

Main Street Maryland Application for Designation

Required Attachments Checklist

Applicant

Name/Name of

Community: Town of Centreville

Please review the checklist of attachments and furnish all of the attachments that are applicable. Please include this checklist in your application as the table of contents. Contents of the notebook should be tabbed and organized as follows:

Section A: Community Data

A-1 Executive Summary: Attach a one page summary of the proposed local MSM program, including the timeframe for the program and benefits of the designation/MSM program to the business district and surrounding community.

A-2 Photographs: Include photographs of the proposed Main Street area, including buildings, streetscapes, and any assets unique to your community (significant structures, events, trails, etc.).

Signed and completed waiver for use of photos,

A-3 Maps: Include a map of the proposed Main Street area, including boundary descriptions. Label map with details, identify one-way streets, parks and other open spaces, parking facilities, and any significant structures and buildings.

A-4 Local Government Resolution: (*Resolution must be on jurisdiction's letter head or other official document of the local government*)

A-5) Proposed MSM Program Budget

A-6) If Applicant is a Nonprofit Organization, the following organizational documents must be provided:

A) Articles of Incorporation and all amendments

B) Organizational By-Laws and all amendments

C) IRS Tax Exempt Determination Letter

D) List of Organization's Board of Directors

F) Certificate of Good Standing - Obtain a current Certificate of Good Standing from the Maryland Department of Assessments and Taxation by visiting their website https://sdatcert1.resiusa.org/certificate_net/

G) Organization's Operating Budget for the Current Year and projected budget for the next two years.

H) Most Recent Independent Financial Audit, if applicable and Annual Report

I) Resolution of the Board of Directors/Trustees

Section B: Main Street Strategy

Section C: Local Leadership and Commitment

**Main Street Designation Application
Due November 7, 2011 by 5:00 pm**

Applicant Information

City: Centreville County: Queen Anne's County

Name and title of contact person: Carolyn M. Brinkley, Town Clerk

Organization Name: Town of Centreville

Address: 101 Lawyers Row, Centreville, MD 21617

Phone: 410-758-1180 Fax : 410-758-4741 Email Address: CBrinkley@TownofCentreville.org

Signature: _____ Date: 11/4/2011

Name of City Manager/Mayor: Robert C. McGrory, Town Manager

Address: 101 Lawyers Row, Centreville, MD 21617

Phone: 410-758-1180 Fax : 410-758-4741 Email Address: RMcGrory@TownofCentreville.org

State Senator: Edward (E.J.) Pipkin District Number: 36

State Delegate: Stephen S. Hershey, Jr. District Number: 36

State Delegate: Jay A. Jacobs District Number: 36

State Delegate: Michael D. Smiegel, Sr District Number: 36

Section A: Community Data

	1990	2000	2011
A-1) County Population	33,953	40,563	47,798
A-2) Community/Municipality population	2,097	1,970	4,285
A-3) Community unemployment rate	2.9%	3.1%	7.1%
A-4) Community median income		\$41,100	\$62,263
A-5) What is the size of your community's labor force?	2,441		
A-6) Geographic size of community in square miles?	2.73445 miles square		

- A-7)** How close is the nearest regional shopping mall, retail center, or other commercial competitor to the proposed Main Street area?

There are two strip shopping centers within the Town limits of Centreville. One is located on Rte. 304 and is approximately .76 miles from the center of the proposed Main Street area. The second is located approximately 1.10 miles from the center of the proposed Main Street area. Southwest of Centreville is an outlet center which features approximately 70 outlet stores and is located 8 miles from the center of the proposed Main Street area.

- A-8)** Describe any major resorts or attractions in or near the community.

Attractions in the Town of Centreville:

- ◆ *Centreville Waterfront and Wharf*
- ◆ *Corsica River*
- ◆ *Tucker House (In the proposed Main Street Area)*
- ◆ *Wright's Chance House (In the proposed Main Street Area)*
- ◆ *Queen Anne's County Courthouse*

Attractions near the Town of Centreville:

- ◆ *Tuckahoe State Park*
- ◆ *Museum of Eastern Shore Life*

- A-9)** Describe any significant fluctuation in population due to tourism, educational facilities, the economy, or other trends.

The Town of Centreville has more than doubled in population in the past 10 years, making it the fastest growing municipality in the state with a population above 1,500. With a current population above 4,200, the Town has become a popular residential enclave as a bedroom community for commuters to the western shore urban centers, with families able to afford more house with better schools than is available across the bridge. Coupled with the small town charm and rural lifestyle, Centreville has also become a retirement destination. This population increase is directly due to larger-scale residential developments in the past decade which include:

- ◆ *A 430-lot single-family subdivision at the northern end of town*
- ◆ *A 390-lot active adult subdivision at the southern end of town*
- ◆ *A 70-lot single family subdivision at the eastern edge of town.*

- ◆ 30 upper story apartments in several new mixed-use buildings, of modest scale and located in the Main Street Area

Also, coincident with and attributable to the population increase, the following commercial developments have been recently established or expanded:

- ◆ Several new buildings in the Centreville Business Park
- ◆ A strip shopping center on Rte. 304

A-10) List the five (5) largest employers in the community:

Name of Employer	# of Employees
1) Queen Anne's County (government)	400
2) Centreville National Bank (bank)	200
3) Acme (grocery)	70
4) Food Lion (grocery)	60
5) Town of Centreville (government)	36

A-11) Historic Identity: Approximately how many buildings in the proposed Main Street area were built:

Pre-1800: 3 1800-1900: 22 1900-1945: 40 1945-1970: 20 1970-2011: 25

A-12) Does your community have a local historic preservation organization? Yes No
If yes, please describe its mission and role in the proposed local MSM program.

The Queen Anne's County Historical Society's mission is to discover, preserve, and disseminate knowledge of history with special emphasis on Queen Anne's County and the state of Maryland. Founded in 1960, their office is located in the Tucker House located on Commerce Street (within the Main Street Area) which was built circa 1794 and is one of the oldest houses in Centreville, standing on the second lot to be sold when the Town of Centreville was laid out in 1792 for the new county seat. Their role in the proposed Main Street Maryland program will be to continue to enhance the cultural, historic, and recreational resources of importance to the Town.

Centreville is also located in the Stories of the Chesapeake Heritage Area, and is developing a Centreville Heritage Master Plan with funds from MHAA. The Main Street Area is located within the Town's designated MHAA Target Investment Zone.

Centreville's proposed Main Street area is also located within the Centreville Historic District which was included in the National Register of Historic Places in 2004 along with several specific historic sites within the town limits of Centreville.

A-13) Describe any planned or recently completed infrastructure improvements in the proposed Main Street Area.

The Town of Centreville's dramatic population growth and recent geographic growth has added additional users to its streets and sidewalks as well as its

drinking water and wastewater disposal systems. In the past five years, the Town has made significant investments, mostly using Federal and State low-interest bonds and grants, to enhance its transportation and utility infrastructure. Included among these investments in the proposed Main Street Area are:

- New sidewalk connecting the Wharf area with downtown, as well as new ADA compliant sidewalks and crosswalks along parts of Route 213, particularly in the Main Street Area
- Repaving of parts of Water Street and Broadway
- New or upgraded water and sewer lines on the streets listed above, plus Railroad Avenue and Liberty and Commerce Streets
- Restoring the historic Centreville Town Hall

Upcoming infrastructure projects include repaving of the rest of Railroad Avenue and Water Street, as well as parking improvements and infill development at the former railroad station property (now owned by the Town).

A-14) If the Main Street is located within an incorporated town, answer the questions below:

a) What is the total annual budget?	\$6,351,637
b) Is the municipality's mayor full-time or part-time?	Council/Manager form of Government – No mayor

A-15) Does your community have:

a) Comprehensive or master plan	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Date approved	2009/2010
b) Zoning ordinance	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Date approved	1966-2002
c) A planning and zoning commission	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		
d) Building inspector	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		
e) Historic district commission	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		
f) Preservation planner	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		

A-16) Description of Proposed Main Street Area:

a. Number of square blocks in the proposed Main Street area	8
b. Total number of commercial buildings	76
c. Number of commercial buildings with vacant first floor	12
d. Number of commercial buildings with vacant upper floors	8
e. Total number of commercial buildings completely vacant	5
f. Estimated average rent per square foot	\$14
g. Number of buildings in residential use	34
h. Estimated average sales price of residential buildings	\$220,000
i. Number of government buildings and parking structures/lots	11

A-17) Number of businesses devoted to:

	Number	Sq. ft.	% of Total Sq. Ft.
Department stores	--		%
Variety or discount stores	4	10,000	2%
Grocery stores	--		%
Restaurants	2	4,000	1%
Taverns/bars	1	1,800	<1%
Furniture/furnishing stores	2	3,000	1%
Auto-oriented businesses	3	20,000	5%
Drug stores	1	8,000	2%
Specialty stores	8	15,000	4%
Hotels	--		%
Theaters	--		%
Financial institutions	2	5,000	1%
Other service businesses	22	26,400	6%
Government offices	10	135,000	33%
Privately-held parking garages	--		%
Warehouses	6	40,000	10%
Apartments	50	50,000	12%
Other residences	20	40,000	10%
Schools	--		%
Clothing stores	1	1,900	<1%
Book stores	--		%
Music/instrument stores	--		%
Doctors' offices	3	9,000	2%
Florists	--		%
Banks	2	40,000	10%
Gas stations	1	1,600	<1%
Dry Cleaners	--		%
TOTAL	138	410,700	100%

Section A-1: Executive Summary

The Town of Centreville is the county seat for Queen Anne's County offering state, county, and municipal government services as well as many historic sites, shops, service businesses, and unique restaurants, serving local residents as well as transients and a rural regional clientele. Centreville is a major transit hub with Maryland Route 213 running through its Main Street Area and U.S. Route 301 bypassing the town just to the east and south. The Town is located at the head of navigation of the Corsica River, a tributary of the Chester River. It is situated in the center of Queen Anne's County (hence the name Centreville) and is geographically positioned in the middle of Maryland's Eastern Shore.

Centreville's Main Street Program is a collaborative effort between the Town of Centreville and Centreville's downtown development association, *Centreville Alive!*. A Board of Directors for Centreville Alive! already exists and will serve as the Board of Directors providing guidance to the Town Council of Centreville for the Main Street Program. Committees have been established based on the Main Street Four Point Approach® and Main Street Maryland's Fifth Point and will serve as the committees for the Main Street Program. The purpose and designations of these committees are as follows: **Organization:** To promote accurate information within the group to local government and other organizations. Serve as a resource/mentor for new businesses, organizations & citizens; **Promotion:** To make Centreville a "destination" for tourism and increase the number of people coming into the downtown area by way of cross promotion, increasing the number of events, defining the uniqueness of Centreville, and utilizing promotion, marketing and media outreach; **Design:** To preserve character directly or by creating incentives for upkeep, and encouraging general beautification in town; **Economic restructuring:** To encourage new businesses in existing locations and seeking possibilities for economic development & promotion; **Clean, Safe and Green:** To encourage and promote recycling & "greening" during events and in general practice.

Centreville incorporated its downtown development association in 2009 with the specific intention of working towards a Main Street Maryland designation. It builds on a legacy of prior downtown business associations, with its mission "to enhance and promote downtown Centreville as a center of community activity, tourism, and economic vitality through a partnership of businesses, organizations, and citizens."

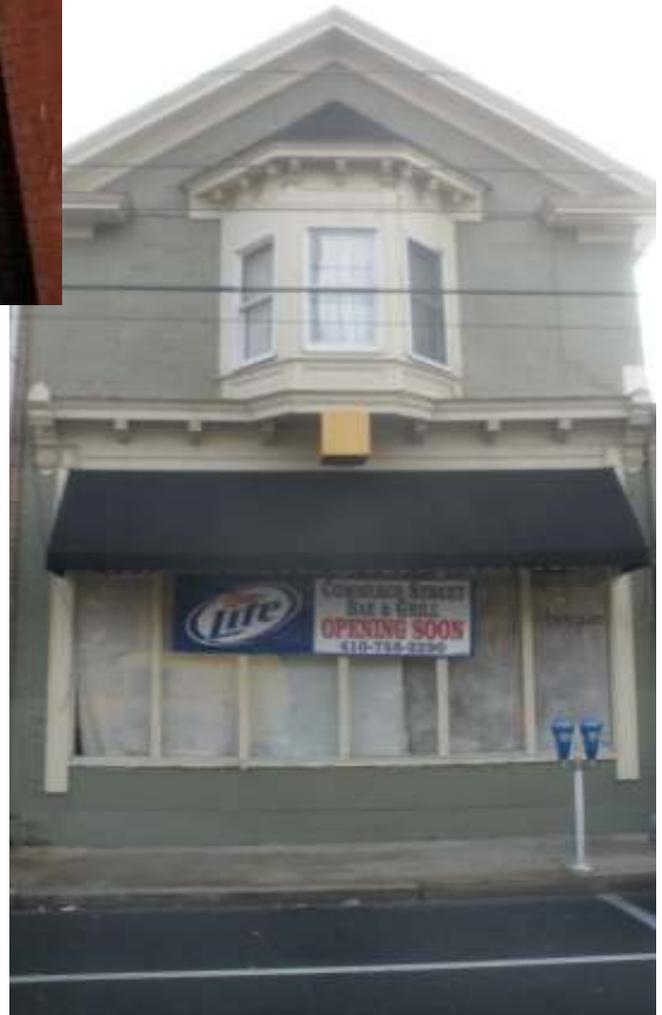
With the board and committees already established, Centreville's Main Street Program would focus on the implementation of goals using the Main Street Four Point Approach® and Main Street Maryland's Fifth Point. Initially, the focus will be on existing businesses and how to help them become more sustainable, assess their imminent needs, and determine the next steps to improve the local economy. The program will also work with owners of vacant buildings to implement strategies to fill these store fronts and/or upper story housing or commercial units.

The Town of Centreville prides itself on the promotion of its local businesses, as well as providing time, donations, support, and leadership for many activities around the entire town. Centreville has made significant strides in recent years that directly align with the Main Street Five Points approach. Being awarded this designation would allow Centreville to expedite the revitalization of its downtown, while preserving its local history and culture.

Section A-2: Photographs



Centreville's Historic Town Hall after renovation



New Tavern opening 2011



Centreville's Memorial Day Parade – May, 2011
Parade runs through the middle of the proposed Main Street area



Centreville Alive! 2011 Block Party on Water Street.



Centreville Alive! 2011 Block Party on Water Street.



Commerce Street – Center of the Main Street area during the Fall Festival



Downtown Sewer Upgrades in front of Town Hall (before renovation)



Ribbon Cutting for new business on Commerce Street: Property Owner, Council Members, Business owners, and Centreville Alive! President



New business opening soon on Commerce Street.



Commerce Street with specialty shop, realtor, and new clothing store.



Vacant property at main intersection in Town.



Residential dwelling next to new salon.



4 year old building lacking commercial tenants.



Pennsylvania Avenue. Businesses are located on the first floor with apartments on the upper floors.



Modern sustainable building with LEED features. (Railroad Avenue)



Law office, garage, residential dwellings on North Commerce Street.



Vacant commercial properties surround medical office on North Liberty Street.



Gas station flanked by County Administrative Building and District Court.

WAIVER OF MARYLAND'S ACCESS TO PUBLIC RECORDS ACT
AND
AUTHORIZATION TO USE INFORMATION

The Department of Housing and Community Development (the "Department") promotes and publicizes its various programs to the public through its websites, brochures, manuals, and other printed materials (the "Marketing Materials"). Occasionally the Department selects specific projects, organizations, and borrowers that have received financial assistance from its programs, for inclusion in these Marketing Materials.

Some of the information the Department uses may be confidential under Maryland's Access to Public Records, Act, § 10-611 et seq., of the State Government Article of the Annotated Code of Maryland (the "Records Act"). Examples of this type of information may include, but are not limited to: project costs, other sources of funding, and repayment terms. In addition, the Department may include pictures and descriptions of the Project including its location, names of organizations, borrowers, and guarantors and the type and amount of financial assistance received from the Department.

By signing hereunder, I hereby waive my rights under the Records Act with respect to the information pertinent to the project for which I have received technical and/or financial assistance including: project costs, all funding sources and amounts, and all repayment terms, but *excluding* personal financial data. Furthermore I hereby authorize the Department to print, publish or post pictures of the project, the project's address or location, if applicable, web address, and the amount and type of all technical and/or financial assistance I received in connection with the project, and such additional information as is pertinent to the project, whether protected by the Records Act or not.

A copy of this Waiver, received by facsimile or electronic mail which is executed and dated by the undersigned may be relied upon by the Department as if it were the original. I hereby agree to forward the original Waiver by regular U.S. Mail to the Department within five days of my execution of same.

The signature(s) and seal(s) of the undersigned is/are subscribed to this Waiver on this third day of November, 2011 with the specific intention of creating a document under seal.

Name of Project: 2011 Main Street Maryland Application for Designation

Community Name: Centreville Main Street Program

Witness

By: _____ (seal)
Name: Robert C. McGrory
Title: Town Manager

Section A-3: Maps

**Section A-4: Resolution
RESOLUTION 05-2011**

Resolution of the Town Council of the Town of Centreville. The Town of Centreville, Maryland has received, by application and award, the Main Street Maryland designation by the Department of Housing and Community Development (the "Department") of the State of Maryland and supports the local administration of the Main Street Maryland program in Centreville, Maryland.

WHEREAS, the Town Council of the Town of Centreville recognizes that there is a significant need for continued reinvestment and revitalization of this community in Centreville, Maryland; and,

WHEREAS, the Town Council of the Town of Centreville has made a commitment to improve the economy, appearance, and image of their traditional downtown business district; and,

WHEREAS, the Town of Centreville, will implement a comprehensive revitalization strategy, based on the Department's Main Street Maryland program which utilizes the Main Street Four-Point Approach®, to strengthen the economic potential of the historic downtown and neighborhood business district.

NOW, THEREFORE BE IT RESOLVED THAT, the Town Council of the Town of Centreville hereby endorses and supports the Town of Centreville in administering the local Main Street Maryland program for the Town Council of the Town of Centreville; and

BE IT FURTHER RESOLVED THAT, the chief elected executive official be, and is hereby requested to endorse this Resolution, thereby indicating approval thereof; and,

BE IT FURTHER RESOLVED THAT, the Town Manager is hereby authorized to execute documents and take any action necessary to carry out the intent of these resolutions; and,

BE IT FURTHER RESOLVED THAT, copies of this Resolution be sent to the Department of Housing and Community Development of the State of Maryland Main Street Maryland Program.

READ AND PASSED ON THIS third day of November, two thousand and eleven.

BY ORDER: We hereby certify that Resolution Number 05-2011 is true and correct and duly adopted by the Town Council of the Town of Centreville, Maryland.

THE TOWN COUNCIL OF CENTREVILLE

Timothy E. McCluskey, President

Frank C. Ogens, Vice President

ATTEST:

Carolyn M. Brinkley, Town Clerk

George G. Sigler, Council Member

**Section A-4: Budget
Year 1**

Expenses

Program Manager Salary	\$15,000
Rent/utilities	\$4,800
Office supplies	\$500
Insurance	(Town) In-kind
Equipment.....	\$1,500
PR materials	\$4,500
Professional development	\$2,000
Promotion Committee activities	\$6,000
Design Committee activities	\$4,000
E.R. Committee activities.....	\$4,000
TOTAL.....	\$42,300

Revenues

Town funding	\$19,800
Earned income.....	\$2,500
Membership	\$7,000
Fund raising	\$5,000
Corporate sponsors	\$3,000
Grants	\$5,000
TOTAL.....	\$42,300

Section A-4: Budget Year 2

Expenses

Program Manager Salary	\$17,000
Rent/utilities	\$4,800
Office supplies	\$500
Insurance	(Town) In-kind
Equipment.....	\$2,000
PR materials	\$5,500
Professional development	\$3,000
Promotion Committee activities	\$7,000
Design Committee activities	\$6,000
E.R. Committee activities.....	\$6,000
TOTAL.....	\$51,800

Revenues

Town funding	\$21,800
Earned income.....	\$4,000
Membership	\$7,000
Fund raising	\$7,000
Corporate sponsors	\$4,000
Grants	\$8,000
TOTAL.....	\$51,800

**Section A-4: Budget
Year 3**

Expenses

Program Manager Salary	\$28,000
Rent/utilities	\$4,800
Office supplies	\$1,000
Insurance	(Town) In-kind
Equipment.....	\$3,000
PR materials	\$5,000
Professional development	\$5,000
Promotion Committee activities	\$6,000
Design Committee activities	\$6,000
E.R. Committee activities.....	\$6,000
TOTAL.....	\$64,800

Revenues

Town funding	\$22,800
Earned income.....	\$8,000
Membership	\$8,000
Fund raising	\$10,000
Corporate sponsors	\$6,000
Grants	\$10,000
TOTAL.....	\$64,800

Section B: Main Street Strategy

B-1) Describe the benefits of a Main Street designation to your community.

Main Street designation would provide the opportunity for Centreville to continue to build on the existing assets of the town through a community-driven effort, help foster organization capacity and self reliance for an existing non-profit formed to help implement the Main Street Program, and formalize a comprehensive approach to revitalizing its downtown.

B-2) Describe your community's top five (5) major assets/strengths upon which your Main Street revitalization strategy will build.

Centreville's five major assets which will contribute to the success of the Main Street program are:

- 1. More than 100% increase in resident population within the town limits of Centreville over the past 10 years, plus significant growth in nearby rural areas that see Centreville as their hometown. These new residents support the Main Street with their patronage.*
- 2. The establishment of a business development association (Centreville Alive!) that encourages the establishment of tourism, service businesses, and specialty shops.*
- 3. Being the County seat of Queen Anne's County which has a significant impact on the Town, both directly and indirectly, by drawing governmental related customers and employees who economically support the local shops and service businesses.*
- 4. A high quality and significant quantity of historic buildings, many of which remain in current use. These aesthetically enhance the viewscape of the traditional downtown "Main Street".*
- 5. Governmental, Community, and Business support for the four point main street program including particular local interest in the revitalization consistent with historic preservation. The goals articulated in the Stories of the Chesapeake Heritage Area Master Plan, and the tenants of the National Trust for Historic Preservation, seek to take advantage of efforts to link historic preservation, economic development, and strategic services programs in advancing the Main Street Concept.*

B-3) Describe your Main Street community's five (5) major challenges to revitalization.

The five major challenges to revitalization are:

- 1. Implementing design guidelines for the Main Street community that address declining structures, signage, site plan modifications, and parking lot buffers.*
- 2. Reinforcing the pedestrian scale of the Main Street area through regulations that require all new development and restoration projects to consider and contribute to pedestrian links between parking locations, offices, residential areas, the Court House, shops, and service businesses.*
- 3. Encouraging uses related to tourism and services in the Main Street area, such as neighborhood specialty retail stores, restaurants, antique shops, small scale inns, and arts and entertainment uses.*

4. *Defining Centreville Main Street as a destination instead of a pass through.*
5. *Increasing the hours of operation of various tourism attractions and improving marketing of these facilities to draw additional customers to "Main Street", improving linkages and interdependency among the business, non-profit, and public sector property owners in the Main Street Area.*

B-4) Economic Trends:

- a) Summarize the major economic trends, positive or negative, that affect the proposed Main Street area, including trends in the community relating to business openings and closings in the last five to ten years.

The major negative trend over the past five years to Centreville's Main Street area is likely attributable to the downturn in the national and global economy. However, despite this general economic malaise, the most positive trend is that Centreville continues to see growth in population, continuing investment by startup businesses, and reinvestment and expansion by existing businesses. A major positive outcome of this trend is significant consolidation of the Town's main street core, in part due to relocation of several businesses within the Main Street area to a key stretch of the aptly named Commerce Street. For the first time in 15 years, all of the storefronts on this block are rented, with a mix of retail, service, governmental, and food service businesses with a residential component above the ground floor. 8 of the 15 storefronts in this corridor are new businesses established within the last 6 years, most of those within the last 3 years.

- b) Is tourism or heritage tourism an economic factor in the community? If so, please describe how heritage tourism impacts your economy.

Tourism and heritage tourism is an economic factor in Centreville. Visitors to Centreville unfailingly cite the small-town charm, classic downtown business center, history, and lovely inventory of Victorian homes as the highlights of their stay. There is a small motel in town near the Main Street Area, and several restaurants in and near the Main Street Area. The additional traffic generated by such tourism may be modest at present, but shows terrific potential given the general growth of the community. As new amenities such as the Wharf and Waterfront are developed, there will be more of a critical mass to increase the economic impact of heritage tourism and tourism generally. The nearby Museum of Eastern Shore Life and house museums in the Main Street Area, including Tucker House and Wright's Chance, bring tourists to Centreville.

B-5) Main Street Framework:

- a) What work does your city/town/organization currently engage in that may address the activities described in Five-Point Main Street Maryland revitalization approach?

Currently, the Town of Centreville works closely with its local businesses on the promotion of their goods and services. The Town of Centreville, in collaboration with Centreville Alive!, has made great strides over the years to revitalize its downtown. Many of these meet the standards for the Five Points:

◆ **Organization**

- *Active support and participation by the members of the Centreville Town Council*
- *Coordination with the downtown business association, Centreville Alive!*
- *Cooperation with the Queen Anne's County Historical Society, Queen Anne's County Arts Council, County government, Courts, and other local stakeholders in the Main Street Area, in addition to business community.*

◆ **Promotion**

There are many promotional activities in which the Town of Centreville, Centreville Alive!, and constituent stakeholders participate, organize, or sponsor, including:

- *Arts in the Park Concerts*
- *Free parking during holiday season*
- *Farmers Market promotion and advertising*
- *Taste of Centreville (local food service establishments collaborate to market products and generate interest*
- *Centreville Day(celebration activity)*
- *Establishing a Geocache as part of the Maryland Geocache Trail*
- *Memorial Day Parade (provide food vouchers to local restaurants for parade participants)*
- *Fourth of July Fireworks*
- *Christmas Parade*
- *Centreville Alive! Corn Hole Tournament*
- *Paint The Town Pink Event*
- *Heck with the Malls Holiday Event*
- *Town Newsletter – mailed to every resident in Centreville quarterly*
- *Email outreach with biweekly updates*

◆ **Design**

- *Centreville Planning Commission established design standards*
- *Town of Centreville Community Plan adopted jointly with Queen Anne's County government*
- *Full-time Zoning Administrator staffed through the Town of Centreville*

◆ **Economic Restructuring**

- *Mixed use of commercial buildings*
- *Completion of a parking study assessing whether downtown parking constrains revitalization*
- *Working with Centreville Alive! to recruit new businesses*
- *Completion of Centreville Wharf redevelopment which provides boat and transient slips for rent*

◆ **Clean, Safe, and Green**

- *Started a new town-wide single-stream recycling program which includes the main street area (2010). This expanded prior opt in pilot program of sorted recycling.*
- *Green Business Initiative allows local businesses to receive Certification as a Green Business for meeting specific sustainability objectives.*
- *Established Tree Board to improve tree canopy, community aesthetics, promote tree planting, care, and Arbor Day activities in seeking Tree City USA designation.*
- *Installed upgraded trash cans in partnership with Main Street business community (2009)*

- *Centreville Police Department hosts an annual National Night Out in the Main Street Area to promote the safety of its citizens and to meet its local police officers*
- *Completion of revitalization of Millstream Park which provides a park pavillion, walking trail, and ADA compliant playground*
- *Adopted Pet Waste ordinance and installed pet waste stations (2007)*

b) Describe your strategy and goals for the proposed Main Street area using the Five-Point Main Street Maryland revitalization approach.

The proposed Main Street Area is the core of Centreville, from which roads and land use patterns radiate. The strategy for continued revitalization in the Main Street Area is to ensure continued preservation and sensitive rehabilitation of historic structures, especially façades, be maintained through the controlled adaptive reuse of buildings, controlled alterations of historic buildings, and developer incentives. The development of residential units on the upper floors of commercial and service uses are encouraged to provide community vitality during all hours of the day.

Goals that have been established for this area are:

- ◆ *Emphasize and distinguish the entrances into the Main Street Area from surrounding areas by “gateway” locations using landscaping, signage, and other street furniture elements.*
- ◆ *Reinforce the concentration of civic buildings and related services and offices with pedestrian links and adequate parking.*
- ◆ *Create diversity of uses in the Main Street Area by encouraging the location of small businesses, upper floor residential units, and entertainment destinations.*
- ◆ *Organize all Main Street Area components into a group to promote common economic, historic preservation, and land use interests.*
- ◆ *Continue to invest in streetscape improvements including street trees that provide for community needs and aesthetically unify the Main Street Area.*

c) Please provide objective measures by which you will evaluate your progress (number of renovated buildings, number of new businesses, etc.) in reaching your goals.

The following are among the objective measures that will be used to evaluate the success of the Main Street Program:

- *Number of new businesses locating in the Main Street Area*
- *Number of vacant properties rented/occupied in the Main Street Area*
- *Number of Corporate Sponsors for the Main Street Partner Organization (Centreville Alive!)*
- *Number of individual member of Main Street Partner Organization (Centreville Alive!)*
- *Attendance increases at Main Street and related events*
- *Increase in rental cost per square foot for commercial space in Main Street Area (or reduction in decline of such cost)*

B-6) Community Participation:

- a) How have community groups and citizens been involved in your proposal for Main Street designation? Please explain efforts and responses.

Centreville Alive!, the downtown business development association, has been instrumental in developing plans for the revitalization of its downtown and this proposal. The variety of businesses in the Town of Centreville and their expertise provides a critical resource in the implementation of this proposal. Applying for Main Street designation has been a goal for the Town of Centreville with efforts beginning in 2009. There has been positive and active support from the downtown businesses and residents who feel this is the next step in making Centreville a destination.

- b) Describe any private and/or public partnerships that you have explored to aid your community in revitalization and explain the success of the partnerships.

The Town of Centreville worked closely with Main Street businesses on a beautification campaign which installed upgraded trash cans around town. Centreville is also part of the Chesapeake Country National Scenic Byway and are near completion of interpretive panels which explain the history of three important areas of Centreville: Queen Anne's County Free Public Library (included in the proposed Main Street area), Kennard Elementary School, and the Centreville Wharf. The Town of Centreville works closely with the Maryland State Highway Administration District 2 office to contribute to commercial revitalization by reducing speed limits to 25mph in the Main Street Area, upgrading downtown crosswalks and sidewalks to ADA standards, and fully developing plans for a streetscape (community enhancement) program. Regrettably, the Community Enhancement program is not funded, but plans are in place should state funding levels increase.

B-7) Other Revitalization Designations.

Please indicate other designations in your proposed Main Street area:

DESIGNATION	YEAR
Sustainable Community (DHCD)	Pending
Arts & Entertainment District (DBED)	Pending
Heritage Area Certification (MDP/MHT)	2005
Heritage Area Target Investment Zone (MDP/MHT)	2008
Local Historic District	2004
National Register Historic District	2004
National Park Service Certified Local Government Program	NA
Other: Tree City USA (National Arbor Day Foundation)	Pending
Other: Maryland Targeted Watershed (Corsica River, the only watershed so designated in the State)	2005
Other: Maryland Farmer's Market (MDA)	2004
Other: Certified Community Wildlife Habitat (National Wildlife Federation)	Pending
Other: Gold Bay Partner Community (Chesapeake Bay Program)	2008

Section C: Local Leadership and Commitment

C-1) Please indicate what type of organization will administer the local MSM program:

- Local Government
- Non-Profit Organization
- Community Development Organization

C-2) How will you incorporate Main Street into your current city/town/organization structure?

Incorporating the Main Street program with the town government will be a natural progression because the Town is actively implementing its defined revitalization strategies. The Town of Centreville, as noted in prior sections, is a strong supporter of its downtown business association and works closely with them to assure the goals and objectives are in alignment.

C-3) Please indicate how the Main Street program will be staffed: *(If Part Time, please explain your strategy and timeline to make the position Full Time)*

- Full Time
- Part Time
- New Hire
- Existing Staff

If an existing staff member will act as the Main Street manager, please explain how this position will be incorporated into their current workload:

The Main Street Manager will initially be an existing staff member with the Town of Centreville. The current duties of this staff person will be in addition to regular duties which will be delegated to other staff, as needed. By the end of the first year, a part-time Program Manager will be hired to take over this role. It is the intent that the part-time Program Manager will become full-time by the beginning of the third year of the program.

C-4) Describe the role of other civic organizations that will be important to the success of the proposed Main Street program and its strategy:

In addition to the critical role of Centreville Alive! (the partner organization) in implementing the Main Street Program, several other local organizations will also participate. The Queen Anne's County Arts Council is located in Centreville's proposed Main Street Area, and has actively participated in the development of Centreville Alive!, the downtown business association. Currently, Centreville is working in conjunction with Queen Anne's County Tourism and Economic Development and the Queen Anne's County Arts Council to establish Maryland's first multi-district Arts and Entertainment District, which will include the proposed Main Street Area.

The Queen Anne's County Historical Society has been a partner with the Town in preserving historic properties, including most recently the annexation and restoration of the oldest structure in the County. With offices in the Main Street Area and two house

museums, the QACHS is poised to play a pivotal role in the development of the main street program, particularly regarding the sensitive restoration and adaptive reuse of historic structures in the Main Street Area.

The Town also works cooperatively with other civic groups, including the Corsica River Conservancy, Rotary, the Lions, the Masons, American Legion, and others to support various specific activities, including promotional events especially parades and veterans events that are held in the Main Street Area.

- C-5) Fundraising History:** Has the community received grants from, or participated in, Federal, State, or Local programs (Community Legacy, Community Development Block Grant, Heritage Areas, State Highway, etc.)? No Yes

If yes, please indicate below:

Organization Name	Funding Program Name	Fiscal Year	Use of Funds	Amount of Funds	Remaining Funds
Maryland Heritage Areas, Inc.	Centreville Heritage Master Plan	FY11	To create the Centreville Heritage Master Plan	\$21,800	\$16,350
MD Dept of Natural Resources	Community Parks & Programs Open Space	FY10	Playground, benches, bike racks, including lighting and pavers at park entrance	\$221,000	\$59,808
MD Dept. of Natural Resources	Corsica Stormwater Utility Project	FY10	Begin development of Stormwater utility	\$48,253	\$0
MD Dept. of Natural Resources	Corsica Stormwater Utility Project	FY11	Finalize development of Stormwater utility	\$50,000	\$19,536
State of Maryland	MD Dept. of Natural Resources - Corsica River Restoration	FY12	To construct 18 ft. living shoreline restoration, wetland restoration at Centreville Wharf. Improves habitat and provides public access	\$60,000	\$60,000
MD Dept. of Natural Resources	Chesapeake Coastal Bays 2010 Trust Fund	FY11/12	Projects to reduce non point source pollution to the Corsica River watershed	\$70,000	\$47,814
MDE / NOAA	Chesapeake Bay Trust Living Shoreline Grant	FY11	To create 275 l.f. of living shoreline at Centreville Marina/Park on the Corsica River	\$99,960	\$0

- C-6) If applicant is a Nonprofit Organization:**

NOTE: The Town of Centreville is submitting the application for Main Street designation and working collaboratively with it's downtown business development association, Centreville Alive!. While Centreville Alive! is not the formal applicant, its mission is so integral to the success and conception of the Centreville Main Street Program, that its governance and other information is included here for reference.

- a) Describe your organization's mission, tax status, board of directors, and the proposed leadership structure for the local Main Street program.**

Centreville Alive!'s mission statement is as follows. "The purpose of Centreville Alive!, Inc. is to enhance and promote downtown Centreville as a center of community activity, tourism, and economic vitality through a partnership of businesses, organizations, and citizens."

It is a tax exempt entity under section 501 c 6 of the IRS Code.

The Board of Directors consists of five members. The officers include a President, Vice President, Secretary, and Treasurer. These positions are currently held by an Interior Designer, an Optician, a Marketing Specialist, and a Certified Public Accountant, representing the diverse business constituency of the organization.

The leadership structure is already in existence through Centreville Alive! which consists of a Board of Directors and five committees which are in direct correlation with the Main Street Four Point Approach® and Main Street Maryland's Fifth Point.

*The purpose and designations of these committees are as follows: **Organization:** To promote accurate information within the group to local government and other organizations. Serve as a resource/ mentor for new businesses, organizations & citizens; **Promotion:** To make Centreville a "destination" for tourism and increase the number of people coming into the downtown area by way of cross promotion, increasing the number of events, defining the uniqueness of Centreville, and utilizing promotion, marketing and media outreach; **Design:** To preserve character directly or by creating incentives for upkeep, and encouraging general beautification in town; **Economic restructuring:** To encourage new businesses in existing locations and seeking possibilities for economic development & promotion; **Clean, Safe and Green:** To encourage and promote recycling & "greening" during events and in general practice.*

- b) Describe your organization's experience in implementing a commercial revitalization strategy or engaging in commercial revitalization activities:

Centreville Alive! was established in 2009 with the specific intent of joining with the Town in seeking Main Street Maryland designation. Its main focus over the past two years has been the promotion of existing businesses and bringing more business to the downtown area and to serve as mentors to new businesses to assure their success. Many successful events have been established to promote the success of Centreville and all it has to offer.

- c) Describe the local government's commitment to this effort, including how staff and in-kind and financial resources will support the local Main Street program:

The Town of Centreville is committed to the effort of the Main Street program. It has provided direct funding support and in-kind support since Centreville Alive!, the partner organization, was founded. Town staff organized and helped facilitate the visioning process that led to the organization's incorporation, with a Town Council Member serving as a founding officer on the Board of Directors. The Town Clerk has been lead liason from the Town government to Centreville Alive!, including managing staff support throughout the program. During the first year following formal designation of the Main Street Program, an existing municipal staff person (the Town Clerk) will serve as the Program Manager and work towards hiring a part-time staff person to take this responsibility. This part-time staff person is scheduled to become a full-time Program Manager by the beginning of the third year of the program. The Town is currently a corporate sponsor for Centreville Alive! and has committed significant funding (see budget) to assure the success of the Main Street program. Specific support includes funding salary for the position, providing rented

office space, technical support, and communications support (computers and telephone).