

**Amendment 18 to Council Bill No. 28 -2023**

**BY: Liz Walsh**

**Legislative Day 11**

**Date: 10/02/2023**

**Amendment No. 18**

*(This Amendment makes the following changes to HoCo By Design Chapter 5 and Chapter 11:*

*Chapter 5; Economic Prosperity* - *Creates a new EP-1 Policy Statement to embrace commercial revitalization along the Route 40 Corridor and creates associated Implementing Actions to support the establishment of a business district association specific to Route 40, update the Route 40 Design Manual, develop design guidelines defining the desired character of the Korean Way, and leverage partnerships to prioritize and implement multi-modal improvements along the Route 40 Corridor; and*

*Chapter 11: Implementation* - *Creates a new EP-1 Policy Statement to embrace commercial revitalization along the Route 40 Corridor and creates associated Implementing Actions to support the establishment of a business district association specific to Route 40, update the Route 40 Design Manual, develop design guidelines defining the desired character of the Korean Way, and leverage partnerships to prioritize and implement multi-modal improvements along the Route 40 Corridor.)*

1 In the *HoCo By Design* General Plan, attached to this Act as Exhibit A, amend the following  
2 pages as indicated in this Amendment:

- 3 • Chapter 5: Economic Prosperity: 25;
- 4 • Chapter 11: Implementation: 28.

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6 Correct all page numbers, numbering, and formatting within this Act to accommodate this  
7 amendment.

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## Route 40 Corridor

Route 40 was initially constructed in the 1930s as an east-west interstate highway. Today, Interstate 70 now serves as the primary east-west interstate, and Route 40's role has shifted to a predominantly commercial corridor that serves the local community. As defined in the Route 40 Manual, the Route 40 Corridor includes approximately seven miles of Route 40 and the surrounding properties from the Howard County line at the Patapsco River west to the interchange with Interstate 70. Along these seven miles, there are multiple shopping centers, gas stations, automobile dealerships, service businesses, and restaurants that were built in different eras. These commercial uses are largely clustered into three areas, each centered around a large shopping center: 1) Enchanted Forest; 2) Chatham; and 3) Normandy. There are also multiple residential neighborhoods along the Corridor and behind the commercial areas.

As Howard County has grown more diverse in recent decades, a variety of business offerings have emerged with a cluster of 170 Korean-owned establishments along the Route 40 Corridor. In 2016, a five-mile stretch of the Corridor was named "Korean Way," and in 2021, two Koreatown signs with pillars and tiled roofs were placed along the Corridor.

Like the CAC District along Route 1, the Traditional Neighborhood Center (TNC) Zoning District applies to many properties along the Route 40 Corridor. The purpose of the TNC District is to "provide for the development of pedestrian-oriented, urban activity centers with a mix of retail, service, office, and residential uses." Unlike the CAC District, the TNC District is an overlay, which means underlying commercial zoning still applies. To date, property owners have not opted to redevelop sites along Route 40 under the TNC overlay. The 2018 Land Development Regulations Assessment recommended that the TNC overlay be eliminated and replaced with a new community-scale mixed-use zoning district. HoCo By Design's Future Land Use Map (FLUM) recommends these areas become Mixed Use Activity Centers or Suburban Commercial areas to provide compact, walkable environments that serve broader economic, entertainment, and housing needs in the community.

### EP-1 Policy Statement

[Update County programs and policies to embrace and enhance commercial revitalization along the Route 40 Corridor.](#)

### Implementing Actions

- [1. Support the establishment of a business district association specific to the Route 40 Corridor.](#)
- [2. Update the Route 40 Design Manual.](#)
- [3. Develop design guidelines defining the desired character of Korean Way specifically, evoking relevant architectural elements in that portion of the Route 40 Corridor's built structures, site layouts, signage and landscaping.](#)
- [4. Leverage partnerships and funding opportunities with local, regional, State and federal governments and nonprofit organizations to prioritize and implement multi-modal improvements along the Route 40 Corridor and at intersections leading back into surrounding residential communities.](#)



## Downtown Columbia

The Downtown Columbia Plan (DCP), adopted in 2010, and incorporated by reference in HoCo By Design, sets forth a 30-year plan to transform Downtown into a major mixed-use economic center for the County. The DCP includes 4.3 million square feet of new office and conference center space, 1.25 million square feet of new retail space, and up to 640 hotel rooms to be developed in phases over its 30-year timeframe. By providing space for current employers to expand and opportunities for new and relocated businesses, this additional commercial space is expected to generate significant new employment opportunities and millions of dollars in wages and tax revenues.

The DCP also calls for 6,244 new residential housing units. More residents living in Downtown Columbia will create an active pedestrian environment, as well as customers for shops, restaurants, and other entertainment uses during and after normal working hours. Additional housing will contribute to more activity in the Downtown area both day and night, enhancing the safety of residents, workers, and visitors.

In addition to plans for new residential, office, retail, and hotel development, the DCP includes recommendations for arts and culture, recreation and open space, environmental sustainability, and reconfigured road and pedestrian networks, all aimed at redeveloping Downtown Columbia into a mixed-use urban center. HoCo By Design carries this vision forward and creates a separate Downtown Columbia Character Area in the FLUM that is supported and implemented through the DCP



Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+ years, Ongoing)
<b>CIM-8 - Actively plan for and evaluate the impact of technology and climate change on the transportation system.</b>		
1. Evaluate and update parking and land development requirements to reflect greater use of mobility and delivery as service models.	DPZ OOT	Mid-Term
2. Amend design standards and asset management approaches to ensure resilience.	DPW OOT DPZ	Mid-Term
3. Support the installation of electric vehicle (EV) charging stations in private and public space, with particular attention to shared parking lots to ensure they are EV ready by including connections and infrastructure.	DPW OCS OOT Private Partners	Ongoing
4. Evaluate and address the potential impact of electric vehicle charging stations on electric power requirements.	DPW OOT OCS	Long-Term
5. Participate in regional and state coordination efforts to ensure federal and state regulations on connected and autonomous vehicles account for vulnerable road users such as pedestrians and cyclists.	OOT	Ongoing
<b>CIM-9 - Support efforts to improve air quality with an emphasis on communities and populations most threatened by high levels of pollution.</b>		
1. Develop land use and environmental policy strategies that reduce	OCS	Long-Term
2. Develop a plan to transition the County's fleet (including school buses and contracted services) to low/no emission vehicles.	OOT	Mid-Term
3. Continue to invest in increasing public transit frequency and walking and cycling infrastructure to support both a more equitable transportation system and shifts away from automobiles to non-automobile modes.	OOT	Ongoing
4. Consider targeted financial incentives to property owners and companies that deploy electric vehicle charging infrastructure, idle reduction technology, and other technologies that capture or mitigate diesel emissions at the source.	OOT OCS Private Property Owners	Mid-Term
5. Consider a subsidy program to support low emission vehicles, bicycles, and scooters in traditionally underserved communities.	OOT	Long-Term

Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+ years, Ongoing)
<b>CIM-10 - Advance transportation planning and transportation investments to support an economically and environmentally sustainable transportation system that moves people safely and efficiently throughout the County and supports the land use and equity goals in HoCo By Design, including its emphasis on mixed-use activity centers.</b>		
1. Develop a countywide transportation plan and conduct a focused transportation study for each activity center in the Route 1 Corridor.	OOT DPW	Mid-Term
2. Continue to use the Functional Road Classification Map to guide the design, capacity, and function of roads as they are built or improved.	DPW OOT DPZ	Ongoing
3. Implement HoCo By Design's recommendations for transit service through future transit service functional plans or master plans.	OOT DPZ	Long-Term
4. Continue to implement recommendations from WalkHoward and BikeHoward as methods to advance the broad concepts and recommendations in the General Plan.	OOT	Ongoing
5. Ensure the Design Manual is consistent with the General Plan as part of the regular update process for the Design Manual.	OOT	Long-Term
<b>EP-1 - Update County programs and policies to embrace and enhance commercial revitalization along the Route 40 Corridor.</b>		
<u>1. Support the establishment of a business district association specific to the Route 40 Corridor.</u>	DPZ HCEDA	Mid-Term
<u>2. Update the Route 40 Design Manual.</u>	DPZ	Mid-Term
<u>3. Develop design guidelines defining the desired character of Korean Way specifically, evoking relevant architectural elements in that portion of the Route 40 Corridor's built structures, site layouts, signage and landscaping.</u>	DPZ	Mid-Term
<u>4. Leverage partnerships and funding opportunities with local, regional, State and federal governments and nonprofit organizations to prioritize and implement multi-modal improvements along the Route 40 Corridor and at intersections leading back into surrounding residential communities.</u>	OOT DPZ	Mid-Term