




City of Bowie

2614 Kenhill Drive
Bowie, Maryland 20715

MEMORANDUM

TO: City Council

FROM: David J. Deutsch  City Manager

SUBJECT: Pointer Ridge Shopping Center Update

DATE: July 30, 2008

Mr. Gary Rappaport, owner of Pointer Ridge Shopping Center, will provide a briefing on his company's renovation plan for the center. Mr. Rappaport acquired the property from longtime owner Jozef Atlas in March 2007. Mr. Rappaport has been actively marketing the center along with the proposed Amber Ridge Shopping Center located at the end of Pointer Ridge Place. Both properties are zoned C-S-C (Commercial Shopping Center) and do not require any further public hearings or site plan review.

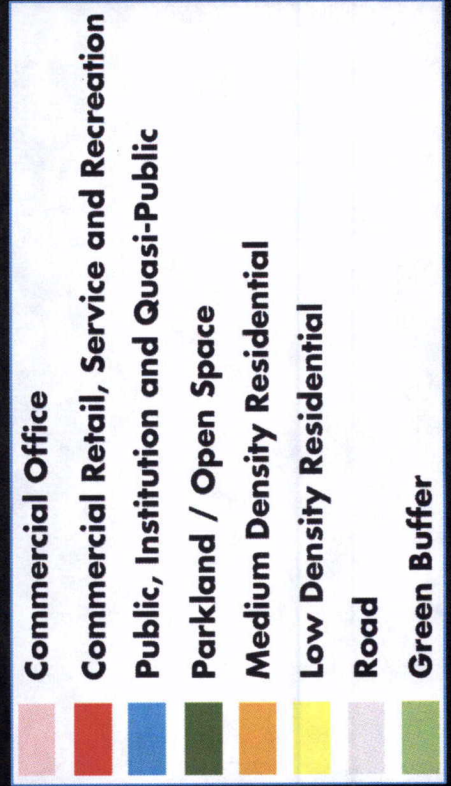
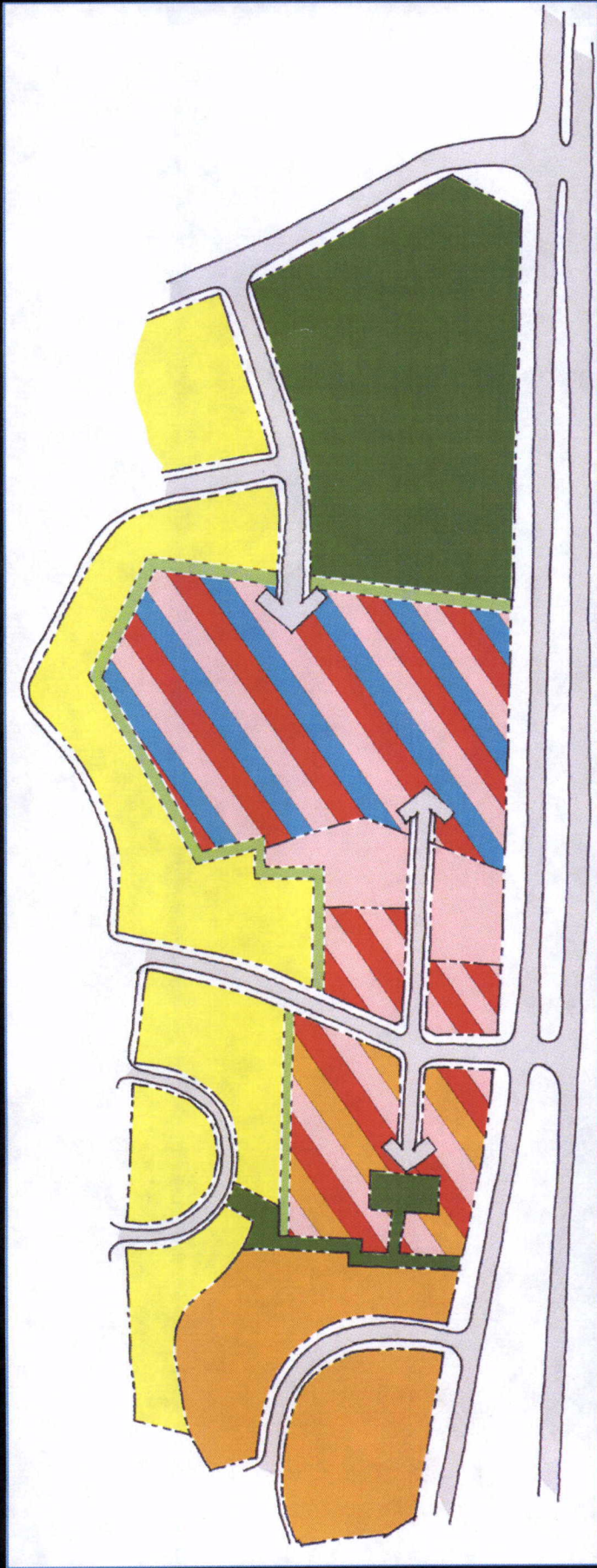
The 2006 Bowie and Vicinity Area Master Plan recommends a mixed-use activity center in the US 301/Pointer Ridge Drive area, including both Rappaport properties (see Attachment). Also of note is the Maryland State Highway Administration's approval of a traffic half-signal at the Amber Ridge Shopping Center entrance on US 301. This approval, which was strongly supported by the City, addressed a major community issue and significantly increases the marketability of the Amber Ridge site. Since both sites are being developed by the same company, having the flexibility to attract certain tenants to Amber Ridge will also create new opportunities for marketing space at Pointer Ridge. After his presentation, Mr. Rappaport will be available to answer questions from Council.

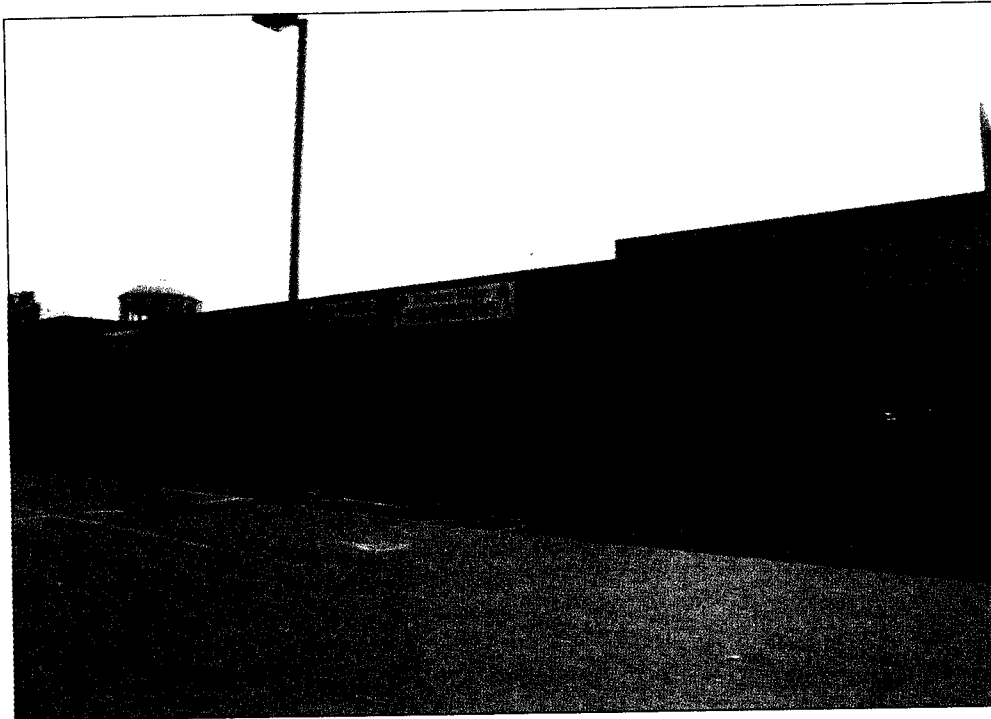
Attachment

Pointer Ridge Illustrative Plan



Pointer Ridge Land Use Plan





*Pointer Ridge
Shopping Center.*

Pointer Ridge Mixed-Use Activity Center

Vision: The Pointer Ridge Mixed-Use Activity Center is a community-scale area that supports the adjacent suburban residential neighborhoods by providing locally-serving retail, office, and public uses closely integrated with residential development.

Background: The Pointer Ridge Mixed-Use Activity Center consists of commercially zoned property located near the intersection of Pointer Ridge Drive and US 301, including Pointer Ridge Plaza, the Mitchellville Post Office, an existing office/condominium complex, the 19-acre Amber Ridge site, and identified R-R-zoned properties up to the intersection of Mitchellville Road and US 301. The South Bowie Community Center is also part of the Pointer Ridge Mixed-Use Activity Center, providing a strong amenity to serve the needs of the community.

The mixed-use activity center currently serves a large portion of the south Bowie area. Pointer Ridge Plaza is an older commercial center currently scheduled for renovation. Development in proximity to the Pointer Ridge Mixed-Use Activity Center, such as the approved retail component of the Karington mixed-use development and the proposed commercial development of the Amber Ridge site, would provide increased market competition. Whereas a detached concentration of specialized retail and office uses on the Amber Ridge site could potentially serve a large market area, Pointer

Ridge Plaza may not be able to retain or expand upon its current market share within the region.

The Pointer Ridge Mixed-Use Activity Center addresses Pointer Ridge, Amber Ridge, and surrounding sites as a cohesive whole, providing an opportunity to serve the retail, employment, residential, and civic needs of the community. The privately owned R-R-zoned portion of the Pointer Ridge Mixed-Use Activity Center on the corner of Mitchellville Road and US 301 should serve to enhance the entire mixed-use activity center. Appropriate future rezoning and use of that property should be accomplished for that purpose. Traffic (particularly in regard to potential conflicts at Pointer Ridge Place and along Pointer Ridge Drive due to potential development of the Amber Ridge site), accessibility, pedestrian safety, and an appropriate mix of uses are key concerns and must be addressed in order to ensure the success of Pointer Ridge. (See Map 5, Appendix 8, page 186.)

Goals:

- Reinforce the Pointer Ridge mixed-use activity center as a community focal point.
- Give top priority to traffic concerns and conflicts when determining how to provide adequate vehicular access to development sites where it is needed.
- Preserve and enhance the suburban residential character of the Pointer Ridge and Ridgeview Estates neighborhoods.
- Promote high-quality, pedestrian-friendly, mixed-use development.

Policy 1: Encourage low- to moderate-density, pedestrian-oriented mixed-use development.

Strategies:

1. Recommend and support future rezoning to an L-A-C (Local Activity Center) 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 intensity.
2. Plan successful development and/or redevelopment of the Pointer Ridge Mixed-Use Activity Center in light of L-A-C mixed-use development at Hall Road/Central Avenue and the proposed Karington development in the southwest quadrant of Central Avenue and U.S. 301.
3. Encourage public agencies to locate public facilities to help create a civic core and provide a focal point for the Pointer Ridge Mixed-Use Activity Center.
4. Coordinate with the City of Bowie, appropriate public agencies, and private developers to provide clearly delineated pedestrian paths between civic/public uses and the adjacent residential neighborhoods.
5. Encourage the provision of public and private open space, parkland, and plazas to complement the community-oriented nature of the Pointer Ridge Mixed-Use Activity Center.
6. Explore the provision of quality senior housing within the Pointer Ridge Mixed-Use Activity Center. This senior housing should be attractive to current and future residents of nearby neighborhoods and accessible to these neighborhoods and Pointer Ridge mixed-use activity center services via pedestrian-friendly facilities. To accomplish this strategy, such senior housing is encouraged on the undeveloped Amber Ridge site.

Policy 2: Reduce traffic conflicts, provide multimodal options, and ensure that the traffic pattern of new development does not overwhelm local street capacity.

Strategies:

1. Emphasize right-turn only ingress and egress to the Amber Ridge site along Pointer Ridge Place from Pointer Ridge Drive to help alleviate congestion at the existing traffic signal at the intersection of Pointer Ridge Drive and US 301.
2. Consider access to the Amber Ridge site through a portion of the South Bowie Community Center property from Pittsfield Lane. Work with the Department of Parks and Recreation and the City of Bowie to improve vehicular and pedestrian safety and access within the Pointer Ridge Center.
3. Evaluate the potential for new or rerouted bus service, particularly as part of the expansion of a

Approved Bowie and Vicinity Master Plan and Sectional Map Amendmen

Bowie Area Transit Shuttle (BATS) to serve the Pointer Ridge activity center. Incorporate shelters with seating and route-specific, system service signage at stops.

4. Development on the Amber Ridge (C-S-C-zoned) property should not include discount or "big-box" commercial activities. No individual retail use, other than food or beverage stores (grocery store) shall exceed 75,000 square feet in size. Retail sales of alcoholic beverages in a food or beverage store are limited to 5,000 square feet or less.

Policy 3: Ensure that design is high quality and conforms to form-based design recommendations to create a sense of place and a pedestrian-oriented environment.

Strategies:

1. Encourage the highest quality of urban design through the application of design recommendations that:
 - a. Create a consistent build-to line along all streets (other than US 301) to frame the streets and provide a pedestrian-friendly environment. Ensure that pedestrians are sufficiently buffered from US 301 and other streets by providing a landscaped strip with trees between street and sidewalk.
 - b. Provide quality visual and audio screening between existing residential neighborhoods and all commercial developments.
 - c. Provide wide sidewalks with room for café seating (where appropriate), bike racks, and other street furniture.
 - d. Use high-quality paving materials and continue sidewalk materials across crosswalks to signify their presence and importance.
 - e. Provide buildings that are appropriately sized for the mixed-use activity center, conform to the proposed land use density, and recognize the adjacent land uses and development.
 - f. Provide high-quality materials and architectural detailing in the design of all buildings. Incorporate pedestrian-scaled features such as awnings, arcades, display windows, and balconies to relate to human activity at the street level.
 - g. Ensure that ample amenities such as plazas, public open space, public art, and civic uses are provided.
 - h. Provide high-quality, durable, and attractive signage, pedestrian-scaled lighting, and street furniture such as benches and decorative trash receptacles to contribute to a pedestrian-friendly environment.
 - i. Encourage shared parking facilities and ensure that parking structures are unobtrusive and do not dominate the visual environment.
 - j. Provide attractive landscaping to enhance the development and the streetscape.
 - k. Screen unsightly service areas from the public realm.
 - l. Locate utility lines underground whenever possible