

What Does It Take To Create A Town Center?

Context, Design, and Process

The Prince Frederick Master Plan Update



Description and Overview

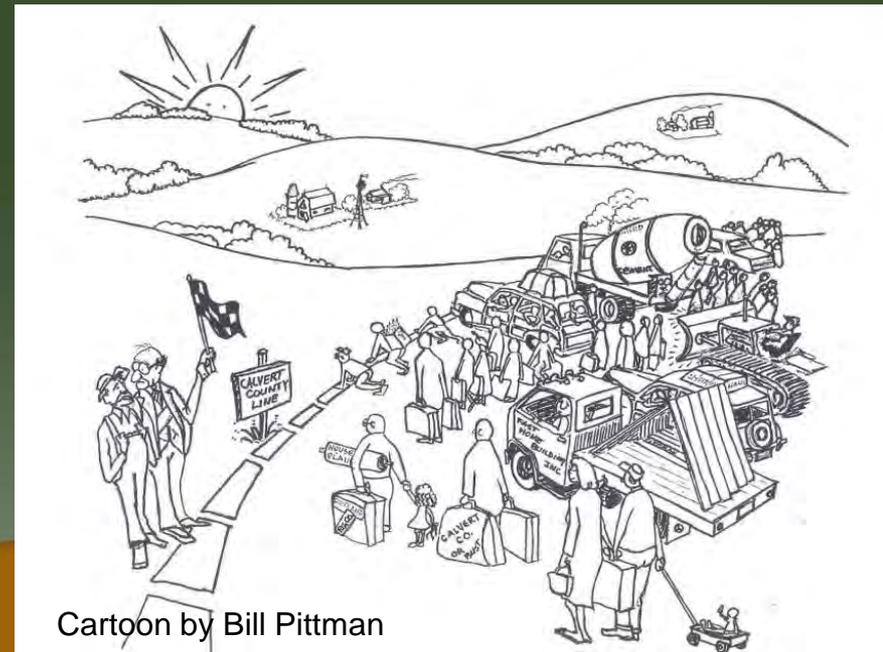
Tonight is the last in a series of five seminars:

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 and Implementation 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 – 1st Transferable Development Rights program in Maryland
- 1983 – Comprehensive Plan: Town Center concept
- 1997 – Plan: Four-step Land Use Implementation Strategy
- 2004 & 2010 – Plans continue strategy



Cartoon by Bill Pittman

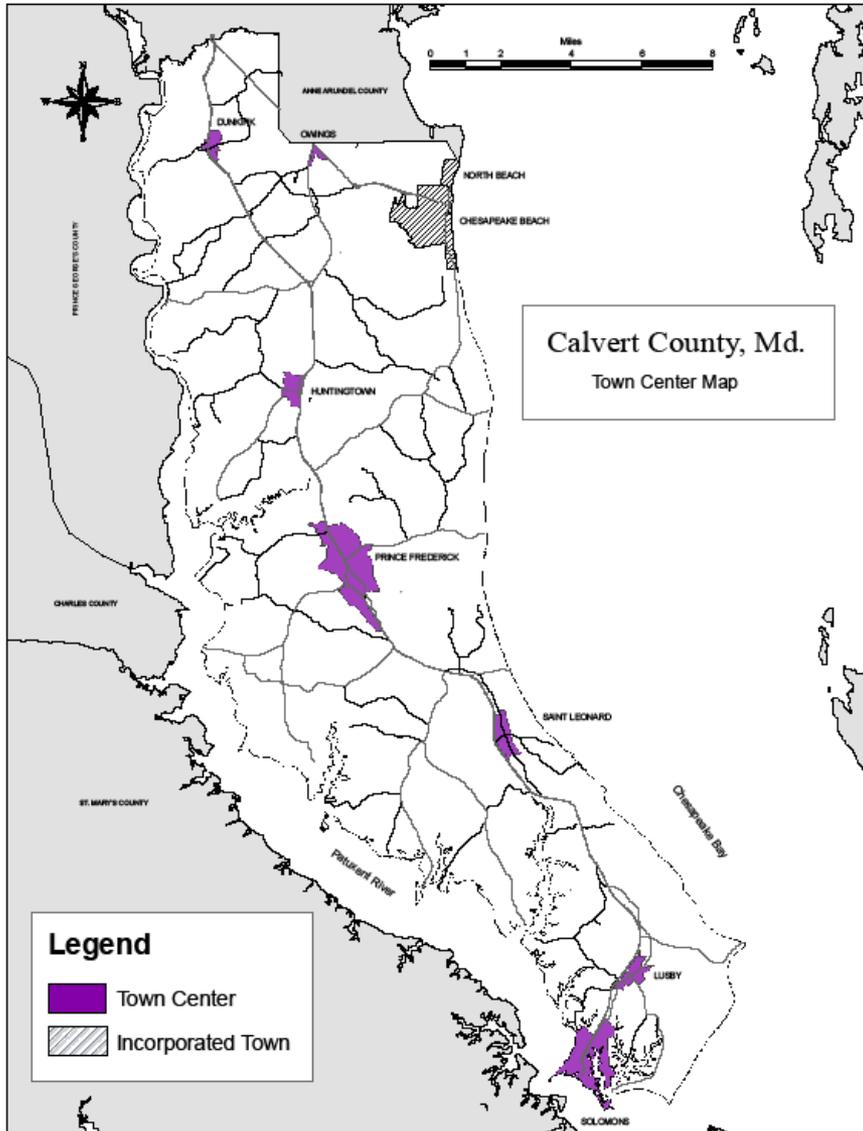
CALVERT COUNTY



Calvert County Pleasant Peninsula Plan Set Standard of Encouraging Strong Public Participation



Town Centers



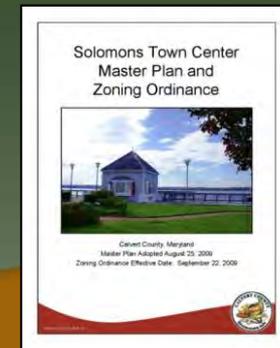
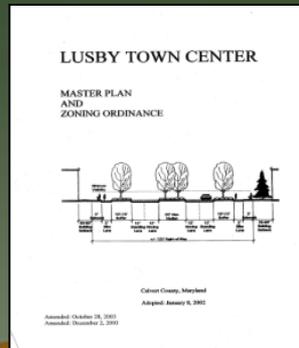
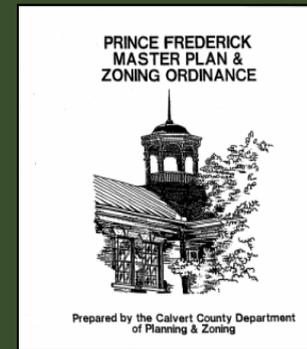
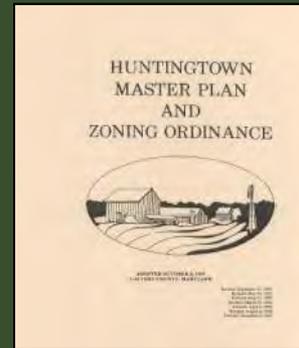
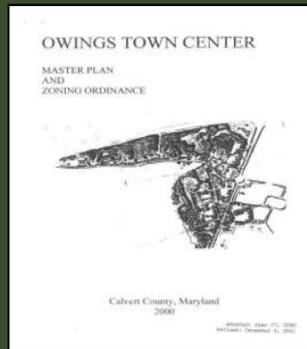
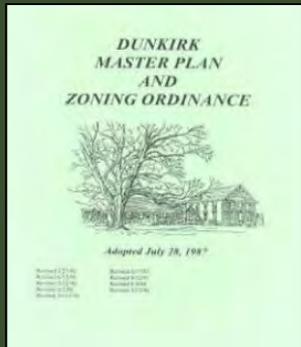
Prepared by: The Department of Planning & Zoning.

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



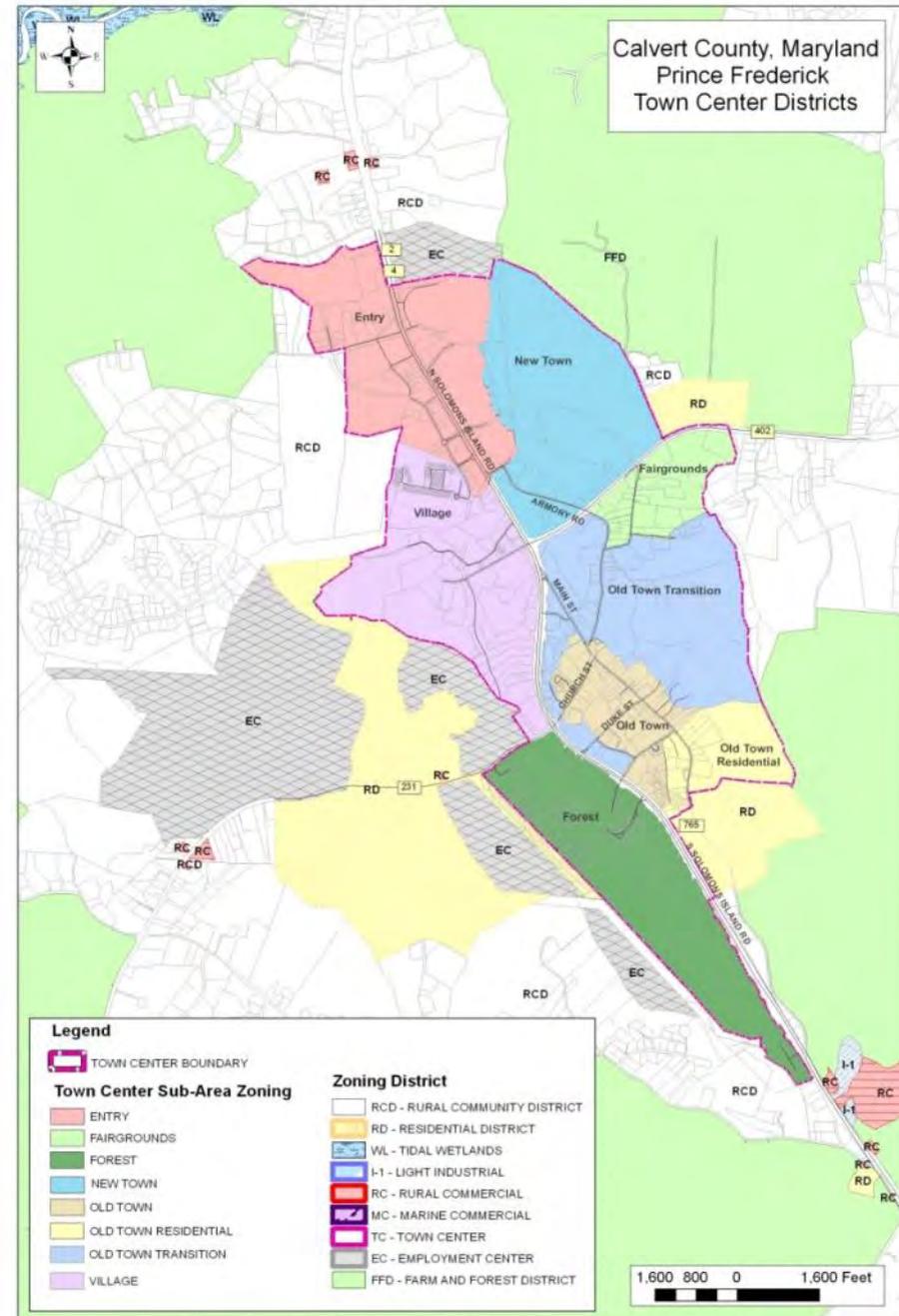
Prince Frederick

History of the Prince Frederick Master Plan & Zoning Ordinance

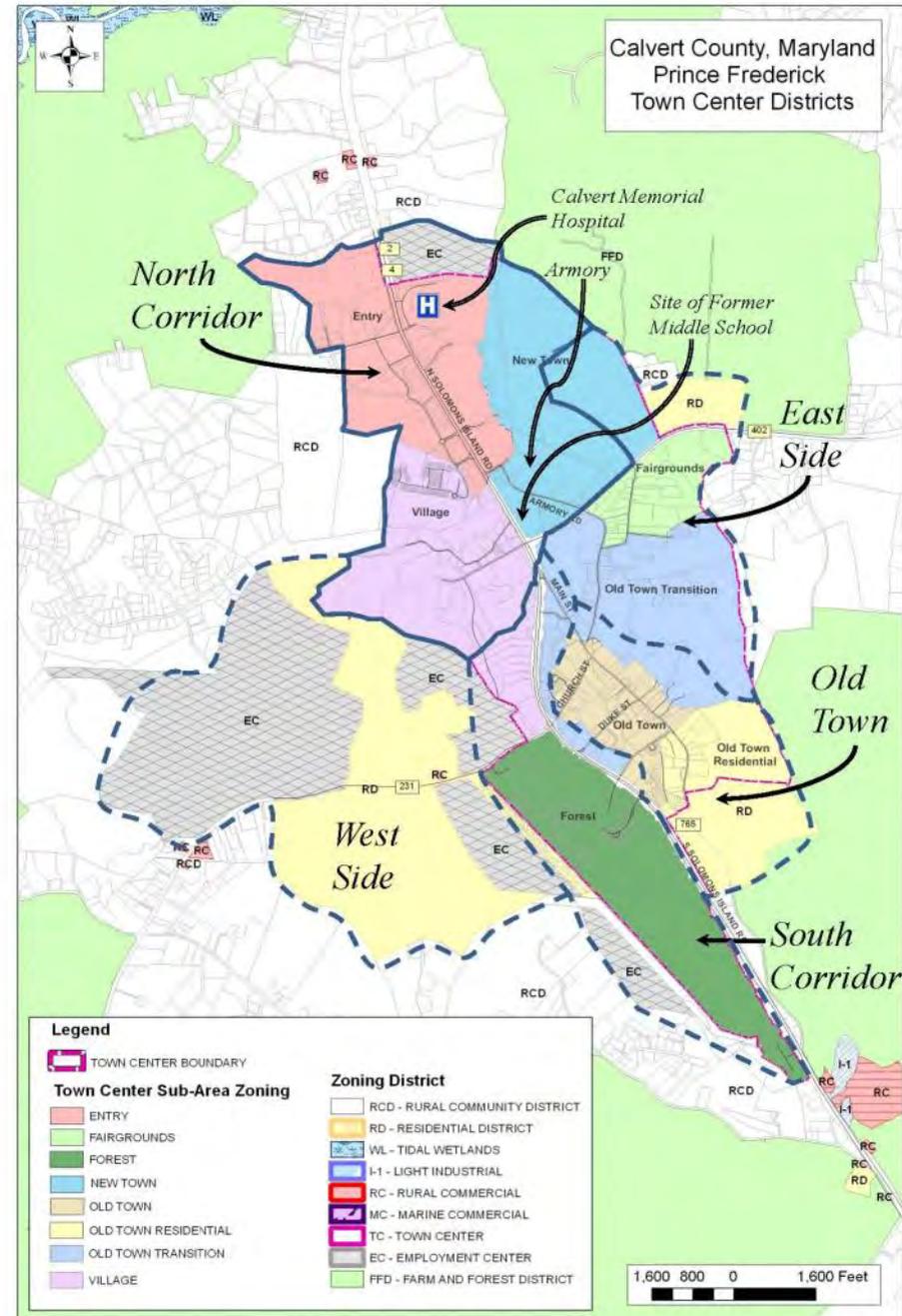
- Public workshop held in 1987
- Master Plan adopted in 1989
- Design Competition in 1990
- Design concepts incorporated in Zoning Ordinance, adopted in 1992



Prince Frederick Town Center



Prince Frederick Town Center



Prince Frederick

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



Prince Frederick



Master Plan and Zoning Ordinance Update

Calvert County is embarking on an exciting design and master planning project for the *Prince Frederick Town Center*.

Join us and share your thoughts, ideas and vision for the
future of Prince Frederick.



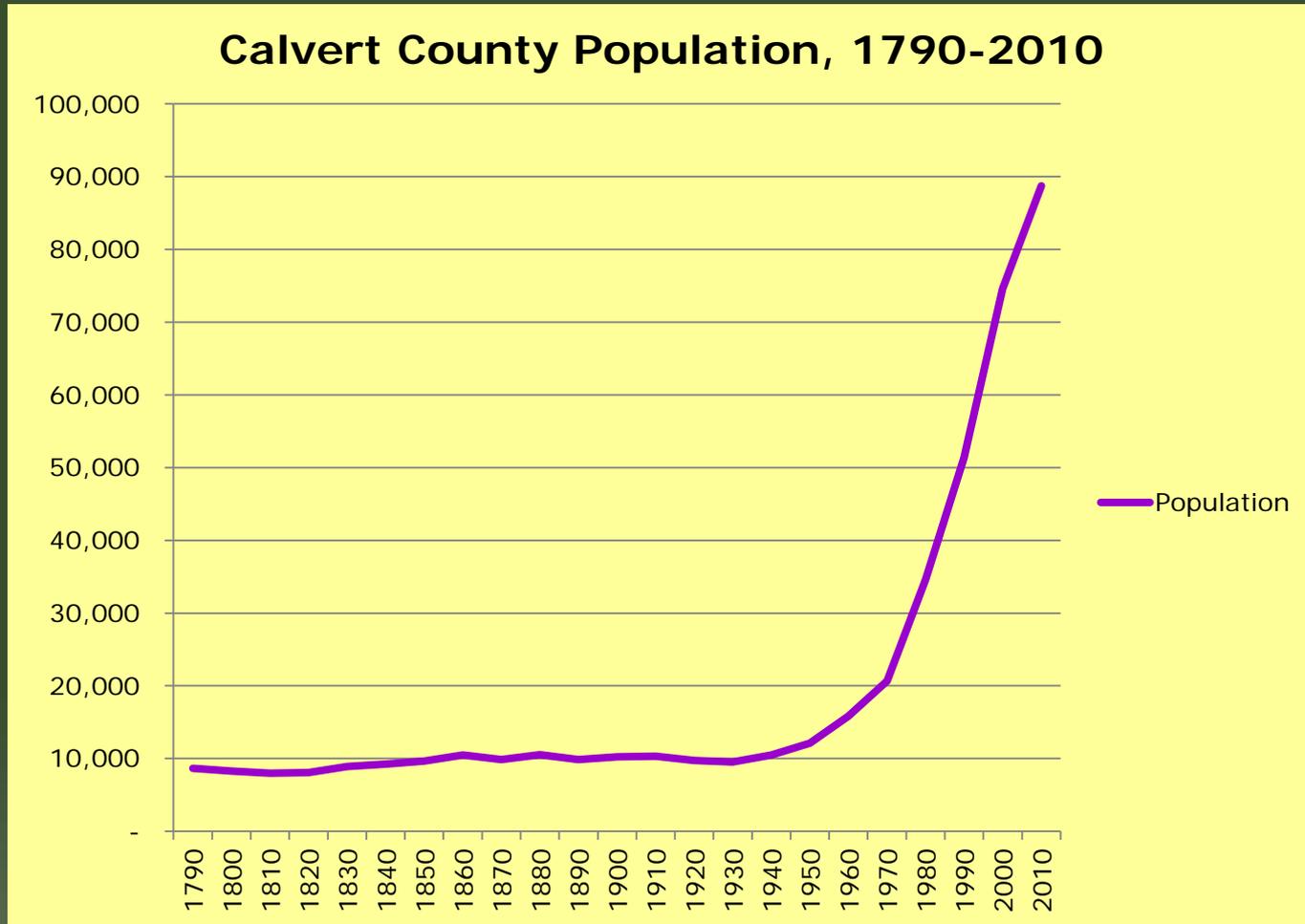
Last Week...

Current Trends:

*Markets, Demographics, and the New Trajectory
of Town Centers*



Calvert County Population



2010 Population: County 88,737



Calvert County Population

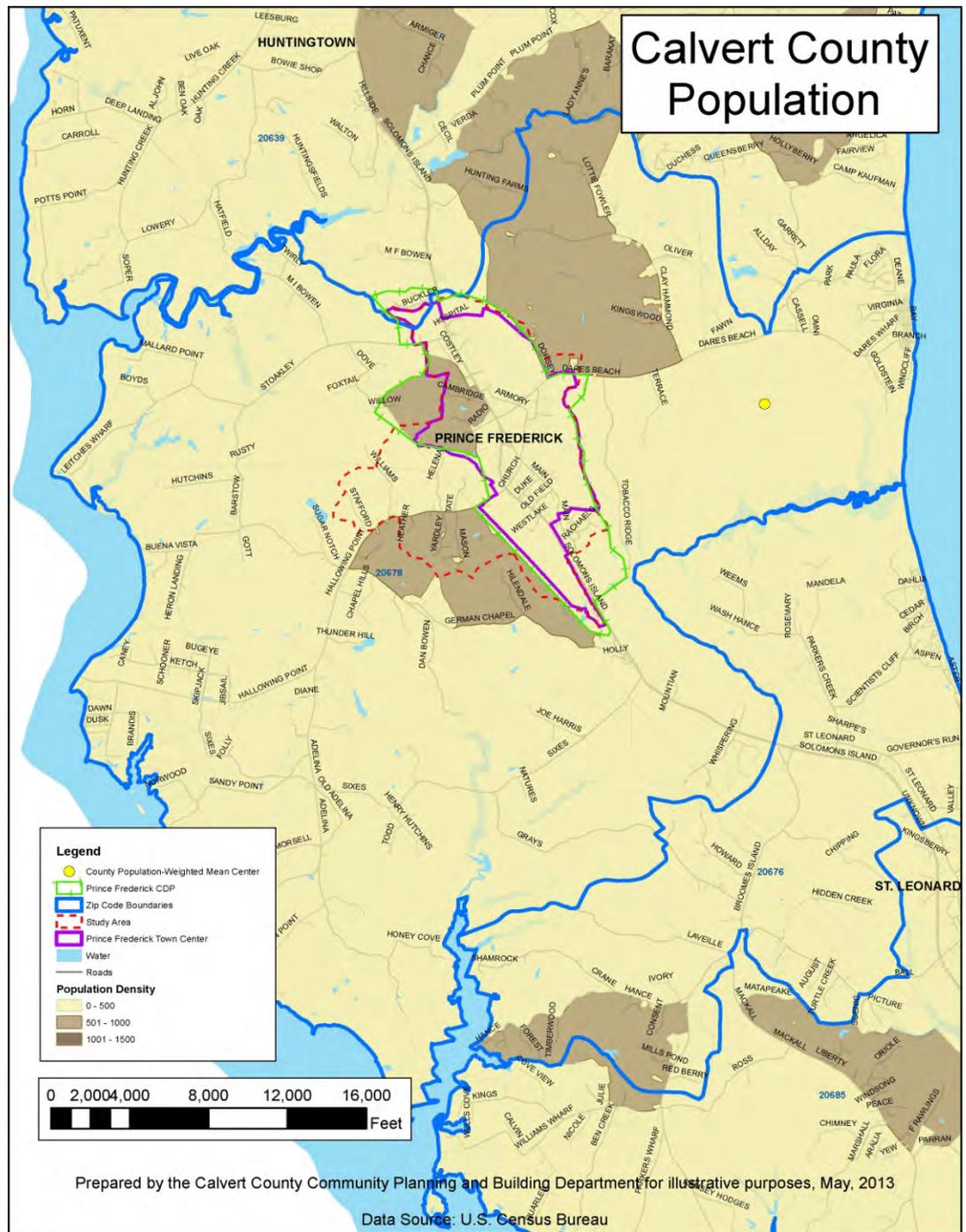


Prepared by the Calvert County Community Planning and Building Department for illustrative purposes, May, 2013

Data Source: U.S. Census Bureau

Calvert County Population

2010
Population:
Prince Frederick
Zip Code
11,045

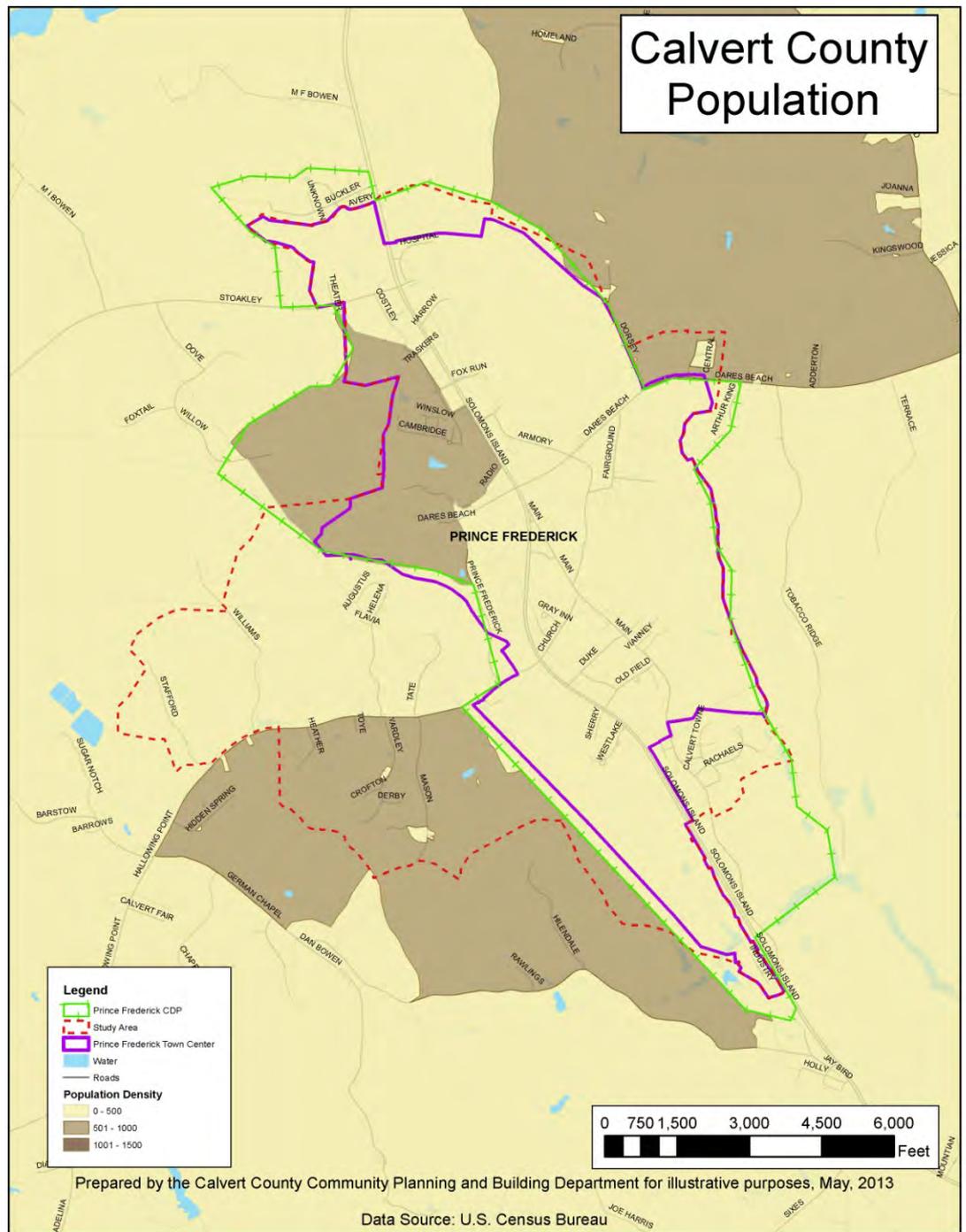


Prepared by the Calvert County Community Planning and Building Department for illustrative purposes, May, 2013

Data Source: U.S. Census Bureau



2010 Population: Prince Frederick Census Designated Place 2,538



What is a Charrette?

The Prince Frederick Master Plan will be updated using a Charrette



What Is A Charrette?

- Multi- day design process for land development
- Includes:
 - design workshops
 - public visioning
 - Stakeholder interviews



What Is A Charrette?

Who Are the Stakeholders?

- Citizens
- Elected officials
- Planning Commission
- County Staff
- State Agency representatives
- Local institutional leadership
(school board, police/ fire, boards, etc.)



What Is A Charrette?

- Intense, fast- paced
- Inclusive public participation
- Has become the national professional planning and design method for land development



public vision

public input

public review

public confirmation

phase 1



phase 2

phase 3



phase 4

phase 5



phase 6

phase 7



alternative plans

refined plans

final plan

Typical Daily Schedule

Sample Standard Charrette Schedule

	Day 1	Day 2	Day 3	Day 4	Day 5	
7:00 AM	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:00 AM	Studio set- up	Team Meeting	Team Meeting	Team Meeting	Team Meeting	
9:00 AM		Alternative	Alternative Designs	Alternative Synthesis	Final	
10:00 AM		Site Tour	Concept	and Stakeholder Meetings	Detail Development	Production
11:00 AM	Designs		Refinement			
Noon	Lunch	Lunch	Lunch	Lunch	Lunch	
1:00 PM	Stakeholder Meetings	Alternative Concept Designs cont.	Stakeholder Interviews	Alternative Designs	Final Production	
2:00 PM				and Refinement		Synthesis and
3:00 PM				continued		
4:00 PM	Preparations for First					
5:00 PM	Public Meeting					
6:00 PM	Dinner and Meeting Preparation	Dinner and Meeting Preparation	Dinner and Meeting Preparation	Dinner and Meeting Preparation	Dinner and Meeting Preparation	
7:00 PM	Public Meeting	Public Pin- up and	Public Pin- up and	Public Open	Final Public Presentation	
8:00 PM				House and Review		
9:00 PM	Team Meeting	Review Team Meeting	Review Team Meeting	Details and Production	Studio Breakdown and Clean- up	
10:00 PM						

Typical Daily Schedule: Day 1

Walk the Site

(Team,
Staff,
Stake-
Holders)



Typical Daily Schedule: Day 1

Stakeholder Interviews

- Citizens
- Commissioners
- Staff
- Institutions
- State Agencies



Typical Daily Schedule: Day 1

1st Public Meeting



Typical charrette process: Day 2-4

Continuous Field Research

- Team
- Staff



Typical charrette process: Day 2-4

Charrette Work Sessions (open to the public)



Typical charrette process: Day 2-4

Charrette Work Sessions



Typical charrette process: Day 2-4

Pin- up Review- with stakeholders and the public



Typical charrette process: Day 2-4

Continuous Input- from stakeholders and public



Typical Charrette Process: Final Day

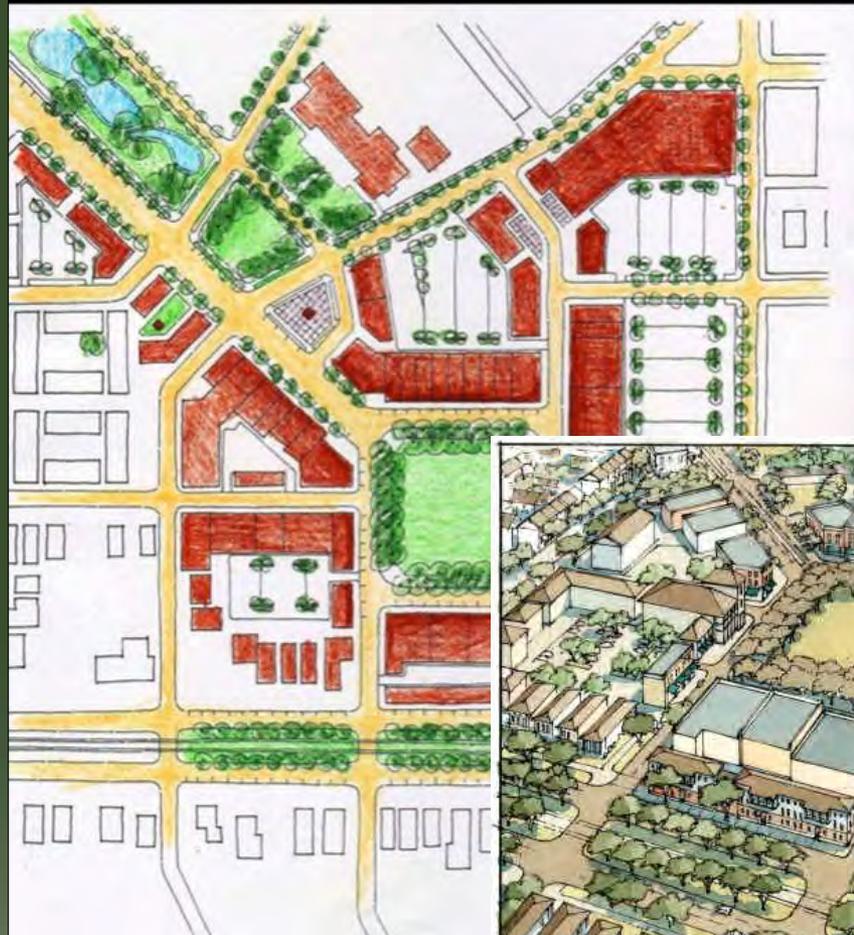
Intense Final Production



Typical Charrette Process: Final Day

Final
Products:

Ready for
Public
Review



Typical Charrette Process: Final Presentation



What Will The Charrette Produce?



Charrette Products

- Specific site designs for the school site and surrounding lands
- Policy recommendations for the Town Center Master Plan
- Recommended zoning language for the Town Center
- Draft Design Guideline images and language



Charrette Products

All designs, recommendations, and draft language available to be considered for inclusion in master plan and zoning ordinance



One Typical Element of Charrettes...

The Visual Preference Survey



Visual Preference Survey

- A technique for obtaining public input on physical design alternatives
- Often used when writing master plans, zoning codes, and designing for development



Visual Preference Survey

Consists of a series of images that participants score according to their preference



Visual Preference Survey

Images usually photographs, sometimes drawings



Visual Preference Survey

- Depicts potential development options
- Participants' input used to make decisions about future development



Visual Preference Survey

Photos scored and ranked to determine most and least desired scenario



Visual Preference Survey

Used to assist in development design



Questions *and* Discussion

Let's Have a Charrette!

Prince Frederick Town Center Master Plan

Week of June 10 - 14

St. Paul's Episcopal Church
25 Church St., Prince Frederick

