

**City of Laurel**  
**Commercial Corridor Economic Development**  
**Incentive Program**



***A Blueprint for Success!***



## Economic Development

### Commercial Corridor Incentive Program

The Economic Development Commercial Corridor Program (Program) was established in October 2016. The purpose of the Program is to support City businesses and serve as a means for business growth in the City of Laurel resulting in increased job opportunities, an expanded tax base and an improved quality of life. The target areas for the Program are the following Revitalization Overlay Areas:

***R0-1, City center overlay area.*** The overlay encompassing this area shall reflect an intensity, which would permit the highest potential for a comprehensive and integrated redevelopment of uses which include, but are not limited to retail, restaurant, entertainment, major employment, professional offices, and commercial services. They may also include immediately adjacent multifamily complexes. Ideally, these uses would be located within an integrated complex or complexes, which may contain structured parking and comprehensively designed access points, directional signage, and other amenities to allow intensification above the base density of the parcel or parcels in which they are located. Examples of targeted or desired land uses within the City center overlay include but are not limited to the following:

- Retail, including apparel, traditional department stores, specialty apparel and shoe stores, as well as establishments selling electronic, computer and telecommunication products.
- Entertainment, specifically multi-plex cinemas, which utilize state-of-the-art technology, design, and amenities. Karaoke when in conjunction with a standard restaurant. All other entertainments facilities must be included within a set of uses approved by the Mayor and City Council in conjunction with a conceptual plan of revitalization overlay.
- Restaurants, full service sit-down facilities, delicatessens and other specialty food retailers, which may include prepared food in a retail setting, providing they are not freestanding.
- Employment uses, including research, general office, financial firms, and the like, which may contain ancillary retail, restaurant and commercial services facilities within their building, or be located above, retail complexes or entertainment facilities.
- Housing, which would primarily consist of upscale rental apartments or condominiums, generally located above the aforementioned facilities, or integrated into a mixed-use complex.
- Employment agency/recruitment firm.

***R0-2, Highway corridor or activity nodes.*** The area utilizing this overlay would consist primarily of properties, which line the U.S. Route One area, or along MD 198. These parcels are usually characterized by their lack of property depth, and generally consist of smaller properties which all maintain separate highway access. However, they may also contain existing shopping centers of moderate size. The overlay is specifically recommended to encourage the consolidation of these properties, where possible, and to create mixed-use business and residential complexes, especially in the bifurcated sections of U.S. Route One, where multiple access points have created issues of public safety, given the volume of traffic volume and speed on this facility. Recommended uses for the properties in this overlay would be as follows:

- Retail facilities, either freestanding, or accessory uses located within a mixed-use complex or structure.
- Restaurants, preferable full service, located within mixed-use complexes, which may include karaoke establishments, subject to the definition and restrictions on such use in conjunction with a standard restaurant.
- Professional and business offices.
- Accessory apartments located on upper floors of mixed-use complexes.
- Employment agency/recruitment firm.

***R0-3, Route One Historic District and gateway approaches.*** This overlay area is unique and defined generally as the area along U.S. Route 1 from the Howard County line southward. This area is specifically recommended for development of transit-oriented development, which relates to services and establishments, as well as housing, that would benefit from being in close proximity to the MARC Rail station of the Camden Line of the Maryland Transit Administration. Typical uses recommended for this area include the following:

- Retail and commercial service uses located within mixed-use complexes which may be designed to serve, among others, the rail commuters, bus users, or others within the Main Street business district.
- Offices and other business establishments typically located within mixed-use structures.
- Ancillary rental apartments and condominiums, typically located above commercial establishments. This could also include high density attached housing as well.
- Employment agency/recruitment firm.

**The Intent of the Program is to:**

1. Recruit new businesses to locate to the City of Laurel and assist in the expansion of existing businesses.

2. Anticipate and address workforce development needs of the city's business community.
3. Provide advocacy for businesses undergoing development review and permitting.
4. Provide incentives for redevelopment and revitalization along identified commercial properties.

**Qualified Properties can receive the following Program Incentives:**

1. Reduced building permit fees for revitalization and new construction.
2. Expatiated Site Plan Review.
3. Real Property Tax Credit.
4. Business Personal Property Tax Credit.

After a pre-application meeting with the Economic Development Coordinator, eligibility for this Program will be determined. Eligible Applicants for the Program shall submit the following documents to the Economic and Community Development Department:

1. A completed Application Form.
2. Name and address of all owners of five (5) per cent interest or more in the land or project. If a corporation, the names and addresses of all officers and members of the board of directors. If limited Liability Company, joint venture or limited partnership, the names of all members, partners or ventures.
3. Plans showing the proposed development together with an economic study demonstrating benefit to the city especially in the area of employment.
4. Evidence of how the proposed development meets the criteria and goals of the overlay area applicable to the proposed development.
5. Justification for the tax credit requested.
6. Identify proposed tenants/users.

After review by the City Administrator, Director of Budget and Personnel Services, and Director of Economic and Community Development and upon recommendation by the mayor, the mayor and city council may determine that a proposed economic development or revitalization project is of size and nature as to provide substantial economic benefit to the city and its citizens. Upon making such a determination the mayor and city council may grant a tax credit up to one hundred (100) per cent of city real estate tax levy. In no event shall such tax credit exceed five (5) years. Any such tax credit shall be effective for the fiscal year following the year the credit is approved. Any tax credit shall end upon the sale or transfer of the property including any transfer by law. Any tax credit granted hereunder may be part of or joined with any Prince George's county funding mechanism including but not limited to TIF's; tax credits; road clubs and the like.

***For more information regarding the application process contact Leigha Steele at 301-725-5300 x2302 or [lsteel@laurel.md.us](mailto:lsteel@laurel.md.us)***



**City of Laurel**  
**Commercial Corridor Economic Development Program Application**

Date application received (to be filled out by City): \_\_\_\_\_

**1. Name of Owner:** \_\_\_\_\_

**2. Titleholder of the Property.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No (Work): \_\_\_\_\_

Fax No.: \_\_\_\_\_

**3. If property is in a trust, list anyone having beneficial interest.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No (Work): \_\_\_\_\_

Fax No.: \_\_\_\_\_

**4. Property Address.**

Address: \_\_\_\_\_

**6. Plans prepared by:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No (Work): \_\_\_\_\_

Fax No.: \_\_\_\_\_

**7. Please provide a written statement on how the proposed development meets the criteria and goals of the overlay area as well as a justification for a tax credit (Attach the statement or use the space below):**

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**Statement of Understanding**

The applicant (undersigned) has filled out this application and submitted the required documents such as proposed plans with evidence of the proposed development meeting the goals of the overlay area, economic study, tax credit justification and identification of proposed tenants. The Applicant agrees to comply with the guidelines and procedures of the Commercial Corridor Economic Development Program.

The business owner(s) and all contractors must comply with all federal and local regulations.

**Property Owner Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Return this application and supporting documents to:**

City of Laurel  
Leigha Steele, Economic Development Coordinator  
Department of Economic and Community Development  
8103 Sandy Spring Road  
Laurel, Maryland 20707-2502

