

Carroll County
Economic
Development and
Land Use Study

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))
 - Martin Smith, AICP, Market Leader (WGI)
 - Erica Guertin and Benjamin Valente (WGI)
 - Jon Stover, Leslie Gray, and Jordan Howard (John Stover and Associates (JS&A))



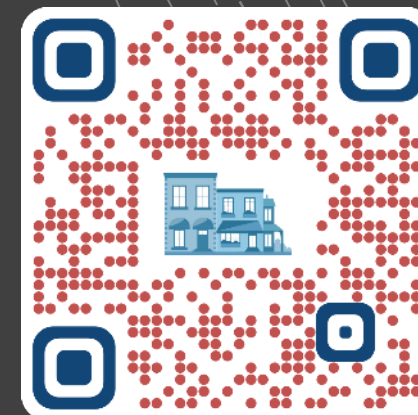
CARROLL COUNTY ECONOMIC DEVELOPMENT & LAND USE STUDY

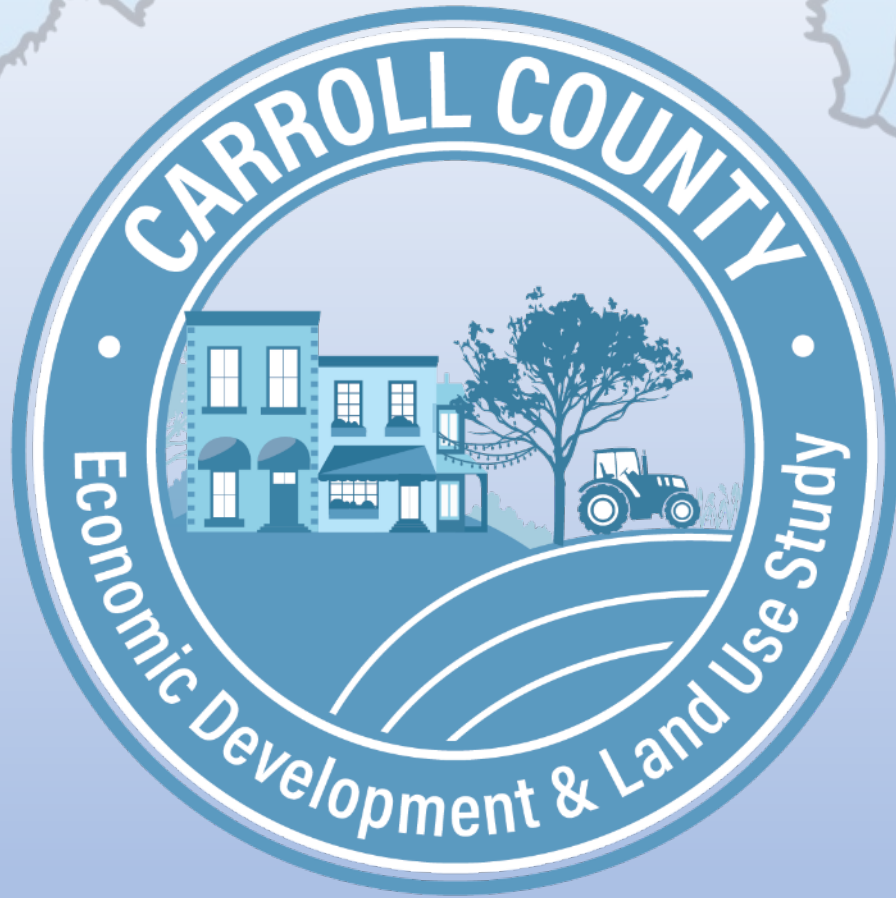


More Information

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

OR





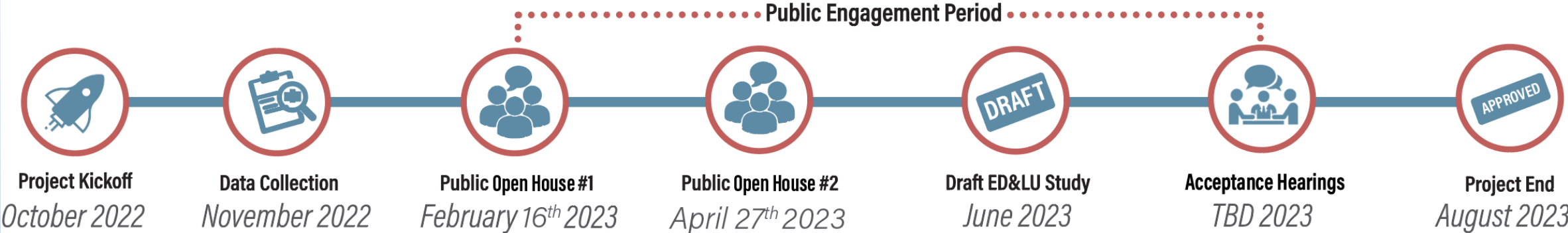
PUBLIC OPEN HOUSE
April 27th, 2023



*Visit the
project
website:*



WHERE ARE WE ON THE PROJECT TIMELINE?



“ You have a community of people with families that are always looking for opportunities to be a part of something special. ”

Public Open House
April 27th, 2023, 5 P.M.
@ Exploration Commons

The Carroll County Department of Planning, along with consultants WGI and JS&A, invites you to the second open house of the EDLU Study. We will be providing an update on the Study to date, reviewing results from the first open house, and engaging with attendees to understand what economic growth opportunities are most aligned with the community's vision.

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

Flip me over!

PUBLIC OPEN HOUSE
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Exploration Commons at 50 East Carroll County Public Library, Westminster Branch

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Have a question or concern? For more information available on the Study, please contact the Carroll County Department of Planning.
phone: (410) 386-5145
email: ccplanning@carrollcountymd.gov

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



WHAT HAS BEEN ACCOMPLISHED SO FAR?

PHASE 1



Communications Plan



Project Management Plan



Public Engagement and Outreach Plan



Project Branding



Countywide Site Visit Tour



Public Open House and Survey #1

PHASE 2



Stakeholder Interviews



Focus Groups



Demographic, Zoning, and Land Use Analysis



Legal and Regulatory Assessment

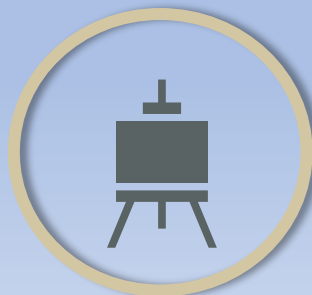


Peer Benchmarking Assessment



Asset Mapping

PHASE 3



WHAT PUBLIC ENGAGEMENT HAS OCCURED TO DATE?



13 Key Stakeholder Interviews



2 Focus Groups



1 Business Climate Survey



1* Open House



1* Open House Survey



1* Student Survey



101* Total Participants

**Public Open House #2 takes place today from 5:00 p.m. – 7:00 p.m. at Exploration Commons, in the Westminster Branch Library*

WHAT WAS PUBLIC OPEN HOUSE #1?

PURPOSE: To engage with the Carroll County resident, student, 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...

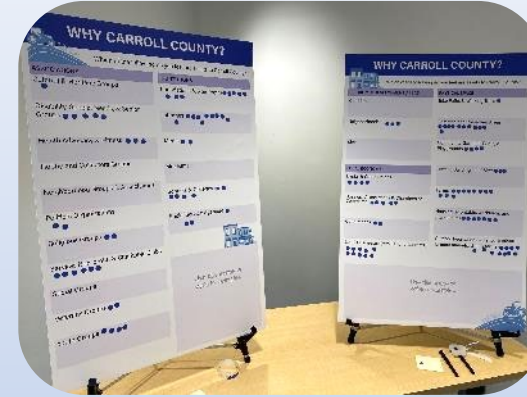
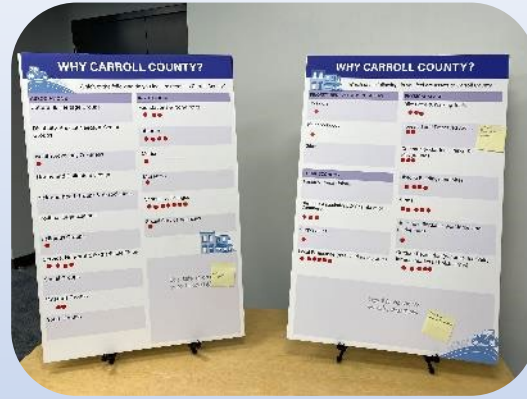
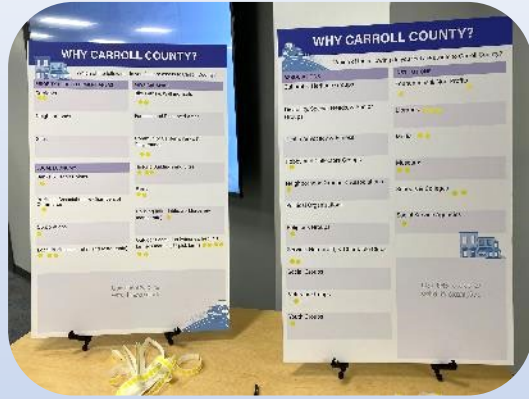
One thing we'll need to keep in mind moving forward is...

BREAK OUT STATIONS

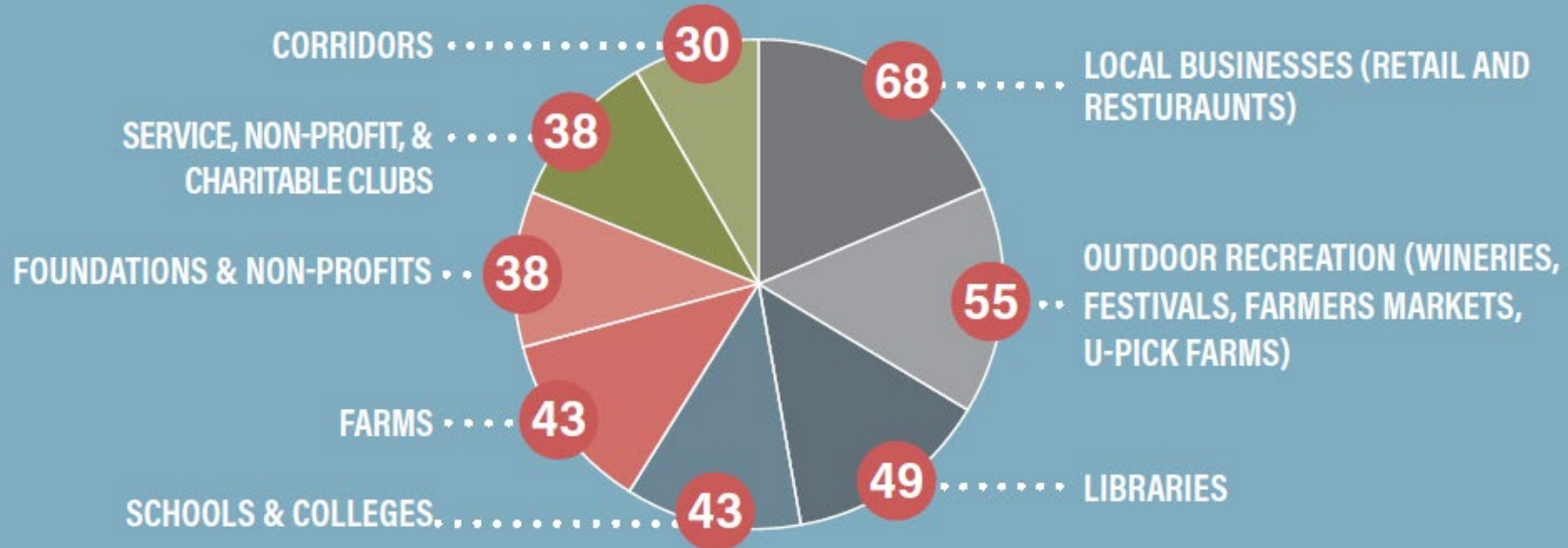
3 GROUPS



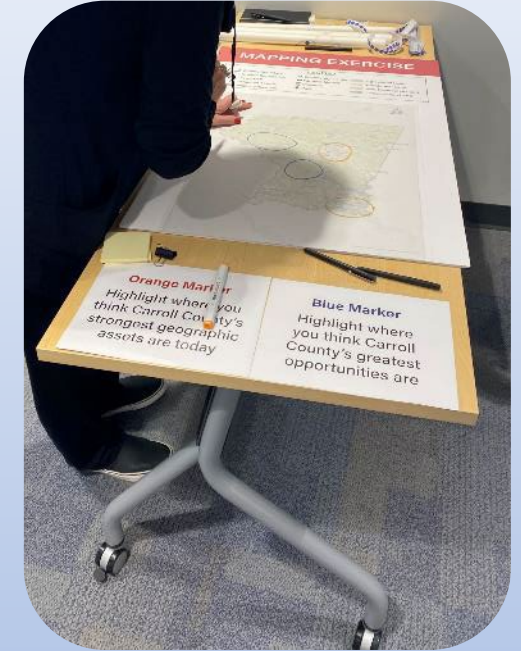
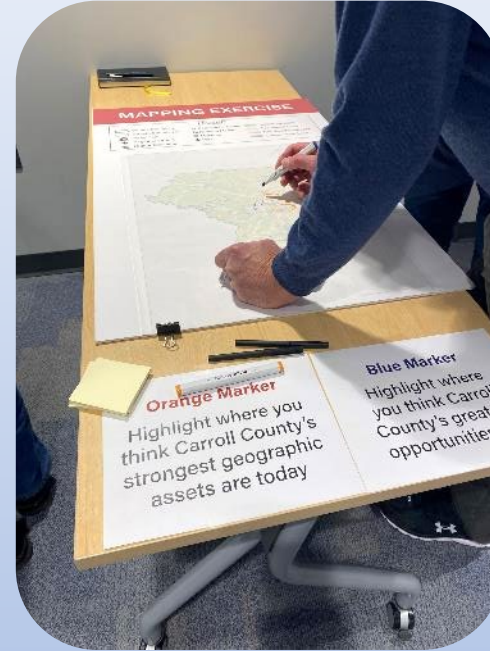
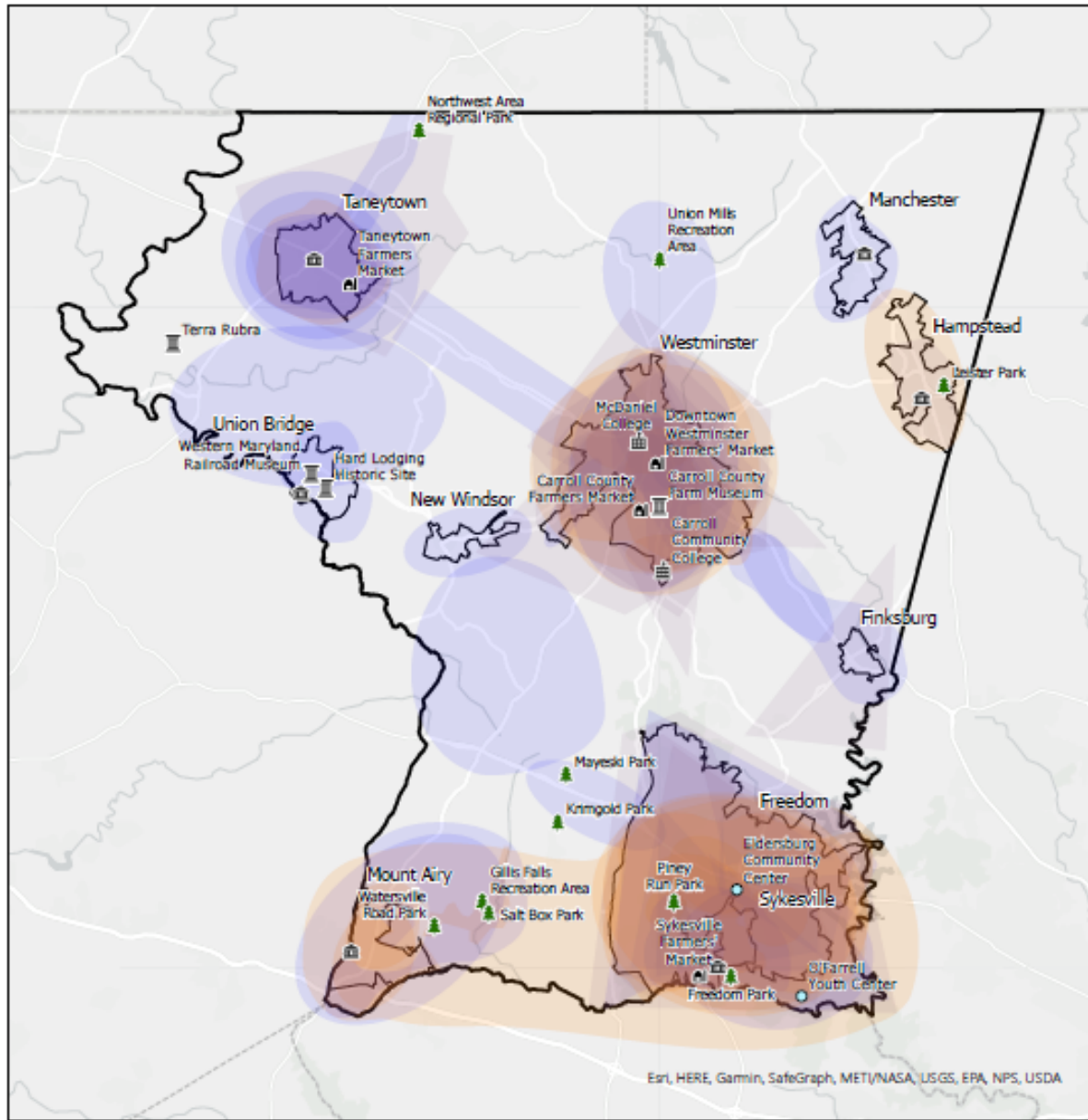
PUBLIC ENGAGEMENT FEEDBACK: *Why Carroll County?*



HIGHEST RATED ASSETS IN CARROLL COUNTY



PUBLIC ENGAGEMENT FEEDBACK: Mapping Exercise



LEGEND

- County Boundary
- MGAs/DGAs

FEATURES

- City or Town Hall
- College
- Community Center
- Farmers Market
- Museum
- Parks and Recreation Areas

SURVEY RESPONSES

- WORKSHOP: Where are the County's strongest assets today?
- WORKSHOP: Where are the County's biggest opportunities?
- ONLINE: Where is the County's greatest asset?

PUBLIC ENGAGEMENT FEEDBACK: *Constraints & Gaps*

"I would like to see an expansion in the development of community parks, outdoor recreation, historic sites, cultural activities, etc."



**Consider
Transit
Systems &
Networks**

**Lack of
Infrastructure**

To keep up with evolving technology

Tedious Development Process

"Redevelop unused or not optimally used areas already zoned commercial or industrial."



**Cultural
Preservation &
Environmental
Impact**

"Local businesses are critical to the success of Carroll County. Small towns, small shops, locally owned businesses, good food - these are the things people will come to Carroll County for."



**Incorporate
Affordable/
Workforce
Housing**

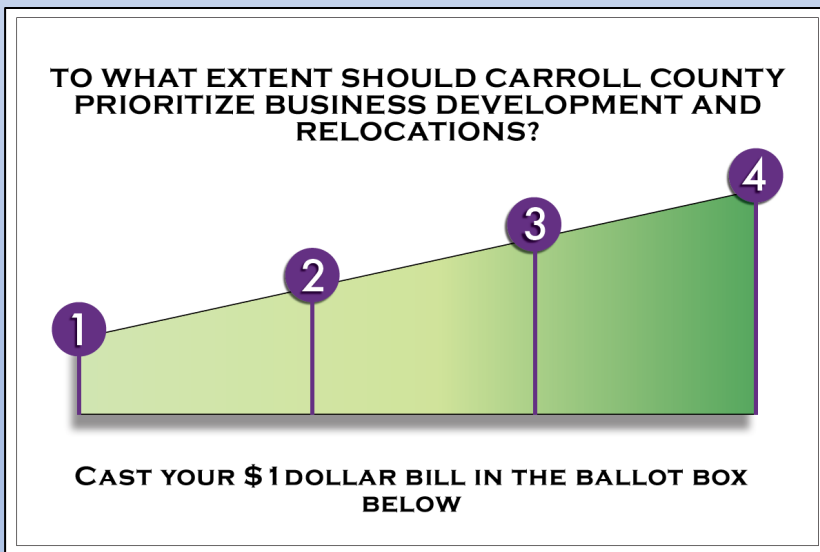
Aging Population

**Plan for
Younger
Generation**

PUBLIC OPEN HOUSE #2 EXERCISE

PURPOSE: To provide an update on the Study to date, review results from the first open house, and engage with the Carroll County resident, student, and business communities to understand what economic growth opportunities are most aligned with the community's vision.

1 *1 board* to vote on the extent the county should prioritize business development



First Voting Exercise

2 *11 boards* to describe each unique industry

TITLE DEED
AGRICULTURAL PRODUCTION

The production of crops, plants, animals & animal products, forestry and other related products

SUMMARY
Carroll County could focus on diversifying its agriculture industry, above and beyond the County's current policies and goals. Investing more in agricultural production means looking at the future, beyond the 100,000-acre preservation goal and identifying new crops, growing strategies, and markets for the county's farmers to engage.

WHAT COULD THE FUTURE OF AGRICULTURAL PRODUCTION LOOK LIKE IN CARROLL COUNTY?

- Strategically planning for agriculture in a changing market and climate
- Diversifying crops to include both new and heritage crops such as hops and industrial hemp
- Exploring the viability of emerging farming techniques such as agroforestry and silvopasture
- Developing a hydroponic and aquaponic growing industry in the county

OPPORTUNITIES

- Aligns with the county's agriculture preservation goals
- Focuses on the county's largest existing industry
- Opportunities to be a national leader of sustainable agriculture
- Complements agritourism and hospitality industry

CONSIDERATIONS

- Land intensive industry which may be a tradeoff limiting other types of economic and industry growth
- Future industry job growth may be limited
- Economic growth likely based on increase in the industry's value not new farms

KEY:	LOW	●●○
	MEDIUM	●●●○
	HIGH	●●●●

LAND COVER	●●●●
CONCENTRATION OF NEW JOBS	●●○○
ECONOMIC IMPACT	●●○○

Farms in western Carroll County

Agricultural fields in Carroll County

TITLE DEED
DISTRIBUTION AND WAREHOUSING

Storage of inventory for wholesalers, e-retailers, and distributors, and delivery of, primarily using semi-trucks

SUMMARY
The encouragement of warehousing and distribution companies to locate in Carroll County would complement the county's existing manufacturing and distribution industries, playing to their strengths. Long-term trends sped up by the pandemic have increased the market share of online purchases and point to strong demand both regionally and nationally for storage and fulfillment.

WHAT COULD THE FUTURE OF DISTRIBUTION AND WAREHOUSING LOOK LIKE IN CARROLL COUNTY?

- Local economy would diversify by attracting warehousing and distribution companies to locate or relocate here
- Offers blue-collar career opportunities for county residents
- Could become a regional hub for major warehousing and distribution companies to meet consumer demand

OPPORTUNITIES

- Access to job opportunities for unskilled labor force
- Roofs can double as solar arrays

CONSIDERATIONS

- Increasing industrial assessable tax base
- Typically uses offer very low ratios of employees per building square foot
- May require road network improvements for trucks
- Industry automation may reduce jobs

KEY:	LOW	●●○
	MEDIUM	●●●○
	HIGH	●●●●

LAND COVER	●●○○
CONCENTRATION OF NEW JOBS	●○○○
ECONOMIC IMPACT	●○○○

Random House Facility

Distribution Warehouse

Industry Board Examples

PUBLIC OPEN HOUSE #2 EXERCISE (CONTINUED)

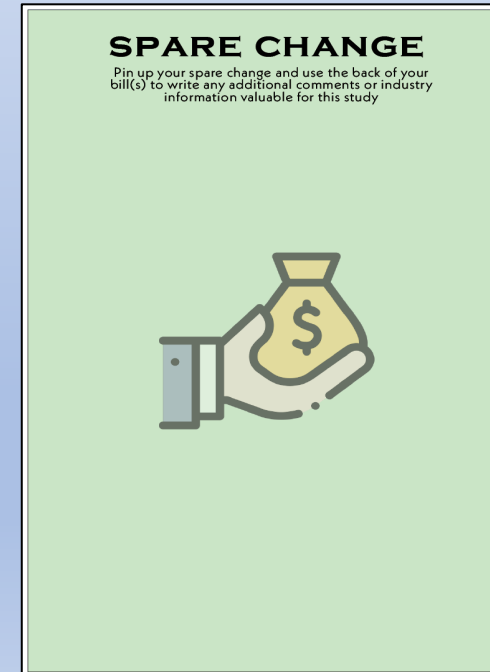
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3 Each participant will receive *\$120.00 dollars* total to invest in their desired industries



Investment Money

4 Utilize *your spare change* to provide comments and industry information valuable for this study



Spare Change Board

WHAT ARE OUR NEXT STEPS?

May – June

Develop draft study in preparation for public comment review period.

Release draft study for public comment review.

July – August

Revise study, as applicable.

Prepare final study document for acceptance by the County.



QUESTIONS

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Urban & Community Planning Manager, Project Manager

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Martin Smith, AICP

Urban & Community Planning Leader

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Direct | 571-429-6456

SUBMIT COMMENTS TO
THE CARROLL COUNTY
DEPARTMENT OF PLANNING

ccplanning@carrollcountymd.gov

(410) 386-5145

Visit the project website:

