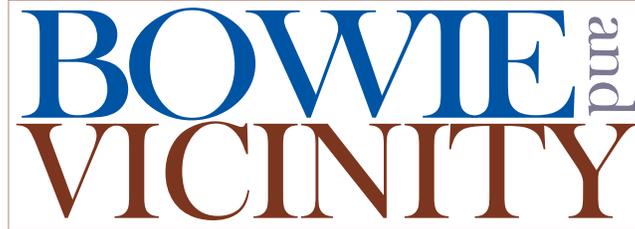


Approved Master Plan & Sectional Map Amendment



Community Character Element

This chapter addresses community character in terms of economic strengths and opportunities in the master plan's mixed-use activity centers: Bowie Regional Center, Old Town Bowie, Bowie Main Street, West Bowie Village, and Pointer Ridge. It provides policies and strategies for promoting historic preservation within the Bowie and Vicinity Master Plan and SMA area. In addition, it provides strategies for preserving the scenic qualities of specific roads. Although preserving the scenic characteristics of roadways is discussed in furtherance of General Plan goals in the Rural Tier section, historic and scenic roads also exist in the Developing Tier and often contribute significantly to the character of the surrounding communities.

Economic Development

Vision: Development is an efficient use of existing infrastructure and investment. Quality development at designated centers bolsters employment opportunities, per capita income, average wages per job, property values, and the assessable tax base of the county and the City of Bowie.

Background: Reflecting regional market trends, economic development in the Bowie vicinity is positive. Experiencing significant residential and commercial activity, real estate development and employment markets are strong. Most recent activity has been high-quality development.

The Bowie vicinity is experiencing strong job growth. It is home to an estimated 1,700 business establishments with approximately 20,000 employees. These 2004 estimates represent approximately seven percent of all establishments in Prince George's County and six percent of all employment. In comparison to the county, the area's labor force per capita earnings and household median incomes are high and increasing.

Given its proximity to the major employment centers in the metropolitan area and its access to the region's transportation network, the area's resident population is also expected to increase at a steady rate. New residential activity is expected to be of increasing value in relation to activity in the remainder of the county.

The retail sector is expanding. Regional retail activity in the area is concentrated at Bowie Town Center and Bowie Gateway Center. Proposed retail centers associated with new housing developments include Fairwood (117,000 square feet) and Karington (300,000 square feet). The regional concentration and development of new retail centers in the area have significantly increased the level of market competition for the area's existing commercial centers.

The economic development and continuing vitality of the existing commercial centers are constrained by a number of market factors. Like many older commercial centers across the nation, commercial centers identified in the master plan (Bowie Main Street, West Bowie Village, Pointer Ridge) are challenged by deteriorating infrastructure, underutilized land parcels, inappropriate uses, new and larger format retail competition, and poor connections to adjacent neighborhoods and other commercial centers.

These mature commercial areas have an opportunity to reposition themselves to attract quality development, retain and upgrade existing businesses, capitalize on

transportation access, and provide opportunities for attractive mixed-use development. Strong future retail competition in the secondary marketplace will demand that the centers increase their attractiveness within their primary markets. One way to attract potential employers and boost sales activity is to increase the size of the primary or local population. Unlike suburban retail environments, mixed-use neighborhoods possess a critical mass of at-place residents directly above or within easy walking distance of employment and retail opportunities. Residential activity proximate to or within existing centers would help build a more appealing critical mass of potential employees and patrons for existing and new business establishments.

Goals

- Provide for the efficient use of existing infrastructure and investment.
- Encourage quality development at designated centers to increase employment opportunities, per capita income, average wages per job, property values, and the assessable tax base per capita.
- Encourage mixed-use environments in designated centers that provide diverse retail and employment opportunities to increase the jobs-to-housing ratio and meet countywide economic development goals.

Policy 1: Maintain and enhance the mixed-use areas of Bowie and Vicinity.

Strategies: In the Bowie Regional Center, local mixed-use activity centers, and other appropriate mixed-use areas, acknowledge development opportunities and constraints and reflect these realities in the land use concept for each area.

Melford

The primary emphasis of the overall development at Melford (formerly the Maryland Science and Technology Center) is on employment. Site development should maximize employment opportunities so Melford becomes a major employment and mixed-use venue in the county. Zoning and neo-traditional design provides for a mixed-use environment at Melford to diversify economic development opportunities, consistent with public facilities requirements. This mix of uses may include: office, research and development, educational, governmental, moderate density residential, retail

(oriented toward serving the workers and residents of the area), hotel and conference center. Protection of environmentally sensitive areas along the Patuxent River, the ponds, the designated historic site of Melford, and its location at the MD 3/US 50/US 301 interchange offer unique opportunities for developing and marketing the site.

Bowie Regional Center

The plan envisions the Bowie Regional Center as a major regionally marketed mixed-use employment area and destination that provides an integrated mix of opportunities to live, work, shop, and play. A substantial amount of commercial and residential development has already taken place. The strong retail market that has been established has helped the center achieve a regional identity.

The Center is envisioned as evolving into a major multimodal transportation hub provided there is coordinated and careful planning of needed multimodal cross-county transportation improvements that will accommodate the development and redevelopment opportunities that this center offers. The center has the potential to provide opportunities for transit-oriented and transit-adjacent development and redevelopment that should be designed and oriented to encourage and maximize transit use and facilitate economic development.

The Regional Center is located between three major transportation facilities—two freeways (US 50 and US 301) and a major arterial, MD 197—that provide excellent access to and visibility for the center. The existing major road network also serves as a useful base for an expanded future transit network that will provide multimodal travel options to and within the center. The plan recognizes that complete redevelopment of the entire center, and development of the transit service network needed to support it, could take up to ten years. Sufficient parking for additional development, particularly during this interim period, will pose a planning and implementation challenge that requires innovative solutions. Additional mixes of transit-oriented retail, office, residential, and hotel uses are envisioned as the market changes or responds to the implementation of the vision for the center. However, careful planning will be needed to ensure both compatibility with the surrounding neighborhoods, and multimodal connectivity between development and the transportation improvements, other services and amenities. Further, implementation of the transportation improvements needed to accommodate and attract the desired development in the regional center will need to be closely coordinated with implementation

of both the Countywide Master Plan of Transportation and each succeeding transit service and operations plan.

The boundaries established for the Bowie Regional Center in this plan are focused on three areas; one of these areas will become the future transportation hub of the planning area. This plan recommends a new sector plan when the location of this transportation hub can be determined. The future sector plan should consider limiting the size of the Bowie Regional Center based on five- and ten-minute walking distances from this future transportation hub. At that time, the sector plan should recommend the appropriate zoning to achieve a major mixed-use activity center, as well as a transportation-accessible destination providing diverse and spatially integrated opportunities to live, work, shop, and play.

Old Town Bowie

The character and charm of Old Town Bowie is its small scale and atypical entrepreneurial orientation. Its market niche assets include its pedestrian scale, historic character and location, uniqueness, and its existing antiques and collectible shops. Constraining development in Old Town Bowie are current low retail sales and capture rates, low weekday activity, limited visibility, access issues, and small parcel sizes.

With its strengths and its desire for preservation, Old Town Bowie has the potential to enhance the existing specialty retail and eating/drinking components. The success of existing establishments suggests it is already a recognized destination for these sectors. Additional antique, collectible, craft, and gift retailers would increase the area's level of recognition and attractiveness as a unique retail destination. More eateries could further enhance the environment and prolong destination trips. Potential diners could be attracted by eating and drinking options and the ability to shop both before and after their meals.

Given the nature of the retail and built environment, mixed-use buildings with residential units above and ground floor specialty retail would be context appropriate and market supportable. Small-scale neighborhood services (e.g., health and personal care) would also fit into the existing village fabric.

Bowie Main Street

The Bowie Main Street (MD 450 Corridor) commercial center has a number of strengths, including high visibility and access, proximity to educational, civic, and cultural facilities, strong retail sales, the infusion of retail investment, and land assembly. Given the underserved senior housing and empty-nester markets

in the area, the potential for mixed-use residential development is strong. Constraints include new retail competition (e.g., Bowie Town Center), the lack of a coherent market niche or theme, disconnected retail nodes, and traffic patterns.

Since Bowie Main Street cannot compete directly with Bowie Town Center on the regional level, it must establish its own identity or market niche. Revitalized grocery stores and the introduction of additional civic uses (e.g., governmental, recreation) would help achieve this objective by providing new activity generators. Grocery-anchored properties continue to make up the majority of U.S. retail space. Given the nature of the existing built environment, a mix of uses could enhance future development. They are considered the least economically sensitive retail format and hold up extremely well during economic downturns. Any long-term revitalization of this area must provide a plan that will allow for the phasing of redevelopment and intensification.

West Bowie Village

The realignment of MD 450 away from West Bowie Village is expected to have a significant impact upon vehicular traffic, visibility, retail sales, and, ultimately, business retention. Successful economic revitalization of West Bowie Village will require enhanced connectivity to reduce the isolation of the mixed-use activity center. Residential and mixed-use development in the area presents an opportunity for the automobile-oriented village to re-create itself as a more neighborhood-oriented retail and professional services center. An enhanced pedestrian and bike path network, providing access to Bowie Main Street and adjacent residential neighborhoods, will help reduce the isolation of West Bowie Village and promote reinvigoration of the area.

Growth in single-family housing in the primary market area could be complemented with higher density multifamily development more directly oriented toward the retail node. In addition to increasing the residential critical mass within the primary market area, townhouse live/work units designed for home-based professional and business services could attract telecommuters while incubating small employers.

A proactive marketing, merchandising, and public investment program should also be implemented to serve existing businesses. Efforts to retain these merchants could include a revolving loan program, façade improvement grants, “Main Street”-type services, and public sector outreach.

Pointer Ridge

The economic development potential of the existing commercial center is regionally constrained by the concentration of retail activity to the north on US 301, the high-speed nature of through traffic, and a limited primary residential market in part a result of the low-density Rural Tier development to the east. Opportunities include frontage along US 301, high traffic counts, visibility, the residential attractiveness of the rural setting to the east, and possible mixed-use and senior/age-restricted residential development.

Given the large format retail offerings to the north, the Pointer Ridge Mixed-Use Activity Center should diversify its uses by adding at-place employment and senior housing. The commercial center has redevelopment potential to expand employment by adding office space. Modest office development of two to three stories could be congruent with the scale of the area while adding to the daytime population and shortening commute times for residents and employees. Senior and age-restricted housing could expand the residential market and allow long term residents to age in place. Additional retail integrated with this residential development could eventually be introduced on the larger Amber Ridge site as part of a pedestrian-friendly environment.

Policy 2: Attract new employment opportunities to the planning area to improve the balance of jobs to housing, enhance the tax base, reduce vehicle miles traveled to jobs, provide at-place employment, and support public investment in transit.

Strategies:

1. Compatible commercial development, employment uses and mixed-use development, including live-work dwelling units, should be promoted in the Bowie Regional Center, all mixed-use activity centers, and other appropriate areas. The Bowie Regional Center is a defined Center per the General Plan, and is therefore more important than the four mixed-use activity centers from a policy perspective.
2. Auto service centers or related commercial uses should be directed to highway-oriented sites located on the periphery of the community.
3. Strip commercial development, particularly single-use or pad site configuration, is discouraged. Commercial development should be located in planned or designated centers rather than on isolated, scattered sites, and redevelopment of older centers is encouraged.
4. Existing commercial centers should be preserved, rehabilitated or redeveloped.



The main block of the Belair mansion was built in the 1740s for Samuel Ogle, provincial governor of Maryland, and was the country home of his son Benjamin Ogle, State Governor from 1798 to 1801. It is now the centerpiece of the residential community of Bowie.

Historic Preservation

Vision: Historic properties are appreciated and valued as important elements of the county’s cultural heritage. Historic sites and resources are protected as properties surrounding them are developed and preserved through consistent application of the Historic Preservation Ordinance. Historic property owners are stewards of the architectural and historic character of their properties.

Background: The 1992 *Prince George’s County Historic Sites and Districts Plan* describes the county’s historic preservation program and identifies historic sites, historic resources, and potential historic districts listed in its inventory of historic resources. The Historic Sites and Districts Plan also recommends that historic resources be evaluated to determine whether they meet the criteria for designation as individual historic sites or as contributing to historic districts. Historic sites undergo an architectural review process, known as the historic area work permit process, for any exterior alterations or new construction. These properties may qualify for county, state and/or federal tax credits for rehabilitation.

Goals:

- To protect and preserve historic properties in the master plan area.
- To identify, evaluate, and designate historic resources and historic survey properties that meet the criteria of the Historic Preservation Ordinance.
- To recognize historic properties for their historical, archeological, and architectural significance to the community and the county.
- To educate property owners about the history of the area and about appropriate conservation and rehabilitation of their properties.

Policy 1: Protect historic resources in the master plan area by ensuring that provisions of the Historic Preservation Ordinance are uniformly implemented; ensuring that zoning regulations encourage retention of historic resource settings and protection from adverse effects of incompatible land uses; and ensuring that building codes are interpreted with sensitivity through close coordination throughout the permit process

between staff of the Department of Environmental Resources, staff of the Historic Preservation Commission, and owners of historic resources.

Strategies:

1. Integrate historic sites and historic districts into the fabric of the master plan area.
2. Encourage stewardship of historic sites and historic resources.
3. Encourage superior quality design of infill development to complement existing site patterns and architectural styles of historic neighborhoods.
4. Ensure preservation of the environmental settings and timely restoration and use of two designated historic sites: 74A-18 Bowieville and 71B-16 Melford.
5. Encourage support for the preservation and restoration of 71B-2-23 Knights of St. John Hall.
6. Amend the Zoning Ordinance and Subdivision Regulations to require that buffer areas be extended around historic sites.
7. Encourage the designation of historic districts to provide a means of assuring design review in historic areas.

Policy 2: Provide an updated inventory of historic resources for the master plan area. (See Map 12, Historic Sites and Resources, on page 63.)

Strategies:

1. Update the *Historic Sites and Districts Plan* to incorporate the following changes:
 - a. Designate the following as Historic Sites:
 - (1) 71B-002-23 (Knights of St. John Hall)
 - (2) 74B-006 (Carroll Chapel and Cemetery)
 - (3) 74B-012 (Queen Anne Bridge)
 - b. List the following property as an Historic Resource:
 - (1) 71A-022-4 (Noble Strother House)
 - c. Delete the following from the Inventory of Historic Resources because they no longer exist:
 - (1) 71A-011 (Site of Bowie Cemetery)
 - (2) 71A-014 (Bowie-Arnold House)
 - (3) 74A-013 (Site of Hill Tenant House)
 - d. List the following properties as “Documented Properties Not Included in the Inventory of Historic Resources” in Appendix L of the Historic Sites and Districts Plan:
 - (1) 71A-006 (Concrete Railroad Bridge)
 - (2) 71A-016 (Collington Rosenwald School)
 - (3) 71A-043 (Eugene Roberts House)
 - (4) 71B-002-02 (Frank B. Luers House)
 - (5) 71B-002-04 (Joffe Store)
 - (6) 71B-002-14 (William Luers House)
 - (7) 71B-011 (Jacob Seitz House)
 - (8) 74B-029 (Mills Property)
 - (9) 71B-12 (Bernard Luers House)



D.S.S. Goodloe House, circa 1916, designed by African-American architect John A. Moore for Don S.S. Goodloe, first principal of the Maryland Normal and Industrial School (now Bowie State University).

2. Initiate further survey work to add to the building types in the county inventory to include more buildings over 50 years old that are representative of early twentieth century building forms. This survey work should focus on social and recreational themes to include buildings and communities associated with multicultural and ethnic groups:
 - a. “Modern” architecture including Art Deco and Art Moderne.
 - b. Planned communities such as the original Levitt homes.

Policy 3: Prepare cemetery preservation guidelines to assist property owners and developers in cemetery preservation and maintenance.

Strategies:

1. Evaluate the following cemetery resources for possible listing as historic sites:
 - a. 71A-12 Magruder cemetery—4925 Smithwick Lane, Bowie.
 - b. 74B-4 Peach cemetery—Between 2804-2808 Arden Forest Lane, Bowie.

Policy 4: Increase public awareness and appreciation of the county’s cultural heritage as well as of historic sites and resources.

Strategies:

1. Expand educational programming on the importance of preserving historic resources:
 - a. Diversity programming at the M-NCPPC-owned historic sites should appeal to wider audiences and increase the use of these properties as educational and recreational resources.
 - b. Established school-system curricula should be modified to engage a wider cultural base.
2. Promote contributions made by all ethnic groups and cultures in celebrations of the county’s multicultural heritage.
3. Strengthen community identity by interpreting the rich history of individual buildings and communities through signage and educational programs.
4. Provide workshops on architectural styles and rehabilitation techniques.
5. Encourage the City of Bowie to create a heritage plaza near the site of the original Levitt homes on MD 450, west of Bowie Main Street, to educate and highlight the unique history of the development as a Levitt & Sons planned community.

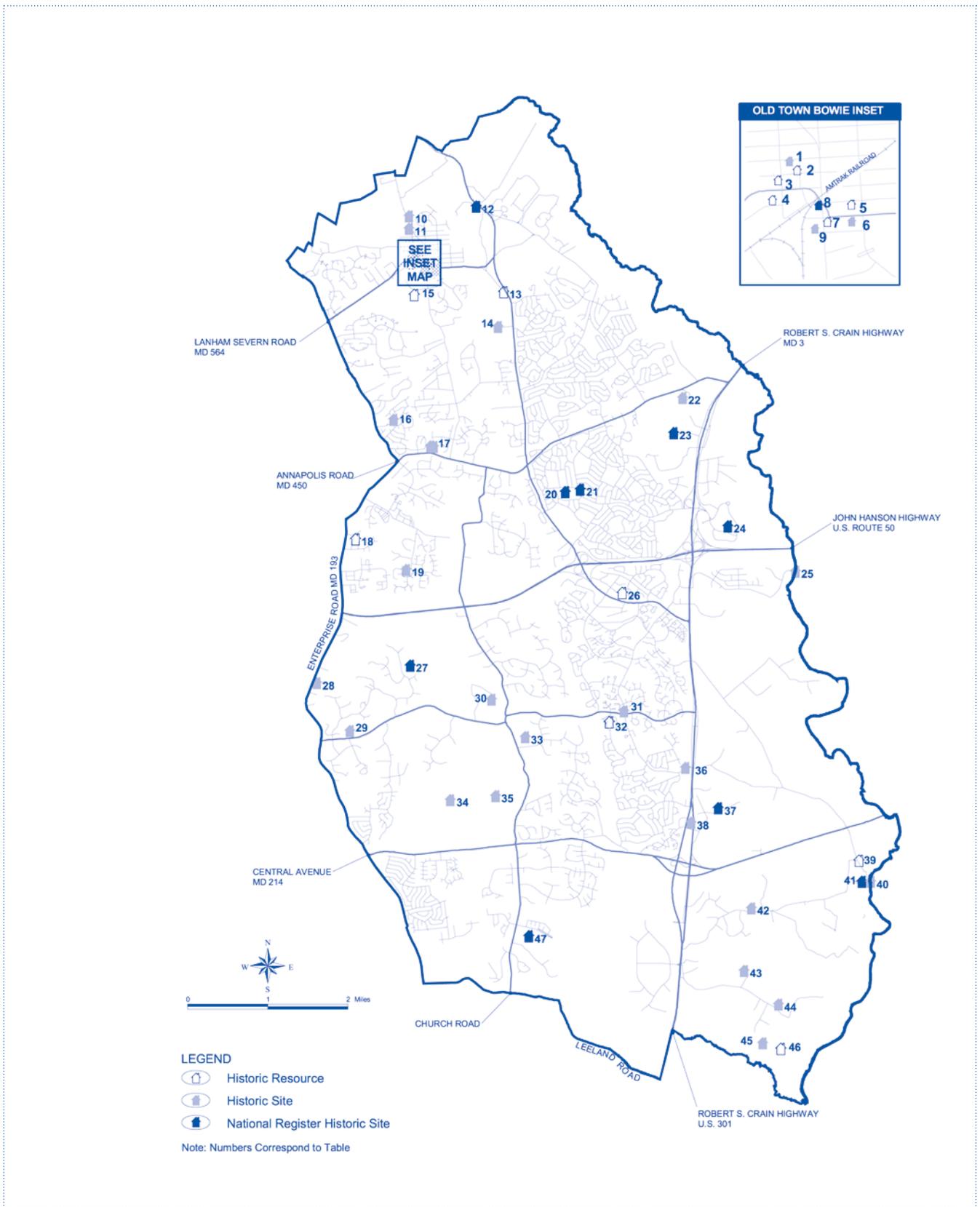


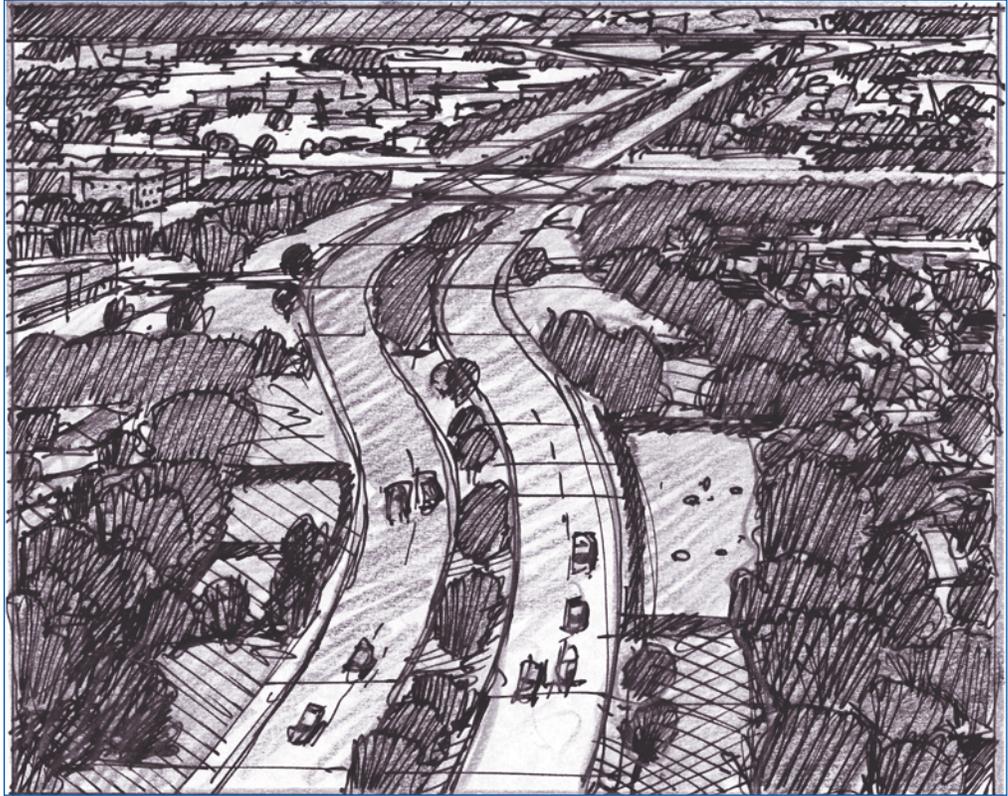
Melford, circa 1840s, a brick plantation house, is distinguished by a semicircular bay and a parapetted double chimney.

Historic Preservation List

Table 7

Map Number	Historic Name	Inventory of Historic Resources Number	Classification
1 (OTB)	Straining House	71B-002-01	Historic Site
2 (OTB)	St. James Chapel	71B-002-05	Historic Resource
3 (OTB)	Harmon-Phelps House	71B-002-08	Historic Resource
4 (OTB)	William Lures House	71B-002-14	Historic Resource
5 (OTB)	Frank Lures House	71B-002-02	Historic Resource
6 (OTB)	Ryon House	71B-002-03	Historic Resource
7 (OTB)	Joffe Store	71B-002-04	Historic Resource
8 (OTB)	Bowie Railroad Buildings	71B-002-09	Historic Site
9 (OTB)	Knights of St. John Hall	71B-002-23	Historic Site
10	Albert Smith House	71A-002	Historic Site
11	Ingersoll-Muller House	71A-003	Historic Site
12	DSS Goodloe House	71A-030	Historic Site, National Register
13	Concrete Railroad Bridge	71A-006	Historic Resource
14	Fair Running	71B-015	Historic Site
15	Nobel Strother House	71A-022-04	Historic Resource
16	Boyden House	71A-034	Historic Site
17	Holy Trinity Church, Cemetery and Rectory	71A-009a/b	Historic Site
18	Magruder Cemetery	71A-012	Historic Resource
19	Fairview and Cemetery	71A-013	Historic Site
20	Belair Mansion and Cemetery	71B-004	Historic Site, National Register
21	Belair Stables	71B-005	Historic Site, National Register
22	Sacred Heart Church, Whitemarsh & Cemetery	71A-019	Historic Site
23	Williams Plains	71B-003	Historic Site, National Register
24	Melford	71B-016	Historic Site, National Register
25	Governors Bridge	74B-001	Historic Site
26	Enfield Chase Site	71B-006	Historic Resource
27	Pleasant Prospect & Outbuildings	74A-006	Historic Site, National Register
28	Locust Grove/Slingluff House	74A-002	Historic Site
29	Holy Family Church & Cemetery	74A-004	Historic Site
30	Mount Oak	74A-008	Historic Site
31	Mitchellville Store Site & Storekeepers House	71B-007	Historic Site
32	Mitchell Cemetery	71B-008	Historic Resource
33	Mullikin's Delight & Cemetery	74A-010	Historic Site
34	Partnership and Cemetery	74A-015	Historic Site
35	Seton Belt Barn	74A-014	Historic Site
36	Carroll Chapel	74B-006	Historic Site
37	Hamilton House	74B-007	Historic Site, National Register
38	Mulliken House, B. D./Harwood Hall	74B-009	Historic Site
39	Hopkins House	74B-011	Historic Resource
40	Queen Anne Bridge	74B-012	Historic Site
41	Hazelwood	74B-013	Historic Site, National Register
42	Mount Nebo A.M.E. Church & Cemetery	74B-010	Historic Site
43	Goodwood	74B-014	Historic Site
44	Clagett House at Cool Spring Manor	74B-015	Historic Site
45	Elliott-Beall House	74B-016b	Historic Site
46	William Wells House	74B-016a	Historic Resource
47	Bowieville	74A-018	Historic Site, National Register





An illustrative sketch showing Church Road improved with a tree-lined median to enhance its scenic and park-like character.

Scenic And Historic Roads

A scenic road is a public or private road, designated by the County Council, which provides scenic views along a substantial part of its length through natural or manmade features, such as forest or extensive woodland, cropland, pasturage, or meadows; distinctive topography, including outcroppings, streambeds or wetlands; traditional building types; historic sites; or roadway features such as curving, rolling roadway alignment and “leaf tunnels.” A historic road is a public or private road, designated by the County Council, which has been documented by historic surveys or maps, and which maintains its historic alignment and historic landscape context through views of natural features, historic landscape patterns, historic sites and structures, historic farmstead groupings, or rural villages. Rural roads are county roads in the Rural Tier designated in Prince George’s County.

Vision: Scenic and historic characteristics of roads are preserved in accordance with design guidelines that provide for necessary road improvements without compromising the valuable contribution of these roads to the community character.

Policy 1: Scenic vistas along the transportation network are maintained and protected.

Strategies:

1. Amend the application submittal requirements in the Zoning Ordinance to require an applicant to identify rural, scenic, or historic roads designated in the master plan.

2. Adopt design guidelines for rural, scenic, and historic roads to be used by county agencies in evaluating development proposals. These design guidelines may include the following:

- a. Avoid excessively wide roadways and limit use of paved shoulders;
- b. Maintain the alignment of existing roads and require that new roads follow the natural topography to the greatest extent possible;
- c. Use vegetated drainage swales instead of raised curbs and gutters, if needed;
- d. Retain natural buffers or re-create natural buffers where they do not exist;

- e. Eliminate the placement of septic fields within 50 feet of the edge of the road right-of-way;
 - f. Construct fences along the roadway as low, open and horizontal structures using wood or other natural materials;
 - g. Avoid large subdivision entrance features and signs;
 - h. Limit the number of driveway entrances onto the roadway.
3. Designate the following roads in the master plan area as scenic:

- a. Queen Anne Road
- b. Queen Anne Bridge Road
- c. Mill Branch Road
- d. Woodmore Road
- e. Church Road
- f. Mount Oak Road

In addition, designate the following roads as historic:

- g. Governor Bridge Road
- h. Mill Branch Road
- i. Oak Grove Road
- j. Watkins Park Road



Scenic road in the Developing Tier.

