



Leonardtown  
*A most exceptional place!*

# DOWNTOWN STRATEGIC PLAN

*Phase 2: West Side and Waterfront*

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2019 Downtown Strategic Plan Phase I



2020 Alley Network, Community Branding, and Wayfinding Plan

## MARKET SNAPSHOT

Population is expected to grow in next five years to:

- 1,974 within a 5-minute driving time
- 7,687 within a 10-minute driving time
- 62,987 within a 20-minute driving time

New Households within next five years projected to increase by:

- 27 new households within a 5-minute driving time
- 116 new households within a 10-minute driving time
- 797 new households within a 20-minute driving time

### HOUSING OPPORTUNITIES

- Capture rate is likely higher than estimated
- Emergence of shift in housing type closer to downtown (townhouses and stacked flats)
- Expected to continue along with national trends

### TRADE AREA RETAIL LEAKAGE (within a 20-minute driving time)

- Stores sell:.....1.07 billion
- Consumers buy:.....\$1.25 billion
- Market leaks:.....\$178 million

### RETAIL OPPORTUNITIES\*

- Restaurants/Dining:.....\$19.1 million  
(Potential 14,325 SF additional for downtown at a 30% capture rate)
- Furniture/home Furnishings:.....\$18.7 million  
(Potential 6,233 SF additional for downtown at a 10% capture rate)
- Clothing/Accessories:.....\$16.9 million  
(Potential 5,633 SF additional for downtown at a 10% capture rate)
- Specialty Food/Beverage:.....\$5.1 million  
(Potential 3,400 SF additional for downtown at a 20% capture rate)
- Art/Gifts/Specialty:.....\$9.7 million  
(Potential 6,647 SF additional for downtown at a 20% capture rate)

\*10-30% capture of total value for area (conservative estimate because it excludes growth and visitors)

### HOTEL OPPORTUNITIES

- Average daily rates and occupancy rates in St. Mary's County are increasing
- Within one year, the sole conference enter hotel in three-county region will cease operation
- COVID 19 Pandemic brought a significant shift to leisure stays in St. Mary's County
- Inn at Leonardtown demonstrates success of local market

## Introduction

The Town of Leonardtown *Downtown Strategic Plan* Phase 2 provides a guiding framework for change in downtown Leonardtown over the next 10-20 years. It builds upon previous downtown planning efforts including the 2012 *Land-Use Concept Vision*, the 2019 *Downtown Strategic Plan* Phase 1, and the 2020 *Alley Network, Community Branding, and Wayfinding Plan*. Specifically, it serves as a framework for continued enhancements to the waterfront, an extension of downtown to the west and transitions to Tudor Hall Farm, and improved connectivity.

## Process

Retained by the Town of Leonardtown, Mahan Rykiel Associates of Baltimore, MD led the planning team that included Arnett Muldrow Associates of Greenville, SC. The Team conducted the planning process from September 2021 through March 2022 with the following milestones:

### OCTOBER 2021 | WORKSHOP #1

- Site Reconnaissance
- Steering Committee Meeting
- Property and Business Owner Input Meetings
- Council Workshop

### NOVEMBER 2021 | WORKSHOP #2

- On-Site Design Charrette
- Steering Committee Meeting
- Public Meeting

### FEBRUARY 2022 | WORKSHOP #3

- Steering Committee Meeting
- Council Workshop Draft Plan

## Market Summary

The Leonardtown population is expected to continue its pattern of robust growth into the future. With this growth, it is highly likely that the development of Tudor Hall Farm will shift the new households closer to the center of town with demand for a greater mixture of housing types in areas closer to the Square. In terms of the retail market, there will continue to be demand in retail categories that appeal to the resident and visitor markets such as restaurants/cafes, furniture stores/home furnishings, clothing/clothing accessories, specialty food/beverage, and arts/gifts. In terms of hotel opportunities, a number of factors support a full-service hotel with conference component near the waterfront between downtown and Tudor Hall Farm. These factors include the COVID 19 Pandemic that brought a significant shift to leisure stays in St. Mary's County with high demand for weekend accommodations, demonstrated success associated with the redevelopment of the Inn at Leonardtown, downtown's continued evolution as a dining and specialty shopping destination in a walkable environment, and the appeal of a waterfront setting with multiple amenities and attractions.



1"-0" SCALE

- 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

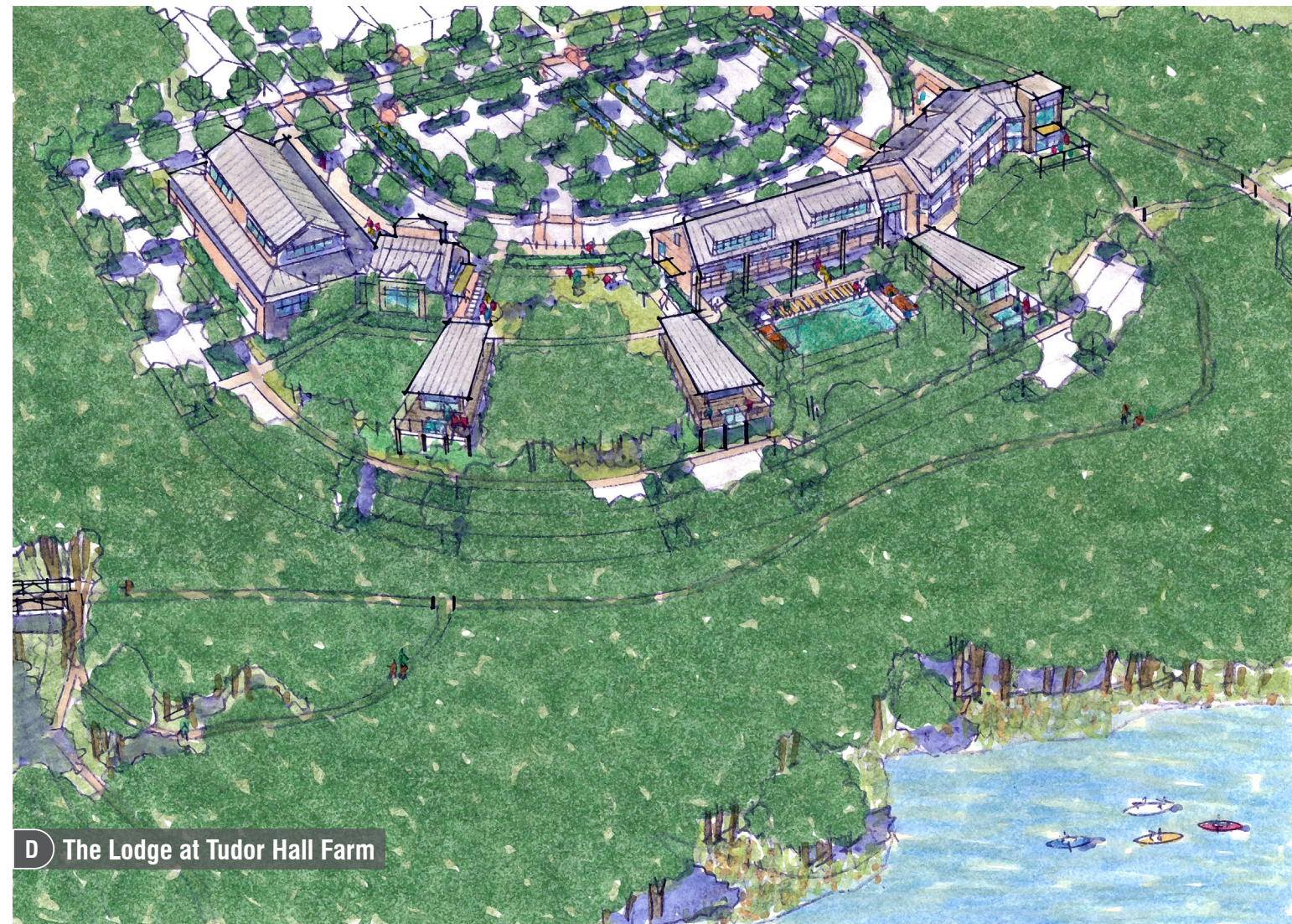




Photo: Elvert Barnes | Creative Commons Attribution-ShareAlike 2.0



**B** Breton Bay Greenway



**D** The Lodge at Tudor Hall Farm



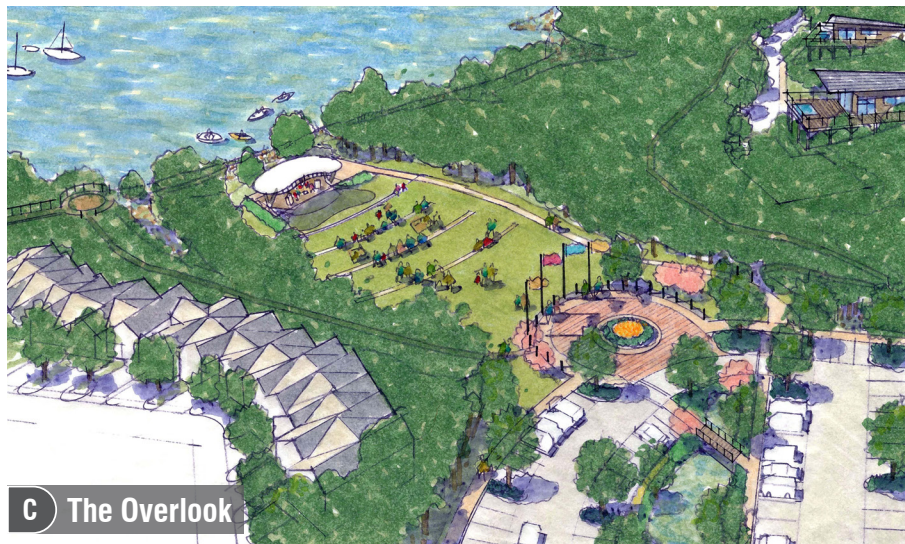
**A** The Wharf



**B** Breton Bay Greenway



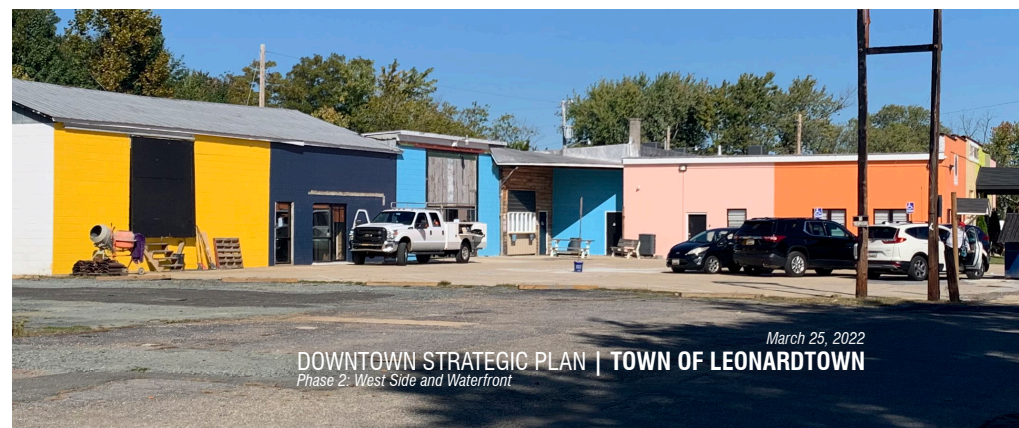
**E** Fenwick Lawn



**C** The Overlook



**F** West Fenwick District





THE  
**Wharf**



## A: The Wharf

The Wharf continues to be an active waterfront destination and trailhead for the Breton Bay Greenway Network at the foot of Washington Street.

### PLAN COMPONENTS

#### 1. Existing Concession Building

#### 2. Improved Parking Lot

- Permeable paving
- Shade tree planting
- Flush curbs

#### 3. Potential Parking Expansion

#### 4. The Icehouse Food Hall

- Family-friendly venue with a variety of offerings
- Architectural design that recalls original ice plant
- Flexible for a variety of food vendors
- Extensions of existing restaurants
- Test concept for restaurant expansion
- New dining startups
- Outdoor common areas
- Potential second floor/rooftop for private events

#### 5. Splash Pad

- Small scale
- Useable gathering area when not in use as splash feature

#### 6. Covered Historic Carousel

#### 7. Raised Boardwalk

- Platform to organize multiple amenities
- Elevated above floodplain
- ADA accessible

#### 8. Flexible Lawn

#### 9. Existing Playground

#### 10. Breton Bay Greenway Waterfront Extension



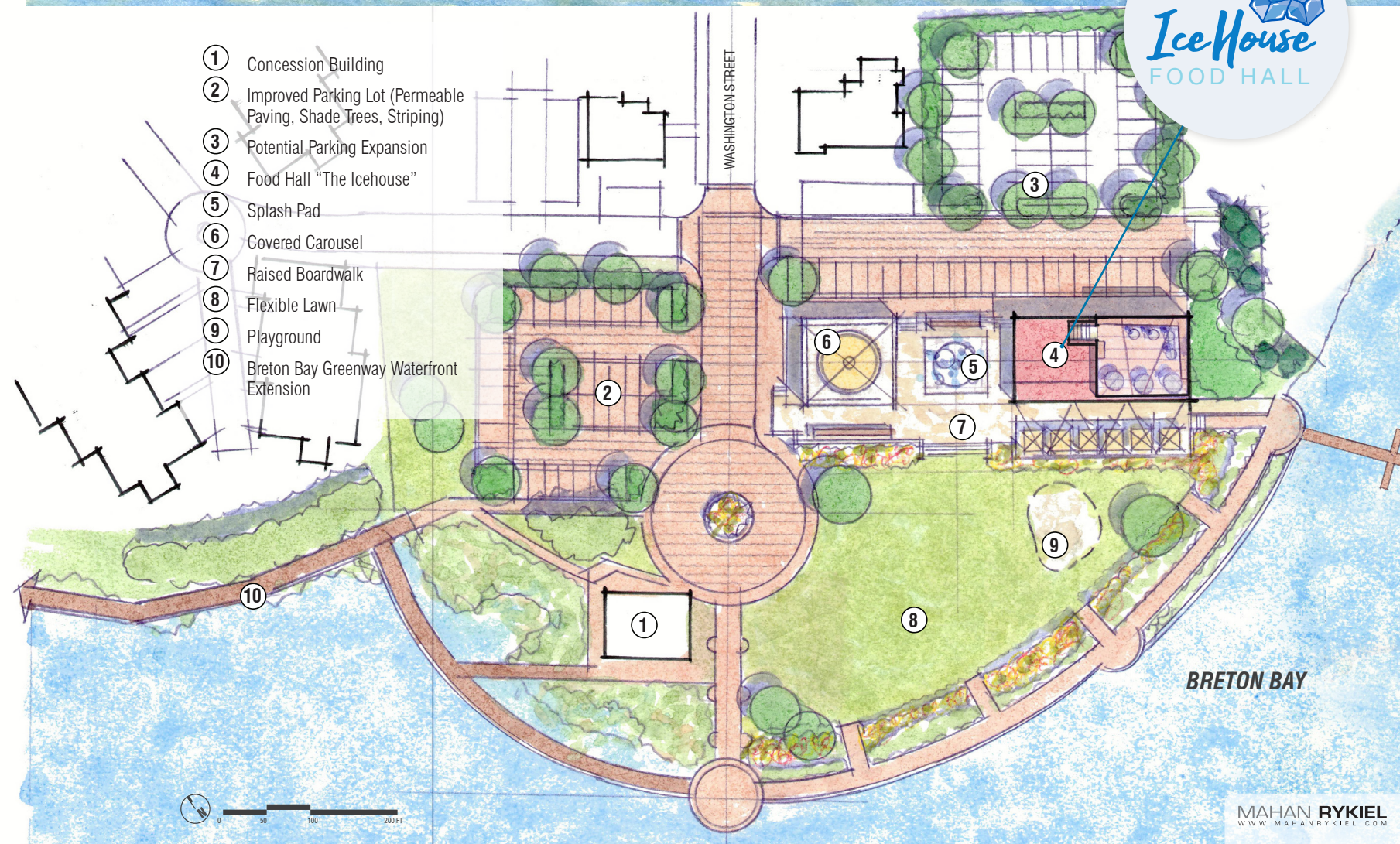
Community Space at Water Street Tampa



Banks Food Hall, Columbus, GA

### IMPLEMENTING ACTIONS

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





# Breton Bay GREENWAY





## B: Breton Bay Greenway

The Breton Bay Greenway is a network of multi-use trails connecting destinations throughout Leonardtown, with the primary trail following the waterfront of Breton Bay and McIntosh Run.

### GOAL

Showcase the waterfront, link amenities, and provide a variety of user experiences.

- Vary trail surfaces and utilize materials appropriate to the site conditions
- Create a trail network with broader community linkages through public open spaces
- Provide for a variety of park spaces along the trail network
- Provide for a variety of experiences and activities along the trail network
- Incorporate interpretation-environmental, cultural, and historical



Example of crushed stone pathway (Lake Champlain Greenway)

### PLAN COMPONENTS

#### 1. Primary Greenway

- Connecting the Wharf to McIntosh Park
- Boardwalk sections
- Crushed Stone sections
- Asphalt sections
- Interpretive and wayfinding signage
- "The Meadow" natural area

#### 2. Connecting Trails

- Fenwick Street Extended connections
- Fenwick Lawn connections
- The Lodge at Tudor Hall Farm connections
- Leonardtown Elementary School connections
- Interpretive and wayfinding signage

#### 3. McIntosh Park Trailhead

- Bridge across McIntosh Run
- Interpretive and wayfinding signage

#### 4. Tudor Hall Farm Connections

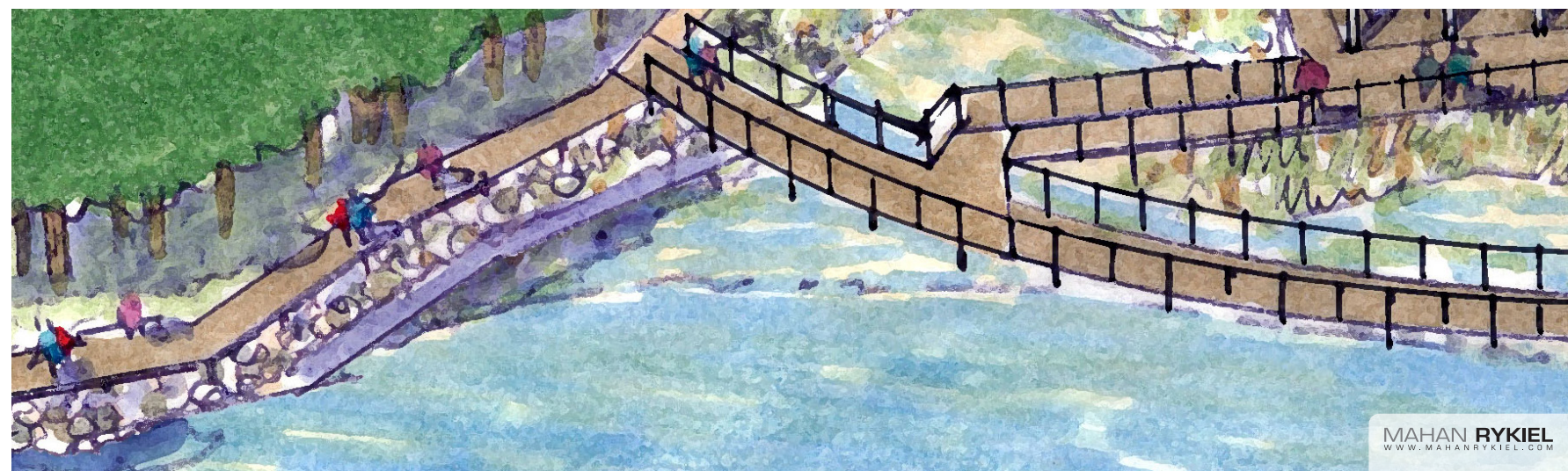
- Modest parking areas
- Local residential road connections
- Connections to Tudor Hall Farm amenities
- Interpretive and wayfinding signage



Example of potential boardwalk treatment

### IMPLEMENTING ACTIONS

- Continue to work with Tudor Hall Farm to coordinate connections to development parcels
- Explore feasibility of trail connections through stream valleys
- Prepare detailed plans for phased trail extension along the waterfront from The Wharf
- Prepare plans for the primary trail, providing for connections to and interface with the hotel/conference center and the Amphitheater







THE  
*Overlook*  
AMPHITHEATER



Peace Center's TD Stage, Greenville, SC  
Image Source: Yelp

## C: The Overlook

The Overlook Amphitheatre is designed to be a community gathering place for concerts, performances, outdoor weddings, and similar events. The Overlook would also function as a flexible gathering space when not programmed for events. With 1,200 to 1,500 seats, the Overlook Amphitheatre takes advantage of the topography to create a water view venue nestled along the Breton Bay trail network.

### GOAL

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

- Provide capacity for 1,200-1,500 performance spectators
- Respond to the site landform and views to Breton Bay
- Provide clear and direct access to and from Washington Street
- Provide convenient and accessible parking while recognizing that some parking will occur throughout downtown
- Connect to other amenities, destinations, and neighborhoods along a multi-use trail network

### PLAN COMPONENTS

- 1. Covered Stage/Pavilion**
  - Architecturally "transparent" to allow views to water
  - Flexible design for use as a stage and pavilion
  - Service/loading access along wide pathway
- 2. Lawn Seating/Gathering Area**
  - Slope following natural landform
  - Potential fixed seat walls
- 3. Parking**
  - Terraced with topography
  - Preservation of existing trees where possible
  - Permeable paving
- 4. Drop-Off/Entry Plaza**
  - Plaza space/interface with Breton Bay Greenway
  - Primarily pedestrian space that can accommodate vehicles
  - Alternate location for historic carousel
- 5. Breton Bay Greenway**
- 6. The Lodge at Tudor Hall Farm**
- 7. Amphitheater Entrance**
  - Potential land swap to allow for direct alignment
  - Screening/landscape treatment along adjacent properties
- 8. The Wharf**



Friedman Park Amphitheater in Newburgh, IN; Image: Hafer Design



Penn Community Bank Amphitheater in Bensalem, PA

### IMPLEMENTING ACTIONS

- Visit amphitheatres in other communities
- Explore land swap to allow access from Washington Street
- Determine types of events to plan for, including revenue-generating events



- 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 Waterfront



THE  
**Lodge**  
at  
TUDOR HALL FARM



## D: The Lodge At Tudor Hall Farm

The Lodge at Tudor Hall Farm is a 125-room amenity-rich hotel/conference center overlooking Breton Bay with walkable access to downtown and The Wharf.

### GOAL

Pursue the long-standing objective of having a full-service hotel in St. Mary's County that provides amenities for business and leisure travelers.

- Plan for 125 rooms initially with potential to expand to 250 rooms
- Provide variety of amenities to appeal to business and leisure travelers
- Plan for 25,000-50,000 square feet of conference space
- Provide an on-site restaurant

### PLAN COMPONENTS

- Phase 1 Hotel-125 Rooms**
- Hotel Expansion-125 Rooms**
- Conference Center**
  - 25,000-50,000 SF
  - Common area and breakout rooms
- Restaurant**
  - Full-service, destination
  - Serves local community and hotel/conference guests
  - Water views
- Cottage Wings**
  - Small groups/families in self-contained premium rooms
  - Within tree canopies
- Programmable Lawn**
- Breton Bay Greenway**
- Parking**
  - Stormwater management integrated into design
  - Permeable paving
- Walkable Street Network**
- The Overlook Amphitheater**



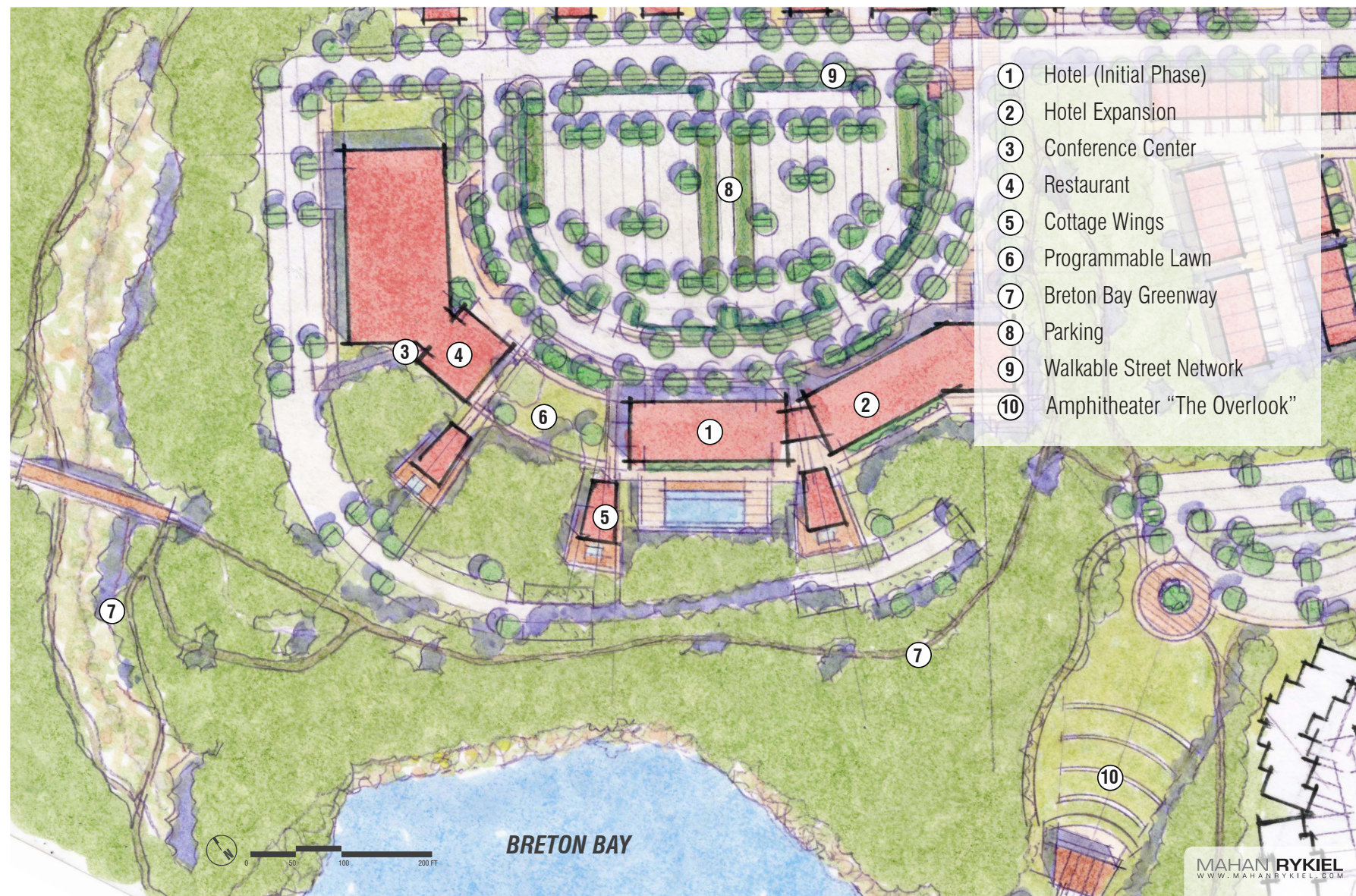
Bear Creek Mountain Resort, Macungie, PA



Quartz Mountain Resort Arts And Conference Center in Lone Wolf, OK

### IMPLEMENTING ACTIONS

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



- 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"



# Ferwick Lawn



## E: FENWICK LAWN

Fenwick Lawn is a new community park located at the junction of downtown, existing neighborhoods, and new Tudor Hall Farm neighborhoods.

### GOAL

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

- Maximize visibility and accessibility to park from public roadways.
- 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 and nearby residents.
- Activate park with adjacent mixed-use development.

### PLAN COMPONENTS

#### 1. Flexible Multi-Purpose Lawn

- Sized to accommodate soccer and football
- No fencing
- Informal groupings of shade trees around perimeter

#### 2. Pickleball

- Fenced
- Maintainable surface
- Gated access

#### 4. Playground

- Creative play
- Appeal to children of all abilities
- Shade

#### 5. Covered Pavilion

- Centrally-located
- Serving multiple amenities (pickleball, dog park, playground)

#### 6. Loop Path

- Varying circuit lengths
- Connections to street intersections

#### 7. Park Entrances

- Park signage
- Welcoming gathering areas
- Clear sightlines into park

#### 8. Environmentally-Enhanced Drainage Channel

- Tree preservation where possible
- Sensitive grade transitions

#### 9. Breton Bay Greenway Trail Network

#### 10. Potential Mixed-Use Development

- Activated street edges and park frontage

#### 11. Potential Retail Expansion

#### 12. On-Street Parking

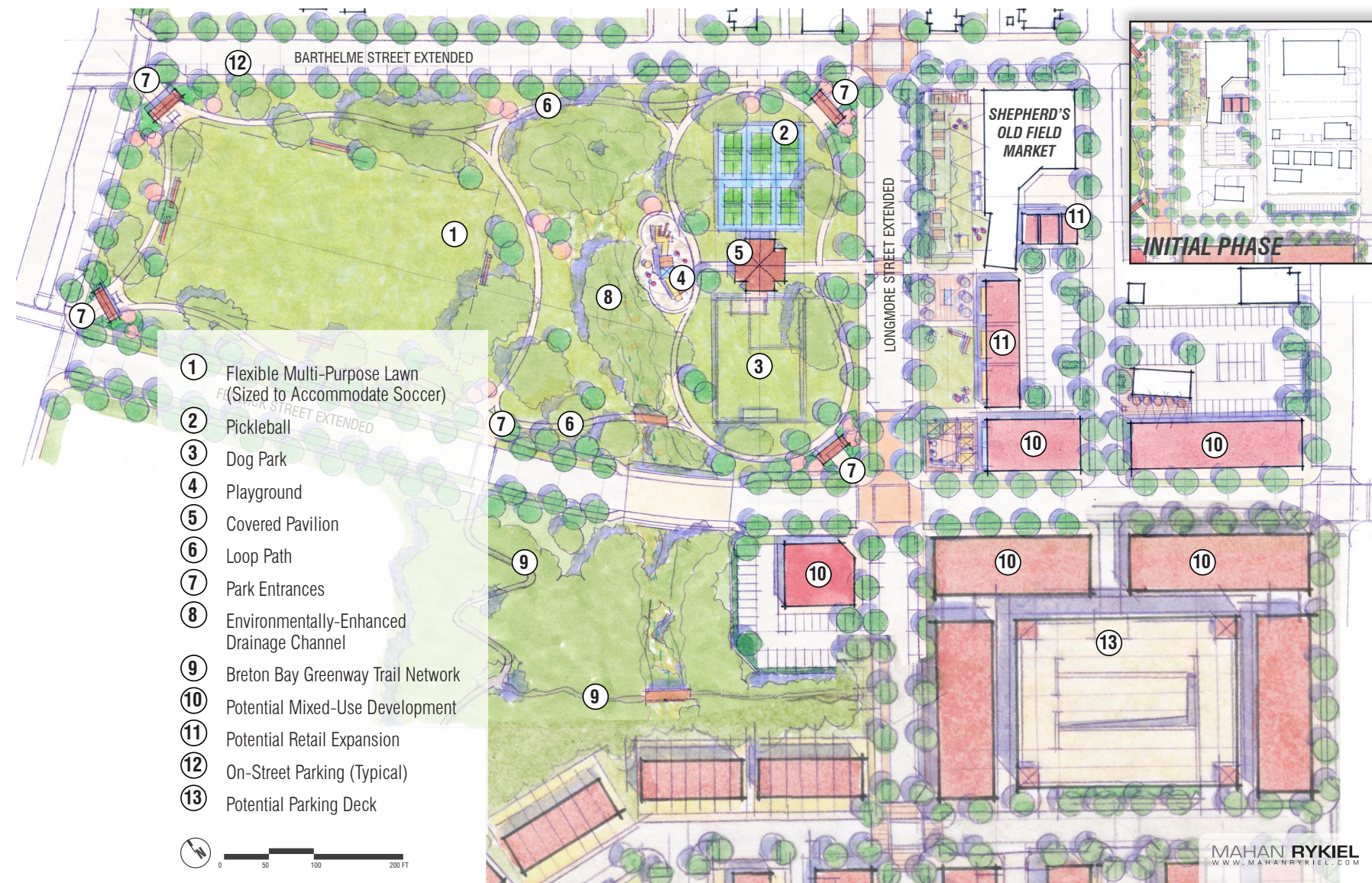
- In place of parking within the park
- "Eyes on the Park"

#### 13. Potential Parking Deck

- Placeholder for future opportunity

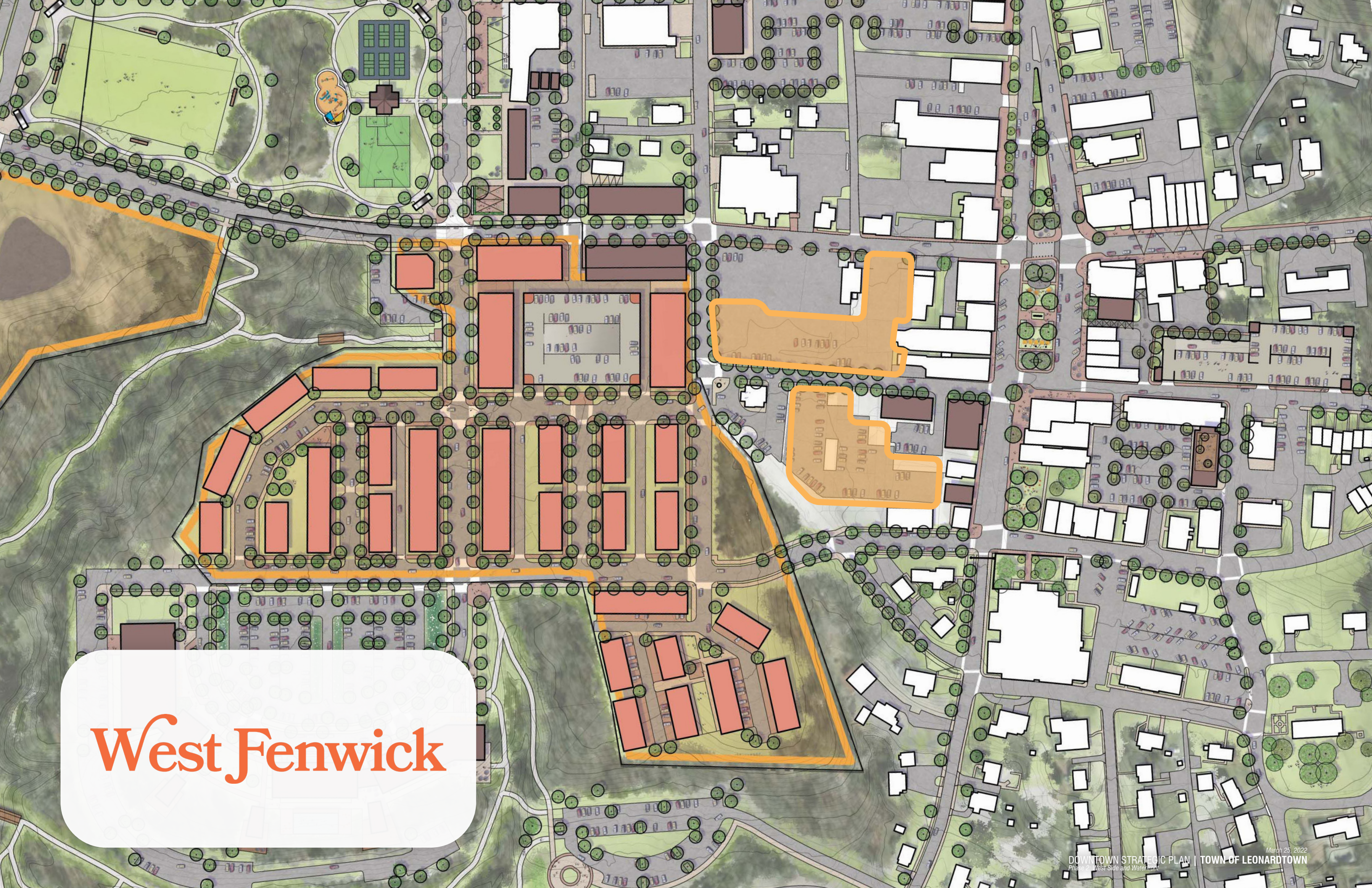
### IMPLEMENTING ACTIONS

- Coordinate with Tudor Hall Farm for open space easements along western portion of park to allow park to have public street frontage on all sides
- Consider sensitive park interface with Fenwick Street Extended as construction plans are developed.
- Begin planning for extensions to Longmore (shorter term) and Barthleme (longer term) Streets.
- Prepare detailed plans for park (coordinated with Fenwick Street and Tudor Hall Farm plans).



- 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





# West Fenwick



## F. WEST FENWICK DISTRICT DOWNTOWN EXPANSION

The West Fenwick District expands downtown to the west, building upon the creative energy of Shepherd's Old Field and reinforcing transitions from the Square to Tudor Hall Farm and the Waterfront.

### GOAL

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

- Create a seamless connection between the Square and Tudor Hall Farm.
- Transition from more intensive uses close to downtown to less intensive uses further away, with a focus on a variety of housing types and expanded commercial/mixed-use development.
- Preserve long-term opportunities for a public parking deck.
- Utilize development and redevelopment patterns that promote walkability.

### PLAN COMPONENTS

#### 1. Leonardtown Square Enhancements ("The Square")

#### 2. Streetscape Enhancements

- On-street parking
- High canopy street trees (double row along Fenwick Street Extended, west of Longmore Street)
- Median planting (western segment of Fenwick Street Extended)
- Lighting
- Sidewalks and crosswalks
- Outdoor dining (adjacent to mixed-use development)
- Wayfinding signs

#### 5. Waterfront Gateway

#### 10. Potential Infill Mixed-Use

- Oriented to street edges with parking to the rear and sides
- Lower-level retail, restaurant, or other commercial uses
- Activation of sidewalk areas (outdoor dining/gathering areas, large display windows, building entrances)
- Renovation, additional floor, and/or new construction (redevelopment) at the southwest corner of Park Avenue and Washington Street (former Chevy dealership).

#### 11. Potential Reorganization of Parking Lot

#### 12. Reorganized Parking

#### 14. Potential Multi-Family/Townhouse Infill Development

- Buildings oriented to existing and new street network
- Mixed-use along Fenwick Street frontage (desired)
- Consideration for senior/"over-55" housing

#### 16. The Lodge at Tudor Hall Farm

#### 18. Shepherd's Old Field Market Expansion

#### 19. Fenwick Lawn

#### 21. Tudor Hall Farm Residential Development

- Higher density housing to include multi-family, townhouse, and upper floor over commercial uses (where feasible along Fenwick Street Extended)
- Coordinated with hotel/conference center development, particularly along Longmore Street, the approach to the hotel

#### 22. Tudor Hall Farm Mixed-Use Development and Parking Deck Placeholder

- Separate parking deck, internal to block
- "Wrapped" parking deck (alternate)

### IMPLEMENTING ACTIONS

- Continue to work with developers on the site planning of the former Chevy dealership property, emphasizing Park Avenue as a pedestrian-friendly connection.
- Continue to facilitate re-use or redevelopment of the auto dealership building (front portion) with an emphasis on retail space along Washington Street.
- Maintain placeholder for future parking deck and explore funding opportunities for deck.
- Work with Tudor Hall Farm and other property owners to preserve mixed-use development and ground floor retail space along Fenwick Street Extended (from the Longmore Street intersection to the east).
- Encourage mix of housing types including stacked flats, stacked townhouses, senior housing, and other multi-family product types.
- Work with Leonardtown Volunteer Fire Department on re-use of property if they relocate to another location.

