

# What Does It Take To Create A Town Center?

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Context, Design, and Process

The Prince Frederick Master Plan Update



# Description and Overview

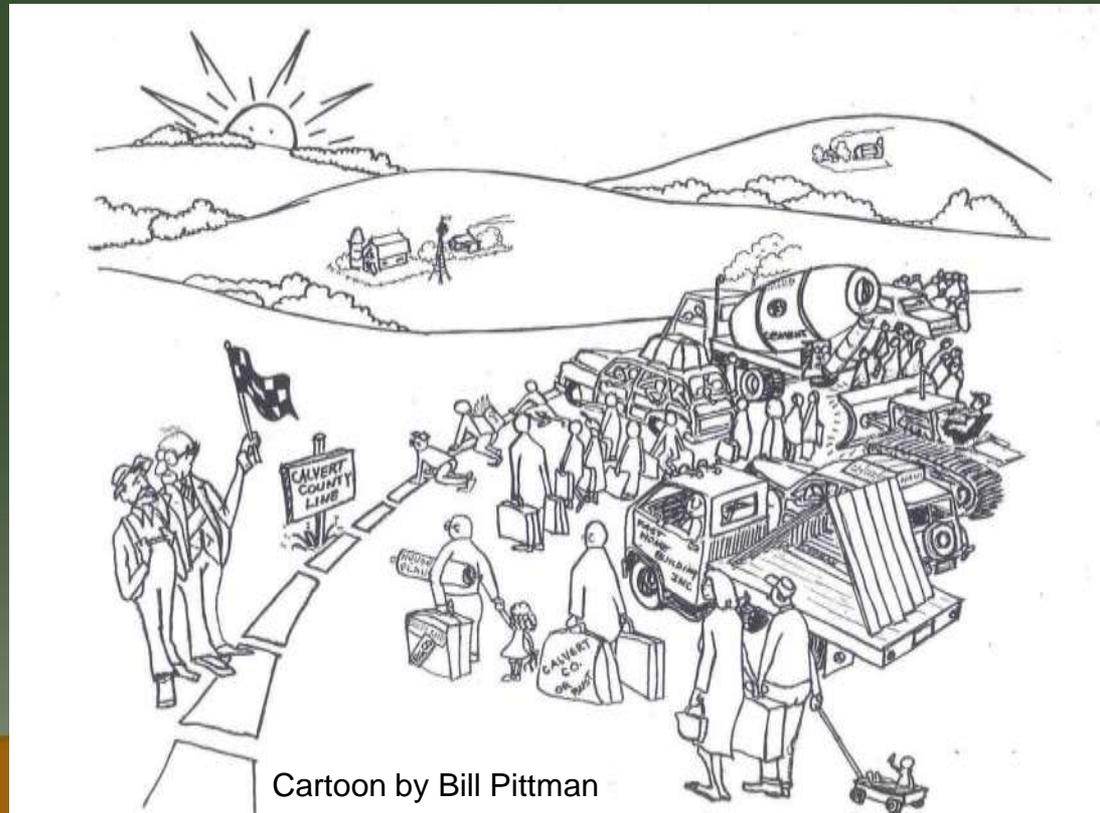
Tonight is the fourth in a series of five seminars:

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



# History of Calvert County Planning

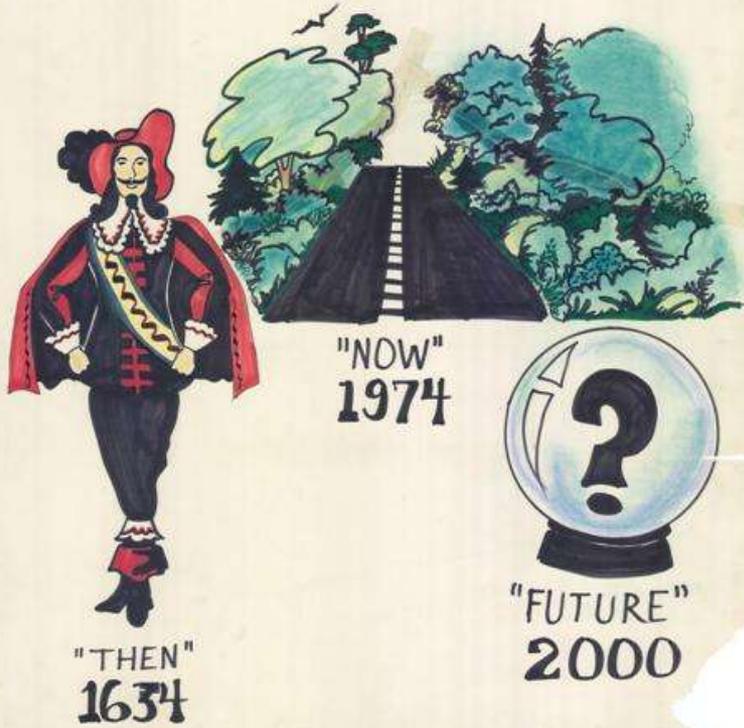
- 1967 – Adopted Calvert’s first comprehensive plan
- 1974 – Pleasant Peninsula Plan sets standard for encouraging strong public participation
- 1978 – 1<sup>st</sup> Transferable Development Rights program in Maryland



Cartoon by Bill Pittman



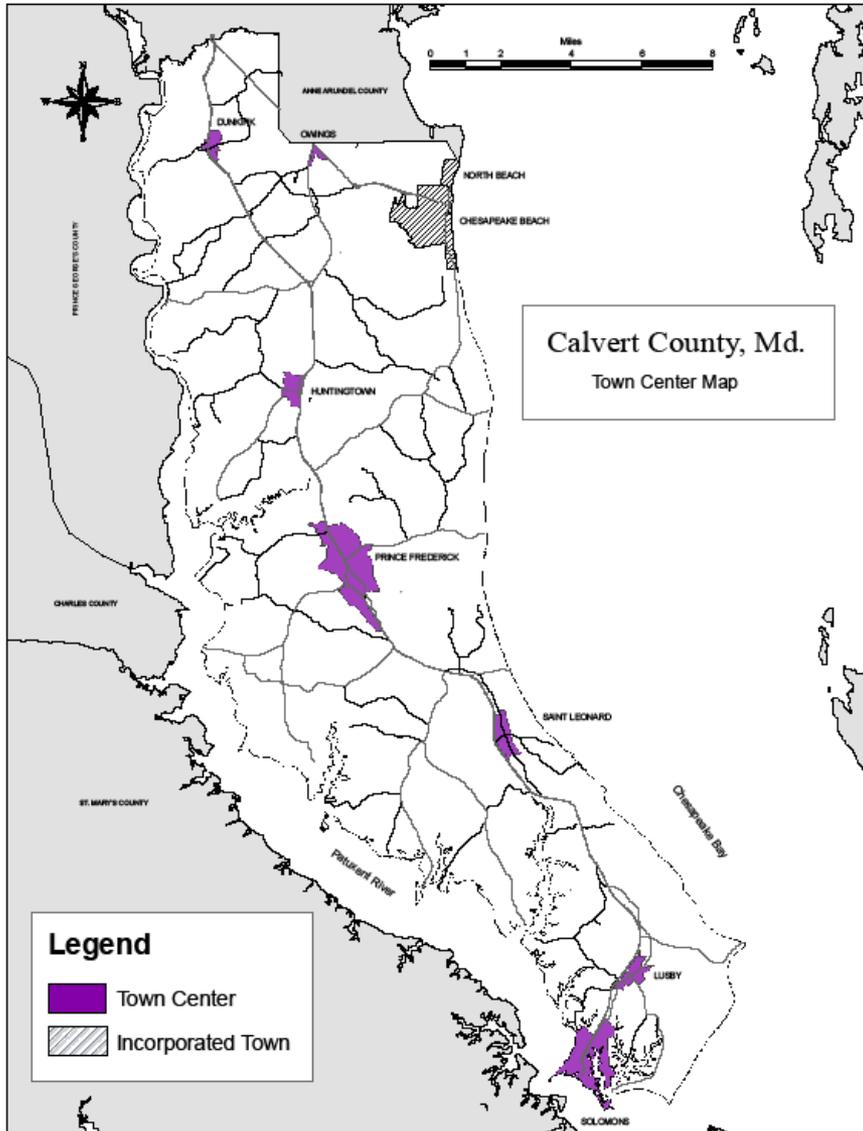
# CALVERT COUNTY



## Calvert County Comprehensive Plan Pleasant Peninsula Plan, 1974



# 1983 Comprehensive Plan



Prepared by: The Department of Planning & Zoning.

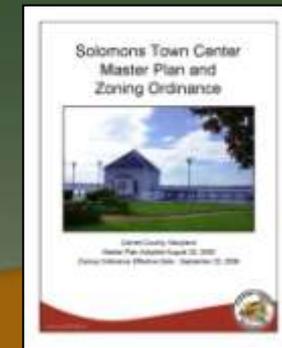
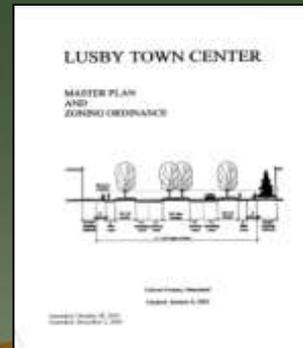
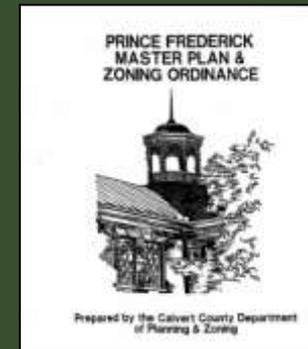
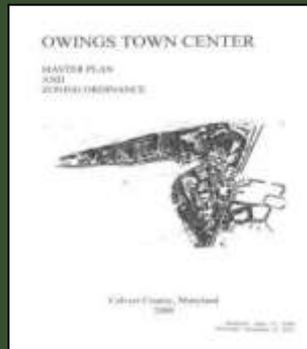
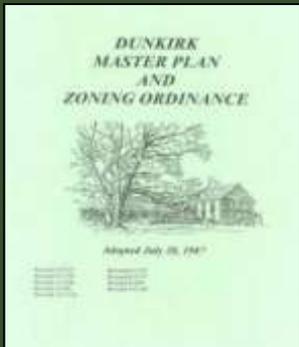
## Town Centers

### 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



# 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

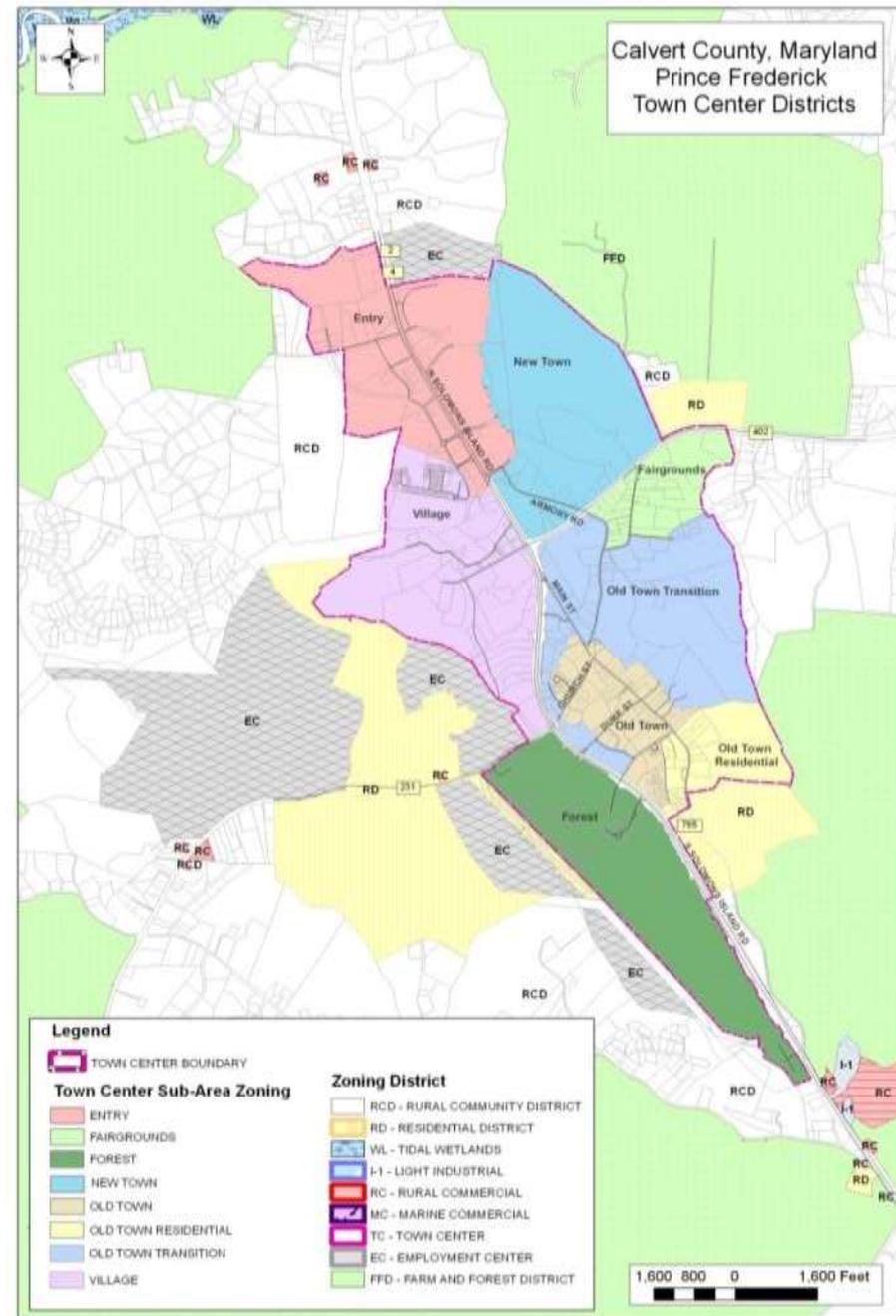


# Prince Frederick

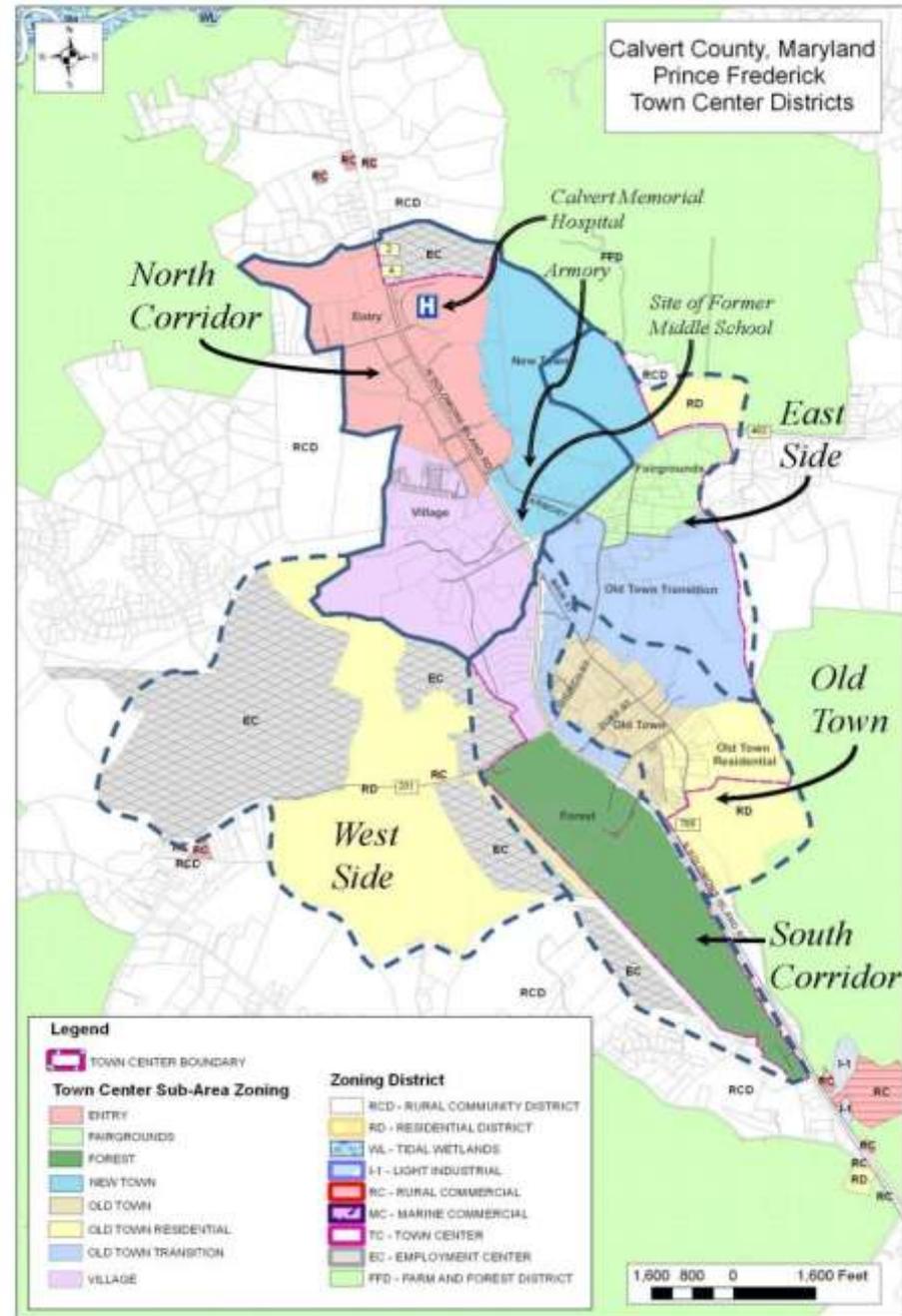
- The Town Center Master Plan was developed over 20 years ago
- This series is in preparation for the update



# Prince Frederick Town Center



# Prince Frederick Town Center



# Calvert County High School

# First Edition of Yearbook, 1945



CALVERT COUNTY HIGH SCHOOL

## *The Patapeake*

OF

NINETEEN HUNDRED FORTY-FIVE

PUBLISHED BY

CALVERT COUNTY HIGH SCHOOL

PRINCE FREDERICK, MARYLAND

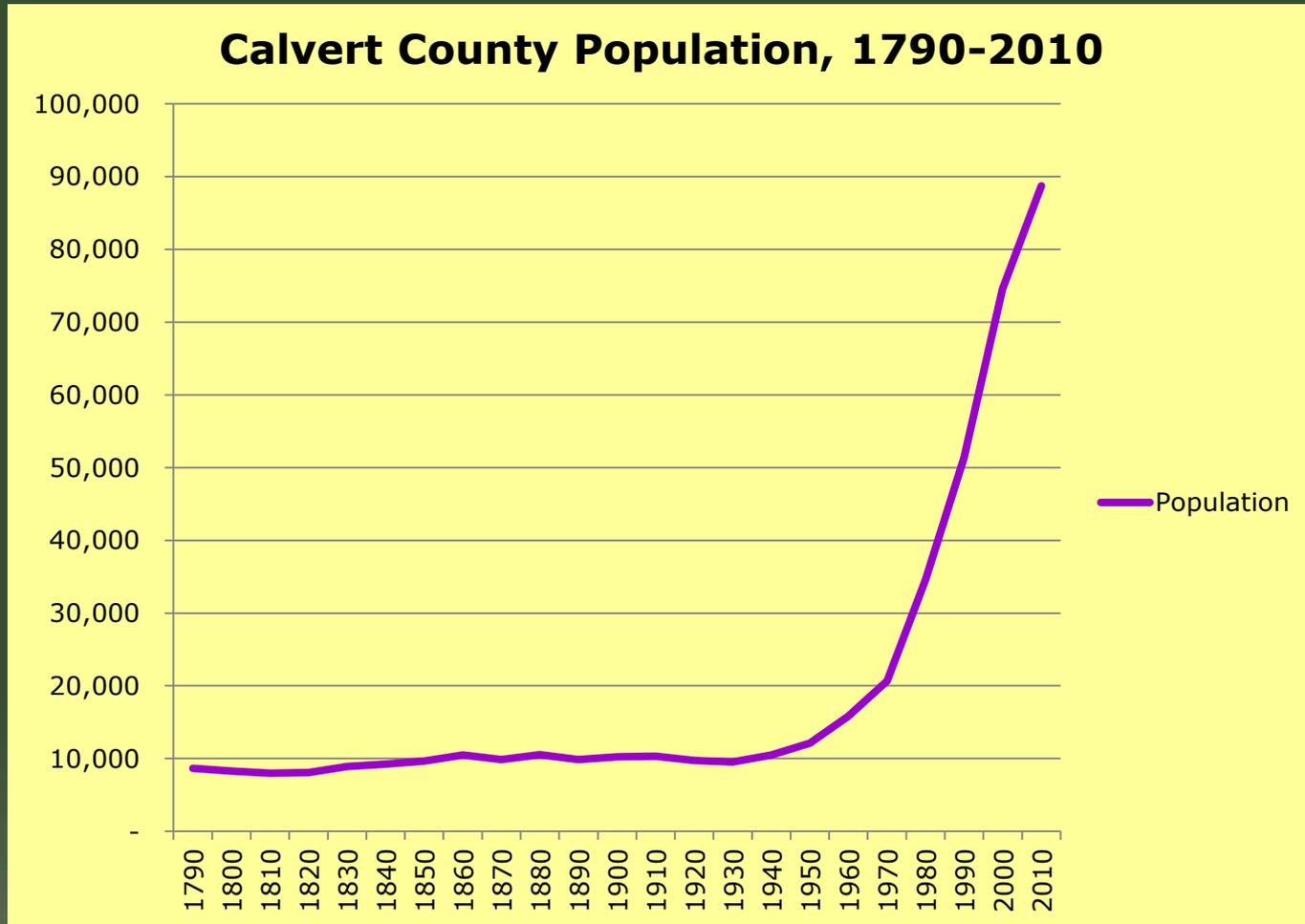




# Calvert County High School 1961 Yearbook



# Calvert County Population



# Last Week...

## Current Trends: Retrofitting for Sustainability



# The New Trajectory of Real Estate

*Consensus –*

Real estate is shifting back to traditional, mixed use, walkable neighborhoods

- *National Association of Realtors*
- *National Association of Home Builders*
- *Urban Land Institute*



# Changing Demographics *and* Real Estate

## Percent of Households Married w/ Children

1980: 60%

2011: 20%



# Changing Demographics *and* Real Estate

## Average Household Size

1970: 3.14 persons/ household

2006: 2.57 persons/ household



# Changing Demographics *and* Real Estate

## Percentage of People Living Alone

1970: 17%

2010: 27%



# Changing Demographics *and* Real Estate

Smaller household sizes need  
smaller homes



# Changing Demographics *and* Real Estate

Average size of new home

1970: 1,400 square feet

2006: 2,700 square feet



# Changing Demographics *and* Real Estate

Average size of new home

1970: 1,400 square feet

2006: 2,700 square feet

2010: 2,100 square feet



# Changing Demographics *and* Real Estate

For first time in history...

Resale price of condos is equal to  
single- family detached homes



# Changing Demographics *and* Real Estate

These new households seek  
different housing options  
and lifestyles



# Changing Demographics *and* Real Estate

This shift toward walkable mixed use town centers is being led by:

- Retirees
- Educated millenials



# Changing Demographics *and* Real Estate

Only 20% of homebuyers want their next home in conventional suburbs

26% in the exurbs

54% want a home in a traditional walkable neighborhood



# Changing Demographics *and* Real Estate

Projected new housing demand, next 30 years:

- 35% apartments
- 25% large lot single family
- 20% townhouse/ condo
- 20% small lot/ cluster single family

*(National Association of Realtors)*



# Changing Demographics *and* Real Estate

75% of new housing demand will be for walkable town center format



# Changing Demographics *and* Real Estate

Homebuyers now asking for two things:

- Ability to walk to a store
- Smaller, quieter streets



# Changing Demographics *and* Real Estate

Commercial real estate  
also trending toward  
walkability



# Changing Demographics *and* Real Estate

Income properties (office/ apartment/ retail) in walkable settings, as a share of all real estate:

- 1992- 2000: 24%
- 2001- '08: 34%
- 2009- '12: 48%



# Changing Demographics *and* Real Estate

Office leases have 75% premium when  
in walkable settings

\$36.78/ s.f. - walkable setting

*versus*

\$20.98/ s.f. – drive-able suburban



# Changing Demographics *and* Real Estate

Arlington County:

- Seven identified walkable centers
- Take up 10% of land area
- Produce 50% of tax assessment



# Changing Demographics *and* Real Estate

## Data Sources:

- National Association of Realtors

- Chris Lienberger

*Brookings Institution*

- Art Nelson

*Director, Metropolitan Research Center, University of Utah*



# How Are Town Centers Evolving and Adapting To These Changes?



# Coming Full Circle – Historic Downtown



# Coming Full Circle – Strip Shopping Center



# Coming Full Circle – Regional Indoor Mall



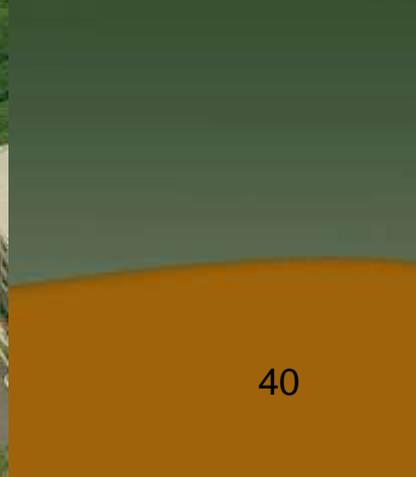
# Coming Full Circle – Power Center



# Coming Full Circle – Lifestyle Center



# Coming Full Circle – Fully Mixed Use



# Mashpee Commons, MA



# Mashpee Commons, MA



# Mashpee Commons, MA



# Mashpee Commons, MA



# Mashpee Commons, MA



# Mashpee Commons, MA



The current Prince Frederick Town Center Master Plan and Zoning Ordinance do not take these changes into account



# So What is The Problem?

The ***amount*** of development often is  
NOT the problem

The ***pattern*** of development almost  
ALWAYS is



The Master Plan update will address these concerns using a Charrette method

Charrette – a publicly inclusive process of planning and design



# Questions *and* Discussion

- Next Topic:  
***Charrette Overview / Visual Preference Survey***
- Time:  
-12 noon *AND* 7 pm, Wednesday 29<sup>th</sup> May
- Location: Prince Frederick Public Library

