Oakland Mills Village Center
Redevelopment Feasibility Study

Consultant Team Introduction
OMCA Village Board Meeting – May 10, 2016
Agenda

- Who We Are
- Study Purpose
- Study Areas
- Process and Timeline
- Methodology
- Information Resources
Oakland Mills Village Center Redevelopment Feasibility Study

Who We Are

- Bolan Smart Associates (BSA)
  - Eric Smart, Managing Principal
  - Pam DuBois, Director of Community Services

- Retail & Development Strategies (RDS)
  - Tom Moriarity, Managing Principal

- Urban Design Associates (UDA)
  - Paul Ostergaard, Managing Principal
Study Purpose

- Financial Feasibility Analysis
  - Demographics
  - Competitive Supply
  - Market Demand by Land Use

- Development Economics
  - OMVC Concept Scenarios
  - Other Redevelopment Opportunities

- Development Framework Concepts
  - Market Driven Land Use Orientation
  - Building Configurations
  - Access / Public Uses
Oakland Mills Village Center Redevelopment Feasibility Study

- Defined Study Areas
  - Oakland Mills Village Center Core
  - Oakland Mills Village Center
  - Village of Oakland Mills Neighborhoods
  - Functional Market Areas
Process and Timeline

- Study Commenced – May 2016
- Kickoff Community Meeting – TBD
  - Study Overview
  - Preliminary Observations for Community Comment
  - 2007 Master Plan / 2015 Community Plan Understandings
  - Focus Groups (consumer patterns, residential demand, development alternatives)
- 2nd Community Meeting – Late September / Early October
  - Market Findings
  - Development Framework Charrette
- 3rd Community Meeting – Mid November / Early December
  - Final Presentation
Oakland Mills Village Center Redevelopment Feasibility Study

- Methodology
  - Market Reconnaissance
  - Stakeholder Engagement
  - Case Study Examples
  - Demand Modeling / Land Use Feasibility Analysis
  - Community Meetings
  - Development Framework Concepts Charrette
Oakland Mills Village Center Redevelopment Feasibility Study

- Market Reconnaissance
  - Review Prior Studies / Columbia Marketplace
  - Regional Context
  - Demographic Analysis
    - Village Boundaries, Neighborhoods, Market Area, Columbia, Howard County
    - Traffic and Destination Users
  - Land Uses / Competitive Supply
  - Regulatory & Zoning Parameters
Oakland Mills Village Center Redevelopment Feasibility Study

- **Stakeholder Engagement**
  - **Process:** community meetings and one-on-one discussions
  - **Target Groups**
    - Oakland Mills Community Association
    - Columbia Association
    - Howard County – HCPSS, Recreation and Parks, and Economic Development Authority
    - Housing Commission
    - Oakland Mills Interfaith Center
    - Property Owners and Other Real Estate Practitioners
    - Commercial Tenants – Retail and Office
    - Residential Users – Apartments and Condominiums
    - Other
Oakland Mills Village Center Redevelopment Feasibility Study

- Case Study Examples
  - Regional & National
  - Comparable Communities – old and new planned communities
  - Comparability Factors
    - Grocery anchor / critical mass
    - Center reinvestments
    - Access / visibility
    - Parcel consolidation / assembly
    - Destination uses (distinctive businesses, recreational/cultural, other)
    - Type of implementation – market, zoning, incentives, catalytic project
Demand Modeling / Land Uses

- Projection Timeframe
- Retail SF Ranges by Category
- Other Commercial (professional offices, services)
- Residential by Product Type
- Other / Recreational / Civic / Institutional
Oakland Mills Village Center Redevelopment Feasibility Study

- Development Framework Concepts Charrette
  - Market Driven Land Use Orientation
  - Building Configuration Options
  - Access / Public Uses
  - Village Identity Within Larger Columbia Context
Information Resources

- Website
  - https://www.howardcountymd.gov/Oakland-Mills-Village-Center

- County Contact
  - Kate Bolinger at 410-313-4393 / kbolinger@howardcountymd.gov
Comments and Questions