



# Carroll County Economic Development and Land Use Study

March 1, 2023  
Planning and Zoning Commission

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The first step towards Carroll's  
next General Development Plan



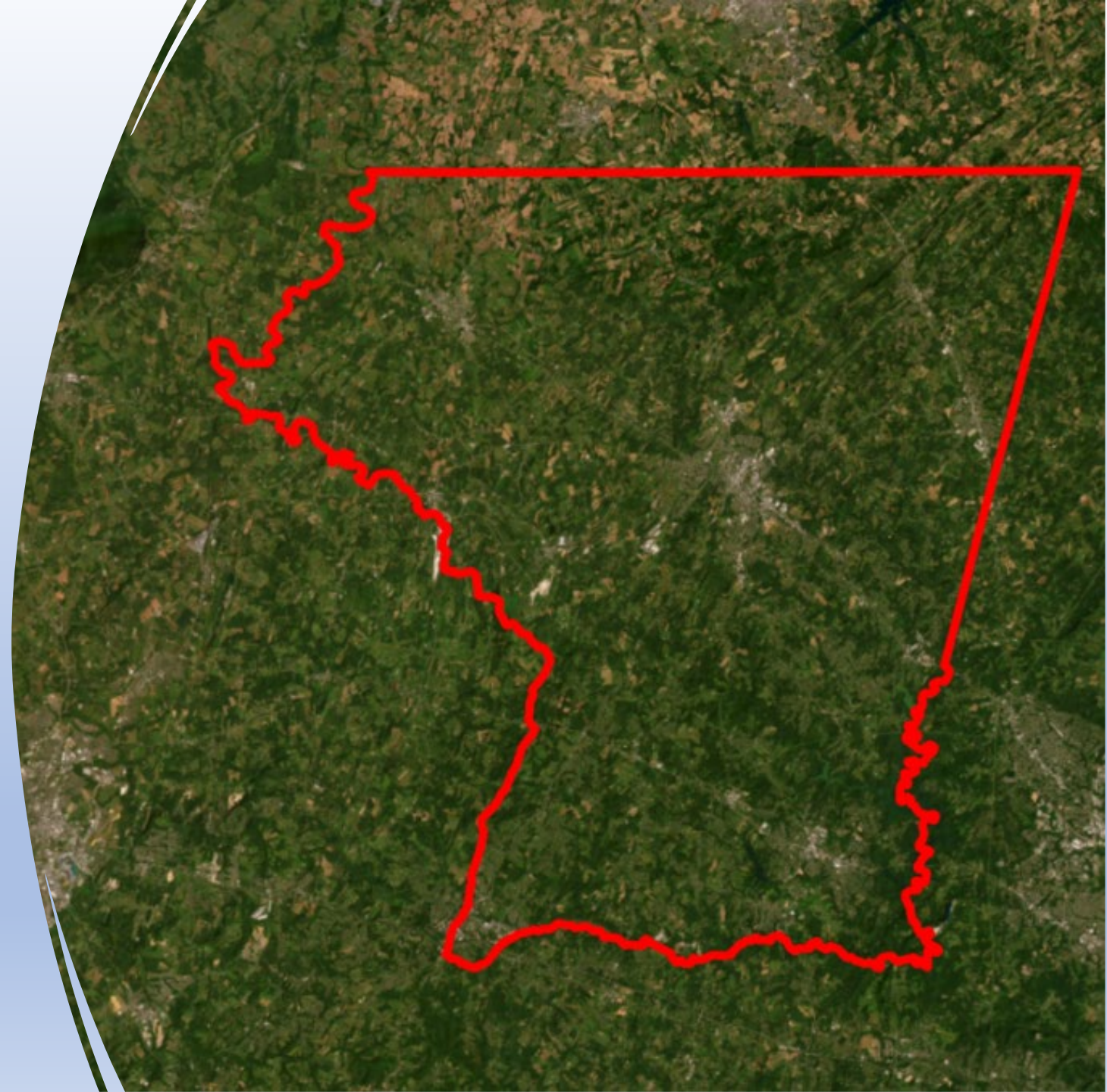
# Who is Involved?

- Department of Planning:
  - Lynda Eisenberg, AICP, Planning Director
  - Andrew Gray, Comprehensive Planner
- Department of Economic Development:
  - Paige Sunderland, Business Development Manager
- County Consultant:
  - Courtney Powell, AICP, Planning Manager (Wantman Group, Inc. (WGI))
  - Erica Guertin (WGI)

# What is the Economic Development and Land Use Study (Study)?

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- The Study will look at where in the County economic development should occur by analyzing the County's current:
  - Infrastructure
  - Land uses
  - Zoning patterns
  - Economic Opportunities
- Will provide guidance on:
  - Land Use and Zoning
  - Market Trends
  - Infrastructure
  - Constraints
  - Jurisdictional Coordination
  - Public Engagement



# Why is this Study so Important?

- Provides:
  - Snapshot of where the County currently stands economically.
  - How the County is positioned to prosper in a competitive economic region.
  - Baseline information on current infrastructure, land uses, and zoning patterns.
  - Information that will be used to draft land use and economic development recommendations for the upcoming County General Development Plan (GDP\*).
- Where and how economic opportunities will be available will ensure the County has a stable revenue stream to facilitate fiscal stability while preserving our rural and cultural heritage that makes Carroll unique.

\*The GDP will ultimately guide the County's future growth for the next ten years.

# What this Study is NOT

- This is not a plan for rezonings
- This is not development plan
- This does not replace currently adopted County Comprehensive Plan, Freedom Community Comprehensive Plan or the Finksburg Plan.

# What this Study IS

- Establishes a baseline of what the county has for economic development opportunities
- Is a fact finding mission – citizens, businesses and other stakeholders
- When finished will be a tool for the decision makers to use in the next County Plan.

Moving  
Forward



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Stakeholder Interviews

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Public Workshop (April)

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PZC Meetings

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Commissioner Meetings



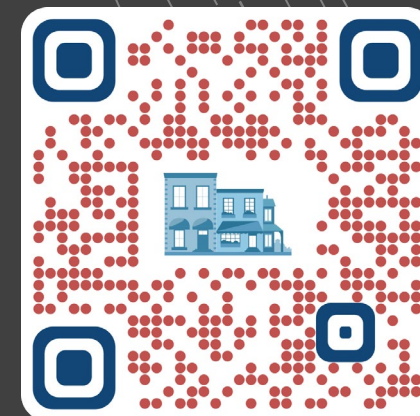
# CARROLL COUNTY ECONOMIC DEVELOPMENT & LAND USE STUDY



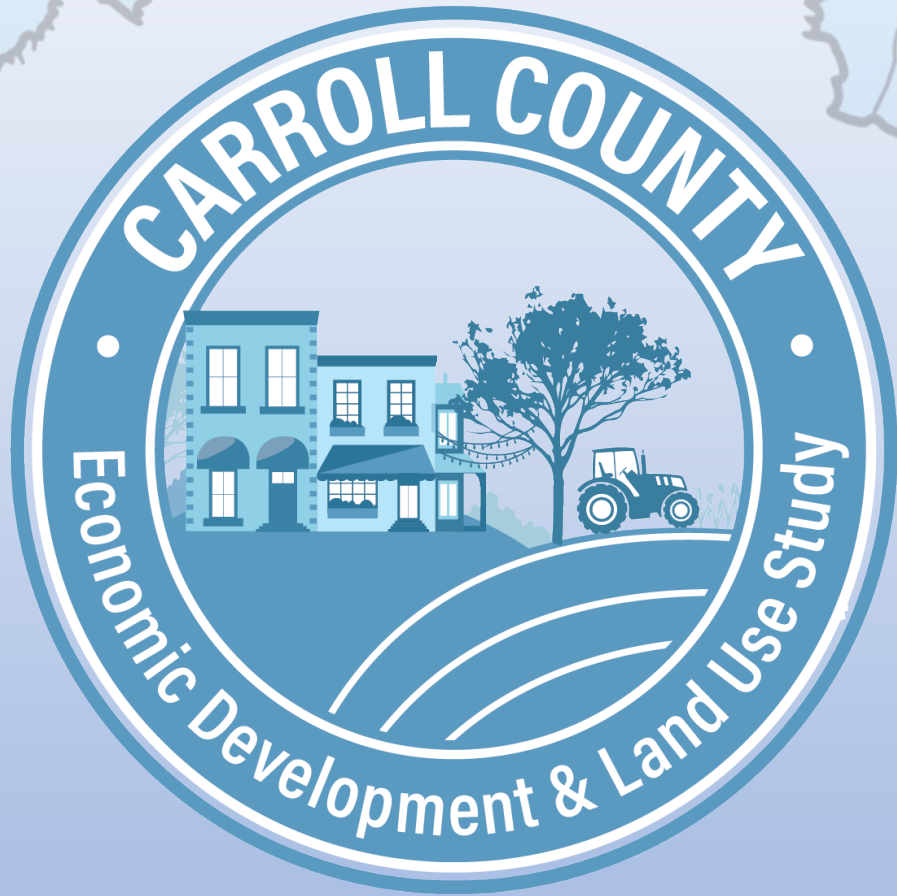
More Information

<https://www.carrollcountymd.gov/government/directory/planning/comprehensive-county-plans/county-master-plans/carroll-county-economic-development-land-use-study-new/>

OR





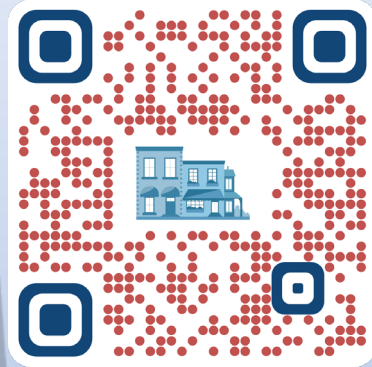


**PLANNING & ZONING COMMISSION**

March 1, 2023



*Visit the  
project  
website:*



# WHAT IS OUR ROLE IN THE ECONOMIC DEVELOPMENT & LAND USE STUDY?



One of multiple precursor steps to the county's future 2025 General Development Plan update efforts



Provide a foundation for understanding economic development and land use opportunities, gaps, and constraints within the county



Take a snapshot of current industry standards and practices



Offer an understanding for how to get to different levels of development potentials



Help the county to solve workforce development questions or challenges



Develop a baseline assessment on new industry opportunities, redevelopment trends for an aging inventory, and competitiveness within the region



# HOW CAN THE COMMUNITY MAKE A CONSTRUCTIVE IMPACT ON THIS STUDY?

ATTEND  
SCHEDULED PUBLIC  
OPEN HOUSES

SUBMIT COMMENTS TO THE  
CARROLL COUNTY  
DEPARTMENT OF PLANNING  
[ccplanning@carrollcountymd.gov](mailto:ccplanning@carrollcountymd.gov)  
(410) 386-5145

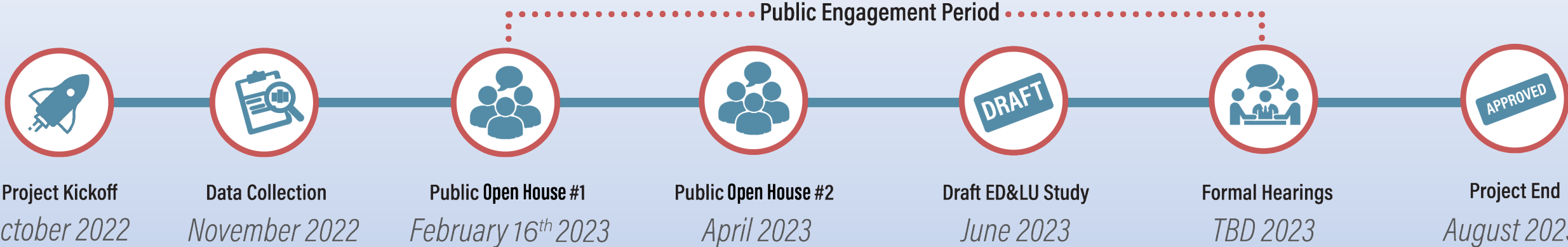
ENGAGE IN OPEN  
HOUSE ACTIVITIES

PARTICIPATE IN  
ONLINE SURVEYS

SPREAD THE WORD  
TO YOUR NETWORKS



# WHAT IS THE TIMELINE FOR THIS STUDY?



**Public Open House**  
**February 16<sup>th</sup>, 2023, 5 P.M.**

The Carroll County Department of Planning, along with consultants WGI and Willdan, welcomes you to this open house to speak with community members and bring everyone to the table to discuss the future prosperity of Carroll County.

**Agenda**  
5:00 P.M. Doors Open  
5:30 P.M. Presentation  
6:00 P.M. Workshop Activities

Stay tuned for our next public open house in April, 2023!

*Flip me over!*

**PUBLIC OPEN HOUSE**  
**February 16<sup>th</sup>, 2023**

Exploration Commons at 50 East  
(Carroll County Public Library, Westminster Branch)

The Carroll County Department of Planning, along with consultants WGI and Willdan, are hosting an open house to speak with community members and bring everyone to the table to discuss the future prosperity of Carroll County.

**Agenda**  
5:00 P.M. Doors Open  
5:30 P.M. Presentation  
6:00 P.M. Workshop Activities

Stay tuned for our next public open house in April, 2023!

Have a question or concern?  
For more information available on the Study, please contact the Carroll County Department of Planning.  
phone: (410) 388-5145  
email: ccplanning@carrollcountymd.gov

Scan the code to go to the County's website for the Study

*County meetings and public comment period for final approval and adoption by the County*



# WHAT HAS BEEN ACCOMPLISHED SO FAR?



Communications Plan



Project Management Plan



Public Engagement and Outreach Plan



Project Branding



Key Stakeholder Interviews



Countywide Site Visit Tour



Initial Demographic, Zoning, and Land Use Analysis



Public Open House #1

# WHAT PUBLIC ENGAGEMENT HAS OCCURED TO DATE?



**7** Key Stakeholder Interviews



**1** Focus Group



**1** Business Climate Survey *(ongoing)*



**1** Open House



**1** Open House Survey *(closed)*



**90** Total Participants

# WHAT WAS PUBLIC OPEN HOUSE #1?

**PURPOSE:** To engage with the Carroll County resident and business communities through in-person and online engagement.

**A**

### WHY CARROLL COUNTY?

Which of the following do you feel are assets to Carroll County?

PRIORITY REDEVELOPMENT AREAS	PHYSICAL SPACE
Corridors	Bike Paths & Walking Trails
Neighborhoods	Forested and Preserved Areas
Sites	Community Gardens, Parks, & Playgrounds
LOCAL ECONOMY	Historic Buildings and Sites
Banks & Credit Unions	Farms
Business Associations & Chambers of Commerce	Housing (affordable, workforce, and market rate)
Corporations	Outdoor Recreation (wineries, festivals, farmers markets, U-pick farms)
Local Businesses (retail and restaurants)	

Use this space to write in examples.

**B**

### WHY CARROLL COUNTY?

Which of the following do you feel are assets to Carroll County?

ASSOCIATIONS	INSTITUTIONS
Cultural & Heritage Groups	Foundations & Non-Profits
Disability, Special Needs, & Senior Groups	Libraries
Health Advocacy & Fitness	Media
Hobby and Collectors Groups	Museums
Neighborhood Groups & Associations	Schools & Colleges
Political Organizations	Social Service Agencies
Religious Groups	
Service, Non-profit, & Charitable Clubs	
Social Groups	
Veterans Groups	
Youth Groups	

Use this space to write in examples.

**C**

### MAPPING EXERCISE

**LEGEND**

- County Boundary
- Growth Boundaries
- Town Hall
- Regional Airport
- Higher Education
- Community Center
- Farmers Market
- Museum
- Park
- Agricultural Land
- Residential Land
- Non-Residential Land
- Conservation Land

**D**

### CONSTRAINTS & GAPS

I could see this getting in the way of the County's goals...

Something the County needs to consider when planning for growth is...

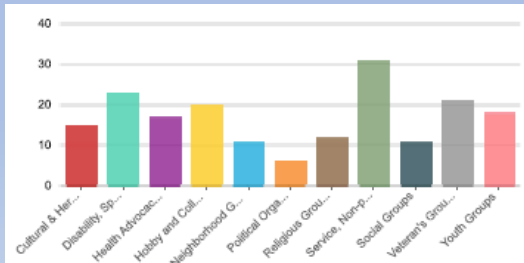
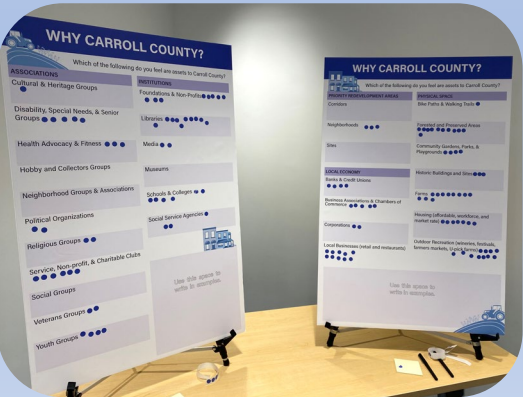
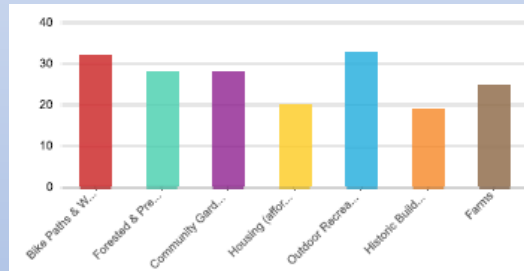
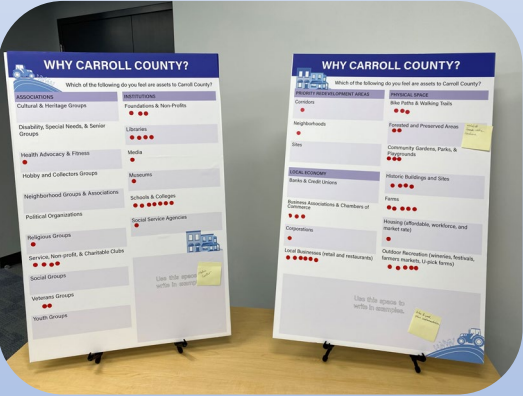
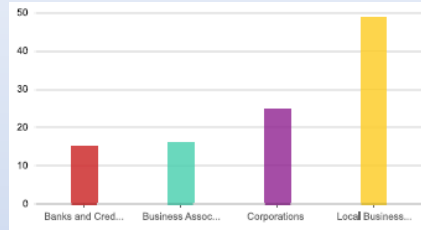
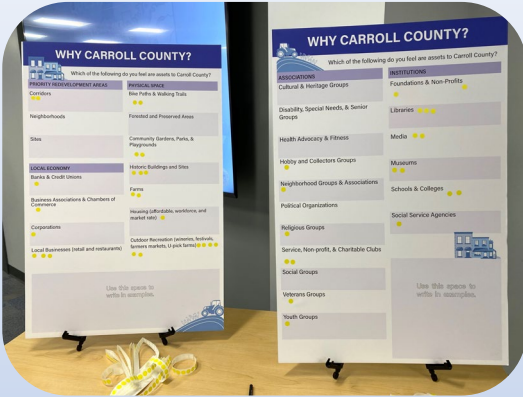
One thing we'll need to keep in mind moving forward is...

**BREAK OUT STATIONS**

**3 GROUPS**



# PUBLIC OPEN HOUSE #1: Why Carroll County?



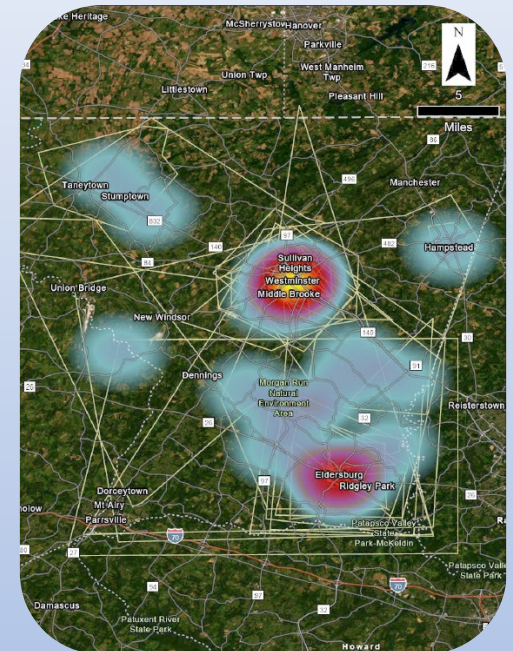
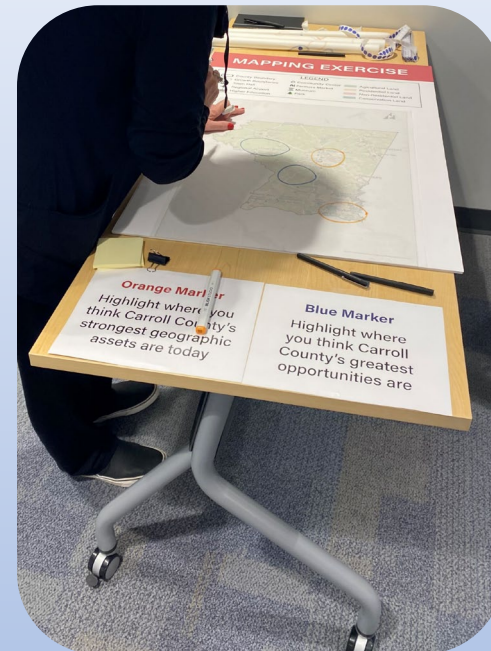
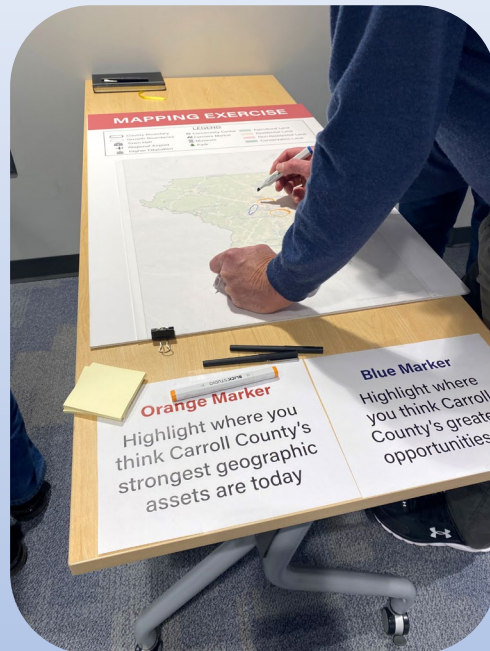
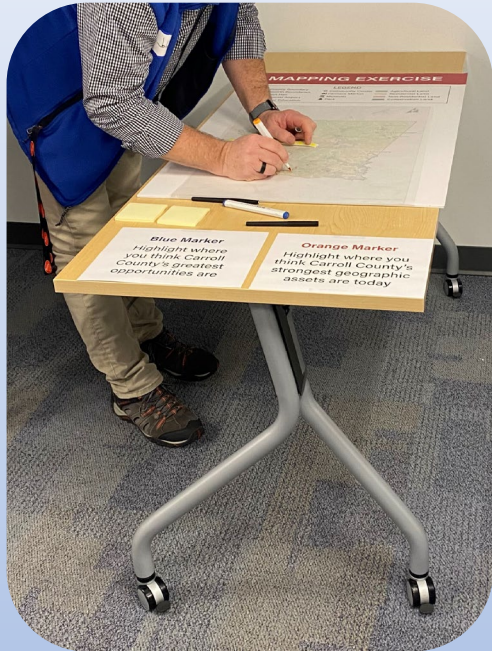
## Initial Results

- 1 Local Businesses (retail and restaurants)
- 2 Outdoor Recreation (wineries, festivals, farmers markets, U-pick farms)
- 3 Libraries
- 4 Farms
- 4 Schools & College
- 6 Forested and Preserved Areas





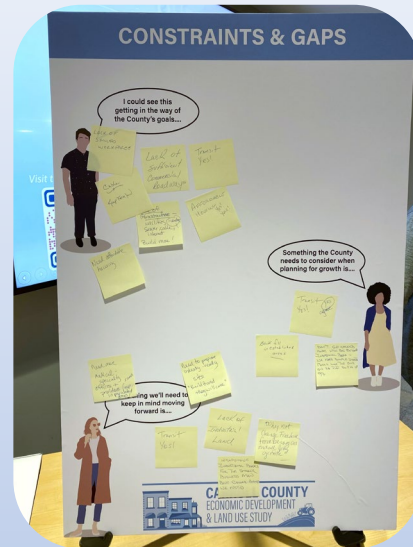
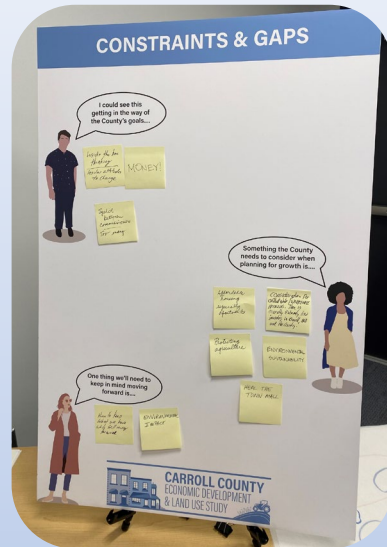
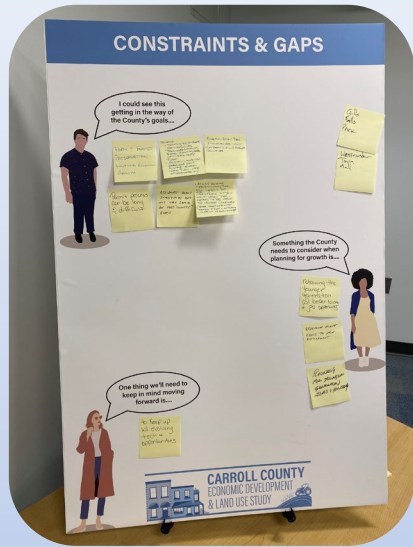
# PUBLIC OPEN HOUSE #1: *Mapping Exercise*



## *Initial Results*

In-person and survey data received to be combined and digitized into a single map.

# PUBLIC OPEN HOUSE #1: Constraints & Gaps



**Initial Themes**

- Plan for Younger Generation
- Incorporate Affordable/Workforce Housing
- To keep up with evolving technology
- Cultural Preservation & Environmental Impact
- Lack of Infrastructure
- Consider Transit Systems & Networks
- Tedious Development Process

I would like to see Carroll County maintain its bucolic environment and agricultural land preservation. Some of the main transportation routes need major upgrades (Rt. 140). Also, some towns need the addition of a by-pass or partial by-pass (i.e., Taneytown, Manchester). I also think that Carroll County needs to expand its vision to increase growth in higher paid green industry and science/technology jobs that also include job positions not requiring a 4 yr. college degree (perhaps requiring technological training via earning of associate degrees and/or certificates of competency via Carroll Community College and the Carroll County Career and Technology Center). I also believe that Carroll County has not realized its full economic potential related to tourism, arts and culture and recreational activities/venues. The County needs to include this type of development and marketing in its vision for the future.

Water and sewer systems lack thereof, adequate roads,

Water Sewer Political Views Misinformation Single Mindedness Money Lack of social opportunities for younger people Downtowns with low energy

There often seems to be vocal opposition to any growth or development. i.e. - all change is bad. By not growing here in the County, it gets displaced to adjoining areas. Example - new housing stock is limited and/or too expensive so someone buys in York or Adams County instead. Yet they still drive through Carroll to get to their job - so the issue(s) that folks complained about, namely too much traffic, are still there. Only now, the County and us as residents, get no benefits - all the tax dollars go to PA. Lots of PA tags going north on 97, 30, 27, etc. in late afternoon.... We need some growth here in the County where it will help sustain our businesses, provide places for our kids to live.

...preservation that restricts tax base growth, onerous County building and code bureaucracy, code enforcement, but unpredictable requirements that vary based on which building official is on-site)

excessive townhome communities

Control of ag preservation Housing costs Hiring paying jobs Lack of vision/resistance to growth and change is

Citizens that don't want to increase taxes, mind set of older citizens that don't want change, limited water and sewer capacities

Building huge structures that take away from the family feel and natural beauty in our area. I moved here prior to the restoration of Carrolltown center and it broke my heart to see it torn down for a Walmart.

ag preservation programs

affordable housing/lack of public water lack of mid-sized employers lack of public transportation - particularly evening and weekends



# WHAT ARE OUR NEXT STEPS?

## March – April

### Develop draft documents relating to:

- Analyzing the current zoning and land use patterns
- Assessing trends/projections of demographic and economic data
- Mapping of strategic areas
- Ranking of priority greenfield and redevelopment areas
- Peer benchmarking assessment

### Conduct interviews with key leadership members.

### Present project update to the Board of County Commissioners.

### Host the second Public Open House. *(In Person and Virtual)*



# QUESTIONS

**Courtney Powell, AICP**

Urban & Community Planning Manager, Project Manager

Email | [Courtney.Powell@wginc.com](mailto:Courtney.Powell@wginc.com)

Direct | 571-438-9436

*Visit the project website:*

