

APPROVED

May 22, 2020

CITY OF FRUITLAND



FRUITLAND
Maryland

**FRUITLAND SUSTAINABLE
COMMUNITY**

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community: City of Fruitland Sustainable Community

Name of Applicant: City of Fruitland

Applicant's Federal Identification Number: 52-60033725

Applicant's Street Address: 401 E. Main Street

City: Fruitland **County:** Wicomico **State:** MD **Zip Code:** 21826

Phone Number: 410-548-2800 **Fax Number:** 410-548-4362

Web Address: www.cityoffruitland.com

Sustainable Community Application Local Contact:

Name: John D. Psota **Title:** City Manager

Address: P.O. Box F **City:** Fruitland **State:** MD **Zip Code:** 21826

Phone Number: 410-548-2809 **Fax Number:** 410-548-4362

E-mail Address: jpsota@cityoffruitland.com

Sustainable Community Contact for Application Status:

Name: John D. Psota **Title:** City Manager

Address: P.O. Box F **City:** Fruitland **State:** MD **Zip Code:** 21826

Phone Number: 410-548-2809 **Fax Number:** 410-548-4362

E-mail Address: jpsota@cityoffruitland.com

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 Sustainable Community (SC) Boundary was determined by the SC Workgroup after deliberative considerations including sidewalk connectivity needs, quality of life and economic development improvements through aesthetics, as well as, considering the SC Action Plan's consistency with the City's Comprehensive Plan. The SC Map reflects SC Area along the majority of Main Street, a mobile home park adjacent to a Middle School, and includes neighborhoods in which the residents are economically challenged. The proposed SC Area is entirely within the City of Fruitland Municipal Priority Funding 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.

Attached to application.

- (3) Approximate number of acres within the SC Area: **231.60 Acres**

- (4) Existing federal, state or local designations: **None**

☐ Main Street ☐ Maple Street

☐ National Register Historic District ☐ Local Historic District ☐ Arts & Entertainment District

☐ State Enterprise Zone Special Taxing District ☐ BRAC ☐ State Designated TOD

☐ Opportunity Zone ☐ Other(s):

- (5) Prior Revitalization Investments & Smart Growth:

- a. *List and describe any significant State and local smart growth or revitalization related program investments that have been invested in the Area in the past five years. What impact have these investments made in the community?*

Historically, Fruitland has not received grants for revitalization and/or Smart Growth efforts, however, the City enthusiastically embraces the opportunity to apply for revitalization project funds that a SC Designation creates. To demonstrate the City's stewardship regarding grant funding, we have received Program Open Space grant funding and

Community Parks and Playground grant funding for projects to update our playground equipment and buildings within our park system. This has resulted in an increased and safer use of our recreational space. Additionally, the City recently received designation as a “Well Connected Community” by the Robert Wood Johnson Foundation through the University of the Maryland Eastern Shore (U.M.E.S.). This designation enables the City to benefit from grant funding focusing on mental, physical, environmental, and health related initiatives to strengthen the sense of community throughout the City.

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

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FRUITLAND , MARYLAND			
Selected Economic and Social Characteristics of the Population			
	2018	2010	2000
Population	5,204	4,704	3,774
Median age	27.9	33.9	34.3
Families	1,143	1,161	989
Housing units	2,105	2,120	1,624
Households	1,846	1,887	1,459
Owner occupied	1,153	1,295	844
Renter occupied	693	592	615
Average household size	2.82	2.49	2.56
Median household income	\$ 58,375	\$ 55,396	\$ 34,468
Percent persons below poverty	20.9	15.3	18.3
RACE			
White	3,151	2,719	2,483
African American	1,367	1,711	1,152
American Indian and Alaska Native	10	-	17
Asian	353	109	40
Native Hawaiian and Other Pacific Islander	-	-	-
Some other race	35	96	24
Two or more races	288	69	58
Hispanic population (may be of any race)	248	88	70
EMPLOYMENT STATUS			
Population 16 years and over	4,263	3,741	2,895
Civilian labor force	2,835	2,818	2,061
Employed	2,607	2,715	1,900
Unemployed	228	103	161
Unemployment rate	8.0	3.7	7.8
INDUSTRY			
Agriculture, forestry, fishing and hunting, and mining	32	42	44
Construction	149	193	121
Manufacturing	91	221	246
Wholesale trade	53	117	99
Retail trade	384	551	240
Transportation and warehousing, and utilities	138	184	79
Information	25	8	40
Finance and insurance, and real estate and rental and leasing	46	66	131
Professional, scientific, and management, and administrative and waste management services	176	136	97
Educational services, and health care and social assistance	911	702	497
Arts, entertainment, and recreation, and accommodation and food services	261	267	112
Other services, except public administration	130	107	92
Public administration	211	121	102
EDUCATIONAL ATTAINMENT			
Population 25 years and over	2,902	3,028	2,397
High school graduate	932	786	789
Bachelor's degree	475	498	333
High school graduate or higher	2,541	2,403	1,915
Bachelor's degree or higher	854	862	465

SOURCE: U. S. Bureau of the Census. 2018 and 2010 American Community Surveys. Five Year Estimates. 2000 Census of Population and Housing. STF 1 and STF 3.

Prepared by MD Department of Planning. Planning Services. 2020.

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 City of Fruitland is a Council-Manager form of government consisting of a five (5) member elected council; one (1) of whom is appointed Council President, and one (1) hired City Manager who is responsible for all departments and functional day to day operations. The City Council and City Manager have experience in identifying and implementing projects which benefit the entire City population. With a SC designation, the City Council and City Manager will identify grant opportunities within the approved SC Area which would result in beneficial impacts consistent with the designation's stated goals.

The SC workgroup met on 5 occasions over the past 4 months and produced a well thought out SC Action Plan and prepared the final application package. The SC workgroup members represented past and current Fruitland City Council members, including the current Council President, and members of the Fruitland Planning and Zoning Commission, the Fruitland Volunteer Fire Company, a board member from the Fruitland Community Center, the Fruitland City Manager, the Planning and Zoning administrative assistant, the City's engineering representative, the Fruitland Chamber of Commerce, and the Maryland Department of Planning's Lower Eastern Shore Regional Office staff.

The implementation of the SC Action Plan will be the responsibility of the Fruitland City Manager with assistance of City support staff (City Clerk, Administrative Assistant, and Code Enforcement), and will include regular reports/updates to the Fruitland City Council and the Fruitland Planning Commission.

SC Workgroup Roster:

Darlene Kerr- Fruitland City Council- President

Derek Bland- Fruitland Planning Commission

Roland Sommers- Fruitland Planning Commission, past Fruitland Recreation Commission member

Leland Bonneville- Fruitland Planning Commission-Chairman

Roland Palmer- Past Fruitland City Council member, Fruitland Community Center Board

John D. Psota- Fruitland City Manager

Linda Powell- City of Fruitland Administrative Assistant, Planning and Zoning.

- (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?

The City has received Program Open Space grant funding and Community Parks and Playground grant funding for projects to update our playground equipment and buildings within our park system. This has resulted in an increased and safer use of our recreational space. Additionally, the City recently received designation as a "Well Connected Community" by the Robert Wood Johnson Foundation through the University of the Maryland Eastern Shore (U.M.E.S.). This designation enables the City to benefit from grant funding focusing on mental, physical, environmental, and health related initiatives to strengthen the sense of community throughout the City. Current City projects include a \$2.2 million State grant funded Water Treatment Plant upgrade and new water production well project, a \$475,000 grant funded solar power project, a \$71,000 Program Open Space grant to rehabilitate and pave three (3) recreational park system parking lots, and a \$14,000 Maryland State Bond initiative to rehabilitate a recreational park concession stand.

- (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 Fruitland SC Committee held five (5) work sessions at Fruitland City Hall to prepare the SC Action Plan, Boundary Map, and application. All meetings were posted and open to the public. Additionally, there have been presentations to the Fruitland City Council by Maryland Department of Planning staff, as well as regular updates on the application's progress to the Council and the Planning Commission by the City Manager. Public input has been unremarkable, and there has been no opposition to the designation sought.

Among sources referenced, The SC application, Boundary Map, and Action Plan is in part based on the City's Comprehensive Plan, Zoning Map and Zoning Ordinances.

Sustainable Communities Action Plan

For the City of Fruitland

City Council Adoption Date: February 11, 2020

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Environment

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Fruitland has high quality drinking water supplied by four wells. • Fruitland has a Critical Area Ordinance updated in May 2000. Approximately 1.3% of the City is within the critical area, which is largely undeveloped. • Fruitland has a large amount of private and city-owned open spaces and sports fields such as Crown Sports Center, Fruitland Little League and the Falcons Youth Sports facilities. • The Wastewater Treatment Plant (WWTP) is permitted for a flow of 800,000 gallons per day (gpd) with a daily average daily flow of about 524,000 gpd. • The WWTP has been upgraded with enhanced nutrient removal technologies. • Fruitland's WWTP has the necessary capacity to accommodate future growth. • Fruitland has repaired infill and infiltration problems in its wastewater infrastructure. 	<ul style="list-style-type: none"> • Fruitland does not currently provide an abundance of active/passive parks or recreational facilities for its residents. • There are a few properties within the City which do not have access to public water and sewer. • While typical of urban environments, future development activity may reduce the amount of agricultural and forest land within Fruitland and within designated growth areas.

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>Outcome 1: Create, preserve, and improve park and recreational facilities, to include a mix of passive and active recreational facilities and amenities.</p> <p>Progress Measures: Track increase of new park facilities acreage in furtherance of a goal of 30 acres of park space for every 1,000 residents. Track increase in linear footage of new and/or</p>	<p>Strategy A: Seek funding for new public parks and open spaces on the west side of Fruitland.</p> <p>Strategy B: Consider modifying zoning provisions for new development to set aside additional land (beyond that already required) for open space/recreation areas.</p> <p>Strategy C: Seek funding to add to Fruitland's current walking and biking trail network.</p>	<p>Maryland Department of Planning (MDP), Maryland Department of Natural Resources (DNR), Maryland Department of Housing and Community Development (DHCD)</p>

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<p>maintained walk/bike network. Track number and size of properties converted to park/open space.</p>	<p>Strategy D: Look for infill and redevelopment opportunities to turn underutilized properties into public parks and open space.</p>	
<p>Outcome 2: Improved design standards, energy efficiency, and ethic of resource conservation.</p> <p>Progress Measures: Track and report on: new LEED certified buildings, amount of new LED lighting, numbers of street trees, linear feet and type of streetscape improvements.</p>	<p>Strategy A: Consider modifying Zoning Ordinance provisions to increase the number of street trees (beyond that already required) in new residential developments and increase landscape provisions for parking lots within new commercial, institutional, and industrial developments.</p> <p>Strategy B: Encourage development design that maintains or enhances “green infrastructure,” through low impact site, and includes “green building” technology that conserves energy and improves indoor and outdoor air quality.</p>	<p>Maryland Department of the Environment (MDE), Maryland Department of Labor, Licensing and Regulation (DLLR)</p>

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Economy

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • U.S. Route 13 provides easy access to job centers in Salisbury and the surrounding region. • Steadily rising population, Fruitland is the only municipality in Wicomico County that has not experienced a population decline in any census from 1950 to 2010. • Median household income (\$63,922) is higher than Wicomico county (\$54,493). • Citizens have abundant retail options both in Fruitland and in neighboring Salisbury. • Route 13 provides travelers easy access to Fruitland's amenities. • Fruitland Chamber of Commerce (COC) is active/vibrant. • Businesses along Route 13 corridor are relatively stable (low turnover implies a stable business environment). • Public recreation facilities, and private recreation facilities such as Crown Sports Center, bring people from the surrounding region into Fruitland. • Existing and future residential growth will continue to encourage new commercial development opportunities within the City. • Fruitland's proximity to Salisbury University, University of Maryland Eastern Shore, Wor-Wic Community College, Peninsula Regional Medical Center (PRMC), and Wallops Flight Facility (NASA). 	<ul style="list-style-type: none"> • Historically weak downtown area with little economic activity. • Fruitland does not have any large employers, and therefore most residents work elsewhere. • 20.9% of residents live below the poverty line. • Unemployment rate (8.5%) is higher than the Wicomico County (7.4%) and Maryland (6.1%) rates. • No major tourism or cultural draw to Fruitland. • Lack of 'sit down' restaurants within Fruitland. • Lack of entertainment opportunity for all ages.

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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Revitalize the City's downtown area by attracting new businesses and residents as well as enhancing the appearance of existing structures and streetscape.</p> <p>Progress Measures: Number of new or expanded businesses and/or employment opportunities. Number of new downtown businesses and residents. Linear feet of façade improvements and streetscape improvements.</p>	<p>Strategy A: Through enhanced marketing efforts, pursue infill and redevelopment to promote development in underutilized and vacant properties within the downtown.</p> <p>Strategy B: Continue to promote mixed-use projects in the downtown that combine residential with commercial and institutional uses.</p> <p>Strategy C: Utilize technical assistance and grants from Fruitland COC, SWED, DHCD and Department of Commerce (Commerce) to promote economic development.</p> <p>Strategy D: Explore incentive programs such as tax incentives or commercial façade improvement grants to promote a new or enhanced business environment in the downtown.</p>	<p>Property and business owners, Commerce, MDP, Salisbury-Wicomico Economic Development (SWED), DHCD, Small Business Administration (SBA), Fruitland COC</p>
<p>Outcome 2: Utilize Fruitland's unique location (flanking the U.S. Route 13 corridor) to attract businesses that could increase employment opportunities, serving both local and regional markets and expand the assessable base of Fruitland.</p> <p>Progress Measures: Number of new or revitalized businesses and/or employment opportunities, measure increase in assessable (tax) base.</p>	<p>Strategy A: Promote the development and redevelopment of commercial and industrial activities along U.S. Route 13.</p> <p>Strategy B: Market vacant commercial space along U.S. Route 13 to help attract investment.</p>	<p>Property and business owners, MDP, SWED, DHCD, Commerce, SBA, Fruitland COC</p>

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Transportation			
Strengths		Weaknesses	
<ul style="list-style-type: none"> • Easy access to U.S. 13, the Salisbury-Fruitland Bypass, and Camden Avenue creates reasonable commutes to other Eastern Shore locales. • Fruitland's local street system has a relatively high Level Of Service (LOS) and is generally well maintained. • Fruitland is part of the Salisbury-Wicomico County Metropolitan Planning Organization (S-WMPO). • Shore Transit provides three (3) regional bus routes to Fruitland. • Bike path currently exists adjacent to the City's northern boundary along the railroad tracks. 		<ul style="list-style-type: none"> • A complete sidewalk system does not exist in Fruitland; some areas do not have sidewalks, other areas have gaps in the system, and some sidewalks need repair, as well as ADA compliance improvements. • Pedestrian and bike travel within Fruitland are limited to existing sidewalks and streets; very limited marked bike lanes and walking paths. • There are interconnectivity issues (e.g. inter-parcel connections) that could be addressed as properties are developed or redeveloped. • Three areas in Fruitland have been recognized (within Fruitland's Comprehensive Plan) as 'access needs areas' which are areas with development potential that lack access to public roads and sidewalks. 	
Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners	
<p>Outcome 1: Strive to maintain local street system LOS, and proactively maintain street system as new development or redevelopment occurs.</p> <p>Progress Measures: Track and report costs incurred for street maintenance; linear feet of resurfaced roadways.</p>	<p>Strategy A: Pay special attention to development in the Access Needs Areas to help mitigate the effects this development will have on the current transportation system:</p> <ul style="list-style-type: none"> • Review and, if necessary, revise subdivision regulations to ensure developers are required to provide adequate transportation infrastructure to new development. <p>Strategy B: Monitor the integrity of the minor and neighborhood collector systems to ensure any necessary repairs are taken care of proactively; this includes developing a capital improvement program and seeking funding in advance of problems occurring:</p>	<p>Maryland Department of Transportation (MDOT), State Highway Administration (SHA), S-WMPO, DHCD</p>	

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	<ul style="list-style-type: none"> • Create a timetable for repairing and maintaining the existing street network. • Communicate repair needs (along roadways under SHA control) to be placed on the annual HNI report. <p>Strategy C: Require traffic impact analyses for major residential and commercial development, indicating the increased impacts each development will create and taking into consideration potential connections to existing street patterns.</p>	
<p>Outcome 2: Develop and improve upon pedestrian-oriented transportation opportunities and streetscapes.</p> <p>Progress Measures: Linear feet of new and/or refurbished sidewalks, ADA compliant sidewalks, decrease in traffic speed, marked bike lanes and walking routes, and increase in number of street trees.</p>	<p>Strategy A: Ensure sidewalk connectivity within the existing municipal boundary is maintained and further expanded as development occurs within the access needs areas.</p> <p>Strategy B: Promote 'Complete Streetscapes' to include curb, gutter, and sidewalk installation or repair, creation of new bioretention features where possible, and ADA compliance: Apply for grants to institute a Sidewalk Retrofit Program. Apply for Safe Routes to Schools funds. Apply for MDOT Sidewalk Retrofit Program funds.</p> <p>Strategy C: Fruitland should continue to encourage developers to provide a more appealing and pedestrian friendly streetscape.</p>	MDOT, SHA, S-WMPO, DHCD
<p>Outcome 3: Fruitland will continue to align local transportation plans with that of the State and the S-WMPO to improve outcomes for Fruitland residents.</p> <p>Progress Measures: Track and quantify improvements to a multi-modal transportation system which may arise from working with State agencies and the S-WMPO.</p>	<p>Strategy A: Continue to cooperate and participate in S-WMPO meetings and planning studies.</p> <p>Strategy B: To the greatest extent possible, Fruitland should continue to follow all State and County standards in the creation and maintenance of City-owned transportation infrastructure.</p>	MDOT, SHA, S-WMPO, DHCD

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<p>Outcome 4: Improve alternative transportation options for Fruitland residents.</p> <p>Progress Measures: Track and report enhancements to the transit network (e.g. increased transit ridership, number of daily transit trips, length of new bicycle infrastructure.</p>	<p>Strategy A: Work with local and regional transit authorities to improve access to public transportation options for Fruitland:</p> <ul style="list-style-type: none"> • Determine demand for nearby destinations. • Coordinate with public transportation agencies to provide new routes or paratransit or shuttle service to Fruitland. • Encourage Shore Transit to provide Bus Shelters, increase Bus Stop locations along existing routes, and better promote route layout and scheduling for the general public. 	<p>MDOT, SHA, S-WMPO, DHCD</p>

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Housing

Strengths

- Low annual population increase:
 - Population (2010): 4,866
 - Population (2018 ACS est.): 5,289
- Relative to other areas of the Eastern Shore, home prices in Fruitland have remained stable.
- High homeownership rate of 63%, which is higher than Wicomico County homeownership rate of 59.2%.
- Good variety of housing types and a variety of neighborhood character.
- The Planning Commission is currently developing recommendations (to the Elected Officials) to better address housing issues within Fruitland's Comprehensive Plan.

Weaknesses

- Median value of Fruitland's housing stock less than Wicomico County median value
 - Median value Fruitland (2006-2010 ACS): \$157,500
 - Median value County (2006-2010 ACS): \$171,700
- Renter households (tenants) struggling to meet costs.
 - Median rent State (2006-2010 ACS): \$1,357
 - Median rent County (2006-2010 ACS): \$1,058
 - Median rent Fruitland (2006-2010 ACS): \$1,375
- A need exists for more affordable housing stock.

Desired Outcomes and Progress Measures

Outcome 1: Encourage the development of a variety of housing types, and densities, to accommodate housing for a diverse population of age groups and income levels.

Progress Measures: Track and report the number of new housing units, the type of housing units and average price of new units. Track and report the number of existing and/or prospective residents that have been provided information on various housing programs.

Strategies and Action Items

Strategy A: Explore zoning changes so that multi-family residences can be permitted in appropriate areas.

Strategy B: Provide to existing and prospective residents information on housing programs that can assist them in purchasing homes within Fruitland (e.g. Maryland Mortgage Program, Maryland Home Financing Programs).

Implementation Partners

DHCD, Private Developers, MDP

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<p>Outcome 2: Rejuvenate older neighborhoods by renovating homes and building attractive new homes to replace deteriorating structures on infill sites.</p> <p>Progress Measures: Number of homes renovated or demolished.</p>	<p>Strategy A: Encourage, through both private and public actions, the renovation or removal of substandard or abandoned housing:</p> <ul style="list-style-type: none">• Implement a façade improvement program for homeowners to make subsidized upgrades and repairs to older exteriors.• Work with landlords to develop and provide incentives to upgrade rental property in ways which do not cause exorbitant rent increases.	<p>DHCD, Private Developers</p>
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Community Health and Quality of Life

Strengths		Weaknesses			
<ul style="list-style-type: none">• Fruitland still has a small-town feel.• Population is steadily increasing, at a moderate rate of growth.• Volunteer Fire Department with modern equipment and adequate staffing to serve the current needs of the City.• City Hall adequately houses Fruitland staff and is large enough to accommodate public meetings for the next 5-years• Fruitland has several churches.• Fruitland is served by highly rated Primary, Middle and High Schools, and these schools are often reflected as a 'draw' for new residents.• Easy access to regional education facilities, including Salisbury University, University of Maryland Eastern Shore, and Wor-Wic Community College.• Citizens have abundant retail options both in Fruitland and in neighboring Salisbury.• Percent of citizens not in labor force (33.5%) is lower than Wicomico County (35.2%) and on par with Maryland (32.8%).• Fruitland recently constructed a new Police building which is projected to be adequate for the 30-years.• Fruitland has recently made significant improvements in code enforcement processes.	<ul style="list-style-type: none">• Fruitland's Comprehensive Plan indicates a significant deficiency of public parks and recreational space.• Fruitland does not have its own library.• Fruitland's downtown area is primarily residential with little economic activity; in need of revitalization.• Shortage of affordable workforce housing.• U.S. Route 13 represents a major barrier within the City. This barrier severely impedes pedestrian and bicycle crossings, which causes a public safety issue.				
Desired Outcomes and Progress Measures		Strategies and Action Items		Implementation Partners	
Outcome 1: Ensure that the community is adequately served by a variety of facilities suiting the desires and needs of all citizens. Progress Measures: Number of new cultural and civic facilities, health services and		Strategy A: Increase the City's public open space and recreation acreage: <ul style="list-style-type: none">• Seek grant funding to create new public parks and open spaces within the City.• Investigate increasing the area of public open space and recreation areas (for major residential development) beyond		Maryland Department of Health, DNR, DHCD, Wicomico County Board of Education, PRMC, Wicomico Public Library System	

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<p>facilities / clinics, community improvements, acres of new recreation and open space areas.</p>	<p>that which is currently required by the Zoning Ordinance.</p> <ul style="list-style-type: none"> • Preserve existing open spaces. <p>Strategy B: Work with PRMC to establish a satellite facility and/or a mobile health facility, to decrease reliance on Shore Transit to PRMC health care services. Establishing local PRMC services may lead to additional local private health facilities (e.g. private MD practices or physical therapy facilities).</p> <p>Strategy C: Partner with Wicomico County to open a small library in Fruitland.</p>	
<p>Outcome 2: Revitalize the downtown in order to increase civic pride as well as bring in more businesses and residents.</p> <p>Progress Measures: Increase in number of mixed-use structures, linear footage of new streetscape and façade improvements.</p>	<p>Strategy A: Pursue grants to perform downtown streetscape and façade improvements on residential and commercial buildings.</p> <p>Strategy B: Create a marketing campaign for the downtown to improve the downtown's image and attract more visitors and businesses.</p>	<p>DHCD, MDP, Fruitland COC, SWED</p>

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Local Planning and Staffing Capacity

Strengths	Weaknesses
<ul style="list-style-type: none"> Recent Inflow and infiltration (I&I) repairs have reduced wastewater flows by 75,000 GPD. Fruitland is constructing a \$2.2 million upgrade to the Water Treatment Plant. Fruitland has enough available land within its municipal boundary and municipal growth areas to accommodate growth through 2030. Fruitland's Comprehensive Plan has 6 municipal growth areas (totaling 1,147 acres). The City is a member of the Salisbury-Wicomico Metropolitan Planning Organization(S-WMPO). The City's Planning Commission is currently updating the 2009 Comprehensive Plan. 	<ul style="list-style-type: none"> Anticipated population increases will have municipal impacts in addition to increased demand for state and county services. Zoning and Subdivision regulations should be updated to ensure consistency with the soon to be updated 2009 Comprehensive Plan.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 2: Provide incentives for a mix of new affordable housing within Fruitland.</p> <p>Progress Measures: Track the increase affordable housing units in the City, monitor average home/rent price to determine if a decrease in rent/mortgage occurs due to increased affordable housing stock.</p>	<p>Strategy A: Create an affordable housing trust fund [akin to a Real Estate Investment Trust (REIT)] that can be used to provide incentives for the benefit of the City.</p>	<p>DHCD, MDP, Private Developers</p>

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<p>Outcome 2: Provide incentives for a mix of new affordable housing within Fruitland.</p> <p>Progress Measures: Track the increase affordable housing units in the City, monitor average home/rent price to determine if a decrease in rent/mortgage occurs due to increased affordable housing stock.</p>	<p>Strategy A: Create an affordable housing trust fund [akin to a Real Estate Investment Trust (REIT)] that can be used to provide incentives for the benefit of the City.</p>	<p>DHCD, MDP, Private Developers</p>
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