



Long Reach Village Center  
Community Meeting  
May 28, 2015  
Stonehouse  
7PM to 9PM



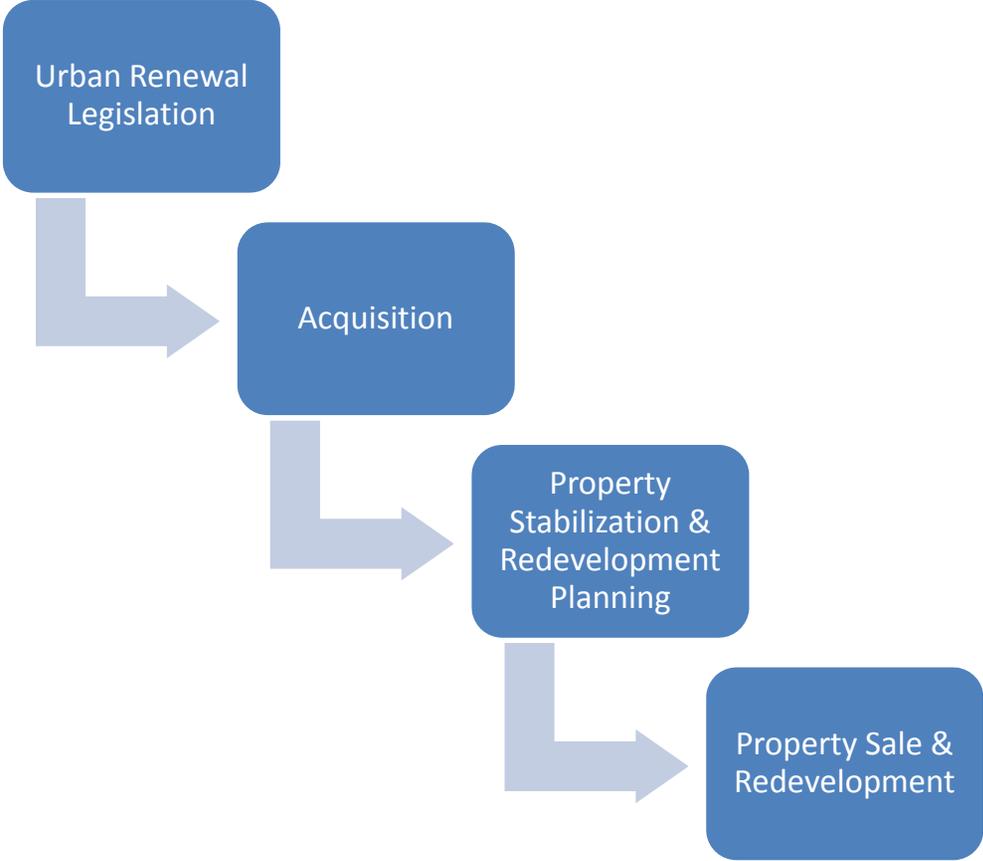
## ReImagine Long Reach Village Center

# Agenda

- Welcome & Overview--Mark Thompson, Howard County EDA
- Lessons From Wilde Lake--Sean Davis, MRA & Geoff Glazer, KIMCO
- Opportunities for the Arts--Duncan Webb, Webb Management Services
- Q & As for Speakers
- Roundtable Exercise
- Wrap-up



# Howard County's Involvement





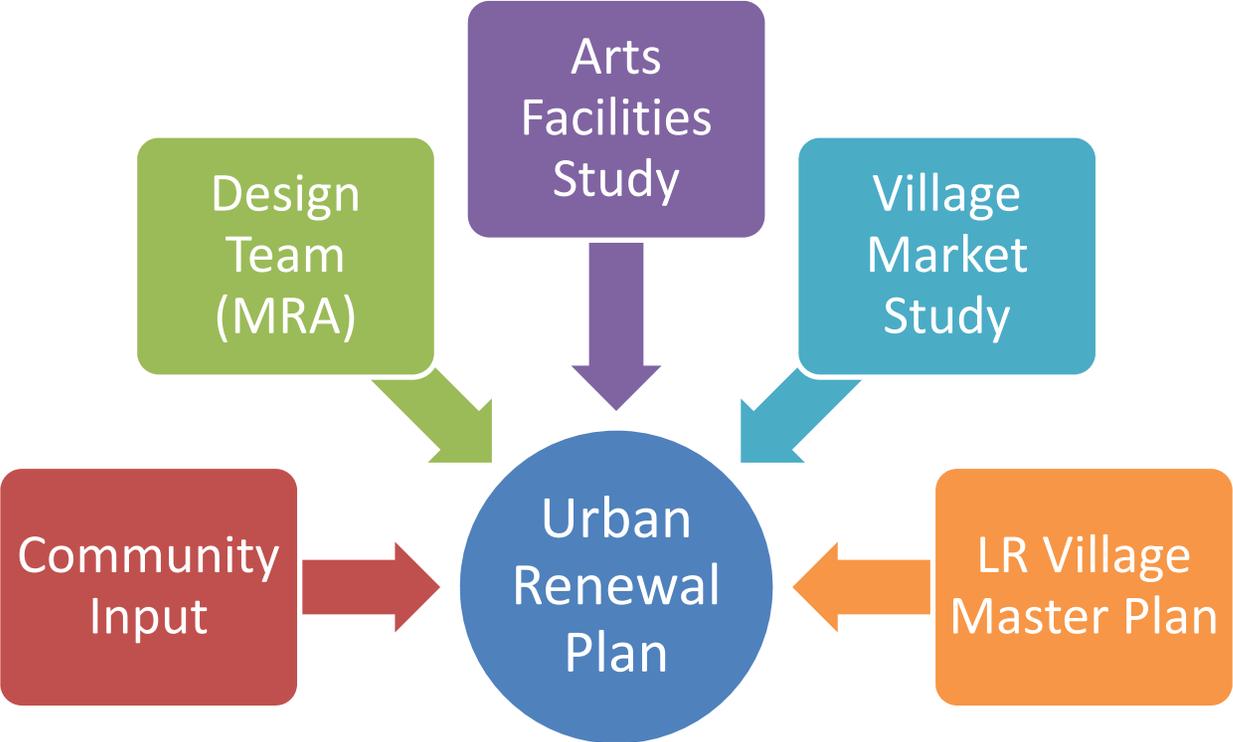
# ReImagine Long Reach Village Center

## LRVC Urban Renewal Area





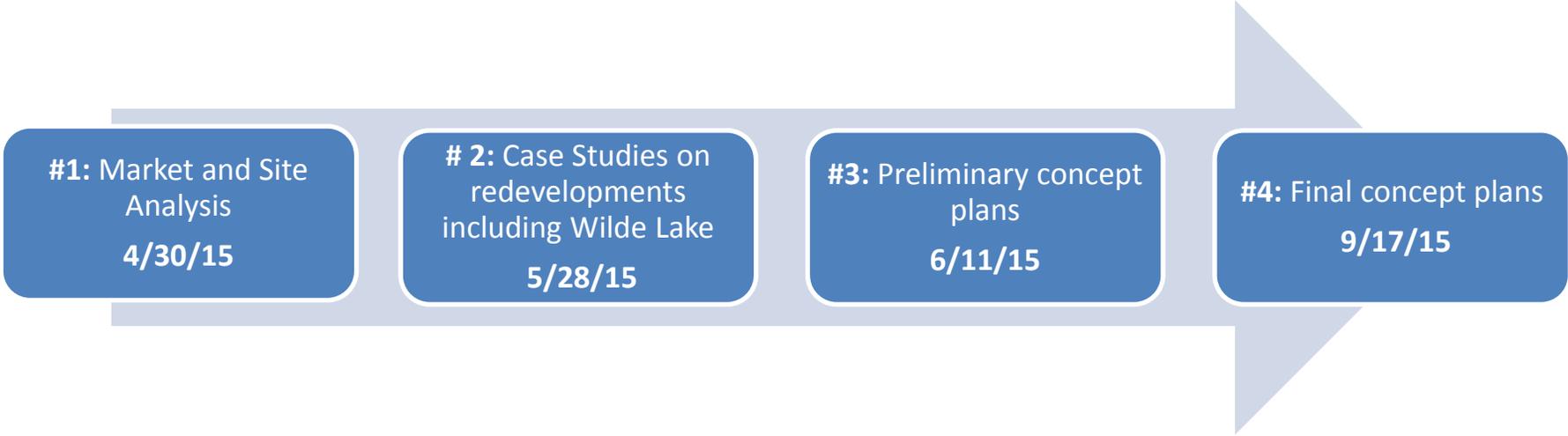
# Planning Process





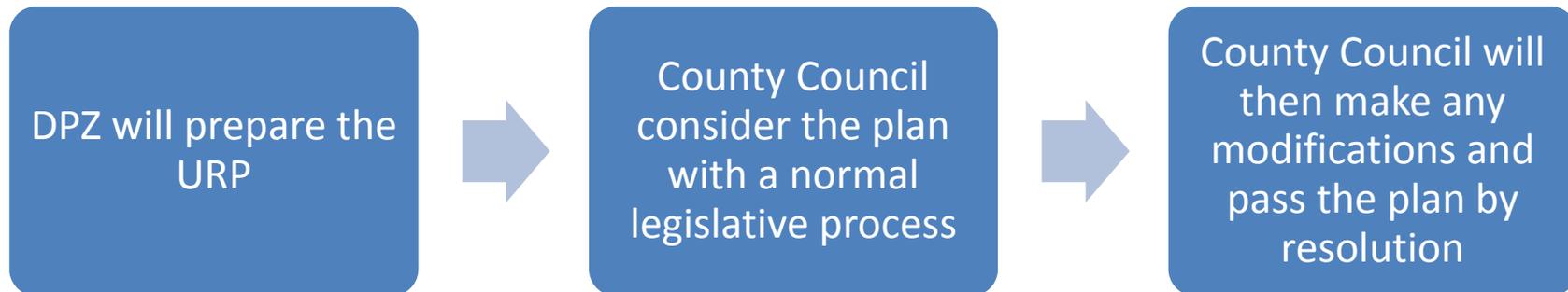
# Community Engagement

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





## Urban Renewal Plan





## 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



# Recap of 4/30 Meeting Feedback

- Questions
  - Timing of the process
  - Scope of Redevelopment
  - Security



# ReImagine Long Reach Village Center

## Recap of 4/30 Meeting Feedback (Cont.)

### Desired Uses

What uses will bring you to the Long Reach Village Center? You told us...

<u>Category</u>	<u>Examples from Community Comments</u>	<u>Count/Tally</u>	<u>Percent</u>
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%



## Lessons From Wilde Lake

- Sean Davis-Principal
  - Morris, Ritchie Associates
- Geoff Glazer-VP of Development & Acquisitions
  - KIMCO



ReImagine...  
**LONG REACH**  
VILLAGE CENTER

# ReImagine Long Reach Village Center





ReImagine...  
**LONG REACH**  
VILLAGE CENTER

# ReImagine Long Reach Village Center





# ReImagine Long Reach Village Center

## Lessons From Wilde Lake

### Redevelopment Activity





## ReImagine Long Reach Village Center

# The Opportunity for Arts Facilities

- Duncan Webb
  - Webb Management Services

webb

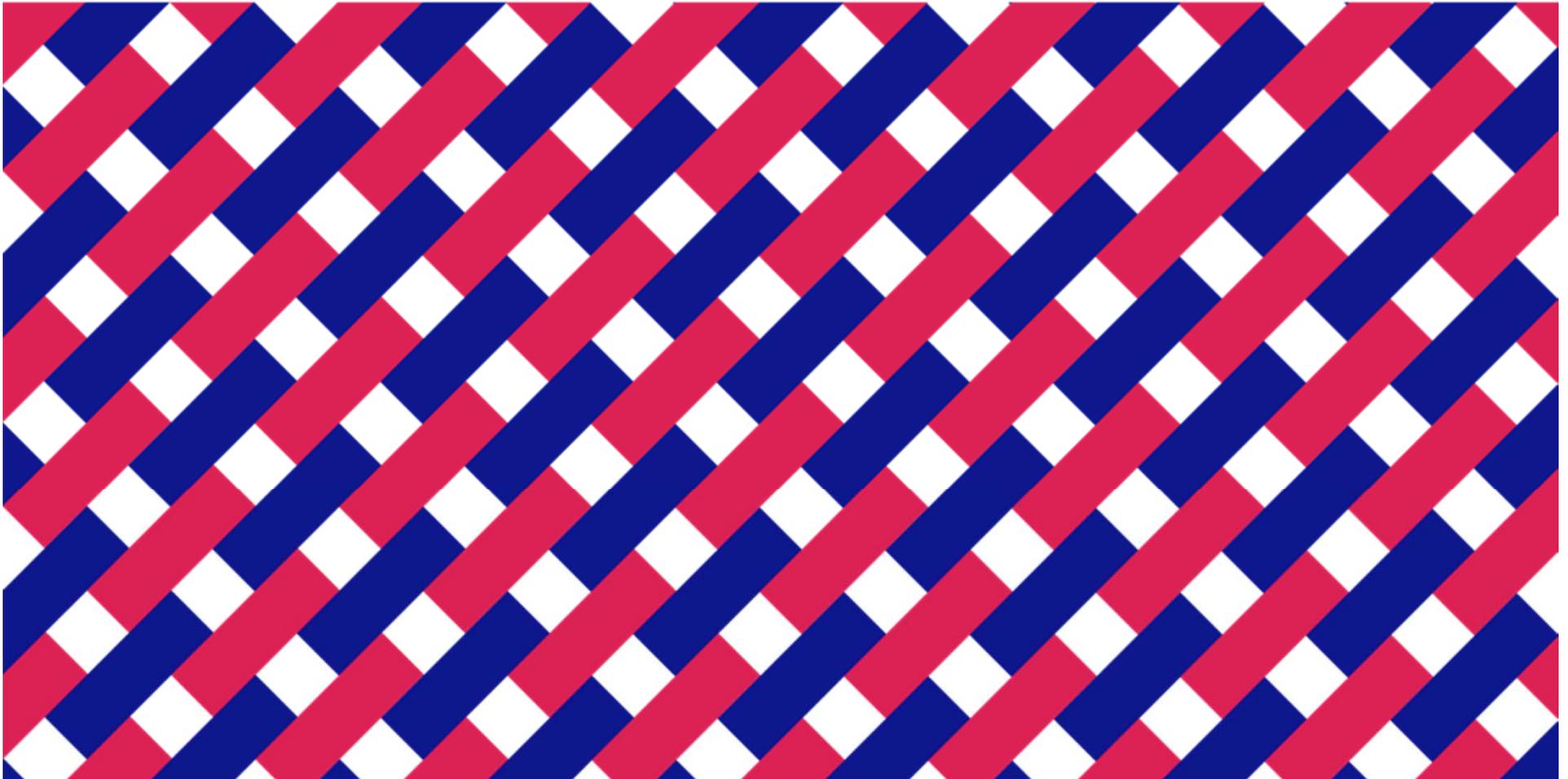
management  
services  
incorporated

building creativity

May 28, 2015

# Arts Facilities Needs Assessment Summary

Howard County, MD



# Webb Management Services

## Background

- \* Management consulting practice for cultural facility development and operation
- \* Small and focused company based in NYC
- \* Clients are government, arts groups, developers and educators
- \* In our 16<sup>th</sup> year, starting our 340<sup>th</sup> project

## Services

- \* Feasibility studies
- \* Business plans
- \* Strategic plans
- \* Cultural plans
- \* District plans

## Staff

- \* Former artists + arts administrators
- \* Degrees in arts, business and finance
- \* Experts in cultural planning, organizational development, research and facilities



## Scope of Services: Needs Assessment

- \* What facilities are needed, and why?
- \* Look at Long Reach and downtown Columbia
- \* The four issues:
  - \* Audience demand
  - \* User demand
  - \* Facility supply
  - \* Community impacts and benefits



## Forces and trends in the sector

- \* Decline in traditional performing arts audience
- \* Decline in traditional public sector arts funding
- \* Increasing competition for private sector philanthropy
- \* Increasing fragility of nonprofit arts organizations

At the same time...

- \* Increasing active arts participation
- \* Growth of sector-sponsored arts education
- \* Improving arguments for arts “value”

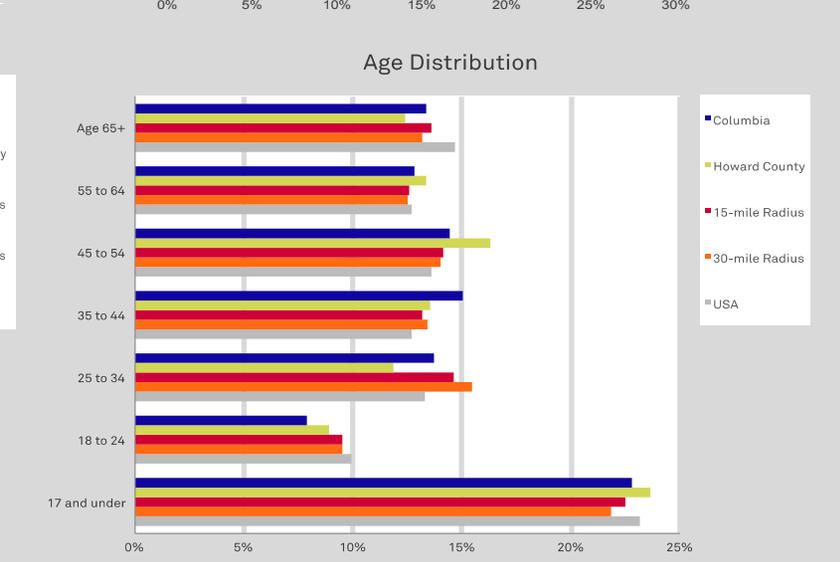
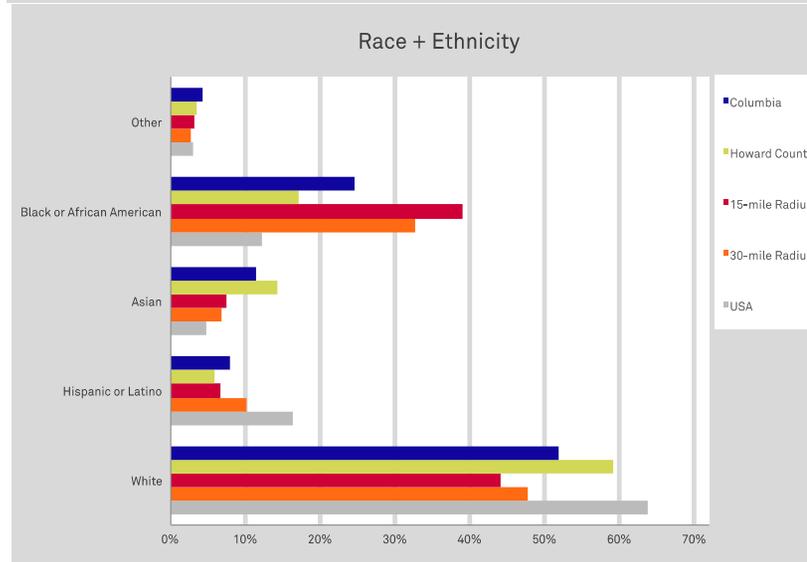
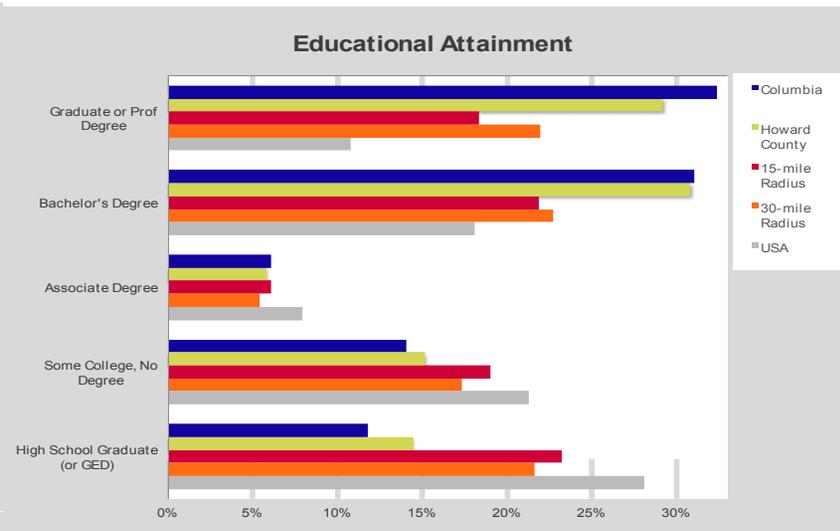
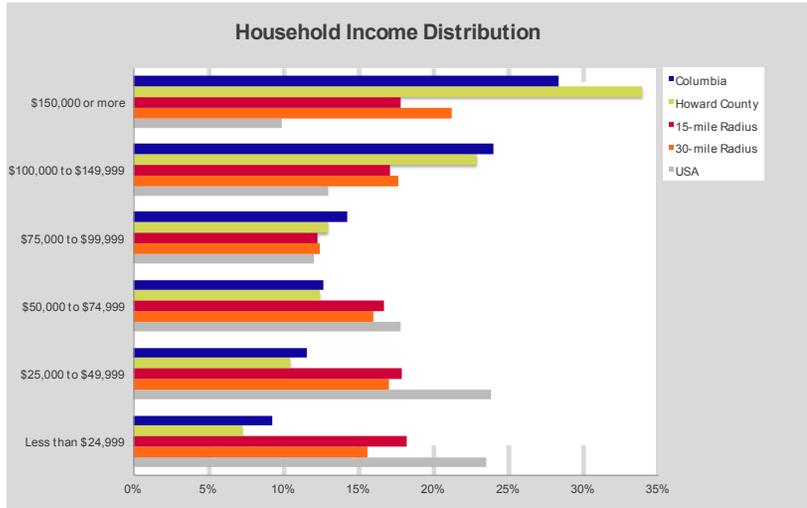


## The improving value proposition

- The arts and:
  - Economic development
  - Creative place-making
  - Downtown revitalization
  - Cultural tourism
  - Quality of life
  - Business and workforce development and retention
  - Community development
  - Arts in education
  - Healing – physical, mental, spiritual and communities
- “Opera stands as a symbol of cosmopolitan culture, and it’s fate foretells the destiny of the larger order.” – Alex Ross

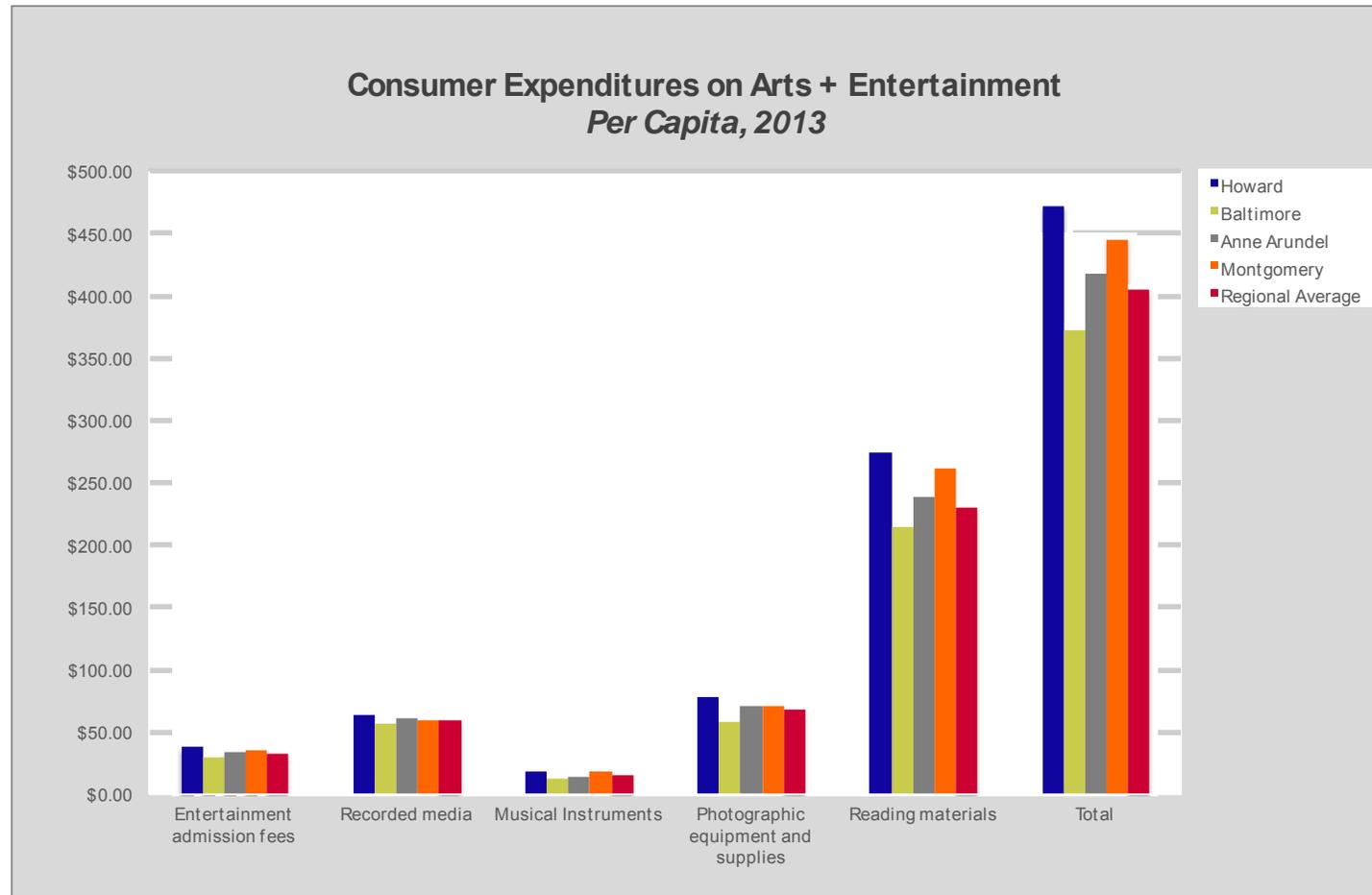


# Market characteristics



# Market characteristics

\* Howard County residents spend more per capita on arts and entertainment than other regional counties



Source: Americans for the Arts Local Arts Index



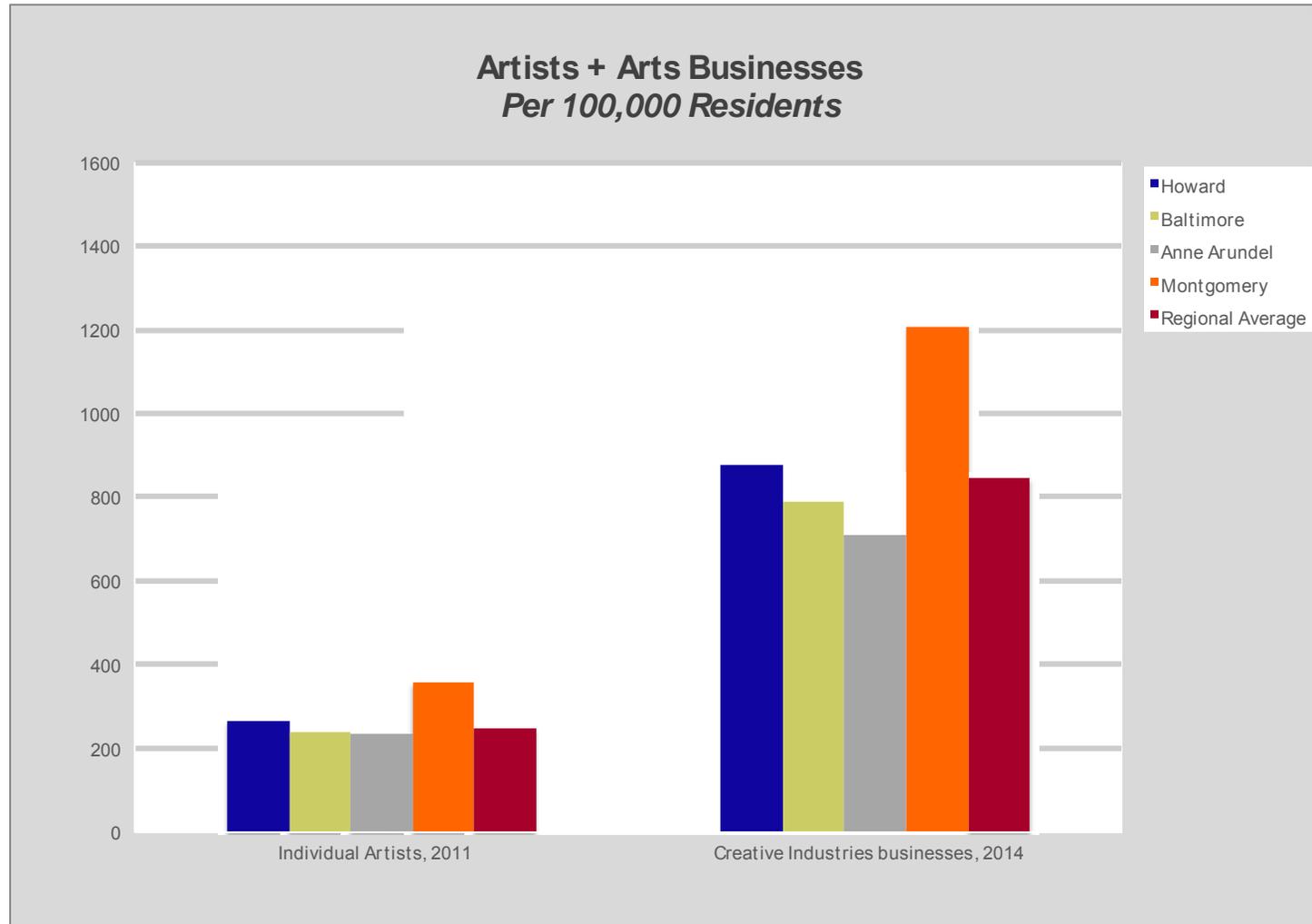
## Market summary

- \* Large, growing, affluent, younger and well educated
- \* A market with considerable propensity and capacity to participate in and support the arts
- \* Key market segments:
  - \* *Families*
  - \* *Ethnically-diverse and foreign born populations*
  - \* *Empty nesters*
  - \* *Regional tourists*



## Uses + users

\* Howard County has the second highest number of individual artists and creative industries per capita of seven regional counties

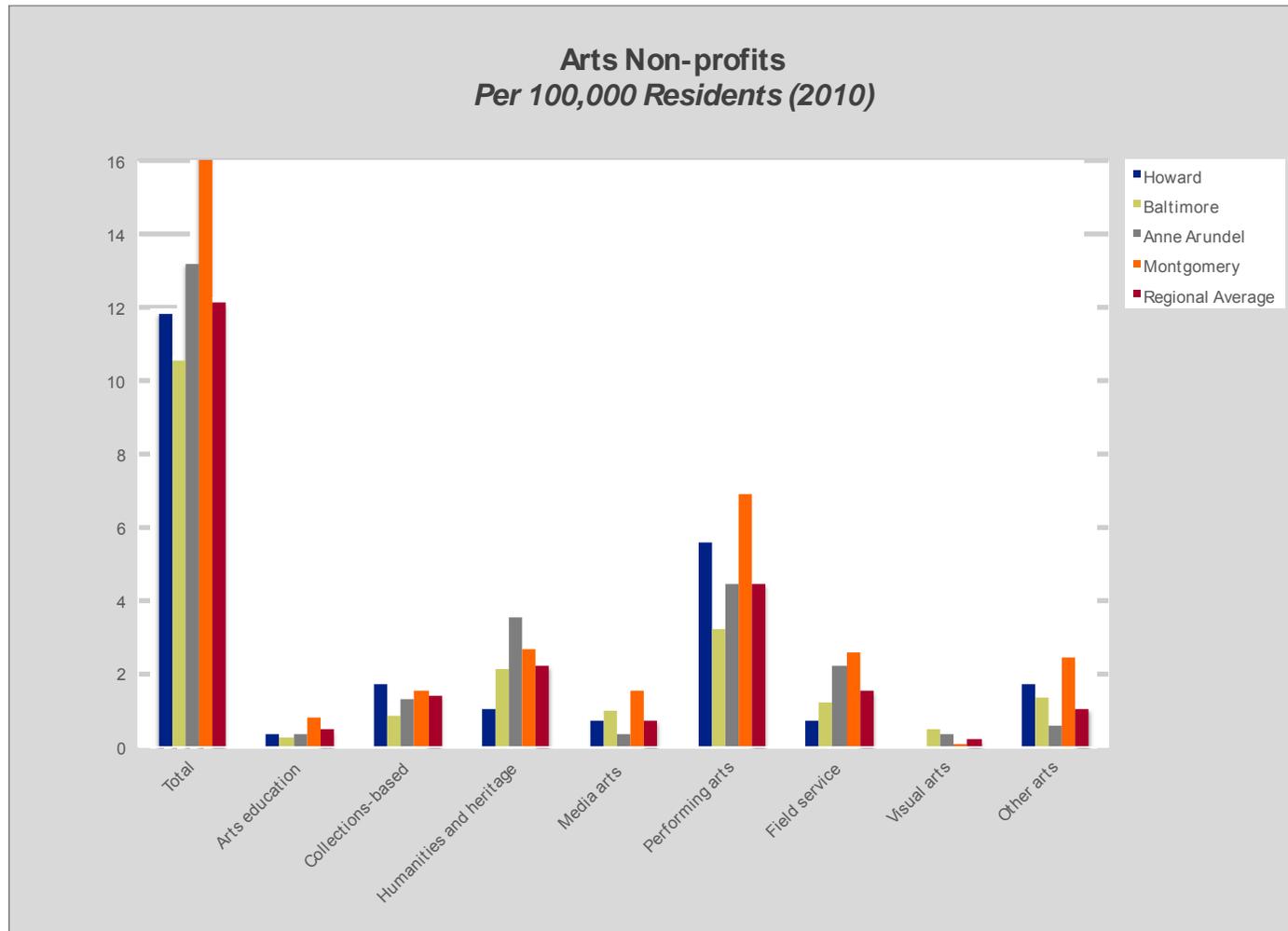


Source: Americans for the Arts Local Arts Index



## Uses + users

\* Howard County supports a total number of non-profits that is just under the regional average

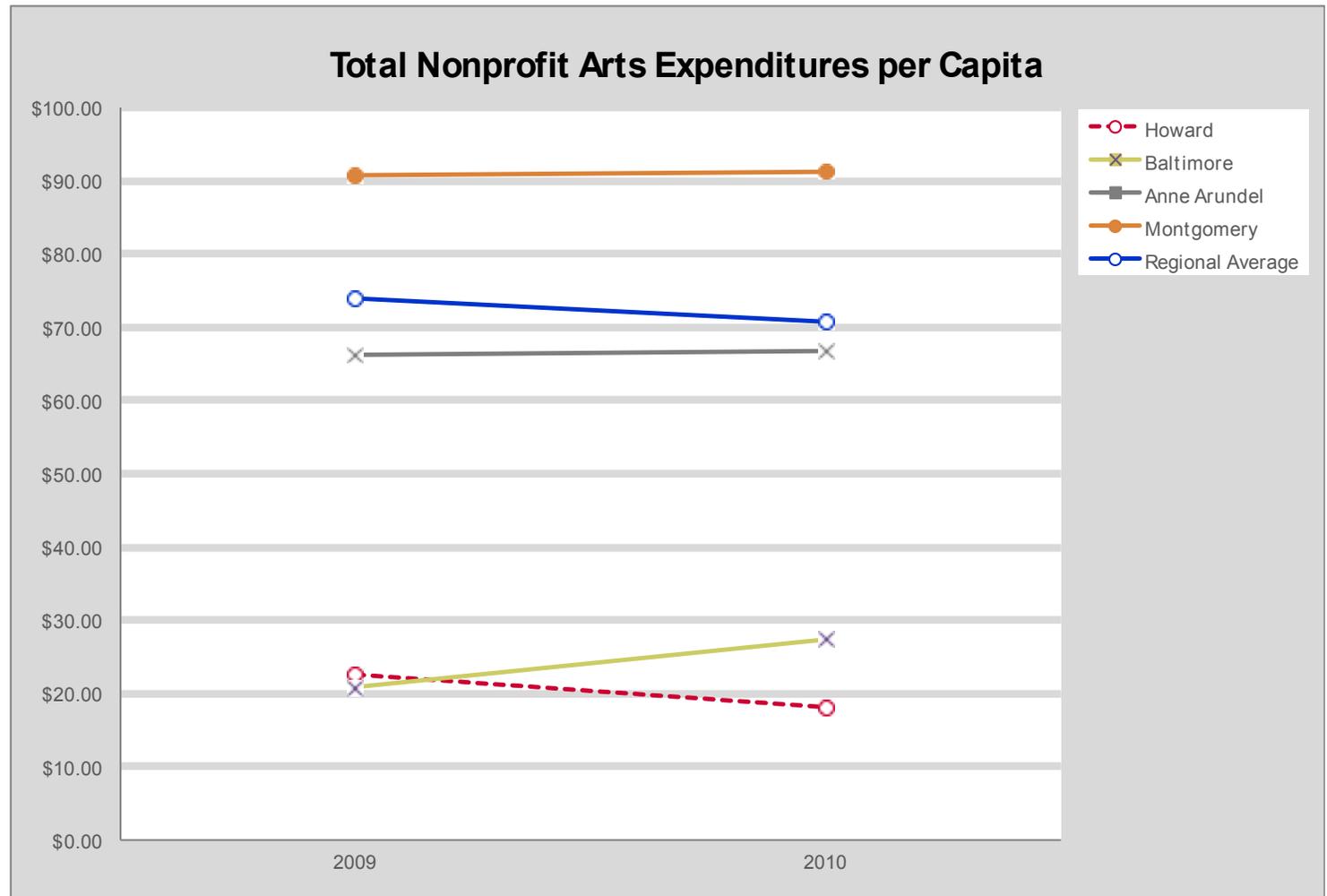


Source: Americans for the Arts Local Arts Index



## Uses + users

\* LAI data suggests that Howard County arts organizations spend significantly less per capita than arts groups in other counties



Source: Americans for the Arts Local Arts Index



## Uses + users

### Stakeholder Input

- \* Community leadership, individuals and groups expressed:
  - \* *Local arts groups have limited capacity to fundraise*
  - \* *There are a number of facility projects in development that must be considered in relation to this work*
  - \* *The Howard County Arts Council is the major arts provider in the County*
  - \* *The Columbia Festival of the Arts and Toby's Dinner Theatre/Columbia Center for Theatrical Arts are also key players; Toby's Dinner Theatre is in need of major upgrades and CCTA does not have a permanent location*
  - \* *The County is home to a large community of individual artists that need services, promotion, and space*
  - \* *Interviews suggest that there is also a community of writers in Howard County looking for spaces in which to work, share literary pieces, and build relationships*



## Uses + users

### Survey Results

- \* 153 survey respondents include a mix of performing and visual arts organizations and individual artists
  - \* 91% are based in Howard County
  - \* More than two-thirds feel that new arts and cultural facilities are needed in Howard County, 9% do not feel they are needed, and 19% aren't sure. Of those that do think that new facilities are needed, their demand varies:
    - \* 64% have interest in using new exhibition facilities
    - \* 56% have interest in sharing admin, shop and/or storage
    - \* 53% have interest in using new arts teaching facilities
    - \* 48% have interest in using new performance facilities
    - \* 47% have interest in using new meeting/event facilities
    - \* 40% have interest in shared services
    - \* 29% have interest in using new rehearsal or performing arts studio space
- \* "Howard County Center for the Arts must expand programming and facilities"



## Uses + users

### User Demand: Performance Facilities (40 Users)

	Performances	Rehearsals/ Tech	Other	Total	Desired Venue Capacity
Columbia Orchestra	6	37	-	43	1,000
ManneqART Inc.*	3	2	1	6	1,000
Candlelight Concert Society	16	-	-	16	800
Columbia Cares	30	10	-	40	750
Howard County Ballet Orchestra	4	4	-	8	750
Columbia Center for Theatrical Art	150	100	150	400	600+
Howard County Public School Syst	2	2	-	4	600+
Columbia Pro Cantare	5	5	-	10	600
Columbia Bands, Inc.	10	50	12	72	500+
Artist: Andrei Trach	5	5	5	15	400
Howard County Concert Orchestra	3	3	-	6	400
Glenelg Country School	3	2	-	5	400
Anonymous 1	6	-	-	6	350
Columbia Festival of the Arts	12	96	-	108	300+
Morton Street Dance Center	5	5	-	10	300+
Full Circle Dance	5	5	-	10	300+
Kinetics Dance Theatre	5	5	-	10	300+
Columbia Art Center	-	-	3	3	300+
Natya Kala Mandir	2	2	-	4	300
Ellicott City Partnership	42	60	24	126	250
Drama Learning Center	30	75	5	110	250
Red Branch Theatre Company	30	75	5	110	250
3RD EYE ARTYOUTAINMENT	5	-	5	10	200+
Howard County Poetry + Literature	5	1	-	6	200+
Try It Out Theatre	10	40	-	50	200
Chesapeake Shakespeare Compar	6	60	-	66	150
Suzuki Music School Of Maryland,	2	-	-	2	150
How Do You Like Me Know Product	9	14	-	23	125
Writer: Carla Du Pree	3	8	3	14	100+
Lisa Yanguas	-	25	-	25	100
The Rude Mechanicals	12	10	-	22	100
Howard County Music Teachers As	15	-	-	15	100
Little Patuxent Review	10	-	-	10	100
HopeWorks	1	3	5	9	100
ShowTime Singers	2	-	-	2	100
Crazy Eye Glass	-	-	20	20	10
Silhouette Stages	21	-	-	21	0
Artist: Betsy Wallrich Stark	-	-	12	12	0
Color Me Charcoal	4	4	-	8	0
Artist: Dora Strophe	-	-	3	3	0
<b>Total</b>	<b>479</b>	<b>708</b>	<b>253</b>	<b>1,440</b>	<b>-</b>



# Uses + users

User Demand: Performance Facilities (40 Users)					
	Performances	Rehearsals/ Tech	Other	Total	Desired Venue Capacity
750 - 1,000 seats (5 users)	59	53	1	113	750-1,000
500 - 749 seats (4 users)	167	157	162	486	500-749
250 - 499 seats (13 users)	148	333	42	523	250-499
Less than 250 seats (18 users)	105	165	48	318	Less than 250
Total (Days)	479	708	253	1,440	



## Uses + users

User Demand: Exhibition Facilities (50 Users)					
	Exhibition Days	Lecture/Class Days	Other Days	Total	
Large - 10K sf (2 users)	395	370	5	770	
Medium - 1K to 1,800 sf (7 users)	482	58	6	546	
Small - less than 1K (13 users)	1,270	564	12	1,846	
Unknown (18 users)	1,512	489	95	2,096	
Total (Days)	3,659	1,481	118	5,258	

- \* Demand is primarily on the part of individual artists for multi-week exhibitions
- \* Most demand for small space



## Uses + users

User Demand: 2D, 3D or Media Arts Classrooms (33 Users)			
	Classes/ Workshops	Other Events	Total
Total (Hours)	5,138	860	5,998

User Demand: Rehearsal Space, Dance Studios or Music Studios (18 Users)				
	Rehearsals	Classes Workshops	Other Events	Total
Total (Hours)	1,273	301	27	1,601

\* Significant demand for education program space as well as space for rehearsing and creating



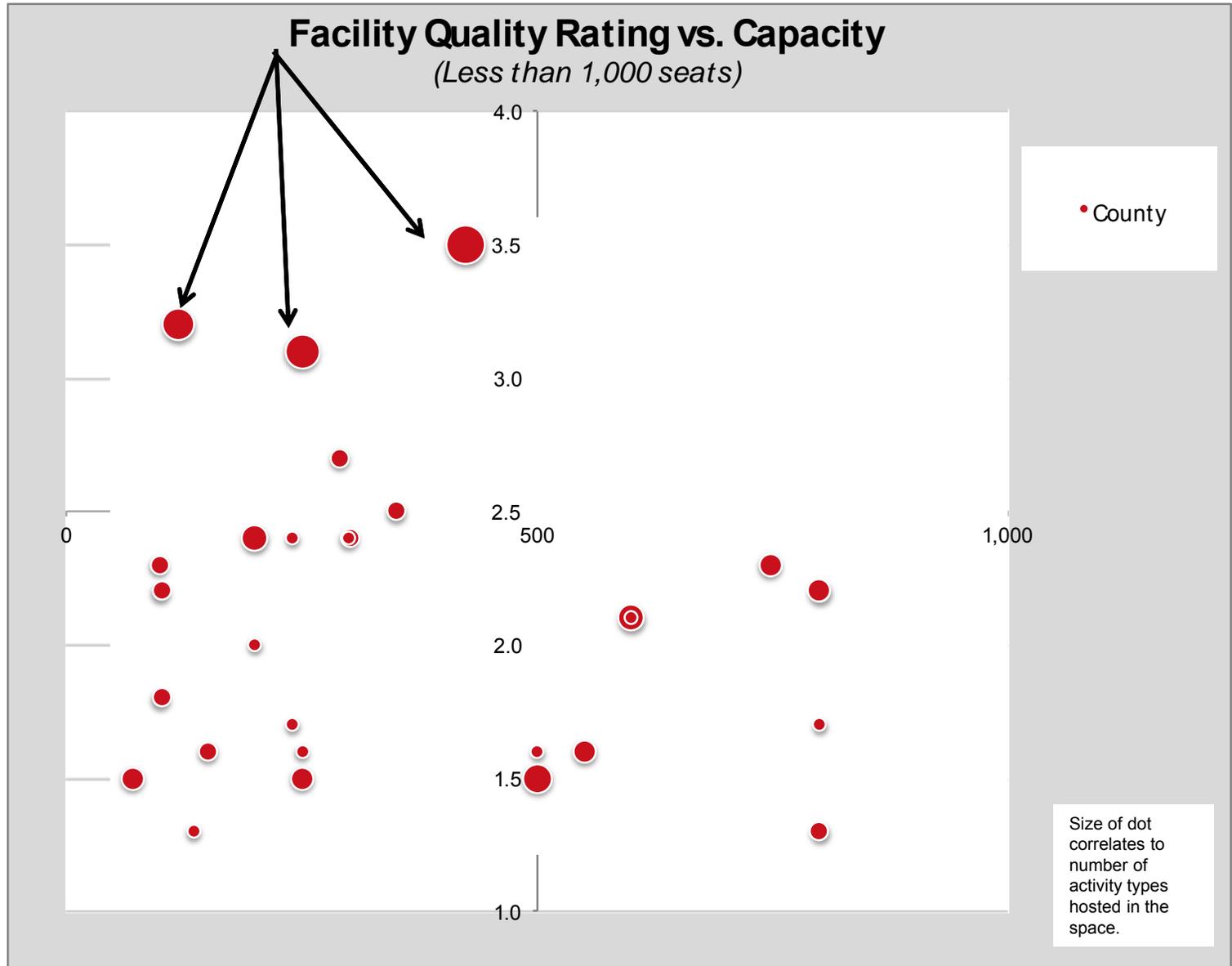


## Performance facilities

- \* 29 local and 94 regional spaces are used 4 or more times per year for live performance
- \* Most facilities are not purpose built performance spaces but rather community centers or churches
- \* Toby's Dinner Theatre is the only producing program; they also present local arts groups
- \* MPP, HCC and Columbia Festival are the primary presenters
- \* HCC facilities are activated through a combination of presenting, producing and community partnerships
- \* Music and family programming are most prevalent disciplines
- \* Limited presenting and touring activity, particularly activity that reflects local and regional diversity



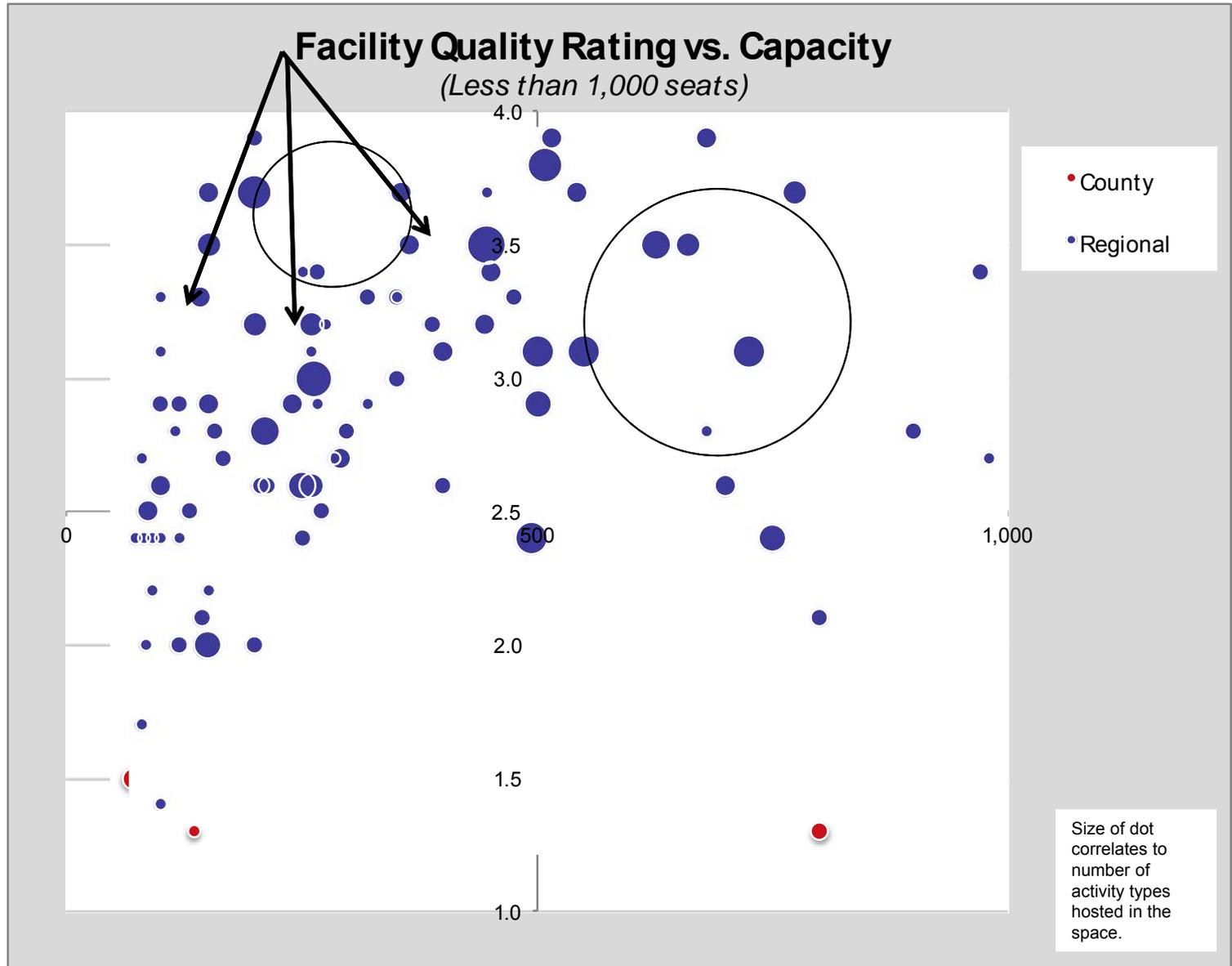
County performance facilities up to 1,000 seats



Arrows indicate HCC Horowitz Center facilities.



County + regional performance facilities up to 1,000 seats



Arrows indicate HCC Horowitz Center facilities.



## Visual + cultural arts facilities

- \* 19 County facilities for displaying art, but most are not true exhibition spaces
- \* Most feature traditional arts (painting, prints, drawings, photography)
- \* The County includes only one museum
- \* Very few visual arts facilities include artist studio spaces, artist services
- \* None offer residencies or pre-professional/professional training opportunities
- \* None have public food service and few have catering facilities
- \* Abundance of historic sites with limited public programming, particularly in Ellicott City



## Rehearsal + program facilities

- \* 200+ spaces in Howard County used for rehearsals and active programs
- \* Spaces vary widely in quality, though most are properly outfitted for the arts; newest spaces are highest quality
- \* Lots of dance and music programming which is said to be of high quality
- \* Film and media programming is concentrated in the libraries
- \* Limited theatre programming
- \* Anecdotal research suggests dance facilities are full
- \* HCC and Recs and Parks are key programming providers, using schools and college facilities

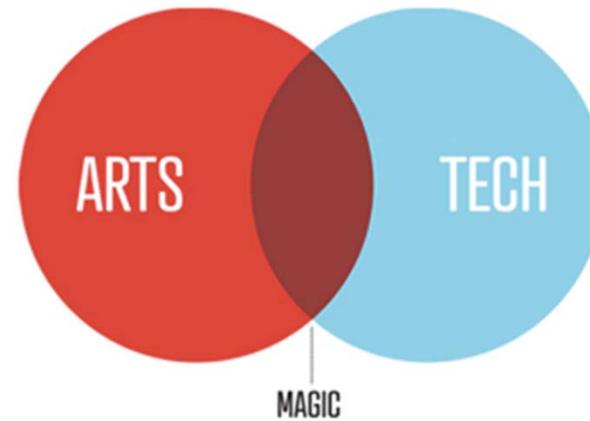


## Summary of existing facilities

- \* Locally, gaps for high quality small to mid-size performance space
- \* Lots of regional spaces under 1,000 seats; most have higher facility ratings than spaces in Howard County
- \* Existing local performance spaces have low availability:
  - \* *Jim Rouse Theatre and HCC facilities primarily serve internal programs*
- \* Existing performance spaces have significant limitations
  - \* *Most are churches, village centers and parks*
  - \* *These limitations are negatively impacting the level and quality of touring activity in the County*
  - \* *Opportunity for more theatre, dance and culturally-specific events*
- \* Limited gallery and exhibition space; limited artist studio and services
- \* A wealth of local historic resources, although nearly all have limited amenities and features
- \* Hands-on arts education programming is abundant and high quality
  - \* *Columbia Assoc. Art Center, CCTA, HCAC and Slayton House provide a wide range of hands-on arts programming for their local communities*
  - \* *Even still, anecdotal research indicates a demand for additional programming*
  - \* *Given their abundance and quality, arts education and hands-on programs have potential to provide regional distinction*
- \* Key opportunities for more dance and music education theatre, writing/literature, or other arts.



# Community benefits + impacts



## Conclusions

There is a case to develop new arts facilities based on:

- \* *Market:* Strong market for arts participation
- \* *User demand:* Significant demand for new and improved performing and visual arts facilities, including space for exhibition, performance, teaching, creating and meeting.
- \* The County arts community has not developed at the same pace as County audiences.
- \* *Existing + planned facilities:* Spaces are limited in size, availability and function (We must consider facility projects that are in development as this study's recommendations are developed.)
- \* *Community benefits + impacts:* New facilities would support goals and priorities, particularly for downtown and Long Reach Village Center



## Recommendation for downtown Columbia

### Arts education center with small + mid-size performance spaces

- \* 250 to 300-seat flexible theater
- \* More formal 500 to 750-seat theater
- \* Rehearsal, teaching, production and admin space
- \* Columbia Center for Theatrical Arts (or a similar group) as a potential anchor tenant
- \* Accessible to other regional organizations with strong arts education programming
- \* Multi-cultural arts education programming is key
- \* Support music, dance, theatre, film, spoken word and other event types, plus a curatorial approach to presenting
- \* Downtown location contributes to a new cultural district
- \* Regionally unique, serves key market segments, and responds to gaps in the inventory and demand issues



## Recommendation for Long Reach Village Center

Artist-focused facilities for creation, production, exhibition, rehearsal, teaching, etc.

- \* Artist work/sell/exhibit (and perhaps even live) space:
  - \* *10 or more artist studios (some with plumbing)*
  - \* *Shared storage*
  - \* *Exhibition space*
  - \* *Retail space*
  - \* *Administrative office*
- \* Studio spaces with sprung floors, pianos, high ceilings
  - \* *One should have retractable seating and basic lighting*
- \* Classrooms (wet and dry), admin and meeting space
- \* Shared production space, including shop, costume and storage, potentially in the former grocery store
- \* Should be partially animated by the HCAC Incubator Program (if developed)
- \* It is about providing a low cost of access and long term sustainability to artists and arts groups, which can then create a destination



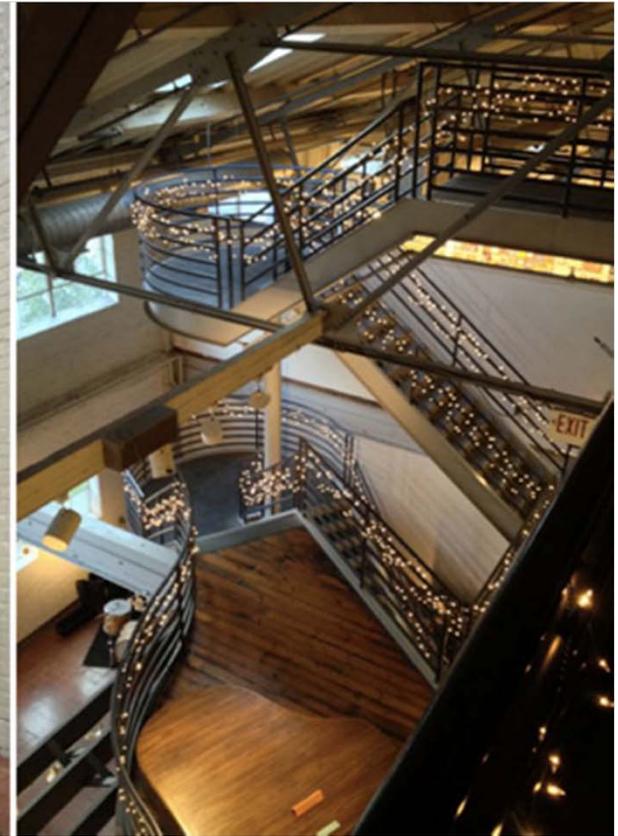
## Recommendations

- \* What makes sense in downtown Columbia vs. Long Reach?
  - \* A new performance and education center works for downtown Columbia as a high-profile regional facility that attracts audiences and students to a downtown location, spending money and driving commercial development in the area.
  - \* Artist-focused facilities for working, selling, teaching, sharing, building, storing, administering and even living make sense at Long Reach given the potential to concentrate these activities at one location at a reasonable cost.



## ArtSpace, Raleigh, NC

- \* 30 artist studios, 3 exhibition galleries, education room and large lobby
- \* Provides residency programs, artist services, public events, roundtables and critique for working artists
- \* Education programs for grades 3 through adult include tours, classes and coaching
- \* Public programs include rentals, on and off-site studio tours and a city gallery walk
- \* Owned and operated by a non-profit



## Sammons Center, Dallas, TX

- \* Founded in 1981 by a coalition of arts organizations led by the Greater Dallas Youth Orchestra which leased an historic pump station
- \* Provides low-cost office, rehearsal, performance and meeting space as well as administrative resources
- \* Home to 15 arts organizations; 40 others use services and facilities, including technology center
- \* Presents two series; one features local jazz artists and another features small and emerging ethnic arts organizations



## Artist Studios Building Boston Center for the Arts, Boston, MA

- \* Purchased by the Boston Redevelopment Authority in 1960, the Boston Center for the Arts is a 4-acre section of land that includes The Calderwood Pavilion, The Cyclorama, two small theaters, and rehearsal rooms
- \* The complex also includes the Artist Studios Building, which includes 50 work-only studios for artists and art organizations of all disciplines
- \* Artists and arts organizations are selected for studios through an application and jury-review process
- \* Artists currently working in the studios include painters, printmakers, sculptors, filmmakers, craftspeople, writers, performing artists, and other art-related organizations



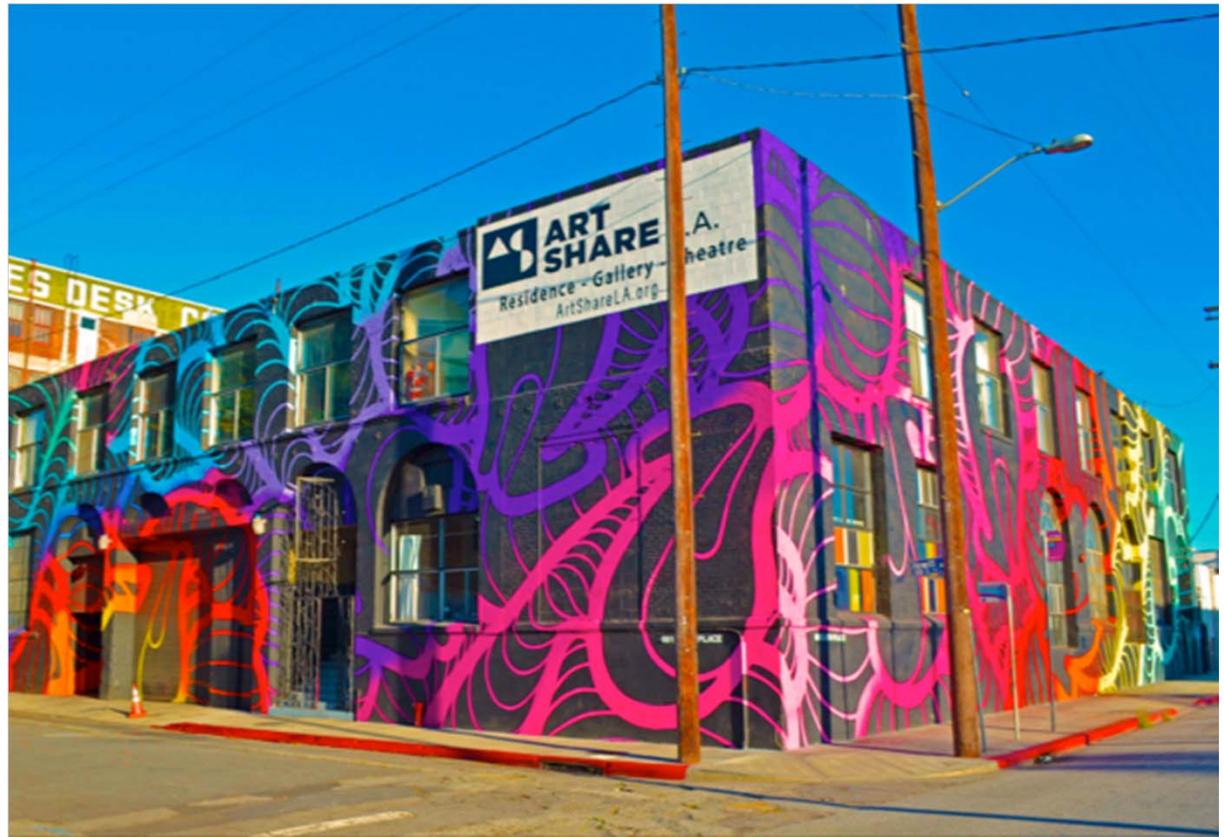
## Working Artists Ventura (WĀV | Ventura, CA

- \* A 'state-of-the-art', LEED Certified, subsidized housing community designed for artists and creative businesses
- \* Located in Ventura's Downtown Cultural District
- \* Owned by PLACE ( a national non-profit) and John Stewart County
- \* Building includes 54 units, all of which come with a workspace with high ceilings, cement floors, and open floor plans
- \* Application process requires reference letters, an artistic resume, and a statement of interest, followed by panel interviews; applicants are then placed on a wait list
- \* Rents range from \$965 to \$1,500
- \* Tenants are responsible for electric; WĀV provides Wi-Fi, hot water, trash, and sewage
- \* Features a community garden and a gallery, music venue, and theater that are available for rent by non-residents



## Art Share L.A. | Los Angeles, CA

- \* A 28,000 square foot warehouse with 30 subsidized live/work lofts
- \* Opened in 1997, other spaces include a common room, patio, theater, gallery, painting studio, three multi-purpose classrooms, and a recently opened ceramic studio
- \* All units range from 400-650 square feet
- \* The facility hosts variety shows, gallery shows, workshops, poetry readings, live music events, and classes
- \* Hard hit by the recession, Art Share undertook a program assessment in 2011; it led to rebranding, building repairs, and a re-launching of programs
- \* Recognized throughout the community as an community-oriented, ultra-inclusive venue open to a multitude of ideas



## Moving forward @ Long Reach

- \* Creative spaces at Long Reach can play a significant role in advancing the County's relatively undeveloped cultural sector
- \* There are multiple development options:
  1. Minimal improvements, focusing on affordable space for a range of programs and organizations that develop over time. It is low intervention but high impact for the cultural programs and groups involved.
  2. Incremental development, including artist live/work space that increase the value and impact of the Center to the cultural community.
  3. Additional development for a more specific set of uses and users that attract creative industries and related commercial development in and around the Village Center.





ReImagine Long Reach Village Center

## Questions & Answers



## Roundtable Exercise



Next Meeting: June 11 @ 7PM

For More Information:

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