I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community:

Greensboro, Maryland

Name of Applicant:

Town of Greensboro

Applicant’s Federal Identification Number: 52 6010749

Applicant’s Street Address: 113 Main Street, P.O. Box 340

City: Greensboro    County: Caroline    State: MD    Zip Code: 21639

Phone Number: 410-482-6222    Fax Number: 410-482-7429

Web Address: greensboromd.org

Sustainable Community Application Local Contact:

Name: Jeannette DeLude    Title: Town Manager

Address: 113 Main Street, P.O. Box 340

City: Greensboro    State: MD    Zip Code: 21639

Phone: 410-482-6222    Fax:    E-mail Address: jdelude@greensboromd.com

Sustainable Community Contact for Application Status:

Name: Jeannette DeLude    Title: Town Manager

Address: 113 Main Street, P.O. Box 340

City: Greensboro    State: MD    Zip Code: 21639

Phone: 410-482-6222    Fax:    E-mail Address: jdelude@greensboromd.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 proposed SC Area boundaries coincide with the current municipal boundaries. In determining the boundaries we decided that the Town is sufficiently compact such that any project or strategy we might implement would have impacts for the whole Town; that our efforts at community engagement would be promoted by not excluding any geographic area or neighborhood from the boundary; and that many of our most ambitious ideas would be located through the entire community.

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.

Included as requested.

3) Approximate number of acres within the SC Area: 640

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

   The Town was a Community Legacy Area until that designation expired in Maryland.

5) Prior Revitalization Investments & Smart Growth:

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

   None.
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 organization structure is layered and collaborative, involving many citizens. In the first place there is the Sustainable Communities Workgroup that we assembled in 2015 to write the Action Plan. That workgroup is composed Town staff, the Caroline County Planning Department, and citizen leaders, led by Jeannette DeLude, the Town Manger. Here are the other members: David Kibler, Director of Town Public Works, Jeff Jackson, Greensboro Police Chief, Helen Malay, Elousia Knight, Parks Board, Kevin Reichart (former councilman and active community leader), Debbie Herr, Caroline County Department of Planning, Cheryl Jones, Chairwoman, Town of Greensboro Planning Commission, and Gale Nashhold, Greensboro Historical Society.

In the second place, there are several new advisory committees that the Town has initiated based on our recently undertaken vision planning workshops. The new committees are designed to engage citizens in an active way to implement the Action Plan. These are:

- The Landscape Committee – focused on planning, designing, planting and maintaining three designated gateways into Greensboro.

- A Beautification Committee – which recognizes that aesthetics are one of the key drivers of community attachment and investment in any community—will focus on tree planting, advice on code enforcement, façade improvements, and streetscapes.

- The Business Development Committee -- composed of local business owners and operators focusing on promoting a vibrant commercial district in downtown and along the Route 313 entrance to the community.

- The Friends of Greensboro Committee will assist in raising funds through individual and corporate charitable giving and in-kind contributions, grant solicitation of private foundation and public agencies, and through other means to being help implement the more visionary parts of our Vision Plan especially related to parks and recreation.

Each of these citizen committees is a part of the Sustainable Communities organization and reflects the attention that Town has paid to structuring an effective and community-engaging strategy to implement revitalization. This was a critical component of our vision planning.
(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?

Greensboro has already undertaken projects that have contributed to the strengths in the community. The community organized under the Friends of the Greensboro Library to raise money and successfully implement the goal of having a new library—the Greensboro Branch of the Caroline County Public Library—built within our Town. We intend to use that experience as a model for taking on projects in our Action Plan (as discussed below). We have also undertaken park investments and rehabilitation projects such as at Ober Park, street and sidewalk projects in Town, and have completed a number of recreational amenities at the Choptank River Park. Most of these projects have been undertaken under the direction of the Town Manager and director of Public Works with assistance of other Town staff. The Town certainly has the capacity to undertake revitalization projects, including the completion of grants, the management of contracts including consulting, engineering, and design contracts, and the coordination and collaboration with State, County and federal agencies and organizations.

C. 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 Action Plan is based on the Comprehensive Plan. It draws from that Plan, is fully consistent with it and is intended to help implement it. The Action Plan is also based directly on our recent work in preparing a vision plan for Greensboro, which began in October 2015 and ended in January 2016.

In terms of background, when we began the work of preparing our SC application, our Workgroup decided that greater participation from the community would help bring about a stronger and more creative Action Plan. We decided that clear goals and an overall strategy and policy direction were required. We engaged Jakubiak & Associates, Inc., a Maryland town planning firm, to lead the Greensboro community in a collaborative vision planning process. The result is reflected in both the organizational structure noted above and in the Action Plan itself including its assessment of strengths and weaknesses.

In preparing the vision plan, we held four monthly workshops that were very well attended from October through January. These events brought in new citizens and business owner participants into the process who had not participated in prior town planning events. The consulting town planner took the community through a series of exercises and group planning conversations designed to explore possible directions and build consensus on both the plan and the methods for implementing projects.
Sustainable Community Action Plan

The Town of Greensboro Sustainable Community

Submitted by the Town of Greensboro, Jeannette Delude, Town Manager

2/5/2016
After cultivation, which has powered educational programs related to the bay’s health and where the “California Trail in the Town of Crescent Bay, MD” is located, a new trail network will be developed. The trail network will connect the natural resources in our town with surrounding areas.

One objective of the trail network is to create a new trail system that will connect the natural resources in our town with surrounding areas. The trail network will be developed in phases, with each phase focusing on a different area of the town.

The town has a number of natural and cultural features that make it a unique place to live. The town is surrounded by beautiful natural areas, such as the Chesapeake Bay, and it is home to a variety of plants and animals. The town also has a rich history, with a number of historical sites and landmarks.

In the removal of the wastewater treatment plant, we have a number of options to consider. One option is to remove the plant and allow the natural ecosystem to take over. Another option is to replace the plant with a new one that is more efficient and environmentally friendly.

The town is also home to a number of recreational areas, such as parks and beaches. These areas provide a variety of activities for residents and visitors alike. The town also has a number of cultural events and festivals throughout the year.

Overall, the town is a great place to live, work, and play. It has a number of features that make it a unique and special place.
### Proposed Projects

**Green Organics**
- Upgrade community gardens
- Enhance green spaces

**Green Infrastructure**
- Stormwater management systems
- Green roofs and walls

**Green Transportation**
- Pedestrian bridges and pathways
- Bicycle lanes

**Green Buildings**
- Energy-efficient buildings
- Solar panels

**Green Economy**
- Local food initiatives
- Green jobs training programs

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### Outcomes

- Increased community engagement
- Improved air and water quality
- Enhanced green space accessibility

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### Implementation Partners

- Greensboro Business Improvement Committee
- Greensboro Landscape Committee
- Midshore River Conservation
- Greensboro River Committee
- Friends of Greensboro

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### Implementation Steps

1. **Identify and Engage Partners**: Connect with local stakeholders and community organizations.
2. **Develop Action Plans**: Outline specific actions and responsibilities.
3. **Monitor Progress**: Regularly assess project progress and adjust plans as needed.
4. **Celebrate Achievements**: Recognize and celebrate milestones and successes.

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### Desired Outcomes and Measures

**Desired Outcomes**
- Increased green space
- Improved community health
- Economic growth

**Measures**
- Green space coverage
- Community engagement rates
- Economic impact studies
envisiomed point for public access to the river.

Town property at the bridge on Main Street, which happens to be an
adequate to clean the water prior to discharge. A direct discharge is located on

Strategy E: Retrofit stormwater outfalls at the Choppes River using modern

and the planting of rain gardens throughout the town.

welcome package. The strategy also includes rain barrels and root discs, which
can include free trees for existing residents and for new residents as part of a
tree-planting program to establish the canopy where it is missing. The progrn

Strategy D: A town-wide strategy to bring about basic BMP's. This will include a

existing canopy indicated on aerial imagery

measure canopy coverage and compare with
### Economy

**Strengths**
- Economic strengths and weaknesses can include but are not limited to regional accessibility, business attraction/retention, health of the retail and service businesses, quality of life, and transportation infrastructure.
- Strong economic base with significant employers and a diverse mix of industries.
- Access to major highways and transportation networks.
- Strong retail and commercial presence, with a mix of national and local businesses.
- Vibrant cultural and historic assets, including museums, art galleries, and historical sites.
- Positive business environment with low taxes and incentives for investment.
- High skilled workforce and a focus on education and training.

### Weaknesses
- Limited access to major markets outside the region.
- High cost of living and housing.
- Dependence on specific industries, which could be vulnerable to economic downturns.
- Limited public transportation options.
- Challenges in attracting and retaining talented professionals.
- Potential for economic diversification to reduce dependence on a single industry.

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#### Business Districts and Commercial Presence
- Strong presence of national and local businesses.
- Diverse mix of retail, service, and hospitality businesses.
- Central location with easy access to major highways and public transportation.

#### Workforce/Employment
- Strong local workforce with a high level of education and skills.
- Attractive incentives for businesses to locate in the area.
- Positive business climate with low taxes and regulations.

#### Economic Drivers
- Strong agriculture sector, including forestry and fishing.
- Tourism and recreation industry.
- Manufacturing and technology sectors.

#### Local Policies/Regulations
- Pro-business environment with supportive policies.
- Robust enforcement of health and safety regulations.
- Strong commitment to sustainable development.

#### Marketing/Tourism
- Strong marketing efforts to attract visitors and business.
- World-class attractions and events.
- Positive reputation for quality of life.

#### Challenges
- Limited access to major markets outside the region.
- High cost of living and housing.
- Challenges in attracting and retaining talented professionals.
- Potential for economic diversification to reduce dependence on a single industry.

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#### Strategic Recommendations
- Focus on diversifying the economic base to reduce dependence on specific industries.
- Invest in infrastructure and transportation to improve regional accessibility.
- Enhance marketing efforts to attract visitors and business.
- Support local education and training programs to develop a skilled workforce.

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#### Conclusion
- The region has a strong economic base with a mix of industries and a diverse mix of businesses.
- Challenges and opportunities exist for continued growth and development.
- A focus on diversification, workforce development, and infrastructure improvements can support long-term economic success.
<table>
<thead>
<tr>
<th>Strategies and Action Items</th>
<th>Desired Outcomes and Progress Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategies:</strong></td>
<td></td>
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<tr>
<td><strong>Outcomes:</strong></td>
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<td><strong>Progress Measures</strong></td>
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</table>

**Strategies:***
- **Enhance the physical appearance of the business district:** Develop and promote business improvement programs that work with businesses to enhance their properties and attract visitors.
- **Promote a local economic development corporation:** Enhance the visibility and effectiveness of the local economic development corporation.
- **Enhance the economic growth of the community:** Develop and promote initiatives that support local businesses and attract new businesses to the area.

**Outcomes:***
- **Improved Business District:** Encourage a clean, vibrant, and attractive business district.
- **Increased Economic Growth:** Promote economic growth and development within the community.
- **Enhanced Community:** Foster a sense of community belonging and pride.

**Progress Measures:***
- **Increased Business Visits:** Measure the number of businesses that visit the business district.
- **Increased Economic Activity:** Measure the increase in economic activity in the area.
- **Increased Community Engagement:** Measure the level of community engagement in business district events and initiatives.
<table>
<thead>
<tr>
<th>Implementation Partners</th>
<th>Strategies and Action Items</th>
<th>Measurable Outcomes and Progress Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown and the Elementary School to provide bike lanes.</td>
<td>Design bike lanes in the town's core.</td>
<td>Outcome: Greater pedestrian connectivity and parking for functional and recreational travel.</td>
</tr>
<tr>
<td>Intersection and a crosswalk is needed over Sunser at the north end of the network.</td>
<td>Improve access to the neighborhood and reduce conflicts at intersections.</td>
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</tbody>
</table>
### Housing

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreclosed Properties: Bank foreclosure properties have been difficult to occupy. 36% were vacant and 42% were vacant as of the 2020 Census. Vacancy and Home Ownership. 0% of 800 housing units. 50% were owner-occupied.</td>
<td>Affordable Housing: The Town has a median home value of 27,526.00. 2010 AC. Making it an affordable choice for families, especially young families.</td>
</tr>
<tr>
<td>Character of Georgetown: Dating to the late 1800s and early 1900s, that contribute to the charm and Historic Homes: The Town’s housing stock includes beautiful historic homes.</td>
<td></td>
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<tr>
<td>Implementation Partners</td>
<td>Strategies and Action Items</td>
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<tr>
<td>Community Development and Housing</td>
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<tr>
<td>M.D. Department of Housing and</td>
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<tr>
<td>Implementation Partners</td>
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<tr>
<td>Strategies:</td>
<td></td>
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<tr>
<td><strong>Strategy B:</strong> Initial was of increasing number new residential development within the overall appearance and well-being of neighborhoods.</td>
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<tr>
<td>Housing rehabilitation within certain parts of the community to contribute to the community to contribute to 5% incentive for new rehabilitation.</td>
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<tr>
<td><strong>Strategy C:</strong> Consider using a façade rehabilitation grant program to address the number of vacant homes.</td>
<td></td>
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<tr>
<td>Census: Homelessness is revealed by the U.S.</td>
<td></td>
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<tr>
<td><strong>Progress Measures:</strong></td>
<td></td>
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<tr>
<td>Reduced vacancy rates and increased owner occupancy of preexisting vacant houses.</td>
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<tr>
<td>Promote stock and promote greater home base in ways to reduce the number of vacant housing units, which approximately 55 units or 12% of the housing stock.</td>
<td></td>
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<tr>
<td>We would like to grow the residential</td>
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</tbody>
</table>
Quality of Life

Strengths:
- Historical significance and completeness of Greenbush's historic buildings
- Provides a sense of place to visitors
- The Tower is located between 2000 and 2014, Greenbush added 2014 residents

Weaknesses:
- Many elegant and mostly well-maintained historic homes
- Sense of place on Main Street, Main Street contains a mix of businesses and residences
- Downtown, we have a good park system and a Town Park that is active throughout the year
- The Fire Company Community and the Town of Peddlers each year
- The Greenbush Historical Society and the Volunteer Fire Company, all of which are active in the Greenbush community.
- The New River Wetland

Opportunities:
- Cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc.

Challenges:
- Maryland Historical Trust
- Planning and Codes
- Caroline County Department of Planning
- Greenbush Historical Society

Strategies:
- To protect the historic quality of the town and historic buildings.
- To improve the sense of place and make the Greenbush a more vibrant community.

Progress Measures:
- No loss of historic buildings participation in preservation programs.
- Historic Preservation: Maintain current status.
- Main Street: Preserve historic buildings and the historic quality of the town.
### Problem Districts

The vision is articulated as follows:

**Strategies:**

1. **Realign:** Convert the gateway districts into destinations for the commercial site plan. This will result in increased traffic and support the plan's goals.
2. **Reimagine:** Realign the gateway districts into more pedestrian-friendly areas with improved signage and landscaping.

**Measures:**

- **Traffic Analysis:** Assess the traffic patterns and flow.
- **Signage Improvement:** Increase visibility and clarity of signs.
- **Land Use Planning:** Realign land use to better support commercial functions.

**Program Goals:**

- **Traffic Flow:** Improve traffic flow and reduce congestion.
- **Pedestrian Safety:** Enhance pedestrian safety and accessibility.

### Desired Outcomes

**Measurement:**

- **Traffic Flow:** Reduction in traffic congestion.
- **Pedestrian Safety:** Increased pedestrian safety and reduced accidents.

### Strengths

- **Realign:** The gateway districts are converted into destinations for the commercial site plan.
- **Reimagine:** The gateway districts are realigned into pedestrian-friendly areas.

### Weaknesses

- **Traffic Analysis:** Inefficient traffic patterns and flow.
- **Signage Improvement:** Poor visibility and clarity of signs.

### Opportunities

- **Traffic Analysis:** Identify areas for improvement.
- **Signage Improvement:** Increase visibility and clarity.

### Threats

- **Traffic Flow:** High traffic congestion.
- **Pedestrian Safety:** Reduced pedestrian safety and accessibility.

### Core Themes

- **Traffic Flow:** Improve traffic flow and reduce congestion.
- **Pedestrian Safety:** Enhance pedestrian safety and accessibility.