



# COMPREHENSIVE PLAN UPDATE 2021

QUEEN ANNE'S COUNTY, MARYLAND

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PRESENTATION TO  
PLANNING  
COMMISSION

MAY 13, 2021  
ECONOMIC  
DEVELOPMENT &  
TOURISM



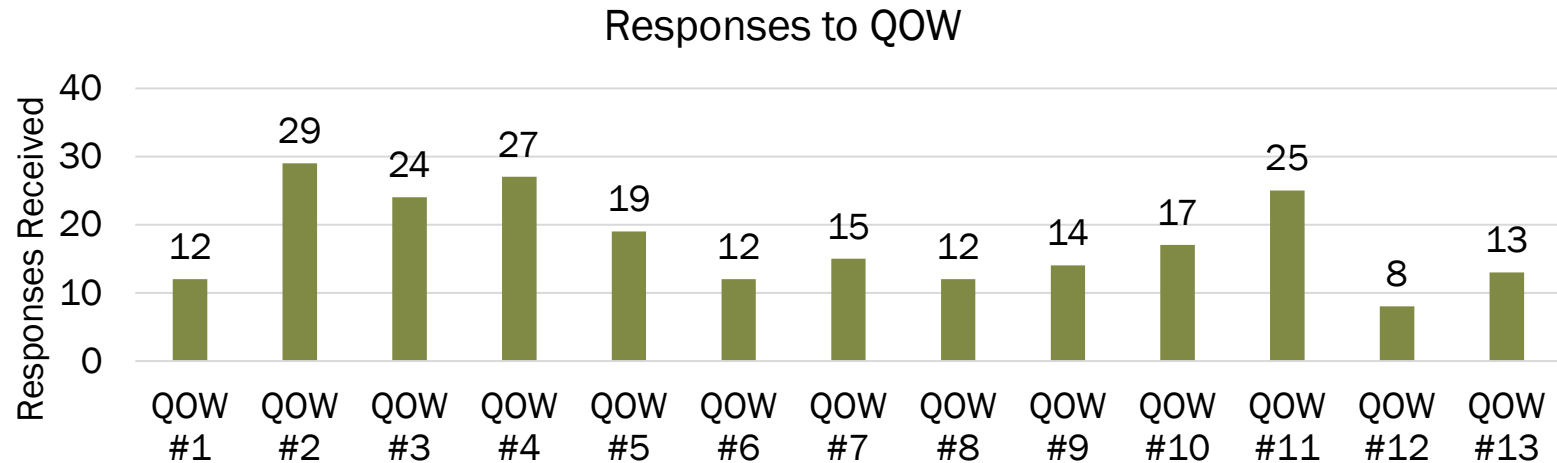
# PROJECT OUTREACH – RECENT OUTREACH EFFORTS

- Special Topic Workshops, Reminders & Updated County Spotlight
  - #6 – KNDF/Kent Narrows Community Plan
  - #7 – Community Plans
- Technical Committee Meetings
  - #4 – Economic Development & Tourism
- Hardcopy Presentations Available
- Social Media Posts
- Interviews with various QAC staff and community stakeholders
- Project Email Updates
- Project Website Updates
  - Meeting materials
  - QOW Updates (14 Total)
  - Draft Chapters



# PROJECT OUTREACH – PROJECT WEBSITE INTERACTIONS

- 235 Total Update Subscribers + 322 County Staff & Organization Contacts
- 1,435 Total Project Website Users
  - 2,562 Total Sessions
  - 6,175 Total Page Views
- Top Origins:
  - Direct to Project Website
  - County Website
  - Google
  - Facebook
  - Instagram
  - WebEx Workshop Link





# PROJECT OUTREACH – QUESTION OF THE WEEK #9

## What attributes make a commercial development appealing to you?

	Location – close to home or work	4	26.6%	Bicycle/pedestrian access (to and within site)	5	33.3%	2
1	Types/variety of businesses	7	46.7%	Availability of bicycle parking	1	6.7%	
2	Locally owned business	5	33.3%	Design of overall site	4	26.6%	
	Availability of parking	5	33.3%	Size and scale of the buildings	2	13.3%	
	Accessibility by road/highway	2	13.3%	Adequate landscaping	4	26.6%	
	Accessible by public transit (e.g., bus)	0	0%	Feeling of safety/presence of lighting	2	13.3%	
<b>TOTAL RESPONSES</b>					<b>15</b>		



# PROJECT OUTREACH – QUESTION OF THE WEEK #11

Should the US 301 Corridor be preserved as a scenic byway with little to no development allowed?

1

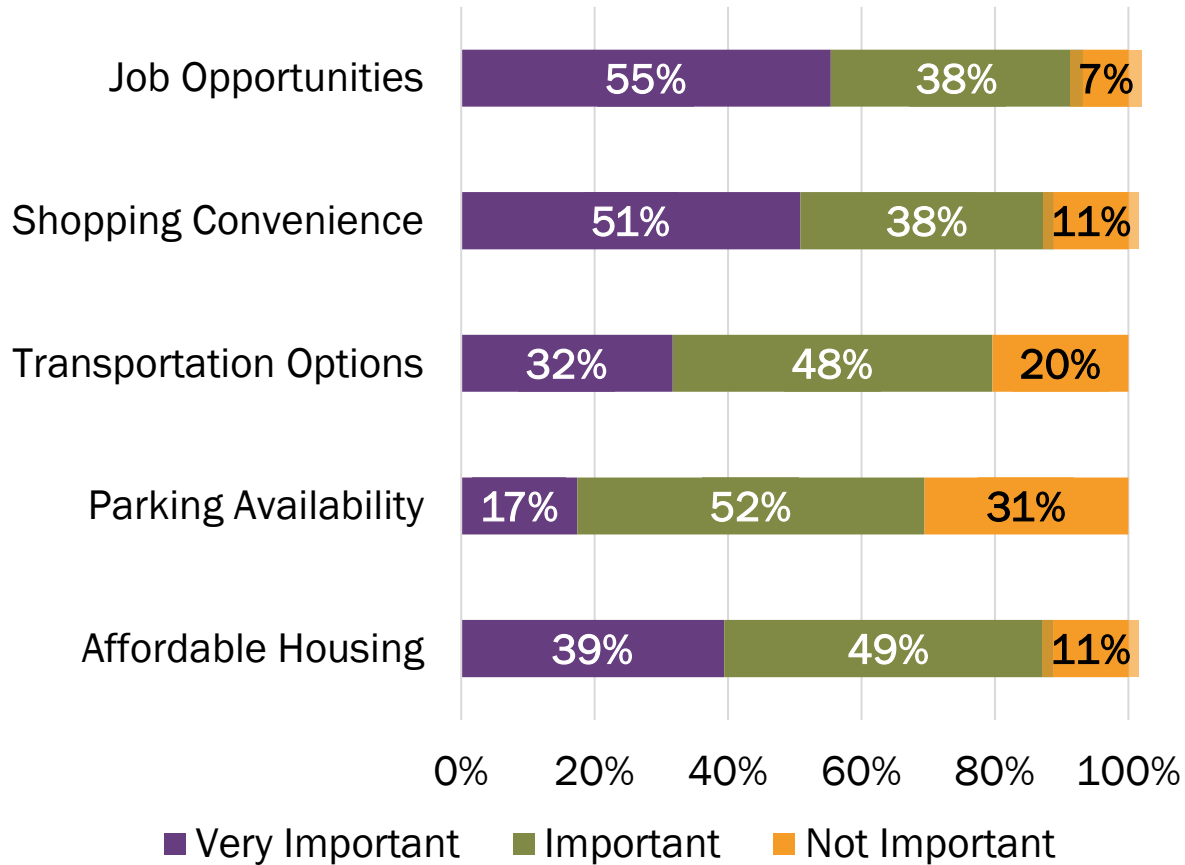
Strongly Agree	13	52%
Agree	2	8%
No Opinion	1	4%
Disagree	4	16%
Strongly Disagree	5	20%
<b>Total</b>	<b>25</b>	

2

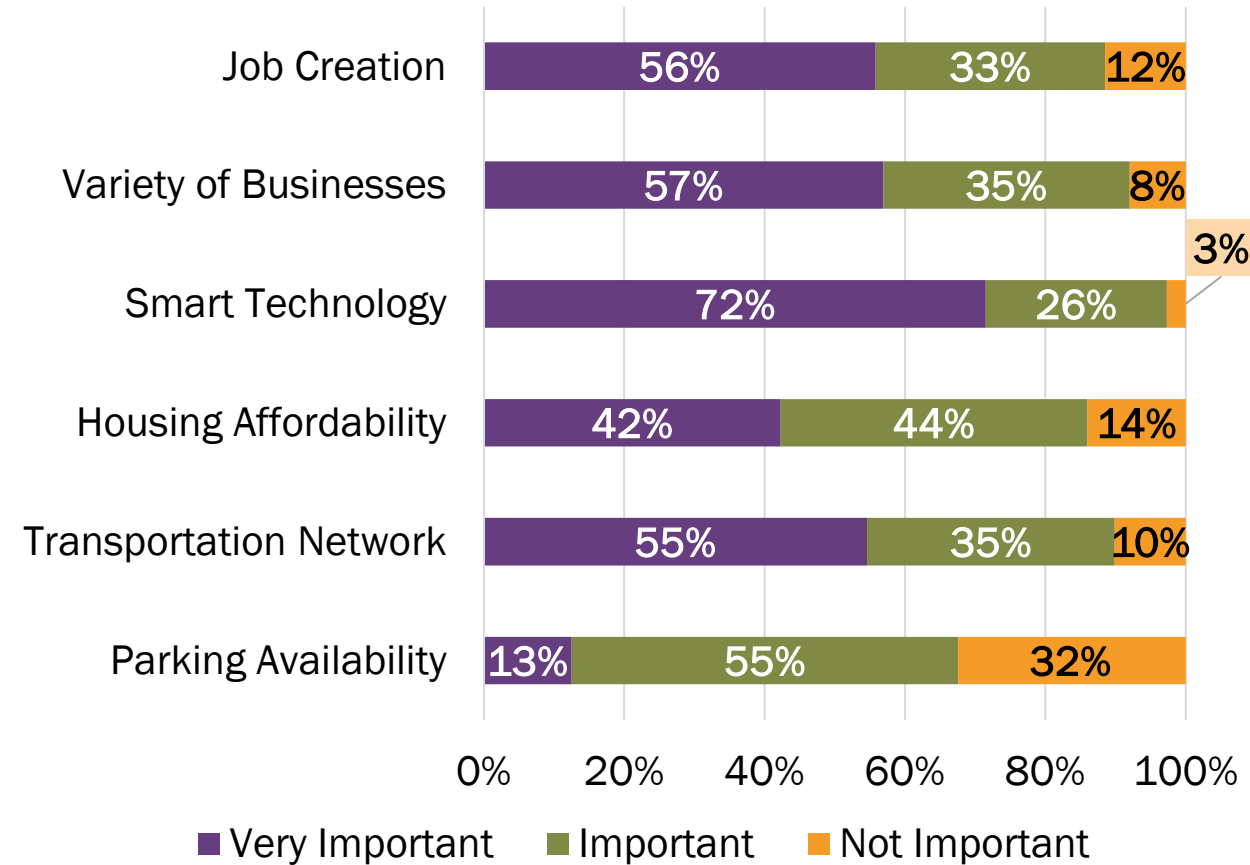


# PROJECT OUTREACH – SURVEY RESULTS ON ECONOMIC DEVELOPMENT

## IMPORTANCE TO QUALITY OF LIFE



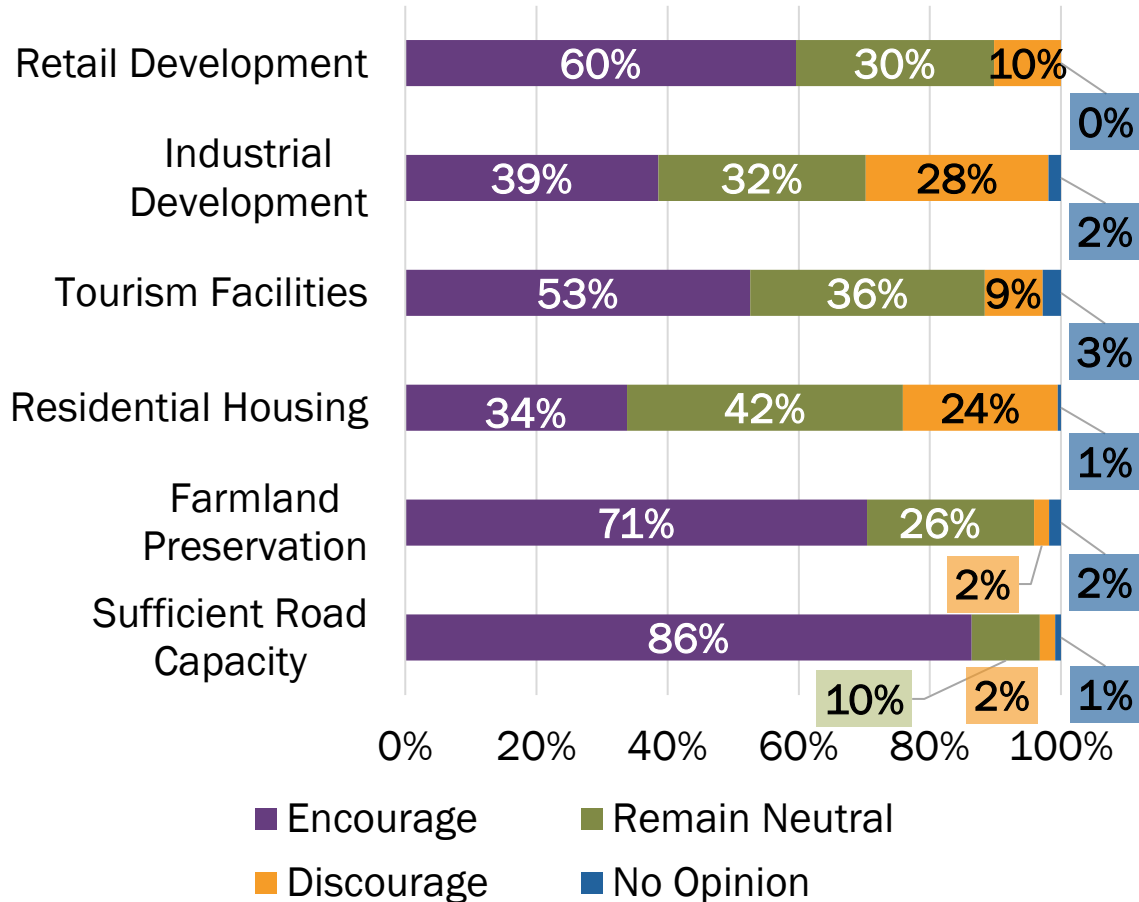
## IMPORTANCE TO FUTURE DEVELOPMENT



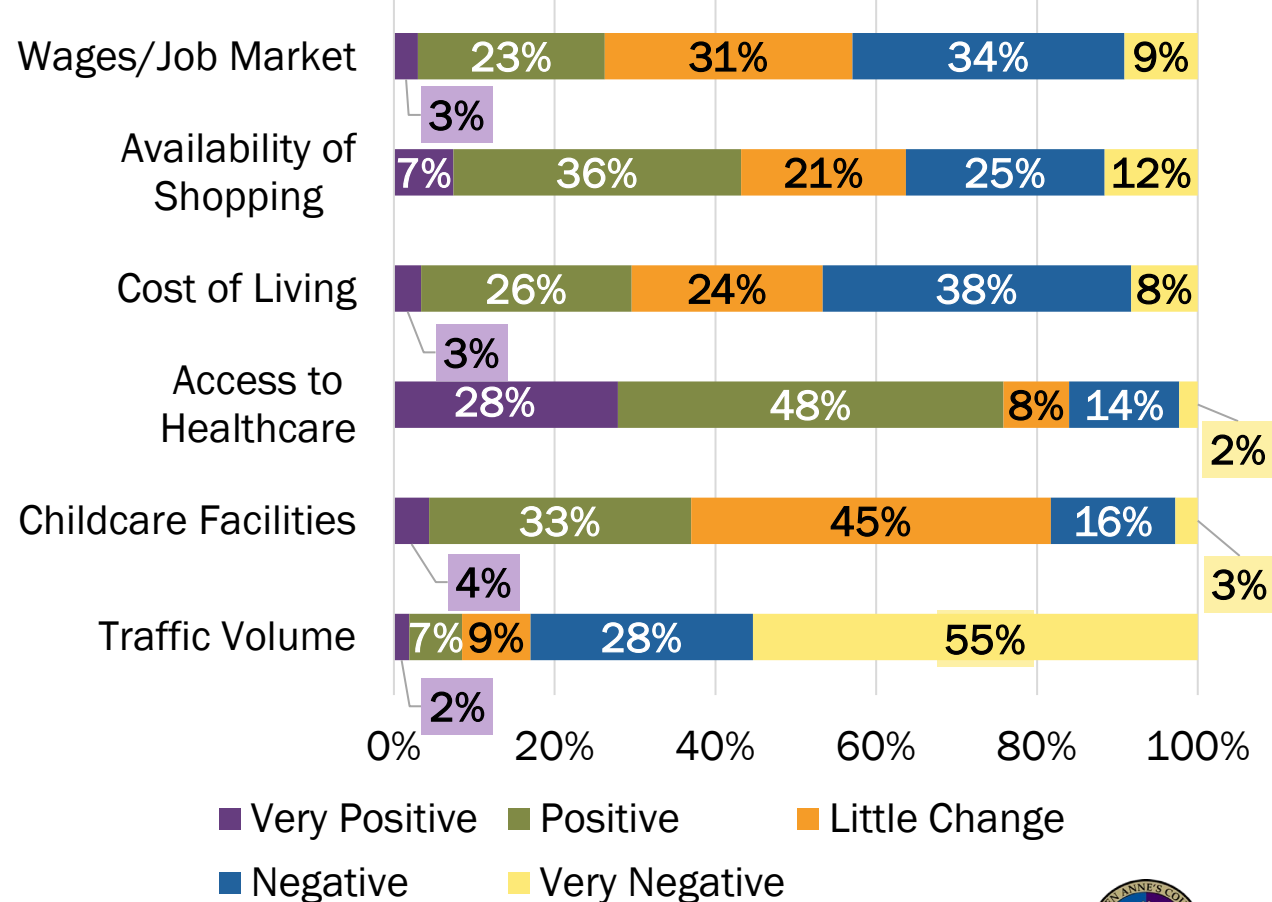


# PROJECT OUTREACH – SURVEY RESULTS ON ECONOMIC DEVELOPMENT

## ROLE FOR QAC OFFICIALS



## LOCAL IMPACTS OF DEVELOPMENT





# PROJECT OUTREACH – SPECIAL TOPIC WORKSHOP UPDATE

## #6 Kent Narrows Community Plan

THU April 29, 2021 | 9:00-10:30am | 32 Participants

- **Assets:** a sense of place
- **Needs:** under-utilized properties; community center; traffic mitigation
- **Community Preferences:** shuttle service; County investment in the Kent Narrows Area; environmental protections; tax-generated funding for visitor amenities
- **Development Objectives:** zoning is outdated and should be revisited; need to look at repurposing the old outlets; maintain Kent Narrows Plan as its own standalone document





# PROJECT OUTREACH – SPECIAL TOPIC WORKSHOP UPDATE

## #7 Community Plans

WED May 5, 2021 | 1:30-3:00pm | 27 Participants

- **Chester/Stevensville:** focus on environmental protections in light of climate change; reexamination of information from previous plans
- **Grasonville:** focus on community parks and connectivity; re-establish the former character/sense of place; infill development of commercial businesses; implement better design guidelines; assist business owners with façade design assistance
- **Kent Narrows:** need for strengthened connectivity to adjacent neighborhoods and communities; height restrictions should be put in place; improve streetscape design



# PlanQAC 2021

## CHAPTER 8

### ECONOMIC DEVELOPMENT & TOURISM

**8. Economic Development & Tourism**

**VISION**

Life in the County offers a variety of opportunities for family living, business development, and employment with an economic balance between residential and non-residential land uses. Economic prosperity is achieved through a mix of commercial, industrial, maritime, agricultural, and tourism endeavors, each undertaken with environmental sensitivity. The high quality of life expected by residents is realized by attracting and retaining businesses that encourage agriculture, seafood and maritime industries, tourism and outdoor sports, small businesses, and high-tech enterprises. Our rural character is maintained by directing housing and business growth to existing communities allowing the preservation of agriculture, trees, parks, open space, and environmentally sensitive and natural areas.

KEY ISSUES	PLAN THEMES
<b>PRIORITY INDUSTRIES &amp; SECTORS</b> See pages [to be added for final]	<b>FISCAL RESPONSIBILITY</b> Description of how this Chapter addresses Fiscal Responsibility.
<b>BUSINESS RETENTION &amp; EXPANSION</b> See pages [to be added for final]	<b>SUSTAINABLE GROWTH</b> Description of how this Chapter addresses Sustainable Growth.
<b>WORKFORCE RETENTION, ATTRACTION &amp; DEVELOPMENT</b> See pages [to be added for final]	<b>COMMUNITY REVITALIZATION</b> Description of how this Chapter addresses Community Revitalization.
<b>INFRASTRUCTURE NEEDS</b> See pages [to be added for final]	<b>RESOURCE PRESERVATION &amp; CONSERVATION</b> Description of how this Chapter addresses Resource Conservation & Preservation.
<b>EMERGING NICHE MARKETS</b> See pages [to be added for final]	<b>HEALTH &amp; RESILIENCE</b> Description of how this Chapter addresses Health & Resilience.

**RELEVANT STATE VISIONS**

★★★

**GOALS**

The overarching goal for economic development and tourism is to create a balance between the needs for business attraction and retention, quality job creation, industry diversification, and tax base expansion, by focusing growth to protect the quality of life within the County.

- 8-1 Promote traditional business and economic development.
- 8-2 Preserve and promote a resource-based economy.
- 8-3 Explore opportunities for niche hospitality and tourism industries.

Economic Development & Tourism PlanQAC 2021 DRAFT 2021-05-03 Page 8-1

# CONTENTS

- Vision, Key Issues, Themes
- Guiding Principles & Legislation
- Related Planning Documents
- Public Input
- Economic Characteristics
- Industries
- Economic Centers
- Workforce Development
- BMPs, Tools & Techniques
- Strategies & Actions

*Organizations, Programs & Resources included in new Appendix.*



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Economic Development & Tourism PlanQAC 2021 DRAFT 2021-05-03 Page 8-1

- Comprehensive Annual Financial Report
- 2018 Economic Overview (JobsEQ)
- EDC Ten-Year Strategic Plan
- 2017-2022 EDC Strategic Plan Action Steps
- 2021 EDC Comp Plan Update Work Session
- 2018 Likely Implications of Improved US 301
- 2019 EDC Comprehensive Plan Survey
- 2019 Arts & Entertainment Districts Impact Analysis
- Reinvest Maryland
- MDP Statistics, Reports & Projections
- Department of Commerce Reports
- Federal Data Sources  
(e.g., Longitudinal Employer-Household Dynamics, QCEW Workforce & Performance, Bureau of Economic Analysis, Bureau of Labor Statistics, Economic Census, Census of Agriculture)



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## KEY ISSUES FOR DISCUSSION

- Priority Industries & Sectors
- Business Retention & Expansion
- Workforce Retention, Attraction & Development
- Infrastructure Needs
- Emerging Niche Markets
- Commercial Growth & Land/ Agricultural Preservation
- Differences due to Geography



# NEXT STEPS

## UPCOMING DATES

### Special Topic Workshops

JUN 3 Land Use & Priority Preservation

### Planning Commission Meetings

JUN 10 Workshop

JUN 24 Workshop (special meeting)

JUL 8 Workshop

## UPCOMING PC REVIEW TOPICS

### June 10, 2021

Chapter 10 – Town Planning Framework

Chapter 11 – Community Plans

### June 24, 2021

Chapter 5 – Environment

Chapter 3 – Community Facilities & Services

### July 8, 2021

Chapter 4 – Land Use (incl. Priority Preservation)

Chapter 12 – Implementation



# QUESTIONS OR COMMENTS



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