

APPENDIX B. CERTIFIED HERITAGE AREA AND TARGET INVESTMENT ZONES

I.D CERTIFIED HERITAGE AREA BOUNDARY

The Certified Heritage Area (CHA) boundary for the Annapolis, London Town, and South County Heritage Area is the same as the boundary approved in 1997 when the area was designated as a Recognized Heritage Area (RHA) by the Maryland Heritage Areas Authority (MHAA). This boundary includes the Chesapeake Bay to the east, U.S. 50-301 to the north and northwest, Solomons Island Road (MD Route 2) to the west, and the Calvert County line to the south (Figure B-1). In addition, a small portion of the heritage area that includes Sandy Point State Park extends north of U.S. 50-301 to the Chesapeake Bay.

The MHAA requires that a CHA address four issues to be qualified for certification. It was decided that the boundary of the CHA should be the same as the boundary of the RHA for the following reasons:

- 1. The area within the CHA contains a significantly high concentration of historical, cultural, and natural resources which are attracting or have considerable potential in attracting tourists.***

The heritage area contains a rich diversity of resources ranging from the historic urban core of Annapolis with its major attractions to the historic sites, pastoral landscapes, parks, and villages of Anne Arundel County. Furthermore, the boundary focuses on a major natural and cultural resource that is at the heart of the area's heritage: the Chesapeake Bay and its tidal rivers and creeks. Contracting the boundary would eliminate sites and resources that contribute to telling the story of the area's diverse heritage (e.g., watermen's villages in South County) and/or are established or potential visitor destinations (e.g., Sandy Point State Park). Expanding the boundary is problematic because the area is already quite large and adding additional territory would tend to diffuse its focus on the Chesapeake Bay. The current boundary almost entirely follows natural or manmade "edges" (the shoreline of the Bay, regional highways, the County line) that are easily recognizable and have regional significance. In South County, Solomons Island Road roughly corresponds to the watershed divide between the Chesapeake Bay to the east and the Patuxent River to the west.

The resources within the heritage area are currently attracting and have high potential to attract more heritage tourists. Annapolis is an established visitor

destination, while London Town visitation is increasing as an ambitious improvement program is put in place. Under-appreciated sites and resources are located throughout the area and will benefit from a program that seeks to link and deepen their interpretation.

During preparation of the Management Plan, some residents expressed interest in expanding the boundary of the heritage area in South County west to the Patuxent River. This area contains a high concentration of agricultural lands, natural resources, scenic roadways, historic sites, and other resources that are representative of Anne Arundel County's rural heritage. In keeping with the factors identified above and the need to focus initial management energies, it was decided not to expand the boundary at the present time. However, it is recommended that the Annapolis, London Town, and South County Coordinating Council review the boundary on an annual basis to determine whether it should be revised. A future expansion of the boundary could be adopted as an addendum to the Management Plan. In the interim, decision-makers should keep in mind that many of the plan strategies – for example, those related to stewardship – apply to the area west as well as east of Solomons Island Road. Moreover, the Plan recommends that interpretive linkages not be limited to the heritage area, but be extended to sites outside of the heritage area within Anne Arundel County as well (following the lead of the current “Passport to History” program).

2. The incentives available through the Maryland Heritage Preservation and Tourism Areas Program must be capable of increasing tourism within the CHA to produce measurable preservation and economic development.

Incentives available throughout the CHA include:

- grants from the Maryland Heritage Areas Financing Fund for planning, design, interpretation (including exhibits, materials, or other appropriate products to further educational and recreational objectives), marketing, and programming, and to encourage revitalization and reinvestment in the CHA; and
- broad program support from state government. State agencies must prepare program statements detailing agency actions that provide support for compatible planning, development, use, regulation, and other activities.

Chapter 5.0 of the Management Plan quantifies the projected economic benefits if the plan of priority actions presented in Chapter 4.0 is fully implemented. A number of the critical actions involve planning, design, interpretation, marketing, and programming, in particular to better link and present sites throughout the heritage area. Examples include development and implementation of coordinated interpretive themes and programs, an enhanced marketing program, and an area-wide wayfinding signage program. State program support can facilitate other actions (e.g., through capital programming of key transportation improvements) and help carry out preservation,

stewardship, and revitalization strategies identified in Appendix A (e.g., through funding of Rural Legacy applications; Neighborhood Business Development Program designation and support for Mayo Road and Deale).

3. *The boundary of the CHA overlaps with other local, state, and federal “revitalization” designations.*

Relevant “revitalization” designations in the Anne Arundel County portion of the heritage area are shown in Figure B-2. These designations include:

- County-designated Revitalization Areas – Mayo Road Corridor, Deale/Churchton Business Corridor
- Maryland Neighborhood Business Development Program Revitalization Areas – Mayo Road Corridor, Deale/Churchton Business Corridor (proposed)
- South County Rural Legacy Area

Commercial Revitalization Areas are described in the County’s 1997 *General Development Plan* as “existing commercial areas that serve communities and....where public and private improvements can enhance building and parking, landscaping, streetscaping, and signage.” The County has recognized seven such areas that are proposed for eligibility in the State’s Neighborhood Business Development Program. Two of the areas – the Mayo Road Corridor and the Deale-Churchton Business Corridor – are located in the Annapolis, London Town, and South County Heritage Area.

The concepts for the designated revitalization areas are currently being refined through small area plans under preparation as part of implementation of the *General Development Plan*. Both areas are being targeted for a combination of public improvements and private sector investment. Applications will be made to the State of Maryland for Neighborhood Business Development Program designation of both areas.

Maryland’s Rural Legacy Program provides funding for the acquisition of land or easements in designated “Rural Legacy Areas” containing significant scenic, natural, and/or cultural resources. In 1999 Anne Arundel County applied for and obtained a rural legacy designation and funding for part of South County, including a portion of the heritage area. The Rural Legacy Program has great potential to contribute to land stewardship strategies for the heritage area. The Management Plan recommends that additional portions of the heritage area be considered for future designation.

Relevant revitalization designations in Annapolis are shown in Figure B-3. These designations include:

- National Register District
- Annapolis Historic District
- Eastport Residential Conservation Overlay District

- Maritime Zoning Districts
- West Street Revitalization Area

The Annapolis Historic District is an established heritage tourism destination for which preservation and economic development strategies have been in place for many years. The Historic District regulations and conservation district regulations adopted by the City for residential and commercial parts of the downtown have helped to protect the integrity of Annapolis’ historic core. The City has also pursued and will continue to pursue infrastructure improvement and economic development strategies to enhance the vitality of the downtown. Implementation of the heritage tourism development strategies contained in the Management Plan will serve to reinforce the City’s efforts.

“Carrying capacity,” or the ability of a constrained infrastructure to support pedestrian and vehicular traffic and parking, is an important issue for Annapolis’ historic district. An important component of the heritage tourism strategy is to not increase significantly the *number* of tourists, but rather to promote a shift in the *type* of tourists to those who wish to stay longer to experience the area’s heritage and are willing to spend more money. In addition, the new Capital City Visitors Center and associated transportation management strategies are designed to ameliorate carrying capacity problems.

The Eastport Residential Conservation Overlay District establishes design standards to protect the traditional building patterns and urban design of the village of Eastport, located across Spa Creek from the Annapolis Historic District. In addition, the City has enacted maritime zoning districts for waterfront areas to protect water-related uses and views of the water.

Inner West Street from the new circle at Spa and Taylor Streets to Church Circle has been a major focus of economic revitalization strategies for the City of Annapolis. The heritage tourism development strategies proposed by the Management Plan have great potential to foster new business activities in this designated revitalization area.

4. Local governments and private interests must be prepared to commit resources to preservation and tourism development within the CHA.

Anne Arundel County and the City of Annapolis have a long-standing commitment to preservation and tourism development through their respective planning and economic development departments. Many private organizations, institutions, and business interests are similarly committed to these activities. Examples include the work of the Annapolis and Anne Arundel County Conference and Visitors Bureau in promoting visitation; Historic Annapolis Foundation (HAF), London Town Foundation, and other private organizations in preserving and interpreting historic sites and resources; and tour companies in interpreting Annapolis’ historic resources for visitors. Many of the heritage preservation organizations receive financial support from the Cultural Arts Foundation of Anne Arundel County.

Both Annapolis and Anne Arundel County have a strong record of commitment to preservation and development activities, including those within the CHA. Examples include the commitment made by the County to the development of an Archeology Learning Center and other improvements at London Town and the streetscape improvements to historic Main Street implemented by the City.

Implementation of the Management Plan will build on this existing organizational infrastructure to further promote preservation and tourism development within the CHA. As described in Section 4.2, it is proposed that the Annapolis, London Town, and South County Heritage Area Coordinating Council be formed with the express mission of promoting heritage tourism development and resource preservation in accordance with the provisions of the Management Plan. The Council will build on the considerable time and resources already committed by the Annapolis, London Town, and South County Heritage Area Steering Committee in securing Recognized Heritage Area status and in developing the Management Plan.

5. The boundary is configured to facilitate the collection of required performance measurement data.

The State has identified performance measures to be used to evaluate the success of the heritage area in achieving the goals of the Maryland Heritage Preservation and Tourism Areas Program. Data for these performance measures is to be collected by either the State Department of Housing and Community Development (DCHD) or the local heritage area management entity and reported to the Maryland Heritage Areas Authority. Performance measure data to be collected by the DCHD include:

- Employment – total number of jobs
- Accommodations – hotel/motel tax collected
- Visitation – admission and amusement tax collected
- Purchases – restaurant meals, retail establishments
- Construction Activity – certified rehabilitations completed, total certified rehabilitation expenditures
- Businesses Created

Performance measure data to be collected by the management entity (i.e., the Annapolis, London Town, and South County Heritage Area Coordinating Council) include:

- Accommodations – length of stay
- Visitation – total museum visits, total visits to other anchor attractions
- Construction Activity – building permits issued, total construction expenditure
- Interpretation – new or improved exhibits
- Protections – listed structures, protected open space acreage

The proposed boundary is configured to facilitate collection of these data. It has been drawn to include a large proportion of the area within which the impacts to be measured will occur. Although some impacts will occur outside of the boundary (e.g., in Parole), extending the boundary to include these areas would tend to diffuse the heritage area's interpretive message and the focus of the Management Plan on a set of realistic actions. As drawn, the boundary supports use of readily available City, County, and private data sources that utilize the same general area.

2.0 TARGET INVESTMENT ZONES

2.1 Introduction

According to the Maryland Heritage Preservation and Tourism Areas Program, "target investment zones" are the specific priority areas within the Certified Heritage Area in which significant private investment is desired. The following program incentives are limited to target investment zones:

- Grants or loans for acquisition, development, preservation, or restoration.
- Loans for economic development projects from the proceeds of revenue bonds sold by the Maryland Heritage Areas Authority.
- The Heritage Preservation Tax Credit for structures that are not listed in the National Register of Historic Places, designated as a historic property under local law, or located in a listed historic district.

According to the state program guidelines, the criteria for designating target investment zones are as follows:

- The area within the zones must have extremely high potential to leverage private investments and expenditures.
- The incentives available through the state program must be capable of assisting in leveraging private investment to produce measurable preservation and economic development through tourism in the zones.
- The boundary for the zones should overlap to the optimal extent with other local, state, and federal "revitalization" designations.
- Local governments and interests must be prepared to commit resources to economic development within the zones.
- The proposed boundaries should be configured to facilitate the collection of performance measurement data.

In addition, the target investment zones should encompass the projects proposed in the action plan. Based upon these criteria and current planning initiatives and policies of the City of Annapolis and Anne Arundel County, four target investment zones have been identified. These zones are:

- Annapolis/West Street
- Eastport
- Mayo Road/London Town
- Deale

Sections 2.2 to 2.5 describes these zones in terms of four of the five the designation criteria. The fifth criterion, configuration of the proposed boundaries to facilitate the collection of performance measurement data, is addressed in Section 2.6.

2.2 Annapolis/West Street

This zone encompasses the historic core of Annapolis (Figure B-4).

2.2.1 Potential to Leverage Private Investment and Expenditures

Development activity completed in this zone during the last five years has included renovation of properties for new commercial enterprises and expansion of existing businesses. West Street between Church Circle and Calvert Street has been a particular focus of activity (e.g., establishment of a microbrewery, restaurant, and concert venue – Fordham Brewing Company and Ram’s Head On Stage – at 33 West Street). Private sector development projects planned or under construction (as of January 2000) include:

- 136-138 Main Street, ground floor retail and two second floor apartments (renovation and new construction).
- 176 Main Street, ground floor retail and three second floor apartments (renovation and new construction).
- The Village at Annapolis, a mixed-use PUD proposed on the site of the Anne Arundel Medical Center in downtown Annapolis.
- 35 West Street, new restaurant/bar.
- 44 West Street, new construction of office space to rear of existing office building
- 67 West Street, renovation for retail and office.
- West Gate Hotel, a 125-room hotel on West Street.
- The West Gate Building, a proposed office, retail, and parking development on West Street east of the new West Gate Circle.
- Parks Place, a mixed-use Planned Unit Development (PUD) at the intersection of Taylor and West Street.

Public development projects include two new capital facilities (the Capital City Visitors Center and Historic Annapolis Foundation (HAF) museum); three projects to improve existing historic sites (Maynard-Burgess House, Charles Carroll House, and Banneker-Douglass museum); and a series of public infrastructure improvements. These projects are briefly described as follows:

Capital City Visitors Center: Please refer to Section 4.1.2 of the Management Plan.

HAF Museum: Please refer to Section 4.1.2 of the Management Plan.

Maynard-Burgess House: The Maynard-Burgess House is an important historic tribute to the aspirations of the free black population of Annapolis in the 1800's. Currently owned by the City of Annapolis with Historic Annapolis Foundation as the designated restoration agent, the property is slated for restoration as a house museum depicting 19th century African-American life in Annapolis. Current funding commitments include \$150,000 from state appropriations and \$40,000 from a Maryland Historical Trust capital grant. It is estimated that it will take at least \$50,000 in additional funding to complete the project.

Charles Carroll House: The Charles Carroll House is conducting a major fundraising campaign to raise \$10 million. This figure includes \$6 million for a variety of physical improvements including restoration of the historic house and gardens, archeological investigations, and enhanced visitor access and orientation facilities, and \$4 million for a permanent endowment fund. A master plan for the improvements is under development. Water access to the site in cooperation with water tour operators is also being considered. Charles Carroll House of Annapolis, Inc. is exploring a variety of private and public sources, including State of Maryland funding, to finance the proposed improvements.

Banneker-Douglass Museum: Operated by the State of Maryland, the Banneker-Douglass Museum focuses on African American history and culture. Current plans for the museum call for renovation of 8,500 square feet and a 10,000 square-foot addition. The project has been funded by state appropriation and is in the bid process as of 1/1/2000.

Transportation Infrastructure Improvements in Support of the Capital City Visitors Center: Please refer to Section 4.1.4 of the Management Plan.

Inner West Street Transportation Improvements: The City of Annapolis is currently developing plans for coordinated transit, shuttle, and parking to serve Inner West Street. Projects under consideration include a multi-modal transit center, a parking facility, and shuttle service to connect to the downtown. Project costs and funding sources will be determined by more detailed project planning.

Inner West Street Streetscape Improvements: In 1999, the City completed West Gate Circle, an \$8 million roadway improvement project at the intersection of West Street, Spa Road, and Taylor Avenue. This circle is designed to facilitate traffic flow and establish a "gateway" entrance to downtown Annapolis. To further spur revitalization of Inner West Street, the City is planning a five-year capital program install streetscape improvements from the traffic circle at the upgraded intersection to Church Circle. Estimated at \$10.5 million, funding for this program is slated to come from the City with some contributions by Anne Arundel County.

City Dock Improvements: City Dock is an important site for Annapolis' maritime heritage. Much of the dock is currently occupied by parking. The *1998 Annapolis Comprehensive Plan* recommends implementation of urban design improvements in

the short term to improve the physical environment of City Dock and, over the long term, to reduce the amount of parking and establish more of a public gathering space if suitable replacement parking can be identified. In addition, structural problems associated with the dock's support infrastructure have been identified. While cost estimates need to be developed as part of detailed project planning, a preliminary range of \$5 to \$10 million has been identified.

The above represent a broad mix of private and public sector projects in various stages of development. Implementation of some of the projects is well underway; others, such as the Capital Center Visitors Center, HAF Museum, and Transit Center, are still in the feasibility planning stage. The “synergy” created by these projects in combination with existing historic sites and resources and private businesses is expected to improve the climate for private investment. Specific development goals for the Annapolis Target Investment Zone include:

- ***Promote infill development on vacant or underutilized properties along Inner West Street.*** A good example with implications for the heritage tourism market is the proposed West Gate Hotel.
- ***Promote reuse and rehabilitation of surviving domestically scaled properties along Inner West Street.*** This could include uses such as specialty shops and restaurants that relate to the heritage tourism market.
- ***Promote additional development of bed and breakfasts, consistent with zoning regulations.***
- ***Promote use of upper floors of historic buildings along Main Street, a long-standing objective of the City.*** While such uses would not necessarily be related to heritage tourism, they would provide impetus for maintaining historic properties in good properties and contribute to the overall ambience of Annapolis as a livable city for residents and attractive destination for heritage tourists.
- ***Promote rehabilitation of rental properties along Duke of Gloucester Street.*** Similar to the use of upper floors of Main Street historic buildings, rehabilitation of these properties will reveal past land use patterns and architectural styles and contribute to maintaining the historic ambience of Annapolis.

2.2.2 Application of Incentives to Leverage Private Investment

The incentives available through the Maryland Heritage Preservation and Tourism Areas Program will help to assist public and private development activities and leverage private investment in the Annapolis Target Investment Zone. Grants or loans from the Maryland Heritage Areas Authority Financing Fund can be used to help fund specific development projects. Buildings located in the Annapolis Historic District and/or the Annapolis National Register Historic District are considered listed or designated structures that are eligible for the Heritage Preservation Tax Credit. In addition, several properties along West Street are either non-listed, non-

designated or non-historic structures as defined by the state program guidelines and thus are also eligible for the Tax Credit (see Section 2.2.3 below).

2.2.3 Overlap with Local, State, and Federal Revitalization Designations

As noted, the Annapolis Target Investment Zone corresponds to the Annapolis Historic District, the Annapolis National Register Historic District, and the West Street Revitalization Area (see discussion in Section 1.0 above). As a result, the great majority of buildings in the zone (over 95 percent) are listed or designated historic structures. A small number of buildings along West Street fall outside of the Annapolis National Register District and are considered to be ***non-listed, non-designated historic structures*** by virtue of being eligible for listing in the National Register of Historic Buildings. These buildings include:

- 196 West Street
- 198 West Street
- 200 West Street
- 202-204 West Street (Lighthouse Shelter)
- 209 West Street (The Livery)

In addition, West Street contains some older ***non-historic structures*** whose rehabilitation could potentially enhance heritage area character and the visitor experience. These predominantly commercial structures will need to be evaluated on a case by case basis to determine the nature of the proposed use and improvements and their contribution to the heritage area.

2.2.4 Local Government/Private Commitment of Resources

The summary of development activity presented in Section 2.2.1 above provides a good sampling of the kinds of resource commitments the City of Annapolis and private interests have made and are planning to make to support economic development within the Annapolis Target Investment Zone. Other public investment projects have included the \$5 million Main Street reconstruction and streetscape improvement completed in 1995, the improvement to the Prince George's Street end park (to accommodate a pedestrian connection to the U.S. Naval Academy), and the Anne Arundel County Courthouse restoration and addition. Additional examples include City, County, and private support for the tourism development activities of the Annapolis and Anne Arundel County Conference and Visitors Bureau and the work of the City's Economic Development Office in promoting business retention and new business development in the zone.

2.3 Eastport

This zone covers the village of Eastport, located across Spa Creek from the Annapolis Historic District (Figure B-5).

2.3.1 Potential to Leverage Private Investment and Expenditures

Development activity during the last five years in this zone has included:

- Renovations to three bed and breakfasts.
- Large-scale upgrading of one existing restaurant and establishment of two new restaurants in existing buildings.
- Expansions to two existing maritime businesses and establishment of several new marine-related facilities.
- Residential projects.

Private sector development projects planned or under construction (as of January 2000) include three residences on Bay Ridge Avenue, two residences at Adams Street and Bay Ridge, one residence on State Street, and a number of additions to existing residences.

Public development projects include a publicly accessible waterfront walkway along Spa Creek, streetscape improvements along Sixth Street from Spa Creek to Chesapeake Avenue, and implementation of a parking management strategy.

Spa Creek Waterfront Walkway: The 1998 Annapolis Comprehensive Plan recommends development of a publicly accessible waterfront walkway from City Dock across the Compromise Street bridge over Spa Creek to and along the Eastport waterfront. Such a walkway would support the heritage area interpretive themes and objective of providing access to the water. Because most of the waterfront is privately owned, an implementation strategy will need to be developed in cooperation with property owners to bring this idea to fruition.

Sixth Street Streetscape Improvements: Sixth Street from the Compromise Street bridge over Spa Creek to Chesapeake Avenue is the primary “gateway” connecting Eastport to downtown Annapolis. Streetscape improvements have been considered by the City to improve the visual image of this corridor and to enhance the pedestrian experience, but have not been implemented. The City estimates that these improvements could cost approximately \$200,000.

Parking Management Strategy: Currently there is no public off-street parking available in Eastport. Past planning studies have recommended that this situation be monitored to determine the need for off-street lots and/or on-street, angled parking spaces with meters to serve commercial uses along Severn Avenue and Fourth Street, possibly combined with a residential parking permit program. Development and implementation of a parking management strategy is recommended to ensure that adequate parking for Eastport residents and visitors is available in the future.

The development goals for the Eastport Target Investment Zone are intended to complement and reinforce the traditional character and scale of this maritime village community. Specific goals include:

- **Promote reuse/rehabilitation of marine sheds/boatyard facilities (e.g., Trumpy boat-building shed).** From a heritage area perspective, these projects could include maritime and retail uses consistent with maritime zoning regulations. One possibility is the staging of boat tours related to heritage themes. In addition, interpretative elements and physical access for the public to the waterfront should be incorporated into projects seeking Heritage Preservation Tax Credits.
- **Promote small-scale development to enhance 4th Street between Severn and Chesapeake Avenues as a “neighborhood center.”** This could include uses such as small specialty shops and galleries that relate to the heritage tourism market.
- **Promote additional development of bed and breakfasts, consistent with zoning regulations.** The City has adopted new bed and breakfast regulations for Eastport.
- **Promote continued rehabilitation of Chesapeake Bay vernacular style residences.** These residences support the village character of Eastport and its contribution to the overall ambience of the heritage area.

2.3.2 Application of Incentives to Leverage Private Investment

A number of buildings in the Eastport Target Investment Zone are considered to be non-listed, non-designated or non-historic structures as defined by the state program guidelines and thus are eligible for the Heritage Preservation Tax Credit (see Section 2.3.3 below). In addition, the Maryland Heritage Areas Authority Financing Fund could be used to help fund specific development projects.

2.3.3 Overlap with Local, State, and Federal Revitalization Designations

As noted, the Eastport Target Investment Zone corresponds to the Eastport Residential Conservation Overlay District and maritime zoning districts bordering Spa and Back Creeks. Eastport is not designated as a historic district. One building, the Chance (also referred to as Trumpy) boat-building shed, is listed on the National Register of Historic Places. Eastport contains numerous older structures that, although not listed on the National Register of Historic Places, contribute to the historic and architectural character of the community. Some of these structures have been identified as being potentially eligible for listing in the National Register of Historic Buildings. These structures include:

- **As part of an Eastport Main Street or Commercial Historic District:** Lewnes Steak House (corner of 4th Street and Severn Avenue); 410, 413, 414, 415, 416, 417, 421, 425, 427 4th Street.
- **Individually or as a small district with only one non-contributing structure:** McNasby’s Seafood, 723 2nd Street; Annapolis Emergency Pumping Station, corner of 2nd Street and Bay Shore Avenue; Barge House Museum, 133 Bay Shore Avenue; 125 Bay Shore Avenue.
- **Eastport Residential District:** Chesapeake Avenue between 1st and 5th Streets (75 percent contributing); 700 and 800 blocks Chesapeake Avenue.

- **Individual sites:** Eastport Marina, 616 3rd Street; 137 Severn Avenue; Sarles Boat & Engine, 808 ½ Boucher Avenue; Williams House/Murphy’s Row, 1-10 Jeremy’s Way.

A number of other structures are not considered eligible for National Register listing but are valuable because of their contributions to the historical and architectural character of the zone. These structures are mostly residences built in the Chesapeake Bay vernacular style, including many “kit” houses or mail-order plan houses like 329 Chesapeake Avenue or 16 Eastern Avenue. In total, it is estimated that approximately 65 percent of the buildings within the zone can be considered to be **non-listed, non-designated structures** in accordance with the state program guidelines.¹

In addition to non-listed, non-designated projects, some buildings in the maritime zones are considered to be **non-historic structures** because of their potential for rehabilitation for heritage-related uses.

2.3.4 Local Government/Private Commitment of Resources

Both the public and private sectors have committed and will continue to commit resources to support economic development and heritage preservation in the Eastport Target Investment Zone. Examples of public investment include City of Annapolis support for the Eastport Barge Museum and Historic Walking Tour; McNasby’s Plant, a watermen’s cooperative owned and rehabilitated by the City with state assistance; and establishment of “street-end” parks with views of Spa and Back Creeks (e.g., at Severn Avenue). Considerable private investment has been made in rehabilitating older residences and in developing water-related and commercial uses along the Spa and Back Creek waterfronts. The City’s Eastport Residential Conservation Overlay District and maritime zoning regulations are designed to ensure that new development occurs in a manner that complements traditional architectural character and land uses.

2.4 Mayo Road/London Town

The Mayo Road/London Town Target Investment Zone includes Mayo Road from Route 2 to London Town Road, Historic London Town and Gardens, and a site on the South River next to the South River Bridge (Figure B-6).

2.4.1 Potential to Leverage Private Investment and Expenditures

Development activity in this zone during the past five years has been quite modest, consisting primarily of scattered improvements to small commercial operations located along Mayo Road. A multi-unit residential townhouse development, fronting on the west side of Mayo Road north of Marlboro Road, is under construction. The

¹ According to the state program guidelines, a non-listed, non-designated structure can contribute to the significance of a Certified Heritage Area if it is either eligible for National Register listing or not significant in and of itself, but “its rehabilitation significantly enhances the overall architectural, historical, or cultural quality of the heritage area and the visitor experience.”

bulk of the development in the area has been larger-scale commercial development located outside of the zone along Route 2. In addition, the area has been affected by the on-going development of South River Colony, a large planned community with both residential and commercial construction. Commercial development along Route 2 and in South River Colony is affecting the vitality of commercial businesses along Mayo Road. Given this context, the location of Mayo Road at the “gateway” to London Town suggests the potential for heritage tourism to contribute to the revitalization of this corridor.

The major public development project in the Mayo Road/London Town Target Investment Zone is the establishment of a new Archaeology Learning Center and associated facility and site improvements at London Town (see Section 4.1.2 of the Management Plan). A small area plan has been prepared for the Edgewater/Mayo area that identifies additional potential improvement projects, two of which are particularly relevant to heritage area objectives. These projects are:

- Sidewalk, streetscape, and parking improvements to support development/redevelopment of the Mayo Road corridor from Marlboro/Oakwood Road to Stepneys Lane as “Edgewater Village,” a pedestrian-oriented activity center for the surrounding neighborhoods.
- Possible future establishment of a staging area for summer ferry service to London Town and Annapolis from the Pier 7 marina site, located on the South River next to the South River bridge.

A major public infrastructure project located outside of the zone is the programmed upgrading of Route 2 from the South River to just south of Pike Ridge Road, including sidewalks, street trees, and a bike lane. Project planning for streetscape improvements to Mayo Road should incorporate continuous sidewalks to connect to the Route 2 improvements.

The development goal for the Mayo Road/London Town Target Investment Zone is to promote revitalization of the Mayo Road corridor in conjunction with the planned improvements that will make London Town an enhanced heritage tourism destination. A combination of public and private investment is desired to promote façade renovations and other improvements to existing buildings, along with infill development of shops, restaurants, and other business establishments that will contribute to creating a “village center” and attractive gateway experience for London Town.

2.4.2 Application of Incentives to Leverage Private Investment

A number of buildings in the Mayo Road/London Town Target Investment Zone are considered to be non-listed, non-designated or non-historic structures as defined by the state program guidelines and thus are eligible for the Heritage Preservation Tax Credit (see Section 2.4.3 below). The Maryland Heritage Areas Authority Financing Fund could be used to help supplement existing funding commitments for the London Town improvements. In addition, the Financing Fund or economic development loans from the proceeds of revenue bonds sold by the Authority could

be used to support revitalization projects along Mayo Road. These projects will be defined as part of implementation of the Edgewater/Mayo Small Area Plan.

2.4.3 Overlap with Local, State, and Federal Revitalization Designations

As noted, the Mayo Road corridor has been designated as a revitalization area by Anne Arundel County and is proposed by the County for inclusion in the Maryland Neighborhood Business Development Program. London Town is a designated National Historic Landmark. There are no other properties in the Target Investment Zone that are listed or considered eligible for listing on the National Register. Several buildings (approximately five percent of the buildings in the zone) are considered to be ***non-listed, non-designated historic structures*** because of their age and character. An example is a four-square, turn-of-the century house at the corner of Mayo and Londontown Roads. A number of buildings along Mayo Road are considered to be ***non-historic*** buildings because of their potential for renovations that will enhance the architectural quality of the heritage area and the visitor experience.

2.4.4 Local Government/Private Commitment of Resources

Anne Arundel County has made and will continue to make substantial investments in the operations, maintenance, and development of London Town as an educational and heritage tourism resource. In addition, the County has targeted the Mayo Road corridor as a priority area for future public and private investment. Specific improvements (streetscape, parking, incentives for property renovations, etc.) will be defined as part of implementation of the Edgewater/Mayo Small Area Plan.

2.5 Deale

The Deale Target Investment Zone includes the Deale town center and maritime uses along Rockhold Creek (Figure B-7).

2.5.1 Potential to Leverage Private Investment and Expenditures

Development activity in this zone has consisted primarily of some adaptive reuse projects and renovations of existing small commercial operations. New uses over the past five years include small antique and specialty shops. The residential community has remained stable with little infill occurring. Growth and development of Herrington Harbor North, a large marina operation located in the zone on Rockhold Creek, has provided a stimulus for revitalization efforts.

Public development projects are being identified as part of the Deale/Shady Side Small Area Plan (in process as of January 2000). Potential improvement projects relevant to heritage area objectives include:

- Streetscape improvements to Deale-Churchton and Deale Roads, including attractive landscaping and pedestrian walkways to improve access to local businesses and enhance traffic flow.
- Sidewalks and bike paths along Rockhold Creek to improve safety and provide pedestrian access connecting to the town center. To encourage economic activity

generated by seasonal visitors, continuous sidewalks/bike paths should run from Herrington Harbor North to the Deale Library on Deale-Churchton Road.

- A waterfront picnic park with restroom facilities adjacent to the Deale Wharf.
- Acquisition and development of property to provide parking for town center customers and space for community gatherings.

Historically, the Deale town center served as the focus of the surrounding community's business activities. However, this traditional role has been eroded by competition from more conveniently located commercial development at the intersection of Routes 468 and 256 in Churchton. Thus the Deale/Shady Side Small Area Planning Committee has identified business opportunities that capitalize on Deale's potential as a destination for marina customers and other seasonal visitors as a major focus of revitalization activities. Development goals for the Deale Target Investment Zone include:

- ***Promote improvements to existing businesses and establishment of new ones that reinforce Deale as a destination location.*** Compatible commercial retail activities include restaurants, bed and breakfasts, antique stores, and other small businesses, including those serving the needs of local building and maritime industries.
- ***Promote rehabilitation and reuse of older buildings for both commercial and residential uses.***
- ***Promote continued investment in maritime businesses while ensuring the survival of commercial watermen.*** The Small Area Planning Committee recommends, among other actions, reopening the Deale Wharf for use by local watermen.

2.5.2 Application of Incentives to Leverage Private Investment

A number of buildings in the Deale Target Investment Zone are considered to be non-listed, non-designated or non-historic structures as defined by the state program guidelines and thus are eligible for the Heritage Preservation Tax Credit (see Section 2.5.3 below). In addition, the Maryland Heritage Areas Authority Financing Fund or economic development loans from the proceeds of revenue bonds sold by the Authority could be used to support development or revitalization projects in the zone. These projects will be defined as part of implementation of the Deale/Shady Side Small Area Plan.

2.5.3 Overlap with Local, State, and Federal Revitalization Designations

As noted, the Deale-Churchton Corridor has been designated as a revitalization area by Anne Arundel County and is proposed by the County for inclusion in the Maryland Neighborhood Business Development Program. There are no properties in the Target Investment Zone that are listed on the National Register of Historic Places. Herrington Harbor North contains a collection of 19th century buildings adjacent to Deale Road that were moved to the property from other locations. These buildings include the Nutwell School and the United Sons & Daughters of Holland Society Hall, both listed in the Maryland Inventory of Historic Properties, as well as

various buildings (a residence, dairy, summer kitchen, smokehouse, and other outbuildings) that may be eligible for the Inventory. St. Mark's Episcopal Church, constructed in 1924 and listed in the Maryland Inventory, is located next to the historic village complex. As a group, these buildings are considered to be potentially eligible for listing on the National Register and thus qualify as ***non-listed, non-designated historic structures*** under the state program guidelines. A number of other buildings in the Deale Target Investment Zone are also considered to be non-listed, non-designated historic structures. Although these late 19th century and early 20th century structures are not historically significant enough to qualify individually or as a group for National Register listing, they contribute to the character of Deale as a traditional watermen's community.

In addition to non-listed, non-designated structures, the Target Investment Zone contains a number of ***non-historic structures*** whose rehabilitation would enhance architectural quality and the visitor experience. These structures include commercial buildings along Deale and Deale-Churchton Roads, buildings associated with maritime uses, and private residences. It is estimated that approximately 50 percent of the buildings in the zone are non-listed, non-designated structures and 50 percent are non-historic structures.

2.5.4 Local Government/Private Commitment of Resources

Anne Arundel County has targeted the Deale Town Center and Deale-Churchton corridor as a priority area for public and private investment. Specific improvements (streetscape, parking, other public facilities, incentives for property renovations, etc.) will be defined as part of the implementation of the Deale/Shady Side Small Area Plan.

2.6 Configuration of Boundaries to Facilitate Collection of Performance Measure Data

As noted in Section 1.0, the State has identified performance measures to be used to evaluate the success of the heritage area in achieving the goals of the Maryland Heritage Preservation and Tourism Areas Program. While some of these performance measures apply only the entire heritage area, the state guidelines require that data for other measures be collected for the Target Investment Zones as well. Performance measure data to be collected by the DCHD for Target Investment Zones include:

- Employment – total number of jobs
- Accommodations – hotel/motel tax collected
- Visitation – admission and amusement tax collected
- Purchases – restaurant meals, retail establishments
- Construction Activity – certified rehabilitations completed, total certified rehabilitation expenditures
- Businesses Created

Performance measure data to be collected by the management entity (i.e., the Annapolis, London Town, and South County Heritage Area Coordinating Council) includes:

- Visitation – total museum visits
- Construction Activity – building permits issued, total construction expenditure

The boundaries of the Annapolis, Eastport, London Town, and Deale Target Investment Zones have been drawn to delineate compact areas within which the collection of the performance measurement data will be relatively easy. Some initial customization will be necessary to focus data collection within the proposed boundaries.