



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

2 N Charles Street, Suite 450

Baltimore, MD 21201

410-209-5800

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

LARRY HOGAN, *Governor*

KENNETH C. HOLT, *Secretary*

BOYD K. RUTHERFORD, *Lt. Governor*

TONY REED, *Deputy Secretary*

OVERVIEW OF SUSTAINABLE COMMUNITIES

The Sustainable Communities Act of 2010 established a framework for reinvestment and revitalization of Maryland’s existing communities creating a single, locally designated geographic focus area. Since that time the “Sustainable Communities” designation has provided an efficient means of targeting scarce public and private resources for multiple State agency investments and prioritizations.

PURPOSE OF RENEWAL AND STREAMLINED APPLICATION

The Sustainable Communities (SC) designation must be renewed every five years. This renewal application provides an opportunity for local governments to update their existing SC action plan and report on the accomplishments made over the past five years. Through the renewal process, local governments can request additional technical assistance and highlight any areas from the original action plan for which progress must still be made.

APPLICATION ASSISTANCE

If a local government has limited capacity, staff from the Maryland Department of Housing and Community Development (DHCD) and Department of Planning (MDP) will be available to assist local government officials through the application process.

Please contact your Regional Project Manager at DHCD if you would like to request or learn more about this assistance (see page iv for contact information).

SUSTAINABLE COMMUNITIES BENEFITS

The benefits of a Sustainable Community designation are substantial. The SC designation is a threshold requirement for application to several Maryland Department of Housing and Community Development revitalization programs (such as the Community Legacy Program and Strategic Demolition Fund listed below). Other programs from both the Department and other State agencies offer additional points or preference in the application process. The Sustainable Communities designation provides access to a suite of resources that can support housing and community development, local transportation enhancements, tax credit programs and programs to support a healthier environment. Taken together, these resources can promote safer, healthier and more attractive communities for families to live and put down roots.

Community Legacy Program is administered by the Maryland Department of Housing and Community Development and provides local governments and community development organizations with financial assistance to strengthen communities through such activities as business retention and attraction, encouraging homeownership and commercial revitalization. Community Legacy funds are restricted to Sustainable Community Areas.

Strategic Demolition Fund is administered by the Maryland Department of Housing and Community Development and provides grants and loans to local governments and community development organizations for predevelopment activities including demolition and land assembly for housing and revitalization projects.

The Strategic Demolition Fund catalyzes public and private investment in the reuse of vacant and underutilized sites. These funds are restricted to Sustainable Communities.

Application Eligibility and Threshold Requirements

Local governments (municipal or county) are eligible to apply.

Eligible applicants are to convene their Sustainable Communities Workgroup to discuss the accomplishments and challenges of their Sustainable Community Action Plans in addition to any update they may like to make to the Action Plan. The applicant may choose to select new members to participate in the Workgroup. The purpose of this workgroup is to continue and reinforce working relationships and collaborations among local governmental departments and better align community development priorities and strategies. In addition, this is an opportunity to assess if the Workgroup would like technical assistance from State government agencies to implement certain action items or develop strategies to address local challenges.

Threshold Requirements

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 an area in need of renewal and reinvestment that would benefit from a targeted long-term strategy;
- 2) 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;
- 3) The updated Plan must be consistent with other existing community or comprehensive plans;
- 4) A Sustainable Communities Workgroup is re-convened and a roster of members should be provided with the application.

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

Application Evaluation

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

Priority Funding Areas

All Sustainable Communities must be located entirely within a Priority Funding Area. Applicants can verify Priority Funding Area boundaries by visiting the MDP website at:

<http://www.mdp.state.md.us/OurProducts/pfamap.shtml>

Application Training

The Department will be hosting various webinars for communities planning to submit a renewal application. Attendance at a minimum of one application training session is strongly encouraged for all applicants. Contact your Regional Project Manager (contact information page iv) to schedule an application training or verify when the webinars will be scheduled.

Application Submission

Applications will be submitted both electronically/digitally and via postal mail. Each applicant must submit **one** hard copy of their application with all required attachments. DHCD reserves the right to not consider incomplete applications.

The first printed page of the electronic application is a Table of Contents (see page vii). This should also serve as a checklist and be used to provide corresponding tabs. In addition to the digital copy of the application, all pictures and maps are to be submitted on a CD-ROM or flash drive. Pictures should be burned to the CD in a JPEG format and maps should be burned to the CD in a pdf format. Please ALSO include GIS shapefiles of Sustainable Community boundaries and other GIS related data if a boundary change is requested. Be sure to label your files on the CD-ROM appropriately, i.e., “Proposed Sustainable Community Boundary,” “Current Sustainable Community Boundary,” etc.

No incomplete applications will be accepted.

Deliver Sustainable Community Applications to:
Sustainable Community Application
ATTN: Mary Kendall
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201

Site Visits, Follow-up Discussion

During the application review process, the review team may make site visits, hold meetings or have for follow-up discussions with applicants prior to designation approval.

Approval

Approval of applications will be made by the Governor’s Smart Growth Coordinating Committee on the recommendation of an inter-agency review team. The review team is coordinated by the Department of Housing and Community Development.

Contact Information

All questions related to application content, please contact your regional project manager. Regional contacts listed in the table on the next page.

DIVISION OF NEIGHBORHOOD REVITALIZATION, STATE REVITALIZATION PROGRAMS REGIONAL PROJECT MANAGERS		
<p>REGION 1:</p> <ul style="list-style-type: none"> • Northwest Baltimore City • Northwest Baltimore County <p>Larry Brown Program Officer Phone: 410-209-5819 Email: larry.brownjr@maryland.gov</p>	<p>REGION 2:</p> <ul style="list-style-type: none"> • Northeast Baltimore City • Northeast Baltimore County <p>Garland Thomas Project Manager Phone: 410-209-5803 Email: garland.thomas@maryland.gov</p>	<p>REGION 3:</p> <ul style="list-style-type: none"> • Southeast Baltimore City • Southeast Baltimore County • Anne Arundel County <p>Olivia Ceccarelli-McGonigal Project Manager Phone: 410-209-5826 Email: olivia.ceccarelli@maryland.gov</p>
<p>REGION 4:</p> <ul style="list-style-type: none"> • Southwest Baltimore City • Southwest Baltimore County • Howard County <p>Nick Mayr Project Manager Phone: 410-209-5842 Email: nicholas.mayr@maryland.gov</p>	<p>REGION 5: Western Maryland</p> <ul style="list-style-type: none"> • Allegany • Frederick • Garrett • Washington • Carroll <p>Sara Jackson Project Coordinator Phone: 410-209-5812 Email: Sara.jackson@maryland.gov</p>	<p>REGION 6: Washington DC Metropolitan</p> <ul style="list-style-type: none"> • Prince George’s • Montgomery <p>Duane Felix Program Officer Phone: 410-209-5825 Email: Duane.Felix@maryland.gov</p>
<p>REGION 7: Upper Eastern Shore</p> <ul style="list-style-type: none"> • Harford County • Caroline • Cecil • Kent • Queen Anne’s • Talbot <p>Ashlee Green Project Manager Phone: 410-209-5815 Email: Ashlee.Green@maryland.gov</p>	<p>REGION 8: Lower Eastern Shore, Southern Maryland</p> <p>Lower Eastern Shore</p> <ul style="list-style-type: none"> • Dorchester • Somerset • Wicomico • Worcester <p>Southern Maryland</p> <ul style="list-style-type: none"> • Calvert • Charles • St. Mary’s <p>Raynell Cooper Jr. Project Manager Phone: 410-209-5836 Email: Raynell.cooper@maryland.gov</p>	

SUSTAINABLE COMMUNITIES PLAN ELEMENTS

Ongoing designation as a Sustainable Community is contingent upon the continuation, expansion, and/or modification of a multi-year investment strategy that addresses the topic areas of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning. The table below provides a non-exhaustive list of ideas that can be incorporated into each element as they are addressed in the sections that follow in this application.

ENVIRONMENT: Environmental accomplishments and objectives may include improvement of quality of land, water, air or watersheds, increased tree canopy, mitigation or adaptation to issues related to sea level rise, reduction of carbon footprint, improved energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, construction of parks, trails and other recreation facilities, recycling, improved water and sewer capacity, etc.

ECONOMY: Economic accomplishments and objectives may include increased regional accessibility, business attraction/retention, improved health of the business district and decreased commercial vacancies, improved accessibility to employment opportunities and economic drivers, adopted local policies/regulations that encourage economic growth, enhanced marketing and tourism, improvements to cultural and historic assets, etc.

TRANSPORTATION: Transportation accomplishments and objectives may include increased access to transit corridors, improved pedestrian safety and increased accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, improved parking and road conditions, etc.

HOUSING: Housing accomplishments and objectives may include an increase in affordable, workforce or market rate housing, either for homeownership or rental, improved housing conditions and values, increase in housing programs, reduction in foreclosures and residential vacancies, increase in property values and home sale values, etc.

QUALITY OF LIFE: Quality of life accomplishments and objectives may 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.

LAND USE/LOCAL PLANNING: Land use accomplishments and objectives may include changes to zoning, improved land use policies, increase/decrease in taxes and fees, etc.

RENEWAL APPLICATION INSTRUCTIONS

The Sustainable Communities application for renewal has **three** sections:

A. Contact information, General Information, Organizational Capacity:

In this section, applicants are asked to update their contact information, provide information about demographic shifts over the past five years, discuss the strengths and weaknesses of their Sustainable Communities workgroup and share any technical assistance needs the workgroup may have.

B. Qualitative and Comprehensive Report on accomplishments over past five years:

The report is an opportunity to reflect on any accomplishments achieved in the Sustainable Community area. It is a tool used to evaluate if the SC applicant achieved its intended outcomes, implemented the strategies initially envisioned and identify what resources were used. Renewal applicants are encouraged to discuss how priorities, actions, and objectives were or were not achieved across the six elements listed on the previous page (v), including how any of the elements may have interrelated during the five initial years of SC designation.

C. Sustainable Communities Action Plan Update:

The Sustainable Communities Action Plan has been revised so that it is less time consuming and focused on developing a strategic implementation plan. Renewal applicants are encouraged to use their previous Sustainable Communities applications as a basis for their updated Action Plan. You may identify which weaknesses have not yet been addressed or which strategies have not yet been implemented. Include your revitalization priorities for the next five years, basing them on your community's current strengths and weaknesses.

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Town of Snow Hill

NAME OF SUSTAINABLE COMMUNITY: Snow Hill, Maryland

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 RENEWAL APPLICANT INFORMATION

Name of Sustainable Community:

Town, of Snow Hill, Maryland

Name of Renewal Applicant:

Town of Snow Hill

Applicant's Federal Identification Number: 52-6000807

Applicant's Street Address: 103 Bank Street

City: Snow Hill County: Worcester State: MD Zip Code: 21863

Phone Number: 410-632-2080 Fax Number: 410-632-2858 Web Address: snowhillmd.gov

Sustainable Community Renewal Application Local Contact:

Name: Kelly C Pruitt

Title: Town Manager

Address: 103 Bank Street City: Snow Hill State: MD Zip Code: 21863

Phone Number: 410-632-2080 Fax Number: 410-632-2858 E-mail Address:kpruitt@snowhillmd.gov

Other Sustainable Community Contacts:

Name: Ann Gibb

Title: Grants Administrator

Address: 103 Bank Street City: Snow Hill State: MD Zip Code: 21863

Phone Number: 4110-632-2080 Fax Number: 410-632-2858

E-mail Address: agibb1@verizon.net

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, it is not deemed necessary 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),

(3) Approximate number of acres of entire SC Area: 1,845.77

(4) Existing federal, state or local designations:

- Main Street Affiliate 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

(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?

The source of these numbers are the US Census Bureau 2010 Census and its American Community Survey from 2013-2017. The population of Snow Hill has decreased from 2,215 in 2010 to 2,052 in 2017 for a loss of 163 persons. The median age in Snow Hill is 39.3 with the national average of 37.8. In snow Hill 6.4% are over the age of 5, 74.3 are over the age of 18 and 17.8 are over 65. In 2010 53.3 of the population was white only, 39.6 was Black or African American and 7.1% was 2 or more races. The median household income has remained steady at \$37,284 and the poverty rate remains a 21.2%. The employment rate is 54.9%. The numbers for Educational attainment have not changed: 40.8% have a High School education or higher; 21% have some college, 3.0% have Associates degrees and 9.8% have Bachelor’s degrees, 7.6% have Graduate or Professional degrees. 97.9% of the population speaks only English with 2.1% speaking some other language. As of 2017 there were 963 housing units with a median value of \$149,600. There have been nine new houses built in town in the last two years. Two new housing developments are planned for Snow Hill producing 72 new residences. The trend in housing is rising as of 2019. The trend of income for both male and females appears to have decreased from 2010 to 2017: Median Male income - \$40,750 for fulltime year-round employment in 2010 fell to \$22,179 in 2017 and the Female median income - \$34,583 for fulltime year-round employment in 2010 fell to \$23,333 in 2017 (ACS).

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

Sustainable Communities Renewal Application - Section A

leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

2018 Workgroup: Interim Mayor Steve Mathews, (Gary Weber will be sworn in June 11th)

Kelly Pruitt - Town Manager, retiring May 31, 2019

Council persons: LaToya Purnell, Alison Cook, Jenny Hall will be replaced by Melisa Weidner
Ann Gibb - Grants Administrator

Jordy Kuczak - Economic Development and Event Coordinator

Martin Sullivan - Code Enforcement Officer replacing Jon Hill

Trish Goodsell – Assistant to the Town Manager

Tom Davis, Retired Chief of Police, Edward Schreier – Interim Chief of Police, New chief as of June 1, 2019 is Richard McGee.

Diane Armstrong – Business owner

Cindy Byrd – Director of Julia A. Purnell Museum

Kate Patton – Assistant Director of Lower Shore Land Trust

Randy Barfield – Director of Public Works

2013 Workgroup: Mayor Charlie Dorman

Kelly Pruitt (formerly Brewington) - Town Manager

Jenny Hall - Councilperson

Ann Gibb - Grants Administrator

Karen Houtman – Planner

Frank Daniels – Superintendent WWTP

Kirk Daughtery – Chief of Police

Bob Donnelly – Director of Public Works

Clair Otterbein - Director of Julia A. Purnell Museum

Ann Coates – then President of SHARP, Gallery owner, then President of A&E District

Richard DeAngelis – Resident

Kathy Fisher – Resident

Bob Fisher – Chairperson of the local Historic District

Rita Williams – former councilperson

The Town of Snow Hill is the lead entity for the Sustainable Communities overall structure. Town staff will coordinate the implementations of the Sustainable Communities Plan. The Town Manager, the Grant Administrator, the Code Enforcement Officer and others will work together with members of the workgroup to oversee the plan and requests for funding.

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

The strength is the quality of the people on the Workgroup. They are dedicated, hardworking professionals. The weakness is the lack of funds and lack of time to implement the goals and wishes of the community. The Town needs more fulltime staff for its finance management and its grants administration.

- (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?

Sustainable Communities Renewal Application - Section A

All new plans or renewals in the Town are developed with the existing plans in mind. The Comprehensive Plan of 2011 was referred to when the Sustainable Communities Plan was first written in 2013. The Town has drawn up a new Strategic Revitalization Plan (2015) and a Master Plan for Sturgis Park (2016) revitalization. Both plans were based on objectives and goals expressed in other Town planning documents. Since the Sustainable Communities designation in 2013 the Town embarked on a rezoning project., led by the Town Planner and the Planning and Zoning Commission.

- (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.

The Town greatly appreciates the assistance given to it with the development of its Action Plan that is included with this renewal application. At first the renewal process seemed overwhelming to our small staff in Snow Hill; but the assistance at the state level was excellent and most welcomed. It helped us to wrestle with complex issues in the Action Plan with relative ease.

As far as future assistance, the Town would appreciate any information that DHCD has with regard to funding opportunities and programs that will aid the town in reaching its goals. Such communication will be essential for the Town to reach some of its lofty goals set forth in the Action Plan.

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.

[EXAMPLE] Descriptive Narrative: Please list the most significant accomplishments that apply

Example – Accomplishment 1

Outcome: Improved stormwater management

Projects:

Project 1: Stormwater Retrofit Plan – In October 2014, the Town Council approved the Town's stormwater retrofit plan which outlines various strategies and capital budget expenditures over the next five years. Strategies include reducing the amount of impervious surface in the community and improving stormwater management. One of the plan recommendations is to pass an ordinance that assesses an environmental protection fee on municipal permits.

Project 2: Green Streets – The Town added green elements to approximately 600 linear feet of roadway that had been experiencing severe flooding. Specifically, bioswales were constructed and trees were planted.

Partners:

Chesapeake Bay Trust – provided technical assistance

MD DHCD – provided financial assistance in form of a Community Legacy grant (totaling \$50,000).

Impact: The implementation of the projects had a significant impact on the community by improving stormwater runoff. The streets with the newly constructed bioswales no longer experience flooding.

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

Accomplishment 1:

Outcome: Waste Water Treatment Plant Construction completed

Projects: The Town of Snow Hill completed its BNR ENR upgrade for its WWTP. It is meeting the required TMDL regulations.

Partners: Maryland Department of the Environment (MDE), United States Department of Agriculture (USDA), Department of Housing, Community Development Block Grant (CDBG), Bay Restoration Fund, STAG Grant

Impact: The impact of these upgrades has resulted in less nitrogen in the Pocomoke River. The WWTP is now a safe treatment facility. The recently published Water Quality Report of 2018 states that the drinking water in Snow Hill meets all the standards established by the Environmental Protection Agency (EPA) and does not exceed any of the maximum levels of contaminants.

Accomplishment 2:

Outcome: Completed lighting project on Washington Street (US RT 12)

Projects: The Town had new street lights installed in the downtown business district on Washington Street.

Partner: State Highway Administration (SHA)

Impact: The Town installed lighting fixtures on Washington Street to match the ones on West Green Street. The impact of this project has been to give a more uniformed look to the downtown business district. The lights tie Washington Street with Green Street where our primary downtown business district is located. It has resulted in a safer area for walking, increased visibility for businesses and increased beautification.

Accomplishment 3:

Outcome: Renovation and façade improvements of historic buildings in Snow Hill

Projects: The Town has sought to assist property owners with their renovations to commercial spaces in the downtown business district. These include façade improvement projects, preconstruction and planning projects as well as large commercial renovation projects.

Partners: Worcester County Commissioners, Department of Housing and Community Development (DHCD) Neighborhood Revitalization Division, individual property owners

Impact: With façade improvement projects, freshly painted signs and storefronts give the town an attractive and welcoming look. The numerous renovations have resulted in an increase in the number of usable spaces for businesses. The beautification of Snow Hill has been enhanced by Community Legacy and Strategic Demolition grants. The Worcester County Commissioners assisted the Town with the stabilization of the Mason Opera House on the corner of Washington and Market Streets. The renovation of the Mason Opera House has had a tremendous impact on the appearance of the town and on the spirits of its citizens.

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: The installation of sidewalks on Market Street

Narrative: There is a need to restore the sidewalks on Market Street but that has not happened due to lack of funding. Measurements of the sidewalks and curb cuts on East and West Market Street have been taken in preparation for this project.

Outcome: Replacement of aging water sewer lines and I and I projects around town.

Narrative: There has been a need for these projects but the funding has not been available. The Town was not eligible for CDBG funding until last month. Prior to that, the state said our Low to Moderate Income (LMI) figure was too high for funding. We were informed in the spring of 2019 that Snow Hill's LMI number is now 63% which is high enough to qualify for Community Development Block Grants. We will prepare to apply next year for water-sewer and I&I projects. The project on Purnell Street is first on the list. It was mentioned in the Sustainable Communities Application in 2013.

Outcome: Handicap parking accessibility.

Narrative: The Town has been unable to implement accessible handicap parking due to lack of funding.

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.

Sustainable Communities Renewal Application - Section B

ENVIRONMENT	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?
1. Has there been an improvement in water quality?	X			Yes, there is been a reduction of nitrogen and phosphorous in the Pocomoke River with the WWTP BNR ENR upgrades. The water system has not violated a maximum contaminant level or any other water quality standard.
2. Has the amount of impervious surface in your Community been reduced? (Amount in SF)	X			The Town recently removed the concrete pad for the small pavilion in Sturgis Memorial Park. The pad including the apron on the curb was approximately 20' x 60'. The Town and the Lower Shore Land Trust have planted a garden in its place.
3. Have there been improvements and/ or additions to your park and/ or recreational green space?	X			The Town has developed a Master Plan for improvements to Sturgis Park. The Town is partnering with the Lower Shore Land Trust to create a Pollinator Garden and Butterfly House. The first step has been to plant a pollinator garden in Sturgis Memorial Park, next to the Lower Shore Land Trust building where the concrete pad was removed. The walls at the pavilion in Sturgis Park have been refaced and the boards on the dock have been replaced within the last five years.
4. Did the Sustainable Community implement any recycling or waste reduction programs?	X			The Town continues to require recycling which is provided curbside once a week. It also requires the use of standard refuse cans for all residents that are compatible with the refuse truck.
5. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?	X			Yes. There is a locally owned grocery store in Snow Hill. There is a Farmers Market on Thursdays behind Town Hall from May until October. There is also a vendor just on the outskirts of town that sells fresh produce and flowers.
OTHER:				

Sustainable Communities Renewal Application - Section B

ECONOMY	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?
1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District?	X			Yes, the Town has attracted new businesses over the last five years. Vintage Pink Quilt Shop, 101 Green Street Gallery, DEKS Quarters Insurance Office, the Green Pearl Studio, Local Loot, Daily Brew Coffee, Brews Up, and The Mirror Salon are all new.
2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development?	X			Snow Hill is an Enterprise Zone, a Maryland Main Street Affiliate, and an Opportunity Zone. In the last five years has renewed its Arts and Entertainment District designation for ten years.
3. Has there been an increase in foot traffic in the Main Street/commercial district?	X	X		Foot traffic in Snow Hill varies with the season and increases when events are held. The Town has had four businesses close since January 1 of 2019 so the daily foot traffic has temporarily decreased. There has been a noticeable increase in the attendance at special events especially First Friday Gallery Walks. Tickets for the annual Chamber of Commerce Oyster Roast sell out quickly. The event has grown up to 500 persons now. There is an Eater Egg Hunt, a Youth Fishing Tournament, Oktoberfest and a Standup Paddleboard race in the spring. Independence Day and the Blessing of the Combines attracts thousands of people each summer.
4. Have the number of commercial vacancies decreased?	X			There were 23 vacant spaces in the downtown area several years ago. Today there are six (6) spaces available for rent, needing only minor renovations for a new business. There are currently nine (9) spaces experiencing major renovations. These nine are considered unavailable for occupation at this time.
5. Has there been an increase in local jobs within the Sustainable Community for its residents?	X			Each new business listed above has generated jobs for local residents. Approximately 14 new jobs have been created.

Sustainable Communities Renewal Application - Section B

OTHER:				
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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?
1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover?		X		The Town is bike friendly but the streets are narrow in residential areas. There is a new bike lane marked off in front the newly renovated Snow Hill High School. The Town hosts Salisbury University's Seagull Century rest area every fall. The Iron Furnace Fifty Bike Ride, sponsored by Furnace Town and the Snow Hill Rotary Club comes through Snow Hill in the Spring.
2. Have there been improvements to the public transit infrastructure?	X			Paving on several streets in town has occurred. The Shore Transit bus stop has been relocated from Sturgis Park to a safer location near the Worcester County Court House. During the last five years Coulbourne Lane, South Washington Street, Belt Street, Federal Street, Gumby Street and Division Streets have been repaved.
3. Has there been an increase in sidewalks? (Amount in linear feet)		X		The Town has not added sidewalks but has replaced sidewalks when it has repaved the streets. SHA replaced the sidewalks in Snow Hill along Washington Street (US RT 12).
4. Have there been any roadway improvements that support "Complete" or "Green" streets?			X	

Sustainable Communities Renewal Application - Section B

5. Has traffic congestion along major roads decreased? (Amount in percent)			X	It has remained the same.
OTHER:				
HOUSING	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?
1. Have any residential facades been improved?	X			In FY2015 the Town received a Community Legacy Grant for \$50,000. Half of that money went to assist business owners with façade improvements and half went into the western district for residential facade improvements. Seven (7) projects were completed for the residential properties.
2. Has the home ownership rate increased?				Homeownership has increased slightly due to new construction.
3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable?	X			There have been 8 new houses built in the last 2 years. There is one new home being constructed. Two new developments are planned. One development will have 21 townhouse apartments available with a playground and clubhouse type building. These will be Government Subsidized. Another development will have 51 single family, free standing houses in it for the workforce. The prices will range from \$175,000 to \$225,000.
4. Has there been demolition of blighted properties?	X			The Town has identified four (4) homes for demolition. Five (5) uninhabitable homes have been demolished in the last two years.

Sustainable Communities Renewal Application - Section B

5. Has the residential vacancy rate decreased?	X			There have been several homes renovated and several that are under renovation so there has been a decrease in the number of unoccupied properties.
OTHER:				
QUALITY OF LIFE	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?
1. Has there been a decrease in crime rate?		X		Snow Hill has a very low crime rate.
2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?	X			In 2018, the Town purchased the former PNC Bank Building on the Pocomoke River next to the drawbridge. It is being used for public and private meetings. The Lower Shore Land Trust moved its office from Berlin to Snow Hill. It is next door to the former PNC Bank building. It is developing its front space as an Educational Center with displays and a small gift shop.
3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?	X			Several new events have been added in the last five years. Cullowhee Mountain Arts, Inc. has held about three workshops a year in Town and these have attracted artists from others states and cities. We are working on a public art project for Sturgis Park.
4. How many historic properties were renovated/improved?				At least five historic homes have been renovated: the Pusey House on Federal Street, 305 Federal Street, Chanceford Hall, the River House Inn and the Snow Hill Inn.

Sustainable Communities Renewal Application - Section B

<p>5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?</p>		X		<p>No new ones. The Town has three municipal parks along the river that are used frequently. It recently installed two floating docks along the river. One is in Sturgis Park with a paddle on - slide off feature and the other is in Gateway Park. The Town relies on the Worcester County Recreation and Parks Department to provide programs and facilities for wellness opportunities. Their county headquarters is 1.1 miles from Snow Hill's downtown.</p>
<p>OTHER:</p>				
<p>LAND USE/ LOCAL PLANNING</p>	<p>YES</p>	<p>NO</p>	<p>N/A</p>	<p>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>
<p>1. Have there been any infill developments?</p>		X		<p>Three (3) houses have been built on infill lots.</p>
<p>2. Has there been an increase in the amount of preserved/protected land?</p>		X		<p>No land has been preserved or protected within Sustainable Communities limits. However, the Town has purchased the old Chicken Plant property next to our Public Works Department for future expansion of the Waste Water Treatment Plant. It purchased 12 acres on the river that are protected from development.</p>
<p>3. Have there been any developments hindered by growth constraints?</p>		X		<p>There have not been any developments that have hindered growth within the Sustainable Communities limit.</p>
<p>4. Have there been any zoning or any policy changes that have fostered growth in your Sustainable Community?</p>	X			<p>The town has completed a Comprehensive Rezoning Plan in the last five years. There has been a reduction in EDU fees from \$10,500 to \$5,250.</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>			<p>A least six (6) streets have been paved and street lights have been added to Washington Street and in Morgan Run. In Morgan Run the street lights have been replaced with Cobra fixtures and LED lighting. When repaving the six (6) streets, Public Woks has replaced the water lines. Sandpiper Energy has replaced old gas lines with new ones in the Maple Street and Covington Street area. It has installed more than 2 miles of new gas lines.</p>
<p>OTHER:</p>				

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Community Legacy (CL): <ul style="list-style-type: none"> • FY2015 • FY2016 • FY 2017 • FY2018 • FY 2019 	DHCD	\$50,000 \$125,000 \$60,000 \$100,000 \$150,000		These grants have been critical to the revitalization of downtown Snow Hill. It looks as good as it does because of this funding.
Strategic Demolition Fund (SDF): <ul style="list-style-type: none"> • SDS GIF FY 2016 – primarily for Mason Opera House • CL 2019 Neighborhood Intervention Program 	DHCD	\$100,000 \$60,000 - Denied	The Town hoped to create a demolition program for derelict properties. It was not funded.	The SDSGIF program helped us with so many properties in town with preconstruction plans
Community Safety & Enhancement Program:	MDOT			
Maryland Bikeways Program:	MDOT			
Sidewalk Retrofit Program:	MDOT			

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Water Quality Revolving Loan Fund:	MDE			
<p>Other Funding Programs: <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>				
BNR ENR Upgrade to the Waste Water Treatment Plant	USDA MDE DHCD- CDBG STAG Bay Restoration	\$1,000,000 \$8,547,924 \$800,000 \$600,000 \$400,000		The Town took out loans for \$2,500,000
USDA Rural Development Facilities – Police Vehicle	USDA	\$36,950		The Town paid and additional \$13,647
Critical Area	MDE	\$3,000		Annually
Worcester Co Arts Council – Arts & Entertainment Funds yearly	WCAC	\$1,000		50-50 matching grant annually
DNR – park maintenance - annually Chesapeake & Coastal Services 2015 Update the Zoning Ordinance and Map Improvement	DNR DNR	\$6,100 \$34,000		

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
CDBG	DHCD	\$35,000		Strategic Revitalization Plan Renewal
Maryland Energy Administration – Smart Energy Grant	MDE	\$23,000		Provided Energy Audit, LED lighting, 3 New HVAC units
Operating Assistance and Technical Assistance Grants for a new website, marketing initiatives, consulting fees, etc.	DHCD 2016 2017 2018 2019	\$25,000 \$30,000 \$10,000 \$11,000		2016 was a matching grant. 2017 produced the Sturgis Park Master Plan. 2018 and 2019 were dedicated to marketing purposes.
Program Open Space – pass through from Worcester County Commissioners	2018	\$20,000		The Town was able to install two floating docks, one in Sturgis Park and one in Gateway Park

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

Sustainable Communities Renewal Application - Section B

The Town of Snow Hill has developed beautiful plans for its waterfront redevelopment. Conceptual drawings by Davis, Bowen, and Friedel Engineers of Salisbury, MD and Campion Hruby Landscape Architects in Annapolis, MD depict the beautifully inviting potential for that area. The whole project will require major funding for this redevelopment to become a reality. The Town is seeking funding for Phase I. The Town has applied to the DNR Community Parks and Playgrounds Program for demolition of its bathrooms in Sturgis Park and for their relocations within the park. The request was turned down three times years ago and again this year despite the existence of the Master Plan. We were hopeful we would receive the funding as there was a fire in the men's bathroom last fall. We are not sure what it will take to get funding for the bathrooms we so desperately need.

Purnell Street also needs repaving and I&I restoration. This project was mentioned and depicted in the 2013 Sustainable Communities Application. Until recently Snow Hill was ineligible for Block Grant funding. Our LMI has been revised and we are now eligible but the timing of the grant round was not good for the Town. We will work with our engineers to prepare for next year's round.

The Town has explored the possibility of working with SHA for Safe Walks To School. The sidewalks near the schools and many of the residential areas of town need upgrades.

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.

Guidance for completing the Action Plan can be found on the next page.

Action Plan Guidance

The document has been broken down into the same six categories as the Comprehensive Assessment section of this document. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the 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: DHCD (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

Sustainable Community Action Plan

Snow Hill

Submitted by Town of Snow Hill

Date: May 22, 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"> ● The close proximity of the Pocomoke River ● Approximately 18 acres of parkland within Snow Hill between 3 parks (Byrd Park, Sturgis Park, Gateway Park), another 88 acres immediately outside of town (J. Walter Smith Park, county site) ● The 2017 Annual Drinking Water Quality Report indicates that water quality for the town is satisfactory ● Sewage and stormwater systems cover most of the incorporated area of Snow Hill, and can accommodate additional growth ● Curbside pickup and drop-off sites for County-managed recycling ● Weekly farmers’ market May-October ● Close proximity to the Pocomoke River State Park ● Working with Delmarva Power to upgrade lighting on street lights to LED’s. Town Hall, Museum and Train Station have under gone recent energy upgrades to their heating and lighting systems. 	<ul style="list-style-type: none"> ● Tidal and stormwater flooding in Byrd Park, largest park in the town and former landfill (late 1800s-early 1900s) ● Some parks, especially Sturgis Park, are well-worn, unprogrammed, overcapacity, and need accessibility and health and safety upgrades ● Many parks have a lot of lawn creating mono-diversity ● Lack of connection between greenspaces; projects underway to connect to larger State Park outside of town is in project limbo ● Lack of adequate bathrooms at Sturgis Park ● Unsightly, privately owned property across the river

<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>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>

General Information – SC Renewal 2018

Progress Measure: Identify how you will know that you have achieved your outcome.		
<p>Outcome 1: Continued assessment of the waterfront as a destination</p> <p>Progress Measures: action steps for use of waterfront determined</p>	<p>Strategy A: Use the Riverfront Master Plan; covering the areas of Gateway Park and Sturgis Park</p> <p>Strategy B: Assess possibilities of a public-private partnership with current property owners along River Street. Work with Property Manager Dwayne Meese and owner Andrew Dowd concerning the Point. Consult with Worcester County Commissioners and the Lower Shore land Trust.</p>	<p>Maryland Department of Natural Resources (CoastSmart Communities), Worcester County, Lower Shore Land Trust, Creek Properties</p>
<p>Outcome 2: Improve active green spaces to meet the park and open space needs of residents and visitors</p> <p>Progress Measures: Amount of funding sources secured, identifying timeline for project, number of public facilities installed</p>	<p>Strategy A: Install new restroom facilities at Sturgis Park to replace older, facility. Implement Phase 1 of the Sturgis Park Master Plan to include construction of the Restroom, porch and Visitors Center.</p> <p>Strategy B: Implementation of Butterfly House in coordination with Lower Shore Land Trust.</p>	<p>Maryland Department of the Environment, Lower Shore Land Trust, Department of Natural Resources</p>
<p>Outcome 3: Improved appearance and Landscaping of gateways at key intersections</p> <p>Progress Measures: number of intersections improved and maintained, amount of funding secured by leveraging city's investment</p> <p>Outcome 4: Improved property across river at Cannery and Paw Paw locations</p>	<p>Strategy A: Partner with University of Maryland's landscape architecture program to work with students on designing the trail ways.</p> <p>Strategy B: Form a reliable citizen group to take responsibility of planting and maintaining gateways and open spaces.</p> <p>Strategy C: Establish a greenway connectivity network to link all parks and increase the efficiency and use of park space.</p>	<p>Community nonprofit grants, University of Maryland Landscape Architecture Program, Worcester County Commissioners, State of Maryland and property owners</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"> ● Snow Hill is the county seat and has government offices downtown with 1,200 government workers. ● Within 20 miles of the Wallops Island NASA facility which is a growing high-tech facility ● Low number of commercial vacancies (7, down from 23 over previous three years); some in process of renovation ● Lots of drive for business innovation with good potential for startups and pop-ups among residents ● Town possesses multiple designations: Opportunity Zone, Enterprise Zone, Arts and Entertainment District, Main Street Affiliate ● The Julia A. Purnell Museum is the oldest museum on the Eastern Shore and an important cultural heritage destination. ● Snow Hill is located in the Lower Eastern Shore Heritage Area and is eligible for resources through the Maryland Heritage Areas Program ● Snow Hill area is an attractive site for campers, hunters, other outdoor adventure-seekers ● Residents offer AirBnBs and B&Bs to help attract people to Snow Hill and to earn supplemental income ● Town has a Tyson Food Inc Feed Mill operations plant 	<ul style="list-style-type: none"> ● Signage on Route 113 is size-limited by the SHA making it difficult to attract passersby. Rt 113 is part of the Scenic Byway system which limits billboards and signs that obstruct views of the landscape. ● Lack of an industrial park that brings good paying manufacturing jobs to Snow Hill ● Lack of space for new businesses in Town operated by residents to incubate and grow ● Lack of diversity and number of attractions in business district, including shopping and restaurants ● Lack of development on Highway 113 at the Rt 12 intersection and behind the Duck In property.



General Information – SC Renewal 2018

<p>Outcome 1: Continue to incentivize the rehabilitation of vacant properties to increase business activity in the three commercial centers of downtown, West Market Street, and East Market Street</p> <p>Progress Measures: increased number of businesses, increased occupancy of second and third floors of commercial buildings, decreased commercial vacancy, increased number of jobs</p>	<p>Strategy A: Develop and implement a business revitalization plan for East and West Market Street areas. Dualization of Rt 113 will assist with this goal.</p> <p>Strategy B: Explore an upper story redevelopment program or a tenant fit-out program to promote use of upper floor space of commercial buildings.</p> <p>Strategy C: Continue the commercial facade improvement program in preparation for more businesses.</p> <p>Strategy D: Reuse former PNC Bank building as a waterfront restaurant or other retail space.</p>	<p>Worcester County, Maryland Department of Business and Economic Development, Department of Commerce, Maryland State Arts Council, Department of Housing and Community Development</p>
<p>Outcome 2: Attract new and diverse employers to Snow Hill</p> <p>Progress Measures: Number of businesses attracted to town, number of jobs created, number of marketing materials created and distributed</p>	<p>Strategy A: Address issues that prevent industrial development within town limits.</p> <p>Strategy B: Maintain website to include a section for potential businesses, search feature, and mobile optimization.</p> <p>Strategy C: Develop marketing strategies appropriate for our industrial area.</p> <p>Strategy D: Create a “welcome kit” to attract businesses to Snow Hill including current incentives, Opportunity Zone tax incentives, and a welcoming committee of current local businesses.</p> <p>Strategy E: Undertake beautification and placemaking activities in the business centers and work with Worcester County to improve the Snow Hill gateway on the other side of the river.</p>	<p>Worcester County, Maryland Department of Planning, Maryland Department of Commerce, Snow Hill Area Chamber of Commerce</p>

<p>Outcome 3: Increase nature tourism with Snow Hill as the “base camp” for tourists.</p> <p>Progress Measures: Increased bookings of B&Bs and AirBnbs, increased use of canoe/kayak launches, increased foot traffic of downtown and riverfront businesses</p>	<p>Strategy A: Camp site opportunities exist in Snow Hill with a permit. Attract visitors to Shad Landing and Milbourne Landing to participate in activities in Snow Hill.</p> <p>Strategy B: Target advertising to specialty nature or outdoor activity magazines and highlight the natural amenities of Snow Hill. Extend advertising to online social media platforms like Facebook.</p> <p>Strategy C: Explore partnerships with neighboring high-tourist destinations like Ocean City or Chincoteague in order to attract day-trip tourism from those locations.</p> <p>Strategy D: Market B&B and AirBnB properties for outdoor adventure seekers.</p> <p>Strategy E: Coordinate with area Museums and cultural institutions to push people around from one attraction to another.</p>	<p>Maryland Department of Natural Resources, Worcester County, nature/outdoor magazines, Pocomoke River State Park</p>
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<h2 style="text-align: center;">Transportation</h2> <p style="text-align: center;">(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)</p>	
Strengths	Weaknesses
<ul style="list-style-type: none"> ● To date, development in Snow Hill has not impacted traffic volumes of state roads ● Community is highly walkable ● Rail tracks connecting Snow Hill and Town of Berlin could be improved to allow for commercial freight as well as an excursion line for bringing tourists from Berlin and Ocean City. 	<ul style="list-style-type: none"> ● Some streets lack curbs, sidewalks, or have narrow sidewalks ● Most of the sidewalks in the Town are privately owned; ● Town is no longer eligible for CDBG since 2010 Census, leading to a decrease in funding particularly for road and water sewer improvements ● Lack of bike lanes or bike parking, and a lack of bikeway plan

<ul style="list-style-type: none"> ● Traditional grid street network provides for ample connectivity ● Market Street acts as a spine and connects three commercial areas ● Town of Snow Hill has access to Shore Transit bus service ● Dualization of Route 113 ● Lots of handicapped-reserved parking spots ● Traffic cameras and “Know Your Speed” electronic signs help prevent speeding in Town limits and provide supplemental funding to public safety (police and fire depts.) 	<p>in the Town and to neighboring areas</p> <ul style="list-style-type: none"> ● Public has stated that additional sidewalks are necessary to improve interconnectivity especially between Byrd Park and Snow Hill Middle School ● Insufficient signage for parking and destinations ● Lack of bike racks and bike lanes ● “Know Your Speed” sign program not up and running
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Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Improve bike infrastructure</p> <p>Progress Measures: Linear feet of bike lanes painted</p>	<p>Strategy A: Develop a bikeway plan, informed by existing land use plans and goals with community input into plan development and implementation.</p> <p>Strategy B: Consider construction of multi-use path along train line between Snow Hill and Berlin.</p> <p>Strategy C: Explore possibility of Rail Cars powered by peddling as a tourist attraction</p>	<p>Maryland State Highway Administration, MDOT Bikeways Program, MDP, WorCo Department of Environmental Programs, WorCo Department of Development Reviews and Permitting, WorCo Dept of Tourism</p>
<p>Outcome 2: Improve quality of sidewalks</p> <p>Progress Measures: Linear feet of sidewalk improved</p>	<p>Strategy A: Continue to work with homeowners to connect them to financial resources to assist them with repairing their sidewalks.</p> <p>Strategy B: For the low-moderate income homeowners unable to afford cost of sidewalk repairs, consider conducting survey to determine if certain blocks or households are CDBG eligible.</p>	<p>Maryland State Highway Administration, MDOT Bikeways Program, MDP, WorCo Department of Environmental Programs, WorCo Department of Development Reviews and Permitting, WorCo Dept of Tourism, Valerie Mann</p>
<p>Outcome 3: Enhance visibility of parking</p> <p>Progress Measures: number of signs installed, increased parking lot utilization</p> <p>Outcome 4: Accurate reporting to 2020 Census</p>	<p>Strategy A: Install wayfinding signage for parking lots and other important downtown destinations.</p> <p>Strategy B: Assist residents with their census returns to insure that proper and accurate information is submitted to the Census Bureau</p>	<p>Maryland Department of Housing and Community Development; Town of Snow Hill, Lower Eastern Shore Heritage Committee (LESHC), US Federal Census Bureau</p>

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"> • Beautiful Historic homes (1/3 of housing was built before 1939) provide a sense of place • Highest concentration of architecturally significant housing in Worcester County and possibility the Lower Easter Shore of Maryland • There is interest in encouraging ownership of existing housing stock • Town has a full-time Code Enforcement Officer on staff • Total of sixteen vacant homes (down from 60 in 2015) • Zoning code was updated recently to allow for innovations that are less restrictive and more user friendly 	<ul style="list-style-type: none"> • Town does not have a comprehensive plan that addresses the housing needs of low- to extremely low-income households • Lack of workforce housing (both rental and owned units) for professions like police, teachers, business professionals, etc. that is not income restricted • Current rental units are income restricted • Increasing number of seniors in rental units that are in poor condition; lack of senior housing • Small number of homes are significantly dilapidated and in need of demolition in the historic district or present some historic significance. Using state funds for demolition has had challenging requirements for the Town’s capacity. • Historic District covers approximately 80% of town, but not all structures within the district are historic or contributing.

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
<p>Outcome 1: Reduce number of blighted properties within Town boundaries</p> <p>Progress Measures: Number of vacant, blighted properties improved or demolished</p>	<p>Strategy A: Demolish vacant buildings deemed unsalvageable. Four have been demolished as of 12-31-2018</p> <p>Strategy B: Investigate a reduction in the size of the Historic District to make poetry improvements more feasible for some property owners.</p>	<p>Town Council, Town of Snow Hill Economic Development Office, Maryland Department of Housing and Community Development, Worcester County</p>

General Information – SC Renewal 2018

	<p>Strategy C: Assess feasibility of establishing a funding program to help income limited homeowners make repairs to their properties.</p>	
<p>Outcome 2: Improve occupied residential properties to enhance curb appeal and upgrade aging housing stock</p> <p>Progress measures: Number of structures stabilized</p>	<p>Strategy A: Launch a weatherization and energy efficient repair program that helps reduce utility costs for income restricted residents.</p> <p>Strategy B: Develop a residential Facade Improvement program for properties in need of maintenance.</p>	<p>Town Council, private business owners, Department of Housing and Community Development (DHCD)</p>
<p>Outcome 3: Increase housing options and attract new residents to Snow Hill</p> <p>Progress measures: increased population, increase number of housing units</p> <p>Number of apartments developed for habitation, number of new residents in town occupying apartments</p>	<p>Strategy A: Establish a “live where you work” program to attract new residents to Snow Hill, with a focus on those who work for the town in Snow Hill, but live elsewhere. Establish incentives to live in town.</p> <p>Strategy B: When residential units are demolished, replace with infill development. Work with habitat for Humanity.</p> <p>Strategy C: Encourage rehabilitation of under-utilized upper stories in downtown for residential use.</p> <p>Activity 2: Develop upper story redevelopment program. Seek Community Legacy funds to support program for Upper Story redevelopment.</p>	<p>Town Council, Town of Snow Hill Economic Development Office, private business owners, Habitat for Humanity, DHCD</p>
<p>Outcome 4: Encourage ownership of existing housing in Town limits</p>	<p>Strategy A: Develop outreach and marketing strategy that provides information in a step-by-step process for homeownership.</p> <p>Strategy B: Cultivate partnerships with local faith communities to assist with outreach.</p> <p>Strategy C: Connect Residents to statewide resources such as the Maryland Mortgage Program and to Edward Lee’s program “Teach Them to Fish”</p>	<p>Maryland Department of Housing and Community Development, local churches, Maryland Mortgage Program</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"> ● Proximity to barrier islands, Assateague, Pocomoke State Forest and Pocomoke River State Park’s Shad Landing and Milbourne Landing for both residents and tourists to enjoy. ● Low crime rate ● Strong sense of community among residents ● Snow Hill has a Historic District ● The Purnell Museum is dedicated to promote and preserve local culture with established events and educational programs. ● Blue Ribbon Schools identify Snow Hill schools as providing high quality education, superior to neighboring Virginia schools ● Town is home to the administrative offices of the Worcester County Public Library system ● Wide array of civic organizations, including 11 churches within town limits ● Snow Hill has schools for all levels of education, including Cedar Chapel Special School and Worcester Technical High School just outside of town ● Town is adjacent to hospitals in Worcester, Wicomico, and Somerset Counties ● Presence of local artists is an asset for the town ● Interest in increasing Town median income to generate wealth building and raise levels closer to County figures. 	<ul style="list-style-type: none"> ● Majority of County employees live in Wicomico County (~1200) ● Town has not fully capitalized on available recreational assets ● After 15 years, Paint Snow Hill will not be held as a major art event in 2019. It attracted over 70 artists for three days.

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Improve recreational opportunities available to tourists and residents.</p> <p>Progress Measures: number of recreational spaces improved and developed</p>	<p>Strategy A: Connect youth, families, and seniors with nature and expand outdoor recreation opportunities, such as increasing opportunities on the Pocomoke River such as a fishing pier, living shoreline, kayak launch, and a children’s natural play area in the park space along the river. Use Sturgis Park master Plan as a guide for these activities.</p> <p>Strategy B: Make improvements to wayfinding signs and trail heads.</p>	<p>Maryland Historic Trust, Maryland Department of Housing and Community Development, Community partners, private businesses on riverfront/downtown, Department of Natural Resources,</p>
<p>Outcome 2: Enhance beautification measures in downtown and other gateway areas.</p> <p>Progress Measures: number of signs installed, number of public artworks completed or installed, number of increased visitors to Purnell Museum, number of increased participants for First Friday’s gallery walks.</p>	<p>Strategy A: Create and place wayfinding signage, unifying and uniting areas like Market Street, downtown, and other locations utilizing branding for Town of Snow Hill.</p> <p>Strategy B: Develop a mural project to enhance streetways in business district.</p> <p>Strategy C: Explore feasibility of constructing a visitor’s center in the potential Riverfront development project as mentioned in Sturgis Park Master Plan</p> <p>Strategy D: Include a public art installation in Sturgis Park redevelopment.</p> <p>Strategy E: Explore the route and stops for an Art Walk through downtown ending at the Purnell Museum. The museum is working on a book with a walking tour.</p>	<p>Local artists, MD Department of Commerce, Snow Hill Area Chamber of Commerce, Worcester County, Maryland Department of Housing and Community Development, Maryland State Arts Council</p>
<p>Outcome 3: Increase Town median income closer to County levels through the generation of wealth-building opportunities</p> <p>Progress Measures: Median income levels, number of new jobs, number of businesses selected for incubation process, number of “graduates”, number of visitors, job creation</p>	<p>Strategy A: Assess feasibility of a business incubator, a proposed partnership between Snow Hill and Worcester County.</p> <p>Strategy B: Develop framework for how the incubator will not only provide physical ‘pop-up’ space for businesses, but also provide training and additional resources to businesses.</p> <p>Strategy C: Identify structure(s) to house a incubator.</p>	<p>Snow Hill Area Chamber of Commerce, Worcester County</p>

Strategy D: Initiate a comprehensive marketing strategy.

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"> • For a small town, Snow Hill has a diversity of housing typologies and general land uses • Interest in future growth that does not negatively impact the surrounding environment • Good planning commission to lead growth • Strong interest in infill development 	<ul style="list-style-type: none"> • Industrial zoned land is built out and intensification is generally not possible • Historic District covers 80 percent of the town and impedes progress of development

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Reduce the area of the Snow Hill Historic District</p> <p>Progress Measures: Number of reduces parcels/units of Historic District, number of parcels/units freed for development</p>	<p>Strategy A: Generate maps of proposals for Historic District reduction.</p> <p>Strategy B: Apply for a reduction in the Historic District in Snow Hill.</p>	<p>Town Council, MHT, Maryland Department of Planning</p>
<p>Outcome 2: Provide infill development</p> <p>Progress Measures: Number of sites identified; number of sites acquired</p>	<p>Strategy A: Identify infill development opportunities and develop procedures to minimize its impact on surrounding historic properties.</p> <p>Strategy B: Acquire available sites for infill development. Current demolition program will assist with acquiring new sites for infill.</p>	<p>Town Council, MHT, Maryland Department of Planning</p>

2018 Snow Hill Sustainable Communities Workgroup Roster

2018 Workgroup:

Interim Mayor Steve Mathews, (Gary Weber will be sworn in June 11th, 2019)

Kelly Pruitt - Town Manager, retiring May 31, 2019

Council persons: LaToya Purnell, Alison Cook, Jenny Hall will be replaced by Melisa Weidner

Ann Gibb - Grants Administrator

Jordy Kuczak - Economic Development and Event Coordinator

Martin Sullivan - Code Enforcement Officer replacing Jon Hill

Trish Goodsell – Assistant to the Town Manager

Tom Davis, Retired Chief of Police, Edward Schreier – Interim Chief of Police, New chief as of June 1, 2019 is Richard McGee.

Diane Armstrong – Business owner

Cindy Byrd – Director of Julia A. Purnell Museum

Kate Patton – Assistant Director of Lower Shore Land Trust

Randy Barfield – Director of Public Works

