

Kent County, Maryland Reimagining the Status Quo



Why Changing Demographics and National Trends Should Make
Kent County Residents Reconsider the Meaning of Preservation

Local Data Analysis

-4%

Percent population growth since 2010

Kent County population | 2010= 20,191 - 2017 estimate= 19,384

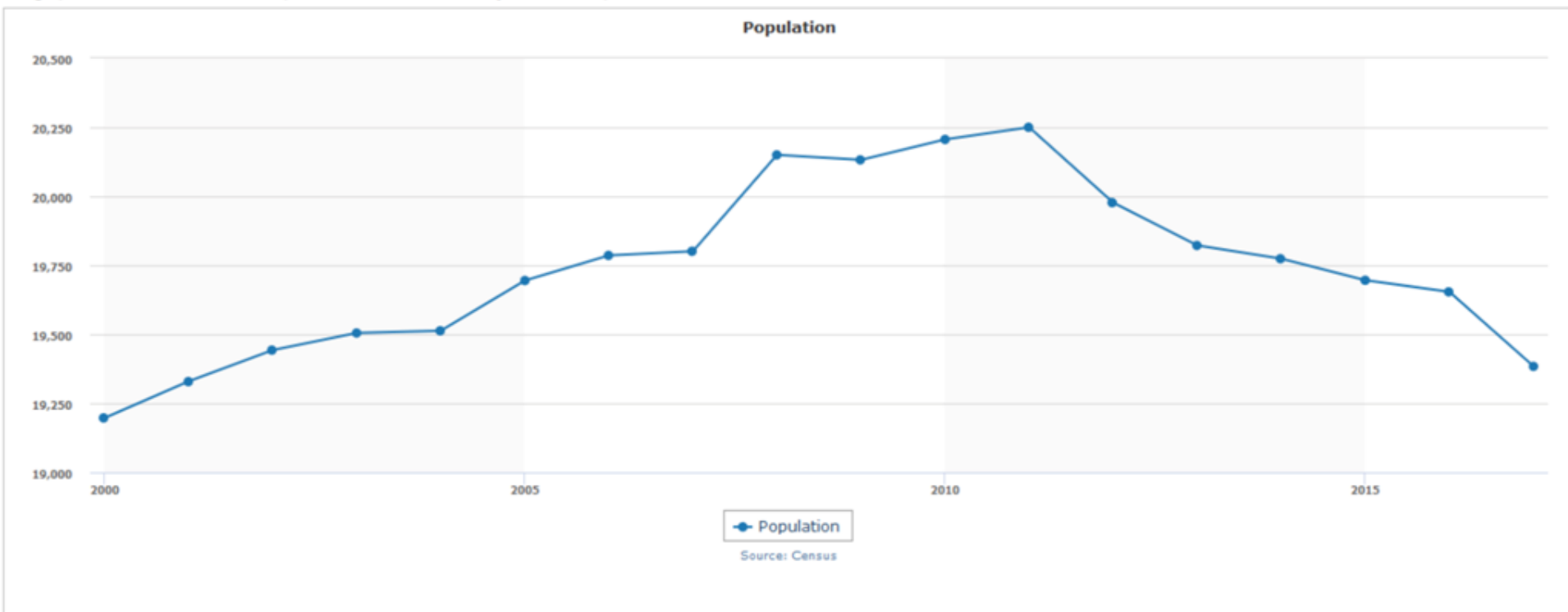
Maryland's population grew 4.8%

The table below shows the annual Population data for Kent County, MD in Multiple Time Periods.

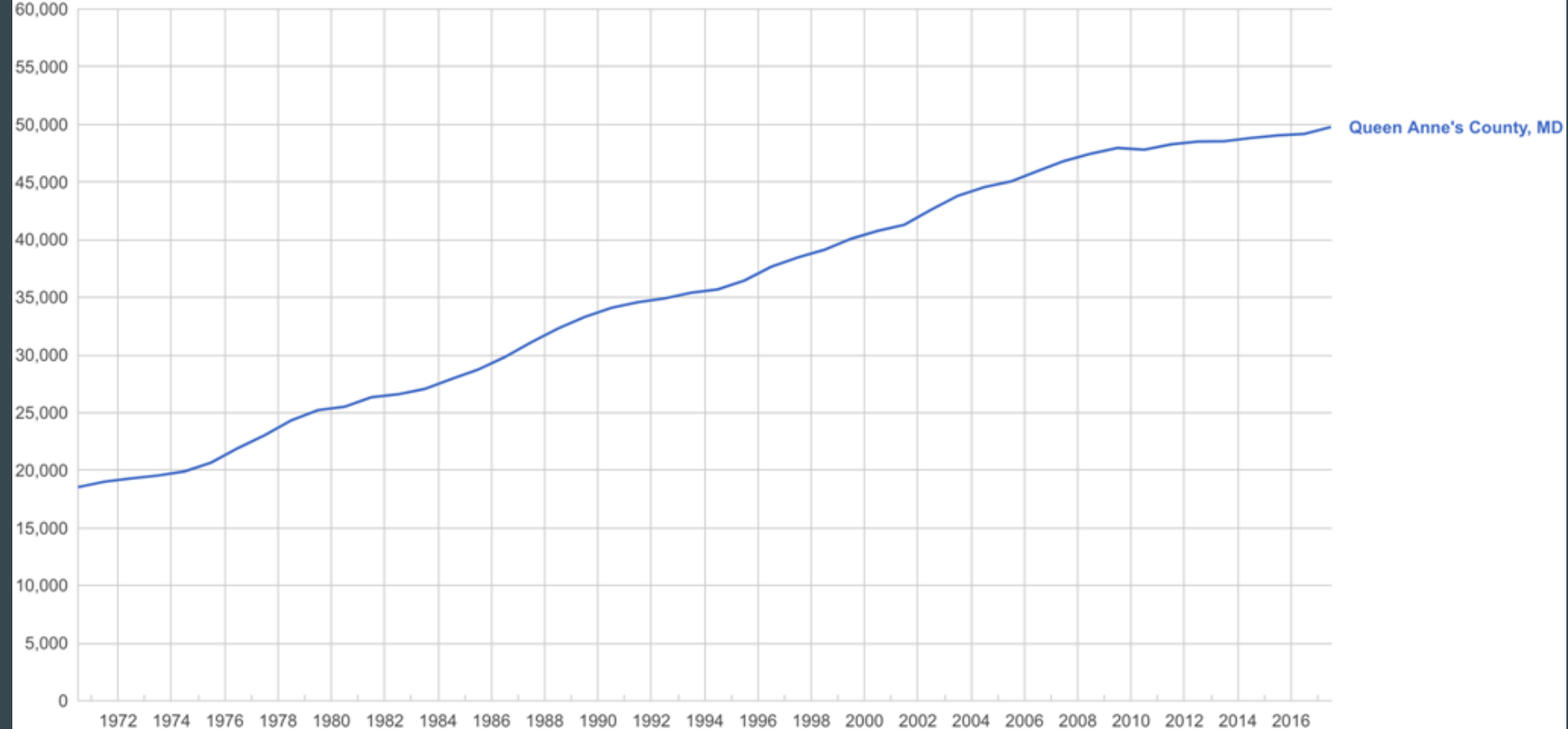
Time Period	n
2000	19,197
2001	19,330
2002	19,443
2003	19,505
2004	19,513
2005	19,695
2006	19,786
2007	19,801
2008	20,150
2009	20,132
2010	20,206
2011	20,250
2012	19,977
2013	19,822
2014	19,774
2015	19,696
2016	19,654
2017	19,384

Kent County Population (MD Department of Labor,
Licensing, and Labor via U.S. Census)

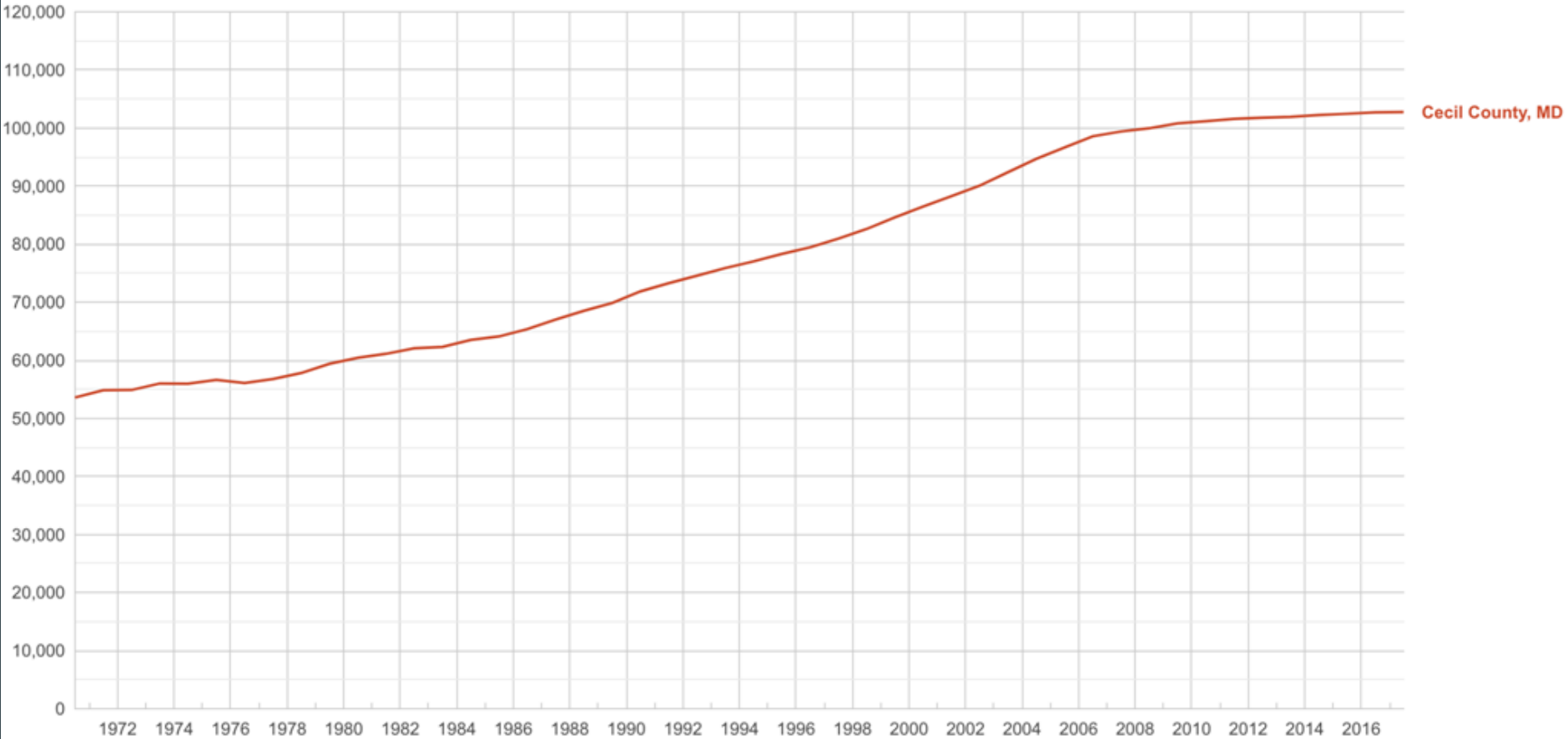
The graph below shows the annual Population data for Kent County, MD in Multiple Time Periods.



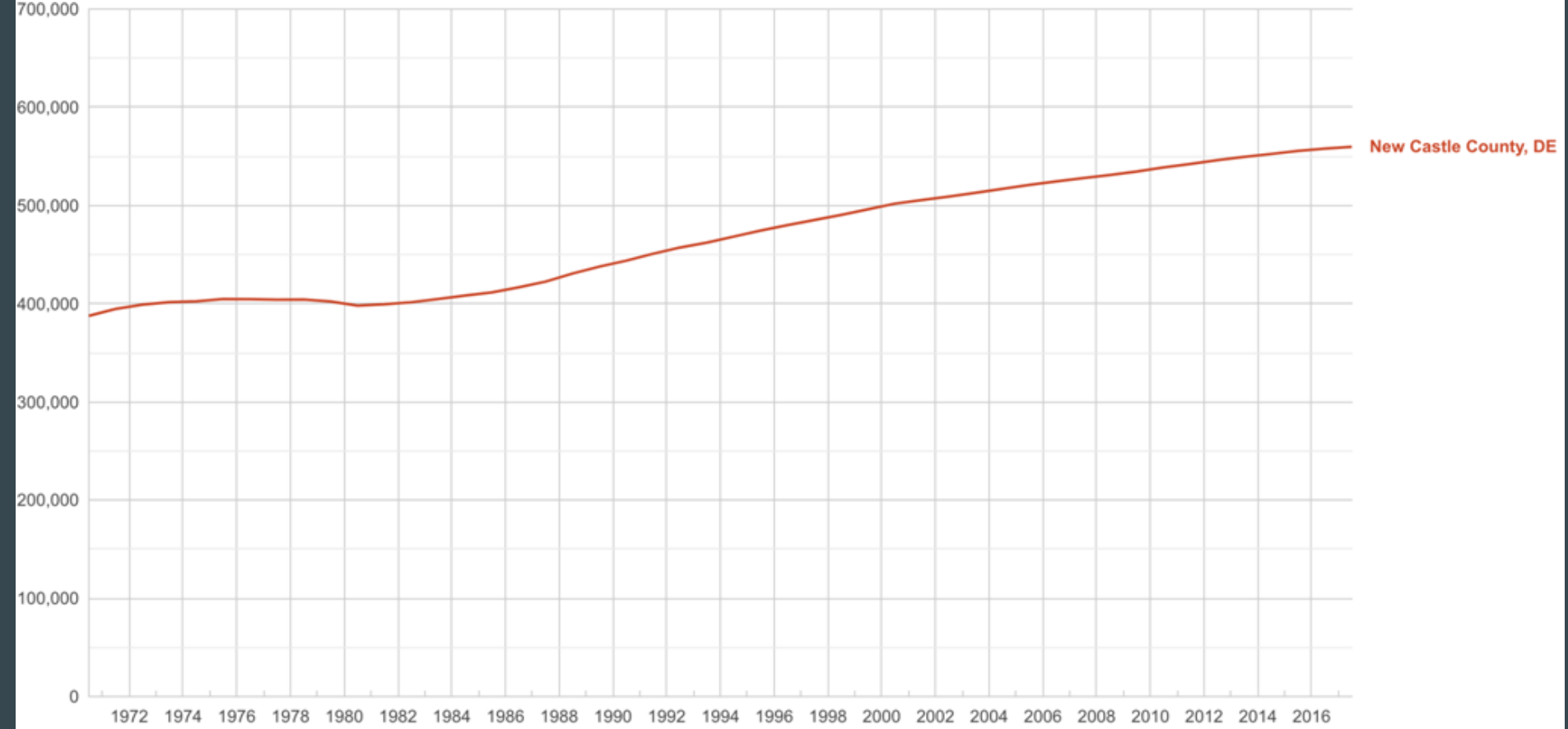
Kent County Population 2000-2017



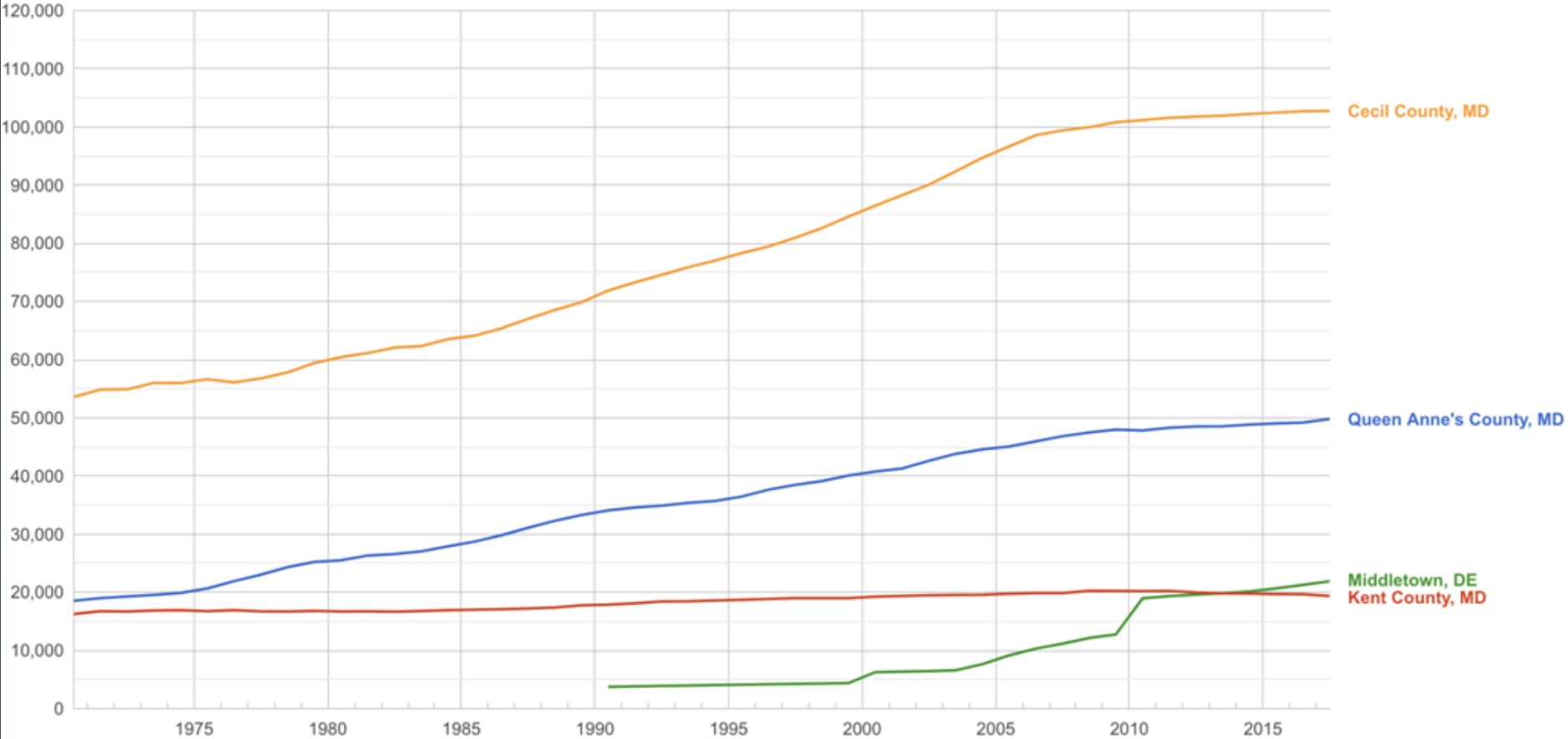
Queen Anne's County Population 1970-2017 (49,770--2017 est.)



Cecil County Population 1970-2017 (102,746--2017 est.)



New Castle County Population 1970-2017 (559,793--2017 est.)



Cecil, Kent, and Queen Anne's Counties + Middletown
Population 1970-2017

#3

Oldest county in Maryland by median age - 46.5

Preceded by Talbot and Worcester County

2%

Percent increase in population living in poverty

Percent of Kent County population below the poverty line | 2010= 12% - 2018= 14%

9.7% Maryland population living in poverty

1,880

Projected enrollment of KCPS in 2025

-19% since 2005

KCPS enrollment | 2005= 2,310 - 2015= 1,909

-18%

Percent change in median home sales price

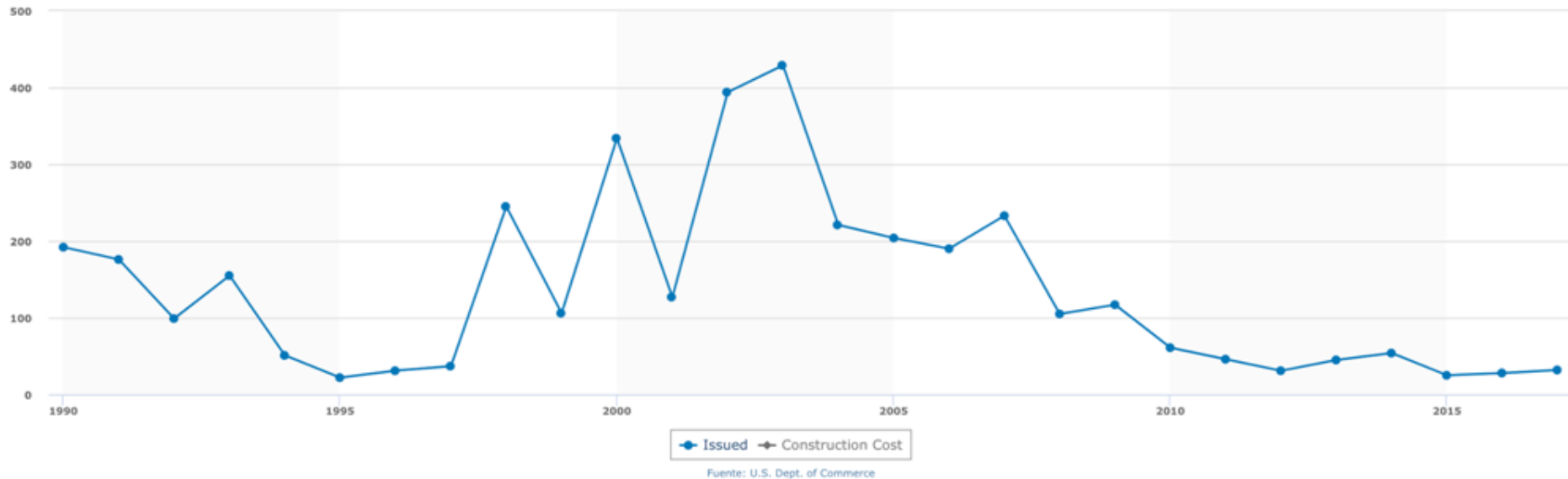
KC median home sales price | 2007= \$264k - 2017= \$216k

-9%

Percent change in total assessable real property tax base

KC real property tax base | 2009=\$3,180,936 - 2017=\$2,899,135

Issued



Single Family Dwelling Building Permits Issued in Kent County MD (1990-2017)

2003=429 | 2017=32

Kent County Census on Employment and Wages: 2016

Sector	Employment	Total Wages	Average Weekly Wage
Professional and Business Services	511	\$32,000,000	\$1,204
Manufacturing	769	\$39,490,000	\$988
Construction	520	\$23,795,000	\$880
Government	1,065	\$44,350,000	\$801
Natural Resources and Mining	257	\$10,190,000	\$762
Education and Health Services	1,908	\$73,728,000	\$743

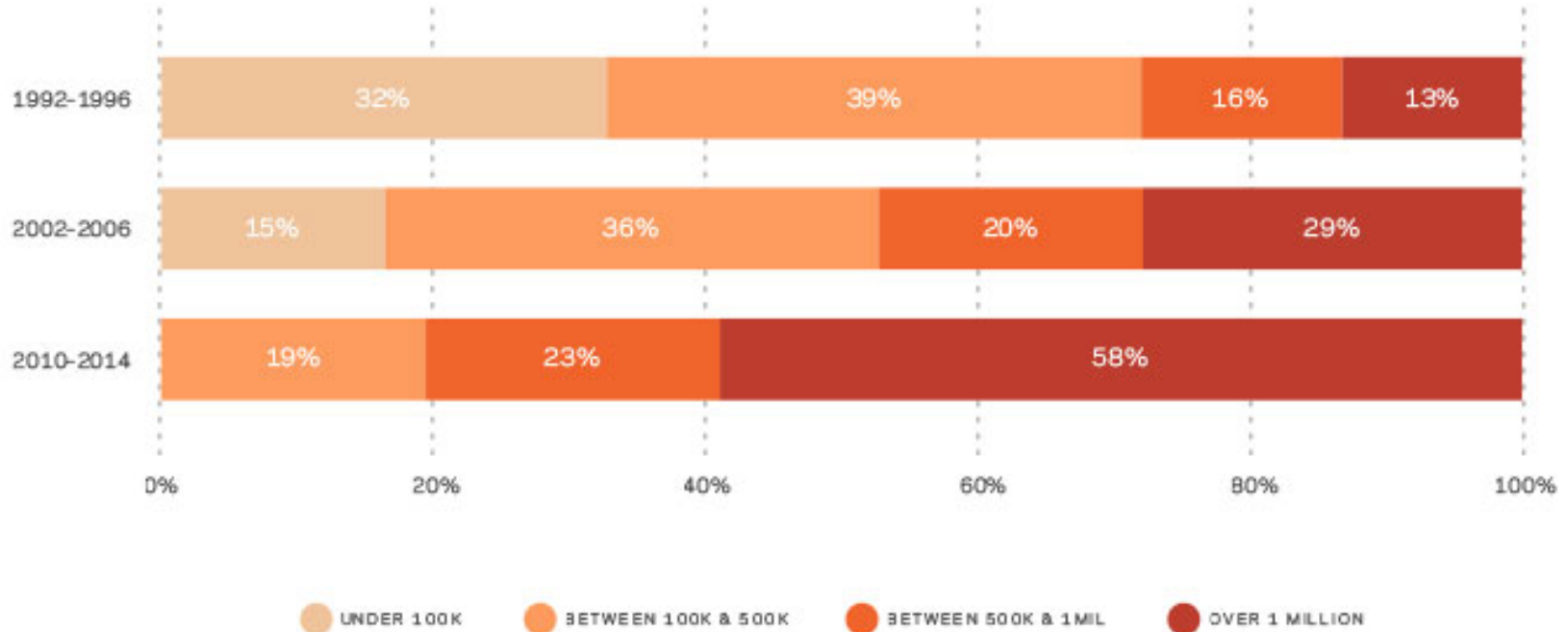
**This isn't doom and gloom.
Just reality.**

National Trends

Economic Innovation Group: Rural Contribution to Economic

Large counties now dominate where new business establishments are created.

SHARE OF NET U.S. BUSINESS CREATION BY COUNTY SIZE GROUP

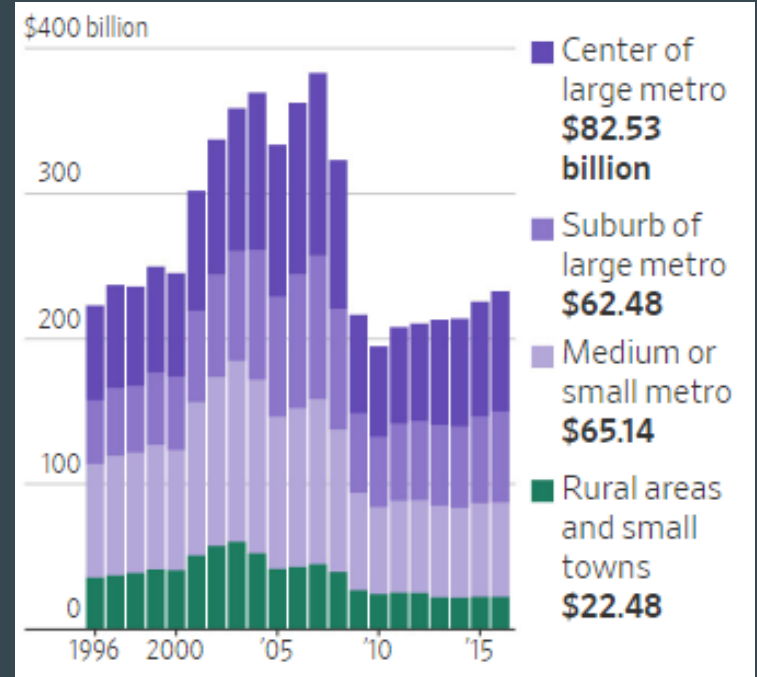
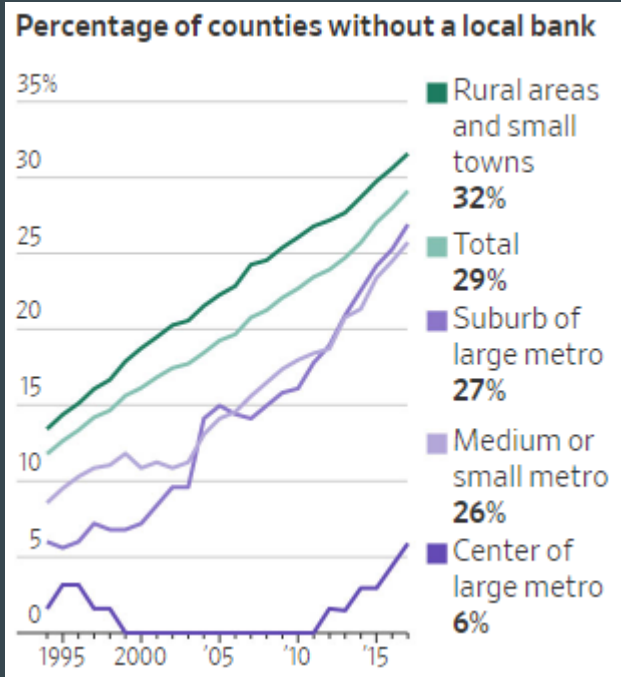


-17%

Percent change in number of business establishments since 2005

Business establishments | 2005= 728 - 2016= 605

Decline in Rural Lending



“America’s Rural Hospitals Are Dangerously Fragile”

The Atlantic

120

Number of rural hospitals that have closed since 2005

Rate of closures has been increasing since 2010

673

Estimated number of rural hospitals (out of 2,000) identified by the National Rural Health Association as being at risk of closure

Farming in Crisis?

“Challenging Outlook for Dairy Industry”--Farm Credit

“Farmer says tariffs have ‘devastated’ the industry”--CNBC

“Bankruptcies Higher Across Farm Country”--Farm Bureau

Decline in Hunters

- Participation in hunting dropped by 2 million people to 11.5 million hunters
 - 2011-2016 total expenditures by hunters declined by 30%, from \$36 billion to \$25 billion
-

Common Arguments Against a Third Span

Self-driving cars will make third span obsolete and unnecessary.

- Determining when self-driving cars will become mainstream is difficult.
 - Self-driving cars have yet to face major resistance from car-dependent industries like insurance agencies.
 - Some analysts believe self-driving cars could make traffic worse, not better.
-

Chestertown and Kent County are thriving.

Whereas the Chestertown Marina is being revitalized, KRM developing Chestertown Business Campus, and businesses are are expanding..

- # of overall business establishment is down 17% since 2005.
 - Schools would need an influx of hundreds of kids to stabilize. Thousands to get back to pre-consolidation levels.
-

Third span should focus on mass transit.

- Kent County has transit services through DCT.
 - Mass transit is just as capable as road construction to be a boondoggle, especially in low-density areas.
 - Resistance from environmental groups can be surprisingly high (Maryland Purple Line).
-

We can do better.



Why Kent County Won't Be Paved Over

1.5m

Number of construction workers that left the home building industry after the great recession.

- Average age of workers in building trades is 50.
- 6% of school aged children are interested in the skilled trades



Single Family vs Multi family Dwelling Construction

25%

Number of malls, out of 1,100 in the U.S. at risk of closing by 2022.

90m

Square feet of retail space that has closed in U.S. in 2018, on pace to exceed 105 million square feet of store closures in 2017, a record.



Rendering of Walmart's Reimagined Center



Rendering of Walmart's Reimagined Center

**Suburban sprawl is out.
Mixed-use is in.**

Precedent of Growth from Bay Bridge and Route 50

City	Population	%County Population	%County Land Area
Kent Island	16,812	24%	8%
Easton	16,514	44%	4%
Cambridge	12,376	38%	2%
Salisbury	32,807	32%	3.50%
Chestertown	5,064	25%	1%

Population and Percent Land Area of Surrounding Communities

Conclusion

At the end of the day...The numbers don't lie

- Third oldest county in Maryland by median age
- Declining population
- Declining public school enrollment
- Declining business establishments
- Despite 10-years of economic expansion
 - More poverty today than 2010
 - Home values have not recovered
- Long-term national trends spell increased trouble for rural areas--Kent County is not immune

Early Stages of a Death Spiral?

- Young people leave (reflected in school enrollment), population declines and suppresses property values→ Many people, including elderly, rely on home equity for savings. Homes are underwater and they cant afford to sell.
- As population leaves, tax base drops. As tax base drops, infrastructure and services are cut back (schools). When services are reduced, businesses suffer and more people leave.

- Wharton School of Business

**Our rallying cry should be
“Maximize the Upsides and
Mitigate the Downsides of
a Third Span.”**

Tools in the Planning Toolbox

- Retail square foot cap in place.
 - Adopt strict architectural standards.
 - Selectively extend water and sewer to designated growth areas.
 - Toll local access routes off highway.
 - Remove parking minimums.
 - Lower setback requirements.
-

Time is limited. When the next recession hits, what then?

Preservation

- Preserve our Population
- Preserve our Schools
- Preserve our Businesses
- Preserve our **Future.**

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