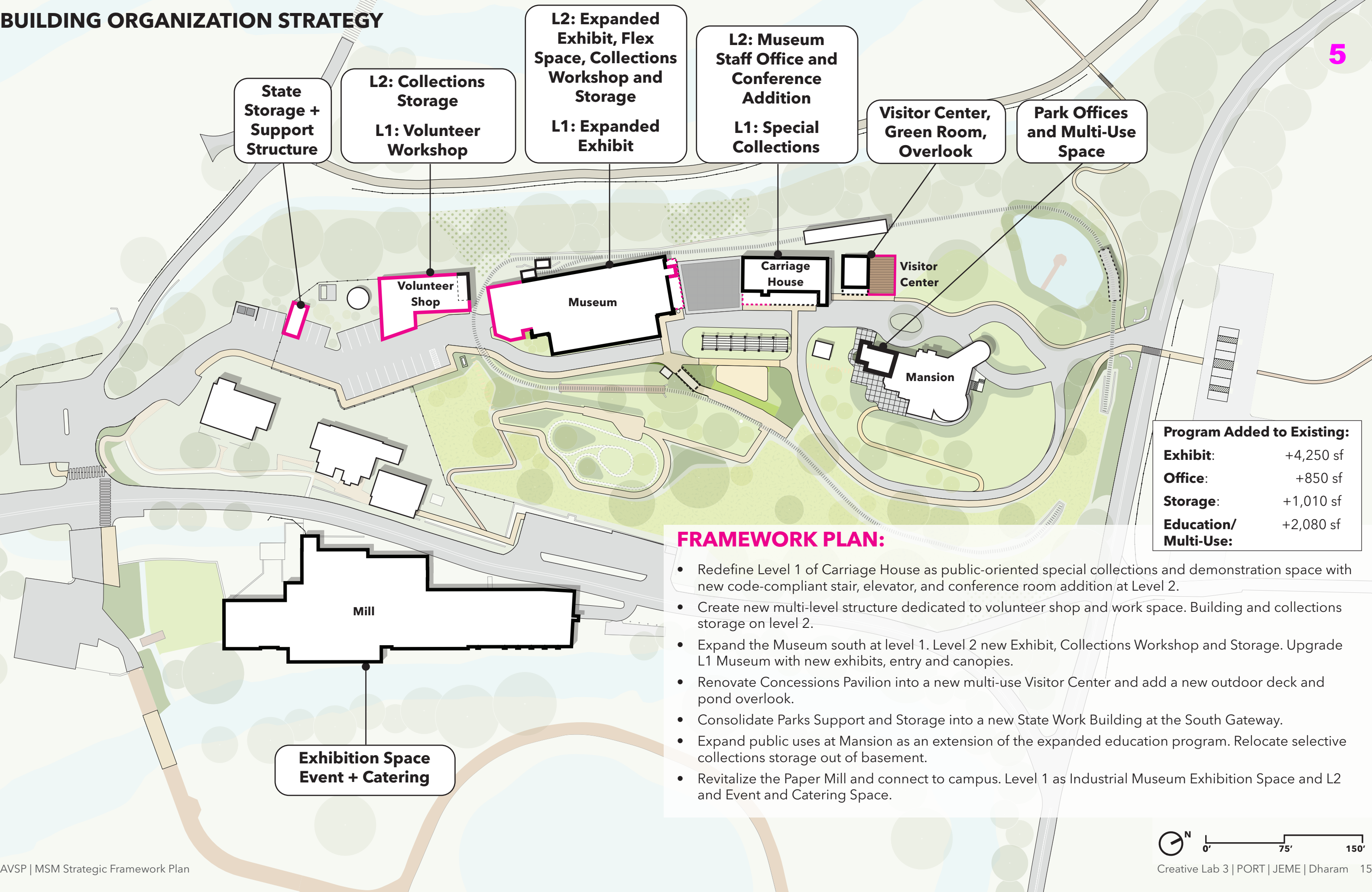
ATTRACT NEW VISITORS

- Expand museum hours
- Host/create more programs in mansion
- Increase public awareness with traveling exhibits
- More on history of site/region
- Additional touring of car collection
- More camps, expand youth exposure
- Collaborate with other institutions, nationally, on events and exhibits
- Monetize community events, art fair, farmers market

IMPROVE WHAT EXISTS

- Better maintenance of buildings and grounds
- Improved accessibility for people with disabilities
- Resolve site constraints, circulation and parking
- More paid staff, event coordinator and others
- Reconciliation of collection: deaccession, purchase, acquiring strategies
- Expand volunteer engagement in fundraising and programming

BUILDING ORGANIZATION STRATEGY





Existing Arbor

Mansion

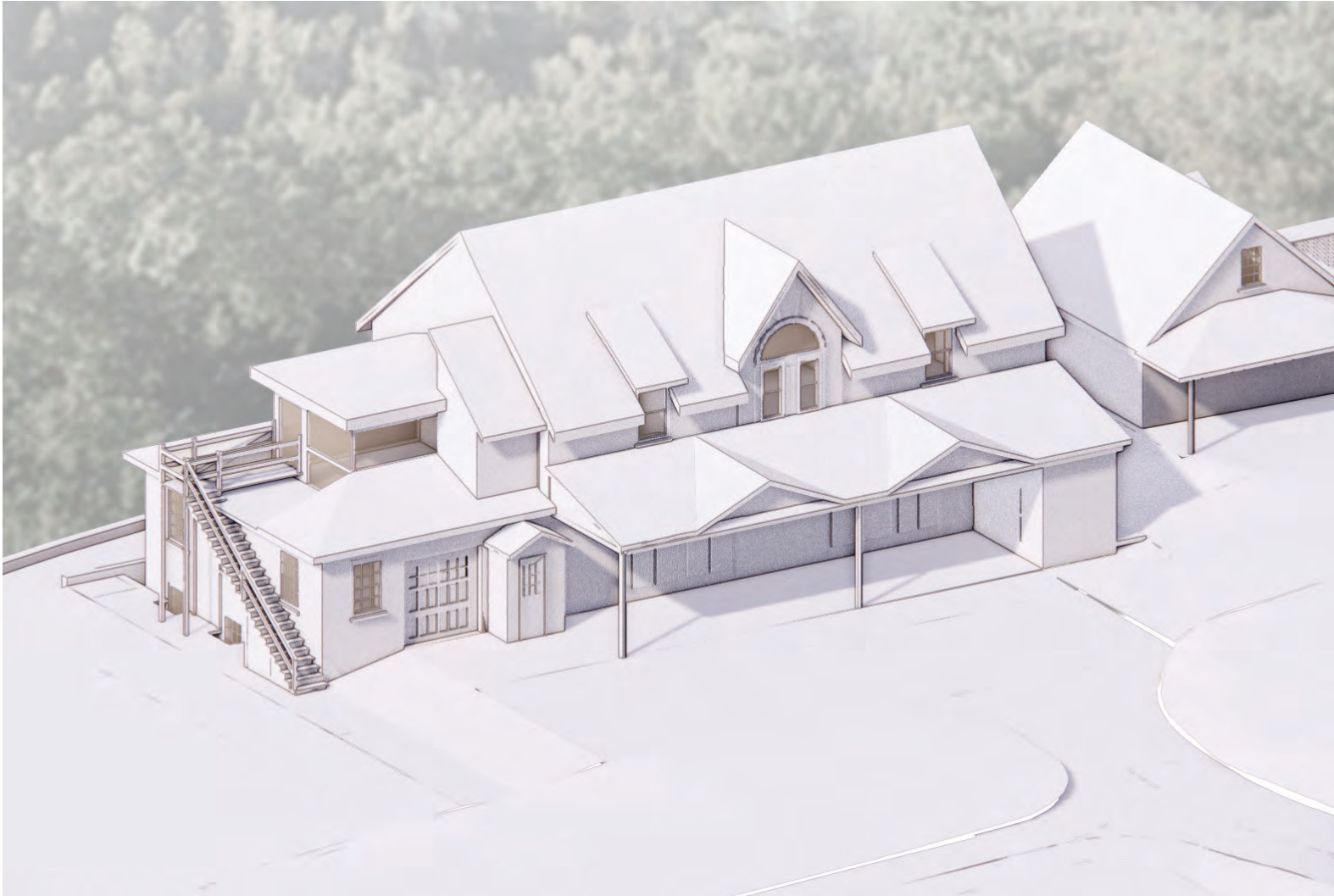
Path Lighting

Event Terrace

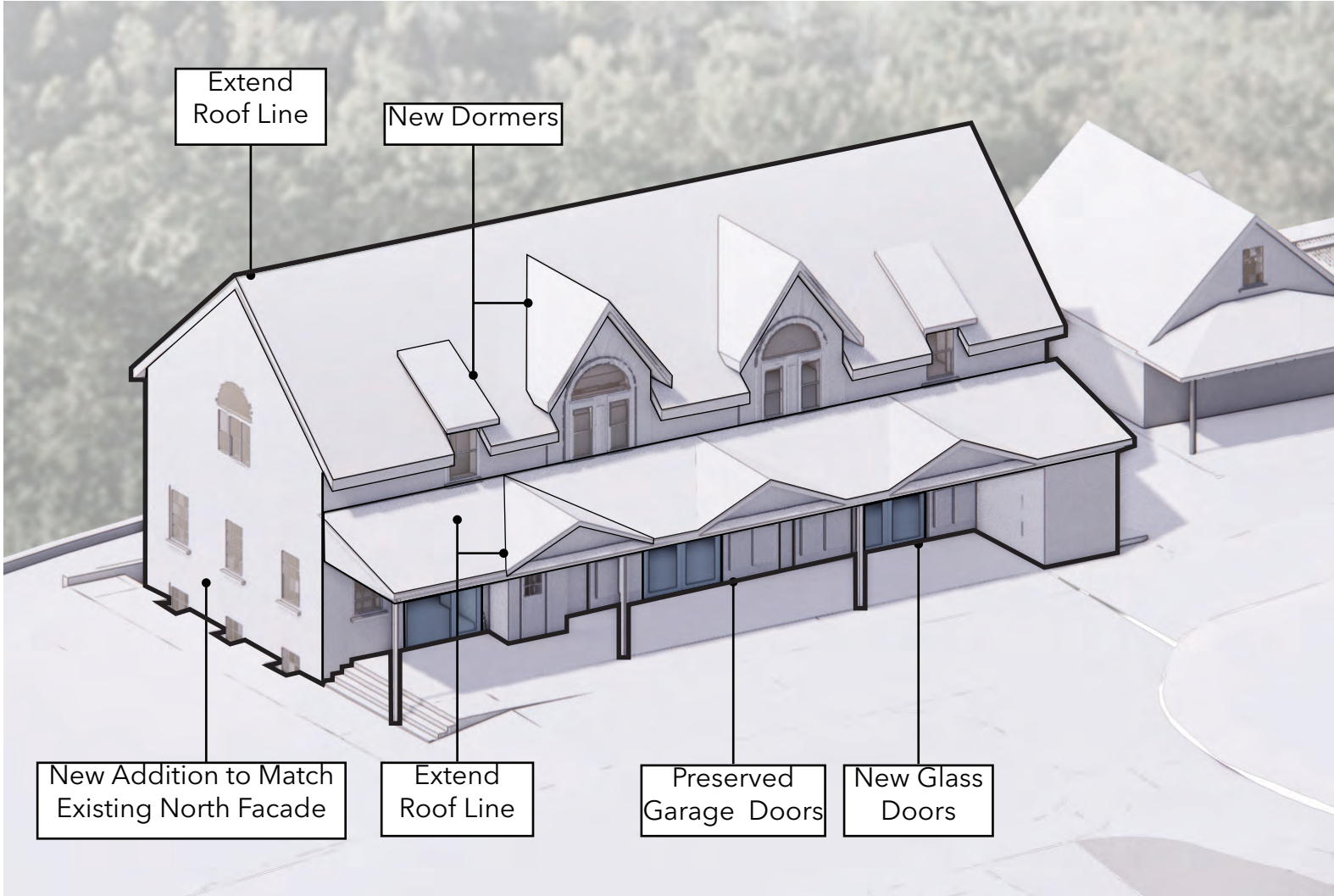
Covered Train Queuing



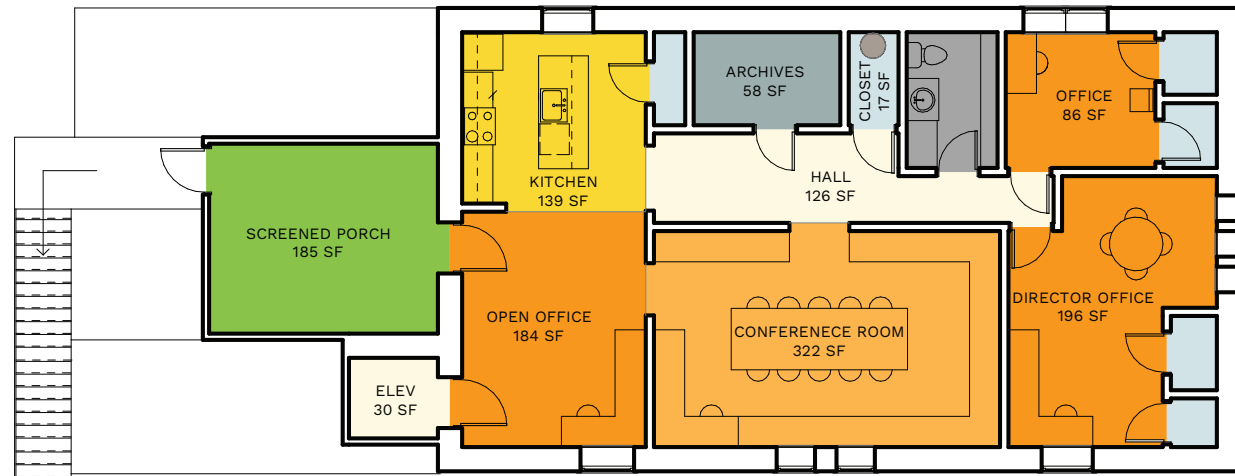
CARRIAGE HOUSE
Exterior



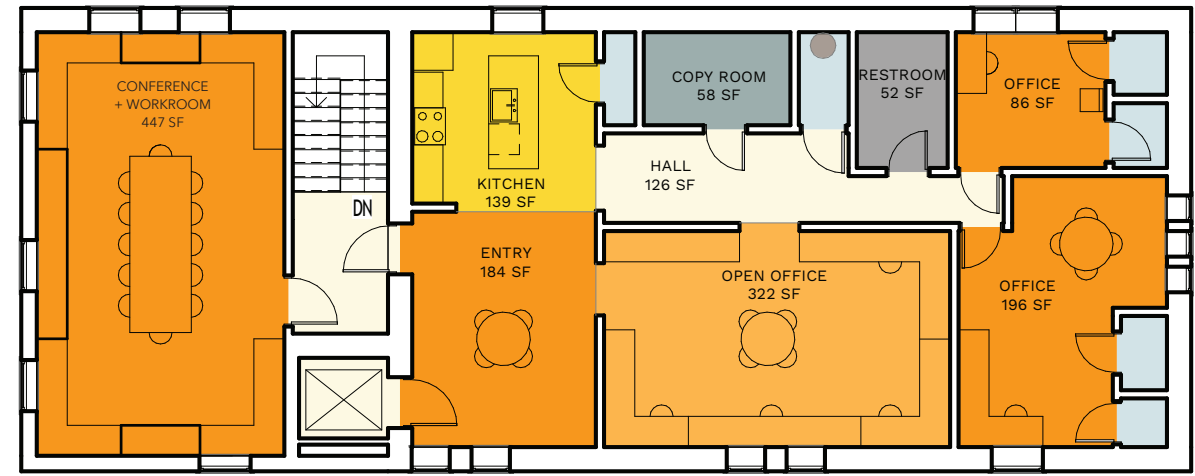
Existing



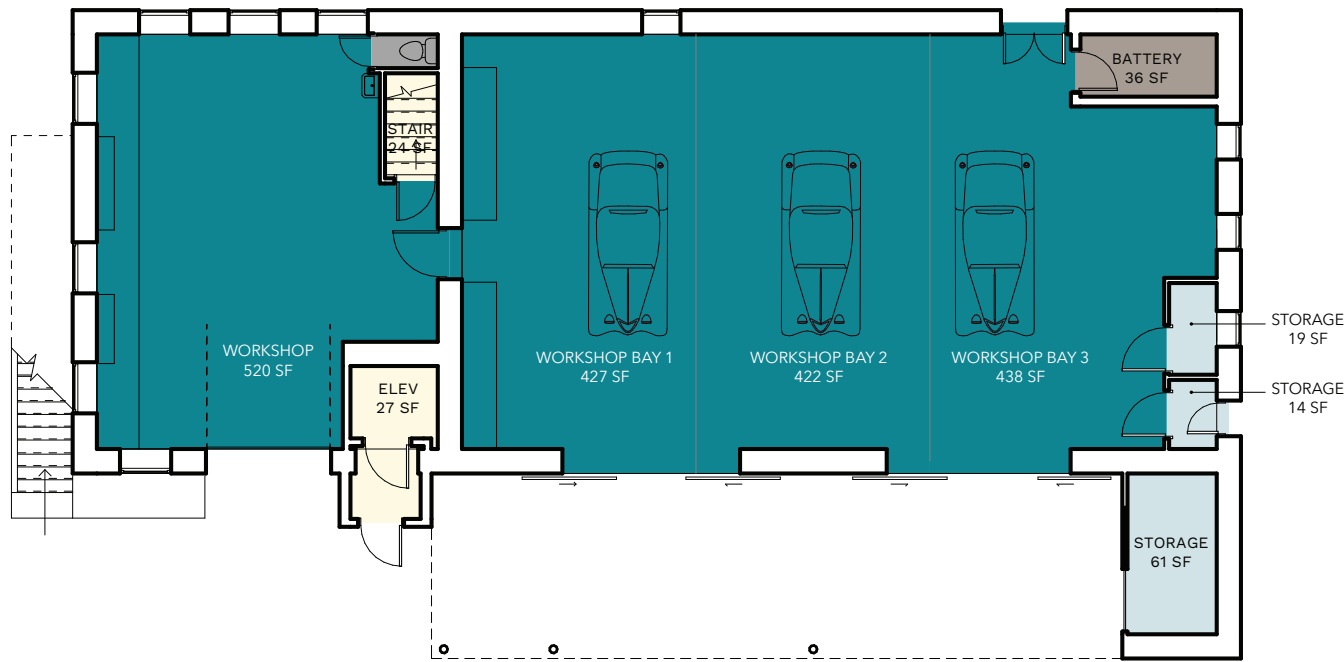
Proposed



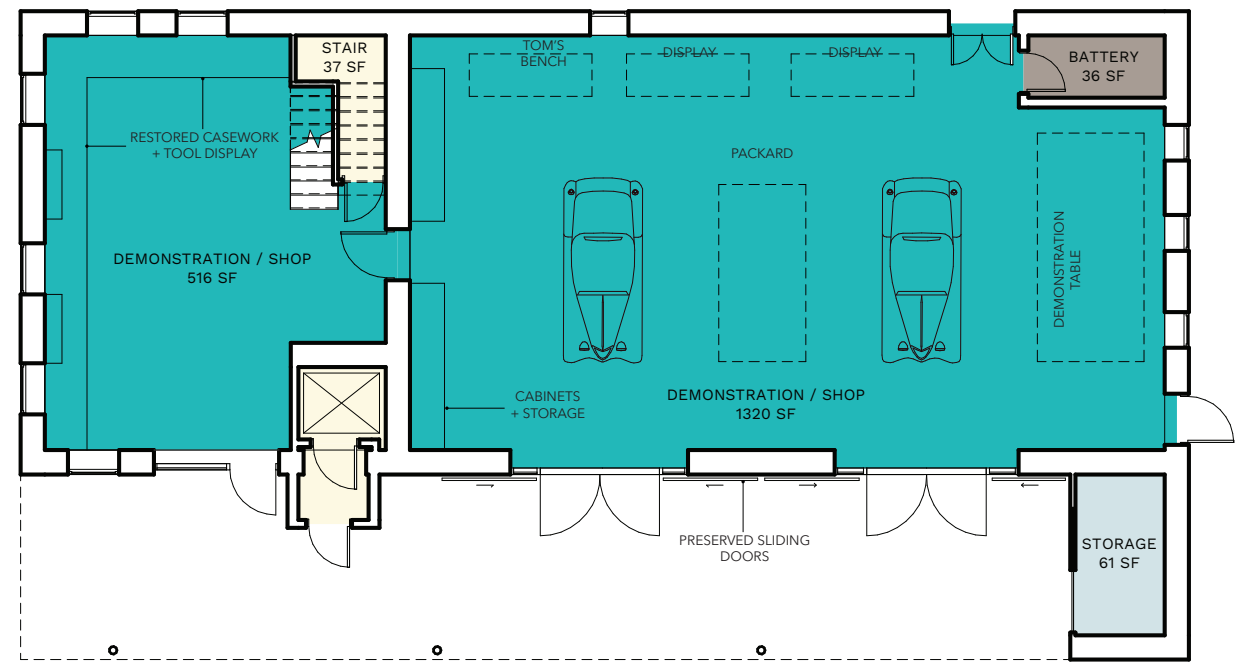
Level 2 - Existing



Level 2 - Proposed



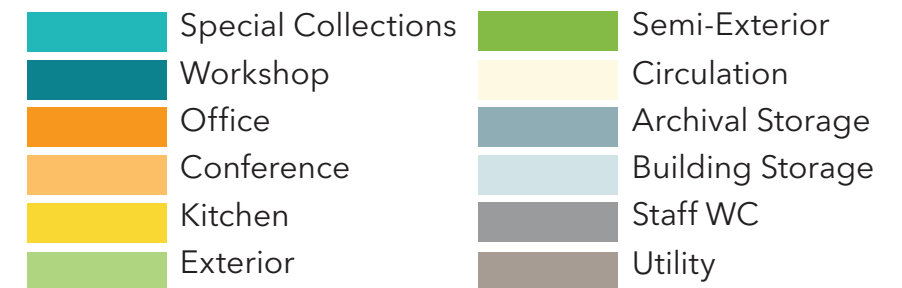
Level 1 - Existing



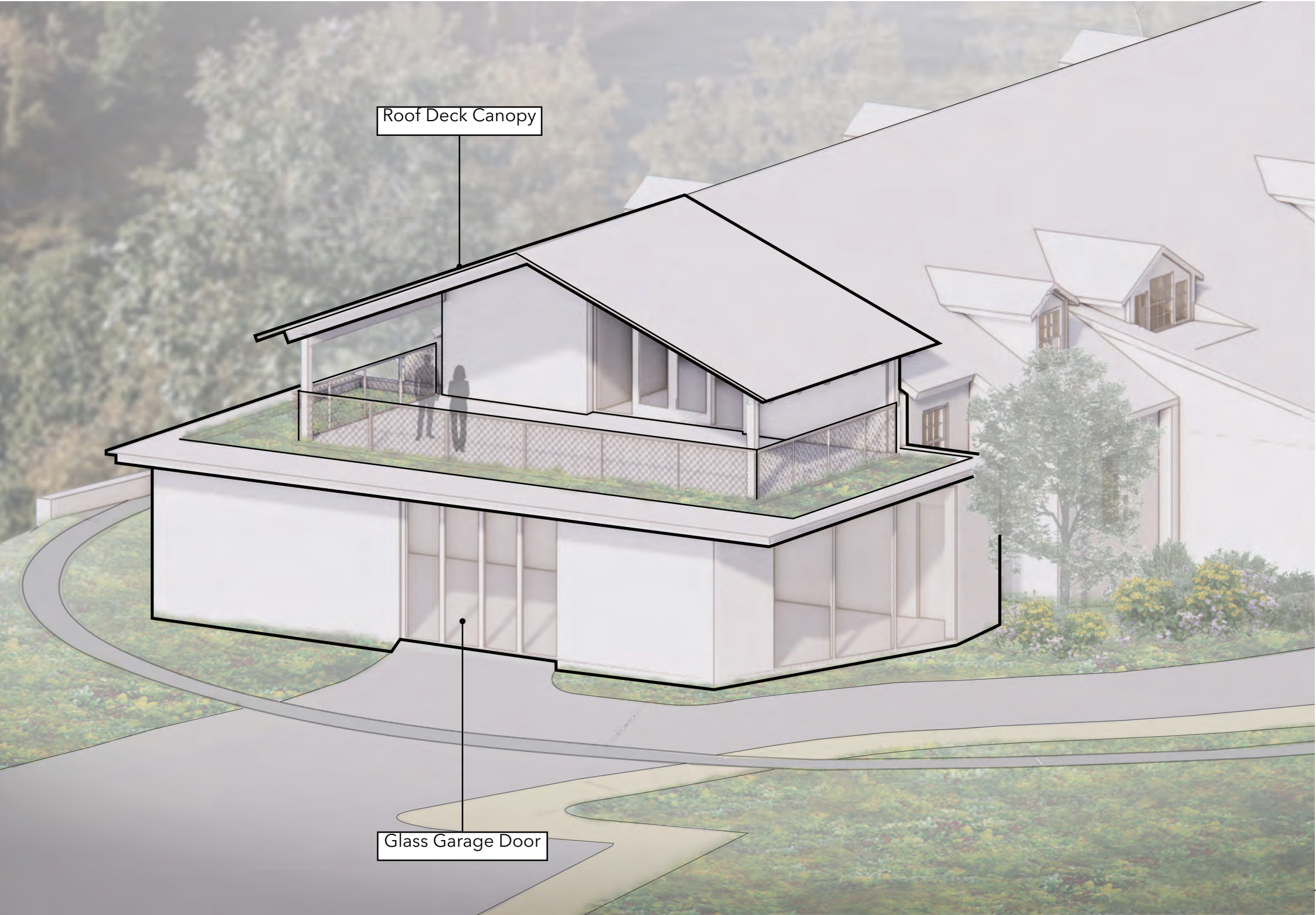
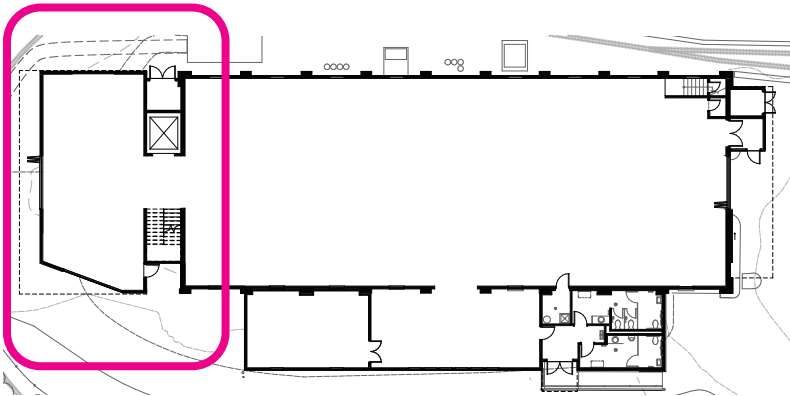
Level 1 - Proposed

Building Improvements:

- Upgrade existing garage doors to glass door + window systems
- Preserve Existing Sliding Garage Doors
- Remove existing exterior stair
- Extend existing interior staircase to Level 2
- Upgrade Elevator Cab to code-required size
- Remove existing storage at northern wall and upgrade exterior door to meet egress size requirements
- Interior upgrades to include selective improvements to finishes, casework, and MEP

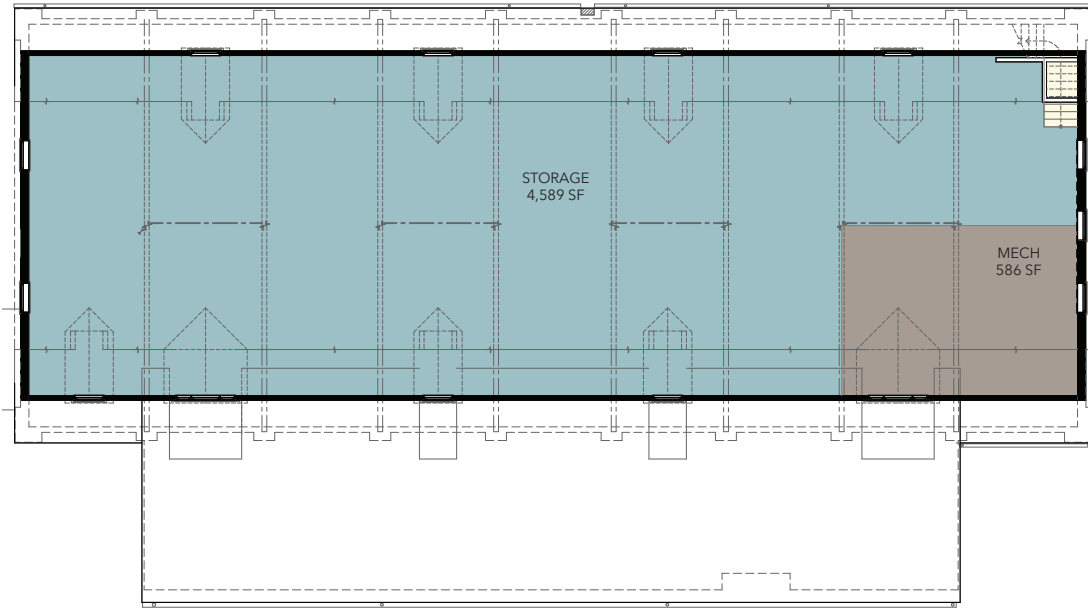


MARSHALL STEAM MUSEUM
Phase 3 - Addition

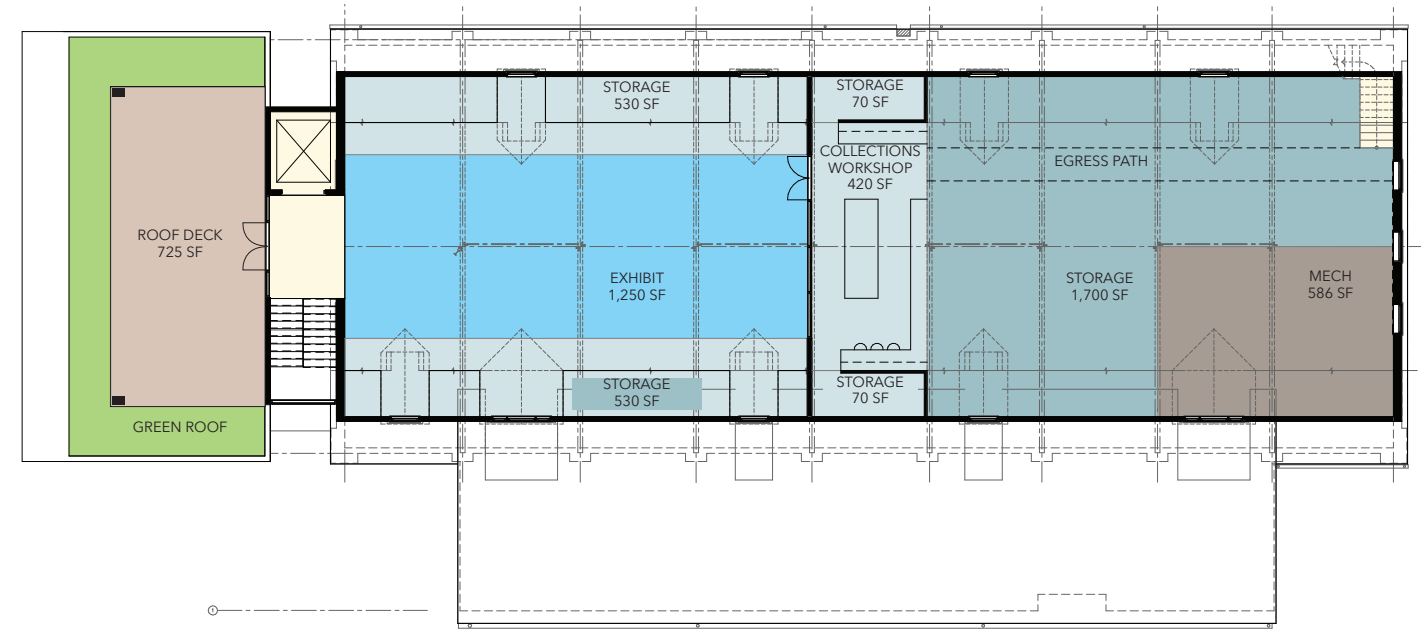


MARSHALL STEAM MUSEUM

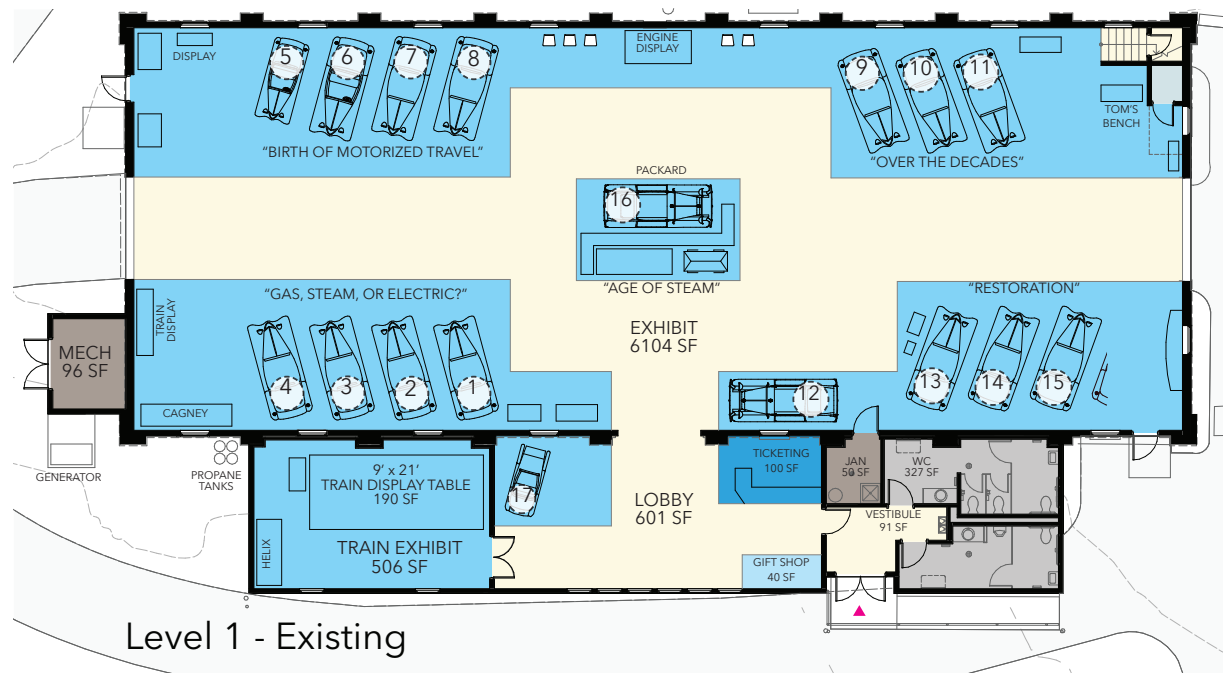
Floor Plans



Level 2 - Existing

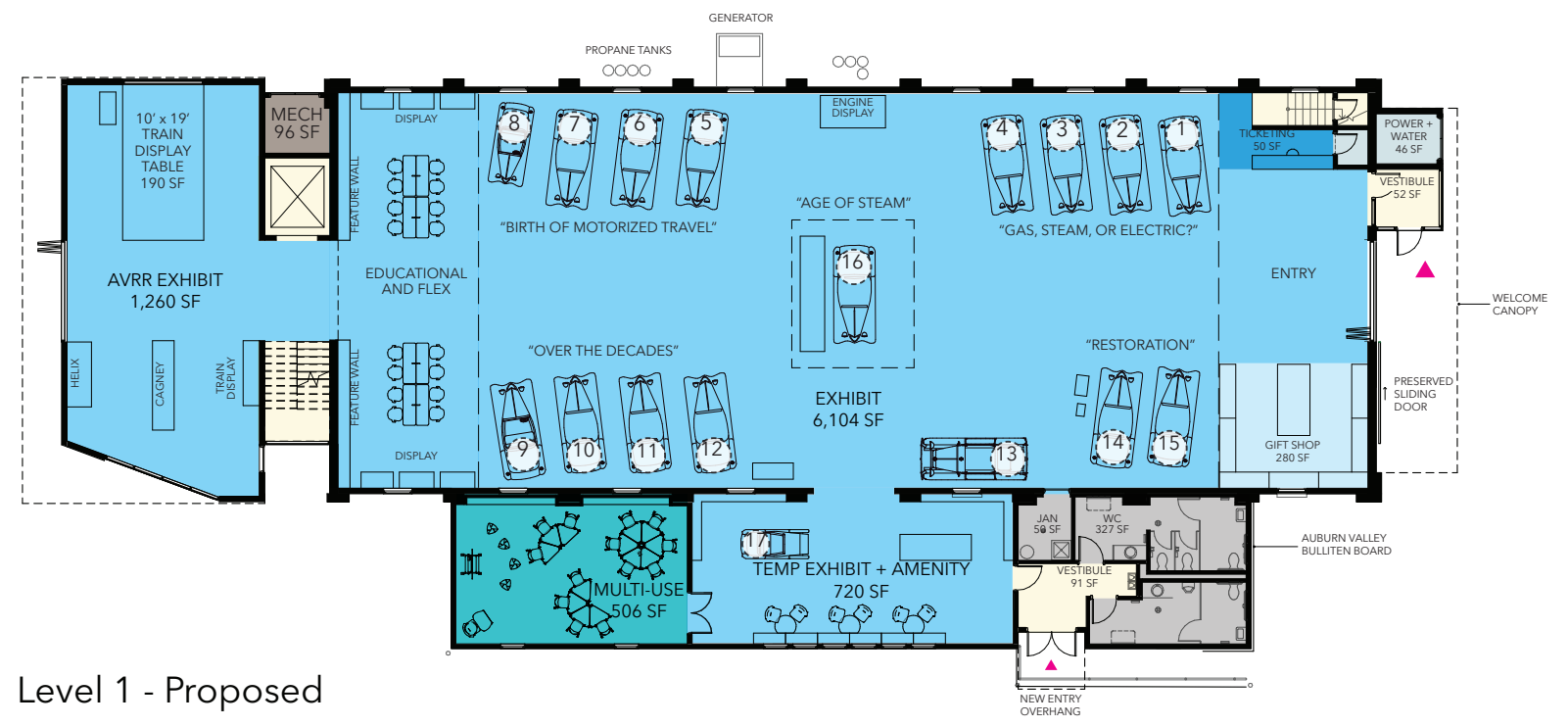


Level 2 - Proposed



Level 1 - Existing

Car Count:
Museum: 17
Carriage House: 3

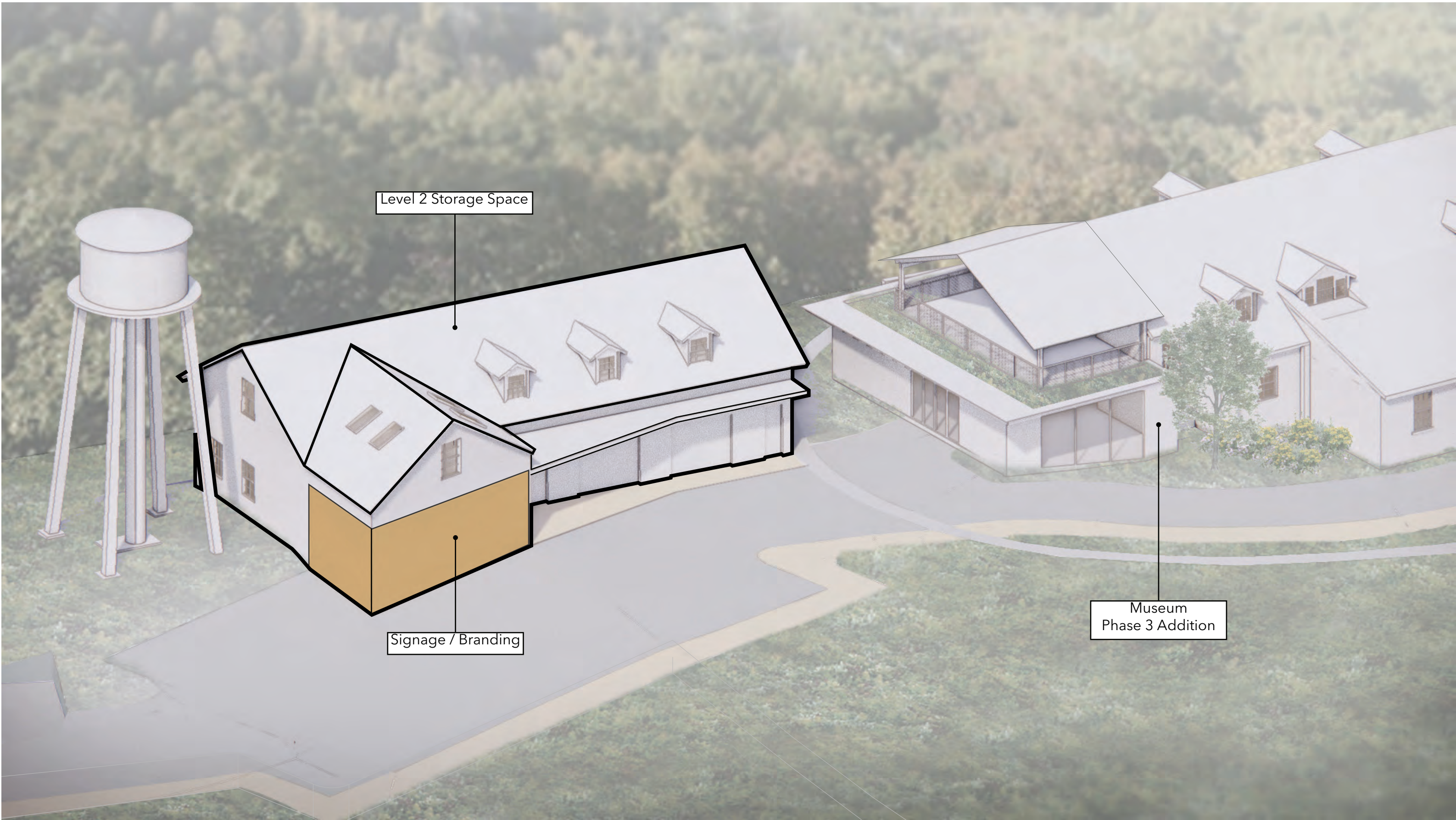


Level 1 - Proposed

Car Count:
Museum: 17
Carriage House: 3

- | | |
|--|--|
| Multi-Use | Collections Storage |
| Ticketing | Building Storage |
| Exhibition | Staff WC |
| Gift Shop | Public WC |
| Circulation | Utility |

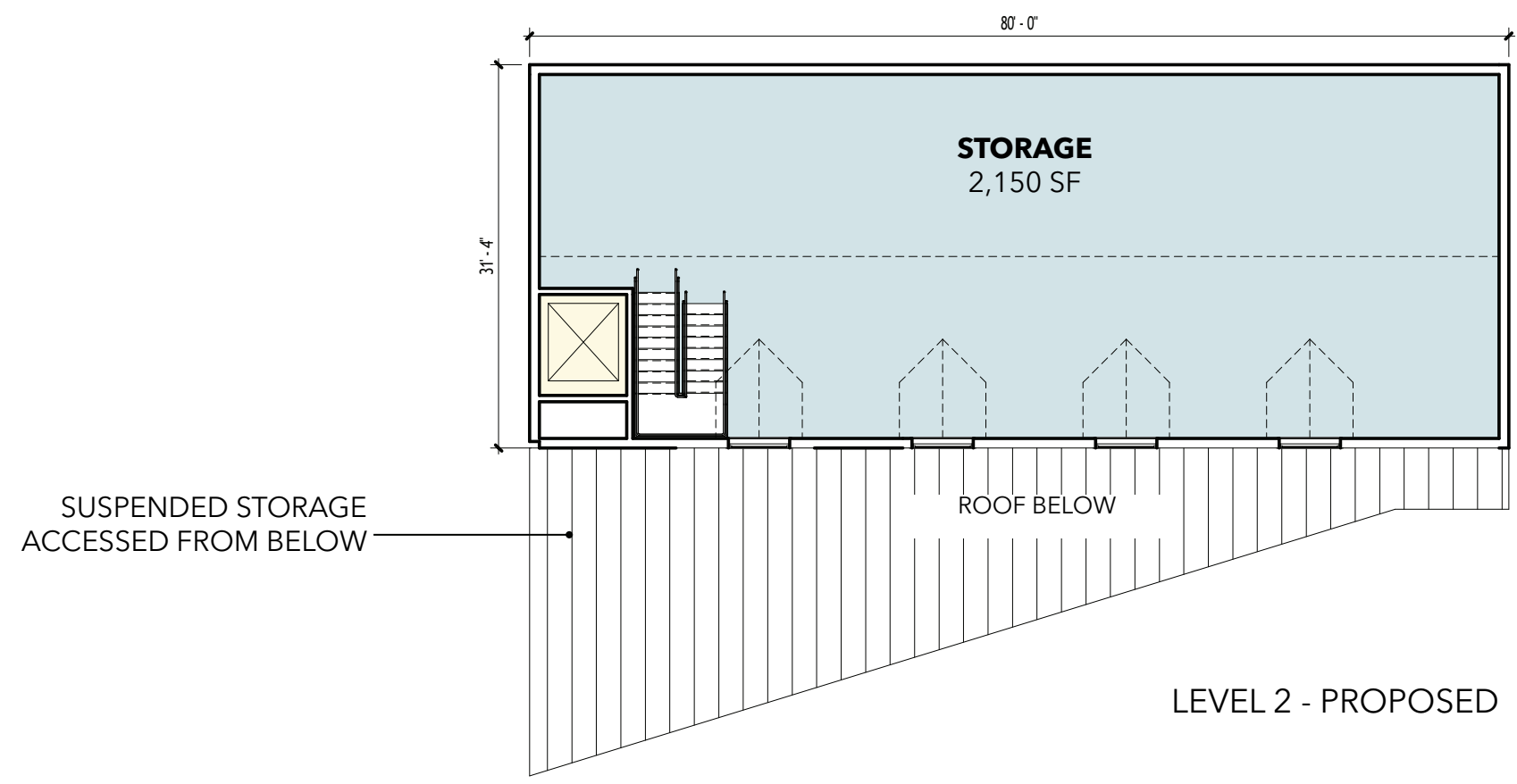




VOLUNTEER SHOP

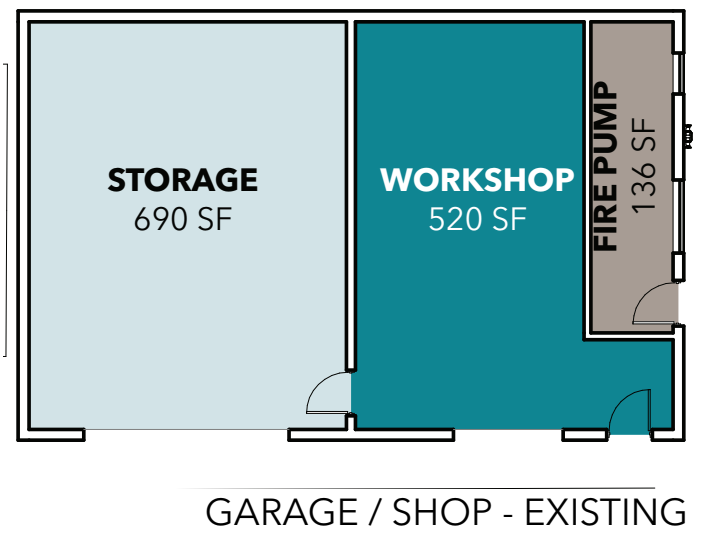
Floor Plans

13



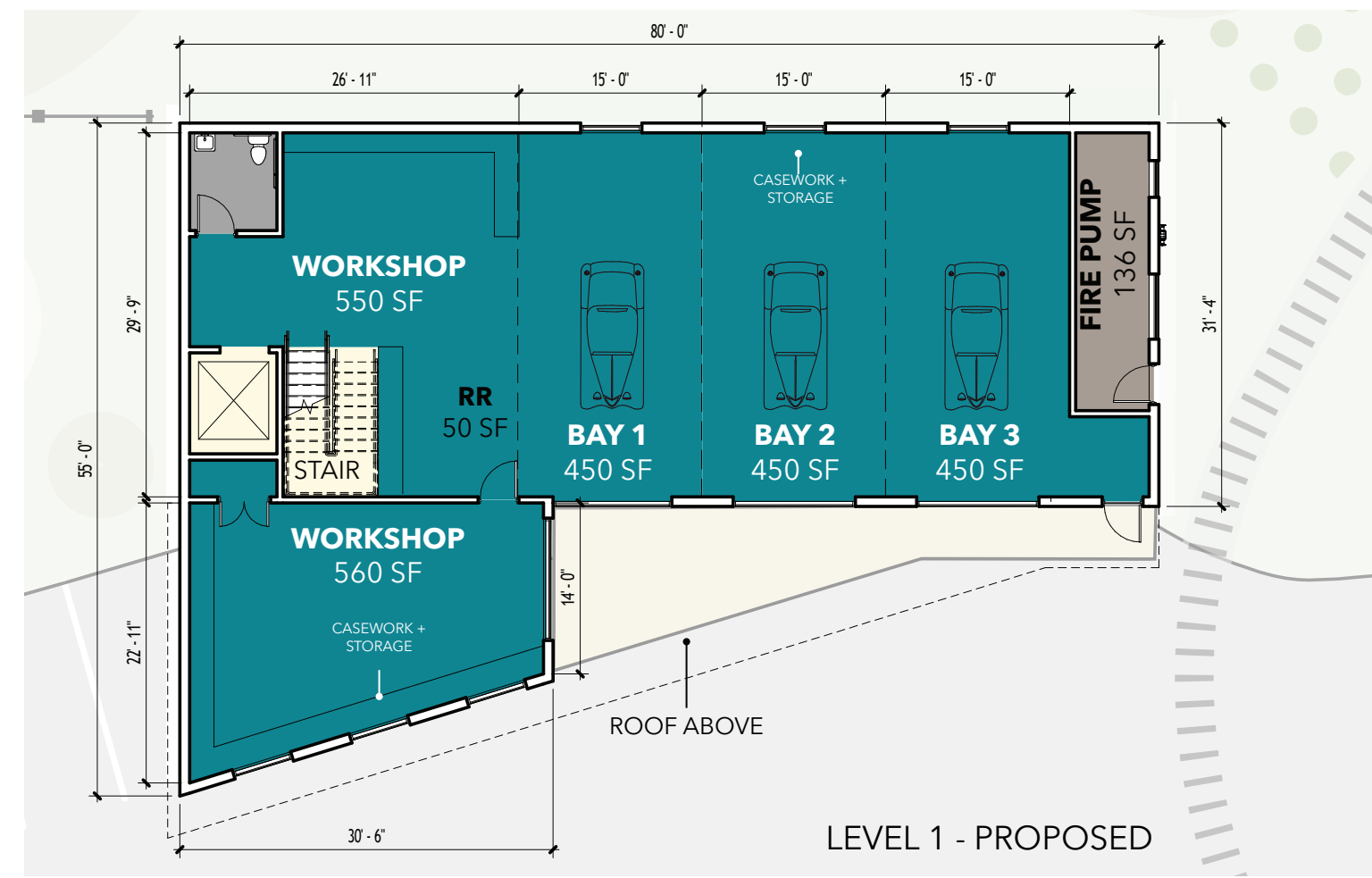
Existing Volunteer Space

Garage / Shop	
Workshop	= 520 SF
Storage	= 690 SF
Carriage House	
Workshop	= 1,810 SF
Storage	= 130 SF
Total Existing Workshop Space	= 2,330 SF
Total Existing Storage Space	= 820 SF

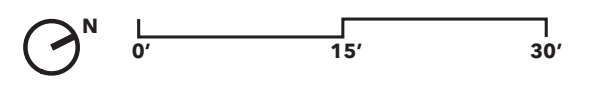


Proposed Volunteer Space

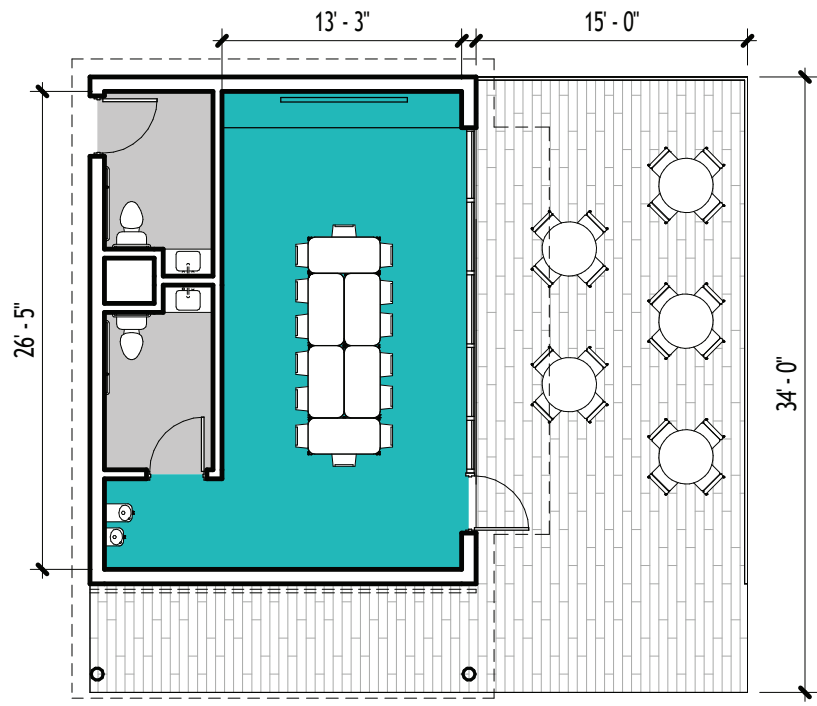
Total Proposed Workshop Space	= 2,445 SF (+115 SF)
Total Proposed Storage Space	= 2,150 SF (+1,330 SF)



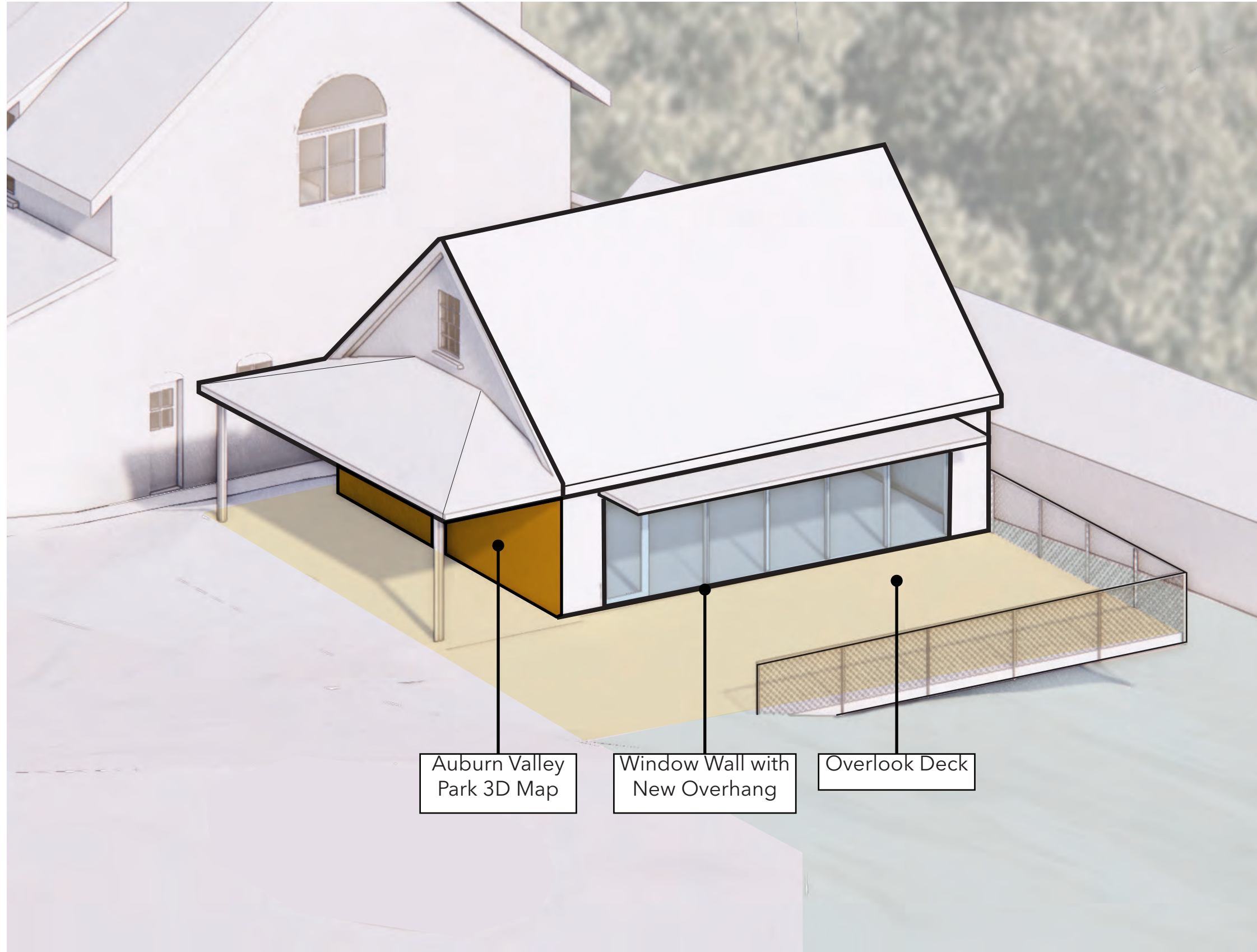
- Special Collections
- Workshop
- Circulation
- Building Storage
- Staff WC
- Utility



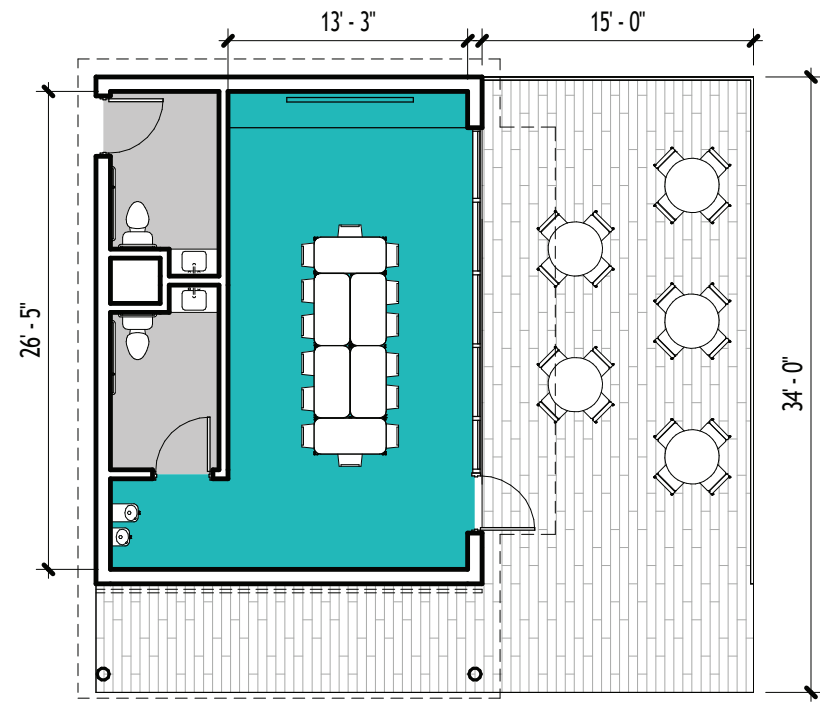
VISITOR CENTER



Floor Plan - Proposed

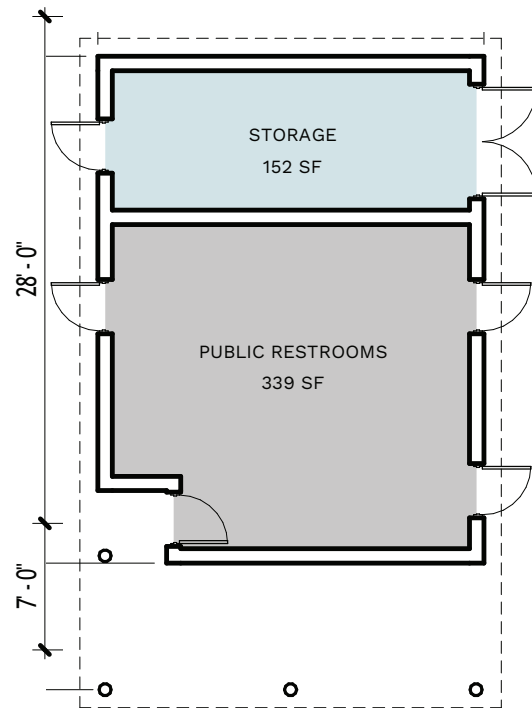


GATHERING PLACE

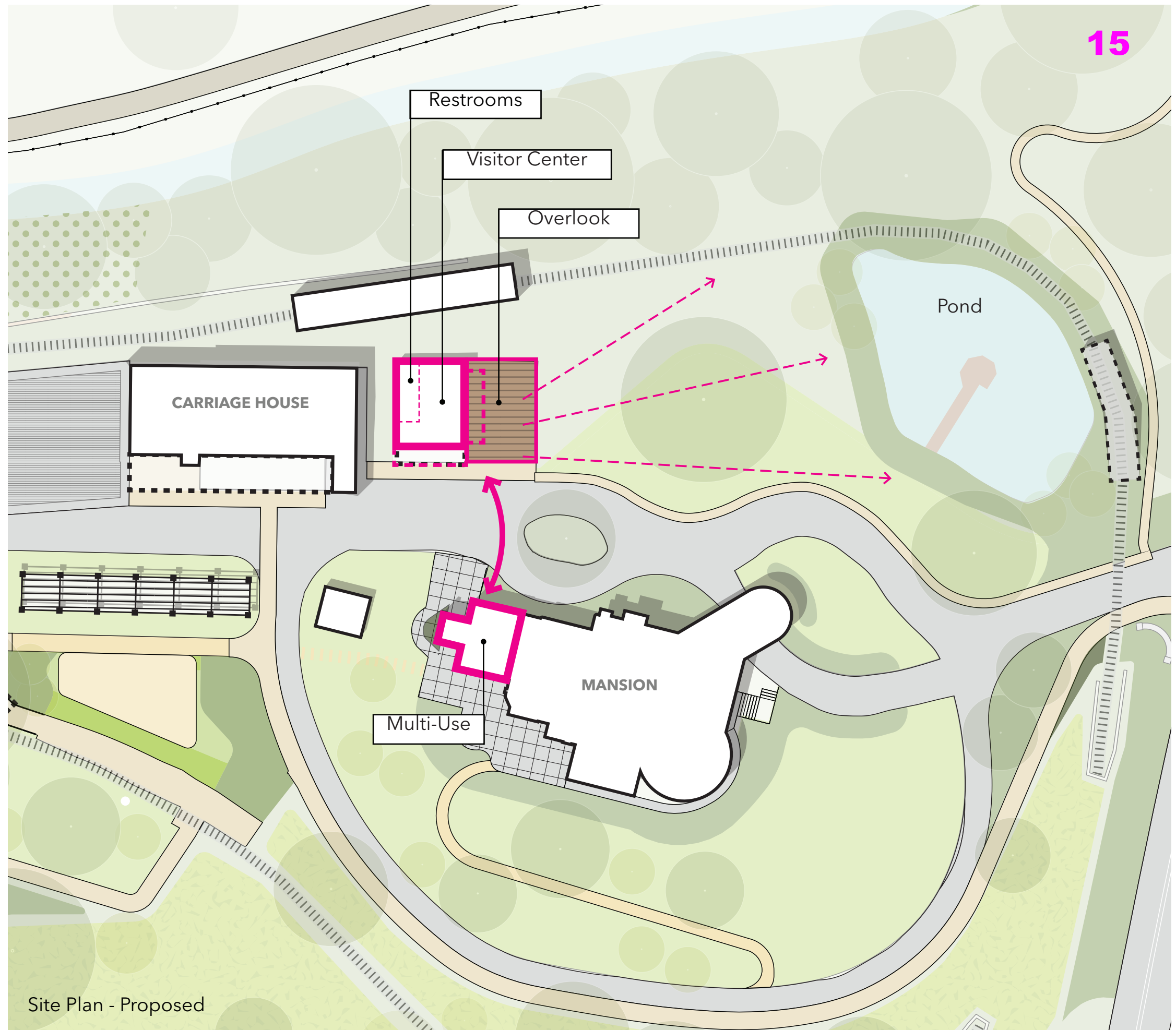


Floor Plan - Proposed

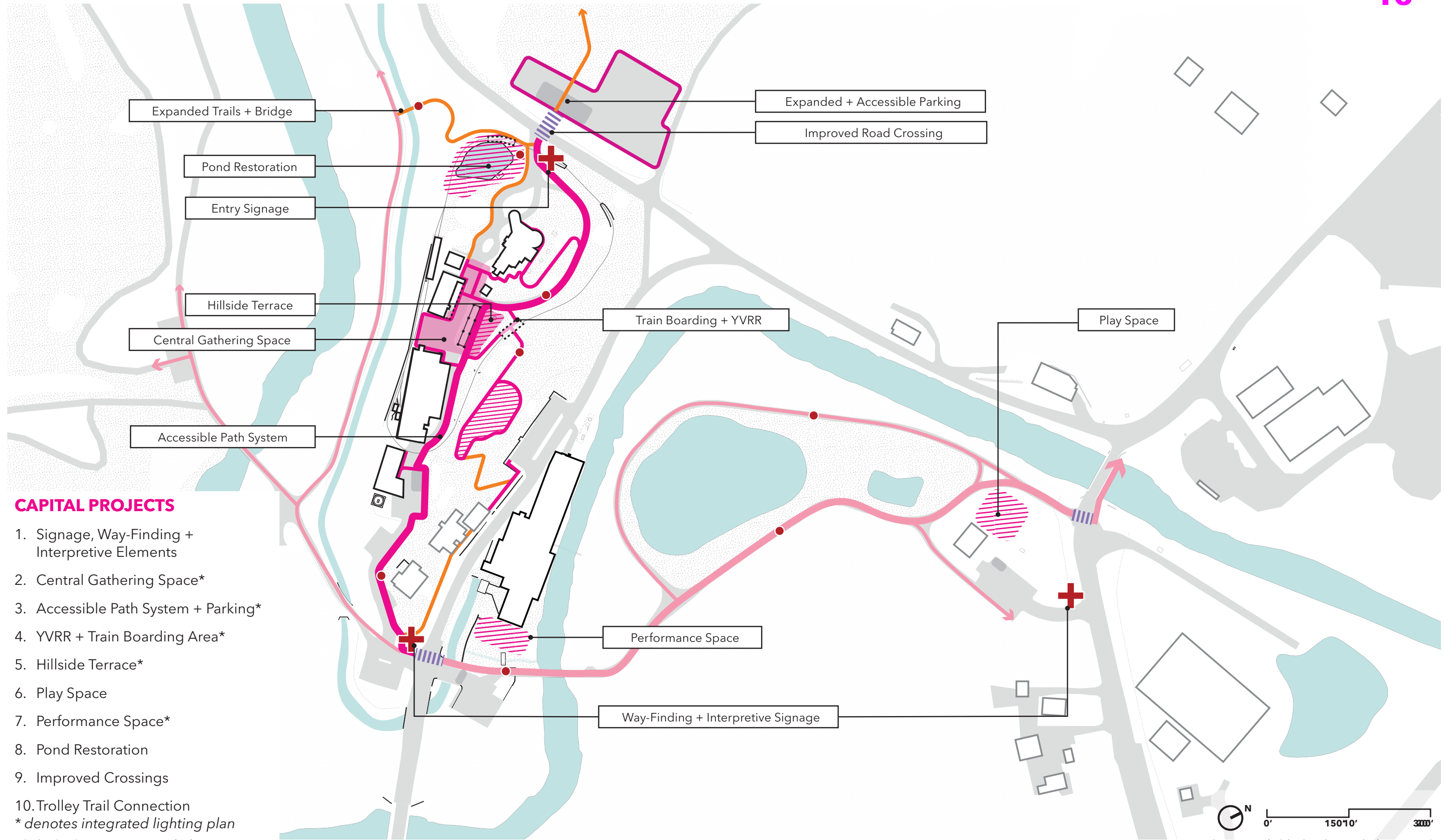
Visitor Center and Volunteer Touchdown Space. Functions include volunteer meetings, small classroom, green room for events, gallery space, Steamin' Day picnic area.



Floor Plan - Existing



Site Plan - Proposed



CAPITAL PROJECTS

- 1. Signage, Way-Finding + Interpretive Elements
 - 2. Central Gathering Space*
 - 3. Accessible Path System + Parking*
 - 4. YVRR + Train Boarding Area*
 - 5. Hillside Terrace*
 - 6. Play Space
 - 7. Performance Space*
 - 8. Pond Restoration
 - 9. Improved Crossings
 - 10. Trolley Trail Connection
- * denotes integrated lighting plan