

ENVIRONMENT

(Environmental strengths & 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 & recreation, recycling, water & sewer capacity, etc.)

<u>Strengths</u>	<u>Weaknesses</u>
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.	With the recent renovations of Main Street, nearly all existing street trees were removed. The visual character of the street has changed dramatically and the loss of tree canopy is very apparent.
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.	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.
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.	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.
Water and Sewer service is provided by Frederick County.	

Desired Outcomes & Progress Measures	Strategies & Action Items	Implementation Partners
New Market desires to correct sidewalk gaps to attract more pedestrians to the district and add more parking in the district.	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.	The Mayor and Town Council of New Market
New Market desires to reduce the amount of untreated stormwater runoff in the SC Area. New Market would like to install micro bio treatment areas to treat 50% of runoff, within 5 years.	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.	The Mayor and Town Council of New Market Maryland Department of the Environment's Water Quality Financing Administration. The Frederick County Fire Marshal
Current forest conservation areas in the district have invasive species such as Bradford pear. The Town of New Market would like to remove 50% of invasive or non-native plant species that inhabit the area within 5 years.	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.	Maryland Department of the Environment, Department of Natural Resources

<p>The Town of New Market wishes to repurpose the existing fire pond within the district, within 5 years.</p>	<p>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>The Mayor and Town Council of New Market Maryland Department of the Environment's Water Quality Financing Administration. The Frederick County Fire Marshal</p>
<p>The town will obtain Sustainable Communities Certification for New Market within 12 months.</p>	<p>The Town's green team committee and staff will craft a plan of action to make 'Certification' a reality. Possible actions – a farmer's market & CSA food pick-up points, local plant sales, etc.</p>	<p>The Mayor and Town Council of New Market The New Market Green Team Sustainable Maryland Certified</p>

ECONOMY

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

<u>Strengths</u>	<u>Weaknesses</u>
<p>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. It is viewed as a regional destination for tourists as well as local residents interested in shopping and eating out. The town is readily accessible via I-70. The Baltimore Beltway and the I-270 Corridor are both a very short drive.</p>	<p>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.</p>
<p>The Town of New Market is projected to more than triple in population during the next decades. 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.</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>
<p>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’!</p>	<p>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.</p>
<p>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.</p>	<p>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.</p>

Desired Outcomes & Progress Measures	Strategies & Action Items	Implementation Partners
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 Quasibicentennial!)	Institute a façade rehabilitation program that provides a cost sharing incentive to property owners to improve their properties. Seek funding and technical assistance. Institute a tenant fit out program to improve interior spaces.	The Mayor and Town Council of New Market Maryland Department of Housing and Community Development
Create incentives to attract suitable businesses and artists seeking locations similar to but less expensive than downtown Frederick.	Institute an art and entertainment district with tax incentives.	The Mayor and Town Council of New Market Maryland Department of Housing and Community Development
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.	Review the Town's land development ordinance. Add incentives and remove barriers to encourage redevelopment. Seek technical assistance.	The Maryland Department of Planning (Smart Growth), (Smart Codes). Town of New Market Planning Commission
Re-image or re-position the SC Area to present a more diversified community that offers live, work, shop, play options.	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. Strengthen business retention activities. Seek funding and technical assistance for the 'Neighborhood BusinessWorks Program'.	Maryland Economic Development Corporation. Maryland Department of Housing and Community Development. The Mayor and Town Council of New Market
Increase tourism and entertainment options within the SC Area.	Celebrate The Quasibicentennial! promote local events that draw tourists and shoppers to the SC Area. Restore & Reinvigorate the town's two annual events - New Market Days and Christmas in New Market. Restart a monthly events series (First Sundays or Second Sundays) once the critical mass of shops increases. Coordinate events with the heritage area and National Road marketing programs for greater publicity.	Maryland Office of Tourism Heart of the Civil War. Org State and county scenic byway programs National Road program
Improve signage and gateway treatments on state roads to improve visibility for the district and guide shoppers and visitors to the business areas.	Design & install signs & plantings in SHA row on 144 & Boyers Mill & @ 144 at Maryland Route 75. Install improved TAC signs on I-70 as agreed.	SHA. The Mayor and Town Council of New Market

<p>Repurpose current town hall structure on main street to enhance critical mass of district activities. Several uses or a mix of uses are possible.</p>	<p>Study options and develop a preferred use and improvement plan and find partners and funding to help implement.</p>	<p>The Mayor and Town Council of New Market, DHCD</p>
<p>Improve the parking options for visitors and residents.</p>	<p>Review the ordinances that govern off-street parking. Make adjustments to encourage development of parking where space permits that does not detract from the local environment. Add shared off-street parking at the current or new town hall locations or in coordination with the fire hall.</p>	<p>The Mayor and Town Council of New Market Maryland Department of Transportation, Town of New Market Planning Commission.</p>
<p>Educate & coordinate with local real estate agents to better market the district's potential and vision to people considering renting or buying in the district.</p>	<p>Create a new section on the town website appealing to businesses and property buyers in the district. Include a vision, contacts and a list of incentives (expand as programs are added). List available properties. Make phone calls & send out information to realtors in the area and in historic Frederick. Seek technical and funding assistance</p>	<p>Committee members & town staff, DHCD</p>
<p>Use town website, town welcome letters, maps and bulletin boards to market businesses.</p>	<p>Enhance town website, town welcome letters and town bulletin boards. Seek technical and funding assistance.</p>	<p>Committee members & town staff, DHCD</p>

TRANSPORTATION

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

<u>Strengths</u>		<u>Weaknesses</u>	
I-70 provides the Town of New Market and the SC Area with immediate access to Baltimore, Frederick and the I-270 Corridor.		Main Street is also MD144 and serves as a minor arterial that parallels I-70. This state facility handles roughly 17,000 vehicles daily in the SC Area. 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.	
Renovation of Main Street is nearing completion. This effort provides new curbs, sidewalks, resurfacing, lighting and safety signs.		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.	
An existing and well-maintained alley system serves as an alternate vehicular routing for residents within the SC Area.		Safe bicycle circulation is difficult along roadways within the SC Area. Riders are forced into the Main Street vehicular traffic patterns.	
Desired Outcomes & Progress Measures	Strategies & Action Items	Implementation Partners	
Slow traffic down. Reduce volumes. Create alternate routes in coordination with local developers.	Encourage drivers to seek alternative routes that take the traffic off Main Street. Step up enforcement of traffic violations. Design and construct alternative route for transient vehicular traffic.	Miller and Smith (Developer of Calumet) Town of New Market Planning Commission Frederick County Police / Sheriff	
Reduce pedestrian and vehicular conflicts on Main Street. Make Main Street a safer place.	Evaluate post construction behavior patterns and make adjustments to accommodate pedestrians. Seek technical and financial assistance through the Sidewalk Retrofit Program.	Maryland Department of Transportation, Town of New Market Planning Commission, The Mayor and Town Council of New Market	
Improve the existing alley network	Improve alley road beds. Consider changing some alley to one way traffic.	Town of New Market Planning Commission, The Mayor and Town Council of New Market, DHCD	
Safe routes for cyclists to access the SC Area.	Evaluate post construction behavior patterns and make adjustments to accommodate cyclists. Seek technical and financial assistance through the Maryland Bikeways Program.	Maryland Department of Transportation, Town of New Market Planning Commission, The Mayor and Town Council of New Market	

HOUSING

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

<u>Strengths</u>		<u>Weaknesses</u>	
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.		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.	
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.		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.	
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.		Many of the historic homes are in need of repairs and these needed repairs detract from the appeal of the district as a whole. Few homes within the district have accessible features. Recent tree removals for the new streetscape has made these deferred improvements highly visible.	
Desired Outcomes & Progress Measures		Strategies & Action Items	
Continue trend of owner occupied housing. Increase diversity that allow different income brackets the opportunity for home ownership in the next 5 years, attract home owners who want a business in their homes and a mixed use setting.		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!)	
Desired Outcomes & Progress Measures	Strategies & Action Items	Implementation Partners	
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!)	Institute a façade rehabilitation program that provides a cost sharing incentive to property owners to improve their properties. Seek funding and technical assistance. Institute a tenant fit out program to improve interior spaces.	The Mayor and Town Council of New Market Maryland Department of Housing and Community Development	

QUALITY OF LIFE

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

<u>Strengths</u>	<u>Weaknesses</u>	
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.	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 SC Area contains the historic & cultural assets of New Market that establish its sense of place. Many of the historic homes date from the 18 th and 19 th 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.	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.	
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 of the SC Area.	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 & Progress Measures	Strategies & Action Items	Implementation Partners
The town of New Market desires to create a new larger town hall in district by repurposing a recently acquired single family structure and 0.8 acre site to create a town hall, a civic building suitable for generations to come.	Conduct a building assessment of the recently acquired structure, establish budgets and explore grant assistance. Seek relief from certain recent code changes that do not affect health, safety, or welfare. Seek technical assistance.	Maryland Department of Planning Town of New Market Planning Commission CBDB, DHCD
The town of New Market desires to enhance the current small park in the district.	Coordinate alterations in the park to coordinate with infill development uses, library, senior housing etc.	The Town of New Market Mayor and Town Council Infill property developers, DHCD
Build a public county library in the SC Area of New Market within 10 years	Establish a committee to begin the process of justifying a library within New Market, with anticipated growth in the town and surrounding area as a key justification. Establish budgets. Seek technical aid, funding, and a suitable site.	Maryland Department of Planning, Town of New Market Planning Commission, The Town of New Market Mayor and Town Council The Frederick County Public Libraries system
Build a small accessible public amphitheatre in 5 years	Use the land area around the newly acquired single-family structure for public use. Reconfigure the lawn area to accommodate a small amphitheatre and add additional parking and sidewalks. Seek funding.	Town of New Market Planning Commission The Town of New Market Mayor and Town Council

LOCAL PLANNING & LAND USE

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

<u>Strengths</u>	<u>Weaknesses</u>
<p>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, services, food and entertainment venues, artists, entertainment venues, etc. Such a thriving district has been found here several times before and existed as recently as 2006.</p>	<p>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.</p> <p>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.</p>
<p>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.</p>	<p>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.</p>
<p>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 Rte 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.</p>	<p>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.</p>
<p>The district includes both an elementary and middle school. The elementary school is a “blue ribbon” school and helps to attract residents to town.</p>	<p>Too few students walk to the schools from nearby homes. This causes congestion along rte 144 in the morning and evening.</p>
<p>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.</p>	<p>Connectivity between various development ‘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.</p>

Desired Outcomes & Progress Measures	Strategies & Action Items	Implementation Partners
New Market desires to protect the quality of life within the town as a whole, and maintain the character and redevelopment opportunities within the SC Area.	Continue to update the Comprehensive Plan and the Land Development Ordinance. Establish a pedestrian / bicycle priority improvements list.	Maryland Department of Planning Town of New Market Planning Commission, Frederick County, and Maryland Department of Transportation
	Establish an Open Space policy that buffers the SC Area from the I-70 corridor, while providing additional parkland for accessible by local residence. Re-purpose the Lawn area.	Maryland Department of Planning, Town of New Market Planning Commission, The Town of New Market Mayor and Town Council