

The Prince Frederick Town Plan

for the Heart of Calvert County



Welcome to the Town of Prince Frederick in 2049 (325th Anniversary)

Population: 6500 residents (and growing)

(and more than 5000 high quality jobs!)



In 2040, in the Town of Prince Frederick

- Mixed-use neighborhoods with a wide variety of housing serve as the fundamental building block for the Town
- Route 2/4 is efficient, attractive and crossable
- The Hospital District is flourishing as a center for medical excellence and wellness
- Shopping centers have been regenerated with high quality tenants and new mixed-use infill development
- The Historic Courthouse area is enlivened with activities and a formal public lawn for town activities



In 2040, in the Town of Prince Frederick

- Pedestrians and bicyclists have safe and attractive paths to get anywhere in town on a new system of paths and trails that connects the Town to the rural land and the water's edge
- Outdoor spaces throughout the town host a variety of sporting events, pleasant outdoor eating spaces, places to stroll around and enjoy the outdoors
- Jobs relocate from throughout the region to the town to take advantage of its high quality of life
- The Armory and it's Square serve as the centerpiece of a mixed-use village center
- The Town serves as a model of environmental stewardship, livability, and economic stability



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?



Things are different today

- The competition for jobs, retail dollars, and housing is all around
- Demographics are changing more rapidly nationally and locally
- More than \$460 million in retail sales leaves the county each year (leakage)
- 60% of the population leaves the county each day to work

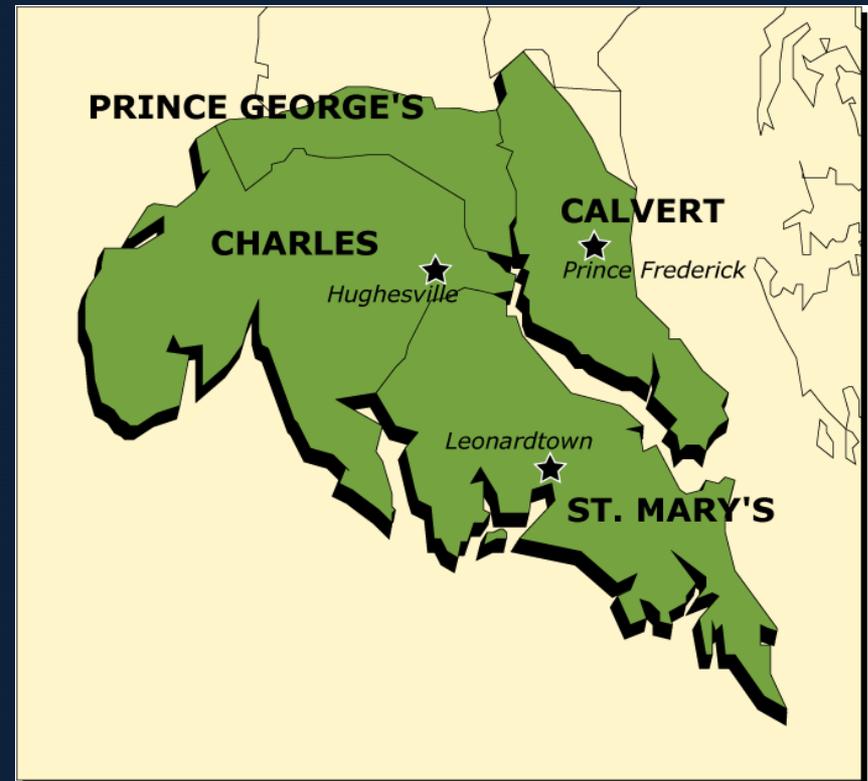


Image Source: www.smeco.coop



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 & diverse cultures



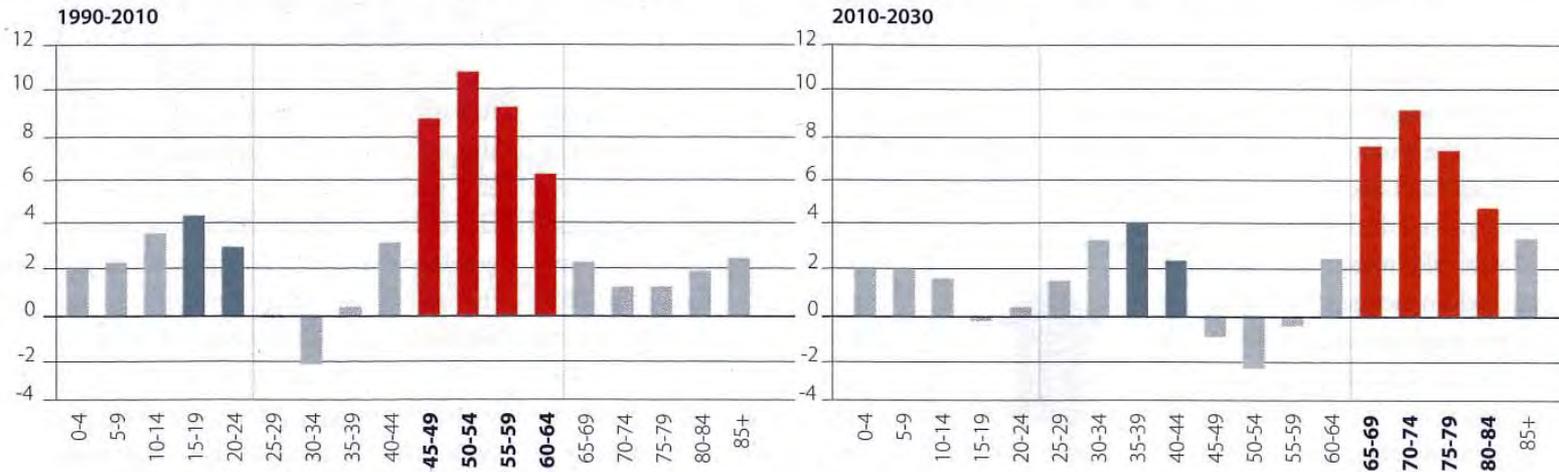
- Global Pop. to increase from 7 to 8 billion by 2020 . . . 9.2 billion by 2050 . . . average annual growth peaked @ 2.19% in 1963.
- Baby Boomers began retiring in 2011 (24% of pop.)
- Fastest: Elderly (65+) 6.5% to 9% by 2020 . . . 17% by 2050

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



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



National Association of Realtors

Future Trends:

35% Apartments

25% Large Lot Housing

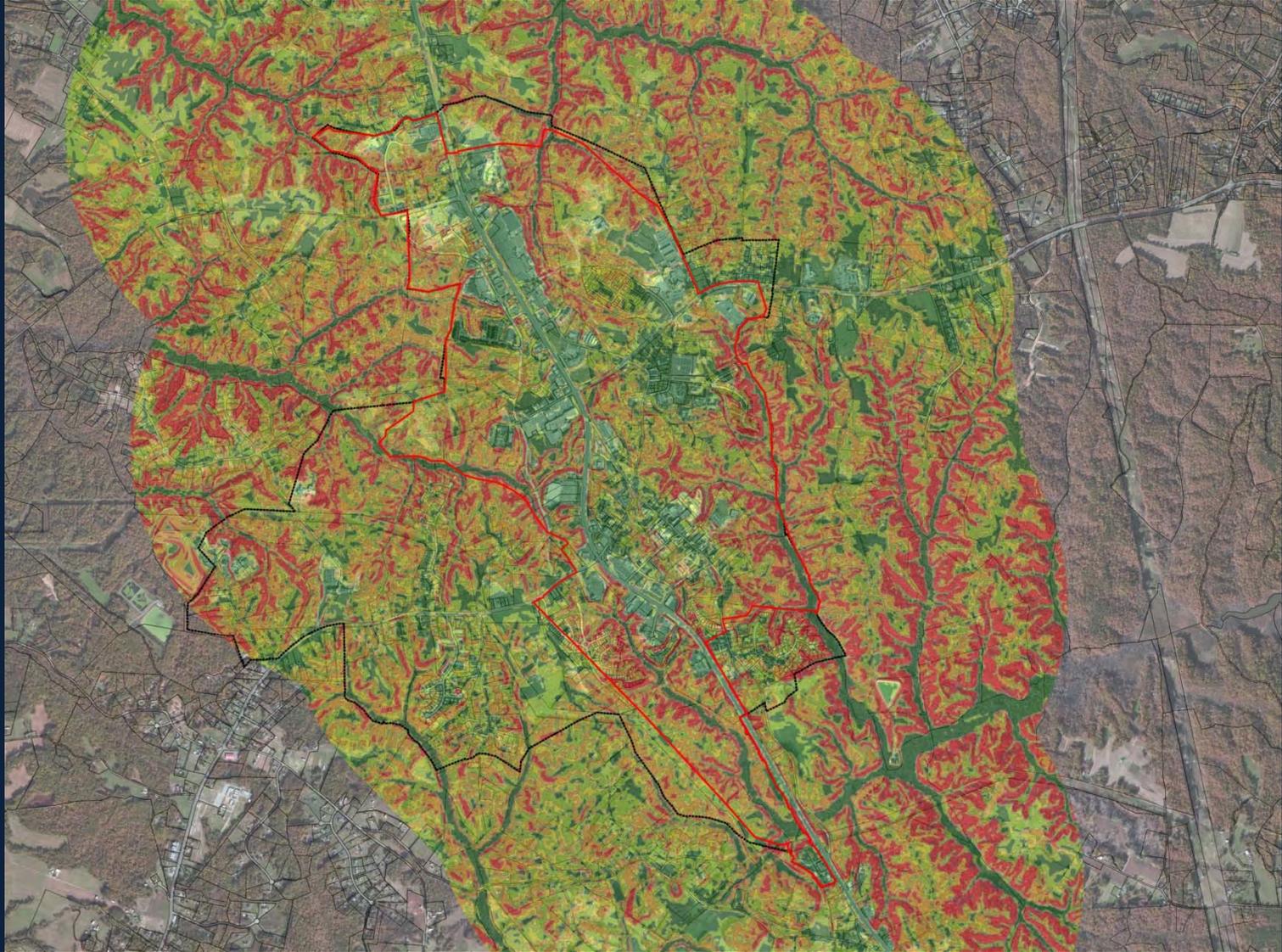
20% Townhouses

20% Small Cottage

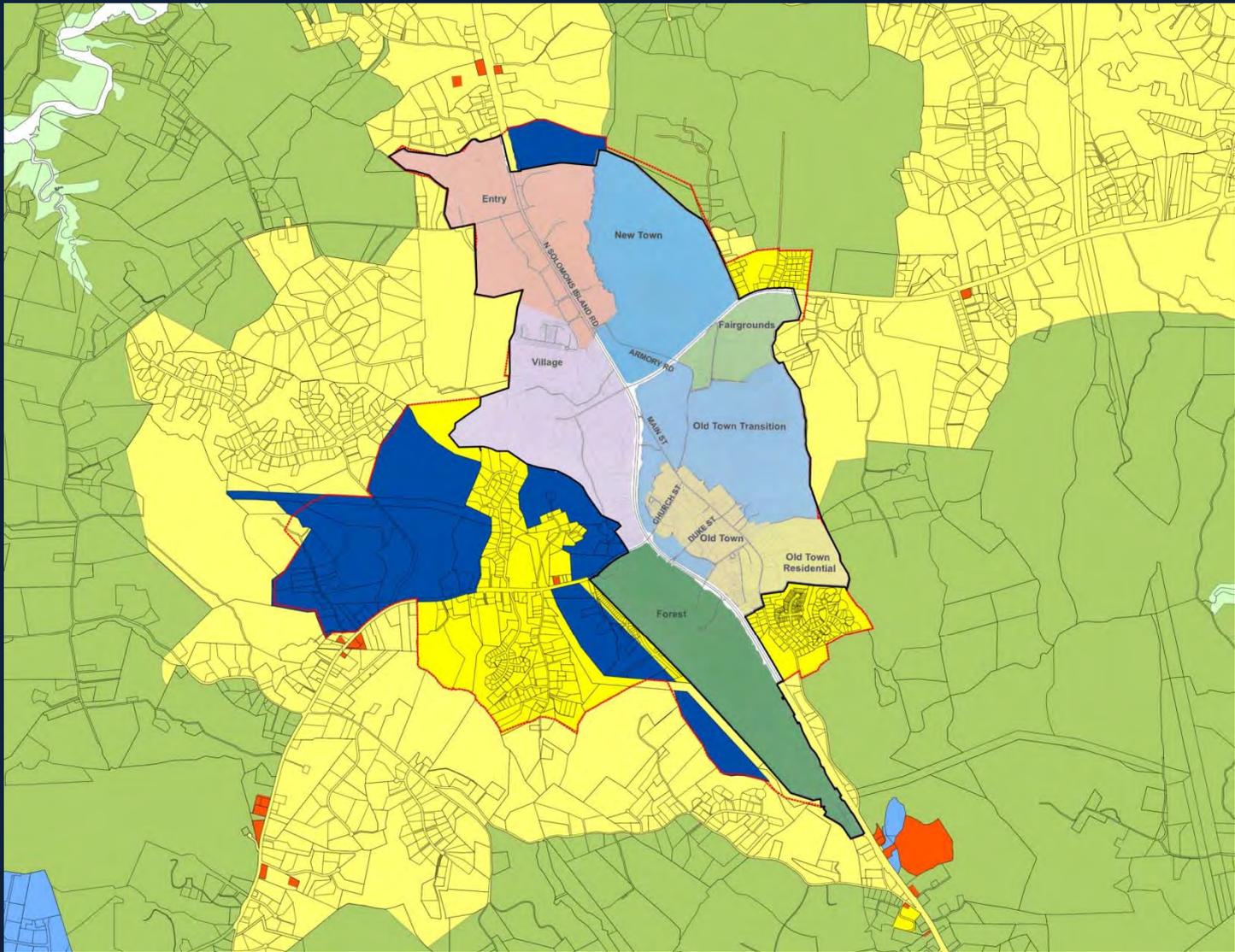
54% of Eligible Homebuyers Surveyed Want Walkable Neighborhoods Close to Shopping and Amenities



Topography



Zoning



The 1989 Master Plan and Zoning Ordinance

PRINCE FREDERICK MASTER PLAN & ZONING ORDINANCE



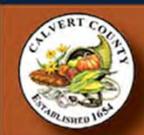
Prepared by the Calvert County Department
of Planning & Zoning

Adopted July 11, 1989

Amended:

2/15/94	4/2/96	4/20/99	12/2/03	3/25/08
6/13/95	12/23/97	5/29/01	5/18/04	
3/12/96	1/20/98	7/3/01	8/10/04	
3/19/96	12/8/98	10/28/03	5/1/06	





The Prince Frederick Town Plan for the Heart of Calvert County
Lawrence Group | Fuss & O'Neill | Calvert County Community Planning & Building

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
- 7:00 pm Public Review/ Pin- 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- up Session**

Tuesday June 18

- 7:00 pm Closing Presentation



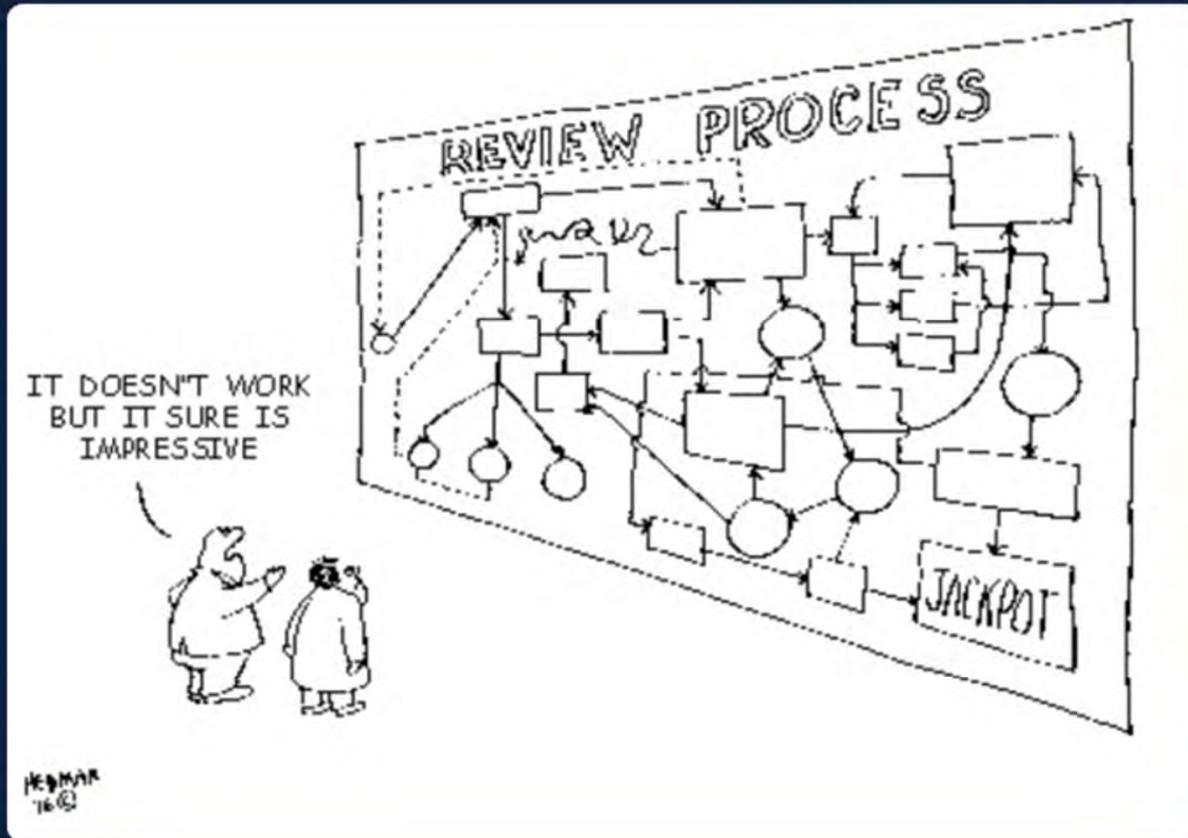


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Process vs. Vision

The more complicated the **PROCESS**
the greater the lack of **VISION**



Process Driven



Image Credit: DPZ

Vision Driven



The Result of Process



Vision-Driven Community Design



All images this slide by City of Greenville, SC



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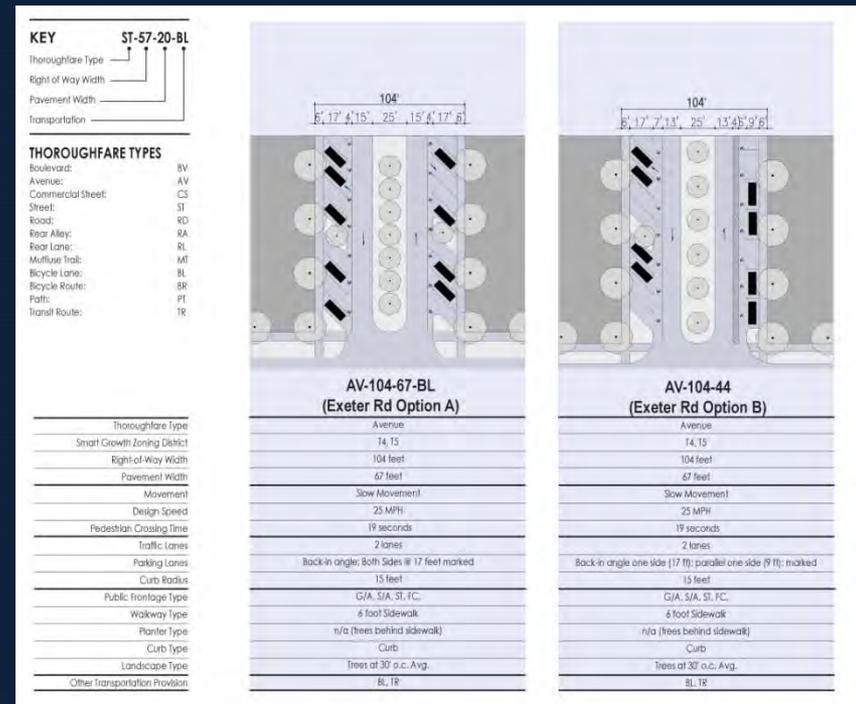
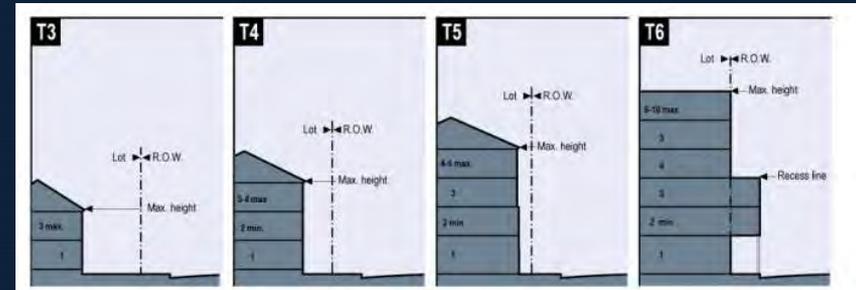
Right-size the Parking Standards

- Actual parking needs are much less than a decade ago
- Parking is one of the single largest generators of stormwater pollution and velocity
- Regulate parking location over parking size
- Consider maximum parking areas (impervious surface)



Prioritize the Regulations

- Streetscape Type
 - (On-Street Parking, Drainage, Street Trees, Sidewalks)
- Frontage
 - (Front Lawn, Rear Yard, etc)
- Building Placement
- Parking Location
- Height
- Roof Type
- Building Design
- Use



Use Frontage to Guide Urban Design

U2

URBAN TRANSITIONAL CORRIDOR

DESCRIPTION

Along existing pedestrian-friendly corridors without on-street parking or where changes to the overall streetscape are expected in the future, this frontage type requires buildings adjacent to the sidewalks with doorways on the main façade or within 20 feet of the frontage. Ground level façade treatment and transparency (windows and doors) encourage pedestrian activity. Parking is permitted in the side or rear yard.



Perspective

OFF-STREET PARKING LOCATION

- Front - Not Permitted
- Side - Permitted
- Rear - Permitted



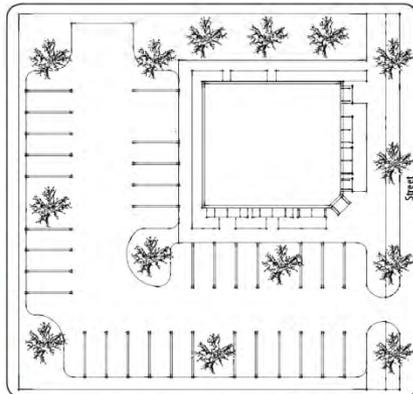
Site Section

LAND USE CATEGORY

- Medium Density Residential
- High Density Residential
- Neighborhood Mixed Use
- Community Mixed Use

BUILDING/FACADE DETAILS

Transparency - 50%



Plan View



Image Credit: iStock.com

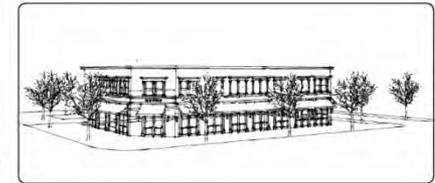
City of Raleigh, NC UDO Frontage/Block Typology 7/9/2010
Code Studio | The Lawrence Group | Fuss & O'Neill | Winter & Company | Lewis, Stroud & Deutsch

U3S

URBAN SHOPFRONT

DESCRIPTION

As the most urban, pedestrian-oriented frontage condition, these buildings are set adjacent to wide sidewalks that can accommodate outdoor displays and seating as well as heavy pedestrian activity. The transparency of the ground level facades are substantially higher than with other types to ensure a lively, active, and interesting shopping district that is oriented to the pedestrian. Parking is to the rear and building facades generally extend to the property lines in a party wall condition to provide an uninterrupted street wall. On-street parking is expected.



Perspective

OFF-STREET PARKING LOCATION

- Front - Not Permitted
- Side - Permitted
- Rear - Permitted



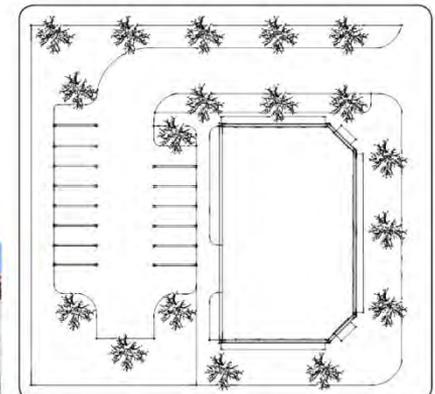
Site Section

LAND USE CATEGORY

- Medium Density Residential
- High Density Residential
- Neighborhood Mixed Use
- Community Mixed Use

BUILDING/FACADE DETAILS

Transparency - 60-70%
2 Stories (min)



Plan View



City of Raleigh, NC UDO Frontage/Block Typology 7/9/2010
Code Studio | The Lawrence Group | Fuss & O'Neill | Winter & Company | Lewis, Stroud & Deutsch

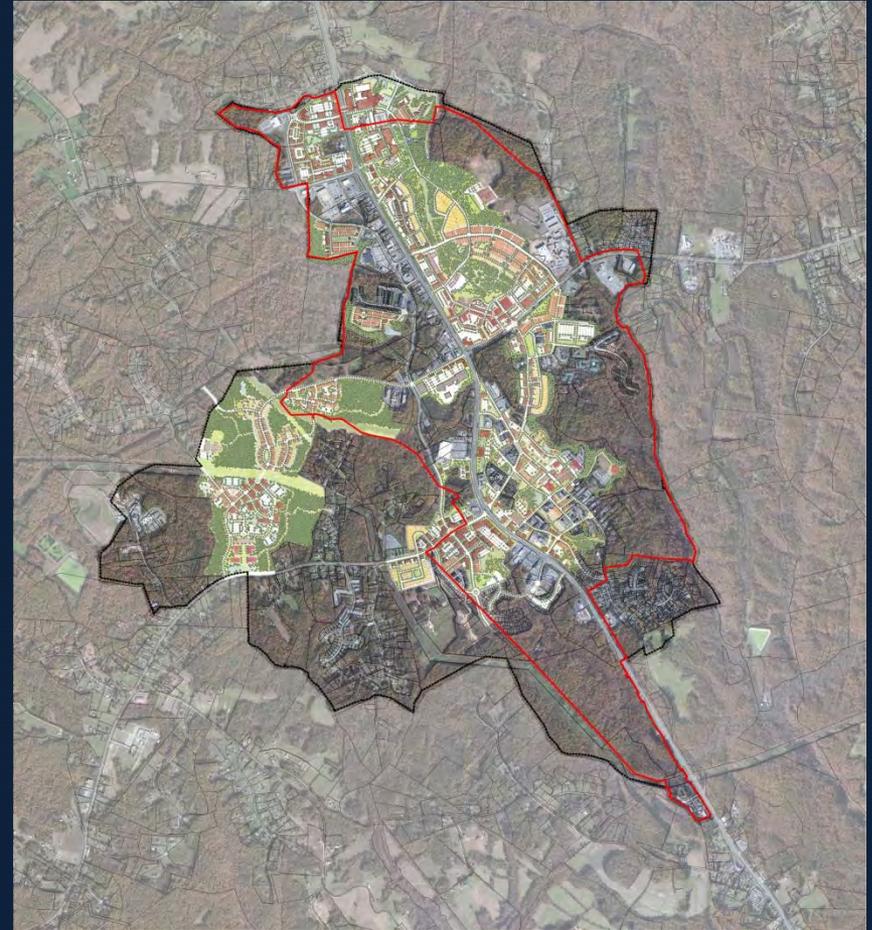
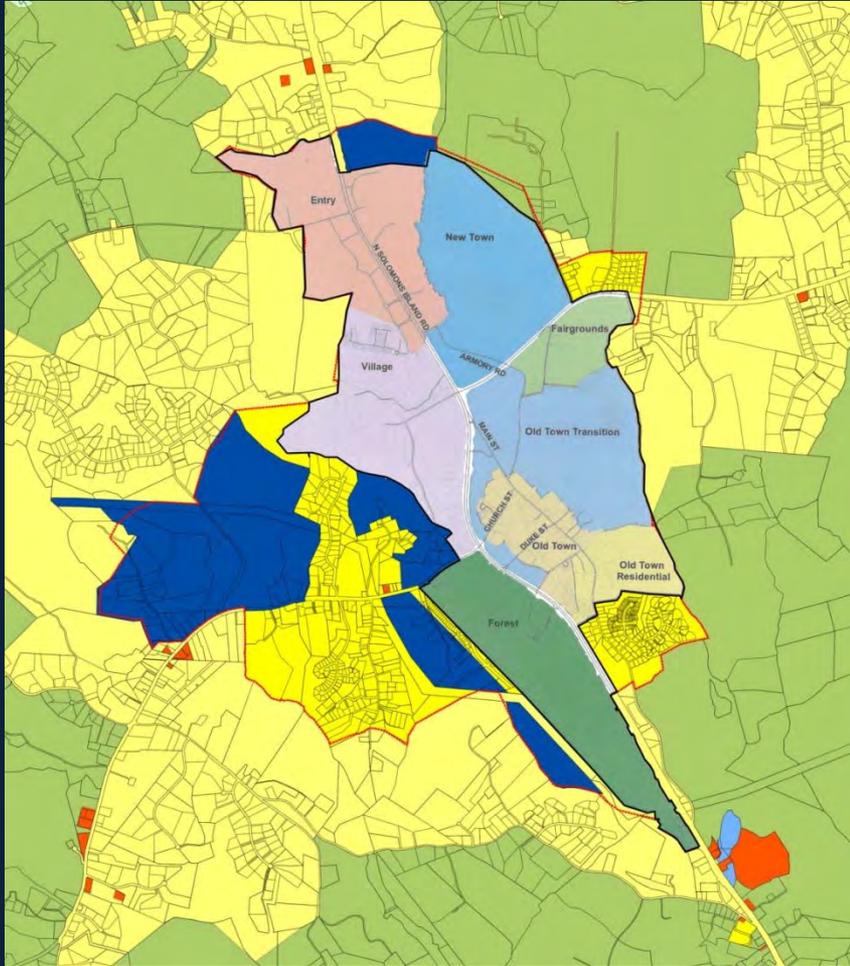


Key Policy Recommendations

- Reform the TDR Program
- Consider TDR/APF exemptions or requirement reductions for development in the Town Center (e.g., Mixed-use Development – Housing over Retail)
- Consider requiring TDRs for strip/big box retail or single story development
- Update the Zoning Ordinance to utilize form-based standards
- Create New Zoning Sub Districts based on frontage conditions
- Complete the Loop road system with the proposed modifications
- Release the Armory Square for development with the requirement for key public amenities

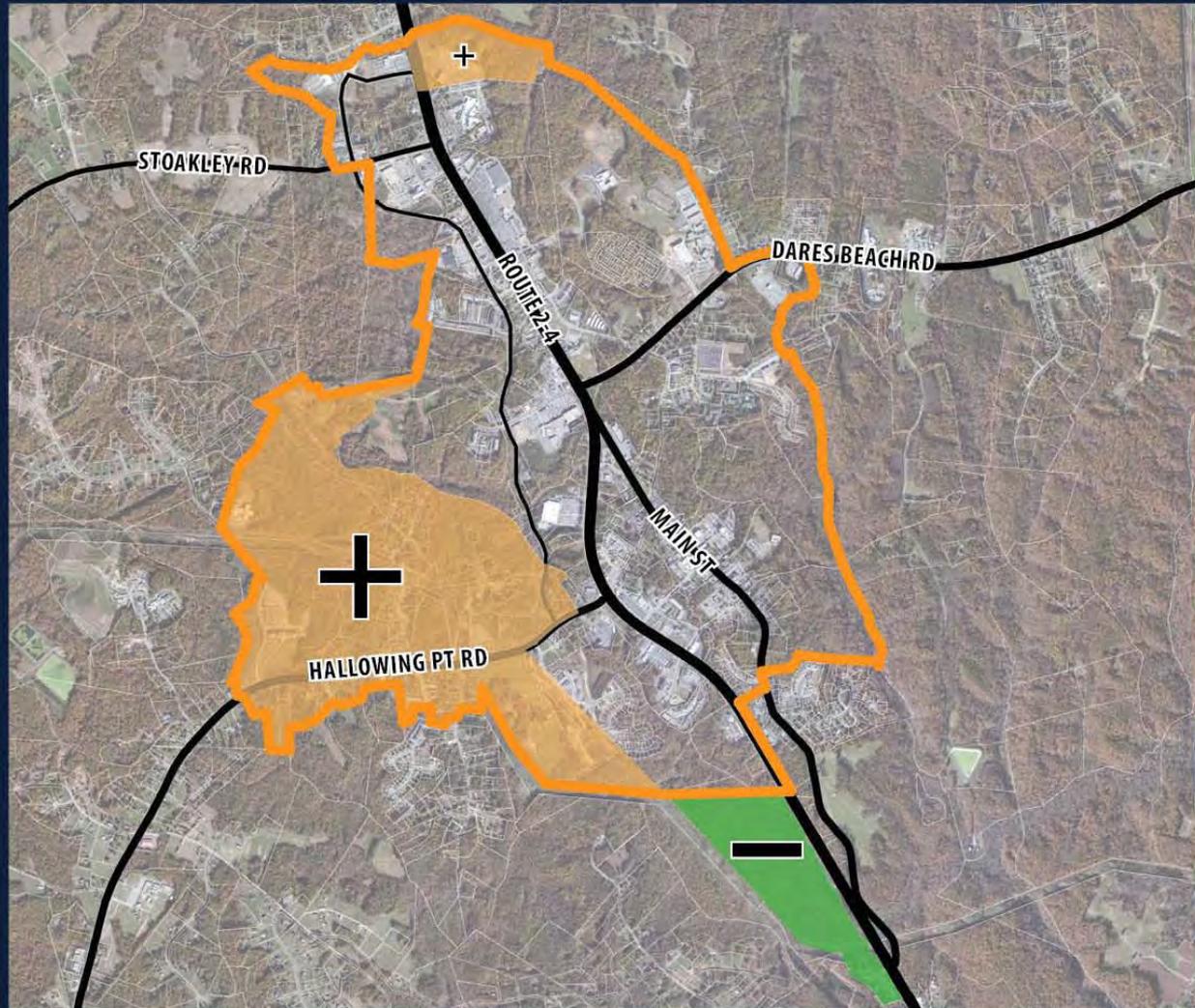


The Boundary Needs to be Expanded



PROPOSED TOWN CENTER BOUNDARY

- PROPOSED TOWN CENTER BOUNDARY
- ADDED LAND
- SUBTRACTED LAND

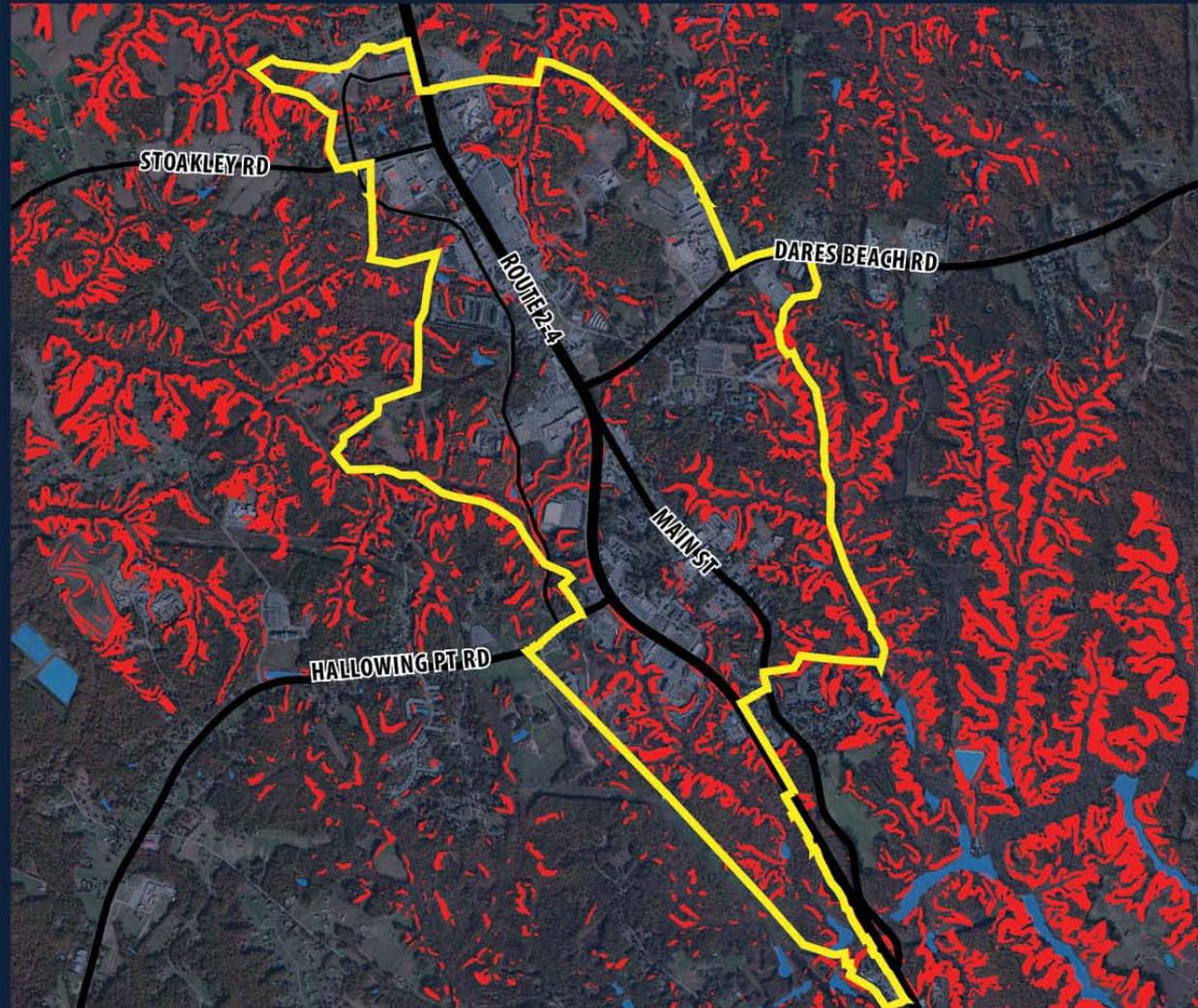


Existing: 1689 acres
Proposed: 2218 acres
Net Addition: 529 acres



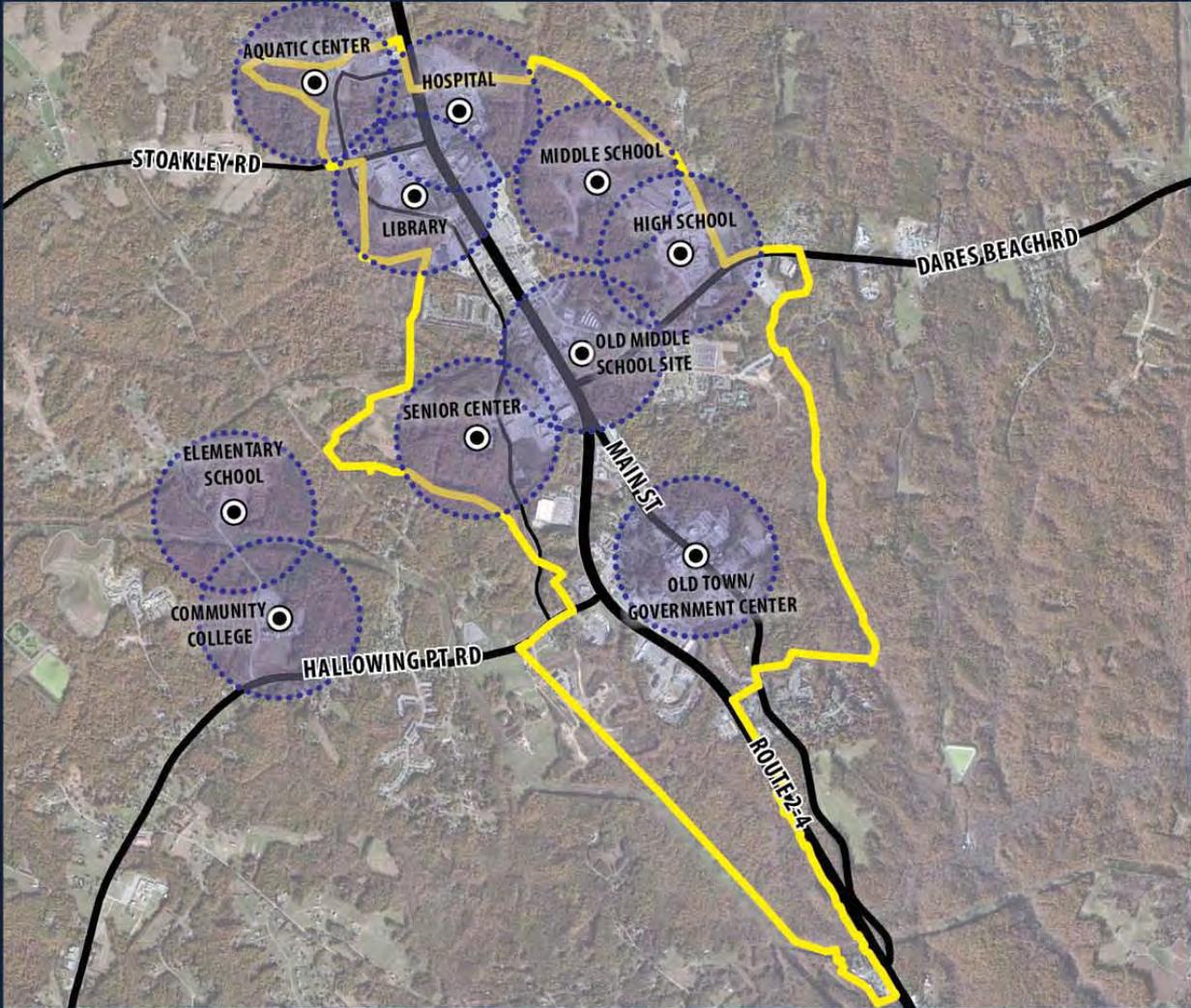
ENVIRONMENTAL CONSTRAINTS (W/ CURRENT TC BOUNDARY)

-  SLOPE > 25%
-  WATER/WETLANDS
-  TOWN CENTER BOUNDARY



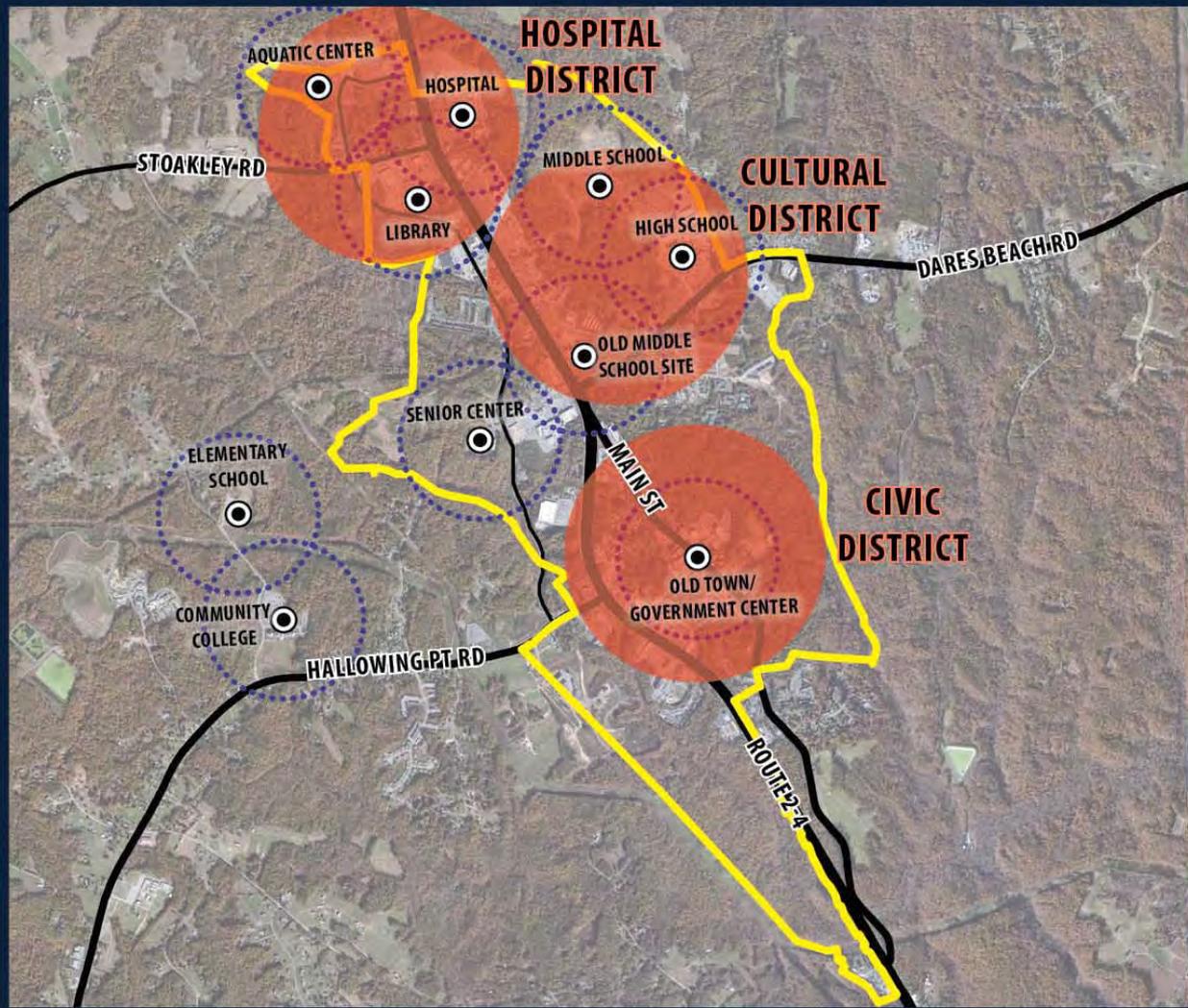
ACTIVITY CENTERS

- ⊙ ACTIVITY CENTER
- 5-MINUTE WALK (1/4 MILE RADIUS)
- TOWN CENTER BOUNDARY



PROPOSED DISTRICTS

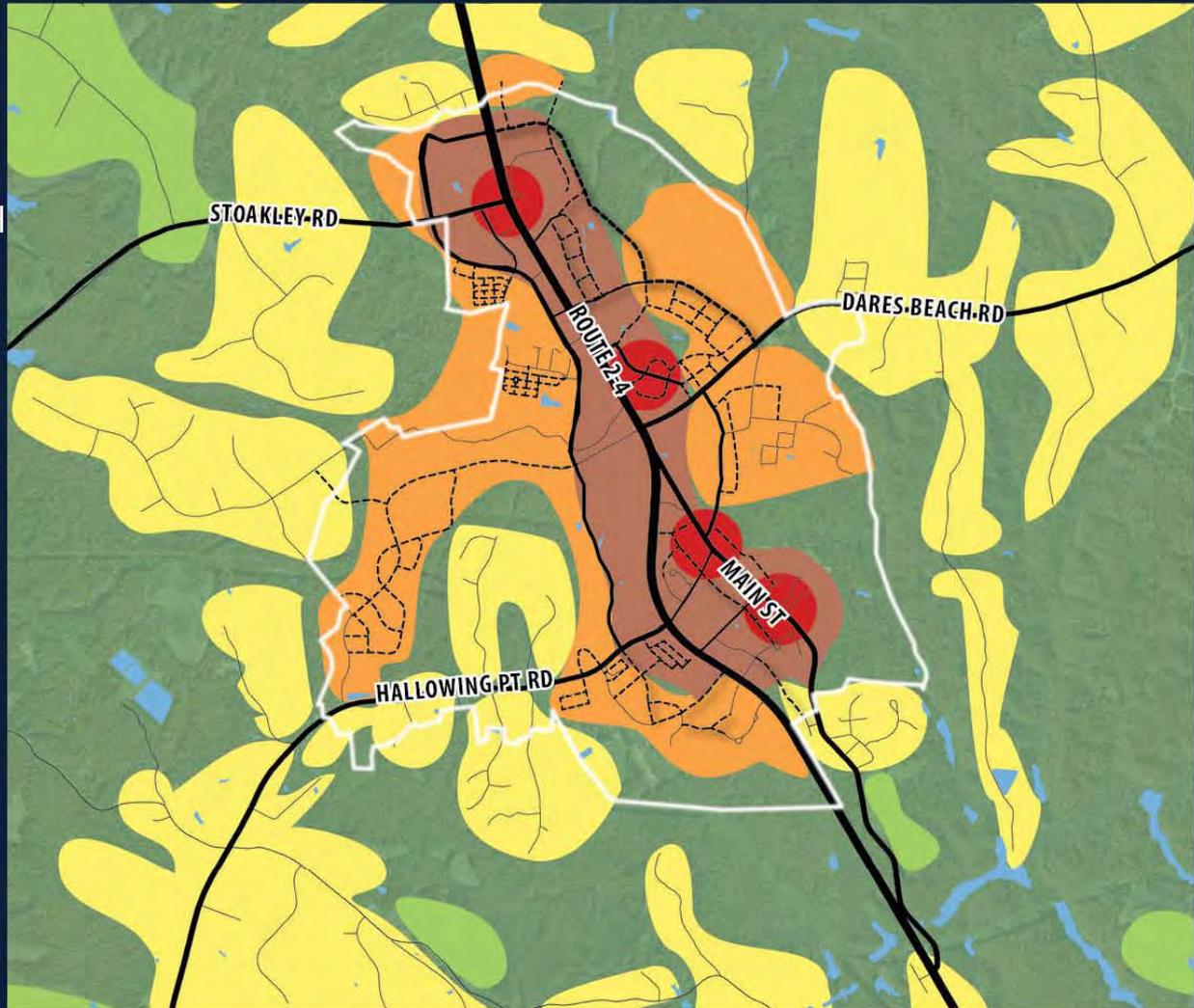
- ⊙ ACTIVITY CENTER
- 5-MINUTE WALK (1/4 MILE RADIUS)
- TOWN CENTER BOUNDARY
- PROPOSED DISTRICTS



REGIONAL GROWTH DIAGRAM

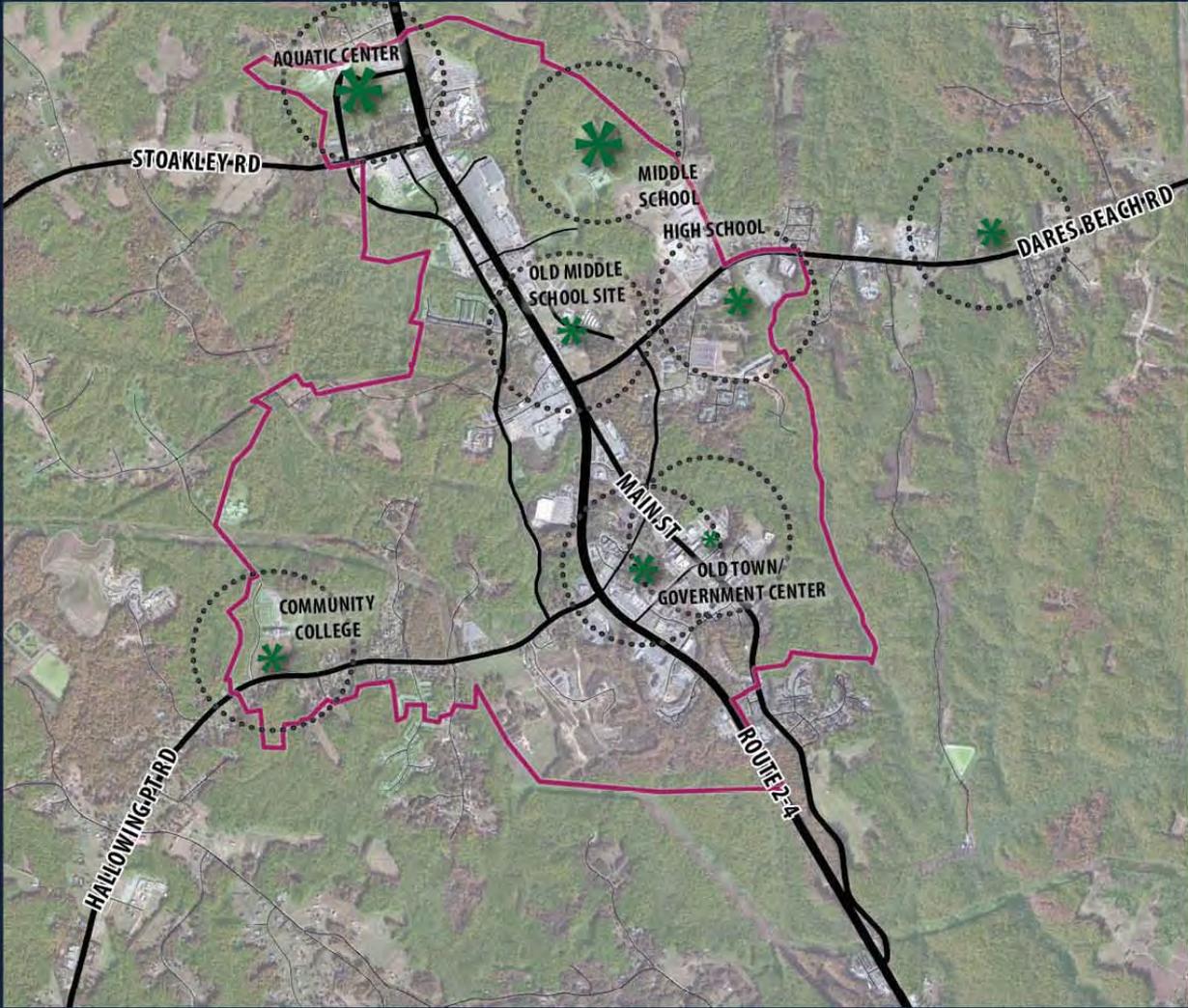
GROWTH SECTORS

- G3 - INFILL GROWTH
- G2 - INTENDED GROWTH
- G1 - RESTRICTED GROWTH
- AGRICULTURAL RESERVE
- FOREST RESERVE
- WATER/WETLANDS
- PROPOSED TOWN CENTER BOUNDARY
- ACTIVITY NODE



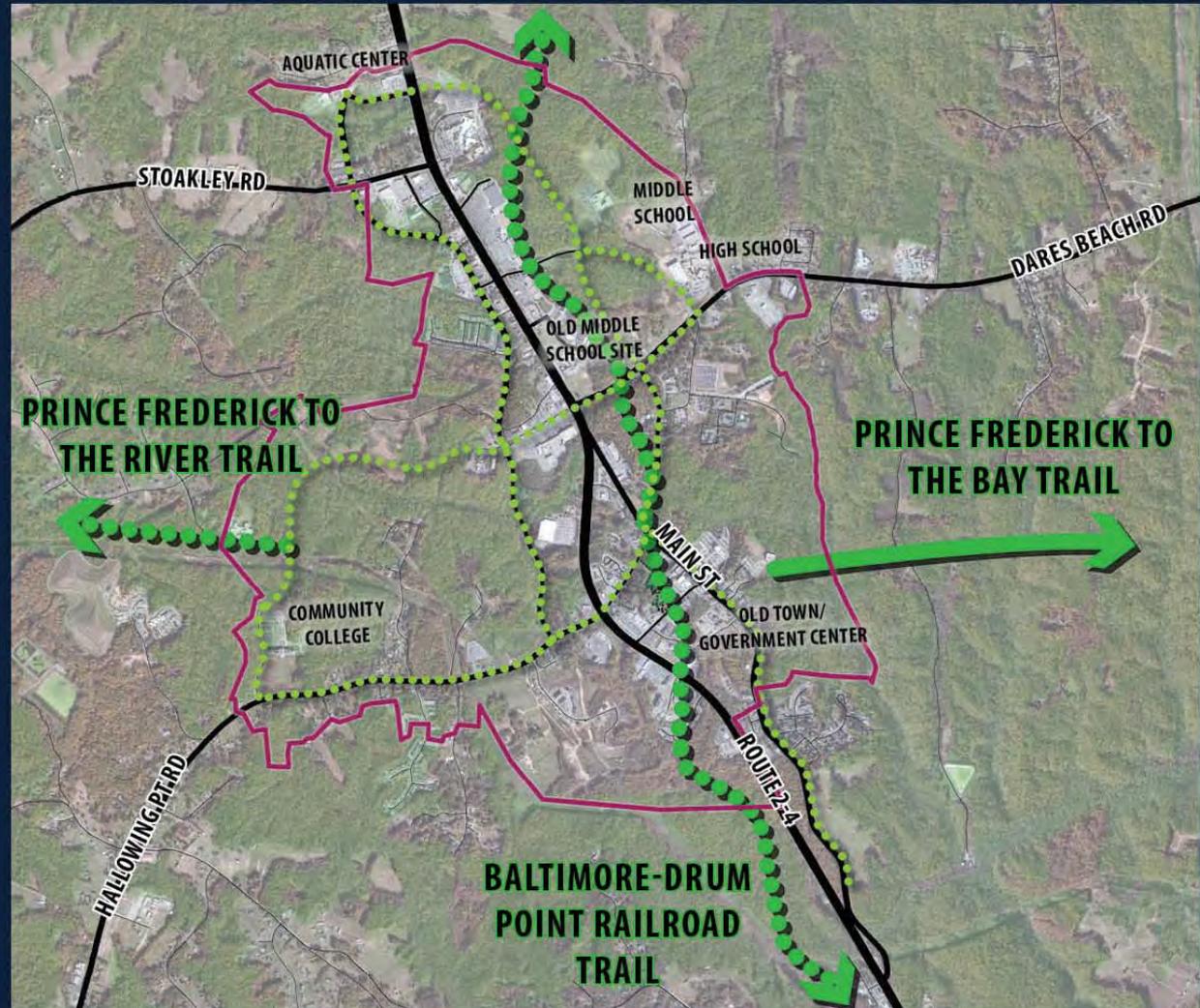
PROPOSED GREEN SPACE

-  GREEN SPACE
-  5-MINUTE WALK (1/4 MILE RADIUS)
-  PROPOSED TOWN CENTER BOUNDARY



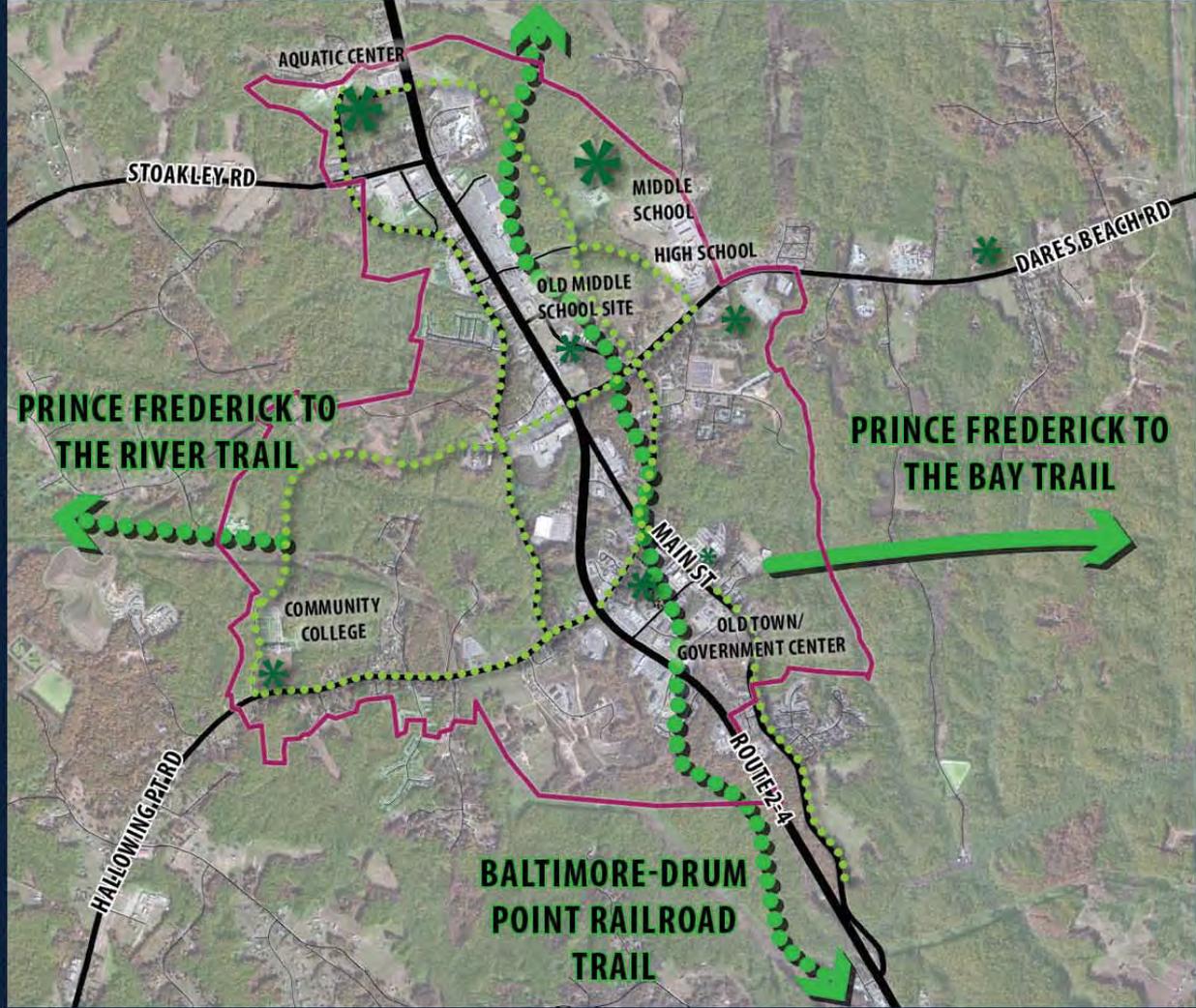
PROPOSED TRAIL NETWORK

-  PROPOSED REGIONAL TRAIL
-  EXISTING REGIONAL TRAIL
-  PROPOSED ON-STREET MULTIMODAL NETWORK
-  PROPOSED TOWN CENTER BOUNDARY



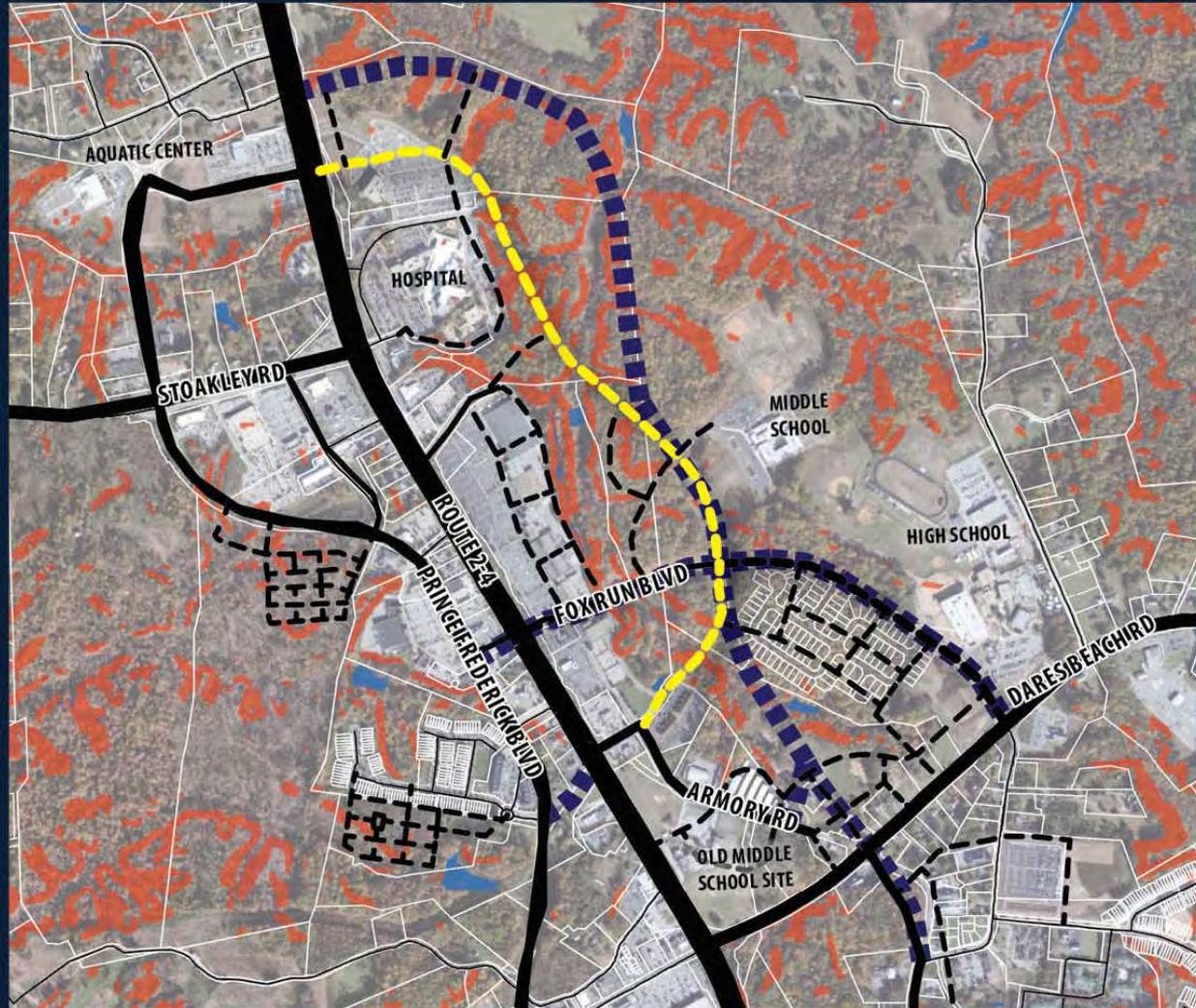
PROPOSED GREEN NETWORK

- * GREEN SPACE
- PROPOSED REGIONAL TRAIL
- EXISTING REGIONAL TRAIL
- PROPOSED ON-STREET MULTIMODAL NETWORK
- PROPOSED TOWN CENTER BOUNDARY

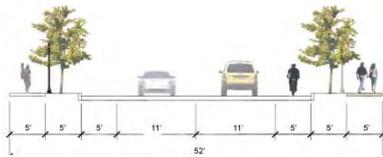
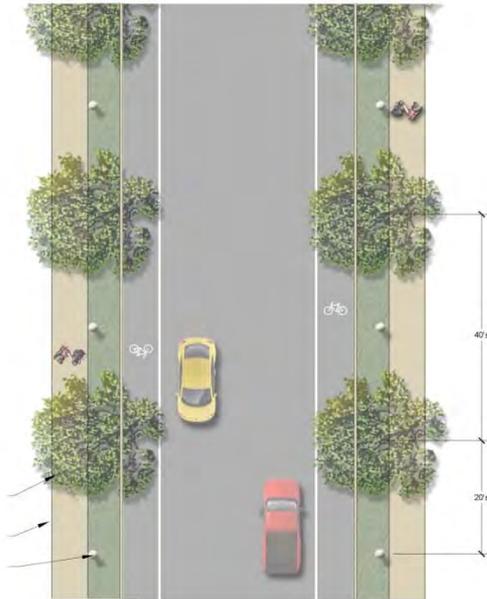


PROPOSED STREET NETWORK - HOSPITAL AREA + ARMORY AREA

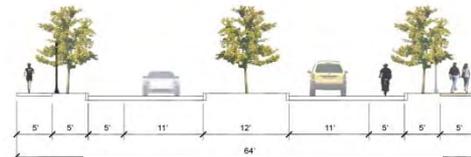
- PLANNED STREETS
- RECOMMENDED ALTERNATIVE STREET ALIGNMENTS
- EXISTING STREETS
- RECOMMENDED STREET NETWORK COMPONENTS
- SLOPE > 25%
- WATER/WETLANDS



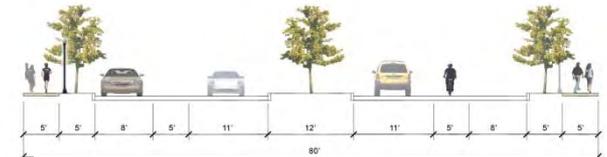
Chesapeake Blvd Options



Environmentally Constrained



No Parking

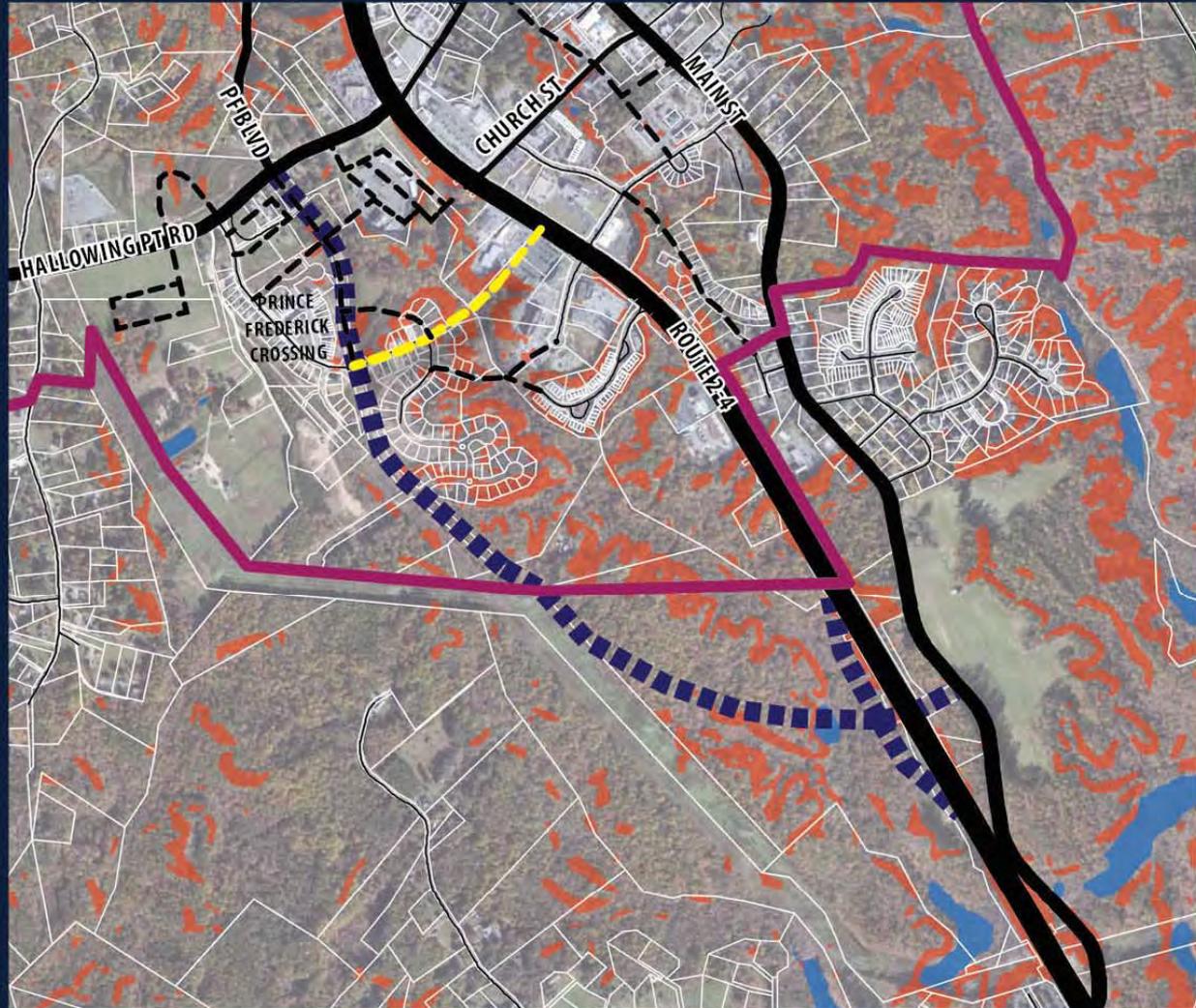


Preferred Section (if Available)



PROPOSED STREET NETWORK - PRINCE FREDERICK BLVD

- PLANNED STREETS
- RECOMMENDED ALTERNATIVE STREET ALIGNMENTS
- EXISTING STREETS
- RECOMMENDED STREET NETWORK COMPONENTS
- SLOPE > 25%
- WATER/WETLANDS
- PROPOSED TOWN CENTER BOUNDARY



PROPOSED STREET NETWORK - EXISTING

STREETS

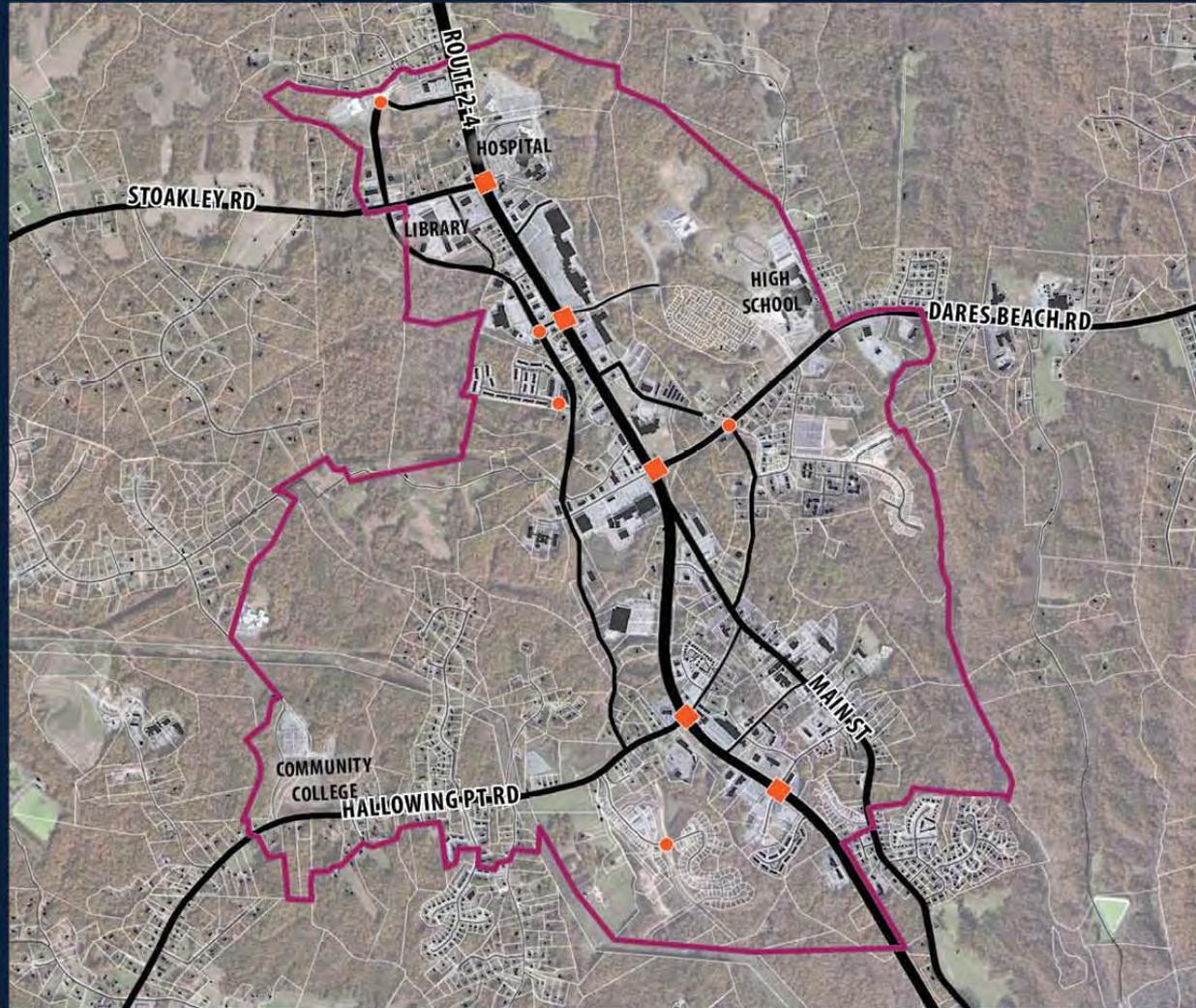
- EXISTING
- PHASE 1
- PHASE 2
- FULL BUILD-OUT

TRAFFIC SIGNALS

- EXISTING
- PROPOSED

ROUNDBABOUTS

- EXISTING
- PROPOSED



PROPOSED STREET NETWORK - PHASE 1

STREETS

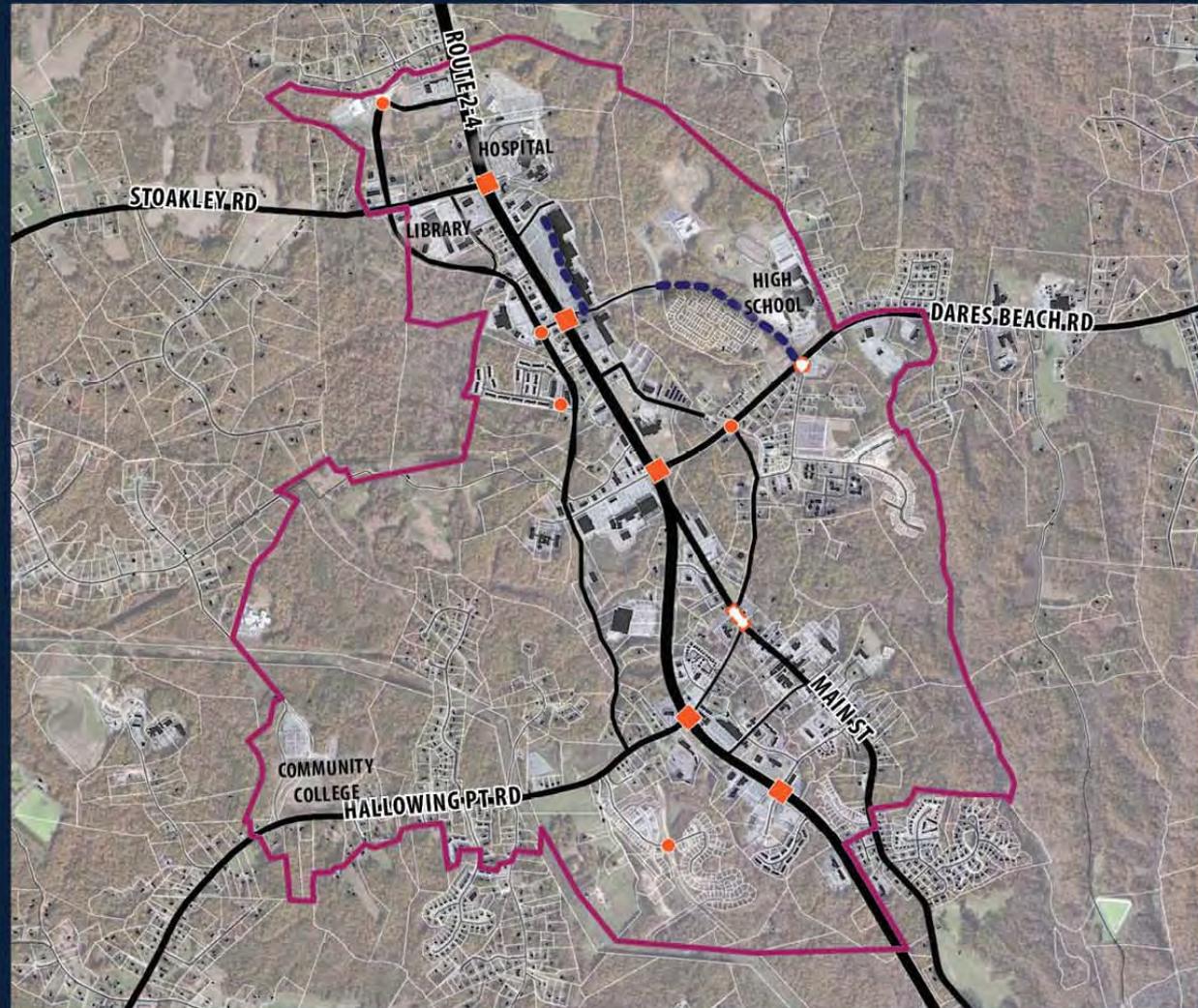
- EXISTING
- PHASE 1
- PHASE 2
- FULL BUILD-OUT

TRAFFIC SIGNALS

- EXISTING
- PROPOSED

ROUNDBABOUTS

- EXISTING
- PROPOSED



PROPOSED STREET NETWORK - FULL BUILD-OUT

STREETS

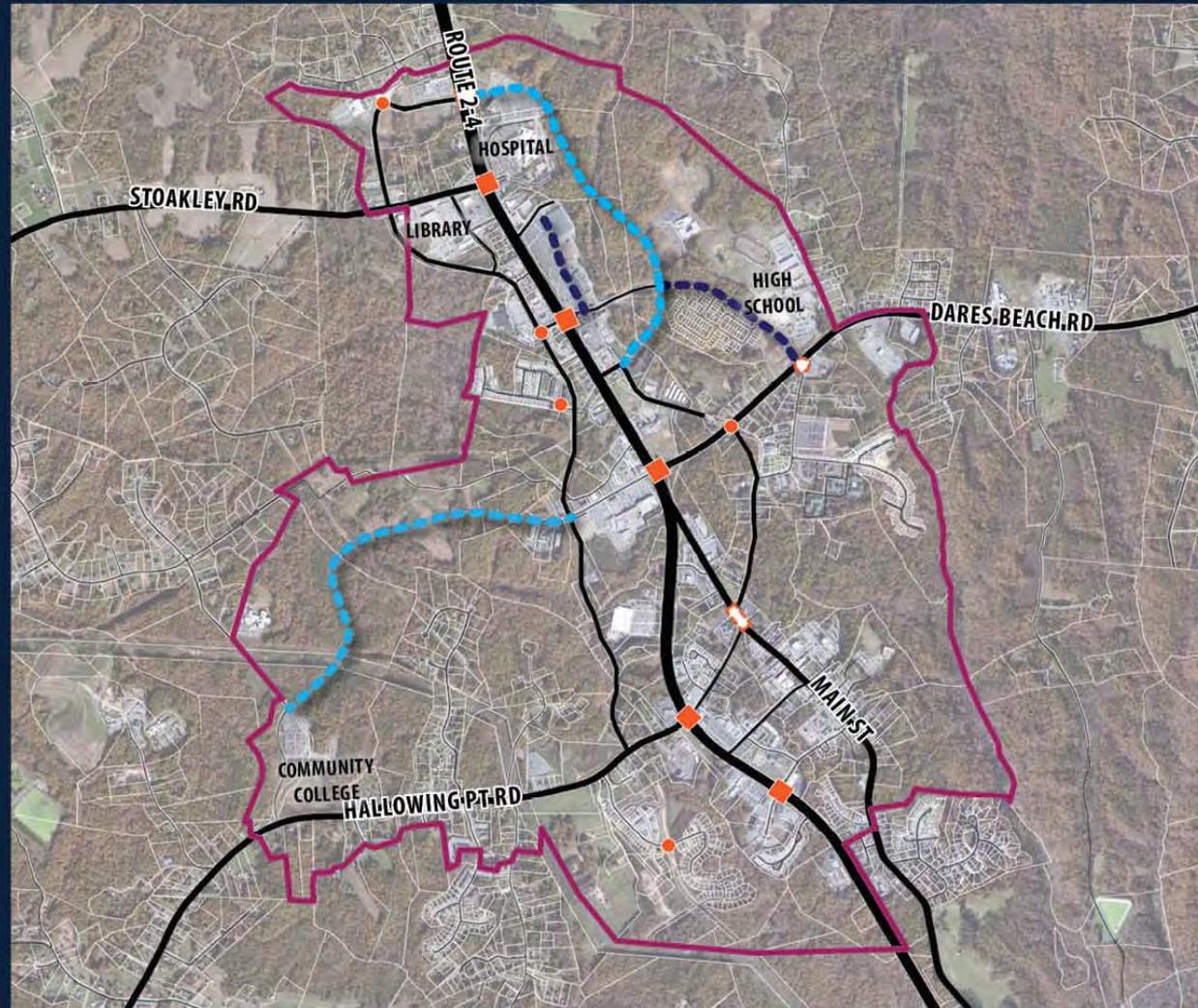
- EXISTING
- PHASE 1
- PHASE 2
- FULL BUILD-OUT

TRAFFIC SIGNALS

- EXISTING
- PROPOSED

ROUNDBABOUTS

- EXISTING
- PROPOSED



PROPOSED STREET NETWORK - FULL BUILD-OUT

STREETS

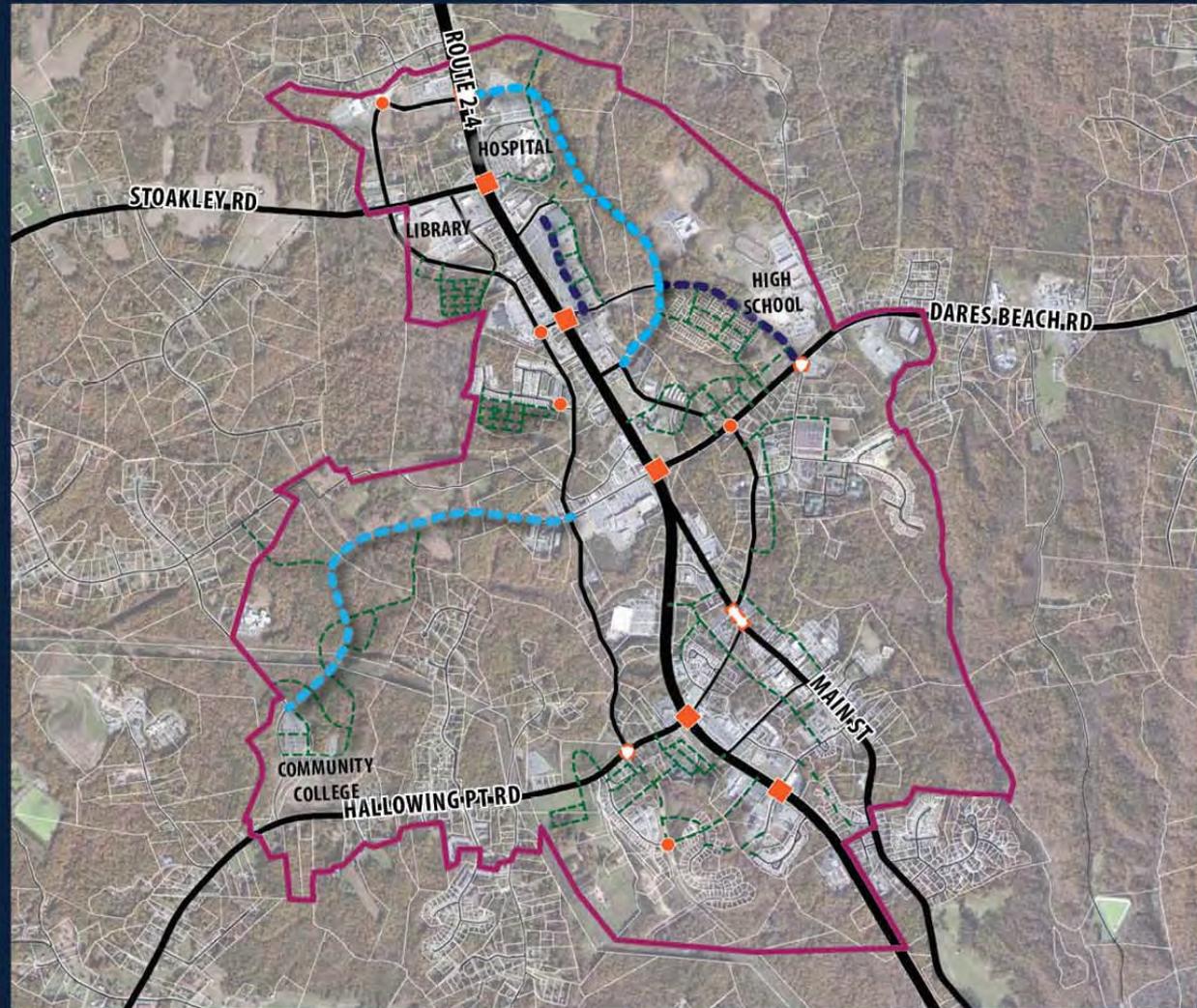
- EXISTING
- PHASE 1
- PHASE 2
- FULL BUILD-OUT

TRAFFIC SIGNALS

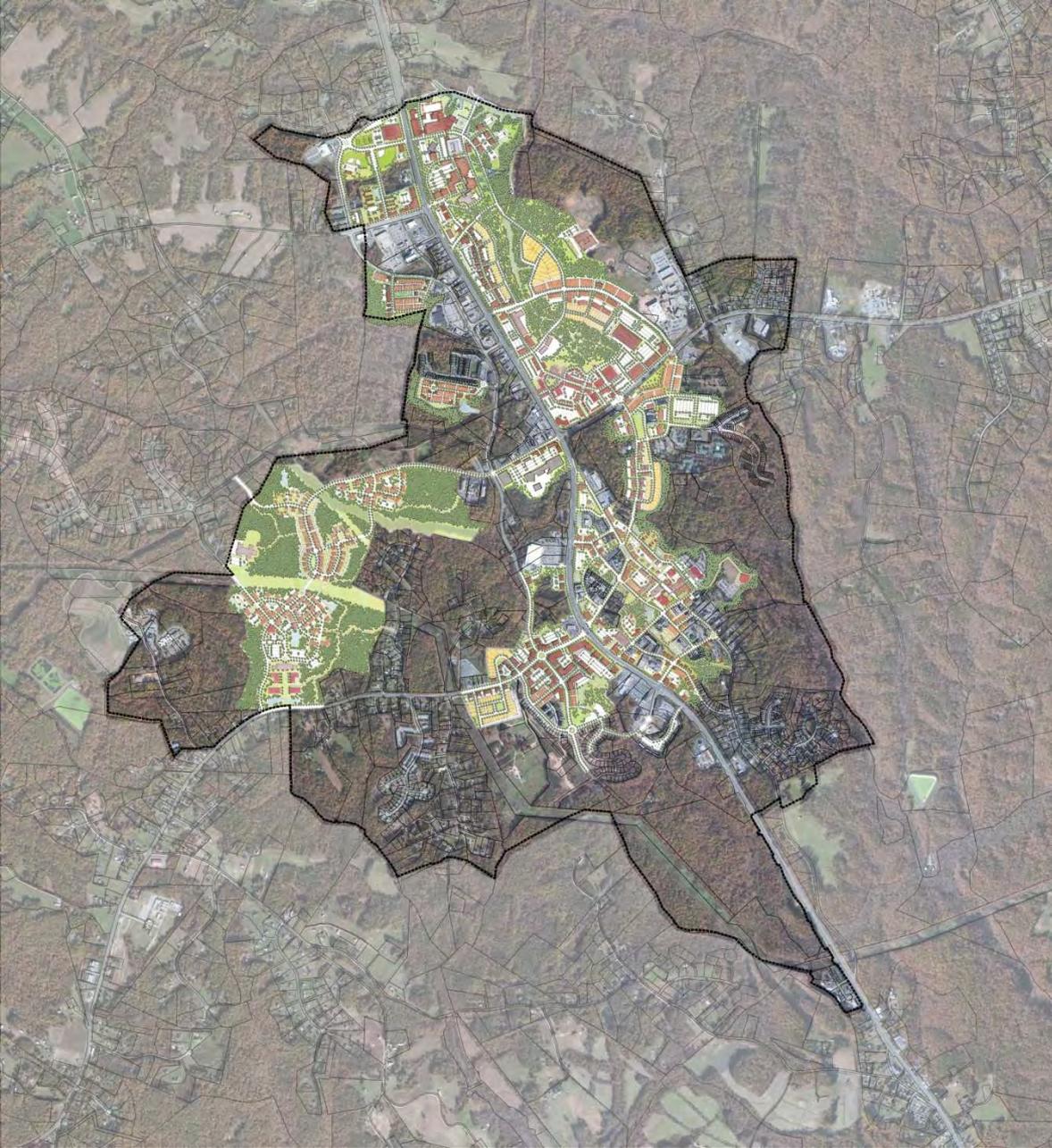
- EXISTING
- PROPOSED

ROUNDBABOUTS

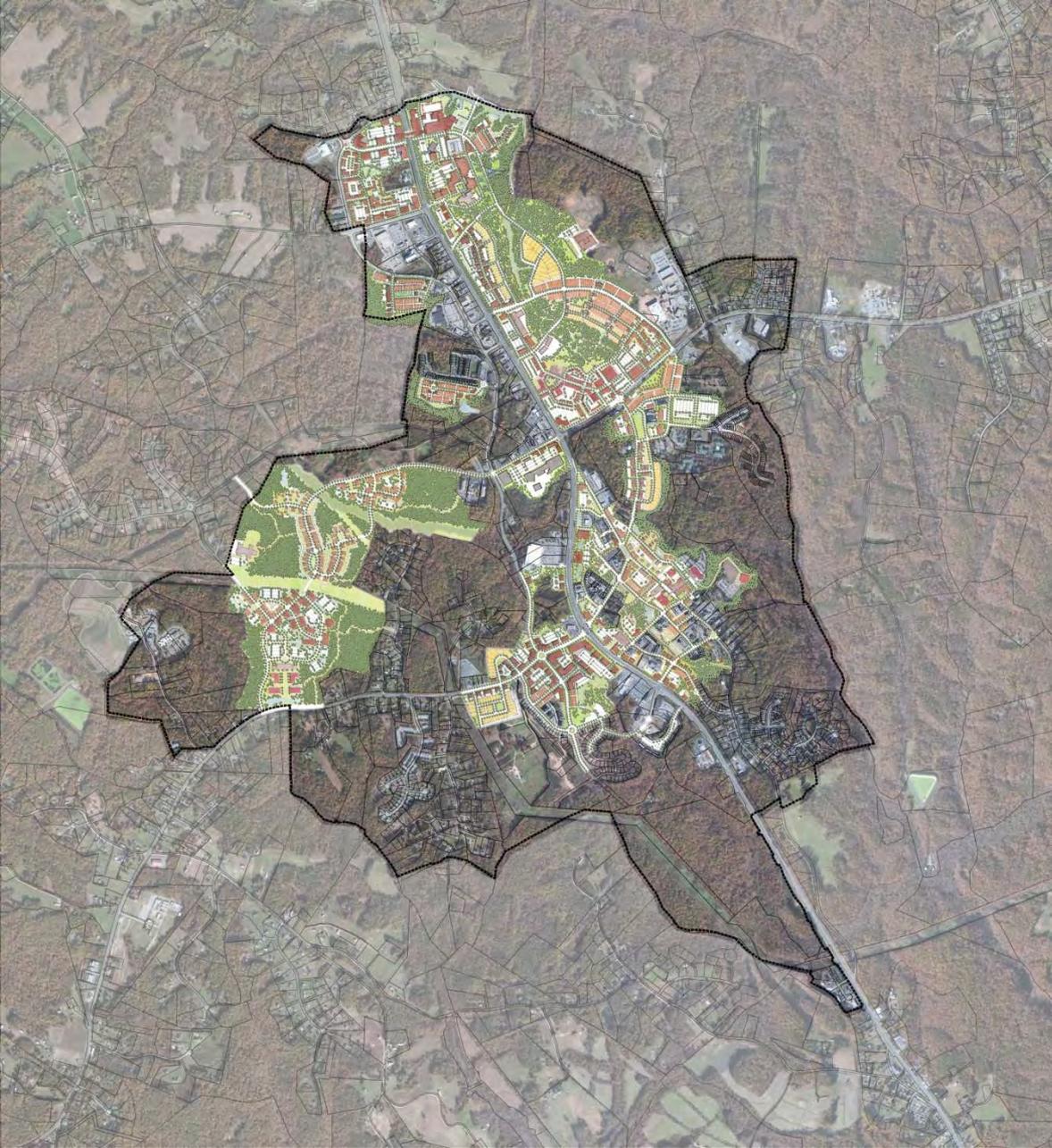
- EXISTING
- PROPOSED



The Master Plan Option A



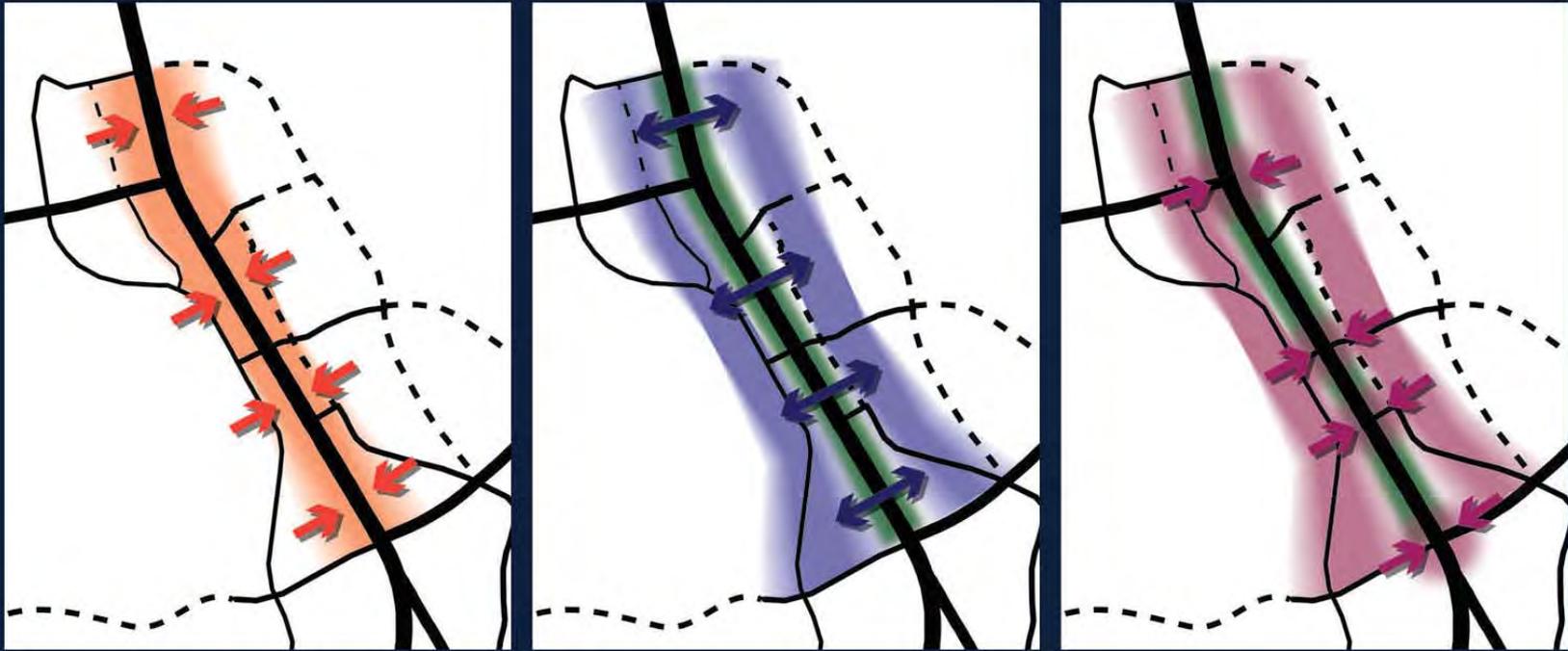
The Master Plan Option B



Development Types	Number of Units/SF
Detached Housing	240-280
Townhomes	380-440
Mansion Apartments	330-360
Apartments(Garden and Loft)	1100-1200
Apartments over Retails	200-220
Live-Work	16
Office	730,000 – 1,135,000 sf
Medical Office	700,000 – 720,000 sf
Hospital	400,000 – 845,000 sf
Retail	700,000 – 825,000 sf
Hotel	200 rooms
Civic Buildings	65,000 – 140,000 sf
Public Space and Athletic Fields	11-15 acres + 10-25 acres of ballfields
Trails	3-6 miles

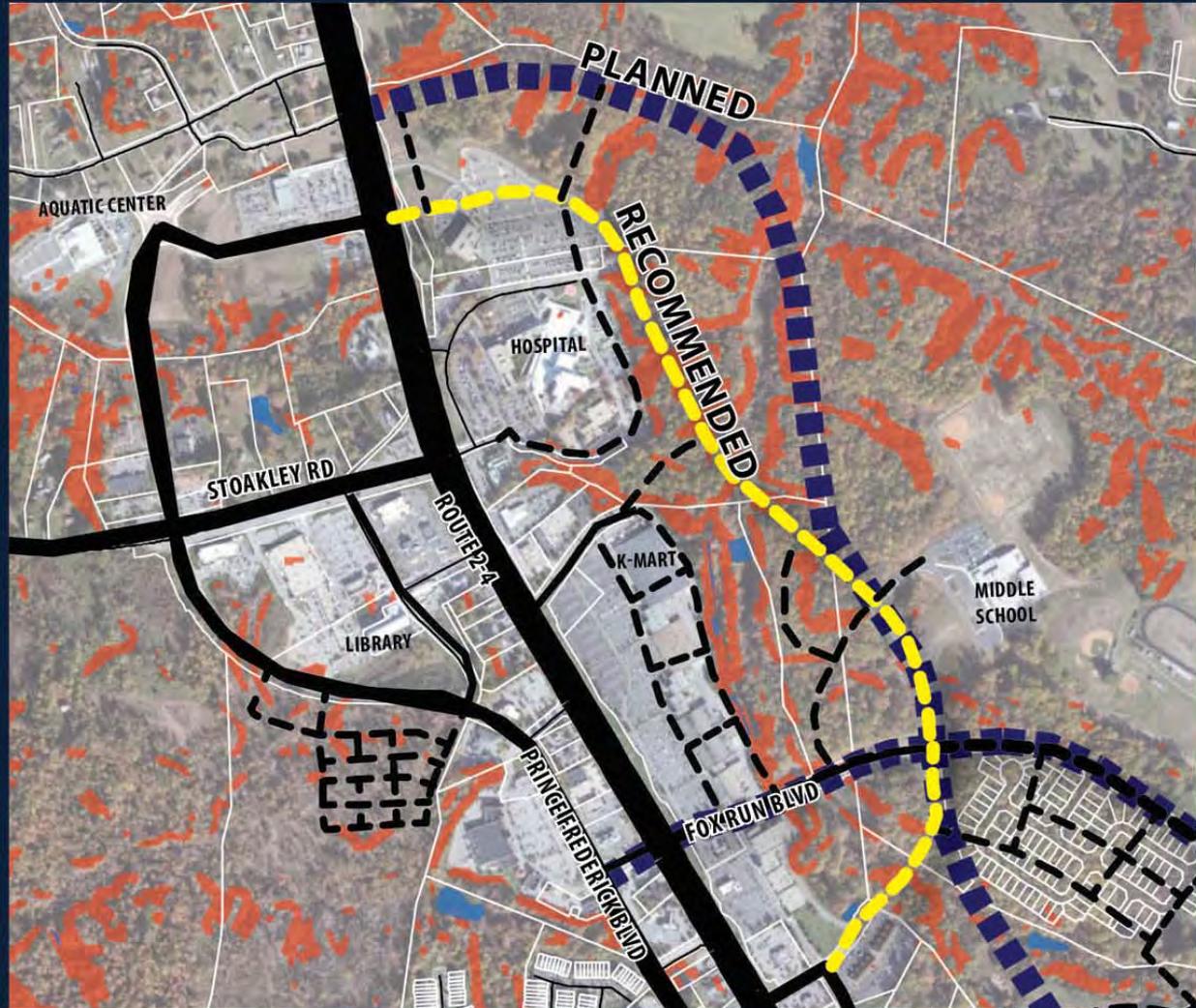


ROUTE 2-4 (ALL 3 OPTIONS)

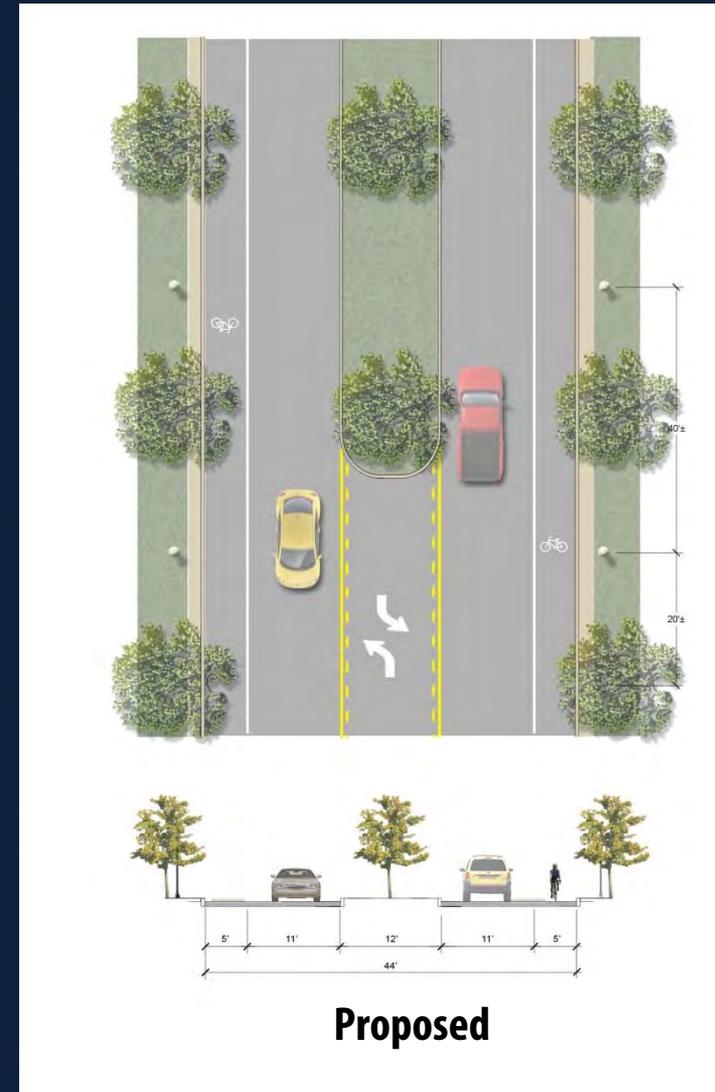
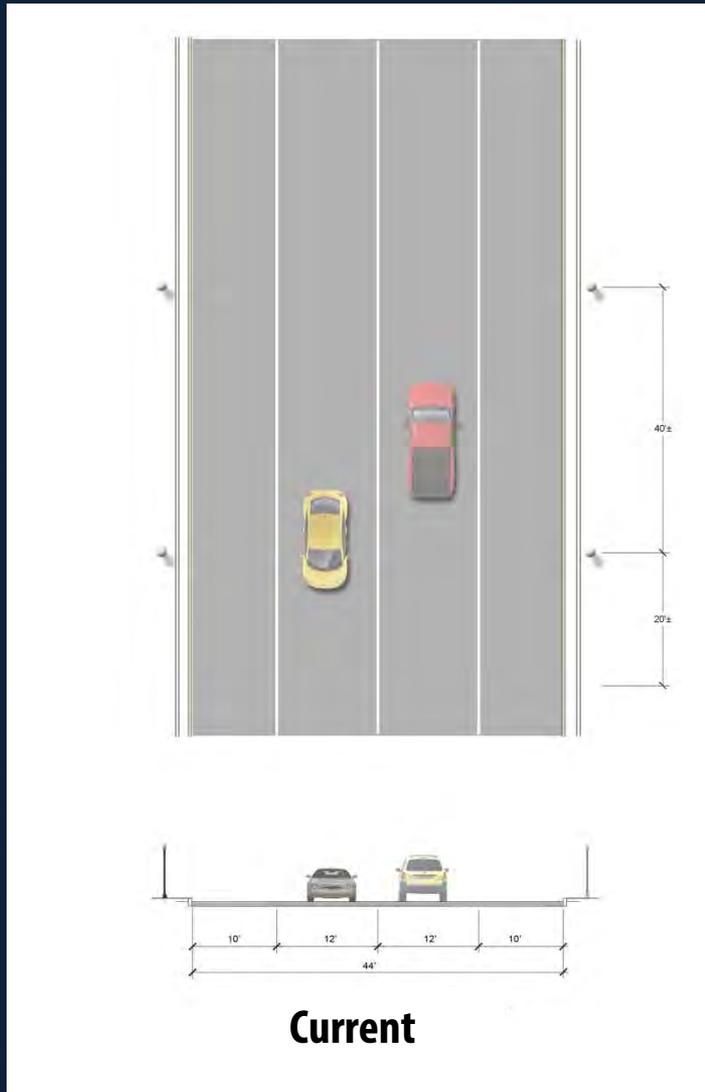


PROPOSED STREET NETWORK - HOSPITAL AREA

- PLANNED STREETS
- RECOMMENDED ALTERNATIVE STREET ALIGNMENTS
- EXISTING STREETS
- RECOMMENDED STREET NETWORK COMPONENTS
- SLOPE > 25%
- WATER/WETLANDS



Prince Frederick Blvd Retrofit



The Hospital Area – Long Range Opportunities



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The Hospital Area – Existing Hospital as a Retirement Village



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The Hospital Area – Housing Along Chesapeake Blvd



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The Hospital Area – Athletic Fields around the Aquatic Center



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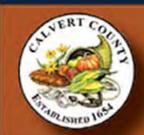
The Hospital Area – An Indoor Athletic Facility on Auto Drive



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Chapline Infill



Costley Park



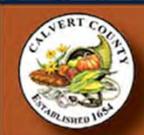
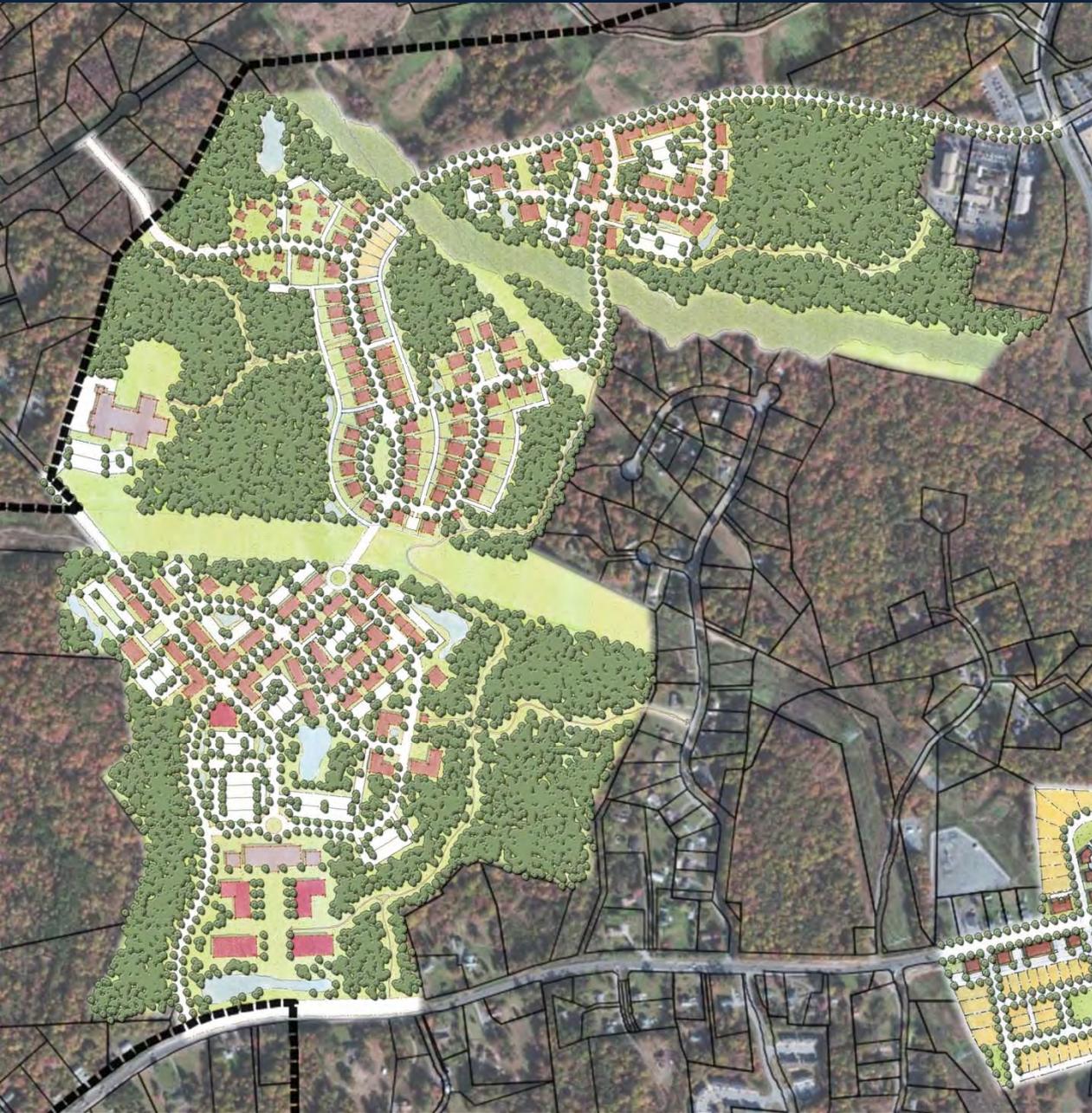
An Intimate Street with Townhomes



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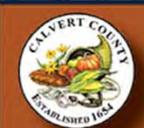
College Area with Neighborhoods



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College Area with Employment Center



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Fox Run – Existing Conditions



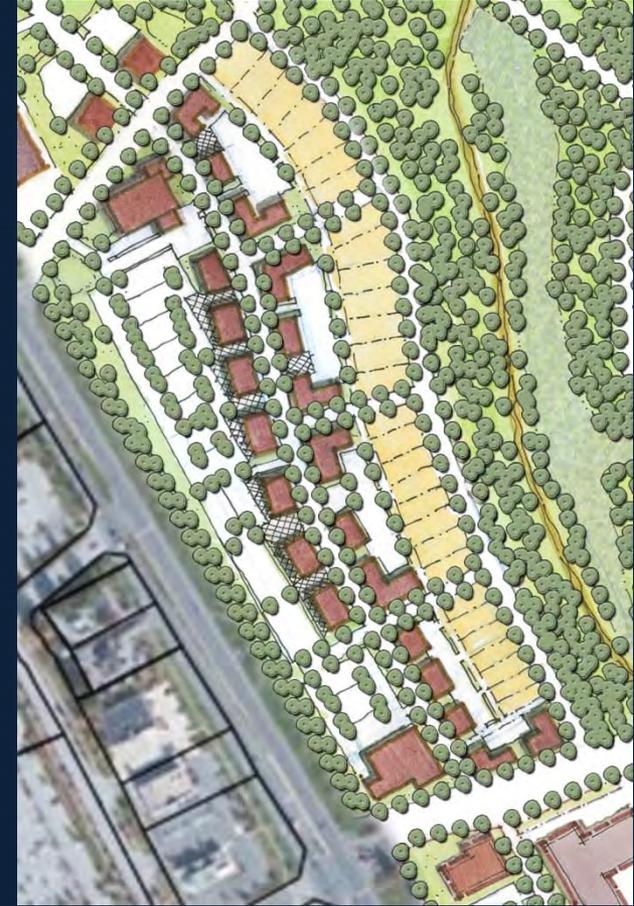
Fox Run – Existing Conditions



Creating a new Fox Run Main Street



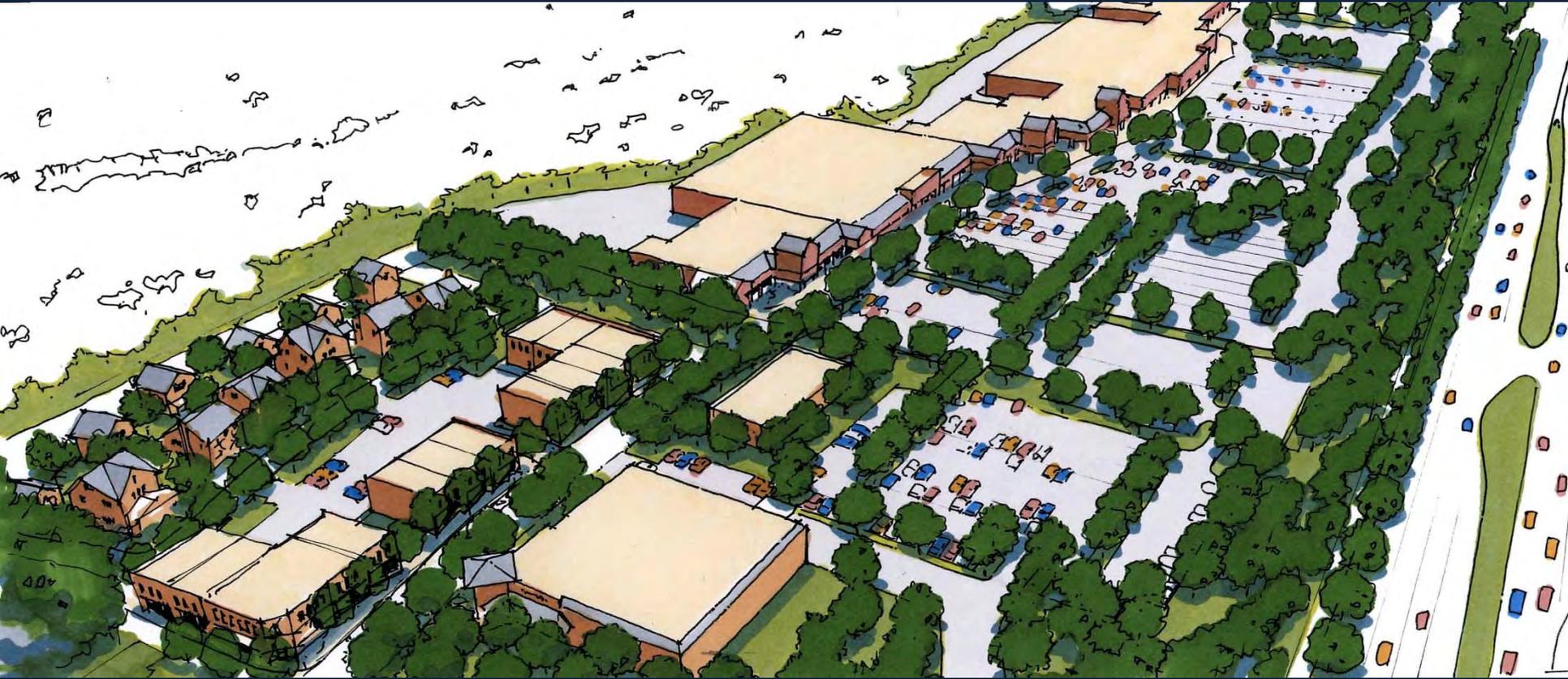
Fox Run Shopping Center Redevelopment



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Fox Run Redevelopment Phase 1



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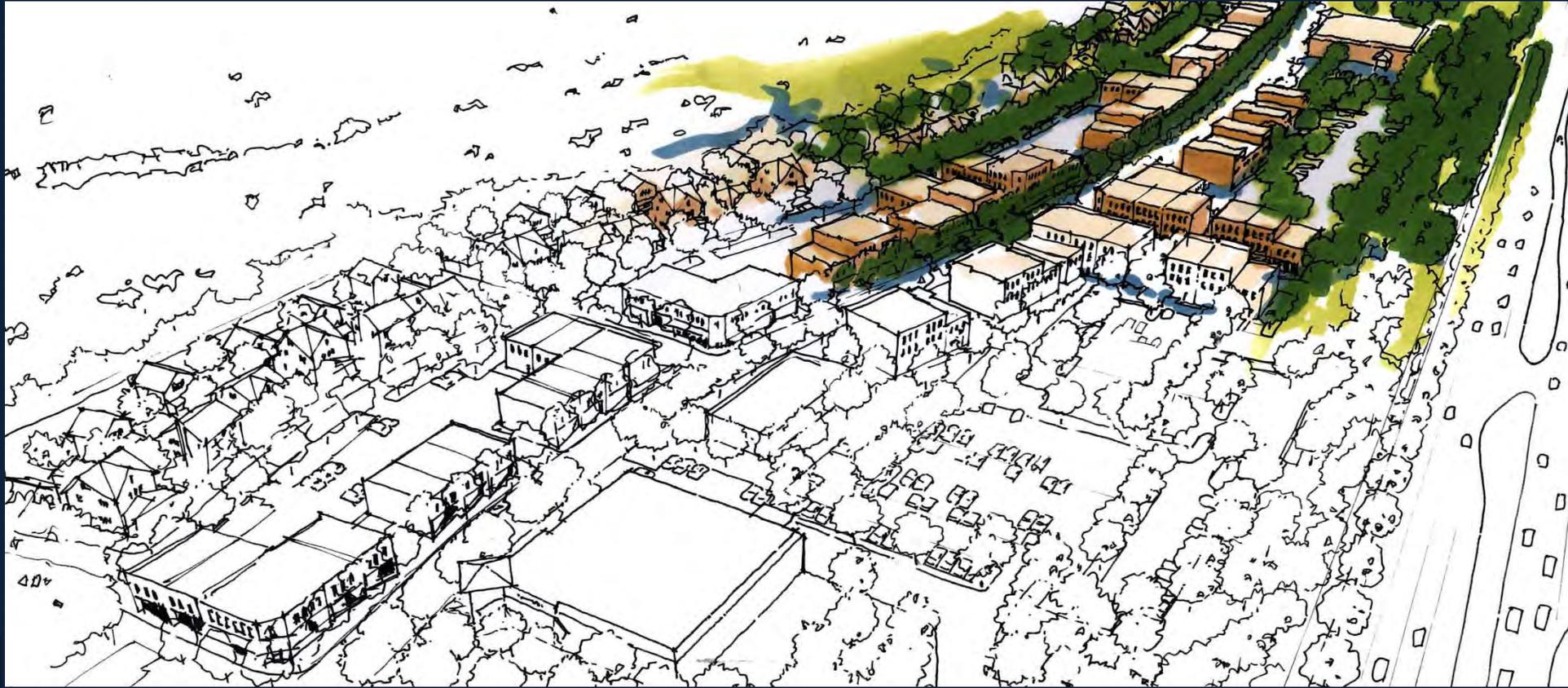
Fox Run Redevelopment Phase 2



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Fox Run Redevelopment Phase 3



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Safeway Center Strategic Infill



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Infill Housing



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Historic Downtown



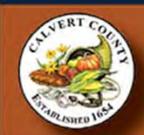
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Trinity Circle



Trinity Square

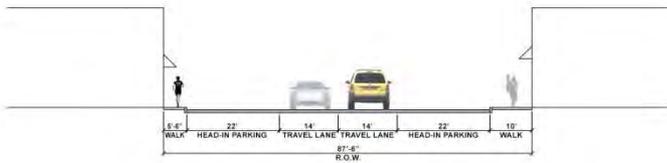
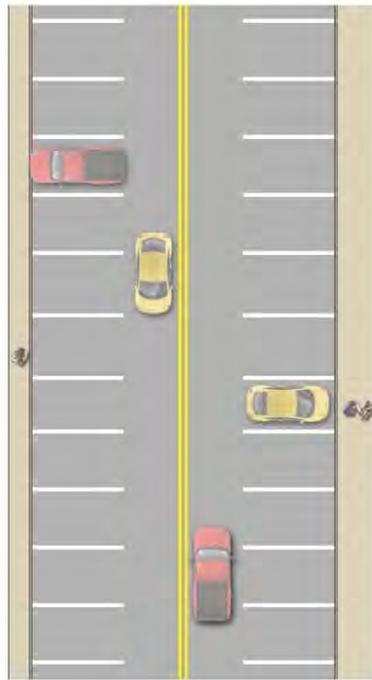


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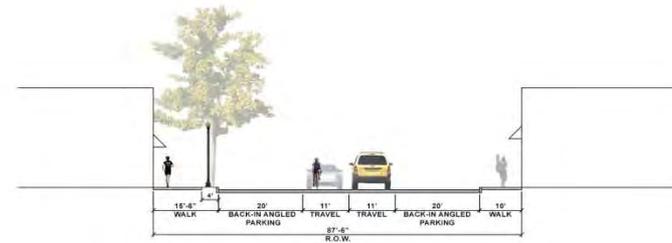
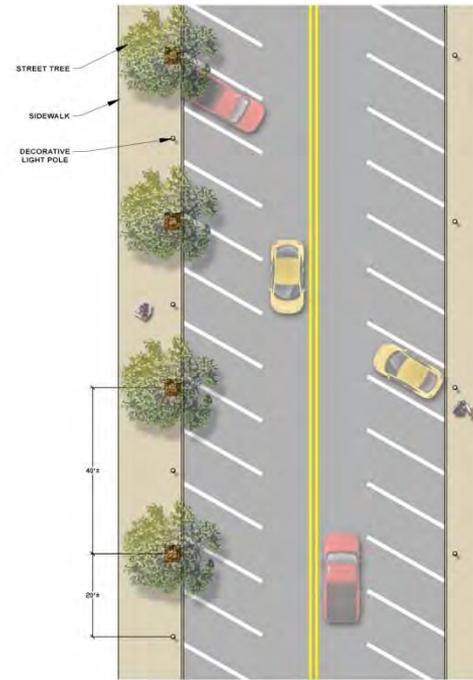
Main Street

Current



OLD MAIN STREET - EXISTING

Proposed



OLD MAIN STREET - PROPOSED



Wisteria Green



Wisteria Green



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Trinity Square



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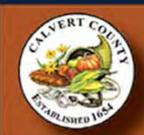
Fairground Road Housing



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A Walkable Apartment Street



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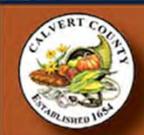
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PROPOSED STREET NETWORK - ARMORY AREA

- PLANNED STREETS
- RECOMMENDED ALTERNATIVE STREET ALIGNMENTS
- EXISTING STREETS
- RECOMMENDED STREET NETWORK COMPONENTS
- SLOPE > 25%
- WATER/WETLANDS



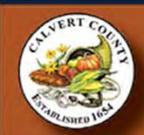
Armory Square Option 1



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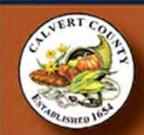
Armory Square Option 2



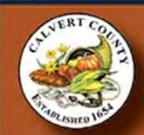
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Armory Square Option 3



Armory Square Option 4



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



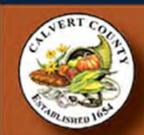
Uses and Activities



Sociability



Comfort and Image



Armory Area-Key Development Program

- Walkable Network of Streets
- A wide variety of housing within a 5 minute walk
- A range of retailing options – from specialty retailer to medium box and possibly one large box
- Adaptive reuse of the Armory building (e.g., community center, black box theater, offices, retail market)
- Highly detailed central public space (1-1.5 acres)
- Entertainment/hospitality (e.g., restaurants, theater, hotel)
- Extensive landscaping
- Structured parking is preferred
- Preservation of existing trees and ravine area
- Improvement of Dares Beach Road as a median-divided boulevard



Armory Square



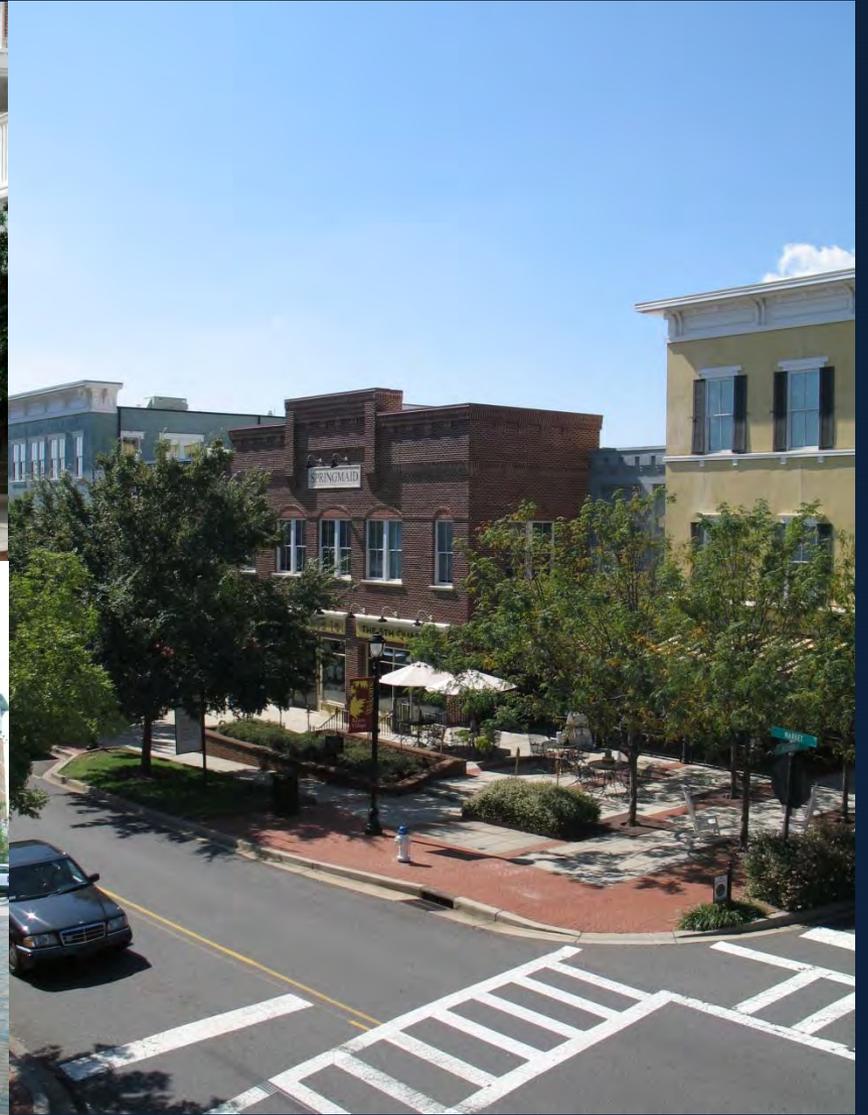
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Mixed-Use Development



Mixed-Use Development



Virginia Beach Town Center – 1970s



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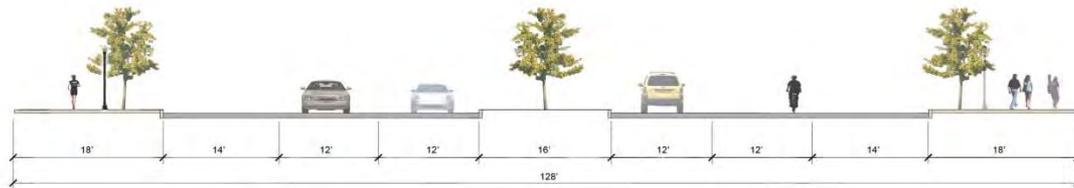
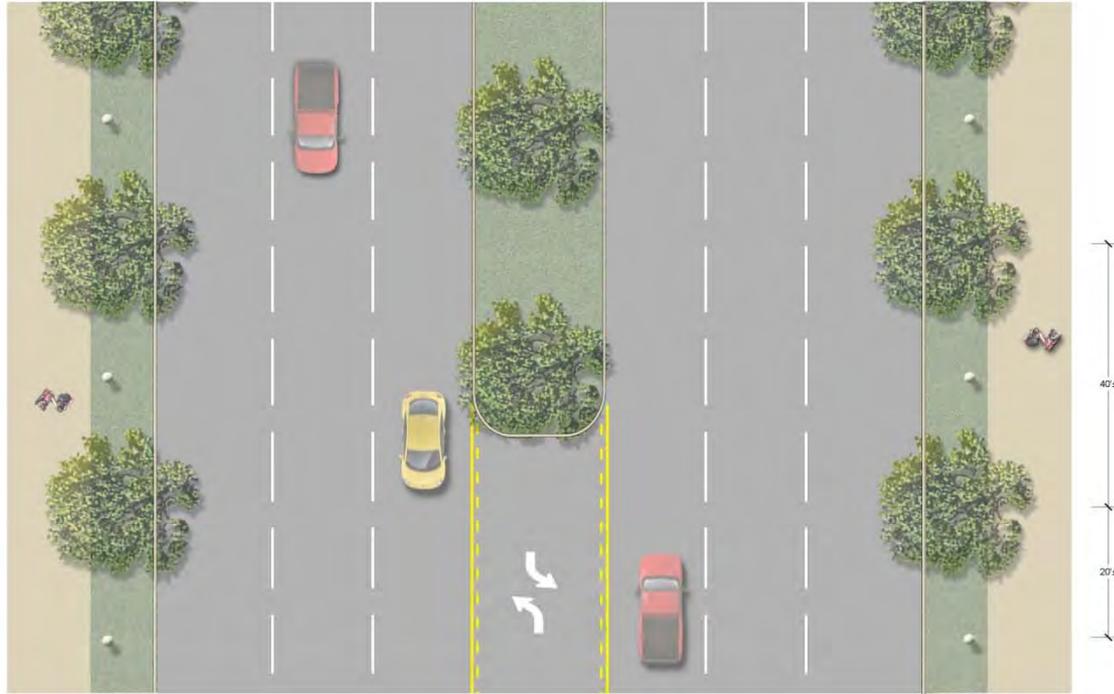
Virginia Beach Town Center – 2010



Intersection of Dares Beach and Rt 2/4



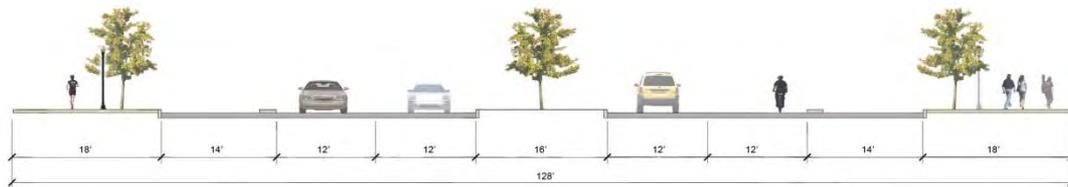
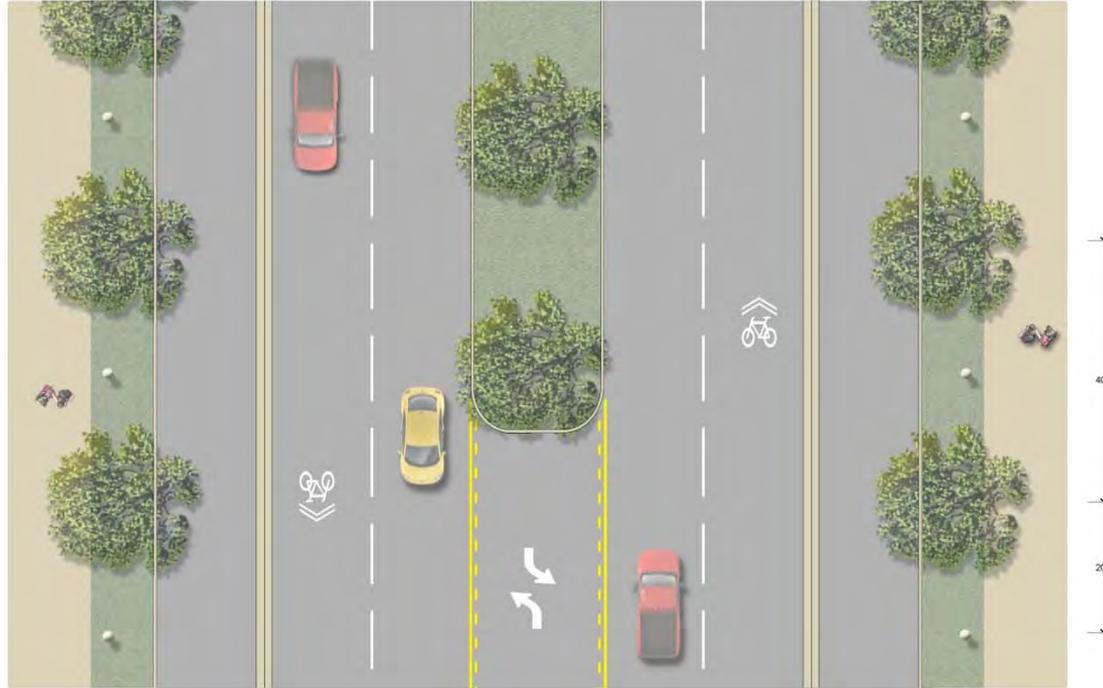
Route 2/4 With Streetscape Improvements



RT.2/4 SOLOMON'S ISLAND ROAD MULTI-WAY BOULEVARD



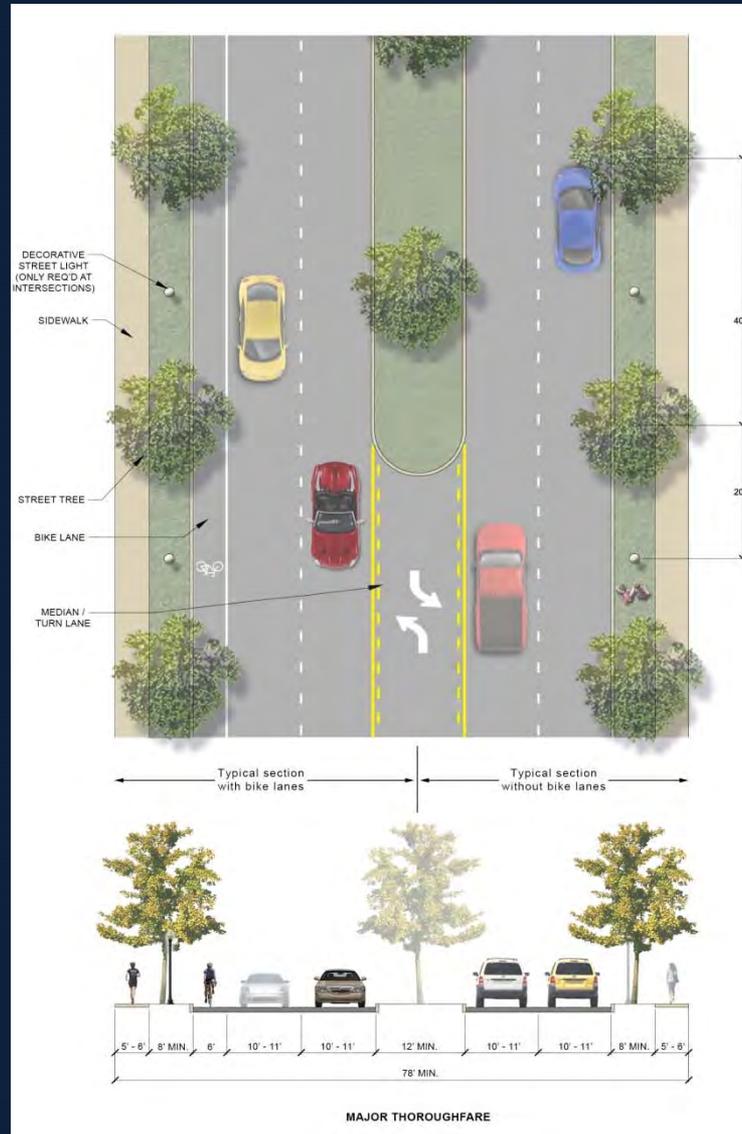
Route 2/4 with Dedicated Bus Rapid Transit Lanes



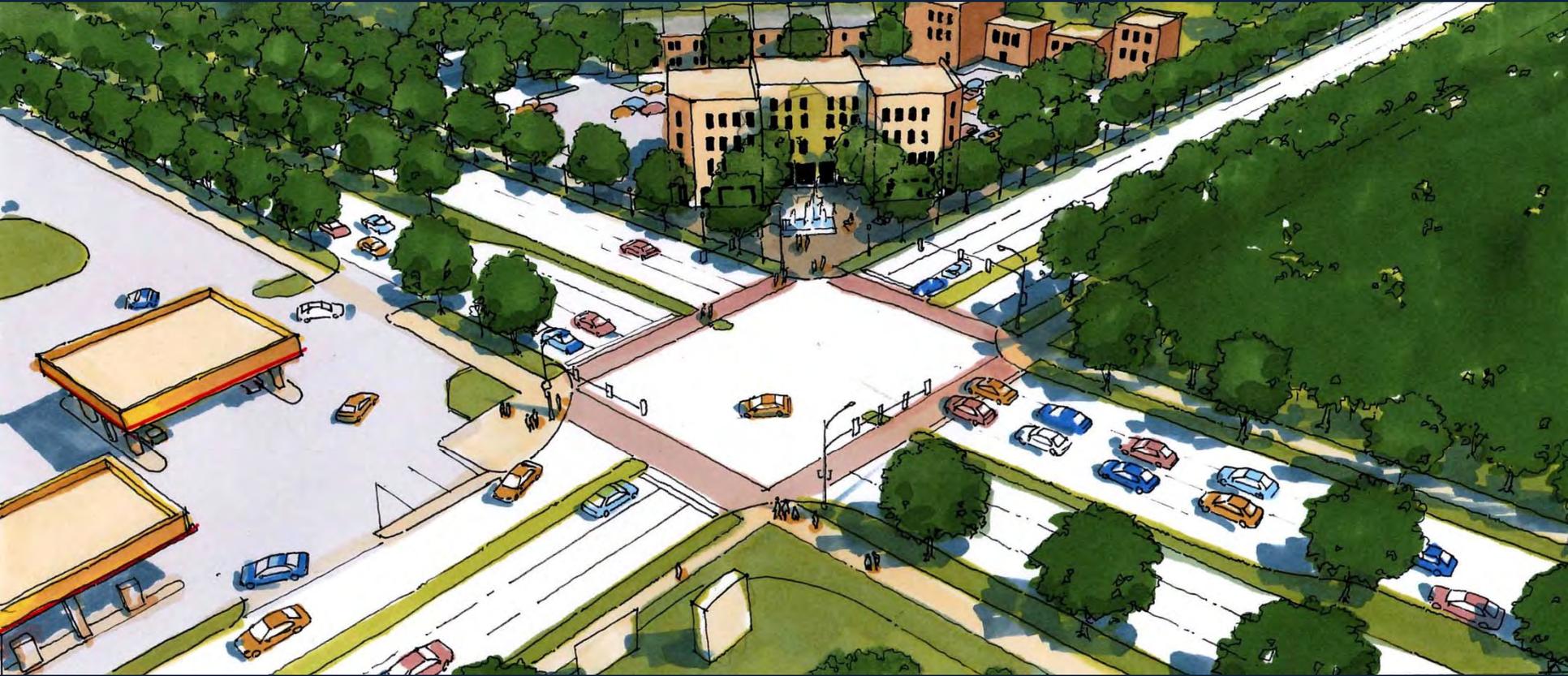
RT-24 SOLOMON'S ISLAND ROAD MULTI-WAY BOULEVARD - WITH BUS RAPID TRANSIT



Dares Beach Road from the High School to Route 2/4



Phase 1 Streetscape Improvements



Phase 2 with Regional Bus Rapid Transit Lane



Kentlands Tschiffely Square (1.5 Acres)



Google earth

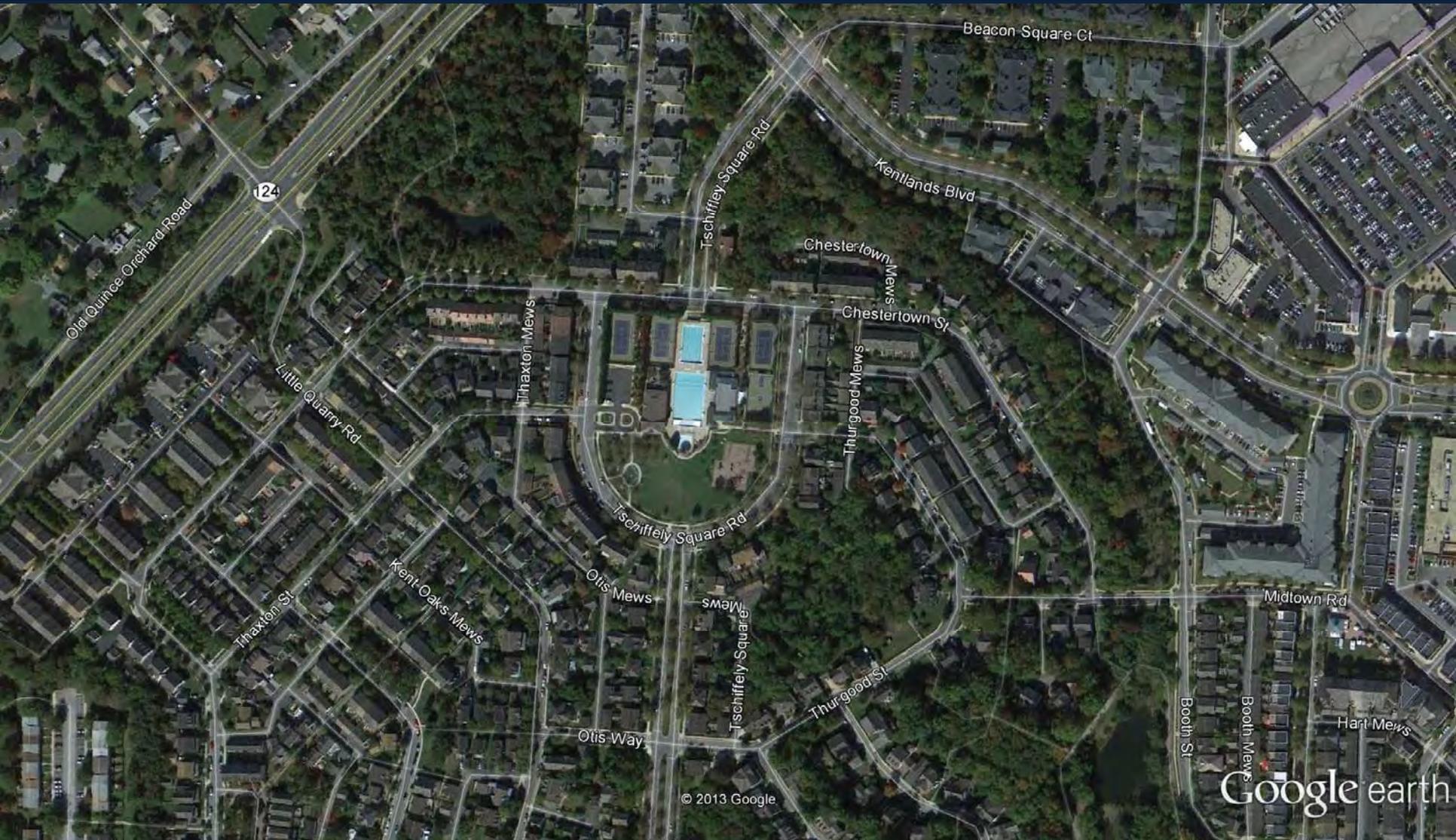
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Kentlands Tschiffely Square (1.5 Acres)



Davidson, NC Village Green (1 Acre)



Google earth

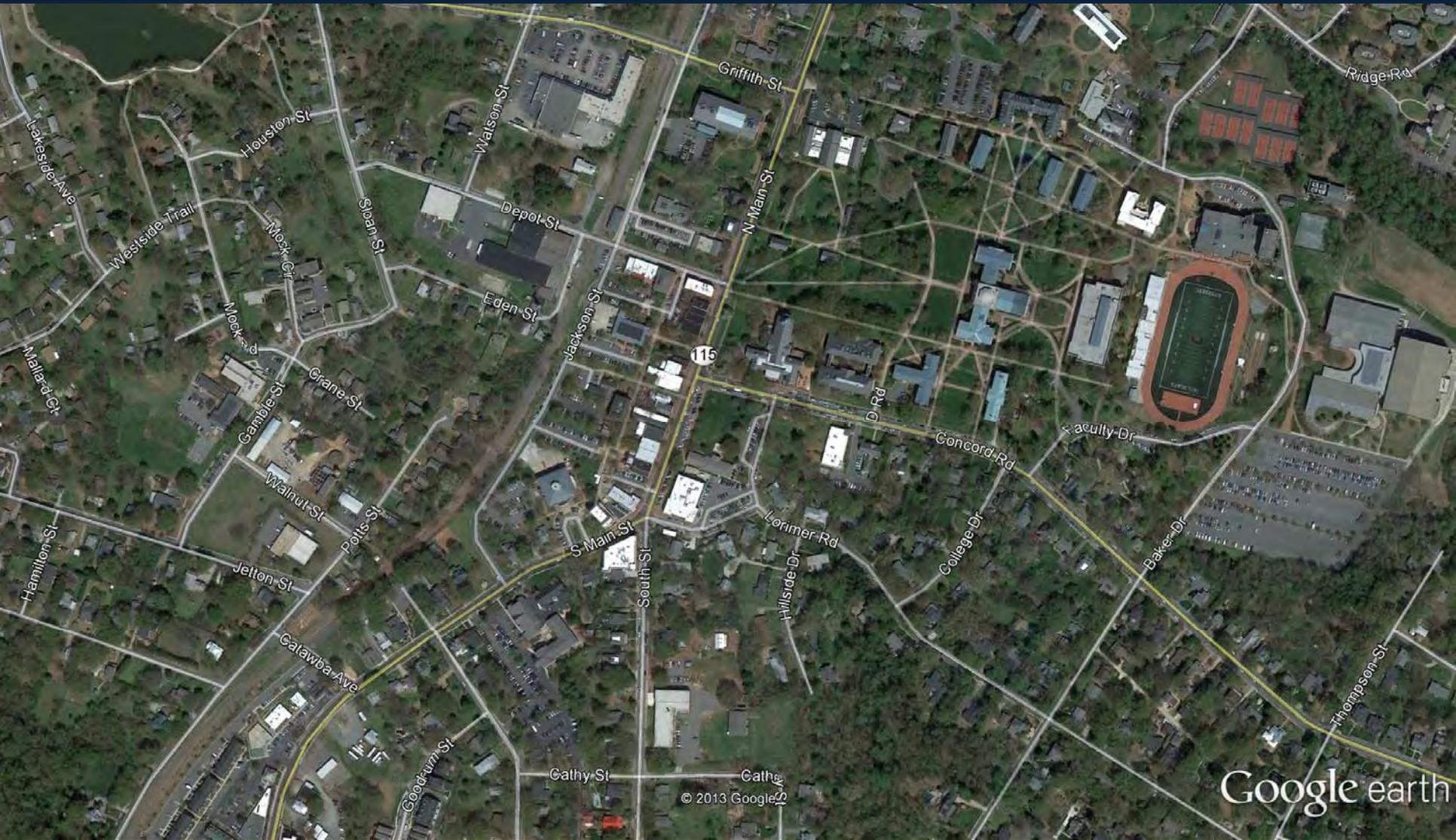
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Davidson, NC Village Green (1 Acre)



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Jameson Park, Portland (1 acre)



Google earth

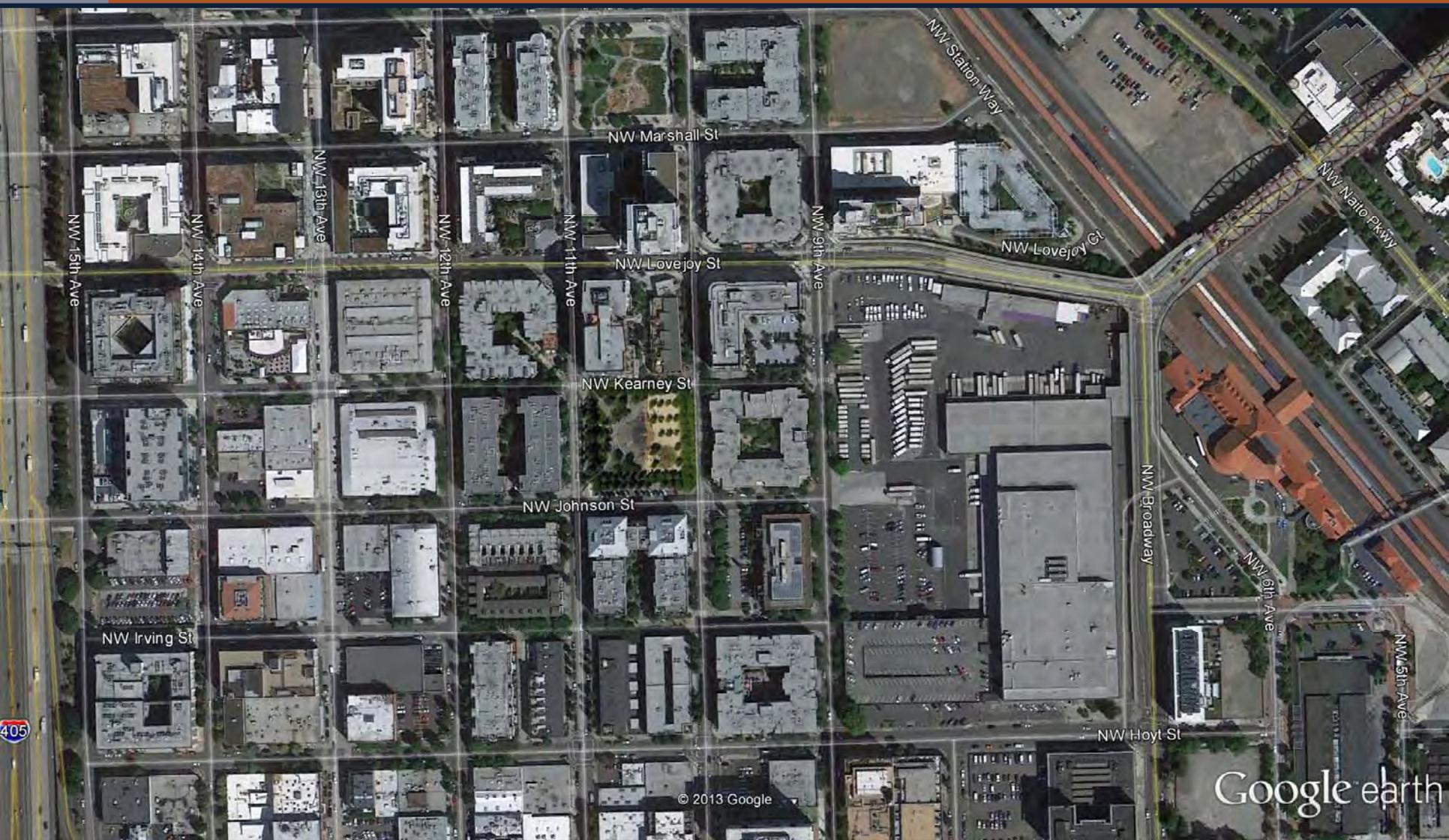
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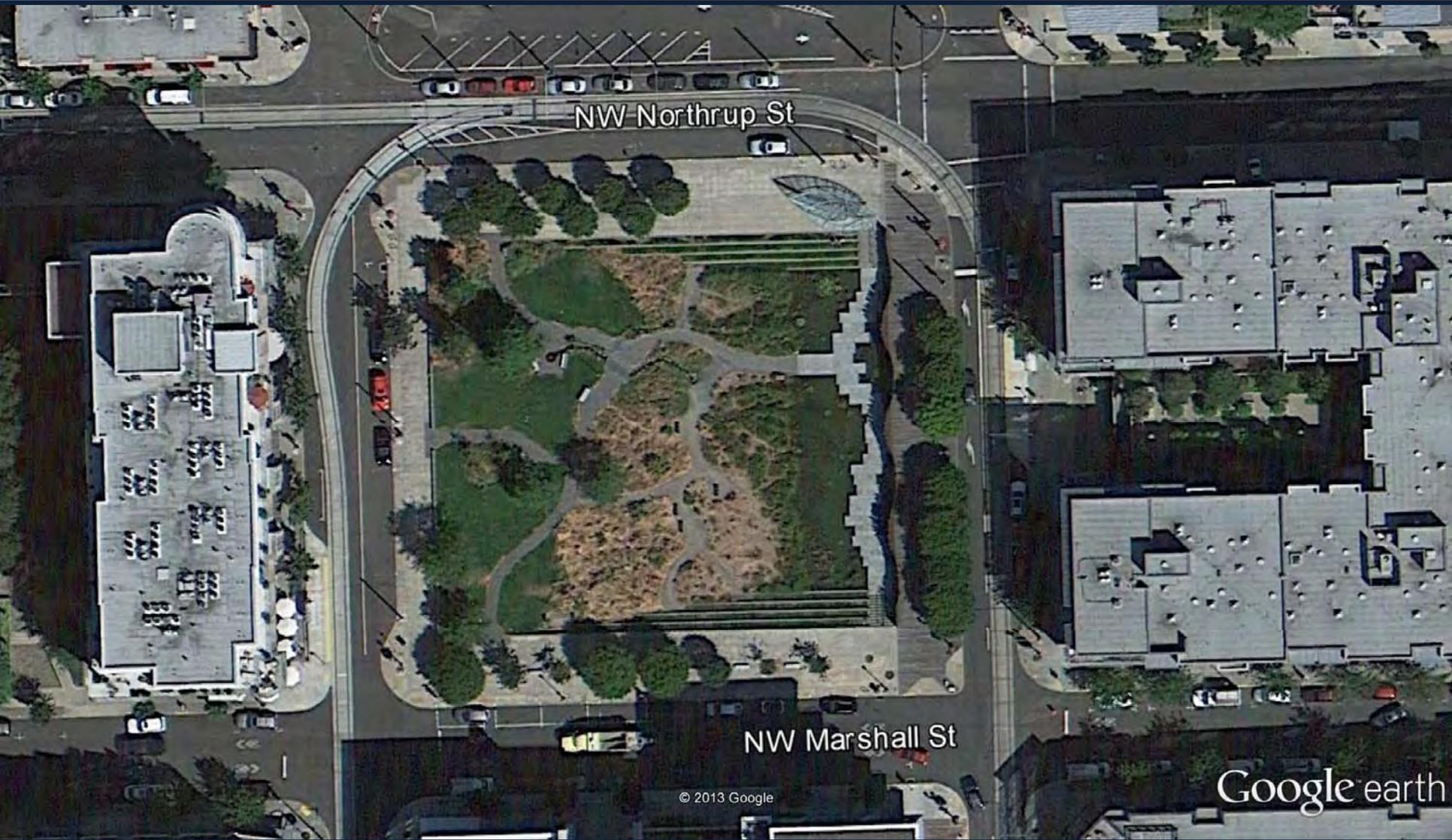
Jameson Park, Portland (1 acre)



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Tanner Springs Park, Portland (1 acre)



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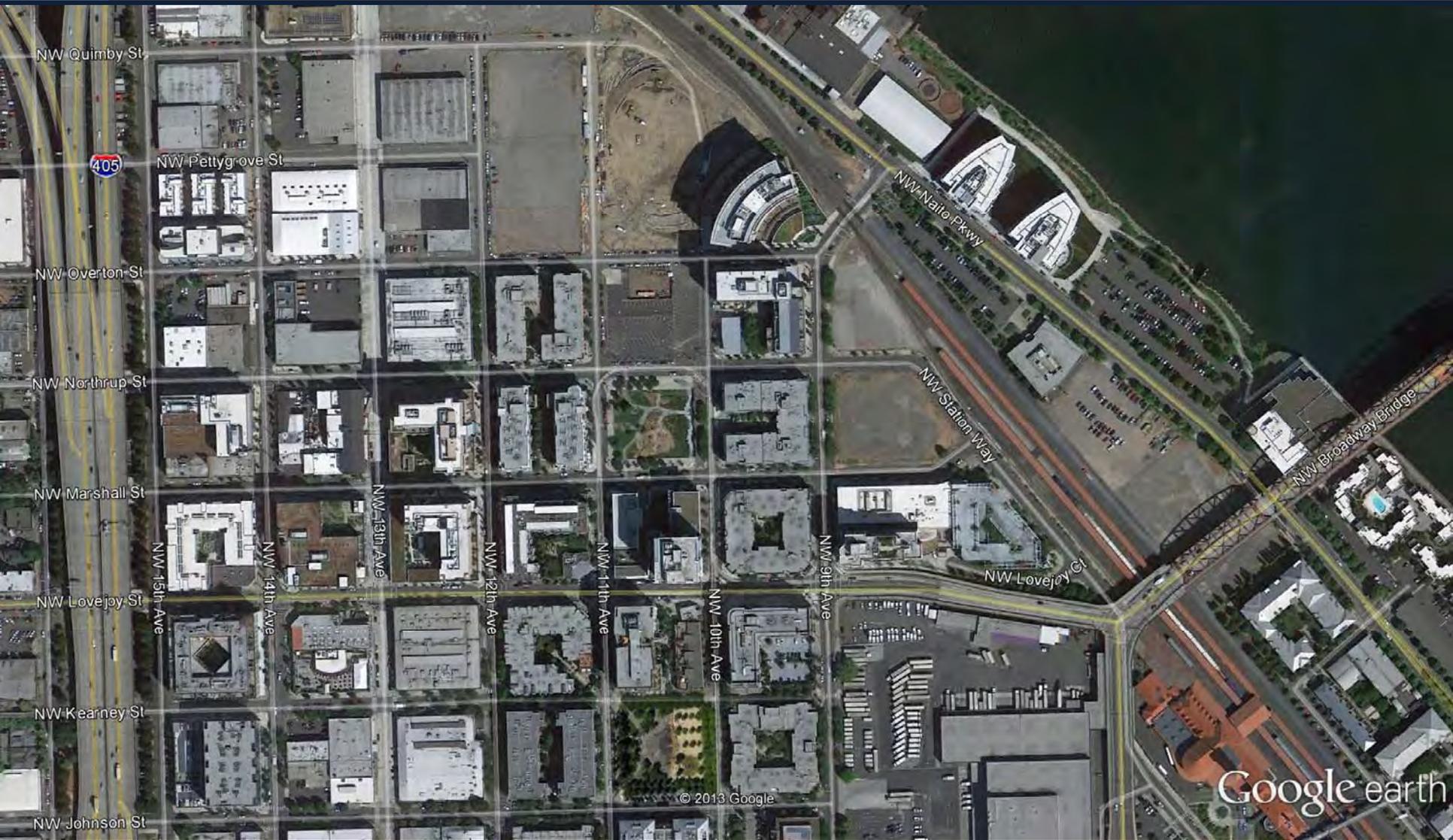
Google earth



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Tanner Springs Park, Portland (1 acre)



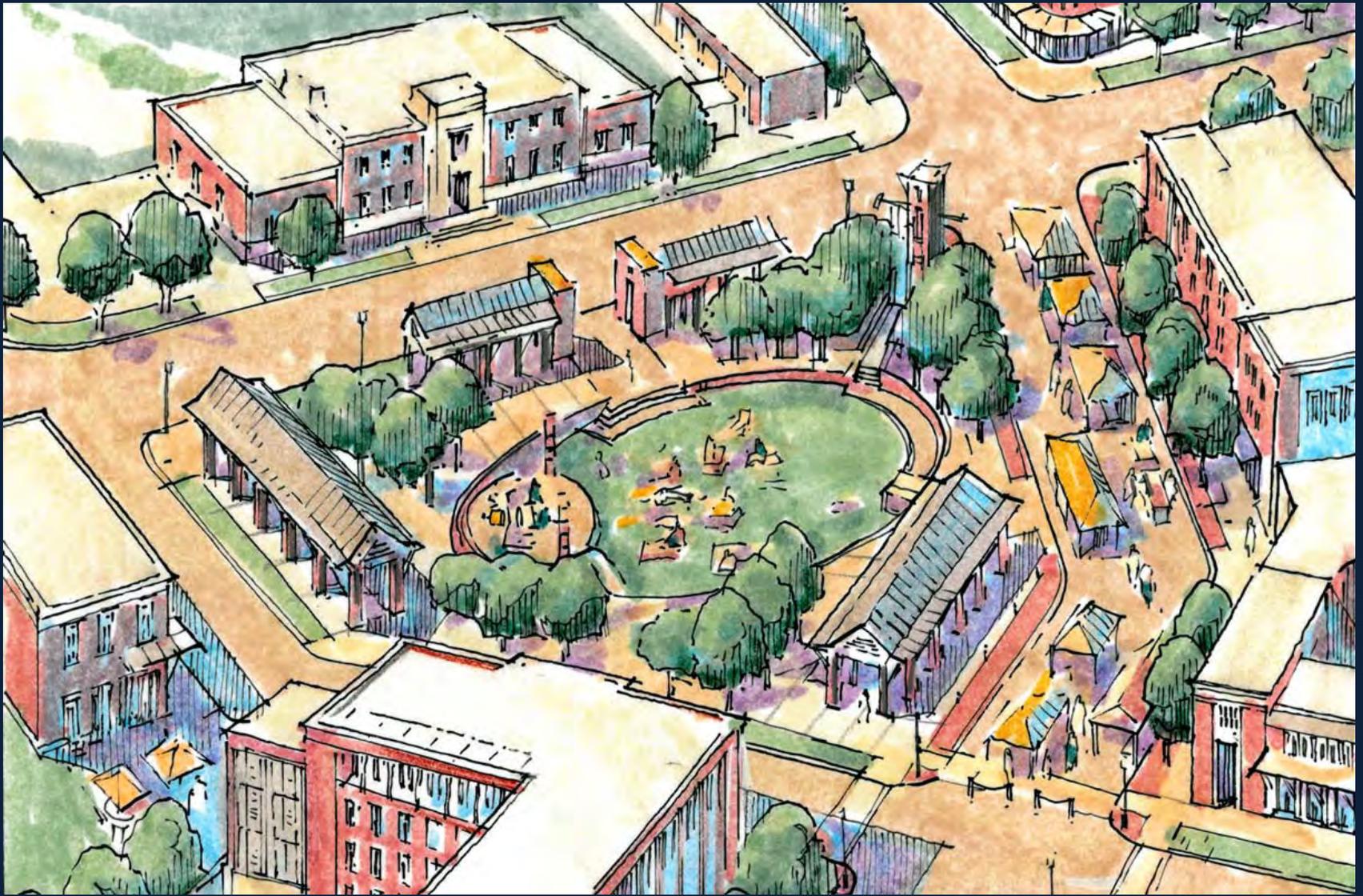
Urban Public Space



Armory Square



Armory Square



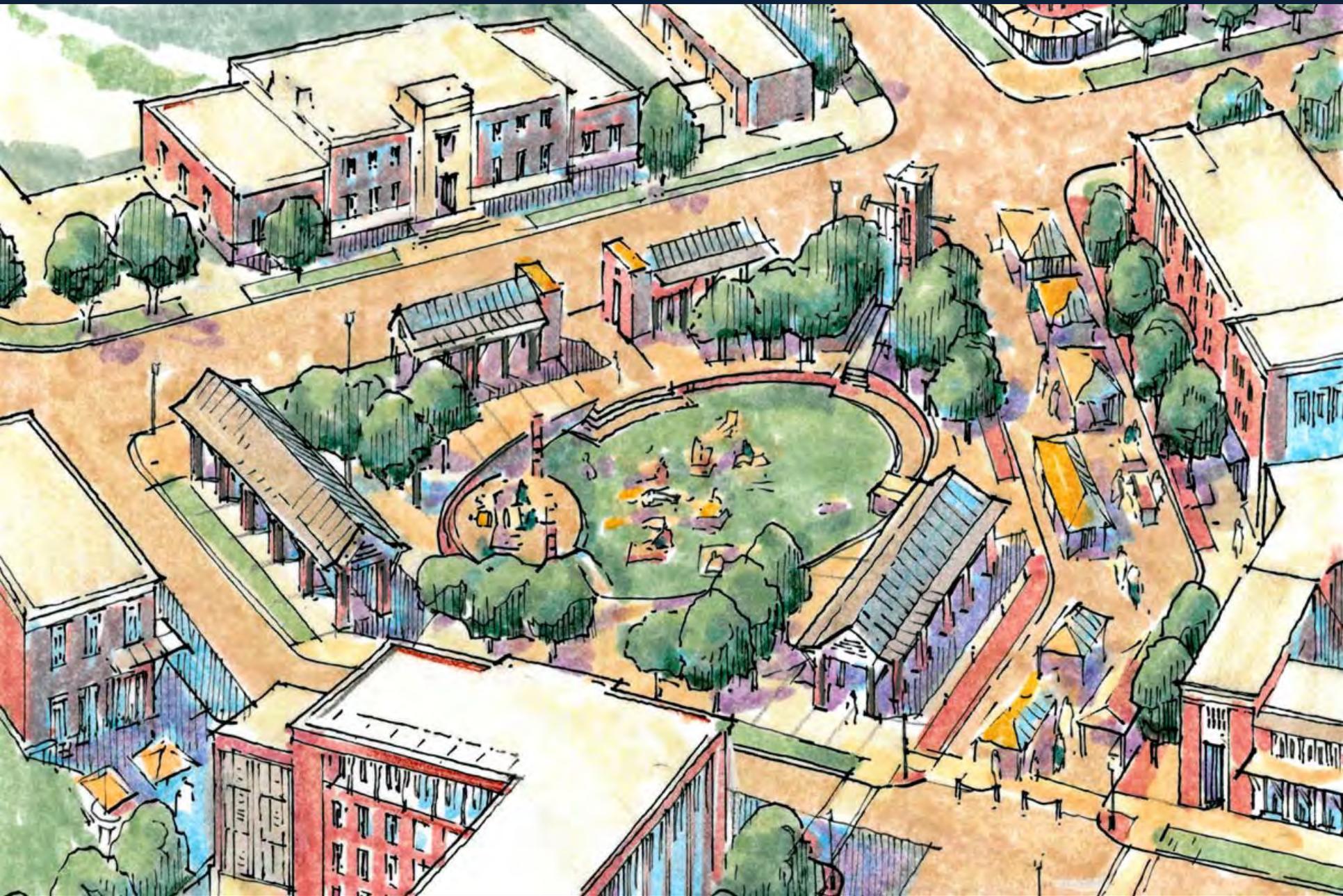
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Welcome to 2049

Welcome to the Town of Prince Frederick





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