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THE CITY OF BALTIMORE COMPREHENSIVE MASTER PLAN
A Business Plan for a World Class City
2007 - 2012

Baltimore City Planning Commission
MAY 22, 2006



Dear Baltimore,

When the Draft Comprehensive Master Plan was released on February 2, 2006, we hoped that the citizens of Baltimore would tell us what they thought. Your input was vital to crafting this Final Draft. Your comments, constructive criticisms and corrections helped us to substantially strengthen and expand upon our goals, objectives and strategies. Thank you for playing a major role in making Baltimore **BETTER THAN EVER**.

The Comprehensive Master Plan is a bold new approach to urban planning: a business plan. Business plans turn harsh realities into explicit challenges and transform previously overlooked opportunities into obtainable goals to be achieved in a finite period of time. A business plan can make a corporation analyze its strengths and commit specific resources, in time and money, to make those strengths pay off competitively.

LIVE • EARN • PLAY • LEARN: A Business Plan for a World Class City will guide Baltimore in the right direction. This new plan is a product of, and for, the people who ultimately make up the corporation known as the City of Baltimore. It is your expression of how, individually and collectively, you will thrive in the global economy in which we all now share and compete. It is your statement to the region, country, and the world of what Baltimore offers now and what it intends to offer in the future. It asserts that Baltimore is a competitive city with a healthy income now and the potential (and plan) to be greater yet. Baltimore will be greater for its customer-investors as wage earners, and greater for its public treasury in terms of increased revenues. It will be a City, which is committed to reinvesting its increased earnings on public services that will enhance our greatest asset. That asset is you!

Sincerely,

Martin O'Malley
Mayor

Peter Auchincloss
President
Baltimore City Planning Commission

Otis Rolley
Director
City of Baltimore Department of Planning



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