



SUSTAINABLE COMMUNITIES PROGRAM

APPLICATION FOR DESIGNATION RENEWAL

Eligible Applicants:

- *Local Governments with a Sustainable Communities Designation*
- *Local Government Consortiums with a Sustainable Communities Designation*

Application must be submitted
on or before the expiration date of
Sustainable Communities designation.

Maryland Department of Housing and Community Development
Division of Neighborhood Revitalization
2 N Charles Street, Suite 450
Baltimore, MD 21201
410-209-5800
<http://dhcd.maryland.gov/>

Approved by SGSC 2/23/22

LARRY HOGAN
Governor
BOYD K. RUTHERFORD
Lt. Governor
KENNETH C. HOLT
Secretary
OWEN McEVROY
Deputy Secretary

Overview of Sustainable Communities

The Sustainable Communities Act of 2010 established a framework for reinvestment and revitalization of Maryland’s existing communities creating a single, locally designated geographic focus area. Since that time the “Sustainable Communities” designation has provided an efficient means of targeting scarce public and private resources for multiple State agency investments and prioritizations.

Purpose or Renewal and Streamlined Application

The Sustainable Communities (SC) designation must be renewed every five years. This renewal application provides an opportunity for local governments to update their existing SC action plan and report on the accomplishments made over the past five years. Through the renewal process, local governments can request additional technical assistance and highlight any areas from the original action plan for which progress must still be made.

Application Eligibility and Threshold Requirements

Local governments (municipal or county) are eligible to apply.

Eligible applicants are to reconvene their **Sustainable Communities Workgroup** to discuss the accomplishments and challenges of their Sustainable Community Action Plans in addition to any update they may like to make to the Action Plan. The applicant may choose to select new members to participate in the Workgroup. The purpose of this workgroup is to continue and reinforce working relationships and collaborations among local governmental departments and better align community development priorities and strategies. In addition, this is an opportunity to assess if the Workgroup would like technical assistance from State government agencies to implement certain action items or develop strategies to address local challenges.

Threshold Requirements

All Sustainable Community applications must meet the following threshold requirements:

- 1) Sustainable Community Area boundaries must be entirely within a Priority Funding Area (PFA) and should be an area in need of renewal and reinvestment that would benefit from a targeted long-term strategy. Applicants can verify Priority Funding Area boundaries by visiting the MDP website at: <http://www.mdp.state.md.us/OurProducts/pfamap.shtml> ;
- 2) The proposed Sustainable Community is within or near a town center or transportation center, or there is a need for financing assistance for small businesses, nonprofit organizations or microenterprises;
- 3) The updated Plan must be consistent with other existing community or comprehensive plans;
- 4) A Sustainable Communities Workgroup is re-convened and a roster of members should be provided with the application.

Applications that do not meet these threshold requirements will not be considered.

Application Submission and Evaluation

The Sustainable Community application will be evaluated based on thorough assessment of strengths and weaknesses and how well desired outcomes, strategies and action steps are connected to the local conditions.

The first printed page of the electronic application is a Table of Contents. This should also serve as a checklist and be used to provide corresponding tabs. In addition to the hard copies of an application, all pictures and maps are to be submitted on a CD-ROM, or send via email to the Sustainable Communities project management team. Pictures should be in a JPEG format and maps should be in a pdf format. Please also include GIS shapefiles of Sustainable Community boundaries and other GIS related data.

Incomplete applications will not be accepted.

Deliver Sustainable Community Applications to:

Sustainable Community Application
ATTN: Olivia Ceccarelli-McGonigal
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201
410-209-5826

Site Visits, Follow-up Discussion, Technical Assistance

Attendance at a minimum of one application consultation session is mandatory for all applicants. Consult with Olivia Ceccarelli-McGonigal at 410-298-5826 or by email at olivia.ceccarelli@maryland.gov if you would like to schedule a meeting.

During the application review process, the review team may make site visits and/or hold meetings with applicants. In addition, applicants may be contacted by the Department for follow-up discussions prior to awards.

When needed, the Department may offer technical assistance, in collaboration with the Maryland Department of Planning, to local governments with limited capacity to prepare their Sustainable Communities applications.

Approval

Approval of applications will be made by the Governor’s Smart Growth Coordinating Committee on the recommendation of an inter-agency review team. The review team is coordinated by the Department of Housing and Community Development. The Governor’s Smart Growth Coordinating Committee can defer the approval of a Sustainable Communities renewal to the Governor’s Smart Growth Subcabinet.

All questions related to the application, please contact Olivia Ceccarelli-McGonigal at 410-209-5826 or by email at olivia.ceccarelli@maryland.gov or your regional project manager, found at [this link](#):

<https://dhcd.maryland.gov/Communities/Documents/SRP/PM-Map-ContactInfo.pdf>

RENEWAL APPLICATION INSTRUCTIONS

The Sustainable Communities application for renewal has **three** sections:

A. Contact information, General Information, Organizational Capacity:

In this section, applicants are asked to update their contact information, provide information about demographic shifts over the past five years, discuss the strengths and weaknesses of their Sustainable Communities workgroup and share any technical assistance needs the workgroup may have.

B. Report on accomplishments over past five years:

The report is an opportunity to reflect on any accomplishments achieved in the Sustainable Community area. It is a tool used to evaluate if the SC applicant achieved its intended outcomes, implemented the strategies initially envisioned and identify what resources were used. Renewal applicants are encouraged to discuss how priorities, actions, and objectives were or were not achieved across the six elements listed on the previous page (v), including how any of the elements may have interrelated during the five initial years of SC designation.

C. Sustainable Communities Action Plan Update:

The Sustainable Communities Action Plan has been revised so that it is less time consuming and focused on developing a strategic implementation plan. Renewal applicants are encouraged to use their previous Sustainable Communities applications as a basis for their updated Action Plan. You may identify which weaknesses have not yet been addressed or which strategies have not yet

General Information – SC Renewal 2020

been implemented. Include your revitalization priorities for the next five years, basing them on your community's current strengths and weaknesses.

SUSTAINABLE COMMUNITIES PLAN ELEMENTS

The table below provides a description of each subject area/element of the Sustainable Communities Action Plan. Included are examples of common strengths and weaknesses within each subject area and the types of projects that might be implemented to address said strengths and weaknesses.

| |
|--|
| <p><u>ENVIRONMENT:</u> Describes projects involving the natural environment, our use of natural resources, and our relationships to the natural environment.</p> <p>This category includes projects focusing on (but not limited to): the quality of land, water, and air; watershed maintenance and preservation; tree canopies and green spaces; climate change mitigation and adaptation; energy conservation; green infrastructure; storm water infrastructure and management; water and sewer capacity; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation.</p> |
| <p><u>ECONOMY:</u> Describes projects centered on economic growth and management.</p> <p>This category includes projects focusing on (but not limited to): business attraction & retention; improving and maintaining the health of business districts, downtowns, and main streets; commercial vacancy reduction; workforce attraction and retention; employment/job training; marketing, branding, and tourism; improving or creating economic impact of cultural and historic assets; providing technical and financial assistance to businesses; commercial building acquisition, rehabilitation and/or adaptive re-use; and creating a sense of place and vibrancy through streetscaping and beautification.</p> |
| <p><u>TRANSPORTATION:</u> Describes projects involving the way people in your community get from place to place.</p> <p>This category includes projects focusing on (but not limited to): access to transit corridors; pedestrian safety and accessibility; sidewalks; alternative modes of transportation, such as bikeways and trails; public transit, such as bus and rail; carpooling; proximity to transportation centers; parking; and road conditions.</p> |
| <p><u>HOUSING:</u> Describes projects involving the homes people in your community live or making it easier for them to find and stay in a place to call home.</p> <p>This category includes projects focusing on (but not limited to): affordability; increasing homeownership; increasing rental housing; diversifying the kinds of housing available; improving housing condition (interior or exterior); housing programs; aging in place; preventing foreclosures; and reducing residential vacancies.</p> |
| <p><u>COMMUNITY HEALTH & QUALITY OF LIFE:</u> Describes projects concerned with public health, community culture, and the day-to-day life of community residents.</p> <p>This category includes projects focusing on (but not limited to): improvement of public safety and the reduction of crime; libraries; educational facilities and programs; health and wellness facilities and programs; senior facilities and programs; youth facilities and programs; facilities and programs for the disabled; civic amenities, access to quality food options; collaborations with faith-based organizations; arts and entertainment education; and homelessness prevention, services, and facilities.</p> |
| <p><u>LOCAL PLANNING & STAFFING CAPACITY:</u> Describes projects concerned with a local government's ability to plan for the community's future and to meet the current needs of residents.</p> <p>This category includes projects focusing on (but not limited to): updating zoning ordinances or land use; updating municipal/local policies, taxes, fees, etc.; increasing local government staff capacity; and updating planning documents like sector plans or comprehensive plans.</p> |

Additional Guidance for Developing the Sustainable Communities Action Plan

III. SUSTAINABLE COMMUNITY ACTION PLAN UPDATE

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

All communities submitted an SC Plan when the community earned its original designation. Some applicants may want to take advantage of the designation renewal process to outline new strategies, set new priorities or reaffirm existing strategies for their Sustainable Community. Changes to SC Plans may be due to changes in external factors affecting the community or changes in the priorities of the applicant.

Action Plan Guidance

The Action Plan section has been broken down into the same six categories as the Comprehensive Assessment section of this document. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

- 1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.** Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.
- 2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.** Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.
- 3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events → Develop with community input, a series of weekend events that the Town could host.
- 4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: DHCD (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Mayor & Town Council of New Market, MD

NAME OF SUSTAINABLE COMMUNITY: Town of New Market

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the application should be tabbed and organized as follows:

- Section A - Sustainable Community Renewal Applicant Information**
- Section B – Sustainable Community Renewal Report (Projects, Strategies and Partners)**
- Section C – Sustainable Community Renewal Action Plan Update (Matrix)**
- Section D – Sustainable Communities Workgroup Roster**
- Section E – Signature Letter (acknowledging Disclosure Authorization and Certification)**
- Section F – CD-ROM:** The CD-ROM should include the following contents:
 - If requesting a boundary modification, map in pdf format of the proposed Sustainable Community
 - **GIS shapefiles of the modified Sustainable Community boundary (if requesting a modification) and other GIS related data**
 - Photos (jpeg format) of your accomplished projects of the last five years (as indicated in Section B)
 - Digital copy of completed Sustainable Communities Renewal Application

I. SUSTAINABLE COMMUNITY RENEWAL APPLICANT INFORMATION

| | | | |
|---|-------------------------|--|------------------------|
| Name of Sustainable Community: | | Town of New Market | |
| Name of Applicant: | | The Mayor and Town Council of New Market, Maryland | |
| Applicant's Federal Identification Number: | | 52-0806726 | |
| Applicant's Street Address: | | 40 South Alley (P.O. Box 27) | |
| City: New Market | County: Fredrick | State: Md. | Zip Code: 21774 |
| Phone Number: 301-865-5544 | Fax Number: | Web Address: www.townofnewmarket.org | |

Sustainable Community Application Local Contact:

| | | | |
|---|-------------------------|--------------------------------------|------------------------|
| Name: Michelle Mitchell | | Title: Clerk of Council | |
| Address: 40 South Alley (P.O. Box 27) | City: New Market | State: Md. | Zip Code: 21774 |
| Phone Number: [REDACTED] | Fax Number: | E-mail Address: [REDACTED] | |

Sustainable Community Contact for Application Status:

| | | | |
|---|-------------------------|--|------------------------|
| Name: Jean LaPadula | | Title: Grants Manager Main Street Manager | |
| Address: 40 South Alley (P.O. Box 27) | City: New Market | State: Md. | Zip Code: 21774 |
| Phone Number: [REDACTED] | Fax Number: | E-mail Address: [REDACTED] | |

Other Sustainable Community Contacts:

| | | | |
|---|-------------------------|---|------------------------|
| Name: Patricia Faux | | Title: Town Planner / Zoning Officer | |
| Address: 40 South Alley (P.O. Box 27) | City: New Market | State: Md. | Zip Code: 21774 |
| Phone Number: [REDACTED] | Fax Number: | E-mail Address: [REDACTED] | |

II. SUSTAINABLE COMMUNITY – General Information

A. Sustainable Community Boundary and Description

- (1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not? Yes, the town wishes to offer assistance to businesses and residences throughout the entire town.
 - a. The new boundary will coincide with the Preferred Development Area (PFA) for our community.
 - b. Within our town boundary are several areas that were developed in the 1980's and 1990's before the more ambitious forest conservation and storm water management rules were passed. While these areas are well managed they are not contributing to the overall health of the watershed. We wish to introduce programs that can begin to make a positive impact on the watersheds in our town.
 - c. In these older areas there are significant gaps in the pedestrian system. As the local community is beginning to venture out on foot, closing the gaps has become part of our strategy to enable residents to walk to downtown.

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- d. New Market has several areas where pedestrian safety is compromised by excessive speeds and one of these is near the elementary and middle school on Main Street, the other is on Bowers Mill road and serves the town's residents. These areas need additional attention to change driver behavior.
- (2) Include the following in as an attachment (if requesting a modification to your current boundary):
- PDF or JPEG of modified Sustainable Communities boundary map,
 - GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),
- (3) Approximate number of acres of entire SC Area: **1,000 acres**
- (4) Existing federal, state or local designations:
- Main Street Maple Street
- National Register Historic District Local Historic District Arts & Entertainment District
- State Enterprise Zone Special Taxing District BRAC State Designated TOD
- Other(s):
- National Register of Historic Places
 - Historic National Road- Old National Pike (MD 144) designated an All-American Road, a - Maryland State
 - Scenic Byway and a Frederick County Scenic Byway
 - Heart of the Civil War – Heritage Area
- (5) Describe the SC Area's current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

2010 Census

- Population: 697
- Median Household income: \$100,208
- Race: White – 89.5%; Black - 5.5; Asian - 2.3%; Other - 1.5%
- Median Age: 36.3 years - Male-47.4 Female-52.6
- Average Household Size: 2.84
- Education: 97% or higher high school - 51.5%-bachelor's degree

2019 Census Update

- Population : 1551, (about a 130% increase in 9 years)
- Median Household Income: 125,250, increased
- Race: White-91.3%; Black-2.1%;, Asian-1.4%; Other-5.2%, little change
- Median Age - 34.2; Male 35; Female-32.9, decrease
- Average Household Size 3.6, increased
- Education: 97.2% or higher high school – 56.1%-bachelor's degree, little change

B. Organizational Structure, Experience and Public Input:

- (1) Describe any changes to the Applicant's organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?
- In 2016 the Workgroup, was made up of the following sub groups; the Mayor and Town Council; the Planning Commission; the Green Team, the Mayor's Business Roundtable and selected members of the Community.
 - In 2021 the workgroup includes the Planning Commission, business owners, the Mayor and Town Council, and the New Market Civic Partnership (NMCP) which received its 501c3 status, in November 2017. This non profit is tasked by the Town of New Market with managing the Façade Grant program. The board members of the NMCP were all interviewed 5/13/2021. The previous action plans were

Sustainable Communities Renewal Application - Section B

distributed to workgroup members via email for initial feedback regarding changes/current strengths, weaknesses, and opportunities. Following receipt of that feedback, a draft update was compiled and circulated for review and comment.

- c. Town staff members who provide support include Michelle Mitchell (clerk of Council), Jean LaPadula (Grants Coordinator, Main Street Manager) and Patricia Faux (Town Planner, Zoning Administrator).

(1) What have been the strengths and challenges of the capacity of the Sustainable Communities

Workgroup with respect to implementation of the SC Plan? The workgroup provided minimal input on implementation over the last year, largely due to COVID restrictions. The real strength of the work group lies in the identification of local needs and desires. Most of the local participants lack an understanding of what the State program is intended to accomplish. This requires that staff educate and furnish information about the State's approach to revitalization. Once the Workgroup reaches a level of understanding they readily offer opinions. Additionally, the Workgroups desire to make recommendations based on personal perceptions and experiences. Staff must insure that the local resources are available to assist in implementation. The citizens desire that local staff actually do the necessary follow through.

(2) How did residents and other stakeholders in the community provide input to the Sustainable

Communities Action Plan update? Information about the SC Plan Update was disseminated via email to stakeholders from the Planning Commission, Green Team, Business Round Table, Mayor and Town Council and New Market Civic Partnership. Input and feedback were solicited prior to drafting the renewal and on the initial and final drafts of the renewal package.

On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based? The town's Comprehensive Plan was reviewed in gathering information for the new Acton Plan

- (a) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan? Please describe with which revitalization strategies you would like assistance. Currently the Town's staff is providing the necessary manpower to implement the Action Plan.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:

The purpose of this assessment is to capture significant projects/improvements that have been completed since the approval of your local government's Sustainable Communities designation. In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Photos:** Please also include pictures that depict your accomplishments.

Descriptive Narrative: Please list the most significant accomplishments that apply

Accomplishment 1

Outcome:

New Market has improved storm water management by the reducing of the amounts of untreated and uncontrolled runoff in the SC area.

Projects: The Town Council approved the Elimination of Fire Pond Retrofit and installation of step pools. This project is now complete and functioning as desired. By constructing this project, an algae plagued non-functioning facility that was both unsightly and unhealthy was removed and replaced with a series of engineered step pools. This project has several parts the largest of which focused on the step pools and had a budget of \$185,000.

Partners: Town of New Market Staff / Maryland Department of the Environment, State of Maryland

Impact: The introduction of step pools provides an opportunity for volume and velocity of runoff to be controlled. Other projects are now moving forward that will take advantage of this improved facility by redirecting surface water and underground conveyance water to it. The natural environment downstream of the step pools now has an opportunity to improve overtime. With water quantity now controlled repair of erosion damage downstream can proceed. A second project (discussed in Accomplishment 3) was able to proceed as a result of the success of this effort.

Accomplishment 2

Outcome: New Market improved the appearance & accessibility of structures within the district. Change the overall image of the SC Area in time for the 225-year mark in the town's history.

Projects: Façade Grant Program, (3 rounds). In the first award the NMCP (501C3) awarded to 8 qualified applicants matching grants totaling \$25,000.00. In the second award the NMCP (501C3) awarded to 8 qualified applicants matching grants totaling \$50,000.00. We have recently received notice of a third award for an additional \$50,000.00

Partners: Town Staff / MD DHCD and NMCP (501C3)

Impact: The town's Main Street was significantly improved visually. Most to the properties were historic and the improvements helped to stabilize some of these structures, in addition to upgrading the appearance. Because local living environment is a source of civic pride, the improved properties will be showcased in future house tours. These improvements further translate into increased property values, (which improves local tax base) and encourages businesses to relocate to Town based on the improved business climate.

Accomplishment 3:

Outcome: New Market improved pedestrian and vehicular safety, improved traffic flow and circulations options for drivers, reduced local traffic congestion, and improved storm water management.

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Projects: Town of New Market, North Alley Improvements, Storm-water Infrastructure. This project is projected to cost \$1,246,000.00.
Partners: Town of New Market, in partnership with the State of Maryland Department of General Services, (Matching grants).
Impact: Local traffic congestion will be reduced and pedestrian vehicular safety will be improved. This will create a supportive environment in which local businesses can thrive.
In a separate project (funded exclusively by the Town) it addressed additional Main Street safety concerns with more speed signs and bollards and changing the alley circulation patterns to include one-way segments.

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: New Market's desired outcome was and still is that the historic old town hall structure at 39 West Main Street is repurposed to expand the critical mass of district activities.

Narrative: In 2016 the historic structure at 39 West Main Street was still functioning as the Town Hall, however, during that time it was becoming increasingly clear that its location was better suited for a commercial or residential use. There were numerous inquiries by investment entities for leasable space on Main Street.

In 2016 the Town acquired and began remodeling of a modern residential property at 40 South Alley/. This New Town hall is now occupied and 39 West Main Street is now vacant and available for re-purposing. There is interest in leasing the now vacant, yet delightfully appealing historic structure.

It is unfortunate that this structure has serious structural and code related issues that need to be addressed before it can be economically viable. The Town of New Market does not have the resources readily available to correct these structural and code related issues. The current concept has been to lease it to an entity that could make necessary alterations as part of its business plan, and open a long term business type to enlarge New Market's retail base and thus enlarge the tax base.

Several obstacles have been identified that are delaying this desired outcome. First, the cost of commercial water and sewer tap fees is very high. Any entity needing public restrooms would be faced with this hurdle. Second much of the building is compromised by ADA related issues. Finally structural concerns must be addressed. The costs of addressing these appear to eliminate many potential users. These issues make the repurposing of this historic structure, very difficult. It is hoped that in the future, funds might become available to assist a potential lease applicant.

Outcome: New Market needs a Joint Planning Agreement with the County of Frederick and the Town of New Market that provides a way forward to resolve long standing planning concerns.

Narrative: Frederick County like many suburban counties across the country is facing budget shortfalls and pressures to avoid tax and fee increases. Frederick County wishes to add additional services. New Market is in a similar position with people desiring to move into the town and of course, desiring similar services. The town's ability to continue to grow will influence long range planning decisions that the Mayor and Town Council will make concerning services offered without increasing taxes.

The Town desires a frank discussion with the County on growth strategies that does not compromise smart growth initiatives, but addresses the needs of our growing population. This has been an allusive prize and it continues. The potential paths forward may be more easily voiced in an environment of constructive dialog, perhaps on neutral ground.

Outcome: New Market desires a safe and attractive pedestrian connection at the intersection of (MD75) and Old National Pike (MD144)

Narrative: The eastern portion of New Market is separated from the remainder of the town by an essential traffic corridor (MD75), which experiences AADTs in excess of 14,000. There is no accommodation for the pedestrian. As both MD144 and MD75 are entirely State owned, the solution lies under the control of the MDSHA. New Market desires to contribute to the dialog and advocate for pedestrian connection. We understand that the state has identified this intersection as needing attention, but as yet no action has been initiated.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: COMPREHENSIVE ASSESSMENT

Purpose:

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

Please answer the following questions to the best of your knowledge.

Check “YES” if applicable to your community. If you answer “YES” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “NO” if the question item did not have any impact on your community. If you answer “NO” please briefly summarize what kept you from achieving your plan’s desired outcomes. Check “N/A”, if the question item does not apply to your Sustainable Community.

| ENVIRONMENT | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan’s desired outcomes? |
|---|------------|-----------|------------|--|
| 1. Has there been an improvement in water quality? Have you completed any projects intended to improve water quality? Ex. impervious surface reduction, storm water improvements etc. | yes | | | Yes, the conversion of the fire pond and the installation of the step pools have resulted in a noticeable improvement in both the water quality and appearance. The previous fire pond was no longer discharging as designed and was instead spilling over the impoundment, transporting with it large amounts of sediments and debris. This pond created noxious odors and was filled with sediment and algae. It now is designed to control runoff and naturally improve water quality. This preceded other desired changes such as the North Alley improvements which have also been successfully completed |
| 2. Have you improved wildlife habitat in your community? Ex. native plantings, pollinator gardens, rain gardens | yes | | | New Market is a rural community that contains within its boundaries prosperous farm fields, lush stream valleys, forests and parks. Wildlife within New Market is abundant. We have several reforestation projects underway which will add to the habitat areas. |
| 3. Have you increased access to green space, parks or outdoor recreational opportunities? | yes | | | Yes, we have increased access to green space. New Market acquired a single family residence for a town hall and with it came close to 2 acres of open area which serves as passive green space. Additionally we have made improvements to our Community Park using Program Open Space funds to offer a better experience for the children of the community. |
| 4. Have you implemented operational sustainability practices (example: town hall enhancements) and or community-based practices? (Ex. Rain barrels or rain gardens at residences, recycling, composting etc.) | yes | | | Yes, we have implemented new sustainability practices. Our Green Team has partnered with Frederick County to sell composting bins and rain barrels at reduced rates. In order to receive the rain barrel, residents were required to attend an hour long workshop conducted by the Frederick County Sustainability and Environmental Resources office. The workshop taught residents about storm water runoff, how nutrient and sediment inputs impact the health of the Monocacy River and ultimately the Chesapeake Bay, and were trained on how to install the rain barrels correctly to be able to runoff and conserve water by using them to water lawns and gardens. |

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|---------------|--|--|--|--|
| OTHER: | | | | |
|---------------|--|--|--|--|

| ECONOMY | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan’s desired outcomes? |
|--|------------|-----------|------------|--|
| 1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District? | YES | | | Our local business climate remains strong despite the influence of the Covid crisis despite the loss of one of our restaurants on Main Street. We are anticipating the opening of three new businesses: a coffee shop, sandwich shop, and a tea shop are preparing to open in vacant commercial space, but their openings have been delayed and are taking longer than anticipated. These will support the food and drink related businesses will serve local office workers. Several businesses have successfully evolved into “Online” retailing and services. New Market has attracted eight “net new” in the past five years |
| 2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development? | Yes | | | In 2018 New Market applied for and received Maryland Main Street Affiliate designation. Subsequent to that event we attained full designation status. New Market applied for and became a “Keep America Beautiful Affiliate” in 2021. |
| 3. Has there been an increase in foot traffic in the Main Street/commercial district? | | | N/A | Prior to March 2020 (when Covid began), foot traffic on Main Street was steadily increasing. The availability of street parking on Main Street had become an issue that the Mayor and Town Council were trying address. As of May of 2021 with the restaurant restrictions lifted and the wearing of masks cutback that foot traffic is on the rise again. |
| 4. Have the number of commercial vacancies decreased? | | | N/A | Vintage, one of the two restaurants on Main Street, closed in March 2020 at the start of the pandemic. 8 West Main is one of our larger commercial spaces and it is currently only being utilized for special events such as weddings. While not technically vacant, it is ‘under’ utilized. In addition, the owner of Vintage has also cited prohibitive capital costs. Prior to March 2020, there were three commercial spaces available. As of May of 2021, there is one commercial space available. This represents a modest decline. |
| 5. Has there been an increase in local jobs within the Sustainable Community for its residents? | | | N/A | While there has been a rise in population, there has been no noticeable change in the employment numbers for New Market with the exception of one restaurant (the Derby) which is now open for 3 daily meals. This represents a small staffing increase at this location. |
| 6. Has there been an increase in workforce development training or other opportunities for connecting potential employees to well-paying jobs? | | | N/A | While there has been a rise in population, there has been no noticeable change in the employment numbers for New Market. Many of the purchases of the new homes are made by individual that work outside the town. |
| OTHER: | | | | |

Sustainable Communities Renewal Application - Section B

| TRANSPORTATION | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|-----|----|-----|---|
| 1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover? | YES | | | Because of the rolling terrain of New Market, most of our efforts have been focused on needed sidewalk connections and surface improvements. We implemented a pedestrian connection linking Isaac Russell to Lewiah Fields a public open space run by and for the town by a non-profit LOUYAA. This connection allows pedestrian access from a major subdivision to a popular recreation area. |
| 2. Have there been improvements to the public transit infrastructure? | | NO | | With a population of roughly 1551 residents, New Market does not have adequate population to support local transit, though the Town is served by County Transit and a MDOT Park and Ride facility abuts the town boundary south of I-70 |
| 3. Has there been an increase in sidewalks? (Amount in linear feet). Were accessibility elements added, such as more ADA-accessible ramps and signage/signals? Has there been a noticeable increased use of these walking places? | YES | | | Yes, the Maryland Department of Transportation (State Highway Administration) in partnership with the Town of New Market completed a re-construction of Main Street. This facility was turned over to the Town in 2019. This included major upgrades to the pedestrian elements including street lights, benches, trash receptacles, signs and ADA ramps. The almost 4,000 feet public sidewalks were improved and added. This included all of Main Street from that lies within the Historic District of the Town Boundary. Also another 400 feet of new sidewalk were added in 2021 connecting our regional park to our Royal Oaks subdivision. |
| 4. Have there been any roadway improvements that support "Complete" or "Green" streets? | YES | | | The New Main Street includes substantially improved storm water facilities, new street trees, and increased pedestrian access. Additionally MDOT, through a grant of \$1,000,000.00 is providing the necessary funds to rebuild a significant portion of the North Alley system. This grant will fund storm water upgrades and new and wider road beds. These new road beds will provide additional width to allow vehicles, pedestrians and bicycles to share a road. |
| 5. Has traffic congestion along major roads decreased? (Amount in percent) | YES | | N/A | As a result of the reconstruction of Main Street, and initially, the capacity of Main Street had improved and traffic conflicts have been reduced. Additionally the Town re-organized the 'one way' patterns of the adjoining alley system to further reduce traffic congestion and confusion for the drivers. This also increased the efficiencies of both Main Street and the alley system. However, overall volumes continue to grow within the town as more development is approved on County land without corresponding traffic improvements. A recent rise in speeding and accidents (including two rollovers) has occurred. Implementation of the planned bypass would greatly improve both safety and efficiency of Main Street. |
| OTHER: | | | | |
| HOUSING | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |

Sustainable Communities Renewal Application - Section B

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|---|------------|-----------|------------|--|
| 1. Have any residential facades or interiors been improved? Has the energy efficiency of any housing units been increased? | YES | | | The New Market Civic Partnership has administered the Façade Improvement program for the Town of New Market. With this effort \$25,000.00 has already been granted to local citizens and the MD DHCD has awarded another \$50,000.00 for further distribution. The Green Team has offered energy audits to local citizens and provided 'free' LED Replacements for any incandescent or florescent light bulb to help increase energy efficiency of local residences. |
| 2. Has the home ownership rate increased? | YES | | | Yes, Royal Oaks is a subdivision currently delivering market rate units. This subdivision is wholly a 'for sale' development thus increasing home ownership in New Market. |
| 3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable? How many are within .5 miles of a transit stop? | YES | | | The Royal Oaks subdivision has increased the housing stock by 52 units since 2016. These are all market rate units within the town boundary but several miles away from the State owned Park and Ride. This facility was located by the state outside the town boundary and serves an area much larger than the town. This facility is not located in an area where housing is planned. |
| 4. Has there been demolition of blighted properties? | | NO | | New Market currently contains only three properties that could be considered blighted. All three are in some form of transition to either redevelopment or remodeling. A fourth property of about 3 acres, contains 8 mobile home and a commercial property all of which are slated to be removed by redevelopment and replaced with 27 market townhouses and two commercial pad sites. |
| 5. Has the residential vacancy rate decreased? | | | N/A | Though this is not a category that the Town tracks, there are currently no managed rental properties available. |
| 6. Has the jurisdiction partnered with any community development corporations to improve its housing stock, increase the availability of affordable housing, or support those experiencing homelessness or being threatened with eviction? Has the jurisdiction initiated any of its own programs to do the same? | | | N/A | Currently the housing inventory is sufficient to meet the needs of its residents. However there is ample evidence of increased demand for housing. New Housing stock is under consideration by local developers. There are very few evictions from rental units, and those are caused by lease. |
| 7. Has there been an increase in homeownership counseling services or individuals accessing such services? | | NO | | The Market for single family homes is very strong in New Market. The local realtors and lending institution supply the necessary counseling for first time buyers |
| OTHER: | | | | |
| COMMUNITY HEALTH & QUALITY OF LIFE | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |

Sustainable Communities Renewal Application - Section B

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|---|-----|----|--|--|
| 1. How many historic properties were renovated/improved? To your knowledge, did the renovations mitigate certain environmental hazards such as lead and asbestos? | YES | | | In the first iteration of the Façade Improvement Program the New Market Civic Partnership (NMCP) awarded 8 applicants façade improvement grant funds totaling \$25,000. Taking into consideration, the 50/50 match requirements, this represents a total investment of \$50,000 in improvements. |
| 2. Have there been improvements and/or additions to your public or community available spaces? Examples include museums, community centers, public plazas, murals and public art. | YES | | | New Market was awarded \$300,000 of Project Open Space funds as administered by MD DNR. These funds were used to replace and upgrade the play equipment at our community park. Our pocket park, 'Massenelle Park' received a long overdue remodel and in the spring of 2020 our first piece of public art was installed at our new town hall. |
| 3. Are there opportunities for residents to gather, communicate and celebrate? Do they serve multi-generations and all populations in the community? Examples are wide-ranging and may include fairs, community history days, neighborhood meetings, etc. | YES | | | New Market has multiple opportunities for residents to gather, learn, and socialize. New Market's 'Events Committee' sponsors numerous activities such as Christmas in New Market, a daylong event in December for families and shoppers. The committee is also sponsoring a Block Party in June. In addition, volunteers are welcome and appreciated on a number of committees and commissions. |
| 4. Have there been any changes in access to health and wellness services? Examples include mobile clinics, hospitals, and tele health opportunities. | | NO | | New Market is currently served by Liganore Counseling and Wellness Center, Amber Hill Therapy Centers and numerous Frederick County Health Services. |
| 5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/outdoor courses or groups)? | YES | | | New Market is currently served by two small community parks, one regional park and a for-profit Amusement Center (Adventure World). The regional park (Louyaa Fields) is operated by a nonprofit organization which is focused on "league play" with a variety of sports, at all ages' levels. |
| 6. Do all residents have access to healthy food options such as fresh food grocery stores, farmers markets, community gardens, etc., within the Sustainable Community? | YES | | | New Market is served by Food Lion, a grocery chain store. In addition, the Green Team sponsors a Farmers Market on the 2 nd and 4 th Saturdays in May, June, July, and August. There are several seasonal Farm Stands in the immediate area that provide fresh produce seasonally. |
| 7. Has there been a decrease in crime rate? | | | | New Market has an A+ rating for local crime and is considered a very safe place to live, work and play. |
| 8. Do all residents have access to the Internet and other basic utilities and services? | YES | | | New Market is served by Verizon and Comcast for phone and internet services. Potomac Edison provides electric power to New Market and Frederick County provides water and sewer. |
| OTHER: | | | | |

Sustainable Communities Renewal Application - Section B

| LOCAL PLANNING & STAFFING CAPACITY | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|-----|----|-----|--|
| 1. Have there been any infill developments? | YES | | | The Town Council is currently considering one infill project. The Town Council is considering three more. Marley Commons and Jabez, both in final stages of approval and awaiting final permits. The Largest is Calumet is also awaiting sewer / water access from the County. We also had a new single house constructed in the historic district. |
| 2. Has there been an increase in the amount of preserved/protected land? | YES | | | As final plats are approved with each new subdivision, dedicated open space is increased. Currently, New Market is considering 3 new developments that will add to the open space available to local residences. |
| 3. Have there been any developments hindered by growth constraints? If so, please describe. Example constraints could be inadequate infrastructure, insufficient zoning density/intensity, or lack of buildable land. | YES | | | The Calumet development proposal which was active as of 2016 is now going through changes. While initially a "Smith Cline" development, control of the land has now reverted to the original owners and they are once again entertaining a proposal from a new developer lead. The project met with continual delays because a necessary Sewer / Water agreement could not be reached between the County and the Town. The reasons for this stalemate are wrapped up in political questions. |
| 4. Have there been any zoning or policy changes that have fostered growth or redevelopment in your Sustainable Community? | | | | For the last decade, Town of New Market has continually supported new development proposals and redevelopment of its existing land and properties. This is a direct result of the implementation of a game changing Land Development ordinance which was adopted in 2009. |
| 5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)? | YES | | | In 2018 MD SHA completed a re-construction of Main Street and formally took possession of the right of way. With that effort new sewer and water connections were made to the existing water and sewer mains, new street lights, new benches and new trash receptacles installed. The town has renovated a fire pond into step pools and embarked on an effort to renovate the alley system. This renovation will improve storm water management and pedestrian safety. |
| 6. Have you hired any new staff members, reassigned duties, or procured the services of a contractor to increase or better align local capacity? Have you implemented any professional development programs? | YES | | | New Market has very recently hired two new staff persons and reassigned duties and responsibilities to reflect the changing needs of a growing town. Our efforts are focused on providing services that match the needs and desires of our community. |
| 7. Has your community initiated or completed any planning efforts that will support the Sustainable Community area, including comprehensive planning, small area planning, or planning studies? | YES | | | In 2017 the Town Council and the New Market town planner completed an update of the Comprehensive Plan Update. Within that document are commitments to support sustainable initiatives and actions that will benefit the citizens over the next decades. |
| OTHER: | | | | |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|---|------------------------|---|--|
| Community Legacy (CL): Successful applications <ul style="list-style-type: none"> • Façade Improvement • Façade Improvement • Signs Unsuccessful applications <ul style="list-style-type: none"> • Overhead signs and Poles • Old Town Hall renovations | DHCD | 25k 50k 20k | We are aware of this program and we will continue to apply for these grants that we may improve our community's position in the local market. We are anticipating a request for \$50,000 in our 3 rd application for façade grants. We are seeking funds to assist with the renovation of an historic structure (Old Town Hall) but as yet we have not received assistance for this particular need. We have not received funds for overhead signs and poles on Main Street. | These programs are administered by the New Market Civic Partnership for the Town of New Market |
| Strategic Demolition Fund (SDF): <ul style="list-style-type: none"> • | DHCD | 0 | We are aware of this program and we anticipate applying for funds for assistance with Tap Fees in the next funding cycle. We intend to apply for assistance with Sewer / Water Tap fees assistance when we have an application for lease of Old Town Hall | |
| Community Safety & Enhancement Program: | MDOT | 0 | We are aware of these programs and will use them as necessary to improve our community's position in the local market. We intend to ask for assistance to improve the intersection at Md 144 and Md 75. | |
| Maryland Bikeways Program: | MDOT | 0 | We are aware of these programs and will use them as necessary to improve our community's position in the local market | |
| Sidewalk Retrofit Program: | MDOT | 0 | We are aware of these programs and will use them as necessary to improve our community's position in the local market. Our Sustainable Community Renewal Application includes a request to expand our Legacy Boundary in part so that we can take advantage of this program. | |
| Water Quality Revolving Loan Fund: | MDE | 0 | With the latest census and the projected population increase, New Market will take on a more active role in the monitoring and mediation of water quality concerns within the town boundary. Our Sustainable Community Renewal Application includes a request to expand our Legacy Boundary in part so that we can take advantage of this program. | We are currently doing a town wide assessment of our resources and needs. |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|---|---|------------------------|---|--------------------|
| Other Funding Programs: <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i> | | | | |
| *Please add more rows if necessary | | | | |
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| COMPETITIVE FUNDING: Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source? |
|--|
| (This area is left blank for the applicant to provide details.) |

Sustainable Community Action Plan

New Market Sustainable Action Plan

Example Section

| <u>Strengths</u> | <u>Weaknesses</u> |
|--|---|
| <ul style="list-style-type: none"> Insert bulleted list of strengths (provide some detail as to why and how this is a strength in your community) | <ul style="list-style-type: none"> Insert bulleted list of weaknesses (provide some detail as to why and how this is a weakness in your community) |

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies and Action Items</u> | <u>Implementation Partners</u> |
|---|---|--|
| <p>Outcomes should be considered end results of actions and strategies. Based on the strengths and weaknesses, identify the strengths on which you would like to build and the challenges you would like to address. Progress Measure: What will you use to measure success toward outcome? Is it quantifiable or qualifiable?</p> | <p>Identify strategies that will help your community to achieve each identified outcome to the left. If applicable, break down each strategy into specific action items that outline different steps of the strategy. Specify how you are planning to achieve the desired outcomes.</p> | <p>Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.</p> |
| <p>Example Outcome 1: Code violations and complaints are reduced in the Sustainable Community residential areas. Example Progress Measures: Code violations reduced by 25% in Sustainable Community residential areas</p> | <p>Example Strategy A: Review and revise, as needed, code compliance program to reduce frequency and number of residential code violations. Example Action 1: Complete analysis of code violations over the past five years to determine areas, both geographically and topically, for which code violations are most frequent. Example Action 2: Conduct outreach program to determine barriers to code compliance. Example Action 3: Analyze code compliance program for potential inefficiencies and opportunities for proactive engagement. Example Action 4: Pursue façade improvement funding to assist low-income homeowners overcome barriers to code compliance.</p> | <p>Maryland Department of Planning, Maryland Department of Housing, County Planning Department, local homeowners association</p> |

Sustainable Communities Renewal Application - Section B

Environment

This section describes projects involving the natural environment, our use of natural resources, and our relationships or access to the natural environment. This category includes projects focusing on (but not limited to): the quality of land, water, and air; tree canopies and green spaces; green infrastructure; habitat improvement, climate change mitigation and adaptation; nuisance flooding; Storm water infrastructure and management; water and sewer capacity; energy conservation; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation improvements.

| <u>Strengths</u> | <u>Weaknesses</u> |
|---|---|
| <ul style="list-style-type: none"> • New Market’s SC Area is a beautiful small town setting with an abundance of mature vegetation. The SC Area is a destination that the arts community at one time valued for its tree lined Main Street and period architecture. The SC Area is largely permeable, paving and buildings make up a very small percent of the land area. The renovations to Main Street provide solutions to some of the drainage problems that existed in the past. • The SC Area has several small parks that serve visitors and residents. Additional open space exists between the I-70 Corridor and South Alley. The SC Area is blessed with an abundance of very large canopy trees. • Water and Sewer service is provided by Frederick County. • New Pet waste stations. • Update play equipment at community park • Have converted a fire pond to step pools | <ul style="list-style-type: none"> • With the recent renovations of Main Street, nearly all existing street trees were removed. The visual character of the street has changed dramatically. The loss of tree canopy is very apparent. Evasive species such as Bradford Pears are ‘crowding-out’ other species in some wood lots. • Most of the storm water is untreated in the district. There are several aging storm water ponds that need attention, with silt build-up and erosion. Because the population is at 1,500 the town is now assuming responsibility for the MDE Permit. The town’s resources are stretched very thin and this is a burden that is now assuming with no corresponding increase in revenue. • There are some gaps in the sidewalk network that link residential areas to the business district streetscape. The current on-street parking supply will need to be supplemented with shared off-street parking as business activity grows. |

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies and Action Items</u> | <u>Implementation Partners</u> |
|--|---|--|
| <p>Outcome 1: Make New Market more pedestrian friendly by correcting sidewalk gaps and making other network enhancements. Make the district bicycle friendly.</p> <p>PM: Increased foot traffic for local businesses and local schools</p> | <p>Strategy 1: The Town planners will prepare a pedestrian & bike network map and provide the town with options to achieve the desired improvements and, with the town engineer, prepare bid plans for selected improvement projects.</p> | <p>Mayor and Town Council of New Market SHA, Safe routes to school program</p> |

Sustainable Communities Renewal Application - Section B

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| <p>Outcome 2: New Market desires to improve Storm water management through the reduction of the amount of untreated storm water runoff in the SC Area. PM: Install micro bio treatment areas to treat untreated storm water runoff in the SC Area.</p> | <p>Strategy 2: The Town has assigned the town engineer to provide the town with options to relieve surface run-off in existing alleys and achieve the desired reduction in untreated runoff.</p> | <p>Mayor and Town Council of New Market, Maryland Department of the Environment's Water Quality Financing Administration Frederick County Fire Marshal</p> |
| <p>Outcome 3. New Market will establish more tree canopy throughout its jurisdiction, but particularly along the edge of the I-70 right of way to reduce noise impacts within the Town.</p> | <p>Strategy 2: The Town will inventory the existing tree canopy and open areas capable of reforestation within the town boundaries. The Town will institute a program to increase the amount of tree cover throughout its jurisdiction.</p> | <p>Mayor and Town Council of New Market, Maryland Department of the Environment. The New Market Green Team. Possibly local developers as applications come in for approval.</p> |

Economy

This section is centered on economic growth and management.

Strengths and weaknesses might focus on the following: business attraction & retention; improving and maintaining the health of business districts, downtowns, and main streets; commercial vacancy reduction; workforce attraction and retention; employment/job training; marketing, branding, and tourism; improving or creating economic impact of cultural and historic assets; providing technical and financial assistance to businesses; commercial building acquisition, rehabilitation and/or adaptive re-use; and creating a sense of place and vibrancy through streetscaping and beautification.

Strengths

- The Town of New Market is about one thousand acres, we have mapped all as being within our sustainable boundary, entirely within the PFA. The Historic Downtown is about 80 acres. This area is the focus of much of the town's energy for economic revitalization. This particular area of the town has a number of buildings of historic note. The Historic Downtown is viewed as a regional destination for tourists as well as local residents interested in shopping and eating out. The New Market Historic District serves the residents of this area of the county, as the focus of the town's social activities.
- The now vacant Old Town Hall is within the SC area & is a historic structure. The town has acquired another property which now serves as town hall making old town hall available for other uses.
- Growth is happening. The Population of New Market has grown from 697 as reported by the 2010 census to 1525 residents in the 2020 census update. Both the Town and nearby County lands are experiencing growth pressures. This population growth will provide a ready market for the local business community to tap into.
- The town recently completed a branding study that is now being used to market New Market. The antique industry which once held an enviable position in the local economy of Frederick County as a destination retail option for visitors. However this segment the retailing has both changed and decreased in decades since. While several antique shops are still present and viable on Main Street, the current drivers of the local

Weaknesses

- The white table cloth restaurant Vintage recently closed its doors due to many factors, including the residual effects of the COVID pandemic.
- The ability to grow is crucial to the continuing successes for the town. However this growth is dependent on the cooperation of local county government. New Market has several development proposals, which are awaiting sewer allocation. The Calumet proposal is dependent on the County to provide sewer to support the 897 units approved under a Town Master Plan. This project is the essence of 'Smart Growth' which makes sense to both the Town and County.
- Adaptive reuse of historic buildings is both costly and time consuming. Conversion of ground floor residential uses into commercial spaces often requires renovations that go well beyond the normal scope an owner experiences in a basic remodel. ADA codes and fire codes are 2 frequently quoted concerns that impact these conversions. The high costs associated with of Sewer and water connections and tap fees are hindrances to change.

Sustainable Communities Renewal Application - Section B

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| <p>economy and thus tax revenues are now a much wider assortment of other business types.</p> <ul style="list-style-type: none"> • This diversification represents a healthy re-positioning of the local community. This adds resilience to the economy of New Market. By absorbing downturns in any smaller segment while others flourish, the Town can continue to grow. No longer are the 'eggs in one basket'. • New Market is fortunate to have a number of quality restaurants within the town boundaries and several more are on the way. Additionally, we are very fortunate to have the New Market Plains winery, a historic property that makes and sells fine wines. • New Market is a place that hosts a number of Bridal events. New Market has a high quality florist, a beautiful wedding chapel, several small churches, a banquet facility and a variety of entertainment attractions which can serve as post ceremony events. | |
|--|--|

| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|--|--|--|
| <p>Outcome 1: New Market desires to increase the local foot traffic within the historic district and direct shoppers to the stores along Main Street</p> <p>Outcome 2: Support the power infrastructure to provide the resilience that the local business community can rely on.</p> <p>Incorporate renewable energy into public facilities</p> <p>PM: More businesses on Main Street</p> <p>PM: More food related businesses in town</p> <p>PM: More housing options within the town boundary</p> | <p>Strategy 1: New Market will continue its efforts to attract restaurants, tea and coffee shops into the town. We have offered to assist in the reopening of Drover's Inn (formerly Vintage) as a wine and small plate restaurant. The success of this approach is dependent on building upgrades and New Market is offering to partner with the owner to seek funding sources that will grant or match investment in the historic building it currently occupies.</p> <p>Strategy 2: Start a pilot program that for selected solar powered enhancements that can serve as an example to businesses to invest in solar options</p> <p>Strategy 3: Through the ongoing efforts of our Main Street Manager and the Business Round Table events, New Market will seek ideas and formulate plans to increase visitor numbers. We will continue our efforts to advertise our community's assets.</p> <p>Strategy 4: New Market intends to adjust the local Zoning codes to accept a wider variety of uses that can expand the visitors shopping options.</p> <p>Strategy 5: New Market will entertain annexation of county land into the town. New Market will work with Frederick County Government to expand the proposed growth boundaries. We will work with developers to encourage infill development along Main Street.</p> <p>Strategy 6: New Market will seek resolution on lingering ownership questions concerning old Town Hall.</p> | <p>Maryland Main Street, DHCD, Town of New Market,</p> |

Sustainable Communities Renewal Application - Section B

Transportation

This section describes the way people in your community get from place to place.

Strengths, weaknesses and outcomes can focus on: access to transit corridors; pedestrian safety and accessibility; sidewalks; alternative modes of transportation, such as bikeways and trails; public transit, such as bus and rail; carpooling; proximity to transportation centers; parking; and road conditions.

Strengths

- Historically, New Market has always been a very walkable community. The town's Main Street was laid out with large horse drawn wagon team in mind, and the National Road was the singular most important feature of the town. This road gave the town a ready market for the goods and services it could offer the traveler going West. One of the services offered was that of local blacksmiths and one of these buildings still remains. With the advent of the car, the town further evolved into a Corridor community focused on the National Road and its many travelers, thus continuing its role as a provider of goods and services. As the town continued to grow, it redistributed the housing to areas away from Main Street and Old New Market Road. When I-70 was built, Main Street assumed a role as a by-pass / cut-through corridor for people living outside the town's limits.
- The largest segment of the town's population now is located in neighborhoods that abut the existing historic District. Residents within these neighborhoods, enjoy a quiet pedestrian environment along roads that either Main Street or Old New Market Road. This allows the local population to move about freely within those neighborhoods. As New Market grew it added streets and sidewalks. These new neighborhoods have provided the residents with an internal sidewalk system that is alternative to the car, but only within the individual neighborhoods.
- With the recent completion of the Main Street Re-construction, business life is returning to the Historic District. Since 2019, 4 new business have been added and with more coming the demand for parking to accommodate patrons is increasing. The new streetscape has reduced pedestrian conflicts, but at the expense of a portion of the available parking

Weaknesses

- Solving the traffic congestion on Main Street and the problems that it's brings to local residents, is New Markets single highest priority. The trip counts within the Historic District, along Main Street, exceed 10,000 ADT's. This traffic is largely cutting through town and not associated with New Market shopping. This condition has created vehicular / pedestrian conflicts that have a negative impact on local commerce. The local shops and businesses rely heavily on foot traffic to generate interest. Heavy trucks and the associated impacts have begun to take a toll on visitation and the friendly image of the town. Main Street is fast becoming and un-walkable environment. This is having a negative impact on local businesses. The diversion of 'cut through' traffic has continued as an impediment to the raising the standards associated with quality of life. It is a safety concern and a hindrance to vital foot traffic that local businesses depend on. The implementation of the planned bypass has been delayed by the County.
- Additionally excessive speeding has increased to alarming levels and this has been cited as the cause of several accidents. Several accidents resulted in overturned vehicles and at least one accident damage a residential house on Main Street.
- While there is an extensive sidewalk system within New Market town limits, it contains many gaps that force pedestrians to walk in the street or on someone else's property. Parking that is convenient to stores and businesses is necessary for their success and New Market has a shortage of parking. The streetscape actually caused a reduction in available parking because of the need to reduce pedestrian conflicts.
- The MD 75 and MD 144 intersection is NOT pedestrian friendly and serves to divide the Town into distinct areas without the desired pedestrian links.

Sustainable Communities Renewal Application - Section B

| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|---|---|---|
| <p>Outcome 1: Create alternate routes in coordination with local developers and Frederick County. Build the Bypass.</p> <p>Outcome 2: New Market desires to correct sidewalk gaps to create a pedestrian friendly district.</p> <p>Outcome 3: Slow down vehicular traffic on Main Street. Reduce pedestrian and vehicular conflicts on Main Street. Make Main Street a safer place.</p> <p>Outcome 4: Add more parking in the district.</p> <p>Outcome 5: Provide pedestrian upgrades to the MD 75 and MD144 intersection</p> | <p><u>Strategy 1:</u> Encourage drivers to seek alternative routes that take the traffic off Main Street. Step up enforcement of traffic violations. Design and construct an alternative route for transient vehicular traffic.</p> <p><u>Strategy 2:</u> Evaluate post construction behavior patterns and make adjustments to accommodate pedestrians. Seek technical and financial assistance through the Sidewalk Retrofit Program. The Town planners will prepare a pedestrian & bike network map and provide the town with options to achieve the desired improvements and, with the town engineer, prepare bid plans for selected improvement projects.</p> <p><u>Strategy 3:</u> Introduce traffic calming measures.</p> <p><u>Strategy 4:</u> The Town planners will provide the town with options to achieve the desired parking improvements and, with the town engineer, prepare bid plans for selected improvement projects. Explore the use of Strategic Demolitions Funds and Transportation Enhancement funds.</p> <p><u>Strategy 5:</u> Provide signs at key intersections prior to entering the Main Street corridor to redirect vehicles to alternative routes.</p> | <p>Mayor and Town Council of New Market, Town of New Market Planning Commission, Maryland Department of Transportation, Frederick County Government</p> |

Housing

This section focuses on the homes in which people in your community live or making it easier for them to find and stay in a place to call home.

Strengths, weaknesses and outcomes might focus on the following: affordability; increasing homeownership; increasing rental housing; diversifying the kinds of housing available; improving housing condition (interior or exterior); housing programs; aging in place; preventing foreclosures; and reducing residential vacancies.

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> The housing options within the town are many. Opportunities for rental units in owner occupied homes and single family units that are in rental are numerous. This provides a range of housing sizes and prices in a manner consistent with the district's character. Within the town, owner occupied structures constitute more than 85% of the properties, and overall very few units are currently unoccupied. Low mortgage interest rates are allowing refinancing options that keep a few people in their homes after retirement. Housing sales in the town as a whole move very quickly, with a 'short time on market'. The character of housing is also notable. The Historic District of New Market has many fine examples of small town residential architecture, some dating back to the 18th century. Other areas of the town which were more recently developed contribute to the overall character of the community. Maintaining the quality of these structures is a key element in marketing the charm of the community. New Market desires a more diverse housing stock. This would include a local housing market that can accommodate the needs and desires of all segments of the population that wish to live in the town. | <ul style="list-style-type: none"> The 2010 census and the 2019 census update both reveal a population in which minority families are under-represented. New Market needs to grow in population in order to promote the diversity of population that leads to a prosperous community. Within the town limits, quality market rate rental units for young adults, singles or couples and seniors are not readily available. This inhibits growth of the town and detracts from its diversity. Yet, there is insufficient land available within the town limits to develop quality rental units. Aging in place is a very difficult policy to sustain in the environment of increasing property taxes and fewer housing opportunities. Previous developments in the town have provided a mono-product offering, usually single-family targeting market rate and middle income brackets. Few townhouses or accessory units are available for rental, no senior housing, and no managed apartments exist within the town Much of the housing stock is in a diminished state and in need of a facelift. |

Sustainable Communities Renewal Application - Section B

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| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
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| <p>Outcome 1: New Market desires a more diverse housing stock. This would include a local housing market that can accommodate the needs and desires of all segments of the population that wish to live in the town.</p> <p>Outcome 2: Maintain the unique quality of the overall community. Improve the visual quality of the areas outside the Historic District that visually support the District.</p> | <p>Strategy 1: The Town will work with developers on infill lots within the town and selectively annex land that can accommodate a market rate apartment development. The town will promote the use of its accessory unit options that exist within the current zoning ordinance. The town will accept annexation and development proposals for land sufficient to provide a broad range of housing types targeting a range of income brackets. To accomplish these strategies the town and Frederick County need to reach an agreement on 'joint planning' that addresses sewer and water availability.</p> <p>Strategy 2: Continue to pursue façade improvement grants, expand the scope of the program to include areas that visually contribute to the Historic District.</p> <p>Strategy 3: Seek private sector blended income developments within the greater New Market area</p> | <p>The Town of New Market, Frederick County, the State of Maryland, MDP, DHCD</p> |

Community Health and Quality of Life

This section is concerned with public health, community culture, and the day-to-day life of community residents.

This category includes projects focusing on (but not limited to): improvement of public health including improving community design to promote healthy behaviors such as walking and strengthening community support and connectedness through health and wellness programs and facilities that create inclusive communities. These projects may include built environment, indoor spaces, outdoor environments such as increasing community gardens and access to services including educational facilities and programs; health and wellness facilities and programs that serve multi-generations; senior facilities and programs; youth facilities and programs; facilities and programs for the disabled; civic amenities, access to quality food options; collaborations with faith-based organizations; arts and entertainment education; and homelessness prevention, services, and facilities. Projects should include community engagement that includes participation in the selection of strategies and outcomes, progress reports, and evaluation.

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| Strengths | Weaknesses |
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Sustainable Communities Renewal Application - Section B

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| <ul style="list-style-type: none"> • New Market is a very beautiful small Town. It has good bones. New Market is blessed with an abundance of recreational opportunities (both Passive and active), open spaces, forest land, a wonderful Main Street and many other civic amenities. • New Market’s Green Team is active in the local community providing energy audits, sponsoring farmer’s market, providing rain barrels and composting bins. • There are two churches within the town and 2 more adjacent to the town all providing family counseling and assistance. • New Market has both an elementary and middle school within the town that is within walking distance of most residences, and another elementary school just north of the Town. • New Market is served by four different establishments that provide wellness services to the public • A key element of the success of New Market is its rich history and the abundance of wonderful community assets. New Market has many historic buildings, including one of the few remaining blacksmith shop structures on the Old National Road. • Both the community park and the park at ‘100 Acre Woods’ provides recreational opportunities for the enrichment of children and teens. | <ul style="list-style-type: none"> • Other than churches and social organizations housing Masonic Lodges and the Grange there are no locations for groups to gather that can accommodate large indoor or outdoor crowds. • The Main Street streetscape needs some adjustments to better accommodate the shoppers arriving by car. In many instances the planter beds are a hindrance to anyone exiting a vehicle, with no clear path available through or around the planter material. The ongoing issues of litter and the lack of adequate seating in the right areas are of concern to local merchants. • Currently New Market has no space available to serve as a location for small startups or artists. Rent rates are climbing and are currently out of reach for this vital segment of a healthy economy. |
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| Desired Outcomes and Progress Measures | Strategies and Action Items | Implementation Partners |
|---|---|--|
| Provide locations for both indoor and outdoor gathering of large groups of people of all ages. Provide a covered space that is capable of gatherings of up to 50 people. This space should be capable of being secured when not in use and have at least 2 ADA accessible bathrooms | Seek funds to assist in the design and construction of an open air pavilion within the community park. Explore matching grants from local non-profits and businesses. Identify land already owned by the town and has the necessary utility connections. Seek funds to assist in the design and construction of a prefabricated structure. Explore matching grants from local non-profits and businesses. Identify land already owned by the town and has the necessary utility connections. Seek funding for a park upgrade that includes an outdoor amphitheater. | The Town of New Market, the State of Maryland, DHCD |
| Preserve the blacksmith shop for future generations that they might learn of its role in the history of both New Market and the Old National Pike | Seek partnerships and funds to assist in the preservation of the valuable town asset. | The Town of New Market, the State of Maryland, DHCD, MHT |
| “Tweak” elements of the Main Street streetscape to better accommodate the needs of visitors arriving by car. Add benches and trash receptacles. | Seek partnerships and funds to assist in the adjustment to this valuable town asset. | The Town of New Market, the State of Maryland, DHCD, MHT |
| Old Town Hall is repurposed. Get resolution on the ownership and seek proposals for its reuse. Look to creating incubator space for startups and artists | Seek partnerships and funds to assist in repurposing this valuable town asset. | The Town of New Market, the State of Maryland, DHCD, MHT and MEDCO. NMCP (501C3) |

Local Planning and Staffing Capacity

This section is concerned with a local government’s ability to plan for the community’s future and to meet the current needs of residents. Strengths, weaknesses and outcomes might focus on the following: updating zoning ordinances or land use; updating municipal/local policies, taxes, fees, etc.; increasing local government staff capacity; and updating planning documents like sector plans or comprehensive plans.

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> New Market adopted a Land Development Ordinance, (LDO), (2009) that preserves the use patterns of its historic small scale mixed use Main Street and serves as an incentive to attract infill development, new annexations and a wider array of shops and businesses in existing historic structures. This has greatly helped the town diversify from its past emphasis on antique related businesses. New Market has an updated Comprehensive Plan (2016) that lays out and supports a clear vision for the historic town, its role in the County and plans for orderly future growth through infill, annexation and rezoning requests New Market is in the process of adopting an update to the Historic District Guidelines (2000), bringing these rules and regulations into compliance with the State of Maryland code. New Market adopted and is implementing a new Flood Plain Ordinance and a Forest Conservation Ordinance (2018), to be compliance with State of Maryland code. Update Town Fees adopted in 2017. | <p>The LDO is in need of further minor updates to address two weaknesses.</p> <ul style="list-style-type: none"> The array of uses need to be further updated to accommodate newer types of businesses on Main Street, mixed use development and added housing types to accommodate blended income needs of the Town. The types of retail, services and office businesses have and are changing, some of the Special Exception approval processes required in the 2009 LDO are no longer appropriate and have caused difficulty in attracting a diverse commercial base needed both to serve the needs of a growing and younger population and generate an adequate municipal tax base. |

| Desired Outcomes and Progress Measures → | Strategies and Action Items → | Implementation Partners |
|---|---|---|
| <p>Outcome 1: Establish a systematic review of all Town Ordinances related to development to be conducted at regular intervals</p> <p>Progress Measures: Adoption of an amended LDO</p> | <p>Strategy A: Conduct Peer Review by Maryland Department of Planning to identify any conflicts with Maryland Law.</p> <p>Strategy B: Conduct public work session to discuss and take comment on existing ordinances and possible changes being considered.</p> | <p>Town of New Market Staff and MDP Staff</p> |