

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

OMVCA Redevelopment Feasibility Study

□ Market Reconnaissance

▪ Demand Analysis

- ✓ Study Area, Neighborhoods, Market Area
- ✓ Existing and Potential User Patterns

▪ Land Uses / Competitive Supply

▪ Regulatory & Zoning Parameters

OMVCA Redevelopment Feasibility Study

□ 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

OMVCA Redevelopment Feasibility Study

- 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>
- ✓ Use Comment Form to submit thoughts after meeting

■ County Contact

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