



Planning Commission Memorandum

TO: The Honorable Members of the Planning Commission
FROM: Darla Orr Odom, Deputy Zoning Administrator
COPY: India Adams-Jacobs, Town Manager
SUBJECT: **Comprehensive Plan Chapter 5 – Revision Status Update**
DATE: August 20, 2026

Purpose

This memorandum summarizes revisions made to draft Comprehensive Plan Chapter 5, Regional Economy, Economic Development and Tourism, in response to Planning Commission comments from July 16, 2026. It also identifies the additions remaining before the chapter is incorporated into the broader Comprehensive Plan draft.

Revisions Completed

Completed – Geographic comparisons: Town-specific data are now clearly identified and compared with Caroline County and regional data where comparable information is available. Notes clarify when county or regional information is used because Town-level data are unavailable.

Completed – Consistent reporting periods: The years represented in the tables and exhibits have been aligned more consistently. Where source limitations prevent a uniform period, the applicable years are stated in the exhibit title, narrative, or source note.

Completed – Acronyms and specialized sources: Acronyms are defined at first use, and specialized sources and analytical tools are explained. This includes Esri Tapestry Segmentation and its use in describing the demographic and consumer characteristics of Bowling Green's trade areas.

Revisions Remaining

Pending – Business-license activity: The existing Business, Professional and Occupational License tax-collection exhibit will be replaced or supplemented with counts of active, new, and renewed business licenses by category. This will provide a more direct measure of business activity than revenue collections alone.

Pending – Trade-area population graphic: Staff continue to produce a graphic that will show projected population within the five-, fifteen-, and thirty-minute drive-time trade areas surrounding Bowling Green.