What Does It Take To Create A Town Center?

Context, Design, and Process

The Prince Frederick Master Plan Update

Description and Overview

- Tonight is the third in a series of five seminars:

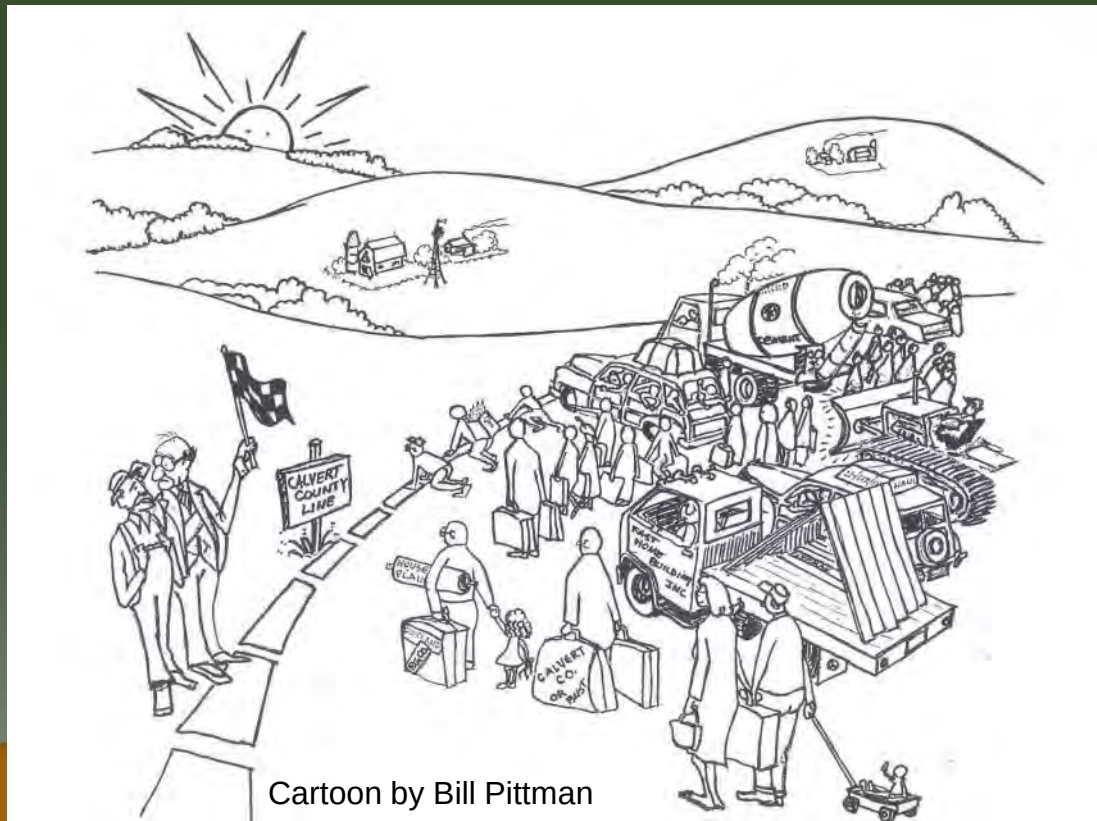
1. Past, Present, and Future: *The Ingredients of Town Centers*
2. Mixing and Arranging the Ingredients:
   The Menu of Town Center Design
3. ***Current Trends: Retrofitting for Sustainability***
4. Implications for Prince Frederick: *Markets, Demographics, and the New Trajectory of Town Centers*
5. Charrette Overview and Visual Preference Survey

Background

- A Brief History of Calvert County planning and Town Center concept
- Design with Nature – Ian McHarg and the Plan for the Valleys (Baltimore County)
- Background on Prince Frederick Town Center

History of Calvert County Planning

- 1967 – Adopted Calvert's first comprehensive plan
- 1974 – Pleasant Peninsula Plan sets standard for encouraging strong public participation
- 1978 – 1st Transferable Development Rights program in Maryland



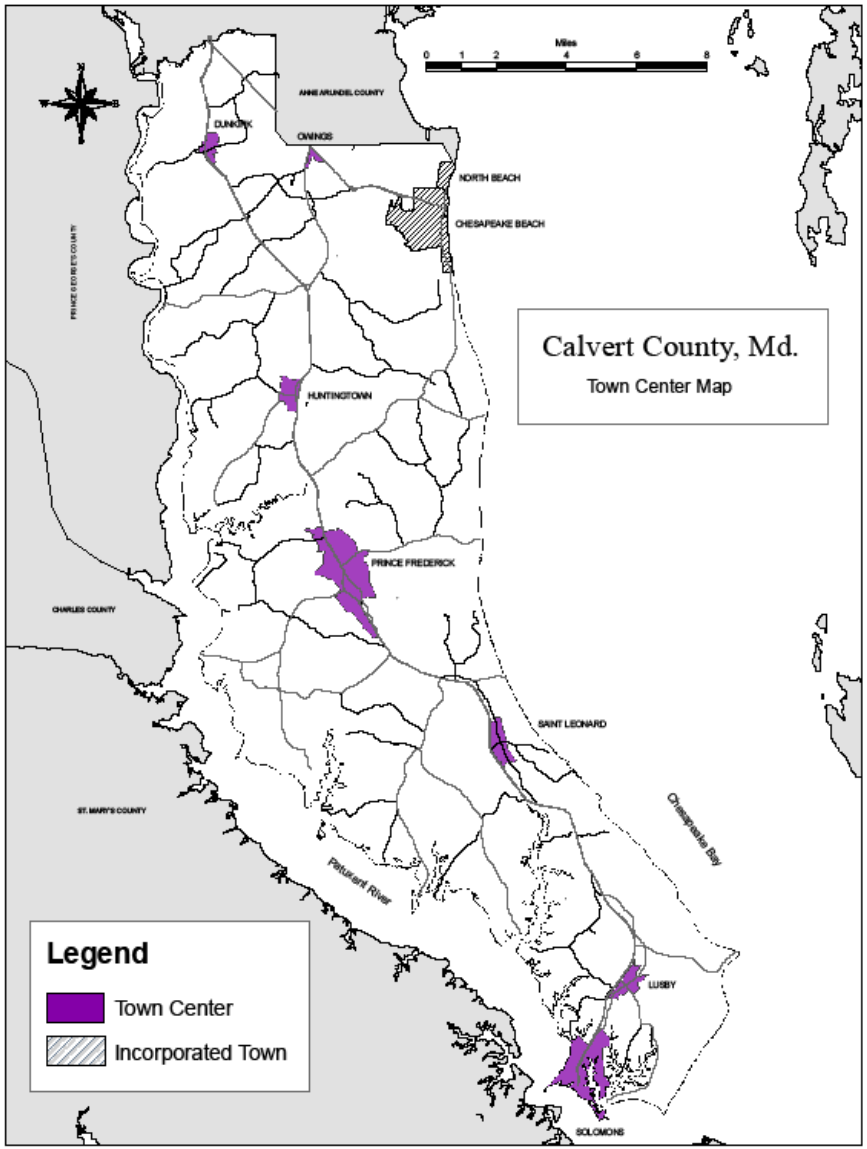
Cartoon by Bill Pittman

1983 Comprehensive Plan

- Sets forth policies for two public mandates
  - “protect rural character”
  - “promote economic development”

KEEP CALVERT COUNTRY

1983 Comprehensive Plan



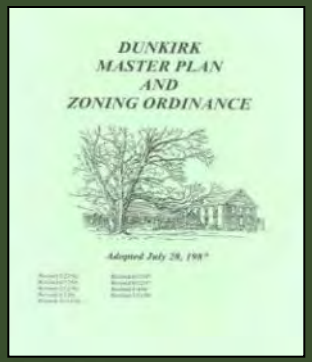
Town Centers

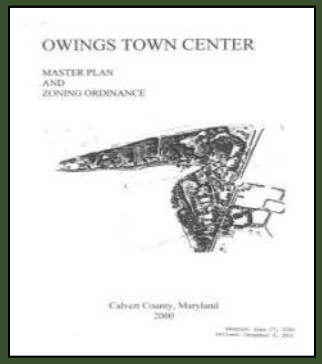
Purposes:

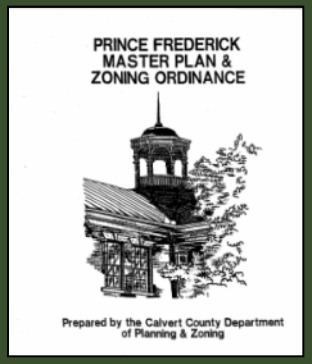
- Avoid scattered/ strip commercial development on MD 2/4
- Expand housing choice by providing zoning & infrastructure for multi-family developments
- Reduce dependence on vehicles
- Reduce growth within agricultural and forest areas

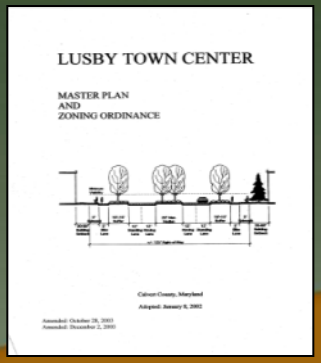
Calvert County's Town Centers

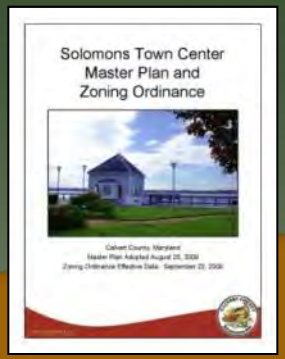
Adopted Master Plans & Zoning Ordinances for each of the County's seven Town Centers











Comprehensive Plan Visions

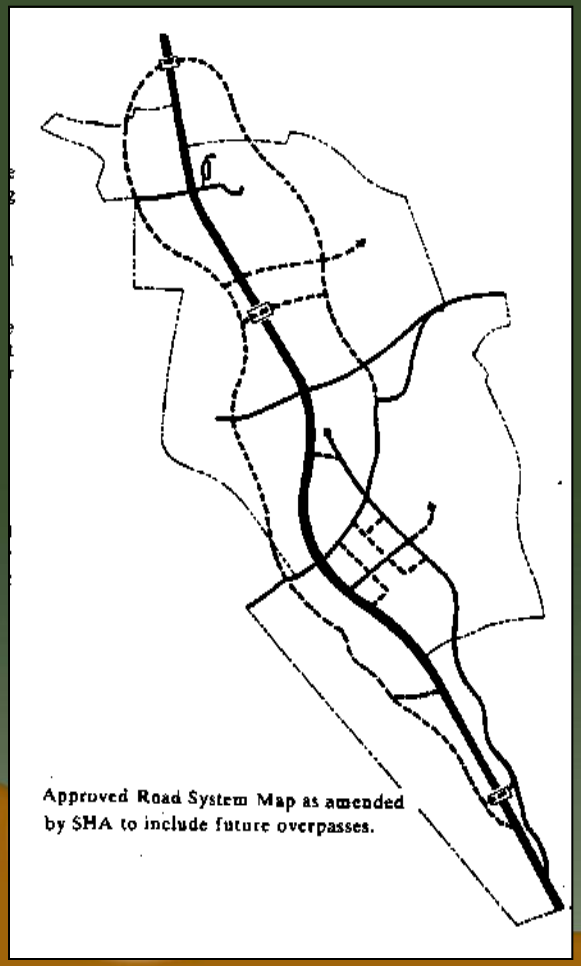
- Our landscape is dominated by forests and fields.
- Our Town Centers are attractive, convenient, and interesting places to live, work and shop.

Directing Growth to Towns

Commercial development is concentrated in a few locations rather than scattered along MD 2/4

Creating a Network of Roads

Segments of the loop road have been built to pull traffic off of MD 2/4.



Prince Frederick Loop Road

Civic Spaces

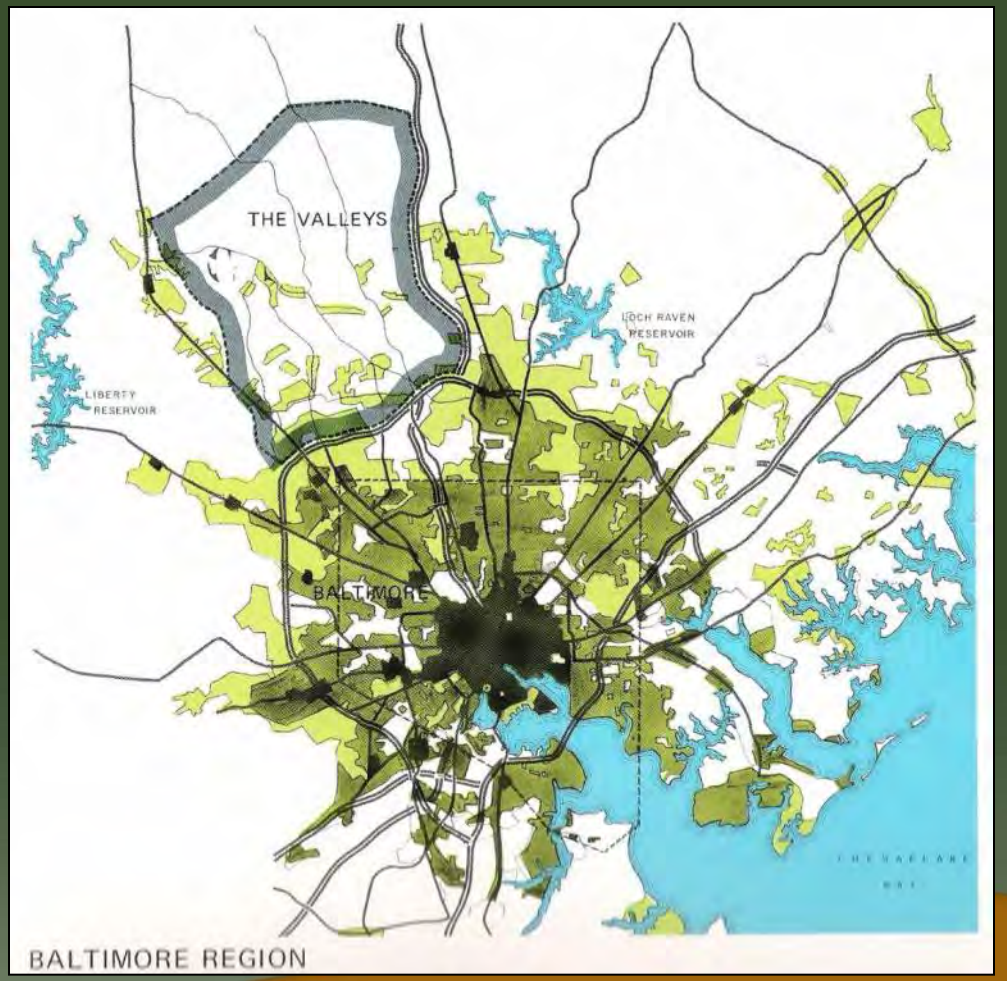
King Memorial Park, Hall Aquatic Center & Calvert Library

Housing

Housing choices have greatly expanded for all ages and incomes.

The Plan for the Valleys

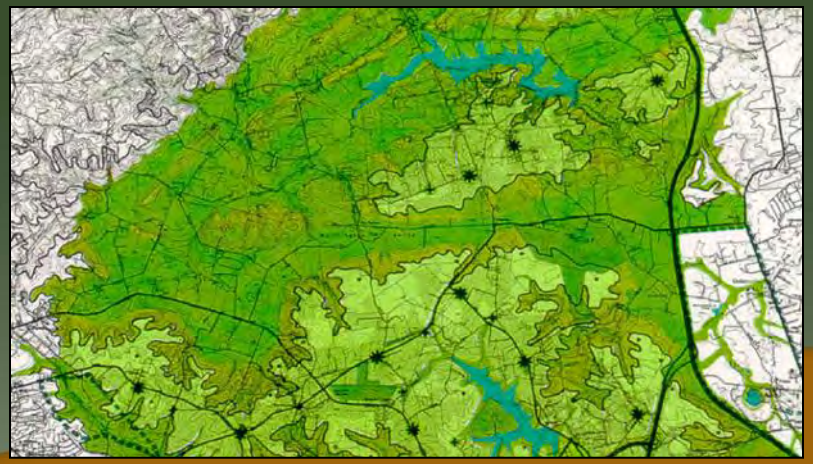
- Greenspring and Worthington Valleys, Baltimore County
- Initiated by landowers in the 1960s
- Hired Wallace-McHarg Associates
- Ian McHarg, author of *Design with Nature*



Design with Nature, Ian McHarg

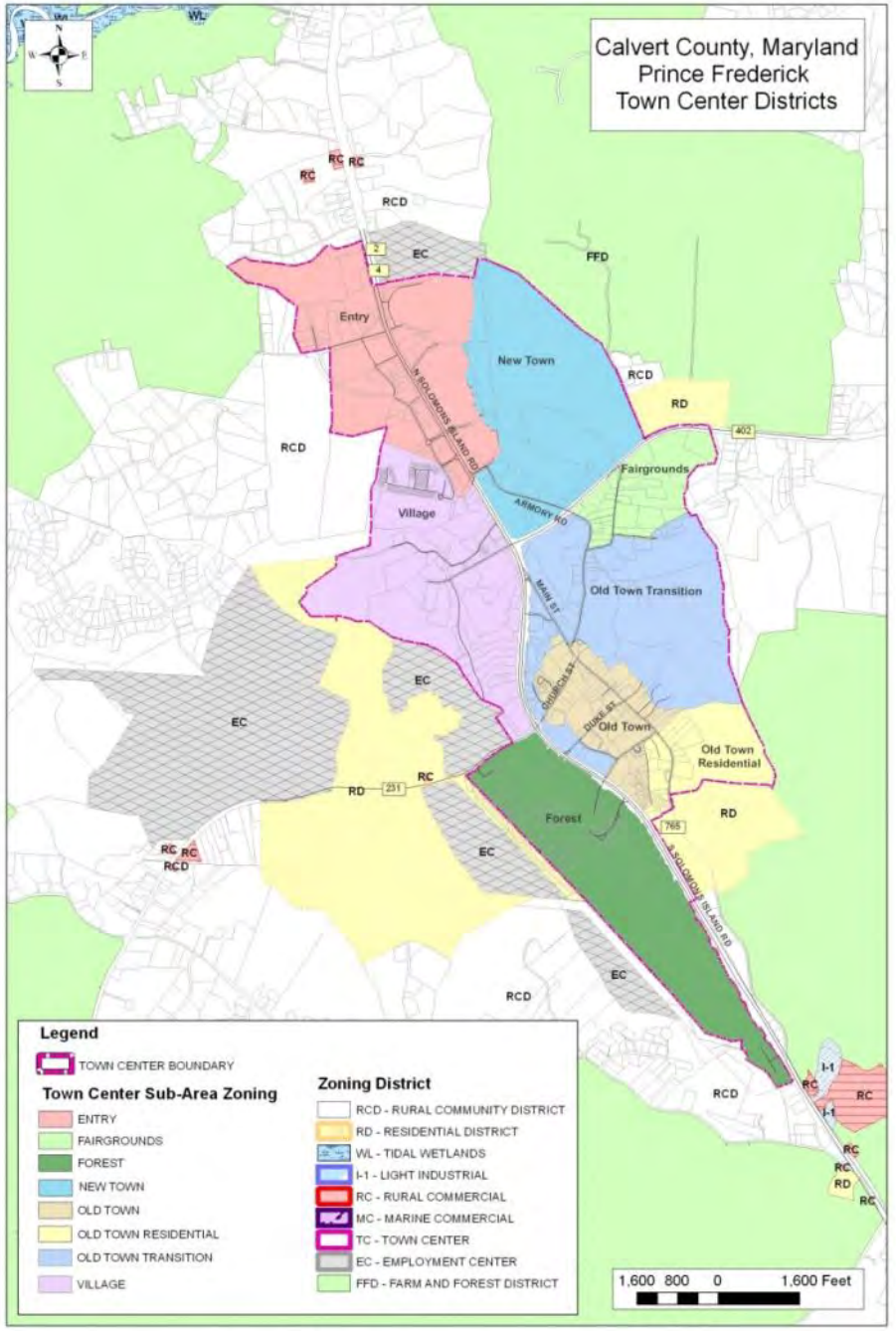
The Plan for the Valleys

- Accommodate growth, limit random extension of utilities, & preserve open space
- Limestone aquifers, recharge area for drinking water
- Land preservation, resource conservation zoning, and growth management
- Model of sustainable growth management
- National Planning Landmark Award, 2010



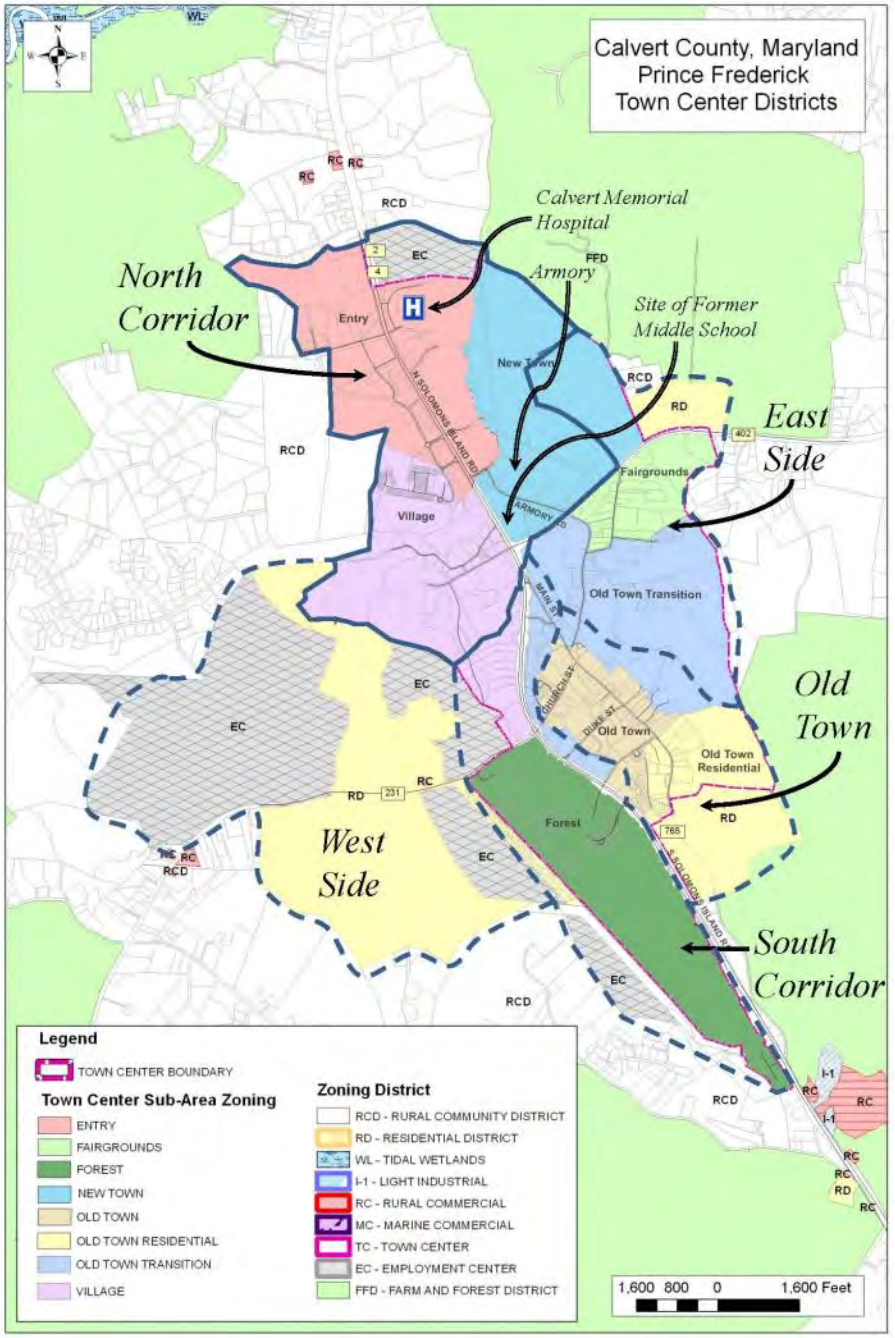
WRT Design,
http://www.wrtdesign.com/files/large/559

Prince Frederick Town Center



Prepared by the Calvert County Planning and Zoning Department for illustrative purposes, January, 2012.

Prince Frederick Town Center



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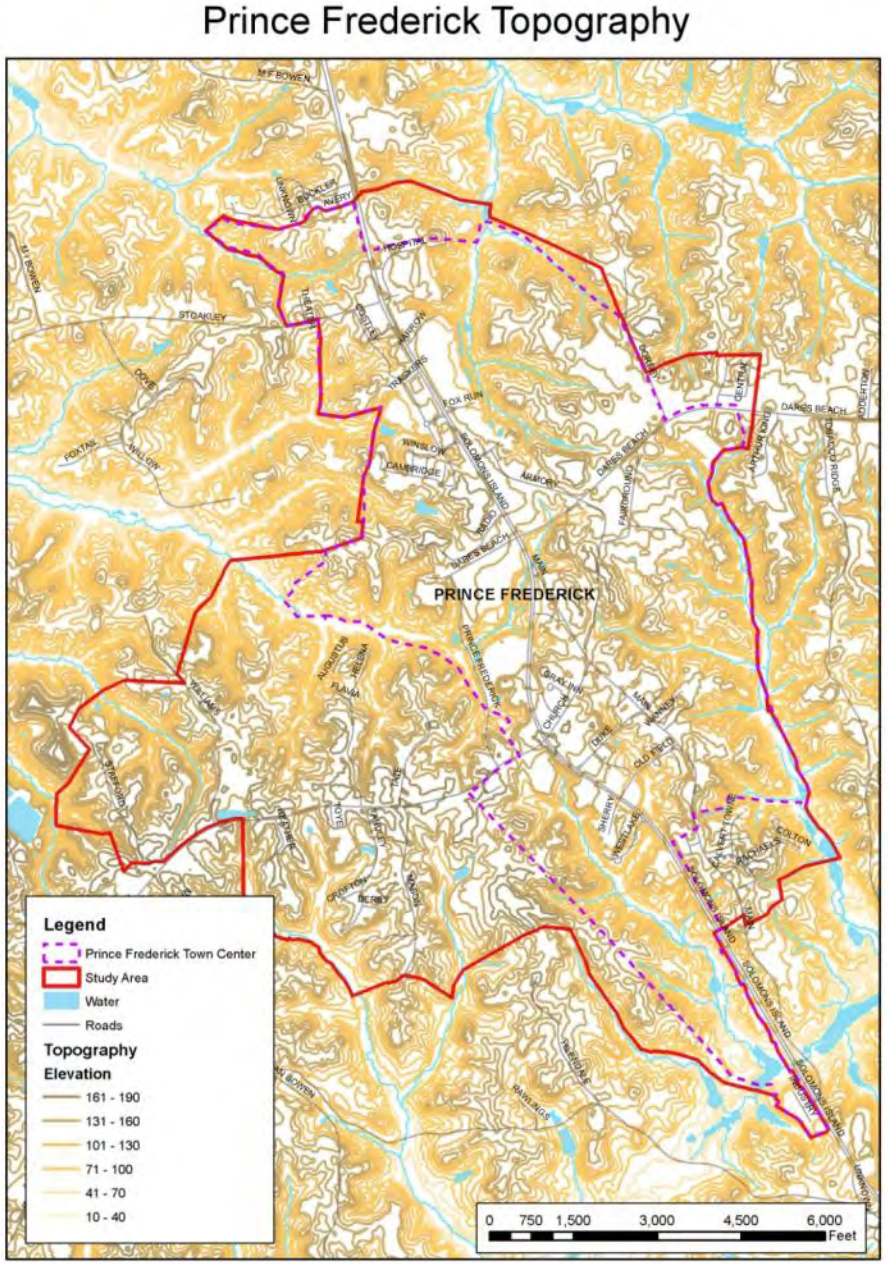
Topography



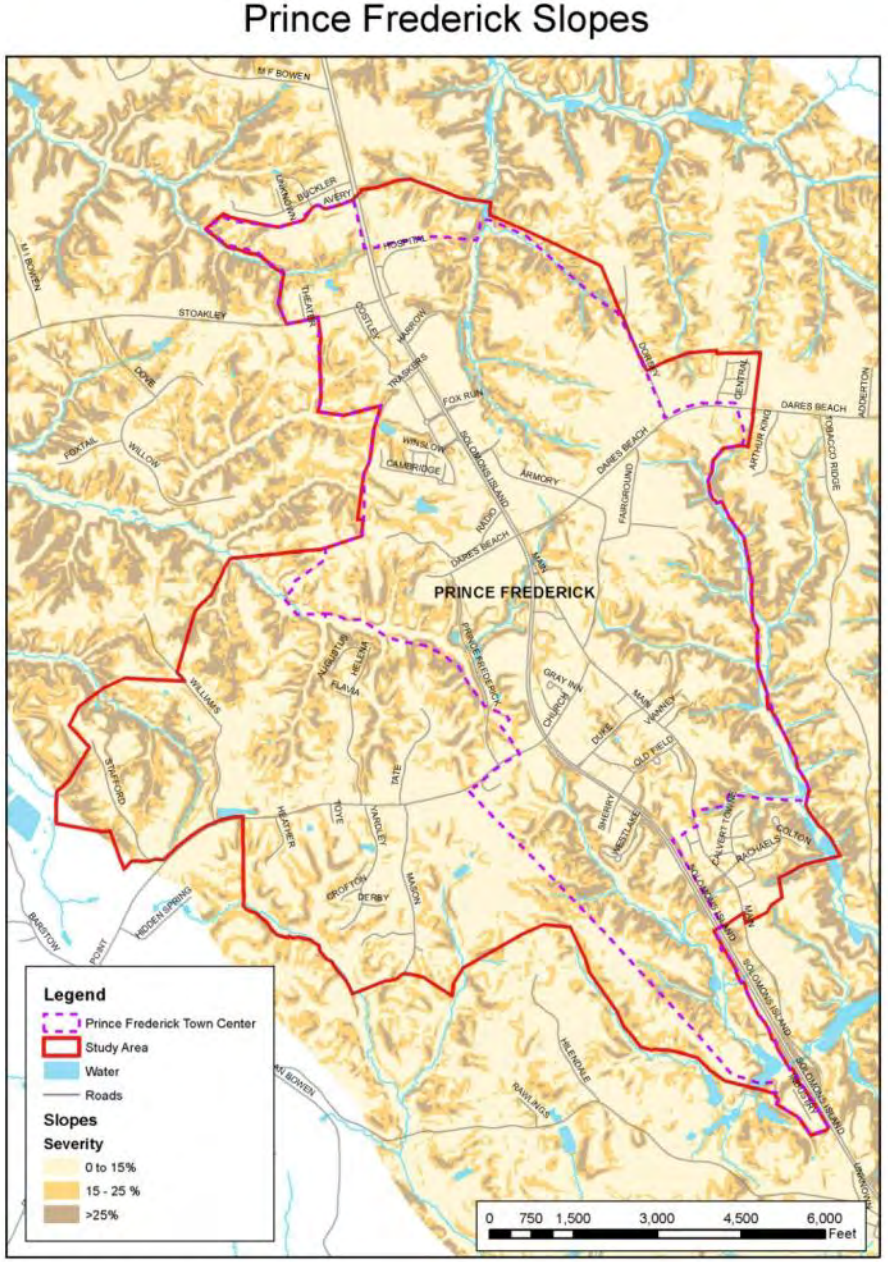
Prepared by the Calvert County Community Planning and Building Department for illustrative purposes, May, 2013

Topography

Prince Frederick Topography

Prepared by the Calvert County Community Planning and Building Department for illustrative purposes, May, 2013

Slopes



Prepared by the Calvert County Community Planning and Building Department for illustrative purposes, May, 2013

Prince Frederick

History of the Prince Frederick Master Plan & Zoning Ordinance

- Public workshop held in 1987
- Master Plan adopted in 1989
- Design Competition in 1990
- Design concepts incorporated in Zoning Ordinance, adopted in 1992

Prince Frederick

- The Town Center Master Plan is over 20 years old
- This series is in preparation for the update

Last Week…

Mixing and Arranging the Ingredients:

- *Neighborhoods*
- *Districts*
- *Corridors*
- *The Transect – Transitions across the land*

Less<--------Development-------->More

Tonight …

Retrofitting for Sustainability

What do These Terms Mean?

Let’s Consider Sustainability First

Sustainability

Sustainable Development:

"Development that meets the need of the present without compromising the ability of future generations to meet their own needs."

Retrofitting for Sustainability

Three general aspects of Sustainability:

- Environmental

- Economic

- Cultural

Retrofitting for Sustainability

Environmental:

- Stormwater
- Energy Savings/ Production
- Recycling
- Food Production
- Preservation
- LEED

Retrofitting for Sustainability

Environmental:

- Stormwater

Retrofitting for Sustainability

Environmental:

- Energy Savings/ Production

Retrofitting for Sustainability

Environmental:

- Recycling

U.S. DEPARTMENT OF DEFENSE

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DOD SUSTAINABILITY

TOP STORIES

Fort Bliss to Launch Military's Largest Renewable Energy Project

The largest renewable energy project in U.S. military history is slated to begin soon at Fort Bliss, Texas, a big step toward the installation's goal of generating all the energy it uses, Army Maj. Gen. Dana J.H. Pittard, the installation and 1st Armored Division commander, announced. Story

USS Carl Vinson Goes Green

Sailors aboard the aircraft carrier USS Carl Vinson are supporting conservation efforts and the preservation of the environment by revitalizing the ship's environmental stewardship organization known as the Green Machine. Story

DOD Electric Vehicles to Supply Local Grids

As the military continues to move away from dependence on fossil fuels, the Defense Department plans to spend $20 million on a fleet of electric vehicles unique in their ability to export their own power and offset their cost. Story

Navy, Partners to Find New Energy Solutions

The Office of Naval Research is partnering with naval warfare and engineering centers, veterans and wounded warrior programs to move forward with a new research effort to develop alternative energy sources for warfighters. Story

Wind Turbines Help Air Force Top Energy Goals

Change is blowing into Cape Cod Air Force Station as the 6th Space Warning Squadron receives two new wind turbines that could save an estimated $1 million in annual energy costs. Story

Army Garrison Launches Solar Energy Project

Energy from new photovoltaic panels atop warehouses at U.S. Army Garrison Kaiserslautern, Germany, will soon provide enough energy for 500 homes and save the ba roughly $50,000 annually. Story

Army Fitness Center Amps Up Energy Efficiency

Solar power has come to the Presidio of Monterey, Calif., with the completion of a 370 kilowatt photovoltaic array which will provide the annual electrical needs of the installation's Price Fitness Center. Story

Pendleton Environmental Protection Initiative Partners With Local Land Conservancy

The Readiness and Environmental Protection Initiative supports cost-sharing partnerships

US MARINES GO GREEN

San Diego's Camp Pendleton plans to be 50% powered by renewables within 2 years

- Using Science to Produce Innovations for Saving Energy at Sea
- Chasing the Holy Grail of Power - An Inexpensive, Lightweight Battery

Retrofitting for Sustainability

Environmental:

- Food Production

Retrofitting for Sustainability

Retrofitting for Sustainability

Environmental:

- LEED

(Leadership in Environmental and Energy Design)

Certification and Rating System

Retrofitting for Sustainability

Economic:

Ongoing Maintenance/ management costs

- Residents
- Government
- Businesses

Retrofitting for Sustainability

Residents

- More errands can be done with fewer or shorter car trips
- Less driving= fewer fill- ups
- Smaller lots= affordability and less maintenance
- More walking= health benefits and reduced congestion

Retrofitting for Sustainability

Government

- Infrastructure more efficient in mixed use development, lower costs per capita
- Compact development permits more buildings smaller area, increasing tax base
- Walkable schools reduces cost of busing and school taxes
- Mixed uses creates continuous use, reducing petty crime

Retrofitting for Sustainability

Business Owners

- Customers are “built- in” to the neighborhood
- Possibility of walking to work
- Mixing uses allows for shared parking
- Market together as a district providing a distinctive, service-oriented experience

Retrofitting for Sustainability

Cultural:

- Preservation- Connected to History
- Pride of Place
- Have we created a place that can be loved?

Retrofitting for Sustainability

Historic Preservation

Retrofitting for Sustainability

Have we created a place that can be loved?

Retrofitting for Sustainability

- Sustainable approach can respond to multiple issues at once, without compromising others
- It is not a “zero-sum” equation
- Environmental preservation does not require the loss of economic success or good urban design
- Each aspect in fact enhances the others.

Retrofit

- To renovate by adding new improved parts, to increase quality or efficiency
- To adapt for new needs and purposes

Retrofitting for Sustainability

How Do We Accomplish This?

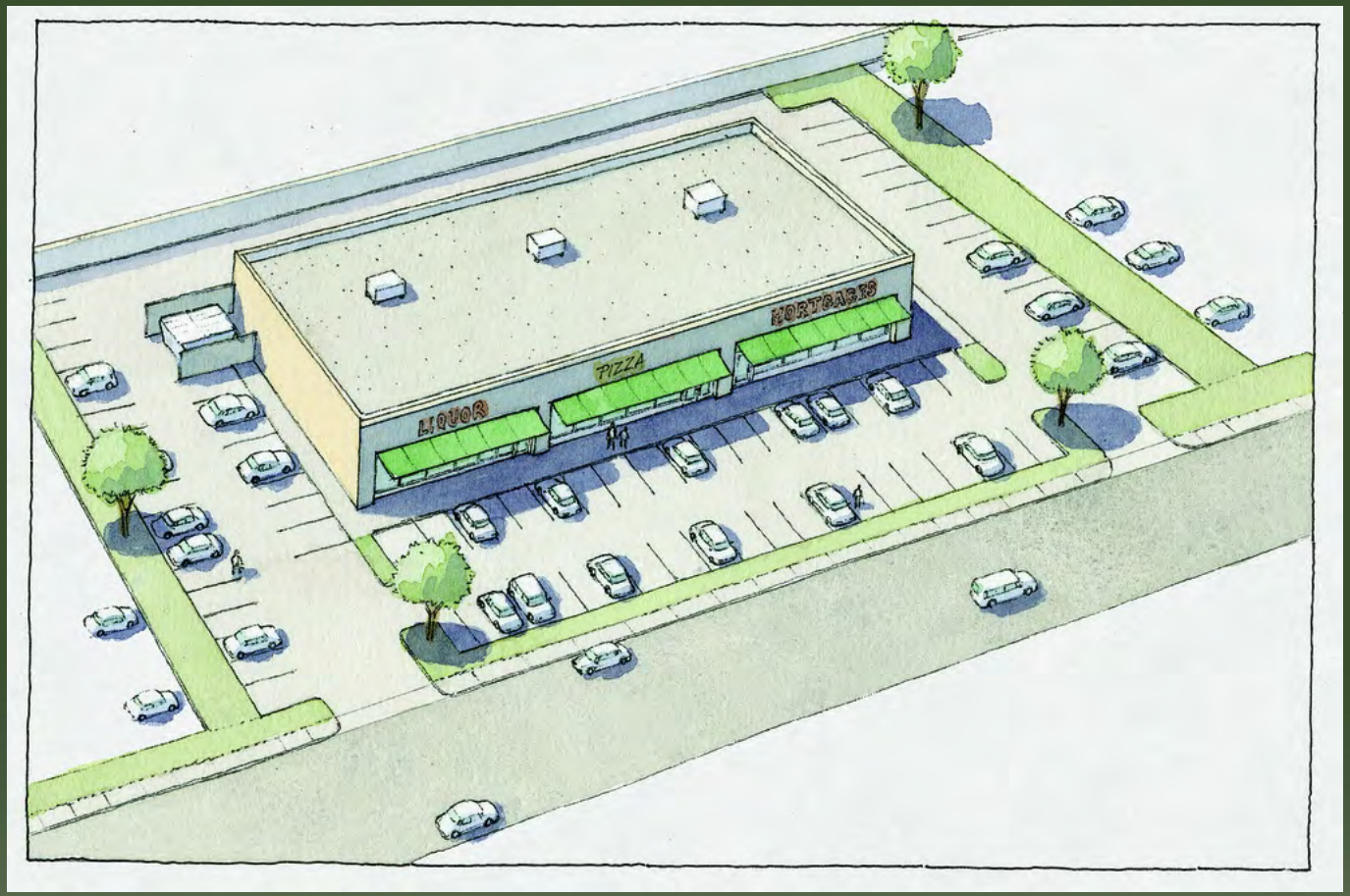
Retrofitting for Sustainability

Shopping Center Design

Retrofitting for Sustainability

Shopping Center Design

Shopping Center, before



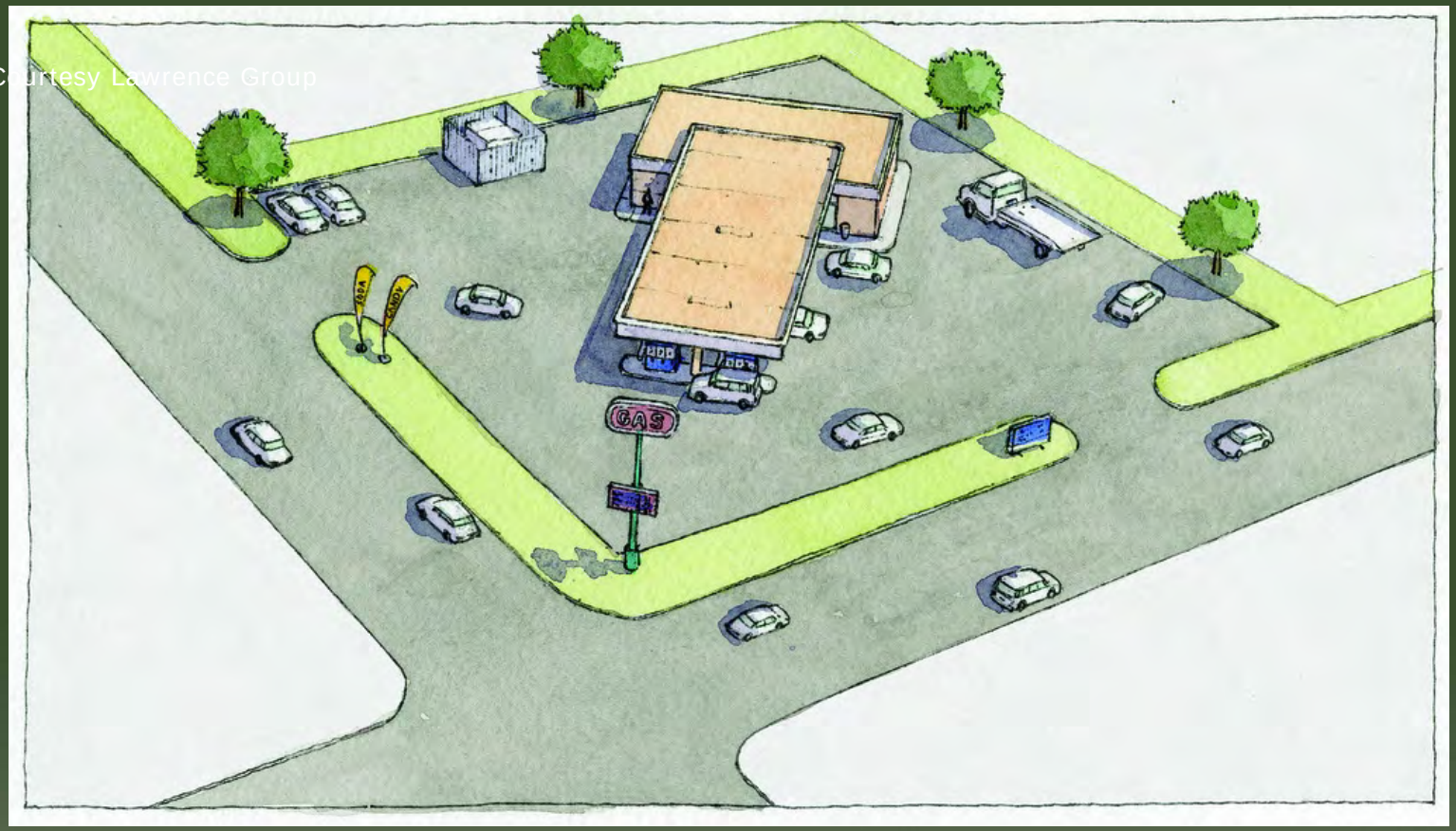
Courtesy of DPZ

Shopping Center, Retrofitted

Courtesy of DPZ

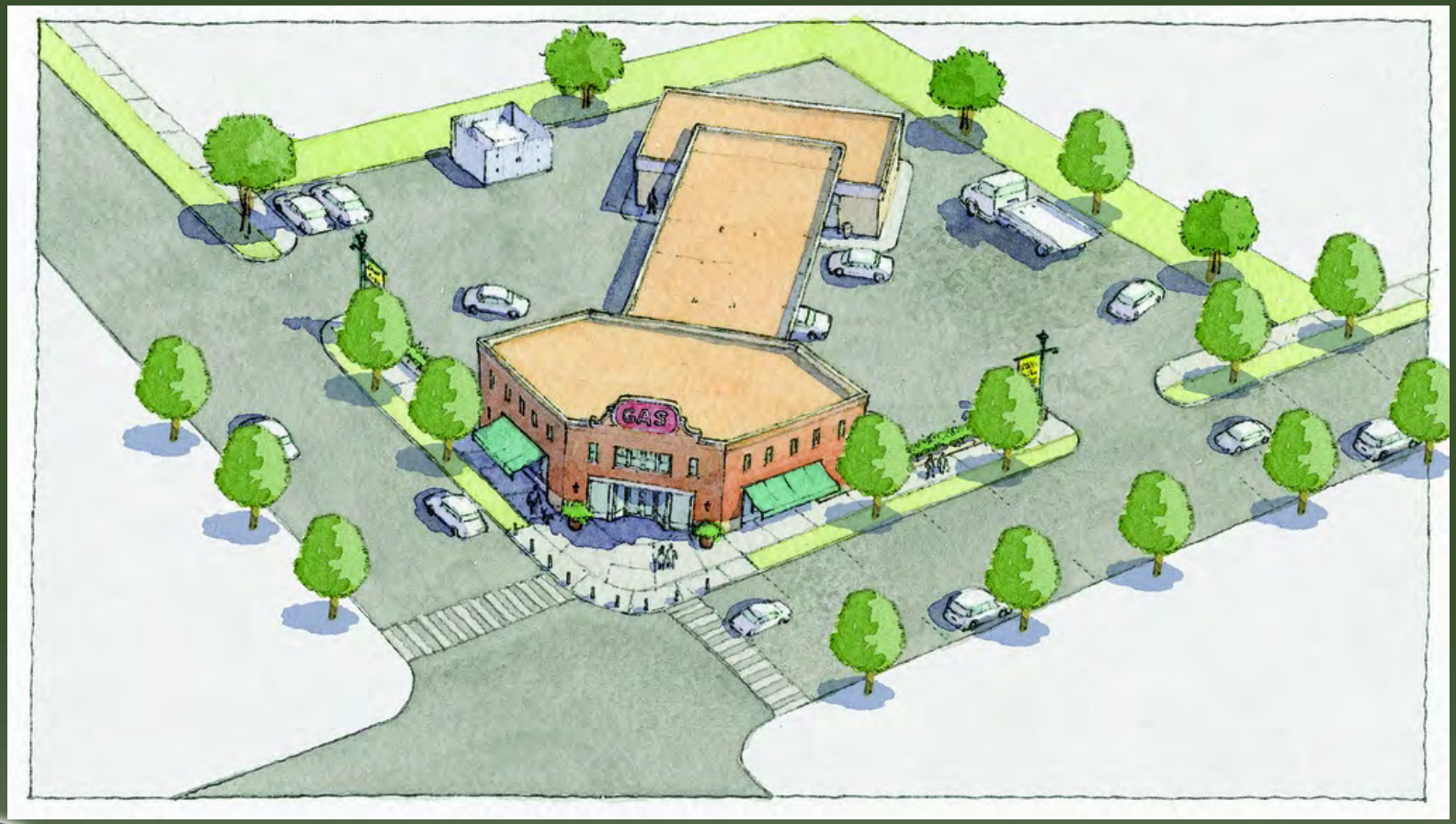
Gas Station, before

- Courtesy Lawrence Group



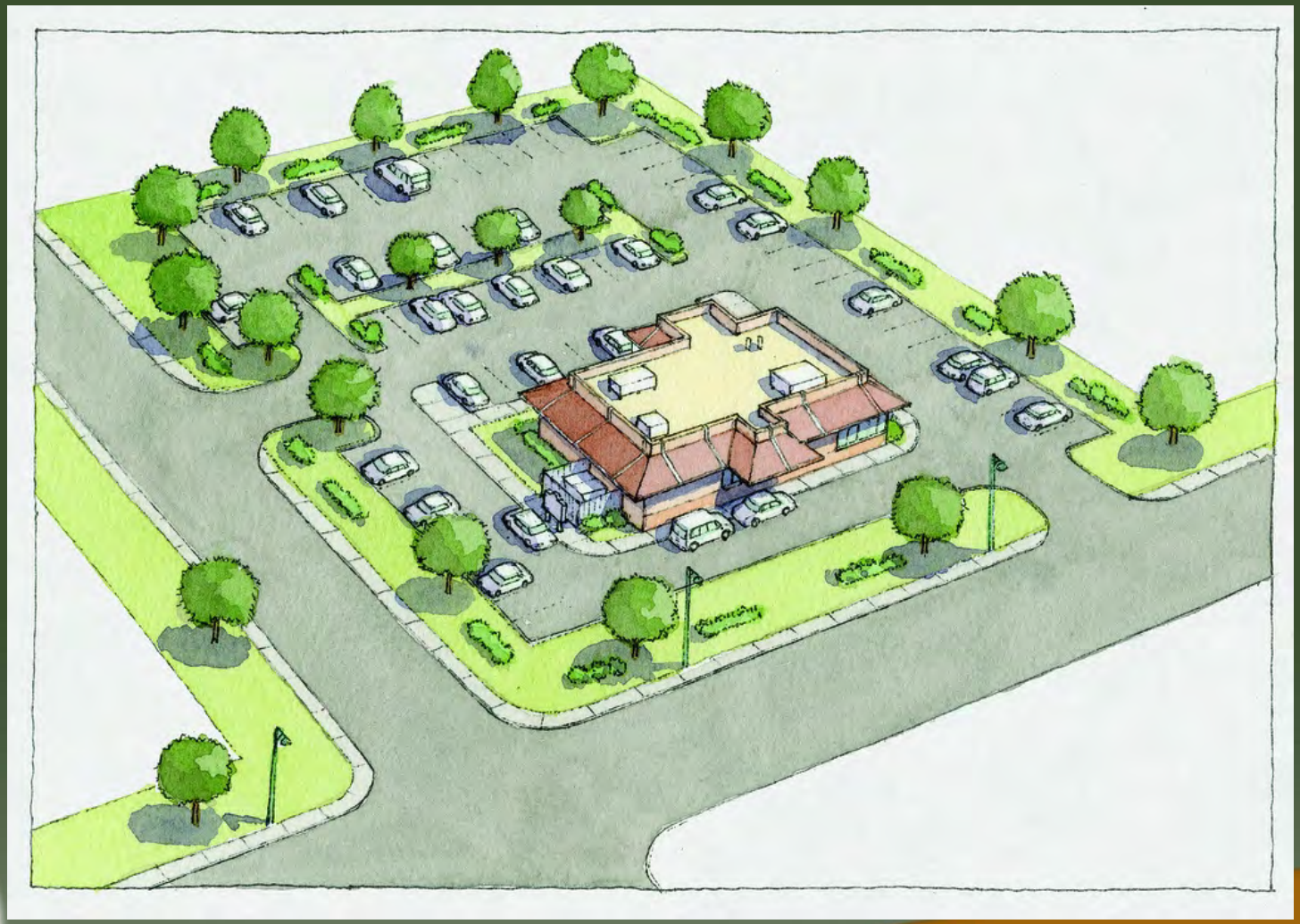
Courtesy of DPZ

Gas Station, Retrofitted



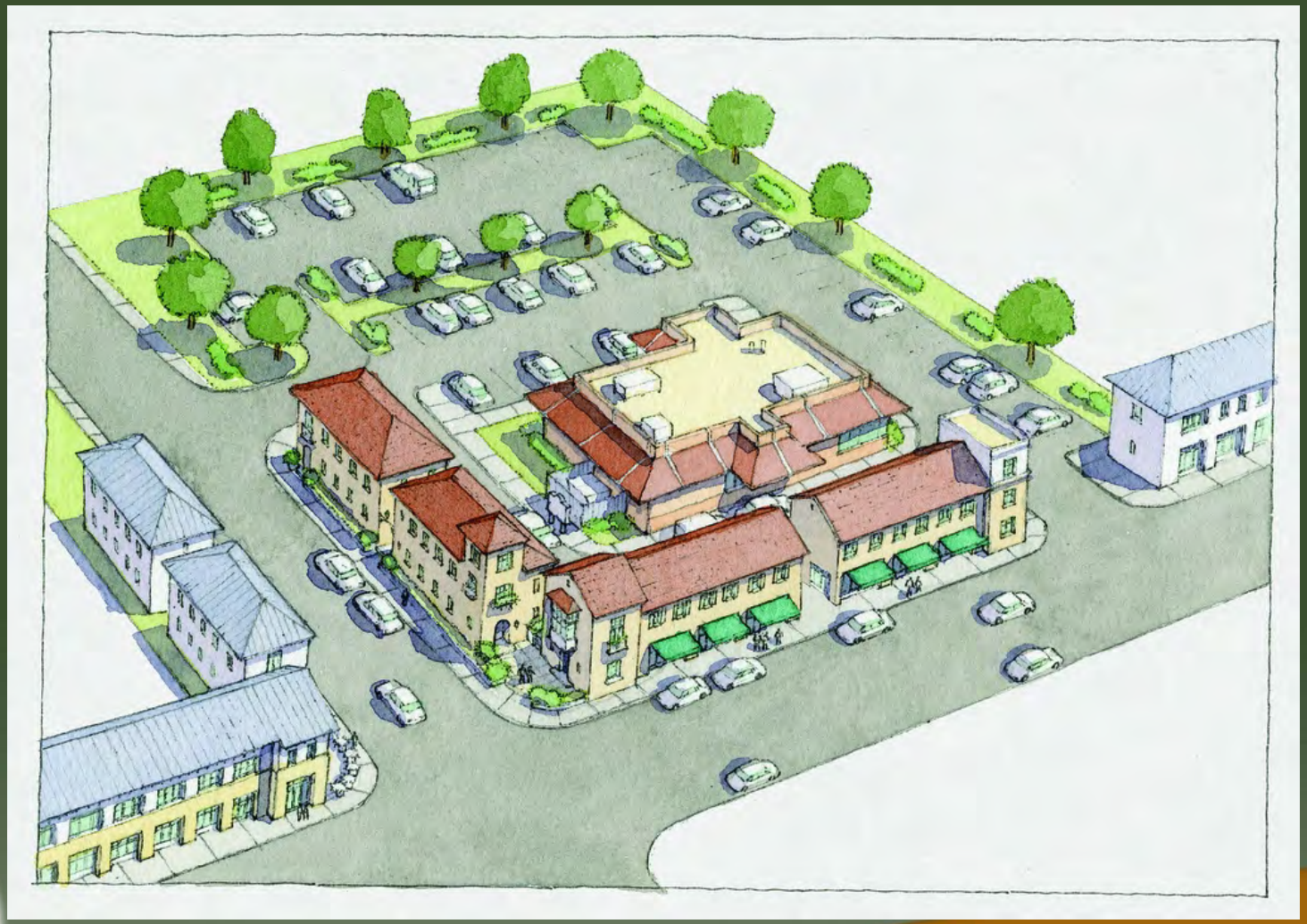
Courtesy of DPZ

Drive- thru, before



Courtesy of DPZ

Drive- thru, Retrofitted



Courtesy of DPZ

Neighborhood Retrofit

Before

After

Residential, before

Courtesy of The Lawren

Residential Infill Retrofit

Courtesy of The Lawrence Grou

Retrofitting for Sustainability

Streets

Retrofitting for Sustainability

"Road Diets" and "Complete Streets"

Retrofitting for Sustainability

Four Lanes w/o center turn lanes

center turn lanes, bike lanes, ped refuge island at bus stop

Retrofitting for Sustainability

Characteristics of a sustainable community:

- Walkable
- Compact
- Financially/ environmentally viable
- Lovable

Questions *and* Discussion

- Next Topic:

Implications for Prince Frederick: Markets, Demographics, and the New Trajectory of Town Centers

- Time:

  -12 noon, Monday 20th May

  -7 pm, Tuesday 21st May

- Location: Prince Frederick Public Library