



**Request for Proposals for the Redevelopment of  
8775 Cloudleap Court, Columbia, MD 21045  
Long Reach Village Center**

**Due Date: January 10, 2024**



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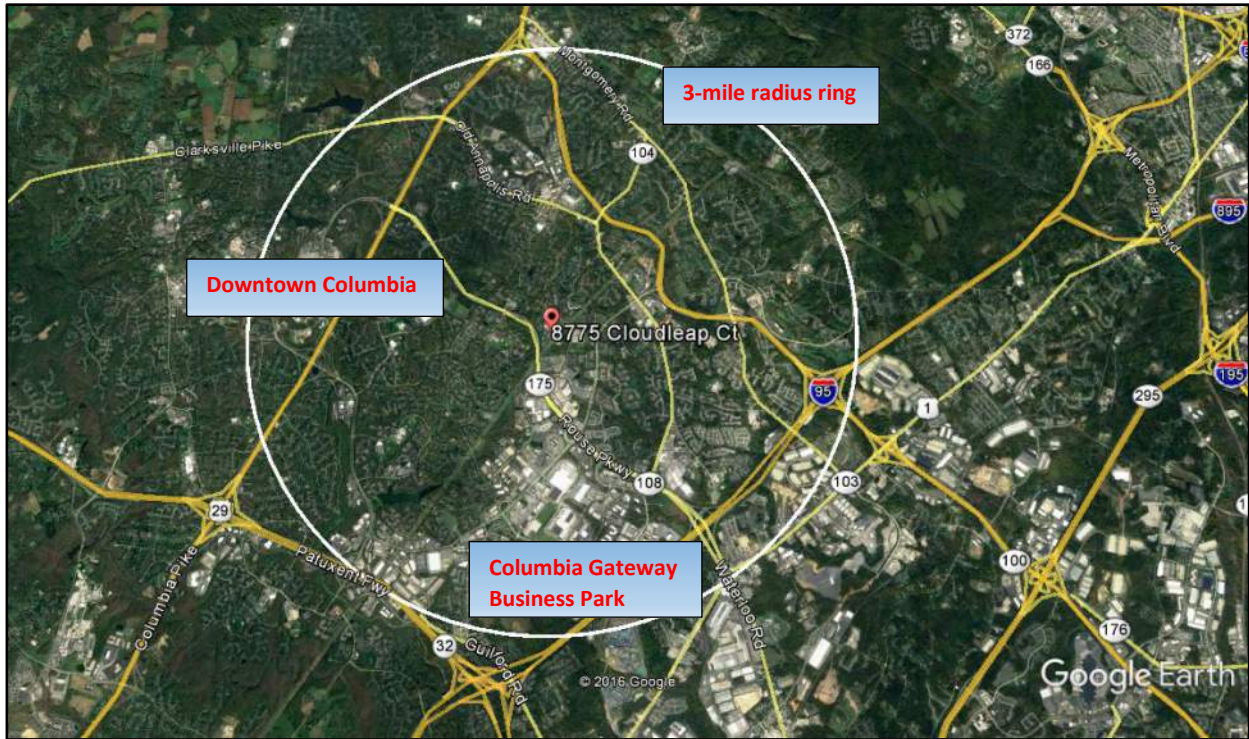
## I. Introduction – Purpose of RFP

Howard County, Maryland (County) invites your response to this Request for Proposals (RFP) for the redevelopment of the Long Reach Village Center (LRVC) in Columbia, MD. A principal goal of this solicitation is to achieve the revitalization objectives called for in the *ReImagine Long Reach Village Center* Proposed Plan (available at <https://www.howardcountymd.gov/planning-zoning/long-reach-rising>). These objectives were developed through extensive public engagement, and are organized under the following categories: *Economic Sustainability, Connectivity, Community Spaces, and Building and Site Design*. On June 20<sup>th</sup>, 2023, County Executive Calvin Ball and County staff briefed the Long Reach Village Board, community, and tenants of the Village Center on the County's intent to issue a Request for Proposal for redevelopment.

In accordance with the County's Urban Renewal Law, the County purchased a total of 7.7 acres in 2014 and 2015 in the LRVC, located at 8775 Cloudleap Court Columbia, Maryland 21045 (the "Property"). *Please see Figure 2: Map of Property*. The County has retained the services of Chartwell Enterprises, a commercial real estate services firm, to help the County evaluate development proposals received in response to this RFP. The County intends to sell the Property in fee simple to the selected developer. The developer is responsible for moving plans through the development approval process. The closing and sale of the Property will occur after the developer completes the required planning and zoning process based on the developer's proposed use and has received approval for its plan and entitlements.



**Figure 1: Road Network (Rt 175, Rt 100, Rt 108, Rt 29, Rt 32 & I-95) in proximity to Property**



Source: Google Earth

The Property is advantageously located within a few miles from a number of arterial roadways and highways that provide access to other parts of the County and region. Both Route 175 (Rouse Parkway) and Snowden River Parkway are intermediate arterial roadways that link to U.S. Route 29 and MD Route 100, respectively. Furthermore, MD Route 32 and I-95 are within a short drive time from the Property providing easy access to Baltimore and Washington D.C., Frederick, Annapolis and points beyond.

Long Reach is one of ten villages in the master-planned community of Columbia, Maryland. The villages were developed beginning in the late 1960s. Each village is comprised of several neighborhoods. Long Reach Village, the largest village, was the fourth village to be developed and welcomed its first residents in 1971. There are four residential neighborhoods in Long Reach: Jeffers Hill, Kendall Ridge, Locust Park and Phelps Luck.

Within each village, a neighborhood serving retail and business center was developed to provide residents a local place to gather and a convenient place to shop. The Long Reach Village Center was established in 1974 and renovated in 1997, with the expansion of the Safeway. In addition to commercial uses, the center was a community focal point with cultural and community focused service providers co-located in the center. The Stonehouse is the headquarters of the



Long Reach Village Association, which provides space for community programming and the Columbia Art Center, both of which are still active and owned by the *Columbia Association (CA)*.

However, in the years leading up to 2014, LRVC began experiencing high vacancy rates and blight. Competition from new shopping centers increased dramatically and the Safeway closed in 2012. In March 2014, the County passed Resolution No. 22-2014, in accordance with the County's Urban Renewal Law, establishing a 19.2-acre Urban Renewal Area and allowing the County to acquire properties for revitalization. The County purchased 7.7 acres of the area consisting of the Village Center, and the area also includes other properties.



The map below identifies the County-owned parcels and additional properties that comprise the Urban Renewal Area.

**Figure 2: Map of Property and Urban Renewal Area with Identified Owners**



Source: Howard County Department of Planning and Zoning

Following the 7.7 acres purchase, the County began developing a plan for the 19.2 –acre Urban Renewal Area. The proposed *Reimagine Long Reach Center Plan* encompasses the LRVC and the surrounding 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.

The County held a series of five community meetings throughout 2015 to engage the community and lay the foundation to reimagine and revitalize LRVC. The Plan identifies the revitalization objectives for the LRVC and includes: *economic sustainability, connectivity, community spaces and building and site design.*



The following link provides access to the ReImagine Long Reach Village Center website:

<https://www.howardcountymd.gov/planning-zoning/long-reach-rising>

The website features:

- The proposed *ReImagine Long Reach Village Center Plan* (2016)
- A flow chart illustrating the multi-step process the County has developed toward a preferred proposal for revitalization
- Video recordings of the five community meetings held in 2015
- Market and use studies completed for the Property and Urban Renewal Area, including a Needs Assessment for Arts Facilities (2015) a Housing Opportunity Assessment (2015), and the *Columbia Market Study* (2014)
- The *Long Reach Village Center Master Plan* (2012), also known as the Village Center Community Plan (VCCP).

In 2017, the County identified a developer for the Property through a competitive bid; however, the project did not move forward. The County subsequently focused its efforts on a short-term renovation and long-term renewal for the Property. The goal was to create “*A Vibrant Village Center For Today*” through a stabilization plan of maintenance, repairs, beautification and placemaking. The County completed renovations at the Property and leased the retail and office spaces with a mix of offerings for the community.

Long term renewal objectives in the stabilization and revitalization of the Property are to provide services and cultural and art offerings to the community. Current tenants in the Village Center include a Head Start Program, Pre-K, and before-and-after-school care program through the Community Action Council (CAC). The County executed a Use Agreement with the CAC which extends to December 2036. These uses are important offerings to the community, attracting visitors and patrons to the Property. Parties interested in purchasing the Property shall consider these existing users in their redevelopment plan. The County achieved its efforts toward a short-term invigoration and is now focused on the long-term renewal for the Property.

The next step in the County’s process is to request redevelopment proposals for the Property from developers. This RFP requests narrative and visual representation of development proposals. Proposals must describe how development will integrate with surrounding properties and encourage and ensure revitalization for the entire Urban Renewal Area.

The County will review proposals according to a competitive process and present the preferred proposal to County Council for approval as part of the Urban Renewal Project.



Following the County Council's approval of the urban renewal plan and the Council's passage of a Resolution authorizing sale, the County will finalize a Purchase and Sale Agreement (P&SA) to sell the Property to the selected developer in fee simple.

Final transfer of the property will occur upon approval of the Major or Minor Village Center Redevelopment Plan\*.

\*The County anticipates that redevelopment proposals will trigger this requirement, though it is possible that one may not. Please review the requirements of [Howard County Zoning Regulation 125.0.J and K](#) for additional details.





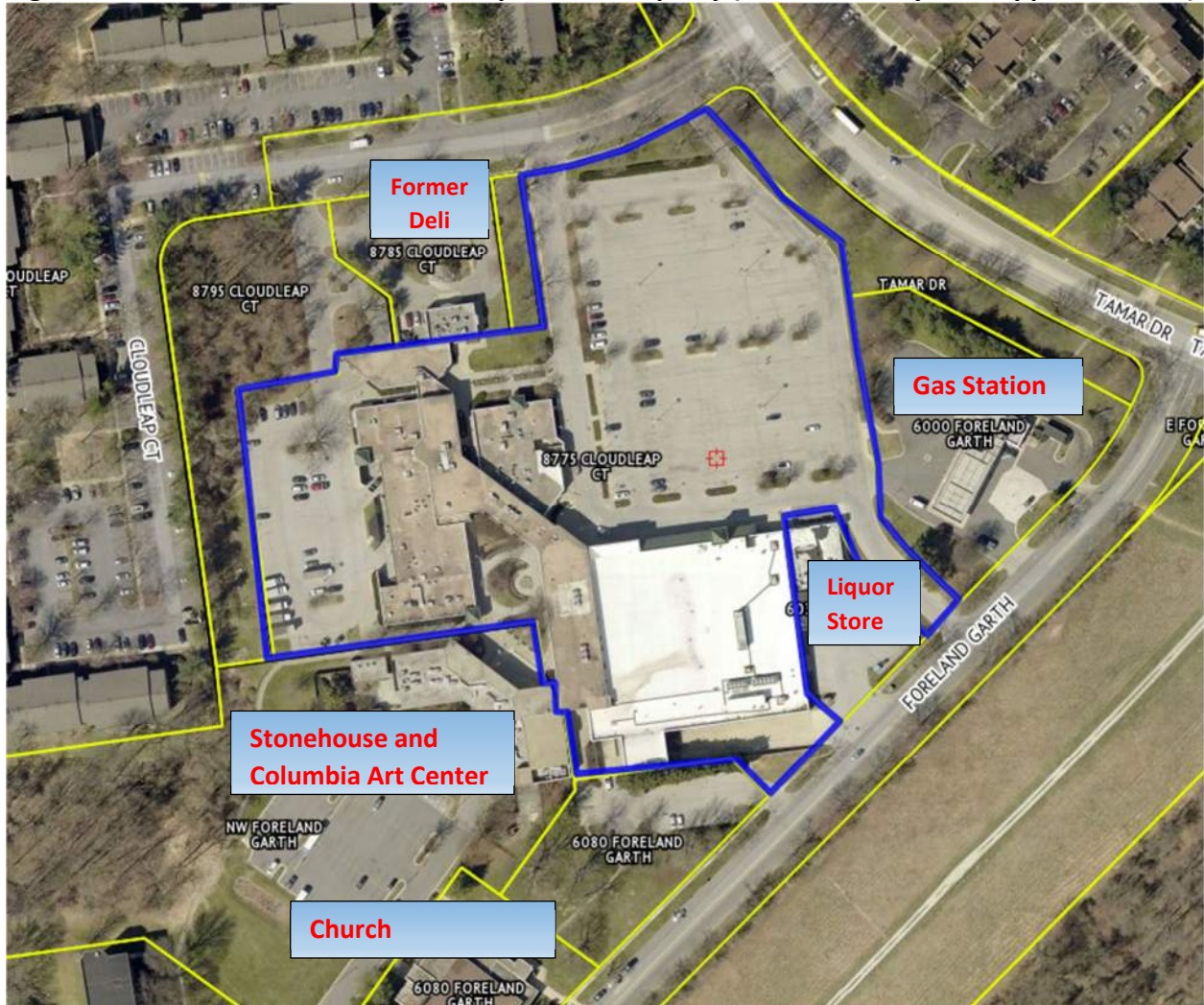
## **II. Property Description**

The County-owned Property for redevelopment and sale contains two condominium units that together comprise 7.711 acres in the Long Reach Village Center. The Property is currently improved with an approximate 106,000 SF building and surface parking area for approximately 350 vehicles. The existing building includes in-line retail, offices, and approximately 53,000 SF of former grocery space. Short-term leases are in place for a majority of the in-line retail, office space and anchor space. Currently, there is a long-term use agreement as described on the previous page with the CAC of Howard County to operate a Head Start facility on site.

The Property is adjacent to three retail/commercial parcels, which include a former deli, operating liquor store, and gas station; all three of these parcels are independently and privately owned. The anchor building is physically connected to the adjacent liquor store. The CA owned Columbia Art Center is also adjacent to the Property; as well as Stonehouse, which is operated by the Long Reach Village Association.



**Figure 3: Aerial View of 8775 Cloudleap Ct, the Property (blue boundary is an approximation)**



Source: Howard County Department of Planning and Zoning; Pictometry International.

The following table provides general information on the Property:

**Table 1: Property Information**

<b>Address</b>	8775 Cloudleap Court Columbia, MD 21045
<b>Tax Map</b>	Map 36, Parcel 6, Lot UN 2 Map 36, Parcel 6, Lot UN 1
<b>Deeds</b>	Liber 15841, Folio 184 Liber 16036, Folio 227
<b>Total Size</b>	Approximately 7.711 acres
<b>Zoning</b>	New Town (NT)
<b>FDP</b>	106-A



The following table provides a list of the properties in the Urban Renewal Area:

**Table 2: Properties in the Urban Renewal Area – Long Reach Village**

<b>Property</b>	<b>Owner</b>	<b>Acres</b>	<b>Address</b>
Long Reach Village Center – Subject Property	Howard County, MD	7.71	8775 Cloudleap Ct
Stonehouse Long Reach Community Center	Columbia Association, Inc.	5.16	8775 Cloudleap Ct #7
Washington-Ghanaian SDA Church	Chesapeake Conference Association of Seventh Day Adventists	1.77	6080 Foreland Garth
Frontage Land	Columbia Association, Inc.	0.69	Along Tamar Drive
Exxon Station (Gas Station) – Retail Pad	Gulzar LLC	1.40	6000 Foreland Garth
Former Deli Town (Deli) – Retail Pad	Cloudleap LLC	0.62	8785 Cloudleap Ct
Richburn Liquors (Liquor Store) – Retail Pad	Ko Sang Ki & Ko Yong Bok	0.47	6030 Foreland Garth
LRVC Business Trustation (HHC)	Howard Hughes Corp.	1.39	Undeveloped
<b>Total Urban Renewal Area</b>		<b>19.21</b>	

The Urban Renewal Area is surrounded on three sides by multi-family residential including: Timbers at Long Reach (1, 2 and 3-bedroom apartments); Longwood Apartments (1 and 2-bedroom apartments); Shalom Square (senior affordable housing) and Sierra Woods (1 and 2-bedroom apartments and 3 and 4-bedroom townhomes). Housing types consist of mid-rise apartments, garden style apartments, single-story units and townhomes. Long Reach High School is less than ½ mile from the LRVC.



**Figure 4: Aerial View of Property and surrounding area (blue boundary is an approximation)**



*Source: Howard County Department of Planning and Zoning; Pictometry International*

Within three miles of the Property are several shopping and retail power centers including: Dobbin Center (Walmart) off Dobbin Road and Route 175; Columbia Crossing (Target, Nordstrom Rack, Dick's Sporting Goods, etc.) off Route 175; Dobbin Road and Snowden River Parkway; Snowden Square (Home Depot and Home Goods, etc.) off Snowden Parkway and Robert Fulton Drive; and Gateway Overlook (Lowe's, Costco, Best Buy, etc.) a 562,000 SF power center off Route 175 and Route 108.



### III. Market Overview

Howard County is a thriving and growing county strategically located between Baltimore and Washington D.C., two of the nation’s largest metropolitan areas. The County has a population of approximately 332,000 residents and continues to grow annually primarily due to its vibrant and diverse employment base, highly-rated public school system, strategic location, and high-quality of life. The County is at the center of the growing cyber security industry due to its proximity to Fort George Meade, U.S. Cyber Command, and National Security Agency (NSA). Furthermore, the County has a diverse employment base with major employers such as Johns Hopkins University Applied Physics Laboratory (APL), Lorien Health Systems, Howard Community College, Verizon, Leidos, Coastal Sunbelt Produce, Howard County General Hospital and others.

The Long Reach Village Center is located in the northeast portion of Columbia. Columbia is consistently ranked by the media and publications as one of the best places to live in the United States and in 2022 Money Magazine named Columbia as the #6 ranked Best Place to Live in the U.S. Columbia offers highly rated schools, a thriving local and diverse economy and plentiful recreational and retail opportunities.

More than 17,000 people live in the Village of Long Reach, comprising approximately 6,100 households. The following table provides a snapshot of the demographics of the surrounding area of the Property, as compared to the State of Maryland and the United States:

**Table 3: High-level snapshot of demographics surrounding the Property**

Demographic	1-Mile Radius of Property	3-Mile Radius of Property	5-Mile Radius of Property	State of MD	United States
<b>Total Population</b>	15,548	101,565	211,052	6,237,662	335,707,897
<b>Median Age</b>	37.9	37.8	39.1	39.6	38.9
<b>Median Household Income</b>	\$108,354	\$115,887	\$119,663	\$93,568	\$72,414
<b>Median Home Value</b>	\$397,292	\$406,583	\$458,933	\$371,966	\$283,272
<b>% with Graduate / Professional Degree</b>	31.1%	30.8%	31.5%	19.9%	13.4%
<b>Total Businesses</b>	572	5,424	9,963	231,234	12,609,070
<b>Total Employees</b>	8,135	73,231	159,611	2,781,337	151,363,907

Source: 2022 Esri Business Analyst Online (BAO)

The median household income and the percentage of the population with Graduate / Professional Degree or higher, in and around the Property, is considerably higher than the population as a whole in Maryland and the United States. The demographics surrounding the



Property offer strong fundamentals for investors and/or developers as they evaluate and identify the appropriate mix of uses in redeveloping the Property.

The Property is well-positioned within a robust market in Howard County for redevelopment and revitalization. The surrounding area and region present opportunities for a developer to deliver a redevelopment proposal that takes advantage of the center's location and demographics, repositions the Village Center in the market, and continues to serve as a focal point for the community and Long Reach Village.



#### IV. Zoning and Regulatory Overview

The Property is located in the New Town (NT) Zoning District, a zone solely utilized in Columbia that comprises more than 14,000 acres and is outlined in Section 125.0 of the Howard County's Zoning Regulations. The link below provides access to the Zoning Regulation:

[https://www2.municode.com/library/md/howard\\_county/codes/zoning?nodeId=HOWARD\\_CO\\_ZONING\\_REGULATIONS\\_S125.0NTNETODI](https://www2.municode.com/library/md/howard_county/codes/zoning?nodeId=HOWARD_CO_ZONING_REGULATIONS_S125.0NTNETODI)

1. As stated in the definition section of the County's zoning regulations (section 103), a Village Center is designed to be a community focal point and gathering place for the surrounding village neighborhoods by including the following items: An outdoor, public, village green, plaza or square, which has both hardscape and soft scape elements. This public space shall be designed to function as an accessible, primarily pedestrian-oriented promenade connecting the various village center buildings and shall include public seating features;
2. Stores, shops, offices or other commercial uses which provide opportunities to fulfill the day-to-day needs of the village residents, such as food stores, specialty stores, service agencies, financial institutions, personal services, medical services, and restaurants;
3. Space for community uses and/or institutional uses; and
4. Residential uses, to the extent appropriate to support and enhance, but not overwhelm, other uses in the village center.

The Village Center Redevelopment Process must be followed if the selected developer proposes changes to the current land use and development standards, including the addition of housing. This process contains three major steps with a series of actions at each step: 1.) Village Center Community Planning Process, 2.) Zoning Board Process to Amend Preliminary Development Plan (PDP) and 3.) Land Development Review Process. The proposed ReImagine Village Center plan further describes the Village Center Redevelopment Process.

Developed in the 1970s, the Long Reach Village Center was built prior to current stormwater management regulations set forth by the Maryland Department of the Environment (MDE) and current Howard County Code. Redevelopment of the property will be subject to current applicable regulations.



## **V. Sustainable Community Designation**

The State of Maryland, Department of Housing and Community Development has designated the Long Reach area as a Maryland Sustainable Community. This designation opens up possibilities for grants and resources to increase the economic vitality and livability of the Long Reach Village Center and surrounding area. These grants and resources include Neighborhood BusinessWorks, Community Legacy, and the Strategic Demolition Fund. The designation also enhances competitiveness for state programs such as Maryland Bikeways.

“Sustainable Communities” emphasizes public/private investments and partnerships to support community growth, revitalization and reinvestment in older communities. This includes fostering a healthy local economy, green infrastructure, mix of land uses, sustainable housing, walkability and recreational opportunities.

The Sustainable Community Designation is renewed every five years, with Long Reach being recertified in 2022 in coordination with a workgroup that included representatives from County agencies, Howard County Economic Development Authority, Howard County Housing Commission, Columbia Association, Columbia Art Center, Long Reach Village Board members, and area business owners. Integral to this renewal process is the development of the Sustainable Community Action Plan which identifies the initiatives and projects that are ideal for the revitalization within the Long Reach community over the next five years, including strategies for the Village Center.

For more about Sustainable Communities in Howard County, please visit:

<http://www.howardcountymd.gov/sustainable-communities>

<https://www.howardcountymd.gov/planning-zoning/sustainable-communities> .





## VI. RFP Process

The County will evaluate RFP responses and select a development plan that revitalizes the Property and ensures the entire Urban Renewal Area benefits from revitalization. Key drivers in the selection process include the following weighted criteria, which should be addressed in detail in the RFP response:

1. A development plan (land use, densities, design concept, and conceptual site plan) that benefits the community and achieves the goal of redeveloping the Village Center using the ReImagine Plan's objectives of economic sustainability, connectivity, community spaces, and site and building design, and in accordance with the Urban Renewal law 13.1102(f)  
[https://library.municode.com/md/howard\\_county/codes/code\\_of\\_ordinances?nodeId=HOCOCO\\_TIT13HOCODE\\_SUBTITLE\\_11URRE\\_S13.1102DE](https://library.municode.com/md/howard_county/codes/code_of_ordinances?nodeId=HOCOCO_TIT13HOCODE_SUBTITLE_11URRE_S13.1102DE). The development plan shall provide a detailed description, concept, and conceptual site plan depicting proposed development. The plan should also describe how the developer will integrate other properties within the Urban Renewal Area in revitalization. The plan should describe whether or not the plan conforms to existing New Town Zoning requirements, and whether or not the Village Center Redevelopment process would be required to implement the plan. (30%)
2. As described in Section I of the RFP, CAC currently holds a long-term Use Agreement to operate a Head Start program from the Village Center. Respondent shall indicate whether or not they plan to provide for physical space for continuation of the Head Start program inclusive to their proposed plan. Inclusion of the Head Start program is preferred, but not mandatory. Offers that include the Head Start Program will be evaluated more favorably. (5%)
3. An experienced and integrated development team capable of delivering a successful and sustainable development on this Property. (20%)
4. A deliberate process and timeline to achieve the development of the Property, as proposed. (15%)
5. A value proposition that includes a competitive market price for the Property. (20%)
6. Financial capacity to close and redevelop the Property. (10%)

Following an evaluation of responses, the County will short-list submittals that best meet the RFP requirements. The County will invite a short-list of respondents to present their proposals to an evaluation committee. The preferred proposal will be presented to the County Council as the final Urban Renewal Project. Following Council approval of the Urban Renewal Project and passage of a Resolution to Sell the Property, the County will finalize a Purchase and Sale Agreement (P&SA) to sell the Property to the selected developer in fee simple. The Urban



Renewal Project for the sale, redevelopment, and revitalization of the Property will consist of: 1.) the winning proposal, as revised and agreed to by the County and the developer, 2.) the County's ReImagine Plan, and 3.) any other documents that the parties decide to incorporate.

Final transfer of the property will occur upon approval of the Major or Minor Village Center Redevelopment Process.\*

\*The County anticipates that redevelopment proposals will trigger this requirement, though it is possible that one may not. Please review the requirements of [Howard County Zoning Regulation 125.0.J and K](#) for additional details.



## VII. Timeline

A formal question and answer period regarding the RFP and redevelopment of the Property and Urban Renewal Area will begin upon release of this RFP and close at 4 p.m. EST on November 2, 2023. Questions should be submitted electronically, concurrently to Patti Restrepo of Chartwell Enterprises at [patricia.restrepo@chartwellenterprises.com](mailto:patricia.restrepo@chartwellenterprises.com) and to the County at [longreach@howardcountymd.gov](mailto:longreach@howardcountymd.gov). Responses to questions will be posted on the County website at <https://www.howardcountymd.gov/planning-zoning/long-reach-rising>

Tours of the Property are available by appointment. Please send tour requests to Chartwell Enterprises at [patricia.restrepo@chartwellenterprises.com](mailto:patricia.restrepo@chartwellenterprises.com).

Responses to the RFP are due January 10, 2024 by 11:59 p.m. EST. The County anticipates having a developer and preferred proposal identified in spring of 2024. The development plan will be presented to County Council for review and approval in the summer of 2024. The County and selected developer will finalize a Purchase and Sale Agreement following County Council approval of the Urban Renewal Project and passage of a Resolution to sell the property.

Final transfer of the property will occur upon approval of the Major or Minor Village Center Redevelopment Process.\*

\*The County anticipates that redevelopment proposals will trigger this requirement, though it is possible that one may not. Please review the requirements of [Howard County Zoning Regulation 125.0.J and K](#) for additional details.



## VIII. Required Submission Information

The County requests a technical and price proposal as two separate documents. The technical proposal shall **not** contain any price information. A complete response is limited to no more than 25 pages.

### a. Technical Proposal Requirement:

1. Provide a narrative and visual representation of your development plan (i.e., conceptual site plan and design concept) for the Property and how it meets the County's requirements and objectives for development as outlined under the categories of economic sustainability, connectivity, community spaces, and site and building design. These are more fully described in the ReImagine Long Reach Village Center Plan (2016). Describe whether or not the plan conforms to New Town Zoning requirements, and whether or not the Village Center Redevelopment process would be required.
2. Provide a narrative of how the CAC and its long-term Use Agreement will be incorporated into your development plan, if applicable.
3. Provide a narrative and visual representation of your development proposal and describe how it is integrated with the surrounding properties in the Urban Renewal Area. Describe how your proposal encourages and ensures revitalization for the entire Urban Renewal Area.
4. Provide an overview of your team/firm(s), including team members, expertise, and roles in the redevelopment of the Property. Identify a lead point-of-contact for your team for the overall development of the Property. If you are proposing various uses for the Property, provide the point-of-contact for each of the uses.
5. Provide examples of developments completed by your team/firm that are similar in use, mix, and size to the development you are proposing for the Property. Provide at a minimum the type of development/uses, location, development value, completion dates, and current status.
6. Provide a timeline for developing the Property following its purchase, including all planning and development requirements.
7. Provide a summary statement that synthesizes your team's proposed development concept (use(s), density and design) and approach and demonstrates that your proposal meets the criteria specified by the County. If your team plans to acquire and/or partner to redevelop adjoining parcels to the Property, as part of a total development, include the intended use for the other parcel(s) and development plans. Indicate how the entire development plan is integrated and meets the goals of the community and County.



**b. Price Proposal Requirement:**

1. Provide your offer for the fee simple purchase of the Property. The County will require a non-refundable deposit of 5% of the purchase price within five (5) business days following the execution of the Purchase and Sale Agreement. The deposit will be credited toward the purchase price at closing.
2. Provide the proposed funding structure and source(s) and use(s) of funds to demonstrate an ability to purchase and redevelop the Property. Provide bank and/or investor commitment letters.

**c. Submission Instructions:**

Responses must be provided in two separate and clearly marked files: a Technical Proposal and a Price Proposal. **Submissions must be received no later than 11:59 p.m. EST on January 10, 2024.** Do not include price information in the technical proposal.

Submissions should be made electronically, via email concurrently to the following email addresses:

Howard County Government: [longreach@howardcountymd.gov](mailto:longreach@howardcountymd.gov)

Chartwell Enterprises: [patricia.restrepo@chartwellenterprises.com](mailto:patricia.restrepo@chartwellenterprises.com)



## **IX. Miscellaneous**

This document is not an offer to enter into an agreement with any party. No agreements or understandings between Howard County and the selected developer shall be binding until after Howard County has authorized binding documents that will be executed by all appropriate parties. Howard County reserves the right to reject any and all proposals at any time in its sole discretion and to waive what it determines to be any immaterial defect and irregularity in proposals.

Howard County will not reimburse any party for costs incurred in responding to the RFP, including the development of architectural or planning documents or drawings. Howard County will also not pay any commissions to brokers representing development teams.

The information in the RFP is deemed to be accurate; however, it is the responsibility of the respondent to confirm all relevant information and facts provided in the RFP.