



Planning for Tomorrow Master Plan

Goals, Objectives, and Policies

PRESENTED BY:
ECONOMIC AND COMMUNITY
DEVELOPMENT

DATE:
FEBRUARY 2025

CONTACT:
ECD@LAUREL.MD.US

Overview

The master plan is a comprehensive document that guides the long-term development and growth for the city.

Objectives

- **Priority #1:** Redevelop and revitalize urban areas
 - **Enhance, transform, and preserve**
- **Priority #2:** Promote economic growth and tourism
 - **Attract, develop, and enhance**
- **Priority #3:** Advance sustainability and green infrastructure
 - **Promote, expand, and develop**

Goals

- **Enhance** infrastructure, preserve historical and cultural landmarks
- **Attract** businesses by creating incentives
- **Enhance** workforce development programs to create jobs, reduce unemployment
- **Promote** renewable energy, green building practices
- **Expand** green spaces, parks, and community gardens

Census Quick Facts

Population, Census, April 1, 2020: 30,060

Population, estimates, July 1, 2023: 29,400

Race and Hispanic Origin:

White alone, percent: 16.3%

Black alone, percent: 51%

Asian alone, percent: 9.6%

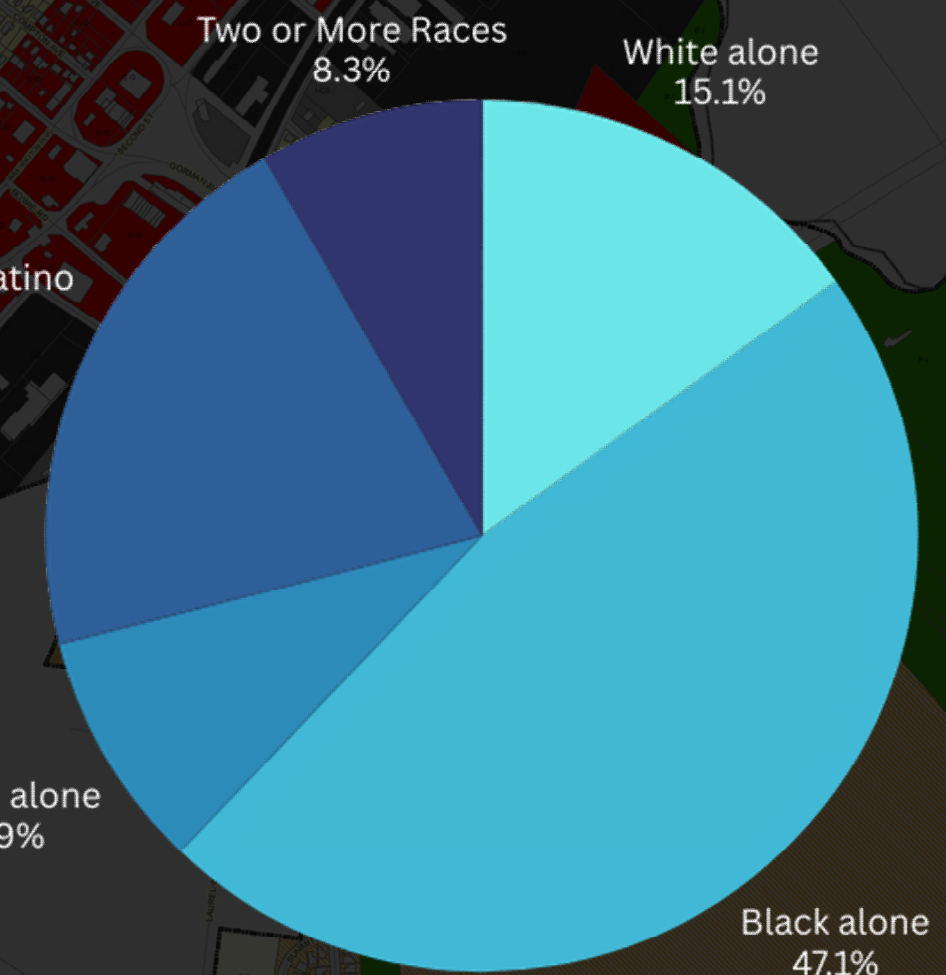
Native American: 2.1%

Two or more races, percent: 8.9%

Hispanic or Latino, percent: 22.4%

White alone, not Hispanic or Latino, percent: 14.2%

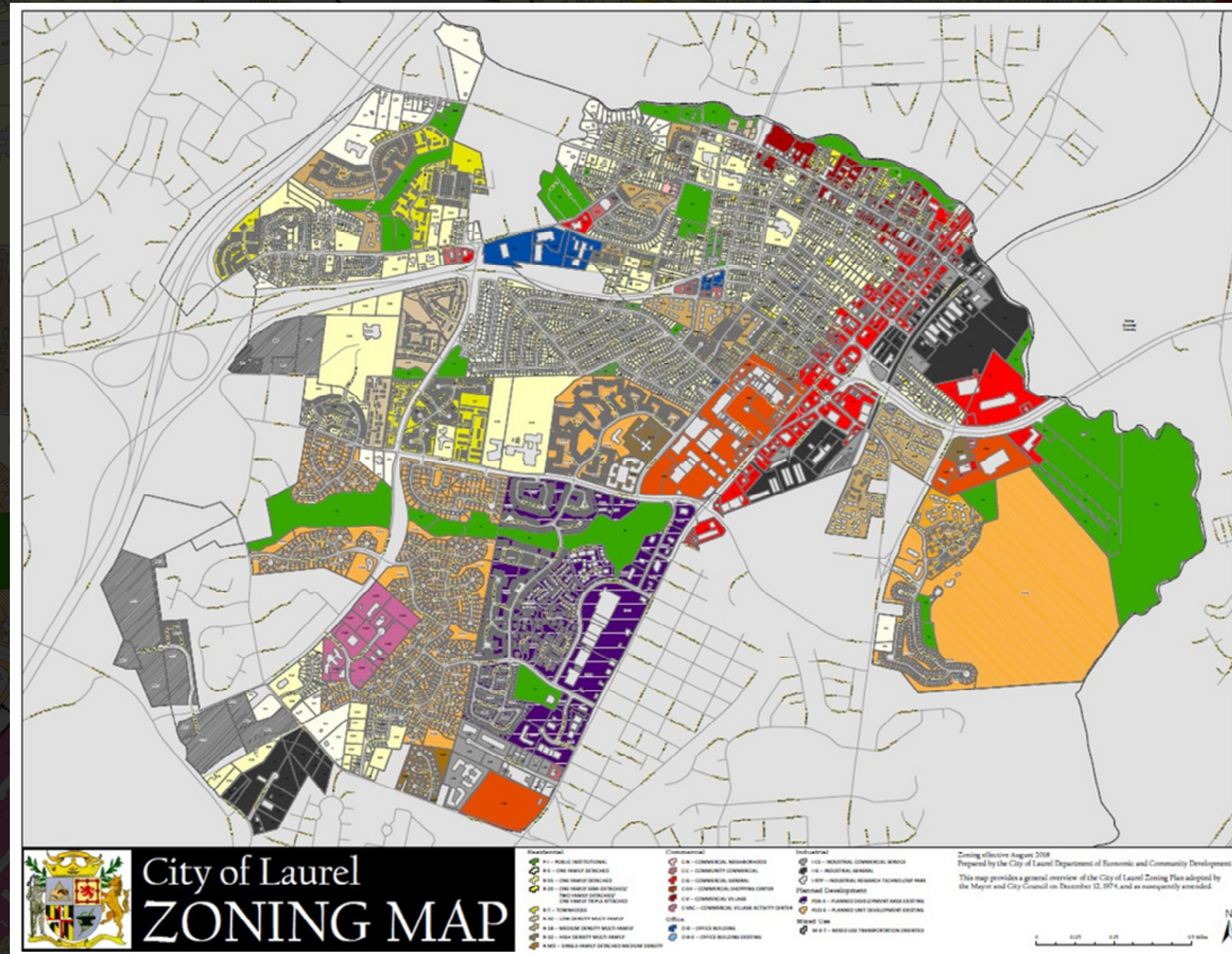
U.S. Census Bureau. QuickFacts: Laurelcity, Maryland. U.S. Department of Commerce. Retrieved from <https://www.census.gov/quickfacts>



Agenda

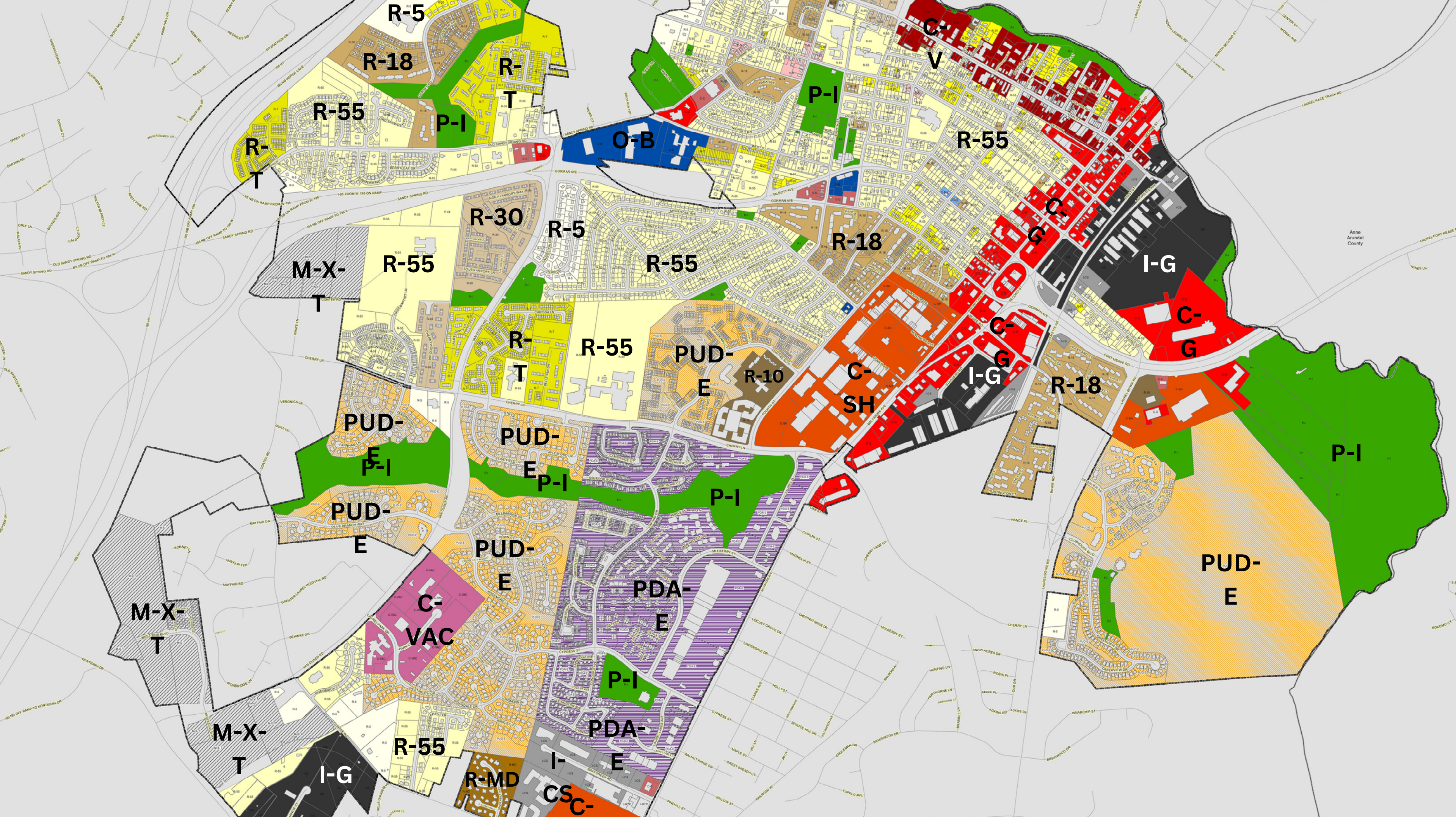
03	Overview	12	Scope	21-22	Homework?
04	Census Quick Facts	13	Timeline		
05-07	Current Zoning Map	14	Risks and Alternatives		
08	Laurel Lakes Underlying Zoning	15-16	Roadmap		
09	SWOT Analysis	17	Status		
10	SWOT Analysis	18	Initial Survey Results		
11	Design Charrette	19-20	Team		

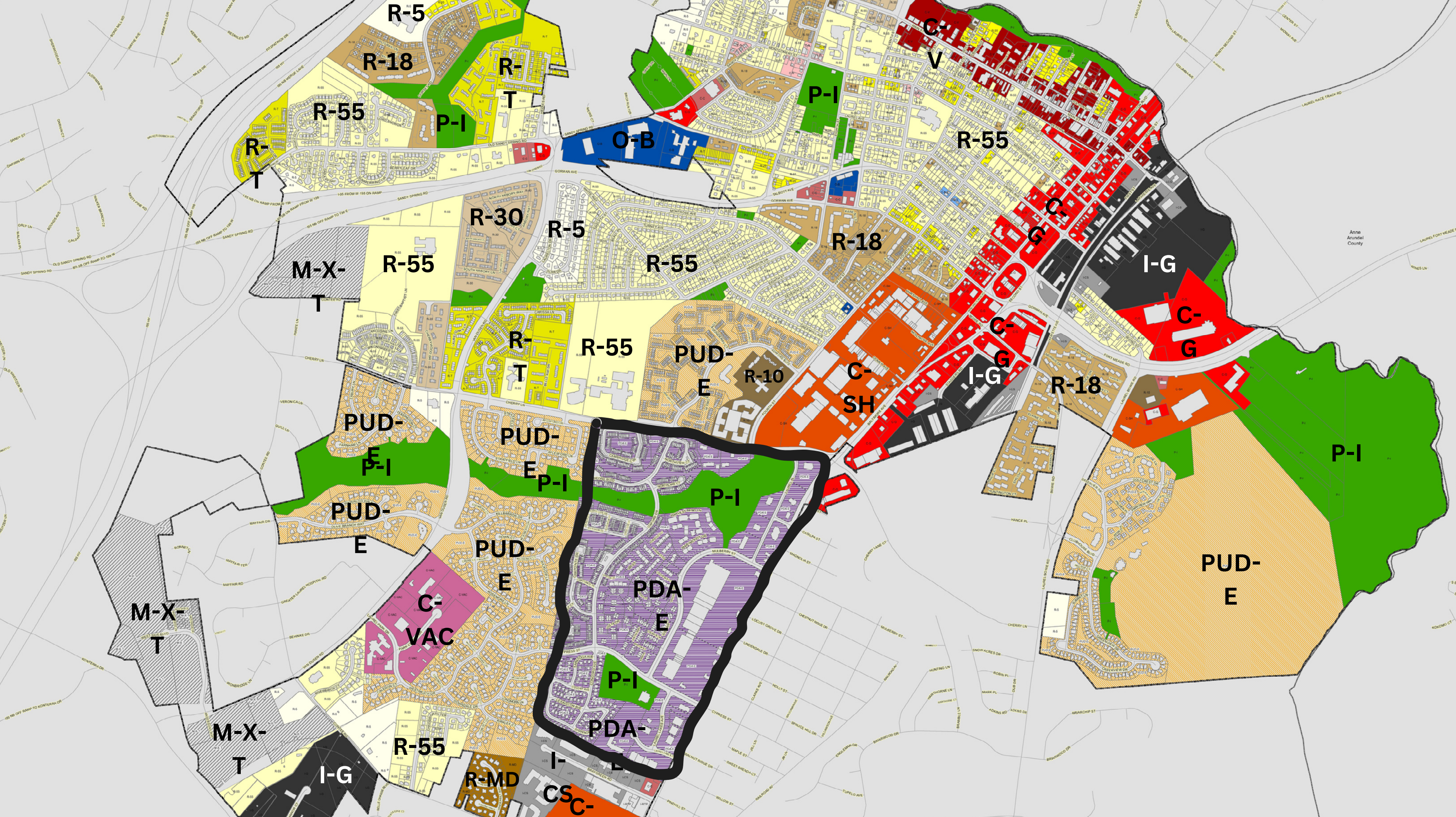
Current Zoning Map

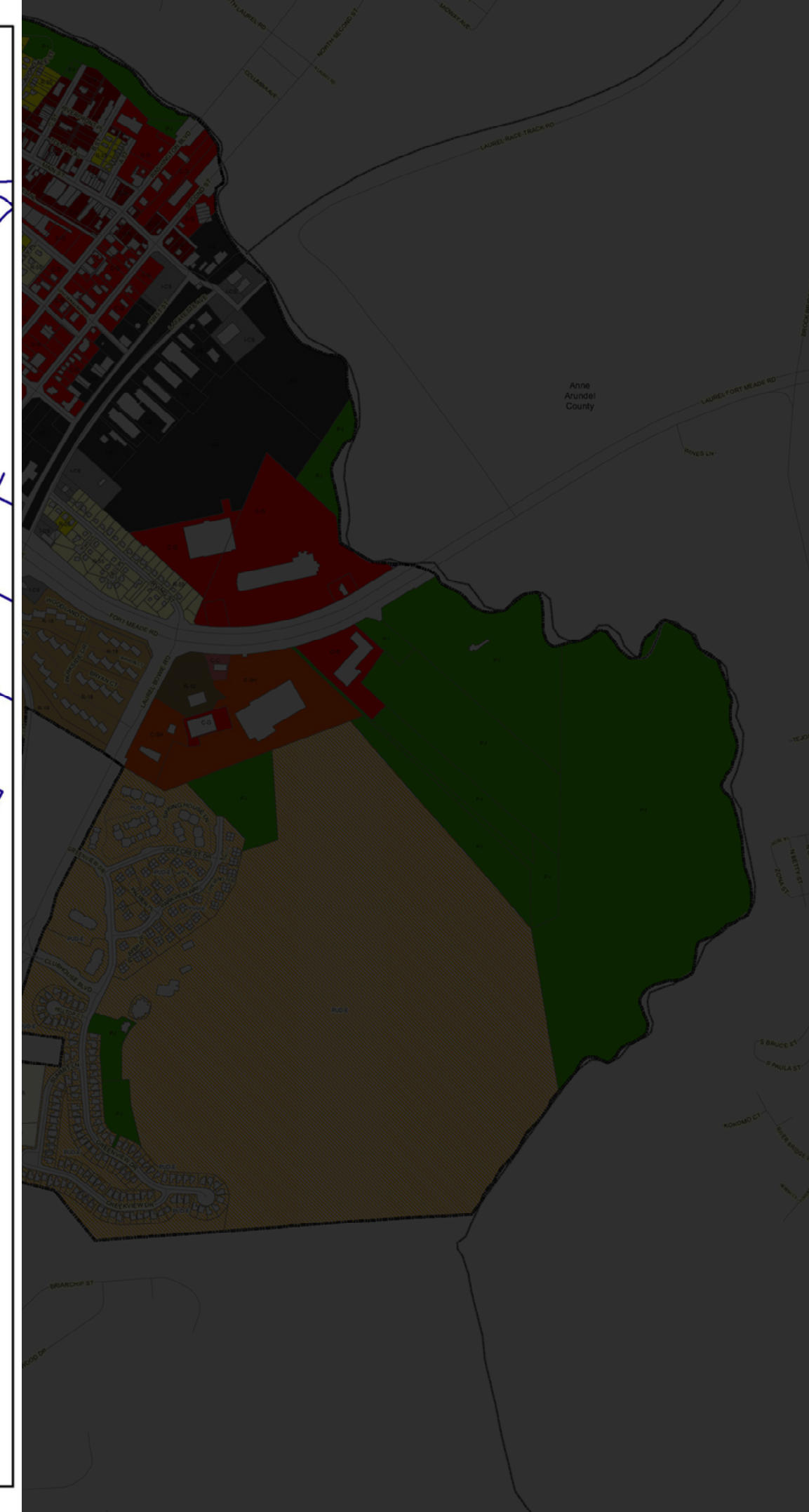
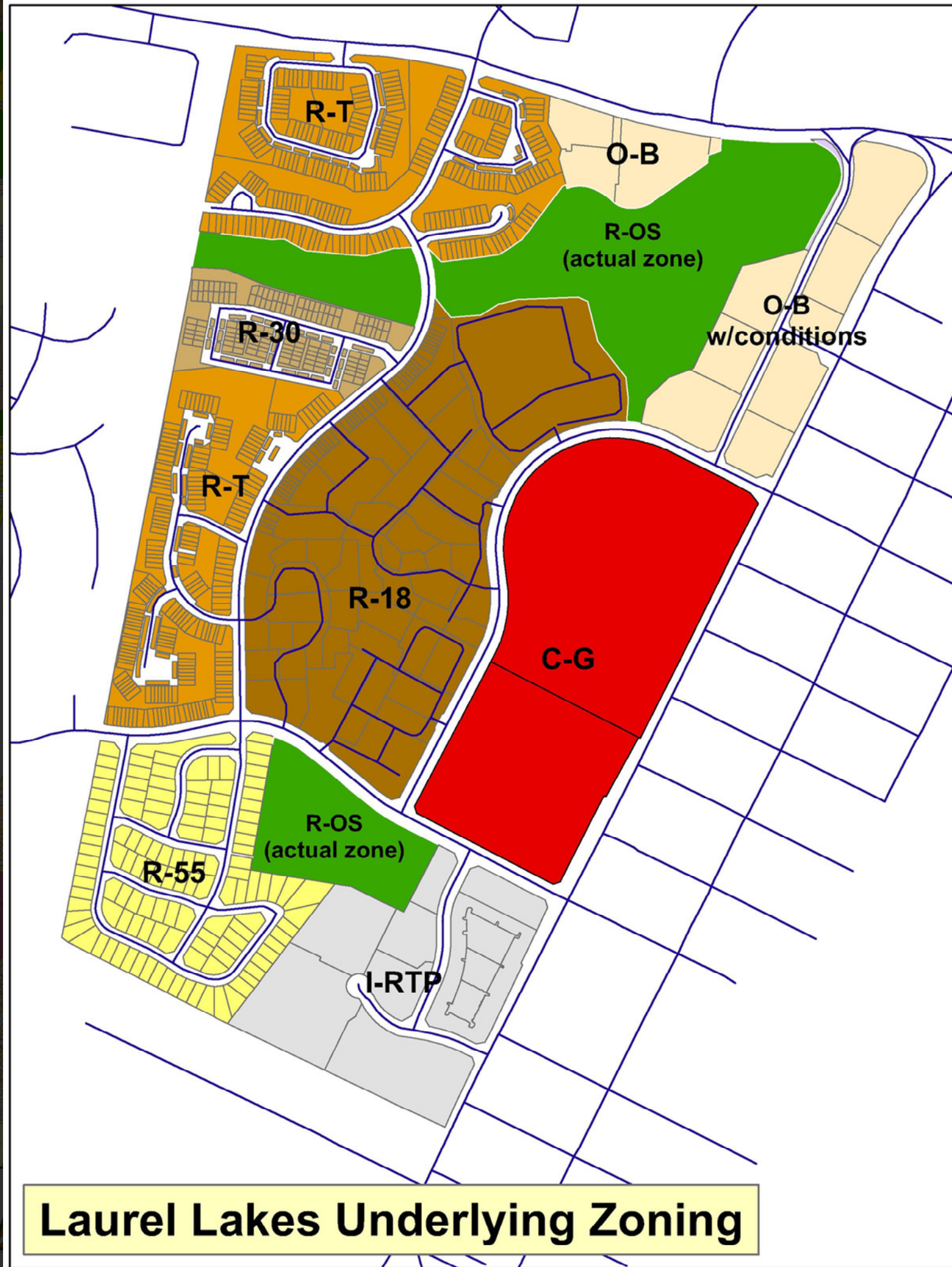
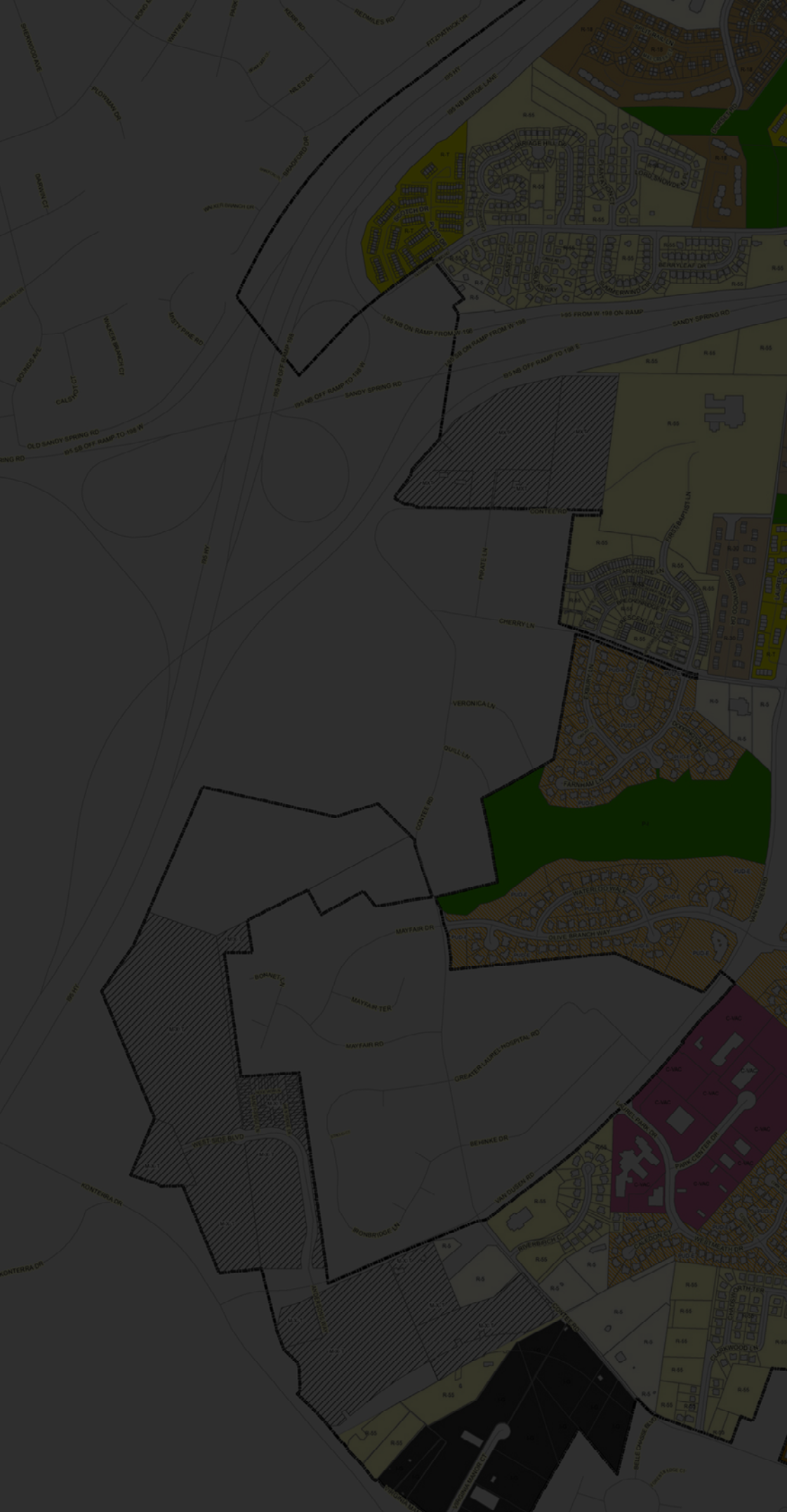


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PROJECT PLAN







SWOT Analysis

S

Strengths

W

Weaknesses

O

Opportunities

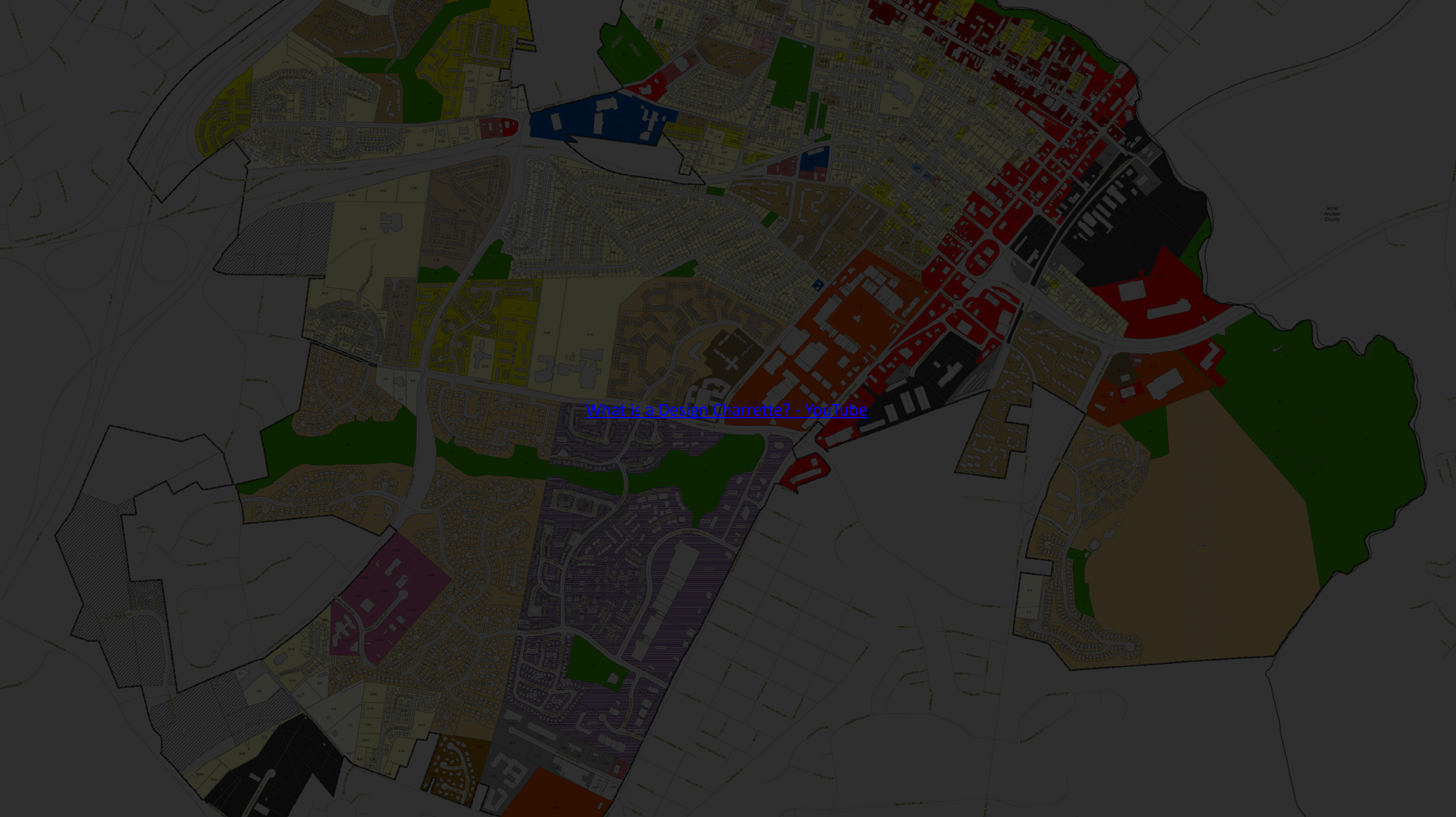
T

Threats

SWOT Analysis



<https://youtu.be/QixYG5BdKuU?si=Os6MhRJw1BgSaruO>



[What is a Design Charrette? - YouTube](#)

Scope

- Project Initiation and Stakeholder Engagement
- Existing Conditions Analysis
- Visioning and Goal Setting
- Future Land Use & Development Planning
- Transportation and Mobility Planning
- Economic Development Strategy
- Sustainability and Environmental Planning
- Implentation and Phasing Plan



Timeline



2026 Master Plan Timeline

A

Project Initiation

- Define specific goals, objectives, and deliverables
- Identify stakeholders and community engagement strategy
- Conduct initial meetings with stakeholders
- Evaluate any constraints and opportunities

Phase 1
January - April 2025

B

Existing Conditions Analysis

- Conduct a comprehensive analysis
- Analyze current zoning: Identify underutilized or problematic areas.
- Current Future Land Use Maps: Show desired zoning changes and growth areas.

C

Vision and Goal Setting

- Establish the city's long-term vision and key priorities
- Develop a public engagement plan
- Facilitate community meetings

Phase 2
May - September 2025

D

Future Land Use & Development Plan

- Identify challenges and opportunities for future land use and development
- Address sustainability, economic growth, and equity
- Collect and evaluate data (demographic, geographic, economic, and infrastructure)

E

Transportation & Mobility Planning

- Improve and enhance current transportation and mobility infrastructure
- Multimodal solutions for transportation
- Make the city more walkable and bikeable
- Promote pedestrian friendly infrastructure and neighborhood quality

Phase 3
October 2025 - February 2026

F

Economic Development Strategy

- Strategies for economic growth, job creation
- Invest in education and training to develop the workforce
- Increase small business growth by 10% in 20 years

G

Sustainability & Environmental Planning

- Promote public awareness about water usage and issues
- Promote more green infrastructure and initiatives
- Utilize our green spaces, parks, and trails

Phase 4
March - May 2026

H

Implementation Plan

- Translate plan into action
- Identify funding sources
- Establishing public-private, community partnerships



Risks

Demographic conditions could change

Insufficient Public participation,
community input

Environmental impacts, displacement of
vulnerable communities

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Alternatives

Scenario-Based Planning (high vs slow growth)

Smart and Data-driven Planning, GIS mapping

Community-Led Planning

Public-Private Partnerships

PROJECT PLAN

Roadmap

TASKS	JANUARY 2025	APRIL 2025	SEPTEMBER 2025	FEBRUARY 2026	MAY 2026
Project Initiation	<div></div>				
Engage the Community	<div></div>				
Existing Conditions Analysis		<div></div>			
Future Land Use & Development Plan			<div></div>		
Transportation & Mobility Plan			<div></div>		
Economic Development Strategy				<div></div>	
Sustainability & Environmental Planning				<div></div>	
Implementation Plan					<div></div>

DATE: January 2025

STATUS:  IN PROGRESS

 BLOCKED

 FINISHED

TASKS

STATUS

- Review existing plans
- Assess demographics and population trends
- Prepare survey to evaluate community needs
- Environmental and infrastructure analysis
- Structure community engagement plan



Status

PROJECT PLAN

20%

Phase 1 - Project
Initiation and
Stakeholder Engagement

Last updated:
January 2025

40%

Phase 2 - Existing
Conditions Analysis

Last updated:
Spring - Summer 2025

65%

Phase 3 - Visioning,
Goal Setting, and
Strategic Planning

Last updated:
Fall 2025 - Early 2026

85%

Phase 4 -
Implementation and
Phasing Plan

Last updated:
TBD (2026)

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Initial Survey Results

PROJECT PLAN



<https://www.menti.com/aln6b9w3xruf>

Economic and Community Development

Team

Economic and Community Development Department

Monta Burrough - *Director*

Sam Braden IV - *Deputy Director*

Brooke Quillen - *Community Development Coordinator*

Taylor Harvey - *Planner II*

Sadaf Parveen - *Economic Development Coordinator*

Polestar Analysis

Edward Steere, AICP

Mel Freeman

For questions, reach out to:

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“Do we have HOMEWORK?”

Do we have HOMEWORK?

1. Identify a project you think best showcased redevelopment
2. Highlight & identify what you think works best from our land use.