Sustainable Community Application 2015

I. SUSTAINABLE COMMUNITYAPPLICANT INFORMATION

Name of Sustainable Community:

Town of Williamsport

Name of Applicant:
The Mayor and Council

Applicant's Federal Identification Number: 52-6000812

Applicant's Street Address: 2 N Conococheague Street

City: Williamsport **County: Washington** **State: MD** **Zip Code: 21795**

Phone Number: (301) 223-7711 **Fax Number: (301) 223-6496** **Web Address: williamsportmd.gov**

Sustainable Community Application Local Contact:

Name: Donnie Stotelmyer **Title: Town Clerk**

Address: 2 N Conococheague Street **City: Williamsport** **State: MD** **Zip Code: 21795**

Phone Number: (301) 223-7711 **Fax Number: (301) 223-6496** **E-mail Address:**
dlstotelmyer@williamsportmd.org

Sustainable Community Contact for Application Status:

Name: Donnie Stotelmyer **Title: Town Clerk**

Address: 2N Conococheague Street **City: Williamsport** **State: MD** **Zip Code: 21795**

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II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

(1) Provide a description of SC Area boundaries. How did the applicant determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area.

The SC Area boundaries are that of the Town of Williamsport corporate limits. The Town of Williamsport is a small town, boasting a population of approximately 2,200 people. Because the Town is only approximately 650 acres, we felt this was a manageable area with predetermined boundaries to designate as the SC Area.

(2) Include the following in as an attachment: 1) PDF or JPEG of proposed Sustainable Communities map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) pictures of proposed Sustainable Community area.

(3) Approximate number of acres within the SC Area: 648.3 acres

(4) Existing federal, state or local designations:

☐Community Legacy Area ☐ Designated Neighborhood ☐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): Tree City USA, Heart of the Civil War Heritage Area**

(5) Prior Revitalization Investments & Smart Growth:

a. *List and describe any significant State and local smart growth or revitalization related program investments* (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland's Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community?

Non-Applicable

(6) Describe the SC Area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors).

The Town of Williamsport has a population of approximately 2,200. About 22.8% of the population was under 19 years old and 23.7% was over 65 years old. The population is predominantly Caucasian in race. According to city-data.com, the median household income in 2013 was $46,253. Approximately 80% of the residents over the age of 25 have a High School diploma or higher, but only approximately 8% of the population have a Bachelor's degree or higher.

B. Organizational Structure, Experience and Public Input:

(1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan?

The Town of Williamsport has a Mayor, an Assistant Mayor and five other council members. The seats on the Mayor and Council each serve 4 year terms. Elections are held every 2 years. One election is for 3 council seats and then 2 years later an election is held for the Mayor, Assistant Mayor and the other 2 council seats so that there is overlap of council members. Each council member is assigned a department to oversee. The departments are: electric, water/sewer, streets and sidewalks, buildings/facilities, Williamsport pool, and the parks. The Mayor and Council will be responsible for leadership and implementation of plans in the SC Area. The Town Clerk, Donnie Stotelmyer and other support office staff will largely do the leg work for projects in the SC Area. In addition, the Town of Williamsport recently formed an Economic Development Commission who will assist with implementing projects in the SC Area.

(2) Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the **Sustainable Communities Workgroup**, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

In 2010, the Mayor and Council hired a consultant for Economic Development who conducted a Revitalization Study in the Town of Williamsport. The Revitalization Study was used when the Town's Comprehensive Plan was written and some progress has been made since the study was conducted. One of the strengths of the Sustainable Communities Workgroup is their passion and commitment to improving the Town of Williamsport. The Mayor and Council are highly motivated and active in the community. A challenge would be the limited funding and limited personnel to properly address all of the demanding projects that are needed for comprehensive revitalization of the Town. It is the hope of the workgroup that earning the Sustainable Communities Designation will create new opportunities for the Town and that we will form new relationships with support groups who can guide and educate the workgroup to ensure we are utilizing our resources wisely to complete meaningful revitalization projects.

(3) How did residents and other stakeholders in the community provide input to the Action Plan described below in the next section? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

The Sustainable Communities Action Plan is based on the Town of Williamsport Comprehensive Plan. The Town of Williamsport Comprehensive Plan was written in 2012 by Town Attorney, Ed Kuczynski and his associates. The Comprehensive Plan was created based on input from the Mayor and Council and with the help of the Williamsport's Planning and Zoning Commission. The Sustainable Communities Action Plan was also compiled with the help of Town Clerk, Donnie Stotelmyer who helped to provide updated information about projects that have occurred since the Comprehensive Plan was written and other projects that are planned for the future.

III. SUSTAINABLE COMMUNITY ACTION PLAN

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.

Please complete the attached matrix. The document has been broken down into six different sections, namely Environment, Local Economy, Housing, Quality of Life, Transportation and Land Use/Local Planning. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

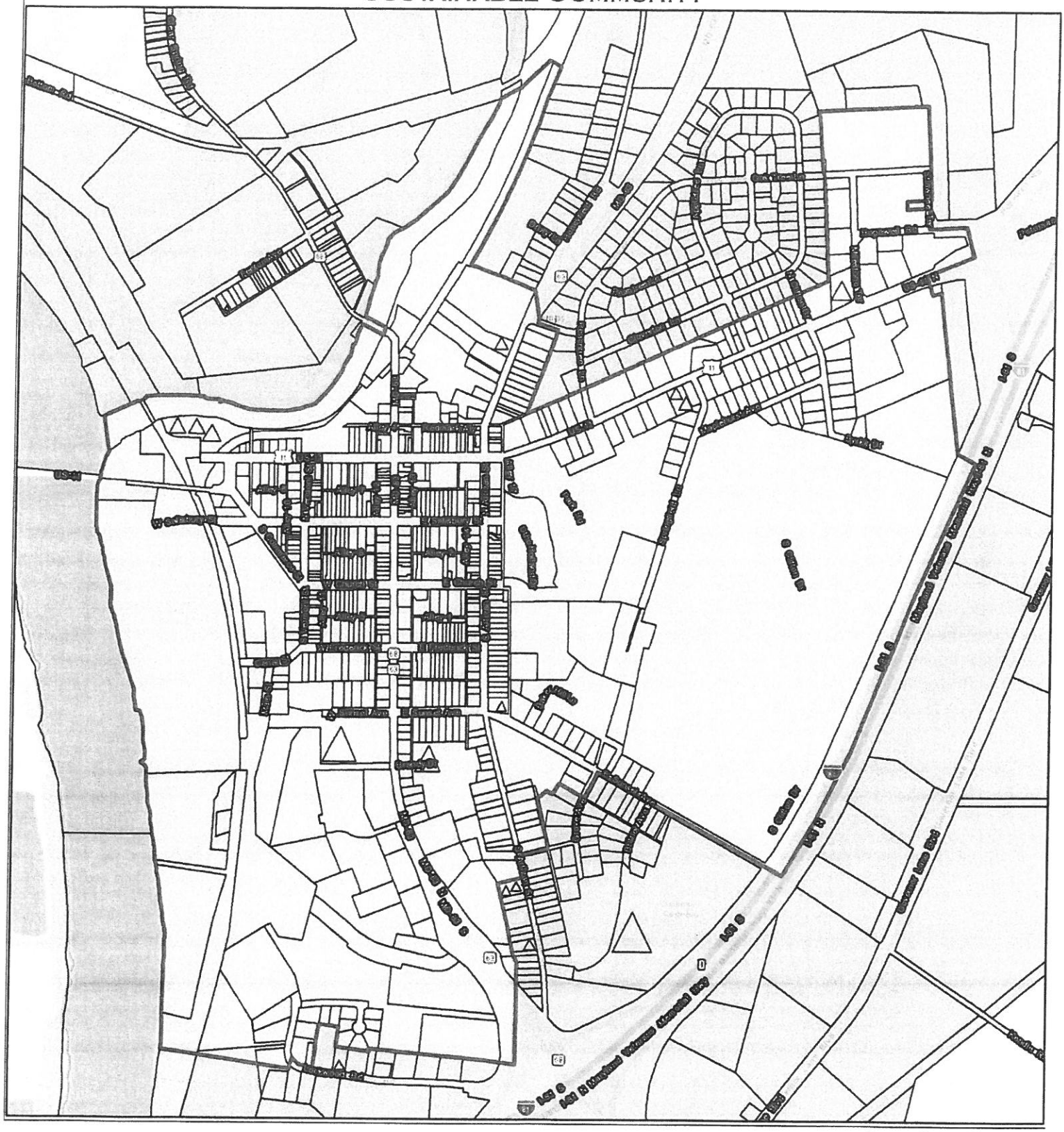
1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community**. Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.

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: Dept. of Housing and Community Development (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

WILLIAMSPORT, MARYLAND
SUSTAINABLE COMMUNITY



Sustainable Community Boundary*
Parcel Polygons
Municipal PFA
PFA
PFA Comment Area

* Boundary is 648.3 acres

0 0.05 0.1 0.2 0.3 0.4 Miles

N

Date: 5/11/2016

MARYLAND DEPARTMENT OF PLANNING

Sustainable Community Action Plan

Town of Williamsport, Washington County

Date: 05-13-16

Environment

(Environmental strengths and weaknesses can include but are not limited to quality of land, water, air, watersheds, tree canopy, risk of sea level rise, carbon footprint, energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, parks, trails and recreation, recycling, water and sewer capacity, etc)

Strengths

- Planting Trees Event: The town is a Tree City USA and conducted a satellite canopy study of tree coverage, which identified areas in need of foliage. Town hosts two annual tree planting/pruning events each year (in spring and fall). Works with Maryland Forestry Service to coordinate these events.
- Trash, Recycling, Clean-Up Events: Town provides trash and recycling collections. Town hosts two annual Clean Up events where residents can dispose of trash, yard waste, recyclables and bulk items for free. Streets are swept twice a week and storm drains are cleaned monthly. Many other individual Clean Up events hosted in the Town's public park and along the C&O Canal.
- Parks and Recreational Facilities: Town has two public parks, namely Byron Memorial Park and Billy Doub Park. These parks provide multiple recreational facilities, including a baseball field, jungle gym equipment, public pool, pavilions, and indoor facilities available to host events. Byron M. Park has a 0.6 mile trail.
- Water and Sewer:
  Water Improvement Project: is currently under Phase II, which is to replace old and corroded water lines.
  Wastewater Treatment Plant: Washington County Sanitary District treats 2.5 million gallons per day, which discharges water directly into the Conococheague Creek. Town upgraded four waste water pump stations that pump waste water to Washington County water treatment plants. This was completed in 2013.
  Water Tower: was upgraded in 2015, which had been out of service since 2008. (funded with MDE grants)
- Energy Conservation: Gradually, the Town is converting all street lights to LED lights to better conserve energy. (funded with USDA loan)

Weaknesses

- Flooding: Floodplains of Potomac and Conococheague Creek. Dam located on the premises of power plant can cause flooding and an adverse impact on the environment and water system.
- Water Supply: Not at capacity. Low water pressure which might be corrected with an ongoing Water Improvement Project.
- Inadequate accessibility to Byron Park: The town is in the process of improving sidewalk and handicap accessibility in Byron Memorial Park. This is a multi-phased project, which is only partially complete.
- Obstacle to Development: Central Williamsport is underlain by extremely rocky silty clay loam soils that are very shallow over bedrock.
- Pollution: Creek is polluted by farm wastes and individual septic-system seepage.

Desired Outcomes and Progress Measures **Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address.** **What outcomes are you trying to achieve? Where/ in what area do you want those changes to happen?** **Progress Measure: Identify how you will know that you have achieved your outcome.**	**Strategies and Action Items** **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.**	**Implementation Partners** **Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.**
Outcome 1: Improve accessibility to Byron Memorial Park. Progress Measures: Number of accessibility improvements made to park	Strategy A: Identify specific park improvements that are most important for accessibility. • Action Item 1: Improve and complete sidewalks and trails. • Action Item 2: Improve safety through additional lighting. Strategy B: Develop phased funding plan for accessibility improvements to park • Action Item 1: Identify funding sources that can assist with covering costs of accessibility improvements.	Project Open Space, SHA's Rec Trails Program, Community Parks and Playgrounds
Outcome 2: Provide sufficient water supply to all residents Progress Measures: Number of corroded pipes replaced.	Strategy A: Increase water pressure for adequate water supply. Strategy B: Replace corroded pipes. • Action Item 1: Develop phases in the plan to replace corroded pipes. • Action Item 2: Identify and prioritize the number of pipes to be replaced first.	Maryland Department of the Environment, Town of Williamsport
Outcome 3: Reduce storm water runoff. Progress Measures: Number of parking facilities with permeable pavers.	Strategy A: Ensure permeable pavers are used for all new parking facilities. • Action Item 1: Consider polices and ordinances that support greening strategies such as permeable paving, rain-garden.	Master Gardeners, Garden Club

Economy

(Economic strengths and weaknesses can include but are not limited to regional accessibility, business attraction/retention, health of the business district and commercial vacancies, workforce/employment and economic drivers, local policies/regulations, marketing, tourism, cultural and historic assets)

Strengths

- Location: Many tourists visit the town due to its close proximity to the C&O Canal and Antietam Battlefield.
- C&O Canal Improvements: Several rehabilitation projects underway to enhance the visitors experience at C&O Canal, which are projected to be completed by 2018. NPS has estimated a significant increase in visitation to the parks.
- Town Events: Town hosts various events throughout the year to attract in visitors that includes: July 4th in the Park, Bike Night in July, C&O Canal Days in August, WWII Weekend in October, Charlie Brown Christmas and our Christmas in the Park in December. Little League field hosts various tournaments throughout the season including the River City Classic held in July.
- Current Businesses: Towns commercial uses and facilities include: churches, 8 restaurants, 5 barber shop/hair salons, 2 pet grooming, 1 women's boutique, 1 country/home décor, 1 gifts, jewelry and novelty items, 1 florist, 1 pet/farm supply, 2 bed and breakfast, 1 hotel, 3 hardware/general store, 2 pharmacy, 1 athletic complex, 1 laundry, 1 yarn store, 1 funeral home, 1 catering, 1 bank, 1 liquor store, 1 computer sales/repair, 1 post office, 1 library, 1 dollar store, 4 child care, 1 veterinarian, 1 medical laboratory, 1 seamstress, 5 gas stations/garages, 1 wetsuit warehouse, 2 nursing homes.
- Tax Revenue Collected: Hotel/motel tax collected by the County and redistributed to the Town (Town receives approximately $2,220 month from this tax, which is a significant amount considering the only accommodates on Major Hotel, Red Roof Inn.)
- Recently established an Economic Development Commission for Town.

Weaknesses

- Commercial Vacancies: Of the 7 vacant properties in Town, 1 is for sale, 1 is owned by the town, the other 5 are either for rent or in such disrepair they are not habitable without significant investment. 2 of the properties are on E. Potomac Street, 1 was an old Sheetz Convenience Store building located directly adjacent to Byron Memorial Park and 1 was a Family Restaurant with residential properties on the second level of the building. 4 of the properties are on N. Conococheague Street and 1 is on W. Salisbury Street around the corner from N. Concocoheague Street. 2 of the 4 vacant properties on N. Concocheague Street are for rent. 1 of the properties used to be a bike shop and 1 used to be a barber shop. The property for rent on W. Salisbury Street was previously a vintage video game store.
  (Please see the attachment for a complete property listing.)
- Businesses Lacking: The Town is lacking certain types of businesses that provide neighborhood amenities, such as, fine dining restaurant or brewery, bike shop, book store and general store.

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Attract new businesses to downtown Progress Measures: Number of new businesses	Strategy A: Spruce-up commercial district • Action Item 1: Establish commercial façade improvement program that focuses on making property improvements • Action item 2: Encourage business owners to improve commercial signage, lighting and other aesthetics, such as, outdoor plantings • Action Item 3: Develop design guidelines for exterior renovations in downtown. Strategy B: Engage EDC to attract businesses that would help increase the livelihood of the downtown area.	Economic Development Commission
Outcome 2: Bring National Park Service headquarters into the Town limits. Progress Measures: National Park Service headquarters opened in town	Strategy A: Continue meetings with National Park Service and other stakeholders through the development process to address the increased need for parking adjacent to the NPS Headquarters. • Action Item 1: Determine total number of parking spaces required for NPS staff. • Action Item 2: Develop a parcel acquisition strategy or plan.	National Park Service, Maryland Economic Development Corporation (MEDCO) Hagerstown-Washington County Industrial Foundation Inc. (CHIEF)
Outcome 3: Increase staff support for revitalization projects Progress Measures: Number of staff	Strategy A: Identify grants to support more staff. Strategy B: Increase tax revenues from tourism industry (For example, hotel-motel or make town a destination of certain events) • Action Item 1: Plan or promote unique cultural or historic events	

Transportation

(Transportation strengths and weaknesses can include 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, road conditions)

Strengths	Weaknesses
• Location: There are three major State Highway routes through the Town of Williamsport. Routes 63, 68 and 11. Town maintains all roads, which includes 5 miles of State Highway routes. • Bike Paths: Town is bike friendly having a marked bike loop that connects the C&O Canal with the downtown area. There are bike lanes on both sides of major streets. • Public transportation facility: The County Commuter is a Bus Service that provides public transport to the areas. The Commuter picks up passengers in Town of Williamsport on N. Conococheague Street and transports them to other parts of the County. • Trails: The town is located along the Chesapeake and Ohio Canal Towpath, which is the longest trail in United States.	• Congestion: Heavy truck traffic is routed through downtown that creates temporary congestion. • Incomplete and poor Sidewalks: Sidewalks are missing especially along routes to school. Some sidewalks in town are in disrepair. • Connectivity: Lack of connection between C&O Canal and downtown for the tourists. • Parking for the Park: Parking in the C&O Canal Basin parking lot is insufficient to accommodate parking for the park users. There is also insufficient parking in Town's business district. More parking is required for the projected increase of tourists due to the development of the NPS Headquarters near the Basin.

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Provide more parking especially for downtown. Progress Measures: Number of parking spaces	Strategy A: Acquire vacant land or lots to add additional parking around downtown area.	County Transportation Department. State Highway Administration National Park Service
1. Outcome 2: Improve connectivity to C&O canal and throughout Town. Progress Measures: Linear feet of sidewalks improved	Strategy A: Complete sidewalk gaps and maintain deteriorated sidewalks. • Action Item 1: Identify locations of incomplete and deteriorated sidewalks. • Action Item 2: Prioritize sidewalks to be completed or improved first and develop phases for sidewalk improvements.	Bikeways MD Program, National Park Service Planning Grants, Bond Bill

	Strategy B: Connect C&O Canal to the town center by converting extra width in the streets of downtown to greenways that would take bikers, pedestrians and Kayakers into downtown from the C&O Canal. • Action Item 1: Identify locations where the sidewalk widths can be increased. Strategy C: Enhance trailhead for tourists to access downtown from C&O Canal, which is less than a mile from Cushwa Basin with banners and lighting. Strategy D: Increase ADA accessibility throughout the town.	
Outcome 3: Improve connectivity of residential neighborhoods to the School District. Progress Measures: Linear feet of sidewalks improved and/or developed.	Strategy A: Complete sidewalk gaps and maintain deteriorated sidewalks. • Action Item 1: Identify locations of incomplete and deteriorated sidewalks. • Action Item 2: Prioritize sidewalks to be completed or improved first and develop phases for sidewalk improvements.	SHA Sidewalk Retrofit Program, Safe Routes to School Program,
Outcome 4: Decrease truck traffic in downtown. Progress Measures: Number of trucks reduced	Strategy A: Re-route truck traffic to alleviate congestion in downtown. • Action Item 1: Study re-routing options to determine if other roads or streets can accommodate truck traffic.	

Housing

(Housing strengths and weaknesses can include affordability, homeownership vs rental, housing stock diversity, housing condition and value, housing programs, foreclosures, residential vacancies, property values, home sale values)

Strengths	Weaknesses
• Range of housing: Typologies include mostly single family detached (51%), single family attached (12.8%), apartments and cottage complexes especially for the elderly and retirees. • Affordable: Most of the houses are under 200K.	• Aging housing stock: Both interior and exterior of the older homes need to be updated. • Poor Maintenance: Most of the rental properties are very poorly maintained. • Areas of lower income housing in Town are poorly maintained.

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Improve the existing old housing stock Progress Measures: Number of houses improved	Strategy A: Rehabilitate and restore the exterior of the houses. • Action Item 1: Create an inventory for the houses in need of rehabilitation. • Action Item 2: Identify houses designated as contributing and non-contributing houses. • Action Item 3: Develop a list of incentives that will encourage rehabilitation of these properties. • Action Item 4: Develop design guidelines for improving the houses.	
Outcome 2: Promote properties for sale Progress Measures: Number of houses bought	Strategy A: Work with local Board of Realtors to Market properties in Town. • Action Item 1: Create an inventory of properties for sale. • Action Item 2: Market the inventory through the Canal Towns Program	Board of Realtors Town of Williamsport Canal Towns Program
Outcome 2: Assist residents to improve their homes. Progress Measures: Number of homes improved	Strategy A: Engage community and improve communication between Town and both existing and potential residents. • Action Item 1: Arrange community meetings for homeowners. Strategy B: Develop a list of incentives that will encourage homeowners to improve their homes. • Action Item 1: Explore various programs provided by different organizations and stakeholders (such as residential façade improvement program, energy efficiency upgrade program, down payment assistance program, and other programs that decrease property taxes).	

Quality of Life

(Strengths and weaknesses can include crime, socio-economic demographics, educational opportunities, museums, libraries, historic and cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc)

Strengths	Weaknesses
• Small town character: The total area of the town is only 665.6 acres. • National Historic District: The town was founded in 1786. The historic district of the town was designated in 2001. Almost 20% of the buildings in the district date from the late 18th and early 19th century. Slightly less than 60% of the buildings date from the late 19th and early 20th centuries. Due to the Town's significant during the Civil War	• Town Population: The total population in year 2000 was 1,868. In year 2008 the population increased to a total of 2,278 people (estimated by MD Dept. of Planning). In year 2000, 22.8% of the population was under 19 years old and 23.7% was over 65 years old. • Insufficient activities: There are insufficient programs and activities

the Town was included in the Heart of the Civil War Heritage Area. • Town Center Revitalization Program: That invigorated the commercial core along Conococheague Street that will promote recreational facilities and tourism. This section refers to the 2010 Revitalization Study which is still in the implementation phases. • Facilities: Town has its own fire department and ambulance service. Town has a park with a little league field, a pond having an annual fishing rodeo. Local elementary school is within walking distance (50-75 children attend local elementary school)	especially for youth. • Lack of community involvement: Information about the Town isn't easily shared with existing, new and potential community members. Minimal participation in council meetings. • Limited Staff: Town has limited number of staff, therefore programs that support the community are limited.

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Preserve historic resources and enhance them as an economic and cultural asset to Williamsport. Progress Measures: Number of historic properties restored.	Strategy A: Educate property owners, make them aware of the benefits of being within a Certified Heritage Area and assist them in seeking funding options for reuse and rehabilitation and possible MD Historic Trust Tax Credits. Strategy B: Engage community and improve communication between Town and both existing and potential residents. • Activity 1: Establish Town's facebook page as a communication/outreach tool Strategy C: Reuse and Rehabilitate vacant buildings and parcels in commercial, downtown and industrial areas. • Action Item 1: Create an inventory for the vacant properties in need of rehabilitation. • Action Item 2: Conduct a market study to identify potential reuse of these vacant properties (For example, Bread and Breakfast). • Action Item 2: Develop a list of incentives that will encourage rehabilitation of these properties. • Action Item 3: Identify properties suitable for temporary or permanent town ownership so that property can become more attractive to the developer (For example, upgrade infrastructure, building stabilization)	Maryland Historical Trust, Heart of the Civil War Heritage Area
Outcome 2: Maintain and increase recreational activities for both youth and adults. Progress Measures: Number of recreational activities in the town	Strategy A: Study financial feasibility for Town to maintain community center • Action Item 1: Identify a partners (such as County Recreation Department), to assist in maintain the community center. Strategy B: Encourage residents and local non-profits to utilize Town-owned space for youth development activities (consider re-use of American Legion building as part community center)	National Park Service., Washington County Parks and Recreation Department, Healthy Easting Active Lifestyle (HEAL), Business Owners

Outcome 3: Beautify the downtown area and make it more attractive. Progress Measures: Number of added street elements for beautification.	Strategy A: Improve streetscape in central area along Conococheague Street between Potomac and Salisbury Streets; Potomac street between Conococheague Street and C&O Canal. • Action Item 1: Provide trees and planters, benches, bicycle racks, lighting and other street furniture compatible with the historic character. • Action Item 2: Identify key locations for beatification efforts.	Organizations and stakeholders will provide technical assistance to the town for beautification efforts. Community Legacy Program

Local Planning and Land Use	
• Town Ordinance: The Planning and Zoning committee maintains town's codes and reviews all permit applications. Towns zoning committee works closely with Washington County Permits and Inspections. • Accessibility by Highways: Located south of Interstates 81 and 70. • Town Center/Trade Areas: There are three town center trade areas. 1. Downtown Potomac – Conocochogue 2. Rt. 68 small business area 3. Milestone Terrace small business area	• Difficulty in maintaining roads: The Town took over ownership of the roads in 1966, but cannot afford to maintain, overlay and upkeep these heavily traveled roads. Town is currently trying to get SHA to take back ownership of the roads. • Limited Tax Base to maintain town roads. • Vacant lots: Residential and Commercial available for sale. • Insufficient Electric Power: Town is close to capacity with current electric grid. In order to take on new businesses, the Town may need to construct its own sub-station for electric. Currently, town uses First Energy's sub-station. • Water/sewer hook-up is expensive: This discourages development. ($7,000-$10,000)

Desired Outcomes and Progress Measures		
Outcome 1: Remove impediments to commercial development within the Town. Create opportunities. Progress Measures: Number of commercial permits issued	Strategy A: Conduct a Land Use Survey • Action Item 1: Identify areas of Town where the character of the neighborhood has changed. • Action Item 2: Determine if the changes were permitted within the Zoning Ordinance by right or by a Special Exception or Variance. • Action Items 3: Identify grandfathered nonconforming uses. Strategy B: Zoning Ordinance Evaluation • Action Item 1: Using the findings from the land use survey, identify zoning districts that may need amended or possible floating or overlay zones need to be created. • Action Item 2: Zoning Ordinance amendments (Mixed Use)	Planning and Zoning Commission. Town Attorney.
Outcome 2: Return Roadway Maintenance to the State Highway Administration. Progress Measure: Number of Roads returned to State ownership.	Strategy A: Work with State Highway Administration to identify roads that should be under State ownership. • Action Item 1: Create an roads inventory of roads that should be returned to State ownership.	Planning and Zoning Commission, Town Attorney, Town of Williamsport