

Sustainable Community Action Plan

Long Reach Sustainable Community

Submitted by Howard County

6/3/2016

SUSTAINABLE COMMUNITIES WORKGROUP:

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

KEY OF IMPLEMENTATION PARTNERS:

Throughout the action plan, acronyms are provided for implementation partners where appropriate:

- BGE = Baltimore Gas and Electric Company
- CA = Columbia Association
- DHCD = Howard County Department of Housing and Community Development
- DILP = Howard County Department of Inspections, Licenses and Permits
- DPW = Howard County Department of Public Works
- DPZ = Howard County Department of Planning and Zoning
- DRP = Howard County Department of Recreation and Parks
- HCEDA = Howard County Economic Development Authority
- HCPSS = Howard County Public School System
- LRCA = Long Reach Community Association
- OCS = Office of Community Sustainability
- OoT = Office of Transportation

Environment

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Blandair Park is a major recreational destination with portions in Long Reach. The proposed Long Reach sustainable community area is adjacent to Blandair Park. • CA and Howard County partner to maintain a trail network that connects to the Village Center; portions of the trail network are jointly maintained while others are maintained solely by CA • Within the community open space located near the BGE transmission line, community garden plots are actively used and in high demand • Jackson Pond is a recreational amenity for local residents • Long Reach High School is a top ranked environmental facility. The high school is a member of the Maryland Green Registry with Maryland Department of the Environment, which recognizes the school's environmental best practices. 	<ul style="list-style-type: none"> • Early 1970's village development pre-dates storm water management practices • The LRVC contains a large impervious parking lot with limited landscaped areas • There are not enough garden plots to meet demand, and there is a waiting list for existing plots • Access to local foods is limited in the Village Center, with few food offerings remaining. The community has expressed desire for some type of establishment offering healthy food options. Given the many nearby grocers in a short drive from the Village Center, a traditional grocer is unlikely to be attracted to the Village Center

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Impervious area is reduced at the LRVC</p> <p>Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets</p>	<p>Strategy A: Encourage redevelopment in the Village Center that reduces impervious cover</p> <p>Strategy B: Identify right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management</p> <p>Strategy C: Increase the redevelopment stormwater management captured in order to better manage water quality, demonstrate model sustainable development and provide greater credit toward permit mandates</p> <p>Strategy D: Establish the area as a stormwater educational showcase – much like the Savage Library with innovative treatment techniques and educational signage. Treatment techniques may feature artistic designs.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: OCS, OoT, DPW</p> <p>Strategy C: OCS, DPW</p> <p>Strategy D: Future Village Center Developer, OCS, Columbia Art Center</p>
<p>Outcome 2: Long Reach Village Center is sustainably redeveloped</p> <p>Progress Measures: LEED designation</p>	<p>Strategy A: Follow County Building Codes which LEED green building standards for new publically financed buildings of 10,000 square feet or more and 50,000 square feet or more for privately financed buildings</p> <p>Strategy B: Incorporate high caliber, green building and site design strategies and systems</p>	<p>Strategy A: DILP, Future Village Center Developer</p> <p>Strategy B: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 3: Community open space is enhanced with expanded community garden plots</p> <p>Progress Measures: number of garden plots/registered gardeners</p>	<p>Strategy A: Partner with Columbia Gardeners nonprofit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming</p> <p>Strategy B: Partner with Long Reach High School for high school plots</p> <p>Strategy C: Investigate the potential to create a community storefront tool bank which would allow community members opportunity to rent shovels, hoes, wheelbarrows, and other small garden related tools</p>	<p>Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA</p> <p>Strategy B: Columbia Gardeners, HCPSS, DRP</p> <p>Strategy C: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA</p>
<p>Outcome 4: Outdoor spaces provide opportunities for learning.</p> <p>Progress Measures: number of students, volunteers</p>	<p>Strategy A: Partner with Science Department at Long Reach High School</p>	<p>Strategy A: HCPSS</p>
<p>Outcome 5: Plantings that support pollinator species are encouraged at LRVC.</p> <p>Progress Measures: pollinator plant count</p>	<p>Strategy A: Require an increased percentage of pollinator plantings as part of redevelopment of the LRVC. Often, redevelopment projects feature limited plantings and the majority of those lack good pollinator species. Requiring pollinator plantings would create a more sustainable environment that does its part to support pollinator species.</p> <p>The requirement could be as simple as a requirement for all native plant species throughout the green spaces or as complex as incorporating green roofs that serve a triple purpose for pollinators, stormwater and energy management.</p>	<p>Strategy A: OCS, DPZ, Future Village Center Developer</p>
<p>Outcome 6: Sustainable energy practices are employed at LRVC.</p> <p>Progress Measures: investment in sustainable energy infrastructure</p>	<p>Strategy A: Evaluate the potential to include an energy microgrid as part of the LRVC's redevelopment.</p>	<p>Strategy A: Future Village Center Developer, OCS, HCEDA, BGE</p>
<p>Outcome 7: Access to healthy foods is expanded at LRVC.</p> <p>Progress Measures: availability of grocery staples at LRVC establishments</p>	<p>Strategy A: Work with LRVC establishments (such as the Exxon station) to offer more grocery staples and potentially fresh produce</p>	<p>Strategy A: LRCA, Business Owners</p>

Economy

Strengths

- Village Center is close to major commuting routes (MD 100, MD 175, US 29 and I-95)
- CA's Stonehouse and Columbia Art Center serve as cultural assets
- In designating the Village Center an Urban Renewal Area, Howard County has acknowledged LRVC is in need of revitalization and has put County support behind striving for economic vibrancy
- Market studies have identified opportunities for new/expanded uses in LRVC, including: a shift in use from primary retail to community and institutional uses; an arts theme to complement the Columbia Art Center, potentially to include artist work/sell/exhibit space, studio space, classrooms, and shared production space; and new housing
- Howard County's ownership of the Village Center commercial space provides opportunities for interim use of vacant spaces. For example:
 - Effective May 1, 2016, the Loan Closet of Howard County has relocated to Long Reach Village Center with an expanded service. The Loan Closet provides refurbished equipment and resources for older adults, caregivers, children and adults with disabilities to improve their overall quality of life. The Long Reach operation will offer longer operating hours, increase the number and types of equipment provided and increase the number of community members served.
- Long Reach is proximate to many destinations, for example: Blandair Park, the Mall in Columbia, and Wegmans grocery store. These destinations bring people to the area, which could present opportunities for the LRVC so long as those opportunities are not in direct competition with these destinations.

Weaknesses

- Many competing grocery stores and other commercial businesses are located nearby, in the Snowden River Parkway/Dobbin Road area. Five grocery stores are within a six-minute drive of the LRVC
- LRVC lacks an anchor; previous grocery stores have gone out of business
- LRVC is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility
- Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%.
- The ability of Columbia's traditional Village Center format to respond to current commercial competition and community need is challenged
- Lacking an anchor establishment and with many vacancies, LRVC does not serve as a destination place
- Existing commercial buildings are in need of investment

Economy

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Existing and new businesses at LRVC have opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Initiate a competitive bid process for Village center redevelopment</p> <p>Strategy B: Encourage start-up businesses to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses</p> <p>Strategy C: Encourage the addition of businesses that would create additional draw to the LRVC</p>	<p>Strategy A: DPZ</p> <p>Strategy B: HCEDA, Future Village Center Developer, Business Owners</p> <p>Strategy C: Future Village Center Developer</p>
<p>Outcome 2: The LRVC is activated by interim/temporary uses</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Be open to lease opportunities that could fill vacant spaces at the LRVC in the interim between now and construction of a redevelopment or rehabilitation program.</p>	<p>Strategy A: OCS, HCEDA, DPW, Future Village Center Developer</p>
<p>Outcome 3: Visibility of LRVC's commercial buildings and its community anchor uses (Stonehouse, Columbia Art Center) are improved from Tamar Drive, Cloudleap Court and Foreland Garth to increase customer traffic and support business viability</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Encourage commercial building placement along primary streets with active fronts that define the street edges</p> <p>Strategy B: Collaborate on potential land ownership swaps which advance desired land use arrangements while retaining village center community assets like Stonehouse and Columbia Art Center</p>	<p>Strategy A: DPZ</p> <p>Strategy B: CA, Future Village Center Developer, other Village Center property owners</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 4: Appropriate signage and branding is provided for LRVC</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.</p>	<p>Strategy A: Develop an on-site/off-site directional wayfinding system and branding strategy for the Village Center. As part of development of such system, investigate the potential to include signage on MD 175, Snowden River Parkway and Tamar Drive</p> <p>Strategy B: Consider monument signage for retailers (similar to Wilde Lake Village Center)</p> <p>Strategy C: Wrap signage on RTA buses</p> <p>Strategy D: Add directional mapping in transit shelter(s)</p>	<p>Strategy A: CA, DILP, DPZ, DPW, Future Village Center Developer, Columbia Art Center</p> <p>Strategy B: CA, DILP, DPZ, DPW, Future Village Center Developer</p> <p>Strategy C: OoT</p> <p>Strategy D: OoT</p>

Transportation

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRVC is served by local bus transit with two bus stops • Area trail system (refer back to environment section) • Success of 2015 pilot bike lane project • Village Center is close to major commuting routes (MD 100, MD 175) • Proximity via Tamar Drive and Snowden River Parkway to Statewide and Regional highway system (MD 100, MD 175, I-95, US 29) • Relatively good sidewalk access except Foreland Garth • Howard County is in the process of developing design standards for Complete Streets 	<ul style="list-style-type: none"> • Bus stops do not drop patrons off directly in front of LRVC businesses • Lack of bicycle infrastructure serving site • Connectivity from LRVC to surrounding properties is limited, including connections to Long Reach High School • Bus system experiences lengthy travel times between destinations • Unattractive, large surface parking lots • Wide travel lanes and limited crosswalks across Tamar Drive make crossing to village center dangerous to pedestrians • Subdivisions in Long Reach were laid out for vehicular access and feature many cul-de-sacs

Transportation

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC and schools</p> <p>Progress Measures: facility level of service, inflow trip counts – pedestrian and bike</p>	<p>Strategy A: Provide safe pedestrian/bike network in LRVC consisting of:</p> <ol style="list-style-type: none"> 1. New pedestrian connections with crosswalks, and existing or new internal streets in new alignments 2. Pedestrian/bike facility infrastructure including seating, storage, lighting, wayfinding signage, and crossings 3. Formal pathways to connect to community gardens, high school, and new tennis facility 4. Internal walkways/circulation system connecting buildings within center 5. Secure bike storage to encourage bicycle use without the anxiety of loss or damage <p>Strategy B: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods off of Snowden River Parkway</p>	<p>Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS</p> <p>Strategy B: HCPSS, OoT, DPW</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: The impact of public transit facilities is maximized by locating them to support commercial operations and community uses at the LRVC</p> <p>Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)</p>	<p>Strategy A: Incorporate transit facility infrastructure including shelters, signage, lighting, etc. as part of Village Center redevelopment</p> <p>Strategy B: Monitor the 2016 pilot bike share initiative in Downtown Columbia for potential expansion to LRVC in the future</p> <p>Strategy C: Locate buildings along public right of ways to improve headway time for buses</p>	<p>Strategy A: OoT, Future Village Center Developer</p> <p>Strategy B: OoT, Future Village Center Developer</p> <p>Strategy C: OoT, Future Village Center Developer</p>
<p>Outcome 3: LRVC is accessible, convenient, and comfortable for multi modal users</p> <p>Progress Measures: inflow trip counts – vehicle, pedestrian, bike</p>	<p>Strategy A: Since Tamar Drive is difficult to cross, evaluate a Tamar Drive Restriping Plan for traffic calming and potential bike access – particularly if a redevelopment proposal calls for siting buildings close to Tamar. Precedents include Twin Rivers Road in Wilde Lake</p> <p>Strategy B: Investigate the potential for Tamar Drive and Foreland Garth to be revamped as complete streets. Complete streets are designed for safe, comfortable, and convenient use by people walking, driving, bicycling, or taking public transportation</p> <p>Strategy C: New pathway segments at the LRVC that align or parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping</p>	<p>Strategy A: DPW, OoT</p> <p>Strategy B: DPW, OoT</p> <p>Strategy C: Future Village Center Developer, DPW, Howard County Police Department</p>
<p>Outcome 4: Parking at the LRVC is better located and designed</p> <p>Progress Measures: visual screening of parking by buildings or landscaping, location of parking in redeveloped LRVC</p>	<p>Strategy A: Screen vehicle parking from Tamar Dr, Foreland Garth, and Cloudleap Ct</p> <p>Strategy B: Locate vehicle parking to the side and back of buildings</p> <p>Strategy C: Provide bicycle parking in favorable locations to give preference to bicycles over vehicles</p> <p>Strategy D: Ensure parking is adequately scaled to proposed uses in a redevelopment program</p> <p>Strategy E: Integrate pedestrian pathways with parking design.</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ, OoT</p> <p>Strategy D: Future Village Center Developer, DPZ, OoT</p> <p>Strategy E: Future Village Center Developer, DPZ, OoT</p>

Housing

Strengths	Weaknesses
<ul style="list-style-type: none"> Market studies have indicated there is market support for new housing in the LRVC, both in the for-sale market and the rental market Market consultants have recommended that LRVC could effectively target three submarkets: families, mid-career singles, and empty nesters Columbia's Long Reach housing sub-market continues to experience locational benefits (HCPSS, amenities, employment access) that sustain residential demand Vacancy rates are low across rental communities in Long Reach and surrounding area, indicating strong demand for housing. According to a 2015 market study, the rental community vacancy rate was 2.1 percent in the market area (comprised of the villages of Long Reach, Oakland Mills, and Owen Brown and part of Elkrige and Ellicott City). Vacancy rates at rental communities closest to Long Reach ranged from 0% to 5%. Diversity of current housing inventory As part of the proposed fiscal year 2017 operating budget, Howard County proposes to establish RENEW Howard in the Department of Housing and Community Development for rehabilitation loans to renovate or improve aging housing stock. Howard County has proposed \$2 million to establish the program. This type of program could offer opportunities for aging housing in Long Reach. 	<ul style="list-style-type: none"> Housing stock includes older single-family and multi-family units, which could signal need for reinvestment New housing options are somewhat constrained by planned new housing in Downtown Columbia and the Route 1 corridor. These competing areas may attract empty nesters seeking upscale housing and commuters, respectively Negative perception of apartments and low and subsidized housing impacts on the community

Housing

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 1: Redevelopment of the LRVC may include housing to provide an on-site demand for goods and services</p> <p>Progress Measures: number of units</p>	<p>Strategy A: As part of initiating a competitive bid process to redevelop the LRVC, be open to receiving proposals that include a mix of housing, retail, and other uses. Redevelopment could include vertical or horizontal mix of uses.</p> <p>Strategy B: Any redevelopment plan that includes housing should take into account the current area housing inventory</p>	<p>Strategy A: DPZ, Future Village Center Developer</p>

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
<p>Outcome 2: Property maintenance and reinvestment in older housing stock is encouraged</p> <p>Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value</p>	<p>Strategy A: Leverage RENEW Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach</p> <p>Strategy B: Investigate the potential to have a hand tool bank for home repair and/or community work bench area for small woodworking projects, following models such as Baltimore City’s tool bank program.</p>	<p>Strategy A: DHCD, residential property owners, LRCA (architectural/covenant review)</p> <p>Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP</p>

Quality of Life

Strengths

- Stonehouse and Columbia Art Center serve as destinations
- Blandair Park continues to be developed and will serve as a regional recreation amenity
- CA will be constructing a new \$8 million indoor tennis facility on open space adjacent to village center
- Howard County schools, libraries, and access to employment provide benefits to Long Reach residents
- Columbia Art Center and provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local art work. It provides youth and teen programming that include school's out program, summer art camp, teacher-led parties, and year-round art classes.
- Columbia Art Center has partnerships with Howard County Library System, Howard County Public School System, Columbia Festival of the Arts, Howard County Arts Council, Hope Works of Howard County, and ARC of Howard County. Through these partnerships, Columbia Art Center hosts a variety of exhibitions and community events. It also hosts literary community events through Little Patuxent Review and Howard County Poetry and Literary Society.
- Columbia Art Center offers rental space for weddings, parties, business meetings and public events.
- In spite of LVRC's low customer traffic, Columbia Art Center has maintained growing enrollment and in 2015 had 27,000 visitors. With greater visibility, Columbia Art Center can become a more prominent venue as a leading community arts resource.
- Recently initiated program, Driving Student Success, provides after school transportation for students to encourage participation in after school activities. The initiative was created by the Bright Minds Foundation in collaboration with District 1 Councilman Jon Weinstein, the Howard County Public School System, and the Howard County business community.
- Long Reach High School has received awards for its efforts that improve student quality of life. The high school's programming to promote health and wellness resulted in a silver medal award from Healthy Howard. Long Reach High School's efforts in implementing positive behavioral interventions and support (PBIS) resulted in a gold award from PBIS Maryland.
- Local businesses in the Long Reach Village Center provide assistance to residents with limited English proficiency, such as tax assistance, legal paperwork and job applications.

Weaknesses

- With many vacancies in LRVC, the village center is not serving as a vibrant center of the community; this has led to the center's designation as an Urban Renewal Area
- Some community members (but not all) perceive the LRVC as unsafe
- Stonehouse and Columbia Art Center are located in the rear of the village center with poor visibility and access. The buildings are some of CA's oldest
- Long Reach High School has the second highest student population in HCPSS, and also has a high population of English language learners. Not all students have adequate transportation to participate in after school activities
- There is a need in the community for additional services to assist English language learners, refugees, and other special populations.

Quality of Life

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Expanded or enhanced public spaces are appropriately sited in redevelopment to function as an integral part of development to provide public interaction and gathering</p> <p>Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts</p>	<p>Strategy A: Require that public spaces provide landscaping and offer benches or other types of outdoor seating and activities</p> <p>Strategy B: Incorporate a central community amenity space</p> <p>Strategy C: Central pedestrian walkway connecting various walkways</p> <p>Strategy D: Provide for hardscape/landscape elements in public spaces</p> <p>Strategy E: Consider interactive features such as playful fountain, outdoor nature playspace, climbing wall or something similar that would draw people and create a people watching opportunity</p>	<p>Strategy A: Future Village Center Developer, DPZ</p> <p>Strategy B: Future Village Center Developer, DPZ</p> <p>Strategy C: Future Village Center Developer, DPZ</p> <p>Strategy D: Future Village Center Developer, DPZ</p> <p>Strategy E: Future Village Center Developer, DPZ</p>
<p>Outcome 2: Village sponsored events provide community identify and the sense of place</p> <p>Progress Measures: number of people attending events, demand from community to continue/repeat events, variety of event offerings by type and season, number of volunteers and organizations involved</p>	<p>Strategy A: Develop with community input a series of weekend events that the Village Center could host</p> <p>Strategy B: Partner with drama and art departments at Long Reach High School</p>	<p>Strategy A: LRCA, local bands, sports groups, business owners, students, and Columbia Art Center and its partners</p> <p>Strategy B: HCPSS, Columbia Art Center</p>

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 3: Existing institutional uses are retained and enhanced (such as Stonehouse and Columbia Art Center) and there are opportunities for new institutional uses (such as governmental, educational, and nonprofit uses) that complement the existing assets</p> <p>Progress Measures: Retention of Stonehouse and Columbia Art Center</p>	<p>Strategy A: As part of the redevelopment of the center, consider land swap and strategy to relocate/rebuild Stonehouse and Columbia Art Center at a more prominent location at the center.</p>	<p>Strategy A: CA, Future Village Center Developer</p>
<p>Outcome 4: Connections are made to public institutions, including CA sites, DRP sites, and Long Reach High School</p> <p>Progress Measure: pedestrian/bike facility level of service</p>	<p>Strategy A: Include off-site connections beyond the Village Center to Blandair Park and the new CA tennis facility for those who walk and bicycle</p> <p>Strategy B: Include off-site connections beyond the Village Center to Long Reach High School</p>	<p>Strategy A: CA, OoT, DPZ, DPW, and DRP</p> <p>Strategy B: HCPSS, CA, OoT, DPZ, and DPW</p>
<p>Outcome 5: Community members' day-to-day needs are addressed</p> <p>Progress Measure: number of clients served, volunteer hours</p>	<p>Strategy A: Explore opportunities for a volunteer-based delivery system to provide LRVC businesses' goods and services to local community members in need. Volunteers could include high school students.</p> <p>Strategy B: Evaluate one-stop service models like the Howard County MultiService Center in North Laurel.</p>	<p>Strategy A: LRVC Business Owners, HCPSS</p> <p>Strategy B: Howard County Citizen Services, Business Owners</p>
<p>Outcome 6: Student participation in after school activities at Long Reach High School grows</p> <p>Progress Measure: number of students participating in Driving Student Success program at LRHS</p>	<p>Strategy A: Leverage the new Driving Student Success program, which provides after school bus rides home for students</p>	<p>Strategy A: HCPSS, Business Owners</p>

Local Planning and Land Use

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRCA is a nonprofit organization that governs and represents Long Reach Village. LRCA includes an elected Village Board, a council representative to the Columbia Board of Directors, and a small staff that conducts daily business of the Association at Stonehouse (the Long Reach community center at the LRVC). • In 2012, the LRCA prepared a Village Center Community Plan. This master plan is meant to guide future redevelopment of the village center. • Village covenants ensure design in the LRVC will be reviewed • In addition to offering a vast array of recreational, cultural and community services, Columbia Association provides planning services and collaborates with Howard County Government on Columbia-related master planning • Howard County's Design Advisory Panel (DAP) reviews proposals for village center revitalization • LRVC has been the subject of a community involvement effort known as Reimagine Long Reach Village Center, during which community members participated in five workshops focused on LRVC revitalization • Village Center Redevelopment process presents opportunity for redevelopment of the LRVC with new uses, and the process includes community involvement and design review 	<ul style="list-style-type: none"> • Design of the LRVC does not meet contemporary planning and design principles, which would place the center and retail uses closer to arterial roadways in more visible locations • Though market studies have indicated support for new housing at LRVC the Final Development Plan for the LRVC does not permit residential development • The Village Center Redevelopment process represents procedural delays

Local Planning and Land Use

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Long Reach Village Center redevelopment advances the vision of the Long Reach Village Center Community Plan</p> <p>Progress Measures: Community support for a village center redevelopment proposal</p>	<p>Strategy A: Include within a Request for Proposals criteria that proposals address the Village Center Community Plan</p>	<p>Strategy A: LRCA, DPZ, Future Village Center Developer</p>

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 2: Site design and screening is appropriately addressed through the design guideline provision of the Village Center Revitalization process.</p> <p>Progress Measures: village center design guidelines, block to block height ratios</p>	<p>Strategy A: Incorporate massing and height standards to appropriately transition between neighboring properties</p> <p>Strategy B: Address bulk requirements</p> <p>Strategy C: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy B: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> <p>Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>
<p>Outcome 3: New buildings promote a more vibrant village center</p> <p>Progress Measures: village center design guidelines</p>	<p>Strategy A: Articulate elevations so buildings do not have long, blank walls</p> <p>Strategy B: Encourage commercial building placement along primary streets with active fronts that define the street edges</p>	<p>Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>