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.
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.

In 2040, in the Town of Prince Frederick
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
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.

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
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
6/1/95 12/23/97 5/26/01 5/18/04
3/1/96 1/22/98 7/3/01 8/1/04
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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Tuesday June 11</strong></td>
<td></td>
</tr>
<tr>
<td>9:00 am</td>
<td>Open Design Studio</td>
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<tr>
<td>9:30 am</td>
<td>Environment</td>
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<tr>
<td>11:00 am</td>
<td>Recreation and Youth</td>
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<td>2:00 pm</td>
<td>Retail and Commercial</td>
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<td>3:30 pm</td>
<td>Middle School/ Armory Options</td>
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<td><strong>7:00 pm</strong></td>
<td><strong>Public Review/ Pin-up Session</strong></td>
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<td><strong>Wednesday June 12</strong></td>
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<tr>
<td>9:00 am</td>
<td>Open Design Studio</td>
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<tr>
<td>10:00 am</td>
<td>Traffic/ Transportation/ Corridor Design</td>
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<tr>
<td>11:30 am</td>
<td>Economic Development</td>
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<td>2:00 pm</td>
<td>Housing Options</td>
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<tr>
<td>3:30 pm</td>
<td>Parks and Open Space</td>
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<tr>
<td><strong>7:00 pm</strong></td>
<td><strong>Public Review/ Pin-up Session</strong></td>
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<td><strong>Thursday June 13</strong></td>
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<tr>
<td>9:00 am</td>
<td>Open Design Studio</td>
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<tr>
<td>9:30 am</td>
<td>Health and Public Safety</td>
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<tr>
<td>11:00 am</td>
<td>Homeowners/ Civic Associations</td>
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<td><strong>7:00 pm</strong></td>
<td><strong>Public Review/ Pin-up Session</strong></td>
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<td><strong>Friday June 14</strong></td>
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<tr>
<td>9:00 am</td>
<td>Open Design Studio</td>
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<td>9:30 am</td>
<td>Ordinances and Design Standards</td>
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<td>11:00 am</td>
<td>Signage, Lighting, Landscaping</td>
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<td><strong>7:00 pm</strong></td>
<td><strong>Public Review/ Pin-up Session</strong></td>
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<td><strong>Tuesday June 18</strong></td>
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<td>7:00 pm</td>
<td>Closing Presentation</td>
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Process vs. Vision

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

**Process Driven**

**Vision Driven**
The Result of Process
Vision-Driven Community Design

All images this slide by City of Greenville, SC
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.

**OFF-STREET PARKING LOCATION**
- Front: Not Permitted
- Side: Permitted
- Rear: Permitted

**LAND USE CATEGORY**
- Medium Density Residential
- High Density Residential
- Neighborhood Mixed Use
- Community Mixed Use

**BUILDING/FACADE DETAILS**
Transparency ~ 50%

![Plan View](image1.png)

![Section](image2.png)

**U3S URBAN SHOPFRONT**

**DESCRIPTION**
As the most urban, pedestrian-oriented frontage conditions, these buildings are set adjacent to side sidewalks that can accommodate outdoor displays and seating as well as heavy pedestrian activity. The transparency of the ground level façades 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.

**OFF-STREET PARKING LOCATION**
- Front: Not Permitted
- Side: Permitted
- Rear: Permitted

**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](image3.png)

![Section](image4.png)
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
Existing: 1689 acres
Proposed: 2218 acres
Net Addition: 529 acres
ENIRONMENTAL CONSTRAINTS (W/ CURRENT TC BOUNDARY)

- **SLOPE > 25%**
- **WATER/WETLANDS**
- **TOWN CENTER BOUNDARY**
PROPOSED STREET NETWORK - HOSPITAL AREA + ARMORY AREA

- PLANNED STREETS
- RECOMMENDED ALTERNATIVE STREET ALIGNMENTS
- EXISTING STREETS
- RECOMMENDED STREET NETWORK COMPONENTS

- Red: SLOPE > 25%
- Blue: WATER/WETLANDS

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Chesapeake Blvd Options

Environmentally Constrained

No Parking

Preferred Section (if Available)
PROPOSED STREET NETWORK - FULL BUILD-OUT

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

TRAFFIC SIGNALS
- EXISTING
- PROPOSED

ROUNDABOUTS
- EXISTING
- PROPOSED

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The Master Plan
Option A

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<table>
<thead>
<tr>
<th>Development Types</th>
<th>Number of Units/SF</th>
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<tbody>
<tr>
<td>Detached Housing</td>
<td>240-280</td>
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<tr>
<td>Townhomes</td>
<td>380-440</td>
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<tr>
<td>Mansion Apartments</td>
<td>330-360</td>
</tr>
<tr>
<td>Apartments(Garden and Loft)</td>
<td>1100-1200</td>
</tr>
<tr>
<td>Apartments over Retails</td>
<td>200-220</td>
</tr>
<tr>
<td>Live-Work</td>
<td>16</td>
</tr>
<tr>
<td>Office</td>
<td>730,000 – 1,135,000 sf</td>
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<tr>
<td>Medical Office</td>
<td>700,000 – 720,000 sf</td>
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<tr>
<td>Hospital</td>
<td>400,000 – 845,000 sf</td>
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<tr>
<td>Retail</td>
<td>700,000 – 825,000 sf</td>
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<tr>
<td>Hotel</td>
<td>200 rooms</td>
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<tr>
<td>Civic Buildings</td>
<td>65,000 – 140,000 sf</td>
</tr>
<tr>
<td>Public Space and Athletic Fields</td>
<td>11-15 acres + 10-25 acres of ballfields</td>
</tr>
<tr>
<td>Trails</td>
<td>3-6 miles</td>
</tr>
</tbody>
</table>
The Hospital Area – Existing Hospital as a Retirement Village
An Intimate Street with Townhomes
Fox Run – Existing Conditions
Creating a new Fox Run Main Street
Fox Run Shopping Center Redevelopment

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Safeway Center Strategic Infill
Trinity Circle
Main Street

Current

Proposed

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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?

- Number of women, children, and elderly
- Social networks
- Volunteerism
- Evening use
- Street life

- Local business ownership
- Land-use patterns
- Property values
- Rent levels
- Retail sales

- Fun
- Active
- Vital
- Special
- Real
- Useful
- Indigenous
- Celebratory
- Sustainable

- Diversity
- Stewardship
- Cooperative
- Neighborly

- Pride
- Friendly
- Interactive
- Welcoming

- Continuity
- Proximity
- Connected
- Readable
- Walkable

- Traffic data
- Mode splits
- Transit usage
- Pedestrian activity
- Parking usage patterns

- Safe
- Clean
- "Green"
- Walkable
- Sittable
- Spiritual
- Charming
- Attractive
- Historic
- Convenient
- Accessible
- Historic
- Sanitation rating
- Building conditions
- Environmental data

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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
Mixed-Use Development

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Virginia Beach Town Center – 1970s
Intersection of Dares Beach and Rt 2/4
Route 2/4 With Streetscape Improvements
Route 2/4 with Dedicated Bus Rapid Transit Lanes
Dares Beach Road from the High School to Route 2/4
Phase 1 Streetscape Improvements
Kentlands Tschiffely Square (1.5 Acres)
Jameson Park, Portland (1 acre)
Tanner Springs Park, Portland (1 acre)
Welcome to 2049

Welcome to the Town of Prince Frederick