Study Highlights
Final Community Meeting, March 22, 2017

Bolan Smart Associates / RDS / UDA
STUDY PURPOSE

• Test private sector investment potential of different land uses (including those in 2015 Village Center Community Plan)

• Provide information that can be leveraged to assess future redevelopment opportunities

• Outline implementation possibilities
Oakland Mills Village Center Area
Redevelopment Feasibility Study

**PROCESS AND TIMELINE**

- **Jun 6**
  - Study Kickoff Meeting

- **Jun - Oct**
  - Research, Stakeholder Discussions and Analysis

- **Nov 15**
  - Preliminary Findings Meeting

- **Nov - Dec**
  - Public Comment Period

- **March**
  - Final Presentation Meeting
UPDATE SINCE NOVEMBER COMMUNITY MEETING

• Evaluated community comments and issued answers to questions
• Added more formal analysis of multi-family new construction
• Finalized research on land parcels and development examples
• Completed report (some Q&A included as sidebars)
• Reviewed findings with Howard County and Columbia Association
• Incorporated County considerations related to next steps
EXISTING CONDITION OBSERVATIONS

• Oakland Mills has a solid foundation for village center repositioning (central location, mix of uses, neighborhood character and demographics)

• Current land use regulations and review processes are hurdles to redevelopment
EXISTING CONDITION OBSERVATIONS CONTINUED

• Current mix of property owners and investment status points to a range of redevelopment potentials and timeframes

• Possible major public investments (i.e. Bridge Columbia) are too uncertain / far into the future to affect near-term private investment decisions
**Retail**

- New retail on its own is unlikely given surrounding competition and insular location in a neighborhood trade area.

- Potential for some new retail integrated/constructed with new residential development.
OFFICE

• OMVC is not a regional office destination; competitive supply is available in other nearby locations

• Rents do not support constructing new neighborhood-serving office space

Available New Office Space >10,000 Square Feet (Fall 2016). Source: CoStar and Bolan Smart
MAJOR SPORTS COMPLEX – ICE RINKS, INDOOR POOL, TRACK AND FIELD

• Modern sports facilities typically locate in industrial parks or as part of publically-owned recreation areas with access to major roadways

• Highly unlikely at OMVC due to: scale of the required building and parking area; potential traffic impacts; and lack of private/public capital and operating dollars

Examples of major sports facilities – Edward T. Hall Aquatic Center, The Gardens Ice House, Piney Orchard Ice Rink, Skate Frederick. Source: Bolan Smart
RESIDENTIAL

• **Townhomes** (market rate) – the principal market opportunity to transform the OMVC could come from new for-sale townhomes

• **Senior Housing** – merits further investigation; could be independent or assisted living and could be co-sponsored with a non-profit

• **Multi-family** (non-senior) – OMVC potential rents do not support new construction for next few years; potential constrained by competitive supply at better served locations; on-going reinvestment in existing apartments suggests longer-term redevelopment prospects
**SCORECARDS**

- Comparing land uses

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**Table: Market Demand / User Interest**

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<th>Retail</th>
<th>Office</th>
<th>Sports Complex</th>
<th>Town Homes</th>
<th>Senior Housing</th>
<th>Multi-Family</th>
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**Legend:**
- **✅** Possible
- **?** Uncertain
- **❌** Unlikely

*Source: Bolan Smart, 2017*
**REDEVELOPMENT CONSIDERATIONS AND OPPORTUNITIES**

- OMVC distinct characteristics: residential streets access, proximities to commercial areas, regional destination with existing ice rink, multiple property owners (including internally bisecting public rights-of-way)

- A critical mass of new townhomes can be transformative and may represent economic value to incentivize property owner redevelopment

- Despite divided property ownerships potential development blocks exist that could be co-developed

- Repurposing some public rights-of-way and other property are possible enhancements to economic feasibility and other community benefits
IMPLEMENTATION — PROPERTY OWNERS AND BUSINESSES

• Multiple property owners and complex redevelopment issues underscore a need for collaboration and partnerships

• Transformation of OMVC relies on actions and perseverance of private property owners – not the public sector alone

• Howard County can support private initiatives through zoning and infrastructure
IMPLEMENTATION – COMMUNITY/ORGANIZATIONAL INITIATIVES

• OMCA should consider reviewing their 2015 VCCP and determine if it needs updating to align with the study findings

• An “OMVC Development Work Group” could be formed, dedicated to promoting village center interests and targeting issues that advance the readiness of the village center for future enhancements
IMPLEMENTATION – LAND USE

• The Village Center Redevelopment (VCR) process should be assessed as part of the County’s multi-year zoning and development regulations update; code changes to expedite redevelopment should move forward without waiting for the entire code to be completed.

• Private covenants should be assessed concurrently with the zoning regulations; a review of covenants by Howard Hughes is required by a November 2016 Memorandum of Understanding.

• Current housing price points and affordability in Oakland Mills, coupled with development cost constraints, suggests new residential development in the village core should concentrate on market rate units.
IMPLEMENTATION — INFRASTRUCTURE

• Up to date mapping and assessment of water, sewer and other utility network connections will support redevelopment planning; property owners could collaborate with Howard County on this planning tool.

• As redevelopment proposals emerge, the County should support enhancements to public utilities as part of development review.

• The design and construction of public infrastructure should be shaped by an overall framework plan for OMVC that is reviewed with the community.
IMPLEMENTATION — INFRASTRUCTURE

• Shared and reduced parking standards should be evaluated

• Moving the multi-use path to White Acre Road should be explored in conjunction with an access and circulation framework plan that may reconfigure the street network to support redevelopment

• Consideration should be given to moving the bus stop on Robert Oliver Place to Stevens Forest Road and bike racks installed at convenient locations
IMPLEMENTATION – INFRASTRUCTURE

• Future plans for the existing temporary police substation should be implemented by the County

• County capital funds for OMVC renewal and enhancement projects should be reserved and carried over to future fiscal years

• Long term road and transit enhancements should continue to explore the feasibility and desirability of enhanced connections to OMVC
STUDY TAKEAWAYS

• Feasibility Study is part of a continuum of studies and initiatives aimed at advancing redevelopment in OMVC

• Study process has engaged property owners and other stakeholders and encouraged new connections

• The study report provides a baseline of analysis to help inform potential development partners going forward

• The study points to a range of positive messages and approaches to realize change
QUESTIONS