

Working Principles DRAFT Prepared for RFQ/RFI for Master Developer

1.18.12

Supports Bowie State University's Vision and Master Plan

- The development respects Bowie State University's campus facilities master plan and vision and accommodates complementary uses such as faculty, graduate and family housing, class-A office, and spin-off business and research institutes.

Complements Old Town Bowie

- The development respects the City of Bowie's vision for a revitalized Old Town Bowie and incorporates uses, such as neighborhood-oriented retail and restaurants, that complement rather than compete with the historic downtown.

Advances County Goals

- The development advances the county's priorities to promote economic and transit-oriented development.

Serves as a Model Sustainable, Mixed-Use Community in Prince George's County

- The development treats its surrounding environmental setting as an asset rather than an obstacle.
- The development's sustainable design reflects best practices and innovative thought in implementing pedestrian-friendly, transit-oriented development.
- The development incorporates a complementary mix of uses that encourage walkability.

Promotes Transit-Oriented Development

- The development capitalizes on and encourages the use of an important, but underutilized transportation asset—the Bowie State MARC station.
- The master developer collaborates with the Maryland Transit Administration to ensure the proposed mixed-use center is coordinated with the agency's long-term goals for the station.

Enhances Connectivity in Northern Prince George's County

- The development is integrated with the University and the broader Bowie community through a system of pedestrian and bicycle trails, sidewalks, and transit.
- The development serves as a new transit hub improving transportation options between the City of Bowie, City of Laurel, and Howard County.

Creates New Employment, Learning, and Recreational Opportunities

- The development generates new employment, internship, and learning opportunities for county residents and Bowie State University students.
- The development's environmental setting creates opportunities for new trails and passive or active recreational amenities.

Recognizes the Importance of Public-Private Partnerships

- The successful implementation of the development, including the phasing and financing of key infrastructure improvements, will require close coordination between the master developer, the county, and the Bowie State MARC Station Development Board.

Phased and Flexible

- The development recognizes the variable nature of current and anticipated market dynamics and proposes appropriate phasing strategies and a range of potential development scenarios.