

MEMORANDUM

TO: City Council

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

SUBJECT: ***Status Report***

DATE: January 23, 2020

Status Report

1. Bowie and Vicinity Master Plan Initiation

Today, the Prince George's County Planning Board took the first step to initiate formal activities related to the update of the 2006 Bowie and Vicinity Area Master Plan. The Planning Board unanimously accepted the staff recommendation to transmit a request for Plan Initiation, including Goals, Concepts and Guidelines, a Public Participation Plan and a request for an eight month extension of time to finish the plan, to the Prince George's County Council (District Council). See attached materials and schedule. As M-NCPPC staff noted, master plans are taking longer to produce than the maximum time allowed under the County's Zoning Ordinance, and the requested extension is consistent with their experience. It is anticipated that the District Council will take action on the recommended resolution initiating the Master Plan update sometime next month. A Preliminary Master Plan will be produced by Summer, 2021, followed by District Council final approval around March of 2022.

ADL: lfr
Attachment



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

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Upper Marlboro, Maryland 20772
www.pgplanning.org
301-952-3972

January 14, 2020

MEMORANDUM

TO: Prince George's County Planning Board

VIA: Andree Green Checkley, Esq., Planning Director *AGC*
Kipling Reynolds, AICP, Chief, Community Planning Division *KRE*

FROM: Scott Rowe, AICP, CNU-A, Supervisor, Long-Range Planning Section, Community Planning Division *BSL*

SUBJECT: **Initiation and Transmittal of the *Bowie and Vicinity Master Plan* Recommended Goals, Concepts, Guidelines and Public Participation Program to the District Council, and Request for Extension**

The approved FY 2019 and FY 2020 Planning Department work programs include the initiation of a master plan for Bowie and Vicinity (Planning Areas 71A, 71B, 74A, and 74B). Following initiation, the Planning Board is required to submit the Recommended Goals, Concepts, Guidelines, and Public Participation Program to the District Council for approval.

The Planning Board is required by Section 27-643 of the Zoning Ordinance to submit "a project description and recommended goals, concepts, guidelines, and a public participation program" for approval at the time of initiation. However, Section 27-644(a)(2) requires the Planning Board to grant permission to print the preliminary plan not more than eight months after the District Council directs its preparation. This eight-month preparation time frame has proven to be insufficient to prepare a comprehensive master plan; 12 of the 13 most recently initiated master and sector plans, including all plans initiated since 2009, have required an extension to this time frame. Even with a granted extension, it is challenging to develop a preliminary master plan that meets the Planning Department's professional standards and best practices for community engagement, public input, stakeholder engagement, data analysis, and interagency coordination within that time frame.

Staff observes that the development of a comprehensive master plan requires significant outreach and research that has a) traditionally pre-dated formal initiation by 18-24 months and b) requires outreach whose approach must be approved in a Public Participation Program. Accordingly, staff has not initiated its public participation phase, pending approval of the attached program.

Pursuant to the FY 2019 Planning Department budget and work program, the Commission engaged WXY Architecture and Urban Design to develop an Existing Conditions Report and make planning recommendations, based upon the extensive technical expertise and experience of their diverse team and information gathered from the public and stakeholder outreach described in the recommended Public Participation Program. This consultant team has been under contract since July 31, 2019 and will not deliver their contractually obligated reports before September 2020; this research and outreach is necessary before staff can begin drafting the Preliminary Master Plan.

Accordingly, the project team is requesting an eight-month extension to prepare the master plan to allow the preparation of a professional, high-quality comprehensive master planning project inclusive of public and stakeholder input, data analysis, and interagency coordination pursuant to best practices. This time frame includes:

- 1) All of the data gathering, stakeholder outreach, and analysis activities previously associated with the “pre-planning” process.
- 2) The preparation of a Preliminary Master Plan.
- 3) The August 2020 and December 2020 County Council recesses.
- 4) The 2020 Countywide Map Amendment.
- 5) Adequate time for Planning Department peer and management review and interagency review; this time period is generally less than that traditionally requested at initiation.

This time frame builds upon work conducted on this project from July 2019 to the present. The proposed schedule anticipates public release of the Preliminary Master Plan in June 2021. The Recommended Goals, Concepts, Guidelines and Public Participation Program, a Draft Transmittal Letter from Planning Board to District Council, and a Draft District Council Resolution of Initiation is attached for Planning Board review, approval, and transmittal to the District Council.

RECOMMENDATION:

Initiation of, and approval of an eight-month extension to prepare, an area master plan for the Bowie and Vicinity Master Plan and approval to transmit the Recommended Goals, Concepts, Guidelines, and Public Participation Program, a draft Resolution of Initiation, and a request for an eight-month extension of the timeframe to prepare the Preliminary Bowie and Vicinity Master Plan to the District Council.

Attachments:

- (1) Recommended Goals, Concepts, Guidelines and Public Participation Program
- (2) Draft Transmittal Letter from Planning Board to District Council
- (3) Draft District Council Resolution of Initiation

Bowie and Vicinity Master Plan

RECOMMENDED GOALS, CONCEPTS, GUIDELINES
AND PUBLIC PARTICIPATION PROGRAM



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT
JANUARY 2020

Introduction

The Prince George's County Planning Department seeks to initiate a multi-year effort to develop a new comprehensive master plan for Bowie and surrounding communities. This plan will replace the 2006 *Approved Master Plan for Bowie and Vicinity* and the 2010 *Approved Bowie State MARC Station Sector Plan*. It will reflect the vision and goals contained in *Plan Prince George's 2035 Approved General Plan* (Plan 2035), including focusing new development in designated centers and preserving existing neighborhoods and rural areas. A consultant team, utilizing creative community engagement, urban design and placemaking, land use analysis, transportation planning and market analysis, was selected in July 2019 and began work assisting Planning Department staff in gathering information and evaluating existing conditions. Stakeholder engagement for this plan began in the fall of 2019.

Section 27-643 of the Zoning Ordinance requires the Planning Board to prepare “a project description and recommended goals, concepts, guidelines, and a public participation program” at the time of initiation of an area master plan. This document contains that information and describes the methodology through which the Planning Department will conduct and prepare the Preliminary Master Plan.

Purpose

This new master plan will examine the area's existing conditions, issues identified by stakeholders, economic market potential and develop a vision and goals for future growth and preservation, along with specific and focused policies and strategies to achieve those goals.

Overview

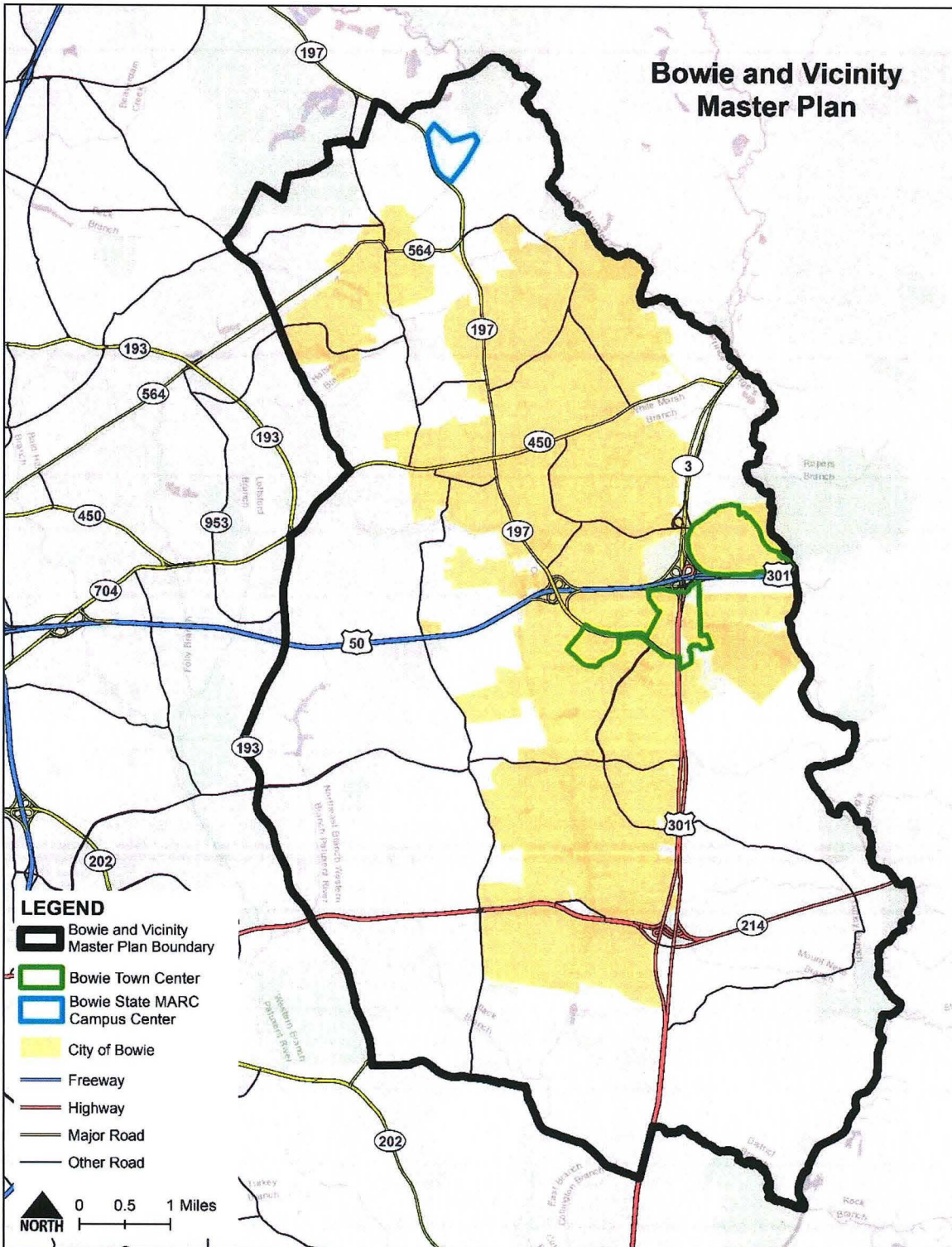
Project Area

The Bowie and Vicinity Master Plan project area consists of approximately 59 square miles (37,760 acres); of this area 18.5 square miles (11,840 acres) are within the City of Bowie. The project will cover areas within Plan 2035's Established Communities and Rural and Agricultural Areas. The project will retain, refine, or change the designations and boundaries of the Bowie Local Town Center and the Bowie State MARC Station Campus Center. More information about the Planning Context of this project may be found in Appendix 1.

This project will cover four Planning Areas in the northeastern portion of Prince George's County:

- PA 71A - Bowie and Vicinity
- PA 71B - City of Bowie
- PA 74A - Mitchellville and Vicinity
- PA 74B - Collington and Vicinity

These areas are located along the border with Anne Arundel County with Crofton to the north and Davidsonville and the Patuxent River along the easternmost boundary. This study area lies between the northern areas of Upper Marlboro, is east of Largo, Kettering, and Glenn Dale communities, and is southeast of the Beltsville Agricultural Research Center (see Map 1, Project area). The main north-south and east-west thoroughfares are US 50, US 301, MD 3, MD 197, MD 214, and MD 450. These routes connect this area to major destinations: Largo, the Capital Beltway (I-95/I-495) and the District of Columbia to the west, Annapolis to the east, Richmond to the south, and Baltimore to the north.



Map 1: Project area

Focus Areas

This master plan is anticipated to focus on the redevelopment or enhancement of existing commercial and employment areas and transit-oriented development opportunities at the Bowie State University MARC Station. Much of the project area contains existing and stable single-family detached residential neighborhoods, agricultural lands, environmentally sensitive areas, or parkland whose development or redevelopment is not necessary to advance Plan 2035. To organize planning for such a complex region, the project area will be divided into typological and geographic focus areas as follows:

1. Bowie Local Town Center.
2. Bowie State University and BSU MARC Station Campus Center
3. Old Town Bowie
4. Collington Trade Zone
5. MD 450 (Annapolis Road) Corridor
6. MD 197 (Laurel-Bowie/Collington Road) Corridor
7. US 301/MD 3 (Crain Highway) Corridor
8. Neighborhoods
9. Preservation Areas

Key Assets

The project area is diverse with key economic development opportunities such as Bowie State University and MARC Rail Station, Bowie Town Center Shopping Center and the many well-maintained residential neighborhoods. Its proximity to regional destinations such as Washington, DC, Baltimore and Annapolis and location at the crossroads of two major highways (US 301 and US 50) are key assets. Some of its many community assets include:

- Bowie State University and MARC commuter rail station
- Six Flags America
- Old Town Bowie
- University of Maryland Bowie Health Center
- Collington Trade Zone
- Freeway Airport
- Allen Pond Park
- Prince George's Stadium (Bowie Baysox)
- Bowie Town Center Shopping Center

Key Questions

The following questions were identified and discussed during the project team's initial research, interviews, walking and driving tours of the project area, and initial meetings with key community stakeholders. The master plan will strive to address these questions, as well as other issues and opportunities identified by the public, stakeholders, and through the community engagement process and additional research and analysis:

1. Are there opportunities to develop amenity-rich, connected, and high-quality places for residents, workers, and visitors at the existing centers and nodes?
2. How does Prince George's County capitalize on the presence of Bowie State University and the Bowie State MARC Station?
3. Are there opportunities to concentrate neighborhood-serving retail in appropriate locations and repurpose older and underperforming commercial centers?
4. Does potential exist to increase area employment opportunities?
5. How does Prince George's County and partner agencies improve transportation connectivity and identify targeted opportunities to increase accessibility to non-automotive travel modes and reduce traffic congestion?
6. How does Prince George's County protect the Rural and Agricultural Areas from encroaching development?
7. Are there opportunities to protect, preserve, and enhance elements of the County's Green Infrastructure Network?
8. What actions should be taken to preserve and capitalize upon the area's rich history and culture?
9. How does Prince George's County increase access to health care, healthy food, recreational opportunities, and a safe pedestrian network?
10. How does Prince George's County ensure that public facilities, including parks, exist to serve the future population?

Goals, Concepts, And Guidelines

The following Goals, Concepts and Guidelines for the Bowie and Vicinity Master Plan provide the framework through which the Planning Department will conduct the proposed comprehensive master planning process over the next 16 months, resulting in a Preliminary Master Plan issued for public review and comment in June 2021.

Goals

The primary goals of the Bowie and Vicinity Master Plan are to work with the community, stakeholders, elected officials, and other interested parties to create a consensus vision for the future of Bowie and vicinity that meets the needs of local residents while also advancing countywide goals for sound land use, quality of life, transportation and economic development. This new master plan will implement Plan 2035 by setting goals for sustainable growth and preservation, develop policies that facilitate implementation of these goals, and identify specific, realistic and achievable strategies and actions that bring the vision to fruition.

Concepts

Plan 2035 and the County's area master plans contain eight inter-related plan elements that represent the holistic framework of comprehensive planning. Each of these plan elements will be evaluated, in the context of Plan 2035, and addressed through this planning process with clear, specific, and implementable strategies. Plan 2035 established the following guiding principles:

1. Concentrate Future Growth
2. Prioritize and Focus our Resources
3. Build On Our Strengths and Assets
4. Create Choice Communities
5. Connect Our Neighborhoods and Significant Places
6. Protect and Value Our Natural Resources

The following concepts will be addressed through this planning process:

Land Use
Economic Prosperity
Transportation and Mobility
Natural Environment
Housing and Neighborhoods
Community Heritage, Culture, and Design
Healthy Communities
Public Facilities

Guidelines

In developing this plan, the Planning Board strives to follow these important guidelines:

Community and Stakeholder Engagement

1. **Value Participants' Time:** The Planning Department strives to create a planning process that will be fun and rewarding to the community. The public and stakeholders' time is valuable; therefore, the project team will strive to make it a rewarding experience. Community planning is a great way to learn about your community, to meet your neighbors and others in your community who share your interests, and to have a say in the future of the place where you live, work, shop, or play.
2. **Inclusion:** The planning process will be inclusive. All members of the public will have an opportunity to weigh in at several stages throughout the process and their input will be accepted respectfully and addressed professionally. The project team commits to meet with any interested stakeholder to discuss Bowie and Vicinity, provide information about the project, and to solicit feedback.
3. **Transparent and Fact-Based:** The planning process will be transparent, objective, and fact-based. Policies and strategies will be based on data, demonstrable trends, and defensible theories. The project team will present information and concepts to generate discussions amongst the stakeholders with the goal of discussing all topics, even if controversial. Information will be disseminated through the project website as soon as it is available. Public meetings will be advertised using a variety of media and will be open to all.

Plan Development

4. **Realistic:** The planning process will be realistic and focused on achievable outcomes to achieve the 20-year vision: An opportunity exists to plan for a great, sustainable, dynamic future for Bowie and its surrounding communities, and for participants to understand the opportunities and trade-offs to creating a 20-year plan.
5. **Focused:** This planning process is about Bowie and Vicinity as identified on the plan area map. Some issues facing Prince George's County affect multiple communities or the County as a whole. This plan is focused on strategies applicable to Bowie and Vicinity. Broader issues identified through this process will be directed to the appropriate entity or process to address at the appropriate time. This process will be focused on developing the County's growth and preservation policies for Bowie and Vicinity for the next 20 years. This effort may be followed by a Sectional Map Amendment to update the zoning of properties to implement this plan.
6. **Consistent with County priorities:** This planning process recognizes that Bowie and Vicinity is a resource for the entire County and that a plan for the area should support and not conflict with the countywide goals for land use, quality of life, transportation and economic development.
7. **Carrying Forward What Works:** This planning process will not "re-invent the wheel." This is the fourth comprehensive planning process in this area in the past 37 years, and many stakeholders participated in the development of all of these plans. Some of the recommendations in the 2006 *Approved Master Plan for Bowie and Vicinity*, and most of the recommendations in the 2010 *Approved Bowie State MARC Station Sector Plan*, are still valid and relevant, but have yet to be implemented. These recommendations will be carried forward. This allows the project team to focus on areas that need up-to-date input based on current and anticipated conditions.

Anticipated Schedule

Table 1. Bowie and Vicinity Master Plan Major Milestones and Timelines

Project Milestone	Anticipated Date
Planning Board Initiation	January 2020
Planning Board transmittal of the Goals, Concepts and Guidelines and a public participation program to County Council	January 2020
District Council Initiation	February 2020
Council approval of the Goals, Concepts and Guidelines and PPP	February 2020
Public release of Preliminary Master Plan	June 2021
Joint Public Hearing	September 2021
Planning Board Work session	November 2021
Planning Board Adoption	December 2021
District Council Approval or Amendments	March 2022
2 nd Joint Public Hearing (if necessary)	April 2022
Council Work session (if necessary)	May 2022
Plan Approval by District Council with Amendments	May 2022

Request for Extension

CB-39-2005 amended the time the Planning Board is allotted to prepare a Preliminary Master Plan in Section 27-644(a)(2) of the Zoning Ordinance from 18 months to eight (8) months. Eight months generally has not allowed for an appropriate amount of time to prepare a professional quality, thorough comprehensive plan with significant public engagement. 12 of the 13 most recently initiated master and sector plans, including all plans initiated since 2009, have required an extension to this time frame. Even with approved extensions, many of these plans have required a significant number of amendments during the Planning Board adoption and Council approval phases due to the needed time for drafting, vetting, and reviewing the Preliminary Master Plan prior to public release. In short, the eight-month legislated timeframe is insufficient to prepare a comprehensive master plan for Bowie and Vicinity. Because non-personnel funding for this project was allocated in Fiscal Year 2019, a consultant was contracted in June 2019 to develop an Existing Conditions Report; they began their work on this effort in August 2019.

Due to the challenging legislated plan preparation time frame, standard practice over the past 14 years has been to conduct a significant amount of the planning effort prior to seeking formal legislative initiation and endorsement of goals, concepts, guidelines, and a public participation program. To this end, beginning in Fall 2019, Planning Department staff and consultants have begun to conduct the extensive research, stakeholder outreach, issues identification, key stakeholder interviews, and analysis necessary to craft a comprehensive, inclusive, and holistic master plan.

As of January 2020, the consultants are expected to deliver an Existing Conditions Report in July 2020 and their recommendations report in September 2020, however these dates may change based on the needs of the project. While drafting of the Preliminary Master Plan will begin in Winter 2020, the Planning Department is cognizant of the need to engage the public, partner agencies, and other stakeholders, and to thoroughly vet and review the plan prior to its release for public review and comment.

The Planning Department is especially interested in ensuring that the community and stakeholders are aware of the project scope, stakeholder engagement, and the boundaries of the master plan area. In the past, initiating the plan after significant pre-planning activities had taken place caused confusion with the public and stakeholders. Consequently, staff is requesting to initiate this project now and not after a significant amount of planning activities have occurred.

In addition to these standard planning considerations, the Planning Department is undertaking this master plan concurrently with the Countywide Map Amendment. The largest comprehensive zoning effort in the County's history will require an unprecedented level of staff support to review and digest testimony from the Spring 2020 Joint Public Hearing, and, if necessary, a Fall 2020 Joint Public Hearing on any proposed amendments. To meet the legislated timeframes for Planning Board analysis of Joint Public Hearing testimony, staff will be diverted from the Bowie Master Plan temporarily to assist in the digest(s) of testimony for the Countywide Map Amendment.

Accordingly, the Planning Department asks the Planning Board to request an eight-month extension of the plan preparation timeframe pursuant to Section 27-644(a)(3) of the Zoning Ordinance.

Public Participation Program

Introduction

Public participation is an essential element in the preparation of successful comprehensive master plans. The public and key stakeholders, such as elected and appointed officials, property owners, business owners, community leaders, students, and workers provide on-the-ground eyes and ears that can identify key issues of importance, critical feedback on the feasibility or desirability of plan recommendations, and support for plan approval and implementation. Well-informed stakeholders are key to the success of a public engagement program.

Section 27-643 of the Zoning Ordinance requires submittal of a public participation program for District Council review and approval. The proposed public participation plan for the Bowie and Vicinity Master Plan includes use of traditional and electronic media to quickly gather and disseminate information, interviews with key stakeholders and partner agencies, a field office presence, surveys, and briefings to decision makers.

The project team consists of staff from the Prince George's County Planning Department and a supporting team of consultants led by WXY Architecture and Urban Design (WXY).

Public Information

The Bowie and Vicinity community will be kept informed of opportunities to participate in the planning process, progress on the plan, and upcoming events and benchmark dates through the project's web page (located at <https://www.mncppc.org/3390/Bowie-Master-Plan>), multimedia, and an e-mail newsletter. Meeting evaluation forms will allow the public to evaluate and provide feedback on the quality of the public participation program and planning process to the project team.

Interviews with Key Stakeholders

A total of 10 interviews will be held with key stakeholders and partner agencies to gather information that will inform the Existing Conditions Report. The key stakeholders are listed below:

- Prince George's County Elected and Appointed Officials
- Bowie City Council
- City of Bowie Staff
- Bowie State University and Bowie State University Foundation
- Commercial and Retail Businesses
- Old Town Bowie Civic and Business Leaders
- Prince George's County and State of Maryland Agencies (Transportation, Public Facilities, Environmental, Economic Development Corp., Other)
- Civic Associations and HOA's
- Developers
- Major Employers

Stakeholder/Agency Workshops and Public Open Houses

A total of one (1) Workshop and two (2) Public Open Houses will be held in 2020 per the following schedule:

DATE	TOPIC
SPRING 2020	Interagency/Stakeholder Workshop. WXY consultants will present the draft of the Existing Conditions Report summarizing community, market and data analysis gathered during field research and stakeholder interviews; seek comment and feedback from Agencies.
SUMMER 2020	Public Open House. Staff and consultants will present the Draft Existing Conditions Report with a website content package, to stakeholders at an open house session.
FALL 2020	Staff and consultants will present the consultants' Final Report at an open house session.

These sessions will begin with a formal presentation where staff addresses the project's status, receives input and responds to questions during the first hour. This will be followed by breakout group discussions to solicit and record feedback from community members and stakeholders. These sessions will be facilitated jointly by staff and the consultant team.

Schedule

The public participation plan will be implemented in phases based on the master planning process, as follows:

PHASE 1: Pre-Initiation Information Gathering

Timeframe: May 2019 – February 2020

Tasks

1. **Community Events:** Staff attended community events within the master plan area to promote the Bowie and Vicinity Master Plan (October 2019 – December 2019).
2. **Letters to Key Stakeholders:** Staff introduced the project to key stakeholders and invited their participation in stakeholder interviews (October-November 2019).
3. **Project Website:** The website went live October 2019 and will be updated throughout the duration of the project (2019 – 2023).
4. **SharePoint Page.** The project's SharePoint page went live in October 2019 and will be updated on a continuing basis. It will be utilized mainly for communication and collaboration between M-NCPPC staff, partner agencies, and the Consultant team.
5. **Stakeholder Surveys:** Targeted stakeholder surveys will be sent via email and on the project website. Staff will use online tools, such as *Open Town Hall* (by OpenGov), which has been used successfully by the Department of Parks and Recreation, to obtain community feedback on key planning issues (January to September 2020).
6. **E-mail, E-Newsletters and Social Media:** The public will be kept informed via the Department's Twitter, Facebook and Instagram pages, from March 2020 onward, as well as via a quarterly newsletter (starting the end of the third Quarter, fiscal 2021). November 2019 - 2023).
7. **Major Stakeholder Interviews/Meetings:** Staff will lead a series of meetings with key stakeholders starting in October 2019. The project team will begin these meetings with an introductory PowerPoint presentation defining the project's scope, objectives, and key areas of focus. This will be followed by a discussion and Q&A session. The WXY Consultants will be tasked with making a formal presentation and jointly facilitating the interviews. The information gathered from these sessions will inform the preparation of the Existing Conditions Report which will, in turn, facilitate the preparation of the Preliminary Bowie Master Plan.
8. **Briefing:** Staff introduced the project to Bowie City Council (November 25, 2019).
9. **Initiation:** Staff will present the Goals, Concepts, Guidelines and Public Participation Plan to Planning Board and District Council (January 2020 and February 2020, respectively).
10. **E-Newsletters and Newsletters:** Staff will work with County Council members (Districts 4, 6 and 9) to prepare and send out information introducing the Bowie and Vicinity Master Plan and promoting the upcoming Kickoff event.

PHASE 2: Research/Public Stakeholder Engagement/Internal Review (Staff) Draft Plan

Timeframe: March 2020 - December 2020

Tasks

1. **Kickoff Event:** Staff will host a “kickoff meeting” to introduce the Bowie and Vicinity Master Plan to the community. The meeting will include the project team, consultant team, and council members (or their representatives) for Councilmanic Districts 4, 6 and 9. Staff will work with the consultant team to prepare a presentation that highlights the overall purpose of the project, Public Engagement Strategy, and project timeline (March 2020).
2. **Community Events:** Staff will attend community events within the master plan area, when invited, to solicit and record feedback (November 2019 – September 2020).
3. **Field Office Hours:** Staff will be in the community, holding “office hours” three (3) days a week during the first week of each month (March 2020 – December 2020). Arrangements have been made for staff to be stationed in an office at Bowie City Hall during the week where they will work on data/information gathering, as well as be available to answer questions/receive input from the public and stakeholders during these times. Staff will have maps, brochures, and informational material available for passing on to citizens, and other video material to educate citizens about planning in general. Field Office Hours may be held at additional venues if suitable accommodation can be arranged. Possible venues include:
 - a. Bowie Branch Library
 - b. South Bowie Branch Library
 - c. Bowie State University
4. **Mixers:** Staff will set up an information/questionnaire table at two (2) Bowie eating and drinking establishments (May 2020 – July 2020).
5. **Pop-Up Visioning:** Staff will attend sporting and other community events within the project area to promote the master plan. At these sessions Staff will set up tables with brochures and other promotional material to present to citizens. Where possible, staff will use sticky notes and posters to solicit feedback from community members. Possible locations include:
 - a. Bowie Baysox Stadium
 - b. Bowie Town Center
 - c. Colington Center
 - d. Old Town Bowie
 - e. Bowie State University
 - f. Other
6. **Community Walk shops:** To gain an enhanced on-the-ground appreciation and understanding of key issues, staff will lead at least two (2) “walk shops” or walking tours of the project area. Walk shop locations and topics will be based on different planning issues (May 2020 and September 2020).

7. **Speak Outs (Youth Element):** From March to September 2020, Staff will set up tables, solicit input, and take surveys at several locations where youth convene. Locations will include:
 - a. Schools
 - i. Bowie High School
 - ii. Benjamin Tasker Middle School
 - iii. Tulip Grove Elementary
 - iv. Northview Elementary School
 - b. Community Centers
 - i. Bowie Community Center
 - ii. South Bowie Community Center
 - iii. Huntington Community Center
8. **Planning 101:** Staff will utilize community events, workshops, open houses, and other engagement efforts to educate residents and stakeholders on planning, preservation, and growth-related topics (February 2020 – September 2020). Information will be presented and distributed through the following channels:
 - a. PowerPoint Presentation
 - b. Postcard
 - c. Pamphlet
 - d. Other

PHASE 3: Peer Review and Master Plan Legislative Approval Process

Timeframe: January 2021 - March 2022

Tasks

1. **Internal Agency Review Draft:** A staff draft of the Master Plan will be shared with partner agencies for review and comment, using *CiviComment* or a comparable collaboration tool (Winter 2020-2021).
2. **Preliminary Master Plan Public Release:** Once the Planning Board has granted permission to release the Preliminary Master Plan to the public, it will be available on the project website, the Planning Information Services Counter at the County Administration Building, as well as at the City of Bowie and area libraries. An announcement of the plan's public release will be shared through social media platforms (Facebook, Twitter and Instagram) and a traditional press release. (June 2021). Staff will send out required public notifications to property owners informing them of the Preliminary Master Plan and the Joint Public Hearing date (September 2021).
3. **Final publication:** The final plan is scheduled for approval by the District Council in the Spring of 2022 and will be released in Summer 2022.

APPENDIX 1: PLANNING CONTEXT

Plan 2035

In 2014, the County approved Plan Prince George's 2035 Approved General Plan (Plan 2035), which set a new vision for Prince George's County that prioritizes "vibrant, mixed-use, transit and pedestrian-oriented communities with improved connectivity between the residential, recreational, commercial land uses". Plan 2035 provides a development policy framework for the county's long-term growth that includes policies and strategies to capitalize on local and regional strengths and assets.

<http://www.pgplanning.org/374/Plan-2035>

Existing Area Master Plans

2006 Approved Master Plan for Bowie and Vicinity

The 2006 *Approved Master Plan for Bowie and Vicinity* was approved prior to the 2008 economic crash, Plan 2035, and the new zoning and subdivision ordinance. It is based on a now-outdated General Plan, defunct land use regulations, and pre-2008 economic realities. The 2006 plan promoted economic development through strategies and recommendations highlighting Bowie Town Center, Bowie Mainstreet, West Bowie Village, Pointer Ridge, and Old Town Bowie as focus areas. Additionally, that plan also proposed conservation strategies for the Rural Tier (now redesignated as the Rural and Agricultural Areas by Plan 2035), addressed the other elements of a comprehensive plan, and provided recommendations for the original Melford development in the northeast quadrant of US 50/301 and MD 3. While many recommendations from this plan have come to fruition and others have not, but may be realized in the future, a Conceptual Site Plan and subsequent Detailed Site Plans have been approved for Melford that prevent implementation of some of the plan's recommendations for Melford. In addition, the plan's recommendations for Old Town Bowie have not come to fruition.

<https://www.mncppc.org/360/Bowie-Vicinity-Master-Plan>

2010 Approved Bowie State MARC Station Sector Plan

The 2010 sector plan sought to create a transit-oriented community at the Bowie State MARC Station, capitalizing on an underutilized rail station, a major regional university, and 219 acres of vacant, County-owned land northwest of the station. No development has occurred at the MARC Station to date.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=236&Category_id=1

City of Bowie Plans and Studies

City of Bowie Transit System Enhancement Study

In 2006 the City of Bowie completed this study that examined transit service and routes and made recommendations for enhancement of current services to residents and workers in the city. The study also focused on short- to medium-term improvements to the transit system in Bowie. The study proposed enhancements as phases, starting with enhancement of existing services in the Bowie Regional Center, commuter parking lot, and Bowie Town Center as Phase 1 and ending with the redevelopment of the Bowie Gateway Center into a transit center and community parking facility. The proposal was for the principal transit mode to shift from fixed-route bus to regional rapid transit as the transit service expanded its geographic reach.

<https://www.cityofbowie.org/DocumentCenter/View/256/2006-Transit-System-Enhancement-Study>

Bowie Sustainability Plan

The M-NCPPC partnered with the City of Bowie to develop this plan in 2016. It included recommendations on 10 topics: Energy and Climate, Jobs and Business, Water, Composting and Recycling, Transportation and Mobility, Community, Communication, Nature and Environment, Food and Wellness, and Education. The Sustainability Plan also contained a total of 25 goals to be completed within a 10-year timeframe, 57 strategies and 103 actions. The Bowie Master Plan will enhance and promote the recommendations in this plan.

<https://www.cityofbowie.org/DocumentCenter/View/4579/City-of-Bowie-Sustainability-Plan?bidId=>

The Bowie Heritage Trail is a 2009 report prepared at the request of the City of Bowie Planning Department, providing recommendations for the design and implementation of a proposed Bowie Heritage Trail in Old Town Bowie. This study is Phase II in the concept planning process for the Bowie Heritage Trail. Phase I, in 2008, focused on potential trail alignments and identified a recommended route to connect Old Town Bowie with Bowie State University, The BUS, MARC Station, and future mixed-use development planned for the area just north of the station.

<https://www.mwcog.org/assets/1/6/Bowie-Heritage.pdf>

Key Functional Master Plans

2017 Prince George's County Resource Conservation Plan: A Countywide Functional Master Plan

This plan combines related elements of green infrastructure planning, rural and agricultural conservation, and cultural preservation into one functional plan in order to streamline the plan approval process, meet state requirements for planning elements, and more efficiently update existing plans and maps. Its goals, measurable objectives, policies and strategies pertain to green infrastructure planning, agricultural and forestry conservation, and rural character conservation.

http://mncppcapps.org/planning/publications/BookDetail.cfm?item_id=329&Category_id=1

Formula 2040: Functional Master Plan for Parks, Recreation and Open Space (2013)

This plan is the culmination of work that commenced in 2008 with a Needs Assessment project called Parks & Recreation: 2010 and Beyond. The “formula” in Formula 2040 is Parks + Recreation = Experience. The formula is recognition that parks, recreation and leisure programming is a major component of the Department’s mission. The plan establishes a framework that will assure that the Department of Parks and Recreation can meet future parks and recreation programmatic and facility needs.

Formula 2040 contains:

1. A profile of where Prince George’s County and its parks, recreation and open space system are today;
2. A description of demographic, recreation, and leisure trends that will influence the future direction of parks and recreation in Prince George’s County;
3. A strategic framework consisting of a vision, goals, objectives, and policies to guide decision-making by County officials, boards, and staff; and
4. Specific strategies and action steps that will be taken to implement the Plan.

Formula 2040 is built on a substantive foundation of community engagement and participation using a variety of methods, including surveys, public meetings and open houses, special interest focus groups, a staff outreach corps and a speakers bureau.

<http://www.mncppc.org/DocumentCenter/View/118/2040-Functional-Master-Plan-PDF>

2009 Approved Countywide Master Plan of Transportation

This plan was developed with the assistance of the citizens of Prince George’s County, elected officials, as well as state, regional and local government agencies. The plan’s goals, policies and strategies seek to ensure an efficient multimodal transportation infrastructure in the county that accommodates the needs of all user groups.

<https://www.mncppc.org/1156/Transportation-Plans>

Key Studies

The 2013 *Economic Drivers and Catalysts: A Targeted Economic Development Strategy for Prince George's County, Maryland* was a year-long effort to create a targeted economic development strategy to maximize the creation of new jobs in the county as well as diversify and grow a tax base that supports the county's government services. The strategy focuses on targeting key high-growth industries with the greatest potential to contribute to economic growth and development in Prince George's County.

<https://pgccouncil.us/DocumentCenter/View/3161/The-Economic-Drivers-and-Catalysts-FULL>

The *Primary Healthcare Strategic Plan* was completed in 2015 as a strategy for the future of healthcare in Prince George's County. The Plan assesses the present state of healthcare in the County and makes recommendations for a unified healthcare system throughout the County.

<https://www.princegeorgescountymd.gov/DocumentCenter/View/23741/Primary-Healthcare-Strategic-Plan>

The 2016 *Prince George's County Retail Marketability and Competitive Study* evaluated retail markets and their opportunities in the County, identifying areas that were growing, stable, or that may need intervention. It was based on research completed in the *Prince George's County Maryland High-End Retail Market Analysis* that evaluated affluent spending patterns, tenant site and location criteria, developer and broker perspectives on Prince George's County, and the demographic and economic criteria important for high-end retail to succeed.

<http://mncppcapps.org/planning/publications/PDFs/311/Retail%20Marketability%20Analysis%20Deliverable.pdf>

Prince George's County Planning Board
Office of the Chairman

301-952-3560

The Honorable Todd M. Turner
Chair, Prince George's County Council
County Administration Building
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

Dear Chair Turner:

This letter seeks District Council authorization to initiate an area master plan for Planning Areas 71A, 71B, 74A, and 74B, a 59-square mile area inclusive of the City of Bowie. On January 23, 2020, the Prince George's County Planning Board approved initiation of the master plan and reviewed and approved for transmittal the Recommended Goals, Concepts, Guidelines, and Public Participation Program for the Bowie and Vicinity Master Plan. The Planning Board is pleased to transmit to the District Council the recommended Goals, Concepts, Guidelines, and Public Participation Program and a draft Resolution of Initiation for this master plan.

To allow adequate time for the development of a master plan that addresses all of the major issues, engages stakeholders and partner agencies, and maximizes opportunities for public outreach and participation, the Planning Board requests an eight-month extension of the time frame to prepare the preliminary master plan. More information regarding the necessity of this request can be found within the enclosed Goals, Concepts, Guidelines, and Public Participation Program.

The approved FY 2019 and FY 2020 Planning Department Work Programs include an area master plan, based on Plan 2035, the County's General Plan, for Planning Areas 71A, 71B, 74A, and 74B (Bowie and Vicinity) that will replace the 2006 *Approved Master Plan for Bowie and Vicinity* and the 2010 *Approved Bowie State MARC Station Master Plan* and amend applicable county functional master plans. The Bowie and Vicinity Master Plan area will include the entire City of Bowie, as well as Bowie State University, the Mitchellville, Fairwood, and Collington communities, and other suburban areas west of Bowie.

The master plan focuses on those areas likely to experience development or redevelopment pressure over a 25-year period, including the designated Bowie Local Town Center, Melford, Old Town Bowie, the Collington Trade Zone, Bowie State University, South Lake, and the Bowie State MARC Station. A primary goal of this master plan will be to develop implementable strategies and recommendations to enhance the following: land use; economic prosperity; transportation and mobility; the natural and built environment; housing and neighborhoods; community heritage; culture and design; public facilities; and healthy communities.

The Planning Board looks forward to working with the District Council to complete the area master plan for Bowie and Vicinity. If the Planning Board can be of further assistance to you regarding this matter, please contact me or Thomas Lester, Project Manager, at (301) 952-3972.

Sincerely,

Elizabeth M. Hewlett
Chairman

Enclosures: (1) Recommended Goals, Concepts and Guidelines and Public Participation Program
(2) Draft District Council Resolution of Initiation

cc: Andree Green Checkley, Esq., Planning Director
Derick Berlage, Acting Deputy Planning Director
Kipling Reynolds, AICP, Chief, Community Planning Division
Scott Rowe, AICP, CNU-A, Supervisor, Long-Range Planning Section, Community Planning Division
Thomas Lester, Planner Coordinator, Long-Range Planning Section, Community Planning Division

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
SITTING AS THE DISTRICT COUNCIL
2020 Legislative Session

Resolution No. CR- -2019

Proposed by The Chairman (by request – Planning Board)

Introduced by Council Members Davis, Harrison, and Turner

Co-Sponsors _____

Date of Introduction February 18, 2020

RESOLUTION

1 A RESOLUTION concerning

2 The Bowie and Vicinity Master Plan

3 For the purpose of initiating a new Area Master Plan for Planning Areas 71A, 71B, 74A, and
 4 74B of the Maryland-Washington Regional District in Prince George's County, Maryland and
 5 approving Goals, Concepts, Guidelines, and a Public Participation Program for the project
 6 pursuant to Part 13 of the Zoning Ordinance.

7 WHEREAS, Part 13 of the Zoning Ordinance of Prince George's County, Maryland, sets
 8 forth the requirements for initiation of an area master plan by the Prince George's County
 9 Planning Board of the Maryland-National Capital Park and Planning Commission with the
 10 approval or concurrence of the District Council; and

11 WHEREAS, the Planning Department's Fiscal Year 2019 Budget and Work Program
 12 included preparation of a new Area Master Plan for Bowie and Vicinity (Planning Areas 71A,
 13 71B, 74A, and 74B) and, accordingly, the Planning Department engaged a consultant team to
 14 assist staff in the gathering and analysis of data and identification of issues to be addressed
 15 through such a planning effort; and

16 WHEREAS, the Planning Department's Fiscal Year 2020 Budget and Work Program
 17 includes preparation of a new Area Master Plan for Bowie and Vicinity (Planning Areas 71A,
 18 71B, 74A, and 74B; and

19 WHEREAS, a new Area Master Plan for this area of Prince George's County is necessary
 20 to implement the recommendations of *Plan Prince George's 2035 Approved General Plan* (Plan
 21 2035), the County's comprehensive plan for growth and development, including those

1 recommendations specific to the Bowie Local Town Center, the Bowie State MARC Station
2 Campus Center, the Established Communities and Rural and Agricultural Policy Areas; and

3 WHEREAS, a new area master plan for these four Planning Areas will update the County's
4 policies for land use, economic prosperity, transportation and mobility, the natural environment,
5 housing and neighborhoods, community heritage, culture, design, healthy communities, and
6 public facilities; and

7 WHEREAS, the proposed area master plan will make land use recommendations that may
8 inform a future sectional map amendment to reclassify properties pursuant to the appropriate
9 procedures within the Zoning Ordinance; and

10 WHEREAS, pursuant to Section 27-640(a) of the Zoning Ordinance, upon approval by the
11 County Council of Prince George's County, Maryland, sitting as the District Council, the
12 proposed area master plan will amend Plan 2035, will replace the 2006 *Approved Master Plan*
13 *for Bowie and Vicinity (Planning Areas 71A, 71B, 74A, and 74B)*, will replace the 2010
14 *Approved Bowie State MARC Station Sector Plan*, although it anticipated by the District Council
15 that the proposed area master plan will carry forward many of the recommendations within that
16 sector plan, will amend the *Countywide Master Plan of Transportation* to ensure the provision of
17 transportation infrastructure, and appropriate goals, policies, and strategies, to support the plan's
18 land use and associated recommendations, and may amend the County's other functional master
19 plans; and

20 WHEREAS, at its January 23, 2020 regular meeting, the Prince George's County Planning
21 Board of The Maryland-National Capital Park and Planning Commission endorsed the project's
22 Goals, Concepts, and Guidelines and Public Participation Program, as set forth in Attachment A;
23 and

24 WHEREAS, pursuant to Section 27-644(a)(1) of the Zoning Ordinance, the District
25 Council has reviewed the Goals, Concepts, and Guidelines and Public Participation Program and
26 finds that they address an appropriate range of issues to be evaluated through development of the
27 preliminary area master plan and that the methodology for ensuring adequate community
28 involvement is consistent with the requirements of Section 27-643 of the Zoning Ordinance and
29 should be approved; and

30 WHEREAS, the Planning Board finds that complexity of the master planning process and
31 the size and complexity of the plan area necessitate additional public outreach and data analysis

1 and requests, pursuant to Section 27-644(a)(3) of the Zoning Ordinance, an eight-month
2 extension to the period for preparation of the preliminary area master plan; and

3 WHEREAS, the District Council concurs with the Planning Board's analysis of the
4 complexity of preparation of this area master plan and with the proposed project schedule as
5 described in Attachment A;

6 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George's
7 County, Maryland, sitting as the District Council for that part of the Maryland-Washington
8 Regional District in Prince George's County, Maryland, that the Prince George's County
9 Planning Department of The Maryland-National Capital Park and Planning Commission is
10 hereby directed to prepare an area master plan for Planning Areas 71A, 71B, 74A, and 74B in
11 accordance with Part 13 of the Zoning Ordinance of Prince George's County, Maryland.

12 BE IT FURTHER RESOLVED that the District Council has considered and hereby
13 approves the Goals, Concepts, Guidelines, and Public Participation Program set forth in
14 Attachment A to this Resolution; and

15 BE IT FURTHER RESOLVED that this action conforms to the requirements of Section 27-
16 3502(c) of the Zoning Ordinance; and,

17 BE IT FURTHER RESOLVED that the District Council approves the Project Schedule set
18 forth in Attachment A to this Resolution, including an eight-month extension to the period for
19 preparation of an area master plan required by Section 27-644(a)(2) of the Zoning Ordinance.

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

Adopted this ____ day of _____, 2020.

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: _____
Todd M. Turner
Chair

ATTEST:

Donna J. Brown
Clerk of the Council