

Amended Amendment 22 to Council Bill 58-2009 (as amended)

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and at the request of the County Executive

Legislative Day No. 2  
Date: February 1, 2010

Amended Amendment No. 22

(This amendment establishes a Transportation Demand Management Plan in the General Plan and removes all references to the Transportation Management Association in both the Transit and Collaboration sections of the plan.)

In the attachment, on page 18, strike the first paragraph that begins “As discussed in detail”.

In the attachment, on pages 21 through 23, strike the Section entitled, “2.4 TRANSIT”, in its entirety, and substitute the following:

“2.4 TRANSIT | “Improve and expand transit service, reinforcing downtown as the central hub for the local bus system, adding a downtown circulator shuttle and setting the stage for the possibility of future bus rapid transit and rail mass transit.” —Downtown Columbia: A Community Vision

In order to reduce reliance on single-occupant vehicles as the predominant mode of transportation to and within Downtown Columbia, one of the key components of this Plan is to develop and implement alternative options for people to move around as well as to and from downtown. This will be one of the primary responsibilities of the Downtown Columbia Partnership.

TRANSPORTATION DEMAND MANAGEMENT PLAN (TDMP)

This Plan recommends that the County develop development and implementation of a Transportation Demand Management Plan (TDMP) which may be coordinated in conjunction with the Downtown Columbia Partnership, and

1 Howard County. In addition, cooperation among General Growth Properties,  
2 Howard Community College, Howard County General Hospital, Howard County,  
3 the Columbia Association, as well as and other employers in Downtown  
4 Columbia. is envisioned in both the development and implementation of the  
5 TDMP. It is envisioned that all of these parties will be engaged in implementation  
6 of the TDMP. As redevelopment progresses, the TDMP may be revised over  
7 time to reflect changing conditions.

8  
9 The TDMP should include recommendations for programs aimed at increasing  
10 the use of transit, walking, bicycling and ride-sharing for both commute and non-  
11 commute trips. In developing these recommendations, the TDMP should  
12 consider both the short and long term transportation initiatives discussed in the  
13 remainder of this section. In addition, this TDMP could include such things as:  
14 (1) installation of physical facilities such as bike racks and way finding signage,  
15 information kiosks, bus stops and the new transit center; (2) services including  
16 promotion of flexible work hours, promotion of transit benefits programs,  
17 promotion of the use of ZIP cars, distribution of ridesharing and transit  
18 information, formation and maintenance of a ride matching database,  
19 development of websites, etc; and (3) parking management programs such as  
20 reserved carpool/vanpool parking, parking information systems and reduced  
21 parking ratios.

22  
23 To maximize the effectiveness of the TDMP, it should be developed and  
24 implemented as early in the Downtown Columbia revitalization and  
25 redevelopment process as possible.

## 26 27 HIERARCHY OF SERVICES

28 This Plan also seeks to provide a hierarchy of new and improved transit facilities  
29 and services that would reduce auto use, improve mobility for people of all ages  
30 and physical abilities and support a more pedestrian-friendly and walkable

1 environment. This hierarchy of services would help facilitate short, medium and  
2 long distance trips within Downtown Columbia, and connect Downtown Columbia  
3 with other parts of Columbia, and Howard County, and to Washington, Baltimore  
4 and the region. These services could in will the future converge at a new transit  
5 center where passengers could transfer between lines in a comfortable, attractive  
6 and interesting environment. This Plan therefore recommends that a suitable site  
7 be provided within the downtown area for a new transit center, and that the  
8 TDMP address the coordination of these various levels of service.

#### 9 10 BICYCLE ROUTES BICYCLE AND PEDESTRIAN ROUTES

11 Bicycle Routes may be incorporated into roadways, as part of a shared  
12 pedestrian pathway system, or as dedicated bikeways. As indicated in this Plan,  
13 new downtown infrastructure and bicycle routes will be developed by GGP and  
14 other developers as a part of their infrastructure frontage improvements. See  
15 Section 4.2 for a full discussion of bicycle improvement phasing, and Exhibit I for  
16 the proposed circulation plan.

17  
18 As an integral component of the new Downtown-wide Design Guidelines, design  
19 standards will be prepared for sidewalks, bicycle lanes and multi-use pathways.  
20 While sidewalks and bicycle lanes will be part of the design for “complete streets”  
21 and the urban core of Downtown, multi-use pathways typically used by  
22 pedestrians, joggers, skaters and bicyclists as two-way facilities will extend to  
23 outlying areas. These pathways will offer an aesthetic experience that attracts  
24 cyclists and pedestrians while also connecting land-uses, such as businesses,  
25 shopping, downtown, schools, recreational facilities and other community  
26 destinations to allow for alternate commuting and transportation modes.

27  
28 These multi-use pathways will strive to be separated from traffic and roadways  
29 by locating them within existing recreational pathway alignments through  
30 Columbia’s open space, and on existing County road Rights of Way adjacent to a  
31 roadway. Where they are adjacent to roadways, there should be a minimum five  
32 foot or greater planting buffer, bio-swale or other physical barrier separating the  
33 path and edge of roadway.

1 Multi-use paths which are intended for two-way use by commuters and  
2 recreationists will be designed and built to a standard that accommodates the  
3 various users with minimal conflicts. The standard width of these paths will be  
4 ten feet with a two foot clear distance on both sides for safe operation.

5  
6 Decorative light poles scaled appropriately for pedestrian usage will be placed  
7 along the path alignments to heighten visibility and safety of users. Shoulders  
8 will be widened at regular intervals for placement of benches and trash cans for  
9 user convenience and enhanced landscaping as well as enhanced landscaping  
10 and clearing of undergrowth on existing pathways to increase visibility to housing  
11 and businesses.

12  
13 Bicycle parking facilities should be provided at both the trip origin and trip  
14 destination locations and at intermediate facilities and points of recreational  
15 interest. Providing bicycle parking facilities is an essential element in an overall  
16 effort to promote bicycling and path usage.

17  
18 As its initial pilot pathway program and after completion of the new Downtown-  
19 wide Design Guidelines, GGP will complete the first multi-use pathway from  
20 Blandair Park on Columbia's east side, through Oakland Mills Village Center,  
21 linking Downtown Columbia, Symphony Woods and Howard Community College  
22 and Howard County General Hospital on Columbia's west side. Inclusive in this  
23 program may be a renovation of the existing Route 29 bridge to include new  
24 decorative guard rails allowing clear sightlines to vehicular traffic, resurfacing of  
25 the surfaces, enhanced and decorative lighting, potential video security and other  
26 enhancements to assure greater aesthetics and security of path users.

#### 27 28 DOWNTOWN COLUMBIA CIRCULATOR SHUTTLE BUS SERVICE

29 A key component of this Plan is to ensure that a circulator system serving  
30 Downtown Columbia is developed and maintained as recommended by the  
31 shuttle feasibility study discussed in CEPPA No.5. Shuttle bus service will  
32 reduce Downtown Columbia traffic as residents, employees and visitors "park  
33 once," then walk or take the shuttle to other destinations in Downtown Columbia.  
34 Frequent and attractive shuttle service could be provided along a double loop  
35 route. This service will provide easy access to all parts of Downtown Columbia.

1 Shuttle stops will be co-located at Howard Transit stops and at parking garages  
2 to facilitate easy transfer. The shuttle may also include a route that provides  
3 service to Howard Community College and Howard County General Hospital.  
4

#### 5 HOWARD TRANSIT IMPROVEMENTS

6 Future improvements by Howard County to existing Howard Transit service might  
7 include new bus routes, higher frequency of service and improved stops and  
8 service information. ~~A new and improved centrally located transit hub could~~  
9 ~~include sheltered waiting areas.~~ The new transit center could include sheltered  
10 waiting areas, bicycle parking facilities, transit information booth, real-time  
11 service information, adjacent cafes and convenience stores. Future  
12 enhancements may be made to the connections between Downtown Columbia  
13 and the Village Centers, Gateway, Fort Meade, and other areas outside of  
14 Downtown Columbia.  
15

16 The downtown transit hub center should be appropriately located within  
17 Downtown Columbia, and preferably within a five-to-ten minute walk from each of  
18 the downtown neighborhoods. The center will form a key transfer point between  
19 a range of services, including the Downtown Columbia circulator shuttle, Howard  
20 Transit lines , existing commuter bus service and potential future regional bus  
21 lines transit.  
22

#### 23 LONG TERM REGIONAL IMPROVEMENTS

24 As recognized by *General Plan 2000*, transit service requires significant public  
25 sector subsidies. To achieve even modest shifts from autos to transit requires a  
26 serious commitment of capital and operating funds from local and state  
27 governments.  
28

29 In this regard, Columbia is not presently a strong market for potential rapid transit  
30 extensions due to its low density and dispersed single-land uses. However, the

1 development recommended by this Plan and the anticipated private investment  
2 in Downtown Columbia would provide a strong incentive to the State and County  
3 to improve existing regional bus transit service and to implement new services  
4 due to the following:

- 5
- 6 • Mixed uses (providing strong passenger demand throughout the day in  
7 both directions)
- 8 • Higher density (providing many more people — jobs and residents — within  
9 walking-intensity (providing many more people – employees and residents  
10 – within walking distance)
- 11 • Integrated local transit (Howard Transit and Downtown Columbia  
12 Circulator Shuttle)
- 13 • A relocated and enhanced transit hub-center
- 14

15 By recommending additional development downtown and through the  
16 implementation of the recommended TDMP, Downtown Columbia Circulator  
17 Shuttle, improved pedestrian and bicycle linkages and new transit center, this  
18 Plan supports new and improved regional transit links to Columbia, including  
19 regional bus transit (RBT)/commuter bus; bus rapid transit (BRT); light rail transit  
20 (LRT); and extension of the Metro Yellow Line- Baltimore and Washington Metro  
21 systems. Future development in Downtown Columbia would support transit  
22 directly through the new Downtown Columbia Partnership (discussed later in this  
23 Plan) and the new transit center, new bus shelters, downtown shuttle funding and  
24 improved pedestrian and bicycle connections to Downtown Columbia and transit  
25 facilities.”.

26

27 In the attachment, on page 24:

- 28 1. In the second full paragraph that begins “Additionally”, in the second sentence,  
29 strike both references to “bus”; and
- 30 2. In the third full paragraph that begins “As each parking”, in the first sentence,  
31 after “constructed,” strike “GGP and other developers along with the

1 Transportation Management Association will review and analyze” and substitute  
2 “consideration should be given to” .  
3

4 In the attachment, on page 33, in the fourth full paragraph that begins “This Plan recommends”,  
5 in the first sentence strike “to be relocated to” and substitute “be located in”.  
6

7 In the attachment, on page 48:

- 8 1. In the last sentence of the third paragraph after “Section 4.3”, strike “and  
9 Transportation Management Association”;
- 10 2. In the last paragraph that begins “As noted above,” in the second sentence, after  
11 “study” insert “is recommended to be undertaken by the County” and strike the  
12 rest of the sentence; and
- 13 3. In last paragraph that begins “As noted above,” in the last sentence, put a period  
14 after “strategies” and delete the rest of the sentence that continues onto page 49.  
15

16 On pages 50 and 51, strike the Section entitled, “5.2 COLLABORATION”, in its  
17 entirety, and substitute the following:

18 **“5.2 COLLABORATION | “Encourage a partnership in planning and implementation,**  
19 *realizing that many of the recommended strategies will depend on collaboration among*  
20 *the County, private property owners, residents, business owners and community*  
21 *organizations.”*

22 —Downtown Columbia: A Community Vision  
23

24 This Plan proposes the establishment of a private non-profit the Downtown Columbia  
25 Partnership (DCP) organization (DCP), an independent nonprofit organization, to carry  
26 out important services and community functions in Downtown Columbia. The mission of  
27 the Downtown Partnership will be to promote include economic development in  
28 Downtown Columbia, supporting transportation initiatives as described in Section 2.2  
29 Section 2.4 and in the feasibility study of the Downtown Columbia Circulator Shuttle.,  
30 market and promote Downtown Columbia and its businesses, promote public safety;  
31 educate and provide security patrols; implement downtown beautification and  
32 maintenance projects, cultural arts programs, sustainability programs; and to coordinate  
33 the programming of public spaces in Downtown Columbia. Its mission will also include  
34 marketing and promoting Downtown Columbia and its businesses; promoting public  
35 safety and providing security patrols; implementing downtown beautification and

1 maintenance projects; initiating and sponsoring cultural arts programs and sustainability  
2 programs; and coordinating with the Columbia Association for programming public  
3 spaces.

4  
5 It is envisioned the Downtown Columbia Partnership would be organized as a Section  
6 501(c)(3) an independent nonprofit corporation organization. The Downtown  
7 Columbia Partnership would be managed by a Board of Directors that could be  
8 comprised of representatives of the County, General Growth Properties, the Columbia  
9 Association and other representatives of businesses and individuals living within  
10 Columbia. The Downtown Partnership would be established prior to issuance of the first  
11 building permit under this Plan.

12  
13 Each owner of property developed with new commercial uses pursuant to the Downtown  
14 Revitalization Zoning Regulations shall participate as a member in the Downtown  
15 Columbia Partnership It is envisioned that the Downtown Columbia Partnership will be  
16 funded in part by an annual per-square-foot charge in an amount of twenty-five cents  
17 (\$0.25) per square foot of Gross Leasable Area to the Downtown Columbia Partnership  
18 assessed on each property developed with new commercial uses pursuant to the  
19 Downtown Revitalization Zoning Regulations.

20  
21 The Downtown Columbia Partnership is one suggested means of addressing many  
22 ongoing matters of importance to Downtown Columbia. A suitable alternative may be  
23 developed as the Plan progresses that will also meet the objectives identified above.”.