

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL
2008 Legislative Session

Resolution No. CR-78-2008
Proposed by The Chairman (by request – Planning Board)
Introduced by Council Members Dean and Turner
Co-Sponsors _____
Date of Introduction September 9, 2008

RESOLUTION

1 A RESOLUTION concerning
2 Preparation of a New Sector Plan and Sectional Map Amendment (SMA) and approval of Goals,
3 Concepts, Guidelines, and Public Participation Program for the Bowie State MARC Station area
4 (Portions of Planning Areas 71A and 71B).

5 For the purpose of initiating an amendment to the 2006 *Approved Master Plan for Bowie and*
6 *Vicinity and Sectional Map Amendment* (Planning Areas 71A, 71B, 74A, and 74B), and the 2002
7 *Prince George’s County Approved General Plan*, and approving Goals, Concepts, Guidelines,
8 and Public Participation Program in order to develop a comprehensive approach to implement
9 the recommendations of the 2002 General Plan to ensure that future development is consistent
10 with county policies.

11 WHEREAS, the current Master Plan and Sectional Map Amendment (SMA) for the Bowie
12 State MARC Station area (Portions of Planning Areas 71A and 71B), was approved in February
13 2006; and

14 WHEREAS, Sections 27-225.01.05 and 27-641 of the Zoning Ordinance of Prince
15 George’s County establish procedures whereby the Prince George’s County Planning Board may
16 initiate a Sector Plan Master Plan Amendment and a concurrent SMA with the approval of the
17 District Council; and

18 WHEREAS, the approved Fiscal Year 2008 Planning Department Work Program requires
19 that a Sector Plan and SMA be prepared for the Bowie State MARC Station to develop policies
20 consistence with the intent and vision of the 2006 *Approved Bowie and vicinity Master Plan and*
21 *Sectional Map Amendment*; and,

1 WHEREAS, the Sector Plan area being part of Planning Areas 71A and 71B, is generally
2 bounded by the Potomac Electric and Power Company right-of-way on the west; the Patuxent
3 research Refuge on the north; the Patuxent river, and the Anne Arundel County line on the east;
4 and the City of Bowie boundary on the south; and

5 WHEREAS, the Goals, Concepts, Guidelines, and Public Participation Program
6 (Attachment A) establish the purpose, the issues to be addressed during the plan preparation, and
7 methodology for ensuring adequate community involvement throughout the planning process;
8 and

9 WHEREAS, the Sector Plan will set development policies and guidelines to promote
10 development of a compact, vertical mixed-use pedestrian oriented and transit-supportive
11 development consistent with the 2002 *Prince George's County Approved General Plan*; and

12 WHEREAS, it is the desire of the District Council to process the Sector Plan and Sectional
13 Map Amendment concurrently, in accordance with Section 27-225.01.05 of the Zoning
14 Ordinance, to shorten the process and provide a strong interrelationship between the Sector Plan
15 and zoning of land as a tool to implement land use recommendations.

16 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's
17 County, Maryland, sitting as the District Council for that part of the Maryland-Washington
18 Regional District in Prince George's County, Maryland, that The Maryland-National Capital
19 Park and Planning commission is hereby directed to prepare a Sector Plan and concurrent
20 Sectional Map Amendment (SMA) for the Bowie MARC Station area in accordance with the
21 requirements of Parts 3 and 13 of the Zoning Ordinance.

22 BE IT FURTHER RESOLVED that the District Council has considered and hereby
23 approves the Goals, Concepts, Guidelines and Public Participation Program (Attachment A).

24 BE IT FURTHER RESOLVED that this Resolution shall take effect upon its adoption.

Adopted this 9th day of September , 2008.

COUNTY COUNCIL OF PRINCE GEORGE'S
COUNTY, MARYLAND, SITTING AS THE
DISTRICT COUNCIL FOR THAT PART OF
THE MARYLAND-WASHINGTON REGIONAL
DISTRICT IN PRINCE GEORGE'S COUNTY,
MARYLAND

BY: _____
Samuel H. Dean
Chairman

ATTEST:

Redis C. Floyd
Clerk of the Council

**BOWIE STATE MARC STATION SECTOR PLAN
AND
SECTIONAL MAP AMENDMENT**

**Recommended Goals, Concepts, Guidelines
and
Public Participation Program**

1. PURPOSE

This document is to brief the Planning Board and the District Council on the general goals, concepts, and guidelines that the planning staff will observe throughout the planning process, in addition to the public participation process designed to solicit public input. It contains general project description, plan boundaries, and plan schedule. It is intended to be used as a general reference document to guide the development of the Bowie State MARC Station Sector Plan.

2. PROJECT DESCRIPTION

The Prince George's County Planning Department of The Maryland-National Capital Park and Planning Commission (M-NCPPC) has been directed by the Prince George's County Council to develop a sector plan and concurrent sectional map amendment (SMA) for the properties adjacent to the Bowie State MARC Station in Planning Areas 71A and 71B. The sector plan will establish a new Community Center within its boundaries and will contain policies, objectives and recommendations that will guide future growth and development. The SMA will implement the sector plan recommendations and policies by amending the existing zoning map. The new sector plan and SMA will amend the 2006 *Approved Master Plan for Bowie and Vicinity and Sectional Map Amendment* and the 2002 *Prince George's County Approved General Plan*.

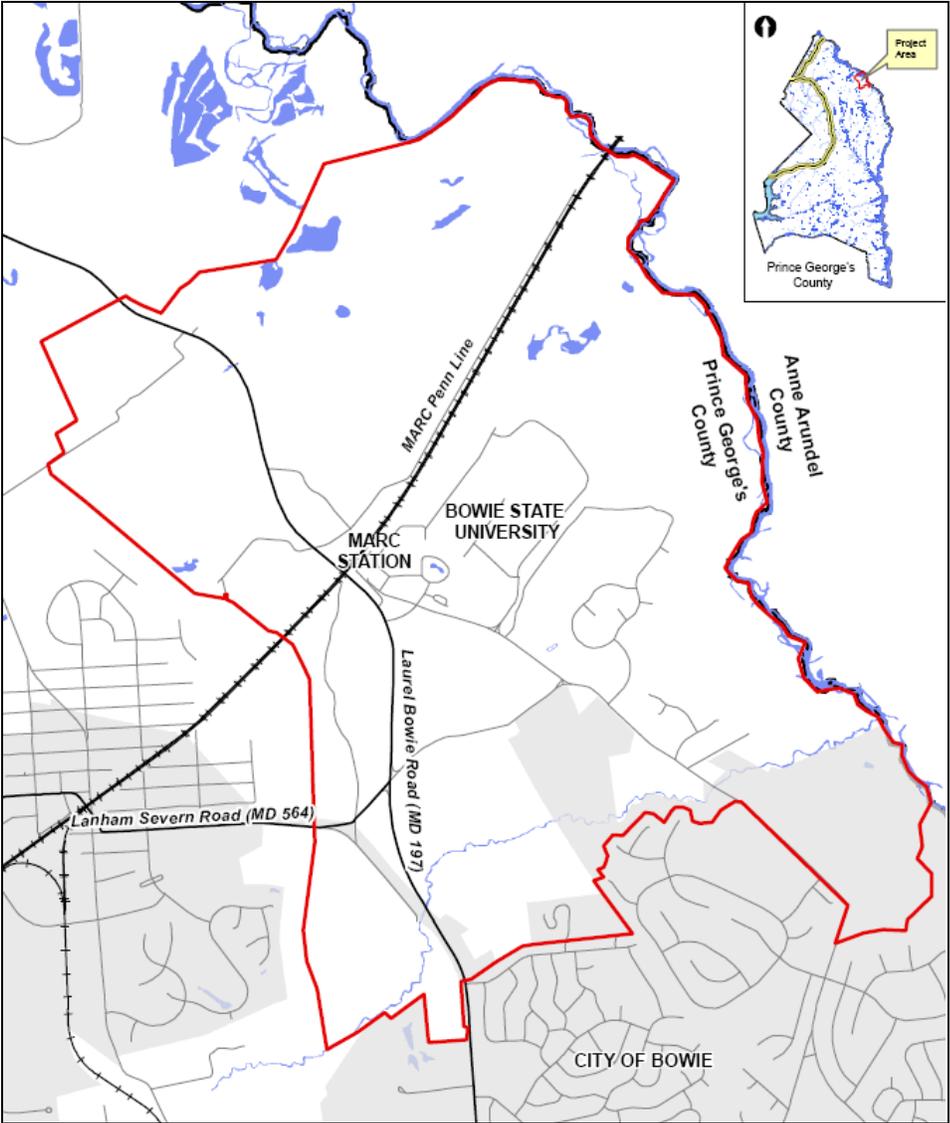
The 2006 *Approved Master Plan for Bowie and Vicinity* recommends a Community Center designation for the Bowie State MARC station parking lot and surrounding properties. It further states that the MARC station parking lot and its surrounding properties should be redeveloped with a vertical mixed-use, pedestrian- and transit-supportive development including housing and retail uses with structured parking. The purpose of this sector plan is to ensure that the future Community Center development is properly coordinated. In addition, it seeks to facilitate the design of pedestrian and bicycle linkages to the MARC train station as well as to establish the appropriate scale and magnitude of development prior to any major construction.

In keeping with the recommendations of the 2006 Bowie and Vicinity Master Plan, this sector plan will examine land use and design issues including how the proposed Community Center will relate physically, socially and economically to the nearby Old Town Bowie Development District. It will identify the appropriate land use mix and intensities for a transit-supportive Community Center and evaluate transportation, environmental, public facilities, historic preservation, and economic issues.

It will recommend policies and strategies to promote development of a compact, vertical mixed-use pedestrian-oriented and transit-supportive development. The concurrent sectional map amendment will propose necessary zoning amendments to implement the plan.

3. PLAN BOUNDARIES

The Bowie State MARC Station Sector Plan area is comprised of the properties within approximately one-mile of the MARC Station and includes key properties that have redevelopment, trail connection and streetscape potential to establish the desired character for the proposed Community Center. The sector plan area consists of approximately 2,280 acres and is bounded by the Patuxent Research Refuge to the north, the Potomac Electric Power Company (PEPCO) easement to the west, the City of Bowie border to the south, and the Patuxent River to the east (see Map 1 below).



Map 1: Plan Boundaries 1

The 2002 *Prince George's County Approved General Plan* contains policies and strategies to guide future growth and development. The 2002 General Plan designates three policy Tiers, each with unique characteristics and opportunities: the Developed Tier, the Developing Tier, and the Rural Tier. Within the Developed and Developing Tiers, policies for Centers and Corridors focus on specific areas where more intense development and redevelopment is encouraged.

Approximately 75 percent (1,700 acres) of the sector plan area lies within the 2002 General Plan designated Rural Tier. The goals of the Rural Tier are:

- Preserve environmentally sensitive features
- Retain sustainable agricultural land
- Maintain rural character
- Allow large-lot estate residences
- Limit nonagricultural land uses
- Protect landowners' equity in their land
- Maintain the integrity of a rural transportation system

Approximately 25 percent (580 acres) of the sector plan area lies within the Developing Tier. The goals of the Developing Tier are:

- Maintain low- to moderate-density land uses (except in Centers and Corridors)
- Develop compact, higher-intensity, mixed-uses in Centers and Corridors
- Reinforce existing suburban residential neighborhoods
- Reinforce planned commercial centers as community focal points
- Develop compact, planned employment areas
- Preserve and enhance environmentally sensitive areas
- Increase utilization of transit
- Balance the pace of development with the ability of the private sector to provide adequate transportation and public facilities
- Encourage contiguous expansion of the development where public facilities and services can be more efficiently provided

The 2002 General Plan does not identify any Centers or Corridors within this sector plan area. However, the 2006 *Approved Master Plan for Bowie and Vicinity and Sectional Map Amendment* implements and amends the 2002 General Plan and recommends a Community Center for the Bowie State MARC Station area. The Community Center designation calls for concentrations of activities, services and land uses that serve the immediate community near these centers. These typically include a variety of public facilities and integrated uses – commercial, office and some residential development – and can include mixed-use and higher-intensity redevelopment in some communities.

The goals for Centers and Corridors are:

- Capitalize on public investment in existing transportation systems
- Promote compact, mixed-use development at moderate to high densities
- Ensure transit-supportive and transit-serviceable development
- Ensure compatibility with surrounding neighborhoods

4. PLANNING PROCESS

The Bowie State MARC Sector Plan and SMA will follow the 18-month sector plan process as described in Zoning Bill CB-39-2005 and in addition to 3-months of preplanning and 3-6 months of post-approval activities. The overall process is detailed in Figure 1.

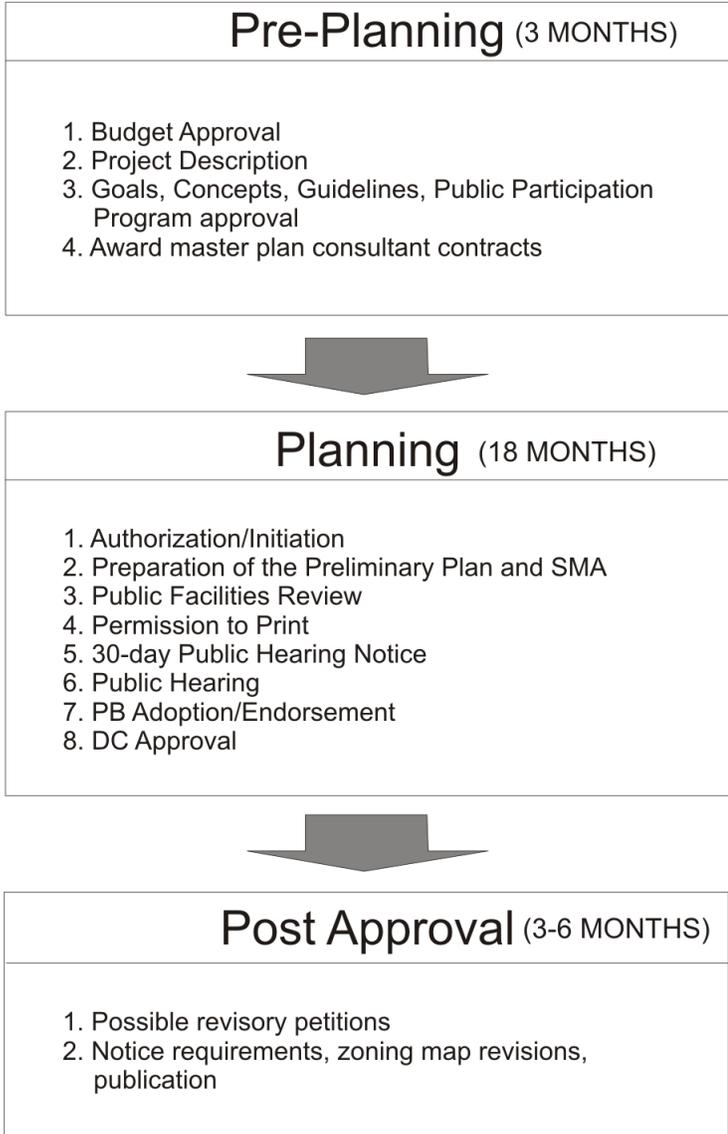


Figure 1: Sector/Master Planning Process

5. RECOMMENDED GOALS, CONCEPTS AND GUIDELINES

The Goals, Concepts and Guidelines for the Bowie State MARC Station Sector Plan summarize the issues and priorities identified during the preplanning phase of the project. During this phase of the planning process, planning staff conducted interviews with key stakeholders including:

- Bowie State University cabinet members
- The City of Bowie's Planning and Economic Development Department
- Prince George's County Department of Public Works and Transportation
- The Maryland State Highway Administration
- The Maryland Department of Transportation
- Amtrak
- Prince George's County Executive's Office
- Councilmember Turner's office

In addition to the interviews, issues and priorities were derived from input received from General Plan policies related to the sector plan area, other relevant master plans and sector plans, and the input of project team members' research and analysis of data and field observations. The categories of issues correspond to the various elements contained in the General Plan, including:

Development Pattern

Goal: Promote a sustainable pattern of development that encourages economic vitality and the efficient use of existing and proposed public facilities, while enhancing the quality and character of communities and neighborhoods, and protecting environmentally sensitive lands.

Issues:

- What are the most appropriate mix and intensity of land use that will result in a vibrant Community Center?
- Need to amend the 2002 General Plan's Rural and Developing Tier boundaries.
- How should development relate to Old Town Bowie?
- How should development relate to Bowie State University?
- How should the need to accommodate additional development be balanced with the desire to maintain the character of the broader community?
- How will the Bowie State MARC Station distinguish itself from Odenton?
- What existing developments could serve as a model for the Bowie State MARC Station area?

Environmental Infrastructure

Goal: Preserve, enhance, and restore the natural environment and its ecological functions as the basic component of a sustainable development pattern.

Issues:

- How to make this area a model green Community Center?
- A section of the plan area is outside the county's sewer envelope. How to address this constraint?

- How can the Fran Uhler Natural¹ Area best be protected?
- How can the impacts of noise be minimized on existing and proposed residential uses?
- How should environmental stewardship be promoted amongst new residents and Bowie State University students?

Green Infrastructure

Goal: Preserve, enhance, and restore an interconnected network of significant countywide environmental features that retains ecological functions, maintains or improves water quality and supports the desired development pattern of the 2002 General Plan.

Issues:

- How should future development pressures in the Developing Tier be balanced with the need to maintain an interconnected network of environmental features?
- How can groundwater features be preserved, protected and enhanced and lost ecological functions be restored in the sector plan area?
- How can existing woodland resources be preserved?
- How can development impacts on the Rural Tier be limited and mitigated?

Transportation Systems

Goal: Provide residents and workers with a safe, affordable, and accessible multimodal transportation system that effectively contributes to the timely achievement of county growth, development, community presentation, and revitalization goals.

Issues:

- How will the area's transportation systems interface with the ongoing countywide Master Plan of Transportation?
- How can bicycle and pedestrian safety, access and circulation be improved in the area?
- How can additional parking capacity be provided at the MARC Station? Will structured parking be feasible?
- Can MD 197 (Laurel-Bowie Road) accommodate the traffic new development would generate?
- How should the area connect to Old Town Bowie?
- How should the Bowie State University campus physically connect to the area?
- How can the sector plan support the Washington, Baltimore & Annapolis Recreational Trail and the American Discovery Trail?
- How can the plan promote MARC ridership?

Public Facilities

Goal: Provide needed public facilities in locations that efficiently serve the area's population.

Issues:

- Are the schools in the study area meeting current needs and do they provide sufficient capacity to accommodate future demand caused by development around the Bowie State MARC Station?

¹ Owned by M-NCPPC and part of the Patuxent River Park, the Fran Uhler Natural Area contains wooded floodplains, non-tidal wetlands, upland forests and meadows.

- Are current police, fire and EMS facilities sufficient to meet the needs in the sector plan area?
- What innovative techniques can be used to prevent crime in the sector plan area?
- Is there a need for a new library and other community facilities within the sector plan area?

Parks and Recreation

Goal: Provide needed public facilities in locations that efficiently serve the area's population.

- Are the current park and recreation facilities sufficient to meet the needs of existing and future residents of the sector plan area?
- Are the existing facilities easily accessible to residents?
- Should the area provide additional athletic fields for Bowie State University students and the community?

Housing

Goal: Enhance the quality and character of residential neighborhoods through the planning and provision of a high-quality mix of residential development that provides a choice of housing types.

Issues:

- How much housing is appropriate for the area?
- How can a diversity of housing types for undergraduate, graduate, and married students, faculty, and young professionals be provided?
- How can intrusions into existing residential areas be minimized?
- How will increased housing density affect the area?

Economic Development

Goal: Encourage quality economic development at appropriate locations to increase employment opportunities, income, and the tax base within the area.

Issues:

- Which type of commercial development would capitalize on and make the greatest use of the MARC Station?
- Which type of commercial development would benefit Bowie State University and the surrounding community?
- What type of commercial development would complement the revitalization of Old Town Bowie?
- How can the employment areas be supported, improved and intensified in an environmentally-sensitive manner?
- How can employers be attracted to the sector plan area?
- How can Bowie State University capitalize on the supercomputer²?
- What types of programs/activities should Bowie State University grow to help attract new employers to the area?
- Is there a need for a hotel? A convocation center?

² Built with the assistance of Apple Computer, Inc., the Exseed computer is among the worlds most powerful supercomputers.

Urban Design

Goal: Use urban design principles to achieve quality development throughout the area.

Issues:

- How can a distinct identity be fostered?
- How can Crime Prevention Through Environmental Design (CPTED) be used to address crime?
- How can green design be promoted and funded?
- How can the MARC Station be improved?
- How can Bowie State University's visibility be enhanced?
- How can the design of the site minimize the visibility of the power lines?
- How can the historic character of Bowie State University be reflected in the Bowie State MARC Station area?
- How can streetscape design promoted in the area – Bowie State University and Old Town Bowie?
- How should the new Community Center interface with the Bowie State University campus?

Historic Preservation

Goal: Identify and evaluate all historic resources for designation as historic sites or as contributing to historic districts.

Issue:

- How can the use and visibility of the Goodloe house³ be maximized?

Implementation

Goal: Achieve the community's vision for this sector plan area.

Issues:

- What are the specific actions necessary to implement the sector plan?
- What are the priorities and phasing plan for development and redevelopment?
- How can interagency cooperation, institutional, and public participation in implementation of the sector plan be achieved and maintained?
- What economic tools and incentives are available (or needed) to help implement this plan?

³ Located west of the Bowie State University Campus on Laurel-Bowie Road, the Goodloe House was built in 1916, and once was the private residence of the first principal of the Maryland Normal and Industrial School, now known as Bowie State University.

6. PUBLIC PARTICIPATION PROGRAM

The Bowie State MARC Station Sector Plan and Sectional Map Amendment will be prepared with significant community involvement and public input. The public participation program will encourage the involvement of residents, students, MARC riders, property owners, business owners, government officials and community organizations to achieve that goal. The Public Participation Program proposes different methodologies of involving stakeholders, disseminating information and receiving feedback, among which are:

- **Charrette Process** (September 2008): A three-part community charrette process is proposed as the primary vehicle for community involvement.
 - **Pre-Charrette Workshop:** Participants will define the vision, goals and strategies for the project area.
 - **Four-Day Planning Charrette:** Utilizing the vision established at the pre-charrette workshop, participants will collaborate with planning staff to generate and refine development concepts. Design standards and guidelines will be developed to support the implementation of the vision for the project area.
 - **Post-Charrette Meeting:** Planning staff will present the products of the charrette and solicit additional community feedback.

The charrette will involve stakeholders including property owners, business owners, residents, and public agencies with an interest or responsibility in the area. Evaluations will be taken at each charrette activity to gauge participant satisfaction with the process and outcome.

- **Interviews:** Staff will convene meetings with major stakeholders including land owners/developers and public officials on specific land use and zoning issues.
- **Bowie State University:**
 - **Advisory Group:** Staff will assist the university in forming an advisory group composed of students, faculty, and area residents aimed at providing feedback and communication with the project team on a regular basis.
 - **Fraternities and Sororities:** Staff will engage university fraternal and sororal organizations in an effort to utilize their public involvement services to inform peers of the plan and solicit involvement in the planning process.
 - **Student Government, Graduate Student Government, and Alumni Association:** Utilize their network of current and former students to solicit input with the idea that they have similar preferences and priorities of future students.
 - **School of Communication:** Staff will engage the university radio station (WBSU) and television station (BSU-TV) to create advertisement for their respective medium informing listeners of the project. Explore the possibility of utilizing students in the School of Communication to help refine the communications strategy.
 - **Information Booth:** Staff will have a presence on campus particularly the first week of the fall semester (September 2nd through 5th). A project information booth will be staffed to talk to students, provide information, and solicited participation in the planning process. Students

- will be encouraged participate in a survey to determine preferences and priorities for the design optional and amenities they would like to see in the project.
- **Design Competition:** Students from each department will compete to design the cover of the Bowie State MARC Station Sector Plan. The sole winner will receive a prize.
 - **Local newspapers:** Staff will prepare articles for publication in the local newspapers before any major event such as public hearing to invite the community to attend. Staff will provide a summary of the results of the event.
 - **On-going presentations to the Planning Board, State Legislators, County Council representatives, Mayor and Town Council:** Staff will periodically brief the Planning Board, representatives of the State Legislature, the District Four County Council representative, and update the City of Bowie Mayor and Town Council on the status of the sector plan initiative.
 - **Website Update:** Staff will update the project web page monthly to provide the current status of the project. A project survey, comment form and email address will be posted to encourage feedback.
 - **Required Public Notification:** Staff will send flyers to all property owners within the sector plan area notifying them of the preliminary plan and joint public hearing.

7. PROJECT TEAM (Community Planning North Division)

- **Senior Management**
 - Vanessa Akins, Chief
 - Ragaei Abdelfattah, Planning Supervisor
- **Project Manager**
 - Kierre McCune, Planner Coordinator
- **Core Team**
 - Tamara Jovovic, Planner
- **Consultant Services**
 - Torti Gallas and Partners, Inc.

8. PROJECT TIMETABLE

The proposed timetable for preparation of the Bowie MARC Sector Plan and SMA is as follows:

1. Project Initiation	July 2008
2. District Council Authorization	September 2008
3. Permission to Print	April 2009
4. Joint Public Hearing	July 2009
5. Planning Board Adoption/SMA Endorsement	October 2009
6. Transmittal to Council	November 2009
7. District Council sets Second Public Hearing	January 2010
8. Second Joint Public Hearing	March 2010
9. District Council Approval	May 2010
10. Post Approval	July 2010