

Envision HdG

City of Havre de Grace Comprehensive Plan

January 18, 2024



Work Session 12:

Economic Development and Tourism

Economic Development and Tourism Chapter

- ❑ Not a required element of the Land Use Article
- ❑ Important component of City's mission through the Department of Economic Development and Tourism*
- ❑ Far-reaching initiatives:
 - Maintaining relationships with agencies, including but not limited to APG
 - Grant-writing
 - Promotion of industry, manufacturing, commerce, retail, banking, art, recreation

* Recent name change through Council Charter Resolution No. 295, amended 10/2/2023

City Charter section:

Section 84 **Director of Economic Development and Tourism; powers and duties.**

[Added 9-16-2013 by Res. No. 276; amended 10-2-2023 by Res. No. 295]

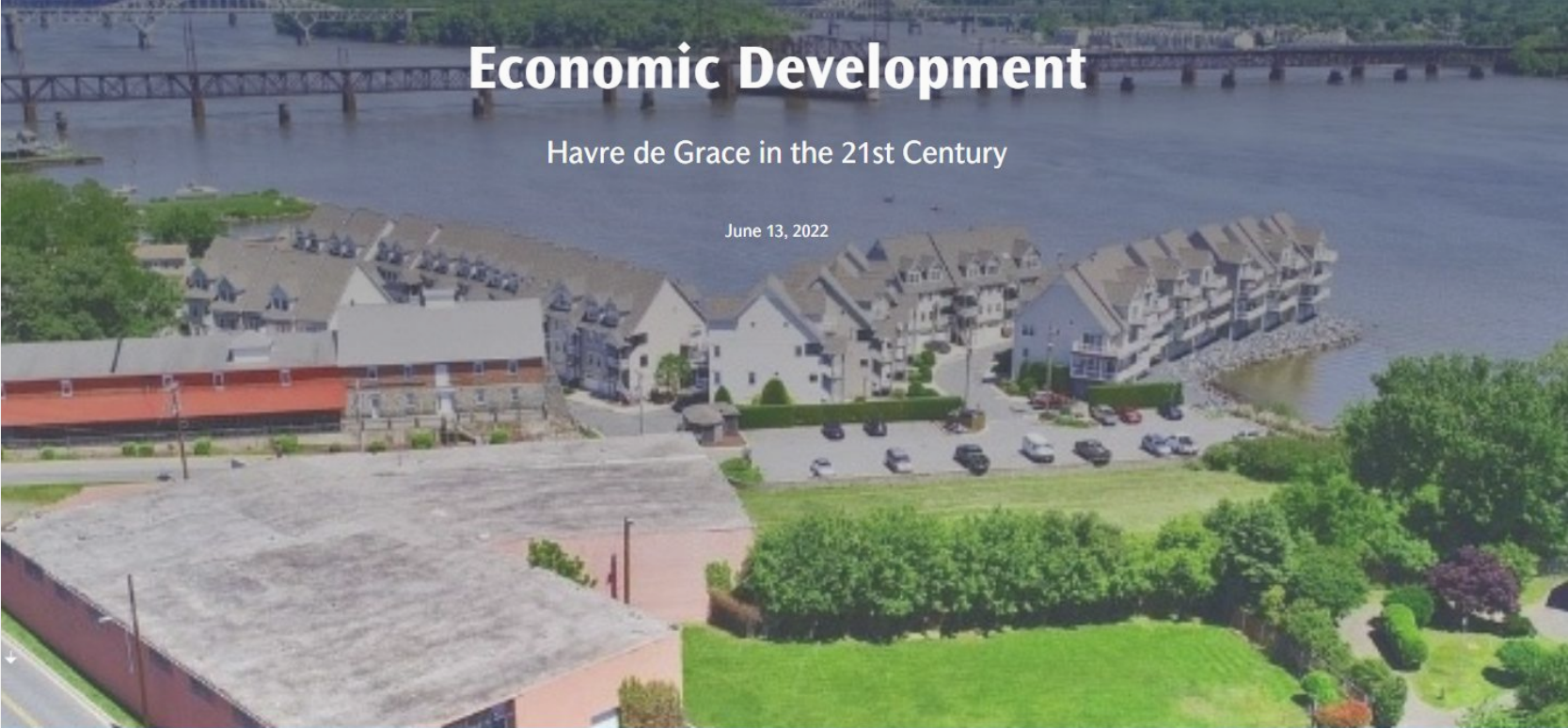
The Director of Economic Development and Tourism under the direction of the Mayor shall be responsible for:

- A. All matters related to the advancement or promotion of economic development and tourism in the City;
- B. Maintaining liaisons with state and county elected officials and agencies involved with economic development and tourism activities and any related federal officials or agencies, including but not limited to contacts with Aberdeen Proving Ground;
- C. Developing policies and programs to advance and promote private and public economic development and tourism opportunities in the City pertaining to industry, manufacturing, commerce, retail, banking, professional services, art, recreation, education, and the available natural resources of the Susquehanna River and the Chesapeake Bay;
- D. Maintaining liaisons with various commissions or committees within the City;
- E. Developing and implementing short- and long-range plans for economic development and tourism in the City;
- F. Managing the daily operations and staff for the Department of Economic Development and Tourism which shall draft, promote and manage all public and private grants related to economic development and tourism in the City and prepare and maintain a departmental budget;
- G. Such other duties as may, from time to time, be assigned by the Mayor.

- ☐ Visions and Goals
- ☐ Land Use
- ☐ Sustainable Community
- ☐ Municipal Growth Element
- ☐ Relationship to the LSHG
- ☐ Regulatory Framework
- ☐ Economic Development and Tourism*
- ☐ Water Resources Element
- ☐ Housing Element
- ☐ Historic and Cultural Resources
- ☐ Multimodal Transportation
- ☐ Community Facilities
- ☐ Sensitive Areas, Environmental Resource Protection

* added

From the Online StoryMap:



Economic Development

Havre de Grace in the 21st Century

June 13, 2022

What does Havre de Grace want to be
in the 21st Century?

What is Economic Development?

Economic development is the intentional practice of improving economic well-being and quality of life of a community and includes a broad-range of activities to attract, create and retain jobs, and to foster a resilient, pro-growth tax base and an inclusive economy.

-- International Economic Development Council



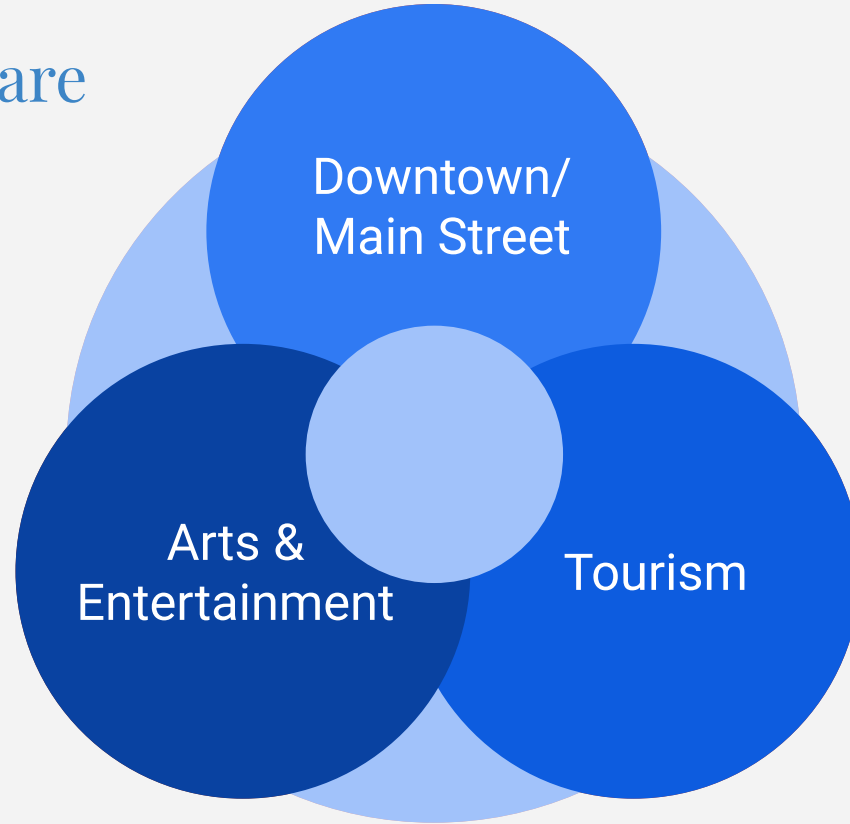
Things to think about:

- ❑ Land use has much to do with Economic Development
- ❑ How we assign uses to our jurisdictional lands (zoning regulations)
- ❑ Our policies
- ❑ Our relationships to other communities, their employment centers, their assets
- ❑ Our tax base, our industry, our focus
- ❑ What we hold as important

Focus Areas:

- ❑ Downtown/Main Street District
- ❑ Tourism/Heritage Tourism
- ❑ Arts & Entertainment
- ❑ Designations/Incentives
- ❑ US 40 Commercial
- ❑ Chesapeake Industrial Park and Revolution Street industries
- ❑ Mixed Office Employment (MOE)/I-95 Interchange
- ❑ APG and neighboring employment centers

These topics are
connected:



Downtown/Main Street District



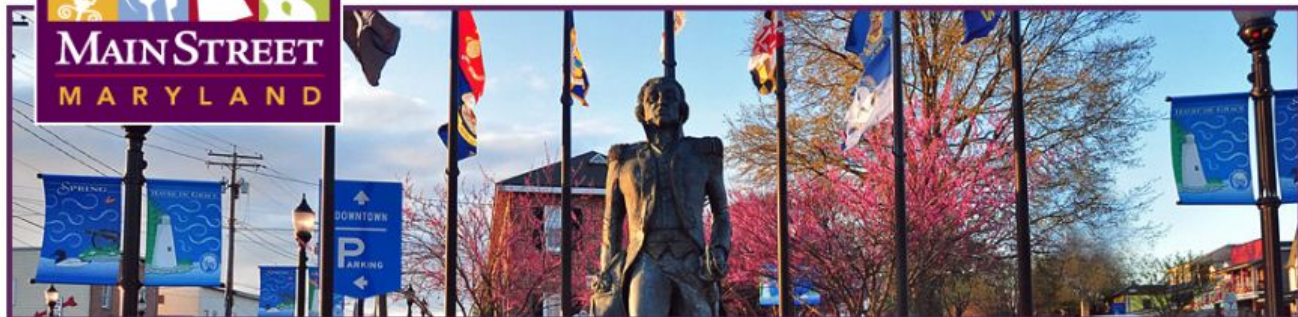
Havre de Grace Main Street
designated in 2005

Part of National Main Street

Operating Assistance Grants
FY24 – \$25,000
September, 2023



Explore. Experience. Enjoy!



The City's historic downtown is an authentic center of community festivals and commercial activity and we are working to enhance it further after major infrastructure replacement is completed. The downtown was the focus of a series of design charettes led by Toole Design Group in winter, 2022. Detailed design is ongoing.

Expanded boundary, 2023
along Market Street

Main Street Boundary Extension



Discover Your Maryland
in *Havre de Grace*

Discover Your Maryland
in *Havre de Grace*



CELEBRATING
25
YEARS

MAIN STREET
MARYLAND

A Designated Maryland Main Street
#CelebrateMainStreetMD



Created in 1998,
Main Street Maryland
celebrated 25 years in 2023.

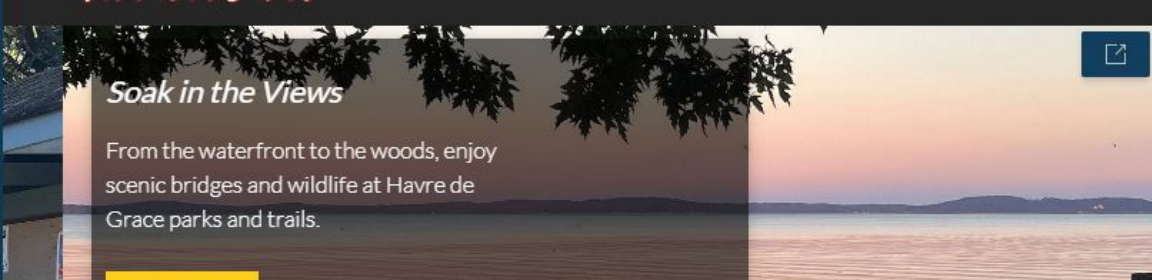


Tourism/Heritage Tourism



Tourism/Heritage Tourism





Soak in the Views

From the waterfront to the woods, enjoy scenic bridges and wildlife at Havre de Grace parks and trails.

LEARN MORE



Discover the History of Havre de Grace

Explore the Museums that preserve the rich history of the landmarks, monuments, industries and more!

LEARN MORE



It's Happening in Havre de Grace

No matter the season, there's always an event to attend in Havre de Grace - you'll never be bored!

EVENTS



Heritage Tourism | LSHG

The LSHG comprises 24 miles of trails for walking and biking/bikeways, is a Certified Heritage Area, provides Maryland Heritage Areas Authority (MHAA) funding for cultural museums and nonprofits, and includes three National Historic Trails.

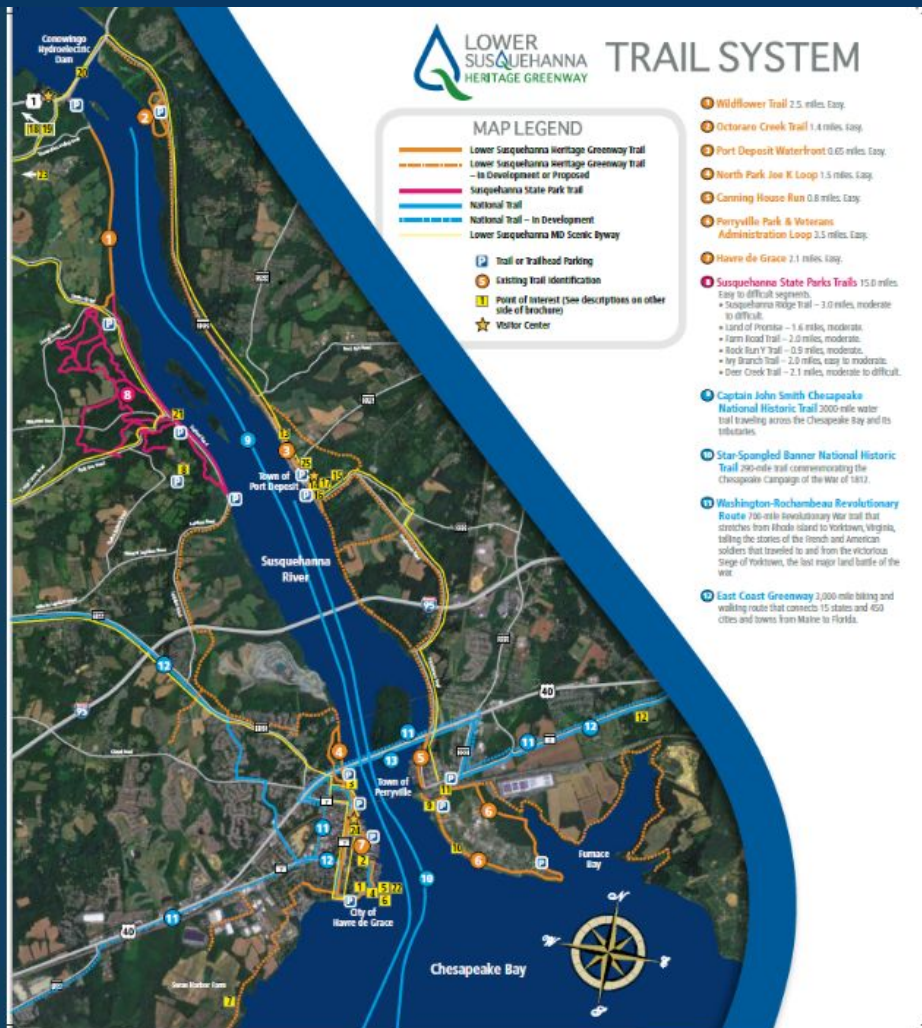
Economic Impact of LSHG

The Lower Susquehanna Heritage Greenway (LSHG) is a non-profit...
<https://mht.maryland.gov>



Lower Susquehanna Heritage ...

The Lower Susquehanna Heritage Greenway (LSHG) is a non-profit...
<https://www.upperbaytrails.com>



The LSHG is:

CULTURAL RESOURCE RESTORATION

LSHG provides funding for all regional museums within the Certified Heritage Area, such as the Susquehanna Lock House Museum shown to the right.



Rock Run Mill in Susquehanna State Park to the north



Regional and National

Includes 3 National Historic Trails:

- Captain John Smith Chesapeake NHT
- Star-Spangled Banner NHT
- Washington-Rochambeau NHT

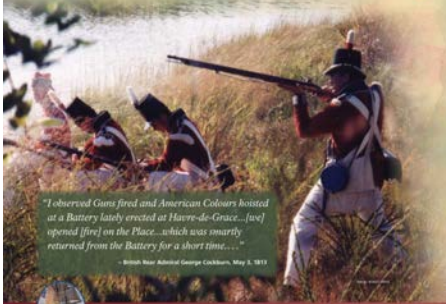
Plus:

- September 11th National Memorial Trail
- East Coast Greenway

Star-Spangled Banner National Historic Trail

National Park Service
U.S. Department of the Interior

Brave Defense



"I observed Guns fired and American Colours hoisted at a Battery lately erected at Havre-de-Grace... [we] opened [fire] on the Place... which was smartly returned from the Battery for a short time...."
—British Rear Admiral George Cockburn, May 3, 1813

The town's defenders—about 20 mostly militia exempt—failed to prevent some 400 British troops from coming ashore here May 3, 1813.

A gun battery, probably located north of where the lighthouse now stands, was bravely manned by John O'Neill alone for some time. O'Neill was later caught with two muskets and imprisoned on a British ship for several days.

Family Trait
O'Neill's 11-year-old daughter, Matilda, reportedly helped negotiate her father's release. Tradition holds that British Admiral Cockburn was so impressed with the young girl's bravery he gave her a tortoise-shell box.

www.starspangledtrail.net
www.nps.gov/stsp

Star-Spangled Banner National Historic Trail

National Park Service
U.S. Department of the Interior

Out of the Flames




"The enemy set fire three times to Mrs. Rogers' house...but it fortunately each time was extinguished, though they defaced and mutilated much..."
—Rev. James James Wilson, 1813

Rogers House miraculously survived the 1813 burning attack on Havre de Grace, May 3, 1813. The enemy spared the 1809 structure but damaged the interior. According to a newspaper account: "Finding nothing to steal [the raiders] 'magnanimously' attacked the window[s] with brick bats and stones, and demolished them."

Naval Dynasty
Commodore John Rodgers is credited with firing the first shot of the war, June 23, 1812. His son, John Rodgers, born at the family home in Havre de Grace, commanded ironclads in the Civil War. In all, the Rodgers family includes four generations of naval officers.


www.starspangledtrail.net
www.nps.gov/stsp



The War for Independence



History of the Revolutionary Route



Mapping the Route Today

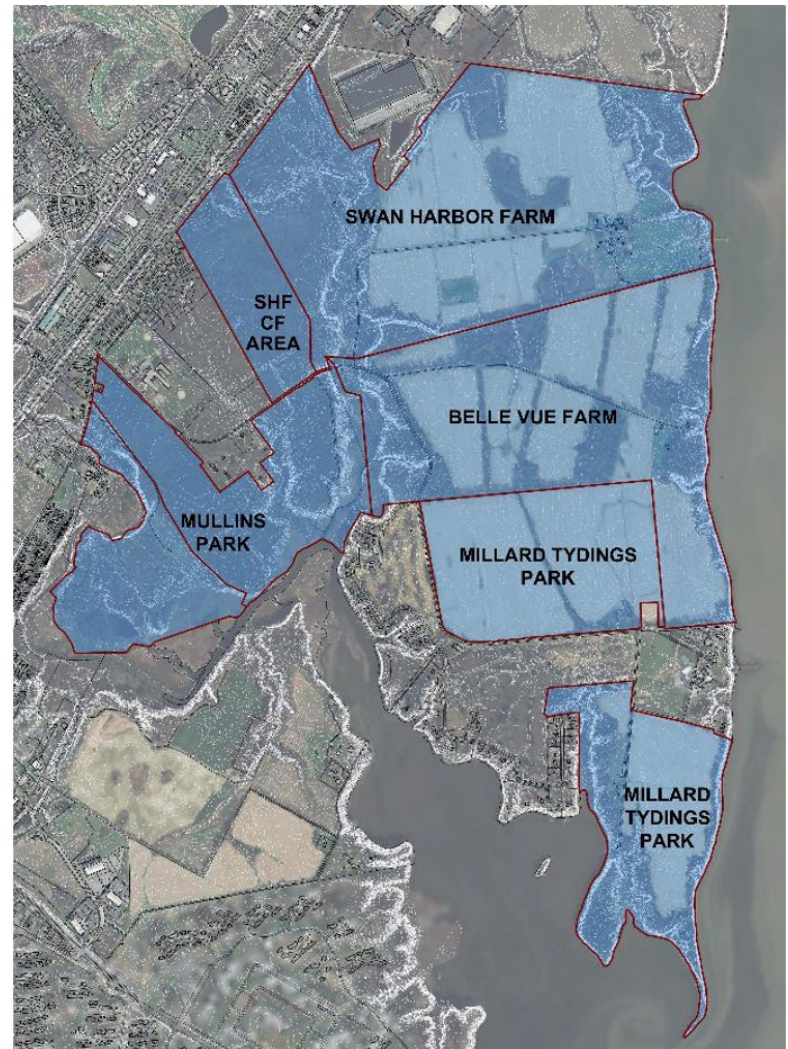
Washington Rochambeau Revolutionary Route National Park Service

Future Oakington Peninsula Park System

South and adjacent to Havre de Grace

Connected through Clark Road Trail

Access to 1,430 acres and 2.5 miles of
shoreline



Report prepared by Site Resources, Inc. for Harford County Parks and Recreation





OAKINGTON PENINSULA PARK SYSTEM

The Environmental, Scenic, Historic and Agrarian Value of Harford County's Conservation Jewel

700+ ACRES OF CHESAPEAKE BAY CRITICAL AREA

Preserving water quality of the bay as well as the wildlife habitat along the shoreline by reducing runoff pollution and associated impacts

4 MARYLAND "BIG TREES"

Belle Vue Farm: American Holly (*Ilex opaca*),
American Sycamore (*Platanus occidentalis*)
Swan Harbor Farm: American Sycamore,
Kentucky Coffeetree (*Gymnocladus dioica*)

500+ ACRES OF FOREST

Forest cover varies from young wetland forests to mature upland forest and multiple variations of community types and compositions. Native tree species include white oak, chestnut oak, southern red oak, American beech, tulip poplar, black cherry, pignut hickory, American holly, black gum, red maple, American sycamore, American sweetgum, pin oak, pawpaw, sassafras, black willow

210+ ACRES OF WETLANDS

Tidal wetlands: Over 170 combined acres
Non-tidal wetlands: Over 40 combined acres

2 WETLANDS OF SPECIAL STATE CONCERN (WOSSC)

Gashey Creek and Oakington Shores were designated as WOSSC due to historic and/or current records of rare, threatened, endangered (RTE) species or unique habitat

4 RARE, THREATENED AND ENDANGERED (RTE) SPECIES

Plants: Maryland Bur-marigold (*Bidens bidentoides*), Parker's Pipewort (*Eriocaulon parkeri*)
Fish: Maryland Darter (*Etheostoma sellare*), American Brook Lamprey (*Lethenteron appendix*)

260+ BIRD SPECIES & FOREST INTERIOR DWELLING BIRDS

Four eBird "hot spots": Swan Harbor Farm Park (275 species), Oakington (175 species), Mullins Park (167 species), and Battery Island (142 species), including American Bald Eagles, migrating waterfowl and migrating shorebirds
Forest interior dwelling species include red-shouldered hawk, barred owl, ovenbird, parula warbler, Acadian flycatcher, red-eyed vireo, pileated woodpecker, hairy woodpecker, wood thrush, and scarlet tanager.

2+ MILES OF CHESAPEAKE BAY SHORELINE

Nearly 2.3 combined miles of shoreline overlooking the Bay, adjoining water routes of 3 National Historic Trails, offering views to nearby islands

FIRST ALL-WATER NATIONAL HISTORIC TRAIL

National Park Service's Captain John Smith Chesapeake National Historic Trail
(In addition to two other National Historic Trails: the Star-Spangled Banner National Historic Trail's land and water routes, and the Washington-Rochambeau Revolutionary Route's land and water routes)

NATIONAL UNDERGROUND RAILROAD NETWORK TO FREEDOM

Eliza Parker's Escape Site at Belle Vue Farm: "Eliza Howard, her mother and siblings fled to freedom from this farm in 1846-1847. Eliza and husband John Parker established a new home in Pennsylvania where the battle of the Christiana Resistance ensued on September 11, 1851."

HISTORICAL PROPERTIES & STRUCTURES

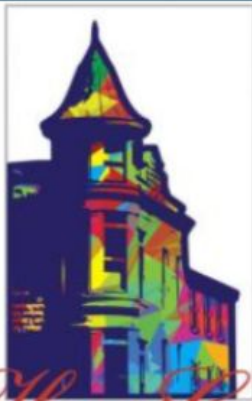
Swan Harbor Farm and its primary structure & Belle Vue Farm and its primary structure and numerous outbuildings are included in the Maryland Inventory of Historical Properties

400+ YEARS OF AGRICULTURAL HISTORY

The buildings and grounds of current-day Swan Harbor Farm, Belle Vue Farm, Millard Tydings Park and other adjoining properties were all included on the C.P. Hauducoeur's 1799 Map of the Head of the Chesapeake Bay and Susquehanna River. These farms were originally settled in the early 1600s.

Arts & Entertainment





Havre de Grace

ARTS & ENTERTAINMENT
DISTRICT



HAVRE DE GRACE COLLECTIVE

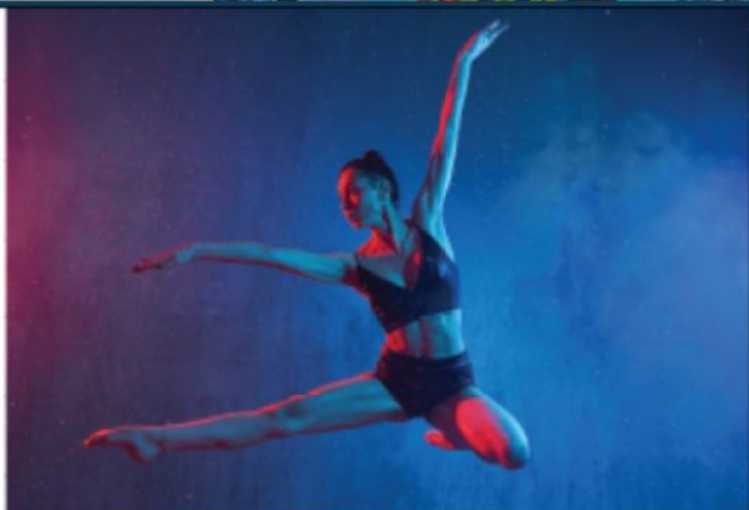


HARFORD COUNTY INTERNATIONAL
PLEIN AIR ART FESTIVAL
OPENING RECEPTION
OCTOBER 11
2-5 P.M.



Sports • Theatre • Arts • Recreation

(former Havre de Grace High School)
700 Congress Avenue
410.939.1800





City of Havre de Grace
**Department of Economic
Development & Tourism**

https://havredegracemd.gov/app/uploads/2023/03/PublicCopyMarch2023DataReport-_-City-of-HdG-Econ-Dept-Tourism-1.pdf

Department of Economic Development

March 2023 Data Report

Aug 2022 - Feb 2023

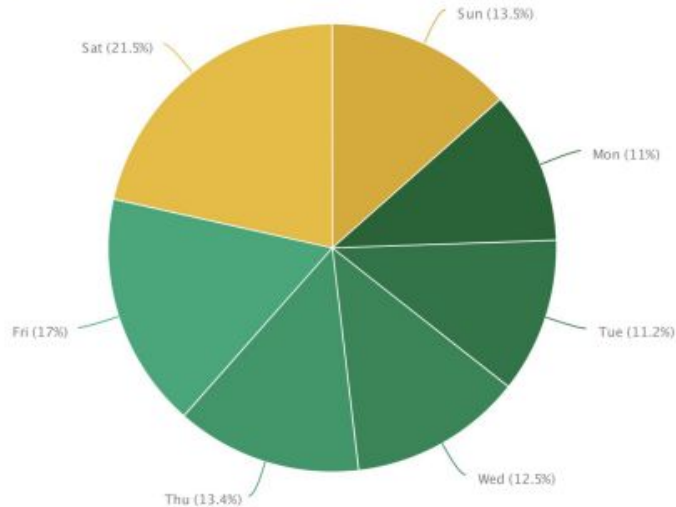
Prepared by: City of Havre de Grace, Department of Economic Development & Tourism and Harford Digital Marketing Solutions

Address: 711 Pennington Ave
Havre de Grace, Maryland 21078

DOWNTOWN TRAFFIC BY DAY

Weekdays vs. Weekends

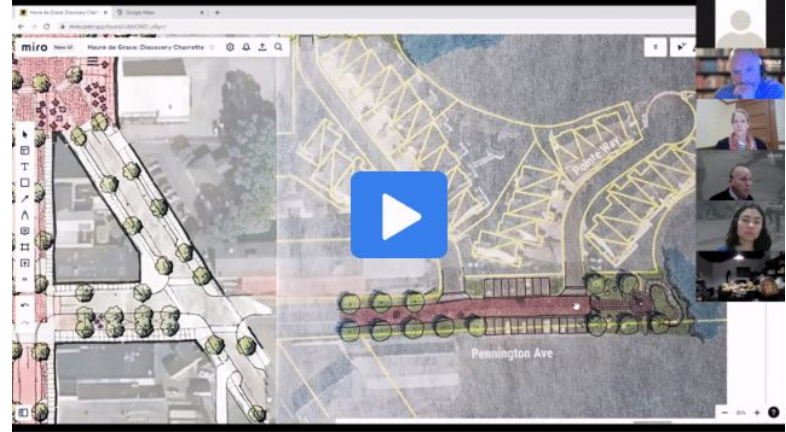
Downtown traffic is surprisingly consistent throughout the week, the average Saturday receives 21.5% percent of total traffic, not as weekend-heavy as might have been expected. There is a weekday client base for downtown businesses to target, and hopefully an incentive for more restaurants and businesses to open during the workweek.



**TRAFx data counts pedestrian traffic, counting a pass to and from as a single pedestrian. Sample period is August 2022 - January 2023*

Havre de Grace Business Beat

Issue 9 • Q4 2023



The Living Shoreline Project

Mayor Bill Martin outlines the comprehensive extension of our Living Shoreline, starting on Water Street, in his February 7 City Council presentation:



Designations/Incentives



Havre de Grace is open for business!

INNOVATION HUB

Designated Enterprise Zone

Designated Opportunity Zone

HUB Zone

National Main Street District

Maryland Arts & Entertainment District

Maryland Sustainable Community

Where do we place our energy and resources?

US 40/ Commercial



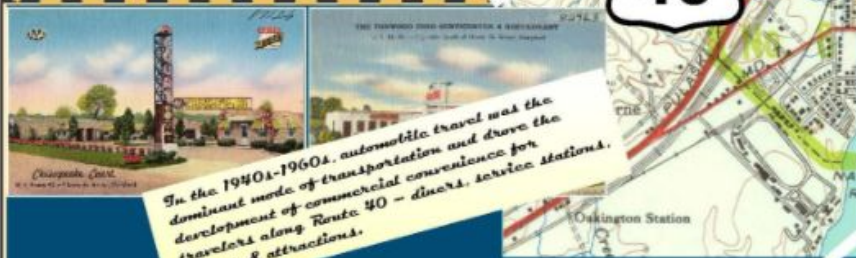
**BLenheim RUN UNDER
CONSTRUCTION**



RE-IMAGINING



USING THE CONCEPT OF COMPLETE STREETS



In the 1940s-1960s, automobile travel was the dominant mode of transportation and drove the development of commercial convenience for travelers along Route 40 - diners, service stations, motels, & attractions.

Economic Vitality through Transit

 Transportation improvements can create economic growth by creating desirable, healthy communities that support walking, bicycling and transit usage while supporting local businesses.

Benefits of Complete Streets

						
AESTHETIC DESIGN	PEDESTRIAN & BICYCLE SAFETY	MULTI-MODAL DESIGN	INVESTMENT OPPORTUNITIES	PROMOTES TOURISM		
Low Profile Signage Attractive Buildings Landscape Plantings	Pedestrian Refuge Islands Road Diet Bike Lanes Sidewalks	Special Bus Lanes Access to Employment Transit for people without vehicles Accessibility for all	Revitalize Development Higher Real Estate Values Supports Business Climate	Community Safety Lighting Improvements Personal Investment		

What is a ROAD DIET?
A traffic-calming measure which increases the safety of all roadway users.



BEFORE

AFTER

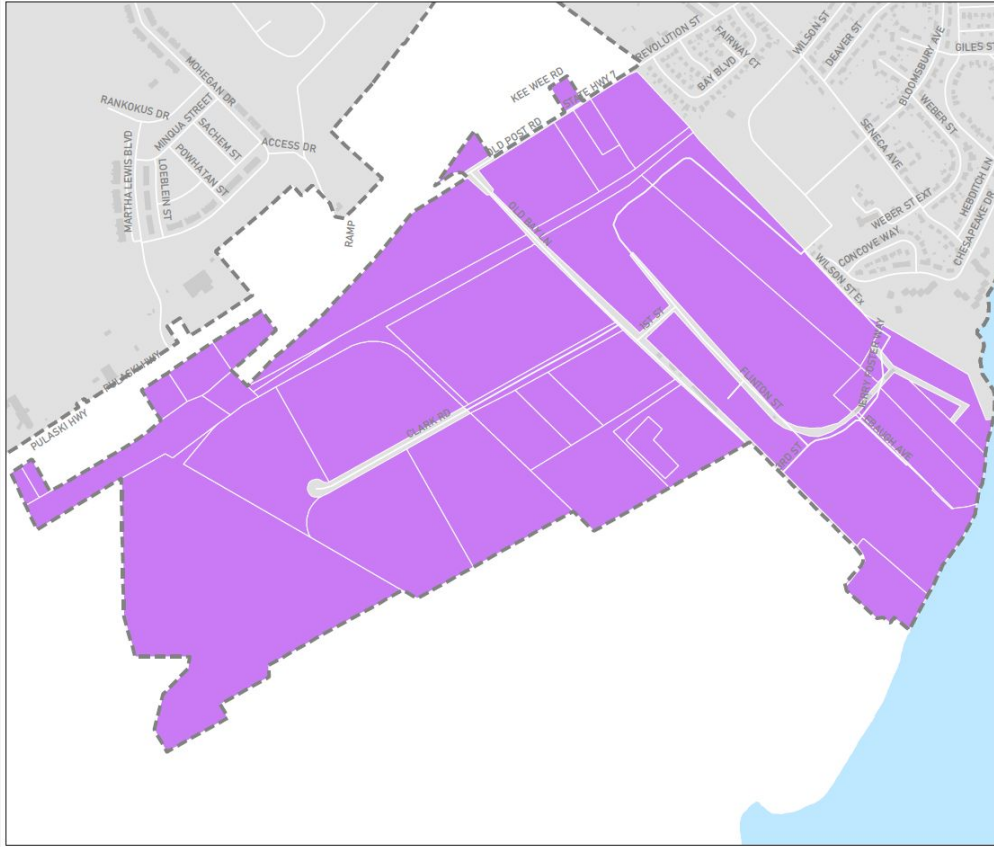
COMPLETE STREETS STUDY OF ROUTE 40

 **BALTIMORE METROPOLITAN COUNCIL**

MARCH 2022

The Baltimore Metropolitan Council (BMC) is actively developing a multi-modal concept plan for a 5.1 mile segment of US 40 (Pulaski Highway) in Harford County, Maryland between Havre de Grace and Aberdeen. The primary goals include: develop a multimodal concept plan that can guide the development of a cohesive and low stress facility, evaluate options for the separation of multimodal facilities from motor vehicle traffic, create typical cross sections, identify the relationship of the concept plan with other modes of travel, develop an implementation and maintenance strategy, and identify funding opportunities and wayfinding/branding strategies.

Manufacturing and Industry



Chesapeake Industrial Park:

Dunlop Footwear
Plastipak
Acer Exhibits & Events
Smuckers
EFC
TruRoots
Elite Comfort Solutions

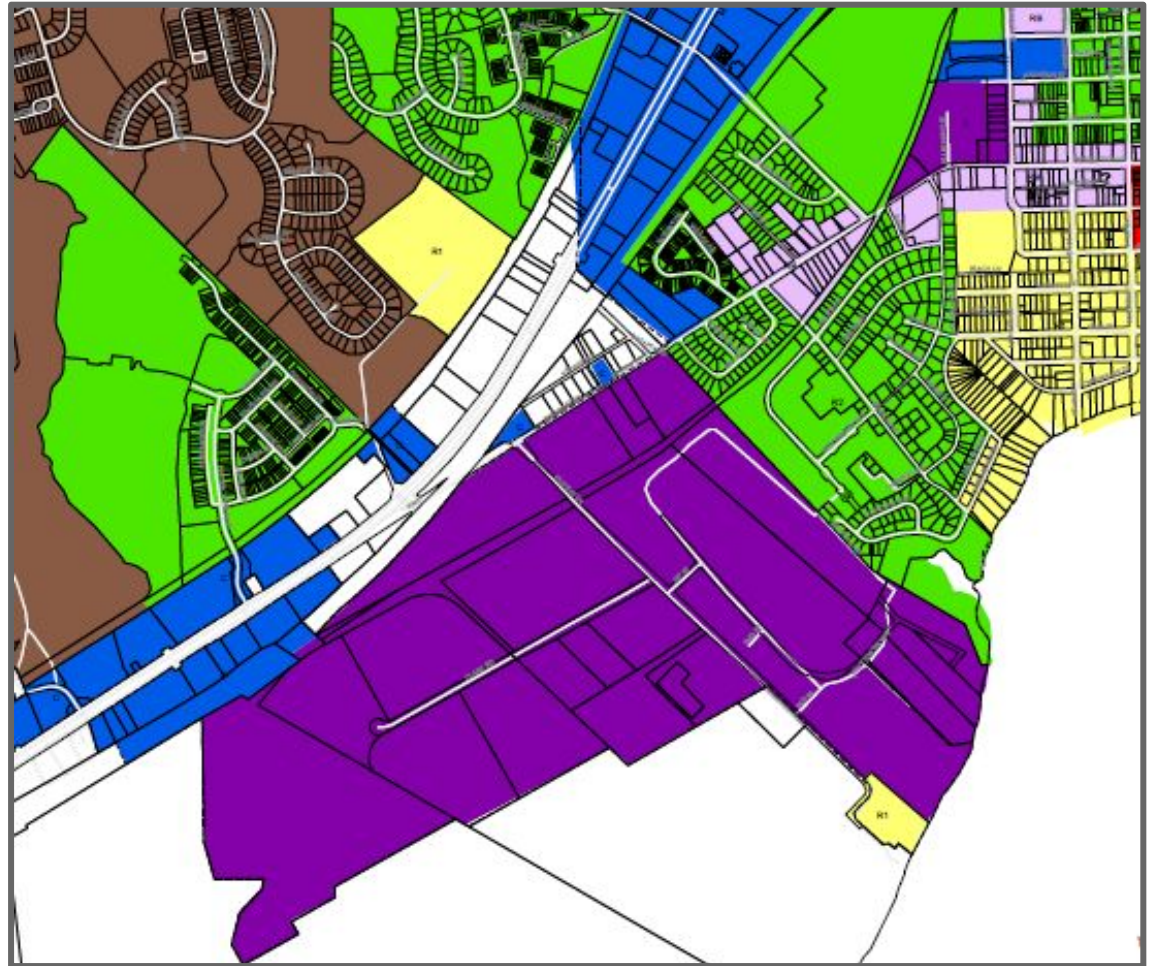
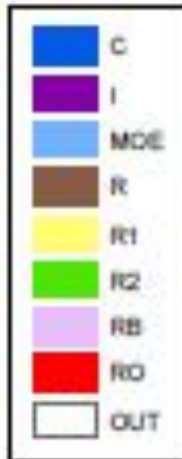
Others on Revolution, Juniata:

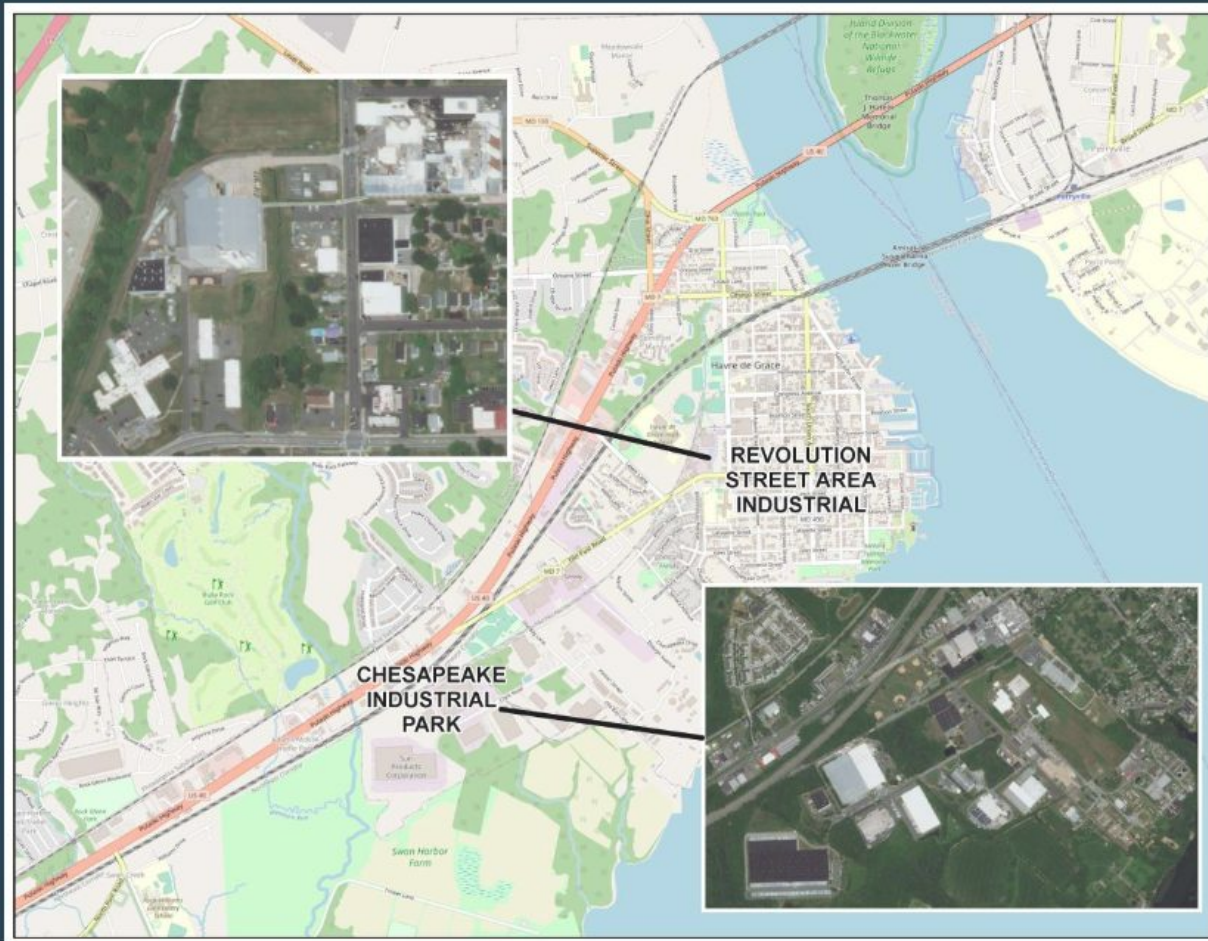
Evonik
Solvay
Pepsi

Industrial Zoning

Recently separated
zoning classification from
C, Commercial

[August 2023]





Havre de Grace is host to industries along Revolution Street, like Solvay and Evonik, as well as in the Chesapeake Industrial Park located off of Old Bay Lane.





Maryland National Guard Complex *



Havre de Grace Readiness Center – 53,000 SF LEED-Silver facility (\$16.5 M)
Combined Support Maintenance Shop – 62,000 SF plus 6K Storage (\$35.5 M)

* Physically located in industrial park but not part of tax or employment base

Mixed Office Employment (MOE)

Undeveloped land near
MD 155/I-95 interchange

Gateway from I-95

Zoning designation, MOE
subject to change

MOE

RB

R2

Article VIII MOE Mixed Office Employment Center

§205-29 Purpose.

The purpose of this article is to promote major economic development opportunities, including but not limited to corporate offices, research and development facilities and high-tech services, which have a positive effect on the City's economic tax base and employment opportunities through encouraging a campus-like development that has a compatible mixture of employment, office, commercial, recreational, civic and/or cultural uses which are integrated and developed under an overall master plan with limited retail. Retail uses within the MOE District are primarily intended to serve those individuals employed within the MOE District. Development within the MOE District shall incorporate a pedestrian precinct, as defined herein, to promote a pedestrian friendly environment allowing non-vehicular movement within the development linking all uses and promoting the principles of smart growth. This article is designed to require that office and institutional/recreational uses are built prior to or simultaneously with retail uses.



Proximity to APG

Aberdeen Proving Ground federal base, 5 miles away

More than 21,000 military, civilian, and contractor employees

October 20, 1917 to present – oldest U.S. Army active proving ground

Harford County's largest employer and one of largest employers in the State

Approximately 72,500 acres





Department of Defense

APG: *PROVING IT EVERY DAY*

An Extraordinary team putting People First,
Connected with the community, and Ready
for the battlefield of tomorrow



Army Alliance – APG

ABOUT US

OUR DEFENSE COMMUNITY

NEWS AND EVENTS

RESOURCES

SPONSOR ARMY ALLIANCE



SEARCH...



<https://apg-cssc.com/list.aspx>

Army Alliance is a non-profit civic organization advocating for the well-being of the programs, people, and missions of Aberdeen Proving Ground.

– From the opening statement of the report

Patriot Sponsor:



Granting Agency:



Community Sponsors:



Four-Star Sponsors:



ARMY ALLIANCE ANNUAL REPORT

2023



Thank you!

