



## History of the Golden Mile Revitalization Effort

The corridor of Route 40 West, long known as the Golden Mile, is a vital gateway corridor into The City of Frederick. The Golden Mile is defined as the commercial corridor along Route 40 between US-15 on the east and the city limits on the west, as well as the adjacent residential neighborhoods. Historically the Golden Mile long served as the traditional retail hub in the city attracting substantial traffic to Frederick area. As the corridor aged and lost a number of key retail anchors due to corporate bankruptcy and relocation to newer markets, the perception of decline surfaced around the Golden Mile.

In response, the Golden Mile Task Force formed in 2001 to address the concerns of the declining retail corridor. While many businesses still thrived in the area, decline was inevitable unless a proactive approach to revitalization was taken. The task force invested countless hours looking at the root causes for disinvestment, and ways to promote capital reinvestment and revitalization along the Golden Mile. [Task Force Golden Mile Revitalization Report](#).

From these efforts came the [Golden Mile Commercial Property Tax Credit program](#), designed to incentivize the rehabilitation of commercial buildings along the Golden Mile. Within 18 months of the program kick-off, the Golden Mile saw more than \$20 million in private investment. Five major businesses along the Golden Mile took advantage of the Golden Mile Tax Credit, filling most major vacancies and leading to a spin-off effect in support of the many smaller yet critical businesses in the area.

In 2010, the City of Frederick's Planning Department launched the [Golden Mile Small Area Plan](#) initiative. Based on 2010 community survey responses, this effort ties together the commercial physical and community considerations, with an end goal of strengthening the neighborhood overall. The Small Area Plan was adopted by the Mayor and Board of Aldermen in January 2013.

### The Golden Mile Small Area Plan includes:

- Recommendations for the physical layout of development including the placement of buildings in relationship and context to other buildings, to the street, internal drive aisles, as well as aesthetics.
- The location of parks, trails, and future roadways.
- Desired improvements to give the neighborhood a sense of place such as streetscape enhancements and public amenities.
- How development or redevelopment should be integrated with surrounding businesses and neighborhoods.
- How development or redevelopment should allow for more organized and safe pedestrian and vehicular movement.

Founded in October of 2011, the [Golden Mile Alliance](#) was formed as an independent organization dedicated to the revitalization of the Golden Mile corridor in Frederick, Maryland. The [Golden Mile Small Area Plan](#) serves as the primary guide for the GMA to focus their organizational goals and objectives.

## Overview of The Golden Mile Alliance

The Golden Mile Alliance is an independent organization, founded in partnership with the City of Frederick, to promote and foster a vibrant and safe Golden Mile gateway community through business, neighborhood and economic development activities.

Our vision is to ensure that the Golden Mile is an attractive, diverse, and highly dynamic, mixed-use commercial corridor with top retail, office, and service uses linked by safe pedestrian routes to healthy residential neighborhoods and parks.

### GMA's Mission Statement

To promote and foster a vibrant and safe Golden Mile gateway community through business, neighborhood, and economic development activities.

### GMA Goals & Objectives in 2013/2014

1. Support businesses along the Golden Mile.
  - a. Promote and market the Golden Mile
  - b. Strengthen existing merchant groups
2. Strengthen neighborhoods along the Golden Mile.
  - a. Strengthen community networks
  - b. Increase community involvement on GMA committees
3. Increase economic development along the Golden Mile.
  - a. Increase occupancy rate of commercial space
  - b. Improve aesthetics of the Golden Mile

### Structure of the Golden Mile Alliance

The Golden Mile Alliance is guided by a 17-member Board of Directors that includes a mix of residents, property owners, businesses and City officials. There are four committees open to the community at large; they include:

1. Business Development Committee
2. Design Committee
3. Promotions & Events Committee
4. Fundraising Committee

### Media Contact

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### Get Involved

Be a part of the CHANGE on the Golden Mile visit [www.facebook.com/GoldenMileAlliance](http://www.facebook.com/GoldenMileAlliance)