



# Planning for Tomorrow Master Plan

## Goals, Objectives, and Policies

PRESENTED BY:  
ECONOMIC AND COMMUNITY  
DEVELOPMENT

DATE:  
APRIL 2025

CONTACT:  
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# Agenda

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05 Census Quick Facts

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10 Main Street Highlight



# SWOT Analysis

Make informed decisions and come up with better strategies by identifying the strengths and vulnerabilities of your project


Project Name: City of Laurel Master Plan

Date: 03/25/2025

## Strength

- Increase of diversity
- MARC Train
- Location, small community feel
- Control over land use, permitting, and development


## Weakness

- Community identity; What is Laurel known for? 
- Traffic management: Route 1 & 198
- Affordable Housing options

## Opportunities

- Main Street Redevelopment
- Attract companies wanting bilingual workforce
- “Re-branding” of the city (Art, food, music, culture, etc.)

## Threats

- Residents moving due to Federal job cuts
- High property taxes
- Lack of entertainment 





# Long Term Vision

What is your vision for the City and the key priorities?



# 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%

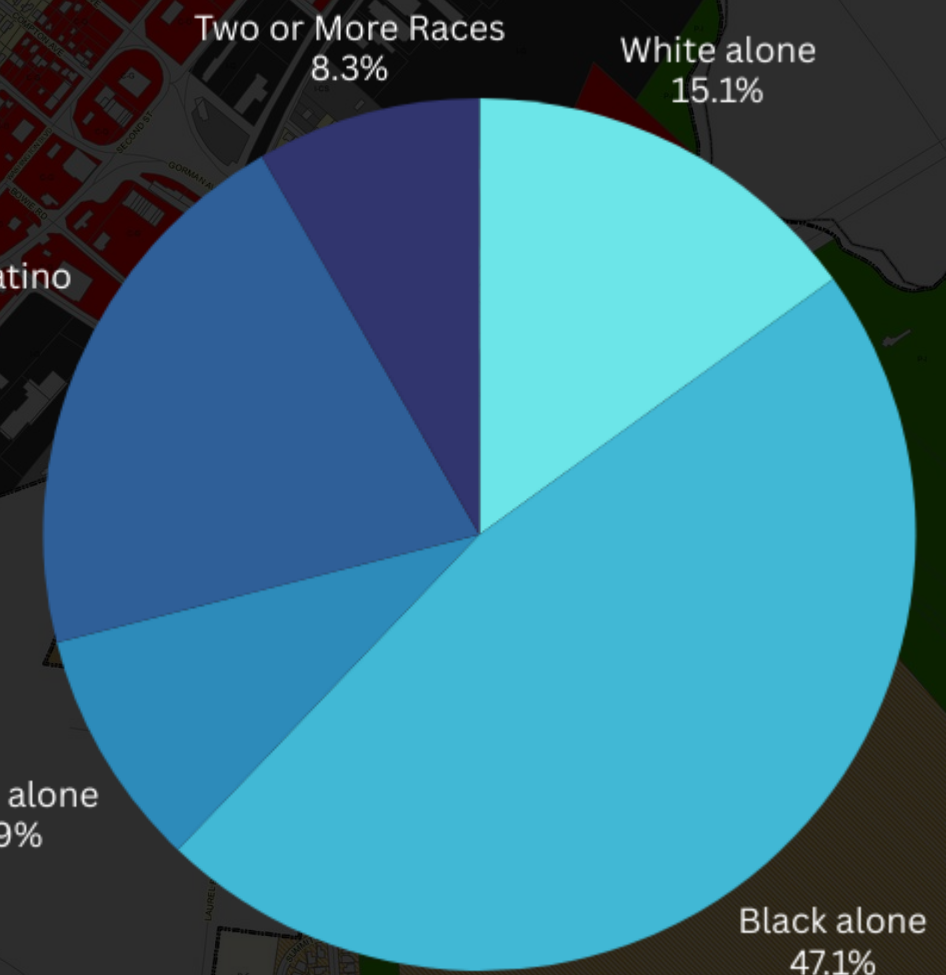
Native American: 2.1%

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>



Economic and Community Development

PROJECT PLAN



# Community Engagement



How do we engage the public?

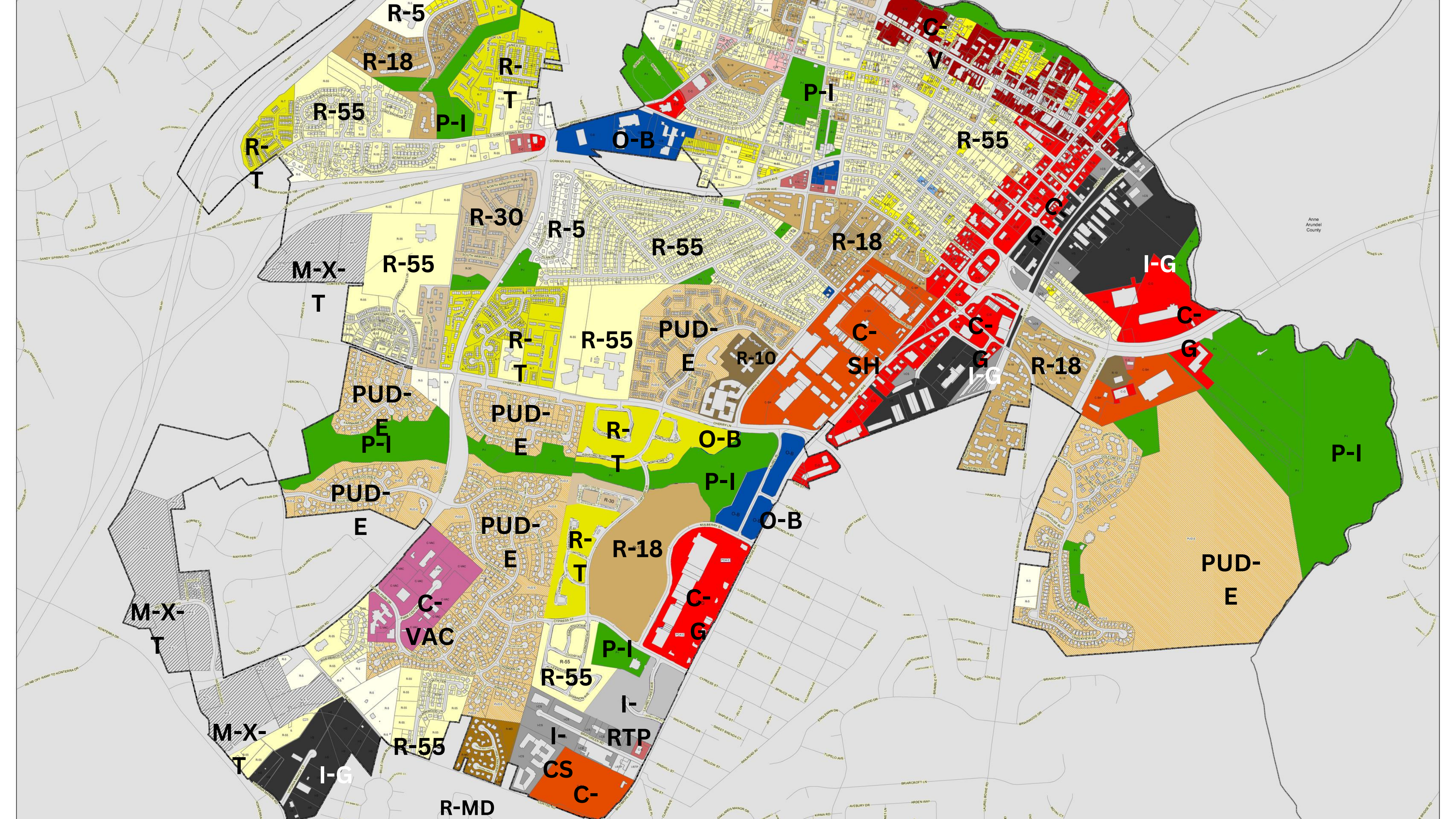


# Community Engagement

A photograph showing a group of people's hands reaching up to hold a circle of colorful paper figures. The figures are in various colors (red, orange, yellow, green, blue, purple) and are holding hands, forming a circle. The hands are of different skin tones, suggesting a diverse group of people. The background is slightly blurred, showing what appears to be a meeting or workshop setting.

How would we facilitate community meetings?

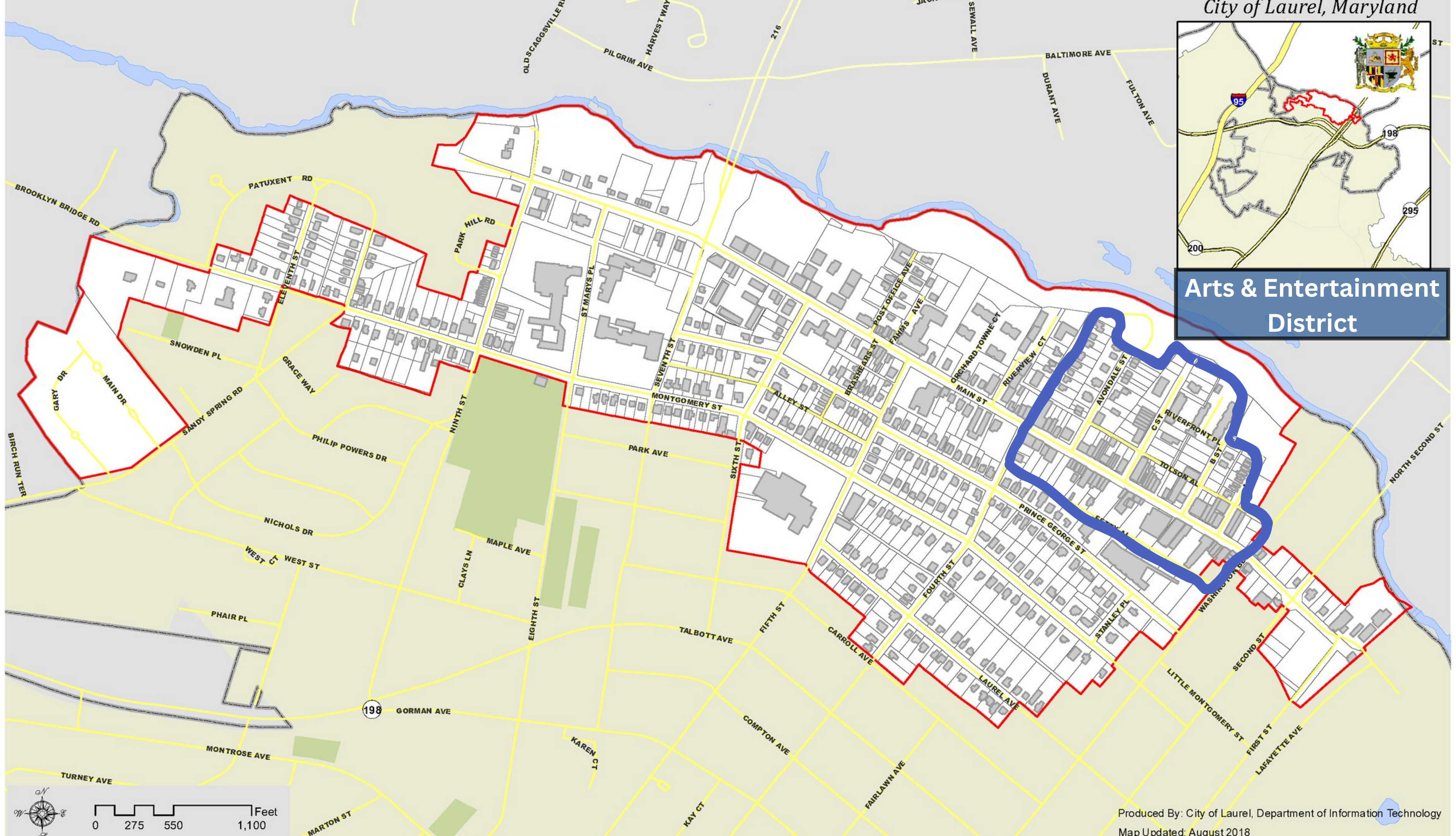




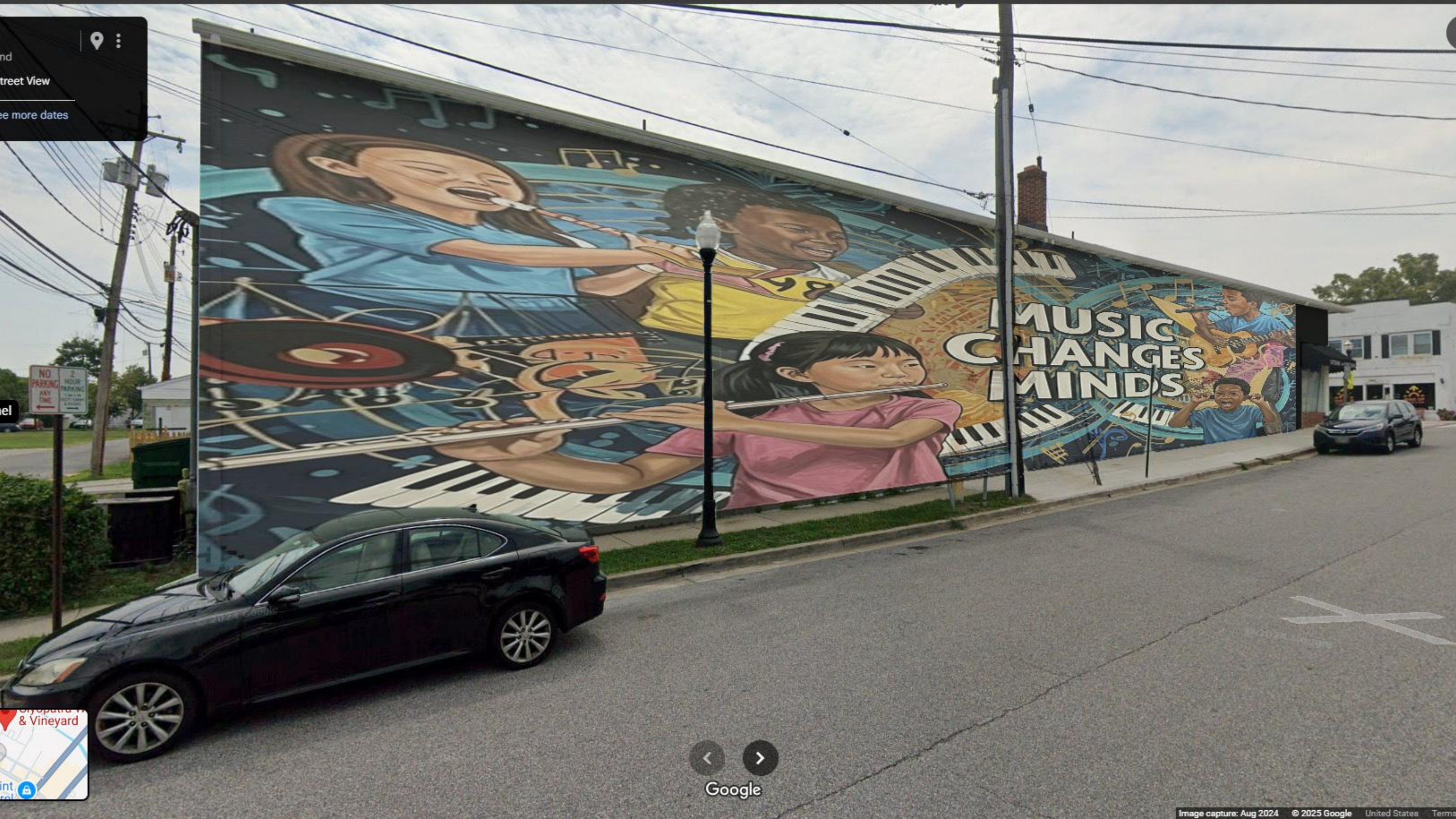




# Arts & Entertainment District







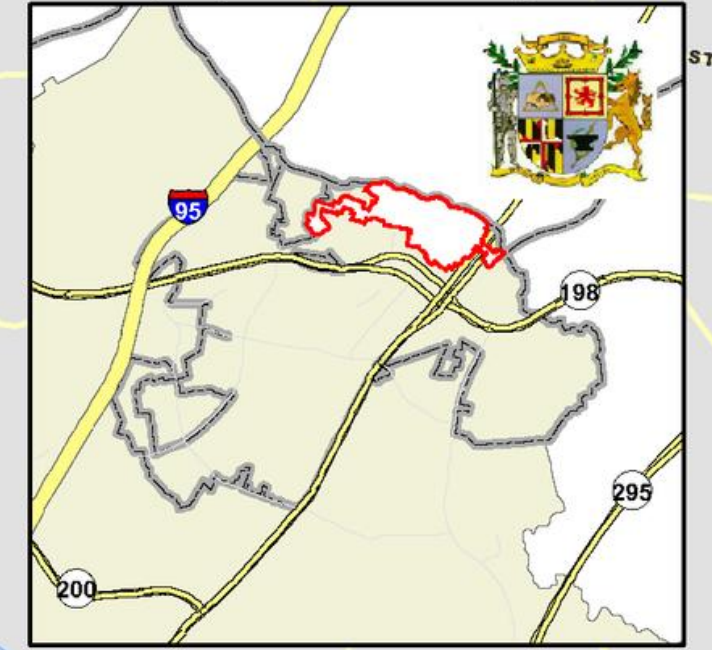
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# Team

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## Economic and Community Development Department

Monta Burrough - *Director*

Sam Braden IV - *Deputy Director*

Brooke Quillen - *Community Development Coordinator*

Taylor Harvey - *Planner II*

Chloe Kauffman - *Planner I*

Sadaf Parveen - *Economic Development Coordinator*

### **Polestar Analysis**

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