

Bowie Marketplace Residential

Stakeholders Meeting

April 14, 2016

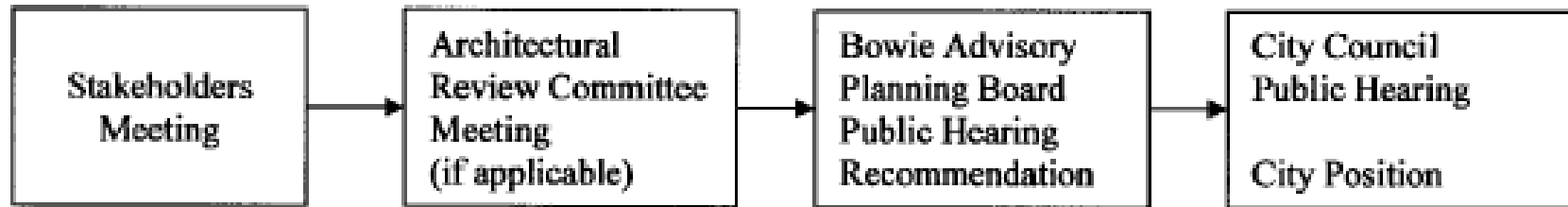
Development Review Guidelines and Policies

**Standards for Creating a Quality
Living Environment**

**Prepared by the Department of Planning and
Economic Development**

Approved and Adopted by City Council on January 18, 2005
Resolution R-2-05

CITY DEVELOPMENT REVIEW PROCESS FLOW CHART



1. Stakeholders Meetings

Stakeholders Meetings are intended to occur as soon as possible in the development review process. Meetings will not only provide the developer an opportunity to discuss the proposal in general, but they also will provide for very early input from Bowie residents. Planning Department staff will schedule Stakeholders Meetings, on a case-by-case basis, as the need arises.

- **Notification of Potential Development or Redevelopment**

City staff will be responsible for notifying stakeholders of a Stakeholders Meeting. Confidentiality of the developer's plans must be respected. Accordingly, a Stakeholders Meeting will be held as soon as the developer and City staff has determined that issues of confidentiality no longer apply. This notification will occur before an application has even been filed, if possible. In addition to notifying the Chamber of Commerce and neighbors (i.e. those within 500 feet of the subject property), City staff will determine what other stakeholders should be notified of a stakeholders meeting (e.g. potentially affected business owners, homeowners associations, additional residents, etc.). This will depend on factors such as the nature, size, or type of application and the site's location. The greater the impact of the proposal, the greater will be the extent of staff notification. When possible, staff will use all media available to advertise stakeholders meetings, such as posting notices in the local newspaper and on the City's cable TV channel and Web Page (www.cityofbowie.org).

- **Logistics of Stakeholders Meetings**

Stakeholders Meetings will be convened and facilitated by City staff. Meetings will be held in the evening at City Hall or other locations closest to the affected community, if possible. Whenever possible, two (2) weeks notice of the meeting will be provided to stakeholders. At least one week's notice will be provided. The notice shall include information about the basic concepts of the proposal (such as the location, size, and type of development), if such information is available. City staff will prepare a list of topics or concerns discussed at the meeting and will provide a summary of the meeting to the City Council.

- **Information to be Shared With the Developer**

At a minimum, the appropriate City documents which may include the City's Development Review Guidelines, Wildlife Habitat Management Guidelines, Old Town Bowie Revitalization Plan, Level-of-Service Volume Standards, Recreation Master Plan, Forest Mitigation Policies, and the results of the Quality Community Survey (QCS) will be shared with the developer in advance of any Stakeholders Meeting. The QCS documents will include color copies of the Bowie Vision Plan, the Visual Preference Survey, and Community Questionnaire Results. City staff will also provide information about where copies of applicable County ordinances and regulations may be obtained. In addition to attending City Stakeholders Meetings, developers are encouraged to sponsor or participate in community visioning efforts, such as conducting design charrettes, on major projects.

Development Pattern Element – Developing Tier

4. Additional focus should be placed on redevelopment in the MD Route 450 Mainstreet area that converts this area from a through arterial to a main street. Appropriate design standards should be adopted to ultimately achieve a “classic main street section”. Consideration of such standards should include, but not be limited to:
 - Interconnected network of streets onto which buildings front;
 - Properly designed and engineered sidewalks and crosswalks;
 - Intensively landscaped with trees, planters, lights, benches and trash containers;
 - Range of building types;
 - Building design standards;
 - Parking;
 - Well-landscaped rear parking lots;
 - Signs should be small and include projecting, wall mounted and painted on awnings and windows;
 - New park and plaza;
 - A pedestrian overpass over Route 450 connecting Freestate Mall and The Marketplace; and,
 - Opportunities to expand or enhance existing cultural facilities and attract other new facilities.

City Development Agreement with Berman Enterprises

36564 587

Agreement Regarding Incentives for the Redevelopment of the Bowie Marketplace Shopping Center

This Agreement is entered into this 20th day of ~~NOVEMBER~~ 2014 by and between the City of Bowie (hereinafter, "the City"), a Maryland municipal corporation, with offices located at 15901 Excalibur Road, Bowie, Maryland, 20716 and BE BOWIE LLC (hereinafter "the Owner"), a Maryland Limited Liability Company, with offices located at 5410 Edson Lane, Suite 220, Rockville, Maryland, 20852.

RECITALS:

WHEREAS, there is certain real property located within the City of Bowie consisting of approximately 20 acres commonly known as the Bowie Marketplace Shopping Center ("Marketplace") that is currently developed with a mixture of occupied and vacant retail use buildings comprising approximately 239,925 square feet (the "Property"); and

WHEREAS, the Marketplace has experienced a vacancy rate of more than 50% since 2001; and

WHEREAS, from time to time the Property has not been well maintained and it has been the subject of City Code violations; and

WHEREAS, the development on the Property suffers from poor traffic circulation patterns and is generally outdated; and

WHEREAS, over the years the City has received an ever diminishing revenue stream from the real and personal property located at the Marketplace; and

WHEREAS, it is anticipated that the City will receive increased revenues from the redevelopment of the Property; and

WHEREAS, the City desires that the Marketplace be demolished and replaced with an attractive new retail center with a grocery store anchor as expeditiously as possible in order to, among other things, increase City revenues deriving from the Property; and

WHEREAS, the City supports senior housing in the Route 450 corridor that will be developed in a manner that would be harmonious with the surrounding community; and

Residential Provisions of Development Agreement

C. Any residential dwelling units constructed on the Property shall be consistent with the Prince George's County Zoning Ordinance, and at least twenty percent (20%) of all residential dwelling units constructed on the Property shall be age restricted dwelling units.

12. RESIDENTIAL

A. The City supports a mixed use development on this property that includes a residential component. The City shall have the ability to approve or deny, in its sole and absolute discretion, any Conceptual Site Plan (the "CSP") application for residential uses on the Property prior to submission to the Prince George's County Council (the "County"). The Owner shall not submit any CSP application for the Property to the County unless said application is first approved by the City, in its sole and absolute discretion. The Owner shall not construct any residential improvements on the Property unless based upon a CSP approved by the City pursuant to this paragraph.

B. If the Owner submits a CSP with a residential use, senior age-restricted housing shall constitute a minimum of 20% of the total residential units contained on the Residential Parcels (the Parcel(s) behind the grocery anchored shopping center as depicted on the attached Exhibit A).

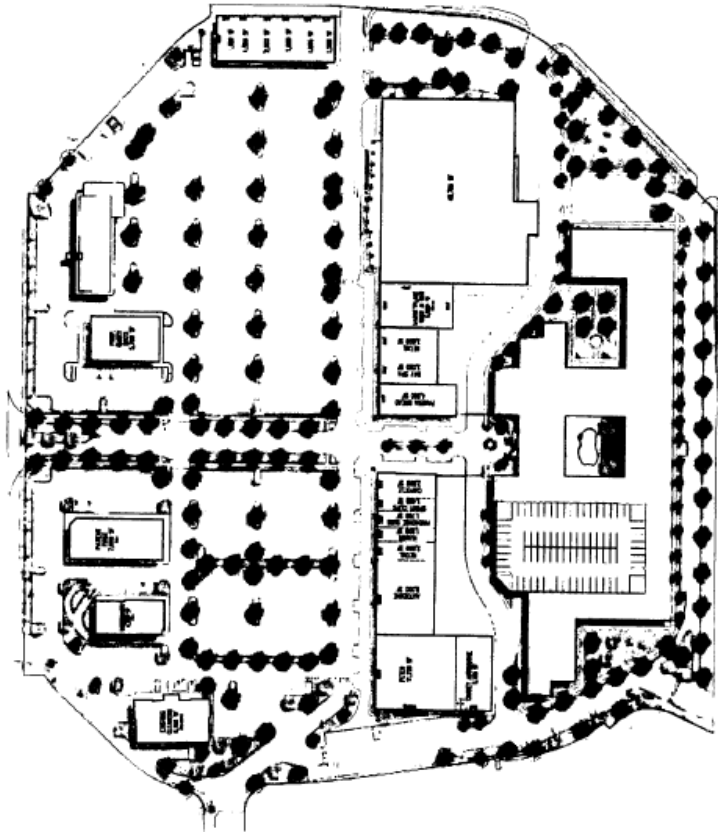
C. The City shall have the ability to approve or deny any Detailed Site Plan (the "DSP") application on the Property prior to submission to the County. The Owner shall not submit any DSP application on the Property to the County unless said application is first approved by the City. The City's approval of a DSP application on the Property shall not be unreasonably withheld. The Owner shall not construct any improvements on the Property unless based upon a DSP approved by the City pursuant to this paragraph.

D. References herein to "senior age-restricted housing" or "residential units for seniors" shall mean residential units contained on the residential portions of the Property that are required by covenant to be occupied by at least one resident who is 62 years of age and older.

36564 600

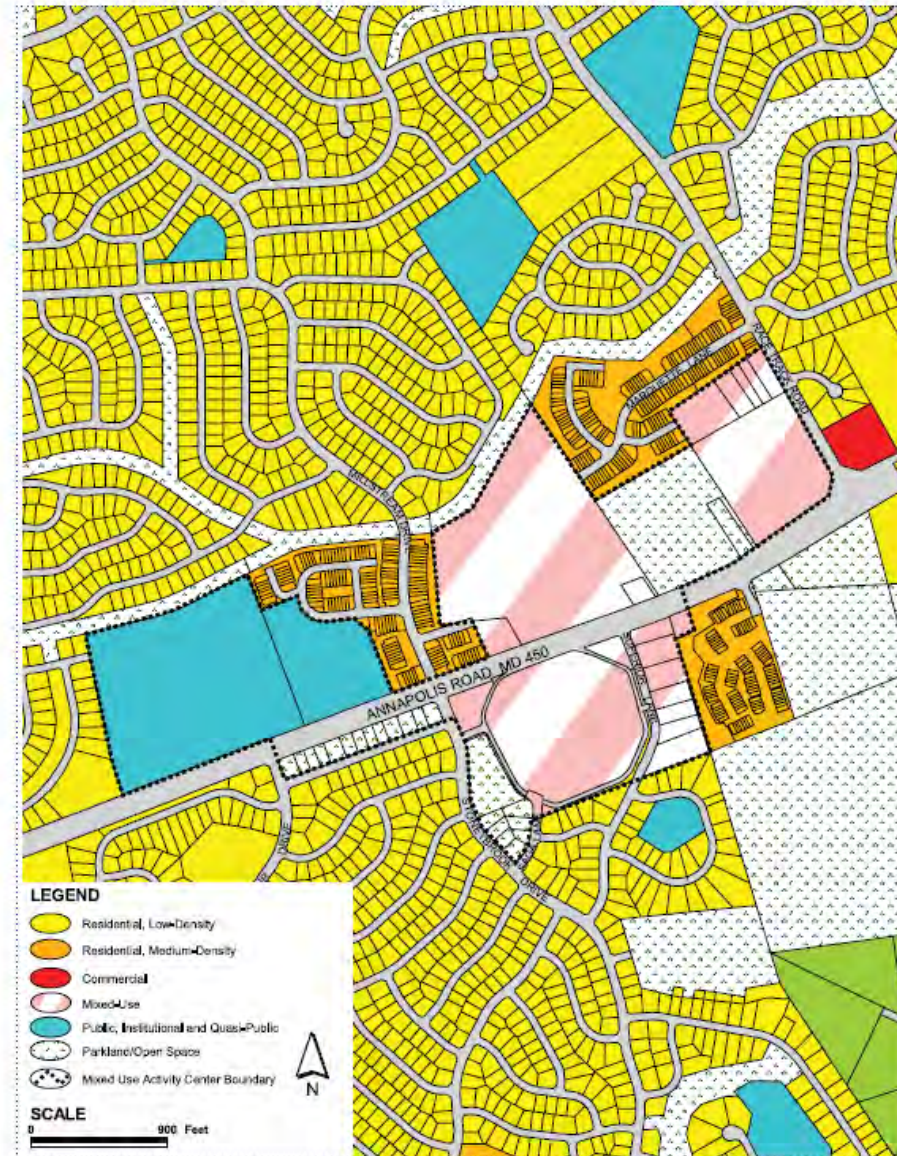
RESIDENTIAL CONCEPTUAL SITE PLAN

PROJECT NO. 2012-001 (LAWRENCEVILLE) CIVIL ENGINEERING DIVISION, GEORGIA DEPARTMENT OF TRANSPORTATION



Residential Site Statistics	
Units	171 Units
Garage Parking	171 Spots
Parking Required	2 Spots/Unit = 342 Spots
Street Parking	171 Spots

EXHIBIT A





Overview of open space and civic uses in Bowie Main Street.

Pedestrian-Oriented Design: Development that is designed and arranged in a way that emphasizes travel on foot rather than by car. Elements include compact, mixed-use development patterns with facilities and design that enhance the environment for pedestrians in terms of safety, walking distances, comfort, and the visual appeal of the surroundings.

Bowie Main Street

Vision: Bowie Main Street is an active, lively place with pedestrian-friendly streetscapes designed for residents, workers, and shoppers, set amid high-quality, attractive commercial, residential, civic, institutional, and recreational uses.

Background: The Bowie Main Street mixed-use activity center is located along MD 450 between Race Track Road in the east and Bowie High School in the west. The area includes approximately 682,000 square feet of retail space concentrated primarily in three commercial centers: Free State Mall, Jemal's Marketplace, and Hilltop Plaza. Bowie Main Street also includes several civic and open space amenities in the form of an M-NCPPC park and community center, two City of Bowie parks, the Bowie Library, Bowie Center for the Performing Arts, and the Bowie High School.

An opportunity exists for the future redevelopment of these centers with a mix of retail, office, and medium-density residential uses. Civic or institutional uses could be a catalyst for such redevelopment. A pedestrian-oriented boulevard with a carefully designed streetscape

would encourage and allow for phased development. Bowie Main Street is close to a significant number of long-time residents who have chosen to remain in the area. Redevelopment may include senior housing or retail catering to the "empty-nester" market.

Existing retail centers are in various states of use and redevelopment. Long-term revitalization plans for this area must allow for the phasing of development and intensification. Façade treatments, renovation, redevelopment, and more intensive uses can be introduced in phases to achieve the vision for Main Street. Public commitment will be essential to the success of Bowie Main Street and could consist of streetscape improvements, grants, and other funding programs intended to assist with redevelopment over time.

Key challenges include heavy traffic flow on MD 450 (which includes both through-traffic and trips to and between the three major retail centers), lack of a coherent theme, and disconnected retail nodes. Competition from Bowie Town Center and other retail centers throughout the region has also drawn away a significant portion of the population that once patronized the businesses of Main Street. Bowie Main Street must establish its own identity separate from that of the Bowie Town Center to attract new visitors from both within and beyond the surrounding area.

Planning for a pedestrian-oriented environment on Main Street and a boulevard character along MD 450 will lead to the types of commercial, residential, civic, institutional, and recreational uses essential to achieving the unique character and sense of place necessary for the area to be successful. (See Map 3, Bowie Main Street—Land Use.)

Goals:

- Provide a diverse and balanced mix of land uses at a pedestrian-friendly scale to revitalize the area.
- Create attractive, active streetscapes that provide safe pathways for pedestrians.
- Incorporate new civic spaces and plazas connected by a network of streets, sidewalks, and trails.
- Reduce traffic conflicts on MD 450 by providing an internal street grid and reducing curb cuts onto MD 450.
- Preserve the character of residential neighborhoods while ensuring they have access and are convenient to the Bowie Main Street mixed-use activity center.

Policy 1: Encourage pedestrian-oriented, mixed-use development to foster the creation of a true “main street” environment.

Strategies:

1. Recommend and support future rezoning to an L-A-C (local activity center) community or village comprehensive design zone or a suitable mixed-use zone at the time of development and/or redevelopment to allow for an appropriate mix of uses and intensities to achieve the desired character for Bowie Main Street (see Map 3, p. 184).

2. Evaluate the need for a future sector plan for the Bowie Main Street mixed-use activity center as development pressure intensifies and/or opportunities emerge. This sector plan should:
 - (a) Refine the area’s desired character and boundaries;
 - (b) Reevaluate the policies of this plan; and
 - (c) Implement a development district overlay zone with appropriate design standards, if necessary.
3. Identify federal, state, and county funding programs to assist in phased redevelopment and revitalization.
4. Encourage the development of civic and institutional uses to serve as a major focus for development.

Policy 2: Develop a safe, attractive streetscape, reduce traffic conflicts, provide multimodal options, and enhance pedestrian connectivity.

Strategies:

1. Create an internal street grid or network that facilitates access, draws local traffic off MD 450, and reduces congestion by providing alternative choices for drivers.
2. Coordinate with developers and appropriate agencies to provide a comprehensive, attractive pedestrian streetscape (consistent with Policy 3, Strategy 1b) along MD 450 throughout the entire length of the Bowie Main Street mixed-use activity center.



BRAVA, the Bowie Regional Arts Vision Association, Inc., is centrally located on Main Street between Bowie High School and the Bowie Library.

3. Create multimodal trail connections linking civic and public spaces, nearby parkland, and adjacent residential neighborhoods.
4. Coordinate with the appropriate agencies to establish a network of civic and public spaces such as plazas, pocket parks, and courtyards.
5. Evaluate the potential for new or rerouted bus service, particularly as part of the expansion of a Bowie Area Transit Shuttle (BATS) to serve the Bowie Main Street mixed-use activity center. Incorporate shelters with seating and route-specific and system service signage at stops.
6. Provide street crossings marked by special materials, count-down crossing lights, curb bump-outs, or other “safe crossing” measures at intersections.
7. Reduce the number of curb cuts onto MD 450 and ensure that parking areas are located to the rear of buildings.

Policy 3: Ensure that design proposals are high quality and conform to form-based design guidelines to create a sense of place and a unique character for Bowie Main Street.

Strategies:

1. Encourage the highest quality of urban design through the application of design recommendations that:

- a. Create a consistent build-to line that frames the streets and provides a comfortable sense of enclosure for pedestrians;
- b. Provide streetscape amenities such as street trees, wide sidewalks accented with special paving materials, landscape buffer/planting strips between streets and sidewalks, pedestrian-scaled lighting fixtures, and street furnishings such as benches, trash receptacles, and bike racks. Use mature vegetation and trees as buffers to boost the appearance of the area;
- c. Ensure buildings are appropriately sized for the site, conform to the proposed land use density, and support the character envisioned for the area;
- d. Use high-quality, durable and attractive materials with appropriate pedestrian-scaled architectural detailing in the design of all buildings.
- e. Encourage the use of shared parking facilities and parking garages. Ensure that parking structures are sufficiently screened from public view or designed to be visually unobtrusive. Measures to reduce the visual impact of parking structures may include incorporating ground-level retail uses on the street frontage, requiring parking structures to be internal to blocks, and requiring single-punched openings on upper stories that resemble traditional building windows rather than long horizontal slot openings.

- f. Provide high-quality signage compatible with its use and purpose. Ensure that signage placement, size and design are consistent within projects and compatible with adjacent development. Explore the feasibility of a unified signage program throughout Bowie Main Street.
- g. Explore the feasibility of establishing a public art program to provide fountains, statues, sculptures, sidewalk medallion insets, and other features to highlight the special nature of Main Street.
- h. Locate utility lines underground where possible.
- i. Capitalize on every opportunity to provide a mix of uses (residential, retail, civic, and office) within existing retail centers.
- j. Use the Bowie Center for the Performing Arts/ Bowie High School complex to underline the unique character of the Bowie Main Street.

Policy 4: Ensure that development in Bowie Main Street does not adversely impact the character of existing residential neighborhoods.

Strategies:

1. Use existing parkland adjacent to the street to buffer existing residential areas from new development.
2. Consider a transition in building density and intensity from more intense uses located at the “core” of Bowie Main Street along MD 450 to less intense uses along the “edge” adjacent to residential neighborhoods.

