

GOALS/OBJECTIVES

The Town will aggressively pursue the revitalization of what is generally considered the commercial area along Conococheague Street and to foster, nurture, and encourage new businesses in the many storefronts as opposed to developing same as residential. The Town has conducted a study to develop and implement a program to encourage revitalization and growth in the Town Center area.

In the future the Town will:

- 1) Encourage continuing employment activities in the area around the interchange of Interstate 81 with Conococheague Street and other outlying areas.
- 2) Encourage and promote the use and rehabilitation of vacant buildings and parcels in the commercial, downtown and industrial areas.
- 3) Provide adequate streetscape improvements in the central area along Conococheague Street between Potomac and Salisbury Streets and Potomac Street between Conococheague Street and the C & O Canal, including; street trees, benches, planter boxes, other "street furniture" and new street lighting compatible with the Town's historic character, and other items seen as necessary to create a more viable and desired optimistic atmosphere.

4) Enlist community support for beautification programs in developing streetscapes, improvements to buildings, residences and property maintenance in accordance with existing codes and on a voluntary basis.

5) Encourage the establishment of business associations to assist with improvements, expanded services for tourism, restaurants, bed and breakfasts related to C & O Canal and other possible attractions.

6) Investigate the coordinate of tourist promotion with other Washington County towns such as Boonsboro, Sharpsburg, Clear Spring, Funkstown and Hancock.

7) Encourage and assist in the promulgation of updated Zoning, Subdivision Ordinances, and other regulatory Ordinances in order to facilitate and encourage development.

8) Work with Washington County Economic Development Agency and other agencies to make County, State and Federal housing assistance available to Williamsport homeowners.

HISTORIC RESOURCES

In an effort to preserve its historic resources and enhance them as an economic and cultural asset to Williamsport, the Town will:

1) Work with the National Park Service in improving the public areas along the C & O Canal in the proximity of the community.

2) Seek ways to make the Conococheage Street commercial core more effective and compatible to the Canal Complex around the Cushwa Basin. This can be accomplished by encouraging the businessmen to improve their facades and properties as above indicated.

3) The Town will continue to work with Washington, Frederick and Carroll Counties and the municipalities involved with developing Management Plans for the Civil War Heritage Area to implement the State approved Management Plan for the certified Heart of the Civil War Heritage area. The Town includes by reference in this Comprehensive Plan the approved Management Plan which shall also serve as the guidance document for applications and activities afforded by Heritage Area Program Incentives such as grants, loans and tax credits as it now exists and/or may be amended in the future.

4) Preservation of Natural Assets. The Town will seek to preserve the natural assets of the Potomac River, Conococheague Creek and other natural resources. In addition thereto, the Town will continue to upgrade its infrastructure for the sewer system, upgrade the electrical system where applicable and needed, and appropriately maintain the water system.