

# RIVERDALE PARK



## Main Street Maryland

Main Street Maryland is a program of the Maryland Department of Housing and Community Development that “strives to strengthen the economic potential of Maryland’s traditional main streets and neighborhoods.” The program supports designated communities with economic planning, marketing and promotion, training and education. Main Street Maryland communities have demonstrated a commitment to sustainability and economic revitalization in their downtowns.

In February 2020, the Town of Riverdale Park submitted its application to join the Maryland Main Street Affiliate Program (MMSAP). MMSAP is an on-ramp program for smaller communities working toward Main Street Maryland designation. Becoming a Maryland Main Street Affiliate will provide the Town access to a framework and guidance that will assist the community’s efforts to improve the Town Center. Riverdale Park’s application to the MMSAP represents the first step in a multiple-year effort to become a full-fledged Main Street Maryland community.

The MMSAP offers both resources and technical support. Participation will assist the Town in transforming the Town Center by allowing it to tap into assets that make our community special and using tested principles established by the National Main Street Center:

- **CLEAN, SAFE, and GREEN:** Enhancing the perception of a neighborhood through the principles of Smart Growth and sustainability
- **DESIGN:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning
- **ORGANIZATION:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process
- **PROMOTION:** Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors
- **ECONOMIC RESTRUCTURING:** Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development

The application is undergoing review and update to capture any changes brought on by the COVID-19 pandemic. The town expects approval by the end of the year. Then in the short-term town staff and key volunteers will take responsibility for actions. While no additional staffing has been budgeted for at this time, the town intends to broaden the effort and impact in future years and add resources, when appropriate.