

## **IX. Economic Development**

Deale, Churchton, Shady Side and Galesville share a commonality linked by water-related activity including marine services and seafood harvesting. Each community is served by a variety of traditional small businesses and services, with some small-scale farming. Historically, each community has retained a distinctly separate personality, physical core, and “sense of self” often enjoyed in a rural environment where communities co-exist adjacently.

Natural topographic features isolating these communities from each other and limited road access contributed to the separate identities of settlements originally established some 300 years ago.

For this reason, and because local citizens have expressed a desire that commercial activity be limited to established business centers in each of their communities, this chapter offers an assessment and recommendations for the economic development of these communities separately, but with an eye to an overall plan that is compatible with the general interests, needs and goals of the area as a whole. Small, neighborhood village centers in Deale and Shady Side, supported by more regional commercial activity at the intersection of Deale-Churchton Road and Route 468 which would serve all of the surrounding communities are envisioned.

From the County’s Inventory of Business Establishments in 1995, with new square footage added through 1997 for the Deale/Shady Side area, the following snapshot is offered of “visible” businesses: 146 businesses occupying 424,978 square footage of building space and employing 895 people. Included in this segment are traditional businesses related to marine and water activity, restaurants, small groceries, banking, insurance, real estate, retail and a variety of services. With the increasing popularity and growth of home-based businesses (from high tech software development to plumbing and specialty horticulture), it is estimated that the number of home-based businesses may be equal to that of businesses listed on the inventory. Attachments to this section of the report include charts detailing the current zoning classifications and land uses in terms of acreage and percent of the small area and a map of the existing commercially zoned properties in the small area.

### **Deale/Churchton**

#### **Existing Conditions**

The Deale/Churchton business community consists primarily of three distinct groups: maritime industries, commercial retail/service businesses and home-based businesses. In general, the existing commercial buildings are relatively old and reflect a hodge-podge of

architectural types. Their location is often adjacent to residential properties, and thus gives the area its “small town” atmosphere.

By and large, the commercial businesses in the area service the local community. Many of them are typical “mom and pop” operations. However, there are exceptions to every rule and this is especially true of some of the marinas and small high-tech companies which rely on regional, national and international customers.

There are three areas which are distinctly commercial in nature: (1) the intersection of Route 468 and Deale-Churchton Road, (2) the intersection of Route 258 and Deale-Churchton Road and (3) the “Village Center” of Deale, which is roughly defined as that portion of Deale-Churchton Road from South County Library south to Masons Beach Road and west to Vacation Lane.

### **Opportunities and Constraints**

The existing congregation of commercial properties at the intersection Deale-Churchton Road and Route 468 and the Deale town center provide the unique opportunity to focus on these two areas as the primary centers of commercial activity.

Because of the limited commercial zoning in the Deale/Churchton area, new commercial retail/service development (not to be confused with the renovation of existing commercial buildings and locations) will necessarily be constrained to infill lots within, or in the close proximity to, the existing congregations of commercial properties mentioned above. Similarly, because most of the waterfront sites are already occupied, the maritime industries will also be constrained to their existing facilities, with opportunities for expansion available only by improving existing facilities or acquiring adjacent facilities.

Home-based businesses have expanded greatly in recent years and will continue to do so as people pursue semi-retirement and other non-traditional business interests. These businesses may be constrained by communication networks and other support services and also by the lack of affordable small office commercial space as they seek to expand outside the home.

Other general constraints on increasing commercial activity within the Deale/Churchton area include lack of the appropriate infrastructure and geographic location, which keeps the area relatively isolated from transitory traffic (with the exception of the seasonal summer population). There is also a general sentiment within the community to keep commercial activities within the Deale/Churchton area limited to a scale that is consistent with the small town, rustic character of the area. This is a sentiment, which is fully supported by this Committee.

## **Goals and Recommendations**

**GOAL:** Improve access to local businesses and traffic flow at the intersection of MD 468 and Deale-Churchton Road. With the potential sale of Smith's Building Supply and the possibility of having it replaced by a grocery store/shopping center, this area may be targeted for future commercial growth. In the interest of encouraging the rustic, mixed-use character of the community, we encourage the developer of the property to work with the community to design a project that will enhance the local area. However, even if the Smith property is not sold the volume of traffic passing through this intersection and the existing commercial activities make it an ideal center for business serving the local community.

Limiting the commercial boundaries and using infill lots will provide the best compromise between promoting local business activity and preventing continuing commercial sprawl along Route 468. While the sprawl along MD 468, should be limited to an adjustment to the commercial boundaries in depth (along areas of upland topography) in order to optimize commercial use while preserving local wetlands to the greatest extent possible. It is also noted that the conceptual design for the southwest portion of this intersection includes entry and exit points along both MD 256 and 468. Thus there exists the possibility to create a southwest through road connecting 256 to 468 which may ease some of the traffic congestion at the main intersection and at the same time provide entry and exit points of commercial activities in this area. Such an arrangement may further ease traffic flow along MD 468 by reducing the number of entry and exist points onto MD 468 from these commercial activities.

### **Recommendations:**

- a. Develop a streetscape design with attractive landscaping and pedestrian walkways to improve access to local businesses and enhance traffic flow (reference Appendix Opportunity Sites). Do not expand the boundaries of the commercially zoned properties beyond what presently exists.
- b. Since this is a major intersection with existing traffic flow problems, no new commercial development should be permitted until the new transportation design is implemented, including the possible installation of a roundabout and turning lanes to ease traffic congestion, as well as the placement of an emergency perimeter road around the Smith property which would provide access to Deale-Churchton Road in the event of an accident at the intersection. Note: This recommendation relates to new commercial development and not to redevelopment of existing structures.

**GOAL:** Improve the Deale Village Center area to provide incentives for businesses to locate/renovate in the area and to increase its attractiveness as a destination location. Historically, the Deale Town Center served as the center of the community's business

activities. However, demographic and transportation trends have hurt this area economically. Today, in contrast to the intersection of Routes 468 and 256 at Churchton, which serves a substantial amount of local transitory traffic from Deale, Shady Side and Churchton and is thus well-suited to attract local businesses, the Deale Village Center does not receive a significant amount of transitory traffic. However, the Deale Village Center is located near the majority of Deale's marinas and in close proximity to several waterfront communities. Thus, in terms of business opportunities, this area is best suited as a destination or tourist location geared toward seasonal traffic and those who frequent marinas. Compatible commercial retail activities would include restaurants, bed and breakfasts, antique stores and other small businesses, which focus on the needs of the local building and maritime industries, such as the existing Herring Bay Paints, Wheeler's hardware and West Marine.

The attached Rhodeside and Harwell concept sketch for the Deale Village Center provides a vision for Deale over the next 20 years. The committee supports the general design of this small, maritime village center and many of the recommendations listed below reinforce the village center concept.

**Recommendations:**

- a. Designate Deale-Churchton Road from the Deale Library to the Tracy's Creek Bridge a State Revitalization Area. Designating an area as a revitalization area makes it available to participate for funding under various programs including: Main Street Maryland (program to strengthen economic potential for traditional main streets and neighborhoods), Retrofit Sidewalk Program (100% funding for sidewalks along State highways in a revitalization area), Neighborhood Business Development Program (loans for small business start-ups in a revitalization area) and Neighborhood Conservation Program (assists with road improvement projects, streetscapes, repaving and lights). The State programs for revitalization areas help to improve what currently exists.
- b. Add streetlights, sidewalks and/or bike paths from adjacent communities and marinas along Rockhold Creek to improve safety and pedestrian access to the Village Center. To encourage economic activity from seasonal visitors, the sidewalks and bike paths should run from Herrington Harbor North to the Deale Library.
- c. Establish a waterfront picnic park with restroom facilities adjacent to the Deale Wharf.
- d. Purchase an existing or infill commercial lot or lots as a multi-use facility, which would serve as a small parking lot for customers to the Village Center and provide space for a weekend farmers market, flea market, community events, etc.
- e. Encourage coordinated renovations/enhancements of existing and new buildings (e.g. signage, storefronts, rooflines) to create a more appealing streetscape. As part of this effort, the County should provide tax credits to businesses renovating existing buildings or relocating to a revitalization area and should further consider establishing a volunteer, local architectural review committee. This committee should be part of

the Small Area Development Review Panel recommended by the Land Use and Zoning subcommittee. Their charter should also include working with the County to implement the specifics of this report (e.g., the size and contents of a future community center, etc.)

- f. Bring businesses up to code in terms of conforming with appearance requirements, open containers and dumpsters, etc. through better enforcement of existing regulations.
- g. Place blue/white “tourist/recreational” signs at MD 2/258, MD 4/258, and MD 2/256 intersections indicating restaurants, marinas, gas and other services available in the Deale and Churchton areas. This should help eliminate the haphazard placement of signs by individual businesses, and help direct visitors.
- h. The business community has stated a need for meeting space/conference center to accommodate upwards of 75 people. When a community center is built in the Deale/Shady Side area, this recommendation should be incorporated. A community facility adjacent to the Deale Library, in combination with the existing Deale Wharf, would provide ideal anchors for the Deale Town Center.
- i. Conduct a survey and study of the commercial and residential properties on the Rockhold Creek peninsula south of the MD 256 bridge (but including the Herrington Harbor North marina complex) to determine the need and interest of providing public sewer in this area. The survey and study should be completed before the next review of the County’s water and sewer plan. If the survey and study finds that there is a need and a majority of the property owners favor extending sewer service to this area, this committee makes such a recommendation. The extension of public sewer along this part of the peninsula would provide economic benefits and revitalization opportunities for the existing businesses and marinas. At least one business in this area experienced a septic system leakage in the past. Thus, there may be quantifiable health and environmental benefits that would accrue due to the extension of sewer in this area as well. Such an extension would potentially “open up the floodgates” for increased residential building, both in terms of density and numbers. The desire is not to encourage increased residential development, but rather to improve the environment and provide opportunities for existing businesses and marinas in this area.
- j. Make the permit process “customer friendly” by providing a single point of contact for small and home-based business owners seeking permits, variances, or exceptions. Instead of being forced to spend hundreds and even thousands of dollars to hire private permit facilitators to obtain permits, etc., a business owner should be able to rely on a single point of contact to walk them through the entire process. Likewise, rather than having to deal with the County’s Health Department, Fire Department and other agencies, the business owner should be able to conduct necessary business related to permits, licensing, inspections with the assigned single point of contact for that particular business. Such improvements would seem to reduce the fees involved and decrease the long delays in obtaining permits.

- i. Ensure that members and staff of the County's Economic Development Commission have expertise in the maritime and agricultural industries to better assist these important businesses.

**GOAL:** Meet the demand for lodging by fostering the establishment of small inns or bed and breakfast businesses.

**Recommendations:**

- a. Include bed and breakfasts as a permitted use in all Maritime zoning districts. The County should also consider permitting bed and breakfasts of two rooms or less in more dense residential districts. Historically, bed and breakfasts referred to one or two rooms in a private home that were made available for the public to rent for a night. Guesthouses, on the other hand, were entire residences that were made available to the public. Over time, it appears that the term "bed and breakfast" has replaced what was traditionally known as a guesthouse. Given the lack of overnight rooms available in South County, it may be worthwhile to re-examine the zoning requirements for a "bed and breakfast" and a "guest house" or inn.
- b. Simplify and revise the regulations pertaining to bed and breakfast operations, including the possible removal or exemption of the requirement to have an operator on location at all times. Seek the removal or exemption of the requirement for installed sprinkler systems for facilities with less than six rooms. (Such installed systems are often cost prohibitive for small businesses and older properties.)

**GOAL:** Ensure the survival of the commercial waterman and enhance the related commercial and recreational marine activities.

**Recommendations:**

- a. Establish a long-term plan with an appropriate land storage site for the maintenance dredging of Traceys Creek, Rockhold Creek, Parrish Creek and the West River. Keeping the creeks navigable, as has historically been done, helps the local economy and maritime industries.
- b. Consider funding a study to determine whether the dredging of Rockhold and Tracey's Creeks can be eliminated by the construction of a second jetty along the western entrance to these creeks. If the study concludes that a second jetty is appropriate seek state and federal funds for its construction.
- c. Actively encourage and provide support for all marinas in the Deale/Shadyside small area to follow the Clean Marina Initiative guidelines as established by the State.
- d. Immediately remove the derelict (abandoned and sinking) boats in Rockhold Creek and revise the County and/or State processes and regulations to permit a more expedient removal of such boats in the future. The removal of such boats has been an ongoing problem in this area for years.

- e. Re-open the Deale Wharf to use by local waterman (it's original intended use), while strictly enforcing the Wharf's posted hours of operation.

**GOAL:** Provide local and home-based businesses with better communication lines and more reliable basic utilities.

**Recommendations:**

- a. The County, in coordination with the State, should work with and encourage local providers of telecommunication and electrical services to upgrade existing utilities to provide quality high-speed lines and more reliable electricity to the small area. Both high-speed telecommunication lines and reliable electricity are essential to the growth of the home-based and visible businesses in this area.
- b. As road shoulders and ditches are improved, consideration should be given to moving all utility and communication wires/lines underground.

## **Shady Side**

The Shady Side Peninsula bounded by the Chesapeake Bay to the east, and the West River and South Creek to the west, has remained over the years primarily an insular residential community with ingress and egress by a single highway, MD 468. Present population is estimated at around 5,000. Referred to historically and literally as the "Great Swamp" due to natural features and poor drainage, the peninsula was once reached only by water. Harvesting seafood was the primary industry.

The communities of Cedarhurst, Avalon Shores, Idelwilde, Snug Harbor and Columbia Beach attracted summer residents who built seasonal cottages in past years; most now converted to year round homes.

Once, the community could boast of a waterfront restaurant, the popular family run Andrews Hotel, and an electrical company, Chesapeake Instruments, which employed about 200 people.

### **a. Existing Conditions**

To this day, the area retains a village atmosphere, with limited businesses serving local needs. Carpenters, builders, waterman and residents with home businesses and those who commute out of the area to work, live side by side in an area that now attracts younger couples looking for affordable homes.

A journalist recently described the area as "one big environmentally sensitive wetland," that is rich in history. Residents value both of these aspects about their community.

At present, two medium sized grocery stores with liquor licenses serve the basic needs of the community. Other businesses include a car wash, service station, auto repair shop, post office, doctors office, dentist, laundromat, a carry-out. Two marinas take care of boating needs serving area residents and a seasonal transient community. The two marinas, Back Yard Boats and Parrish Creek Marina are under new ownership. Positive changes are expected in the future for these sites.

The Lula G. Scott Center has been approved for renovation using Federal funds to house a Head Start program and day care for lower income families.

500 children attend Shady Side Elementary. There are four churches, and one seasonal open-air church in Columbia Beach.

### **Opportunities and Constraints:**

There are three opportunity sites available in the Shady Side area, which are as follows:

First, the Johns Hopkins facility, a waterfront property of 6 1/2 acres and a building with approximately 70,000 square foot of space, offers the best opportunity in Shady Side for new commercial development. The site has been vacant for several years, but has recently been purchased by a local business.

Second, there are existing C-1B commercial lots available along Shady Side Road in the vicinity of the post office.

Third is the Snug Harbor intersection, which offers the opportunity for a small village center that would serve local needs.

Constraints on economic development in the Shady Side area include lack of adequate infrastructure and geographic isolation. Like the Deale area, there is a general sentiment within the community to keep the commercial activities limited to a scale that is consistent with the small town, rustic character of the area.

### **Goals and Recommendations**

**GOAL:** Improve the infrastructure in the Shady Side area. Serious road safety issues exist along the Shady Side peninsula. These issues are exacerbated when emergency situations arise due to the single entry road with lack of shoulders. In addition to creating safety problems, the lack of adequate roads hinders the existing commercial businesses.

**Recommendations:**

- a. Install shoulders along Shady Side road.
- b. Build sidewalks or bike paths in the existing commercial areas to allow better pedestrian access.

**GOAL:** Develop a small village center at the Snug Harbor road intersection. The proximity of the elementary school as well as the existing commercial businesses make this area an attractive site for small scale businesses that would meet local and seasonal needs. The Plan envisions a small village center in this area which would be anchored at one end by the elementary school and the Johns Hopkins property, and at the other end by an appropriately scaled community center at either the Lula G. Scott Center, Moose Lodge or Kiwanis Club.<sup>1</sup>

**Recommendations:**

- a. At a minimum, install sidewalks in this area and extend them to the elementary school.
- b. Designate the Snug Harbor intersection as a revitalization area and funnel future business growth to this portion of the peninsula versus encouraging commercial sprawl along Shadyside Road. This will help reduce traffic congestion on the peninsula's main artery and will reinforce the development of a village atmosphere in the Snug Harbor area (reference the conceptual sketch provided in the appendix).
- c. Work with the new owners of the Johns Hopkins property to develop a joint public/private partnership in environmental education, including the study of whether it would be appropriate to move the Carrie Weedon Science Center to the Hopkins location. The Hopkins building is ideally suited for science and environmental educational opportunities: the building contains several million dollars worth of laboratory equipment and classrooms and is located at the mouth of Parrish Creek.

**GOAL:** Ensure the survival of the commercial waterman and enhance the related commercial and recreational marine activities.

**Recommendations:**

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<sup>1</sup> In areas such as Northern Virginia, community centers are relatively large and designed to support a regional area. However, in keeping with our desire to reinforce our local towns, we envision smaller community centers which would support the individual communities of Deale and Shady Side. Rehabilitating existing structures will reduce the financial requirements for this concept.

- a. Pending the sale of the Johns Hopkins property, the community and County should work with the new owner to provide boat slips (or a small commercial wharf) and gear storage to local commercial watermen. The County should also explore establishing an apprenticeship program for youth interested in the maritime industries.
- b. Recommendation a, b and d from the Deale section of this report are applicable to the Shadyside community as well.

**GOAL:** Promote the historical character of the area and increase tourism activities

**Recommendations:**

- a. Provide directional signage for historical attractions, such as the Captain Salem Avery Museum along MD 468 and MD 258.
- b. Explore opportunities available through designation as a Maryland Heritage Preservation and Tourism Area, enabling matching grants and tax credits.

**Galesville**

Of all the communities in Anne Arundel County, indeed in the State of Maryland, Galesville is perhaps the model of the rural village concept. From its beginnings in the 1600s as a port of entry to the present day, Galesville's peninsular setting off the beaten path has permitted it to slowly evolve into a small, diverse village with a strong sense of community and mixed-use commercial base. From its annual Fourth of July parade to its home-based businesses and national barge-building company, Galesville epitomizes the goals of today's neighborhood planners. By and large, Galesville's residents are fully satisfied with their neighborhood. However, there are several recommendations for implementation:

- a. The improvement of the Carrie Weedon Science Center for use as an adult/continuing education facility.
- b. Increased promotion of historical sites, such as the newly opened Hartge Museum.
- c. The establishment of a long-term plan for dredging the West River and shoreline erosion control.

In 1992, a Draft Galesville Plan was prepared by a group of local residents. The sentiments expressed in the draft plan remain in effect today. The plan is on file in the Office of Planning and Zoning.

**Heritage Area**

A compilation of historic, preservation, and tourism related agencies from Anne Arundel County submitted an application for a portion of the county from Annapolis south to

Calvert County to be designated as a Heritage Preservation and Tourism Area. The Annapolis, London Town, and South County Heritage Area has been formally recognized by the state but not yet certified.

Inclusion of the Deale/Shady Side Area as a part of the Certified Heritage Area will greatly enhance the county's ability to promote the goals of the Small Area Plan, including tourism development and protection of the unique environmental and historic qualities of the area.

**Heritage Area Goals:**

- a. To enhance the visitor appeal and enjoyment of the state's history, culture, natural environment, and scenic beauty by improving the overall "product" – the visitor experience.
- b. To increase the economic activity associated with tourism, creating opportunities for small business development, job growth and stronger tax base.
- c. To encourage preservation and adaptive reuse of historic buildings, conservation of natural areas important to the state's character and environment, and the continuity and authenticity of cultural arts, heritage attractions, and traditions indigenous to the region.
- d. To enable Marylanders and visitors alike to have greater access to and understanding of the history and traditional cultures of the state and to understand the important events that took place here.
- e. To foster linkages among and between heritage attractions that encourage visitors to explore, linger, and sample the diverse offerings of the state's distinctive regions.
- f. To balance the impact of tourism activity with the quality of life enjoyed by residents
- g. To accomplish these goals via partnerships among local and regional leaders, non-profit organizations, businesses and state agencies.

Insert Heritage areas map