

BOWIE-MITCHELLVILLE AND VICINITY MASTER PLAN

Playbook of Strategies

January 2021



Abstract

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The intent of the document is to provide a playbook of planning and urban design strategies for M-NCPPC to consider in their upcoming master plan process for Bowie-Mitchellville and Vicinity. The report introduces key focus areas and corridors that present unique planning challenges and opportunities. It then outlines specific design strategies and visions for three specific sites within those areas. The report then presents a matrix of strategies to support a more dynamic built environment and strengthened connectivity that will improve market conditions.

BOWIE-MITCHELLVILLE AND VICINITY MASTER PLAN

Playbook of Strategies

January 2021



 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department

January 2021

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
14741 Governor Oden Bowie Drive
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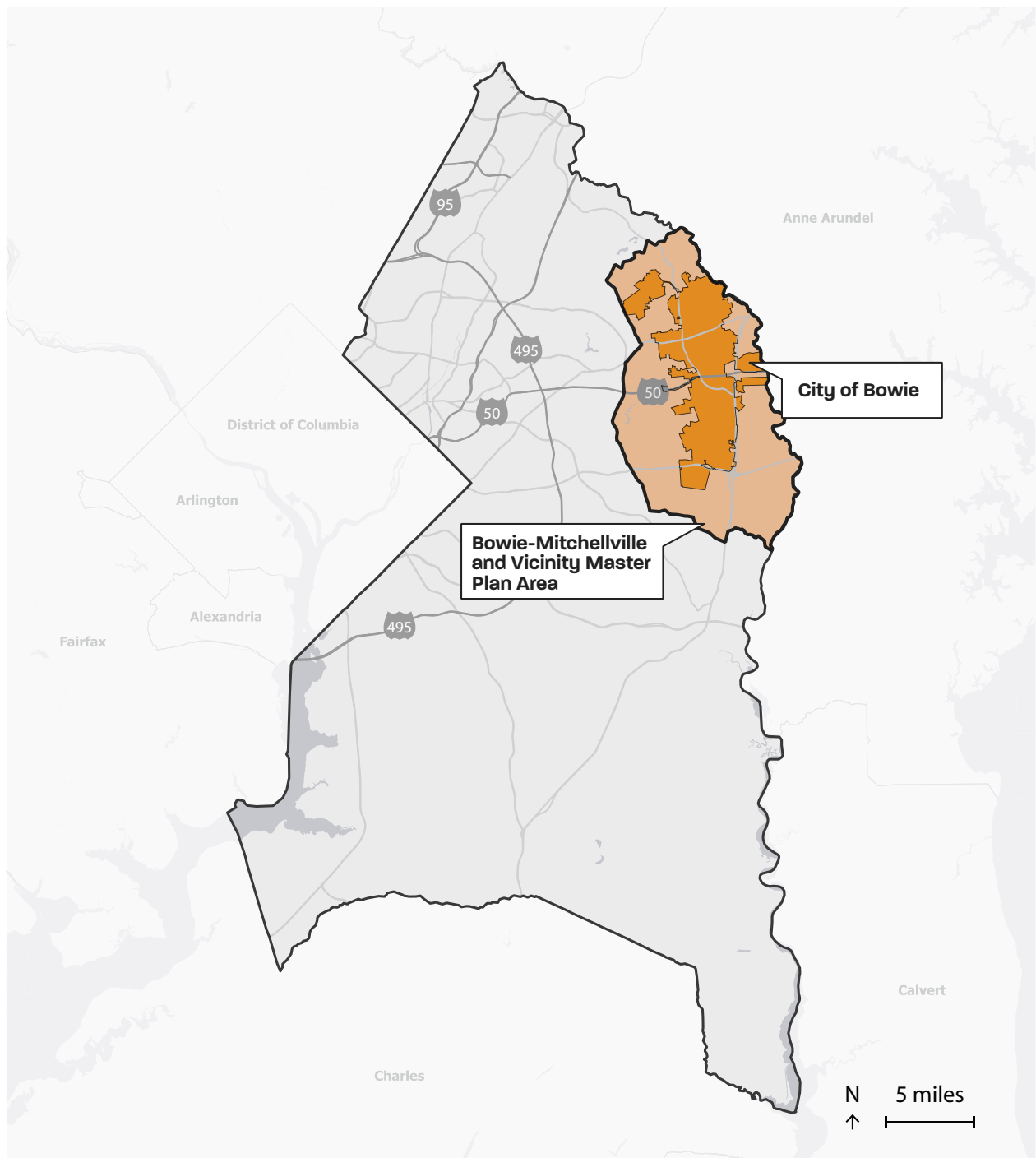
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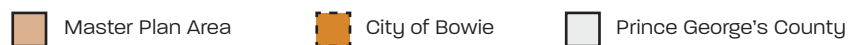
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Introduction

Map 1. Bowie-Mitchellville and Vicinity Master Plan Area



SOURCES: GIS DATA CATALOGUE, THE PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT, M-NOPPO





Monarch Waystation at Bowie City Hall.

This document provides information and recommendations that reflect proven best practices in helping 20th Century suburbs evolve to meet the opportunities and challenges of tomorrow. The material contained in this document will be taken into consideration in the development of the Bowie-Mitchellville and Vicinity Master Plan. It is not the master plan.

This Playbook of Strategies, commissioned by the Maryland-National Capital Park and Planning Commission (M-NCPPC), is part of the Bowie-Mitchellville and Vicinity Master Plan process. This report follows the recently published Existing Conditions Report, which provides a snapshot of the challenges and opportunities that exist to inform the development of the upcoming master plan.¹

Both reports are guided by the overarching principles of the *Plan Prince George's 2035 Approved General Plan* (Plan 2035), and align to seven core Plan 2035 elements:

-  Housing and Neighborhoods
-  Economic Prosperity and Market Analysis
-  Land Use, Zoning, and Urban Form
-  Transportation and Mobility
-  Community Heritage, Culture, and Design
-  Healthy Communities
-  Public Facilities

These elements, described in greater detail in the Existing Conditions Report and referenced throughout this playbook, reflect the wide spectrum of planning questions that will shape the upcoming master plan.

AREA OVERVIEW

Located in the northeast quadrant of Prince George's County, Bowie-Mitchellville and Vicinity covers an area of 59 square miles. The master plan area has a population of approximately 88,590, representing almost 10 percent of the County's total population.

Bowie-Mitchellville and Vicinity is a community of great assets that includes a rich history and a robust trail system along with acres of land preserved for rural and agricultural use. The master plan area features sites with strong historic and regional importance, including, a railroad town, a Levittown suburb, and Bowie State University (BSU), a Historically Black College and University (HBCU) served by a regional MARC train. It also includes Bowie Town Center, a commercial hub; and Prince George's Stadium, home of the Bowie Baysox baseball team. These and other natural and cultural features, such as the Anacostia Trails Heritage Area, can be leveraged to attract regional interest, and establish a strong sense of place in the master plan area that caters to a wide variety of residents, workers, students, and others.

Some of the central challenges facing the master plan area stem from the area's historical development as a

¹ For added context about the master plan area and a detailed discussion on challenges and opportunities for various plan elements, please refer to the Bowie-Mitchellville and Vicinity Master Plan: [Existing Conditions Report](#).

sprawling car-dependent suburb. This development pattern, which generally favors greenfield development on large vacant lots and a separation of residential, commercial, and employment uses, creates challenges for the formation of vibrant communities, environmental sustainability, and healthy, active lifestyles. Moving forward, the master plan area has the opportunity to concentrate growth in mixed-use centers and increase the opportunities for safe, active transportation (walking, biking, and public transportation) by improving and expanding existing infrastructure. These opportunities further Prince George's County's broader Plan 2035 goals of creating walkable places, and increasing walking trips and the use of public transportation. Creating centers with multiple uses also supports local retail by encouraging a strong population base.

Bowie-Mitchellville and Vicinity also sees challenges and opportunities related to its residential and commercial markets. While the master plan area's housing market has remained stable in recent years, the residential pipeline (or, the number of residential units anticipated to be developed) exceeds projected population growth in the near-term, creating the need to attract tenants and buyers from outside of the area to absorb the number of proposed future units. In terms of retail, the area experiences unmet spending potential, meaning residents are traveling outside of Bowie-Mitchellville and Vicinity to fulfill many of their retail needs. To attract quality retail, the master plan area must increase density and develop mixed-use centers with housing and retail options that meet the needs of both millennial's and aging adults, the area's fastest growing population groups.² Although the median household income is higher in the master plan area than in the County as a whole, there are pockets of relatively low-income and housing-cost-burdened residents and an increasing number of aging residents who might be on fixed incomes. A wide body of research shows that a mix of affordable housing options is a vital consideration for a healthy, vibrant, and inclusive future.³

Although most residents commute outside of the master plan area to work by car, Bowie-Mitchellville and Vicinity also has the potential to grow its local office market, and become a place where residents live, shop, play, and work. Large Class A office spaces



South Bowie Community Center.

have high vacancy rates, but the area's healthcare sector is growing and could drive employment and office market growth.

Residents in the master plan area rely heavily on automobiles for most trips. Alternative transportation options like biking, walking, and public transit are either not practical or do not exist. Where they do exist, they are often in poor condition. For instance, major corridors within the master plan area such as MD 197 (Laurel-Bowie/Collington Road) and MD 450 (Annapolis Road) have high concentrations of crashes with relatively limited or no safe pedestrian crossings. Addressing these barriers is necessary to create walkable, mixed-use environments.

REPORT OBJECTIVES

The master plan area provides a range of opportunities to create environments that can attract future residential, retail, and commercial tenants. Opportunities range from redeveloping aging shopping centers along key corridors, to revitalizing centers within existing communities, to adopting

² While the residential base in the master plan area has enough spending potential (or average income) to attract quality retail, the relatively low population density (or lack of local customer base) discourages retail. For more discussion on unmet spending potential and population density in the master plan area, please see the Existing Conditions Report.

³ See, for example: Jamboree Housing Corporation. 2015. "The Vital Connection: Affordable Housing and Healthy Communities." Irvine, CA. The Vital Connection: Affordable Housing and Healthy Communities.



Tall Oaks Crossing neighborhood in the City of Bowie.

transit-oriented design principles as outlined in Plan 2035 that promote walkable and bikeable neighborhoods, in an effort to boost local retail options, housing choices, and office space types.

As such, the objective of this report is to develop a set of strategies that can be used to position the Bowie-Mitchellville and Vicinity area for sustained growth and development.

This report builds off the Existing Conditions Report by presenting profiles of seven distinct focus areas within Bowie-Mitchellville and Vicinity—four focus areas and three key corridors—each of which presents unique challenges and opportunities for the area's future. Within these geographies, the report offers urban design strategies for three key sites:

Old Town Bowie, Free State Shopping Center/Bowie Marketplace on MD 450, and parcels along US 301 in Bowie Local Town Center. Finally, the report provides a broad matrix of strategies for pursuing the master plan area's objectives along the planning elements discussed in the Existing Conditions Report.

Together, these recommendations and strategies offer an incremental approach to planning that can be pursued over time. While many strategies in this playbook are specific to a certain focus area or corridor in the master plan area, they act as general building blocks that can be applied more broadly. These building blocks can be adjusted in response to market realities and community and stakeholder input.

Section 1

Focus Areas and Key Corridors



Mill Branch Pond at Centennial Park is south of the Bowie Local Town Center focus area.

To create a more vibrant, connected, sustainable, and livable Bowie-Mitchellville and Vicinity and align the master plan area with countywide objectives, planning efforts should highlight sub-areas that present unique planning challenges and opportunities. This section presents focus areas and key corridors that play a distinct role in the past, present, and future development of Bowie-Mitchellville and Vicinity.

A **focus area** is a location that serves as a center of activity or growth. A focus area may serve a range of purposes, from commerce and retail, to industry and employment. It may cater to a local user base (as in the case of a local retail and cultural center like Old Town Bowie) or a regional one (as in the case of the Bowie MARC Campus Center, which serves broader regional needs through the MARC commuter train and adjacent university). Focus areas include: Bowie Local Town Center, Old Town Bowie, Bowie MARC Campus Center, and Collington Trade Zone.

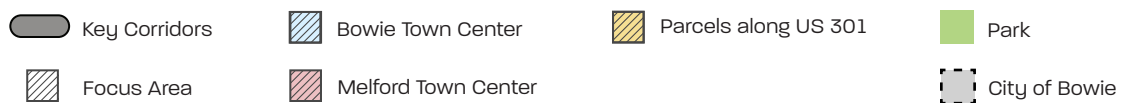
A **corridor** is an area comprised of road networks and adjoining land uses. Corridors tend to accommodate a broad range of mobility options—walking, bicycling, public transit, and driving—in order to improve access to jobs, services, entertainment, and recreation. In this case, each corridor is an important arterial road featuring retail, housing, and other uses. These include: US 301 (Crain Highway), MD 450 (Annapolis Road), and MD 197 (Laurel-Bowie/Collington Road).

Building off of the Bowie-Mitchellville and Vicinity Master Plan: Existing Conditions Report, this section presents a profile of each focus area and key corridor, featuring broad insights about the built environment, connectivity and mobility, and market. These themes synthesize highlights from the broader existing conditions analysis. Further exploration and analysis of these focus areas can be found in the Existing Conditions Report and in the Appendix of this document.

Map 2. Focus Areas and Key Corridors



SOURCES: GIS DATA CATALOGUE, THE PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT, M-NOPPO



Bowie Local Town Center

Overview

Bowie Local Town Center, a retail, employment, and residential hub situated at the nexus of US 301 and US 50, is the commercial core of Bowie-Mitchellville and Vicinity. Situated centrally in the City of Bowie, this center has successfully created more density in recent years, and presents potential as a more walkable center. Featuring the majority of big-box retail in the master plan area, it contains the Bowie Town Center, Melford Town Center, and a commercial area straddling US 301. Bowie Local Town Center is designated in Plan 2035 as an employment center, lending the area significance as a center for economic growth not just within the master plan area but for the wider County. It is also designated as a Local Center, where development and civic activity are encouraged due to access to major highways or transit. Local centers are seen to support increased walkability, particularly in their cores and near public transit.¹

Built Environment

Bowie Local Town Center is a largely commercial center with a growing base of multifamily housing—amounting to 41 percent of built area. This area has one of the greatest concentrations of vacant land, amounting to more than 200 acres. This includes both developed vacant land, and undeveloped land. Vacant acreage in this focus area includes the mixed-use developments planned at Melford Town Center and the Sears site in Bowie Town Center.

The greatest amount of acreage in this focus area is zoned Mixed-Use Transportation-Oriented (M-X-T), and nearly half of the M-X-T-zoned land is vacant. The other half consists of multifamily housing, employment uses, and a small amount of institutional and commercial use.

Of the areas zoned for low-density housing (R-R, Rural Residential) in this focus area, more than 80 percent of land is vacant; the rest serves commercial uses. About 10 percent of vacant land is zoned for commercial uses.

Surrounded mostly by low-density residential uses, Bowie Local Town Center features the largest concentration of multifamily housing in the master

FOCUS AREA AT A GLANCE

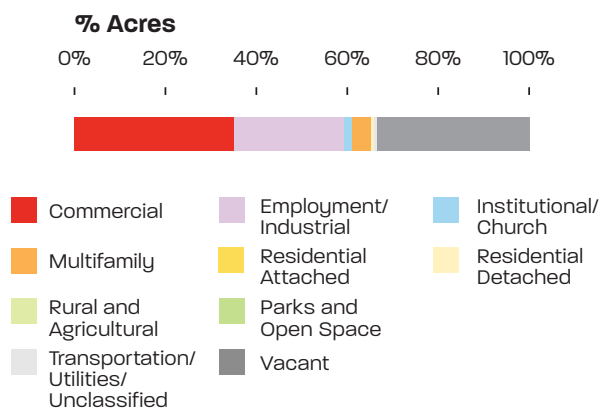
- **Area:** 618 acres
- **Land Use:** 35% Commercial, 33% Vacant, 24% Employment/Industrial, 4% Multifamily, 2% Institutional
- **Built Area:** 12% built area; 41% of built area is multifamily housing
- Mixed-use developments in pipeline at Melford Town Center and Sears site

PLAN 2035 BASELINE CHARACTERISTICS

- **Plan 2035 Designation(s):** Local Center; Employment Center areas¹
- **Housing Mix:** 500 units of mid-rise multifamily
- **Average Net Housing Density:** 18 DU/acre
- **Commercial FAR (Floor Area Ratio):** 0.5
- **Transportation Characteristics:** served by WMATA Metrobus (B and C lines); car access to US 301 and US 50

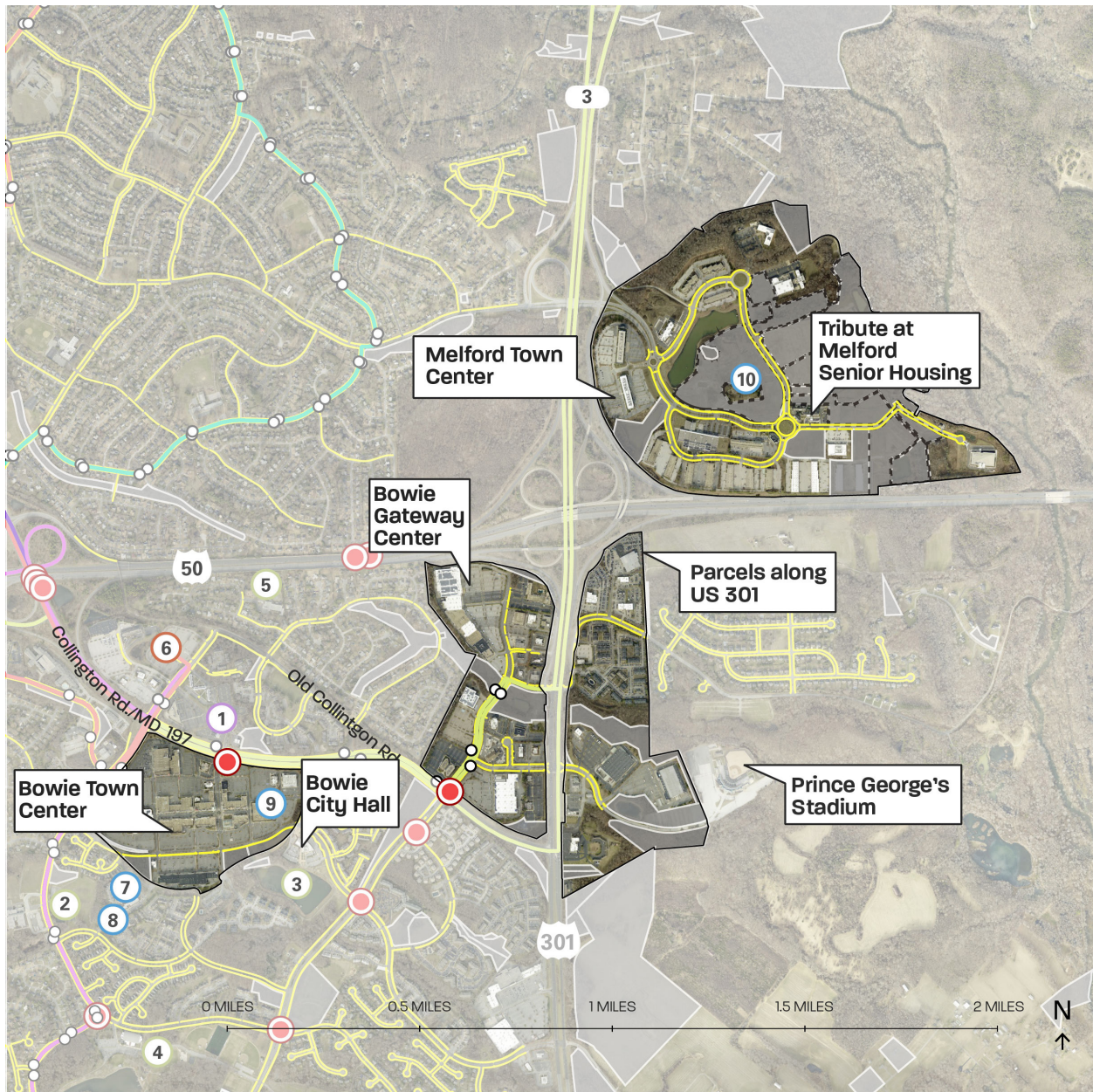
¹ See Appendix B for a table of baseline characteristics for future development in Plan 2035 centers.

Figure 1. Bowie Local Town Center Land Use



¹ As defined in Plan 2035, local town centers are auto-accessible centers that serve as anchors for suburban subdivisions, and typically have a walkable core. These centers often have a horizontal mix of uses rather than vertical (within the same building). See Plan 2035 for more on employment center areas, local town centers, and other planning designations.

Map 3. Bowie Local Town Center



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT.

LEGEND

Bus Routes

- C28, C29
- B29
- B22
- B21, B24



⊙ Dangerous intersection
(top 25 highest number of crashes, 2015-2019)

— Sidewalk

Vacant parcel

Vacant parcel (part of Melford master plan development)

KEY SITES

Office

- 1 Bowie Corporate Center (Inovalon)

Parks and Recreation

- 2 Enfield Chase Park
- 3 Mill Branch Pond

- 4 Allen Pond Park
- 5 Heather Hills Park

Public Facilities

- 6 Bowie Park-and-Ride

Housing

- 7 Evergreen Senior Community
- 8 Willows Senior Community

Development Pipeline

- 9 Sears Redevelopment (mixed-use)
- 10 Melford Town Center (mixed-use)



Allen Pond Park

plan area. The County's Rural and Agricultural Area rests just east of this focus area, separated from the center by the US 301 corridor.

The large area of surface parking and relatively low tree canopy present an opportunity to improve environmental sustainability by preserving existing green space and incorporating new green space in both planned mixed-use development and existing parking lots.

Bowie Local Town Center has the right ingredients to become a thriving mixed-use center and employment area as envisioned in Plan 2035. To support the

large residential pipeline in this center, visible and regionally accessible parcels such as those at the intersection of US 301 and US 50 can be repositioned to draw more visitors to the center through recreational and entertainment uses. Developable land adjacent to US 301, such as Mill Branch crossing, can allow for housing diversity, including age-restricted senior housing to meet the housing needs of the area's aging population.

As the center densifies, it will be important to ensure that the urban form of new developments, especially on Bowie Town Center, blend well with the surrounding residential developments.

Connectivity

Bowie Local Town Center has the highest potential for walking, biking, and transit of anywhere in the master plan area. It features a concentration of retail, dining, entertainment, and employment in close proximity to neighborhoods with lower car ownership and existing transit connections. However, destinations in this focus area are disconnected from surrounding neighborhoods and from one another and lack the pedestrian and bicycle infrastructure necessary for an active and connected center.

Bowie Town Center and Melford Town Center referenced in Map 3 are disconnected from surrounding areas by major highways. There is an opportunity to improve access through safer crossings and the addition of pedestrian and bike infrastructure within these centers. Efforts can focus on incident clusters: five of the master plan area's most dangerous intersections are located in this focus area on MD 197 (Collington Road).

Market

With a large number of residential units in the pipeline, this focus area presents an opportunity to develop complementary commercial uses to support and sustain the development of a vibrant center.

The site of the closed Sears in Bowie Town Center is slated for a 10.8-acre mixed-use redevelopment, featuring multifamily residential, street-level retail, a small office building, and potentially a small hotel.

Melford Town Center is a planned 466-acre mixed-use community that includes the Melford Courtyard by Marriott and Tribute at Melford senior living. When completed, Melford Town Center will also include 1,500 multifamily units, 300 townhouses, 260,000 square feet of office, 85,000 square feet of retail, and two additional hotels.²



Barnes & Noble Booksellers at Bowie Town Center.

Though Class A office space is not prevalent in Bowie-Mitchellville and Vicinity, there is a notable presence of Class A office space in and near this focus area, including One Town Center, Bowie Corporate Center (where medical technology company Inovalon is headquartered), and Bowie City Hall.

As Bowie Local Town Center grows there is an opportunity to lay the foundations for an Arts and Entertainment District. Some key steps to begin to pursue this include investing in a cultural anchor institution and building off of the existing community programs in the area, such as those offered at Bowie Town Center and Allen Pond Park.³

² Melford Town Center. Accessed October 2020. <http://webcache.googleusercontent.com/search?q=cache:YDUpiNhwUd8J:www.melfordtowncenter.com/+&cd=1&hl=en&ct=clnk&gl=us>.

³ The viability of an Arts and Entertainment District will need to be tested before it is pursued. This report also discusses the possibility of an Arts and Entertainment District in Old Town Bowie. If this designation is pursued in Bowie Local Town Center, it is not recommended to also pursue it in Old Town Bowie.

Old Town Bowie

Overview

Old Town Bowie is a small residential and retail community that represents the historic core of the master plan area. The historic Bowie Railroad Station, today the area's primary tourist attraction, stands as the original site of development for historic Bowie. Bowie Station opened in 1872 as part of the Baltimore-Potomac Railroad connecting Baltimore to southern Maryland, sparking the development of Huntington City, renamed Bowie in 1880.

Today, Old Town Bowie is comprised mostly of single-family dwelling units, older antique shops and auto repair stores, and public facilities including a fire station, post office, and community center. With its historic importance and neighborhood character, Old Town Bowie presents the opportunity to improve its vibrancy and accessibility for nearby residents and the wider plan area.

Built Environment

Old Town Bowie straddles Amtrak's Northeast Corridor and features railroad utility structures and privately owned industrial parcels south of the Northeast Corridor. The focus area consists mainly of privately owned land, plus some smaller parcels owned by the City of Bowie, and Bowie Fire/EMS Station 819 on 9th Street.

Old Town Bowie is the center of local history, offering a visitor's center, historic Railroad Museum, and various historic properties, including churches, homes, and the historic Bowie School Site. Old Town Bowie is designated by M-NCPPC as a historic African American community because it is home to many historically significant sites. However, many of the historic structures in Old Town Bowie have faced a loss of historic character, and nearby residential development has encroached on or replaced some historic structures. The presence of historic sites, paired with the Anacostia Trails Heritage Area, which encompasses the entirety of this focus area, present an asset to preservation efforts and to attracting new residential and retail development.

One challenge facing this focus area is access to amenities to support growth and serve existing residents. Old Town Bowie is part of a Low Supermarket Access area (LSA)—it sees relatively less access to supermarkets compared to areas of

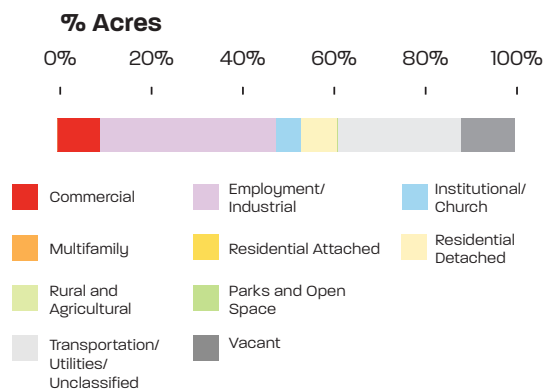
FOCUS AREA AT A GLANCE

- **Area:** 36 acres
- **Land Use:** 38% Employment/Industrial, 27% Transportation/Utilities, 12% Vacant, 9% Commercial, 8% Residential Detached, 6% Institutional
- **Built Area:** 8% built area
- Straddles Northeast Corridor and features Bowie Railroad Museum and Welcome Center

PLAN 2035 BASELINE CHARACTERISTICS

- **Plan 2035 Designation(s):** None
- **Housing Mix:** Scattered detached single-family housing
- **Average Net Housing Density:** 5 DU/acre
- **Commercial FAR (Floor Area Ratio):** 0.7
- **Transportation Characteristics:** served by WMATA Metrobus (B line)

Figure 2. Old Town Bowie Land Use



comparable population density and car ownership rates.

A central opportunity in this focus area is to lay the groundwork for mixed-use development in the long-term by increasing foot traffic to support existing retail and create a stronger sense of place. This can be pursued through strategic programming and placemaking activities as well as improved wayfinding to guide visitors to cultural and historic sites within Old Town Bowie, and highlight the area's unique assets.

Map 4. Old Town Bowie



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LEGEND

- Sidewalk
- Trail
- Vacant parcel
- Dangerous intersection (*top 25 highest number of crashes, 2015-19*)
- Bus Routes**
- B27
- Bus stop

KEY SITES

Public Facilities

- 1 PGFD Fire Station 819
- 2 U.S. Postal Services
- 3 Huntington Community Center

Historic and Cultural

- 4 Old Town Bowie Welcome Center
- 5 Bowie Railroad Museum
- 6 Knights of St. John Hall
- 7 Bowie Methodist Church and Cemetery
- 8 Harmon Phelps House
- 9 Straining House
- 10 St. James Chapel
- 11 Ryon House

Commercial

- 12 Keller's Antique
- 13 Old Bowie Town Grille

Connectivity

Old Town Bowie is disconnected from the major activity centers in the master plan area. It is served by one metro bus line (Bowie-New Carrollton), which connects the focus area to the BSU campus area. The 2010 Bowie State MARC Station Sector Plan envisions a trail system connecting Old Town Bowie to the Bowie MARC Campus Center along the rail line, but these plans have yet to be realized.

In addition to connecting to nearby existing and planned trail networks, there is an opportunity to improve pedestrian infrastructure within the focus area. The Northeast Corridor rail line divides Old Town Bowie in two and acts as a barrier between residential and retail on either side. The Lanham Severn Road Bridge provides the only pedestrian and vehicular crossing across the rail line through Old Town Bowie. The pedestrian facilities on this bridge are narrow, long, and exposed to traffic, presenting an opportunity for bridge improvements or the addition of a separate pedestrian and bicycle crossing.

Market

Given Old Town Bowie's low density, lack of recent development activity and lack of existing connections to BSU and other activity centers, it is unlikely that Old Town Bowie will see new mixed-use development in the near to intermediate term. However, building upon existing programmatic offerings (such as events at the Bowie Railroad Museum) paired with enhanced connectivity to nearby transportation networks and to the Bowie MARC Campus Center can catalyze future investment and development in this focus area.

Old Town Bowie offers many historic and cultural sites—including six historic sites and resources in and immediately surrounding the small focus area. However, there is an opportunity to expand the focus area's commercial offerings, particularly with food and beverage to complement the Old Bowie Town Grille, Old Town Bowie's only restaurant or bar.

In addition to expanding local food and beverage options, this focus area presents potential as a future state-designated Arts and Entertainment District. This would require a concerted planning effort, starting with the expansion of cultural offerings at the Bowie Railroad Museum in connection with existing public programs such as the Old Town Bowie Farmer's Market.¹



Old Town Bowie Welcome Center

¹ As of October 2020, the Old Town Bowie Farmer's Market is not active.

Bowie MARC Campus Center

Overview

The Bowie State MARC Campus Center connects the master plan area to the wider region via the MARC commuter train and is adjacent to Bowie State University (BSU)—one of the nation’s oldest HBCUs, with a total enrollment of more than 6,000. In Plan 2035, this center is classified as a Campus Center, meaning it is near a transit-accessible university community encouraged to be developed as a low- to medium-density mixed-use hub, oriented toward supporting university needs such as research and student housing.¹ This center can be leveraged to better serve the needs of the BSU campus community and offer increased density, activity, and transit accessibility to the master plan area through transit-oriented development (TOD). Though Plan 2035 does not include BSU as part of the Campus Center it is included in the focus area described in this playbook.

Built Environment

This focus area is divided in two by the MARC railway and station. On the northwest side of the track, the land is primarily County-owned open space classified by M-NCPPC as institutional land use. There are also some smaller parcels, including some single-family houses, a church, and a handful of vacant plots. On the southeast side of the tracks sits the BSU campus, which is publicly-owned land belonging to the University System of Maryland. The university is an important landowner in this part of the master plan area, with more than 340 acres of property.²

There is approximately 119 acres of land zoned M-X-T (Mixed Use-Transportation-Oriented) in this node. Nearly 20 percent of land zoned M-X-T is vacant, and more than half of it is institutional, including wooded, undeveloped land owned by the County.

As the Bowie MARC Campus Center develops into a transit-oriented campus center, plans can encourage a mix of uses that meet the needs of the student and faculty community while contributing to 24-hour vibrancy, such as flex spaces that provide a mix of retail, classroom, and/or employment uses, in line with increased residential capacity to ensure a stronger local base.

FOCUS AREA AT A GLANCE

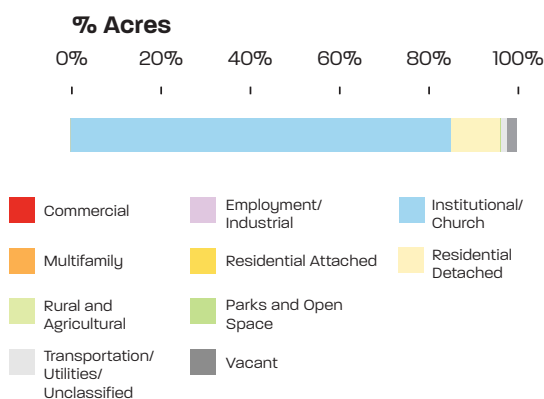
- **Area:** 309 acres
- **Land Use:** 85% Institutional, 11% Residential Detached, 2% Vacant, 1% Transportation/Utilities
- **Built Area:** 12% built area
- Opportunity site for mixed-use transit-oriented development (TOD)

PLAN 2035 BASELINE CHARACTERISTICS

- **Plan 2035 Designation(s):** Campus Center¹
- **Housing Mix:** Scattered detached single-family housing
- **Average Net Housing Density:** 0.5 DU/acre
- **Commercial FAR (Floor Area Ratio):** n/a
- **Transportation Characteristics:** MARC Amtrak Station; served by WMATA Metrobus (B and C lines)

¹ See Appendix B for a table of baseline characteristics for future development in Plan 2035 centers.

Figure 3. Bowie MARC Campus Center Land Use



¹ Read more about campus centers and other planning designations in Plan 2035.

² Margrave Strategies. Bowie State University: Final Review. October 15, 2018.

Map 5. Bowie MARC Campus Center



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LEGEND

- Sidewalk
- Trail
- Vacant parcel

Bus Routes

- B27
- C29, B21, B22
- Bus stop

KEY SITES

Public Facilities

- 1 Bowie State MARC Station
- 2 Bowie State Park-and-Ride
- 3 Bowie State University Campus

Historic/Cultural

- 4 D.S.S. Goodloe House
- 5 Colbert Family Farm Site

Future Development

- 6 Proposed Mixed-use Gateway (housing with retail and amenities)

Parks and Recreation

- 7 Patuxent River Trail
- 8 Fran Uhler Natural Area (trail)
- 9 WB&A Railroad Trail
- 10 Proposed bicycle/pedestrian underpass (Bowie Heritage Trail)

The Bowie MARC Campus Center falls within a Low Supermarket Access area (LSA). This reinforces the opportunity to increase the mix of uses in this focus area to meet the demand of existing and future residents.

Connectivity

While the Bowie State MARC Station focus area connects to the broader region via the MARC train, it is isolated from the rest of Bowie-Mitchellville and Vicinity. There are few destinations accessible by bike or by foot from the campus.

Despite the presence of the MARC station, most students and faculty commute by car, with the great majority commuting more than 25 miles.³ As such, internal campus circulation at BSU is dominated by cars and parking lots. According to the university, most faculty, staff, and students rely on driving because of the perception of unreliable transportation networks. MARC train and bus trips are less efficient than automobile given limited bus and train schedules.

Increasing MARC ridership and other alternatives to car commuting among BSU students and faculty presents an opportunity to alleviate traffic congestion around campus (particularly on the highly trafficked MD 197) and repurpose the large amount of surface parking lots for a more pedestrian-friendly environment. This, along with developing more housing for the campus community to decrease the rate of car commuters, can further the vision of a more vibrant center in this focus area to live, work, and learn.

The 2010 *Approved Bowie State MARC Station Sector Plan and Sectional Map Amendment* features many mobility objectives, including a pedestrian overpass across the Amtrak rail line, bike lanes along MD 197 and Race Track Road, and a hiker/biker trail connecting this focus area to Old Town Bowie. Improvements such as these can increase connectivity to surrounding communities, and foster a walkable mixed-use environment.

Market

Transit-oriented development near the BSU campus and the MARC station can meet the needs of students and residents who commute to Baltimore or Washington, D.C. Along with the campus, the MARC station—which had a typical weekday ridership over 700 in 2018—can catalyze future development.⁴ The Bowie MARC Campus Center is relatively isolated from the master plan area’s residential and commercial uses. It is necessary to develop multifamily housing to increase the residential base for future retail, and retail to attract and serve new residents. Together, this can support the development of a vibrant transit-oriented center.⁵

With 81 percent of students living off campus, and many commuting from as far as Washington, D.C., the BSU campus community presents a promising base for new residential development around this focus area.

Development is already underway to this end. Through a public-private partnership, BSU is developing the Entrepreneurship Living Learning Community, a mixed-use facility featuring retail, resources for entrepreneurs, and housing for 500 or more BSU students. The facility, conceived as a “gateway” to the university for the wider community, is set to open in fall 2021.⁶

³ Margrave Strategies. Bowie State University: Final Review. October 15, 2018.

⁴ Based on monthly station-level sampling conducted by Maryland Transit Administration.

⁵ For further discussion of the need for increased residential and retail offerings at the Bowie MARC Campus Center, see the Existing Conditions Report (i.e. Section 2.2. Housing and Neighborhoods).

⁶ Read more about the plans for the Entrepreneurship Living Learning Community at <https://bowiestate.edu/about/administration-and-governance/division-of-administration-and-finance/office-of-facilities-management/capital-projects/entrepreneurship-living-learning-community/>.

Collington Trade Zone

Overview

At the southern end of the master plan area, the Collington Trade Zone is an industrial and flex commercial center located west of US 301 to the north of Leeland Road. It is currently the industrial core of Bowie-Mitchellville and Vicinity, featuring more than 460 acres of primarily industrial use. Just north of the trade zone, the South Lake Development, a mixed-use development on more than 380 acres, annexed by the City of Bowie in 2019, presents an opportunity to reposition this focus area in future planning efforts.

Built Environment

Collington Trade Zone is currently zoned almost 100 percent E-I-A (Employment and Institutional Area), which encourages a concentration of non-retail employment and institutional uses. This focus area features some institutional parcels, including a County police facility. The remainder of the focus area consists of privately owned employment and industrial spaces. The industrial complex is home to a variety of warehouse and distribution centers and also includes a brewery by the Calvert Brewing Company and a dance studio.

This focus area is the industrial core of Bowie-Mitchellville and Vicinity, and is comprised mainly of warehouses and distribution centers, and not heavier industrial uses typically associated with noxious chemicals and other hazards. The two most recent large tenants to locate in the Collington Trade Zone are a FedEx packing facility and a La-Z-Boy distribution center. MRP Industrial, the owner and developer of Collington Park, is slated to develop a 90,000-square-foot warehouse facility in addition to a 25,000-square-foot industrial building.

Just north of this focus area, the South Lake mixed-use development is slated to deliver a mix of commercial and residential uses. Featuring extensive outdoor amenities, this development is expected to include 325 apartments, 708 townhouses, and 327 single-family houses.

From a land use perspective, this focus area should continue to serve as an important industrial nexus in both the short- and long-term. Since there are no noxious industrial uses, proposed developments at South Lake and Willowbrook can potentially allow for the expansion of non-industrial uses in and surrounding the trade zone.

FOCUS AREA AT A GLANCE

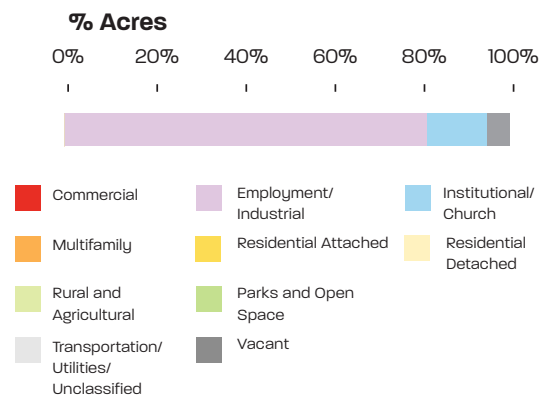
- **Area:** 468 acres
- **Land Use:** 81% Workplace/Industrial, 14% Institutional, 5% Vacant
- **Built Area:** 18% built area
- Predominantly a workplace and industrial zone

PLAN 2035 BASELINE CHARACTERISTICS

- **Plan 2035 Designation(s):** None¹
- **Housing Mix:** n/a
- **Average Net Housing Density:** n/a
- **Commercial FAR (Floor Area Ratio):** 0.2
- **Transportation Characteristics:** Served by WMATA Metrobus (C line); car access to US 301 and MD 214

¹ See Appendix B for a table of baseline characteristics for future development in Plan 2035 centers.

Figure 4. Collington Trade Zone Land Use



Map 6. Collington Trade Zone



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LEGEND

- Sidewalk
- Vacant parcel

Bus Routes

- C21, C22
- Bus stop

KEY SITES

Public Facilities

- 1 Prince George's County Police Department, District 2

Future Development

- 2 South Lake Development Site (proposed mixed-use)
- 3 Willowbrook Development Site

Parks and Recreation

- 4 Collington Station Park
- 5 Collington Branch Stream Valley Park
- 6 Liberty Sports Park



16001 Queens Court, a recent industrial development built in 2014 that houses a FedEx packing facility.

Connectivity

Collington Trade Zone is quite isolated from the rest of the master plan area. There are only two access points in and out of the trade zone, both connecting to US 301. There are no options for walking or biking to the area, or any infrastructure to support active transportation within, as well as a lack of sidewalks, crosswalks, shelters, or other amenities for pedestrians and bus passengers.

There are two WMATA Metrobus routes that serve the Collington Trade Zone. However, due to limited schedules, transportation by bus is currently a less efficient mode of transport than driving. As residential density increases with the arrival of the South Lake Development, improved bus, bicycle, and pedestrian access present an opportunity to better connect new residents with employment and commercial destinations at the Collington Trade Zone.

US 301 is proposed to become a limited access highway, which would result in increased regional access.

Market

Collington Trade Zone is the driver of industrial development and employment opportunities within the master plan area. It also has the potential to drive employment growth, through the creation of light industrial employment. The vast majority of current and planned industrial development is situated within and around this focus area. The trade zone presents a competitive advantage for attracting industry tenants, in large part due to its geographic location, which provides accessibility to Baltimore's ports and Washington, D.C. The focus area's location within a foreign trade zone that provides attractive tariff exemptions also add to its competitiveness.

Given the relative isolation of this large industrial zone and its lack of connectivity, there is not a strong opportunity for the development of nonindustrial uses in the area. However, the proposed South Lake development will increase the nearby residential base considerably and presents an opportunity to reimagine the role of Collington Trade Zone in Bowie-Mitchellville and Vicinity's future.

MD 197 (Laurel-Bowie/Collington Road)

Overview

MD 197 (Laurel-Bowie/Collington Road) serves as an important local connector for residents of the master plan area, with BSU and the Bowie MARC Campus Center on the north end, and Bowie Local Town Center to the south. The corridor's residential and scenic character, paired with existing and planned trails and sidepaths along it, presents an opportunity to create more connected, safe, and active transportation on the northern end of the master plan area, while the limited but aging retail presents an opportunity to expand the commercial market. The master plan area has an opportunity to pursue these opportunities, while addressing the corridor's pedestrian and vehicular safety challenges.

Built Environment

Aside from the Bowie MARC Campus Center and the commercial Bowie Local Town Center, land along the MD 197 corridor is occupied primarily by single-family residential housing. The MD 197 corridor has relatively few vacant parcels and is mostly built out. In terms of total acreage, areas zoned for lower-density uses constitute the majority of vacant land in the corridor. There are no large parcels zoned for non-residential uses within the corridor.

Designated as a scenic/historic road for its entire length within the master plan area, MD 197 provides scenic views, and features the historic Washington, Baltimore and Annapolis (WB&A) Electric Railway Bridge crossing—part of the WB&A Trail that crosses this corridor.¹

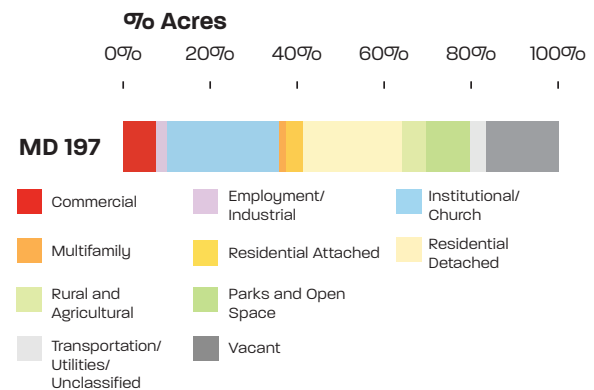
Since MD 197 runs through the heart of established communities, preserving the neighborhood character and scenic corridor are key considerations for future planning. There is a potential to enhance the area with community-focused uses such as neighborhood parks, community-focused retail, and event spaces.

At the corridor's northern end, the Bowie MARC Campus Center presents strong opportunities for mixed-use, transportation-oriented development, as outlined in Plan 2035.

CORRIDOR AT A GLANCE

- **Road Classification:** Major arterial.
- **Land Use:** 48% Institutional, 16% Single-family Detached, 12% Vacant, 7% Parks and Open Space, 5% Commercial.
- **Overview:** Mixed-use developments in the pipeline at Bowie Local Town Center; aging retail and lack of retail in northern part of corridor; pedestrian safety challenges.

Figure 5. MD 197 Land Use



Connectivity

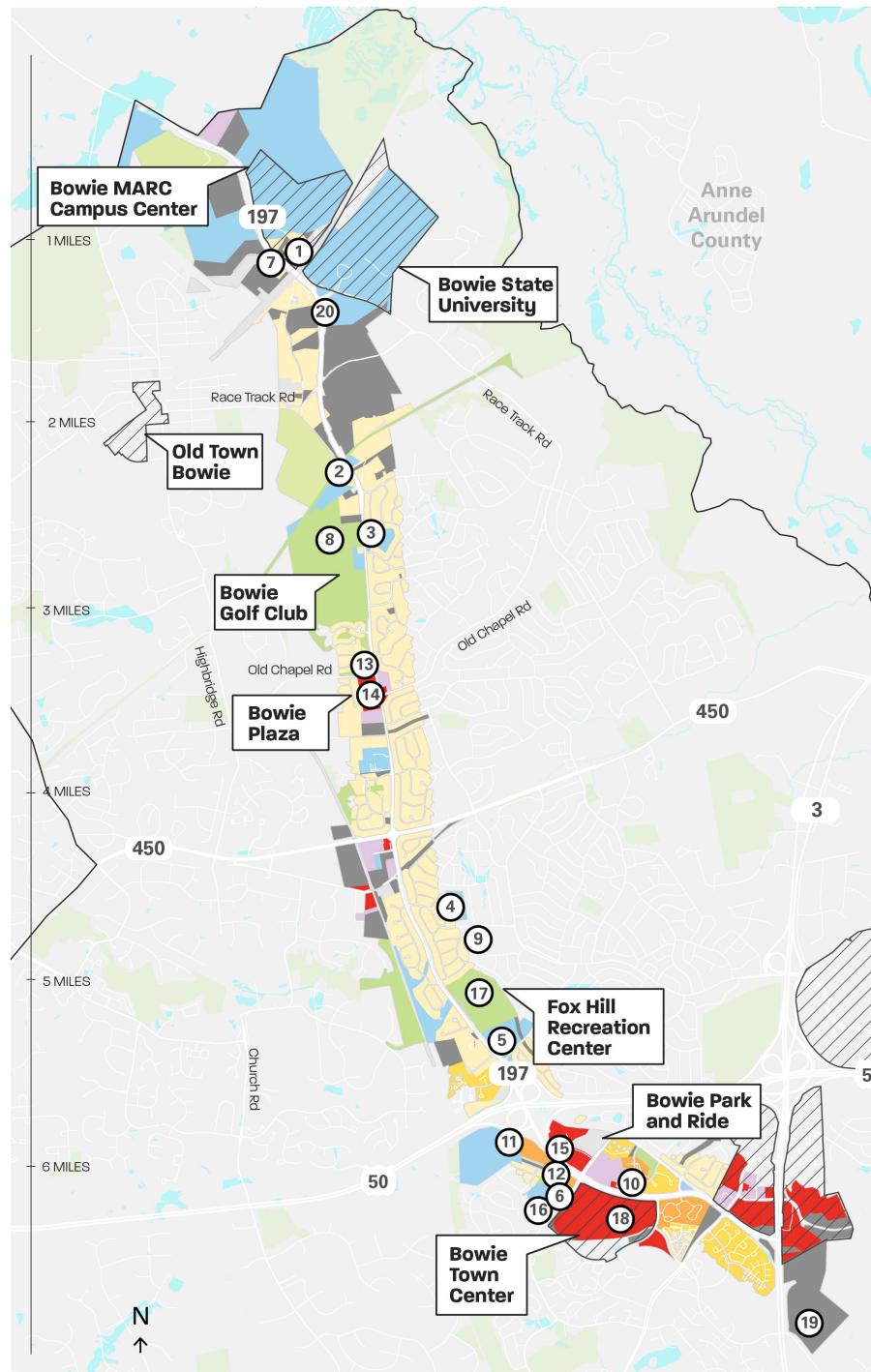
MD 197 is a well-trafficked corridor with traffic volumes ranging from 10,000 vehicles a day at the north end (near BSU) to more than 30,000 vehicles a day near the intersection with MD 450.²

MD 197 presents challenges for vehicular and pedestrian safety. Based on available crash data, there are concentrations of incidents of all severities at intersections along MD 197. Of the top 25 intersections with the most frequent crashes in the master plan area, more than half are located along MD 197. Many of these intersections are clustered near the intersection of MD 197 and US 50, while another cluster can be seen around the intersection with Old Chapel Road.

¹ Designated by the County Council, scenic and historic roads are considered important resources that need to be preserved. In the case of historic roads, this relates to historic sites, views, and features; in the case of scenic roads, this relates to scenic views of natural or human-made features.

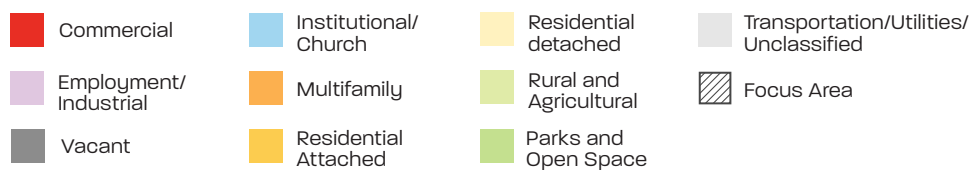
² Traffic Volume Map. Maryland Department of Transportation. 2019. https://www.roads.maryland.gov/Traffic_Volume_Maps/Prince%20George%27s.pdf.

Map 7. MD 197 Corridor Land Use and Key Sites



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE



KEY SITES

Public Facilities

- 1 Bowie State MARC Station
- 2 WB&A Electric Railway Bridge**
- 3 Rockledge Elementary School
- 4 Tulip Grove Elementary School
- 5 Benjamin Tasker Middle School
- 6 Bowie Fire Department

Cultural/Historic

- 7 D.S.S. Goodloe House
- 8 Fair Running
- 9 Belair Mansion and Cemetery
- 10 Enfield Chase Site

Housing

- 11 Woodward Estate (senior housing)
- 12 Bowie Commons (senior housing)

Commercial

- 13 Whitehall Shopping Center
- 14 Bowie Plaza
- 15 Bowie Crossing

Parks and Recreation

- 16 Bowie Gymnasium
- 17 Foxhill Recreation Center

Future Development

- 18 Sears Redevelopment Site
- 19 Mill Branch Crossing (mixed-use)
- 20 BSU Gateway (proposed mixed-use)*

*Pipeline development not in Costar data.

** Also a historic site.

This area presents challenging conditions in terms of pedestrian safety, including a lack of safe pedestrian crossings between residential areas and retail destinations. The intersection of MD 197 and MD 450 is the only signalized intersection along the corridor where there are controlled pedestrian crossings on all four legs of the road. There are numerous signalized intersections with no pedestrian crossing facilities.³ There is a marked, uncontrolled crosswalk at Maddox/Grason Lane, which is not a recommended treatment on a road with high speeds and multiple lanes.

MD 197 is an important transit corridor. There are bus stops along the length of MD 197 in the master plan area. The corridor is serviced by WMATA Metrobus lines C29, B27, and B22. As with elsewhere in the master plan area, the infrequency of bus times tends to make automobile the more practical mode of transit along this corridor.⁴ The bus routes listed, while limited, offer some connection between Bowie Local Town Center and the BSU Campus, and between the BSU Campus and Old Town Bowie (though not directly between Old Town Bowie and Bowie Local Town Center).

One opportunity to improve connectivity along the MD 197 corridor is by capitalizing on the existing network of trails, particularly the WB&A Trail, which crosses MD 197 and is the most well-utilized trail in the master plan area. The CSX railroad to the east of MD 197 has potential to serve as a future extension of the WB&A Trail.

Market

The MD 197 corridor—especially the section north of US 50—has less retail and commercial uses compared to the US 301 and MD 450 corridors. Primary market opportunities along this corridor include the redevelopment of under-performing Bowie Plaza, and the development of new retail and residential options near BSU.

Bowie Plaza is a key under-performing and aging retail center in the MD 197 corridor built in 1966. With a rent per square foot of \$15.73, the shopping center could be redeveloped into a grocery-anchored retail center.



A view of the pedestrian bridge crossing MD 197.

Due to the lack of retail options at the northern end of the corridor, there is potential for retail development near BSU in order to provide students with retail options near campus. There is also potential for office development near campus if the University were to support new development for university purposes. The redevelopment of Bowie Plaza would help attract new retail tenants north of Bowie Town Center while also helping to close existing retail gaps in the market.

³ There are no crossings at the following intersections with MD 197: US 301/Crain Highway; Gallant Fox Lane; Race Track Road; Jericho Park Road. There are missing leg(s) at the following intersections with MD 197: Mitchellville Road, Evergreen Parkway, Town Center Boulevard, Northview Drive, London Lane, Long Ridge Lane/Tulip Grove Drive, Old Annapolis Drive.

⁴ For further discussion of bus timetables and route frequency, see the Existing Conditions Report (Section 2.5. Transportation and Mobility; Appendix C).

MD 450 (Annapolis Road)

Overview

The MD 450 corridor is an important local arterial running east to west through the master plan area.¹ The corridor is home to commercial and institutional establishments within the City of Bowie, including Bowie High School, the Bowie Community Center, and several well-trafficked retail centers. An important feeder to US 301/MD 3 with connections to MD 193 and MD 197, MD 450 both provides residents of the City of Bowie access to services and connects them to the broader road network.

Built Environment

The MD 450 corridor features a mix of commercial, residential, and institutional land uses, with some larger vacant or transportation/utilities parcels, particularly on its eastern end near the intersection with MD 3. The large majority of the area directly surrounding the MD 450 corridor is zoned for low- and very-low residential uses.

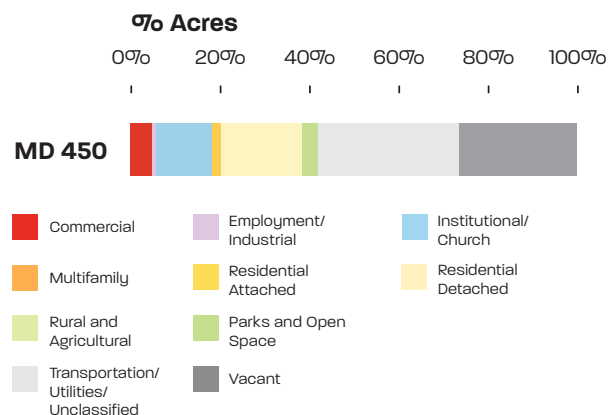
The MD 450 corridor contains a cluster of Prince George's Midcentury Modern structures, which hold architectural and historic significance. Though recognized by the County for this significance, very few are classified formally as historic sites by the County or National Register. These are clustered especially west of US 301 and east of MD 197 and include original homes from the Levitt & Sons Belair development, constructed between 1957 and 1965.

The three shopping centers along MD 450—Free State Shopping Center, Hilltop Plaza, and Bowie Marketplace—along with Archer Park and Whitmarsh Park, provide ample opportunity to create a vibrant main street in Bowie that includes a diverse range of housing, retail, and recreation options, complemented by existing civic spaces in the corridor. Connectivity strategies—such as traffic calming and increased pedestrian infrastructure—will be a vital element to achieving an active main street along this corridor.

CORRIDOR AT A GLANCE

- **Road Classification:** Local arterial
- **Land Use:** 29% Transportation/Utilities, 25% Vacant, 19% Residential Detached, 12% Institutional, 6% Parks and Open Space, 5% Commercial
- **Overview:** Features important civic sites for the City of Bowie, including Bowie High School, Bowie Community Center, the Bowie Branch Public Library

Figure 6. MD 450 Land Use



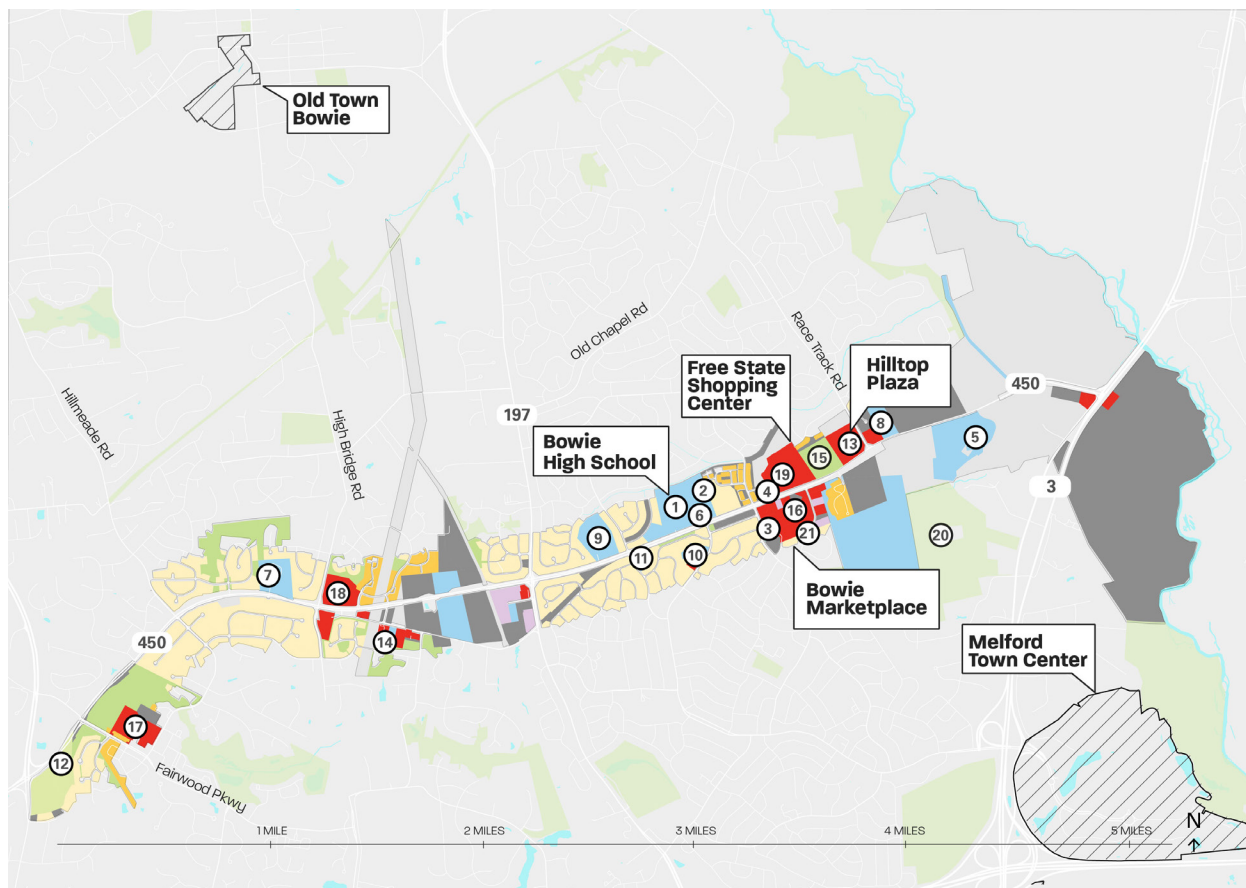
Connectivity

MD 450 is a busy four-lane divided highway, with average daily vehicle counts of 20,000 and 25,000 for much of its length. This corridor is a hot spot for vehicular crashes, particularly at the Bowie Marketplace area, which recorded a cluster of crashes in the past five years, and the intersection with Belair Road where there was a fatal or serious injury crash. The Belair Drive-MD 450 intersection features long crossing distances that expose pedestrians to high risk, in part because of the wide turning radii that encourage speeding.

MD 450 is an important transit corridor. There are bus stops the length of the corridor west of Race Track Road, several of which have shelters and seating. This existing infrastructure offers potential for improved public transit access along the corridor.

¹ An arterial is a highway for through and local traffic. It can be either divided or undivided and has controlled access to abutting properties and at-grade intersections. See the 2009 Approved Countywide Master Plan of Transportation for more information about road classifications.

Map 8. MD 450 Corridor Land Use and Key Sites



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

KEY SITES

Public Facilities

- ① Bowie High School
- ② Bowie Branch Library
- ③ Bowie Community Center
- ④ Bowie Volunteer Fire Department

Cultural/Historic

- ⑤ Sacred Heart RC Church & Cemetery
- ⑥ Bowie Center for the Performing Arts
- ⑦ Holy Trinity Church and Cemetery
- ⑧ Cornerstone Church
- ⑨ St. Pius Regional School
- ⑩ Community Christian Presbyterian Church
- ⑪ Jireh Place

Commercial

- ⑫ Frank's Garden Center
- ⑬ Hilltop Plaza Shopping Center
- ⑭ West Bowie Village
- ⑮ Bowie Marketplace
- ⑯ Fairwood Green Shopping Center
- ⑰ Shoppes at Highbridge
- ⑱ Free State Shopping Center

Parks and Recreation

- ⑮ Archer Tract Park
- ⑳ Whitmarsh Park

Future Development

- ㉑ Bowie Marketplace Apartments (proposed residential)*

LAND USE

■ Commercial	■ Institutional/Church	■ Residential detached	■ Transportation/Utilities/Unclassified
■ Employment/Industrial	■ Multifamily	■ Rural and Agricultural	■ Focus Area
■ Vacant	■ Residential Attached	■ Parks and Open Space	

*Pipeline development not in Costar data.



Harris Teeter at Bowie Marketplace

There is a designated bicycle trail, a side path, for the length of the corridor west of Race Track Road. However, bicycle access to retail and other services along the corridor is limited by a lack of bike infrastructure and direct connections to final destinations.

To support the creation of a vibrant and active main street along MD 450, traffic calming strategies such as the use of traffic circles present an opportunity to both facilitate a mix of active uses and make them more readily accessible to the residents of the neighborhoods that line the corridor.

Market

With most retail on the MD 450 corridor situated east of MD 197, there is an opportunity to develop in-line retail along the corridor's west end to complement the existing five grocery anchor tenants.

West Bowie Village presents a strong opportunity for retail infill in the western part of the corridor. Built in 1975, this 20,000-square-foot retail center sits adjacent to West Bowie Village Hall and Victory Temple Bowie and includes local neighborhood retail. This small retail center presents an opportunity for redevelopment that coincides with the recently delivered Lidl grocery store just to its west.

Bowie Marketplace, a 135,000-square-foot retail center delivered in 2016, is an example of a successful redevelopment of an aging shopping center. It is also an example of a successful public-private partnership—the City of Bowie was instrumental in envisioning the redevelopment and assembling the development team.

US 301/MD 3 (Crain Highway)

Overview

Running north to south, the US 301/MD 3 corridor is a busy arterial that connects the master plan area's commercial core (Bowie Local Town Center) and industrial core (the Collington Trade Zone) to regional markets such as Baltimore to the north and Richmond, VA to the south. This corridor acts as a boundary between the County's priority preservation area and the majority of the master plan area's centers and established communities; it also follows the growth boundary for the County, demarcating public water and sewer service. This corridor presents challenges to local connectivity, while presenting opportunities to drive future regional access as a limited-access highway.

Built Environment

US 301 runs parallel to the County's growth boundary, established in Plan 2035 in order to limit urban and suburban growth and preserve agricultural and rural land. As such, there are significant differences in zoning on either side of the corridor, with parcels east of the corridor reserved primarily for very low-density housing and open space, with densities rarely exceeding 3.5 dwelling units per acre (aside from within the Bowie Local Town Center). The west side of the corridor features a greater mix of uses, including commercial and industrial, as well as a wider range of densities, including areas in excess of 11 dwelling units per acre.

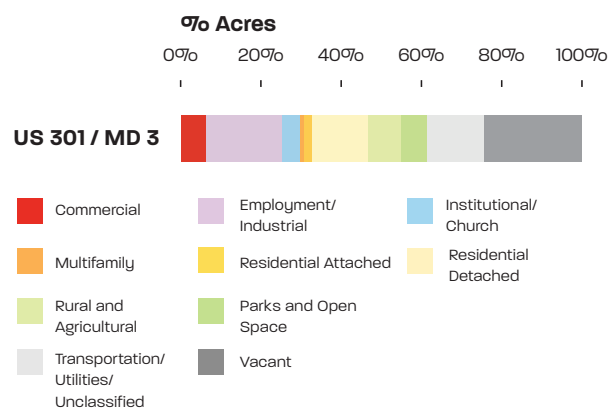
The US 301 corridor includes a combination of food and beverage establishments, strip retail, and big-box stores with large surface parking lots, such as Home Depot, Kohl's, Lowe's Home Improvement, and Target. The northern end of the corridor features the Bowie Local Town Center, including the Gateway retail center and a cluster of automobile dealerships. South of Walmart at Excalibur Road there are a variety of single-family residential communities, in addition to another cluster of automobile dealerships. Further to the south lies the Collington Trade Zone, the master plan area's industrial core.

This corridor has a disproportionately high vacancy rate as compared to other corridors in the master plan area, with nearly a quarter of all land area along the corridor currently vacant. Much of this land, however, is slated for development, including parts of Melford Town Center and the future South Lake mixed-use development.

CORRIDOR AT A GLANCE

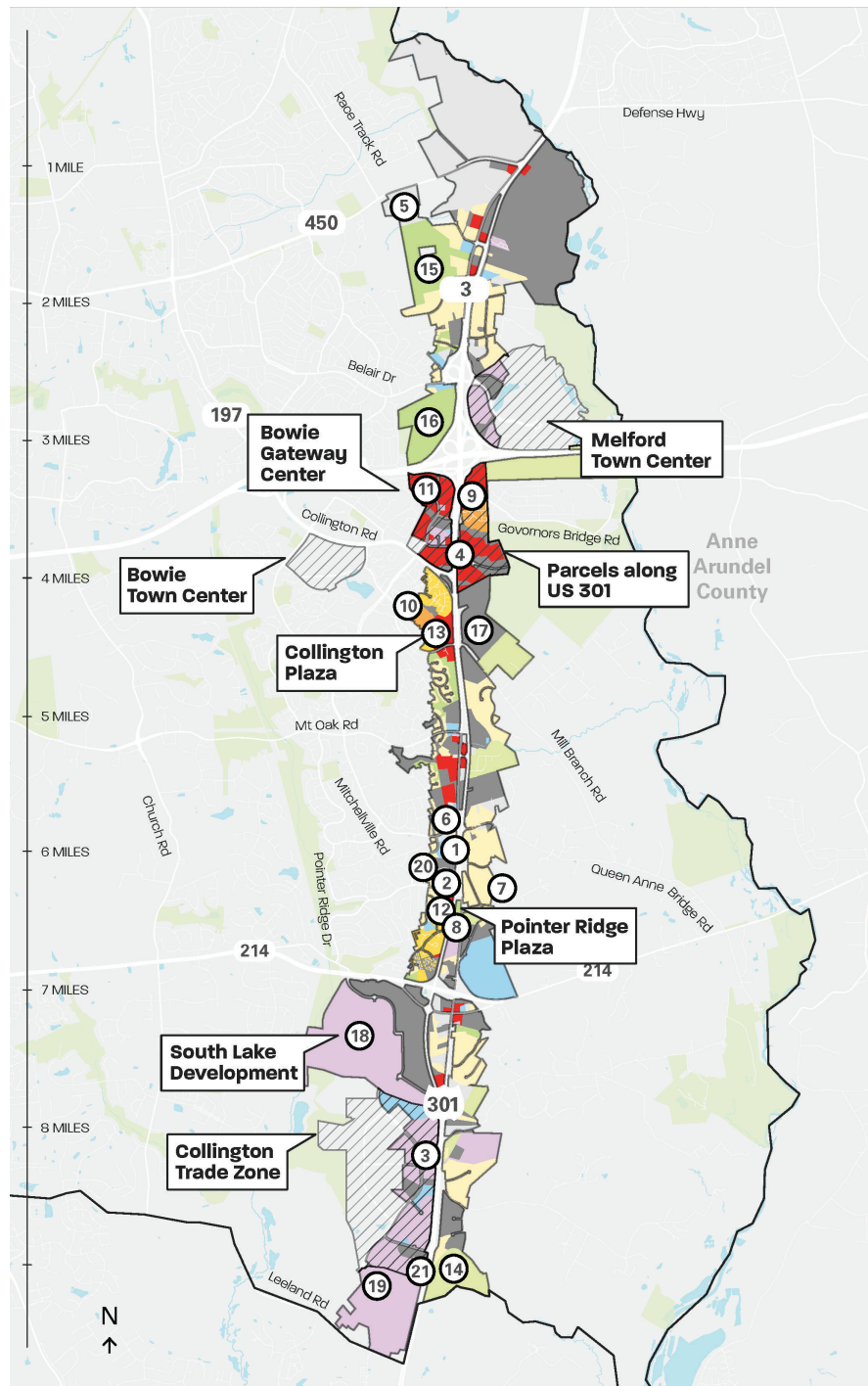
- **Road Classification:** Major arterial.
- **Land Use:** 24% Vacant, 18% Workplace/Industrial 14% Transportation.
- **Overview:** Planned to become limited-access highway; runs parallel to the County Growth Boundary.

Figure 7. US 301 Land Use



Future planning along this corridor can align with the County's Plan 2035 growth policy by limiting development to the east of US 301 and better integrating parcels to the west of US 301 into future growth and development plans. Concentrating growth at intersections where future interchanges are envisioned is an opportunity to reduce the burden on existing public infrastructure and help conserve sensitive environments along the corridor, including woodland, wetlands, and farmland. This is particularly true south of Mill Branch Road, where the corridor maintains a more rural character. While not designated a scenic or historic road itself, US 301 intersects with important scenic and historic byways such as Mitchellville Road and Excalibur Road. The preservation of the corridor's character can be realized through zoning and other preservation programs.

Map 9. US 301 Corridor Land Use and Key Sites



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE

Commercial	Institutional/Church	Residential detached	Transportation/Utilities/Unclassified
Employment/Industrial	Multifamily	Rural and Agricultural	Focus Area
Vacant	Residential Attached	Parks and Open Space	

KEY SITES

Public Facilities

- ① South Bowie Community Center
- ② Prince George's County Fire/EMS Department Station 43
- ③ Prince George's County Police Department 843, District 2
- ④ Signalized crossing at Heritage Blvd./Ballpark Road

Cultural/Historic

- ⑤ William Plains (National Register)
- ⑥ Carrol Chapel
- ⑦ Hamilton House
- ⑧ Mulliken House Site/Harwood Hall

Housing

- ⑨ Governor's Green Apartments
- ⑩ Pin Oak Village (Senior Housing)

Commercial

- ⑪ Bowie Gateway Center
- ⑫ Pointer Ridge Plaza
- ⑬ Collington Plaza
- ⑭ Montpelier Farms

Parks and Recreation

- ⑮ Whitemarsh Park (City of Bowie)
- ⑯ Kenilworth Park at Belair

Future Development

- ⑰ Mill Branch Crossing (mixed-use)
- ⑱ South Lake (mixed-use)
- ⑲ Willowbrook (residential)*
- ⑳ Amber Ridge (mixed-use)*
- ㉑ Collington Park/MRP (Industrial)

**Pipeline development not in Costar data.*

Connectivity

The section of US 301 running south from the interchange with US 50 is a high-volume, high-speed arterial route with two to three through lanes in each direction. More than 75,000 vehicles a day use the corridor. The state has identified the corridor as experiencing moderate congestion and has plans to convert the road to a limited-access highway.¹

Despite that there are many destinations along the route opposite residential areas, there is an absence of pedestrian or bike infrastructure. There are no sidewalks along US 301, and only one marked and signalized crosswalk in the corridor, on the south side of Heritage Boulevard/Ballpark Road. The total crossing distance is 170 feet and pedestrians must cross in two stages.

Though there are bus routes that service Bowie Gateway Shopping Center and the Collington Trade Zone, there are no bus stops along the US 301 corridor itself.

Market

The US 301 corridor is the commercial core of Bowie-Mitchellville and Vicinity. The vast majority of planned commercial development in the master plan area is within this corridor, centered around three mixed-use development projects: the Melford Town Center, Mill Branch Crossing, and South Lake. There is an opportunity to leverage the planned mixed-use developments of Melford and South Lake by redeveloping aging retail along the southern end of the corridor to deliver retail infill for new residents.

Pointer Ridge Plaza, a 69,000-square-foot shopping center delivered in 1966, is the only cluster of retail along the corridor's southern end. As an aging and under-performing shopping center near a large planned mixed-use community, Pointer Ridge Plaza presents a redevelopment opportunity.



Melford Town Center, a planned mixed-use community on the US 301 corridor, bordered by MD 3 to the west and US 50/301 along its southern boundary.



Pointer Ridge Plaza is a key under-performing retail center in the US 301 corridor.

¹ Maryland Department of Transportation. 2016. Congestion Assessment. https://www.roads.maryland.gov/OPEN/PrinceGeorges_Congestion.pdf.

Section 2

Urban Design



CREDIT: LAAVU

Batch Brewing in Detroit, one of the urban design precedents for Old Town Bowie.

This section takes a closer look at three sites, and proposes short-, medium-, and long-term urban design strategies to guide future planning and growth in these locations. The three sites examined are each located within one of the designated focus areas or key corridors identified by the County for their unique planning challenges and important role in the future of the master plan area.

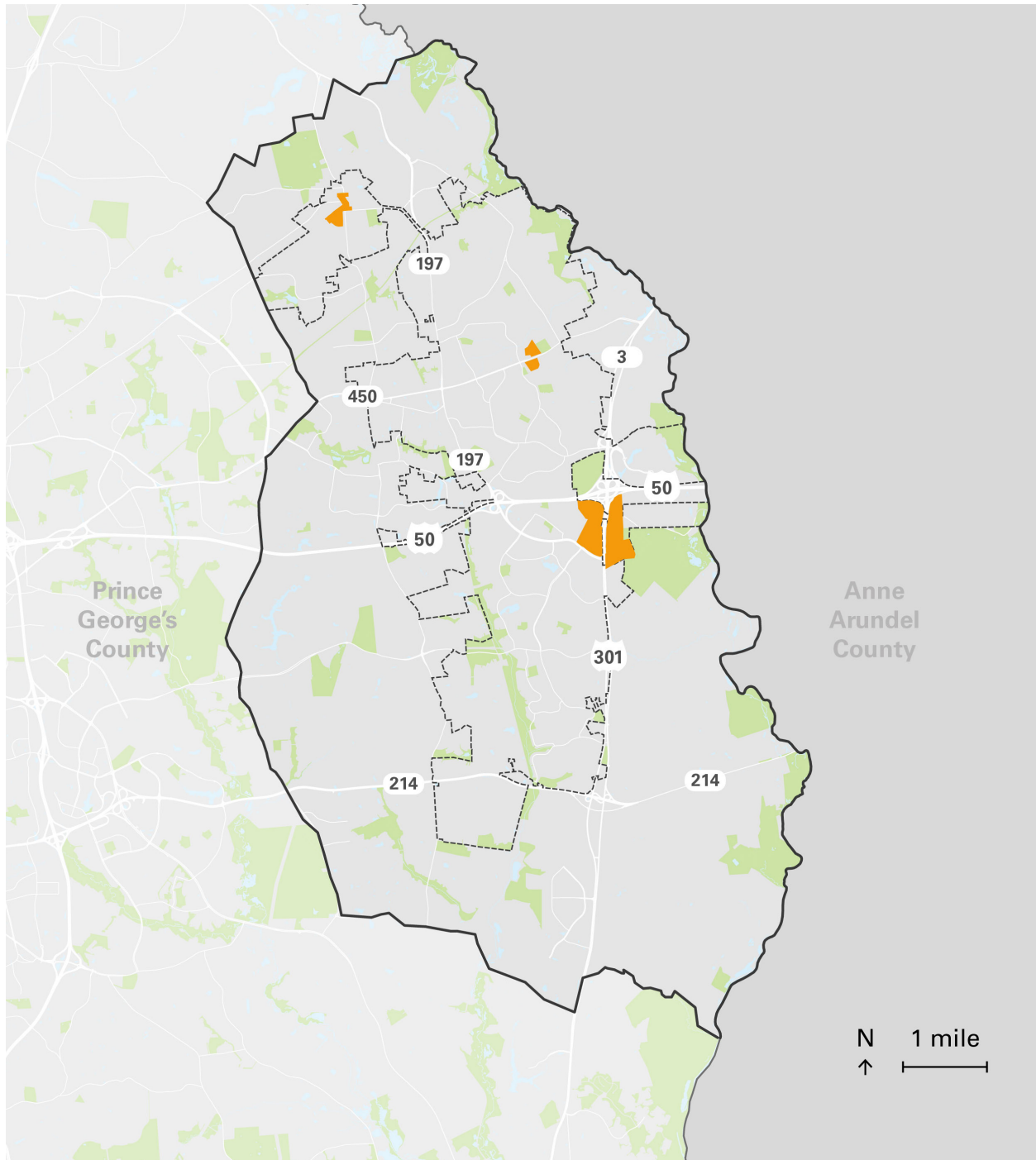
The first strategy is for Old Town Bowie, the historic heart of Bowie-Mitchellville and Vicinity. In Old Town Bowie, enhanced connectivity across the MARC Railroad and an improved public realm act as catalysts for future investment and an improved sense of place.

Next, the Free State Shopping Center and Bowie Marketplace form a site at the heart of the City of Bowie—conceived of in the last master plan as “Main Street Bowie.” The urban design strategy outlines a vision for realizing a vibrant main street activity center, restructured around a boulevard to catalyze additional residential density in the long term.

The final strategy positions the parcels along US 301 in Bowie Local Town Center as part of a recreation and wellness trail, beginning with improvements to the streetscape and green infrastructure. In the long-term, these interventions can lay the groundwork for a multigenerational recreation complex at Bowie Gateway Center to serve residents and the wider region.

The urban design strategies seen here present a guide for interventions at these sites, and outline principles that can be more broadly applied at comparable geographies in the master plan area. Although the strategies present a general road map for realizing these principles, they should not be seen as a rigid prescription. To create a vibrant, active, and sustainable Bowie-Mitchellville and Vicinity, it is essential that strategies such as these be shaped in close partnership with stakeholders and community members.

Map 10. Selected Urban Design Sites



SOURCES: GIS DATA CATALOGUE, THE PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT, M-NOPPO

- Urban Design Site
- Park
- City of Bowie

Old Town Bowie

Overview

The historic heart of the master plan area, Old Town Bowie sits along the regional Amtrak Northeast Corridor, and features antique shops, the historic Bowie Railroad Museum, and Old Bowie Town Grille. Old Town Bowie has the potential to be activated as a destination for residents and the BSU community through increased connectivity, spaces for placemaking events, and investment in a food/beverage/entertainment anchor to enliven the center and catalyze an active street life along Lanham Severn Road.

Old Town Bowie is disconnected from its surrounding areas, especially nearby BSU, which is poised to be further developed as a major regional transit-oriented activity center. The site itself is also fragmented by the railroad, which has one bridge crossing that lacks adequate pedestrian and bike features. To sustain the existing retail base and encourage growth and vibrancy, it is necessary to draw more foot traffic to the streets of Old Town Bowie.

Stakeholders report challenges for small businesses in Old Town Bowie, including lack of traffic and visibility. With the added strain on retail brought about by the COVID-19 pandemic, it is important to support the survival of the small businesses that form the heart of this area. Given the lack of quality retail options, including supermarkets, in the northern part of the master plan area, there is also potential to increase retail density around Old Town Bowie, particularly with the addition of food stores and restaurants or bars.

Along with improved connectivity and foot traffic, this strategy aims to create a stronger sense of place in Old Town Bowie. A cohesive urban design strategy can help highlight the historic importance and local charm of Old Town Bowie while activating vacant and underutilized parcels and streets. This activation can pave the way for future investment, as well as help build a case for a state-designated Arts and Entertainment (A&E) District in the future.



Welcome sign for Old Town Bowie.

OBJECTIVES

- **Support a distinct sense of place:** Draw upon Old Town Bowie's historic and industrial character to build a distinct sense of place in Old Town Bowie, and a unique destination that drives future growth and investments.
- **Put Old Town Bowie on the map:** Improve physical access within and to the site via streetscape improvements and transportation connections and increase its visibility through programming and placemaking.
- **Catalyze investment:** While market demand and community interest have been low for new development, the proposed short- and long-term design seeks to attract investment to the area.

Map 11. Old Town Bowie Aerial View



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

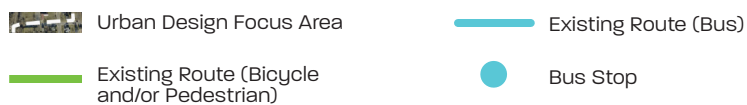
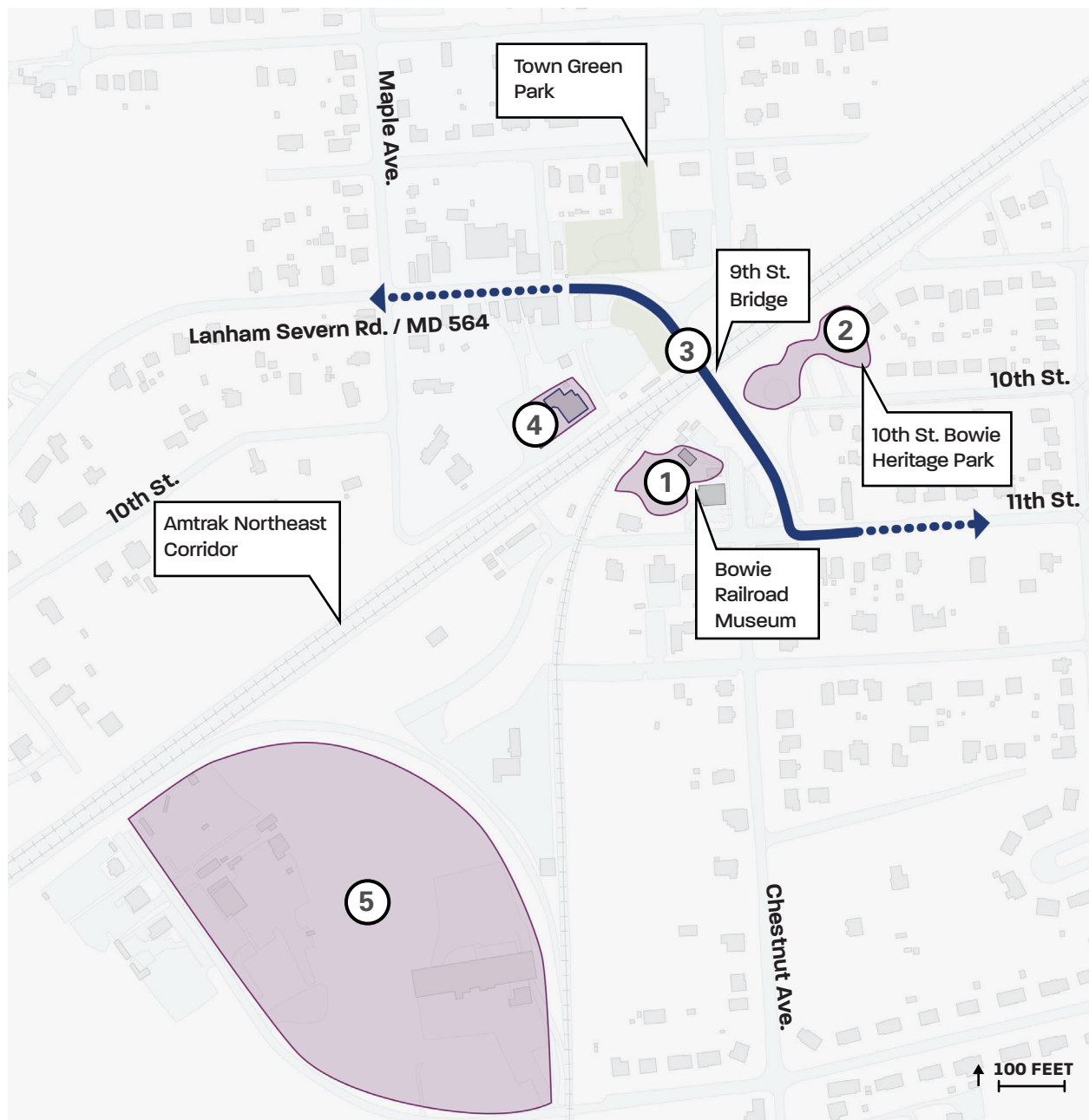


Figure 8. Old Town Bowie Strategy: Connect Along the Railroad



STRATEGY ELEMENTS

- ① Placemaking Programs
- ② Expanded Public Realm (10th Street Park Site)
- ③ 9th Street Bridge Addition
- ④ Future Food, Beverage, and Entertainment Anchor
- ⑤ Repurposed Industrial Makerspace District

LEGEND

- Strategy Area (Zone)
- Strategy Area (Connection)

Figure 9. Old Town Bowie Urban Design

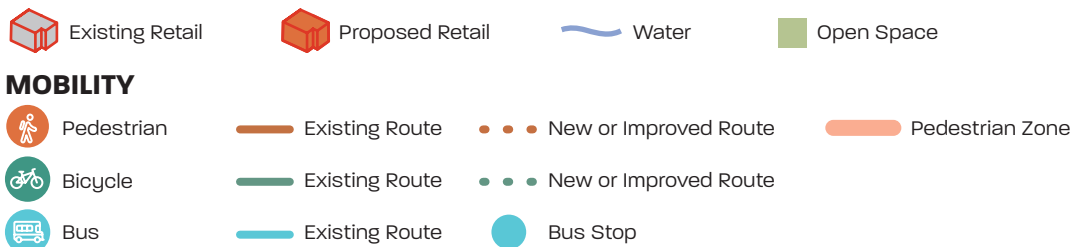
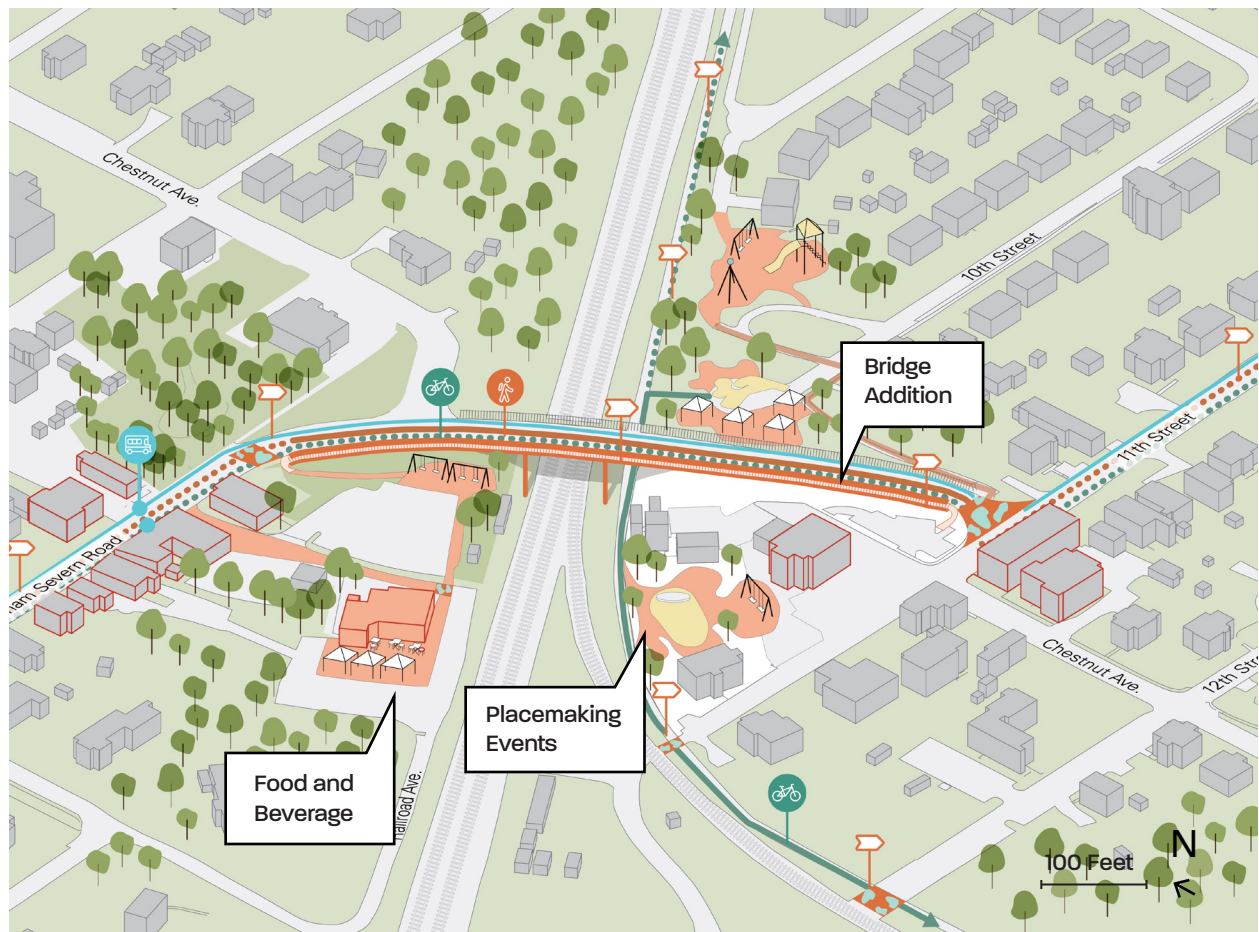
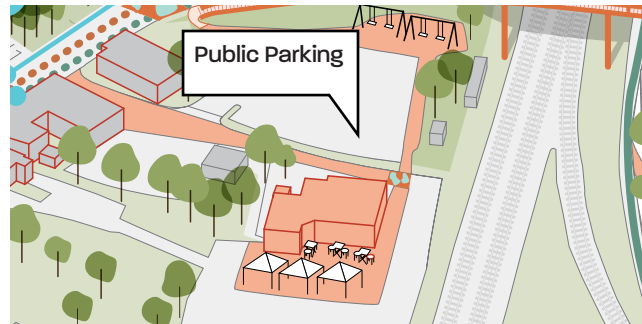


IMAGE SOURCE: LAAVU

Example of an industrial space repurposed as a brewery, providing indoor and outdoor space. (Precedent: Batch Brewing Company, Detroit, MI)



Vacant city-owned lot activated through low-impact recreational features (i.e. playground equipment, plantings), featuring pedestrian path connecting bridge, recreation, parking, and future food/beverage/entertainment anchor.

Design Narrative

This design focuses on helping draw more visitors to the area through both temporary interventions, like cultural programming and public space amenities, and the long-term development of a destination to complement Old Town Bowie's existing tourist attractions and small businesses.



IMAGE SOURCE: STREET LAB, NYC

Placemaking events in available parks and vacant lots can help create a sense of place and engage institutions like the Bowie Railroad Museum.

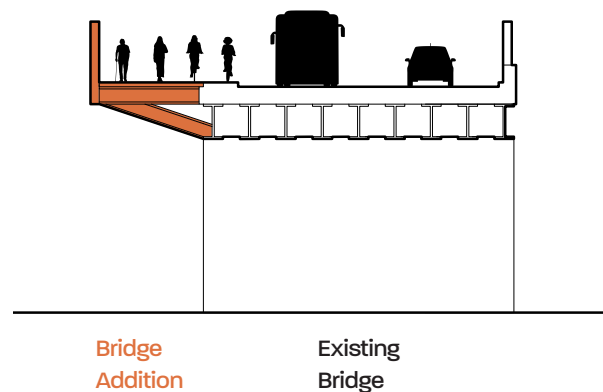
SHORT-TERM STRATEGY

The short-term strategy emphasizes connectivity, wayfinding, and public realm improvements to create a more active and connected center, and encourage the types of public programs that can catalyze future development in Old Town Bowie. As seen in Figure 8. Old Town Bowie Strategy: Connecting Along the Railroad, a central objective is to create accessible pedestrian crossings of the railroad, as well as across 9th Street and Chestnut Avenue, including a widening of the existing 9th Street bridge crossing to better accommodate pedestrians and cyclists. The bridge treatment should extend to the B27 bus stops on Lanham Severn Road, creating an inviting pedestrian-scale environment from the retail and civic core on Lanham Severn Road to the culture, heritage, and recreation sites across the bridge along Chestnut Avenue. These improved crossings and streetscape improvements will allow those on foot or bike to more easily travel between destinations.

Wayfinding is a key component to the success of this strategy, to tell the story of Old Town Bowie and guide visitors to and from key destinations and facilities, including public parking facilities and trail facilities. Wayfinding is also an important element to direct traffic to Old Town Bowie from nearby sites, including the Bowie Heritage Trail, the WB&A Trail, and BSU.

Part of the short-term strategy to improve connectivity in Old Town Bowie should include an assessment of existing parking inventory. Stakeholders report that the existing parking inventory does not accommodate large events in Old Town Bowie, and that improved wayfinding is necessary to aid visitors in finding existing parking. While improved active transportation access, including bike and public transit, will encourage visitors to arrive to Old Town Bowie using active alternatives, it is important that parking in Old Town Bowie accommodate visitors for the kinds of community programming that will help increase foot traffic and build a sense of place in Old Town Bowie.

The city-owned open space adjacent to the Bowie Railroad Museum is a centerpiece of the short-term strategy. This space is already host to community programming that showcases the railroad and its history, such as Trainspotting Day and youth programs like "Kids Kaboose." The museum can build upon this programming through partnerships with cultural groups and institutions like BSU, Bowie Arts Committee, and the broader artist community to expand its offerings and showcase local arts and culture.



Conceptual section of the improved bridge design, encouraging more pedestrian and bike trips along the 9th Street Bridge.

This strategy complements existing efforts by the City of Bowie and M-NCPPC to enhance public access and connectivity in Old Town Bowie, including the City of Bowie 10th Street Park and the expanded trail network envisioned in the 2018 Trails Master Plan Update, namely the Bowie Heritage Trail and the Capital Trails Coalition Trail.

LONG-TERM STRATEGY

The long-term strategy envisions the development of a food, beverage, and entertainment anchor across the railroad from the Bowie Railroad Museum and Welcome Center. A future anchor can capitalize on the historic and industrial character of Old Town Bowie, taking the form of a restaurant or brewery with outdoor space for cultural events.

Facing the railroad tracks and the Bowie Railroad Museum, this site is well positioned to create a more cohesive and lively cultural center in Old Town Bowie. Located in a vacant, privately-owned parcel, the anchor site presents the advantage of being adjacent to a City of Bowie-owned parking lot. Through coordination between the City of Bowie and private landowner(s), this set of parcels can be integrated into both shorter-term improvements (such as wayfinding and walking access) and a longer-term food, beverage, and entertainment fixture.

Events programming at the food and beverage anchor can activate the area day and night, with programs such as concerts, festivals, and maker workshops. With increased connectivity features established under the short-term strategy, this anchor will be better positioned to draw visitors from BSU, as well as neighborhoods along the Bowie Heritage Trail.

The addition of a food, beverage, and entertainment anchor in Old Town Bowie also addresses the market demand arising from a lack of quality retail in and around the site—particularly for food shopping and full-service restaurants. The development of this anchor is part of a broader opportunity to increase retail density in Old Town Bowie by developing new small-scale restaurants, breweries, and potentially a local grocery store, that fit into the low-density and historic charm of the surrounding community.

ROAD MAP

Short-term (<5 years)

- S.2. Improve wayfinding within Old Town Bowie, to and from WB&A Trail, and between BSU and Old Town Bowie
- S.3. Add public realm improvements such as landscaping, public seating, and quality bike racks
- S.4. Conduct parking inventory to assess need for expanded events parking
- S.5. Engage with Bowie Railroad Museum and Welcome Center to expand roster of public programming
- S.6. Plan placemaking events at Railroad Museum, Town Green Park, 10th St. Park, and along Lanham Severn Road

Medium-term (5-10 years)

- M.7. Expand 9th Street Bridge for pedestrian and bike access
- M.8. Complete proposed trail connection between BSU and Old Town Bowie
- M.9. Complete plans to develop 10th St. Park
- M.10. Rebalance streets: traffic calming techniques to lower vehicle speeds; add crosswalks and pedestrian priority
- M.11. Lower vehicle speeds on MD 564 from Maple to 11th St.
- M.12. Coordinate with the City of Bowie and private landowners to develop food, beverage, and entertainment anchor in vacant parcel(s) lining railroad
- M.13. Engage Maryland State Arts Council & Bowie Arts Committee; consider application for a state Arts and Entertainment district designation
- M.14. Leverage development tools/incentives that can assist in repurposing aging housing units into rehabilitated homes for seniors and/or artists.

Long-Term (10+ years)

- L.15. Increase retail density while maintaining existing scale and character
- L.16. Encourage live/work space for artists in residential zones near center of Old Town Bowie.
- L.17. Assess future use of CSX rail line; consider rezoning of industrial zone south of Northeast Corridor for arts/ cultural uses.

Note: Strategy numbering does not imply sequential order.

MD 450: Bowie Main Street

Overview

Bowie Marketplace and Free State Shopping Center are two recently redeveloped strip retail centers that share an opportune location close to civic sites, parks/open space, and established neighborhoods in the City of Bowie. Continuing the main street vision set forth in the 2006 Bowie and Vicinity Master Plan, the MD 450 retail cluster can be enhanced and activated through streetscape design and public realm improvements, laying the foundation for a more walkable, active, and vibrant neighborhood destination in the long term.

This stretch of the MD 450 corridor contains many sites and community amenities of great importance to the City of Bowie, including Bowie High School, the Bowie Public Library, and the Bowie Community Center. However, it lacks a cohesive and recognizable sense of identity. Enhancements to connectivity and the public realm can help build a strong sense of place-based identity, positioning “Bowie Main Street” as a gateway into the City of Bowie.

Furthermore, although this site is within walking and biking distance from neighborhoods north and south of MD 450, as well as key civic sites along the corridor, it lacks safe access and connections by foot or bike. Archer Tract Park presents potential as a community amenity, but it is currently underutilized. To create a more active and vibrant corridor, it is necessary to connect destinations along MD 450 and improve accessibility for the neighborhoods they serve.

Finally, MD 450 has been planned around car-based strip retail, with commercial and civic uses disconnected from residential neighborhoods. The commercial and housing markets are saturated in the near-term, with a large residential development pipeline including 225-unit proposed multifamily residential at Bowie Marketplace. However, there is an opportunity in the long term to increase density and reimagine these shopping centers as one well-connected, mixed-use, pedestrian-friendly area.

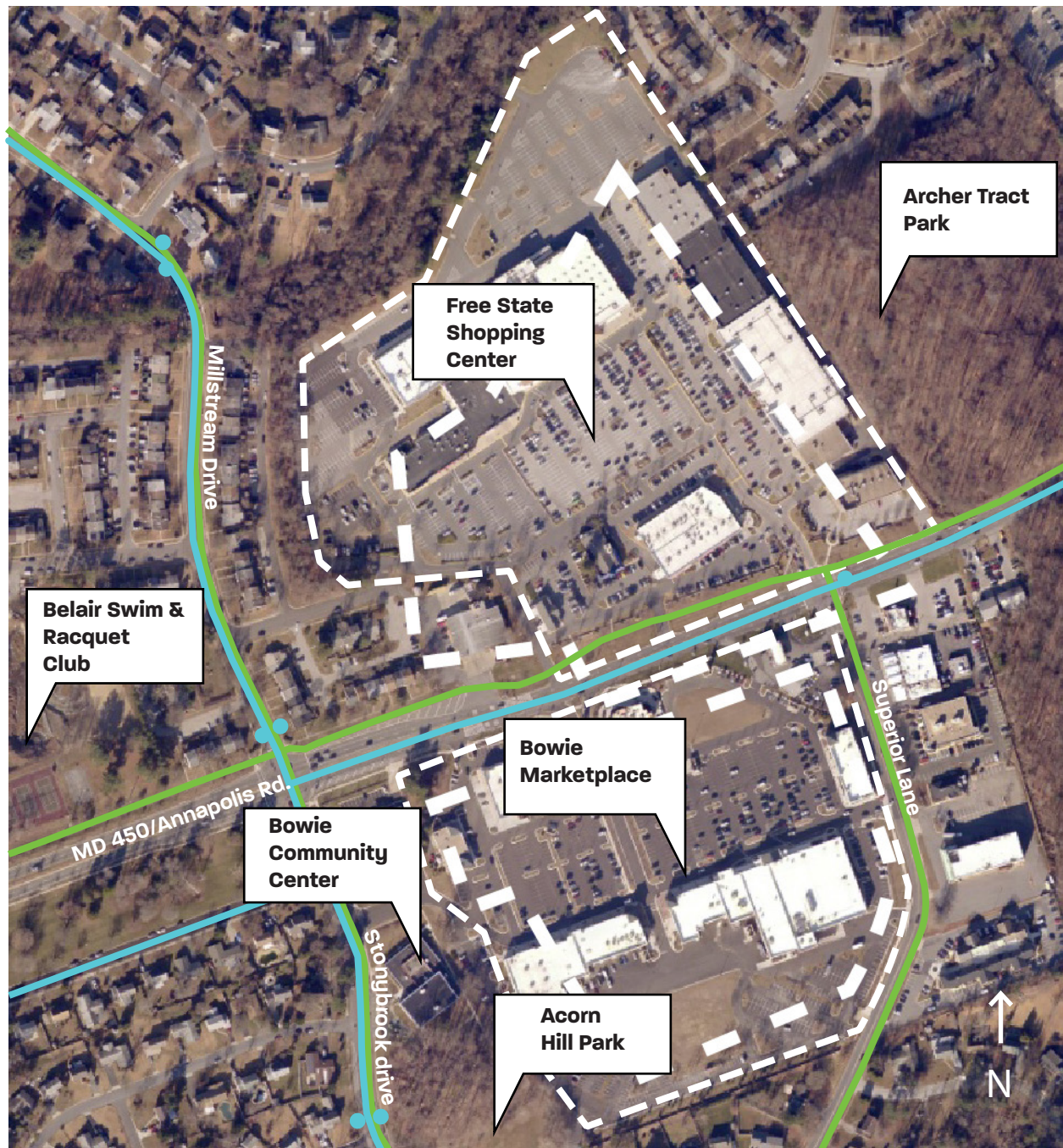



Bowie Marketplace grocery-anchored retail.


OBJECTIVES


- **Connect the corridor:** Create a more accessible and connected center and main street feel through streetscape enhancements, realigning the street network, and wayfinding strategies that bring the surrounding community to the site.
- **Enliven the public realm:** Identify and design a public square or plaza to enliven the site and provide space for public programming, outdoor dining/retail, and daily interactions.
- **Establish a main street boulevard:** Envision a future mixed-use character for the site through a north-south boulevard connection featuring inline building retail and added residential density.

Map 12. MD 450 Aerial Map



 Urban Design Focus Area

 Existing Route (Bicycle and/or Pedestrian)

 Existing Route (Bus)


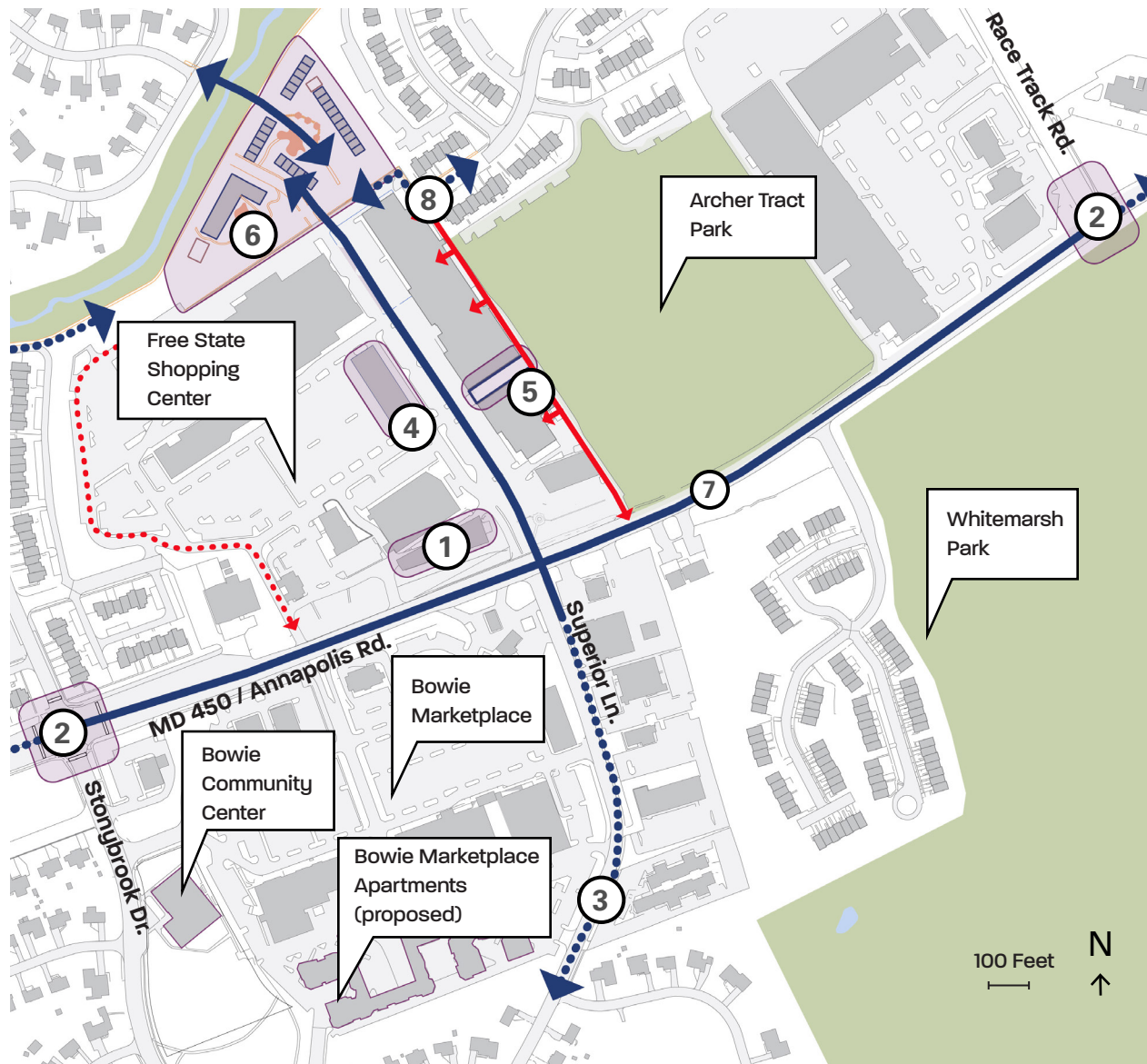
 Bus Stop

Figure 10. MD 450 Strategy: Main Street Boulevard



STRATEGY ELEMENTS

- | | |
|---|---|
| 1 Public Market and Town Square | 7 East-west main street concept |
| 2 Traffic-calming Intersection | 8 Pedestrian connections to existing neighborhoods |
| 3 Boulevard concept, including liner buildings used for retail on reclaimed parking spaces | |
| 4 Liner building retail along boulevard | |
| 5 Active walkway between park and retail | |
| 6 Potential multifamily and single-family attached residential (long-term) with community facilities | |

LEGEND

- | | |
|--|----------------------------|
| | Strategy area (zone) |
| | Strategy area (connection) |
| | Water |
| | Green Space |
| | Existing truck route |
| | Potential truck route |

Design Narrative

SHORT-TERM STRATEGY

The first stage of the urban design strategy emphasizes improved connectivity and the creation of a more distinct and vibrant public realm.

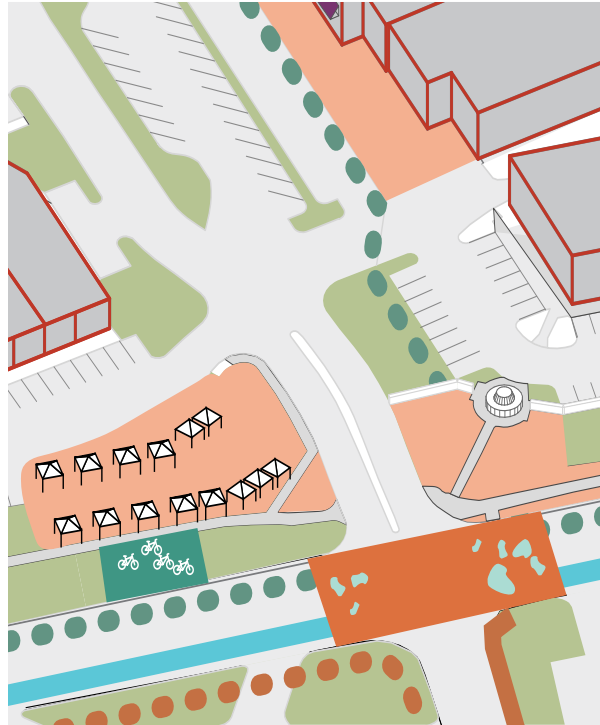
Connectivity

A crucial first step is to restructure key intersections, particularly the intersection between MD 450 and Superior Lane. This includes humanizing intersections through highly visible crosswalks and raised intersections to enable safe pedestrian crossings between Free State Shopping Center and Bowie Marketplace and at other intersections along the corridor.

To support the feeling of a main street along this stretch of MD 450, the design strategy also includes traffic circles at Millstream Drive/Stonybrook Drive and Race Track Road. These traffic circles serve two important functions. The first is to calm traffic and create a safer and more inviting corridor for pedestrians, cyclists, and other users of the MD 450 main street. Second, the roundabouts create an opportunity for a visible intervention, such as a mural, sculpture, and/or signage to welcome corridor users to the City of Bowie. Such an intervention can support the creation of a unique place-based identity in the MD 450 corridor, and can involve the participation of local institutions like Bowie High School and the Bowie Center for the Performing Arts.

Another key opportunity for increased connectivity at this site is creating access to and through Archer Tract Park, an M-NCPPC-owned park. Archer Tract Park sits between Free State Shopping Center and Hilltop Plaza, another recently redeveloped and successful shopping center on the MD 450 corridor. Adding trails through Archer Tract Park will not only enliven the space as a community amenity, but presents an opportunity to create walking access between the two destinations—thus improving upon the existing indirect walking path to the north of the park.

The strategy features the addition of walking connections between Free State Shopping Center and nearby neighborhoods. Despite the close proximity of neighborhoods to the north of the shopping center, residents in these neighborhoods currently lack direct access by foot or by bike. The short-term strategy includes walking and biking paths to Majestic Lane, as well as a wooded path along the stream behind the shopping center to Millstream Drive.

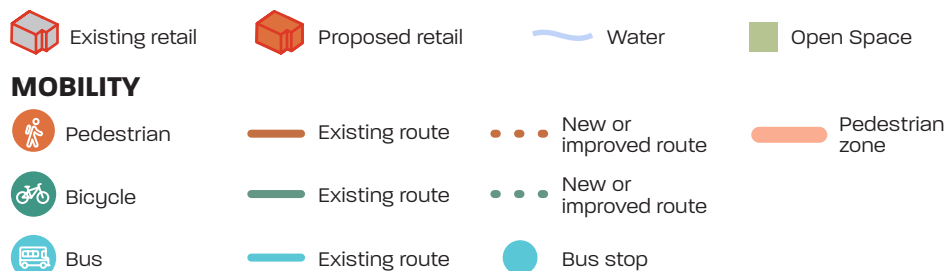
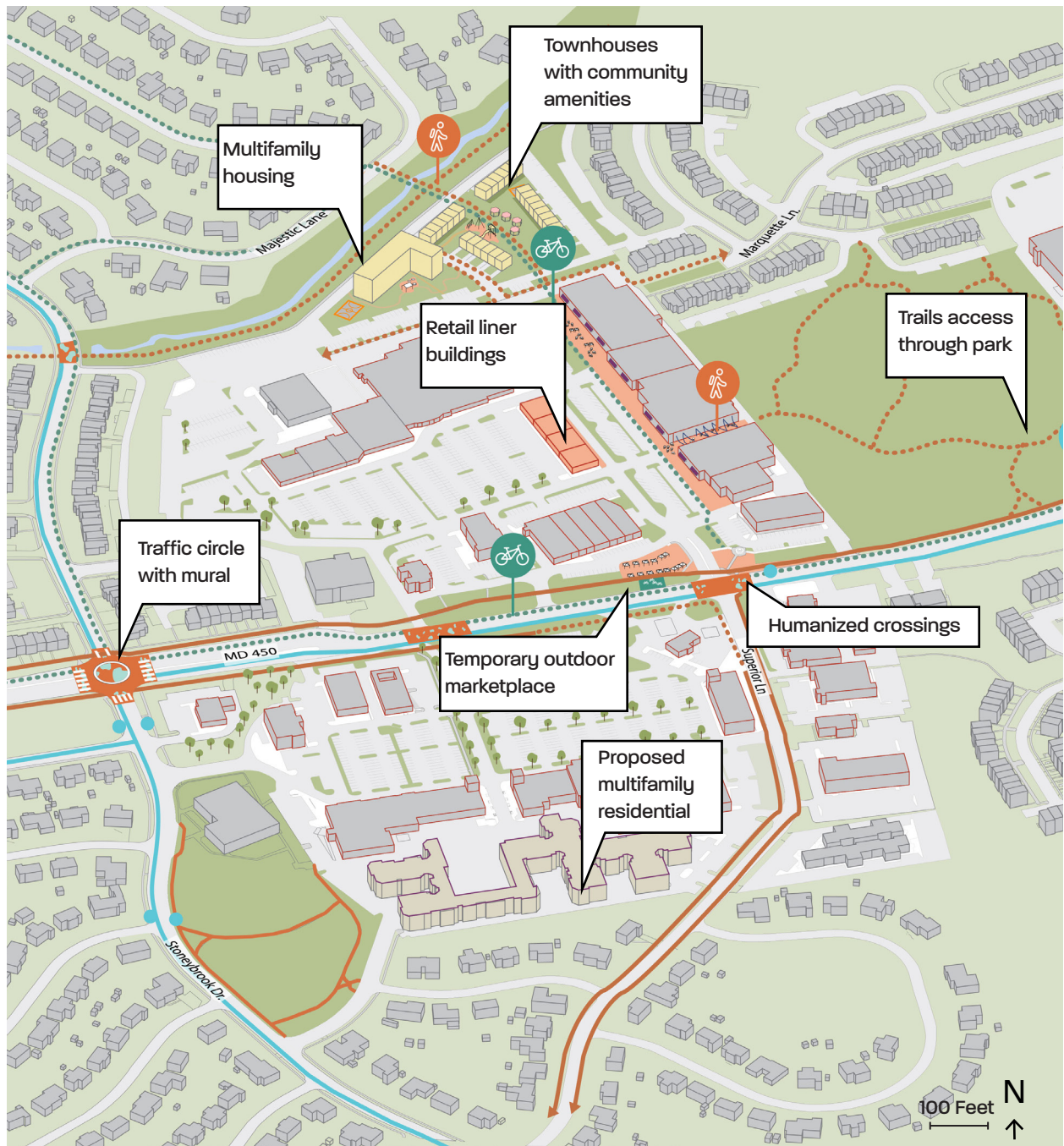


Temporary activation of a parking lot at Free State Shopping Center as a public marketplace with easy access and visibility from MD 450 (Figure 10, Strategy Element 1).



IMAGE SOURCE: COMMON GROUND HEALTH (CREATIVE COMMONS)
Painted crosswalks and/or roundabouts can both improve pedestrian safety and create a sense of place (Pictured: Rochester, New York).

Figure 11. MD 450 Urban Design



Temporary Outdoor Marketplace

Extending the activation of the public realm further, the short-term strategy involves activating existing spaces, including underutilized or vacant public spaces and parking lots. These spaces can be activated both temporarily (through public events), or permanently (through public realm improvements like seating, landscaping, performance/event areas, and more).

In the shorter term, parking lot areas lining MD 450 present an opportunity for events such as public markets. With high visibility and access from MD 450, these sites can be activated to invigorate the public sphere, drive foot traffic to existing retail at Free State Shopping Center and Bowie Marketplace, and establish the site as a local center for the surrounding community. The parking lot beside the west entrance to Free State Shopping Center is a strong candidate for activation as a public market—or other public events of interest to the community. With many municipal institutions around Free State Shopping Center, the City of Bowie is poised to act as a close partner in determining what kinds of programs would be meaningful to residents, and in coordinating and promoting events.

In the longer term, this site can benefit from more permanent public realm elements, both for formal public programming and daily resident use. These interventions, which can begin in the short term, complement and enhance the boulevard concept discussed below in the long-term strategy.

LONG-TERM STRATEGY

Boulevard Concept

While the short-term strategy emphasizes connections with MD 450 and surrounding neighborhoods, the long-term strategy employs a boulevard concept that creates continuity between Bowie Marketplace and Free State Shopping Center. A boulevard structure extending from north to south across the corridor creates an opportunity to green the site with trees and landscaping, and draw foot traffic from one retail center to the other.

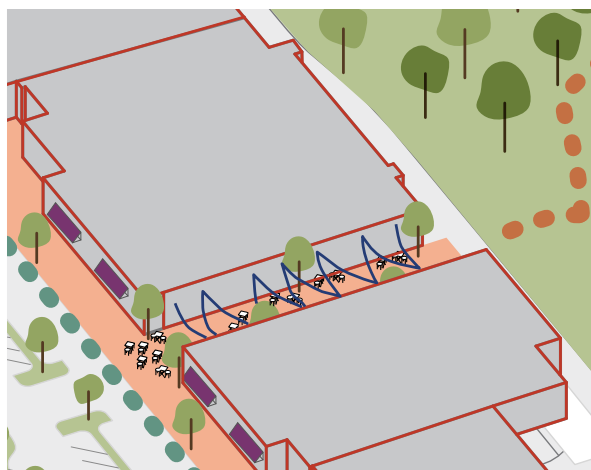
The boulevard structure strengthens the potential for longer-term, mixed-use redevelopment of the two shopping centers, starting with proposed multifamily development to the south of Bowie Marketplace, and continuing with residential and community amenity at the northern end of Free State Shopping Center.

With a strongly defined north-south boulevard connection at this site, there is potential in the long

term to repurpose some sections of existing parking lots as smaller-scale liner building retail—or, retail that repurposes surface parking area to create a pedestrian-friendly environment. This retail typology, paired with public realm improvements, will help create a vibrant, pedestrian-friendly retail experience. The most optimal retail uses to complement existing retail here and elsewhere along the corridor would be full-service restaurants and specialty retail shops. This retail typology can be expanded over time to include existing retail along the future boulevard to the south of MD 450 along Superior Lane.

Future Mixed-Use Development

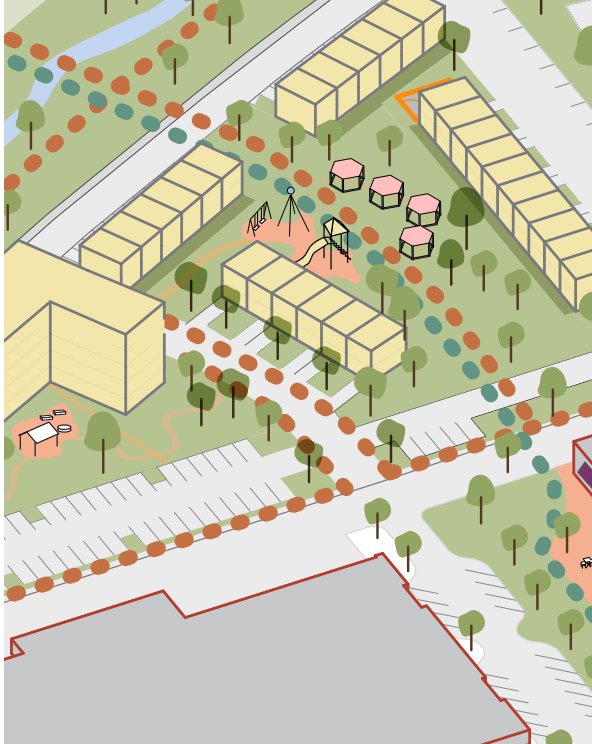
With a stronger sense of place and greater connectivity established in the shorter-term strategy, there is potential to develop additional multifamily



Activated walkway between Archer Tract Park and Free State Shopping Center, featuring outdoor seating (Figure 10, Strategy Element 5).



Creative walkway activation featuring outdoor seating and bright art overhead (Precedent: Redlands, CA).



The pedestrian and bicycle path passes through a residential development, allowing for continuous access of the retail boulevard that runs north to south from Free State Shopping Center to Bowie Marketplace (*Figure 10, Strategy Element 6*).

housing to the north of Free State Shopping Center. The development of housing at this location can complement proposed residential development at Bowie Marketplace and complete the vision of a mixed-use local activity center on MD 450.

This housing development can frame the new north-south boulevard through a “split” of two buildings, allowing continuity from Bowie Marketplace (and points beyond), through to the neighborhoods north of Free State Shopping Center.

Pairing the future housing complex with resident and community amenities, such as events space, coworking space, or health/wellness/recreational facilities can further enhance the livability of the future activity center.

Truck circulation is an important consideration in assessing the feasibility of this aspect of the design. To successfully restructure strip retail here and elsewhere in the master plan area, it is important to consider alternate traffic flows for loading and deliveries.

ROAD MAP

Short-term (<5 years)

- S.18. Gateway treatments along MD 450 to calm traffic and transition drivers to main street (i.e. traffic circles)
- S.19. Mural or other public art to create defined identity at gateway(s)
- S.20. Raised intersections, highly visible crosswalks at key crossings
- S.21. Create a “place” at Superior Lane intersection through temporary activations (i.e. market)
- S.22. Eliminate barriers to existing trails access
- S.23. Evaluate potential to transform Archer Park into an active community park
- S.24. Engage the City of Bowie about extension of Whitemarsh Park Trail to Archer Park
- S.25. Monitor delivery and absorption of multifamily units at Bowie Marketplace to gauge future demand for additional housing

Medium-term (5-10 years)

- M.26. Create town square/plaza at Superior Lane intersection
- M.27. Develop boulevard along Superior Lane through quality, continuous, tree-lined path
- M.28. Add trails access through Archer Tract Park, with walkway activation at entrance to Free State Shopping Center
- M.29. Add raised, planted medians on MD 450
- M.30. Add protected bike lanes on MD 450; striped/buffered bike lanes on local roads
- M.31. Engage property owners on the potential of residential and retail infill at Free State Shopping Center and Bowie Marketplace

Long-Term (10+ years)

- L.32. Add infill retail in parking lots along north-south Superior Lane “boulevard” with restaurants, specialty shops, etc.
- L.33. Compile available development tools and incentives that can assist with replacement parking needs
- L.34. Create a logistics plan for continuation of retail (i.e. truck deliveries) at Free State Shopping Center
- L.35. Develop infill multifamily housing with community amenities at Free State site

Note: Strategy numbering does not imply sequential order.

US 301: Bowie Gateway

Overview

Situated at the nexus of two busy arterials, the parcels along US 301 are home to big-box retail, car dealerships, fast-casual dining, and other commercial uses. The US 301 corridor has the largest concentration of retail in Bowie, which predominantly consists of standalone big-box anchor tenants with large surface parking lots. Prince George's Stadium, home of the Bowie Baysox, is located east of the US 301 corridor, just outside the perimeter of the site.

Due to the high visibility of the retail stores from the highway, retail tenants in Bowie Town Center have a prime location to attract auto commuters driving in and out of Washington, D.C., and Baltimore along US 50 and US 301, respectively. However, the auto-centric nature of this retail strip and its heavy reliance on surface parking lots presents challenges to the creation of a mixed-use, walkable environment.

While the site's prime location positions it well to serve both a regional audience and a growing local residential base, it is fragmented and difficult to navigate on foot or by bike. US 301 presents a hazardous barrier between destinations on the east and west, which may be exacerbated by plans to upgrade MD 301 to a limited-access highway. To create a more vibrant and livable center at this site, it is important to establish safe, active connections between disconnected sites along the corridor, and ensure safe crossings of US 301.

The US 301 corridor also faces challenges related to environmental sustainability. The high degree of impervious surfaces creates stormwater runoff challenges, including stream channel erosion along the Green Branch Tributary.¹ The Green Branch Tributary is a sensitive habitat spanning US 301, and is also part of the County's Green Infrastructure network. Low-impact development and green infrastructure can help to avoid further degradation of the environment and promote healthy, active lifestyles for residents.



Cars traveling along the US 301 corridor.

OBJECTIVES

- **Human-scale connectivity:** Add and improve access to the site through streetscape enhancements and safer, more welcoming crossings.
- **Sustainability:** Enhance and build off of existing green infrastructure to address concerns related to stormwater management, impervious surfaces, and air quality.
- **Recreation anchor and wellness trail:** Create a recreation and wellness anchor at the Gateway Center, as part of a larger wellness and recreation trail to provide multigenerational amenities for local residents and draw regional visitors.

¹ Bowie Master Plan Environmental Existing Conditions Report. 2020.

Map 13. US 301 Aerial Map

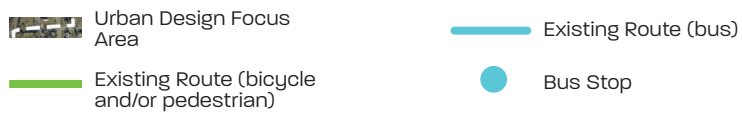
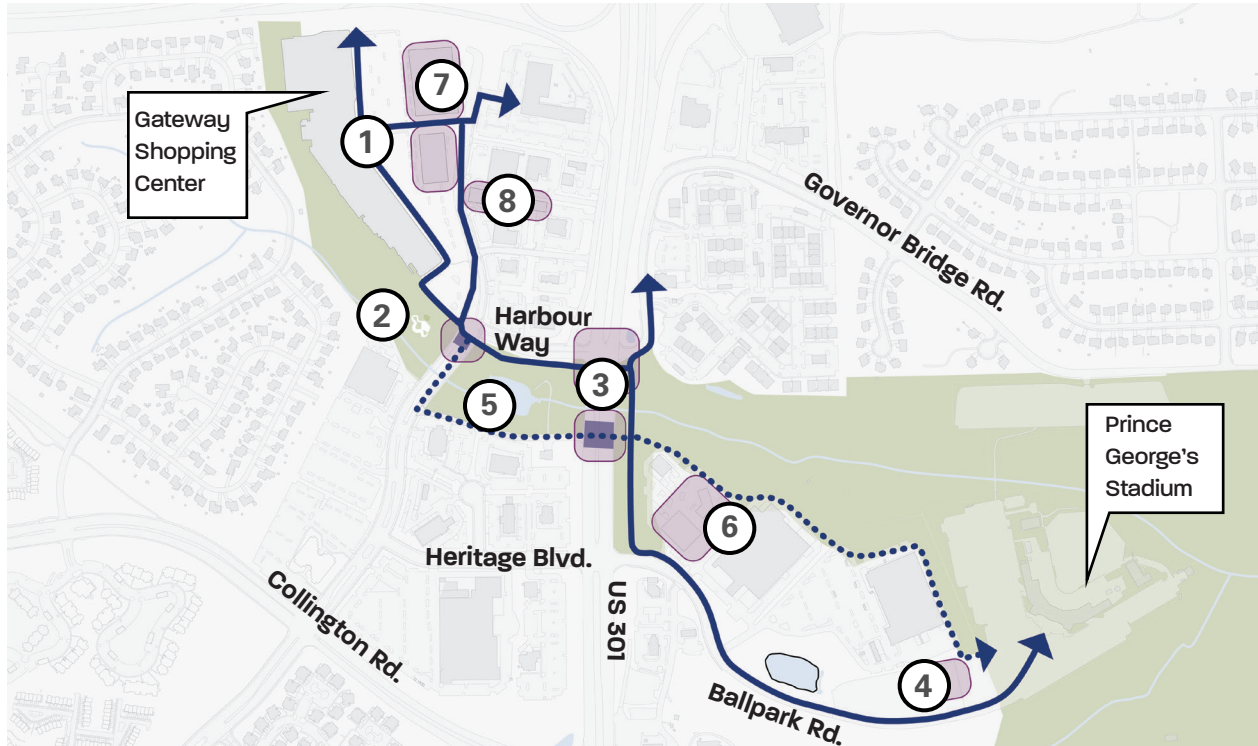


Figure 12. US 301 Strategy: Recreation and Wellness Zone



STRATEGY ELEMENTS

- ① Pedestrian friendly streetscape
- ② Active outdoor recreation (i.e. playground or ice rink)
- ③ Improved intersection at Harbour Way and US 301 (short-term)
- ④ Food truck rally
- ⑤ Green infrastructure and public park

LEGEND

- Strategy area (zone)
- Strategy area (connection)
- Strategy area (long-term connection)*
*Adjusted for pedestrian overpass at service road south of Harbour Way proposed by State Highway Administration
- Water
- Green Space



IMAGE SOURCE: WIKIMEDIA COMMONS
Active outdoor recreation infill (Precedent: The Mountaineers, Seattle, WA)



IMAGE SOURCE: BLACKWELL STRUCTURAL ENGINEERS (CREATIVE COMMONS)
Multigenerational recreation anchor (Pictured: Branksome Hall Athletic Centre)



IMAGE SOURCE: WIKIMEDIA COMMONS
Retail infill (recreation/wellness-based)

Design Narrative

SHORT-TERM STRATEGY

In the short term, the proposed design focuses on connecting the fragmented destinations within the site and supporting environmental sustainability through active uses.

Connectivity

Given the site's location near many residential neighborhoods and apartment complexes, one of the primary ways to increase connectivity is by creating safe walking and biking connections between where residents live and shop on the US 301 corridor.

Given the mix of residential and commercial uses that straddle US 301, it is essential to preserve existing pedestrian crossings and restructure them to improve safety. In the short term, improvements should be made to the existing crossings at Harbour Way and Ballpark Road to improve safety for pedestrians and cyclists. This includes wider, better-defined walking and bike space as well as shorter crossing distances, improved waiting areas, and protected crossing times. In the future, plans to convert US 301 to a limited-access highway will bring about changes to the nature of these crossings. The State Highway Administration (SHA) plans to develop a pedestrian overpass at the service road directly south of Harbour Way, while there would no longer be a pedestrian crossing at Ballpark Road. As such, the long-term vision includes creating an active and accessible routes for pedestrians and cyclists to and across this intersection, and south along the service road east of US 301.

Increased local access to the Gateway Center and other retail destinations can be achieved by first improving bike and pedestrian infrastructure on Mitchellville and Collington Roads and on local access roads such as Heritage Boulevard and Governor Bridge Road. Walking connections from local roads should be added to reach the shopping center.

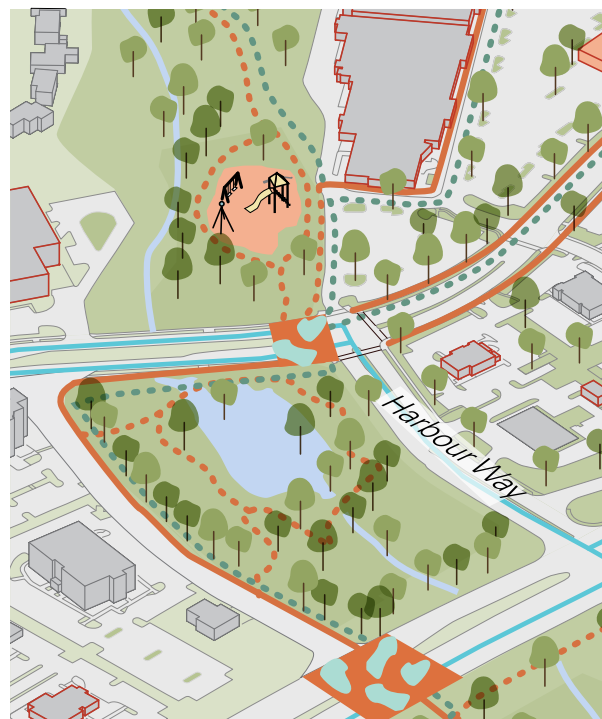
Another important pedestrian connection is on the east side of US 301, between the residential areas lining Governor Bridge Road and the Prince George's Stadium and adjacent businesses on Ballpark Road. The design features a north-south connection between Harbour Way and Ballpark Road. There is enough setback from US 301 to accommodate vehicular, pedestrian, and bike access here. This connection aligns with future plans by the SHA for a service road at this location.

Sustainability and Active Uses

To prime the Gateway Center as the site of an anchor destination in the long term, it is important in the short term to improve access to the site and enhance the pedestrian experience within it. This includes streetscape improvements to create a more pedestrian-friendly environment, such as landscaping and plantings, public seating, and well-marked walking and biking routes to/from and within the site.

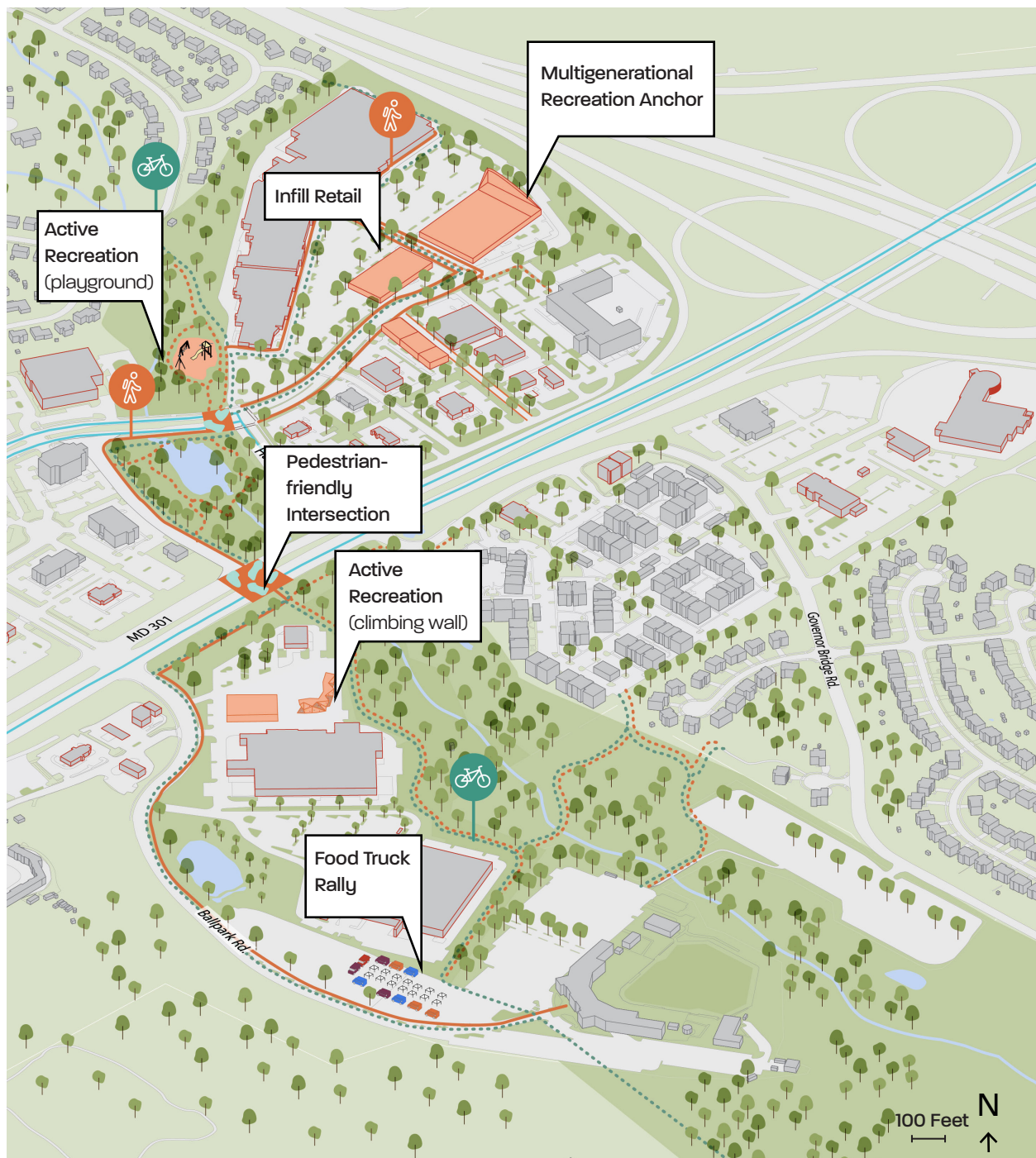
A prime site for light-active recreational uses is the city-owned parcel south of Gateway Center, which features a pond used for stormwater management. This stormwater infrastructure, and the lush green space surrounding it, is currently tucked away out of access to the public. In the short term, this green space can be opened up to residents through landscaping, wayfinding, and the addition of a trail through the parcel, encouraging passive recreation and facilitating access between Mitchellville Road and Harbour Way.

While stormwater infrastructure is often hidden from view, opening up this parcel for recreational uses provides an educational opportunity for the community and increases the amount of usable park space around Bowie Local Town Center. The design



Active recreational uses at the converted city-owned parcel south of Gateway Shopping Center, with trail access at improved intersections (Figure 12, Strategy Element 5).

Figure 13. US 301 Urban Design



strategy recommends the addition of light recreational uses around the pond to activate the site with a minimal footprint, such as a seasonal ice rink or playground.

Green infrastructure presents an opportunity to address environmental concerns around this site, particularly the high volume of impervious surfaces and related issues of erosion and degradation of the Green Branch Tributary. From a landscape perspective, landscape with native plantings can create a pleasant environment for users, while increasing filtration of stormwater and reducing stormwater collection on the pond.

Improving walkability and greening the Gateway Center will increase the site's appeal as a destination in the longer term, creating a more active and vibrant public realm and catalyzing investment in recreation and retail uses.

LONG-TERM STRATEGY

In the long term, there is an opportunity to reimagine this site as part of an integrated center for recreation, retail, and entertainment, featuring a recreation anchor at Gateway Center, and an active recreational corridor between this anchor and Prince George's Stadium.

Recreation and Wellness Zone

Building off the short-term connectivity improvements and green infrastructure around the Gateway Center, there is an opportunity to expand these features into a larger recreation and wellness trail, extending from the Gateway Center to Prince George's Stadium.

In addition to the playground or other outdoor recreation amenity in the stormwater pond parcel west of US 301, the recreation and wellness trail can make use of vacant space and infill opportunities along Ballpark Road, including the repurposing of parking spaces at BJ's Wholesale and Home Depot. The strategy includes active uses fronting Ballpark Road to create a vibrant outdoor experience for visitors before ball games at Prince George's Stadium, as well as others making use of the outdoor trail network. Recommended uses include outdoor exercise equipment, a climbing wall, and a food truck rally. These amenities make use of available outdoor space to create a more lively and active public realm.

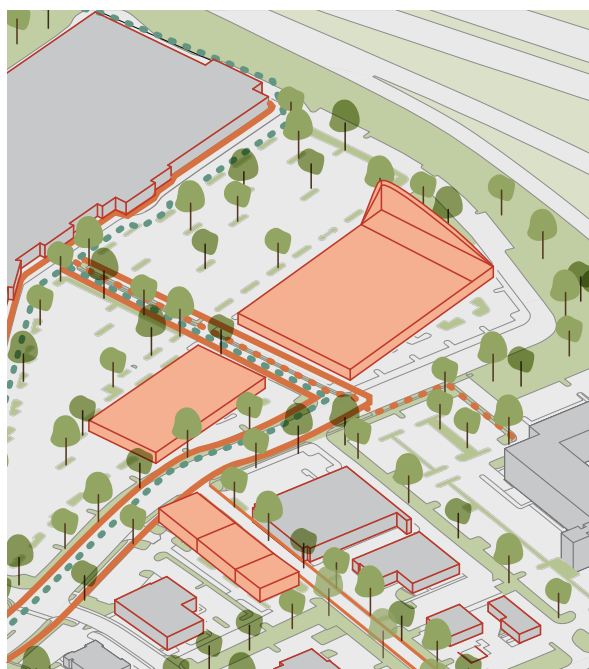
Wayfinding signage will be an integral piece of a future recreation and wellness trail to encourage a flow of pedestrians and cyclists to destinations along the recreation and wellness trail.

The recreation and wellness trail also complements the County's plans to develop the Green Branch



IMAGE SOURCE: MOSAIC DISTRICT (CREATIVE COMMONS)

The large LED screen on a building facade in the Mosaic District is an example of a design strategy that attracts attention and contributes to a unique place-based identity.



New recreational complex in Gateway Shopping Center, featuring signage or projection surface facing US 50, and complementary liner retail nearby (Figure 12, Strategy Element 7).

Multi-field Sports Complex south of Prince George's Stadium. The trail can extend to this complex in the future, priming the complex for strong access for residents, and complementary destinations in its surroundings.

Recreation Anchor at Gateway Center

A multigenerational recreation anchor at the Gateway Center can serve as an amenity for the growing residential base in Bowie Local Town Center and create a regional draw to the area. A year-round recreational anchor presents an opportunity to highlight the master plan area's robust trail network and nearby minor league baseball stadium—while generating the interest and foot traffic to catalyze further investment in and around these assets.

In the first phase, potential uses for this anchor include indoor recreation complexes with smaller building footprints such as indoor trampoline parks, driving ranges, climbing walls, or batting cages. In the longer term, if space and parking capacity allow, there is potential to develop a larger multiuse recreational facility at the Gateway Center. A precedent for this is The St. James, a 450,000-square-foot health club in Springfield, VA, that includes a daycare, gym facilities, full size courts, ice rinks, a spa, a trampoline zone, an indoor water park, a restaurant, a boutique, and a gaming theater. The St. James is a regional draw, attracting visitors from Alexandria and Arlington.

Given the large residential pipeline in the area due to nearby Melford Town Center and the Sears redevelopment site, this anchor also addresses the market opportunity to focus on complementary uses that will enhance the desirability of living in the Bowie Local Town Center. This multigenerational recreation anchor can serve not only nearby residents, but hotel guests at the Gateway Center's Comfort Inn and the Courtyard by Marriott at nearby Melford Town Center. To be viable, such an anchor will also need to leverage the regional accessibility of the site to draw a wider audience from around the region—something it is well positioned to do given the prime location and current success of its retail component.

ROAD MAP

Short-term (<5 years)

- S.36. Assess potential for converting city-owned parcel south of Gateway Center into public park/trail
- S.37. Evaluate existing landscaping in city-owned stormwater management site; identify native plantings that will increase biodiversity and enhance stormwater management.
- S.38. Add public realm enhancements to Gateway Center and surrounding streets
- S.39. Assess Collington Road and Mitchellville Road for either sidepaths on both sides of the roadway or separated bike lanes on street.
- S.40. Widen sidewalks on Harbour Way and Heritage, Governors Bridge, and Ballpark Roads
- S.41. Improve crossings at Heritage Boulevard and Harbour Way

Medium-term (5-10 years)

- M.42. Extend wellness trail east of US 301, with north-south path to Ballpark Road
- M.43. Add outdoor recreation uses along Ballpark Road (i.e. climbing wall, food truck rally)
- M.44. Incorporate wayfinding along recreation trail; and between recreation trail and nearby streets and trail networks
- M.45. Coordinate with SHA to monitor plans for the future upgrade of US 301 to a limited-access highway.
- M.46. Conduct market research to understand demand for recreational uses
- M.47. Assess parking and building footprint requirements for a larger recreational facility
- M.48. Assess Mitchellville and Collington Roads for potential road and lane diets

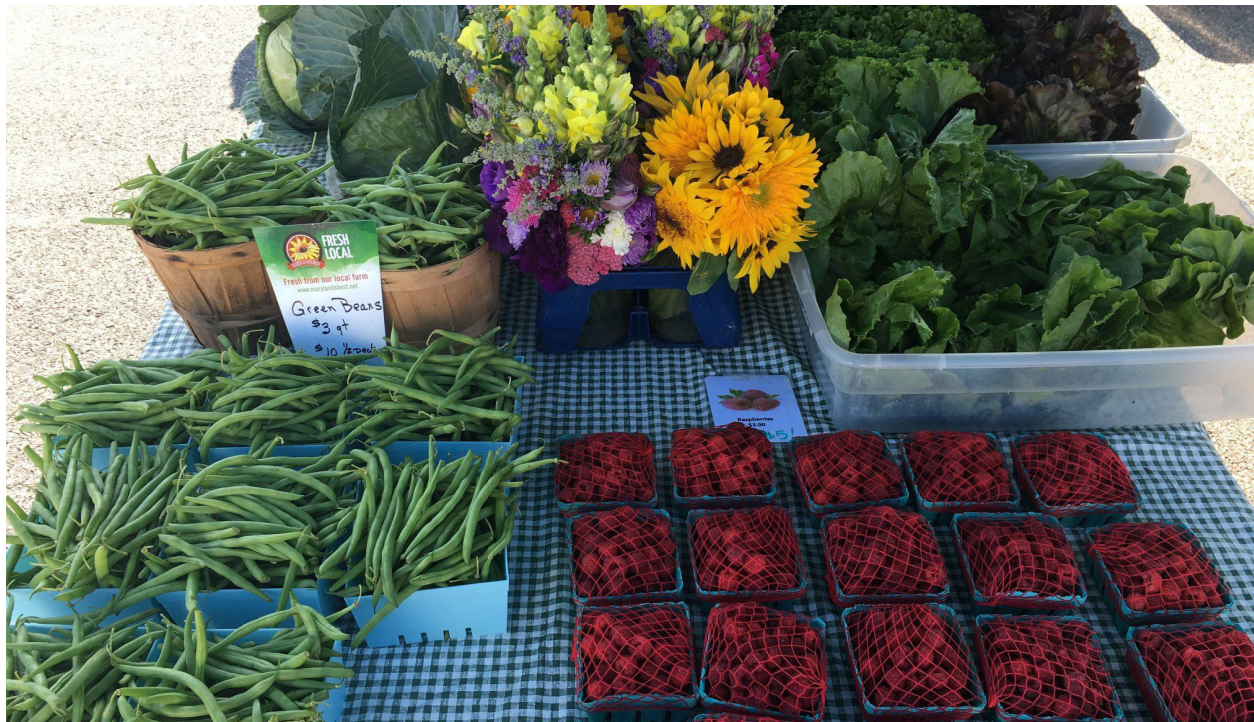
Long-Term (10+ years)

- L.49. Coordinate with SHA to ensure that future overpass south of Harbour Way aligns with recreation trail
- L.50. Coordinate with landowners at Gateway Shopping Center to develop multigenerational recreation complex

Note: Strategy numbering does not imply sequential order.

Section 3

Matrix of Strategies



Produce at the Bowie Farmer's Market.

Bowie-Mitchellville and Vicinity must collectively reinforce its identity by creating places that attract a wide variety of users. Providing lifestyle options for housing, dining, entertainment, transit, employment, open space and recreation, and pedestrian amenities can help position the area as a vibrant place with a regional draw.

As evidenced by the Existing Conditions Report, while there are fewer market forces at play within the master plan area, there is an opportunity to leverage the existing assets and build a foundation for long-term sustainable growth in the region. The matrix of strategies presented in this section is meant to identify a set of forward-looking actions and serve as a guiding lens for M-NCPPC and its partner agencies.

The strategies are organized around the planning elements identified in the Existing Conditions Report, which correspond closely to those in Prince George's County's Plan 2035. They include:

- Land Use, Zoning & Urban Form
- Housing & Neighborhoods
- Transportation & Mobility
- Community Heritage, Culture & Design
- Healthy Communities
- Public Facilities

The recommended strategies are intended to occur over a 15-year horizon and are organized as short-, mid-, and long-term opportunities.¹ These time frames are intended to be flexible, in response to changes in market dynamics, development trajectories, and demographics. Successful implementation of these strategies will require identification of and coordination between a wide range of public, private, and nonprofit organizations within the area. In addition, inputs from community members will be critical in shaping a successful future in Bowie-Mitchellville and Vicinity.

It is important to note that the strategies in this matrix are not recommendations. Many more specific recommendations may fall under each of these strategies, which are meant not to be prescriptive, but to provide broad direction to the master planning process.

¹ While the time frames are intended to be flexible, the following is a rough estimate of time horizons in years: short-term strategies (less than five years); mid-term strategies (5-10 years); long-term strategies (10 or more years).

Land Use, Zoning, and Urban Form

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Activate new gateways to the master plan area	Use placemaking strategies to activate sites that act as gateways to the master plan area to strengthen the area's identity and position it for long-term infrastructure investments. Temporary activation strategies can include events and festivals, public art, and public seating/spaces.	Short (<5 years)	Bowie Gateway Center, Bowie MARC Campus Center, Bowie Marketplace & Free State Shopping Center
Enhance existing destinations in the master plan area	Promote year-round programs and events that draw local and regional crowds at existing destinations. Allow temporary uses such as pop-up retail, outdoor performance venues, and food trucks that complement events.	Short (<5 years)	Old Town Bowie, Allen Pond Park, Belair Stable Museum
Public realm improvements	Plan for infrastructure such as public seating, walkways, and gathering spaces that encourage leisure, allow for encounters and provide space to host public programs.	Short (<5 years)	MD 450 Retail Cluster, Old Town Bowie, Bowie Local Town Center
Encourage a mix of uses through zoning	Expand the definition of mixed use to include complementary uses within the current zoning framework. Some examples include allowing commercial uses in multifamily zones, pairing residential detached with multifamily, etc.	Short (<5 years)	Planwide
Regulate development standards to maintain rural character	To preserve the rural character, low-density development should be encouraged on parcels east of US 301 and south of US 50, except areas north of Mill Branch Road. Development guidelines, such as minimizing lot coverage and building bulk, should be enforced to avoid overly imposing new structures.	Short (<5 years)	US 301 (east of corridor); South of US 50 (except areas north of Mill Branch Road.)
Direct densities to existing employment areas and local centers	Future high-density mixed-use developments and intense commercial uses should be directed to centers already identified by the County.	Mid (5-10 years)	Bowie Local Town Center, Bowie MARC Campus Center
Preserve existing community character	Zoning should be used as a tool to conserve and protect original Levittown sections by establishing uniform zoning standards, such as lot coverage standards.	Mid (5-10 years)	Old Town Bowie, Levittown

Land Use, Zoning, and Urban Form

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Preserve existing distribution centers and allow for a mix of uses that activate industrial and employment areas	Collington Trade Zone can be better integrated with surrounding neighborhoods, such as proposed South Lake and Liberty Sports Park, by inclusion of retail and commercial uses that attract foot traffic. Landscape strategies can be used to mitigate potential negative impacts such as noise pollution and unattractive properties.	Mid (5-10 years)	Collington Trade Zone, US 301
Create street hierarchy in new developments	A hierarchy of street types based on a modified grid network is ideal in large developments. Additionally, these street grids should complement those of adjacent properties and minimize culs-de-sac.	Mid (5-10 years)	Planwide
Use zoning to promote access to healthy food	In areas where food access is an issue, permit uses like farmers markets and encourage urban agriculture. Work with Prince George's County Soil Conservation District (PGCSCD) and landowners to promote recent County zoning changes that expand allowable zones for urban agriculture, as well as the urban agricultural property tax credit.	Mid (5-10 years)	Old Town Bowie, Bowie MARC Campus Center, Collington Trade Zone
Facade improvements of key sites	Improve visual aesthetics of the area by facilitating facade improvements of select properties within focus areas and key corridors to attract commercial and residential tenants to the master plan area. Consider facade grants as a strategy to support businesses, particularly older independent shops outside of strip centers.	Long (10+ years)	Bowie Plaza, Gateway Center, Old Town Bowie, Collington Plaza
Adopt a Main Street approach	Encourage a mix of community-centric retail, commercial and residential uses along corridors such that over time they evolve from through arterial to a main street. Such uses should aim to create pedestrian-oriented environments.	Long (10+ years)	MD 450, US 301

Housing and Neighborhoods

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Preserve existing affordable housing units	Work with the County, private developers active in Bowie, and regional mortgage lenders to ensure existing affordable housing programs are promoted and marketed to income-qualifying families and seniors. Ensure that residents are linked to these available resources to help promote access to affordable homeownership.	Short (<5 years)	Planwide
Incentivize and geographically distribute new affordable housing	Encourage the provision of senior affordable housing in new developments. Evaluate the potential for the City to provide incentives to support development of mixed-income residential projects that are geographically dispersed, such as reduced land price, density bonuses, or expedited permitting processes.	Short (<5 years)	Planwide
Public realm improvements that encourage neighborhood safety	While there are minimal crime hot spots within the master plan area, crime prevention strategies can build a sense of community and attract new businesses and residents to the area. New and redeveloped projects can potentially adopt a multi-disciplinary approach that includes: street design that promotes natural surveillance, unobstructed pedestrian friendly sidewalks, lighted parking areas, building entrances and yards, and other strategies.	Mid (5-10 years)	Planwide
Redevelop aging shopping centers to accommodate a mix of housing types	Pursue mid-rise multifamily projects as infill development around existing aging strip shopping centers. This helps to build density and create nodes of mixed-use activity.	Mid (5-10 years)	Bowie Plaza
Provide opportunities for housing choice	Prioritize diversifying overall residential product offerings by including new market-rate and affordable multifamily units, student apartment units, senior-living units, rehabilitated single-family homes, and townhouses in order to cater to a variety of residents at various price points. Such an approach can reduce housing cost burden in existing areas.	Mid (5-10 years)	Bowie MARC Campus Center, Bowie Town Center, Old Town Bowie, MD 450, US 301
Potential additional multifamily construction	Monitor the delivery and absorption of new single-family homes and multifamily units, particularly in Melford and South Lake, in order to gauge future demand for additional townhouses or multifamily units.	Long (10+ years)	Church Street, Bowie Town Center, MD 450, US 301, Bowie MARC Campus Center
Repurpose aging housing stock for seniors looking to downsize	Aging housing units have the opportunity to be redeveloped into new residential options for seniors aged 55 or older in areas where they are the growing demographic category	Long (10+ years)	Old Town Bowie

Commercial and Market Profile

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
OFFICE MARKET			
Encourage employment-based uses in areas zoned for employment	Provide support to ongoing and new office development within designated Employment Areas. Commercial, retail, and office development should be concentrated in the Bowie Local Town Center to start to build density.	Short (<5 years)	Bowie Local Town Center
Engage anchor institutions around need for new office space	Pursue conversations with government entities and BSU around potential to support the development of new non-medical office uses within any of the existing focus areas and key corridors.	Short (<5 years)	Bowie MARC Campus Center, Bowie Local Town Center, MD 197, MD 450, US 301
Engage existing health sector companies in the master plan area about future needs	Monitor trends within the medical office sector and engage existing employers in order to gauge future demand for new medical office space.	Mid (5-10 years)	MD 197, Bowie Town Center
Attract large employers to the master plan area	Work with County and regional officials, along with BSU, to pursue potential recruitment of major employment anchors in need of low-cost office space in the Mid-Atlantic region.	Mid (5-10 years)	Bowie MARC Campus Center, Bowie Local Town Center, Collington Trade Zone, MD 197, MD 450, US 301
Redevelop aging shopping centers to accommodate a mix of uses	Pursue inclusion of office space as part of mixed-use development programs. This helps to build density and create nodes of mixed-use activity.	Long (10+ years)	US 301, Bowie MARC Campus Center, Bowie Local Town Center
Move uses not conducive to a walkable downtown to periphery	Auto service centers, car dealerships, and related commercial uses should be gradually directed away from the local centers and toward the periphery of the community.	Long (10+ years)	Bowie Local Town Center
COMMERCIAL MARKET			
Strengthen incentive toolkit to support redevelopment	Work with Prince George's County to compile and understand available development tools and incentives that can assist in the redevelopment of aging retail centers along key corridors.	Short (<5 years)	Old Town Bowie, MD 197, MD 450, US 301, MD 214
Build up existing retail nodes	Concentrate retail infill within existing centers and major corridors in order to increase density and walkability within established residential communities.	Mid (5-10 years)	Bowie MARC Campus Center, Bowie Town Center, Old Town Bowie, MD 197, MD 450, US 301
Redevelop aging shopping centers	Prioritize redevelopment of aging shopping centers along major corridors in order to attract new retail tenants to the master plan area while helping to close existing spending gaps in the market.	Mid (5-10 years)	Old Town Bowie, MD 197, MD 450, US 301, MD 214
Plan for neighborhood scale retail	There is potential to increase retail density in Old Town Bowie by developing new small-scale restaurants, breweries, and potentially a local grocery store, that fit into the low-density and historic charm of the surrounding community.	Long (10+ years)	Old Town Bowie

Transportation and Mobility

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Conduct a parking assessment	Perform an assessment of current on- and off-street inventory to better understand the demand and supply of parking in the area, including peak demand scenarios.	Short (<5 years)	Old Town Bowie, Bowie Local Town Center
Improve Bowie Trail System	Identify sections of the Bowie and Vicinity Trails Master Plan that can be implemented quickly and efficiently, and realize all further improvements outlined in the plan.	Short (<5 years)	City of Bowie
Plan for wayfinding signage	Plan for improved wayfinding signage at critical junctions as necessary to inform, direct, and guide visitors to destinations, trails and parking.	Short (<5 years)	Old Town Bowie
Improve/add sidewalks on both sides of all streets in all activity centers	Widen existing sidewalks and add new sidewalks to ensure comfortable, accessible sidewalks in all activity centers/destinations.	Short (<5 years)	MD 450, Old Town Bowie, all new/future projects, existing sidewalks on Heritage Rd., Harbour Way, Governors Bridge Rd., Ballpark Rd.
Provide bike route signage and protected bike lanes where feasible	In absence of a wide shoulder, on-road bike route signage should be used as an interim means for identifying streets for an on-road bike route system on City streets. Where feasible, add protected bike lanes especially on roads where speed limit exceeds 30 mph.	Short (<5 years)	Collington Road, Mitchellville Road, Church Road, Race Track Road
Fill gaps in pedestrian network	Invest in additional sidewalk and pedestrian connections, wayfinding, and landscaping that help make the place more attractive location for residents and prospective retail tenants.	Mid (5-10 years)	Bowie Town Center, Bowie Local Town Center, Bowie MARC Campus Center
Bus stop, station, and park-and-ride review	Complete a detailed review of the current location, accessibility, and feasibility of existing bus stops, park-and-ride lots, and the Bowie State MARC Station so they are in optimal locations, easily accessible, and safe and comfortable for users.	Mid (5-10 years)	Planwide
Implement traffic-calming measures	Lower speeds and more predictable behavior on local roads surrounding activity centers can reduce the stress of driving, encourage walking and biking, and improve safety for all.	Mid (5-10 years)	MD 450, Scarlet Lane, Superior Lane, Stonehaven Lane, Shadow Lane, Sadler Lane, Stonybrook Drive, Old Town Bowie
Transition to Complete Streets	Apply Prince George's County's Complete Street design guide to ensure roads accommodate all users; incorporate wide sidewalks, protected bikeways, and attractive transit stops into roadways; implement road and lane diets.	Mid (5-10 years)	Mitchellville Road, Collington Road, MD 450

Transportation and Mobility

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Enhance crosswalks and safe crossings	Ensure controlled and protected crossings on all legs of all intersections in major destinations and activity centers; and safe, attractive grade-separated crossings of limited-access roadways, e.g. raised crosswalks, signal phasing to protect pedestrians (especially from left turns), high-visibility designs.	Mid (5-10 years)	MD 450, US 301 (existing and proposed)
Increase permeability and accessibility of activity centers	Direct foot and bicycle access to shops, services, and restaurants is limited by fences, creeks, and highways. There are numerous opportunities to add safe, attractive direct connections from adjacent neighborhoods.	Mid (5-10 years)	Bowie Town Center, MD 450 Retail Cluster, Collington Plaza
Provide bike shoulders along rural roads	Provide paved shoulders on rural roads. Paved shoulders (4-8 feet depending on traffic volumes and speeds) provide a cost-effective and safer place for people to walk or bike on rural roads and can connect trails, sidewalks, and bikeways.	Mid (5-10 years)	Race Track Road, Highbridge Road, Woodmore Road
Create gateways to major destinations	Use street design to change roadway characteristics in areas of high pedestrian, bike, and transit activity, e.g. roundabouts, speed tables, raised intersections, high-visibility crosswalks.	Long (10+ years)	MD 450
Plan for pedestrian connection across major highways	The presence of three major highways (MD 197, US 50, and US 301) makes it difficult to bridge the various parcels within Bowie Local Town Center and promote walkable environments. Establishing key east-west connection across US 301 and north-south pedestrian connections across US 50 will improve the marketability of the area. Any changes to US 301, US 50, and MD 197 should include high-quality pedestrian crossings to ensure seamless, safe, and comfortable access for people on foot and bike. Eliminating these barriers will improve the attractiveness of existing developed sites to future residents, business owners, developers, and visitors alike.	Long (10+ years)	Bowie Local Town Center
Extend pedestrian network	Work with Prince George's County to discuss opportunities to extend Old Town Bowie's existing road network to Bowie State University and the planned Pecan Ridge subdivision in order to increase connectivity to surrounding neighborhoods.	Long (10+ years)	Old Town Bowie, Parcels along Church Road and MD 450 corridor.

Community Heritage, Culture, and Design

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Expand existing civic programs	Engage with Bowie Railroad Museum and Old Town Bowie Welcome Center to understand capacity and interest in hosting an expanded roster of events. Simultaneously, discuss County support needed to help increase capacity.	Short (<5 years)	Old Town Bowie
Support efforts to revitalize historic and heritage sites within existing communities	Assess stock of historic properties within Old Town Bowie appropriate for adaptive reuse, tourism potential, and retail/dining, with special attention to properties accessible to recently completed Bowie Heritage Trail System.	Short (<5 years)	Old Town Bowie, West Bowie Village
Enable a State-County-City-Community collaboration for historic preservation	Kick-start a multiagency collaborative effort to ensure that the historic and cultural character of Old Town Bowie and Levittown are preserved and capitalized upon.	Short (<5 years)	Old Town Bowie, Levittown
Further study the potential for creating an A&E District designation	The County and/or City should conduct a study, working with the Maryland State Arts Council and local artist groups to better understand the potential of a future A&E district within Old Town Bowie. Engage potential anchor institutions in Old Town Bowie, including the Bowie Railroad Museum and Welcome Center. Lessons learned from the Gateway Arts District and other regional examples should be folded into the study.	Short (<5 years)	Old Town Bowie
Preserve historic viewsheds	Any new development in the area should complement the existing historic viewsheds, by ensuring that new construction does not block or impose upon views of important historic sites or landscapes.	Mid (5-10 years)	Old Town Bowie, MD 197
Position ATHA to connect focus areas to local history	Anacostia Trail Heritage Area (ATHA) presents an opportunity to apply for heritage grants through the state and potentially connect focus areas. The ATHA encompasses all, or parts of all, focus areas, except for the Collington Trade Zone.	Mid (5-10 years)	Planwide
Reposition historic structures	Historic structures can strengthen community character. As such, use adaptive reuse strategies to preserve historic structures for community-oriented uses where feasible.	Long (10+ years)	Melford Town Center (Melford house)

Healthy Communities

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Activation of existing green spaces	Provide seating, pedestrian paths, signage, and improved connections or other landmarks to encourage more active use of existing parks and green space.	Short (<5 years)	Archer Tract Park, Foxhill Park, Town Green Park
Promote community kitchens and agriculture/nutrition education programs	Allow and promote health initiatives through creative programming in new and existing residential neighborhoods. Expand programs to teach benefits of healthy food to schools, seniors, and the broader community. Existing programs and possible partners include the Bowie Senior Center (wellness program) and community gardens at Kenhill and South Bowie Community Centers.	Short (<5 years)	Planwide
Encourage urban agriculture and community gardens	Work with PGCSO to increase awareness about zoning changes expanding allowable zones for urban agriculture. Engage existing community gardens, including South Bowie Community Center and Kenhill Center, to educate and promote urban agriculture to residents, businesses, and civic groups.	Short (<5 years)	Planwide
Preserve ecologically sensitive areas	Areas such as Belt Woods that have a substantial presence of sensitive and native species should be preserved to perpetuate natural old growth forest habitat and protect native species. O-S (Open Space) and R-O-S (Reserved Open Space) zones should be expanded where possible to protect ecologically sensitive areas.	Short (<5 years)	Church Road
Plan for new models of recreation and wellness	The County and/or City can partner with a range of public and private stakeholders to envision new models of health and recreation that include temporary and permanent infrastructure installments overtime.	Mid (5-10 years)	Bowie Local Town Center, Bowie MARC Campus Center, South Lake
Improve access to fresh and healthy food by foot	Future mixed-use planning projects should incorporate neighborhood grocery stores or supermarkets to increase the number of residents who can walk to a supermarket.	Mid (5-10 years)	Planwide, particularly areas identified as having Low Supermarket Access (LSA) including Old Town Bowie and Bowie MARC Campus Center
Encourage low-impact development (LID) strategies in new developments	Regulate Low Impact Development (LID) strategies at neighborhood, site, and building level to ensure that new development is compatible with countywide ecological and environmental goals. Continue to promote programs such as Tree-bate and Rain Check Rebate program that incentivize LID strategies.	Mid (5-10 years)	Planwide

Healthy Communities

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Improve bike and pedestrian access to existing open spaces	A high percentage of residents can access parks and open space via car, but considerably fewer have easy access by foot or by bike. Identify opportunities to extend the current trails and sidewalk network as a means to connect residential areas to parks within the master plan area.	Long (10+ years)	Planwide

Public Facilities

STRATEGY	DESCRIPTION	TIME FRAME	GEOGRAPHY
Ensure that public schools operate at capacity targets mandated by the County	Schools that are at or above capacity should consider non-capital actions such as boundary revisions or capital actions such as adding new classrooms. They include: Highbridge ES, Whitehall ES, Glenn Dale ES, Thomas Johnson MS, Charles Herbert Flowers HS, International HS Largo.	Short (<5 years)	Planwide
Foster safe access to public schools	Provide safe pedestrian connections to schools that are near crash hot spots such those around MD 450 and MD 197.	Mid (5-10 years)	MD 450, MD 197
Improve access to public facilities beyond existing communities	Public facilities are concentrated in older existing communities, in particular within the City of Bowie. This may pose a challenge for new development, which is largely taking place outside of these communities (i.e. Church Road corridor). County should leverage public transit and active modes such as bike and pedestrian paths to connect the new developments to public facilities such as parks, libraries, and community centers.	Mid (5-10 years)	Planwide
Expansion of Glenn Dale Community Center	As outlined in the Formula 2040 parks functional master plan, expand Glenn Dale Community Center with the addition of 65,000 square feet of aquatic and non-aquatic recreational spaces.	Mid (5-10 years)	Glenn Dale Community Center
Provision of neighborhood-scale recreational facilities	New developments should provide community-sized recreational facilities that have minimal impact on traffic and the environment. In addition, new developments should provide parks and trails that connect to the larger trails network within the master plan area.	Mid (5-10 years)	Planwide
Explore PPP model in developing future public infrastructure	Future public facilities can adopt a Public-Private-Partnership (PPP) for design, construction, financing, and maintenance of public facilities.	Long (10+ years)	Planwide

Section 4

Appendix

Appendix A. Glossary of Terms

ABSORPTION

The rate at which newly built space in a given area is either leased or sold during a given time.

ACTIVE TRANSPORTATION

Any form of getting around that is human-powered, such as walking, rolling, or cycling. Active transportation contributes to positive health outcomes, as well as to environmental sustainability by reducing the use of automobiles.

ACTIVE RECREATION

Leisure and athletic activities that require certain facilities, equipment, or organization. In terms of land use, active recreation brings together space, facilities, and people to engage in activities such as ice skating, rock climbing, or team sports.

ARTERIAL

An arterial is a highway for through and local traffic. It can be either divided or undivided and has controlled access to abutting properties and at-grade intersections.

BIG-BOX RETAIL

A big-box retailer is a retail store that occupies an enormous amount of physical space and offers a variety of products to its customers. These stores achieve economies of scale by focusing on large sales volumes.

COMPOUND ANNUAL GROWTH RATE (CAGR)

A way to look at accumulated growth on an annual basis within a defined period, as opposed to simple growth, which measures total growth over a defined period.

CUL-DE-SAC

A street or passage that is closed at one end.

HOUSING-COST BURDEN & EXTREME HOUSING-COST BURDEN

HUD defines housing-cost burden as households that pay more than 30 percent of their monthly income on gross housing costs such as rent, utilities, mortgage payments, and/or homeowners/rental insurance, and as a result, may have difficulty affording necessities such as food, clothing, transportation, and medical care. Extreme housing-cost burden refers to households that pay 50 percent or more of their monthly household income on gross housing costs, often leaving them with very little to cover remaining expenses. Both renters and homeowners can experience housing-cost burden.

DELIVERY

The completion of a new building within a given market.

DEMAND

The amount of goods or services a consumer wants to purchase within a market during a specific time. For example, a city's multifamily demand refers to how many people want to rent or purchase apartments in that city.

DENSITY

A measure of the intensity of a given land use, usually measured as the ratio of a particular land use per given area of land. For example, a neighborhood may have a maximum residential density of five residential units per acre, or a downtown may have a high-density of office buildings, if office buildings are the predominate land use within the downtown.

DEVELOPER RETURN

The minimum financial return required by a developer to complete a project.

DEVELOPMENT PIPELINE

The development pipeline refers to development projects that are planned for delivery. Pipeline projects can be at different stages in the development process, from planned to approved to under construction. Understanding the pipeline projects within an area paints a picture of how much the supply of housing, retail, and/or office space is projected to increase. The exact number of units/total square footage of projects may change as developers advance in the process, and the timing of when pipeline projects are delivered is dependent on a variety of factors, including macroeconomic conditions, public approvals and entitlements processes, and developer's ability to secure financing.

ENTERTAINMENT DISTRICT

An arts district with a high concentration of movie cinemas, performance theaters, or other entertainment venues that may either be officially designated by local governments through zoning regulations or by public and private investment in urban design and branding.

FOREIGN TRADE ZONE (FTZ)

An area considered to be outside the United States customs territory. Merchandise brought into an FTZ is not subject to customs duties. If goods are re-exported to an area of the country outside of the FTZ, customs duties apply. There are many benefits for manufacturers operating in an FTZ. Read more at: <https://www.pgcedc.com/foreign-trade-zone>.

GREEN INFRASTRUCTURE

Structures and practices that promote a sustainable and resilient environment while improving quality of life for residents. Examples include bioswales, rain gardens, green roofs, constructed wetlands, permeable pavements, and low-impact development. These elements work with the environment, and complement one another to create a sustainable and environmentally friendly network.

GREENFIELD

An undeveloped site or parcel that is either used for agriculture or landscape design, or otherwise undeveloped. Greenfields are typically sites earmarked for urban development.

INFILL

The repurposing of vacant or underutilized land in established neighborhoods to prepare these sites for redevelopment or new development in an effort to increase urban density and foster economic growth. Infill development is a key strategy for helping cities revitalize neighborhoods with many vacant lots, and is also an important way to encourage density.

INLINE RETAIL

Stores that sit side by side with other stores (or other kinds of buildings), and front a street or parking lot. Inline retail typically is smaller in scale, and complements larger anchor tenants. In an outdoor shopping center, inline retail is usually in the middle, while larger anchors are on the outsides.

LINER BUILDING

A building designed to hide surface parking from view, while fitting into the local scale and context. Liner buildings repurpose parking space to offer a new use to an area such as retail or residential, and create a more humanized streetscape.

LOW-IMPACT DEVELOPMENT (LID)

A set of planning, engineering, and design approaches that mimic natural processes in order to manage stormwater, improve or protect water quality, and conserve natural features and habitats. LID is often a part of green infrastructure.

MAKERSPACE

A physical space designed for creative activities such as art, sculpture, crafts, media production, print, and more. Makerspaces can be activated for educational, industrial, commercial, or cultural purposes and often feature collaboration between creative entrepreneurs.

MARKET-RATE MULTIFAMILY APARTMENTS

An apartment building that has no rent restrictions, allowing the landlord to rent the housing unit at the maximum amount the local market can withstand.

MASTER-PLANNED DEVELOPMENT

A large-scale residential neighborhood developed by private developers, who decide the recreational and commercial amenities provided as part of the residential neighborhood, such as swimming pools, lakes, parks, restaurants, and retail stores. Some master-planned developments include additional facilities such as schools, office space, large shopping centers, and hotels.

MIXED-USE DEVELOPMENT

In this form of development, communities are planned to include a mix of residential, commercial, office, cultural, and other uses within close proximity. Pedestrian access between uses is emphasized, such that residents can live, shop, work, and play within a well-connected and integrated area.

NATURALLY OCCURRING AFFORDABLE HOUSING (NOAH)

Housing that is priced by market forces at levels that are affordable to low-income residents. Housing is traditionally considered affordable if the total housing cost (rent or mortgage plus utilities) for the household represents no more than 30 percent of its income. NOAH housing is typically found in older properties, and often makes up a significant portion of a jurisdiction's affordable housing stock, in addition to publicly-subsidized housing.

PRODUCT

The available supply of a residential or commercial asset type, e.g. new housing product refers to newly constructed apartments, townhouses and single-family homes.

RENTABLE SQUARE FEET

The total square footage of a building a tenant leases from a landlord.

RETAIL GAP

The gap between demand and supply within a given market that occurs when residents' demand for goods exceeds available supply, resulting in consumers leaving the market's retail area to shop elsewhere.

SENIOR-LIVING MULTIFAMILY APARTMENTS

An apartment building that is age-restrictive, typically designed for senior residents aged 55 and older. Senior-living apartment buildings can be either independent living communities or assisted care communities. Independent living communities are catered to seniors who do not require assistance with daily activities or 24/7 medical care. Assisted living communities are catered to seniors who require assistance with daily activities such as medication, eating, and bathing.

SCENIC AND HISTORIC ROADS

Designated by the County Council, scenic and historic roads are considered important resources that need to be preserved. Scenic and historic roads are designated through a master/sector plan according to core sets of criteria. Historic roads must align with historic landscapes and context through such criteria as views of historical sites, structures, and landscape patterns; and the presence of historic villages and farmstead groupings. Scenic roads are determined to have substantial amounts of scenic views through natural or man-made features, including forest, woodland, meadows, scenic topography, historic sites and structures, roadway features such as curving or rolling, and more.

STOCK

The existing inventory of a residential or commercial asset type, e.g. all of the office buildings in a neighborhood represent that neighborhood's office stock.

SUPPLY

The amount of goods or services that are available to consumers within a market at a given price during a specific period.

TRAFFIC-CALMING STRATEGIES

A strategy used in transportation planning to help slow vehicular traffic in a particular part of a roadway. These techniques include features such as roundabouts, speed humps, road narrowing, medians, and more.

TRANSIT-ORIENTED DEVELOPMENT (TOD)

Transit-oriented development, or TOD, includes a mix of commercial, residential, office and entertainment centered around or located near a transit station. Dense, walkable, mixed-use development near transit attracts people and adds to vibrant, connected communities.

TRAVEL-SHED

A travel-shed is the set of all the destinations that can be reached from a location within a specified time. Travel sheds are valuable both for visualizing and analyzing access to key services and destinations such as schools, transit stations, hospitals, community centers, parks, retail hubs and so forth. May be referred to according to the mode of travel (i.e. walkshed).

UNMET SPENDING POTENTIAL

An area's unmet spending potential represents the total dollar value of the retail gap, demonstrating how much money consumers are spending on retail outside of their area. The total dollar value of unmet spending potential represents the amount of money the given market would likely receive if its retail supply met demand.

VACANCY

The amount of space that is vacant or unoccupied within a market at a particular time.

WAYFINDING

Structures and strategies that guide people through a physical environment. Effective wayfinding both informs people about how to navigate a space, and enhances their experience of navigating it. Wayfinding may include signage, road markings, mile markers, maps, and more. These elements may identify key landmarks and locations, or help people understand how to get from point A to point B.

ZONING

A planning tool used primarily used by local governments that helps regulate a building's use, size, and shape. Other regulated factors can include parking, signage, accessory structures, and landscaping.

Appendix B. Plan 2035 Centers Baseline Characteristics and Focus Areas

MASTER PLAN FOCUS AREA ¹	PLAN 2035 DESIGNATION	HOUSING MIX	AVERAGE NET HOUSING DENSITY	FAR (FLOOR AREA RATIO) OF COMMERCIAL ²	TRANSPORTATION CHARACTERISTICS
Bowie Local Town Center	Local Town Center; Employment Center ³	500 units of mid-rise multifamily	18 dwelling units/acre	0.5	Served by WMATA Metrobus (B and C lines); car access to US 301 and US 50; park-and-ride
Old Town Bowie	None	Scattered single- family detached housing	5 dwelling units/acre	0.7	Served by WMATA Metrobus (B line)
Bowie MARC Campus Center	Campus Center	Scattered single- family detached housing	0.5 dwelling units/acre	n/a	MARC Amtrak Station; park-and-ride; served by WMATA Metrobus (B and C lines)
Collington Trade Zone	None	n/a	n/a	0.2	Served by WMATA Metrobus (C line); car access to US 301 and MD 214

1 For focus areas, all characteristics are based on an analysis of current conditions. For Plan 2035 centers, baseline characteristics refer to the County's objectives for future planning and development in these centers.

2 In the case of focus areas in Bowie-Mitchellville and Vicinity, this measure includes commercial office space, in addition to retail.

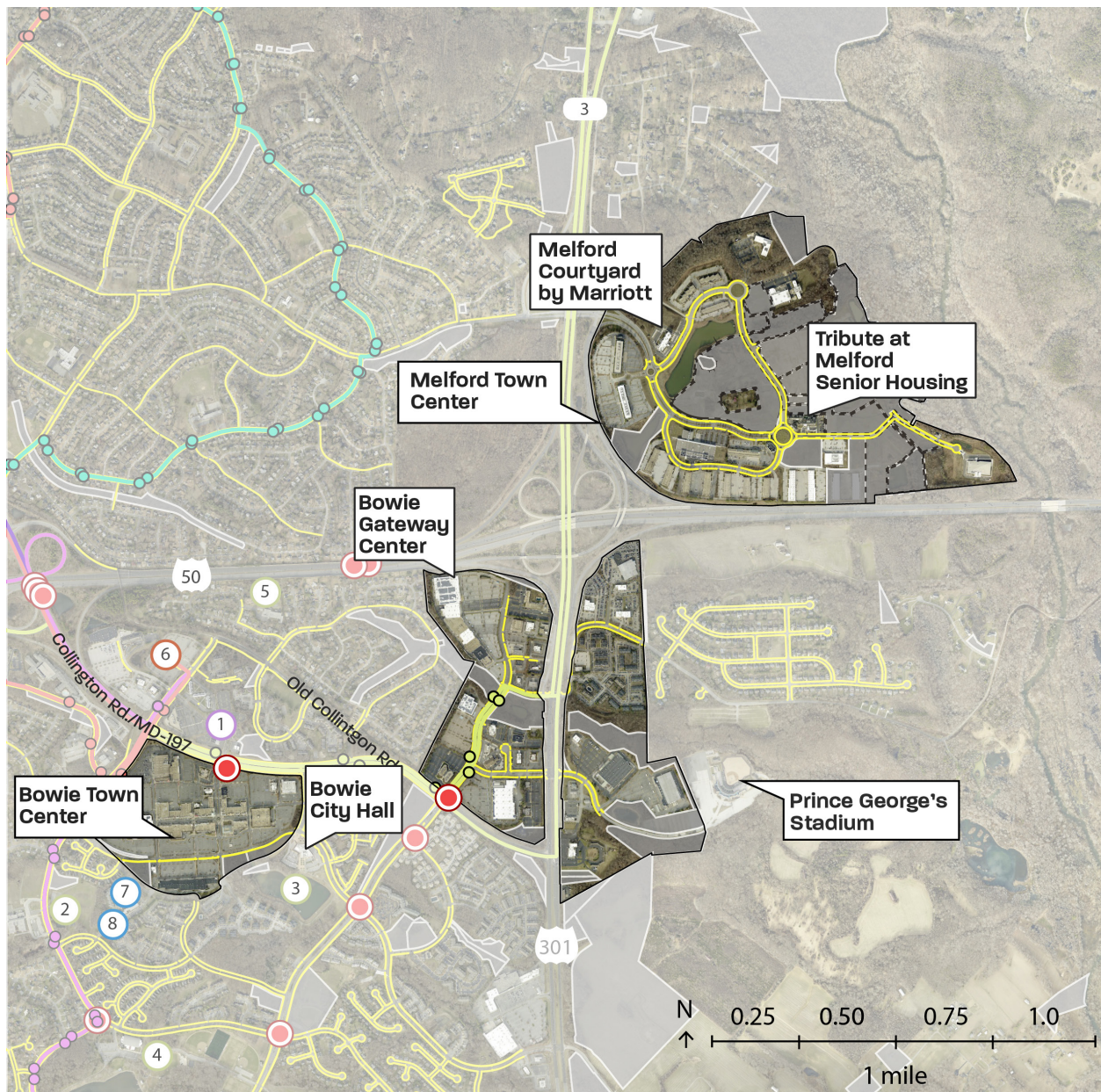
3 Employment Centers are not associated with the same set of baseline characteristics but are associated with countywide growth management goals and other planning considerations. See Plan 2035 for more detail about this and other planning designations.

PLAN 2035 CENTERS	MASTER PLAN FOCUS AREA	AVERAGE NET HOUSING MIX	AVERAGE NET HOUSING DENSITY	FAR (FLOOR AREA RATIO) OF COMMERCIAL⁴	TRANSPORTATION CHARACTERISTICS
Regional Transit Districts (Regional)	None	Predominately high-rise and mid-rise apartments and condos; townhouses	40+ dwelling units/acre	3	Metrorail with frequent local feeder connections (bus and shuttle service) and intermodal facilities—commuter rail (Amtrak and MARC service), fixed guideway (light rail and bus transit), and interstate highways and arterials
Local Transit Centers (Local)	None	Mid-rise and low-rise apartments and condos, and townhouses	15-20 dwelling units/acre	1.5-3	Metrorail or Light rail with potential for localized parking and local transit connections with all types of bus service
Neighborhood Centers (Local)	None	Mid-rise and low-rise apartments and condos, townhouses, and small-lot single-family	10-15 dwelling units/acre	0.5-2	Typically light rail, commuter rail, or local bus hub with limited or no parking
Campus Centers (Local)	Bowie MARC Campus Center	Mid-rise and low-rise apartments and condos, townhouses, and small-lot single-family	10-15 dwelling units/acre	0.5-3	Light or commuter rail, arterial roadways, and local/express bus service
Town Centers (Local)	Bowie Local Town Center	Low-rise apartments and condos, townhouses and small-lot single-family	10-60 dwelling units/acre	1-2.5	Largely automobile-oriented with access from arterial highways. Limited bus service along with on-demand bus service.

⁴ In the case of focus areas in Bowie-Mitchellville and Vicinity, this measure includes commercial office space, in addition to retail.

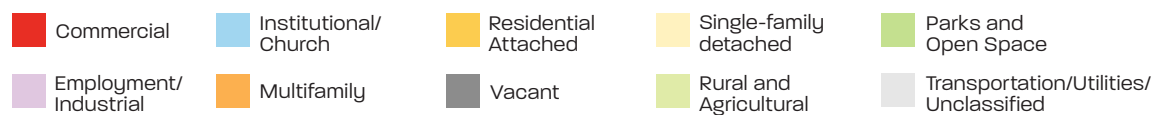
Appendix C. Focus Area Land Use

Map 14. Bowie Local Town Center—Land Use



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE

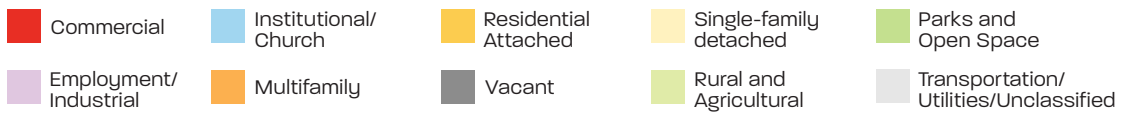


Map 15. Bowie MARC Campus Center—Land Use

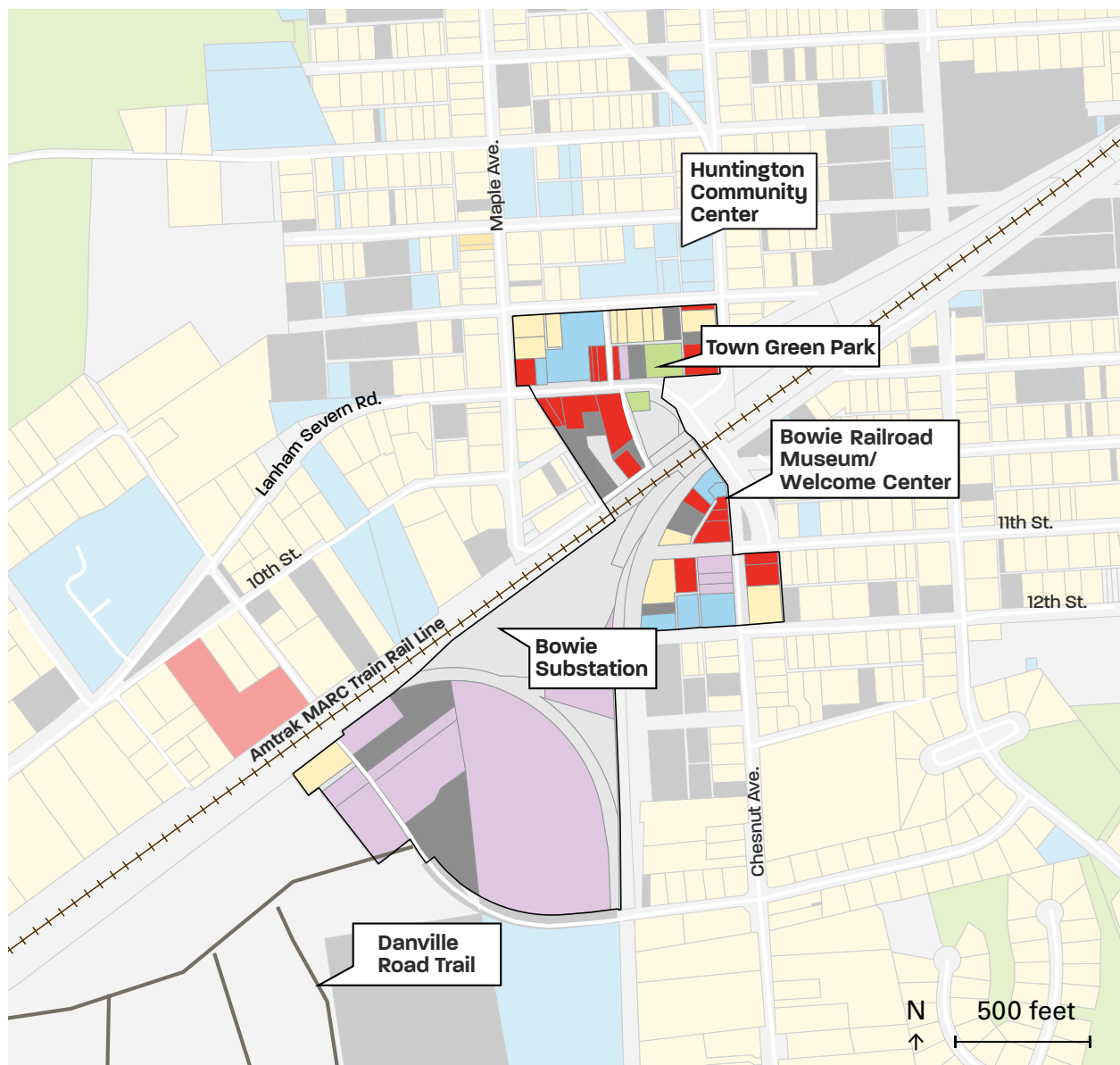


SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE



Map 16. Old Town Bowie—Land Use

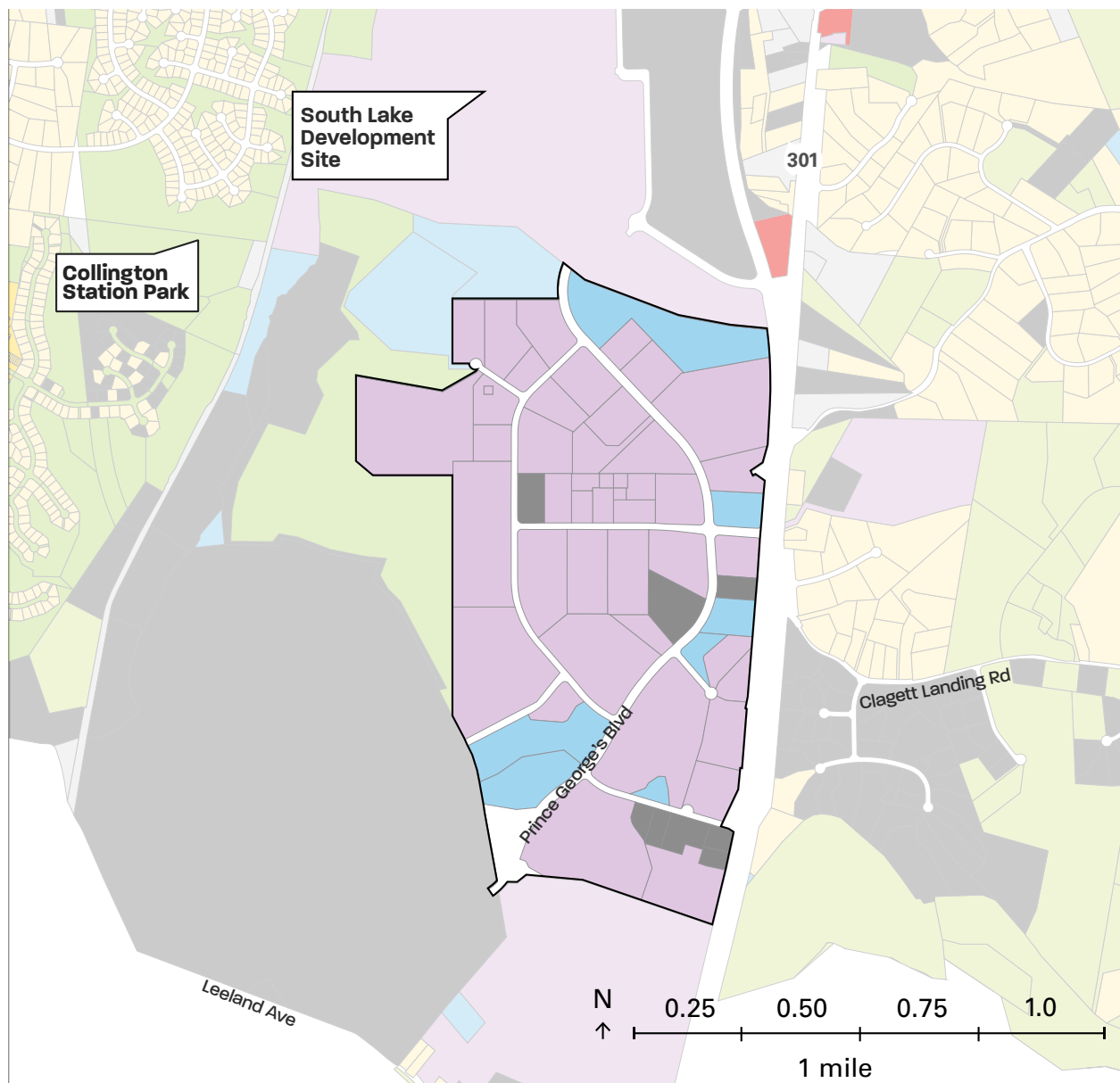


SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE

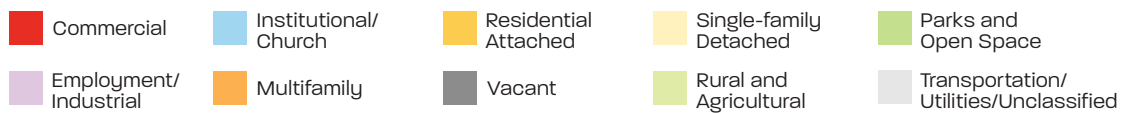
■ Commercial	■ Institutional/ Church	■ Residential Attached	■ Single-family Detached	■ Parks and Open Space
■ Employment/ Industrial	■ Multifamily	■ Vacant	■ Rural and Agricultural	■ Transportation/ Utilities/Unclassified

Map 17. Collington Trade Zone—Land Use



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT

LAND USE



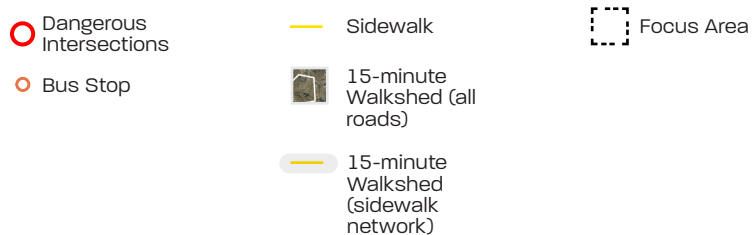
Appendix D. Focus Area Walksheds

The following set of maps examines walking access and dangerous intersections for each of the focus areas. The larger white border indicates the 15-minute walkshed along the road network, including all roads. The transparent white overlay indicates an approximation of walkable routes within this walkshed, by following sidewalks, paths, and trails. The yellow lines indicate sidewalks along the street network.

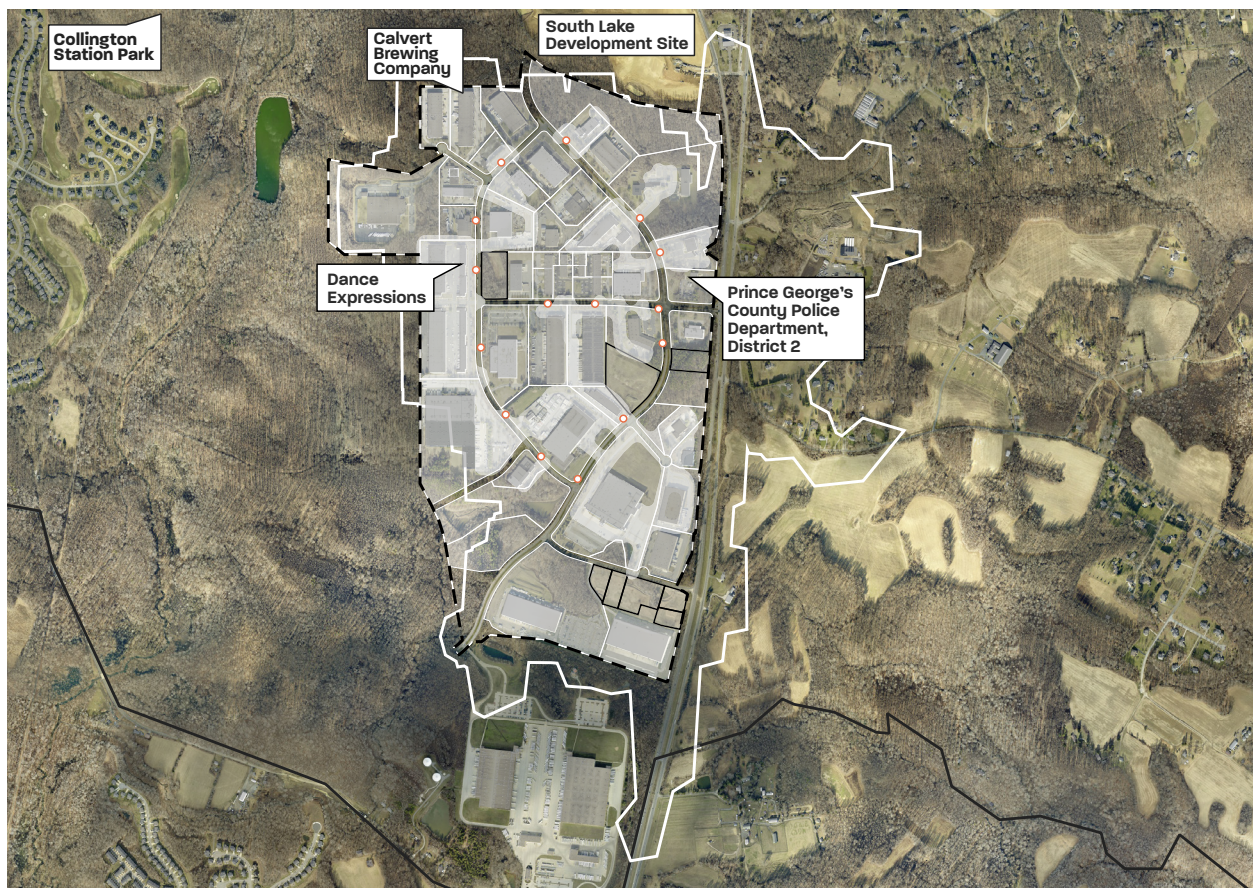
Map 18. Old Town Walkshed Diagram



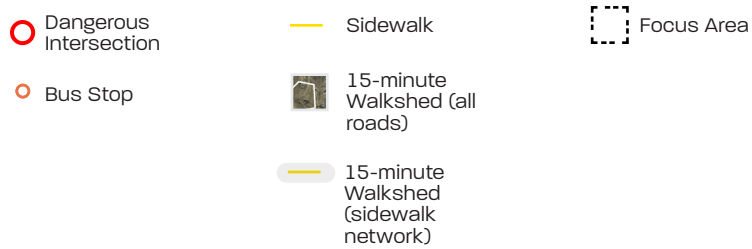
SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



Map 19. Collington Trade Zone Walkshed Diagram



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



Map 20. Bowie State MARC Station Walkshed Diagram



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



Map 21. Bowie Local Town Center Walkshed Diagram—US 301 Parcels



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



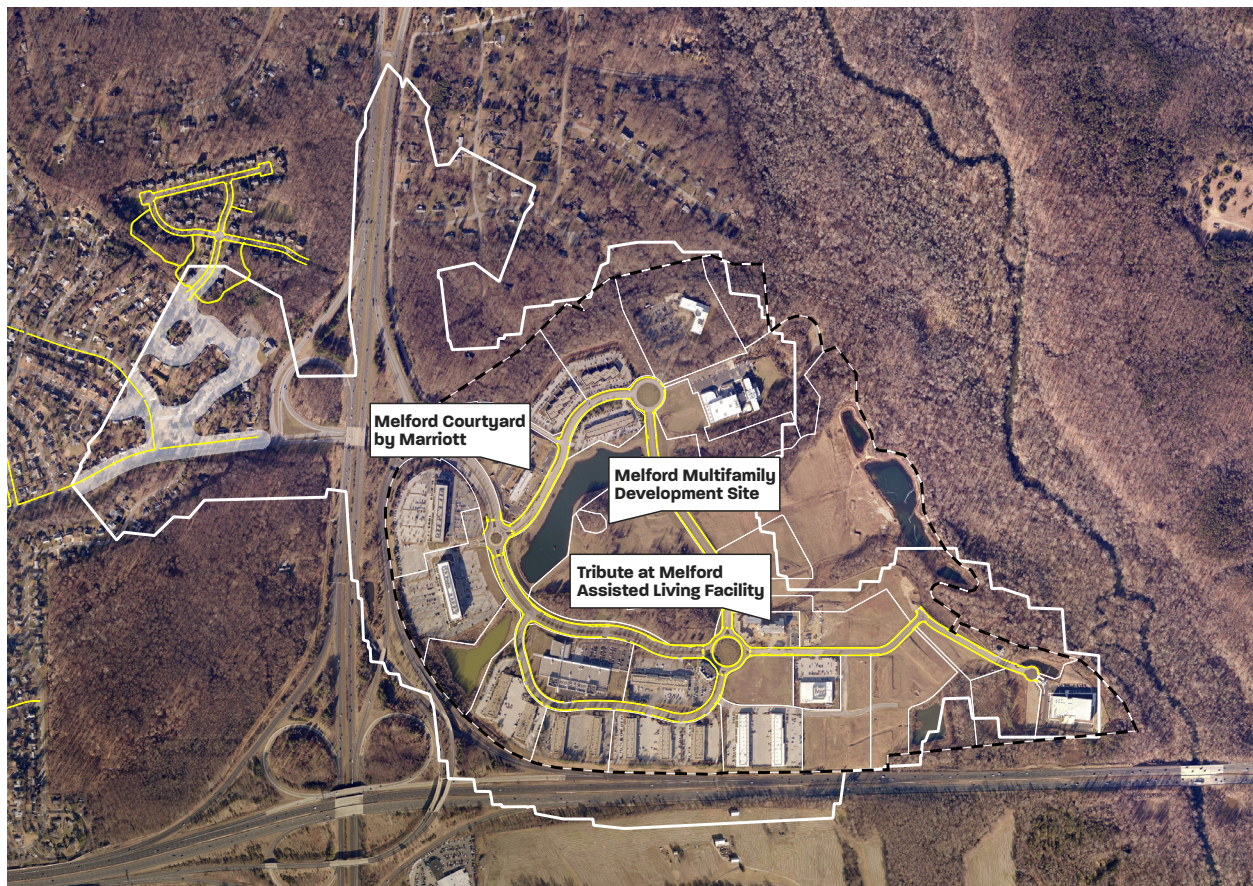
Map 22. Bowie Local Town Center Walkshed Diagram—Bowie Town Center



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



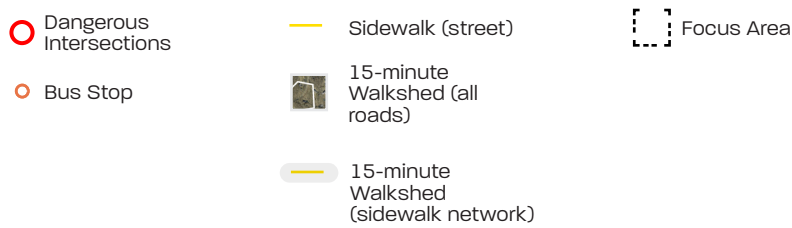
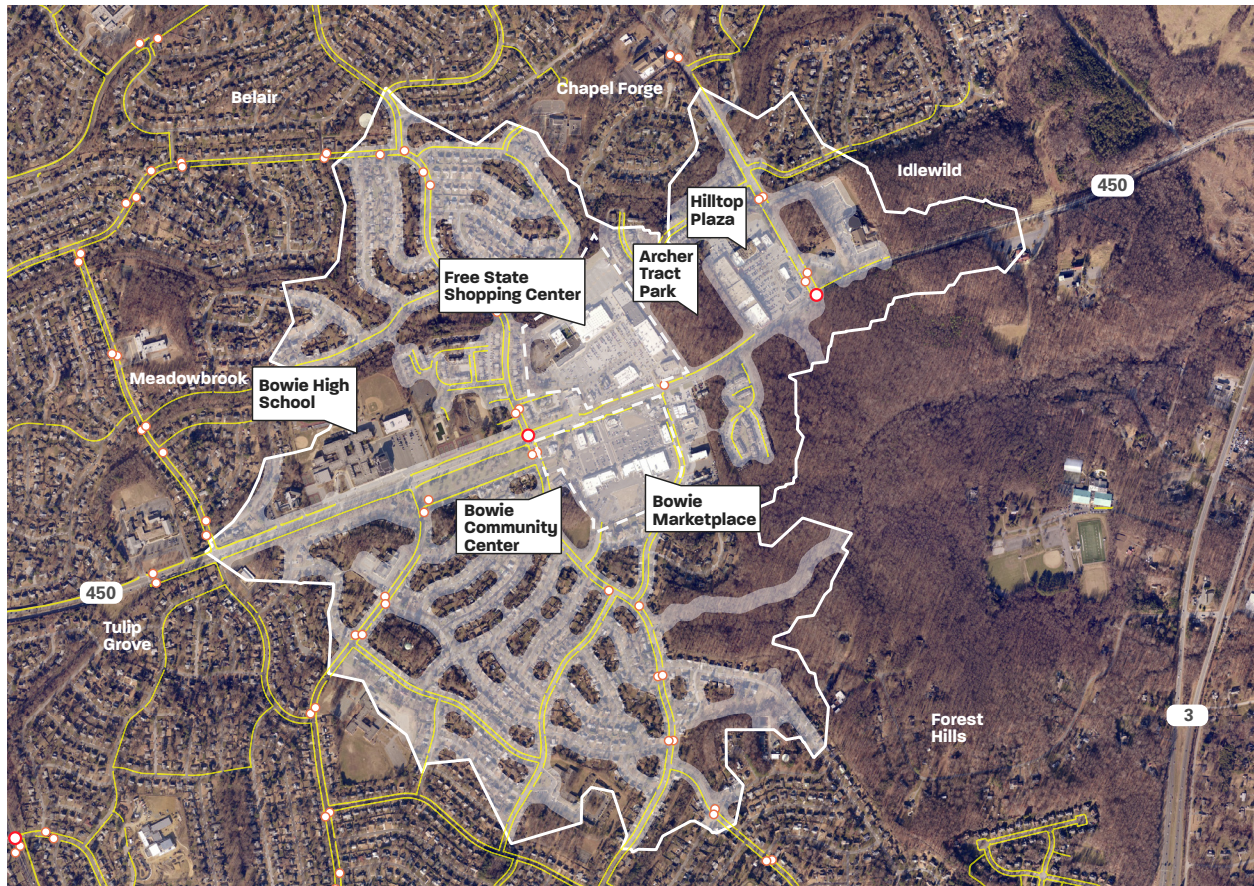
Map 23. Bowie Local Town Center Walkshed Diagram—Melford Town Center



SOURCE: PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



Map 24. MD 450 Site Accessibility Diagram



Acknowledgments

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