

## **RETAIL**

### **CURRENT CONDITIONS**

The retail sales potential of any geographic market is based upon a mixture of many factors, a few of which are:

- The number of households within the market.
- The average disposable income of those households.
- The sophistication and depth of surrounding competing markets.
- The presence of a marketing effort for the area (as opposed to the marketing of an individual venue).

From a land use perspective as well as general business development retail needs to be viewed in at least 3 parts:

- National Retail
- Small Retail
- Meals Away from Home

### **FOCUS FOR THE FUTURE**

Over the next twenty years, population growth in Frederick County and its environs will continue to fuel retail development and the opening of varied retailers throughout the area. Frederick County has already taken necessary steps to prepare. The establishment of the Frederick County Economic Development Authority (EDA) is an example. A locality has little impact on the decision of the “national” retailer to locate in an area unless items #1 and #2 (above under “Current Conditions”) meet their individual business model. With a “small” retailer the driving factor is affordable available space.

Frederick County must strategically identify prime areas for commercial land use in key locations to capitalize on future commercial opportunities. In addition, Frederick County must continue to effectively market itself to the network of developers, national and regional retail trade organizations, retailers, and tenant-representation real estate agents and brokers that influence site selection decisions.

While the County’s ability to attract national and regional developers and retailers to the area cannot be understated, the County must not underestimate the importance of supporting locally-owned and operated developments and retail establishments. The growth of such locally-owned businesses within the market’s retail mix will have a direct positive impact to the vitality of the market’s retail profile and the quality of life of local residents.

## **COMMUNITY BENEFITS**

Successful growth of retail equates to an increase in sales tax revenue to support county services and capital improvements. A strong retail environment also plays a key role in the quality of life for the residents of any geographic area and thus plays an integral role in an individual family, a corporation, or other entity deciding to relocate to that area. Retail growth also equates to more jobs, both directly (with the retailers themselves) and indirectly (a strong retail environment plays a role in drawing employers to the area).

## **GOALS/STRATEGIES**

**GOAL:**           **PROMOTE FREDERICK COUNTY AS A DYNAMIC, RETAIL MARKET.**

**STRATEGIES:**

- Develop a unified marketing plan for the County.
- Strategically identify prime areas for commercial land use in key locations to capitalize on future commercial opportunities.

**GOALS:**           **FUTURE DEVELOPMENTS SHOULD BE OF A HIGH QUALITY.**

**STRATEGIES:**

- Promote enhanced architectural/design requirements for future retail development, including structure appearance, landscaping, and signage.
- Encourage mixed use developments for future residential and commercial developments.
- Identify regulations that may require modification to support the inclusion of a limited retail component within residential developments.