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 last 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 and Implementation 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 sets standard for encouraging strong public participation
• 1978 – 1st Transferable Development Rights program in Maryland
• 1983 – Comprehensive Plan: Town Center concept
• 1997 – Plan: Four-step Land Use Implementation Strategy
• 2004 & 2010 – Plans continue strategy
Calvert County Pleasant Peninsula Plan
Set Standard of Encouraging Strong Public Participation
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 Town Center
Prince Frederick Town Center
Prince Frederick

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

• This series is in preparation for the update
Prince Frederick

Master Plan and Zoning Ordinance Update

Calvert County is embarking on an exciting design and master planning project for the Prince Frederick Town Center. Join us and share your thoughts, ideas and vision for the future of Prince Frederick.
Last Week...

Current Trends:

Markets, Demographics, and the New Trajectory of Town Centers
Calvert County Population

Calvert County Population, 1790-2010

Population
2010 Population: County 88,737
2010 Population:
Prince Frederick Zip Code 11,045
2010 Population:
Prince Frederick Census Designated Place
2,538
What is a Charrette?

The Prince Frederick Master Plan will be updated using a Charrette
What Is A Charrette?

- Multi-day design process for land development
- Includes:
  - design workshops
  - public visioning
  - Stakeholder interviews
What Is A Charrette?

Who Are the Stakeholders?

- Citizens
- Elected officials
- Planning Commission
- County Staff
- State Agency representatives
- Local institutional leadership
  (school board, police/ fire, boards, etc.)
What Is A Charrette?

• Intense, fast-paced
• Inclusive public participation
• Has become the national professional planning and design method for land development
# Typical Daily Schedule

## Sample Standard Charrette Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Studio set-up</td>
<td>Team</td>
<td>Team</td>
<td>Team</td>
<td>Team</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Meeting</td>
<td>Alternative Design</td>
<td>Alternative Design</td>
<td>Alternative Design</td>
<td>Final</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Site Tour</td>
<td>Concept and Design</td>
<td>Stakeholder Development</td>
<td>Concept and Design</td>
<td>Production</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Stakeholder Meetings</td>
<td>Alternative Interview</td>
<td>Alternative Design</td>
<td>Synthesis and Details</td>
<td>Final Production</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Preparations for First Design</td>
<td>Concept Refinement</td>
<td>Stakeholder Meeting</td>
<td>Refinement continued</td>
<td></td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Public Meeting</td>
<td>Design cont.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Dinner and Meeting Preparation</td>
<td>Dinner and Meeting Preparation</td>
<td>Dinner and Meeting Preparation</td>
<td>Dinner and Meeting Preparation</td>
<td>Dinner and Meeting Preparation</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>Public</td>
<td>Public</td>
<td>Public</td>
<td>Public</td>
<td>Final Public Presentation</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Pin-up and Meeting</td>
<td>Pin-up and House and Review</td>
<td>Pin-up and Studio Breakdown and Clean-up</td>
<td>Pin-up and Review</td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Team Review</td>
<td>Team Review</td>
<td>Team Review</td>
<td>Team Review</td>
<td></td>
</tr>
<tr>
<td>9:00 PM</td>
<td>Team Meeting</td>
<td>Team Meeting</td>
<td>Team Meeting</td>
<td>Team Meeting</td>
<td></td>
</tr>
<tr>
<td>10:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Typical Daily Schedule: Day 1

Walk the Site

(Team, Staff, Stakeholders)
Typical Daily Schedule: Day 1

Stakeholder Interviews

- Citizens
- Commissioners
- Staff
- Institutions
- State Agencies
Typical Daily Schedule: Day 1

1st Public Meeting
Typical charrette process: Day 2-4

Continuous Field Research

- Team
- Staff
Typical charrette process: Day 2-4

Charrette Work Sessions (open to the public)
Typical charrette process: Day 2-4

Charrette Work Sessions
Typical charrette process: Day 2-4

Pin-up Review- with stakeholders and the public
Typical charrette process: Day 2-4

Continuous Input- from stakeholders and public
Typical Charrette Process: Final Day

Intense Final Production
Typical Charrette Process: Final Day

Final Products:
Ready for Public Review
Typical Charrette Process:
Final Presentation
What Will The Charrette Produce?
Charrette Products

- Specific site designs for the school site and surrounding lands
- Policy recommendations for the Town Center Master Plan
- Recommended zoning language for the Town Center
- Draft Design Guideline images and language
Charrette Products

All designs, recommendations, and draft language available to be considered for inclusion in master plan and zoning ordinance
One Typical Element of Charrettes…

The Visual Preference Survey
Visual Preference Survey

• A technique for obtaining public input on physical design alternatives

• Often used when writing master plans, zoning codes, and designing for development
Visual Preference Survey

Consists of a series of images that participants score according to their preference
Visual Preference Survey

Images usually photographs, sometimes drawings
Visual Preference Survey

- Depicts potential development options
- Participants' input used to make decisions about future development
Visual Preference Survey

Photos scored and ranked to determine most and least desired scenario
Visual Preference Survey

Used to assist in development design
Questions *and* Discussion

Let’s Have a Charrette!

Prince Frederick Town Center Master Plan

*Week of June 10 – 14*

St. Paul’s Episcopal Church

25 Church St., Prince Frederick