

**Attachment G:**

**ULI TAP Briefing Book**

# BRIEFING BOOK

prepared for the

**BOWIE STATE MARC STATION  
URBAN LAND INSTITUTE  
WASHINGTON DISTRICT COUNCIL  
TECHNICAL ASSISTANCE PANEL**

September 2011



**BOWIE STATE MARC STATION DEVELOPMENT BOARD  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION**



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# LIST OF SPONSORS

Bowie State MARC Station Development Board

Prince George's County Council

Prince George's County Planning Department, The Maryland-National Capital Park and Planning Commission

# THE ASSIGNMENT

## Bowie State MARC Station Development Board

The Bowie State MARC Station Development Board (referred to hereafter as the “Board”) consists of 13 members appointed by the Prince George’s County Council in February 2011, by Resolution CR-5-2011, to help implement the recommendations of the 2010 *Approved Bowie State MARC Station Sector Plan and Sectional Map Amendment*. Its members represent public, private, and University interests. The Board is staffed by the Council Administrators Office and the Prince George’s County Planning Department.

The Board is tasked with crafting recommendations for the future of approximately 219 acres of county-owned land located adjacent to the Bowie State MARC Station and Bowie State University. [The 219 acres comprise the majority of the 243.5-acre study area—the subject matter of this Technical Assistance Panel (TAP) (see page 7)]. The Board’s charge includes refining the development and phasing program proposed by the approved sector plan and identifying potential funding sources and implementation strategies. The Board’s efforts will support the preparation of a Request for Developer Interest (RFI) and/or Qualifications (RFQ) in late 2011/early 2012.

To assist with formulating its recommendations and determining the overall economic feasibility of the sector plan’s proposed development program, the Board, at its regularly scheduled meeting on June 6, 2011, decided to engage a TAP from the Urban Land Institute-Washington District Council.

### Questions to be Addressed by the TAP

The Board has requested the TAP to address the following questions.

#### Development Program for the Center

1. The approved sector plan recommends future uses for each of the three focus areas (neighborhoods) within the proposed development center at the Bowie State MARC Station. Given current and projected short-range market conditions and the University’s expansion timeline (in terms of both its physical campus and academic programs), which land use elements should be the highest priority for the initial implementation phase? Which elements of the plan can serve as catalysts to influence future development phases?

2. The approved sector plan recognizes that the ultimate development of the center, together with the expansion of Bowie State University, will occur over the long term and through multiple phases based on market conditions and public and private financing availability. How should the phasing of the center proceed?

3. The recommended development programs for the three focus areas that will form the future center include a range of opportunities for new residential development. Which residential development types should be a high priority? Can proposed residential development capture future residents from the surrounding community and the University faculty and student populations? Will there be opportunities for private developers to form partnerships to pursue residential opportunities that will appeal to a range of households?

4. The plan recommends that future office space be constructed that could serve a wide range of both University and private sector tenants, including office space for research and development. What will be the short and long range feasibility of developing office space for research and development and related uses? What is the feasibility of private sector office space development that can also serve the needs of the University, including future academic offices, classrooms and laboratories? Are there successful local and regional examples? Would a government office (federal, state, or county) tenant be important to enhancing the feasibility of private office development?

5. The plan defines the potential for the center to provide space for a number of facilities that will serve the university student body, including a convocation center and fitness facility. What will be the feasibility for these facilities as potential joint University and private sector development projects? Will these facilities add value to the short and/or long range phases of development of the center?

6. The plan also proposes the addition of supporting retail, hospitality, and related space, including a 20,000 square foot grocery store. How should supporting retail space be addressed as part of a phasing plan for the center development? Will there be short-term potential for vertical mixed retail and residential development? At what phase in the development program should a grocery store be considered? When and what type of hotel development will be feasible for the center development?

#### Supporting Infrastructure

1. Significant public and private investments in infrastructure improvements will be necessary to support

the plan's development objectives. Many of those investments are identified by the sector plan's Action and Phasing Plan (see pages 114-118 of the sector plan). Which infrastructure investments will need to proceed and/or be concurrent with the initial phases of development? Which infrastructure investments should be funded by the public sector, private developers and/or the University? What will be the appropriate funding mechanisms to support infrastructure investment to support short- and long-range development?

2. The Plan recommends a number of improvements to the MARC station facility to increase accessibility and safety, support growth in transit ridership and intermodal connections, enhance the station's physical appearance and environment, and provide physical and visual connections between the University and the future community center. What, if any, are the opportunities for joint MARC and private development? If there are opportunities for joint development, how can those opportunities leverage station revitalization and improvements? How should those opportunities be pursued as part of the overall development phasing plan?

### **Public-Private Partnerships**

1. The Development Board will advise the County Council on the future disposition of the property that is proposed for development as a mixed-use community center. The Board is considering the structure of a Request for Developer Interest (RFI) and/or Qualifications (RFQ). What alternative structures and approaches should the Board consider in terms of issuing an RFI or RFQ? Should the Board consider issuing an RFI or RFQ for a master developer or for separate developers for each phase?

# THE SECTOR PLAN AREA

The Bowie State MARC Station Sector Plan and Sectional Map Amendment was approved by the Prince George's County District Council in 2010. The sector plan examined properties within approximately one-mile of the Bowie State MARC station, including 219 acres of county-owned land and Bowie State University (see Figure 1).

## Sector Plan Area versus Study Area

The sector plan covers 2,282 acres in northeastern Prince George's County and is anchored by the Bowie State MARC Station and Bowie State University. It was examined as a whole in 2008/2009 as part of the 2010 Bowie State MARC Station planning process.

The study area makes up approximately 243.5 acres of the sector plan area and includes 219 acres of county surplus property (see Figure 1 and page 7).

## History

The history of the sector plan area is closely linked to the growth of the City of Bowie, the development of Bowie State University, and the establishment of the Patuxent Research Refuge. The City of Bowie grew out of the Huntington subdivision, a small but important settlement platted in 1870 along the Pope's Creek Branch and Washington Branch rail lines. The subdivision was officially named Huntington when it incorporated in 1874, and renamed Bowie in 1916 in honor of its most prominent resident, Oden Bowie—the former Governor of Maryland and then President of the Baltimore and Potomac Railroad.

The origins of present-day Bowie State University date to 1865, when the Baltimore Association for the Moral and Educational Improvement of Colored People opened the first school in Baltimore, Maryland. The school was reorganized in 1883 and relocated to a 187-acre tract in Prince George's County (its current location) in 1914, at which time it began to be referred to as the Maryland Normal and Industrial School at Bowie. The school introduced a liberal arts program in 1963 and changed its name to Bowie State College. With the expansion and diversification of its educational offerings, the college became a university in 1988.

While the growth of Bowie State University and the City of Bowie has attracted residential and institutional development to the plan area, the Patuxent Research Refuge has served as a natural growth boundary to the north. The Research Refuge is one of over 540 refuges in the National Wildlife Refuge System administered by the U.S. Fish and Wildlife Service

and dedicated to the protection of wildlife and its habitat. Established in 1936, the refuge has expanded from 2,670 acres to its present size of over 12,840 acres, thus limiting development in the northeastern corner of Prince George's County and the southwestern corner of Anne Arundel County.

## Land Use

The plan area is distinguished by three seemingly divergent sets of features—a regional rail stop, a university, and a picturesque, rural character with abundant open space. Notably, the Bowie State MARC Station and Bowie State University have not undercut the area's rural setting, but have integrated into it. Continuing to balance these features, by facilitating the growth of the university while preserving the rural character of the area, will be critical to implementation of the plan area's vision.

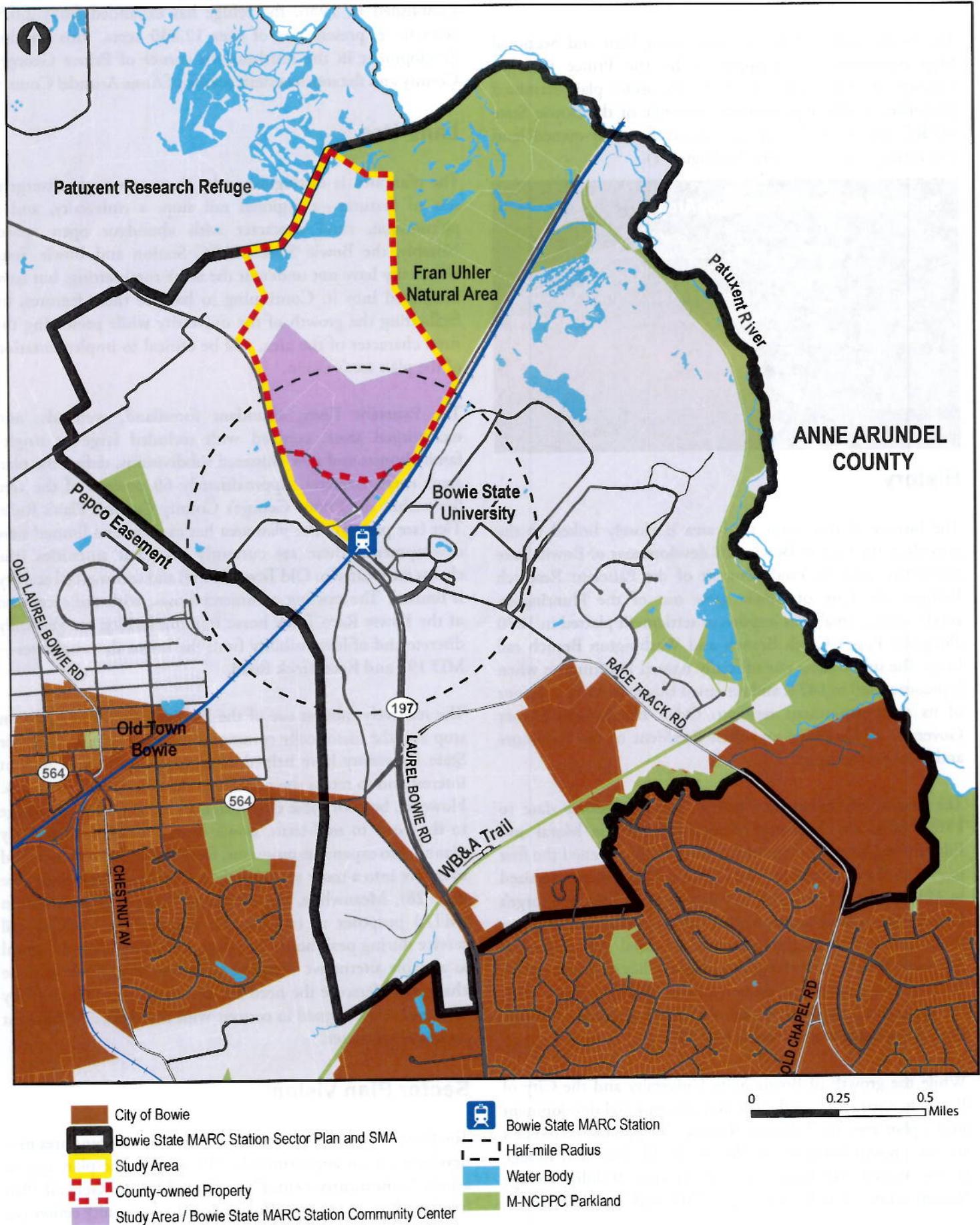
The Patuxent River, abundant forestland, wetlands, and recreational areas, coupled with secluded large-lot single-family homes and new clustered subdivisions, define the plan area's rural character. Approximately 69 percent of the area lies within the Prince George's County General Plan's Rural Tier (see page 5). The plan area has experienced limited new development. There are currently no retail amenities (the closest are located in Old Town Bowie) and commercial activity is limited. The existing commercial uses, with the exception of the Bowie Race Track horse training facility, are generally discrete and of low visibility from the major thoroughfares—MD 197 and Race Track Road.

The relatively modest use of the Bowie State MARC Station stop and the historically commuter-oriented nature of Bowie State University have helped to naturally curb development interest and to retain the prevailing character of the plan area. However, both of these circumstances are expected to change in the near- to mid-term. Bowie State University is actively planning to expand its programs, facilities, and enrollment and to evolve into a more traditional campus-based university (see page 28). Meanwhile, the Maryland Transit Administration (MTA) proposes to increase the frequency of MARC rail service during peak hours (see page 11), enhancing its appeal as a viable alternative mode of transportation. Both of these changes underscore the need for development to be carefully managed and designed in concert with the area's environment and rural character.

## Sector Plan Vision

The Bowie State MARC Station Sector Plan concentrates new development on approximately 119 acres in the plan area in a new “community center” as defined by the General Plan (see Text Box on page 5). The proposed community center is a

**Figure 1. Sector Plan and Study Areas**



set of vibrant neighborhoods with active, pedestrian-oriented streets and a small “college town” character at the heart of a broader picturesque, rural community.

### Relationship to the General Plan

The sector plan establishes development policies consistent with the intent and vision of the 2002 *Prince George's County Approved General Plan*. The General Plan places the sector plan area within two growth policy tiers—the Developing Tier and the Rural Tier. Approximately 31 percent of the sector plan area falls within the Developing Tier, which the General Plan envisions as an area of low to moderate-density suburban residential communities, distinct commercial centers, and transit-serviceable employment areas. Developing Tier growth policies emphasize a balance between the pace of development and the demand for adequate roads and public facilities, encouraging contiguous expansion of development where public facilities and services can be provided most efficiently. The remaining 69 percent of the sector plan area falls within the Rural Tier, in which the General Plan seeks to preserve large amounts of land for woodland, wildlife habitat, recreation and agriculture pursuits, and preservation of the rural character and vistas that now exist.

The sector plan also designated the boundaries of the new Bowie State MARC Station Community Center. The General Plan defines community centers as concentrations of activities, services, and land uses that serve the immediate neighborhoods near these centers. The centers typically include a variety of public facilities and service-integrate commercial, office, and some residential development and should be served by mass transit.

The center serves four inter-related functions. First, by providing neighborhood-oriented shopping, housing alternatives, and inviting public spaces within walking distance of Bowie State University and the MARC Station, it becomes a social focal point for the university and the surrounding community. Second, it promotes alternative modes of transportation by encouraging the use of the MARC Station transit hub, interconnected local trails, and enhanced sidewalks. Third, the center furthers the educational mission of Bowie State University by providing an opportunity for the university to expand its campus and accommodate new offices, classrooms, and public-private initiatives such as research, nursing, and laboratory school facilities. And fourth, its retail and office component creates economic opportunities for businesses to tap into unmet market demand driven by Bowie State University and provides economic generators to support the university's programs.

The center serves as a model for sustainable cost-effective development in the county by protecting sensitive ecological habitat, employing natural systems and low impact methods

to treat stormwater and wastewater, and using alternative sources of power.

Principal features of this plan include (see Figures 2 and 3):

- Well-defined and designed public streets that provide equally for vehicular traffic, transit, bicyclists, and pedestrians.
- Vibrant street-level retail that serves as a major attraction to university students/faculty/staff, residents, workers, and commuters.
- A fully integrated and accessible multi-modal transit system that promotes the use of Bowie State MARC Station and links its use to the university, Old Town Bowie, Bowie Town Center, and other points of interest.
- Traffic calming elements to enhance the safety of existing streets and improve connections between the university and adjacent neighborhoods.
- An enhanced trails network linking the university and the Bowie State MARC Station to Old Town Bowie, the Fran Uhler Natural Area, and the Washington, Baltimore and Annapolis Trail (WB&A).
- Innovative and sustainable stormwater and wastewater management techniques.
- Preserved open space.
- A land use plan, design guidelines, and phasing and implementation strategies to carry the vision to fruition.

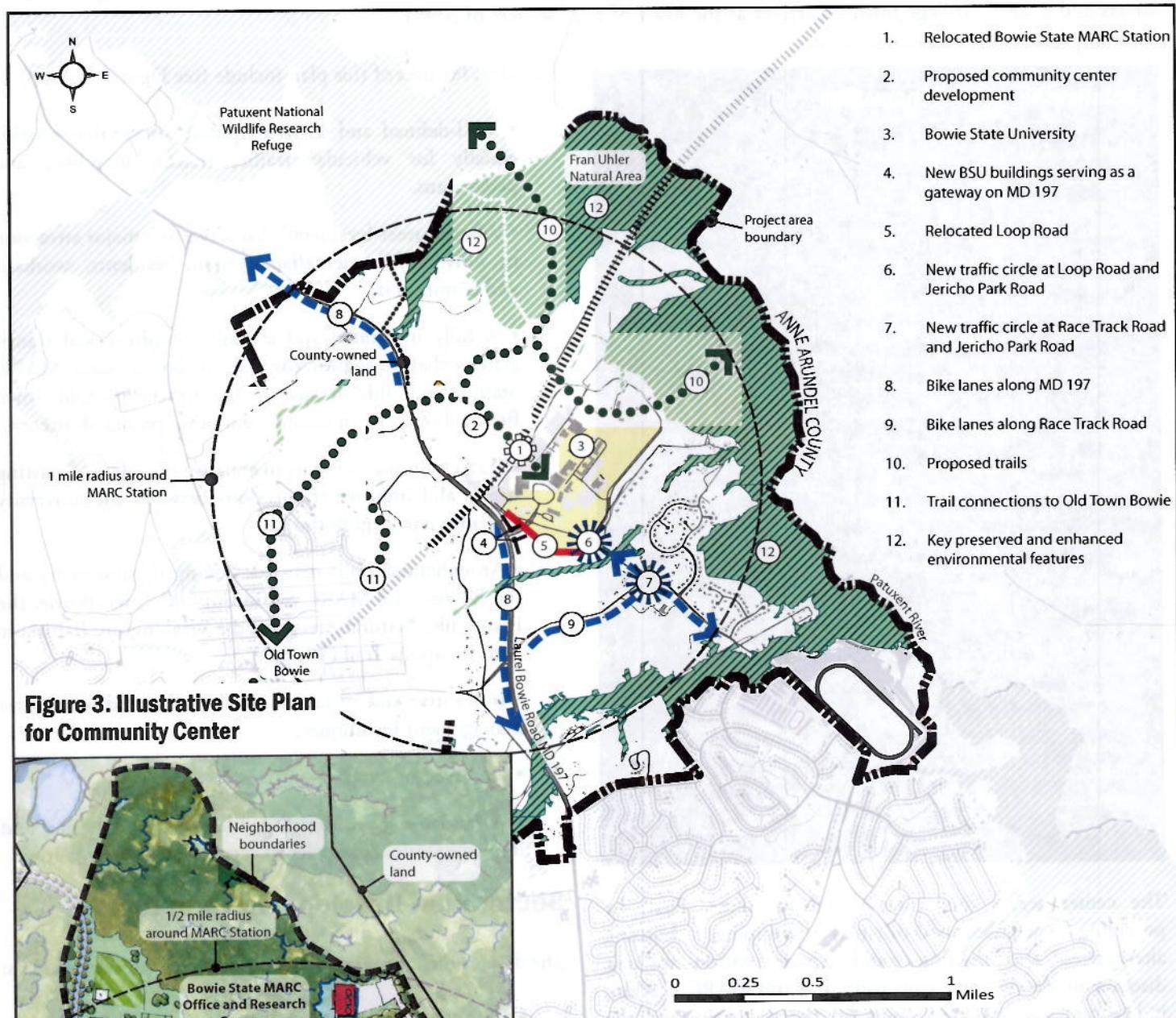
### Sector Plan Development Program

The development program for the community center proposes:

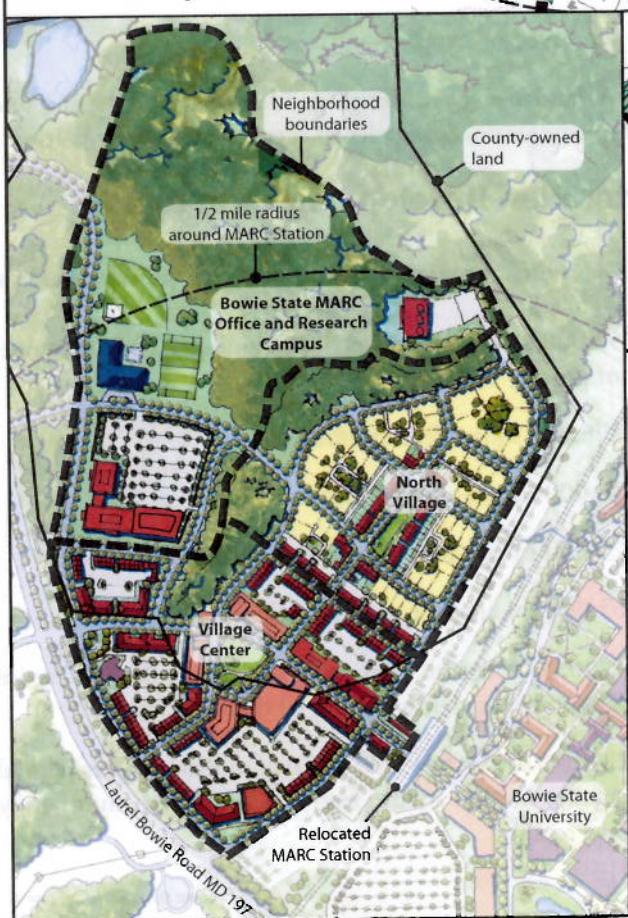
- 55,000 square feet of retail (including a 20,000 square-foot grocery store).
- 195,000 square feet of office space.
- 10,000 square-foot laboratory school.
- 75,000 square-foot university convocation center.
- 65,000 square-foot university fitness center.
- 200,000 square feet of university flexible space (classrooms, academic offices, laboratories, etc.).
- 221,000 square feet (209 units) of multifamily residential (includes 46,000 square feet—54 units—of multifamily above retail).

*Continued on page 6*

**Figure 2. Sector Plan Vision Concept**



**Figure 3. Illustrative Site Plan for Community Center**



- 12 live-work townhouses.
- 157,500 square feet (175 units) for university graduate and student family housing.
- 106,250 square feet (125 units) for age qualified/assisted living facility.
- 184 townhouses.
- 136 small single-family lots (42' average width).
- 87 large single-family lots (65' average width).

# THE STUDY AREA

For the purpose of this TAP, the study area is 243.5 acres in size and consists of 219 acres of undeveloped county-owned land, approximately 18 acres of privately-held property, and 6.5 acres owned by Baltimore Gas and Electric, the Maryland Transit Administration, and the Maryland Department of Housing and Community Development (see Figure 1).

## Location and Regional Context

Located in northeastern Prince George's County and immediately north of Bowie State University, the study area is bordered by the Bowie State MARC Station to the south, MD 197 (Laurel Bowie Road) to the west, the 12,841-acre Patuxent Research Refuge to the north, and M-NCPPC's Fran Uhler Natural Area to the east (see Figure 4).



*Relationship of Bowie State University to the Study Area*  
Source: Copyright 2010 Pictometry International Corporation

Table 1 highlights the distance from the study area to destinations in Prince George's County and neighboring jurisdictions.

<b>Table 1. Driving Distance from Study Area (approximate)</b>	
Old Town Bowie	1.5 miles
Hilltop Plaza and Bowie Plaza Shopping Centers	3 miles
Bowie Town Center Shopping Center	6 miles
New Carrollton (closest Metro and Amtrak station)	10 miles
Konterra (future mixed-use center)	11 miles
Fort Meade, MD and Odenton Town Center	14 miles
Annapolis, MD and Downtown Washington, DC	20 miles
Baltimore, MD	28 miles

## Physical Description

### Land Use

As mentioned above, the county-owned land remains undeveloped. The privately-owned land is home to five single-



*From left to right: Northeast trail following the tracks and leading to the Fran Uhler Natural Area; high-voltage transmission towers; and northern MARC station commuter parking lot*

family detached houses, the professional firemen's association (referred to as Florian Hall), an approximately 400-space commuter parking lot (the Maryland Transit Administration also leases a second lot south of the MARC Station), and two high-voltage transmission towers.

### Natural Features

The county-owned land comprises meadows and woodlands, with several wetland areas concentrated to the north (see Figure 5). There are also several areas of Virginia Pines which are trees that typically inhabit land that is returning to deciduous forest. A portion of the land was harvested for timber within the last decade.

There are three stream systems that occur on the property, all flowing generally south to north towards the Patuxent River. As a result, the study area falls within the Upper Patuxent River watershed which drains ultimately into the Chesapeake Bay. According to data provided by the Maryland Department of Natural Resources Fisheries Service, water quality and the overall watershed health in the Upper Patuxent River watershed are in good condition.

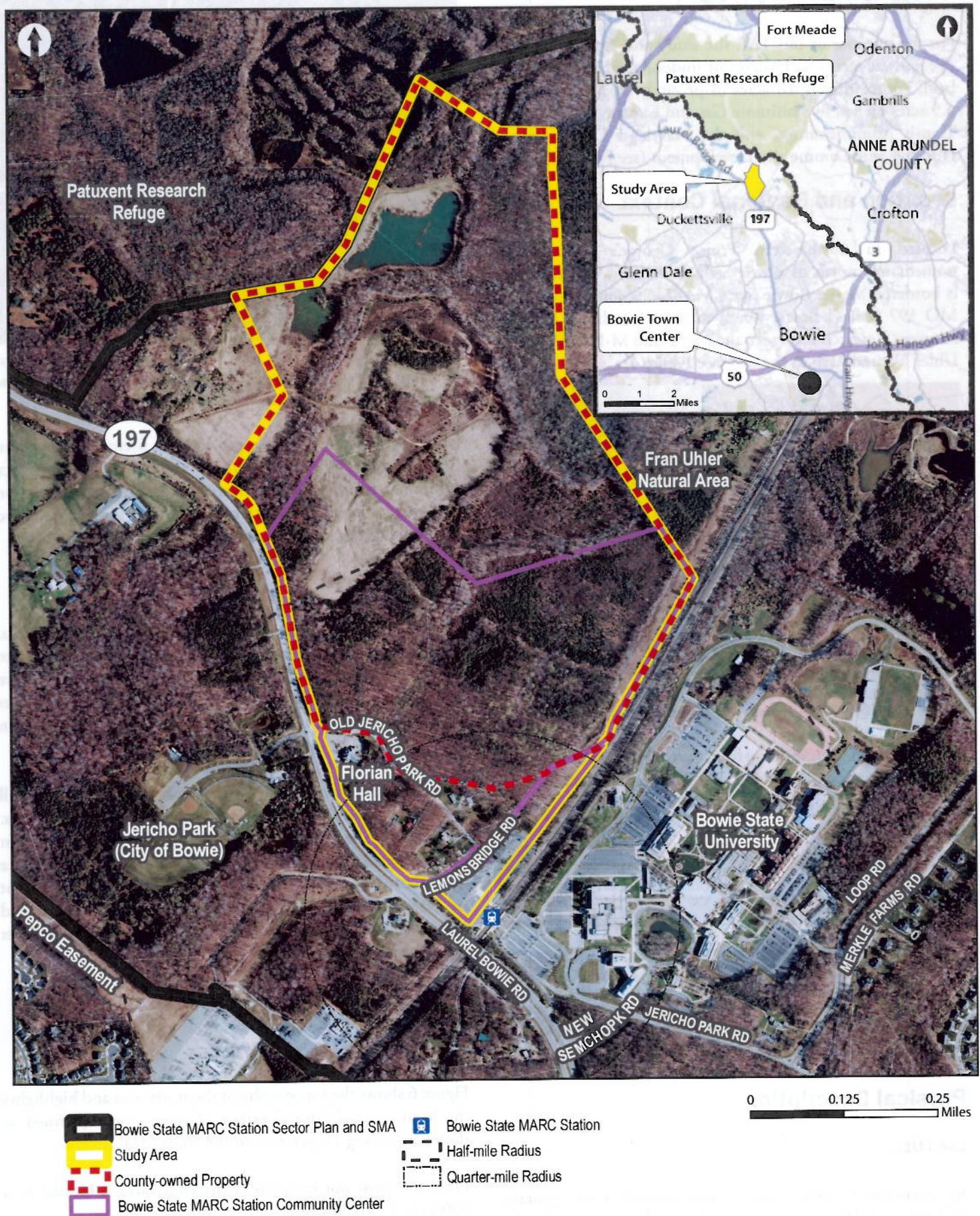
A soil analysis has not been conducted for the study area.

### Topography and Floodplain

Figure 6 shows the topography of the study area and highlights the location and limited extent of steep slopes (defined as slopes exceeding 15 percent) in the study area.

Only the most northern tip of the study area is located in a 100-year floodplain.

Figure 4. Study Area (2009 Aerial) and Vicinity



**Figure 5. Natural Features**

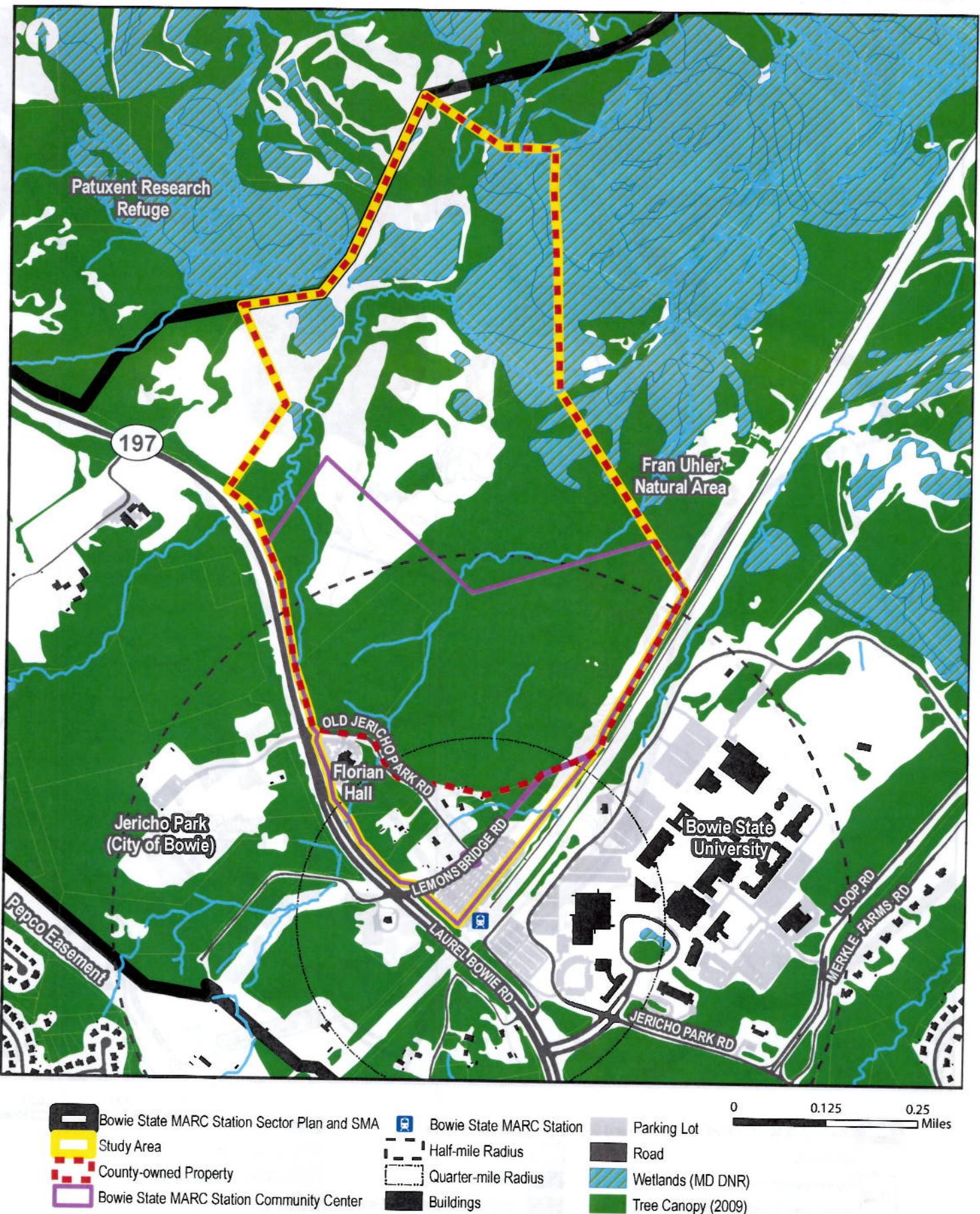
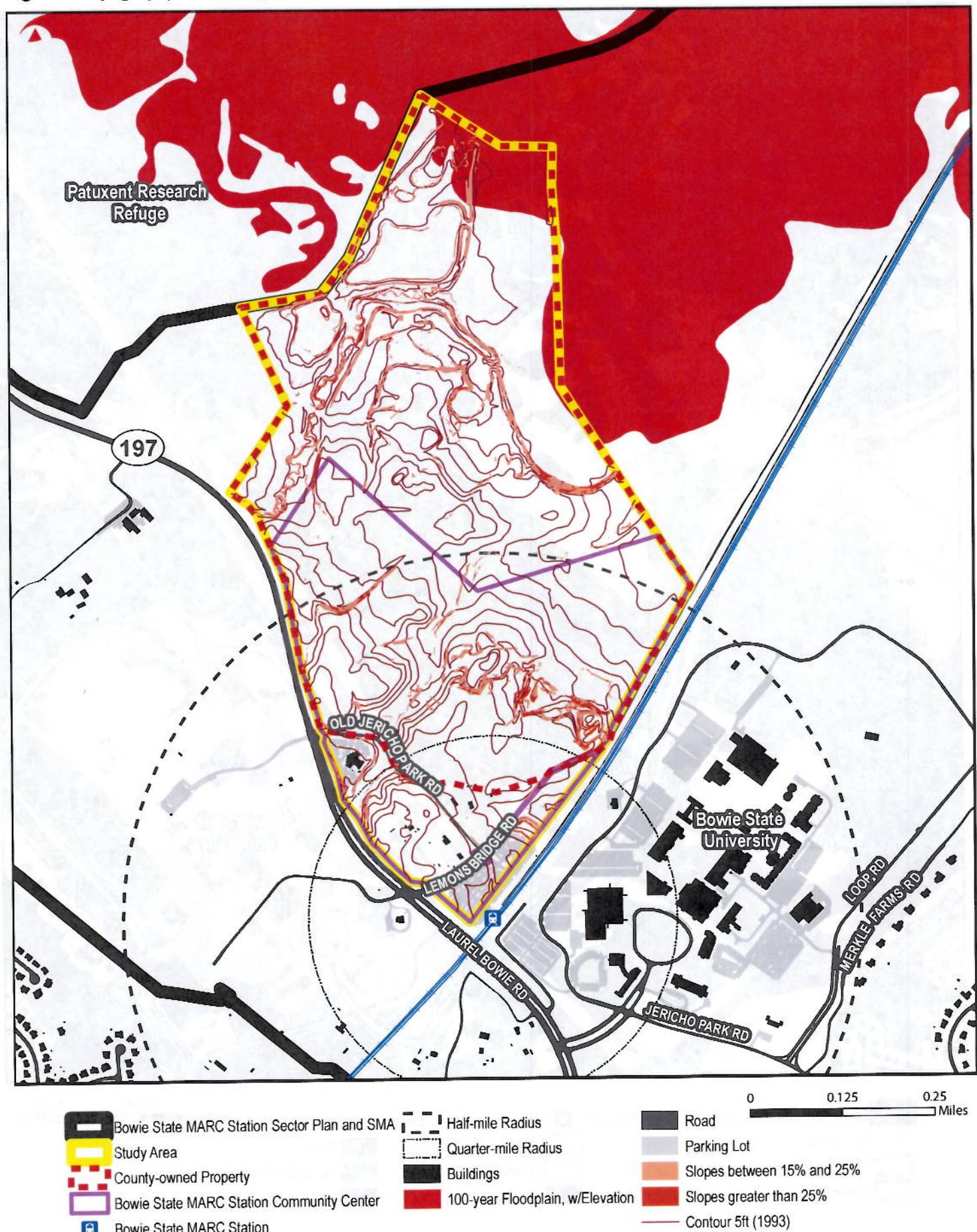


Figure 6. Topography and Floodplains



## Transportation and Access

The study area has direct access to the region's transportation network via Laurel Bowie Road (MD 197) as well as by Metrobus and MARC rail service.

## Bus Service

WMATA provides Metrobus service to parts of the plan area. Several routes run along MD 197 including the B21/B22 (Bowie State University Line) which begins at the New Carrollton Metro Station and services the Bowie Town Center along Northview Drive. The B27 route (Bowie-New Carrollton Line) also provides service to Bowie State University; it runs along Lanham Severn Road through Old Town Bowie at the 9th Street/Chapel Avenue intersection, operating weekdays during morning and evening peak periods. Extended service hours are offered during the evening peak. The C29 route, Central Avenue Line, provides limited service to Bowie State University on Saturdays only. Sunday service is not provided to the plan area.

The Prince George's County Department of Public Works and Transportation's (DPW&T) 2008 Draft Five-Year Transit Services Operations Plan (TSOP) outlines an opportunity to improve bus service and operations to the sector plan area. In year four of the TSOP an extension of the county bus

service, TheBus, is proposed to provide service between the Bowie State MARC Station and the Greenbelt Metro Station with 30-minute headways. Improved weekend service is also anticipated. Additional services and demand will be reviewed each year as part of the TSOP.

**MARC**

**Penn Line**

The Maryland Transit Administration (MTA) provides commuter rail service to the Bowie State MARC Station. This station is on the Penn Line, which provides 13 stops at stations between Washington, D.C. and Perryville, Maryland (see Figure 7). In 2008 47 weekday trains provided 25-minute headways between Washington, D.C. and Baltimore, with 45-minute headways to Perryville during peak travel (no service is provided on weekends).

Overall MARC rail service has recorded steady gains in ridership. In 2010, there were approximately 21,000 average daily passenger trips on the Penn Line, a 37 percent increase from 2003 (the Brunswick and Camden Lines recorded more modest increases of 24 and 13 percent, respectively) (see Figure 8).

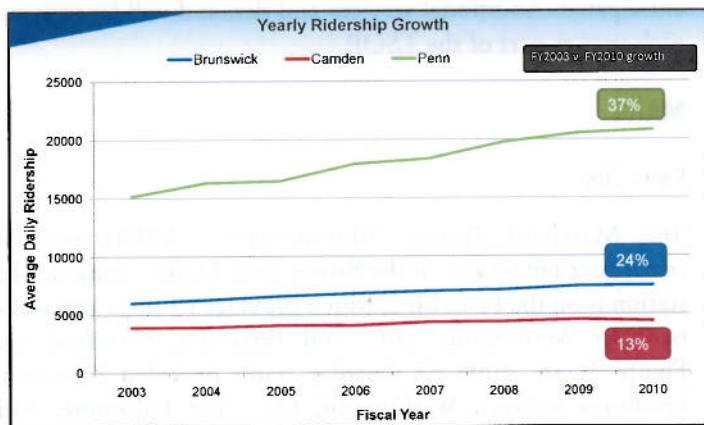
To reduce overcrowded conditions and improve on-time performance, the MTA announced a revised schedule for MARC Penn Line Service in March 2011. Penn Line

**Figure 7. MARC Service Map** (Source: <http://www.perryvillemd.org/pics/marc-train-map.gif>)



**Figure 8. MARC Yearly Ridership Growth**

(Source: [http://mta.maryland.gov/sites/default/files/MARC\\_Ridership\\_and\\_Delays\\_2003\\_to\\_2010\\_20100920\\_for\\_web.pdf](http://mta.maryland.gov/sites/default/files/MARC_Ridership_and_Delays_2003_to_2010_20100920_for_web.pdf))



service is scheduled to increase to eight train sets, providing approximately 1,000 additional seats during the morning and evening rush hours.

Service enhancements contained in the new schedule include the following:

- Two additional southbound trains in the morning and evening rush hours
- Two additional northbound trains in the morning and evening rush hours
- Seven additional frequencies to and from BWI
- Increased frequencies to all stations between Baltimore and Washington, D.C.
- Reduced time between trains during rush hours between Baltimore and Washington, D.C.
- A limited-stop train to Odenton during evening rush hours to help passengers get home faster

In order to offer more frequent service without additional capital investment, rush-hour Penn Line trains that had consisted of six, eight or nine cars are being reduced to six or seven cars maximum. The shorter yet more frequent trains are intended to provide passengers with additional travel options. This new approach will also simultaneously reduce the load

on MARC locomotives, with the intention of increasing their longevity and minimizing the need for more frequent repairs.

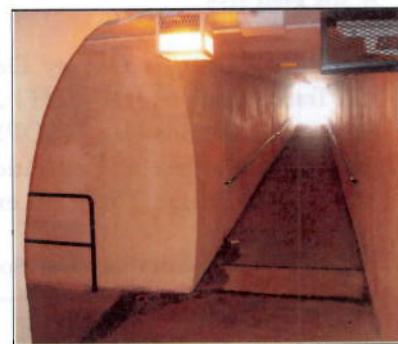
Neither the Brunswick nor Camden Line schedules are affected by the additional Penn Line trains. Schedule enhancements are currently being discussed with CSX Transportation, with a target implementation date in the summer of 2011.

### Bowie State MARC Station

The Bowie State MARC Station has not experienced the gains in ridership captured by the Penn Line. In 2010, there were, on average, 576 daily boardings at the station compared to 573 in 2009, 598 in 2008, 605 in 2007, and 548 in 2006.

The station is served by 675 parking spaces located on both sides of the rail tracks. Parking at the station appears to be near capacity during peak periods and is free of charge. The MTA Office of Planning forecast parking demand of 700–1,000 total parking spaces by 2030.

A pedestrian tunnel under the tracks connects the station's platforms and commuter parking lots. The sector plan notes that the interior of the tunnel is such that it does not ensure a desirable and comfortable pedestrian experience.



Bowie State MARC Station tunnel

The sector plan recommends:

1. Studying the feasibility of replacing the existing MARC station with a new facility to the north of its current location to link the university to the community center's main street
2. Studying the feasibility of constructing a vehicular and pedestrian passageway under the new MARC station
3. Creating a civic plaza at the MARC station with pedestrian furniture and commuter amenities



Bowie State MARC Station (looking north from southern parking lot)

## Roadways and Pedestrian/Bike Improvements

The Bowie State MARC Station area is served by the following roadways:

*MD 197 (Laurel-Bowie Road)* is classified as an arterial and carries the largest volume of traffic through the plan area. The 2010 annual average daily traffic (AADT) volume traveling just north of the sector plan area was 19,080 vehicles (see Figure 9). The roadway is a major travel route between Bowie and Laurel.

The Maryland State Highway Administration (SHA) 2030 long-range plans include widening MD 197 from Old Jericho Park Road to the Baltimore Washington Parkway. This section would become a four-lane divided highway with a 150-foot right-of-way. Currently this section of MD 197 is a two-lane, 22-foot roadway with six-foot shoulders and a 60-foot right-of-way. Widening of MD 197 is not currently funded.

The sector plan recommends:

1. Buffered bike lanes along both directions that are separated from traffic
2. A multi-use sidepath along the east side of MD 197

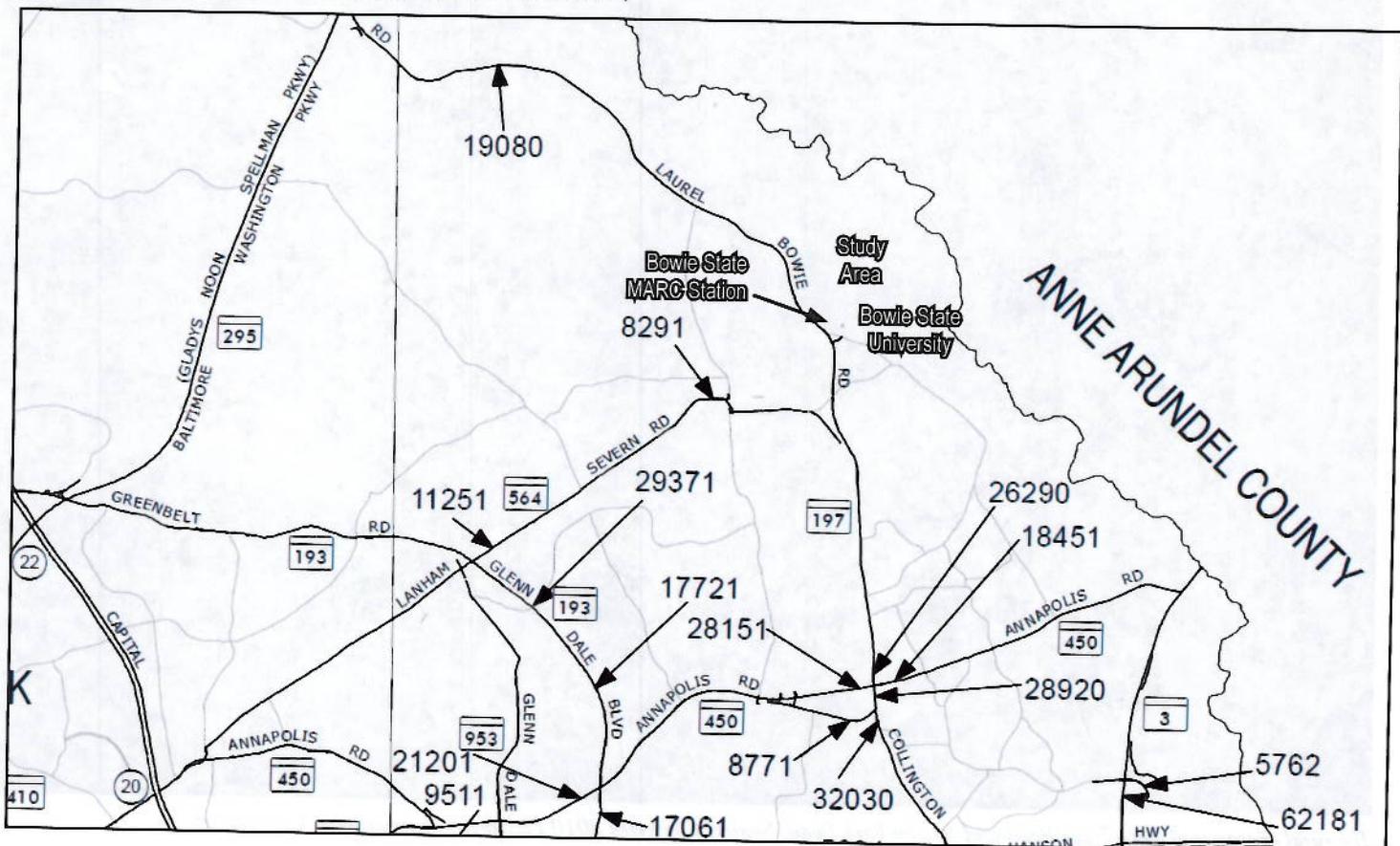
*Race Track Road* is a collector carrying approximately 8,800 vehicles per day. It is a prime commuter route for area residents accessing Crain Highway (MD 3) via MD 450. Race Track Road transitions to 11th Street (MD 564) west of MD 197 and provides direct access to Old Town Bowie. The Race Track Road/MD 197 intersection is a main connection to Old Town Bowie, accommodating double left turning lanes for vehicles traveling northbound onto Race Track Road.

The sector plan recommends:

1. Bike lanes along both directions between MD 564 and Orchard Run Drive
2. A multi-use sidepath along one direction between MD 564 and Orchard Run Drive
3. A new traffic circle at the intersection of Race Track Road and Jericho Park Road

*Jericho Park Road* is a north-south local street. The street provides secondary access to Bowie State University via Loop Road. Jericho Park Road and Race Track Road form a T-intersection, with Race Track Road serving as the major approach and Jericho Park Road as the minor approach controlled by stop signs. Residents have identified this intersection as dangerous and have suggested that the safety of

**Figure 9. SHA 2010 Traffic Counts** (Source: SHA website)



the intersection is hampered by the location of MARC parking on the south side of the Bowie State MARC Station. The large volume of vehicles leaving the MARC station's southern parking lot on evening peak periods and heading towards Race Track Road is cited as the main factor in safety concerns about the intersection.

The sector plan recommends:

1. Bike lanes along both directions between Race Track Road and New Semchopk Road
2. A multi-use sidepath along one direction between Race Track Road and New Semchopk Road
3. Terminating the road at a new traffic circular with Loop Road to discontinue direct vehicular access to the MARC Station (Loop Road is extended north to connect New Semchopk)

*Lemons Bridge Road and Old Jericho Park Road* are key unsignalized intersections along MD 197. Field observations and critical lane volume analyses indicate all major approaches

at area intersections operate at or above the acceptable level of service.

The sector plan recommends:

1. Shared-use roadways for bicycles
2. A multi-use sidepath along one direction between Race Track Road and New Semchopk Road
3. A traffic signal at Old Jericho Park Road and Lemons Bridge Road

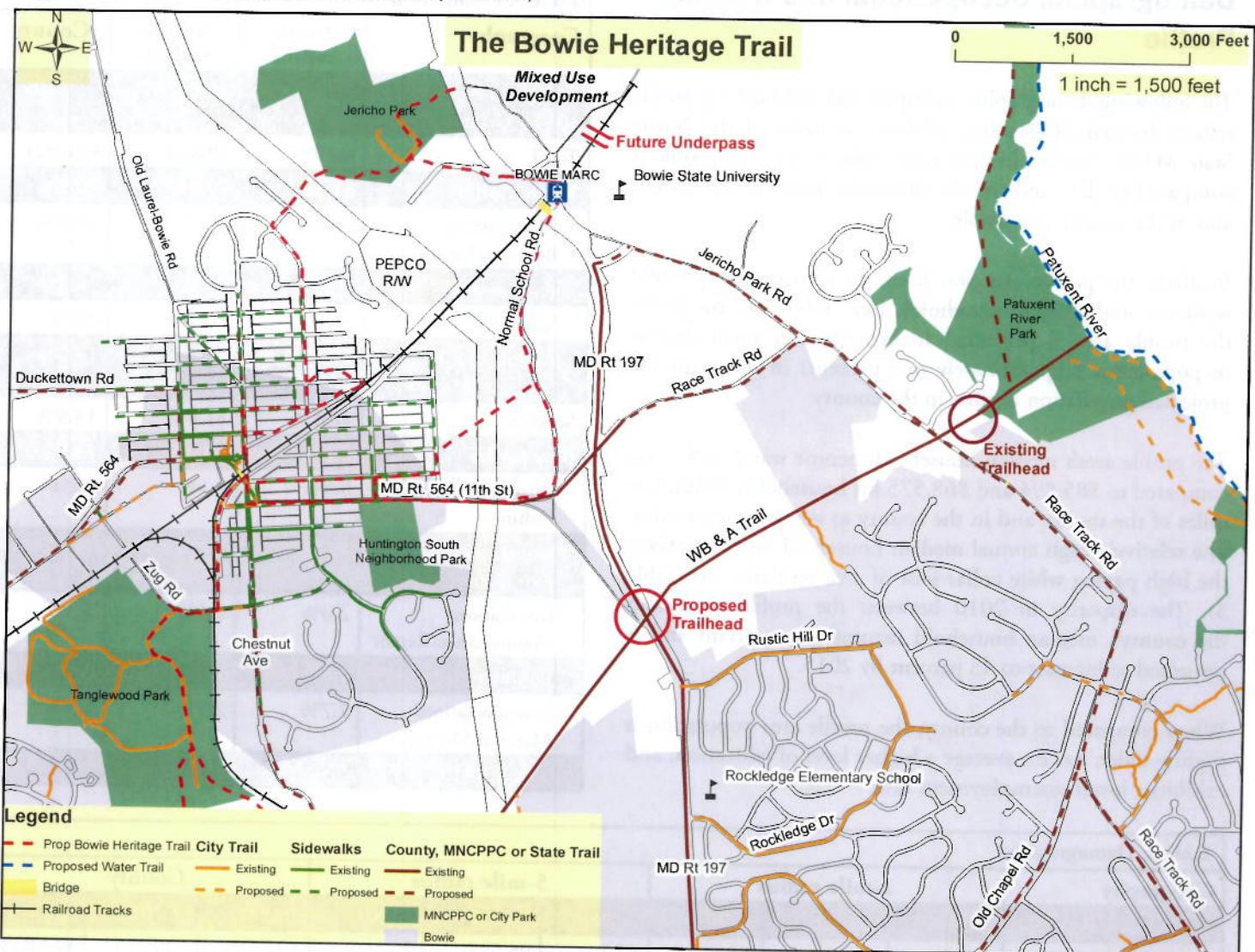
### **City of Bowie Heritage Trail Plan**

The City of Bowie's Heritage Trail system includes a series of off- and on-road trails that will provide safe pedestrian/biker/bus and rail commuter access facilities between Old Town Bowie—the City's oldest neighborhood and focus of revitalization efforts—the City of Bowie's Tanglewood Park, the WB&A Trail, and eventually to Bowie State University and the MARC station (see Figure 10). The trail system will enhance the economic development of the area by attracting



*The rural character of Race Track Road and Jericho Park Road. Source: Copyright 2010 Pictometry International Corporation*

**Figure 10. Bowie Heritage Trail** (Source: City of Bowie)



retail consumers—students, commuters and tourists—and recreational trail users. In addition to correcting long-standing pedestrian safety issues and contributing to the larger tourism market, the trail project will improve the efficiency of, and accessibility to, intermodal transportation options.

Phase 1 is centered around the city's Railroad Museum and Welcome Center, at the site of the former MARC station in Old Town Bowie. Construction of Phase 1 of the Bowie Heritage Trail is also hoped to spur interest in development of nearby vacant properties, which were purchased several years ago by an investor. An underutilized parking lot, adjacent to the MD 564 bridge crossing of the railroad tracks, which is owned by the State of Maryland, may also have development potential.

Subsequent phases will involve the construction of a trail underpass under MD 197 which would provide a vital link to the MARC station and Bowie State MARC Station Community Center from Normal School Road.

A preliminary application for the State Department of Transportation's "Transportation Enhancement Program" was favorably received and further project development of this multi-modal, comprehensive approach was encouraged at a meeting held with state staff in early 2011. The City funded 50% of design and engineering plan total cost (\$40,500 of \$82,500) for Phase 1 in its FY 2011 budget.

## Infrastructure and Utilities

The study area is not served by public water and sewer. Service stops just south of the railroad tracks; homes immediately to the south of the county-owned property rely on well water and septic systems. A map of utility service will be provided during the TAP briefing.

## Demographic, Occupational and Housing Profile

The following demographic, occupational and housing profile reflects households residing within *two* miles of the Bowie State MARC Station (unless stated otherwise). The profile is compared to data and trends within five miles of the station and to the county as a whole.

In 2010, the profile area was home to approximately 9,697 residents and 2,969 households (see Table 2). By 2015, the profile area is projected to experience a small decline in population (approximately one percent) in line with the projected population decline in the county.

The profile area's median household income was \$96,472 (as compared to \$85,894 and \$68,575 for households within five miles of the station and in the county as whole, respectively). The relatively high annual median household income reflects the high paying white collar jobs of area residents (see Table 3). The disparity in 2010 between the profile area's and the county's median household income is important and is projected to increase to 43 percent by 2015.

When compared to the county, the profile area population is slightly older, has on average a higher level of education, and exhibits a lower unemployment rate.

Table 3. Occupation

Geography	2-mile radius	5-mile radius	County
Employed Population 16+ by Occupation	2010	2010	2010
<b>Total</b>	<b>4,899</b>	<b>49,844</b>	<b>411,921</b>
<b>White Collar</b>	<b>81.1%</b>	<b>79.0%</b>	<b>70.2%</b>
Management/ Business/Financial	20.1%	21.5%	16.4%
Professional	36.5%	33.4%	26.3%
Sales	9.1%	10.0%	8.5%
Administrative Support	15.4%	14.1%	19.0%
<b>Services</b>	<b>10.1%</b>	<b>11.0%</b>	<b>14.9%</b>
<b>Blue Collar</b>	<b>8.8%</b>	<b>10.0%</b>	<b>14.9%</b>
Farming/Forestry/ Fishing	0.0%	0.1%	0.1%
Construction/ Extraction	3.6%	3.2%	4.5%
Installation/ Maintenance/Repair	2.0%	2.4%	3.3%
Production	1.6%	1.7%	2.1%
Transportation/ Material Moving	1.7%	2.5%	4.9%

Source: ESRI

Table 2. Demographics

Geography	2-mile radius			5-mile radius			County		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
Total Population	8,877	9,697	9,579	86,161	95,686	96,458	801,515	830,765	812,833
Households	2,684	2,969	2,943	30,900	34,529	34,888	286,610	298,414	292,344
Average Household Size	3.08	3.03	3.02	2.76	2.74	2.74	2.74	2.72	2.71
Median Household Income	\$80,960	\$96,472	\$109,893	\$73,881	\$85,894	\$100,072	\$55,222	\$68,575	\$76,830
Per Capital Income	\$28,598	\$35,512	\$39,961	\$30,091	\$36,138	\$40,586	\$23,360	\$28,562	\$32,208
Median Age	35.2	36.4	35.8	35.3	37.8	37.6	33.2	35.0	35.2
Diversity Index <sup>1</sup>	58.1	51.4	59.4	69.3	61.6	65.9	72.6	64.7	69.1
Bachelor's Degree or Higher	n/a	49.4%	n/a	n/a	48.2%	n/a	n/a	31.2%	n/a
16+ Unemployment Rate (for civilians)	n/a	7.2%	6.0%	n/a	6.4%	5.3%	n/a	9.4%	7.8%

Source: ESRI

<sup>1</sup>The Diversity Index from ESRI represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. Ethnic diversity, as well as racial diversity, is included in ESRI's definition of the Diversity Index.

**Table 4. Housing**

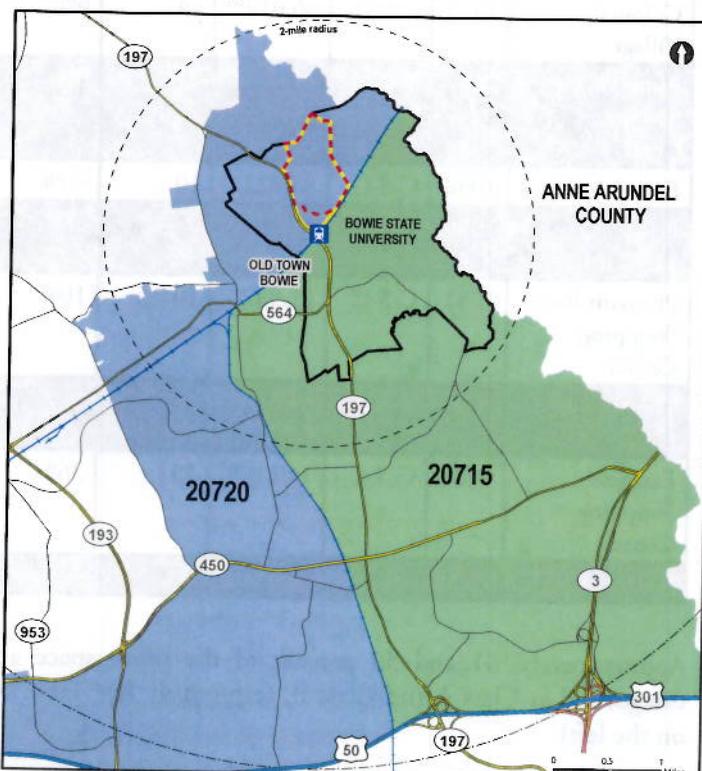
Geography	2-mile radius			5-mile radius			County		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
Housing Units	2,748	3,084	3,101	31,735	36,008	36,835	302,378	325,860	329,370
Owner Occupied	90.9%	85.9%	84.4%	78.2%	75.1%	74.0%	58.6%	55.6%	54.0%
Renter Occupied <sup>1</sup>	6.7%	10.4%	10.5%	19.2%	20.8%	20.7%	36.2%	36.0%	34.8%
Vacant	2.4%	3.7%	5.1%	2.6%	4.1%	5.3%	5.2%	8.4%	11.2%
Median Home Value	\$177,722	\$338,720	\$402,159	\$164,412	\$311,606	\$382,767	\$143,692	\$270,668	\$337,224
Median Year Structure Built	1980	n/a	n/a	1977	n/a	n/a	1970	n/a	n/a

Source: ESRI

<sup>1</sup> Please note that the 2010 Multifamily Rental Market Assessment for Prince George's County—conducted for the Maryland Department of Housing and Community Development—concluded that the county is facing a shrinking supply of affordable rental housing options. It finds that the Bowie-Largo submarket will face an estimated need for 621 units between 2010 and 2014.

The profile area has a higher percentage of owner-occupied homes and lower vacancy rate as compared to households living within a five-mile radius and in the county (see Table 4). The median home value in 2010 was \$338,720 approximately 25 percent higher than that of the county. The median year of construction indicates that the housing stock is generally newer in the profile area than it is in the county.

The 2011 year-to-date median sale prices for homes within zipcodes 20715 and 20720 (see Figure 11 and Table 5)

**Figure 11. Area Zipcodes****Table 5. Median Sale Price**

YTD 2011 Median Sale Price	20715	20720	County
Existing	\$229,800	\$289,000	\$163,421
Regular Resale	\$240,000	\$354,450	\$204,298
REO Sale <sup>2</sup>	\$180,000	\$262,500	\$121,517
New Sale	n/a	\$425,093	\$389,660

Source: Hanley Woods

**Table 6. Sales by Property Type**

YTD 2011 Sales by Property Type	20715	20720	Total
All	153	159	312
Attached	14	35	49
Single-Family	137	122	259
Other/Unknown	2	2	4

Source: Hanley Woods

**Table 7. Sales by Property Status**

YTD 2011 Sales by Property Status	20715	20720	Total
Existing	153	133	286
Foreclosure	8	12	20
Regular Resale	98	56	154
REO Sale	47	65	112
New Sale	0	26	26
Total	153	159	312

Source: Hanley Woods

were markedly higher than those in the county. The sales by property types reflect the predominant housing product in the profile area—single-family attached and detached houses (see Table 6). Approximately 42% of all sales recorded year-to-date were either in foreclosure or were an REO<sup>1</sup> sale (see Table 7).

<sup>2</sup> Direct bank sale of a property that failed to sell at a foreclosure auction

**Table 8. Commercial Profile**

Geography	5-mile radius				County			
	Flex	Industrial	Office	Retail	Flex	Industrial	Office	Retail
Number of Existing Buildings	5	15	52	120	277	1,498	1,098	2,770
Average Building Age (Years)	24.7	24.4	32.5	40.4	27	37.9	44.2	44.6
Rentable Building Area	354,535	917,395	1,763,084	1,860,294	11,120,562	52,270,033	26,375,050	41,561,881
Share of Total Commercial (Square Feet)	7.2%	18.7%	36%	38%	8.5%	39.8%	20.1%	31.6%
Total Vacant Space (Square Feet)	242,211	46,365	424,903	252,503	1,918,334	4,914,591	4,444,837	2,470,130
Vacancy Rate	68.3%	5.1%	24.1%	13.6%	17.7%	9.4%	16.9%	5.9%

Source: CoStar

## Market Profile

*Note: Statistics for commercial properties may not include small independent establishments under 20,000 square feet and publicly-owned or leased space.*

There is approximately 4.9 million square feet of commercial space (defined as the sum of flex, industrial, office and retail space) within five miles of the Bowie State MARC Station (see Table 8). The average building age reveals that the commercial stock within a five-mile radius was built more recently than the county's commercial inventory.

Approximately 966,000 square feet of commercial space is available for lease within five miles of the station. Vacancy rates exceed, by high margins, those in the county with the exception of the industrial vacancy rate (see Table 8).

The majority of the commercial space accommodates retail and office uses (38 and 36 percent, respectively). There are twelve shopping centers of varying sizes between three and five miles of the station (see Table 9, Figure 12, and the Appendix-City of Bowie Retail Opportunities and Demographics). (The Bowie Town Center is approximately six miles from the study area.) At least four are facing vacancy rates exceeding 20 percent (based on the number of vacant storefronts).

**Table 9. Area Shopping Centers**

Shopping Center Name	Year	Zoning	Net Leasable Area	Number of Stores	% of Stores Vacant
Freestate Shopping Center	1976	C-G	279,000	36	22%
Aerospace Place	2001	I-1	25,629	9	11%
Hilltop Plaza	1969	C-S-C	175,963	35	9%
Bowie Plaza	1963	C-1	102,904	20	40%
Glendale Plaza	1987	C-M	41,248	13	0%
Colonial Village	1975	C-S-C	66,018	14	0%
Fairwood Green Shopping Center	2007	M-X-C	124,084	22	0%
Duvall Village	1998	C-S-C	88,022	10	40%
Bowie Marketplace	1980	C-S-C	163,200	9	n/a
Pheasant Run Shopping Center	1991	C-S-C	21,937	10	10%
The Shoppes at Highbridge	2008	L-A-C	59,858	17	41%
Eastgate Shopping Center	1981	C-S-C	149,195	25	36%

Source: M-NCPPC, Shopping Center Database

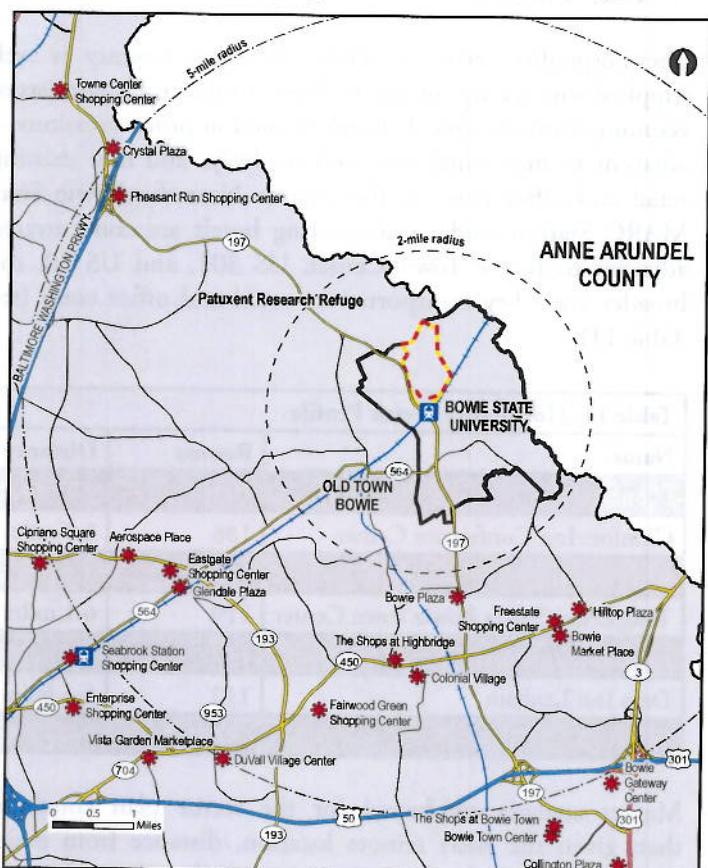
**Table 10. Office Profile**

Office Type	5-Mile (Square Feet)	Percent
Class A	543,892	31%
Class B	1,048,546	59%
Class C	170,646	10%

Source: CoStar

Approximately, 31 and 59 percent of the office space are categorized as Class A and Class B, respectively (see Table 10 on the left).

**Figure 12. Area Shopping Centers in Prince George's Co.**



## 2008 Sector Plan Market Assessment

Robert Charles Lesser & Co. conducted a market assessment in 2008 as part of the Bowie State MARC Station Sector Plan process. The assessment concluded that three market forces will drive the demand potential in the sector plan area—and at the community center in particular:

- Local-serving retail and commercial demand from within a one- and three-mile radius;
- The potential to leverage the MARC station as a mass transit opportunity to bring people to the area; and
- The current and future demand driven by Bowie State University.

The market analysis found support for a diverse center with a mix of residential uses (including higher-density multifamily housing in the center's core), a small but vibrant university-oriented retail cluster, some supportive local-serving office, and various university-driven academic, office, and recreational uses (see the Sector Plan Development Program on page 5).

### Residential Market

The 2008 market analysis concluded that the area's residential opportunities will be primarily driven by future planned

growth of the University's campus and student body (enrollment is expected to grow by 35 percent between 2010 and 2020), as well as the ability to leverage the MARC station in the near and mid-term. The ease of commuting into the District of Columbia and points north will also generate market opportunities to sell or rent to consumers seeking a convenient commute and the amenities offered in close proximity to a college campus.

Development opportunities consist of lower-density and surface-parked multifamily residential development (e.g., university-owned student housing and student-oriented apartments) in the near-term. There is also long-term potential for higher-density, mid-rise multifamily product (e.g. apartments, condominiums). Housing that targets students specifically, for example private development that offers dorm-style units and living environment, will be a strong opportunity as the University continues to grow and evolve by providing easily accessible, low-cost housing near the campus.

In addition to the ability to attract higher-density housing opportunities, there is also an opportunity to deliver urban-style single-family detached and attached housing on smaller lots in a transit-oriented setting. Offering a mix of housing types to serve a variety of markets—including faculty, staff, and other households who would value proximity to a college environment—will be a critical component to sustaining a vibrant college-town environment and fulfilling the vision for the sector plan area.

### Retail Market

The market analysis noted that current and future retail growth in the county would be focused in existing and emerging centers. These centers include Greenbelt, New Carrollton, Laurel, and Konterra, where easy roadway and transit access and high visibility, along with significant traffic counts, make these areas highly desirable to retailers. Locally, the US 301 corridor, especially around the MD 450 and US 50 intersections (a few miles south of the sector plan area), remains the focal point for much of the community and neighborhood-serving retail. Little retail exists within a three-mile radius of the MARC station.

Retail trade areas around the Bowie State MARC Station area will generate retail demand, although with modest household growth in these areas the depth of demand will not change significantly by 2015. Much of this demand will undoubtedly travel to the existing large retail cores just outside the three-mile radius, especially since many of the households within the radius are located at its southern edge and thus just one to two miles away from these retail offerings.

As a result, support for retail space at the sector plan community center will be driven by the presence of the University, including full-time students living on campus and just off campus, as well as faculty, staff, and visitors. The types of desired stores should include convenience goods, boutique and specialty goods, health and personal care products, limited-service and full-service restaurants, and a small grocery store. Over time, it is anticipated that the university-oriented niche retail development, leveraged by the demand from the broader market, would foster a small-scale destination for students and faculty and attract additional mixed-use development.

### Relationship to Old Town Bowie

The 2006 Bowie & Vicinity Master Plan recognized that there is significant opportunity to revitalize Old Town Bowie as a mixed-use village supporting a niche retail market. The sector plan's community center is intentionally intended to complement rather than compete with its niche retail cluster. Future development at the community center has the potential to spawn spin-off demand for the historic town center. The principal prerequisites for this to occur are enhanced physical connectivity between the two areas and sufficient density at the community center.

### Office Market

Compared to other markets in the Washington metropolitan area, the office market in Prince George's County is characterized by its affordable nature, older buildings, suburban environment, and its appeal to primarily small- to mid-size firms. With existing and emerging office centers projected to continue growing and capturing the largest share of future county office space development, there will be limited opportunities for office construction in the Bowie State MARC Station Community Center.

It is anticipated that most local office development will continue to co-locate in this area given its proximity to major roadways. While the presence of the MARC station in the sector plan area could foster a compelling market location, especially if land prices and/or rents are very competitive, establishing a new office center is challenging and would likely require a nonmarket catalyst such as a large governmental user. Office demand could also be stimulated by three other drivers: growth and expansion of the University's campus; potential private sector spin-offs generated by future university-related applied research; and local-serving office users, such as medical offices, brokers, realtors, and small professional service firms that rely on visibility and traffic. As a result of the needed visibility, the local-serving office potential, relative to larger offices cores, is limited—to a total of typically 20,000 to 50,000 square feet.

### Hospitality Sector

The hospitality sector in Prince George's County is well supplied with a range of hotels. The existing supply consists of economy through upscale hotels located in prime locations—adjacent to major highways and roadways and near existing retail and office cores in the county. Near the Bowie State MARC Station study area, existing hotels are concentrated adjacent to Bowie Town Center, US 301, and US 50, the broader area's key transportation, retail and office cores (see Table 11).

**Table 11. Hospitality Sector Profile**

Name	Rooms	Distance
Hampton Inn Bowie	103	4.7 miles
Comfort Inn Conference Center	186	5.0 miles
Red Roof Inn	120	5.1 miles
TownePlace Suites Bowie Town Center	119	6.1 miles
Knights Inn Laurel	119	6.3 miles
Days Inn Lanham	112	6.4 miles

Source: M-NCPPC

Market analysis conducted for the sector plan concludes that, given the area's remote location, distance from major thoroughfares, lack of proximity to retail and employment cores, and the University's current enrollment, the near-term (5-10 year) opportunity for new hotels is very limited. Traditionally, universities that have been able to support on-campus hotels have had in excess of a 20,000+ student enrollment, with a large alumni base returning to campus regularly, significant research activities, spin-off businesses adjacent to campus, a large number of visiting national and international guest lecturers, and sizeable on-campus athletic and cultural offerings. Bowie State University is primarily a commuter school and generates very limited demand for overnight visitors requiring hotel rooms. With the University's desire to expand its campus and change the university's orientation away from a commuter school, future potential hotel demand could develop in the medium- to long-term. In the interim, the University could explore the possibility of providing short-term rentals to visiting faculty or families in university-owned and managed units in the community center.

### City of Bowie Retail Opportunities and Demographics Analysis

A 2011 analysis conducted by the City of Bowie of retail opportunities in the City is included in the Appendix.

## Potential Relocation of the Washington Redskins Training Facility

In June 2011, the owner of the Washington Redskins expressed interest in exploring the possibility of relocating the Redskins' training facility from Loudoun County to Prince George's County, in particular to the county-owned land within the Bowie State MARC Station sector plan area. (In the original agreement that brought the Redskins and FedEx Field to Prince George's County, the county was granted the right of first refusal if and when the team chose to relocate its headquarters from Ashburn. A move from the Redskins' current training facility to the Bowie area would shorten the team's commute to FedEx Field from 50 to 10 miles.) The team has begun looking at other sites because its facilities in Ashburn do not include a heated indoor field for players who practice year-round. The team is building a temporary indoor field at their current training facility; the football-field size bubble is expected to be completed this fall.

An initial feasibility study has been commissioned to determine the fiscal and employment impacts such an action would have. The county has committed one third of the estimated \$25,000 cost of the study. Matching amounts are being provided by the State of Maryland Department of Business and Economic Development and the Maryland Stadium Authority. The study will be completed by Crossroads Consulting in Tampa (<http://crossroads-fl.com/>) and is expected to take two to three months.

## Local and Regional Development Context

### City of Bowie

A summary of ongoing and planned development in the City of Bowie is included in the Appendix.

### BRAC

The impact of the Federal Military Base Realignment and Closure (BRAC) act, enacted by Congress in 2005, continues to evolve in Maryland in particular in and around Joint Base Andrews in Prince George's County and, more importantly for this report, Fort Meade in neighboring Anne Arundel County. The study area is located approximately 14 miles from Fort Meade—Maryland's largest employer with more than 41,000 on-site employees and an average daily population of 109,000 with visitors. By 2015, Anne Arundel County officials estimate the base will have more than 27,000 new workers.

### Odenton Town Center

The closest large-scale development in neighboring Anne Arundel County proposed to capitalize on the growth of Fort Meade and take advantage of transit-oriented development opportunities at the Odenton MARC Station (see text box) is the Odenton Town Center.

### Odenton MARC Station

Odenton, the next station on the northbound Penn Line in Anne Arundel County, is approximately two miles from Fort Meade and boasts over 2,100 daily boarding and a 2,000-space parking lot. Is it the focal point of the several ongoing and planned developments including the Odenton Town Square and Villages at Odenton Station.

Located adjacent to the base at the intersections of Routes 32, 170 and 175, the Town Center is a 1,620-acre mixed-use development that incorporates a range of new and existing residential, retail, office, and flex industrial space. At build-out it is anticipated to consist of up to 6.8 million square feet of office, 264,000 square feet of retail, 3,000+ housing units, a hotel, and industrial/flex space. The Town Center is approximately 14 miles from the study area.



Rendering of Odenton Town Village

Source: [www.baltimoreshoppingcenters.com](http://www.baltimoreshoppingcenters.com)

### New Carrollton Station

The New Carrollton Transit District Development Plan envisions the New Carrollton Metro Station (two stops south of the Bowie State MARC Station) and its vicinity developing into Prince George's County's premier new urban center with a multimodal transportation system. The vibrant and diverse destination, anchored by several federal tenants and by a transformed Metro station that includes Metro, MARC, and Amtrak rail service, is projected to include:

- 4,540,000 square feet of new commercial office space;

- 1,640,000 square feet of new retail space; and
- 7,000 new residential units.

New development will be concentrated primarily in three focus areas: the Metro Core, the Annapolis Road Corridor [between the Capital Beltway (I-495) and Veterans Parkway (MD 410)], and Garden City.

In February 2011, WMATA selected Forest City Washington, partnered with Urban Atlantic, to lead the redevelopment of 39 acres in and around the Metro station.

## **Konterra**

Konterra is a planned mixed-use regional center straddling Interstate 95 just one exit north of the Capital Beltway. It is approximately 11 miles from the study area and within 1-2.5 miles of the Muirkirk MARC Station on the Camden Line.

Serving as the northern gateway to Prince George's County, Konterra Town Center will provide a variety of upscale restaurants, retail, parks, and places to live and work. It is estimated to generate over 12,000 local jobs.

For the first phase, Forest City Washington, has partnered with Gould Property Company, to build the urban-scale 488-acre Konterra Town Center East. The Town Center East at full build-out and with the completion of the Inter-County Connector (ICC) is anticipated to accommodate up to 3.8 million square feet of office, 1.5 million square feet of retail, three hotels, and 4,500 residential units. Konterra Town Center East is at the permit stage of development.

The 253-acre Konterra Town Center West, located in the northwest quadrant of the intersection of I-95 and the ICC, is envisioned as a more moderate-density counterpart to its eastern half. It will incorporate horizontal mixed-use development to include big-box retailers, single-family homes, and open space. The Town Center West remains at the conceptual level of development.

# GOVERNMENT

## State Representation

### Congress

U.S. Senator Barbara Mikulski, U.S. Senator Benjamin Cardin, and Maryland District 5 U.S. Representative Steny Hoyer represent the study area in Congress.

### Maryland General Assembly

State Senator Douglas Peters, State Delegate Geraldine Valentino-Smith, and State Delegate James Hubbard represent the study area in the State of Maryland's General Assembly.

### County Government

#### Type of Government

The Prince George's County Charter provides for a Council/Executive form of government, composed of the Executive and Legislative Branches.

The Executive Branch of Prince George's County implements and enforces the laws of the county and provides executive direction to the government. Over 30 executive branch departments and agencies help to deliver services to county residents. Its chief executive officer is County Executive Rushern Baker.

All legislative powers of the county are vested in the County Council. Each of the nine councilmembers represents a discrete district. There are no at-large councilmembers in the county. In addition to its legislative authority, the County Council sits as the District Council on zoning and land use matters.

The study area is located in District Four and is represented by County Council Chair Ingrid Turner. Chair Turner was closely involved in the Bowie State MARC Station planning process. A designee of Chair Turner serves on the Development Board.

#### Sources of Revenue

In FY 2012, county revenues increased by 3.3 percent from the previous year. Over 58 percent of the county's budget comes from taxes, including real and personal property tax, individual income tax, and other local taxes. Other sources of revenue include miscellaneous receipts, outside aid for the Board of Education, and intergovernmental revenues such as state and federal grants, and transfers and reimbursements from The Maryland-National Capital Park and Planning Commission.

Prince George's County levies some of the highest property taxes in Maryland, in part because of its number of incorporated municipalities—which levy additional taxes on their residents (see Table 12)—and in part because its commercial base is disproportionately lower than that of neighboring Montgomery and Anne Arundel Counties. (Only 29.3 percent of the county's real property taxes is attributable to commercial properties.)

**Table 12. Effective Tax Rates per \$100 of Assessed Value (2011/2012)**

Jurisdiction	Real/Residential Property Tax Rate	Commercial Assets/Property Tax Rate
Prince George's County	0.96	2.4
Bowie	1.208	3.073
Greenbelt	1.578	3.728
College Park	1.268	3.174
Laurel	1.468	3.654
Anne Arundel County	0.91	2.275
Annapolis	1.103	3.017
Montgomery County	0.713	1.783
Takoma Park	1.293	3.233
Howard County	1.014	2.535
Baltimore City	2.268	5.67
Baltimore County	1.1	2.75
Charles County	1.0665	2.66625

Source: Maryland Department of Assessments and Taxation (<http://www.dat.state.md.us/sdatweb/taxrate.html>)

### Local Government

#### Type of Government

While Bowie State University and the study area are located in unincorporated Prince George's County (see Figure 1), the City of Bowie was an important stakeholder in the sector plan process and continues to follow the work of the Development Board.

The City of Bowie has a Council/Manager form of government. The Council, consisting of the mayor and 6 other elected and appointed members, is the governing body of the City. The Council has oversight function and general responsibility for municipal affairs through budgeting and setting policy. The Mayor is the presiding officer of the Council and the ceremonial head of the government.

The Council appoints and directs the City Manager who serves as the Chief Executive Officer of the city. He supervises all departments and is responsible for the effective management of all financial and administrative actions of the city.

## Laws and Regulations Impacting Land Use and Development in the Study Area

### ZONING

The Prince George's County Subdivision Ordinance (Subtitle 24) and Zoning Ordinance (Subtitle 27) govern land use and development in the study area. The portion of the study area that comprises the Bowie State MARC Station Community Center is zoned M-X-T (see Figure 13). The balance of the county-owned land is zoned R-O-S.

#### M-X-T: Mixed-Use Transportation Oriented

The M-X-T zone:

- provides for a variety of residential, commercial, and employment uses;
- mandates at least two out of the following three use categories: (1) Retail businesses; (2) Office/Research/Industrial; (3) Dwellings, hotel/motel;
- encourages a 24-hour functional environment; and
- must be located near a major intersection or a major transit stop or station and will provide adequate transportation facilities for the anticipated traffic.

The M-X-T zone has no restrictions on lot size and dwelling types and allows for a maximum floor area ratio (FAR) of 0.4 or 8.0 using the Optional Method of Development.

Section 27-545 of the county's zoning ordinance states that under the Optional Method of Development, greater densities are granted up to 8.0 FAR for each of the uses, improvements, and amenities ("bonus incentives") which are provided by the developer and are available for public use. These facilities and amenities should (1) make possible a livable environment capable of supporting the greater density and intensity of development permitted, (2) encourage a high degree of urban design, (3) increase pedestrian-oriented activities and amenities, and (4) provide uses which encourage a lively, twenty-four hour cycle for the development. Allowable bonus incentives are open arcade, enclosed pedestrian space, theater, residential uses, rooftop activities, and outdoor plaza.

An approved Conceptual Site Plan (CSP) and Detailed Site Plan (DSP) are required for all uses and improvements in the M-X-T zone, in accordance with Section 27-546 of the zoning ordinance.

#### R-O-S: Reserved Open Space

The R-O-S zone:

- provides for permanent maintenance of certain areas of land in an undeveloped state, with the consent of the property owners;
- encourages preservation of large areas of trees and open space;
- is designed to protect scenic and environmentally sensitive areas and ensure retention of land for nonintensive active or passive recreational uses; and
- provides for very low density residential development and a limited range of public, recreational, and agricultural uses.

The R-O-S allows for a maximum of 0.05 dwelling units per net acre and a minimum lot size of 20 acres, except for public recreational uses, for which no minimum area is required.

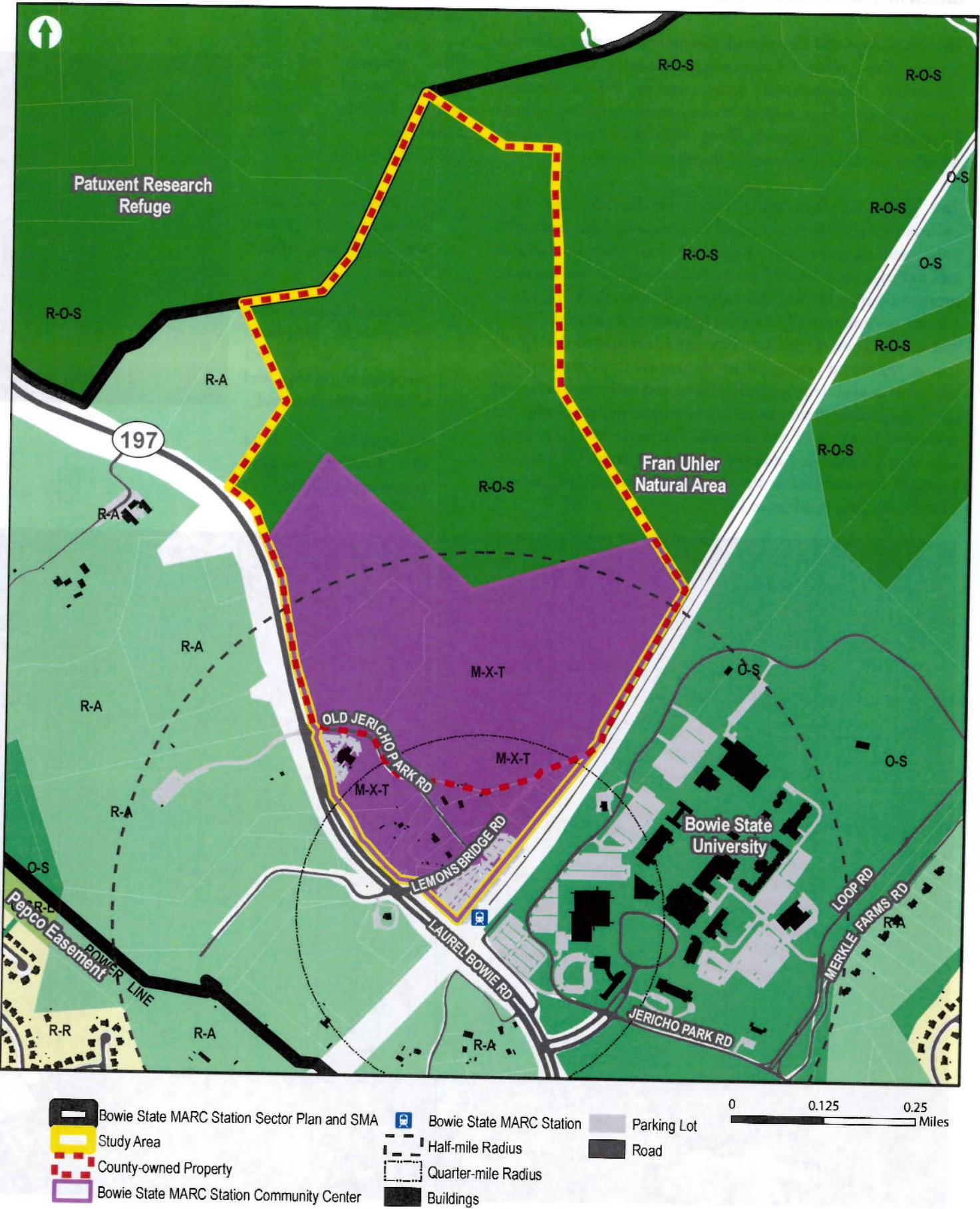
### LAND DEVELOPMENT PROCESS

The land development process consists of three key steps—the review of subdivision plans, site plans, and permits. The subdivision process involves the Planning Board's review and approval of preliminary plans to ensure adequate public facilities are available, or will be available in the foreseeable future, to serve the proposed development. Preliminary plans are also reviewed for environmental issues, such as woodland conservation, sensitive environmental features, and stormwater management; and the general design of subdivision including access, circulation, and lotting patterns.

Some development applications—including those in the M-X-T zone—are also subject to site plan review. Site plan review involves an in-depth review of the site plan and is based primarily on design issues, such as buffering, landscaping, grading, and architecture.

Permit review constitutes the final step in the land development process. Building, use and occupancy, grading, and sign permits are issued by the Prince George's County Department of Environmental Resources, but are referred to M-NCPPC to ensure conformance with the Zoning Ordinance, Historic Preservation Ordinance, Subdivision Regulations, and the Woodland and Wildlife Habitat Conservation Ordinance.

**Figure 13. Zoning**



## GREEN INFRASTRUCTURE PLAN

The 2005 *Approved Countywide Green Infrastructure Plan* is a comprehensive vision for conserving, enhancing, and restoring significant environmental ecosystems in Prince George's County. It includes a map of interconnected sensitive habitats of countywide significance, along with the implementation recommendations to help make the vision a reality.

The green infrastructure network is divided into three environmental assessment categories: regulated areas, evaluation areas, and network gaps. Regulated areas contain wetlands and drainage ways leading to the Patuxent River that are to be protected during the land development process. Evaluation areas contain environmentally sensitive features such as interior forest and unique habitats that are currently not regulated during the land development process. Network gaps are those areas that are critical to connectivity of the regulated and evaluation areas and should be evaluated for restoration opportunities to enhance the ecological function of the network. The majority of the study area is in a designated evaluation area; the regulated areas are generally concentrated in the north and northeastern portions of the study area (see Figure 14).

## WOODLAND AND WILDLIFE HABITAT CONSERVATION ORDINANCE

The purpose of the recently passed Woodland and Wildlife Habitat Conservation Ordinance (WWHCO) is to:

- preserve, maintain, enhance, and restore woodlands and wildlife habitat;
- establish requirements to minimize woodland loss and to protect woodlands during and after construction; and
- establish a fund for future woodland conservation efforts.

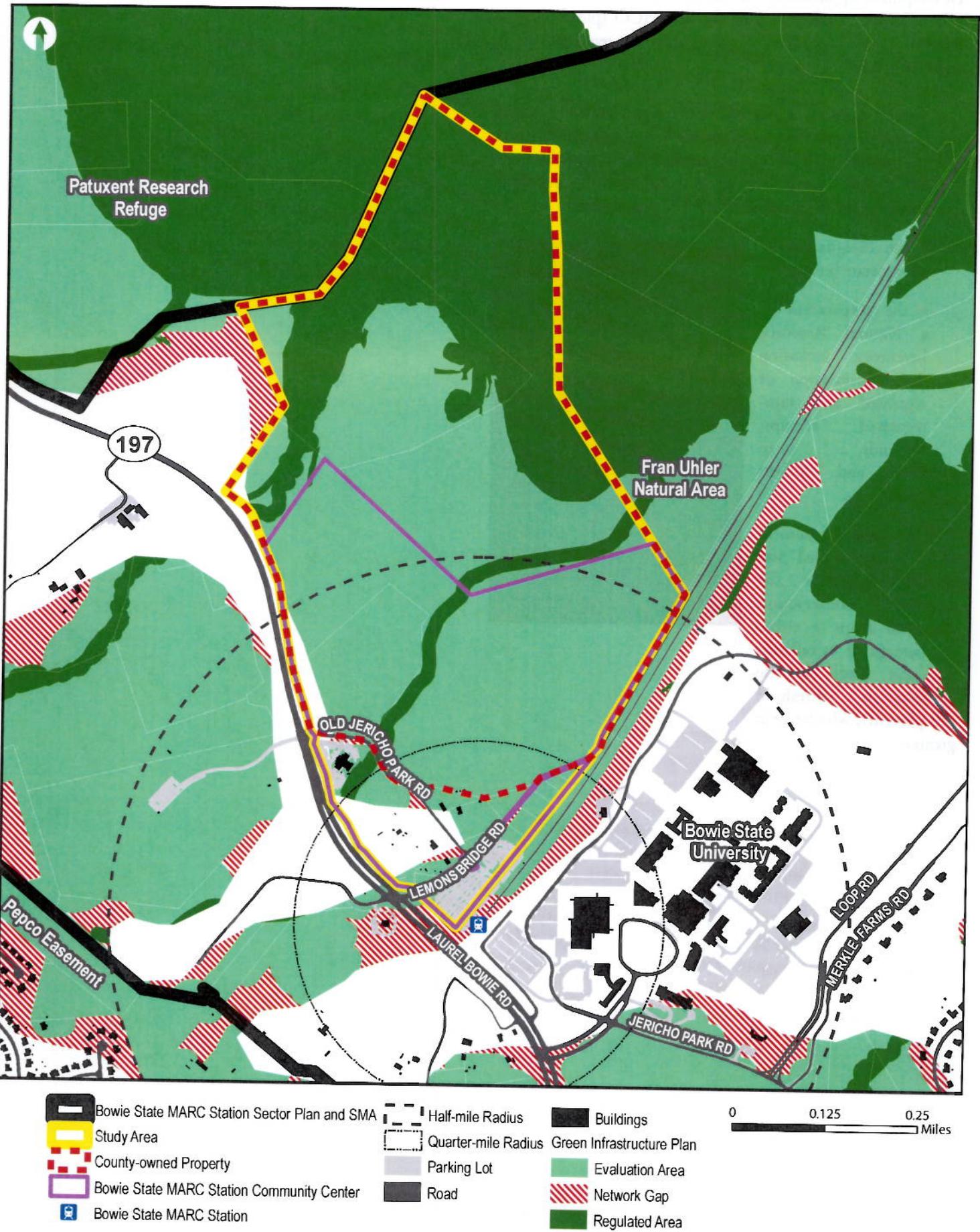
### Exemptions

A project is typically exempt from the provisions of the Ordinance if the lot/parcel or combination thereof is less than 40,000 square feet or when a lot/parcel or combination thereof of any size has less than 10,000 square feet of woodland and is not subject to a previously approved tree conservation plan.



Woodlands and wetlands in the northern section of the study area. Source: Copyright 2010 Pictometry International Corporation

Figure 14. Green Infrastructure Plan



Development applications on the county-owned land will be subject to the requirements of the WWHCO (please refer to Subtitle 25 of the County Code to view the requirements in their entirety):

- the completion of a Tree Conservation Plan if the activity is clearing more than 5,000 square feet of woodlands (there is a minimum 15 percent woodland conservation threshold for M-X-T zoned property and 50\* percent woodland conservation threshold for R-O-S zoned property)
- the designation of appropriate buffers
- the preparation of a Natural Resource Inventory, including the identification of regulated and non-regulated streams, wetlands, steep slopes, and 100-year floodplains

\* If less than 50 percent of a R-O-S zoned site is wooded, then the woodland conservation threshold drops to either the acreage of woodlands on the site or the afforestation threshold (20 percent), whichever is greater.

### Buffers

Regulated streams are required to have 75-foot and 100-foot buffers in the Developing and Rural Tiers, respectively. [The M-X-T zoned properties are located in the Developing Tier.] Nonregulated streams do not require a stream buffer but should be protected as much as possible through the design process. In addition, a minimum 25-foot buffer is mandated around all wetlands.



# BOWIE STATE UNIVERSITY

## Profile

Founded in 1865, Bowie State University is a member institution of the University System of Maryland dedicated to the advancement of knowledge through teaching, research, and service. Administered through four colleges—College of Arts and Sciences, College of Business, College of Education, and College of Professional Studies—the University offers bachelor's, master's, and doctoral programs with a focus on computer science, business, health sciences, information technology, natural sciences, education, and related disciplines. New degrees and programs include a Master of Arts in mental health counseling, a doctorate in applied science and computer science, and a Bachelor of Arts in sports management.

In 2008, the University System of Maryland officially designated Bowie State University as a “growth institution”, confirming the expectation that the University will absorb more students over the next decade. The University continues aggressive marketing and outreach as part of its ongoing enrollment initiative.

Bowie State University is one of only six institutions in the nation designated by NASA and the National Science Foundation as Model Institutions for Excellence, mandated to provide high-quality education and research in science, engineering and mathematics. The Bowie State Satellite Control Center is sponsored jointly by NASA and Honeywell Corporation and serves as a live laboratory for education, training, and research in satellite operations and student controlled NASA-related missions. Bowie State was the first historically-black institution and among the first predominantly undergraduate institutions to house a NASA satellite control center.

## 2010 Quick Facts

- Fall enrollment: 5,578 (enrollment is expected to increase by 35 percent between 2010 and 2020 to 7,564)
- Campus size: 295 acres
- 388 staff; 230 full-time faculty
- 16:1 student/teacher ratio
- 21 undergraduate majors
- 20 master's programs
- 2 doctoral programs
- 12 graduate certificates
- 2 certificates of advanced study

- Nearly 1,400 on-campus students
- 77 international students from 18 countries
- 92 percent of full-time faculty have at least a master's degree; 60 percent of full-time faculty hold PhDs
- Nearly 82 percent of students (4,444) receive financial aid
- Undergraduate tuition: In-state - \$4,414 / Out of State - \$14,938
- Graduate Tuition (per credit hour): In-state - \$335 / Out of State - \$640
- Campus facilities inventory: 22 buildings / 1,275,000 square feet

## New Facilities

The Fine and Performing Arts Center is scheduled to open in 2011. Estimated to cost \$79 million, the 123,000 square-foot building will host a 400-seat main theatre, 200-seat blackbox theater, 200-seat recital hall, an art gallery, classrooms, laboratories and offices.

The Center for Business and Graduate Studies opened in 2007 at the cost of \$21 million. It houses the New Academic Advisement Center, Competitive SIFE Program, and more than 30 master's, doctoral, and certificate programs.



*Center for Business and Graduate Studies*

Opened in 2002, the \$11.8 million Computer Science Center accommodates new doctoral degrees in computer science. It is home to the NASA-sponsored Satellite Operations Center and summer Institute in Engineering and Computer Applications.

The \$18 million Center for Learning and Technology began offering a new master's degree in mental health counseling, a doctoral degree in educational leadership and professional studies programs including nursing and social work in 2000.



*Center for Learning and Technology*

## **Research Centers and Institutes**

The Satellite Operations Center is a partnership with NASA featuring training and a mission control center where students can participate in satellite operations and earn mission controller certification.

B.E.T.T.E.R. (Building Excellence in Training, Teaching Education and Research) is a project funded by a National Science Foundation grant to assist the University in its efforts to produce well-trained science, technology, engineering, and mathematics graduates.

Bowie State's Principal Institute features an 18-month curriculum with day-long Saturday classes that cover preparation for principal certification for Prince George's County elementary, middle and high schools. The institute also provides training in leadership and advanced professional development.

Bowie State's Maryland Center, a nonprofit foundation that works to enhance the educational, research and service missions of the University, was awarded a \$1.1 million grant by the Maryland State Department of Education to increase the advanced math skills of more than 400 Prince George's County students in grades five through nine. The program includes a summer math camp.

## **2010 Bowie State University Facilities Master Plan**

The 2010 Bowie State University Facilities Master Plan establishes a framework for the physical growth and change that can be anticipated for the university over next ten years and examines current and existing facility needs (see Figures 15 and 16). The plan provides recommendations for new student housing, renovation of existing facilities, including the Thurgood Marshall Library, gymnasium and other athletic facilities, as well as infrastructure improvements such as pedestrian ways, roadways, parking, and storm water management (see Table 13).

### **Factors Influencing the Master Plan**

The following factors were identified as part of the 2010 Master Plan process.

#### **Enrollment**

- Enrollment has been growing steadily and is expected to continue to increase, from 5,600 students in 2009 to 7,300 in 2019.

- Ten percent of students are from out-of-state; the University intends to increase the proportion to 17%-18% in the next 10 years. This has a direct impact on student life and amenities provided.

- The number of students needing developmental courses continues to grow as do their needs. These students require significant more face-to-face time than more prepared students, requiring more classroom space.

### **Academic and Related Programs and Classes**

- The University has maintained the core academic mission of the institution, teacher training and liberal arts while developing the business school, computer science, and graduate programs.

- BSU's strongest programs include nursing, education, business, information technology, and counseling/psychology.

- Classes are concentrated on Monday/Wednesday/Friday mornings and 5:00 and 7:30 p.m. Open slots are available 8:00 a.m. all days, late evenings, and Saturdays. This represents opportunities to increase utilization.

- There is no child care or child development program, nor any facilities for such programs.

- Strong traditions include the University's role as an Historically Black College and University (HBCU), its teaching programs, certain older, iconic buildings such as Harriet Tubman and McKeldin, sports and sports teams, and the "Greek plots" throughout the campus.

- The intimate, pedestrian scale of the campus has been respected and maintained. The campus is pleasant and picturesque, but land bound.

- Parking is generally sufficient in quantity but not convenient to destinations. Parking is insufficient during major events, including homecoming and graduation.

### **Student Life**

- The University recognizes the value of the residential student component and the need to provide appropriate resources and amenities to serve those students. The proportion of students living on campus is planned to grow from 24 percent of the student population to 40 percent during the ten-year planning horizon of this plan.



*The Christa McAuliffe residential complex is the newest dormitory on campus*

- Students, especially residential students, lack amenities found on other college and university campuses, such as a fitness center and up-to-date student center. The student center offers limited evening and weekend hours. A new replacement facility is now in design. There are few weekend activities for students.

### **Facilities, Space Needs**

- There is a very large deficit of space of several kinds. This is a current as well as a projected issue. The space shortage has and will handicap the delivery of programs unless met with new construction and renovation projects. The greatest need of academic space is for new science facilities. A new natural science building is the next major capital project to follow the proposed new student center, currently in design. The new science building should accommodate both the need to replace the facilities now housed in the Crawford Science building as well as projected science facilities needs beyond those provided in Crawford.
- The University has taken care of its buildings and grounds and has mitigated the effects of the space shortage where possible and where funding permits. Nonetheless, significant repairs and renovations are needed for the campus buildings and site.
- Several buildings experience inconsistent heating and cooling.
- Athletic facilities are in major need of update and repair.
- Few gathering spaces for students exist within the buildings. Also, there is no suitable indoor space for large gatherings on campus.
- Many classrooms are too small for course offerings.
- There is a demand for more large, open computer labs.

- Classroom furniture is old and out-dated, with many tablet-arm chairs, and in need of replacement.
- While many classrooms are equipped with modern technology, several are not.
- Wireless connectivity is spotty around the campus.
- A roofing program has generally kept up with needs; at this point, only the Henry Administration and Robinson Buildings are in need of re-roofing.
- A significant portion of the academic and administrative buildings were built in the mid 1960s to mid-1970s but with relatively little renovation since their completion. Most of these buildings are in serious need of repair and renovation while others need to be razed.

### **Beyond the Campus**

- The MARC commuter station links the campus to the major metropolitan areas to the north (Baltimore) and south (Washington).
- The City of Bowie, both the original town center and newer commercial development are within 5 miles of the campus and serve as the nearest center for shopping and services for the campus community. While relatively close to the campus and connected by three bus lines, these locations are typically accessed by car.
- There is no campus shuttle to off-campus locations frequented by students such as commercial destinations in and around Bowie.
- A major planned 219-acre development on the other side of the MARC/ Amtrak right-of-way - the MARC Station Sector Plan – represents a unique opportunity for the University to establish a presence in the proposed new town/community center that will benefit both the community and the University.

**Table 13. Bowie State University Facilities Master Plan Recommendations**

Project	Description
Fine and Performing Arts Center	New, 123,475 sf arts center replacing many functions currently housed in MLK, including a 350-seat theater
Storm Water Management	Continuation of storm water mitigation projects campus-wide
Campus-Wide Electrical Upgrades	Continuation of replacement of electrical feeders and equipment
Campus-Wide Site Improvements	Upgrades to pedestrian ways, roadways, parking, signage, and related infrastructure
Student Union	New 85,000 sf student center, including food service, bookstore, student offices, recreation areas, meeting spaces; replaces Wiseman Center
Steam Plant Renovation	Renovation of previous steam plant for public safety offices. Adds an internal second floor totaling 5,940 sf. Parking is adjacent; immediate access to Loop Road. Eliminates temporary storage facility.
McKeldin Gym Renovation	Renovation of 21,142 sf existing gym currently used for temporary public safety and physical education / practice gym.
Science Building	New 148,308 sf building to house sciences facilities, including biology, physics, chemistry, related lab sciences, classrooms, and offices
300-Bed Student Housing	New student housing, 90,000 sf over 6 floors, suite or apartment style units. 1st of 3 new residence halls.
Surface Parking	300-car parking lot to serve residential units
Goodloe Apartments Renovation	Renovation of existing 24-unit 5,946 sf apartment building
Temporary Offices	Temporary pre-fabricated mobile units to house faculty offices to be displaced upon demolition of MLK. 10,000 sf for 40-50 persons.
Humanities Building	New 60,000 sf academic building to be constructed after MLK demolition.
Thurgood Marshall Library Renovation	Comprehensive renovation of existing 166,869 sf library building for library/learning center and related support functions
Facilities Maintenance Building	New 35,000 sf facility to replace aging maintenance building which will be demolished to make way for new student housing. Pre-engineered building to include shops, storage, offices.
300-Bed Student Housing	New student housing, 90,000 sf over 6 floors, suite or apartment style units. 2nd of 3 new residence halls.
Stadium Complex	New bleachers, lockers, training, offices, concessions, restrooms, and gateway control/ticketing facility, to serve football program. Allowance 40,000 sf.
Athletic Fields Improvements	Upgrades to track, soccer, practice fields, softball field, tennis courts, outdoor basketball courts; new practice field.
University Center West	New 100,000 sf facility for joint use by community and BSU, including competition basketball arena, lockers, training, fitness, assembly / meeting / convocation space, conference facilities, offices, classrooms, café/concessions
James Complex Renovation & Expansion	Comprehensive renovation to the existing 102,135 sf facility, for physical education / intramural / practice for basketball, volleyball, swimming, wrestling and other indoor activities, offices, weights, training, lockers, classrooms, ROTC facilities.
New Academic Building	New 70,000 sf academic building to house instructional space for academic programs, offices, and child care center.
CLT Building Partial Renovation	Estimated 30,000 sf renovation after space is vacated by education department
Robinson Hall Renovation	Comprehensive renovation to the existing 31,534 sf building, to house admissions, human resources, other offices, and classrooms
300-Bed Student Housing	New student housing, 90,000 sf over 6 floors, suite or apartment style units. 3rd of 3 new residence halls.
Parking / Loop Road – SW Perimeter	Reconfigured Loop Road and parking after construction of new MARC station; provides for parking internal to the Loop Road.
Athletics Field House	New, 72,000 sf pre-engineered building to provide space for various indoor sports, including track, tennis, basketball, volleyball, soccer lockers, offices, fitness.

Source: 2010 Bowie State University Facilities Master Plan

Figure 15. 2010 Campus Site Plan

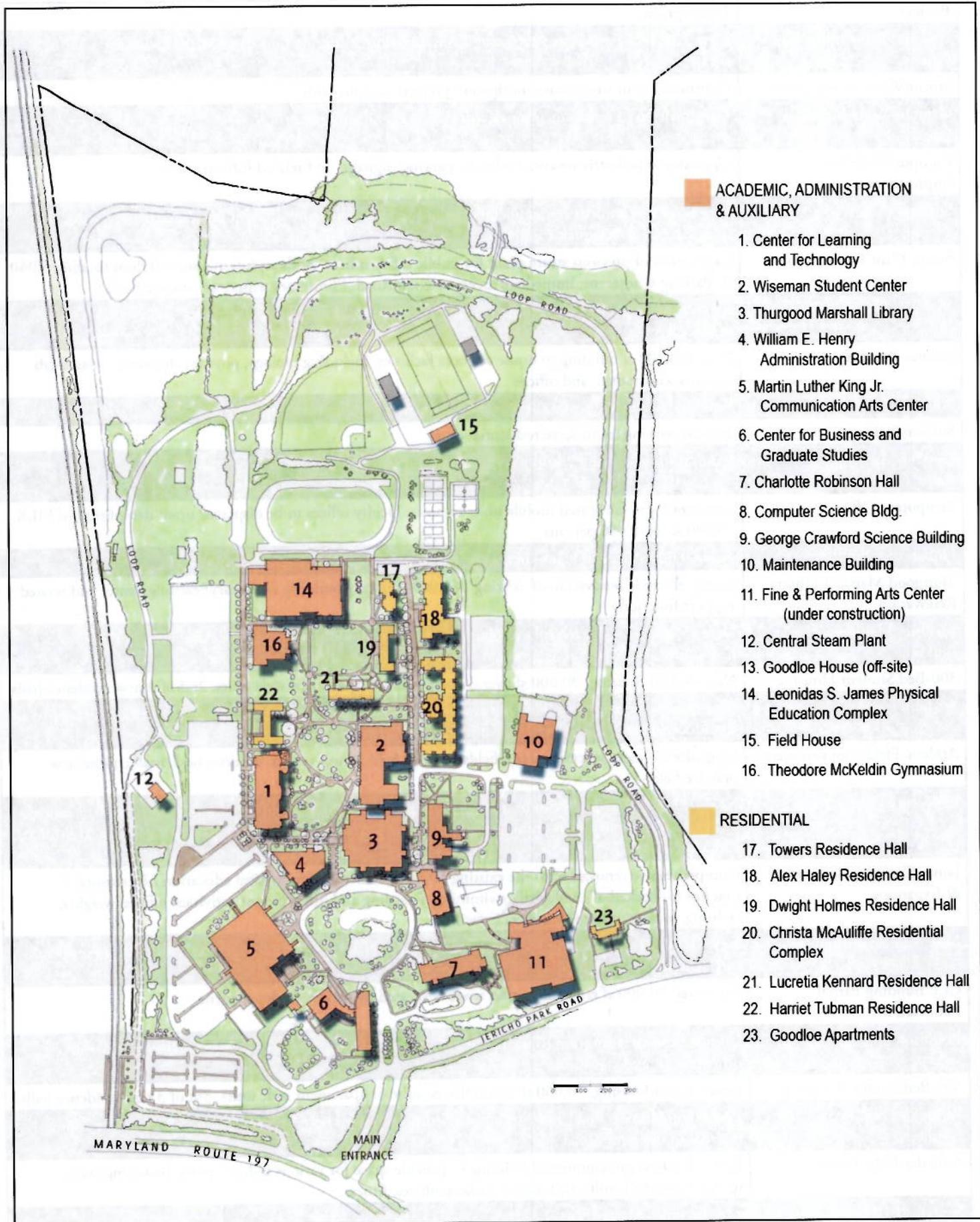
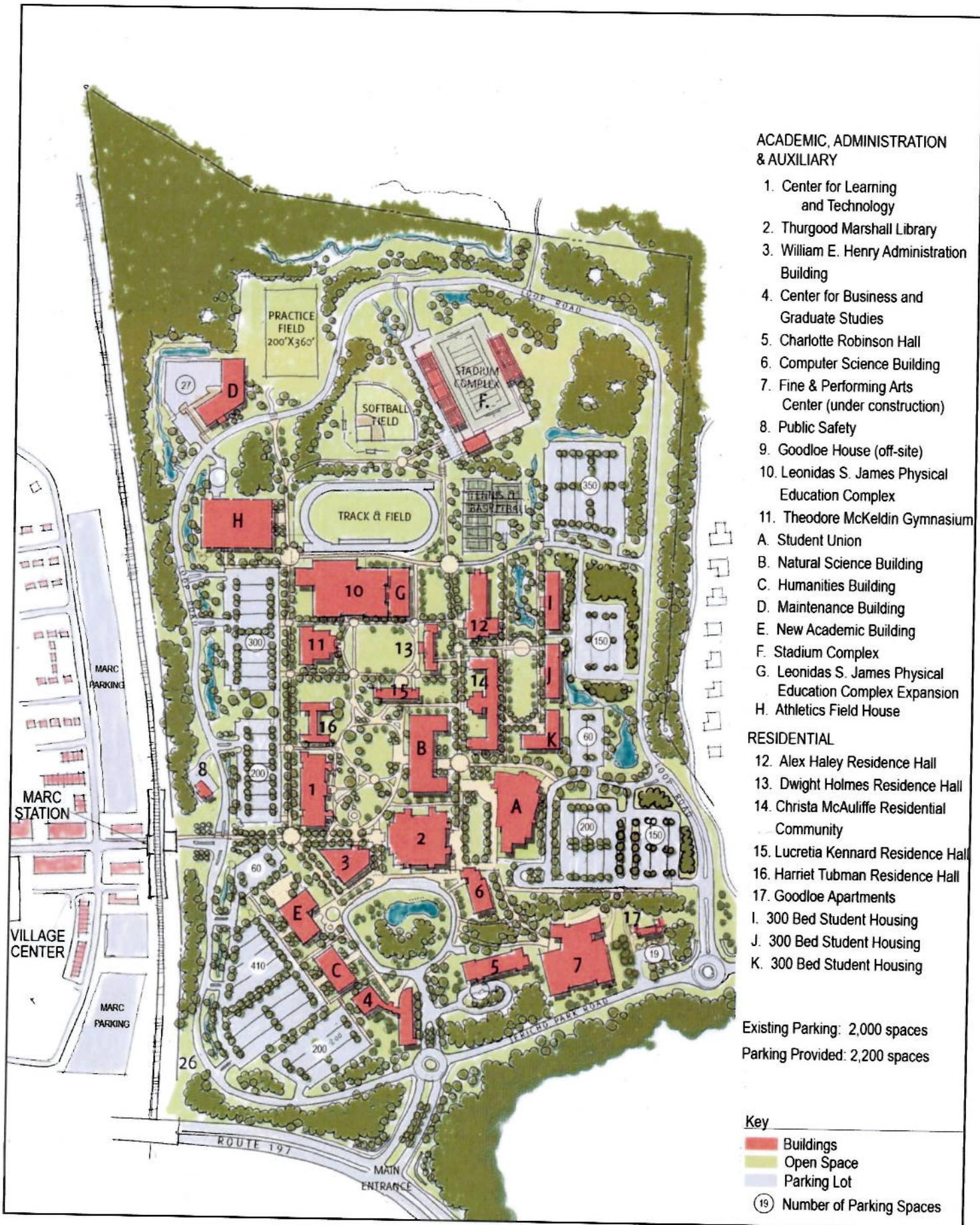


Figure 16. Proposed Master Plan Site Plan at Build Out (2020)





# **ACKNOWLEDGMENTS**

Council Chair Ingrid M. Turner, Esq., Prince George's County Council District 4

## **Bowie State MARC Station Development Board**

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Bowie State University

Maryland Transit Administration

