



TOWN CENTER
MASTER PLAN

Prince Frederick

Planning Commission Briefing

March 17, 2021



Agenda

- Review of February 25 Virtual Workshop
- Discussion of Preferred Land Use Scenario
- Transportation Impacts & Concepts
- Related Policy & Planning Tools
 - TDR Location Efficiency
 - Open Space Requirements
 - Adequate Public Facilities

Update Process

We are here

Identify Issues

- Staff preparation
- Community Outreach
- Public Meetings

Winter 2019/2020 - Fall 2020
(delays due to COVID-19)

Develop Plan

- Draft Plan
- Public Meetings
- Planning Commission Review

Winter 2020/2021 –
Spring 2021

Adoption

- Planning Commission Public Hearing/Approval Recommendation
- Board of Calvert County Commissioners Review/Public Hearing
- Adoption

Summer 2021 –
Fall 2021

Preliminary work on updating the zoning regulations would begin mid-way through the master plan update process.



Strategic Choices

Strategic Choices

*The 2019 Comprehensive Plan recognizes that the promise of Calvert County's Town Centers has gone unrealized. A new policy and implementation framework is needed to achieve the vision. The four guiding principles should be viewed as purposeful choices. Not every public space can be "great" but public spaces should all be accessible; not every area can be developed, nor every area preserved; **not every intersection can operate without congestion nor every intersection be walkable; not every cost can be borne by the taxpayer, nor by the developer.***

Strategic Choices

What choices are we asking you not to pursue?

- A “platitudes plan” that avoids difficult issues and has no “teeth.”
- A plan that ratchets up pressure on developers without providing relief on other issues.
- A plan that assumes government can do everything.
- A plan that sprinkles and spreads investments and requirements equally among all places in the Town Center.

Strategic Choices

Strategic Choice #1:

The Town Center Master Plan should target a few specific development areas to achieve a “sense of place.”

Strategic Choice #2:

The Master Plan and zoning regulations should take a holistic approach to balance development rights, regulatory and design requirements, taxes, fees, etc. to foster the desired amount, diversity, and pattern of growth in the Town Center.

Strategic Choice #3:

The Master Plan and zoning regulations should prioritize connectivity among and within the targeted development areas over mainline transportation capacity.

Strategic Choice #4:

The Master Plan and zoning regulations should assign growth, development rights and responsibilities to the parties best suited to achieve the desired growth pattern.

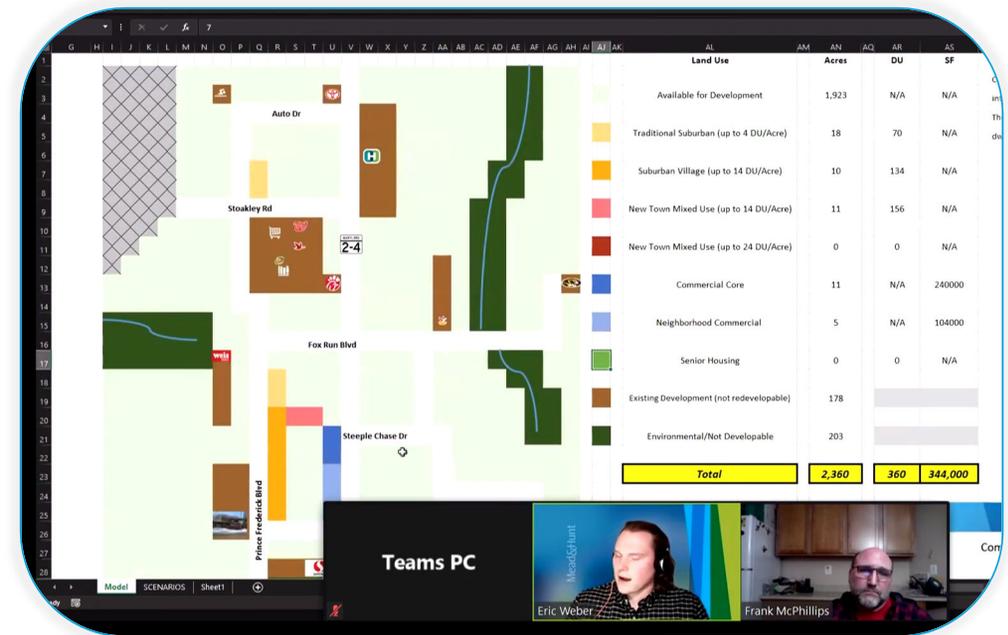


February 25th Public Workshop Recap



Major Themes from Virtual Workshop

- Strong emphasis on civic infrastructure, green spaces, parks, etc. as the offset to higher density; lesser traffic.
- Support for “new town mixed use” at Armory Square and near the College.
- Desire to increase amount of residential density within walking distance of Main Street to support stronger presence.
- Maintain traditional lower density west of Prince Frederick Boulevard.
- Interest in preserving forested area along MD 2-4 south of Hallowing Point Road.
- Strong desire for housing diversity.
- No aspiration to “bridge” the divide caused by MD 2-4.

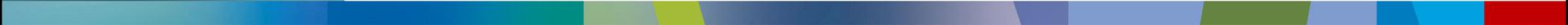


Ideas Developed by Workshop Teams





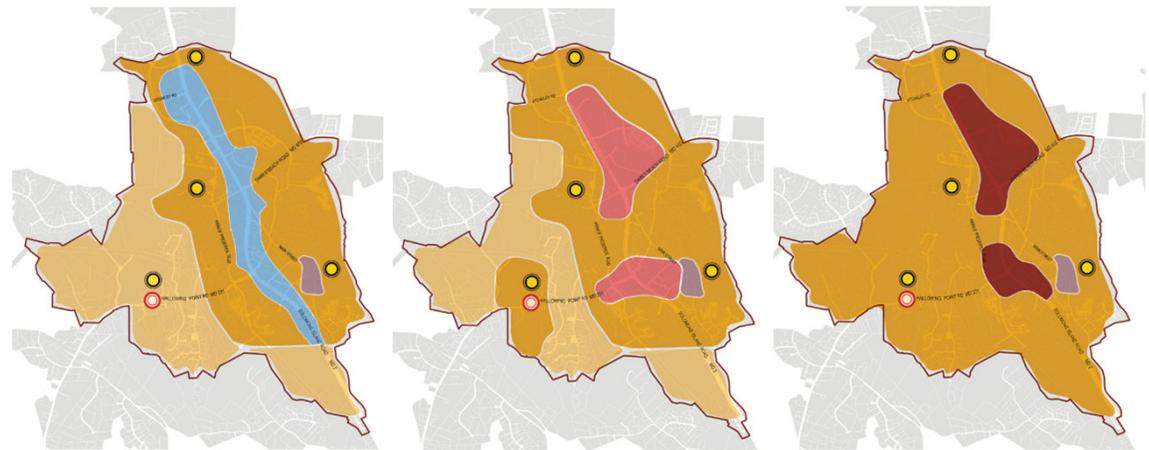
Land Use Scenarios



Land Use Plan Concepts

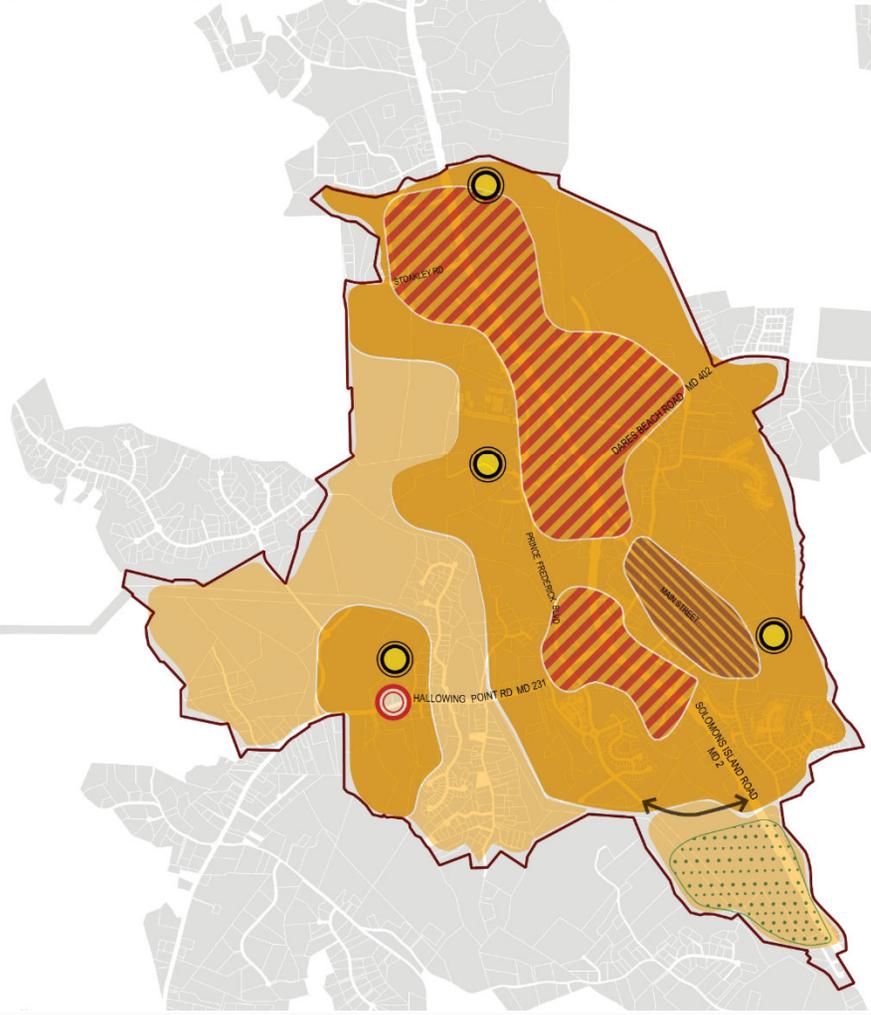
A land use plan:

- indicates the type/scale of future development in an area.
- **is not the same as zoning and does not affect current use.**
- is accompanied by recommended policies, tools and investments to achieve the Town Center vision and goals.



	Concept A	Concept B	Concept C
Housing & Lifestyle Choice	Low	Medium	High
Predominant Mixed-use Orientation	Horizontal	Varies	Vertical
Flexible & Innovative Development Opportunities	Low	Medium	High
Capacity to Support Amenities and Retail	Adequate	Moderate	Abundant
Potential Walk Score	Low	Medium	High

Recommended Land Use Plan



KEY

- Traditional Suburban (Low Density: 1-4 DU/AC)
- Suburban Village (Low-Medium Density 5-14 DU/AC)
- New Town / Mixed Use Redevelopment (Low-Medium Density 5-14 DU/AC)
- Main Street / Old Town
- Environmental Conservation Area
- Neighborhood Commercial
- Senior Housing Opportunity

- Similar to the 2013 charette report recommendations.
- Residential density would be capped at 14 units per acre rather than 24 units per acre as permitted today. This density is reallocated to support:
 - Up to 14 units per acre along Prince Frederick Boulevard, the College of Southern Maryland and just to the north and south of historic Main Street.
 - Mixed-use redevelopment nodes in the Armory Square/Fox Run area as well as the intersections of MD 2-4 at Dares Beach Road and at Hallowing Point Road.
- Primary benefits are:
 - Encourages redevelopment of older shopping center areas.
 - Encourages walkable growth near Main Street and the College of Southern Maryland
 - Continues multifamily development pattern abutting Prince Frederick Boulevard north of Dares Beach Road.
 - Preserves major environmental area

Recommended Land Use Plan

Traditional suburban neighborhood



Town-scale residential neighborhoods



Mixed-use districts



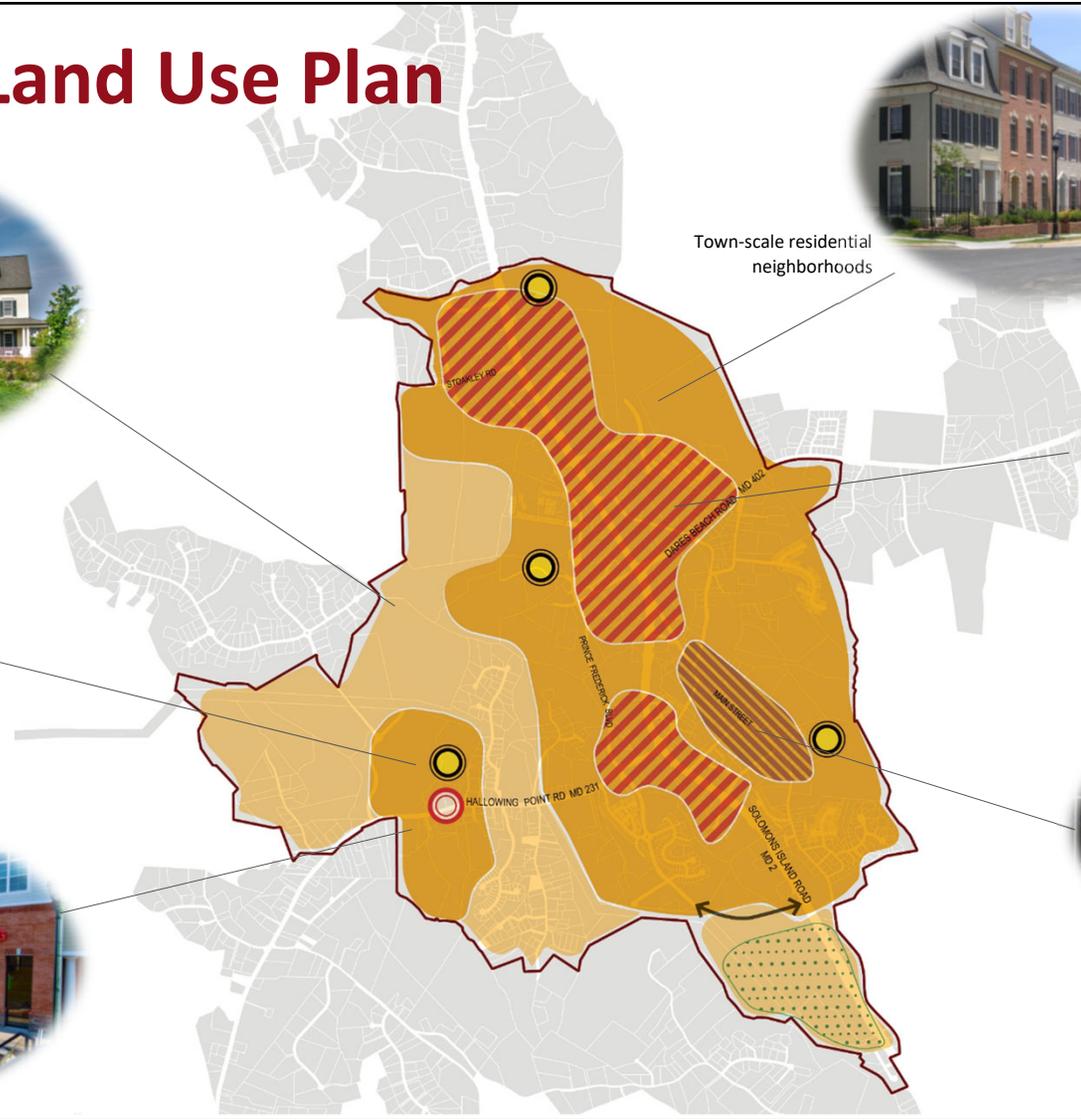
Pedestrian-oriented Main Street anchored by Public Buildings



Life-long learning
(Age-restricted housing near college)



Small-scale neighborhood commercial area near college



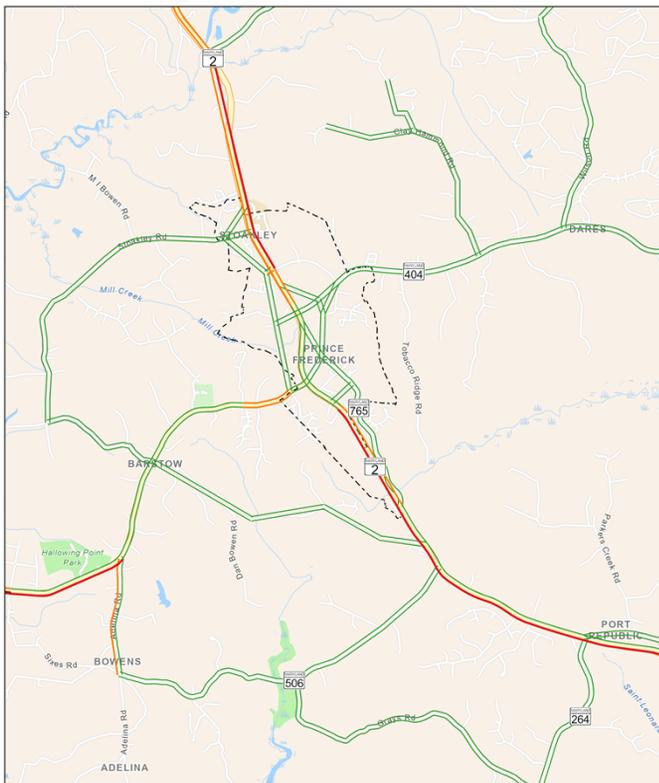


Transportation Impacts

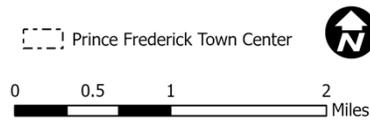


Existing and Forecasted Traffic Operations (AM)

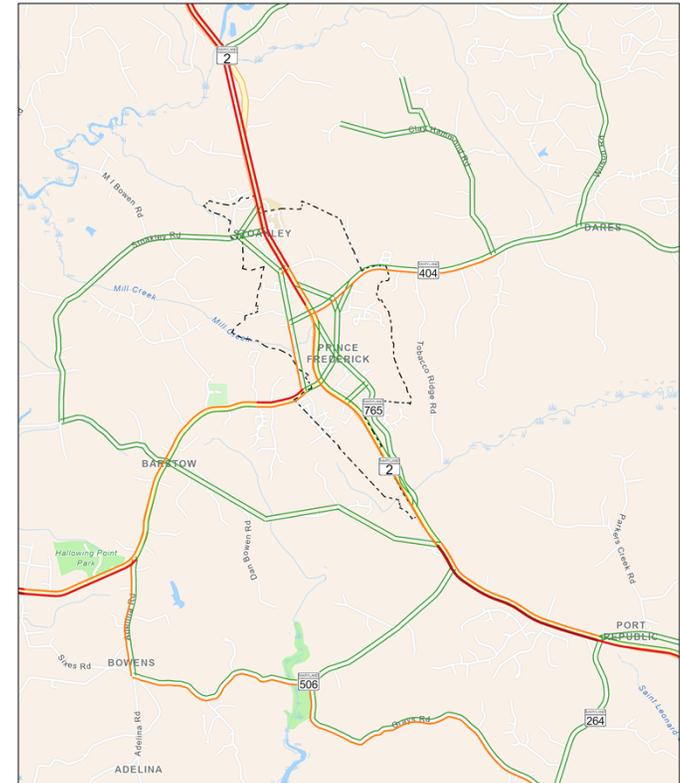
2020



- No Concern
- Emerging Concern by 2040
- Existing congestion or definite concern

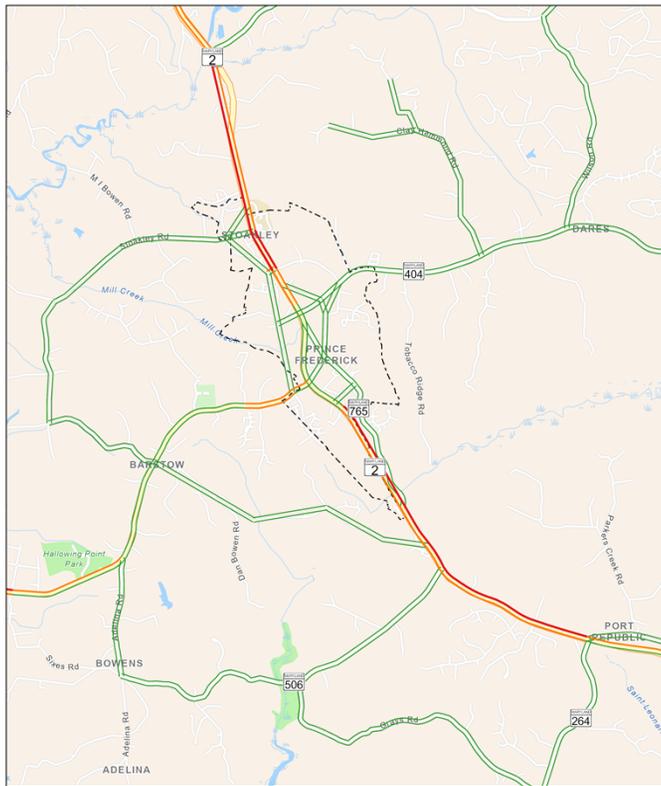


2040

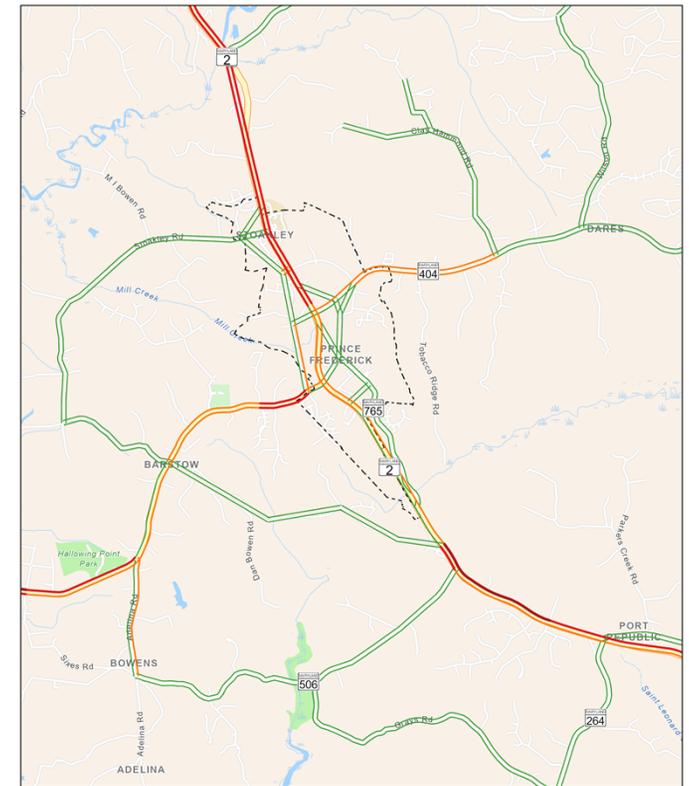


Existing and Forecasted Traffic Operations (PM)

2020



2040



-  No Concern
-  Emerging Concern by 2040
-  Existing congestion or definite concern

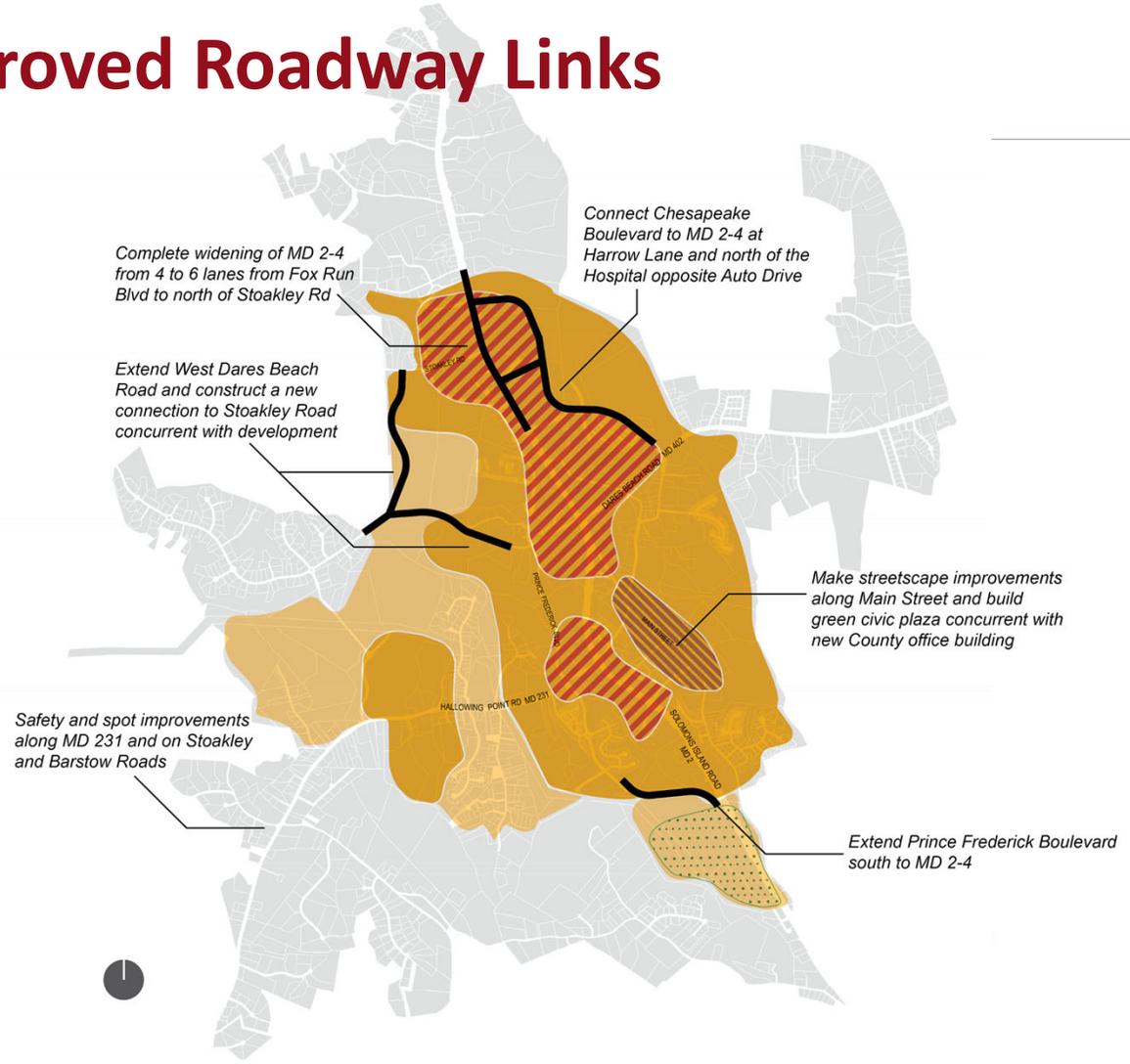
 Prince Frederick Town Center



0 0.5 1 2 Miles

Proposed New or Improved Roadway Links

Need to distinguish between developer-specific infrastructure and network improvements



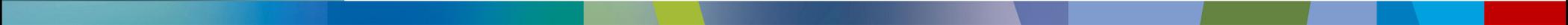
Proposed Bike/Pedestrian Work

(under development)





Supporting Policies & Tools



Existing TDR Program

- Because TDRs provide a market-based solution to land use issues, TDRs have the potential to result in efficient land allocations
- Sliding scale has helped to improve market for development in Prince Frederick.
- Exemption for age-restricted and affordable housing supports Town Center goals.
- County still not reaching desired density and vibrancy of Town Centers.

Dwelling Type	# of TDRs Required per Unit
SF Detached >10k sf	5
SF Detached <10k sf	3
Attached (townhouse/duplex)	2
Multifamily	1

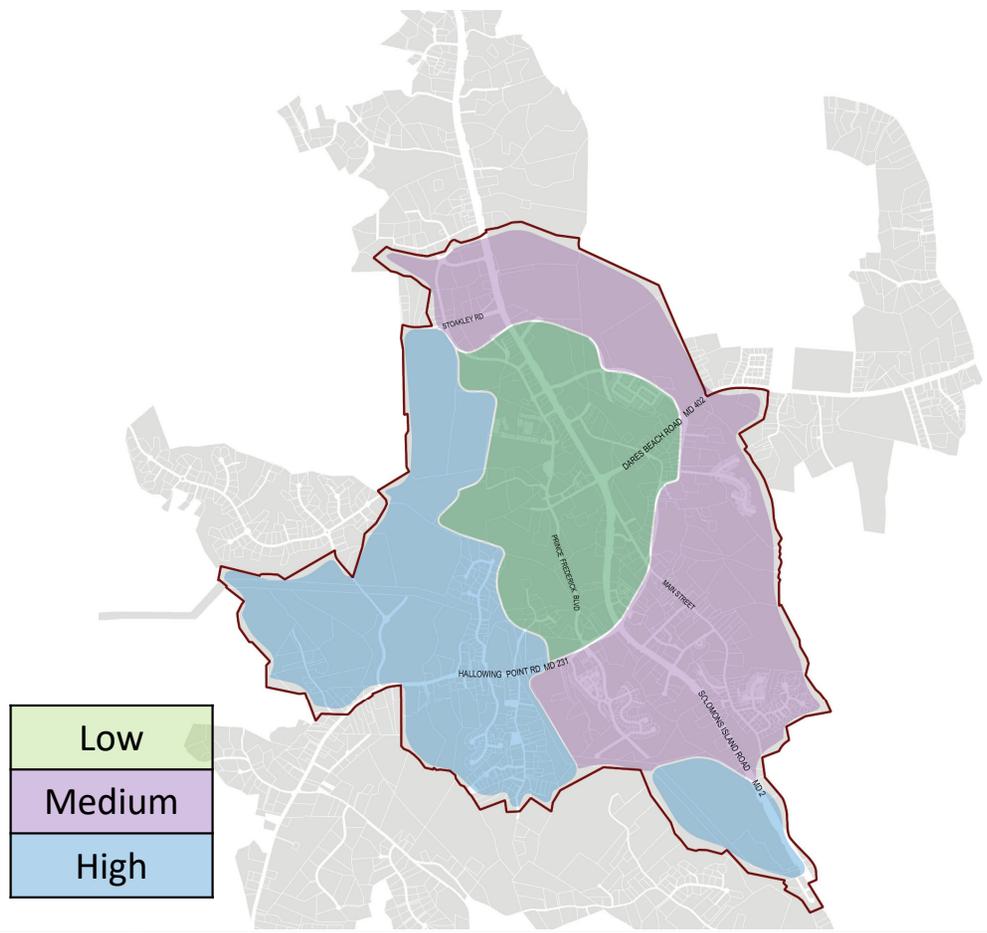
Proposed TDR Approach for Prince Frederick Town Center

General Approach:

Consider adding “location efficiency” as a factor in determining the number of TDRs required in Town Center.

Work with the TDR Committee to consider:

- Incentivizing development in the core of the Town Center with lower TDR requirements.
- Requiring more TDRs away from the core; no net loss of TDRs within Town Center as a result.



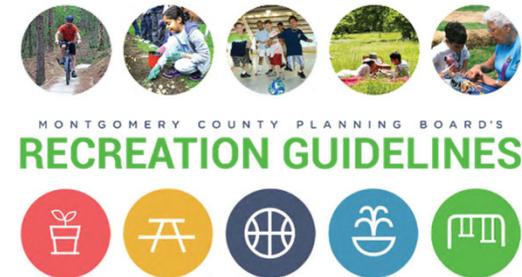
Existing Open Space and Recreation Observations

- Requirements are calibrated to address intensity of project, not primarily based on land area
 - Common Open Space = 0.05 Acres (2,180 SF) / DU
 - Active Recreation = 200 SF/DU
 - Indoor Community Space = 10 SF/DU
- Requirements do not account for the needs of different lifestyles of users, i.e. seniors, teens, young adults
 - Active recreation supply options prioritize three general types/dimensions: Field, Minipark, Paved Areas
- Requirements do not facilitate common public spaces as aspired in current Prince Frederick Master Plan and Design Charette.



Proposed Open Space Development Approach

- Increase opportunity for fee-in-lieu to direct resources for public spaces/facilities to better fulfill Town Center vision
- Consider different open space and active recreation requirements depending on housing type (reflecting different life-style needs)
- Expand active recreation tools to address bike/pedestrian infrastructure, natural corridors, pets, culture, arts and sustainability.
- Allow credit for connections to off-site open space and recreation opportunities.



Demand: Addresses diverse range of life-styles (6 age categories; 4 housing types)

Supply: Provides diverse range of recreation tools (72 facilities listed)

Existing Off-Site Public Recreation facilities can be credited to a project (up to 35% of supply value)

Recreation Bonus for providing

- On-site facilities open to the public
- Fulfills master plan recommendation
- Integrated stormwater management design

Adequate Public Facilities & Excise Tax Requirements

Strategic Choice

The Master Plan and zoning regulations should take a holistic approach to balance development rights, regulatory and design requirements, taxes, fees, etc. to foster the desired amount, diversity, and pattern of growth in the Town Center.

Transportation

Existing

- Developments expected to generate < 400 two-way trips or generates 40 peak hour trips.
- TIA may be unnecessary if a projects impacts to a highway facility can be clearly anticipated and all parties agree to negotiate.
- Funds may only be used for road improvements.
- Excise tax = \$3,500 per dwelling unit.

Proposed

- Eliminate site-specific traffic impact studies within and adjacent to town center.
- Institute a per-trip fee dedicated for use within the town center or facilities reasonably related thereto.
- Funds may be used for any transportation purpose approved within the Town Center Master Plan.

Schools

Existing

- “Open/closed” list based on enrollment projections.
- Excise tax of \$2,600 to \$7,800 per dwelling unit.

Proposed

- Eliminate schools excise tax in Town Center as it is unnecessary based on enrollment projections.

Next Steps

- Take action to acknowledge the preferred land use scenario.
- With the Planning Commission's acknowledgement of a preferred land use scenario, staff will present the preferred land use scenario to the public at a public meeting on Wednesday, March 31, 2021. Due to COVID-19, the meeting will be held virtually.



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