

Sustainable Community Renewal Application:

February 2023

Church Hill Sustainable Community Area



Town of Church Hill

SC Steering Committee and Planning Commission Approved.

Board of Town Commissioners endorsed.

406 Main Street, Church Hill, Maryland 21024, 410-758-3740

Sustainable Communities Renewal Application

Sections A, C and D of the Application are completed and included in this document.

Section B, the renewed Action Plan, is completed. It and the Letter from the President of the Board of Town Commissioners are attached as separate documents.

Thank you.

SECTION A - SUSTAINABLE COMMUNITY RENEWAL APPLICANT INFORMATION

Name of Sustainable Community	y:	Church Hill, Maryland Town of Church Hill					
Name of Applicant:							
Applicant's Federal Identificatio 52-1243553	on Number:						
Applicant's Street Address:		402 Main Street	, PO Box	85			
City: Church Hill	County: Queen Ar	nne's	State:	MD	Zip Code: 21623		
Phone Number: 410-758-3740	Fax Number:		Web A		: lmd.com		

Sustainable Community Application Local Contact:

Sustainable Community Contact for Application Status:	
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(1) Sustainable Community Boundary and Description

(1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not?

No.

- (2) If yes, Include the following in as an attachment:
 - a. PDF or JPEG of modified Sustainable Communities boundary map,
 - b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),
- (3) Approximate number of acres of entire SC Area:

454 acres

(4)	Existing federal, state, or local designations:
	□Main Street □Maple Street
	□X National Register Historic District □ Local Historic District □ Arts & Entertainment District
	□State Enterprise Zone Special Taxing District □BRAC □ State Designated TOD
	□X Other(s): Enterprise Zone

(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?

There have been no substantive demographic changes in five years. Seven new single-family housing units have been constructed. We believe we've seen a modest reduction in housing unit vacancy (indicated in the ACS data albeit but with large margins of error) and confirmed by drive-by inspections.

(2) Organizational Structure, Experience and Public Input:

(3) 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?

One member, the Pastor at one of the three local churches, moved away from Church Hill. No other membership changes have occurred to the original "standing" committee. However, new community members accepted the invitation to participate in a town center plan effort flowing from the original SC Acton Plan and this broadened community engagement on the committee further (See Section D). The Planning Commission is the convening body for the Sustainable Community's work and its membership has remained intact.

(4) What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

The strength have been the engagement of the Town planner and engineer, the positive commitment and hands-on engagement from the members of the Board of Town Commissioners and Planning Commission, and the willingness of community members to help in planning when asked. These proved invaluable as the Town faced two major challenges over the course of the past five years: During this period, a major zoning/development issue with potential to alter the historic character of downtown (old town center) of Church Hill consumed significant community energy—the volunteer fire company went through the planning, permitting, and redevelopment of its station in the historic town center. The Town had to invest considerable time and resources to altering the course of that redevelopment so that it would fit compatibly into the historic district. That effort proved fruitful. Then, a lack of reliable wireless internet connectively hampered the Town's efforts to meet (virtually) for nearly 24 months during Covid, when in-person meetings were discouraged, which slowed progress on our town center plan and a park project—elements of our SC Plan.

Since then, the Town has contracted with a grants administrator adding strength to the team and facilitated the development of a wireless telecommunications tower on town property.

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

The Church Hill Planning Commission convened a meeting devoted to the review and renewal of the Action Plan. The SC Action Plan is based directly on the Town's Comprehensive Plan.

(6) 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.

Assistance was asked for and provided as we sought funding for land acquisition for a town park and we anticipate inquiring again from time to time in similar ways.

SECTION B

Sustainable Community Action Plan

Please see attached Action Plan. The SC steering committee made several modifications to the Action Plan that was originally approved, but no change to the geographic area. These Plan changes are generally as follows:

- Add to the Environment section a reference to invasive vines impacting old trees along the forest edge at Southeast Creek as a
 weakness to be addressed.
- Add to the Economy section a reference to the existing businesses in Town as a Strength, noting the increases in the number of businesses since the Plan was first done, and naming the additional businesses. Also, modify the current statement about businesses under the heading Weaknesses so it clearly only addresses storefronts in old town / downtown.
- Remove Strategy C under Outcome 4 in the Economy section because it has been achieved.
- Add to the Transportation section, under Weaknesses, a statement about speed and volume of traffic through the old town on Walnut and Main Streets but note that the continued successful enhanced speed enforcement since the original SC Plan, has lowered traffic speeds in recent years.
- In the Housing section, update the reference to the housing vacancy rate so that it reflects the current U.S. Census, American Community Survey estimate, (9%) and amend outcome such that it should remain under 10% ideally.
- In the Housing section, under Weaknesses, remove the third entry because the Town has seen an uptick in demand for houses in Church Hill Hunt with two houses now under construction, one permit pending approval on file, and others permit applications anticipated in this Spring and Summer.
- In the Quality of Life section, amend the entry under Weaknesses to reference that the Town used to hold an annual Memorial Day parade that ran from Walnut Street west to Main Street, and north along Main Street to MD Route 300 to what is now Church Hill Park and that the plan should recommended this or something comparable.

SECTION C - SUSTAINABLE COMMUNITY RENEWAL REPORT PART I: QUALITATIVE ASSESSMENT

Descriptive Narrative: Please list the most significant accomplishments that apply.

Accomplishment 1:

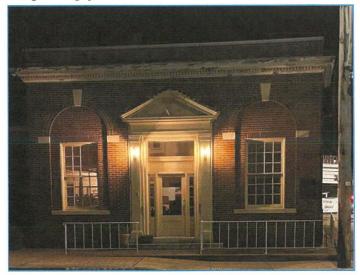
Outcome: "A new town hall, including a community event/gathering space"

Projects: 2018: Interior updates and furnishing of the old Queenstown Bank Building at 406 Main Street with space for two offices and large community meeting space. This new town hall can handle at least 5x the number of people for town meetings and events. The Town considered multiple options following the SC designation and selected this option.

Partners:

Impact:

Sustained the viable use of one of the most visible historic buildings in Church Hill aligned with core goal to preserve the old town. Expanded the meeting space to allow quality space for the community to gather for town hall meetings and events.



Accomplishment 2:

Outcome: "The steady completion and build-out of Church Hill Hunt subdivision as provided under the subdivision's approved Improvements Plan"

Projects:

2020-23: Negotiated and enforced commitments from developer to timely updates of bonding and the completion of remaining public improvements. Processed amendments to the project's required community design standards to facilitate continued housing development. Implementation is ongoing.

Partners:

Impact:

Renewal of a remaining street performance bond. Enhanced the tax base and increased the housing stock through construction of two new houses. Several more are anticipated through Spring '23.

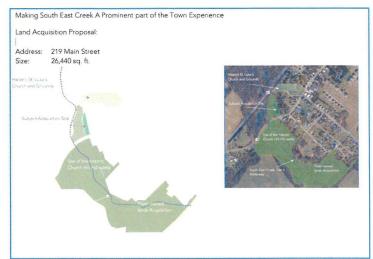
Accomplishment 3:

Outcome: "Bring about the greening of the Town that is aligned with its land use program, recognizing Church Hill's unique potential to bring about lasting water quality improvements."

Projects:

2018 - 2019: Designed and partially implemented a landscape plan for the existing Pineridge Townhouse community, through negotiations with private developer, adding ten new (public) street trees and ten new trees in common open spaces in Pineridge Townhouse community. Plants and installation funded by owner/developer.

2020: Town acquired a residential lot on which sat an abandoned house trailer, paved driveway, and other impervious areas in the critical area riparian buffer near Southeast Creek, and then demolished the site, removed all impervious surfaces. Also removed invasive vines choking several old trees and generally beautified the lot.



Partners:

Queen Annes County, Program Open Space, Local Projects fund.

Impact:

Community beautification and natural environmental protection. Reduced impervious cover in buffer. The land acquisition and site remediation was the first step toward developing a town park along Southeast Creek.

Accomplishment 4 (outcome is related to #3 above)

Outcome: "Make Southeast Creek a prominent part of the Town Experience." Projects:

2019-2020: Church Hill Town Center Master Plan: Work began but was interrupted by Covid-19, on the Church Hill Town Center Master Plan whose main goals include connecting the Town to Southeast Creek and more specifically include walking paths, coordinated town center parking, park and streetscape improvements, historic interpretative signs and wayfaring signs, and a hike/biker trail. (The Town has shifted focus to updating its Comprehensive Plan and will incorporate the main elements and objectives into the new Comprehensive Plan.)



Partners.

Partner on the town center plan have included representatives of Church Hill Theatre and each of the churches located in the historic town center. Invitations were also extended to and accepted by the Queen Anne's County office of tourism and economic development.

Impact:

The impact to date has been to develop an inventory of town owned property, build consensus on the objectives for the town center, and forge working relationships between parties interested in town improvement.

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

Outcome: "A vibrant cultural district on Main and Walnut Streets."

Narrative: The aforementioned town center master plan is intended in part to help achieve this Outcome. The progress on the plan however was interrupted by the pandemic. A resurgence will be forthcoming in the updated Comprehensive Plan but for now the strategies outlined in the Action Plan have not been taken up. Seven separate strategies in the Action Plan support this Desired Outcome. The strategies require researching funding options, committing local funding, coordination and support from the local community interests and State agencies, and access to and more engagement with the arts/cultural community. The Church Hill Garden and Landscape Committee didn't sustain itself while the needs for beautification seem to be increasing. The Town's retention of a grants manager is intended to help build local capacity and a renewed outreach to the Theatre is needed.

Several related achievements however provide encouragement that progress will be made in the years ahead. The Church Hill Theatre continues to be successful and well attended. The Town just issued permits for a marquee renovation. The Town's planning and zoning functions, including the Planning Commission, Board of Zoning Appeals, and Town Planner worked very hard to positively impact the redevelopment of the Church Hill Volunteer Fire Company insisting on compliance with much higher architecture and landscape architecture standards to bring about a building that would fit compatibly into the historic town center. The Town cleaned up and improved a foreclosed lot on Main Street opposite the new town hall that it had acquired (just prior to the SC designation), creating an attractive park like setting, improved site lines, and a small parking area compatible with the historic landscape associated with St. Luke's Episcopal Church. The also Town acquired a large property on the edge of the town center, which now provides options for the development of a public parking area in support of town center economic growth. Further, the young families that moved to Church Hill during the last decade have populated the Town with many teenagers who are now seen walking and enjoying themselves, even on winter evenings, in the town center; a welcome site that had been missing for decades.

Outcome: A marketing program aligned with County tourism to highlight Church Hill.
Narrative: The Town has made no progress on this and has not updated of the Church Hill Town website. The SC steering committee wishes to keep this in the Plan advance this during the upcoming plan cycle.
Outcome: A regionally significant recreational / tourist draw – a water trail connecting Chestertown to Church Hill along the Chester River
Narrative: This is still too visionary. While the SC steering committee will keep this in the Plan, the other elements of the Action Plan have far greater relevancy and immediacy for the time being.

PART II: COMPREHENSIVE ASSESSMENT

EN	VIRONMENT	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, stormwater improvements etc.	X			The Town acquired lot approximately ½ in size (219 Main St.) on which sat an abandoned mobile home and driveway in the riparian buffer to Southeast Creek. It removed the mobile home and removed the impervious surfaces (driveway, walkway, and the concrete pad on which the mobile home sat) using Town funds. This lot is in very close proximity to Southeast Creek and in the Critical Area. Approximately 2,100 square feet of impervious lot coverage land was returned to vegetation.
2.	Have you improved wildlife habitat in your community? Ex. native plantings, pollinator gardens, rain gardens	X			Yes, but only to the extend noted above. It is worth noting the Town's contractor removed invasive vines that were compromising the native trees on this lot, which will help sustain these old trees and the wildlife they support.
3.	Have you increased access to green space, parks, or outdoor recreational opportunities?	X			Yes by 26,440 sq. ft position near Southeast Creek. The above project (see #1) has as its objective the creation of a public park site near the Southeast Creek. Now, with the acquisition and restoration of this lot, and the adjoining lot already being in municipal ownership, the Town has space to develop its park. Both lots have significance as being part of the historic industrial base of Church Hill's colonial period when processing and warehousing was closely aligned with Southeast Creek which was then a fully navigable river into the town center.
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.)			X	This has not been part of the SC Action Plan.

	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?
•	Has there been an increase in the number of new businesses in your Main Street/ Commercial District?	X			The Church Hill Theatre opened office space left vacant by the Town's relocation to a new Town Hall. St. Luke's Episcopal Church obtained Town zoning approval to operate a drivers' education class on its premises which also brings young people into the town center. Carrie Sue's Cap Cakery opened at 512 Main Street since the SC designation using special flexibility granted by a zoning ordinance amendment passed following the Town's adoption of its current comprehensive plan.
	Did the Municipality/ Sustainable Community area receive any designations that support local economic development?	X			Enterprise Zone designation in coordination with Queen Anne's County.
	Has there been an increase in foot traffic in the Main Street/commercial district?	X			We believe there has been an increase due to several developments over the past five years: (1) the popularity of the Church Hill Theatre increases the number of theatre goers. (2) The fire house executed a major redevelopment of its facility which occasions foot traffic related to special events. (3) The Town Hall has moved to a new building on Main Street with larger community gathering space, and now better-attended town meetings create foot traffic as people walk from home to the Town Hall or walk from more distant parking places to town meetings. (4) Town has more teenagers who enjoy walking and socializing in Town and the driver's education class at St. Luke's provides students free time which many seem to enjoy by walking throughout the town center.

X

X

4. Have the number of X commercial vacancies decreased?

Yes. A long vacant warehouse facility in the northern edge of Town in the SC area was renovated and put back to use for commercial enterprise. The "storefront" that became vacant when the Town Hall moved to the historic bank building became occupied by the Church Hill Theatre.

5. Has there been an increase in local jobs within the Sustainable Community for its residents?

There has been added business through the adaptive reuse of an old warehouse facility at the northern end of Town which allowed for the expansion of an existing business and the introduction of a new business. The Town helped the Applicant with zoning and permitting but this effort was private-sector driven initiative. Generally, though these have not created local jobs for residents per se but jobs generally.

6. Has there been an increase in workforce development training or other opportunities for connecting potential employees to well-paying jobs?

This has not been part of the Town's SC Plan.

ΓR	ANSPORTATION	Y E S	N O	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?		X		
2.	Have there been improvements to the public transit infrastructure?			X	This has not been part of the Town's SC Plan.
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?	X			Yes, but only by home builders have been required to install sidewalks along the lot frontages of the houses built over the past five years in existing subdivisions. But the areas within Town where sidewal investments need still to be targeted, notably along Main Street (MD Rt. 19) from the Church Hill Elementary School north and on MD Rt. 300, have not been improved yet.
4.	Have there been any roadway improvements that support "Complete" or "Green" streets?		X		
5.	Has traffic congestion along major roads decreased? (Amount in percent)			X	Traffic congestion is not an issue.

	HOUSING	Y E S	N O	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 any residential facades or interiors been improved? Has the energy efficiency of any housing units been increased?	X			There is small but generally consistent number one or two permits per year for interior renovation or residential structures on the Main Street. One prominent residential rehabilitation project was recently completed after many years of code enforcement attention.
2.	Has the homeownership rate increased?			X	
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?	X			Yes, eight single-family housing units on unbuilt lots within existing subdivisions were constructed. A housing units are market rate, and except for the last house constructed, all can be judged "affordable" relative to the regional median household income.
4.	Has there been demolition of blighted properties?	X			One blighted property was demolished. Another blighted house was rehabilitated over the five years.
5.	Has the residential vacancy rate decreased?	X			The rate was 12.7% according to the 2013-2017 American Community Survey (ACS) with a margin of error of 7.9 percentage points. It is now 9.1% (with a margin of error of +/-6 percentage points) accord to the 2017-2021ACS. Drive by inspections reveal less vacancy confirming the general accuracy of the above finding.

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?

X

7. Has there been an increase in homeownership counseling services or individuals accessing such services?

X

COMMUNITY HEALTH & QUALITY OF LIFE	Y E S	N O	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. How many historic properties were renovated/improved? To your knowledge, did the renovations mitigate certain environmental hazards such as lead and asbestos?	X			One property—Church Hill Theatre—which is on the National Register of Historic Places, is in the process of renovating and structurally repairing its marquee under a permit issued by the Town. No environmental hazards are indicated.

X

X

X

- 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.
- 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.
- 4. Have there been any changes in access to health and wellness services? Examples include mobile clinics, hospitals, telehealth opportunities.
- 5. Are there any residential health and wellness opportunities in place (i.e., athletic facilities, recreational indoor/outdoor courses, or groups)?

With the intention, at least in part, of improving the availability of community space, the Town Hall now occupies the old bank building at Walnut and Main Streets and provides an attractive and amply size space for civic and other events.

The new and expanded Church Hill Volunteer Fire Company has space for larger events.

The Town's improvement of the vacant and previously blighted lot at 319 Main Street, opposite the Town Hall, has created a perfect site for a pocket park and small parking area and a site for public art, historic district signage, etc.

The Town had historically had an annual Memorial Day Parade but discontinued it due to lack of volunteer organizational help many years ago. The SC steering committee, in the review of the SC Renewal, made it a point to amend the Plan to investigate the possibility of starting a new tradition for a community event or recreating the parade.

Yes, the Church Hill Park, but it was existing when the original SC designation was established.

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?

X

7. Has there been a decrease in crime rate?

This criterion is not applicable, but worth mentioning is the following: There has been a noticeable decrease in traffic speeds through Town, and a resulting increase in speeding tickets, due to positive enforcement of speed limits on Walnut and Main Streets over the past four years or so, which Town Commissioners requested following suggestions by the SC steering committee when it convened in 2017 to prepare the original SC Plan.

8. Do all residents have access to the Internet and other basic utilities and services?

The on-going development of a wireless telecommunications tower which the Town sponsored, and as is located on Town property, is expected, within about 3 months, to begin providing reliable service to the residents and business of Church Hill and to emergency first responders.

All parts of Town are provided the same municipal services and utilities.

OTHER:

LOCAL PLANNING	
& STAFFING	
CAPACITY	

2.0		
Y	N	N
E	0	A
S		

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?

X

X

Platted lots in existing subdivisions were improved with new houses. The Church Hill Volunteer Fire Company on Main Street was redeveloped.

2.	Has there been an increase in the amount of preserved/protected land?	X		Yes, a parcel of 26,440 sq. ft. in size was added through the Town's use of POS (at 219 Main St.), which was previously refereed to. This is now protected open space and a part of it (combined with another adjoining town owned property), will be improved as a public park.
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.		X	
4.	Have there been any zoning or policy changes that have fostered growth or redevelopment in your Sustainable Community?		X	
5.	Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e., street lighting, water/sewer lines)?		X	

X

- 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?
- Town has recently contracted with a grants coordinator. The Town Planner has been tasked with updating the Comprehensive Plan and advancing the town center objectives into the new Comp. Plan.

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?

The Town initiated a "town center" plan for the historic town center which includes a vision for integrating the town center with the natural resources aligned with Southeast Creek. The Town also just recently embarked on an update to the Comprehensive Plan.

Part III: 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): N/A • • •	DHCD			
Strategic Demolition Fund (SDF): • •	DHCD		With respect to 219 Main Street for which the Town initially sought an SDF grant (for which it qualified), the Town felt it could not wait for the grant cycle and release of funds, deciding it best to proceed with haste to remove a blighted and hazardous condition and initiated demolition and site remediation work using Town general funds.	
Community Safety & Enhancement Program: N/A	MDOT		one remediation work using rown general rands.	
Maryland Bikeways Program: N/A	MDOT			
Sidewalk Retrofit Program: N/A	MDOT			

Sustainable Communities Renewal Applicati	ion - Section C			
Water Quality Revolving Loan Fund: N/A	MDE			
Other Funding Programs: examples are U.S. HUL Chesapeake Bay Trust, Maryland Heritage Areas A. Administration, Maryland Department of Natural R.	ssociation, Preservation M	t Block Grants (CE aryland, Safe Rout	BG), or grants from USDA, EPA, A es to School, Maryland Rural Devel	ppalachian Regional Commission, opment Corporation, Maryland Energy
*Please add more rows if necessary				
Program Open Space	State / County	\$44,000		

Sustainable Communities Renewal Application -	- Section C	
COMPETITIVE FUNDING: Are there any types of pr	ojects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?	
We do not believe there is a funding source to update the	Town's website.	

SECTION D

Roster of Members - Sustainable Community Steering Committee

Standing Steering Committee: As of 2023
Thomas Boeshore
Marian Chance
Jane Coppage
Alicia Dodd
Robert Jensen
Ed. Raffetto, Town Commissioner
Janet Rochester, Chair Planning Commission
Special (Additional) Members Focused on Town Center Master Plan: As of 2020
Rev. Loretta Collins, St. Luke's Episcopal Church
Revered Davis, Bethel AME Church
Jean Fabi, QA County Economic Development Commission
Sandra Hartman, The Ponds community
Kerri Kane, Pineridge community
Jenna McKenzie, The Meadows
Pastor Shane Moran, Church Hill United Methodist
Bret VanSant, Church Hill Volunteer Fire Company
Marisa Wallie, Church Hill Hunt community
Revolving Member Representative, Church Hill Theatre

Sustainable Community Action Plan

The Town of Church Hill

2023 Update

Approved by the Steering Committee / Planning Commission and Endorsed by the Board of Town Commissioners
Submitted 2/17/2023

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.)

<u>Strengths</u> <u>Weaknesses</u>

- The Southeast Creek is a rated Tier II Waterway through the Town. The Creek drains the southern part of the Town, and its associated woodlands form a corridor of nature defining the southern limit of the planned growth area. Much of the woodlands and shoreline of the Creek (33 acres) are owned by the Town of Church Hill providing a unique opportunity to make recreational improvements.
- <u>Church Hill Park.</u> A County park located within Town limits is a destination for walking for seniors in the community and attracts residents throughout the region to Church Hill for league sports. It is also an important green space in the Town's overall plan.
- Outdated stormwater management systems. The stormwater management systems includes direct discharge to Southeast Creek at two locations. This unnecessarily contributes nutrient and sediment pollution to Southeast Creek.
- Lack of Engagement with the Southeast Creek and nature generally. Little direct or meaningful connection to the Creek exists any longer. Even though it runs along the southern edge of Town, the Creek it is almost hidden, and residents and visitors alike have little opportunity to engage with this resource area either recreationally or educationally. The Town's origin is tied to this waterway and the old mill at Southeast Creek but with the passage of time, this connection has gradually been lost. A renewed connection to the Creek is an essential part of the rejuvenation of Church Hill.
- Wastewater Treatment Plant (WWTP). Upon the planned build-out of ongoing development projects, the Town's WWTP will approach its design capacity of 80,000 gallons per day and its discharge permit limits to Southeast Creek. The Town commissioned a water and sewer feasibility study in 2010 and anticipates upgrading the plant to Enhanced Nutrient Removal status and expanding the capacity of the plant to serve its municipal growth area.
- Invasive Plants Impact the Forest Edge Along Southeast Creek.

 Invasive vines especially are impacting the health and vitality of the old trees along the forest edge near Southeast Creek. An interested citizen has coordinated with the Town to help cut and remove vines in a prominent location near the Town's south gateway and a Town landscape contractor managed to remove several on public property, but the problem is far reaching.

Desired	Outcomes	and F	rogress
	Measur	es	

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.

Outcome 1: Make Southeast Creek a prominent part of the Town experience.

Progress Measures:

Increased visitation to the Town measured by attendance at (proposed) events, visits at the Town Hall/visitor center, and web site traffic. Number of visits to Southeast Creek once improvements are made.

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.

Strategy A: Develop a town-wide hiking/biking trail as called for in the Comprehensive Plan, connecting points north of Town through the County Park and Church Hill Hunt subdivision to New Street and onto and along Southeast Creek.

The first phases of this work are completed (through the park). Next steps: Begin by conducting a preliminary alignment study including the estimate of costs especially associated with the trail through the Southeast Creek natural area. Develop of funding strategy. Contract with an engineering or landscape architecture firm to develop a plan aligned with available and programmed resources.

Chester River Association

MD Dept. of the Environment

MD Dept. of Natural Resources including the Critical Area Commission

Queen Anne's County Tourism

Outcome 2: Bring about a greening of the Town that is aligned with its land use program, recognizing Church Hill's unique potential to bring about lasting water quality improvements.

Progress Measures:

The Maryland nutrient reduction calculator will be used to estimate pollutant reductions associated with each BMP. Over the next decade, the Progress Measure will be the number of trees planted with the target being 700 net new trees by 2025, which is approximately one for every existing

Strategy A: An overall landscape design plan (1) addressing the coordination of tree planting (along the planned trail) to connect the County Park, Church Hill Hunt subdivision, New Street to the Southeast Creak nature area (2) the planned use and improvement of open spaces in Town.

Strategy B: A town wide strategy to bring about stormwater management Best Management Practices. This will include a tree-planting program to establish tree canopy where it is missing. The program will include free trees for existing residents and for new residents as part of a welcome package. The strategy also includes street tree planting, rain barrels, and the planting of rain gardens where feasible. It includes shoreline restoration improvements on land the Town has acquired along Route 19 at the Southeast Creek Bridge and the acquisition and restoration of the parcel that adjoins this land.

Program Open Space

Chester River Association

MD Dept. of Natural Resources

resident. Beginning in 2027, we will measure		
canopy coverage.	Strategy C. Retrofit stormwater outfalls at South East Creek using modern techniques to clean the water prior to discharge. An engineering review has already been conducted and feasibility has been determined. A cost estimate has been prepared. Also, repair and modernize storm drain inlets in the neighborhood between Walnut Street and New Street (formally Buzzards Lane).	
	Strategy D: Enforce existing developer commitments in Church Hill Hunt to install street trees, trees and other plantings in the village greens, and the trail easements platted in those greens. Strategy E: Manage invasive species along the forest edge to protect the health of the old trees near Southeast Creek.	

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)

cultural and historic assets)					
<u>Strengths</u>	<u>Weaknesses</u>				
 Church Hill Theatre. The theater has a tradition that dates to the 1920's. It serves audiences from throughout the upper Eastern Shore Region and attracts theatre goers to the Town throughput the year. Municipal Land Holdings. Town of Church Hill owns three corners of the Main / Walnut intersection including the historic bank building at 404 Main Street, the existing Town Hall and parking lot, and a vacant lot opposite the Town Hall. It is in a unique position to leverage these land resources as part of strategy to promote revitalization of the old town. Pedestrian Amenities. The old town of Church Hill has attractive pedestrian amenities with wide brick sidewalks and paver crosswalks that add to the historic charm of the place. 34-Acre Tract of Land. There is a 34-acre tract of land in Town with commercial zoning, highway visibility, and ready access to MD Route 213. The Town's existing business. 	 Historic Business District. The Main Street / Church Street business district looks tired and has not been an active center since the later 1960's or early 1970's. Little investment has been made by the private sector in the modernization of building façades, signage, lighting, or landscaping. The Queenstown Bank closed its branch office in the historic bank building on Main Street, the hardware store on Walnut in inactive, and the street level retail space at 502 Main has been largely vacant for years. There is little space for parking either off-street in lots or on-street. SHA's crosswalks markings have largely worn off and need maintenance. The Town's store-front business consists of two automotive businesses, a local bank branch, a convenience store with gas pumps, and a hardware store that is not in active use. Except for the Rhodes Store (convenience store), there is no active retailing in the Town. There are several home-based businesses including a salon and child day care. Highway accessibility and visibility is limited only to properties on Rt. 300 near MD Rt. 213 and further north. Infrastructure. The Town does not have a municipal water system. The sewer system is approaching its design-capacity of 80,000 gallons per day, when the build-out of approved subdivisions and infill lots are provided for. The Town has nothing in place to support visitation or regional tourism, meaning visitor's center, signage, marketing, a useful website, or adequate parking in its old town. 				

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Progress Measures: ncreased visitation to Church Hill. ncreased ticket sales at Church Hill Theater. Decupancy of existing building space and building permit issuance for improvements to existing buildings.	Strategy A: Promote modernization improvements to the look and vitality of Main and Walnut Streets. Develop a façade rehabilitation assistance program whereby improvements to the building facades in downtown are incentivized though cost sharing. Strategy B: Enhance the ambiance and function of the cultural district at Main and Walnut Streets, provide coordinated container and window box plantings and provide coordinated commercial signage and street lighting. Strategy C: Parking: Improve the Town's vacant lot at 319 Main Street and coordinate with St. Luke's Episcopal Church and Church Hill United Methodist Church to improve and expand parking in support of the Theatre, businesses and institutions in the old town and special events. Strategy D: Coordinate with the Art and Art History Department at Washington College to develop a plan for the installation of public art in the cultural district. Strategy E: Develop an events program, coordinated with the Theatre's schedule for openings, that brings people to the district for community wide events. Strategy F: Promote the use of the theatre in Church Hill for more types of performances than just Church Hill Theatre performances; bringing back to some degree the "community theatre" use of the venue and revenue producing special events such as live music. Strategy G: Seek public and private investment to develop a café in the district.	Church Hill Theatre Washington College Church Hill Garden and Landscape Committee Queen Anne's County Department of Economic Development Queen Anne's County Tourism Maryland Department of Housing and Community Development Church Hill Economic and Community Development Committee Maryland Department of Commerce
Dutcome 2: A marketing program aligned with County tourism to nighlight Church Hill.	Strategy A: Coordinate with the County and other area towns to promote tourism and visitation to Church Hill and the norther part of the County. Strategy B: Fund and update the Town's website.	Queen Anne's County Tourism Office Queen Anne's County Economic Development Commission Church Hill Economic and Community Development Committee

utcome 3: A regionally significant	Strategy A. Convene a group of stakeholders to study the proposal.	Town of Chestertown
nurch Hill along the Chester River		Queen Anne's County Departments of Planning and Parks and Recreation
		Kent County Department of Planning
		Maryland Department of Natural Resources
		Chester River Association
nployment supporting commercial	Strategy A: Develop a municipal water system. The Town has already completed a Water and Sewer study which evaluated the feasibility and costs of developing a municipal water system.	Maryland Department of the Environment Maryland Department of Commerce
ner commercially zoned property in wn.	Strategy B: Expand the capacity of the wastewater treatment plant as guided by the Town of Church Hill Water and Sewer Study. Preliminary engineering and coordination	
ogress Measures: Square footage of	plant could be expanded and upgraded to meet flows associated with build-out of the Town's ultimate growth boundary or up to 480,000 gpd.	
ogress Measures: Square footage of w commercial space and number of	with MDE, indicates that with current ENR capabilities and modern technologies, the plant could be expanded and upgraded to meet flows associated with build-out of the	

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)

parking, road conditions)		
Strengths	Weaknesses	
Sidewalk Network. The Town has a good sidewalk network to build on thanks in large part to the State Highway Administration's community enhancement project dating back 15 years ago. The old town and most neighborhoods are connected to the Elementary School and the sidewalks on Walnut Street extend east to Oakmont Avenue at Church Hill Hunt.	 <u>Sidewalk Weakness</u>. While in general the sidewalk network is good, there are weaknesses including: the lack of sidewalk along Rt. 19 from Rhodes Store north. This means that the Elementary School is not accessible by walking from points north. Also, there are no crosswalks at the 4-way stop at Routes 300 and 19. 	
 <u>Highway Accessibility</u>. The Town is highly accessible by highways providing regional access to employment opportunities on the Eastern Shore and Delaware. 	 <u>Lack of parking in old town Church Hill.</u> The revitalization of Church Hill is hindered by the lack of parking in the old section of the community along Main and Walnut Streets. On-street parking is limited in some places and prohibited in others due to the narrow width of the streets. 	
Walking in Town. Because the Town is relatively compact and the County Park is accessible, there is an emerging pattern of town residents (especially senior citizens) walking for recreation and exercise.	 Traffic speeds (and volume). MD Route 19 (Main and Walnut Streets) connects MD Route 213 to the U.S. Route 301 corridor and the town center experiences traffic speeds far out of character with its historic setting and the design of streets. The Town's main intersection especially is unsafe when cars and trucks approach at high speeds. Enforcement has been effective, but it must continue. 	

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Greater pedestrian connectivity and shoring up of gaps in the sidewalk network to bring about a culture of walking and wellness in the Town.	Strategy A: Target the remaining areas which lack adequate and safe sidewalks and crosswalks and related improvements needed for safe and direct pedestrian circulation through the whole town (especially the Route 300 / 19 intersection and along the west side of Route 19).	State Highway Administration
Progress Measures: Length of sidewalks completed and, more importantly, an increase in pedestrian activity as measured by planned sensors at key locations to count pedestrian pass by trips.	Strategy B: Celebrate walking. Church Hill can become a very pedestrian friendly town and we want to celebrate progress. Pedestrian sensors will be added to key locations to record the number of pass-by trips. The count will be visible and Town residents can see how walking is taking off. The Town will encourage the development of an app that will allow residents to connect to the pedestrian counters on their mobile devices.	

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	Weaknesse		S	
A distribution of existing housing choices amore The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill Elementary School The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill is recognized the presence of Church Hill Elementary School The value of housing in Church Hill	ed as very good due especially to	 Housing vacancy: At the time of the 20 in Church Hill were vacant but that ha currently. Tracking of vacancies indice persisted in highly visible properties in increased in recent years here. Outdated Housing Stock: According thousing units in Church Hill were consthe historic development of the Town located prominently on Main Street a costs (heating and cooling) of the hon aging homeowner population have not older houses throughout Town have I deterioration. Lack of available zoned land and infradand townhouse development which coyoung families. 	of the housing units as tracked down to about 9% ates that housing vacancies have in the Town, but occupancy has the Census roughly 1/3 of the tructed in 1939 or before. Because of an other than the these older houses are not Walnut Avenue. The operating hese are high while the incomes of an other than the begun to show signs of exterior	
Desired Outcomes and Progress Measures	Strategi	ies and Action Items	Implementation Partners	
Outcome 1: We would like to grow the residential base in ways to maintain a low overall housing vacancy rate <u>under 10%</u> and promote greater home ownership. Progress Measures: Reduced vacancy rates and increased homeownership as revealed by the U.S. Census.	Strategy A: Consider using a facade rehabilitation grant program to address housing rehabilitation within certain parts of the community to contribute to the overall appearance and wellbeing of neighborhoods. Strategy B: Promote the MD HCD WholeHome program that may be of great assistance to seniors or lower income homeowners to repair or modernizes their homes. Strategy C: Repair or replace old street signs, broken curbs and sidewalks, plant street trees, install street lights, and otherwise re-invest in neighborhood infrastructure, to shore up the real estate market in older neighborhoods.		MD Department of Housing and Community Development	

	Strategy D: Consider zoning map and/or text amendments to remove restrictions on townhouse development on land otherwise suitable for housing.	
Outcome 2: Preserve historic buildings and the history quality of the built environment especially along Main Street and Walnut Street.	Strategy A: Consider creating Historic District provisions in the Zoning Ordinance and a Church Hill program for historic preservation that incentivizes owners to maintain and improve properties in historically significant and compatible ways.	Queen Anne's County Historical Society
Progress Measures: No loss of historic buildings. Participation in preservation programs.	Strategy B: Celebrate the historic qualities of the town and the historic buildings that create the unique and special sense of place in Church Hill.	MD Department of Planning, Planning Services Maryland Historical Trust
Outcome 3: Development of starter housing for young families.	Strategy A: Consider zoning amendments that would allow townhouse development on lots smaller than 5 acres in size and at densities that would make it more economical to develop on infill lots.	Church Hill Economic and Community Development Committee

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

- Elementary School, The Town is home to the Church Hill Elementary School.
- Active Religious Life. The community is home to churches that are active in service to the community.
- The Volunteer Fire Company. The fire company is in Town and has been active in community life.
- St. Luke's Church. The historic St. Luke's Church with its historic landscape and red brick wall along Main Street occupies a prominent place in the landscape and historic context of the Town.
- Town Facilities. The Town Hall is conveniently located in old town.
- Sense of Place on Main and Walnut Street. The old town contains a mix of historic buildings and the Church Hill Theatre.
- Church Hill Park. The County Park is a regional / county-wide destination.

- No Gateways. The Town lacks designated gateways that announce arrival into Church Hill, missing an opportunity to beautify the Town and provide a welcome to visitors.
- Connecting the School into the Life of Town. The Town has the enviable good fortune to be home to the public elementary school, which is a great strength, but it has not yet realized the full potential benefits of this. The Town can be a "laboratory" for students and teachers because of its integral connections to Southeast Creek. In the future, students on class trips may have the opportunity to study the natural ecology and history of the Town.
- The Town does not hold any community wide events such as parades or street festivals.
- The Town does not have the most vibrant civic life. The committee
 recognizes that a key to future growth and vitality will be fostering a more
 involved civil society in town; promoting associations; and engaging newer
 residents in the work of building community.
- No community center of other large meeting space in Town.
- No community-wide gathering / celebration or event. The Town used to hold an annual Memorial Day parade that ran from Walnut Street west to Main Street, and north along Main Street to MD Route 300 to what is now Church Hill Park.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Town Beautification Progress Measures:	Strategy A: Add gateways at three prominent locations: on Walnut Street, roughly 850 feet east of Oakmont Drive; at the intersection of MD Routes 213 and 300; and along MD Route 300 between Hall Road and the County Park entrance. As part of the strategy, re-imagine the MD Route 300 entry into Town from MD Route 213 as a commercial / institutional gateway to the Town. Strategy B: Plant flowers and trees along the school frontage opposite the site of Queenstown Bank to beautify this main entrance into Town. Strategy C: In addition to installing crosswalks and curbs and sidewalks at the intersection of MD Routes 300 and 19, landscape around the intersection to create a beautiful welcoming point. Strategy D: The Town will add wayfaring signage to direct visitors to new and existing points to engage with Southeast Creek.	Church Hill Garden and Landscaping Committee MD State Highway Administration Chester River Association
Outcome 2: Enhance the County Park for year-round activities such as ice skating.	Strategy A : Work with the County Department of Parks and Recreation to fund enhancements of the County Park. Survey town residents to understand what they would like to do at the Park.	Queen Anne's County
Outcome 3: Reconnect with the History of Church Hill	Strategy A: Do a cultural landscape survey / plan including designating locations for interpretative signage at key locations. Plan a walking tour and other similar events that showcase the Town's history and cultural setting.	Maryland Historical Trust Queen Anne's County Historical Society Washington College
Outcome 4: An active and engage citizenry.	Strategy A: Develop a community based email system to invite residents to Town meetings and otherwise keep interested citizens informed of Town business. Strategy B: Update the Town's website to make it functionally modern and user-friendly. Strategy C: Survey town residents every two years through digital and in person surveys to record and track community wellbeing and satisfaction with the Town.	

Outcome 5: A new town hall including a community event / gathering space.	Strategy A. Develop a new and modern town hall. The Town will still systematically evaluate options which include eventually building a new building.	USDA , Rural Development Agency MD DHCD
	Strategy B. Investigate and try to develop the local capacity to hold a community-wide gathering or special event such as the once annual Church Hill Memorial Day parade.	
Progress Measures: Increased wellbeing and happiness of town residents measured through a survey of residents every two years.		

Local Planning and Land Use

(Strengths and weaknesses in the local planning and land use subject area include but are not limited to zoning, land use, policies, taxes and fees, historical patterns of development, lot sizes and shapes, etc.)

	Strengths	Weaknesses
•	The Town's Comprehensive Plan which provide a unifying framework for town development, growth, and investments in infrastructure.	 <u>Lack of public water.</u> The Town does not have a municipal water system which makes development more expensive and land consumptive and is a disincentive to commercial development.
	Accessibility by Walking. Because of its compact nature and its good mix of land use activities, Church Hill is highly accessible by walking. With exception of several areas, the Town is inherently walkable. Main Street and the County Park are highly accessible to most residents.	Sewer system capacity is limited and will need to be expanded upon the build-out of infill lots.
	Desirable Growth Prospects. The Town faces no substantive limitation on its growth; if market conditions provide, the Town has space to grow and amenities including the Elementary School and the County Park.	The Church Hill Hunt Subdivision is only partially completed leaving many vacant lots and uncompleted infrastructure and landscape improvements.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Investments in streetscape, trails, access to Southeast Creek, parking, and landscaping are aligned with the Town's overall program for revitalization and Comprehensive Plan. Progress Measures: Implementation progress on the Town's new capital improvements program.	Strategy A: Prepare and annually adopt a five-year capital improvements program with a long-range planning component. Strategy B: Re-imagine the MD Route 300 entry way from MD Route 213 as a commercial / institutional gateway to the Town. The Town will revisit its landscape standards in the zoning ordinance.	MD Department of Planning
Outcome 2: The steady completion and build-out of Church Hill Hunt subdivision as provided under the subdivision's approved Improvements Plan.	Strategy A: Enforce all remaining improvement guarantees to secure street lights, landscaping enhancements, trails, and street tree plantings that are part of the project's required improvements.	
Progress Measures: Completion of improvements as measured against the approved Improvement Plan. Build out of the remaining lots in the subdivision.		