



A look at Institution-based mixed-use development centers

REINVENTING THE COLLEGE TOWN

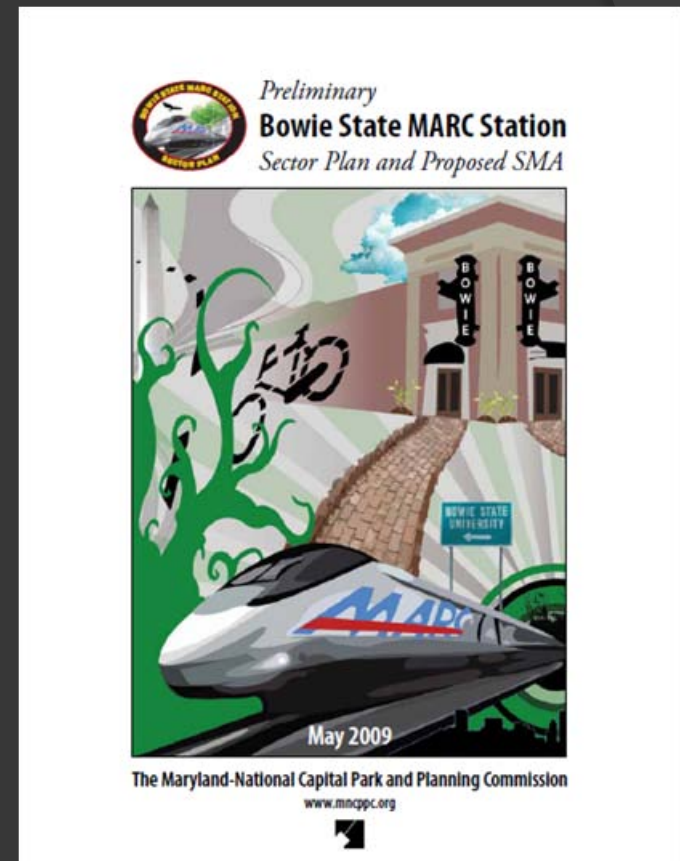
PURPOSE

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 |

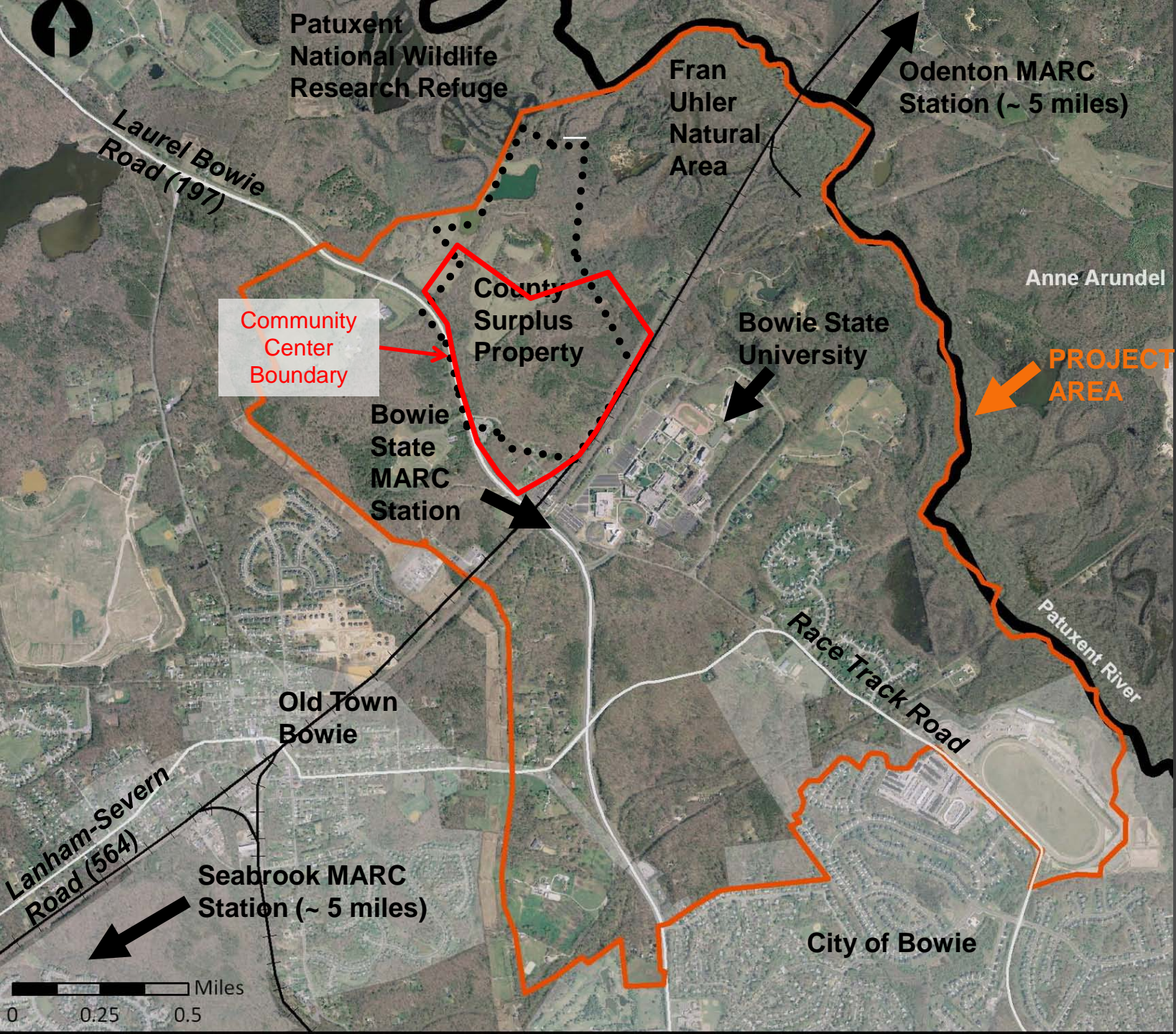
Outreach Activities

- ◉ 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



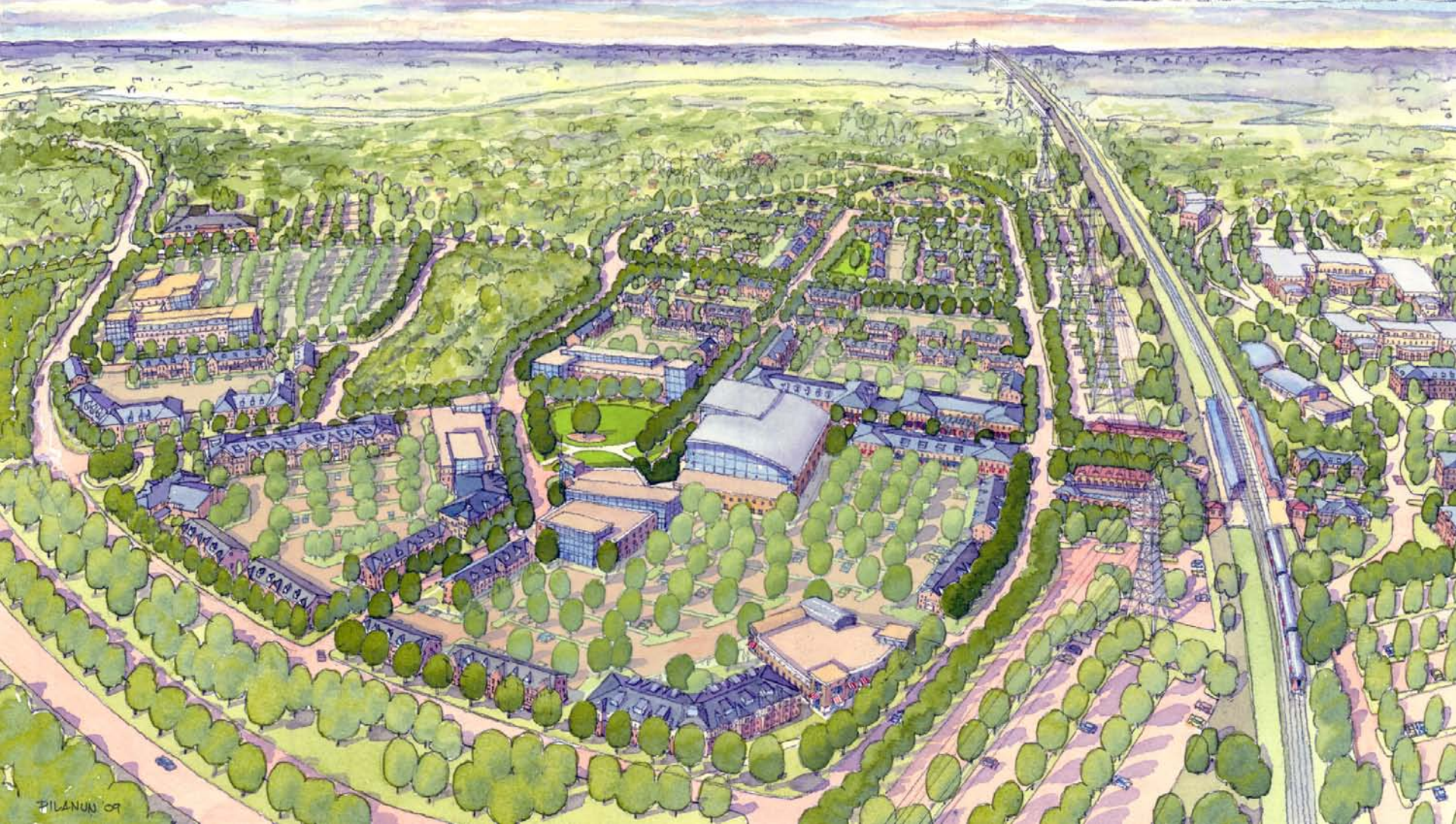
What is a Community Center?

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



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





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

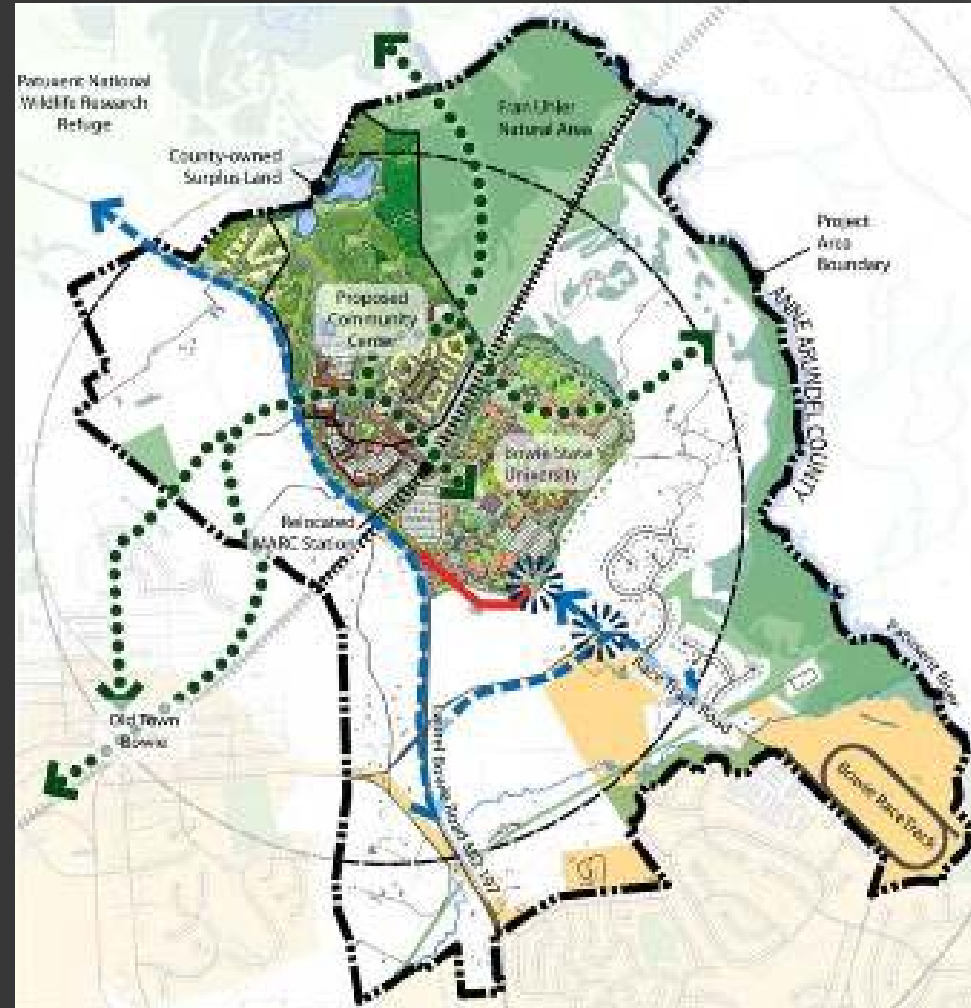
- Consolidate parking areas
- Active campus quads
- Vehicular and pedestrian underpass
- Multi-Use Fields
- Transform Loop Road to a parkway
- Create signature entry to BSU with buildings along MD 197





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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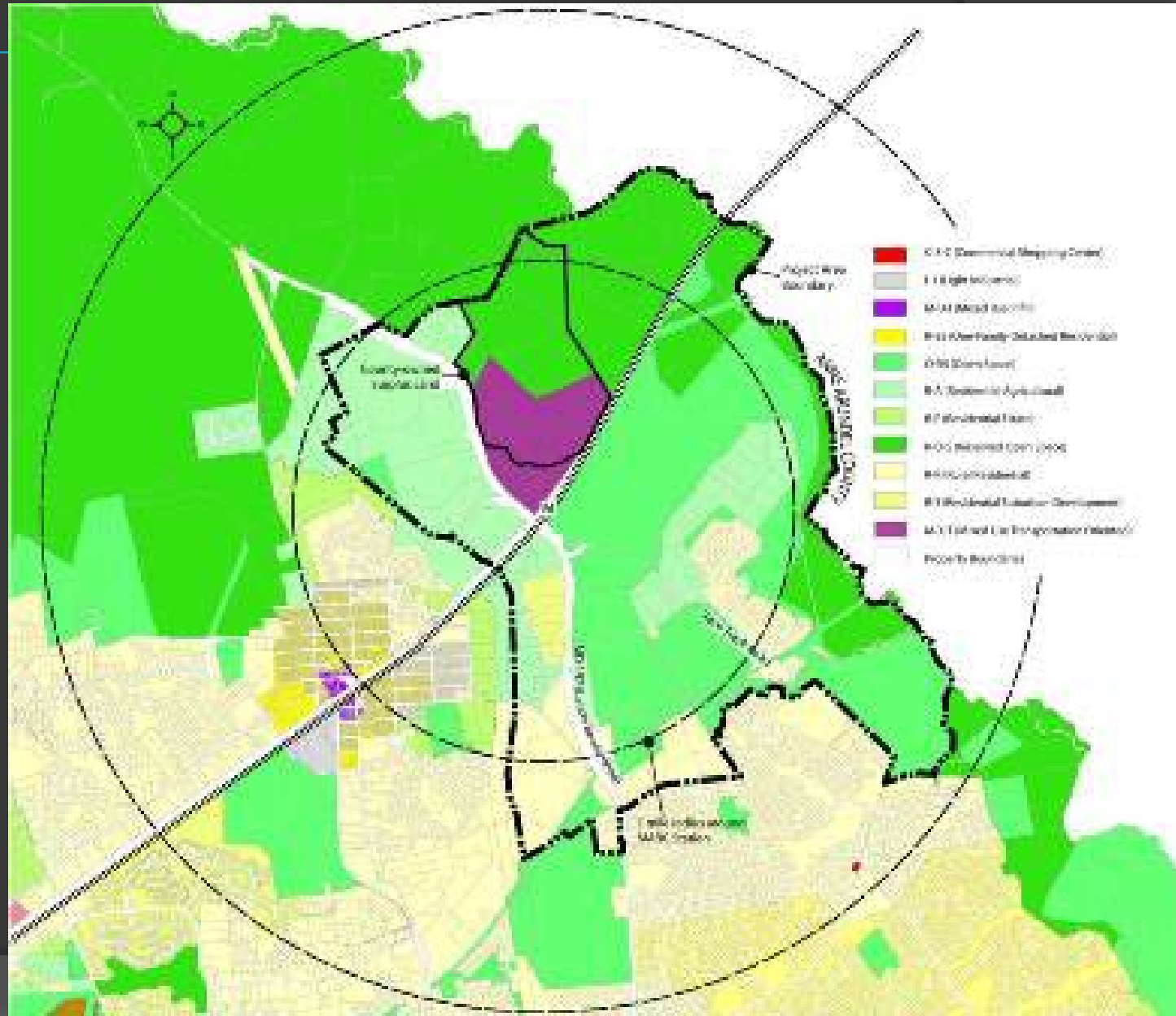
Implementation

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