

The Town of New Market



DRAFT

Town of New Market Master Plan Update

2025 to 2045

issued for review June 24, 2026

40 W. South Alley, New Market MD
Phone: 301.865.5544
Fax: 301.865.5638
Web: townofnewmarket.org

TABLE OF CONTENTS

1. INTRODUCTION.....	page 5
• Plan Purpose • Plan Authority • Planning Process & Implementation Requirements • Existing Town Overview • County Planning Background • Town Planning Background • Cooperative Planning Background • Town Elements and Plan Terms	
2. 2025 TOWN VISION & GOALS.....	page 10
• Town Vision Statement • Town Character Goals • Walkability and Mobility Goals • Economic Goals • Town Objectives • Maryland Sustainable Growth Planning Principles	
3. DEVELOPMENT REGULATIONS.....	page 13
• Scope of Regulatory Control • Regulatory and Enforcement Tools • Recommended Plan Implementation Actions	
4. TOWN DESIGN AND COMMUNITY CHARACTER.....	page 15
• Key Elements of Town Character • Town Character Implementation Mechanisms and Roles • Town Character Implementation Progress • Recommended Plan Implementation Actions	
5. TOWN ECONOMY.....	page 20
• Economic Vision and Goals • Past Economic Eras • Economic Progress since 2016: • Existing Economic Conditions • Pipeline and Targeted Economic Development • Recommended Plan Implementation Actions	
6. LAND USE.....	page 25
• Existing Zoning • Existing Land Use • Land Use Plan • Recommended Plan Implementation Actions	

7. TOWN GROWTH AND COUNTY COORDINATION.....	page 30
• Population and Residential Growth • Non-Residential Growth in Town • Town Expansion Growth Areas • Recommended Plan Implementation Actions	
8. HOUSING.....	page 36
• Supply Assessment • Zoning Review • Affordability Assessment • Recommended Plan Implementation Actions	
9. SENSITIVE AREAS.....	page 40
• Preservation Planning • Review of Existing and Pipeline Preservation • Existing Sensitive Areas and Resources • Recommended Plan Implementation Actions	
10. PUBLIC FACILITIES AND SERVICES.....	page 43
• Public Transportation • Public Schools • Public libraries • Municipal Facilities • Public Bathrooms • Public Parking • Town Services • Public Safety • Water and Sewer Services • Parks and Recreation • Recommended Plan Implementation Actions	
11. TRANSPORTATION.....	page 49
• Transportation Objectives Review • Road Network • Pedestrian and Bike Transportation and Recreation Network • Public Parking • Recommended Plan Implementation Actions	
12. WATER RESOURCES.....	page 59
• Current Plan • Recommended Plan Implementation Actions	
13. FISCAL PLANNING.....	page 60
• Existing Conditions • Town Strategies • Recommended Plan Implementation Actions	
14. PLAN IMPLEMENTATION SUMMARY	page 63

APPENDICES

APPENDIX A: MAPS

- Map 1 - Existing Town Boundary & Aerial
- Map 2 - Map of County Growth Areas around New Market
- Map 3 - 1969 Town Land Use Plan graphic
- Map 4 - Existing Town Zoning
- Map 5 - 1793 Town Map
- Map 6 - 1998 Visitors Guide Map
- Map 7 - Existing Land Uses
- Map 8 - Land Use Plan
- Map 9 - Current County Zoning
- Map 10 - Current County Comprehensive Plan
- Map 11 - Town Growth Area Map
- Map 12 - Natural Features
- Map 13 - Waterways and Watersheds
- Map 14 - Current Sewer Service Area Map
- Map 15 - Current Water Service Area Map
- Map 16 - Ownership of Existing Roads
- Map 17 - Existing Major Road Network Map
- Map 18 - Major Road Network Plan (Town Major Streets Plan)
- Map 19 - Existing Pedestrian Network Map
- Map 20 - Pedestrian and Bike Network Plan
- Map 21 - Public Parking Map

APPENDIX B: Road Classification Information

- Existing Road Classifications
- New Town Road Classifications

CHAPTER 1: Introduction & Background

Plan Purpose

The 2025 Town of New Market Master Plan (the Plan) is an official document prepared under the direction of the Planning Commission and adopted by the Town Council. The Plan sets a vision and goals for the town's future. It guides development of the physical environment within the Town and its growth area. It recommends actions and strategies to achieve the Town's vision. It establishes Town policy and guides decisions over a twenty-year period. The adopted Plan is intended to ensure consistent pursuit of Town goals regarding Town character, economy, land use, growth transportation, public facilities, and sensitive area protection. This plan represents an update and refinement to previous town plans. It has been crafted to provide an evolving but consistent vision and to carry forward long-term town goals that may take many decades to implement through the dedicated work of multiple town administrations and private stakeholders.

The Town uses this Plan when reviewing development proposals, zoning issues, annexations, and public construction projects and setting town budgets. The Plan informs town leaders, residents, property owners, and other stakeholders, about the town's past and present and its desires and priorities for the future. The Plan also serves as a mechanism to coordinate with the County, the State and other regional and federal agencies regarding land use, environment, and infrastructure decisions in and around the Town.

Plan Authority

The Land Use Article of the Annotated Code of Maryland MD - Annotated Code of Maryland Md. Land Use Code Ann. § 3-101 requires the Town to develop a Comprehensive Plan that looks 20 years into the future, to review progress every 5 years and to review and consider updates every ten years. State law requires certain subjects to be addressed. It also requires the Plan to be consistent with the state's Economic Growth, Resource Protection, and Planning Policy and its eight Planning Principles which foster a high quality of life for all state residents by creating sustainable communities and protecting the environment.

Planning Process and Implementation Requirements

The Town is required to implement its Plan by adopting laws, ordinances, and other land use regulations that are consistent with the Plan. Funding decisions for public sector projects must also be consistent with both the town plan and state principals. Being consistent means that town land use regulations and decisions agree with and implement the Plan's policies and recommendations regarding *implementation timing, development patterns, land uses; use densities or intensities and rezoning*. Town decisions made may either show clear support for the Plan or be neutral but may not undermine the Plan.

This Plan is not intended to be a static document. It acknowledges that changes are occurring in the world, the county, and areas around Town. This Plan has been written in a manner that provides the Town's Planning Commission and Council with some flexibility in interpretation. The Town anticipates that Plan amendments may be needed from time to time as conditions change and new issues and opportunities emerge. Some are noted herein; others are not currently foreseen.

2025 Town Overview

New Market is a 1,116-acre community built on gently rolling open land in central Frederick County. The town is part of the Washington Metropolitan Statistical Area. It sits at the interchange of Interstate 70 and State Route 75. On good traffic days Frederick City is minutes

away. Both Washington DC and Baltimore are about an hour away. Map 1 in the appendix illustrates the town's existing boundary and provides an aerial view of town.

As of September of 2025, the Town has about 590 homes, about 1562 residents and 52 licensed businesses. The town is organized along a linear mixed-use corridor that follows Main Street/Old National Pike. Most town residents live within a 10 minute (1/2 mile) walk of Main Street and the elementary and middle schools located on Main St. Most residents work and do their daily shopping in locations outside of town. The town's compact walkable character, its charming small-scale business enterprises, historic buildings, and traditional entrepreneurial mixed-use activity are important parts of New Market's culture, identity, and appeal.

New Market is one of twelve municipalities in Frederick County. It is ranked eighth in population. New Market is one of five municipalities designated by the County for growth in areas around the town. Most of New Market is in the 21774 New Market zip code district. However, that district also includes large areas outside of town. Some small parts of town are within the Mount Airy and the Monrovia zip codes.

New Market was founded in 1793 and incorporated in 1879. It was built by entrepreneurs servicing the needs of travelers. The town's economic focus and fortunes have changed several times in the past 233 years. For its first 100 years it served millions of passing travelers and drovers moving livestock and goods on foot, horse or wagon along the National Pike. The Pike connected the new nation to its growing territories in Ohio and Indiana. It became known as the Gateway to the West and the Main Street of America. New Market is one of many National Pike towns.

In the 1900's traffic slowed on the Pike as the country's growing railroad network drew travelers and traders to other routes. The town's population and business community shrank. The economy refocused on residents in and around the town. Starting in the 1930's, a national trend emerged for weekend antiquing excursions. New Market became a regional tourist destination known as the antiques Capital of Maryland. It offered antiques, crafted goods and food in a charming historical setting to droves of weekend visitors. This second economic boom lasted about 80 years. It was aided by another boom that started after WWII when Frederick County became a popular bedroom community for the Dc metropolitan region.

By the early 2000's the town's economy had slowed again as the flow of tourists declined, and antique businesses began to close. Today the town has a larger, more affluent population and many large and growing residential neighborhoods nearby that help to support a growing locally focused business community.

The town's population has grown irregularly, making leaps followed by pauses and reductions. Since the 1970's growth has been closely tied to the availability of county water and sewer service capacity and extensions. Population leaps occurred as large new residential subdivisions were annexed and developed. The town is currently entering another period of growth after a six-year pause. Over the next fifteen years the town is expected to gain about 3672 new residents, about 1533 new homes and 30 or so new businesses. These numbers are based on approved plans for several infill, redevelopment and new developments that are referred to in this Plan as pipeline developments.

In 2043 the Town of New Market will celebrate its 250th anniversary. The town's most recent history, written for the town's 200 anniversary, is available on the town website.

County Planning Background –Frederick County comprehensive plans since 1969 have identified large areas around New Market and the interchange of Rte. 75 and I-70 as an being of regional importance and a place where growth should be directed. Four separate county designated Community Growth Areas exist around and near the town. These are the New Market, the Linganore, the Monrovia and the Holly Hills Community Growth Areas. See County Growth Area Map #2 in the Appendix. Together these areas are considerably larger than the town both in land area and population. The number of homes in the residential pipeline for these areas exceeds the town's pipeline growth.

As of December 2025, the county's New Market Community Growth Area includes 1202 acres, four large residential subdivisions with over 700 residential units, and several large light industrial businesses. Six non-residential subdivisions are in active development. Due to geology, topography and highway access, County plans envision more large light industrial development. The growing 5,246-acre Linganore Community Growth Area abuts the town's northern and western boundaries. Approved in the 1960s as a PUD and billed as a visionary new town, this area includes 3917 approved residential units. About 2000 homes are currently planned and in the pipeline. This area has several village centers and a growing town center two miles away from town on Old National Pike. The 1061-acre Monrovia Community Growth Area south of town and the railroad line is planned for about 2350 homes and a town center. About 1100 homes are in the development pipeline.

Town Planning Background

This document represents the fifth town Master Plan. Previous plans were adopted in 1969, 1992, 2005 and 2016. The first two plans were prepared by County staff acting on the town's behalf. This will be the third plan prepared for the town by town planning staff.

This plan provides an update to the 2016 plan rather than a new direction. It builds on long-standing town vision and goals. The town recognizes that municipal plans can take several decades to achieve. Persistence and consistency are required to achieve community goals. For example, the New Market Parkway, expected to open around 2032, was first envisioned 57 years ago.

The first plan done by the County in 1969 looked out 15 years and beyond. It provided guidance for both the town and large areas around the town. It was drafted just after the town adopted its first zoning regulations and established its historic district. The plan occurred at an important juncture in the town's history. It envisioned dramatic changes. It anticipated the coming construction of I-70, the realignment of Rte. 75/Green Valley Rd and creation of a new interchange. It envisioned a northern bypass for Main St. It foresaw a significantly larger and denser town in which public water and sewer replaced the town's many private wells and septic fields. It projected that the town's population would grow from 400 to 1100 by 1985. It anticipated another 10,300 people living within the four quadrants around the new interchange. It envisioned an industrial park and large new commercial areas around the interchange. To protect the town's historic district's special antiques and tourism niche, it directed that all community-oriented businesses be built outside of the town. (See Map 3 in the Appendix for the 1969 Land use Plan graphic)

By 2005 when the town first prepared their own plan, the 15-year-old county sewer plant at the bottom of Main St. had little remaining capacity. Town growth had paused for several years. Growth waited for a new county sewer facility that has since opened. The 2005 Plan acknowledged that the area's long-envisioned growth was occurring in the County not the Town. The Plan expressed a growing concern that the surrounding county growth was hindering the town's ability to grow, to build a cohesive, compact walkable community, to gain a larger

tax base and to control its own destiny as a municipality. The Town was struggling financially and foresaw that county growth trends might soon permanently preclude the town's growth opportunities. There was also a concern that the last opportunity for the long planned northern bypass would soon be lost.

The 2005 Plan set new town's goals. It sought to attract property owners outside the town. The Plan offered a vision of a compact walkable town as the smarter growth alternative to low-density land consumptive suburban sprawl. The town adopted new zoning tools to more effectively attract annexations and investment to town that would meet state requirements for denser neighborhoods with a minimum of 3.25 residential units per acre.

The 2005 Plan was amended and supplemented four times in response to new state requirements, changing County plans and outside opposition to town growth. A period of turmoil delayed plan implementation and town growth. In 2103 a Growth Element Plan supplement was adopted that envisioned a town population of 3,731 by 2030. It identified large annexation opportunity areas that could offer sites for the bypass and provide needed commercial uses and increases to the town's tax base.

3 key town goals were stated in the 2013 Plan Supplement. They were carried forward in the 2016 Plan update.

- a. To control our destiny as a Town rather than being driven by piecemeal growth over which the Town has no control. This requires that decisions be made by the Town and not for the Town.
- b. To ensure that growth not only pays for itself, but that it also be a source of ongoing revenue for the current and future infrastructure needs of the Town.
- c. To establish New Market as a leader in environmental stewardship and community design by paying strict attention to local and regional environmental needs and actively promoting neighborhood design that reflects the rural, village-like characteristics of New Market.

This Plan update carries the 3 goals forward again with one update. The older description of New Market as a rural village no longer fits. The plan focuses instead on preserving the small-town characteristics of New Market and on preserving the town's rural heritage. In the past two decades both the town and the county have grown. The surrounding rural setting has changed. New Market now sits between several county designated suburban growth areas and an area planned by the county for rural preservation. Maryland regulations now define the term rural village to mean a small cluster of older development in a rural setting that is not incorporated or served by public water and sewer.

Cooperative Planning (placeholder - update in final) – For many years both the Town and County's Plans have called for more cooperative planning. The Town will seek informal County input on this plan update. They will also have an opportunity for formal comments. After the town adopts this Plan, it is anticipated that the County will prepare a Reconciliation Plan that amends the County's Comprehensive Plan in areas around the town. This County process is part of the county's recent efforts to implement the policies of the County's Livable Frederick Plan adopted in 2020. Similar Reconciliation Plans have already been adopted around several other towns.

Town Elements & Plan Terms used in this Document.

For planning purposes this plan uses the following terms in referring to various parts of town and the surrounding area:

1. The Historic District – a nine-block area along Main Street that represents the original 1793 town plat, the historic alley network and several properties south of South Alley. The district is delineated on the town zoning map.
2. Town Center/ Linear Core – a linear district along Main Street and Old National Pike that is the functional business social and civic center of New Market. It includes both the historic district and areas to the west and east and both sides of Rte. 75. It includes a mixture of mixed-use, residential, commercial, institutional, artisan a small maker space uses.
3. Walkable Neighborhoods/Districts – these are residential and mixed-use areas generally clustered within easy walking distance of the linear core. This includes areas with 1/2 mile of Main St./Old National Pike and the public schools. See the Maps in the Transportation chapter.
4. Public Places – New Market's important outdoor public spaces include the ample streetscape of Main Street and a string of public spaces along the street. This includes the Community Park, Messanelle Memorial Park and the elementary school's green space. These are important public places in town where people interact and gather. Their beauty helps to present a positive image for the town.
5. Green Areas – A network of public and private open spaces, natural features, parks, preservation easements and working landscapes in and around town that serve a variety of esthetic, social, environmental and economic purposes.
6. Employment Areas - areas on the edges of the Linear Core and Walkable Neighborhoods/Districts that may lie beyond the range of easy walking distance of the linear core. These areas are suitable for larger commercial, light industrial, and office/research uses that serve both the town and county's economic goals.
7. New Market Growth Area - This area around the town is delineated and mapped by this plan. It includes areas targeted for possible future annexation within the next 20 to 50 years. See Chapter 8 for further details and a map.
8. Greater New Market – This term refers to the areas around town that function as an integral part of the New Market community and where community design coordination with the County is needed. While the county residents and businesses in this area do not vote or pay town taxes, they have some interest in the town's future. The businesses provide daily shopping and services that are not available in town. Many county residents live within walking distance of the town's linear core. They patronize town businesses, use local roads, attend public schools in town, volunteer for town activities and participate in town life. They also travel on town roads.
9. New Market's Market Area - This term refers to areas within a 3 to 5-mile radius of town. The existing and future homes and commercial uses in this area represent the local market area and customer base on which many small local businesses depend. The number of households and business competitors in this radius is an important consideration for retail and service businesses looking to locate in New Market.

CHAPTER 2: 2025 Plan Vision and Goals

The town's vision and goals for the next 20 years, retain and build on long-standing goals from previous plans. New visions and goals have been added to address new hopes and concerns as the town looks further into the future.

Town goals also respond to the state's 8 new Sustainable Growth Planning Principles. These Principles issued in 2025 replace the state's former 12 Smart Growth Planning Visions. They are intended to guide Maryland's shift from Smart Growth to Sustainable Growth. They were crafted to offer a more balanced way of managing land use and development that fairly address economic, social, and environmental factors for both current and future generations.

Town Vision Statement

New Market is a place where people choose to live and do business. It is a thriving and beautiful historic small town with a rich community life. It has a distinctive identity derived from its history as a linear town on the Old National Pike. New Market acknowledges its role as a town near a highway interchange in a growing county. The town carefully balances its goals to preserve its history, community character, quality of life and natural environment with its need for a vital economy, a secure tax base and control over the town's destiny in the context of surrounding growth pressures.

Town Character Goals

New Market's careful management and preservation of its character and historic identity is at the heart of its social and economic vitality.

- New Market's historic small-town character is preserved by actively promoting preservation of the historic district and existing historic structures and by carefully considering neighborhood, site and architectural design changes and infill in and around the town core to ensure that changes reflect the town vision. Future areas of town will be designed to be harmonious with the town's character. They will help provide new visually strong town gateways near the Route 75 intersection.
- New Market has a network of green spaces used for recreation, preservation of natural amenities and environmental resources. These public and private areas are protected so that they may be enjoyed by and serve generations to come. New Market prioritizes development within the town that creates and preserves a compact walkable community, includes attractive open areas and promotes the town's environmental resilience. The town will work with the county to optimize productivity of working landscapes of farms and forests around the edges of the town's growth area where appropriate.
- New Market will strive to maintain its key public places and continue using them to encourage social interaction and opportunities to educate people about the town's culture and history.

Walkability and Mobility Goals

New Market is/will be a compact walkable community where residents in the and its growth area can live, work, play, shop, dine, and go to school. These uses exist close to each other. One can comfortably and safely walk or bike between neighborhoods and destinations throughout town and on both sides of State Rte. 75.

- While New Market is, and will likely remain, largely a bedroom community, residents have the choice to be car independent when at home. We seek to achieve a community where

most residents live within ½ mile of their daily destinations and have access to safe routes to reach them on foot, on a bike or by other means. (See the Pedestrian Plan Map in Chapter 10)

- Careful additions of mixed-use infill, reuse and new development are desirable to ensure that a critical mass of residents and businesses exist in the town center and walkable districts.
- New Market is served by a safe and efficient interconnected network of town, county and state roads. The network should seek to avoid congestion by forming an interconnected grid with route alternatives that avoid funneling traffic to single access points or routes.

Economic Goals

New Market welcomes visitors, tourists and travelers and focuses on serving the residential community in and around town. We seek to build a community in which residents need not leave the area to meet their daily needs. Our goal is to achieve a thriving economy with balanced mix of residential and non-residential land uses in town that ensure the town's financial security for current and future generations while preserving the town's unique character and valued assets. To this end the town accepts measured growth that pays for itself and contributes to the town.

- We continue to promote our traditions for low scale mixed-uses and small business entrepreneurs who live and work on a single site. We embrace moderately sized businesses in the town center that can fit the district's low-scale mixed-use character. We seek to promote employees and customers arriving either on foot or by car.
- We embrace larger businesses and employers outside the historic district, who value the town's highway access and will participate in town life. We seek a wider array of commercial, office and industrial uses that serve the town and surrounding county and provide the town with tax revenues base and employment.
- The town's historic linear mixed-use main street corridor (the linear core) will continue to be the focus of town life. The town will welcome additional low-scale mix of residential and non-residential uses that help to extend the existing core out to the east and the west along National Pike and create a new strong gateway at Route 75.
- The growing mixed-use commercial cluster along Old National Pike to the east of Rte. 75 will evolve and be enhanced as additional residential and commercial uses occur that serve the greater New Market community, this area will be connected to the older sections of town by ample road, sidewalk and bikeway connections.
- The Town will continue to grow south of I-70 to incorporate larger scale uses that meet the region's need for employment and the town's needs for municipal tax base. The Town will work with the county and state on their efforts to manage truck traffic and improve the Rte. 75 corridor.

Public Facility and Infrastructure Goal

- The Town will continue to work with the county and state of infrastructure planning in order to: provide needed facilities and services; strengthen public safety; preserve Town character, improve walkability and mobility; support economic vitality; protect environmental resources; increase resilience; and avoid imposing disproportionate burdens on residents, neighborhoods, or historic resources.

Town Objectives

In accepting measured growth and changes over time the town has four objectives:

1. CHANGE FITS Traditional, historic National Pike Towns with integrated, multiple layers of land uses will be used as a guide for new development along the Pike corridor.
2. CHANGE FIXES Responsible changes in land use patterns will result in health, safety, and environmental protection and enhancement, especially when streams and their buffers are restored, forested areas are connected, and other sensitive areas are maintained or restored to their natural state.
3. CHANGE PAYS Changes in land use patterns must result in benefits and resolve problems. The market value realized through society's decisions to promote development (for example, through zoning, annexation, and infrastructure building) will be directed toward a community vision of an improved quality of life and to offset initial costs and create substantial continuing revenue for the enlarged community.
4. CHANGE MUST SHARE Concern for the public interest, broadly defined to include current and future residents in our Town and region, will be an integral consideration in changes to land use patterns.

Maryland Sustainable Growth Planning Principles

1. Land - Optimize productivity of working landscapes, including farms and forests, and fisheries, and prioritize development within population centers that are in proximity to existing infrastructure and facilities.
2. Transportation - Prioritize transportation networks that create energy efficient, affordable, and reliable access to jobs, housing, and services.
3. Housing - Enable a mix of quality housing types and affordability options to accommodate all who want to live in the state.
4. Economy - Allow for **adaptive reuse, mixed-use, and context appropriate** new development that responds to changing markets and innovations.
5. Equity - Engage all sectors of the community in plan development to ensure **diverse voices** are heard and the needs of **underserved populations** are prioritized.
6. Resilience - Integrate resiliency measures that will **minimize the impacts of rapid and unexpected natural- and human-caused threats** on communities.
7. Place - Provide for **public spaces** that encourage **social interaction** and value **cultural, historical, and natural resources**.
8. Ecology - Protect and restore sensitive ecological systems and conserve natural resources, including forests, agricultural areas, and waterways.

CHAPTER 3: Development Regulations

Implementation of the Town's Master Plan is largely achieved through adoption, utilization and enforcement of town land use and land development regulations crafted for that purpose. This chapter provides a brief review of the Town's existing regulatory and enforcement tools and zoning map.

Scope of Regulatory Control:

The Town of New Market maintains zoning authority over properties in town. It has adopted regulations regarding zoning land use and development, subdivision, roads and community appearance. Like many other smaller towns in Frederick County, New Market relies on the technical expertise of County staff for review and approval of many of the more technical aspects of development. County staff utilize adopted county regulations for their tasks. Their duties include storm water management, soil erosion, grading, water, sewer utilities, fire life safety, electrical and plumbing, demolition permits and building inspections. The County provides Certificates of Occupancy for town buildings which the Town then issues. The County also provides public water and sewer services in the Town. The County determines who is provided with these services.

Town Regulatory and Enforcement Tools:

The Land Development Ordinance (LDO) is a consolidated code that regulates zoning and land use, forest conservation, flood plain management, site planning, subdivision, historic preservation and community character. The LDO was prepared in 2009 to implement the vision and recommendations of the 2005 Master Plan and replace previous ordinances. The town currently has eleven zoning categories, two overlay zones and three mixed-use floating zone categories. These are described in Chapter 6.

The 2005 and 2016 Town Plans call for regular review of the LDO to ensure that regulations respond to changing market realities and innovations and continue to be effective in promoting revitalization, investment and continued use of existing historic buildings. To date the 2009 LDO has been amended and supplemented 12 times. The EDF Economic Development Zone was created in 2012 as an added means to encourage property annexation. The AG zone was updated in 2018 to accommodate annexation of a farm winery with Agri-tourism. As of the date of this writing further ordinance updates are under development regarding forest conservation and ancillary dwelling units in accordance with new state directives.

Town Zoning Map – The town's current official zoning map – (see Map 4 in the Appendix) assigns zoning to all properties in town except for public rights of way.

The New Market Historic District and Architecture Review District Guidelines – These guidelines supplement the 2009 LDO's regulations on historic preservation and architectural design within the town's Historic District and Architectural Review Districts. The first edition was adopted in 2000. An updated edition was adopted in 2021.

Property Appearance and Grass Ordinances – These two ordinances require property owners to maintain their property, the exteriors of their buildings and to keep grass mowed along the street.

Recommended Plan Implementation Actions on Regulations:

1. Undertake a comprehensive review and update the official zoning map to ensure that it is consistent with the Plan update.

2. Review and update the LDO as needed ensure that it is consistent with the updated town plan, is functioning as intended, is easy to use, and is free of unnecessary barriers. Review elements should include:
 - a. Consolidate free standing amendments into a single ordinance document.
 - b. Prepare and adopt new regulatory language allowing Accessory Dwelling Units (ADU) as required by the recent HB 90 as further discussed in Chapter 9.
 - c. Update land use types, lists and the requirement for Special Exception approvals to reflect Plan updates, changing markets and business innovations.
 - d. Consider updates to remove unintended impediments to investment in and adaptive reuse of existing town buildings.
 - e. Preserve regulations that encourage residential units on commercial sites and commercial uses on residential sites. Update to overcome emerging code and economic challenges to the coexistence of residential and commercial uses.
 - f. Ensure the LDO supports flexible adaptive reuse, small-scale businesses, live/work opportunities, Main Street reinvestment, and mixed-use activity that fits the Town's character.
 - g. Review and update the purpose and intent of zoning categories as needed to better follow this Plan.
 - h. Review road and other development standards to ensure that new roads and town developments are context sensitive.
 - i. Review and update current town permit review processes regarding:
 - a. Streamline and update the town's current application filing, fee payment review and record keeping processes for greater efficiency and ease of use.
 - j. Update submittal requirements and review and approval sequences for town permits that require coordination with the county to better coordinate with updated County processes and codes.
 - b. Clarify approvals that require discretionary versus administrative Planning Commission approvals to consider whether and where staff approvals might be more appropriate and efficient.
2. Review current state regulations and consider amending town codes to permit the operation of state licensed Low Speed Vehicles (LSV) on certain town roads to meet mobility goals for seniors and families and address parking and traffic concerns in the town core. Note: state-licensed Low Speed Vehicles require licensed drivers and safety standards that are not required of golf carts.

CHAPTER 4: Town Design & Community Character

Preservation and cultivation of a vital traditional small-town character and New Market's identity as a linear town on the National Pike is a central element of the town vision. New Market has and will insist on high quality design and construction in both the town's historic district, the linear town core, town neighborhoods and other areas. The town has for many years carefully considered proposed neighborhood, site and architectural designs to ensure that new developments reflect the town vision, are harmonious with the overall town character, and function as a cohesive part of town.

Key Design Elements of Town Character

Several design principles were identified and utilized in the drafting of current town regulations in order to preserve and extend the town's community character. These will be considered in making updates. They include the following:

1. Harmonious Architecture - Low scale buildings that are compatible with the existing structures in the Historic District and elsewhere are desired. Good quality architectural designs reflective of their own time and that are designed for the town are desired.
2. Linear Growth - development that forms a linear core through town along Old National Pike as in other National Pike towns is desired. Infill development along town's linear core at either end of the Historic District as well as in other parts of town will supplement and be harmonious with the district without diminishing its role in the town's vision for a complete walkable community. These added areas will grow and evolve under careful guidance.
3. Consistent Street Edges - Buildings situated close to the wide brick streetscapes in the historic center of town are desired. In outer parts of the Old National Pike corridor, buildings with modest front yard setbacks are desired. Street trees, other plantings and low fences help reinforce the visual street wall and create pleasant shady walkways.
4. Mixed Use Design - The town code was specifically designed to protect and promote an integrated mixed-use environment as has existed in town since the 1700's. This tradition includes mixed-use buildings and districts in which places of work and shops exist close to places to live. Building uses will vary over time. The town seeks to maintain a reasonable mix of residential, institutional, and commercial uses in its linear core, as well as in its neighborhoods and districts.
5. Concentrated, connected and compact layout - A concentration of land uses within easy walking distance (1/2 mile) of the linear core is desired. Interconnected neighborhoods and site designs will allow residents to safely and comfortably to reach their destinations on foot or a bike. Designs that require a car for safe access are to be avoided. Improvements should be made to connect parts of town and its growth area that are divided by busy state roads.
6. People-Friendly Streets - Town streets will be sensitively designed to promote low speeds and shared use. Use of Neo-traditional and Green Street standards is encouraged to achieve these objectives. Garages and parking lots should not be the most visually prominent features on town streets, nor should streets be overly wide. Wide streets encourage speeding, are expensive to maintain and are not in character with the town.
7. Shared and Low Impact Parking - Adequate convenient parking is important to the success of town businesses. The town has historically provided public parking in the historic district and seeks to avoid development of large areas of under-utilized single purpose parking lots that visually dominate the district, town streetscapes and spaces between buildings. Town parking standards seek to minimize the amount of private off-street parking spaces built and to promote shared use of parking so that patrons are encouraged to park once and walk to multiple destinations. (See more on this in Chapter 11)
8. Integrated Functional Open Spaces - significant, usable open spaces with preserved natural features that are designed as an integral part of projects and neighborhoods are desired.

Enhancement of existing open spaces is desired to create connections, where possible, that restore natural functions such as **drainage and wildlife corridors**. Development techniques commonly known as conservation design are encouraged. Open spaces in residential areas should include active recreational elements that can be reached on foot. Current Town floating zones were created to promote this principle.

9. Public Places - The town seeks to provide public spaces for community interaction and town events.
10. Town Neighborhoods – Residential neighborhoods should primarily cluster along the linear core and be connected to it by sidewalks and bike paths. The Town will **carefully consider neighborhood, site and architectural design** to ensure that town additions and infill developments are harmonious and offer high quality design and construction.
11. Employment, and light industrial districts - The New Market Growth Area includes regionally significant locations with exceptional highway access. Larger non-residential uses are desirable additions to Town for their tax base, employment potential and contributions to the critical mass of town businesses. New business parks should be located away from the central core but well connected. They should be harmonious and follow town design characteristics to the extent practical.
12. Natural town boundaries - Preservation of stream valleys, forests, preserved natural features working landscapes at the edges of the town's growth area are desirable, where practical,

Town Character Implementation Mechanisms and Roles

To achieve its longstanding community character goals, the Town has adopted carefully crafted regulations and guidelines and has assigned specific implementation roles to three town commissions and town staff. The Planning Commission has been assigned broad powers to set design character on a site-by-site basis at the time of floating zone master plans, subdivisions and site plan development approvals. Part of their charge is to ensure consistency with the LDO and Master Plan. Both a Historic District Commission and an Architectural Review Commission have been established and empowered to oversee architectural design in many areas of town at the time of building permits for new and altered structures using the adopted design guidelines. Town regulations have also established a requirement for community appearance and upkeep and authorized the Zoning Administrator to enforce these requirements.

Town Character Implementation Progress

Planning Commission Approvals – The Town's Planning Commission is authorized by the town and state to approve floating zone master plans, subdivisions and site plan applications that they find to be consistent with the Town's regulations and the Town's Plan. To achieve the Town's desired character, the 2009 Land Development Ordinance (LDO) assigned the Planning Commission broad powers to review and approve plans that fit the Town's vision. Rather than establishing predetermined standards, development specifications have been kept to a minimum. This approach requires careful review and intensive negotiations to achieve the Plan's vision and objectives for compact and efficient residential, business, and commercial development suited to the location and physical attributes of specific sites. This approach provides design flexibility, consistent with public health and safety, for properties that bring a range of differing physical and environmental concerns and for applicants who must develop property and construct buildings in accordance with a unified and coherent plan of development. When determining site specific requirements, the Planning Commission is required to consider certain factors such as the proposed density or intensity of the development, massing, use mix, design, compatibility with existing or anticipated development on surrounding lands, and compatibility with the character of New Market. In addition to producing a more desirable environment than standardized regulations do, this flexible approach offers the Town and potential annexation applicants the ability to fine tune design issues in Town additions in ways that County zoning tools, which are written to apply county wide cannot achieve.

Since adoption of the 2009 LDO, all new Town neighborhoods have been designed to meet the Town vision and meet the state's minimum residential density requirement of 3.5 dwelling units per acre. The new streets are walkable; the homes are clustered and significant open spaces and recreational amenities have been created. The new neighborhoods include four PDD zoned sites – The Orchard, Brinkley Manor, Calumet and England Woods - and two TRC zoned sites – East Main St and West Main St. Together the TRC and PDD zoned areas represent 38% percent of the Town as of 2025.

Architectural District Review – 46 years ago, in 1979, the Town established an Architectural Review Zoning Overlay District and an Architectural Review Commission (ARC) to address community character in town areas outside the historic district. The limit of the town's Architectural Review District is not fixed. It expands over time as new properties are annexed, and agreements are made with property owners in accordance with the Land Development Ordinance. As of July 2025, the Architectural Review District includes about 64% percent of the land in town and includes seven subdivisions & sites: Sponsellers Addition, Brinkley Manor, The Orchard, Royal Oaks, Calumet, England Woods and the Delaplaine farm.

The ARC is charged with reviewing exterior architectural designs and signs as seen from public streets, using adopted town design standards and subdivision specific design covenants. The Commission approves Certificates of Appropriateness. In all ARC subdivisions, except Sponsellers Addition, a Homeowners Association Architectural Review Committee also exists. In these subdivisions the ARC reviews the builder's prototypical designs and post development building additions or remodels. Approval of small improvements are approved by the HOA's committee and town staff.

Historic District Review – The 60-acre New Market Historic District is the base upon which the Town's identity and quality of life has been built. It is the town's greatest asset and most sensitive element. New Market's historic small-town character will best be preserved by actively promoting preservation of the historic district's existing historic structures, its overall visual character, and its "*cultural, social, economic, political, archeological, or architectural history*". Well maintained structures and thriving mix of small-scale businesses and residences and a busy sidewalk are important parts of that identity and quality of life.

Over a half century ago the Town adopted a historic district overlay zone to protect the district and established a Historic District Commission (HDC) to oversee it. Since the district's uses and buildings have continued to evolve under careful town guidance. In 1975 the district was professionally inventoried by the Maryland Historical Trust. The National Park Service added it to the National Register of Historic Properties that same year.

The Town's 2009 Land Development Ordinance (LDO) defines the duties and authority of the HDC. The HDC is charged with reviewing exterior architectural designs as seen from public streets and signs, using adopted town standards. The Commission issues Certificates of Appropriateness. The Town's Historic District design standards were first adopted in 2000 and then updated in 2021. The HDC standards include by reference current Department of Interior guidance and publications for historic districts and historic buildings. These standards are updated more frequently. Recent publications provide guidance on issues such new building codes, energy efficiency and ADA accessibility as well as dealing with significantly modified historic buildings and the need for contemporary additions to historic buildings that are clearly differentiated but compatible and harmonious.

The Town's 1975 district designation, inventory report and map serve as the basis for HDC work. The designation recognized the historical significance of the New Market District as an example of a pre-car linear drover's town along the National Pike. It established the period of historic significance as being between 1793 and 1900. The historic designation applies to the district; it identifies several district elements as being significant:

- The linear character of the Main Street/ Old National Pike corridor and overall district character along that street.
- The grid of alleys that were built in the historic period.
- The architectural character of the district's buildings as they existed at the end of the 107-year historic period.

The New Market historic district differs from other towns in the county in that its historic buildings are residential in appearance. No large purpose-built institutional or commercial structures were built and few storefront-style facades with display windows added during the historic period. Most district buildings are set close to the public sidewalk. Many have ornamental front porches that were added in the Victorian era and extend into the town's right of way. In 1975 two large off-street parking lots existed in the district. The fire department added another soon after.

The 1975 report noted the district's unusual integrity. It observed that while the district had further evolved after 1900 with new buildings and additions, very little incompatible modern alterations had occurred that detracted from the historic character. Only one non-contributing building was identified. This was an earlier fire station that was later replaced. The survey noted eleven individual structures as being of interest. Buildings were noted for being the oldest, the best examples of certain architectural styles, interesting examples of progressive remodeling & expansion over the 107-year historic period or because of certain events or uses had occurred in the building.

The 1975 inventory mapped 80 existing primary structures. It did not identify which of these were original buildings or map outbuildings and lot lines. The 80 mapped buildings were categorized into eleven architectural styles/periods ranging from the late colonial period to mid-20th century. The report listed no construction dates. The number of structures dating from the historic period was not clear, but the loss of 8 or 10 historic structures was noted. Based on a review of Town records from 1873, 1969 and 2025, the district's lotting pattern began diverging from the original plat almost from the day lot sales began. Property owners both during and after the 107-year historic period have further subdivided their lots or reaggregated lots into larger lots to create the wide variety of lots that exist today.

Since 1975 the district's buildings have continued to evolve under HDC guidance. HDC has approved numerous projects that were determined to be compatible with the character of the district and existing buildings nearby and that would further the public purpose of the Historic District by strengthening the local economy, improving property values and increasing the likelihood of further reinvestment in, and preservation of, existing district structures.

As of 2025 the district included 96 primary structures. Based on state tax data, 63 of these buildings date from the historic period. 23 buildings were built after 1900 but before 1975 and 10 were built after 1975. All the 11 notable buildings identified in the 1975 survey remain. Numerous side and rear additions and out-buildings have been built. Many of the Class 1 historic buildings have benefited from significant repairs and preservation work. A few of the 1975 inventoried structures have been lost since 1975 either due to fire or demolitions approved by the HDC. In the near future about 56 new buildings will be added, these include two approved in-fill developments at the eastern end of the district. These sites were part of the original town plat but had not developed due to topographic and drainage challenges. Construction on these

sites means that the remaining 2 blocks of the original 9-block district will finally be built-out and the partially built South Alley will be fully extended to the end of the district.

New Market lies within a state-designated Heritage Area that is rich in history from the Civil War period. The Heart of the Civil War Heritage Area (HCWhA) includes portions of Frederick, Carroll and Washington Counties and is managed by a nonprofit organization. This Plan adopts by reference the HCWhA organization's 2022 to 2028 Strategic plan for the Heritage Area.

New Market is part of the Maryland Historical National Road (MDHNR). The road through town is a scenic byway and part of the state's Scenic Byway Corridor Partnership Plan for the corridor.

The US Congress let the first contract for the segments of the National Pike in 1811. Some have referred to the National Road, as beginning at Cumberland. This is misleading because it refers only to that section of the road that was the first and only highway built entirely by the Federal Government. The first free standing stone mile markers were placed along the National Road near Cumberland in 1815. Maryland placed their stone markers beside the road around the same time; several of these markers still stand in and near the Town of New Market. One of these sits directly across the street from the Community Park.

Recommended Plan Implementation Actions on Design and Character

1. Zoning - regularly monitor the effectiveness of the zoning categories in the Historic District and in other areas of town to simplify the land use and permit administration process for small scale projects and new users. Consider updates to remove unintended impediments to investment in and adaptive reuse of existing buildings.
2. Town regulation updates– continue to support flexible adaptive reuse, small-scale businesses, live/work opportunities, Main Street reinvestment, and mixed-use activity that fits the Town's character as a working mixed-use National Pike town
3. Signage - Review and update current LDO sign regulations and ARC/HDC guidelines for temporary and permanent signage in all zoning categories to accommodate evolving community and business desires for enhanced viability and temporary signs while preserving town character and address signage in floating zones and other categories not specifically regulated.
4. Public Parking Review and Strategy – review of the supply of public parking in the town center. Review regulations requiring private onsite parking supply and design in the relevant zoning categories. Public and private parking regulations and policies should balance the need to protect the town's character with the demand for convenient parking, public safety, traffic management, parking efficiency and economic viability. See Chapters 10 & 11 for more information.
5. Beautification and Clean-up – continue support of volunteer efforts to beautify and clean-up the historic district and the Town.
6. Town Grant Programs – continue to fund grant programs offering incentives for investment in and preservation of older buildings in town.

CHAPTER 5: Town Economy

This chapter provides information the town's economy and recommends a Town economic development strategy. It focuses on the following aspects of the Town's economy.

1. The economic niche that the Town and its businesses hold in the county and region.
2. The Town's ability to retain and attract businesses that serve Town needs.
3. An expressed desire for more shops, dining and services within walking distance of homes in the town and for more commercial uses somewhere in Town.
4. The Town's ability to provide a high quality of life for residents and to protect property values.
5. The Town's need for sufficient tax revenues to meet its growing municipal obligations and community desires for more services, programs and projects.

Past Economic Eras:

New Market was originally built by individual entrepreneurs who served the masses of travelers on Old National Pike. For almost 100 years, it was a bustling nightly stopping point for drovers driving goods and livestock to market and for settlers moving west. Map #5 in the Appendix showing development from that period. In this era all the buildings along Main St. housed a business on the ground floor of the primary structure. On many properties additional businesses operated from out-buildings. Most residents worked in the same building or property where they lived. The Town had numerous hotels, rooming houses, taverns, and general stores. craftsmen and industries. There were several doctors and a variety of other services. Land uses were all mingled together.

Traffic through town was heavy. According to local historian Kathleen Snowden, *"It has been estimated that more than three million people passed over the Turnpike between 1820 and 1852. They included the rich and poor, the famous and infamous, the leaders and followers, the mainstreamers and the downtrodden, the free and those held in bondage. Some passed over the road in wagons, stagecoaches, fancy buggies, and carriages, while some pushed carts, rode on horseback, many walked and others shuffled along in chains"* By 1834 the cost of maintaining the town's section of the heavily used National Pike became too much of a burden for town's people. The state agreed to take over ownership and maintenance.

After 1880 traffic slowed on the Pike as other routes and modes of travel replaced it. The town's first economic era began to fade. Gradually many buildings along Main Street became used solely as residences. The remaining businesses focused on serving town and county residents.

Starting the 1930's the town had a second specialized boom as a center for historical tourism and antiques. It became widely known as the Antiques Capital of Maryland. This boom lasted until the early 2000s. At its peak there were 47 historic district businesses serving weekend crowds. There were restaurants, tearooms, specialty shops, bed-and-breakfast homes and craftsmen/artisan workshops. The Town had zoned out community serving businesses to protect the critical mass of tourist focused businesses in the historic district. A privately organized Antique Dealers Association promoted the district. A week-long Market Days festival and a fire station carnival occurred each year. See Map #6 in Appendix A for the 1998 Visitors Guide Map.

A survey conducted in 1969 found that most residents patronized businesses outside the Town for their groceries and other regular shopping, personal services, and medical needs. Most expressed a preference to see more of these businesses in Town. Since then, the Town has sought to supplement the restricted range of permitted uses of the historic district with growth in other parts of Town. The Town planned to attract with a wider array of commercial, office and industrial uses in other areas of town while ensuring that additions fit the town's character. While some commercial growth has occurred in Town since then, many new commercial uses have

instead occurred in County designated commercial areas and new suburban town centers nearby.

By 2005 the larger town events were gone and the antique-related businesses were declining. The 2005 Town Plan began the process of restoring the range of uses allowed in the historic district to again attract businesses focused on serving the growing town and county population. One example of this refocusing was the 2006 annexation of the amusement park south of I-70 which has helped to attract tourists and brought in significant new town revenues.

Around 2016 the town hit an economic low point. For several years a large public construction project on Main Street had been obstructing customers. Streets and sidewalks were dug up to install badly needed public water and sewer mains, a new streetscape and storm drainage facilities. For a while the only place to eat on Main St. was a pizza take-out that was only open four days a week. Most Main Street businesses were only open for limited hours each week. Several older buildings had been vacant for many years and exhibited signs of deferred maintenance. Potential new entrepreneurs were discouraged from reconverting older buildings back to commercial use by the high cost of modern building code requirements and fees for a public water connection.

Economic Progress since 2016:

Between 2016 and 2025 significant changes have occurred on Main Street. Significant private investments have been made in many buildings. Many new businesses have opened. In 2025 there were four places to eat on Main Street. More were planned. The Town government has undertaken numerous efforts to support existing town businesses, attract new businesses and new investments in town. Some of these include:

- Sustainable District Designation and Façade Grant Program – in 2017 the town applied for and was granted a state Sustainable Communities District Designation which make period owners in a portion of the Town eligible for several grant programs. A façade grant program administered by the Civic Partnership that has to date awarding matching grants to over 35 property owners to help fund with exterior property improvements.
- Tap Fee grant program -The Town established a Town funded grant fund to help property owners of existing buildings to cover the costs of water and sewer service improvement required to convert older buildings currently used as residences back to food related and other commercial uses.
- Infill development approvals - The Town approved two floating zone infill developments that will bring build enough space to add about 25 more business to Main Street.
- Broadened permitted use lists – The Town has further amended the zoning code to expand the list of use types permitted in the RM, MRS and TRC zoning districts. This change has resulted in attracting new personal services, office and food related businesses.
- Event Barn – In response to community frustration with weather impacts on town sponsored outdoor events, a new pavilion in the Community Park will open in 2026 that can accommodate public and private events under cover. This project was funded by a state grant. Plans are in place to hire a staff person to promote and manage the facility.
- Added Public parking – As the business activity grows along Main Street, The Town has built 29 additional public parking spaces on Fifth and South alleys. Plans are underway to establish additional public parking at the site of the new town hall acquired in 2026.
- Economic Development Support – Since 2017 the mayor and town council have funded staff time to support economic development initiatives to help retain and expand current business and attract new ones. This includes communications with existing, prospective and new businesses and local real estate agents. It also includes communications with property owners and property buyers seeking to repurpose existing buildings and build new commercial buildings.

- Main Street Program Foray - From 2017 to 2025 the Town participated in both the state and county Main Street programs. The Town joined when the state first began allowing towns with less than 5000 residents to join. Unlike the previous privately run Antique Dealers Association, these new programs were funded by taxpayer funds and public grants. Town council acted as the Main Street Board of Director. A part-time town employee was hired to promote the district to out-of-town and out-of-county visitors, to help volunteer committees organize events, etc. In 2025 the state revised their program. New Market was required to have a full-time staff person and a program budget that was at least 1/3 funded by the business community. After public consideration, the Town Council voted to pause participation in these programs and focus instead on local initiatives until the business community and population grows.
- Assessments of Community Desires In 2018 the Town undertook a Branding Study to assess community desires and perceptions of current conditions. Residents responded well to the visual charm of New Market and expressed desires for more dining and socializing. They wished that they did not need to drive into Frederick City for diner. They asked for more cafes, coffee shops, bakeries and restaurants. Another survey was conducted in 2025 for this Plan. Like the earlier 1969 and 2018 survey, this survey again found that most residents still patronized businesses outside the Town but would prefer to see more businesses in town. Respondents expanded their requests to include a wider range of shops and services than in 2018. They wished that they did not need to drive to Frederick City for medical care, personal services, entertainment, hardware etc.

Existing 2025 Conditions

As of 2025 New Market's tax base included no large offices or industrial complexes. Unlike many other municipalities in the county, New Market has no grocery store, large retail anchor business, or large government complex to act as an anchor drawing customers who then visit other nearby businesses. Currently the two public schools, the post office and the fire station help to draw people to Main St. Other than the amusement park annexed in 2006 and two multi-tenant commercial buildings at the eastern and western ends of town, the town depends on residential properties and small businesses for its local property tax revenues. Residents and nearby residents work and do their weekly shopping elsewhere. While new commercial buildings have been approved, they have not yet been built. In 2025 There were few vacant commercial spaces available for sale to rent in town.

As of September 4th, 2025, 52 businesses had paid the town's annual license fee. This number included businesses located in commercial buildings and in ground floor areas of single homes. The town-wide mix of businesses included:

- 12 personal service-oriented businesses
- 8 office businesses
- 7 medical services
- 7 small retail shops
- 5 restaurants
- 3 cafes
- 3 antique dealers
- 7 other businesses

Of these 52 businesses, 39 were located in the town center between Rte. 75 and Boyers Mill Rd. 8 were located in the New Market Commons area east of Rte. 75 and two were located south of I-70. The Historic District (HD) Overlay Zone had 31 businesses. Less than a third of the buildings along Main St included a business use.

The Historic District business mix included:

- 8 personal service-oriented businesses
- 5 office businesses
- 5 retail shops
- 2 restaurants
- 2 other food related businesses
- 3 antique dealers
- 3 medical services
- 2 artisan/craftsman
- 1 performing arts business.

Pipeline and Targeted Economic Development

Successful implementation of the economic development strategy stated in the vision chapter depends upon construction of the commercial uses now in the pipeline, on more commercial infill and reuse projects inside the Town and on annexation and development of areas currently outside the Town. As is demonstrated below and in other chapters, the Town currently has a limited amount of suitably zoned land that can accommodate the additional commercial uses desired by residents. Current pipeline and targeted economic development opportunities include the following:

Pipeline growth: In the next few years several new and repurposed commercial buildings are anticipated along Main St. These approved but not yet built spaces are located two TRC infill developments and other single lot redevelopments. Together these sites could accommodate about 25-30 new businesses. These sites and buildings have been designed to attract:

- 3-4 or more restaurants
- 10 or more retail shop spaces at street level
- 12 or more spaces for office or personal service uses on upper and lower floors.

Potential Infill & growth areas inside the town: As of July 2025, there are several parcels in town that could offer opportunities for additional non-residential growth. These include:

- Several former commercial structures currently used as large single-family homes in the RM zone and the former town hall on Main St.
- 4 vacant lots in the RM zone, 3 in the MRS zone and 1 partial lot in the MC zone.
- Several town owned parcels zoned MRS.
- The 134-acre EDF zoned Delaplane farm on the northern edge of town. However, County plans have not designated this site to receive water and sewer service in the future.

Growth Opportunities outside the town: The Land Use Chapter 6 and Town Growth Chapter 7, identifies several areas around the town that could be annexed to extend the town core and help achieve the town's economic goals. Of particular interest are parcels along Main St Old National Pike that expand the current 9 block linear town core to the east and west.

Recommended Plan Implementation Actions on Economy

Town wide:

- Begin event coordination at the new Event Barn and continue supporting other town-sponsored events and coordinating with other volunteer events efforts that attract regular and first-time customers to the town center and raise the town's profile.
- Continue staff economic development efforts for work with existing, new and prospective businesses.
- Review and update the LDO to reduce impediments to repurposing older buildings and ensure consistency with the updated economic vision, allow new types of businesses while continuing to protect existing historic structures and the traditional town character.

- Work with the Town's business community to re-establish a business association that jointly promotes town businesses. Work with this group to determine when the community is ready to re-join the state and county Main Street programs.

In the Town Center:

- Improve the visibility and supply of public parking to better serve small businesses and small commercial properties while avoiding the proliferation of underutilized single-user parking lots. See Chapter 10 on Public Facilities for more details.
- Continue offering façade improvement grant programs to encourage reinvestment in older buildings.
- Continue the tap fee grant- program to encourage new food related commercial use of older buildings.
- Renew the current Sustainable Community Designation in 2026 and again every 5 years.

In Town Growth Areas outside the town:

- Work with the County to reconcile town and county plans so as to strengthen incentives for annexation before these opportunities are permanently precluded.
- Communicate with prospective annexation entities to ensure that new growth around the town becomes part of the town through annexation and new businesses are part of the town's community and contribute to the town's financial security.
- Continue to keep town tax rates low and retain the current adaptable zoning tools in place to encourage annexation.
- Work with the county to amend the current water and sewer agreement in a timely manner to provide service to current and future town areas not yet planned for service.

CHAPTER 6: Land Use

This chapter provides a Comprehensive Land Use Plan for the Town and areas to be annexed into the town to guide future land use decisions. It also provides information on existing town zoning and land uses.

Existing Town Zoning - Map 4 in the Appendix represents the existing town zoning. The town has 16 zoning categories. Only 12 are currently applied to town land. Two zones - the Historic District and the Architectural Review District - are overlay zones that are applied on top of other zones. The table below lists the amounts of land in town by zoning category.

		Acres	% of total
Total Town Area		1116.46	
PDD	Planned Development District	417	37.4%
R1	Low Density Residential	144	12.9%
EDF	Economic Development Flex District	135	12.1%
AG	Agricultural District	127	11.4%
OS	Open Space District	112	10.0%
RM	Residential Merchant District	36	3.2%
MRS	Mixed Residential Service District	26	2.3%
AP	Amusement Park	18	1.7%
TRC	Town Residential Com. Mixed Use District	8	0.7%
I	Institutional District	9	0.8%
MC	Mixed Commercial District	5	0.5%
R2	Medium Density Residential	0	0.0%
MCI	Mixed Commercial Industrial District	0	0.0%
TBP	Town Business Park District	0	0.0%
<i>** Overlay Districts are not included in total acreage</i>			
ARC	Architectural Review District Overlay	712	63.8%
HD	Historic District Overlay	60	5.3%

Public Rights of Way in not included in the acreages above. About 7% (79 acres) in town consist of publicly owned rights of way.

68 % of land in town is zoned to permit a mix of residential and non-residential uses as is consistent with the town's traditional mixed-use community heritage and vision. The RM, MRS, PDD, TRC, MC, MCI, EDF, AG and AP zones, all allow a mix of uses within a single building, on a single lot or on different lots within a subdivision.

The town's RM and MRS mixed-use zones permit a carefully limited range of small-scale specialty retail, office and personal service uses. Land in the MC, MCI and EDF zones may accommodate a wider range of community-oriented retail uses. The town currently has no MCI land and only 5 acres of MC land. While the TRC, EDF PDD or TBP zoning categories permit a wider array of uses, the actual range and amounts of these non-residential uses are determined at the time of Master Plan and or Annexation approval. The current approvals now in place include very little

community-oriented retail. There are currently 135 acres in a zone that can accommodate light industrial uses. These types of uses are permitted on EDF and MCI zoned land.

38% of the land in town is currently within a mixed-use floating zone category. These zones were designed to promote creative new traditional mixed-use infill in and around the town center and new more compact walkable neighborhoods that have shared open space amenities. Almost all of the new subdivisions approved since 2009 are zoned either PDD or TRC.

12% of the land in town is currently zoned EDF. This flexible use zoning category that was created in 2012 to offer county landowners an incentive to annex while ensuring that the resulting development would fit with the town Plan and vision.

Existing Land Use - Map 7 in the Appendix provides a snapshot of the town's existing land uses as of October of 2025. Eleven land use categories are mapped as described below. This map shows the extent to which the town's traditional mixed-use zoning concepts were still being utilized in 2025. It also illustrates the town's existing residential character and density. Currently all of the town's residential lots contain a detached or attached single family home. While there were a few commercial buildings that had residential uses in them, no multi-family residential properties existed in 2025. Between October 2025 and the date of this plan's adoption, properties will have changed hands, new businesses will have opened, and additional final plats approved. These new uses and lots are not reflected on the map or the numbers reported below.

Mixed Residential - Non-Residential - These are lots on which the primary structures is being used as a dwelling unit (DU) and one or more permitted non-residential use exist in the same building or on the same lot. There are about 13 lots being used this way. In some cases, the property owner lives on the property and operates the business. In other cases, space is rented to others.

Large lot residential – These are lots that are 21,780 sf or ½ acre or larger. Each lot equates to a density of 2 dwelling units per acre or less. About 45% of the residential lots in town are large lots. These larger lots were created before public sewer service was available and before the state required a minimum density of 3.5 units to the acre. About 23% of the lots in the historic district that are currently being used solely as residences are large lots. These appear to represent assemblages or two or more of the original town lots.

Medium lot residential – These are lots that are 5,442 sf or larger but less than 21,780 sf. In other words, they are less than ½ acre and may be as small as an 1/8 acre in size. These lots could be as dense as 8 dwelling units to an acre. About 45% of the residential lots in town are medium sized lots. Most are in PDD zoned areas. About 56% of the lots in the historic district are medium sized lots. This includes lots created in the original town plat. These original lots are 10,890 sf or ¼ of an acre.

Small lot residential – These are lots that are smaller than 5,442 sf in size. In other words, they are less than an 1/8 of an acre. These lots have a density higher than 8 dwelling units to an acre. About 21% of the residential lots in town are small lots. In the Brinkley Manor subdivision, this includes 23 town home lots and 15 small single-family lots. In the historic district, there are 9 small lots with single family homes on them. This represents about 21% of the residential lots in the historic district. The district also has several small lots that do not currently contain buildings.

Agriculture - About 262 acres are currently being farmed with no pending plans to develop the land to another use. This area includes the Woods Farm and the Delaplaine Farm.

Open Space – This includes lots and parcels used for active or passive Town parks, protected sensitive areas, forest conservation and stormwater facilities. It also includes HOA owned open spaces.

Mixed Commercial -Residential - These are commercial lots that also include one or two residential units in the building or on the lot. There are currently three lots with commercial buildings that include residential units.

Commercial – There are 20 lots being used for a non- residential commercial use such as retail, office, medical or personal services.

Institutional – These are lots identified with an institutional use. This includes local government buildings, civic, non-profit organizations, religious entities and public utilities. In addition to town government facilities, there are two county schools, a post office, a fire station, 3 civic organizations, 4 churches and a cemetery.

Vacant – There are about 10 undeveloped or vacant lots in town. No buildings exist and the land is not being farmed. The town has no pending applications for use permits or development. This includes 2 town owned lots, 7 lots in the historic district, 1 parcel in Sponsellers Addition and ½ of a lot in the MC zone. These lots represent possible sites for infill/growth/infill.

Pipeline - about 366 acres in town are currently in the process of being developed. While construction had not started as of late 2025, initial approvals or permits had been issued. Development is anticipated on these sites in the near term.

Land Use Plan

Map 8 in the Appendix is the town's Land Use Plan. It represents the planned land uses in the town and on annexed sites in the town's growth area as described below. Chapter 8 provides further information regarding the definition of the growth area. The Land Use Plan serves as a guide for future land use decisions. It updates the Land Use Plan adopted in the 2016 plan. The planned land use categories are described below:

AG - Agriculture Intent – To promote agricultural uses and Agri-tourism activities, to protect productive agricultural land, preserve the character and quality of the rural environment and to prevent urbanization where roads and other public facilities are scaled to only meet rural needs.

AP - Amusement Park Intent -To accommodate well planned centers with a park-like setting located near access to interstate highways or other major transportation corridors that provide a variety of indoor and outdoor commercial recreation with attractions, rides and activities and ancillary uses.

EDF - Economic Development Flex Intent - To provide a use category with maximum flexibility to create opportunities in newly annexed areas for certain commercial, residential, office, technology, retail, service and other businesses and activities, to generate employment and economic development per the town vision. To allow site plans that are both sensitive to the site and its surroundings. 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. The uses of land and densities of development in Economic Development Flex areas may be further defined by annexation agreement.

I - Institutional Intent – To identify and preserve land for large essential public uses such as education, hospitals, large government, or public utility facilities and their respective campuses while preserving the residential character of existing neighborhoods.

R-1- Low Density Residential Intent –To provide areas primarily for single-family detached homes, together with other facilities common to residential areas. Such a district may incorporate large lot sizes (1/2 acre or more) in which the desired green space is entirely within the lot or it may incorporate the formation of green space communities in which the lot sizes are smaller and shared common open space are provided for community residents. The Sponsellers Addition and Royal Oaks Subdivisions are low density residential areas. Both were planned before public sewer was available. No new areas are planned.

R-2 -Medium Density Residential Intent — To provide areas where there is, or should be, a mixture of residential dwelling types including single-family, duplexes, and attached housing with a minimum residential density of 3.5 units per acre. To provide an attractive, pleasant living environment at a sufficient density to promote walking, maintain a high standard of physical maintenance and encourage green space communities. There is currently no land in this category on the Land Use Plan Map, however the town may choose to assign this land use category to future annexation areas currently designated as EDF on the plan.

MC - Mixed Commercial Intent - The MC District is intended to provide for mixed-use central shopping, service, office, and entertainment center for the community and the surrounding region. It is intended that stores and other facilities will be grouped together in an attractive and convenient manner with particular attention being paid to pedestrian access and safety, integration of residential uses and protection of adjoining residential areas. This District requires excellent vehicular accessibility and safe and adequate off-street parking and loading.

MCI - Mixed Commercial/Industrial Intent - To provide areas for commercial, employment, light industry, storage, distribution, and similar activities and to assure the compatibility of these 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.

MRS- Mixed Residential/Service Intent - To encourage the provision of retail, commercial office, service and other non-residential uses that are designed in a manner that extends the mixed-use town character beyond the Historic District. to provide Town residents with the convenience of low-scale, attractive, and well-located shopping/ commercial uses in close proximity to their residences. Permitted uses are intended to be of a type, and developed in such a manner, as to be compatible with residences, a walkable environment and a traditional town character.

OS- Open Space Intent - To provide public or private park land and facilities for recreation, education, or cultural use. To preserve permanent open space for its natural beauty, active and or passive recreational value. To preserve natural resources, prevent erosion, pollution, silting, and safeguard the health, safety and welfare of persons and property by limiting development on excessive slopes, on flood plains, on poorly drained lands, or on other areas where a lack of protection against natural dangers to life and property would prove costly to members of the community.

PDD Planned Residential Development Intent – To provide for areas with a mix of residential types and non-residential uses and a minimum overall density of 3.5 units per acre. The planned development approach combined with clustering to protect open space and sensitive areas is

particularly suitable for larger land areas 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, master planned development constructed over a period of years rather than a series of individual, disconnected parcels.

RM Residential Merchant Intent – To preserve the historic character of town areas of historic significance, and to preserve, encourage and strengthen the historically appropriate mixed residential and commercial character of the Historic District, to encourage live/work situations, to allow a limited range retail, commercial office, service, artisan and other small scale entrepreneurial activities that serve the community and/or promote and enrich tourism.

TRC Town Residential Commercial Mixed Use – to provide opportunities for creative infill development with a mix of residential and non-residential uses designed to support the town's vision and fit the town's character.

Recommended Plan Implementation Actions

1. Review and update the Land Development Ordinance as needed to implement this Plan.
2. Review and update the official zoning map if/as needed implement this Plan.
3. Consider and approve annexations and floating zone applications that found to be consistent with this Plan

CHAPTER 7: Town Growth & County Coordination

The state requires that town plans include a municipal growth element. This chapter provides guidance on both residential and non-residential town growth in support of the town vision described in Chapter 2 and the land use plan in Chapter 6. Unlike counties, municipalities can grow by two means - growth within existing town boundaries and growth through expansion of town boundaries. This chapter assesses the capacity and opportunities for both.

In assessing growth capacity within the current town boundary, this chapter takes into consideration existing town zoning and subdivision rules, known sensitive areas, and current county water and sewer agreements. It considers the potential for infill development on both vacant and underutilized land using either the current zoning map or applications of the floating zones. It also considers the likelihood of small-scale use conversions and intensifications on existing lots and in existing buildings.

In assessing the need for future town expansion through annexation, this chapter considers town needs that are unlikely to be met by land currently in the town; the interest of property owners; current and pending County Comprehensive Plan elements; and other factors. In updating the New Market Growth Area boundary, the Town considered existing and planned land uses and pipeline development in both the Town and County. It considered community patterns, existing and planned infrastructure, natural features, and other factors that logically impact town growth.

This chapter also addresses coordination issues with County Community Growth Areas. The town anticipates that a reconciliation process with the county will occur after this plan is adopted in order to address planning differences regarding support for municipal growth, County community area boundaries, land use designations, zoning, planned road improvements, utility services, etc. Maps 9 and 10 in the Appendix provide excerpt maps of current county zoning around the town, an excerpt map of the current county comprehensive plan map around the town. A list of reconciliation requests is also included.

This long hoped for reconciliation process is especially critical for the Town of New Market because, unlike all but one other town in the County, New Market chose not to build their own public water and sewer system. As a result, it is the county, not the town, that decides which properties are connected to these services. The town cannot use these as a means to attract annexation.

While planning for town growth through annexation requires that the town act in a timely manner when opportunities arise, full implementation of such opportunities may be phased over time, based upon town priorities, funding, resources, and market pressures. New Market has taken since 1793 to evolve into the community it is today. Change will occur at a natural pace. It may be many years before some of this Plan's recommendations are realized.

This plan focuses on town growth over the next twenty-year planning cycle. It also offers longer term guidance for two reasons. First, the county's current water and sewer agreements and master plans may delay development of some opportunity growth areas for more than twenty years. And second, because the town is surrounded by actively growing County Community Growth Areas. The plan seeks to clearly communicate the town's vision to both property owners and the County so that near-term policy changes and actions do not preclude the town's longer-term future.

Population and Residential Growth

Existing Town Population and Homes:

According to town records there currently are 537 homes in Town. The 2020 Census reported 590 homes. The difference reflects the fact that local US Census Blocks do not fully coincide with the town's boundaries. This Plan uses the US Census number for purposes of growth projections.

The town estimates its current population to be 1562. This is based on the average household size of 2.61 as reported in the 2020 Census. The town's average size of household has shrunk over the past 20 years. In 2000 the average was 2.84. In 2010 it was 2.63. Similarly, the percentage of homes in town with residents under the age of 18 has dropped. In 2010 it was 25.3%. In 2020 it was 23.6%. This last change is linked to the recent pause in new home construction. New homes typically bring families with younger children.

Past Growth Trends and Patterns:

Population: In the twenty years between 1940 to 2000 the population in the county areas around the town referred to in past county plans as the "New Market Region, quadrupled in size". Its population increased by 176,073 people. In that same period the town's population tripled in size. It added 296 people to reach a total of 427. In the past 15 years (2000-2025) the town population has tripled again, adding another 1,135 people.

In 2015 the town had 471 homes with another 785 homes in the development pipeline. The 2016 Town Plan projected that 580 new homes would be built by 2025. However, as of 2025 only 66 of those homes have been constructed. Construction has been delayed by the need to secure an updated public water and sewer service agreement with the county. That update was signed in 2023.

10 Year Projection of Population and Homes: Within the next 10 years, depending on the speed of home sales, 2035 the town may reach a population of 3671. This assumes a partial absorption of current pipeline developments after 10 years.

Opportunities for additional residential growth in Town: A few opportunities for additional residential infill growth exist in town. There are several vacant lots in the historic district and elsewhere in town. There are also several under-utilized lots and parcels that could accommodate additional homes based on their current zone and land use designations. The town's largest undeveloped site is the Delaplane Farm. This site, while zoned to accommodate homes, is subject to an Annexation Agreement that limits the types of residential units that can be built. The County does not currently plan to provide it with public water and sewer service.

Additional residential growth outside Town: The land use designations shown on the Land Use Plan Map identifies most of the potential annexation growth opportunity areas as opportunities for mixed uses and EDF Economic Development Flex. The EDF use designation can accommodate residential uses if that use is agreed to at the time of annexation.

20 Year Projection of Population and Homes: For planning purposes the town projects a potential total of about 2622 housing units in town within twenty years. This estimate assumes full build-out of the current pipeline development and the possibility of other units on various infill opportunity sites in the town and/or likely annexation sites outside of the town. This increased housing count could result in a town population of 5197 by 2045. This population number takes into consideration the smaller household size of residences set aside for senior occupancy. It assumes a new overall average of 2.5 residents per household. As the table below illustrates, this population projection represents slower growth than the projections in previous Town Plans.

SOURCE/DATE	REPORTED ACTUAL POP.	PROJECTED POPULATION					
		1985	2019	2020	2030	2036	2045
1969 Plan	400	1100	6000				
2013 Amended Plan, Growth Element	628				3894		
2016 Plan Growth Element	1338			1858	3713	4505	
2026 Plan Growth Element	1562				2556	3671	5197

Non-Residential Growth in Town

Existing businesses in town

As noted in the Town Economy Chapter, there are 52 existing licensed businesses in town, most are small businesses concentrated along Main St./Old National Pike. The three largest commercial sites are the amusement park south of I-70, the 6-unit professional center condominium at 164 West Main Street and the multi-tenanted retail office complex at 11670 Old National Pike. There are no business parks or large industrial businesses in town.

Current Pipeline Development

Within the next 10 years - by 2035 - the town currently anticipates that there may be 25 to 30 new businesses on Main St. This projection assumes that the current non-residential pipeline developments approved as of October 2025 will be constructed and occupied. Most of these will be in newly built commercial structures. Others will be in converted older structures. These additional businesses will almost double the number of businesses concentrated along Main St. in or near the historic district.

Opportunities for additional non-residential development in Town

There are numerous opportunities for small scale non-residential infill growth in town. These include vacant and under-utilized lots as well as existing residential buildings that may be converted back to commercial. Since October of 2025 several new businesses have been approved.

The largest opportunity is the EDF designated Delaplane Farm site, the Delaplaine farm is not currently included in the County Water and Sewer Master Plan as a site that might receive service. It is not a part of the current WSSA agreement between the county and the town. As a result, development of this site is not considered likely to occur in the near term.

Recently the town estimated the potential yield from town infill opportunity sites over the next 20 years for a County/State study to assess future traffic demands and improvements to Route 75. The potential for a mix of office, flex space, personal services and retail uses was considered. Staff estimated that sites in Town could yield about 200,000 square feet of new non-residential uses assuming that water and sewer services are provided and sufficient market demand occurred to support construction.

Possible additional non-residential development in Town Growth Area

The Town's plan for growth and the assessment of growth capacity beyond the Town Boundary reflects New Market's location and regional accessibility via I-70 and MD Rte. 75. Both the Town and the County acknowledge that this location represents an opportunity to meet the needs of the larger community and region. The current 2025 Frederick County Comprehensive Plan identifies large areas around the Town and the I-70 interchange as appropriate for growth of regional significance. In 2025 the proposed County Plan Amendment Investing in Workers and

Workplaces refocused attention on this area as an important site for additional large scale industrial development. County designated land uses and zoning in this area will likely attract development to land in the town growth areas regardless of town annexation decisions.

Updated Town Expansion Growth Area

The Town has long embraced the concept of expansion to achieve its vision. In the past 50 years the Town Council has approved 12 annexations. Since 2005 Town plans have included a map that identifies areas targeted for town growth. These maps have acknowledged the town's location near a highway interchange in a growing county. They reflect the town's desire to carefully balance its goals to preserve its history, community character, and environment with its need for a vital economy, a secure tax base and control over the town's destiny in the context of surrounding growth pressures.

Previous town plans delineated two distinct areas. One was a Targeted Annexation Area that focused on parcels that could logically be annexed in that Plan's 20-to-50-year time frame and that could contribute to the town's vision. The second area represented a larger Planning Area that included both developed and vacant parcels nearby that were expected to remain in the County but that functioned or would function as a part of the greater New Market community. The town sought greater coordination with the county in both areas in regards to land use, development, transportation and infrastructure improvements.

Map 11 in the appendix delineates the updated Town Growth Area. This updated map takes into consideration changes since 2016 such as updated to the town vision, existing and planned town land uses. It considered community patterns, existing and planned infrastructure, natural features, and other factors discussed in other chapters of this Plan. It considers the county's most recent Community Growth Area boundaries, existing zoning and Comprehensive Plan designations. (Excerpt maps of these County areas are shown in the Appendix.) It also considered County subdivision and development approvals that have occurred since 2016. Substantial areas in the growth area have been approved for residential, commercial and industrial development in the past 10 years. Several large master planned developments and subdivisions have been approved.

Unlike previous plans, the updated Town Growth Area only delineates a Targeted Annexation Area now referred to as the Town Growth Area. The town has determined that delineation of a specific Planning Area boundary is no longer helpful as a means to achieve coordination. County staff, county residents, and nearby homeowner associations regularly reach out to the town on issues of mutual interest. The County has a policy of requesting town comment on development plan applications that occur within ½ mile of the town boundary. Town and County staff coordinate on traffic impact assessment studies prepared for projects in and around the town so that they consider growth in both the town and the County and coordinate on road improvements. This coordination occurs both in the county's New Market Community Growth Area and nearby sections of the County's Linganore Community Growth Area.

The Town's updated Town Growth Area identifies land outside the town considered to as being of interest to the town for annexation in the next 20-50 years. This area is smaller than in previous plans. It excludes several properties previously included that have since been or are being developed without annexation.

The Town recognizes that annexation is uncertain and it typically occurs before development. The Town does not anticipate annexing all the parcels shown on the map. Nor does it anticipate that all annexed parcels will fully develop in the near term. Further agreements with the County will be needed before water and sewer service could be extended into several of these areas.

The Town Growth Area map does not represent a town growth limit. As in past town plans, the Town recognizes that landowner interests and other factors that favor annexation will change within the 20-year planning cycle and that the Town needs to be flexible in order to achieve its vision for the future. The Town reserves the right to annex land that can be made contiguous to the Town boundary without further amendment of this Plan, if the Town finds such an annexation to be consistent with this Plans vision regardless of whether the parcel has been highlighted on this Town Growth Area Map.

On the Town Growth Area Map nine numbered clusters of lots and parcels have been identified. These targeted annexation areas were selected for their potential to help achieve the town vision and the need for new commercial areas and added tax base. The possible uses in these areas and possible benefits of annexing parcels in these areas include the following:

Cluster #1 Eastern extension of Main Street & town core to Rte. 75.

This small cluster of parcels sits at the primary entrance into town and the edge of the historic district. It includes an existing farm stand, 2 vacant parcels and the County's former wastewater treatment plant. This area is a logical extension of the town's linear core and has long been targeted for annexation. The area is designated as MC Mixed Commercial on the Land Use Plan. It offers the opportunity to increase the critical mass of businesses on Main Street, in a location that is within walking distance for many town residents. It could accommodate desired new commercial uses that are not permitted in the MRS or RM zones and could add to the town's tax base. Annexation would provide the town with significantly better visibility at the MD 75/I70 interchange and ensure that development in that gateway is consistent with the town's vision.

Cluster #2 Expansion of the town core & town shopping northeast of Rte. 75 intersection.

This cluster of lots is located on the northern side of Old National Pike. They are part of the partially completed Turnpike Farm subdivision. Parts of this seven-lot commercial subdivision are already in the town. The town area includes 3 lots: a multi-tenanted commercial building, a fast-food restaurant and part of a third vacant lot. The cluster outside the town includes the other half of the vacant lot, plus 2 other vacant lots and 3 lots with existing commercial buildings. Including a grocery store and a gas station. This cluster is designated as Mixed Commercial on the Land Use Plan. It offers the opportunity to increase the critical mass of businesses serving the Town and greater New Market area. This cluster is within walking distance for residents in the Town's England Woods Senior development and two abutting county subdivisions. In the future this cluster will be better connected to the Town by several planned roads, trails and walkway improvements. The County's Planned hiker biker trail will pass along the cluster's frontage.

Cluster #3 Additions to Town's linear core & shopping southeast of Rte. 75 intersection.

An opportunity may exist to annex parcels in this cluster of lots on the south side of Old National Pike. The area includes several partially built and existing commercial subdivisions and several commercial and light industrial businesses. This cluster is designated as Mixed Commercial and MCI Mixed Commercial Industrial on the town's Land Use Plan. This cluster is within walking distance for residents of the town's coming England Woods Senior development and two abutting county subdivisions. Build-out of these parcels will occur with or without annexation into the Town. Better planning and coordination will help to improve road capacity and create a more attractive mixed commercial extension of the town's linear core. It could provide add commercial uses that will serve the greater New Market community and the growing mixed-use neighborhood east of MD 75. It offers the opportunity to increase the town's tax base. Like cluster #2 better connections to town are anticipated.

Cluster #4 Town EDF expansion south of I-70 – This large cluster of properties, south of I-70, and east of Intercoastal Industrial Center subdivision area offers the potential for development of regional significance. It includes land on all sides of the Rte. 75 and Baldwin Rd. intersection. Parts of this area are already in the current Town/County water and sewer agreement. This area has been the focus of several recent and pending county planning changes designed to attract large-scale light industrial uses and mixed-use projects. The Town's Land Use Plan designates these properties as EDF Economic Development Flex. This designation provides a high degree of flexibility to encourage annexations that allow the Town and annexation applicant to further define development uses at the time of annexation. The EDF zoning category was adopted by the Town in 2012 in order attract annexations in this area. Growth in this area is likely to occur with or without the Town's participation.

Cluster #5 Additions to town at New Market Parkway and Rte. 75 intersection. This cluster of parcels sits near the coming New Market Parkway intersection with MD 75. The area will soon see significant changes as MD 75 is widened and the New Market Parkway replaces Old New Market Road. It is desirable that the town control land use changes at this town gateway. The Town anticipates that existing agricultural uses and large-lot single-family homes here may become less desirable in the future. While this cluster is not currently served by water and sewer but is largely surrounded by existing and planned developments with service. A revision of the town's current water and sewer agreement would be required before extension of public water and sewer service to these areas could occur. This cluster has been designated as EDF Economic Development Flex on the town's Land Use Plan. This designation provides a high degree of flexibility in order to encourage annexation. It allows the Town and annexation applicant to establish development timing and suitable land uses at the time of annexation that will be harmonious with the character of the Town. This area is not included in the county's New Market Community Growth Area. The Town asks that they not be added in order to encourage annexation.

Cluster # 6 Additional National Pike Properties west of Town - This cluster of lots sits along Main Street/ Old National Pike and abuts the Calumet PUD subdivision. It represents an opportunity to extend the town's linear core further to the west and to accommodate additional town businesses that would be within walking distance of town residents in Calumet. Pedestrians from Calumet will be strong in this area as children will attend the new elementary school near the intersection of Mussetter Rd. and Old National Pike. The cluster includes lots on both sides of the Pike. It extends from the intersection with Boyer Mill Rd to the intersection with Mussetter Road. It abuts but is not part of the Greenview PUD subdivision. Portions of this cluster are designated MRS on the town's Land Use Plan to extend the existing MRS zoning district. The two larger lots at the southeast corner of Mussetter Road are designated MC to better match their current county zoning. Portions of this area are currently zoned Agriculture. Agriculture in this area is likely to become less viable as the surrounding area becomes busier.

Cluster # 7 Added Agricultural Area - This 2-parcel farm south of I-70 sits between two parcels already in the Town. It abuts the amusement park and the farm winery. It represents a possible opportunity to expand the town's entrepreneurial agricultural zoning district. These parcels are currently zoned AG by the County, are largely within in state's Agriculture Preservation easement program. They are designated AG in the town's Land Use Plan.

Cluster # 8 town additions along North Alley – These lots about the town's historic district and North Alley. North alley is the only point of public access for some of these lots. These lots are designated as low density residential by the County. Should they be annexed into the Town they should be given a Residential Merchant land use designation.

Recommended Plan Implementation Actions for Growth and County Coordination

1. Carefully consider creative infill growth proposals, floating zone application and annexation requests that help to implement this Plan.
2. Work with the County to develop and approve:
 - a. A Reconciliation Plan that amends the County Comprehensive plan supports this Plan.
 - b. An updated Water and Sewer Service Area Agreement (WSSAA) to better plans for services in unserved areas of town and future town annexation areas.
 - c. A Cooperative Agreement that provides a waiver to the five-year consistency requirement for developments on annexed land. This would provide certainty for parties considering annexation and avoid the potential five-year wait imposed by Maryland house bill HB 1141. HB 1141 permits the County to delay building construction on developments in town for five years after the effective date of annexation in cases where the approved town zoning and related annexation agreements would allow more than a 50% increase in residential density above that allowed by the county zoning in place at the time of annexation.

Chapter 8 – Housing:

Both this and past Town master plans have identified the need to diversify the town's housing stock to better serve current and future town needs. This chapter reports on progress towards this goal and recommends further actions. It also addresses new state requirements regarding housing. The state has determined that a significant state-wide housing deficiency exists and that the shortfall represents a significant hindrance to the state's future economic wellbeing. New state regulations require municipalities to assess how they are doing in this area of concern and to adopt master plans and ordinances that to help ensure that town residents at a wide range of income levels have insufficient access to homes that they can afford to either rent or purchase close to their place of work.

Existing and Pipeline Housing Supply Assessment: Town records show that in 2025 the town currently had 534 homes. The 2020 US Census reports 590 homes within census tract boundaries that do not fully coincide with town boundaries. The following analysis is based on town records.

93% of the town's existing homes are detached single family homes. Many of the oldest and most recently constructed are large homes in the 4,000 to 5,000 square foot range with 4, 5 and 6 bedrooms. The town also has a significant supply of smaller homes built in the 1950s to 1970's that are the 1,000 to 1,500 square foot range. There are currently no managed multi-family buildings that offer rental units that might accommodate younger or older single residents. There are no known homes specifically designed for aging residents in town. The 2020 census stated that 8 households listed themselves as renters. The town's existing unit type mix is as follows:

- 93% Single family detached homes
- 4.3% Townhomes – (these homes are in the Brinkly Manor PDD)
- 1.85% Duplexes – This includes 5 pairs of homes in the Historic District
- 0.53% Multifamily/apartments* – (This refers to individual units in non-residential buildings in the RM zone. None of these properties meet the zoning definition for multifamily structures with which 3 or more units.)
- 0% Accessory dwelling units (ADU) within single family structures in the R-1 and RM zones

The town's housing supply is supplemented by a much larger supply of housing in nearby areas of the County. For example, several large managed rental apartment complexes exist close to town in Lake Linganore Town Center. Senior housing is available in the 233-unit Signature Club Greenview Condominium PUD that abuts the town's western boundary.

The Town is making significant progress on diversifying its housing stock. Once the new units in the Town's current development pipeline are built, the town will have a wider range of housing types available to purchase or rent at a wider range of prices. At build-out the town's unit type mix will be as follows:

- 49% Single family detached homes
- 43% Townhomes and attached villas built for seniors.
- 7.2% Multifamily – This includes 150 affordable apartments for seniors.
- 0.48% Duplexes – This includes 3 new duplex pairs on Main Street.
- 0% Accessory dwelling units (ADU) – no new ADU are in the pipeline.

As of June 2025, the median home value in Town was \$625,000 according to state data. Based on a review of SDAT tax appraisals, homes in Town range in value from under \$100,000 to over \$1,000,000 dollars. About 60% of the town's existing homes are less than 20 years old. Existing homes are generally in good to excellent condition. There are no blighted residential areas. In the past 10 years the Town has only occasionally had cause to issue code violation warnings to individual homeowners about property neglect. For the past 7 years the non-profit Civic Partnership, acting on behalf of the town, has administered a Community Legacy Facade

Improvement grant program in the town's Sustainable District. This program has helped many property owners improve and repair their home exteriors. All the Town's oldest and smallest homes lie within the town's state-approved Sustainable Communities District.

Zoning Review

The current Town Plan and zoning code permits more diversity in housing types than currently exists. New home development is permitted through various means such as annexation, subdivision, infill, re-use and renovation. The zoning code allows individual property owners in several town zoning districts to add housing units on their lot. The table below identifies permitted housing types by zoning category.

Primary Residential Uses

Single family dwelling detached

Two family dwelling - on 1 lot

Two family dwelling- attached units on 2 lots

Town house - attached single family dwellings on separate lots

Multifamily dwellings - 3 or more units on a lot

Residential uses in a non-residential building

Boarding house/rooming house

Accessory Residential Uses

Accessory Apartment - within a single-family dwelling

Guest house - detached, no kitchen, not for rental

Farm tenant house

Mobile home

AG	R-1	R-2	RM	MRS	MC	AP	PDD	TRC	EDF
P	P	P	P	P			P	P	
P		P	P	P					
P		P	P	P			P	P	
					P		P		P
					P		P	P	P
			P	P	P	P			P
			P	P				P	
	P		P				P	P	P
	P	P	P				P	P	
P									
P									

Affordability Assessment

The median household income in New Market is \$198,000 according to the 2020 US Census. This is higher than the county's median of \$120,458. This is likely a reflection of the fact that New Market is largely a bedroom community. Many working Town residents commute elsewhere to work. According to the American Community Census, the 2024 data on household income in New Market breaks down as follows:

45% - earn \$200,000 or more

37% - earn between \$100,000 and \$200,000

8% - earn between \$50,000 and 100,000

9% - earn \$50,000 or less

The 2020 U.S. Census reported that 0.88% of the 590 households are below the county poverty level. This equates to about 5 households in the census area. It is not known whether these homes are in the Town as these census tracts do not coincide with town boundaries.

The state considers a household that spends more than 50% of their income on housing to be cost burdened. Based on mortgage interest rates in August 2025, the monthly cost to purchase a median valued home in Town is about \$4,387. To prevent cost burdening the Town should ideally have a mix of residential units that could be purchased or rented within the following monthly budgets:

\$8,333 and higher Households with an income of \$200,000 or more

\$4,167 to \$8,333 Households with an income between \$100,000 and \$200,000

\$2,083 to \$4,167	Households with an income between \$50,000 and 100,000
\$2,083 or less	Households with an income at \$50,000 and less.

Based on the above data, ideally 19% of the Town's housing stock or 112 residential units should be priced so that they could be purchased or rented with payments within the lower two categories. Based on interest rates as of August 21st, 2025, a commercial mortgage calculator queried on August 21st, 2025, estimated that a Maryland home priced at \$300,000 could be purchased with a monthly payment of \$2,096 dollars a month assuming a down payment of \$60,000. A home priced at \$150,000 could be purchased for a monthly cost of \$1,039 with a down payment of \$30,000.

Another means to assess need is the state's online Housing data dashboard. The dashboard reports Area Median Income (AMI) by county. AMI is the midpoint of household incomes within a specific metropolitan region or county as calculated annually by the U.S. Department of Housing and Urban Development (HUD). On Aug 25, 2025, the dashboard listed the following:

\$163,900 as the AMI for Fredick County

\$98,340 to \$196,680 as the AMI for workforce households with 60% to 120% of the AMI

\$98,340 as the AMI for low-income households with less than 60% of the AMI

\$81,950 as the AMI for very low-income households with less than 50% of the AMI

Using 29% of household income as a measure of a cost burden, the dashboard recommends that units renting in the range of \$1,980 to \$3,961 would be considered workforce housing in the county.

Based on these two methods of analysis, the Town appears to have an adequate supply of for-sale residential units that fit the budget of today's residents. New pipeline homes should meet the needs of future residents and the employees of existing and future town businesses who wish to purchase. Added actions may be needed to promote creation of additional rental units. Both the Town Plan and the Town zoning code anticipate this need and offer both small and larger scale options for infill. The zoning code allows owners of single-family residences to establish and rent out accessory units within their homes if their homes are in the R-1 and RM zoning districts. The zoning code allows owners of mixed-use buildings in the 5 different zoning districts to establish up to 2 residential units in their non-residential buildings. In addition, multi-family structures with 3 or more units are permitted in four different mixed use zoning districts.

Recommended Plan Implementation Actions

1. Amend the zoning code to permit accessory units in detached accessory structures, to permit them on lots with a duplex or townhome and to permit them in the R-2, PDD, TRC, MC and EDF zones.
2. Communicate to property owners about opportunities to add accessory units within single family homes.
3. Consider allowing larger existing structures in the RM district to be converted into small multifamily units with up to 3 units as a Special Exception.
4. Work with the state and county to ensure state tax credit funding for the planned 150-unit affordable multifamily housing component in the England Woods senior development.
5. Approve infill developments, floating zone applications and/or annex sites that are suitable for high-quality multi-family complexes with amenities. Sites within walking distance of the historic commercial street, near the commercial cluster at the east end of town or close to new large employment opportunities are especially desirable.
6. Continue the town's Façade Improvement Grant program via the Designated Sustainable Community District to encourage homeowners to maintain and improve older homes.
7. Maintain designation of the town's Designated Sustainable Community District. This requires renewal every five years. The current approval expires in February of 2027.

CHAPTER 9: Sensitive Areas & Resources

This chapter provides information on known environmentally sensitive areas, natural resources and mineral resources within the Town and its growth area. It also provides information on current and pipeline preservation actions.

The term "Sensitive Areas" refers to: forest lands, streams, wetlands, and their buffers; 100-year flood plains and their buffers; habitats of threatened and endangered species; steep slopes; intended for resource protection or conservation; and other areas in need of special protection, as determined in the Town Plan. The term "*Natural Resources*" refers to commercial quality mineral resources that could be extracted or that should be reserved for future use. There are no known environmentally sensitive areas of State Concern in or around the Town. There are no known commercial quality mineral resources.

The Town's vision and goals have for many years called for a network of protected public and private green spaces that include natural amenities and environmental resources. The state has for many years required that certain sensitive areas be identified and protected during consideration of development proposals. The Town has adopted regulations that protect sensitive areas and forests from the adverse effects of development. The Town's forest conservation ordinance and flood plain ordinance have been updated to reflect the most recent state requirements.

The Town protects sensitive areas from disturbance during the development review process, using a variety of existing regulatory controls, which are applied during the site plan and subdivision review. Whether a particular sensitive area may be impacted, and what mitigation techniques are to be applied, is fact-specific inquiry that depends upon the location and characteristics of the specific development proposal. Each is considered on a case-by-case basis. The Town's land development ordinance (LDO) incorporates conservation design principles and requires open space set asides in certain zoning categories. The Town Planning Commission has extensive authority in implementing the vision and policies of the Plan through appropriate application of existing regulatory mechanisms.

Review of Existing and Pipeline Preservation

As of June 2025, approximately 227 acres or 25% of the land within the town has been protected by a combination of recorded deeds, easements and/or zoning. This includes:

107.25 acres Town owned land zoned as open space.

42 acres Homeowners Association (HOA) owned land designated as open space.

128 acres Agricultural preservation easements.

This number does not include easements recorded on individual building lots for surface water drainage, stream buffers etc.

Another 136 acres of HOA owned open space will be dedicated and preserved once the current pipeline development plats are finalized and their easement recorded. This will bring the Town's preservation total to 263 acres or 33% of the land currently in town.

Much of the HOA owned open space was created through application of the floating zoning categories established in the 2009 Land Development Ordinance. These zones require significant amounts of open space. The PDD zone requires 25% open space, of which 10% must be used for shared active recreation. The TRC zone requires 20% open space of which 10% must be used for shared active recreation. The two most recent residential developments in town as well as the five current pipeline developments have been approved under these zoning categories.

As of the end of 2025 there are 27.4 acres of recorded Forest Conservation Easements in Town. Town staff estimate that another 48 more acres of Conversation Easements will be added as the multi-phased Preliminary Forest Conservation Plans for pipeline development are implemented and recorded.

Existing Sensitive Areas and Resources

The Town and its growth area sits on gently rolling open former farmland. Maps 12 and 13 show the area's natural features, waterways and watersheds.

Forest Lands – The Natural Features Map shows the existing forest cover in and around the Town. The Town's forests are largely fragmented, interspersed with agricultural fields and residential neighborhoods. Forest stands are primarily located along the largest streams and steeper slopes, which were not cleared for crop production or pastures. The largest forest stand in Town is in the Town owned 100 Acre Wood Park. These older forested areas along the slopes of the Walnut Run and Cherry Run Creeks are a high priority for preservation.

Watersheds & Streams - There are no rivers in Town. The area is drained by several small creeks and swales. The original town was located on high ground between two water sheds. These are the Bens Branch watershed that drains into Lake Linganore and the Bush Creek Lower Mainstem watershed that drains south. Small areas of town now also extend into the Bush Creek Upper Mainstem watershed and the Lower Linganore Creek watershed. All of these watersheds are part of the larger Monocacy River watershed that leads to the Potomac River and the Chesapeake Bay.

There are several named streams in the area as well as smaller unnamed lower order ephemeral (seasonal) streams. The named streams include the Cherry Run, Walnut Run and Hazel Nut Run Creeks that feed into Linganore Creek 1.5 miles to the north of town. The Davis Branch, Wood Run and School Run Creeks all feed into Bush Creek to the south of town. The Davis Branch is a very small creek no more than 3 to 4 feet wide at its widest.

100-Year Flood Plains - Hazel Nut Run creek is the only stream in Town that has been mapped by the Federal Emergency Management Agency (FEMA) as having a 100-year flood plain. The term 100-year floodplain refers to that portion of the landscape adjacent to streams and rivers that is subject to inundation by a flood event having a 1% chance of occurring in any year. A key function of floodplains is to hold excess water and allow a slow release into groundwater and back to the waterway.

Waterbodies & Wetlands– There are no lakes in the Town or growth area. Several small manmade farm ponds exist. Several areas of inland wetlands or riparian wetlands have been identified. These exist in low-lying areas where the groundwater depth is shallow such as along streams, in former farm fields and in farm fields. Wetlands are generally identified based on the degree of flooding, the existence of unique plant communities, and by special soil characteristics. Wetlands may be permanently flooded by shallow water, permanently saturated by groundwater, or periodically inundated for periods during the wet season.

Habitat Of Endangered and Threatened Species - The Maryland Department of Natural Resources (DNR) maintains an official list of species that are designated as threatened or endangered in-Maryland. GIS data depicting generalized habitat/species locations is provided by the Maryland Department of Natural Resources for land use planning and development review purposes. To date no threatened or endangered species have been identified in New Market.

Steep Slopes - Steep slopes are defined as having an incline of 25% or greater. Protecting the natural terrain and vegetative features present on steep slopes prevents flooding, stream siltation, and the alteration of natural drainage patterns. Preservation of steep slopes adjacent to watercourses is especially important because of the impact to water quality and in-stream aquatic habitat from soil erosion and sedimentation.

Minerals, Geology and Soils - The Town has no commercial quality mineral resources, which could be extracted or which should be reserved for future use. Unlike large sections of the County to the west of Town, the New Market area is not built on limestone. The entire New Market area is underlain by crystalline rocks of the Piedmont physiographic province. This geology makes the area attractive for certain types of development that require large building footprints.

The major soil types in the New Market area are Manor and Linganore soils. These soils are generally shallow, well to excessively drained, with fair to moderate agricultural capability. The Soil Conservation Service has identified some farmland to the east of the town's planning area, which is of statewide importance. This farmland generally consists of Capability Units II and III soils and therefore qualifies for participation in the State's voluntary preservation program.

Recommended Plan Implementation Actions

1. Continue to preserve sensitive areas through implementation of town land development regulations and compliance with state regulations.
2. Update Town ordinances to meet changing state requirements as they occur.
3. Continue to prioritize floating zone development to create compact walkable communities with attractive open areas in order to promote the town's environmental resilience.
4. Continue working with the town's volunteer Green Team committee to identify and prioritize town green initiatives that improve the town's environmental resilience.
5. Educate property owners on MD House Bill 1560 pilot program for "ecosystem value-oriented forest management plans." that compensate private forest landowners for conserving trees and provide public benefits.
6. Consider assessing the town's current urban tree canopy and forest coverage, using available public data and setting a voluntary nonbinding target coverage
7. Consider working with town volunteers to educate property owners about state and non-profit programs that help fund voluntary tree planting and re/afforestation on private land:
8. Consider designating town-owned OS zoned sites/areas suitable for FO as possible preferred FC mitigation sites to reduce town mowing obligations
9. Continue to Look for opportunities to work with Frederick Co., MD DNR, landowners, and conservation partners to identify forested lands, stream corridors, agricultural lands, and rural-edge properties in town and in annexed areas that may be eligible for conservation incentives, easements, ecosystem-value programs, forest management plans, or other preservation tools.
10. Coordinate with the County where possible on their Green Infrastructure planning efforts to establish strategically-planned, environmentally-sustainable, managed network of mapped "hubs" and "corridors" that reduces habitat fragmentation, provide options for wildlife migration, sustains and regenerates working lands, mitigates the effects of climate change, reduces vehicle miles traveled, and increases access to green space and outdoor recreation opportunities.

CHAPTER 10: Public Facilities and Services

This chapter considered the impacts of Town growth on public facilities and services provided by the Town and other entities. The types of facilities and services addressed include public roads, schools, libraries, parking, bathroom and water and sewer services as well as municipal government offices, public safety, parks and recreation, and other infrastructure. Both the Transportation and Water Resources chapters supplement this chapter.

The Town considers impacts on public facilities and services in planning for growth. New developments are required to pay their fair share of the costs associated with public facilities. Impacts on public facilities are assessed when considering new development applications and annexations. After an appropriate review of a development's impacts the Town may require applicants to enter into agreements that require construction or contribution of funds for future improvement to facilities. The Town may also set a reasonable phasing schedule that provides concurrency of development with these needed improvements. Future Annexation applicants should be prepared to address the impact of their proposed land used on public facilities and services.

This plan acknowledges that New Market's history, present challenges, and future are inseparable from infrastructure changes. Infrastructure decisions by others have created opportunity, divided the Town, affected quality of life, shaped economic development, and influenced growth patterns and timing. The Town continues to experience positive and negative impacts from regional infrastructure changes. In preparing this plan questions have been raised regarding roads, safe walking paths, bicycle/scooter/EV paths, water, sewer, stormwater, electric service, natural gas, renewable energy, underground fiber, broadband redundancy, cell towers, underground fiber, utilities, emergency power, emergency generators, public safety communications, utility corridors, noise mitigation, regional infrastructure projects such as the MPRP powerline project and future technologies not yet foreseen or fully understood.

Public Roads – The Town asks annexation petitioners to conduct a traffic study of their proposed development. The Town sets an appropriate standard for these studies on a case-by-case basis. The Town typically requires applicants to provide consistently formatted and scoped studies that are congruent with the County's APFO requirements for roads.

The cost of maintaining Town roads represents a significant part of the annual budget. As of June 2025, the Town maintains 7.55 miles of roads. Current pipeline developments, including the new parkway, will add 10.2 miles of roads to the Town's inventory. This will bring the total to 17.7 miles in about 15 years. Since 2005 Town Plans have sought to reduce the proportional share of this municipal expense by improving the efficiency and design of new roads. Current regulations set design standards and restrict elements such as the addition of Town-maintained streetlights and street trees. The Planning Commission was assigned oversight on this in new development. This concern was considered during approval of the current pipeline developments. Currently the amount of roadway maintained by the Town equates to 74 linear feet for each of the 537 homes in town. Once the current pipeline developments are built out and their roads are dedicated to town, the total linear feet of roadway per home is projected to drop to 46 linear feet, a reduction of about 38%. In addition, due to the smaller scale of the new roads, the Town projects that new road segments will cost 1/2 to 2/3 less to maintain than the older wider residential road segments built in the 1980's and 90's.

The Town maintains a detailed database of its roadway facilities. It projects maintenance requirements and costs for each road segment over the next 100 years based on design

features and dimensions. An updated Town Long Term Road Maintenance Database & Annual Report is prepared annually and provided to the Town Council during the budget review process. Projections assume that each road segment will need crack sealing every 10 years, patching and resurfacing every 20 years and a full depth reclamation every 40 years. These projected costs are not a constant number. The report projects several periods of higher cost due to the number of road segments that are of a similar age. These segments are located in three large subdivisions. They reach their 10-year, 20-year and 40-year maintenance cycle points in clusters.

For many years the town has followed a policy of setting aside money in a unreserved fund for anticipated long-term repairs and replacements so that the town is ready to cover future large road maintenance expenses in the year in which they occur. The goal is to reserve funds so that large expenditures do not place undue burden on the town's budget or cause the town to incur debt. A reserve fund report is prepared and provided to the Town Council each year during the budget review process. It reviews current savings and sets an annual savings goal to ensure that adequate funds are accumulated in time to meet projected costs.

Public Schools - The Frederick County Board of Education (FCPS) provides public education and runs school facilities in the County. The Board of Education prepares an annual Education Facilities Master Plan (EFMP) that reports school capacities, establishes student yield factors, and provides ten-year school enrollment projections. The report recommends new schools and school improvements. It defines individual school district boundaries and feeder systems of elementary and middle schools that “feed” County high schools. The most recent EFMP report available is dated 2025. It looks forward 10 years to 2035 and takes into consideration all current pipeline development in the County and Town.

Currently all but two of Town's residential units are in the Linganore High School Feeder system. All other children attend New Market Elementary School (NMES), and New Market Middle School (NMMS) followed by Linganore High School (LHS). Both the elementary and middle school sit on Main Street. The high school is located approximately 5 miles north of Town on Old Annapolis Road. Many town students are able to walk or bike to the elementary and middle schools. Students drive or ride school buses to the high school. The EFMP reports the capacity of the New Market Elementary School is at 91.1% c. The New Market Middle School is at 87.2 %, and the Linganore High School is at 99.2 % capacity. All three are expected to remain below full capacity for the next ten years.

The EFMP has placed the Calumet PUD in the Oakdale High School feeder system. Those future students will attend the new Linganore Creek Elementary School, the Oakdale Middle School and the Oakdale High School. The new Linganore Creek Elementary School is being built near the intersection of Mussetter Rd. and Old National Pike. It will open in 2026. Many Calumet students will be able to walk there. The middle school and high school are both located in the Lake Linganore Town Center. Students will ride buses there.

Public Libraries – The public lending libraries in Frederick County are run by the Frederick County Public Libraries organization. Currently the nearest regional library is in Urbana 7 miles away. A new regional library is being planned for a site 2 miles away in the Lake Linganore Town Center. County libraries are funded by the County's General Fund. The County also collects Library impact fees as part of their APFO ordinance. The new Library construction will be funded through, County funds, impact fees, state funds and land donations from the town center developer.

Municipal Facilities - For several years the Town has been planning for facility improvements and expansions to accommodate larger town meetings, added staff, and added services as the town grows. In April of 2026 the Town acquired a new 2.8-acre property with three existing buildings. A 7200-sf office structure on that site is being renovated as the new town hall. Future use of other town-owned properties, including the Mantz building, the Smith Building and other vacant lots, is currently under review.

Public Bathrooms - For many decades the Town provided public bathrooms in the center of the historic district for the use of tourists and Main Street shoppers. These were located in the rear of the Mantz building at 39 W. Main St. Based on this shared amenity many small shops located in the ground floor of residences and in historic buildings were not required to install their own ADA accessible public bathrooms. In recent years, with the decline in casual tourism combined with building renovations and commercial business turnover have made this town service less critical. The town's public bathrooms at the Mantz building have been closed for several years due to vandalism problems. New public bathrooms will be available in 2026 with the completion of the Event Barn.

Public Parking – As noted in Chapter 5, public parking is an important element in the town's economic strategy for the town center. The Town has provided public parallel parking along Main Street since the advent of the automobile. These parking spaces are shared by residents, visitors, commercial customers, employees, delivery trucks etc. Town regulations permit property owners in the RM zone to partially rely on these shared spaces rather than building large single-use parking lots for commercial customers. In recent years the Town has added several pull-in public parking areas along the side and rear alleys in the historic district. Public parking at the new town hall site is being added in 2026. The Town anticipates that there may be need for additional public parking in the future as discussed in Chapter 11.

Town Services & Staff - Like many other small towns, New Market provides a limited range of services to its residents and businesses. Services include maintenance of streets, sidewalks, parks, open areas and town buildings, snow removal, mowing on town land and permitting. New Market does not provide water or sewer services or police services. It does not have a Public Works or Parks & Recreation department. As of 2026, services such as snow removal, lawn, mowing, trash pick-up, and street tree care, are provided by contractors. Until very recently many small repairs at the town hall, the parks, and the streetscape were done by elected officials and other volunteers. The Town holds an annual volunteer clean-up day.

Currently the mayor and town council serve in a volunteer capacity. There is a small staff. As of 2026 this will include a Town Clerk, a Treasurer Clerk, an Associate Clerk and an Events Coordinator. Contracted professionals provide engineering, legal advice, planning, zoning administration, grant administration and speed camera enforcement services. As the Town's population grows the need for services and staff will increase.

Public Safety - Public safety services in Town are provided by the County. The cost of these services is paid for by taxes paid by the County residents including those who live in Town. As the Town grows its tax contributions to these costs grow.

The Frederick County Fire and Rescue Services Division is responsible for maintaining fire, medical and response units throughout the County. It oversees volunteer and commercial responders to ensure compliance with State and County fire ordinances. Public safety services are provided by the Frederick County Division of Fire and Rescue Services (DFRS). The New Market Area is served by New Market Fire Station located on a 4.6-acre site at 76 West Main Street. The Town's 2014 Smith/Cline annexation provided \$750,000 to help fund the construction of the NMVFD banquet

hall at this location for use in fund raising activities. There are no known plans for new stations in the area or expansions at the existing station at this time. The Town acknowledges the vital services of the New Market Volunteer Fire Department. The Town's annual budget has long included a contribution to their efforts.

The Town does not maintain a municipal police force. A New Market is not a high crime area, most of the County's enforcement activity is currently focused on speed enforcement and some limited parking enforcement. The Town has a good relationship with the Sheriff's Department and the Frederick County Division of Emergency Management as evidenced by the Town's adoption of their Hazard Mitigation Plan. The Town views these services as shared not proprietary to the County.

Water and Sewer Facilities and Services - Frederick County provides the Town with water and sewer services in accordance with the County's Water and Sewer Master Plan and a Water and Sewer Service Agreement (WSSA). The most recent WSSA agreement between the Town and the County was signed in 2023.

The County first began providing sewer services in 1990 after constructing a sewer treatment plant at the eastern end of Main St. For many years early WSSA agreements limited the number of new taps that would be provided to the Town due to capacity limitations. Other County have been built since then. The WSSA current agreement does not set limits on the service connections offered to the Town.

The County first offered water services in 2003. Since then, the County has extended water mains and services into new subdivisions, along Royal Oak Drive, Wicomico Court and Main Street. All lots developed in Town after 2003 have public water service. Most other older properties have access to water service via nearby water mains and meter pots set in the Main Street sidewalks. However, a significant number of these property owners have not yet been connected to the service. These lots still use private wells. There are many lots in the Sponsors Addition subdivision and in the Historic District that still have wells. The County requires property owners who wish to connect to apply for a Water and Sewer Master Plan amendment and pay connection fees before connection. Maps 14 and 15 in the Appendix illustrate the water and sewer service status of parcels in and around Town as of March 2026.

The terms of the most recent WSSA Agreement anticipates service to the town's approval pipeline project sites. However not all land presently in Town or in the Town growth area is designated to receive future water and sewer service. Service to many areas will require both an amendment to the County Water and Sewer Master Plan and the current Water and Sewer service Agreement (WSSA.)

The most recent County Water and Sewer Master Plan indicates that the County has the capacity to provide water and sewer services for new development in certain areas in and around the town. It projects that County areas around New Market are expected to receive "a high percentage of industrial and commercial development in addition to residential development. Chapter 8 provides information on the town's projected growth within these areas.

The County uses the Community Growth Area (CGA) boundaries delineated in the County Comprehensive plan, as the basis for delineating public water and sewer service areas. The county's comprehensive plan provides guidance for the timing of development relative to the availability of water and sewer service. After this Plan is adopted, the Town anticipates that the County will prepare a Reconciliation Plan that amends the Comprehensive Plan around the

Town. Among other changes, amendments to the Community Growth Area boundaries and the Water and Sewer Plan designations in the town's growth area are anticipated.

The County's water and sewer systems are proprietary enterprise funds within the County government. They use several mechanisms to fund water and sewer system expansions and improvements. The County has the legal means to finance water and sewerage facilities through the issuance of general obligation bonds backed by the full faith and credit of the respective jurisdictions. With few exceptions the major elements of the water and sewer infrastructure such as treatment plants, transmission lines and interceptors are funded by the enterprise's Capital Improvements Program (CIP), while distribution system expansions are typically funded by developers. The County's Water and Sewer Masterplan provides additional details on the anticipated expansion (and source of funding) of County water and sewer systems.

Parks and Recreation: Frederick County provides parks and recreation facilities for county residents. Town residents currently have access to over 400 acres of active and passive recreation areas and natural open spaces in and around the town. Facilities in and within 5 miles of town include the following:

- 106 acres of Town owned land;
- 209 acres of owned County land;
- 90 acres of HOA owned land

Town owned elements include:

- Community Park - A 1-acre lot on East Main Street with an event barn, a tennis court, and children's playground.
- Messanelle Memorial Park - a pocket park located in the middle of Town with a water fountain surrounded by a resting area with park bench seating.
- 100 Acre Woods Park - a 102.5-acre town Park. Thirty-four acres of the park are leased to the nonprofit Liganore Urbana Youth Athletic Association (LOUYAA). The leased area includes a mix of athletic fields and other active recreation activities that have been built, maintained and operated by LOUYAA. Their program is heavily used by residents of the town and county. The remaining 66 acres are largely wooded and include a network of hiking and biking trails.
- Two acres of unimproved open space areas – one at 145 W. Main St and the other on North Alley where the former fire pond was recently replaced.

County owned elements include:

- Old National Pike District Park – a 152-acre facility located 1 mile east of New Market on Old National Pike. Its amenities include four multipurpose fields, large children's play areas with water mister posts, picnic areas, shelters and walking paths.
- Three public recreational areas exist at the three public schools closest to town. These are the New Market Elementary and Middle Schools located on Main Street and the Dear Crossing Elementary School on Boyers Mill Rd. The Board of Education makes the sports field and play areas at these schools available for a variety of youth and adult activities after school, evenings and weekends. These three school sites total 57 acres.

The HOA owned land and amenities for the shared use of HOA residents include:

- 25 acres of improved open space in The Orchard and the Brinkley Manor PUDs include trails, an athletic field, a children's playground and other amenities.
- 65 acres of unimproved open space in the Royal Oaks subdivision.

By current County standards 25 acres of parkland per 1000 population is considered appropriate. By this measure, the current Town population of 1525 should have access to 38 acres of parkland. In twenty years (2045), if the town population reaches 6200, town residents should have access to at least 156 acres of parkland. By this measure, the Town both today and in 20 years is well served by the existing 400-acre inventory.

The Town of New Market does not currently have a Parks department or a Public Works department with the capacity to run recreational programs or maintain extensive public park facilities. To date the town's approach to recreation has been to work with third party lessees, property developers and home-owner associations to ensure that Town residents have access to quality recreation. Most notably the Town leases 32 acres in the 102-acre 100 Acre Woods Park to the nonprofit LOUYAA organization. They run a heavily used multi-sport program for local young people on the 12 athletic fields they have constructed and are maintaining. The current LOUYAA lease extends through 2058.

During preparation of this Plan, both Town residents and nearby County residents living in nearby county residential areas, have expressed interest in:

- a more extensive network of trails that residents can use to safely walk, bike and walk their dogs and to safely reach current and future open spaces without a vehicle.
- access to local recreational amenities that are not focused on organized athletic programs.

Based on current public planning and pipeline developments in the Town and County, it is anticipated that area residents will have access to several new recreational areas and amenities within the next decade. These include the following:

- A 1.5 multi-purpose recreational trail along the New Market Parkway that will become part of a 13-mile multi-purpose recreational trail being planned by the county that will connect New Market to the cities of Frederick and Mt Airy and to the county's Old National Pike District Park
- A new entrance to the 100 Acre Woods Park that will open after construction of with the New Market Parkway.
- Several miles of added trails and walks as shown on the Pedestrian and Bike Plan, Map 20 in the Appendix.
- Over 60 acres of new facilities at three planned public schools. Map 20 locates the existing and future schools in and around Town.
- Over 100 acres of added HOA open space and active recreation facilities in 5 new residential developments in Town. Approved amenities include numerous sport courts,
- 2 private clubhouses and a pool for the shared use of HOA residents:
- A possible 20+/- acre new County Park in the Cherry Run subdivision just to the north of Town.

Other infrastructure This plan anticipates that the Town will continue to experience positive and negative impacts from regional infrastructure initiatives and technology changes not net foreseen or fully understood. The needs for renewable energy, underground fiber, changes to services provided via overhead or underground wires, cell towers, underground fiber, utilities, emergency power, emergency generators, public safety communications, utility corridors, noise mitigation, regional infrastructure projects such as the MPRP powerline project and future technologies not net foreseen or fully understood.

Recommended Plan Implementation Actions for public facilities and services:

1. Continue to save funds for future road maintenance expenses and prepare an annual report for the Town Council to ensure that funds are adequate to meet projected costs.
2. Consider amending the Town Charter to require long-term continuance for these actions.

3. Continue to require new town developments to pay their fair share of public facilities and service costs associated with their development.
4. Continue to seek growth that will make positive contributions to town revenues and ensure that the Town can provide needed town-wide services.
5. Continue to prepare phasing action plans to better inform town budget and grant requests.
6. Continue to seek grants to assist in funding capital improvements and County and State Public Open Space grants to help acquire and improve town owned open space and parks.
7. Request that the County adopt a Reconciliation Plan amendment with updated planning for road connections and improvements and reclassifications, pedestrian facilities, water and sewer, and other public facility elements of this plan.
8. Update the current Water and Sewer Agreement to ensure that future town growth will be provided with water and sewer in a timely manner.
9. Consider creating a third entrance to the 100 Acre Woods Park and improving park areas in the north-west corner after the New Market Parkway makes this area accessible to vehicles, pedestrians and bicyclists.
10. Continue to monitor and respond to planning decisions by others regarding infrastructure and technology changes that impact the town's connectivity, quality of life, economic vitality, ability to compete, growth patterns and growth timing.

Chapter 11: Transportation

This chapter reviews the town's transportation objectives, existing transportation facilities and the planned and recommended improvements to town owned road parking and pedestrian facilities. Most of the major roads in the town's growth area are not town owned. This chapter also reports on, and coordinates with, existing, planned and recommended improvements to County and state transportation facilities.

This chapter includes three sections, one for roads, one for pedestrians and bikes and a third for public parking. It does not address public transit as the town is not served by any fixed-route public transit services and no services are planned. Most New Market residents commute via a personal vehicle. Out-of-town visitors travel by personal vehicle. Commuter train services in Frederick City are nine minutes away. They provide transit to the Washington metropolitan area. The County is also served by vanpool services, county bus service, passenger and freight heavy rail service. The State Highway Administration operates a park and ride lot on MD Rte. 75/Green Valley Rd. just south of town that is heavily used by private carpoolers.

This chapter also addresses changes to town, county and state road design standards. These coming changes will establish new road classifications that are more reflective of community context and more accommodating of pedestrians, bicyclists, and transit users. These changes are important to New Market as most existing county and state roads in the area were designed for a rural environment versus a walkable community. New state and county policies for Complete Streets and Green Streets concepts will be helpful in guiding the transformation character and function of the local road network in and around the Town.

Town Transportation Objective Review

New Market's transportation vision is for a safe and efficient interconnected local network that meets regional and local needs. The Town seeks a transportation network that is designed to avoid congestion, promote walking and biking, and support the town's economy. The Town's objective is to have facilities that connect the Town together and fit with the Town's character. The local network should include:

1. Road Network
 - a. A hierarchy of street types serving different travel needs and vehicle volumes.
 - b. Road interconnections and route alternatives to correct existing traffic constraints.
 - c. Traffic calming and access management measures to improve safety and reduce speeding in a small-town setting.
2. Pedestrian and Bike Network
 - a. Ample sidewalks, crosswalks and shared use paths that allow people in and around town to safely walk or bike instead of driving to local destinations such as the local schools, parks, shops and restaurants.
 - b. Adequate street lighting at key locations to improve safety and promote use after dark.
3. Public Parking
 - a. Retention and provision of valuable shared public on-street parking spaces in the town center to support the town's economy and avoid the need to construct large single use off-street parking facilities.
4. Contextual Design standards
 - a. Updated Town specific street standards consistent with the town's historic character and vision. Design concepts such those offered by newer neotraditional designs within Complete and Green Street standards that can better accommodate pedestrians, bikes and public on-street parking, and are safer and less expensive to maintain than the older wider suburban street standards should be considered in revising current standards.

Road Network

Existing Road Conditions & Issues

Existing road network maps in Appendix A show existing public roads in and around the town. Map 16 identifies which roads are owned by the town, the county and the state. It shows all public alleys and local streets as well as major roads such as collectors, arterials and highways. The town owned network has changed significantly since 2106. The Town has accepted ownership of roads in the last phase of the Royals Oaks subdivision and a 1.1-mile section of Main Street previously owned and managed by State Highway Administration (SHA).

Map17 in Appendix A illustrates the area's Existing Major Road Network. It identifies the roads in and around the town that are currently classified as collectors, minor arterials and highways. It locates existing signalized intersections. These major roads form a hierarchical network that serves traffic generated by vehicles and goods moving longer distances to, from and through town. Local community serving roads are not highlighted. Together maps 16 and 17 illustrate several issues of long-standing concern to town stakeholders:

- Competing Main St. Functions: This historic road functions both as a low-speed local business street and as a high-volume minor arterial used by commuters passing through town. It is also currently functions as a twice daily queuing space for parents picking up and dropping off children at the two local public schools. These three competing functions are causing safety problems, conflicts, congestion and speeding. The first two conflicts have developed over the past 80 years as state road construction gradually funneled traffic from large portions of the Linganore Community Growth area down Main Street to the Rte. 75 I-70 interchange. The town and county have long planned for alternative routes to help redirect portions of this traffic. The New Market Parkway, currently in design, will provide this alternative.
- Local Control: when the Town accepted ownership of Main Street in 2018 it gained the ability to manage traffic and make local decisions on improvements to this most essential town corridor. Since then, the Town has developed a multi-phased Public Safety Plan and have implemented several projects to reduce speeding and improve public safety and support revitalization. This included reduced posted speeds, installation of speed cameras, modification of alley circulation patterns and installation of striping and bollards to improve sightlines for traffic entering from alleys and side streets. It also included construction of new public parking spaces that offset lost on-street spaces lost due to safety measures. As of the winter of 2025, additional design plans were being developed to further slow traffic and improve pedestrian crossing safety at several locations. The Town is currently working with one of the schools to develop solutions to the recent school issue which at this writing is consistently blocking Main St. and access to and from the New Market Fire Station.

Evolving town alley functions: The grid network of alleys to the north and south of Main Street are a key part of the town's historic character and its traffic management strategy for Main St. Historically alley traffic has been light. This is changing as new businesses are opening and new driveways and parking spaces are built on lots that front on the alleys. Careful planning will be needed in the future as many of the alley rights-of-way and pavement sections are narrow. Alley pavement subbases were not built to support heavy vehicles. Turning radiuses at corners are tight. Maintenance problems occur when passing vehicles leave the pavement to pass on narrow two-way alley segments. Improvements and policy changes will be needed to improve the durability and adequacy of the alleys without impacting on historic character. Opportunities to extend the alley grid exist. These should be carefully considered where possible to ease Main St. traffic flows and increase side and rear alley access to lots facing Main St. The public parking map (map 18) in the appendix highlights the existing lots along Main St. that do not have access to either a side or rear alley.

- Royal Oaks Drive Stub-end: This stub ended collector road, built around 1990, includes a short town section north of Main St. and a longer county section beginning north of Ross Court/Talbot Drive. It was planned as part of a larger connecting grid, but functions as long cul-de-sac that ends at the town's 100 Acre Woods Park built in 2010. This road has no sidewalks. Walking and biking occurs on the shoulders. This road contributes to traffic congestion on Main St. by funneling the daily traffic generated by over 375 homes in the county's New Market West PUD and the busy LOUYAA Athletic complex back through the town's Sponsellers Addition. County and town plans have long called for this road to have a second access point to the north; however other design changes may be possible to resolve community issues.
- Mussetter Rd Stub-end: This stub ended county owned collector road built around 1990 and was also planned as part of a larger connecting grid. It currently functions as long cul-de-sac. It directs traffic from the large Greenview PUD and nearby county development areas down to Old National Pike and to Main St. The New Market Parkway, shown on Map 17, will connect Mussetter Rd. directly to Rte. 75.
- Boyers Mill Rd: This County owned minor arterial road links the large Linganore Community Growth Area to Old National Pike and to Main St. It has a large and growing volume of traffic. Once the New Market Parkway opens a portion of this traffic will be redirected away from Main Street.
- MD Rte. 75/Green Valley Rd. Corridor through Town: Traffic volumes are increasing on the segments of this state-owned minor arterial that passes through the town and its growth area. Most town residents travel the corridor and pass through its intersections daily. Stakeholders have expressed concerns about intersection congestion and stacking in intersection turn lanes. Concerns have been raised about speeding in the corridor and safety at unsignalized intersections. The County and the Town are accumulating funds from both town and county pipeline developments to help fund improvements in the corridor and its intersections. Engineering plans are currently underway for several improvement projects.
- MD Rte. 75 underpass restrictions south of town: Increasing amounts of semi-truck traffic generated by light industrial uses located south of I-70 currently move through the I-70/Rte. 75 interchange. Additional truck traffic is anticipated from developments in the County's pipeline. The existing low-clearance railroad underpass near Bush Creek prevents taller trucks and buses from traveling south on Rte. 75. Recent County-approved developments are contributing funds for a realignment of Rte. 75 that will by-pass the low railroad underpass and an upgrade to the I-70/Rte. 75 interchange.

Road Plan

Map 17 in Appendix A represents the town's Major Road Network Plan. It identifies both planned and pipeline extensions and improvements to town, county and state roads. It also identifies road classifications. The LDO refers to this map as the Town Major Streets Plan. Appendix B provides a review of existing and proposed town road classification terms. Key changes shown on the Major Road Network Plan include the following:

- Main Street Reclassifications & Improvements – The Plan reclassifies the town owned section of Main St./Old National Pike. It proposes phased prioritized improvements in the corridor to better manage traffic and improve public safety before and after the New Market Parkway opens, providing an alternate route through town. Two new road classifications have been created for this corridor. Appendix B provides further information on these:

- Main St/Minor Arterial- The section between Royal Oaks Drive going east to the Town boundary at Bye Alley
 - Pike Town Main St/Minor Arterial- The section between Royal Oaks Drive going west to the current Town boundary near Boyers Mill Rd.
- New Market Parkway/Mussetter Rd extended - This is a new developer-funded, town/county owned road that includes a 1.55- mile, two-lane road that will link MD Rte. 75 to Boyers Mill Rd. and a 0.33-mile two-lane town road that will link to the existing eastern stub end of Mussetter Road. At its eastern end this new road will replace the current Old New Market Rd. intersection at MD Rte. 75. The name New Market Parkway has been applied to the road segment between Boyers Mill Rd. and Md Rte. 75. Design features include: a traffic signal at Rte. 75, dedicated turning lanes on MD Rte. 75, a hiker biker path along the southern side and a sidewalk along the northern side. The western portion is designated as a Town Collector and will be maintained by the Town. The eastern portion of the road will be constructed to the County's Collector design standards and will be maintained by the County. Traffic studies provided during design show that upon opening most parkway trips will be generated by County residents.

The segment between the Stub end of Mussetter Rd to the western boundary of the Delaplaine property is classified by the town as a Collector Street. The Town Road Network Plan (Map 18) updates the classification on the road segment east of that point as a Parkway/Collector. (See Appendix B.) This new road classification and its associated design standards will guide future Town Planning Commission decisions regarding access management during review of future development applications along the corridor. Parkway standards will ensure the parkway will continue to provide the town with an effective alternative route to Main St. It will operate at higher speeds, have smoother flowing traffic, fewer points of access and a higher traffic volume capacity than Main St.

- Edge Creek Drive/Finn Drive – These future developer-funded collector roads are shown on Map 17. These roads will be built through the Gordon Mills and Cherry Run Subdivisions north of town They will provide a second less direct connection between Boyers Mill Rd and MD Rte. 75. Finn Drive will intersect Boyers Mill Rd at the entrance to the Deer Run Elementary School and connect to Edge Creek Drive. Edge Creek Drive will intersect MD Rte. 75. at a new roundabout. This connection will allow the planned 1400 homes in these two subdivisions and other traffic going to and from in the Linganore Growth Area. to reach MD Rte. 75 without passing through town on Main Street, the New Market Parkway or Boyers Mill Rd.
- MD Rte. 75 improvements north of I-70 – Several developer-funded projects will add new north bound and a new south bound travel lanes and bike shoulder facilities along State owned MD Rte. 75. Improvements will start at the northern entrance to the county approved Cherry Run Subdivision and extend south to the intersection with Old National Pike.
- Old National Pike and MD Rte. 75 intersection/ I70 ramps - Developer-funded improvements to the intersection of Old National Pike and Rte. 75 will add stacking and turning lane capacity on both the eastern and western sides of the intersection, as well as facilities to serve pedestrian and bicycle traffic. An additional through lane will be established between the intersection and the south bound ramp onto I-70 going towards Frederick.
- Second 100 Acre Woods Park Entrance – A new northern vehicular entrance to the 100 Acres Woods Park will connect the town park to the New Market Parkway. This will provide park bound travelers who currently traverse Main Street and Royal Oaks Drive to access the

LOUYAA sports program activities with an alternative route. A connection for bicyclists and pedestrians through the park will be accommodated so that local town and county residents can pass through the LOUYAA lease area to access the New Market Parkway multi-purpose path. No extension of Royal Oaks Drive through the park is planned with this project. Vehicular access will be controlled by gates at park entrances that are closed at the end of LOUYAA activities each day.

- Boyers Mill Rd Reconstruction. – This County funded CIP project will improve the roadway between Gas House Pike and Old National Pike to better serve increased traffic demands. A roundabout will be built at the future intersection with the New Market Parkway. Added/extended turn lanes will be built on all three sides of the Old National Pike and Boyers Mills Rd. intersection. New stormwater management facilities will be built. The road has been designed to have 2' to 5' wide shoulders for vehicle recovery. No designated bike or pedestrian accommodations are planned.
- Near term MD Rte. 75 improvements south of I-70 – A new roundabout will be added at the intersection of Baldwin Rd. and MD Rte. 75 via developer funds collected by the County. The existing southern stub end of MD Rte. 75. will be extended a short distance to serve planned new light industrial development in the County. The existing SHA park and ride lot will be relocated to the side of the extended roadway.
- Longer term MD Rte. 75 improvements and realignment - The County and state recently completed a needs study and preliminary design for a segment of Rte. 75 between the intersection with Old National Pike and the interchange with Interstate 270 in Montgomery County. The report plans for a more direct and efficient connection between I-70 and I-270 that will provide traffic capacity for a new county high school in the Monrovia area and future employment and residential areas along the corridor. In the New Market area, the study recommends improvements to the interchange with I-70 and four local Rte. 75 intersections and a realignment of the road that includes a new overpass over the railroad.
- Added town streets (not shown on map 17) - the town's current pipeline developments will add an additional 9.6 miles of local access and neighborhood collector streets to the town's road network. These are primarily minor local streets and are not shown on the Town Major Streets Plan.
- Expanded town alleys (not shown on map 17) - the town's current pipeline developments will expand the town's alley network in the historic district with a paved extension of South Alley from the Community Park to Main St. via Bye Alley at the eastern edge of the historic district. Several other opportunities exist to extend the current alley grid. An extended network could ease traffic congestion on Main Street and support revitalization in the town core. It could increase the number of town lots, businesses and residences that are accessed from the rear or side rather directly from Main St.
- Possible Cherry Run Connection to the New Market Parkway (not shown) - The current design for the Cherry Run subdivision just north of town and west of MD Rte.75, includes a minor collector road that ends at the town boundary. The Town's Planning Commission will decide whether an extension of this street to the parkway is advantageous to the town at the time of review of any applications to subdivide/develop the Delaplaine farm. Such a connection could provide a means for future county residents to reach the town center via car and bicycle. It could also provide town residents with access to a planned public recreational facility in the Cherry Run subdivision.

Pedestrian and Bike Transportation & Recreation Network

A safe walkable environment is a critical part of the town's heritage and vision for the future. Facilities for walking and biking provide transportation, recreation and economic development support for the Town and surrounding area.

During this plan's development, residents in both the Town and County have expressed a strong desire for improved intersection safety for pedestrians and a more complete pedestrian network both in the Town and in abutting County areas. The ability to safely reach the public schools and to cross Main St. and Rte. 75 were frequent requests. Local stakeholders have also advised that the ability to walk to shops, businesses and other destinations is an important part of the appeal of, and the quality of life in, greater New Market.

In recent decades interest in walkable communities has grown significantly throughout the country. Online services now exist to provide potential home buyers with assessments of a community's livability, walkability, bike-ability and transit availability. A 2025 review of these features showed that New Market scored well as a livable place due to its safety and visual appeal. However, it scored lower than many other small Maryland towns due to the limited number of daily destinations within easy walking distance that are reachable via safe routes. Other chapters of this plan address this issue.

10.5.1 Existing Pedestrian Network Conditions

Map 19, in the Appendix shows the Existing Pedestrian Network in and around town. The map delineates a functional pedestrian district within the town and its growth area. Properties in this area lie within ½ mile of the two existing public schools and the two existing local shopping areas. The map indicates the current routes available to residents within the functional pedestrian district. The map shows only pedestrian elements. No formal bicycle routes currently exist in the area. Signs exist on Main St advising drivers that bikes share the lanes.

The streetscape along Main St. and the alleys network adjacent to it, function as the backbone of the Town network. The well-lit Main St. streetscape has made walking after dark safer. The street's wide brick streetscape and ample on-street parking are key to attracting patrons to the town core. The existing network includes several improvements added in the past few years. For instance, a sidewalk now extends out to the Post office along the south side of Main Street. A public sidewalk now connects the sidewalks on Isaac Russell Street to 100 Acre Woods Park. A network of recreational trails has been built by volunteers in the 100 Acre Woods Park. A marked and signed pedestrian crossing with a median refuge was added at the intersection of Old New Market Road and Wainscott Drive was built by the County to better serve children walking to school from The Orchard and Brinkley Manor subdivisions.

Several gaps and weak points remain in the area's existing pedestrian network; these include the following:

- Safe routes to the town center - Many of the routes that residents use to reach Main St. rely on a combination of unlit alleys, rural roads, road shoulders, and off-road pathways. Many town, county and state road sections have no crosswalks, sidewalks or protected shoulders. Only one of the town's four major subdivisions is connected to Main St. by a continuous sidewalk route. Four marked cross walks exist along Main St.
- Safe routes to schools - Currently, a significant number of parents are choosing to drive their children to and from the two public schools on Main St. This is blocking traffic on Main St. and making students who walk less safe. Parents who choose to drive offer many reasons for their

choice. The safety of the available walking and biking routes is reported as one factor. The routes to school, are same routes that residents use to reach the shops and services of Main St., Improvements would benefit everyone.

- Royal Oaks Drive. – There are no sidewalks on either the town owned or county owned sections of Royal Oaks Drive. Residents in Sponsellers Addition and the county's New Market West PUD walk on the shoulder of this busy collector road to reach Main St to the south and 100 Acre Woods to the North. A shared use path is a high priority both for the Town and nearby County residents. It would be beneficial to park users and residents, particularly students, going to and from the New Market Middle and Elementary schools.
- Old New Market Rd/ Prospect St. – A town sidewalk exists on the west side of Prospect Street. It ends at the town boundary at North Alley. Old New Market Rd begins north of North Alley. There are no sidewalks along this busy county-owned road. Town and County residents walk on the shoulder to reach their destinations. A short sidewalk extension from the town boundary to the intersection with Wainscot Drive would allow residents from three town subdivisions to reach Main St. via a continuous sidewalk route. In the longer term, once the New Market Parkway opens, Old New Market Rd will connect to the parkway at a roundabout. It will become the primary route for Town and County residents seeking to access the parkway's hiker biker trail. The Town continues asks coordination with the County to add pedestrian and bike improvement on this road section.
- Sponsellers Addition and the north side of Main Street west of the Middle school. This older low-density town neighborhood has no sidewalks. People walking to schools and Main Street have two choices. They can walk down their street to Royal Oaks Drive where they walk south along the shoulder and use the cross walk on Main St to reach the existing sidewalk on the south side. Or they walk down Wicomico Court to the cul-de-sac to reach a short cut path connecting to Board of Education owned paths through the Middle School and Elementary school sites. Some parents use the Wicomico Court cul-de-sac as a drop-off pick-up zone. Residents report problems with speeding and congestion here.
- Md Rte. 75 Corridor – MD Rte. 75 represents a significant barrier to residents on both sides of the road. This state arterial was built in 1970's to a rural road design standard. The existing shoulders and three existing intersections do not support safe bike or pedestrian use. State plans call for these elements to be added in the future. Vehicles travel through this area at high speeds. The signalized intersection At Old National Pike slows and platoons the flow of vehicles so that bikes or pedestrians can cross at this location.
- Intersection of Wainscott Drive and Rte. 75 – Town owned sidewalks on Wainscott Drive end at the western edge of the unsignalized intersection with Rte. 75. The County owned sidewalk on the other side ends well short of the intersection. Town residents report that children and teens choose to cross Rte. 75 at this location and use the sidewalks on Meadow Way to reach shops and jobs at the grocery store and other businesses along Old National Pike. With a better connection here both Town and County residents could cross more safely.
- Main St/Old National Pike at Rte. 75 – On the western side of the signalized intersection with Rte. 75, the Town boundary and sidewalk stop a long distance from the intersection. Wide shoulders exist on the state-owned road segment between the Town and the intersection. On the eastern side of the intersection, the road is county owned. No shoulders exist. A few short segments of disconnected walkways exist. These gaps and the free-flowing nature of the right turn lanes at the four quadrants of the intersection discourage walkers and divides

the eastern and western sections of town and greater New Market area. Few people currently use this route when traveling on foot or bicycle. Over 600 homes exist today on the eastern side of Rte. 75, another 535 new homes are planned there.

- Old National Pike walk connection to the Linganore Community Growth Area – Sidewalks along Old National Pike currently stop at the New Market Post Office where county ownership of the road begins. No sidewalks exist along Old National Pike between the Post Office and the commercial areas at the intersection with Mussetter Road.

10.5.2 Pedestrian and Bike Network Plan

Map 20 in the appendix shows a **New Market Area Pedestrian and Bicycle Plan**. This map envisions an expanded local network based on a combination of pipeline, planned and recommended improvements. It takes into consideration several adopted county and state plans for future sidewalks, trails and multi-purpose paths. The map also highlights an expanded functional pedestrian district in and around the town that reflects the addition of new schools, new businesses and new residential areas.

During this plan's preparation several parallel planning and design activities have been underway that will significantly improve the area's existing pedestrian and bicycle network. The town has been working on designs for an updated multiphase Public Safety Plan that calls for numerous added crosswalks and other improvements along Main St. to be funded by the town's speed camera program, grants and other sources. Several developer-funded design teams are also currently working on pedestrian and bike improvements. These plans may include pedestrian and bicyclist accommodation along the MD Rte. 75 corridor and its intersections.

Current pipeline pedestrian and bike improvement projects include:

- Continuous sidewalk and multipurpose trail on the New Market Parkway
- An expanded network of sidewalks and trails within the town's four master planned developments of Calumet, England Woods, East Main St. and West Main St. and the town county master planned development of Gordon Mills and Cherry Run.
- Pedestrian and bike friendly facilities along MD 75 from Old National Pike north to the northernmost entrance of the Cherry Run Subdivision
- Sidewalk and wide multi-purpose trail additions on Old National Pike east of Rte. 75.

The County has proposed a continuous 13-mile recreational path that will pass through the town and link the City of Frederick with New Market and Mt Airy. The recently issued preliminary design study envisions the new trail as an economic development and tourist initiative that will attract significant numbers of bicycle recreationalists. The proposed County alignment generally follows Old National Pike. The planned segment through the Town diverges from Old National Pike at Mussetter Road. It follows the New Market Parkway to Route 75 then runs south back to Old National Pike where it continues east. Town officials requested that the plan include the following:

- A shared-use path along the existing segments of Mussetter Rd.
- A sidewalk on SHA owned section of Old National Pike/ MD Rte. 144 from MD Rte. 75 to the eastern end of the town's sidewalk on Main Street by the abandoned County sewer treatment plant.
- Pedestrian and bike accommodations along MD 75 between Old National Pike and the northernmost entrance to Cherry Run Subdivision with pedestrian and bike friendly crossings of MD Rte. 75 at all five intersections. This includes Old National Pike, Wainscott Drive, New Market Parkway and the two Cherry Run Subdivision entrances.

- A strong bike pedestrian connection and or bridge across MD Rte. 75 at the intersection with Old National Pike.
- Continuous sidewalks and a 12' wide multi-purpose trail on Old National Pike east of MD Rte. 75.

The County is currently updating their 2018 Bicycle and Pedestrian Plan. The current plan calls for on-street biking along MD Rte. 75, Old National Pike and Boyers Mill Road. The Town has requested that the updated County plan includes bike and pedestrian improvements along Royal Oaks Drive and Old New Market Rd. and that inclusion of bike pedestrian improvements through the Rte. 75/Old National Pike intersection and bike pedestrian improvements along Old National Pike east of MD Rte. 75.

The County's Education Facilities Master Plan is currently planning new county schools in the greater New Market area. All three sites will include community recreational facilities that may be used by the surrounding communities. Sidewalk improvements are anticipated in the vicinity of these new school sites.

Public Parking

Existing Conditions & Issues

Currently many of the existing businesses and residences in New Market's town center rely upon on-street parking along Main Street to meet their needs. For the past 125 years customers, visitors and residents all have successfully found an open parking space along the street and strolled down the sidewalk to their chosen destinations and public events. The demand for parking in the town center, ebbs and flows over the course of the day and the week because of the diversity of uses there. A regular turnover of vehicles allows these shared spaces to effectively meet many needs.

Like many walkable municipalities, New Market encourages a reliance on public parking. Town regulations discourage construction of large private single-use parking lots in the historic district and the RM zoning district. Town regulations have established several alternative procedures by which the Planning Commission and the Board of Appeals are authorized to determine parking adequacy. New land uses in the RM district are typically asked to provide on-site parking for the residents and employees. Onsite parking for customers for most use types is not required in the RM district.

In recent years the demand for public parking in the town center has increased during certain peak periods of the day and week. At the same time, various public safety improvements along the street required removal of some parking spaces. Concerns were expressed by small business owners and their customers regarding parking availability. The Town responded by providing additional public parking on the side and rear alleys and on town properties.

Map 21, the Public Parking Map, identifies existing public parking areas in the town center and delineates an informal parking district that includes areas within a reasonable walking distance of public parking. The 450' foot walking radius shown on the map roughly equates to the distance a pedestrian would walk in a straight line from a parking space on the south side of South Alley to the front door of a business on the north side of Main St. The existing parking areas shown include a large new public parking area at 90 West Main St., on-street parking on one or both sides of Main St. two existing public parking areas along South Alley and a parking area on Fifth Alley.

This Plan acknowledges that additional public parking supply and increased parking management may be needed in the future as further revitalization occurs, new businesses open

and public events occur more frequently, particularly at the Community Park as the new Event Barn will begin operation there in 2026. Map 21 identifies several potential opportunities for added public parking and possible public/public/private parking.

A future study of public parking supply and demand should be prepared and monitored so that management and supply changes can be identified and implemented when needed. Parking planning should be coordinated with other efforts such as traffic management, pedestrian improvements, lighting and stormwater management requirements. New parking solutions should balance the need for convenient parking and economic vitality with the overall town vision and goals to protect town character. Data on public parking should be made available to the Planning Commission and the Board of Appeals for their use in considering future development permits and regulation updates.

Recommended Town Actions Regarding Transportation:

1. Work with State Highway Administration (SHA & Maryland Department of Transportation (MDOT) on improvements and changes to the MD Rte. 75 corridor section through town to improve east/west connectivity, transform the road from a high-speed rural condition to a lower speed multi-modal pedestrian and bike friendly corridor.
 - a. In the near-term coordinate with SHA and the county on developer funded improvements - both north and south of I-70 - to improve traffic capacity, intersection flows and provide a continuous pedestrian and bike network.
 - b. In the longer-term plan for changes to the interchange with I-70 and the realignment of MD Rte. 75. over the railroad.
 - c. Support an SHA warrant study for a traffic signal or roundabout with pedestrian and bike improvements at the intersection of Rte. 75 and Wainscott Rd.
2. Work with county officials and the county transportation department to:
 - a. Coordinate on town and county developer funded improvements.
 - b. Identify and prioritize County CIP Transportation projects in Greater New Market.
 - c. Improve pedestrian and bike facilities and traffic management on Royal Oaks Dr.
 - d. Add a sidewalk segment on Old Market Road from North Alley to Wainscott Drive followed by pedestrian and bike improvements on Old Market Road from North Alley to the parkway,
 - e. Achieve pedestrian and bike connectivity on Old national Pike at both ends of Town to connect to Linganore Town Center, the City of Frederick and the City of Mt Airy. and achieve the county's planned 13-mile recreational trail.
 - f. Plan for and achieve ample safe pedestrian connections to the 3 existing and 3 planned new area schools and their recreational facilities.
 - g. Update classifications and posted speeds for county roads in the area.
3. Work with the County Board of Education to:
 - a. Continue to prevent/alleviate off-site vehicle queuing during regular school days.
4. Town Actions:
 - a. Update of the Land Development Ordinance to
 - i. Update Design Standards and Road Classification definitions and clarify design standards for the Parkway Classification.
 - ii. Ensure that new driveway access points along Main Street are designed to alleviate the need for vehicles to back out into the street.
 - iii. Discourage delivery vehicles from stopping on Main Street during peak traffic hours.
 - b. Expand and update the multi-phased Main Street Public Safety and Traffic Management Plan to include the town owned section of Main St and its supporting alley network. Identify prioritized projects to improve traffic management, traffic

calming, safety, local access and economic development for use to town budget and grant requests.

- i. Consider extensions of alley network to provide rear or side alley access to more properties in the corridor.
 - ii. Assess the need for alley improvements to increase durability, safety and traffic adequacy such as:
 - 1. Wider paving sections along two-way alley segments to accommodate passing vehicles.
 - 2. Add directional and traffic control signage.
 - 3. Add provisions for public parking. (see also Chapter 4)
 - 4. Add stormwater run-off control especially on the south side
 - 5. Extensions of the existing alley network to provide rear and side access to more Main St lots.
- c. Continue Bike and Pedestrian Network Planning
 - i. Prepare a phasing plan to identify and prioritize individual improvement projects for use in grant applications and town CIP budgets.
 - ii. Review current state regulations and consider amending town codes to permit the operation of state licensed Low Speed Vehicles (LSV) on certain town roads as a means to meet mobility goals for seniors and families and address parking and traffic concerns in the town core. Note: state-licensed Low Speed Vehicles require licensed drivers and safety standards that are not required of golf carts.
- d. Continue Public Parking Planning - Review existing public parking supply and demands. Plan for future public parking initiatives in the RM zoning district. Pursue grant funding to enable implementation as needed. Parking planning should be coordinated with other efforts such as traffic management and alley and pedestrian improvements. New parking solutions should balance the need for convenient parking, ADA requirements and economic vitality with the overall town vision and goals to protect town character. Data on public parking should be made available to the Planning Commission and the Board of Appeals for their use in considering future development permits and regulation updates.

CHAPTER 12: Water Resources

Current Plan

Currently Frederick County's 2023 Water Resources Element (WRE) serves as the Water Resources Element for the Town of New Market. This Plan adopts that plan by reference.

State law requires all municipalities to assume certain responsibilities for water resource monitoring and protection within their jurisdiction once their population exceeds thousand per the U.S. Census. This occurred in 2020. The Town has started the multi-year process of preparing a Municipal Separate Storm Sewer System Permit (MS4) for state approval. The Maryland MS4 permit program is part of the federal Clean Water Act, aiming to reduce and eliminate pollution from stormwater runoff. Approval of this permit is the first step in taking on municipal responsibility for water resources.

Once the town's MS4 permit has been approved, the Town will prepare and adopt its own Water Resources Element as an amendment to this Plan.

Preparation of a Water Resources Element (WRE) is an exercise in testing water resource capacity limits to determine the potential implications of water resource issues for future growth, and to facilitate development of coordinated management strategies. A Water Resources Element (WRE), establishes:

- the relationship between drinking water sources and wastewater facilities necessary to serve development and
- measures that limit or control the stormwater and nonpoint source water pollution generated by new developments.

The town's future WRE Plan chapter will be coordinated with the county. As stated in the Public Services chapter, Frederick County is the sole provider of water and sewer services to the Town and its growth area. Water and sewer services are provided based on a Water and Sewer Service Area Agreement (WSSA) between the Town and the County. The County has regulated storm water management on behalf of the Town since the state began regulating it. Many easements in Town are dedicated to the County for access to water, sewer and storm water facilities for this purpose.

Recommended Town Implementation Actions on Water Resources:

- *Complete the MS4 permitting process.*
- *Prepare and adopt a Water Resources Element as a supplement to this Plan.*
- *Determine needed changes to town and county roles in regulating and reviewing storm water management in the Town.*
- *Identify draft and adopt any changes to town regulations and county agreements needed to implement new WRE element.*
- *Identify any needed Town Capital improvements and operational costs needed to support this new WRE element.*

Chapter 13: Town Fiscal Planning

A key element of this plan's vision and goals is to ensure that future planning decisions help the Town sustain and improve its financial security over the long term. This chapter addresses Town fiscal planning issues and strategies that have impacted this plan's formulation and will impact implementation timing.

Existing Conditions

Town Budget – As required by Charter, the New Market Town Council adopts a balanced budget every year. The budget identifies and funds planned annual operational expenditures and capital improvement projects (CIP) to be implemented in 2 to 5 years. The budget report projects revenues for the year and reports on two fund balances an Unassigned Reserve Fund and a Restricted Speed Camera Fund. The town has been accumulating savings in the Unassigned Fund for over 20 years in order to fund projected longer-term CIP/maintenance costs expected over the next 50 years without incurring debt. As of 2025 the Town of New Market is debt free.

The Town's annual town budget also sets local tax rates. For the past 20 years the town has chosen to keep its local tax rates low as part of its strategy to attract and retain businesses and residents.

The Town has experienced considerable swings in revenue over the past 20 years. Changes in revenue sharing from the state and county, swings in revenues from local taxes and fines, and varied successes in securing individual CIP project grants have all impacted the budget and the town's ability to implement town plans.

In 2025 the budget's projected revenue sources included the following:

- 37% Intergovernmental funding from the State Highway User Funds, the County Tax Equity Program and individual CIP project grant awards.
- 36% Local Taxes – real property, personal property, income and amusement taxes.
- 15% Fines and forfeitures from the town's Speed Camera Program
- 12% Other sources

Within the Intergovernmental funding category, revenues broke out as follows:

- 79% State Highway User Funds,
- 16% County Tax Equity program
- 4% Individual CIP project grants for the federal, state and county governments.

Within the local tax category, revenues broke out as follows:

- 58% Income tax
- 31% Real property tax
- 8% Amusement and entertainment tax
- 3% Personal property tax

Neither the individual CIP project grant awards, nor the fines and forfeitures from the Speed Camera Program represent stable long term revenue sources. Both sources as short-term restricted funds for specific projects or types of activities/projects.

Looking to the future, the Town seeks to secure reliable revenues to cover its needs and desires without accruing debt or increasing taxes. In the next 5-20 years Town foresees the need to fund:

- Staged Increases in town staff, and services and municipal facilities.
- Strategic CIP Projects that implement this Plan.
- Ongoing and new operational obligations

- Various desired new town programs.
- Expanding long-term maintenance obligations for town owned roads and other facilities

The Town's goal of establishing a more secure financial future has been an important consideration in approving recent annexations and the development projects now in the development pipeline. One example of this is the 2006 annexation of an amusement park which provided a new revenue stream in the form of an amusement and entertainment tax. Current pipeline developments have been carefully assessed before approval to ensure that they will make a net positive contribution to town. Over the next 10-15 years, as approved new lots are recorded, new homes are built and occupied, and the new commercial spaces are built, and occupied town revenues will increase. The town has taken a conservative approach to expenditure in the meantime as some new financial obligations are expected begin before revenue increases occur.

Town Strategy - This Plan envisions a financial strategy in which the Town continues to take actions that improve the town tax bases and property values, protects the town's reputation for a high quality of life and supports retention and expansion of existing business. It will also continue to attract new businesses, infill developments and carefully chosen annexations that contribute positively to the town's vision and financial stability.

In order to make informed decisions, the Town requires annexation petitioners, floating zone applicants and others to provide a fiscal impact study with their applications that follow a standard format. They report on positive and negative impacts, added town costs and revenues. They identify increased demand for town services and facilities. They help the Town formulate agreements that require property developers to commit to actions and contributions that mitigate negative impacts concurrently with development.

Recommended Actions to help implement this plan and sustain the town's financial security:

1. Rebuild reserve funds recently expended to acquire the new town hall property.
2. Continue careful expansion of town staff and services in a timely manner to provide expanded services when demands increase.
3. Continue town facility planning to identify sequence and budget for priority projects.
4. Continue diligent pursuit of grant funding for priority CIP projects.
5. Formalize the Town's existing saving funds in the Town Charter to ensure its continued existence.
6. Maintain the town's state designated Sustainable District status so that the Town is legible to apply for state revitalization grants. Use the Sustainable Community designation as a tool to pursue grants and partnerships for Main Street revitalization, pedestrian improvements, historic preservation, housing reinvestment, public facilities, and small-business-supporting infrastructure.
7. Continue working with the New Market Civic Partnership (NMCP) The NMCP, on the façade grant program and other tasks as assigned.
8. Continue current town economic development programs to attract new businesses & suitable infill development in the town center.
9. Continue Town funded tap fee grant program to attract new businesses to older buildings on Main Street
10. Continue evaluating annexation, zoning, and development proposals on the basis of the town's "change must fit, fix, pay" objectives and Master Plan vision and goals.
11. Continue approval of carefully considered annexations that contribute positively to the town's financial stability and the Master Plan's vision and goals.

12. Seek County coordination through a Reconciliation Plan to encourage strategic annexations rather than continued county growth around the town's edges.
13. Work with the County to update current Water and Sewer Agreements, County Water and Sewer Master Plan and obtain a Consistency Agreement so that targeted town growth can occur.

Chapter 14 - Plan Implementation Summary

This chapter summarizes this Plan's the recommended implementation actions as listed in individual chapters. It indicates needed participant and identifies high priority actions.

Town of New Market 2025 Master Plan		Priority	Reasonable parties					
CONSOLIDATED IMPLEMENTATION ACTIONS			TC	PC	TP	ZA	TE	HDC Other
1 Town Vision and Goals								
	Take actions to retain and enhance town vision as a working mixed-use National Pike town with a rich history & high quality of life							
a	Take actions to enhance and expand the town's walkable district & increase non-residential destinations & places to live within the district .							
c	Take actions to preserve historic character & structures and improve property values							
d	Evaluate change through the principles that change must fit, fix, pay and take actions to promote suitable infill and expansion growth that fulfills the vision & improves the town's financial security							
e	Take actions to control the town's destiny and improve coordination with the County and State to help achieve town vision and goals							
f	Take actions to connect the east & west sides of town & overcome the barrier of MD Rte. 75 by working with MDOT SHA, Frederick County, developers, residents, & affected property owners .							
2 Town Regulations								
a	Compile Land Development Ordinance (LDO) & amendments into one document	High	X	X	X	X		
b	Prepare & adopt an LDO amendment on Accessory Dwelling Units (ADUs) before Oct. 1, 2026	High	X	X	X	X		
c	Review and update LDO:	High	X	X	X	X	X	
	Expand options for flexible adaptive reuse, small-scale businesses, live/work opportunities, & mixed-use activity that fits the Town's character as a working mixed-use National Pike town							
	Improve ease of use for small scale projects and new users. Identify and remove unintended impediments to investment in and adaptive reuse of existing buildings							
	Streamline permitting by a review of permitted versus special exception land uses							
	Update road standards for Plan consistency							
	Review approval procedures & sequence to better reflect current county role in approvals							
	Identify discretionary decisions versus consent items on assigned Planning Commission tasks							
	Update sign regulations for permanent and temporary signs in all districts							
	Consider permitting via Special Exception, up to 3 apartment units in commercial bld. in the RM district. (the current max is 2)							
x	Incorporate latest state FRO requirements issued after June 2026 LDO amendment							
d	After state approval of the MS4 permit amend the LDO to modify town versus county role in SWM & grading permitting	med.	X	X	X	X	X	X
e	Review and update zoning map if needed for consistency with Land Use Plan	med.	X	X	X	X	X	X
f	Update Town Charter to add requirement for savings fund	med.	X					

3 Town Design & Community Character										
	Priority	TC	PC	TP	ZA	TE	HDC	Other		
a	High	X								
b	High	X		X				NMCP		
c	High	X		X						
d	Med.	X						grants manager		
4 Economy & Quality of Life										
	Priority	TC	PC	TP	ZA	TE	HDC	Other		
a	High	X	X	X	X	X				
b	High	X								
d	High	X								
c	High	X								
e	High	X								
f	Med.	X								
g	Med.	X						Business com.		
6 Town Growth										
	Priority	TC	PC	TP	ZA	TE	HDC	Other		
a	High	X	X	X	X	X				
b	High	X	X	X	X	X				
7 Housing										
	Priority	TC	PC	TP	ZA	TE	HDC	Other		
a	High	X	X		X					
b	Med.							website		
d	Med.	X						NMCP		
e	Med.	X	X	X	X	X				

8 County Coordination										
Department of Planning										
	Reconciliation Plan - work with county on formal amendments to County Comprehensive Plan a for greater consistency with this Plan & support of strategic town led growth. Action items include:									
a	High									
i	Coordinate county growth areas boundaries with town growth area									
ii	Amend land use and zoning designations in Town Growth Area, designate certain parcels as "Future Municipal Growth"									
iii	Amend road plan, add connections, new alignments new classifications, etc. in greater New Market area									
iv	Update pedestrian & bike plan elements & add planned 13 mile recreational trail									
v	Update 2023 Water & Sewer Master Plan element to designate certain parcels in town & in the town growth area for future service. (some areas are not included_									
vii	Reconfirm that NM is covered by the Water Resource Element until state approval of Town MS4 plan									
vii	Review and update public facilities element									
e	Cooperative Agreement to provide a waiver to the five-year consistency requirement for residential development on annexed land. (see Chapter 7)									
c	County CIP additions - work with county to prioritize County CIP projects in the greater New Market Area to improve county roads, sidewalks and bikeways .									
d	Coordinate on Annual State CIP Requests - to prioritize annual county & town CIP projects requests to the State Highway Admin. to improve State roads, sidewalks and bikeways in the greater New Market Area.									
	Department of Water and Sewer utilities DWSU									
e	Update 2023 Water & Sewer Agreement (WSSA) - to plan for town infill & expansion development in a timely manner without requiring individual WSSA amendments									
	Department of Transportation									
f	Coordinate on town & county developer funded improvements on county & state roads.									
g	Request prioritized County CIP projects in the greater New Market Area in county ROW such as:									
i	Old New Market Rd- Road, ped/ bike improvements, changes to speed and classification. Phase 1 add sidewalk south of Wainscott Rd. Phase 2 ped/bike connection to parkway									
	Construction of the segments of the county planned 12' wide recreational trail between Mustteter Rd. and the entrance to England Woods that are not funded by developers.									
ii	Royal Oaks Rd Road, pedestrian and bike improvements									
iii	Boyers Mill Rd. Road, pedestrian and bike improvements									
iv	Old National Pike East & West of town boundaries - road, pedestrian and bike improvements& extension of planned recreational trail									
v	Traffic signal upgrade at intersection Boyers Mill Rd and Old National Pike - Co. Escrow Acct # 3322									
vii	Intersection upgrades @ Boyers Mill Rd. and Old National Pike - Co Escrow Acct# 801									
vii	Intersection upgrades @ Wainscott Dr. Meadow Way/ MD Rte.75 intersection									

Development Review and Permitting												
h	Seek greater coordination on permitting, inspections and issuance of certificates of occupancy	med.	X	X	X	X	X	X				
i	Educate town property owners and businesses on county small business ombudsman	med.	X									
Board of Education												
j	Continue working with the BOE & school principals to prevent/alleviate off-site vehicle queuing on Main St. during regular school days.	med.	X								X	
9 State Coordination												
State Highway Administration (SHA)												
a	Work with MDOT & SHA, to study and implement safer Route 75 crossings & east-west mobility connections, including pedestrian, bicycle, scooter/EV, school-access, and emergency-access improvements.	high	X				X					
b	Coordinate on pipeline state road improvements funded by contributions from town & county developers & APFO/Escrow funds such as:											
i	a) Old National Pike/ MD Rte. 75 intersection & approaches - Co. Escrow acct #4108	high	X				X				X	
ii	b) MD Rte. 75 widening north of Old National Pike Intersection - Co. Escrow acct # 4094	high	X				X				X	
iii	d) Pedestrian improvements on ONP/Md Rte. 144 East of town boundary (from Main St end to MD Rte. 75)	high	X				X				X	
iv	c) MD Rte. 75 Intersection with I-70 - urban diamond - Escrow acct 4093 & 3251	low	X				X				X	
	e) MD 75 relocation over CSX Rail Road line	med	X				X				X	
c	Coordinate with SHA on other improvement projects on state roads											
i	d, request pedestrian improvements on Md Rte. 144 East of town boundary(Mains St end & MD Rte. 75	high	X				X				X	
ii	d) request pedestrian bike improvements along MD Rte. 75 from the parkway to Edge Creek Dr.	high	X				X				X	
iii	d) request warrant study @ intersection of MD Rte. 75 & Wainscott Rd.	high	X				X				X	
iv	d) request signal or round about with ped/bike crossing @ intersection of MD Rte. 75 & Wainscott Rd.	high	X				X				X	
v	e) request lower speed on MD 75 corridor through town	high	X				X				X	
d	Request transfer of SHA owned SWM drainage easements along Main St ROW but not transferred in 2017	high	X				X				X	
e	Investigate possible petition for a Type II Noise Barrier along I-70 based on need, feasibility & potential cost-share obligations.											
Department of the Environment (MDO)												
f	Work with DNR to obtain MS4 (Municipal Separate Storm Sewer System) permit	high	X									
Department of the Housing & Community Development (DHCD)												
g	Work with DHCD to obtain renewals of Sustainable Community District designation	high	X				X					NMCP
h	Work with DHCD to obtain community revitalization grants consistent with approved Sustainable Community District 5 year action plan	high	X				X					NMCP

10 Town Facilities, Services and Staffing										
		Priority	TC	PC	TP	ZA	TE	HDC	Other	
a	Continue phased improvement to newly purchased town hall facility and public parking at 90 W Main St	high	X							
b	Continue review and incremental increases of town staffing, services and facilities to meet the needs of a growing population and changing times.	high	X							
c	determine future use and disposition of town owned land and building not in current use	high	X							
11 Sensitive Areas, Resources & Environment										
		Priority	TC	PC	TP	ZA	TE	HDC	Other	
a	Continue to preserve sensitive areas through implementation of town land development regulations and compliance with state regulations.	med.		X		X	X			
b	Coordinate with the County where practicable on their Green Infrastructure planning efforts	med.		X	X					
e	Continue working with the town's volunteer Green Team committee to identify and prioritize the town's green initiatives that improve the town's environmental resilience.	med.	X							
g	Forest Conservation, Green infrastructures and Urban Tree Canopy actions									
i	Consider establishing municipal benchmark and setting a voluntary nonbinding target coverage with urban tree canopy and forest coverage using available data from the county or state.	med.	X							
ii	Consider designating town-owned OS zoned sites/areas suitable for FO as possible preferred FC mitigation sites to reduce town mowing obligations	med.	X							
iii	Educate property owners on MD HB 1560 pilot prog. for "ecosystem value-oriented forest management plans." that compensate private landowners for conserving trees that provide public benefits.	med.	X						website	
iv	Work with town volunteers to educate property owners about programs that to help fund voluntary tree planting and re/afforestation on private land	med.	X						website	
12 Public Services										
		Priority	TC	PC	TP	ZA	TE	HDC	Other	
a	Continue review & incremental increases of town staffing, services and facilities to meet the needs of a growing population and changing times.	med.	X							
c	Continue to require new town developments to assess and pay their fair share of public facility and service costs associated with their development projects.	med.	X							
d	Continue to seek growth that will make positive contributions to town revenues and ensure that the Town can provide needed town-wide services.	high								
g	Parks & Open Space									
i	Continue to seek grants to assist in funding parks and open space capital improvements from County and State (POS) O grants that can help acquire and improve town owned open space and parks.									
ii	Add parking at the Community Park & repurpose the tennis court for pickleball									
iii	Add northern vehicular entrance and & multi-purpose path link to the 100 Acre Woods Park as the New Market Parkway is constructed									
iv	Consider adding a third entrance to the 100 Acre Woods Park & improving park areas in the north-west corner after the New Market Parkway makes this area accessible to vehicles, pedestrians and bicyclists.									

13 Town Roads		Priority	TC	PC	TP	ZA	TE	HDC	Other
	Expand & update the multi-phased Main Street Public Safety & Traffic Management/Calmng Action Plan to include the town owned section of Main St & supporting alley network. Identity prioritized projects that improve traffic management, traffic calming, safety, local access and economic development								
a									
b	Review & update multi-phased Main Street Public Safety & Traffic Management/Calmng Plan after the parkway opens and traffic benefits of this alternate route are more clear								
c	Look for opportunities to extend and improve the town alley network								
d	Consider amending town codes to permit operation of state licensed Low Speed Vehicles (LSV) on certain town roads								
14 Town Pedestrian and Bike Network		Priority	TC	PC	TP	ZA	TE	HDC	Other
	Prepare phased plan of action for town improvements to use as a basis for grants, town CIP budgeting and developer requests.								
a									
ii	Extend the sidewalk on Prospect St that ends at North Alley north along Old New Market Rd to the intersection of Wainscott Dr. Quaker Way								
ii	Extend the sidewalk on North side of Main St ending at Bye Alley east to the intersection with MD Rte. 775								
ii	Build sidewalk and multi-purpose path of the town owned section of Royal Oaks Dr.								
ii	Extend shared trail route through 100 Acre Woods to multipurpose path on the Parkway.								
ii	Extend the sidewalk on the south side of Main St, going west from the post office to the town boundary								
15 Public Parking		Priority	TC	PC	TP	ZA	TE	HDC	Other
a	Expand designated public parking areas at 90 W Main St -renovate gravel area, add signage, etc.	high	X				X		
b	Increase public parking near the Community Park along South Alley	high	X				X		
b	Add directional signage directing users to all off-Main Street public parking to promote use	high	X				X		
c	Add pedestrian oriented lighting at off-Main Street public parking areas and on routes to parking.	high	X				X		
d	Review current & future public parking supply issues in the RM district to support more businesses.	med	X		X	X			
e	Prepare a phased plan of action for public parking to use as a basis for grants and town CIP budgeting.	med	X		X		X		
v	Add public parking areas if/as demand increases per phased plan	low	X				X		
16 Water Resources		Priority	TC	PC	TP	ZA	TE	HDC	Other
a	Complete the (Municipal Separate Storm Sewer System) MS4 application process & obtain permit.	high	X				X		
b	Institute town data base, establish benchmarks and begin monitoring water quality	high	X				X		
c	Prepare a phased plan of action for water quality improvements for budgeting & grant applications.	med	X				X		
d	Begin implementation as funding becomes available.	med	X				X		
f	Work with volunteer committees to promote voluntary water quality improvements on private land	med	X				X		

17 Fiscal Planning		Priority	TC	PC	TP	ZA	TE	HDC	Other
	Continue strategic actions to improve financial security through management of expenses & strategies to improve revenues								
a	Continue to require new development to pay their fair share								
b	Continue pursuit of grants to fund programs and projects.								
	Maintain & renew Sustainable Community Designation status to be eligible for multiple state grant programs.								
c	Renewals due in 2026, 2031, 2036 etc.								
	Continue to accumulate savings for future town road maintenance expenses & report to Town Council annually on needs and status								
d	Continue to use funds from the Speed Camer Program to fund priority Public Safety Projects								
e	Formalize the town's maintenance saving fund in the town charter								
f	Continue to keep town tax rates low to encourage annexation.								

LEGEND

TC	Town Council
PC	Planning Commission
TP	Town Planner
ZA	Zoning Administrator
TE	Town Engineer
HDC/ARC	Historic District Commission / Architectural Review Commission
NMCP	New Market Civic Partnership