

County Council Of Howard County, Maryland

2016 Legislative Session

Legislative Day No. 7

Resolution No. 93 -2016

Introduced by: The Chairperson at the request of the County Executive

A RESOLUTION endorsing the designation of Long Reach as a Sustainable Community, for approval either directly by the Department of Housing and Community Development of the State of Maryland or through the Smart Growth Subcabinet of the State of Maryland; adopting the Sustainable Community Plan described in the County's Sustainable Community Application, indicating certain endorsement by the County Executive; and requiring certain copies be sent to the Department of Housing and Community Development.

Introduced and read first time June 6, 2016.

By order Jessica Feldmark
Jessica Feldmark, Administrator

Read for a second time at a public hearing on June 20, 2016.

By order Jessica Feldmark
Jessica Feldmark, Administrator

This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn , by the County Council on July 8, 2016.

Certified By Jessica Feldmark
Jessica Feldmark, Administrator

Approved by the County Executive July 11, 2016

Allan H. Kittleman
Allan H. Kittleman, County Executive

NOTE. [[text in brackets]] indicates deletions from existing law; TEXT IN SMALL CAPITALS indicates additions to existing law; Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment

1 **WHEREAS**, Howard County recognizes that there is a significant need for reinvestment
2 and revitalization of the communities in Howard County; and

3
4 **WHEREAS**, in accordance with Section 6-205 of the Housing and Community
5 Development Article of the Annotated Code of Maryland, Howard County proposes to (i)
6 designate the area of Long Reach in Howard County, as outlined on the attached map (the
7 “Area”), as a Sustainable Community, and to (ii) adopt the Sustainable Community Plan (the
8 “Plan”), as further described in the Sustainable Community Application (the “Application”), for
9 the purposes of contributing to the reinvestment and revitalization in the Area; and

10
11 **WHEREAS**, the Area is located within a priority funding area under Section 5-7B-02 of
12 the Smart Growth Act; and

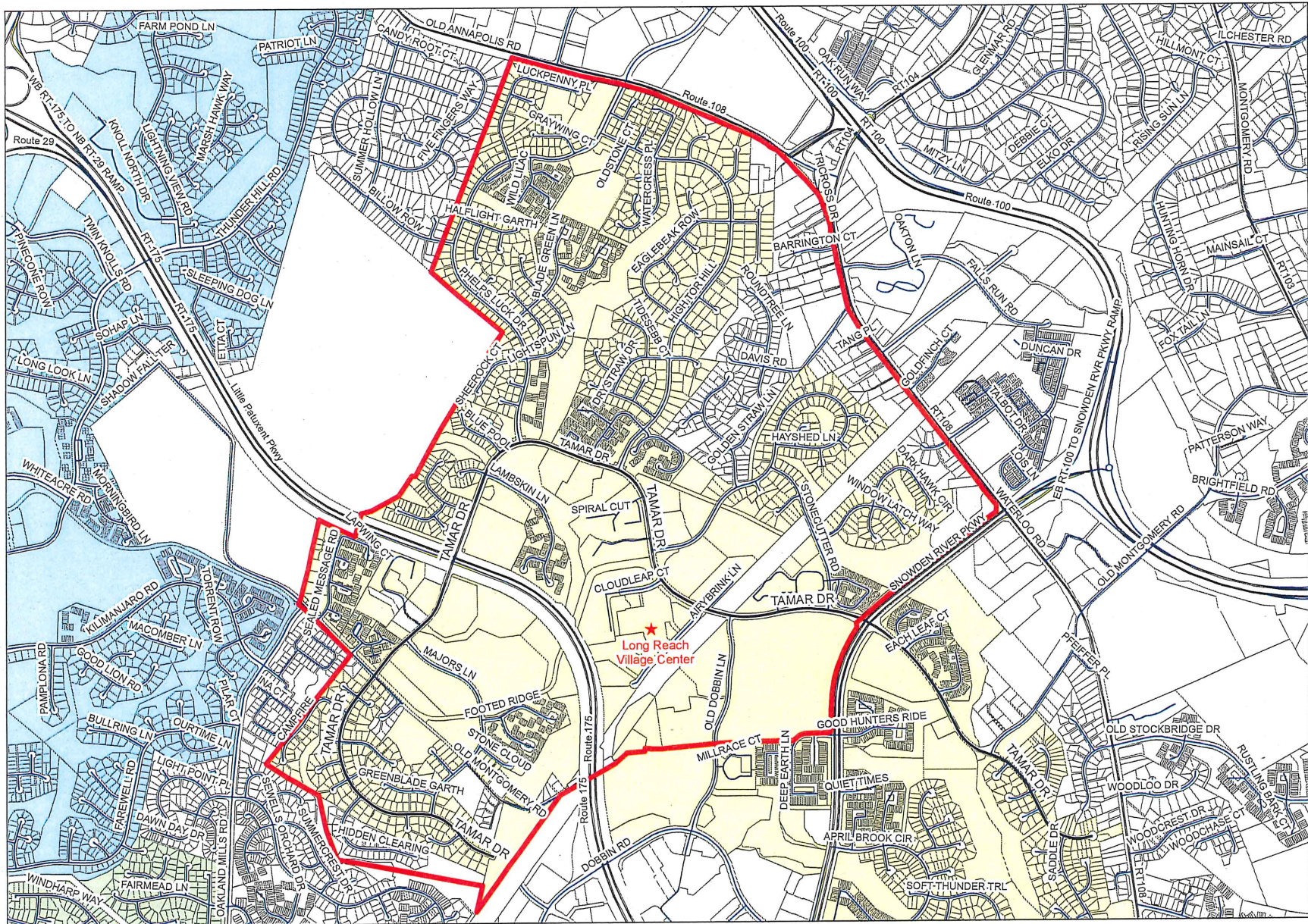
13
14 **WHEREAS**, the applicable law and the Community Legacy Program regulations
15 (COMAR 05.17.01) require a local government to submit an Application to the Department of
16 Housing and Community Development of the State of Maryland in order to become a designated
17 Sustainable Community, and to be eligible to receive financial assistance under the Community
18 Legacy Program.

19
20 **NOW, THEREFORE,**

21
22 **BE IT RESOLVED THAT**, the Howard County Council hereby (i) endorses the
23 designation of the Area as a Sustainable Community; and (ii) adopts the Sustainable Community
24 Plan described in the Application; and


25
26 **BE IT FURTHER RESOLVED THAT**, the County Executive is hereby requested to
27 endorse this Resolution, indicating his approval by signature hereof; and

28
29 **BE IT FURTHER RESOLVED THAT**, copies of this Resolution be sent to the
30 Secretary of the Department of Housing and Community Development of the State of Maryland
31 for consideration by the Smart Growth Sub-Cabinet.






**Proposed
Long Reach
Sustainable Community**

LEGEND

 Proposed SC Area

COLUMBIA VILLAGE

-  Long Reach
-  Oakland Mills
-  Owen Brown

Amendment 1 to Council Resolution No. 93-2016

BY: The Chairperson at the
request of the County Executive

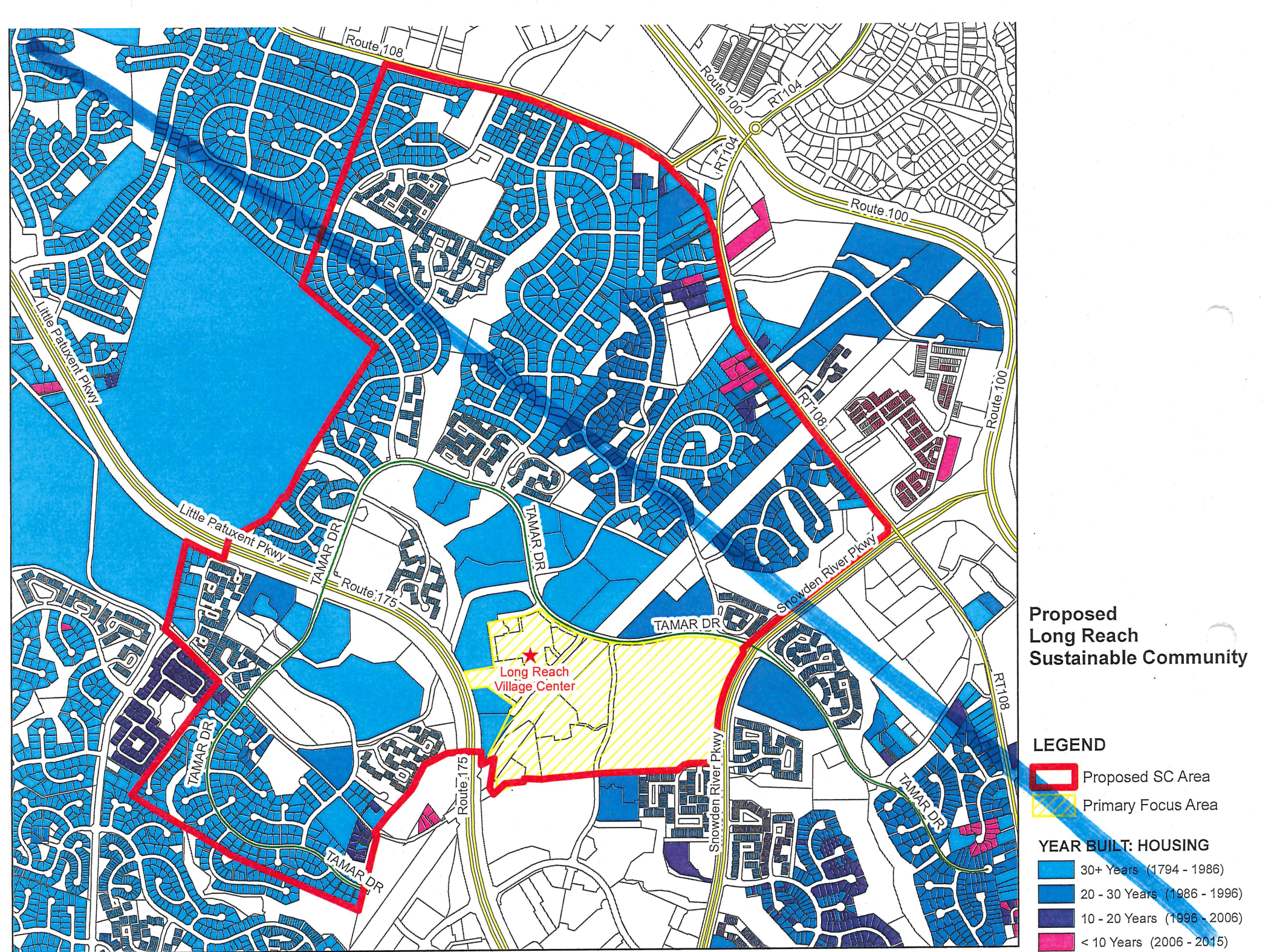
Legislative Day No. 8
Date: July 8, 2016

Amendment No. 1

(This amendment substitutes a revised map in order to include Hidden Clearing and to extend further south along Route 175 to include Old Montgomery Road. The revised map also removes hatching that internally designated an area as a primary focus area.)

- 1 Remove the "Proposed Long Reach Sustainable Community" map, attached to the Resolution as
- 2 prefiled, and substitute a revised map, as attached to this Amendment.

ADOPTED 7/8/16
FAILED _____
SIGNATURE [Signature]



Proposed Long Reach Sustainable Community

LEGEND

- Proposed SC Area
- Primary Focus Area

- YEAR BUILT: HOUSING**
- 30+ Years (1794 - 1986)
 - 20 - 30 Years (1986 - 1996)
 - 10 - 20 Years (1996 - 2006)
 - < 10 Years (2006 - 2015)



Amendment 1 to Council Resolution No. 93-2016

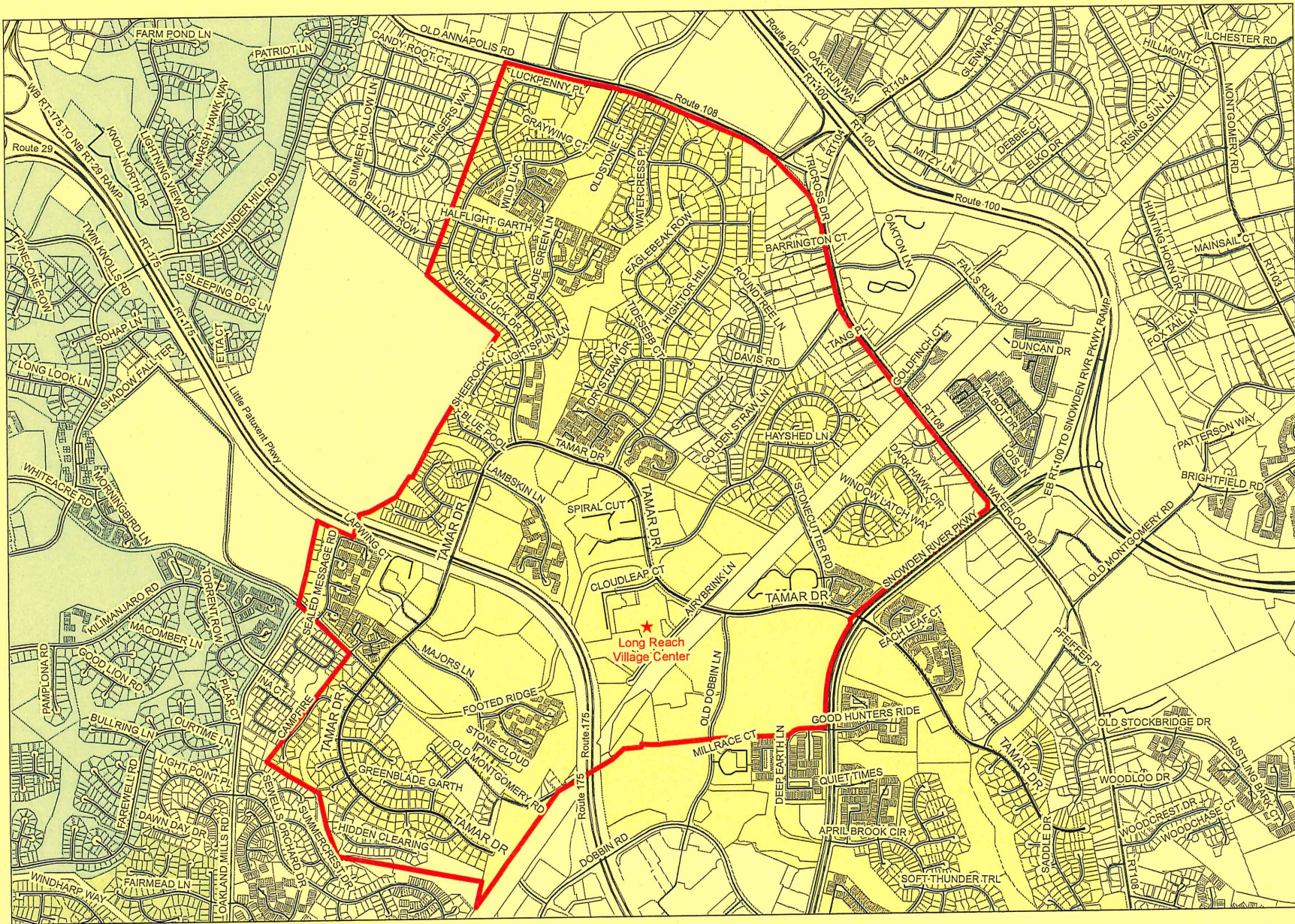
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


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**Proposed
Long Reach
Sustainable Community**

LEGEND
 Proposed SC Area

COLUMBIA VILLAGE
 Long Reach
 Oakland Mills
 Owen Brown

Habicht, Kelli

From: Feldmark, Jessica
Sent: Tuesday, July 19, 2016 1:31 PM
To: Sayers, Margery; Habicht, Kelli
Cc: Respass, Charity
Subject: FW: CR 93 transmission to the State
Attachments: CR93_signed.pdf; Sustainable Community Map.pdf; Updated GIS for state.zip

For legislative file...

Thanks!

Jessica Feldmark
Administrator
Howard County Council
410-313-3111
jfeldmark@howardcountymd.gov

From: Sager, Jennifer
Sent: Tuesday, July 19, 2016 1:29 PM
To: Feldmark, Jessica
Subject: CR 93 transmission to the State

From: Bolinger, Kate
Sent: Tuesday, July 12, 2016 6:08 PM
To: Kendall@dhcd.state.md.us
Cc: Kudchadkar, Raj; O'Connor, Kristin
Subject: Long Reach Sustainable Community

Hi Mary: good news – the Howard County Council passed the local government support resolution, and the signed copy is attached.

As part of passing the resolution, the Council approved an amended Sustainable Community map, also attached as a PDF. The GIS support files associated with that area are attached in a zip file.

Will you need hard copies of the resolution, amended map, and new GIS files on CD? If so, I can prepare and put into the mail. It's two copies, right?

Please let me know.

Thanks,
Kate

Kate Bolinger, AICP
Planning Specialist II
Howard County Department of Planning and Zoning
3430 Court House Drive, Ellicott City, MD 21043
410.313.4393

kbolinger@howardcountymd.gov

County Council Of Howard County, Maryland

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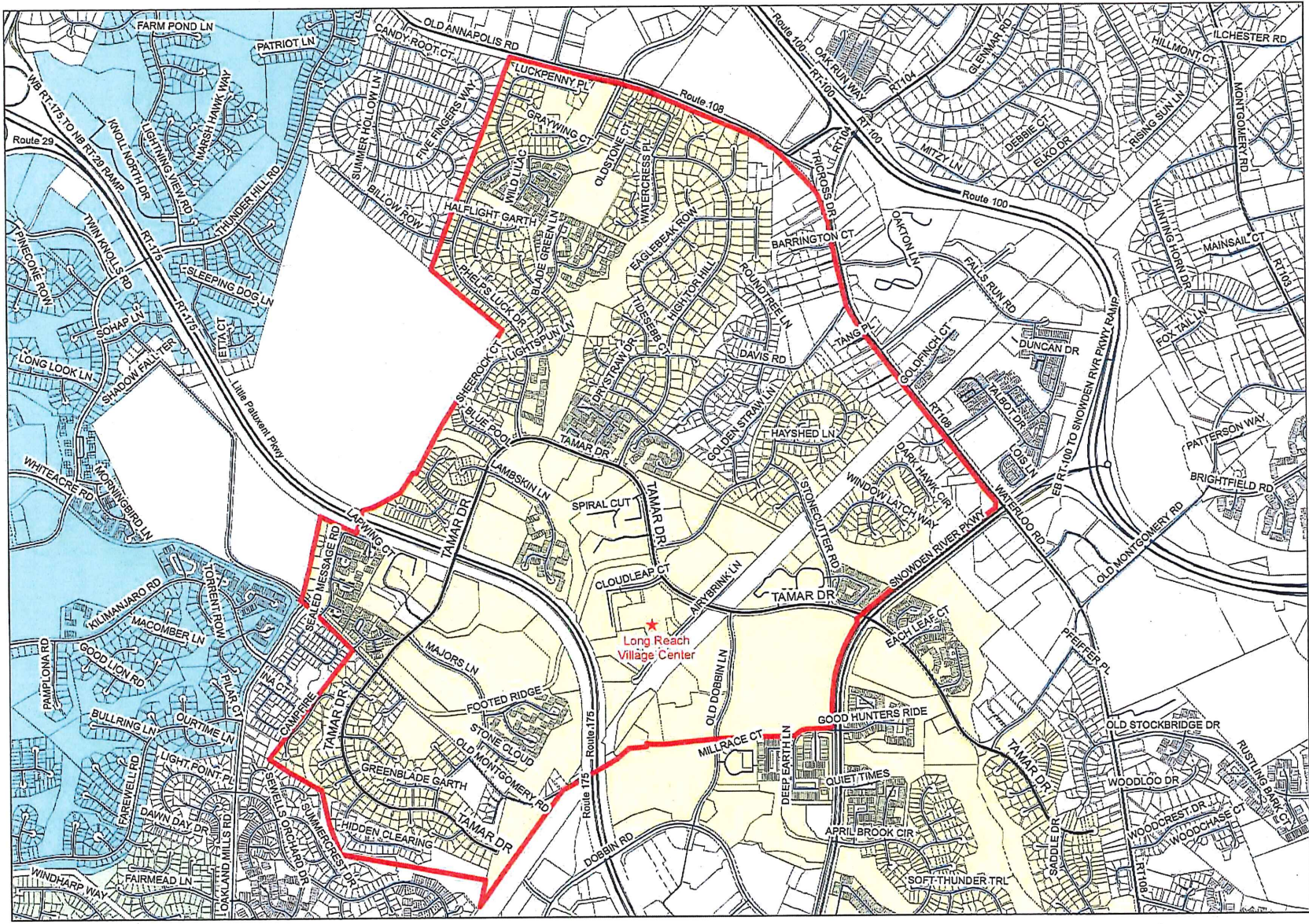
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
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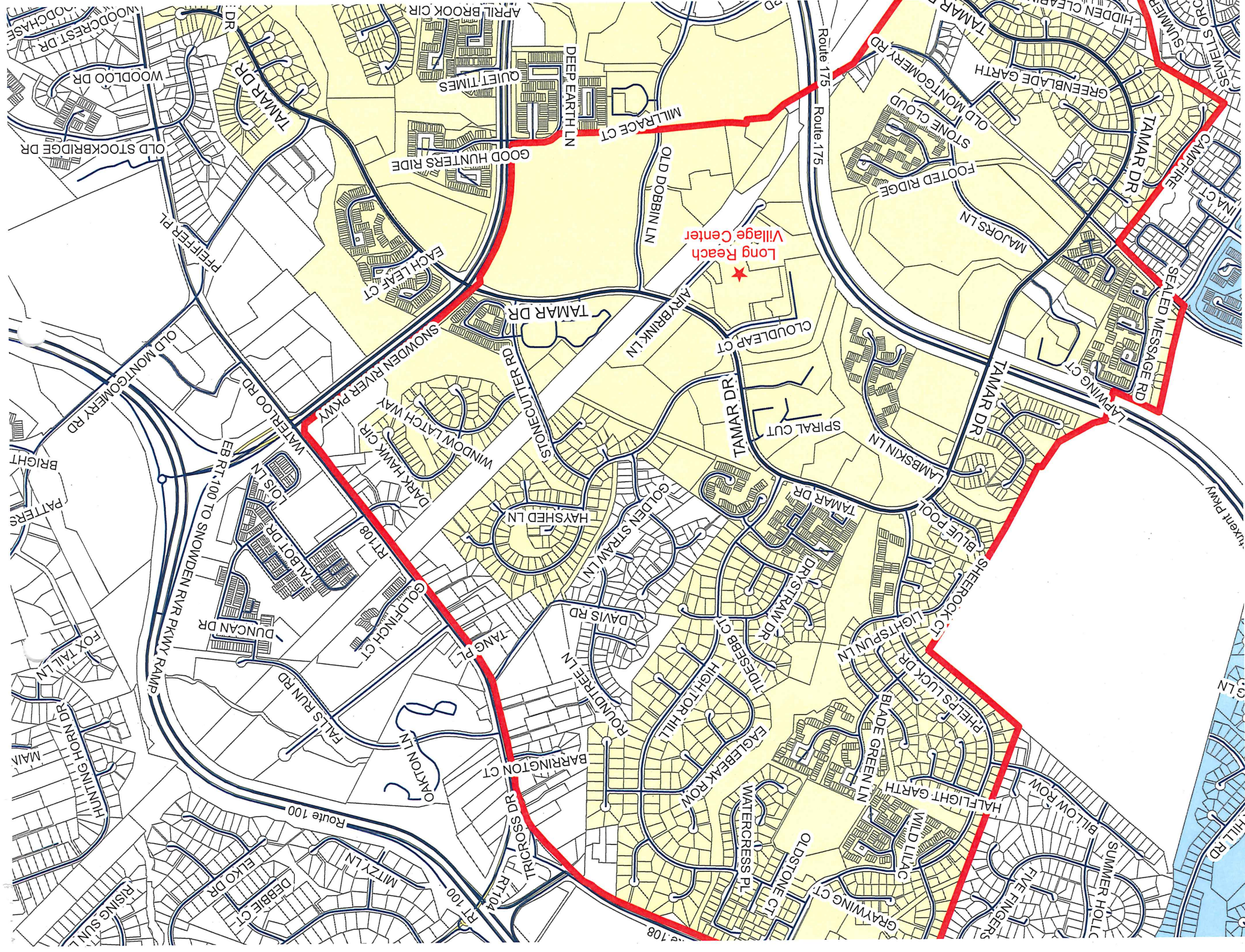
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**Proposed
Long Reach
Sustainable Community**

LEGEND
 Proposed SC Area

COLUMBIA VILLAGE
 Long Reach
 Oakland Mills
 Owen Brown



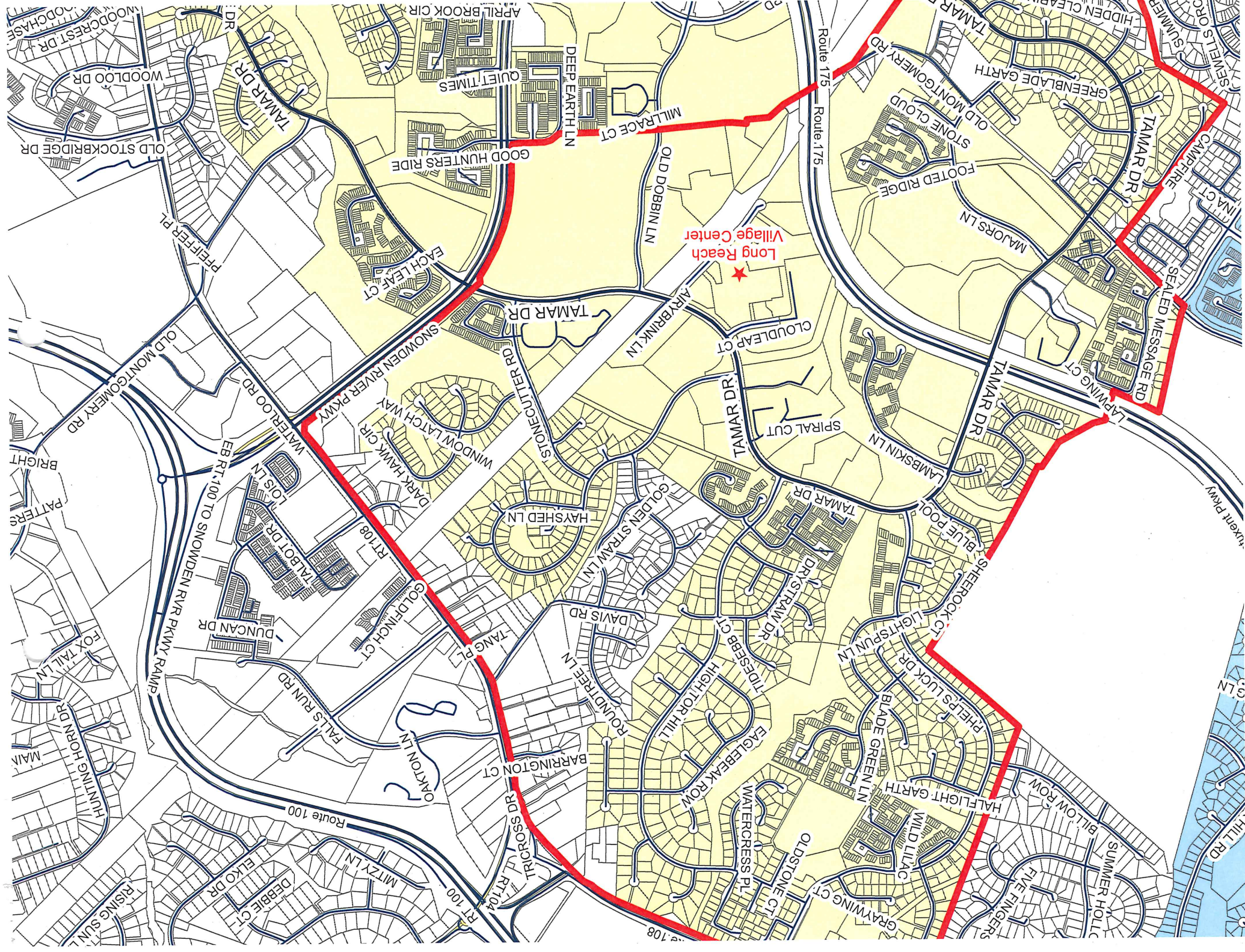
Long Reach
Village Center

Route 175

Route 100

GOOD HUNTERS RIDE

Long Reach
Village Center



Long Reach
Village Center

Route 175

Route 100

GOOD HUNTERS RIDE

Long Reach
Village Center

FW: Long Reach Sustainable Community - Map and Explanation

Feldmark, Jessica

Sent: Wednesday, June 22, 2016 1:51 PM

To: Ball, Calvin B; Fox, Greg; Greg Fox (Greg.Fox@Constellation.com); Weinstein, Jon; Sigaty, Mary Kay; Terrasa, Jen

Cc: Wimberly, Theo; Sayers, Margery; Clay, Mary; Knight, Karen; McLeod, Kate; Pruum, Kimberly; Smith, Gary

Attachments: Long Reach SC Map post Cou~1.pdf (2 MB) ; Boundary Explanation for C~1.pdf (14 KB)

Additional info on CR93-2016...

Jessica Feldmark

Administrator

Howard County Council

410-313-3111

jfeldmark@howardcountymd.gov

From: Bolinger, Kate

Sent: Wednesday, June 22, 2016 1:41 PM

To: Feldmark, Jessica

Cc: Sager, Jennifer; Schrader, Sandy; Lazdins, Valdis; Kudchadkar, Raj; Siddiqui, Jahantab; Wilson, B Diane; O'Connor, Kristin; Clay, Randy

Subject: FW: Long Reach Sustainable Community - Map and Explanation

Jessica: as you requested, and in the interests of time, please find the materials attached: a map (best printed at 11x17) and a boundary explanation responding to Council's questions on the Sustainable Community area proposed for Long Reach. We're happy to meet individually with each Council member to address any follow-up questions not answered by the attached materials.

Thank you,
Kate

Kate Bolinger, AICP

Planning Specialist II

Howard County Department of Planning and Zoning

410.313.4393

From: Bolinger, Kate

Sent: Wednesday, June 22, 2016 12:34 PM

To: Sager, Jennifer

Cc: Schrader, Sandy; Lazdins, Valdis; Kudchadkar, Raj; Siddiqui, Jahantab; Wilson, B Diane; O'Connor, Kristin; Clay, Randy

Subject: Long Reach Sustainable Community - Map and Explanation

Jen: please find attached a map (best printed at 11x17) and boundary explanation that responds to Council's questions on the Sustainable Community area proposed for Long Reach.

We are happy to meet individually with each Council member, if desired, to address any follow-up questions not answered by the attached materials.

Please give me a call if you have any questions at x4393.

Thanks,
Kate

Kate Bolinger, AICP

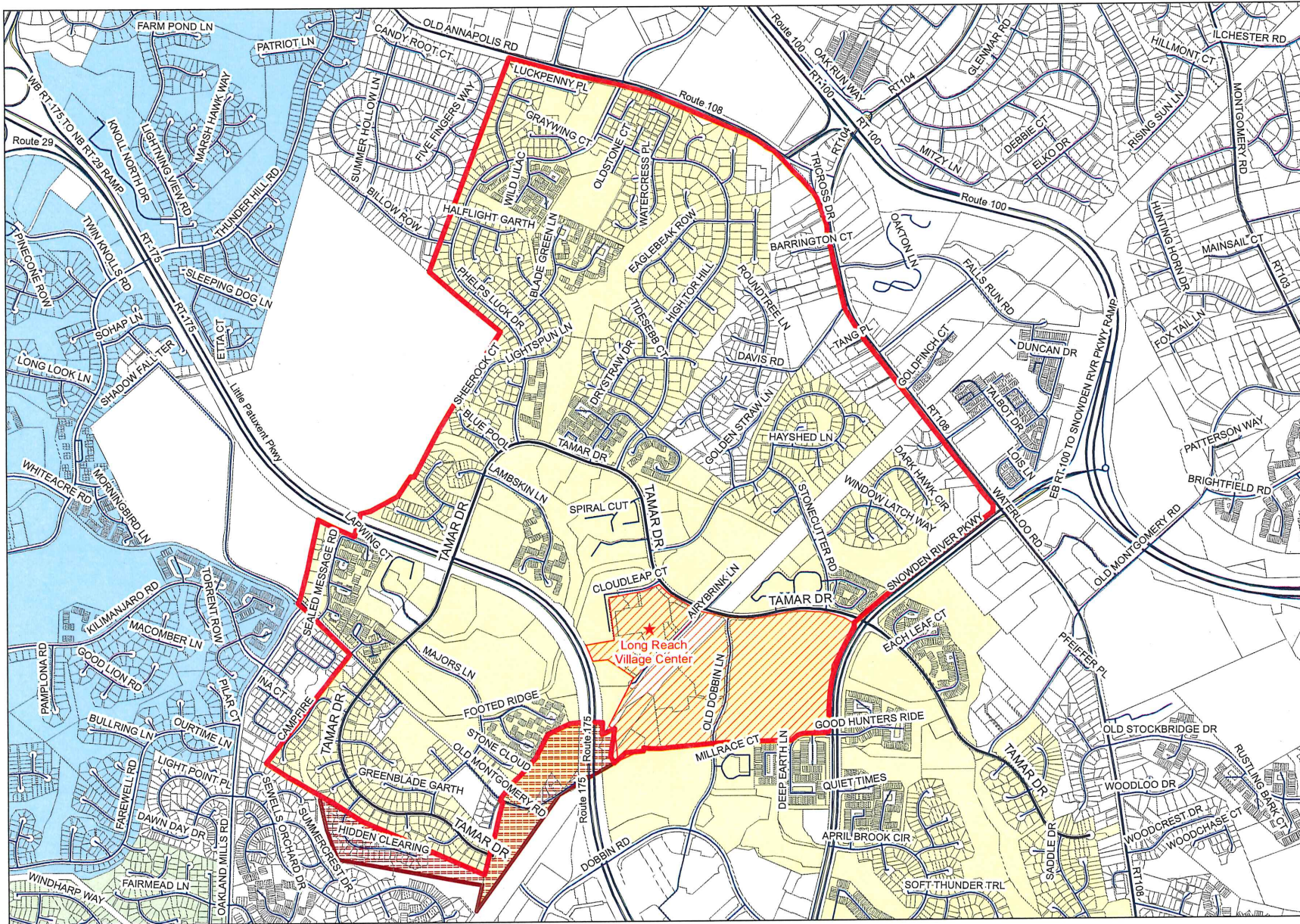
Planning Specialist II

Howard County Department of Planning and Zoning

3430 Court House Drive, Ellicott City, MD 21043

410.313.4393

kbolinger@howardcountymd.gov



Proposed Long Reach Sustainable Community

- LEGEND**
- Proposed SC Area
 - Primary Focus Area
 - Potential Addition to SC Area*

- COLUMBIA VILLAGE**
- Long Reach
 - Oakland Mills
 - Owen Brown

For explanation of how boundary area was determined, refer to 'Maryland Sustainable Communities: Proposed Long Reach Area Explained.'

*Potential addition to SC area could include Hidden Clearing and open space

Maryland Sustainable Communities

Proposed Long Reach Area Explained

Criteria for SC Area

- Small enough to reflect a targeted approach desired by state.
- Large enough area to cover land uses and features that reflect the state's six pillars of sustainability: environment, economy, transportation, housing, quality of life, and local planning and land use.
- Includes older housing (i.e. 30 years and older) which could benefit from a potential expanded rehabilitation program (enhancing RENEW Howard). Homes would be subject to architectural review from Long Reach Community Association, who could be involved in implementing such a program, should such an opportunity be pursued.
- Does not overstep possible boundary areas for other potential future Sustainable Community designation areas (for example, designations for the Oakland Mills and Owen Brown areas).

Northern Boundary

- Route 108, a major roadway and dividing line.

Eastern Boundary

- Snowden River Parkway, a major roadway and dividing line.
- This eastern boundary was suggested by our Sustainable Community Workgroup.* The majority of Long Reach's older homes (i.e. 30 years and older) are located to the west of Snowden River Parkway. This area includes the neighborhoods of Phelps Luck, Locust Park, Jeffers Hill and portions of Kendall Ridge where most older housing is found.

Southern Boundary

- Property lines for Long Reach High School and open spaces near the Long Reach Village Center. The LRVC, LRHS and nearby open space comprise a Primary Focus Area. Most of the action items in our application focus on this area.
- Jeffers Hill neighborhood boundary, as requested by our Sustainable Community Workgroup. This includes older homes (i.e. 30 years and older).

Western Boundary

- Jeffers Hill and Locust Park neighborhood boundaries.
- Blandair Park.
- Phelps Luck neighborhood boundary.

Potential Addition to SC Area

- Could include Hidden Clearing and open space southwest of proposed SC area.

Contact (Planning and Zoning)

- Kate Bolinger, Planner (kbolinger@howardcountymd.gov) DPZ phone: 410-313-2350

*Workgroup members included representatives from Columbia Association, Long Reach Village Board/Management, Long Reach High School, area business owners, and County agencies with a stake in implementation.

CR 93-2016

ReImagine Long Reach Village Center

Kudchadkar, Raj

Sent: Thursday, June 09, 2016 1:48 PM

To: Kudchadkar, Raj

Dear Long Reach Stakeholder:

The Howard County Department of Planning and Zoning (DPZ) has been actively securing the assistance of a real estate services firm to help support our efforts to revitalize the Long Reach Village Center.

The action took a little longer than expected, but we are happy to report that DPZ has obtained the services of [Chartwell Enterprises](#). As our consultant in this effort, Chartwell will be tasked with assessing the fair market value of the Village Center and identifying the potential for redevelopment of the site.

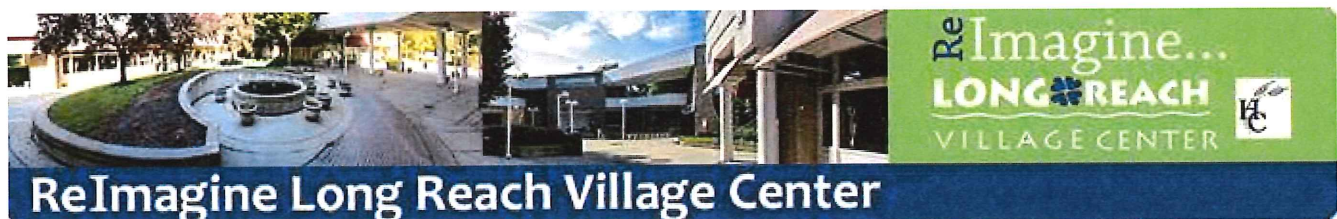
One of Chartwell's initial recommendations is that DPZ go to the County Council to get authorization to sell the property. We plan to go before County Council on July 18th for this authorization. We will then go back to Council again at a future date for approval of our revitalization proposal (i.e. the best proposal to revitalize LRVC submitted by a developer through the RFP process).

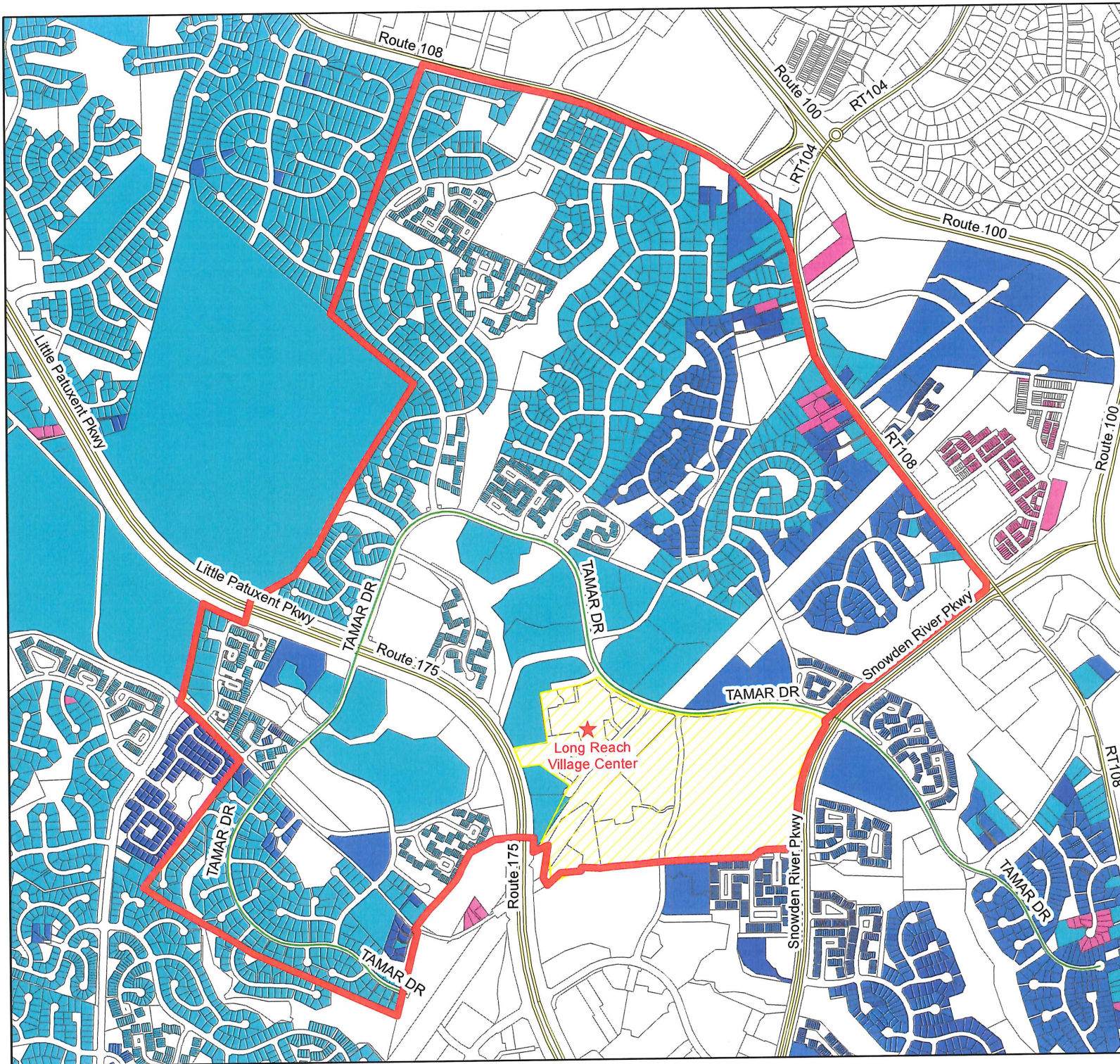
We have actively begun updating Chartwell on this project. Most importantly, we have begun sharing all the information we captured from our five previous sessions with the community. Once Chartwell has familiarized itself with the revitalization needs of the Village Center, we will reach back out in the very near future with a detailed flow chart that explicitly lists the steps of this entire revitalization process, including the steps described above.

Thank you – Raj Kudchadkar

* Click [here](#) for additional information on the County's revitalization effort.

** DPZ staff will be at the **ArtReachFestival** on Saturday, June 11th from 11am-4pm to answer any questions you have about the revitalization process. For more information on the ArtReach Festival please click here: <http://www.artreachhoco.org>





Proposed Long Reach Sustainable Community

LEGEND

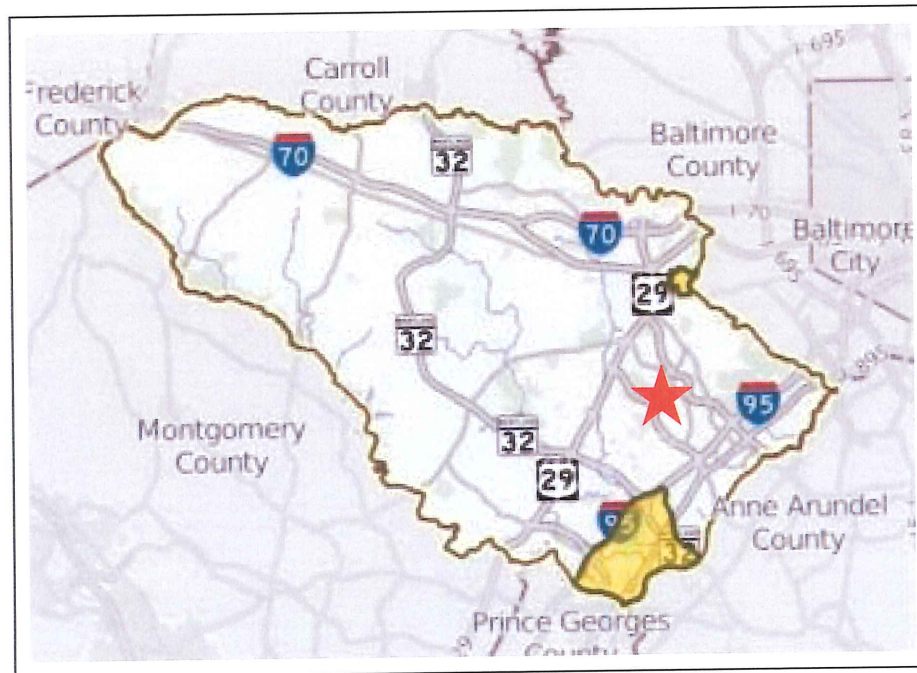
- Proposed SC Area
- Primary Focus Area

YEAR BUILT: HOUSING

- 30+ Years (1794 - 1986)
- 20 - 30 Years (1986 - 1996)
- 10 - 20 Years (1996 - 2006)
- < 10 Years (2006 - 2015)

Maryland Sustainable Communities

- Purpose of designation: advance revitalization and reinvestment in older communities
- Long Reach would join Ellicott City, North Laurel-Savage, and other designated areas throughout the state



Above: existing Sustainable Community Areas in Howard County
More information: www.howardcountymd.gov/Sustainable-Communities

Maryland Sustainable Communities

- Sustainable Communities adds a tool to the revitalization toolkit, opening up opportunities for state funding
- Examples of grant-funded projects in Sustainable Communities:
 - **Façade improvement program** in historic Ellicott City
 - **Streetscape project** in historic Ellicott City
 - **Carroll Baldwin Hall and Baldwin Commons renovation** in Savage



Façade improvement program at work in Ellicott City

Maryland Sustainable Communities

Lessons learned from past experiences

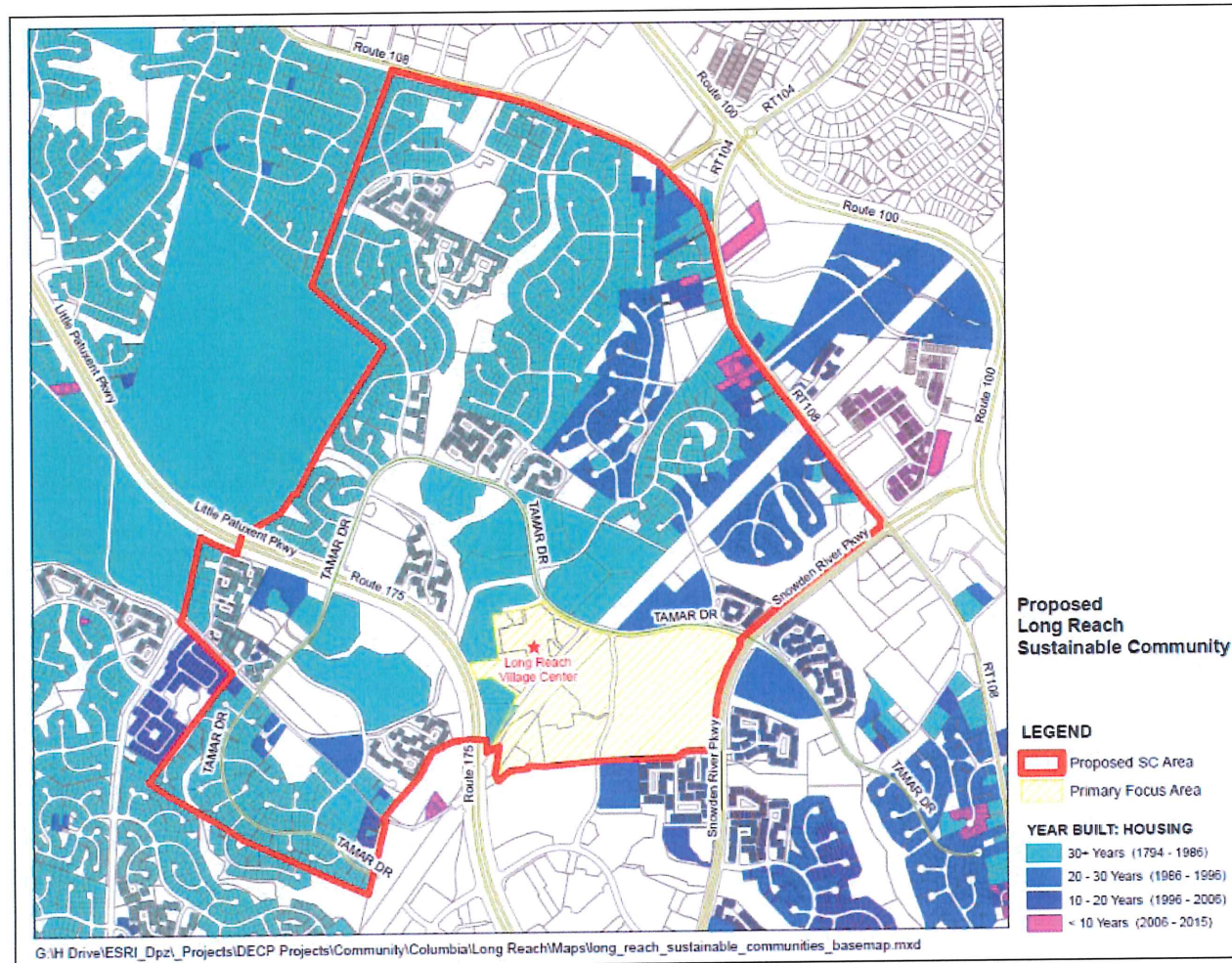
- Focus on a specific targeted area
- Get those who implement projects at the table
- Include representatives of the six pillars of sustainability required by the state

Six Pillars of Sustainability



Maryland Sustainable Communities

Proposed Area for Designation



Maryland Sustainable Communities

- Application indicates County's commitment to enhancing vitality of Long Reach
- Application created as a result of partnership with:
 - Columbia Association
 - Long Reach Village Board/Management
 - Long Reach High School
 - Area Business Owners
 - County Agencies with stake in implementation
- Partners comprise a Workgroup that represents six pillars of sustainability as required by state

Maryland Sustainable Communities

- If awarded, designation lasts for five years
- Grant applications will require future Council resolutions
- Designation is flexible to accommodate new action items not anticipated in application that would advance revitalization
- The Department of Planning and Zoning strongly supports the designation of Long Reach as a Sustainable Community



Howard County

Internal Memorandum

Subject: *Testimony for Council Resolution to Designate Long Reach as a Sustainable Community*

To: *Lonnie R. Robbins
Chief Administrative Officer*

Through: *Valdis Lazdins, Director
Department of Planning and Zoning*

From: *Raj Kudchadkar, Deputy Director
Department of Planning and Zoning*

Date: *May 24, 2016*

The Department of Planning and Zoning supports the adoption of Resolution No. ____ - 2016, which requests the Maryland Department of Housing and Community Development to designate the Long Reach area as a Sustainable Community. This area includes the Long Reach Village Center (LRVC) as a primary focus area, but also includes older residential neighborhoods surrounding the LRVC. A key purpose of a Sustainable Community designation is to advance the revitalization of and reinvestment in older communities.

Such a Resolution is required by the State to demonstrate the County's support of its application. The application indicates the County's initiative, support for and commitment to enhancing the growth and vitality of Long Reach through a partnership with the Columbia Association, Long Reach Village Board/Management, Long Reach High School, and area business owners. The designation of this area as a Sustainable Community, under the Sustainable Communities Act of 2010, will make this area eligible for various state funds and resources.

The anticipated fiscal impacts associated with adoption of this Resolution involve a continued allocation of staffing to support this effort and, as yet undetermined, use of capital funds for physical improvements. Please contact Raj Kudchadkar at 410-313-6376 if you have any questions.

cc: B. Diane Wilson, Chief of Staff
Sandy Schrader, Director of Intergovernmental Affairs
Jennifer Sager, Legislative Coordinator
Paul Johnson, Deputy County Solicitor
Holly Sun, Budget Administrator
Amy Gowan, Deputy Director, DPZ

Sustainable Community Action Plan

Long Reach Sustainable Community

Submitted by Howard County

6/3/2016

SUSTAINABLE COMMUNITIES WORKGROUP:

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

KEY OF IMPLEMENTATION PARTNERS:

Throughout the action plan, acronyms are provided for implementation partners where appropriate:

- BGE = Baltimore Gas and Electric Company
- CA = Columbia Association
- DHCD = Howard County Department of Housing and Community Development
- DILP = Howard County Department of Inspections, Licenses and Permits
- DPW = Howard County Department of Public Works
- DPZ = Howard County Department of Planning and Zoning
- DRP = Howard County Department of Recreation and Parks
- HCEDA = Howard County Economic Development Authority
- HCPSS = Howard County Public School System
- LRCA = Long Reach Community Association
- OCS = Office of Community Sustainability
- OoT = Office of Transportation

Environment

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Blandair Park is a major recreational destination with portions in Long Reach. The proposed Long Reach sustainable community area is adjacent to Blandair Park. • CA and Howard County partner to maintain a trail network that connects to the Village Center; portions of the trail network are jointly maintained while others are maintained solely by CA • Within the community open space located near the BGE transmission line, community garden plots are actively used and in high demand • Jackson Pond is a recreational amenity for local residents • Long Reach High School is a top ranked environmental facility. The high school is a member of the Maryland Green Registry with Maryland Department of the Environment, which recognizes the school's environmental best practices. 	<ul style="list-style-type: none"> • Early 1970's village development pre-dates storm water management practices • The LRVC contains a large impervious parking lot with limited landscaped areas • There are not enough garden plots to meet demand, and there is a waiting list for existing plots • Access to local foods is limited in the Village Center, with few food offerings remaining. The community has expressed desire for some type of establishment offering healthy food options. Given the many nearby grocers in a short drive from the Village Center, a traditional grocer is unlikely to be attracted to the Village Center

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Impervious area is reduced at the LRVC</p> <p>Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets</p>	<p>Strategy A: Encourage redevelopment in the Village Center that reduces impervious cover</p> <p>Strategy B: Identify right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management</p> <p>Strategy C: Increase the redevelopment stormwater management captured in order to better manage water quality, demonstrate model sustainable development and provide greater credit toward permit mandates</p> <p>Strategy D: Establish the area as a stormwater educational showcase – much like the Savage Library with innovative treatment techniques and educational signage. Treatment techniques may feature artistic designs.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: OCS, OoT, DPW</p> <p>Strategy C: OCS, DPW</p> <p>Strategy D: Future Village Center Developer, OCS, Columbia Art Center</p>
<p>Outcome 2: Long Reach Village Center is sustainably redeveloped</p> <p>Progress Measures: LEED designation</p>	<p>Strategy A: Follow County Building Codes which LEED green building standards for new publically financed buildings of 10,000 square feet or more and 50,000 square feet or more for privately financed buildings</p> <p>Strategy B: Incorporate high caliber, green building and site design strategies and systems</p>	<p>Strategy A: DILP, Future Village Center Developer</p> <p>Strategy B: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 3: Community open space is enhanced with expanded community garden plots</p> <p>Progress Measures: number of garden plots/registered gardeners</p>	<p>Strategy A: Partner with Columbia Gardeners nonprofit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming</p> <p>Strategy B: Partner with Long Reach High School for high school plots</p> <p>Strategy C: Investigate the potential to create a community storefront tool bank which would allow community members opportunity to rent shovels, hoes, wheelbarrows, and other small garden related tools</p>	<p>Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA</p> <p>Strategy B: Columbia Gardeners, HCPSS, DRP</p> <p>Strategy C: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA</p>
<p>Outcome 4: Outdoor spaces provide opportunities for learning.</p> <p>Progress Measures: number of students, volunteers</p>	<p>Strategy A: Partner with Science Department at Long Reach High School</p>	<p>Strategy A: HCPSS</p>
<p>Outcome 5: Plantings that support pollinator species are encouraged at LRVC.</p> <p>Progress Measures: pollinator plant count</p>	<p>Strategy A: Require an increased percentage of pollinator plantings as part of redevelopment of the LRVC. Often, redevelopment projects feature limited plantings and the majority of those lack good pollinator species. Requiring pollinator plantings would create a more sustainable environment that does its part to support pollinator species.</p> <p>The requirement could be as simple as a requirement for all native plant species throughout the green spaces or as complex as incorporating green roofs that serve a triple purpose for pollinators, stormwater and energy management.</p>	<p>Strategy A: OCS, DPZ, Future Village Center Developer</p>
<p>Outcome 6: Sustainable energy practices are employed at LRVC.</p> <p>Progress Measures: investment in sustainable energy infrastructure</p>	<p>Strategy A: Evaluate the potential to include an energy microgrid as part of the LRVC's redevelopment.</p>	<p>Strategy A: Future Village Center Developer, OCS, HCEDA, BGE</p>
<p>Outcome 7: Access to healthy foods is expanded at LRVC.</p> <p>Progress Measures: availability of grocery staples at LRVC establishments</p>	<p>Strategy A: Work with LRVC establishments (such as the Exxon station) to offer more grocery staples and potentially fresh produce</p>	<p>Strategy A: LRCA, Business Owners</p>

Economy

Strengths

- Village Center is close to major commuting routes (MD 100, MD 175, US 29 and I-95)
- CA's Stonehouse and Columbia Art Center serve as cultural assets
- In designating the Village Center an Urban Renewal Area, Howard County has acknowledged LRVC is in need of revitalization and has put County support behind striving for economic vibrancy
- Market studies have identified opportunities for new/expanded uses in LRVC, including: a shift in use from primary retail to community and institutional uses; an arts theme to complement the Columbia Art Center, potentially to include artist work/sell/exhibit space, studio space, classrooms, and shared production space; and new housing
- Howard County's ownership of the Village Center commercial space provides opportunities for interim use of vacant spaces. For example:
 - Effective May 1, 2016, the Loan Closet of Howard County has relocated to Long Reach Village Center with an expanded service. The Loan Closet provides refurbished equipment and resources for older adults, caregivers, children and adults with disabilities to improve their overall quality of life. The Long Reach operation will offer longer operating hours, increase the number and types of equipment provided and increase the number of community members served.
- Long Reach is proximate to many destinations, for example: Blandair Park, the Mall in Columbia, and Wegmans grocery store. These destinations bring people to the area, which could present opportunities for the LRVC so long as those opportunities are not in direct competition with these destinations.

Weaknesses

- Many competing grocery stores and other commercial businesses are located nearby, in the Snowden River Parkway/Dobbin Road area. Five grocery stores are within a six-minute drive of the LRVC
- LRVC lacks an anchor; previous grocery stores have gone out of business
- LRVC is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility
- Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%.
- The ability of Columbia's traditional Village Center format to respond to current commercial competition and community need is challenged
- Lacking an anchor establishment and with many vacancies, LRVC does not serve as a destination place
- Existing commercial buildings are in need of investment

Economy

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Existing and new businesses at LRVC have opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Initiate a competitive bid process for Village center redevelopment</p> <p>Strategy B: Encourage start-up businesses to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses</p> <p>Strategy C: Encourage the addition of businesses that would create additional draw to the LRVC</p>	<p>Strategy A: DPZ</p> <p>Strategy B: HCEDA, Future Village Center Developer, Business Owners</p> <p>Strategy C: Future Village Center Developer</p>
<p>Outcome 2: The LRVC is activated by interim/temporary uses</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Be open to lease opportunities that could fill vacant spaces at the LRVC in the interim between now and construction of a redevelopment or rehabilitation program.</p>	<p>Strategy A: OCS, HCEDA, DPW, Future Village Center Developer</p>
<p>Outcome 3: Visibility of LRVC's commercial buildings and its community anchor uses (Stonehouse, Columbia Art Center) are improved from Tamar Drive, Cloudleap Court and Foreland Garth to increase customer traffic and support business viability</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Encourage commercial building placement along primary streets with active fronts that define the street edges</p> <p>Strategy B: Collaborate on potential land ownership swaps which advance desired land use arrangements while retaining village center community assets like Stonehouse and Columbia Art Center</p>	<p>Strategy A: DPZ</p> <p>Strategy B: CA, Future Village Center Developer, other Village Center property owners</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 4: Appropriate signage and branding is provided for LRVC</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Develop an on-site/off-site directional wayfinding system and branding strategy for the Village Center. As part of development of such system, investigate the potential to include signage on MD 175, Snowden River Parkway and Tamar Drive</p> <p>Strategy B: Consider monument signage for retailers (similar to Wilde Lake Village Center)</p> <p>Strategy C: Wrap signage on RTA buses</p> <p>Strategy D: Add directional mapping in transit shelter(s)</p>	<p>Strategy A: CA, DILP, DPZ, DPW, Future Village Center Developer, Columbia Art Center</p> <p>Strategy B: CA, DILP, DPZ, DPW, Future Village Center Developer</p> <p>Strategy C: OoT</p> <p>Strategy D: OoT</p>

Transportation

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRVC is served by local bus transit with two bus stops • Area trail system (refer back to environment section) • Success of 2015 pilot bike lane project • Village Center is close to major commuting routes (MD 100, MD 175) • Proximity via Tamar Drive and Snowden River Parkway to Statewide and Regional highway system (MD 100, MD 175, I-95, US 29) • Relatively good sidewalk access except Foreland Garth • Howard County is in the process of developing design standards for Complete Streets 	<ul style="list-style-type: none"> • Bus stops do not drop patrons off directly in front of LRVC businesses • Lack of bicycle infrastructure serving site • Connectivity from LRVC to surrounding properties is limited, including connections to Long Reach High School • Bus system experiences lengthy travel times between destinations • Unattractive, large surface parking lots • Wide travel lanes and limited crosswalks across Tamar Drive make crossing to village center dangerous to pedestrians • Subdivisions in Long Reach were laid out for vehicular access and feature many cul-de-sacs

Transportation

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC and schools</p> <p>Progress Measures: facility level of service, inflow trip counts – pedestrian and bike</p>	<p>Strategy A: Provide safe pedestrian/bike network in LRVC consisting of:</p> <ol style="list-style-type: none"> 1. New pedestrian connections with crosswalks, and existing or new internal streets in new alignments 2. Pedestrian/bike facility infrastructure including seating, storage, lighting, wayfinding signage, and crossings 3. Formal pathways to connect to community gardens, high school, and new tennis facility 4. Internal walkways/circulation system connecting buildings within center 5. Secure bike storage to encourage bicycle use without the anxiety of loss or damage <p>Strategy B: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods off of Snowden River Parkway</p>	<p>Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS</p> <p>Strategy B: HCPSS, OoT, DPW</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: The impact of public transit facilities is maximized by locating them to support commercial operations and community uses at the LRVC</p> <p>Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)</p>	<p>Strategy A: Incorporate transit facility infrastructure including shelters, signage, lighting, etc. as part of Village Center redevelopment</p> <p>Strategy B: Monitor the 2016 pilot bike share initiative in Downtown Columbia for potential expansion to LRVC in the future</p> <p>Strategy C: Locate buildings along public right of ways to improve headway time for buses</p>	<p>Strategy A: OoT, Future Village Center Developer</p> <p>Strategy B: OoT, Future Village Center Developer</p> <p>Strategy C: OoT, Future Village Center Developer</p>
<p>Outcome 3: LRVC is accessible, convenient, and comfortable for multi modal users</p> <p>Progress Measures: inflow trip counts – vehicle, pedestrian, bike</p>	<p>Strategy A: Since Tamar Drive is difficult to cross, evaluate a Tamar Drive Restriping Plan for traffic calming and potential bike access – particularly if a redevelopment proposal calls for siting buildings close to Tamar. Precedents include Twin Rivers Road in Wilde Lake</p> <p>Strategy B: Investigate the potential for Tamar Drive and Foreland Garth to be revamped as complete streets. Complete streets are designed for safe, comfortable, and convenient use by people walking, driving, bicycling, or taking public transportation</p> <p>Strategy C: New pathway segments at the LRVC that align or parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping</p>	<p>Strategy A: DPW, OoT</p> <p>Strategy B: DPW, OoT</p> <p>Strategy C: Future Village Center Developer, DPW, Howard County Police Department</p>
<p>Outcome 4: Parking at the LRVC is better located and designed</p> <p>Progress Measures: visual screening of parking by buildings or landscaping, location of parking in redeveloped LRVC</p>	<p>Strategy A: Screen vehicle parking from Tamar Dr, Foreland Garth, and Cloudleap Ct</p> <p>Strategy B: Locate vehicle parking to the side and back of buildings</p> <p>Strategy C: Provide bicycle parking in favorable locations to give preference to bicycles over vehicles</p> <p>Strategy D: Ensure parking is adequately scaled to proposed uses in a redevelopment program</p> <p>Strategy E: Integrate pedestrian pathways with parking design.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ, OoT</p> <p>Strategy D: Future Village Center Developer, DPZ, OoT</p> <p>Strategy E: Future Village Center Developer, DPZ, OoT</p>

Housing

Strengths	Weaknesses
<ul style="list-style-type: none"> Market studies have indicated there is market support for new housing in the LRVC, both in the for-sale market and the rental market Market consultants have recommended that LRVC could effectively target three submarkets: families, mid-career singles, and empty nesters Columbia's Long Reach housing sub-market continues to experience locational benefits (HCPSS, amenities, employment access) that sustain residential demand Vacancy rates are low across rental communities in Long Reach and surrounding area, indicating strong demand for housing. According to a 2015 market study, the rental community vacancy rate was 2.1 percent in the market area (comprised of the villages of Long Reach, Oakland Mills, and Owen Brown and part of Elkrige and Ellicott City). Vacancy rates at rental communities closest to Long Reach ranged from 0% to 5%. Diversity of current housing inventory As part of the proposed fiscal year 2017 operating budget, Howard County proposes to establish RENEW Howard in the Department of Housing and Community Development for rehabilitation loans to renovate or improve aging housing stock. Howard County has proposed \$2 million to establish the program. This type of program could offer opportunities for aging housing in Long Reach. 	<ul style="list-style-type: none"> Housing stock includes older single-family and multi-family units, which could signal need for reinvestment New housing options are somewhat constrained by planned new housing in Downtown Columbia and the Route 1 corridor. These competing areas may attract empty nesters seeking upscale housing and commuters, respectively Negative perception of apartments and low and subsidized housing impacts on the community

Housing

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Redevelopment of the LRVC may include housing to provide an on-site demand for goods and services</p> <p>Progress Measures: number of units</p>	<p>Strategy A: As part of initiating a competitive bid process to redevelop the LRVC, be open to receiving proposals that include a mix of housing, retail, and other uses. Redevelopment could include vertical or horizontal mix of uses.</p> <p>Strategy B: Any redevelopment plan that includes housing should take into account the current area housing inventory</p>	<p>Strategy A: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: Property maintenance and reinvestment in older housing stock is encouraged</p> <p>Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value</p>	<p>Strategy A: Leverage RENEW Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach</p> <p>Strategy B: Investigate the potential to have a hand tool bank for home repair and/or community work bench area for small woodworking projects, following models such as Baltimore City's tool bank program.</p>	<p>Strategy A: DHCD, residential property owners, LRCA (architectural/covenant review)</p> <p>Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP</p>

Quality of Life

Strengths

- Stonehouse and Columbia Art Center serve as destinations
- Blandair Park continues to be developed and will serve as a regional recreation amenity
- CA will be constructing a new \$8 million indoor tennis facility on open space adjacent to village center
- Howard County schools, libraries, and access to employment provide benefits to Long Reach residents
- Columbia Art Center provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local art work. It provides youth and teen programming that include school's out program, summer art camp, teacher-led parties, and year-round art classes.
- Columbia Art Center has partnerships with Howard County Library System, Howard County Public School System, Columbia Festival of the Arts, Howard County Arts Council, Hope Works of Howard County, and ARC of Howard County. Through these partnerships, Columbia Art Center hosts a variety of exhibitions and community events. It also hosts literary community events through Little Patuxent Review and Howard County Poetry and Literary Society.
- Columbia Art Center offers rental space for weddings, parties, business meetings and public events.
- In spite of LVRC's low customer traffic, Columbia Art Center has maintained growing enrollment and in 2015 had 27,000 visitors. With greater visibility, Columbia Art Center can become a more prominent venue as a leading community arts resource.
- Recently initiated program, Driving Student Success, provides after school transportation for students to encourage participation in after school activities. The initiative was created by the Bright Minds Foundation in collaboration with District 1 Councilman Jon Weinstein, the Howard County Public School System, and the Howard County business community.
- Long Reach High School has received awards for its efforts that improve student quality of life. The high school's programming to promote health and wellness resulted in a silver medal award from Healthy Howard. Long Reach High School's efforts in implementing positive behavioral interventions and support (PBIS) resulted in a gold award from PBIS Maryland.
- Local businesses in the Long Reach Village Center provide assistance to residents with limited English proficiency, such as tax assistance, legal paperwork and job applications.

Weaknesses

- With many vacancies in LVRC, the village center is not serving as a vibrant center of the community; this has led to the center's designation as an Urban Renewal Area
- Some community members (but not all) perceive the LVRC as unsafe
- Stonehouse and Columbia Art Center are located in the rear of the village center with poor visibility and access. The buildings are some of CA's oldest
- Long Reach High School has the second highest student population in HCPSS, and also has a high population of English language learners. Not all students have adequate transportation to participate in after school activities
- There is a need in the community for additional services to assist English language learners, refugees, and other special populations.

Quality of Life

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Expanded or enhanced public spaces are appropriately sited in redevelopment to function as an integral part of development to provide public interaction and gathering</p> <p>Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts</p>	<p>Strategy A: Require that public spaces provide landscaping and offer benches or other types of outdoor seating and activities</p> <p>Strategy B: Incorporate a central community amenity space</p> <p>Strategy C: Central pedestrian walkway connecting various walkways</p> <p>Strategy D: Provide for hardscape/landscape elements in public spaces</p> <p>Strategy E: Consider interactive features such as playful fountain, outdoor nature playspace, climbing wall or something similar that would draw people and create a people watching opportunity</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ</p> <p>Strategy D: Future Village Center Developer, DPZ</p> <p>Strategy E: Future Village Center Developer, DPZ</p>
<p>Outcome 2: Village sponsored events provide community identify and the sense of place</p> <p>Progress Measures: number of people attending events, demand from community to continue/repeat events, variety of event offerings by type and season, number of volunteers and organizations involved</p>	<p>Strategy A: Develop with community input a series of weekend events that the Village Center could host</p> <p>Strategy B: Partner with drama and art departments at Long Reach High School</p>	<p>Strategy A: LRCA, local bands, sports groups, business owners, students, and Columbia Art Center and its partners</p> <p>Strategy B: HCPSS, Columbia Art Center</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 3: Existing institutional uses are retained and enhanced (such as Stonehouse and Columbia Art Center) and there are opportunities for new institutional uses (such as governmental, educational, and nonprofit uses) that complement the existing assets</p> <p>Progress Measures: Retention of Stonehouse and Columbia Art Center</p>	<p>Strategy A: As part of the redevelopment of the center, consider land swap and strategy to relocate/rebuild Stonehouse and Columbia Art Center at a more prominent location at the center.</p>	<p>Strategy A: CA, Future Village Center Developer</p>
<p>Outcome 4: Connections are made to public institutions, including CA sites, DRP sites, and Long Reach High School</p> <p>Progress Measure: pedestrian/bike facility level of service</p>	<p>Strategy A: Include off-site connections beyond the Village Center to Blandair Park and the new CA tennis facility for those who walk and bicycle</p> <p>Strategy B: Include off-site connections beyond the Village Center to Long Reach High School</p>	<p>Strategy A: CA, OoT, DPZ, DPW, and DRP</p> <p>Strategy B: HCPSS, CA, OoT, DPZ, and DPW</p>
<p>Outcome 5: Community members' day-to-day needs are addressed</p> <p>Progress Measure: number of clients served, volunteer hours</p>	<p>Strategy A: Explore opportunities for a volunteer-based delivery system to provide LRVC businesses' goods and services to local community members in need. Volunteers could include high school students.</p> <p>Strategy B: Evaluate one-stop service models like the Howard County MultiService Center in North Laurel.</p>	<p>Strategy A: LRVC Business Owners, HCPSS</p> <p>Strategy B: Howard County Citizen Services, Business Owners</p>
<p>Outcome 6: Student participation in after school activities at Long Reach High School grows</p> <p>Progress Measure: number of students participating in Driving Student Success program at LRHS</p>	<p>Strategy A: Leverage the new Driving Student Success program, which provides after school bus rides home for students</p>	<p>Strategy A: HCPSS, Business Owners</p>

Local Planning and Land Use

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRCA is a nonprofit organization that governs and represents Long Reach Village. LRCA includes an elected Village Board, a council representative to the Columbia Board of Directors, and a small staff that conducts daily business of the Association at Stonehouse (the Long Reach community center at the LRVC). • In 2012, the LRCA prepared a Village Center Community Plan. This master plan is meant to guide future redevelopment of the village center. • Village covenants ensure design in the LRVC will be reviewed • In addition to offering a vast array of recreational, cultural and community services, Columbia Association provides planning services and collaborates with Howard County Government on Columbia-related master planning • Howard County's Design Advisory Panel (DAP) reviews proposals for village center revitalization • LRVC has been the subject of a community involvement effort known as Reimagine Long Reach Village Center, during which community members participated in five workshops focused on LRVC revitalization • Village Center Redevelopment process presents opportunity for redevelopment of the LRVC with new uses, and the process includes community involvement and design review 	<ul style="list-style-type: none"> • Design of the LRVC does not meet contemporary planning and design principles, which would place the center and retail uses closer to arterial roadways in more visible locations • Though market studies have indicated support for new housing at LRVC the Final Development Plan for the LRVC does not permit residential development • The Village Center Redevelopment process represents procedural delays

Local Planning and Land Use

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Long Reach Village Center redevelopment advances the vision of the Long Reach Village Center Community Plan</p> <p>Progress Measures: Community support for a village center redevelopment proposal</p>	<p>Strategy A: Include within a Request for Proposals criteria that proposals address the Village Center Community Plan</p>	<p>Strategy A: LRCA, DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: Site design and screening is appropriately addressed through the design guideline provision of the Village Center Revitalization process.</p> <p>Progress Measures: village center design guidelines, block to block height ratios</p>	<p>Strategy A: Incorporate massing and height standards to appropriately transition between neighboring properties</p> <p>Strategy B: Address bulk requirements</p> <p>Strategy C: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy B: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>
<p>Outcome 3: New buildings promote a more vibrant village center</p> <p>Progress Measures: village center design guidelines</p>	<p>Strategy A: Articulate elevations so buildings do not have long, blank walls</p> <p>Strategy B: Encourage commercial building placement along primary streets with active fronts that define the street edges</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>

2016

Long Reach Sustainable Community



Department of Planning and Zoning

Howard County Government

6/3/2016

CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Howard County Department of Planning and Zoning

NAME OF SUSTAINABLE COMMUNITY: Long Reach Sustainable Community

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the notebook should be tabbed and organized as follows:

- Tab #1 Sustainable Community Applicant Information**

- TAB #2 - Sustainable Community General Information:** In addition to the narrative about the baseline information included in the Sustainable Communities application, include a hard copy of the of the proposed Sustainable Communities map in Tab 2.

- TAB #3 – Sustainable Community Action Plan/Matrix**

- TAB #4 – Local Support Resolution: (sample resolution on page 11) In addition to the local support resolution, please include any letters of support that demonstrate partner commitments to the implementation and/or oversight of the Sustainable Community Plan.**

- TAB #5 – Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 13)**

- TAB #6 – CD-ROM:** The CD-ROM should include the following contents:
 - Map in pdf format of the proposed Sustainable Community area

 - **GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data,** e.g., spreadsheet of detailed listing of parcels that form the project boundary. (If you have additional comments or questions about the GIS mapping requirements, please contact Brad Wolters, Senior GIS Specialist, DHCD, wolters@mdhousing.org.)

 - Pictures (jpeg format) of your Sustainable Community as it relates to your application

I. SUSTAINABLE COMMUNITY APPLICANT INFORMATION

Name of Sustainable Community:

_____ Long Reach Sustainable Community _____

Name of Applicant:

Howard County

Applicant's Federal Identification Number: 52-6000965

Applicant's Street Address: 3430 Court House Drive

City: Ellicott City **County:** Howard **State:** MD **Zip Code:** 21043

Phone Number: 410-313-2350 **Fax Number:** 410-313-3467 **Web Address:** howardcountymd.gov

Sustainable Community Application Local Contact:

Name: Raj Kudchadkar **Title:** Deputy Director

Address: 3430 Court House Drive **City:** Ellicott City **State:** MD **Zip Code:** 21043

Phone No: 410-313-2350 **Fax:** 410-313-3467 **E-mail:** rkudchadkar@howardcountymd.gov

Sustainable Community Contact for Application Status:

Name: Kate Bolinger **Title:** Planning Specialist

Address: 3430 Court House Drive **City:** Ellicott City **State:** MD **Zip Code:** 21043

Phone No: 410-313-4393 **Fax:** 410-313-3467 **E-mail:** kbolinger@howardcountymd.gov

II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

- (1) Provide a description of SC Area boundaries. How did the applicant determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area.

The proposed Long Reach Sustainable Community area includes two areas: a larger area (the official proposed SC area) and a smaller, primary focus area.

The primary focus area includes the Long Reach Village Center, nearby community open space, and Long Reach High School. The majority of action items proposed would apply to this smaller area.

The Long Reach Village Center opened in 1974 to serve the Long Reach Village residents with a grocery store anchor, retail shops, restaurants, the Stonehouse community center and Columbia Art Center. For decades, the LRVC provided the everyday shopping needs of village residents with little area competition.

In recent years, new grocery options emerged in close proximity to the LRVC. Amidst this expansion of competition, in 2011 the Safeway grocer closed its store in the LRVC. Family Market, an ethnic grocer, opened briefly, but closed in mid-2013. The anchor space then sat vacant, and the shopping center showed signs of disinvestment. Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%.

The larger SC area includes the Long Reach neighborhoods of: Jeffers Hill (southwest of Route 175/Little Patuxent Parkway), Phelps Luck, and portions of Kendall Ridge. The area is bound to the west by Blandair Park and the Oakland Mills Village area, to the north by Route 108, and to the southeast by Snowden River Parkway. The southern boundary of the primary focus area is also the southern boundary of the larger SC area.

The larger SC area includes Tamar Drive, which serves as the central roadway connecting neighborhoods and the village center (in essence, Tamar is the “spine” of the Long Reach area). The larger SC area includes older residential neighborhoods which could take advantage of programs for property rehabilitation and reinvestment. There were 2,934 parcels with homes built more than 30 years ago in this area.

The larger SC area, at 1,180 acres, is a large enough area to capture older, existing business and residential communities but also small enough to allow for a targeted approach.

- (2) Include the following as an attachment: 1) PDF or JPEG of proposed Sustainable Communities map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) pictures of proposed Sustainable Community area.

These materials are provided on the enclosed CD-ROM, and a hard copy of the map is provided at the end of this section.

(3) Approximate number of acres within the SC Area: 1180

(4) Existing federal, state or local designations:

- Community Legacy Area
- Designated Neighborhood
- Main Street
- Maple Street
- National Register Historic District
- Local Historic District
- Arts & Entertainment District
- State Enterprise Zone Special Taxing District
- BRAC
- State Designated TOD
- Other(s):** Howard County Urban Renewal Area (portion of proposed SC area)

(5) Prior Revitalization Investments & Smart Growth:

(a) *List and describe any significant State and local smart growth or revitalization related program investments* (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland's Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community?

The Long Reach Village Center has recently become the subject of revitalization planning in Howard County. In 2014, the Howard County Council declared most of the Long Reach Village Center as an Urban Renewal Area. The County Council found that Long Reach Village Center had become a blighted area, with a high vacancy rate, poorly maintained buildings, and ongoing and increasing safety concerns expressed by community members, village center occupants and visitors.

The County Council designated 19.1 acres within the Long Reach Village Center as a blighted area in need of rehabilitation or redevelopment. This area included all of the area bound to the north by Cloudleap Court and Tamar Drive, to the east by Foreland Garth, to the south by the Longwood Apartments, and to the west by the Timbers Apartments and Route 175.

Since the Urban Renewal designation, Howard County has purchased 7.7 acres within the Urban Renewal Area. Howard County is currently preparing a Request for Proposals (RFP) solicitation to seek interest from developers in rehabilitating or redeveloping the Urban Renewal Area. Designation of the Long Reach Village Sustainable Community area would broaden the tools available to address revitalization in the Long Reach Urban Renewal Area.

B. Organizational Structure, Experience and Public Input:

- (1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan?

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

The Department of Planning and Zoning has led the effort for designation by facilitating Workgroup sessions, compiling comments, and preparing the application. The Workgroup includes members from each of the six respective Sustainable Community action areas: environment, economy, transportation, housing, quality of life, and local planning and land use. The Workgroup partners, including Howard County Government, will implement the plan.

- (2) Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the **Sustainable Communities Workgroup**, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

Howard County has attained Sustainable Community designation for two areas in the county: Historic Downtown Ellicott City and the North Laurel-Savage area. Multiple Howard County departments have received and administered Community Legacy and other state grant awards. These funds have advanced revitalization projects such as: facade improvement in Ellicott City, streetscape enhancement in Ellicott City, and renovation and refurbishment of Baldwin Hall and Baldwin Commons in Savage.

Howard County agencies involved in the workgroup bring substantial experience implementing capital projects that enhance and revitalize older communities. These agencies include the Department of Public Works, Office of Transportation, and Housing Commission.

Columbia Association (CA) is a nonprofit community services corporation that manages Columbia, MD, home to approximately 100,000 people. CA operates a variety of facilities, including the Columbia Art Center at Long Reach Village Center; CA also maintains more than 3,600 acres of open space as a permanent asset to the community. CA works collaboratively with Howard County on revitalization planning, including current work on a feasibility study for the Oakland Mills Village Center and prior collaboration on a Columbia-wide village center market study.

- (3) How did residents and other stakeholders in the community provide input to the Action Plan described below in the next section? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

In 2015, Howard County held a series of meetings to gather community input on revitalizing the Long Reach Village Center. These meetings were part of an initiative known as “Reimagine Long Reach Village Center.” Community participation in the meetings exceeded expectations. Over 150 community members attended the kickoff meeting in April of 2015. That meeting – and each of the subsequent meetings in the series – featured both high attendance and thoughtful discussion.

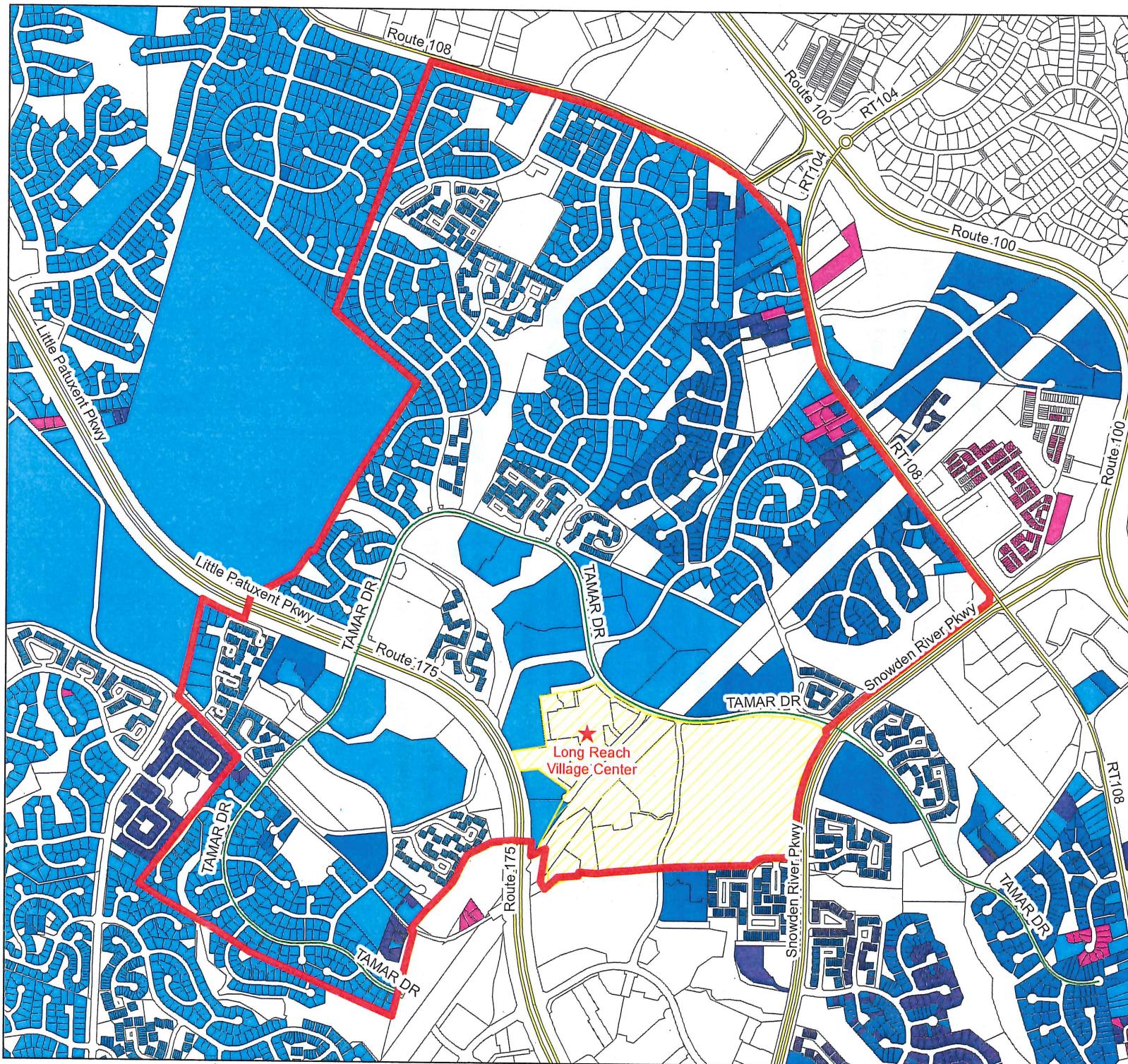
Community preferences were documented in the draft Reimagine Long Reach Village Center plan, available on the Howard County website: www.howardcountymd.gov/longreach. The draft Reimagine plan objectives for revitalization build not only from community preferences, but also from the 2012 Long Reach Village Center Community Plan, Columbia Association’s Guiding Principles, and general planning principles. The objectives address four areas: 1) economic sustainability, 2) connectivity, 3) community spaces, and 4) building and site design.

Rather than identify one preferred concept for a revitalized LRVC, the draft Reimagine plan acknowledges that many different concepts could meet the County and community’s objectives for a revitalized LRVC.

These objectives built upon the Long Reach Community Association’s 2012 Village Center Community Plan. This master plan provides guidance from the Village to the County and developers on the Long Reach Community Association’s vision and desired planning concepts as the village center area changes over time.

The Reimagine effort also built upon the findings for LRVC contained in the 2013 Columbia Market Study, a joint effort by Columbia Association, Howard County Economic Development Authority, and Howard County Government. This Columbia-wide study included multiple community wide public presentations.

Revitalization of the Long Reach Village Center is supported by *PlanHoward 2030*, Howard County’s General Plan. *PlanHoward 2030* supports more vibrant, connected, and multimodal village centers. Further, *PlanHoward 2030* envisions that village centers which redevelop will feature more sustainable and vibrant gathering places.



Proposed Long Reach Sustainable Communit

LEGEND

- Proposed SC Area
- Primary Focus Area

- YEAR BUILT: HOUSING**
- 30+ Years (1794 - 1986)
 - 20 - 30 Years (1986 - 1996)
 - 10 - 20 Years (1996 - 2006)
 - < 10 Years (2006 - 2015)

III. SUSTAINABLE COMMUNITY ACTION PLAN

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

Please complete the attached matrix. The document has been broken down into six different sections, namely Environment, Local Economy, Housing, Quality of Life, Transportation and Land Use/Local Planning. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

- 1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community.** Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.
- 2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.** Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.
- 3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town-sponsored events Develop with community input, a series of weekend events that the Town could host.
- 4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: Dept. of Housing and Community Development (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

Please find the Sustainable Community Action Plan for Long Reach attached.

Sustainable Community Action Plan

Long Reach Sustainable Community

Submitted by Howard County

6/3/2016

SUSTAINABLE COMMUNITIES WORKGROUP:

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

KEY OF IMPLEMENTATION PARTNERS:

Throughout the action plan, acronyms are provided for implementation partners where appropriate:

- BGE = Baltimore Gas and Electric Company
- CA = Columbia Association
- DHCD = Howard County Department of Housing and Community Development
- DILP = Howard County Department of Inspections, Licenses and Permits
- DPW = Howard County Department of Public Works
- DPZ = Howard County Department of Planning and Zoning
- DRP = Howard County Department of Recreation and Parks
- HCEDA = Howard County Economic Development Authority
- HCPSS = Howard County Public School System
- LRCA = Long Reach Community Association
- OCS = Office of Community Sustainability
- OoT = Office of Transportation

Environment

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Blandair Park is a major recreational destination with portions in Long Reach. The proposed Long Reach sustainable community area is adjacent to Blandair Park. • CA and Howard County partner to maintain a trail network that connects to the Village Center; portions of the trail network are jointly maintained while others are maintained solely by CA • Within the community open space located near the BGE transmission line, community garden plots are actively used and in high demand • Jackson Pond is a recreational amenity for local residents • Long Reach High School is a top ranked environmental facility. The high school is a member of the Maryland Green Registry with Maryland Department of the Environment, which recognizes the school's environmental best practices. 	<ul style="list-style-type: none"> • Early 1970's village development pre-dates storm water management practices • The LRVC contains a large impervious parking lot with limited landscaped areas • There are not enough garden plots to meet demand, and there is a waiting list for existing plots • Access to local foods is limited in the Village Center, with few food offerings remaining. The community has expressed desire for some type of establishment offering healthy food options. Given the many nearby grocers in a short drive from the Village Center, a traditional grocer is unlikely to be attracted to the Village Center

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Impervious area is reduced at the LRVC</p> <p>Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets</p>	<p>Strategy A: Encourage redevelopment in the Village Center that reduces impervious cover</p> <p>Strategy B: Identify right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management</p> <p>Strategy C: Increase the redevelopment stormwater management captured in order to better manage water quality, demonstrate model sustainable development and provide greater credit toward permit mandates</p> <p>Strategy D: Establish the area as a stormwater educational showcase – much like the Savage Library with innovative treatment techniques and educational signage. Treatment techniques may feature artistic designs.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: OCS, OoT, DPW</p> <p>Strategy C: OCS, DPW</p> <p>Strategy D: Future Village Center Developer, OCS, Columbia Art Center</p>
<p>Outcome 2: Long Reach Village Center is sustainably redeveloped</p> <p>Progress Measures: LEED designation</p>	<p>Strategy A: Follow County Building Codes which LEED green building standards for new publically financed buildings of 10,000 square feet or more and 50,000 square feet or more for privately financed buildings</p> <p>Strategy B: Incorporate high caliber, green building and site design strategies and systems</p>	<p>Strategy A: DILP, Future Village Center Developer</p> <p>Strategy B: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 3: Community open space is enhanced with expanded community garden plots</p> <p>Progress Measures: number of garden plots/registered gardeners</p>	<p>Strategy A: Partner with Columbia Gardeners nonprofit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming</p> <p>Strategy B: Partner with Long Reach High School for high school plots</p> <p>Strategy C: Investigate the potential to create a community storefront tool bank which would allow community members opportunity to rent shovels, hoes, wheelbarrows, and other small garden related tools</p>	<p>Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA</p> <p>Strategy B: Columbia Gardeners, HCPSS, DRP</p> <p>Strategy C: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA</p>
<p>Outcome 4: Outdoor spaces provide opportunities for learning.</p> <p>Progress Measures: number of students, volunteers</p>	<p>Strategy A: Partner with Science Department at Long Reach High School</p>	<p>Strategy A: HCPSS</p>
<p>Outcome 5: Plantings that support pollinator species are encouraged at LRVC.</p> <p>Progress Measures: pollinator plant count</p>	<p>Strategy A: Require an increased percentage of pollinator plantings as part of redevelopment of the LRVC. Often, redevelopment projects feature limited plantings and the majority of those lack good pollinator species. Requiring pollinator plantings would create a more sustainable environment that does its part to support pollinator species.</p> <p>The requirement could be as simple as a requirement for all native plant species throughout the green spaces or as complex as incorporating green roofs that serve a triple purpose for pollinators, stormwater and energy management.</p>	<p>Strategy A: OCS, DPZ, Future Village Center Developer</p>
<p>Outcome 6: Sustainable energy practices are employed at LRVC.</p> <p>Progress Measures: investment in sustainable energy infrastructure</p>	<p>Strategy A: Evaluate the potential to include an energy microgrid as part of the LRVC's redevelopment.</p>	<p>Strategy A: Future Village Center Developer, OCS, HCEDA, BGE</p>
<p>Outcome 7: Access to healthy foods is expanded at LRVC.</p> <p>Progress Measures: availability of grocery staples at LRVC establishments</p>	<p>Strategy A: Work with LRVC establishments (such as the Exxon station) to offer more grocery staples and potentially fresh produce</p>	<p>Strategy A: LRCA, Business Owners</p>

Economy

Strengths

- Village Center is close to major commuting routes (MD 100, MD 175, US 29 and I-95)
- CA's Stonehouse and Columbia Art Center serve as cultural assets
- In designating the Village Center an Urban Renewal Area, Howard County has acknowledged LRVC is in need of revitalization and has put County support behind striving for economic vibrancy
- Market studies have identified opportunities for new/expanded uses in LRVC, including: a shift in use from primary retail to community and institutional uses; an arts theme to complement the Columbia Art Center, potentially to include artist work/sell/exhibit space, studio space, classrooms, and shared production space; and new housing
- Howard County's ownership of the Village Center commercial space provides opportunities for interim use of vacant spaces. For example:
 - Effective May 1, 2016, the Loan Closet of Howard County has relocated to Long Reach Village Center with an expanded service. The Loan Closet provides refurbished equipment and resources for older adults, caregivers, children and adults with disabilities to improve their overall quality of life. The Long Reach operation will offer longer operating hours, increase the number and types of equipment provided and increase the number of community members served.
- Long Reach is proximate to many destinations, for example: Blandair Park, the Mall in Columbia, and Wegmans grocery store. These destinations bring people to the area, which could present opportunities for the LRVC so long as those opportunities are not in direct competition with these destinations.

Weaknesses

- Many competing grocery stores and other commercial businesses are located nearby, in the Snowden River Parkway/Dobbin Road area. Five grocery stores are within a six-minute drive of the LRVC
- LRVC lacks an anchor; previous grocery stores have gone out of business
- LRVC is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility
- Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%.
- The ability of Columbia's traditional Village Center format to respond to current commercial competition and community need is challenged
- Lacking an anchor establishment and with many vacancies, LRVC does not serve as a destination place
- Existing commercial buildings are in need of investment

Economy

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Existing and new businesses at LRVC have opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Initiate a competitive bid process for Village center redevelopment</p> <p>Strategy B: Encourage start-up businesses to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses</p> <p>Strategy C: Encourage the addition of businesses that would create additional draw to the LRVC</p>	<p>Strategy A: DPZ</p> <p>Strategy B: HCEDA, Future Village Center Developer, Business Owners</p> <p>Strategy C: Future Village Center Developer</p>
<p>Outcome 2: The LRVC is activated by interim/temporary uses</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Be open to lease opportunities that could fill vacant spaces at the LRVC in the interim between now and construction of a redevelopment or rehabilitation program.</p>	<p>Strategy A: OCS, HCEDA, DPW, Future Village Center Developer</p>
<p>Outcome 3: Visibility of LRVC's commercial buildings and its community anchor uses (Stonehouse, Columbia Art Center) are improved from Tamar Drive, Cloudleap Court and Foreland Garth to increase customer traffic and support business viability</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Encourage commercial building placement along primary streets with active fronts that define the street edges</p> <p>Strategy B: Collaborate on potential land ownership swaps which advance desired land use arrangements while retaining village center community assets like Stonehouse and Columbia Art Center</p>	<p>Strategy A: DPZ</p> <p>Strategy B: CA, Future Village Center Developer, other Village Center property owners</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 4: Appropriate signage and branding is provided for LRVC</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Develop an on-site/off-site directional wayfinding system and branding strategy for the Village Center. As part of development of such system, investigate the potential to include signage on MD 175, Snowden River Parkway and Tamar Drive</p> <p>Strategy B: Consider monument signage for retailers (similar to Wilde Lake Village Center)</p> <p>Strategy C: Wrap signage on RTA buses</p> <p>Strategy D: Add directional mapping in transit shelter(s)</p>	<p>Strategy A: CA, DILP, DPZ, DPW, Future Village Center Developer, Columbia Art Center</p> <p>Strategy B: CA, DILP, DPZ, DPW, Future Village Center Developer</p> <p>Strategy C: OoT</p> <p>Strategy D: OoT</p>

Transportation

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRVC is served by local bus transit with two bus stops • Area trail system (refer back to environment section) • Success of 2015 pilot bike lane project • Village Center is close to major commuting routes (MD 100, MD 175) • Proximity via Tamar Drive and Snowden River Parkway to Statewide and Regional highway system (MD 100, MD 175, I-95, US 29) • Relatively good sidewalk access except Foreland Garth • Howard County is in the process of developing design standards for Complete Streets 	<ul style="list-style-type: none"> • Bus stops do not drop patrons off directly in front of LRVC businesses • Lack of bicycle infrastructure serving site • Connectivity from LRVC to surrounding properties is limited, including connections to Long Reach High School • Bus system experiences lengthy travel times between destinations • Unattractive, large surface parking lots • Wide travel lanes and limited crosswalks across Tamar Drive make crossing to village center dangerous to pedestrians • Subdivisions in Long Reach were laid out for vehicular access and feature many cul-de-sacs

Transportation

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC and schools</p> <p>Progress Measures: facility level of service, inflow trip counts – pedestrian and bike</p>	<p>Strategy A: Provide safe pedestrian/bike network in LRVC consisting of:</p> <ol style="list-style-type: none"> 1. New pedestrian connections with crosswalks, and existing or new internal streets in new alignments 2. Pedestrian/bike facility infrastructure including seating, storage, lighting, wayfinding signage, and crossings 3. Formal pathways to connect to community gardens, high school, and new tennis facility 4. Internal walkways/circulation system connecting buildings within center 5. Secure bike storage to encourage bicycle use without the anxiety of loss or damage <p>Strategy B: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods off of Snowden River Parkway</p>	<p>Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS</p> <p>Strategy B: HCPSS, OoT, DPW</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: The impact of public transit facilities is maximized by locating them to support commercial operations and community uses at the LRVC</p> <p>Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)</p>	<p>Strategy A: Incorporate transit facility infrastructure including shelters, signage, lighting, etc. as part of Village Center redevelopment</p> <p>Strategy B: Monitor the 2016 pilot bike share initiative in Downtown Columbia for potential expansion to LRVC in the future</p> <p>Strategy C: Locate buildings along public right of ways to improve headway time for buses</p>	<p>Strategy A: OoT, Future Village Center Developer</p> <p>Strategy B: OoT, Future Village Center Developer</p> <p>Strategy C: OoT, Future Village Center Developer</p>
<p>Outcome 3: LRVC is accessible, convenient, and comfortable for multi modal users</p> <p>Progress Measures: inflow trip counts – vehicle, pedestrian, bike</p>	<p>Strategy A: Since Tamar Drive is difficult to cross, evaluate a Tamar Drive Restriping Plan for traffic calming and potential bike access – particularly if a redevelopment proposal calls for siting buildings close to Tamar. Precedents include Twin Rivers Road in Wilde Lake</p> <p>Strategy B: Investigate the potential for Tamar Drive and Foreland Garth to be revamped as complete streets. Complete streets are designed for safe, comfortable, and convenient use by people walking, driving, bicycling, or taking public transportation</p> <p>Strategy C: New pathway segments at the LRVC that align or parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping.</p>	<p>Strategy A: DPW, OoT</p> <p>Strategy B: DPW, OoT</p> <p>Strategy C: Future Village Center Developer, DPW, Howard County Police Department</p>
<p>Outcome 4: Parking at the LRVC is better located and designed</p> <p>Progress Measures: visual screening of parking by buildings or landscaping, location of parking in redeveloped LRVC</p>	<p>Strategy A: Screen vehicle parking from Tamar Dr, Foreland Garth, and Cloudleap Ct</p> <p>Strategy B: Locate vehicle parking to the side and back of buildings</p> <p>Strategy C: Provide bicycle parking in favorable locations to give preference to bicycles over vehicles</p> <p>Strategy D: Ensure parking is adequately scaled to proposed uses in a redevelopment program</p> <p>Strategy E: Integrate pedestrian pathways with parking design.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ, OoT</p> <p>Strategy D: Future Village Center Developer, DPZ, OoT</p> <p>Strategy E: Future Village Center Developer, DPZ, OoT</p>

Housing

Strengths	Weaknesses
<ul style="list-style-type: none"> Market studies have indicated there is market support for new housing in the LRVC, both in the for-sale market and the rental market Market consultants have recommended that LRVC could effectively target three submarkets: families, mid-career singles, and empty nesters Columbia's Long Reach housing sub-market continues to experience locational benefits (HCPSS, amenities, employment access) that sustain residential demand Vacancy rates are low across rental communities in Long Reach and surrounding area, indicating strong demand for housing. According to a 2015 market study, the rental community vacancy rate was 2.1 percent in the market area (comprised of the villages of Long Reach, Oakland Mills, and Owen Brown and part of Elkridge and Ellicott City). Vacancy rates at rental communities closest to Long Reach ranged from 0% to 5%. Diversity of current housing inventory As part of the proposed fiscal year 2017 operating budget, Howard County proposes to establish RENEW Howard in the Department of Housing and Community Development for rehabilitation loans to renovate or improve aging housing stock. Howard County has proposed \$2 million to establish the program. This type of program could offer opportunities for aging housing in Long Reach. 	<ul style="list-style-type: none"> Housing stock includes older single-family and multi-family units, which could signal need for reinvestment New housing options are somewhat constrained by planned new housing in Downtown Columbia and the Route 1 corridor. These competing areas may attract empty nesters seeking upscale housing and commuters, respectively Negative perception of apartments and low and subsidized housing impacts on the community

Housing

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Redevelopment of the LRVC may include housing to provide an on-site demand for goods and services</p> <p>Progress Measures: number of units</p>	<p>Strategy A: As part of initiating a competitive bid process to redevelop the LRVC, be open to receiving proposals that include a mix of housing, retail, and other uses. Redevelopment could include vertical or horizontal mix of uses.</p> <p>Strategy B: Any redevelopment plan that includes housing should take into account the current area housing inventory</p>	<p>Strategy A: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: Property maintenance and reinvestment in older housing stock is encouraged</p> <p>Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value</p>	<p>Strategy A: Leverage RENEW Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach</p> <p>Strategy B: Investigate the potential to have a hand tool bank for home repair and/or community work bench area for small woodworking projects, following models such as Baltimore City’s tool bank program.</p>	<p>Strategy A: DHCD, residential property owners, LRCA (architectural/covenant review)</p> <p>Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP</p>

Quality of Life

Strengths

- Stonehouse and Columbia Art Center serve as destinations
- Blandair Park continues to be developed and will serve as a regional recreation amenity
- CA will be constructing a new \$8 million indoor tennis facility on open space adjacent to village center
- Howard County schools, libraries, and access to employment provide benefits to Long Reach residents
- Columbia Art Center provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local art work. It provides youth and teen programming that include school's out program, summer art camp, teacher-led parties, and year-round art classes.
- Columbia Art Center has partnerships with Howard County Library System, Howard County Public School System, Columbia Festival of the Arts, Howard County Arts Council, Hope Works of Howard County, and ARC of Howard County. Through these partnerships, Columbia Art Center hosts a variety of exhibitions and community events. It also hosts literary community events through Little Patuxent Review and Howard County Poetry and Literary Society.
- Columbia Art Center offers rental space for weddings, parties, business meetings and public events.
- In spite of LVRC's low customer traffic, Columbia Art Center has maintained growing enrollment and in 2015 had 27,000 visitors. With greater visibility, Columbia Art Center can become a more prominent venue as a leading community arts resource.
- Recently initiated program, Driving Student Success, provides after school transportation for students to encourage participation in after school activities. The initiative was created by the Bright Minds Foundation in collaboration with District 1 Councilman Jon Weinstein, the Howard County Public School System, and the Howard County business community.
- Long Reach High School has received awards for its efforts that improve student quality of life. The high school's programming to promote health and wellness resulted in a silver medal award from Healthy Howard. Long Reach High School's efforts in implementing positive behavioral interventions and support (PBIS) resulted in a gold award from PBIS Maryland.
- Local businesses in the Long Reach Village Center provide assistance to residents with limited English proficiency, such as tax assistance, legal paperwork and job applications.

Weaknesses

- With many vacancies in LVRC, the village center is not serving as a vibrant center of the community; this has led to the center's designation as an Urban Renewal Area
- Some community members (but not all) perceive the LVRC as unsafe
- Stonehouse and Columbia Art Center are located in the rear of the village center with poor visibility and access. The buildings are some of CA's oldest
- Long Reach High School has the second highest student population in HCPSS, and also has a high population of English language learners. Not all students have adequate transportation to participate in after school activities
- There is a need in the community for additional services to assist English language learners, refugees, and other special populations.

Quality of Life

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Expanded or enhanced public spaces are appropriately sited in redevelopment to function as an integral part of development to provide public interaction and gathering</p> <p>Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts</p>	<p>Strategy A: Require that public spaces provide landscaping and offer benches or other types of outdoor seating and activities</p> <p>Strategy B: Incorporate a central community amenity space</p> <p>Strategy C: Central pedestrian walkway connecting various walkways</p> <p>Strategy D: Provide for hardscape/landscape elements in public spaces</p> <p>Strategy E: Consider interactive features such as playful fountain, outdoor nature playspace, climbing wall or something similar that would draw people and create a people watching opportunity</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ</p> <p>Strategy D: Future Village Center Developer, DPZ</p> <p>Strategy E: Future Village Center Developer, DPZ</p>
<p>Outcome 2: Village sponsored events provide community identify and the sense of place</p> <p>Progress Measures: number of people attending events, demand from community to continue/repeat events, variety of event offerings by type and season, number of volunteers and organizations involved</p>	<p>Strategy A: Develop with community input a series of weekend events that the Village Center could host</p> <p>Strategy B: Partner with drama and art departments at Long Reach High School</p>	<p>Strategy A: LRCA, local bands, sports groups, business owners, students, and Columbia Art Center and its partners</p> <p>Strategy B: HCPSS, Columbia Art Center</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 3: Existing institutional uses are retained and enhanced (such as Stonehouse and Columbia Art Center) and there are opportunities for new institutional uses (such as governmental, educational, and nonprofit uses) that complement the existing assets</p> <p>Progress Measures: Retention of Stonehouse and Columbia Art Center</p>	<p>Strategy A: As part of the redevelopment of the center, consider land swap and strategy to relocate/rebuild Stonehouse and Columbia Art Center at a more prominent location at the center.</p>	<p>Strategy A: CA, Future Village Center Developer</p>
<p>Outcome 4: Connections are made to public institutions, including CA sites, DRP sites, and Long Reach High School</p> <p>Progress Measure: pedestrian/bike facility level of service</p>	<p>Strategy A: Include off-site connections beyond the Village Center to Blandair Park and the new CA tennis facility for those who walk and bicycle</p> <p>Strategy B: Include off-site connections beyond the Village Center to Long Reach High School</p>	<p>Strategy A: CA, OoT, DPZ, DPW, and DRP</p> <p>Strategy B: HCPSS, CA, OoT, DPZ, and DPW</p>
<p>Outcome 5: Community members' day-to-day needs are addressed</p> <p>Progress Measure: number of clients served, volunteer hours</p>	<p>Strategy A: Explore opportunities for a volunteer-based delivery system to provide LRVC businesses' goods and services to local community members in need. Volunteers could include high school students.</p> <p>Strategy B: Evaluate one-stop service models like the Howard County MultiService Center in North Laurel.</p>	<p>Strategy A: LRVC Business Owners, HCPSS</p> <p>Strategy B: Howard County Citizen Services, Business Owners</p>
<p>Outcome 6: Student participation in after school activities at Long Reach High School grows</p> <p>Progress Measure: number of students participating in Driving Student Success program at LRHS</p>	<p>Strategy A: Leverage the new Driving Student Success program, which provides after school bus rides home for students</p>	<p>Strategy A: HCPSS, Business Owners</p>

Local Planning and Land Use

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRCA is a nonprofit organization that governs and represents Long Reach Village. LRCA includes an elected Village Board, a council representative to the Columbia Board of Directors, and a small staff that conducts daily business of the Association at Stonehouse (the Long Reach community center at the LRVC). • In 2012, the LRCA prepared a Village Center Community Plan. This master plan is meant to guide future redevelopment of the village center. • Village covenants ensure design in the LRVC will be reviewed • In addition to offering a vast array of recreational, cultural and community services, Columbia Association provides planning services and collaborates with Howard County Government on Columbia-related master planning • Howard County's Design Advisory Panel (DAP) reviews proposals for village center revitalization • LRVC has been the subject of a community involvement effort known as Reimagine Long Reach Village Center, during which community members participated in five workshops focused on LRVC revitalization • Village Center Redevelopment process presents opportunity for redevelopment of the LRVC with new uses, and the process includes community involvement and design review 	<ul style="list-style-type: none"> • Design of the LRVC does not meet contemporary planning and design principles, which would place the center and retail uses closer to arterial roadways in more visible locations • Though market studies have indicated support for new housing at LRVC the Final Development Plan for the LRVC does not permit residential development • The Village Center Redevelopment process represents procedural delays

Local Planning and Land Use

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Long Reach Village Center redevelopment advances the vision of the Long Reach Village Center Community Plan</p> <p>Progress Measures: Community support for a village center redevelopment proposal</p>	<p>Strategy A: Include within a Request for Proposals criteria that proposals address the Village Center Community Plan</p>	<p>Strategy A: LRCA, DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: Site design and screening is appropriately addressed through the design guideline provision of the Village Center Revitalization process.</p> <p>Progress Measures: village center design guidelines, block to block height ratios</p>	<p>Strategy A: Incorporate massing and height standards to appropriately transition between neighboring properties</p> <p>Strategy B: Address bulk requirements</p> <p>Strategy C: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy B: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>
<p>Outcome 3: New buildings promote a more vibrant village center</p> <p>Progress Measures: village center design guidelines</p>	<p>Strategy A: Articulate elevations so buildings do not have long, blank walls</p> <p>Strategy B: Encourage commercial building placement along primary streets with active fronts that define the street edges</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>

IV. LOCAL SUPPORT RESOLUTION

The local government support resolution is in process (pre-filed for the June Council session), and will be provided when executed.

Letters of support from the following community entities are enclosed:

- Columbia Association
- Long Reach Community Association



**Columbia
Association**

6310 Hillside Court, Suite 100
Columbia, Maryland 21046-1070
ColumbiaAssociation.org

May 26, 2016

Mary Kendall
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 N Charles Street, Suite 450
Baltimore, MD 21201

Dear Ms. Kendall:

Columbia Association (CA) fully supports the Sustainable Communities designation in the Village of Long Reach. Columbia Association is a nonprofit community services corporation that manages Columbia, MD, and is the largest land owner in the proposed Long Reach Sustainable Communities area with more than 177 acres of land. The majority of CA land in this area is open space with streams, paved pathways and a pond, but also includes important civic and community gathering facilities such as the Columbia Art Center and Stonehouse, which is used and managed by the Long Reach Community Association as a community center.

The Sustainable Communities designation and associated grants will help facilitate the desired revitalization needed in Long Reach by addressing environmental, economic, transportation, housing, quality-of-life, planning and land use challenges. CA has a vested interest in the ongoing viability of all of Columbia's village centers. They were created to be focal points of each village. Some, including Long Reach, are more than 45 years old. Revitalization is needed for Long Reach Village Center to continue to serve the community into the future.

We look forward to the area being designated as a Sustainable Community and are committed to supporting the implementation of Sustainable Community Action Plan.

Sincerely,

Jane L. Dembner, AICP
Director of Planning and Community Affairs

C: Valdis Lazdins, Director, Howard County Department of Planning and Zoning

Long Reach Community Association

8775 Cloudleap Court • Columbia MD 21045
410/730-8113 • FAX 410/730-5882 • Email: info@longreach.org

Sarah B. Uphouse, Administrator

Karen Hitcho, Chair • Nina Basu, Vice-Chair • Edward Coleman • William Taylor • Josh Friedman • Janet Evans, CA Council Rep

Mary Kendall
Division of Neighborhood Revitalization
Department of Housing and Community Development
2 North Charles Street, Suite 450
Baltimore Maryland 21201

May 19, 2016

Dear Ms. Kendall:

We are writing in support of designating the Long Reach Village as a sustainable community.

Our most important focus is the redevelopment of the Long Reach Village Center. We request that priority be given to those parts of the action plan that have a direct positive impact on this redevelopment, such as outcome 3, strategy A under Economy: Encourage commercial placement along primary streets with active fronts that define street edges. This theme is echoed in many of the other strategies in the plan.

Other priorities for residents are connectivity between the proposed Columbia Association tennis facility and the Village Center and the availability of grocery staples within the Long Reach Village Center. These are just some examples.

We would be happy to work with you to prioritize strategies in line with the feedback we have gotten from residents and to vet the various proposals.

We look forward to working with you as this initiative moves forward.

Sincerely,

Karen S. Hitcho, Chair
Long Reach Village Board

V. DISCLOSURE AUTHORIZATION AND CERTIFICATION

Please find enclosed the signed disclosure authorization and certification.

DISCLOSURE AUTHORIZATION AND CERTIFICATION

The undersigned authorizes the Department of Housing and Community Development (the "Department") to make such inquiries as necessary, including, but not limited to, credit inquiries, in order to verify the accuracy of the statements made by the applicant and to determine the creditworthiness of the applicant and the accuracy of the application.

In accordance with Executive Order 01.01.1983.18, the Department advises you that certain personal information is necessary to determine eligibility for financial assistance. Availability of this information for public inspection is governed by Maryland's Access to Public Records Act, State Government Article, Section 10-611 *et seq.* of the Annotated Code of Maryland (the "Act"). This information will be disclosed to appropriate staff of the Department or to public officials for purposes directly connected with administration of this financial assistance program for which its use is intended. Such information may be shared with State, federal or local government agencies, which have a financial role in the project. The applicant has the right to inspect, amend, or correct personal records in accordance with the Act.

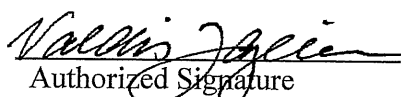
The Department intends to make available to the public the contents of the local governments' Sustainable Community Plans and the contents of Sustainable Community Applications, including posting of entire applications on the DHCD website, use of such materials at presentations, training sessions, press releases, articles and other means of publication. This information may be confidential under the Act. If the applicant considers this information confidential and does not want it made available to the public, please indicate this objection in writing and attach the same to this application.

The applicant agrees that not attaching an objection constitutes consent to the information being made available to the public as herein described, and a waiver of any rights the applicant may have regarding this information under the Act.

I have read and understand the above paragraph. Applicant's Initials: W

Anyone who knowingly makes, or causes to be made, any false statement or report relative to this Application, for the purposes of influencing the action of the Department on such Application, may become ineligible to receive State financial assistance, and is subject to other penalties authorized by law.

The undersigned hereby certifies that s/he is authorized to enter into the agreements and certifications contained herein and in the Application, and further certifies that the information set herein and in any attachment in support hereof is true, correct, and complete to the best of his/her knowledge and belief.


Authorized Signature

Valdis Lazdins, Director, Howard County
Department of Planning and Zoning
Type Name and Title

5/26/16
Date

VI. CD-ROM CONTENTS

The enclosed CD-ROM contains the following contents:

- Map in pdf format of the proposed Sustainable Community area
- **GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data,**
e.g., spreadsheet of detailed listing of parcels that form the project boundary.
- Pictures (jpeg format) of your Sustainable Community as it relates to the application.