



ReImagine...
LONG REACH
VILLAGE CENTER



ReImagine Long Reach Village Center

Long Reach Village Center Urban Renewal Project

Presentation to the
Howard County Council

June 19, 2017

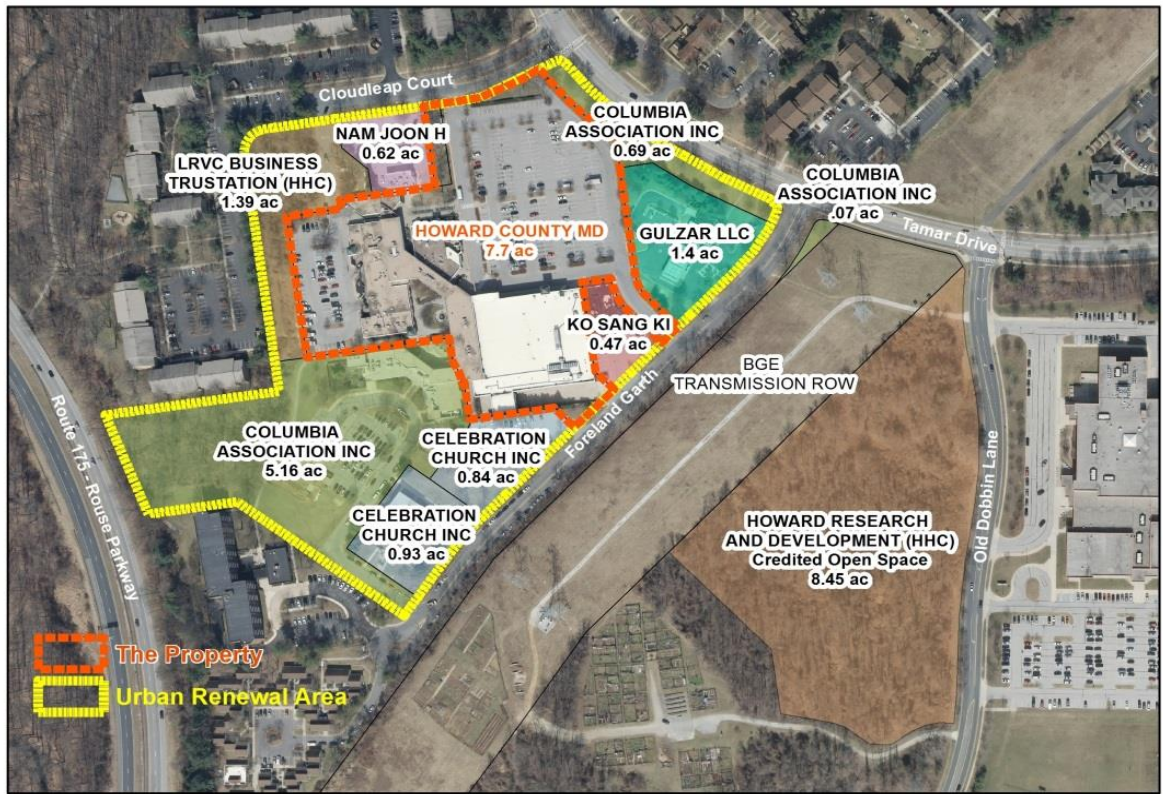
www.howardcountymd.gov/longreach



ReImagine Long Reach Village Center

Geography

- 19.1-acre Urban Renewal Area
- 7.711-acre County-owned property





ReImagine Long Reach Village Center

Urban Renewal Revitalization Process





ReImagine Long Reach Village Center

Community Input & Reimagine Plan

Community Input and Reimagine Plan

- Five public workshops in 2015
- Informed development of Reimagine Plan





ReImagine Long Reach Village Center

RFP & Developer Selection

- Dec 2016: RFP issued
- Jan 2017: Industry Day
- Mar 2017: Four proposals
- Mar-Apr 2017: Evaluation committee (county and community members)

Community Input & Reimagine Plan



RFP & Developer Selection





ReImagine Long Reach Village Center

Evaluation Committee

- Focused on technical proposals (70%)
- Conducted interviews
- Screened for features important to community (integration, amenities, connectivity, economic viability, green)
- Reviewed against Village Center Community Plan

Long Reach Community Association

Village Center Master Plan 2012


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OVERVIEW

- Our Purpose
- The Vision
- Village History
- Goals
- Boundaries
- The Plan
- Acknowledgements

Our Purpose



proved development plans for the owner's properties and establishes public notice, information, and justification requirements for such petition. It also establishes standards to be used by the Zoning Board in evaluating and considering these petitions. This regulation defines a village center as a mixed-use development in the New Town district that is designed to be a "community focal point and gathering place for the surrounding village neighborhoods."

This plan is intended to provide guidance from the Village of Long Reach to the County and developers on the vision and planning concepts that are desired by the Long Reach Community Association as the village area changes over time. It is anticipated that this plan will be referred to as property improvements and development proposals are considered and to help guide decision-making about appropriate uses and design issues in the village area.

The Howard County Council amended its developmental regulations and passed Council Bill 09-0009 which allows each village to develop a Village Center Community Plan.

In addition, CB09-0009 allows the owner of any portion of a village center in the New Town zoning district to petition to amend certain ap-

This report is meant to be used as a guide. For the most part, our master plan covers only our vision. It is premature to put in details of a design plan when there is no redevelopment in the near future. We would want a design that is current with the industry standards and meets the needs of the community at the time when we are actually working with a redevelopment of the village center. We have however, included low and no cost options that could be done now.

1



ReImagine Long Reach Village Center

Proposal Selection

- Evaluation Committee issued recommendation to County Executive on April 25, 2017
- Long Reach Village Board voted 3-0-1 for approval of preferred proposal (Planning Board member Ed Coleman abstained)





ReImagine Long Reach Village Center

Planning Review

- Pursuant to Urban Renewal Law, DPZ prepared a technical evaluation and recommendation
- Planning Board held a special subject meeting, heard testimony and voted unanimously to support

Community Input & Reimagine Plan



RFP & Developer Selection



Planning Board





ReImagine Long Reach Village Center

Urban Renewal Revitalization Process





ReImagine Long Reach Village Center

Major Village Center Redevelopment (VCR) Process

- Multiple opportunities for community feedback
- Zoning Board action to amend PDP

Step 1: Community Planning	Step 2: Zoning to Amend PDP	Step 3: Development Review
<ul style="list-style-type: none"> ✓ Notice of Intent to Develop ✓ Village Center Community Plan ✓ Concept Planning Workshop ✓ Results of Workshop ✓ First Pre-Submission Community Meeting ✓ Second Pre-Submission Community Meeting ✓ Design Advisory Panel 	<ul style="list-style-type: none"> ✓ PDP Amendment Submission ✓ Notice to Village Board ✓ Community Response ✓ Planning Board Meeting Scheduled ✓ DPZ Technical Staff Report ✓ Planning Board Public Hearing ✓ Zoning Board Action 	<ul style="list-style-type: none"> ✓ Design Advisory Panel ✓ Submission of Plans to DPZ ✓ Review and Revision until Plan is Approvable ✓ Planning Board Public Hearing



ReImagine Long Reach Village Center

Approvals by Process

Urban Renewal

- Approval of proposal via Council Resolution for County to sell property and initiate conceptual redevelopment to renew the area
- General mix of uses
- New ground-up development (rather than renovation/reuse)

Village Center Redevelopment

- Approval of amendment to PDP via Zoning Board decision; approval of plans via development review process
- Specific mix of uses (including residential units)
- Details refined through development review process



REDEVELOPMENT OF THE LONG REACH VILLAGE CENTER

MAY 18, 2017

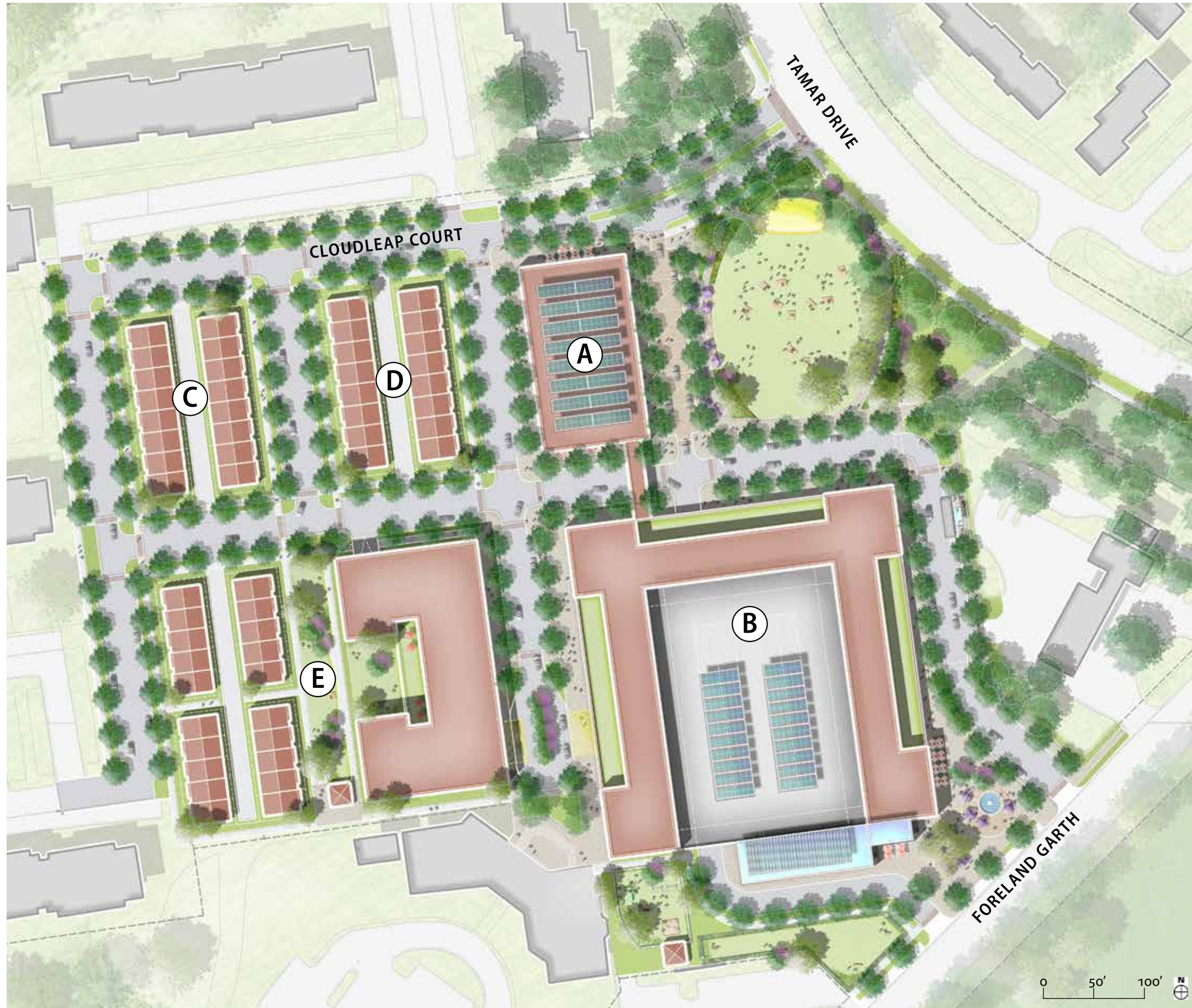


EXISTING SITE CONDITIONS



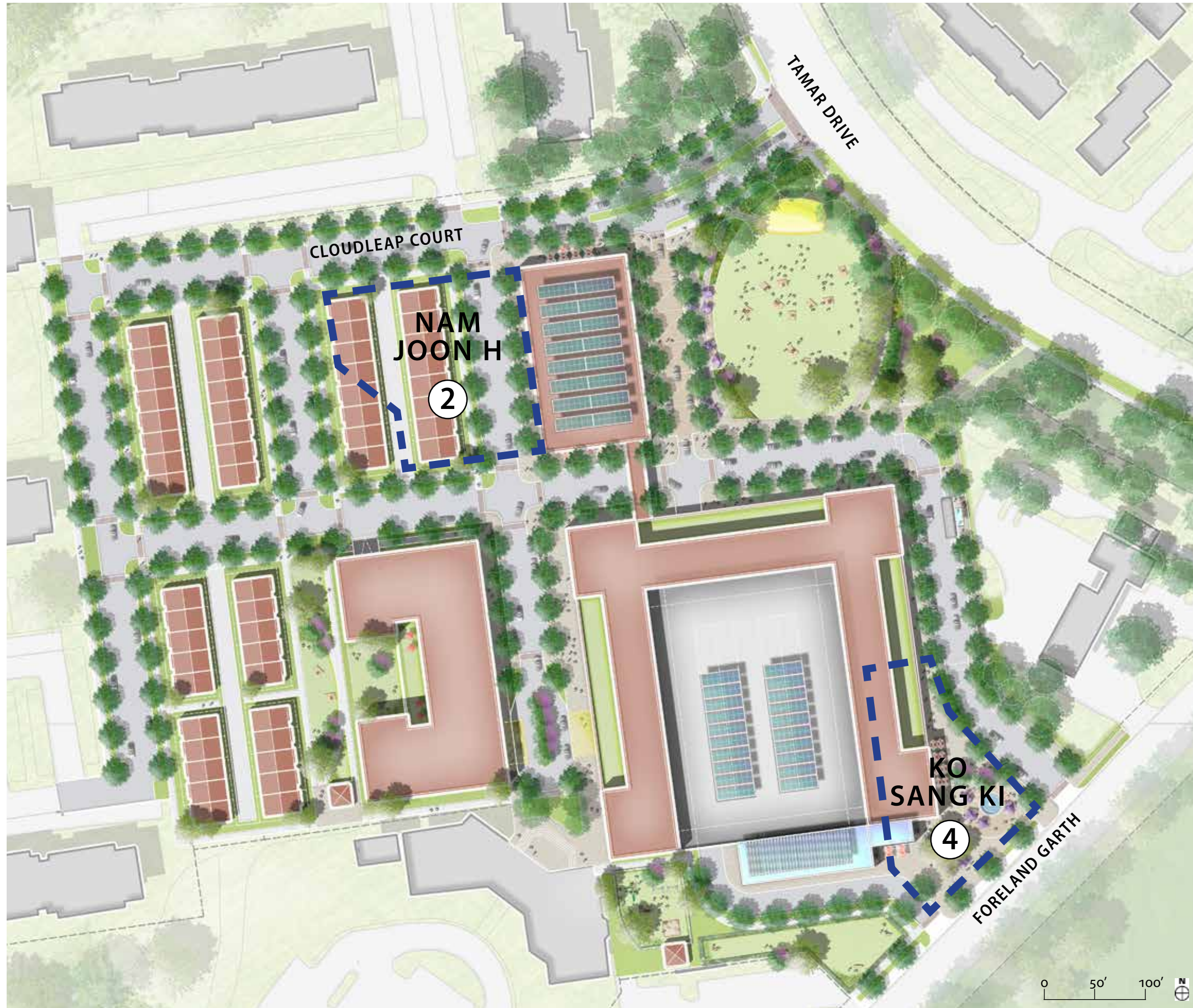
PROPERTY OWNERS - PROPOSED REDEVELOPMENT SITE		
#	NAME	ACREAGE
1	LRVC Business Trustation (HHC)	1.39
2	Nam Joon H	0.69
3	Howard County MD	7.70
4	Ko Sang Ki	0.47
Total		10.25
PROPERTY OWNERS - OUTSIDE PROPOSED REDEVELOPMENT SITE		
#	NAME	ACREAGE
5	Gulzar LLC	1.40
6	Columbia Association Inc.	0.69
7	Columbia Association Inc.	5.16
8	Celebration Church Inc.	1.77
Total		9.02

THE DEVELOPMENT PLAN



REDEVELOPMENT PROGRAM			
BLOCK	USE	AREA (Acres)	STORIES
A	Retail Market Pavilion		2
	Medical Office		
B	Retail		5
	Incubator Space		
	Multi-Family		
	Vertical Garden		
C	Townhouses		3
D	Townhouses		3
E	Townhouses		3
	Senior Housing		6
TOTAL		10.25	

THE DEVELOPMENT PLAN - ADDITIONAL PARCELS



PROPERTY OWNERS - PROPOSED REDEVELOPMENT SITE		
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1	LRVC Business Trustation (HHC)	1.39
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THE DEVELOPMENT PLAN



Village Green

The Village Green will be a defining element and experience. It will serve as a primary amenity space, featuring an open lawn, seating, shade trees, and flexible space that can facilitate a range of passive and active recreation. The manicured green is highlighted by bermed landscaped shoulders with native plantings, flowering trees, integrated stormwater management, and seating to establish a more conducive environment for those who live, work, and visit the space. The pavilion at the corner of Tamar Drive and Cloudleap Court anchors the Village Center, creates a strong, formal gateway and serves as a performance venue. To provide a transition and buffer between the heavily-traveled Tamar Drive, a densely landscaped setback has been incorporated along the east side with a shared-use path. Along the west side of the park, a small hardscaped plaza with one-way vehicular access provides services and opportunities for events.

Along all sides of the park, street trees, walkways, and crosswalks have been incorporated to promote pedestrian safety, walkability, and connections to the larger trail network. A bike share adjacent to the Village's bus stop has been included to further promote alternative modes of transportation.

THE DEVELOPMENT PLAN



Long Reach Plaza

Long Reach Plaza is a contemporary plaza, serving as a visible entry point and front door to Long Reach Village Center from Foreland Court. Positioned adjacent to the kitchen incubator and vertical garden, Long Reach Plaza will serve as a secondary hub for residential and village community life, promoting opportunities for gathering and social interaction. Long Reach Plaza will incorporate a sculptural water feature, a grove of shade trees, stormwater management, and intimate spaces with a variety of seating options. The plaza will be designed to provide flexibility for a wide-range of activities, including outdoor dining, seasonal festivals, and opportunities for academic engagement associated with the vertical garden and incubator space.

THE DEVELOPMENT PLAN



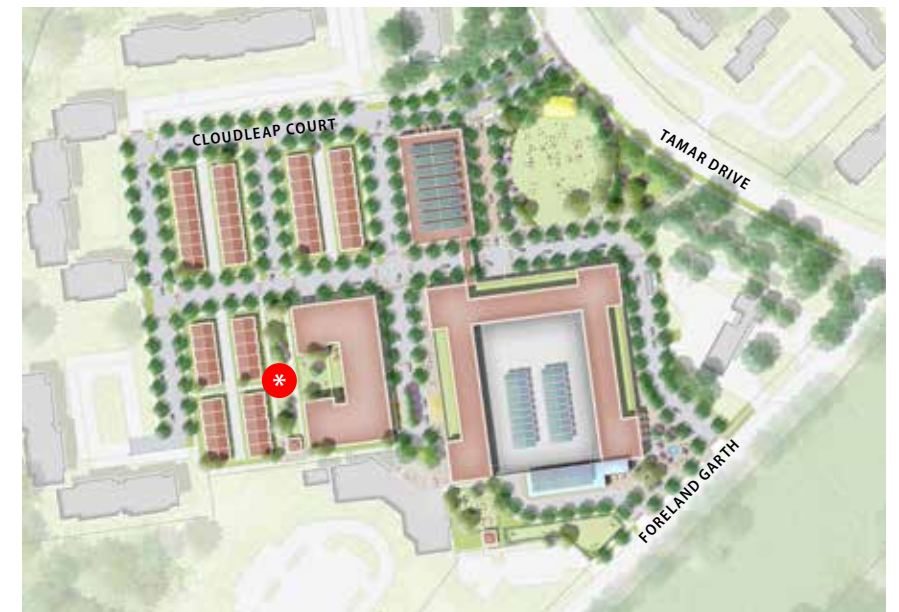
Long Reach Dog Park

Long Reach Dog Park offers an off-leash play area for Long Reach residents' dogs. The design illustrates an optimal layout and amenities. Specific design elements will include: a safe and accessible site location with close proximity to parking, shade, a 4-foot high fence partially concealed by a dense hedge and equipped with a double-gated entry, durable, long-wearing surface material, a potable water source, park furniture, and informational signage.



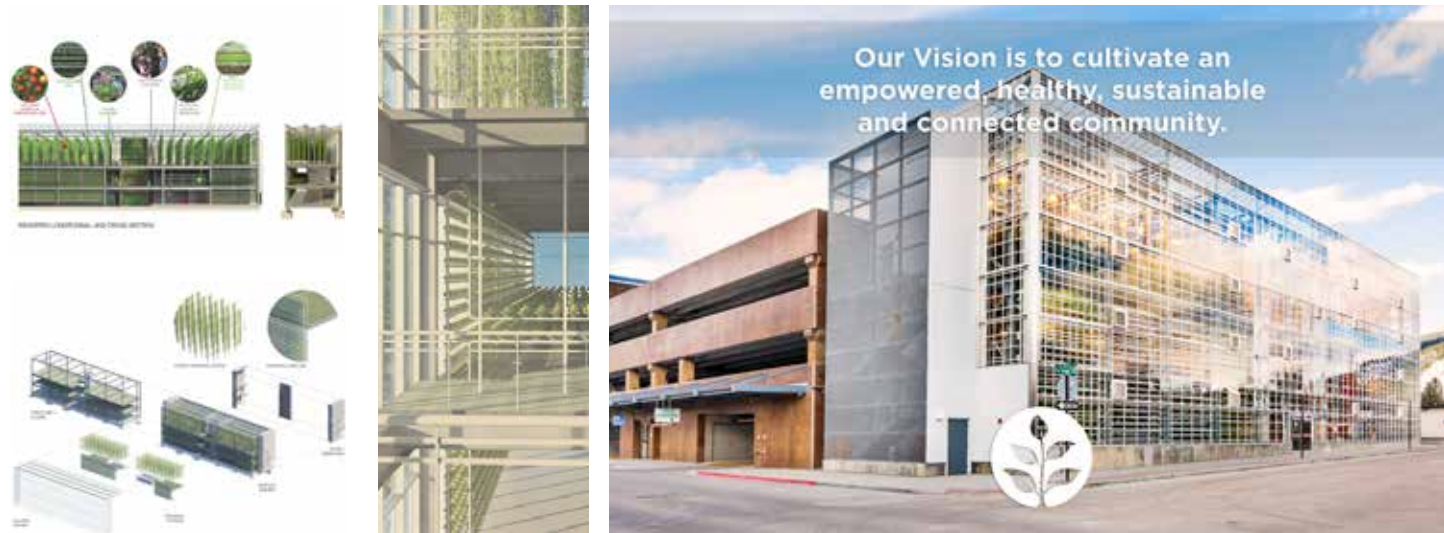
Long Reach Mews

Long Reach Mews is a linear public green that provides a long axis, visually connecting the residential area of Long Reach Village Center to the existing Cultural Art Center. This tranquil greenway creates visual interest through an informal landscape, incorporating native plantings, regularly spaced ornamental trees and shrubs that define frontage adjacent to residential, and a paved walkway. The design of this space will integrate and complement the neighborhood context, enhancing the community's pedestrian network.



THE DEVELOPMENT PLAN

PRECEDENTS



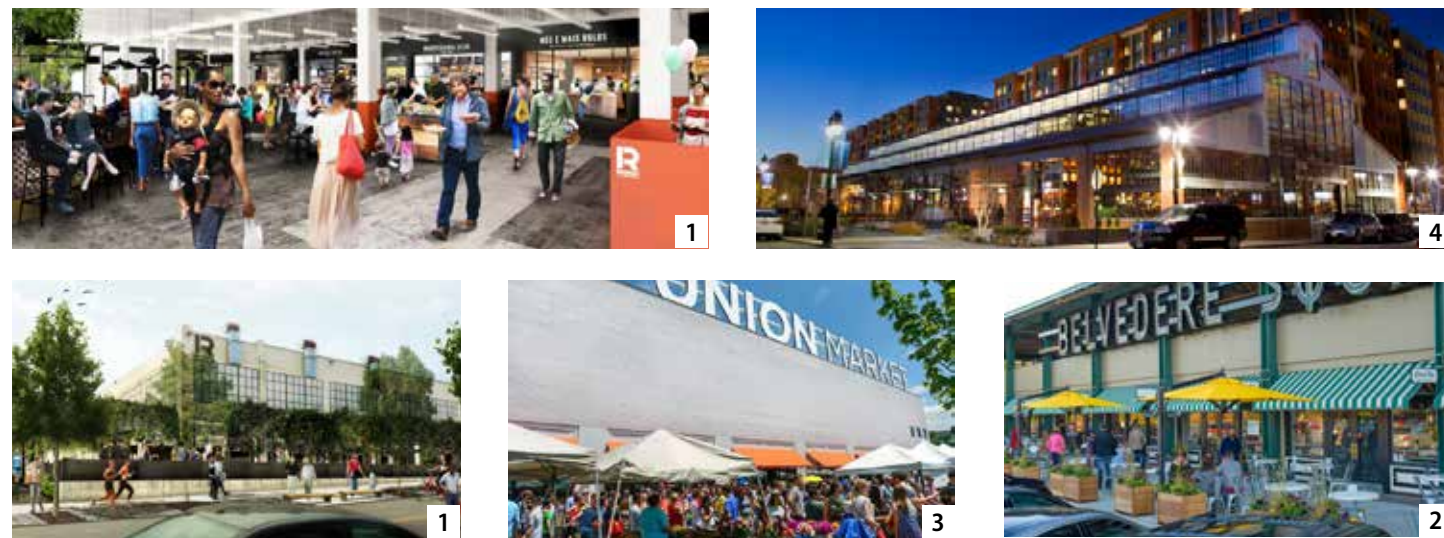
Vertical Garden - Vertical Harvest | Jackson, Wyoming

Vertical Harvest is one of the world's first vertical greenhouses providing locally grown, fresh produce to nearby communities year-round. Utilizing vacant land adjacent in an effort to screen an existing parking garage, this greenhouse stands three stories tall and contains 13,500 square feet of space. The structure's footprint currently uses 1/10 of an acre, growing approximately 5 acres of traditional agriculture each year. Vertical Harvest not only provides a unique source for local food, but is a model for integrating innovative employment strategies, providing jobs, internships, and educational opportunities for residents with intellectual and physical disabilities.



Multi-Family Housing - The Metropolitan | Columbia, Maryland

Design Collective recently completed with The Howard Hughes Corporation, Kettler, and Orchard Development on the first phase of new development in Downtown Columbia that includes approximately 375 'Class A' rental residential units and over 14,000 square feet of retail space. This first phase of development is part of a larger development plan that will provide up to 13 million square feet of net new density consisting of approximately 5,500 residential units, five million square feet of office, one million square feet of retail and up to 640 hotel rooms.



Market Pavilion Buildings - R House & Belvedere Square | Baltimore, Maryland Union Market & Boilermaker Shops | Washington, DC

Market pavilion buildings have gained a resurgence in the development world, offering visitors and nearby residents a unique shopping and dining experience. They have become a popular and authentic gathering place that infuse interesting spaces with a wide-range of culinary offerings and experiences. Market pavilion buildings also provide unique opportunities for businesses to scale and grow, creating a launch pad for chefs and local entrepreneurs.



Senior Housing - The Selborne House at Dorsey Hall | Ellicott City, Maryland

The Selborne House at Dorsey Hall is an affordable independent living community completed with Orchard Development. The development has 120 one-bedroom units, including 8,000 SF of common space with offices, a multi-purpose lounge, library, hobby rooms, and a medical exam room. A beautiful landscaped courtyard located behind the facility overlooks wetlands full of wildlife. This project was recognized by the National Association of Home Builders as one of the nation's best senior housing communities.

FUTURE DEVELOPMENT POTENTIAL



INTEGRATION OF PLAN WITH SURROUNDING PROPERTIES

The illustrative plan highlights a potential development framework for the southwestern portion of the Urban Renewal Area. The long-term development plan indicates the opportunity to expand the proposed street network and incorporate additional parks and open spaces to create a successful, neighborhood extension of the Long Reach Village Center Master Plan.

FUTURE DEVELOPMENT POTENTIAL



INTEGRATION OF PLAN WITH SURROUNDING PROPERTIES

This optional plan highlights a potential right-in/right-out connection to 175 /Rouse Parkway.

THE DEVELOPMENT MODEL





ReImagine Long Reach Village Center

DPZ Evaluation of Proposal

- ✓ Conformance with Reimagine Plan objectives, which were based on:
 - Community input from five public meetings
 - 2012 Long Reach Village Center Master Plan
 - Columbia Association's Guiding Principles
- ✓ Conformance with applicable PlanHoward 2030 goals and policies



ReImagine Long Reach Village Center

Long-term Economic Sustainability

- ✓ New retail uses to meet daily needs of neighborhood PLUS innovative attractions
- ✓ Retail uses closer to Tamar
- ✓ Attractive and easily discernible wayfinding signage
- ✓ New housing as key component for long-term viability





ReImagine Long Reach Village Center

Enhanced Connectivity

- ✓ Walkable streets, sidewalks and connected blocks
- ✓ Connections to parks, trails, schools and neighborhoods in Long Reach Village
- ✓ Shared-use path along Tamar Drive
- ✓ Transit hub with bike share

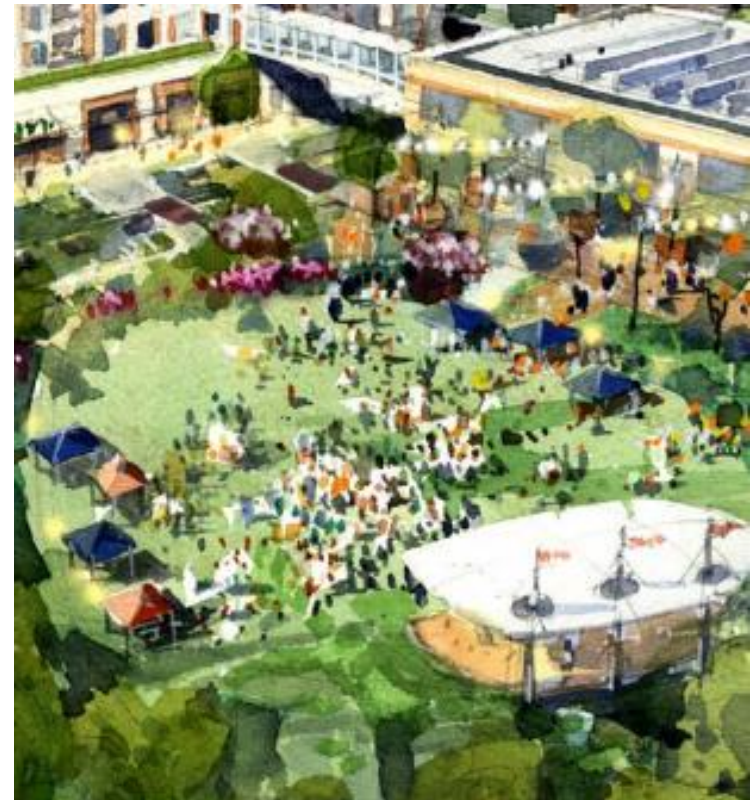




ReImagine Long Reach Village Center

Attractive Community Spaces

- ✓ Prominently located Village Green is primary gathering space for Village
- ✓ Smaller public spaces for gathering and interaction (plaza, dog park, neighborhood mews)
- ✓ Landscaping with native plantings and stormwater management
- ✓ New internal street leading to Stonehouse and Columbia Art Center enhances civic presence





ReImagine Long Reach Village Center

Innovative building and site design

- ✓ Net positive energy design
- ✓ Multi-story buildings in center, townhomes and Village Green transition to adjacent uses
- ✓ Enhanced visibility for Stonehouse, but scale difference with new buildings (long-term potential)
- ✓ Vertical garden and dog park screen parking garage and loading/delivery





ReImagine Long Reach Village Center

Conforms with PlanHoward 2030

- ✓ Attractive focal point for surrounding village
- ✓ Improved connectivity and multimodal transportation
- ✓ Addresses three principles of sustainability: community, environment, and economy



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ReImagine Long Reach Village Center

Conclusion

- ✓ Meets goals and objectives of Reimagine plan and PlanHoward 2030
- ✓ Poised to be a model for innovative and sustainable redevelopment



ReImagine Long Reach Village Center

Recommendations

County Council approve the Orchard Development Team's conceptual redevelopment proposal as the preferred Urban Renewal Project to redevelop and revitalize the Long Reach Village Center as described in the DPZ technical staff report.

This recommendation recognizes that:

- The proposal describes conceptual plans for renewal calling for new ground-up redevelopment (rather than renovation/reuse); a targeted mix of land uses; demolition; and future zoning changes that would be required to develop the project.
- The number of units, square footage of space and site layout will be determined through the Major Village Center Redevelopment Process.



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SUPPLEMENTAL INFORMATION



ReImagine Long Reach Village Center



Process note: proposed redevelopment requires Major Village Center Redevelopment process (CB9-2009)

Village Center, New Town:* A Mixed-Use Development designed to be a community focal point and gathering place for the village by including:

- An outdoor, public, village green, plaza or square, which has both hardscape and softscape elements.
- Stores, shops, offices or other commercial uses which provide opportunities to fulfill the day-to-day needs of the village residents
- Space for community uses and/or institutional uses; and
- Residential uses, to the extent appropriate to support and enhance, but not overwhelm, other uses in the village center.

**paraphrased from Zoning Regulations*