



A look at Institution-based mixed-use development centers

# REINVENTING THE COLLEGE TOWN

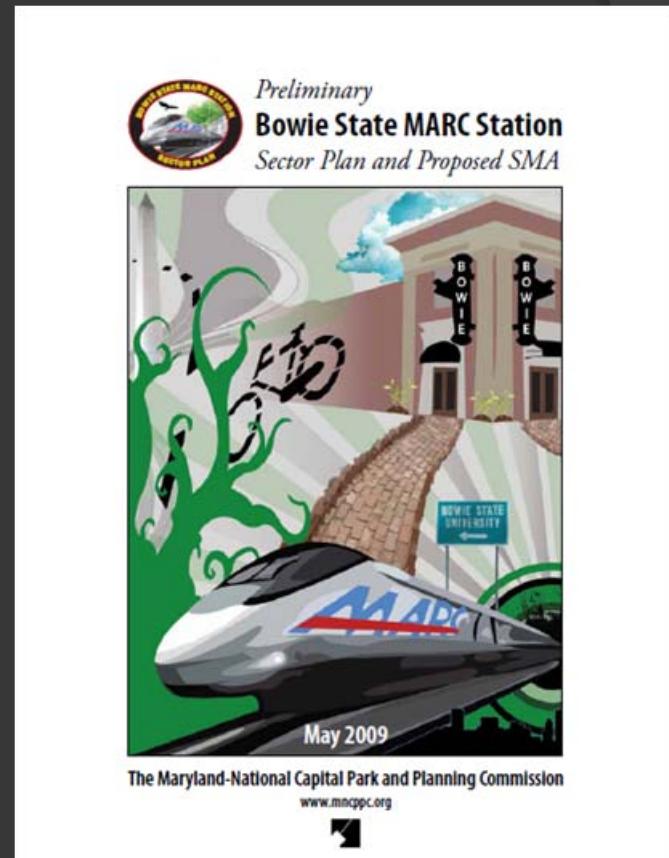
# PURPOSE

Many institutions are looking to connect and create a sense of community within its surroundings. The purpose of this presentation is to compile case studies of successful university-related mixed-use centers to show how Prince George's County can approach the implementation of the *Bowie State MARC Station Sector Plan*.

# BOWIE STATE MARC STATION SECTOR PLAN AND SMA

# About the Plan...

- Approved by the District Council in January 2010
- The sector plan area consists of 3.6 square miles (2,282 acres).
- Recommends a community center designation at the Bowie State MARC Station.



# Planning Process and Milestones

● Pre-planning	February – April 2008
● Plan Initiation	September 9, 2008
● Draft Preliminary Plan	Oct 2008 – Mar 2009
● Permission to Print	May 28, 2009
● Joint Public Hearing	July 14, 2009
● Planning Board Adoption	October 8, 2009
● District Council Plan Approval	January 26, 2010



# Outreach Activities

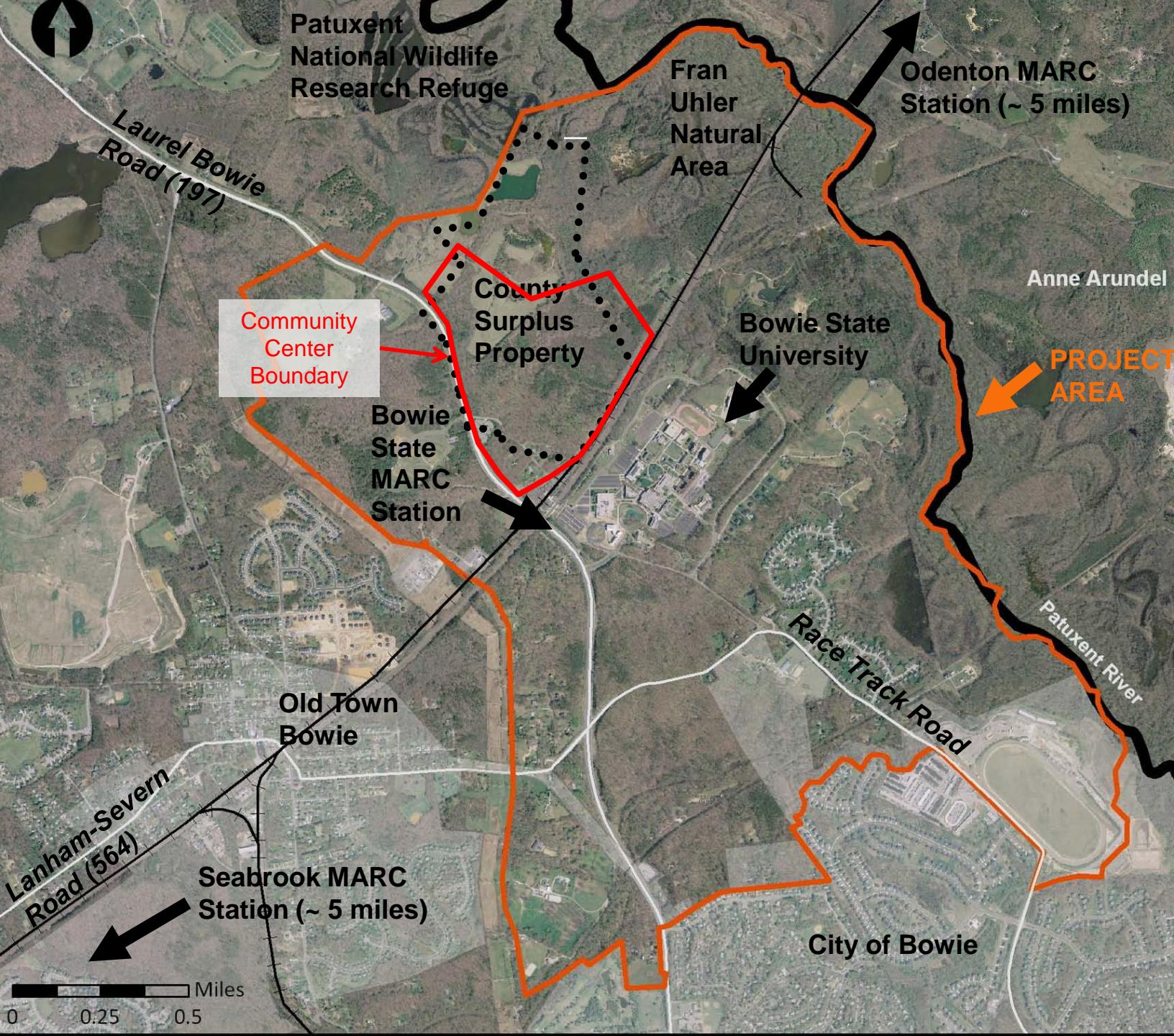
- Stakeholder interviews and HOA meetings
- BSU briefings
- Information booth at BSU 9.2.08-9.3.08
- Community and student surveys
- Pre-charrette 9.18.08
- Charrette 9.30.08-10.3.08 (Student Q&A, Kick-off, Open house, and Final presentation)
- City of Bowie Council briefing 1.12.09
- Post-charrette open house 1.13.09
- BSU Sector Plan cover design competition 01.09-05.09



# What is a Community Center?

- General Plan designated focal point for increased efforts to concentrate development
- Mix of uses with an emphasis on neighbor serving retail
- Integrated commercial, office and some residential development
- Should be served by mass transit





# Vision:

A set of vibrant neighborhoods with active, pedestrian-oriented streets and a small "college town" character at the heart of a broader picturesque, rural community. A model for sustainable development.



# Neighborhoods

- Village Center
- North Village
- Office and Research Campus

Bowie State MARC Community Center	Build-out
<b>Residential Units:</b>	<ul style="list-style-type: none"><li>• 614 Multi-family</li><li>• 301 Townhouse</li><li>• 223 Single-family detached</li></ul>
<b>Retail:</b>	<ul style="list-style-type: none"><li>• 55,000 sq. ft.</li></ul>
<b>Office:</b>	<ul style="list-style-type: none"><li>• 195,000 sq. ft.</li></ul>
<b>University Flex Space</b> (Classrooms, academic offices, laboratories, ect.):	<ul style="list-style-type: none"><li>• 200,000 sq. ft.</li></ul>



# Village Center

- Provides neighborhood-oriented mixture of uses
- Variety of housing options
- University uses and incubator space
- Flexible retail and office space
- Includes a Main Street





Félix E. Serrano 2.008

# North Village

- Predominantly residential area supporting the mix of uses in the Village Center
- Provides a variety of housing options
- Features a direct pedestrian link over the tracks



# Office and Research Center

- Provides Class A office space for a large government or office user
- Laboratory school or other public-private uses
- Environmentally innovative power plant
- Open Space



# Bowie State University

- Consolidate parking areas
- Active campus quads
- Vehicular and pedestrian underpass
- Multi-Use Fields
- Transform Loop Road to a parkway
- Create signature entry to BSU with buildings along MD 197



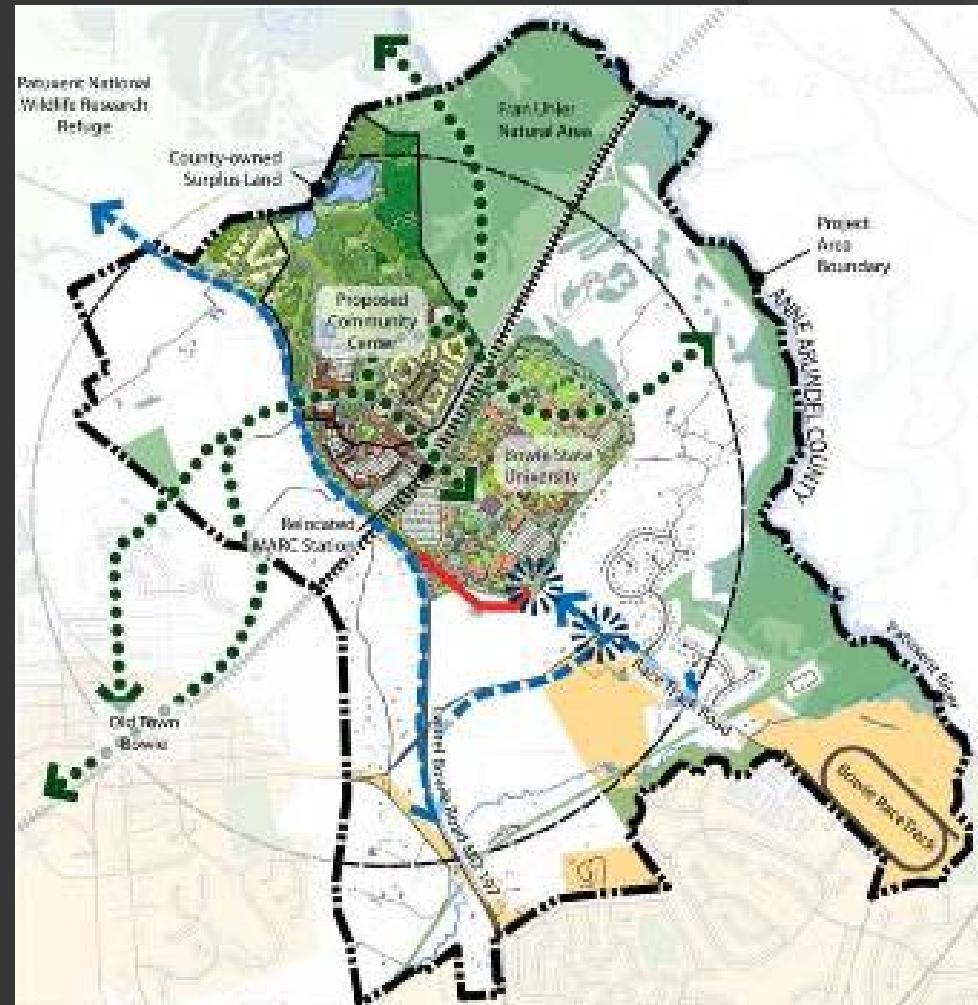
Bowie State MARC Station Sector Plan





# Transportation

- Construct Traffic circle at Jericho Park and Race Track Roads
- Construct “T” intersection at Jericho and Loop Road
- Study feasibility of relocating MARC Station to the north of existing site
- Create multi-modal transit center (local, regional, and shuttle bus service.)
- Enhance pedestrian and bike connections and accessibility



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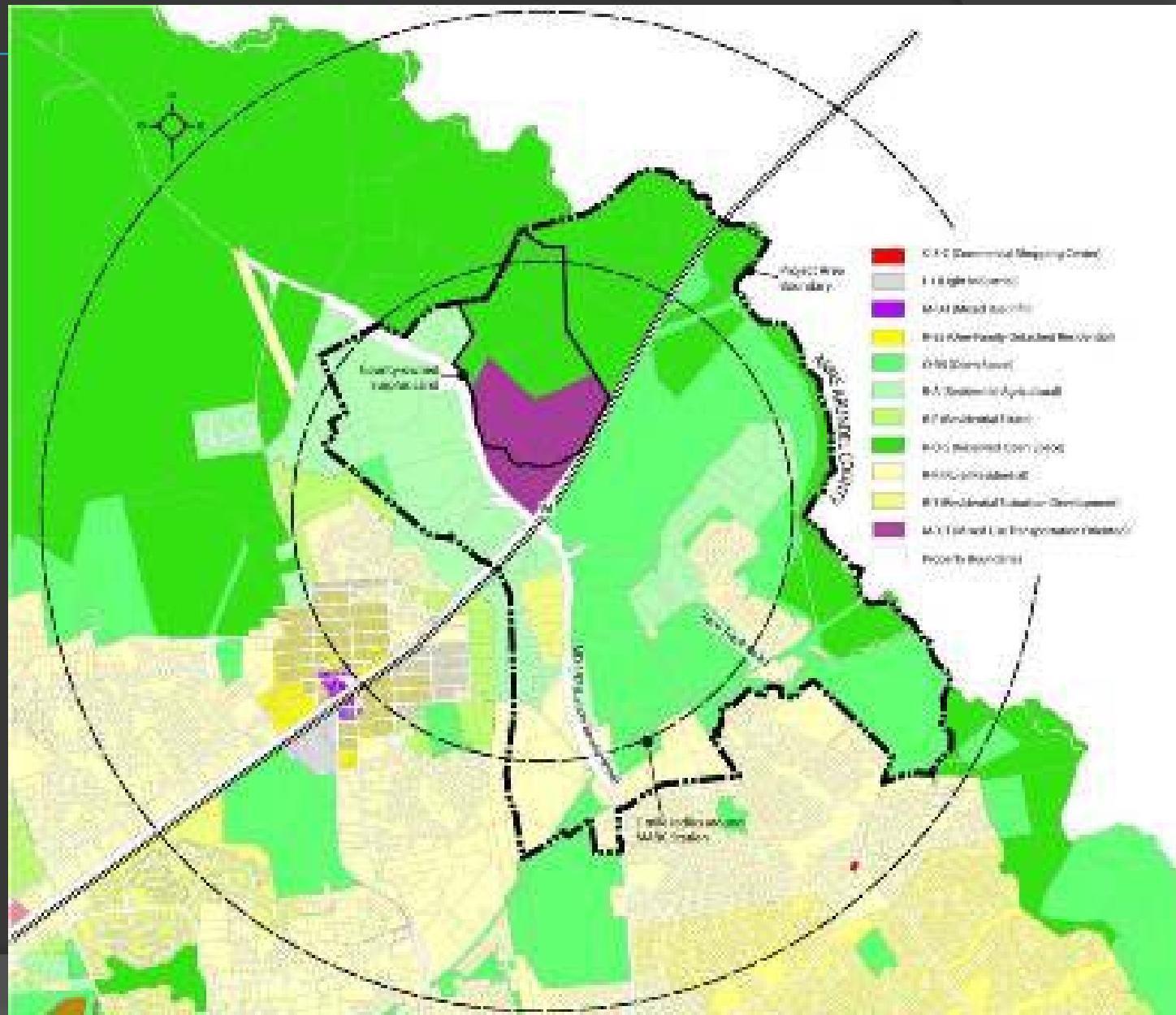
# Implementation

## Zoning

- 22 properties rezoned from O-S and R-O-S to M-X-T

## Action and Phasing Plan

- Immediate
- Short-Term (5-10yrs)
- Mid-Term (10-20yrs)
- Long-Term



# Thank You!

The Maryland-National Capital Park and  
Planning Commission

Prince George's County Planning Department  
Community Planning North Division