



# 2022 Rock Hall Comprehensive Plan

Shared Input from

The Greater Rock Hall Business Association & Main Street  
Rock Hall



# Rock Hall's Vision: Goals

Page 1 of 2011 Comprehensive Plan

- Original Vision & Goals Remain Valid
  - Build sustainable community
  - Maintain small town character and sense of place while allowing for planned change
  - Establish a strong economic base
  
- Recommend addition:
  - Increase support and incentives for business growth and prosperity



# Rock Hall's Vision: Principles

Page 1-2 of 2011 Plan

- Principles should be updated to reflect current conditions:
  - Reduction of commercial seafood operations
    - Recommend implementing the approved 2016 Waterfront Master Plan to address water-based business “principles”
  - Unoccupied or under-utilized businesses/lots on Main Street
    - Motivate new businesses to populate and maintain character of Main Street Town Center
  - Shortage of affordable housing
    - Prioritize affordable housing for our workforce



# Rock Hall's Progress on Established Goals & Strategies

Page 5-123 of 2011 Comprehensive Plan

➤ Established Goals and Strategies:

- Many are well defined and still applicable
- Some require updating
- Large number were not implemented



# Recommendations

- GRHBA & MSRH Recommends:
  - Implement the 2016 Rock Hall Waterfront Master Plan
  - Reinforce retaining Rock Hall's small town charm (pp. 1-2 and throughout Plan)
  - Collaborate with Main Street Rock Hall to establish and incentivize new businesses on Main Street (p. 29)
  - Maintain Rock Hall's low crime rate
  - Implement 2011 priority to build safe walkable/bike-able pathways between Main Street, the Harbor and the Beach (pp. 2, 95, 100, 114)
  - Encourage year-round businesses, events and activities in order to support residents, visitors and other businesses (pp. 28-29)



# Recommendations (continued)

- Build affordable housing for our workforce
- Retain our Sustainable Community designation status to take advantage of state and federal grants, and programs
- Continue to prioritize tourism and promote Rock Hall as a regional tourist destination (pp. 27-34, 94, 120)
- Use the Hotel and Lodging Tax for tourism and economic development as defined by Maryland State Regulation
- Perform periodic reviews of the Comprehensive Plan to ensure initiatives/strategies are implemented

