



Leonardtwn
A most exceptional place!

Downtown Strategic Plan Phase II West Side and Waterfront

Council Workshop

February 23, 2022

MAHAN RYKIEL
ASSOCIATES INC

 ARNETT MULDROW

Meeting Outline

1. Context for Phase II Strategic Plan
2. Market Snapshot
3. Phase II Framework
4. Phase II Focus Plans

Context for Phase II Strategic Plan

Current Master Plan

THIS ILLUSTRATION PROVIDES POTENTIAL LAND USES THAT CAPITALIZE ON LEONARDTOWN'S EXISTING MAJOR ASSETS. THE PLANS INCLUDE THE LANDS FROM RTE. 5 DOWN WASHINGTON STREET TO THE WHARF AT BRETON BAY AND WEST OF WASHINGTON WITH A NEW STREET LINK BACK TO RTE. 5 AND THROUGH ADJACENT LANDS INCLUDING TUDOR HALL. THE MAP SUGGESTS LAND USES THAT WOULD BE PLACED ON EXISTING BUILDING INVENTORY AS REPURPOSED USES WITH NEW INFILL BUILDINGS AND AMENITIES EXTENDING THE TOWN FORM INTO UNDER-USED REAL ESTATE AND DEVELOPMENT LAND USE VOIDS.

THE MIXED USES SUGGESTED ARE INCLUSIVE VARIETIES OF RETAIL, HOUSING, AND PUBLIC SPACES PROVIDING A BALANCE OF DEMOGRAPHICS AND HABITATS BY SENIOR AND YOUTH POPULATIONS; RETAIL BUSINESS WOULD BE SUPPORTIVE OF THE NEW DEVELOPMENT'S TOWN-WIDE, INCLUDING A NEW CONFERENCE CENTER; AND PUBLIC ACCESS TO THE WATERFRONT REMAINS PARAMOUNT AS A TOWN AND COUNTY ECONOMIC OPPORTUNITY.

LEGEND

A. GATEWAY AT ROUTE 5 & WASHINGTON ST.

1. EXISTING APARTMENTS - PROVIDE ADDITIONAL UNITS BUILT AROUND NEW COURTYARD
2. CONNECT WASHINGTON STREET TO ELEMENTARY SCHOOL
3. IMPROVE COMMERCIAL BUSINESS AREA - ENCOURAGING EXISTING BUSINESS TO REMAIN IN THE DOWNTOWN MARKET

- FORM NEW GREEN PARKS - WITH PARKING INTO COURTS
- REORGANIZE PARKING TO THE BACK OF BUILDINGS

B. FENWICK STREET - MIXED-USE CORRIDOR

4. RETAIL DEVELOPMENT CONTINUES WEST ON FENWICK TO PROVIDE A VARIETY OF RETAIL USES: FOOD, PHARMACY. LARGER BUILDINGS WOULD FRONT ON FENWICK.
5. RESIDENTIAL OPPORTUNITIES WOULD INCLUDE A VARIETY OF MULTIFAMILY HOUSING OPTIONS:
 - LOFT APARTMENTS
 - APARTMENTS OVER RETAIL.
 - SENIOR INDEPENDENT LIVING APARTMENTS
6. ADDITIONAL OPPORTUNITY FOR CHILDREN'S DAY CARE FACILITIES AND PUBLIC USE FACILITIES

C. NEW NEIGHBORHOODS PROVIDE THE DIRECT CONNECTION FROM THE NEW "TOWN CONNECTOR" (RTE. 5 TO FENWICK) IN THE FORM OF :

7. SINGLE FAMILY COTTAGES WHICH WOULD EXTEND THE EXISTING HISTORICAL COTTAGES (WITH THE POTENTIAL TO REHAB EXISTING STOCK.)
8. MULTI-FAMILY (3 TYPES) WITH HIGHER DENSITY UNITS ON BRETON BAY
9. SINGLE FAMILY (LARGE LOT) HOUSING

D. GATEWAY - WASHINGTON ST. TO INN-CONFERENCE CENTER

HONORING THE HISTORY OF LEONARDTOWN WITH THE PRESERVATION OF HISTORIC BUILDINGS (I.E. TUDOR HALL) AND/OR ADAPTIVE REUSE OF EXISTING BUILDINGS.

DEVELOPING A STREETScape TO ENCOURAGE PEDESTRIAN LINKS THROUGH MIXED LAND USES, THAT WILL FORM NEIGHBORHOODS AND CREATE PUBLIC AMENITIES.

10. EXISTING FOREST BECOMES A NEIGHBORHOOD PARK ALLOWING PEDESTRIAN FLOW FROM THE INN TO TOWN SQUARE.
11. INN AND CONFERENCE CENTER
 - 200 ROOM INN - 3 TO 4 STORY INN AND EXTENDED STAY BUILDINGS.
 - INDOOR POOL, CONFERENCE CENTER 20,000 SF. 300 PARKING SPACES
12. AMPHITHEATER RECREATIONAL PARK
 - WOODLAND PATHWAYS-TRAIL NETWORK CONNECTING INN-CONFERENCE CENTER, TOWN CENTER, WHARF, AND ADDITIONAL PARKING



LEONARDTOWN LAND-USE CONCEPT VISION PLAN ST. MARY'S COUNTY, MARYLAND

OWNER/DEVELOPER
TOWN OF
LEONARDTOWN

Land Planning and
Landscape Architecture
Crozier Associates

8600 Foundry Street
P.O. Box 2066
Savage, MD 20763
p. 443-745-4095

Phase I Strategic Plan Focus



Town of Leonardtown DOWNTOWN STRATEGIC PLAN

FEBRUARY 13, 2010

Shape our
SQUARE

LEONARDTOWN, MD
MAHAN RYKIEL
ASSOCIATES, INC.

sales in the same geography. Conversely, retail gain occurs when local sales exceed local demand.

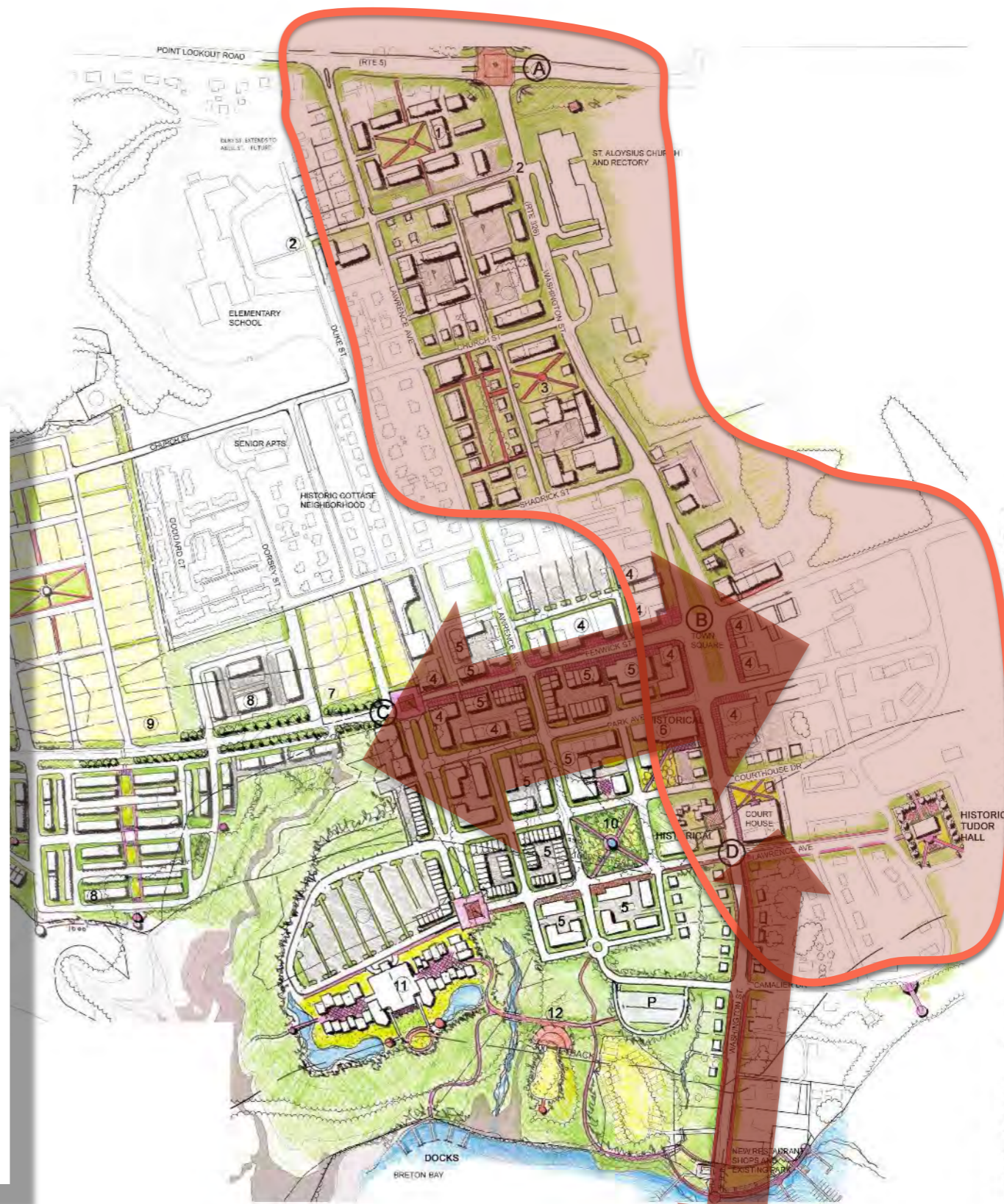
Shape our
SQUARE



FIGURE 24: Parking Improvements for the Square

34

Shape our
SQUARE



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SCALE DATE
1" = 200' 12/17/2012 REV.

Phase II Strategic Plan Focus

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Phase II Strategic Plan Focus



TUDOR HALL
Leonardtown, Maryland
PRELIMINARY OWNERSHIP MAP
Pleasant Developments, LLC
Revised September 23, 2019
REVISED MARCH 14, 2021

Phase II Strategic Plan Focus



Market Snapshot

Population Projections

Population is projected to grow over the next five years

- 8,302 residents (10 min. drive time)
- 66,741 residents (20 min. drive time)

Source: Claritas

Households: Over the next five years there is projected to be:

- 178 new households (10 min. drive time)
- 1,388 new households (20 min. drive time)

Source: Claritas

Housing Opportunities

- Capture rate is likely higher than estimated.
- Emergence of shift in housing type.
- Expected to continue along with national trends.

BUILDING PERMITS ST. MARY'S	2016	2017	2018	2019	2020
Total Units	698	1,164	931	689	555
Units in Single-Family Structures	689	1,164	871	615	399
Units in All Multi-Family Structures	9	0	60	74	156

Retail Leakage Analysis

RETAIL LEAKAGE

When local consumers buy
more than stores sell

OR

RETAIL GAIN

When stores sell more
than locals buy



PTA Retail Leakage 20 Min DT

Stores Sell

\$1.07 billion

Consumers Buy

\$1.25 billion

Market LEAKS

\$178 million



Retail Opportunities

- Capture scenario would place these at about 20-30% of total value.
- Conservative estimate because it:
 - Doesn't count for growth
 - Doesn't count visitors

Retail Opportunities

- **Restaurants/Dining** \$19.1 million leakage
14,300 SF Capture (30%) with Sales/SF at \$400
- **Furniture/Home furniture** \$18.7 million leakage
6,200 SF Capture (10%) with Sales/SF at \$300
- **Clothing/Accessories** \$16.9 million leakage
5,600 SF Capture (10%) with Sales/SF at \$300
- **Specialty Food/Beverage** \$ 5.1 million leakage
3,400 SF Capture (20%) with Sales/SF at \$400
- **Art/Gifts/Specialty** \$ 9.7 million leakage
6,500 SF Capture (20%) with Sales/SF at \$300

Hotel Opportunities

Daily Rates and Occupancy in St. Mary's County

- Average daily are increasing
- Occupancy rates are increasing

Source: Smith Travel Research (STAR) Reports

Hotel Opportunities

Reinforcing Factors

- Within one year the sole conference center hotel in the three-county region will cease operation
- Leonardtown has worked for years with the State and County to explore a full-service hotel as key component of Tudor Hall Farms

Hotel Opportunities

Reinforcing Factors

- **COVID-19** brought a significant shift to leisure stays in the county with high demand for weekend accommodations
- **The Inn at Leonardtown** demonstrates success of a downtown hotel
- **Downtown** continues to expand as a specialty dining and shopping **destination**
- Leonardtown offers the **opportunity** to add a hotel with amenities and attractions in a **waterfront** and **walkable downtown setting**
- A new facility would be the **only full-service property** in Southern Maryland and Virginia's Northern Neck

Phase II Framework



- ① Leonardtown Square Enhancements ("The Square")
- ② Streetscape Enhancements (Shade Tree Easements, Lighting, Sidewalks, Crosswalks, Outdoor Dining, and/or Wayfinding Signs)
- ③ Alley Enhancements
- ④ Waterfront Food Hall and Activities ("The Icehouse", Carousel, and Splash Pad)
- ⑤ Waterfront Gateway
- ⑥ Downtown Gateway
- ⑦ Potential Camalier Drive Overlook
- ⑧ Future Trail Connections
- ⑨ Potential Deck (Alternative Locations)
- ⑩ Potential Infill Mixed-Use (Oriented to Street Edges)
- ⑪ Potential Reorganization Of Parking Lot to Allow For Future Infill Mixed-Use if Leonardtown Volunteer Fire Department Relocates
- ⑫ Reorganized Parking
- ⑬ Parking Lot Reorganization
- ⑭ Potential Multi-Family/Townhouse Infill Development
- ⑮ Potential Hotel Expansion
- ⑯ Hotel and Conference Center ("The Lodge at Tudor Hall Farm")
- ⑰ Amphitheater ("The Overlook")
- ⑱ Shepherd's Old Field Market Expansion
- ⑲ New Park with Multi-Purpose Lawn, Dog Park, Playground, Pickleball, and Walking Paths ("Fenwick Lawn")
- ⑳ Mcintosh Park and Greenway Trailhead
- ㉑ Future Tudor Hall Farm Residential Development
- ㉒ Potential Tudor Hall Farm Mixed-Use Development and Parking Deck Placeholder
- ㉓ Meadow

LEONARDTOWN DOWNTOWN STRATEGIC PLAN
 OVERALL PLAN - DRAFT

Phase II Focus Areas



Waterfront



Waterfront

Goal: Expand access to and extend Leonardtown's waterfront.

- Accommodate more activities along the waterfront beyond The Wharf
- Respect, enhance, and showcase the natural environment
- Link amenities with a multi-purpose trail network
- Connect existing and future neighborhoods to the waterfront



FENWICK LAWN

WEST FENWICK STREET DISTRICT

THE LODGE AT TUDOR HALL FARM

THE OVERLOOK

LEONARDTOWN WHARF PARK

THE WHARF

BRETON BAY

21

19

2

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COURTHOUSE DR

8

16

TUDOR HALL

17

2

CAMALIER DR

4

THE
Wharf



The Wharf

Goal: Enhance Leonardtown Wharf as a recreational amenity and destination

- Preserve overall structure of the space
- Expand recreational amenities-splash pad and historic carousel
- Provide access to food/refreshment-at the right scale-"Food Hall"
- Expand parking resources
- Enhance connections to The Square and other amenities along the Waterfront

- ① Concession Building
- ② Improved Parking Lot (Permeable Paving, Shade Trees, Striping)
- ③ Potential Parking Expansion
- ④ Food Hall "The Icehouse"
- ⑤ Splash Pad
- ⑥ Covered Carousel
- ⑦ Raised Boardwalk
- ⑧ Flexible Lawn
- ⑨ Playground
- ⑩ Breton Bay Greenway Waterfront Extension



LEONARDTOWN DOWNTOWN STRATEGIC PLAN PHASE 2: WEST SIDE AND WATERFRONT

THE WHARF



February 16, 2022





Splashpad

- Small scale splashpad (not a waterpark).
- Flexible to be used when not in season.
- Decorative and interactive.
- Adjacent to Food Hall and Carousel.





Ice House
FOOD HALL





Ice-House Food Hall at the Wharf



Ice-House Food Hall

- Can start out as a food truck venue
- Flexible space for a variety of food vendors
- Extensions of existing restaurants
- Test concepts for restaurant expansion
- New dining startups
- Family friendly with a variety of offerings
- Outdoor common areas
- Potential second floor/rooftop for private events
- Reference the original ice plant architecturally

Waterfront Implementing Actions

- Visit food hall concepts in nearby communities
- Work with local developers, investors, and existing restaurateurs to test interest
- Complete a more detailed design of the concept including the food hall, carousel, and splash pad with a focus on accommodating accessibility while constructing above flood elevation
- Prepare a light pro-forma
- Explore funding options for public infrastructure to support the project including parking, ADA accommodations, and storm water management
- Organize food truck events in the near term to seed public interest

THE *Overlook* AMPHITHEATER



The Overlook Amphitheater

Goal: Provide an outdoor space that is flexible for performances and gatherings/events while celebrating the waterfront.

- 1,200-1,500 capacity for performances
- Responds to site landform and views to Breton Bay
- Clear and direct access from Washington Street
- Convenient and accessible parking while recognizing the right balance for the site
- Connections to other amenities, destinations, and neighborhoods align a multi-use trail network



- ① Covered Stage/Pavilion
- ② Lawn Seating/Gathering Area
- ③ Parking
- ④ Drop-Off/Entry Plaza
- ⑤ Breton Bay Greenway
- ⑥ The Lodge at Tudor Hall Farms
- ⑦ Amphitheater Entrance
- ⑧ The Wharf

BRETON BAY

WASHINGTON STREET

LEONARDTOWN DOWNTOWN STRATEGIC PLAN PHASE 2: WEST SIDE AND WATERFRONT
 THE OVERLOOK



February 16, 2022

MAHAN RYKIEL
 LANDSCAPE ARCHITECTURE
 URBAN DESIGN & PLANNING

Arnett Muldrow & Associates
 Planning | Branding | Economic Development

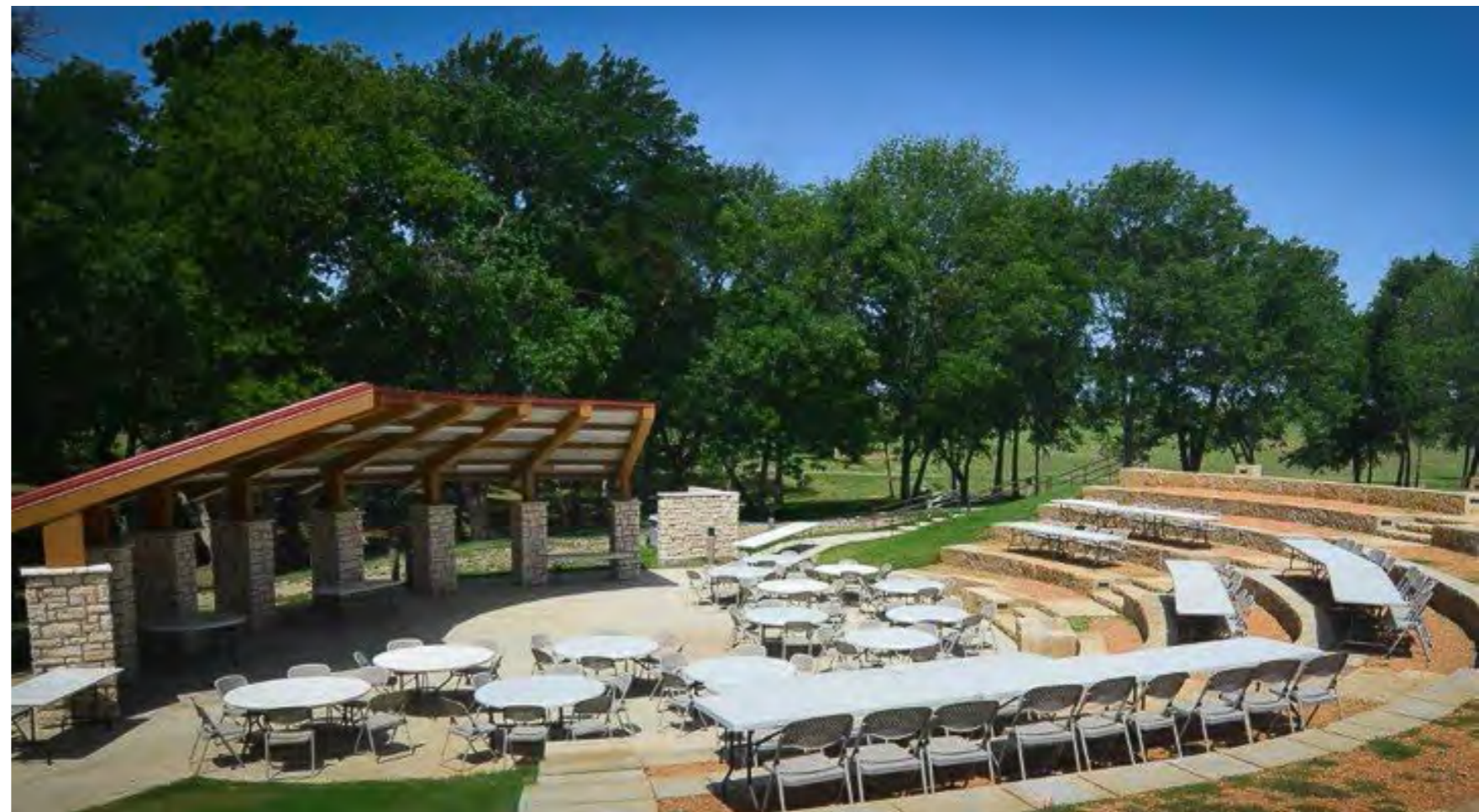


Alternate
Location for
Carousel



- ① Covered Stage/Pavilion
- ② Lawn Seating/Gathering Area
- ③ Parking
- ④ Drop-Off/Entry Plaza
- ⑤ Breton Bay Greenway
- ⑥ The Lodge at Tudor Hall Farms
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- ⑧ The Wharf





The Overlook Implementing Actions

- Visit amphitheaters in other communities
- Explore land swap to allow for access from Washington Street
- Determine types of events to plan for, including revenue-generating
- Explore funding opportunities
- Prepare detailed design that maximizes flexibility

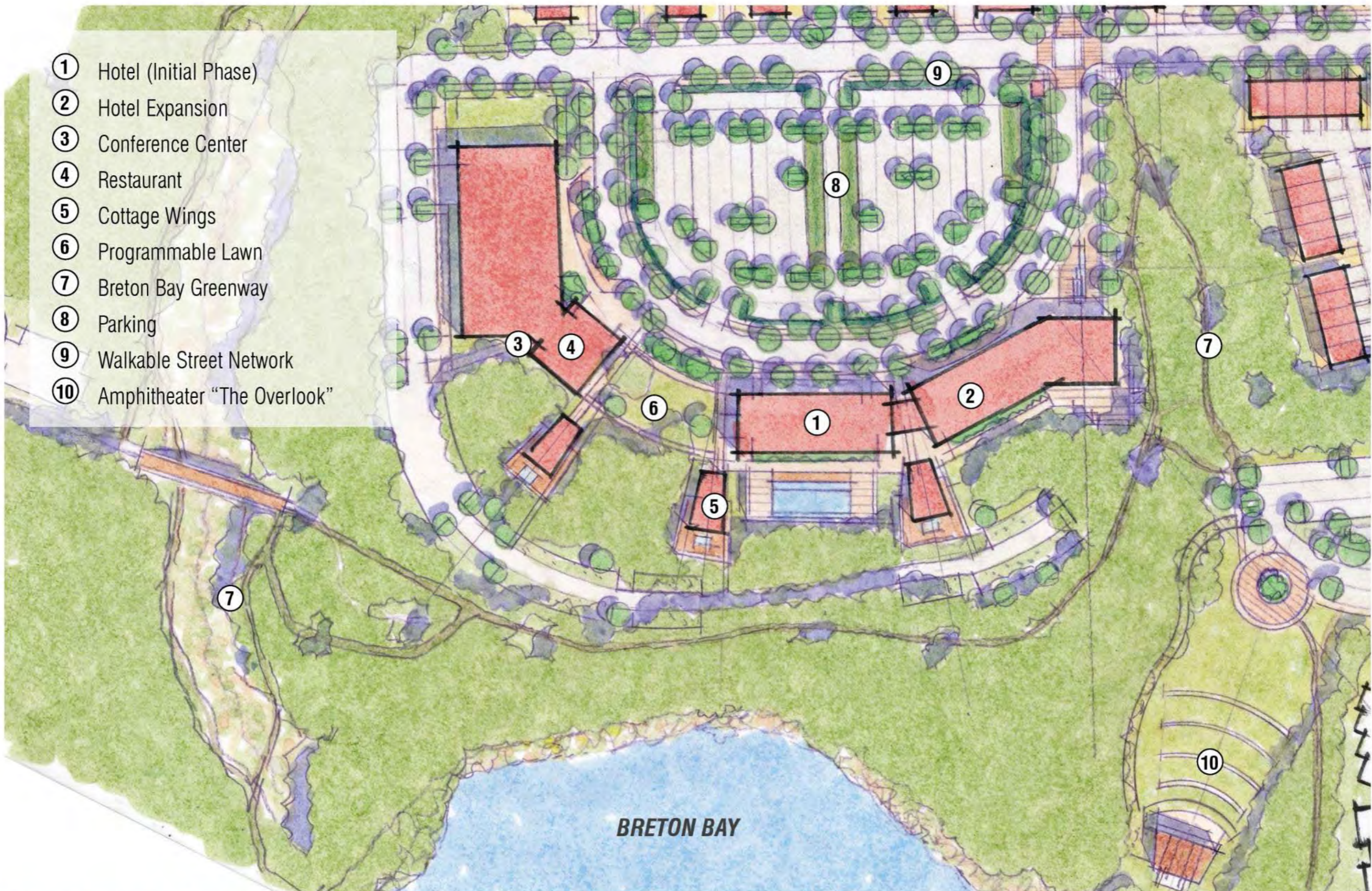
THE
Lodge
at
TUDOR HALL FARM



The Lodge at Tudor Hall Farm

Goal: Pursue the long-standing objective of a Full-Service Hotel in St. Mary's County that provides amenities for business and leisure travelers.

- 125 Rooms with potential to expand to 250 rooms
- Amenity rich nature hotel, water views, with “cottage wings” for small groups
- 25,000-50,000 square feet of conference space with common area and breakout rooms
- On site restaurant
- Only such facility in the three-county region



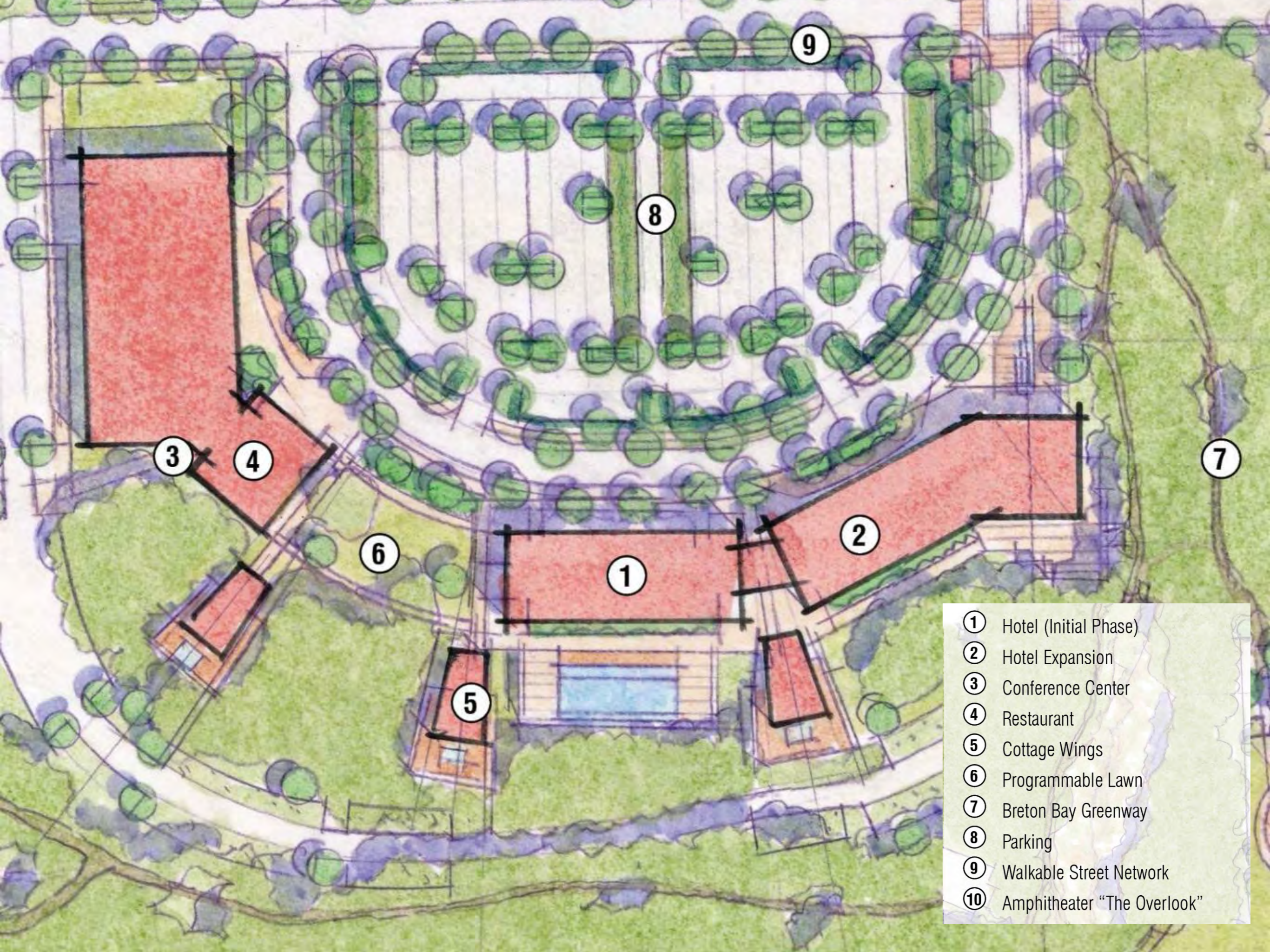
- ① Hotel (Initial Phase)
- ② Hotel Expansion
- ③ Conference Center
- ④ Restaurant
- ⑤ Cottage Wings
- ⑥ Programmable Lawn
- ⑦ Breton Bay Greenway
- ⑧ Parking
- ⑨ Walkable Street Network
- ⑩ Amphitheater "The Overlook"

LEONARDTOWN DOWNTOWN STRATEGIC PLAN PHASE 2: WEST SIDE AND WATERFRONT

THE INN AT TUDOR HALL FARM



February 16, 2022



- ① Hotel (Initial Phase)
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The Lodge Implementing Actions

- Continue to vet the hotel concept with developers
- Complete a more robust market study that considers profit points, margins, and return on investment
- Be prepared to offer incentives in the form of land write downs and public/private partnership ownership of conference space to complete the project



Breton Bay

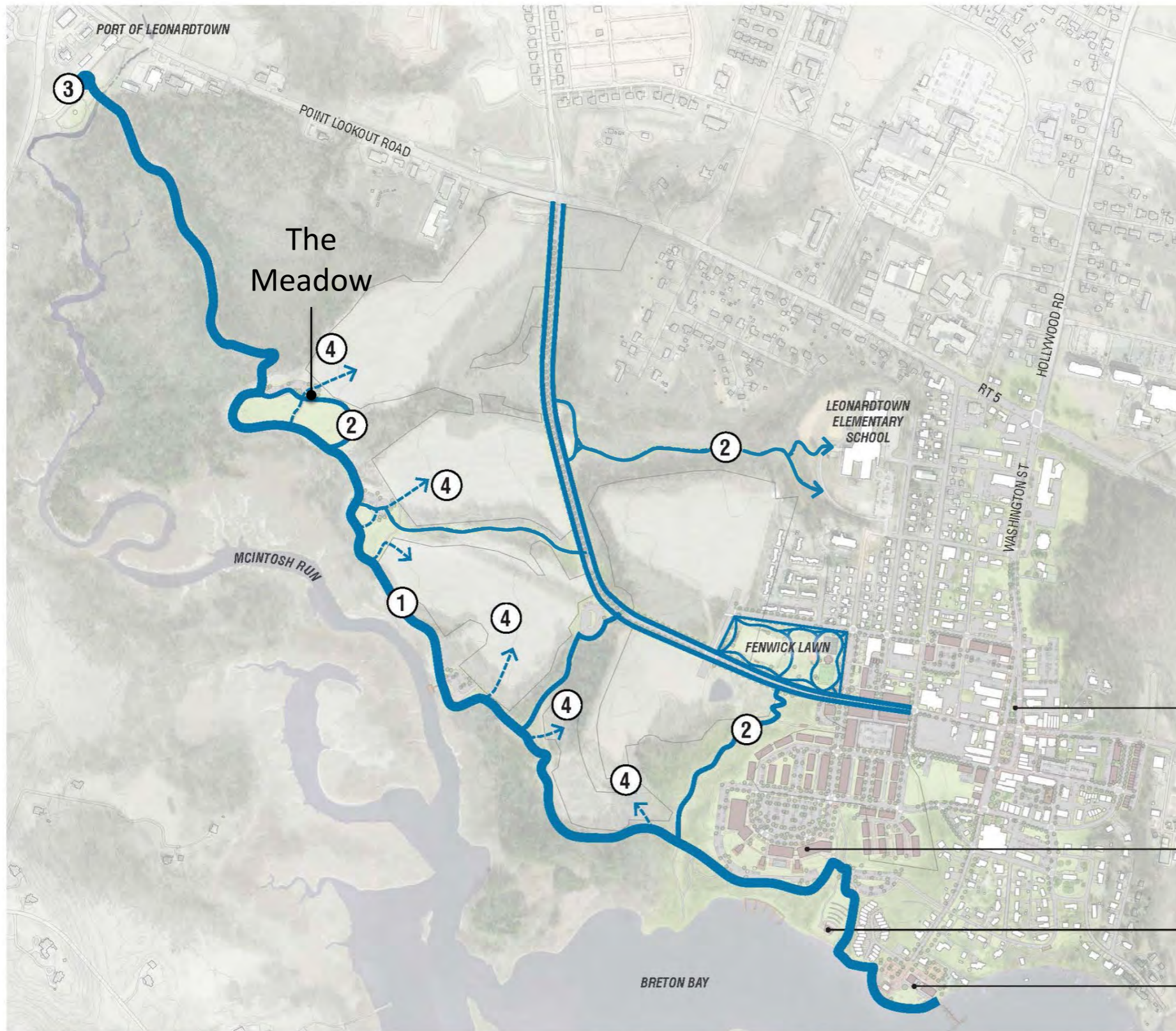
GREENWAY



Breton Bay Greenway

Goal: Showcase the waterfront, link amenities and provide a variety of experiences

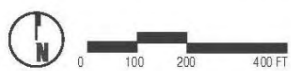
- Variable Surface
- Tudor Hall Farm Linkages
- Broader Community Linkages
- Hierarchy of Park Spaces
- Variety of “Loops”
- Variety of Experiences and Activities
- Interpretation (Environmental, History, and Culture)



- ① Primary Greenway
- ② Connecting Trails
- ③ McIntosh Park Trailhead
- ④ Tudor Hall Farm Connections

- THE SQUARE
- THE LODGE AT TUDOR HALL FARM
- THE OVERLOOK
- THE WHARF

LEONARDTOWN DOWNTOWN STRATEGIC PLAN PHASE 2: WEST SIDE AND WATERFRONT
BRETON BAY GREENWAY NETWORK



February 16, 2022













The Meadow

Goal: Establish a passive open meadow to highlight the area's ecological diversity.

- Provide mow paths/natural surface paths as an off-shoot of the main greenway
- Incorporate interpretive signage
- Provide some parking and amenities-benches, shelter, etc.



23

21

21

MCINTOSH RUN

FENWICK STREET EXTENDED





Greenway Implementing Actions

- Continue to work with Tudor Hall Farms to coordinate connections to development parcels
- Explore feasibility of trail connections through stream valleys
- Prepare detailed plans for trail extension along the waterfront from the Wharf
- Prepare plans for primary trail, providing for connections to and interface with the hotel and amphitheater



Fenwick Lawn



Fenwick Lawn

Goal: Create a centrally-located, active and flexible community park as a complement to Leonardtown's other parks and open spaces.

- Bound by public roadways to maximize visibility
- Provide a multi-purpose lawn large enough for pick-up games and community gatherings
- Complement existing and potential new businesses with activities that appeal to patrons as well as nearby residents



- ① Flexible Multi-Purpose Lawn (Sized to Accommodate Soccer)
- ② Pickleball
- ③ Dog Park
- ④ Playground
- ⑤ Covered Pavilion
- ⑥ Loop Path
- ⑦ Park Entrances
- ⑧ Environmentally-Enhanced Drainage Channel
- ⑨ Breton Bay Greenway Trail Network
- ⑩ Potential Mixed-Use Development
- ⑪ Potential Retail Expansion
- ⑫ On-Street Parking (Typical)
- ⑬ Potential Parking Deck

LEONARDTOWN DOWNTOWN STRATEGIC PLAN PHASE 2: WEST SIDE AND WATERFRONT
 FENWICK LAWN AND ADJACENT DEVELOPMENT OPPORTUNITIES



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BARTHELME STREET EXTENDED

LONGMORE STREET EXTENDED

FENWICK STREET EXTENDED

Flexible Multi-Purpose Lawn (Sized to Accommodate Soccer)

Pickleball

Dog Park

Playground

Covered Pavilion

Loop Path

Park Entrances







Fenwick Lawn Implementing Actions

- Coordinate with Tudor Hall Farms for open space easements along western portion of park
- Consider park interface as detail plans for Fenwick Street Extended are developed
- Begin planning for extensions to Longmore and Barthleme Streets
- Prepare detailed plans for park (coordinated with Fenwick Street plans)

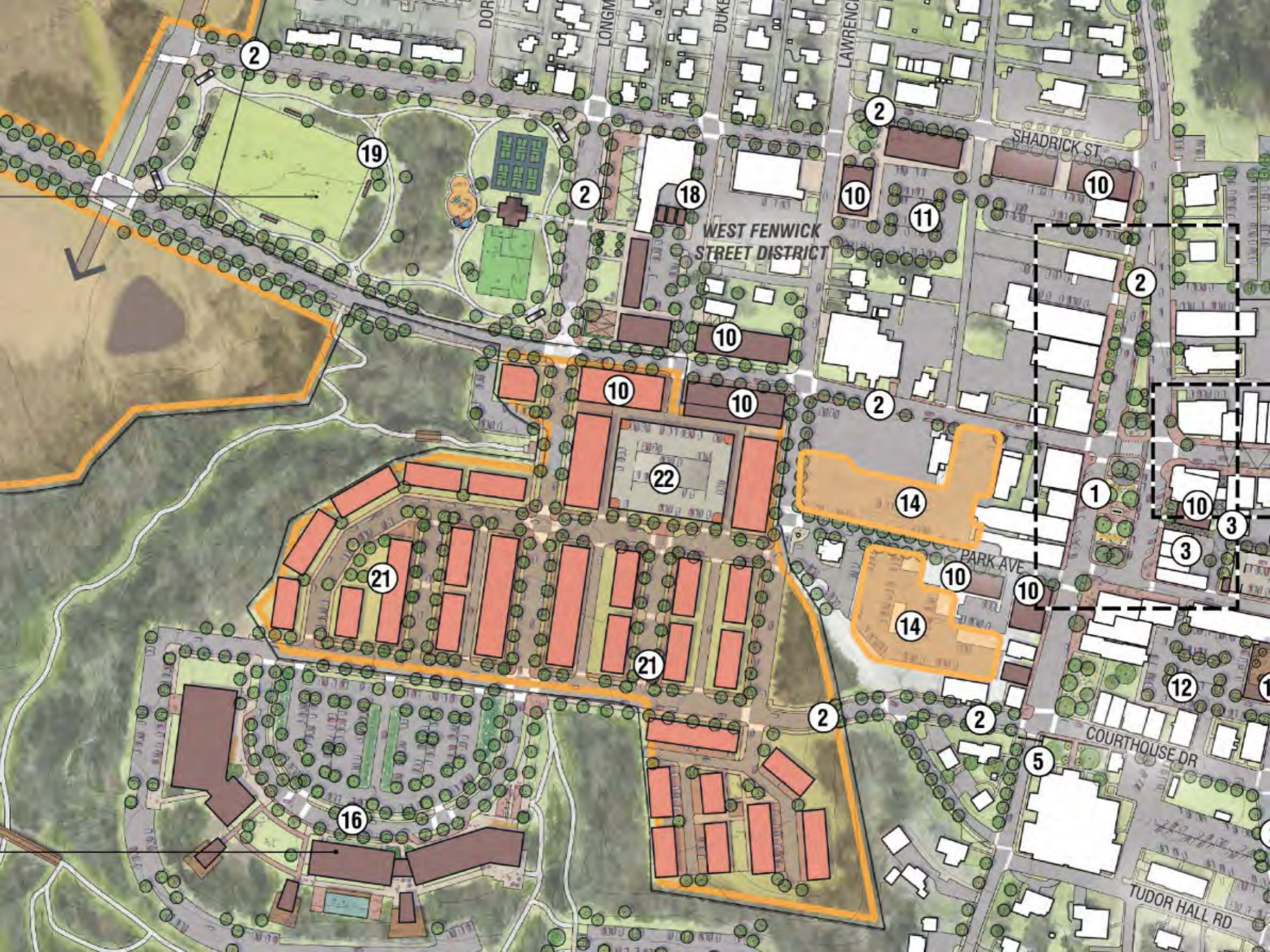
West Fenwick



West Fenwick-Downtown Expansion

Goal: Guide westward expansion of downtown along Fenwick Street with clear connections and complementary uses.

- “Seamless” connection between the Square and Tudor Hall Farm
- Transition from more intensive uses close to downtown to less intensive away focusing on a variety of housing and expanded commercial development
- Long-term placeholder for parking deck



2

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WEST FENWICK STREET DISTRICT

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COURTHOUSE DR

TUDOR HALL RD







Walden,
Mechanicsburg, PA

West Fenwick Implementing Actions

- Continue to work with developers on the site planning of the former auto dealership property, emphasizing Park Avenue as a pedestrian-friendly connection
- Continue to facilitate re-use or redevelopment of the auto dealership buildings with an emphasis on retail space along Washington Street

West Fenwick Implementing Actions

- Maintain placeholder for future parking deck and explore funding opportunities
- Work with Tudor Hall Farms and other property owners to preserve mixed-use development and ground floor retail space along Fenwick Street Extended
- Encourage mix of housing types including stacked flats, stacked townhouses, senior housing, and other multi-family
- Work with Fire Department on re-use of property should they relocate to a location more central to their service area.

Discussion

Next Steps

Next Steps

1. Final Refinements to Plan
2. Summary Package