

Bowie-Mitchellville and Vicinity Master Plan

Meeting will begin shortly.

M-NCPPC | Prince George's County Planning Department

WXY Studio | Toole Design Group | HR&A Advisors

November 2020

Bowie-Mitchellville and Vicinity Master Plan

Playbook of Strategies

M-NCPPC | Prince George's County Planning Department

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November 2020

Agenda

- 1 Introduction
- 2 Process Overview
- 3 Focus Areas and Corridors
- 4 Urban Design Strategies
- 5 Matrix of Strategies
- 6 Q&A
- 7 Closing

1

Introduction

District Council Members



Todd M. Turner (Chair)
District 4



Derrick Leon Davis
District 6

Meet the Team



Thomas Lester
Project Manager



Andrew McCray
Deputy Project Manager



Brian Byrd
Team Member



Kenny Turscak
Team Member



Garrett Dickerson
Team Member



Arnaldo Ruiz
Team Member



Scott Rowe
Project Facilitator

Icebreaker

Slido

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- 2** Type in code 6401.
- 3** Survey questions will appear throughout the presentation.



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2

Process Overview

What did we do?

- Existing conditions report, presentation, and community meeting
- Community chats
- Focus area tours
- Office hours and stakeholder meetings
- Bowie State University survey and focus groups
- Playbook of Strategies



What did we learn?: Community Feedback

Strengths

- Location/proximity to DC
- Diverse and vibrant community with ‘community-feel’
- Active civic participation
- Quality walking and biking trails
- Historic sites
- Bowie State University

Weaknesses

- Lack of bike connections, especially to Bowie State University and existing trails.
- Poor pedestrian environment and lack of sidewalks
- Lack of upscale dining
- Access and drive time to grocery stores
- Unreliable bus system
- Parking challenges in Old Town Bowie
- Lack of recreational opportunities for young adults

Opportunities

- Creative placemaking
- Leverage Old Town Bowie to be a destination by providing uses that attract people (pop-ups, breweries, art installation, etc.)
- More shopping and dining around Old Town Bowie, Bowie Town Center, and MD 450.
- Smaller single-family homes that allow for a mix of housing types.
- Opportunities to ‘age-in-place’ (including downsizing)
- Walkable, mixed-use community in Bowie Town Center

Threats

- Traffic, especially around US 301
- Car-centric roads that are not pedestrian-friendly
- Poor pedestrian environment and lack of sidewalks
- Development application and permitting process
- School capacity (especially at Bowie High School)
- Lack of amenities, which prompts residents to spend their money outside the masterplan area.
- Managing stormwater run-off that currently strains the infrastructure in place.

Introductions: Consultant Team

WXY

HR&A

TOOLE
DESIGN



Kushan Dave (WXY Studio)
Director, Planning



Abby Zan (WXY Studio)
Urban Planner



Kaija Wuollet (WXY Studio)
Director of City Building



**Elizabeth Packer
(HR&A Advisors)**
Director



**Andy Clarke
(Toole Design Group)**
Director of Strategy


3

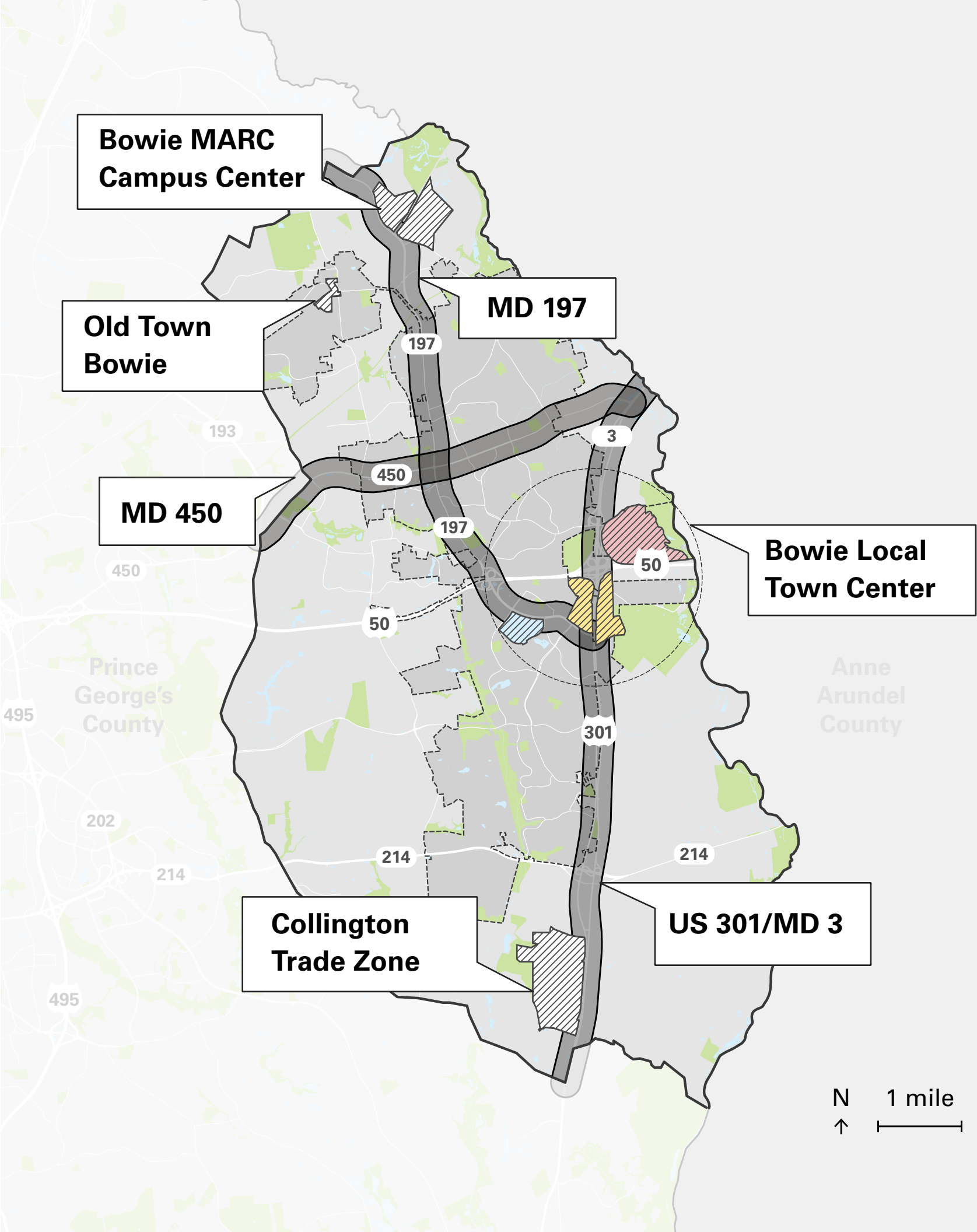
Focus Areas and Corridors

Focus Areas and Key Corridors

Report identifies **4 focus areas** and **3 key corridors** that play a unique role in the past, present, and future development of Bowie-Mitchellville and Vicinity.

Sub-areas help **align the master plan area with countywide objectives** and highlight unique challenges and opportunities in Bowie-Mitchellville and Vicinity.

- | | |
|---|--|
|  Key Corridor |  Bowie Town Center |
|  Focus Area |  Melford Town Center |
|  City of Bowie |  Parcels along US 301 |

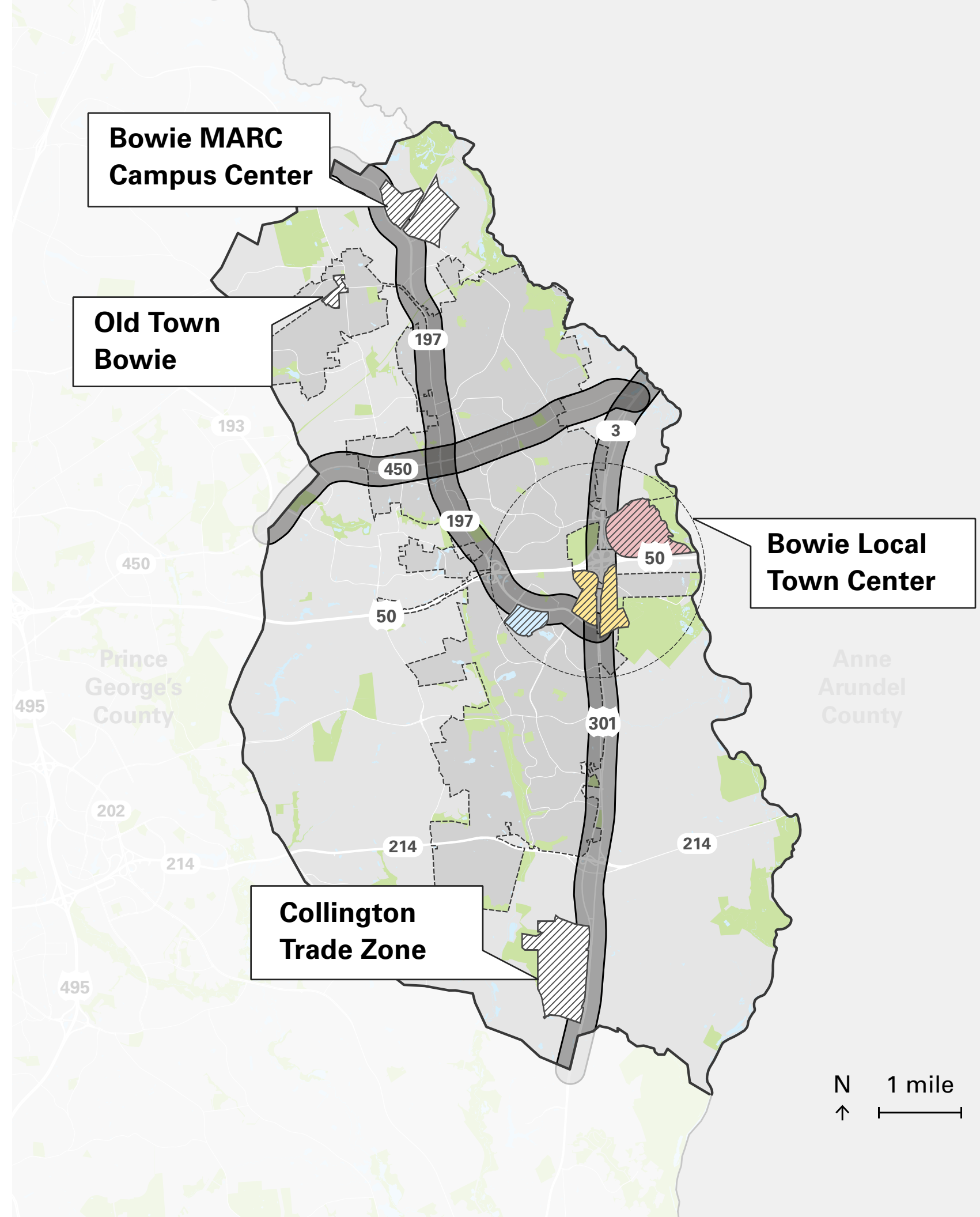


Focus Areas

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 or a regional one.

Bowie MARC Campus Center and Bowie Local Town Center are also designated Plan 2035 centers.

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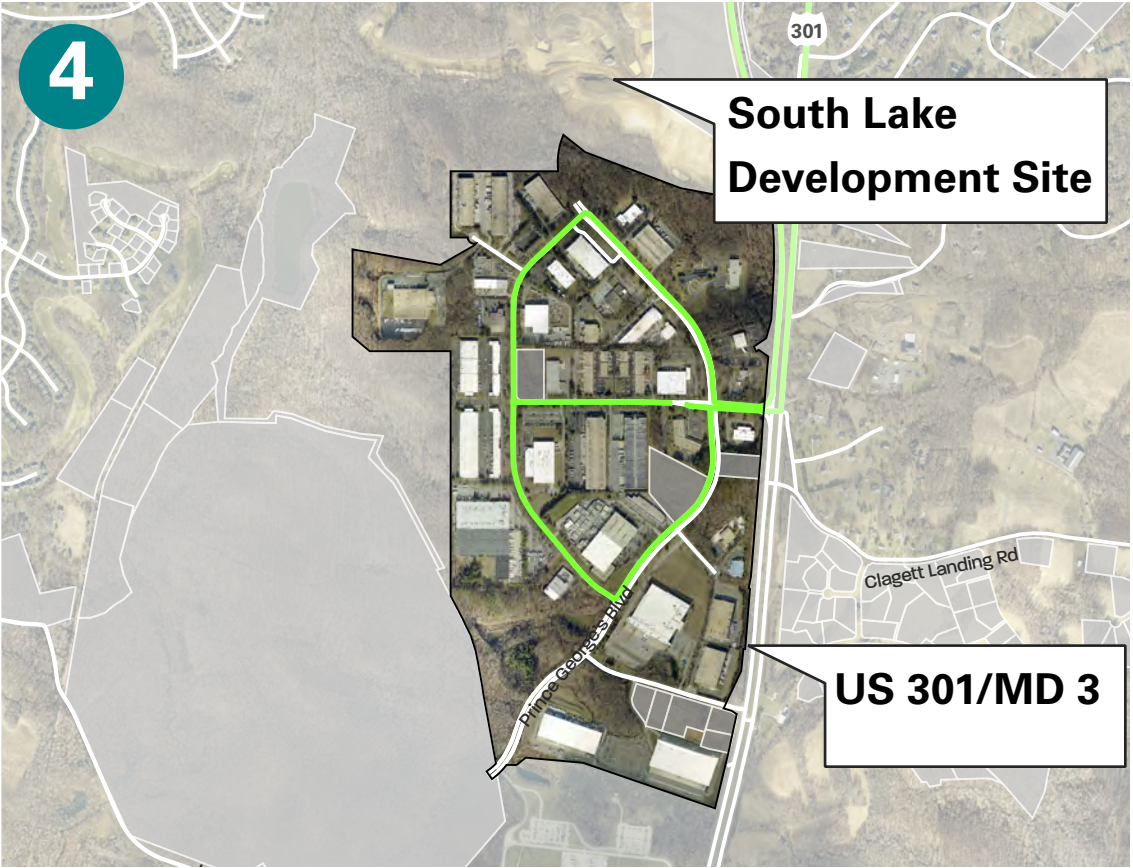
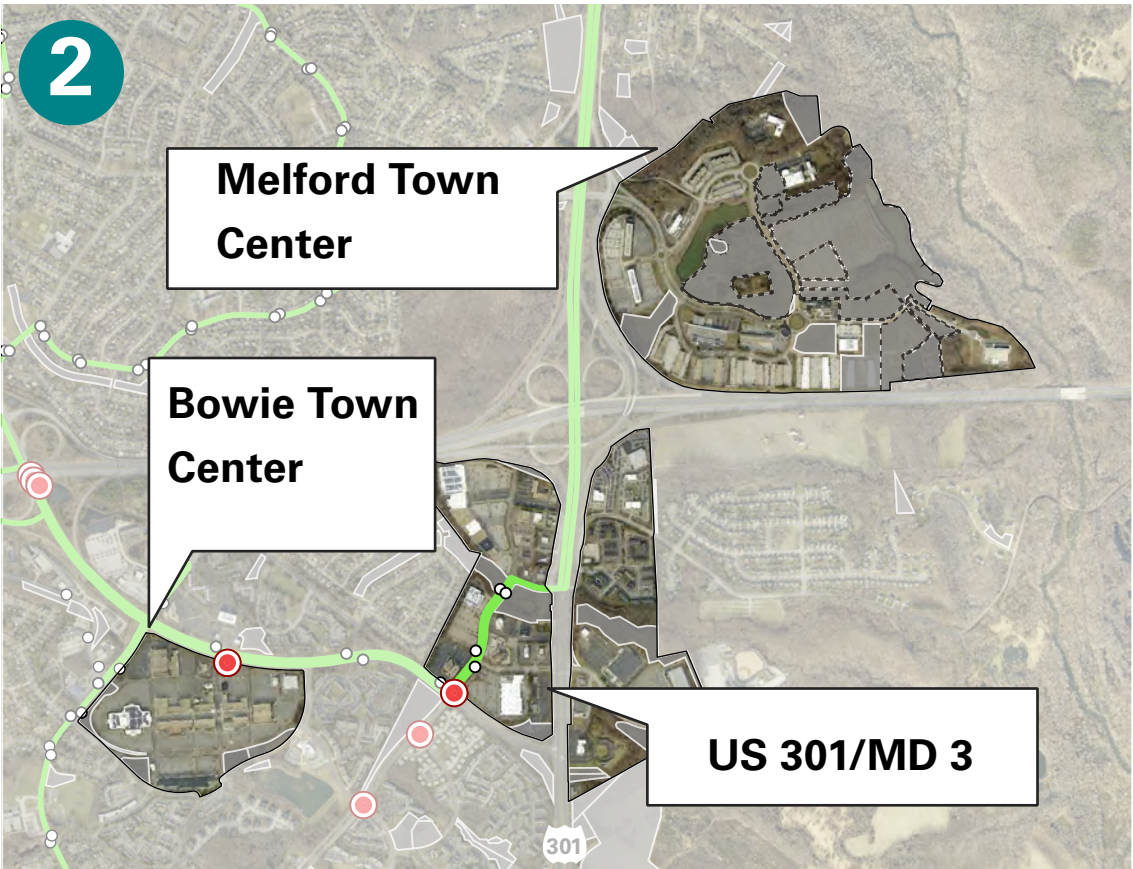
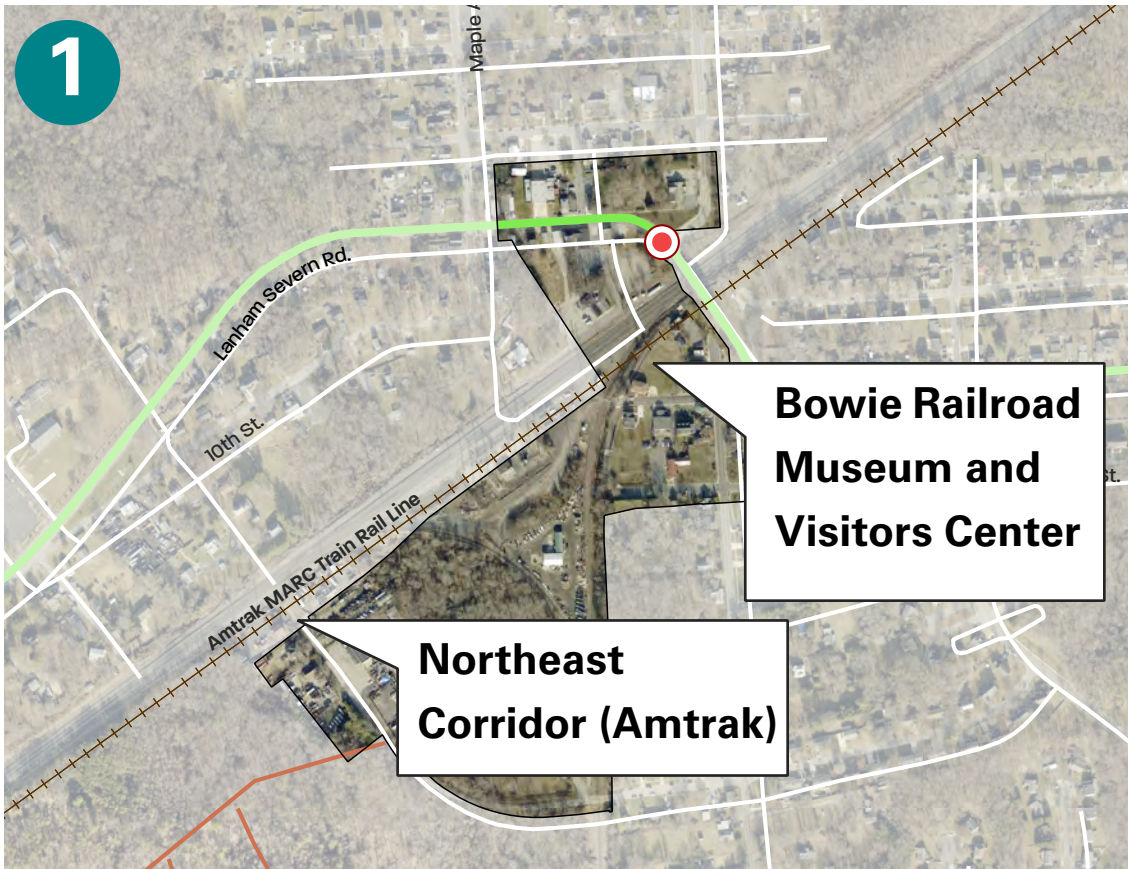


Focus Areas

- 1 Old Town Bowie
- 2 Bowie Local Town Center
- 3 Bowie MARC Campus Center
- 4 Collington Trade Zone

LEGEND

- Metro Bus route
- Trail
- Vacant parcel
- Dangerous intersection (*top 25 highest number of crashes, 2015-19*)




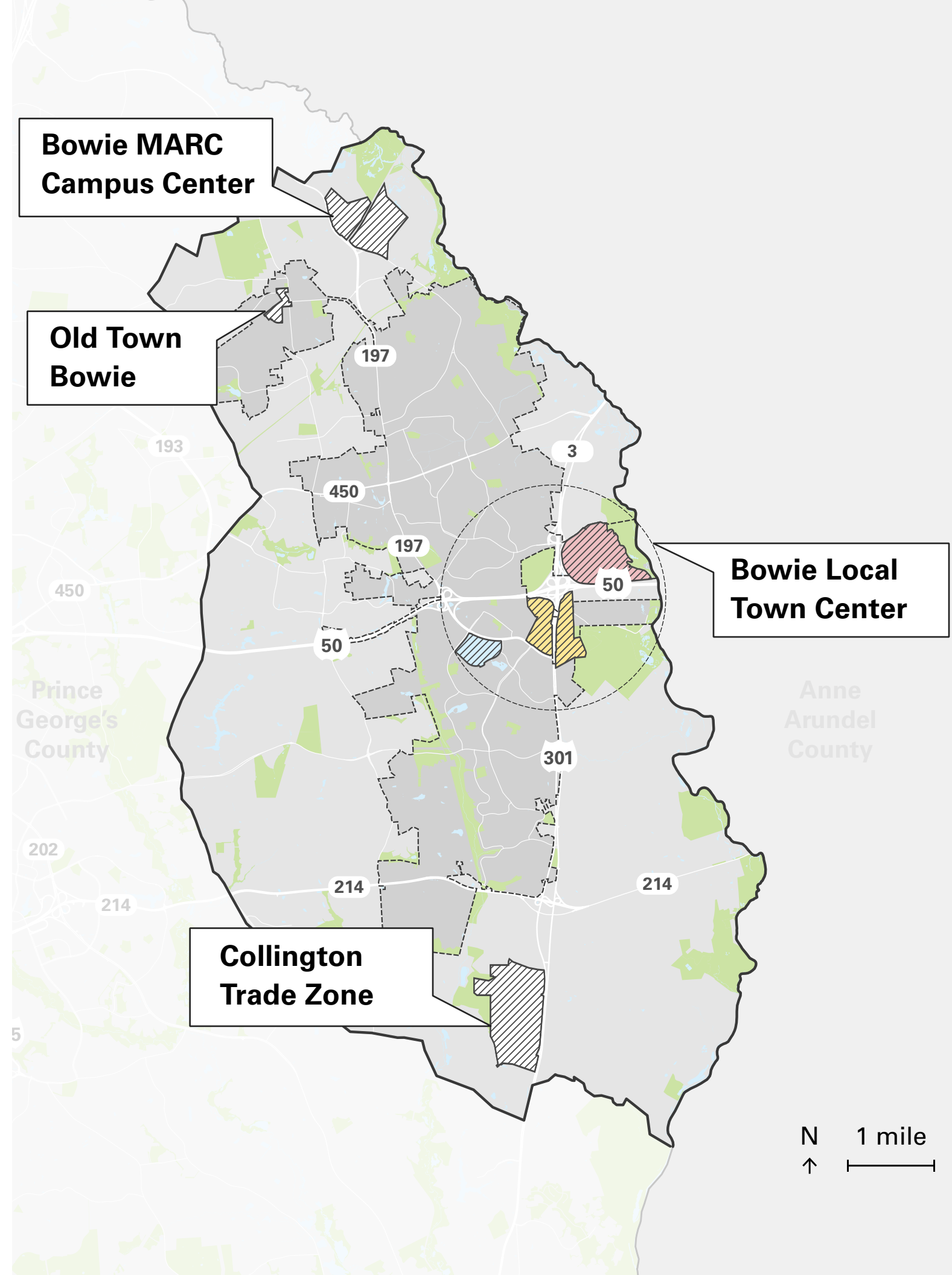
Built Environment Focus Areas

Land use profile is unique at each focus area--from highly industrial Collington Trade Zone, to commercial Bowie Local Town Center.

Opportunity to increase density and create a mixed-use environment at Bowie Local Town Center and Bowie MARC Campus Center.

Opportunities to support environmental sustainability at Bowie Local Town Center, and by preserving existing Rural and Agricultural land.

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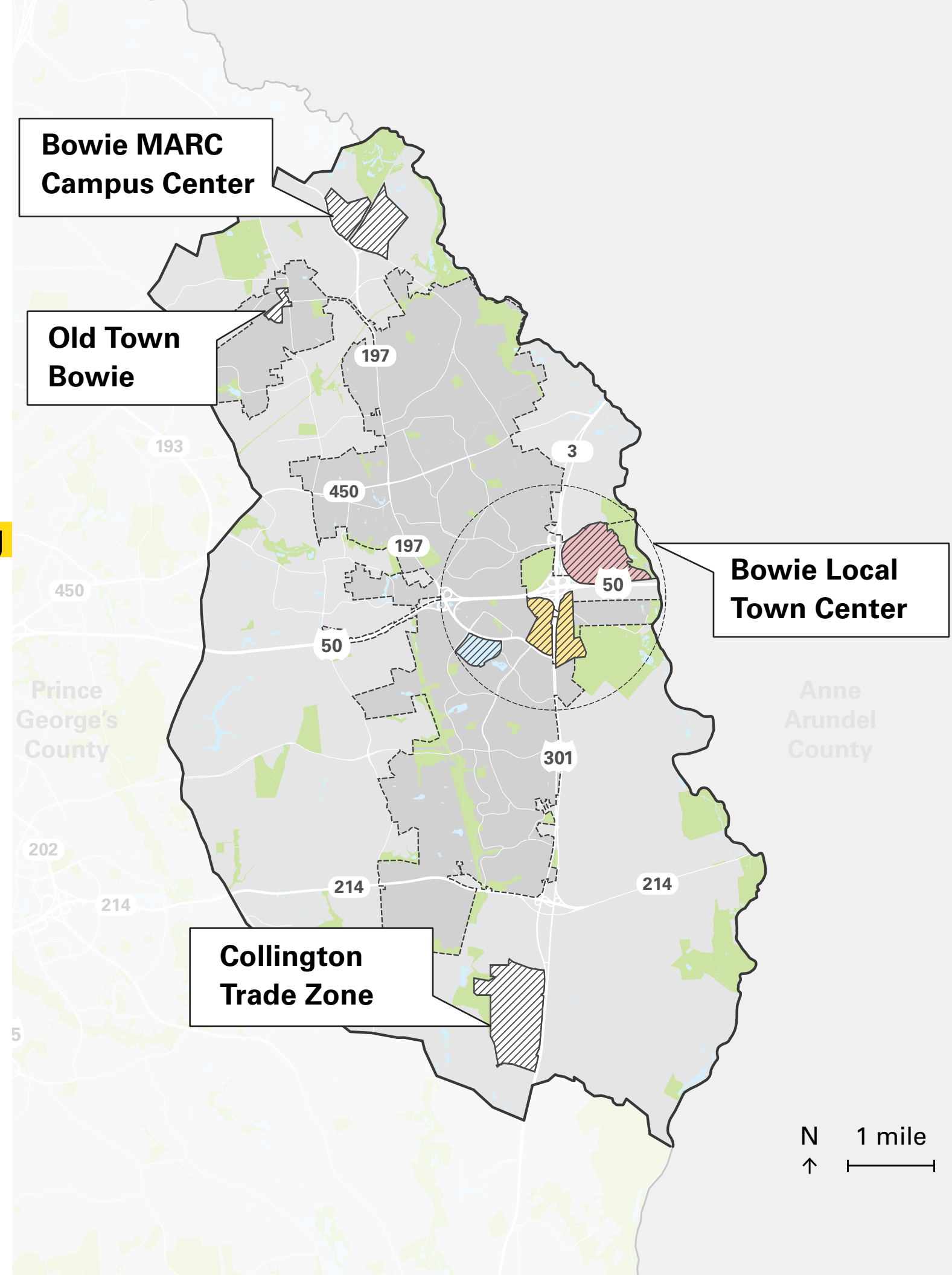
Market Focus Areas

Mixed-use development projects planned in Bowie Local Town Center will add to the existing commercial core, helping to concentrate density and build walkability.

Opportunity to address unmet retail spending potential in areas that can accommodate residential growth (i.e. Bowie MARC Campus Center and Bowie Local Town Center).

There is a small class A office market concentrated in Bowie Local Town Center. There could be future potential to work with BSU to develop office space around Bowie MARC Campus Center.

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|---|--|
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|  Focus Area |  Melford Town Center |
|  City of Bowie |  Parcels along US 301 |



Connectivity Focus Areas

Addressing challenges for pedestrian safety and access can increase walking and public transit use, especially at Bowie Local Town Center.

The Bowie trail system is an asset that can improve connectivity, particularly for Old Town Bowie.

All focus areas are served by Metro bus, though bus service faces challenges (i.e. schedule infrequency, lack of facilities).

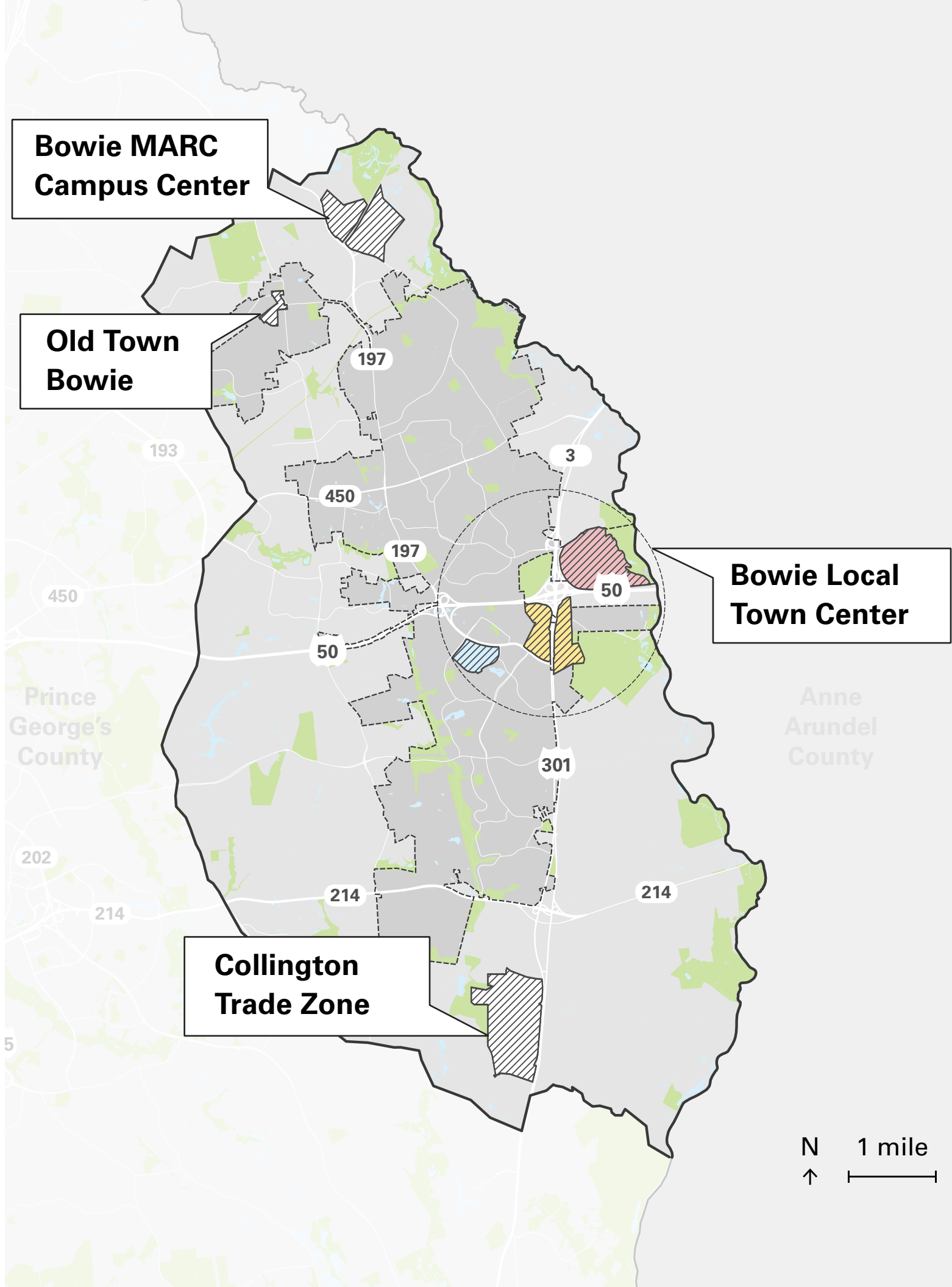
- Key Corridor

Focus Area

City of Bowie
- Bowie Town Center

Melford Town Center

Parcels along US 301



Key Corridors

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.

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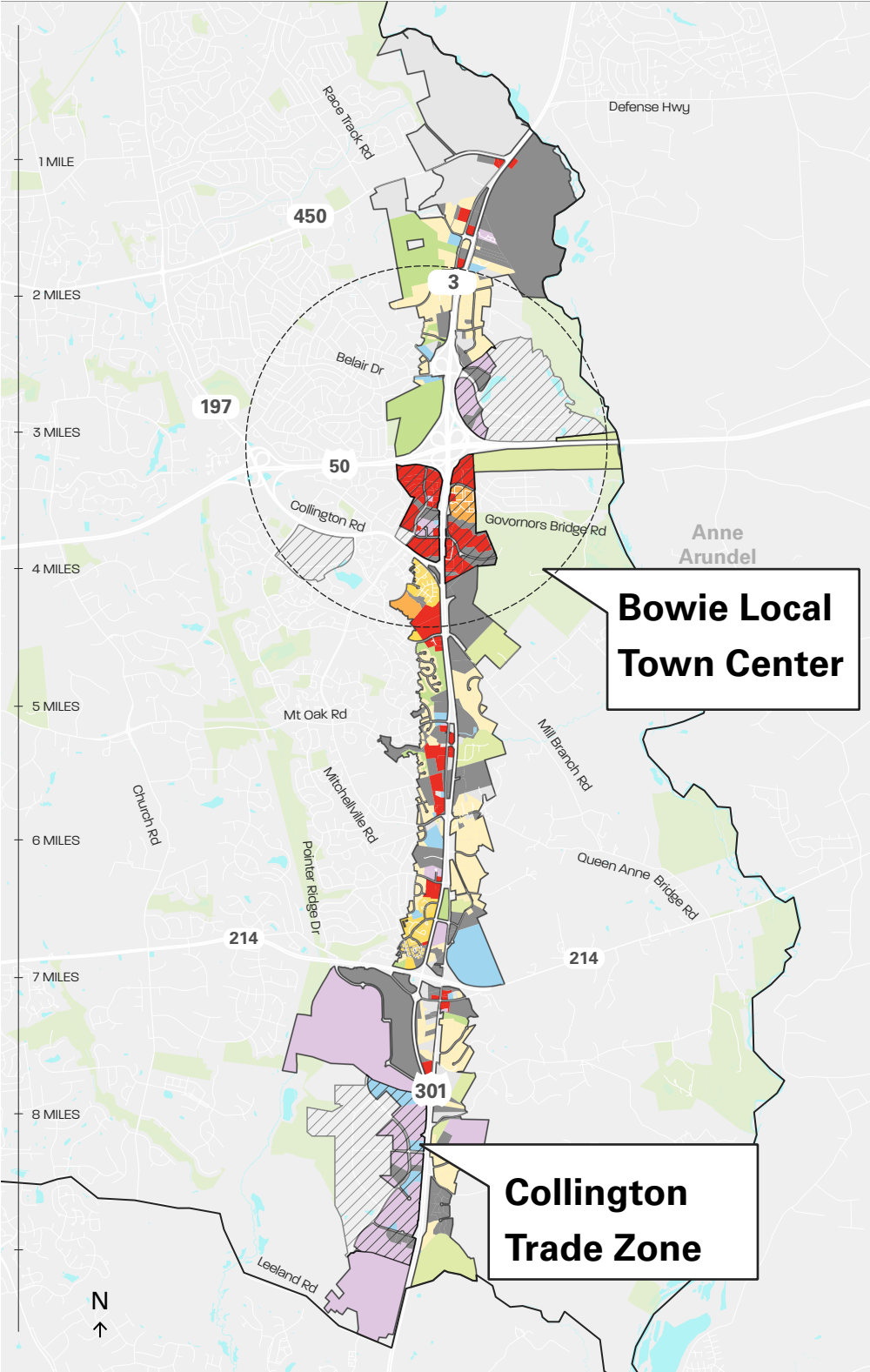
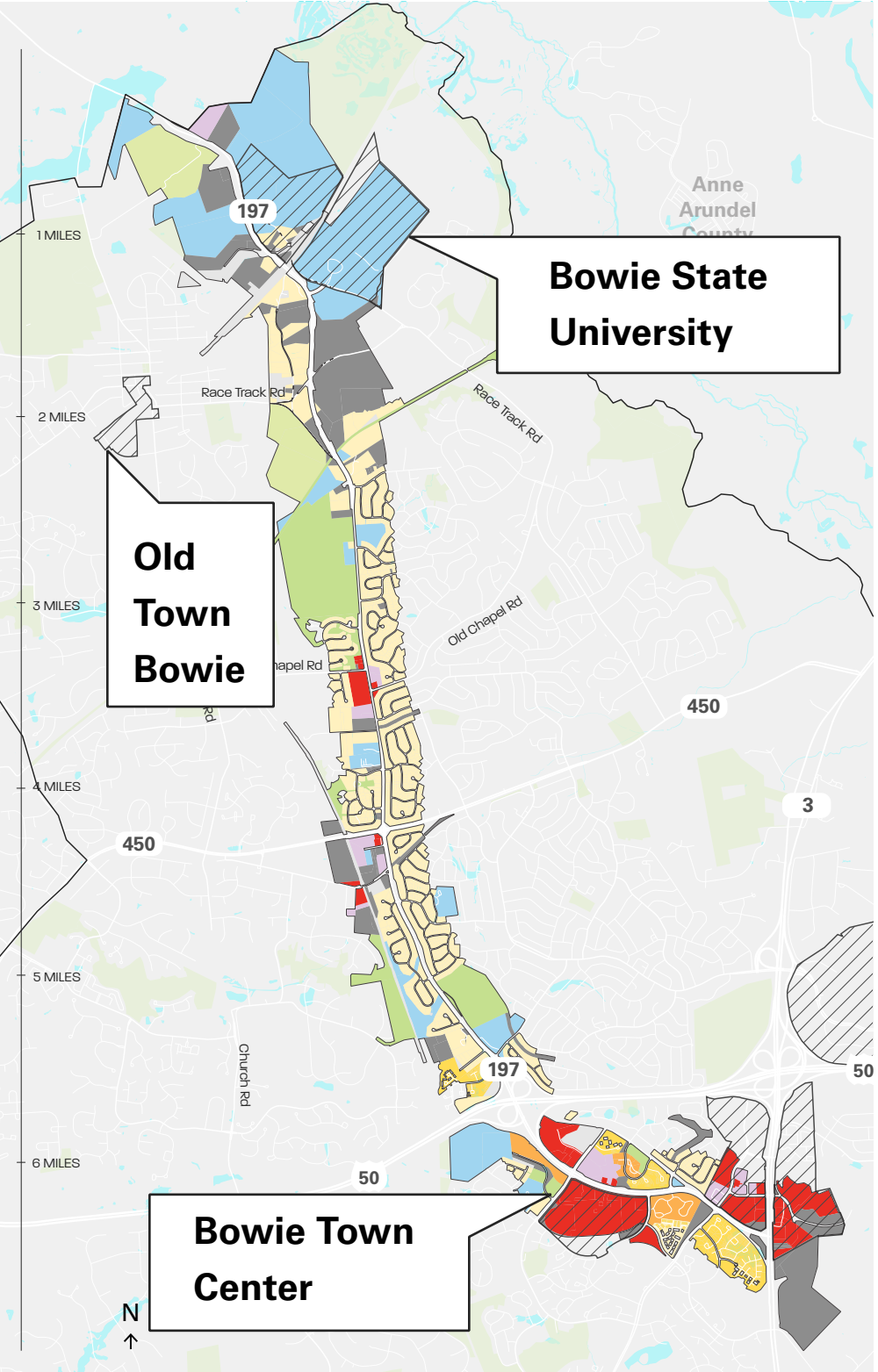
Key Corridors

MD 197 (Laurel-Bowie/Collington Road)

US 301 / MD 3 (Crain Highway)

LAND USE

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

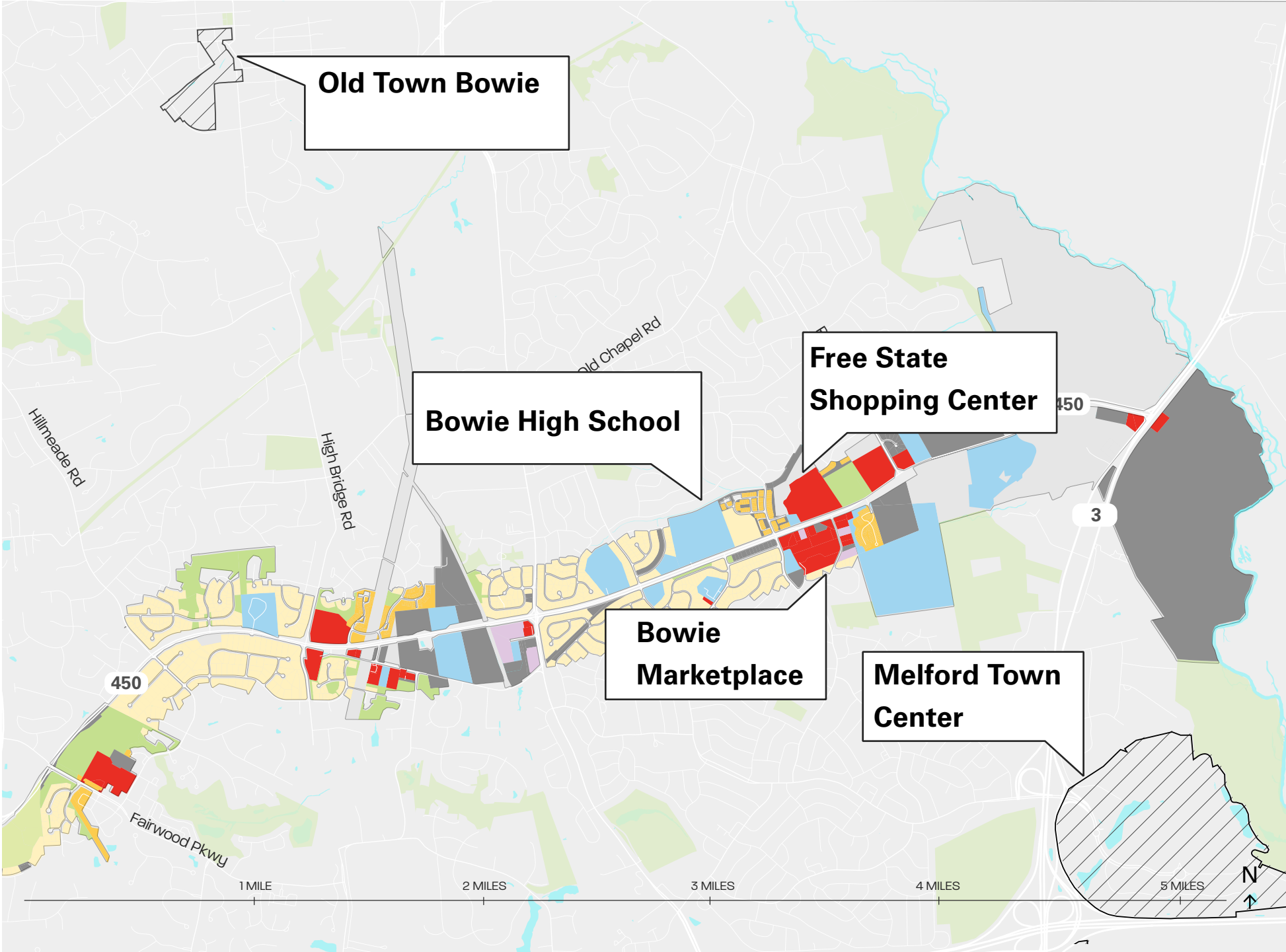


Key Corridors

MD 450 (Old Annapolis Road)

LAND USE

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



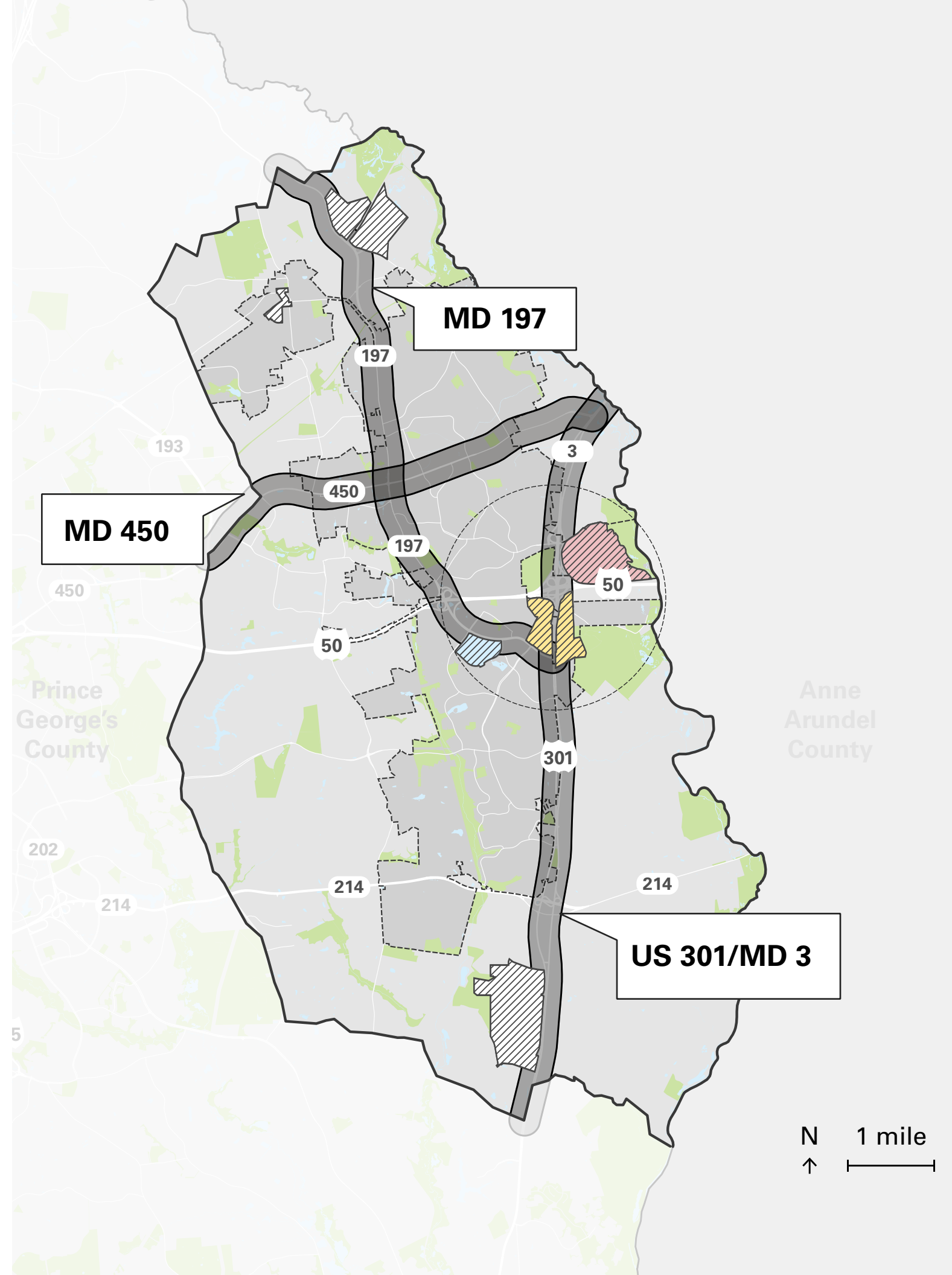
Built Environment Key Corridors

There is an opportunity to create more vibrant, walkable environments on MD 450 and MD 197, including a "main street" on MD 450.

Around a quarter of land use is vacant along US 301 and MD 450. MD 197 is more built out, with less vacant land (17%).

Future planning should **preserve rural and scenic character along MD 197 and US 301**, both designated scenic/historic roads.

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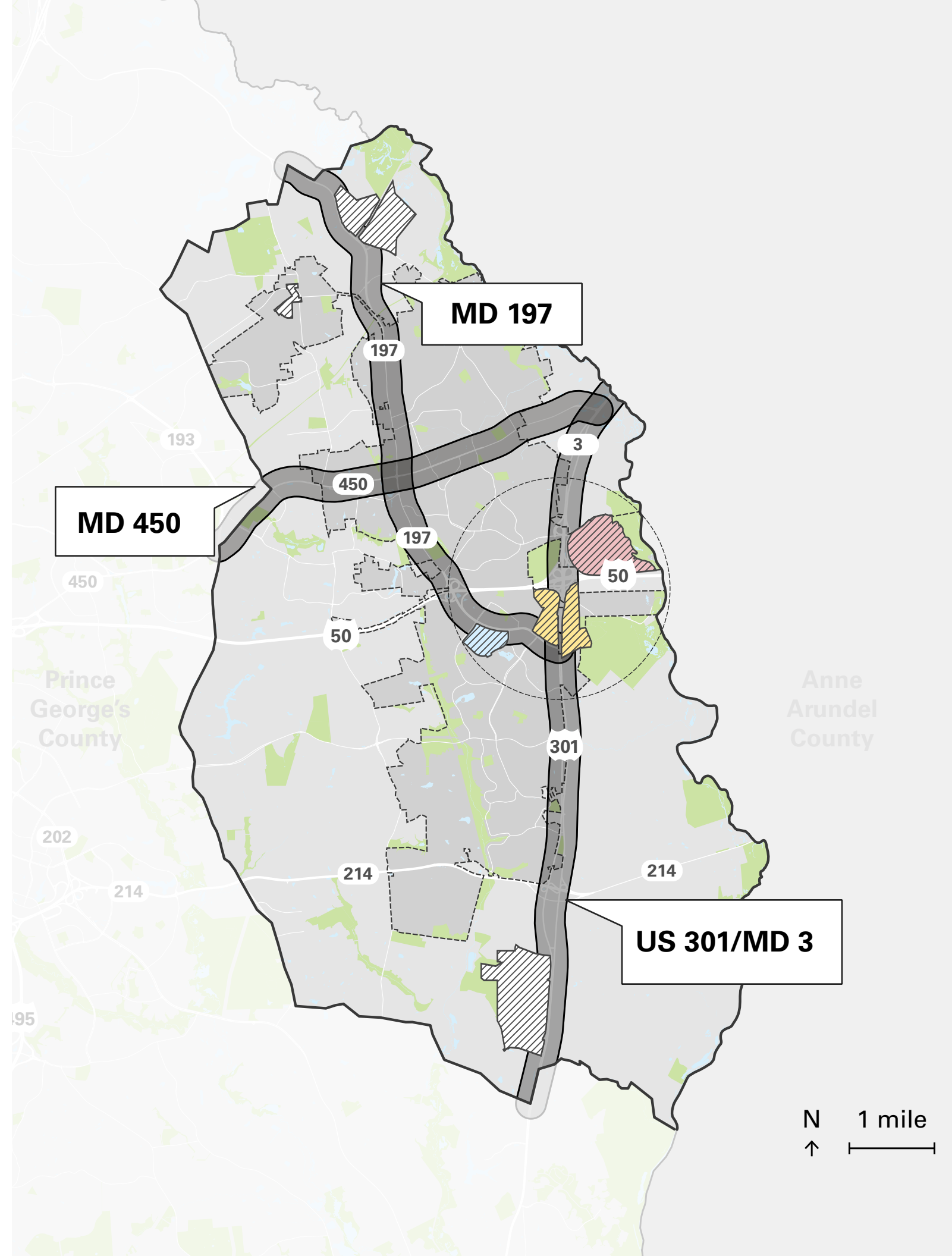
Market Key Corridors

The vast majority of planned commercial development in the master plan area is along US 301-- concentrated in Bowie Local Town Center.

There is opportunity for infill retail on MD 450 west of MD 197, particularly in redeveloping aging strip centers like West Bowie Village.

MD 197 has the least amount of retail of the three corridors. If residential density is delivered around the Bowie MARC Campus Center, there is potential to develop supportive retail to appeal to students and commuters.

- | | |
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|  City of Bowie |  Parcels along US 301 |



Connectivity

Key Corridors

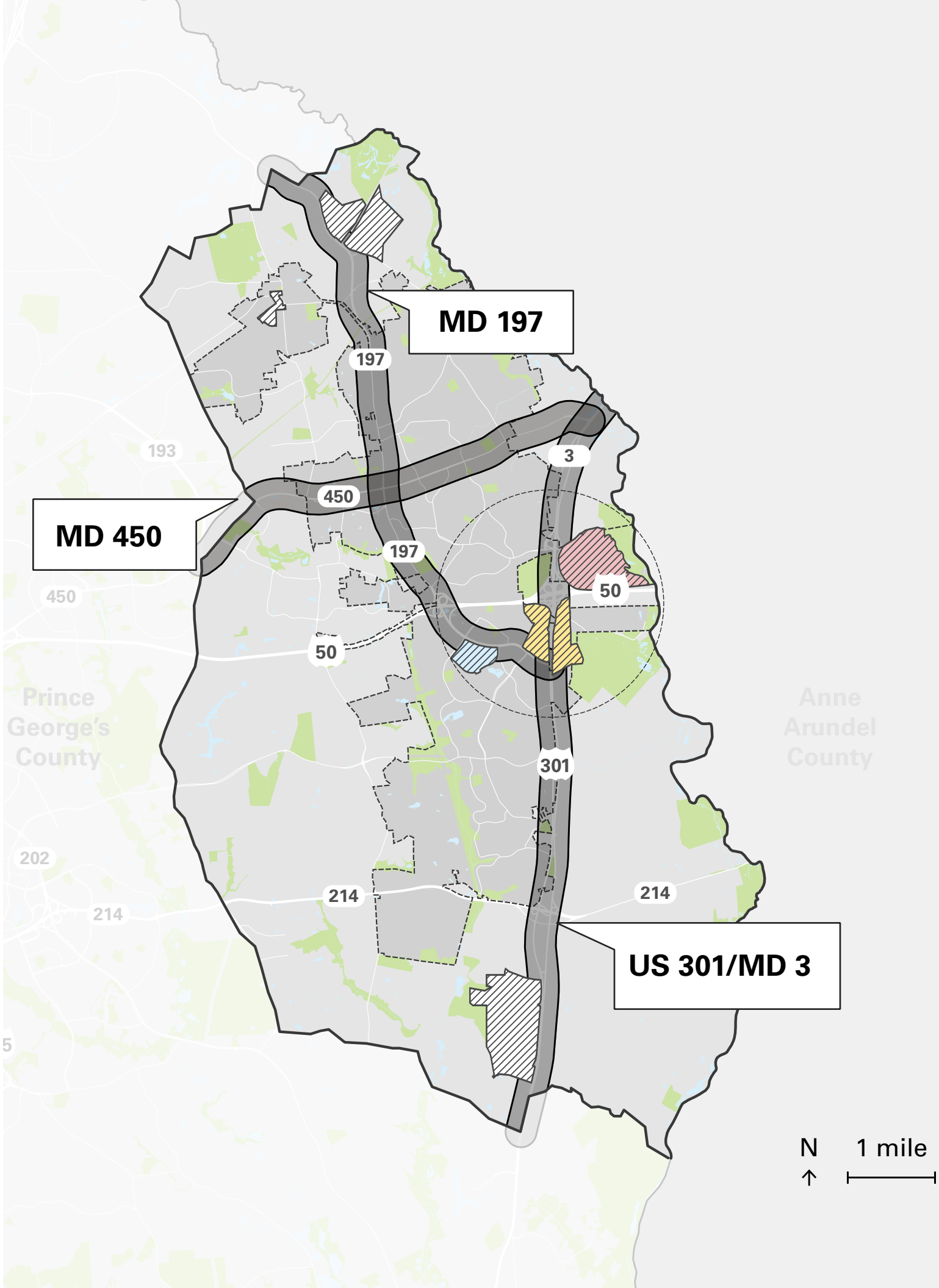
All key corridors are heavily trafficked roads.

MD 450 and MD 197 serve more local trips, and should increase accessibility for daily users. US 301 (proposed limited access highway) should be planned for regional mobility.

There is opportunity to improve pedestrian and bike access, especially along MD 197 and MD 450.

MD 197 presents challenges for car, bike, and pedestrian safety. It should be reconfigured to serve local needs.

- | | |
|---|--|
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|  City of Bowie |  Parcels along US 301 |



4

Urban Design Strategies

Urban Design Approach

Guide for interventions at 3 sites, broken into short-, medium-, and long-term strategies.

Outlines **principles that can be applied more broadly** at other comparable geographies in the master plan area.

Each site located within a focus areas or key corridor identified by the County for their unique planning challenges and important role in the future of the master plan area.



4

Old Town Bowie

MD 450





US 301

Old Town Bowie Objectives

Support a distinct sense of place by drawing upon Old Town Bowie’s historic and industrial character.

Improve access within and to the site via streetscape improvements and transportation connections; increase visibility through programming and placemaking.

Catalyze long-term investment through short- and long-term strategies that build a sense of place.

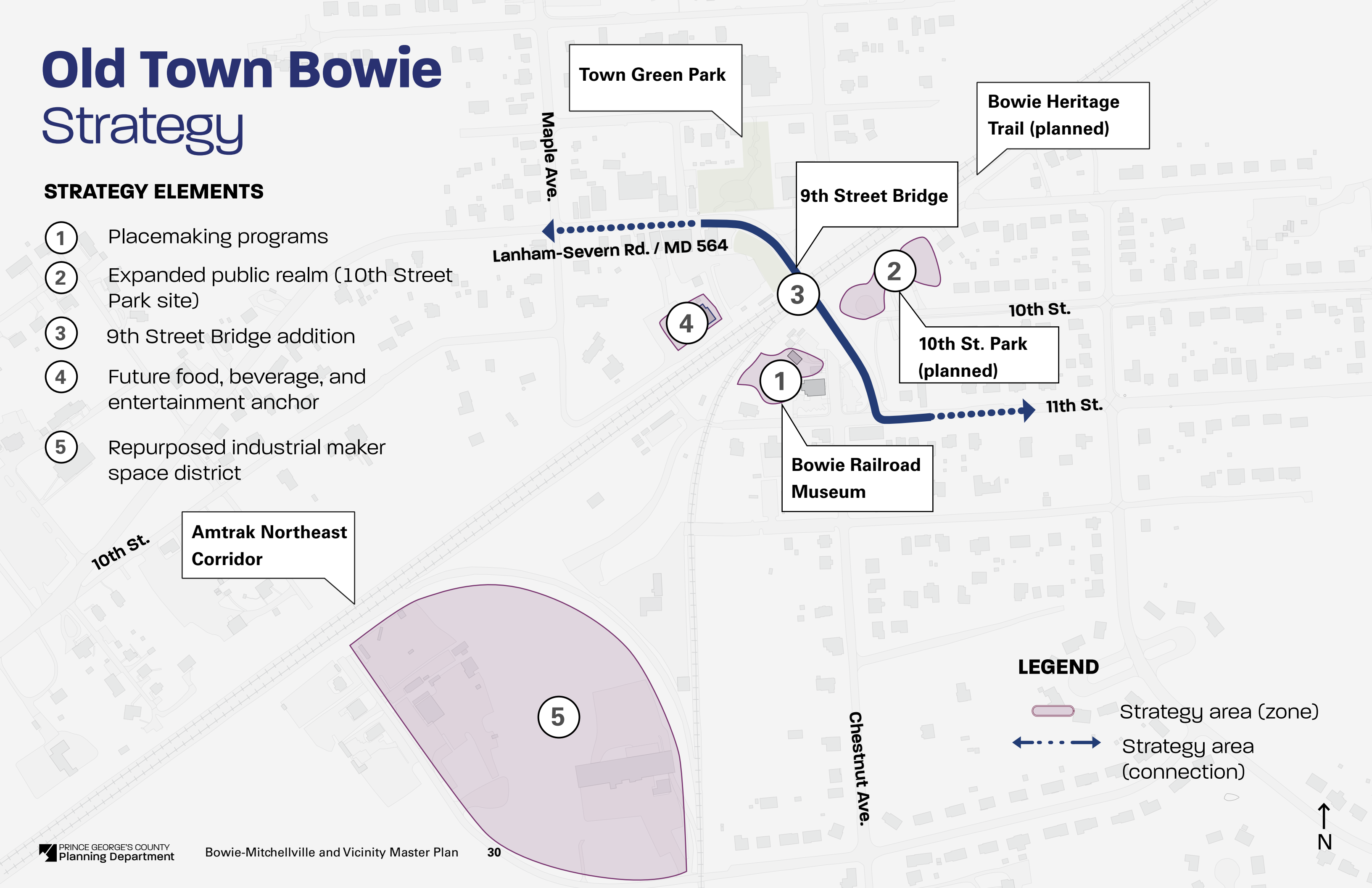
-  Urban design focus area
-  Bike and/or pedestrian route
-  Bus route
-  Bus stop



Old Town Bowie Strategy

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 maker space district



Old Town Bowie Design

Connected destination with a strong sense of place, rooted in history and anchored by arts and culture.

- 

Existing retail
- 

Proposed retail
- 

Pedestrian
- 

Existing route
- 

New or improved trail
- 

Pedestrian zone
- 

Water
- 

Open Space
- 

Bicycle
- 

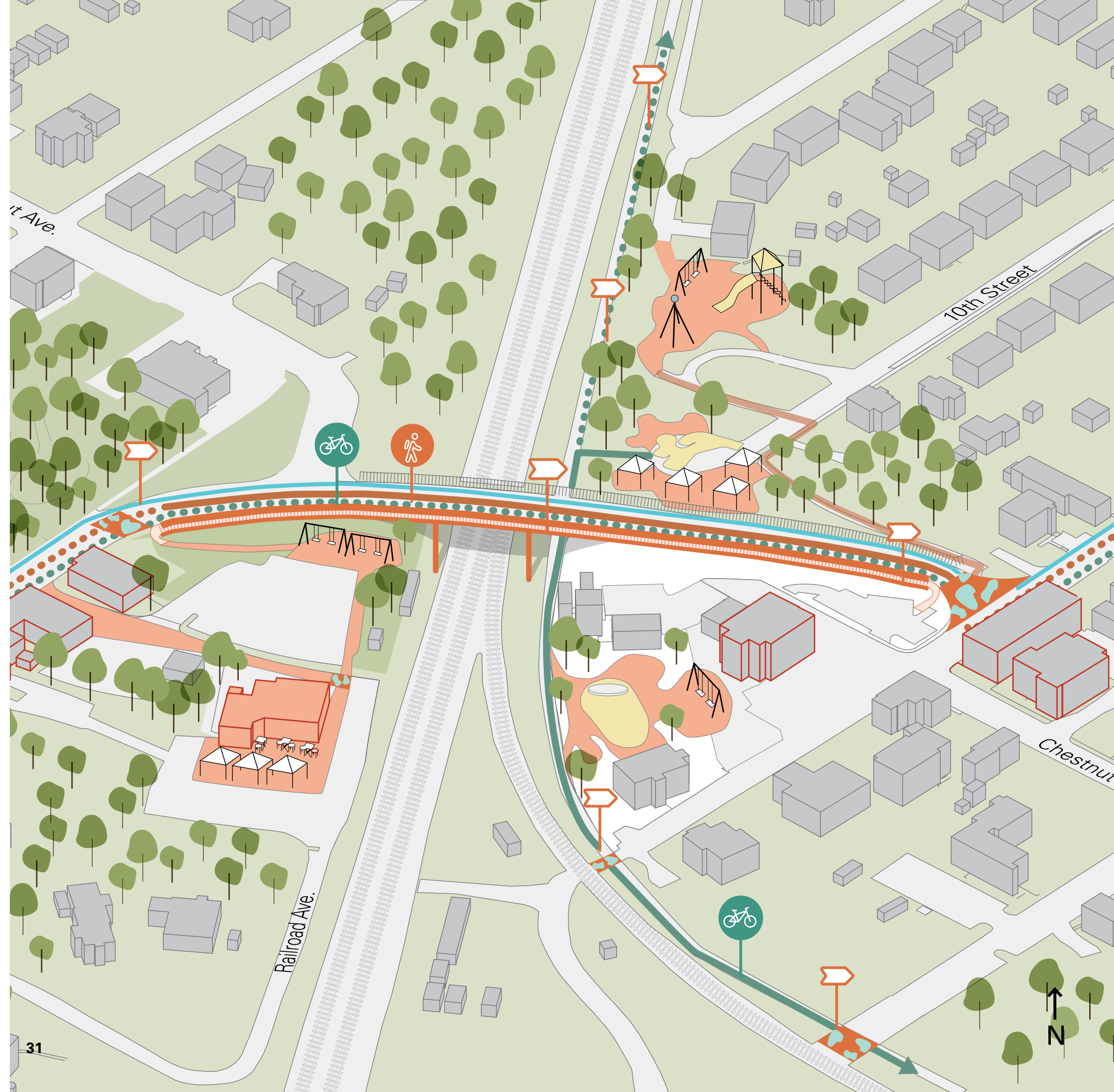
Existing route
- 

New or improved route
- 

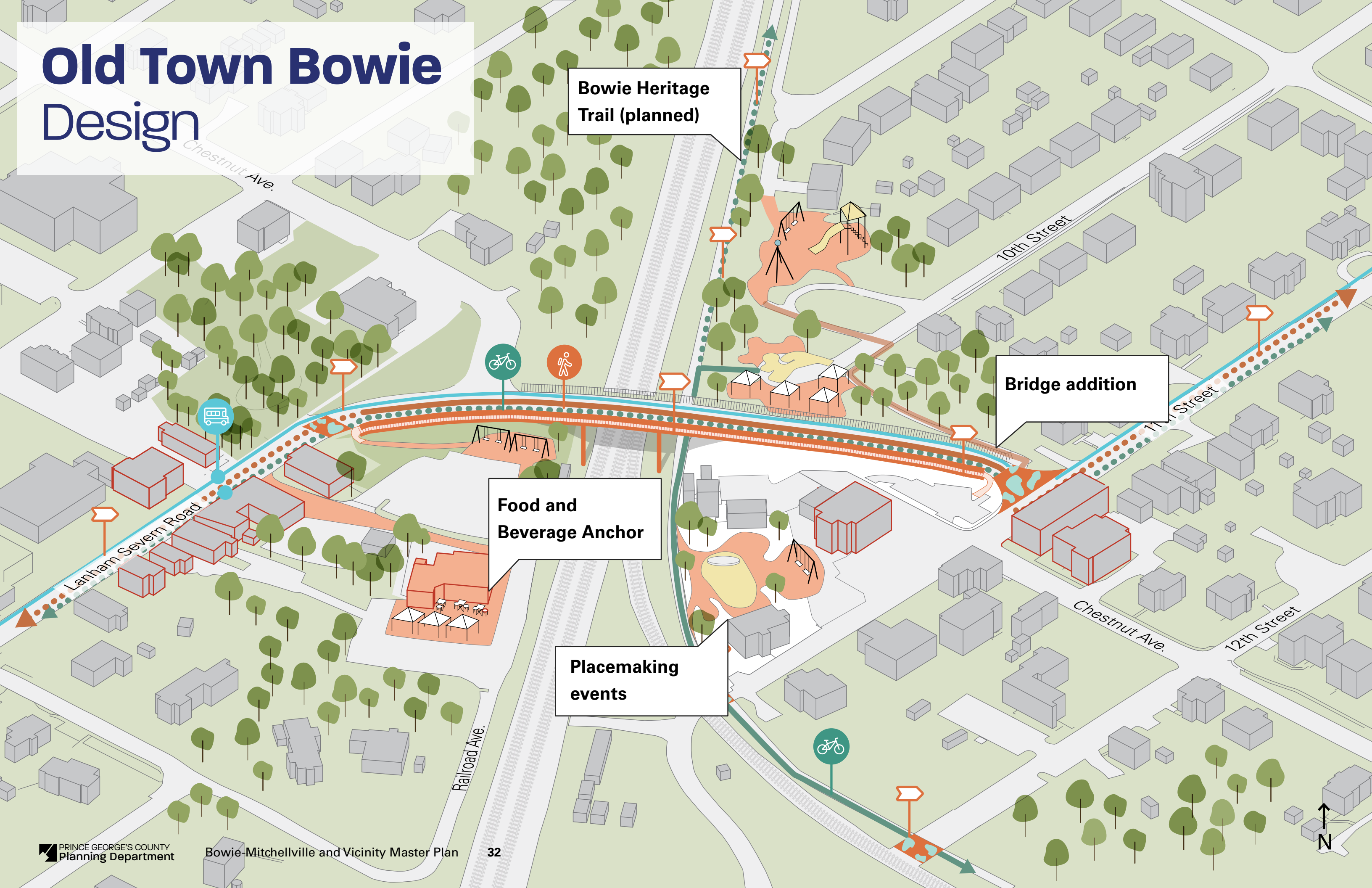
Bus
- 

Existing route
- 

Bus stop



Old Town Bowie Design



Bowie Heritage Trail (planned)

Bridge addition

Food and Beverage Anchor

Placemaking events

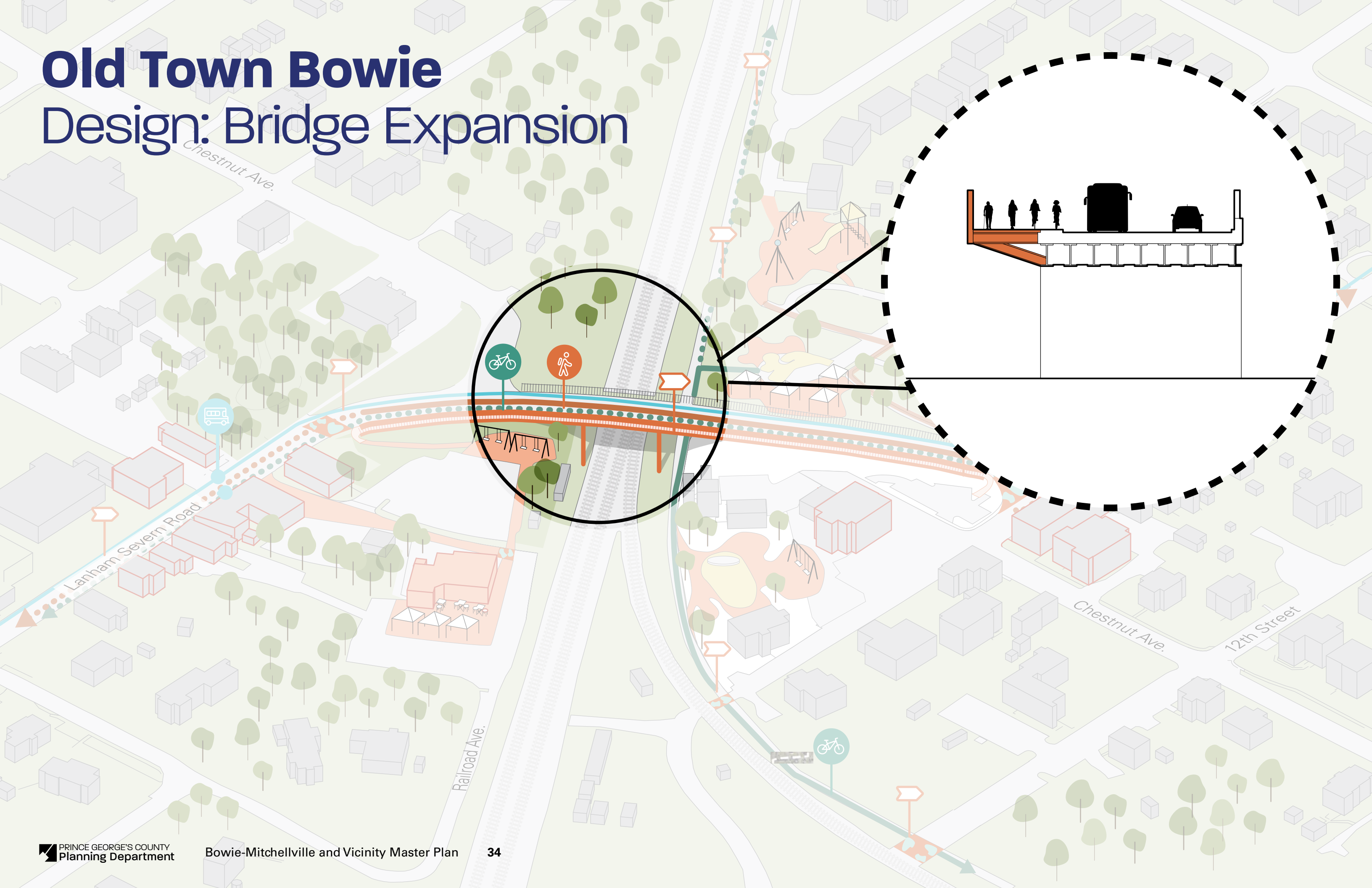
Old Town Bowie Design: Placemaking



Photo credit: Street Lab NYC

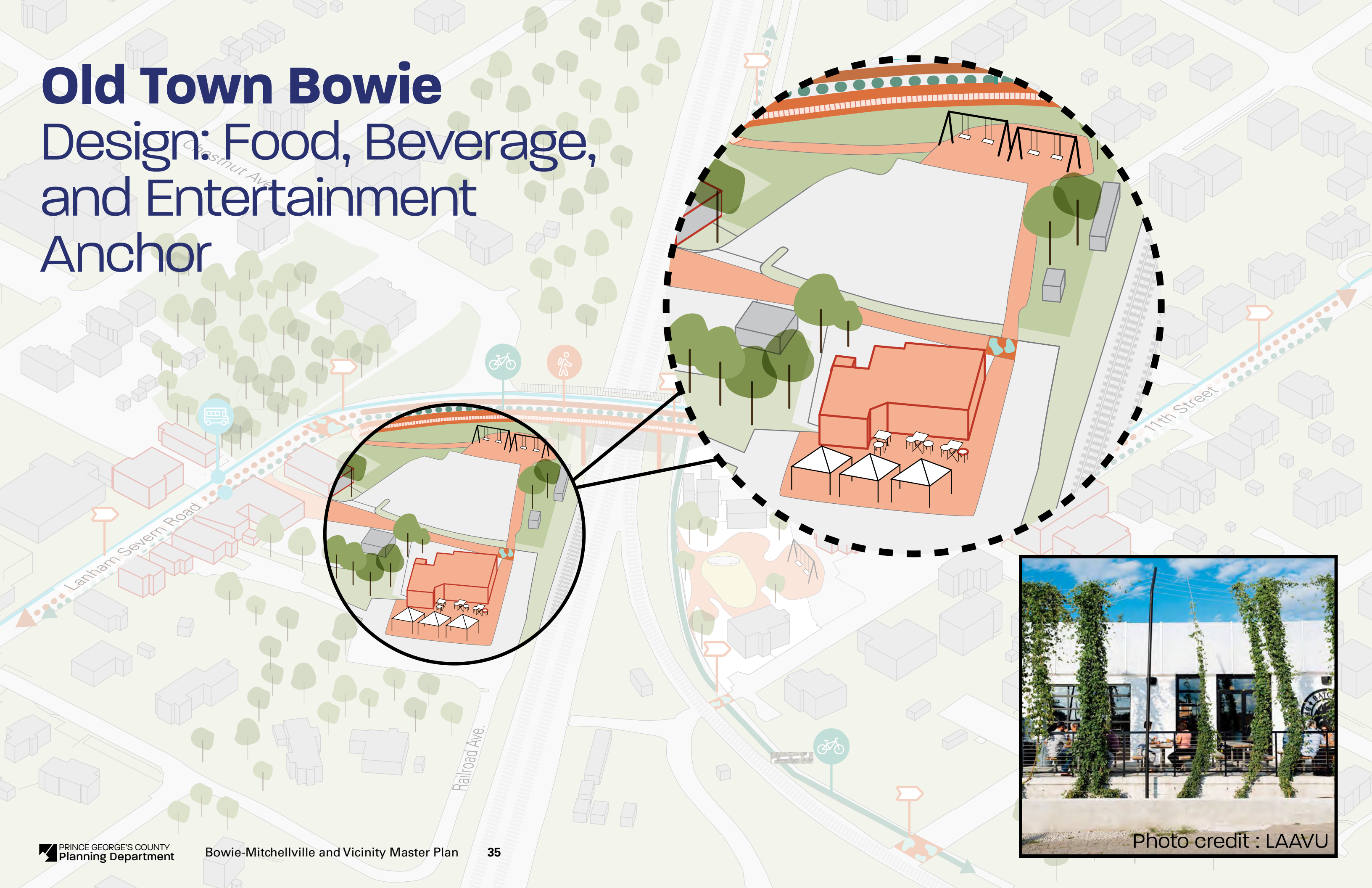
Old Town Bowie

Design: Bridge Expansion



Old Town Bowie

Design: Food, Beverage, and Entertainment Anchor



Old Town Bowie

Roadmap

Short-term (<5 years)	Mid-term (5-10 years)	Long-term (10+ years)
<p>Public realm improvements and wayfinding</p> <p>Expand public programming at Bowie Railroad Museum and Visitor’s Center</p> <p>Placemaking events at Railroad Museum, public parks, and along Lanham-Severn Road</p> <p>Conduct parking inventory to assess need for expanded events parking</p>	<p>Expand 9th Street Bridge</p> <p>Complete proposed trail connection between BSU and Old Town Bowie</p> <p>Improve pedestrian conditions (traffic calming techniques, added crosswalks, etc.)</p> <p>Develop food, beverage, and entertainment anchor</p> <p>Consider application for a state Arts and Entertainment district designation</p> <p>Leverage development tools/incentives that can assist in repurposing aging housing for seniors and/or artists.</p>	<p>Increase retail density while maintaining existing scale and character</p> <p>Encourage live/work space for artists in residential zones near center of Old Town Bowie</p> <p>Assess future use of CSX rail line and consider rezoning of industrial zone south of Northeast Corridor for arts/cultural uses</p>

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4


Old Town Bowie


MD 450


US 301


MD 450 Retail Cluster Objectives

- Connect the corridor:** create a more accessible center and connect the surrounding community to the site.
- Enliven the public realm:** 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 liner building retail and added residential density.

 Urban design focus area

 Bike and/or pedestrian route

 Bus route

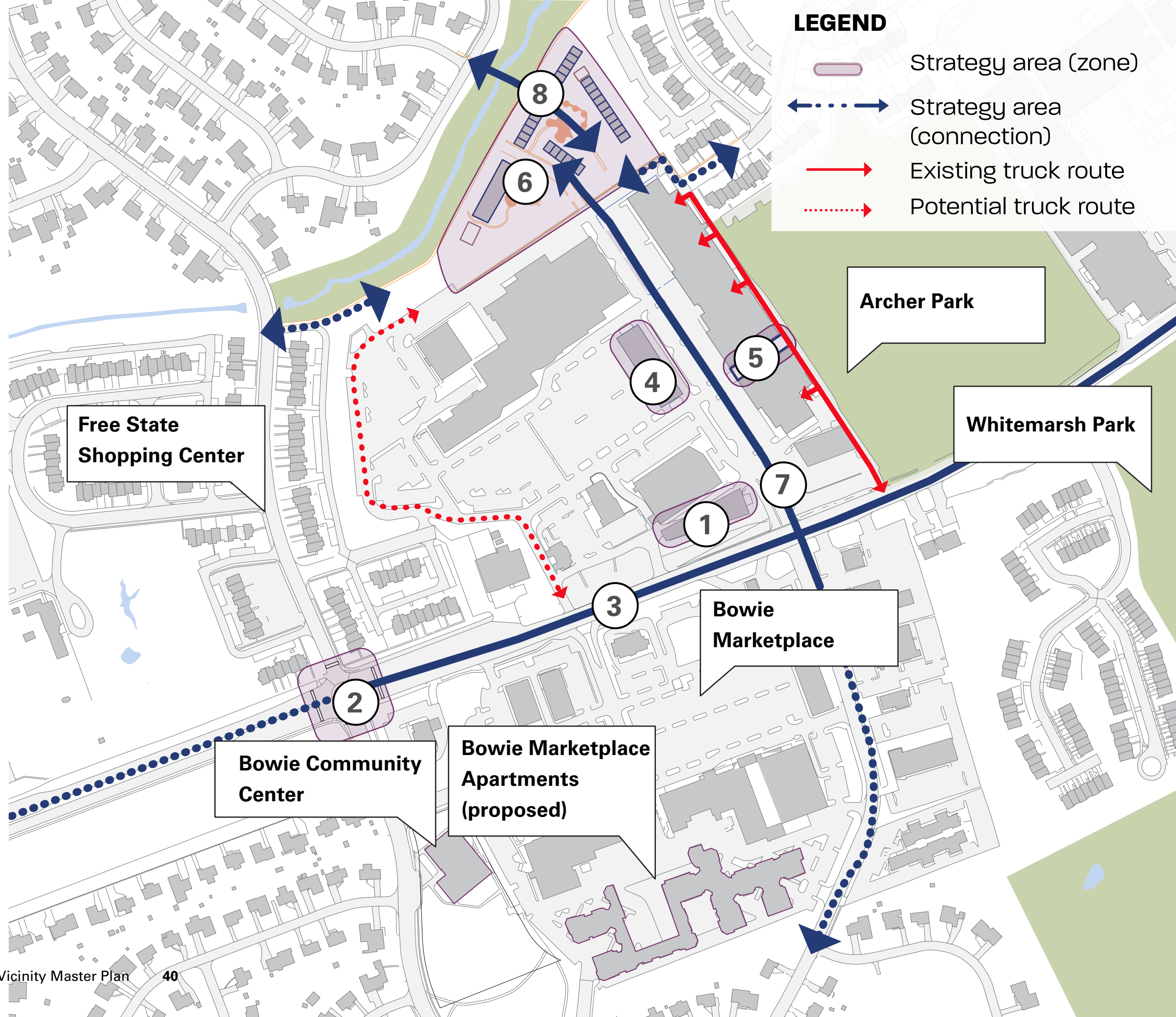
 Bus stop



MD 450 Strategy

STRATEGY ELEMENTS

- ① Public market and town square
- ② Traffic-calming intersection
- ③ East-west main street concept
- 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
- ⑦ Boulevard concept
- ⑧ Pedestrian connections to existing neighborhoods



MD 450 Design

A vibrant main street boulevard
in the heart of City of Bowie

- 

Existing retail
- 

Proposed retail
- 

Pedestrian
- 

Existing route
- 

New or improved trail
- 

Pedestrian zone
- 

Water
- 

Open Space
- 

Bicycle
- 

Existing route
- 

New or improved route
- 

Bus
- 

Existing route
- 

Bus stop



MD 450 Design

Multifamily housing

Townhouses with
community amenities

Retail liner
buildings

Trails access
through park

Traffic circle
with mural

Temporary outdoor
marketplace

Humanized crossings

Bowie Marketplace
Apartments (proposed
multifamily)

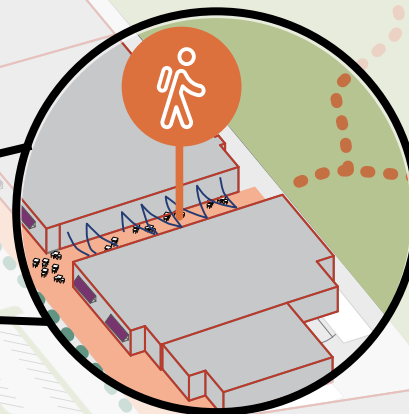
MD 450

Design: Traffic-Calming Intersections



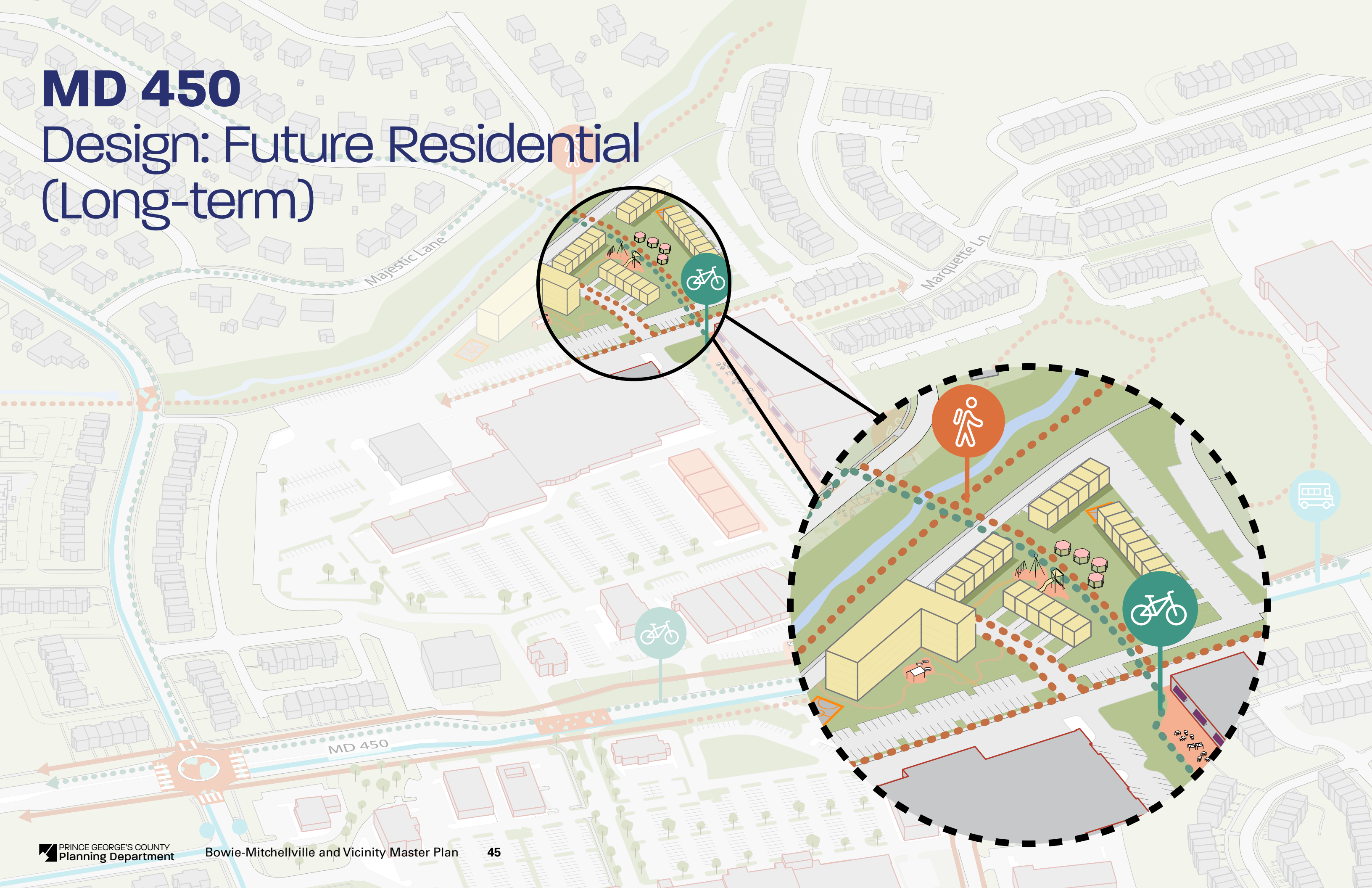
MD 450

Design: Activated Pedestrian Walkway



MD 450

Design: Future Residential (Long-term)



MD 450 Roadmap

Short-term (<5 years)	Mid-term (5-10 years)	Long-term (10+ years)
<p>Gateway treatments along MD 450, with mural or other public art to create defined identity</p> <p>Improve intersections for pedestrians (raised intersections, signalized crossings)</p> <p>Placemaking events at Superior Lane intersection (i.e. market)</p> <p>Improve trails access</p> <p>Evaluate potential to transform Archer Park into an active community park</p> <p>Gauge future demand for additional housing</p>	<p>Develop boulevard along Superior Lane through quality, continuous tree-lined path</p> <p>Add trails access through Archer Tract Park, with walkway activation at entrance to Free State Shopping Center</p> <p>Add raised, planted medians and protected bike lanes on MD 450</p> <p>Engage property owners on the potential of residential and retail infill</p>	<p>Add infill retail in parking lots along north-south Superior Lane “boulevard” with restaurants, specialty shops, etc.</p> <p>Develop incentive tools that promote mixed-use development while balancing parking requirements</p> <p>Create a logistics plan for continuation of retail (i.e. truck deliveries) at Free State</p> <p>Develop infill multifamily housing with community amenities at Free State site</p>

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4


Old Town Bowie


MD 450


US 301


US 301 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 environmental concerns.
- Recreation anchor and wellness trail:** create a recreation and wellness anchor at the Gateway Center, as part of a larger wellness and recreation trail that serves residents and draws regional visitors.

 Urban design focus area

 Bike and/or pedestrian route

 Bus route

 Bus stop



US 301 Strategy

STRATEGY ELEMENTS

- ① Pedestrian friendly streetscape
- ② Active outdoor recreation (i.e. playground)
- ③ Improved intersection at Harbour Way and US 301
- ④ Green infrastructure and public park
- ⑤ Food Truck Rally
- ⑥ Active outdoor recreation infill
- ⑦ Multigenerational recreation anchor
- ⑧ Retail infill (recreation/wellness based)

Gateway Shopping Center

Prince George's Stadium (Bowie Baysox)

Future pedestrian overpass (proposed)

US 301 Design

A recreation and wellness trail that serves residents and attracts regional visitors.

-  Existing retail

 Proposed retail

 Pedestrian

 Existing route

 New or improved trail

 Pedestrian zone
-  Water

 Open Space

 Bicycle

 Existing route

 New or improved route

 Bus

 Existing route

 Bus stop



US 301 Design

**Active recreation
(playground)**

Infill retail

**Multigenerational
Recreation Anchor**

**Pedestrian-friendly
intersection**

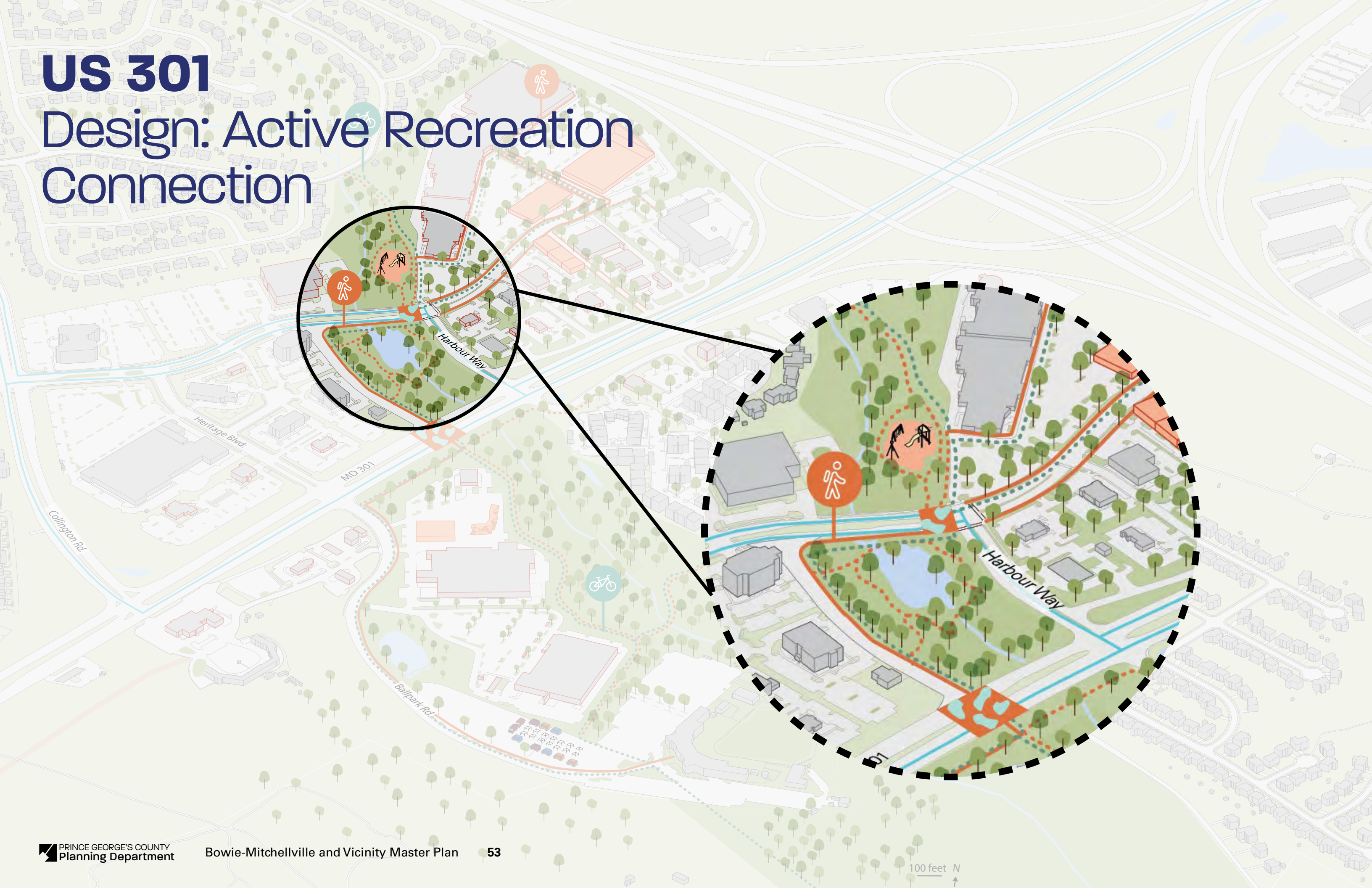
**Active recreation
(climbing wall)**

Food truck rally



US 301

Design: Active Recreation Connection



US 301

Design: Recreation and Wellness Trail



Photo credit (clockwise from left): Mountaineers, Atlanta Beltline, Wikimedia Commons

US 301

Design: Multigenerational Recreation Anchor



US 301 Roadmap

Short-term (<5 years)	Mid-term (5-10 years)	Long-term (10+ years)
<p>Convert area south of Gateway Center into public park/trail</p> <p>Evaluate existing landscaping in City-owned stormwater management site</p> <p>Public realm enhancements to Gateway Center and surrounding streets</p> <p>Assess Collington Rd. and Mitchellville Rd. for sidepaths or bike lanes</p> <p>Widen sidewalks on Harbour Way and Heritage, Governors Bridge, and Ballpark Roads</p> <p>Improve crossings at Heritage Blvd and Harbour Way</p>	<p>Extend wellness trail east of US 301, with north-south path to Ballpark Rd.</p> <p>Add outdoor recreation uses along Ballpark Rd.</p> <p>Incorporate wayfinding along recreation trail</p> <p>Monitor plans for the future upgrade of US 301 to a limited access highway</p> <p>Conduct market research to understand demand for recreational uses</p> <p>Assess parking and building requirements for larger recreational facility</p> <p>Assess Mitchellville and Collington Roads for road and lane diets</p>	<p>Coordinate with SHA to ensure that future overpass south of Harbour Way aligns with recreation trail</p> <p>Coordinate with landowners at Gateway Shopping Center to develop multigenerational recreation complex</p>

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5

Matrix of Strategies

Plan 2035 Elements

BUILT ENVIRONMENT



Land Use



Healthy
Communities



Public Facilities



Community
Heritage,
Culture, &
Design

MARKET



Economic
Prosperity



Housing &
Neighborhoods

CONNECTIVITY



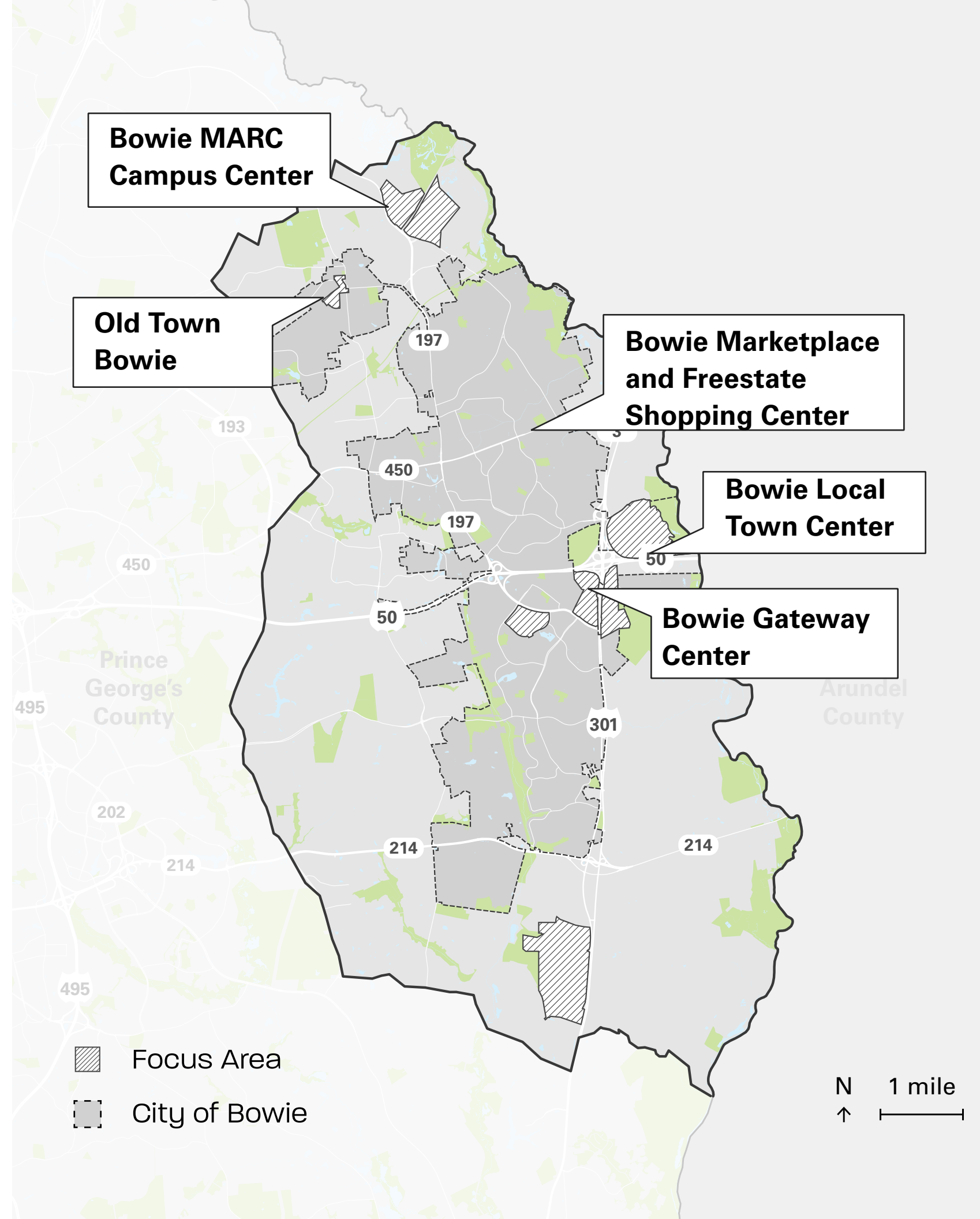
Transportation
& Mobility

Matrix of Strategies

Built Environment

Short-term (<5 years)

- Enhance 'destinations' through programming and placemaking
- Encourage a mix of uses through zoning
- Further study the potential for creating an A&E District Designation
- Encourage urban agriculture and community gardens
- Ensure that public schools operate at capacity

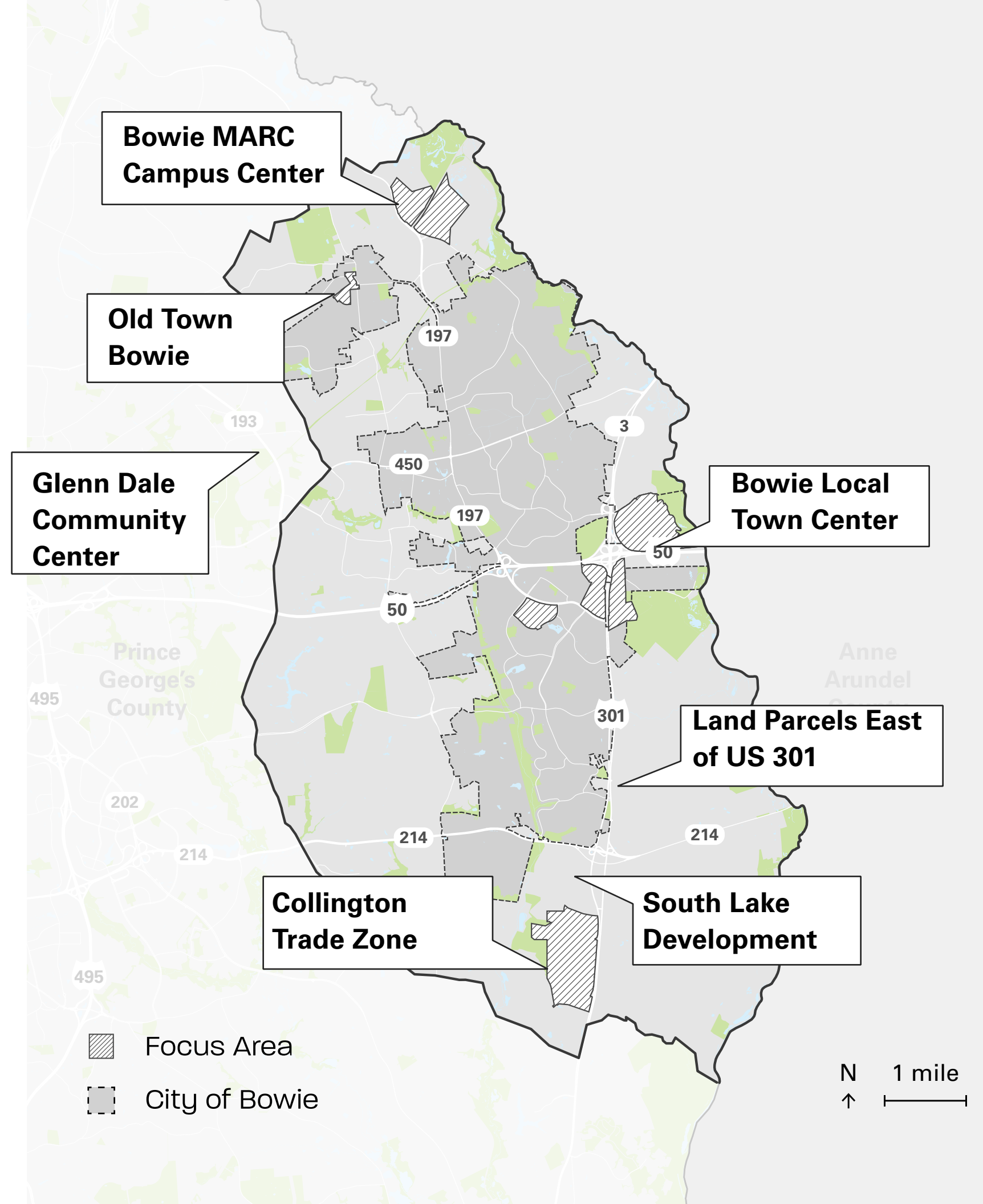


Matrix of Strategies

Built Environment

Mid-term (5-10 years)

- Direct densities to existing employment areas and local centers
- Preserve existing distribution centers and allow for a mix of uses that activate industrial and employment areas
- Plan for new models of recreation and wellness; Expansion of Glenn Dale Community Center
- Encourage Low Impact Development strategies in new & proposed developments
- Provision of neighborhood scale recreational facilities in new developments



Matrix of Strategies

Built Environment

Long-term (10+ years)

- Adopt a Main Street approach
- Re-position historic structures
- Explore PPP model in developing future public infrastructure
- Improve bike and pedestrian access to existing open spaces



Matrix of Strategies Market

Short-term (<5 years)

OFFICE MARKET

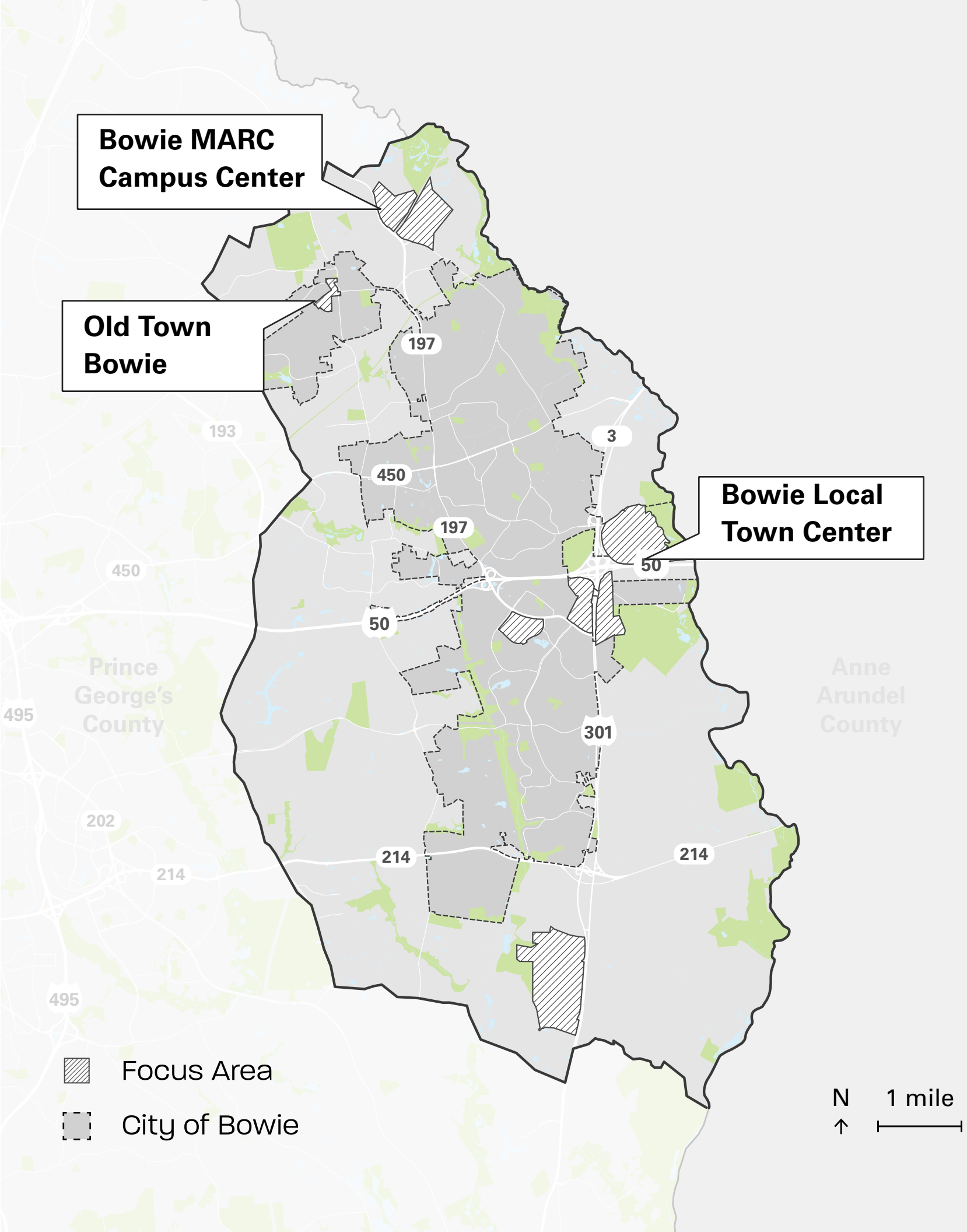
- Encourage employment based uses in areas zoned for employment
- Engage anchor institutions around need for new office space

COMMERCIAL MARKET

- Strengthen incentive toolkit to support redevelopment

HOUSING

- Incentivize and geographically distribute new affordable housing
- Preserve existing affordable housing units



Matrix of Strategies Market

Mid-term (5-10 years)

OFFICE MARKET

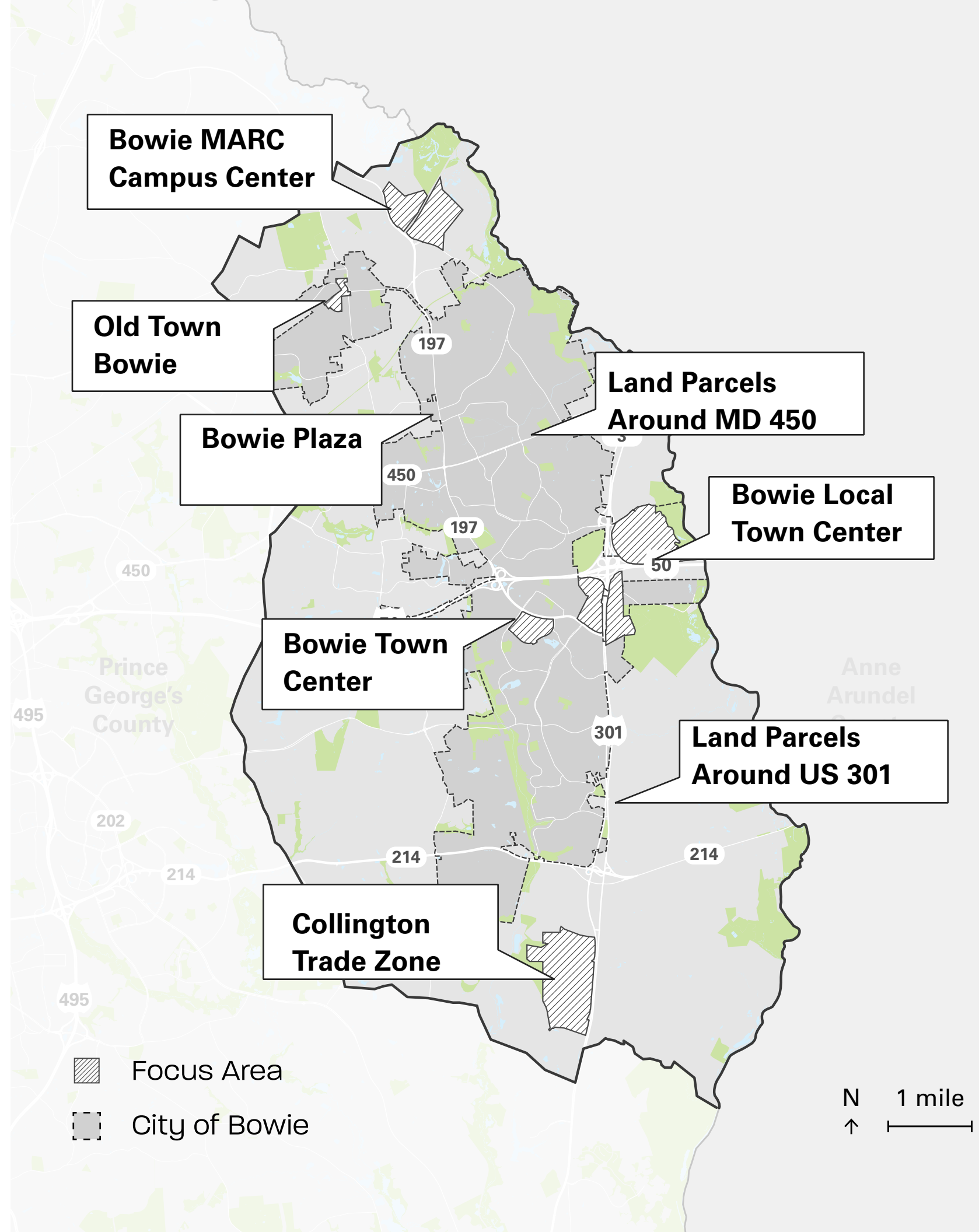
- Engage existing health sector companies in the master plan area about future needs
- Attract large employers to the master plan area

COMMERCIAL MARKET

- Build up existing retail nodes

HOUSING

- Redevelop aging shopping centers to accommodate a mix of housing types
- Provide opportunities for housing choice



Matrix of Strategies Market

Long-term (10+ years)

OFFICE MARKET

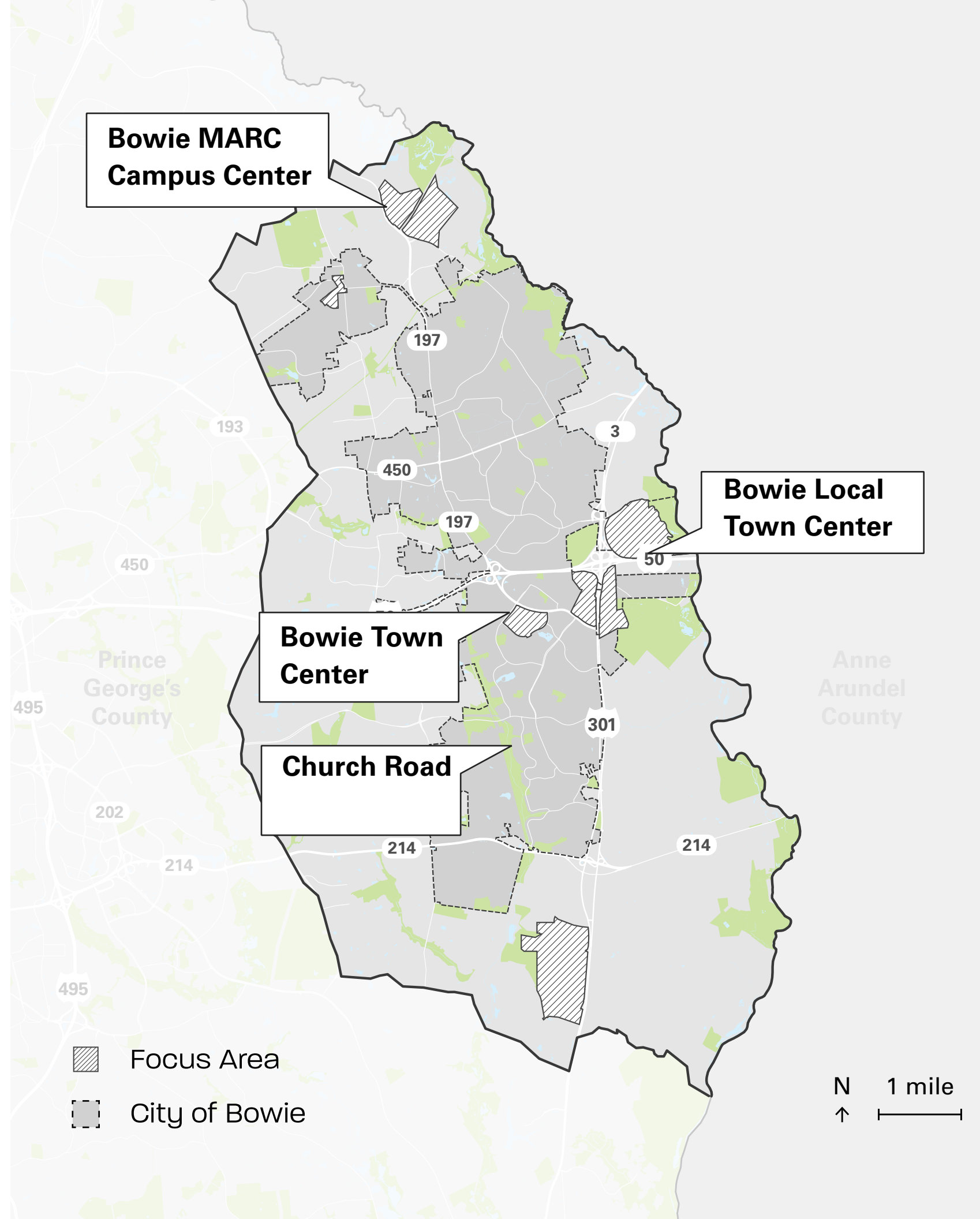
- Pursue inclusion of office space as part of mixed-use development programs
- Move uses not conducive to a walkable downtown to periphery

COMMERCIAL MARKET

- Plan for neighborhood scale retail

HOUSING

- Potential additional multifamily construction
- Re-purpose aging housing stock for seniors looking to downsize

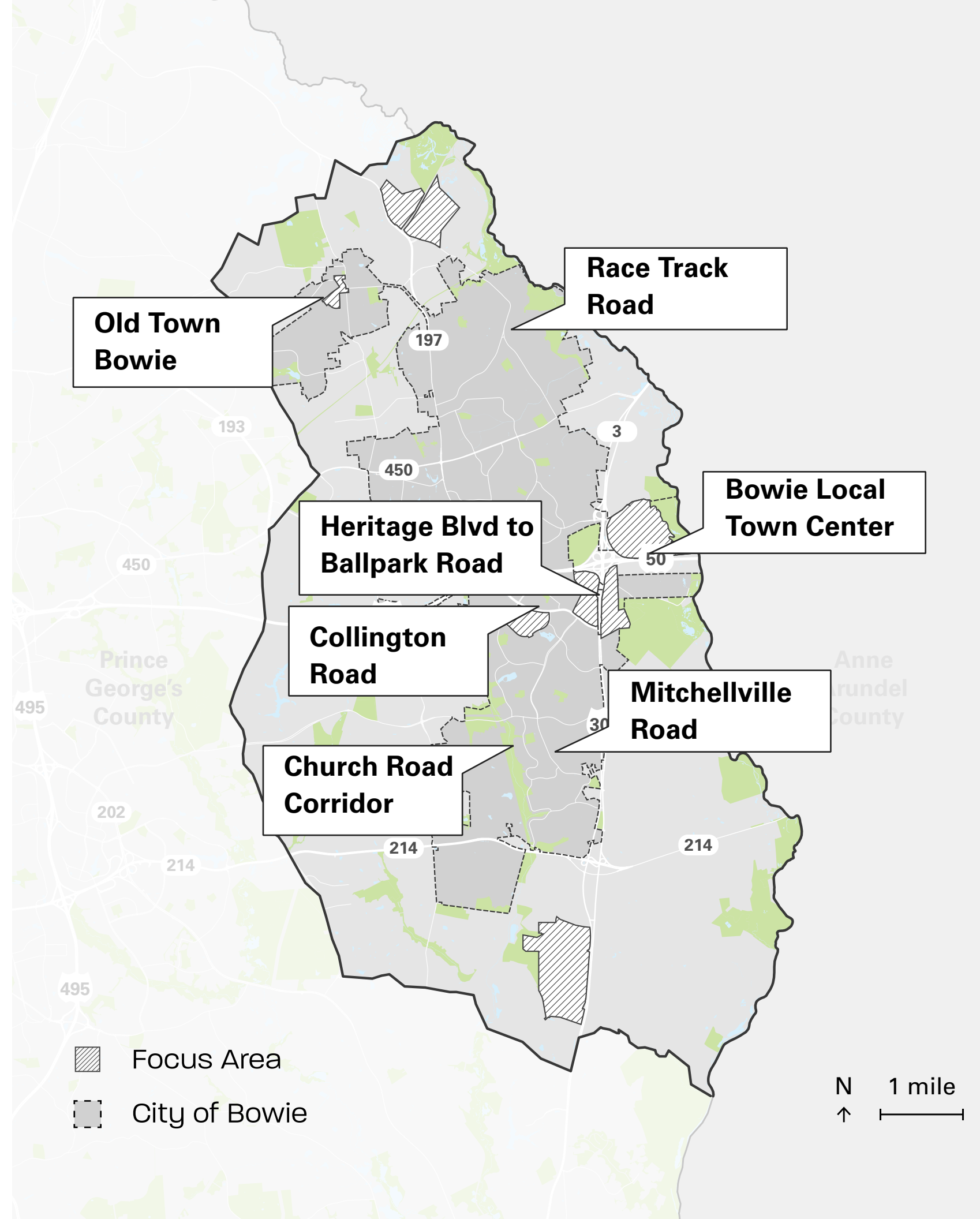


Matrix of Strategies

Connectivity

Short-term (<5 years)

- Plan for wayfinding signage
- Improve Bowie Trail System
- Improve/add sidewalks on both sides of all streets in all activity centers
- Provide bike route signage and protected bike lanes where feasible
- Conduct a parking assessment in Old Town Bowie

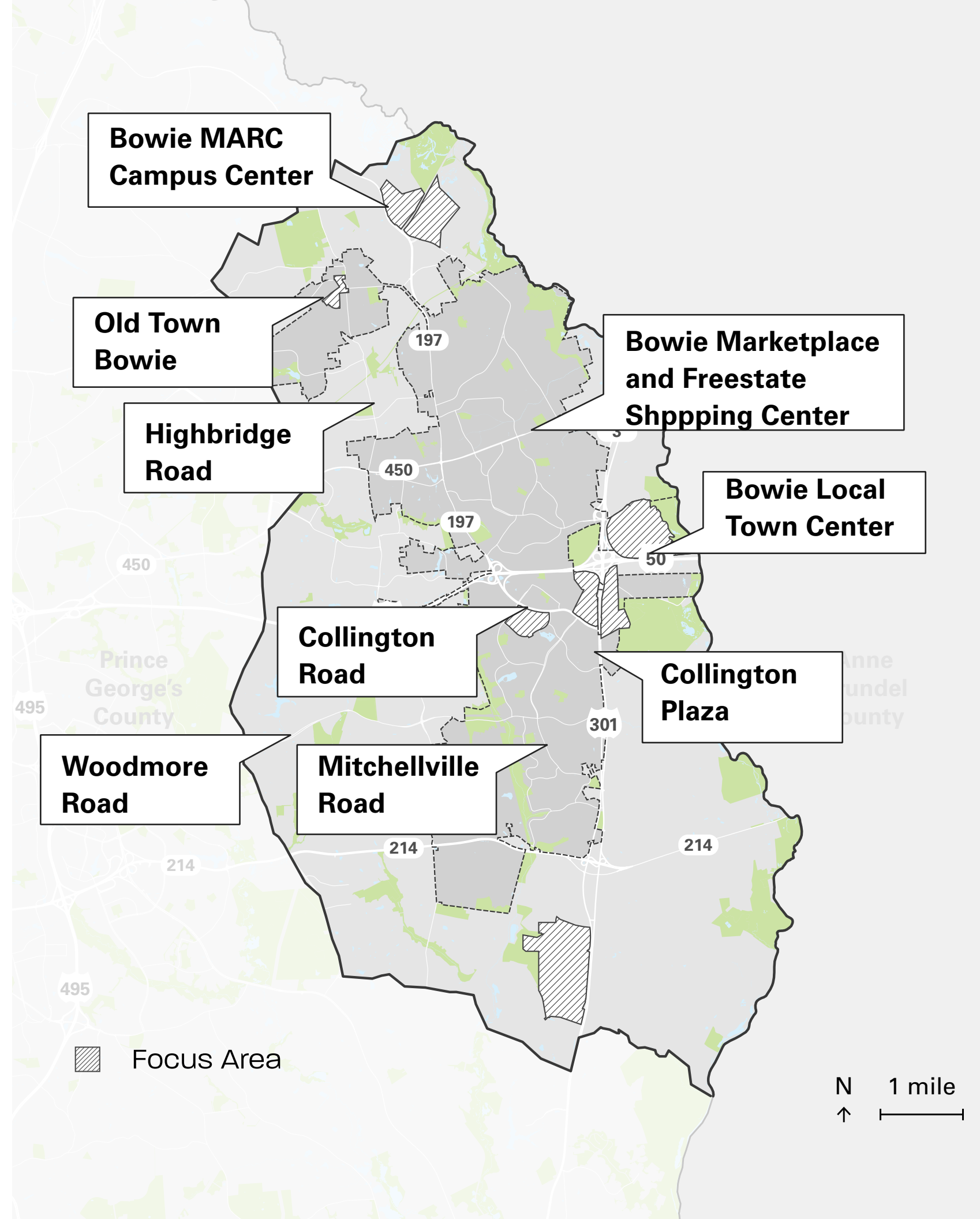


Matrix of Strategies

Connectivity

Mid-term (5-10 years)

- Fill gaps in pedestrian network
- Bus stop, station, and park and ride review
- Implement traffic calming measures
- Transition to Complete Streets
- Enhance crosswalks and safe crossings
- Increase permeability and accessibility of activity centers
- Provide bike shoulders along rural roads

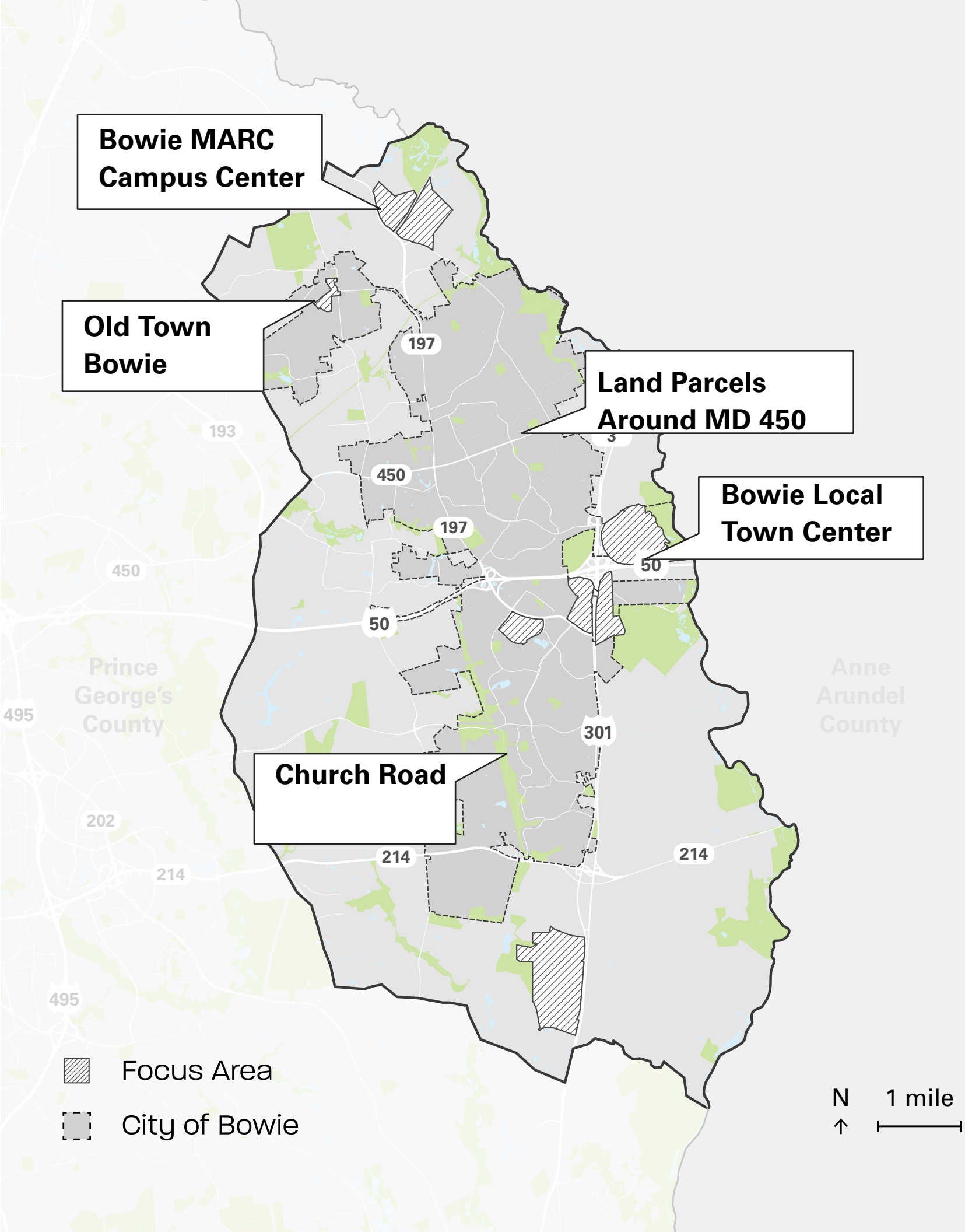


Matrix of Strategies

Connectivity

Long-term (10+ years)

- Create gateways to major Destinations
- Plan for pedestrian connection across major highways
- Extend existing pedestrian network from Old Town Bowie to Bowie State University and the planned Pecan Ridge subdivision



6

Q&A

Project website

<https://bit.ly/BMVmasterplan>

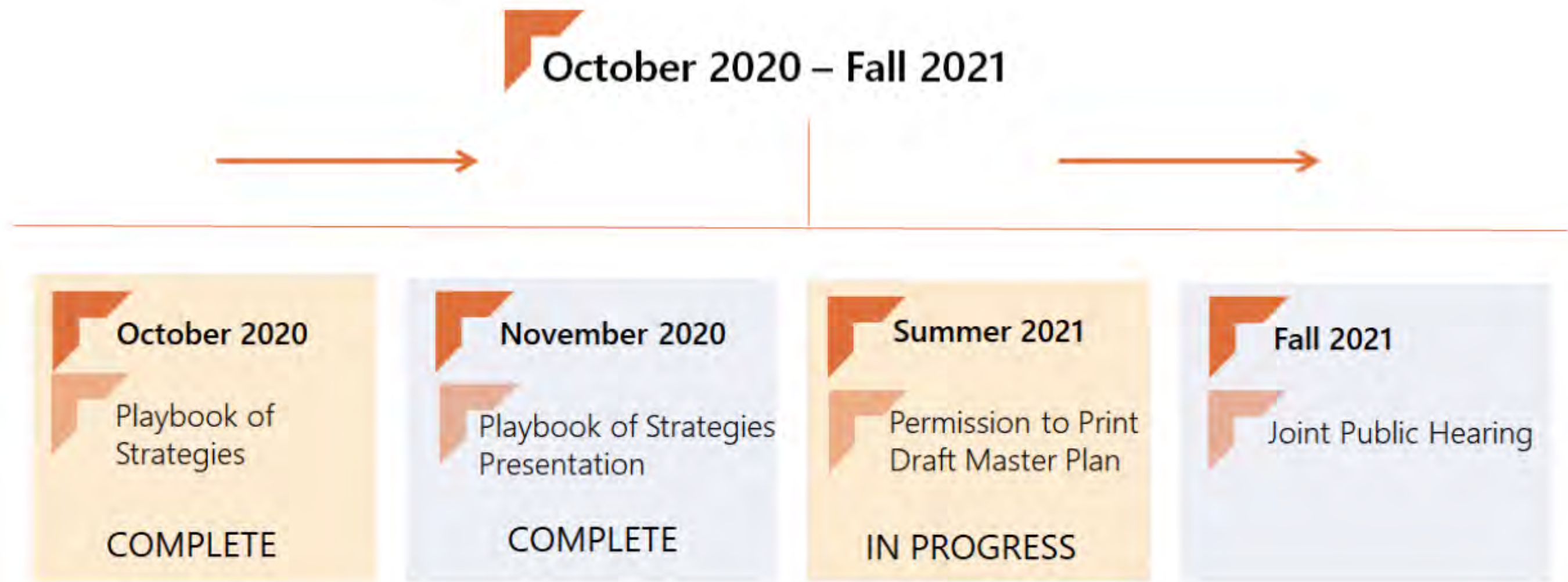
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7

Closing

Project Schedule Summary



Project Schedule Summary



Project Schedule Summary



Stay in Touch

Project website

<https://bit.ly/BMVmasterplan>

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Thank you!