



SUSTAINABLE COMMUNITY DESIGNATION

2022 APPLICATION

Eligible Applicants:

Local Government
Local Government Consortium

Sustainable Communities Application Rounds

February 19, 2021

May 21, 2021

August 20, 2021

November 19, 2021

Maryland Department of Housing and Community Development
Division of Neighborhood Revitalization
2 N Charles Street, Suite 450
Baltimore, MD 21201

410-209-5800

<http://dhcd.maryland.gov/>

SGSC Approved - 9.22

LARRY HOGAN
Governor

BOYD K. RUTHERFORD
Lt. Governor

KENNETH C. HOLT
Secretary

OWEN McEVOY
Deputy Secretary

OVERVIEW OF SUSTAINABLE COMMUNITIES

The Sustainable Communities Program was established by the Sustainable Communities Act of 2010 (House Bill 475, Chapter number 487) for the purpose of targeting of State revitalization resources into a single focus area called “Sustainable Community Areas”. In the Act, Sustainable Community Areas are defined as places where public and private investments and partnerships achieve:

- Development of a healthy local economy;
- Protection and appreciation of historical and cultural resources;
- A mix of land uses;
- Affordable and sustainable housing, and employment options;
- Growth and development practices that protect the environment and conserve air, water and energy resources, encourage walkability and recreational opportunities, and where available, create access to transit.

The aim of this new focus area was to promote an interdisciplinary approach to community planning and investment, and to provide a framework for local Sustainable Community Action Plans.

The Sustainable Community designation application is a vehicle for implementation of the 2010 Act. *Through this application, eligible applicants will propose two things:*

- (1) Define a geographic area within the existing built environment in need of revitalization or additional state investment to strengthen the local market**
- (2) Submit a Sustainable Community Action Plan, a summary of initiatives and projects that support the revitalization of the targeted Sustainable Community Area**

Sustainable Community Action Plan

Sustainable Community Action Plans should include a range of revitalization strategies and projects that prevent or reverse the decline of or disinvestment in a Sustainable Community Areas through improvements in residential, commercial, or other public or private properties.

Sustainable Communities – Application Rounds

Round 32: February 19, 2021

Round 33: May 21, 2021

Round 34: August 20, 2021

Round 35: November 19, 2021

Complete applications received by the closing date of each round will be reviewed by State inter-agency teams, and recommendations will be presented to the Secretary of the Maryland Department of Housing and Community Development and then to the Smart Growth Subcabinet within approximately three months.

Application Eligibility

Local governments (municipal or county) are eligible to apply. Eligible applicants must form a local **Sustainable Communities Workgroup** that will develop and guide implementation of the local Sustainable Community Action Plan. The purpose of this workgroup is to facilitate collaboration among

local government agencies and private stakeholders to support community development planning and implementation. For example, the **Sustainable Communities Workgroup** should include representatives of key public and private stakeholders, such as local government agencies, community associations, community development organizations, and employer/business representatives.

All Sustainable Community applications must meet the following threshold requirements:

- 1) Sustainable Community Area boundaries must be entirely within a Priority Funding Area (PFA) and should be indicative of a targeted approach. Applicants can verify Priority Funding Area boundaries by visiting the Maryland Department of Planning website at: <http://mdpgis.mdp.state.md.us/PFA/publicinfotemplate/index.html>
- 2) A local government resolution in support of the boundary designation and plan should accompany the application or must be in process (all Sustainable Community Area designations will be contingent upon an executed local resolution);
- 3) Entities in the community must have pledged financial and/or in-kind resources to implement the Plan as indicated by letters of support;
- 4) The proposed Sustainable Community is within or near a town center or transportation center, or there is a need for financing assistance for small businesses, nonprofit organizations or microenterprises;
- 5) The proposed plan must be consistent with other existing community or comprehensive plans;
- 6) A Sustainable Communities Workgroup is formed and a roster of members is provided.

Applications that do not meet these threshold requirements will not be considered.

Application Submission and Evaluation

The Sustainable Community application will be evaluated based on thorough assessment of strengths and weaknesses and how well desired outcomes, strategies and action steps are connected to the local conditions.

The first printed page of the electronic application is a Table of Contents. This should also serve as a checklist and be used to provide corresponding tabs. In addition to the hard copies of an application, all pictures and maps are to be submitted on a CD-ROM, or send via email to the Sustainable Communities project management team. Pictures should be in a JPEG format and maps should be in a pdf format. Please also include GIS shapefiles of Sustainable Community boundaries and other GIS related data.

Incomplete applications will not be accepted.

Deliver Sustainable Community Applications to:

Sustainable Community Application
ATTN: Olivia Ceccarelli-McGonigal
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201
410-209-5826

Site Visits. Follow-up Discussion, Technical Assistance

Attendance at a minimum of one application consultation session is mandatory for all applicants. Consult with Olivia Ceccarelli-McGonigal at 410-298-5826 or by email at olivia.ceccarelli@maryland.gov if you would like to schedule a meeting.

During the application review process, the review team may make site visits and/or hold meetings with applicants. In addition, applicants may be contacted by the Department for follow-up discussions prior to awards.

When needed, the Department may offer technical assistance, in collaboration with the Maryland Department of Planning, to local governments with limited capacity to prepare their Sustainable Communities applications.

Approval

Approval of applications will be made by the Governor's Smart Growth Subcabinet on the recommendation of the Secretary of Housing and Community Development. A State inter-agency team will review applications and make recommendations to the Department of Housing and Community Development Secretary.

All questions related to the application, please contact Olivia Ceccarelli-McGonigal at 410-209-5826 or by email at olivia.ceccarelli@maryland.gov or your regional project manager, found at this link:

<https://dhcd.maryland.gov/Communities/Documents/SRP/PM-Map-ContactInfo.pdf>

Sustainable Community Application 2022

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community:		Town of Smithsburg	
Name of Applicant:		Mayor & Council	
Applicant's Federal Identification Number:		52-1169129	
Applicant's Street Address:		21 W. Water Street	
City: Smithsburg	County: Washington	State: MD	Zip Code: 21783
Phone Number: [REDACTED]	Fax Number: (301) 824-6219	Web Address: townofsmithsburg.org	

Sustainable Community Application Local Contact:

Name: Chad Rooney		Title: Town Manager	
Address: 21 W. Water Street	City: Smithsburg	State: MD	Zip Code: 21783
Phone Number: [REDACTED]	Fax Number: [REDACTED]	E-mail Address: [REDACTED]	

Sustainable Community Contact for Application Status:

Name: Chad Rooney		Title: Town Manager	
Address: 21 W. Water Street	City: Smithsburg	State: MD	Zip Code: 21783
Phone Number: [REDACTED]	Fax Number: [REDACTED]	E-mail Address: [REDACTED]	

II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

- (1) Provide a description of Sustainable Community 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.
 - a. The Sustainable Community boundaries match with the Town of Smithsburg's corporate boundaries. Based upon the size of the area, roughly 670 acres, and the population, as of 2019 the population estimated to be 2,974, of the Town of Smithsburg, it was felt that this was a manageable and easily defined area for the Sustainable Community boundaries.
- (2) Include the following as attachments: 1) PDF or JPEG of proposed Sustainable Communities boundary map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) representative photos of proposed Sustainable Community area.
- (3) Approximate number of acres within the SC Area: 670
- (4) Existing federal, state or local designations:

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- ☐ 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): Priority Funding Area, Heritage Area: Heart of Civil War, Maryland Inventory of Historic Properties

(5) Prior Revitalization Investments & Smart Growth: **Non-Applicable**

- a. *List and describe any significant State and local smart growth or revitalization related program investments that have been made in the area during the past five years.*

Funding Program/Investment Name	Year Awarded/Implemented	Amount

- b. Describe the investment. What impact have these investments had on the community?

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

- a. The Town of Smithsburg's population is 2,974. The population diversity is as follows: 89% white (non-Hispanic), 5.9% Black/ African American, 2.02% Hispanic, and 3.08% identifying as Asian, Multi-racial, or other. Based upon data from Datausa, 31.21% of the population are under the age of 18 and 8.66% are over the age of 65. Approximately 93.7% of residents over the age of 25 have a High School Diploma, with 26.4% of those individuals also reporting as having a Bachelor Degree or higher according to city-data.com. The median household income is \$69,474, with average household consisting of 2.9 residents.

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 Sustainable Community Area Plan?

- a. The Town of Smithsburg has a Mayor and currently 4 Town Council Members, one seat is currently vacant. Each elected official serves a term of four-(4) years. The Mayor and Council will be responsible for the leadership and implementation of the Sustainable Community Plans. The Town Manager, Chad Rooney, and other support staff will largely do the legwork for projects within the Sustainable Community area. In addition, the Town of Smithsburg's Commissions will assist with implementing projects as they align with the mission of the Commissions.

(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 Sustainable Community Plan?

- a. The Sustainable Community Workgroup was comprised of the heads of each of the Town's Commissions, the Town's elected officials and key personnel, and the Town's Circuit Rider

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through Maryland Rural Development Corporation (MRDC). The Town's leadership are very active within the community and highly motivated to accomplish projects for the betterment of the public. A challenge would be the limited funding and limited personnel to properly address all the demanding projects that the Town's elected officials hope to accomplish. It is the hope of the workgroup that the earning the Sustainable Communities Designation will allow the Town of Smithsburg to create new opportunities and form new partnerships with groups and organizations that can help guide the town and ensure we are utilizing resources wisely to their maximum capacity.

- (3) How did residents and other stakeholders in the community provide input on 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? Understanding that there are special circumstances related to the Covid-19 pandemic, what adjustments have or will need to be made regarding public input? Please inform Sustainable Communities staff and/or your regional project manager if assistance or special consideration is required.
- a. Foundational information for the Sustainable Community Action Plan came from projections, feedback, and planning born out of the Town of Smithsburg's various Commissions. Other information was gathered from an aging Comprehensive Plan the Town of Smithsburg completed in 2011 and adopted in 2012. Projects and plans create within that document were designed with the goal in mind of caring the Town through to 2030 so it felt relevant to utilize some of the plans and compare for the Town's future needs as of today's standards. The Sustainable Communities Action Plan was also compiled with the help of the newer Town Manager, Chad Rooney, who was able to help provide current status to projects outlined in the Comprehensive Plan as well as those future needs.

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III. SUSTAINABLE COMMUNITY ACTION PLAN

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy. The Plan should be flexible enough to be updated regularly and must be renewed every five years to reflect new goals and conditions. The priority initiatives and projects identified in the action plan are local priorities for improving properties and opportunities for residents. The Plan should address the strategies that will guide investment in the geographic area targeted for revitalization. The Plan will guide local stakeholders and State agencies as they work together to achieve revitalization objectives.

Please complete the attached matrix. The document has been broken down into six different sections, with a separate matrix comprising each components of your Sustainable Community Action Plan. The sections are: Environment, Local Economy, Housing, Community Health and Quality of Life, Transportation and Local Planning and Staffing Capacity. Follow the guidelines below to complete each matrix.

- 1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.**
Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.
- 2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.**
Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.
- 3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events → Develop with community input, a series of weekend events that the Town could host.
- 4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: Dept. of Housing and Community Development (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

SUSTAINABLE COMMUNITIES PLAN ELEMENTS

The table below provides a description of each subject area/element of the Sustainable Communities Action Plan. Included are examples of common strengths and weaknesses within each subject area and the types of projects that might be implemented to address said strengths and weaknesses.

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ENVIRONMENT: Describes projects involving the natural environment, our use of natural resources, and our relationships or access to the natural environment.

This category includes projects focusing on (but not limited to): the quality of land, water, and air; watershed maintenance and preservation; tree canopies and green spaces; green infrastructure; habitat improvement; climate change mitigation and adaptation; stormwater infrastructure and management; water and sewer capacity; recycling, pet waste, and organic waste programs; the mitigation of environmental hazards; and parks and recreation improvements.

ECONOMY: Describes projects centered on economic growth and management.

This category includes projects focusing on (but not limited to): 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.

TRANSPORTATION: Describes projects involving the way people in your community get from place to place.

This category includes projects focusing on (but not limited to): 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.

HOUSING: Describes projects involving the homes people in your community live or making it easier for them to find and stay in a place to call home.

This category includes projects focusing on (but not limited to): 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.

COMMUNITY HEALTH & QUALITY OF LIFE: Describes projects concerned with public health, community culture, and the day-to-day life of community residents.

This category includes projects focusing on (but not limited to): improvement of public health including improving community design to promote healthy behaviors such as walking and strengthening community support and connectedness through health and wellness programs and facilities that create inclusive communities. These projects may include physical improvements to indoor spaces and outdoor environments and services such as 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. Projects should include community engagement that includes participation in the selection of strategies and outcomes, progress reports, and evaluation.

LOCAL PLANNING & STAFFING CAPACITY: Describes projects concerned with a local government's ability to plan for the community's future and to meet the current needs of residents.

This category includes projects focusing on (but not limited to): 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.

Sustainable Communities Action Plan

For the Town of Smithsburg

Updated on June 27th, 2022

<u>Sample Section</u>	
<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> Insert bulleted list of strengths (provide some detail as to why and how this is a strength in your community) 	<ul style="list-style-type: none"> Insert bulleted list of weaknesses (provide some detail as to why and how this is a weakness in your community)

<u>Desired Outcomes and Progress Measures</u> Outcomes should be considered end results of actions and strategies. Based on the strengths and weaknesses, identify the strengths on which you would like to build and the challenges you would like to address. Progress Measure: What will you use to measure success toward outcome? Is it quantifiable or qualifiable?	<u>Strategies and Action Items</u> 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.	<u>Implementation Partners</u> Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.
<p>Example Outcome 1: Code violations and complaints are reduced in the Sustainable Community residential areas.</p> <p>Example Progress Measures: Code violations reduced by 25% in Sustainable Community residential areas</p>	<p>Example Strategy A: Review and revise, as needed, code compliance program to reduce frequency and number of residential code violations.</p> <p>Example Action 1: Complete analysis of code violations over the past five years to determine areas, both geographically and topically, for which code violations are most frequent.</p> <p>Example Action 2: Conduct outreach program to determine barriers to code compliance.</p> <p>Example Action 3: Analyze code compliance program for potential inefficiencies and opportunities for proactive engagement.</p> <p>Example Action 4: Pursue façade improvement funding to assist low-income homeowners overcome barriers to code compliance.</p>	<p>Maryland Department of Planning, Maryland Department of Housing, County Planning Department, local homeowners association</p>

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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"> • 2 Nice parks: Veterans Park & Lions Community Park • Focuses on planting trees around town for beautification, as well as purpose, watersheds, etc. • Providing pet waste disposal areas • Amount of land used for parks and recreational purposes • Placement/location of parks and rec to town residents accessibility • Expansion of WWTP capacity to allow for more growth • Recycling program has been in place for several years to reduce the amount of waste sent to County landfill • Recent approval of Master Development Plan (MDP) for Multigenerational communities emphasizing open space and stormwater quality. 	<ul style="list-style-type: none"> • Not using available space for support/benefit of pollinators (i.e. could plant milkweed around free growing park areas that aren't mowed) • No organic waste program • Reliance on County and City of HGR for sewer and water services • Connection of MDP to Town Center is restricted by County lands. • Need for GIS mapping to better understand layout of community and stay updated on repair needs • Updated comprehensive PERs and CIP needed to help address leaks in water & sewer systems • Town incurs roughly an estimated 24% water loss in system each quarter

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>Outcome 1: Improve sufficient water supply to all residents</p> <p>Progress Measures: comprehensive mapping of system, replacement of aged lines in both water & sewer systems, compliance with MS-4 permits</p>	<p>Strategy A: Educate and collaborate with residents and businesses on water conservation techniques in order to decrease the average gallons used per day.</p> <ul style="list-style-type: none"> • Water meters should be periodically inspected to ensure proper water usage is being documented. • Conduct outreach to business owners and residents about water conservation strategies. 	<p>Maryland Department of Natural Resources (DNR), Maryland Department of the Environment (MDE), Washington County Department of Environmental Management, Maryland Department of Planning</p>

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	<ul style="list-style-type: none"> • Look into a park or wayfinding installation that highlights water conservation. • Identify and install upgraded meters on properties to better evaluate usage <p>Strategy B: Complete stormwater retrofits in the town's most environmentally sensitive areas to reduce nonpoint source pollution.</p> <ul style="list-style-type: none"> • Perform a stormwater management study, if necessary to help encourage environmentally friendly solutions to stormwater issues. • Encourage non-structural stormwater management techniques such as buffer strips, vegetated swales, and dry wells to reduce the quantity of runoff from development sites. • Identify streets in need of new curbs, gutters, and sidewalks, or that are most flood prone. • Apply for grant funding to implement comprehensive stormwater system improvements, streetscaping, including bioretention. <p>Strategy C: Complete PERs on town systems to develop a phased plan for repairs and upgrades needed.</p> <ul style="list-style-type: none"> • Purchase of GIS application to continue monitoring of town system 	(MDP), Washington County Department of Planning & Zoning US Department of Agriculture US Army Corps of Engineers
<p>Outcome 2: Pursue green conservation strategies and best practices throughout the Town.</p> <p>Progress Measures: recycling tonnage and participation rate, number of solar program participants, energy expenditures</p>	<p>Strategy A: Increase recycling participation by residents and businesses.</p> <ul style="list-style-type: none"> • Launch a public education and outreach campaign. • Continue to encourage residents' use of recycling services <p>Strategy B: Explore solar energy programs and other efficiency tools for town residents to save on electricity costs.</p>	MDE, Washington County Department of Environmental Management
<p>Outcome 3: Maintain appropriate amounts and types of land for scenic, open space, and recreational uses, and ensure that these uses are an integral part of the Town's development pattern.</p>	<p>Strategy A: Complete a five-year parks improvement and master plan.</p> <p>Strategy B: Add educational experiences within the park system through way signage and identification of naturally occurring features.</p>	DNR, Washington County Division of Public Works - Parks & Facilities Department, Town Park Commission

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Progress Measures: number/cost of park improvements, number of new park users		
<p>Outcome 4: Improve information regarding trees within the town</p> <p>Progress Measures: Receive Tree City Designation, number of new trees planted in community, create more green space areas</p>	<p>Strategy A: Work with DNR and Washington County resources to increase information about trees within the town and how to best maintain them.</p> <p>Strategy B: Work to increase the number of trees in areas where deemed beneficial.</p> <p>Strategy C: Pursue Smithsburg becoming a Tree City with supporting ordinances, designated tree manager and funding.</p>	<p>MDE, Washington County Department of Environmental Management, Arbor Day Foundation, Town Park Commission</p>
<p>Outcome 5: Utilize the open spaces, primarily reserved for agriculture and conservation, for recreational purposes.</p> <p>Progress Measures: Passive and Active Recreational Opportunities, Become part of Appalachian Trail Communities, create community garden space</p>	<p>Strategy A: Determine specific recreational uses and their location. (e.g. hiking/biking trails, boardwalk etc.)</p> <p>Strategy B: Establish that these recreational facilities are compatible and do not have any adverse effects on the conservation and agricultural lands.</p> <p>Strategy C: Develop a Parks and Recreation Plan with guidelines for development of facilities.</p> <p>Strategy D: Work to create community gardens in available green space.</p>	<p>Washington County Recreation Dept, Appalachian Trail Organization, DNR - Program Open Space, Town Park Commission</p>
<p>Outcome 6: Conduct PERs & a rate study on system to address leakage, establish how to repair, and how to fund project</p> <p>Progress Measures: Completed PERs and Rate Study</p>	<p>Strategy A: Work to retain an Engineering firm to complete PERs and consulting firm to work on rate study</p> <p>Strategy B: After identifying issues create a Phased approach to complete necessary work on system</p> <p>Strategy C: Identify grants to help fund the repair work</p>	<p>Washington County Department of Environmental Management, MRDC, Town Public Works department</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">● Continued Slow Growth of Small Business for town center● A large middle income range development● (3) Large employers within walking distance of town center: WCPS School system, Hadley Farms, & Fil - Tech.● Businesses that are located in the town center are local, community owned.● Suited for small business and artisan community● Economic growth initiatives just beginning to take shape● Has maintained a “small town charm”● Proximity to the Baltimore/Washington DC economic markets and workforce.	<ul style="list-style-type: none">● Lack of Business parking enforcement for downtown.● Enforcement of all kinds of parking violations in restricted areas● Lack of parking: not much off-street parking options for businesses● Residences on street level prevent shops from being added● Bedroom community- many residents travel outside of area for goods and services● Commercial property owners in town centers lack the capital necessary to rehabilitate the buildings they purchase.● Town revenue extremely small, revenues mainly cover the costs of town property maintenance● Local job sources. Most working adults commute to Frederick and beyond● Underdeveloped eco-tourism market. The Town lacks a hotel and the overnight amenities that could build and support a productive eco-tourism market.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
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<p>Outcome 1: Assist businesses in establishing, improving, or expanding in the town's commercial districts.</p> <p>Progress Measures: New businesses, number and square footage of buildings reused, reported revenue/profit increases at existing businesses, new jobs</p>	<p>Strategy A: Revise the zoning code and development review processes to encourage business improvements.</p> <ul style="list-style-type: none"> • Ensure that on-premise signage in the Town Center district will be erected in proper scale, quality, and harmony to the surrounding environment. • Promote mixed uses (i.e. first floor commercial and second floor residential) and offices to increase service-based business for convenience and job growth. • Initiate design competitions for adaptive reuse projects with proposed retail development. • Link development incentives to projects along Main Street such as permit fee waivers or expedited approvals. <p>Strategy B: Rehabilitate and/or (in rare cases) demolish buildings and shopping centers in poor condition, and pursue landscaping and streetscape enhancements.</p> <ul style="list-style-type: none"> • Use DHCD Community Legacy funding to establish a revolving loan fund or grant for façade improvements to remove eyesores which impair visitor's image of the community. • Promote a façade improvement program among local business owners and owners of commercially zoned properties. • Solicit façade grant applications and monitor exterior improvements on grantee buildings. <p>Strategy C: Develop and implement a marketing plan for the Town, including informational and promotional materials, Town maps, and revise and update website as needed. DHCD, MDP, Maryland Department of Commerce, and Washington County Department of Planning & Zoning, Washington County Department of Business Development.</p> <p>Strategy D: Attract additional compatible service businesses to Town.</p> <ul style="list-style-type: none"> • Develop a survey to understand commercial needs – determine what residents' value about the businesses available to them in Smithsburg and what needs go unfilled by the current inventory of Town businesses. • Use technical assistance and grants available from County & State resources • Foster home occupations that are not adverse to the surrounding community. • Promote Tax Credit programs for which extra points are available through SC designation (Job Creation, Small Commercial tax credits). 	<p>DHCD, MDP, Maryland Department of Commerce, Washington County Department of Planning & Zoning, Washington County Department of Business Development, Washington County Office of Budget & Finance, Town Economic Development Commission</p>
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Outcome 2: Research other potential funding sources that can assist the Town with achieving its revitalization goals	Strategy A: Reach out to MD Community Development Block Grant Program to verify if certain areas of Town could be considered CDBG eligible	CDBG, MDP
<p>Outcome 3: Increase support staff to aide with Revitalization & Economic Development</p> <p>Progress Measures: New businesses, new staff member, Main Street designation</p>	<p>Strategy A: Identify grants to help funds more staff</p> <ul style="list-style-type: none"> ● Work with DHCD to earn Main Street designation 	Main Street Maryland, DHCD

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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"> • A great part of the downtown/ Main Street area is walkable if you live and work here. • Ample street parking • County bus services provided • Effort underway to provide more connectivity from new development to Town Center via sidewalks 	<ul style="list-style-type: none"> • Incomplete sidewalks. Sidewalks are missing at various locations, in need of repairs, or are outdated brick pavers. • No sidewalks connecting community developments to library (Sycamore Run and Crestview); sidewalks from Monument to King Rd, and Crestview, along King Rd, meeting at crosswalk • No pedestrian flashing lights or changing lights for safety at crosswalks Insufficient infrastructure, and inability to widen roads through town, to handle increased traffic flows from new communities continually being built, as well as commuters using town as a I-70 bypass. • Street lighting needs extended from town center • Lack of off-street parking. The future development to capitalize the town's business core and possible tourist trade will increase off-street parking demand, for which there is no provision. • Minimal bus service, no taxi service. Private vehicle dependence

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Greater sidewalk connectivity and closing the missing links in the network.</p> <p>Progress Measures: amount of new/repared sidewalks, improved connectivity</p>	<p>Strategy A: Target for improvement those areas which lack adequate and safe sidewalks and modern crosswalks, and other pedestrian amenities such as street lights or street trees.</p>	<p>State Highway Administration, Town Planning & Zoning, Public Works Dept.</p>

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	<p>Strategy B: Promote walking and biking by identifying or establishing walking/biking groups, and establishing occasional walk/bike to school days.</p> <p>Strategy C: Adopt amendments to the Subdivision Regulations that require, walkability, and sidewalk connectivity in all new subdivisions.</p>	
<p>Outcome 2: Transit service</p> <p>Progress Measures: Additional bus departure/arrival times.</p>	<p>Strategy A: Encourage Washington County to have additional stops in Smithsburg</p> <p>Strategy B: Hold public outreach to gain understanding of the community's desire for public transit.</p>	<p>Washington County Government, Smithsburg Residents</p>
<p>Outcome 3: Improve the parking landscape in town.</p> <p>Progress measures: increased parking capacity or improved parking configurations</p>	<p>Strategy A: Develop a comprehensive parking plan for the Town Center that addresses parking for visitors, tenants, employees, and deliveries.</p> <ul style="list-style-type: none"> • Identify off-street parking locations for tenants and employees, perhaps through a permit system in the Town's public parking lots. 	<p>MDOT, Washington County Division of Public Works - Highway Department</p>

Housing

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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"> • Very diverse housing market: Low income to custom built homes • Hot selling area for homes • Middle income housing • Historical residential structures well maintained • Low income Senior housing complex • Primarily a bedroom community (residents work in DC and Baltimore; community also home to retirees) 	<ul style="list-style-type: none"> • Lack of enforcements of fines on violations: examples: keeping lawns mowed and weeds under control, blowing cut grass into the streets, shoveling and pushing snow into the street during storms, not enforcing sidewalks being shoveled after snow storms • Some residences & properties near town center in need maintenance

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Improve the quality of the housing stock and address blighting influences in the area.</p> <p>Progress Measures: Increase confidence of homeowners, renters and future developers to promote and improve housing appeal and community character.</p>	<p>Strategy A: Assist home buyers and investors in identifying acquisition opportunities and financial assistance programs.</p> <p>Strategy B: Promote rehabilitation of existing housing through the marketing of financial assistance programs and education on local building code requirements</p>	<p>Washington County Government, homeowners, future development partners and the Maryland Department of Housing and Community Development, DHCD</p>
<p>Outcome 2: Promote high standards of property maintenance that lead to stable home values and neighborhoods.</p> <p>Progress measures: changes to the town code, number of code incidents enforced, number of properties improved</p>	<p>Strategy A: Enforce a property maintenance code, such as the International Property Maintenance Code, to regulate the condition of buildings – especially vacant ones.</p> <p>Strategy B: Consider establishing license and inspection requirements for all rental residential properties.</p> <p>Strategy C: Re-engage or divest properties from absentee landlords</p> <ul style="list-style-type: none"> • Develop and use a strategy that places liens or other code 	<p>MDP, Washington County Planning & Zoning, Public Works, DHCD, Town Planning & Zoning Commission, Local Police Dept.</p>

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	enforcement and compliance techniques on tax-delinquent or otherwise unattended properties <ul style="list-style-type: none">• Partner with a property rehabilitator to improve properties for re-sale to responsible local owners	
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Community Health and Quality of Life

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

This category includes projects focusing on (but not limited to): improvement of public health including improving community design to promote healthy behaviors such as walking and strengthening community support and connectedness through health and wellness programs and facilities that create inclusive communities. These projects may include built environment, indoor spaces, outdoor environments such as increasing community gardens and access to services including educational facilities and programs; health and wellness facilities and programs that serve multi-generations; 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. Projects should include community engagement that includes participation in the selection of strategies and outcomes, progress reports, and evaluation.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Great Opportunity for work/live community ● Good Public School system, amazing local support for school aged sports ● Robust local library that is part of the regional library service, providing internet and computer access, educational programming as well as the greater Western Maryland Library system's collection. ● Small town atmosphere in community, rural setting ● A lot of town events for the community ● Local Farmers Monthly Farmer's Market: Best attended farmers' market in Washington County in 2021, connecting residents with local vendors & perishable goods ● Close proximity to doctors, dentist, emergency services, and fire station response ● Library accessible by walking or auto ● Numerous exercise paths in existence and planned in the MDP ● Worshipping facilities are numerous in town. ● 55+ housing provided and planned ● Fairgrounds and a new pavilion utilized and close to town ● Town has own police department ● The area is within close proximity to the Appalachian Trail for local recreational opportunities. 	<ul style="list-style-type: none"> ● Town Center considered a food desert for those without transportation ● Lack of Local Public Transportation ● No community health/wellness organization to plan events ● Surrounding agricultural industry, until recently, not recognized ● Additional indoor community space needed ● Staffing to continue operation of Farmer's Market ● Need for more police officers continues as population increases ● Insufficient programs/activities for smaller youth ● Lack of communication about the Town with existing, new and potential community members ● Town has limited number of staff, therefore programs that support the community are limited ● Minimal participation in council meetings ● Small town limitations re budget, etc. ● Locations of concern in Town Center of possible drug activity

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<ul style="list-style-type: none"> Smithsburg Steam & Craft Show attracts thousands of attendees each year. Day-trip distance to Washington D.C., Baltimore, Gettysburg, Frederick, other regional attractions 	
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Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Transit service</p> <p>Progress Measures: Additional bus departure/arrival times.</p>	Strategy A: Encourage expansion of existing Washington County transit schedule	Washington County Government
<p>Outcome 2: Increase recreational activities for both youth and adults</p> <p>Progress Measures: Feasibility study completed</p>	<p>Strategy A: Encourage residents and local non-profits to utilize Town-owned space for youth development activities</p> <p>Strategy B: Study financial feasibility for Town to maintain community center (if Town can't maintain it, can it identify a partner, such as County Recreation Department, to assist)</p>	Washington County Division of Public Works, Washington County Department of Business Development
<p>Outcome 3: An active and engaged citizenry focused on the well-being of the Town government and more broadly the well-being of the community.</p> <p>Progress Measures: Increased well-being and happiness of Town citizens as measured through a survey conducted every two-years.</p>	<p>Strategy A: Over the next five years, invest in citizen engagement using available technologies to connect with business people and residents and encourage meaningful participation in new and creative ways. For example, use regular online surveys and other measures to inform, search for ideas, and solicit opinions about progress on official Town channels.</p> <p>Strategy B: Modernize the Town's website, making it more citizen, business, and tourist-friendly and more interactive.</p>	
<p>Outcome 4: Increase staff support for events</p> <p>Progress Measure: Increased staffing</p>	Strategy A: Research additional funding programs that can assist with raising funds for staff	Maryland Department of Planning, Maryland Historical Trust

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"> ● Loyal Volunteers to the committees & commissions ● Dedicated and polite Town Staff workers ● Great addition with a new town manager ● Local ordinances are consistently looking to be improved to reflect national trends ● Comprehensive plan (2012) being followed, but requires updating ● Zoning administration being applied by individuals that grew up in the town and have historical knowledge ● Smithsburg has part-time access to a Circuit Rider for supporting writing grant applications & state designations ● Town Center Zoning in place for business district 	<ul style="list-style-type: none"> ● Lack of staff to complete all that needs done: addition of Code Enforcement, Police, Public Works, & Economic Development are needed ● Need updated Comprehensive plan ● Lack of communication & input on plans made for the community ● Budget constraints allow only a limited number of hours for staff to support town needs ● Updated maps and drawings for town utilities needed for accuracy to prioritize projects ● Division of Town Council Members & Lack of Decision making ● Social media relied too heavily upon

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: An active and engaged citizenry focused on the well-being of the Town government and more broadly the well-being of the community.</p> <p>Progress Measures: Increased well-being and happiness of Town citizens as measured through a survey conducted every two-years.</p>	<p>Strategy A: Over the next five years, invest in citizen engagement using available technologies to connect with business people and residents and encourage meaningful participation in new and creative ways. For example, use regular online surveys and other measures to inform, search for ideas, and solicit opinions about progress on official Town channels.</p> <p>Strategy B: Modernize the Town's website, making it more citizen, business, and tourist-friendly and more interactive.</p> <p>Strategy C: work to find balance in using printed materials and electronic means to communicate to residents</p>	

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<p>Outcome 2: Increase staff support for revitalization projects</p> <p>Progress Measure: Increased staffing</p>	<p>Strategy A: Research additional funding programs that can assist with raising funds for staff</p>	<p>Maryland Department of Planning, Maryland Historical Trust</p>
<p>Outcome 3: Build local capacity for planning and town management activities.</p> <p>Progress measure: Number of projects completed, reduced time to deliver services to town residents</p>	<p>Strategy A: Secure an AmeriCorps or other volunteer/stipend-based employee to build capacity within the town government.</p> <p>Strategy B: Work with local university and community college students to offer volunteer or contracted work opportunities in support of town initiatives.</p> <p>Strategy C: Launch or partner with programs that hire senior citizens or retirees to volunteer in town or other facilities, similar to the ways in which the Bowles House and town museum are run now.</p>	<p>Town departments, Corporation for National and Community Service, Hagerstown Community College, University System of Maryland at Hagerstown</p>
<p>Outcome 4: Update Capital Improvement Plan & Comprehensive Plan</p> <p>Progress Measure: Completed Plans</p>	<p>Strategy A: Solicit outside consultants to aide leadership & staff to create plans for the Town that will allow phased work to be done and long-term goals to be set</p>	<p>DHCD, MRDC</p>