

SUSTAINABLE COMMUNITY APPLICATION
CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Mayor & Town Council of New Market, MD

NAME OF SUSTAINABLE COMMUNITY: Town of New Market

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the notebook should be tabbed and organized as follows:

- Tab #1 Sustainable Community Applicant Information**

- TAB #2 - Sustainable Community General Information:** In addition to the narrative about the baseline information included in the Sustainable Communities application, include a hard copy of the of the proposed Sustainable Communities map in Tab 2.

- TAB #3 – Sustainable Community Action Plan/Matrix**

- TAB #4 – Local Support Resolution: (sample resolution on page 11) In addition to the local support resolution, please include any letters of support that demonstrate partner commitments to the implementation and/or oversight of the Sustainable Community Plan.**

- TAB #5 – Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 13)**

- TAB #6 – CD-ROM:** The CD-ROM should include the following contents:
 - Map in pdf format of the proposed Sustainable Community area

 - **GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data,** e.g., spreadsheet of detailed listing of parcels that form the project boundary. (If you have additional comments or questions about the GIS mapping requirements, please contact Brad Wolters, Senior GIS Specialist, Department of Housing and Community Development, Brad.Wolters@maryland.gov)

 - Pictures (jpeg format) of your Sustainable Community as it relates to your application

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community:

Town of New Market

Legal Name of Applicant:

The Mayor and Town Council of New Market, Maryland

Applicant's Federal Identification Number: 52-0806726

Applicant's Street Address: 30 W. Main Street (PO Box 27)

City: New Market **County:** Frederick **State:** Maryland **ZIP:** 21774

Phone No: 301-565-5544 **Fax:** 301-565-5638 **Web Address:** www.townofnewmarket.org

Sustainable Community Application Local Contact:

Name: Karen Durbin **Title:** Clerk to Council

Address: 30 W. Main Street (PO Box 27) **City:** New Market **State:** Maryland **ZIP:** 21774

Phone No: 301-565-5544 **Fax:** 301-565-5638 **E-mail:** clerk2council@townofnewmarket.org

Sustainable Community Contact for Application Status:

Name: Patricia Faux **Title:** Town Planner / Zoning Officer

Address: 30 W. Main Street (PO Box 27) **City:** New Market **State:** Maryland **ZIP:** 21774

Phone No: 410-295-6517 **Fax:** 410-295-6512 **E-mail:** pfaux@fauxgroup.com

II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

- (1) Provide a description of SC Area boundaries. How did the applicant determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area.

The Town of New Market is located in Frederick County along the I-70 corridor at Exit 62. The town is approximately 880 acres. The proposed Sustainable Community District (SCD) includes two areas. This area was chosen because it encompasses the town's business district along MD 144, extending from the town's eastern and western most boundaries along MD 144. The district focuses on the historic main street area and includes potential highly visible gateway areas on state roads at each end. It includes SHA's 1.11 mile section streetscape now under construction, the 60 acre Historic District; all town properties zoned Residential Merchant (RM) and all properties zoned Residential Merchant Service (MRS). The district is largely bounded on the North by 'North Alley' and the fire pond parcel and on the south by 'Interstate 70'. With the exception of state ROW areas, the district is entirely within the town. The town anticipates requesting boundary adjustments in the future.

The SC area also includes properties east of the historic district and north of MD 144 to MD 75, a small portion of MD 75 within the town boundary and further east to the eastern most boundary of the town, as shown on the map.

The SC area extends west along the north side of MD 144 to the western boundary of the town located at intersection of Boyers Mill Road, as shown on the map.

- (2) Include the following in as an attachment: 1) PDF or JPEG of proposed Sustainable Communities map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) pictures of proposed Sustainable Community area.

ATTACHED

- (3) Approximate number of acres within the SC Area: 87.5 acres

- (4) Existing federal, state or local designations:

Community Legacy Area Designated Neighborhood Main Street Maple Street
National Register Historic District Local Historic District Arts & Entertainment District
State Enterprise Zone Special Taxing District BRAC State Designated TOD

Other(s):

- National Register of Historic Places
- Historic National Road- Old National Pike (MD 144) designated an All-American Road, a Maryland state Scenic Byway and a Frederick County Scenic Byway
- Heart of the Civil War – Heritage Area

(5) Prior Revitalization Investments & Smart Growth:

- a. *List and describe any significant State and local smart growth or revitalization related program investments (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland’s Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community?*
 - The Maryland State Highway Administration planned and is constructing a 1.11 mile Community Safety and Enhancement Project along MD 144 (New Market Main Street) from Bye Alley to West of Royal Oak Drive. This project will provide new sidewalks, street lights and traffic control signs, the street will also be repaved. Some drainage problems will be addressed. The anticipated investment is \$7,923,000.00 and completion is anticipated in late 2016 or early 2017. *While project construction has caused a significant but temporary drop in business activity along the street and helped depress property values, this investment when done will greatly enhance the appearance of the district, improve pedestrian safety and accessibility, help support business activity after dark and correct drainage issues along Main Street. The town will assume maintenance responsibilities of the completed street. As a result an increase in town revenues is needed to support this added cost.*
 - The Department of Housing and Community Development funded the preparation of the ‘New Market Historic District Design Guidelines’ in 2000. *Enforcement of these guidelines have helped to maintain the historic appeal of the district and district property values.*
 - County Water and Sewer mains were extended down Main Street in 2006. *This investment provided water service to the business district. Most properties have tapped in allowing them to convert from well water and support expanded commercial and residential uses.*

(6) Describe the SC Area’s demographic trends (with respect to age, race, household size, household income, educational attainment, or other relevant factors).

- Population: 697
- Median Household income: \$100,208
- Race: 89.5%-white; 5.5%-black; 2.3%-asian; 1.5%-other
- Median Age: 36.3 years - Male-47.4 Female-52.6
- Average Household Size: 2.84
- Education: 97% or higher high school - 51.5%-bachelor’s degree

B. Organizational Structure, Experience and Public Input:

- (1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan?

The Town of New Market's Sustainable Community Workgroup, is responsible for preparing this application and for preparing the plan of action. The Workgroup is comprised of the Mayor of New Market, Winslow F. Burhans III, Councilman Shannon "Shane" Rossman, Walter Olson local resident, Steven Phippen local resident and property owner, and Ellen Pryzbocki, local business & property owner. Numerous other committed and energetic town residents, business and civic leaders have served as resources to the working group in the application. Patricia L. Faux the New Market Zoning Administrator, Chris Goettge Landscape Architect (both of The Faux Group Inc.) serve as advisors and staff for the application. Chuck Boyd at MDP and Andrea Haller at DHCD have also provided input. *(Note. The town does not have formal business organizations)*

The Mayor assisted by Councilman Rossman will lead and manage the implementation of the SC Area Plan. Ms. Faux will serve as the application coordinator and will report on the implementation of the SC Area Plan as requested. Staff support will be provided by Pat Faux, Chris Goettge, Karen Durbin, Town Clerk, Deb Butler, Clerk Treasurer and Maria Dalton, town staff. Other workgroup members and business leaders will assist as well.

Under the direction of the committee and town council, staff will prepare applications for specific State of Maryland programs to request assistance based on this 'work plan' or 'action plan'

We anticipate that the town's standing Architectural Review Committee and the Historic District Committee will assist in reviewing and approving building and site improvement grant applications from businesses and property owners.

We anticipate that the town's authorized Green Team committee will assist in implementing the sustainable activities of this Plan of Action. This Committee is hard at work on a Sustainable Certification plan of action and certification application at this time.

- (2) Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the **Sustainable Communities Workgroup**, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

The members of the New Market Workgroup have a long track record in creating plans and implementing them:

- Councilman Rossman is experienced in construction over-sight, he serves the town's project manager and SHA liaison of the current Streetscape improvement project and other town CIP improvements.

- Pat Faux and Chris Goettge –have 35 years of experience in assisting many Maryland cities and towns in making successful applications to state programs and in implementing resulting programs through their work at The Faux Group Inc. Chris’s work includes successful grant applications and revitalization efforts with the City of Cumberland, Annapolis & Old Town Bowie. He is currently assisting the Arts and entertainment district in the City of Annapolis on their 5 year plan.
- Walter Olson – town resident; member of Governors Redistricting Reform Commission
- Steven Pippen – town resident; alternate representative to the Frederick County Historic Preservation Commission
- David Price – town resident and current member of the Planning Commission
- Other residents who have helped to organize the annual Christmas in New Market and New Market Days will be asked to assist.
- The town’s Architectural review Committee and the Historic District Committee members have served on their committee’s for many years.

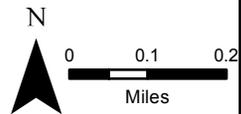
(3) How did residents and other stakeholders in the community provide input to the Action Plan described below in the next section? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

The town held a public meeting in August at which state staff explained the Sustainable program, its application and related programs to a group of about 20 interested residents and business owners. New Market Sustainable Community Workshop formed thereafter and met to formulate a draft strategy. They circulated their draft plan to other residents, business and civic leaders for additional ideas and comments. A refined draft was presented at a public meeting held September 8th, 2016 at Town Council. It was also presented at the Planning Commission meeting held September 15th, 2016.

Additional input was obtained from two other sources. The first is the town’s currently approved master plan which anticipates this application as a means to implement the town goal of business district revitalization. The second was a survey conducted in August/September by the town’s authorized Green Team committee to determine town priorities on a range of possible sustainable initiatives. That survey feedback was factored into this plan.

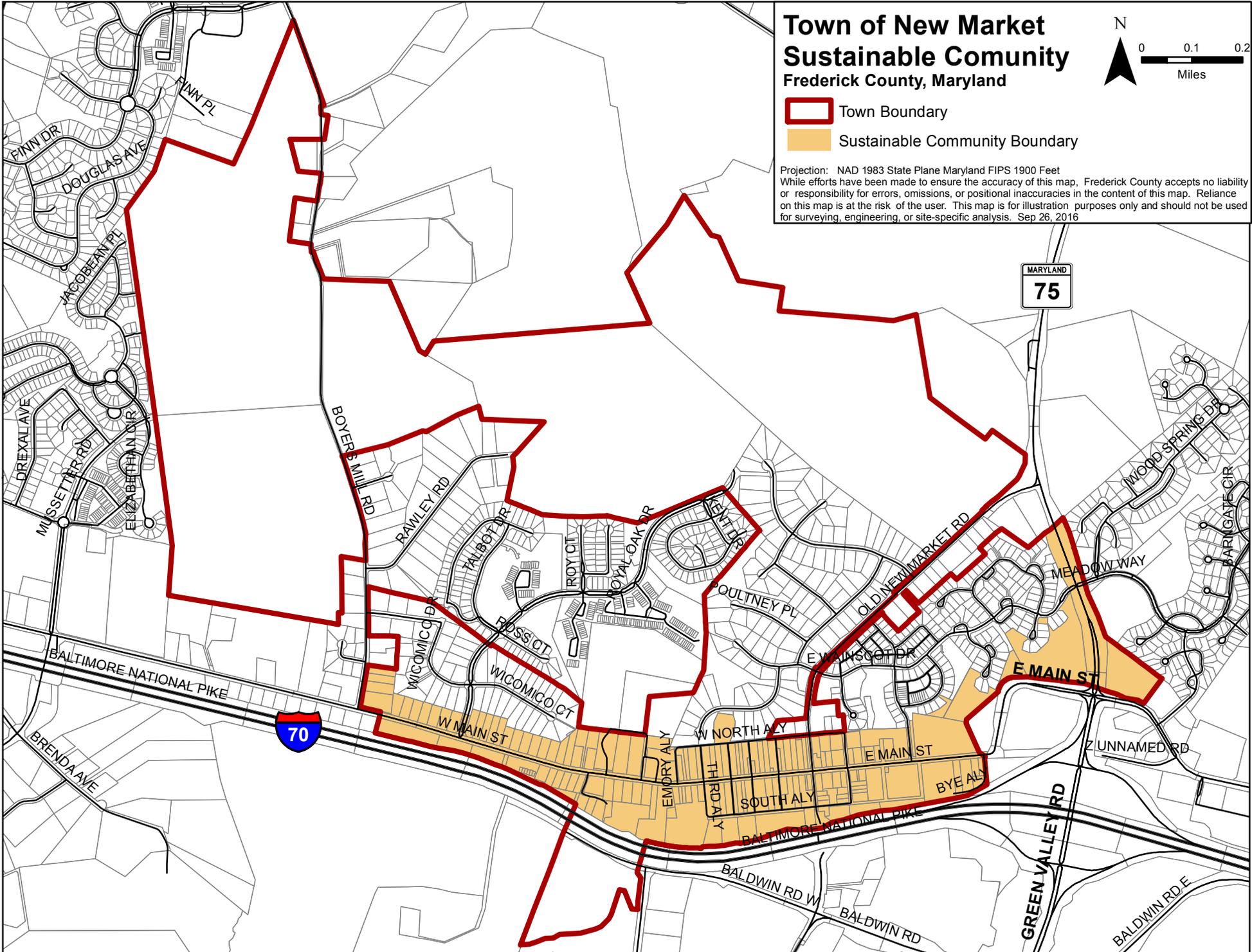
Town of New Market Sustainable Community

Frederick County, Maryland



-  Town Boundary
-  Sustainable Community Boundary

Projection: NAD 1983 State Plane Maryland FIPS 1900 Feet
While efforts have been made to ensure the accuracy of this map, Frederick County accepts no liability or responsibility for errors, omissions, or positional inaccuracies in the content of this map. Reliance on this map is at the risk of the user. This map is for illustration purposes only and should not be used for surveying, engineering, or site-specific analysis. Sep 26, 2016



Sustainable Community Action Plan

Town of New Market

Submitted by Mayor & Town Council of New Market, MD

10/3/2016

Environment

(Environmental strengths and weaknesses can include but are not limited to quality of land, water, air, watersheds, tree canopy, risk of sea level rise, carbon footprint, energy conservation, access to local foods, green infrastructure, stormwater infrastructure/management, parks, trails and recreation, recycling, water and sewer capacity, etc)

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • New Market’s SC Area is a beautiful small town setting with an abundance of mature vegetation. The SC Area is a destination that the arts community at one time valued for its tree lined Main Street and period architecture. • The SC Area is largely permeable, paving and buildings make up a very small percent of the land area. The renovations to Main Street provide solutions to some of the drainage problems that existed in the past. • The SC Area has several small parks that serve visitors and residents. Additional open space exists between the I-70 Corridor and South Alley. The SC Area is blessed with an abundance of very large canopy trees. • Water and Sewer service is provided by Frederick County. 	<ul style="list-style-type: none"> • With the recent renovations of Main Street, nearly all existing street trees were removed. The visual character of the street has changed dramatically. The loss of tree canopy is very apparent. Evasive species such as Bradford Pears are ‘crowding-out’ other species. • Stormwater is untreated in the district. An existing pond previously used for firewater is now functioning as a stormwater ‘holding’ facility but needs improvements. Algae build up indicates a lack of water movement. • There are some gaps in the sidewalk network that link residential areas to the business district streetscape. The current on-street parking supply will need to be supplemented with shared off-street parking as business activity grows.

<u>Desired Outcomes and Progress Measures (PM)</u>	<u>Strategies and Action Items</u>	<u>Implementation Partners</u>
<p>Based on the strengths and weaknesses identify the strengths on which you would like to build and the challenges you would like to address. What outcomes are you trying to achieve? Where/ in what area do you want those changes to happen? →</p> <p>Progress Measure: Identify how you will know that you have achieved your outcome.</p>	<p>Identify strategies that will help your community to achieve each identified outcome to the left. If applicable, break down each strategy into specific action items that outline different steps of the strategy. Specify how you are planning to achieve the desired outcomes. →</p>	<p>Which community stakeholders need to be involved to realize each action step and strategy? Name specific public and/or private sector partners.</p>
<p>Outcome 1: Make New Market more pedestrian friendly by correcting sidewalk gaps And making other network enhancements Make the district bicycle friendly.</p> <p>PM: Increased foot traffic at local businesses.</p>	<p>Strategy A: The Town planners will prepare a pedestrian & bike network map and provide the town with options to achieve the desired improvements and, with the town engineer, prepare bid plans for selected improvement projects.</p>	<p>Mayor and Town Council of New Market</p>

<p>Outcome 2: New Market desires to improve stormwater management through the reduction of the amount of untreated stormwater runoff in the SC Area.</p> <p>PM: Install micro bio treatment areas to treat untreated stormwater runoff in the SC Area.</p>	<p>Strategy A: The Town has assigned the town engineer to provide the town with options to relieve surface run-off in existing alleys and achieve the desired reduction in untreated runoff.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of the Environment’s Water Quality Financing Administration</p> <p>Frederick County Fire Marshal</p>
<p>Outcome 3: The Town of New Market would like to like to reduce invasive or non-native plant species that inhabit the area.</p> <p>PM: Remove Bradford Pears under 2” caliper in first 2 years.</p>	<p>Strategy A. The Town will hire a consultant or assign staff to provide the town with options to achieve the desired reduction in non-native and invasive species within the district, and promote education of local residents of the desirability of reducing the introduction of non-native species into the local area.</p>	<p>Maryland Department of the Environment</p> <p>Department of Natural Resources</p>
<p>Outcome 4: Create a viable water feature for resident and visitor to the SC area.</p> <p>PM: Repurpose the existing fire pond within the district.</p>	<p>Strategy A. The Town will hire a consultant or assign staff to provide the town with options to achieve the desired re-purposing of the fire pond.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of the Environment’s Water Quality Financing Administration</p> <p>Frederick County Fire Marshal</p>
<p>Outcome 5: The Town of New Market would like to reduce invasive or non-native plant species that inhabit the area.</p> <p>PM: Remove Bradford Pears under 2” caliper in first 2 years.</p>	<p>Strategy A. The Town will hire a consultant or assign staff to provide the town with options to achieve the desired reduction in non-native and invasive species within the district, and promote education of local residents of the desirability of reducing the introduction of non-native species into the local area.</p>	<p>Maryland Department of the Environment</p> <p>Department of Natural Resources</p>
<p>Outcome 6: New Market is ‘branded’ as an environmentally responsible community.</p> <p>PM; Obtain Sustainable MD Certified designation for New Market within 12 months.</p>	<p>Strategy A: The Town’s green team committee and staff will craft a plan of action to make ‘Certification’ a reality.</p> <p>Strategy B: Possible actions – a farmer’s market & CSA food pick-up points, local plant sales, etc.</p>	<p>Mayor and Town Council of New Market</p> <p>The New Market Green Team Sustainable Maryland Certified</p>

Economy

(Economic strengths and weaknesses can include but are not limited to regional accessibility, business attraction/retention, health of the business district and commercial vacancies, workforce/employment and economic drivers, local policies/regulations, marketing, tourism, cultural and historic assets)

Strengths

- The SC Area of New Market is an eighty-acre tract of land recognized by the town council as an area in need of revitalization. The SC Area has a number of buildings of historic note. The SC Area is viewed as a regional destination for tourists as well as local residents interested in shopping and eating out. The existing Town Hall that is within the SC area is a historic structure could soon to be vacated and available for other uses.
- The Town of New Market is projected to more than triple in population during the next decades. The current population of the town is estimated to be at 697. The county areas nearby and are growing rapidly as well. This growth will provide a ready market for the local business community to tap into. The business district has an opportunity to serve as the “capitol” and a unique central shopping district for this area of the county much as the thriving historic district of the city of Frederick does.
- The SC area business community has a long established reputation in the antique industry in Maryland. Past marketing plans relied on New Market as a destination for shoppers of antiques and collectibles as a focus for the town’s identity. These efforts were successful through decades of the 70’s, 80’s and 90’s in attracting shoppers to New Market.
- Quality privately owned restaurants and taverns within the SC Area have existed for decades. These businesses have both supported the concept of New Market as a destination and provided a local population with a vibrant town identity. At one time, the district had 4 separate eating establishments. Recent additions to the district’s restaurant inventory are well received. New Market had a reputation of being ‘a good place to eat’!

Weaknesses

- The SC Area of New Market is comprised of a number of smaller buildings some dating back 150 years. Many of these structures were constructed in a time when building techniques were focused on materials at hand for the benefit of able-bodied persons able to climb stairs. Few are fully accessible to those with disabilities. Many older structures have not been improved for many years. Some actually detract from the overall character of the SC Area and many are in need of “face lifts” to retain the visual quality necessary to maintain an interest by patrons and tourists. The building owners will not be able to rent for commercial uses in the future without significant investments, including those for ADA accessibility.
- Many of the district buildings have multiple uses, primarily business / occupational uses on the ground floors and residential uses on the upper floors. The local codes have preserved this as an option to support resident business owners. As the recent recession has forced the closure of many businesses in the district, many buildings and ground floor spaces have been repurposed as residences, thus reducing the availability of commercial space for rent. Incentives are needed to entice current owners to reopen businesses and to attract new tenants and or business minded buyers as buildings turn over.
- With the recession and the introduction of the internet, the marketing of antiques and collectibles has begun to shift away from a storefront style of marketing to a web based model. While other business types remain viable as storefronts the antiques and collectible businesses are not returning to these spaces. While the focus SC Area is shifting to a more diversified mix, the marketing identity remains stuck in the past.

<ul style="list-style-type: none"> • Recent local business additions have increased the SC area’s diversity and widened its market appeal. The district now boasts a commercial graphic arts business, a yoga studio, children’s museum and a children’s apparel store. The presence of elementary and middle schools helps maintain a family focus. A number of artisan, artist and entertainment establishments exist in town. • East of MD 75, within a recently developed very active commercial area, 12 new businesses offering restaurants shops and other services has developed. 	<ul style="list-style-type: none"> • The town’s businesses and tourism has suffered during the reconstruction of Main Street. The lack of parking and periodic street blockages have reduced interest in shopping and eating out in the district. Only 2 Main Street restaurants are open. New Market has approved annexations that have brought corporate franchised restaurants to areas of New Market outside the Main Street area. The lack of off street parking is a factor in marketing storefronts in New Market. • With the exception of Main Street, New Market’s SC Area lacks a viable pedestrian / bicycle network. This forces the local residents into cars and without adequate and convenient parking they go elsewhere. Local / regional advertising of business opportunities within New Market is largely word of mouth. • The area east of MD 75 is cut off from the rest of New Market except by vehicular traffic.
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Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Improve the appearance & accessibility of structures within the district. Change the overall image of the SC Area in time for the 225-year mark in the town’s history. (The Quasquibicentennial!)</p> <p>PM: Improve a minimum of 3 properties per year.</p>	<p>Strategy A: Institute a façade rehabilitation program that provides a cost sharing incentive to property owners to improve their properties.</p> <p>Strategy B: Seek funding and technical assistance.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Housing and Community Development</p>
<p>Outcome 2: Attract suitable businesses and artisans seeking locations similar to but less expensive than downtown Frederick.</p> <p>PM: Attract a minimum of 2 artisans ‘additional’ per year.</p>	<p>Strategy A: Create incentives that target suitable businesses and artisans seeking locations similar to but less expensive than downtown Frederick.</p> <p>Strategy B: Institute an art & entertainment district with tax incentives.</p> <p>Strategy C: Institute a tenant fit out program to improve interior spaces.</p> <p>Strategy D: Showcase local and regional artisans in public areas within the SC Area.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Housing and Community Development</p>

<p>Outcome 3: Re-image or re-position the SC Area to present a more diversified community that offers live, work, shop, play options.</p> <p>PM: Attract one 'additional' true store front business each year.</p>	<p>Strategy A: Formulate marketing materials that promote the assets and opportunities for investment and renewal. Implement a marketing plan that contacts the development community and interested investors.</p> <p>Strategy B: Strengthen business retention activities. Seek funding and technical assistance for the 'Neighborhood BusinessWorks Program'.</p>	<p>Maryland Economic Development Corporation</p> <p>Maryland Department of Housing and Community Development</p> <p>Mayor and Town Council of New Market</p>
<p>Outcome 4: Increase tourism and entertainment options within the SC Area.</p> <p>PM: Promote /coordinate minimum 2 outdoor arts and crafts fair within the SC area.</p>	<p>Strategy A: Celebrate The Quasquibicentennial!</p> <p>Strategy B: Promote / sponsor local events that draw tourists and shoppers to the SC Area.</p> <p>Strategy C: Restore & Reinvigorate the town's two annual events - New Market Days and Christmas in New Market.</p> <p>Strategy D: Restart a monthly events series (First Sundays or Second Sundays) once the critical mass of shops increases.</p> <p>Strategy E: Coordinate events with the heritage area and National Road marketing programs for greater publicity.</p>	<p>Maryland Office of Tourism Heart of the Civil War. Org</p> <p>State and county scenic byway programs</p> <p>National Road program</p> <p>Frederick County Tourism Council</p>
<p>Outcome 5: Improve appearance and accessibility of the SC area of New Market.</p> <p>PM: New gateway signs and planting treatments at each vehicular access point to the SC area of New Market.</p>	<p>Strategy A: Improve signage and gateway treatments on state roads to guide shoppers and visitors to the business areas.</p> <p>Strategy B: Design & install signs & plantings in SHA row on MD 144 & Boyers Mill & MD 144 at MD 75.</p> <p>Strategy C: Install improved TAC signs on I-70 as agreed.</p>	<p>MDOT-SHA</p> <p>Mayor and Town Council of New Market</p> <p>Frederick County Tourism Council</p>
<p>Outcome 6: The current town hall structure on main street is repurposed to enhance critical mass of district activities.</p> <p>PM: Identify uses or a mix of uses appropriate for the historic structure that complement the tourism and shopping of the SC area.</p>	<p>Strategy A: Study options and develop a preferred use and improvement plan and find partners and funding to help repurpose the existing town hall.</p> <p>Strategy B: Remodel the newly acquired structure that is to become the new Town Hall that will allow administrative functions to relocate for the current historic building.</p>	<p>Mayor and Town Council of New Market</p> <p>DHCD</p> <p>Frederick County Tourism Council</p>

<p>Outcome 7: Improve the parking options for visitors and residents.</p> <p>PM: Identify all possible parking locations within the SC area and publish locations.</p>	<p>Strategy A: Review the ordinances that govern off-street parking.</p> <p>Strategy B: Make adjustments to encourage development of parking where space permits that does not detract from the local environment.</p> <p>Strategy C: Add shared off-street parking at the current or new town hall locations or in coordination with the fire hall.</p> <p>Strategy D: Create a map of publicly available parking areas and provide a website link to map.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Transportation</p> <p>Town of New Market Planning Commission</p> <p>Committee members & Town staff</p> <p>Frederick County Tourism Council</p>
<p>Outcome 8: Improve information available to local real estate agents to better market the district’s potential and vision to people considering renting or buying in the district.</p> <p>PM: Reduced vacancy rates.</p>	<p>Strategy A: Create a new section on the town website appealing to businesses and property buyers in the district.</p> <p>Strategy B: Include a vision, contacts and a list of incentives (expand as programs are added).</p> <p>Strategy C: Provide web links to realtors that list locally available properties.</p> <p>Strategy D: Make phone calls & send out information to realtors in the area and in historic Frederick.</p> <p>Strategy E: Seek technical and funding assistance.</p>	<p>Committee members & Town staff</p> <p>DHCD</p> <p>Frederick Chamber of Commerce</p>
<p>Outcome 9: Improve business retention.</p> <p>PM: Increase occupied and viable commercial store fronts in the SC area by 10% each year.</p>	<p>Strategy A: Enhance town website, town welcome letters and town bulletin boards.</p> <p>Strategy B: Use website to market businesses.</p> <p>Strategy C: Seek technical and funding assistance.</p>	<p>Committee members & Town staff</p> <p>DHCD</p> <p>Frederick County Tourism Council</p>

<p>Outcome 10: Provide a fully accessible commercial area that offers facilities for both pedestrians and cyclists, that connects the residential areas of New Market to all commercial areas within the town boundary. Provide local area county residents with access to the shops and restaurants within the Historic District.</p> <p>PM: Establish and publicize pedestrian and cyclist accessible route within 3 years.</p>	<p>Strategy A: Develop a Pedestrian/Bike Master Plan that identifies gaps and omissions in the existing network.</p> <p>Strategy B: Study the potential of a grade separated pedestrian crossing over MD 75.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Transportation</p> <p>Town of New Market Planning Commission</p> <p>DHCD</p>
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Transportation

(Transportation strengths and weaknesses can include access to transit corridors, pedestrian safety and accessibility/sidewalks, alternative modes of transportation, such as bikeways and trails, public transit, such as bus and rail, carpooling, proximity to transportation centers, parking, road conditions)

Strengths	Weaknesses
<ul style="list-style-type: none"> The town is readily accessible via I-70. The Baltimore Beltway and the I-270 Corridor are both a very short drive. A town bypass is now planned that will redirect 'cut-through' utilizing Main Street, during rush hour periods. This bypass will provide a less congested route for commuters to use during rush-hour. A reduction of peak traffic volumes during rush-hour will reduce traffic pedestrian conflicts on Main Street and within the SC area. This will increase business accessibility by pedestrians on Main Street. Renovation of Main Street is nearing completion. This effort provides new curbs, sidewalks, resurfacing, lighting and safety signs. An existing and well-maintained alley system serves as an alternate vehicular routing for residents within the SC Area. 	<ul style="list-style-type: none"> Main Street is also MD 144 and serves as a minor arterial that parallels I-70. This state facility handles roughly 17,000 vehicles daily in the SC Area. The majority of this traffic is during rush-hour. Antidotal evidence suggests that retail activity is reduced during rush-hour. The rapid movement on this level of traffic is in conflict with pedestrian movements. Presence of parked vehicles further reduces sight distance complicates pedestrian crossing of Main Street. Parking along Main Street is insufficient to accommodate shoppers and those dining out. Space closures needed to accommodate current renovations of Main Street worsen the shortage. During construction, existing sidewalks have also been removed making pedestrian movements difficult. Safe bicycle circulation is difficult along roadways within the SC Area. Riders are forced into the Main Street vehicular traffic patterns.

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Create alternate routes in coordination with local developers. New Market desires to correct sidewalk gaps to create a pedestrian friendly district. Slow down vehicular traffic on Main Street. Reduce pedestrian and vehicular conflicts on Main Street. Make Main Street a safer place.</p> <p>PM: Reduced 'cut through' commuter traffic Increased foot traffic at local businesses.</p>	<p>Strategy A: Encourage drivers to seek alternative routes that take the traffic off Main Street. Step up enforcement of traffic violations.</p> <p>Strategy B: Design and construct an alternative route for transient vehicular traffic.</p> <p>Strategy C: Evaluate post construction behavior patterns and make adjustments to accommodate pedestrians.</p> <p>Strategy D: Seek technical and financial assistance through the Sidewalk Retrofit Program.</p>	<p>Miller and Smith (Developer of Calumet)</p> <p>Town of New Market Planning Commission</p> <p>Mayor and Town Council of New Market</p> <p>Maryland Department of Transportation</p> <p>Frederick County Police / Sheriff</p>

	Strategy E: The Town planners will prepare a pedestrian & bike network map and provide the town with options to achieve the desired improvements and, with the town engineer, prepare bid plans for selected improvement projects.	
Outcome 2: Improve traffic flow and circulation options for drivers. PM: Reduced pedestrian and vehicular conflicts.	Strategy A: Improve alley road beds. Consider changing some alley to one way traffic. Strategy B: Evaluate post construction driver behavior within the alleys and interview property owners.	
Outcome 3: Safe routes for cyclists to access and circulate within the SC Area. PM: Increased cyclist activity.	Strategy A: Evaluate post construction behavior patterns and make adjustments to accommodate cyclists. Strategy B: Seek technical and financial assistance through the Maryland Bikeways Program.	Maryland Department of Transportation Town of New Market Planning Commission Mayor and Town Council of New Market
Outcome 4: Add more parking in the district. PM: Increased traffic at local businesses.	Strategy A: The Town planners will provide the town with options to achieve the desired improvements and, with the town engineer, prepare bid plans for selected improvement projects.	Mayor and Town Council of New Market

Housing

(Housing strengths and weaknesses can include affordability, homeownership vs rental, housing stock diversity, housing condition and value, housing programs, foreclosures, residential vacancies, property values, home sale values)

Strengths	Weaknesses
<ul style="list-style-type: none"> • Housing diversity within the housing stock of the SC area includes rental units in owner occupied homes per the town ordinances that provided a range of housing sizes and prices in a manner consistent with the district's character. There is some diversity within the housing stock of the SC Area. Owner occupied structures constitutes more than 85% of the properties. Within the SC Area, only 5 units are currently unoccupied. Some District structures include rental units in owner occupied homes that provide a range of housing sizes and prices in a manner consistent with the district's character. • Foreclosures are not common. Low mortgage interest rates are allowing refinancing options that keep people in their homes after retirement. Housing sales in the town as a whole are doing well and prices are rising in town and nearby county developments. • A proportionately large share of the housing stock in the SC Area date from the 1800's and is deemed historically significant. These structures create a timeless setting that is a tourist attraction. 	<ul style="list-style-type: none"> • Significant numbers of newer rental units and for sale units that target either low to moderate income brackets or higher income residents with smaller households that do not want a single family home with a yard, are not available in the district or town. • While property values of the Town of New Market remain high at \$348,700, within the SC Area there is a lower average selling price of \$245,000. • Property values in the district fell after 2006 and have not regained value as well as other areas of the town and the county. • Many of the historic homes are in need of repairs and these needed repairs detract from the appeal of the district as a whole. Recent tree removals for the new streetscape has made these deferred improvements highly visible. • Many structures within the district lack the ADA accessible features needed to permit full public use.

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Continue trend of owner occupied housing. Increase diversity that allow different income brackets the opportunity for home ownership.</p> <p>PM: In the next 5 years, attract home owners who want a business in their homes and a mixed use setting.</p>	<p>Strategy A: Improve the appearance & accessibility of structures within the district.</p> <p>Strategy B: Institute a tax incentive improvement program to property owners to improve their properties.</p> <p>Strategy C: Change the overall image of the SC Area in time for the 225-year mark in the town's history. (The Quasquibicentennial!)</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Housing and Community Development</p>

Quality of Life

(Strengths and weaknesses can include crime, socio-economic demographics, educational opportunities, museums, libraries, historic and cultural assets, civic amenities, faith-based organizations, economic health of households, sense of place, etc)

Strengths	Weaknesses
<ul style="list-style-type: none"> The Town of New Market has a low crime rate and a low poverty rate. The SC Area is similarly fortunate. The economic health of households is overall very good. The town recently acquired a large single-family residence that the town would like to convert to a town hall. This structure is in an ideal location within the SC Area and exceeds the current space requirements thus offering room to grow for decades. The SC Area contains the historic & cultural assets of New Market that establish its sense of place. Many of the historic homes date from the 18th and 19th century. The SC Area has a children’s museum and park facilities to benefit children’s daily lives. Other civic amenities, such as a historic town hall and a pocket park, add to the ambiance. Within the SC Area is the New Market Elementary School and within 500 ft. is the middle school educational opportunities. Both of these are within walking distance of all the SC Area. 	<ul style="list-style-type: none"> For the recently acquired single-family house to be re-purposed, it will have to undergo a series of upgrades to bring it up to current codes. The town does not have the resources to accomplish this. The nearest county library is 6 miles from the boundaries of New Market. General population growth will in future support a library serving the eastern part of the county and New Market is a logical location for that, with its prime road access and proximity to schools. The town alone as a direct result of annexations is projecting a population in excess of 4,000 within 20 years and a library branch would also serve many nearby populous communities. While the SC Area includes park and public outdoor spaces, they are not currently suited to host events such as concerts, plays, or other outdoor gatherings of community interest.

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Create a new larger town hall in district to accommodate the needs of a growing community.</p> <p>PM: The town moves its administrative functions to a new location within 2 years.</p>	<p>Strategy A: Repurpose a recently acquired structure and 0.8 acre site to create a town hall building suitable for generations to come.</p> <p>Strategy B: Conduct a building assessment of the recently acquired structure, establish budgets and explore grant assistance.</p> <p>Strategy C: Seek relief from certain recent code changes that do not affect health, safety, or welfare.</p> <p>Strategy D: Seek technical assistance.</p>	<p>Maryland Department of Planning</p> <p>Town of New Market Planning Commission</p> <p>CBDB</p> <p>DHCD</p> <p>Mayor and Town Council of New Market</p>

<p>Outcome 2: Enhance the existing small park in the district.</p> <p>PM: Park enhancements within 2 years.</p>	<p>Strategy A: Coordinate alterations in the park with infill development uses, library, senior housing etc.</p>	<p>Mayor and Town Council of New Market</p> <p>Infill property developers</p> <p>DHCD</p> <p>Maryland Department of Planning</p>
<p>Outcome 3: Build a public county library in the SC Area of New Market within 10 years</p> <p>PM: Obtain recognition from The Frederick County Public Libraries system of the need and form a working group establish milestones.</p>	<p>Strategy A: Establish a library committee to begin the process of justifying a library within New Market, with anticipated growth in the town (the town is expected to more than triple in population in the next 15 years) and surrounding area as a key justification.</p> <p>Strategy B: Establish budgets. Seek technical aid, funding, and a suitable site.</p>	<p>Maryland Department of Planning</p> <p>Town of New Market Planning Commission</p> <p>Mayor of New Market and Town Council</p> <p>Frederick County Public Library system</p>
<p>Outcome 4: Build a small accessible public amphitheater.</p> <p>PM: Park enhancements within 2 years.</p>	<p>Strategy A: Use the land area around the newly acquired single-family structure for public use.</p> <p>Strategy B: Reconfigure the lawn area to accommodate a small amphitheater and add additional parking and sidewalks.</p> <p>Strategy C: Seek funding.</p>	<p>Town of New Market Planning Commission</p> <p>Mayor of New Market and Town Council</p>

Local Planning and Land Use

(Strengths and weaknesses in the local planning and land use subject area include but are not limited to zoning, land use, policies, taxes and fees, historical patterns of development, lot sizes and shapes, etc)

Strengths	Weaknesses
<ul style="list-style-type: none"> • The linear nature of Main Street, the district’s older lots, handsome structures and alley network form a very attractive and walkable setting for a business district comprised of a complementary mix of small scale, unique shops, artists, services, food and entertainment venues, etc. Such a thriving district has been found here several times before and existed as recently as 2006. • The town of New Market has a creative Land Development Code that functions as a combination Zoning code and subdivision code. The town also has a state-accepted Comprehensive Plan. It also has Architectural Controls and Historic District Guidelines. Together these support a creative mixed use business district that fits New Market’s historic character and serves contemporary needs. • There are several larger vacant lots of varied sizes along Main Street at either end of the historic district, some in the town and some still in the county. These lots offer important opportunities to add compatible mixed use infill development that could greatly increase the critical mass of the district. The lots at the eastern end could extend the district out the intersection of MD 75 and I-70 thereby greatly increasing its regional visibility and linking it to the existing town businesses within the district that are located on the far side of MD 75. A state owned parcel by the post office and a county owned parcel by MD 75 that housed a recently closed sewer treatment plant are in these areas. • The district includes both an elementary and middle school. The elementary school is a “blue ribbon” school and helps to attract residents to town. • The land areas outside the town of New Market developed in a predictable pattern of low-density residential uses. Annexation of some of these parcels provided additional tax base and greater control over their development patterns. • The main entrance to New Market is via exit 62/MD 75 on I-70. MD 75 intersects MD 144 just north of I-70. MD 144 provides a safe vehicular connection to those parcels to the east of MD 75 with the rest of New Market. 	<ul style="list-style-type: none"> • The district has lost 14 or more businesses since 2006, and many current businesses are open by appointment only, leaving a limited collections of open store fronts on most prime shopping days. Many buildings are now purely residential. An additional critical mass of store front businesses is needed to help the district thrive. However, there are currently few vacant buildings in good condition or lots available to accommodate them. Only about 1.1 miles of the district functions as a unified walkable district. Newer town businesses built at both ends of the district are isolated from the rest of the district and harder to walk to. This includes the town post office. • With the recent annexations and changes in state development legislation, changing trends in tourism, shopping and entertainment, the Town’s assumptions about development policies need to be updated in order to continue the effort to enable the desired outcomes and protect the current assets. • These parcels are not yet assembled to create larger development opportunities; some need be annexed to town (and added to the district at that point.) Streetscapes and crosswalks are needed to and across MD 75 to enable these infill areas to function as a part of a larger New Market walkable down town. • Too few students walk to the schools from nearby homes. This causes congestion along MD 144 in the morning and evening. • Connectivity between various developments ‘subdivision pods’ needs improvement. Significant gaps in the pedestrian network encourage the use of vehicles rather than walking or cycling to and from the SC Area. • MD 144 is a vehicular facility that is devoid of pedestrian and bike facilities. This encourages town residents to use a vehicle in lieu of walking or riding a bike to desired locations east of MD 75.

Desired Outcomes and Progress Measures →	Strategies and Action Items →	Implementation Partners
<p>Outcome 1: Protect the quality of life within the town as a whole, and maintain the character and redevelopment opportunities within the SC Area.</p> <p>PM: By the next census, the town will experience a rise in both the physical character and the person property valuation.</p>	<p>Strategy A: Continue to update the Comprehensive Plan and the Land Development Ordinance.</p> <p>Strategy B: Establish a pedestrian / bicycle priority improvements list.</p> <p>Strategy C: Establish an Open Space policy that buffers the SC Area from the I-70 corridor, while providing additional parkland for accessible by local residence.</p> <p>Strategy D: Re-purpose the Lawn area.</p>	<p>Maryland Department of Planning</p> <p>Town of New Market Planning Commission</p> <p>Frederick County</p> <p>Maryland Department of Transportation</p>
<p>Outcome 2: Preserve flexibility within the regulatory review structure of New Market that provides incentives to redevelopment and rehabilitation land and existing structures with the SC Area.</p> <p>PM: Successfully attract new and infill development within the SC area.</p>	<p>Strategy A: Review the Town’s land development ordinance.</p> <p>Strategy B: Add incentives and remove barriers to encourage redevelopment.</p> <p>Strategy C: Seek technical assistance.</p>	<p>Maryland Department of Planning (Smart Growth)/(Smart Codes)</p> <p>Town of New Market Planning Commission</p>
<p>Outcome 3: A future New Market, that grows with a safe, fully accessible multi-modal network. This network should offer future residents up to date facilities for both pedestrians and cyclists, connecting all residential areas to all commercial areas within the Town boundary.</p> <p>PM: A multi-modal network plan within 5 years, the physical progress within 8 years.</p>	<p>Strategy A: Continue to update the Comprehensive Plan and the Land Development Ordinance.</p> <p>Strategy B: Establish a pedestrian / bicycle priority improvements list.</p> <p>Strategy C: Establish an Open Space policy that buffers the SC Area from the I-70 corridor, while providing additional parkland for accessible by local residence.</p> <p>Strategy D: Re-purpose the Lawn area.</p> <p>Strategy E: Develop a New Market Multi-Modal Transportation Plan that integrates the existing network into the land use policies of the Town’s Comprehensive Plan.</p>	<p>Mayor and Town Council of New Market</p> <p>Maryland Department of Transportation</p> <p>Town of New Market Planning Commission</p> <p>DHCD</p> <p>Frederick County Planning</p> <p>Real Estate Developers</p>