

# BALTIMORE COUNTY

# Small Area Plan 11

## Sub-Areas

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White Marsh  
Middle River  
Bowleys Quarters  
Essex  
Rossville

PLANNING BOARD APPROVAL ON  
NOVEMBER 20, 2025

ADOPTED MONTH X, 2025

RESOLUTION XX-XX

**12/4/2025 COUNCIL  
DRAFT**



BALTIMORE COUNTY  
DEPARTMENT OF PLANNING

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## GRATITUDE FOR COMMUNITY PARTICIPATION

The Planning team would like to extend a tremendous expression of gratitude to the many individuals in Area 11 communities who contributed to or otherwise supported the development of this plan.

Thank you to all the participants who offered their rich knowledge of this area time and again at our public meetings and in our online surveys. And to the community leaders who helped promote our planning process and generously hosted our presentations to their communities, our Planning team could not have succeeded at reaching all corners of Area 11 without you!

BALTIMORE COUNTY

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Sub-Areas

White Marsh  
Middle River  
Bowleys Quarters  
Essex  
Rossville

Planning Board Approval on November 20, 2025

Adopted [Date]

Resolution XX-XX

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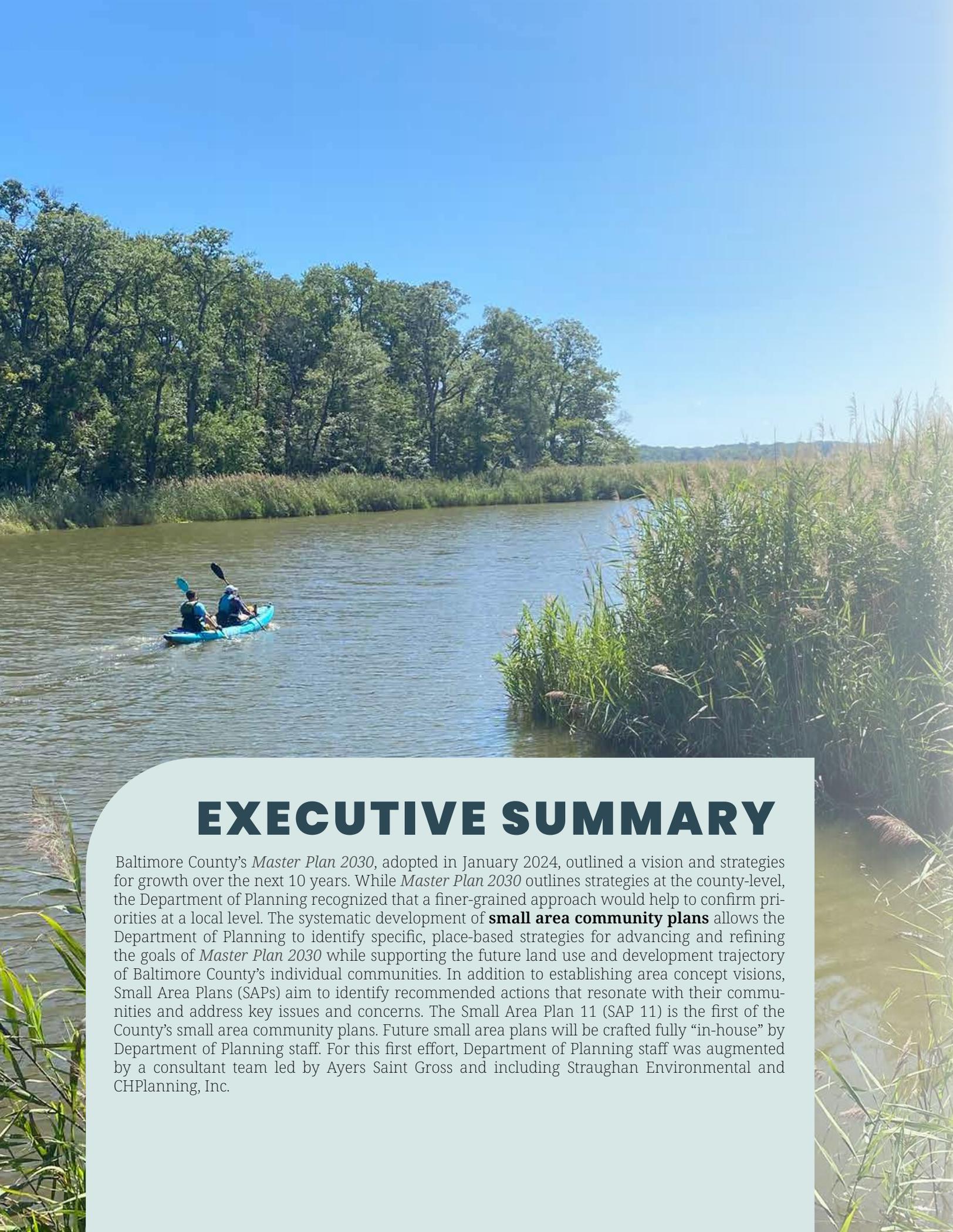
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# ACRONYMS

<b>ADA</b> Americans with Disabilities Act	<b>M.U. District</b> Mixed-Use District
<b>ARPA</b> American Rescue Plan Act	<b>MARC</b> Maryland Area Rail Commuter
<b>BCPL</b> Baltimore County Public Library	<b>MDE</b> Maryland Department of the Environment
<b>BCZR</b> Baltimore County Zoning Regulations	<b>MDNR</b> Maryland Department of Natural Resources
<b>BMP</b> Best Management Practice	<b>MDOT</b> Maryland Department of Transportation
<b>CAN</b> Community Assistance Network	<b>MES</b> Maryland Environmental Services
<b>CCBC</b> Community College of Baltimore County	<b>MPA</b> Maryland Port Administration
<b>CDP</b> Census Designated Place	<b>MTA</b> Maryland Transit Administration
<b>CPI</b> Community Planning Institute	<b>NBS</b> Nature-Based Solutions
<b>CRD</b> Commercial Revitalization District	<b>PUD</b> Planned Unit Development
<b>CZMP</b> Comprehensive Zoning Map Process	<b>RAC</b> Recreation Activity Center
<b>DEWD</b> Department of Economic and Workforce Development	<b>RE</b> Resilient Economy (Master Plan 2030 Vision Framework)
<b>DPWT</b> Department of Public Works and Transportation	<b>RR</b> Responsible Regionalism (Master Plan 2030 Vision Framework)
<b>EBCTF</b> Eastern Baltimore County Task Force	<b>SAP / SAP 11</b> Small Area Plan / Small Area Plan 11
<b>EBT</b> Electronic Benefits Transfer	<b>SBA</b> Small Business Administration
<b>ERI</b> Essex Reimagined Initiative	<b>SHA</b> State Highway Administration
<b>GRID</b> Green, Resilient, and Inclusive Development	<b>SLR</b> Sea Level Rise
<b>HC</b> Healthy Communities (Master Plan 2030 Vision Framework)	<b>SNAP</b> Supplemental Nutrition Assistance Program
<b>HMP</b> Mazard Mitigation Plan	<b>TOD</b> Transit-Oriented Development
<b>HN</b> Harmony with Nature (Master Plan 2030 Vision Framework)	<b>ULI</b> Urban Land Institute
<b>HVAC</b> Heating, Ventilation, and Air Conditioning	<b>URDL</b> Urban-Rural Demarcation Line
<b>IBA</b> Audubon Important Bird Area	<b>USDA</b> United States Department of Agriculture
<b>IP</b> Inclusive Planning (Master Plan 2030 Vision Framework)	<b>VCP</b> Voluntary Cleanup Program
<b>LBE</b> Livable Built Environment (Master Plan 2030 Vision Framework)	<b>WIC</b> Women, Infants and Children
<b>LOS</b> Level of Service	



## EXECUTIVE SUMMARY

Baltimore County's *Master Plan 2030*, adopted in January 2024, outlined a vision and strategies for growth over the next 10 years. While *Master Plan 2030* outlines strategies at the county-level, the Department of Planning recognized that a finer-grained approach would help to confirm priorities at a local level. The systematic development of **small area community plans** allows the Department of Planning to identify specific, place-based strategies for advancing and refining the goals of *Master Plan 2030* while supporting the future land use and development trajectory of Baltimore County's individual communities. In addition to establishing area concept visions, Small Area Plans (SAPs) aim to identify recommended actions that resonate with their communities and address key issues and concerns. The Small Area Plan 11 (SAP 11) is the first of the County's small area community plans. Future small area plans will be crafted fully "in-house" by Department of Planning staff. For this first effort, Department of Planning staff was augmented by a consultant team led by Ayers Saint Gross and including Straughan Environmental and CHPlanning, Inc.

## BY THE NUMBERS!

3

MEETINGS WITH  
COUNCIL PEOPLE

3

INTERVIEWS WITH  
9 COMMUNITY  
LEADERS

3

BUDGET TOWN  
HALL EVENTS

58

ATTENDEES AT  
1<sup>ST</sup> & 2<sup>ND</sup> PUBLIC  
MEETINGS

37

FOCUS GROUP  
PARTICIPANTS

256

ONLINE SURVEY  
RESPONDENTS  
(Across 3 Surveys)

5

FINAL  
COMMUNITY  
MEETINGS

SAP 11 is a strategic plan to guide the future growth, investment, and revitalization of the communities of White Marsh, Middle River, Bowleys Quarters, Essex, and Rossville. This area, historically shaped by manufacturing, military activity, and waterfront industry, is experiencing shifting economic dynamics, redevelopment pressures, and evolving community needs. The SAP 11 process was launched to create a coordinated vision and set of actionable strategies to support sustainable, equitable, and context-sensitive development across this diverse subregion.

The ten-month planning process moved through three major phases. First, the planning team engaged residents, business owners, community organizations, and other stakeholders through meetings, interviews, surveys, and on-the-ground analysis in a phase of **DISCOVERY**. This expansive and inclusive approach allowed the planning team to record local priorities, challenges, and opportunities—summarized into six major takeaways—during the **DEFINE** phase. While aligning a vision for the area with key goals and actions from *Master Plan 2030*, the team then began the **DELIVER** phase, crafting a vision for Area 11 and shaping the important recommendations found within this report.

## MAJOR TAKEAWAYS

**Connectivity is Key**

**Celebrate the Water**

**Treasure Our Open Spaces**

**Balance Housing Needs**

**Enhance the Quality of Life**

**Take a Responsible, Holistic Approach to Development**

### Discover

Listening & Learning

- ✓ Background Analysis
- ✓ Informational Interviews
- ✓ Focus Groups
- ✓ Online Survey
- ✓ Intercept Interviews

### Define

Sharing & Confirming

- ✓ In-Person Public Meeting
- ✓ Virtual Public Meeting

### Deliver

Refining & Packaging

- ✓ In-Person Public Meeting
- ✓ Virtual Public Meeting
- ✓ County Meetings
- ✓ In-Person Community Meetings

LISTENING CONTINUES

The report's findings establish four topic areas—**connectivity**, **environment and open space**, **community**, and **economy**—each with two-to-three related objectives. As part of the development of these objectives and their recommendations, the planning team reviewed all 25 goals of *Master Plan 2030* and its 194 actions to identify actions to either **refine** or **reinforce** through the Area 11 plan. In total, 92 Master Plan 2030 actions were carried forward for focus in Area 11; and of those action items, 43 were refined through this Area 11 effort, and the remaining 49 were identified as broad actions that should be generally reinforced through ongoing efforts in Area 11.

The recommendations presented in this SAP 11 report provide a framework for public and private investment, policy decisions, and capital improvements over the short, medium, and long term. By focusing on targeted interventions in key centers, corridors, and neighborhoods, the plan seeks to foster thriving, resilient communities that reflect the area's distinctive history and meet the needs of current and future residents. Providing direction and a vision for how Area 11 hopes to evolve in the coming years, this SAP 11 report offers a platform to prioritize implementation efforts, guide redevelopment and revitalization strategies, and promote a more connected, equitable, and resilient community.

## AREA 11 TOPICS & OBJECTIVES

### Connectivity

- Improve Bike & Pedestrian Safety
- Establish a Vehicular & Transit Strategy

### Environment & Open Space

- Conserve Habitats and Shorelines
- Create Open Spaces for People

### Community

- Improve Community Resiliency & Services
- Support Healthy, Attainable Housing

### Economy

- Support Existing Businesses
- Improve Area Marketing and Tourism
- Promote Redevelopment & Revitalization

## Recommendation Development

The planning team reviewed all Master Plan 2030 goals and actions in the context of Area 11 and these major takeaways to pull out individual recommendations for Area 11, categorizing them as either:



### REFINEMENTS

Master Plan 2030 recommendations which will be modified specifically for Area 11's needs and opportunities.



### REINFORCEMENTS

Master Plan 2030 recommendations which are general priorities in Area 11.



**IMPROVE BIKE & PEDESTRIAN SAFETY**

Support the improvement of existing and introduction of new bicycle and pedestrian facilities, such as bike lanes, sidewalk connections, and safer crossings.



**ESTABLISH A VEHICULAR & TRANSIT STRATEGY**

Improve the safety and efficiency of vehicular travel with traffic and roadway improvements and strategic road network connections; promote transit access and encourage transit-supported development, where appropriate.



**CONSERVE HABITATS AND SHORELINES**

Continue to protect, enhance, and preserve natural resources throughout Area 11.



**CREATE OPEN SPACES FOR PEOPLE**

Improve and increase opportunities for people to enjoy time outdoors with both active recreation opportunities and passive recreation opportunities.



**IMPROVE COMMUNITY RESILIENCY & SERVICES**

Foster health and well-being among area residents by improving access to daily needs and by promoting safety and resiliency.



**SUPPORT HEALTHY, ATTAINABLE HOUSING**

Maintain Area 11 as a desirable place to live by providing for the needs of existing residents and increasing a healthy housing market.



**SUPPORT EXISTING BUSINESSES**

The success of existing businesses should be a priority for the County and the community. Continue to ensure businesses have the best chances possible to thrive by ensuring access to important resources and by supporting commercial areas.



**IMPROVE AREA MARKETING AND TOURISM**

Celebrate the many environmental, recreational, and cultural resources in Area 11 as a draw for economic activity that invites people to stay, shop, and dine here.



**PROMOTE REDEVELOPMENT & REVITALIZATION**

Use redevelopment and revitalization as tools for economic development to create commercial areas that entice new businesses and in which existing businesses can thrive.





## **INTRODUCTION**

In Fall 2024, the Baltimore County Department of Planning initiated its first Small Area Plan (SAP) process in Area 11—a region which encompasses the sub-areas of White Marsh, Middle River, Bowleys Quarters, Essex, and Rossville. Through 2025, this endeavor brought together community voices from across the area to talk about issues, identify concerns and opportunities, and develop solutions. The SAP Area 11 (SAP 11) process carved a pathway, establishing an engagement strategy and planning process that now serves as a template for the creation of subsequent Small Area Plans in the County.

## Background

In February 2021, Baltimore County and independent, nationally recognized consultant Public Works, LLC, began a comprehensive assessment of Baltimore County government to identify opportunities for fiscal savings through efficiency in operations and service delivery. One of the efficiencies identified in the resulting [Baltimore County Efficiency Review Report](#) directed the Department of Planning to develop and implement a systematic approach to completing Small Area community plans countywide as a more localized follow up to the *Master Plan 2030*.

## MASTER PLAN 2030

Baltimore County's [Master Plan 2030](#), adopted in January 2024, outlined a vision and strategies for growth over the next 10 years. *Master Plan 2030* aims to elevate Baltimore County as a modern, 21st century county. To achieve this, the Master Plan established policies for guiding decisions relating to future development, resource management and protection, and provision of public services throughout the county.

### Master Plan 2030 THEMES

Three themes are interwoven throughout Master Plan 2030.



**VIBRANT COMMUNITIES**—Ensuring that all residents have access to high-quality, accessible, and affordable housing, cultural and recreational opportunities in safe communities while promoting responsible economic development.



**EQUITY**—Being inclusive in our decision-making, ensuring equitable distribution of resources and creating opportunity for all.



**SUSTAINABILITY**—Ensuring the long-term sustainability of the County's public and internal government infrastructure and safeguarding the County's ecology and climate.



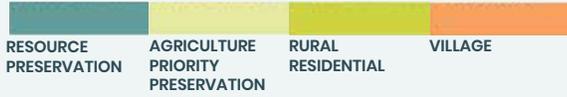
## Place Types and Nodes

Through an extensive engagement process, the *Master Plan 2030* effort revealed that many residents and stakeholders throughout Baltimore County were interested in addressing changing land use patterns, preserving natural resources, and building more sustainable communities. The community is confronted with an aging, sprawling, suburban landscape inside the Urban-Rural Demarcation Line (URDL)—a 1967 boundary that divides the county into “urban” and “rural” areas, serving as a framework for growth management, zoning, and infrastructure decisions. The question then became focused on how the County would address these issues while at the same time helping residents to better enjoy their communities.

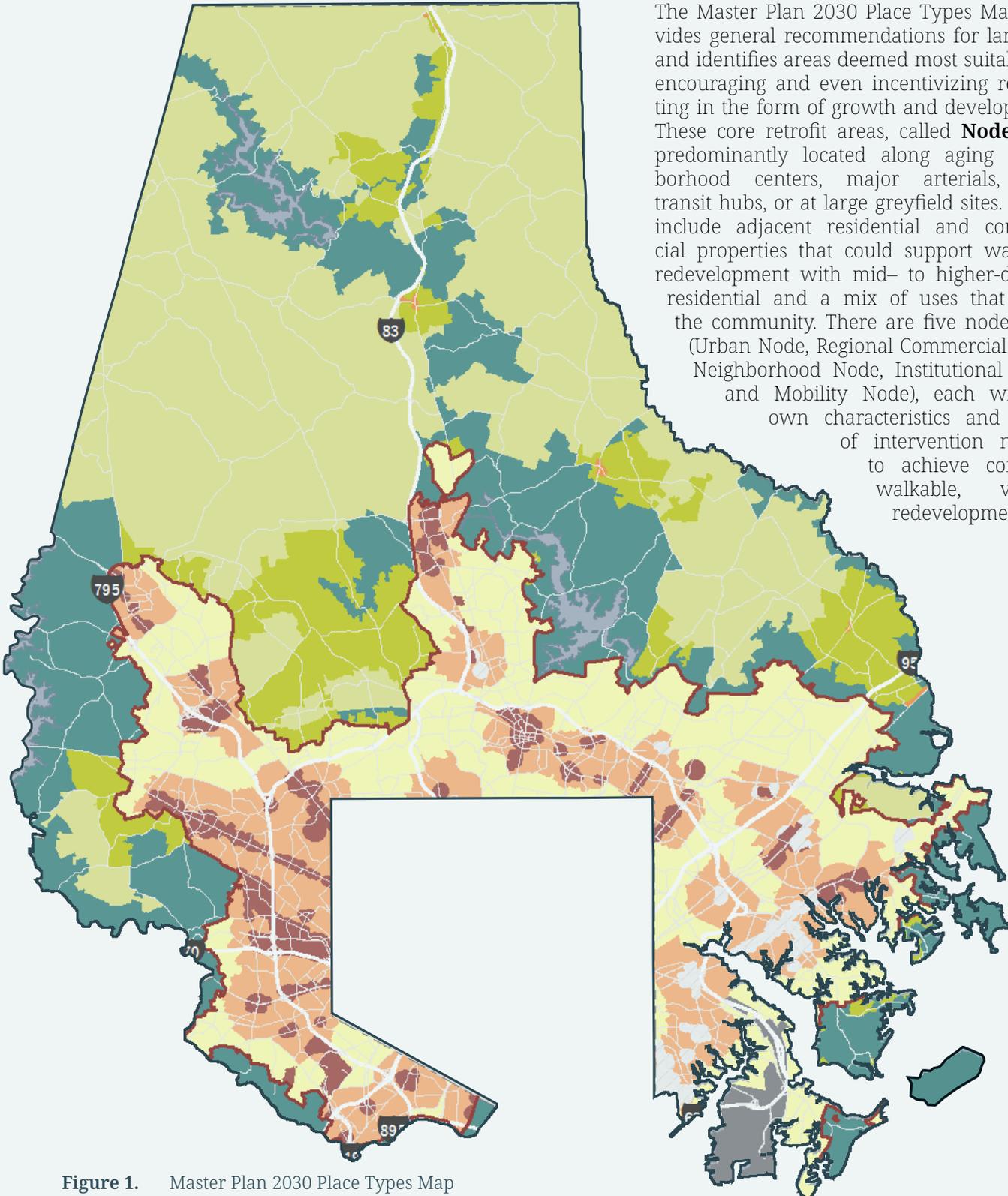
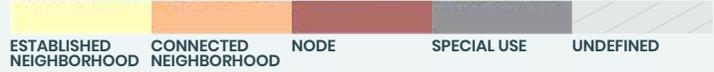
Using 27 metrics, the Planning Department developed a methodology to identify areas in the county that are most suitable for **retrofitting**—creating the conditions for the next step in the evolution of the suburban landscape. “Retrofitting” is a common-sense approach to managing everyday imbalance and challenges that the built environment creates; one that especially makes sense for the particular set of circumstances in Baltimore County. It embeds traditional planning principles of density, walkability and public space into the well-established patterns and structures of the modern suburban built environment, for the improved efficiency and wellbeing of anyone who lives there.

Using a data-driven process based on a number of geographic, social and economic determinants, the Department of Planning identified the most “retrofit-worthy” locations throughout Baltimore County. This process ultimately led to the creation of the **Master Plan 2030 Place Types Map** (at right).

## RURAL



## URBAN



The Master Plan 2030 Place Types Map provides general recommendations for land use and identifies areas deemed most suitable for encouraging and even incentivizing retrofitting in the form of growth and development. These core retrofit areas, called **Nodes**, are predominantly located along aging neighborhood centers, major arterials, near transit hubs, or at large greyfield sites. Nodes include adjacent residential and commercial properties that could support walkable redevelopment with mid- to higher-density residential and a mix of uses that serve the community. There are five node types (Urban Node, Regional Commercial Node, Neighborhood Node, Institutional Node, and Mobility Node), each with its own characteristics and levels of intervention needed to achieve compact, walkable, vibrant redevelopment.

Figure 1. Master Plan 2030 Place Types Map

## SMALL AREA PLANS

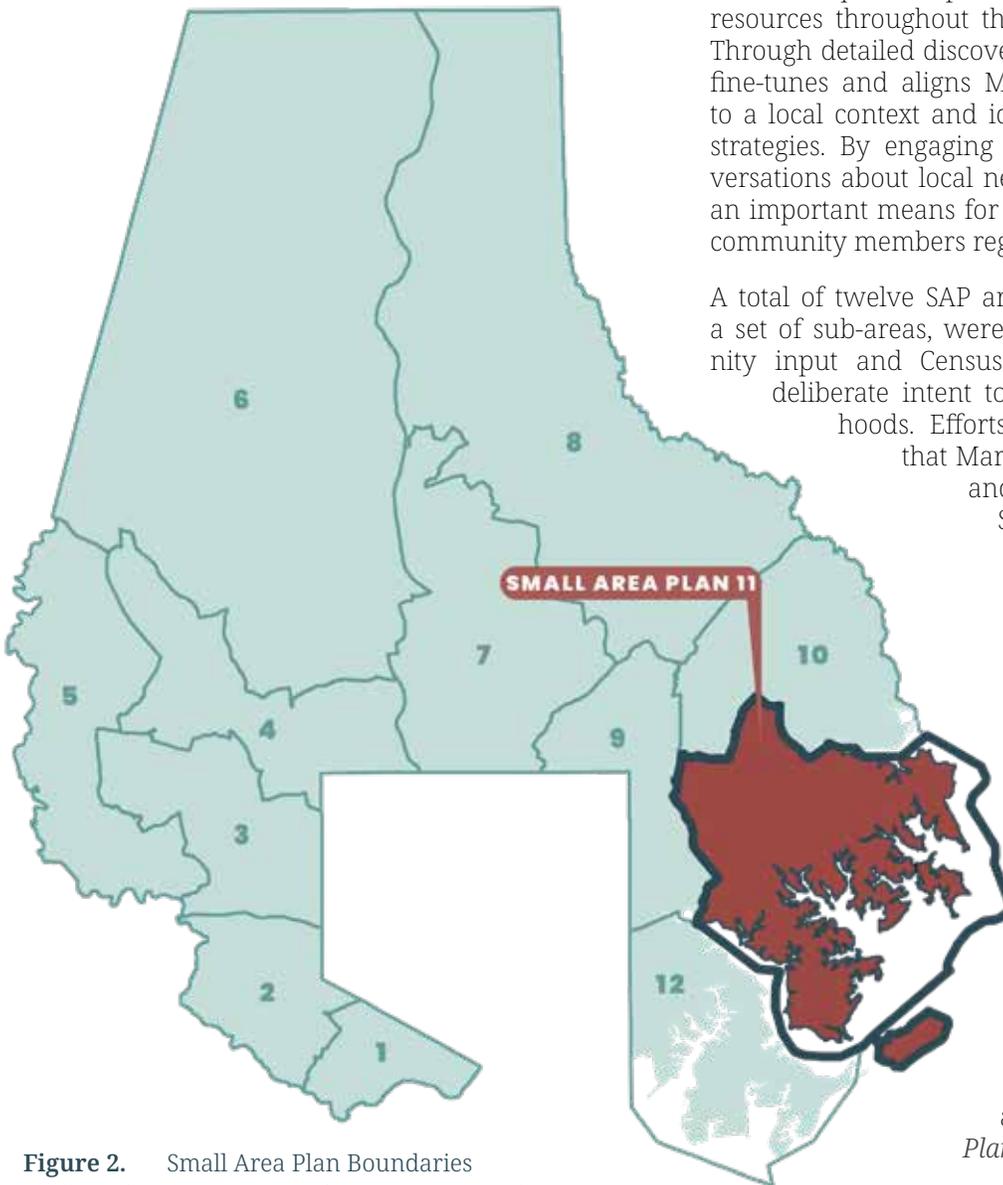
While *Master Plan 2030* outlines strategies at the county-level, the Department of Planning recognized that a more nuanced approach would help to confirm priorities at a local level. The systematic development of small area community plans allows the Department of Planning to identify specific, place-based strategies for advancing and refining the goals of *Master Plan 2030* while supporting the future land use and development trajectory of Baltimore County's individual communities. In addition to establishing area concept visions, SAPs aim to identify recommended actions that resonate with their community and address key issues and concerns.

Prior to *Master Plan 2030*, the initiation of a small area plan came from representatives within a community, approaching Council with a desire to complete a community plan or update an existing plan. This soon became an equity concern, as communities with more resources to self-organize and self-advocate may have had more success in accessing planning resources while neighborhoods with fewer resources (though, possibly greater need for planning attention) might have received less.

The SAP takes an entirely new, systematic approach to creating smaller community plans, employing a more equitable process that distributes planning resources throughout the county to all communities. Through detailed discovery and data analysis, the SAP fine-tunes and aligns Master Plan recommendations to a local context and identifies targeted, place-based strategies. By engaging communities in deeper conversations about local needs and priorities, the SAP is an important means for developing consensus among community members regarding a region's future.

A total of twelve SAP areas (see Figure 2), each with a set of sub-areas, were identified based on community input and Census-created boundaries, with a deliberate intent to maintain existing neighborhoods. Efforts were also made to ensure that Maryland Department of Housing and Community Development Sustainable Community Areas, Commercial Revitalization Districts, and Master Plan 2030 Place Type Nodes would not be split between SAP boundaries. All of Baltimore County is covered within the geographies of these SAP boundaries, ensuring that every community in the county will be engaged in this planning process and will emerge with a plan for its future development.

As they're adopted, each Small Area Plan exists as an amendment to *Master Plan 2030*.



**Figure 2.** Small Area Plan Boundaries

The Small Areas were each assigned a number for the sake of easily referring individual areas. These numbers do not indicate the order in which the Small Area Plans will be completed.

## MASTER PLAN 2030

# Guiding Principles for Small Area Plans

### Engage the Community to shape the Public Involvement Plan

---

Establish a resource of stakeholders within the boundary. Conduct initial research interviews and review the public involvement plan with the community leaders to refine and improve the plan.

### Embody a Spirit of Collaboration

---

Engage County Council and Planning Board members at the beginning of process to help shape the planning process.

### Incorporate Equity

---

Evaluate areas of inequality, including in health, housing, economics, education, and access to parks.

Present this information at the beginning of the planning process with existing conditions information to frame the community discussion.

Proactively seek to provide equal access and opportunity to all citizens of the County by considering equity in all recommendations.

### Use Accessible Language

---

Use terms that are meaningful and accessible to the general public in plans and public conversations.

### Actively Engage the Community

---

Provide multiple opportunities in different formats for public engagement.

Strive to involve the diverse range of community members, and seek to understand the full range of concerns and aspirations of community members.

### Plan for Systems and Interconnections

---

Evaluate the interrelationships between land use, transportation, housing, jobs, demographics, history, and the environment in analysis of existing conditions and in recommended actions.

### Promote Stewardship

---

Promote protection of environmentally sensitive areas and cultural and historic resources.

### Learn from the Past and Prepare for the Future

---

Evaluate the challenges faced in implementation and effectiveness of previous plans and evaluate multiple future scenarios to plan for innovation and potential changes in demographics, transportation, and employment.

### Focus on Implementation

---

A broad policy framework has been established in *Master Plan 2030*. Small Area Plans should focus on specific actions to implement these policies.

### Use Technology to Promote Accessibility

---

Throughout the planning process, use online tools to facilitate and maximize information sharing and solicitation of public feedback.

- Set a clear communications schedule and provide regular process updates
- Define major phases



## Small Area Plan 11

As a celebrated section of Baltimore County with deep history, the SAP 11 area includes White Marsh, Middle River, Bowleys Quarters, Essex, and Rossville (see Figure 3). This area embodies many of the county's strengths and challenges—an evolving industrial economy, aging infrastructure, changing demographics, and rising housing costs. The SAP process brought together community voices from across the area to talk about these challenges and opportunities, and to develop equitable, actionable strategies.

Master Plan 2020 proposed the creation of a new growth area on the eastern side of the county, the Middle River Redevelopment Area. At the time, it was diverse in land-use and employment oriented, with minimal residential development. Yet, over the past decade, the area has seen substantial change, and its planning needs have also shifted. The extension of White Marsh Boulevard opened up land for the development of the mixed-use, primarily residential community of Greenleigh, and parts of White Marsh Mall are now planned for conversion to residential development. The County decided that it would not renew the Sustainable Community designation for Pulaski Highway. Major sites and players—the former General Services Administration building at Martin Airport, Lockheed Martin, and the former Lafarge Quarry property, for instance—have made major shifts, necessitating a comprehensive planning effort to develop consensus regarding the future of this region. It was therefore agreed by County Council that a Small Area Plan for this area should be initiated immediately after the adoption of Master Plan 2030. The focus would be on visions for the areas surrounding White Marsh Town Center, the Lafarge Quarry, the C.P. Crane site. Respecting the beauty and character of the eastern Baltimore County waterfront would be of utmost priority, with its established neighborhoods, marinas, and other small businesses. The Department of Planning retained the geographical boundaries of the Middle River Redevelopment Area from the 2020 document, while applying the new frameworks and place types appropriate to our present context.



### Sub-Areas





**Small Area Plan**  
**Area 11**

**WHITE  
MARSH**

**ROSSVILLE**

**MIDDLE  
RIVER**

**BOWLEYS  
QUARTERS**

**ESSEX**

**Figure 3.** Aerial of Area 11 with Sub-Areas Labeled

Public Meeting 1



Public Meeting 2



Final Community Meetings



## Project Process

The SAP 11 process began with early preparations in the Fall of 2024 and proceeded through three planning phases: discover, define, and deliver.

### DISCOVER

First, the planning team started out by listening to and learning from the community. A desktop analysis evaluated existing conditions and characteristics by looking at existing sources and datasets, including U.S. Census demographic data and Geographic Information Systems (GIS) map-based data. Engaging community leaders and stakeholders was also crucial to this phase in gaining insight into community concerns and interests. When combined with on-the-ground assessments, this background research—which is summarized in the Area Characteristics Chapter (page 11)—established a foundational understanding of Area 11 and the five sub-areas.

### DEFINE

In the define phase, the planning team shared back and confirmed initial discoveries with the community through additional public outreach and participation opportunities. Early ideas for recommendations emerged during this stage. A detailed outline of the public participation process and the major takeaways from these community conversations is described in the Public Participation Chapter (page 57).

### DELIVER

Through continued community involvement, the team identified priorities and refined nine overall recommendations for Area 11, which are presented in the Recommendations Chapter (on page 69). In this phase, the planning team packaged everything into a draft report for comment. The planning process concluded at the end of 2025, with this final Plan adopted by County Council on [Date TBD].

## Discover

### Listening & Learning

- ✓ Background Analysis
- ✓ Informational Interviews
- ✓ Focus Groups
- ✓ Online Survey
- ✓ Intercept Interviews

## Define

### Sharing & Confirming

- ✓ In-Person Public Meeting
- ✓ Virtual Public Meeting

## Deliver

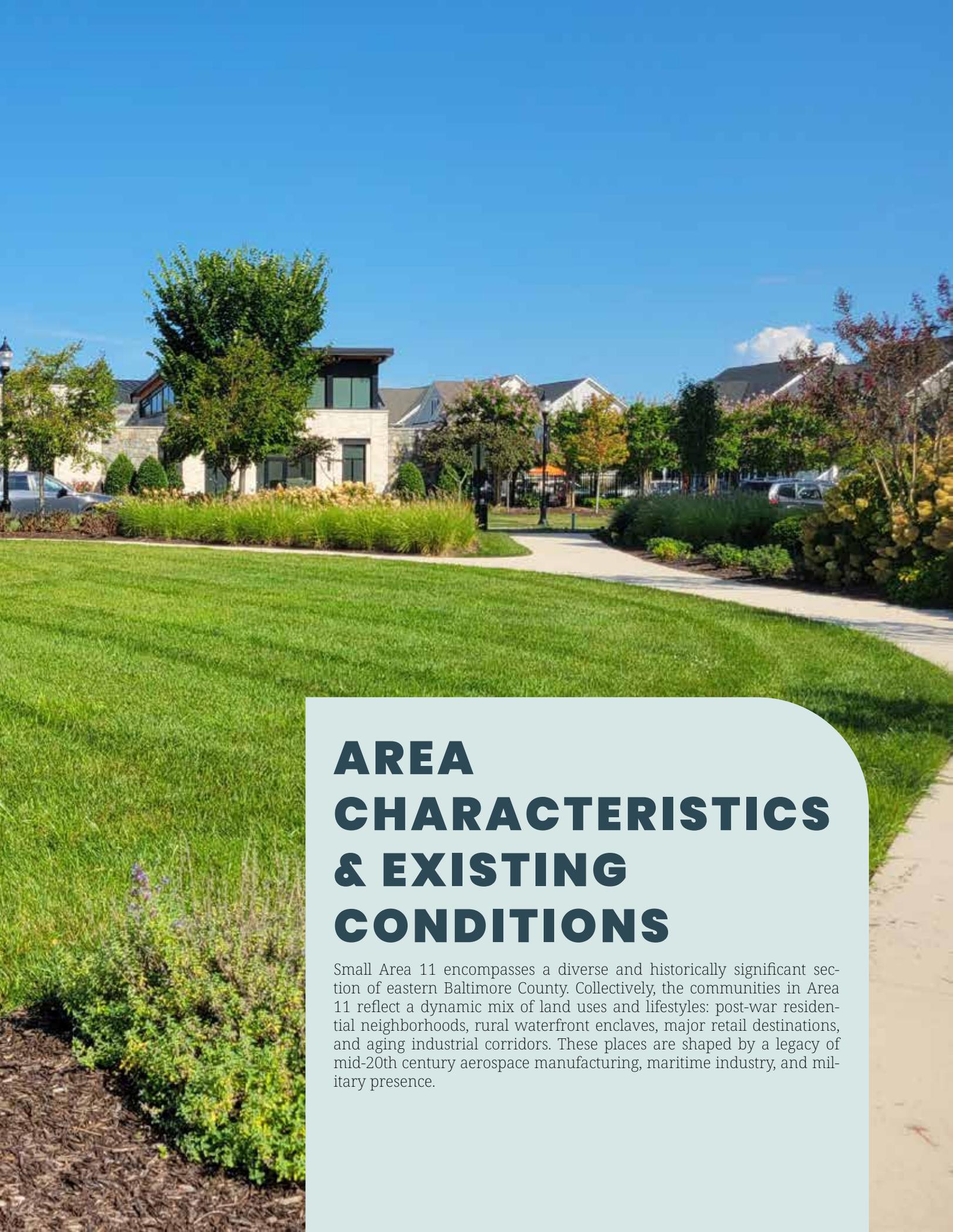
### Refining & Packaging

- ✓ In-Person Public Meeting
- ✓ Virtual Public Meeting
- ✓ County Leadership Meeting
- ✓ In-Person Community Meetings

LISTENING CONTINUES







# **AREA CHARACTERISTICS & EXISTING CONDITIONS**

Small Area 11 encompasses a diverse and historically significant section of eastern Baltimore County. Collectively, the communities in Area 11 reflect a dynamic mix of land uses and lifestyles: post-war residential neighborhoods, rural waterfront enclaves, major retail destinations, and aging industrial corridors. These places are shaped by a legacy of mid-20th century aerospace manufacturing, maritime industry, and military presence.

## Organization of this Chapter

This section is meant to paint a picture of Area 11—past and present—and set the stage for the exploration of opportunities identified later in this document. It begins with a broad, high-level portrait of Area 11, its features, and its people.

The history section dives deep into the region’s past, revealing important moments in Area 11’s growth and development. The existing conditions assessment then follows to illustrate the strengths and challenges that today face Area 11. The existing conditions section is divided into four topic areas—connectivity, environment and open space, community, and economy—around which the recommendations chapter will also be organized.

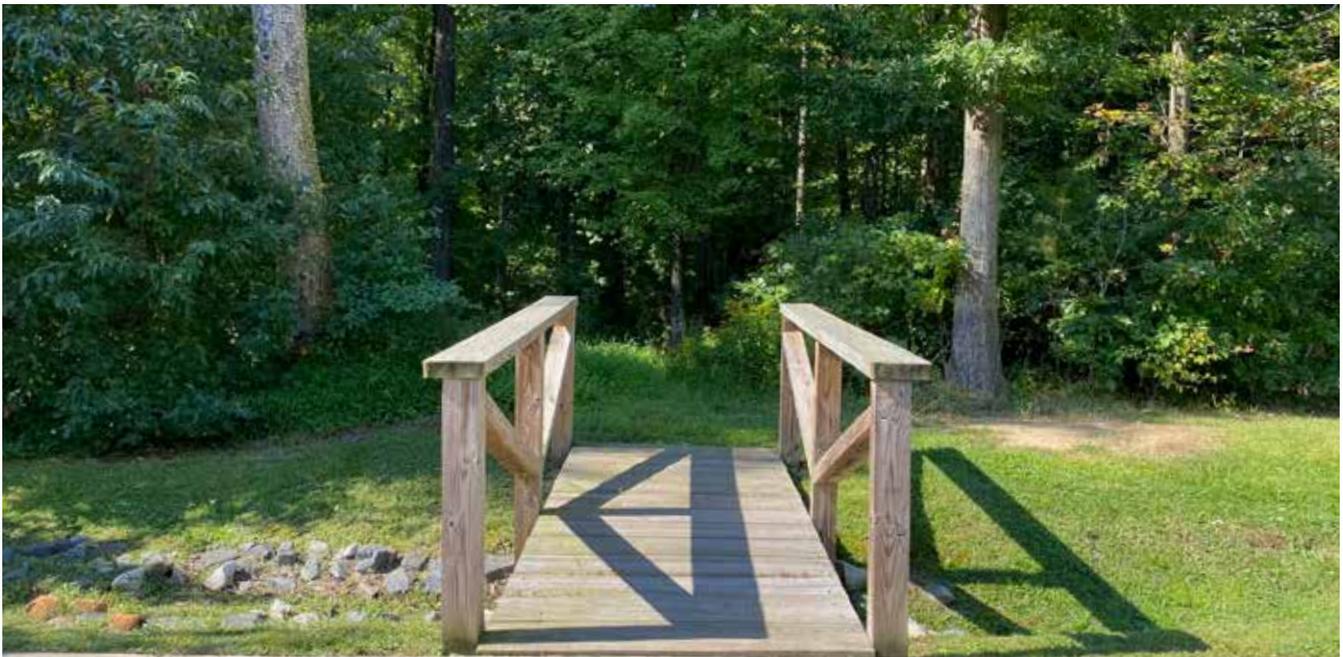
The summary of area-wide conditions is followed by a summary of each of the five sub-areas and the four nodes (the core retrofit areas identified in Master Plan 2030 as ideal locations for embedding traditional planning principles of density, walkability, and public space).

Lastly, as part of the Area 11 background analysis, the project team reviewed existing countywide and community plans and initiatives, which is noted at the conclusion of this chapter.

## Small Area Plan 11 Region At-a-Glance

SAP 11 encompasses the communities of Middle River, Essex, White Marsh, Bowleys Quarters, and Rossville. The area’s defining qualities include its suburban-rural transition, waterfront lifestyle, economic diversity, and a role as a transportation hub, with easy access to Baltimore City and beyond via all modes of travel—car, bus, train, plane, or boat. The area had just under 105,000 residents in 2023 (American Community Survey (ACS) 5-year estimates), accounting for approximately 12% of Baltimore County’s total population. The region spans just under 75 square miles, 8% of the County’s total land area (see Figure 4). Area 11 is the most coastal of all the Small Areas, featuring 60% of the county’s shoreline (146 miles [see Figure 5, page 15]). This access to the water has a huge influence on the area, enriching its economy, history, and culture.

The sub-areas offer a diverse mix of suburban and coastal landscapes, each having their own unique history and identity. Rossville and northern Essex are characterized by single-family homes, some of which were developed as suburbs of Baltimore City. On the peninsulas, Bowleys Quarters and lower Essex are more rural, with waterfront properties and forested land. White Marsh stands out as a



*A small bridge connects to a trail in the woods that leads to the NeighborSpace of Baltimore County site, Volz Park*

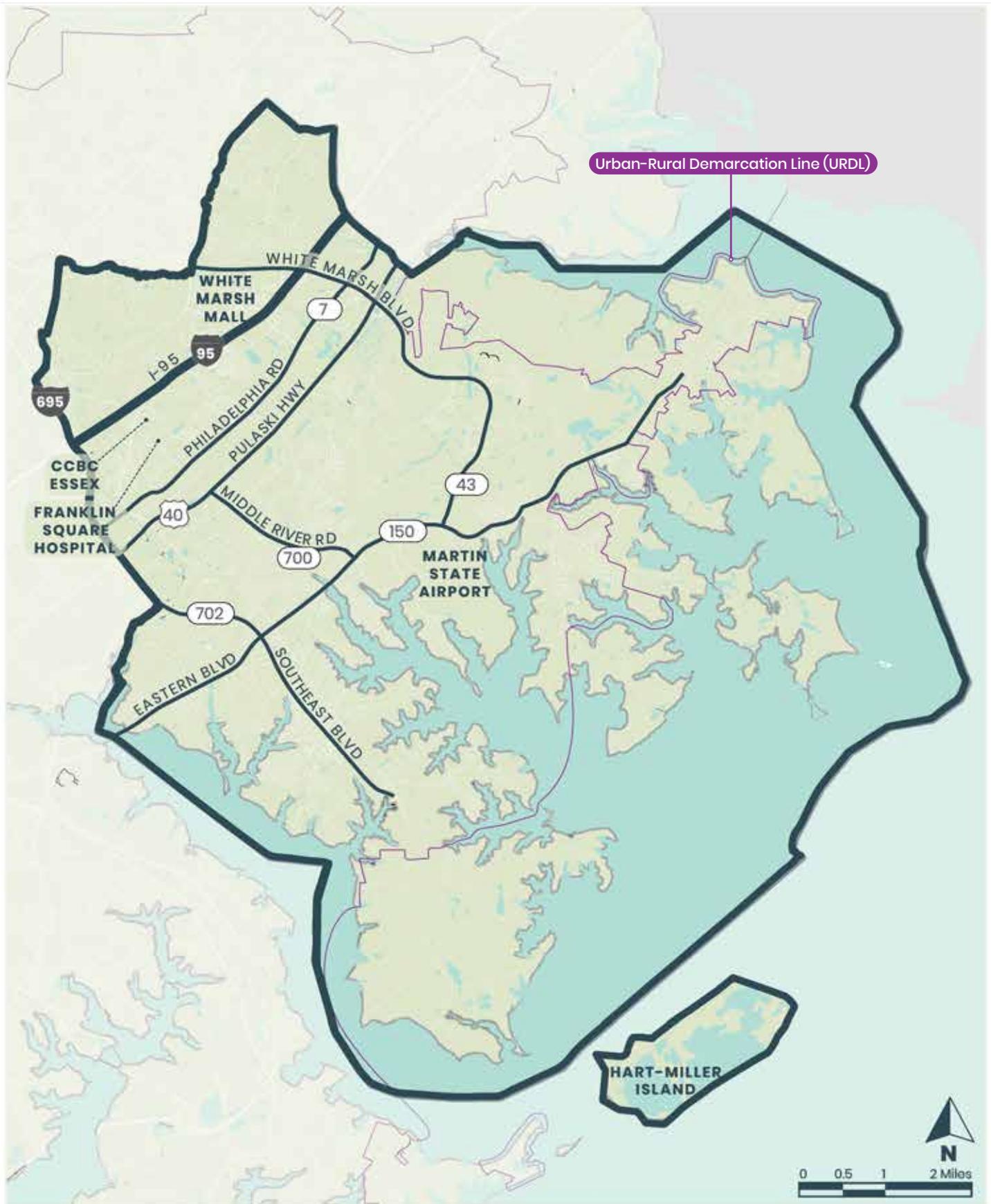


Figure 4. Labeled Area Map of Area 11

(Data Sources: Base map by Baltimore County Government Geographic Information Systems, 2025; Primary road network drawn by planning team)

major commercial and retail hub, featuring shopping centers like THE AVENUE at White Marsh and White Marsh Mall, and planned developments like White Marsh Town Center and Greenleigh. Middle River mixes its industrial history with its cultural legacy, with sites like the Martin State Airport (a joint civil-military public use airport in Middle River) and Bengies Drive-In Theater (boasting the largest remaining drive-in screen in the nation).

Geographically, the area is defined by its proximity to the Chesapeake Bay and its tributaries—such as Gunpowder River, Bird River, Middle River, and Back River—which shape its lifestyle and economy. The peninsulas’ waterfront areas support tourism and maritime activities such as boating, fishing, and crabbing. Recreational and open spaces play a significant role in the area’s identity and also support local tourism. Natural features like wetlands, marshes, and the expansive Gunpowder Falls State Park are treasured amenities in the sub-area.

Area 11 is integrated with the region’s vehicular transportation network through the I-695 beltway that runs along the western boundary of the Area, and via four main north-south arteries: I-95, Philadelphia Road (MD-7), Pulaski Highway (US-40), and Eastern Boulevard (MD-150). White Marsh Boulevard (MD-43) is the primary east-west connector within the Area 11 boundary. A MARC train station in Middle River sits

across from the Martin State Airport. The public Essex Skypark is another Area 11 airport.

Demographically, the area has seen steady population growth, particularly in suburban neighborhoods like White Marsh and Rossville, driven by relative affordability and proximity to urban centers. The Essex and White Marsh sub-areas have a slightly higher proportion of seniors than surrounding areas and may now require more focused services, including increased use of transit and paratransit. Economic development continues to thrive in White Marsh, with ongoing commercial and retail investments, while Middle River is experiencing redevelopment of former industrial sites. Waterfront areas like Bowleys Quarters are increasingly attractive for residential and recreational development, though this growth is balanced with environmental conservation efforts.

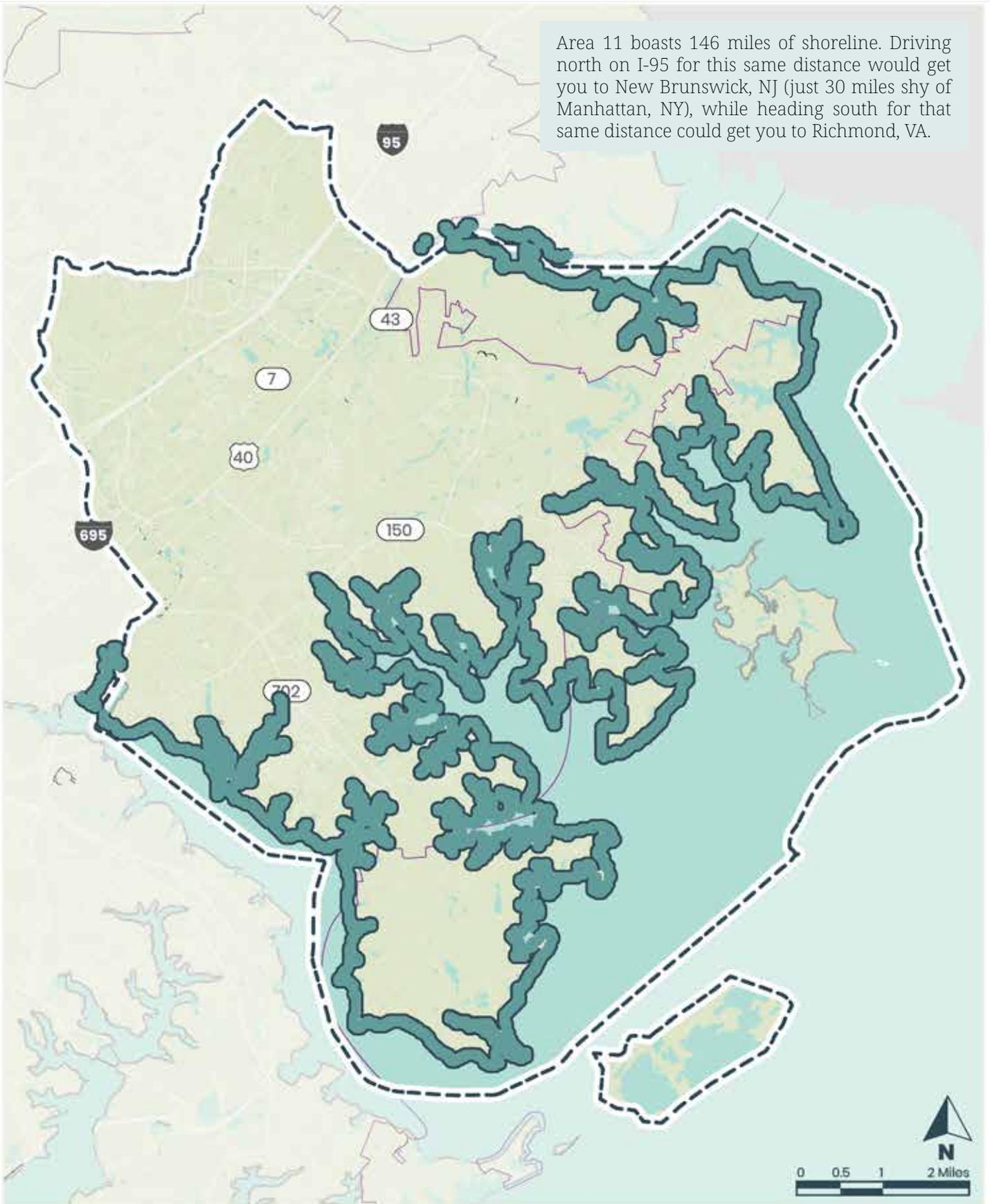
Infrastructure improvements, such as road upgrades and public transit enhancements, aim to support the area’s growth, while initiatives to protect wetlands, reduce pollution in the Chesapeake Bay, and preserve natural areas (like Gunpowder Falls State Park) remain key priorities.

Each of the sub-areas offer a variety of shopping and dining experiences, entertainment options, and venues for events. Overall, Area 11 is a dynamic region that balances growth, economic opportunity, and environmental stewardship.



*Area 11 is the most coastal of all Baltimore County’s Small Areas*

Area 11 boasts 146 miles of shoreline. Driving north on I-95 for this same distance would get you to New Brunswick, NJ (just 30 miles shy of Manhattan, NY), while heading south for that same distance could get you to Richmond, VA.



**Figure 5.** Map Emphasizing the Shoreline in Area 11  
(Data Sources: Baltimore County Government Geographic Information Systems, 2025)

## History

The area that we now call Baltimore County is the ancestral lands of the Piscataway and Susquehannock Indigenous groups. Piscataway and Susquehannock territories stretched from the tidal inlets of the western Chesapeake Bay to the Patapsco River and beyond. Archaeological sites along the coastal edges of Essex and Middle River highlight where groups stopped to hunt, fish, shape stone tools, and trade. Base camps, resource procurement camps, and shell middens have been recorded in this eastern part of Baltimore County, along with 15 locally designated [Final Landmark](#) properties, and over 120 registered archaeological sites ranging from the Late Archaic period (3750 B.C. – 1250 B.C.) to the early 20<sup>th</sup> century.

By the 18<sup>th</sup> century, eastern Baltimore County was a sparsely populated, rural landscape largely dedicated to tobacco production. Our earliest Landmarked property, the [Scott-Andrew-Garrison House](#) c. 1725 - 1743 is representative of the Tidewater plantation economy. During the Reconstruction period, many families purchased land on tracts they were once forced to labor,

and built homes, schools, churches, and businesses that grew into flourishing [communities](#). The Maryland Historical Trust has identified five “[African American Survey Districts](#)” within the Small Area Plan 11 bounds.

Through the Late 19<sup>th</sup>–Mid 20<sup>th</sup> centuries, eastern Baltimore County was renowned for fish and wildlife recreation. The former Marshy Point Ducking Club hosted outdoor enthusiasts from local hunters and urban travels, to the likes of Annie Oakley. While hunting in the area is prohibited today, the [Marshy Point Nature Center](#) maintains the park’s historic land use with nature and water trails.

The development of the Glenn L. Martin Airport and Plant ([BA-2081](#)) in 1929 brought new jobs, industry, and transportation to the peninsula. During World War II, the plant produced B-26 Marauder Medium Bomber engines that greatly contributed to the Allied powers’ success in the war effort. The present Martin State Airport and Lockheed Martin operate on the grounds of the original plant complex.



Figure 6. Postcard Featuring the Glenn L. Martin Company Plant

## Historic African American Communities

- BA-3058 Hopewell Avenue African American Survey District  
[<https://apps.mht.maryland.gov/medusa/PDF/BaltimoreCounty/BA-3058.pdf>]
- BA-3119 Back River Neck African American Survey District  
[<https://apps.mht.maryland.gov/medusa/PDF/BaltimoreCounty/BA-3119.pdf>]
- BA-3060 Goodwood-Hyde Park African American Survey District  
[<https://apps.mht.maryland.gov/medusa/PDF/BaltimoreCounty/BA-3060.pdf>]
- BA-3059 Bengies African American Survey District  
[<https://apps.mht.maryland.gov/medusa/PDF/BaltimoreCounty/BA-3059.pdf>]
- BA-3120 Chase African American Survey District  
[<https://apps.mht.maryland.gov/medusa/PDF/BaltimoreCounty/BA-3120.pdf>]



Pages from the Chase African American Survey District Architectural Survey File, showing a shop at 12410 Eastern Avenue (Top) and a house on the 1200 Block of Eastern Avenue (Bottom)



Figure 7. Martin M-130 Hawaii Clipper at the Martin Factory in Maryland

**White Marsh Mall Node**

**Pulaski Highway Node**

**Eastern/Martin State Airport Node**

**Eastern/Middle River Node**



## Existing Conditions Assessment

Today, Area 11 is marked by transition and opportunity. Communities are responding to shifting development pressures, aging infrastructure, and evolving demographic trends. **Connectivity** within the area is defined by major roadways such as I-95, I-695, Pulaski Highway (US-40), and Eastern Boulevard (MD 150), which provide regional access but often create barriers to safe pedestrian and bicycle movement. Sidewalk and trail networks are limited in many neighborhoods, though county-led bike and pedestrian initiatives such as the *Baltimore County Bike & Pedestrian Master Plan* offer opportunities to strengthen multi-modal connections. Meanwhile, transit access is provided via existing bus routes and the Martin Airport Maryland Area Rail Commuter train station. **Environment and open space** resources are prominent, with Area 11 boasting significant waterfront access along the Back River and Middle River, as well as community parks like Eastern Regional Park and the Marshy Point Nature Center, which provide recreation and preserve natural habitats. From a **community** perspective, Area 11 has a population of just under 105,000 residents and features a mix of established single-family neighborhoods, aging housing stock, and new residential development near White Marsh, notably the mixed-use community of Greenleigh. The **economy** is anchored by large institutions such as MedStar Franklin Square Medical Center, Community College of Baltimore County (CCBC) Essex, and Martin State Airport. Commercial hubs like White Marsh Mall and THE AVENUE drive retail activity and attract visitors from across the county and local retail corridors support local businesses. Some older commercial areas continue to experience vacancy and disinvestment, however, particularly along portions of Eastern Boulevard and other aging retail strips such as Carroll Island Shopping Plaza. These existing conditions highlight both the assets and challenges that will shape the future of Area 11's growth, connectivity, and community vitality.



**Figure 8.** A Streetview of Eastern Boulevard - Challenges for Pedestrians, Bicyclists, and Motorists

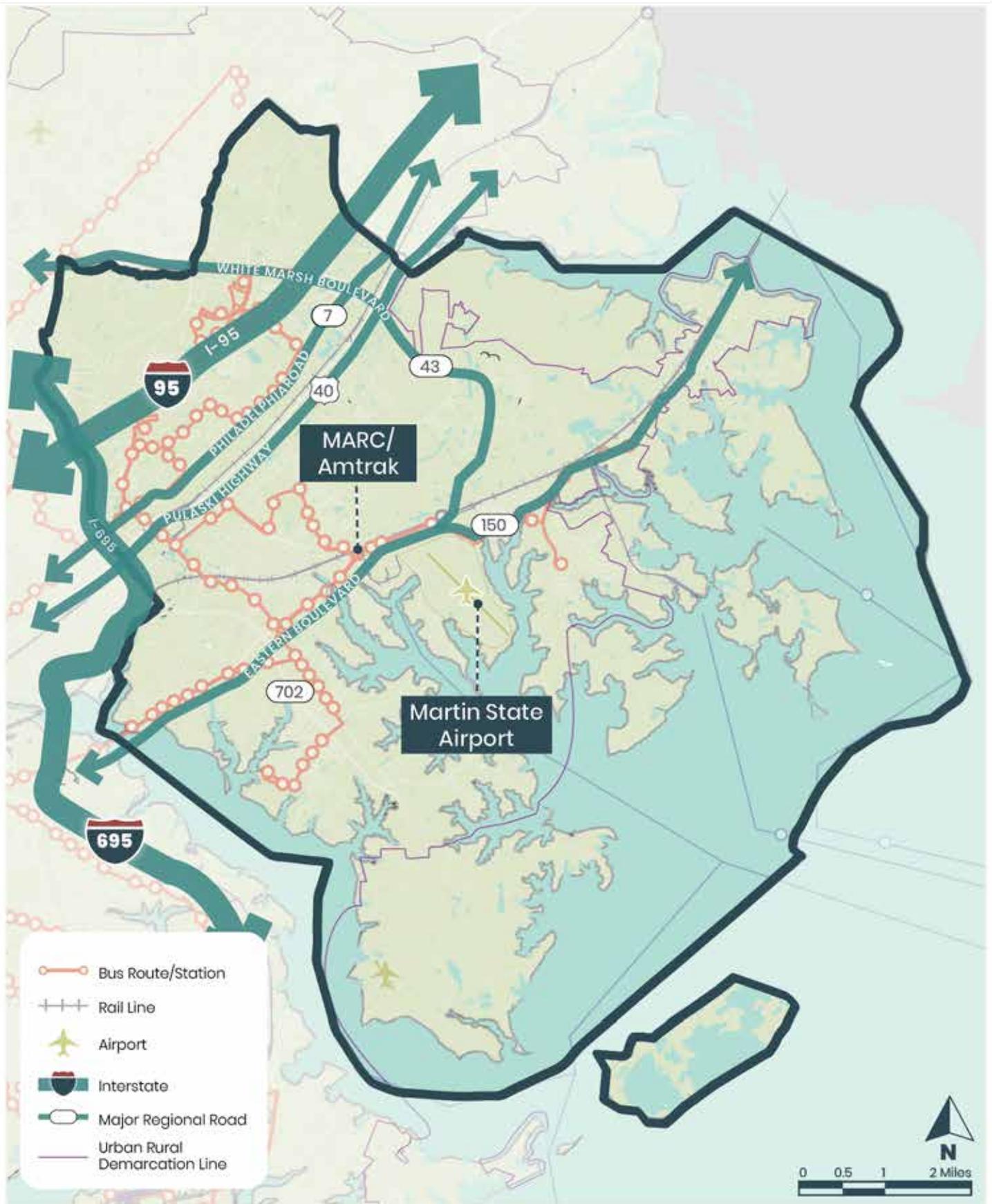
## CONNECTIVITY

Area 11 benefits from strong regional access by way of major highways, including I-95, I-695, Pulaski Highway (US-40), and Eastern Boulevard (MD-150) (see Figure 9). These corridors facilitate commuter and freight movement but also act as physical barriers that limit local connectivity between neighborhoods. The abundance of waterfront areas on the eastern side of Area 11 further inhibits connectivity (see Figure 10) and often creates a “bottlenecking” experience for traffic forced onto a limited number of roadways that link the peninsulas with the broader Area 11, and which are quickly backed up.

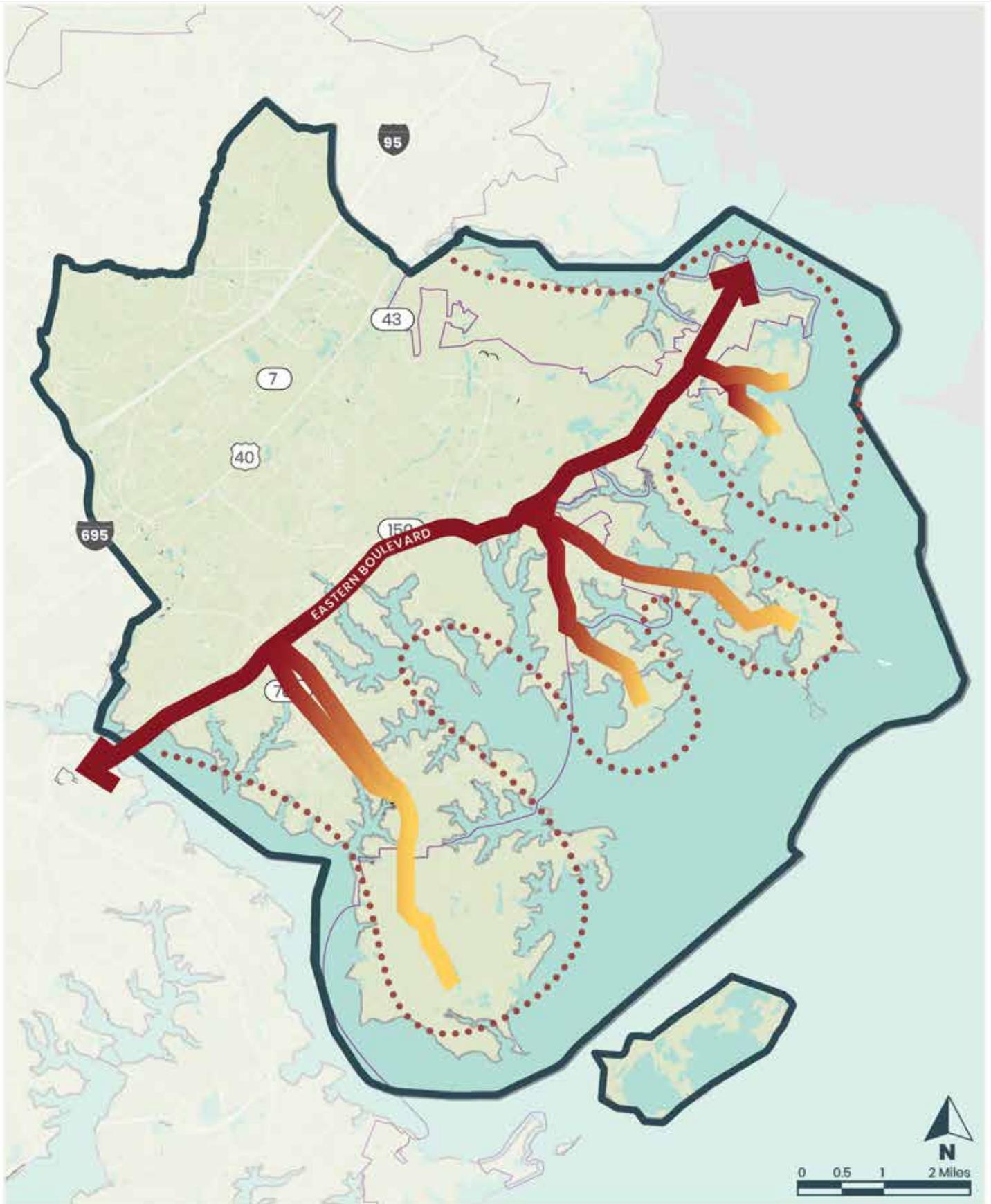
Public transit service is provided primarily by Maryland Transit Administration (MTA) bus routes, which connect Area 11 to downtown Baltimore and other employment hubs, and the Martin Airport Maryland Area Rail Commuter (MARC) station, which

connects the sub-area to the Baltimore-Washington corridor. Transit frequency and coverage are limited in several residential areas; however, the MTA’s 2025 BMORE BUS transit plan calls for increased frequency throughout all of MTA’s core bus network, and identifies two new routes specifically in Eastern Baltimore County (a QuickLink (express) route and a LocalLink route servicing White Marsh and Essex).

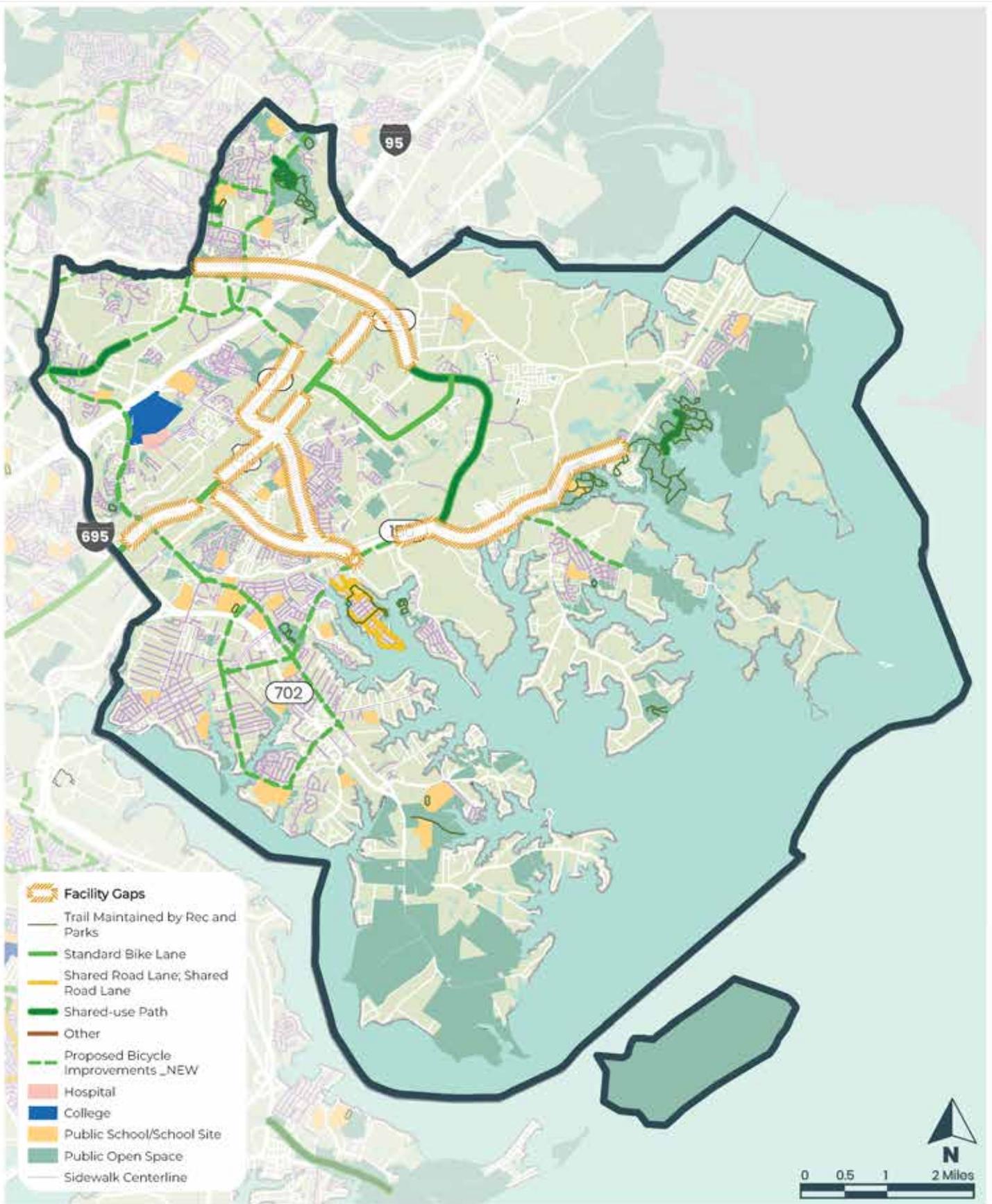
Pedestrian and bicycle infrastructure is inconsistent, insufficient, and often simply nonexistent (see Figure 11). Sidewalks are concentrated in commercial districts and newer subdivisions; older neighborhoods and industrial areas lack safe infrastructure for walking or cycling. The [Baltimore County Bike & Pedestrian Master Plan](#) presents opportunities to close these gaps, improve safety, and better link residential areas with schools, parks, and commercial centers.



**Figure 9.** Existing Regional Connectivity Assets  
(Data Sources: Baltimore County Government Geographic Information Systems, 2025)



**Figure 10.** Diagram Emphasizing Challenges Created by Water-bound Geography in the Sub-Areas  
(Data Sources: Baltimore County Government Geographic Information Systems, 2025;  
"Bottlenecking" locations and abstract peninsula outlines drawn by planning team)

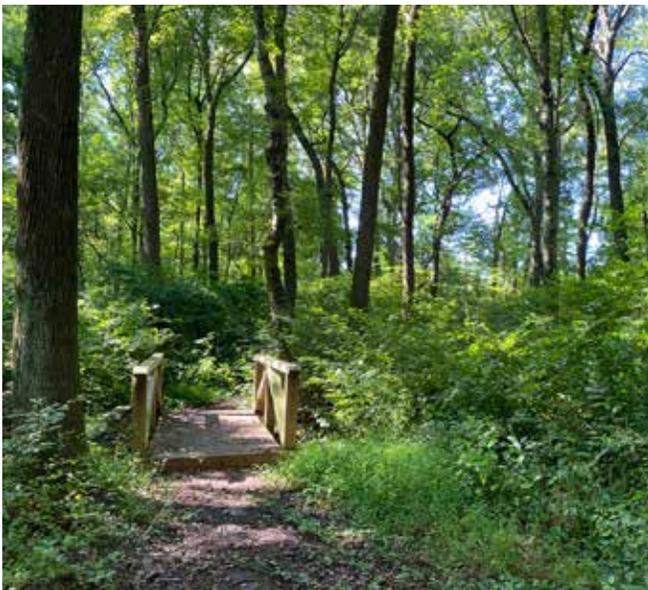


**Figure 11.** Existing and Planned Bike and Pedestrian Facilities, Outlining Gaps

(Data Sources: Baltimore County Government Geographic Information Systems, 2025; Gaps drawn by planning team)

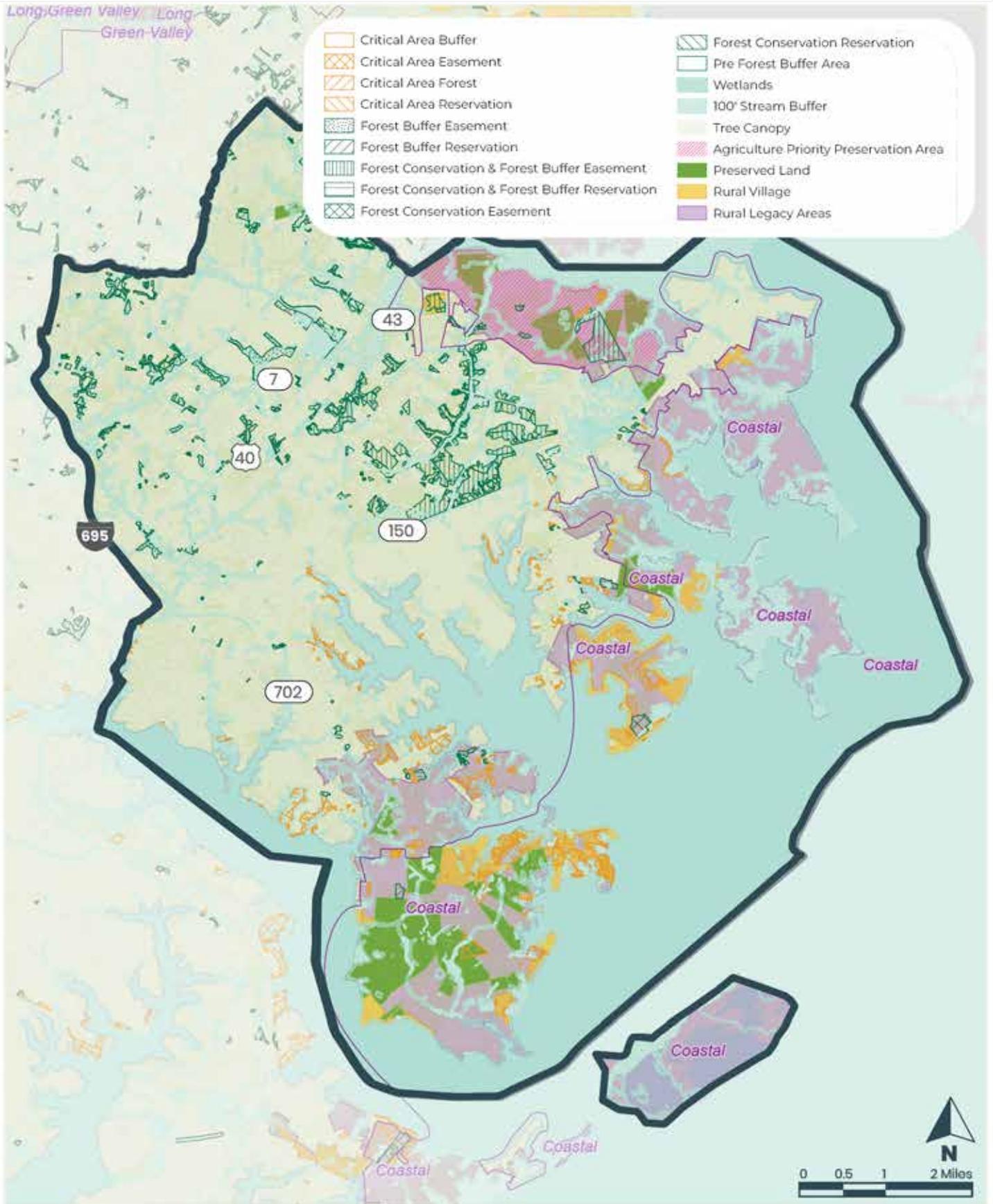
## ENVIRONMENT AND OPEN SPACE

Area 11 contains a significant amount of natural and recreational resources, especially near the waterfront (see Figures 12 to 14). The Middle River and Back River waterways provide ecological value, recreational opportunities, and scenic views, while Marshy Point Nature Center and Rocky Point Park serve as major destinations for hiking, kayaking, and environmental education. Inland, Eastern Regional Park and numerous neighborhood parks offer athletic fields, playgrounds, and community gathering spaces. Cox's Point Park in Essex offers locals green space and fishing opportunities. However, some waterways within the Area 11 experience water quality concerns due to stormwater runoff and a variety of industrial uses. Climate adaptation is also a key issue for low-lying and shoreline communities such as Bowleys Quarters, which are increasingly vulnerable to flooding and sea level rise. In 2003, Hurricane Isabel devastated many shoreline neighborhoods in this area. In the rebuilding process, homes along the water are now elevated, making the area more resilient to coastal flooding and storm surge. Continued investment in climate-resilient infrastructure, nature-based solutions (NBS) and park improvements will be critical to maintaining environmental health and community resilience. Decommissioned industrial sites—such as the CP Crane and LaFarge Quarry sites—offer new opportunities for expanding access to open space for residents. The County's new Eco-Park Overlay District can serve as a complementary driver for future changes on these properties.

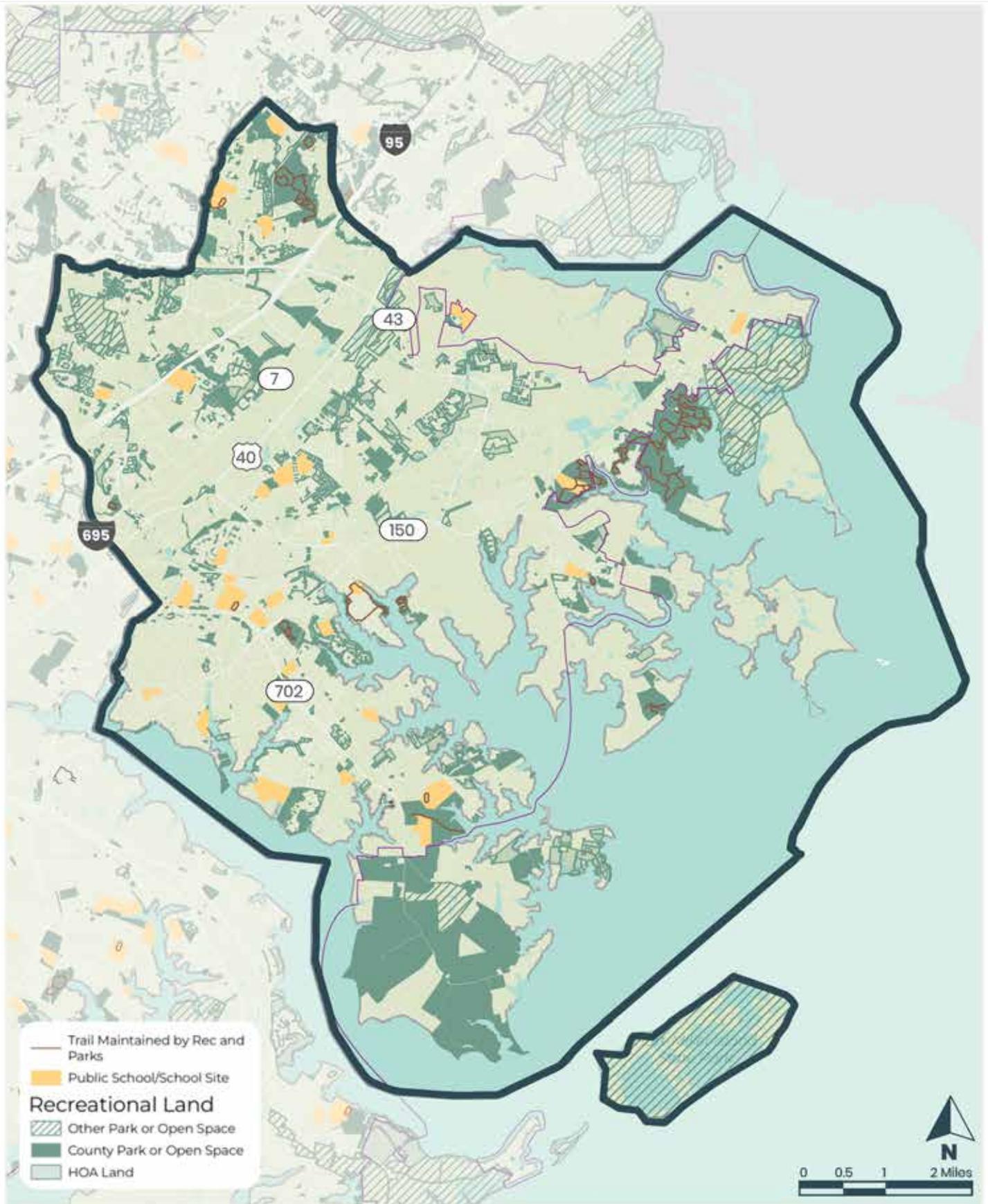


*Volz Park is a NeighborSpace green space preserved in the Middle River Sub-Area*

*Marshy Point Nature Center*



**Figure 12.** Map Illustrating the Many Overlapping Land Preservation and Conservation Efforts  
 (Data Source: Baltimore County Government Geographic Information Systems, 2025)



**Figure 13.** Parks and Open Spaces in Area 11

(Data Source: Baltimore County Government Geographic Information Systems, 2025)



**Figure 14.** Diagram Highlighting Some of the Area’s Main Recreational Open Spaces  
(Data Sources: Baltimore County Government Geographic Information Systems, 2025; Photos and call-outs added by planning team)

**COMMUNITY**

**Population**

Area 11’s total population has grown steadily since 2010, at twice the growth rate of the County as a whole. The area is aging and diversifying; the proportion of residents over the age of 65 has increased by about a quarter since 2010, and most neighborhoods are more much more racially and ethnically diverse than in previous decades. In particular, the area’s Black/African American and Hispanic/Latino populations had grown by 60% and 63%, respectively, between 2010 and 2023. The 2023 ACS estimates that White residents make up just over half of the population (52%), followed by Black/African American residents (31%), Hispanic/Latino residents (7%), and Asian residents (5%), and smaller populations of American Indian/Alaska Native, Native Hawaiian/Pacific Islander, and people identifying as Other Race or having Two or More Races.

The age distribution (Figure 16) shows a reasonably balanced mix of generations that skews only slightly toward older age cohorts: there are 6,846 children under 5 years of age; 18,990 school-aged youth between 5–17 years; 9,461 young adults between 18–24 years; 32,158 adults in their prime working years between ages 25–44; 29,803 middle-aged adults between 45–64 years; and 17,834 seniors above the age of 65. This diversity in both age and race underscores the importance of inclusive community planning, with a need to address the distinct housing, mobility, healthcare, and educational needs of a multi-generational and multicultural population.

**Housing**

According to 2020 Census data, Area 11 contains a total of 48,244 housing units, with 26,682 owner-occupied units (59%) and 18,525 renter-occupied units (41%), reflecting a balanced mix of homeowners and renters across the area (Figure 17). The remaining 3,037 units (6%) are vacant, which is consistent with typical vacancy rates in older suburban communities. Area 11 is more densely developed than the rest of Baltimore County. Much of the housing stock in Area 11 consists of single-family homes, townhouses, and low-rise apartments. Many homes around Essex and in the northern portion of the Bowleys Quarters sub-area were built before 1980, with newer residential development concentrated in White Marsh and Middle River (Figure 18). This area is not immune to the national housing affordability crisis, with the cost of purchasing a home and median home values increasing by as much as 56% in parts of Area 11 from 2015-2023. Expanding the housing supply, particularly through diverse housing types such as smaller, accessible units, can help meet demand for both younger households and seniors wanting to age in place within their communities. Targeted reinvestment, code enforcement, and housing assistance programs can ensure safe and stable housing for residents at all income levels.

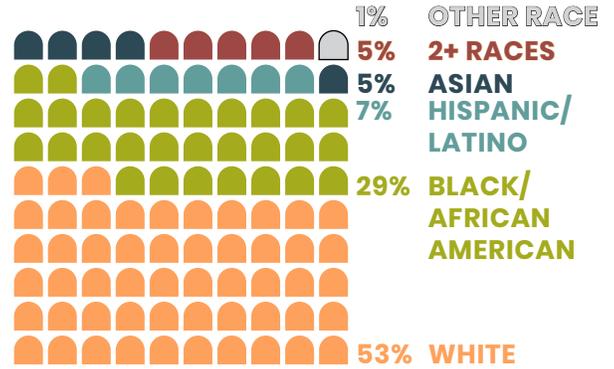


Figure 15. Racial Demographics in Area 11



Figure 16. Resident Age Ranges as Percent of Population

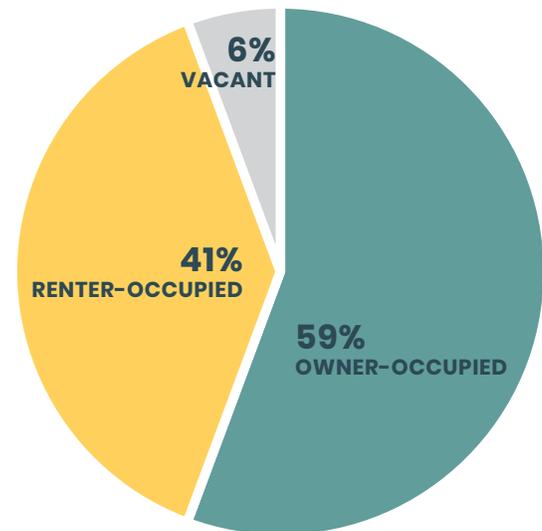
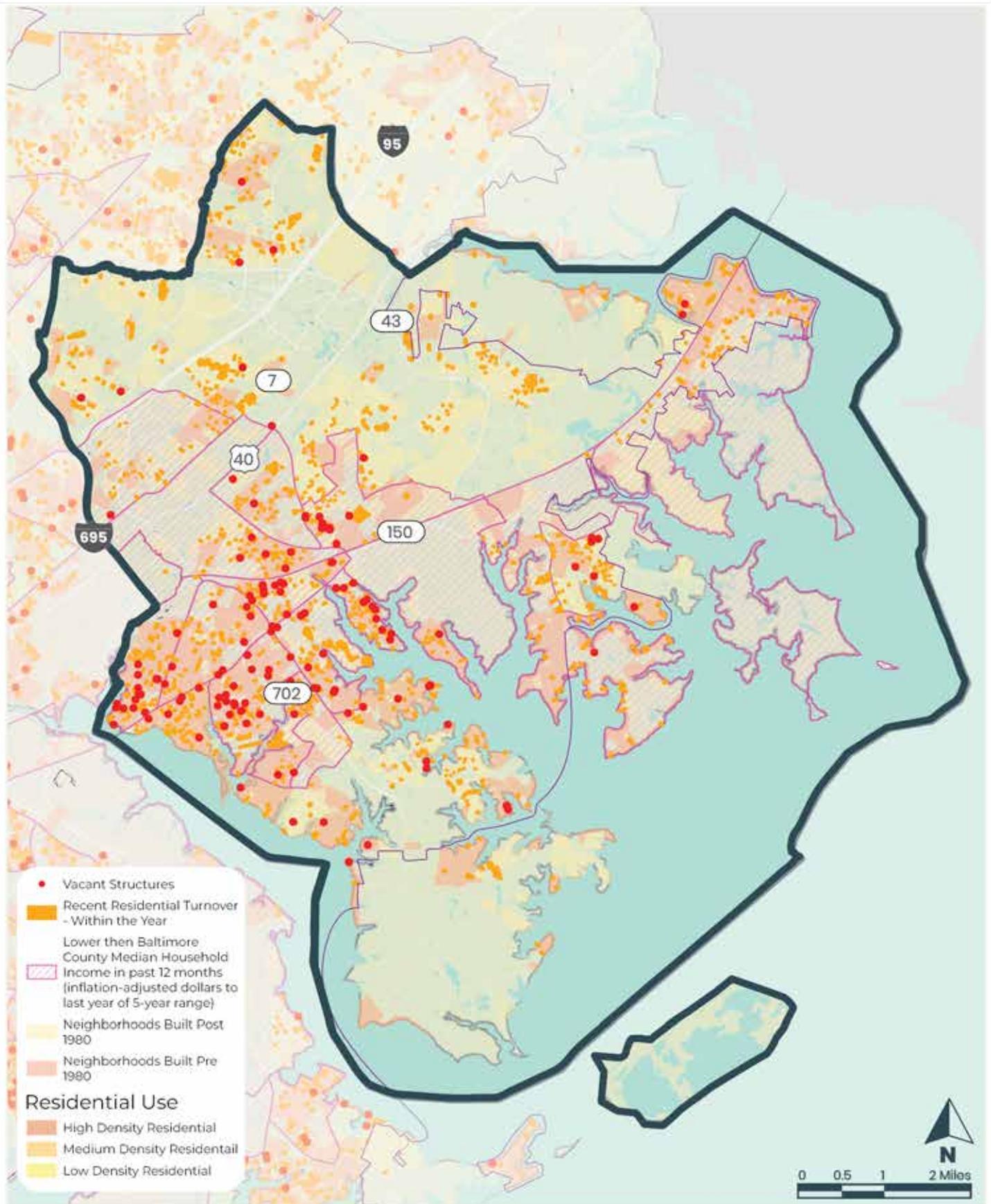


Figure 17. Housing Tenure (Occupancy)



**Figure 18.** Map of Neighborhood Age, Density, and Residential Vacancy  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)

## Well-being

Health and well-being outcomes for Baltimore County residents are relatively similar to the average for the State of Maryland. That said, there is room for improvement. From a planning perspective, some of these health issues can be mitigated through expansion of the active transportation networks and recreation opportunities.

Mental health distress (Table 1) is an important indicator of well-being among communities. The Baltimore County Social Determinants of Health (SDoH) portal reports on mental health distress prevalence by census tracts, as indicated by residents 14 years and older who have reported their mental health was not good in the past 30 days (using PLACES: Local Data for Better Health data, retrieved August 18, 2025). Mental health distress is most prevalent in the Essex and Middle River sub-areas, though all sub-areas are impacted to some degree (see Figure 19). The prevalence of mental health distress in Area 11 is measured as greater than 15% in almost all area census tracts, excluding two tracts in the White Marsh Sub-Area. The greatest mental health distress is observed in the Essex and Middle River census tracts, where the averages of the estimated prevalence exceed 18.1% and 18.01% respectively. Many factors may contribute to or exacerbate mental health distress, including poverty, access to employment opportunities, food insecurity, crime, discrimination, and the quality of an individual's social and physical environment. Mental health distress, therefore, becomes a useful general indicator of an area's well-being.

As an additional measure of well-being, the Baltimore County SDoH dashboard tracks children living below the poverty level, as the percentage of children (under age 18) whose family income is below federal poverty level by census tract boundaries in the last 12 months (ACS 5-year estimates, retrieved August 18, 2025). The ten census tracts and sub-areas in which this is experienced the most include: 4515 (56.60%, Essex), 4505.03 (46.80%, Essex), 4502 (39.10%, Essex), 4113.07 (33.40%, White Marsh), 4518.02 (32.00%, Bowleys Quarters), 4514.02 (30.40%, Middle River), 4518.01 (28.70%, Middle River), 4505.04 (28.10%, Essex), 4407.01 (27.00%, Rossville), and 4513 (20.60%, Middle River). A child experiencing poverty may have reduced access to essential resources—including food, safe housing, and healthcare—resulting in poor physical and mental health outcomes along with other wide-ranging negative consequences which can lead to long-term issues around educational attainment and an ability to find stable employment in adulthood.

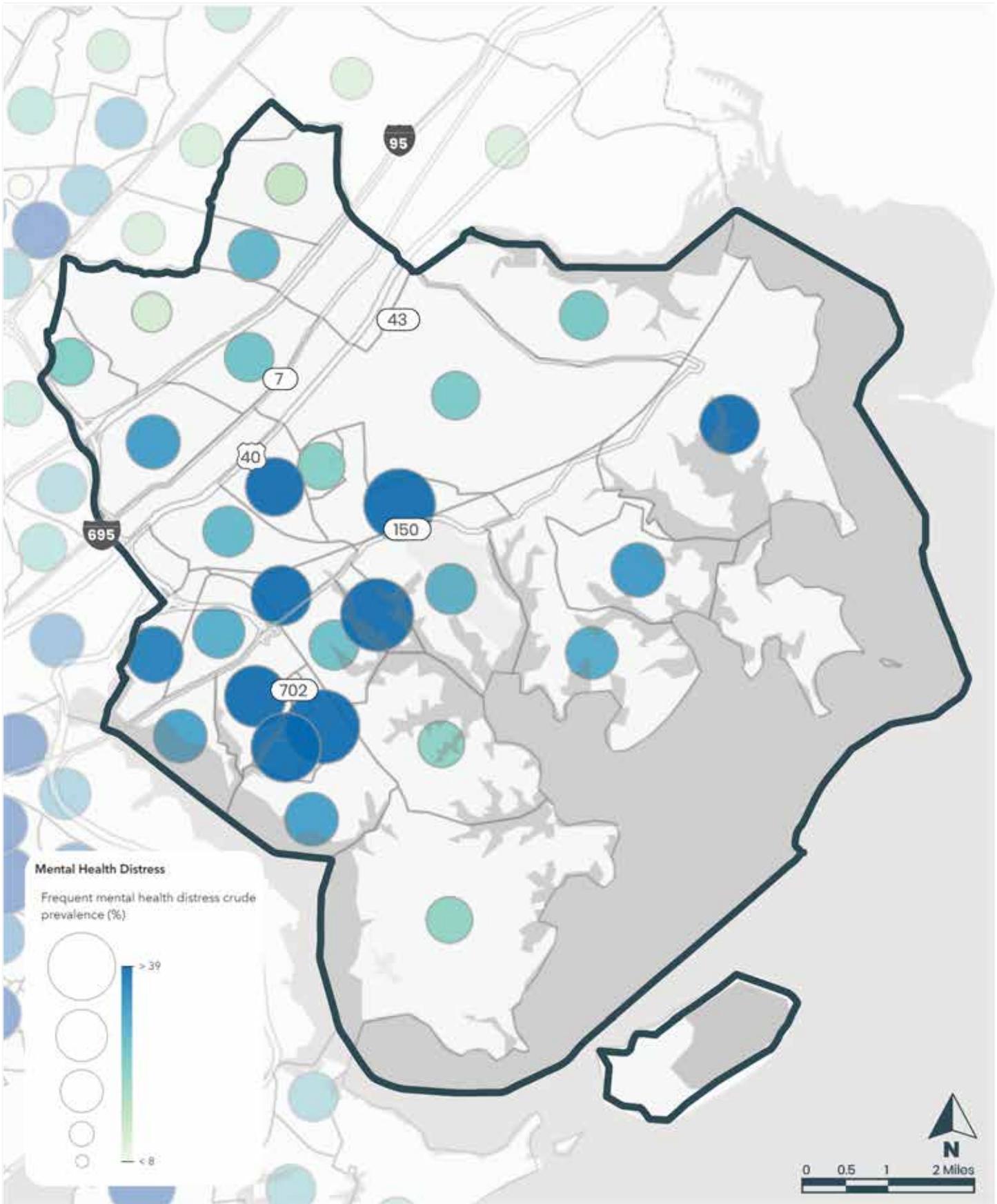
**Table 1.** Mental Health Distress in Area 11

The yellow cells highlight census tracts with a reported percent distressed that is above the area average of 17%.

Sub-Area	Census Tract	Percent Distressed	Sub-Area Average
Middle River	4515.00	23%	18%
	4516.00	16%	
	4514.02	23%	
	4518.01	19%	
	4517.01	16%	
	4517.02	16%	
	4514.01	15%	
	4513.00	19%	
	4512.00	16%	
4501.00*	18%		
Rossville	4407.01	17%	16%
	4408.00	15%	
	4407.02	16%	
White Marsh	4406.00**	13%	14%
	4113.07	16%	
	4113.08	14%	
4113.02*	14%		
Bowleys Quarters	4518.02	17%	17%
	4518.03	17%	
Essex	4509.00	15%	18%
	4510.00	15%	
	4511.00	17%	
	4505.04	23%	
	4505.03	22%	
	4504.00	17%	
	4505.01	20%	
	4508.00	16%	
	4503.00	17%	
	4502.00	18%	
4923.00	19%		

\* Partial inclusion in sub-area

\*\*Split between White Marsh and Rossville Sub-Areas



**Figure 19.** Map of Mental Health Distress in Area 11  
(Data and Base Map from the Baltimore County SDoH Portal)



*The 2025 Essex Day Festival was the 50th Anniversary of this community event in the Essex Sub-Area*

## **ECONOMY**

The economy of Area 11 is diverse, reflecting a mix of regional retail hubs, institutional anchors, small businesses, and waterfront-related activity. Healthcare, Retail, and Education are the three largest industry sectors providing jobs in the area. Figure 20 illustrates locations of jobs in Area 11. Rossville serves as the primary economic engine, anchored by major employers like MedStar Franklin Square Medical Center and CCBC Essex. White Marsh is another important economic hub, with large-scale retail centers such as White Marsh Mall, THE AVENUE, and Nottingham Square attracting regional shoppers and supporting service-sector employment. The White Marsh Business Center is an important employment area, and additional concentrations of jobs in Area 11 are situated along Pulaski Highway and Philadelphia Road, the Greenleigh/Crossroads area, and the vicinity of Martin State Airport. The established commercial corridors along Pulaski Highway and Eastern Boulevard face challenges related to aging infrastructure and vacancy (see Figure 21), yet offer opportunities for reinvestment and redevelopment. The vacancy challenge is not limited to older commercial areas, however; and clusters of commercial vacancy are also prevalent in the newer commercial and industrial spaces in the Middle River and White Marsh sub-areas, where significant commercial development has occurred in the last 25 years. It's important to note, here, that many of

the vacancies in these relatively newer commercial areas are being actively filled—particularly as property developers in Greenleigh continue to attract tenants to the newly constructed buildings in that development. Bowleys Quarters contributes to the local economy through marinas, hospitality, and recreational tourism, especially in the boating and waterfront dining industries. Throughout Area 11, the economy is shaped by both its regional institutions and its local commercial nodes, with ongoing needs for revitalization, diversification, strengthening tourism, and support for small business growth.

According to 2022 Census data, the area had an inflow of 33,428 people entering Area 11 for work each day, while 35,477 residents of Area 11 leave to work elsewhere. Residents who leave for work are mostly headed southwest toward Tradepoint Atlantic and Baltimore City, while some head west toward Towson and Timonium. Only 6,113 residents of Area 11 stay locally to work. Compared with 2002 data, there has been an increase in jobs available within Area 1—a few hundred more residents have found local work and the inflow of workers has risen by more than 6,000 jobs—however, about 3,000 fewer residents were leaving for work back in 2002 compared to in 2020, suggesting that the jobs created in Area 11 are not employing residents of Area 11.

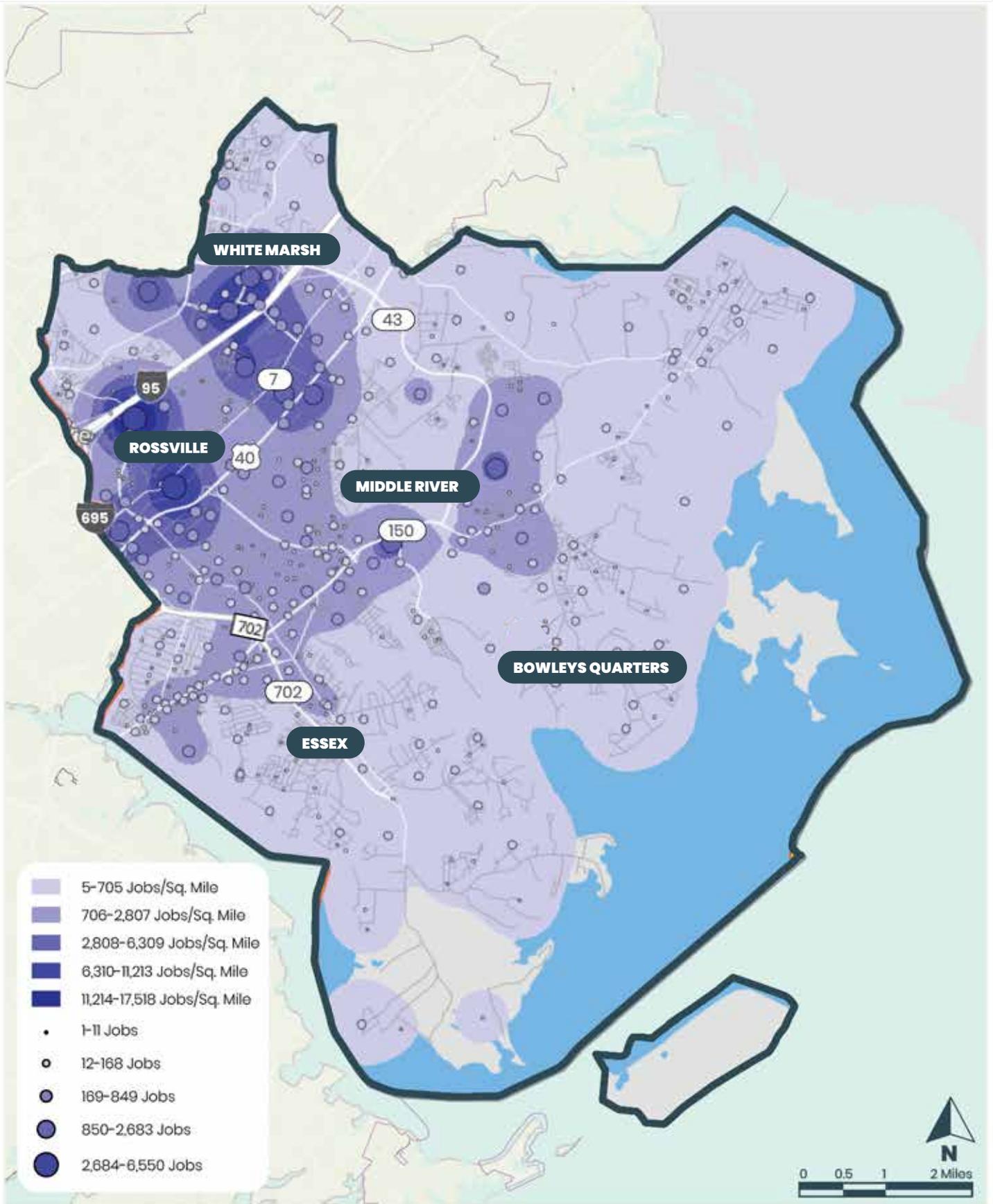
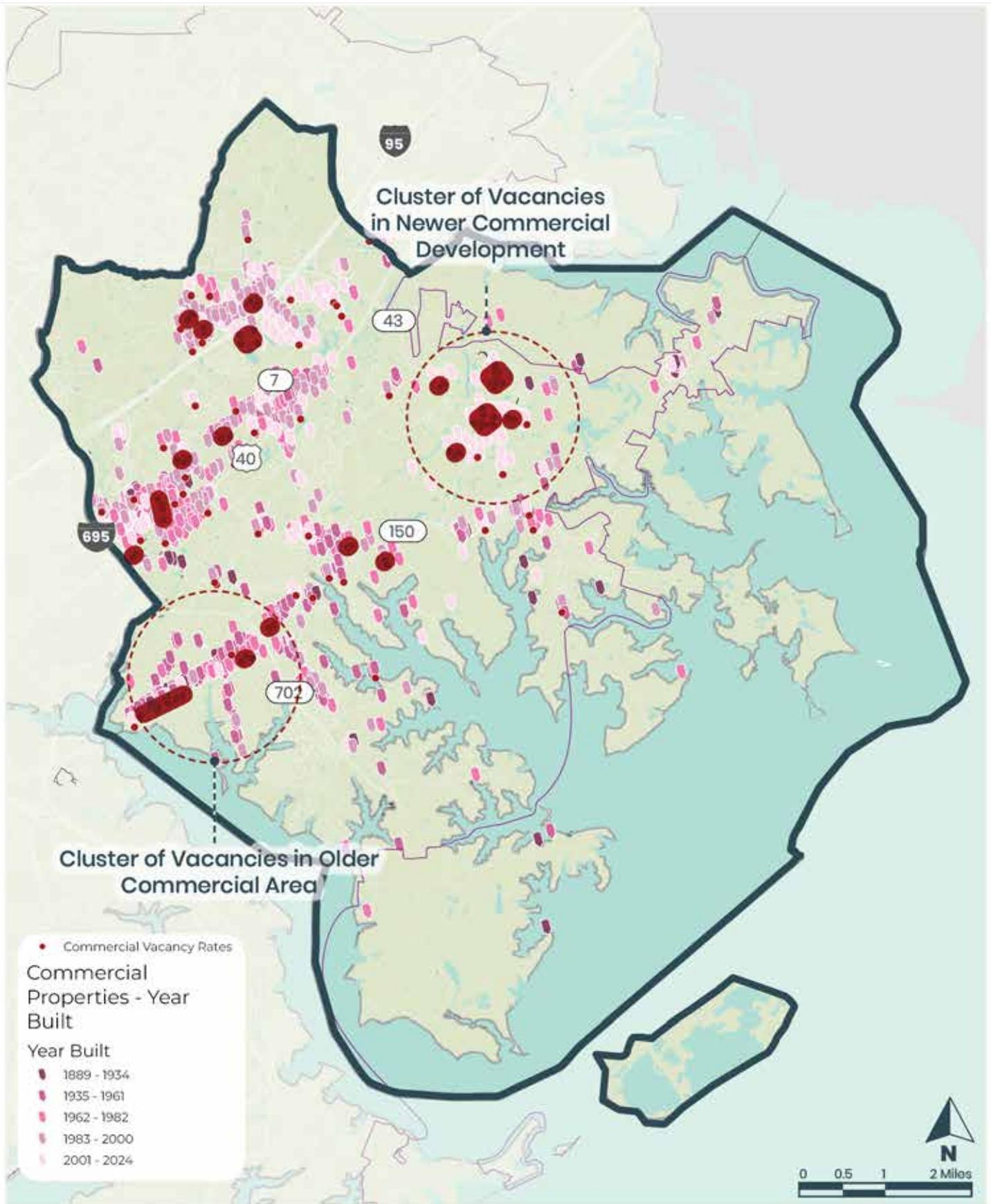


Figure 20. Map of Area 11 Employment Locations  
(Data and Base Map from the U.S. Census Longitudinal Employer Household Dynamics On the Map tool, 2025)



**Figure 21.** Map of Commercial Properties by Age, Showing Vacancies  
(Data Source: Baltimore County Government Geographic Information Systems, 2025; Labeled call-outs added by planning team)

Figure 22. The Sub-Areas of Small Area Plan Area 11

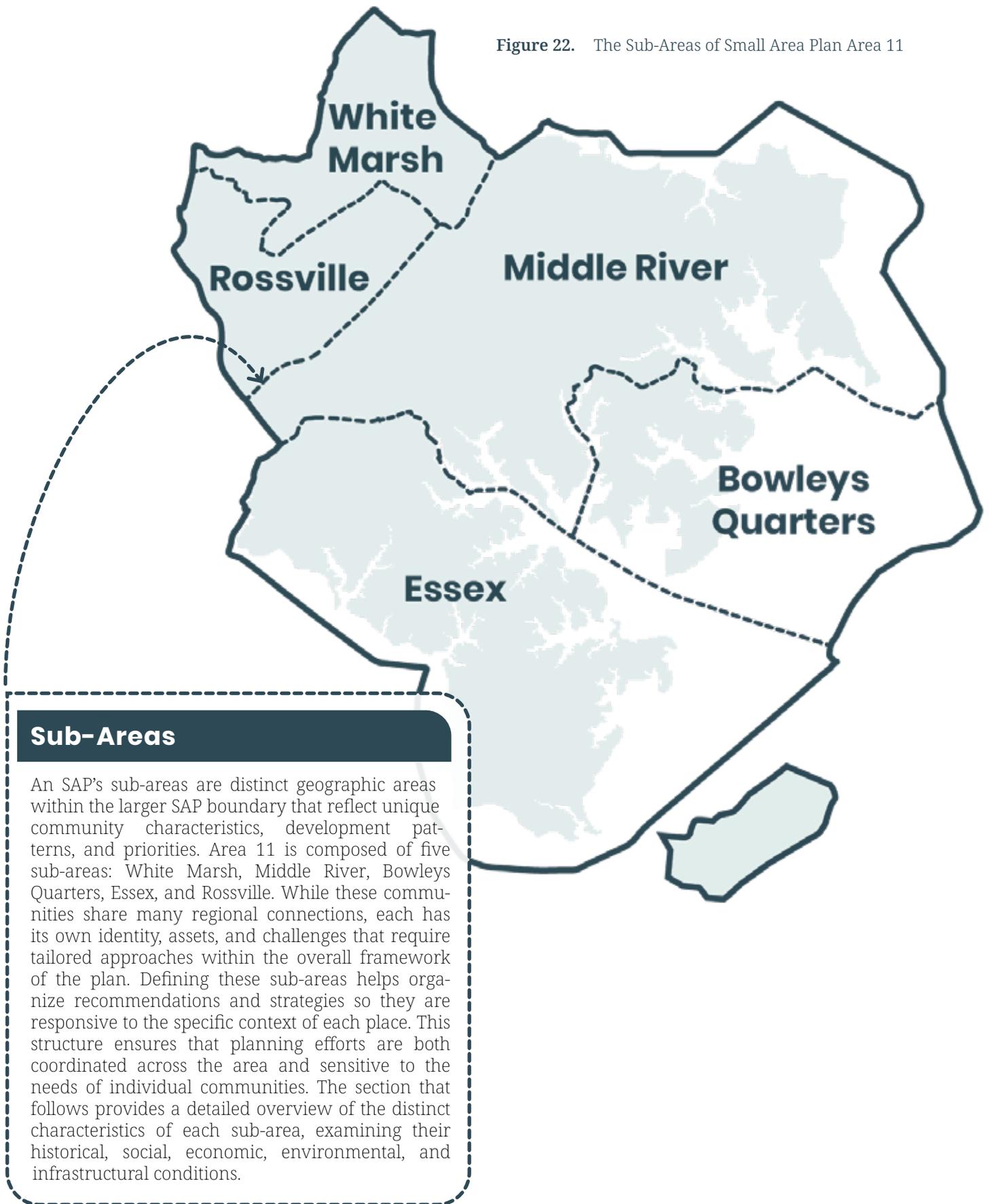




Figure 23. The White Marsh Sub-Area

## WHITE MARSH

White Marsh is an unincorporated community and census-designated place (CDP) adjacent to I-95 and White Marsh Boulevard (MD-43), northeast of Baltimore City (Figure 23). It spans 5.3 square miles and, in 2023, the White Marsh CDP had an estimated population of 10,480 residents. This sub-area is rapidly diversifying along racial and ethnic lines, with the Black/African American population more than doubling since 2010 and the Hispanic/Latino population more than tripling since 2015. This sub-area was a notably young neighborhood in 2010, and the proportion of residents in the 65+ age bracket has increased over 40% since then. As of the 2023 population estimate, the proportion of residents over the age of 65 in the White Marsh CDP is now presently in line with Baltimore County as a whole (18%). White Marsh has a significantly higher median household income (\$123,300) than Baltimore County (\$87,000) as a whole, or any of the other sub-areas in Area 11 (according to 2023 ACS estimates).

In 1969, a planning analysis of regional growth found development potential in northeast Baltimore County, brought about by the construction of I-95. Historically mostly farmland, White Marsh was identified by Baltimore County as the preferred site for intensive development at that time. The result was the White Marsh Town Center, a 2,000-acre planned community of residential, office, industrial and retail properties. The first project was the White Marsh Mall, opening in 1981. Additional shopping areas have been developed since: THE AVENUE at White Marsh (a 300,000 square foot open-air “lifestyle center”) and Nottingham Square



A road sign directs motorists to the White Marsh Town Center

(a large collection of large retail stores and restaurant franchises located off of Campbell Boulevard). In 2025, the White Marsh Mall site was designated as a Commercial Revitalization District (CRD). The CRD designation enables businesses and property owners within this geographically defined area to be eligible for County-sponsored incentive programs. This is expected to attract new investment and development to the site.

The nearby Cowenton-Ebenezer CRD was established in 2014 and includes portions of Perry Hall, White Marsh, and a stretch of Pulaski Highway, featuring a concentration of the area’s industrial businesses. Just outside of the CRD boundary, on Pulaski Highway, a General Motors transmission factory operated from 2000 to 2019. The closure of General Motors resulted in the loss of 300 jobs and forced many families to relocate. In 2021, the plant site was bought by Merritt Properties for redevelopment. Nine new one-story buildings now provide 750,000 square feet of office and warehouse space, replacing the existing 471,000-square foot transmission factory.

While the area is heavily car-dependent, there are some public transportation options. The Maryland Transit Administration (MTA) operates local bus lines. Intercity bus services, such as Greyhound and Megabus, run from the White Marsh Park-n-Ride, a popular bus station that connects the region to downtown Baltimore City as well as other major east coast cities.



*My Sunday Market at THE AVENUE supports local makers*



*Construction at the Villages at White Marsh is ongoing*



*A sidewalk along Perry Hall Boulevard links the Northeast Trail*



*Fields at Honeygo Run Regional Park*



*In the Area 11 White Marsh Node, a well-used Park-and-Ride service is a great example of supporting local transit services and connecting residents to services. This Park-and-Ride service offers connections to various local bus lines, such as Peter Pan and Greyhound buses. It also provides a connection to MDOT's larger MARC transit system. This precedent shows proven success in the Area 11 region and has potential to be expanded to other nodes*

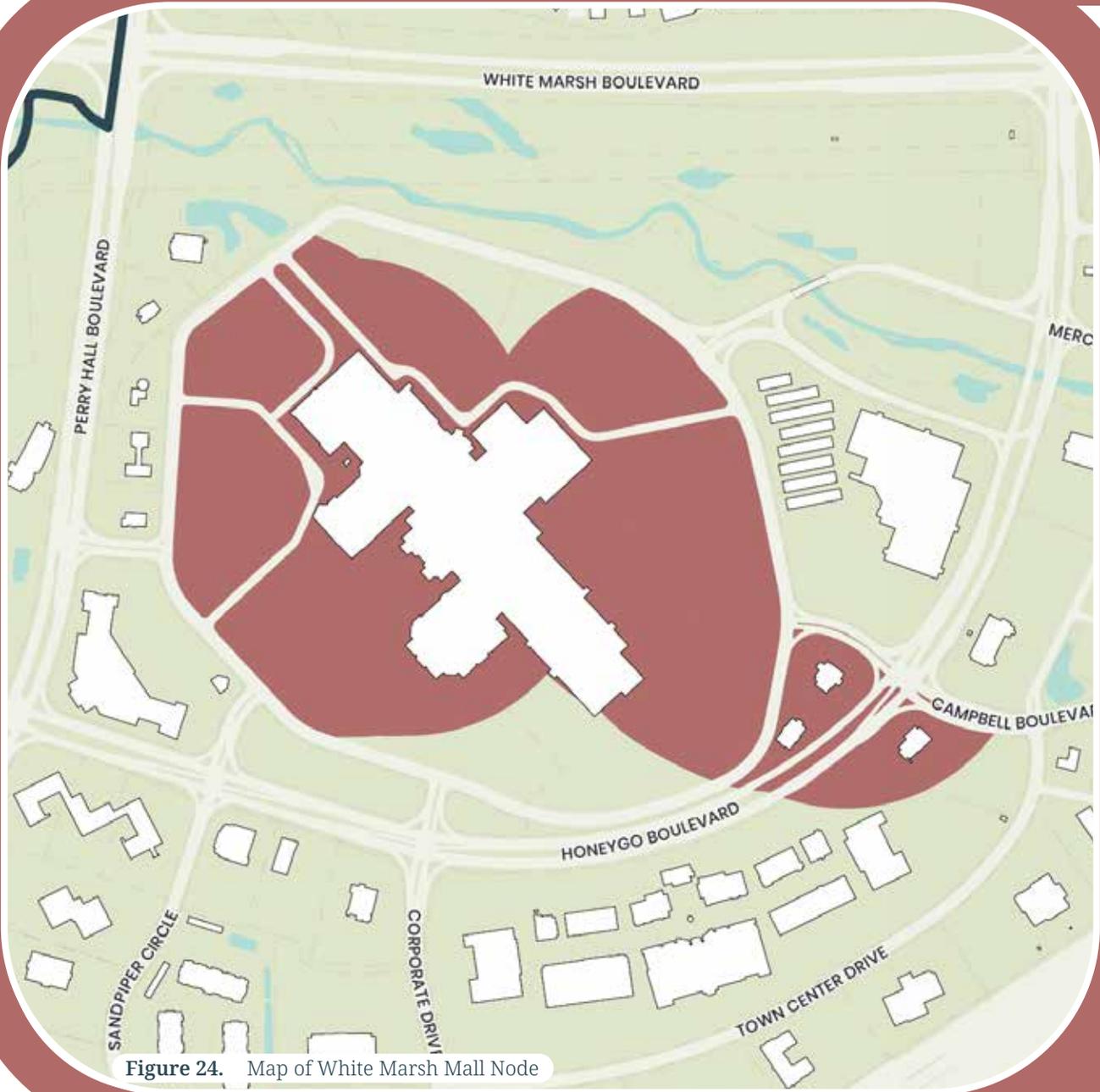


Figure 24. Map of White Marsh Mall Node

### REGIONAL COMMERCIAL NODE

**PRIMARY LAND USE:** Commercial; Office; Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill Residential; Light Industrial; Civic/Institutional

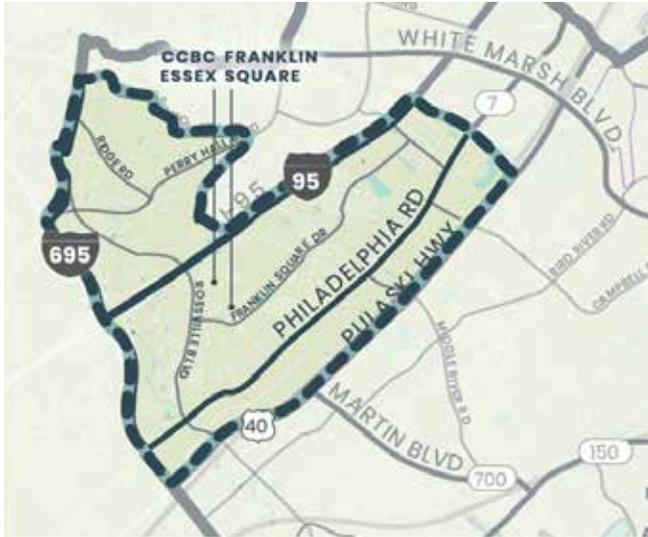
## White Marsh Mall Node

This regional commercial node is characterized by an aging, multi-story shopping mall that has seen changes in recent years with shifting retail trends. Nationally, many malls face challenges retaining tenants and attracting shoppers, particularly in competition with online shopping, shifting retail trends, and newer “lifestyle centers”. While the vacancy rate at White Marsh Mall remains low (less than 3% according

to CoStar Group data), much of the property remains underutilized and car-oriented, dominated by expansive parking lots. Despite surrounding residential areas, it is difficult to access the mall on foot or by bike. There is significant redevelopment potential, offering opportunities to introduce more intensive land uses and needed community assets.



*Aerial View of White Marsh Mall Node Showing Approximate Location of Node Boundaries*



**Figure 25.** The Rossville Sub-Area

## ROSSVILLE

Rossville is an unincorporated community and census-designated place north of I-695 and south of I-95 with a total area of 5.4 square miles (Figure 25) and an estimated population of about 15,000 (ACS, 2023) in the Rossville CDP. Rossville is Area 11's only majority-minority community, and has been diversifying over the last decade. The total number of Black/African American residents has doubled since 2010, and now comprise 44% of the sub-area's total population. About 37% of residents are White, and there are an estimated 1,000 residents that identify as Asian (6.5%), and 1,300 that identify as Hispanic/ Latino (8.5%). This subarea is also experiencing significant shifts in age distribution. The proportion of children has reduced by over half since 2010, with less than 13% of the population under the age of 18, which is notably less than the County, State, and national averages (each about 22%). Meanwhile, the proportion of residents over the age of 65 has increased from 10% to 16% over that same time period.

The built character of this community is residential with a distinct commercial center along Rossville Boulevard. Rossville is home to several major institutional anchors that serve both local and regional needs. MedStar Franklin Square Medical Center, among the largest hospitals in Maryland, is one of Baltimore County's leading employers, drawing health-care workers and visitors from across the region. Just next door, the Community College of Baltimore County (CCBC) Essex Campus provides higher education,



*A sign welcomes visitors to the CCBC Essex Campus*



*MedStar Franklin Square Medical Center*



*Rossville Elementary School opened in August 2022*

workforce training, and community programming, reinforcing Rossville's role as an employment and education center.

Rossville's proximity to major transportation corridors (such as I-95, Philadelphia Road, and Pulaski Highway) enhances its regional connectivity. However, the area also faces challenges related to traffic congestion and insufficient pedestrian and transit connections between neighborhoods, employment centers, and educational facilities.



*The Northeast Trail is a shared use path that runs along Perry Hall Boulevard*



*A mix of housing options can be found within Rossville, from new construction, to older single family, and apartments*





Figure 26. Map of Pulaski Highway Node

### NEIGHBORHOOD NODE

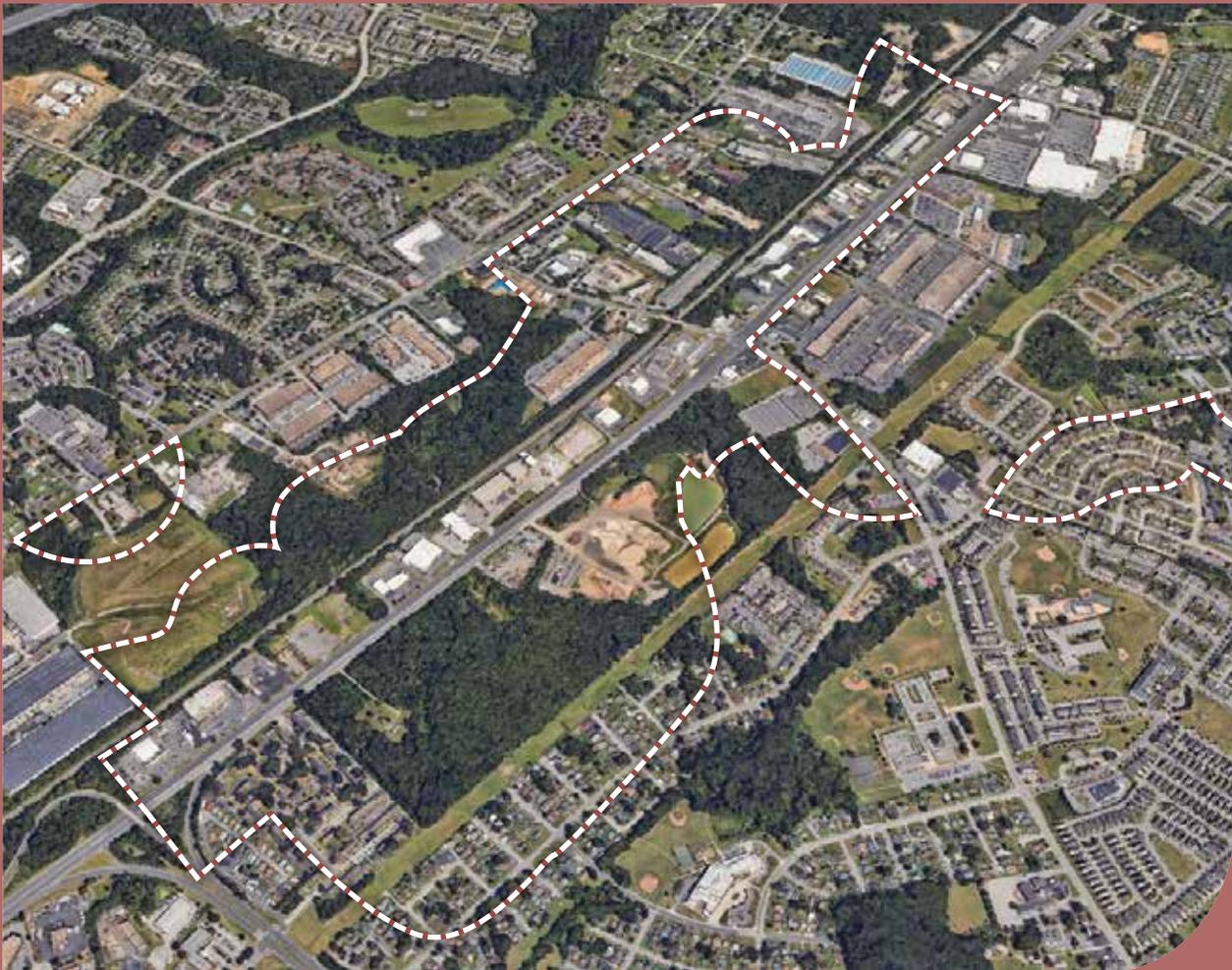
**PRIMARY LAND USE:** Commercial; Office; Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill Residential; Light Industrial; Civic/Institutional

## Pulaski Highway Node

The existing condition of the Pulaski Highway node reflects a typical suburban commercial and light industrial corridor—defined by single-use buildings, expansive surface parking lots, and a car-centric roadway design. While these corridors are busy and supported by adjacent residential communities, their outdated land uses

and infrastructure limit their potential. Pulaski Highway received its first five-year Sustainable Community designation by the State in 2013 and renewed that designation in 2018. However, its designation was not renewed in 2023 since no imminent activity was identified for the area.



*Aerial View of Pulaski Highway Node Showing Approximate Location of Node Boundaries*

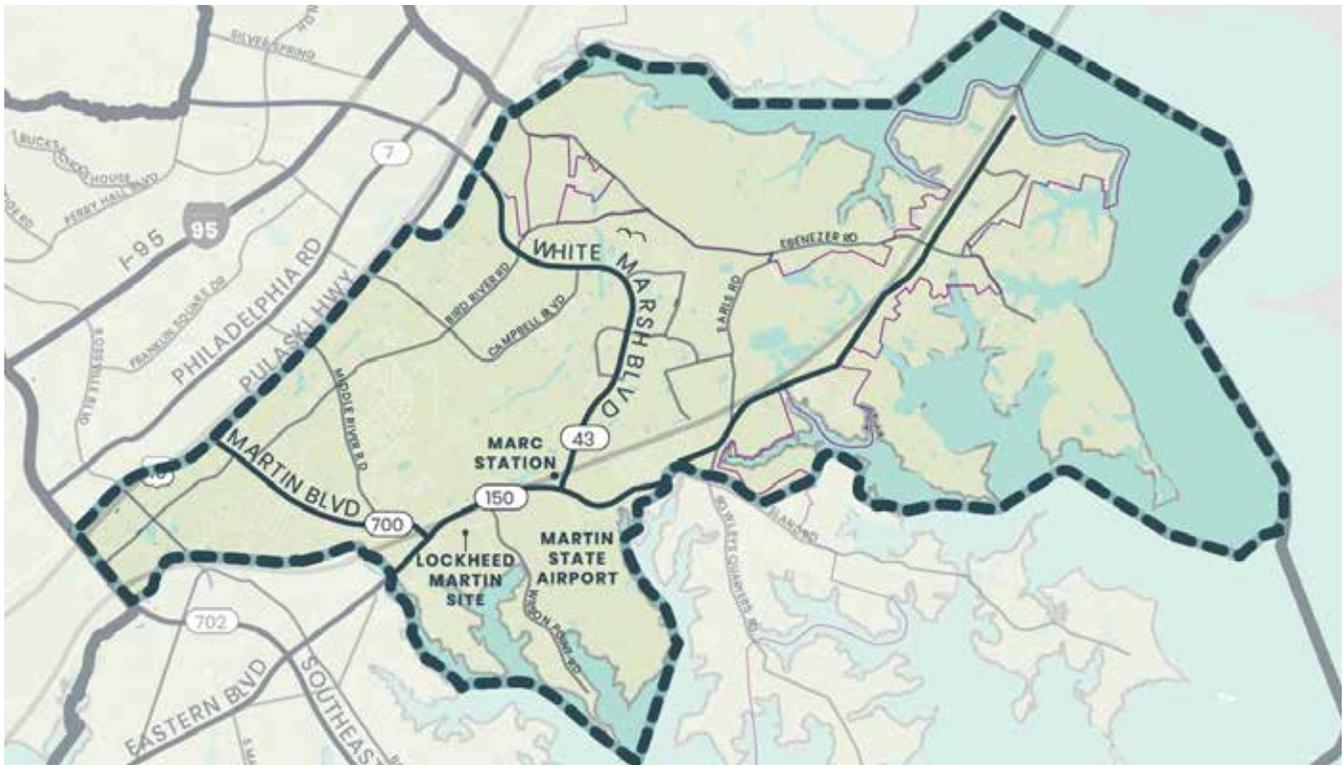


Figure 27. The Middle River Sub-Area

## MIDDLE RIVER

Middle River is an unincorporated community and CDP spanning 7.8 square miles (Figure 27), with an estimated total population of 32,000 (2023 ACS estimates). It is the fastest growing sub-area in Area 11, increasing population by almost a third since 2010. The area is diversifying as well; residents identifying as Asian or “Two or more races” have both more than tripled since 2010, and the Black/African American population has more than doubled.

The built character of this community is residential with a history of industry and manufacturing at major regional institutions. Recreational and green space is a wonderful asset to Middle River. Much of the community southeast of Eastern Boulevard is waterfront and there are several public recreation areas to enjoy the shoreline, including Hawthorne-Midthorne Park, Kingston Park, Dark Head Creek Park, and Wilson Point Park. Eastern Regional Park has dedicated greenspace and athletic fields. The unincorporated community of Chase, located in the northeast part of this sub-area, features the Marshy Point Nature Center and the Gunpowder Falls State Park Hammerman Area.

Middle River’s transportation assets feature a Maryland Area Rail Commuter (MARC) train stop,

which serves the larger Baltimore-Washington area, and the Martin State Airport. For many years, the airport served military planes that were produced at the adjacent Martin assembly plants. Today, the airport hosts a flight school and facilitates general aviation activities, with an emphasis on serving corporate aviation and military users. The Glenn L. Martin Maryland Aviation Museum is an incredible resource to learn more about the history of this area and its longstanding connection to the aviation industry.

The Middle River Depot is a historically-significant 50-acre World War II plant that once employed over 50,000 workers building B-26 Martin Marauder bomber aircraft. In the early years of the Martin Aerospace Company, the town expanded to create housing opportunities and other necessary resources to support the influx of jobs and people—Aero Acres Community and Victory Villa Elementary School were both a result of this growth. Another important job hub is the Lockheed Martin site, which created manufacturing prosperity in the region for more than 90 years. This economic prosperity came with an environmental cost, however: the soil, sediment, and groundwater on the site has been contaminated with heavy metals and petroleum-based compounds from various spills and releases, mostly in the 1980s. In

2005, Lockheed Martin applied to the Voluntary Cleanup Program (VCP) and has engaged in significant remediation efforts with the Maryland Department of Environment (MDE). In 2021, Lockheed Martin closed this location, eliminating 465 jobs from the area.

Despite setbacks, the area has potential for robust economic activity. The Middle River Commercial Revitalization District (CRD) was established in 2023, and includes the historic site of the Middle River Depot, commercial and retail along Eastern Boulevard, and Carroll Island Shopping Center. Additionally, the Greenleigh area, central to the Middle River sub-area, is a hub of recent development and a prime location for business attraction and growth.

Another notable site in this sub-area is the former “Lafarge Quarry”, located east of Earls Road, south of Ebenezer Road, and north of Eastern Avenue. For nearly 75 years, this site operated as a sand and gravel quarry. Mining on this property ceased operation in 2021. In 2022, County Council approved a Planned Unit Development (PUD) proposal for about 400 acres of the Lafarge Quarry site, a portion of which was proposed to be redeveloped as an industrial/office park with about 220 acres dedicated for public use. Ultimately, this PUD approval was revoked in 2023, with Council citing community opposition as a reason behind their decision. Community pushback highlighted the need for a comprehensive vision for the site, including a need to study the impacts of traffic related to any future development.

Legislation in 2024 (Bill 43-24) established a new Eco-Park Overlay District in Baltimore County outlining requirements for developments on certain properties with an intention of balancing industrial uses with environmental restoration. This overlay district was applied to the Lafarge Quarry site.

The Lafarge Quarry site has been the topic of much planning discussion over the years. Baltimore County’s Master Plan 2020 identified a need to establish an east-west road connection between Earls Road and MD-43 before any redevelopment or revitalization of this property. Additionally, Master Plan 2020 recommended developing a vision and land-use plan for the site to guide long-term revitalization. Master Plan 2030 reinforced the need for both a roadway connection and a vision for the Lafarge Quarry, which it suggested could be part of the Small Area Plan effort. This Small Area Plan could not focus on the Lafarge Quarry to the degree that a site of this size warrants. The opportunity remains, therefore, to explore the potential for defining a clear, community-supported vision for the Lafarge.



**BOWLEYS QUARTERS** The new Middle River Recreation Activity Center, which focuses on recreational, social and well-being, is an integrated community



Martin State Airport



Family Fest @ 43 is a spring community festival at the business park in Greenleigh



Marshy Point Nature Center

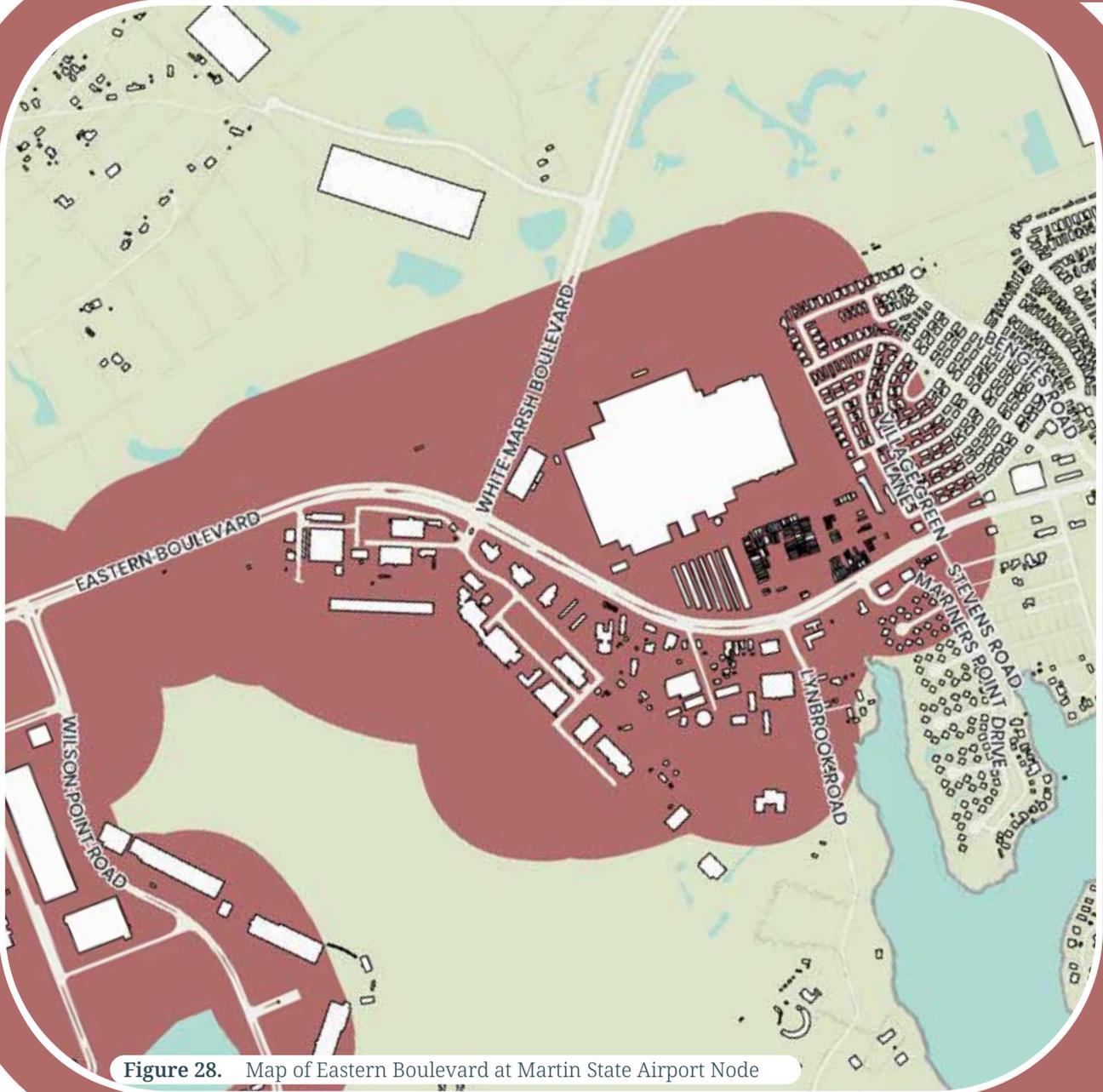


Figure 28. Map of Eastern Boulevard at Martin State Airport Node

### MOBILITY NODE

**PRIMARY LAND USE:** Commercial; Office; Civic/Institutional;  
Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Light Industrial

## Eastern Blvd/Martin State Airport Node

The Eastern Boulevard/Martin State Airport node is currently a mobility-focused area that serves as a key point in the transportation network, where different transit modes converge. It features existing transit stops with heavy ridership and basic infrastructure but has strong potential to evolve into a more integrated, multi-modal hub. This would involve enhancing the area with supportive

amenities like bus layover zones, transit shelters with real-time information, bike-share and car-share facilities, bicycle storage and repair stations, and a mix of retail and open space. The node's success hinges on seamlessly balancing transportation infrastructure with land use and placemaking to create an active, accessible center that broadens transit-accessible destinations.



*Aerial View of Eastern Boulevard/Martin State Airport Node Showing Approximate Location of Node Boundaries*

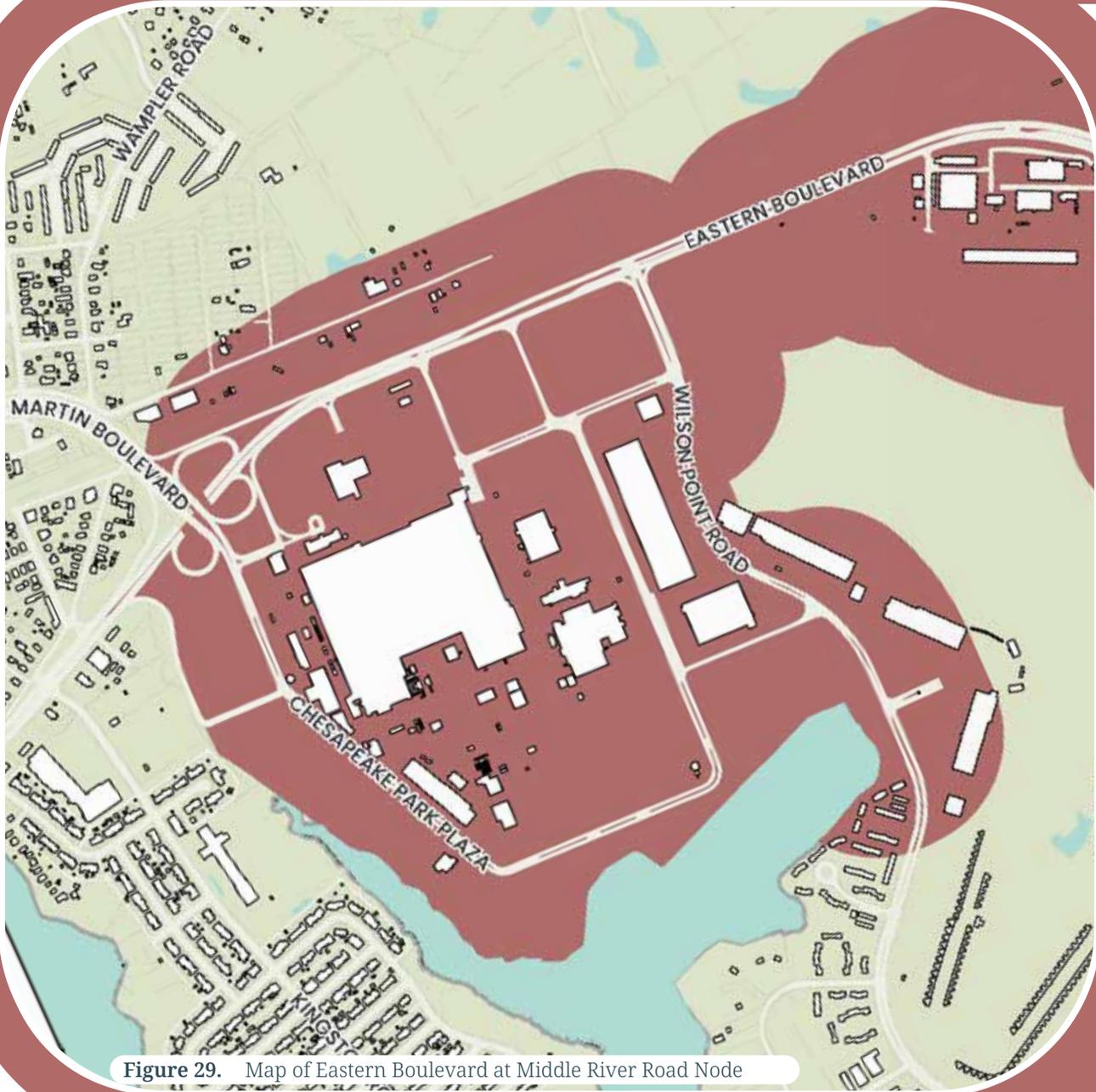


Figure 29. Map of Eastern Boulevard at Middle River Road Node

### NEIGHBORHOOD NODE

**PRIMARY LAND USE:** Commercial; Office; Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill Residential; Light Industrial; Civic/Institutional

## Eastern Blvd/Middle River Rd Node

The Eastern Boulevard/Middle River neighborhood node serves to support the nearby Eastern Boulevard/Martin State Airport mobility node and extensive surrounding residential areas. The area is characterized by a mix of single-use buildings and expansive parking areas.

Currently, the area's primary function is to facilitate movement through the transportation network, with its location along the Eastern Boulevard thoroughfare focusing heavily on automobile uses.

There is strong potential to transform it into a more dynamic neighborhood center that integrates multiple modes of transit and enhanced placemaking efforts that introduce more neighborhood amenities.



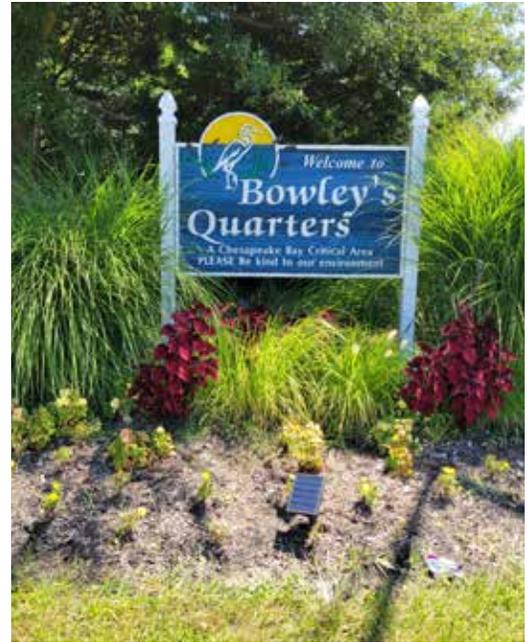
*Lockheed Martin Site*



*Aerial View of Eastern Boulevard/Middle River Node Showing Approximate Location of Node Boundaries*



**Figure 30.** The Bowleys Quarters Sub-Area



*A Sign Welcoming People to the Bowleys Quarters Community*

and census-designated place located on a peninsula in eastern Baltimore County surrounded by marshland, tributaries, and creeks (Figure 30). The community runs up to the shore of Seneca Creek to the east, Middle River to the west, and Gunpowder River to the south. For many residents, life in Bowleys Quarters is rooted in boating and maritime culture. The community stretches 3.1 square miles and has a significantly smaller population of just under 7,000 people (2023 ACS estimates). About 70% of the residents identify as White, and the sub-area's median household income (\$107,300) is significantly higher than that of Baltimore County (\$87,000) and the State of Maryland (\$99,000).

The built character of this community is almost entirely residential with small strips of commercial uses along Eastern Avenue and in Carroll Island Shopping Center. Residents travel to neighboring communities for most of their retail needs, as the few existing retail centers are limited and aging.

Bowleys Quarters is the namesake of Daniel Bowley, a prominent merchant and a sea captain who owned around 2,000 acres of land in the area in the mid-1700s. The area now known as Bowleys Quarters served as the primary location where his slaves were housed, hence the use of the term "Quarters." The

property was eventually turned into a game preserve where Presidents Grover Cleveland and Benjamin Harrison hunted goose, pheasant and ducks. In the early 1900s, the area became a vacation destination with summer homes developed along the waterfront. With the industrial boom of the 1920s and throughout the 1950s, the area attracted many blue-collar workers who labored in the nearby Bethlehem Steel and Glenn L. Martin companies.

Today, Bowleys Quarters is mostly a "bedroom community" with residents who commute to employment centers in Baltimore County or Baltimore City. Yet, this was not always the case. From the early 1960s to 2018, there were steady job opportunities at the Charles P. Crane Generating Station, a 400-megawatt coal power plant located on Carroll Island Road. In August 2022, the C.P. Crane power plant was demolished, and real estate company Forsite Development Inc. bought the site. Efforts are underway to turn a large portion of the property into open space for the Bowleys Quarters community. Forsite Development Inc. has been remediating the 153-acre plot in tandem with Maryland Department for the Environment for the last six years.



A decorated home in Bowleys Quarters



The marquee at Bengies Drive-In



A Little Free Library in Bowleys Quarters Celebrates the Community's Connection to the Water



Playground at Eastern Regional Park

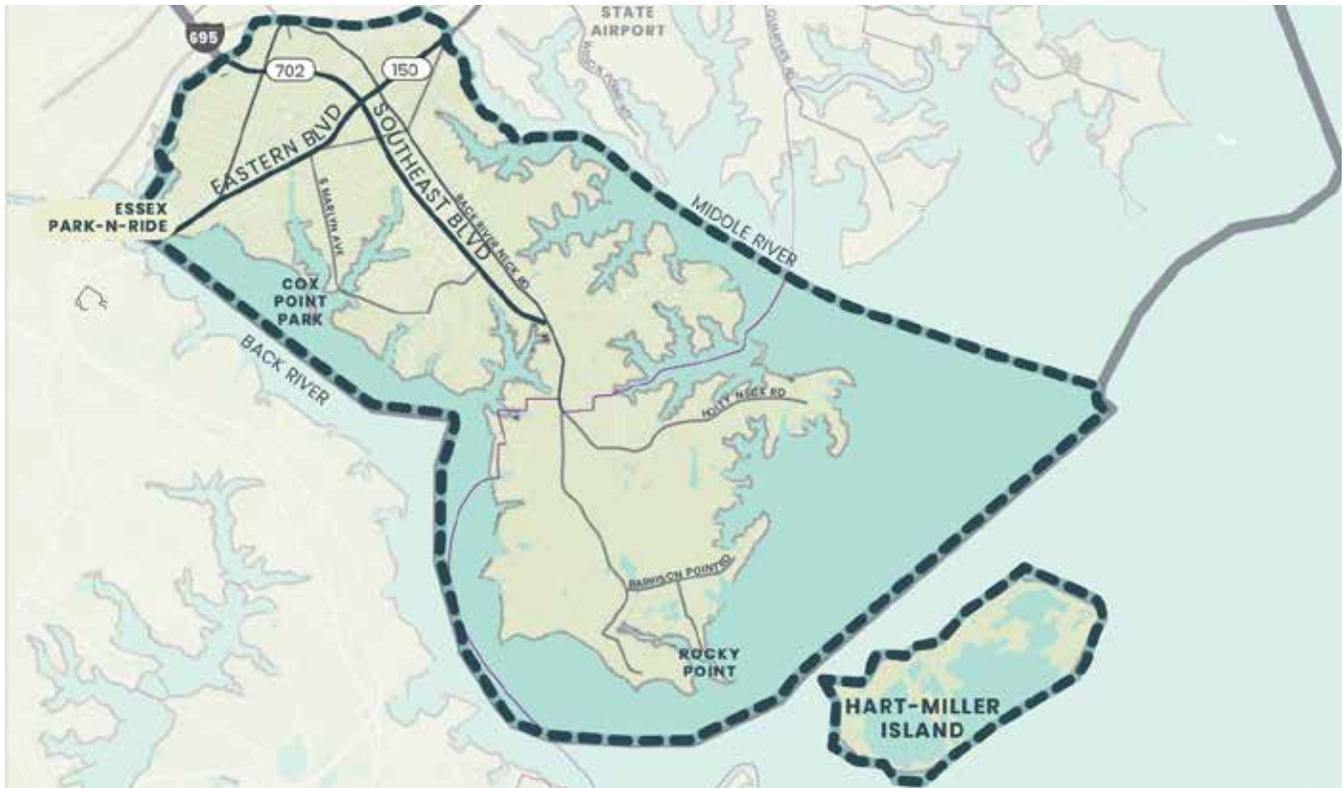


Figure 31. The Essex Sub-Area

## ESSEX

Essex is an unincorporated community and CDP located on a peninsula formed by two waterways: Middle River to the east and Back River to the west (Figure 31). This sub-area is 9.3 square miles and home to just under 41,000 residents (2023 ACS estimates). It is the most densely-built community in Area 11, housing over 4,370 people per square mile, while the other sub-areas have population densities between 2,000-3,000 people per square mile. Essex has a median annual household income of just over \$67,000, which is notably lower than the surrounding Area 11 communities, and the County as a whole (\$87,000). The built character of the community is primarily residential, featuring medium-high density neighborhoods and a commercial corridor concentrated along Eastern Avenue.

Essex was a hub for commerce, trade, and maritime activities beginning in the 17th century, owing much of its growth to the bustling shipping industry along the Chesapeake Bay. Today, Dundalk and Edgemere have taken over the majority of the County's port activity, but the water continues to be central to the identity of Essex.

Essex sits at the junction of two major roadways: Eastern Boulevard (MD-150) and MD-702 (an offshoot

of I-695). Yet, because of its geographic situation, the area faces accessibility issues: as a peninsula, there is only “one-way-in-and-one-way-out.” Safety concerns and traffic issues have been cited as weaknesses for the area, and for the Eastern Boulevard commercial corridor especially. This corridor has also lost several anchor employers in the last few decades and struggled to attract and retain businesses. Eastern Boulevard is a critical spine within Essex, and the community's health and sustainability depend on the safety and vitality of this corridor.

Efforts that began in the early 2000s to revitalize Essex were restarted in 2017 by the Chesapeake Gateway Chamber of Commerce and its Eastern Baltimore County Task Force (EBCTF). Over the next six years, and with grant support from Baltimore County and the State of Maryland, the EBCTF was able to make significant improvements to reduce blight, beautify the streetscape, and enhance community engagement. The Essex Commercial Revitalization District (CRD) was established in 2001 and the Essex Sustainable Community designation was awarded in 2018 and most recently renewed in 2023. In 2021, County Executive Johnny Olszewski announced the Essex Reimagined Initiative (ERI)—a plan to develop a multi-departmental place-based recovery initiative



*The Essex Community Development Corporation has been a leading force behind much of Essex's recent revitalization*

in the Essex community. The Chamber hired Urban Land Institute (ULI) in 2022 to bring a Technical Assistance Panel to Essex with the goal of creating a detailed master plan, which is still utilized as a guiding document today. In 2023, funds from the American Rescue Plan Act (ARPA) enabled the Chamber to hire a champion for Essex and incubate a new community development corporation. Incorporated in 2023, the Essex Community Development Corporation (CDC) has played a major role in bringing community leaders together through the Essex Reimagined Initiative. ARPA funds also have enabled the Essex CDC to conduct a Retail Gap Analysis (completed in 2024), which provided insight into Essex's commercial landscape, and a Traffic & Pedestrian Safety Impact Study (currently underway).

Just off-shore from the Essex sub-area lies Hart-Miller Island State Park, a 1,100-acre island that's described as "a boat and nature lover's paradise." Once a chain of three separate islands, the larger two islands—Hart and Miller islands—were connected and restored using dredged material from Baltimore harbor shipping channels between 1984 and 1990 (in the South Cell) and between 1985 and 2009 (in the North Cell). In 2016, after the careful implementation of a detailed habitat restoration plan, the 290 acres of the South Cell opened to the public and has since welcomed thousands of visitors annually to birdwatch, fish, camp, boat, swim, picnic, and hike and bike along more than five miles of trails with stunning views of the Chesapeake Bay. Hart-Miller Island is an important stopover for migratory birds and creates one of the largest concentrations of waterfowl in the Mid-Atlantic region. The island is designated as an Audubon Important Bird Area (IBA)—one of only 43 such areas in all of Maryland. Over 300 different bird species have been found on the Island since record-keeping by the Maryland Ornithological Society started in the 1980s. Hart-Miller Island State Park is open seasonally and accessible only by boat. Bikes can be rented on-site.



*A tee-shirt commemorates the new Essex Landmark Sculpture, designed through a community effort and funded by Baltimore County and the Maryland Department of Housing and Community Development through the Chesapeake Gateway Chamber of Commerce*



*Hart-Miller Island photos from the Maryland Dredged Material Management Program*

## Relationship to Other Plans and Efforts

### OTHER COUNTYWIDE PLANS

The Master Plan 2030 stipulated that the Small Area Plans should be informed by other Countywide Plans that pertain to Countywide systems and networks and that address the goals of County agencies and programs. Where appropriate, the recommendations of these existing plans should be incorporated into the Small Area Plans. Below is a list of Countywide Plans that have been reviewed as part of this Small Area Plan effort. (A summary of these plans can be found in the Appendix).

Baltimore County Community Health Needs Assessment (2023-2024)

Baltimore County Bicycle and Pedestrian Master Plan (2022)

Baltimore County Land Preservation, Parks, and Recreation Plan (2022)

Baltimore County Climate Action Plan (2021)

Baltimore County Hazard Mitigation Plan (2021)

Multi-Year Improvement Plan for All Schools (MYIPAS) (2021)

Baltimore County Water Supply and Sewerage Plan (2020)

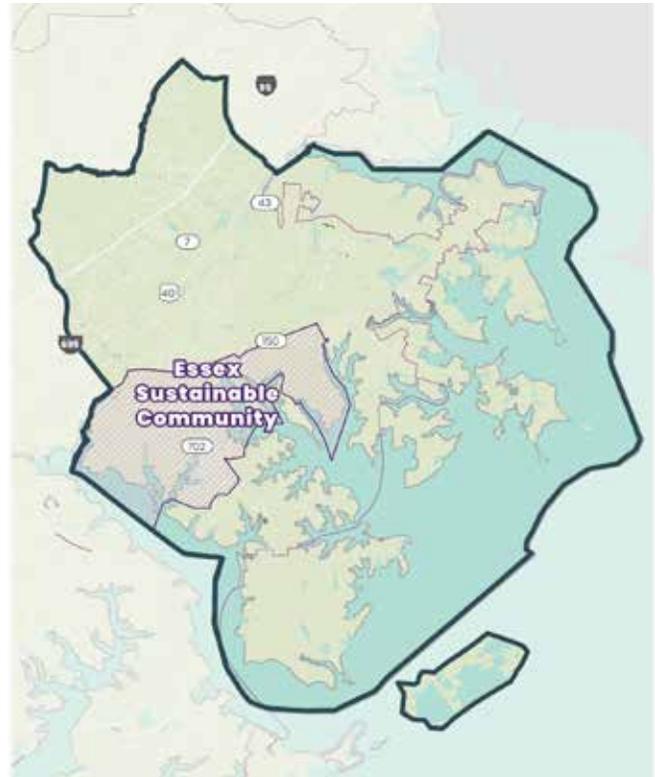
Five-year Consolidated Plan 2020-2024 (Housing Plan)

Baltimore County Land Preservation: A Status Report and Call to Action (2014)

Baltimore County Coastal Rural Legacy Area (1999)

### SUSTAINABLE COMMUNITY AREA PLANS

Renewed in July 2023, the Essex Sustainable Community is the sole Sustainable Community area in Area 11 (see Figure 32). This place-based designation, awarded by the Maryland Department of Housing and Community Development, offers a comprehensive package of resources that support holistic strategies for community development, revitalization and sustainability. Obtaining the designation opens eligibility for additional state programs and resources. The 2023 Action Plan, from the Sustainable Community Renewal application, identified actions related to 6 major themes: environment, economy, transportation, housing, community health and quality of life, and local planning and staffing capacity.



**Figure 32.** Essex Sustainable Community Boundary  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)

See the [Essex Sustainable Community Renewal](#) online.

## ADOPTED COMMUNITY PLANS AND RELEVANT PLANNING EFFORTS

In addition to the Countywide plans and programs noted above, there are a handful of adopted community plans influencing the area. The following locally relevant plans and initiatives were reviewed as part of the research informing this Master Plan (a summary of these plans can be found in the Appendix).

Essex CDC Traffic Impact and Pedestrian Safety Impact Study (underway)
Essex CDC Retail Gap Analysis (2023-2024)
Essex Sustainable Community Action Plan (2023)
White Marsh Town Center Task Force Report (2023)
Essex Eastern Boulevard Technical Assistance Panel (2022)
Essex Design Guidelines (2021)
UMD Essex Market Study Summary: Eastern Boulevard and Back River Neck Road (2018)
Perry Hall Community Plan (2011)
Lower Back River Neck Community Action Plan (2010)
Overlea Fullerton Community Plan (2009)
Middle River Community Plan (2007)
Gateway to the Water: A Vision for the Future of Essex-Middle River (2006), completed by the Urban Design Assistance Team (UDAT)
Middle River Employment Center Area Plan, Part One (2002)
Middle River – Bird River Area Plan (2002)
South Perry Hall – White Marsh Area Plan (2001)
Bowleys Quarters Community Action Plan 2000 (2001)
Bowleys Quarters Community Action Plan (1992)
Riverdale Portion of the Middle River - Bird River Area Plan (“Riverdale Community Plan”) (2001)
Carney Cub Hill Parkville Plan (2010)
Windlass Run/Bird River Road Area Community Plan (1999)
Eastern Baltimore County Revitalization Strategy (1996)
A Community Conservation Plan for Essex-Middle River (1996)
The Honeygo Plan (1994)
Philadelphia Road Corridor Study (1992)
Essex Central Business District (CBD) Revitalization on Strategy (1991)
Perry Hall-White Marsh Plan (1985)

Though there have been over 20 community-specific plans adopted at varying intervals in Area 11 over the last 35 years, there has not yet been an integrative, localized plan for the area as a whole. While the aforementioned community plans are important references, they also contain specific recommendations that may be considered outdated given that the area has changed much over the years. The Small Area Plan for Area 11 seeks to bridge the relevant contents of these community plans with the goals and vision of Master Plan 2030.

All adopted community plans may be accessed online through the Department of Planning’s [Master Plan and Adopted Community Plans Webpage](#)

# WHITE MARSH MALL REGIONAL COMMERCIAL

WHAT WOULD YOU LIKE TO SEE HERE?  
Use the sticky notes to share your ideas!



- More Greenery
- More
- Town Center
- Refer to plan that has already been done
- Green Space  
Event Space
- Event Space  
mixed use
- MORE WALKING TRAILS



REGIONAL COMMERCIAL NODE

LAND USE: SECONDARY

PRIMARY

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY





# PROCESS & PUBLIC PARTICIPATION SUMMARY

The Baltimore County's Master Plan 2030 planning efforts sought extensive public input and ultimately collected nearly 4,000 public comments. Similarly, the Small Area Plans (SAPs) are rooted in a thorough participatory process.

**Prep**

**Discover**  
Listening & Learning

**Define**  
Sharing & Confirming

**Deliver**  
Refining & Packaging

LISTENING CONTINUES

Project Phases

## Project Timeline

The SAP engagement strategy was developed early, before any planning work began. Community involvement was a part of all project phases: preparation (“phase 0”), discovery, definition, and documentation.

### PREPARATION

The preparation phase is sometimes considered “phase 0”, as it is mostly focused on laying groundwork for what’s to come. In these first steps, the project team develops a deep understanding of the population within the SAP boundaries. They identify key players, prime opportunities for public participation, and build an overall engagement strategy.

During this phase, the project team met with County representatives, community leaders, and businesses to identify the most effective strategies for reaching residents and constituents. Additionally, informational interviews with local leaders allowed project planners to develop a nuanced understanding of community concerns and important opportunities in the area. This phase kicked-off the bi-weekly project team coordination meetings, which continued for the duration of the planning effort.

While these early preparatory conversations were helping to paint a picture of the community, the project team also collected early background research, including demographic analysis, mapping, and historic character assessments. Together, the diversity of these sources ensured that the project team had a clear, informed understanding of the Area 11 communities as they initiated broader public participation.



Attendees at the 2<sup>ND</sup> Public Meeting participate in a prioritization exercise

## PARTICIPATION OPPORTUNITIES

PREP	Fall	Fall 2024–Winter 2025	<b>Informational Interviews</b> (Council people, local community leaders)
	DISCOVER	Winter	February 2025
Spring		February–April 2025	<b>Online Opinion Survey</b>
		March 2025	<b>Intercept Interviews</b> (at County Budget Town Hall Meetings)
		Winter–Spring 2025	<b>Agency Special Topic Meetings</b> (Tourism, Department of Public Works and Transportation)
DEFINE	Spring	March/April 2025	<b>Public Meeting #1</b> (Virtual and In-Person)
		June 2025	<b>County Agency Recommendation Review Meetings</b> (Tourism, Department of Public Works and Transportation, Department of Environmental Protection and Sustainability, Baltimore County Public Library, NeighborSpace, Department of Housing and Community Development, Department of Economic and Workforce Development)
	Summer	June 2025	<b>Public Meeting #2</b> (Virtual and In-Person)
		June–September 2025	<b>Online Recommendation Survey</b>
DELIVER	Summer	September 2025	<b>Round 3 Community Meetings</b> (South Perry Hall Boulevard Improvement Association, Perry Hall Improvement Association, Bowleys Quarters Improvement Association, Essex-Middle River Civic Council, and the Chesapeake Gateway Chamber of Commerce/Greenleigh)  <b>Public Draft and Comment Period</b>

**3**

MEETINGS WITH COUNCIL PEOPLE

**3**

INTRODUCTORY INTERVIEWS WITH 9 COMMUNITY LEADERS

**3**

BUDGET TOWN HALL EVENTS

**37**

FOCUS GROUP PARTICIPANTS

**256**

ONLINE SURVEY RESPONDENTS OVER 3 SURVEYS

**58**

ATTENDEES AT 2 SETS OF PUBLIC MEETINGS

## PHASE 1: DISCOVER

During the discover phase, the project team organized a series of special interest focus group conversations to discuss issues and opportunities related to specific topics:

- Religious and Community Services Providers, and Immigrant Affairs
- Environment and Recreation Groups
- Property Owners and Developers
- Businesses & Economic Development Interests

Following these focus group conversations, the project team engaged various County agency representatives, including a general county agency meeting with representatives from Department of Economic and Workforce Development, the County Executive's Office, Police, and Environmental Protection and Sustainability; two conversations with Tourism and Promotion; and a transportation-focused conversation with Baltimore County Department of Public Works and Transportation and the Maryland Department of Transportation.

Following these initial meetings, general public comment was solicited through an online public opinion survey. The survey was published on the Department of Planning website and the Area 11 Hub Page in February 2025 and remained open through early-April. Online promotion for the survey began in earnest in February. The Department of Planning reached out through social media, the monthly E-News, the quarterly Community Connect newsletter, and by tabling at events. Targeted email blasts were sent to focus group attendees, informational interview participants, County Council staff, Office of Community Engagement contacts, community leaders across Area 11, and all participants previously involved in the SAP 11 process. They were all asked to share news of the survey with their constituents, community members, and neighbors.

As the SAP 11 planning process was progressing, Baltimore County was hosting its series of Fiscal Year 2026 Budget Town Hall events. The planning team used these open house events to conduct intercept interviews, or on-the-ground engagement, with the residents who were already attending these larger events in Districts 5, 6, and 7—the three districts included in Area 11. The intercept interviews utilized a

mapping exercise and “change cards” to ask about the one change people would most like to see in the area.

In spring 2025, the first large gathering opportunities were convened where members of the public could come to learn about and weigh in on the SAP 11 project. The first in-person public meeting was held in late March at the CCBC Essex campus, and a companion virtual public meeting was hosted in early April. During the in-person meeting, attendees were presented with an opportunity to participate in 12 exercise poster boards. Many of these same exercises were translated into an interactive online exercise board for the virtual public meeting. Both meetings utilized interactive polling tools throughout the presentation to collect more information from the attendees. Scans and summaries of these exercises can be found in the Appendix.



*A planning team member walks a community participant through an exercise at Public Meeting*

## PHASE 2: DEFINE

During the define phase, the project team began to translate the community input that had been collected into recommendations. An engagement synthesis consolidated all input that had been collected up to that point. From this synthesis, the project team identified key themes, critical concerns, and prime opportunities. A focus was made to craft recommendations that were specific, realistic, and actionable.

This phase included a second set of public meetings. These served to confirm the project team's understandings of the community and evaluate the emerging recommendations. An in-person meeting was held on June 23rd at the Middle River Recreational Activity Center, and a companion meeting was held virtually over WebEx on June 24th. Participants were given a presentation of initial recommendations and case studies and engaged in a facilitated discussion.

In September 2025, the Department of Planning brought the final recommendations to five community meetings to solicit feedback on the final recommendations. These were held in each of the five sub-areas, and four were hosted during regularly-occurring community group meetings, so as to make participation as accessible as possible. These included presentations at the standing meetings for:

- Essex-Middle River Civic Council (September 3)
- South Perry Hall Boulevard Improvement Association (September 9)
- Bowleys Quarters Improvement Association (September 11)
- Perry Hall Improvement Association (September 11)

All residents in the Area 11 neighborhoods were encouraged to attend, regardless of their membership or affiliation with the community associations. To reach residents along MD-43, where there are currently no community associations that meet regularly, the planning team worked with the Chesapeake Gateway Chamber of Commerce to organize a meeting specifically for SAP11 on September 10<sup>th</sup>.



*Attendees vote on their recommendation priorities at Public Meeting 2 on June 23, 2025*



*Attendees discuss the SAP 11 Objectives at the Essex-Middle River Civic Council Community Meeting on September 3, 2025*

## PHASE 3: DOCUMENT AND DELIVER

The final phase involved compiling all the research collected, the methods employed, the input received, and the final recommendations into one complete document: this SAP 11 Report, which is intended to be used by the County and the communities to guide action in the coming years following its adoption by the County Council. The vision for implementing this Plan is outlined later in the *Implementation Plan* chapter (on page 125).

## Major Takeaways

The project team consolidated input received throughout all project phases and across the entire Area 11 community in order to understand prominent themes about area opportunities and challenges. The following is a summary of the major takeaways.

### CONNECTIVITY IS KEY

Time and again, participants expressed a critical need for improved connectivity and transportation infrastructure in the area. There is a strong desire for a thorough, connected pedestrian and bicycle network throughout the area, both as a means for travel and as a recreational amenity that may weave through open spaces and land preservation areas. The suggestion for nature trails or greenways came up at nearly every touchpoint. The pedestrian environment in Area 11 was noted as being challenging for people with disabilities. Sidewalk accessibility could be improved throughout. Many areas lack sidewalks entirely, and areas that do have them may lack curb ramps, be poorly maintained, or otherwise be obstructed.

Transit opportunities were discussed often as a means to make the area more accessible for people without cars. This would have considerable benefits for the area's youth, seniors, and people with disabilities. The potential for transit-oriented development (TOD) was discussed, and was seen as a particular opportunity at White Marsh Mall (which already services a large park-n-ride and MTA bus lines). Greenleigh was specifically noted as a potential area where bus connectivity could be improved. Throughout, the idea of a transit "loop" that could link residential areas with commercial destinations came up a handful of times.

At times, the traffic-related comments were tied to recent and planned development projects. Participants

expressed concern that the current vehicular infrastructure is incapable of serving the increased demand created by these residential development projects. Augmenting the area's transit network, on the other hand, can help to mitigate traffic-related concerns of development.

For motorists and pedestrians alike, traffic management and safety are a major concern in the area. Many intersections would benefit from safety improvements, particularly along Eastern Boulevard, Pulaski Highway, and White Marsh Boulevard. Throughout the area, pedestrian crossings could be added or enhanced. Traffic calming is seen as a potential means to address speeding, a common issue on both major roadways and local streets. Silver Spring and Bucks School House Road were explicitly mentioned as roads where motorists frequently speed.

Overall roadway network improvements that could enhance connectivity in Area 11 were identified, including:

- the interchange at White Marsh Boulevard and Philadelphia Road
- the missing Campbell Boulevard connection that would have been provided by the Mohrs Lane Bridge (a project that has long been stalled)
- an access road to the Lafarge-Holcim property that is capable of serving industrial traffic.

Connectivity, both from a pedestrian's perspective and a motorist's perspective, should be prioritized around transit stops, schools, parks, playgrounds, commercial cores, and waterfront areas. Improved wayfinding was a common suggestion for visitors to better navigate main commercial streets with waterfront areas. The streetscape environment could also be improved; participants indicated that roads could benefit from better lighting, more landscaping, and general revitalization.



A cyclist on Perry Hall Boulevard waits to cross six-lanes of traffic on MD-43 (White Marsh Boulevard)



*A boardwalk at Wilson Point Park*

## **CELEBRATE THE WATER**

Most participants say that the waterfront is among the area's most unique and important assets. Coastal land preservation and improving water quality are common values shared by participants. There is a desire for forested and natural lands surrounding the waterfront to be protected using the County's land preservation efforts.

In order to improve enjoyment of the area's water resources, many participants considered ways to

increase water access. These ideas included more public waterfront facilities and more boat launching locations and programs. Several participants suggested a water taxi or shuttle service that could provide access to Hart-Miller Island and link multiple destinations, especially parks in the area.

Dredging was mentioned a handful of times, most notably of Back River. Dredging is also desired in Bird River and parts of Middle River in order to increase navigability and address environmental concerns.

## TREASURE OPEN SPACES

It's clear from the public input that residents and stakeholders in Area 11 truly appreciate the area's natural features and open spaces. There's a general interest in celebrating nature at all scales, and a desire for more "nearby nature" to be woven into the fabric of the community—in streetscapes, in pocket parks, and in the urban tree canopy.

Participants were in favor of land preservation opportunities to protect greenspaces and wildlife habitats in the area, particularly outside the Urban Rural Demarcation Line (URDL). There's some desire for more parks, green open space, recreational amenities, and a current excitement growing around planned park improvements in the area. Participants want livelier public spaces with events and programming and more active recreation opportunities, especially athletic fields and courts. Funding and support for youth programming was noted as being important. Participants suggest that park resources and their programs could be better promoted to increase awareness of the area's green and recreational amenities. There's some concern about park spaces being increasingly

relegated to private ownership—both from the general public, who fear loss of access or use, and from the private property owners, who recognize the challenge with maintaining such spaces.

As noted above, nature trails and greenways are seen as an opportunity to improve access to nature. Participants expressed that expanding access to nature and open spaces should be prioritized around schools and in underserved communities. And locating future open spaces in areas that are accessible to transit (while improving connectivity to transit for existing recreational spaces, e.g., through sidewalk connections and bike and pedestrian facilities) could potentially have a significant positive impact on the number of people able to enjoy outdoor recreation in Baltimore County.

Open spaces were also valued as important social spaces. Participants would like to see more arts and gathering spaces, farmers markets, community gardens, and generally more community spaces.



*At Honeygo Regional Park in the White Marsh Sub-Area, people take advantage of a paved walking path*

## BALANCE HOUSING NEEDS

Housing is a sensitive topic for residents in Area 11. On the one hand, many residents are concerned that the recent boom in housing development projects have contributed to the infrastructural stresses currently felt in the region, most notably roadways and schools. There is a concern that additional housing will only exacerbate these issues and threaten the quality of life in the area in the coming years. On the other hand, many residents recognize a need for greater housing affordability in the area, which could be achieved by increasing the amount and diversity of available housing types. A balanced approach, therefore, is needed to strategically encourage residential density in appropriate areas. Generally, those who have participated in the SAP 11 process support senior housing.

There's also interest in revitalizing existing neighborhoods. Participants expressed a rising concern about vacant housing and suggested providing support and stabilization to aging neighborhoods and apartment developments.

## COMMUNITY QUALITY OF LIFE

The quality of life in Area 11 is what keeps residents around for generations and attracts new residents and visitors alike. Participants in the SAP 11 process envision a few channels by which quality of life in Area 11 could be enhanced.

First, participants often made mention of the strong sense of pride that they have in the community, a community identity which should be celebrated and enhanced. Residents in the area place a strong value on altruism and supporting their neighbors. Many talked about consideration for the experiences of vulnerable populations—youth, people with disabilities, immigrants, and aging residents—and a desire to provide more support to these groups. Suggested efforts targeted towards youth, for example, included connections with commercial resources, expanding available youth programs, and improving local schools.

Additionally, limitations of local health and emergency services were cited by participants, with some frustration. Participants requested additional County (not volunteer) firehouses, increased police presence in some areas, and efforts to address emergency room wait times at the only hospital in the area, MedStar Franklin Square Medical Center. Local food access was another noted challenge, with some areas



*New development in Area 11*



*Artists make progress on a new mural in Essex (project funded through a 2024 Baltimore County Facade Improvement Grant)*

experiencing food apartheid. The need for a grocery store near Greenleigh was articulated, as well as requests for more farmers markets, an Amish market, community gardens, fruit trees, and other edible plants across the landscape.

Finally, participants are eager for more opportunities for community connection. The idea of a “third place,” a public or semi-public gathering space, came up often. Participants are interested in more libraries, performing arts/entertainment centers, small and local cafes, public plazas, and the like.



*A new volunteer Fire Department and Community Center is coming to Bowleys Quarters*

## **RESPONSIBLE AND HOLISTIC APPROACH TO DEVELOPMENT**

Although many participants expressed weariness of development, given the infrastructural stresses currently being felt in the area, others envisioned a more optimistic, responsible, and holistic approach to development in Area 11. Participants encouraged mixed-use development where possible. Additionally, there's interest in revisiting the County's development process to identify hurdles, potential efficiencies, and to assess the efficacy of the Planned Unit Development (PUD) process at delivering community benefit.

## NODES AND REDEVELOPMENT AREAS

In addition to the thematic takeaways, we can also identify common concerns and priorities related to each of the four nodes in Area 11 along with key redevelopment and revitalization areas, as identified through the planning process.

### Node: White Marsh Mall

- Support the mall as catalyst, providing incentives for redevelopment and other improvements
- Introduce housing variety, supporting a wide range of residential choices, including affordable housing and senior housing
- Emphasize this node's role as a transit hub
- Improve bicycle and pedestrian connectivity. Extend the Northeast trail across White Marsh Boulevard; add sidewalks on Honeygo Boulevard; reduce excessive impervious areas; and connect the mall to The AVENUE
- Increase green infrastructure and expand protected forested swaths
- Support opportunities for dense, mixed-use development
- Create gathering places, town squares, and other community spaces
- Explore potential future uses, including coffee shops, neighborhood pharmacy, hardware stores, and an entertainment complex

### Node: Pulaski Highway

- Address the roadway's current function as a physical barrier
- Explore more opportunities for open space (pocket parks, greenways trails, blue-green infrastructure, tree protection, and town squares)
- Make bike lane improvements and make the area more walkable
- Consider how to make the node more of a destination
- Recognize that the node is a good fit for light industrial uses

### Node: Eastern Boulevard/ Martin State Airport

- Investigate potential for transit-supported development
- Upgrade roadway infrastructure

- Monitor changes at the Martin State Airport
- Better manage traffic along Eastern Boulevard

### Node: Eastern Boulevard/Middle River

- Attract more local businesses
- Establish better traffic management throughout
- Introduce streetscaping/beautification
- Support the expansion and continued success of the Glenn L Martin Maryland Aviation Museum
- Explore options to protect natural areas and introduce more open spaces, greenways/trails
- Create plazas/town square spaces to support gatherings (food trucks, events, etc.)
- Recognize that the node could support light industrial

### Revitalization Area: "Downtown Essex"

- Improve the streetscaping along Eastern Boulevard
- Implement traffic safety and traffic control measures to reduce speeding, incidents of crashes, and traffic congestion challenges
- Address commercial vacancies creative revitalization and adaptive reuse strategies
- Enhance area marketing
- Explore revitalization at the Essex Park-n-Ride site in line with the findings of previous efforts
- Introduce wayfinding to connect people from the commercial core to waterfront areas, and vice versa
- Support public art as a community identity and marketing tool
- Both the current library location (near Middlesex Shopping Center) and the new library location (planned for Old Eastern Avenue) represent significant redevelopment and revitalization opportunities





# RECOMMENDATIONS

Each SAP serves to advance the countywide recommendations identified in *Master Plan 2030* at the local level. To do so, each *Master Plan 2030* goal and their actions are assessed through the lens of the small area. The background assessment and the community input provide necessary context to understand the area's greatest opportunities and priorities. Through these area understandings the team also developed a vision for this small area, included on the next page.

While evaluating each *Master Plan 2030* goal and action, the SAP planning team pulled actions that were relevant to the small area and classified them in one of two ways. The SAP will either *refine* or *reinforce* the relevant *Master Plan 2030* actions.

**Actions to Reinforce:** *Master Plan 2030* actions that are reinforced through the SAP are recommendations which are relevant and important to the small area, but which require no further context or specificity in order to be fully implemented. These are typically policy-related actions and priorities that must be explored at the county level.

**Actions to Refine:** *Master Plan 2030* actions that are refined through the SAP are recommendations which are priorities in the small area and which should be further explored and executed in specific sub-areas or in particular portions of the small area. Additional detail has been added to the action language for these recommendations.

In addition to the relevant *Master Plan 2030* actions, the planning team identified overall objectives for the small area across four broad topic areas: connectivity, environment and open space, community, and economy. In Area 11, a total of nine overall objectives frame priorities and future opportunities in the area. Key *Master Plan 2030* actions related to each objective are included in the chapter that follows.

Finally, recommendations have also been more closely assessed for each of the area's nodes and redevelopment opportunity areas.

# ***A Vision for Area 11***

Area 11 is composed of the communities of White Marsh, Bowleys Quarters, Middle River, Essex, and Rossville. It is a dynamic and welcoming place. Here, people make time to gather, connect with one another, and enjoy time outdoors—whether they're visiting one of the area's many parks, grabbing a bite to eat along the waterfront, or relaxing on a bench while watching weekend shoppers pass by on a lively commercial street.

We pride ourselves on a strong sense of community, our rich history, and the vibrant waterfront at our eastern edge. As the “east coast” of Baltimore County, we relish our laid-back atmosphere which offers something for everyone—locals and visitors alike. Our waterfront is a treasure that provides active and passive recreation, our commercial cores celebrate small and locally-owned businesses, and our neighborhoods offer places that people of all backgrounds and circumstances call “home.”

We are passionate about volunteering and helping one another, which we do in service of preserving the stability, sustainability, and resiliency of our area for years to come. Protecting precious environmental features, wildlife habitats, and natural areas is an important priority as we cherish our beautiful and scenic landscapes.

Experiencing a sense of safety and belonging, we are happy, healthy, and thriving in our communities, which we attribute to living in a walkable and bikeable environment where we are well-connected to neighbors, neighborhoods, and destinations throughout the area.

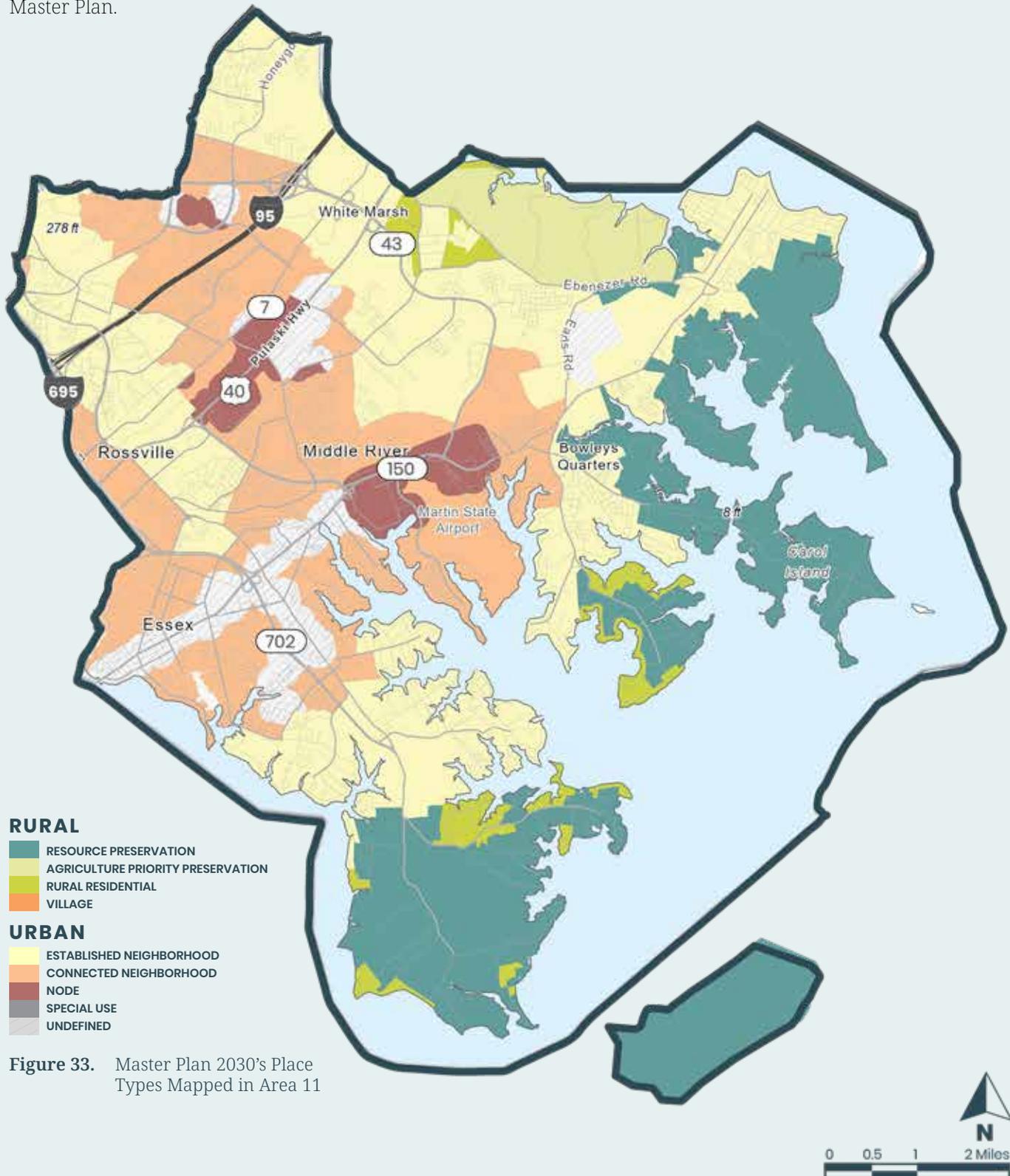


We are Area 11.

*Welcome, sit back,  
and stay a while.*

# Place Type Map

The **Place Type Map** in *Master Plan 2030* is a tool to guide future planning decisions by showing where different kinds of growth and investment are most appropriate. It highlights areas with the greatest potential for redevelopment and retrofitting, based on accessibility, proximity to services, and community context, while also recognizing established neighborhoods where change will be more limited. The map helps the County focus resources, encourage sustainable development, and align land use decisions with the broader goals of the Master Plan.



## Organization of Recommendations

The Area 11 SAP process established four topic areas (connectivity, environment and open space, community, and economy) as organizing elements of the major recommendations in the area. Each topic area has two or three related objectives. Key action items from *Master Plan 2030* have also been pulled out related to each objective. A full summary of all relevant *Master Plan 2030* goals and actions can be found in the implementation matrix [Table 6 on page 128].

### Connectivity

- Improve Bike & Pedestrian Safety
- Establish a Vehicular & Transit Strategy

### Environment & Open Space

- Conserve Habitats and Shorelines
- Create Open Spaces for People

### Community

- Improve Community Resiliency & Services
- Support Healthy, Attainable Housing

### Economy

- Support Existing Businesses
- Improve Area Marketing and Tourism
- Promote Redevelopment & Revitalization

Additionally, the planning team identified opportunities within each of the *Master Plan 2030* Nodes and in the priority redevelopment areas that were identified through the planning process. In Area 11, this includes White Marsh Mall Node, Pulaski Highway Node, Eastern Boulevard at Middle River/Martin State Airport Node, and the Essex priority redevelopment area.

## MASTER PLAN 2030 PRINCIPLES

The [Master Plan 2030](#) Vision Framework established the goals for future long-range development of a sustainable Baltimore County. The Vision Framework draws heavily from the American Planning Association’s report: [Sustaining Places: Best Practices for Comprehensive Plans](#). Throughout the process to develop the master plan, the Department of Planning used this report as a guideline and a source of inspiration.

Sustaining Places is a policy document and tool that focuses on helping communities achieve **“livable, healthy communities in harmony with nature—communities that have resilient economies, social equity and strong regionalities.”** This idea has been adapted as principles in the Vision Framework:

### Livable Built Environment (LBE)

### Harmony with Nature (HN)

### Resilient Economy (RE)

### Responsible Regionalism (RR)

### Inclusive Planning (IP)

### Healthy Community (HC)

In this chapter, the Vision Framework Principles will appear in the “Key Actions” sections related to each of this SAP’s objectives.

LIVABLE BUILT ENVIRONMENT

HARMONY WITH NATURE

RESILIENT ECONOMY

RESPONSIBLE REGIONALISM

INCLUSIVE PLANNING

HEALTHY COMMUNITY

Figure 34. Master Plan 2030’s Vision Framework Principles

## Concept Plan: Vision and Framework

Before diving into the individual actions, it's helpful to frame the discussion of opportunities in Area 11 around an overall Concept Plan, which conveys the sweeping intent of SAP 11.

The SAP 11 Concept Plan serves as a high-level, aspirational framework that integrates stakeholder feedback, project goals, and recommendations for the Small Area Plan. As a visual representation, the Concept Plan is not a prescriptive map; rather, it is a guiding vision that illustrates the desired future character, connections, and revitalization potential within the SAP 11 planning area. Individual action items which will help achieve this vision are discussed later in this chapter.

Rooted in community input, technical analysis, and alignment with the Master Plan 2030, the Concept Plan looks at land use, transportation, open space, and redevelopment strategies.

### CONCEPT PLAN OPPORTUNITY AREAS

The Concept Plan organizes opportunities by their priority redevelopment areas. Four primary areas are identified for targeted reinvestment and revitalization:

**Downtown Essex:** Historic core with potential for infill development, public realm improvements, and civic activation.

**Eastern Boulevard Corridor:** A critical east-west artery envisioned as a vibrant, multi-modal corridor with new mixed-use development and pedestrian-oriented infrastructure.

**White Marsh Boulevard Redevelopment Area:** An area extending from White Marsh Boulevard eastward to Eastern Avenue and Ebenezer Road; here, the Greenleigh community is already under development. Additional large and underutilized parcels (notably, the Lafarge-Holcim site) offer opportunities for employment centers, housing, and green infrastructure in an area with regional transportation access.

**White Marsh Mall Node:** A regional commercial node anchored by a shopping mall and a lifestyle center with potential for mixed-use redevelopment and public realm improvements.

### Concept Plan Components

The Concept Plan highlights proposed interventions and strategic opportunities for growth and enhancement. Concept Plan components include:

#### Redevelopment & Revitalization Areas

Major areas for targeted reinvestment and revitalization.

-  Master Plan 2030 Nodes
-  SAP 11 Priority Redevelopment Areas
-  Broad Redevelopment and Revitalization Opportunity Area

#### Park/Open Space System

Existing network of parks, natural green spaces, and waterfronts alongside areas with a strong environmental and tourism influence where enhancements and new green connections might be established.

-  Existing Park/Green Space Area
-  Water/Waterfront
-  Areas of Environmental, Parks, & Tourism Enhancements

#### Transportation Network

Significant roadways and train corridors that are key assets for the area.

-  Key Network Connection
-  Secondary Corridor

#### Existing Land Uses

Concentrations of the area's major land uses categories, including:

-  Major residential neighborhoods
-  Established commercial corridors that support employment and services



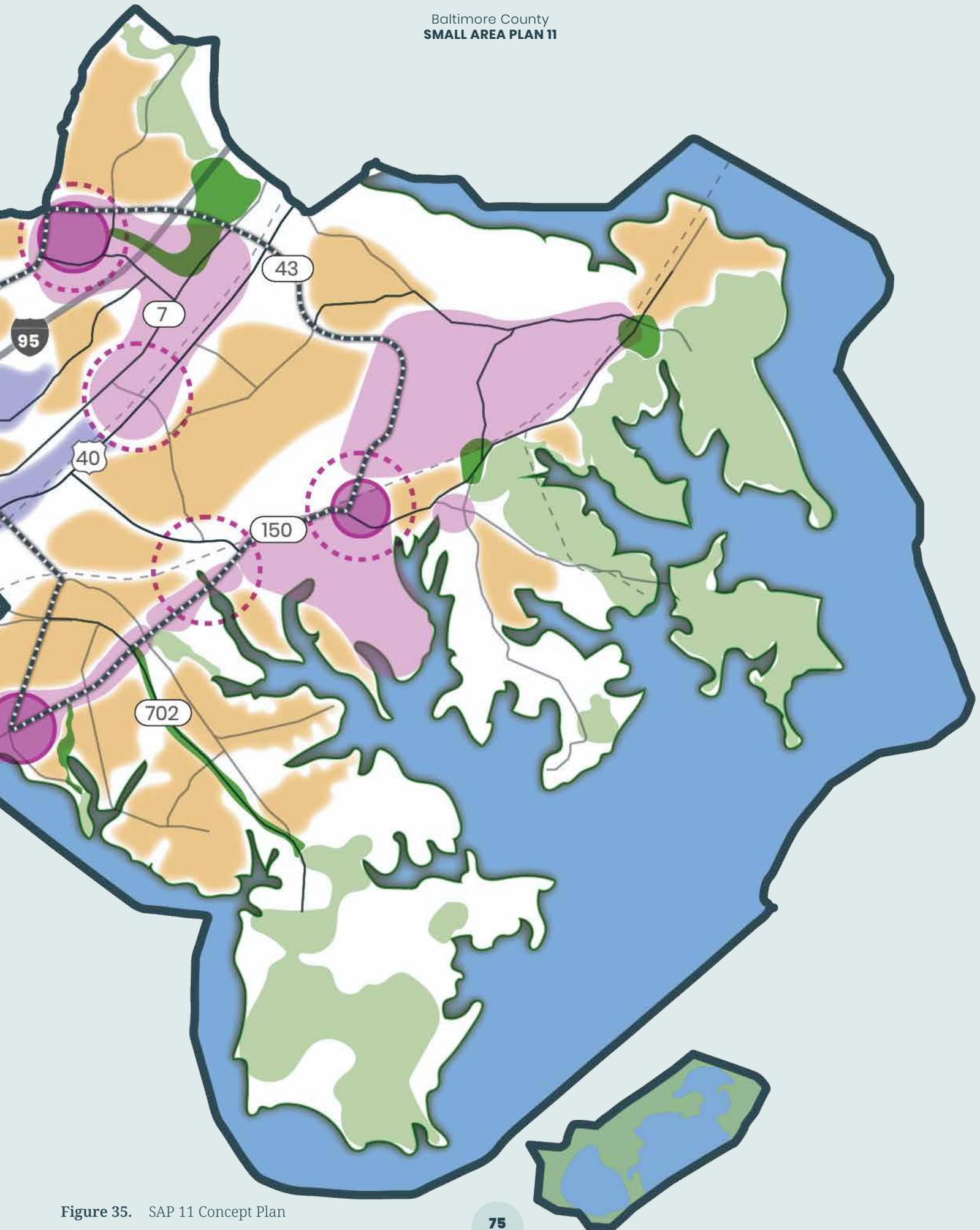
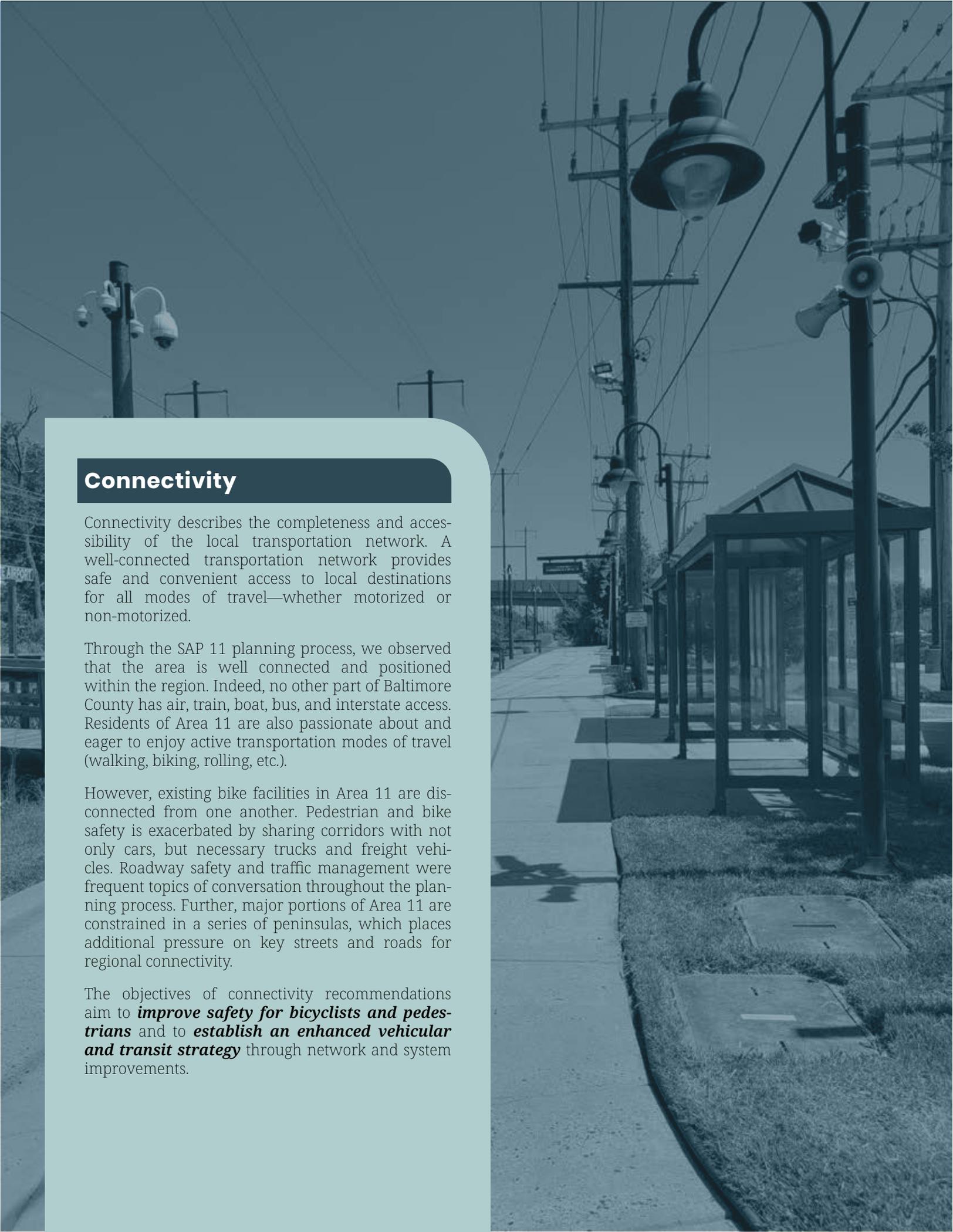


Figure 35. SAP 11 Concept Plan



## Connectivity

Connectivity describes the completeness and accessibility of the local transportation network. A well-connected transportation network provides safe and convenient access to local destinations for all modes of travel—whether motorized or non-motorized.

Through the SAP 11 planning process, we observed that the area is well connected and positioned within the region. Indeed, no other part of Baltimore County has air, train, boat, bus, and interstate access. Residents of Area 11 are also passionate about and eager to enjoy active transportation modes of travel (walking, biking, rolling, etc.).

However, existing bike facilities in Area 11 are disconnected from one another. Pedestrian and bike safety is exacerbated by sharing corridors with not only cars, but necessary trucks and freight vehicles. Roadway safety and traffic management were frequent topics of conversation throughout the planning process. Further, major portions of Area 11 are constrained in a series of peninsulas, which places additional pressure on key streets and roads for regional connectivity.

The objectives of connectivity recommendations aim to **improve safety for bicyclists and pedestrians** and to **establish an enhanced vehicular and transit strategy** through network and system improvements.



Martin State Airport MARC Station

## IMPROVE BICYCLIST AND PEDESTRIAN SAFETY

Support the improvement of existing and introduction of new bicycle and pedestrian facilities, such as bike lanes, sidewalk connections, and safer crossings.

### Key Actions

#### **LBE 3.1 - Implement the Baltimore County Bicycle and Pedestrian Master Plan to expanded bicycle access and use and provide links to green networks.**

Focus on completing an overall active transportation network in Area 11 by extending existing bike and pedestrian facilities along MD-43 (i.e., connect the shared use path to the White Marsh Park-n-Ride and to the MARC station at Eastern Boulevard), improving and extending facilities along MD-150 (building upon current efforts, including the Essex CDC's traffic and pedestrian safety impact study [underway]), connecting gaps between existing facilities on Pulaski Highway, and creating new links with added facilities along Martin Boulevard, Middle River Road, and Philadelphia Road (from Middle River Road to Campbell Boulevard). Explore opportunities for multi-use trails. Additionally, the following facilities are community priorities: Northeast Trail extension, Honeygo Boulevard bike/ped facilities and improvements, and extension of the White Marsh Boulevard shared use path. As identified in the Bicycle and Pedestrian Master Plan, prioritize bike and pedestrian connections along Rossville Boulevard and around Essex to connect to the Orange Line bus route. Refer to Figure 11 for a bike facilities and gap map.



**KIM LAMPHIER BIKEWAYS NETWORK PROGRAM:** The Kim Lamphier Bikeways Network Program under the MDOT aims to support a wide range of bicycle network development activities. The program prioritizes funding projects that improve safety and access to disadvantaged communities.

In 2024, 16 Bikeways Program projects were completed throughout Maryland. For example, Baltimore County's Torrey C. Brown (NCR)/Jones Falls Trail Connection project completed a feasibility study for identifying gaps in the state trail system. Anne Arundel County also completed the construction of a one-mile segment for their Broadneck Peninsula Trail plan.

*Throughout this chapter, you'll find images paired with a shaded text box, like the one above, which are success stories of similar efforts and are intended to demonstrate how the various Area 11 actions may be implemented.*

**LBE 3.3 - Implement the federal-funded “Safe Routes to School” (SRTS) program to promote walking and bicycling to school through land use plans and policies.**

While the County now focuses on alternative funding sources rather than the SRTS program initially mentioned in Master Plan 2030, efforts that promote walking and bicycling to school are still County priorities. Support walking and bicycling to school through land use plans, policies, and programs. Prioritize schools that currently lack connections, such as Vincent Farm Elementary School, Oliver Beach Elementary School, Chase Elementary School, and Chesapeake High School, where students and teachers alike experience safety challenges on their way to school.

Identify infrastructure improvements through additional community input, data analysis, and site analysis that evaluates traffic conditions, existing bicycle and pedestrian infrastructure, school zone signage, speed limit signs, and school arrival and dismissal procedures and schedules. In addition to new bicycle and pedestrian facilities (e.g., bike lanes and sidewalks), improvements should include adequate street lighting, roadway barriers, elevated sidewalks, and other safety measures that will ease the minds of parents sending their children to school. Improvements can also explore closing select street sections to vehicular traffic to establish bike/pedestrian only street sections at certain times of day. Additionally, look into opportunities to relocate bus routes and stops away from major automobile traffic.

Work with the Baltimore County Public School System to organize programming to promote walking and biking to school. For instance, organize group bicycle riding activities (such as a “bike bus”, in which groups of children ride to school on their bikes together, guided by a team of adults), or host learning activities that teach about bike and pedestrian safety and boost the students’ level of comfort when riding in or near roadways, in various weather conditions, and at different times of day.



A crosswalk in front of Eastern Technical High School

**LBE 3.6 - Include the Complete Streets approach in small area plans to guide development projects, revitalization efforts or redevelopment and examine the role of transit.**

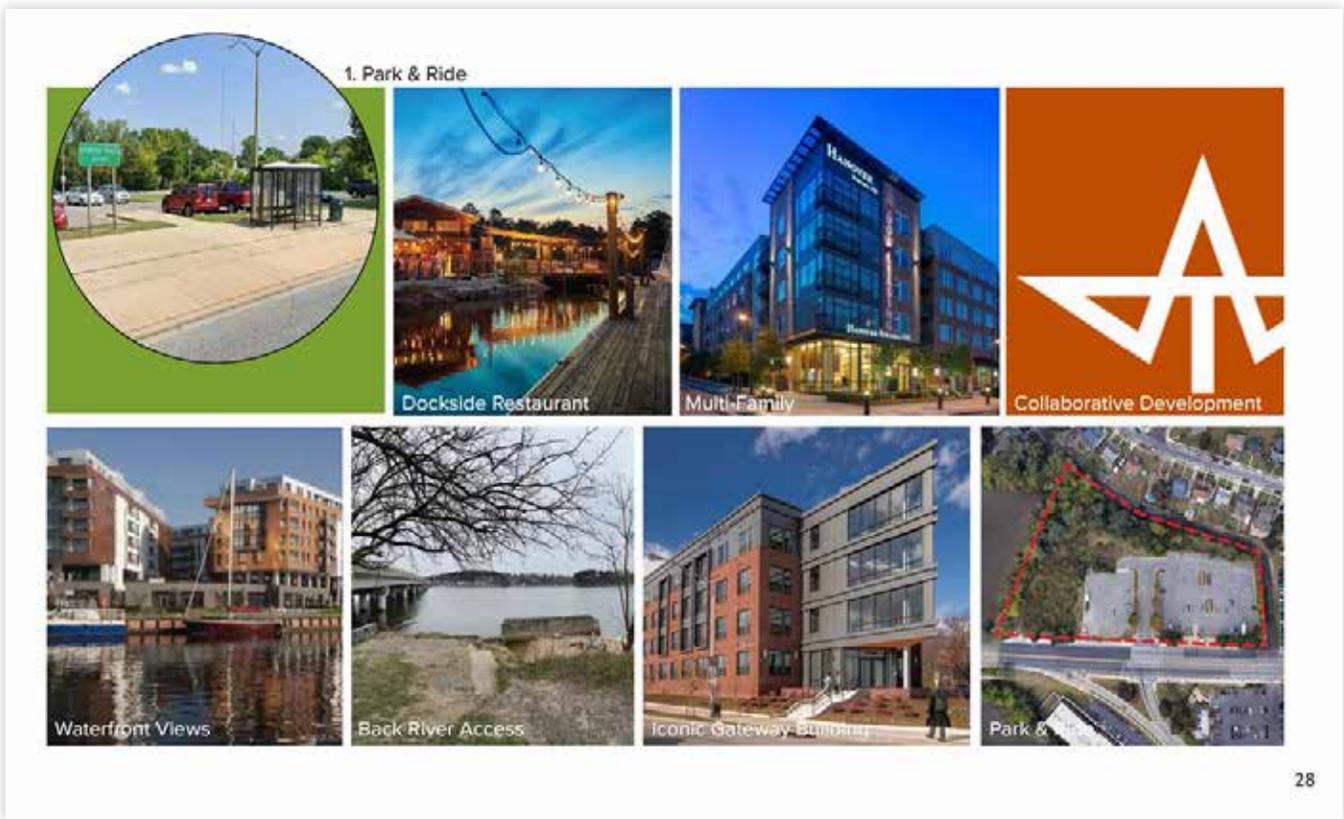
In Area 11, a Complete Streets approach will be important to guide efforts surrounding the three nodes and in the “Downtown” Essex revitalization area, as well as for any large-scale development or redevelopment sites (for example, the Lafarge-Holcim property, the “Aviation Station” project, or future development along White Marsh Boulevard). In particular, improvements should prioritize strengthening connections between destinations, streetscaping, bike/ped improvements, transit access, micromobility support, and improved traffic calming/safety with deliberate efforts to design streets for all types road users. Encourage community buy-in for Complete Streets implementation by incorporating community participation during the design and implementation process, including activities for kids, art opportunities, and more.

As part of Complete Streets enhancements, intersection improvements should occur at all intersections with a Level of Service (LOS) grade D or below: Pulaski Highway/Rossville Boulevard; Pulaski Highway/Middle River Road; Pulaski Highway/Ebenezer Road; and White Marsh Boulevard/Honeygo Boulevard.

Additionally, support the planned transit, roadway, and transportation projects outlined in the Fiscal Year 2026 Consolidated Transportation Program, including roadway improvements along Philadelphia Road (including the addition of an on-ramp to eastbound White Marsh Boulevard); Campbell Boulevard (Mohrs Lane) extension; safety improvements along Eastern Boulevard from MD-43 to Bowleys Quarters Road; and new transit services in Area 11. Support the Essex CDC in their continued pursuit of improvements along Eastern Boulevard and coordinate implementation with the Essex Structural Sewer Rehabilitation work.



MDOT’s Model Complete Streets Initiative and MDOT SHA’s Context Driven guide are two planning resources for achieving complete streets



**HN 2.2 - Increase bike and pedestrian connectivity between the County’s public parklands, recreational facilities and lands protected under other land preservation and regulatory programs through improvements to trails and paths and, where possible, land acquisition.**

In Area 11, improve bike and pedestrian connectivity to waterfront parks and amenities, particularly in the Bowleys Quarters and Essex sub-areas. Improve bike and pedestrian connectivity, generally, throughout the Middle River sub-area. Explore a greenway within the utility easement that runs parallel to, and south of, Pulaski Highway.

The Essex revitalization area and its surrounding communities present some prime opportunities to support bike and pedestrian infrastructure; notably, a greenway should be explored along Southeast Boulevard as a key link between Eastern Boulevard, existing open spaces, and the waterfront. Additionally, should open space be incorporated into any future plans for the Essex Park-n-Ride property, improvements should be made to the surrounding bike and pedestrian connections.

**ESSEX EASTERN BOULEVARD PARK & RIDE (ULI ASSESSMENT):** The Chesapeake Gateway Chamber of Commerce, in partnership with Baltimore County Department of Planning, engaged the Urban Land Institute (ULI) in a study on Eastern Boulevard that revealed the Essex Park & Ride space was being underutilized. This space is a great example of land that can be used to increase bike and pedestrian connectivity in the Essex sub-area, with potential for park space or recreational activities incorporated into future improvements at the site.

**HC 2.3 - Adopt Vision Zero strategy to provide safer streets for all users, including cyclists, pedestrians and wheelchair users, to reduce traffic-related deaths and injuries to zero fatalities.**

In Area 11, Pulaski Highway had the most pedestrian fatalities in all of Baltimore County in 2020 and 2021. Eastern Boulevard has similarly been a target of pedestrian and vehicular safety concerns. Improvements are critically needed. Support improvements as outlined for these two roadways in the FY26 Consolidated Transportation Program. Support the exploration

## Montgomery County, MD



Installed these features at targeted intersection:

- traffic signals
- pedestrian hybrid beacons
- new bikeways
- new sidewalks

28%



fatal and serious  
injury crashes on  
HIN

when compared to a

5%



fatal and serious  
injury crashes on  
non-HIN

**VISION ZERO NETWORK**

and implementation of alternatives identified in DPWT's Bowleys Quarters Area Traffic Study and in the Maryland Department of Transportation (MDOT) MD-150 Safety Review. Follow through on existing coordination between Essex CDC, Baltimore County, and the State to install digital speed signs along Eastern Boulevard in Essex.

Additionally, safety improvements are needed at all intersections with a Level of Service (LOS) grade D or below: Pulaski Highway/Rossville Boulevard; Pulaski Highway/Middle River; Pulaski Highway/Ebenezer; and White Marsh Boulevard/Honeygo Boulevard. Additionally, traffic safety improvements have been requested along Eastern Boulevard/MD-150, White Marsh Boulevard/MD-43, Pulaski Highway, and Philadelphia Road (including at the intersection with Ebenezer Road/Cowenton Avenue). The intersection at Eastern Boulevard and Margaret Avenue should also be prioritized for improvement. Visibility at this intersection is a known issue that needs to be addressed. The intersection at Earls Road and Ebenezer Road presents similar safety concerns and opportunities to improve visibility and facilitate safer turning movements need to be evaluated and implemented.

Along with major roadway improvements, look for opportunities to start with smaller-scale, readily achievable improvements, such as modification to traffic signal timing and re-striping.

**VISION ZERO, MONTGOMERY COUNTY, MD:** Vision Zero strategies have proven to be successful nationwide. In Montgomery County, MD, 127 safety projects were launched in 2024 including 29 new bikeways, 7 miles of new sidewalks, and the installation of pedestrian beacons and traffic signals. These improvements drastically reduced the percent of fatal and serious injury on high-injury network corridors.



Smart Growth America  
Improving lives by improving communities



National Complete Streets Coalition

# The Complete Streets Policy Framework



**BEFORE COMPLETE STREETS**

**AFTER COMPLETE STREETS**



**COMPLETE STREETS, BOCA RATON, FL (IMAGES FROM SMART GROWTH AMERICA):** Smart Growth America outlines Complete Streets policy framework that outlines the best current practices for supporting Complete Streets implementation. In Boca Raton, Florida, community advocates and support from Vice Mayor Fran Nachlas created a strong program that focused on engaging community members, increasing public awareness on bike and scooter rules, identified potential project locations, and began coalition building. Complete Streets implementation does not have to be an overhaul of the current transportation system. Simple improvements such as adding bright visible paint for crosswalks, changing traffic signal timing, or even setting up temporary bollards can be great ways to start implementing Complete Streets policy.



Martin State Airport MARC Station

### ESTABLISH A VEHICULAR AND TRANSIT STRATEGY

Improve the safety and efficiency of vehicular travel with traffic and roadway improvements and strategic road network connections; promote transit access and encourage transit-supported development, where appropriate.

#### Key Actions

**LBE 3.4 - Coordinate with the Maryland Transit Administration (MTA) and institutions to expand the Baltimore County locally operated transit services to support employment, meet the needs of seniors and connect residents to services.**

In Area 11, newer residential areas could benefit from improved access to commercial centers, goods, and services. Explore the potential of a Locally-Operated Transit System (LOTS) to introduce a circulator or micro-transit option servicing communities in the Middle River sub-area.

An important first step would be to identify gap areas and travel patterns of seniors and disadvantaged communities, looking at proximity to community resources.

Additionally, Tradepoint Atlantic represents a significant employment area and should be prioritized for additional transit services, including a potential LOTS program. Support the proposed new LocalLink 35 service to encourage economic growth and improve connectivity between Baltimore City, White Marsh, Middle River, Essex, and Tradepoint Atlantic.



**VICTOR VALLEY TRANSIT AUTHORITY:** The American Public Transit Association shows success stories of public transit investment. The Victor Valley Transit Authority (VVTA), for example, spans nearly 1,000 square miles from Barstow to Apple Valley. This vanpooling service connects rural residents to jobs, schools, healthcare, and other essential services in the city. The role of the VVTA extends specifically to seniors through its TRIP program, which reimburses them so that friends and loved ones can step in to help provide rides. Although this is a large example to follow, we can take lessons from their successes and find ways to mold this to our needs. Using a vanpooling service or reimbursing family members can be a steppingstone for achieving this goal in bridging this transportation gap.

In areas which would benefit from greater connectivity but where LOTS might not be immediately feasible, explore partnerships with private ride-sharing companies and strategies to implement micro-mobility.

**LBE 3.9 - Support opportunities for expanding transit services and micro-mobility services to better connect communities and regional jurisdictions.**

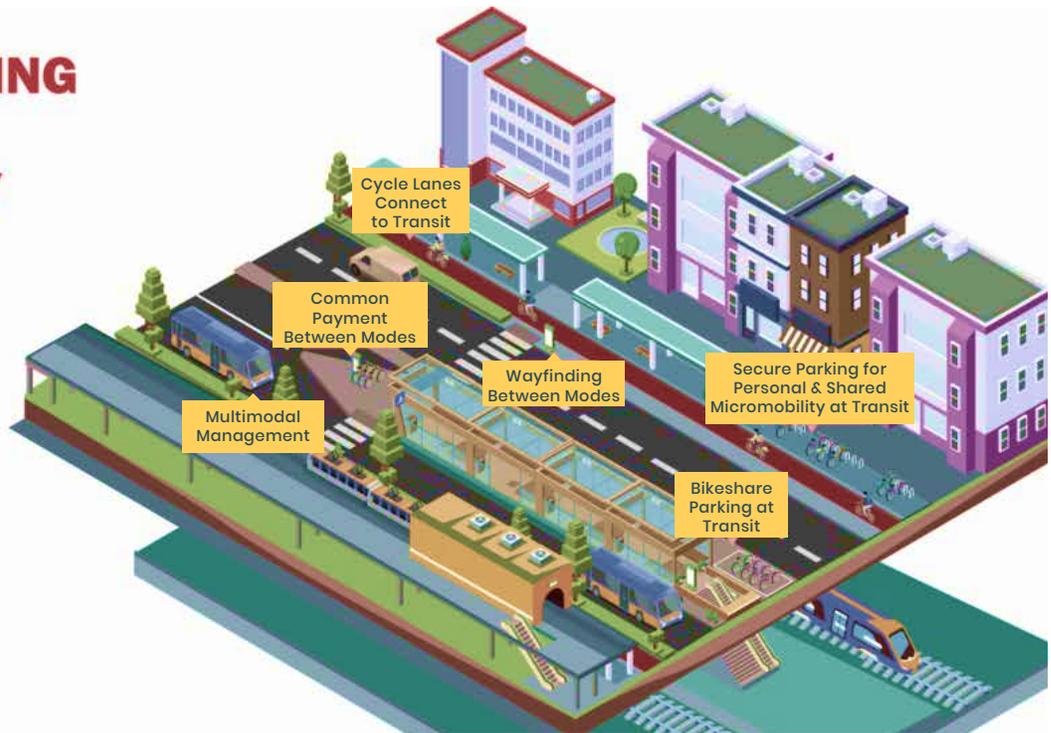
In Area 11, White Marsh, Rossville, and Essex are generally serviced by existing transit lines. Service expansion and micro-mobility solutions should be prioritized to establish connectivity throughout Middle River and Bowleys Quarters. Bike and pedestrian infrastructure improvements are necessary to support micro-mobility solutions. Explore “low-hanging fruit” opportunities for easy and early implementation of micro-mobility services, such as charging stations, bike racks, or bike repair stations. Partner with community groups to organize educational programming on available micro-mobility services and safety guidelines (e.g., the use of helmets, street or sidewalk safety, etc.). Additionally, transit service should be explored along Pulaski Highway.



**MICROMOBILITY AND STATION IMPROVEMENTS, COLLEGE PARK, MD:** In 2024, the City of College Park successfully made Shared Micromobility and Station Improvements. Through this project, they added new bike corrals, signage, and re-painted shared scooter and bike parking hubs. Funded under the MDOT Kim Lamphier Bikeways Network Program, this project helped promote micro-mobility services and improve safety.

**MAXIMIZING  
MICRO-  
MOBILITY**

Types of  
Integration



**MAXIMIZING MICROMOBILITY (IMAGE MODIFIED FROM INSTITUTE FOR TRANSPORTATION AND DEVELOPMENT POLICY):** Micromobility can bridge gaps in transit service and often address the issue of connecting public transit stops with specific destinations. Companies such as Lime, Bird, and Veo are all companies that utilize e-scooters and e-bikes to bridge these gaps. Citi Bikes are manual bike rentals that also fill in this micromobility gap without the need for batteries or charging.



The interchange at White Marsh Boulevard (MD-43) and Philadelphia Road (MD-7) is only partially complete. The County requested state funding support for improvements in the 2025 Consolidated Transportation Program Requests.

**LBE 3.13 - Prioritize the construction of an east-bound connection from Philadelphia Road to White Marsh Boulevard and work to eliminate the chronic congestion in the Cowenton Avenue area near Pulaski Highway.**

Support roadway improvements identified in the FY26 Consolidated Transportation Program, including widening and raising of Philadelphia Road (MD-7) from Mohrs Lane to Campbell Boulevard; an on-ramp from Philadelphia Road (MD-7) to eastbound White Marsh Boulevard (MD-43); and evaluation of the Old Philadelphia Road and Cowenton Avenue intersection.

**LBE 4.7 - Review and expand the County's annual road resurfacing budget to repair, replace, and/or repave a greater number of roads that currently have a poor rating such that the number of poorly rated roads decreases each year.**

In Area 11, prioritize resurfacing on roadways in important commercial areas (even if they are rated as fair), such as Honeygo Boulevard, Rossville Boulevard, and Back River Neck Road.

**RE 2.9 - Expand public and private transportation to connect jobs with job seekers (e.g. vouchers, bus stops, light rails).**

Prioritize job-supporting transportation efforts throughout. The White Marsh Park-n-Ride functions as an important connector for many commuters, whether traveling by car or by bus. Additionally, a cluster of jobs are concentrated in the White Marsh/Honeygo/

Campbell Boulevard area. Connections through, to, and from this hub should be prioritized. Nearby, CCBC Essex and MedStar Franklin Square Medical Center are two additional major employment centers in Area 11. The Middle River sub-area is a growing employment area, serving both Area 11 residents who are employed in the area and outsiders who enter Area 11 each day for work, though employment locations here are more distributed.

To serve Area 11 residents who may be employed outside of the major employment centers or in places that are not served by public transit, consider a zone-based and on-demand microtransit service, or partnerships with private ride-sharing companies to offer alternative means to support people seeking work.

Other major employment areas that serve Area 11 residents are located outside Area 11, primarily in Downtown Baltimore, Timonium, the Canton Industrial Area, and at points off of Pulaski Highway. Unemployment is greatest in the Essex sub-area. A further analysis of the workforce in this area could identify the most appropriate strategy for connecting residents to work.

**RR 2.4 - Work closely with the Maryland Transit Administration (MTA), surrounding jurisdictions, and the impacted community to make improvements along major transit corridors.**

The [2020 Central Maryland Regional Transit Plan](#) identified MD-43 and MD-150—and the Essex, Middle River, and White Marsh sub-areas overall—as priority locations for new and local transit routes. Explore and support transit route and stop improvements in these areas and ensure comfortable conditions at stops and proper connectivity from the surrounding areas.

Support expansion and improvements of the existing local bus lines and the Penn-Washington MARC service/Martin State Airport MARC Station. Explore transit service expansion into the Middle River sub-area.

Refer to the Eastern Baltimore County Access Study and Regional Transit Plan (2025 update forthcoming) for more information on steps MTA is taking to coordinate and advance these and other connectivity priorities.



## Environment and Open Space

The topic of environment and open space encompasses all outdoor enjoyment—whether someone is appreciating and conserving local natural resources or participating in outdoor active recreation, such as organized sports or water recreation. Considerations around environment and open space explore opportunities to protect natural resources and provide abundant and safe access to parks and green spaces.

The waterfront is a notable asset for Area 11, which includes 60% of all the County’s shoreline areas, or 772,350 linear feet of shoreline. Additionally, 42% of the area is covered in tree canopy. Residents of Area 11 have a strong land preservation ethic, and there’s already substantial area preserved in conservation or as parkland. There are a wide variety of park and

open space amenities available throughout Area 11 (over 5,000 acres in total).

Unfortunately, not all public parks are easily accessible from major nodes, and this is particularly true of shoreline-adjacent park resources. Greater connectivity is desired to and between parks and open spaces. More outdoor community or “third spaces” are desired in commercial areas and town centers. And conservation of local natural resources is an ongoing interest.

During the final round of community meetings in September 2025, the Environment and Open Space topic and objectives received the most support overall. Major objectives related to environment and open space recommendations aim to continue efforts to **conserve and protect natural resources** while also **expanding park and recreation opportunities for people**.



Tree Cover at Marshy Point State Park

## CONSERVE HABITATS AND SHORELINES

Continue to protect, enhance, and preserve natural resources throughout Area 11.

### Key Actions

#### **LBE 1.4 - Utilize nature-based solutions (NBS) as a vehicle for delivering green, resilient and inclusive development (GRID) to reduce the negative effects of climate change.**

In Area 11, identify specific areas appropriate for NBS and shoreline resiliency efforts along waterfront communities to mitigate the impacts of sea level rise (SLR) and coastal storms.

This area of the county contains some of the lowest lying (by elevation) coastal areas. These locations are ripe for incorporation of nature-based coastal resilience solutions, such as marsh restoration, living shorelines, and hybrid wave mitigation techniques. These solutions can increase resilience by reducing wave force during storm surge, and help to protect against some sea level changes. Areas of possible incorporation include Bowleys Quarters, Miami Beach, and some areas in Essex, as well as adjacent shoreline areas. In addition, use of green infrastructure as a nature-based technique to increase stormwater infiltration can reduce compound flooding in coastal areas at all locations within SAP 11. NBS can also be used to address inland/localized flooding issues that feed into the coastal areas. The most effective approaches often combined infrastructure improvements or upgrades with NBS.



**LIVING SHORELINE DESIGN, INVERNESS PARK:** Baltimore County DPWT, with an engineering consulting team support, used nature based living shoreline designs to provide coastal resilience to Inverness Park along Bear Creek.

Additional green infrastructure in Area 11 can serve the dual purpose of enhancing the environment and mitigating extreme temperatures (from heat and the urban heat island effect). Tree planting, wetland creation, and other green infrastructure can serve to cool communities. The negative effects of extreme temperatures are often experienced by overburdened and underserved communities. Ripe locations can be identified through the use of tools such as the [MDEnvironScreen](#) or the MDE Climate Vulnerability Score (CVS), which identifies communities (at the census tract level) that are disproportionately affected by climate impacts.

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**HN 1.6 - Increase education about programs and incentives to preserve forests and increase tree plantings, primarily through the voluntary efforts of County landowners in order to achieve or exceed the goal of maintaining a 50% tree canopy county-wide.**

In Area 11, tree cover can be expanded within all the nodes (White Marsh Mall, Pulaski Highway, and Eastern Boulevard at Martin State Airport/Middle River Road) and priority redevelopment areas (e.g., “Downtown” Essex). At White Marsh Mall, ensure the continued protection of the forested stream buffer.

Work with community and non-profit partners to promote existing tree planting programs and incentives and to coordinate across groups to facilitate uniform tracking of tree planting efforts area-wide.



*Tree planting efforts can boost the area's tree canopy*

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**HN 1.7 - Increase and enhance the health and resilience of forests and vegetation along County waterways (Coastal and inland) through voluntary and incentive-based planting and maintenance programs and lengthen the maintenance period related to reforestation.**

In Area 11, riverine flooding risks are highest surrounding White Marsh Run and the Bird River (in the White Marsh and Middle River sub-areas) and around Stemmers Run (in the Rossville sub-area and portions of the Essex sub-area). White Marsh Run and Bird River are ideal locations for riparian buffer plantings due to high flood risk, Stemmers Run may be targeted for stream restoration, and the Bowleys Quarters and Essex sub-areas—where coastal flood risks are highest—will benefit greatly from tree canopy expansion and shoreline stabilization efforts.

Creating and maintaining resilient stream buffers should consider the stream and shoreline conditions. High erosion areas should be restored

prior to replanting or reforestation efforts to improve long-term success.

Facilitate area-wide forest health evaluations and management plans, linking them to stream restoration goals. Identify the most effective and resilient reforestation species (considering zone changes due to climate change) and planting practices and patterns that are most appropriate for Area 11. This is particularly important in areas associated with dynamic hydrology like flashy streams. Identify areas of potential infill and edge planting to expand continuous forest and maximize forest interiors. And establish and promote a weed management program to encourage forest health through effective treatment of invasive species.

Reduce upper watershed pressure on lower watershed flashiness (the speed with which streamflow rises and peaks following a rain event) with stormwater management Best Management Practices (BMPs). Additionally, the County should explore opportunities to prioritize established forests by incentivizing forest preservation over fee-in-lieu or afforestation plantings.

Other voluntary and incentive-based actions may be implemented, such as tree planting events in Area 11 with local schools, places of worship, and non-profits (such as Blue Water Baltimore); strengthening youth/school partnerships to integrate tree planting into curricula and community service projects; and establishing a tree ambassador program that's promoted at community events.

Boosting participation in targeted areas can be accomplished through flood risk mailers to landowners in high-risk zones, establishment of mini-grants for HOAs and non-profits to support planting in priority areas, implementing an environmental stewardship program, providing yard signs and social media recognition for participants, and increasing transparency through an interactive map that highlight success stories in Area 11 and shows areas ripe for replanting or flood resiliency measures.

**HN 1.8 - Support and fund watershed restoration initiatives through best management practices such as stormwater management system upgrades and retrofits, infrastructure repair, reforestation, stream restoration and shoreline protection, including living shorelines.**

In Area 11, there's a community desire to focus watershed restoration efforts in areas around Back River, Middle River, and Saltpeter Creek.

Engage and support community groups and non-profits—such as Maryland Waterways Foundation, Back River Restoration Committee, Chesapeake Bay Trust, Blue Water Baltimore, and Gunpowder RIVERKEEPER—in their restoration efforts throughout Area 11.

The continued corrective actions by the Back River Wastewater Treatment Plan to repair their facility and address past contamination of the adjacent waterways should be monitored.



**DC STORMWATER (IMAGE BY METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS):** The Metropolitan Washington Council of Governments is working with a team of consultants, including Straughan Environmental, to investigate how blue-green infrastructure can both improve water quality and protect communities from flooding. Advanced modeling techniques are being implemented to devise projects for implementation.



*Gunpowder RIVERKEEPER's tidal monitoring program assesses water quality in the area*

**HN 1.10 - Encourage public/private partnerships for stewardship of the environment.**

Hart-Miller Island presents unique opportunities to foster environmental education, support nature enjoyment, and provide natural resiliency during significant storms. In partnership with the State, Baltimore County and local partners should complete habitat design for Hart-Miller Island's North Cell, which is currently closed to the public. A plan should outline actions for habitat creation and maintenance, as well as for the provision of public amenities in this northern portion of the island which, upon completion, will result in the entirety of Hart-Miller Island operating as a state park.

**HN 3.1 - Protect the water quality in reservoirs, local waterways, rivers, floodplains, wetlands and the Chesapeake Bay by mitigating the impacts of increased stormwater run-off and other adverse effects of land development and climate change by prioritizing stream restoration projects which provide Total Maximum Daily Loads (TMDLs) and Municipal Separate Storm Sewer Systems (MS4s) treatment credit while reducing silt and sediment migration and nutrient pollution.**

In Area 11, continue the work of the Department of Environmental Protection and Sustainability's Watershed Management and Monitoring Division to monitor and improve levels in the area's four major watersheds (Gunpowder River, Bird River, Middle River, and Back River).

Identify impacted stream reaches that contribute high loads of sediment and nutrients and target restoration projects to reduce these sources. Also consider and overlay these needs with stream reaches with known flooding issues. Consider restoration approaches that address water quality and flooding by removing legacy sediments to help reduce downstream peak discharges and to lower water surface elevations. Explore the opportunity of permitting floodplain restoration as a stormwater management BMP to address water quantity and water quality control requirements for development and redevelopment projects, as Pennsylvania does in their state stormwater manual.

**HN 3.7 - Create new and expand existing partnerships with the non-profit and private sector to advance environmental restoration projects that are aligned with County goals in order to accelerate implementation and provide opportunities for leveraging funding.**

In Area 11, support the work of water-oriented organizations such as Gunpowder RIVERKEEPER to monitor and improve water quality. Work with partners to prioritize dredging efforts in Back River and Bird River.

Engage with academic partners and non-governmental organizations (NGOs) to advance restoration projects. In addition to working with CCBC Essex (which is located within Area 11), expand the County's coordination with Johns Hopkins University, Towson University, Morgan State University, the University of Maryland, and other institutions to engage student design teams to advance conceptual projects and to collaboratively track grant funding opportunities. Inquire with the Baltimore County Commission on Environmental Quality to define additional partnering opportunities.



**BACK RIVER SHORELINE:** The City of Baltimore and Baltimore County have worked with a Johns Hopkins University Environmental Engineering student design team to imagine nature based solution (NBS) coastal resilience concepts for the Back River Shoreline near the Back River Wastewater Treatment Plant. This preliminary design has been used for leverage for a National Coastal Resilience Grant, currently under consideration.

**HUNTLEY MEADOWS PARK, FAIRFAX, VA:** The Fairfax County Park Authority conducted a multiyear restoration of the originally beaver-created shallow wetland that had silted and dried over the years. A low, earthen berm with controlled outlet allows the water level to be managed for habitat preservation. Five years after completion increased biodiversity and healthy ecological function were reported. A replacement boardwalk was also implemented made from recycled milk jugs.

**HN 3.10 - Review existing and devise new programs to reduce riverine, pluvial and tidal flooding and coastal subsidence.**

According to the [2021 Hazard Mitigation Plan](#) (HMP), flooding represents a high risk and coastal flooding represents a medium-high risk throughout the county. Support the objectives and action items outlined in the Flood and in the Coastal Storm and Flooding Chapters of the County's Hazard Mitigation Plan.

In Area 11, riverine flooding risks are highest surrounding White Marsh Run and the Bird River (in the White Marsh and Middle River sub-areas) and around Stemmers Run (in the Rossville sub-area and portions of the Essex sub-area). Coastal flood risks are highest in the Bowleys Quarters and Essex sub-areas.

The 2021 HMP identified waterfront communities in the Essex and Bowleys Quarters sub-areas as experiencing a high social-vulnerability score. Develop a strategic, actionable workplan that prioritizes projects and programs in areas that disproportionately impact disadvantaged groups.

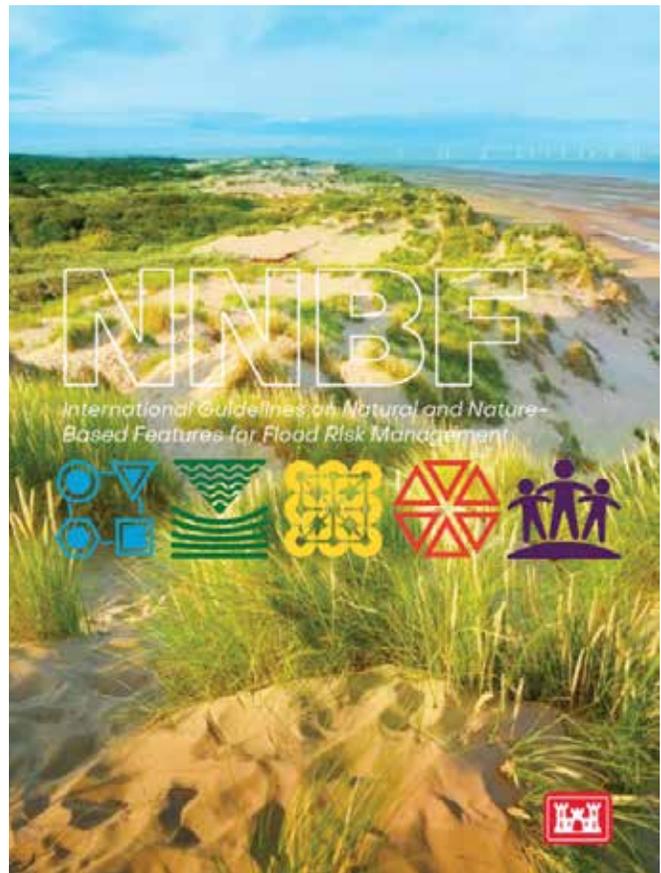
Explore the potential of full delivery and pay-for-performance programs to target water quality and/or flood reduction goals in areas of need.



*In many parts of the Essex, Bowleys Quarters, and Middle River sub-areas, flooding can be a frequent challenge. Pictured here is Cox Point Park, where road access is impeded by water after a heavy rain.*

**HN 4.6 - Incorporate cost effective coastal resiliency strategies into development regulations and updates of the Baltimore County Hazard Mitigation Plan to address floodplain management areas and populations at risk.**

Develop a strategic, actionable workplan that prioritizes projects and programs in areas where flood risks disproportionately impact disadvantaged groups. Explore the development of coastal, resilience-based development regulations that focus on the projected increase in coastal water levels compared with coastal infrastructure and with community and natural resources.



**USACE ENGINEERING WITH NATURE PROGRAM:** The US Army Corp of Engineers (USACE) Engineering With Nature program has developed guidelines for Nature Based Solutions. This document provides a range of strategies which could be used to develop updated regulations and strategies to develop flood resilience.



**WATER STREET LIVING SHORELINE, HAVRE DE GRACE, MD:**

The City of Havre De Grace replaced a concrete bulkhead with a natural shoreline of wetlands, dunes, and beaches. The restored shoreline filters runoff, attenuates wave energy to reduce erosion, and creates a “habitat migration corridor.” The project received funding from the National Fish and Wildlife Foundation and the National Wildlife Federation’s Coastal Resilience Fund. Three project phases addressed almost 3,000 feet of shoreline.



**BOYD PARK RETROFIT, CHEVERLY, MD:**

Through the Prince George’s County Stormwater Stewardship Grant Program, the Town of Cheverly installed two rain gardens and planted 30 native trees at an existing park which already featured a playground, sport courts, and trails.

**HN 4.7 - Strive to increase the County’s tree canopy, especially in areas of deficiency.**

In Area 11, increase tree coverage in the Essex sub-area and within the nodes and priority redevelopment areas. Refer to the Baltimore County Reforestation and Urban Tree Canopy List for a list of recommended deciduous tree species native to the area.

**RR 4.2 - Continue to coordinate with the regional alliance on the protection of water resources through education, advocacy, land preservation and restoration of aquifers, watersheds and the Chesapeake Bay.**

Encourage collaboration with surrounding Harford County and with Baltimore City on specific resilience and mitigation projects (e.g., related to flooding). Outreach to partner organizations is critical in developing and advancing the protection of water resources. Leverage can be gained by maintaining educational contacts through local universities and practitioners in the private, public, and academic spaces. Working with groups such as the Urban Waters Partnership and the Baltimore County Commission on Environmental Quality, as well as NGOs, can also help to develop advocacy and protection of land and water resources. Explore development of a regional watershed governance as a key strategy in the protection of water resources.



Miami Beach

## CREATE OPEN SPACES FOR PEOPLE

Improve and increase opportunities for people to enjoy time outdoors with both active recreation opportunities and passive recreation opportunities.

### Key Actions

#### HN 2.1 - Improve coordination among County agencies to connect access points and trails that encourage passive and active uses and while also protecting environmentally sensitive areas.

In Area 11, stronger connections to and between parks and natural areas could be established, particularly within the Middle River and Essex sub-areas. Explore opportunities for passive use of existing land preservation areas, including trails and bird watching.

Additionally, greater public access to Hart-Miller Island is needed. Explore and prioritize the development of a water taxi system to provide ready access to reach the island.



#### ST. CLEMENT'S ISLAND STATE PARK WATER TAXI (IMAGE FROM SOUTHERN MARYLAND NATIONAL HERITAGE AREA):

In St. Mary's County, a water taxi to St. Clement's Island State Park is provided through the county. Service is available in-season, offering continuous trips to the island between 10am and 2pm for a low cost (currently \$7/person). The water taxi has made St. Clement's Island accessible to the public and brings tourists to the area. The success of this water taxi provides a model that could be emulated for Hart-Miller Island.

#### HN 2.3 - Acquire land for parks, greenway corridors, open space and paths in communities that have less access to neighborhood or community parks and in areas expected to have high population.

In Area 11, increase green amenities within and around nodes and priority redevelopment areas. Prioritize park amenities throughout the Middle River sub-area. Leverage the County's Eco-Park Zoning Overlay District as a tool for expanding available public green space.

In the Essex sub-area, focus on supporting additional and improved open space priorities as identified by Essex CDC and community partners in the retail gap analysis and in the Essex Reimagined initiative.

Work with NeighborSpace to identify priority areas throughout.

#### HN 2.4 - Increase the number of pocket parks with amenities, focusing on areas of high population and redevelopment, especially in the more urbanized areas of Baltimore County.

The Area 11 community expressed interest in pocket parks within the White Marsh Mall and Eastern Boulevard Nodes.



**YNOT LOT, BALTIMORE, MARYLAND:** A 6,000 square foot vacant corner lot was transformed into programmable public space for several years in the Station North Arts & Entertainment District. A semi-permanent stage and shipping container anchored the space and Station North rented equipment such as speakers, tables, and chairs while coordinating programming. The lot hosted over 100 events in a typical year. The space concluded operations in 2022 at the end of the agreed upon lease.



**POCKET PARK, GREENPOINT LIBRARY AND ENVIRONMENTAL EDUCATION CENTER, BROOKLYN, NY:** The Greenpoint Library and Environmental Education Center features a thoughtfully designed entrance plaza that serves as a welcoming gateway to the facility. The plaza incorporates sustainable materials and landscaping elements that reflect the environmental education mission of the center. It provides a space for community gatherings and educational activities, enhancing the connection between the library and the surrounding neighborhood.



**THE YARD AT BAYSHORE, GLENDALE, WI:** An existing mall added a new public square to help encourage traffic to its retail offerings. The space is programmed with a Sounds of Summer concert series and includes a beer garden, food trucks, and pop-up vendors.



**HN 2.7 - Require new development or redevelopment to provide publicly accessible shared-use pathways and to increase the acreage and quality of open space and forested or tree-shaded open space.**

In Area 11, coordinate with active development projects, including “Aviation Station”, White Marsh Mall, Lockheed Martin site, and future plans for the Lafarge-Holcim property. Additionally, work with NeighborSpace to identify priority areas.

Shared-use pathways should be ADA compliant and well-lit, and should incorporate bright markings, benches, identifying and safety signage. Additional supporting improvements should identify locations for micro-mobility services (e.g., bike racks and stations), promote safe connections to schools, parks, playgrounds, community centers, libraries, and transit stops and outline strategies for ongoing maintenance.

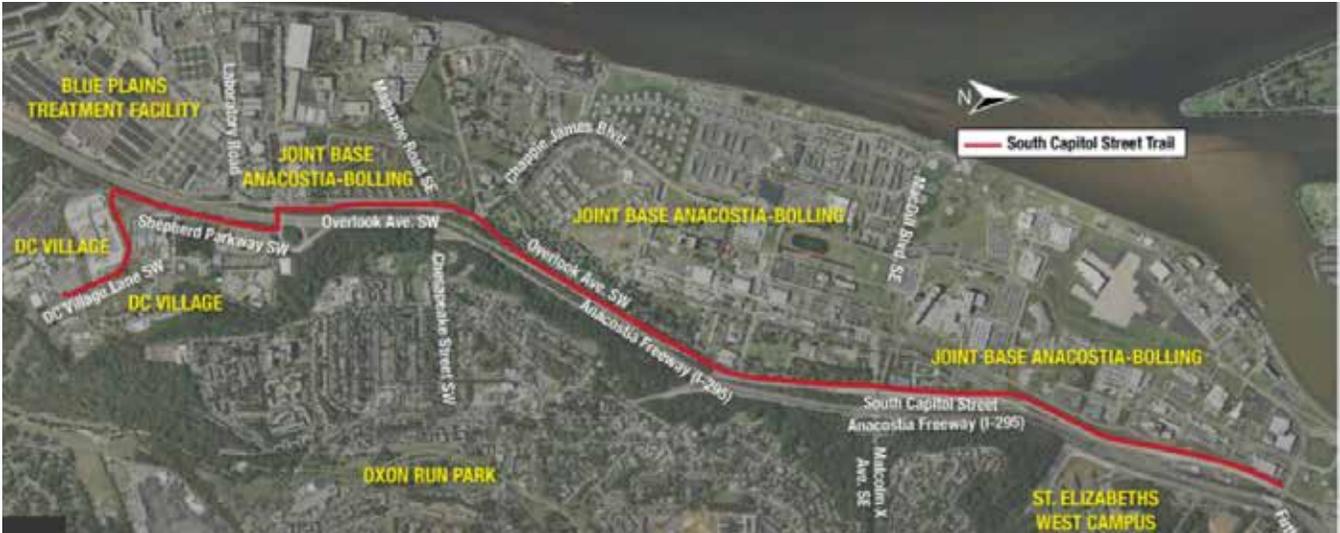
**TOWN BRANCH COMMONS, LEXINGTON, KENTUCKY**

**2022:** Town Branch Commons is a transformative 2.5-mile multi-modal trail that reimagines downtown Lexington by tracing the path of the historic Town Branch Creek. The design incorporates elements inspired by the region’s karst geology, featuring pools, water windows, and stream channels that bring water into the public realm. It connects urban and rural communities.



**SMALL TOWN AND RURAL DESIGN GUIDE / PHYSICALLY SEPARATED SHARED USE PATH IN SPRINGDALE, AR (PHOTO BY ALTA PLANNING + DESIGN):**

The Small Town and Rural Design Guide (left) offers a resource for small towns and rural communities to introduce safe, comfortable, and active transportation amenities. As an example, this shared use path (right) in Springdale, AR, was created in a community with a population of 75,000 residents.



**SOUTH CAPITOL STREET TRAIL, WASHINGTON, D.C.:** The Washington, D.C., Department of Transportation has developed the South Capitol Street Trail concept plan. The proposed trail plan includes maps of the proposed route in connection to existing trails and park areas, multiple variations of the proposed trail, roadway design criteria, signage and markings, and sections that emphasize the importance of low impact development.

**HC 4.2 - Renovate and enhance older parks to ensure that they are equitable, meet modern recreational needs and are an asset to the communities and neighborhoods they serve.**

Additionally, in Area 11, integrate climate-informed design elements to ensure parks are more resilient to natural disasters. Add floodable elements to park spaces to help adapt to stormwater needs of surrounding communities. Ensuring these park spaces are publicly accessible not only provides recreational opportunities, but presents a chance for environmental and climate education.



**TURNER STATION PARKS:** NeighborSpace of Baltimore County has worked closely with the County to re-develop older park areas and to provide more equitable park access for Baltimore County residents in Dundalk. Their work has also provided a template for assessing community climate resilience.

**HC 4.3 - Ensure county residents who live inside the URDL live within a safe 15-minute walk of a park or public open space.**

In Area 11, prioritize new parks in the sub-areas of Rossville, Middle River, and southern portions of Bowleys Quarters to expand the number of parks within a safe 15-minute walk of residents. Leverage the County’s Eco-Park Zoning Overlay District as a tool for expanding available public green space, as well as educational or school facilities, if conditions permit. An additional effort is needed to identify the areas of greatest need by reviewing existing sidewalk connectivity, changes in elevation, the presence of trees for shade, existence of barriers, and any difficult roadway crossings, especially in areas with vulnerable communities.



**MONON TRAIL, ARTS & DESIGN DISTRICT, CARMEL, IN:** The Monon Greenway weaves directly through Carmel's Arts & Design District, creating a vibrant, walkable corridor where public art, local shops, and cultural amenities meet an active multi-use trail. The greenway not only supports biking and walking but also reinforces the district's identity as a connected and livable urban destination.

**HC 4.6 - Create a network of connecting parks through the County.**

In Area 11, prioritize sidewalk improvements and active transportation facilities between parks and recreational amenities and to nearby communities. In the Middle River sub-area, establish a dedicated connection between Marshy Point Park and Eastern Regional Park along Eastern Avenue and support the planned active transportation facilities already identified for Carroll Island Road to connect to the future Carroll Island Park. In the Essex sub-area, better connect to and between parks off of Southeast Boulevard and Back River Neck Road. In the White Marsh Mall sub-area, introduce additional park space near the White Marsh Mall Node and improve connections to Honeygo Regional Park by prioritizing the planned active transportation facilities identified for Honeygo Boulevard and Ebenezer Road. Additional public open



**WB&A TRAIL BRIDGE, ANNE ARUNDEL AND PRINCE GEORGES COUNTIES, MD:** New bike and pedestrian bridge connects previously isolated trail sections on either side of the Patuxent River. It is intended to serve both for recreation and to encourage pedestrian and bike transportation and is part of the East Coast Greenway, the American Discovery Trail, and the September 11 Memorial Trail.

space is needed in the Rossville sub-area and near the Pulaski Highway Node.



## Community

The community topic is focused on the health, resilience, and livability of the area's neighborhoods. Strong and healthy communities sustain strong and healthy people.

Area 11 is home to many longstanding, mature neighborhoods. And with many recreational resources, people in Area 11 have a number of opportunities to get active and get outside—particularly near the water. Some of these strengths, however, also present challenges. For instance, Area 11 is experiencing aging housing stock—often in high-density, low-income

areas that are struggling with high turnover and clustering of residential vacancies. Accommodations are also needed to support an aging population. Additionally, a resiliency focus that addresses climate vulnerabilities and the need for various emergency services will ensure the safety all the area's residents and neighborhoods.

As Area 11 continues to develop, recommendations related to community should focus on **supporting the strength and resiliency of existing communities** along with **ensuring Area 11 is a desirable and affordable place to live**.



Photo by Connor McManus, Pexels

## IMPROVE COMMUNITY RESILIENCY & SERVICES

Foster health and well-being among area residents by improving access to daily needs and by promoting safety and resiliency.

### Key Actions

#### **LBE 5.8 - Evaluate and improve the ability of existing and proposed County facilities to withstand the impacts of climate change.**

Make necessary flood- and wind-proofing measures to the Baltimore County Police Marine Unit (flood zone), Seneca Elementary School in Bowleys Quarters (flood zone), and Bowleys Quarters Fire Station (flood zone) as outlined in the Baltimore County [Hazard Mitigation Plan](#). Incorporate climate change considerations into the development of the new Essex Library Branch.

Assess the need to update Heating, Ventilation, and Air Conditioning (HVAC) systems and other infrastructure necessary for cooling in schools, community centers, and other government-owned facilities in SAP 11. These systems need to be more efficient and reliable as cooling needs increase with climate change.



Seneca Elementary School



**AGE-FRIENDLY TABLES FOR CONNECTION, HOWARD COUNTY, MD:** Tables installed at Cedar Lane Park West and Martin Road Park include wi-fi hot spots, charging portals for devices, and solar panels. The tables feature both seats and space for wheelchairs. They are part of Howard County's Age-Friendly Initiative started in 2019.

#### **HC 1.6 - Increase resources for senior citizens to age in place comfortably by improving existing ADA accommodations, universal design, and incorporating age-friendly design principles into County buildings and spaces.**

In Area 11, sub-areas with the largest populations of older adults include Bowleys Quarters, Essex, and White Marsh, which each had more than 42% of residents above the age of 45 in 2020. Convene a meeting to include the Department of Aging, the Department of Health, the Department of Housing and Community Development, the Department of Planning, and Social Services, along with the MTA, to further explore strategies to support aging-in-place in these sub-areas.



Fruitland Produce Market in Essex

**HC 1.7 - Reduce the number of food deserts and promote access to healthy food for all ages, particularly in low/moderate income communities.**

According to 2019 data from the United States Department of Agriculture’s (USDA) [Food Access Research Atlas](#) (which looks at low food access in low-income areas), communities in Bowleys Quarters and Essex sub-areas are experiencing the greatest need for improved food access. In Essex, particularly, extensive work surrounding food access is already underway, including efforts by community schools, churches, and Essex CDC partners. This work should be supported. Through community conversations, the planning team also understands there is a strong desire for improved food access within the Middle River sub-area. In White Marsh, there’s a desire to explore opportunities for a community garden.



Richardson Farms in Middle River

Utilize short-term/stopgap measures (such as farmers markets) that accept Supplemental Nutrition Assistance Program (SNAP), Women Infants and Children (WIC), and Electronic Benefits Transfer (EBT), or produce drops. Support efforts of Community Schools Coordinators, Community Assistance Network (CAN), and other community groups and non-profits towards efforts like these. Develop long-term strategies to attract and retain full-service grocery stores to areas facing food apartheid to address lack of access to fresh foods.



**HC 2.6 - Modernize and update the police and fire departments aging facilities, vehicles and technology, and support the construction and renovation of new and existing career and volunteer fire stations.**

In Area 11, explore the need for additional career fire stations in the Middle River sub-area. Support current plans underway to build a new Essex police station.

Address flood-proofing needs of the Baltimore County Police Marine Unit in Bowleys Quarters, as outlined by both the [Climate Action Plan](#) (CAP) and [Hazard Mitigation Plan](#) (HMP).

**NORTHGATE FIRE STATION, FREDERICK, MD:** The Northgate Fire Station (Station 29), located at 37 Thomas Johnson Drive in Frederick, Maryland, serves as a modern, strategically positioned facility within the Frederick County Division of Fire & Rescue Services. Designed to reflect a modern aesthetic while integrating seamlessly into its industrial surroundings.



The White Marsh Volunteer Fire Company's new building was completed in 2018 and includes a community center (Image source: the White Marsh Volunteer Fire Company)



*Residential Community in Bowleys Quarters*

## **SUPPORT HEALTHY, ATTAINABLE HOUSING**

Maintain Area 11 as a desirable place to live by providing for the needs of existing residents and increasing a healthy housing market.

### **Key Actions**

#### **LBE 2.4 - Establish age- and disability-friendly policies to support and enhance initiatives for aging in place and people with disabilities.**

Support for age- and disability-friendly policies and efforts should focus on high-density neighborhoods built before 1980, which are present throughout but concentrated in the Essex and Middle River sub-areas.



*Policies and programs can help aging adults remain in their homes and communities*



*An older housing development in the area*

#### **LBE 2.5 - Establish place-based strategies to improve and enhance the housing stock in older communities.**

Neighborhoods built before 1980 where housing stock should be improved and enhanced are found throughout Area 11 but concentrated in the Essex and Middle River sub-areas. Additionally, support the Baltimore County's Essex Reimagined Place-Based Initiative.

#### **LBE 2.8 - Increase a healthy housing market in older communities while ensuring affordability within these areas to prevent displacement.**

Neighborhoods built before 1980 are found throughout but concentrated in the Essex and Middle River sub-areas. Explore "missing middle" housing solutions throughout Area 11.



## Economy

The economy topic focuses on economic activity, economic development, and revitalization throughout the area. An area with a robust local economy is regionally competitive, attracts visitors, and expands opportunities for residents to work and to prosper.

Area 11 is a highly-attractive region of Baltimore County that offers unique shoreline and civic assets which can be better leveraged for tourism opportunities. The area is also home to some major anchor institutions across the industries of healthcare, retail, aerospace, and education. Since 2002, there has

been an increase in the total number of jobs offered within Area 11's borders (source: 2024 Longitudinal Employer-Household Dynamics On the Map tool).

But Area 11 also suffers from high commercial vacancy along key corridors. Additionally, Area 11, like many communities across Baltimore County, faces development hurdles related to regulations, communication, and development process challenges.

Major economy-related recommendations aim to **support existing businesses, improve area marketing, and promote redevelopment and revitalization.**



*Businesses along Eastern Boulevard in Essex*

## SUPPORT EXISTING BUSINESSES

The success of existing businesses should be a priority for the County and the community. Continue to ensure businesses have the best chances possible to thrive by ensuring access to important resources and by supporting commercial areas.

### Key Actions

**RE 1.1 - Incentivize and provide marketing strategies to support small businesses in commercial districts to maintain the character, enhance the vibrancy and foster opportunity.**

In addition to providing support to the Commercial Revitalization Districts (CRDs) in Area 11, begin working with businesses within the Pulaski Highway and Eastern Boulevard and Martin State Airport/Middle River Road nodes. Prioritize efforts to reduce commercial vacancies within the Greenleigh/Middle River area.

**RR 1.2 - Work with local educational institutions to provide materials and services for businesses at Tradepoint Atlantic and throughout the region.**

In Area 11, promote and expand utilization of training programs offered by the Baltimore County Department of Economic and Workforce Development (DEWD), the Small Business Administration, the Baltimore County Public Library, and CCBC Essex.

**IP 3.4 - As part of the small area plan and planning process, determine goals and strategies to improve the effectiveness of existing community organizations and assist with the formation of new ones in underrepresented communities.**

In Area 11, the Department of Planning should actively encourage greater participation from residents and community leaders in the Community Planning Institute (CPI) program. CPI enrollment from members of the communities in Area 11 have been among the lowest. Additionally, to empower community organizations to shape the future of Area 11, hold a meeting with community leaders to identify opportunities for community-led support of the actions identified in this plan, once this plan is adopted.



*Members of the Community Planning Institute 2023 cohort*



A mural in Bowleys Quarters

## IMPROVE AREA MARKETING AND TOURISM

Celebrate the many environmental, recreational, and cultural resources in Area 11 as a draw for economic activity that invites people to stay, shop, and dine here.

### Key Actions

**RE 3.1 - Improve and increase tourism attractors and hospitality support products [Note: action language is modified from the Master Plan 2030 to reflect the Office of Tourism and Cultural Art's current priorities]**

For Area 11, tourism priorities include waterfront promotion and the attraction of an upscale hotel, or more varied hotel products that offer conference space. Attract businesses like restaurants and breweries, and expand events and programs, to attract more people to visit and spend money in Area 11. Utilize wayfinding and other strategies to co-promote both the historic Eastern Boulevard commercial areas and the nearby waterfront.



Sign for Miami Beach Park

**RE 3.5 - Promote and expand the County's waterfront resources, including its businesses and recreational opportunities.**

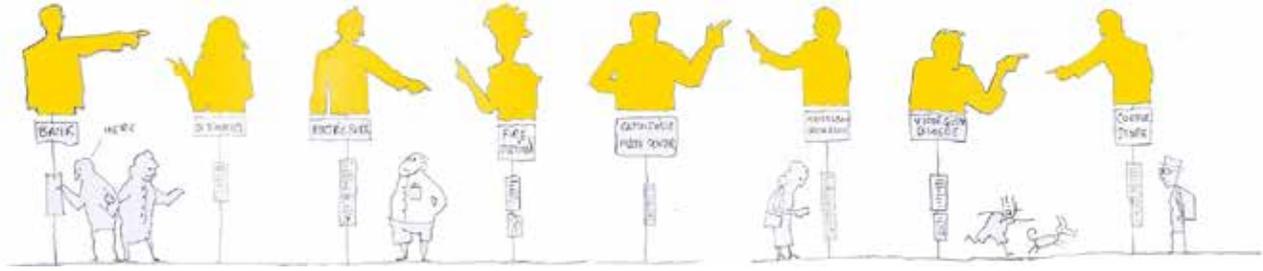
In Area 11, part of this support should include improving wayfinding for visitor access to waterfront amenities. Wayfinding must comply with the Americans with Disabilities Act (ADA) and provide equal, improved access for people of all abilities.

**RE 3.7 - Develop a multi-agency historic and cultural tourism program to promote historic sites, museums and areas of historic significance.**

In Area 11, support the ongoing efforts of the Heritage Society of Essex and Middle River and the Glenn L. Martin Maryland Aviation Museum. Celebrate the historic and unique sites throughout the district.



Historic planes at Glenn L. Martin Maryland Aviation Museum



**CATONSVILLE SIGNS FOR PEOPLE, CATONSVILLE, MD:** A series of prominent and playful wayfinding and placemaking signs in the Frederick Road corridor that were recently commissioned through a nationally competitive process supported by the former Catonsville Historical Society, Baltimore County Government, and the Maryland State Arts Council. Anticipated installation Fall 2025.



**LOCAL MARKETING (IMAGE CREDIT ESSEX CDC):** The recent efforts of the Essex CDC to support and promote businesses throughout the community—through their website, newsletter, and a new brochure, for example—serve as a strong model of local marketing that should be replicated throughout Area II.

Other strong examples of local marketing comes from the Marine Trades Association of Baltimore County and the Maryland Waterways Foundation.



**CHESAPEAKE HOUSE, PORT DEPOSIT, MD (IMAGE CREDIT AYERS SAINT GROSS):** The Chesapeake House Travel Plaza creates a 21st-century travelers' respite that is intimately connected to local landscape and regional culture, and shares graphic and signage characteristics with Maryland House, its neighbor to the south. The bold typographic palette draws inspiration from the largest estuary in the country, the Chesapeake Bay. Nautical themes are expressed in natural hues with glassy transparencies reminiscent of daylight and water. Visitors appreciate their relationship to Chesapeake Bay Watershed and its myriad species.



**DISCOVER BALTIMORE COUNTY:** The newly launched Discover Baltimore County aims to celebrate the County's many events and attractions.



**CHESTER COUNTY HERITAGE TOURISM PLAN, PA:**

This countywide plan seeks to coordinate the efforts of local government and private and nonprofit entities to craft a more seamless, high-quality natural and cultural tourism experience. The plan identifies interpretive themes as well as potential programming and funding.

Tier 02



**CAMBRIDGE WAYFINDING STUDY, MD (IMAGE CREDIT RIVERS AND ROADS):** This downtown wayfinding study articulates three financial “tiers” of signage infrastructure that can be employed and provides examples of cities that employ these tiers.



Carroll Island Shopping Plaza

## PROMOTE REDEVELOPMENT & REVITALIZATION

Use redevelopment and revitalization as tools for economic development to create commercial areas that entice new businesses and in which existing businesses can thrive.

### Key Actions

**LBE 1.3 - Create new and adjust existing overlay districts with implementation tools and incentives to encourage walkable, mixed-use development in and near transit stations by utilizing a smart growth framework.**

In advance of the next Comprehensive Zoning Map Process (CZMP) cycle, consider how the Mixed-Use (M.U.) District (see § 259.17 - Mixed-Use (M.U.) District of the [Baltimore County Zoning Regulations](#) (BCZR)) might be applied to nodes and, specifically, explore opportunities surrounding the Martin State Airport MARC Station.

The Department of Planning and the Department of Economic and Workforce Development (DEWD) should work together to evaluate the existing Commercial Revitalization District (CRD) boundaries in Area 11 to assess whether modifications to those boundaries might be warranted, or to identify additional financial tools to support revitalization areas located outside of the current CRD boundaries.

**LBE 1.5 - Identify older sub-standard buildings and provide incentives for adaptive re-use utilizing community input.**

Support efforts to revitalize aging office spaces and/or retail centers, including Hawthorne Plaza Shopping Center, Carroll Island Shopping Center, “Downtown” Essex, White Marsh Mall, and the space of the current Essex Library (once the new library is relocated to its new facility). Partner with DEWD to explore available financial tools. Additionally, partner with local organizations, such as Essex CDC and the Chesapeake Gateway Chamber of Commerce, to align efforts with local needs and priorities.

**LBE 1.6 - Expand strategies to encourage grey-field development (i.e., older shopping centers) to incentivize and eliminate barriers to (re) development.**

The Aviation Station and Lockheed Martin areas along Eastern Boulevard present two major opportunities for greyfield redevelopment, as do the White Marsh Mall properties. Additionally, support improvements and revitalization to aging commercial properties and shopping centers off of Eastern Boulevard, Martin Boulevard, and Rossville Boulevard.

**LBE 3.2 - Modify parking minimums for the following scenarios: areas in need of redevelopment; development proposed to be located around a half-mile of transit stops; and urban areas where shared parking is encouraged.**

Reduced parking minimums could be explored within the Node place types.



**THE MIXED-USE/TOD DEVELOPMENT, SPRING DISTRICT, BELLEVUE, WA:** The Spring District is a 36-acre, transit-oriented and mixed-use neighborhood in the Bel-Red Corridor, designed to integrate living, working, and community life around a light-rail station. The district accommodates almost 2000 residential units combining Market-Rate and Affordable Housing.

**PROJECT CONNECT, AUSTIN, TX:** The Federal Transit Administration highlights the City of Austin and its Project Connect vision for Capital Metro as an example of TOD at work. This project includes two light rail lines and TOD for 21 stations. The focus of this project is on active transportation with groups that have been historically underrepresented. Community collaboration and engagement allow Cap Metro to identify people at high risk for displacement and allows them to use TOD to rethink development for both transportation and affordable housing.

**LBE 3.5 - Work with The MDOT to develop a Transit Oriented Development (TOD) strategic plan to increase the use of transit services and connect jobs, housing, entertainment and retail.**

In Area 11, the MARC Station on Eastern Boulevard presents an opportunity to explore TOD. The [2020 Central Maryland Regional Transit Plan](#) identified the area surrounding Martin State Airport MARC station as a TOD location; however, when development plans surrounding this station changed, the TOD designation was removed. Nevertheless, an opportunity to envision transit-focused development in this area remains and should not be abandoned. Future explorations of transit-supported development in this area should build upon the work of the MTA's [2024 study of TOD opportunities along the Penn Line Corridor](#).

Additionally, the Regional Transit Plan also flagged both Essex and White Marsh as transit hubs. Continue



**THE PIKE & ROSE, NORTH BETHESDA, MD:** Pike & Rose is a dynamic 28-acre, mixed-use development located in North Bethesda, Maryland, just one block from the North Bethesda Metro station. Pike & Rose's goal was to create a pedestrian-friendly, transit-oriented urban center, contributing to the transformation of the Pike District into a vibrant community.

While development of this scale and density is not appropriate everywhere in Area 11, it may be worth exploring in certain areas, for instance, surrounding White Marsh Mall.

**RE 1.5 - Create a strategic plan focused on the redevelopment of declining or vacant commercial properties and shopping center/malls with priority areas for redevelopment, design guidelines, best practices and financial assistance.**

In Area 11, support revitalization surrounding White Marsh Mall. Additionally, support improvements and revitalization to aging commercial properties and shopping centers off of Eastern Boulevard (e.g., Middlesex Shopping Center, Hawthorne Plaza, Carroll Island Shopping Plaza, and the space of the current Essex Library), Martin Boulevard, and Rossville Boulevard.

to promote redevelopment and revitalization in these areas as significant transit corridors in accordance with the Fiscal Year 2026 Consolidated Transportation Plan and other County initiatives.

Ensure transit-focused strategies reflect the needs and wants of the community and build upon existing community infrastructure. Improvements surrounding transit-supported development should serve all types of roadway users and various travel purposes.

**RE 1.2 - Utilize land use policies and the Capital Improvement Program to encourage mixed-use development along commercial corridors to improve underused spaces.**

In advance of the next Comprehensive Zoning Map Process (CZMP) cycle, consider how the mixed-use overlay might be applied to nodes and, specifically, explore opportunities surrounding the Martin State Airport MARC Station.



*A For Rent sign in the window of a commercial vacancy in Essex*

**RE 1.6 - Establish initiatives to support innovative and adaptive re-use by the private sector to meet the changing economic conditions and needs.**

In Area 11, significant opportunities for adaptive reuse exist within the Eastern Boulevard Node and at White Marsh Mall.

Aging retail centers in Area 11 include Hawthorne Plaza Shopping Center and Carroll Island Shopping Plaza, while White Marsh Mall presents an opportunity for redevelopment. When the new Essex Library branch opens, the existing library space on Eastern Boulevard will present an adaptive re-use opportunity. Additionally, high commercial vacancies exist in “Downtown” Essex and in the areas surrounding Greenleigh.

**RE 1.7 - Partner with communities to identify and implement local economic revitalization efforts.**

In Area 11, community focused economic revitalization is desired along Back River Neck Road and Lower Eastern Boulevard (near “Downtown” Essex). As identified in previous planning studies, the Essex Park-and-Ride and Middlesex Shopping Centers are key redevelopment sites that should receive investment and improvement. Additionally, economic revitalization efforts should target aging retail/strip malls (such as Carroll Island Shopping Plaza, Hawthorne Plaza Shopping Center, and the space of the current Essex Library facility).

**RE 2.6 - Analyze existing regulations and modify as needed to encourage the development of local food businesses (e.g. farm to table and shared/commissary kitchens), small scale manufacturing, small-scale non-pollutant manufacturing (e.g. craft beverage production business and handmade soaps).**

Seek amendments to the [Baltimore County Zoning Regulations](#) (BCZR) that would allow for small scale manufacturing uses in commercial zones within CRDs. In Area 11, ideal opportunities for small scale manufacturing include in the nodes and redevelopment areas, particularly along Pulaski Highway and Eastern Boulevard.



*The Makers of Maryland shop on THE AVENUE supports local artisans and makers.*



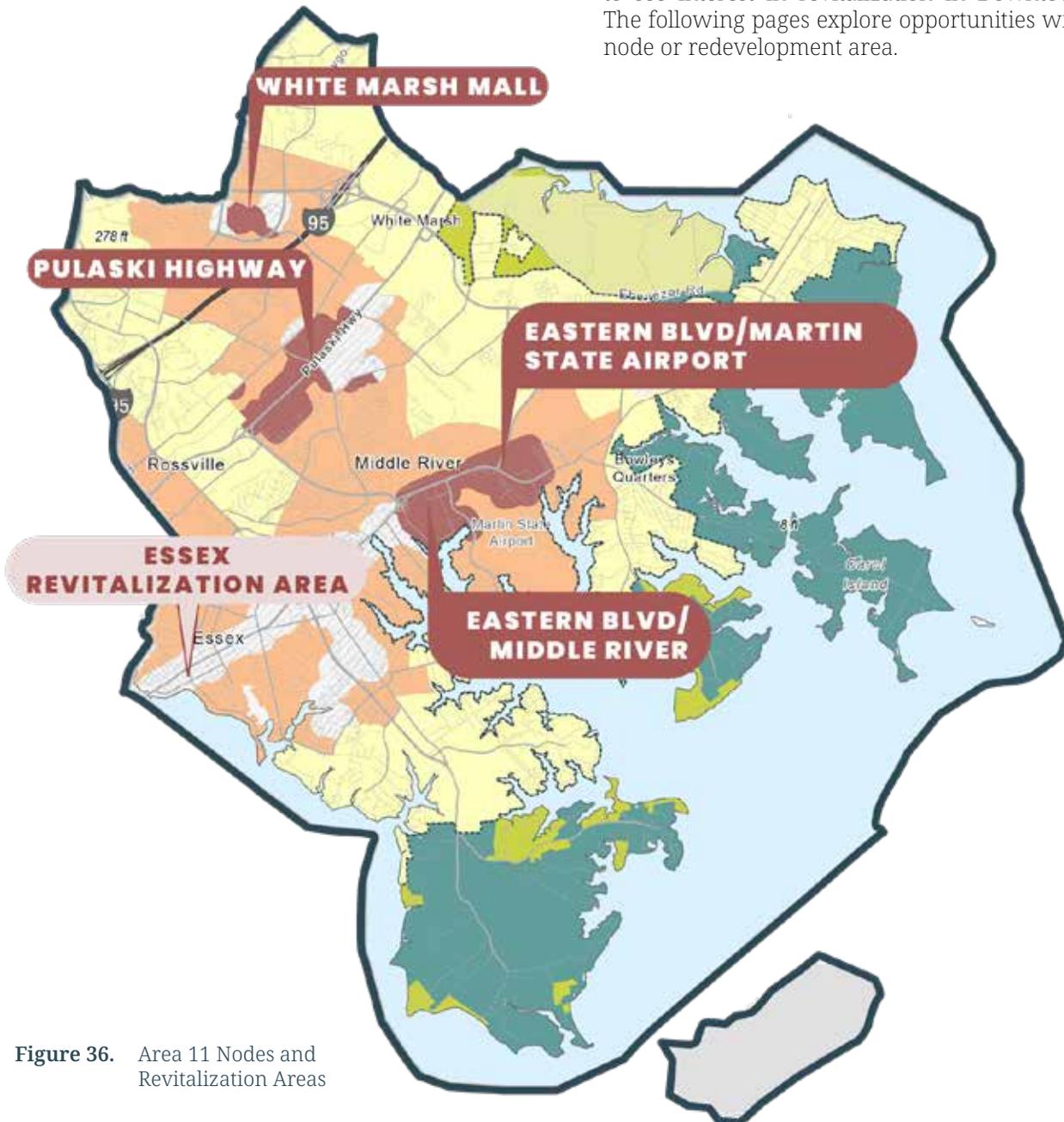
**B-MORE KITCHEN, BALTIMORE, MD:** B-More Kitchen is Baltimore’s first shared commercial kitchen and food business incubator, established in 2017. Located in the Govans neighborhood, the facility provides licensed kitchen space, professional equipment, and support services for caterers, chefs, and small-scale food producers. B-More Kitchen strengthens the local food economy and contributes to neighborhood revitalization.

## Nodes and Redevelopment Areas

*Master Plan 2030* utilized a data-driven approach—augmented by community input—to identify areas throughout Baltimore County that are most suitable for retrofitting. These areas, called “Nodes”, are intended to be the County’s primary focus for redevelopment and investment over the next decade.

As *Master Plan 2030* was ultimately adopted, only four node place types—White Marsh Mall, Pulaski Highway, Eastern Boulevard at Middle River Road, and Eastern

Boulevard at Martin State Airport—were identified within SAP 11. However, through the planning team’s early conversations with community members, we understood that other commercial destinations within the small area presented important revitalization priorities. In a participatory exercise conducted during the first public meeting, attendees were asked where they would most like to see redevelopment throughout SAP 11. Through this exercise, we again saw support for redevelopment in the three nodes, but also began to see interest in revitalization in Downtown Essex. The following pages explore opportunities within each node or redevelopment area.



**Figure 36.** Area 11 Nodes and Revitalization Areas

## NODE: WHITE MARSH MALL

### Regional Commercial Node

**PRIMARY LAND USE:** Commercial; Office;  
Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill  
Residential; Light Industrial; Civic/Institutional

Looking ahead to the future of the White Marsh Mall Node, redevelopment should capitalize on the site's new status as a CRD by focusing on connectivity improvements and diversified land uses—with a primary emphasis on commercial, office, and multi-family residential development, complemented by secondary uses (such as open space, infill residential, light industrial, and civic or institutional spaces).

Community discussions about the White Marsh Mall Node were heavily focused on the vast quantity of impervious surfaces (the parking lots and roadways, which don't allow rainwater to be absorbed by the ground) and a desire to protect existing greenery and introduce more of it. Indeed, the *Master Plan 2030* vision for this type of node emphasizes reducing single-use retail and replacing large parking lots with denser mixed-use developments that stimulate economic growth, create jobs, and provide a broader range of housing options, including affordable units. Buildings and spaces should be designed flexibly to adapt to evolving market demands and should feature active ground floors with experiential retail and restaurants that engage a more expansive pedestrian realm.

Connectivity improvements will be crucial—with plans to establish a walkable, bike-friendly, permeable street, integrating micro-mobility hubs and enhancing connections to parks, transit, and nearby neighborhoods. New infrastructure must also support electric vehicle charging, rideshare drop-off points, and prioritize safety and accessibility for all users.

While the White Marsh Mall Node is already a desirable destination for area residents and residents from elsewhere in the County, reaching the mall can be particularly challenging for non-motorists. Greater pedestrian and cyclist connectivity, along with traffic improvements, are needed here in order to promote the continued vitality of the area. In particular, sidewalk connections are needed along the entirety of Honeygo Boulevard, which might also present an ideal location to explore an active transportation trail



**THE HUNT VALLEY TOWNE CENTER, COCKEYSVILLE, MD:** Hunt Valley Towne Centre is a 300,000-square-foot open-air shopping center located in Cockeysville, Maryland. Opened in 2003, it was developed on the site of the former Hunt Valley Mall, which had closed in 2000. Today, this TOD site, now includes a mix of housing options.

and greenway connection. Such a facility was identified as a recommendation in the [Countywide Bicycle & Pedestrian Master Plan](#) (the “Bike/Ped Plan”). Another early connectivity win might include completing the planned and partially constructed Northeast Trail (along Perry Hall Boulevard) and making general pedestrian connectivity improvements between THE AVENUE and destinations across Honeygo Boulevard and Campbell Boulevard. Support should continue for the Campbell Boulevard active transportation facility identified in the Bike/Ped Plan.

Major intersection improvements are also needed in the area. The intersection at Honeygo Boulevard and White Marsh Boulevard has currently received a Level of Service (LOS) grade of D. The intersection just west, at White Marsh Boulevard and Perry Hall Boulevard, is not performing much better. These should be prioritized for traffic improvements (including improved pedestrian and cyclist crossings and reductions in crossing distances). The intersections along Honeygo Boulevard at Perry Hall Boulevard, Corporate Drive, Campbell Boulevard could also be improved for greater pedestrian safety.

Transportation improvements are particularly important in this node as a variety of additional housing development projects are already being explored,

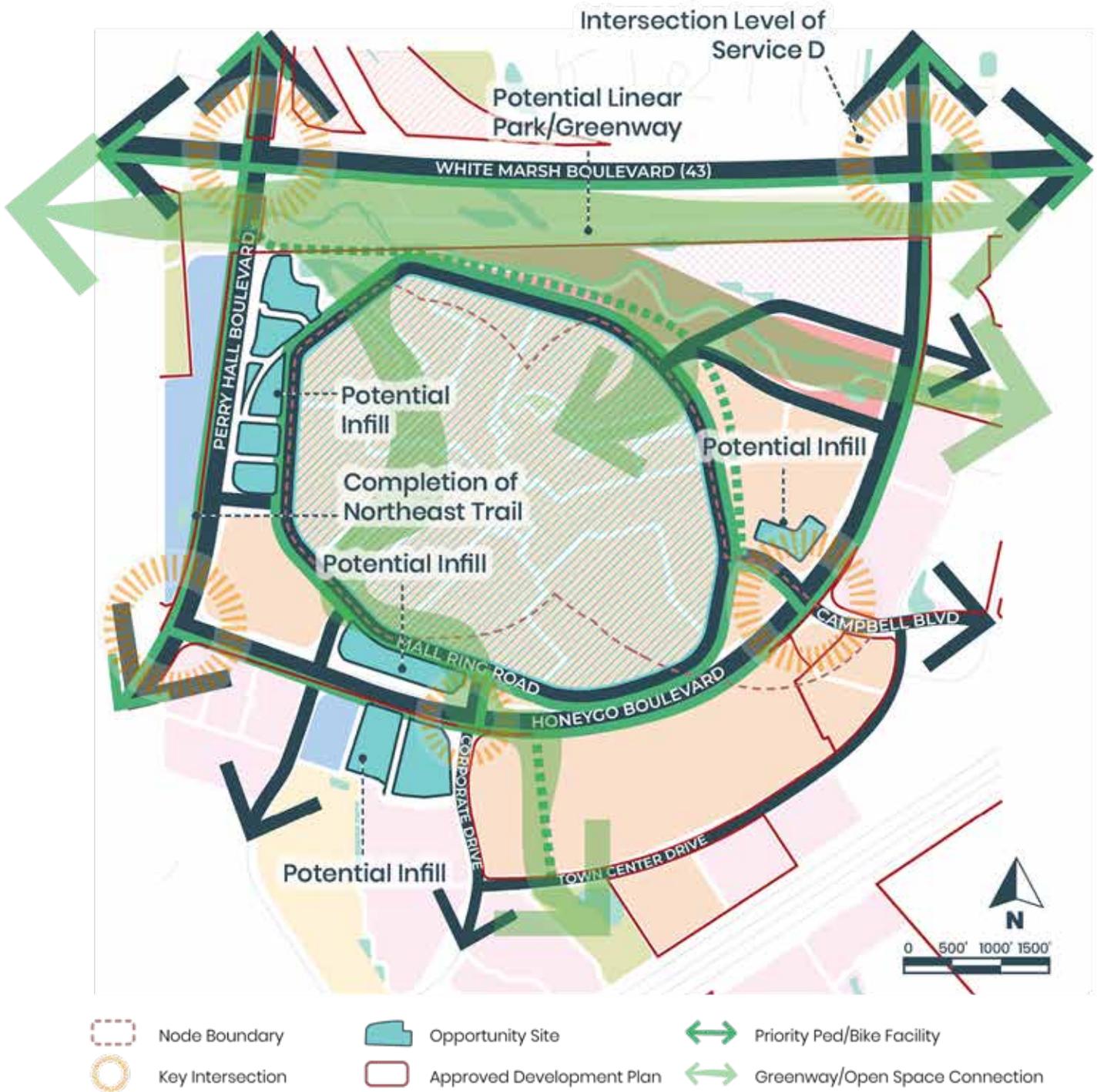


Figure 37. White Marsh Node - Revitalization Opportunities



**Figure 39.** White Marsh Town Center Concept Plan (from the White Marsh Town Center Task Force Report)

planned, approved, and constructed in and around the White Marsh Mall Node. Careful consideration must be given to how the additional residential units will increase the demand and stress placed on existing transportation networks and public infrastructure, which makes connectivity and safety improvements a priority in this area.

Collaboration with County departments, such as DPWT, is essential to enhance connectivity and safety for pedestrians and cyclists.

Future projects in the area should prioritize the reduction of impervious surfaces and an increase in tree cover, green infrastructure, and public green amenity spaces. The existing stream corridor that runs along the northern edge of the Node should continue to be protected and even enhanced, as it could draw increased visitors to the area in search of opportunities to enjoy nature. In fact, the Bike/Ped Plan identified a potential trail to run adjacent to this stream, called the White Marsh Run Trail.

Amenity spaces should be varied and inclusive, offering both formal and informal gathering areas that cater to diverse community needs. Green spaces should be woven throughout the development, linked by trails and paths, and designed to host civic events while also managing stormwater sustainably.

Principles of density, walkability, and abundant public space should inform development and infrastructure improvement decisions within the White Marsh Mall Node. Recent national development trends have demonstrated success at revitalizing conventional shopping mall sites through the incremental



**1994** (officially closed in 2000)



**2025**

**Figure 38.** Aerial Imagery Showing the Evolution of Hunt Valley Towne Center

introduction of community-focused infill development in the underutilized, “in-between” spaces. In Baltimore County, Hunt Valley Towne Center is a good example of how these improvements could be realized over many years (see Figure 38). The current White Marsh Mall site and the immediately surrounding opportunities present the greatest opportunities for infill development and development proposals submitted to the County in recent years have already demonstrated interest in this sort of infill development. Zoned Business Major (BM), these properties are ideal

locations for a more traditional, dense, neighborhood scale development that offers a mix of retail, service, and dining destinations. Therefore, no zoning or land use changes are necessary in the next Comprehensive Zoning Map Process (CZMP). However, to support the type of transformation envisioned at the White Marsh Mall Node, policy measures should include creating a new Mixed-Use (M.U.) District (see LBE 1.3), lifting size caps on retail within mixed-use projects, and fostering partnerships between local agencies and private developers to fund civic uses.

**Table 2.** Key Actions for the White Marsh Mall Node

Action	Description
<b>LBE 1.5</b>	Identify older sub-standard buildings and provide incentives for adaptive re-use utilizing community input.
<b>LBE 1.6</b>	Expand strategies to encourage greyfield development (i.e., older shopping centers) to incentivize and eliminate barriers to (re)development.
<b>LBE 3.1</b>	Implement The Baltimore County Bicycle and Pedestrian Master Plan to expanded bicycle access and use and provide links to green networks.
<b>LBE 3.2</b>	Modify parking minimums for the following scenarios: areas in need of redevelopment; development proposed to be located around a half-mile of transit stops; and urban areas where shared parking is encouraged.
<b>LBE 3.4</b>	Coordinate with the Maryland Transit Administration (MTA) and institutions to expand the Baltimore County locally operated transit services to support employment, meet the needs of seniors and connect residents to services.
<b>LBE 3.6</b>	Include the Complete Streets approach in small area plans to guide development projects, revitalization efforts or redevelopment and examine the role of transit.
<b>LBE 3.9</b>	Support opportunities for expanding transit services and micro-mobility services to better connect communities and regional jurisdictions.
<b>HN 2.4</b>	Increase the number of pocket parks with amenities, focusing on areas of high population and redevelopment, especially in the more urbanized areas of Baltimore County.
<b>HN 2.7</b>	Require new development or redevelopment to provide publicly accessible shared-use pathways and to increase the acreage and quality of open space and forested or tree-shaded open space.
<b>RE 1.5</b>	Create a strategic plan focused on the redevelopment of declining or vacant commercial properties and shopping center/malls with priority areas for redevelopment, design guidelines, best practices and financial assistance.
<b>RE 1.6</b>	Establish initiatives to support innovative and adaptive re-use by the private sector to meet the changing economic conditions and needs. In Area 11, significant opportunities for adaptive reuse exist within the Eastern Boulevard Node and at White Marsh Mall.
<b>RE 1.7</b>	Partner with communities to identify and implement local economic revitalization efforts.
<b>HC 2.3</b>	Adopt Vision Zero strategy to provide safer streets for all users, including cyclists, pedestrians and wheelchair users, to reduce traffic-related deaths and injuries to zero fatalities.
<b>HC 4.3</b>	Ensure county residents who live inside the URDL live within a safe 15-minute walk of a park or public open space.
<b>HC 4.7</b>	Strive to increase the County’s tree canopy, especially in areas of deficiency.

## NODE: PULASKI HIGHWAY

### Neighborhood Node

**PRIMARY LAND USE:** Commercial; Office; Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill Residential; Light Industrial; Civic/Institutional

At present, the land use along Pulaski Highway is a relatively balanced mix of light industry and commercial businesses that serve the broader region. The County should continue to support these businesses as they grow and expand. Surrounding residential areas, however, are wanting for more neighborhood-focused destinations and the conscious creation of open spaces. As some of the existing uses along Pulaski Highway change in the coming years, the County and community should together explore revitalization opportunities that are supportive of the surrounding area's needs and priorities, and that are congruent with the character of the area. An increase in retail, restaurant, and community service uses would help nearby residents meet their day-to-day needs.

There is a clear opportunity to revitalize these spaces into 21st-century neighborhood centers that not only modernize commercial activity but also provide better amenities and stronger physical connections for nearby residents. Future development should prioritize a mix of commercial, office, and multi-family residential uses, with secondary opportunities for open space, infill residential, light industrial, and civic or institutional uses. The *Master Plan 2030* vision for Neighborhood Nodes emphasizes site layouts that promote co-tenancy, shared parking, and minimized curb cuts, creating a more cohesive urban fabric. As some retail becomes obsolete, these sites should be repurposed for housing, with a range of residential types and densities to attract diverse populations (including townhouses and low- to mid-rise multifamily units). New developments should be sensitive to existing residential areas, using buffers, streetscaping, and pedestrian linkages to maintain the area's livability and reduce nuisances like noise.

Principles of density, walkability, and abundant public space should inform development and infrastructure improvement decisions within the Pulaski Highway Node. Infill opportunities should promote a more traditional form of development, with buildings brought close to the roadway. The intersection at Pulaski Highway and Middle River Road—which is already

a center point of commercial uses—presents an ideal nucleus of future community-oriented revitalization. The addition of infill development at each of the two western most corners would reinforce this area as a central destination along the corridor. This intersection, however, has received an LOS grade D, and traffic and safety improvements are sorely needed. North of the intersection, at Pulaski Highway and Campbell Boulevard/Mohrs Lane, a road extension is planned to connect Mohrs Lane across the rail line to Campbell Boulevard. When this connection is made, this intersection will become another important hub of commercial activity in the community. Infill surrounding this intersection should explore a mix of uses and a more traditional form of development. Intersection improvements should facilitate pedestrian crossings and overall traffic safety.

Connectivity improvements—and in particular, pedestrian safety countermeasures—are of paramount importance here and will transform the corridor into a more walkable environment. Pulaski Highway has the highest number of pedestrian traffic fatalities in all of Baltimore County. Increase the availability of crosswalks throughout this node, implementing clearly marked, high-visibility crossings that are signalized wherever possible. Additional safety measures—including pedestrian refuge islands, flashing beacons at crosswalks, curb extensions to shorten crossing distances, and reduced curb radii to slow turning vehicles—should be added throughout the Pulaski Highway Node.

In addition to crossing safety improvements, major bicyclist and pedestrian facilities improvements are needed in this area. There is a heavily disrupted (in fact, largely missing) sidewalk network along Pulaski Highway that needs to be completed. Bike facilities exist on portions of Pulaski Highway but are not



*A marked bike lane on Pulaski Highway insufficiently ensures the safety and comfort of (would-be) cyclists.*

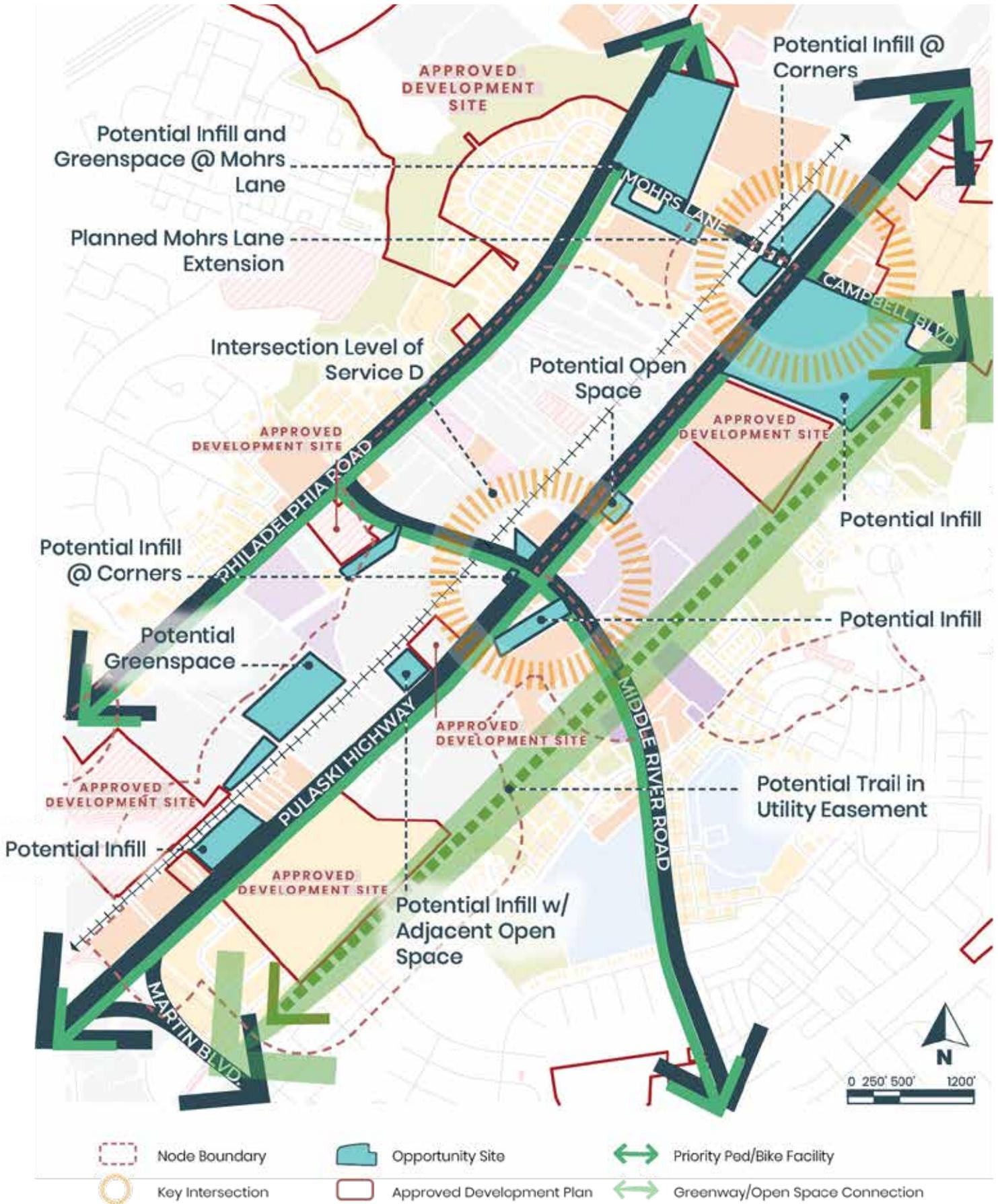


Figure 40. Pulaski Highway Node - Revitalization Opportunities



*A utility easement that runs parallel to Pulaski highway could become an important greenway connection.*

connected—nor do these existing bike facilities provide any sort of protection from vehicular traffic or reassurance of safety for cyclists.

Supporting connectivity improvements along Pulaski Highway should also include ADA-compliant sidewalks, completed and improved bike facilities, pedestrian-scaled lighting, and streetscape amenities such as street trees, benches, and bike racks. Roadway improvements should focus on smoother, safer traffic flow, with protected bike lanes, better signal coordination, curb cut consolidation, and traffic calming measures. Additionally, well-designed wayfinding and signage improvements are needed to enhance navigation while reducing visual clutter. Similar connectivity improvements should be explored along Philadelphia Road as a parallel and complementary route.

Community members also expressed interest in more greenspace access in this node. A utility easement that runs parallel to Pulaski Highway could be explored as a recreational trail resource beginning at Martin Boulevard at the south and traveling north—past Middle River Road (near the new Middle River Recreation Activity Center (RAC))—toward Campbell Boulevard, connecting residential communities with one another and with nearby shopping destinations. Additionally, there are a few locations along Pulaski Highway where potential new public green space or gathering spaces (e.g., plazas, courtyards, or public greens) can be introduced. The current zoning classifications on these sites are Manufacturing Light (ML) and Business Roadside (BR).

Overall, the evolution of the Pulaski Highway corridor should embrace innovative design strategies that address physical constraints, create safer and more attractive environments, improve access to greenspace, and establish a more balanced, mixed-use neighborhood center for both current and future residents.

**Table 3.** Key Actions for the Pulaski Highway Node

Action	Description
<b>LBE 2.8</b>	Increase a healthy housing market in older communities while ensuring affordability within these areas to prevent displacement.
<b>LBE 3.13</b>	Prioritize the construction of an east-bound connection from Philadelphia Road to White Marsh Boulevard and work to eliminate the chronic congestion in the Cowenton Avenue area near Pulaski Highway.
<b>RE 1.2</b>	Utilize land use policies and the Capital Improvement Program to encourage mixed-use development along commercial corridors to improve underused spaces.
<b>HC 2.3</b>	Adopt Vision Zero strategy to provide safer streets for all users, including cyclists, pedestrians and wheelchair users, to reduce traffic-related deaths and injuries to zero fatalities.
<b>HC 4.7</b>	Strive to increase the County’s tree canopy, especially in areas of deficiency.

## NODE: EASTERN BOULEVARD AT MIDDLE RIVER ROAD/ MARTIN STATE AIRPORT

### Mobility Node (*Martin State Airport*)

**PRIMARY LAND USE:** Commercial; Office; Civic/  
Institutional; Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Light Industrial

### Neighborhood Node (*Middle River Road*)

**PRIMARY LAND USE:** Commercial; Office;  
Multi-Family Residential

**SECONDARY LAND USE:** Open Space; Infill  
Residential; Light Industrial; Civic/Institutional

*Master Plan 2030* distinguishes Eastern Boulevard at Martin State Airport and at Middle River Road as two separate nodes (a Mobility Node at Martin State Airport and a Neighborhood Node at Middle River Road). However, for the purposes of a more holistic revitalization approach, the Area 11 effort assessed opportunities for the combined area as if it were one node.

This Eastern Boulevard Node is envisioned as a vibrant, multi-modal center that tightly integrates transit with mixed-use development, creating a walkable, transit-supported environment that supports both mobility and community life. The area presents the greatest potential for a transit-supported form of development, and conversations with MDOT should explore TOD designations and improvements in this area.

Future development should prioritize a mix of commercial, office, and civic/institutional uses, supported by secondary uses like open space and light industrial. The built form should include mixed-use development, designed to concentrate the tallest, densest developments near transit stops and gradually stepping down in height and intensity closest to existing residential neighborhoods. Buildings should be oriented close to the street and adhere to clear design standards (such as limited setbacks, transparency at ground level (windows and doors), and varied architectural design to enhance the pedestrian experience and eliminate “blank walls”).

Special trip generators like government buildings, schools, and community centers should be situated near transit stops to encourage transit ridership and foot traffic. The design must also plan for a compact

block structure, ensuring a fine-grained, walkable network with blocks typically measuring between 250–400 feet by 500–700 feet.

Development opportunities in this node are limited by the existing rail line on the west and Martin State Airport to the east. A great opportunity, however, is in the community’s interest in more green space. Existing forested areas can be preserved and enjoyed passively. Meanwhile, infill opportunities should be concentrated closest to the major intersections by Martin Boulevard (near and on the Lockheed Martin site) and at White Marsh Boulevard. Infill development should complement and be compatible with the Glenn L. Martin Maryland Aviation Museum, which has recently relocated to the Lockheed Martin site. As part of the Voluntary Cleanup of the Middle River Complex at the former Lockheed properties, future land uses (notably, residential uses) are restricted by Environmental Covenants. Future uses must conform to these land-use restrictions, and should support the community’s vision of this area as an employment center.

Intersection improvements (safer crossings, reduced crossing distances, and other interventions to improve traffic safety) will be necessary at these two intersections. Principles of density, walkability, and abundant public space should inform development and infrastructure improvement decisions around infill development in the Eastern Boulevard Node.

The existing MARC Station parking lot at White Marsh Boulevard and Eastern Boulevard, which services the MARC Penn-Washington line, is well utilized—so much so, that individuals interested in utilizing this valuable transit service cannot find a parking spot which would permit them to. Improvements to



*The MARC station property could be reimagined as a transit-supported development site.*

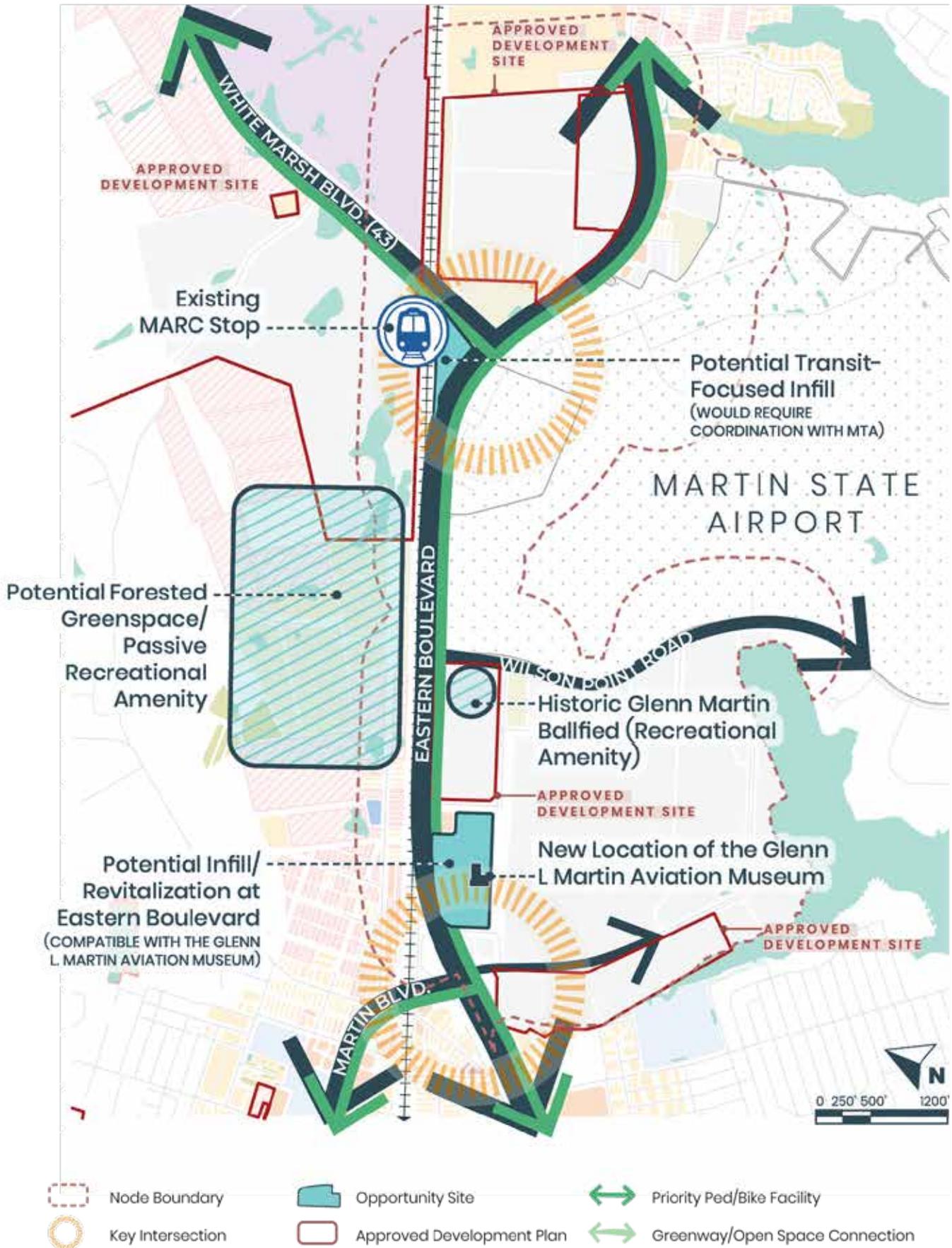


Figure 41. Eastern Boulevard Node - Revitalization Opportunities

increase parking capacity at this station could be coordinated with a mixed-use infill development that accommodates parking on the ground floor, wrapped by retail, with residential and/or office space above.

A major concern in this Node is focused on traffic safety. Speeding and dangerous driving conditions are prevalent along Eastern Boulevard. Significant efforts are needed to slow traffic, better control traffic, and promote safer active transportation opportunities along all of Eastern Boulevard. Indeed, MDOT State Highway Administration (SHA) and the Baltimore County Department of Public Works and Transportation have already been studying this stretch of Eastern Boulevard and are in the process of identifying interventions. When those traffic analyses and recommendations are developed, they will present priority improvements to explore in this area.

Bicycle facilities are proposed surrounding this area. Collaboration with SHA should explore active transportation options directly along or adjacent to Eastern Boulevard.

The goal is to transform the Eastern Boulevard node into a multi-functional, transit-supportive center that strengthens connections between transportation and surrounding land uses while creating a dynamic, people-centered place. By adding supportive infrastructure—such as bus layover areas, transit shelters with real-time arrival info, bike-share and car-share stations, bike storage and repair facilities, and a mix of retail and open space—the node can better serve a broad range of users and expand the reach of accessible destinations. Its success will depend on how well transportation, land use, and public spaces are integrated into a cohesive, user-friendly environment.

**Table 4.** Key Actions for the Eastern Boulevard Node

Action	Description
<b>LBE 1.3</b>	Create new and adjust existing overlay districts with implementation tools and incentives to encourage walkable, mixed-use development in and near transit stations by utilizing a smart growth framework.
<b>LBE 1.6</b>	Expand strategies to encourage greyfield development (i.e., older shopping centers) to incentivize and eliminate barriers to (re)development.
<b>LBE 3.1</b>	Implement The Baltimore County Bicycle and Pedestrian Master Plan to expanded bicycle access and use and provide links to green networks.
<b>LBE 3.9</b>	Support opportunities for expanding transit services and micro-mobility services to better connect communities and regional jurisdictions.
<b>HN 2.7</b>	Require new development or redevelopment to provide publicly accessible shared-use pathways and to increase the acreage and quality of open space and forested or tree-shaded open space.
<b>HN 3.1</b>	Protect the water quality in reservoirs, local waterways, rivers, floodplains, wetlands and the Chesapeake Bay by mitigating the impacts of increased stormwater run-off and other adverse effects of land development and climate change by prioritizing stream restoration projects which provide Total Maximum Daily Loads (TMDLs) and Municipal Separate Storm Sewer Systems (MS4s) treatment credit while reducing silt and sediment migration and nutrient pollution.
<b>RE 1.2</b>	Utilize land use policies and the Capital Improvement Program to encourage mixed-use development along commercial corridors to improve underused spaces.
<b>RE 1.6</b>	Establish initiatives to support innovative and adaptive re-use by the private sector to meet the changing economic conditions and needs. In Area 11, significant opportunities for adaptive reuse exist within the Eastern Boulevard Node and at White Marsh Mall.
<b>RE 3.7</b>	Develop a multi-agency historic and cultural tourism program to promote historic sites, museums and areas of historic significance.
<b>HC 2.3</b>	Adopt Vision Zero strategy to provide safer streets for all users, including cyclists, pedestrians and wheelchair users, to reduce traffic-related deaths and injuries to zero fatalities.
<b>HC 4.7</b>	Strive to increase the County’s tree canopy, especially in areas of deficiency.

**REVITALIZATION AREA: EASTERN BOULEVARD/ESSEX**

As a priority revitalization area, “Downtown” Essex (the area that stretches from the bridge over Back River at the south to about Old Eastern Avenue at the north) already enjoys many qualities that demonstrate the principles of density, walkability, and abundant public space which were the motivation for creating node place type in the *Master Plan 2030*. However, the area does struggle with commercial vacancies and bisection by a busy state roadway that leads to traffic safety concerns and barriers to connectivity. Opportunities here should reinforce the traditional form of development by encouraging infill development with reduced setbacks, and employing a healthy balance of development with preservation that respects the existing architectural character. Mixed-use development and uses that increase retail, restaurant, and community service access throughout the community are encouraged. The existing Park-n-Ride lot—owned by Baltimore County—presents a strong opportunity for mixed-use infill, while additional opportunities can be explored on vacant and underutilized parcels along Eastern Boulevard.

Increasing and improving transit access should be seen as a strategy to augment revitalization along Eastern Boulevard. Additionally, general pedestrian safety improvements are needed along the entire stretch of Eastern Boulevard, while intersection improvements might focus on the intersections at Riverside Drive (on the north-eastern end) and Terrace Road/Marie Avenue and Virginia Avenue (both on the more south-western end, near the Park-n-Ride).

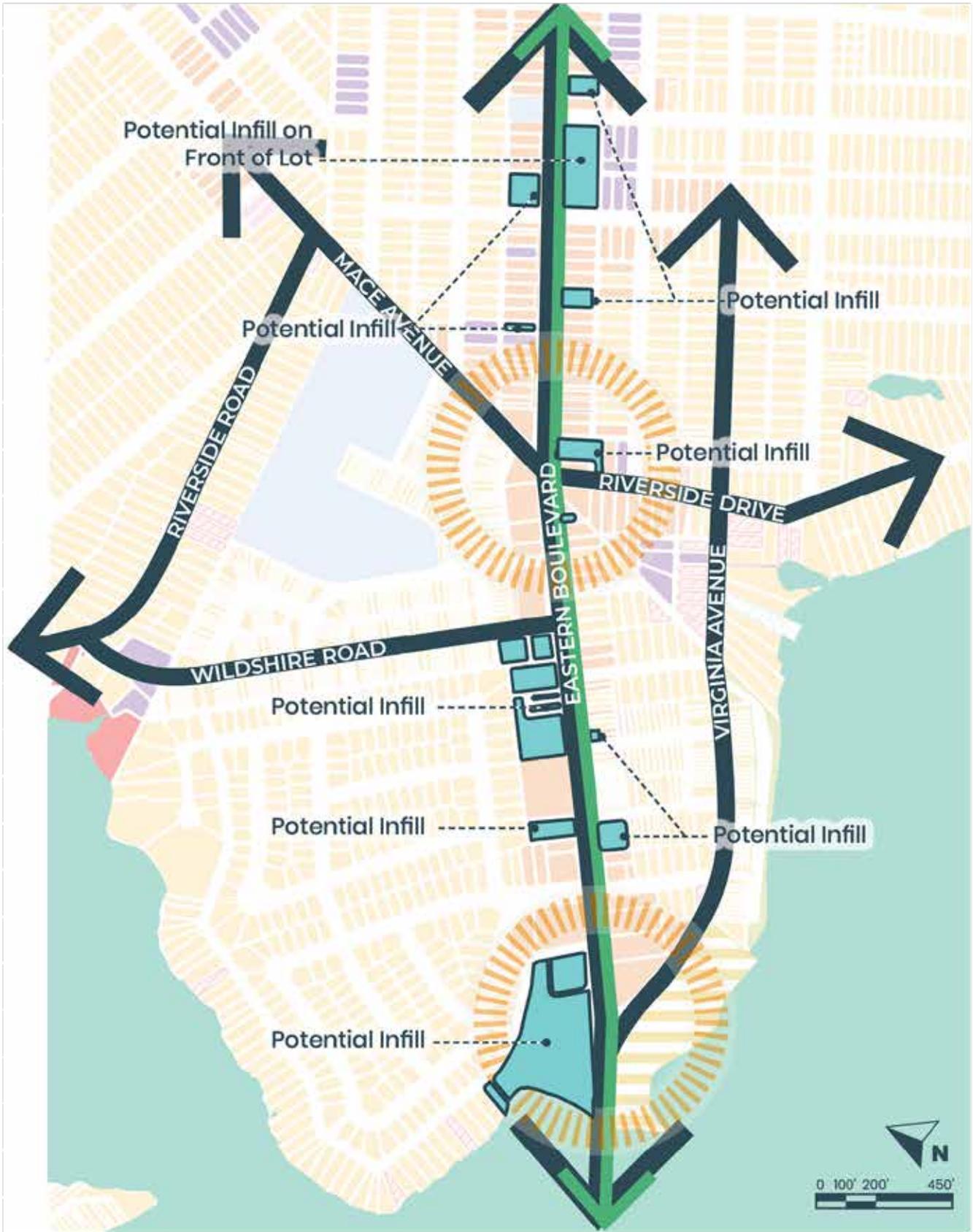
Adjacent to the roadways, streetscaping—sidewalk improvements, plantings/planter boxes, benches, street lamps with banners, and street trees (where possible)—would continue to ensure that this a particularly attractive stretch of businesses and create a more comfortable pedestrian experience. Work to improve the appearance of this area should build upon the successes of previous and ongoing efforts by the Essex CDC and the Chesapeake Gateway Chamber of Commerce. Signage and wayfinding improvements could reinforce Downtown Essex as a destination and connect the area with the nearby waterfront amenities, which currently lack any visibility along Eastern Boulevard. Mural arts have been a creative opportunity to promote the area, its businesses, and the nearby waterfront amenities and additional projects should be encouraged.

Downtown Essex, given a relatively high commercial vacancy problem, should also be a target of county programs to foster economic development, small business resiliency, and business attraction and retention.

At present, there are no active transportation facilities in the immediate area. Collaboration with SHA should explore active transportation options directly along or adjacent to Eastern Boulevard.

**Table 5.** Key Actions for the Eastern Boulevard Node

Action	Description
<b>LBE 2.5</b>	Establish place-based strategies to improve and enhance the housing stock in older communities.
<b>LBE 2.8</b>	Increase a healthy housing market in older communities while ensuring affordability within these areas to prevent displacement.
<b>HN 3.1</b>	Protect the water quality in reservoirs, local waterways, rivers, floodplains, wetlands and the Chesapeake Bay by mitigating the impacts of increased stormwater run-off and other adverse effects of land development and climate change by prioritizing stream restoration projects which provide Total Maximum Daily Loads (TMDLs) and Municipal Separate Storm Sewer Systems (MS4s) treatment credit while reducing silt and sediment migration and nutrient pollution.
<b>RE 1.1</b>	Incentivize and provide marketing strategies to support small businesses in commercial districts to maintain the character, enhance the vibrancy and foster opportunity.
<b>RE 3.5</b>	Promote and expand the County’s waterfront resources, including its businesses and recreational opportunities.
<b>HC 1.6</b>	Increase resources for senior citizens to age in place comfortably by improving existing ADA accommodations, universal design, and incorporating age-friendly design principles into County buildings and spaces.
<b>HC 1.7</b>	Reduce the number of food deserts and promote access to healthy food for all ages, particularly in low/moderate income communities.



 Key Intersection

 Opportunity Site  
 Approved Development Plan

 Priority Ped/Bike Facility  
 Greenway/Open Space Connection

Figure 42. Essex - Revitalization Opportunities





## IMPLEMENTATION PLAN

Baltimore County's Small Area Plans exist to advance the countywide goals and actions of *Master Plan 2030* at the local level. To do so, they add specificity and context to broader, overarching recommendations and outline a clear path for bringing envisioned opportunities to life. Implementation of the recommendations will not happen all at once; rather, actions will be tackled little by little. This approach will rely upon a robust network of partners and implementing agencies.

The *Master Plan 2030* and the Small Area Plans are intended to be flexible, able to conform to the needs of the community. Even though the SAP process refined *Master Plan 2030*'s recommendations based on local knowledge, the actions may evolve further as it comes time to implement them. Additionally, new opportunities may arise which could be worthwhile to explore. As they do, the spirit of this plan can continue to serve as a guide for serving the communities of Area 11, today and into the future.

## Implementation Table

The implementation matrix (Table 6 on page 128) serves to compile all the important details about each action in a single place, to facilitate the advancement of this plan's recommendations. Organized around the vision framework principles of *Master Plan 2030*, this is a collection of all the *Master Plan 2030* goals and actions that were noted as relevant in Area 11. (For a full list of all countywide actions, refer to the Theme, Goals and Metrics table in [Master Plan 2030](#).)

### Master Plan 2030 Vision Framework Principles

<b>Livable Built Environment (LBE)</b>	<b>Responsible Regionalism (RR)</b>
<b>Harmony with Nature (HN)</b>	<b>Inclusive Planning (IP)</b>
<b>Resilient Economy (RE)</b>	<b>Healthy Community (HC)</b>

## PARTNERS AND LEADS

The responsibility to carry forward the recommendations identified in this plan does not fall upon the shoulders of any single department or group. In fact, most recommendations can only be achieved through strong partnerships. In the implementation matrix, the partners section specifies two different levels of partner involvement:

**Lead:** The Lead is the entity that will carry the torch of a recommendation, ensuring it advances from an opportunity to a reality. In nearly every instance, an action's Lead is the relevant County agency, though a community co-partner may also be identified as a lead player where they have vital knowledge and expertise. Occasionally, a state entity may be identified as the lead partner.

**Support Partners:** These are the other Baltimore County Departments and Divisions which will be vital resources in the achievement of the various actions. Some community partners have also been listed here, and may include educational institutions, non-profits, and business or industry leaders. Additional partners may be identified as actions move forward. Note that support partners are listed alphabetically, not in order of involvement.

## TIME FRAME

Information included about the time frames of each action is only preliminary. Target dates move often. However, based on feasibility and scale of projects this column helps to illustrate how the area could potentially begin to evolve in the coming years over the short-term (1-2 years), medium-term (3-5 years), and long-term (6-10 years).

It's important to note that this column does not reflect priority. A short-term action may very well be a high priority, but so, too, might a long-term action. Additionally, efforts might necessarily begin on many long-term actions in the very near future, in order to set the action in motion.

Lastly, some recommendations may evolve into ongoing actions that continue for many years to come.

## OVERLAPS

Some plan actions will benefit either from being implemented simultaneously or at least considered in the context of other actions. The overlaps column of the matrix flags other relevant actions that share some overlap.

## RESOURCES/FUNDING MECHANISM

This column includes information about resources or funding sources that were identified through discussions with County agencies. It is a preliminary and incomplete list, and should continue to be modified as additional programs are identified or become available.

## Future Steps

After this plan has been adopted, Baltimore County and its community partners cannot be passive about achieving the actions identified within this report. Annual meetings between the partners can track progress and establish priorities and workplans for tackling the actions year after year. The implementation matrix will therefore remain a living and evolving tool. As the SAP 11 plan is implemented, an "Achievements" column may be added to track the progress and completion of the individual actions.

**PARTNERS: ABBREVIATIONS,  
 ACRONYMS, AND SHORTHAND**

BCLTA	Baltimore County Land Trust Alliance
BCPL	Baltimore County Public Library
BCPS	Baltimore County Public Schools
BDC	Baltimore Development Corporation
BG&E	Baltimore Gas and Electric
BMC	Baltimore Metropolitan Council
CCBC	Community College of Baltimore County (Essex)
CE Office	Office of the County Executive
CGCC	Chesapeake Gateway Chamber of Commerce
Comms	Office of Communication
DEI	Division of Diversity, Equity and Inclusion
DEWD	Department of Economic and Workforce Development
DHCD	Department of Housing and Community Development
DNR	Department of Natural Resources
DPW&T	Department of Public Works and Transportation
EPA	Environmental Protection Agency
EPS	Environmental Protection and Sustainability
Essex CDC	Essex Community Development Corporation
GRSI	Office of Government Reform and Strategic Initiatives
HHS	Health and Human Services
MDE	Maryland Department of the Environment
MDNR	Maryland Department of Natural Resources
MDOT	Maryland Department of Transportation
MES	Maryland Environmental Services
MHT	Maryland Historic Trust
MPA	Maryland Port Administration
MTA	Maryland Transit Administration
OBF	Office of Budget and Finance
OCE	Office of Community Engagement
OIT	Office of Information Technology
PAI	Permits, Approvals, and Inspections
R&P	Department of Recreation and Parks
SBA	Small Business Administration
SHA	State Highway Administration (part of MDOT)
Tourism	Office of Tourism and Cultural Arts
TPA	Tradepoint Atlantic

**Table 6.** SAP 11 Implementation Action Plan

<b>Goal ID</b>	<b>Action</b>
<b>LIVABLE BUILT ENVIRONMENT</b>	
<b>Goal 1: Elevate the quality of the built environment to ensure an equitable, sustainable and prosperous place for all people with communities that thrive and cultivate their unique identities.</b>	
LBE 1.2	<p><b>Evaluate the current Planned Unit Development (PUD) process to assess its success and ensure it is transparent, clearly articulates eligibility requirements, conveys tangible community benefits and ensures a higher quality development.</b></p> <p>[Reinforce]</p>
LBE 1.3	<p><b>Create new and adjust existing overlay districts with implementation tools and incentives to encourage walkable, mixed-use development in and near transit stations by utilizing a smart growth framework.</b></p> <p>In advance of the next Comprehensive Zoning Map Process (CZMP) cycle, consider how the Mixed-Use (M.U.) District (see § 259.17 - Mixed-Use (M.U.) District of the Baltimore County Zoning Regulations (BCZR)) might be applied to nodes and, specifically, explore opportunities surrounding the Martin State Airport MARC Station.</p> <p>The Department of Planning and the Department of Economic and Workforce Development (DEWD) should work together to evaluate the existing Commercial Revitalization District (CRD) boundaries in Area 11 to assess whether modifications to those boundaries might be warranted, or to identify additional financial tools to support revitalization areas located outside of the current CRD boundaries.</p>
LBE 1.4	<p><b>Utilize nature-based solutions (NBS) as a vehicle for delivering green, resilient and inclusive development (GRID) to reduce the negative effects of climate change.</b></p> <p>In Area 11, identify specific areas appropriate for NBS and shoreline resiliency efforts along waterfront communities to mitigate the impacts of sea level rise (SLR) and coastal storms.</p> <p>This area of the county contains some of the lowest lying (by elevation) coastal areas. These locations are ripe for incorporation of nature-based coastal resilience solutions, such as marsh restoration, living shorelines, and hybrid wave mitigation techniques. These solutions can increase resilience by reducing wave force during storm surge, and help to protect against some sea level changes. Areas of possible incorporation include Bowleys Quarters, Miami Beach, and some areas in Essex, as well as adjacent shoreline areas. In addition, use of green infrastructure as a nature-based technique to increase stormwater infiltration can reduce compound flooding in coastal areas at all locations within SAP 11. NBS can also be used to address inland/localized flooding issues that feed into the coastal areas. The most effective approaches often combined infrastructure improvements or upgrades with NBS.</p> <p>Additional green infrastructure in Area 11 can serve the dual purpose of enhancing the environment and mitigating extreme temperatures (from heat and the urban heat island effect). Tree planting, wetland creation, and other green infrastructure can serve to cool communities. The negative effects of extreme temperatures are often experienced by overburdened and underserved communities. Ripe locations can be identified through the use of tools such as the MD EnvironScreen or the MDE Climate Vulnerability Score (CVS), which identifies communities (at the census tract level) that are disproportionately affected by climate impacts.</p>
LBE 1.5	<p><b>Identify older sub-standard buildings and provide incentives for adaptive re-use utilizing community input.</b></p> <p>Support efforts to revitalize aging office spaces and/or retail centers, including Hawthorne Plaza Shopping Center, Carroll Island Shopping Center, “Downtown” Essex, and White Marsh Mall. Partner with DEWD to explore available financial tools. Additionally, partner with local organizations, such as Essex CDC and the Chesapeake Gateway Chamber of Commerce, to align efforts with local needs and priorities.</p>
LBE 1.6	<p><b>Expand strategies to encourage greyfield development (i.e., older shopping centers) to incentivize and eliminate barriers to (re)development.</b></p> <p>The Aviation Station and Lockheed Martin areas along Eastern Boulevard present two major opportunities for greyfield redevelopment, as do the White Marsh Mall properties. Additionally, support improvements and revitalization to aging commercial properties and shopping centers off of Eastern Boulevard, Martin Boulevard, and Rossville Boulevard.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning	County Council, DHCD, DPWT, PAI (Zoning), R&P	Mid-term (3-5 years)	LBE 1.3 LBE 1.10 RE 4.5	Developer-funded community benefit projects
	Planning	DEWD, DHCD, DPWT, MTA, PAI (Zoning), CGCC	Short-term (1-2 years)	LBE 1.2 LBE 1.11 LBE 2.2 LBE 3.5 RE 1.8 RE 1.2	DHCD financial tools including (but not limited to) Payment In Lieu of Taxes (PILOT) agreements and loan-interest loans from the Housing Opportunities Fund
	DEPS	DPWT, Planning, NeighborSpace, R&P, Sustainability	Long-term (6-10 years)	LBE 4.1 HN 1.7 HN 3.7	Chesapeake Bay Trust grants and County funds via DEPS
	Planning	CGCC, DEWD, DHCD, EMRCC, Essex CDC, PAI (Building Inspection and Zoning)	Mid-term (3-5 years)	LBE 1.3 RE 1.5 RE 4.1	DHCD financial tools including (but not limited to) Payment In Lieu of Taxes (PILOT) agreements and loan-interest loans from the Housing Opportunities Fund. See LBE 1.3.
	DEWD	CGCC, DEPS, DHCD, DPWT, EMRCC, PA (Zoning), Planning, R&P	Short-term (1-2 years)	LBE 1.3 LBE 1.5 RE 1.5 RE 4.1	Maryland Economic Development Corporation's Maryland Business Ready Sites Program

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
LBE 1.7	<p><b>Review zoning regulations to prevent the oversaturation of certain businesses, such as the concentration of self-storage warehouses, tattoo parlors, fuel stations, and auto parts stores within a few blocks, or dollar stores that anchor older shopping centers.</b></p> <p>[Reinforce]</p>
LBE 1.10	<p><b>Streamline the Development Review process. Departments with review responsibility during the Phase 1 Review process should coordinate decisions before responding to developers with requested or recommended changes to a development plan.</b></p> <p>[Reinforce]</p>
LBE 1.11	<p><b>Study existing zoning overlay districts and create new overlay districts or create a new zone(s) in order to allow the intended place type uses in the Growth Framework Plan.</b></p> <p>[Reinforce]</p>
<p><b>Goal 2: Provide quality mixed-income housing options to meet the needs of a diverse population and to strengthen neighborhoods.</b></p>	
LBE 2.1	<p><b>Ensure that there are updated adequate public guidelines in place.</b></p> <p>[Reinforce]</p>
LBE 2.2	<p><b>Establish zoning practices that remove barriers and supports mixed-use and mixed-income development for a wide-range of housing options. Allow housing development in certain commercial zones in Affordable Housing Opportunity Areas.</b></p> <p>[Reinforce]</p>
LBE 2.4	<p><b>Establish age- and disability-friendly policies to support and enhance initiatives for aging in place and people with disabilities.</b></p> <p>Support for age- and disability-friendly policies and efforts should focus on high-density neighborhoods built before 1980, which are present throughout but concentrated in the Essex and Middle River sub-areas.</p>
LBE 2.5	<p><b>Establish place-based strategies to improve and enhance the housing stock in older communities.</b></p> <p>Neighborhoods built before 1980 where housing stock should be improved and enhanced are found throughout Area 11 but concentrated in the Essex and Middle River sub-areas. Additionally, support the Baltimore County’s Essex Reimagined Place-Based Initiative.</p>
LBE 2.6	<p><b>Use the recently established definitions of “uninhabited” and “vacant structure” to establish a strategy for revitalization.</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning	PAI (Zoning)		RE 4.5	County DEWD loans, if within a CRD
	Planning	PAI (Zoning)	Short-term (1-2 years)	LBE 1.2	
	Planning	DHCD	Short-term (1-2 years)	LBE 1.3	
	Planning	BCPS			
	Planning	County Council, DHCD, PAI (Zoning)	Mid-term (3-5 years)	LBE 1.3 LBE 1.11 LBE 3.2	
	Aging	DHCD (Commission on Disabilities), DoH, Essex CDC, PAI (Zoning), Planning, Sustainability	Long-term (6-10 years)	HC 1.6	The Maryland Department of Aging has programs that can support older communities aging in place but will need a local community organization to apply for the funds; County BCause program helps with Senior home repair; State DHCD Community Legacy, Seed Community Development Anchor Institution Fund; Rental Housing Works, Low Income Housing Tax Credits; County Housing programs; Adult Evaluation and Review Services (AERS) through the Department of Health
	DHCD	Essex CDC, PAI (Zoning), Planning, Sustainability	Mid-term (3-5 years)	LBE 2.6 LBE 2.8	State Neighborhood Revitalization programs including Seed Community Development Anchor Institution Fund, Community Legacy, Strategic Demolition, County capital funds (many would require local organization to apply and implement); private developers could use Low-Income Housing Tax Credits and rental housing works; Maryland ENOUGH initiative
	Admin. Office / BCSTAT	DHCD, PAI (Code Enforcement and Zoning), Planning	Mid-term (3-5 years)	LBE 2.5 LBE 2.8	See LBE 2.5

Table 6, continued

Goal ID	Action
LBE 2.8	<p><b>Increase a healthy housing market in older communities while ensuring affordability within these areas to prevent displacement.</b></p> <p>Neighborhoods built before 1980 are found throughout but concentrated in the Essex and Middle River sub-areas. Explore “missing middle” housing solutions throughout Area II.</p>
LBE 2.9	<p><b>Encourage the development of attainable housing consistent with retrofitting communities as proposed in the Growth Framework. In support of this, the Baltimore County Department of Housing and Community Development (DHCD) shall identify and pool currently available Baltimore County, State and Federal incentives and resources available to residents and developers. In addition, DHCD, in concert with other County departments, shall identify and propose potential new incentives which may include additional financial assistance, new infrastructure and public improvements as well as administrative support which may include streamlining and expediting County approvals processes.</b></p> <p>[Reinforce]</p>
<p><b>Goal 3: Develop a multi-modal transportation system that reduces automobile dependency, strengthens connectivity and improves accessibility between places and functions to support economic growth and community safety.</b></p>	
LBE 3.1	<p><b>Implement The Baltimore County Bicycle and Pedestrian Master Plan to expanded bicycle access and use and provide links to green networks.</b></p> <p>Focus on completing an overall active transportation network in Area II by extending existing bike and pedestrian facilities along MD-43 (i.e., connect the shared use path to the White Marsh Park-n-Ride and to the MARC station at Eastern Boulevard), improving and extending facilities along MD-150 (building upon current efforts, including the Essex CDC’s traffic and pedestrian safety impact study [underway]), connecting gaps between existing facilities on Pulaski Highway, and creating new links with added facilities along Martin Boulevard, Middle River Road, and Philadelphia Road (from Middle River Road to Campbell Boulevard). Explore opportunities for multi-use trails. Additionally, the following facilities are community priorities: Northeast Trail extension, Honeygo Boulevard bike/ped facilities and improvements, and extension of the White Marsh Boulevard shared use path. As identified in the Bicycle and Pedestrian Master Plan, prioritize bike and pedestrian connections along Rossville Boulevard and around Essex to connect to the Orange Line bus route. Refer to Figure II for a bike facilities and gap map.</p>
LBE 3.2	<p><b>Modify parking minimums for the following scenarios: areas in need of redevelopment; development proposed to be located around a half-mile of transit stops; and urban areas where shared parking is encouraged.</b></p> <p>Reduced parking minimums could be explored within the Node place types.</p>
LBE 3.3	<p><b>[Implement the federal-funded “Safe Routes to School” (SRTS) program to] promote walking and bicycling to school through land use plans and policies.</b></p> <p>While the County now focuses on alternative funding sources rather than the SRTS program initially mentioned in Master Plan 2030, efforts that promote walking and bicycling to school are still County priorities. Support walking and bicycling to school through land use plans, policies, and programs. Prioritize schools that currently lack connections, such as Vincent Farm Elementary School, Oliver Beach Elementary School, Chase Elementary School, and Chesapeake High School, where students and teachers alike experience safety challenges on their way to school.</p> <p>Identify infrastructure improvements through additional community input, data analysis, and site analysis that evaluates traffic conditions, existing bicycle and pedestrian infrastructure, school zone signage, speed limit signs, and school arrival and dismissal procedures and schedules. In addition to new bicycle and pedestrian facilities (e.g., bike lanes and sidewalks), improvements should include adequate street lighting, roadway barriers, elevated sidewalks, and other safety measures that will ease the minds of parents sending their children to school. Improvements can also explore closing select street sections to vehicular traffic to establish bike/pedestrian only street sections at certain times of day. Additionally, look into opportunities to relocate bus routes and stops away from major automobile traffic.</p> <p>Work with the Baltimore County Public School System to organize programming to promote walking and biking to school. For instance, organize group bicycle riding activities (such as a “bike bus”, in which groups of children ride to school on their bikes together, guided by a team of adults), or host learning activities that teach about bike and pedestrian safety and boost the students’ level of comfort when riding in or near roadways, in various weather conditions, and at different times of day.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DHCD	PAI (Code Enforcement), Planning	Long-term (6-10 years)	LBE 1.3 LBE 1.11 LBE 2.2 LBE 2.5 LBE 2.6	See LBE 2.5
	DHCD	PAI, Planning	Long-term (6-10 years)	LBE 1.3 LBE 1.11	See LBE 2.5
	DPWT	Essex CDC, Planning, R&P	Short-term (1-2 years)	HN 2.2 RE 2.9 RR 2.1 RR 2.5 HC 1.1 HC 2.3 HC 4.6	State funding is available through several MDOT programs, including the Maryland Bikeways Program, the Recreational Trails Program, the Sidewalk Reconstruction for Pedestrian Access Fund (Fund 33), the New Sidewalk Construction for Pedestrian Access Fund (Fund 79), and the Bicycle Retrofit Fund (Fund 88)
	Planning	DEWD, DHCD, PAI (Zoning)	Mid-term (3-5 years)	LBE 2.2	
	DPWT	BCPS, Essex CDC, Planning	Mid-term (3-5 years)	LBE 3.1 HC 2.3	Community Legacy Program; county capital funding; Maryland ENOUGH initiative

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
LBE 3.4	<p><b>Coordinate with the Maryland Transit Administration (MTA) and institutions to expand the Baltimore County locally operated transit services to support employment, meet the needs of seniors and connect residents to services.</b></p> <p>In Area II, newer residential areas could benefit from improved access to commercial centers, goods, and services. Explore the potential of a Locally-Operated Transit System (LOTS) to introduce a circulator or micro-transit option servicing communities in the Middle River sub-area.</p> <p>An important first step would be to identify gap areas and travel patterns of seniors and disadvantaged communities, looking at proximity to community resources.</p> <p>Additionally, Tradepoint Atlantic represents a significant employment area and should be prioritized for additional transit services, including a potential LOTS program. Support the proposed new LocalLink 35 service to encourage economic growth and improve connectivity between Baltimore City, White Marsh, Middle River, Essex, and Tradepoint Atlantic.</p> <p>In areas which would benefit from greater connectivity but where LOTS might not be immediately feasible, explore partnerships with private ride-sharing companies and strategies to implement micro-mobility.</p>
LBE 3.5	<p><b>Work with The MDOT to develop a Transit Oriented Development (TOD) strategic plan to increase the use of transit services and connect jobs, housing, entertainment and retail.</b></p> <p>In Area II, the MARC Station on Eastern Boulevard presents an opportunity to explore TOD. The 2020 Central Maryland Regional Transit Plan identified the area surrounding Martin State Airport MARC station as a TOD location; however, when development plans surrounding this station changed, the TOD designation was removed. Nevertheless, an opportunity to envision transit-focused development in this area remains and should not be abandoned. Future explorations of TOD in this area should build upon the work of the MTA’s 2024 study of TOD opportunities along the Penn Line Corridor.</p> <p>Additionally, the Regional Transit Plan also flagged both Essex and White Marsh as transit hubs. Continue to promote redevelopment and revitalization in these areas as significant transit corridors in accordance with the Fiscal Year 2026 Consolidated Transportation Plan and other County initiatives.</p> <p>Ensure TOD strategies reflect the needs and wants of the community and build upon existing community infrastructure. Improvements surrounding TODs should serve all types of roadway users and various travel purposes.</p>
LBE 3.6	<p><b>Include the Complete Streets approach in small area plans to guide development projects, revitalization efforts or redevelopment and examine the role of transit.</b></p> <p>In Area II, a Complete Streets approach will be important to guide efforts surrounding the three nodes and in the “Downtown” Essex revitalization area, as well as for any large-scale development or redevelopment sites (for example, the Lafarge-Holcim property, the “Aviation Station” project, or future development along White Marsh Boulevard). In particular, improvements should prioritize strengthening connections between destinations, streetscaping, bike/ped improvements, transit access, micromobility support, and improved traffic calming/safety with deliberate efforts to design streets for all types road users. Encourage community buy-in for Complete Streets implementation by incorporating community participation during the design and implementation process, including activities for kids, art opportunities, and more.</p> <p>As part of Complete Streets enhancements, intersection improvements should occur at all intersections with a Level of Service (LOS) grade D or below: Pulaski Highway/Rossville Boulevard; Pulaski Highway/Middle River Road; Pulaski Highway/Ebenezer Road; and White Marsh Boulevard/Honeygo Boulevard.</p> <p>Additionally, support the planned transit, roadway, and transportation projects outlined in the Fiscal Year 2026 Consolidated Transportation Program, including roadway improvements along Philadelphia Road (including the addition of an on-ramp to eastbound White Marsh Boulevard); Campbell Boulevard (Mohrs Lane) extension; safety improvements along Eastern Boulevard from MD-43 to Bowleys Quarters Road; and new transit services in Area II. Support the Essex CDC in their continued pursuit of improvements along Eastern Boulevard and coordinate implementation with the Essex Structural Sewer Rehabilitation work.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning	CGCC, DPWT, Educational Institution, Essex CDC, MTA, TPA	Long-term (6-10 years)	LBE 3.5 LBE 3.9 LBE 3.11 RR 2.4	Maryland Transit Administration's Maryland Statewide Transit Innovation Grant program
	Planning	CGCC, DEWD, DHCD, DPWT, EMRCC, Essex CDC, MTA	Mid-term (3-5 years)	LBE 1.3 LBE 3.4 LBE 3.9 LBE 3.11	Operating funds would have to at least partially come from the Baltimore County DPWT (like the Towson Loop) but could be supplanted by funds from another round of funding from the Maryland Statewide Transit Innovation Grant program
	DPWT	CGCC, EMRCC, Essex CDC, MDOT, Planning, Sustainability	Long-term (6-10 years)	HC 2.3 HC 1.1	MDOT's existing Pedestrian Action Safety Plan identifies projects within the Small Area Plan 11 boundaries and has design work in-progress for section of MD-150 between MD-102 and Martin Boulevard. Martin Boulevard between Eastern Boulevard and Pulaski Highway has also been identified as a priority project by MDOT.  Capital funding

Table 6, continued

Goal ID	Action
LBE 3.9	<p><b>Support opportunities for expanding transit services and micro-mobility services to better connect communities and regional jurisdictions.</b></p> <p>In Area 11, White Marsh, Rossville, and Essex are generally serviced by existing transit lines. Service expansion and micro-mobility solutions should be prioritized to establish connectivity throughout Middle River and Bowleys Quarters. Bike and pedestrian infrastructure improvements are necessary to support micro-mobility solutions. Explore “low-hanging fruit” opportunities for easy and early implementation of micro-mobility services, such as charging stations, bike racks, or bike repair stations. Partner with community groups to organize educational programming on available micro-mobility services and safety guidelines (e.g., the use of helmets, street or sidewalk safety, etc.). Additionally, transit service should be explored along Pulaski Highway.</p>
LBE 3.11	<p><b>Baltimore County shall work with the MTA, Baltimore City and County communities to establish an east to west transit service, a “Red Line”, that runs from west of Security Square Mall in Woodlawn into Trade Point Atlantic and possibly Essex.</b></p> <p>[Reinforce]</p>
LBE 3.12	<p><b>Ensure that road expansions are consistent with the rural or suburban character of the communities where they occur. Specifically, the County shall refrain from funding or otherwise moving forward with any projects that directly connect Forge Road to Belair Road, as well as Compass Road to Wampler Road, or advance any lane expansion of Chapel Road in Perry Hall or Ebenezer Road in Middle River and White Marsh.</b></p> <p>[Reinforce]</p>
LBE 3.13	<p><b>Prioritize the construction of an eastbound connection from Philadelphia Road to White Marsh Boulevard and work to eliminate the chronic congestion in the Cowenton Avenue area near Pulaski Highway.</b></p> <p>Support roadway improvements identified in the FY26 Consolidated Transportation Program, including widening and raising of Philadelphia Road (MD-7) from Mohrs Lane to Campbell Boulevard; an on-ramp from Philadelphia Road (MD-7) to eastbound White Marsh Boulevard (MD-43); and evaluation of the Old Philadelphia Road and Cowenton Avenue intersection.</p>
<p><b>Goal 4: Align capital investments with adopted growth strategies to limit negative impact of growth and ensure benefits are distributed equitably.</b></p>	
LBE 4.1	<p><b>Leverage the County’s recently created green infrastructure program to equitably integrate climate resilient features into County projects to help combat the impacts of climate change.</b></p> <p>[Reinforce]</p>
LBE 4.5	<p><b>Establish a multi-agency effort to update regulations and policies to address road standards, aging water and sewer infrastructure, and storm water management to support sustainable (re) development inside URDL.</b></p> <p>[Reinforce]</p>
LBE 4.7	<p><b>Review and expand the County’s annual road resurfacing budget to repair, replace, and/or repave a greater number of roads that currently have a poor rating such that the number of poorly rated roads decreases each year.</b></p> <p>In Area 11, prioritize resurfacing on roadways in important commercial areas (even if they are rated as fair), such as Honeygo Boulevard, Rossville Boulevard, and Back River Neck Road.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	MTA	CE Office, DPWT, Planning	Mid-term (3-5 years)	LBE 3.4 LBE 3.5 LBE 3.11	
	MTA	Baltimore City, DPWT, Planning	Long-term (6-10 years)	LBE 3.4 LBE 3.5 LBE 3.9 LBE 3.13 RE 2.9 RR 2.1	
	DPWT	Planning			
	DPWT	CGCC, SHA	Long-term (6-10 years)	LBE 3.11	
	DPWT	CE Office, DEPS, PAI, Planning, R&P, Sustainability	Long-term (6-10 years)	LBE 1.4 HN 1.7 HN 3.7 HC 1.1	
	DPWT	CE Office, County Council, DEWD, DEPS, MDOT, Planning	Long-term (6-10 years)	HN 1.8	
	DPWT	MDOT	Mid-term (3-5 years)		

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
<b>Goal 5: (Re)develop community facilities for education, recreation and safety, while advancing equity, environmental priorities, and adaptation to future growth patterns.</b>	
LBE 5.2	<p><b>Complete ongoing evaluation of existing community facilities to increase investments equitably for expansion and additional services.</b></p> <p>[Reinforce]</p>
LBE 5.5	<p><b>Conduct a county-wide study to determine where new community facilities should be constructed to achieve equity and accessibility.</b></p> <p>[Reinforce]</p>
LBE 5.8	<p><b>Evaluate and improve the ability of existing and proposed County facilities to withstand the impacts of climate change.</b></p> <p>Make necessary flood- and wind-proofing measures to the Baltimore County Police Marine Unit (flood zone), Seneca Elementary School in Bowleys Quarters (flood zone), and Bowleys Quarters Fire Station (flood zone) as outlined in the Baltimore County Hazard Mitigation Plan. Incorporate climate change considerations into the development of the new Essex Library Branch.</p> <p>Assess the need to update Heating, Ventilation, and Air Conditioning (HVAC) systems and other infrastructure necessary for cooling in schools, community centers, and other government-owned facilities in SAP 11. These systems need to be more efficient and reliable as cooling needs increase with climate change.</p>
<b>Goal 6: Retain the identity of existing neighborhoods by intentionally directing redevelopment and elevating the quality of places through historic preservation.</b>	
LBE 6.7	<p><b>Support community historic preservation committees so that their actions are meaningful.</b></p> <p>[Reinforce]</p>
<b>Harmony with Nature</b>	
<b>Goal 1: Protect the functionality of Baltimore County’s agricultural lands, forests, wetlands, waterways and floodplains, as well as parks and permanently protected easement lands that will contribute to the health and quality of life for residents.</b>	
HN 1.1	<p><b>Increase the number of preserved acres through sustained financial support for conservation easements and agricultural land preservation programs, prioritizing protection of continuous tracts of farmland in Agricultural Priority Preservation Areas and Rural Legacy Areas.</b></p> <p>[Reinforce]</p>
HN 1.2	<p><b>Continue to coordinate amongst County agencies, Baltimore City, the State of Maryland, non-governmental organizations and public-private partnerships to support programs which protect land and water resources.</b></p> <p>[Reinforce]</p>
HN 1.4	<p><b>Continue to integrate the County’s interpretive centers into education and promotional efforts to increase understanding, awareness and appreciation of environmental resources and their relationship to human-made systems.</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Property Mgmt	Aging, BCPL, BCPS, CE Office, County Council, OBF, PAI, Planning, R&P	Short-term (1-2 years)	LBE 5.5 LBE 5.8 HC 1.1 HC 1.6 HC 3.3 HC 3.6 HC 4.2 HC 4.5	Maryland ENOUGH initiative
	Planning	Aging, BCPL, BCPS, CE Office, County Council, OBF, PAI, Property Mgmt, R&P	Mid-term (3-5 years)	LBE 5.2 LBE 5.8 HC 1.6 HC 3.3	Maryland DNR's Program Open Space
	Homeland Security & Emergency Mgmt	Planning, DEPS, Essex CDC, Property Management, DPWT, BG&E, Sustainability	Long-term (6-10 years)	LBE 5.2 LBE 5.5 HC 2.6 HC 3.3 HC 4.2 HC 4.5	Maryland Department of the Environment's Comprehensive Flood Management Grant Program; Maryland DNR's Watershed & Climate Services Grants Gateway
	Planning/ Historic Preservation	Community Groups			
	Planning/Land Preservation	OBF	Long-term (6-10 years)		Keep Maryland Beautiful Grant
	Planning/Land Preservation	Baltimore City, BCLTA, DEPS, NeighborSpace, State of Maryland	Long-term (6-10 years)	HN 1.10 HN 2.1	Chesapeake Bay Trust; Maryland DNR; MDE
	Planning	BCPS, R&P	Mid-term (3-5 years)		Keep Maryland Beautiful Grant

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
HN 1.6	<p><b>Increase education about programs and incentives to preserve forests and increase tree plantings, primarily through the voluntary efforts of County landowners in order to achieve or exceed the goal of maintaining a 50% tree canopy county-wide.</b></p> <p>In Area II, tree cover can be expanded within all the nodes (White Marsh Mall, Pulaski Highway, and Eastern Boulevard at Martin State Airport/Middle River Road) and priority redevelopment areas (e.g., “Downtown” Essex). At White Marsh Mall, ensure the continued protection of the forested stream buffer.</p> <p>Work with community and non-profit partners to promote existing tree planting programs and incentives and to coordinate across groups to facilitate uniform tracking of tree planting efforts area-wide.</p>
HN 1.7	<p><b>Increase and enhance the health and resilience of forests and vegetation along County waterways (Coastal and inland) through voluntary and incentive-based planting and maintenance programs and lengthen the maintenance period related to reforestation.</b></p> <p>In Area II, riverine flooding risks are highest surrounding White Marsh Run and the Bird River (in the White Marsh and Middle River sub-areas) and around Stemmers Run (in the Rossville sub-area and portions of the Essex sub-area). White Marsh Run and Bird River are ideal locations for riparian buffer plantings due to high flood risk, Stemmers Run may be targeted for stream restoration, and the Bowleys Quarters and Essex sub-areas—where coastal flood risks are highest—will benefit greatly from tree canopy expansion and shoreline stabilization efforts.</p> <p>Creating and maintaining resilient stream buffers should consider the stream and shoreline conditions. High erosion areas should be restored prior to replanting or reforestation efforts to improve long-term success.</p> <p>Facilitate area-wide forest health evaluations and management plans, linking them to stream restoration goals. Identify the most effective and resilient reforestation species (considering zone changes due to climate change) and planting practices and patterns that are most appropriate for Area II. This is particularly important in areas associated with dynamic hydrology like flashy streams. Identify areas of potential infill and edge planting to expand continuous forest and maximize forest interiors. And establish and promote a weed management program to encourage forest health through effective treatment of invasive species.</p> <p>Reduce upper watershed pressure on lower watershed flashiness (the speed with which streamflow rises and peaks following a rain event) with stormwater management Best Management Practices (BMPs). Additionally, the County should explore opportunities to prioritize established forests by incentivizing forest preservation over fee-in-lieu or afforestation plantings.</p> <p>Other voluntary and incentive-based actions may be implemented, such as tree planting events in Area II with local schools, places of worship, and non-profits (such as Blue Water Baltimore); strengthening youth/school partnerships to integrate tree planting into curricula and community service projects; and establishing a tree ambassador program that’s promoted at community events.</p> <p>Boosting participation in targeted areas can be accomplished through flood risk mailers to landowners in high-risk zones, establishment of mini-grants for HOAs and non-profits to support planting in priority areas, implementing an environmental stewardship program, providing yard signs and social media recognition for participants, and increasing transparency through an interactive map that highlight success stories in Area II and shows areas ripe for replanting or flood resiliency measures.</p>
HN 1.8	<p><b>Support and fund watershed restoration initiatives through best management practices such as stormwater management system upgrades and retrofits, infrastructure repair, reforestation, stream restoration and shoreline protection, including living shorelines.</b></p> <p>In Area II, there’s a community desire to focus watershed restoration efforts in areas around Back River, Middle River, and Saltpeter Creek.</p> <p>Engage and support community groups and non-profits—such as Maryland Waterways Foundation, Back River Restoration Committee, Chesapeake Bay Trust, Blue Water Baltimore, and Gunpowder RIVERKEEPER—in their restoration efforts throughout Area II.</p> <p>The continued corrective actions by the Back River Wastewater Treatment Plant to repair their facility and address past contamination of the adjacent waterways should be monitored.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning/Land Preservation	Alliance for the Chesapeake Bay, DEPS, Greater Baltimore Wilderness Coalition, Interfaith Partners for the Chesapeake, NeighborSpace	Long-term (6-10 years)	HN 2.5 HC 4.7	County ReTree program; Maryland Department of Natural Resources Woodland Incentive Program; Healthy Forests Healthy Waters program; Keep Maryland Beautiful Grant
	DEPS	BCPS, Blue Water Baltimore, DPWT, Planning (Design Review Panel)	Long-term (6-10 years)	LBE 1.4 LBE 4.1	Maryland DNR; MDE; Chesapeake Bay Trust; Keep Maryland Beautiful Grant
	DEPS	Back River Restoration Committee, Essex CDC, Gunpowder RIVERKEEPER, OBF	Long-term (6-10 years)	LBE 1.4 LBE 4.1 LBE 4.5 HN 3.1	Chesapeake Bay Trust; County DEPS

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
HN 1.10	<p><b>Encourage public/private partnerships for stewardship of the environment.</b></p> <p>Hart-Miller Island presents unique opportunities to foster environmental education, support nature enjoyment, and provide natural resiliency during significant storms. In partnership with the State, Baltimore County and local partners should complete habitat design for Hart-Miller Island’s North Cell, which is currently closed to the public. A plan should outline actions for habitat creation and maintenance, as well as for the provision of public amenities in this northern portion of the island which, upon completion, will result in the entirety of Hart-Miller Island operating as a state park.</p>
<p><b>Goal 2: Adequately protect and increase public access to greenspaces by linking parks, schools, institutions, neighborhoods, business/retail areas, natural areas, open spaces, water access and cultural landscapes so that they are equitably accessible in all areas of the county and to residents of all abilities.</b></p>	
HN 2.1	<p><b>Improve coordination among County agencies to connect access points and trails that encourage passive and active uses and while also protecting environmentally sensitive areas.</b></p> <p>In Area 11, stronger connections to and between parks and natural areas could be established, particularly within the Middle River and Essex sub-areas. Explore opportunities for passive use of existing land preservation areas, including trails and bird watching.</p> <p>Additionally, greater public access to Hart-Miller Island is needed. Explore and prioritize the development of a water taxi system to provide ready access to reach the island.</p>
HN 2.2	<p><b>Increase bike and pedestrian connectivity between the County’s public parklands, recreational facilities and lands protected under other land preservation and regulatory programs through improvements to trails and paths and, where possible, land acquisition.</b></p> <p>In Area 11, improve bike and pedestrian connectivity to waterfront parks and amenities, particularly in the Bowleys Quarters and Essex sub-areas. Improve bike and pedestrian connectivity, generally, throughout the Middle River sub-area. Explore a greenway within the utility easement that runs parallel to, and south of, Pulaski Highway.</p> <p>The Essex revitalization area and its surrounding communities present some prime opportunities to support bike and pedestrian infrastructure; notably, a greenway should be explored along Southeast Boulevard as a key link between Eastern Boulevard, existing open spaces, and the waterfront. Additionally, should open space be incorporated into any future plans for the Essex Park-n-Ride property, improvements should be made to the surrounding bike and pedestrian connections.</p>
HN 2.3	<p><b>Acquire land for parks, greenway corridors, open space and paths in communities that have less access to neighborhood or community parks and in areas expected to have high population.</b></p> <p>Prioritize park amenities throughout the Middle River sub-area.</p> <p>In the Essex sub-area, focus on supporting additional and improved open space priorities as identified by Essex CDC and community partners in the retail gap analysis and in the Essex Reimagined initiative.</p> <p>Work with NeighborSpace to identify priority areas throughout.</p>
HN 2.4	<p><b>Increase the number of pocket parks with amenities, focusing on areas of high population and redevelopment, especially in the more urbanized areas of Baltimore County.</b></p> <p>The Area 11 community expressed interest in pocket parks within the White Marsh Mall and Eastern Boulevard Nodes.</p>
HN 2.5	<p><b>Continue to support and expand the “Operation ReTree Baltimore County” [to not only involve older, higher-density and lower income neighborhoods, but also growth areas built between 1980 and 2000 where tree planting was not a priority.]</b></p> <p>Reinforce (Note: Operation ReTree was so successful at increasing tree planting in the initial high-density, lower-income communities that it has expanded tree planting opportunities throughout the county.)</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning	Baltimore Bird Club, DEPS, Friends of Hart-Miller Island, MDNR, MES, MPA, NeighborSpace, R&P, Sustainability	Long-term (6-10 years)	HN 1.2	Keep Maryland Beautiful Grant; Chesapeake Bay Trust
	R&P and DPWT	BCPS, DEPS, Planning, Property Mgmt	Long-term (6-10 years)	HN 1.2 HC 1.1 HC 4.1 HC 4.6	Maryland DNR's Program Open Space
	DPWT	OBF, Planning	Long-term (6-10 years)	LBE 3.1 HN 2.8 HC 1.1 HC 4.1 HC 4.6	MDOT Recreational Trails program
	R&P / NeighborSpace	DEPS, Essex CDC, Planning	Long-term (6-10 years)	HN 2.4 HC 1.1 HC 4.1	Maryland DNR's Program Open Space
	R&P / NeighborSpace	DEPS, Planning	Long-term (6-10 years)	HN 2.3 HC 1.1 HC 4.1	State Community Legacy if in Sustainable Community area; Maryland DNR's Program Open Space
	DEPS	OBF, Planning	Long-term (6-10 years)	HN 1.6 HC 1.1 HC 4.1 HC 4.7	

Table 6, continued

Goal ID	Action
HN 2.7	<p><b>Require new development or redevelopment to provide publicly accessible shared-use pathways and to increase the acreage and quality of open space and forested or tree-shaded open space.</b></p> <p>In Area 11, coordinate with active development projects, including “Aviation Station”, White Marsh Mall, Lockheed Martin site, and future plans for the Lafarge–Holcim property. Additionally, work with NeighborSpace to identify priority areas.</p> <p>Shared-use pathways should be ADA compliant and well-lit, and should incorporate bright markings, benches, identifying and safety signage. Additional supporting improvements should identify locations for micro-mobility services (e.g., bike racks and stations), promote safe connections to schools, parks, playgrounds, community centers, libraries, and transit stops and outline strategies for ongoing maintenance.</p>
HN 2.8	<p><b>Increase coordination with land conservation organizations and neighboring jurisdictions to maximize parks and open space preservation and to strengthen a regional green network.</b></p> <p>[Reinforce]</p>
<p><b>Goal 3: Improve local water quality to protect the County’s natural resources and to ensure groundwater and reservoirs remain safe, reliable and sustainable sources for public consumption and surface waters safe for public recreation.</b></p>	
HN 3.1	<p><b>Protect the water quality in reservoirs, local waterways, rivers, floodplains, wetlands and the Chesapeake Bay by mitigating the impacts of increased stormwater run-off and other adverse effects of land development and climate change by prioritizing stream restoration projects which provide Total Maximum Daily Loads (TMDLs) and Municipal Separate Storm Sewer Systems (MS4s) treatment credit while reducing silt and sediment migration and nutrient pollution.</b></p> <p>In Area 11, continue the work of the Department of Environmental Protection and Sustainability’s Watershed Management and Monitoring Division to monitor and improve levels in the area’s four major watersheds (Gunpowder River, Bird River, Middle River, and Back River).</p> <p>Identify impacted stream reaches that contribute high loads of sediment and nutrients and target restoration projects to reduce these sources. Also consider and overlay these needs with stream reaches with known flooding issues. Consider restoration approaches that address water quality and flooding by removing legacy sediments to help reduce downstream peak discharges and to lower water surface elevations. Explore the opportunity of permitting floodplain restoration as a stormwater management BMP to address water quantity and water quality control requirements for development and redevelopment projects, as Pennsylvania does in their state stormwater manual.</p>
HN 3.2	<p><b>Work with the State and federal agencies to update the analysis of stormwater quality and quantity to address increased precipitation patterns, climate change and updates to the Chesapeake Bay Watershed Model.</b></p> <p>[Reinforce]</p>
HN 3.6	<p><b>Simplify and streamline the permitting process for environmental projects to incentivize and accelerate implementation.</b></p> <p>[Reinforce]</p>
HN 3.7	<p><b>Create new and expand existing partnerships with the non-profit and private sector to advance environmental restoration projects that are aligned with County goals in order to accelerate implementation and provide opportunities for leveraging funding.</b></p> <p>In Area 11, support the work of water-oriented organizations such as Gunpowder RIVERKEEPER to monitor and improve water quality. Work with partners to prioritize dredging efforts in Back River and Bird River.</p> <p>Engage with academic partners and non-governmental organizations (NGOs) to advance restoration projects. In addition to working with CCBC Essex (which is located within Area 11), expand the County’s coordination with Johns Hopkins University, Towson University, Morgan State University, the University of Maryland, and other institutions to engage student design teams to advance conceptual projects and to collaboratively track grant funding opportunities. Inquire with the Baltimore County Commission on Environmental Quality to define additional partnering opportunities.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	R&P / NeighborSpace	DEPS, PAI, Planning	Mid-term (3-5 years)		
	Planning	DEPS, NeighborSpace, R&P	Long-term (6-10 years)	HN 2.1 HN 2.2 HC 1.1 HC 4.1 HC 4.6	Maryland DNR's Program Open Space
	DEPS	Gunpowder RIVERKEEPER, Planning	Long-term (6-10 years)	HN 1.8 HN 3.10	Chesapeake Bay Trust grants to local partner organizations for restoration and behavior change efforts
	DEPS	EPA, MDE, MDOT-SHA	Mid-term (3-5 years)		
	PAI	DEPS, Planning	Short-term (1-2 years)		
	DEPS	Back River Restoration Committee, Chesapeake Bay Trust, Maryland Waterways Foundation, MDE, Planning	Long-term (6-10 years)	LBE 1.4 LBE 4.1 HN 3.10	Chesapeake Bay Trust grants

Table 6, continued

Goal ID	Action
HN 3.10	<p><b>Review existing and devise new programs to reduce riverine, pluvial and tidal flooding and coastal subsidence.</b></p> <p>According to the 2021 Hazard Mitigation Plan (HMP), flooding represents a high risk and coastal flooding represents a medium-high risk throughout the county. Support the objectives and action items outlined in the Flood and in the Coastal Storm and Flooding Chapters of the County’s Hazard Mitigation Plan.</p> <p>In Area 11, riverine flooding risks are highest surrounding White Marsh Run and the Bird River (in the White Marsh and Middle River sub-areas) and around Stemmers Run (in the Rossville sub-area and portions of the Essex sub-area). Coastal flood risks are highest in the Bowleys Quarters and Essex sub-areas.</p> <p>The 2021 HMP identified waterfront communities in the Essex and Bowleys Quarters sub-areas as experiencing a high social-vulnerability score. Develop a strategic, actionable workplan that prioritizes projects and programs in areas that disproportionately impact disadvantaged groups.</p>
<p><b>Goal 4: Plan and prepare for the negative impacts of climate change to human health and well-being, public infrastructure, private property and the environment.</b></p>	
HN 4.1	<p><b>Implement the County’s Greenhouse Gases Climate Action Plan by 2030.</b></p> <p>[Reinforce]</p>
HN 4.6	<p><b>Incorporate cost effective coastal resiliency strategies into development regulations and updates of the Baltimore County Hazard Mitigation Plan to address floodplain management areas and populations at risk.</b></p> <p>Develop a strategic, actionable workplan that prioritizes projects and programs in areas where flood risks disproportionately impact disadvantaged groups. Explore the development of coastal, resilience-based development regulations that focus on the projected increase in coastal water levels compared with coastal infrastructure and with community and natural resources.</p>
<p><b>Resilient Economy</b></p>	
<p><b>Goal 1: Elevate the quality of the built environment to ensure an equitable, sustainable and prosperous place for all people with communities that thrive and cultivate their unique identities.</b></p>	
RE 1.1	<p><b>Incentivize and provide marketing strategies to support small businesses in commercial districts to maintain the character, enhance the vibrancy and foster opportunity.</b></p> <p>In addition to providing support to the Commercial Revitalization Districts (CRDs) in Area 11, begin working with businesses within the Pulaski Highway and Eastern Boulevard and Martin State Airport/Middle River Road nodes. Prioritize efforts to reduce commercial vacancies within the Greenleigh/Middle River area.</p>
RE 1.2	<p><b>Utilize land use policies and the Capital Improvement Program to encourage mixed-use development along commercial corridors to improve underused spaces.</b></p> <p>In advance of the next CZMP cycle, consider how the Mixed-Use (M.U.) District (see § 259.17 - Mixed-Use (M.U.) District of the Baltimore County Zoning Regulations (BCZR)) might be applied to nodes and, specifically, explore opportunities surrounding the Martin State Airport MARC Station.</p> <p>Partner with DEWD to explore available financial tools.</p>
RE 1.5	<p><b>Create a strategic plan focused on the redevelopment of declining or vacant commercial properties and shopping center/malls with priority areas for redevelopment, design guidelines, best practices and financial assistance.</b></p> <p>In Area 11, support revitalization surrounding White Marsh Mall. Additionally, support improvements and revitalization to aging commercial properties and shopping centers off of Eastern Boulevard (e.g., Middlesex Shopping Center, Hawthorne Plaza, Carroll Island Shopping Plaza), Martin Boulevard, and Rossville Boulevard.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Office of Homeland Security & Emergency Mgmt	DWPS, DPWT	Mid-term (3-5 years)	HN 3.1 HN 3.7	
	Sustainability	All County Agencies	Long-term (6-10 years)		
	Office of Homeland Security & Emergency Mgmt	DEPS, Planning, R&P	Long-term (6-10 years)		
	DEWD	CGCC, Comms, Essex CDC, Planning, Tourism	Short-term (1-2 years)	RE 1.7 RE 3.5 RE 4.3	CRD incentive loans and tax credits; State revitalization programs, including Community Legacy Program, Maryland Facade Improvement Program (MFIP) via a community CDC
	Planning	CGCC, DEWD, OBF, PAI	Short-term (1-2 years)	LBE 1.3	
	Planning	CGCC, DEWD, EMRCC, Essex CDC, OBF, PAI	Mid-term (3-5 years)	LBE 1.5 LBE 1.6	

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
RE 1.6	<p><b>Establish initiatives to support innovative and adaptive re-use by the private sector to meet the changing economic conditions and needs. In Area 11, significant opportunities for adaptive reuse exist within the Eastern Boulevard Node and at White Marsh Mall.</b></p> <p>In Area 11, significant opportunities for adaptive reuse exist within the Eastern Boulevard Node and at White Marsh Mall.</p> <p>Aging retail centers in Area 11 include Hawthorne Plaza Shopping Center and Carroll Island Shopping Plaza, while White Marsh Mall presents an opportunity for redevelopment. Additionally, high commercial vacancies exist in “Downtown” Essex and in the areas surrounding Greenleigh.</p>
RE 1.7	<p><b>Partner with communities to identify and implement local economic revitalization efforts.</b></p> <p>In Area 11, community focused economic revitalization is desired along Back River Neck Road and Lower Eastern Boulevard (near “Downtown” Essex). As identified in previous planning studies, the Essex Park-and-Ride and Middlesex Shopping Centers are key redevelopment sites that should receive investment and improvement. Additionally, economic revitalization efforts should target aging retail/strip malls (such as Carroll Island Shopping Plaza and Hawthorne Plaza Shopping Center).</p>
RE 1.8	<p><b>Review the current Commercial Revitalization District (CRD) designation process and program to better ensure CRDs meet modern needs. This should include a review of the CRD requirements for designation and boundaries, the effectiveness of the programs and impacts on land use policies and potential new incentives to better align with Master Plan 2030 Growth Framework Place Type Nodes.</b></p> <p>[Reinforce]</p>
RE 1.10	<p><b>Create a program to help build and sustain small businesses in navigating county permitting processes.</b></p> <p>[Reinforce]</p>
RE 1.11	<p><b>Create programs to assist property owners to invest in and maintain commercial properties.</b></p> <p>[Reinforce]</p>
<p><b>Goal 2: Create new and leverage existing workforce development strategies that anticipate and prepare workers for economic needs and changes.</b></p>	
RE 2.2	<p><b>Explore opportunities to create alternative work and office space (i.e.-shared workspace, small footprint spaces and artist studios.)</b></p> <p>[Reinforce]</p>
RE 2.6	<p><b>Analyze existing regulations and modify as needed to encourage the development of local food businesses (e.g. farm to table and shared/commissary kitchens), small scale manufacturing, small-scale non-pollutant manufacturing (e.g. craft beverage production business and, handmade soaps).</b></p> <p>A new proposal to amend the BCZR to allow for small scale manufacturing uses in commercial zones within CRDs is being explored. In Area 11, ideal opportunities for small scale manufacturing include in the nodes and redevelopment areas, particularly along Pulaski Highway and Eastern Boulevard.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DEWD	CGCC, County Council, Developers, EMRCC, OBF, PAI, Planning, Realtors	Long-term (6-10 years)		State Strategic Demolition Fund (for demolition, acquisition, or development); State housing programs; Maryland Facade Improvement Program (MFIP), Community Legacy Program; Seed Community Development Anchor Institution Fund
	DEWD	CGCC, CE Office, EMRCC, Essex CDC, Planning	Short-term (1-2 years)	RE 1.1 RE 1.11 RE 3.5	State revitalization programs
	Planning and DEWD	CGCC, CE Office, OBF	Mid-term (3-5 years)	LBE 1.3	
	PAI	Clerk of the Circuit Court, OOL	Mid-term (3-5 years)		
	DEWD	CGCC, OBF, PAI - Code Enforcement, Planning	Long-term (6-10 years)	RE 1.7	DEWD tax credits and loan programs; Sustainable Community resources (where relevant); State MFIP and Community Legacy (via a local organization)
	DEWD	CGCC, PAI - Zoning, Planning	Mid-term (3-5 years)		See RE 1.11
	Planning	CGCC, DEWD, DoH, Essex CDC, Office of Agriculture, PAI (Zoning)	Short-term (1-2 Years)		See RE 1.11

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
RE 2.9	<p><b>Expand public and private transportation to connect jobs with job seekers (e.g. vouchers, bus stops, light rails).</b></p> <p>Prioritize job-supporting transportation efforts throughout. The White Marsh Park-n-Ride functions as an important connector for many commuters, whether traveling by car or by bus. Additionally, a cluster of jobs are concentrated in the White Marsh/Honeygo/Campbell Boulevard area. Connections through, to, and from this hub should be prioritized. Nearby, CCBC Essex and MedStar Franklin Square Medical Center are two additional major employment centers in Area 11. The Middle River sub-area is a growing employment area, serving both Area 11 residents who are employed in the area and outsiders who enter Area 11 each day for work, though employment locations here are more distributed.</p> <p>To serve Area 11 residents who may be employed outside of the major employment centers or in places that are not served by public transit, consider a zone-based and on-demand microtransit service, or partnerships with private ride-sharing companies to offer alternative means to support people seeking work.</p> <p>Other major employment areas that serve Area 11 residents are located outside Area 11, primarily in Downtown Baltimore, Timonium, the Canton Industrial Area, and at points off of Pulaski Highway. Unemployment is greatest in the Essex sub-area. A further analysis of the workforce in this area could identify the most appropriate strategy for connecting residents to work.</p>
<p><b>Goal 3: Grow, enhance and promote the County’s tourist attractions.</b></p>	
RE 3.1	<p><b>Improve and increase tourism attractors and hospitality support products.</b></p> <p>For Area 11, tourism priorities include waterfront promotion and the attraction of an upscale hotel, or more varied hotel products that offer conference space. Attract businesses like restaurants and breweries, and expand events and programs, to attract more people to visit and spend money in Area 11. Utilize wayfinding and other strategies to co-promote both the historic Eastern Boulevard commercial areas and the nearby waterfront.</p>
RE 3.4	<p><b>Support tourism initiatives that promote the County’s heritage and cultural areas and sites so that they are equitably accessible in all areas of the county and to residents of all abilities.</b></p> <p>[Reinforce]</p>
RE 3.5	<p><b>Promote and expand the County’s waterfront resources, including its businesses and recreational opportunities.</b></p> <p>In Area 11, part of this support should include improving wayfinding for visitor access to waterfront amenities. Wayfinding must comply with the Americans with Disabilities Act (ADA) and provide equal, improved access for people of all abilities.</p>
RE 3.7	<p><b>Develop a multi-agency historic and cultural tourism program to promote historic sites, museums and areas of historic significance.</b></p> <p>In Area 11, support the ongoing efforts of the Heritage Society of Essex and Middle River and the Glenn L. Martin Maryland Aviation Museum. Celebrate the historic and unique sites throughout the district.</p>
<p><b>Goal 4: Dismantle barriers to entry for low and moderate-income people and communities of color by expanding jobs and training opportunities.</b></p>	
RE 4.1	<p><b>Support investment and business development in underinvested and disinvested communities to provide equitable access to economic opportunities.</b></p> <p>[Reinforce]</p>
RE 4.2	<p><b>Establish a business incubation program that helps develop minority owned small businesses (e.g. MBE/WBE, veterans and people with disabilities).</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DEWD	DPWT, MTA, Planning, TPA	Long-term (6-10 years)	LBE 3.1 LBE 3.4 LBE 3.5 LBE 3.9 LBE 3.11 RR 1.3	Maryland ENOUGH initiative
	Tourism	CGCC, DEWD, Surrounding Jurisdictions	Mid-term (3-5 years)		Community Legacy Program for wayfinding; State Operating Assistance Grant/TAG for marketing; county capital for signage; explore creating an eastside Heritage Area that includes Martin State Airport, (would then permit applications for funding via MD Heritage Areas)
	Tourism	CGCC, DEWD, MDE, R&P	Long-term (6-10 years)		See RE 3.1
	Tourism	CGCC, DEWD, MDE, R&P	Long-term (6-10 years)	RE 1.1 RE 1.7	Waterfront Business Improvement Loan Program (DEWD)
	Tourism	CGCC Glenn L Martin Aviation Museum, Heritage Society of Essex and Middle River, MHT, Planning (Historic Preservation)	Mid-term (3-5 years)		Eastside Heritage Area and MD Heritage Areas funding
	DEWD	DEI, Planning	Long-term (6-10 years)	LBE 1.5 LBE 1.6 RE 4.7	Maryland ENOUGH initiative
	DEWD	DEI, Planning	Mid-term (3-5 years)		

Table 6, continued

Goal ID	Action
RE 4.3	<b>Evaluate existing resources and programs and develop a successful marketing strategy.</b> [Reinforce]
RE 4.5	<b>Integrate zoning regulations, land use policies, Comprehensive Zoning Map Process (CZMP) and the development review process to ensure commercial developments are sustainable and equitable.</b> [Reinforce]
RE 4.6	<b>Work with business associations, stakeholders and partners to strengthen and improve the ability of commercial revitalization districts (CRD) to attract businesses and be accessible to nearby communities.</b> [Reinforce]
RE 4.7	<b>Build stronger partnerships to eliminate inequities and disparities in economic growth.</b> [Reinforce]
<b>Responsible Regionalism</b>	
<b>Goal 1: Foster regional economic growth and development to better prepare for the future economy and connect local talent to opportunity.</b>	
RR 1.2	<b>Work with local educational institutions to provide materials and services for businesses at TradePoint Atlantic and throughout the region.</b> In Area II, promote and expand utilization of training programs offered by the Baltimore County Department of Economic and Workforce Development (DEWD), the Small Business Administration, the Baltimore County Public Library, and CCBC Essex.
RR 1.3	<b>Work with surrounding jurisdictions to encourage and support the sustainable development of housing and employment centers that are along the public transportation system and transportation corridors as well as support the creation of a regional water authority.</b> [Reinforce]
<b>Goal 2: Collaborate with the region to create a well-connected transit network and to protect human health and the environment.</b>	
RR 2.1	<b>Baltimore County shall collaborate with Baltimore City, state and Baltimore County communities to establish a transit service that runs from west of Security Square Mall east into Trade Point Atlantic and potentially into Essex.</b> [Reinforce]
RR 2.4	<b>Work closely with the Maryland Transit Administration (MTA), surrounding jurisdictions, and the impacted community to make improvements along major transit corridors.</b> The 2020 Central Maryland Regional Transit Plan identified MD-43 and MD-150—and the Essex, Middle River, and White Marsh sub-areas overall—as priority locations for new and local transit routes. Explore and support transit route and stop improvements in these areas and ensure comfortable conditions at stops and proper connectivity from the surrounding areas. Support expansion and improvements of the existing local bus lines and the Penn-Washington MARC service/Martin State Airport MARC Station. Explore transit service expansion into the Middle River sub-area.

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DEWD	DEI, Planning	Mid-term (3-5 years)	RE 1.1 RE 1.7 RE 3.5	
	Planning	DEI, DEWD, PAI (Zoning)	Short-term (1-2 years)	LBE 1.2 LBE 1.7	
	DEWD	Businesses, CGCC, Essex CDC, Planning	Mid-term (3-5 years)		CRD; Essex CDC and place-based marketing via community-based organizations, supported by Planning CRAG grants, County and State operating support, TAG, OAG, Community Legacy, anchor institutions (hospitals and major employers as sponsors)
	DEI	DEWD, Planning	Short-term (1-2 years)	RE 4.1 RR 1.2	
	DEWD	BCPL, CCBC Essex, CGCC, State of Maryland (Universities), Other Institutions, SBA, TPA	Mid-term (3-5 years)	RE 4.7	DEWD Educational Services
	Planning	BMC, DEWD, DHCD, DPWT, MDOT, PAI	Long-term (6-10 years)	RE 2.9	
	Planning and MTA	Baltimore City Department of Transportation (DOT), DPWT	Short-term (1-2 years)	LBE 3.1 LBE 3.11	
	Planning and MTA	DPWT, EMRCC, Essex CDC, Surrounding Jurisdictions	Long-term (6-10 years)	LBE 3.4	

Table 6, continued

Goal ID	Action
RR 2.5	<p><b>Expand current coordination efforts between Baltimore City and County to develop and extend transit oriented development, pedestrian and bicycle networks, connecting park systems, destinations and open space with other jurisdictions.</b></p> <p>[Reinforce]</p>
<p><b>Goal 4: Strengthen collaboration to protect and preserve the environment, combat climate change and implement initiatives to foster sustainability.</b></p>	
RR 4.2	<p><b>Continue to coordinate with the regional alliance on the protection of water resources through education, advocacy, land preservation and restoration of aquifers, watersheds and the Chesapeake Bay.</b></p> <p>Encourage collaboration with surrounding Harford County and with Baltimore City on specific resilience and mitigation projects (e.g., related to flooding). Outreach to partner organizations is critical in developing and advancing the protection of water resources. Leverage can be gained by maintaining educational contacts through local universities and practitioners in the private, public, and academic spaces. Working with groups such as the Urban Waters Partnership and the Baltimore County Commission on Environmental Quality, as well as NGOs, can also help to develop advocacy and protection of land and water resources. Explore development of a regional watershed governance as a key strategy in the protection of water resources.</p>
<p><b>Inclusive Planning</b></p>	
<p><b>Goal 2: Create new standards for equitable community engagement in order to build strong, sustainable relationships and partnerships with all residents of Baltimore County.</b></p>	
IP 2.9	<p><b>Develop and implement a systematic approach to creating countywide small area community plans as a follow up to the 2030 Master Plan process.</b></p> <p>[Reinforce]</p>
<p><b>Goal 3: Increase the capacity of community organizations and groups throughout the County to encourage collaborative decision-making using an approach that is grounded in principles of inclusion and respects different types of experience and knowledge.</b></p>	
IP 3.4	<p><b>As part of the small area plan and planning process, determine goals and strategies to improve the effectiveness of existing community organizations and assist with the formation of new ones in underrepresented communities.</b></p> <p>In Area 11, the Department of Planning should actively encourage greater participation from residents and community leaders in the Community Planning Institute (CPI) program. CPI enrollment from members of the communities in Area 11 have been among the lowest. Additionally, to empower community organizations to shape the future of Area 11, hold a meeting with community leaders to identify opportunities for community-led support of the actions identified in this plan, once this plan is adopted.</p>
<p><b>Healthy Community</b></p>	
<p><b>Goal 1: Attain full health and well-being for all ages and communities by eliminating health disparities and promoting healthy development and behaviors.</b></p>	
HC 1.1	<p><b>Ensure our built and natural environments are connected, clean, green, sustainable and accessible so residents will enjoy the physical beauty of Baltimore County and experience positive health impacts that natural resources can provide.</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	Planning	BDC, DEWD, DPWT, R&P, Surrounding Jurisdictions, Tourism	Long-term (6-10 years)	LBE 3.1 HC 4.3	
	DEPS	Baltimore County Commission on Environmental Quality Blue Water Baltimore, Chesapeake Bay Foundation, MES, Planning, Surrounding Jurisdictions (Upstream States – PA, DE, NY), Urban Waters Partnership	Long-term (6-10 years)		
	Planning	All County Agencies	Mid-term (3-5 years)		
	Planning	Comms, DEI, OCE	Mid-term (3-5 years)		
	Planning	Comms, DEPS, DoH, DPWT, OCE, PAI, R&P, Social Services, Sustainability	Long-term (6-10 years)	LBE 3.1 LBE 3.6 LBE 4.5 LBE 5.2 All of HN Actions HC 4.3 HC 4.6	Maryland ENOUGH initiative

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
HC 1.3	<p><b>Promote mental health awareness and well-being for all ages and increase resources and facilities so that all residents can obtain mental health services.</b></p> <p>[Reinforce]</p>
HC 1.6	<p><b>Increase resources for senior citizens to age in place comfortably by improving existing ADA accommodations, universal design, and incorporating age-friendly design principles into County buildings and spaces.</b></p> <p>In Area 11, sub-areas with the largest populations of older adults include Bowleys Quarters, Essex, and White Marsh, which each had more than 42% of residents above the age of 45 in 2020. Convene a meeting to include the Department of Aging, the Department of Health, the Department of Housing and Community Development, the Department of Planning, and Social Services, along with the MTA, to further explore strategies to support aging-in-place in these sub-areas.</p>
HC 1.7	<p><b>Reduce the number of food deserts and promote access to healthy food for all ages, particularly in low/moderate income communities.</b></p> <p>According to 2019 data from the United States Department of Agriculture’s (USDA) Food Access Research Atlas (which looks at low food access in low-income areas), communities in Bowleys Quarters and Essex sub-areas are experiencing the greatest need for improved food access. In Essex, particularly, extensive work surrounding food access is already underway, including efforts by community schools, churches, and Essex CDC partners. This work should be supported. Through community conversations, the planning team also understands there is a strong desire for improved food access within the Middle River sub-area. In White Marsh, there’s a desire to explore opportunities for a community garden.</p> <p>Utilize short-term/stopgap measures (such as farmers markets) that accept Supplemental Nutrition Assistance Program (SNAP), Women Infants and Children (WIC), and Electronic Benefits Transfer (EBT), or produce drops. Support efforts of Community Schools Coordinators, Community Assistance Network (CAN), and other community groups and non-profits towards efforts like these. Develop long-term strategies to attract and retain full-service grocery stores to areas facing food apartheid to address lack of access to fresh foods.</p>
HC 1.8	<p><b>Adopt “Health in All Policies” to incorporate health factors into decision-making across sectors and policy areas.</b></p> <p>[Reinforce]</p>
<p><b>Goal 2: Foster safe and stable communities and address public safety issues that affect all residents.</b></p>	
HC 2.1	<p><b>Reduce criminal activity, including violent and organized crime, through effective communication, education, partnership and cooperation on a local and regional basis to create safe communities for all.</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DoH	BCPS, Fire, Planning, Police, Social Services	Short-term (1-2 years)		Maryland ENOUGH initiative
	Aging	DHCD, DoH, MTA, PAI, Planning, Senior Centers, Social Services	Short-term (1-2 years)	LBE 2.4 LBE 5.5 LBE 5.8 HC 3.5	Adult Evaluation and Review Services (AERS) through the Department of Health
	DoH	Aging, BCPS/Community School Facilitators, BCSTAT, Community Assistance Network, County Council, DEI, DEWD, DHCD, Disability Commission, Essex CDC, Maryland Hunger Solutions, Planning, Social Services	Mid-term (3-5 years)		Planning capital grants could support building community gardens (beds, physical improvements); Maryland ENOUGH initiative
	DoH	All County Agencies	Mid-term (3-5 years)		
	Police	BCPS, BCSTAT/GRSI, Comms, Fire, Planning, R&P, Social Services	Mid-term (3-5 years)		

Table 6, continued

Goal ID	Action
HC 2.3	<p><b>Adopt Vision Zero strategy to provide safer streets for all users, including cyclists, pedestrians and wheelchair users, to reduce traffic-related deaths and injuries to zero fatalities.</b></p> <p>In Area 11, Pulaski Highway had the most pedestrian fatalities in all of Baltimore County in 2020 and 2021. Eastern Boulevard has similarly been a target of pedestrian and vehicular safety concerns. Improvements are critically needed. Support improvements as outlined for these two roadways in the FY26 Consolidated Transportation Program. Support the exploration and implementation of alternatives identified in DPWT’s Bowleys Quarters Area Traffic Study and in the Maryland Department of Transportation (MDOT) MD-150 Safety Review. Follow through on existing coordination between Essex CDC, Baltimore County, and the State to install digital speed signs along Eastern Boulevard in Essex.</p> <p>Additionally, safety improvements are needed at all intersections with a Level of Service (LOS) grade D or below: Pulaski Highway/Rossville Boulevard; Pulaski Highway/Middle River; Pulaski Highway/Ebenezer; and White Marsh Boulevard/Honeygo Boulevard. Additionally, traffic safety improvements have been requested along Eastern Boulevard/MD-150, White Marsh Boulevard/MD-43, Pulaski Highway, and Philadelphia Road (including at the intersection with Ebenezer Road/Cowenton Avenue). The intersection at Eastern Boulevard and Margaret Avenue should also be prioritized for improvement. Visibility at this intersection is a known issue that needs to be addressed.</p> <p>Along with major roadway improvements, look for opportunities to start with smaller-scale, readily achievable improvements, such as modification to traffic signal timing and re-striping.</p>
HC 2.6	<p><b>Modernize and update the police and fire departments aging facilities, vehicles and technology, and support the construction and renovation of new and existing career and volunteer fire stations.</b></p> <p>In Area 11, explore the need for additional career fire stations in the Middle River sub-area. Support current plans underway to build a new Essex police station.</p> <p>Address flood-proofing needs of the Baltimore County Police Marine Unit in Bowley’s Quarters. as outlined by both the CAP and HMP.</p>
HC 2.7	<p><b>Improve police and fire response time and follow-up to citizen calls in order to “close the loop” for completing casework.</b></p> <p>[Reinforce]</p>
<p><b>Goal 3: Provide quality public services for citizens of all ages in all communities.</b></p>	
HC 3.3	<p><b>Ensure County public facilities are accessible and equipped to serve the needs of the community as demographics and needs change.</b></p> <p>[Reinforce]</p>
HC 3.5	<p><b>Ensure that senior centers have the capacity, tools and resources necessary to meet the current and future needs of diverse older adults.</b></p> <p>[Reinforce]</p>
HC 3.6	<p><b>Provide flexible programs and opportunities in recreation centers by incorporating tools and resources that support a virtual experience.</b></p> <p>[Reinforce]</p>
<p><b>Goal 4: Provide and promote safe, equitable and inclusive access to quality parks, green space, recreation facilities and programs.</b></p>	
HC 4.1	<p><b>Target the acquisition of land and the development of amenities to better addressed the needs of underserved communities by using data on the current level of recreational services and open space.</b></p> <p>[Reinforce]</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	DPWT	County Council, Essex CDC, EMRCC, MDOT SHA, PAI, Planning	Long-term (6-10 years)	LBE 3.1 LBE 3.3 LBE 3.6	Maryland ENOUGH initiative
	Property Mgmt and Homeland Security & Emergency Mgmt	DEWD, Fire, OBF, OIT, Planning, Police	Long-term (6-10 years)	LBE 5.8	
	Police and Fire	Planning	Short-term (1-2 years)		
	Property Mgmt	BCPL, DoH, OIT, R&P, Planning, Social Services	Long-term (6-10 years)	LBE 5.2 LBE 5.5 LBE 5.8 HC 4.2	Maryland ENOUGH initiative
	Aging	DoH, OBF, OIT, Planning, Senior Centers	Mid-term (3-5 years)	LBE 2.4 LBE 5.5 LBE 5.8 HC 1.6	Maryland Department of Aging Senior Center Operating Fund Program; Maryland ENOUGH initiative
	R&P	OBF, OIT, Planning	Mid-term (3-5 years)	LBE 5.2	Maryland ENOUGH initiative
	R&P	County Council, DEI, DEPS, DPWT, NeighborSpace, OBF, Planning	Mid-term (3-5 years)	HN 2 series HC 4.3	Maryland DNR's Program Open Space

Table 6, continued

<b>Goal ID</b>	<b>Action</b>
HC 4.2	<p><b>Renovate and enhance older parks to ensure that they are equitable, meet modern recreational needs and are an asset to the communities and neighborhoods they serve.</b></p> <p>Additionally, in Area 11, integrate climate-informed design elements to ensure parks are more resilient to natural disasters. Add floodable elements to park spaces to help adapt to stormwater needs of surrounding communities. Ensuring these park spaces are publicly accessible not only provides recreational opportunities, but presents a chance for environmental and climate education.</p>
HC 4.3	<p><b>Ensure county residents who live inside the URDL live within a safe 15-minute walk of a park or public open space.</b></p> <p>In Area 11, prioritize new parks in the sub-areas of Rossville, Middle River, and southern portions of Bowleys Quarters to expand the number of parks within a safe 15-minute walk of residents. An additional effort is needed to identify the areas of greatest need by reviewing existing sidewalk connectivity, changes in elevation, the presence of trees for shade, existence of barriers, and any difficult roadway crossings, especially in areas with vulnerable communities.</p>
HC 4.4	<p><b>Engage residents to expand awareness of recreation, parks, trails, services and programs.</b></p> <p>[Reinforce]</p>
HC 4.5	<p><b>Improve the site design of parks and recreation areas to ensure they are accessible, ADA compliant and safe for residents of all ages and abilities.</b></p> <p>[Reinforce]</p>
HC 4.6	<p><b>Create a network of connecting parks through the County.</b></p> <p>In Area 11, prioritize sidewalk improvements and active transportation facilities between parks and recreational amenities and to nearby communities. In the Middle River sub-area, establish a dedicated connection between Marshy Point Park and Eastern Regional Park along Eastern Avenue and support the planned active transportation facilities already identified for Carroll Island Road to connect to the future Carroll Island Park. In the Essex sub-area, better connect to and between parks off of Southeast Boulevard and Back River Neck Road. In the White Marsh Mall sub-area, introduce additional park space near the White Marsh Mall Node and improve connections to Honeygo Regional Park by prioritizing the planned active transportation facilities identified for Honeygo Boulevard and Ebenezer Road. Additional public open space is needed in the Rossville sub-area and near the Pulaski Highway Node.</p>
HC 4.7	<p><b>Strive to increase the County’s tree canopy, especially in areas of deficiency.</b></p> <p>In Area 11, increase tree coverage in the Essex sub-area and within the nodes and priority redevelopment areas.</p>

	<b>Lead</b>	<b>Support Partners</b>	<b>SAP 11 Time Frame</b>	<b>Action Overlap</b>	<b>Resources / Funding Mechanisms</b>
	R&P	County Council, DEI, DEPS, DPWT, OBF, Planning, R&P	Mid-term (3-5 years)	LBE 5.2 LBE 5.8 HC 1.6 HC 3.3	Maryland DNR's Program Open Space; Maryland ENOUGH initiative
	R&P/ NeighborSpace	County Council, DPWT, PAI, Planning	Long-term (6-10 years)	RR 2.5 HN 2 series HC 1.1 HC 4.1 HC 4.6	
	R&P	Aging, DEI, DoH, PAI, Planning, NeighborSpace	Mid-term (3-5 years)		
	R&P	Aging, DEI, DoH, Pai, Planning	Mid-term (3-5 years)	LBE 5.2 LBE 5.8	
	R&P	NeighborSpace	Long-term (6-10 years)	HC 1.1 HN 2.1 HN 2.2 HN 2.8 HC 4.3	Maryland DNR's Program Open Space, Maryland DNR's Land and Water Conservation Fund Grants
	DEPS	DPWT, Property Mgmt, R&P, Sustainability		HN 1.6 HN 2.5	County Project ReTree program, Keep Maryland Beautiful Grant



# APPENDICES

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## Appendix A. Initial Resolution to Begin with SAP 11

COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND  
Legislative Session 2025, Legislative Day No. 1

Resolution No. 2-25

---

Mr. Izzy Patoka, Chairman  
By Request of County Executive

---

By the County Council, January 7, 2025

---

A RESOLUTION of the Baltimore County Council requesting the Baltimore County Department of Planning to begin the Small Area Plan process, as outlined in Master Plan 2030.

WHEREAS, with the enactment of Resolution 4-24, the Council adopted Master Plan 2030; and

WHEREAS, twelve (12) areas were identified on a map in Master Plan 2030 for the Small Area Plan Process; and

WHEREAS, the Small Area Plans will build on the work of previously adopted community plans, Sustainable Community Area Plans and the themes and goals of Master Plan 2030; and

WHEREAS, as part of the Master Plan, a Future Land Use Map (Place Type map) was adopted that shows land use in broad terms, as a basis for guiding future land use and zoning; and

WHEREAS, the Master Plan and the Place Type Map serve as the overall policy guide for developing the Small Area Plans, which are intended to provide area-specific recommendations for achieving and refining the goals and actions of the Master Plan; and

WHEREAS, the Master Plan 2030 directed the Department of Planning to begin with Small Area Plan Number 11, that includes Middle River, Essex, White Marsh, Rossville and Bowley's Quarters; and

WHEREAS, the remaining Small Area Plans (1-10 and 12) will begin after the completion of Plan Number 11, one at a time and as staff capacity allows; and

WHEREAS, the Planning Board shall review each of them and recommend their adoption to the Council; now therefore

BE IT RESOLVED BY THE COUNTY COUNCIL OF BALTIMORE COUNTY, MARYLAND that the Council requests that the Baltimore County Planning Board review the Small Area Plans and submit recommendations to the Council to adopt each Small Area Plan as amendments to Master Plan 2030; and

BE IT FURTHER RESOLVED, that this Resolution shall take effect from the date of its passage by the County Council.



## LEGISLATION DETAIL

LEGISLATION	<u>RESOLUTION 2-25</u>
DISPOSITION	<u>PASSED</u>
ENACTED	<u>N/A</u>
EFFECTIVE	<u>N/A</u>
AMENDMENTS	<u>NO</u>

ROLL CALL - BILL			ROLL CALL - AMENDMENTS		
MOTION	MARKS	SECOND JONES	MOTION	SECOND	
AYE	NAY		AYE	NAY	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Young	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Young
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Patoka	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Patoka
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Kach	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Kach
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Jones	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Jones
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Marks	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Marks
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Ertel	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Ertel
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Councilman Crandell	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Crandell

ROLL CALL - AMENDMENTS			ROLL CALL - AMENDMENTS		
MOTION	SECOND		MOTION	SECOND	
AYE	NAY		AYE	NAY	
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Young	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Young
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Patoka	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Patoka
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Kach	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Kach
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Jones	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Jones
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Marks	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Marks
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Ertel	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Ertel
<input type="checkbox"/>	<input type="checkbox"/>	Councilman Crandell	<input type="checkbox"/>	<input type="checkbox"/>	Councilman Crandell

## Appendix B. Resolution to Adopt SAP 11 [Placeholder]

**PLACEHOLDER; FINAL  
RESOLUTION TO BE  
INSERTED HERE**

### Council People

- District 1 Pat Young
- District 2 Izzy Patoka
- District 3 Wade Kach
- District 4 Julian E. Jones, Jr.
- District 5 David Marks
- District 6 Mike Ertel
- District 7 Todd K. Crandell

**PLACEHOLDER; FINAL  
RESOLUTION TO BE  
INSERTED HERE**

## Appendix C. Planning Board Meeting Minutes and Voting Record

### Planning Board Members

- C. Scott Holupka, Chair Executive Appointment (At Large)
- Emily Brophy, Vice-Chair Executive Appointment (At Large)
- Peter Arrey Council Appointment (6th District)
- Edward Braddy Council Appointment (4th District)
- Mark Duvall Council Appointment (3rd District)
- Beverly German Council Appointment (5th District)
- Mark Heckman Council Appointment (2nd District)
- Steven Heinl Executive Appointment (At Large)
- Shafiyq Hinton Executive Appointment (At Large)
- Derick Johnson Executive Appointment (At Large)
- Jessica Lilli Council Appointment (7th District)
- Raquel Muñeses Executive Appointment (At Large)
- Cathryn Pinheiro Executive Appointment (At Large)
- Jon Schulman Executive Appointment (At Large)
- Christopher Brody Tennant Council Appointment (1st District)

**MINUTES**

**Baltimore County Planning Board Meeting**

**November 20, 2025**

*Contents*

**Call to Order, Introduction of Board Members, Pledge of Allegiance, and Announcements**

**Review of Today’s Agenda**

**Minutes of the November 6, 2025 Meeting**

**Item for Discussion and Vote**

- 1. Small Area Plan 11

**Other Business**

- 2. Report from the November 13, 2025 Meeting of the Landmarks Preservation Commission
- 3. Recent County Council legislation of interest to the Board:
  - a. Bill 71-25 – Open Space Fee-in-Lieu
  - b. Resolution 54-25 – Local Open Space Waiver Fees

**Adjournment of the Board Meeting**

\*\*\*\*\*

**Public Hearing by the  
Baltimore County Planning Board**

**Call to Order, Introduction of Board Members, and Remarks by Chair**

**Item for Public Hearing**

- 1. Updates to the Comprehensive Manual of Development Policies (Cover page and Table of Contents, Division I: Focus on Community, and Division II: Residential Development within the Urban-Rural Demarcation Line) \*\*

\*\*Comments by Citizens

**Adjournment of Public Hearing**

\*\*\*\*\*

**Reconvene Public Meeting of the  
Baltimore County Planning Board**

**Call to Order, Introduction of Board Members, and Remarks by Chair**

**Item for Discussion and Vote**

1. Updates to the Comprehensive Manual of Development Policies (Cover page and Table of Contents, Division I: Focus on Community, and Division II: Residential Development within the Urban-Rural Demarcation Line)

**Adjournment of the Board Meeting**

\*\*\*\*\*

**Appendices**

**Appendix A** Small Area Plan 11

**Appendix B** Comprehensive Manual of Development Policies (Cover page and Table of Contents, Division I: Focus on Community, and Division II: Residential Development within the Urban-Rural Demarcation Line)

*Note: A copy of the appendices is located in the official digital Planning Board files.*

\*\*\*\*\*

**Baltimore County Planning Board Meeting Minutes  
November 20, 2025**

**Call to Order, Introduction of Board Members**

Chair Holupka called the meeting to order at 4:00 PM and welcomed everyone. A roll call to account for the members of the Board was conducted. Through the meeting, the following Board members were:

<b>Present</b>	<b>Absent</b>
<ol style="list-style-type: none"> <li>1. Mr. C. Scott Holupka, Chair</li> <li>2. Mr. Peter Arrey</li> <li>3. Mr. Edward Braddy</li> <li>4. Mr. Mark Duvall</li> <li>5. Ms. Beverly German</li> <li>6. Mr. Mark Heckman</li> <li>7. Mr. Steven Heintl (Arrived at 4:20 PM)</li> <li>8. Mr. Shafiq Hinton</li> <li>9. Mr. Derick Johnson</li> <li>10. Ms. Jessica Lilli</li> <li>11. Ms. Raquel Muñeses</li> <li>12. Ms. Cathryn Pinheiro (Arrived at 4:05 PM)</li> <li>13. Mr. Jon Schulman</li> <li>14. Mr. Christopher Brody Tennant (Arrived at 4:03 PM)</li> </ol>	<ol style="list-style-type: none"> <li>1. Ms. Emily Brophy, Vice-Chair</li> </ol>

Attending County staff included: Mr. Steve Lafferty, Ms. Amy Mantay, Ms. Jennifer Nugent, Ms. Ngone Seye Diop, Ms. Megan Oliver, Mx. Jess Myhre, Mr. Iyad Abdi, Ms. Krystle Patchak, Ms. Elyse Browning, and Ms. Taylor Bensley, all of the Department of Planning.

### **Review of Today's Agenda**

Ms. Bensley reported there were no changes to the Tentative Agenda published November 12<sup>th</sup>, 2025.

### **Minutes of the November 6, 2025 Meeting**

Chair Holupka asked the Planning Board members if they had any changes to the November 6<sup>th</sup>, 2025 Minutes. Hearing none, Chair Holupka called for a motion to approve the Minutes as drafted. Ms. German moved to approve the Minutes as drafted. Mr. Schulman seconded the motion, which passed at 4:02 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, and Mr. Schulman. There were no dissenting votes.

### **Item for Discussion and Vote**

#### 1. Small Area Plan 11

Chair Holupka informed the Board that the first item on the agenda was an opportunity to further discuss and then vote on Small Area Plan 11. He reminded the Board that the item was introduced on October 16<sup>th</sup> and a Public Hearing was conducted on November 6<sup>th</sup>. Chair Holupka continued that staff from the Department of Planning were present to answer any questions the Board may have as they discussed, and asked if Ms. Megan Oliver of the Department of Planning had anything to add before discussion.

Ms. Oliver stated that, at the request of community leaders, an amendment was proposed regarding a roadway connection between Earls Road and MD 43, however, the same community leaders had since requested the amendment be withdrawn and not included in the plan.

Mr. Tennant entered the meeting at 4:03 PM.

Chair Holupka then opened the floor for discussion from the Board.

Mr. Hinton asked why the community leaders wanted the proposed amendment to be withdrawn. Ms. Oliver explained that the surrounding communities were wanting to be more judicious because the recommendation had potential to impact nearby property owners.

Chair Holupka noted that the plan discussed retail corridors and stated he was concerned with over-promising. He asked if there was any sort of economic analysis on what was possible. Ms. Oliver explained that there were no site-specific expectations, but that staff had been in contact with the Department of Economic and Workforce Development throughout the process. Chair Holupka mentioned it would be helpful to temper expectations as other small area plan processes moved forward. Ms. Oliver thanked him for the feedback, and noted that the Essex area had completed a retail-gap analysis, which helped inform recommendations for the area.

Ms. Pinheiro entered the meeting at 4:05 PM.

With no further questions or comments, Chair Holupka called for a motion on Small Area Plan 11. Ms. German moved that the Baltimore County Planning Board approve Small Area Plan 11, presented October 16<sup>th</sup> and November 6<sup>th</sup> with amendments as of November 20<sup>th</sup>, and recommend the Plan be forwarded onto County Council for review and adoption as an amendment to *Master Plan 2030*. Mr. Arrey seconded the motion. Chair Holupka then called for any amendments to the Plan.

**Amendment 1:**

Ms. German moved to edit sentence-level fixes throughout the plan, like grammar, spelling, and clarity issues, and add graphics that may have inadvertently been left out. Mr. Schulman seconded the amendment, which passed at 4:08 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 2:**

Ms. German moved to add the following text to page 24, following the existing statement regarding decommissioned industrial sites:

The County's new Eco-Park Overlay District can serve as a complementary driver for future changes on these properties.

Mr. Heckman seconded the amendment, which passed at 4:08 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 3:**

Ms. German moved to add the following information to page 45 regarding the Lafarge property:

Another notable site in this sub-area is the former "Lafarge Quarry", located east of Earls Road, south of Ebenezer Road, and north of Eastern Avenue. For nearly 75 years, this site operated as a sand and gravel quarry. Mining on this property ceased operation in 2021. In 2022, County Council approved a Planned Unit Development (PUD) proposal for about 400 acres of the Lafarge Quarry site, a portion of which was proposed to be redeveloped as an industrial/office park with about 220 acres dedicated for public use. Ultimately, this PUD approval was revoked in 2023, with Council citing community opposition as a reason behind their decision. Community pushback highlighted the need for a comprehensive vision for the site, including a need to study the impacts of traffic related to any future development.

Legislation in 2024 (Bill 43-24) established a new Eco-Park Overlay District in Baltimore County requirements for developments on certain properties with an intention of balancing industrial uses with environmental restoration. This overlay district was applied to the Lafarge Quarry site.

The Lafarge Quarry site has been the topic of much planning discussion over the years. Baltimore County's Master Plan 2020 identified a need to establish an east-west road connection between Earls Road and MD-43 before any redevelopment or revitalization of this property. Additionally, Master Plan 2020 recommended developing a vision and land-use plan for the site to guide long-term revitalization. Master Plan 2030 reinforced the need for both a roadway connection and a vision for the Lafarge Quarry, which it suggested could be part of the Small Area Plan effort. This Small Area Plan could not focus on the Lafarge Quarry to the degree that a site of this size

warrants. The opportunity remains, therefore, to explore the potential for defining a clear, community-supported vision for the Lafarge Quarry.

And to modify scale/quantity of images, or number of pages, to accommodate the proposed text, as needed.

Mr. Hinton seconded the amendment.

Chair Holupka questioned if the proposed text was okay, given that further information on the roadway connection was not being added. Ms. Oliver confirmed it was.

The amendment motion passed at 4:12 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 4:**

Ms. German moved to add the following text to page 62, at the end of the existing bullet point referencing the Lafarge-Holcim property:

...that is capable of serving industrial traffic.

Mr. Schulman seconded the amendment, which passed at 4:12 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 5:**

Ms. German advised the Board that Amendment Motion 5 was withdrawn at the request of the community, and stated the Board would move on to Amendment Motion 6.

**Amendment 6:**

Ms. German moved to add the following text to pages 79-80, within the HC 2.3 Subject:

The intersection at Earls Road and Ebenezer Road presents similar safety concerns and opportunities to improve visibility and facilitate safer turning movements need to be evaluated and implemented.

Mr. Braddy seconded the amendment, which passed at 4:13 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 7:**

Ms. German moved to add the following text to page 92, within the HN 2.3 Subject, following the existing text regarding prioritizing park amenities:

Leverage the County's Eco-Park Zoning Overlay District as a tool for expanding available public green space.

Mr. Duvall seconded the amendment, which passed at 4:14 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 8:**

Ms. German moved to add the following text to page 95, within the HC 4.3 Subject, following the existing text regarding prioritizing new parks:

Leverage the County’s Eco-Park Zoning Overlay District as a tool for expanding available public green space.

Ms. Muñeses seconded the amendment.

Mr. Hinton noted there appeared to be a lot of redundancy, and asked what the difference between Amendment 7 and Amendment 8 were. Chair Holupka stated that they were in different sections of the plan. Ms. Oliver confirmed and stated that they were reinforcing similar points, but two different action items.

Mr. Hinton asked how the Eco-Park Overlay impacted the ability to build schools. Ms. Oliver replied that that was not discussed in the plan. Mr. Hinton asked if information on building schools could be added. Mr. Lafferty replied that it could be added with an amendment from the Board, and once the Board finished their vote, the plan would move on to the County Council for their review. He noted that if the Board did not add the information, Mr. Hinton could ask the County Council to add it. Mr. Hinton asked that the Board revisit this item, following the rest of the amendments. Chair Holupka delayed the vote on the item.

**Amendment 9:**

Ms. German moved to revise the text on page 107, within the LBE 1.5 Section, regarding supporting efforts to revitalizing adding office spaces and retail centers to read as follows:

Support efforts to revitalize aging office spaces and/or retail centers, including Hawthorne Plaza Shopping Center, Carroll Island Shopping Center, “Downtown” Essex, White Marsh Mall, and the space of the current Essex Library (once the new library is relocated to its new facility).

Mr. Tennant seconded the amendment, which passed at 4:17 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 10:**

Ms. German moved to add the following text to page 109, within the RE 1.5 Subject, following the existing reference to the Carroll Island Shopping Center:

..., and the space of the current Essex Library)...

Mr. Heckman seconded the amendment, which passed at 4:18 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 11:**

Ms. German moved to add the following text to page 109, within the RE 1.5 Subject, following the existing reference to the Carroll Island Shopping Center:

..., and the space of the current Essex Library)...

Mr. Schulman seconded the amendment, which passed at 4:18 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heidl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 12:**

Ms. German moved to add the following text to page 110, within the RE 1.7 Subject, at the end of the existing text regarding economic revitalization efforts targeting aging retail and strip malls:

..., and the space of the current Essex Library facility).

Mr. Braddy seconded the amendment, which passed at 4:19 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 13:**

Ms. German moved to add a visual of White Marsh Town Center concept plan to page 114, within the White Marsh Mall Node Section. Mr. Hinton seconded the amendment.

Mr. Heidl entered the meeting at 4:20 PM.

Chair Holupka asked what the visual would look like. Ms. Oliver explained that it was a visual that was already created by a design firm and that she could be happy to share it.

The amendment motion passed at 4:20 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heidl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 14:**

Ms. German moved to revise the existing text on page 119, within the Eastern Boulevard Node, Residential Land Uses Section, regarding future development to read as follows:

Future development should prioritize a mix of commercial, office, and civic/institutional uses, supported by secondary uses like open space and light industrial. The built form should include mixed-use development, designed to concentrate the tallest, densest developments near transit stops and gradually stepping down in height and intensity closest to existing residential neighborhoods. Buildings should be oriented close to the street and adhere to clear design standards (such as limited setbacks, transparency at ground level (windows and doors), and varied architectural design to enhance the pedestrian experience and eliminate “blank walls”).

Mr. Braddy seconded the amendment.

Mr. Heckman asked why the community wanted to exclude multi-family. Ms. Oliver explained that the most input the Department received had been related to this Node, and that there was not a significant amount of developable land left within the Node. Mr. Heckman asked if the Department agreed with that, to which Ms. Oliver explained that the Department did, as there were not a lot of large parcels for multi-family development and that there were few sites left to be developed in general. Chair Holupka noted that the MARC Station and parking lot were very constrained, and that the property across the street was a maintenance facility, so it could appear there were areas to develop, but that they likely could not actually be developed.

Mr. Lafferty noted that the Aviation Station was once a designated Transit Oriented Development (TOD), however the County and State withdrew the designation because the developers were moving more towards warehousing and logistics than mixed-use. He continued that the Node was almost entirely industrial and is becoming more industrial with approved Development Plans.

Chair Holupka asked if the existing forest to the north was developable. Ms. Oliver confirmed it was, as a portion of the forest was in land preservation, and other portions had access issues. Mr. Hinton clarified they were discussing the forest to the north as you're traveling along MD-43, to which Chair Holupka confirmed yes, across the train tracks. Mr. Hinton noted that there were plans for apartments along MD-43. Ms. Patricia Malone, an attorney with Venable, LLP, stated that she represented the Greenleigh development and that everything green was forest buffer, forest conservation, or easements, and therefore not developable.

Mr. Tennant asked if the amendment would restrict existing property owners from making their properties mixed-use and "going vertical" to add residential on higher floors in the future. Ms. Oliver stated that would not be the case as the plan was just guidelines and did not restrict any uses. She continued that this amendment was a larger vision for the Node, but that property owners could still do any use permitted by the Zoning Regulations.

The amendment motion passed at 4:27 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heinl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

#### **Amendment 15:**

Ms. German moved to add the following text to page 119, within the Eastern Boulevard Node, Lockheed Site Section, at the end of the existing text regarding infill opportunities:

As part of the Voluntary Cleanup of the Middle River Complex at the former Lockheed properties, future land uses (notably, residential uses) are restricted by Environmental Covenants. Future uses must conform to these land-use restrictions, and should support the community's vision of this area as an employment center.

Ms. Muñeses seconded the amendment.

Chair Holupka confirmed this was a continuation of the previous amendment. Ms. Oliver confirmed that was accurate, as the Voluntary Cleanup put those restrictions in place.

The amendment motion passed at 4:28 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heinl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 16:**

Ms. German moved to add various Implementation Partners to the Implementation matrix, including:

Adding the Essex Middle River Civic Council (EMRCC) as a support partner to the following action items within the Implementation Matrix:

- LBE 1.5, 1.6, 3.5, 3.6
- RE 1.5, 1.6, 1.7
- RR 2.4
- HC 2.3

Adding the Chesapeake Gateway Chamber of Commerce (CGCC) as a partner to the following action items within the Implementation Matrix:

- LBE 1.3, 1.5, 1.6, 3.4, 3.5, 3.6
- RE 1.2, 1.5, 1.6, 1.7, 1.8, 1.11, 2.2, 3.1, 3.4, 3.5, 3.7, 4.6
- RR 1.2

And adding the Essex CDC as a partner to the following action item within the Implementation Matrix:

- LBE 3.5

Mr. Heintl seconded the amendment.

Chair Holupka asked if this precluded other organizations from being involved. Ms. Oliver confirmed it did not, but that those community organizations listed requested they be added.

The amendment motion passed at 4:30 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 17:**

Ms. German moved to add the *White Marsh Town Center Task Force Report* to the list of Adopted Community Plans on page 55, within the Adopted Community Plans Section, and to the summary of Relevant Planning Efforts on page 173, within the Appendix Section. Mr. Arrey seconded the amendment, which passed at 4:31 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Amendment 18:**

Ms. German moved to add a map showing school capacity to the Appendix Analysis Maps. Mr. Duvall seconded the amendment, which passed at 4:31 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

**Revisiting Amendment 8:**

Chair Holupka reminded the Board of the current amendment motion on the floor, which was to add the following text to page 95, within the HC 4.3 Subject, following the existing text regarding prioritizing new parks:

Leverage the County’s Eco-Park Zoning Overlay District as a tool for expanding available public green space.

Mr. Hinton stated that, when looking at the history of the Lafarge property and the Eco-Park Zoning Overlay, Baltimore County was supposed to receive 200 acres of the property to build a school. He continued that, as the County talked about parks for the area, it was important to remember that the area was growing quickly and the schools were overcrowded, so he would like to see the amendment say parks and schools.

Ms. Oliver stated that there were previous explorations of building a school on the property, however, they found the site to not be feasible. Mr. Hinton stated that if the land was not safe for a school, it was not safe for a park. Ms. Oliver explained that Baltimore County Public Schools did not want the land, and that she was unsure if the Eco-Park Zoning Overlay would allow for a school to be built. She noted that amendments 7 and 8 were within the Healthy Communities and Harmony with Nature sections, both of which dealt with park-land. Mr. Hinton replied that he believed schools were at the center of healthy communities.

Mr. Hinton moved to modify the motion on the floor to add “as well as educational or school facilities” to the end of it. Ms. German agreed to the modification and Mr. Heckman seconded the modification.

Mr. Lafferty noted that, if a school could not be built within the Eco-Park Overlay District, it was possible the information would be dismissed. Mr. Heckman asked why the Board was voting on something they did not know could be included or not.

Chair Holupka moved modify the motion on the floor to instead be to add the following text to page 95, within the HC 4.3 Subject, following the existing text regarding prioritizing new parks:

Leverage the County’s Eco-Park Zoning Overlay District as a tool for expanding available public green space, as well as educational or school facilities, if possible.

Mr. Arrey stated that it should be “if conditions permit”, rather than “if possible”.

Ms. German agreed with much of the conversation, explaining that there was significant discussion about the Lafarge property, as it could fulfill a need on the east side. She continued that many parents on the east side wanted their child to go to Eastern Tech, as there was a lot of interest in school for non-college bound students; as such, she continued that the area could be a good site for a trades school.

Mr. Hinton stated that the Eco-Park Zoning Overlay was designed to stop development, but that it would create more problems long-term. He explained that an eco-friendly school could be built, however, it would likely cost more money to be green. He stated he would like to see the information added to the amendment and that if it was dismissed, at least the Board tried.

Mr. Hinton and Ms. German accepted the modifications.

Chair Holupka reminded the Board that the motion on the floor was as follows: to add the following text to page 95, within the HC 4.3 Subject, following the existing text regarding prioritizing new parks:

Leverage the County’s Eco-Park Zoning Overlay District as a tool for expanding available public green space, as well as educational or school facilities, if conditions permit.

Mr. Heckman seconded the amendment, which passed at 4:46 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

Chair Holupka called for any additional amendments. The Board had none.

With no further amendments from the Board, Chair Holupka conducted a role call on the original motion to approve Small Area Plan 11, presented October 16<sup>th</sup> and November 6<sup>th</sup>, 2025, with amendments as of November 20<sup>th</sup>, 2025. The motion passed at 4:47 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

Chair Holupka thanked the Board for their time on the matter.

**Other Business**

2. Report from the November 13, 2025 Meeting of the Landmarks Preservation Commission

Ms. Bensley gave a report on the major actions of the Landmarks Preservation Commission at their November 13<sup>th</sup>, 2025 meeting.

3. Recent County Council legislation of interest to the Board

Ms. Bensley gave a report on the recent legislation passed by the County Council of interest to the Board, which included:

- a. Bill 71-25 – Open Space Fee-in-Lieu
- b. Resolution 54-25 – Local Open Space Waiver Fees

**Adjournment of the Board Meeting**

With no further remarks, Chair Holupka called for a motion to adjourn the meeting. Mr. Schulman moved to adjourn the meeting. Ms. Muñeses seconded the motion, which passed at 4:50 PM with affirmative votes being cast by Mr. Arrey, Mr. Braddy, Mr. Duvall, Ms. German, Mr. Heckman, Mr. Heintl, Mr. Hinton, Mr. Johnson, Ms. Lilli, Ms. Muñeses, Ms. Pinheiro, Mr. Schulman, and Mr. Tennant. There were no dissenting votes.

The meeting adjourned at 4:50 PM.

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## Appendix D. Summary of Countywide Plan Review

### BALTIMORE COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT (2023–2024)

Public health departments and non-profit hospitals are required to regularly conduct a Community Health Needs Assessment (CHNA) every three years to fulfill requirements of the Patient Protection and Affordable Care Act of 2010. Through the analysis of community health indicators, a CHNA evaluates the health and wellbeing of the community and identifies the leading health challenges that should be addressed through programs, services, and potential policy updates.

The Baltimore County Department of Health (BCDH), along with the local health systems of Northwest Hospital (of LifeBridge Health), Greater Baltimore Medical Center (GBMC) Healthcare, the University of Maryland St. Joseph Medical Center (UM SJMC), and MedStar Franklin Square Medical Center (MFSMC), prepared the latest CHNA for the area: ***The 2023-2024 Baltimore County Community Health Needs Assessment*** (“the 2023-2024 CHNA”), which identified three priority needs countywide: behavioral health, physical health, and access to care.

In Baltimore County, the CHNA is typically accompanied by a Community Health Improvement Plan (CHIP) to outline how local health leaders will serve the community and their identified health needs. At the time of this SAP’s publication, the latest CHIP was the 2021 plan.

### BALTIMORE COUNTY BICYCLE AND PEDESTRIAN MASTER PLAN (2022)

The ***Baltimore County Bicycle and Pedestrian Master Plan*** is a comprehensive strategy designed to enhance the active mobility infrastructure and network across the county. Drafted by the Baltimore County Department of Public Works and Transportation, the plan builds on previous pedestrian and bicycle access plans from 2006 and 2012. It was developed in response to growing interest in active transportation, the need for safer infrastructure, and changing development patterns. Through a mix of new bike lanes, trails, sidewalks, and “Complete Streets” improvements, the plan aims to create a safer,

more connected, and more accessible transportation network that benefits all residents.

The plan’s overall objective is to promote active transportation as a viable, safe, and convenient alternative to driving, as well as improve quality of life while reducing congestion and emissions. Its high-level goals include the following:

- ***Increasing safety*** by reducing pedestrian and bicycle crashes, ***ensuring equity*** by expanding transportation options in underserved areas, ***enhancing connectivity*** between key destinations, and ***supporting economic growth*** through bike- and pedestrian-friendly infrastructure. By implementing these improvements, the county seeks to create a healthier, more sustainable, and more accessible transportation system for all residents.

### BALTIMORE COUNTY LAND PRESERVATION, PARKS, AND RECREATION PLAN (2022)

The ***Baltimore County Land Preservation, Parks, and Recreation Plan*** serves as a strategic guide for managing parks, recreational facilities, and preserved lands, ensuring eligibility for Maryland’s Program Open Space funding. While it includes sections on agricultural and natural resource preservation, its primary focus is on parks and recreation, aligning with the program’s capital funding goals. The plan outlines the County’s ongoing use of planning tools, zoning, and capital investment to address increasing recreational demands and land preservation challenges due to population growth and limited developable land. It introduces a shift away from outdated statewide parkland standards—like the 30 acres per 1,000 residents ratio—in favor of locally tailored planning methods. Ultimately, the plan emphasizes that continued investment in open space, recreation, and preservation is critical to Baltimore County’s quality of life, environmental health, and national leadership in land conservation.

## BALTIMORE COUNTY CLIMATE ACTION PLAN (2021)

Baltimore County's *Climate Action Plan* (2021) assesses the potential impacts of climate change on the county's government-owned facilities and assets (including police, fire, public works, roads, social services, parks and recreation, libraries, etc.). It identifies the vulnerabilities of future climate change for Baltimore County and recommends adaptation options for improving County resilience for planning horizons of 2050 and 2080.

The plan included a review of relevant science-based literature related to observed and projected impacts from climate change. Current observations of temperatures, precipitation, and sea level rise indicates that climate impacts are already being felt in Baltimore County.

In addition to climate observations, the plan included a vulnerability assessment which identified communities, infrastructure, and assets that were most vulnerable to climate impacts. It is recognized that climate change has the potential to negatively affect a wider range of community assets in Baltimore County, including private property, neighborhoods, natural resources, and historical/cultural resources, among others. This assessment identified the primary climate vulnerabilities as rising temperatures, storm events, and sea level rise.

Lastly, the plan includes a series of adaptation recommendations that focus on resiliency enhancements to county owned facilities and infrastructure, as well as planning steps that can be taken to prepare the county for future risks and a general recommendation to incorporate climate resilience into the County's Capital Improvement Program.

## BALTIMORE COUNTY HAZARD MITIGATION PLAN (2021)

In order to receive Hazard Mitigation Assistance (HMA) program grant funding, local jurisdictions are required to have a hazard mitigation plan. The primary goal the HMP is to proactively determine which means are most effective in reducing and/or eliminating loss of life and property damage in various disaster events. The *Baltimore County Hazard Mitigation Plan (HMP)* provides Baltimore County with practical knowledge and strategies, empowering citizens,

first responders, and government officials to prepare for and respond to natural disasters. The aim is to integrate natural hazard information and mitigation policies and principles into local planning mechanisms. Baltimore County will be required to update its HMP in 2026.

## MULTI-YEAR IMPROVEMENT PLAN FOR ALL SCHOOLS (MYIPAS) (2021)

The *Baltimore County Multi-Year Improvement Plan for All Schools (MYIPAS)* assesses the facility needs of all 175 Baltimore County Public School (BCPS) facilities, programs, and centers and recommends an equitable roadmap to address significant overcrowding, poor facility conditions, and educational inadequacies through a long-range \$2.5 billion capital investment plan. MYIPAS The three key strategic implications are equitable distribution of resources, reasonable implementation timeline, and priority on educational equity and capacity.

Published in 2021, MYIPAS aims to create a quality school environment for every child, regardless of where they live. To provide all students and teachers the basics of a safe, comfortable, and inspiring environment in which to teach and learn, MYIPAS outlines a sequence of strategic capital investments that maximize state funding.

With a rapid growth in enrollment, aging facilities built for a different era of education, and expanding needs for a diverse student population, BCPS faces many challenges in administering the ongoing capital improvement program. Through MYIPAS, BCPS will maximize state funding, define facility priorities, and assess existing facilities in an equitable way to ensure benefit for all BCPS students.

## BALTIMORE COUNTY WATER SUPPLY AND SEWERAGE PLAN (2020)

The *Baltimore County Water Supply and Sewerage Plan 2020 Triennial Plan* outlines the strategies and goals for maintaining and improving the water and sewer systems in Baltimore County. It was created to ensure the continued delivery of clean, safe drinking water and the effective treatment and disposal of wastewater, while addressing future demands and regulatory requirements.

It was developed by the Department of Environmental

Protection and Sustainability (DEPS), in coordination with the Maryland Department of the Environment (MDE), to meet the needs of the county's growing population and ensure long-term sustainability and compliance with state and federal regulations.

The overall objective of the plan is to provide a reliable, efficient, and safe water supply and sewerage system to residents, businesses, and industries in Baltimore County. Additionally, the plan identifies the following high-level goals:

- **Maintain and Upgrade Infrastructure:** Ensure the water supply and sewer systems are well-maintained, expanded, and modernized to handle future growth.
- **Environmental Protection:** Comply with environmental regulations and minimize negative impacts on water quality and ecosystems.
- **Operational Efficiency:** Improve the efficiency and reliability of the systems, reducing costs and system failures.
- **Public Health & Safety:** Protect public health by ensuring safe drinking water and proper wastewater treatment.

The 2020 Triennial Review of the Baltimore County Water Supply and Sewerage Plan emphasizes the County's commitment to sustainable development by ensuring that current actions do not compromise future generations' access to clean water and effective wastewater services. To support this goal, the County will continue collaborating with Baltimore City and neighboring jurisdictions to protect regional water supply reservoirs, maintain and upgrade capital infrastructure, and enforce water conservation through plumbing code standards. It also seeks to transition properties with septic systems in sewer-serviceable areas (S-1) to public sewer where feasible and allow extensions of public water or sewer to existing lots in unserved areas (W-7/S-7) when health issues arise and no better alternative exists. Additionally, the County maintains active roles in the Metropolitan District and the Susquehanna River Basin Commission to support regional water resource management.

## FIVE-YEAR CONSOLIDATED PLAN 2020-2024 (HOUSING PLAN)

The **2020-2024 Five-year Consolidated Plan** is a multiyear strategic housing plan that outlined

how the County will use federal HUD funds to create decent housing, expand economic opportunity, and ensure a suitable living environment for low to moderate-income persons, families, and communities. The U.S. Department of Housing and Urban Development requires jurisdictions to prepare these plans in order to receive funding from the Community Development Block Grant Program (CDBG), the HOME Investment Partnerships program, or the Emergency Shelter Grant Program (ESG). The County developed this Consolidated Plan through a process that included input from low to moderate-income persons and communities, community and non-profit organizations, individuals, local governments and government agencies, and business owners and associations.

The County analyzed data available through the CHAS, American Communities Survey, GIS, and other data sources to understand and forecast trends.

The plan, which totals 228 pages, investigates the needs of homeowners, people experiencing homelessness, and special needs populations. The latter category is broad, including children in foster care, persons with disabilities, victims of domestic violence and the elderly. The plan also investigates housing that does not meet the need of residents, such as housing with incomplete kitchen facilities, housing with lead paint, and households with more than one person per room.

The following needs were identified by the plan:

- Affordable housing outside of areas of concentrated low-income
- Assistance with home repairs for low and moderate-income residents
- Programs providing supportive services and rapid rehousing for residents
- Community infrastructure improvements and assistance for sustaining viable communities
- Programs dealing with daycare, parenting, domestic violence, sexual abuse, life skills, job readiness, and other Community Development Block Grant-eligible activities

Each spring, the County prepares an [Annual Action Plan](#) to detail efforts to be taken in that Fiscal Year to meet the needs identified in the Consolidated Plan.

### **BALTIMORE COUNTY LAND PRESERVATION: A STATUS REPORT AND CALL TO ACTION (2014)**

The *Baltimore County Land Preservation Status Report* emphasizes maintaining a strong agricultural economy, accelerating land conservation efforts, and ensuring consistent County funding for land preservation. It also advocates for leveraging State and Federal funds to support conservation initiatives.

### **BALTIMORE COUNTY COASTAL RURAL LEGACY AREA (1999)**

The *Baltimore County Coastal Rural Legacy Area* identifies areas for potential restoration, management, and public access, focusing on the protection of large blocks of forests, wetlands, farms, and other open spaces. These areas are of significant ecological value, serving as habitats for rare, threatened, and endangered (RTE) species, while also preserving important environmental benefits for the Chesapeake Bay.

## Appendix E. SAP 11 Community Plans Summary

All community plans that have been adopted in Baltimore County can be accessed on this page: <https://www.baltimorecountymd.gov/departments/planning/masterplanning/adoptedcommunityplans>

Community Plan	Year	Summary
<a href="#">Essex Community Development Corporation (CDC) Retail Market Data Report</a>	2023	This effort provides an analysis of retail and real estate trends along the Eastern Boulevard Corridor in Essex. The study identifies several retail gaps – restaurants, gas stations with convenience stores, clothing, pharmacies and other essentials – indicating opportunities for new business growth in the retail sector. The corridor is largely built out, with low-density, aging commercial development, generally of smaller stock, and vacancy rates are higher along this corridor than in the Baltimore area at large. The report recommends targeted retail recruitment, mixed-use development, and activation of underutilized opportunity sites such as the park-and-ride and vacant parcels. <i>[This was a community-initiated effort and will not appear on the County's adopted plans webpage.]</i>
<a href="#">Essex CDC Business Recruitment and Retention Plan</a>	2023	This plan outlines a three-phase strategy to strengthen small businesses and attract new investment along Eastern Boulevard in Essex. The plan's goals are to establish a Business Retention and Expansion (BRE) program, recruit new businesses, and pursue a mixed-use redevelopment at the Park & Ride site. It emphasizes attracting entrepreneurs in the food, fitness, and convenience retail sectors, and specifically creating a food hub and culinary incubator to position Essex as a dining and visitor destination. The Plan also recommends efforts for stronger branding, marketing, and local partnerships. <i>[This was a community-initiated effort and will not appear on the County's adopted plans webpage.]</i>
<a href="#">Essex Sustainable Community Action Plan</a>	2023	The Essex Sustainable Community is the sole Sustainable Community area in Area 11. This place-based designation, awarded by the Maryland Department of Housing and Community Development, offers a comprehensive package of resources that support holistic strategies for community development, revitalization and sustainability. Obtaining the designation opens eligibility for additional state programs and resources. The 2023 Action Plan, from the Sustainable Community Renewal application, identified actions related to 6 major themes: environment, economy, transportation, housing, community health and quality of life, and local planning and staffing capacity.
<a href="#">White Marsh Town Center Task Force Report</a>	2023	The White Marsh Mall Task Force was established in December of 2022 to develop a vision for the White Marsh Town Center through community engagement and discussion. The effort identified opportunities and actions to pursue in advancement of the vision; including explorations of a zoning overlay district; development of a County Adequate Public Facilities standard relating to police, fire, and health services; support for the County Council's 2020 Adequate Public Facilities Ordinance on school overcrowding; transportation improvements to White Marsh Boulevard, Campbell Boulevard, and Route 7; pedestrian access improvements; creation of park space throughout the mall site; and implementation of the Small Watershed Action Plan recommendations for Whitemarsh Run.

<p><b><u>Essex Eastern Boulevard Technical Assistance Panel (TAP)</u></b></p>	<p>2022</p>	<p>The Essex Technical Assistance Panel (TAP) was a collaborative effort led by the Urban Land Institute (ULI) and sponsored by the Chesapeake Gateway Chamber of Commerce, in partnership with the Baltimore County Planning Department. Held from April 4-6, 2022, the TAP brought together a multidisciplinary panel of experts to develop actionable solutions for revitalizing the Essex commercial corridor (along Eastern Avenue). Building upon past plans and studies, the TAP focused on present-day challenges and opportunities to create a vibrant, thriving downtown Essex.</p> <p>To better analyze the corridor, the 1.9-mile stretch along Eastern Boulevard was divided into three sections:</p> <p>Route 702 to Marlyn Avenue – This section is heavily auto-dependent with limited pedestrian activity, and no immediate recommendations were made.</p> <p>Marlyn Avenue to Woodward Drive – This area features many single-family homes converted into offices and retail spaces, but no specific recommendations were proposed at this time.</p> <p>Woodward Drive to Back River Bridge – Identified as the heart of Essex’s main street, this area was the primary focus of the panel’s recommendations. The key recommendations for this central section aimed to enhance walkability, improve streetscape design, support local businesses, and create a stronger sense of place. The panel emphasized the importance of mixed-use development, improved pedestrian access, and revitalization efforts that align with community priorities.</p> <p>Following public input meetings and interviews with various stakeholders—including residents, business owners, and community leaders—the panel developed a set of recommendations to guide future revitalization efforts. Additionally, the final report includes funding source recommendations and a summary of past plans as well.</p>
<p><b><u>Essex Design Guidelines</u></b></p>	<p>2021</p>	<p>The Eastern Baltimore County Task Force is focused on revitalization efforts in the heart of Essex. In May 2021, the Task Force released the Essex Design Guidelines to support businesses, promote complementary improvements to businesses, and foster a stronger more pleasant physical environment along the boulevard through placemaking, façade improvements, and other actions which could boost a sense of identity. The Design Review Panel area aligns with the Essex Commercial Revitalization District (CRD) boundaries, and the Guidelines recommended extending these boundaries. Improvement opportunities were identified across a series of eight domains: facades, conversions, new construction, materials, signage, gateways and area identification, environmental sustainability, and streetscape.</p>
<p><b><u>UMD Essex Market Study Summary: Eastern Boulevard and Back River Neck Road</u></b></p>	<p>2018</p>	<p>This market study was completed for the Eastern Boulevard and Back River Neck Road corridors by the National Center for Smart Growth and The University of Maryland, College Park in 2018. The study focused on the real estate development and investment potential for the commercial market on the corridors. Recommendations included promoting mixed-uses, walkability, storefront enhancements, active transportation, streetscaping, and community involvement.</p>

<p><a href="#"><u>Perry Hall Community Plan</u></a></p>	<p>2011</p>	<p>Focuses on strengthening community identity by connecting neighborhoods, restoring green spaces, enhancing recreation, and supporting schools. It includes implementing Design Standards and a Design Review Panel (DRP) for non-residential properties in the Perry Hall Commercial Revitalization area. Land use along the Belair Road corridor should promote stabilization and improvement, moving away from large-scale development. Key initiatives include completing a trail system for several areas, adding sidewalks, and fostering environmental stewardship through park improvements, debris removal, and sustainable transportation options.</p>
<p><a href="#"><u>Lower Back River Neck Community Action Plan</u></a></p>	<p>2010</p>	<p>Emphasizes protecting the Chesapeake Bay Critical Area and preserving the open space character of the land above the URDL. It opposes Planned Unit Developments (PUDs) below the URDL and calls for strict enforcement of density limits, with no new growth allocations on the peninsula. Recommendations include placing County and State-owned land in a protective trust, adjusting density calculations to exclude unbuildable areas, and requiring voter approval before selling public land. Additionally, if an upper bay bridge is proposed, the plan advocates for a community oversight board to safeguard the sensitive environment throughout planning and implementation.</p>
<p><a href="#"><u>Overlea Fullerton Community Plan</u></a></p>	<p>2009</p>	<p>The Overlea/Fullerton Area Plan was created to guide the development of unimproved, residentially-zoned properties in the Overlea/Fullerton area. The plan recommends maintenance and upgrades to infrastructure; ensuring that new housing development would be compatible with existing housing stock, creation and preservation of open spaces; providing educational programs and support services to the community; and creating a safe, clean, and pleasant community environment. A total of 41 recommendations were identified across six categories: Zoning, Land Use and Development (5 recommendations); Recreation and Parks/Open Space (8 recommendations); Streetscape and Commercial Revitalization (11 recommendations); Residential Revitalization, Code Enforcement and Community Character (5 recommendations); Marketing, Community Outreach, and Partnerships (7 recommendations); Capital Improvements and Infrastructure (5 recommendations).</p>
<p><a href="#"><u>Middle River Community Plan</u></a></p>	<p>2007</p>	<p>The plan calls for a Design Review Panel to ensure high-quality, compatible development and redevelopment. It addresses school overcrowding, proposes light industry along White Marsh Blvd, and encourages a mix of quality housing near Campbell Blvd. Public utilities should be expanded within the URDL, with panhandle lots eliminated in minor subdivisions. Environmental protections emphasize minimizing harm to subwatersheds, while recreation goals include acquiring land to meet open space standards and creating a centrally located community park. Improved walkability, bikeways, and thoughtful road connections aim to support growth while protecting residential areas, with a comprehensive pedestrian and bike plan that respects private property rights.</p>
<p><a href="#"><u>Eastern Baltimore County Pedestrian and Bicycle Access Plan</u></a></p>	<p>2006</p>	<p>Emphasizes enhancing pedestrian and bicycle infrastructure with street trees, lighting, benches, trash receptacles, and bus shelters to encourage activity. It promotes shared-use trails and maintaining safe, convenient facilities for cyclists and pedestrians of all experience levels, supporting both recreational and utilitarian trips. A key strategy is leveraging new developments to install this infrastructure, with a focus on creating connections to key destinations like schools, parks, and shopping areas.</p>

<p><b><u>Gateway to the Water: A Vision for the Future of Essex-Middle River, completed by the Urban Design Assistance Team (UDAT)</u></b></p>	<p>2006</p>	<p>An extensive planning and visioning program that is still relevant today on Eastern Boulevard in Essex and Middle River. This plan is more of a design and visioning document rather than a systematic planning, development and policy document. The vision of this plan is still desired. A TAP can supplement this plan to lay out a concrete set of steps to create the conditions needed to realize the UDAT.</p>
<p><b><u>Middle River Employment Center Area Plan, Part One</u></b></p>	<p>2002</p>	<p>Development in the Middle River Employment Center (MREC) must meet the highest quality standards due to its proximity to residential communities. County and State support for the MD 43 extension is contingent on creating export-oriented businesses that provide family-supporting wages. The plan proposes establishing the MD 43 overlay on the MREC to limit commercial development, ensure compliance with the CMDP, and regulate certain land uses.</p>
<p><b><u>Middle River Bird River Community Plan</u></b></p>	<p>2002</p>	<p>Envisions a diverse community with quality development, anchored by light industrial growth along MD 43 to create jobs. It calls for a study to assess industrial impacts and economic goals, while recommending a community enhancement plan to revitalize Villa Gardens and nearby apartments. New single-family homes are planned along Campbell Blvd, with utilities and infrastructure — including sewer, water, and road networks — designed to support growth. Development south of Clarke’s Point and Revolea Beach Road would be limited to single-family homes, preserving RC3 zoning. A centrally located park and an interconnected system of bikeways, walkways, and traffic management measures aim to promote recreation and safe, accessible transportation throughout the area.</p>
<p><b><u>South Perry Hall White Marsh Community Plan</u></b></p>	<p>2001</p>	<p>Advocates for the separation of land uses in a major development area, with a review of zoning to determine if single-family housing is the appropriate land use. The vision statement emphasizes single-family housing and land use separation. Additionally, it suggests analyzing and possibly amending the Residential Performance Standards and Section 260 of the Baltimore County Zoning Regulations (BCZR) for future development.</p>
<p><b><u>Bowleys Quarters Community Action Plan</u></b></p>	<p>2001</p>	<p>Emphasizes preserving the area’s rural character while addressing environmental and developmental concerns. Key initiatives include organizing cleanups and partnering with the county to combat illegal dumping, ensuring community input on the A.V. Williams tract development, and maintaining adequate school facilities to support future growth.</p> <p>To protect the existing residential atmosphere, the plan proposes rezoning remaining DR 5.5 parcels to lower densities while keeping RC zoning unchanged and enforcing design guidelines to enhance neighborhood aesthetics. Environmental stewardship is also a priority, with ongoing monitoring of the Hart Miller Island dredge site, addressing boater and stormwater pollution through education, enforcement, and the development of the Middle River Water Quality Management Plan.</p>

<p><b>Bowleys Quarters Community Action Plan</b></p>	<p>1992</p>	<p>Encourages active involvement in the County CIP process to advocate for issues in the BQ area. It emphasizes connecting all existing dwellings to public sewerage to mitigate health risks and suggests community monitoring of environmental issues at the BGE Crane Power Plant, with regular meetings for property owners. Proposed developments, like the Williams Estates shopping center, should align with BQIA standards. There is concern over marina expansions and their environmental impact, as well as the need to upgrade the appearance of businesses and residences. The plan opposes filling Fog Mortar Creek for airport improvements and calls for stricter enforcement of Critical Area regulations. It also addresses noise, pollution, and communication improvements related to Martin State Airport. Infrastructure recommendations include increasing sidewalks, improving roads, enhancing emergency access to the lower peninsula, and studying traffic congestion at the Carroll Island Shopping Center.</p>
<p><a href="#"><u>Riverdale Community Plan / Riverdale Portion of the Middle River – Bird River Area Plan</u></a></p>	<p>2001</p>	<p>Outlines a community-driven redevelopment vision for the former Riverdale apartment site and Riverdale Village Shopping Center. Shaped by public input from local residents, businesses, and developers, the plan aimed to transform the area into a high-quality, neo-traditional neighborhood with predominantly single-family detached homes, enhanced architectural and site design, and strong connections to Middle River. Baltimore County issued a 2000 RFP emphasizing non-economic goals such as neighborhood integration, waterfront access, and water quality improvement. Five proposals were reviewed by a committee including County staff and community representatives, with the Mark Building Company ultimately selected. Their plan featured 175 single-family homes, a community commercial center serving both new and existing residents, a large park, and several smaller neighborhood parks—designed to strengthen the area’s stability, visual appeal, and livability.</p>
<p><a href="#"><u>Windlass Run/ Bird River Road Area Community Plan</u></a></p>	<p>1999</p>	<p>Supports a task force to oversee redevelopment, enforce zoning, and support high-quality development within URDL while preserving rural character outside it. New townhouse subdivisions should be avoided, and developers should offer varied lot sizes and housing types. Businesses should maintain properties, and zoning should be assessed for realistic growth. Environmentally sensitive areas should be preserved, with incentives for buffers along Windlass Run. Recreational opportunities should expand, including integrating Windlass Run into the Greenway Program and acquiring land near Vincent Farm ES. Road and bike lane improvements are needed to enhance transportation.</p>
<p><a href="#"><u>Eastern Baltimore County Revitalization Strategy</u></a></p>	<p>1996</p>	<p>Focuses on community conservation, economic development, and environmental sustainability. Key goals include training local leaders, improving infrastructure, expanding recreational activities, and converting vacant buildings into community centers. It emphasizes strengthening the economy through job creation, business retention, and revitalization programs, with a focus on employment hubs like Sparrows Point, White Marsh, and Middle River. Housing initiatives aim to expand homeownership, code enforcement, and community stabilization. The waterfront is seen as a key asset for tourism, recreation, and mixed-use development. Transportation improvements, public safety programs, and environmental efforts, such as water quality projects and promoting proper boat maintenance, round out the comprehensive vision for a more connected, vibrant, and resilient community.</p>

<p><b><u><a href="#">A Community Conservation Plan for Essex-Middle River</a></u></b></p>	<p>1996</p>	<p>Emphasizes revitalization, smart growth, and environmental preservation. Key priorities include securing budget commitments for projects, stabilizing the area through partnerships with government and civic organizations, and addressing economic challenges like manufacturing job losses. The plan supports home-buyer incentives, streamlined redevelopment reviews, and enhanced signage and street-scapes along Eastern and Martin Boulevards. It calls for expanded recreation, education, and health services, with a focus on local accessibility. Economic development strategies include small business support, incubators, and a conference center, while affordable housing efforts promote retention, advocacy, and code enforcement. Environmental concerns are addressed through open space preservation, water pollution awareness, and resolving zoning conflicts in critical areas. Public safety initiatives focus on youth services, parental counseling, and supporting local enforcement. Transportation recommendations include expanding bus routes and improving access to health and education facilities.</p>
<p><b><u><a href="#">The Honeygo Plan</a></u></b></p>	<p>1994</p>	<p>Recommends creating a separate Honeygo Design Standards document to ensure a unified, traditional town or village design within the H overlay district. This would address site preservation, open space, parking, buildings, and streets, with a focus on traditionally designed grids, central residential squares, and neighborhood commercial areas. A balanced mix of housing types, parks, and local businesses is seen as key to supporting the community’s long-term sustainability.</p>
<p><b><u><a href="#">Philadelphia Road Corridor Study</a></u></b></p>	<p>1992</p>	<p>The plan presents recommendations to guide future development and physical improvements throughout the Philadelphia Road Corridor, extending from Rossville to Cowenton—a corridor that was mostly undeveloped at the time of the plan’s creation. It specified recommendations for land use and transportation.</p>
<p><b><u><a href="#">Essex Central Business District (CBD) Revitalization on Strategy</a></u></b></p>	<p>1991</p>	<p>This report presents an updated plan for revitalization of the commercial core in Essex, Maryland. It outlines a comprehensive strategy to revitalize downtown Essex through a combination of physical upgrades, business development, and traffic calming measures. Key recommendations include upgrading storefront facades and encouraging private property owners to renovate their homes and commercial buildings to enhance the district’s appearance. The plan promotes downtown business activity through revitalization efforts and a business incubation model, particularly focused on food products and preparation. It also emphasizes retaining the existing streetscape policy, which includes façade improvements, walkways, signage, and a festive maritime theme to reinforce a cohesive identity. Strengthening residential uses in the commercial area is another priority, with a focus on retaining and renovating upper-floor apartments to support mixed-use vibrancy. To support these efforts, the plan calls for expanding parking availability in the CBD and addressing a major barrier to revitalization: the high traffic speeds along Eastern Avenue. Recommendations include traffic calming strategies and streetscape improvements along Eastern Avenue to improve safety, walkability, and access to local businesses.</p>

<b><u>Perry Hall- White Marsh Plan</u></b>	1985	The plan prioritizes strategic development and connectivity. Community facilities should be near the intersection of Rossville Boulevard and Gum Spring Road. The White Marsh Growth Area is encouraged for industrial development, with a focus on prestigious developments near Town Centers and industrial/office research parks along White Marsh Blvd and I-95. Residential densities should increase, particularly near Town and Community Centers, with a mix of housing types, including for the elderly. Utilities will be expanded to meet demand, and environmental features like woodlands, ponds, and streams should be preserved. The plan also emphasizes enhancing open space, especially in areas with limited access, and improving pedestrian and bike connections between residential, commercial, and employment areas. Finally, there is a focus on high design standards, controlled signage, and infrastructure improvements to support growth.
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## Appendix F. Data Analyses Methodology

### Data Sources and Geographies

#### Demographic Data

Demographic, housing value, and income data was collected for the five sub-area Census-Designated Places (CDPs) using United States Census American Community Survey (ACS) 5-year estimates (individual tables noted below). While portions of Area 11 are excluded from these geographies (specifically, from the Middle River, Bowleys Quarters, and Essex sub-areas), the CDPs provided the most accessible and consistent geographies for collecting and comparing data about Area 11 over time.

<b>Race and Ethnicity</b>
ACS 2023, 2020, 2015, and 2010 5-Year Estimates
Table B03002 Hispanic or Latino Origin By Race
<a href="https://data.census.gov/table?q=B03002:+Hispanic+or+Latino+Origin+by+Race&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023">https://data.census.gov/table?q=B03002:+Hispanic+or+Latino+Origin+by+Race&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023</a>
Date Downloaded: 04/15/2025

<b>Age</b>
ACS 2023 5-Year Estimate
Table S0101 Age and Sex
<a href="https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023">https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023</a>
Date Download: 09/30/2025

<b>Population Density</b>
ACS 2023 5-Year Estimate
Table B01001 Sex by Age
<a href="https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023">https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023</a>
Date Download: 04/16/2025

<b>Median Household Income</b>
ACS 2023 5-Year Estimate
Table B19001 Household Income
<a href="https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023">https://data.census.gov/table?q=Table+B01001&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350&amp;y=2023</a>
Date Download: 04/16/2025

<b>Median Home Value</b>
ACS 2023, 2020, 2015, and 2010 5-Year Estimates
DP04 Selected Housing Characteristics
<a href="https://data.census.gov/table?q=median+home+value&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350">https://data.census.gov/table?q=median+home+value&amp;g=160XX00US2408800,2426600,2452300,2468700,2484350</a>
Date Download - 04/16/2025

## Household Data

Data on total number of households and housing tenure was collected from the 2010 and 2020 decennial census for all block groups in Area 11.

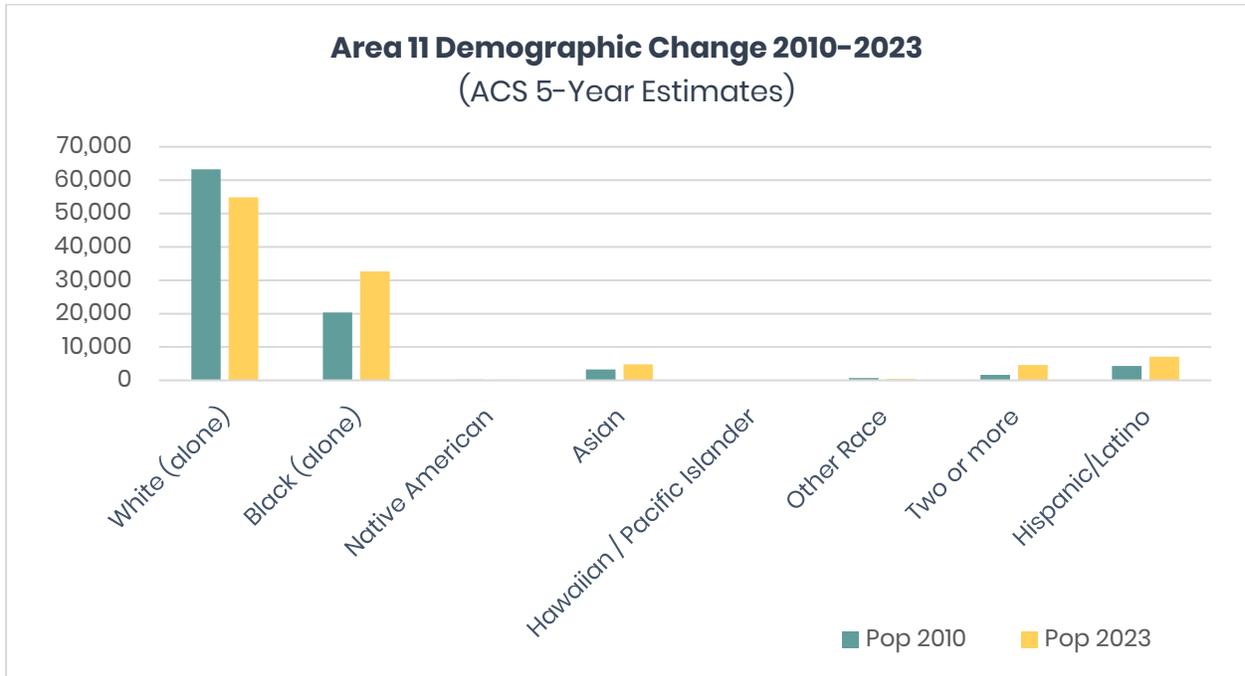
## Well-Being Data

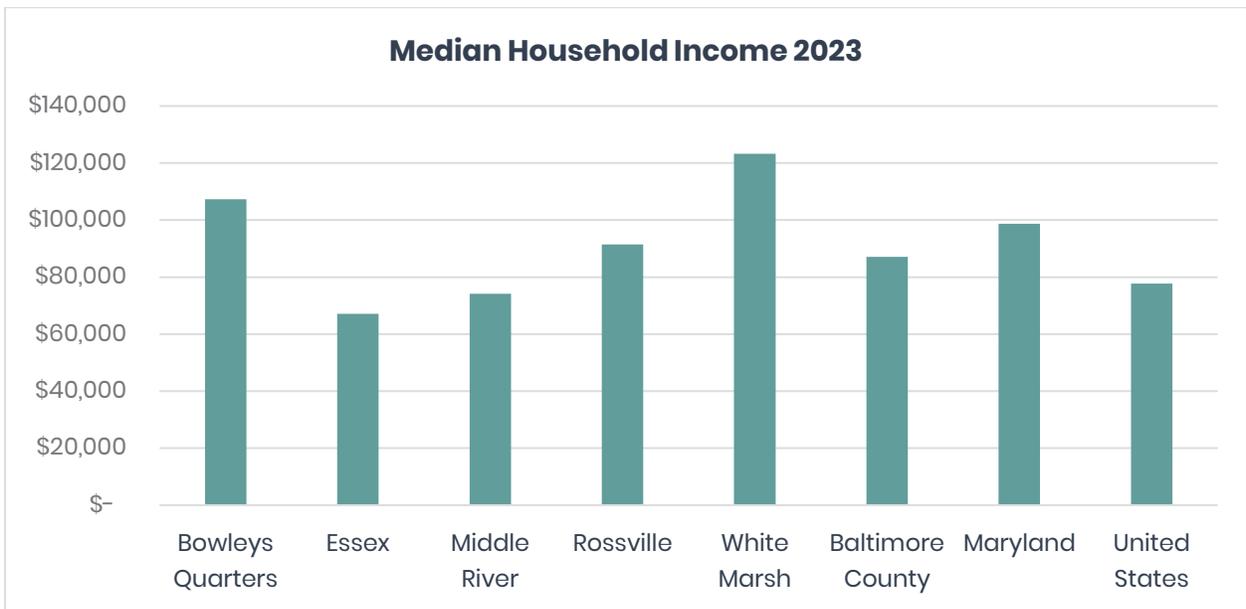
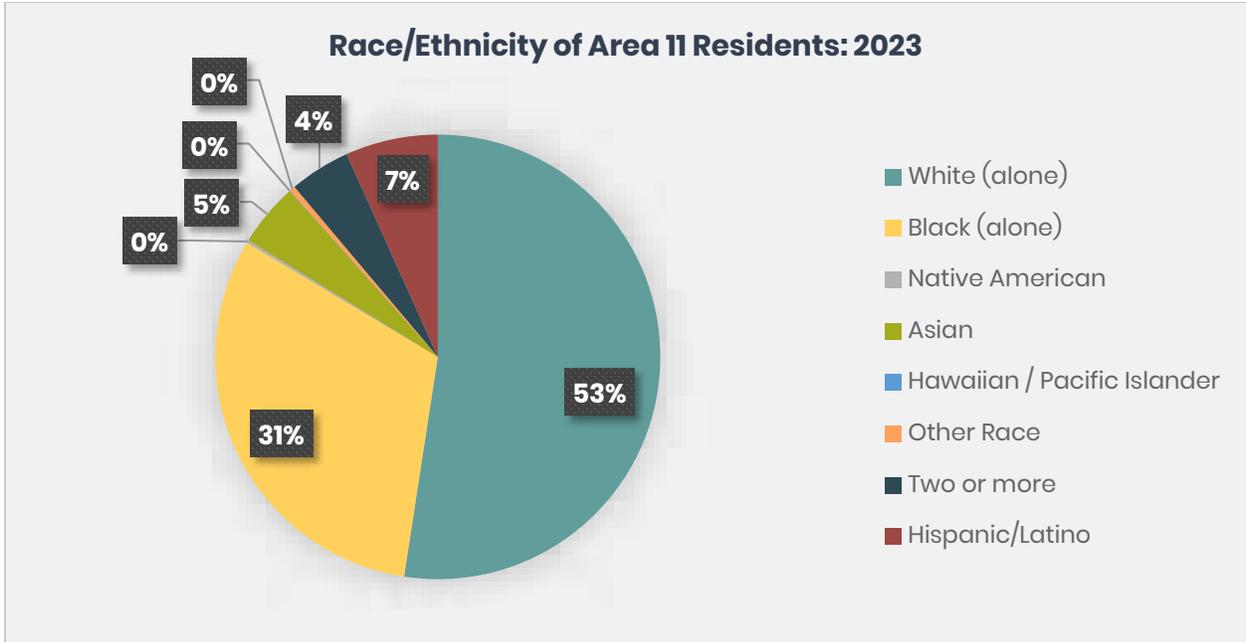
Well-being data (including Mental Health Distress and number of children living below the poverty line) was pulled from the Baltimore County’s BCSTAT website and the Social Determinants of Health (SDoH) portal for all census tracts in Area 11. Census tracts which were only partially within Area 11 were included in the calculations, including Census tract 4501.00 (Middle River) and Census tract 4113.02 (White Marsh). Similarly, while most census tracts align closely with the sub-area boundaries, Census tract 4406.00 is split between the Rossville and White Marsh sub-areas, but was included in the White Marsh calculations as it was primarily situated within that sub-area.

## Data on Opioid Use

Statistics on opioid use in Area 11 were pulled from the Maryland Overdose Data Dashboard in June 2025 for the twelve months prior, and combine available data for the area’s ZIP Codes. Some ZIP Codes in Area 11 did not exceed the reporting threshold of 9 for available data on fatal overdoses or emergency room visits, and so these calculations are estimates only.

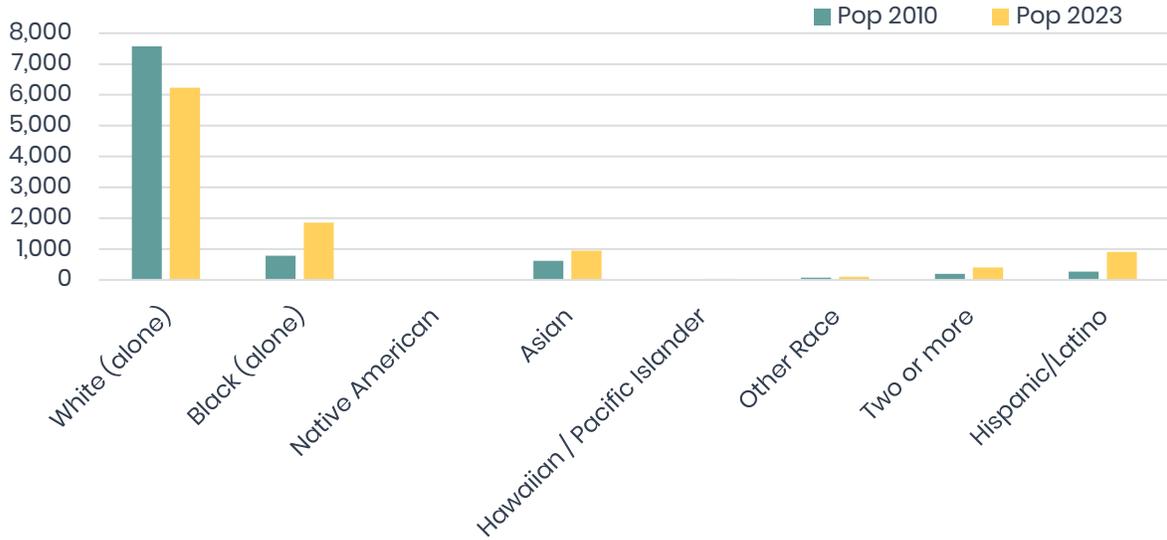
## Area 11 and Sub-Areas Demographic Charts



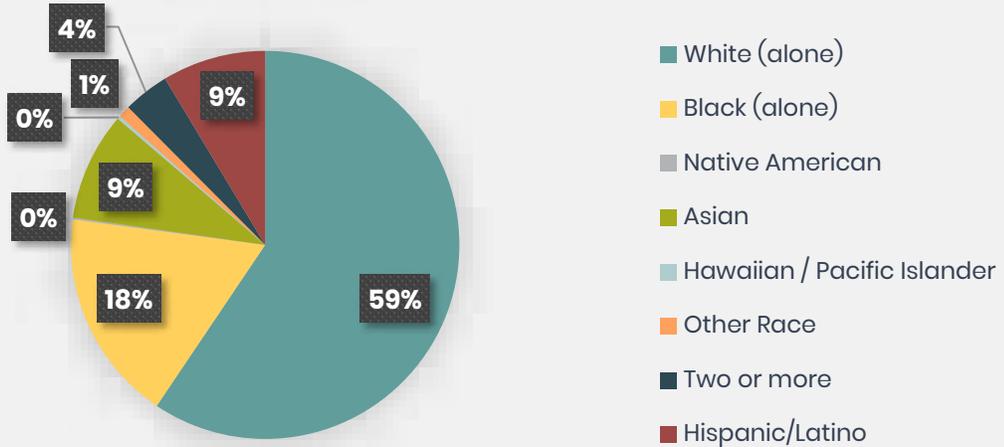


## White Marsh Census Designated Place

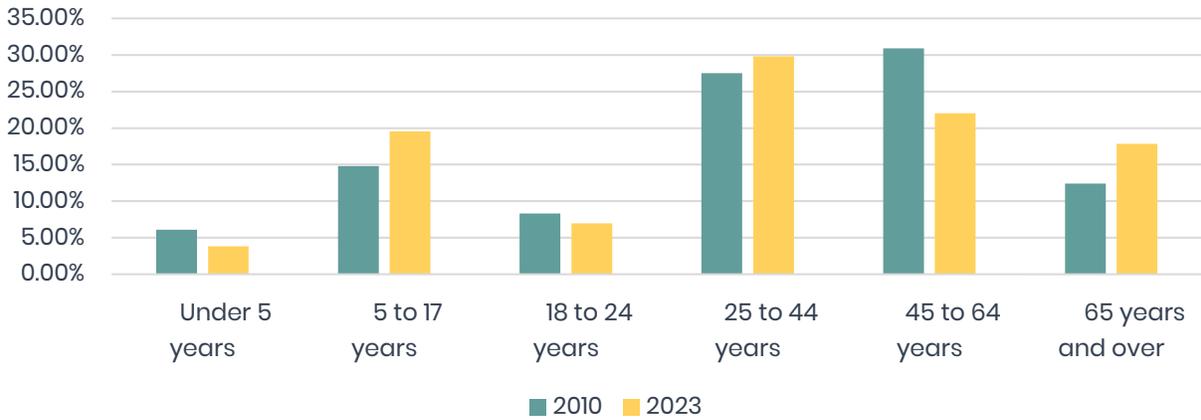
**White Marsh Census Designated Place  
 Demographic Change 2010–2023**  
 (ACS 5-Year Estimates)



**White Marsh CDP Demographics**  
 (ACS 2023 5-Year Estimates)

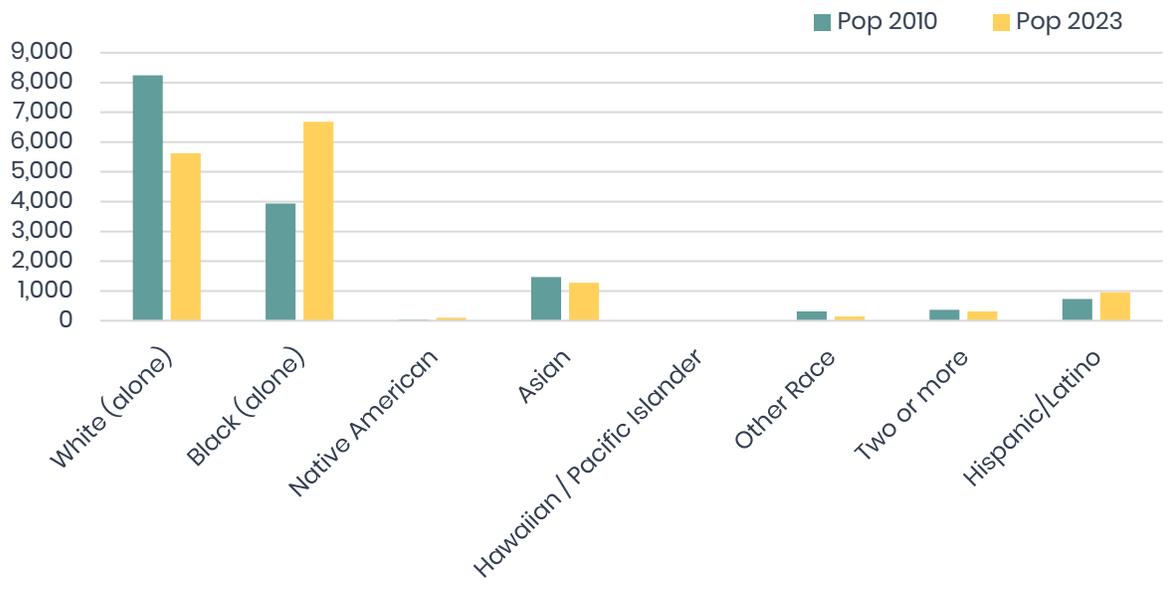


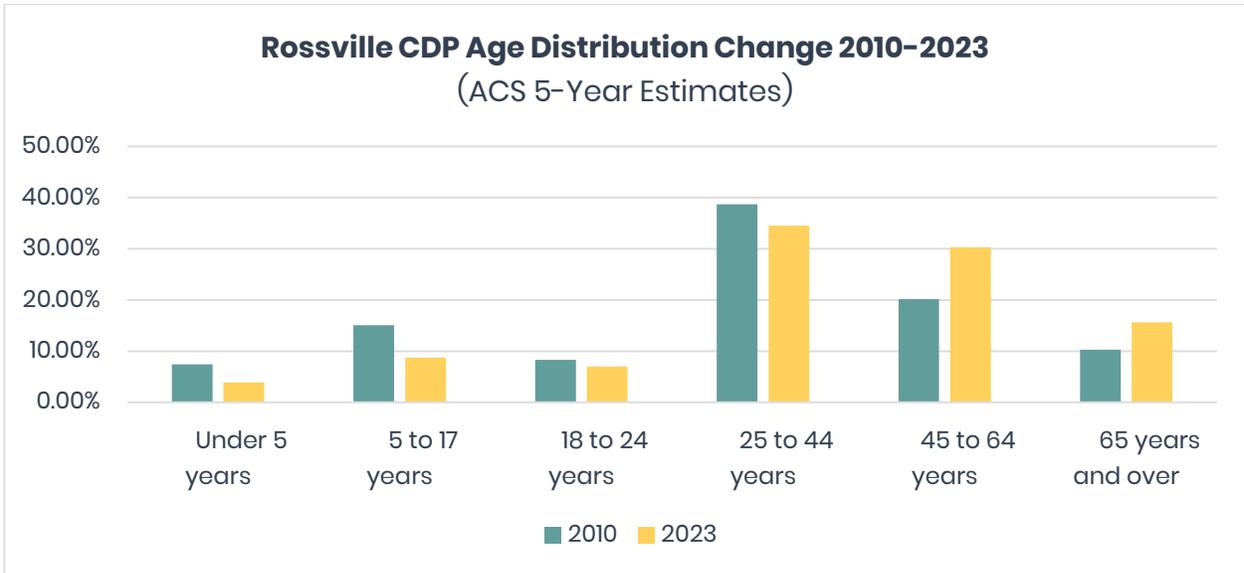
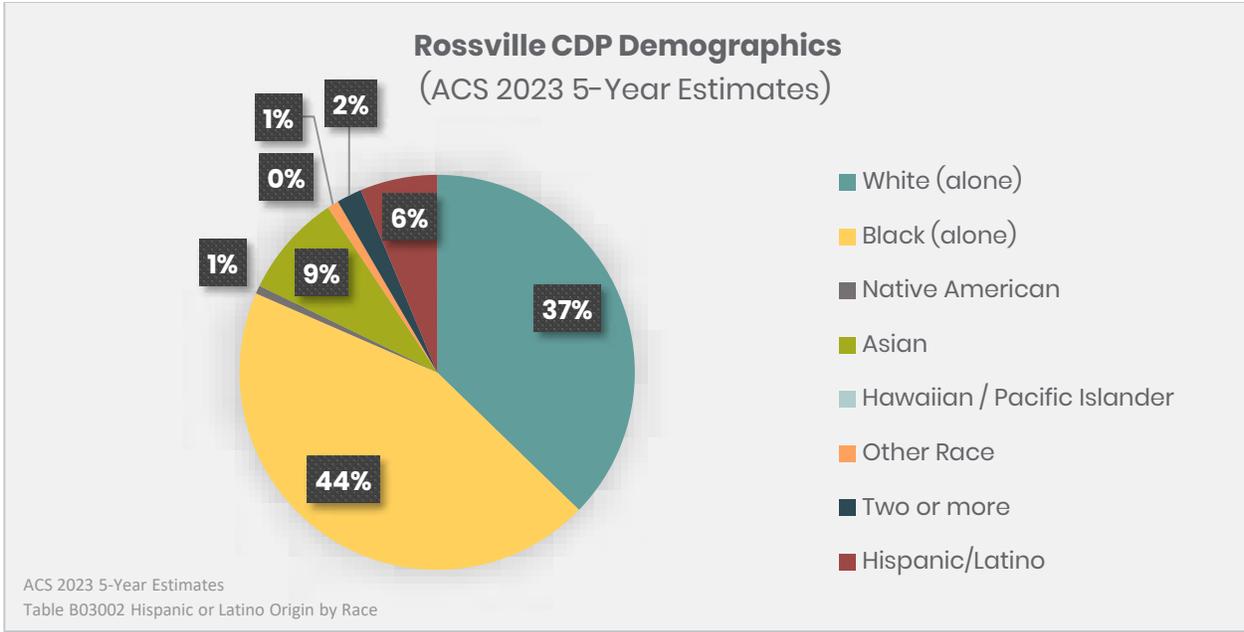
**White Marsh CDP Age Distribution Change 2010–2023**  
 (ACS 5-Year Estimates)



**Rossville Census Designated Place**

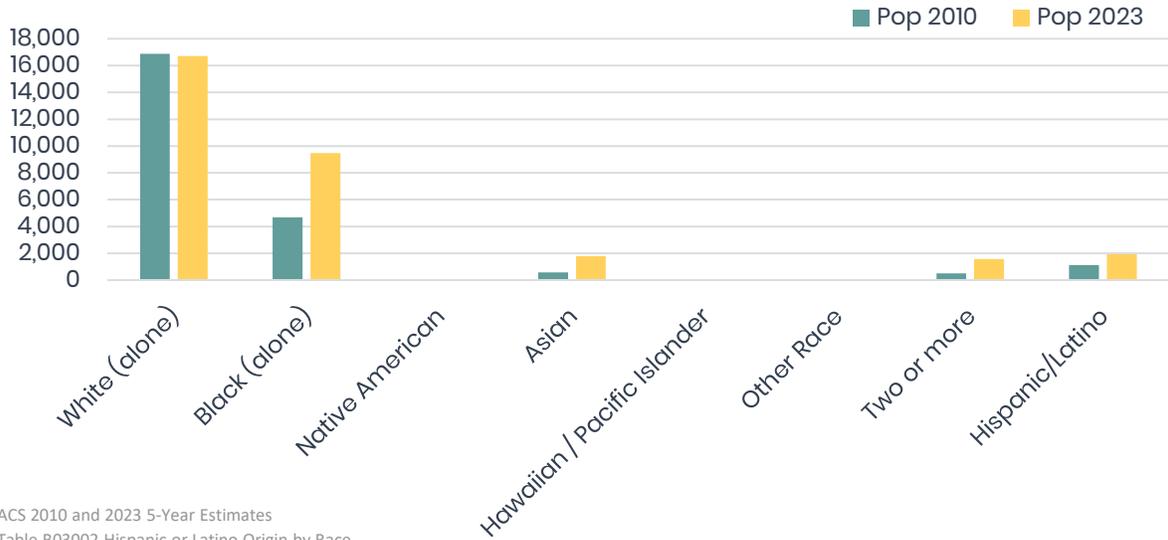
**Rossville Census Designated Place**  
**Demographic Change 2010–2023**  
 (ACS 5-Year Estimates)



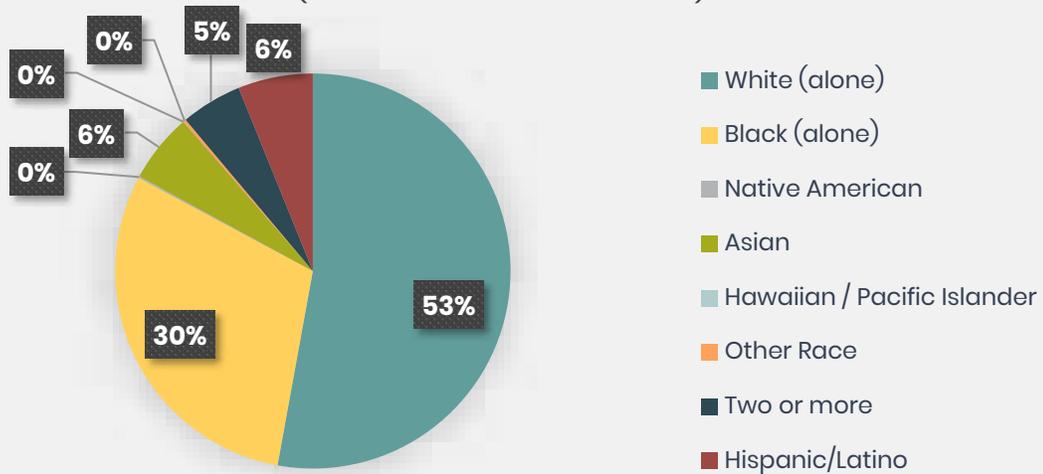


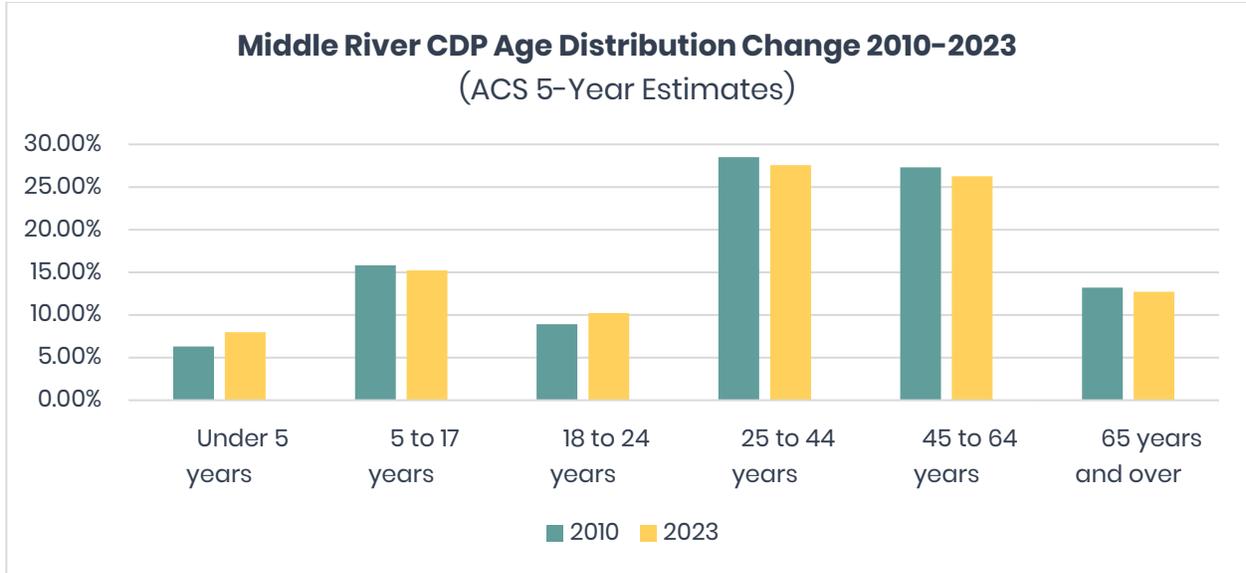
## Middle River Census Designated Place

### Middle River Census Designated Place Demographic Change 2010–2023 (ACS 5-Year Estimates)

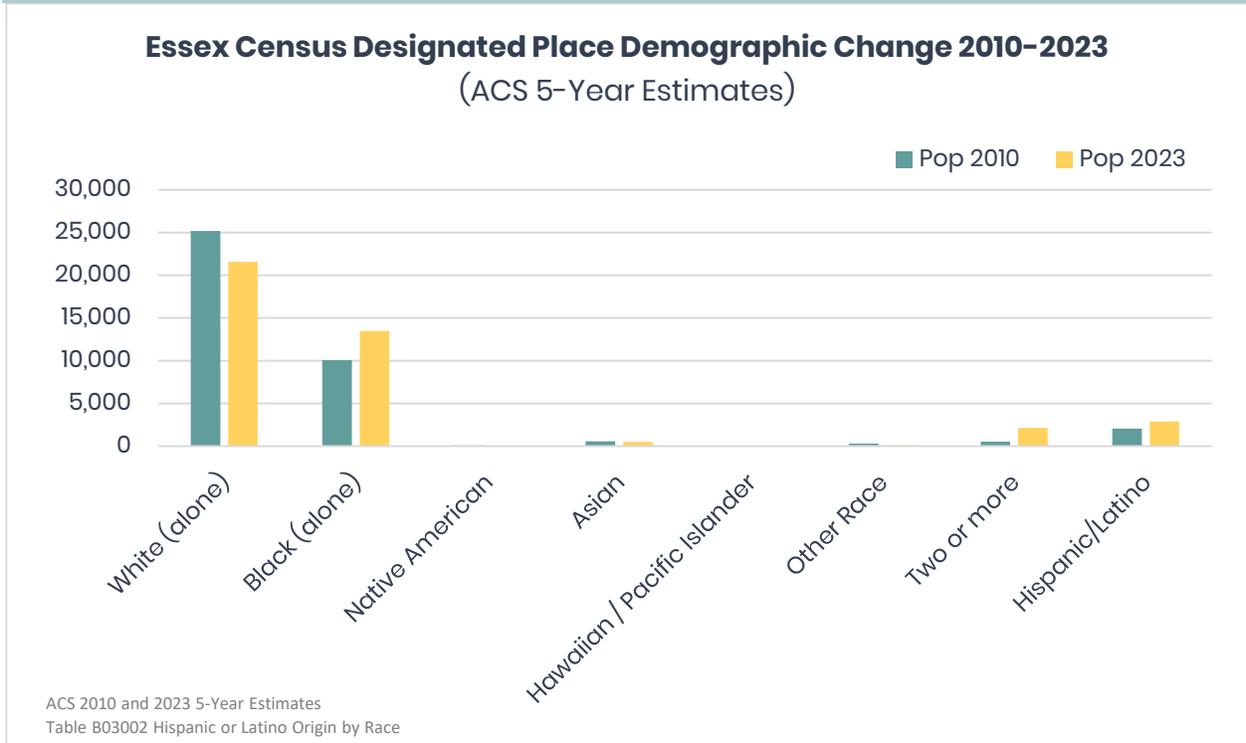


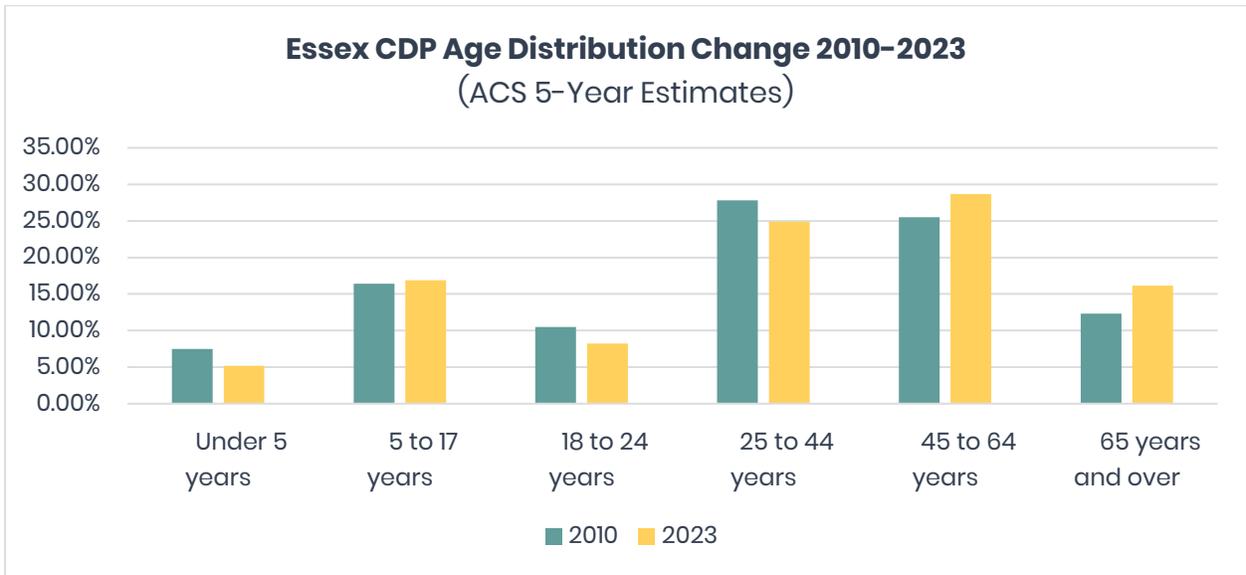
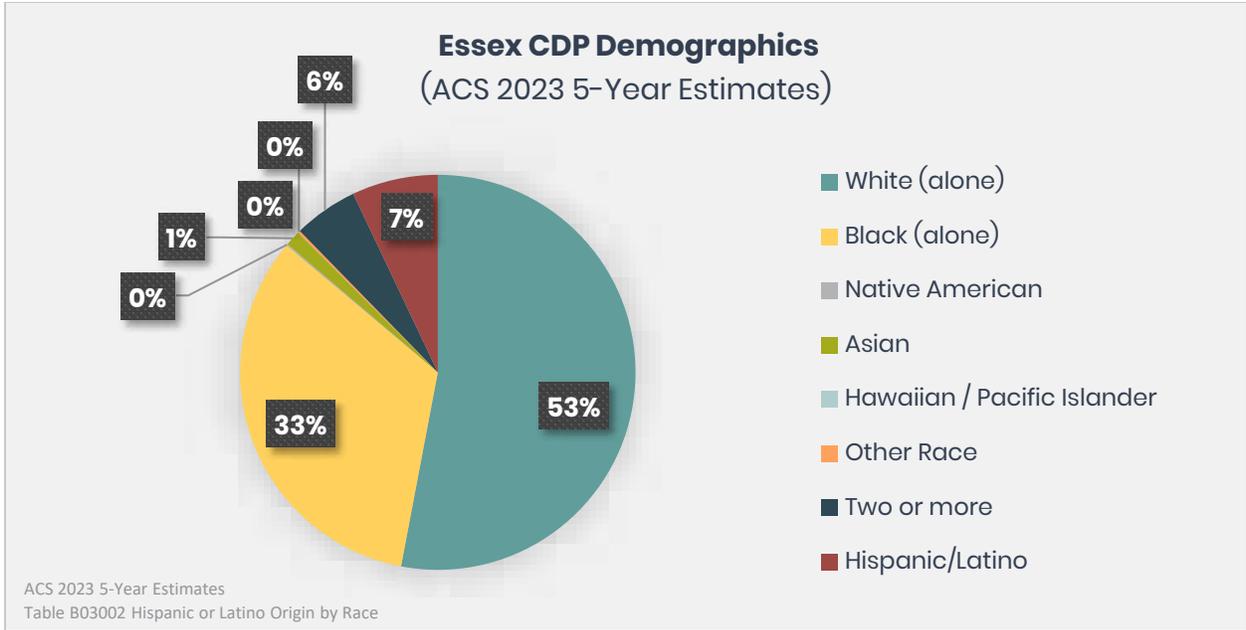
### Middle River CDP Demographics (ACS 2023 5-Year Estimates)





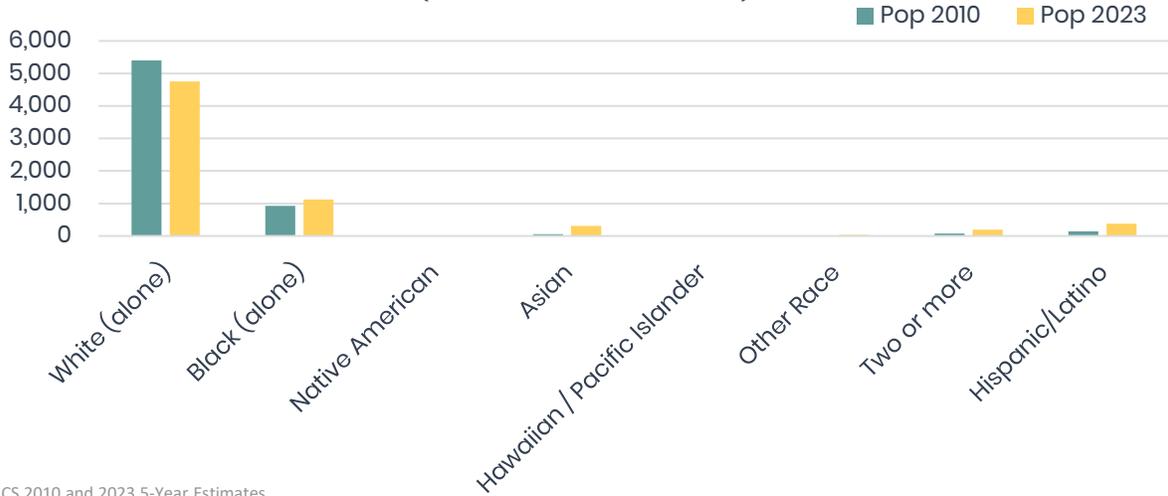
## Essex Census Designated Place





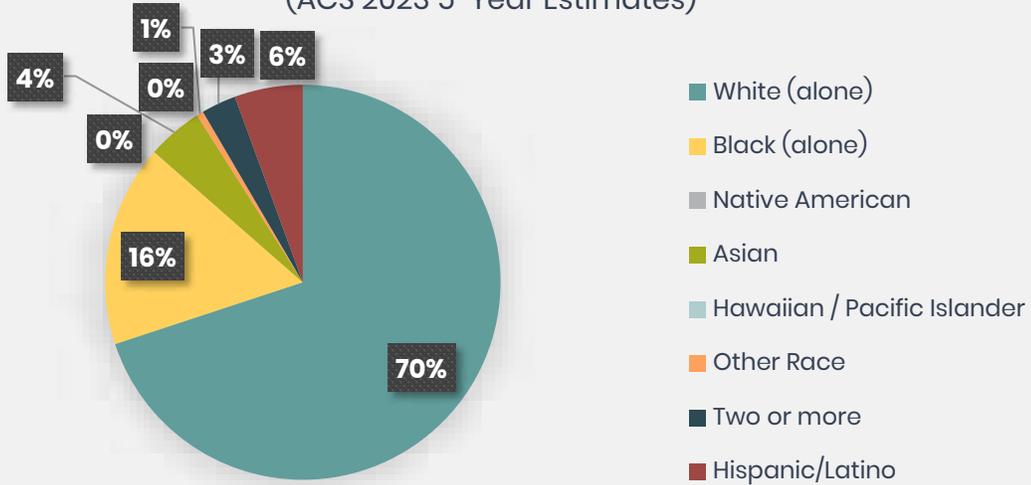
## Bowleys Quarters Census Designated Place

### Bowleys Quarters Census Designated Place Demographic Change 2010–2023 (ACS 5-Year Estimates)

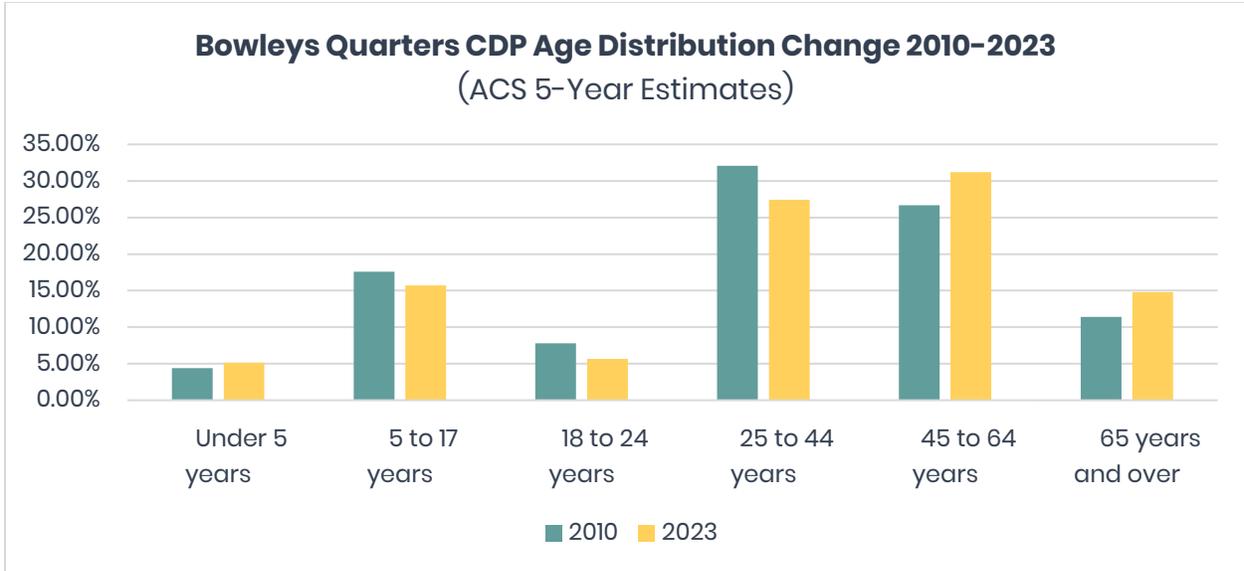


ACS 2010 and 2023 5-Year Estimates  
 Table B03002 Hispanic or Latino Origin by Race

### Bowleys Quarters CDP Demographics (ACS 2023 5-Year Estimates)



ACS 2023 5-Year Estimates  
 Table B03002 Hispanic or Latino Origin by Race

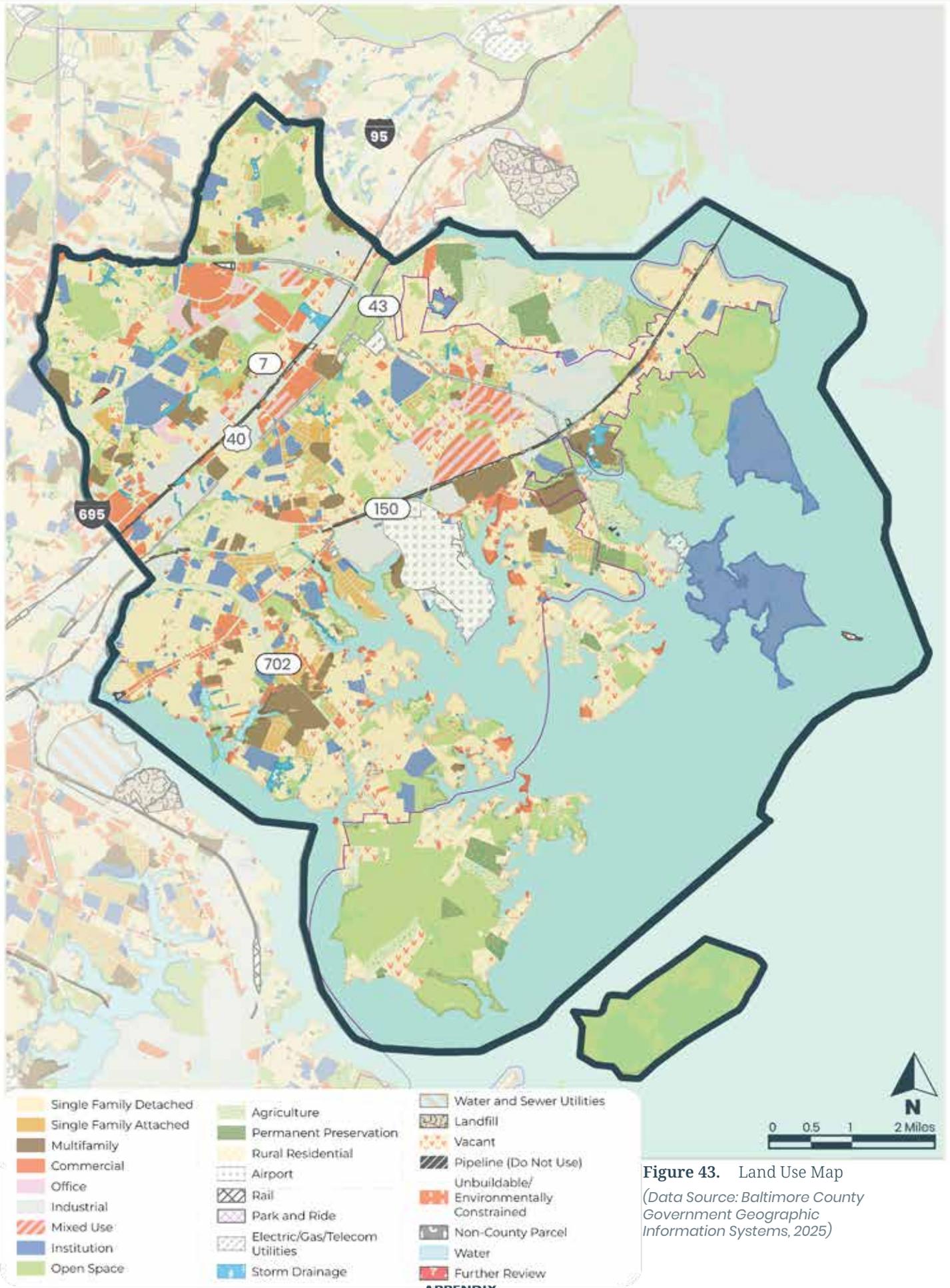


## A Note on Confirming Data

Data on Area 11 residents was pulled between Summer 2024 and Spring 2025. In late September 2025, prior to the completion of this report, the team began a review of information collected as a final confirmation of our demographic analyses. However, due to the government shut down on October 1st, the United States Census Bureau website went down during this review process, limiting the team’s ability to complete this final review. To the best of our knowledge, the demographic data in this report is accurate and up-to-date, with our specific sources and analyses included in the summary above.

## **Appendix G. Analysis Maps**

The analysis maps on the following pages were created to help tell Area 11's story. These graphics were created for Public Meeting 2 to summarize major themes from the background analysis and early input. They highlight a mix of strengths and challenges experienced in Area 11, and ultimately helped to identify the nine overall recommendation objectives.



**Figure 43.** Land Use Map  
 (Data Source: Baltimore County  
 Government Geographic  
 Information Systems, 2025)

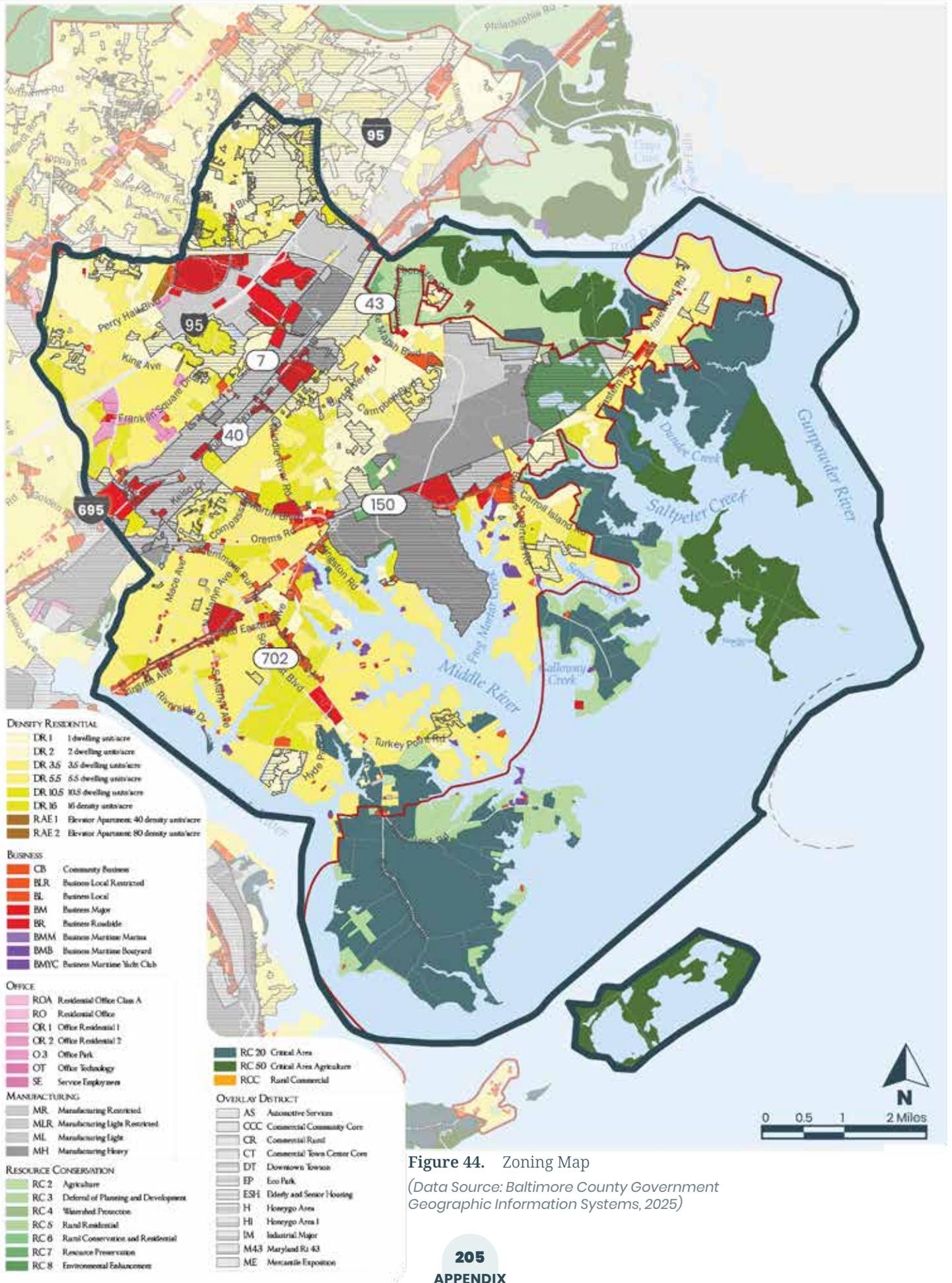


Figure 44. Zoning Map

(Data Source: Baltimore County Government Geographic Information Systems, 2025)

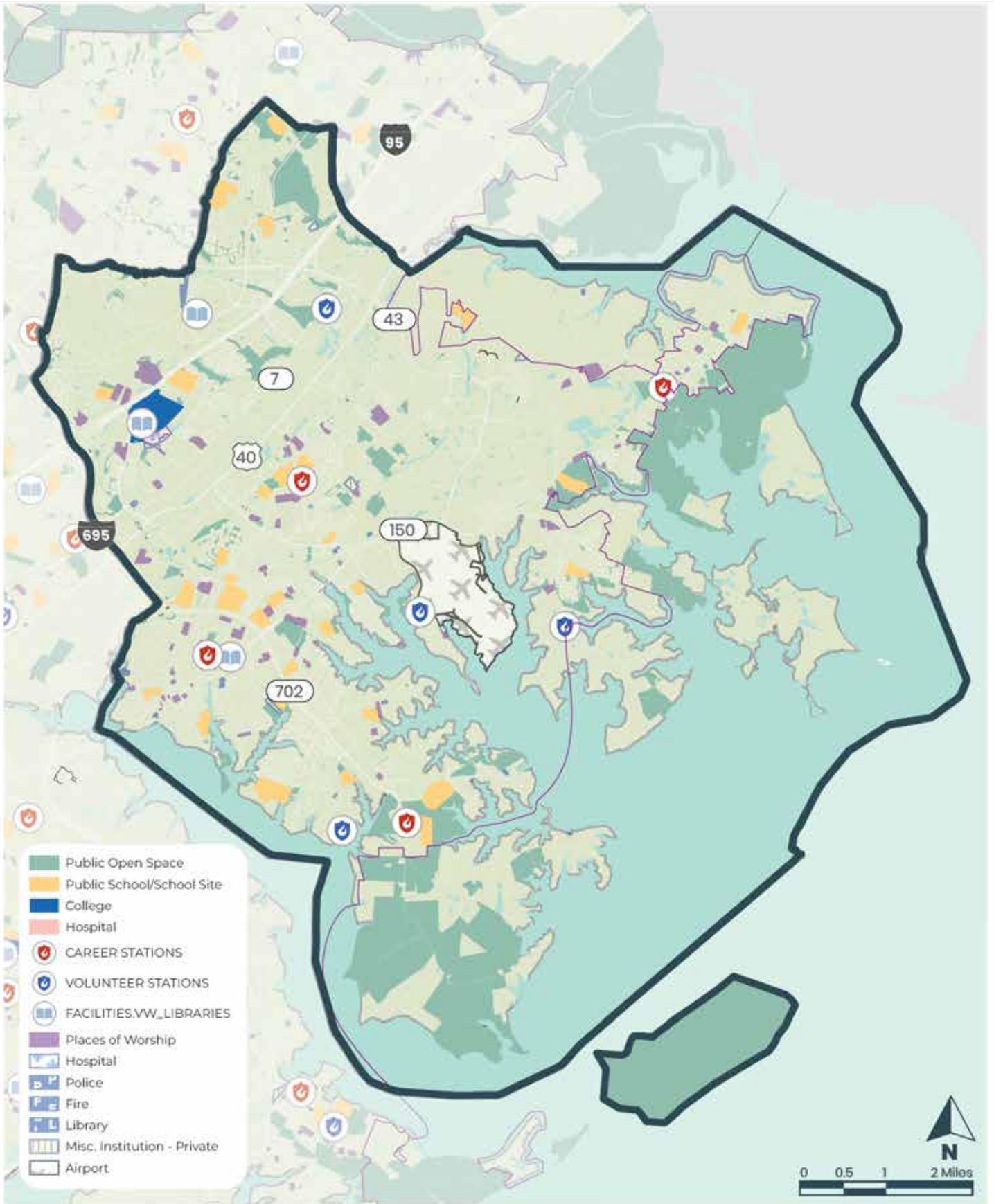
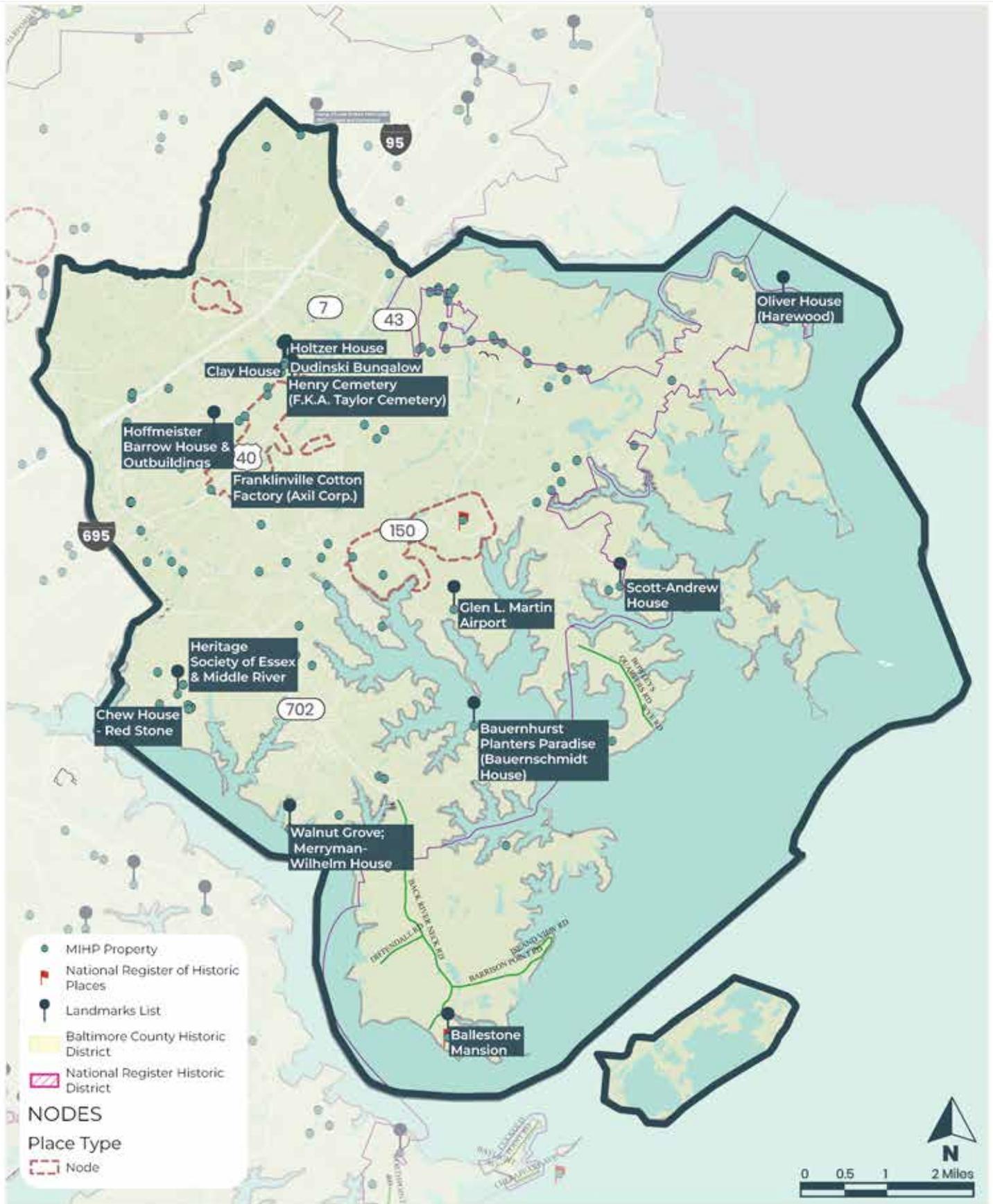


Figure 45. Emergency and Community Services in Area 11

(Data Source: Baltimore County Government Geographic Information Systems, 2025)



**Figure 46.** Historic Landmarks and Sites

(Data Source: Baltimore County Government Geographic Information Systems, 2025)

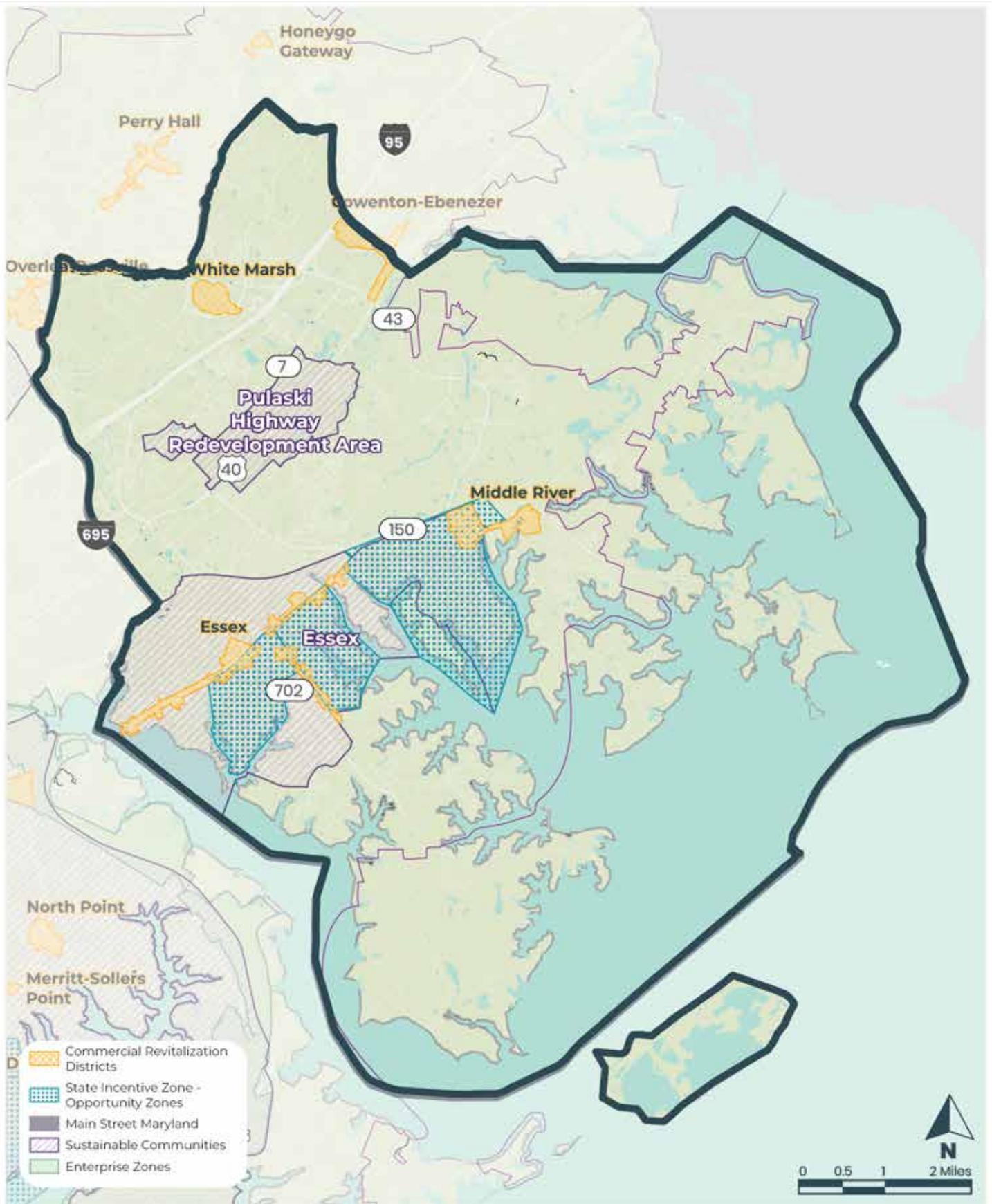


Figure 47. Existing Incentive Zones

(Data Source: Baltimore County Government Geographic Information Systems, 2025)

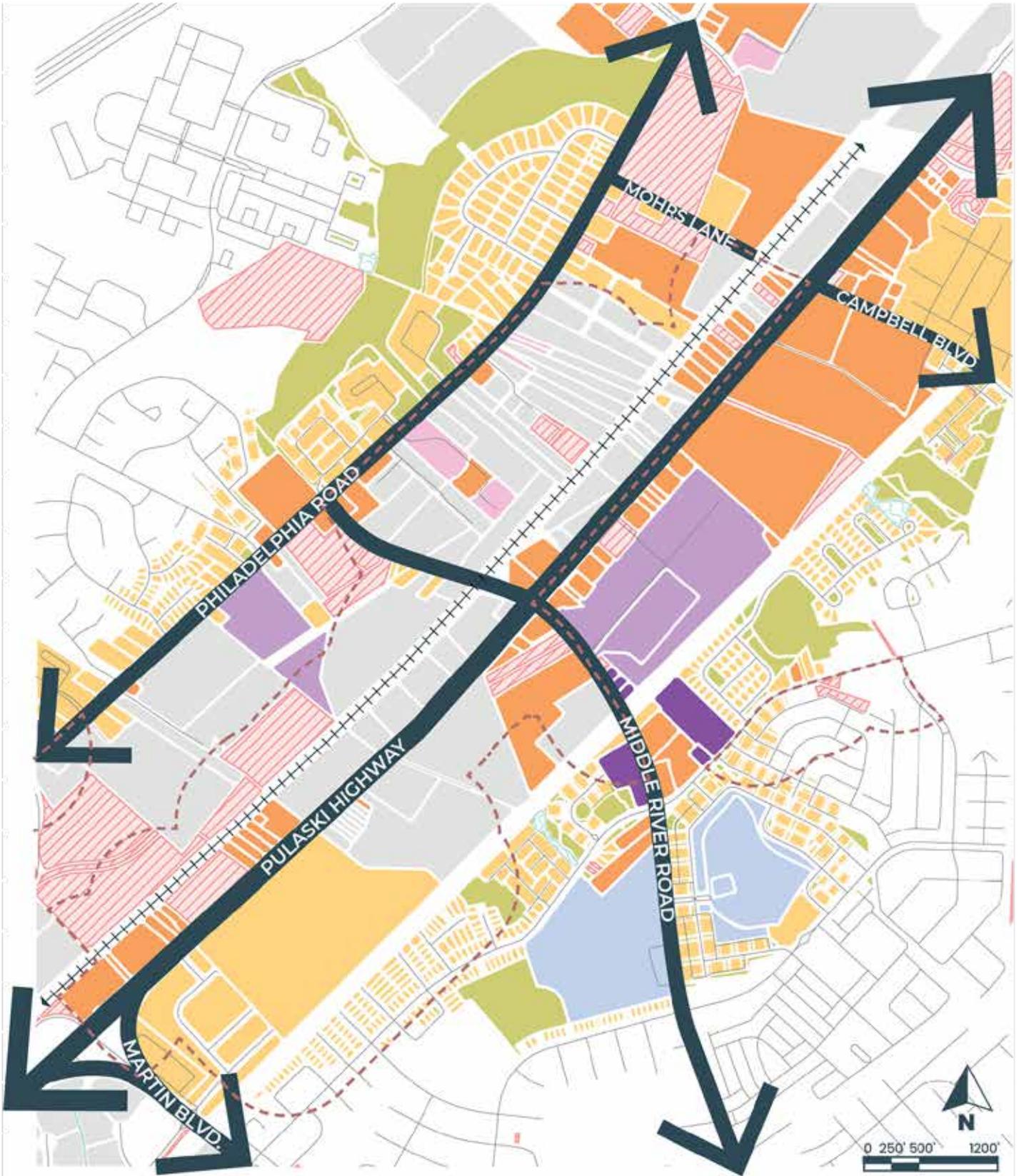
## Appendix H. Existing Land Use Maps for Nodes and Redevelopment Areas

Four land use diagrams were created to visualize the current mix of uses distributed within each of the three nodes and within the priority redevelopment area. These diagrams were later layered with information about active and approved development projects to identify future opportunities within each of these areas.



**Figure 48.** White Marsh Node - Existing Land Use

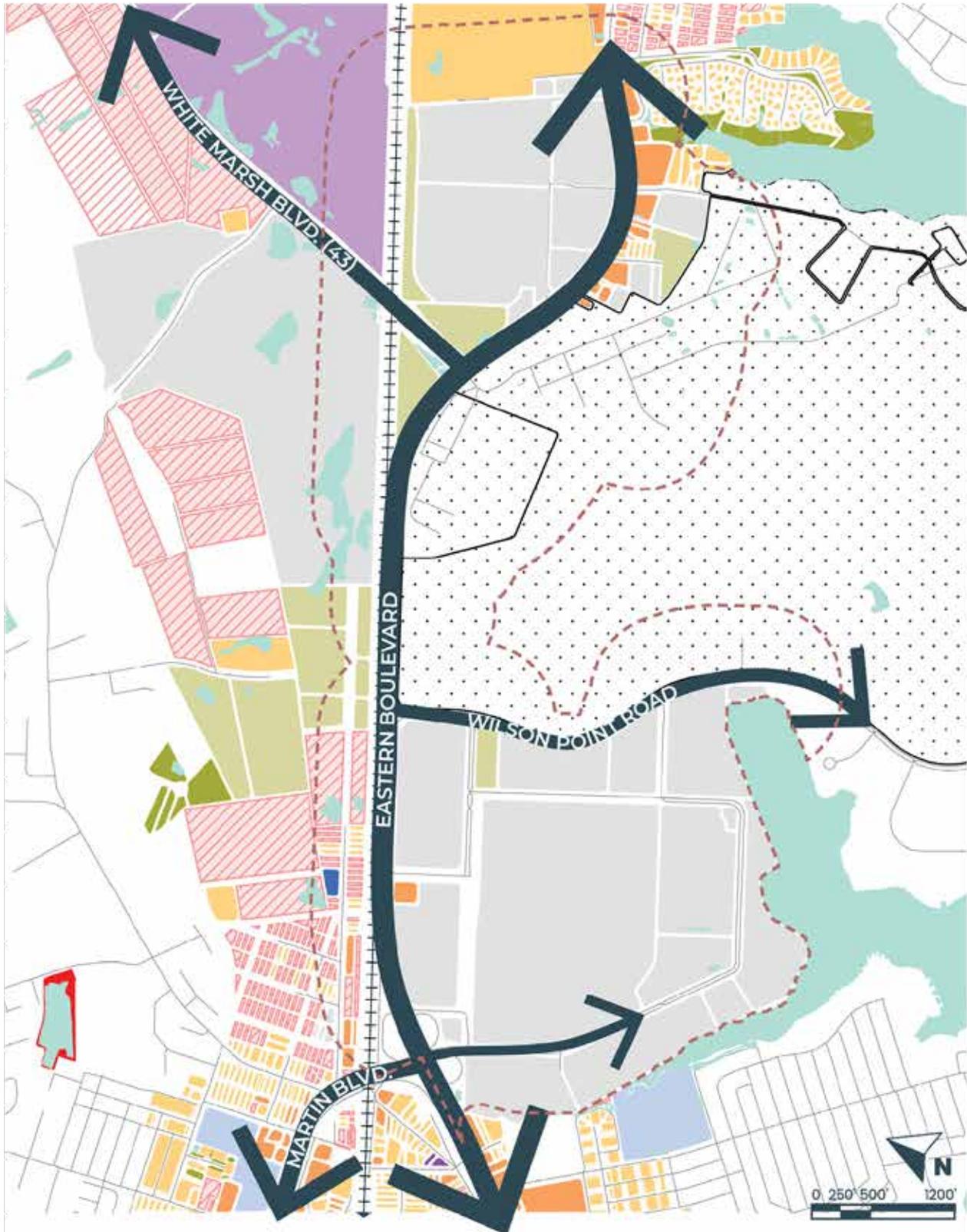
(Data Source: Baltimore County Government Geographic Information Systems, 2025)



- |               |           |               |                       |
|---------------|-----------|---------------|-----------------------|
| Node Boundary | Mixed-Use | Industrial    | Open Space            |
| Residential   | School    | Park-and-Ride | Government Open Space |
| Senior Center | Religious | Airport       | Stormwater Management |
| Commercial    | Civic     | Vacant        | Undevelopable         |

**Figure 49.** Pulaski Highway Node - Existing Land Use

(Data Source: Baltimore County Government Geographic Information Systems, 2025)



- |               |           |               |                       |
|---------------|-----------|---------------|-----------------------|
| Node Boundary | Mixed-Use | Industrial    | Open Space            |
| Residential   | School    | Park-and-Ride | Government Open Space |
| Senior Center | Religious | Airport       | Stormwater Management |
| Commercial    | Civic     | Vacant        | Undevelopable         |

**Figure 50.** Eastern Boulevard Node - Existing Land Use

(Data Source: Baltimore County Government Geographic Information Systems, 2025)



- |               |           |               |                       |
|---------------|-----------|---------------|-----------------------|
| Node Boundary | Mixed-Use | Industrial    | Open Space            |
| Residential   | School    | Park-and-Ride | Government Open Space |
| Senior Center | Religious | Airport       | Stormwater Management |
| Commercial    | Civic     | Vacant        | Undevelopable         |

**Figure 51.** Essex - Existing Land Use  
 (Data Source: Baltimore County Government  
 Geographic Information Systems, 2025)

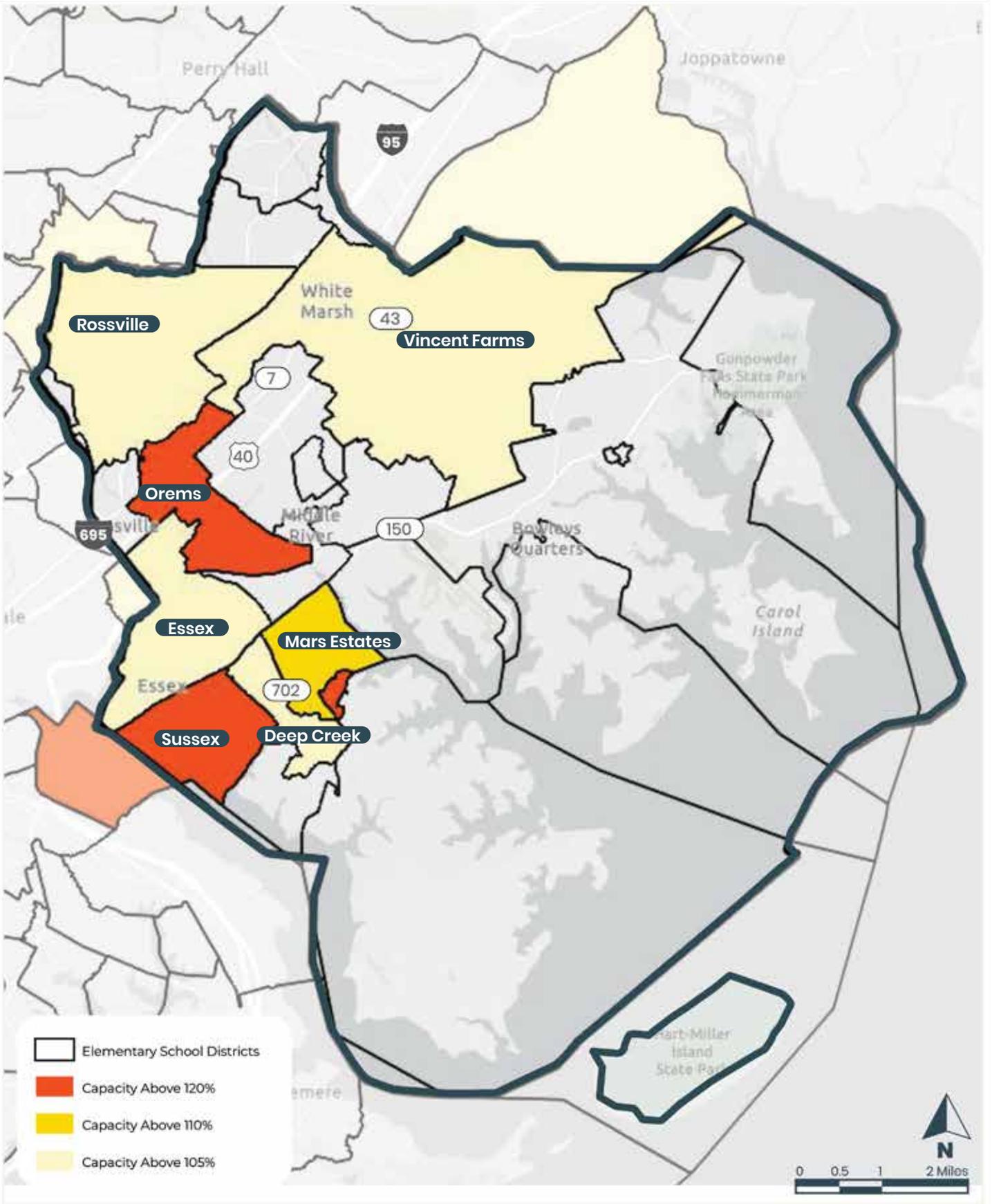
## **Appendix I. Area 11 School District Capacity Maps**

Figure 52 through Figure 55 depict school districts in Area 11 that are above their state rated capacity (SRC). Districts are separated into Elementary, Middle, and High School. A school district is defined as “overcrowded” in Baltimore County when full time equivalent enrollment is above 110% (Council Bill 31-24, October 2025). Baltimore County’s goal is to have school districts at 105% and below SRC by 2028.

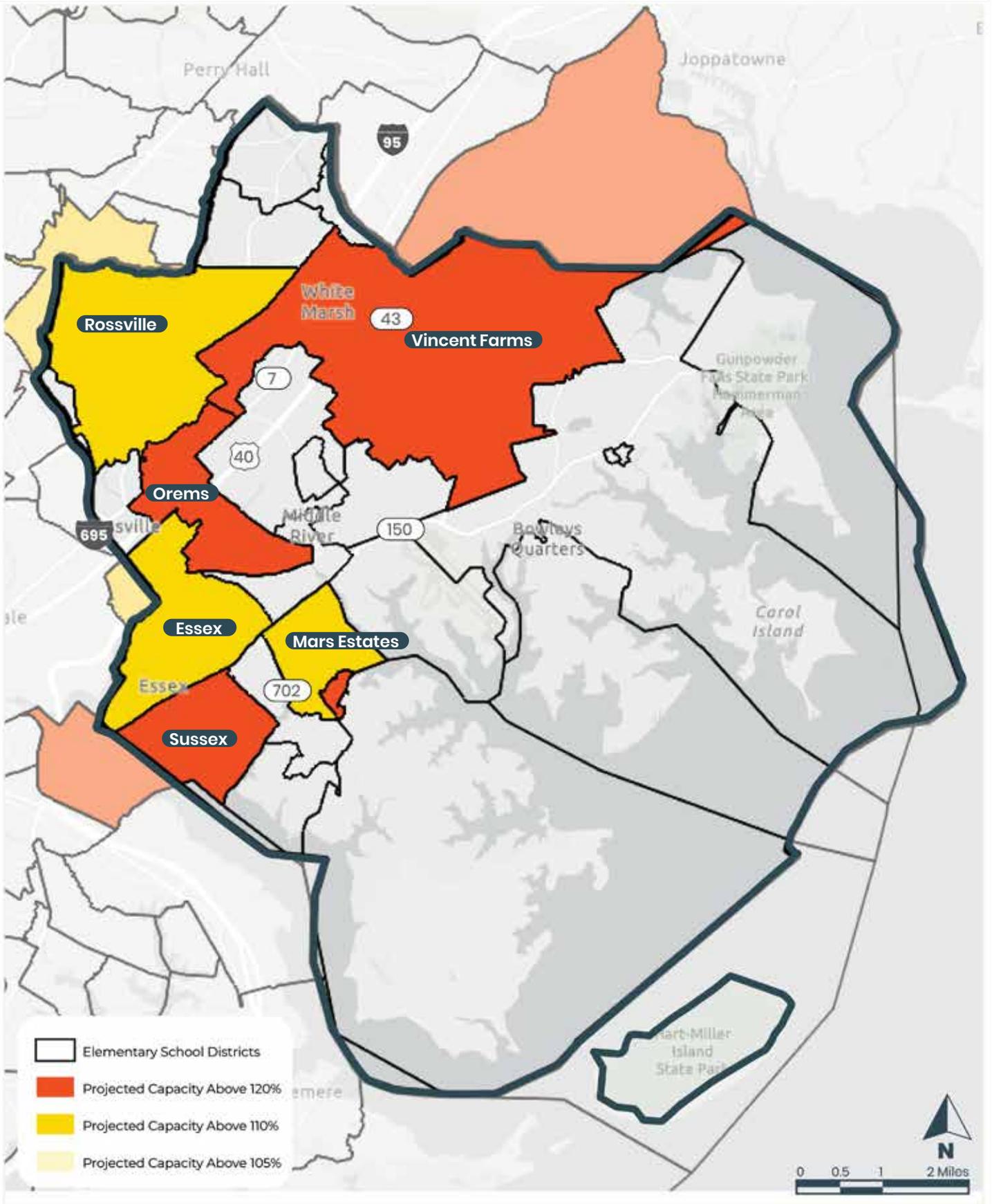
For elementary schools, the Mars Estates district is above 100% capacity, and the Orems and Sussex districts are presently above 120% capacity. By 2027, the Essex and Rossville districts are expected to be above 110% capacity, while the Vincent Farms district is expected to be above 120% capacity.

There are no overcrowded middle school districts in Area 11 presently, nor are there projected to be any middle schools above 105% SRC by 2027.

At present, Overlea High School’s enrollment is at 133% SRC and is projected to be at 145% SRC by 2027. By 2027, the Kenwood district is also projected to go from 110% above SRC to above 120% SRC.



**Figure 52.** Elementary School Districts in Area 11: Present Capacity  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)



**Figure 53.** Elementary School Districts in Area 11: Projected 2027 Capacity  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)

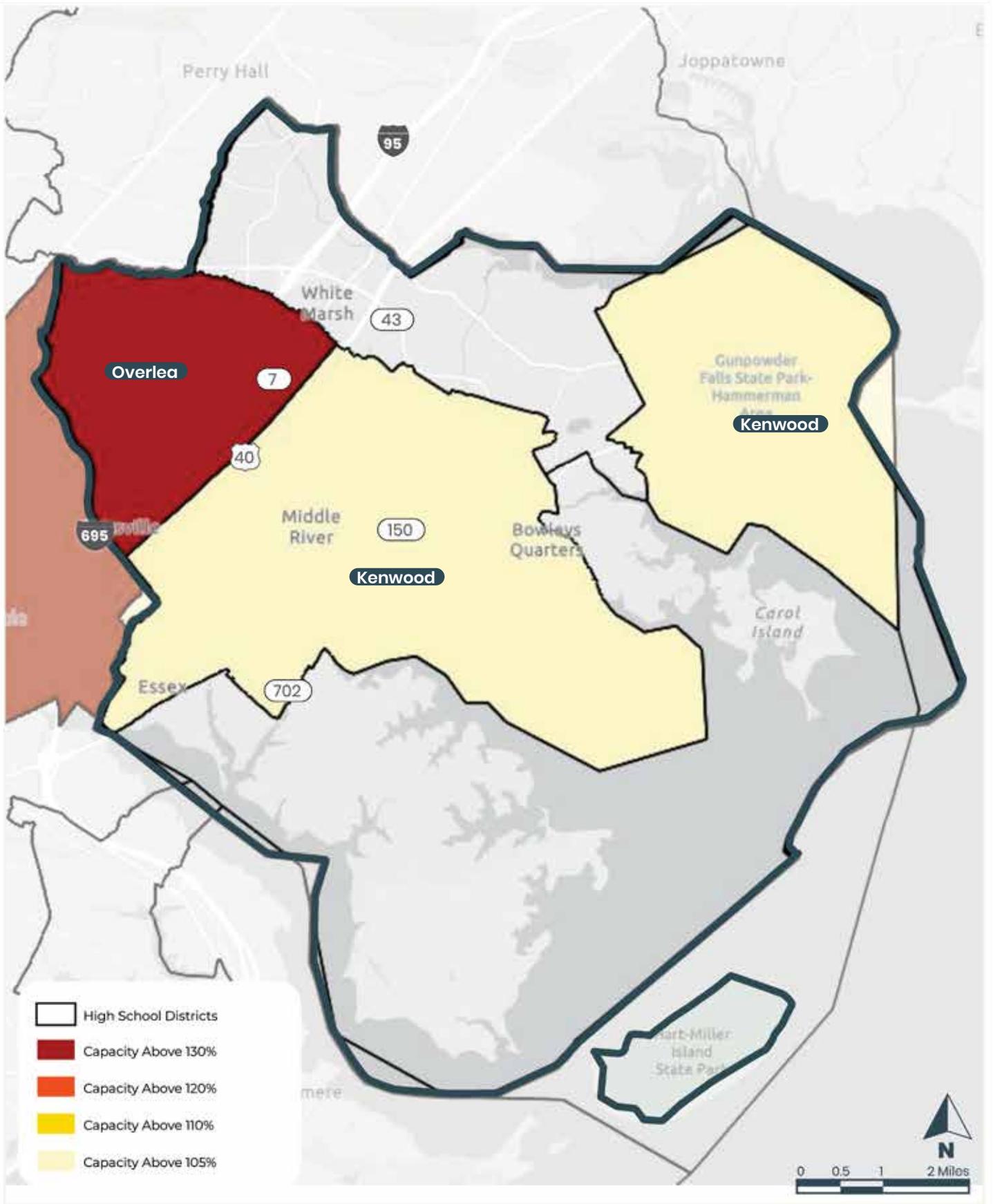
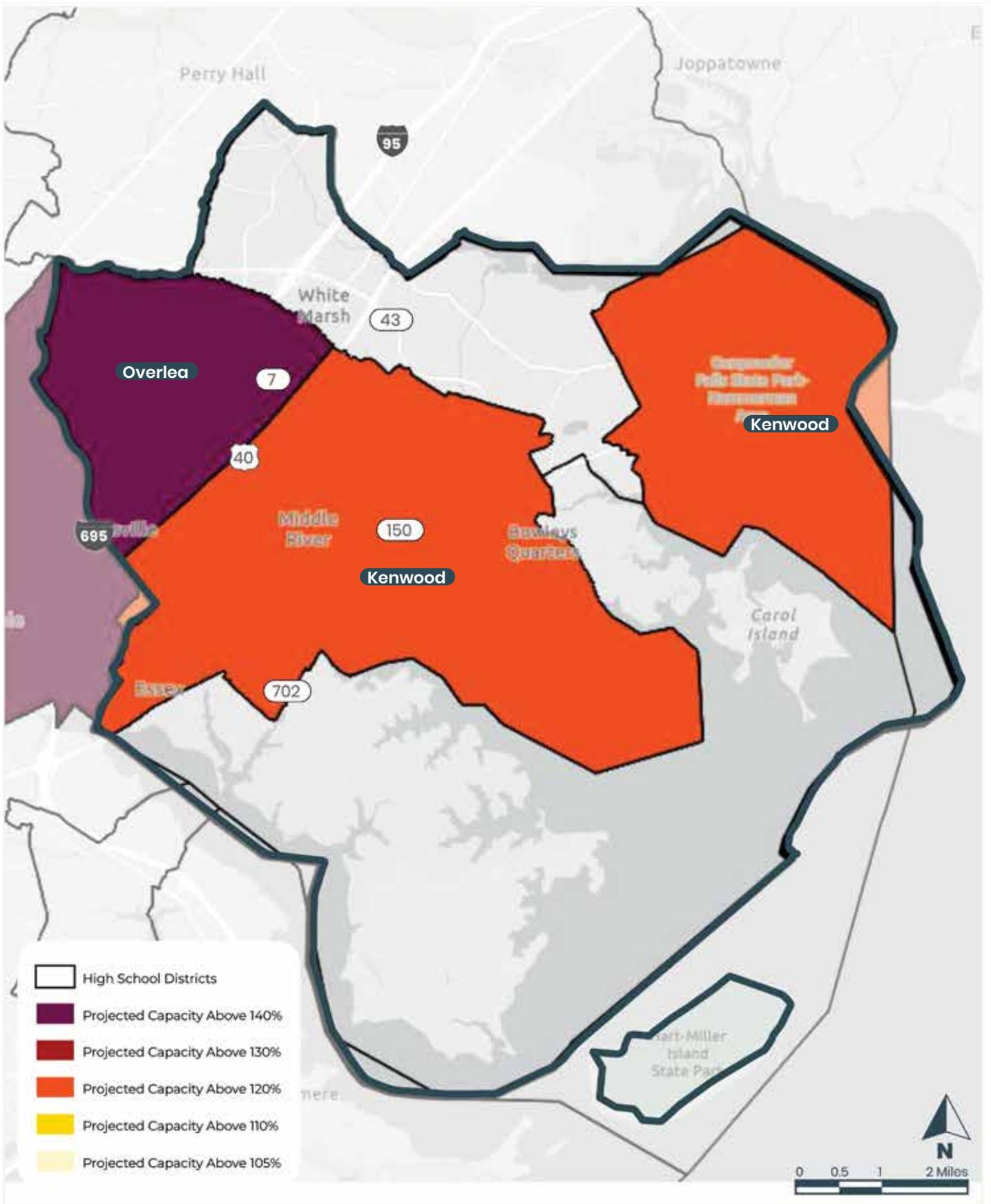


Figure 54. High School Districts in Area 11: Present Capacity  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)



**Figure 55.** High School Districts in Area 11: Projected 2027 Capacity  
(Data Source: Baltimore County Government Geographic Information Systems, 2025)

## Appendix J. Specific Participation Opportunities

### Fall 2024

- November 18 Informational Interview, Chesapeake Gateway Chamber of Commerce, Bowleys Quarters Improvement Association, Perry Hall White Marsh Business Association\*
- November 18 Informational Interview, Perry Hall Improvement Association, Nottingham Improvement Association\*
- November 20 Informational Interview, Essex-Middle River Civic Council\*

### Winter 2024–2025

- February 3 Focus Group, Religious and Community Services Providers, and Immigrant Affairs
- February 5 Focus Group, Environment and Recreation Groups\*
- February 5 Focus Group, Property Owners and Developers\*
- February 5 Focus Group, Businesses & Economic Development Interests\*
- February 6 Online survey (remained open through early-April)
- February 26 FY26 Budget Town Hall for District 6
- March 13 Special Interest Conversation, Tourism and Promotion\*
- March 17 Special Interest Conversation, Transportation (DPWT and MDOT)\*
- March 19 FY26 Budget Town Hall for District 5

### Spring 2025

- March 25 In-Person Public Meeting #1
- April 10 Virtual Public Meeting #1
- May 30 Recommendation Review Conversation, DEWD\*
- June 3 Recommendation Review Conversation, Tourism and Promotion\*
- June 4 Recommendation Review Conversation, DPWT\*
- June 10 Recommendation Review Conversation, DHCD\*

### Summer 2025

- June 23 In Person Public Meeting #2
- June 24 Virtual Public Meeting # 2
- June 23 Recommendation Comment Survey
- June 26 Recommendation Review Conversation, EPS\*
- July 3 Recommendation Review Conversation, BCPL\*
- July 9 Recommendation Review Conversation, NeighborSpace\*
- September 3 Essex-Middle River Civic Council September Meeting
- September 9 South Perry Hall Boulevard Improvement Association September Meeting
- September 10 Chesapeake Gateway Chamber of Commerce, Greenleigh Community SAP 11 Meeting
- September 11 Perry Hall Improvement Association September Meeting
- September 11 Bowleys Quarters Improvement Association September Meeting
- September 15 Public Draft Distributed (open for comment until 9/26)

### Fall 2025

- October 16 Planning Board Introduction
- November 6 Planning Board Hearing
- November 20 Planning Board Vote

\*Participation was by invitation only

## Appendix K. SAP 11 Communications and Outreach Summary

Updated July 10, 2025

- Fall 2024:
  - Contact with Council people (November 2024)
  - Contact with key community leaders via informational interviews (November 2024)
- Winter 2025:
  - Focus groups, by invitation only
  - Survey promotion
    - Posting on Department of Planning Website (2/4/2025)
    - Posting on Area 11 Hub page (2/4/2025)
    - Social media
      - 1 Instagram Post (2/10/2025)
    - Email to focus group attendees (2/6/2025 – 2/13/2025)
    - Promotion to Council people (email came from Steve on 2/20/2025)
    - Email through District 5, 6, and 7 OCE (OCE position for District 7 vacant) (2/14/2025)
    - Email through District 5, 6, and 7 Community leader distribution lists (2/14/2025)
    - Inclusion in March Community Updates on website (3/1/2025)
    - Mention and flyers at community meetings attended by District 5, 6, and 7 community planners (various dates)
    - Mention and Flyers at public meetings (3/25/2025 and 4/10/2025)
    - Mention and flyers at District 5 (3/19/2025), District 6 (2/26/2025), and District 7 (3/27/2025) Budget Town Halls
  - Public Meeting #1 – In-Person – promotion (*In-person meeting March 25*)
    - Mention at focus group meetings (2/3/2025-2/5/2025)
    - Email to focus group attendees (2/6/2025)
    - Posting on Department of Planning Website (2/21/2025)
    - Posting on Area 11 Hub page (2/21/2025)
    - Social media
      - 1 Instagram Post for In-Person Meeting (3/13/2025)
      - 1 Instagram post for virtual meeting (4/3/2025)
      - 1 Instagram story for In-Person Meeting (3/13/2025)
      - 1 Instagram story for virtual meeting (4/8/2025)
      - 1 Facebook post for In-person meeting (3/13/25)
      - 1 Facebook post for virtual meeting (4/3/2025)

- Email through District 5, 6, and 7 OCE channels (OCE position for District 7 vacant) (3/10/2025 – 3/12/2025)
- Email through District 5, 6, and 7 Community leader distribution lists (3/13/2025)
- Email to informational interview participants (3/13/2025)
- Inclusion in March Community Updates on website (3/1/2025)
- Mention and flyers at District 5 (3/19/2025) and District 6 (2/26/2025) Budget Town Halls
- Mention at community meetings attended by District 5, 6, and 7 community planners (various dates)
- Public Meeting #1- Virtual – promotion (*Virtual meeting April 10*)
  - Mention at focus group meetings (2/3/2025-2/5/2025)
  - Email to focus group attendees (2/6/2025)
  - Posting on Department of Planning Website (2/21/2025)
  - Posting on Area 11 Hub page (2/21/2025)
  - Social media
    - 1 Instagram Post for In-Person Meeting (3/13/2025)
    - 1 Instagram post for virtual meeting (4/3/2025)
    - 1 Instagram story for In-Person Meeting (3/13/2025)
    - 1 Instagram story for virtual meeting (4/8/2025)
    - 1 Facebook post for In-person meeting (3/13/25)
    - 1 Facebook post for virtual meeting (4/3/2025)
  - Inclusion in Q1 Community Connect Newsletter (4/1/2025)
  - Email through District 5, 6, and 7 OCE channels (OCE position for District 7 vacant) (3/10/2025 – 3/12/2025)
  - Email through District 5, 6, and 7 Community leader distribution lists (3/13/2025)
  - Email to informational interview participants (3/13/2025)
  - Inclusion in March Community Updates on website (3/1/2025)
  - Inclusion in April Community Updates (4/1/2025)
  - Mention and flyers at District 5 (3/19/2025), District 6 (2/26/2025), and District 7 (3/27/2025) Budget Town Halls
  - Mention at community meetings attended by District 5, 6, and 7 community planners (various dates)
- Spring/Summer 2025
  - Public Meeting #2 Promotion (*In-person June 23, virtual June 24*)
    - Posting on Department of Planning Website
    - Posting on Area 11 Hub page

- Social Media
  - 2 Instagram Posts, also shared as stories (5/28/2025 and 6/16/2025)
  - 2 Facebook posts (5/28/25 and 6/16/25)
  - Councilman Marks tagged Dept of Planning in a post (6/10/2025)
  - Shared Essex CDC public meeting announcements (6/24/2025)
- Email through District 5, 6, and 7 OCE channels (DOP position for District 7 vacant; OCE position for District 7 vacant), and 6/24/2025 (virtual meeting reminder only) – 6/9/2025
- Email through District 5, 6, and 7 Community leader distribution lists (channels (DOP position for District 7 vacant) – 6/9/2025
- Promotion to Council people (outreach from Steve; Iyad also directly spoke with Councilman Marks)
- Mention at community meetings attended by District 5 and 6 community planners (various dates; District 7 position vacant)
- \*\*Did not have event/venue details confirmed for public meeting in time for June Community Updates (which were due 5/16/2025)
- No Community Connect newsletter during this promotion period
- Phase 2 Survey promotion
  - Promotion to Council people (outreach from Steve; Iyad also directly spoke with Councilman Marks)
  - Posting on Department of Planning Website (6/23/2025)
  - Posting on Area 11 Hub page (6/23/2025)
  - Mention at In-Person (6/23/2025) and Virtual (6/24/2025) Public Meetings
  - SAP mentioned in Q2 Community Connect newsletter on 7/1/2025
  - Flyer emailed through District 5, 6, and 7 Community leader distribution lists – 7/10/2025
  - Flyer emailed through District 5, 6, and 7 OCE channels – 7/10/2025
  - Mention at community meetings attended by District 5 and 6 community planners (various dates)
- Round 3 Engagement and Draft Plan Promotion
  - Posting on Department of Planning Website
  - Posting on Area 11 Hub page
  - SAP mentioned in Q3 Community Connect newsletter
  - Flyer emailed through District 5, 6, and 7 Community leader distribution lists
  - Flyer emailed through District 5, 6, and 7 OCE

- Mention at community meetings attended by District 5, District 6, and District 7 community planners
- Posted on Social Media

## Appendix L. Focus Group Sign-In Sheets

### Sign-In

Meeting: BUSINESSES + ECONOMIC DEVT Date/Time: 10-30

Location: ESSEX ~~CDP~~ BCPL

Name/Organization	Email
1 Tony Pearce / State Farm	<b>Redacted for Privacy</b>
2 Alison Maxwell	
3 SAM WIZAVIR	
4 Clifford O'Connell	
5 Luis Banegas	
6 Shafiq Hinton	
7 Dave Conrad	
8 Kristin King	
9 Donna Berry	
10 Rob Sullivan	
11 Chrissy Erb	
12	
13	
14	
15	
16	
17	
18	
19	
20	

# Sign-In

Meeting: ENVIRONMENT / RECREATION Date/Time: 2/5

Location: ESSEX BCPL BRANCH

Name/Organization	Email
<sup>1</sup> Kris Merrine	<b>Redacted for Privacy</b>
<sup>2</sup> Nick Behz - BC Rec Party	
<sup>3</sup> Miranda White	
<sup>4</sup> Thane LeGardeur	
<sup>5</sup> Jeff Pumphrey	
<sup>6</sup> Cameron Loeschke	
<sup>7</sup> Morales	
<sup>8</sup> M. Stamm	
<sup>9</sup>	
<sup>10</sup>	
<sup>11</sup>	
<sup>12</sup>	
<sup>13</sup>	
<sup>14</sup>	
<sup>15</sup>	
<sup>16</sup>	
<sup>17</sup>	
<sup>18</sup>	
<sup>19</sup>	
<sup>20</sup>	

# Sign-In

Meeting: SAP 11 RELIGIOUS + COMMUNITY GROUP Date/Time: 2/3/2025

Location: ESSEX BRANCH OF BALT. CO PUBLIC LIBRARY

Name/Organization	Email
1 Gary Loraditch - Overlady of Mt. Carmel Church	[Redacted]
2 Gwendolyn Per	[Redacted]
3 Giuliana Valencu Bains	[Redacted]
4 Ava Richardson	[Redacted]
5 Daniel Wilkinson	[Redacted]
6 Samantha Knight	[Redacted]
7 Christopher Burnett	[Redacted]
8 Sarah Schectman	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]

**Redacted  
for  
Privacy**

# Sign-In

Meeting: Property Owners & Developers Date/Time: 2-5-25

Location: Essex Branch Library

Name/Organization	Email
1 <del>ARTHUR M. MACCUBBIN</del> / FEDERAL REALTY	[Redacted]
2 Lisa Coyle / Federal Realty	[Redacted]
3 Patricia A. Malone	[Redacted]
4 Shafiq Hinton	[Redacted]
5 Amy Montoy	[Redacted]
6 Michael McLean	[Redacted]
7 JOHN PETERS	[Redacted]
8 Harold A. Fowler	[Redacted]
9 WIKI MACCUBBIN	[Redacted]
10 DAVID KARCESKI	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]

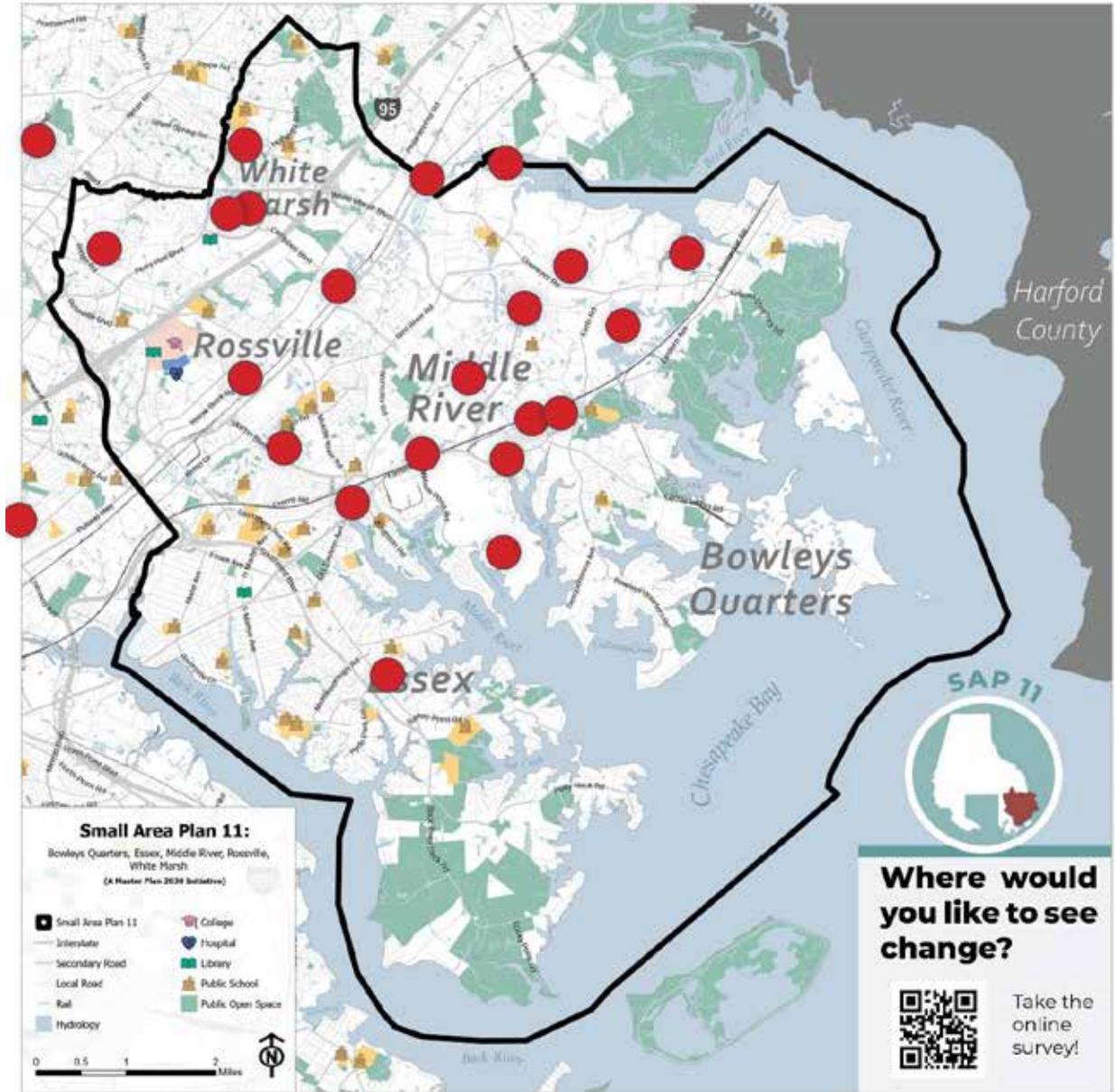
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for  
Privacy**

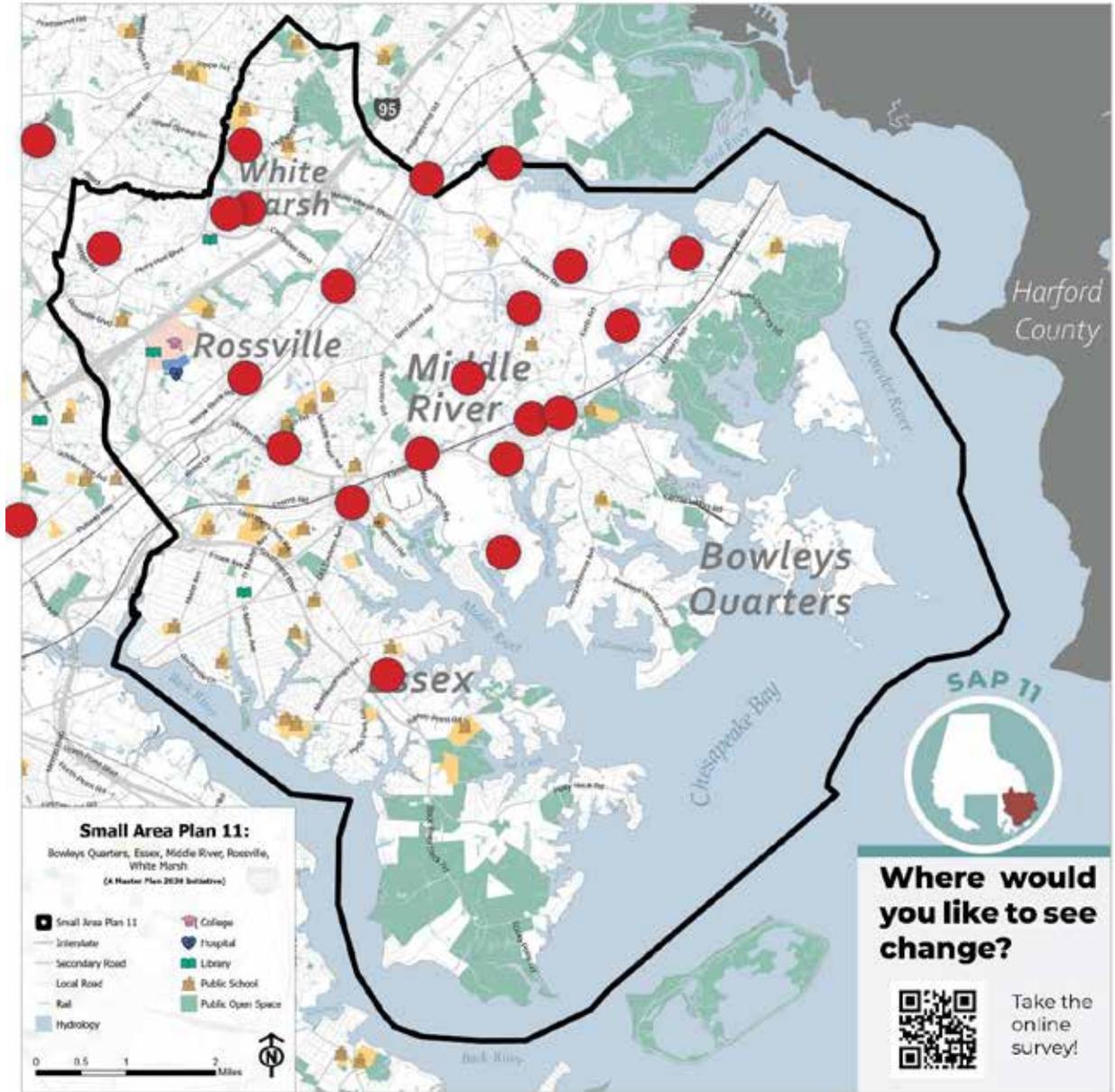
## Appendix M. SAP 11 Intercept Interview and Change Cards Summary

The SAP 11 process utilized two in-person tools to understand the area’s greatest demands for change. A map was used for participants to locate places where they’d like to see change, and an accompanying “change card” was offered for the participant to elaborate. The intercept maps and change cards were used during Baltimore County’s Fiscal Year 2026 Budget Town Hall events, while the accompanying change cards were also distributed among focus group attendees and available for attendees at the in-person public meeting in March 2025.

### Intercept Map

The intercept map allowed participants to locate places throughout Area 11 where they’d most like to see change using sticker dots. Five dots were located along Eastern Boulevard, concentrated between Old Eastern Avenue and Earls Road. Additionally, a nearby dot was placed on Martin Boulevard and another on Back River Neck Road. One dot was placed on Martin State Airport. Three dots were placed at various points along Pulaski Highway. White Marsh Mall received two dots, and one dot was placed at Greenleigh. One dot was placed at Lafarge. Additional dots were placed throughout the area, and participants indicated desire for road network and traffic safety improvements, pedestrian and cyclist safety a grocery store, management of new housing, and land preservation.





**CHANGE CARD COMMENTS**

<b>Event</b>	<b>ZIP Code</b> IF PROVIDED	<b>Comment</b>
<i>Religious &amp; Civic Services Focus Group</i>		Recognition of other religions
		More investment for immigrant communities + minority-owned businesses
<i>Property Dev Focus Group</i>		More use of PUD process
	21236	Lighting, walkability, bikability. County involvement to incentivize White Marsh Mall redevelopment.
	21236	Walkability - sidewalks, bike lanes, lighting improvements.
	21220	Involving new/younger voices in the planning stage. More retail options for adults.
	21220	Development entitlement & permitting predictability
	21204	Encourage an increase in residential density and encourage it. Revitalization and redevelopment in this form will have a positive ripple effect and result in high quality development around the County's nodes
		Growing the tax base.
		Upgrade to Eastern Ave from 43 to change
<i>Business Focus Group</i>		Dredge Back River. Fix smell BRWWTP (Back River Wastewater Treatment Plant)
	21221	Thriving businesses that community members & outsiders visit both along waterfront & Easter Blvd without connection between the two
	21221	Less vacancies along the Blvd.
	21221	Dredge/Clean Back River by the bridge
	21221	Essex has a vital ecosystem that should be protected and utilized within the community. Apply to businesses, education, etc. To have schools invested in that aspect would be a huge draw and therefore expand on housing and business.
	21220	Transportation investment. Business revitalization
	21220	Better schools
	21221	Eastern Blvd. Business
	21221	Some sort of "encouragement" to force empty commercial property owners to fill their businesses.
		Attract more businesses

Continued from previous

<b>Environment and Recreation Focus Group</b>	21221	An influx of businesses to go with the new residential developments throughout the area.
	21220	Increase programs (recreation) in under-served communities.
		Greater investment in out education system, particularly our public schools which look like prisons.
		New standalone recreation facilities to host programs, events, tournaments, and leagues.
		An overall investment in the publicity and revitalization of community centers
	21221	More youth access in the Hawthorne Community.
	21152	More awareness of how to access and enjoy the natural environment.
<b>Miscellaneous</b>		Re-Imagine Downtown Essex should include possible zoning overlay changes to encourage development.
		Stabilize struggling aging communities like Middlesex and Fox Ridge.
	21221	Encourage land preservation.
		Calculate density based on buildable area and not parcel size.
		Address aging apartment complexes for redevelopment.
		Limit major development on Back River Neck Peninsula.
		Infrastructure brought up to meet the existing demand
		Less Section 8
		Community Center Middlesex
		White Marsh Mall- add a stadium for concerts, games and shows.
		Address aging apartment complexes. -Re-Imagine Downtown Essex.
	Stabilize struggling communities with high rental concentrations.	
	Limit future development to commercial area.	
	Less overcrowding in Nottingham, property improvement of the Golden Corral lot on Rossville Blvd.	

Continued from previous

<b>District 6 Town Hall</b>	21206	Need access to fresh meat (groceries) -Access to transit for aging population.
	21237	The County should prioritize preserving woodland and wildlife. More funding for recreational youth sports
	21234	More green space More affordable housing
		Bicycle and pedestrian safety
		More shops
	21234	More public transit, bike lanes and sidewalks on Eastern
	21234	Redevelop White Marsh Mall
	21221	Train transportation from White Marsh to Essex/Middlesex
	21087	Less affordable housing, less crime Less crime
		Additional services, senior services
		Land preservation at LaFarge
	<b>District 5 Town Hall</b>	
		Address the vacant CVS on Martin Blvd, address the uptick in crime
		Better traffic control on Eastern between Rt 43 & Earls rd
		Safer intersection @ 40 and Ebenezer, particularly on SE corner
		Missing Campbell Blvd connection
		More sidewalks in the White Marsh Mall area
		A traffic light on Oak Crest
		Grocery store
		Speed radar needed on Silver Spring Rd
		Dredge Bird River
		Pedestrian improvements on White Marsh Blvd.

## Appendix N. Opinion Survey Summary

An Online Opinion survey opened February 6, 2025, to collect information about Area 11 and the thoughts, concerns, and priorities of members of the community. Snapshots of the survey responses were presented at the first and second public meetings. The survey remained open until the conclusion of the second public meeting. A final download and analysis of the data was completed on September 19, 2025. In total, 165 responses were collected.

### What is the change you would most like to see in your community?

The first question was an open-ended prompt with a corresponding map function. It asked respondents about the one change they'd most like to see in Area 11. Below is a comprehensive summary of the key themes and priorities expressed in the responses. These reflect the most frequently mentioned desires and concerns, grouped into major categories:

#### Top Community Priorities

##### 1. Less Residential Development / Growth Management

- Strong opposition to new housing, especially townhomes and apartments.
- Concern about overdevelopment without matching improvements in infrastructure.
- Requests to preserve green space, woodlands, and rural character, particularly in semi-rural areas like Bowleys Quarters and Back River Neck.
- Many want to pause or stop rezoning for higher-density housing.

##### 2. Infrastructure & Traffic Improvements

- Roads are overburdened due to increased traffic.
- Specific roads called out: Route 43, Eastern Ave, Campbell Blvd, Back River Neck Road, Carroll Island Rd, Bucks School House Rd.
- Need for repaving, traffic calming, turn lanes, sidewalks, better lighting, and sound barriers.
- Dangerous intersections (e.g., Rt. 702–695 merge, Ebenezer Rd, Rt. 40) need urgent attention.

##### 3. Improved Walkability & Public Transit

- Strong desire for sidewalks, bike lanes, and safer pedestrian crossings.
- Requests for more walkable neighborhoods and access to transit.
- Need for traffic calming, especially in residential areas with high-speed traffic.

##### 4. Safety and Crime Reduction

- Call for more police presence, particularly in Essex, Back River Neck Road, and other high-crime areas.
- Concerns about youth crime, property upkeep, illegal ATVs/dirt bikes, and general disorder.
- Specific calls to limit or reduce Section 8 housing in some communities (often tied to crime concerns).

##### 5. Parks, Recreation, and Green Space

- Requests for more or improved:
  - Public parks, playgrounds, dog parks

- Basketball/tennis/pickleball courts
- Hiking and walking trails
- Indoor recreation centers and aquatic facilities
- Emphasis on preserving nature and open space for health, recreation, and wildlife.

#### 6. Revitalization of Commercial Corridors

- Focus on reviving failing retail/commercial areas like Back River Neck Road, Eastern Avenue, and White Marsh Mall.
- Want a more diverse mix of businesses (not just auto shops/convenience stores).
- Calls for Main Street-style redevelopment, aesthetics upgrades, and support for local businesses.

#### 7. New Amenities & Services

- High-end grocery stores (Wegmans, Trader Joe's, Harris Teeter) mentioned very frequently, especially in Middle River and Greenleigh.
- Requests for pharmacies, banks, coffee shops, dry cleaners, and other basic services.
- Suggestions for new schools, libraries, healthcare, and community centers.

#### Other Notable Concerns

- **Environmental Concerns:** stormwater runoff, loss of trees, bay pollution.
- **Equity & Accessibility:** services for seniors, disabled residents, and those without cars.
- **Noise Complaints:** loud waterfront bars, traffic noise near highways.
- **Maintenance Issues:** potholes, water main breaks, poor property conditions.
- **Revitalization:** Requests to clean up blight, enforce code violations, and improve public space cleanliness.

#### Most Commonly Suggested Improvements (by popularity)

- Stop or reduce residential development
- Fix roads and traffic infrastructure
- Add sidewalks and walkability features
- Enhance public safety and reduce crime
- Add/upkeep parks, trails, and recreation
- Add grocery stores (esp. Wegmans/Trader Joe's)
- Revitalize aging commercial areas
- Create indoor pool/recreation center
- Preserve environment and green space
- Limit Section 8 housing / improve housing balance

## What else would you like to tell us about your community as we start the small area planning process?

The second question, also open-ended, prompted respondents to share anything that the planning team might want to know about Area 11. The major themes of their responses are listed below.

## Key Themes and Community Concerns:

### Overdevelopment and Infrastructure Strain

- Widespread frustration with unchecked residential growth, especially apartments and townhomes.
- Overcrowded schools, increased traffic, poor road conditions, and outdated water/sewer systems are common concerns.
- Strong calls to preserve green space, woods, and rural character—especially around waterfront areas.

### Crime and Safety

- Significant concern about rising crime, including theft, vandalism, and juvenile offenses.
- Residents want more police presence, better lighting, traffic calming (e.g., speed bumps), and enforcement of existing laws.
- Section 8 and rental housing are often (controversially) associated with increasing crime and declining property values.

### Amenities and Quality of Life

- Requests for:
  - More community-oriented amenities (parks, walking/biking trails, youth centers).
  - Full-service grocery stores (e.g., Wegmans, Trader Joe's), especially in underserved areas like Middle River.
  - More restaurants and shops, particularly walkable and local options (less fast food and chains).
  - Better healthcare access, including suggestions for a new hospital.

### Youth Engagement

- A lack of facilities and programs for older children and teens.
- Desire for youth activity centers, sports fields, and educational/recreational spaces.

### Transportation and Roads

- Complaints about dangerous intersections, heavy cut-through traffic, and lack of sidewalks.
- Calls for traffic studies, red lights, rumble strips, and public transportation limits (e.g., fewer bus lines).

### Maintenance and Cleanliness

- Trash, littering, illegal dumping, and derelict properties are widespread issues.
- Suggestions for public awareness campaigns, more code enforcement, and street cleaning.

### Preservation and Sustainability

- Emphasis on repurposing vacant commercial spaces over new builds.
- Support for private/public partnerships to fund and maintain parks.
- Interest in sustainable development, smart growth, and environmental protection.

### Community Engagement and Planning

- Strong demand for transparency and inclusion in decision-making.

- Suggestions include:
- Town halls and listening sessions.
- Online platforms for engagement.
- A core steering committee of stakeholders for any future community plans.

#### Essex, Middle River, White Marsh—Distinct but Connected

- Residents recognize shared concerns but emphasize that each area faces unique challenges.
- Essex: Needs revitalization, school investment, and Main Street support.
- Middle River: Wants to balance rural character with quality growth.
- White Marsh: Fears overdevelopment and infrastructure saturation.

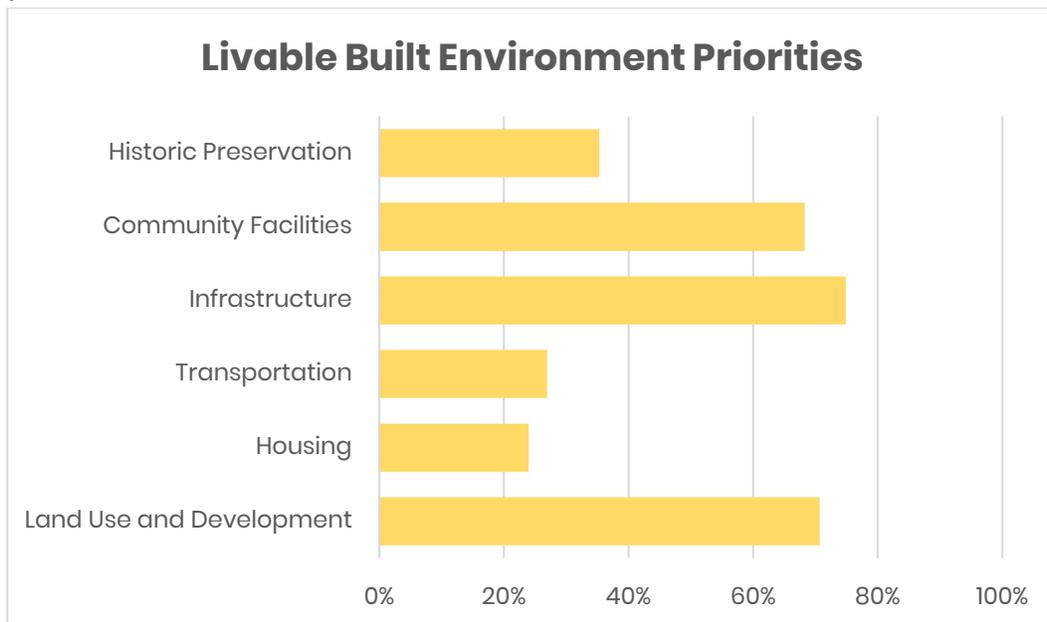
#### General Sentiment

- Many long-term residents express deep pride and attachment, but also disillusionment.
- Concerns over being “ignored,” “forgotten,” or “sacrificed for developer interests.”
- Repeated requests to prioritize residents’ voices over developers.

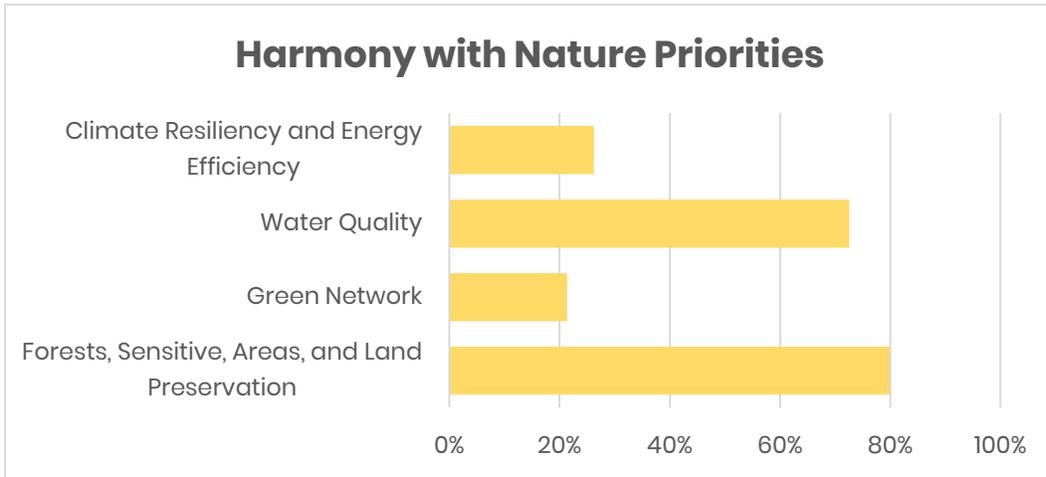
## Priorities Across the Master Plan 2030 Principles

A series of survey questions asked respondents to rank their priorities related to each of the Master Plan 2030 vision framework principles.

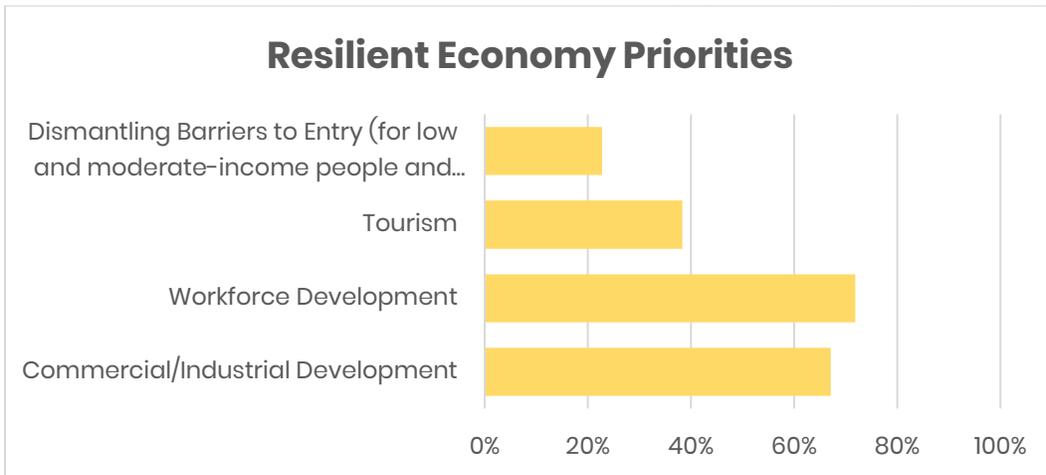
For the first principle, Livable Built Environment, please pick your top 3 priorities.



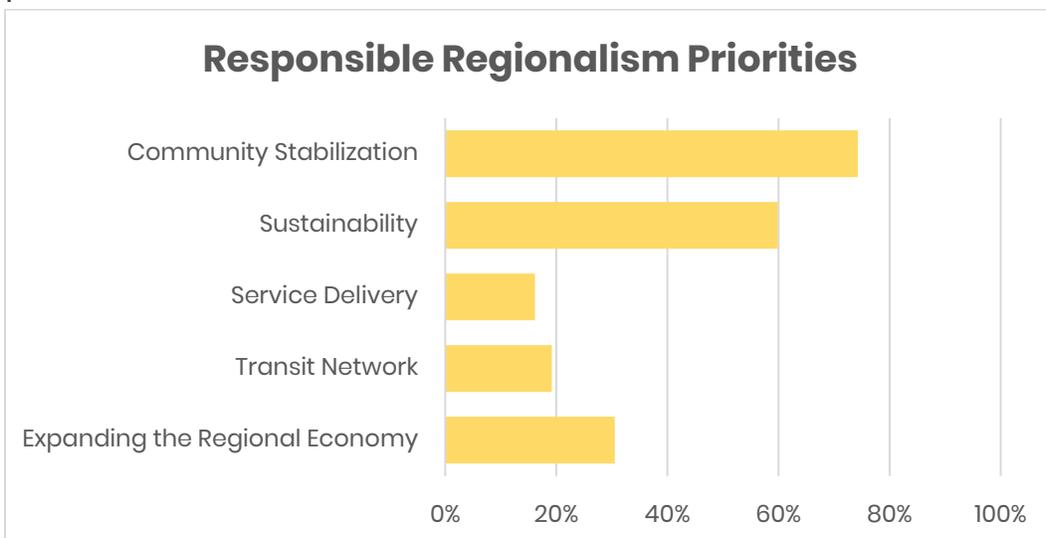
For the second principle, Harmony with Nature, please pick your top 2 priorities.



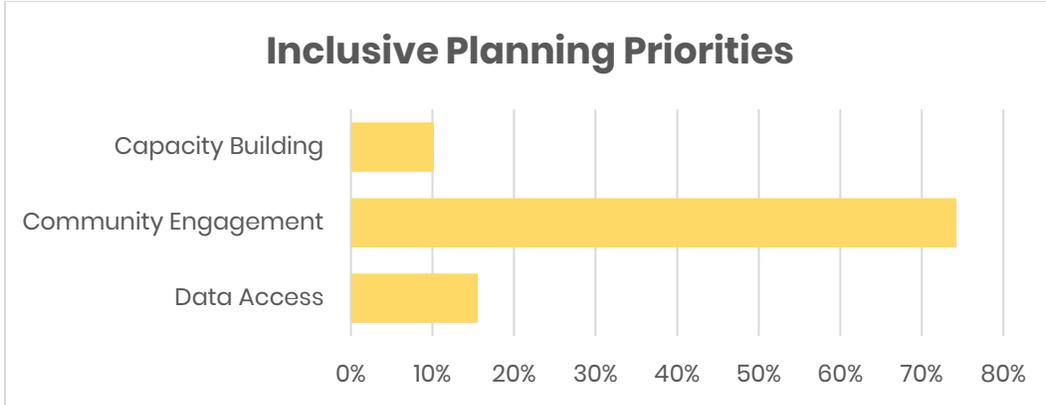
For the third principle, Resilient Economy, please pick your top 2 priorities.



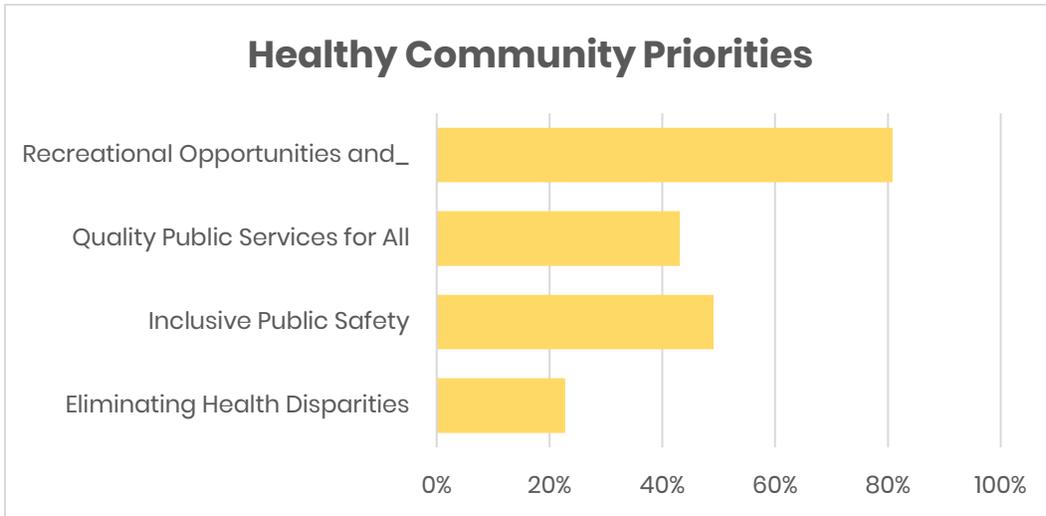
For the fourth principle, Responsible Regionalism, please pick your top 2 priorities.



For the fifth principle, Inclusive Planning, please pick your top priority.



For the sixth principle, Healthy Community, please pick your top 2 priorities.

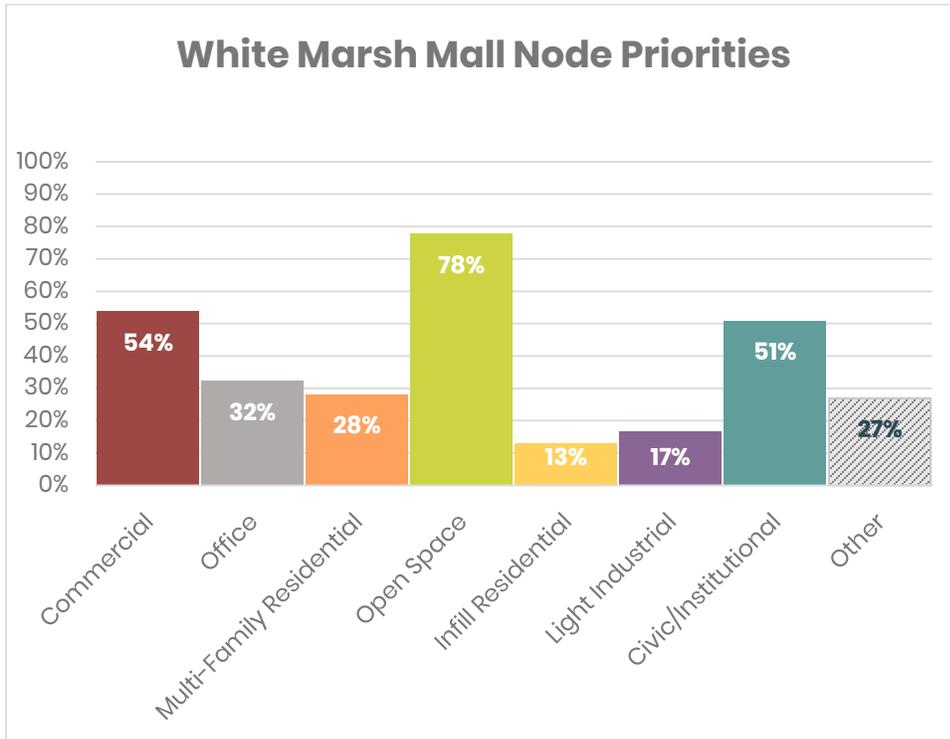


## Development Priorities Within the Master Plan 2030

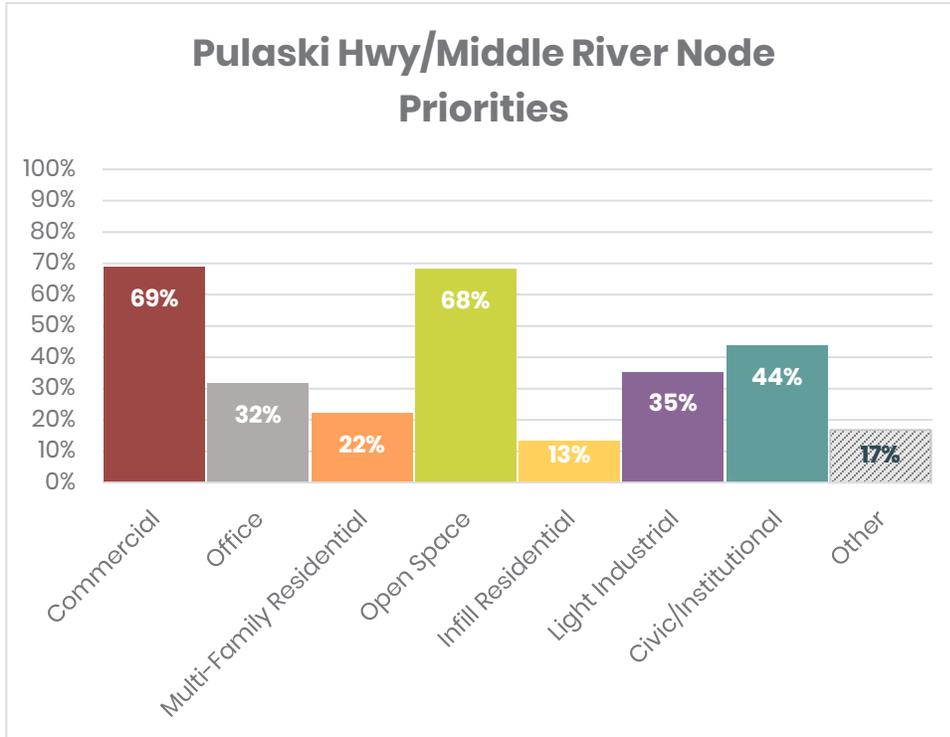
### Nodes

The next series of questions asked respondents to rank their development priorities for each of the area's nodes.

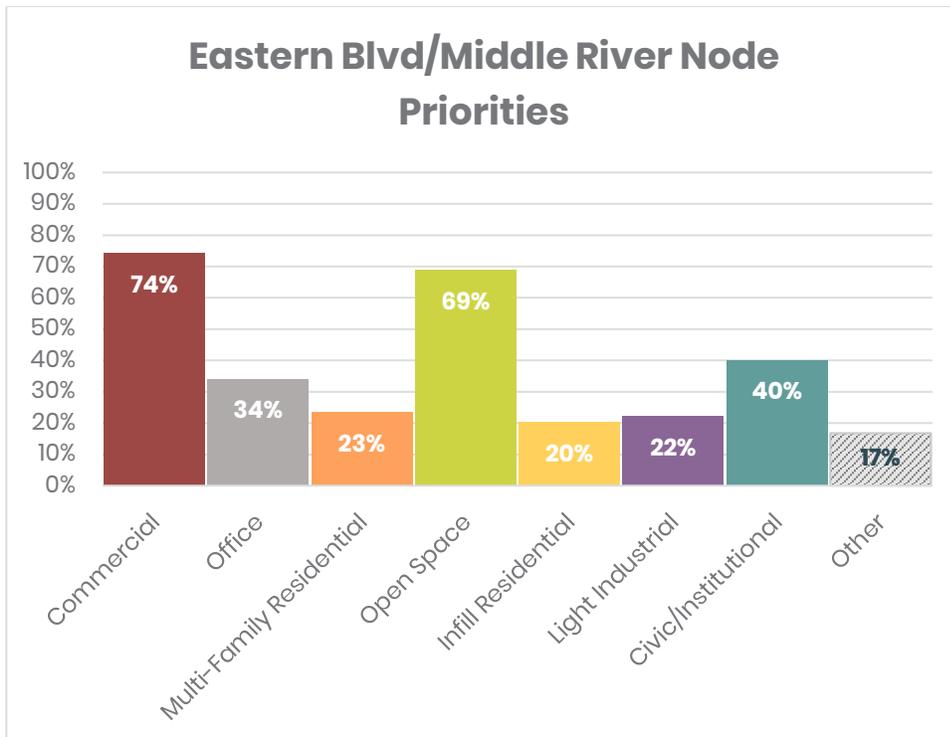
White Marsh Mall is identified as a Regional Commercial Node...Which would be your top 3 development priorities for this node:



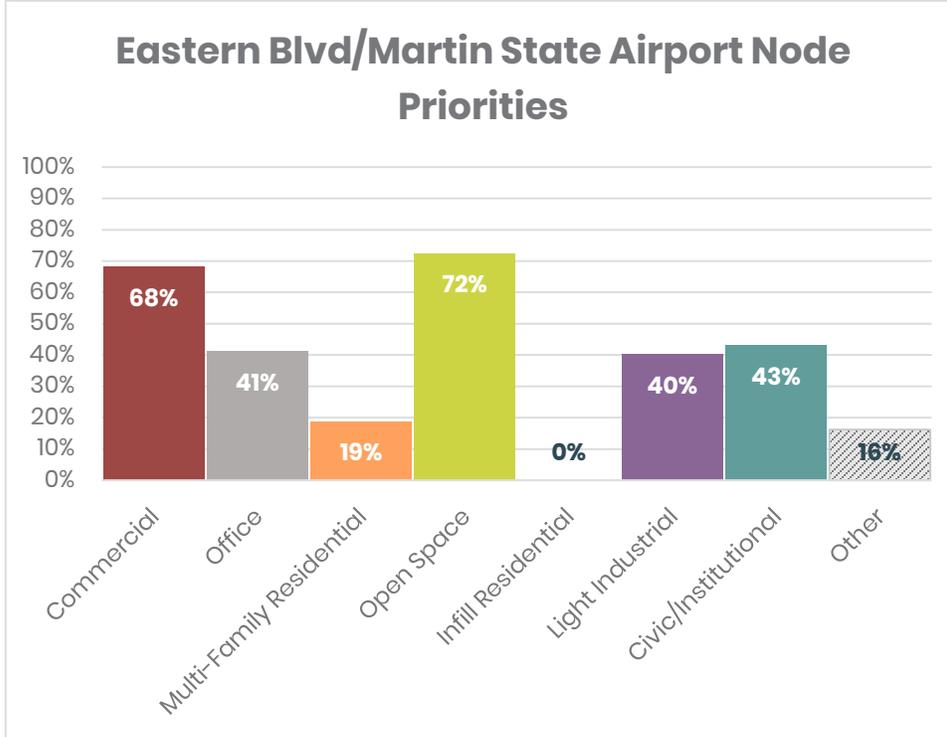
Pulaski Hwy, Middle River Rd is identified as a Neighborhood Node...Which would be your top 3 development priorities for this node:



Eastern Blvd, Middle River is identified as a Neighborhood Node...Which would be your top 3 development priorities for this node:



Eastern Blvd, Martin State Airport is identified as a Mobility Node...Which would be your top 3 development priorities for this node:

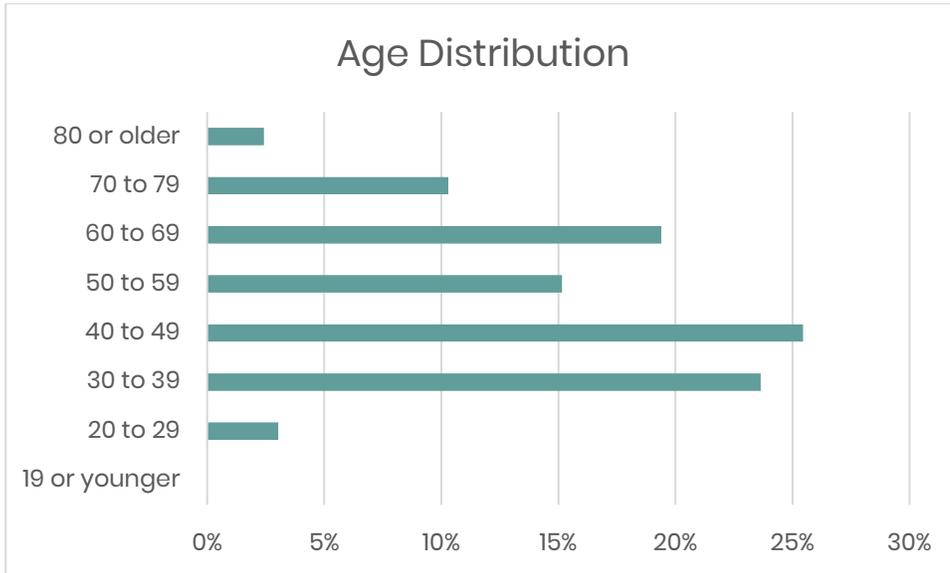


## Respondent Demographics

Respondent demographics were collected in an effort to understand the degree to which survey respondents reflected the racial, ethnic, gender, and age profiles of Area 11 residents. All demographic questions were optional.

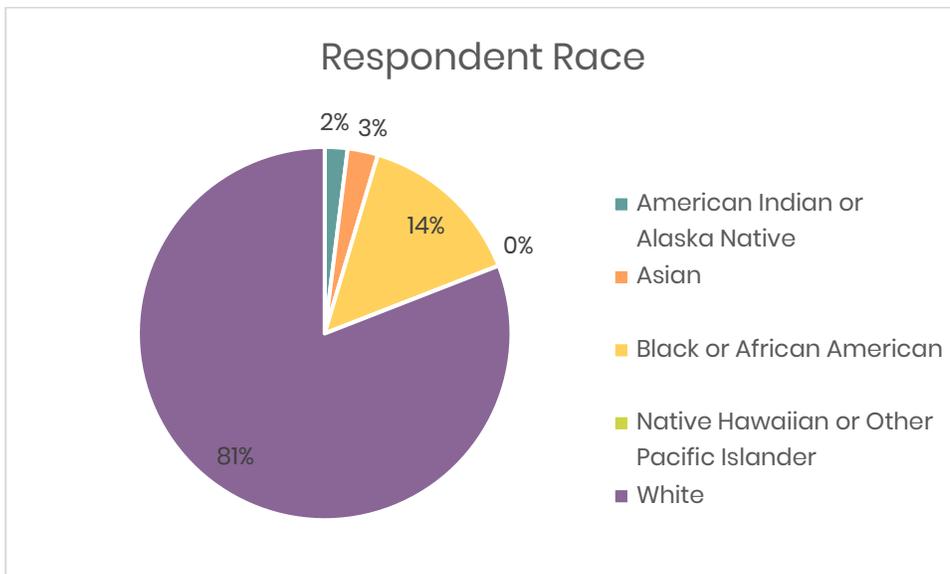
### Age

Survey respondents skewed older. A quarter of respondents fall within the 40 to 49 years old age range; while nearly another quarter (24% were 30 to 39 years of age. The remaining half consisted almost entirely of adults aged 55 or older (47%). Only 3% of respondents were between the ages of 20 and 29.



## Race

The vast majority of survey respondents identified as White (84%). An additional 15% identified as Black or African American, 3% as Asian, and 2% as American Indian or Alaska Native. Only 88% of respondents answered this question.



## Ethnicity

When asked if they were Hispanic or Latino, nearly all question respondents (96%) answered “no” and 4% answered “yes.” 96% of survey respondents answered this question.

## English as a First Language

98% of survey respondents replied to a question asking if English was their first language. Of those responding, 96% say English was their first language.

## Relationship to Baltimore County

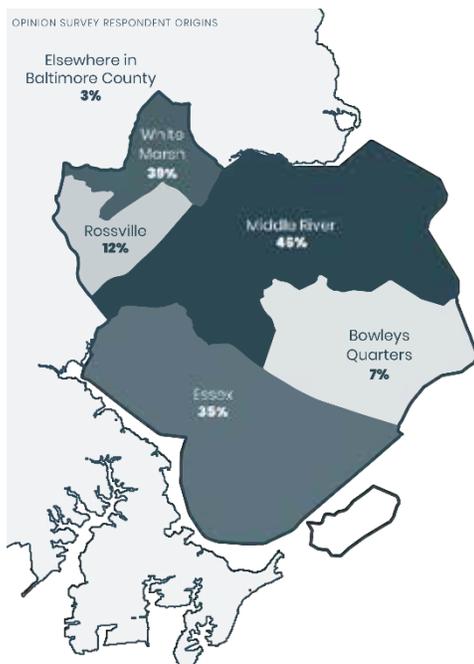
This question asked respondents to indicate their connection to Baltimore County.

I am a resident	96%
I own property in the County	55%
I operate or own a business in the County	3%
I work in the County	20%
I attend school in the County	1%
I am an active member of a community organization	25%
Other	2%

## Which sub-area do you feel you most represent?

The majority of respondents (46%) noted that they feel they best represent the Middle River Sub-Area. White Marsh and Essex were also strongly represented by survey respondents, accounting for 39% and 35% of responses, respectively. Rossville and Bowleys Quarters each received a lower share of responses (12% and 7% respectively). Only 3% of respondents indicated they were from outside the study area, specifically “elsewhere in Baltimore County”.

Note: when these percentages were compared with each sub-area population as a percentage of the overall Area 11 population, the totals were relatively consistent with the distribution of residents. The majority of Area 11 residents (37%) live in the Essex sub-area, followed by 35% in Middle River. The survey responses skewed more toward Middle River and Essex was slightly underrepresented in the respondent population. White Marsh residents were seemingly over-represented in the survey (they only account for 9% of Area 11’s population). Meanwhile, the shares of Rossville residents (14% of Area 11’s population) and Bowleys Quarters residents (6% of Area 11’s population) were aligned with the share of respondents from these sub-areas.



## Where do you Own Property?

90 people responded to this question about where they own property.

Bowley's Quarters	9%
Essex	37%
Middle River	42%
Rossville	10%
White Marsh	22%
Elsewhere in Baltimore County	20%
Elsewhere in Maryland	0%

## Where do you work, own, or operate a business?

34 people responded to this question about where, in Area 11, they work or own/operate a business.

Bowley's Quarters	3%
Essex	9%
Middle River	24%
Rossville	12%
White Marsh	12%
Elsewhere in Baltimore County	47%
Elsewhere in Maryland	0%

## Where do you attend school?

Only two people responded to this question about attending school in Area 11—one from Middle River, and one from Rossville.

## Appendix O. SAP 11 Public Meeting 1 Participation Exercises Summary

The SAP 11 project facilitated two public meetings during spring 2025 to introduce community members to the effort and seek feedback about Area 11’s greatest needs and opportunities. On March 25, 2025, the project convened its first in-person public meeting at CCBC Essex, followed by a companion virtual meeting on April 10<sup>th</sup>. During the in-person meeting, attendees were presented with an opportunity to participate in 12 exercise poster boards. Many of these same exercises were translated into an interactive online exercise board for the virtual public meeting. Additionally, both the in-person and the virtual public meeting utilized interactive polling tools throughout the presentation to collect more information from the attendees. The results from both the physical exercise boards and the interactive polling questions are summarized below.

### Exercise Boards

#### Where do you live/work?

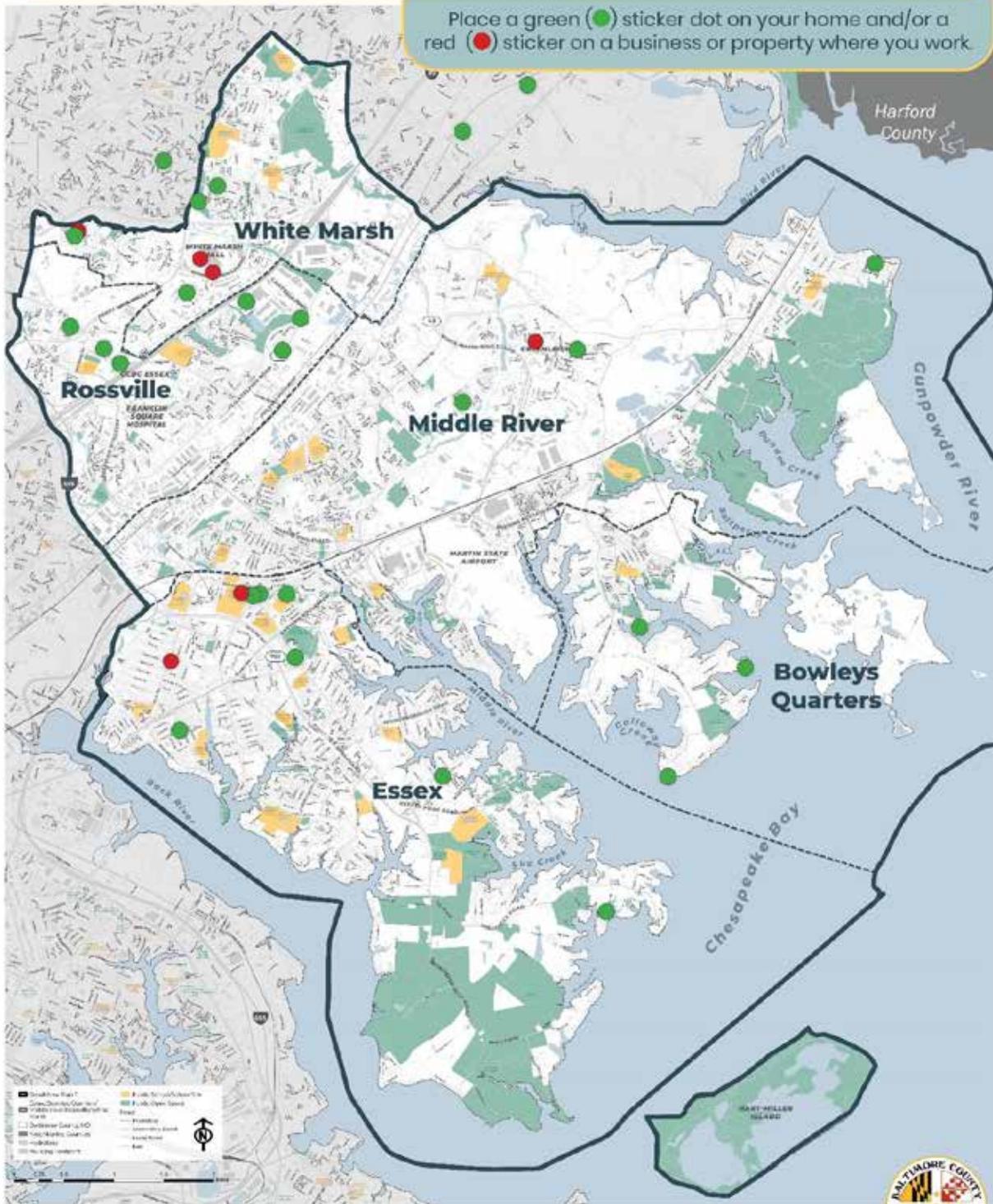
The first exercise board asked attendees at the in-person meeting where they lived and/or where they worked or owned a business. This exercise was only utilized at the in-person public meeting.

Essex, White Marsh, and Rossville had the highest representation from those in attendance at the Public Meeting on March 25, 2025. Five people who attended noted living outside of the SAP 11 area.

Essex	<ul style="list-style-type: none"> <li>• 6 people live in Essex</li> <li>• 2 people work/own a business in Essex</li> </ul>
Bowleys Quarters	<ul style="list-style-type: none"> <li>• 3 people live in Bowleys Quarters</li> </ul>
Middle River	<ul style="list-style-type: none"> <li>• 3 people live in Middle River</li> <li>• 1 person works/owns a business in Middle River</li> </ul>
White Marsh	<ul style="list-style-type: none"> <li>• 4 people live in White Marsh</li> <li>• 3 people work/own a business in White Marsh</li> </ul>
Rossville	<ul style="list-style-type: none"> <li>• 6 people live in Rossville</li> </ul>

# WHERE DO YOU LIVE/WORK?

Place a green (●) sticker dot on your home and/or a red (●) sticker on a business or property where you work.



SMALL AREA PLAN 11 | Public Meeting #1 | March 2025



### Where is Redevelopment Most Needed?

A series of exercises were focused on redevelopment opportunities and Area 11’s four nodes. First, one of the exercises prompted attendees to consider where redevelopment was most needed throughout Area 11. The exercise board defined redevelopment as a process to improve neighborhoods and communities by revitalizing underutilized or declining properties and spaces. Only attendees at the in-person public meeting engaged with this exercise.

Within Area 11, several people identified White Marsh Mall and Eastern Boulevard as areas they would like to see redevelopment occur. Several attendees highlighted apartment complexes and aging neighborhoods they would like to see redevelopment occur in. In total, 12 redevelopment locations were marked on the board within the five sub-areas:

Essex	<ul style="list-style-type: none"> <li>• 2 attendees marked Eastern Boulevard</li> <li>• 1 attendee marked Essex Avenue behind the Shoppers shopping center off Eastern Boulevard</li> <li>• 1 attendee marked the intersection of Old Eastern Avenue and Southeast Boulevard</li> <li>• 1 attendee marked the Kings Mill Apartments off Southeast Boulevard</li> <li>• 1 attendee marked the Hartland Village Apartments off Southeast Boulevard</li> <li>• 1 attendee marked the housing development north of Deep Creek Middle School</li> </ul>
Bowleys Quarters	[No areas were marked]
Middle River	<ul style="list-style-type: none"> <li>• 1 attendee marked the neighborhood surrounding the Aero Acres Tot Lot</li> </ul>
White Marsh	<ul style="list-style-type: none"> <li>• 3 attendees marked White Marsh Mall</li> </ul>
Rossville	<ul style="list-style-type: none"> <li>• 1 attendee marked the area north of the intersection of Perry Hall Boulevard and Rossville Boulevard</li> </ul>



## Node Opportunities

The next series of four exercise boards was utilized to understand the specific opportunities that attendees saw at each of the four nodes (place types identified by *Master Plan 2030*) in Area 11. This exercise was utilized at both the in-person and virtual public meetings.

### White Marsh Mall, Regional Commercial

White Marsh Mall is a regional commercial node, which is ideal for primary land uses of commercial, office, and multi-family residential. Secondary land uses in this node type include open space, infill residential, light industrial, and civic/institutional. Within this node, attendees envision significant opportunities for change. Many consider the mall an underutilized site and would like to see event spaces, green spaces, and more walking and biking trails for greater connectivity. In this area, challenges with the existing infrastructure were mentioned, and one attendee desired infrastructure improvements to help meet the current needs of the area. Attendees saw opportunities with introducing more housing variety, particularly opportunities for the 55+ community. Additionally, the community is keen to see more arts, cultural, programming, and event opportunities.

<b>White Marsh Mall, Regional Commercial</b>	
<b>In-Person Meeting Feedback</b>	<b>Virtual Meeting Feedback</b>
<ul style="list-style-type: none"> <li>• Wegmans</li> <li>• Town center</li> <li>• Green space, Event space</li> <li>• Event space, mixed use</li> <li>• More walking trails</li> <li>• Remove White Marsh Mall, make mixed use like Hunt Valley</li> <li>• Infrastructure brought up to meet current needs</li> <li>• Mixed use housing</li> <li>• Refer to plan that has already been done</li> <li>• Arts/Performance center</li> <li>• Regional health center</li> <li>• 55+ housing</li> <li>• Arts/Performance center, bring in more cultural/diverse art</li> <li>• Jogging/biking trails</li> </ul>	<ul style="list-style-type: none"> <li>• 55+ Community Living</li> <li>• Mixed-use redevelopment of the mall property</li> <li>• Trail connection built out from Perry Hall Boulevard to PPHS and parks</li> <li>• Outdoor entertainment/arts/music area</li> <li>• Variety of housing types</li> <li>• Civic/cultural opportunities</li> <li>• Parking is a dead use, site is heat sink—develop it</li> </ul>

# NODE: WHITE MARSH MALL

## TYPE: REGIONAL COMMERCIAL

**WHAT WOULD YOU LIKE TO SEE HERE?**  
 Use the sticky notes to share your ideas!



EXAMPLE  
**MORE CASINO!**



**PLACE TYPE—NODE**  
**NODE TYPE—REGIONAL COMMERCIAL NODE**

All retail and shopping patterns have changed over the past decade, with many shopping malls having struggled to meet new needs and to adapt to changes in the marketplace. Most of the malls built in the 1960s-1970s are now struggling to meet the needs of a new generation of shoppers. Many of these malls are now being converted to other uses, including residential, office, and community uses. The White Marsh Mall is one of the largest malls in the region, and its conversion to other uses is a key component of the Small Area Plan 11. The plan calls for the conversion of the mall to a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.

LAND USE—PRIMARY	LAND USE—SECONDARY
Commercial Office Medium-Density Residential	Open Space Retail Light Industrial Community Center

**FORM & DENSITY**

- Support a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.

**CONNECTIVITY**

- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
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**AMENITY OPEN SPACE**

- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
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**POLICY**

- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.
- Encourage a mix of uses that encourages high-density and high-quality uses, including residential, commercial, and community uses. The plan calls for a mix of uses, including residential, office, and community uses. The plan also calls for the creation of new public spaces and amenities in the area.

Handwritten sticky notes with ideas:

- More Casinos!
- Artists Performance Center
- Refer to plan that has already been done!
- Arts Performance Center
- Residential Mixed-Use Center
- SS+ Housing
- Artists Performance Center, Focus on more Cultural/Community Arts
- 1229 E. 3rd Ave
- Event Spaces, Mixed Use
- More Walking Trails
- Infrastructure brought up to meet Current Needs
- Green Space, Event Space
- Town Center
- Artists Performance Center
- Residential Mixed-Use Center
- SS+ Housing
- Artists Performance Center, Focus on more Cultural/Community Arts
- 1229 E. 3rd Ave



### Pulaski Highway

Pulaski Highway is a neighborhood node, which has a primary land use consisting of commercial, office, and multi-family residential. Secondary land uses in this node type include open space, infill residential, light industrial, and civic/institutional. Several attendees noted they would like to see improved food access in this area, such as a new grocery store, a farmers’ market, or even an Amish market.

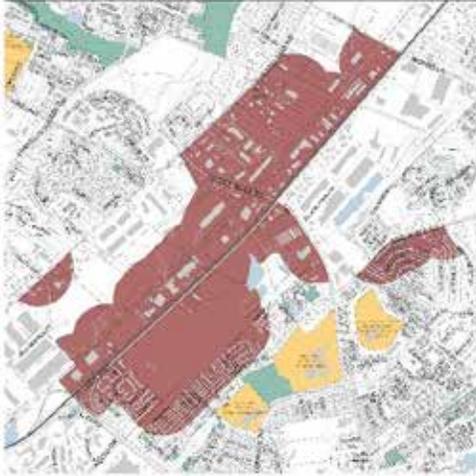
Participants also noted that Pulaski Highway might be perceived as a barrier, and would like to see improved infrastructure that includes more walking trails and increased transit opportunities. A few attendees indicated that light industrial is a good fit for this area and would like to see more retail options. One attendee expressed interest in seeing some properties cleaned up, which could yield a greater sense of safety.

<b>Pulaski Highway, Neighborhood Node</b>	
<b>In-Person Meeting Feedback</b>	<b>Virtual Meeting Feedback</b>
<ul style="list-style-type: none"> <li>• Light industrial</li> <li>• Industrial &amp; retail centers</li> <li>• Greenery, farmers market</li> <li>• More walking trails</li> <li>• Amish market</li> <li>• Access lanes to business, not enter off Phila. Rd</li> <li>• Clean up drug motels</li> </ul>	<ul style="list-style-type: none"> <li>• Make it less of a barrier</li> <li>• Need to think about transit for the entire small area</li> </ul>

# NODE: PULASKI HIGHWAY

TYPE: NEIGHBORHOOD

**WHAT WOULD YOU LIKE TO SEE HERE?**  
 Use the sticky notes to share your ideas!



**PLACE TYPE—NODE**  
**NODE TYPE—NEIGHBORHOOD NODE**  
 This node is a neighborhood node, which is a node that is located in a neighborhood. It is a node that is located in a neighborhood and is a node that is located in a neighborhood. It is a node that is located in a neighborhood and is a node that is located in a neighborhood.

LAND USE: PRIMARY	LAND USE: SECONDARY
Office/retail	Retail
Medium density residential	Light industrial
	Out/retail

**FORM & DENSITY**

- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.
- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.
- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.

**CONNECTIVITY**

- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.
- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.
- Form and density should be consistent with the surrounding area and should be consistent with the surrounding area.

EXAMPLE

**MORE CASINOS!**

Light work

Industrial & retail centers

Greenery Farmer Market

**MORE WALKING TRAILS**

Clean up drug Motels

Amish Market

More greenery, more trees, more parks



Eastern Boulevard/Middle River, Mobility Node

Attendees envision improved mobility in the Eastern Boulevard/Middle River node through expanded transportation options and better traffic management. Eastern Boulevard/Middle River is a mobility node, which features primary land uses of commercial, office, civic/institutional, and multi-family residential. Secondary land uses in mobility nodes include open space and light industrial.

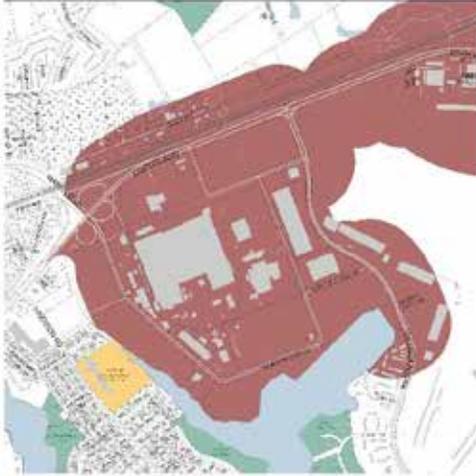
Attendees support adding bus service to nearby Greenleigh, a tram or trolley connecting the MARC station to neighborhoods, and even a water taxi along the waterfront for greater accessibility. Concerns about congestion in the area highlight the need for better traffic control, while calls to revive the “Harbor Place” idea suggest interest in a more connected, waterfront-oriented hub. Additionally, participants advocated for maintaining aviation-related institutions, including more space for the Glen L. Martin Aviation Museum and continued support for Martins Air Force Base. One participant opposed further housing development in this area.

<b>Eastern Boulevard/Middle River, Mobility Node</b>	
<b>In-Person Meeting Feedback</b>	<b>Virtual Meeting Feedback</b>
<ul style="list-style-type: none"> <li>• Bus transportation in Greenleigh</li> <li>• More space for the Aviation Museum</li> <li>• Support continuation Martins Air Force Base</li> <li>• Better traffic control</li> <li>• No more housing</li> <li>• Water taxi</li> <li>• Tram trolley from MARC station to neighborhoods</li> <li>• Revive the “Harbor Place” idea</li> </ul>	<p>[No feedback provided]</p>

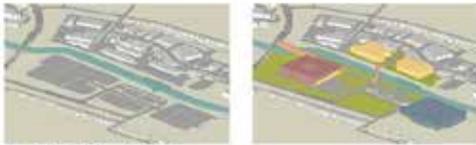
# EASTERN BLVD/ NODE: MIDDLE RIVER

TYPE: MOBILITY

**WHAT WOULD YOU LIKE TO SEE HERE?**  
 Use the sticky notes to share your ideas!



EXAMPLE  
**MORE GREENERY!**



**PLACE TYPE—NODE**  
**NODE TYPE—MOBILITY NODE**  
 Providing a focal point in the transportation network allows different modes of transportation to meet at a central location, making it easier for people to transfer between modes. This node type is designed to be a major transit hub, providing a central location for people to transfer between modes. It is designed to be a major transit hub, providing a central location for people to transfer between modes. It is designed to be a major transit hub, providing a central location for people to transfer between modes.

LAND USE: PRIMARY	LAND USE: SECONDARY
Commercial Office Community High-density residential	Office Retail Community

**FORM & DENSITY**  
 This node type is designed to be a major transit hub, providing a central location for people to transfer between modes. It is designed to be a major transit hub, providing a central location for people to transfer between modes. It is designed to be a major transit hub, providing a central location for people to transfer between modes.

- Bus transportation in Greenhill
- More greenery like the Air Force Base
- Support construction of the Air Force Base
- BETTER TRAFFIC CONTROL
- No More HOUSING
- More greenery!
- Transit Trolley from M&D station to neighborhood
- Support the University of Baltimore



Eastern Boulevard/Martin State Airport, Mobility Node

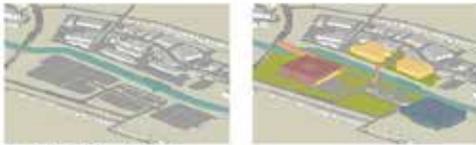
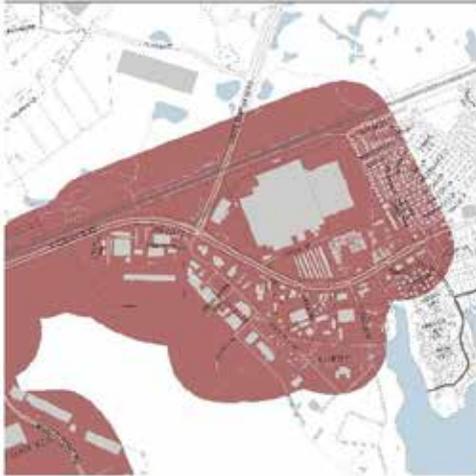
Attendees want improved mobility in the Eastern Boulevard/Martin State Airport node with a focus on walkability, traffic management, and infrastructure enhancements. Eastern Boulevard/Martin State Airport is a mobility node, which features primary land uses of commercial, office, civic/institutional, and multi-family residential. Secondary land uses in mobility nodes include open space and light industrial.

There is strong support for more walking trails and greenspace, emphasizing a desire for pedestrian-friendly areas with access to nature. Concerns about traffic congestion highlight the need for better traffic control and road maintenance. Streetscape improvements were also noted as a priority, suggesting interest in a more attractive and accessible corridor. Additionally, some residents oppose further housing development in the area, reinforcing a preference for open space and infrastructure enhancements over new residential growth.

<b>Eastern Boulevard/Martin State Airport, Mobility Node</b>	
<b>In-Person Meeting Feedback</b>	<b>Virtual Meeting Feedback</b>
<ul style="list-style-type: none"> <li>• More walking trails</li> <li>• Walking trails</li> <li>• No more housing</li> <li>• Greenspace (+1)</li> <li>• Better traffic control</li> <li>• Traffic control</li> <li>• Streetscape</li> <li>• Roads (state of)</li> </ul>	<p>[No feedback provided]</p>

# EASTERN BLVD/ **NODE: MARTIN STATE AIRPORT** TYPE: MOBILITY

**WHAT WOULD YOU LIKE TO SEE HERE?**  
 Use the sticky notes to share your ideas!



**PLACE TYPE—NODE**  
**NODE TYPE—MOBILITY NODE**  
 Providing a local place is the best way to reduce energy consumption and greenhouse gas emissions. It is a place where people live, work, and play, and where they can walk, bike, and use public transit. It is a place where people can live, work, and play, and where they can walk, bike, and use public transit. It is a place where people can live, work, and play, and where they can walk, bike, and use public transit.

LAND USE: PRIMARY	LAND USE: SECONDARY
Commercial Office Community High-density residential	Office Retail Community

**FORM & DENSITY**  
 • It is a place where people live, work, and play, and where they can walk, bike, and use public transit.  
 • It is a place where people live, work, and play, and where they can walk, bike, and use public transit.  
 • It is a place where people live, work, and play, and where they can walk, bike, and use public transit.

EXAMPLE

**MOORE CASERNEY**

**MORE WALKING TRAILS**

**No More Housing**

**Better Traffic Control**

**Traffic Control**

**More Walking Trails**

**Roads/State of**



## SAP 11’s Got Culture!

Cultural amenities are sometimes challenging to map and inventory, and often the best way to understand the local cultural scene is to ask residents directly about the places they visit to learn, play, and gather.

Attendees identified several culturally relevant places in the community, highlighting a mix of entertainment, historical, and artistic venues. Bengie’s Drive-In Theater received the most mentions, followed by the Glen L. Martin Aviation Museum. Performance and music venues were noted (such as “Dinner & See a Show”, LoonAsea, and Carson’s), as well as public art efforts like the Painted Planter Box Murals on the 400 block of Eastern Boulevard. Important buildings (or landmarks) included Essex Skypark and the historic Old Essex Town Hall at 620 Franklin Avenue. Additionally, Skateland (although not technically within the boundaries of Area 11) was mentioned as a valued space to gather, and the Coastal Rural Legacy Area was recognized for its gardening/ecological significance.

The exercise board included iconic representations of various examples of cultural amenities. While it was not intended that these icons were to be used to categorize participant contributions, participants seemed to group their post-it notes together. So, the summary of responses, below, presents participant contributions in-line with those amenity category icons.

<b>Galleries</b>	ECC Gallery
<b>Monuments</b>	
<b>Theaters</b>	Bengies Drive In Theatre (+3)
<b>Music Halls</b>	LoonASea; Carson’s Creekside Restaurant
<b>Museums</b>	Glen L Martin Aviation Museum (+2)
<b>Performance Venues</b>	Dinner & See a Show
<b>Public Art</b>	Painted Planter Box Murals (in the works) 400 block E. Boulevard
<b>Garden</b>	Coastal Rural Legacy Area
<b>Important Building</b>	Essex Skypark Airport; 620 Franklin Ave (Old Essex Town Hall)
<b>Other</b>	Skateland There are sometimes events at the greenspace on The Avenue There are sometimes movie nights at Honeygo Run Regional Park

# SAP 11'S GOT CULTURE!

Use a sticky note to indicate an important cultural site in Small Area 11. Please include an address, neighborhood, nearby cross-street, and/or landmark to help the planning team identify location.

EXAMPLES

**GALLERIES**

**MONUMENTS**

**THEATERS**

**MUSIC HALLS**

**MUSEUMS**

**PERFORMANCE VENUES**

**PUBLIC ART**

**GARDEN**

**IMPORTANT BUILDING**

SMALL AREA PLAN 11 | Public Meeting #1 | March 2025



### What Would You Like to Experience in SAP 11?

Envisioning the future isn't always an exact science. It's often best to leave room for flexibility in how the community transforms over the coming years. This exercise aimed to give SAP 11 flexibility in how the community's vision is achieved by illuminating the community's greatest priorities for the types of experiences they hope to encounter in Area 11.

Attendees most want to experience nature, scenic beauty, and community pride in the area. Feeling safe and welcome is also a high priority. Social connections are important, with high votes for special events and entertainment opportunities, and support for gathering with family and friends. Local shopping and dining out reflect a desire for vibrant commercial opportunities. Physical activity and improved mental health suggest an interest in well-being. Support for arts and culture, moments of joy, or a daily escape was noted but less emphasized. Overall, the results indicate a strong preference for natural spaces, safety, and community gathering.

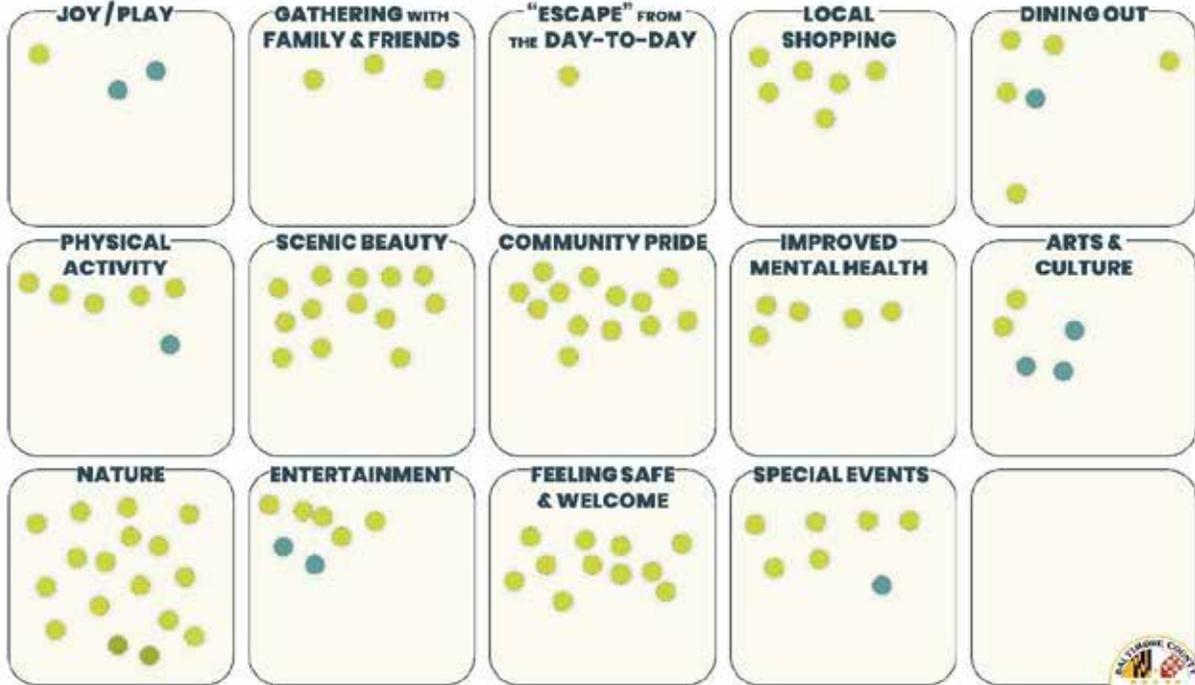
EXPERIENCE	IN-PERSON	VIRTUAL	TOTAL
Nature	15	2	<b>17</b>
Scenic beauty	13		<b>13</b>
Community pride	13		<b>13</b>
Feeling safe & welcome	11		<b>11</b>
Special events	6	1	<b>7</b>
Entertainment	5	2	<b>7</b>
Local shopping	6		<b>6</b>
Dining out	5	1	<b>6</b>
Physical activity	5	1	<b>6</b>
Improved mental health	5		<b>5</b>
Arts & culture	2	3	<b>5</b>
Joy/Play	1	2	<b>3</b>
Gathering with family & friends	3		<b>3</b>
"Escape" from the day-to-day	1		<b>1</b>

## WHAT WOULD YOU LIKE TO EXPERIENCE IN SAP 11?

What would you most like to experience in Area 11? Place three (3) dots in the squares below to indicate the experiences that interest you the most!

### INPUT LEGEND

- IN-PERSON INPUT
- VIRTUAL INPUT



SMALL AREA PLAN 11 | Public Meeting #1 | March 2025



## Suggested Plan Recommendations

A final set of exercise boards prompted attendees at the in-person public meeting to share ideas for recommendations that might be explored in the SAP 11 plan report. There were four potential recommendation categories: Early Wins, Big Moves, Programs and Policies, and Area Actions.

**Early wins** are recommendations that could be implemented early on and could be utilized to build excitement and momentum surrounding the SAP 11 effort. The following were suggested as early wins:

- “Community free events at Renaissance Park \*Movie nights \*\*food trucks”
- “Walking/Hiking Trails”
- “Family activities outdoors”
- “Fixing and paving roads and sidewalks”
- “Bring resources before homes to attract buyers”
- “Event space”
- “More accessible website easy updates for community”
- “Include the community sooner in the process”
- “Trans oriented development near martins like Owings Mills”
- “Traffic enforcement”

A handful of responses suggested that Area 11 communities might see an immediate benefit from an increase in things to do in the area, recommending more outdoor activities, organized events, and event spaces. Some attendees saw transportation and connectivity improvements as key opportunities, noting a desire for fixing roadway and sidewalk surfaces, increasing traffic enforcement, creating walking or hiking trails, and setting the area up for a transit-oriented development (TOD) style of revitalization.

**Big moves** are the commendations that will significantly transform Area 11 in a positive way, often serving as catalysts for additional improvement. Likely, the SAP 11 will identify only a small handful of these project types. The following big moves were suggested:

- “New grocery store [near] 43 [,] lots of homes”
- “New high school”
- “Re-Imagine commercial corridors like Essex”
- “Improvement of existing infrastructure—make sure it meets current needs before adding more!”
- “Calculate development density based only on developable area (not count easement roads)”
- “New high school w/ variety of trades & steam”
- “Develop where you should develop; stop overcrowding”

Two attendees recommended a new high school in the area, while three other attendees mentioned related concerns of overcrowding, stress on existing infrastructure, and a request for a method that perhaps more appropriately calculates developable areas. All five of these comments speak to a desire to consider and address the capacity of current infrastructure and community services to support future development, and to first ensure the area is capable of supporting the current development before encouraging more development. One attendee expressed desire for a grocery store, and another recommended re-imagining commercial corridors like Essex.

**Policies and programs** are recommendations that include measures or activities that aim to achieve a specific goal for the community. Attendees suggested the following policies/programs:

- “More diverse and inclusive programs for non-English speaking families”
- “Encourage land preservation and community preservation”
- “ADA Compliance”
- “Better control of section 8 and welfare fraud”
- “Land preservation, maintain community identity and rural feel”
- “Sidewalks and trails (new and [illegible])”
- “Trades in High School”
- “Promote small business”

Two attendees recommended land preservation efforts. Two attendees addressed mobility-related interests, including ADA compliance and new sidewalks and trails. The remaining three comments recommended support for non-English speaking families, management of the Housing Choice Voucher Program, and introducing trade programs into local high schools.

**Area actions** include all other recommendations that will support desired change in the community. The following were suggested as area actions:

- “More open space”
- “Gardens with trails”
- “Infrastructure improvement”
- “Jogging trails[,] safe place for walking”
- “Smart growth that is compatible with communities”
- “Green space”
- “More nature centers”
- “Northeast Trail – passive park space”
- “Organized youth activities”
- “Senior transportation”
- “The loop connectivity resources before people”

Five attendees recommended open space or nature-related improvements, such as open/green spaces, more gardens, trails, and nature centers. In addition to two comments about nature trails, one attendee suggested jogging trails/safe places for walking. One comment suggested infrastructure improvement, generally. Two attendees requested age-related support programs, such as more youth activities and a transportation system for local seniors. Additionally, one attendee requested a “loop” transportation system to better connect people and resources.

## Interactive Polling

In addition to the exercise posters available to attendees, attendees at both the in-person and virtual public meetings were prompted to participate in interactive polling exercises. A total of 10 questions were asked throughout the course of the presentation.

### Which Sub-Area Do You Feel You Most Represent

At the in-person meeting, the sub-areas with the largest representation of residents were White Marsh, Essex, and Bowleys Quarters, each accounting for 21% of those in attending and participating in the question. During the virtual public meeting, White Marsh was most represented, accounting for 43% of those who answered this question. Two virtual meeting attendees, or 29% of those who participated in the slido poll, indicated that they best represent areas elsewhere in Maryland, outside of Baltimore County.

	In-Person (n=29)	Virtual (n=7)
Bowleys Quarters	21%	14%
Essex	21%	0%
Middle River	14%	14%
Rossville	14%	0%
White Marsh	21%	43%
Elsewhere in Baltimore County	7%	0%
Elsewhere in Maryland	3%	29%
Outside of Maryland	0%	0%

### Open Space

A series of four questions aimed to get clarification on an online survey question, and asked what types of open space attendees would like to see at each of the four nodes.

#### White Marsh Mall Open Space

	In-Person (n=28)	Virtual (n=5)
Public Parks	0%	20%
Plazas & Town Squares	43%	40%
Blue/Green Infrastructure	11%	0%
Pocket Parks	4%	0%
Playgrounds	0%	0%
Natural/Forested Areas	18%	20%
Athletic Fields/Courts	11%	0%
Greenways/Trails	14%	20%

#### Pulaski Highway Open Space

	In-Person (n=28)	Virtual (n=5)
Public Parks	4%	0%
Plazas & Town Squares	21%	0%
Blue/Green Infrastructure	4%	40%
Pocket Parks	18%	20%
Playgrounds	4%	0%
Natural/Forested Areas	14%	20%
Athletic Fields/Courts	7%	0%

Greenways/Trails	29%	20%
------------------	-----	-----

Eastern Boulevard/Middle River Open Space

	In-Person (n=29)	Virtual (n=6)
Public Parks	0%	33%
Plazas & Town Squares	50%	17%
Blue/Green Infrastructure	6%	0%
Pocket Parks	11%	0%
Playgrounds	0%	0%
Natural/Forested Areas	11%	33%
Athletic Fields/Courts	17%	0%
Greenways/Trails	6%	17%

Eastern Boulevard/Martin State Airport Open Space

	In-Person (n=29)	Virtual (n=5)
Public Parks	28%	20%
Plazas & Town Squares	10%	0%
Blue/Green Infrastructure	3%	20%
Pocket Parks	3%	0%
Playgrounds	3%	0%
Natural/Forested Areas	14%	40%
Athletic Fields/Courts	21%	0%
Greenways/Trails	17%	20%



Access to other areas 95 specifically  
Marshy point  
Commercial redevelopment opportunities  
History  
Large land for concentrated development  
Rural feel but close to things  
Sense of community  
Waterfront.  
Diversity of amenities  
Infrastructure  
xao2pl  
Nature  
Waterfront  
Water access

**Virtual Meeting**

established neighborhoods  
forests  
streams  
Waterfront  
Playgrounds  
Parks  
Nature/Water  
Diversity

What does the community value most?

Attendees were asked to think about qualities and characteristics that are important to community members.



Figure 2 Community Values

#### In-Person Meeting

- Recreation
- Neighbors
- Caring
- Health care
- Hometown, small town feel
- Councilman Ertel
- Community
- Feel like I am in the country
- Pride
- Respect history of area
- Clean water
- Convenience
- Environment
- Land preservation
- Security
- Sense of community
- Stability
- Respect and responsibility
- Grit
- Responsibility

Easy commute  
Educational programs  
Community pride  
Safe communities  
Location  
Safty  
Trees  
Economic sustainability  
Religion  
Neighbors and resources  
History  
Resources  
Waterfront activities  
Safety  
Community  
Self sufficiency  
**Virtual Meeting**  
inclusiveness  
belonging  
nature  
Preserved greenspace

In 10 years, how do you hope to spend your time in Area 11? What activities and/or experiences would you like?



Figure 3 How Attendees Hope to Spend their Time in Area 11 in the Future

#### In-Person Meeting

- Community activities
- Outdoor concert venue
- Amish market
- Outdoor dining
- Outdoor Gun range
- Outdoor eating
- Community garden
- TACOS
- Listening to music
- Hiking
- Mixed-use White Marsh Mall
- Volunteering
- First Fridays
- Gardening
- Waterfront Relaxation
- Outdoor concert
- Biking
- Boating

Relaxing  
Water based activities  
Hart Miller Island  
Local businesses (coffee, shopping, etc)  
Hokong  
Youth sports  
Feet on the street  
Shopping  
Community events  
Nice entertainment  
Waterfront activities  
In the trees  
Jogging  
Picnic  
Enjoy nature  
Neighborhood events  
Serving my community  
Sports activities  
Waterfront  
Sailing  
Staycations  
Walking trails  
Outdoor activities  
Helping others  
Rocking chair!  
Beachfront, waterfront activities  
Enjoying nature  
**Virtual Meeting**  
At public dog parks  
community events  
Farmers market  
enjoying a live show  
walking to a farmers market  
spending time in nature  
Bike rides  
Enjoying natural resources

10 years from now, what words would you like to use to describe this area?



Figure 4 How Attendees Hope to Describe the Area in the Future

#### In-Person Meeting

- Affordable
- Educated
- Live-work-play
- Ownership!
- Economically viable
- Not Baltimore City
- Fewer cars/ traffic
- Walkable
- Open area
- Taco capital
- Less traffic
- Diverse and stable
- Self sustaining
- uncongested
- Diverse
- Rural out doorsy
- Beautiful
- Tourist attraction
- Welcoming
- Enjoyable

Oasis  
Safe, clean, green, uncongested  
Clean  
Kind  
Connected & Vibrant  
Desirable  
Healthy  
Semi rural  
Sought after  
Stable  
Vibrant  
Peaceful  
Tree-filled  
Well-planned  
Scenic  
Green  
Safe  
Thriving  
Less development

**Virtual Meeting**

connected  
energetic  
green  
lively  
welcoming  
diverse  
scenic

In 10 years, how will we know this planning effort was successful?

The intent of this question was to identify potential metrics, or data points, that the County can track to measure the progress and success of SAP 11.



Figure 5 How We'll Know SAP 11 Was Successful

\*Word cloud generated from a modified list of words that combined related success measures

### In-Person Meeting

- Community based transportation
- Less pad sites on 43 to create space for 3 stage school comex
- Less vacancy
- Healthy families
- Less chain stores
- Desire to Live entire life here
- Current laws enforced
- More families
- Safe areas
- Green space
- We need a public pool
- More trees
- Resident interaction

Environmental preservation  
High home prices  
Noticeable change  
Safer travel  
Stability  
Strategic growth and improvement  
Sucessful small businesses  
Economic investment  
New grocery store  
More pedestrians in safe areas  
Safe biking  
People's desire to live their entire life gere  
Low crime  
AHH Growth  
Young families  
High property values  
Population remaining consistant  
Clean community area  
Pride  
House values rise  
More greenery  
Economic reports for area  
More visitors from other parts of County  
Economy growth  
Growth  
People stay  
Less empty derelict buildings  
Thriving  
Desirable  
Less traffic!  
Checklist  
Happy residents  
Resident feedback

#### **Virtual Meeting**

pedestrian connectivity  
increased diversity of housing types to support all ages  
and incomes  
diversity of residents  
good places to eat  
land preservation  
more cultural activites  
strong economy

## Appendix P. SAP 11 Public Meeting 2 Participation Exercises

### WHAT DOES THE FUTURE HOLD

In a series of poster activities, attendees were asked to use sticky notes to add their ideas for the future of Area 11's the nodes and priority redevelopment areas .

#### What does the future hold for Eastern Boulevard?

- [Pointing to the Essex Park-n-Ride:] Added train station--more than just a trailer

#### What does the future hold for Essex?

- No more car washes
- Do not need more dispensaries
- More eat-in restaurants; not fast food/takeout
- Support creative uses and activities for vacant buildings
- [Pointing to the Essex Park-n-Ride:] Opportunity for waterfront development of some kind

#### What does the future hold for Pulaski Highway?

- Utilize for residential development
- Reopen Mohrs Lane; 40 to Philadelphia

#### What does the future hold for White Marsh Mall?

- Better utilization of parking lot area -- garages?

### TICKET PRIORITIES ACTIVITY

This activity presented attendees with the nine identified objectives for the SAP 11 effort. Each attendee was given ten tickets to allocate among the objectives in whatever way felt most appropriate, giving more tickets to objectives that they felt were more important. The Environment and Open Space topic received the most tickets (64), followed by Economy (57), Community (21), and Connectivity (18).

<b>Connectivity</b>	Improve Bike & Ped Safety	8%	11%
	Establish a Vehicular & Transit Strategy	4%	
<b>Environment &amp; Open space</b>	Conserve Habitats and Shorelines	23%	40%
	Create Open Spaces for People	17%	
<b>Community</b>	Improve Community Resiliency & Services	10%	27%
	Support healthy, affordable housing	3%	
<b>Economy</b>	Support Existing Businesses	13%	36%
	Improve Area Marketing and Tourism	12%	
	Promote Redevelopment & Revitalization	11%	
<b>Total</b>			

## Appendix Q. Recommendation Priorities Survey Summary

In late summer 2025, the planning team released a recommendation prioritization survey which sought to help identify which of the nine objectives were most important to members of the community. The survey collected feedback from August 4<sup>th</sup> through September 15<sup>th</sup>. A total of 79 responses were provided.

### Connectivity—Improve Bicyclist and Pedestrian Safety.

Support the improvement of existing and introduction of new bicycle and pedestrian facilities, such as bike lanes, sidewalk connections, and safer crossings.

#### General Support

Respondents were generally supportive of improved bicyclist and pedestrian safety, with nearly half (46%) feeling an extreme degree of support for this objective.



#### Overall Sentiment:

There is broad support for **better sidewalks, crossings, and trails**. That said, opinions are divided on **bike lanes on existing roads**: some see them as unsafe or unnecessary, while others value them for neighborhood connectivity. Respondents expressed a strong interest in **off-road options, community connections, and traffic calming** to improve everyday safety and livability.

#### Common Themes:

##### 1. Safer Crossings & Traffic Calming

- Strong demand for safer pedestrian crossings (including overpasses in some places).
- Concerns about speeding; requests for traffic calming (narrower roads, speed bumps, guardrails).

## 2. Sidewalk Gaps & Connectivity

- Biggest quality-of-life improvement seen in completing missing sidewalk segments.
- Many neighborhoods have disconnected sidewalks, forcing pedestrians into streets or unsafe yards.
- Prioritize connections to schools, parks, libraries, and existing communities.

## 3. Bike Lanes vs. Trails

- Mixed opinions on bike lanes: some supportive, but some skeptical of their practicality and safety.
- Stronger support for off-road bike paths, greenways, and recreational trails (citing NCR, BWI, Baltimore & Annapolis Trail).
- Suggestion to improve walkable downtown areas and bike/pedestrian trails between communities and parks rather than adding lanes to busy highways.

## 4. Safety Infrastructure

- Guardrails between roads and sidewalks needed in dangerous areas (e.g., Route 43).
- Streets are often too wide and encourage dangerous driving.

## 5. Traffic & Vehicle Concerns

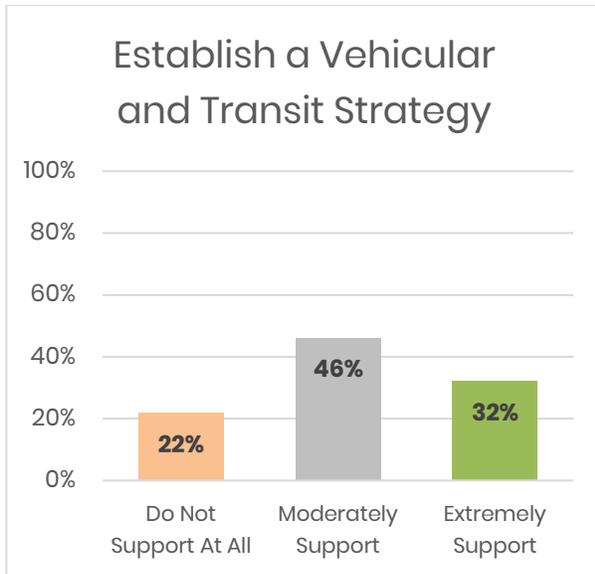
- Some respondents prioritize reducing congestion and maintaining vehicle movement over adding bike lanes.
- General concern that current roads are unsafe for both pedestrians and cyclists due to reckless driving.

# Connectivity—Establish a Vehicular and Transit Strategy.

Improve the safety and efficiency of vehicular travel with traffic and roadway improvements and strategic road network connections; promote transit access and encourage transit-oriented development, where appropriate.

### General Support:

Respondents were more neutral toward this objective, with almost half (46%) moderately supportive, about a third (32%) extremely supportive, and just under a quarter (22%) expressing that they are not at all supportive.



### Overall Sentiment:

Nearly everyone agrees that **roads, intersections, and traffic management need major upgrades to handle growth**. There's division, however, when it comes to transit. Some respondents oppose expanded bus/rail services due to safety/crime concerns, while a smaller but vocal group supports transformative transit investment (light rail, loop, circulators, TOD). Alternative modes of mobility (transit, bike/ped facilities, etc.) are supported in principle, but secondary to (or at least must be accompanied by) fixing **road congestion and safety issues**.

### Common Themes:

#### 1. Roads, Traffic Flow & Safety

- Strong calls for road improvements, repaving, and better traffic light/intersection design (e.g., at King Ave/Franklin Square Dr, Honeygo Boulevard/MD-43).
- Support for turn lane striping to reduce unsafe driving in heavy traffic.
- Speed cameras suggested for traffic calming.
- Concerns about overpopulation, congestion, and poorly designed intersections in rapidly growing areas like White Marsh/Perry Hall.

#### 2. Pedestrian & Bike Infrastructure

- Some support for pedestrian walkways and bike lanes to create safer, more walkable roads.
- Others feel bicycle safety should not be prioritized over car safety, given existing dangerous traffic patterns.

#### 3. Public Transit – Strongly Divided Opinions

- There's a split between those who see transit as a way to reduce car reliance and spur walkable communities vs. those who fear it will undermine safety and attract crime.
- Some respondents advocate for expanded transit options, including a light rail, loop through the county, TOD (transit-oriented development), and free local circulator buses.

- Other respondents do not want more bus stops or transit lines, citing fears of increased crime, unwanted foot traffic, and inefficiency.

#### 4. General Sentiment Toward Priorities

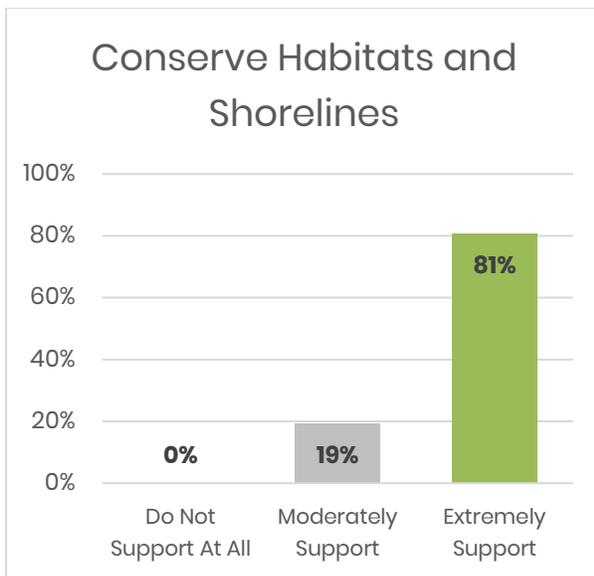
- A large portion of respondent comments prioritize road investments, safety, and efficiency over mass transit expansion.
- Another group supports transit-oriented growth, especially with new/additional modes of transit.
- Concerns about crime and public safety heavily influence views on transit expansion.

## Environment and Open Space—Conserve Habitats and Shorelines.

Continue to protect, enhance, and preserve natural resources throughout Area 11.

### General Support:

Most respondents were extremely supportive (81%) or at least moderately supportive (19%) of this objective. No one indicated lack of support.



### Overall Sentiment:

Respondents are strongly in favor of **preserving remaining open spaces, protecting shorelines, and limiting new development**. They see conservation as critical for environmental, health, and economic reasons, and want growth focused on **revitalization of existing sites** rather than consuming more natural land.

### Common Themes:

#### 1. Preserve Open Space & Natural Habitats

- Strong emphasis on protecting green space, shorelines, and waterways, especially on the Back River Neck Peninsula and Middle River.
- Concerns that too much open space and forest have already been lost to development (e.g., Waters Landing).
- Calls for habitat restoration so people and wildlife can coexist.

## **2. Limit Development & Growth Pressures**

- Many oppose new construction in favor of revitalizing and repurposing existing sites (e.g., the LMC site).
- Requests to limit variances and follow forest conservation practices.
- Frustration with the mindset of developing every vacant parcel.

## **3. Environmental & Community Benefits**

- Conservation seen as not only an environmental issue but also a public health, economic, and quality-of-life priority.
- Respondents value waterways and open space as what makes the area unique and desirable.

## **4. Other Concerns**

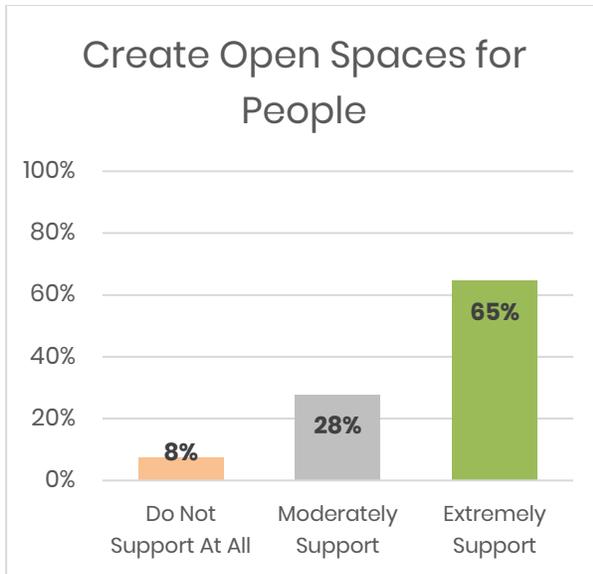
- Heavy truck traffic called out as disruptive and unsafe for neighborhoods.
- Support for native plantings and green infrastructure to improve sustainability.

# **Environment and Open Space—Create Open Spaces for People.**

Improve and increase opportunities for people to enjoy time outdoors with both active recreation opportunities and passive recreation opportunities.

### **General Support:**

Nearly all respondents support this objective to some degree (92%). Only 8% of respondents did not support additional open spaces for people.



### Overall Sentiment:

Respondents want **more accessible, natural, and inclusive parks and green spaces**, with amenities that serve all ages and communities. They oppose excessive paving and artificial turf, and prefer investments in **passive recreation, environmental stewardship, and community well-being** over further development.

### Common Themes:

#### 1. Expand Parks & Green Space

- Strong desire for more parks, open space, and green areas, with less pavement and parking lots.
- Concerns that overdevelopment strains infrastructure (roads, schools, hospitals) and reduces quality of life.

#### 2. Access & Inclusivity

- Calls for better access to parks and waterways, ensuring they are available to all residents, not just the wealthy.
- Emphasis on ensuring BIPOC communities and underserved groups have equal access.

#### 3. Recreation & Amenities

- Support for a mix of passive recreation (nature, walking, relaxation) and amenities for all ages, from children to the elderly.
- Opposition to artificial turf on ballfields; preference for natural landscapes.
- Outdoor recreation viewed as important for mental health and community well-being.

#### 4. Underutilized Parks & Stewardship

- Recognition that some parks are underused or associated with littering and loitering; need for better programming, maintenance, and activation.
- Desire for spaces where people and wildlife can coexist peacefully.

## 5. Focus Sites

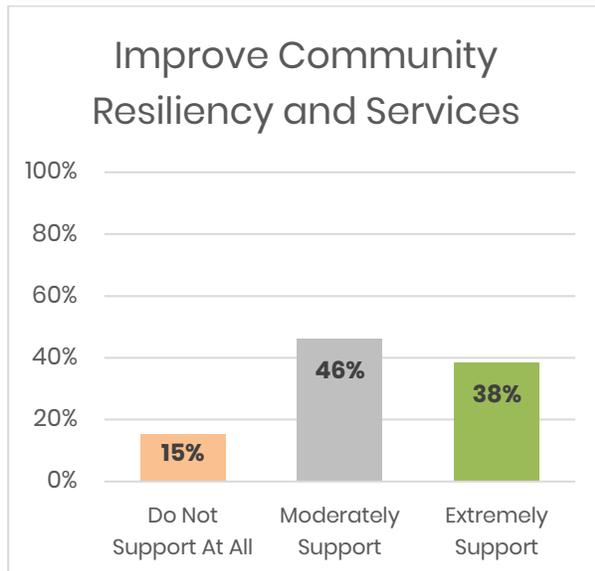
- Specific mention of opportunities at the Lockheed Martin and Lafarge sites for park or recreation development.

## Community—Improve Community Resiliency and Services.

Foster health and well-being among area residents by improving access to daily needs and by promoting safety and resiliency.

### General Support:

Respondents were generally more supportive of improved community resiliency and services, with almost half expressing moderate support (46%) and another 38% expressing extreme support. Only 15% of respondents were not supportive of this objective.



### Overall Sentiment:

Respondents want **clear, concrete actions** to support older communities, especially around **public safety, healthcare, and access to daily needs**. Many feel existing language is too vague. There is strong concern about **crime and strained healthcare capacity**, alongside differing views on whether solutions should come primarily from government or community networks.

### Common Themes:

#### 1. Revitalizing Established Communities

- Interest in strategies to stabilize and reinvigorate older neighborhoods.
- Desire for clearer definitions of what “resiliency” and “promoting safety” mean in practice.

#### 2. Safety & Crime Concerns

- Strong concerns about public safety and crime, with calls for more effective law enforcement and stricter prosecution.
- Some skepticism about vague language around safety and resiliency.

### 3. Health & Well-Being

- Support for improving access to daily needs (groceries, healthcare, safe public spaces) to build healthier, more resilient lives.
- Specific call for a new hospital, as Franklin Square is overstretched despite the presence of outpatient services.

### 4. Role of Government vs. Community

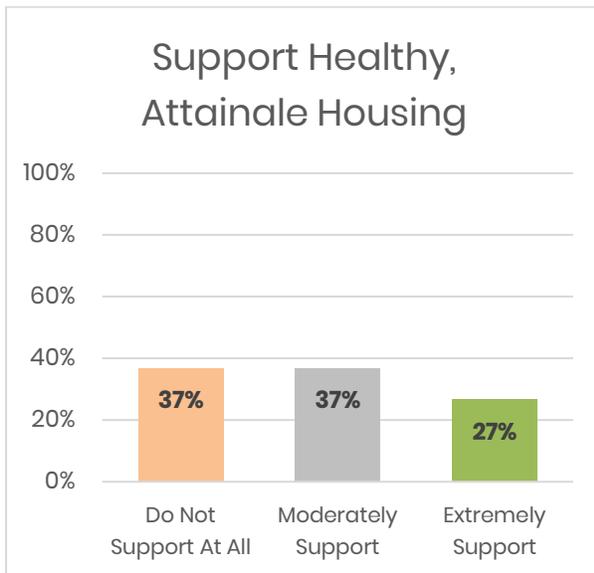
- Differing views: some believe government should expand support for health and safety, while others stress that family and community, not government, should be the primary providers of care.

## Community—Support Healthy, Attainable Housing.

Maintain Area 11 as a desirable place to live by providing for the needs of existing residents and increasing a healthy housing market.

### General Support:

Respondents were spread relatively evenly across the board, skewing only slightly toward less support. A total of 37% of respondents did not support this objective (which makes this the least supported objective of all for SAP 11). Another 37% only moderately supported this objective. While 27% were extremely supportive.



## Overall Sentiment:

Community members want housing policies that **balance growth with infrastructure, prioritize redevelopment over new construction, improve the quality of existing housing, and provide diverse, equitable housing choices.**

## Common Themes:

### 1. Growth & Development Concerns

- Many respondents feel the area is already experiencing significant growth, with traffic, schools, and infrastructure under strain.
- There is strong interest in ensuring that future housing development does not outpace community services and infrastructure capacity.
- Some would prefer to limit new housing on green space and instead focus growth in already developed areas.

### 2. Revitalization & Redevelopment

- Broad support exists for redevelopment and reinvestment in existing sites (e.g., vacant properties, underutilized malls, and paved areas) rather than building on undeveloped land.
- Respondents expressed interest in seeing commercial revitalization paired with housing strategies to create stronger, more balanced communities.

### 3. Housing Quality & Maintenance

- Comments highlighted the need for better upkeep and management of existing rental housing, with an emphasis on landlords ensuring properties are well-maintained.
- Addressing vacant or deteriorating housing stock is seen as a priority.

### 4. Affordability & Equity

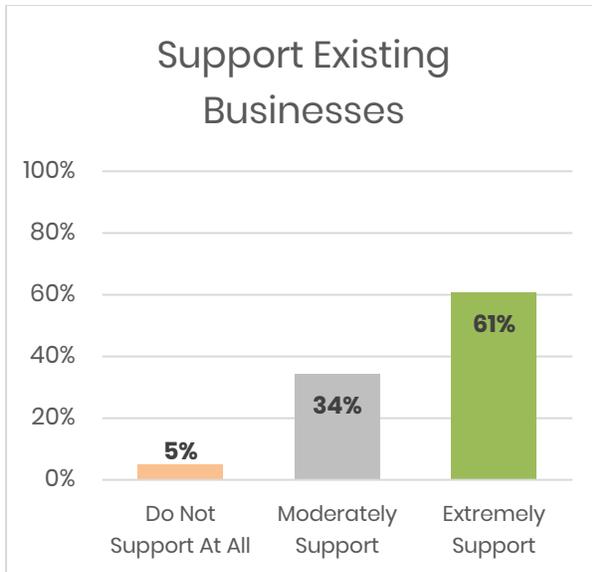
- Some respondents raised the importance of ensuring a range of housing options that serve households at different income levels, rather than focusing solely on higher-cost homes.
- A few comments emphasized the need to address past housing inequities and ensure that housing strategies promote fairness and opportunity.

## Economy—Support Existing Businesses.

The success of existing businesses should be a priority for the County and the community. Continue to ensure businesses have the best chances possible to thrive by ensuring access to important resources and by supporting commercial areas.

## General Support:

Respondents were very supportive of this objective, with 61% indicating a strong degree of support and another 34% indicating moderate support. Only 5% did not support this objective.



### Overall Sentiment:

Survey respondents strongly support **strengthening and protecting local businesses**, especially small, resident-owned, and waterfront-related enterprises. They want to see action to **prevent closures, fill empty storefronts, and keep commercial activity in appropriate areas**, since healthy businesses are viewed as essential to a thriving community.

### Common Themes:

#### 1. Strong Support for Local & Small Businesses

- Broad agreement that supporting existing businesses is critical to community vitality.
- Local businesses are seen as directly benefiting residents, keeping money in the community, and making commercial areas more welcoming.
- Thriving businesses are tied to thriving, attractive communities.

#### 2. Challenges Facing Small Businesses

- Many small businesses have recently closed due to high rents and other pressures.
- Concerns that vacant storefronts harm the community, reducing tax revenue and attracting crime.

#### 3. Focus Areas for Business Support

- Calls to support marine trades and waterfront industries (marinas, yacht clubs, dock bars) as important local employers, especially for young people.
- Belief that businesses should be encouraged in commercial zones, not residential areas.

#### 4. General Sentiment

- Some feel the original statements about business support were too vague, but most agree that continuing to make the area attractive will help small businesses thrive.

## Economy—Improve Area Marketing and Tourism.

Celebrate the many environmental and cultural resources in Area 11 as a draw for economic activity.

### General Support:

Respondents were more neutral in their degree of support for this objective regarding marketing and tourism. More than half (57%) only moderately support this objective. The remaining 44% were evenly split between extreme support and no support.



### Overall Sentiment:

Respondents are cautious about **expanding tourism** until **infrastructure, safety, environmental quality, and existing assets are improved**. They favor revitalizing underused spaces like White Marsh Mall and strengthening local cultural, environmental, and business resources before marketing the area as a destination.

### Common Themes:

#### 1. Concerns About Tourism Growth

- Many worry the area already has too much traffic and lacks the infrastructure (roads, parking, hotels) to support more visitors.
- Increased tourism could bring pollution, congestion, and safety issues, especially in waterways.
- Several believe the focus should be on serving residents first, with cultural and recreational amenities, rather than attracting outsiders.

#### 2. Improve Existing Assets First

- Strong calls to revitalize existing spaces (e.g., White Marsh Mall) and maintain current amenities before pursuing new tourism initiatives.

- Recognition that crime, lack of upkeep, and underinvestment are deterring both residents and visitors.
- Some support for repurposing White Marsh Mall into a multi-purpose entertainment venue for concerts, sports, and theater.

### 3. Environmental & Cultural Foundations

- Tourism should only be pursued if environmental conditions improve, particularly water quality (e.g., unsafe swimming after rain).
- Calls to prioritize cultural resources and inclusive local businesses/nonprofits, ensuring that tourism reflects the community's identity.

### 4. Local Opportunities & Recognition

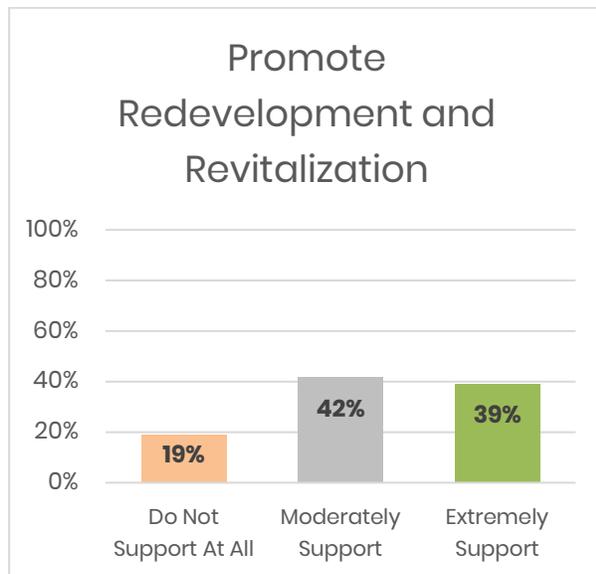
- Suggestions for official recognition programs (e.g., Main Street Maryland designation for Arbutus) to strengthen tourism tied to local character.
- Acknowledgment that the area has assets like proximity to BWI and MARC but needs stronger connections to leverage them.

## Economy—Promote Redevelopment and Revitalization.

Use redevelopment and revitalization as tools for economic development to create commercial areas in which businesses can thrive.

### General Support:

Respondents skewed toward more supportive than not when it comes to redevelopment and revitalization. Only 19% were not supportive of this objective, while 42% were moderately supportive and another 39% were extremely supportive.



## Overall Sentiment:

Respondents overwhelmingly want **revitalization of vacant and underused commercial spaces**, not new construction on undeveloped land. They emphasize **safety, community fit, and support for local businesses**, alongside environmental stewardship and infrastructure improvements. White Marsh Mall and other empty shopping centers are seen as prime opportunities for reinvestment.

## Common Themes:

### 1. Strong Preference for Redevelopment Over New Construction

- Widespread frustration with vacant storefronts, empty commercial spaces, and underused properties in Essex, White Marsh, and other areas.
- Strong opposition to new development until existing sites are revitalized and reused.
- Concerns that new projects only add traffic, flooding, and sprawl without solving core issues.

### 2. Community Character & Safety

- Redevelopment should fit the existing community and not displace residents.
- Safety is viewed as a priority in redevelopment, especially for areas considered for affordable housing.

### 3. Support for Local & Inclusive Businesses

- Calls to support small, locally owned businesses and nonprofits that keep money and resources in the community.
- Desire to make it easier for “average joes” to open businesses, with less government interference.

### 4. Infrastructure, Environment & Connectivity

- Some comments link redevelopment with improving walkability, bike/pedestrian safety, and transit connections to main streets.
- Environmental concerns include land being consumed by stalled or empty commercial projects; respondents suggest planting trees instead of paving more ground.

### 5. Specific Sites & Opportunities

- Repeated mentions of White Marsh Mall as a priority site for revitalization.
- Desire for better grocery store variety and other practical retail options in redeveloped spaces.
- Recognition that past industrial and commercial land (e.g., Bethlehem Steel, Martin Marietta) has been poorly repurposed.

## Appendix R. Round 3 Community Meetings

In the first two weeks of September, the planning team attended five separate community meetings to update residents in Area 11 on the progress and to collect final insights on the prioritization of recommendations. Four of these meetings were regularly-scheduled community association membership meetings: the Essex-Middle River Civic Council (September 3rd), the South Perry Hall Boulevard Improvement Association (September 9th), the Perry Hall Improvement Association (September 11th), and the Bowleys Quarters Improvement Association (September 11th). A meeting at Greenleigh was organized specifically for this effort on September 10th.

During these meetings, the planning team repeated the priorities activity from the second public meeting. Attendees were presented with 10 tickets\* to allocate across the nine objectives.

\*Due to a shortage of tickets at the Bowleys Quarters Improvement Association Meeting, attendees there received five tickets only.

		3-Sep	9-Sep	10-Sep	11-Sep	11-Sep	
		Essex-Middle River Civic Council	South Perry Hall Boulevard Improvement Association	Greenleigh	Bowleys Quarters Improvement Association*	Perry Hall Improvement Association	Total
<b>Connectivity</b>	Improve bike & pedestrian safety	3%	14%	5%	13%	21%	12%
	Establish a vehicular & transit strategy	8%	12%	5%	7%	18%	10%
<b>Environment &amp; Open Space</b>	Conserve habitats and shorelines	30%	18%	5%	53%	7%	33%
	Create open spaces for people	18%	16%	5%	12%	14%	15%
<b>Community</b>	Improve community resilience & services	8%	6%	5%	0%	5%	4%
	Support healthy, attainable housing	9%	10%	5%	1%	14%	7%
<b>Economy</b>	Support existing businesses	10%	11%	10%	10%	8%	10%
	Improve area marketing and tourism	4%	3%	10%	2%	0%	3%
	Promote redevelopment and revitalization	11%	10%	50%	2%	13%	8%

Total across the four topics

<b>Connectivity</b>	22%
<b>Environment &amp; Open Space</b>	47%
<b>Community</b>	11%
<b>Economy</b>	21%

