



BOWIE-MITCHELLVILLE
AND VICINITY
MASTER PLAN

ECONOMIC PROSPERITY
COMMUNITY CHAT
October 6, 2020

Thomas Lester
Project Manager
Community Planning Division
M-NCPPC





HOW TO PARTICPATE - TEAMS

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OPEN MEETING CHAT





MEET THE TEAM

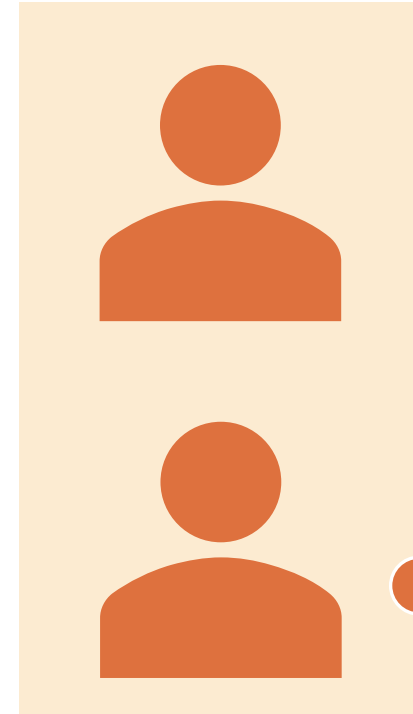
Bowie-
Mitchellville
& Vicinity
Master Plan



Thomas Lester,
Project Manager



Andrew McCray,
Deputy Project
Manager



Ted Kowaluk,
Resource Team
Member

Jackie Philson,
Master Planner



AGENDA – OCTOBER 6, 2020



Project & Economic
Prosperity Overview
based on Existing
Conditions Report



Q&A



Upcoming Events



PROJECT SCHEDULE SUMMARY



February 2020 – September 2020



February 18, 2020



Planning Board
Initiation

COMPLETE



June 13, 2020



Public Kickoff

COMPLETE



August 27, 2020



Draft Existing
Conditions
Report

COMPLETE



September 16, 2020




Draft Existing
Conditions Report
Presentation


COMPLETE

PROJECT SCHEDULE SUMMARY CONT.

 October 2020 – Fall 2021



 Sept. - Oct. 2020

 Community Chats

HERE

 November 2020

 Playbook of Strategies Presentation

UPCOMING

 Summer 2021

 Permission to Print Draft Master Plan

 Fall 2021

 Joint Public Hearing

PROJECT SCHEDULE SUMMARY CONT.

December 2021 – May 2022



December 2021
Planning Board Adoption

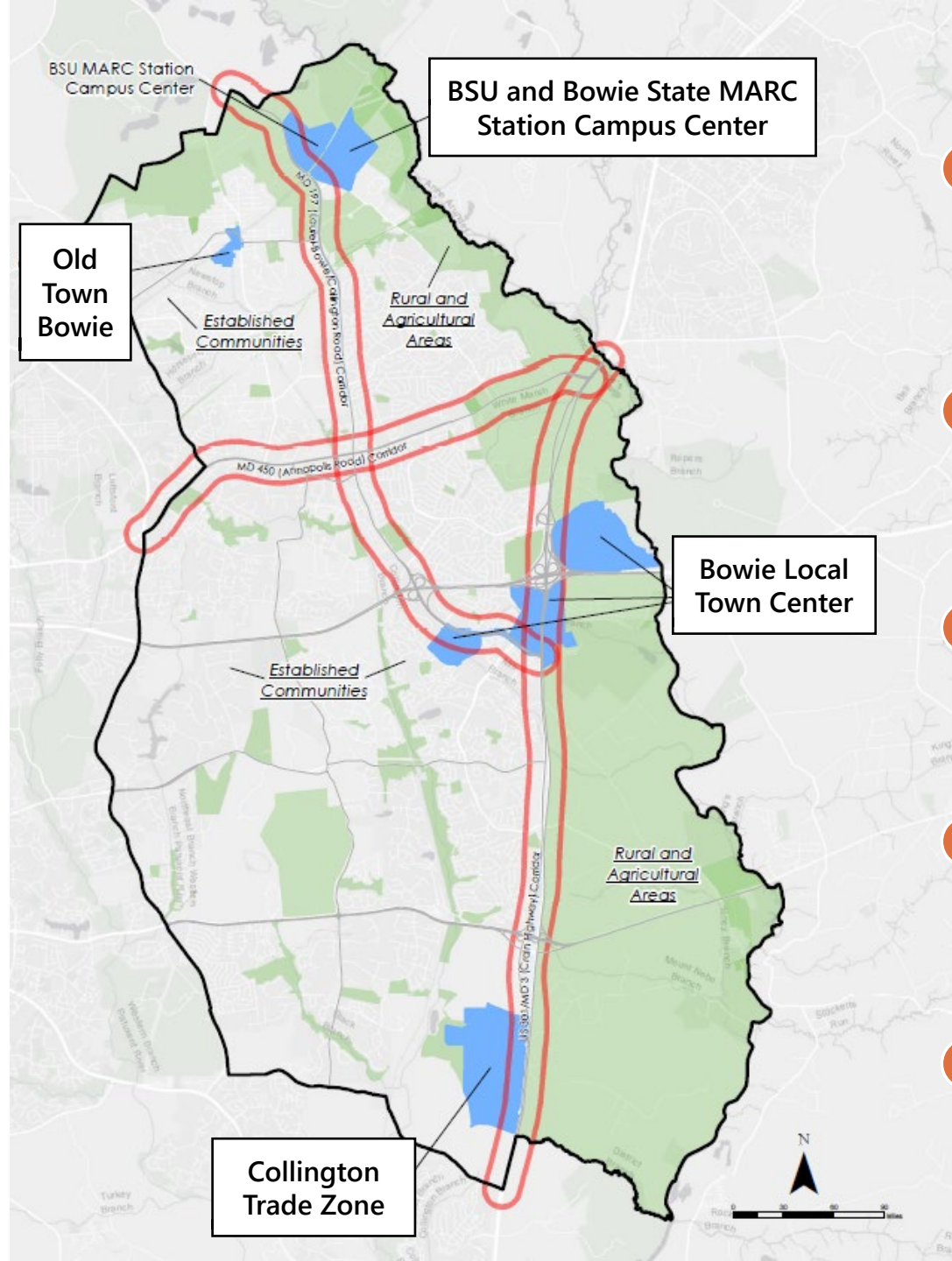
January 2022
Council Work Session

February 2022
Council Approval

May 2022
Approval with 2nd Joint Public Hearing



FOCUS AREAS & CORRIDORS



- Bowie State University and Bowie State MARC Station Campus Center
- Old Town Bowie
- Bowie Local Town Center
- Collington Trade Zone
- Corridors MD 197, MD 450, & US 301/MD 3



MASTER PLAN OVERVIEW



- Shared long-term vision with policies & strategies

- Implement Plan 2035

- Provide policies and strategies for implementation

- Replaces the 2006 master plan and 2010 sector plan

- Identify and analyze existing conditions



DRAFT EXISTING CONDITIONS REPORT & PRESENTATION



- Watch the presentation on our website

- Read the breakout group summary

- Visit the website & comment by Oct. 14 and download the PDF

Visit our website

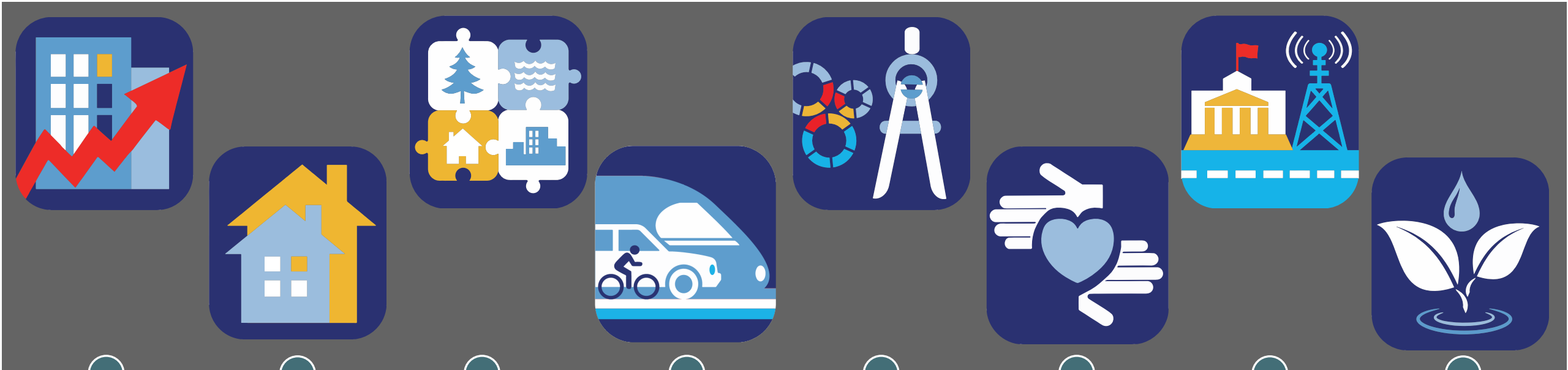
<https://www.mncppc.org/3390/Bowie-Mitchellville-Master-Plan>

Download Existing Conditions Report

<https://bowievicinity.konveio.com/draft-existing-conditions-report>



MASTER PLAN ELEMENTS



Economic Prosperity

Housing & Neighborhoods

Land Use

Transportation & Mobility

Community Heritage, Culture & Design

Healthy Communities

Public Facilities

Natural Environment



ECONOMIC PROSPERITY



- Demographic profile
- Pipeline Commerical Projects
- Commerical Market Demand and Performance
- Unmet Retail Spending



DEMOGRAPHIC PROFILE



- Population = 89,000 people



- Median household income = \$120,000



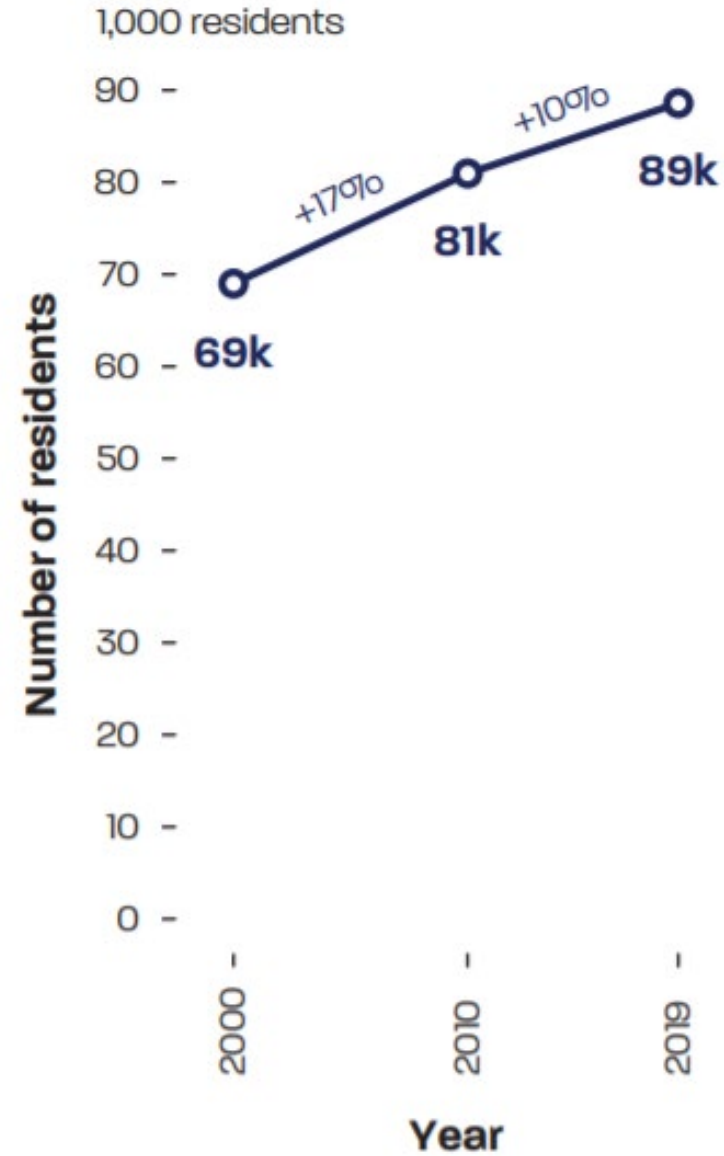
- Bachelor's or advanced degree (aged 25+) = 51%



- Total number of jobs = 28,000



POPULATION GROWTH



Source: ESRI Business Analyst, 2019.



COMMERICAL DEVELOPMENT PIPELINE



- Most new planned development located on US 301 corridor



- Key projects include Melford Town Center, South Lake, Mill Branch Crossing & Sears Redevelopment
- Potential pipeline = 911k sq. ft. of office, 887k sq. ft. of retail, & 115k sq. ft. of industrial



KEY COMMERCIAL DEVELOPMENT PIPELINE PROJECTS



Notable Pipeline Projects



Recent Retail



Recent Office



Focus Area



Recent Hotel



Recent Industrial



City of Bowie

N 1 mile
↑



OFFICE MARKET



- High vacancy of Class A office space (20.3%)

- Total office space = 1.9 million sq. ft.

- Plan area office market outperforming Prince George's County



- Primarily driven by tenants in the Healthcare sectors



NOTABLE OFFICE PROJECTS



Class A Office

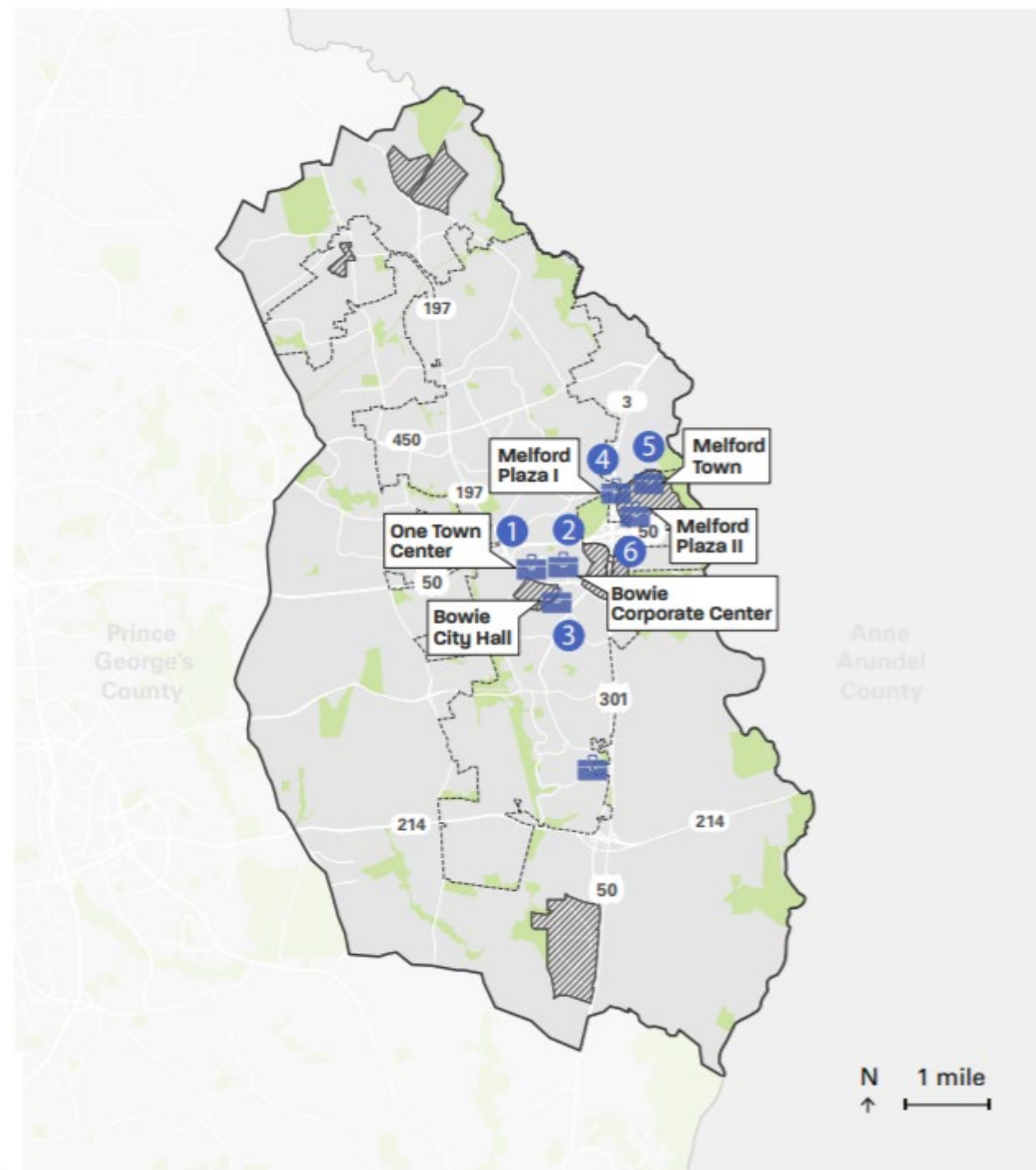


Focus Area



City of Bowie

Source: DoStar.





INDUSTRIAL MARKET



- Concentrated within the Collington Trade Zone
- Driven by companies leasing large scale buildings
- Variety of industrial uses: commercial printing, distribution, packaging, construction, etc.
- Plan area is home to multinational corporations



NOTABLE INDUSTRIAL PROJECTS



Industrial Projects



Focus Area



City of Bowie





RETAIL MARKET

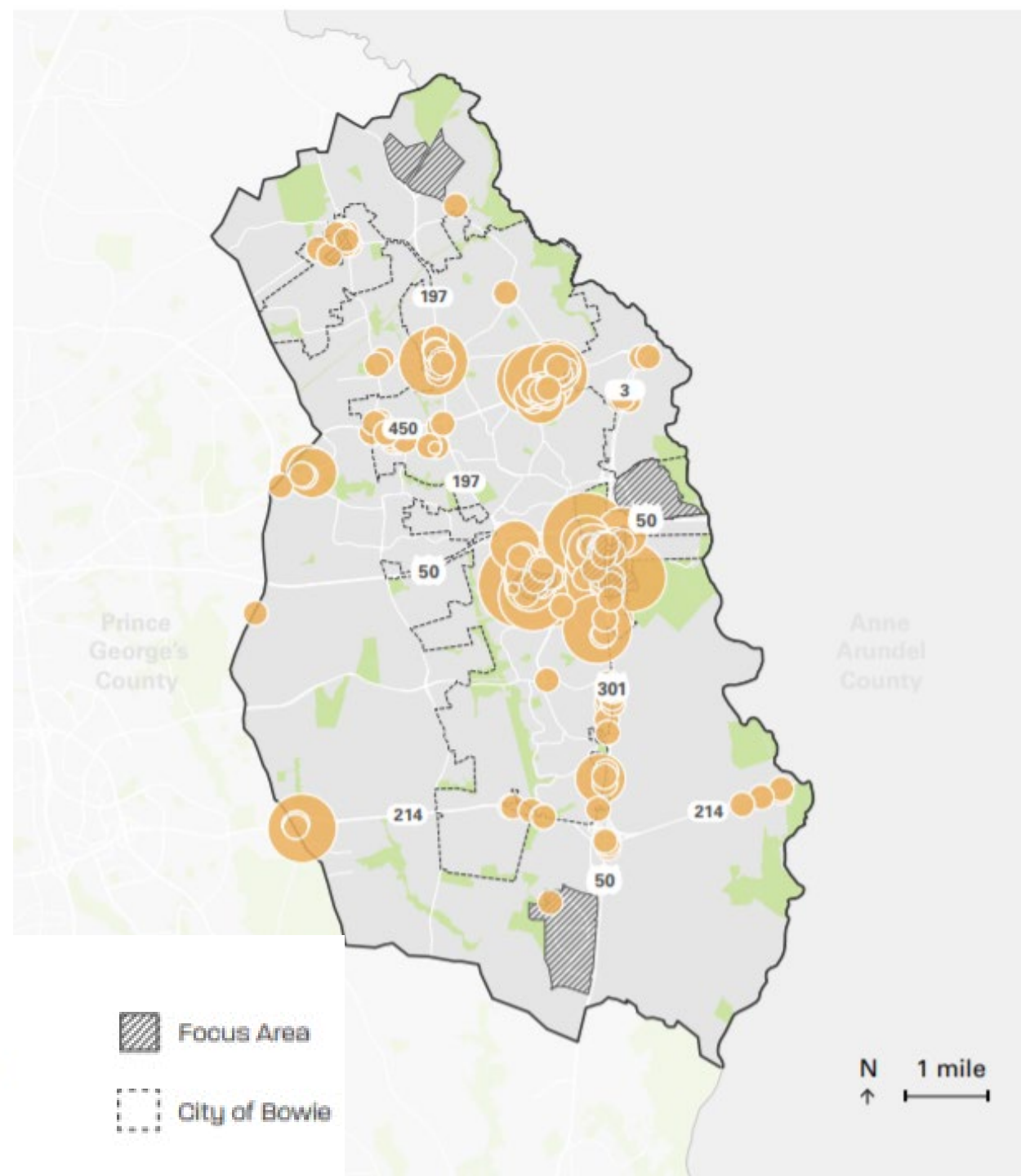
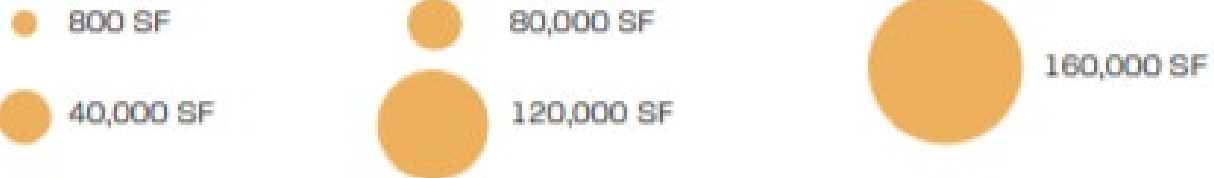


- Recent spike in vacancy due to large-scale retail closures
- Total retail space = 3.7 million sq. ft.
- Most retail is located within shopping centers serviced by large surface parking lots
- Concentrated on three main corridors: MD 197, MD 450 & US 301



EXISTING DISTRIBUTION OF RETAIL

Rentable Square Footage (SF)





UNMET RETAIL SPENDING



- All major retail sectors have a large retail gap
- Residents travel outside of the plan area to fulfill shopping needs



- Low-density suburban character lacks the population density required to entice retail tenants
- Variety of aging shopping centers that lack quality retail



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QUESTION #1

What retail centers do you visit most frequently in and outside the plan area? Why?

What do you consider most when choosing a shopping destination?



QUESTION #2

What retail or commercial areas do you think should be reimagined? What does that future look like?



QUESTION #3

What goods and services needs are being met within a reasonable distance of your home? What needs are not being met?

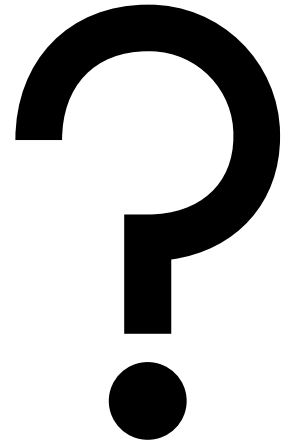


QUESTION #4

Would you support increased residential density in strategic locations such as the key focus areas to support and strengthen commercial development?

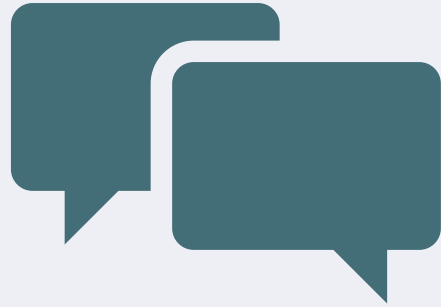


QUESTIONS?

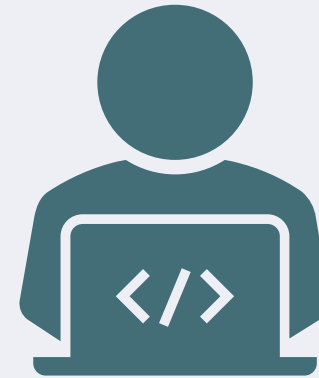




UPCOMING EVENTS



Virtual Community
Chats Cont.
September to
October



Virtual Presentation –
Playbook of Strategies
November



COMMUNITY CHATS

PLANNING ELEMENTS



Economic Prosperity



Community
Heritage, Culture
& Design



Housing &
Neighborhoods



Healthy
Communities



Land Use



Public
Facilities



Transportation
& Mobility



Natural
Environment

- Focused look at each of the planning elements
- Watch our previous chats on our website
- Register on our website for a topic that interests you

<https://www.mncppc.org/3390/Bowie-Mitchellville-Master-Plan>



COMMUNITY CHATS

SCHEDULE

Date	Time	Topic
September 22	7:00 p.m. – 8:00 p.m.	Public Facilities
September 24	6:00 p.m. – 7:00 p.m.	Land Use, Zoning & Urban Form
September 30	7:00 p.m. – 8:00 p.m.	Housing & Neighborhood
October 1	6:00 p.m. – 7:00 p.m.	Healthy Communities
October 6	7:00 p.m. – 8:00 p.m.	Economic Prosperity
October 8	6:00 p.m. – 7:00 p.m.	Natural Environment
October 12	7:00 p.m. – 8:00 p.m.	Community Heritage, Culture & Design
October 14	6:00 p.m. – 7:00 p.m.	Transportation & Mobility



PLAYBOOK OF STRATEGIES



Scheduled for early November

Reviews data and feedback received

Creates urban design schemes for certain nodes

Addresses challenges within each of the plan elements



census
2020 

Prince George's **MARYLAND**
county
Proud

Visit my2020census.gov or call (844)330-2020



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THANK YOU

Visit the website & download the PDF
<https://bowievicinity.konveio.com/draft-existing-conditions-report>