

Oakland Mills Village Center Redevelopment Feasibility Study

Consultant Team Introduction

OMCA Village Board Meeting – May 10, 2016

Oakland Mills Village Center Redevelopment Feasibility Study

□ 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

Oakland Mills Village Center Redevelopment Feasibility Study

□ 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

Oakland Mills Village Center Redevelopment Feasibility Study

□ 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

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□ Demand Modeling / Land Uses

- Projection Timeframe
- Retail SF Ranges by Category
- Other Commercial (professional offices, services)
- Residential by Product Type
- Other / Recreational / Civic / Institutional

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

Oakland Mills Village Center Redevelopment Feasibility Study

□ Information Resources

■ Website

✓ <https://www.howardcountymd.gov/Oakland-Mills-Village-Center>

■ County Contact

✓ Kate Bolinger at 410-313-4393 / kbolinger@howardcountymd.gov

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- Comments and Questions