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.

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.

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.
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

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

MAKE IT HAPPEN WITH DOWNTOWN FREDERICK PARTNERSHIP

DOWNTOWN FREDERICK PARTNERSHIP STRATEGIC PLAN
GUIDING THE WORK OF THE PARTNERSHIP THROUGH 2020
4 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.

Transformative Projects
See above for a description of each of the four Transformative Projects.

Opportunity Site
A location that has development or redevelopment potential.

Potential Connector
A location where the downtown street grid could be expanded.