

Amendment 1 to Amendment 74 to Council Bill No. 28 -2023

BY: Deb Jung

Legislative Day 12

Date: 10/11/2023

(This Amendment to Amendment 74 substitutes activity centers for village centers in the EP-4 and EP-8 Policy Statement Implementing Actions and restores an integration of the arts into revitalization efforts at Long Reach Village Center in the EP-5 Policy Statement Implementing Actions.)

- 1 Substitute pages 1 and 2 of Amendment 74 with the attachment to this Amendment to
- 2 Amendment.
- 3
- 4 Substitute the pages EP-37, EP-44, EP-49, IMP-30, IMP-31, and IMP-32 attached to
- 5 Amendment 74 with the pages EP-37, EP-44, EP-49, IMP-30, IMP-31, and IMP-32 attached to
- 6 this Amendment to Amendment.
- 7

Amendment 74 to Council Bill No. 28 -2023

BY: Deb Jung

Legislative Day 11

Date: 10/02/2023

Amendment No. 74

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

- Chapter 5: Economic Prosperity*
- *Removes all quotes;*
 - *Amends the projected housing from 30,000 to 31,000 and enumerates the projection based on housing type;*
 - *Renames the “Promoting a Healthy Jobs/Housing Balance” Section to “Promoting Healthy Jobs” and removes all but the first two paragraphs;*
 - *Amends the EP-4 Policy Statement Implementing Actions to remove a requirement to amend the Zoning Regulations for Activity Centers, allow redevelopment in Activity Centers that provides convenient retail and services, and removes the creation of housing for County essential workers;*
 - *Removes a reference to New Cultural Center;*
 - *Amends the EP-5 Policy Statement Implementing Actions to combine a study for incentivizing arts and entertainment in Ellicott City ~~and remove a requirement to integrate arts and revitalization efforts at Long Reach Village Center;~~*
 - *Removes the entire section titled “Autonomous Vehicles”;*
 - *Amends the EP-6 Policy Statement Implementing Actions to remove a reference to autonomous vehicles from a consideration of reducing parking ratios to accommodate future technology;*
 - *Amends the EP-8 Policy Statement Implementing Actions to remove a reference to village centers and substitute activity centers;*
 - *Amends the EP-11 Policy Statement Implementing Actions to remove a reference to beginning farmers having access to community gardens;*
- Chapter 11: Implementation*
- *Amends the EP-4 Policy Statement Implementing Actions to remove a requirement to amend the Zoning Regulations for Activity Centers, allow redevelopment in Activity Centers that provides convenient retail and services, and removes the creation of housing for County essential workers;*
 - *Amends the EP-5 Policy Statement Implementing Actions to combine a study for incentivizing arts and entertainment in Ellicott City ~~and remove a requirement to integrate arts and revitalization efforts at Long Reach Village Center;~~*

- *Amends the EP-6 Policy Statement Implementing Actions to remove a reference to autonomous vehicles from a consideration of reducing parking ratios to accommodate future technology;*
- *Amends the EP-8 Policy Statement Implementing Actions to remove a reference to village centers and substitute activity centers ; and*
- *Amends the EP-11 Policy Statement Implementing Actions to remove a reference to beginning farmers having access to community gardens.)*

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: 10, 11, 14, 30, 33, 35, 36, 37, 42, 43, 44, 46, 48, 49, 50,
4 52, and 60;
- 5 • Chapter 11: Implementation: 30, 31, 32, and 34.

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

8

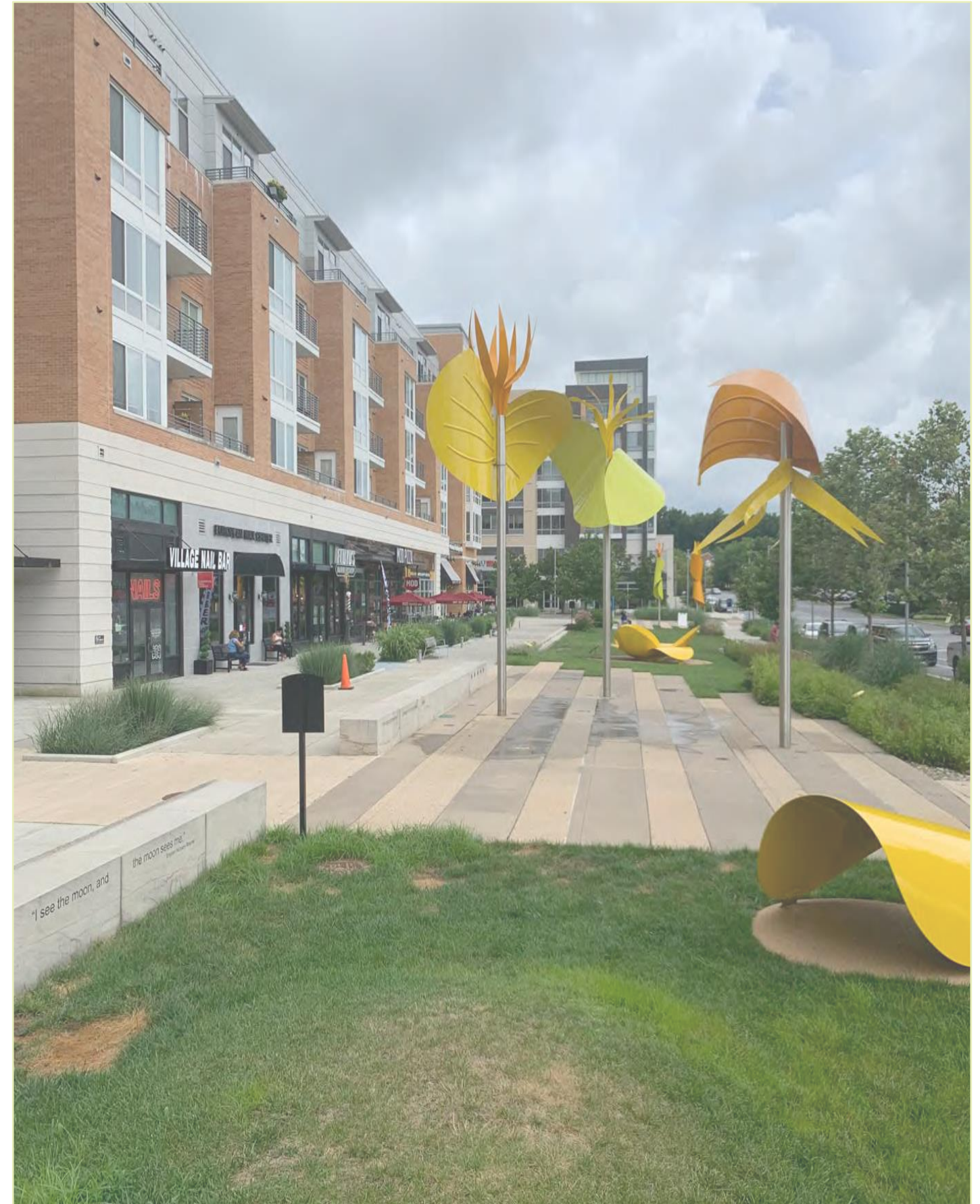
Greater housing diversity increases economic diversity, contributes to wealth expansion, creates new investments, and drives community growth by attracting young professionals, entrepreneurs, and workers with varied educational and professional backgrounds. While housing is primarily provided by the private sector, public policies will help to ensure a healthy balance of housing at different price points located in the right places. Map 5-5 shows the current locations of housing types relative to activity center locations. As activity centers grow, they can serve as locations for both jobs and housing and can provide amenities and job opportunities to the existing communities surrounding them.

EP-4 Policy Statement

Create job opportunities through new mixed-use activity centers that serve as destinations and include a mix of uses that compliment and support one another and improve the jobs-housing balance.

Implementing Actions

1. ~~Revise the Zoning Regulations, Subdivision and Land Development Regulations, and other land use regulations and guidelines to ensure that mixed-use activity centers incorporate an array of housing types (possibly including goals for a specific percentage mix of housing types), walkable neighborhoods, open space, and compatible transitions between neighboring uses.~~
2. 1. Allow ~~sufficient densities~~ redevelopment in activity centers through the Zoning Regulations to make a wide range of uses economically viable. ~~Encourage densities sufficient to support~~ Require village activity center redevelopment to provide convenience retail and other local-serving amenities at the neighborhood level.
3. 2. Plan for future transportation connections, including bicycle, pedestrian, and transit, among and between activity centers and other commercial centers.
4. 3. Ensure that growth management tools consider the need for housing growth that keeps pace with employment growth in addition to infrastructure demands.
5. 4. Develop a master plan for Gateway that describes the area's desired future mix of uses, open space network, development phasing and intensity, building height range, and infrastructure approach. Build upon the general considerations included in the HoCo By Design Focus Areas technical appendix.
6. ~~Create opportunities to house the County's essential workers, including teachers, healthcare workers, and public safety personnel.~~



A countywide arts and culture center in Downtown Columbia was envisioned by the community over 10 years ago and was ultimately incorporated into the DCP. ~~This vision became reality in 2016 when the New Cultural Center (NCC) was included in the affordable housing plan for Downtown Columbia as one of the public amenities that would also provide mixed-income housing.~~ The NCC is a redevelopment project planned at the current site of Toby's Dinner Theater. The NCC will include a new theater and commercial kitchen, two black box theaters, a gallery, dance studios, various classrooms/performing arts rooms, and mixed-income housing.

The Ellicott City Watershed Master Plan (ECWMP) supports the expansion of arts-related uses and public art in the Main Street area. It recognizes the potential to grow arts and entertainment offerings, build upon existing arts-related events, and give public art a prominent role in the community. Among its policies and implementing actions, the ECWMP recommends that upon expansion of arts-related uses in the area, a Maryland Arts Council, Arts and Entertainment District designation be re-explored. As described in the ECWMP, "Maryland's A&E Districts provide local tax-related incentives to attract artists, arts organizations, and other creative enterprises to towns and cities within the State." Support for additional arts and entertainment uses in Ellicott City may include incentives, reduced rent, or space in county-owned buildings.

In all of these destinations, investments in design value and quality of the public realm create safe and inviting spaces for pedestrians and cyclists, better wayfinding, improved landscaping, enhanced stormwater management, and spaces for civic gatherings, outdoor events, cultural activities, and the arts. The public realm is further described in the Quality By Design chapter.



EP-5 Policy Statement

Seek opportunities to encourage and support the arts and cultural initiatives for residents, businesses, and visitors that reflect and celebrate Howard County's diverse population and are safe and accessible to people of all abilities.

Implementing Actions



1. Encourage inclusive opportunities for the arts, cultural expression, and entertainment in new and existing activity centers through integration of public art, cultural amenities, public gathering space, and an activated public realm.
2. Explore incentives to support the expansion of arts and entertainment uses in Ellicott City, including
- ~~3. Re-explore~~ establishing an Arts and Entertainment (A&E) District Designation for Main Street Ellicott City as part of a creative places initiative, once additional arts and entertainment uses open.
- ~~4. 3.~~ Ensure that the Downtown Columbia Plan's vision for the arts continues to be implemented.
- ~~5. Continue to integrate the arts into revitalization efforts at Long Reach Village Center.~~
- 5. Continue to integrate the arts into revitalization efforts at Long Reach Village Center.**
- ~~6. 4. 6.~~ Continue to support the goals of the Howard County Arts Council and Howard County Tourism Council to benefit residents, businesses, and tourists into the future.



Supporting Small, Local, and Minority-Owned Business

Many local businesses provide inviting places to connect with other community members. They are often family-owned and offer fresh, customized approaches that are not found in chains or big-box outlets. However, despite the unique and creative experience these businesses provide, they are traditionally more susceptible to changing economics and redevelopment pressures. Over the past several years, small businesses have faced pandemic disruptions, supply chain problems, and staffing shortages. These recent challenges have left some small businesses struggling to remain afloat, with minority-owned enterprises among the hardest hit.

As technological advances continue to lower the costs of launching new businesses, opportunities for economically-disadvantaged entrepreneurs grow. Ongoing support is critical to assist small local businesses in Howard County as economic changes and redevelopment occur to retain small, culturally diverse businesses that support the local community. Throughout the HoCo By Design public engagement process, small business owners voiced concerns about being priced out of owning a business and noted village centers as ideal locations for small businesses today and a redeveloped Gateway as ideal for the future.

EP-8 Policy Statement



Encourage a business climate that supports growth of and opportunities for small and diverse businesses, and values cultural diversity and inclusion.

Implementing Actions

1. Continue to create strategies and prioritize assistance programs to support local, small, and diverse businesses, such as apprenticeship programs.
2. Support small business districts and main streets by creating vibrant spaces through the integration of design, public art, an inviting public realm, historic preservation, cultural spaces, and areas for event programming.
3. Explore and encourage creative uses of commercial space, such as maker spaces, coworking facilities, food halls, community kitchens, and other models, that allow the community to share resources.
4. Continue business support programs through a partnership between the Howard County Economic Development Authority, Ellicott City Partnership, and Maryland Small Business Development Center.
5. Through adaptive reuse and redevelopment, **particularly within village centers, particularly within activity centers,** provide opportunities for varying sizes of retail, restaurant, and service uses. Smaller spaces could provide opportunities for small start-ups, micro-retail, and food hall type uses.

— “ —
There is a lack of local business growth, and especially businesses owned by people of color. Ownership needs to be within reach and other financial supports to get started as it's currently cost prohibitive.

— “ —
-HoCo By Design process participant



Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+ years, Ongoing)
EP-3 - Support and diversify the local job market to maximize opportunities to grow regional employment.		
1. Develop tools and strategies to support long-term job diversity initiatives, emerging industries, and job opportunities accessible to a variety of skill and educational levels.	HCEDA	Mid-Term
2. Promote green industries by creating incentives to attract new businesses demonstrating sustainable practices or developing sustainable technologies, materials, and products.	HCEDA	Mid-Term
3. Support new investment and job creation in emerging markets, especially those that reveal new opportunities for renewable energy and green technologies, including but not limited to solar arrays and canopies.	HCEDA	Long-Term

Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+ years, Ongoing)
EP-4 - Create job opportunities through new mixed-use activity centers that serve as destinations and include a mix of uses that compliment and support one another and improve the jobs-housing balance.		
1. Revise the Zoning Regulations, Subdivision and Land Development Regulations, and other land use regulations and guidelines to ensure that mixed-use activity centers incorporate an array of housing types (possibly including goals for a specific percentage mix of housing types), walkable neighborhoods, open space, and compatible transitions between neighboring uses.	DPZ	Mid-Term
2. 1. Allow sufficient densities redevelopment in activity centers through the Zoning Regulations to make a wide range of uses economically viable. Encourage densities sufficient to support Require village activity center redevelopment to provide convenience retail and other local-serving amenities at the neighborhood level.	DPZ	Mid-Term
3. 2. Plan for future transportation connections, including bicycle, pedestrian, and transit, among and between activity centers and other commercial centers.	DPZ OOT	Ongoing
4. 3. Ensure that growth management tools consider the need for housing growth that keeps pace with employment growth in addition to infrastructure demands.	DPZ	Ongoing
5. 4. Develop a master plan for Gateway that describes the area's desired future mix of uses, open space network, development phasing and intensity, building height range, and infrastructure approach. Build upon the general considerations included in the HoCo By Design Focus Areas technical appendix.	DPZ	Mid-Term
6. Create opportunities to house the County's essential workers, including teachers, healthcare workers, and public safety personnel.	DHCD DPZ Non-profit sector Private Partners	Ongoing

Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+)
EP-5 - Seek opportunities to encourage and support the arts and cultural initiatives for residents, businesses and visitors that reflect and celebrate Howard County's diverse population and are safe and accessible to people of all abilities.		
1. Encourage inclusive opportunities for the arts, cultural expression, and entertainment in new and existing activity centers through integration of public art, cultural amenities, public gathering space, and an activated public realm.	DPZ Private Partners	Ongoing
2. Explore incentives to support the expansion of arts and entertainment uses in Ellicott City, <u>including establishing an Arts and Entertainment (A&E) District Designation for Main Street Ellicott City as part of a creative places initiative, once additional arts and entertainment uses open.</u>	DPW	Mid-Term
3. Re-explore establishing an Arts and Entertainment (A&E) District Designation for Main Street Ellicott City as part of a creative places initiative, once additional arts and entertainment uses open.	DPZ DPW	Long-Term
4. 3. Ensure that the Downtown Columbia Plan's vision for the arts continues to be implemented.	DPZ DRP DPW	Ongoing
5. Continue to integrate the arts into revitalization efforts at Long Reach Village Center. 5. Continue to integrate the arts into revitalization efforts at Long Reach Village Center.	DPW DPZ DPW DPZ	Ongoing Ongoing
6. 4. 6. Continue to support the goals of the Howard County Arts Council and Howard County Tourism Council to benefit residents, businesses, and tourists into the future.	Elected Officials OOB	Ongoing
EP-6 - Monitor economic disruptors, such as new technologies, autonomous vehicles, teleworking, and e-commerce, and employ adaptive and innovative strategies to meet emerging economic shifts.		
1. Assess and adapt the Zoning Regulations to provide greater flexibility under broader use categories and respond to changing industries and technologies.	DPZ HCEDA OOT	Mid-Term
2. Continue to intentionally grow jobs in the manufacturing, warehouse, distribution, and logistics industries in response to last-mile distribution demand, new machinery, innovation practices, and other automated processes.	HCEDA	Long-Term
3. Consider reduced parking ratios for commercial uses if the adoption of autonomous vehicles, other new technologies, or shifts in behavior lead leading to reduced parking demand over the Plan's 20-year timeframe.	DPZ OOT	Mid-Term

Table 10-1: Implementation Matrix		
Policy and Implementing Actions	Lead Agency	Timeframe (Mid-Term five-year, Long-Term six+ years, Ongoing)
EP-7 - Support an educated and skilled workforce with specific attention and resources devoted to breaking barriers to employment and education while achieving greater racial and social inclusion in the workplace.		
1. Increase job training, internships, and job placement to overcome barriers to employment and achieve greater racial and social inclusion in the workforce.	HCEDA OWD	Mid-Term
2. Partner with organizations that specialize in workforce development to help those experiencing multiple barriers to employment access education, apprenticeship programs, and training opportunities aligned with in-demand local workforce needs.	HCEDA OWD	Long-Term
3. Ensure job training programs support skills that provide living wages.	HCEDA OWD	Ongoing
4. Communicate the available jobs in the region and identify the skills	HCEDA	Mid-Term
5. Invest in reliable affordable broadband to ensure that lower-income residents have equal access to education and employment opportunities.	DTCS Private Partners	Mid-Term
EP-8 - Encourage a business climate that supports growth of and opportunities for small and di-		
1. Continue to create strategies and prioritize assistance programs to support local, small, and diverse businesses, such as apprenticeship programs.	HCEDA	Ongoing
2. Support small business districts and main streets by creating vibrant spaces through the integration of design, public art, an inviting public realm, historic preservation, cultural spaces, and areas for event programming.	DPZ DRP DPW	Ongoing
3. Explore and encourage creative uses of commercial space, such as maker spaces, coworking facilities, food halls, community kitchens, and other models, that allow the community to share resources.	HCEDA DPW DPZ	Ongoing
4. Continue business support programs through a partnership between the Howard County Economic Development Authority, Ellicott City Partnership, and the Maryland Small Business Development Center.	HCEDA	Ongoing
5. Through adaptive reuse and redevelopment, <u>particularly within village centers, particularly within activity centers,</u> provide opportunities for varying sizes of retail, restaurant, and service uses. Smaller spaces could provide opportunities for small start-ups, micro-retail, and food hall type uses.	DPZ HCEDA DPW	Ongoing