

Comprehensive Plan Update

Data Reveal

City Council Meeting

March 14, 2022

WORK PLAN OVERVIEW

01. Project Kick-Off & Management

Project Roadmap

Public Engagement & Communications Plan

Public Engagement & Communications Tracking

Coordination Calls

Milestone Status Reports

02. Data Collection & Analysis

Baseline Information Collection & Analysis

Introductory Meetings

03. Community Engagement

Communication Tools

Engagement Events

Public Engagement Report

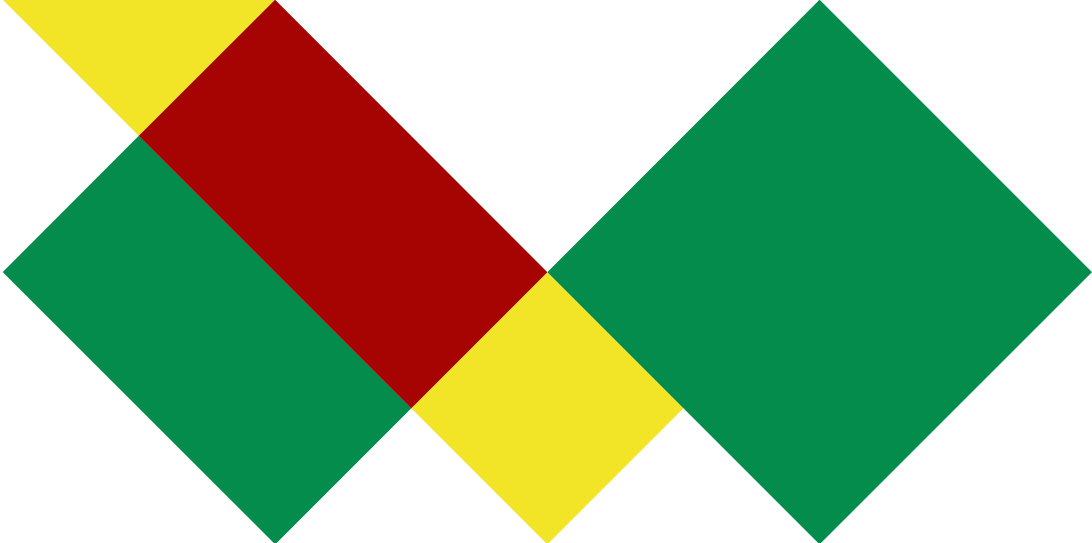
04. Plan Development

Plan Framework

Draft Chapters

Public Comment

Public Hearing & Adoption



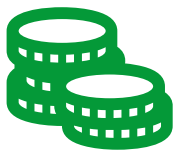
Local Knowledge



Median Household Income:
\$63,842
(28.6% increase from 2010)



Total Housing Units:
7,208
(10.7% increase from 2010)



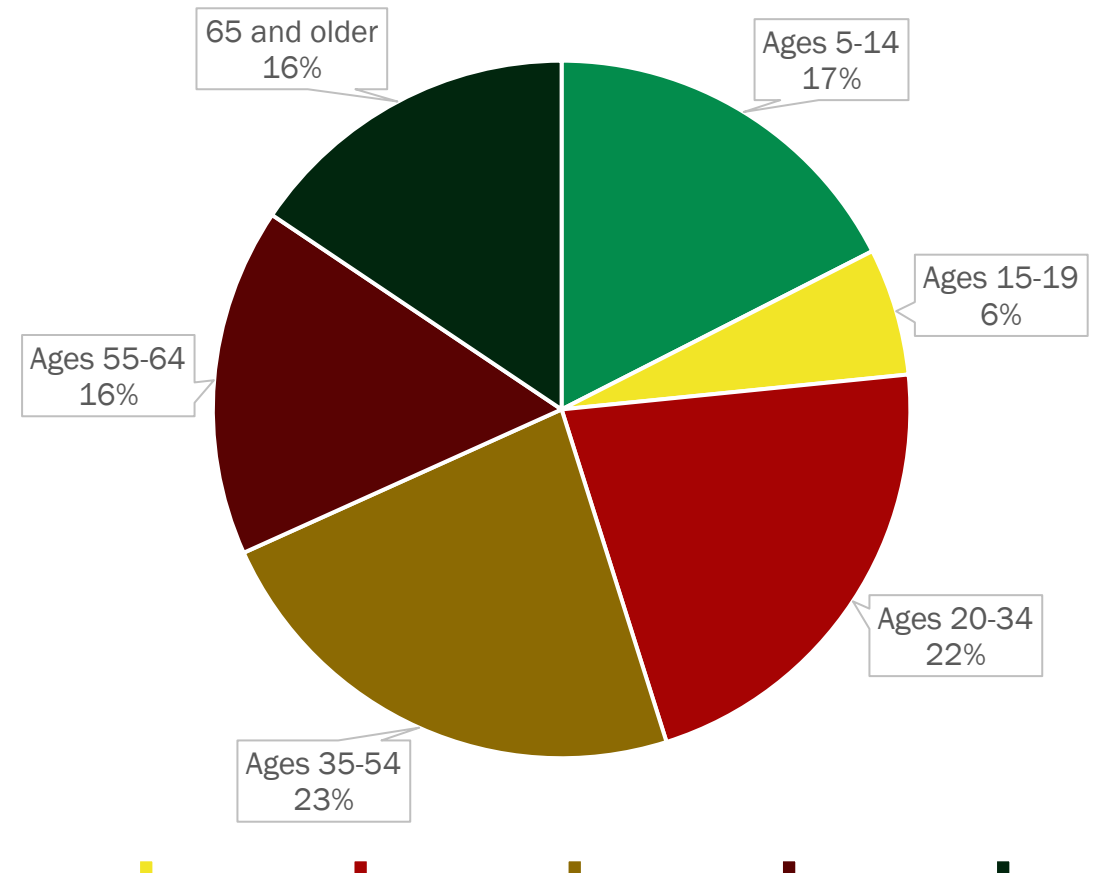
Per Capita Income:
\$31,580
(21.4% increase from 2010)



Total Population:
16,254
(5.8% increase from 2010)



- Census data to be updated once 2020 ACS data is released on 3/17. Data provided below based on 2019



COMMISSION, BOARD & STAFF HOMEWORK

1. The City's current Comprehensive Plan was adopted in 2011. How has Aberdeen changed since that time?

- BRAC Impacts
- Increase in civilian jobs
- Downtown decline
- Improved multimodal transportation
- Residential Growth

2. What are your top priorities or areas of concern that you hope to see addressed in the Comprehensive Plan update?

- Parks and recreation
- Downtown revitalization
- Code enforcement
- Transportation/capacity/traffic

3. What do you like most about the current Comprehensive Plan?

- Defined goals/multiple objectives
- Planning Area maps, descriptions & recommendations

What do you like least about the current Comprehensive Plan?

- Not enough forward planning for growth
- Lacks discussion of economic development and undeveloped land opportunities

COMMISSION, BOARD & STAFF HOMEWORK

4. Is there anything in the current Plan that is a “must keep?”

- Planning Area maps/recommendations
- Description of existing zoning districts

5. What areas does the current Plan not address that it should?

- Code enforcement
- Economic development/revitalization

6. What organizations should the planning team seek input from?

- | | |
|-----------------------------------|---------------------------------|
| - Aberdeen Chamber of Commerce | - Harford County Government |
| - Aberdeen Police Department | - Harford County Public Schools |
| - Boys and Girls Club of Aberdeen | - MDE |

COMMISSION, BOARD & STAFF HOMEWORK

7. What are the City's strengths, weaknesses, opportunities, and threats (SWOT Analysis)?

- **Strengths:** Aberdeen Proving Ground, low cost of living, diversity, Ripken Stadium, strategic geographic location, Amtrak/MARC line
- **Weaknesses:** Code enforcement, Department of Public Works, lack of long-term infrastructure plan, Parks and Recreation Department, perception of safety, deteriorating downtown
- **Opportunities:** Aberdeen Proving Ground, Ripken Stadium, hospital complex, affordable housing, available downtown property, stagnant growth of nearby cities
- **Threats:** Closure of Aberdeen Proving Ground, lack of vision, overdevelopment, perception of safety, school ratings, traffic issues, teleworking impacts, Harford County coordination efforts

SURVEY RESULTS

Highlights from Survey Summaries Provided (103 total responses)

- Live in Aberdeen: 71.43%
 - Those who own home: 91.89%
- Age of Responders :73.33% between the age of 25-64
- Quality of Life (top three):
 - Safety/Low crime: 41.00%
 - Access to Open Space: 14.71%
 - Vibrant Downtown: 10.14%
- Top concerns among responders were:
 - Keeping local businesses: 77.00%
 - Crime/safety: 74.07%
 - Maintaining a vibrant downtown: 68.29%
 - Drinking water: 65.48%

planABERDEEN
City of Aberdeen
Planning & Community Dev.
RE Comp Plan Survey
50 N. Park Street
Aberdeen, MD 21001

COMMUNITY SURVEY

The City of Aberdeen is currently updating the comprehensive plan that will guide its growth and development for the next 10-20 years. The first steps in preparing for the future are to ask the City's community members to tell us what type of place they would like it to be. Please take a moment to complete this questionnaire—it is the first opportunity to participate in the planning of your community's future. Please return the completed questionnaire by February 18, 2022. It may be completed online link.in.project.website/www.160.com, dropped at the City Hall, or mailed to the address above.

- Do you: *(check all that apply)*
 - Live in Aberdeen
 - Own my home
 - Rent my home
 - Own other property in Aberdeen
 - Own a business in Aberdeen
 - Work in Aberdeen
 - Visit Aberdeen
- My age is:
 - Under 18
 - 18-24
 - 25-64
 - Over 65
- I live in Aberdeen because: *(top 5)*
 - I was born here
 - Close to family/friends
 - Cost of living, taxes, utilities, etc.
 - Housing a necessity
 - Community character
 - School district
 - Friendly neighborhoods
 - Parks/recreation facilities
 - Easy access to surrounding towns
 - Safety/low crime
 - Available services (e.g., medical)
 - Proximity to work
 - Proximity to APO
 - Retirement community
 - Other:
- If you could bring one business to Aberdeen, what would it be? *(business name or type)*
- What one business would you most want to see come to Aberdeen? *(business name or type)*
- What one thing would you like to see changed to improve quality of life in Aberdeen?

7. Would you like to see the following commercial development in Aberdeen?

	Have Enough	Need More
Fast food restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Sit-down restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Grocery store	<input type="checkbox"/>	<input type="checkbox"/>
Retail clothing store	<input type="checkbox"/>	<input type="checkbox"/>
Service station	<input type="checkbox"/>	<input type="checkbox"/>
Beauty	<input type="checkbox"/>	<input type="checkbox"/>
Professional o. ice	<input type="checkbox"/>	<input type="checkbox"/>
Big box store	<input type="checkbox"/>	<input type="checkbox"/>
Hardware store	<input type="checkbox"/>	<input type="checkbox"/>
Auto detailing	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>
Shopping center	<input type="checkbox"/>	<input type="checkbox"/>
Other:		

8. Rank the importance of the following factors to quality of life: *(1 is highest)*

9. What are Aberdeen's greatest strengths and assets?

10. What are the most critical issues facing Aberdeen today and in the future?

11. Considering Aberdeen's existing park facilities, what additional facilities are needed? *(choose top 3)*

- ___ Accessible park/facilities
- ___ Artificial turf field
- ___ Baseball/so. ball fields
- ___ Basketball courts
- ___ Climbing park
- ___ Community center/indoor facility
- ___ Dog park
- ___ Ice skating
- ___ Multi-use trails
- ___ Outdoor adult fitness
- ___ Pickle ball courts
- ___ Playground for ages 0-2
- ___ Playground for ages 2-5
- ___ Playground for ages 5-12
- ___ Shur. rebound
- ___ Soccer fields
- ___ Tennis courts
- ___ Volleyball courts
- ___ None
- ___ Other:

VISIONING WORKSHOPS

- **Visioning Workshop Sessions:**

- Wednesday, January 26th at 4:30pm
(26 attendees)
- Wednesday, January 26th at 7pm
(13 attendees)
- Saturday, February 12th at 9am
(30 attendees)

Discussions with over 65 total attendees included:

- What are the *critical needs* for the City of Aberdeen?
- Define the following for the City:
 - Needs
 - Wants
 - Desires
 - Barriers
 - Obstacles
 - Annoyances
- Vision Statement Revision Exercise
 - What do you like about the current statement?
 - What don't you like about the current statement?
 - What's missing?

VISIONING WORKSHOPS

Workshop Discussion Summary



CRITIAL ISSUES	VISION	ABERDEEN WILL BE KNOWN FOR...
<ul style="list-style-type: none">• Affordable Housing• Deteriorating Downtown• Crime/Safety• Transportation• Code Enforcement• Lack of youth programming• Parks and Recreation	<ul style="list-style-type: none">• No longer dependent on BRAC• Focus on the future• Work/life balance• Safety• Small town feel• Infrastructure	<ul style="list-style-type: none">• Ripken Stadium• Great schools• Safe place to live• Diversity• Affordable housing• Active community• Vibrant Main Street• Employment Opportunities

VISIONING WORKSHOPS

Vision Statement Exercise

The City of Aberdeen: An active engaged community with diverse neighborhoods, affordable housing, attractive jobs, and a small-town feel with a vibrant business community and main street area. Aberdeen is a hub of economic opportunity where its citizens can safely live and work. With a focus on a sustainable future, Aberdeen supports the preservation of our natural resources, history, and culture, while serving as a destination for others to visit, learn, and play.

Note: Draft statement to initiate discussion from comments heard during the visioning workshops

VISIONING WORKSHOPS

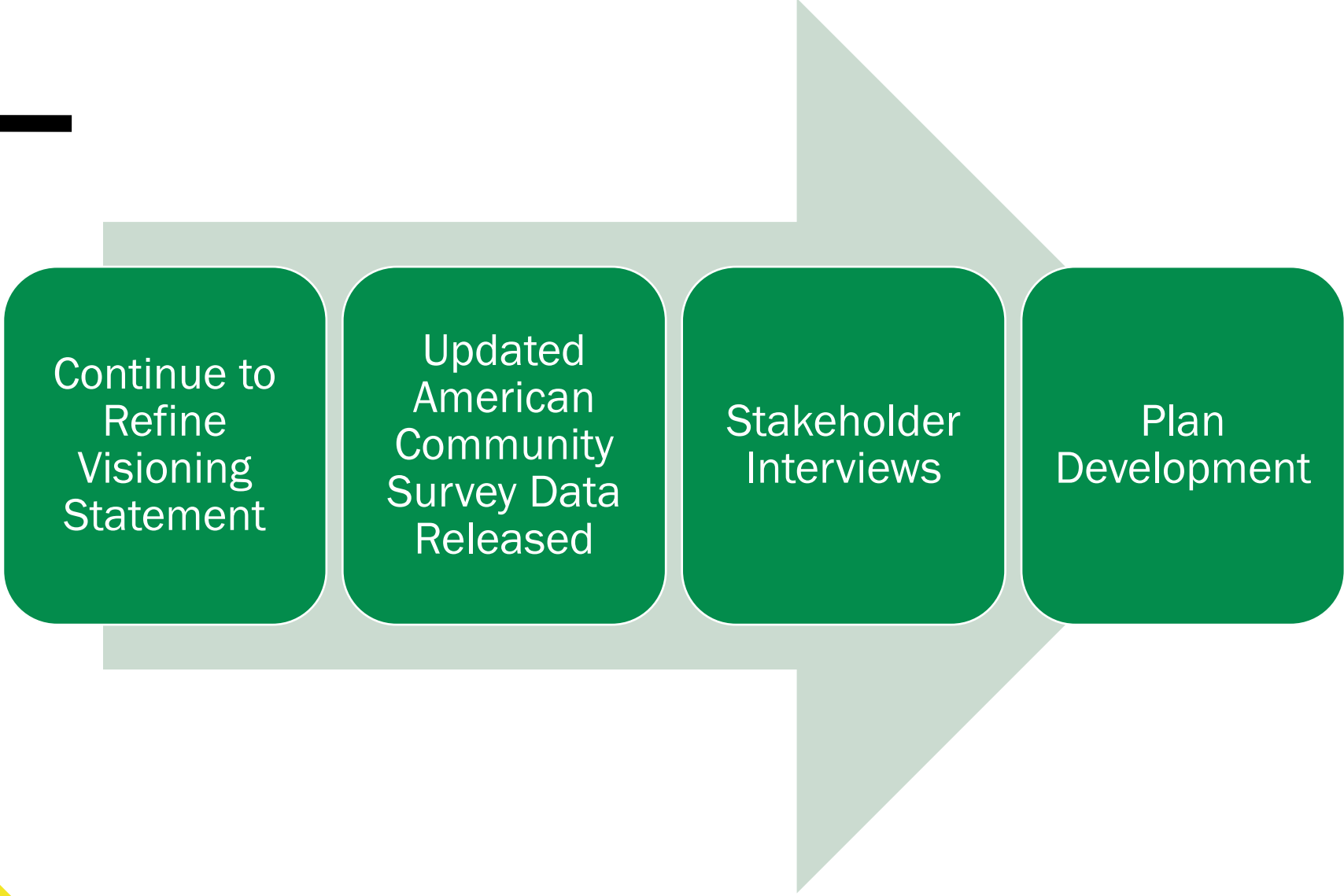
Questions/Comments from Planning Commission members:

- What makes this more unique to Aberdeen?
- High paid civilians – make homes in the City/participate in the Community; need to push this
- Only All-America City in the County (designated in '97)

Vision Statement Exercise : Planning Commission Workshop Comments

The City of Aberdeen: An **All-America City that is an** actively engaged community with diverse neighborhoods, affordable housing, attractive jobs, and a small-town feel with a vibrant business community and main street area. Aberdeen is a hub of economic opportunity where its citizens can safely live and work. With a focus on a sustainable future, Aberdeen supports the preservation of our natural resources, history, and culture, while serving as a destination for others to visit, learn, play, **and stay**.

NEXT STEPS



Continue to
Refine
Visioning
Statement

Updated
American
Community
Survey Data
Released

Stakeholder
Interviews

Plan
Development

planABERDEEN
Our City. Our Plan. Our Future.



QUESTIONS OR COMMENTS

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