

## Commercial Development

Frederick's only existing commercial center is the downtown, which is classified as downtown commercial. Other types of commercial land uses include neighborhood commercial, community commercial, regional commercial and mixed use Highway 52 commercial.

An expansion of the downtown commercial land use may occur by crossing Weld County Road 13 to the west. The Land Use Plan identifies specific neighborhood commercial areas but this can also be incorporated into property with a mixed-use residential neighborhood land use. Downtown and neighborhood commercial encourage pedestrian traffic and alternative means of transportation.

Community commercial and regional commercial provide larger scale formats of commercial services that are available to a larger traveling population. The community commercial land use identifies land intended to provide services to the Town. Regional commercial is located at the primary transportation crossroads of Highway 52 and Interstate 25 and Highway 119 and Interstate 25.

The mixed use Highway 52 commercial land use was created to encourage a unique blend of residential and non-residential uses along the primary east/west corridor through the community. Exceptional landscaping and architectural design will be complimented by coordinated access and parking areas.

**Goal 11 – Encourage the growth of commercial services within the Town while preserving the community character and meeting the needs of the citizens.**

*Policy 11.1: Promote the preservation and enhancement of Frederick's existing downtown.*

- Strategy 11.1.1: Maintain downtown government uses.
- Strategy 11.1.2: Establish visible and attractive gateways to downtown.
- Strategy 11.1.3: Build an image around the historic qualities of Downtown that will attract more people.
- Strategy 11.1.4: Encourage Transit-Oriented Developments in close proximity to downtown.

*Policy 11.2: Promote neighborhoods to be designed with neighborhood commercial integrated with residential uses.*

*Policy 11.3: Encourage the development of community and regional commercial sites.*

Strategy 11.3.1: Consider alternative funding mechanisms.

Strategy 11.3.2: Encourage commercial development along the Highway 52 corridor.

**Goal 12 – Provide the opportunity for the Highway 52 corridor east of Weld County Road 11 to develop as a mixed-use corridor.**

*Policy 12.1: Encourage development that occurs within the areas designated on the Land Use Plan as Mixed Use Highway 52 Corridor to occur as a planned unit development.*

Strategy 12.1.1: Allow the clustering of commercial uses and residential dwellings to provide buffers, common open space, and trail connections.