

SUSTAINABLE COMMUNITY APPLICATION

Approved SGSC 2/17/2021

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Town of Goldsboro

NAME OF SUSTAINABLE COMMUNITY: Goldsboro

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

☒ Tab #1 Sustainable Community Applicant Information

☒ **TAB #2 - Sustainable Community General Information:** In addition to the narrative about the baseline information included in the Sustainable Communities application, include a hard copy of the of the proposed Sustainable Communities map in Tab 2.

☒ **TAB #3 - Sustainable Community Action Plan/Matrix**

☒ **TAB #4 - Local Support Resolution: (sample resolution on page 11) In addition to the local support resolution, please include any letters of support that demonstrate partner commitments to the implementation and/or oversight of the Sustainable Community Plan.**

☒ **TAB #5 - Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 13)**

☐ **TAB #6 - CD-ROM:** The CD-ROM should include the following contents:

✓ Map in pdf format of the proposed Sustainable Community area

✓ GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data, e.g., spreadsheet of detailed listing of parcels that form the project boundary. (If you have additional comments or questions about the GIS mapping requirements, please contact your regional project manager).

✓ Pictures (jpeg format) of your Sustainable Community as it relates to your application

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II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

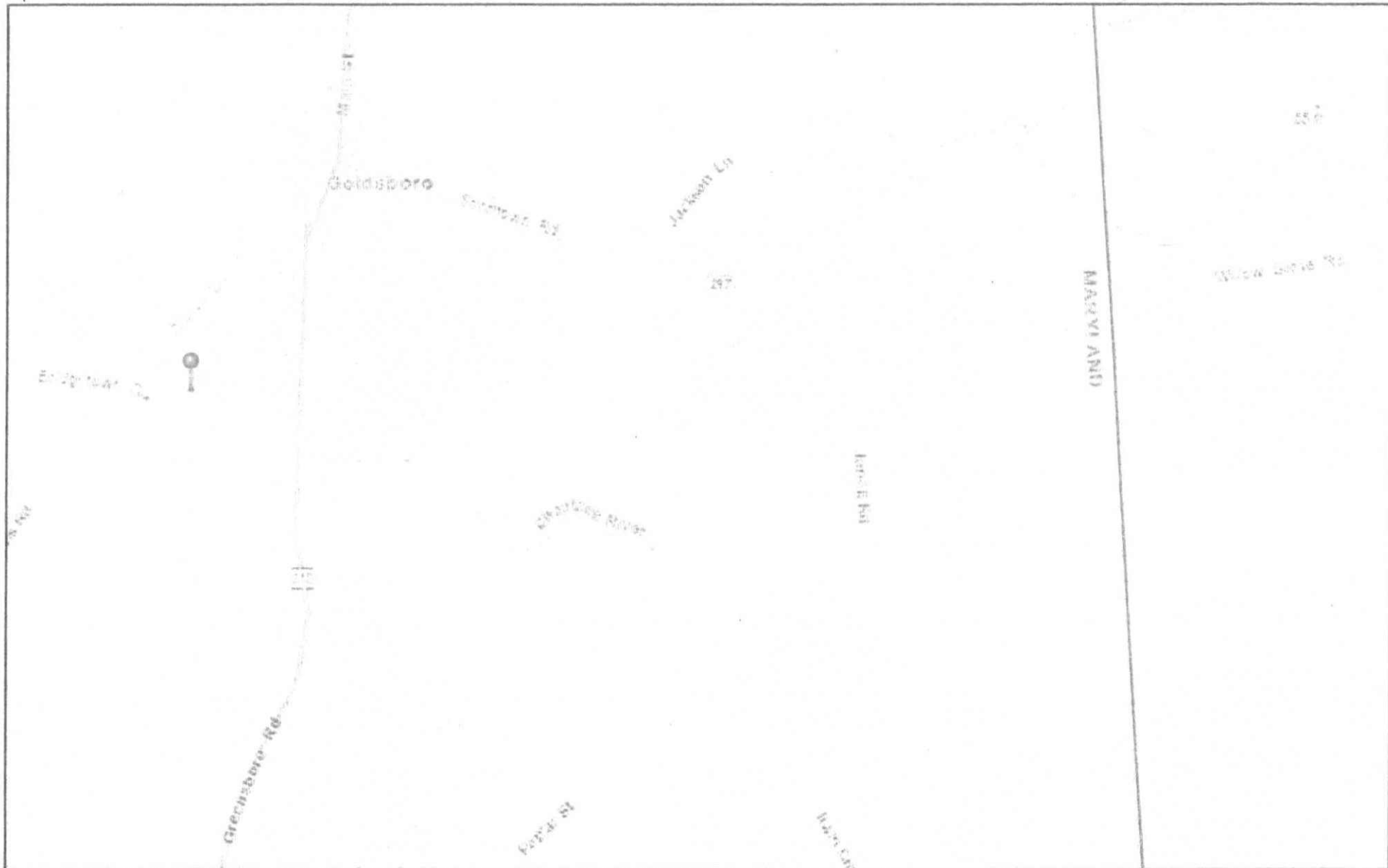
- (1) Provide a description of SC Area boundaries. How did the applicant determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area. *Goldsboro has chosen to include the entire town as a sustainable community area. This decision was made based on the size of the town which is only .18square miles with a population of only 232 people.*
- (2) Include the following in as an attachment: 1) PDF or JPEG of proposed Sustainable Communities map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) pictures of proposed Sustainable Community area.
- (3) Approximate number of acres within the SC Area: 115.2
- (4) Existing federal, state or local designations:
- ☐ Main Street ☐ Maple Street
- ☐ National Register Historic District ☐ Local Historic District ☐ Arts & Entertainment District
- ☒ State Enterprise Zone Special Taxing District ☐ BRAC ☐ State Designated TOD
- ☐ Opportunity Zone ☒ Other(s): Sustainable Maryland (in progress)
- (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? Goldsboro connected all homes in the town to the Greensboro North County Regional Sewer Facility in 2017 allowing for a town which previously had been under state restrictions that prohibited them from any building in the town due to failing septic systems to a town that is now able to sustain the homes they have and also giving them additional capacity to grow their town within the smart growth area and potentially add some much-needed businesses and new homes to enhance the town. They have also become an Enterprise Zone which will help them to attract businesses to the Town.*
- (6) Describe the SC Area's demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors). *The majority of the town (62%) is comprised of young couples who have not yet started families. 54.88% of the population is between the ages of 18 and 64 with only 14.58% having a bachelor's degree or higher. 32.29% have a high school diploma.*

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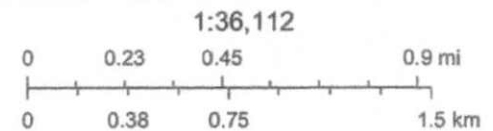
B. Organizational Structure, Experience and Public Input:

- (1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan? *The Town has a three member Town Council and has a circuit rider town manager and a circuit rider clerk and a part time code enforcement officer. The Mayor, Circuit Rider Town Manager and Circuit Rider Town Clerk are all part of the sustainable communities' workgroup along with the director of Maryland Rural Development, the director of Caroline County Economic Development, Scott Warner from Rural Maryland, a Planner from Caroline County, the Pastor of the local church and a member of the volunteer fire department. The implementation of the plan and administration of the plan will be handled primarily by the Circuit Rider Clerk with help from the Circuit Rider Town Manager and the Mayor and Council. The Planning and Zoning board will also be engaged as needed. The outside organizations such as Caroline County, MRDC, Rural Maryland and the Church will be consulted as the program progresses*
- (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 Circuit Rider Clerk was a former town manager for another town and she was successful in obtaining the Sustainable Community designation for that town and implementing tasks to accomplish the action plan goals. Her previous experience brings great strength to the town in obtaining the designation and also in implementing the action plan. MRDC in particular has worked with several smaller towns to help them through this process through the circuit rider program. Caroline County has been very helpful and cooperative with the town in developing an economic development study and updating local zoning codes so they are very familiar with the Town and the strengths and weaknesses they face. The local church regularly works with the town to provide recreational activities for the community and is beneficial in reaching out to the public, Rural Maryland has a huge amount of information and resources that will be very helpful in putting the action plan in motion and the Volunteer Fire Dept again gives us a means to get information out to the public and they are also very cooperative in assisting the Town with various recreational and functional activities.*
- (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 Town held a public meeting to get input on each of the various tasks in the action plan. They brainstormed on the strengths and weaknesses of the town and also on strategies to achieve our outcomes. The action plan is based on the comprehensive plan and the town's zoning ordinance.*

Neighborhood Revitalization Mapper



10/14/2020, 10:59:53 AM



MD IMAP, DoIT, MDP, MDOT, MDOT SHA, Sources: Esri, HERE, Garmin.

Maryland Department of Housing and Community Development

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Town of Goldsboro Caroline County, MD

Proposed Sustainable Comm. boundary



Prepared by: Caroline County 2020

Disclaimer
This Map provided herein is for reference only. The user of this information understands and acknowledges that the data may be inaccurate or contain errors or omissions and the user assumes full responsibility for any risks or damages resulting from any use of or reliance upon this data. Caroline County Department of Planning and Codes does not guarantee the accuracy or reliability of the data generated from this service. The user of this information should consult the Caroline County Department of Planning and Codes for all officially adopted maps.

0 0.1 0.2 Miles

	Centerlines
	Parcels
	Municipal Boundary

Town of Goldsboro Caroline County, MD

PFA







Prepared by: Caroline County 2020

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0 0.125 0.25 Miles

-  Municipal Boundary
-  Centerlines
-  Parcels
-  Priority Funding Area

Sustainable Communities Action Plan

For the Town Goldsboro, MD

Prepared on Sept. 10, 2020

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Environment

This section focuses on the natural environment, our use of natural resources, and our relationships to the natural environment.

Strengths and weaknesses might focus on the following: quality of land, water, and air; watershed maintenance and preservation; tree canopies and green spaces; climate change mitigation and adaptation; energy conservation; green infrastructure; stormwater infrastructure and management; water and sewer capacity; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation.

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> The community recently connected to the Greensboro North County Regional Sewer Facility, a state-of-the-art plant with all the latest technologies. This relieved them of failing septic systems and allowed room for additional capacity for smart growth in the community. Previous growth was restricted to the county outside the smart growth area due to lack of capacity and environmental hazards. This connection provided major environmental benefits not only for the Choptank River but also for the Chesapeake Bay. The community has a green team and is working toward becoming more environmentally friendly and working on becoming a Sustainable Maryland town. They recently obtained grant funding to do some energy renovations with in the town hall and also in the Goldsboro Volunteer Fire Company building. We are working toward eliminating the carbon footprint for the Town. Recycling is offered to the residents of the town through the trash handlers. 	<ul style="list-style-type: none"> Sensitive areas protection will need to be required along an intermittent stream running through northern Goldsboro, as well as, for a large non-tidal wetland area located on the western edge of the Town; extending from MD313 almost to Church Street. Some steep slopes have been cited near the Town of Goldsboro along stream corridors that connect with Lake Bonnie and the Upper Choptank River. Local highway flooding problems and the lack of maintenance of some local stormwater drainage systems pose problems.

<p><u>Desired Outcomes and Progress Measures</u> Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address.</p> <p>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.</p>	<p style="text-align: center;"><u>Strategies and Action Items</u></p> <p>Identify strategies that will help your community to achieve each identified outcome to the left. If applicable, break down each strategy into specific action items that outline different steps of the strategy. Specify how you are planning to achieve the desired outcomes.</p>	<p style="text-align: center;"><u>Implementation Partners</u></p> <p>Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.</p>
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<p>Outcome 1: Protect sensitive environmental areas including streams and buffers, steep slopes and wetlands</p> <p>Progress Measures: Completion of sensitive areas plan, adequate temperature, turbidity, bacteria, nutrient, and sediment loads in Lake Bonnie and the Upper Choptank River, Riparian buffer installed</p> <p>Outcome 2 – To eliminate the carbon footprint for Town hall and expand that into the community.</p>	<p>Strategy A: Implement a sensitive area plan and regulations to ensure proper protections with coordinated support from local partners including Caroline County Planning, MDP, MDNR and MDE. We will need to research best practices and model regulations, to draft the plan and regulations. The plan will include regulations to restrict buildable areas on slopes of 15% or greater; and to require that wetlands and their buffers be shown on major subdivision plats and adhere to regulations regarding the same.</p> <p>Strategy B: Implement a non-point source best management practices and program enhancements to control the loads of pollutants into Lake Bonnie and the Upper Choptank River. Apply for MDE 319 Nonpoint source program grants.</p> <p>Strategy C: Improve and protect buffers on all streams located within the Town by requiring a 100 ft buffer on each side of a perennial and intermittent stream within Town boundaries and installing riparian buffers.</p> <p>Strategy D: Implement an education and outreach campaign to inform residents of ways to protect streams, steep slopes and wetlands on their property.</p> <p>Strategy E: Work with Caroline County to develop regulations restricting future development to targeted areas to ensure adequate conservation of the sensitive areas within the Town.</p>	<p>Caroline County Dept. of Planning MDE MDP DNR</p>

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Economy

This section is centered on economic growth and management.

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

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • The Town has connected to the North County Regional Sewer System which gives them the ability to build as state restrictions due to failing septic systems have been lifted. This opens up the opportunity for business and economic growth. • The Town has recently completed an Economic Development study through an Economic Development Committee comprised of members of MRDC, the Dept. of Commerce, the Fire Dept, Town Staff and Sweet Caroline (a local nonprofit organization). • The Town has a few small businesses including a sand and gravel business, local daycares, retail, a medical facility, a salon and an antique store which gives them a base to future economic growth. • Choptank Community Health provides many jobs within the community. • The Town has 195 acres of land zoned commercial allowing for economic growth and there are many incentives to help attract businesses to the area. • The primary industries in which residents are employed are education, health care, manufacturing and professional services based on the 2016 census estimates. • Broadband is available which helps attract businesses and homeowners. • The Town has 23,914ac of commercial land available for businesses and is supportive of the smart growth initiatives of the State of Maryland. • The town is an Enterprise zone which opens up many business incentives 	<ul style="list-style-type: none"> • Goldsboro is only 20 miles from Dover, DE which is the capital and a major metropolitan region creating major competition for jobs. In addition, they are a tax-free state which creates competition for major purchases. • The Town lacks major employers. Most residents commute to work. • The median household income is considerably lower than the State (\$43,500 versus \$76,000 per the 2016 census estimates) • 15% of the residents are earning below poverty level per the 2016 census estimates • Goldsboro has a limited sidewalk system preventing walkability to attract customers to businesses and to allow for access to public areas. • Workforce availability is an obstacle due to the small size of the town.

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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Improved climate for investment and reinvestment in the Town</p> <p>Progress Measures: Number of new houses and business built and installed to new sewer system.</p>	<p>Strategy A: Continue work with our new Economic Development Committee to promote the Town and attract new businesses through incentive programs and beautification projects making the town more attractive to businesses.</p> <p>Strategy B: Identify funding to help improve roads and streets focusing on major transportation arteries. (possibly MD DHCD Community Legacy)</p>	<p>MD DHCD Caroline County MDP Dept. of Commerce USDA</p>
<p>Outcome 2: Sidewalks installed to promote walkability to attract customers to businesses and public areas and to improve streetscapes and beautification of the downtown area.</p> <p>Progress Measures: Installation of new sidewalks and increased foot traffic in the downtown area</p>	<p>Strategy A: Work with SHA and other community partners to create a streetscape plan for the community and to find funding to implement the plan</p> <p>Strategy B: Create a beautification committee to help with plantings and landscaping around town to beautify the downtown area creating a more appealing area to attract business</p>	<p>SHA Town Economic Development Comm. Caroline County Fire Dept. Churches</p>

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Transportation

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

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

Strengths	Weaknesses
<ul style="list-style-type: none"> • The Town is situated along the Chesapeake Railroad right of way, presenting an opportunity for development of a pedestrian and recreational corridor. Goldsboro is in communication with Caroline County to use the existing railroad right of way as a local trail facility in the future. • The Town is currently working with MD SHA to obtain funding for sidewalk and streetscaping. Funding is currently expected in 2023/2024. • The Town is within easy driving distance to several metropolitan areas in Delaware and on the western shore of Maryland. Major highway access routes through Goldsboro include MD 313, MD 287 and MD 311 providing easy access to higher order roads including MD 404, MD 454, as well as, Route 50 and 301. • Goldsboro is part of the 50-year study currently being conducted by the State of Maryland in regards to transportation needs. • The Town is a participant in the Rail/Bike to trails program. 	<ul style="list-style-type: none"> • There is no public transportation in the Town. The closest public transportation is in the neighboring town of Greensboro and is very limited service • The town roads need repair and total resurfacing in some areas and the town has very limited funding limiting what they can accomplish this • Town sidewalks are in bad shape or non-existent in some areas. • Most residents are required to commute to surrounding areas for work.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Improve streets and roads within the town and ensure safe transportation routes Progress Measures: miles of roads repaired/repaved, implementation of	Strategy A: work with State Highway and other funding agencies to obtain funding to do the needed repairs and resurfacing. Strategy B: Work with Caroline County to develop transportation design, guidelines and standards appropriate for Goldsboro as per the Goldsboro Comp Plan.	SHA Rural Development Caroline County MDOT MDP

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guidelines, standards and specifications to promote safety	Strategy C: Use traffic calming devices to reduce speed on residential streets (medians, street trees, planters etc.) Strategy D: Ensure safety at pedestrian crossings through the installation of high visibility crosswalks, and median refuges	
Outcome 2: Improve and Install new sidewalks as needed. Progress Measures: Linear feet of sidewalks installed, number of signs installed, increase in bike/pedestrian traffic	Strategy A: Work with SHA to obtain the needed funding to do the sidewalk updates through the SHA sidewalk retrofit program and streetscape programs Strategy B: Improve signage for bike and pedestrian safety Strategy C: Continue working with Caroline County regarding the rails to trails program implementation.	SHA Caroline County Planning Caroline County Recreation and Parks

Housing

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

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

Strengths	Weaknesses
<ul style="list-style-type: none"> • Connection to the North County Sewer Facility has allowed for homeowners to obtain the needed permits to renovate their homes and also for developers to build additional affordable housing in the community that was previously restricted due to failing septic systems. The first new home in 20 years was recently built in the town because of the availability of sewer. • The Town has adopted the International Building Code and International Property Maintenance Codes to encourage safe building and upgrades and also to encourage upkeep of resident's homes and they have hired an on-staff codes enforcement officer to help eliminate blighted properties. • The Town has initiated a rental license inspection program for the rental properties to promote safer rental options. • A housing study analysis was completed by Salisbury University in 2019 and will be helpful in determining needs for the community 	<ul style="list-style-type: none"> • Lack of senior housing within the Town and minimal amounts of senior housing within the county. • Vacant housing in the Town • Assessment records for 2000 describe the quality of over 1/3 of the housing units as "low quality construction" • Per ACS 2016 estimates 44% of the housing stock in the town was built prior to 1939.

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<ul style="list-style-type: none"> • MRDC, a key partner, has many programs to help prevent foreclosures and also to help residents with becoming homeowners with financial assistance for settlement costs. They also offer a rehab incentive/assistance for homeowners • There are also programs locally that offer assistance for accessibility improvements for seniors to help them age in place. 	
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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Decrease blighted properties and increase appearance and safety of current housing stock Progress Measures: Number of blighted houses removed and increased beautification within the Town.	Strategy A: Encourage codes enforcement officer to work with landlords and homeowners to improve their homes and maintain the beauty of the Town through local incentive programs Strategy B: Research funding options such as DHCD Strategic Demolition Fund grants to demolish blighted properties and work with developers to encourage development of the vacant properties	Local developers, DHCD Caroline County Community Legacy programs MRDC
Outcome 2: Increase the availability of senior housing Progress Measures: Number of new and/or affordable units for seniors	Strategy A: Solicit developer interest in building new or renovating existing housing stock to create additional senior housing options. Strategy B: Support new development projects that create affordable senior housing	DHCD Caroline County Local Developers

Community Health and Quality of Life

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

Strengths, weaknesses and outcomes might focus on the following: improvement of public safety and the reduction of crime; libraries; educational facilities and programs; health and wellness facilities and programs; senior facilities and programs; youth facilities and programs; facilities and programs for the disabled; civic amenities, access to quality food options; collaborations with faith-based organizations; arts and entertainment education; and homelessness prevention, services, and facilities.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Choptank Community Health provides affordable medical and dental care for town residents, as well as, the surrounding areas. It is also a major employer for the Town. • Goldsboro Fire Dept. has provided firefighting and medical assistance to the town and surrounding areas for 70 years. • The town residents are very community oriented and many are long-time residents. • Goldsboro Fire Dept. and the local churches provide many activities including Bingo, all you can eat shrimp fest, and Diane Cahall- Ahor community day. • Bethel Wesleyan Church provides meeting space for senior and children programs • Sweet Caroline, a local nonprofit provides events for the youth in the community and helps raise funds for charitable causes • According to the ACS 2016 estimates, 87% of the residents have medical insurance • Public uses of land include the Town Hall, Post Office, Fire Dept, recently renovated recreational land/parks, two churches and a cemetery. • The elementary school is approximately 5 miles away in Greensboro and the middle and high school are about 15 minutes away in Ridgely and Denton respectively. • There is a local library in Greensboro which is 5 miles away. • A new elementary school is being built in Greensboro and will be utilized by Goldsboro children as well. • Historic train station owned by town • The town offers a local farmers market providing affordable, healthy food options 	<ul style="list-style-type: none"> • Shopping options are very limited and residents must travel to other towns to buy the necessities. • Local schools are located in other towns and the children must be bused to those locations. • The town residents have to travel to nearby Greensboro to use the library as Goldsboro does not have a library.

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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Identify suitable areas to place businesses and attract businesses to provide the necessities Progress Measures: Number of new businesses built/opened in Town	Strategy A: Research other similar size communities to see what strategies they used to attract businesses Strategy B: Consider incentives to encourage business growth Strategy C: work with Caroline County Economic Development to actively recruit businesses	Caroline County Econ. Development Dept. of Commerce MDP Surrounding towns
Outcome 2: Promote an attractive environment in which to live and work Progress Measures: Façade improvements completed, streetscaping completion	Strategy A: Renovate the Historic Train Station to create a welcome/community center Strategy B: Improve road ways and install sidewalks to encourage a more walkable community that is also more attractive to those seeking to live in town or open a business in town Strategy C: Undertake Cleaning and Greening Strategies by installing public trash cans, tree plantings, organize a volunteer beautification committee	Caroline County Historical Society DHCD SHA MD Environmental trust Interfaith Housing MDP DNR

Local Planning and Staffing Capacity

This section is concerned with a local government's ability to plan for the community's future and to meet the current needs of residents.

Strengths, weaknesses and outcomes might focus on the following: updating zoning ordinances or land use; updating municipal/local policies, taxes, fees, etc.; increasing local government staff capacity; and updating planning documents like sector plans or comprehensive plans.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Currently in the process of updating the local Zoning Ordinance with help from Caroline County Planning through an ongoing partnership • The Town partners with Maryland Rural Development Corporation allowing them to have a Circuit Rider Town Manager and a recently added Circuit Rider Town Clerk in addition to the code enforcement officer. The staff is very hands on and always willing to help improve the town. • The Mayor and Council are very proactive and dedicated to the Town. • The fee schedule was recently updated • The Town is starting the process to update the comprehensive plan which is due in 2022 • The Town has its own Planning and Zoning Board allowing them to process permits and address zoning issues in a timely manner. • There is substantial vacant land (approx. 206ac.) within town limits that will provide opportunities for infill development in the future. 	<ul style="list-style-type: none"> • The Town's budget is dependent upon help from MRDC to maintain its' staffing needs. • The land area surrounding the town in the county is currently zoned residential with a proposed lot size of 20000sf. Minimum lot sizes of this magnitude are not compatible with the traditional village design of Goldsboro and the agricultural nature of the area. • The large amount of open space within in the Town is privately owned and, therefore, subject to the needs and the desires of the owner.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Development of infill lots and attraction of businesses to help improve town budget</p> <p align="center">Progress Measures: tax revenue coming in and new construction</p>	<p>Strategy A: Encourage development of infill lots and work on attracting businesses by working closely with Caroline County Planning and Economic Development.</p> <p>Strategy B: Focus on Smart growth in the core village of Goldsboro. Incentivize infill and reuse of the built environment and implement new requirements and regulations that encourage the use of existing commercial and industrial buildings.</p> <p>Strategy C: Advocate with the County to reduce the lot size requirements and setbacks in the growth areas so that any new development that may occur around the town will be compatible with the village feel of the Town.</p>	<p>Caroline County Planning Caroline County Economic Development</p>

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	Strategy D: Develop design standards and guidelines for all new subdivisions and new construction within the Town.	
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