



City of Bowie

15901 Excalibur Road
Bowie, Maryland 20716

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

SUBJECT: Development Review Policies
Land Use and Economic Prosperity

DATE: September 15, 2020

At Monday's City Council meeting, the Director of Planning and Community Development will review City Council policies and current Master Plan recommendations regarding Land Use and Economic Prosperity. Those Council policies are attached.

LAND USE

ESTABLISHED COMMUNITIES

1. Any redevelopment of the Bowie racetrack (Bowie Training Center) should be with single-family, low-density residential uses.
2. The historic viewshed of the Jesuit property associated with Sacred Heart Church should be preserved.
3. A Residential Neighborhood Conservation Area and zoning district should be established to protect the original Levitt sections and conserve the City's older neighborhoods. This zoning tool should establish uniform zoning standards, such as lot coverage standards, and should also prohibit unwanted special exception uses from encroaching on the established neighborhood character.

Mixed Use Activity Centers

4. Higher-density and mixed-use development should be concentrated within the Bowie Local Center (and the Bowie/MARC Center) while encouraging only low- and medium-density development and revitalization of existing centers in the Established Communities.
5. 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 in conjunction with a Sector Plan for the Bowie Mainstreet Activity Center. The boundaries of the Bowie Mainstreet mixed-use activity center should be expanded to include the civic uses on MD 450 (Bowie High School, Bowie Center for the Performing Arts, the public library and racquet club), the Bowie Community Center, the Levitt model homes on Sussex Lane, the adjacent townhouse communities on Millstream Drive, Marquette Lane and Scarlet Oak Terrace and the funeral home and church located east of Race Track Road. A mixture of uses should be encouraged at the Bowie Mainstreet's three shopping center properties, as well as the commercial use area along Superior Lane. These areas should be designated as the "core" of the Bowie Mainstreet mixed-use activity center. The three "core" properties should be designated as preferred sites for small-lot, affordable residential development.
6. Pedestrian-oriented, mixed-use development should be encouraged within the existing commercial district of Old Town Bowie. Opportunities to develop a wider range of compatible housing choices in Old Town Bowie via the Comprehensive Design Zone technique are generally supported. The concept of creating an arts or cultural center in Old Town Bowie should be explored in the next Master Plan update.
7. The development concept for West Bowie Village should be limited to basically non-residential uses within the existing business district, except that live-work units should be specifically included as an allowed residential dwelling type within the commercial district.
8. The Pointer Ridge mixed-use activity center is supported, however, no vehicular access, including indirect access via parking lots, should be allowed to Pointer Ridge Drive.

US 301/MD 3 Median

6. Existing properties in the MD 3/US 301 median should be retained in the R-R zone. Expansion of existing commercial uses should be discouraged, as they will further contribute to an already over-burdened transportation system and create the potential for increased vehicular conflicts. Any future commercial rezoning of residential properties to commercial zones is discouraged.
7. The consolidation of existing commercial properties in the MD 3/US 301 median should be encouraged to provide more coordinated and attractive development.
8. Any improvement to median properties should include adequate turning lanes and acceleration/deceleration lanes.

RURAL AND AGRICULTURAL AREAS

1. Properties located in the R-O-S, O-S and R-A zones (or any equivalent new zoning districts) should not be served by public water and sewer facilities unless it can be demonstrated that their development is not feasible through any other method.

2. The portion of the planning area east of US Route 301, south of US Route 50 should be recommended only for permanent low-density development, with the exception of the area north of the Mill Branch Road intersection.
3. The historic viewshed of the Jesuit property associated with Sacred Heart Church should be preserved.
4. The zoning pattern should be adjusted to permit R-A zoning on the more developable land within the Rural Tier, especially east of Route 301 where the east-west direction of stream valleys separates the land into more developable high ground suitable for the R-A zone and lowland areas that should be zoned O-S.
5. Development of properties in the Rural and Agricultural Areas should address the following:
 - protection of agricultural uses;
 - minimization of lot coverage and building bulk to avoid overly imposing new structures;
 - the use of conservation and wildlife habitat landscaping and avoidance of non-native plants;
 - preservation or creation of meadows and woodlands;
 - restrictions in sizes of lawns around all structures; and
 - use of aesthetically pleasing vinyl and aluminum siding.
6. The use of signalized intersections should be avoided in favor of traffic circles at higher volume intersections.
7. Rural road design standards that allow for bikeable shoulders and pervious surfaces should be created.
8. Agricultural easements should be given priority where agricultural uses are located outside of the Green Infrastructure Network.

BOWIE LOCAL CENTER

1. Commercial and office development should be concentrated in the Bowie Local Center.
2. The boundaries of the Bowie Local Center should be determined using the Growth Policy Map in Plan Prince George's 2035 and expanding it to include the more intensely developed and densely populated portions of the City. The boundaries of the Bowie Local Center should be adjusted to include all of the property in the original Bowie New Town Center (BNTC) Comprehensive Design Plan (CDP) area, a mixed use retail/residential/office development. Further, to add to the variety of housing types of the Bowie Local Center's residential component and to reflect the synergy and proximity of this area to the core sub area of the retail portion of the BNTC, the boundary of the Bowie Local Center should be expanded to include: the Bowie Health Center campus (including adjacent facilities); the Bowie Crossing development and adjacent County Park-and-Ride lot; the Heather Hills residential community; the M-A-C and R-S zoned lands between MD Route 197 and Old Collington Road; Enfield Chase; the Northview Elementary School property and the portion of the "Northview" section north of that property; Pin Oak Village and Covington; the Longleaf cluster subdivision; and, Prince George's Stadium.
3. The more intense development described in the Bowie and Vicinity Area Master Plan should not occur until the necessary transportation facilities are in place to support it. Recommendations should be made for staging the Master Plan's land use recommendations into short-range, medium-range and long-range (ultimate) proposals tied to provision of necessary infrastructure (e.g completion of the US 301/MD 197 interchange, establishment of a transit center, etc.).

EMPLOYMENT AREAS*

1. The City should facilitate development of employment land uses at Melford, Bowie Gateway Center and Bowie Town Center.
2. Continued employment and office development is encouraged within the designated Employment Area.
3. Melford is recognized as a key employment feature of the Bowie Local Center.

** As defined by the Prince George's County General Plan, Plan Prince George's 2035, and any future amendments.*

ECONOMIC PROSPERITY

Commercial land uses, including employment uses, are a measure of the economic viability of the community. Both the location of commercial zoning and the way in which these sites develop can greatly influence the image of the City. Commercial activities should be convenient, yet unobtrusive. Impacts on neighboring residential properties and transportation users must be thoroughly assessed and mitigated. Site plan approval should only be granted for those proposals meeting applicable regulations, standards and policies. A revitalization plan for Old Town Bowie is directing preservation and revitalization efforts in that portion of the City.

1. Compatible commercial development, employment uses and mixed-use development, including live-work dwelling units, should be promoted in designated centers.
2. Auto service centers or related commercial uses should be directed to highway-oriented sites on the periphery of the community.
3. Strip commercial development, particularly single-use or pad site configuration, should be discouraged. Commercial development should be located in planned or designated centers rather than on isolated, scattered sites.
4. Redevelopment of older centers is encouraged before development of sites in new locations.
5. Commercial and office development should be concentrated in the Bowie Local Center.
6. Existing commercial centers should be preserved, rehabilitated or redeveloped.
7. A planning area-wide fiscal impact analysis should be undertaken before any additional commercial zoning intensity is approved.