



WE LOVE

DOWNTOWN FREDERICK

The hub of culture, commerce and government, our urban downtown with a small town feel is vibrant, walkable and economically vital. We are at the heart of a county that features nationally recognized biotech companies, three colleges, a super educated workforce and great amenities.

Downtown Frederick is a real place—not a museum. We value our beautiful architecture and history-lined streets, our neighborhood character and characters, our independent businesses and our year-round events that attract residents and visitors alike. We retain our historic charm while embracing new ideas.

The people who live here and work here make us cool, reflecting a diversity of ethnicities, lifestyles, ages and incomes. Already a vital hometown today, Downtown Frederick in the next five years will be a stronger, better, greener, more attractive place to work, shop, dine and build a life.





VISION // LIVE DOWNTOWN

Welcome 335 new residents by 2020

People living downtown keep us real. Reusing, adapting and growing our building stock is the sustainable path we plan to take. More residents bring business, making downtown an even better place to live.

Action: Market Live Downtown

Make the case for downtown living to potential new residents and promote the economic impact of downtown residents to the wider community

Action: Change Policy

Remove regulatory barriers to achieving our goal

LIVE



VISION // WORK DOWNTOWN

Grow by 200 new jobs and maintain 3,200 public sector employees in Downtown Frederick

Downtown Frederick is where the work happens. Downtown employers represent a quarter of the City's total workforce and nearly half of all downtown jobs are in the public sector.

Action: Bring New Jobs to Downtown Frederick

Encourage employers to locate in Downtown Frederick with an emphasis on tech

Action: Retain Public Sector Jobs

Ensure all public entities look to Downtown Frederick first

WORK



VISION // STAY DOWNTOWN

Grow by at least 200 more overnight rooms in 2018

Visitors who spend the night spend more. A new Downtown Hotel and Conference Center is anticipated to bring more than \$25 million in direct, indirect and induced spending to the Frederick community.

Action: Advocate for the new Hotel

Help make the Downtown Hotel a reality through advocacy for public funding and assist the merchant community in capitalizing on the opportunities

STAY

VISION // PLAY DOWNTOWN

Bring more people to shop, eat and experience Downtown Frederick

More visitors from near and far grow our success. Of the nearly \$224 million in 2014 retail sales, two-thirds of the dollars were spent by people who live outside of Downtown Frederick.

Action: Make Downtown a Destination
Market Downtown Frederick as a destination and create seasonal attractions



PLAY

VISION // CONNECT DOWNTOWN

Take action on underutilized sites and connect downtown neighborhoods

Underdeveloped buildings, underutilized sites and blighted places keep Downtown Frederick from reaching its full potential. Knitting together the fabric of downtown by creating vibrant connections and putting key sites into active use is critical.

Action: Take Action on Transformative Projects
Ensure the identified critical projects move to fruition

Action: Make Connections
Support the implementation of a downtown circulator and undertake key connector projects each year

Action: Create the right tools
Evaluate the need for new investment tools



CONNECT

MAKE IT
HAPPEN
WITH DOWNTOWN FREDERICK PARTNERSHIP

FOUR TRANSFORMATIVE PROJECTS



1 Carmack Jays

Move energy further north on Market Street by supporting the redevelopment of the Carmack Jays site to include new residences, public parking and retail space at the streetface



2 Post Office

Pursue redevelopment, while retaining the retail Post Office use on site, to increase the connection between and vibrancy of the East Patrick and East Street corridors



3 Brickworks

Increase the downtown residential population by supporting housing development on the site, develop connections between the site and downtown proper to further activate both destinations and support development concepts that are complementary to Downtown Frederick



4 East Street Corridor

Enhance the pedestrian environment along the East Street corridor to increase the movement of people throughout Downtown Frederick

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Transformative Projects
 See above for a description of each of the four Transformative Projects
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Opportunity Site
 A location that has development or redevelopment potential
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Potential Connector
 A location where the downtown street grid could be expanded

