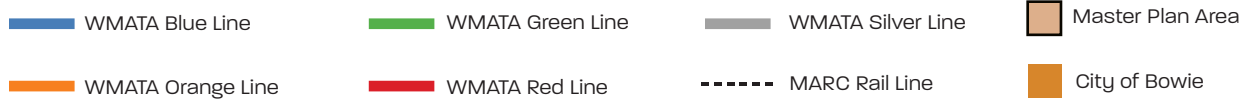
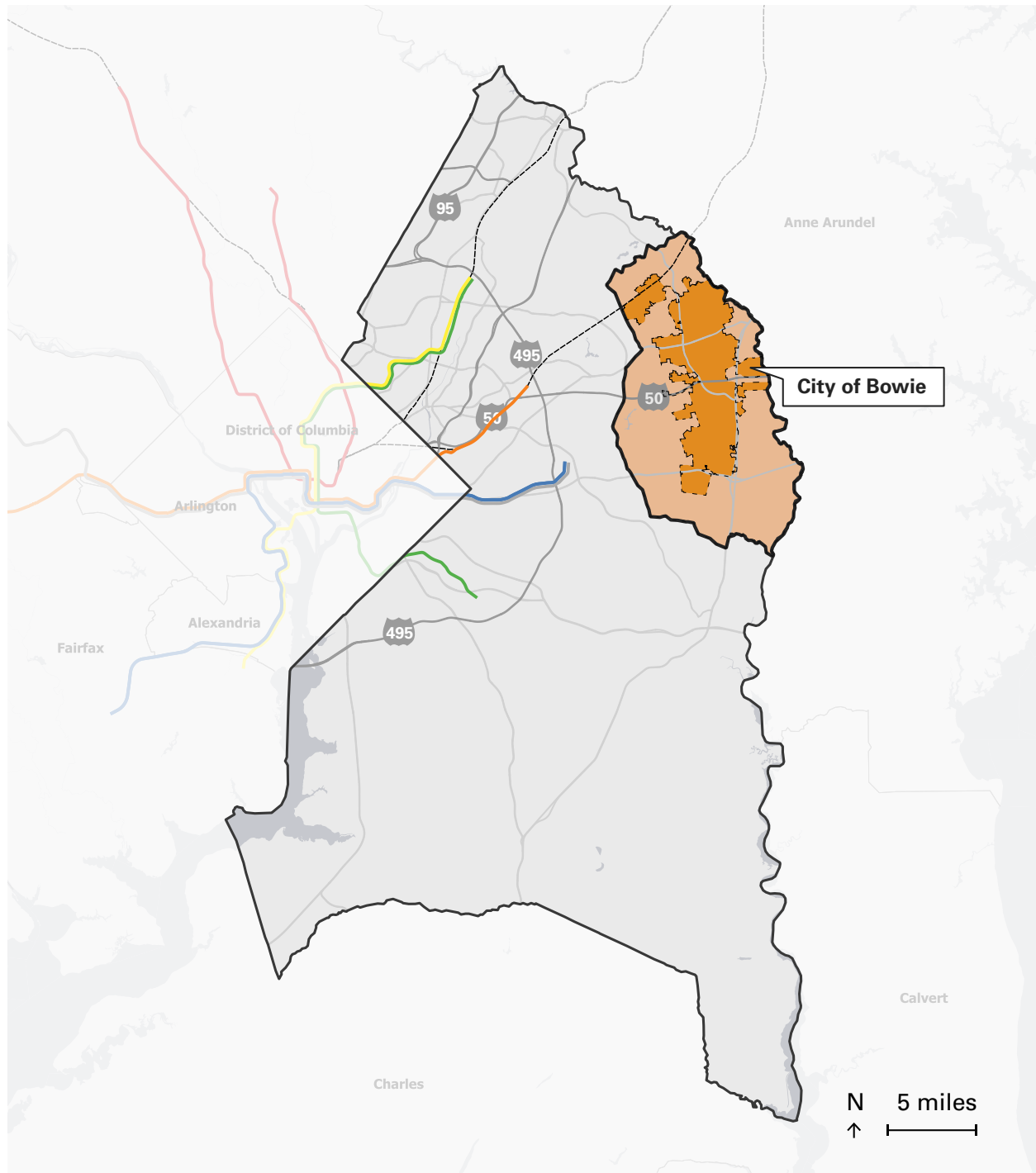


Section 1

Introduction and Context

Map 1. Master Plan Area in Context



Sources: GIS Data Catalogue, Prince George's County Planning Department, DC Open Data.

What kind of future does Bowie-Mitchellville and Vicinity envision and how can planning be in service to this future?

Report Objectives

This existing conditions report is part of the Bowie-Mitchellville and Vicinity Master Plan process, commissioned by The Maryland-National Capital Park and Planning Commission (M-NCPPC). The purpose of this report is to provide M-NCPPC with a snapshot of the challenges and opportunities that exist today, and to inform the development of the upcoming master plan. This report is guided by the overarching principles in the Blueprint for Tomorrow chapter of the 2014 *Plan Prince George's 2035 Approved General Plan* (Plan 2035) and is structured around seven core elements that align closely with plan elements from this countywide plan: housing and neighborhoods; economic prosperity and market analysis; land use, zoning and urban form; transportation and mobility; community heritage, culture, and design; healthy communities; and public facilities. These elements, described in greater detail later in this introduction, reflect the wide spectrum of planning questions that will guide the upcoming master plan.

This report has been developed through a combination of data analysis and stakeholder engagement. It will be followed by a playbook of urban design strategies, which builds off of the findings in this report to offer specific recommendations for planning and urban design strategies to consider in the master plan process. This report, and the playbook that follows, seek to lay the foundation for M-NCPPC's upcoming Bowie-Mitchellville and Vicinity Master Plan that will revisit the vision for the Bowie-Mitchellville and Vicinity area. By examining present conditions, drawing guidance from countywide planning objectives, and presenting core challenges and opportunities, this report represents an important step toward planning a more livable, walkable, vibrant, connected, healthy, and sustainable Bowie-Mitchellville and Vicinity area.

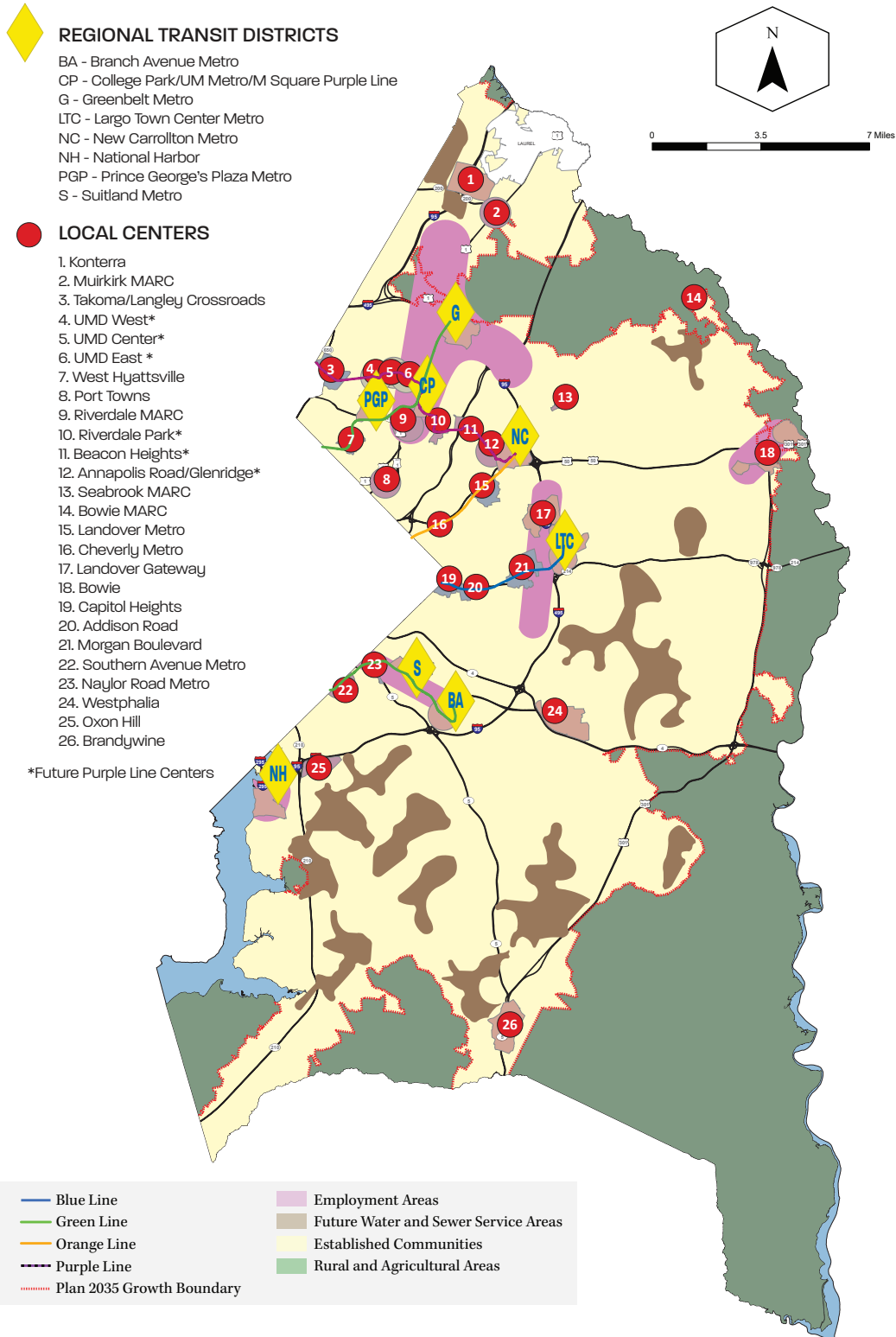
What kind of future does Bowie-Mitchellville and Vicinity envision, and how can planning be done in service to this future? In preparation for the upcoming master planning process, this existing conditions report provides the foundation for planners and stakeholders to begin to ask important questions about the future of the master plan area:

- Does Bowie-Mitchellville and Vicinity want to see change? If so, what kind of change?
- What role does Bowie-Mitchellville and Vicinity wish to play in the future of Prince George's County? In the Washington, D.C. metropolitan region?
- Does Bowie-Mitchellville and Vicinity want to attract millennials? Does Bowie-Mitchellville and Vicinity want to focus planning efforts on accommodating aging in place for the aging population?
- Does Bowie-Mitchellville and Vicinity want to see growth in the coming years, and if so what kind of growth?
- What will be the implications of these changes for land use, transportation, development, the built and natural environment, and the health and vibrancy of local communities?

While this report does not provide answers to these questions, it aims to plant the seeds for future planning and conversations by equipping stakeholders and the public with key information needed to understand Bowie-Mitchellville and Vicinity, and prioritize its planning needs.

This existing conditions report presents a comprehensive snapshot of current conditions in Bowie-Mitchellville and Vicinity. It presents both a thorough overview of the master plan area and detailed profiles of specific subareas, known as focus areas. To facilitate a meaningful and contextual understanding of Bowie-Mitchellville and Vicinity's planning needs, it focuses on challenges and opportunities for planners to consider for focus areas and the master plan area overall.

Map 2. Growth Policy Map for Prince George's County



Master Plan Area Overview

The Bowie-Mitchellville and Vicinity master plan area occupies 59 square miles in Prince George's County, Maryland. It is comprised of four planning areas in the northeastern portion of the County—PA 71A, PA 71B, PA 74, and PA 74B. It is located less than 20 miles east of downtown Washington, D.C., and about 16 miles west of Annapolis, the capital of Maryland. Located in the northeast quadrant of Prince George's County, the master plan area is bordered by the Patuxent River and the Anne Arundel County boundary to the east, and MD 193 (Enterprise Road) to the west. Running through the master plan area are portions of key local and regional transportation corridors; US 301 (Crain Highway) and MD 197 (Laurel Bowie/Collington Road) run north to south and MD 214, MD 50 (John Hanson Highway), and MD 450 (Annapolis Road) each run east to west through the master plan area.

The master plan area includes the incorporated City of Bowie. As a municipality, the City of Bowie maintains its own jurisdiction over many aspects of public life including water, waste management, trash, recycling, parks, and trails.¹ Bowie is led by a locally elected mayor and city council. The master plan area also includes the adjacent unincorporated areas of Mitchellville and Collington, as well as other established communities and agricultural areas that surround them.

As of 2019, the master plan area has a population of approximately 88,590, which constitutes almost 10 percent of the total population of Prince George's County.² The population in the master plan area is growing faster than that of the County as a whole. In the next five years, the master plan area population is expected to grow at an annual growth rate of about 1.2 percent (as compared to the County's annual growth rate of 0.5 percent), for a projected population of 89,633 by 2024.³

Plan 2035 was approved in May 2014 and includes comprehensive recommendations to guide future development in Prince George's County. This master planning process refers to the visions set forth in this general plan. It is instructive to note where Bowie-Mitchellville and Vicinity fits into the larger County context as outlined in the general plan. Under this plan, both the City of Bowie and the Bowie MARC Station are classified as local centers. Bowie is a local town center—an auto-accessible center that anchors its surrounding suburban subdivisions. Bowie State University (BSU) is one of the master plan area's notable assets and has been the site of its own planning efforts in recent years. The Bowie MARC Station is recognized in Plan 2035 as a local campus center, which is a transit-accessible center serving university and community needs, including student housing. The Bowie Local Town Center and its immediate surroundings are classified as an employment area or designated economic submarket.⁴

This planning process grows out of recent studies and planning efforts in Bowie-Mitchellville and Vicinity, including the 2006 *Approved Master Plan for Bowie and Vicinity*, 2017 *Prince George's County Resource Conservation Plan*, 2010 *Bowie State MARC Station Sector Plan*, and 2009 *Prince George's County Master Plan of Transportation*.⁵ It considers what has been learned and implemented as a result of these recent plans, and where there is opportunity to continue planning that is already in progress. The plan elements and strategies from Plan 2035 have greatly informed this report and provide the basis for its structure. Other recent plans are referenced throughout the report. See Appendix B. Overview of Selected Recent Plans on page page 217 for a summary of some relevant planning efforts.

1 See: "Bowie, Prince George's County, Maryland." n.d. Maryland Manual On-Line. Accessed March 17, 2020. <https://msa.maryland.gov/msa/mdmanual/37mun/bowie/html/b.html>.

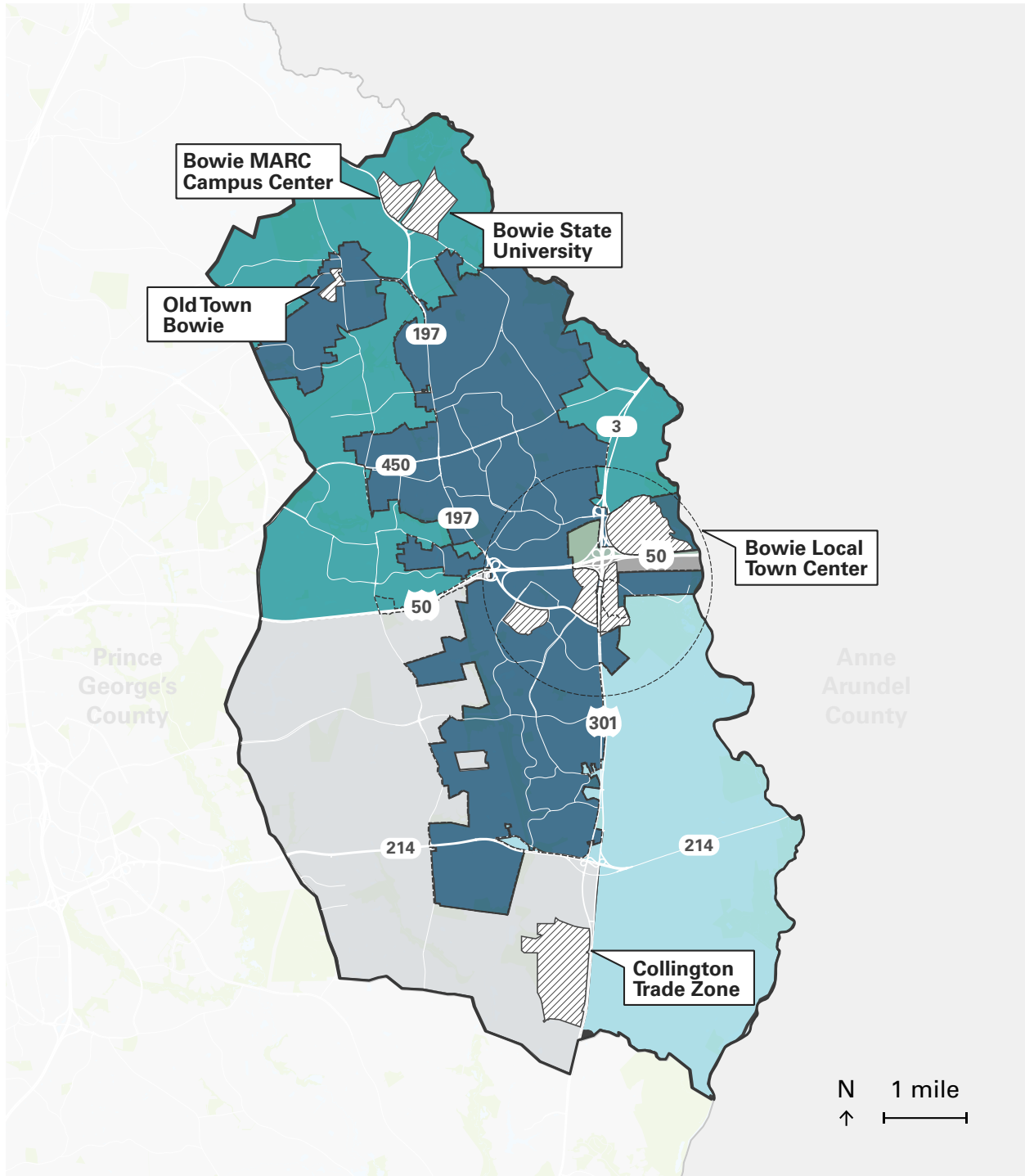
2 Neustar Population Trend Report (2020).

3 Ibid.

4 See PLAN 2035: Prince George's Approved General Plan, page 106, for further detail.

5 A selection of reviewed plans can be found in "Appendix B. Overview of Selected Recent Plans" on page 228.

Map 3. Bowie-Mitchellville and Vicinity Planning Areas and Focus Areas



- | | | |
|--|--|---|
| City of Bowie (71B) | Collington and Vicinity (74B) | Focus Area |
| Bowie and Vicinity (71A) | Mitchellville and Vicinity (74A) | |

Sources: GIS Data Catalogue, Prince George's County Planning Department, M-NCPPC.

What kinds of housing are needed to support the needs of the current population and attract future populations?

Approach and Plan Elements

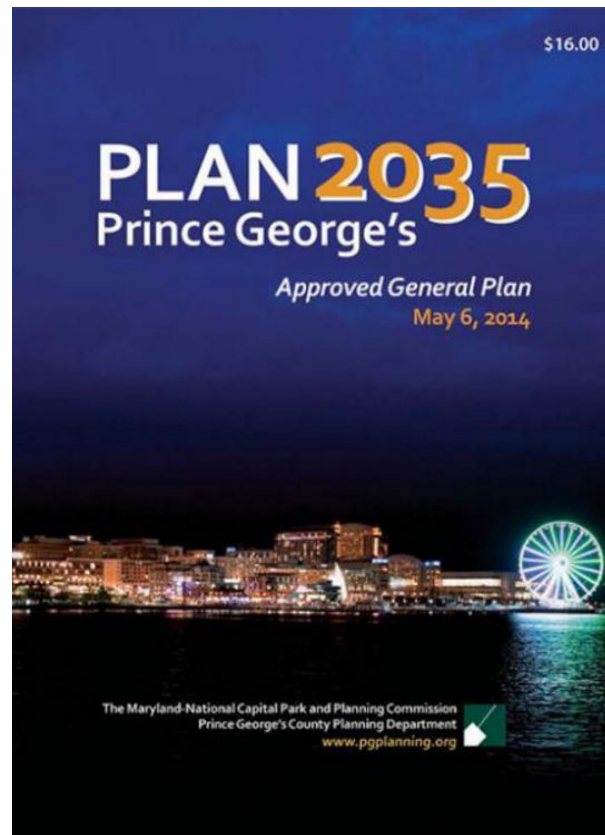
Plan 2035 is guided by the three themes of **work**, **live**, and **sustain** to guide County planning and development in the decades to follow. These themes promote, respectively, a diverse and thriving economy; livable, safe, and healthy communities; and an environmentally sound and sustainable future. In service of these larger objectives, the plan sets forth eight key planning elements. This report makes every effort to align with the guidelines established in Plan 2035. It is organized around a set of core elements, which correspond to seven of the eight elements outlined in the countywide plan.⁶

HOUSING AND NEIGHBORHOODS



This lens considers housing and neighborhoods, with an emphasis on aging in place, housing affordability, and increasing the County's supply of multifamily housing in response to both market demand and larger planning objectives—particularly, increased density and mixture of uses near transportation hubs as part of transit-oriented development (TOD). Plan 2035 favors a range of housing types that meet the needs of all households, including millennials and senior residents. Millennials, defined as those between 15–29 years of age at the time Plan 2035 was written, are now between 23 and 39 years of age. Future planning can target millennial residents and facilitate the aging in place of Baby Boomers (those born between 1944 and 1964) through the development of multifamily housing with transit access.

One of the principal challenges facing the County in relation to this element is a lack of housing stock that meets the needs and preferences of current and future residents, especially millennials/young professionals, and seniors. Another challenge facing the County is that of housing cost burden and affordability. As such, this analysis looks at housing cost burden for homeowners and renters, and assesses the potential of mixed-income and affordable housing.



KEY QUESTIONS

- What are the dominant housing types currently seen in the master plan area?
- What kinds of housing are needed to support the needs of the current population, and attract future populations?
- What kinds of pressure is the master plan area facing in terms of housing stock and affordability?

⁶ The Plan 2035 general plan also includes an element for natural environment. In this report, related analyses fall under the Healthy Communities plan element. Please see the Appendix H. Bowie-Mitchellville and Vicinity Master Plan Natural Environmental Existing Conditions Report (2020) for an in-depth report on existing conditions as they relate to this element.





Source: SDI Productions, iStock.

What drives the local economy in Bowie-Mitchellville and Vicinity?

ECONOMIC PROSPERITY AND MARKET ANALYSIS



This element is concerned with meeting the needs of the local workforce and stimulating further growth in the economy. It emphasizes strengthening employment opportunities, expanding the local tax base, and investing in strategic regional sectors including technology, research, and higher education.

Some challenges the County is facing related to economic prosperity include the wage gap among residents, as well as the challenge of establishing regional competitiveness for development and businesses. The County has made efforts to strategically organize investments in the past and, under Plan 2035, sees the opportunity to strategically invest in economic hubs. Another opportunity is to meet the demands of workers' changing housing preferences, including through the development of multifamily housing in economic submarkets such as Bowie Town Center.

This report considers these challenges and opportunities through a market analysis, including the potential of sites within the master plan area to serve as local or regional economic drivers. Through demographic analysis, the report also characterizes the socioeconomics of Bowie-Mitchellville and Vicinity, including factors related to employment, education, and income. An analysis of market clusters considers recent commercial projects and those in the pipeline, among other indicators of local economic health.

KEY QUESTIONS

- What is the current supply and demand of different kinds of markets in Bowie-Mitchellville and Vicinity?
- What are the strategic investments Bowie-Mitchellville and Vicinity should make, and what kinds of infrastructure does that demand?

Does Bowie-Mitchellville and Vicinity want to grow in the future? If so, how?

LAND USE, ZONING, AND URBAN FORM



This relates to the Plan 2035 element of Land Use, which sets forward the intertwined objectives of preserving existing open space, mitigating further sprawl, and concentrating development in fewer, denser centers.

Plan 2035 identifies several challenges facing the County in relation to this element, including the challenges of urban sprawl, lack of concentrated centers, and gaps between permit approval and development. As the County faces the challenge of accommodating the housing needs and preferences of millennials and aging populations, the plan cites a lack of multifamily and transit-accessible development in the pipeline. One opportunity in the face of these challenges is infill and strategic redevelopment in centers. Transit-oriented development (TOD) and compact development present an opportunity to address the master plan area and the County's challenges related to land use. Another opportunity cited by the plan is to concentrate future growth into fewer centers than imagined in previous plans, or by development trajectories at the time. The plan sets forward eight regional transit districts to concentrate development efforts at the County level, and designates other centers of activity or growth as local centers—including Bowie Local Town Center and the Bowie MARC Campus Center.

This report includes a development density catalogue and street connectivity analysis to assess the density and compactness of the underlying urban form in the master plan area. This report looks at existing zoning and land use, development patterns, and analyses of urban form, including urban design and public space. It also considers existing housing stock and affordability, and current conditions and potential related to meeting the needs of low-income residents, millennials, and aging populations. The report also looks to the Plan 2035 designations of centers, rural/agricultural reserve, and established communities to align the master plan area's development priorities with those of the County. Additionally, considering the County's challenges related to the development pipeline, this report also examines the development pipeline within the master plan area to understand what development is forthcoming and how it aligns with regional and local planning objectives.



Source: Olaser, iStock.

KEY QUESTIONS

- Does Bowie-Mitchellville and Vicinity hope to grow in the coming years? For what reasons and in what ways?
- Where are there opportunities in the study area to concentrate growth in key centers and to employ TOD?
- How does current zoning help or hinder the master plan area's visions for future development and preserving existing assets?



Source: BeyondImages, iStock.

How can infrastructure be enhanced or improved to reach the master plan area's mobility goals?

TRANSPORTATION AND MOBILITY



Plan 2035 encourages planning that focuses on the improvement of, and development around, current transportation networks and hubs, complete streets, green streets, and lessening car-dependency wherever possible.

According to Plan 2035, one of the great challenges faced by the County in relation to transportation is the high rate of automobile-based commuters who commute to and from the County or pass through it from nearby areas. Related to this is the challenge of traffic congestion and a shortage of nonautomobile-based commuters. Plan 2035 also cites aging transportation infrastructure and a lack of funding at the local, regional, and federal level as major challenges facing the County. Relevant to the master plan area, the County faces the challenge of accommodating transportation needs of suburban communities, which may be less suited for public transportation development, as well as addressing the

lack of connectivity between new developments and established communities.

One opportunity noted in Plan 2035 is that of developing green and complete streets, as mandated in the 2012 Council Bill CB-83-2012. The plan cites the opportunity of stimulating the local economy and job growth through transportation planning efforts that will also increase multimodal transportation options in the region.

Considering these challenges and opportunities, this report profiles transportation in Bowie-Mitchellville and Vicinity today, including major trends and assets in transportation and mobility, and an assessment of transportation infrastructure. This includes an analysis of economic and workforce factors that impact transportation use and behaviors, and traffic conditions on existing road networks. As in other sections of the report, the report features a discussion of challenges and opportunities related to transportation in the master plan area.

How can future planning efforts uphold and enhance the unique character of Bowie-Mitchellville and Vicinity?

KEY QUESTIONS

- How do residents of Bowie-Mitchellville and Vicinity get around?
- What are the greatest barriers to safe, efficient, and sustainable transportation in the master plan area?
- Where are there opportunities to improve existing transportation networks and promote alternative forms of transportation (walking, bicycling, public transit, and more)?
- How can infrastructure be enhanced or improved to reach the master plan area's mobility goals?

COMMUNITY HERITAGE, CULTURE, AND DESIGN

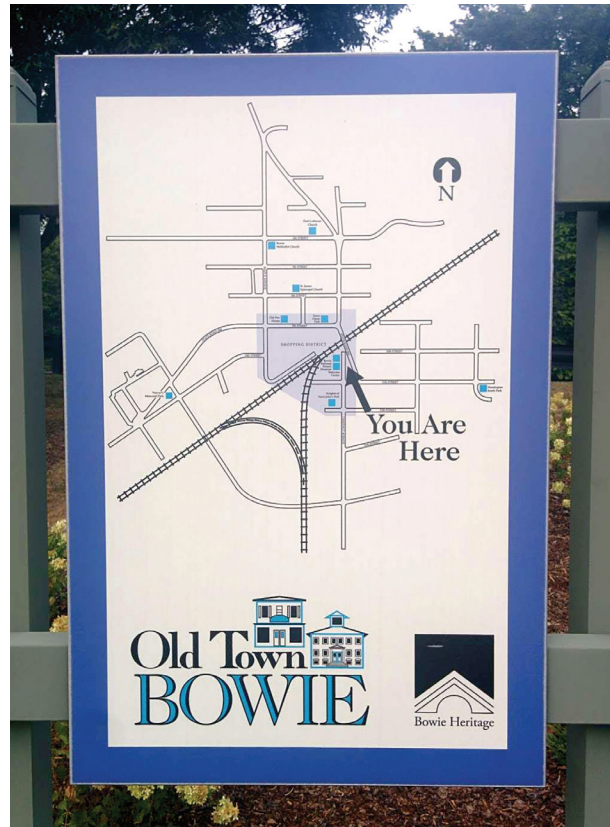


Plan 2035 prioritizes sense of place and design as key elements in planning throughout the County and outlines a broad set of urban design guidelines to maximize the vitality of neighborhoods and streets. The plan notes that pursuing and maintaining historic and cultural preservation designations can be time- and resource-intensive. Noting the importance of the County's many historic communities and structures to place-based identity and character, the plan urges greater attention to preserving historic character and prioritizing adaptive reuse of historic buildings. Plan 2035 names the establishment of arts and cultural districts as an opportunity to promote economic development, with the Gateway Arts District as an example of such a district that has sparked revitalization in the US 1 Corridor.

This report identifies existing centers of culture and outlines the planning considerations associated with historic sites, roadways, and easements. The report explores the potential of seeking an arts and entertainment district designation at the state level within the master plan area, which currently does not include such a district.

KEY QUESTIONS

- What are the treasured cultural and historic sites and features of Bowie-Mitchellville and Vicinity?
- How can future planning efforts uphold and enhance the unique character of Bowie-Mitchellville and Vicinity?



Wayfinding sign in Old Town Bowie.

Source: M-NOPPC.

HEALTHY COMMUNITIES



Plan 2035 stresses the importance of promoting residents' health by increasing walkability and access to recreational space and considering food-systems and medical services as vital components of community well-being. The County faces a variety of challenges related to promoting resident health, including a planning history of local centers designed around the automobile, and how to retrofit older communities for pedestrian, bicycle, or public transit access. The County also has a high number of uninsured residents and the plan cites this as one challenge that strains the County's medical systems.

One opportunity noted in the plan, and germane to the master plan area, is the benefit of the local agricultural sector and the potential for newer agricultural approaches such as community gardens, vertical farms, and food forests, which should be leveraged both to

How can the master plan area ensure the health and sustainability of its communities, now and in the future?

increase the supply of local fresh foods, and stimulate job and training opportunities for residents. Another opportunity is that of public-private partnerships that can incentivize alignment between sectors toward shared goals of community health, wellness, and food access.

This report analyzes community health in the master plan area through an analysis of green space access, healthcare facilities access, and the local food system. Connected to this element is the importance of the environment as a source of hazard and health; in Plan 2035 and in this report, environmental sustainability and green infrastructure are part of the strategy of promoting public health. This section of the report also encompasses environmental analyses that line up with the Plan 2035 natural environment element, such as an analysis of existing sustainability programs in the master plan area, including LEED certified structures, recycling programs, and renewable energy. This report also looks to the 2016 *City of Bowie Sustainability Plan* for guidance about recent efforts and opportunities related to healthy and sustainable communities in the City of Bowie.

KEY QUESTIONS

- What are the greatest assets and barriers to community health in Bowie-Mitchellville and Vicinity?
- How can the master plan area ensure the health and sustainability of its communities, now and in the future—including through active transportation, food and healthcare access, and promoting access to green space?

PUBLIC FACILITIES



Plan 2035 emphasizes the importance of ensuring that access to public facilities is equitable, and that these facilities are equipped to meet the needs of a growing population. Prince George's County faces aging public infrastructure and increasing fiscal constraints to the provision of public services and programs. The County's history of sprawling development has strained the County's resources and abilities to provide quality public facilities and services. As such, the plan notes that reducing sprawl will help to alleviate challenges related to public facilities. Another opportunity related to public facilities is that of sparking neighborhood revitalization through the construction or renovation of public facilities such as community centers and schools. The County urges thoughtfulness about design, equity, and public access regarding existing and future public facilities.

This report assesses public facilities with a focus on community infrastructure, including schools, libraries, community centers, and emergency responders. Through analysis, this report seeks to characterize the current service provided by these facilities, and the challenges and opportunities presented for public facilities as the master plan area continues to develop.

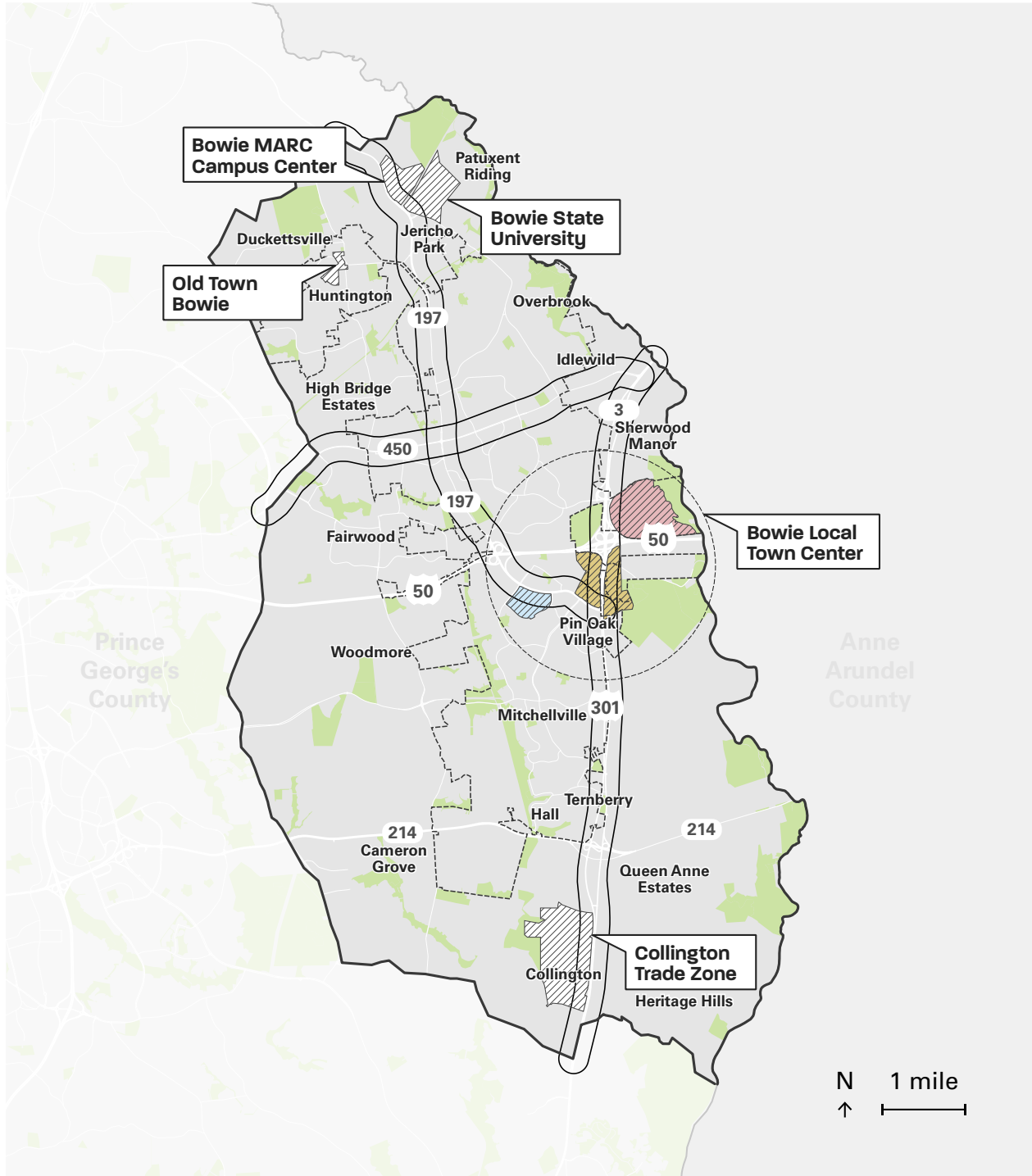
KEY QUESTIONS

- What are the public facilities that serve master plan area residents today?
- What are the challenges and opportunities to ensuring that future populations are served by these facilities?



Source: M-NCPPC.

Map 4. Focus Areas and Key Corridors



- | | | | |
|--|--|--|--|
| | | | |
| | | | |

Sources: GIS Data Catalogue, Prince George's County Planning Department, M-NCPPC.

Focus Areas

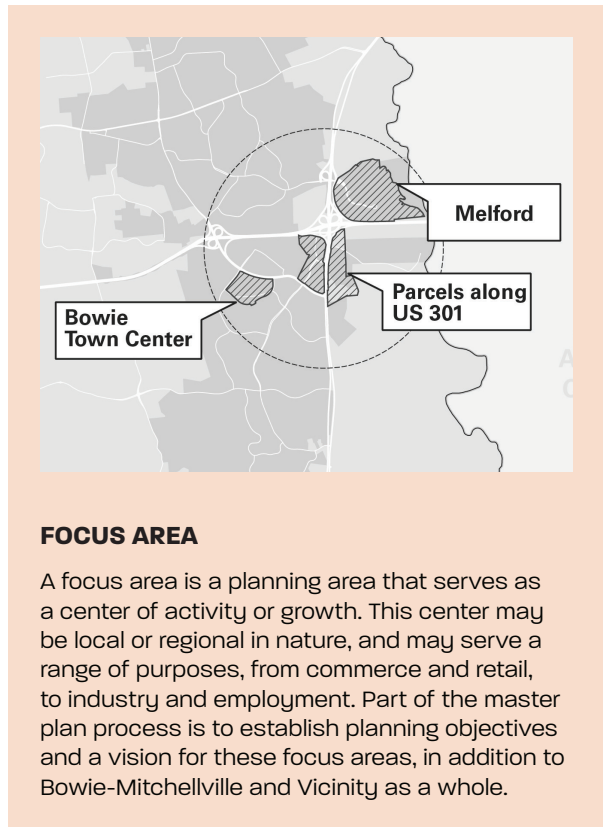
This report focuses on a set of key corridors and focus areas in the master plan area, in order to meaningfully profile the current conditions, and develop responsive strategies tailored to these core planning units. Corridors and focus areas have been an integral part of County planning efforts since the 2002 *Prince George's County Approved General Plan* (2002 General Plan), in which a system based around growth corridors and concentrated nodes of development was selected as the general planning framework for the County.⁷

Plan 2035 builds upon this framework and attempts to correct the patterns of development that have run contrary to the goals of the 2002 General Plan—notably, that the majority of development in the County between 2002 and 2014 had “occurred in suburban locations outside the Capital Beltway and outside of designated growth centers and corridors.”⁸

BOWIE LOCAL TOWN CENTER

Bowie Local Town Center is a mixed-use activity center situated at the nexus of US 301 and MD 50. It is considered the core commercial focus area in the master plan area, with the majority of big-box anchor retail located within the town center. This focus area contains three sub-areas. The first sub-area is the Bowie Town Center, a large shopping activity center that includes an outdoor shopping mall that opened in November 2001 and is considered the walkable core of Bowie Local Town Center. Located to the west of US 301 and south of the US 50 and MD 197 intersection, the outdoor mall consists of approximately 80 retail stores and includes anchor tenants such as Safeway, LA Fitness, Macy's, and Best Buy. It is zoned M-A-C, Major Activity Center, planned to serve a regional market, provide a concentration of employment, and cater to pedestrian access between uses.

The second sub-area in Bowie Local Town Center is the Melford Town Center, located north of MD 50. Melford Town Center is a planned 466-acre mixed-use community located at the intersection of US 50 and US 301 and designated as a transportation-oriented mixed-use zone. Areas south and east of Melford Boulevard serve a mix of office and commercial uses. This focus area also contains notable natural



FOCUS AREA

A focus area is a planning area that serves as a center of activity or growth. This center may be local or regional in nature, and may serve a range of purposes, from commerce and retail, to industry and employment. Part of the master plan process is to establish planning objectives and a vision for these focus areas, in addition to Bowie-Mitchellville and Vicinity as a whole.

and historic features, including Fibonacci Lake and fountain and the Melford historic plantation grounds, a site listed in the National Register of Historic Places in 1988.⁹ The Melford center is adjacent to the Patuxent River, which runs along the eastern edge of the subarea.

The project delivered the 144-key Melford Courtyard by Marriott as well as the 140-unit Tribute at Melford senior living apartment building in 2019. 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.

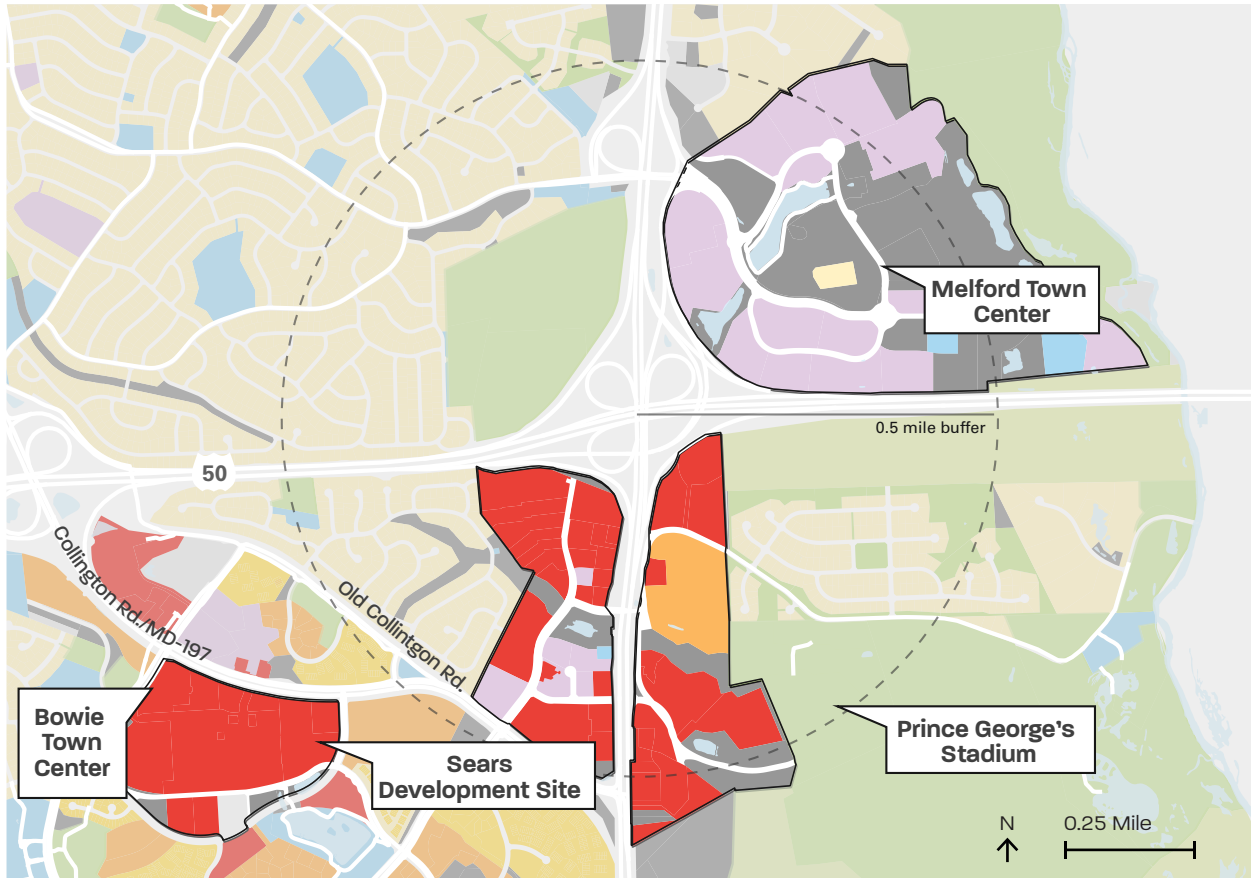
This focus area also includes a majority mixed-use commercial area straddling US 301, south of Melford Town Center. Along US 301 lies a variety of automobile dealerships for brands such as Chevrolet, Kia, and Toyota. Situated west of the auto dealerships are many of the Town Center's big-box anchor tenants, including retailers such as Target, Burlington,

7 "Prince George's County Approved General Plan 2002." 2002. The Maryland-National Capital Park and Planning Commission. <http://www.pgplanning.org/DocumentCenter/View/316/2002-General-Plan-Abstract-Table-of-Contents-and-Executive-Summary-PDF>.

8 "Plan 2035: Prince George's County Approved General Plan." 2014. The Maryland-National Capital Park and Planning Commission. www.pgplanning.org.

9 "National Register Information System". National Register of Historic Places. National Park Service. April 15, 2008.

Map 5. Bowie Local Town Center Focus Area



| Land Ownership | | Land Use | | | |
|--|-----------------------|---|------------------------|---|---------------------------------------|
| ■ | Commercial | ■ | Residential | ■ | Parks and Open Space |
| ■ | Employment/Industrial | ■ | Townhouses | ■ | Transportation/Utilities/Unclassified |
| ■ | Institutional/Church | ■ | Single-family | ■ | Vacant |
| ■ | Multifamily | ■ | Rural and Agricultural | | |

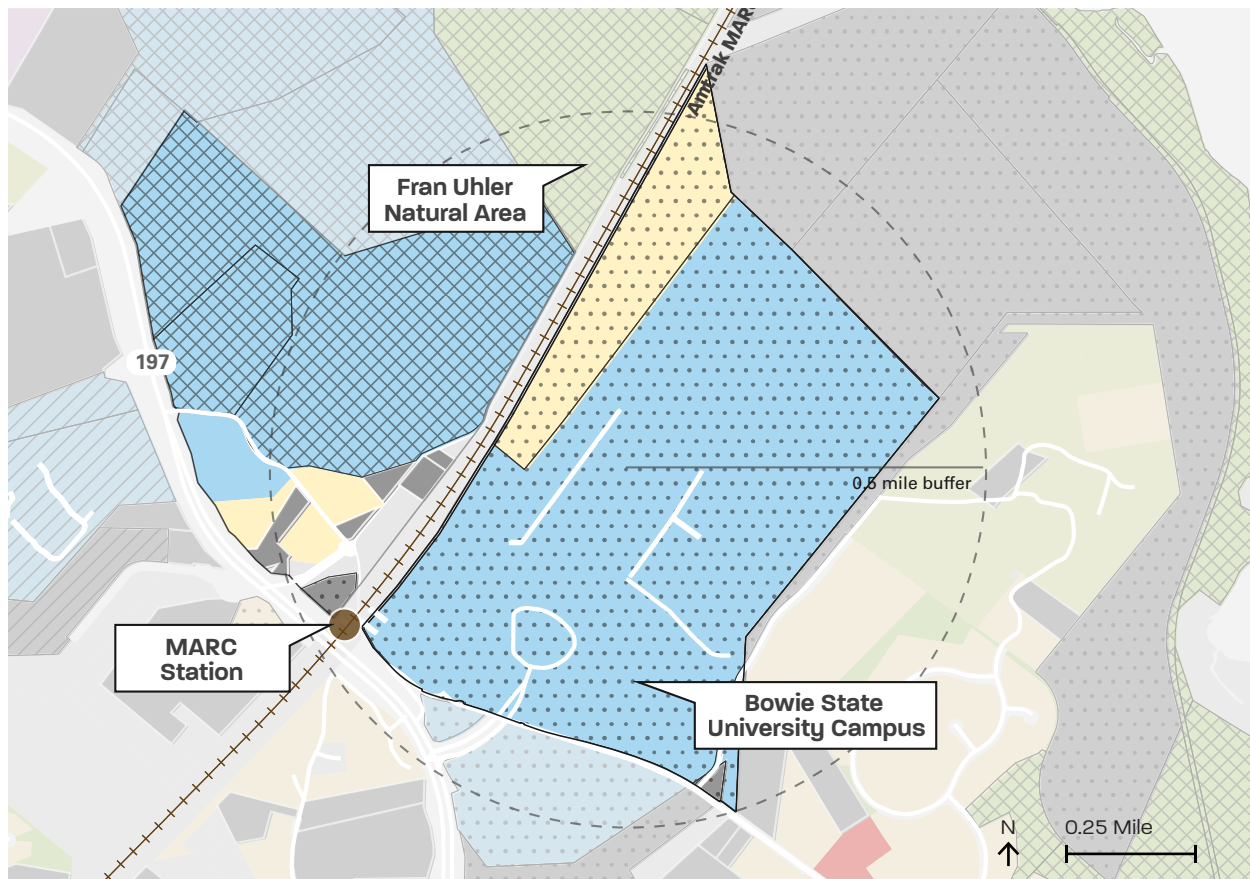
Sources: Prince George's County Planning Department, M-NCPPC.

Havertys Furniture, PetSmart, and Staples. Further south, at the intersection of MD 197 and US 301, are additional anchor retail stores such as Kohl's and Lowe's Home Improvement as well as a variety of full-service restaurants and fast-casual dining options. This subarea abuts the Prince George's Stadium on its east edge and includes areas zoned for R-R (Rural Residential) zone to the east of US 301. This subarea includes an M-X-T (Mixed-Use Transportation Oriented) Zone, which mandates a mix of uses near a major intersection or transit stop and encourages a functional 24-hour environment.

BOWIE STATE MARC STATION CAMPUS CENTER

The Bowie State MARC commuter rail station is located on a four-track section of the Northeast Corridor, with two side platforms next to the outer tracks, and is directly adjacent to the BSU campus. Owned by Amtrak, the station is served by MARC Penn Line commuter rail trains and had a total of 819 daily passengers as of 2018. Amtrak's predecessor railroads operated intercity and commuter rail services that served this location from 1911 to 1981; Amtrak reconstructed and reopened the station in 1989 as one of its first major MARC station projects to serve commuters in the Washington, D.C./Baltimore

Map 6. Bowie State MARC Station Focus Area



| Land Ownership | | Land Use | | | | | |
|----------------|--------------|----------|-----------------------|--|------------------------|--|---------------------------------------|
| | Municipality | | Commercial | | Residential attached | | Parks and Open Space |
| | County | | Employment/Industrial | | Single-family detached | | Transportation/Utilities/Unclassified |
| | State | | Institutional/Church | | Rural and Agricultural | | Vacant |
| | Federal | | Multifamily | | | | |

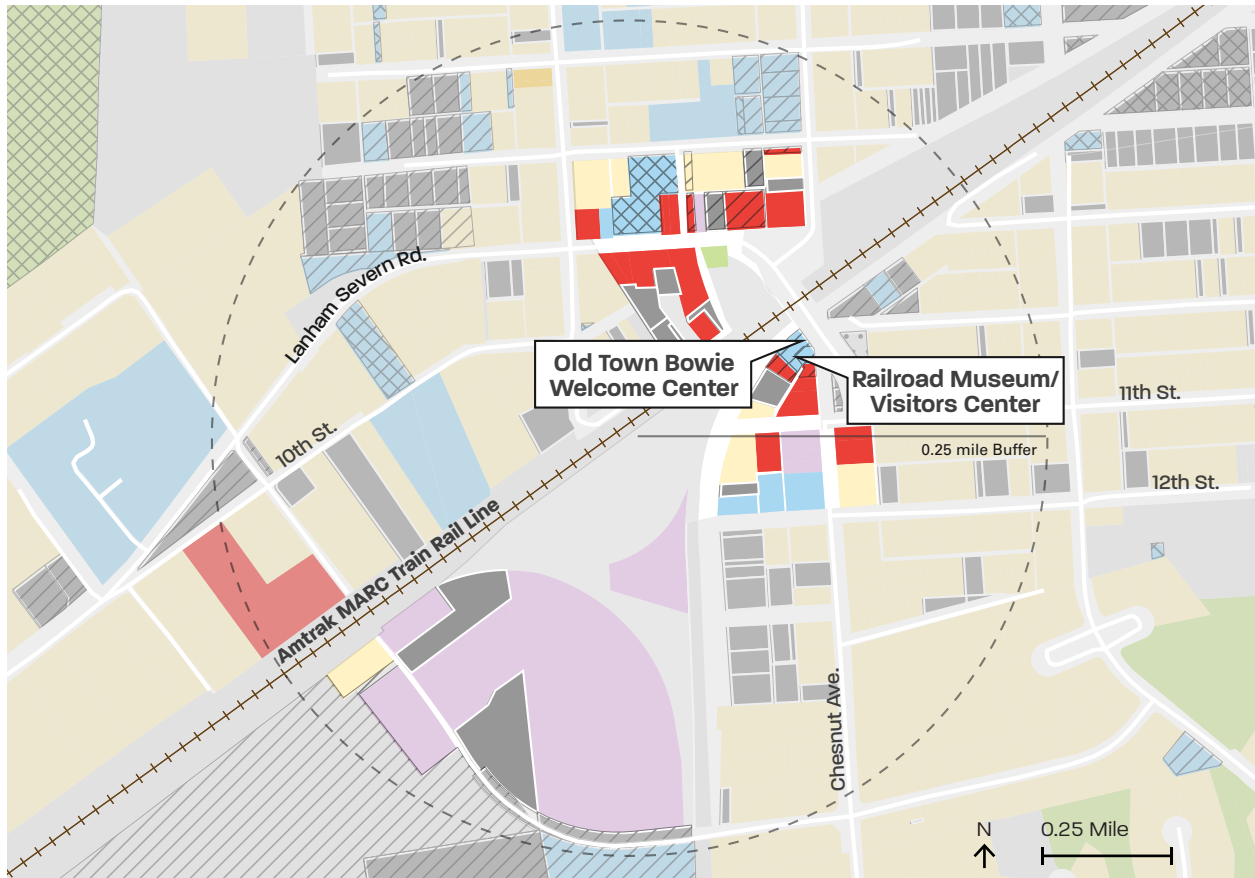
Sources: GIS Data Catalogue, Prince George's County Planning Department, M-NCPPC.

metropolitan region. The line runs from Union Station in Washington, D.C., through Baltimore, to Perryville, Maryland. The area northwest of the MARC station is zoned M-X-T. In 2010, M-NCPPC conducted a sector plan for the Bowie State MARC Station campus center, which included design standards and strategies, as well as an emphasis on improving mobility between the MARC station center and surrounding areas through bus lines, trails, and transportation system improvements. This plan also rezoned the transit center to accommodate mixed-use development.

The Bowie State MARC Station serves established communities throughout the master plan area, as well as the campus community of BSU. BSU is a public institution founded in 1865 and was the first historically Black college or university within the State of Maryland. Situated on 339 acres at the northern end of the master plan area's MD 197 corridor, the university has a total undergraduate enrollment of 5,227 students and a graduate enrollment of 944 students as of fall 2019. BSU has historical and regional significance as one of the oldest historically Black universities in the country.¹⁰ BSU opened as Normal School No. 3 in 1911 on the site of

¹⁰ "Bowie State University - About Bowie State University." n.d. Accessed March 25, 2020. <https://www.bowiestate.edu/about/>.

Map 7. Old Town Bowie



| Land Ownership | | Land Use | | | | | |
|----------------|--------------|----------|-----------------------|--|------------------------|--|---------------------------------------|
| | Municipality | | Commercial | | Residential attached | | Parks and Open Space |
| | County | | Employment/Industrial | | Single-family detached | | Transportation/Utilities/Unclassified |
| | State | | Institutional/Church | | Rural and Agricultural | | Vacant |
| | Federal | | Multifamily | | | | |

Sources: GIS Data Catalogue, Prince George's County Planning Department, M-NCPPC.

the former Jericho farm, and was recognized by the state as a public system college in 1963.

Approximately 19 percent of BSU's student body lives in college-owned, -operated, or -affiliated housing, with the remaining 81 percent living off campus. Given the lack of existing residential development around the campus, many students live outside of Bowie and commute to campus, indicating potential for new residential development near campus to cater to these students. The campus is accessible by public transit via the Metrobus and MARC commuter rail station.

OLD TOWN BOWIE

Old Town Bowie is a small residential and retail community located at the intersection of Chestnut Avenue and 11th Street. The community is comprised of single-family dwelling units as well as older antique shops and auto repair stores. This node includes the Old Town Bowie Welcome Center and historic Bowie Railroad Museum.

The rail station in Old Town Bowie is central not just to this node but to the historic development of Bowie-Mitchellville and Vicinity. Bowie Station opened in 1872 as part of the Baltimore-Potomac Railroad connecting Baltimore to southern Maryland. The

opening of the railroad sparked development—the town constructed around the railroad was first known as Huntington City. In 1880, the town was renamed Bowie in honor of Governor Oden Bowie, who helped open the new railroad line. Bowie Station operated until 1989, when it was replaced by the new station at BSU. Constructed in 1929 as the Bowie Building Association, the Old Town Bowie Welcome Center serves as a hub for visitor information, youth and cultural activities, and exhibitions about Bowie’s history as “a close-knit local railroad community.”

The Bowie Railroad Museum is considered the neighborhood’s only tourist attraction and showcases examples of the types of buildings commonly associated with small-scale rail junctions of the early 20th century. The station building houses a variety of exhibits and artifacts, while the tower contains the National Railroad Historical Society’s Martin O’Rourke Railroad Research Library. The buildings were added to the National Register of Historic Places as the Bowie Railroad Buildings on November 4, 1998.

Old Bowie Town Grille serves as the neighborhood’s only full-service restaurant and offers live music, open-mic nights, and a bar. Other neighborhood services offered in Old Town Bowie include a fire station, post office, and a community center. Part of this node is zoned as mixed-use infill (M-U-I), which encourages smart growth in already developed zones of the County. Opposite the rail line, the node also features a light industrial (I-1) area.

COLLINGTON TRADE ZONE

Situated at the southern end of the master plan area, the Collington Trade Zone is an industrial and flex commercial center located at the intersection of US 301 and Leeland Road in Upper Marlboro. The industrial community is home to a variety of warehouse and distribution centers. The most recent development within the Collington Trade Zone comes from the first two deliveries of Collington Park, an industrial/flex development by MRP Industrial. Collington Park is home to FedEx Ground’s 175,000 square-foot package sorting facility that opened in 2014 and La-Z-Boy’s 221,000 square-foot mid-Atlantic distribution center that opened in 2016. The Park has two remaining sites, including a 7.1-acre site that can accommodate an 87,000 square-foot warehouse. When construction of

all phases is complete, Collington Park will total more than 500,000 square feet of industrial and small-bay warehouse space. Corporate neighbors include Buck Distributing, Nordstrom, Triple’s, Safeway,¹¹ and H Mart.

The Collington Trade Zone also features a dance studio and gymnastics center on Commerce Drive, as well as Calvert Brewing Company, a state-of-the-art craft brewery housed in an over 28,000-square-foot facility off of Commerce Court. A majority of this focus area is zoned E-I-A (Employment and Institutional Area) with the exception of one parcel zoned R-R (Rural Residential) at the site of the Prince George’s County Police Department (District 2).

Key Corridors

In this report, three corridors have been selected that show interesting opportunities for future development and planning in the master plan area.¹² Corridors include all parcels within a 1,000-foot buffer of the stretch of that road that falls within the master plan area.

MD 197 (LAUREL BOWIE/COLLINGTON ROAD)

MD 197 extends approximately 12 miles within the master plan area. In relation to the master plan area focus areas, the MD 197 corridor effectively connects the Bowie Local Town Center with BSU and is considered a minor arterial. MD 197 is a divided four-lane highway for much of its extent within the master plan area, however, it is a two-lane road in some portions.

MD 197 acts as the main connection between the cities of Bowie and Laurel, a jurisdiction of almost 26,000 people at the northernmost tip of the County.¹³ Most of this minor arterial—extending from its intersection with MD 450 up to the city of Laurel—is called Laurel Bowie Road. Further south it is called Collington Road in the stretch between MD 450 and US 301.

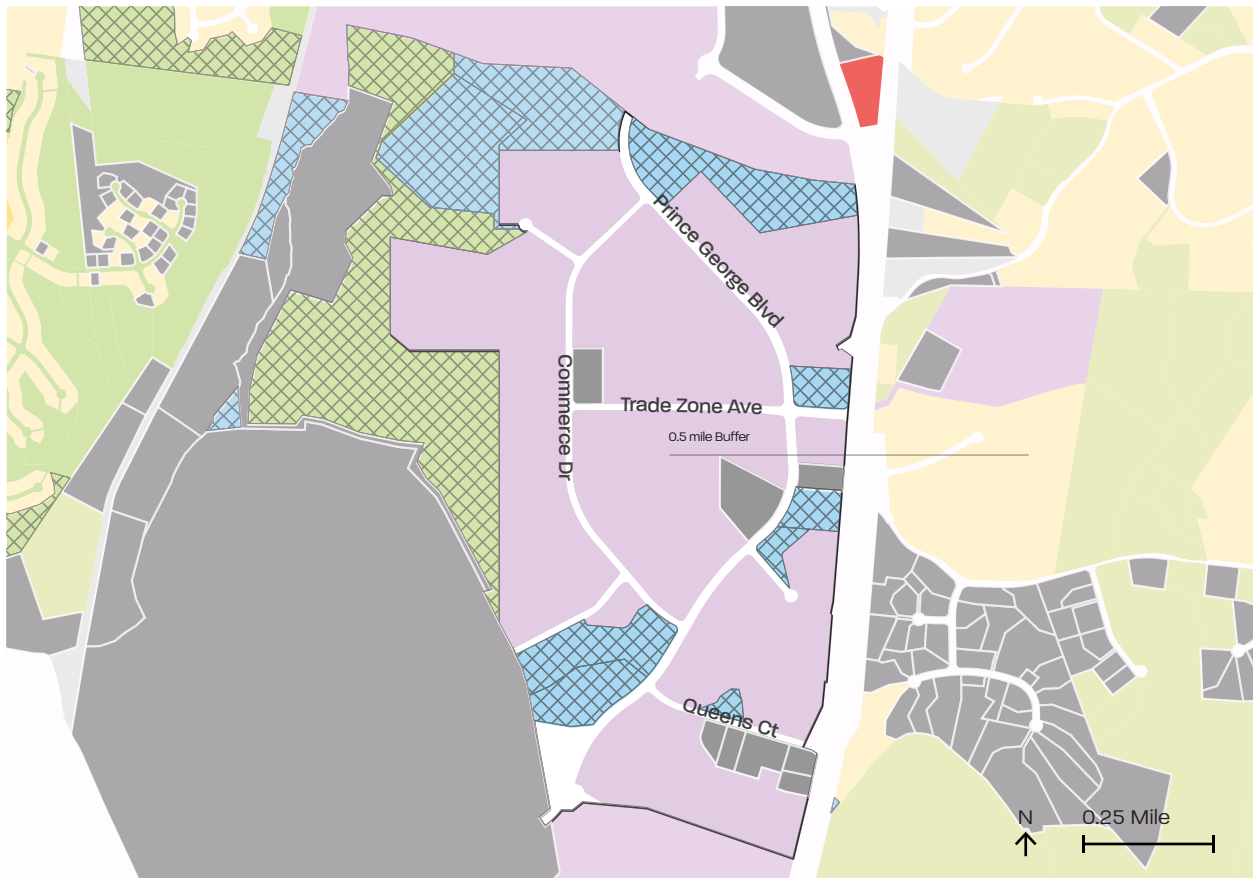
The master plan area’s MD 197 corridor runs from the intersection of Old Laurel Bowie Road at the northern end down to the intersection of US 301 at the southern end. The northern end of the corridor is primarily comprised of forested land, with the BSU and MARC Station campus center being relatively isolated from other residential and commercial development within the master plan area. The majority of the corridor’s

11 This site was vacated in May 2020, and is currently for sale—Building Size: 762,488 SF; Total Lot Size: 157.53 Acres.





12 These corridors are not to be confused with the seven general plan corridors designated in The 2002 *Prince George’s County Approved General Plan*, none of which fall within the master plan area.

13 “Laurel, MD | Data USA.” n.d. Accessed March 24, 2020. <https://datausa.io/profile/geo/laurel-md>.











Map 8. Collington Trade Zone



Land Ownership

-  Municipality
-  County
-  State
-  Federal

Land Use

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

Sources: GIS Data Catalogue, Prince George's County Planning Department, M-NCPPC.

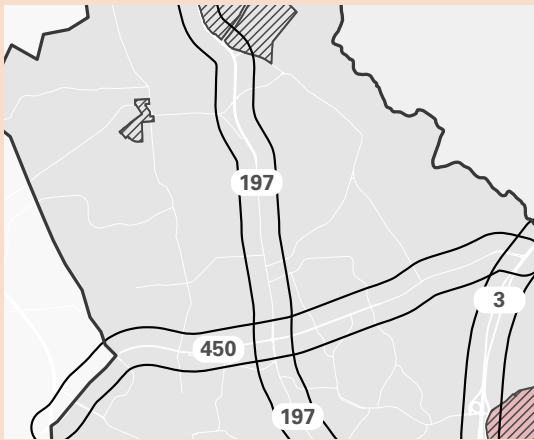
single-family housing communities are to the east, complemented by neighborhood schools that serve local students such as Rockledge Elementary, Whitehall Elementary, Tulip Grove Elementary, and Benjamin Tasker Middle schools.

West of the corridor lies Bowie Golf Club, an 18-hole golf course open to the public year-round, as well as Bowie Plaza, a 103,000-square-foot shopping center built in 1966 that presents an opportunity for redevelopment which would allow for increased development infill on the northern end of the corridor. At the southern end of the corridor lies the UM Bowie Health Center, which serves approximately 40,000 patients annually, as well as the 126,000-square-foot Bowie Corporate Center built in 2006. To the south of Collington Road,

at the southernmost end of the corridor, is Bowie Town Center strip, an outdoor shopping mall that opened in November 2001. The outdoor mall comprises almost 80 retail stores and includes tenants such as Safeway, LA Fitness, Macy's, and Best Buy.

Adjacent to the Bowie Town Center is the City of Bowie's City Hall building, which was constructed in 2011 and contains 80,000 square feet of office space. At the intersection of the MD 197 and US 301 corridors lies the Covington residential community.

South of Bowie Town Center is Collington Plaza, a 122,000-square-foot retail center anchored by a Giant grocery store and adjacent to a Walmart. Just south of Walmart along the US 301 corridor are a variety of single-family residential communities, in addition to



CORRIDOR

A corridor is a planning area that includes the structures that lie along a pathway that connects places. Corridors allow for the movement of people, animals, cars, goods, and more. They may be centered on transportation infrastructure (such as roads or transit lines), or they may follow the route of a natural feature such as a river or other habitat.

another cluster of automobile dealerships. Pointer Ridge Plaza, a 69,000-square-foot shopping center built in 1966, represents the only cluster of retail along the corridor's southern end. Current tenants in Pointer Ridge Plaza include Dollar Tree and Sky Zone Trampoline Park. The major mixed-use South Lake development project is planned for development at the intersection of US 301 and Central Avenue. If constructed, the project is envisioned to include 344 detached single-family homes, 563 townhouses, 128 condominiums, 325 multifamily units, 600,000 square feet of office and retail, a 390-key hotel, a 5,272-square-foot clubhouse, several athletic fields, and a 25-acre park. At the southern end of the corridor is the Collington Trade Zone, an industrial space community that includes distribution centers from companies such as Safeway, Nordstrom, and H Mart.



Source: M-NOPPC.

Top: MD 197, facing north near the intersection with US 301/Crain Highway; Bottom: MD 450.

Developed in 1997, Covington is primarily comprised of detached single-family dwelling units in addition to over 400 townhouses. West of Covington lies Heather Ridge Apartments, one of four existing market-rate multifamily buildings in the master plan area, which was constructed in 1987 and includes 324 multifamily units.

MD 450 (ANNAPOLIS ROAD)

MD 450 (also known as John Hanson Highway, and called Annapolis Road within the master plan area) is a state highway that runs east-west from the Town of Bladensburg in western Prince George's County, to near Arnold, Maryland in Anne Arundel County.

The master plan area's MD 450 corridor runs from Hillmeade Road on the western end to MD 3 on the eastern end. On the western end of the corridor, to the west of MD 197, is an area of primarily single-family residential homes with a small portion of neighborhood retail. Lidl is one of five grocery stores located along the corridor and was built in 2018 with 31,000 square feet. To the north of Lidl lies a small selection of neighborhood retail which includes tenants such as CVS, Texas Roadhouse, and Baskin Robbins.

The corridor's eastern end contains more single-family residential neighborhoods in addition to Bowie High School, a public high school with a total student body of more than 2,500 students. To the east of Bowie High School is Free State Shopping Center, a 264,000 square-foot retail center renovated in 2006. Anchor tenants within the shopping center include Giant, Office Depot, Ross Dress for Less, and TJ Maxx. Directly south of Free State Shopping Center is Bowie Marketplace, a 135,000-square-foot retail center built in 2016. Anchored by Harris Teeter, the shopping center is a \$22 million redevelopment of the old Marketplace shopping center and features several restaurants and other retail businesses. Hilltop Plaza Shopping Center is the third retail center west of MD 197 and is anchored by MOM's Organic Market and Aldi grocery stores. The shopping center was renovated in 2011 and comprises 186,000 square feet of retail space.

Within the master plan area, MD 450 forms a link between Bowie Local Town Center and the established communities to the west, including the Mitchellville subdivision. MD 450 is considered a principal arterial.



Source: M-NCPPC.

US 301 near Trade Zone Avenue.

US 301/MD 3 (CRAIN HIGHWAY)

The master plan area's US 301/MD 3 corridor runs from the intersection of MD 450 at the northern end, down to the intersection of Leeland Road at the southern end. The northern end of the corridor is largely comprised of forested land and is home to Whitmarsh Park, which includes a playground, baseball field, football field, community theater, and biking trails. The planned Melford Town Center—a 466-acre mixed-use community that will include 1,500 multifamily units, 140 senior living units, 300 townhouses, 260,000 square feet of office, 85,000 square feet of retail, and three hotels—is located northeast of intersection MD 3 and US 50. South of Melford Town Center is Bowie Town Center, which is home to the largest concentration of retail in the master plan area. Bowie Town Center largely consists of big-box anchor tenants with large surface parking lots. As well as automobile dealerships, restaurants, and fast-casual dining options.



Source: M-NOPPC.

Houses along Belair Drive in Belair at Bowie, a Levittown subdivision built in the 1960's.

Established Communities

Established communities are the neighborhoods, municipalities, and unincorporated areas located outside of designated centers of development and growth. Established communities comprise over 26,030 acres in the master plan area.

The corridors and focus areas described in this report serve the residents living in established communities. This report also profiles established communities to analyze existing conditions here and consider how these conditions could be supported or enhanced through the improvement of the corridors and focus areas described above. Plan 2035 calls for reducing the development pipeline in existing communities, in favor of concentrating more growth in local and regional centers.

Rural and Agricultural Areas

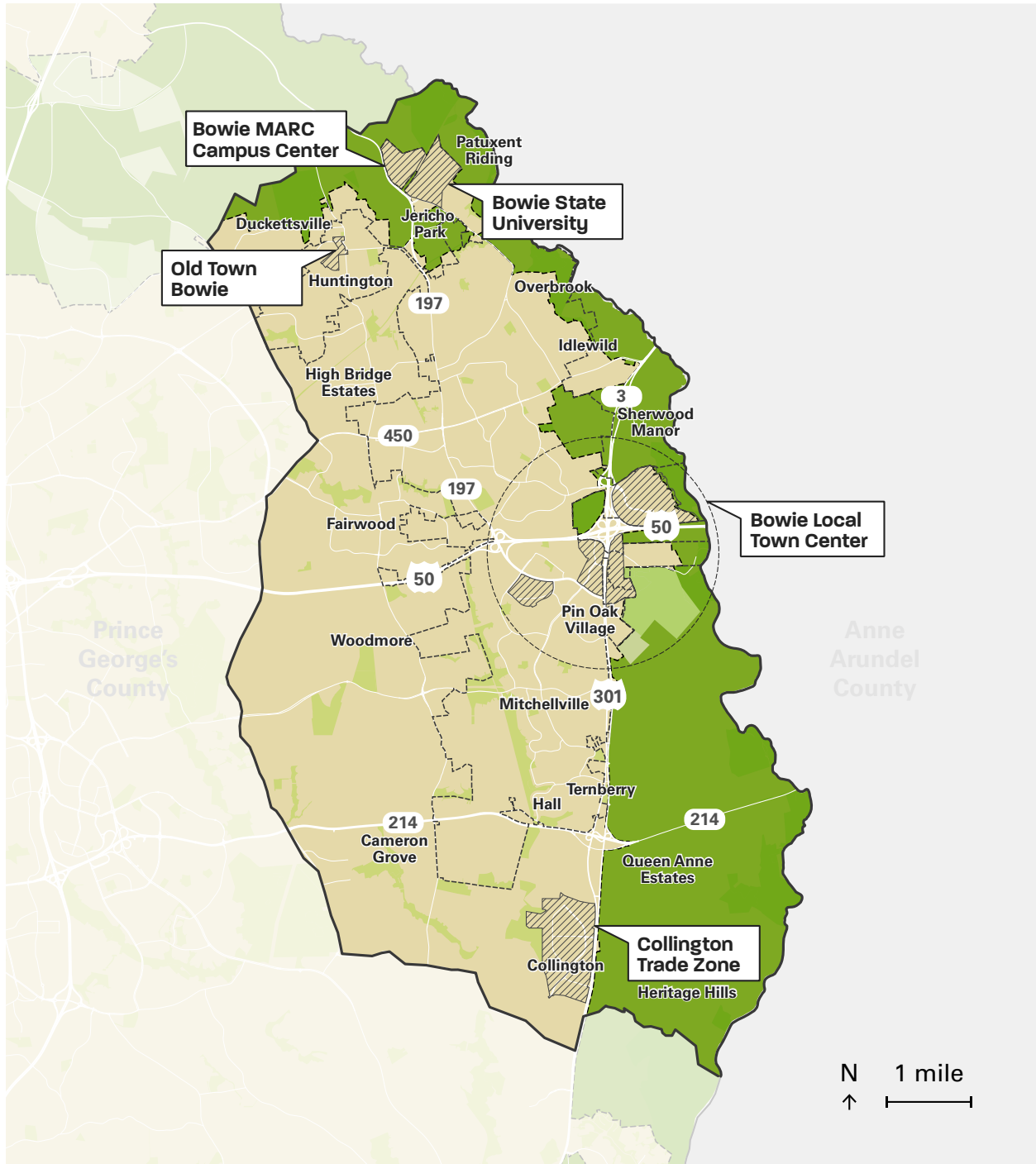
Prince George's County has over 85,590 acres of Priority Preservation Areas, areas containing significant rural and agricultural land designated for preservation by the County in accordance with Maryland House Bill 2 (HB2), the Agricultural Stewardship Act of 2006. In the master plan area, there are over 11,560 acres of rural/agricultural land. This represents about 31 percent of the total area. Much of the master plan area east of US 301 (Crain Highway Corridor) is the County's

designated Rural and Agricultural Area. Plan 2035 calls for preserving existing rural and agricultural areas and all open space. Public water and sewer service is not recommended in these areas. This preservation is a parallel effort to the reduction of suburban sprawl in Bowie-Mitchellville and Vicinity, and the master plan area's environmental and public health objectives.

In keeping with the planning framework from Plan 2035, this report considers all land outside of the County's growth boundary to be rural/agricultural preserve—this equates roughly to all land to the east of US 301 in the master plan area. The growth boundary is shown in Map 9: Growth Boundary in Bowie-Mitchellville and Vicinity.

Note that in Map 9. Growth Boundary in Bowie-Mitchellville and Vicinity, the "other area within growth boundary" indicates land that falls within the County's rural tier but does not fall within the Priority Preservation Area.

Map 9. Growth Boundary in Bowie-Mitchellville and Vicinity



Growth Boundary

--- Growth Boundary

■ Priority Preservation

■ Existing Communities Outside Growth Boundary

■ Other Area Within Growth Boundary*

□ City of Bowie

*Area falls within the County's Rural and Agricultural Area but does not fall within the Priority Preservation Area.

Sources: GIS Data Catalogue, Prince George's County Planning Department.

