

Section I

Blueprint for Tomorrow



Source: All photos by M-NCPPC



Plan Vision

In 2047, Bowie-Mitchellville and Vicinity is a place where people want to live, work, play, and stay. It meets the diverse needs of a wide range of residents and visitors and is distinguished by vibrant, walkable, mixed-use destinations that support active lifestyles; convenient access to community amenities for all; a range of entertainment options; a variety of housing types suitable for all age groups and incomes; a robust and diversified economy; safe, healthy, and sustainable communities; quality parks and recreation opportunities; active agricultural areas; restored environmental resources; and a rich historic character and culture.

Introduction

The 2022 *Approved Bowie-Mitchellville and Vicinity Master Plan* provides a long-term vision and goals, supported by focused policies and strategies, to guide the evolution of the northeastern area of Prince George's County, covering a 59-square-mile area and includes the City of Bowie, through 2047 (see Map 1. Bowie-Mitchellville and Vicinity Boundary). Residents, workers, students, property owners, the City of Bowie, and other community stakeholders collaborated with the Prince George's County Planning Department and other public agencies over a 17-month period to develop the plan's recommendations. This plan will guide the development of this area on a path that is attractive to newcomers while retaining a high quality of life for those who have already discovered the many charms that Bowie-Mitchellville and Vicinity has to offer.



Themes for Bowie-Mitchellville and Vicinity

The Bowie-Mitchellville and Vicinity Master Plan aligns with Plan 2035's three themes—**Work, Live, and Sustain**—as guiding themes, underscoring the importance of weighing economic, social, and environmental decisions when creating land use policy.

In 2047,
residents of Bowie-Mitchellville and Vicinity—



WORK in a thriving and diverse economy that:

- Strengthens and expands Bowie-Mitchellville and Vicinity's top employment sectors.
- Concentrates new market-rate housing and infill development within Bowie Local Town Center, Bowie State University (BSU) MARC Campus Center, and at Free State Shopping Center/Bowie Marketplace to create economically sustainable, walkable, mixed-use communities.
- Capitalizes on the strategic location of Collington Local Employment Area by maximizing light-industrial employment such as transportation, logistics, and warehousing.
- Allows employees to reach their workplace safely and efficiently from quality, reliable public transit, such as MARC commuter rail and local/regional bus services.
- Attracts research and development activity, new residents, and students to the BSU MARC Campus Center through mixed-use, transit-oriented development.
- Leverages Bowie State University's expanding academic programming and existing relationships with employers to attract new businesses and research and development activities.



LIVE in safe, walkable, and healthy communities that:

- Attract new residents, workers, students, and visitors with a variety of unique cultural, recreational, and retail activities.
- Feature a range of housing types, including the higher-density, mixed-use, pedestrian-oriented communities that meet the needs and housing preferences of emerging generations of young professionals, millennials, and seniors.
- Ensure the economic competitiveness of regional-serving retail in Bowie Town Center and at Free State Shopping Center/Bowie Marketplace by adding residential components.
- Provide access to public services and amenities.
- Offer expanded active transportation infrastructure, with safety improvements at intersections and pedestrian crossings, especially in anticipated high-use pedestrian areas such as Bowie Local Town Center, BSU MARC Campus Center, and Free State Shopping Center/Bowie Marketplace along MD 450.
- Recognize and celebrate local history and culture, promoting Old Town Bowie as a cultural and historic destination.
- Provide safe and convenient access to public services, parks, open spaces, and fresh, healthy, affordable food options through local supermarkets, community gardens and farmers markets.



SUSTAIN our natural resources and rural areas by:

- Preserving areas with existing rural character and agricultural potential through appropriate zoning and policies.
- Prioritizing infill development in existing centers, focus areas, and corridors.
- Reducing the cycle of automobile dependency by creating a safe, affordable, and efficient multimodal transportation system that improves connectivity within and between communities and the region.
- Developing a comprehensive trail system that creates recreational and commuting opportunities.
- Supporting the development and expansion of agricultural industries, particularly for small farmers and entrepreneurs, and improving market access for small-scale producers through farmers markets and other locally serving strategies.
- Expanding the extensive open-space network and preserving natural amenities.
- Advancing the environmental conservation and land preservation goals of the City of Bowie's 2020 Climate Action Plan and 2016 Sustainability Plan.



Key Policies by Area

RURAL AND AGRICULTURAL AREA



- Preserve the Rural and Agricultural Areas for open space, agriculture, environmental preservation, and for very low-density housing served exclusively by individual well and septic systems.
- Reinforce the eastern boundary of US 301 as the County's Growth Boundary, directing growth away from the Rural and Agricultural Area and into the Established Communities.
- Recommend rural and agricultural or parks and open space land uses on all properties in the Rural and Agricultural Area except for institutional land uses in existence on March 8, 2022.
- Expand economic opportunities for local growers and producers and increase consumer access to locally grown food in the Rural and Agricultural Area.

ESTABLISHED COMMUNITIES



- Maintain the scale and density of existing residential areas in the Established Communities.

BOWIE LOCAL TOWN CENTER



- Transform Bowie Local Town Center into a more walkable environment that includes a mix of complementary uses.
- Reposition visible and regionally accessible parcels, such as those at the interchange of US 301/MD 3 (Robert Crain Highway), and US 50 (John Hanson Highway), for long-term success by diversifying into additional residential, recreational, and entertainment uses.
- Provide a diverse range of housing options, such as age-restricted senior housing that may meet the housing needs of the area's aging population.
- Encourage an urban form of new development at Bowie Local Town Center that blends well with surrounding residential developments.

BOWIE STATE UNIVERSITY MARC CAMPUS CENTER



- Focus expanded office, classroom, retail, and other amenities at the BSU MARC Station in a mixed-use, transit-oriented development.
- Develop a residential base for students and employees to live near Bowie State University and reduce traffic congestion to, from, and around campus.
- Improve pedestrian connectivity to facilitate transit access and reduce automobile dependency.
- Promote neighborhood-serving retail to meet students' and employees' needs and encourage locally owned business development.

COLLINGTON LOCAL EMPLOYMENT AREA



- Leverage the strategic position of Collington Local Employment Area along US 301 to strengthen its position as a regional light-industrial and employment hub.
- Expand retail opportunities for employers, nearby residents, and visitors.
- Improve pedestrian connectivity between Collington Local Employment Area and nearby residential developments such as South Lake and amenities including the Liberty Sports Park.

OLD TOWN BOWIE



- Increase foot traffic in the area to support existing retail, create new retail opportunities, and foster a stronger sense of place.
- Improve pedestrian infrastructure of the Chestnut Avenue/11th Street bridge to reduce unsafe perceptions and better unify Old Town Bowie.
- Leverage historic street grid as a foundation for a future walkable, mixed-use center.
- Expand parking options, increase food and beverage offerings, and promote local events to attract visitors and support local businesses.
- Position the area to become a state-designated Arts and Entertainment District.

MD 450



- Enhance this important regional mobility corridor with a diverse range of housing, retail, and recreation options at Free State Shopping Center/Bowie Marketplace, complemented by existing civic spaces in the corridor.
- Introduce traffic calming strategies to improve real and perceived safety threats and facilitate active uses including walking and biking.
- Develop recreational facilities at Archer Park.
- Create a boulevard along Superior Lane to include a tree-lined street with landscaping and small retail shops.

MD 197



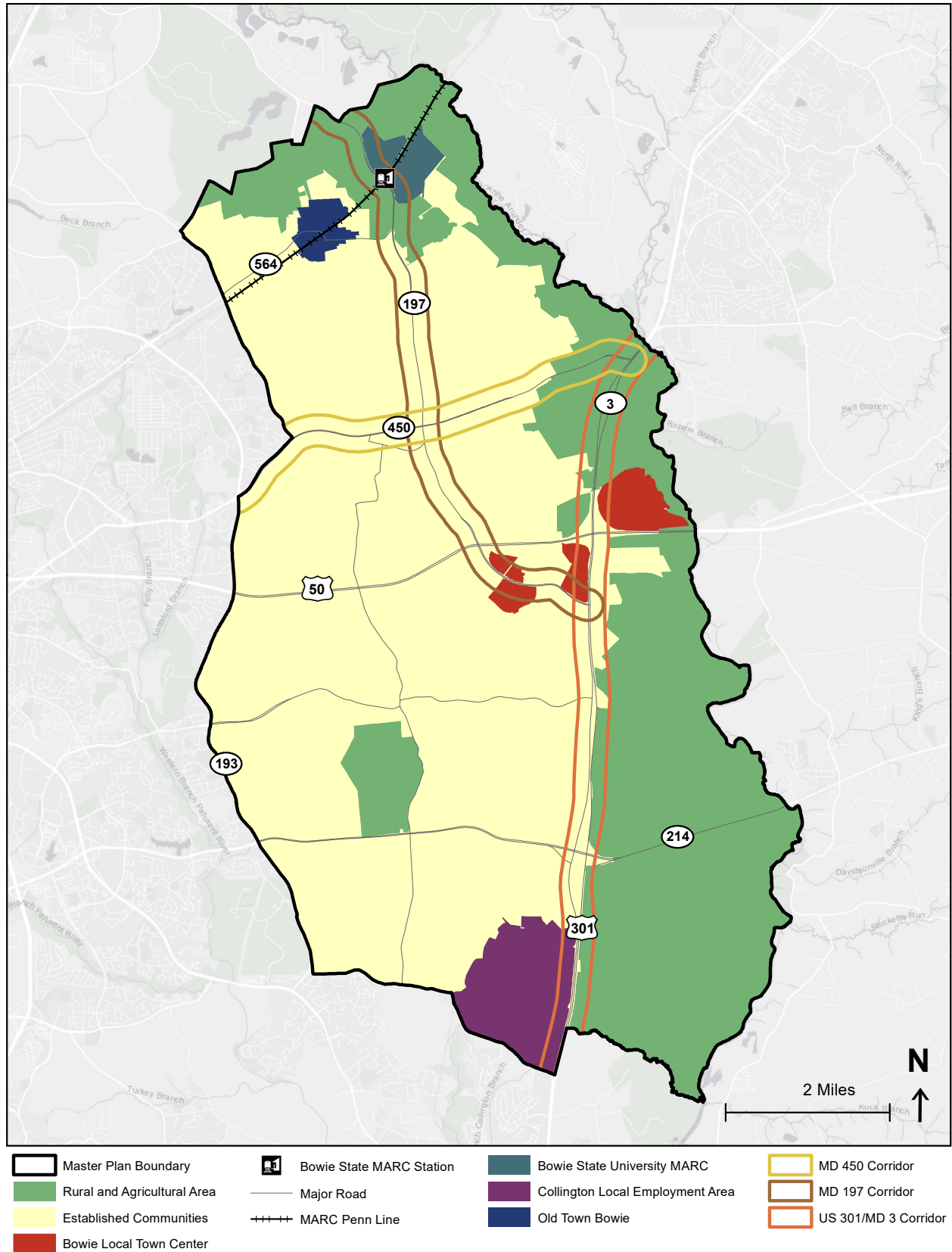
- Improve and expand existing trail networks along this key transportation corridor.
- Redevelop Bowie Plaza to achieve appropriate size and density to retail and prevent long-term vacancies.
- Increase retail options in northern end of the corridor particularly at BSU MARC Campus Center.

US 301/MD 3



- Facilitate upgrade to limited-access regional freeway.
- Limit development east of US 301/MD 3 to an absolute minimum to protect the Rural and Agricultural Area.
- Leverage planned mixed-use developments at Melford and South Lake to redevelop Pointer Ridge Plaza, an aging retail cluster along the southern end of the corridor.

Map 1. Bowie-Mitchellville and Vicinity Boundary



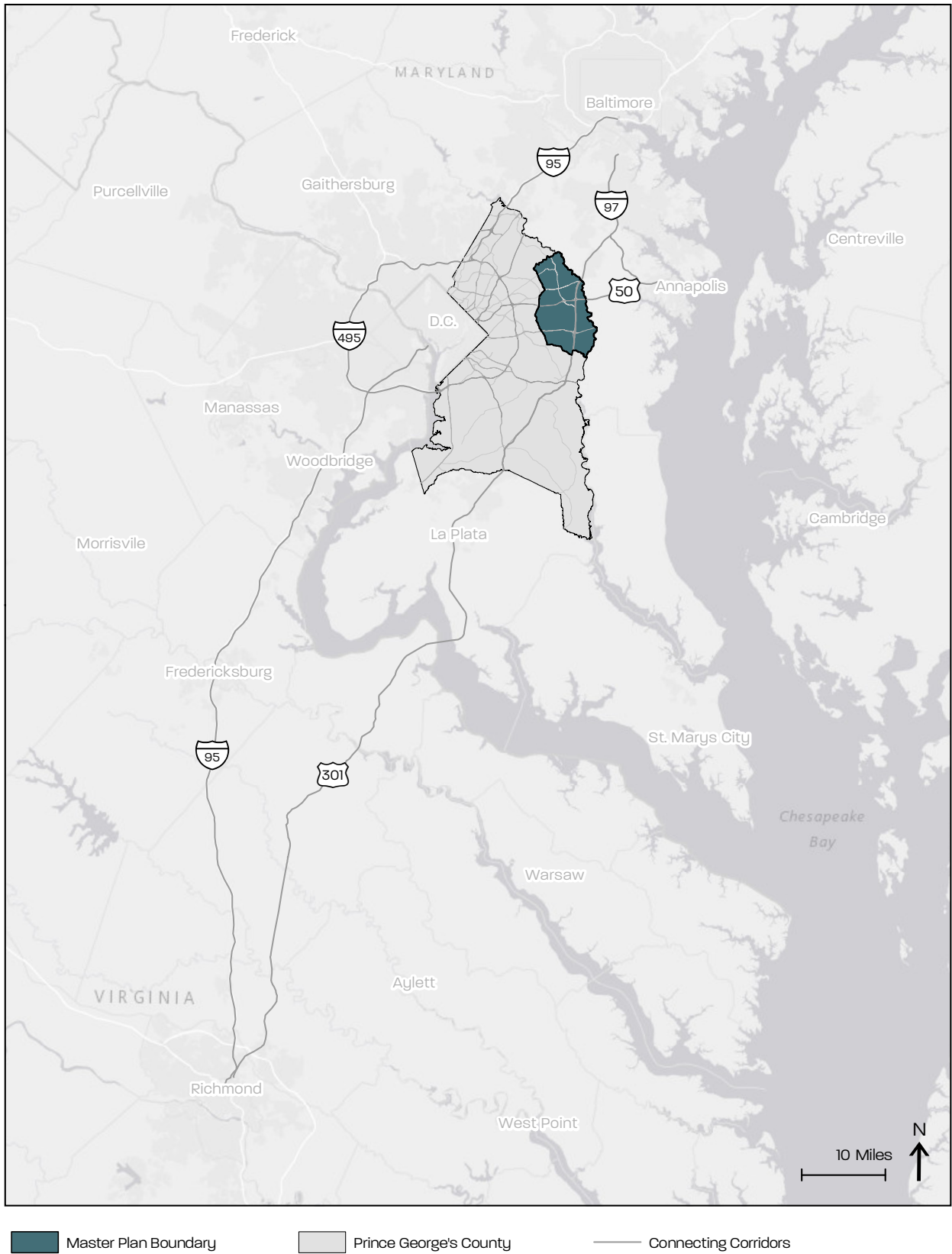
Source: Prince George's County Planning Department



Section II

Defining the Context

Map 2. Regional Context





Source: M-NCPPC

Description of Bowie-Mitchellville and Vicinity

The Bowie-Mitchellville and Vicinity Master Plan area is located in the Baltimore-Washington metropolitan area with key corridors connecting the area to major destinations: Largo, I-95/I-495 (Capital Beltway) and the District of Columbia to the west, Annapolis to the east, Richmond to the south, and Baltimore to the north. The MARC Commuter Rail Penn Line serves the Bowie State MARC Station (see Map 2. Regional Context and Map 3. County Context). The area consists of approximately 59 square miles (37,760 acres); of this area, 20 square miles (12,800 acres) are within the City of Bowie (see Map 4. Master Plan Boundaries).

The plan area covers portions of Plan 2035's Rural and Agricultural Areas and Established Communities. The plan will enlarge the boundaries of the Bowie

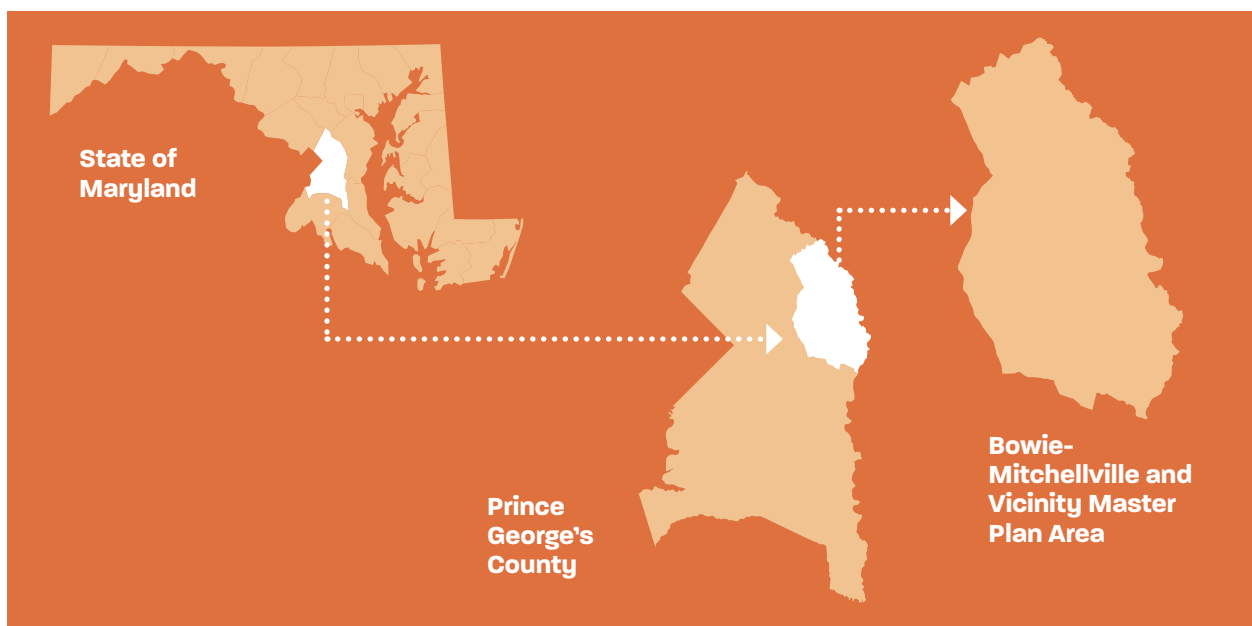
Local Town Center (Plan 2035 Local Center) to include the commercial/office areas just north of MD 197 (Collington Road), as well as enlarge and rename the Bowie MARC Campus Center to include portions the Bowie State University campus. This plan covers portions of Councilmanic Districts 4, 6, and 9 and four planning areas (PA) (see Map 5. Planning Areas) in Subregion 3 in the northeastern portion of Prince George's County:

PA 71A—Bowie and Vicinity

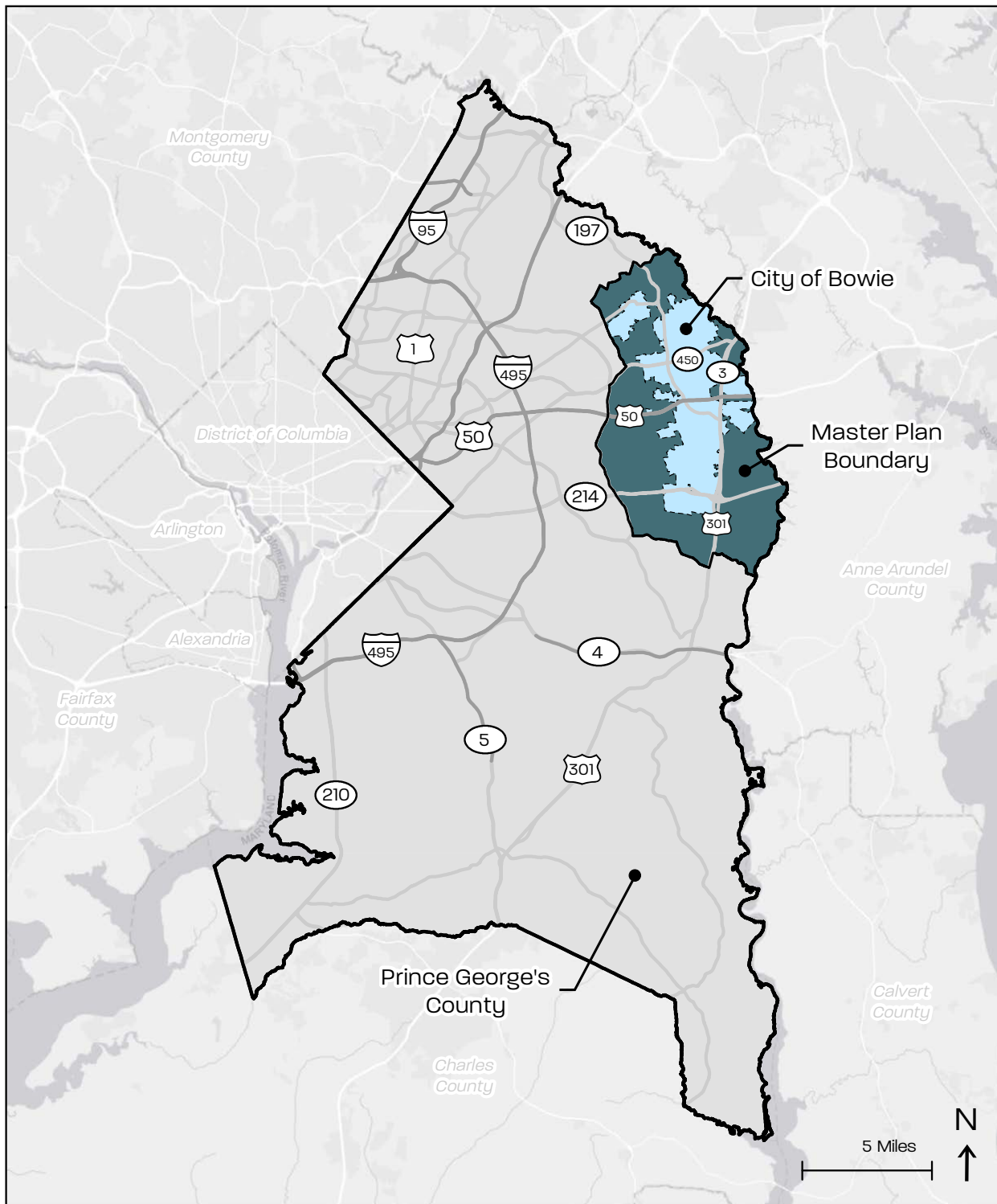
PA 71B—City of Bowie

PA 74A—Mitchellville and Vicinity

PA 74B—Collington and Vicinity

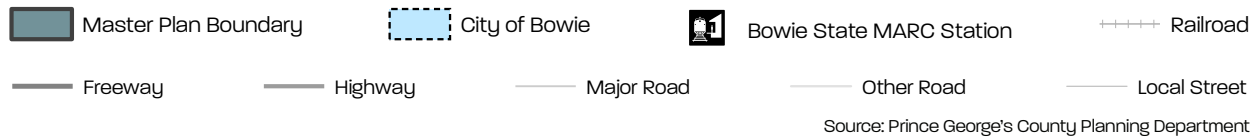
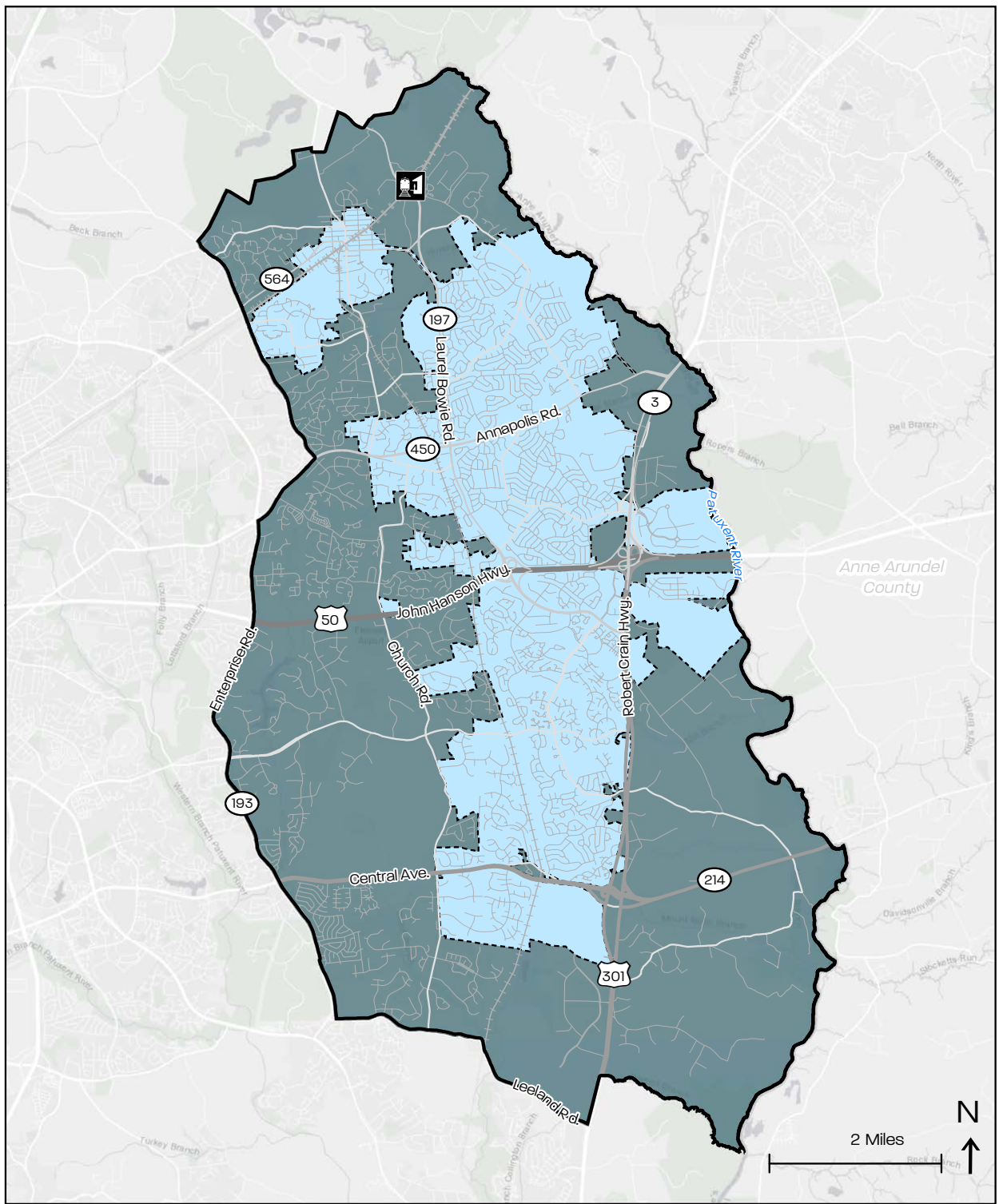


Map 3. County Context

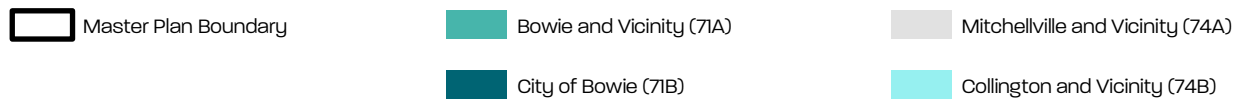
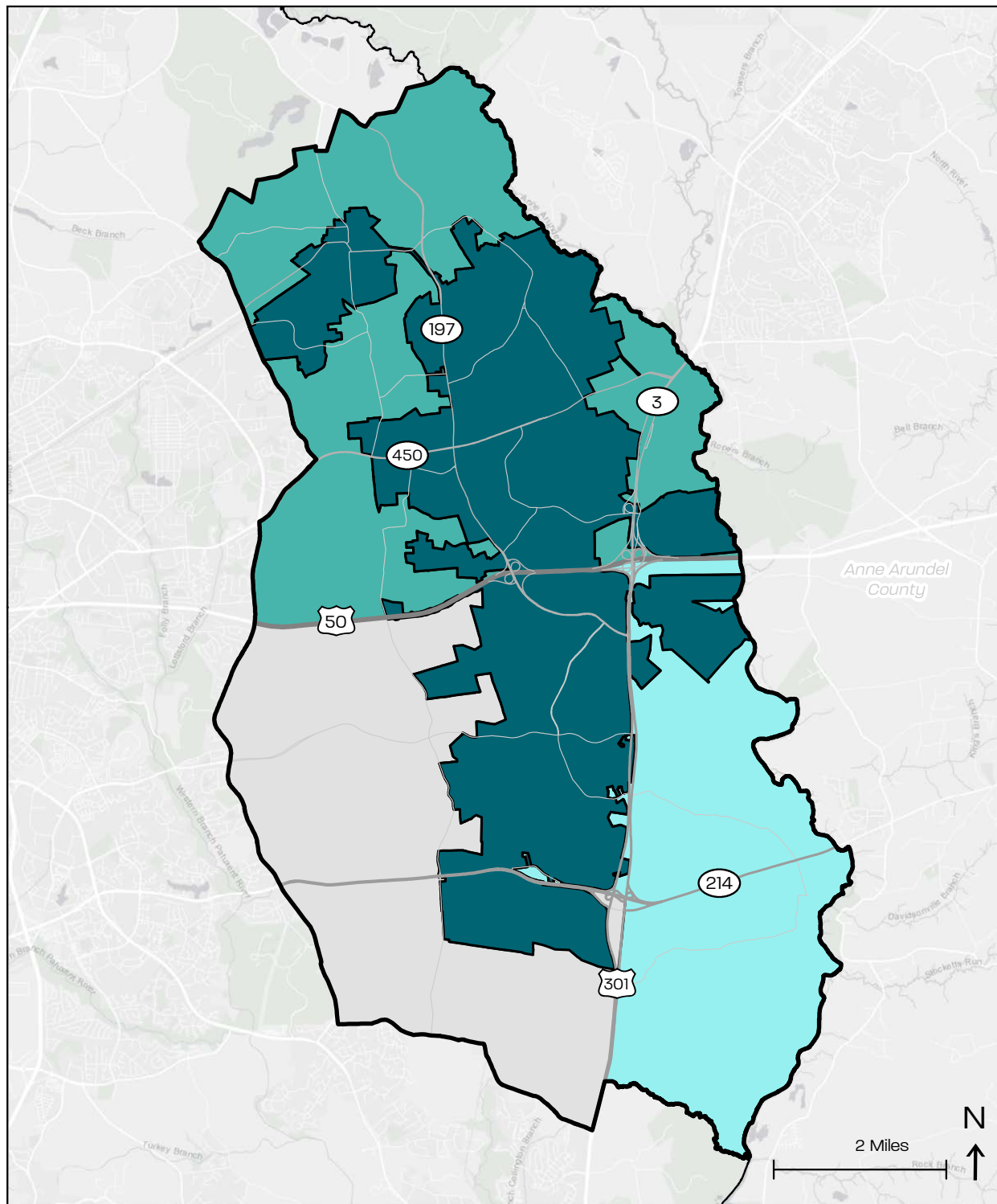


Source: Prince George's County Planning Department

Map 4. Master Plan Boundaries

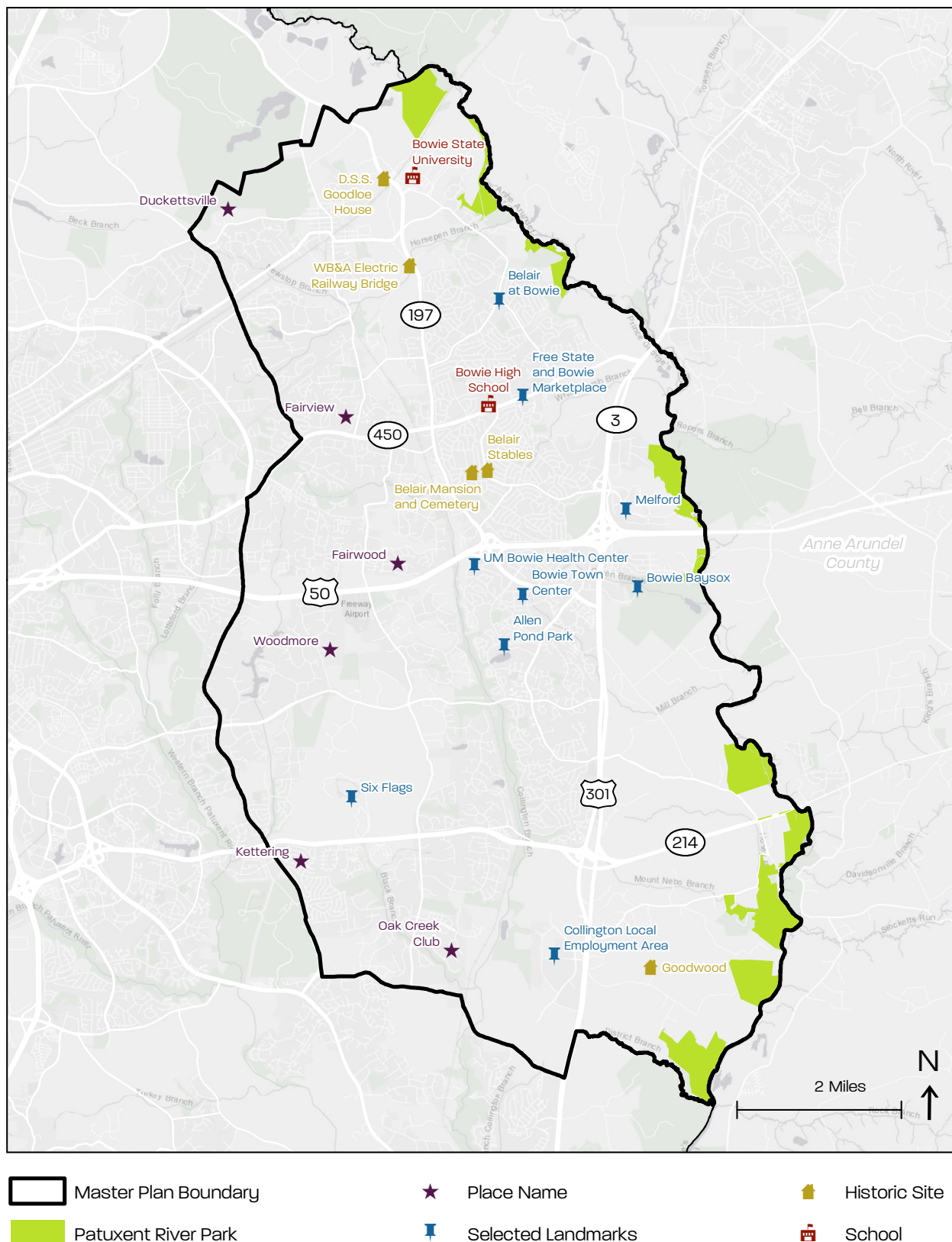


Map 5. Planning Areas



Source: Prince George's County Planning Department

Map 6. Major Geographic Features



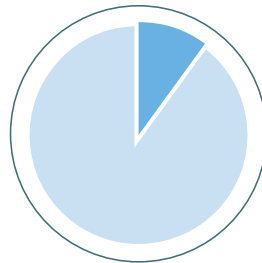
Source: Prince George's County Planning Department

Demographic Indicators

POPULATION

Home to

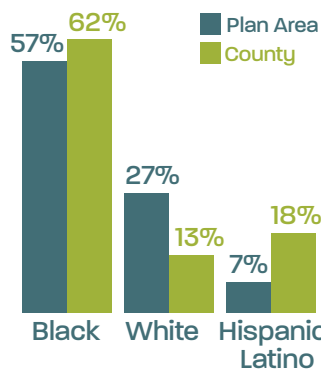
86,500 =
people



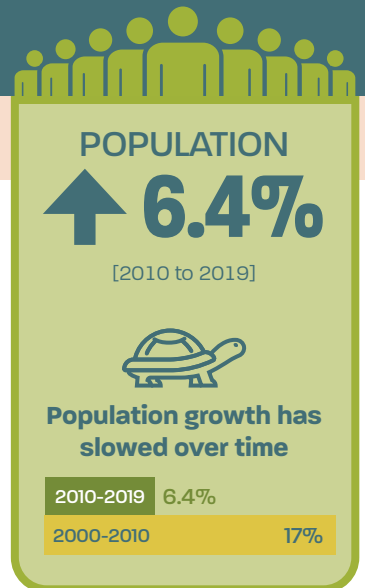
10% of the
County's
population

[2018]

RACE/ETHNICITY



Seniors 55 and older
are the **fastest
growing age group**
[2010-2019]



Baby Boomers—Born between 1946-1964
Generation X—Born between 1965-1980
Millennials—Born between 1981-1995
Generation Z—Born between 1996-2015

Source: Pew Research Center

45%
of population
is aged 45
and older



Millennials born between 1986 and 1995 are the
second fastest growing age group [2010-2019]



Residents more likely to have a bachelor's or post-graduate degree compared to the County overall.



Educational attainment tends to be higher where new development has occurred, including along the Church Road corridor.

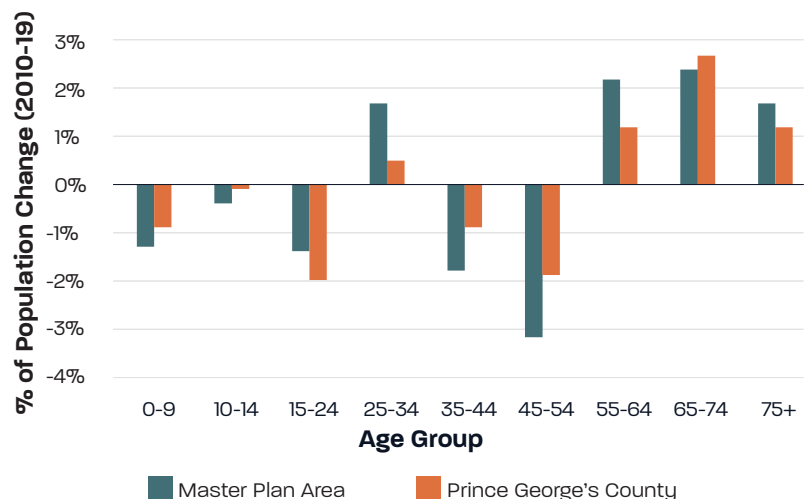


Bowie-Mitchellville and Vicinity is growing slightly faster than the County as a whole (though slower than Washington, D.C.)



The population of black residents increased marginally from 54 percent in 2010 to 57 percent today. White residents have declined from 33 percent in 2010 and 27 percent in 2018.

Figure 1. Population Growth or Decline by Age in Bowie-Mitchellville and Vicinity and Prince George's County (2010–2018)



Source: U.S. Census Bureau, 2010 and 2018 5-year American Community Survey.

HOUSING



Older residents are more likely to be homeowners of larger single-family houses than the County overall.



Fewer than one dwelling unit per acre is considered quite low. A density of about one to three dwelling units per acre is considered low-density suburban. Less than that is considered exurban or rural.



The majority of Bowie-Mitchellville and Vicinity's neighborhoods are made up of single-family homes, with single-family detached homes accounting for 71 percent of all housing stock in the master plan area.

31,000
dwelling units

in an area of about
37,700 acres [2008]

83%
home ownership

compared to
57% in the County

<1 dwelling unit
per acre (DU/A) overall



ECONOMICS



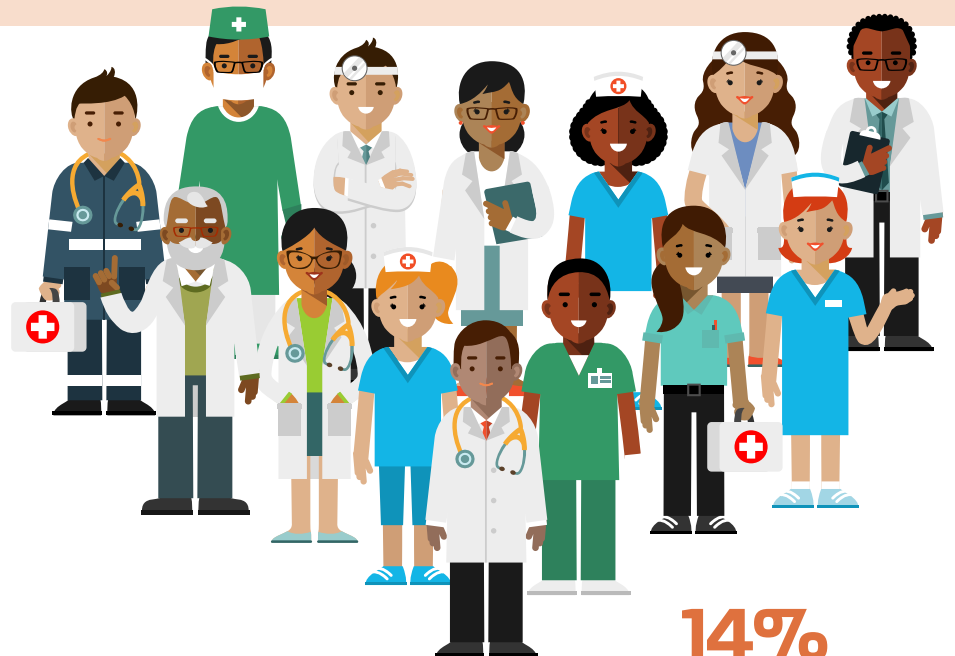
\$120,900
median household income

48% higher than that of the County's
median household income of \$81,800



28,000
jobs, primarily in
health care

is equal to 10.4% of the
County's total jobs



The health care sector also
experienced the largest total job
growth between 2015 and 2019,
adding over 900 new jobs to both
the master plan area and
neighboring Largo community.

14%
of employees
work in the health
care sector

Nearly a fourth of all
businesses belong to the
health care sector

History of Bowie-Mitchellville and Vicinity

Development History

The Bowie-Mitchellville and Vicinity Master Plan area has seen two major periods of sustained development. The first period saw the development of Belair at Bowie built by Levitt & Sons, which began in the late 1950s and concluded in the early 1970s. The Belair at Bowie development is characterized by uniform single-family detached houses built on quarter-acre to half-acre lots. A second and more sustained building boom began in the mid-1980s, lasting until the Great Recession in 2008. These two periods significantly shaped the development pattern of the plan area, which is primarily occupied by low-density residential uses, rural and agricultural uses, and parks and open space.

Although low-density residential has been the primary land use, occasional high-density residential projects were constructed, such as Heather Ridge (1987), The Willows (2004), and The Bowen (2014). Several multifamily and townhouse developments exist within the plan area, and more have been approved in several locations to meet the growing national and regional demand. Since 2012, much of the development has continued to be very low-density residential housing (<3.5 dwelling units per acre [DU/A]) such as Collingbrook Estates (2014) and Oak Creek (2014).

Significant Locations

BELAIR AT BOWIE (LEVITT & SONS)

The Belair at Bowie community was developed in seven phases over a 20-year period. Each phase created a new community, including Meadowbrook, Tulip Grove, Somerset, Foxhill, Buckingham, Kenilworth, and Heather Hills. It is considered a late example of Levitt & Sons' suburban development. By

the time of its construction, its development style had been emulated by other developers across the country, diminishing its historical significance. This development style is marked by curvilinear streets, homogeneous housing, staggered setbacks, manicured lawns, and primarily quarter-acre plots. Various housing models ranging from 1,500 to 2,500 square feet were offered to future residents. Overall, much of the historic fabric has been altered by housing additions, window replacements, the remodel of garages for additional living space, and the mitigation of asbestos shingles and siding.¹ However, its significance should not be overlooked as the County's second bedroom community constructed outside of the Capital Beltway.

BOWIE STATE UNIVERSITY

Bowie State University (BSU), the oldest Historically Black College and University (HBCU) in Maryland, was founded in 1865 by the Baltimore Association for the Moral and Educational Improvement of Colored People. The school relocated to its current site in 1908 and changed its name to Maryland Normal and Industrial School at Bowie in 1914. Around 1911,² the Pennsylvania Railroad opened a commuter rail station in Old Town Bowie; this station closed and reopened as the Bowie State MARC Station on the MARC Penn Line in 1989.³ The school originally focused on two-year degrees but expanded its offerings to three-year degree programs in 1925. In 1963, the school began a liberal arts program and changed its name to Bowie State College.⁴ As BSU evolved and expanded its educational opportunities to include graduate studies, the school changed its name to Bowie State University.⁵ As of 2020, the school has a population of 6,171 students (5,227 undergraduates and 944 post-graduates) and offers 22 undergraduate majors, 19 master programs, and two doctoral programs.

1 Harris, Katry; Maryland Historic Trust State Historic Sites Inventory Form; Belair Development, 2000/06/10; https://msa.maryland.gov/megafile/msa/stagsere/se1/se5/036000/036700/036768/pdf/msa__se5__36768.pdf

2 Maryland State Board of Education. Forty-Fifth Annual Report. The Sun Job Printing Office. p. 147. (1911). Archived by Google Books.

3 Bowie Railroad Museum, accessed online at <https://www.cityofbowie.org/293/Bowie-Railroad-Museum> on May 4, 2021.

4 Bowie State University, *Bowie State University History*, accessed June 2021, <https://www.bowiestate.edu/about/history>

5 Bowie State University, *Bowie State University Fact Book 2003-2004*, September 2004.



Top left: Belair at Bowie; Top right: Fairwood; Bottom left: Bowie State University Student Center.

Source: M-NCPPC

Segregation—Belair at Bowie

Built in the era of the Civil Rights Movement, Belair of Bowie was unsurprisingly segregated, becoming an all-White community as it developed. Like many suburban neighborhoods from this time, African Americans were blatantly and unapologetically denied access to purchase homes. Even when pressured by an executive order under John F. Kennedy, Jr. in 1962, Founder William Levitt still failed to take the directive to prevent discrimination based on race or color in developments that received federal financial assistance, citing that it would be bad economically, and that business decisions would be based on strategy rather than sociological and moral questions. These harsh practices were met with protests on the streets of Bowie and sit-ins at the model homes by activists and civil rights groups. Still change did not come easily, it was not until the weeks leading up to the approval of the Fair Housing Act on April 11, 1968, that Levitt and Sons, lifted their discriminatory stance, which at this point many considered to be an empty gesture after a decade of discrimination and vitriol toward African Americans.*

*Source: <https://boundarystones.weta.org/2020/06/12/belair-bowie-segregated-suburbia>

FAIRWOOD

Fairwood is one of the largest master planned communities in Prince George's County. Fairwood was built on the site of Fairview Plantation; established about 1800 by Baruch Duckett,⁶ Fairview was one of the largest slave-holding plantations in the County.⁷ The associated plantation house, also named Fairview, is centrally located in the development on a 9.9-acre site. The Federal/Greek Revival style house is a designated County historic site.⁸ The Fairwood property was sold to the now-defunct Rouse Company in the 1980s. The construction of the Fairwood community began in 2005 under new ownership and continues today.

6 Arnett, Earl; Brugger, Robert J.; Papenfuse, Edward C. (March 22, 1999). *Maryland: A New Guide to the Old Line State*. The Johns Hopkins University Press. pp. 401. ISBN 978-0-8018-5980-9.

7 "Benjamin Duckett MSA SC 5496-8398". Maryland State Archives. Retrieved 1 September 2017.

8 "Heritage Themes" (PDF). The Maryland-National Capital Park and Planning Commission. September 2006. Archived from the original (PDF) on 2007-10-30. Retrieved 2007-08-16.

COLLINGTON LOCAL EMPLOYMENT AREA



Collington Local Employment Area

Source: M-NCPPC

Collington Center, known as Collington Trade Zone, was first identified for an airport in the 1970 master plan. The airport was never constructed, and the area was reclassified in 1975 to the E-I-A (Employment and Institutional Area) zone, which allows for light-industrial and flexible commercial land uses. Collington was designated as a foreign trade zone in 1980, a designation which has since expanded to the entire County. The construction of the industrial park began in 1984 and was substantially built out by 1993. A few smaller parcels within the Collington Trade Zone can still be developed. The proposed National Capital Business Park immediately southwest of Collington Trade Zone would add 3.5 million square feet of industrial space, focusing on transportation, logistics, and warehousing.

Expanding Job Market

In 2020, Target acquired a 762,000-square-foot distribution center at 15900 Leeland Road (Tax ID 5509894) that is anticipated to bring additional jobs to the plan area.

OLD TOWN BOWIE



Old Town Bowie

Source: Maryland Inventory of Historic Places

Old Town Bowie, originally named Huntington City, is a railroad town platted in 1870. The Baltimore and Potomac Railway Company extended rail operations to Huntington on July 2, 1872. With the advent of the railroad came a growing population; by 1880, the town was home to about 60 families. The town was incorporated in 1916 and the name changed to Town of Bowie as a tribute to the train station named after Maryland's Governor Oden Bowie (1869-1872). A fire in 1910 that started in one of the local hotels⁹ destroyed most of the original station buildings. They were quickly rebuilt and operated until 1989, when the station¹⁰ was closed with the reopening of the Bowie State MARC Station. Businesses in Old Town Bowie began to struggle with fewer visitors. The town has only minimally changed since this time—only a few small businesses and Bowie Railroad Museum attract visitors today.

Railroad Town

A railroad town is a settlement developed around a railway station. The station is the catalyst for the town's construction. Many towns were developed by the railroad, or a real estate subsidiary of a railroad.

⁹ Maryland Inventory of Historic Properties, Huntington/Bowie (71B-002), June 2009, <https://www.mncppcapps.org/planning/HistoricCommunitiesSurvey/CommunityDocumentations/71B-002%20Huntington/PG%2071B-002,Huntington-Bowie%20Community%20Survey.pdf>.

¹⁰ The City of Bowie, *A Brief History of the City of Bowie (1683 to Present)*, June 16, 2016, <https://www.cityofbowie.org/DocumentCenter/View/166/History?bidId=>.



Planning Background

Plan 2035

A comprehensive 20-year general plan, the 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035) articulates a shared vision for making Prince George's County a competitive force in the regional economy, a leader in sustainable growth, a community of strong neighborhoods and municipalities, and a place where residents are healthy and engaged. Plan 2035 specifies indicators of success and growth management targets to measure progress toward the vision and goals described in Plan 2035.

Plan 2035 seeks to strategically direct growth to designated Regional Transit Districts and Local Centers. Plan 2035 identified 26 Local Centers and eight Regional Transit Districts. The eight Regional Transit Districts are high-density, vibrant, and transit-rich mixed-use areas envisioned to capture most future residential and employment growth and development in Prince George's County (see Plan 2035¹¹ for more information about Plan 2035 Centers).

CENTERS

Local Centers are focal points of concentrated residential development and limited commercial activity serving the County's Established Communities (see below). A location's center designation is based on its access or proximity to high-capacity transit services, universities, or significant public and private investments in infrastructure. Plan 2035 further categorizes Local Centers into Local Transit Centers, Neighborhood Centers, Town Centers, and Campus Centers. The Plan contains two Local Centers within its boundaries, Bowie Local Town Center and Bowie State University MARC Campus Center. Town Centers are predominantly automobile accessible and anchor larger suburban areas; they are less intense than other center types. They generally have a walkable core and a mix of uses. Campus Centers are transit accessible with low- to medium-density, mixed-use development oriented toward supporting university research as well as community and student housing and retail needs.

ESTABLISHED COMMUNITIES POLICY AREA

Plan 2035 classifies existing residential neighborhoods and commercial areas served by public water and sewer outside of the Regional Transit Districts and Local Centers as Established Communities. Established Communities are most appropriate for context-sensitive infill and low- to medium-density development. This policy area makes up most of the land area in Bowie-Mitchellville and Vicinity.

COUNTY'S GROWTH BOUNDARY AND RURAL AND AGRICULTURAL POLICY AREA

Plan 2035 demarcates a growth boundary where development beyond the boundary is restricted through zoning and other preservation tools to very low-density residential development on well and septic systems. This area is called the Rural and Agricultural Policy Area. This is where significant natural and agricultural resources are found and where agricultural activity, and forest preservation are encouraged. Property in this area is often preserved through Maryland Agricultural Land Preservation Foundation (MALPF) and Historic Agricultural Resources Preservation Program (HARPP) easements. The boundary is also meant to provide an outer limit on the urban growth of the County and to encourage infill development within the centers.

EMPLOYMENT POLICY AREA

Plan 2035 designates Employment Policy Areas that have the highest concentrations of economic activity in the County's four targeted industry clusters—health care and life sciences; business services; information, communication, and electronics (ICE); and the federal government. Plan 2035 recommends continuing to support business growth in these geographic areas—in the targeted industry clusters—concentrating new business development near transit where possible, improving transportation access and connectivity, and creating opportunities for synergies. Bowie Local Town Center is designated an Employment Area.

11 http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=279&category_id=&category=&name=general%20plan&pricemin=&pricemax=&author=&Pubs_year=All&price=&



Rural and Agricultural Area Policy

The policy of Prince George's County is articulated by Strategy 1.10 of the 2017 Rural Character Conservation Plan, part of the 2017 *Approved Resource Conservation Plan: A Countywide Functional Master Plan*, which directs the County to “(m)aintain the size and configuration of the Rural and Agricultural Area in perpetuity and do not reduce the size for any reason.” Most of the area east of US 301/ MD 3, Race Track Road, and surrounding Bowie State University is a critical and well-preserved portion of the County's Rural and Agricultural Area.

Campus Center

In the context of a Campus Center, “low- to medium-density, mixed-use development” means development that is still dense and walkable, but at lower densities than a typical transit-oriented development around a Metro station. Campus Centers were envisioned by Plan 2035 to have an average net housing density of about 10-15 dwelling units per acre and floor area ratios between 0.5 and 3.

Master Plan Evaluation Program

Prince George's County has **38 active area master plans** (including sector and transit district development plans). M-NCPPC will regularly evaluate each master plan to determine progress toward implementation, consistency with current County growth policies, and the need for update or replacement. The program includes four phases:

1. Creating an inventory of all plan recommendations.
2. Determining the status of each plan recommendation to date.
3. Creating a scorecard for each plan showing general progress toward implementation, highlighting key implementation actions, development approval and construction activity, identifying areas where updates to policies or strategies may be warranted, and identifying next steps.
4. Geocoding where recommendations have been implemented.

What's in a Name?

This plan contains references to Bowie Local Town Center and Bowie Town Center.

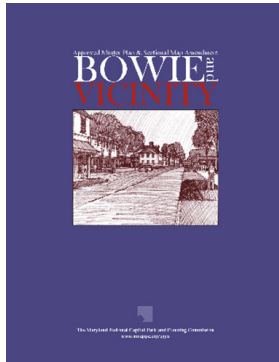
Bowie Local Town Center is a designated Plan 2035 Center where planned growth is concentrated. Bowie Local Town Center includes areas along the MD 197 (Collington Road) corridor between US 50 (John Hanson Highway) and US 301 (Robert Crain Highway) and the Melford area northeast of the US 50/US 301/MD 3 interchange.

Bowie Town Center is an outdoor retail center at 15400/15606 Emerald Way within the designated Bowie Local Town Center.

Plan 2035 designated the area northwest of the Bowie State MARC Station as the Bowie MARC Campus Center. This name, although accurate, obscures the critical role played by Bowie State University (BSU) in the past, present, and future of this planned university-centric community. This master plan adds the BSU campus to this Center and recommends renaming the Center the **Bowie State University (BSU) MARC Campus Center** in recognition of BSU's importance to the region.

The **Collington Local Employment Area** is a focus area defined by this plan and not included as part of the Plan 2035 designated Employment Areas. However, it is a major employment hub with job growth potential. This area consists of the developable area west of US 301, east of the CSX rail line, south of the South Lake development, and north of Leeland Road. It includes the current employment area known as the Collington Trade Zone, the proposed National Capital Business Park, and surrounding properties. This plan wants to emphasize this opportunity and has renamed this area the Collington Local Employment Area.

Previous Plan Summary



2006 APPROVED MASTER PLAN FOR BOWIE AND VICINITY

The 2006 *Approved Master Plan for Bowie and Vicinity* envisioned four existing commercial areas including Bowie Main Street, Old Town Bowie, West Bowie Village, and Pointer Ridge as mixed-use activity

centers suitable for a wide array of public, commercial, employment, and residential land uses. The plan recommended flexible zoning regulations be enacted to preserve rural character and sensitive environmental features. While some retail and residential construction has occurred since 2006, the Great Recession of 2007-2009 and continuing real estate market trends toward new construction and walkable, amenity-rich locations have limited market interest in most of Bowie-Mitchellville and Vicinity. In the 21st Century, employers and highly skilled workers increasingly desire living and working in amenity-rich, walkable communities with transit access to jobs, educational opportunities, and other entertainment/recreational amenities.

Meanwhile, the vision for the Bowie Regional Center was predicated on high-frequency transit (i.e., bus rapid transit or light rail) access to job centers, such as Washington, D.C. Such transit service is cost-prohibitive and extending such service to new areas creates a “chicken-or-egg” scenario: it is extremely difficult to secure transit funding to new locations that do not have transit-supportive densities, and transit-supportive densities without transit are politically unpopular and often exacerbate traffic congestion.

One area of success comes not as a result of the original master plan; Plan 2035 amended the 2006 master plan by re-defining the nature of the Bowie Regional Center, reclassifying it as the Bowie Local Town Center. Plan 2035 added Melford to this Center and changed its recommended buildout from the master plan-recommended 866 dwelling units to the 10 to 60 dwelling units per acre appropriate for new construction in a Town Center. Since 2014, Melford has added 140 units of assisted living construction.



2010 APPROVED BOWIE STATE MARC STATION SECTOR PLAN

The 2010 *Approved Bowie State MARC Station Area Sector Plan* envisioned a set of vibrant neighborhoods with active, pedestrian-oriented streets and a small “college

town” character at the heart of a broader picturesque, rural community. There has been no plan-envisioned construction to date.

Implementation challenges for both plans include the lack of density to support amenities, pre-recession assumptions about the real estate market, lack of high-frequency transit access to job centers, and Bowie State University’s remote location. However, there are several implementation opportunities including a municipal partnership with the City of Bowie, Bowie State MARC Station Maryland Department of Transportation (MDOT) transit-oriented development (TOD) Designation, and the US 301 upgrade to a full, limited-access freeway.

Legal Context

This master plan supersedes the 2006 *Approved Master Plan for Bowie and Vicinity* and the 2010 *Approved Bowie State MARC Station Sector Plan*. It also amends the 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035), the 2009 *Approved Countywide Master Plan of Transportation* (MPOT), and *Formula 2040: Functional Master Plan for Parks, Recreation and Open Space* (2013). See Appendix B. Plan 2035 and Functional Master Plan Amendments for a list of specific amendments to functional master plans and Appendix E. Functional Master Plan and Recent Other Relevant Plans and Studies for a list of key recommendations that apply to the master plan area found in the County's nine functional master plans. This area master plan is informed by several recent plans and studies conducted by partner agencies since 2016, also listed in Appendix E.

This master plan was prepared pursuant to the procedures of Subtitle 27 of the Prince George's County Code, the Zoning Ordinance, as it existed on July 1, 2021. In 2018, the Prince George's County Council adopted a new Zoning Ordinance, Subdivision Regulations, and Landscape Manual that will go into effect upon the Council's approval of a Countywide Zoning Map Amendment (CMA). Although the CMA has not yet been adopted as of the effective date of this plan, the land use and zoning recommendations were evaluated and prepared pursuant to the language in the new 2018 Zoning Ordinance (including the approved Countywide Map Amendment), Subdivision Regulations, and Landscape Manual as they existed on July 1, 2021. Other provisions of the County Code affecting the use and development of land considered in the preparation of this plan include, but are not limited to:

Table 1. Prince George's County Ordinance References.

Subtitle	Topic
20A	Transportation Demand Management
21A	Revenue Authority
23	Roads and Sidewalks
25	Trees and Vegetation
29	Preservation of Historic Resources
32	Water Resources Protection and Grading Code

Countywide Map Amendment

In 2020, the Planning Department proposed a Countywide Map Amendment (CMA) to update the County Zoning Map with the 2018 Zoning Ordinance zones. This master plan was developed assuming approval of the proposed CMA and can only be implemented by the zones in the 2018 Zoning Ordinance. Since the approval of this master plan, on March 8, 2022, the new zoning ordinance has taken effect as of April 1, 2022. Visit zoningpgc.pgplanning.com for more information about the 2018 Zoning Ordinance and the Countywide Map Amendment.

Community Engagement

Public participation is an essential element in the preparation of successful comprehensive master plans. The public and key stakeholders, such as elected and appointed officials, property owners, business owners, community leaders, students, and workers provide on-the-ground eyes and ears that can identify key issues of importance, critical feedback on the feasibility or desirability of plan recommendations, and support for plan approval and implementation. Well-informed stakeholders are key to the success of a public engagement program.

Section 27-643 of the Zoning Ordinance requires submittal of a public participation program for District Council review and approval. The approved public participation plan for the Bowie-Mitchellville and Vicinity Master Plan includes use of traditional and electronic media to quickly gather and disseminate information, interviews with key stakeholders and partner agencies, a field office presence, surveys, and briefings to decision makers.

The planning and public outreach process for the Bowie-Mitchellville and Vicinity Master Plan was designed to obtain and respond to detailed comments from as many area stakeholders as possible. Target groups included Bowie State University, the City of Bowie, community leaders, residents, property and business owners, land developers, officials, M-NCPPC staff, and others. The team used several different techniques to ensure adequate feedback. These included the following:



VIRTUAL KICKOFF MEETING

On June 13, 2020, the Prince George's County Planning Department held the virtual kickoff meeting to discuss the initiation of a new master plan for the Bowie-Mitchellville and Vicinity Master Plan area. This meeting included 278 attendees.



VIRTUAL PUBLIC MEETINGS

M-NCPPC staff and the consultant team held twelve virtual public meetings from June 2020 through December 2020. The meetings were well attended with a large percentage of new participants each time.



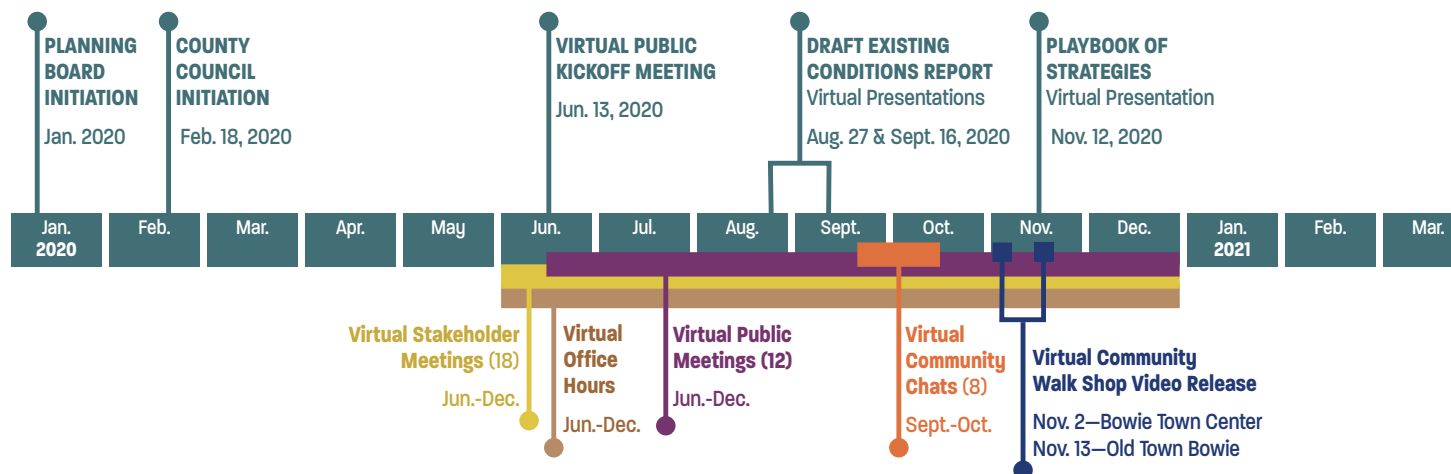
KEY STAKEHOLDER/FOCUS GROUP MEETINGS

Staff held 18 meetings (virtual and in-person) with multiple stakeholders including Bowie State University, the City of Bowie, key property owners, agency partners, and others to identify major issues, challenges, and opportunities in the planning area.



DRAFT EXISTING CONDITIONS REPORT VIRTUAL PRESENTATION

On September 16, 2020 staff introduced a draft existing conditions report and held a public presentation and meeting that provided an overview of the major findings. Staff facilitated small breakout groups to talk about the challenges and opportunities identified in the report and the full report was posted for public comment on our project website. The meeting was attended by 80 people.





VIRTUAL OFFICE HOURS

Staff met one-on-one with 24 stakeholders to answer specific questions about the plan and receive input. Stakeholders included civic groups, landowners/property owners, and other key stakeholders.



VIRTUAL COMMUNITY WALK SHOP

Staff led a virtual focus area tour of Bowie Town Center and Old Town Bowie. The tours were pre-recorded and shared on the project website, social media networks, YouTube, and Konveio website.



SPEAK OUT—YOUTH ELEMENT

Staff met virtually with a focus group of students from Bowie State University (BSU) to discuss planning and how they envision the future of the Bowie-Mitchellville and Vicinity Master Plan area. Additionally, staff used surveys and other interactive tools to solicit feedback. The survey was conducted in mid-October with 98 student participants. The focus groups were held the last week of October. Staff hosted three one-hour virtual events with a professor and approximately 20 students.



VIRTUAL COMMUNITY CHATS

From August 2020 through October 2020, staff invited community members to participate in an eight-part meeting series called Community Chat. Each chat focused on a specific plan element, such as land use, economic prosperity, housing and neighborhoods, etc. Allowing for open discussion between staff and community members, each meeting started with staff providing a brief presentation about the specific planning element, facilitated discussion, and question and answer segments. These virtual sessions included approximately 200 attendees.



PLAYBOOK OF STRATEGIES VIRTUAL PRESENTATION

On November 12, 2020, the project team and consultants presented a playbook of strategies for the revitalization of the focus areas and corridors.



STAKEHOLDERS



County Agencies



Developers



Transportation Agencies



Bowie State University



City of Bowie



M-NCPPC



Residents



Historic Preservation



Public Facilities



Environmental Groups



Businesses

PERMISSION TO PRINT
Preliminary Master Plan
Jul. 2021

JOINT PUBLIC
HEARING
Oct. 2021

PLANNING
BOARD
ADOPTION
Dec. 2021

COUNCIL
WORK
SESSION
Jan. 2022

COUNCIL
APPROVAL
Mar. 2022

Apr.

May

Jun.

Jul.

Aug.

Sept.

Oct.

Nov.

Dec.

Jan.
2022

Feb.

Mar.

Apr.

May

Public and Stakeholder Engagement: Key Takeaways

This plan reflects interviews with key stakeholders and partner agencies, online office hours with residents, community surveys, community chats, student focus groups, and briefings with decision-makers and elected officials. Because of the COVID-19 pandemic, traditional methods of outreach were modified in March 2020 to a strictly online environment. Methods included virtual meetings and discussion groups, online surveys, frequent website, social media, and email updates, and posting documents online for public comment.



Land Use and Comprehensive Zoning

Participant residents expressed concerns regarding new development in the area. Their top concern was the development of new apartments and condos, such as those proposed at the former Sears site at Bowie Town Center and at Bowie Marketplace shopping center. Residents preferred to enliven these two destinations through nonresidential land uses such as shops and restaurants. Many residents were also worried about the future land use of the site of the canceled Bowie ice rink project (4151 Church Road, Tax ID 3665791).



Economic Prosperity

One frequent concern raised by residents throughout the County is a desire for easier access to retail, restaurants, and other amenities closer to home. More specifically, participants expressed a desire to strengthen the quality of retail options at Bowie Town Center.



Transportation and Mobility

Participant residents noted pedestrian and bicycle safety concerns around the shopping centers along US 301 (Robert Crain Highway) and MD 450 (Annapolis Road), as well as along Church Road, which has less pedestrian traffic but has proven difficult to traverse for some residents. The avid bicycle enthusiast community in the plan area commends the existing trail network but laments the lack of bicycle lanes along the major corridors and would like to see the expansion of this type of infrastructure and the construction of the many planned but unbuilt trails.



Natural Environment

Participant residents expressed concerns about removing trees as new development occurs; addressing the area's impact on climate at the local level; and mitigating stormwater runoff in new and existing developments and areas perceived to be prone to flooding.



Housing and Neighborhoods

Some aging residents want to downsize and stay in their neighborhoods, but the plan area does not offer the housing types (apartments, condos, or townhouses) that meet their needs and budget. Bowie State University leadership and students also identified a shortage of student housing near campus. Student survey responses showed most students live off campus but would prefer to live on or near campus.



Community Heritage, Culture, and Design

Some stakeholders desire increased tourism and visitation opportunities in Old Town Bowie that celebrates the history of Old Town Bowie with various events and spurs an Arts and Entertainment District.



Healthy Communities

Some participant residents expressed concerns that certain locations in the plan area lack access to fresh, healthy foods through supermarkets. Residents in the northern portion of the plan area have specifically expressed frustration that the closure of a grocery store at Bowie Plaza (6948 Laurel Bowie Road) has forced them to travel farther south on MD 197 to buy groceries. Many in the community would also like additional urban agriculture opportunities and farmers markets.



Public Facilities

Stakeholders expressed a desire for more athletic fields and courts and the introduction of multigenerational spaces that cater to the entire family. Stakeholders also expressed concerns about the impact of new development on school capacity.

Major Opportunities and Challenges

During development of this plan, the project team conducted a comprehensive analysis of existing conditions in the plan area and its opportunities and challenges. The project team also analyzed the prior applicable area master plans. Additional details of this analysis can be found on the Department's website.¹²



Land Use

OPPORTUNITIES

- Bowie Local Town Center is surrounded by neighborhoods that offer a mix of housing types that can be expanded upon to attract and support commercial offerings as it transforms into a mixed-use center.
- Bowie Local Town Center is positioned to attract new residents that range in age and income by offering different housing types and amenities.
- BSU MARC Campus Center has ample land adjacent to a commuter rail station and major regional university that can be developed with a mix of uses, including university-related uses, housing for commuters, university employees, and students, and supportive retail.
- At Bowie Marketplace, Superior Lane can become a boulevard connecting to Free State Shopping Center.
- MD 450, between Free State Shopping Center and Bowie Marketplace, can be transformed into a vibrant pedestrian-friendly destination with a strong sense of place.
- Old Town Bowie can be revitalized through strategic infill development and adaptive building reuse.
- Aging retail centers can be revitalized with a mix of uses under the Commercial, General, Office (CGO) zone.
- Collington Local Employment Area is poised to become an important regional economic and employment hub along an increasingly vital highway corridor.

CHALLENGES

- As properties within the Plan 2035 Growth Boundary are developed, pressure may increase to develop outside the Growth Boundary.
- The prevalence of low-density, single-family detached housing creates challenges in attracting much-desired retail amenities to the area.
- Bowie State University has a student housing shortage, making it difficult to expand, accommodate, and attract students who do not want to commute to school.



Comprehensive Zoning

OPPORTUNITIES

- The 2018 Zoning Ordinance contains zones that allow maximum flexibility for property owners to respond to the evolution of the real estate market.
- Reclassification of several properties within this plan area will lead to speedier implementation of Plan 2035's and this plan's vision.
- Different zones allow context-sensitive development at a variety of intensities, which creates a better transition between uses.

CHALLENGES

- The Legacy Comprehensive Design (LCD) Zone requires a lengthy, three-stage development process (comprehensive design plans, preliminary plans of subdivision, and specific design plans).
- The continuation of validity periods for development applications since 2007 coupled with the prevalence of property-specific provisions within the old Zoning Ordinance may lead to unintended or no-longer-desirable types or intensities of development.

¹² The Maryland-National Capital Park and Planning Department, *Bowie-Mitchellville and Vicinity Master Plan: Existing Conditions Report*, August 2020, <https://bit.ly/BMVExistingConditions>.



Economic Prosperity

OPPORTUNITIES

- Strong demand for private office space driven by tenants in the health care and social assistance sector, including clinicians and medical technology support.
- Bowie Town Center, part of Bowie Local Town Center, presents opportunities to encourage nearby employees from Inovalon and the UM Bowie Health Center to shop, dine, and socialize near their place of work. Additionally, this presents an opportunity to attract a health care technology hub.
- Bowie Local Town Center and BSU MARC Campus Center can be positioned to attract new tenants that generate economic growth and increase the area's regional competitiveness.
- Increasing housing at Bowie Local Town Center and Free State Shopping Center/Bowie Marketplace may sustain existing retail and attract new retail, potentially diminishing the spending gap.
- The Collington Local Employment Area possesses several competitive advantages—geographic positioning, nonretail employment concentrations, and specialized industries—for attracting industry tenants in the region, especially for the warehousing, transportation, and logistics industry.
- Aging retail centers present revitalization opportunities to help strengthen rents and attract tenants.
- The Bowie Baysox and Prince George's Stadium, and the future Green Branch Multifield and Athletic Complex (see Public Facilities), are major regional attractions that bring visitors to the area and help support the businesses at Bowie Gateway.
- Pursuing infill residential development along the main corridors—MD 197, MD 450, and US 301/MD 3—and diversifying housing types at key nodes such as Bowie Local Town Center can support and expand local retail.
- The upgrade of US 301 to a limited-access highway will spur economic development along the corridor, especially highway-related services that cater to travelers and regional and interstate transportation, logistics, and warehousing at the Collington Local Employment Area.

- Old Town Bowie's historical significance, pedestrian scale, and niche market of antique shops can be leveraged to revitalize the area. The area has the potential to enhance commercial offerings with eating and drinking establishments. More specifically, small-scale neighborhood services and retail (health and personal care) can fit into the existing village fabric of Old Town Bowie.

CHALLENGES

- The plan area lacks the residential density, amenities, and transit access that most top employers demand when seeking Class A office space, available in other areas of the County and the Washington, D.C. metropolitan area. These challenges have led to a high vacancy rate for Class A office space.
- It is too early to fully evaluate the impact of COVID-19 on future office trends, but a continued trend toward increased teleworking is anticipated.
- The lack of residential density inhibits Bowie-Mitchellville and Vicinity's ability to attract and support the high-end retail the community desires.
- Lack of visibility from major thoroughfares, small parcel sizes, and limited parking create Old Town Bowie's community character and walkability but contribute to the area's low weekday activity.

Medical Technology

Inovalon is a technology company that provides cloud analytics and data-driven solutions to the health care industry and employs more than 600 people in the company's corporate headquarters along the MD 197 corridor.

Bowie Baysox

The owner/operator of the Bowie Baysox has secured \$1 million in state funding for infrastructure improvements to the stadium. The Baysox plan to secure a 20-year lease and, with M-NCPPC's planned Green Branch Multifield and Athletic Complex located adjacent to the stadium, the area will be transformed into a year-round athletics destination and potential economic driver.

Class A Office Buildings

Class A office buildings are high-quality, newly constructed buildings with modern-day designs and infrastructure. They command the highest rents in a market and attract high-income, high tax-paying tenants.



Transportation and Mobility

OPPORTUNITIES

- The plan area is strategically located between Washington D.C., Baltimore, and Annapolis.
- MARC provides a convenient one-seat ride between the BSU MARC Campus Center and Washington, D.C., and Baltimore.
- Several roads in the plan area were overbuilt or have excess horizontal rights-of-way, creating opportunities to retrofit them to facilitate active transportation and transit.
- The expansion of the Governor Harry W. Nice Memorial/Senator Thomas “Mac” Middleton Bridge, which carries US 301 over the Potomac River linking Charles County to Virginia, positions the plan area to facilitate interstate trade that bypasses the congested I-95 corridor and capture spending bypass-through travelers.

CHALLENGES

- The plan area was constructed to be automobile dependent. This creates a variety of challenges, including longer-than-average car commutes and lack of pedestrian and bike facilities.
- Seventy-five percent of commuters drive to work alone, and an additional 8.5 percent carpool. Only 10 percent of commuters take transit as their primary mode, 1 percent walk, and even less than one percent bicycle to work. The remaining percent either work from home or arrive to work by other means.
- Lack of connectivity between land uses including between shopping centers leaves few alternatives to driving. The existing transportation system has a rigid hierarchy of roads that feeds traffic onto increasingly high-volume, high-speed, and multilane highways that are major barriers to walking, bicycling, and transit. Current opportunities for bicycling and walking in most of the plan area are limited.
- Many of the common demand factors for active transportation (walking, biking, and taking transit), including zero-car households, proximity to major employment centers, and mixed-use, high-density development have historically been absent, limiting momentum for change.

- Lack of fixed-guideway (other than MARC service in the far northern part of the master plan area) or high-frequency transit. Transit service is limited, often difficult to access, and infrequent.
- Lack of bus stops and first- and last-mile connections for bicyclists and pedestrians discourages transit use.
- Until the transformation of US 301 to a limited-access highway is complete, traffic congestion will increase throughout the corridor, especially around the Collington Local Employment Area and the Bowie Local Town Center.
- The lack of sidewalks and adequate crosswalks at intersections limit safe and convenient walking from transit.
- An overabundance of parking lots leads to long inconvenient and uncomfortable trips by foot, bicycle, and transit and further discourages active transportation.
- High concentrations of crashes at intersections along US 301 (Robert Crain Highway), MD 197 (Collington/Laurel Bowie Roads), and MD 450 (Annapolis Road) compared to other intersections in the plan area.



Natural Environment

OPPORTUNITIES

- Bowie-Mitchellville and Vicinity retains about 28,000 acres (approximately 38 percent of the plan area) of forest cover and tree canopy coverage but increasing tree canopy in developed areas and over impervious surfaces would reduce the urban heat island effect, thermal heat impacts on receiving streams, and stormwater runoff.
- There was, overall, an 8 percent increase in forest and tree canopy coverage between 1938 and 2017 due, in part, to street tree plantings, reforestation programs, and retention of large tracts of woodland.
- The Belt Woods Natural Environmental Area is recognized by the National Park Service as a national natural landmark. It is one of the few remaining old-growth upland forests in the Atlantic Coastal Plain and has been protected and enlarged by the Maryland Department of Natural Resources by purchasing adjacent properties with Nontidal Wetlands of Special State Concern.

- The County is creating a Climate Action Plan to prepare for and build resilience to regional climate change impacts, and to set and achieve climate stabilization goals.

CHALLENGES

- The imperviousness is high, at 20 percent (8,000 acres) with the majority (62 percent) of imperviousness being roads, buildings, and parking lots. This results in excessive, rapid stormwater runoff that damage receiving streams and wetlands.
- The Middle Patuxent River and Collington Branch watersheds have a high level of imperviousness, 7.27 percent and 6.48 percent respectively, which is consistent with the poor and very poor quality ratings of the two watersheds.
- Much of the development within Bowie-Mitchellville and Vicinity occurred prior to the adoption of current state and local environmental requirements for the protection of regulated environmental features.
- Loss of stream buffers and wetlands, stream channelization, and the construction of multiple stream crossings for development is difficult to retroactively mitigate for lost habitat, poor water quality, and excessive stormwater runoff and flooding.
- Patuxent River Upper, Patuxent River Middle, and Patuxent River Lower are impaired, with high amounts of chlorides, sulfates, bacteria, and total suspended solids (TSS).

Sustainability and Climate Change

The Prince George's County Council established The Prince George's Climate Action Commission with Council Resolution [CR-07-2020](#) to develop a Climate Action Plan for Prince George's County and to prepare for and build resilience to regional climate change impacts, and to set and achieve climate stabilization goals. The Bowie City Council approved a Climate Action Plan 2020-2025 to reduce greenhouse gas emissions and to enhance community resilience. Climate stabilization and community sustainability are impacted by all elements that define this master plan. Consequently, comprehensive planning is necessary to fully achieve the outcomes of this plan while also achieving climate action and sustainability goals.



Housing and Neighborhoods

OPPORTUNITIES

- Existing centers of economic activity, such as Bowie Local Town Center and Free State Shopping Center/Bowie Marketplace can evolve into walkable neighborhoods.
- The two major transit facilities, the Bowie Local Town Center park-and-ride, and Bowie State MARC Station, are well situated to provide location-efficient, transit-supportive housing opportunities, reducing automobile dependence and related costs.
- Low- to mid-rise student housing units could provide BSU students with off-campus housing options adjacent to BSU MARC Campus Center.
- There are vacant lots and parcels that could accommodate infill development in Old Town Bowie.
- With an increasing aging population, there is a market to develop more senior housing.
- As the existing housing stock ages, it may become naturally affordable, increasing homeownership opportunity.

CHALLENGES

- While aging, single-family, detached neighborhoods will continue to attract new households to Bowie, their price points may struggle to compete with new construction and walkable, urban neighborhoods in amenity- or transit-rich locations; this shift in buyer and renter preferences could lead to a decrease in the ability to draw new retail and businesses to the community, as corporations, retailers, and entrepreneurs focus on higher-income locations.
- There is a low supply of the housing stock (apartments, condos, and townhouses) that meets the needs and preferences of current and future residents, especially generation Z, millennials, and seniors.
- Affordable housing is limited; only six affordable housing projects are subsidized by the federal government in the plan area, and there are no new projects in the development pipeline.
- Because rents are relatively low compared to neighboring jurisdictions and there is an abundance of naturally-occurring affordable housing in the County, there are only a few options available at this time to incentivize affordable housing in the plan area where affordable housing is needed.



Community Heritage, Culture, and Design

OPPORTUNITIES

- There are 30 County-designated Historic Sites, many with the potential for historical interpretation signage.
- Prince George's County offers tax credits and the M-NCPPC offers grants to County-designated Historic Sites for adaptive reuse and/or restoration.
- The rich history of Bowie-Mitchellville and Vicinity, which includes the Baltimore and Potomac Railroad and the Baltimore and Ohio Railroad, Bowie State University, African-American contributions, the communities of Fletchertown and Duckettsville, and the history of horse racing and breeding can be highlighted using interpretive and wayfinding signage, and programming.
- The Maryland Heritage Area Authority offers grants, loans, and tax credits to qualified organizations to make improvements along the Anacostia Trails Heritage Area (ATHA).
- Expansion of existing community activities and entertainment events in Old Town Bowie and Bowie Local Town Center.
- Expand existing performance and art groups, including those associated with BSU Theatre and the City of Bowie's Performing Arts Center; to Old Town Bowie and Bowie Local Town Center.
- New design standards in the 2018 Zoning Ordinance, help ensure design consistency and excellence throughout the plan area and beyond.

CHALLENGES

- Two historic properties, Goodwood (Historic Site 74B-014) and Partnership and Cemetery (Historic Site 74A-015), are in danger of demolition by neglect and recognized by the Historic Preservation Commission as Properties of Concern.
- Old Town Bowie currently fails to meet the criteria to establish a state-designated Arts and Entertainment District. Its biggest obstacle is the lack of an art-related anchor institution, strong leadership to pursue designation, and lack of affordable artist housing.

- The remoteness of Old Town Bowie makes attracting visitors more difficult.
- Developers and utility companies are resistant to installing utility lines underground in Prince George's County despite doing so in other neighboring jurisdictions.



Healthy Communities

OPPORTUNITIES

- The City of Bowie has health-related programs that can be further promoted or expanded.
- Expansion of community gardens and urban agriculture.
- The existing agricultural sector, which is rooted in a variety of fruits, vegetables, livestock, and other products, can be leveraged to increase the supply of local fresh foods that can be sold through farmers markets and other venues.

CHALLENGES

- As the BSU MARC Campus Center develops, there will be an increased unmet need for a grocery store.
- Pedestrian and bicycle access to healthy food options, parks and open space, and recreation is inadequate.



Public Facilities

OPPORTUNITIES

- Existing public facility assets can be improved through expansion, rejuvenation, and new partnerships.
- Acquisitions and dedications can increase park access in existing and developing sectors of Bowie-Mitchellville and Vicinity.

CHALLENGES

- Perception of school overcrowding among residents.
- Ensuring areas seeing new residential development have access to community facilities such as recreation that is comparable to access enjoyed by older residential communities.

How to Use this Plan

This area master plan contains the vision for a 59-square-mile area of northeastern Prince George's County, including the City of Bowie, and goals, policies, and strategies for implementing that vision. This plan is divided into nine plan elements:

- Land Use (LU)
- Comprehensive Zoning (CZ)
- Economic Prosperity (EP)
- Transportation and Mobility (TM)
- Natural Environment (NE)
- Housing and Neighborhoods (HN)
- Community Heritage, Culture, and Design (HD)
- Healthy Communities (HC)
- Public Facilities (PF)

Within each of the plan elements, the plan is organized into several geographic areas, in their order of importance to the plan, so that plan users can easily find the recommendations specific to their neighborhood or community of interest, and other key locations.

Table 2. Master Plan Geographic Areas

Area Type	Main Geography	Key Locations
Master Plan Area	Areawide	N/A
Plan 2035 Growth Policy Areas	Rural and Agricultural Area	N/A
	Established Communities	N/A
Plan 2035 Centers	Bowie Local Town Center	Bowie Town Center Bowie Gateway Melford
	Bowie State University MARC Campus Center	Bowie State University Bowie State MARC Station
Master Plan Focus Areas	Collington Local Employment Area	National Capital Business Park South Lake
	Old Town Bowie	N/A
Master Plan Corridors	MD 450	West Bowie Village
		Free State Shopping Center Bowie Marketplace
	MD 197	Bowie Plaza Whitehall Shopping Center
		Mill Branch Crossing Collington Plaza Pointer Ridge Plaza

PLAN 2035 GROWTH POLICY AREAS

Bowie-Mitchellville and Vicinity includes four Plan 2035 Growth Policy Areas including two Plan 2035 Centers:

- The Rural and Agricultural Area
- The Established Communities
- Bowie Local Town Center
- BSU MARC Campus Center

MASTER PLAN FOCUS AREAS

This master plan contains two focus areas: places with significant opportunities and/or challenges where the plan targets location-specific policies and strategies to ensure maximum achievement of the plan's goals:

- Old Town Bowie
- Collington Local Employment Area

MASTER PLAN CORRIDORS

The plan also includes three corridors, US 301/MD 3 (Robert Crain Highway), MD 450 (Annapolis Road), and MD 197 (Laurel Bowie/Collington Road). A corridor is an area comprising road networks and adjoining land uses. In this plan, key corridors are important arterial roads in the plan area featuring retail, housing, and other uses; the plan focuses on mobility improvements in these corridors and necessary updates to adjoining shopping centers to ensure their continued viability as community anchors.

The plan contains goals, policies, and strategies for three corridors:

- MD 450 (Annapolis Road)
- MD 197 (Laurel Bowie/Collington Road)
- US 301/MD 3 (Robert Crain Highway)

HIERARCHY

Goals, policies, and strategies are organized so that the specific controls the general. If a conflict is perceived between policies or strategies in two specific areas, the more specific area contains the applicable strategy.