

XI. THE LAND USE PLAN

The Land Use Plan (Map 11) shows the distribution of all Town land use categories.

The Historic District Residential Merchant Area (HD/RM) The intent of this area is 1) to safeguard the heritage of New Market by preserving the district herein which reflects elements of its cultural, social, economic, political, or architectural history; 2) to stabilize and improve property values in such a district; 3) to foster civic beauty; 4) to strengthen the local economy; and 5) to promote the use and preservation of historic districts for the education, welfare, and pleasure of the residents. Further the intent of this district is to preserve, encourage and strengthen both the historic architectural character and the historically mixed residential and commercial use of the district, while accommodating small scale shopping, service, and entertainment uses that serves the community and surrounding region. The district is intended to permit a defined range of small and mid-sized retail, commercial, service and office uses located in close proximity to each other and to residential uses within a historic small town main street setting consistent with Town's heritage and identity. It is envisioned as a destination for tourists, a place to work and a place to live.

The Residential Merchant Area (RM) zoning intent and mix of uses is to preserve the historic character of areas near the Historic District within the Town, and to preserve, encourage and strengthen the historically appropriate mixed residential and commercial character of the district, while allowing limited retail and commercial uses which promote and enrich tourism and support a vital low scale town business district with a traditional small town main street setting.

Low Density Residential Areas (LDR) are primarily for single-family detached homes, together with other facilities common to residential areas. Such a district within the Town may incorporate larger lot sizes, in which the green space desired is entirely within the lot and / or it may incorporate the formation of green space communities in which the lot sizes are made smaller and the area which results from the reduction in lot size below the general standard for the district be provided and maintained as recreation and open space for community residents. Any new development in these areas of Town should have an overall minimum density of 3.5 units per acre in order to qualify as a Priority Fund Area.

Planned Residential Development (PRD) blends low, medium, and high residential densities and building types. This planned development approach combined with clustering to protect open space and sensitive areas is particularly suitable for large plots of land in single ownership with good access to roads and community facilities. It allows for a high standard of land planning and site design because the project can be planned as a single, complete development to be constructed over a period of years as part of a master plan rather than as a series of individual, disconnected parcels. In the PRD Zoning District, specific development zones are not pre-mapped. Rather, development categories are expressed as percentages of the completed project. Open space, for example, may be required to be 30% of the total land area with low density residential at 35%, high density residential at 10%, and so on. Even though all residential densities and building types are allowed, maximum or minimum limits would be established to govern the number of units allowed in each density and building type category with an overall minimum density of 3.5 units per acre.

A mixed density/planned development approach is particularly suitable on the large, single-ownership parcels in the northern and southern portions of the Growth Area. Application of a PRD Zone for New Market should pay particular attention to the varied topography around the Town, the need to protect and nourish downtown businesses while increasing business activity elsewhere in the Town, the continuing need for affordable housing, and the need for a very

strong plan review process so that the advantages of flexibility, better design, and a higher level of environmental protection are ensured. This is similar to the County's PUD designation.

Mixed Residential/Service Areas (MRS) are intended to provide predominately residential areas largely with the convenience of a limited number of frequently used services in close proximity to their homes. Permitted uses are intended to be of a type, and developed in such a manner, as to be compatible with the residential environment. The uses allowed should include selected neighborhood retail, office and service uses and should allow live/work situations, as does the Residential Merchant District. This is similar to the County's Village Commercial Land Use. MRS Areas along the Old National Pike Scenic Byway Corridor versus areas along South Alley may have slightly differing requirements based on the Town's anticipated zoning review.

Mixed Commercial Areas (MC) are intended to be central shopping, service, office, and entertainment centers for the community. These areas are intended to complement the RM and RMS areas of Town and to accommodate a larger range of uses and somewhat larger scaled facilities than are allowed there. The facilities should be grouped together in an attractive and convenient manner with particular attention paid to the safety of pedestrian travel and the protection of adjoining residential areas and consistency with Town character. Where practical they serve as an extension of the existing Old National Pike Main Street and should be connected to it. This district requires excellent vehicular accessibility from the Town and the Region. This designation would be most compatible with the County's GC Designation.

Mixed Commercial/Industrial Areas (MCI) are for commercial environments that are enhanced by recreational, employment, light industrial, storage, distribution, and similar activities and to assure the compatibility of the mix of uses by incorporating higher standards of land planning and site design than could be accomplished under conventional zoning categories. These uses do not have objectionable operational aspects such as noise, smoke, odors, or hazards from fire. They are appropriate when infrastructure services are in place and nearby activities are protected from the impacts of the operations. This is most similar with the County's Mixed Use Development Land Use

Open Space Areas (OS) are intended to provide for parkland, natural areas for passive recreation, parks as well as active recreation. This is consistent with the County's Public Parkland/Open Space.

Agriculture Areas (AG) are intended to preserve productive agricultural land, the character and quality of the rural environment, prevent urbanization and promote agro-tourism and agricultural operations. This is consistent with the County's Agricultural/Rural land use and recent County changes to the uses permitted in County Agricultural Areas.

Institutional Areas (IS) are meant to identify and preserve land for essential public uses such as education, government, or utility facilities. This is consistent with the County's Institutional Land Use.

Amusement Park Area (AP) is intended to accommodate active commercial recreation and amusements.

Economic Development Flex Area (EDF) is intended to provide maximum flexibility to encourage employment related business development that is both sensitive to the areas designated with relation to its surroundings as well as appropriate for the desired objective. These uses do not have objectionable operational aspects such as noise, smoke, odors, or hazards from fire. They are appropriate when infrastructure services are in place and nearby activities are protected



from the impacts of the operations. This designation would be most compatible with the County's ORI Designation.

Use designations that appear on the Town Land Use Map for properties in the Town Planning Area but that have not been identified as properties for possible Annexation refer to the County's use definitions. This includes GI-General Industrial, LI-Light industrial, LDR, etc.



XII. FIVE YEAR ACTION PLAN [Update]

YEAR ONE

Economic Development and Revitalization

The Town will prepare a strategy and define a role for the Town to promote for vital business areas in Town consistent with this Plan. The Town should work with the business community to develop and implement a plan of action that helps promote and enhance the vitality of the Main Street Business District once the current Streetscape construction is completed, and seeks to promote and increase the number and diversity of businesses within the Town overall.

Actions to be investigated could include:

- Update and maintain the Town business listing posted on the Town website.
- Prepare and maintain a list of existing buildings, building spaces and properties available for businesses to occupy in the Town.
- Educate local realtors on the Town Plan and Town Vision relative to business growth.
- Consider annexation opportunities that increase businesses areas within Town.
- Apply for State technical and financial assistance as a Sustainable Community and Affiliate Main Street.
- Consider applying to expand the Sustainable Community Boundary to include added areas along MD-144 to the East and West either in cooperation with the County or with annexing land owners.
- Consider pursuing opportunities to create new incentives to attract businesses to Town such as the State Arts and Entertainment District Program and others.
- Assist the business community in efforts to promote local businesses, coordinate marketing efforts and other Main Street style business activities, in anticipation of a formal Designated Main Street application.
- Expand efforts to promote New Market as a visitor destination with shopping, dining, historic tourism, agro-tourism, local arts, and entertainment, etc.
- Review and update the Town LDO as needed to support these efforts
- Promote the Town as part of the approved Civil War Heritage Area.
- Extend and improve pedestrian and bike networks in Town
- Improve and add district signage for Main Street.
- Make other physical improvements as identified in the action plan and by Town committees.

The Town will work towards expanding and diversifying its tax base:

- Consider annexation opportunities that provide land areas for new businesses within the Town.
- Consider pursuing opportunities to create new incentives to attract businesses to Town.

Town-County Growth Coordination

Continue efforts to coordinate growth with the County in and around the Town Planning Area and assure that any growth around New Market town limits is carefully coordinated, consistent in both character and scale, governed by compatible land use regulation, and appropriately served by utilities and roads. As part of this effort, the Town's annexation policies should be communicated to Frederick County officials and a mechanism developed to engage in joint land use decision-making for the areas outside the Town limits. These discussions should include the creation of a growth boundary for New Market recognized by Frederick County for infrastructure, annexation, and regulatory purposes.

- Seek a formal Joint Planning Agreement with the County.

Regulations and Standards

1. Update the Town's Forest Conservation Regulations.
2. Prepare and approve a map of the Architectural Review District Overlay Zone.
3. Review and update the Architectural Review District Design Guidelines and include consideration of Scenic Byway standards for the Old National Pike Corridor.

Transportation

1. Conduct a study to determine the desirability to converting selected cross alleys in the Main Street Area from Town away to a network of one way pairs.
2. Continue to support State completion of the I-70 and Meadow Road interchange to allow westbound traffic to enter and eastbound traffic to exit.

Administration

1. Review, clarify and update Town permit forms, application processes and record keeping.
2. Review and clarify Town application processes for annexation requests.

Master Planning

1. Work with the County to achieve an "intergovernmental cooperative agreement" for an agreed-upon Annexation Area and/or coordinate the language of the Comprehensive Plans of both jurisdictions.
2. Prepare and file a local jurisdiction annual report with the State.
3. Pursuant to Maryland Land Use Article Sections 3-204 and 3-205, prepare a process for when or how future Town reviews and updates of the Comprehensive Plan will take place.

YEAR TWO

Economic Development and Revitalization

Continue economic development efforts based on action plan developed.

Transportation

1. Conduct a study to prepare and adopt a pedestrian/bicycle network plan for the Town with safe routes connecting all parts of the Town and the greater New Market Area and identifying gaps and hazard to be corrected.
2. Conduct a study to determine future needs for shared off-street parking along and behind Main Street and devise methods to accommodate the need.
3. Work with SHA to plan extensions of sidewalks in MD-144 to and across MD-75, and to plan for future improvements to that intersection.

Regulations

Begin revisions to the Town Zoning and Subdivision Ordinances based on directives contained in the Master Plan.



Administration

1. In coordination with the zoning ordinance revisions, clarify and streamline the regulatory process through standardization, time certain reviews, and consistent application of development controls.
2. Evaluate all design review procedures including those for the Historic District and modify as necessary to ensure consistency with other regulatory and administrative procedures.
3. Ensure that environmental impacts receive equal consideration along with economic and engineering factors as a part of the review process.

Master Planning

Prepare and file a local jurisdiction annual report with the State.

YEAR THREE

Economic Development and Revitalization

Continue economic development efforts based on the Plan developed.

Transportation

1. Work with the County and State to plan, design and fund projects to implement the Town pedestrian bike plan
2. Plan, design and fund projects as needed to address parking needs along and behind Main Street.

Regulations

1. Complete revisions to the zoning and subdivision ordinances.
2. Prepare and adopt new road design standards and specifications.
3. Review, clarify, update and adopted as needed updated HDC Design Standards pursuant to the guidelines spelled out in this Master Plan.
4. Review, refine, illustrate and adopt the Preliminary Architectural Review District Design Standards contained in the Appendix of this Master Plan.

Master Planning

Prepare and file a local jurisdiction annual report with the State

YEAR FOUR

Economic Development and Revitalization

Continue economic development efforts based on the Plan developed.

Regulations

Evaluate the process for zoning changes pursuant to the guidelines spelled out in this Master Plan.

Community Facilities

1. Conduct studies to determine the need for an increased level of law enforcement, and a Town library.
2. Develop a package of incentives and encourage the following uses of open space: additional active parkland, development of designated parkland, increased historic preservation, additional natural open space, preservation of trees and other vegetation, and preservation of natural drainage and aquifer recharge areas.

Master Planning

1. Prepare and file a local jurisdiction annual report with the State

YEAR FIVE

Master Planning

1. Evaluate the current Master Plan when updated Town population and demographic reports from the next 2020 US Census data become available. (This is anticipated in 2021).
2. Review and consider updating Town growth projections.
3. Review the Plan's implementation status and prepare another five (5) year plan of action.
4. Prepare and file with the State a five (5) year plan report that includes a narrative on the plan's implementation status.

Economic Development & Revitalization

Update five (5) year action plan for this area as well.



