



# SUSTAINABLE COMMUNITIES PROGRAM

## APPLICATION FOR DESIGNATION RENEWAL

### Eligible Applicants:

- *Local Governments with a Sustainable Communities Designation*
- *Local Government Consortiums with a Sustainable Communities Designation*

Application must be submitted  
on or before the expiration date of  
Sustainable Communities designation.

Maryland Department of Housing and Community Development

Division of Neighborhood Revitalization

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**LARRY HOGAN**, *Governor*

**KENNETH C. HOLT**, *Secretary*

**BOYD K. RUTHERFORD**, *Lt. Governor*

**TONY REED**, *Deputy Secretary*

**CHECKLIST AND TABLE OF CONTENTS**

**APPLICANT:** Town of Ocean City, MD

**NAME OF SUSTAINABLE COMMUNITY:** Ocean City, Town of

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

- Section A - Sustainable Community Renewal Applicant Information**
- Section B – Sustainable Community Renewal Report (Projects, Strategies and Partners)**
- Section C – Sustainable Community Renewal Action Plan Update (Matrix)**
- Section D – Sustainable Communities Workgroup Roster**
- Section E – Signature Letter (acknowledging Disclosure Authorization and Certification)**
- Section F – CD-ROM:** The CD-ROM should include the following contents:
  - If requesting a boundary modification, map in pdf format of the proposed Sustainable Community
  - **GIS shapefiles of the modified Sustainable Community boundary (if requesting a modification) and other GIS related data**
  - Pictures (jpeg format) of your accomplished projects of the last five years (as indicated in Section B)
  - Digital copy of completed Sustainable Communities Renewal Application

**I. SUSTAINABLE COMMUNITY – General Information**

**A. Sustainable Community Boundary and Description**

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

**No, not at this time.**

(2) Include the following in as an attachment (if requesting a modification to your current boundary):

- a. PDF or JPEG of modified Sustainable Communities boundary map,
- b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),

**Updated PDF attached including new labels**

(3) Approximate number of acres of entire SC Area: **255 acres**

(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

Other(s): **Opportunity Zone, Cape to Cape Scenic Byway, LES Heritage Area, Sustainable Maryland Certified Community**

(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?

**Demographic Change (refer to Comprehensive Plan 2017 Update)**

- **Within the SC boundary existing businesses have continued to invest in renovations and tenant space modifications.**
- **No significant change to year round demographic indicators**
- **Continued demand for seasonal workforce housing**
- **Interim improvements to the Model Block for both leased and public parking has increased foot traffic to adjacent businesses**
- **Special Events, concerts and activities at Sunset Park have encouraged seasonal use of downtown area/Sunset Park as a family friendly activity area, programming of Somerset Street pedestrian park, Dorchester Street beach stage for free concerts/dance party**

**B. Organizational Structure, Experience and Public Input:**

- (1) 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?

**SC Workgroup membership includes many of the original members**

- **Brooks Trimper, Trimper Amusements, President of Downtown Association**
- **Jesse Houston, OC resident and former Director of Planning and Community Development**
- **Earl Conley, Vice President Bank of Ocean City**
- **Stephanie Meehan, Manager of Funcade Arcade and Chairperson of the OC Chamber of Commerce**
- **Vicki Barrett, owner of Inn on the Ocean Bed & Breakfast, Chairperson of OCDC Boardwalk Committee**
- **Blaine Smith, President OCDC Board of Directors**
- **Glenn Irwin, Executive Director OCDC**
- **Bill Neville, Town of Ocean City Director of Planning and Community Development**

**Implementation of the SC Area Plan continues under the effective leadership of OCDC Executive Director Glenn Irwin and OCDC work committees. OCDC Executive Director participates as a member of the Town 'Green Team' which implements the Sustainable MD Certified Community program, and the Bicycle Pedestrian Advisory Committee**

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

**Redevelopment of the downtown area has been limited in part due to recovery from the 2008 economic recession. Public investment in infrastructure has continued with the relocation and reconstruction of a 1M gallon elevated water tank, and expansion of the Worcester Street public parking lot. Private investment in renovation of individual small properties and small business start-ups has been successfully supported by SC program implementation. The SC work group as a committee of the OCDC Board supports the OCDC staff in program implementation.**

- (3) 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?

**Representative input provided from member participation in the SC Workgroup and activities of allied organizations such as the Downtown Business Association, Chamber of Commerce and others. Public meeting work sessions of the Mayor and City Council provide public information and allow for participation at a Council work session.**

- (4) 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.

**Yes. Continued DHCD funding levels of successful grant programs (Façade, Green Building, Business Assistance, Fence, Roof Replacement, and Strategic Demolition). Department of Commerce assistance with Model Block to identify a non-competitive downtown attraction such as a discovery/environmental education center, marine rescue/aquarium facility, business incubator/remote office to serve as a primary tenant for the model block project. MHT/MHAA assistance to renovate the Ocean City Life Saving Museum, and possible renovation assistance to designated historic structures such as the Henry Hotel.**

# **SUSTAINABLE COMMUNITY RENEWAL REPORT**

## **PART I: QUALITATIVE ASSESSMENT**

### **Purpose:**

The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government's Sustainable Communities designation.

In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Pictures:** Please also include pictures that depict your accomplishments.

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

**Accomplishment 1: Ongoing Downtown Revitalization**

*Outcome: Improvement of business and residential buildings*

*Projects: OCDC Façade Improvement Program.*

*OCDC started this program in 2002. This program provides financial assistance to business and residential property owners to improve the exterior of their buildings. This essential revitalization grant program has also been enhanced in recent years with Business Assistance, Green Building, Fence, Roof Replacement, and Strategic Demolition grants*

- In the past five years, there have been a total of 71 façade projects completed in downtown Ocean City. These completed projects have resulted in a total of \$ 1.5 million of improvements.*
- The OCDC Green Building Initiatives Program has also improved the quality of this building stock. In the past five years 26 projects have been completed resulting in a total of \$531,000 of improvements.*
- In this same period, 19 projects were completed with the OCDC Business Assistance Program totaling \$1 million of improvements.*
- OCDC initiated an “alley light up” grant program in 2018 to partner with property owners and install safety lighting incrementally along Washington Lane parallel to the Boardwalk*

*Partners: Business owners, residential owners, Town of Ocean City, Worcester County and Maryland DHCD*

*Impact: Maintain taxable property value (approximately \$2 billion) and incentive for other property and business owners to maintain and improve adjacent property.*

**Accomplishment 2: Special events**

*Outcome: Attracting additional people to downtown Ocean City. Main Street Program and Town Strategic/Tourism Plan implemented with free family events and concert performances to encourage visitation of downtown businesses, recreation and venues.*

*Projects: The OCDC and Town of Ocean City have increased the attendance at Sunset Park Party Nights free music series and created a craft beer festival (4<sup>th</sup> year). In addition the Town’s larger special events (Springfest, Sunfest, car shows, OC Bike Week, etc...) continue to bring thousands of people to the downtown area.*

- Additional marketing of the Sunset Park Party Nights music series have increased attendance to these events by double the amount in the past five years.*
- The new October craft beer fest continues to grow each year. The first year (2015) attendance was 600 and the 2018 attendance was over 1,400 for this one day event. These new visitors to downtown often spend monies in hotels, restaurants and retail stores.*
- Free Family Fun – six nights a week including movies on the beach, family beach Olympics, beach dance parties, programs at the OC Lifesaving Station Museum, Sunset Park music and beach fireworks.*

*Partners: Town of Ocean City, OCDC, Shorecraft, OC Bikefest, OC Recreation Boosters*

*Impact: Added visitation in the shoulder seasons, direct benefit to downtown businesses, Thursday night concerts and special events draw thousands of visitors and enrich the Ocean City experience*

### **Accomplishment 3: Seasonal housing/Mixed use**

**Outcome:** Use of strategic grants in combination with density and parking incentives to achieve new mixed use redevelopment projects that include a workforce housing component. Enforcement of existing housing codes and ordinances accomplished by coordinated agency response (PRESS Committee).

**Projects:** Several Smart Growth Impact Fund (SGIF) projects have resulted in new housing opportunities for seasonal employees. The Town of Ocean City has increased its code enforcement of seasonal housing units through its PRESS Committee that inspects troubled properties that house seasonal workers. This enforcement has resulted in less overcrowding and improved safe housing conditions.

- The new Fat Daddy's mixed project at 216 S. Baltimore, using SGIF monies provided for the demolition of an unsafe building and construction of a new mixed use building containing 42 beds of seasonal housing with new restaurant and retail space on the first floor.
- The new Hotel Monte Carlo Oceanfront hotel at 1101 Atlantic Avenue resulted in a new 53 unit hotel with 14 beds of employee housing and first floor restaurant space.
- Two additional SGIF mixed use projects containing new seasonal housing units for employees are planned.

**Partners:** Town of Ocean City, OCDC and property owners, Maryland DHCD

**Impact:** Grant funding which aids in the design and up-front costs has made a great difference in viability of several projects, acquiring public financing, and provision of workforce housing component for a varied solution in addressing seasonal housing challenges.

### **Accomplishment 4: Beach to Bay Access**

**Outcome:** Promote pedestrian activity that connects the Boardwalk with shops, restaurants, services and activities throughout the Downtown and Bayside waterfront

**Projects:** Within the last five years the following projects have been successfully implemented and managed:

- Special event programs at the Somerset Street pedestrian plaza
- Informal schedule for 'campground shuttle buses' to use Somerset Street bus stop
- Concerts, Festivals and Theater productions at Sunset Park
- South 1<sup>st</sup> Street pedestrian plaza
- Way finding signage and crosswalk improvements
- Planned bayside boardwalk extension north of Route 50 (Cambria Hotel)
- Marketing insert in the local newspaper that promotes Downtown
- Talbot Street Pier/Tower

**Partners:** Town of Ocean City, OCDC and property owners, Maryland DHCD

**Impact:** Enhances the downtown destination of boardwalk/amusements with improved infrastructure, special events, and advertising



**Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT BEEN ACCOMPLISHED and why.**

*Outcome:*

**Restoration and Maintenance of Older Buildings**

*Narrative:*

*It is important to continue existing grant programs that provide assistance with restoration of older buildings in the SC Area (Façade, Green Building, Fencing, etc.). OCDC has found it necessary to revise its grant policy to allow re-application every 10 years in order to keep pace with necessary building renovations and maintain the value/benefit to surrounding properties.*

*In trying to achieve a balance between demolition/redevelopment and restoration of existing older buildings that provide important historic context and community character, it has been necessary to continue providing incentive programs for existing property investment.*

*Where demolition of aging structures has taken place, a delay in redevelopment investment has resulted in interim use of vacant land for income producing public parking lots.*

*Outcome:*

**Model Block re-development**

*Narrative:*

*Significant progress has been made through property acquisition and strategic use of demolition grant funds to assemble a 'redevelopment block' (approximately 36,500 square feet/0.84 acres) for revitalization of the downtown area. Remaining outparcels include viable businesses which help to meet the everyday needs of downtown Ocean City.*

*OCDC continues to evaluate potential 'anchor tenant' uses that would provide a year round destination attraction to complement rather than compete with other local businesses. Proposed aquarium, marine animal rescue, or children's discovery center uses have been considered.*

*Streetscape capital improvements have been deferred, and discussions continue about the implementation of a parking district overlay/parking garage solution that would incentivize redevelopment investment. Interim use of the model block parcels for public parking has provided a valuable revenue stream for OCDC to fund additional projects.*

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*Outcome:*

**Expansion of the Sustainable Communities program area** from 15<sup>th</sup>/17<sup>th</sup> to 33<sup>rd</sup> Street

*Narrative:*

*Ocean City Mayor and City Council have identified a Town Strategic Plan priority to consider expansion of the OCDC program area north to 33<sup>rd</sup> Street based on successful outcomes to date in the Downtown area.*

*OCDC has considered the following challenges and voted to defer the expansion at this time:*

- A significant change in architectural character occurs around 21<sup>st</sup> Street near Phillips crab house which would require the development of a new set of architectural guidelines prior to expanding the design overlay zone*
- Existing staff resources are limited and would not be able to administer existing programs across an additional 287 acres*
- Existing program funding would potentially be diverted from the downtown revitalization area before the preferred outcomes are met in that area*

*Outcome:*

**Tax Differential** between Town of Ocean City and Worcester County (West Ocean City)

*Narrative:*

*Current practice of distributing County grants from tax revenues back to individual communities to meet needs is not sufficient to offset specific tax differential in the Town of Ocean City. Estimated annual cost of duplicated services (\$17 million), estimated annual grant to Ocean City (\$2 to \$5 million). A 2018 civil suit did not result in judicial relief on the tax differential issue. The Town and County have agreed to discuss the issue again during fiscal year budget considerations.*

*Impacts of new development along the Route 50 corridor include:*

- commercial competition for year round business activity,*
- increased day trip pressure from new hotels and residential development in West Ocean City (Worcester County) to reach the beach and special events within the Town boundaries,*
- increased demand for downtown parking.*
- workforce housing solutions are being partially met in Worcester County with increased impact of pedestrian, bicycle and transit use on the Route 50 bridge.*

*Coordination/cost sharing between jurisdictions to meet service and infrastructure needs, as well as cooperative tourism marketing and recreation programming is difficult yet essential.*

# **SUSTAINABLE COMMUNITY RENEWAL REPORT**

## **PART II: COMPREHENSIVE ASSESSMENT**

### **Purpose:**

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

### **Please answer the following questions to the best of your knowledge.**

Check “**YES**” if applicable to your community. If you answer “**YES**” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “**NO**” if the question item did not have any impact on your community. If you answer “**NO**” please briefly summarize what kept you from achieving your plan’s desired outcomes.

Check “**N/A**”, if the question item does not apply to your Sustainable Community.

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<b>ENVIRONMENT</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>	<b>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?</b>
1. Has there been an improvement in water quality?	X			Water quality is monitored in the annual Maryland Coastal Bays Program report card rating of 6 key factors. The Isle of Wight Bay adjacent to the SC area has remained generally stable over the last 5 years with an increase from a C to a C+ rating. There were improvements in nitrogen, phosphorus, chlorophyll a, and hard clam scores. Ocean water quality at the beach is monitored on a weekly basis by Worcester County and the Assateague Coast keeper from May 20 <sup>th</sup> to September 15 <sup>th</sup> and is consistently in the highest quality category.
2. Has the amount of impervious surface in your Community been reduced? (Amount in SF)	X			The Town of Ocean City is largely 'built out' (over 97% of land area developed). Total upland area = 2,274 acres (255 acre SC area = 11% of total) Total impervious surface = 1,848 acres (203 acre SC area proportional) Since adoption of the Atlantic Coastal Bays Critical Area Program regulations in 2010 (revised in 2017) Ocean City has required all new development and redevelopment to incorporate impervious surfaces (rain garden, land infiltration, alternate paved surfaces) for BMP runoff and nutrient load reduction. Alternative pervious surfaces = 14.8 acres total (1.63 acres or 70,916 square feet proportional in the SC program area).
3. Have there been improvements and/ or additions to your park and/ or recreational green space?	X			A new Boardwalk Playground was constructed as Maryland's first oceanside playground located at North Division Street with \$120,500 grant from DNR Community Parks and Playgrounds program. Skate park renovation at 4 <sup>th</sup> Street through \$20,000 POS grant, and CPP grant of \$30,000 for shelter and shade structure Construction of new 1M gallon water tower with \$4.9M in municipal bonds, painted with beach ball theme for visitor gateway visibility, allowed expansion of downtown public parking at the Worcester Street lot.

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<p>4. Did the Sustainable Community implement any recycling or waste reduction programs?</p>	<p>X</p>			<p>The Ocean City ‘Green Team’ plans and implements many initiatives under the Sustainable MD Certified Community program. Building on annual volunteer beach and street cleanup projects with partner organizations (Surfrider, MD Coastal Bays) source reduction efforts are currently focused on cigarette butts, plastic straws, and styrofoam containers. See promotional material attached.</p> <p>Within the developed building pattern of the SC Area, adequate areas for trash collection and potential recycling often compete with limited parking spaces. Trash disposal solutions and practices are shared annually with seasonal employees to reduce conflicts.</p>
<p>5. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?</p>	<p>X</p>			<p>Primary access to healthy food options is through local restaurants, faith based Food Pantry and specialty stores (Juice Shack, Greenhouse Deli, etc) Farmers Market, sponsored by the MD Department of Agriculture, is held 4 days a week in the summer at Coastal Highway and 142<sup>nd</sup> Street with access by regular transit bus service from the SC area.</p>
<p><b>OTHER:</b> Atlantic Coast of Maryland Shoreline Protection Project - USACE Ocean City Harbor and Inlet Project – USACE Assateague Island Restoration Project – USACE, NPS Shoreline and habitat restoration projects (beneficial use of dredge material) Stormwater/Nuisance Flooding/Tidal Check Valves</p>				<p>The Town of Ocean City achieves significant benefit and protection by ongoing natural infrastructure projects in partnership with the USACE, State of Maryland DNR, Worcester County, the National Park Service, and the MD Coastal Bays Program</p> <p>Hazard Mitigation Grant funds (Phase One \$52,575, Phase Two \$88,742) were used to implement stormwater infrastructure - 14 tidal gate/outfall check valves to maintain pipe capacity during high tide/high rainfall events in bayside neighborhoods.</p> <p>See attached fact sheets</p>

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<b>ECONOMY</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>	<b>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?</b>
1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District?	X			<p>The Ocean City Boardwalk and Main Street area along Baltimore Avenue serve to support historic/family run businesses and to provide ‘incubator space’ to new business concepts that meet current visitor interests. New examples include escape rooms, ice cream rolls, brew pubs, and virtual video arcades.</p> <p>There have been 18 new businesses assisted through the OCDC Business Assistance Program which provides financial assistance to select new and expanding businesses in the downtown area. These 18 projects have resulted in a total investment of \$1 million with a private to public dollar leverage ratio of 12:1.</p>
2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development?	X			<p>The latest special designation is the new Opportunity Zone status which should provide additional private sector investment into downtown Ocean City.</p> <p>The OCDC continues to implement its Main Street Program strategies. The OCDC has applied to expand its Main Street designation from 4<sup>th</sup> Street to 17<sup>th</sup> Street in 2018.</p> <p>Beach to Bay Heritage Trail highlighting the OC Life Saving Museum, and the Cape to Cape Scenic Byway marketing provides valuable support for local economic development and tourism.</p>
3. Has there been an increase in foot traffic in the Main Street/commercial district?	X			<p>As a result of new and successful special events, additional pedestrian traffic has increased in downtown Ocean City. The Boardwalk continues to be one of the most successful pedestrian malls in the United States.</p> <p>Currently there are no metrics that track foot traffic in the Main Street district. Free family oriented events are generally seen as being successful in attracting visitors to the downtown area.</p> <p>Special events, concerts and beach sporting events all contribute to increased visitation on a daily and seasonal basis</p>

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<p>4. Have the number of commercial vacancies decreased?</p>	<p>X</p>			<p>There are very few vacant commercial storefronts in the downtown area during the summer season. The OCDC has worked with property owners and businesses to assist new businesses in these vacant storefronts with great success.</p>
<p>5. Has there been an increase in local jobs within the Sustainable Community for its residents?</p>	<p>X</p>			<p>Local jobs have increased due to ongoing construction work on major development projects such as the Cambria Hotel at 1<sup>st</sup> Street and the Bay, often with assistance from OCDC renovation grant funds. The Boardwalk businesses continue to show strong sales.</p> <p>US Census data comparison from the last 5 years shows a stable job base in the SC area which is seen as a successful outcome as the economy recovered from the Great Recession. Employment in the selection area:                  2010 – 1,357 jobs (48 living and working full time in the SC area*)                  2015 – 1,773 jobs (44 living and working full time in the SC area*)                  *does not account for seasonal workforce housing (approx. 60% in SC area)                  (Source: onthemap.ces.census.gov)</p>
<p><b>OTHER:</b>                  Tourism Metrics                   Opportunity Zone                   Foreign Work Force Visas</p>				<p>Ocean City Tourism Department has developed a dashboard of tourism metrics on a monthly basis beginning in 2013</p> <p>Impact of Economic Development Zones undetermined</p> <p>Possible limitation on foreign work force visas would have significant impact on seasonal hiring practices for over 4,000 seasonal work positions</p>

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TRANSPORTATION	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?
<p>1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover?</p>	X			<p>Biking is allowed throughout Ocean City year-round and with limited hours on the Boardwalk during the summer season. See the schedule below to view the times to bike on the Boardwalk:</p> <ul style="list-style-type: none"> <li>• From Saturday of Memorial Day weekend through Labor Day, between 2:00 a.m. to 11:00 a.m. of the same day.</li> <li>• From Tuesday after Labor Day through Friday before Memorial Day, at any time, subject to the following exceptions:</li> <li>• Springfest and Sunfest (Thurs.-Sunday) between 2:00 a.m. and 12 p.m. of the same day.</li> <li>• Off-Season: No Restrictions</li> </ul> <p>Town of Ocean City has initiated an application to become a 'Bicycle Friendly Community' through the creation of an appointed Bicycle and Pedestrian Advisory Committee. Bike route projects have been implemented outside of the SC area with assistance from Maryland Bikeway Program funds. (FY17 - \$57,560, FY18 - \$99,512)</p> <p>Reconstruction of St. Louis Avenue within the SC area was completed as a Town infrastructure project in 2015 including 3,400 linear feet of marked bicycle lanes and intersection pedestrian crossing improvements.</p> <p>Approximately 30 bike racks have been installed on the Boardwalk and throughout Downtown with assistance from OCDC</p>
<p>2. Have there been improvements to the public transit infrastructure?</p>	X			<p>Ocean City Transportation has continued to improve operations with 11 new 40-foot buses, a new video security system and a new look for the 60-foot articulated bus, the addition of a highly anticipated bus locator application which allows bus patrons to view real-time locations of buses with the TransLoc Rider app.</p> <p>Trolley shuttles serving the SC area were discontinued in 2013 and re-commissioned by the Tri County Council Shore Transit for operation in West Ocean City with connection at the Park and Ride facility</p>



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				Replacement of the Boardwalk Trams was approved in 2018 which typically provide recreational ridership for 500,000 people a year. Eight new Jeep Wranglers will each pull two coaches with a capacity of 80 passengers per tram.
3. Has there been an increase in sidewalks? (Amount in linear feet)	X			<p>All public streets currently have sidewalks based on a 1970 Town policy. Pedestrian and bicycle safety have been promoted with intersection improvements and public outreach through the “Walk Smart Campaign” that began in the winter of 2013. The Pedestrian Safety Committee continues to see dramatic decreases in the number of pedestrian collisions. In addition to the Ocean City Police Department and Town of Ocean City, the Pedestrian Safety Committee is comprised of the Maryland State Highway Administration, Maryland Highway Safety Office and a number of private businesses in the Ocean City Community.</p> <p>SHA is currently completing sidewalk repair and replacement along State owned roadways within the SC area to be ADA compliant prior to regular milling and repaving of Philadelphia Avenue and Baltimore Avenue. Downtown design guidelines encourage wider 8 foot sidewalks as new development or redevelopment occurs.</p>
4. Have there been any roadway improvements that support “Complete” or “Green” streets?	X			Mayor and City Council passed a ‘complete streets’ policy in November 2018 following a recommendation from the Bicycle and Pedestrian Advisory Committee. In addition to St Louis Avenue improvements, current street reconstruction of 139 <sup>th</sup> and 142 <sup>nd</sup> Streets are underway outside of the SC area which implement a complete streets approach. This complements ongoing efforts to improve pedestrian crosswalks and organize a system of private shuttles from hotels and campgrounds with specified drop off zones within the SC area.
5. Has traffic congestion along major roads decreased? (Amount in percent)	X			<p>Traffic congestion is generally a peak period issue with maximum impact on overlapping special event weekends</p> <p>SHA has not reported significant changes in vehicle congestion. Long range improvement plans include construction of a north parallel Route 50 bridge with significant impacts to downtown properties</p>

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<p><b>OTHER:</b> Boardwalk security</p>				<p>A Boardwalk access safety project is funded as a Town project to limit vehicle access to the Boardwalk in approximately 26 locations where a vehicle could drive onto the Boardwalk because the streets share the same elevation. Permanent safety barriers and gates will be installed prior to the 2019 summer season.</p>
<p><b>HOUSING</b></p>	<p>YES</p>	<p>NO</p>	<p>N/A</p>	<p><b>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?</b></p>
<p>1. Have any residential facades been improved?</p>	<p>X</p>			<p>In the past five years 47 residential facades have been improved, primarily using the OCDC Façade Program and 17 residential projects assisted under the OCDC Green Building Program.</p>
<p>2. Has the home ownership rate increased?</p>		<p>X</p>		<p>The homeownership rate in downtown Ocean City has not changed significantly for the past five years. US Census data for the entire community supports this assessment 2000 – 2,526 owner occupied housing units 2010 – 2,636 owner occupied housing units 2019 Estimated Housing units in the SC Area: 626 (324 owner occupied, 302 rental)</p>
<p>3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable?</p>	<p>X</p>			<p>There has been an increase in housing units in the SC area over the past five years. Thanks partially to the SGIF program there were 42 beds of seasonal housing added at 216 S. Baltimore Avenue and 14 beds of seasonal housing added at 1101 Atlantic Avenue. Summer Semester apartments at 302 2<sup>nd</sup> Street added 12 units/103 beds in 2013. Workforce housing is dispersed, market based and supervised. There is no data available on ‘affordable housing’.</p>
<p>4. Has there been demolition of blighted properties?</p>	<p>X</p>			<p>There has been demolition of several properties in the SC area which were demolished due to the poor condition of these buildings. A total of three buildings were demolished with SGIF funds and several other buildings removed by action of the Town of Ocean City finding the buildings in poor condition for habitation.</p>

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5. Has the residential vacancy rate decreased?			X	Seasonal vacancy fluctuates with the percentage of workforce housing and property management decisions to seek annual lease tenants. During the summer months, there are few vacant units in Ocean City. As is the standard in OC during the winter months there are vacant units due to the seasonal tourist nature of Ocean City.
<b>OTHER:</b> Short Term Rentals				Online rental platforms have increased the frequency of short term rentals in single family neighborhoods at the same time as increased pressure for seasonal workforce housing has expanded into single family homes and neighborhoods.
<b>QUALITY OF LIFE</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>	<b>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?</b>
1. Has there been a decrease in crime rate?	X			Crime rate statistics from the OCPD are attached.
2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?	X			Caroline Street Comfort Station and Stage (\$950,000 in 2013) Oceanfront Playground (\$120,000 in 2017) Convention Center Expansion ( <i>expansion/renovation including the addition of a second-story 19,126 square-foot ballroom in November 2012 and a 1,200-seat Performing Arts Center in January 2015</i> ) accessible by bus transit from the SC area
3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?	X			In the past five years there has been an increase in public art and music events in the downtown area. The OCDC continues to implement its public art on electric utility box program. To date 30 utility boxes have been painted as part of this program that OCDC started in 2004.  Free music events at Sunset Park Party Nights continue each summer season and attendance has increased significantly since 2013. Caroline Street Stage on the beach has provided a new venue for performance art and DJ dance parties. Boardwalk performers have remained active and organized around specific performance locations.

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<p>4. How many historic properties were renovated/improved?</p>	<p>X</p>			<p>706 St. Louis Avenue/Bay Breeze – Captain Craig Cottage (National Register 2017)            302 N. Baltimore Avenue - St Paul’s by-the-sea Episcopal Church (National Register Renovation/Reconstruction 2017)            208 S. Baltimore Avenue – St. Mary’s Star-of-the-sea Catholic Church (Renovation under construction in 2019)</p> <p>The OCDC continues to expand it Buildings of Significance program which provides plaques on older downtown buildings that retain their historic qualities. To date 70 buildings have been identified and plaques installed under this program.</p>
<p>5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?</p>	<p>X</p>			<p>Downtown Recreation/Skate Park at 4<sup>th</sup> Street with programmed and supervised activities by the Town Recreation and Parks Department</p> <p>AGH 10<sup>th</sup> Street Medical Center provides health and wellness services</p>
<p><b>OTHER:</b></p>				

Sustainable Communities Renewal Application - Section B

<b>LAND USE/ LOCAL PLANNING</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>	<b>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?</b>
1. Have there been any infill developments?	X			<ul style="list-style-type: none"> <li>- Cambria Hotel (130 room) new construction underway/redevelopment of former Cropper Concrete property/Route 50 gateway location</li> <li>- Bay View Grand Condo at 6<sup>th</sup> Street</li> <li>- Fat Daddy's Restaurant/Workforce housing at 216 S. Baltimore Ave.</li> <li>- DPW South planned relocation of the 'Whiteside' facility to 3<sup>rd</sup> Street/St. Louis Avenue</li> <li>- 302 2<sup>nd</sup> Street – Summer Semester Apartments</li> </ul>
2. Has there been an increase in the amount of preserved/protected land?		X		No significant change
3. Have there been any developments hindered by growth constraints?		X		No constraints due to lack of infrastructure, or planning/permitting process. Building height and available parking is a limitation for redevelopment/growth, along with the seasonal economy
4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community?	X			<p><b>2013</b> - modified method to measure building height, and modified calculation of parking spaces needed for restaurants and shopping centers.</p> <p><b>2014</b> - changed multiple sections within the Downtown Design Overlay Zone, DM, DMX, M, DR, and I-1 Zones for permitted uses and off-street parking</p> <p><b>2016</b> - definitions added for 'water related recreational activity' to separate permitted uses from amusement rides subject to regulation by DLLR; Upper Downtown Overlay District modified to extend the sunset provision for certain non-conforming signs to coincide with the Downtown Overlay District; Zoning Map Amendment to rezone the former Cropper Concrete Plant site from Manufacturing to the I-1 Inlet District subject to general conformance with a concept plan for Hotel and Restaurant use; Expansion of the Amusement Overlay district to permit renovation of a former dance hall to the OC House of Screams haunted house.</p> <p>Continued investment in the Tourism Marketing budget</p>

Sustainable Communities Renewal Application - Section B

<p>5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)?</p>	<p>X</p>			<ul style="list-style-type: none"> <li>- Relocation of the Worcester Street water tower, expansion of public parking lot</li> <li>- Boardwalk Security project</li> <li>- Replacement/upgrade of electric power and natural gas pipeline infrastructure under the bay with landfall at 1<sup>st</sup> Street.</li> <li>- Installation of natural gas infrastructure to replace existing propane system</li> <li>- Fire Station HQ renovation</li> <li>- Rehabilitation of the storm drain system including cleaning of inlets, pipes and outfalls to maintain capacity and flow. Installation of stormwater outfall check valves to mitigate areas of nuisance flooding.</li> </ul>
<p><b>OTHER:</b></p>				

Sustainable Communities Renewal Application - Section B

<b>COMPETITIVE FUNDING:</b> Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	<b>Source</b> (federal, state, foundation, etc.)	<b>Amount Received</b> <b>2014 to 2018</b> <b>Grant funds</b> <b>expended to date</b>	<b>If no funding was received, what</b> <b>technical or other assistance from the</b> <b>state would help with future</b> <b>applications?</b>	<b>Other Notes</b>
<b>Community Legacy (CL):</b> <ul style="list-style-type: none"> <li>• Façade Renovation</li> <li>• Green Building</li> <li>• Business Assistance</li> </ul>	DHCD	\$221,646 \$79,785 <u>\$82,085</u> <b>\$383,516</b>	Continued coordination of grant funding opportunities with OCDC Executive Director	\$3,089,338 in total project investment over the 5 year period
<b>Strategic Demolition Fund (SDF):</b> <ul style="list-style-type: none"> <li>• 1101 Atlantic Avenue project</li> <li>• 16 Baltimore Avenue project</li> <li>• Model Block demolition</li> <li>• 216 S. Baltimore Avenue project</li> </ul>	DHCD	\$200,000 \$32,500 \$200,000 <u>\$90,000</u> <b>\$522,500</b>	Continued coordination of grant funding opportunities with OCDC Executive Director	
<b>Community Safety &amp; Enhancement Program:</b> <ul style="list-style-type: none"> <li>• Highway Safety Grants</li> </ul>	MDOT	2014 - \$59,652 2015 - \$70,902 2016 – \$68,227 2017 - \$63,037 2018 - <u>\$71,050</u> <b>\$332,868*</b> (\$37,281 based on 11.2% of land area)		*Highway Safety Grants applied to entire Town of Ocean City, specific amounts allocated to SC area not available at this time
<b>Maryland Bikeways Program:</b> <ul style="list-style-type: none"> <li>• Sinepuxent Road Bikeway</li> <li>• Wight Street/Assawoman Drive</li> </ul>	MDOT	\$57,560 <u>\$99,512</u> <b>\$157,072</b> (\$0 based on project location outside SC)	Assistance in preparing a Bicycle and Pedestrian Master Plan	
<b>Sidewalk Retrofit Program:</b> <ul style="list-style-type: none"> <li>•</li> </ul>	MDOT	N/A		Current sidewalk retrofit is being completed as an SHA project

Sustainable Communities Renewal Application - Section B

<b>COMPETITIVE FUNDING:</b> Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	<b>Source</b> (federal, state, foundation, etc.)	<b>Amount Received</b> 2014 to 2018 Grant funds expended to date	<b>If no funding was received, what technical or other assistance from the state would help with future applications?</b>	<b>Other Notes</b>
<b>Water Quality Revolving Loan Fund:</b> <ul style="list-style-type: none"> <li>•</li> </ul>	MDE	Undetermined		
<p><b>Other Funding Programs:</b> <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i></p> <p>*Please add more rows if necessary</p>				
<b>Hazard Mitigation Grant Program</b>	<b>FEMA/MEMA</b>	\$41,250 in FY' 14 \$32,000 in FY' 15 \$31,477 in FY' 16 \$52,575 in FY' 17 \$88,742 in FY' 18 <b>\$246,044*</b> (\$27,557 based on 11.2% of land area)		*Hazard Mitigation Grants applied to entire Town of Ocean City, specific amounts allocated to SC area not available at this time
<b>USACE Beach Replenishment, Inlet Dredging, Sand Bypass</b>		Ongoing		
<b>USCG channel surveys and marking</b>		Ongoing		



## Sustainable Communities Renewal Application - Section B

**COMPETITIVE FUNDING:** Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?

1. The OCDC intends to continue requesting state funds for its popular Façade, Green Building, and Business Assistance to keep the momentum going that has been completed for many years in downtown Ocean City. Each of these **OCDC programs** has been very successful with immediate impacts. They have each leveraged significant private monies using limited public funds to match.
2. The Town of Ocean City and OCDC have placed great emphasis on providing financial incentives for **new seasonal workforce housing** in Ocean City. The SGIF program has worked well so far by removing dilapidated structures and replacing with new, mixed uses containing such housing.
3. A short and long term issue that affects downtown Ocean City is **minor flooding of streets and low lying buildings**. Correcting these issues will require funding from State and possibly Federal programs.
4. The proposed **Model Block project** is located in the heart of downtown Ocean City. The Town of Ocean City and OCDC have spent time and money in assembling properties to bring this long term project to fruition. State funds were also used for land acquisition as well as demolition of the structures on these properties with most of them being in fair to poor condition. Additional public funds will be necessary for the redevelopment of this vacant land to bring a quality project to the inner blocks of downtown Ocean City.
5. The OCDC has long advocated for a **public parking structure**. This structure will provide for new parking accommodations and allow for the redevelopment of the many underutilized surface parking lots that are located in the downtown area. The seasonal nature of the Ocean City economy, however, makes the financial feasibility of this parking structure challenging. Outside funding sources will be necessary.
6. Partner organization **MD Coastal Bays Program** performs water quality monitoring, monitors sea grasses, participates with USACE on beneficial use of dredge material, provides educational outreach to visitors, and promotes 'eco-tourism' activities
7. **Waterfront access** for public recreation remains a priority to add value along mid-block redevelopment areas: Bayside Boardwalk opportunities will remain a priority along with support of US Coast Guard operations near the Ocean City Inlet, and potential for public pier at Sunset Park.

### **III. SUSTAINABLE COMMUNITY ACTION PLAN UPDATE**

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents.

At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

All communities submitted an SC Plan when the community earned its original designation. Some applicants may want to take advantage of the designation renewal process to outline new strategies, set new priorities or reaffirm existing strategies for their Sustainable Community. Changes to SC Plans may be due to changes in external factors affecting the community or changes in the priorities of the applicant.

# Sustainable Community Action Plan

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Name of Sustainable Community

Submitted by: **Ocean City, Town of**

**2/15/2019**

## 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>
<ul style="list-style-type: none"> <li>Partnership with Federal, State, County, and Non-Governmental Organizations (NGOs) allows for combined investment in maintaining a high quality, sustainable environment surrounding Maryland’s ocean resort community.</li> <li>Strong tourism economy supports an abundance of recreational opportunities for both visitors and residents</li> <li>10 mile long Atlantic Ocean beach</li> </ul>	<ul style="list-style-type: none"> <li>At risk for severe weather events which impact the seasonal tourism economy</li> <li>Potential wind and flood impacts on existing infrastructure, property, and resident population</li> <li>Mid-block between beach and bayside is separated from natural features and recreational features which add property value (excluding park areas between 3<sup>rd</sup> and 4<sup>th</sup> Street)</li> </ul>

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>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? →</p> <p><b>Progress Measure:</b> Identify how you will know that you have achieved your outcome.</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>Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.</p>
<p><b>Outcome 1:</b> Enhance Boardwalk to Bayside connections for added value in the mid-block locations</p> <p><b>Progress Measures:</b> 1) New mixed use development, 2) Increased tax base, 3) Improved access to waterfront recreation</p>	<p><b>Strategy A:</b> Continue special events and free family activities/entertainment  <b>Strategy B:</b> Identify destination attraction for Model Block that emphasizes natural environmental strengths of location and strengthens community resilience  <b>Strategy C:</b> Participate with Worcester County, Maryland DNR, National Park Service, US Coast Guard and Army Corps of Engineers to maintain and improve Ocean City Inlet navigation channel</p>	<p>US Army Corps of Engineers                      Worcester County                      Maryland DNR                      National Park Service                      US Coast Guard                      MD Coastal Bays Program</p>

Sustainable Communities Renewal Application - Section B

<p><b>Outcome 2:</b> Mitigate impacts of shallow/nuisance flooding in the SC area</p> <p><b>Progress Measures:</b> 1) Monitor high tide and storm flooding events for depth and frequency over time, 2) Elevate new development when feasible, 3) Raise street elevation and improve stormwater management infrastructure when feasible</p>	<p><b>Strategy A:</b> Prepare State mandated Nuisance Flooding Plan, coordinate with MD Planning in 2019</p> <p><b>Strategy B:</b> Evaluation report of stormwater outfall gate valve mitigation project, and stormwater utility cleanout project</p> <p><b>Strategy C:</b> Compile 30 year record of storm and high tide events/duration/impacts, compare to new FEMA RiskMAP information (adjust for change in vertical datum)</p>	<p>Maryland DNR Maryland Planning Worcester County</p>

## 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)

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> <li>Iconic Beach and Boardwalk (Amusements and Fishing Piers)</li> <li>Vibrant business community</li> <li>Diverse and active NGOs promoting tourism (OCDC, Chamber of Commerce, Downtown Association)</li> <li>8 Million annual visitors, access to major urban centers within 4 hour drive</li> <li>Investor confidence in the local market</li> </ul>	<ul style="list-style-type: none"> <li>Weather dependent</li> <li>Competition with other regional beach communities</li> <li>Redevelopment investment is influenced by national trends (interest rates, building materials, labor costs)</li> </ul>

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p><b>Outcome 1:</b> Adaptive Marketing</p> <p><b>Progress Measures:</b> 1) Expand shoulder season visitation, 2) Compete with West OC/other markets, 3) Promote family activities and traditions</p>	<p><b>Strategy A:</b> Monitor tourism metrics</p> <p><b>Strategy B:</b> Coordinate and schedule sponsored events/activities</p> <p><b>Strategy C:</b> Continuously reinvent tourism marketing to find innovative strategies for competitive advantage and benefits for seasonal visitors and property owners</p>	<p>Maryland Department of Commerce Tourism Advisory Board Tourism Commission</p>
<p><b>Outcome 2:</b> Redevelopment/Reinvestment</p> <p><b>Progress Measures:</b> 1) Increase tax base, 2) Administer design guidelines, 3) Plan for future changes (Route 50 bridge reconstruction, Model Block, Transit Center relocation)</p>	<p><b>Strategy A:</b> Balance public property acquisition with calculated redevelopment Potential to maintain and improve the tax base</p> <p><b>Strategy B:</b> Continue investment in streetscape infrastructure to achieve variety of goals</p>	

# Transportation

(Transportation strengths and weaknesses can include access to transit corridors, pedestrian safety and accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, proximity to transportation centers, parking, road conditions)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Route 50/Bay Bridge/Route 113-95 corridor access to major population centers</li> <li>Well-developed urban transit system sized for peak seasonal population</li> <li>Interconnected transit with regional access via Park and Ride Lot.</li> <li>Water based recreation, boat rentals/tours, private water taxi</li> </ul>	<ul style="list-style-type: none"> <li>Limited event venue area requires shared use of public right-of-way at all times, especially during special events (cars, trucks, buses, bikes, rental vehicles, pedestrians, emergency vehicles)</li> <li>Portions of critical infrastructure and roads are below FEMA base flood elevation and are subject to periodic flooding</li> </ul>

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p><b>Outcome 1:</b> Baltimore Avenue Streetscape</p> <p><b>Progress Measures:</b> 1) Install underground utilities between N. Division Street and 15<sup>th</sup> Street, 2) Approve reconstruction plan and fund CIP project</p>	<p><b>Strategy A:</b> Coordinate utility relocations</p> <p><b>Strategy B:</b> Consultant design and community outreach</p> <p><b>Strategy C:</b> Approve CIP project and construct</p>	<p>State Highway Administration Utility Companies Property Owners</p>
<p><b>Outcome 2:</b> Relocate DPW South Transit Facilities</p> <p><b>Progress Measures:</b> Construct replacement facility at St. Louis Ave/2<sup>nd</sup> Street</p>	<p><b>Strategy A:</b> Construct new DPW vehicle storage/maintenance facility for boardwalk trams and beach tractors</p> <p><b>Strategy B:</b> Convert existing 'Whiteside' facility into public parking for Inlet area</p>	<p>Town of Ocean City OCDC</p>

Sustainable Communities Renewal Application - Section B

# Housing

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

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Existing variety in type of housing and affordability</li> <li>Housing stock is attractive to investors due to strong seasonal rental market</li> <li>Established neighborhoods for year round residents</li> <li>Continued property owner investment in renovation and replacement of traditional lodging in downtown/vicinity of boardwalk (with SC program grant assistance)</li> </ul>	<ul style="list-style-type: none"> <li>Workforce housing is dispersed across multiple properties</li> <li>Year round residents in downtown area to support business</li> <li>Demolition of aging structures often results in temporary use as a fee parking lot</li> </ul>

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p><b>Outcome 1:</b> Workforce Housing</p> <p><b>Progress Measures:</b> 1) Increase number and quality of available housing units for seasonal workforce housing</p>	<p><b>Strategy A:</b> Utilize strategic demolition grant program and zoning incentives to encourage mixed use projects with a workforce housing component</p> <p><b>Strategy B:</b> Continue to encourage market based private sector approach to meeting housing demand</p> <p><b>Strategy C:</b> Require resident management for workforce housing properties</p>	<p>OCDC Private Sector</p>
<p><b>Outcome 2:</b> Neighborhood Conservation</p> <p><b>Progress Measures:</b> 1) Reduce conflicts between short term seasonal rental properties and year round residences in established neighborhoods</p>	<p><b>Strategy A:</b> Enforce existing codes and regulations</p> <p><b>Strategy B:</b> Actively license and monitor Short Term Rental properties for code compliance and tax collection</p>	<p>Town of Ocean City Homeowner Associations Property Owners</p>



## 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
<ul style="list-style-type: none"> <li>• Ocean City is a safe, clean and green family resort featuring a world class beach, boardwalk, and active community residents and guests</li> <li>• Investment in civic amenities and cultural assets</li> <li>• Tourism economy keeps taxes low for residents while providing a high level of public safety, services, infrastructure, entertainment, restaurants, recreation, etc</li> <li>• Natural and nature based tourism, water resources</li> <li>• Recreation and Parks - Downtown Park including Skate Park, Ball fields, Playground and Bayside Boardwalk</li> </ul>	<ul style="list-style-type: none"> <li>• SC area supports concentrated activity/people in peak periods</li> <li>• Transition to year round community reduces off season 'rest period' for full time residents</li> <li>• Limited full time employment</li> <li>• Increased day trip / long weekend visitation versus week long vacations</li> </ul>

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p><b>Outcome 1:</b> Model Block Redevelopment</p> <p>Progress Measures: Land Acquisition and Downtown Parking Solutions, Identify a destination use that promotes year round opportunity for education, recreation and volunteer opportunities</p>	<p><b>Strategy A:</b> Complete a destination use feasibility study and master plan for the Model Block</p> <p><b>Strategy B:</b> Encourage Opportunity Zone investment/partnership in development of Model Block and supporting parking facility</p>	<p>OCDC Maryland DHCD Maryland Department of Commerce Downtown Association</p>
<p><b>Outcome 2:</b> Job Growth</p> <p>Progress Measures: More full time employment to support neighborhood stability and safe family environment</p>	<p><b>Strategy A:</b> Coordinate with State and Worcester County Economic Development to locate corporate office (Wind Energy) or business incubator work center in the SC area.</p>	<p>OCDC Maryland DHCD Maryland Department of Commerce Downtown Association Worcester County</p>
<p><b>Outcome 3:</b> Downtown Vitality</p> <p>Progress Measures: Promote and manage for a diversity of year round activities that encourage extended season/year round business district activity in the SC area.</p>	<p><b>Strategy A:</b> Encourage mixed use redevelopment that includes both seasonal workforce housing as well as year round residences</p> <p><b>Strategy B:</b> Promote Holiday Lights and other 'Main Street' activities downtown to expand off season destination opportunities</p>	<p>OCDC Maryland DHCD Downtown Association Worcester County Economic Development</p>

## 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
<ul style="list-style-type: none"> <li>Mix of land uses / pyramidal zoning provides market adaptability and visitor attractions</li> <li>SC area is traditional destination for entertainment in the evening after a day on the beach</li> <li>Boardwalk 'Main Street' creates prime real estate and safe walkable commercial district</li> <li>Non-conformity encourages continued investment in maintenance, renovation and reconstruction</li> </ul>	<ul style="list-style-type: none"> <li>Demolition of aging structures often results in interim or offsite surface parking facilities</li> <li>Traffic congestion in the SC area is concentrated at the Route 50 gateway</li> </ul>

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p><b>Outcome 1:</b> Model Block redevelopment</p> <p>Progress Measures: Identify destination use, maintain taxable property values, evaluate interim use of vacant parcels to meet parking demand</p>	<p><b>Strategy A:</b> Prepare a comprehensive Downtown Revitalization land use plan to evaluate potential redevelopment areas.</p> <p><b>Strategy B:</b> Update previous studies for municipal parking facilities to determine 3 types of parking demand (Visitor, Business, New Development), potential for 'fee-in-lieu' or tax district</p> <p><b>Strategy C:</b> Prepare long range traffic/transportation study to evaluate impacts of Route 50 Bridge reconstruction, and possible transit facility relocation</p>	<p>OCDC Worcester County Economic Development Maryland Department of Planning Maryland Department of Commerce Maryland DHCD</p>
<p><b>Outcome 2:</b> Expansion of Sustainable Communities Area</p> <p>Progress Measures:</p>	<p><b>Strategy A:</b> Identify partners and funding opportunities that would allow expansion of the staff, programs and scope of the Ocean City Development Corporation to include a larger SC area extending north to 33<sup>rd</sup> Street.</p> <p><b>Strategy B:</b> Prepare alternate design guidelines appropriate for 'Hotel Row' and future Boardwalk redevelopment projects in the SC extension area in cooperation with existing landowners</p> <p><b>Strategy C:</b> Amend Ocean City Code to extend the SC area once funding and expansion of both staff and management tools have been completed.</p>	<p>OCDC Maryland DHCD Property Owners</p>

## **Sustainable Communities Renewal Application - Section C**

### **Action Plan Update – Phasing**

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**The following projects are recommended planning initiatives followed by a three-phase plan of action:**

#### **Planning Initiatives**

- Complete a comprehensive Transportation/Traffic Study for Downtown to assist in evaluation of future land use changes (Model Block, Route 50, Transit Center, New Development) and evaluate the impacts of redevelopment
- Update previous Parking Facility Study to include current and future needs
- Develop a Model Block plan and evaluate potential streetscape improvements
- Plan for future land acquisition activities
- Design way finding signage program
- Evaluate appropriate business assistance programs
- Identify buildings and programs to preserve designated historic buildings
- Identify Buildings for renovations
- Develop marketing strategies
- Work with town to create design standards for other areas of the city, including the Boardwalk.
- Create and promote a program that provides tax relief to specific older structures which complete significant renovation.
- Consider the development of a Historic Building Program incorporating the Lifesaving Museum and increasing the role of the Historical Society.
- Address the Tax Differential with Worcester County to increase funding.

#### **Phase I**

- Continue OCDC Façade Program
- Continue OCDC Green Building Program
- Continue OCDC Business assistance program
- Continue OCDC Public Art Program
- Pursue land acquisition/ land banking activities
- Pursue parking structure development
- Continue Fence Program
- Continue Roof Program
- Continue and Expand Alley Lights Program
- Prioritize Code Enforcement
- Implement renovation program
- Implement way finding signage program, expand Business Directory signage off the Boardwalk
- Promote park improvements to 3<sup>rd</sup> /4<sup>th</sup> Street Park area
- Alleyway improvements

#### **Phase II**

- Continue programs referenced in Phase I
- Continue to pursue improved public access to the bayside waterfront
- Completion of East/West corridor enhancements
- Development of specialty retail concentration in interior block area
- Work with City to develop Baltimore Avenue enhancement from N. Division Street to 15<sup>th</sup> Street
- Inlet park /entranceway improvements
- Promote water taxi system

#### **Phase III**

- Continue programs referenced in Phase I
- Completion of East /West Corridor enhancement to the bayside
- Pursue developers for land banked properties