Oakland Mills Village Center Area Redevelopment Feasibility Study

Community Kick-Off Meeting

June 6, 2016
OMVCA Redevelopment Feasibility Study

- Agenda
  - Consultant Team
  - Background and Process
  - Macro Level Ideas
  - Breakout Sessions (market research / development parameters)
OMVCA Redevelopment Feasibility Study

- **Consultant Team**
  - Bolan Smart Associates (BSA)
    - Eric Smart
    - Pam DuBois
  - Retail & Development Strategies (RDS)
    - Tom Moriarity
  - Urban Design Associates (UDA)
    - Paul Ostergaard
OMVCA Redevelopment Feasibility Study

- Study Fundamentals
  - Financial Feasibility Analysis
    ✓ Competitive Supply
    ✓ Market Demand by Land Use
  - Development Economics
    ✓ OMVC Concept Scenarios
    ✓ Other Redevelopment Opportunities
  - Development Framework Concepts
    ✓ Accommodating Land Uses
    ✓ Building Configurations
    ✓ Access / Public Uses
OMVCA Redevelopment Feasibility Study

- Process and Timeline
  - Study Commenced – May 2016
  - Kick-Off Community Meeting – June 6, 2016
    - Study Overview
    - Subject Area Discussions
  - 2nd Community Meeting – Early Fall 2016
    - Study Findings
    - Development Framework and Illustrations
    - Community Comment
  - 3rd Community Meeting – Later Fall 2016
    - Final Presentation
OMVCA Redevelopment Feasibility Study

- Starting Assumptions
  - Prior Studies / Today Snapshot
  - Role of Village Centers (and destination uses)
  - Existing Conditions (ped / bike path, Blandair Park, etc.)
  - Possibility of Macro Level Ideas (transportation, sports)
OMVCA Redevelopment Feasibility Study

- Defined Study Areas
  - Oakland Mills Village Center Core
  - Oakland Mills Village Center Area (core + opportunity sites)
  - Village of Oakland Mills Neighborhoods (SF, TS, TH)
  - Functional Market Areas
OMVCA Redevelopment Feasibility Study

- Methodology
  - Market Reconnaissance
  - Stakeholder Engagement
  - Case Study Examples
  - Demand Modeling / Land Use Feasibility Analysis
  - Development Framework Concepts
Market Reconnaissance

- Demand Analysis
  - Study Area, Neighborhoods, Market Area
  - Existing and Potential User Patterns

- Land Uses / Competitive Supply

- Regulatory & Zoning Parameters
Stakeholder Engagement

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

- Case Study Examples
  - Local, Regional & National
  - Comparability Factors
    - ✓ Land uses
    - ✓ Facilities age and condition
    - ✓ Access / visibility
    - ✓ Parcels composition
    - ✓ Type of implementation – market, zoning, incentives, catalytic projects
OMVCA Redevelopment Feasibility Study

- Demand Modeling / Land Uses
  - Building Area by Use Category
  - Projection Timeframe
  - Redevelopment Scenarios and Supporting Conditions
Development Framework Concepts

- Layout of Land Uses
- Building Massing
- Access / Public Uses / Open Spaces
- Environmental Sustainability
- Implementation
OMVCA Redevelopment Feasibility Study

- Redevelopment Principles and Opportunities
  - New Projects = Attention (positive spin-offs on existing)
  - Synergies Between Land Uses
  - Critical Mass (including possible new residential)
  - Major Uses Help Subsidize Ancillary Uses
  - Role of Opportunity / Catalytic Sites
OMVCA Redevelopment Feasibility Study

- County / Columbia-wide / Oakland Mills Macro Level Ideas
  - Transportation Linkages (public investments)
  - Additional Sports Facilities (regional serving, non-profit)
  - Transformation of Existing Residential Uses
OMVCA Redevelopment Feasibility Study

- Breakout Sessions – one rotation (20-30 minutes each)
  - Retail
  - New Residential / Offices
  - Institutional
  - Physical
OMVCA Redevelopment Feasibility Study

- Comments and Questions
OMVCA Redevelopment Feasibility Study

- Breakout Sessions (market research / development parameters)
  - Retail (Tom Moriarity) – supply and demand
  - New Residential / Offices (Eric Smart) – mix of types, amount
  - Institutional (Pam DuBois) – Barns, Interfaith, other
  - Physical (Paul Ostergaard) – connectivity, open space, massing

- One rotation (20-30 minutes each)
OMVCA Redevelopment Feasibility Study

- Information Resources
  - Website
    - [https://www.howardcountymd.gov/Oakland-Mills-Village-Center](https://www.howardcountymd.gov/Oakland-Mills-Village-Center)
    - Use Comment Form to submit thoughts after meeting
  - County Contact
    - Kate Bolinger at 410-313-4393 / kbolinger@howardcountymd.gov