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 fourth 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 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 Plan sets standard for encouraging strong public participation
- 1978 – 1st Transferable Development Rights program in Maryland
Calvert County Comprehensive Plan
Pleasant Peninsula Plan, 1974
1983 Comprehensive Plan

Town Centers

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

• The Town Center Master Plan was developed over 20 years ago

• This series is in preparation for the update
Prince Frederick
Town Center
Prince Frederick Town Center
Calvert County High School

First Edition of Yearbook, 1945
Calvert County Population

Calvert County Population, 1790-2010

Population
Last Week…

Current Trends: Retrofitting for Sustainability
The New Trajectory of Real Estate

Consensus –
Real estate is shifting back to traditional, mixed use, walkable neighborhoods

- National Association of Realtors
- National Association of Home Builders
- Urban Land Institute
Changing Demographics and Real Estate

Percent of Households Married w/ Children

1980: 60%

2011: 20%
Changing Demographics and Real Estate

Average Household Size

1970: 3.14 persons/ household
2006: 2.57 persons/ household
Changing Demographics and Real Estate

Percentage of People Living Alone

1970: 17%

2010: 27%
Changing Demographics and Real Estate

Smaller household sizes need smaller homes
Changing Demographics and Real Estate

Average size of new home

1970: 1,400 square feet

2006: 2,700 square feet
Changing Demographics and Real Estate

Average size of new home

1970: 1,400 square feet

2006: 2,700 square feet

2010: 2,100 square feet
Changing Demographics and Real Estate

For first time in history...

Resale price of condos is equal to single-family detached homes
Changing Demographics *and* Real Estate

These new households seek different housing options and lifestyles
Changing Demographics and Real Estate

This shift toward walkable mixed use town centers is being led by:

- Retirees
- Educated millenials
Changing Demographics and Real Estate

Only 20% of homebuyers want their next home in conventional suburbs

26% in the exurbs

54% want a home in a traditional walkable neighborhood
Changing Demographics and Real Estate

Projected new housing demand, next 30 years:

- 35% apartments
- 25% large lot single family
- 20% townhouse/condo
- 20% small lot/cluster single family

(National Association of Realtors)
Changing Demographics *and* Real Estate

75% of new housing demand will be for walkable town center format
Changing Demographics and Real Estate

Homebuyers now asking for two things:

- Ability to walk to a store
- Smaller, quieter streets
Changing Demographics and Real Estate

Commercial real estate also trending toward walkability
Changing Demographics and Real Estate

Income properties (office/ apartment/ retail) in walkable settings, as a share of all real estate:

- 1992-2000: 24%
- 2001-‘08: 34%
- 2009-‘12: 48%
Changing Demographics and Real Estate

Office leases have 75% premium when in walkable settings

$36.78/ s.f. - walkable setting  

*versus*

$20.98/ s.f. – drive-able suburban
Changing Demographics and Real Estate

Arlington County:

- Seven identified walkable centers
- Take up 10% of land area
- Produce 50% of tax assessment
Changing Demographics and Real Estate

Data Sources:

- National Association of Realtors
- Chris Lienberger
  \emph{Brookings Institution}
- Art Nelson
  \emph{Director, Metropolitan Research Center, University of Utah}
How Are Town Centers Evolving and Adapting To These Changes?
Coming Full Circle – Historic Downtown
Coming Full Circle – Strip Shopping Center
Coming Full Circle – Regional Indoor Mall
Coming Full Circle – Power Center
Coming Full Circle – Lifestyle Center
Coming Full Circle – Fully Mixed Use
Mashpee Commons, MA
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The current Prince Frederick Town Center Master Plan and Zoning Ordinance do not take these changes into account.
So What is The Problem?

The *amount* of development often is NOT the problem

The *pattern* of development almost ALWAYS is
The Master Plan update will address these concerns using a Charrette method. Charrette – a publicly inclusive process of planning and design.
Questions and Discussion

• Next Topic:
  Charrette Overview / Visual Preference Survey

• Time:
  -12 noon AND 7 pm, Wednesday 29th May

• Location: Prince Frederick Public Library