

City of Bowie, Targeted Areas Strategies

Target Area	Existing State Designations	Baseline Information: Revitalization Needs	Key Plans and Strategies	Specific Projects (to be implemented in the next five years)
Bowie Regional Center	TOD Area	The BRC is located within walking distance of the WMATA Bus Transfer Station which is next to the Bowie Theaters and restaurant park. The area has experienced the addition of major commercial development which has added to job creation options in the City and increased TOD elements.	While the baseline assets are beneficial and improve economic conditions, they also create a demand for other infrastructure and community service resources. The City plans to attack these problems with resources from federal and State partners.	Sidewalk construction and maintenance, trail construction and maintenance, traffic control and calming technology, bike trails and right-of-ways, and improved transit nodes for public and private carriers and motorists.
Bowie Main Street	Main Street	This corridor houses the City’s only high school, a public library, and performing arts center. The housing stock is also of the Levitt generation and contains a large senior citizen population. It is the site of one of the City’s largest, and oldest, shopping centers and is less three small tenants.	This community requires significant investment for housing rehab and energy efficiency improvements. Local senior services within the community are another goal to preclude travel to the City’s center in the Bowie Regional Center area. The City’s Economic Development Department is assisting the owners of the shopping center with its revitalization strategies.	Housing rehab Community services Energy efficiency programs (audits, appliance and window replacements, etc. Commercial revitalization Business recruitment
Melford		Melford is the site of a facility formerly known as the University of Maryland Science and Technology Center. This facility now houses several commercial centers and a large employment base within the city. It is the site of a planned expansion to include several new (Marriott variety).	The City envisions increased demands on public safety and public service assets, as well as the potential for other economic outlets in support of this new transient population. Additionally, as the commercial space at Melford continues to expand, new residential opportunities also become a distinct possibility.	Infrastructure enhancements, supportive small business recruitment and financing, and transportation. Transportation coordination in this corridor will be paramount for this level of development.
Old Town Bowie	Community Legacy	The community of Old Town Bowie (OTB) is the area where the City has its origins. It includes the oldest housing stock, the largest number of historic properties, the oldest African American community, and is the center of several historic facilities frequented by tourists and visitors on a regular basis.	Due to the limited access to basic goods and services in the community, the City is working with resident groups to increase the number of commercial options through investment vehicles such as loan programs and the recent creation of a business incubator to stimulate small business growth.	Heritage Trail; linking African American Community to business district. Water and sewer upgrades. Residential housing rehab. Business development.

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West Bowie Village		The West Bowie Village (WBV) community was radically altered by the upgrade of RT 450 within the heart of the City. The revitalization of this commercial corridor has suffered due to the new road design and limited commercial options. The community feels “forgotten” since it is sandwiched between the old road and recent housing development on an expansive property which is within earshot.	The City will assist the area in recruiting a well-conceived commercial corridor with unique business offerings and make this a revitalization success story. Currently, the residents in the area are compelled to travel outside the community to other commercial sectors for all household items.	<ul style="list-style-type: none"> Infrastructure improvements Business recruitment Trail construction and maintenance Traffic control and calming technology Bike trails and right-of-ways
Pointer Ridge		The Pointer Ridge community is another one of the City’s communities built by the Levitt Corporation. The community is located south of the City’s main street and main commercial areas.	The City has worked with the private sector and the Bowie Chamber to provide commercial activities that can facilitate household shopping activities for the community’s residents. One strip mall exists with limited grocery and shopping outlets. The City is constantly working with the Bowie Chamber of Commerce, real estate firms, and other sources to recruit and attract resources to the community.	<ul style="list-style-type: none"> Infrastructure improvements Housing rehab Community services Energy efficiency programs (audits, appliance and window replacements, etc.) Business recruitment Affordable housing development