

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%

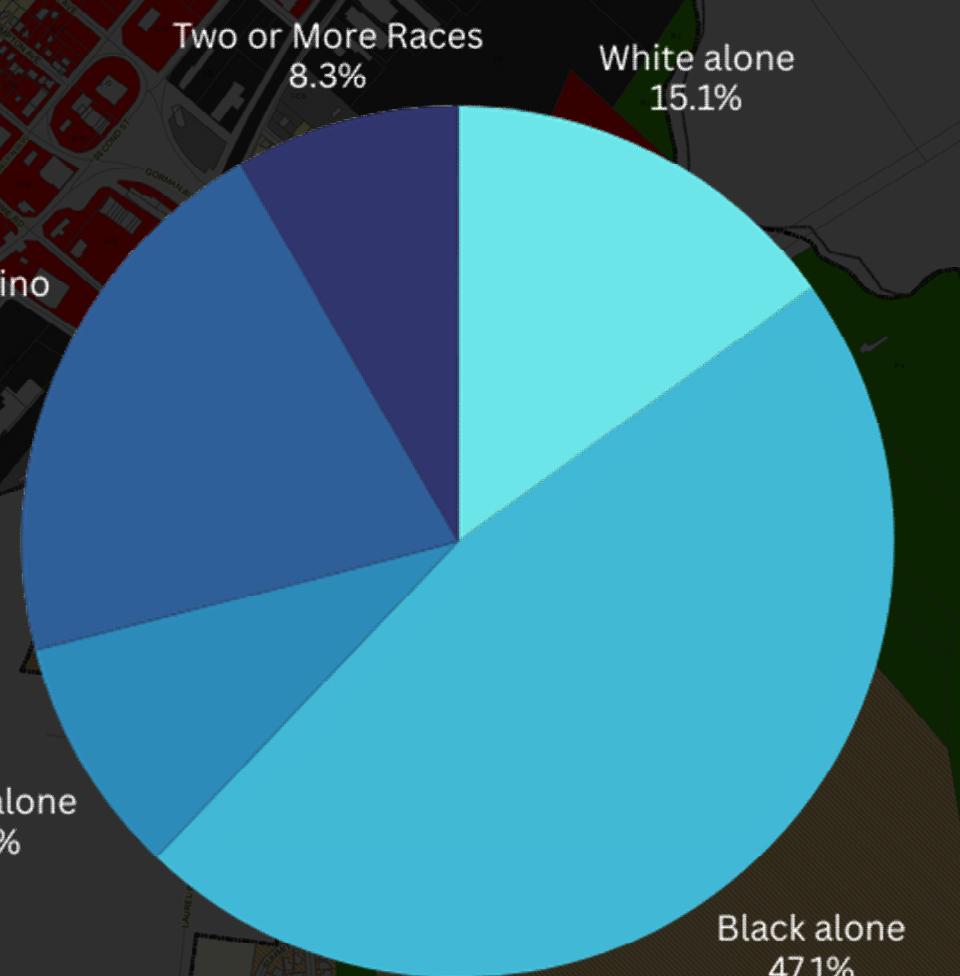
Native American: 2.1%

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.censusgov/quickfacts>



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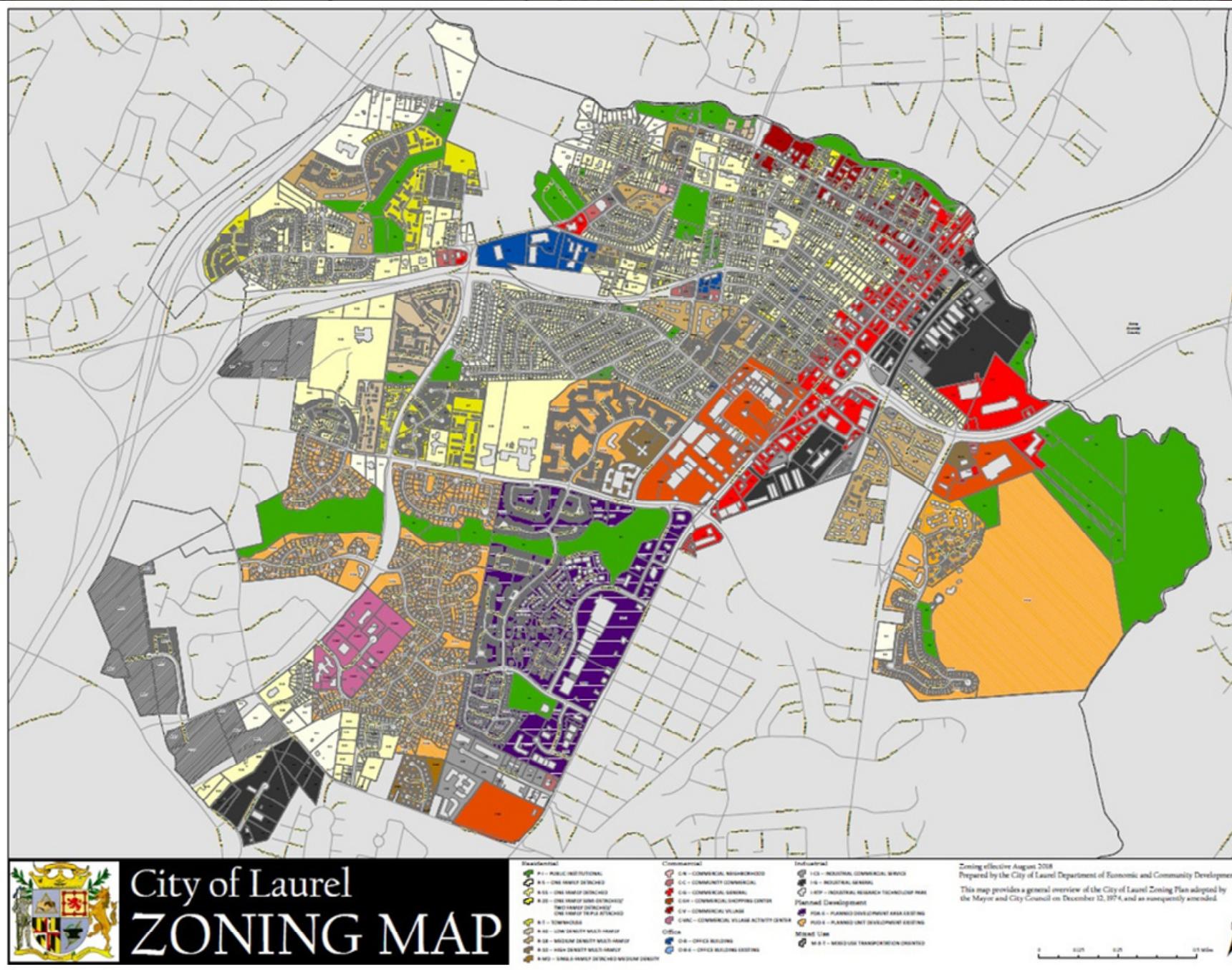
19-20 Team

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Economic and Community Development

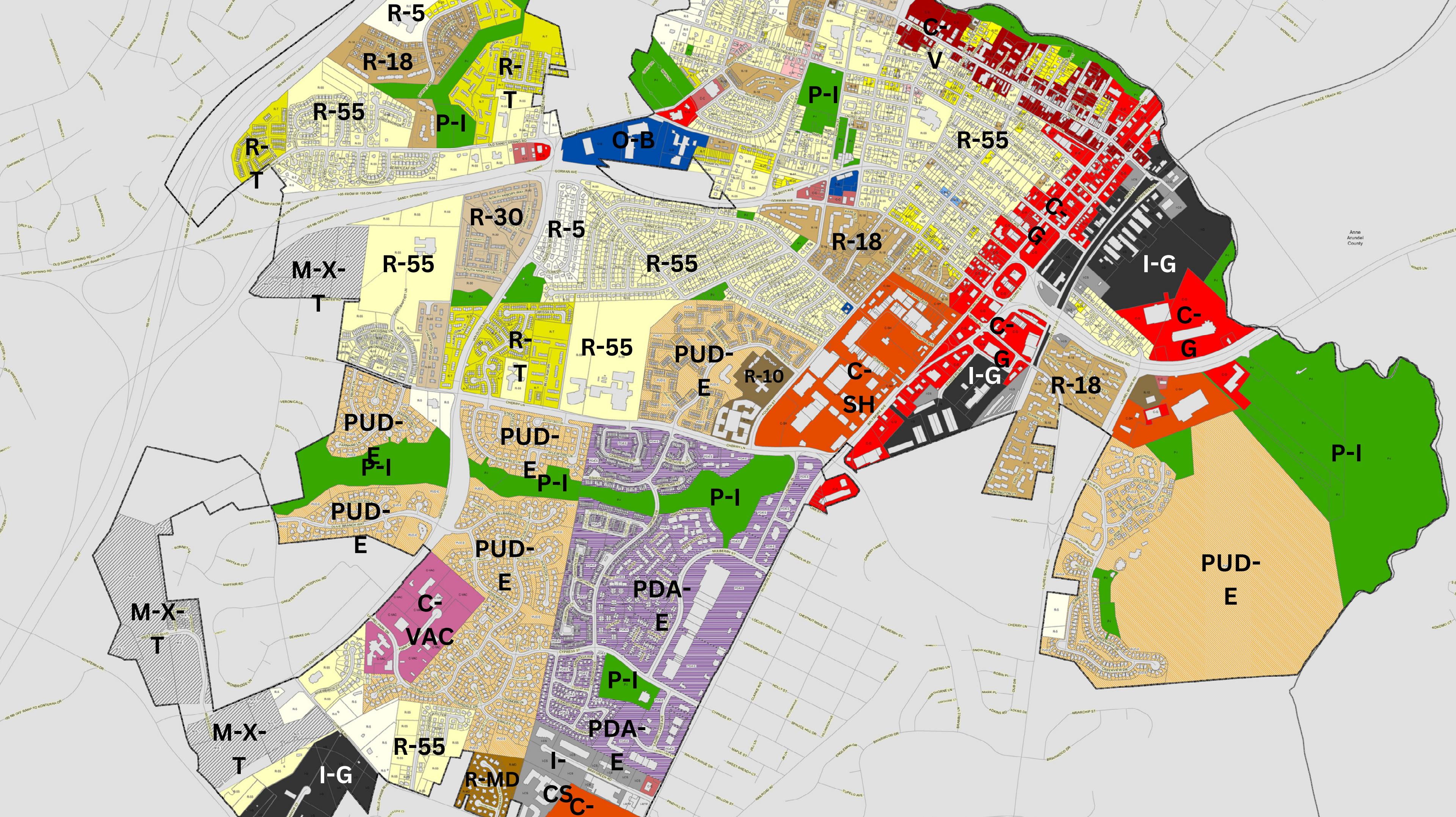
PROJECT PLAN

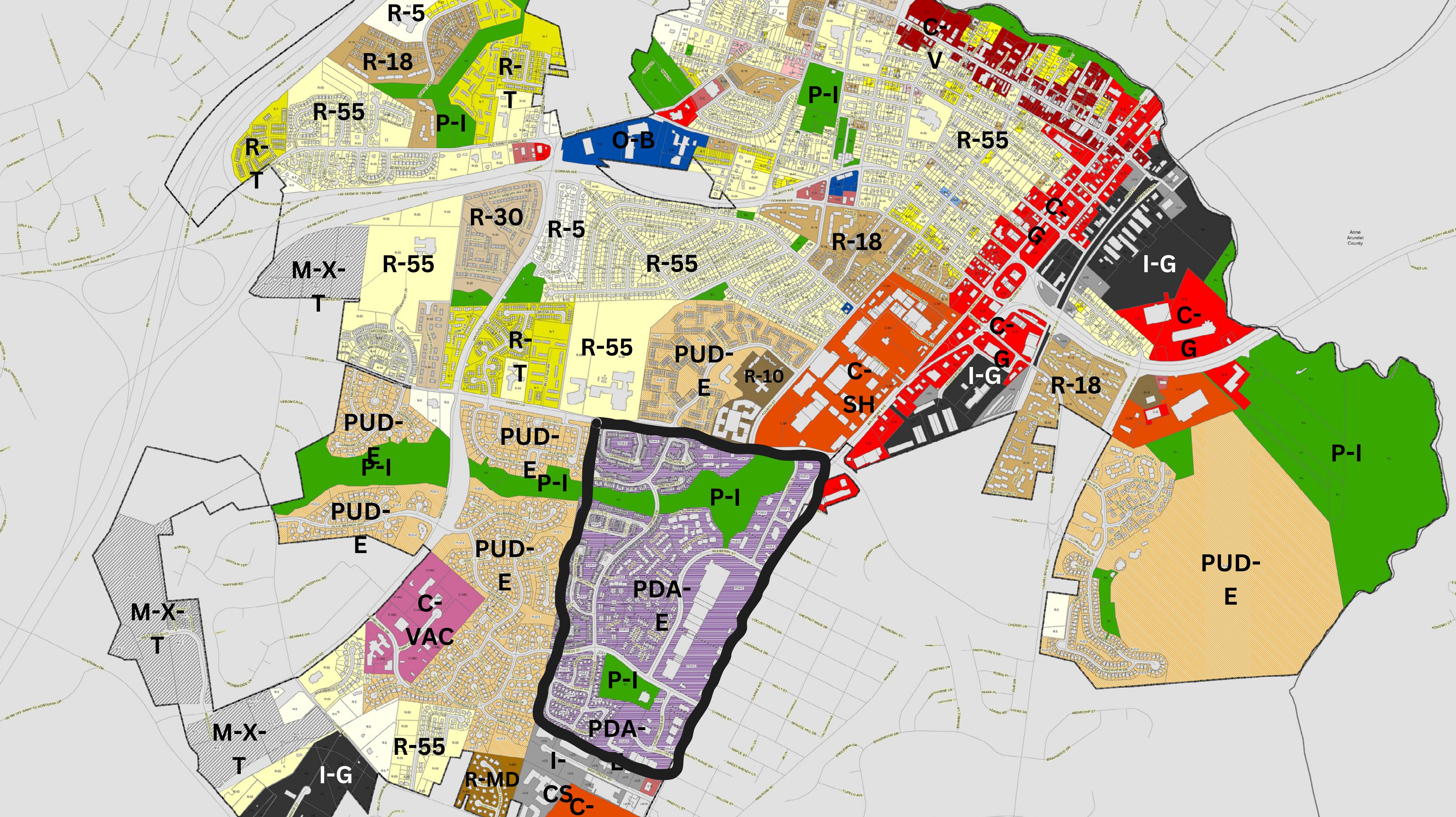
Current Zoning Map

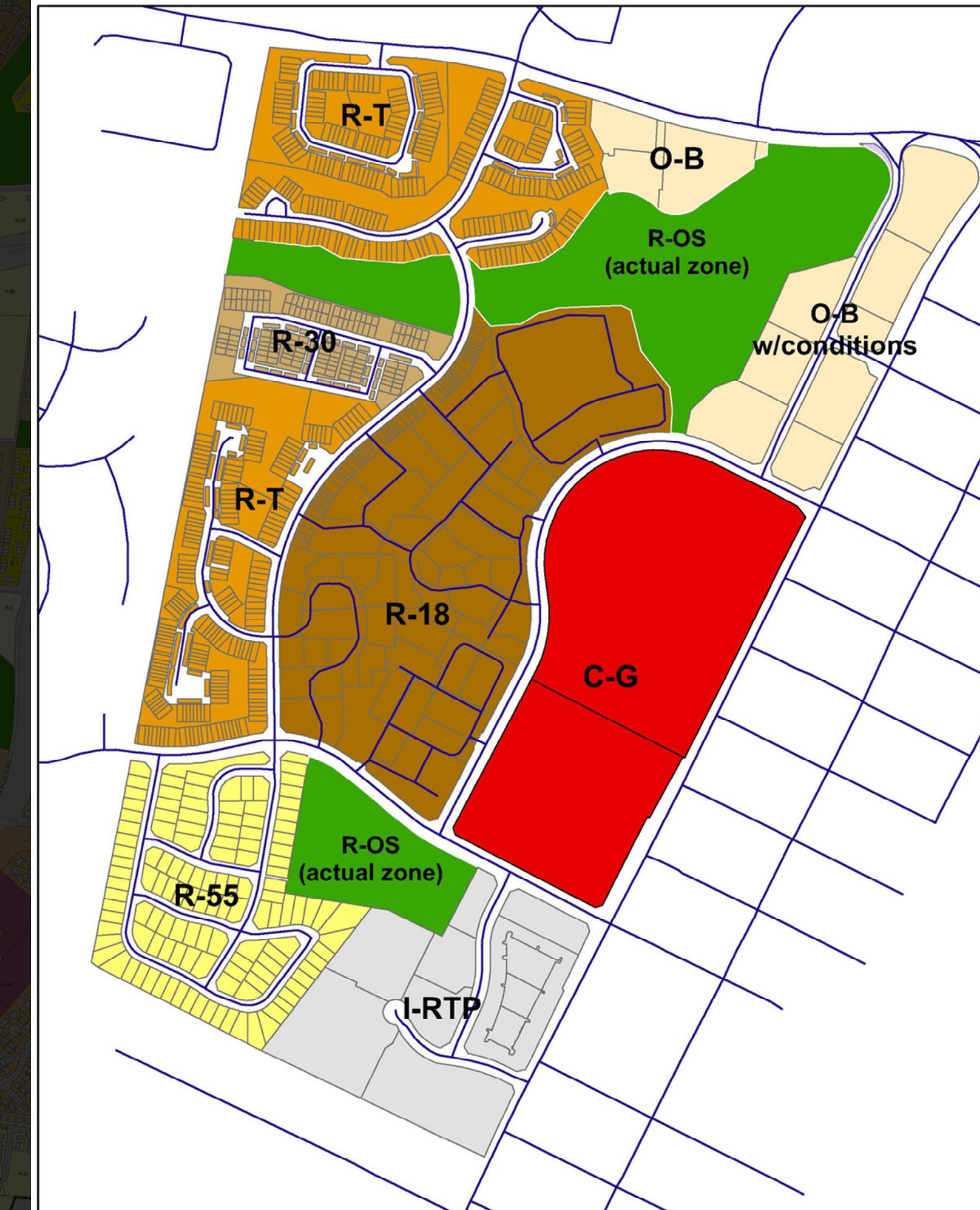
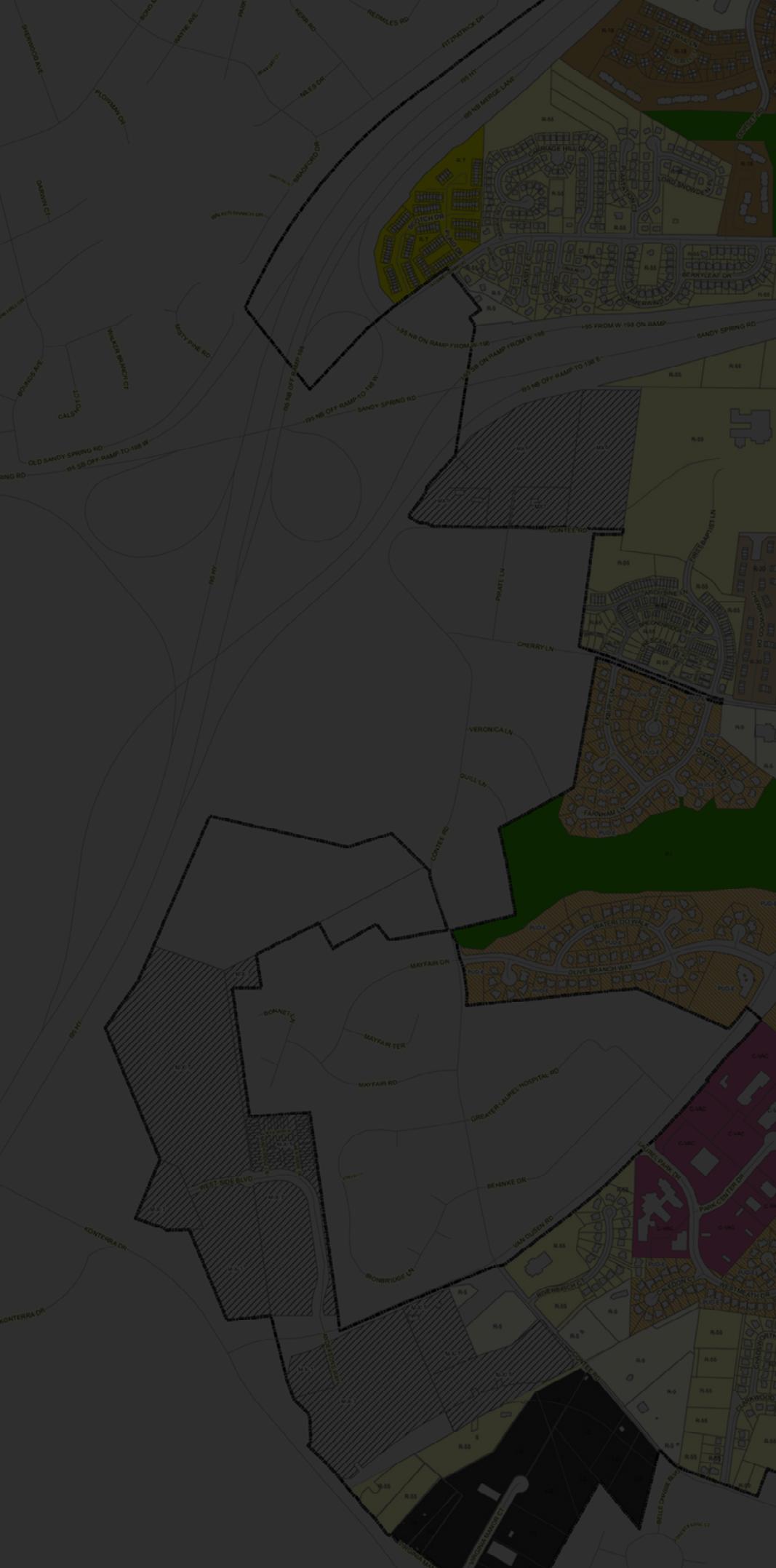


Economic and Community Development

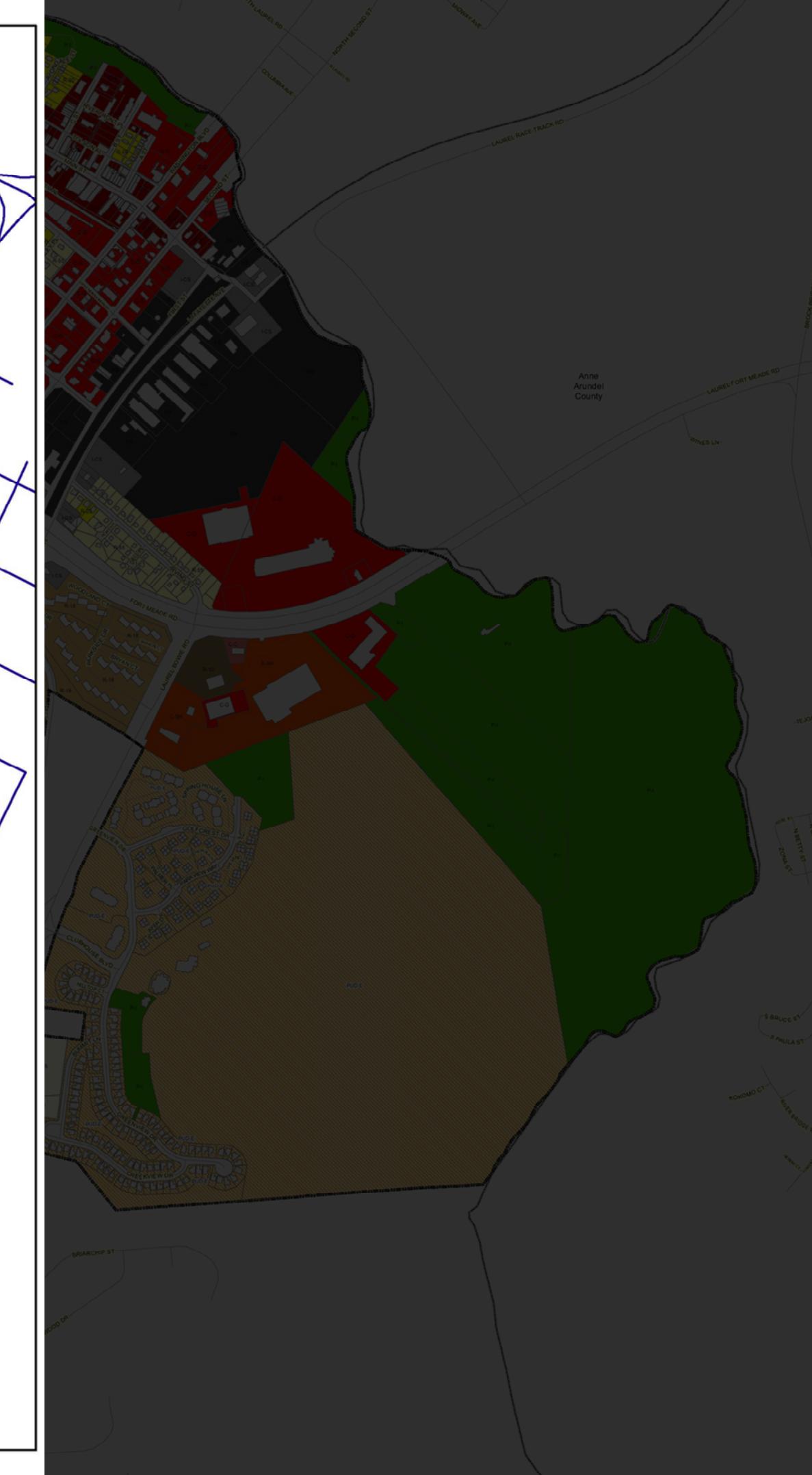
PROJECT PLAN







Laurel Lakes Underlying Zoning



SWOT Analysis

S

Strengths

W

Weaknesses

O

Opportunities

T

Threats

SWOT Analysis

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

[What is a Design Charrette? - YouTube](https://www.youtube.com/watch?v=JyfJyfJyfJy)

Scope

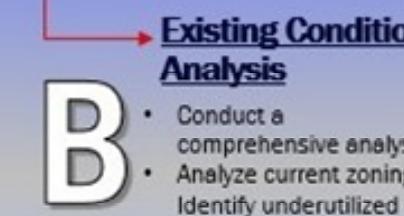
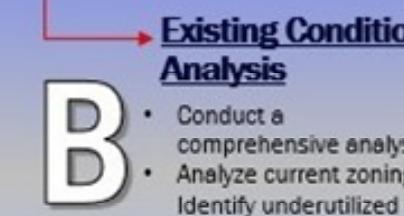
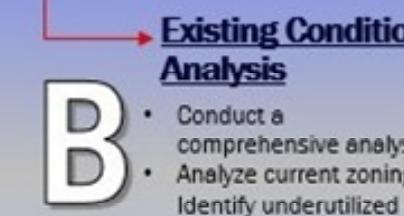
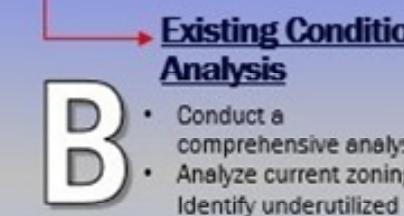
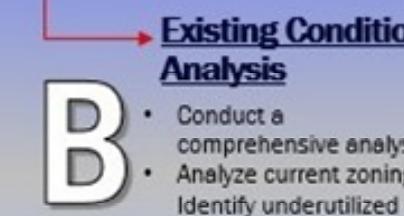
- Project Initiation and Stakeholder Engagement
- Existing Conditions Analysis
- Visioning and Goal Setting
- Future Land Use & Development Planning
- Transportation and Mobility Planning
- Economic Development Strategy
- Sustainability and Environmental Planning
- Implementation and Phasing Plan



Timeline



2026 Master Plan Timeline



Risks

Alternatives

Demographic conditions could change

Insufficient Public participation, community input

Environmental impacts, displacement of vulnerable communities

Economic and Community Development

Scenario-Based Planning (high vs slow growth)

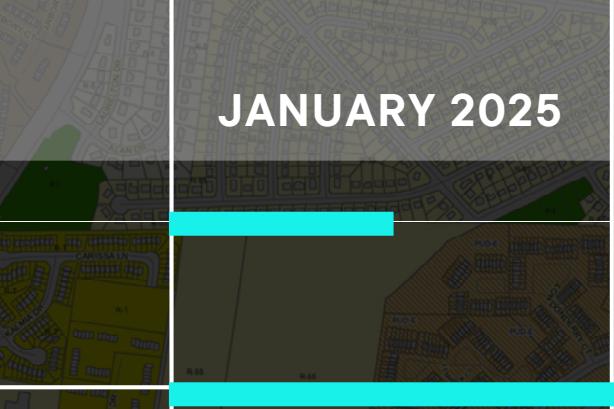
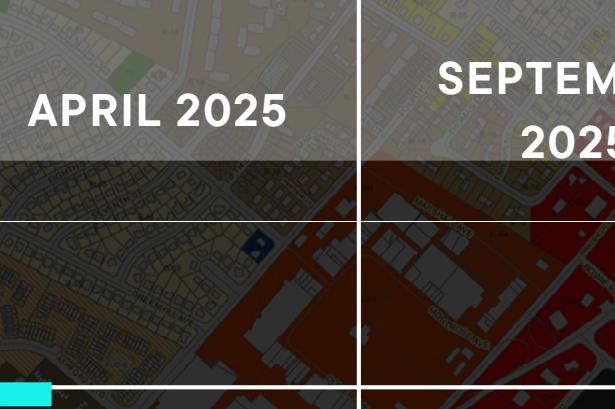
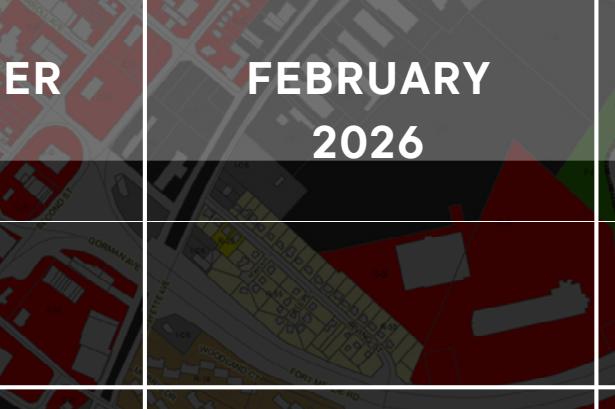
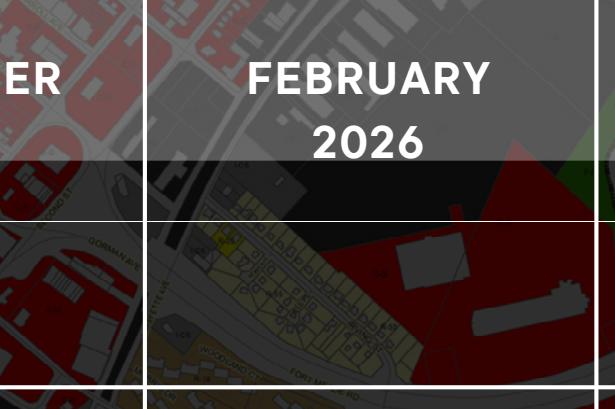
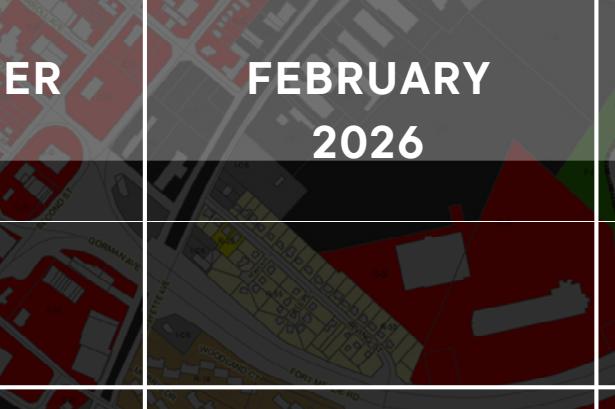
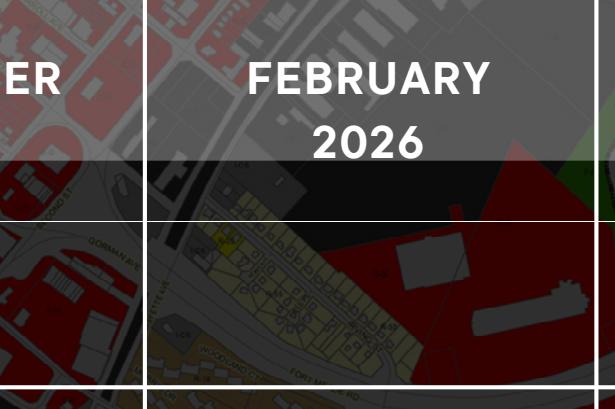
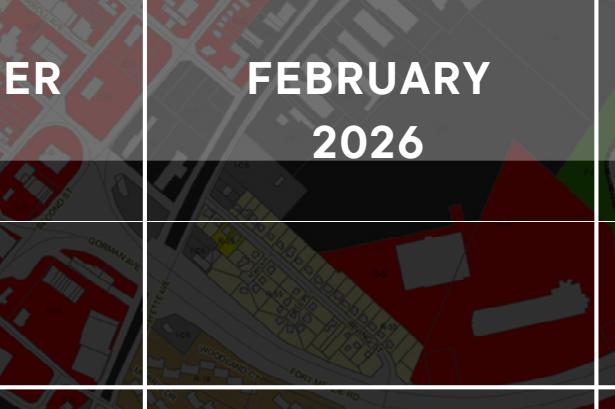
Smart and Data-driven Planning, GIS mapping

Community-Led Planning

Public-Private Partnerships

PROJECT PLAN

Roadmap

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

DATE:

January 2025

STATUS:



IN PROGRESS



BLOCKED

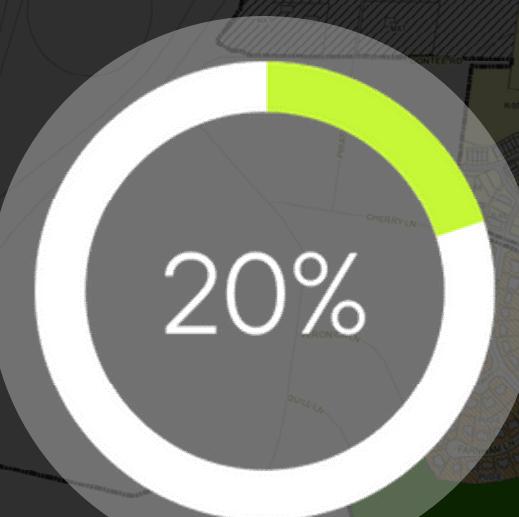


FINISHED

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

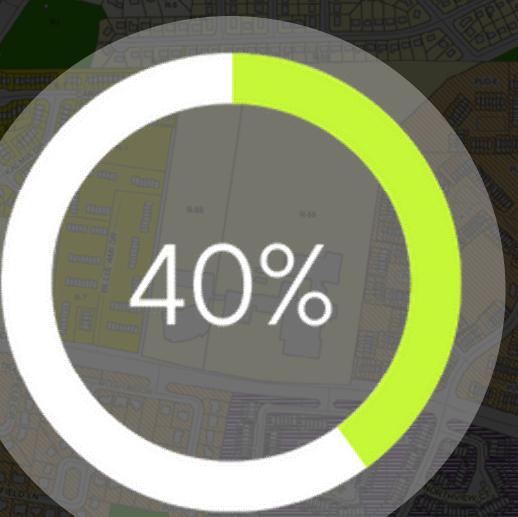
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20%

Phase 1 - Project Initiation and Stakeholder Engagement

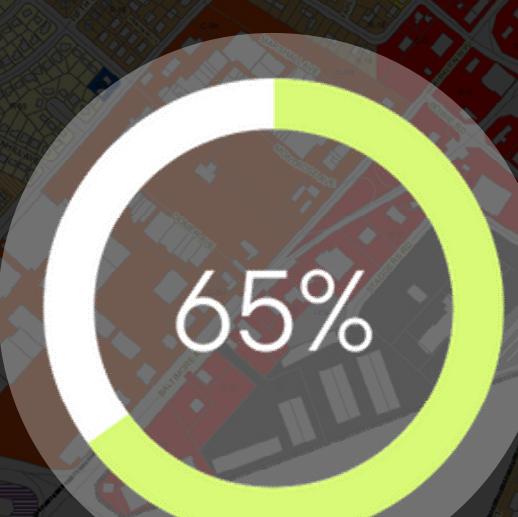
Last updated:
January 2025



40%

Phase 2 - Existing Conditions Analysis

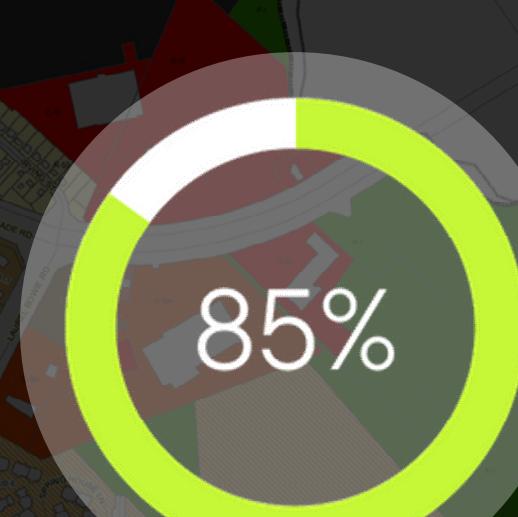
Last updated:
Spring - Summer 2025



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)

Economic and Community Development

Initial Survey Results

PROJECT PLAN



<https://www.menti.com/ln6b9w3xruz>

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

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For questions, reach out to:

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DEPUTY DIRECTOR

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Economic and Community Development

PROJECT PLAN

“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.