

who represent an increasing portion of the local workforce.

- D. **Policy:** Revitalize established business and commercial centers in designated growth areas that takes advantage of existing infrastructure and available public services.
 - i. Focus business attraction, retention, and expansion into the older parts of Lexington Park and Leonardtown as well as Charlotte Hall, Ridge, St. Inigoes, Callaway, Clements, Chaptico, and other designated growth areas.

9.1.2 **Objective:** Improve opportunities for small business.

- A. **Policy:** Recognize contribution of small businesses to both quality of life and economic development when revitalizing existing communities.
 - i. In revitalization projects, encourage mixed-use development that first considers existing small business or attracts locally-owned businesses as a part of the revitalized community.
- B. **Policy:** Encourage use of the traditional economy and the historic character of an area as a tourism asset and as an appropriate location for small businesses.
 - i. As a peninsula, location is challenging for development. Most historic sites and attractions are located along the coastlines where Critical Areas and other regulations limit use. Seek creative ways to foster business development at historic sites and important county crossroads such as Ridge, Clements, Chaptico, and others.
- C. **Policy:** Foster business clusters and associations where revitalization and/or new markets are a priority, e.g., St. Mary's Square, South County, Town of Leonardtown, and North County as regional center.
- D. **Policy:** Provide expanded opportunity for rural industrial and entrepreneurial activities.
 - i. Recognize the value of rural settings to such small-scale cottage industries as cabinet making or welding shops that are becoming increasingly important for supplementing farm incomes but that are inappropriate in more built up areas. Re-examine the zoning ordinance to develop a list of allowable uses to encourage appropriate small business ventures.
 - ii. Allow supplemental income productive activities at a scale or intensity which will not unduly change the character of the area; where these other activities are allowed there shall be performance standards which will prevent negative impacts on adjoining properties.
 - iii. Minimize restrictions for businesses on farms.

9.1.3 **Objective:** Promote the vigor and diversity of agriculture, aquaculture, fishery, and forestry industries.

- A. **Policy:** Pursue alternative crops and markets.
 - i. Increase education about and production of specialty crops for urban, regional and niche markets with emphasis on locally grown and raised. Examples include grapes and other fruits for wine; flowers; herbs, ornamentals and other nursery plants; organic produce and high value vegetables and fruits. These are often called truck farms and are well suited to the small fields of 10 to 30 acres.

- ii. Develop and market "recreation farms" and "pick your own" produce outlets.
 - iii. Aggressively pursue agritourism activities including development of wineries, corn and hay mazes, farm life demonstrations, community fairs and the like.
- B. **Policy:** Reestablish a robust agriculture program that preserves open spaces and strengthens traditional farming. Encourage agricultural development such as agritourism. Re-examine new uses of preserved agricultural land for profitability in a post tobacco production era.
- i. Provide governmental incentives and policies that encourage continued major acreage in traditional and alternative crops.
 - ii. Provide economic incentives and land planning to stabilize the presence of the Amish and Mennonite farming community.
 - iii. Provide increased marketing opportunities for locally grown products.
 - iv. Support local slaughterhouse capability to encourage local processing of livestock. Promote alternate livestock.
 - v. Increase fisheries and aquaculture initiatives.
 - vi. Support regional and local efforts to restore fish and shell fish populations and habitats.
 - vii. Provide infrastructure for more robust fishing industry, including landings, docks, and processing facilities.
 - viii. Support state efforts with surrounding states to share equitable laws to regulate fishing, crabbing, and oystering, and to effectively manage commercial harvesting for continued productivity.
 - ix. Expand recreational fishing opportunities.
 - x. Increase aquaculture production in both saltwater and freshwater with processing facilities available locally.
 - xi. Encourage fee paying fresh water fishing ponds and lakes.
- C. **Policy:** Support forestry programs that sustain private forests as valued resources for forest products, as components of rural open space, and as essential contributors to maintaining habitat and water quality.
- i. Encourage landowner and county participation in state and federal programs that enhance and protect forests and woodlands, support silviculture activities, and provide financial incentives for retaining forest including cost share programs, tax incentive programs for conservation, and management, education and technical assistance programs.
 - ii. Encourage management of forests to produce lumber and wood products.

9.1.4 **Objective:** Encourage tourist oriented businesses.

- A. **Policy:** promote retailing of antiques, local artifacts, and restaurants serving local fare.
- B. **Policy:** Promote a variety of lodging types, but especially those which capitalize on area assets.

- i. Bed and breakfasts on farms, in historic houses and areas, on waterfront properties.
 - ii. Hotels, motels and campgrounds with access to natural areas and the water.
- C. **Policy:** Increase attractiveness of St. Mary's County as a tourism destination by exploring and embracing innovative green building technologies that conserve resources and protect the environment while fostering growth. Green designs should incorporate:
- i. Gray water usage.
 - ii. Non traditional/new technology waste disposal and groundwater drainage systems.
 - iii. Development of waterfront amenities and attractions based on cutting edge green building and environmental technologies and to be accomplished through state/federal/local partnerships to include technology transfer from NAS Pax River contracting community and SMC-based educational institutions.
- D. **Policy:** Foster and protect communities that enjoy a strong sense of history and place to include:
- i. Activation of a local historic districts program with local regulatory protection.
 - ii. Designating the 18th century village section of Charlotte Hall as the County's first local historic district.
- E. **Policy:** Affirm the impact that architecture and architectural design has on the growth of areas as tourism destinations as well as on quality of life.
- i. Incorporate this charge into the historic preservation commission with activities to include issuing of awards for good new design similar to awards given for preservation of older structures.
 - ii. Make exterior and interior design aesthetics a priority in creation of the new Patuxent River Naval Air Museum recognizing the building's power to serve as a flagship anchor for tourism in Lexington Park as well as a symbol of the military/technology-driven nature of the County.
 - iii. Support Leonardtown in encouraging owners and developers of single story buildings in the town core to add upper stories for mixed use.
- F. **Policy:** Protect the County's natural and rural viewsheds.
- i. Support programs that preserve those viewsheds.
- G. **Policy:** Revise the Southern Maryland Heritage Area boundary to include a greater portion of Lexington Park and support designation of the redrawn cluster as a Target Investment Zone.
- H. **Policy:** Strengthen and enforce sign codes throughout the County.
- i. Ensure statewide and national sign programs are coordinated at the local and regional levels.
 - ii. Revise regulations to limit temporary event and real estate signs and then enforce the regulations.

- I. **Policy:** Support the designation of Leonardtown as a state Arts and Entertainment District.
- 9.1.5 **Objective:** Encourage recreation-oriented businesses. Emphasize historic sites, water recreation, waterfront commercial areas, and outdoor activities.
- A. **Policy:** Support outdoor recreation goods and service providers for activities such as hiking, biking, sailing, boating tours for birding, fishing, touring of historical and Civil War sites, kayaking and canoeing, etc.
 - B. **Policy:** Promote and expand museums and historic sites.
 - i. Support the master development plan for St. Mary's City.
 - ii. Support the Heritage Partnership's "Southern Maryland Heritage Plan".
 - iii. Support St. Clements Island Museum, Sotterley Plantation and the Piney Point Lighthouse.
 - C. **Policy:** Promote expanded recreational and eco-tourism opportunities that take advantage of the County's unique rural character and peninsular setting.
 - D. **Policy:** Promote development of resort and conference facilities.
 - E. **Policy:** Encourage new motor sports facilities and enhance current facilities.
 - F. **Policy:** Promote and expand marina and charter boat fleet activity and facilities.
 - G. **Policy:** Support the establishment of sailing centers.
- 9.1.6 **Objective:** Promote the integration of the Arts as a vital element of all aspects of life in St. Mary's County for the benefit of the health, welfare and economic development of its citizens and visitors.
- A. **Policy:** Support and encourage the development of the Arts and Arts enterprises in enriching the quality of life important to attracting and retaining a highly skilled/educated workforce.
 - B. **Policy:** Encourage planning for infrastructure to support arts programs accessible to residents and visitors alike.
 - C. **Policy:** Encourage participation in State and National programs to develop Arts and Cultural Heritage focal areas in appropriate sectors of the County including the Development Districts, such as Myrtle Point Park.
 - D. **Policy:** Support the incorporation of public art and art spaces where appropriate.
- 9.1.7 **Objective:** Balance local community and government services with private sector services in order to enhance quality of life for citizens through economic development programs.
- A. **Policy:** Focus government activities to fill gaps in goods and services the private sector will not or cannot provide and to reduce competition with private sector.
 - B. **Policy:** Utilize government to address legally mandated programs.