

Heart of Calvert County: Prince Frederick Town Center Update



Agenda

- Welcome and Introduction
- Core Principles and Opportunities for Change
 - Town Centers and Placemaking
 - Housing
 - Public Spaces
 - Transportation
 - Design Guidelines and Regulations
- Wrap up!



Why this plan? Why now?

- 24 Years since the Town Center Plan Adopted
- Time for reflection, evaluation and new goals:
 - What works?
 - What is not working?
 - What will the next 25 years in Prince Frederick hold?



The Charrette: Principles

- Work collaboratively
- Design cross-functionally
- Use design to achieve a shared vision and create holistic solutions
- Work



Charrette Process

Public/Client
Vision

Phase 1



Phase 2

Alternative Plans

Public/Client
Input

Phase 3



Phase 4

Refined Plans

Public/Client
Review

Phase 5



Phase 6

Final Plan(s)

Public/Client
Confirmation

Phase 7



Plan Alternatives



Plan Alternatives



Plan Alternatives



Current Conditions



Build-Out Potential



Existing Conditions



Option 1 or Phase 1



Option 2 or Phase 2



Development Opportunity



West of Potts Street

Residential

Multi-family: 374 units
Single family: 109 units

Civic

3,500 sq. ft. Community Buildings
1 Acre of Community Gardens (2 Plots)

Parking

Residential Units Self-Park
On-Street Yield Parking

South Main Street

Residential

Multifamily: 178 units

Commercial

36,000 sq. ft.

Parking

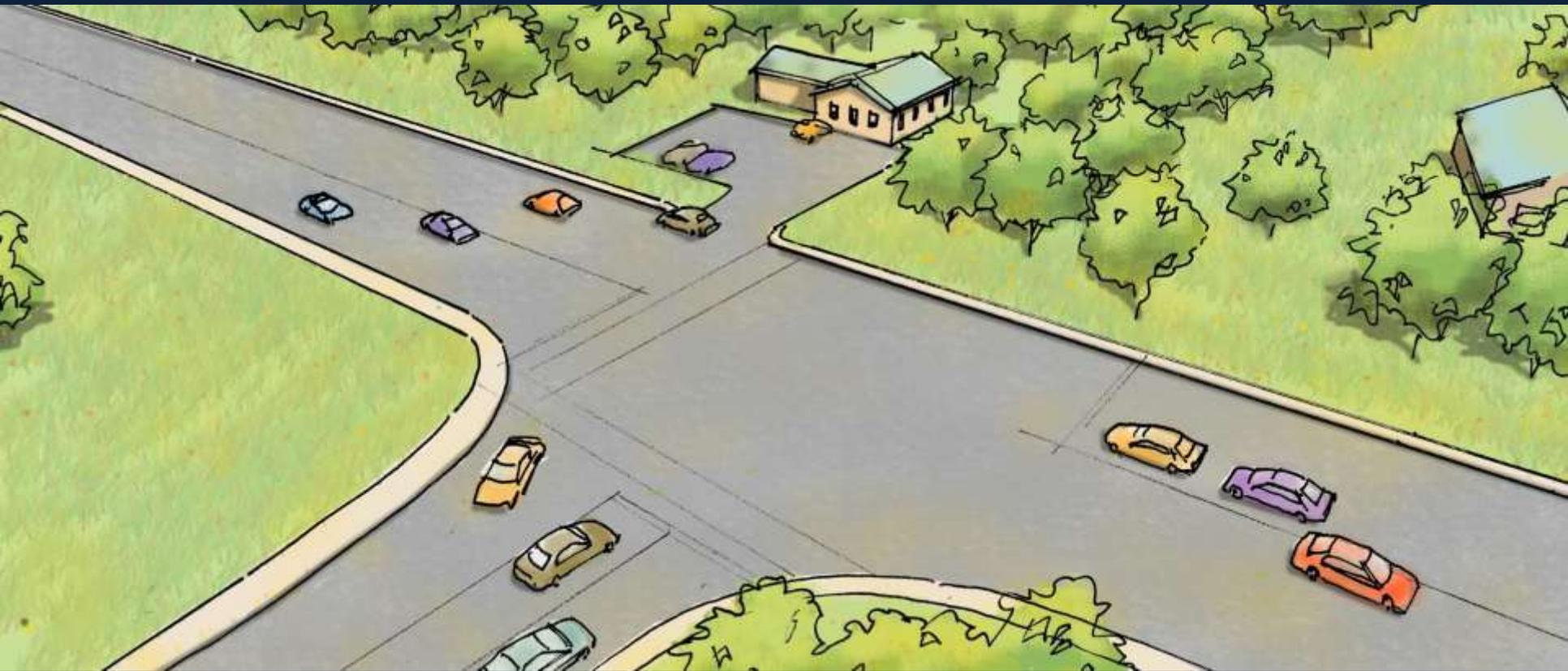
200 Parking Spaces
On-Street Parking

Open Space

6 Acres including passive and active uses



Development Alternatives



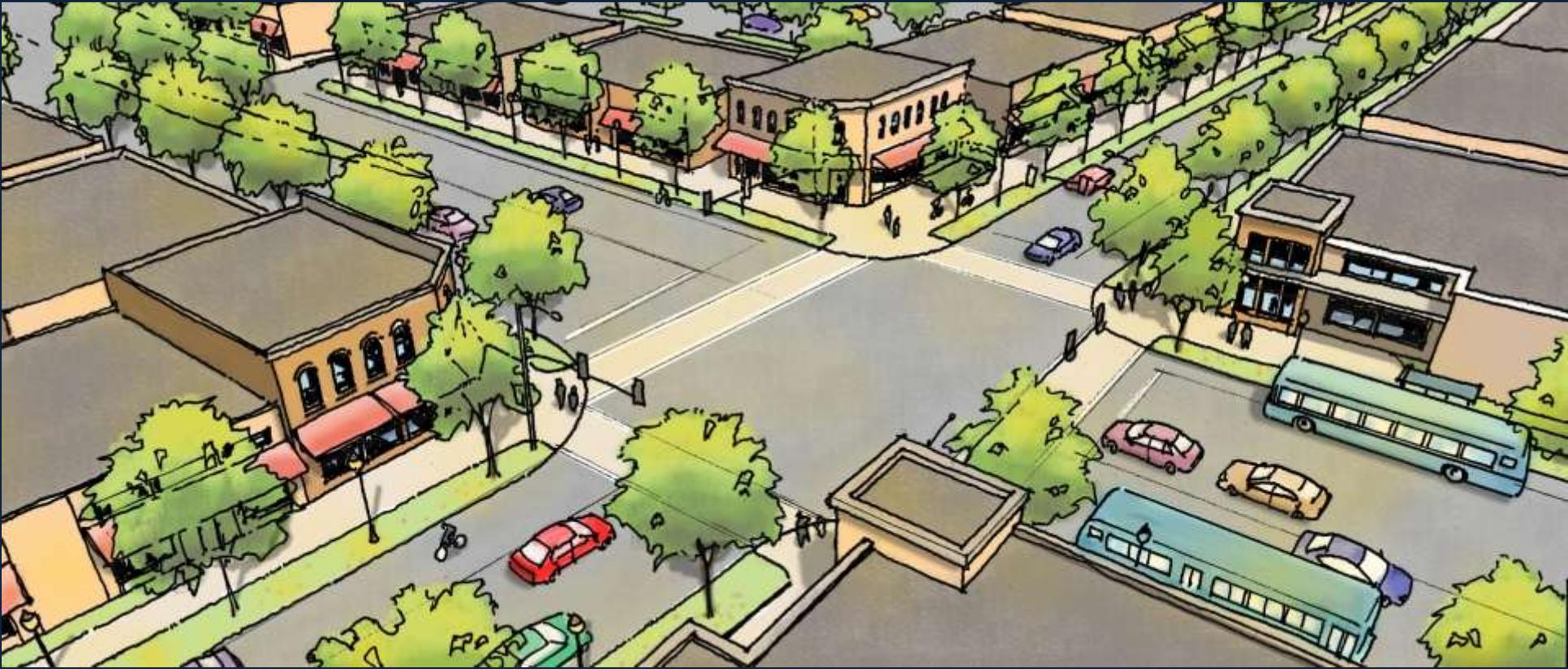
Development Alternatives



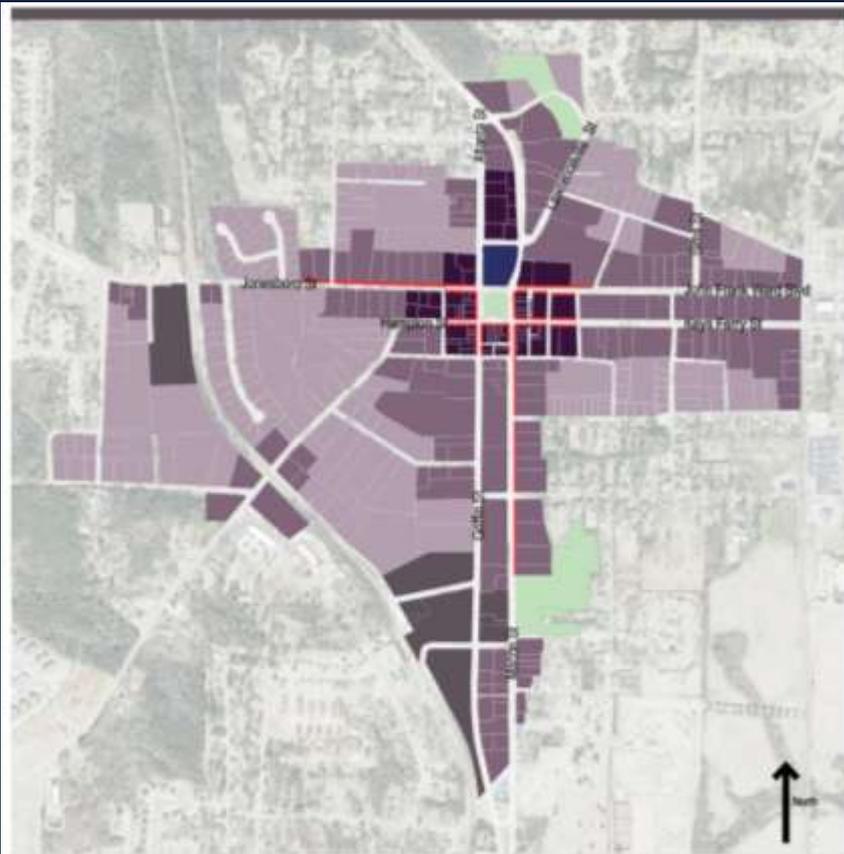
Development Alternatives



Development Alternatives



A New Code to Facilitate the Vision



- TSMX Town Square Mixed-Use
- Restricted Frontage
- CMX Corridor Mixed-Use
- CB Civic Building
- UR Urban Residential
- CS Civic Space
- SD-NI Special District - Neighborhood Industrial

ARTICLE 4: DISTRICT PROVISIONS

DOWNTOWN CODE

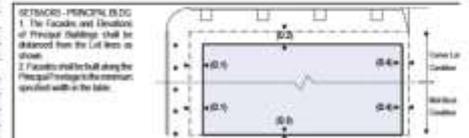
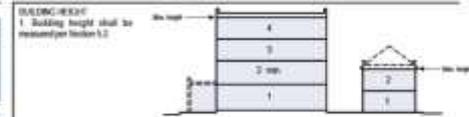
City of McDonough, GA

4.2 CORRIDOR MIXED USE



A. BUILDING HEIGHT	
1. Principal Building	14 stories max, 220' max.
2. Outbuilding	12 stories max.
B. LOT OCCUPATION	
1. Lot Width	140' min, 180' max.
2. Lot Coverage	60% max.
C. BUILDING OCCUPATION (per Section 4.1.2)	
1. Equipment	Not permitted
2. School	Permitted
3. Storage	Permitted
4. Church	Permitted
D. SETBACKS - PRINCIPAL BUILDING	
1. Front Setback (Proper)	15' min, 30' max.
2. Front Setback (Corner)	15' min, 30' max.
3. Side Setback	15' min, 20' max.
4. Rear Setback	15' min.
5. Frontage Setback	10% min at setback
E. SETBACKS - OUTBUILDING	
1. Front Setback	10' min, 15' max (per prop.)
2. Side Setback	10' min, 15' max (1/4 of corner)
3. Rear Setback	12' min.
F. PRIVATE FRONTAGES (per Section 4.1)	
1. Concrete Lanes	Not permitted
2. Paved & Fenced	Not permitted
3. Terrace or L.C.	Permitted
4. Porch	Permitted
5. Steps	Permitted
6. Stairwell & Landing	Permitted
7. Gallery	Not permitted
8. Arcade	Not permitted
G. PARKING PROVISIONS	
See Section 7.1	

*See 10.1.1. from earlier version of code.



Schedule

Tuesday June 11

9:00 am Open Design Studio
9:30 am Environment
11:00 am Recreation and Youth
2:00 pm Retail and
Commercial
3:30 pm Middle School/
Armory Options
**7:00 pm Public Review/ Pin-
up Session**

Wednesday June 12

9:00 am Open Design Studio

10:00 am: Traffic/ Transportation/
Corridor Design
11:30 am Economic
Development
2:00 pm Housing Options
3:30 pm Parks and Open
Space

up Session

Thursday June 13

9:00 am Open Design Studio
9:30 am Health and Public
Safety
11:00 am Homeowners/ Civic
Associations
**7:00 pm Public Review/ Pin-
up Session**

Friday June 14

9:00 am Open Design Studio
9:30 am Ordinances and
Design Standards
11:00 am Signage, Lighting,
Landscaping
**7:00 pm Public Review/ Pin-
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Tuesday June 18

7:00 pm Closing Presentation



What is Sustainable Development?

A sustainable community is one that maintains the integrity of its natural resources over the long term, promotes a prosperous economy, and hosts a vibrant, equitable society. (ICLEI)



The Quadruple Bottom Line



Demographic Shifts & Trends



- Most dominant – Gen Y (16-30) – 82 million (25% of population)

- Decreasing % of Married Couple Family



- Households (US Dropped 3.25% Since 2000) –



- Calvert Dropped 4% to 60.7 in 2010)

- Migration, immigration &

- Global Pop. to increase from 7 to 8 billion by 2020...9.2 billion by 2050...

average annual growth peaked @ 2.19% in 1963.

- Baby Boomers began retiring in 2011 (24% of pop.)

Fastest: Elderly (65+)

6.5% to 9% by 2020...17% by

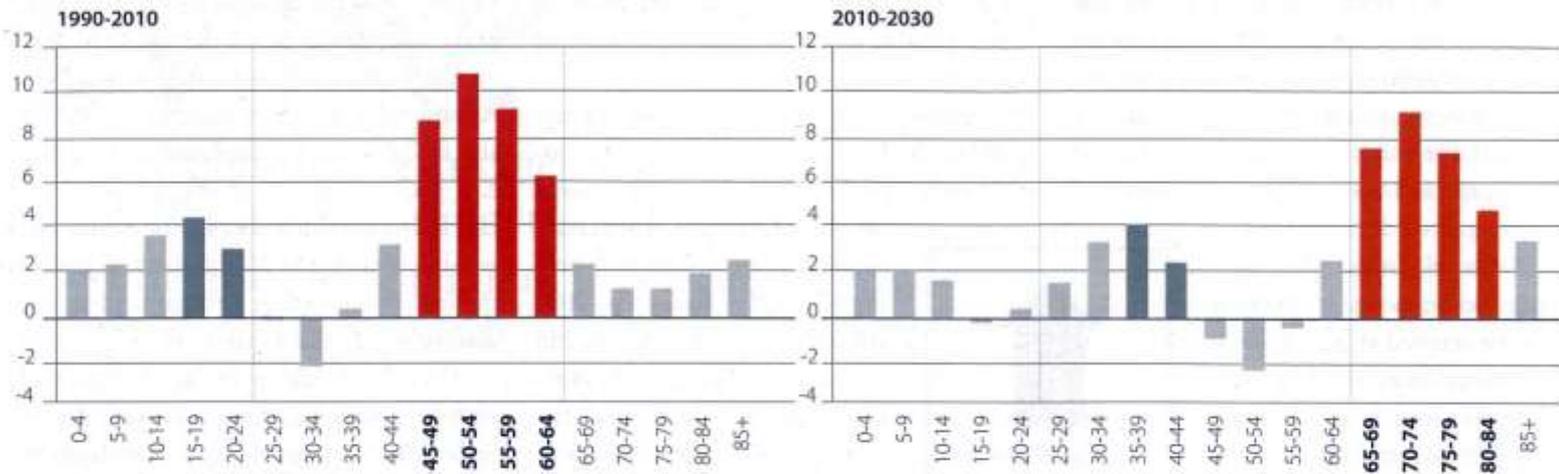
Source: Housing in America- The Next Decade by John McIlwain (Urban and Institute)

Heart of Calvert County: Bringing People to Town Center Update
The Lawrence Group and Fuss & O'Neill



Current Reality: The Retiring Baby-Boomers

Growth Wave -- Then and Now. Net changes in million of each age, United States, the last 20 years compared to the next 20 years



Source: Dowell Myers, Census Bureau decennial census of 1990 and 2010, and Census Bureau 2012 vintage projections



It is not necessary to change.
Survival is not mandatory.
- W. Edwards Deming



“A vision is not a forecast,
but a strategy to preserve
the best options.”

-Robert Grow, Envision Utah



Placemaking and Town Centers



Keys for Successful

Placemaking

- Housing – Housing – Housing
- Connectivity + Circulation
- Jobs (Daytime Population)
- Public Space
- Things to go Do
- Things to go Buy



What makes a place great?



Access and Linkages



Uses and Activities



Sociability



Comfort and Image



Placemaking

- **Nodes:** *Mark the “heart” of Prince Frederick on the map. What activities are located there? What activities and uses are missing from the Town Center.*
- **Improving the Town Center:** Where should the heart of the Town Center be? What uses should be there?



Housing



Where do residents live now?



Where will people want to live in next 25 years?



National Association of Realtors

Future Trends:

35% Apartments

25% Large Lot Housing

20% Townhouses

20% Small Cottage

54% of People Want Traditional Neighborhoods



Housing

- **Firm Housing:** Which housing properties should remain unchanged? Which houses/housing developments should be used as models/inspiration for future residential development? (Mark your favorite housing locations on the map).
- **Undesirable Housing:** What kind of housing is least desirable in Prince Frederick? Why?(Mark location of these housing types/developments on a map).
- **New Housing Locations:** What locations are appropriate for new housing



Open Space



Public Spaces



Passive vs. Active



Open Space

- **What public spaces would you like to see improved?** (Note locations of these public spaces on the map).
- **New Public Spaces Locations:** Where would you like to see new public space(s) to be located? (Note your preferred locations for new parks, plazas, playgrounds, etc. on the map).



Transportation



Route 2/4 – Solomon's Island Road



Moves cars, not people.



A Complete Street



Strip Center Development



Multiway Boulevard



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Transportation

- **Which roads or intersections should be prioritized for improvements?** *(mark on map in black)* What types of “improvements” do you suggest?
- **Where are new road, path, and/or greenway connections needed?** *(mark on the map with purple lines)* Where is additional transit service needed? *(mark on map with dashed purple lines)*
- **What other transportation priorities do you suggest for Prince Frederick?**



It is your **Town
Center.**

What do you **see?**



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Winter Park Mall



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Virginia Beach Town Center – 1970s



Virginia Beach Town Center – 2010



Virginia Beach Town Center – 2010



Virginia Beach Town Center – 2010

