



ReImagine...
LONG REACH
VILLAGE CENTER



ReImagine Long Reach Village Center

Long Reach Village Center
Community Meeting
June 11, 2015
Stonehouse
7PM to 9PM



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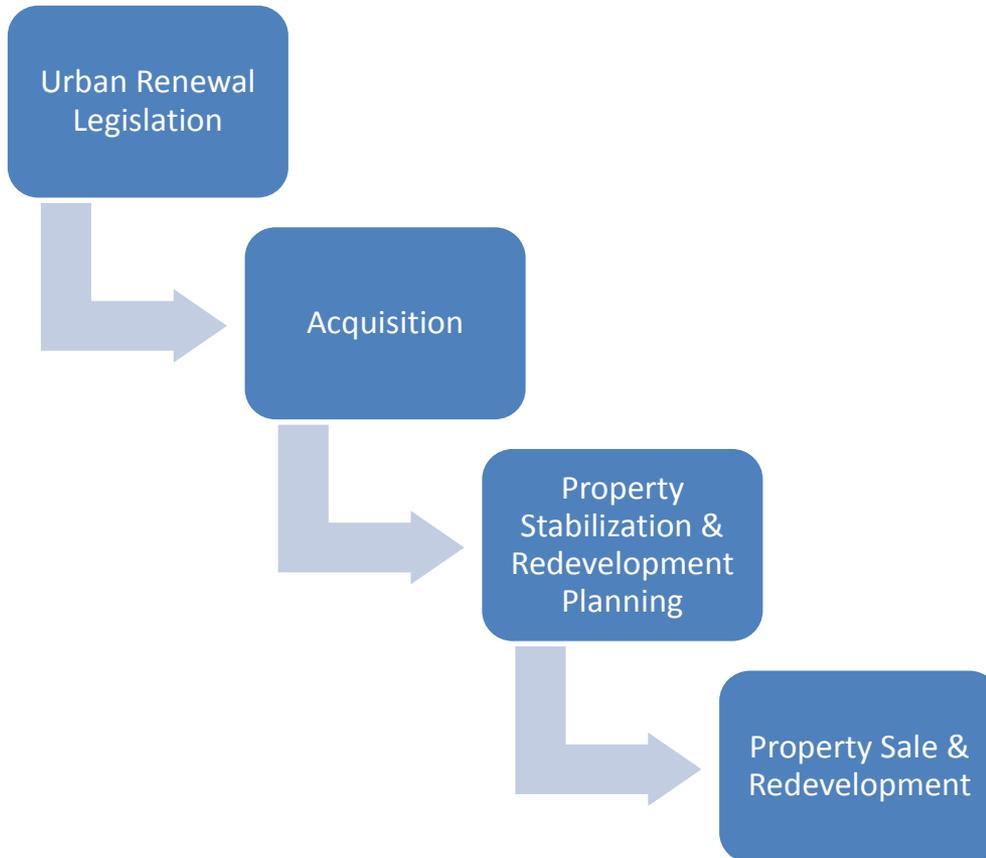
Agenda

- **1. Welcome & Overview – Mark Thompson, HCEA**
- **2. Meeting II Results – Mark Thompson, HCEA**
- **3. Review of Preliminary Conceptual Plans – Sean Davis, MRA**
- **4. Roundtable Exercise**
- **5. Wrap-up**



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Howard County's Involvement





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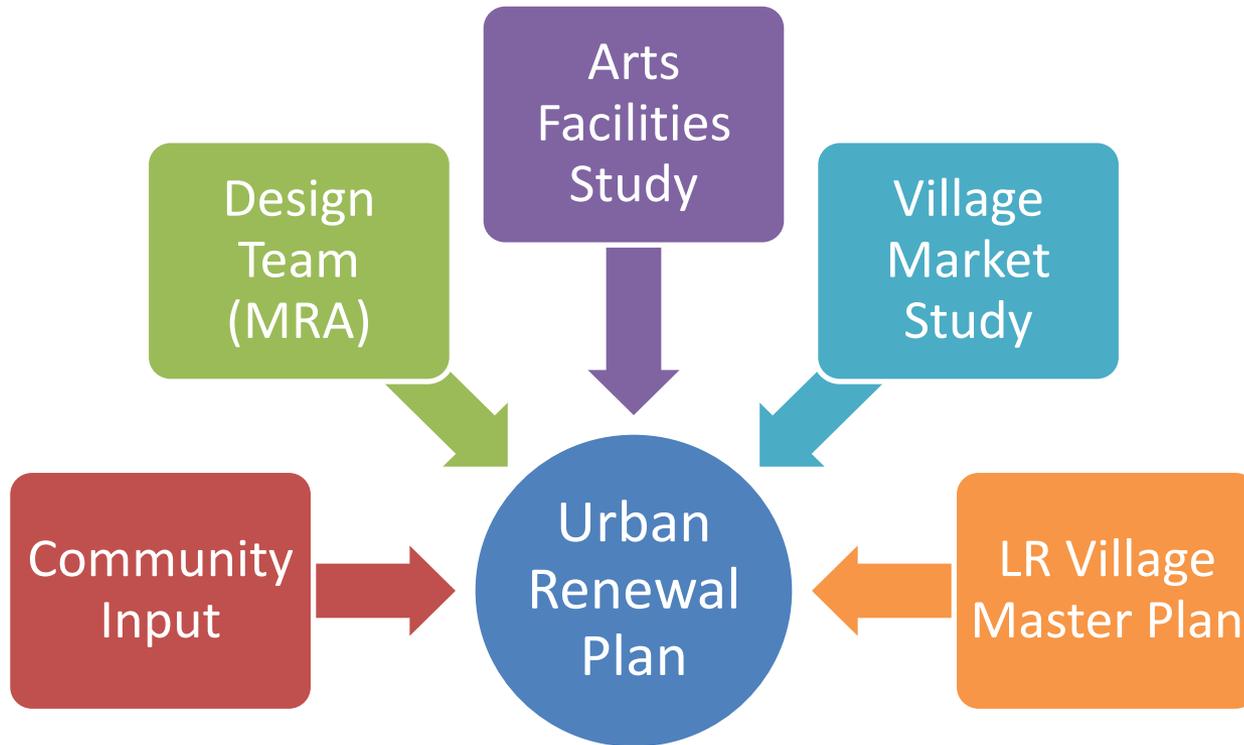
LRVC Urban Renewal Area





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Planning Process





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Community Engagement

A series of community meetings will be held to solicit input and feedback

#1: Market and Site Analysis
4/30/15

2: Lessons from Wilde Lake & Arts Opportunities
5/28/15

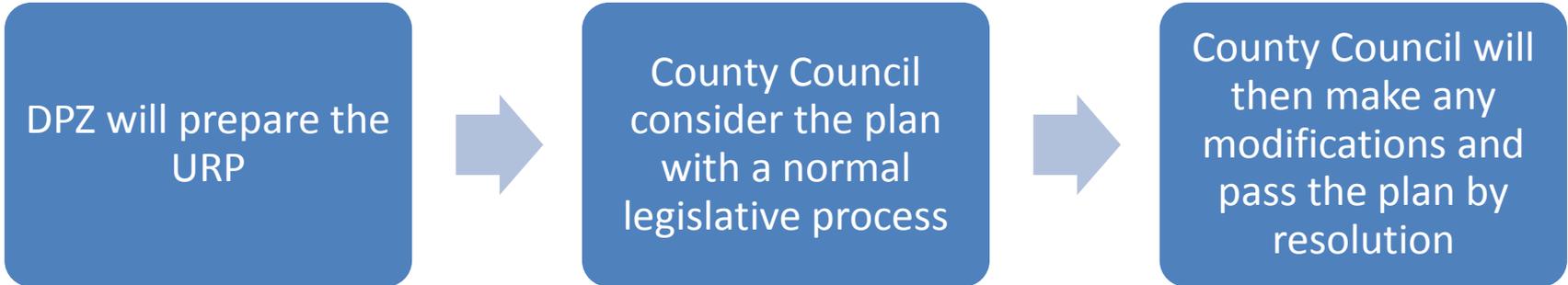
#3: Preliminary concept plans
6/11/15

#4: Final concept plans
9/17/15



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Urban Renewal Plan





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County Sale Strategy

- A stabilized asset with an approved URP will represent a much more attractive opportunity for a private developer
- The URP will define the content and structure of a Request for Proposals
- Howard County will seek to provide guidance with flexibility to attract as many proposals as possible



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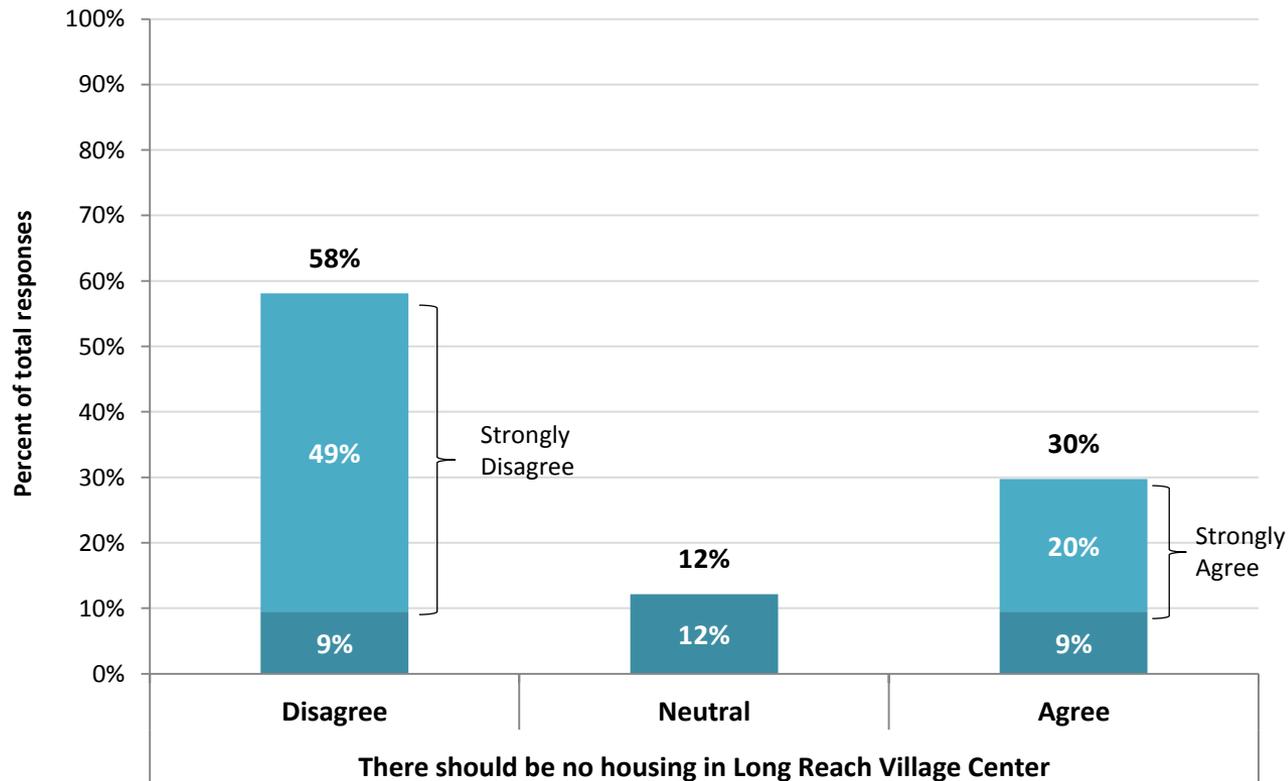
Recap of 4/30 Meeting Feedback Desired Uses

What uses will bring you to the Long Reach Village Center? You told us...			
Category	Examples from Community Comments	Count/Tally	Percent
Dining and food service	Sit-down restaurants, casual dining, takeout, coffee/tea, ethnic/specialty dining, bakery, liquor store, microbrewery	105	29%
Art and culture	Art center, theater, music, entertainment, art supplies, reading room, dance, photography, arts education	61	17%
Food at home	Specialty/ethnic grocery store, convenience store, farmers market, other businesses selling food to be prepared at home	44	12%
Health and fitness	Recreation center, gym/fitness center, yoga, indoor/competitive pool, bike shop, dog park, kids play zone	38	11%
Government and non-profit	Community center, senior center, youth center, library, police station	32	9%
Medical	Urgent care, walk-in clinic, pharmacy, dental, optical, doctors' offices, physical therapy	27	8%
Services	Daycare, salon/barber shop, dry cleaner, car wash, bank, shoe repair, tutoring and educational services, professional offices	23	6%
Other retail	Specialty shops, small shops, consignment, apparel and shoes, hardware, home furnishings/décor	20	6%
Housing	Broad category can include specialized housing (senior, artist) as well as non-specialized and multi-generational	5	1%
Places of worship	Meeting places for congregations	5	1%
TOTAL		360	100%



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May 28 Community Meeting Feedback: Exercise #1 – Residential Type

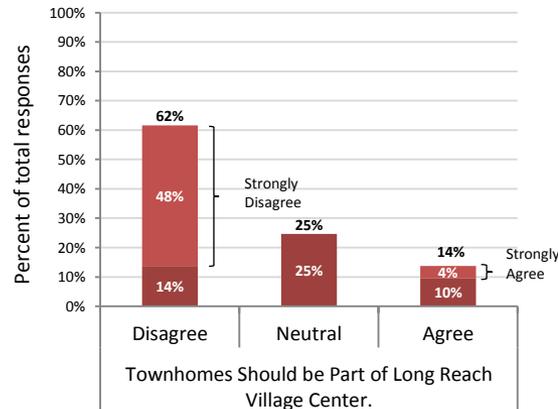
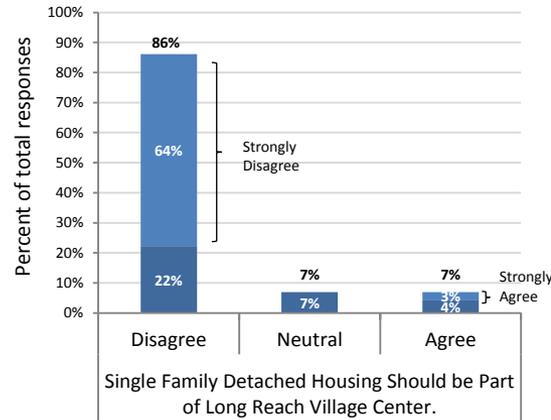




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May 28 Community Meeting Feedback:

Exercise #1 – Residential Type

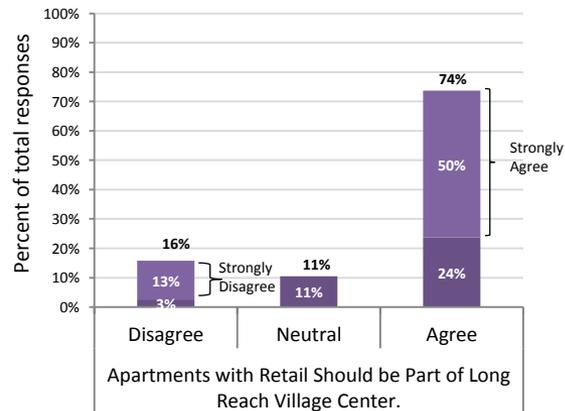
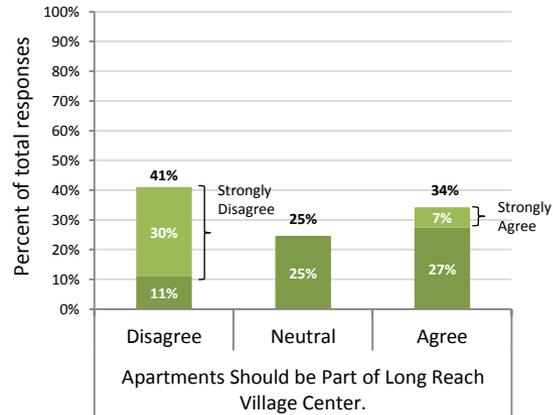




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May 28 Community Meeting Feedback:

Exercise #1 – Residential Type

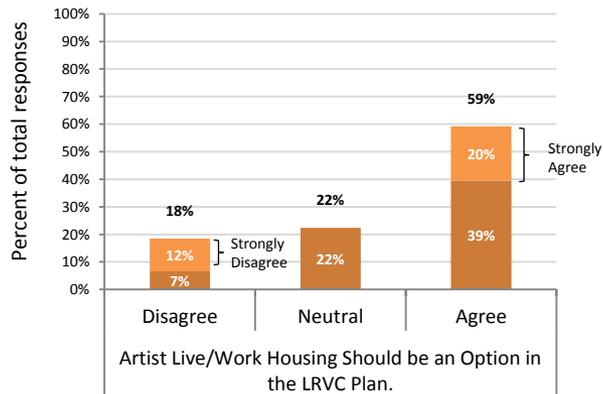




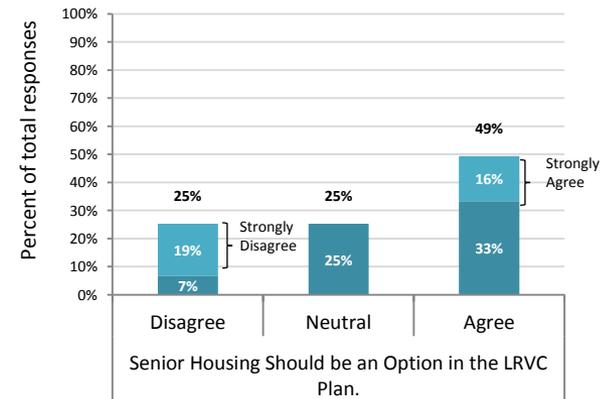
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May 28 Community Meeting Feedback: Exercise #2 – Residential Use (Target Market)

Artist



Senior

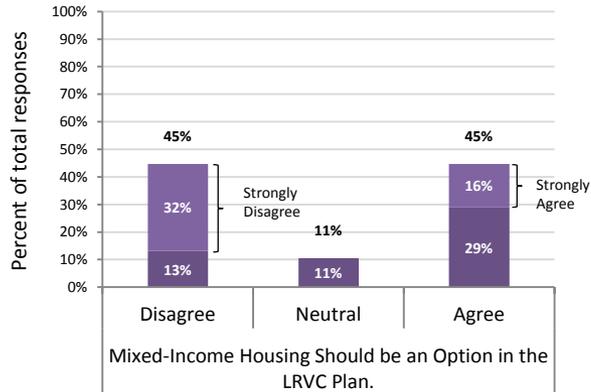




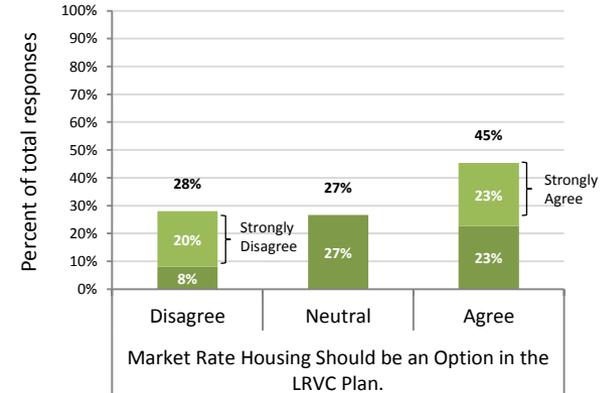
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May 28 Community Meeting Feedback: Exercise #2 – Residential Use (Target Market)

Mixed-Income



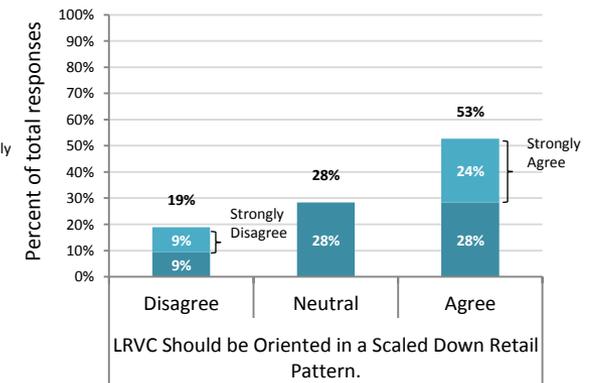
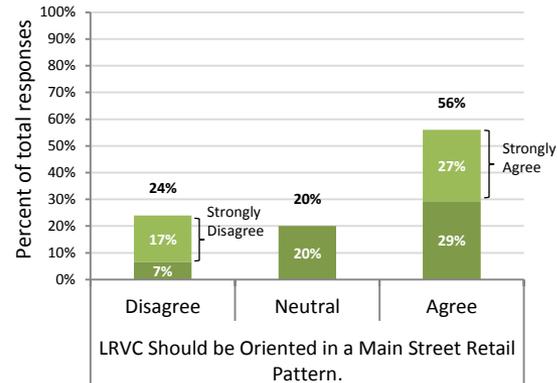
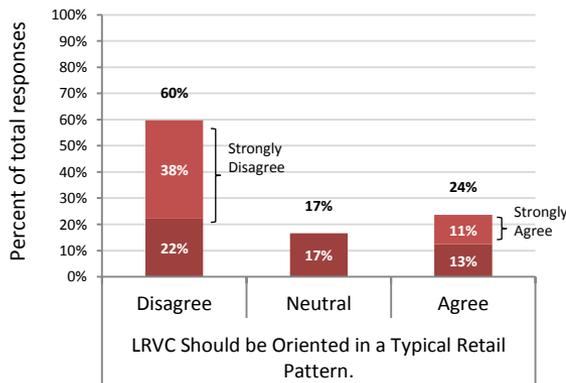
Market Rate





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May 28 Community Meeting Feedback: Exercise #3 – Development Pattern (Layout)





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Preliminary Conceptual Plans

- Sean Davis-Principal
 - Morris, Ritchie Associates



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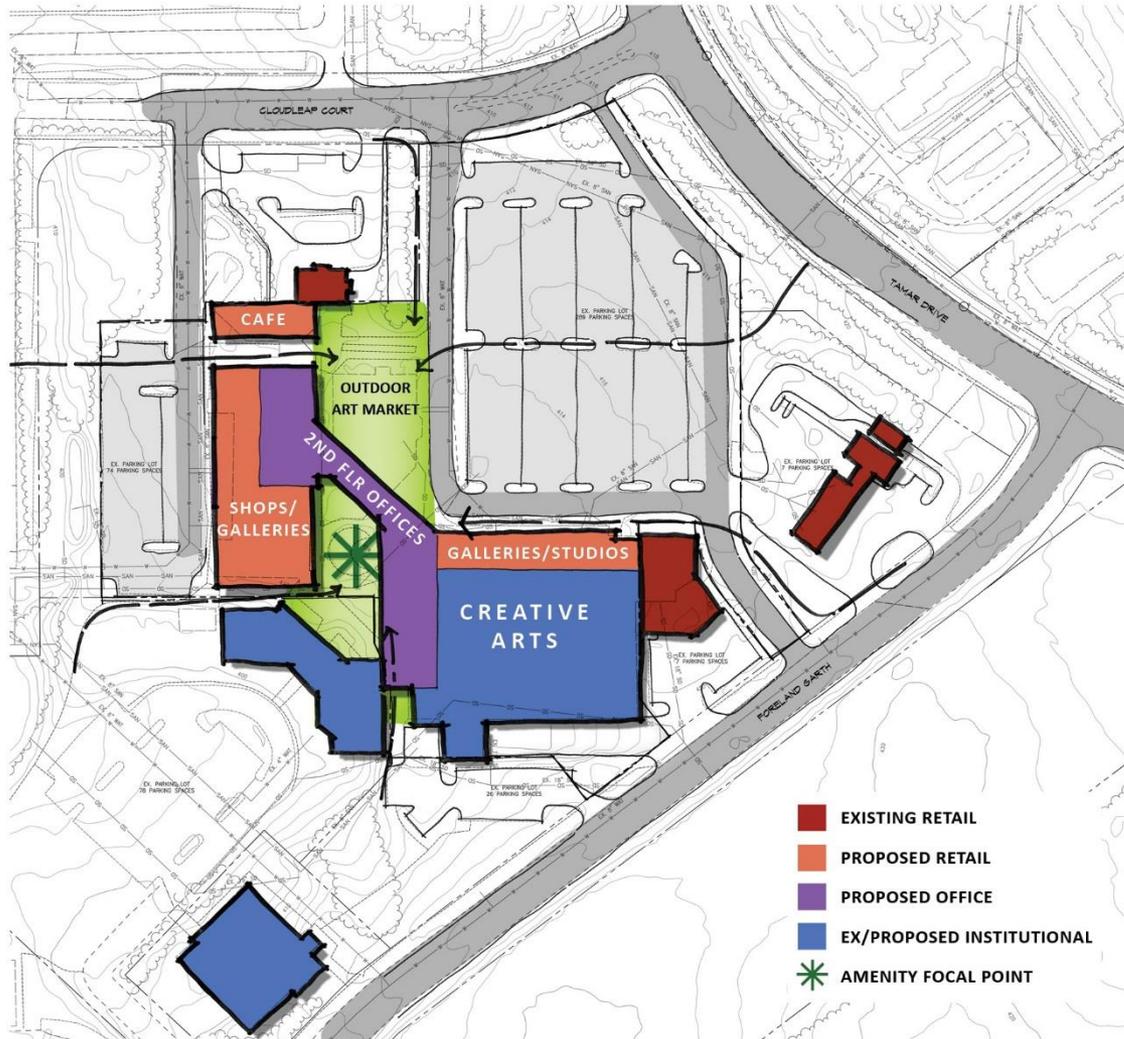


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Program Focus	Redevelopment Scope	Housing Type
1) Art	low	none
2) Art	high	market-rate / artist
3) Food	moderate	none
4) Health & Fitness	high	senior



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Art: (low scope)

- Repurpose most buildings, and remove front retail
 - Increase visibility, sense of safety, and open space.
- Renovate retail and offices
 - Ground-level shops & galleries
 - Offices & walk-through working studios on 2nd floor
- Activate open space
 - Outdoor performance area
 - Art markets / festivals
- Retrofit for creative arts
 - Working artist facilities for: back-of-house production, teaching, selling, storing, etc.



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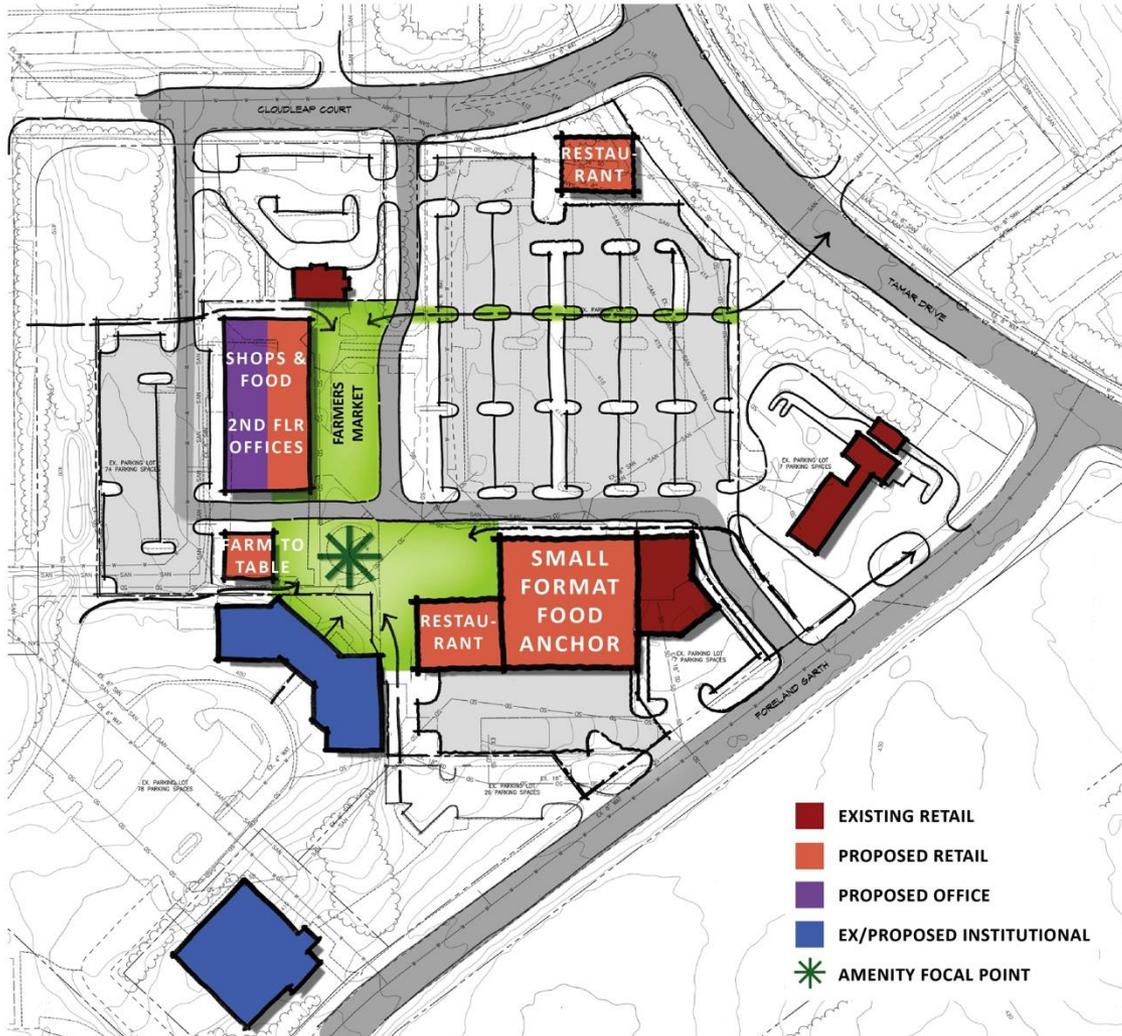


Art: (main-street form)

- Residential over retail
 - Food, shops, & gallery space
 - Artist housing, interior amenity
- Strong view focused on existing Arts Center
- New Creative Arts building
 - Working artist facilities for: back-of-house production, teaching, selling, storing, etc.
- Large art-focused, programmed open space
 - Interactive art plaza or outdoor performance venue
 - Mix of hardscape and softscape



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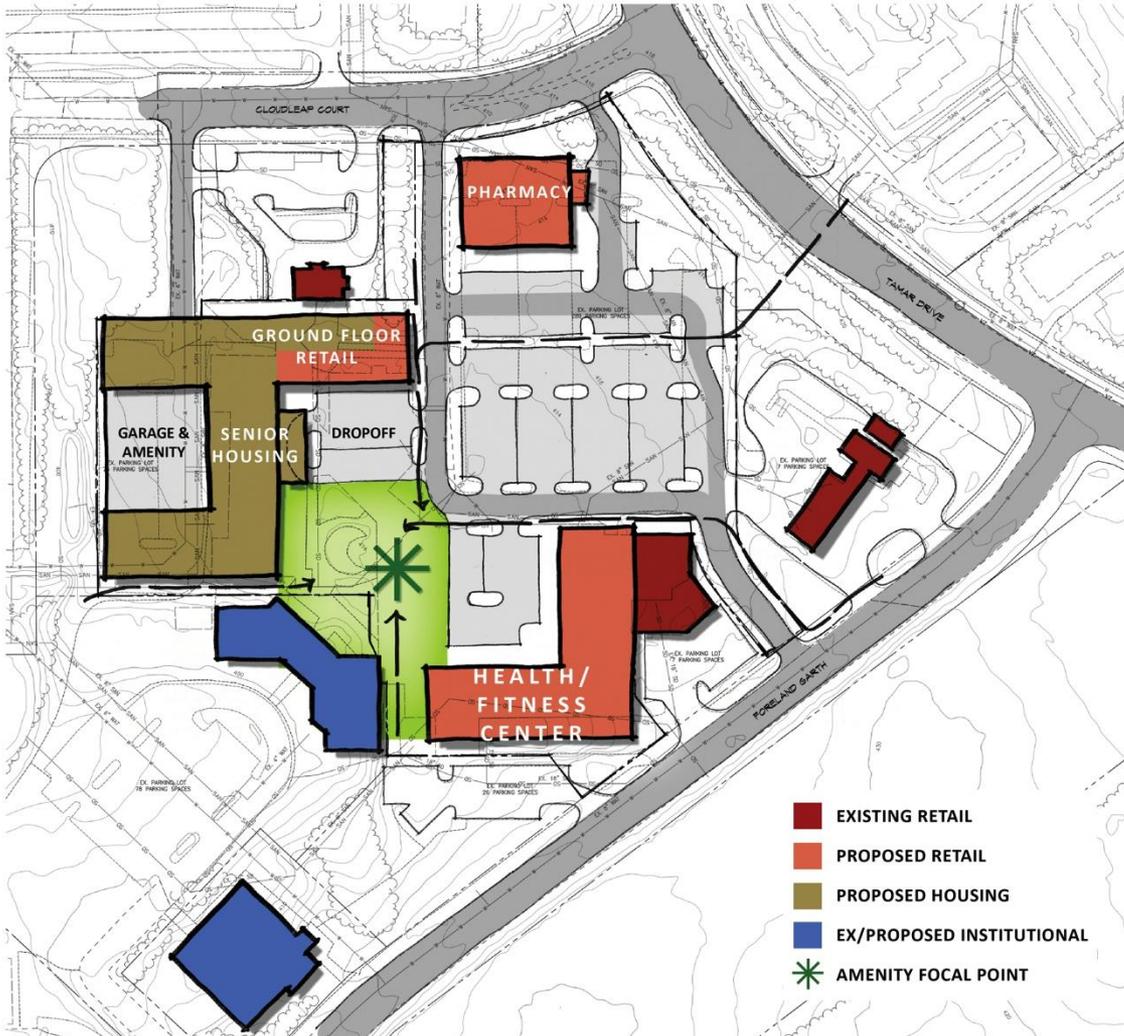


Food: (moderate scope)

- Remove front retail building & office above
 - Increase visibility, sense of safety, and open space.
- Small-Format Food Anchor
- Renovate retail and offices
 - Ground-level shops & food establishments with outdoor seating
 - Offices on 2nd floor
- Programmed open space
 - Host farmers' market on weekends
 - Urban farming/raised beds with bio-intensive gardening
- Farm-to-table restaurants

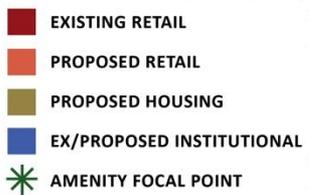


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Health & Fitness: (high scope)

- Senior housing
 - Structured parking, drop-off, and amenity space
 - Ground floor retail (hair salon, dry cleaners, bike shop, food store, take-out, etc.)
- Large open space in front of Arts Center
- Health & Fitness Center
 - Dance studios, outdoor yoga, tai chi, pilates, cardio classes, weightlifting, physical therapy, medical office space, etc.
- Corner pharmacy
 - Additional retail with good visibility
 - Drive-thru availability





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Roundtable Exercise



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Next Meeting: September 17 @ 7PM

For More Information:

<http://www.howardcountymd.gov/longreach>