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"JUMPSTART! FREDERICKSBURG 2010" - ECONOMIC DEVELOPMENT STRATEGY

This project focused on providing market analysis and economic development implementation strategies to guide the City of Fredericksburg's Jumpstart Fredericksburg initiative. At a crossroads halfway between Washington, D.C. and Richmond, Virginia and located on I-95 (the major North-South artery along the East Coast), Fredericksburg is positioned for growth. Analysis involved the study of existing and forecasted market conditions and a survey of physical conditions as well as substantial community involvement. The project has identified opportunities for the development of new retail, residential, and office space development in eleven distinct commercial areas.

Graphic illustrations of desired development for the action areas have been prepared, as well as an implementation plan to realize the economic development opportunities in each of the action areas. These strategies address design guidelines, considerations for a comprehensive plan and zoning ordinance revisions, stakeholder roles, parking management, potential funding sources, financing options, and marketing plans. Select demonstration projects, to illustrate potential development costs and fiscal and economic impact were also prepared. The City is beginning to implement the recommendations, including a developer solicitation facilitated by BBPC Associates and recent completion of the adaptive reuse of a historic school as luxury loft-style condominiums.