



## Chapter 10: Economic Development & Activity Goals

### ❖ Goals

- To foster small business success
- To focus economic development efforts on businesses that provide high-quality local jobs, that are environmentally sound, and that are clean and attractive
- To allow commercial and industrial development that contributes to community character and is acceptable to its residents

### ❖ Current Conditions

#### 1 *Inventory of Major Industries*

Major Industries Hampstead Study Area	
Major Industry	Type of Operation
Anderson News	Magazine packaging and distribution
Black & Decker	Packaging and distribution center
C. J. Miller, Inc.	Road and utility excavation, construction, and maintenance
Fairlawn Tool & Die Co.	Metal fabrication
Jos. A. Bank Clothiers	Clothing manufacturing, warehousing, and distributing
Omega/Satter	Manufacture and distribution of photographic equipment and supplies
Ridge Engineering	Machining and sheet metal fabrication
Steger's Maryland Fresh Eggs, Inc.	Egg packaging and distribution center
Western Industrial Machining	Precision machining
Sweetheart Cup Co.	Warehouse and distribution center

Source: Carroll County Department of Economic Development, 2000

#### 2 *Inventory and Assessment of Industrial Areas*

The northernmost industrial zone, referred to as the **North Carroll Business Park**, totals approximately 471 acres. The area is primarily composed of land owned by Carroll County General Hospital. The hospital owns approximately 414 acres but represents only 2 of the approximately 22 parcels there. Both of the hospital parcels are undeveloped and contain the majority of wet areas and tree cover on the site. Many of the parcels in the northeastern part of





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the park are under one acre in size and are occupied by uses other than industrial -- most are residential and/or commercial. More notably, approximately 4.5 acres are occupied by a mini-storage complex, and slightly less than 9 acres near the middle of the park are occupied by a radio tower. The two truly industrial uses existing in the industrial park are Ridge Engineering, which does machining and sheet metal fabrication for military products on approximately 7 acres of land, and Steger's Eggs, which occupies a 5.77-acre parcel opposite Ridge Engineering on the south side of MD 482.

The site is primarily bounded by MD 482 to the south and by MD 30 and the CSX rail line to the east. A small portion of road frontage is also available along Brodbeck Road to the west. The rail line gives the site direct access to rail transportation.

The topography of the North Carroll Industrial Park gently slopes away from the ridge along MD 30 to a low point along the stream and its three branches forking through the site; slopes on the eastern half are more gentle than those in the western half. Much of the streambanks are forested and primarily flow through one large parcel that is undeveloped and in agricultural use at this time. The park currently falls within the planned water area, but only the portion of the property east of the proposed Bypass falls within the planned sewer service area. Natural gas is also available to the site.

To the north and west are low- and medium-density residential zones not fully built out yet; to the northeast is a strip of business zoning running along MD 30; to the southeast is an area of residential zoning also not fully built out; and to the south is a public Conservation zone occupied by North Carroll High School opposite MD 482. A small band of Conservation zoning lies just west of the site, outside of town limits, and beyond that the land is zoned for agricultural use.

The largest contiguous industrially-zoned properties are known as the ***Black & Decker Property***. The study area's only industrial area not within town limits contains approximately 585 acres, including a small area of industrial zoning just north of the bulk of the property. Those parcels to the north are a mixture of commercial and residential uses, with only one truly industrial use currently in operation - Bellmore Labs. The largest parcel in that area, a 6-acre lot formerly occupied by Jos A. Banks Clothiers, is currently vacant but will likely be occupied in the near future. The Black & Decker facility itself sits on 147 acres. The plant undertakes light assembly and distribution of power tools and accessories and employs about 800 people. Black & Decker currently shares the approximate 1 million square feet of building space with Anderson News, which packages and distributes magazines. To the south of Black & Decker is the new Jos A. Bank Clothiers, Inc. facility, which manufactures, warehouses, and distributes clothing at this 38.5-acre site while maintaining an employee population of about 300. To the north and west of Black & Decker lies 228 acres containing both the Sweetheart Cup site and a large tract of undeveloped land. The Sweetheart Cup building is currently used for warehousing and distribution. Approximately 8 acres in the southeastern portion is occupied by a church and other non-industrial uses. A 3.5-acre site in the same vicinity contains an antique shop and a screw and bolt manufacturer.

The site is bordered by MD 30 and the CSX rail line to the east and Agricultural zoning





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to the west. Houcksville Road and the Wolf Hill subdivision primarily make up the northern and southern boundaries of the site.

Despite the existence of Black & Decker, Sweetheart Cup, and Jos A. Bank Clothiers, within the Black & Decker Property, several large vacant parcels still exist. The area terrain slopes gently away from MD 30 to a low point along the stream traversing the site. The slopes in this area are less steep than those in the northern area, and pockets of tree cover exist, though not necessarily along the stream banks. Much of the undeveloped land cover is field. The surrounding uses are a mixture of both residential and business. In the southwestern corner of the site, no substantial development has occurred, and the land remains in agricultural use. Other than the parcels to the north of the site and the Sweetheart Cup property, the entire area currently lies outside of the planned water and sewer service area. Natural gas is available to the site. The area is mainly surrounded by residential (medium and low density) and agricultural zoning to the north and south, as well as strips of commercial and residential zones to the east fronting on MD 30.

The only remaining area of industrial zoning with any significant size is known as the **Trenton Business Center**. The 49-acre site is comprised almost entirely of vacant land except for a two-acre parcel, which is occupied by a parking lot for garbage trucks. The remaining parcels are undeveloped, though the Trenton Business Center is fully engineered and construction drawings are complete.

This site is located opposite the southeastern corner of the Black & Decker area. The western boundary is formed by MD 30, which provides direct access to three of the parcels. A planned extension of Boxwood Drive to Trenton Mill Road would run along the eastern boundary of the area. Just east of and paralleling MD 30 is the CSX rail line, running along the eastern edge of MD 30 just before crossing the road to the north of the zone. The line gives the site direct access to rail transport.

The terrain of the Trenton Business Center is similar to that of the North Carroll Industrial Park area. The land is highly suitable for development, having only a slight slope and no significant water other than some wetlands on about 3/4 of an acre. The area is inside the town limits and fully within the planned water and sewer service area. Natural gas lines lie beneath MD 30 and would also be available for any potential development. Ground cover is generally field, except where improvements have been made. The area is primarily surrounded by residential zoning of medium and low densities, as well as strips of commercial zones to the north and south fronting on MD 30. Much of the surrounding area has been developed as zoned.

### 3 *Inventory of Major Commercial Centers*

While there are businesses scattered throughout the Town, the majority of them are focused in three areas – the downtown, along MD 30 near the southern crossing of the railroad tracks, and on the north end of town near the golf course. Most of the business uses outside of the downtown area are located in commercial centers. Miscellaneous smaller commercial centers are also found along MD 30.





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The major commercial centers on the south end of town include Roberts Field Shopping Center and Clearview Plaza on MD 30. Roberts Field Shopping Center, the complex for which is fairly sizable, is anchored by a grocery store and still has several pad sites available. Clearview Plaza is a small strip shopping center. Another small cluster of commercial uses on the south end of town can be found at the corner of Lower Beckleysville Road and Black Rock Road. This area contains a small strip center called Hampstead Village Center and a small, 2-story office building which sits across the street.

On the north end of town, the largest commercial centers include the North Carroll Plaza, anchored by a Walmart and located on the west side of MD 30, and a grocery store on the east side of MD 30. Several smaller commercial uses are mixed into the area as well.

#### 4 Employment/Number of Jobs

A strong economy and ample employment opportunities are essential to maintaining a high quality of life in the County. Not only does a healthy economy promote the expansion and retention of existing businesses, it also encourages new businesses to consider locating in Carroll County. This, in turn, provides county residents with increased job opportunities and more buying power to support local businesses. Of equal importance is the effect a healthy economy has on the provision and cost of services to both county residents and businesses.

The health and growth of the economy has a direct correlation to the number of jobs that exist in the County. The County has a strong tradition of cottage industries and small businesses, many of which have centered around the agricultural and manufacturing sectors. However, over the past 20 years, the services and trade sectors have more than quadrupled in terms of the number of jobs they provide. Jobs in the manufacturing sector, on the other hand, have decreased by almost one-third. This trend is expected to continue as the County's demographics and the types of industries attracted to the County change.

County-wide Inventory of Employed Persons (16 years old and over) 1990		
Industry	Number	Percent
Agriculture, forestry, & fishing	1,956	2.97
Mining	174	0.26
Construction	7,812	11.85
Manufacturing, non-durable goods	4,458	6.76
Manufacturing, durable goods	5,564	8.44
Transportation	2,167	3.29
Communications & other public utilities	1,913	2.90
Wholesale trade	2,963	4.49
Retail trade	9,773	14.82
Finance, insurance, & real estate	4,510	6.84
Business & repair services	3,096	4.70
Personal services	1,405	2.13
Entertainment & recreational services	646	0.98
Health services	5,206	7.90
Educational services	4,838	7.34
Other professional & related services	4,109	6.23
Public administration	5,334	8.09
<b>Totals</b>	<b>65,924</b>	<b>100.00</b>

Source: U.S. Census



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The Board of Education is the County's largest employer with 2,988 people, as of May of 2001. As of May of 2002, the only other employers with greater than 1,000 employees are Carroll County General Hospital and Random House. Of the remaining top 20 employers (Carroll County Government excluded, which had 837 employees as of July of 2001), the average number of employees is 277.

As of 1998, there were 64,400 jobs in Carroll County, an increase of 11,291 jobs since 1990. At the same time, the 1995 county labor force numbered 79,420. Only 44 percent of the resident labor force in 1990 (67,900 people) worked in the County. Since the number of people in the labor force has been almost twice as many as the number of jobs created in the County since 1990, it can be assumed that the percentage of residents working in the County has not substantially increased. The result is that a majority of the county residents must commute long distances to work.

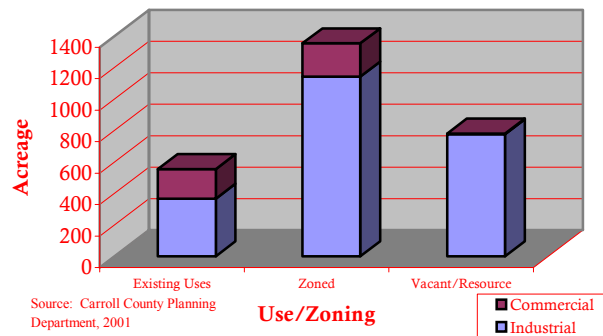
Industrial Employment Hampstead Study Area	
Major Industry	Number of Employees
Black & Decker	800
Charles J. Miller, Inc.	292
Jos A. Bank Clothiers	267
Sweetheart Cup Co.	130
Omega, Inc.	95
Ridge Engineering	91
Steger's Maryland Fresh Eggs, Inc.	40
Western Industrial Machining	22
Fairlawn Tool & Die Co.	----

Source: Carroll County Dept. of Economic Development, 2000

## 5 Acreage of Industrial and Commercial Use and Zoning

According to the Carroll County zoning maps, the total amount of land zoned for industrial use within the Hampstead Study Area was 1,142 acres. (See "Current Zoning" map.) The results of a 1999 survey of existing land uses for the entire 8<sup>th</sup> Election District, including the Town of Hampstead, showed a total of 366 acres actually being used for industrial purposes, which is about 32 percent of the total industrially-zoned land. Of the 1,142 acres zoned for industrial use in the Election District, no industrially-zoned land remains vacant (see Page 59 for definition) within the study area. However, almost all land zoned for industrial use but not actually being used for industrial purposes was in resource land (see Page 59 for definition). The industrially-zoned land still used for resource purposes represents almost 68 percent of the industrially-zoned land and 4 percent of all the zoned land in the Election District (19,017.54 acres). About 473.6 acres of the industrially-zoned land in the Election District are within the town limits. This accounts for 30 percent of the land within the town limits.

**Commercial & Industrial Land  
Hampstead Study Area**



A total of 189 acres were used for commercial purposes, with the amount of land actually zoned for commercial use being 212 acres. This represents about 89 percent of the land zoned for commercial use. Just over 111 acres of land, or 7 percent, were actually zoned for commercial use within the town limits. Not all of the land being used for commercial or



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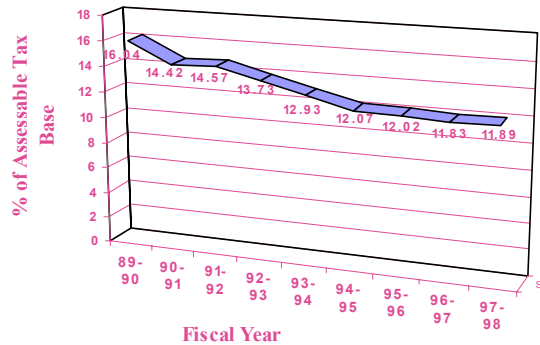


industrial uses is actually zoned for that use. About 4.6 acres of commercially-zoned land remains vacant.

## 6 Industrial and Commercial Tax Base

Currently, residential development contributes the greatest dollar amount to the County's revenue. It is followed by commercial and industrial development, which is then followed by agriculture. However, in 1998, for every dollar contributed by residential development, roughly \$1.10 was expended by the County for services, especially schools. Conversely, for every dollar contributed to county revenue by commercial/industrial development, only about \$.56 was expended on services the County provides for that development. Agriculture uses only require approximately \$.48 worth of services for every dollar contributed. It should be remembered, however, that each type of development has other impacts associated with it that are not accounted for in the revenue/expenditure ratios. These impacts include levels of traffic congestion and impacts on air quality, levels of environmental protection or destruction, and compatibility with other types of development, among others.

**Commercial/Industrial Tax Base**  
% of Total Base FY 89 - FY 98



Source: Carroll County Dept. of Management & Budget

### Total Taxable Assessment – Industrial Hampstead Study Area

Election District	# of Accounts	Taxable Assessment
8-0 (Outside Town Limits)	8	\$10,856,940
8-1 (Inside Town Limits)	5	\$1,041,400
<b>Total</b>	<b>13</b>	<b>\$11,898,340</b>

Source: Carroll County Department of Management & Budget, 2000

### Total Taxable Assessment – Commercial Hampstead Study Area

Election District	# of Accounts	Taxable Assessment
8-0 (Outside Town Limits)	56	\$6,770,510
8-1 (Inside Town Limits)	104	\$13,850,030
<b>Total</b>	<b>160</b>	<b>20,620,540</b>

Source: Carroll County Department of Management & Budget, 2000

## 7 Transportation Infrastructure

The Town of Hampstead is served by both rail and highway access. The primary road, MD 30 (Hanover Pike), forms the Main Street of Hampstead. MD 30 is a two-lane road that





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links Hampstead with Baltimore City to the south and Manchester, Hanover, and other points in Pennsylvania to the north. Major intersections along MD 30 in the Town operate at poor to failing levels of service (C, D, E, and F), and the road itself operates at level of service (LOS) D north of MD 482 and LOS E south of MD 482. Because MD 30 provides direct access to I-795, which then provides access to the Baltimore Beltway and the interstate highway system, many people use it to commute between Pennsylvania and the Baltimore region. The North Carroll Industrial Park area has moderate frontage on MD 30, with many of the smaller, non-conforming uses having direct frontage and shielding the bulk of the area.

MD 482, also called Hampstead-Mexico Road, is the major crossroad of MD 30 in Hampstead. It is a two-lane road that functions as a minor arterial, allowing more penetration into the surrounding areas than major arterials and connecting population centers into the arterial system. MD 482 originates in the Town and runs west for approximately 6 miles before terminating at MD 27 just outside of Westminster; in 1998, it operated at LOS D for its duration. MD 482 is the primary means by which people from Hampstead reach Westminster, and because of the high volumes of traffic present at the intersection, it was operating at LOS F. Just south of this intersection, the Town's major and minor collectors were at or approaching poor levels of service as well. Upper Beckleystown Road operated at LOS C, Shiloh and Houcksville Roads operate at LOS D, and North Woods Trail operated at LOS E.

The proposed Hampstead Bypass would alleviate some of these constraints, potentially diverting up to 70 percent of through traffic. The State has committed \$5 million to the acquisition of right-of-way for the limited-access bypass, which has already been designed and could be constructed in about 5 years. The designed alignment would begin west of MD 30, just south of the Black & Decker industrial area, and would traverse both major industrial zones before reconnecting with MD 30 just south of Manchester. Access would be at MD 30 on the southern end for the Black & Decker area and MD 482 for the North Carroll Business Park area.

Fortunately, the existence of rail opens options that neighboring Manchester does not have to combat the traffic congestion in the area. The CSX rail line that runs through Hampstead connects the Town to the Port of Baltimore and points south and to York and points north. The line comes in contact with all three of the major industrial centers and so would be easily accessible if a rail spur were constructed from one or more of the individual sites.

## ❖ Analysis of Community Needs

The area's population, although growing steadily, will not support multiple "big box" stores. The recently opened Wal-Mart store north of town relies on both Manchester and Hampstead for its customer base. Additional "big box" stores would likely not find a large enough base demand to establish a successful business.

Smaller businesses, which can justify and compete against existing businesses through sound service and quality product offerings, are needed to serve the existing and future residential population. Typically, several businesses of the same type can coexist simply because of personal preferences of the consumer. However, there are many goods and services that are not yet available in the community that could provide additional choices to consumers.





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Additional business zoning may also be needed once redevelopment and rehabilitation is achieved in the existing business zones

The majority of businesses and industry within the community employ a small number of employees. Many of the larger employers in the area provide non-family wage jobs. Most of the workers commute out of the community to work. This would indicate a need for additional professional and technical jobs to provide employment closer to home.

The remaining acreage in the area holds potential for further industrial development, but only if certain constraints are surmounted. The gentle slopes and field vegetation could accommodate a range of building types, for which transportation access (both highway and rail) is readily accessible. However, issues such as congestion on MD 30 and the lack of water and sewer service availability may prove problematic and hinder future development of the remaining land. Streams and wetlands on the site would also need to be treated sensitively, but as with the North Carroll Industrial Park, the sheer acreage involved allows for creative site design that could avoid environmental degradation. Despite these difficulties, the land remains valuable for industrial development given the existing industrial uses and future construction of the Hampstead Bypass. Nonetheless, due to the State of Maryland acquiring parcels within the zone for the Hampstead Bypass, the future potential of the remaining undeveloped parcels depends on the final outcome of the Bypass construction.

The Trenton Business Center area is highly desirable as an industrial zone. Its fairly level terrain, access to transportation and public facilities infrastructure, and adjacency to another major industrial area make it more suitable for development as an industrial use than any other use. The presence of many neighboring residential uses, however, will require that development be sensitive to the character of the surrounding area.

As of 1998, commercial and industrial development accounted for approximately 12 percent of the assessable base countywide. This falls far short of neighboring counties, whose commercial and industrial development accounts for upwards of 20 percent of their assessable base. It also falls short of what the Town and County need to maintain their level of services in the face of increasing residential growth without substantially increasing taxes. Depending upon the rate and value of residential growth, the rate and value of commercial and industrial growth will need to keep pace with that residential development just to remain at the 12 percent level. To increase to a higher percentage of the total assessable base, the rate and value of commercial and industrial development would need to outpace that of residential development.

Other than MD 30 and MD 482, all of the roads in Hampstead are local in nature, with collector or local status. The result for industrial development is a lack of options for routing truck traffic. MD 30 is the only realistic route for traffic bound for Baltimore and the Beltway, and MD 482 is the only realistic route for traffic bound for Westminster and points west. Attracting industrial and business uses is also made more difficult because of the lack of an interstate highway traversing the County, although the Maryland Midland Railway and CSX provide opportunities for freight movement and connection to other larger railroad systems. As a result, the Town and County must ensure that their industrially-zoned land is the most ideal land possible in terms of location, suitability for development, the provision of services, and access.





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## ❖ Recommended Actions

- ◆ *Incorporate landscaping and buffering requirements into industrial areas to protect surrounding uses and community character*

Many of the areas designated for industrial use adjoin properties with less intense existing or planned uses. Certain types of industrial uses can have a significant impact on other uses and their character and value. Buffering requirements would help to protect the surrounding uses; landscaping requirements would not only help to protect the surrounding uses but would also help to preserve their character.

- ◆ *Allow only industrial uses on industrially-zoned land*

Commercial development in the industrial zones in the County has long been an issue of concern. The development of these areas for commercial use has created a lack of adequate land appropriate for industrial use. If additional areas for commercial development are needed, that issue should be addressed separately to help preserve and maintain industrial land for the intended use. Commercial uses that complement or support the industry within an industrial zone are beneficial. Most areas where commercial development has taken place in an industrial zone do not accomplish this. However, restricting permitted or conditional commercial uses in the county industrial zones that do not have this effect would help preserve the integrity of the industrial areas.

- ◆ *Limit amount of additional commercial zoning to encourage redevelopment of or filling vacancies of existing commercial spaces*

While lack of land available for commercial development may be an issue in some communities, Hampstead has plenty of existing areas for this type of development. Commercial development needs to be concentrated in the downtown, the existing area north of town, and the existing area on the south end of town to prevent degradation of these existing business areas. Space is available in existing commercial centers for infill, redevelopment, or use of vacant facilities. Focusing on these areas would further help to improve the overall quality of these existing centers as well.

- ◆ *Concentrate heavy commercial uses around the Robert's Field Shopping Center in southern Hampstead and around North Carroll Plaza north of town*

The two existing major concentrations of commercial development are in the area of the Roberts Field Shopping Center and the North Carroll Plaza. Opportunity still exists for further development or redevelopment of these sites and some surrounding properties. To maintain the integrity and continued success of these areas, commercial development should continue to be concentrated here or in the downtown areas. Allowing commercial development outside these areas would hurt the existing businesses.

- ◆ *Encourage small business development within the Main Street Revitalization Area*





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Small businesses are an integral component of a successful Main Street area. To fully and effectively implement the Main Street Revitalization Plan, development of existing and new small businesses should be encouraged.

## ❖ **Anticipated CIP Projects**

No CIP projects are anticipated as a result of the recommendations in this chapter.

