



Long Reach Community Association

6110 Foreland Garth, Columbia, MD 21045

410-730-8113 • info@longreach.org

December 8, 2025

Lynda Eisenberg
Director, Planning and Zoning
3430 Court House Drive
Ellicott City, MD 21043

Re: Zoning Board Case No. ZB-1132M

Dear Director Eisenberg:

The Long Reach Community Association ("LRCA" or "Village Board") is pleased to provide the enclosed Community Response Statement ("CRS") in connection with the proposed major redevelopment of the Long Reach Village Center ("LRVC") submitted by Columbia Concepts LLC. On October 22, 2025, the Village Board received notification of the acceptance of the petition ZB-1132M (the "Petition").

The Village Board welcomes Columbia Concept's investment in the LRVC and generally supports the Petition. The Village Board recommends that the development be phased so that the retail and community amenities are built before residential uses. The current Petition is unique among requests for major redevelopment of a Columbia village center because Howard County currently owns the LRVC, and the proposed development includes parcels owned by other entities. Accordingly, the enclosed CRS addresses issues that are of a more global nature.

The LRCA thanks DPZ for this opportunity to provide its response to the Petition. Please do not hesitate to contact us with any questions.

Sincerely,

Nina Basu
Chair, Board of Directors

Tina Addo
Executive Director/ Village Manager

EXECUTIVE SUMMARY

The Long Reach Community Association, Inc. (“LRCA”) supports the redevelopment of the Long Reach Village Center and supports the October 22, 2025 Petition to Amend the Preliminary Development Plan (the “Petition”) for the parcel filed by Columbia Concepts LLC (“Petitioner”). The Petition generally comports with the 2025 LRCA Village Center Master Plan.

Recommendations:

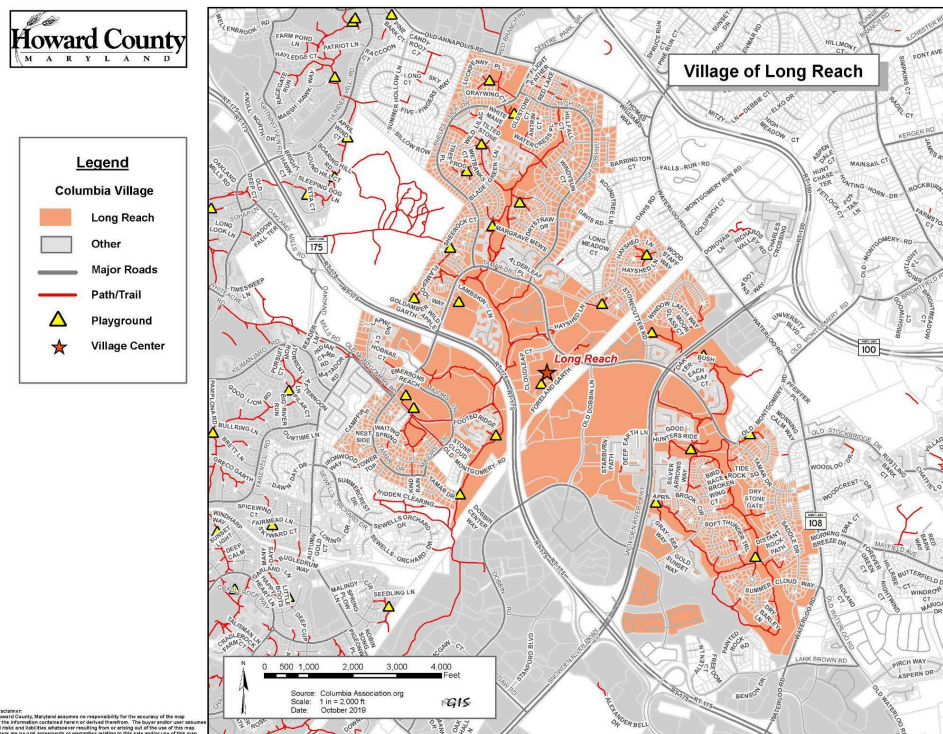
- **Phasing of development.** The Village Board recommends that the non-residential uses and community amenities be built first, before any stand-alone residential units may be built. Allowing some residential units in the mixed-use building would allow for economic viability and increased traffic, while still prioritizing elements of the Village Center that benefit the entire community.
- **Construction management considering community.** The Village Board recommends that construction phasing, planning, and permitting consider the impact of construction on the surrounding community and avoid stops in work and other gaps that negatively impact the community.
- **Increased green spaces.** The Village Board applauds the thought process that is shown within the design of green spaces. The Village Board recommends that the development focus on making sure that the green spaces are focused on significant, accessible public open space for the entire community, and that the Petitioner is encouraged to work with other community partners to plan and coordinate on open space.
- **Improved sustainability features.** The Village Board recommends that the approved plan adopt the sustainability features of the design guidelines, and that the overall impervious surface area is reduced rather than increased.
- **Connectivity to existing pathway systems and bicycle and pedestrian access.** The Village Board recommends that Petitioner work with CA and Howard County to increase connectivity to the pathway system, including connections to the multi-use path connecting Blandair Park with Howard Community College.
- **Prioritize community space for the Columbia Art Center and LRCA.** The Village Board recommends that Petitioner work with Columbia Association to ensure that any new facilities for the Columbia Art Center and LRCA meet or exceed the current size and quality of facilities, and that any transition take place with minimal (less than 4 weeks) or no downtime for community uses.

ABOUT THE LONG REACH COMMUNITY ASSOCIATION, INC.

The Village of Long Reach is the largest and one of the oldest of the Villages of Columbia, Maryland. The Village consists of four residential neighborhoods: Jeffers Hill, Kendall Ridge, Locust Park and Phelps Luck. From our start in 1971, we have grown to more than 17,000 people living in 6,108 households. Long Reach is the largest of Columbia's villages and boasts substantial diversity in housing stock, with affordable one-bedroom condos to seven-figure single family homes. Long Reach is also located with easy access to MD-175, MD-100, US-29, and I-95, making it ideal for commuters. Long Reach is close to many retail, commercial, and employment centers along Snowden River Parkway, the Dobbin Corridor, and Columbia Gateway.

Long Reach was designated by the Maryland Department of Housing and Community Development's Sustainable Communities Program as a sustainable community in 2016 and in 2022. This program can provide additional opportunities for investment in the community.

Long Reach Community Association, Inc. ("LRCA") is the not-for-profit organization that governs and represents our Village. Property owners and residents of Long Reach are members of the LRCA and elect a five-member Village Board and a council representative to the Columbia Council (who also serves as a member of the Columbia Association Board of Directors). A small staff and many volunteers conduct the daily business of LRCA at Stonehouse, our community center located in the Long Reach Village Center. Stonehouse is a three-level stone building with substantial rentable space, plus office and other space. Stonehouse includes a ballroom, a party room, two meeting/conference rooms, a commercial warming kitchen, rentable office space, storage closets, and a dance room with a specialized dance floor.



BACKGROUND AND HISTORY OF THE VILLAGE CENTER

The Long Reach Village Center was initially developed by The Rouse Company opening in 1974 (three years after the first residents moved into Long Reach in 1971). Initially, the Long Reach Village Center included 12 in-line retail tenants and a Safeway grocery store. CA opened Stonehouse and the Art Center in 1971. The Village Center was renovated last in 1998.

In 2002, Kimco purchased the Village Center. Subsequently, the parcel was sold to Cedar Shopping Centers, then America's Realty, LLC. In 2011, the Safeway closed. By 2014, the Village Center was underused and in poor condition. A market analysis of the Village Center was conducted in 2014. In 2014, Howard County purchased the property from America's Realty, LLC, and declared it blighted. In addition to the main Village Center parcel owned by Howard County, there are three pad sites, including an Exxon gas station/convenience store, a liquor store, and a freestanding restaurant.

On June 25, 2018, the PDP was amended in Zoning Board Case No. 1121M, approving the petition filed by Orchard Development Corp. Subsequently, the former petitioner was unable to acquire the additional parcels needed for its plan and terminated its agreement to purchase the Village Center from Howard County.

Howard County again advertised and requested proposals for the sale of the Village Center and redevelopment. In 2024, the County selected the proposal by Columbia Concepts, LLC. Subsequently, the instant petition was filed.



SECTION 125.J.4.a.(8) COMMUNITY RESPONSE TO PETITION

LRCA respectfully submits its detailed community response statement pursuant to Howard County Zoning Regulation §125.J.3.b.(1) and the request of the Department of Planning and Zoning to respond to the Petition and specifically to the Long Reach Village Center Redevelopment Plan (“RD”). This Response to the Petition (Zoning Board Case No. ZB-1132M) provides responses to the areas included in Howard County Zoning Regulation §125.J.4.a.(8) to identify the impacts of the Long Reach Village Center redevelopment on the nature and purpose of the Village Center and its relation to the surrounding community.

This community response statement was drafted by the elected, volunteer Village Board members who participated in working sessions to draft and revise the statement in open Board meetings and open work sessions conducted in person and over Zoom on November 4, 11, 18, 25, and December 2, 2025. A final vote was taken on December 2, 2025. LRCA professional staff assisted in desktop publishing, formatting, and other ministerial tasks following the December 2, 2025, vote and prior to submission on December 8, 2025.

1. The justification statement shall demonstrate how the Village Center Redevelopment meets the following criteria:

(a) The Village Center Redevelopment will foster orderly growth and promote the purposes of the Village Center in accordance with the planned character of the NT District;

The vision of LRCA for the Long Reach Village Center is to provide the Long Reach community and all visitors with a convenient, comfortable, and clean village center that is a vibrant, inclusive hub that bridges cultures, fosters innovation, and connects people from all walks of life. LRCA strives for a village center that will enhance the Long Reach area by providing opportunities for entrepreneurship, increased home equity, and high-quality living, along with various retail & service options. LRCA aims to cultivate a welcoming village center environment where everyone—locals and visitors alike—can gather, grow, and build a brighter future together.

LRCA appreciates the consideration that the RD gives to the vision of LRCA for the Village Center, as well as the consideration of community and gathering spaces as a method of achieving that goal. LRCA appreciates the inclusion of conceptual street architecture and shared space, as well as retail, that are designed to create places to gather.

LRCA appreciates the early stages in which the project is currently in and understands the need for significant flexibility as the project continues. LRCA recommends that the staging of construction prioritize in timeline sections that can be fully completed so that the village is not bereft of a Village Center for a significant amount of time.

LRCA agrees with the Petitioner that the current Village Center, including the parcel owned by Howard County since 2014, is underutilized and suffering from disinvestment. LRCA, however, reminds the Zoning Board that despite the blight of the County-owned parcel, the Village Center as a whole includes significant community use in both LRCA's facilities in Stonehouse and in the Columbia Art Center. Moreover, the purpose of the Village Center, this specific Zoning Board process, and, we believe, the real intent of the RD is not simply to take an underutilized area and make it profitable, but instead to re-envision the core community and design principles of the concept of a Village Center and recast it from the 1960s and 1970s into the 2020s and beyond.

LRCA notes that the current vision for a Village Center includes residential, community, commercial, and retail uses that enhance the community and the overall plan. LRCA recognizes that residential use appropriately woven into the RD can increase safety by increasing eyes on the street, serve as a ready-made market for retailers, and create a buzz and a sense of excitement and welcome for others who would like to enter the space.

LRCA suggests that the focus of review on whether the RD fosters orderly growth and promotes the purposes of the Village Center should be whether the plan enhances current uses and the current community, and whether the plan, when taken as a whole, enhances the ability for the Village Center to be used as "vibrant, inclusive hub that bridges cultures, fosters innovation, and connects people from all walks of life."

(b) The amount of commercial business floor area contained in the Village Center Redevelopment is appropriate to provide retail and commercial service to the village as a location for convenient, diverse commercial business uses which serve the local neighborhoods of the village and surrounding local community;

LRCA notes that the RD increases the amount of commercial space in the Village Center and hopes that, as the project continues, more of that commercial space is focused on retail and commercial activities that enhance the opportunities for gathering and use, rather than space that is not actively used. The RD includes 122,600 square feet of commercial space, as well as 136,260 square feet of multi-sports complex space.

Currently, the Village Center has 91,091 square feet of available retail space. LRCA acknowledges that a significant amount of this space is currently not used or underutilized. LRCA appreciates that the RD increases the overall commercial/retail space. Some members of the Village Board have expressed concerns about the amount and proportion of space that is not retail or commercial focused on the surrounding neighborhoods, such as the amount of space used by residential units and the amount of space used by the sports complex. Specifically, 2/3 of the usable space (excluding parking and green space) is used for housing of the sports complex, while only 1/3 is used for the traditional purposes of the Village Center, providing retail and commercial space for the immediate neighborhoods.

LRCA appreciates the Petitioner's focus on considering a grocery store anchor. However,

LRCA cautions the Petitioner that, to date, such an occupant has been impossible to find given the immediate retail opportunities within walking and short driving distance, and suggests that the Petitioner, while continuing to seek a grocery anchor, also consider reasonable contingency plans for retail anchors in the space. In other words, LRCA would not wish to see the overall retail space reduced if a grocery anchor was not secured.

LRCA recognizes that the Petitioner is at the beginning stage, or a concept plan stage. However, as the Petitioner continues, LRCA encourages the Petitioner to consider how the development contemplated in the RD enhances, provides alternatives to, and/or integrates into the larger community. LRCA is aware that the Village Center is extremely close to the major Dobbin and Snowden shopping corridors, as well as shopping at Center Park. LRCA acknowledges that these areas provide competition and have advantages of accessibility to a larger base of potential customers. However, the Village Center perhaps benefits from that geographic proximity, as connectivity and visibility may enhance the opportunities for the Village Center. Connectivity to the entirety of Columbia - including walking connectivity - can also enhance both commercial uses and quality of life.

LRCA notes that the Petitioner plans to bring retail and commercial functions to “help bridge the needs of families, millennials, and aging residents.” LRCA notes that the Petitioner should carefully consider the current and future, demographics and needs of Long Reach and the surrounding community. While many residents are families, Millennials (who are ages 30-45 and make up the heads of households of most families with minor children as well as much of the Columbia workforce), as well as “encore adults” who may have finished raising children but are not yet retired or consider themselves elderly, retirees, and elderly, there are also young people who reside in, or seek to reside in, both Long Reach and the surrounding areas of Columbia. LRCA also notes that many apartments attract those under 30 (“Gen Z”) and encourages the Petitioner to consider not only how to attract young residents, but also that, over the course of development, those currently in each age bracket will age into a new bracket. The Petitioner should be focused on planning for future needs.

(c) The Village Center Redevelopment will foster the purpose of a Village Center as a community focal point providing good opportunities for community interaction and communication;

LRCA appreciates the many additional opportunities for community interaction and communication within the RD, particularly the excellent use of street furnishings and similar design. LRCA notes that the RD may be improved with greater engagement with current users of the art center and overall engagement with the Columbia-wide Art community, and encourages engagement with the overall Columbia-wide art community that sees the Columbia Art Center as their space.

LRCA encourages the Zoning Board to require staging of development that would require either community or mixed-use development to precede residential development to enhance the Village Center’s use as a gathering point. LRCA also encourages using the frontage on Tamar Drive to draw people into the space.

- (d) The location and the relative proportions of the permitted uses for commercial businesses, dwellings, and open space uses, and the project design will enhance the existing development surrounding the Village Center Redevelopment;**

LRCA states that it supports the redevelopment of the Village Center as a multi-use space that includes commercial businesses, dwellings, open space, and community spaces. The proposed plan will enhance the Village Center; however, careful attention must be paid so that the Village Center's function is not overwhelmed by housing and the sports facility. The Village Board recommends that the design consider engagement of all uses in the space.

- (e) The Village Center Redevelopment provides accessible usable landscaped areas such as courtyards, plazas or squares;**

The Village Board supports Petitioner's plans to provide usable landscaped areas such as courtyards, plazas, or squares. These areas are crucial to creating a welcoming and usable space for residents and visitors to the Village center.

The Village Board supports the RD's design of usable landscaped areas, including substantial planting and street furnishings plans. These areas are crucial to creating a welcoming and usable space for residents and visitors to the Village center. The Village Board recommends consideration of internal micro mobility. The Village Board opposes the use of cobblestones and asks that the Zoning Board require more accessible materials that respect the needs of those with mobility concerns.

- (f) The Village Center Redevelopment is compliant with all applicable environmental policies and requirements, and provides new environmental improvements to the redevelopment area through the use of methods such as, but not limited to, green building standards, water conservation, natural drainage systems, the planting of native vegetation, the removal of existing invasive plants, the improvement of stormwater deficiencies, and following low impact development practices;**

The RD has substantial focus and specificity in addressing environmental concerns and meets all known environmental regulations and policies. The Village Board greatly appreciates the RD's clear focus on environmental sustainability. The Village Board suggests that the Zoning Board adopt the design guidelines and sustainability features.

- (g) The Village Center Redevelopment fosters pedestrian and bicycle access;**

The Village Board appreciates the increased opportunities for pedestrian and bicycle trips to the Village Center, especially the increasing amenities and reasons to travel to the Village Center by bicycle or foot at various times of day.

In reviewing the circulation plan, the Village Board notes that the proposed non-motorized pathway connecting Cloudleap to the rest of the development may also enhance connectivity to the Village Center from other portions of the Locust Park neighborhood.

The Village Board appreciates consideration of the “sidewalk to nowhere” and connectivity problems that exist not only in the Village Center and adjacent areas, but throughout Columbia. The Village Board suggests that the Petitioner work with both CA and Howard County to encourage coordination with other open spaces, trails, and pathways.

The RD specifically states connectivity to the Elkhorn Branch Trail. This is a beneficial connection. However, in addition to the Elkhorn Branch, the Village Board suggests connectivity - particularly very inexpensive wayfinding opportunities - to connect the RD to the Blandair to Howard Community College Trail.

The Village Board recommends that the RD include substantial bicycle amenities, such as bike racks, to encourage bicycle use.

(h) Public transit opportunities are appropriately incorporated into the Village Center Redevelopment;

Public transit in Howard County primarily consists of bus service. The RD includes bus connectivity and an anticipated additional stop.

(i) The Village Center Redevelopment is compatible with the surrounding community; and

The Village Board notes that the surrounding community includes substantial high-density housing units, including Sierra Woods, Timbers at Long Reach, Shalom Square, and Longwood Elderly Apartments. The Village Center parcel, however, has been relatively empty for many years. The RD seeks to bring back the Village Center for community use, rather than its current uses, which are not substantial, as much of the Village Center is currently defunct. The housing stock may be elevated immediately adjacent to the Village Center. The retail uses provide a substantial increase in active retail use. Some Village Board members have expressed concerns about architectural incompatibility, such as buildings that are substantially larger and use materials that are incongruent.

(j) The Village Center will continue to meet the definition of a New Town Village Center.

The Village Board believes that the RD meets the definition of a New Town Village Center.

2. Address its comments in terms of any other specific approval criteria the Village Board recommends be considered by the Zoning Board in its decision on the Major Village Center Redevelopment; and

The Village Board provides the following recommendations:

- **Phasing of development.** The Village Board recommends that the non-residential uses and community amenities be built first, before any stand-alone residential units may be built. Allowing some residential units in the mixed-use building would allow for economic viability and increased traffic, while still prioritizing elements of the Village Center that benefit the entire community.
- **Construction management considering community.** The Village Board recommends that construction phasing, planning, and permitting consider the impact of construction on the surrounding community and avoid stops in work and other gaps that negatively impact the community.
- **Increased green spaces.** The Village Board applauds the thought process that is shown within the design of green spaces. The Village Board recommends that the development focus on making sure that the green spaces are focused on significant, accessible public open space for the entire community, and that the Petitioner is encouraged to work with other community partners to plan and coordinate on open space.
- **Improved sustainability features.** The Village Board recommends that the approved plan adopt the sustainability features of the design guidelines, and that the overall impervious surface area is reduced rather than increased.
- **Connectivity to existing pathway systems and bicycle and pedestrian access.** The Village Board recommends that Petitioner work with CA and Howard County to increase connectivity to the pathway system, including connections to the multi-use path connecting Blandair Park with Howard Community College.
- **Prioritize community space for the Columbia Art Center and LRCA.** The Village Board recommends that Petitioner work with Columbia Association to ensure that any new facilities for the Columbia Art Center and LRCA meet or exceed current size and quality of facilities, and that any transition take place with minimal (less than 4 weeks) or no downtime for community uses.

3. Provide a response regarding:

(a) The boundary of the Village Center proposed by the petitioner;

LRCA appreciates that the Petitioner considers Village Center redevelopment that is in excess of the Howard County-owned parcel and that the Petitioner considered a more fulsome boundary. The RD, however, does not include the entire area that the Village Center Master Plan encompasses. The unknown fact of whether the CA parcel will be included or not significantly impacts the RD.



2025 Village Center Master Plan Boundaries



Petition Boundaries

(b) Planning and Design Concepts, including but not limited to how it fits into the surrounding area;

LRCA recognizes that the Petitioner is in the early or conceptual stages. LRCA recommends that planning and design concepts include adequate sitelines, visual heights that are not out of line with the rest of the immediate dense development, while increasing overall pervious service. LRCA also recommends that the Petitioner consider the Village's architectural standards and harmonious design.

The Village Board opposes the use of cobblestones and asks that the Zoning Board require more accessible materials that respect the needs of those with mobility concerns. Some Board members have expressed architectural and aesthetic concerns regarding planned material.

(c) Whether the petition is in harmony with a Village Center Community Plan, if one exists;

LRCA appreciates that the Petitioner clearly reviewed the 2025 Village Center Master Plan in creating the RD. Specifically, LRCA notes that the Master Plan and RD both feature mixed-use, walkable design, sustainability and green infrastructure, public gathering spaces, integration of the arts and community identity, and connectivity to surrounding residential areas. LRCA commends the Petitioner for specific, thoughtful, and meaningful discussion of sustainability elements.

LRCA suggests that, as the project continues, the Petitioner considers increased accessibility to and visibility from Tamar Drive, as well as clear wayfinding and improved pedestrian and bike connectivity.

LRCA refers the Zoning Board to the chart included as Appendix A that compares the RD to the chart of the components of the Master Plan.

(d) Minima, maxima, precise values, and/or specific requirements concerning, but not limited to, Village Center Amenity Areas, building heights, bulk requirements, parking, density, and/or permitted uses; and

LRCA notes that the Zoning Board may consider minima, maxima, precise values, and/or specific requirements or permitted uses. LRCA suggests that the Zoning Board consider building height limitations that would be visually synchronous with the surrounding areas. LRCA notes that most adjacent apartments are 1970s-style garden apartments of 4-5 stories, which are dated and less appealing to modern consumers. LRCA suggests that the Zoning Board consider any height limitation sufficient for the Petitioner to meet their needs, but not so tall as to jar the eye.

LRCA strongly suggests that the Zoning Board consider parking requirements for both residential and retail uses, and notes that most residents and consumers still use cars. While LRCA strongly supports the idea of adequate parking, LRCA is also cognizant of the

significant cost of underground parking and acknowledges that structured parking (potentially wrapped by retail and residential) and surface parking may be considered in the future. LRCA suggests that the Zoning Board require sufficient parking, per the Howard County Code, for the proposed uses.

Specifically, in reviewing the current submitted parking study, it appears that the Petitioner would benefit from an addendum that considers the specific uses of the Columbia Association-owned facilities, the LRCA community center (Stonehouse), and the Art Center. LRCA notes that one challenge is determining what, if any, participation the Columbia Association wishes in the RD. If, for example, the Columbia Association chooses to relocate to Building B, the parking study should be updated with accurate opening and closing times and with historical parking needs for both Stonehouse and the Art Center. The Village Board recognizes that the overall parking plan includes subterranean, surface, and potential garage spaces. The Village Board suggests that the Zoning Board consider specific building and use needs, and encourage the Petitioner to enhance its plans as the project moves forward to include parking opportunities for multiple uses.

LRCA recommends that the Zoning Board consider the specificity of certain building materials. The Village Board opposes the use of cobblestones and asks that the Zoning Board require more accessible materials that respect the needs of those with mobility concerns.

(e) Whether the Village Board has architectural review as designated in the village covenants.

Yes.

APPENDIX A

COMPARISON WITH 2025 VILLAGE CENTER MASTER PLAN

LRCA Village Center Master Plan	Petition
<p>COMPONENT #1 - Connectivity</p> <ul style="list-style-type: none"> ● Provide easy vehicular Ingress/Egress into and out of site to avoid impacting main roads and pedestrian traffic ● Encourage travel to the Village Center by bicycle (micro-mobility) and by foot for residents of all ages ● Public Transportation connection within Village Center ● Wayfinding and Signage on Tamar Drive and within Village Center ● Provide connectivity with adjacent open space 	<p>The RD includes vehicular ingress and egress that avoids impacting main roads.</p> <p>The RD encourages travel to the VC through pedestrian and bicycle means.</p> <p>The RD includes public transportation connections.</p> <p>The RD does not specifically address wayfinding and signage on Tamar Drive and within the Village Center.</p> <p>The RD connects to adjacent open space through pathway connections.</p>
<p>COMPONENT #2 - Aesthetics</p> <ul style="list-style-type: none"> ● Updated and Modern Look for Village Center – Improve “Curb Appeal” ● Public Art Displays throughout Village Center – both permanent and ability for temporary/rotating displays ● Ensure Comfort/Safety/Security within village center 	<p>The RD includes modern design elements that enhance the visual aesthetics of the Village Center. The Village Board notes that the roof life of the sports complex may be visually incompatible with the Village Center's updated, modern look.</p> <p>The RD includes references to public art without substantial details about the public arts program, which may come at a later time.</p> <p>The RD design enhances comfort, safety, and security within the Village Center.</p>
<p>COMPONENT #3 – Types of Uses</p> <ul style="list-style-type: none"> ● Large green areas for recreation, casual gatherings, and social interaction ● Family play areas (playgrounds and outdoor seating areas) ● Areas for planned events (raised stages and infrastructure – electrical/lighting) ● Consider retail, coworking, education spaces, art studio space, restaurants, laundry services, 	<p>The RD provides green areas for recreation, casual gatherings, and social interaction.</p> <p>The RD provides family play areas.</p> <p>The RD does not explicitly create areas for planned events.</p> <p>The RD considers various types of spaces.</p>

<p>day-care services</p> <ul style="list-style-type: none"> ● Health/Wellness Facilities ● Senior Support Services facilities ● Community Rental spaces ● Satellite library ● Maintain Long Reach Village operations within the Village Center ● Maintain Art Center operations within the Village Center 	<p>The RD includes health and wellness facilities.</p> <p>The RD includes senior support.</p> <p>The RD includes community rental spaces.</p> <p>The RD does not contain a satellite library.</p> <p>The RD maintains LRCA operations.</p> <p>The RD maintains the Art Center operations.</p>
<p>COMPONENT #4 - Sustainability</p> <ul style="list-style-type: none"> ● Native Plantings ● Stormwater Management ● Green Building Techniques ● Shade and Cooling structures/plantings 	<p>The RD contains native plantings.</p> <p>The RD contains stormwater management.</p> <p>The RD contains Green Building techniques.</p> <p>The RD contains shading and cooling structures /plantings.</p>
<p>COMPONENT #5 – Housing/Retail Mix</p> <ul style="list-style-type: none"> ● Housing shall enhance and support retail ● Housing shall be built in parallel with retail ● Market Rate Housing ● Provide a mix of housing that may include apartments, condos, and townhomes to include owned, managed, and rental properties 	<p>The housing in the RD enhances and supports retail.</p> <p>Housing is contemplated in parallel with retail.</p> <p>The RD contains market-rate housing.</p> <p>The RD provides a mix of housing.</p>

APPENDIX B

2025 VILLAGE CENTER MASTER PLAN

APPENDIX C

ZONING BOARD CASE NO. 1121M (2018) DECISION AND ORDER

APPENDIX D

2014 MARKET STUDY

APPENDIX E

APRIL 2022 LONG REACH SUSTAINABLE COMMUNITY ACTION PLAN



LONG REACH
COMMUNITY ASSOCIATION

VILLAGE CENTER MASTER PLAN 2025



OVERVIEW

- Our Purpose
- The Vision
- Village History
- Goals
- Boundaries
- The Plan
- Acknowledgements

Long Reach Community Association

6110 Foreland Garth
Columbia MD 21045

Phone: (410) 730-8113

Email: info@longreach.org

Website: longreach.org

OUR PURPOSE

The Village Center Master Plan is intended to provide guidance from the Village of Long Reach to the County and developers on the vision and planning concepts that are desired by the Long Reach Community Association as the village area changes over time. It is anticipated that this plan will be referred to as property improvements and development proposals are considered and to help guide decision-making about appropriate uses and design issues in the village area.



This report is meant to be used as a guide. For the most part, our master plan covers only our vision in the hopes of ensuring the any future developers are aware of the concerns of the Long Community at large. We desire a design that is current with the industry standards and meets the needs of the community at the time when we are working with a redevelopment of the village center. We have however, included low and no cost options that could be done now.



THE VISION

To provide the Long Reach community and all visitors with a convenient, comfortable, and aesthetically pleasing village center that is a vibrant, inclusive hub that bridges cultures, fosters innovation, and connects people from all walks of life.

We strive for a village center that will enhance the Long Reach area with opportunities for entrepreneurship, increase in home equity and quality living, and various retail & service options.

We aim to cultivate a welcoming village center environment where everyone—locals and visitors alike—can gather, grow, and build a brighter future together.



OUR HISTORY

Long Reach is the largest and one of the oldest of 10 villages that make up the new town of Columbia, Maryland. Our village comprises four neighborhoods: Jeffers Hill, Kendall Ridge, Locust Park and Phelps Luck. From our start in 1971, we have grown to more than 17,000 people living in more than 6,100 households. Long Reach Community Association is the nonprofit organization that governs and represents the village. Property owners and residents of Long Reach are members of the Association and elect a five-member Village Board and council representative to the Columbia Board of Directors.

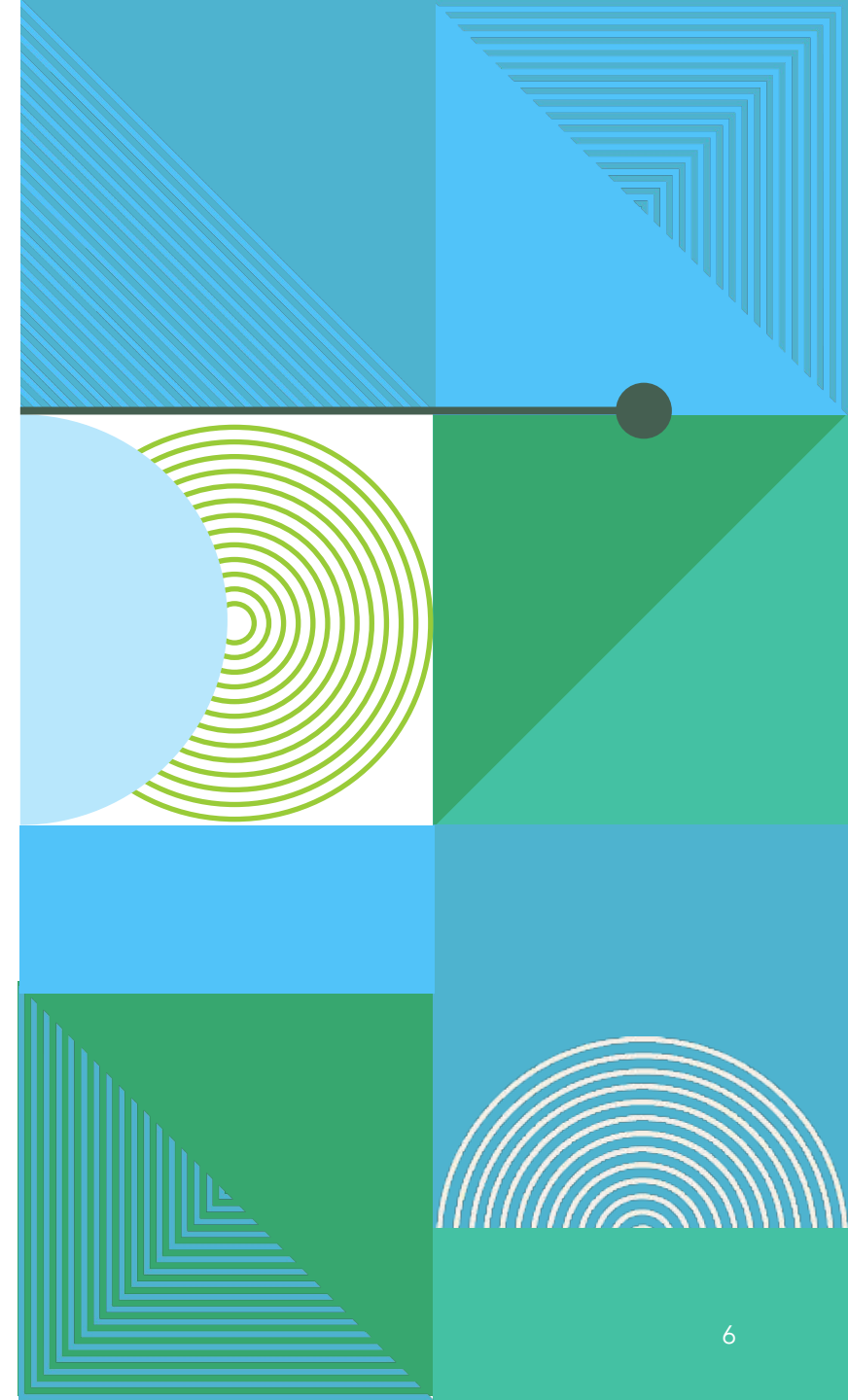
The Long Reach Village Center opened in April 1971, offering residents a nearby place to shop, dine, and obtain services. Stonehouse, the village community center, opened in September 1974. The Columbia assessment contributes about one-third of our funding and our own activities generate the remaining two-thirds. The Columbia Association currently operates its Art Center in the building. The Village Center was renovated in 1998.

In October 2014 and February 2015 Howard County purchased a portion of the property that includes the shopping areas. In July 2023, the County put out a Request For Proposal seeking a buyer for the Village Center.

If you would like to learn more about the history of Long Reach you can contact the Columbia Archives at (410) 715-3103 or email columbia.archives@columbiaassociation.org.

GOALS FOR THE LONG REACH VILLAGE CENTER

- The Village Center should be a welcoming and vibrant destination for residents of Long Reach and the surrounding community.
- The Village Center should be a destination point for the community for gathering, and include shopping, dining, services, and retail options to fill a variety of needs.
- The Village Center should include multiple options for both planned events and general recreation for the community.
- The Village Center should connect to surrounding residential, public and commercial areas.
- The Village Center design should be complementary to the surrounding community and provide ease of movement into and through the Village Center.
- The Village Center design should incorporate modern sustainability principles to ensure that the village center will be environmentally and financially sustainable well into future generations.
- The Village Center design should retain and/or incorporate the current assets on the Village Center property including Stonehouse and the Columbia Association Art Center.

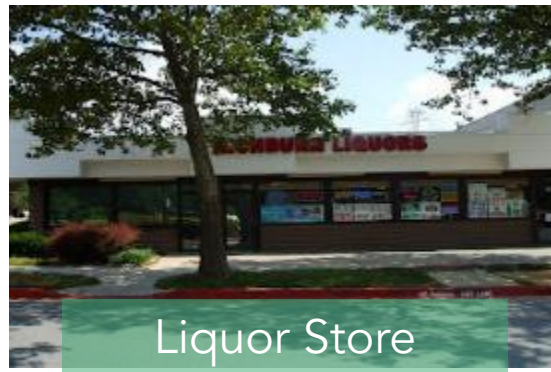


VILLAGE CENTER BOUNDARIES

The Village Center is loosely bounded by Tamar Drive on the west, Cloudleap Court on the south, Old Dobbin Road and Foreland Garth on the north, with the eastern boundary ending at the Longwood House, Shalom Square, and The Timbers properties.



THE PARCELS



RECREATIONAL SITES

Blandair Park*

4 CA Outdoor Pools*

Long Reach Tennis Club*

Jackson Pond*

Sewells Orchard Park

Downtown Lakefront

Symphony Woods

Meadowbrook Park

Centennial Park

Rockburn Branch Park

Lake Elkhorn

*In Long Reach Village





SURROUNDING GROWTH SINCE 1974

- Dobbin Center
- Gateway Overlook
- Gateway
- Columbia Palace
- Snowden River Parkway corridor
- Shipley's Grant
- Increased development on Rte 108



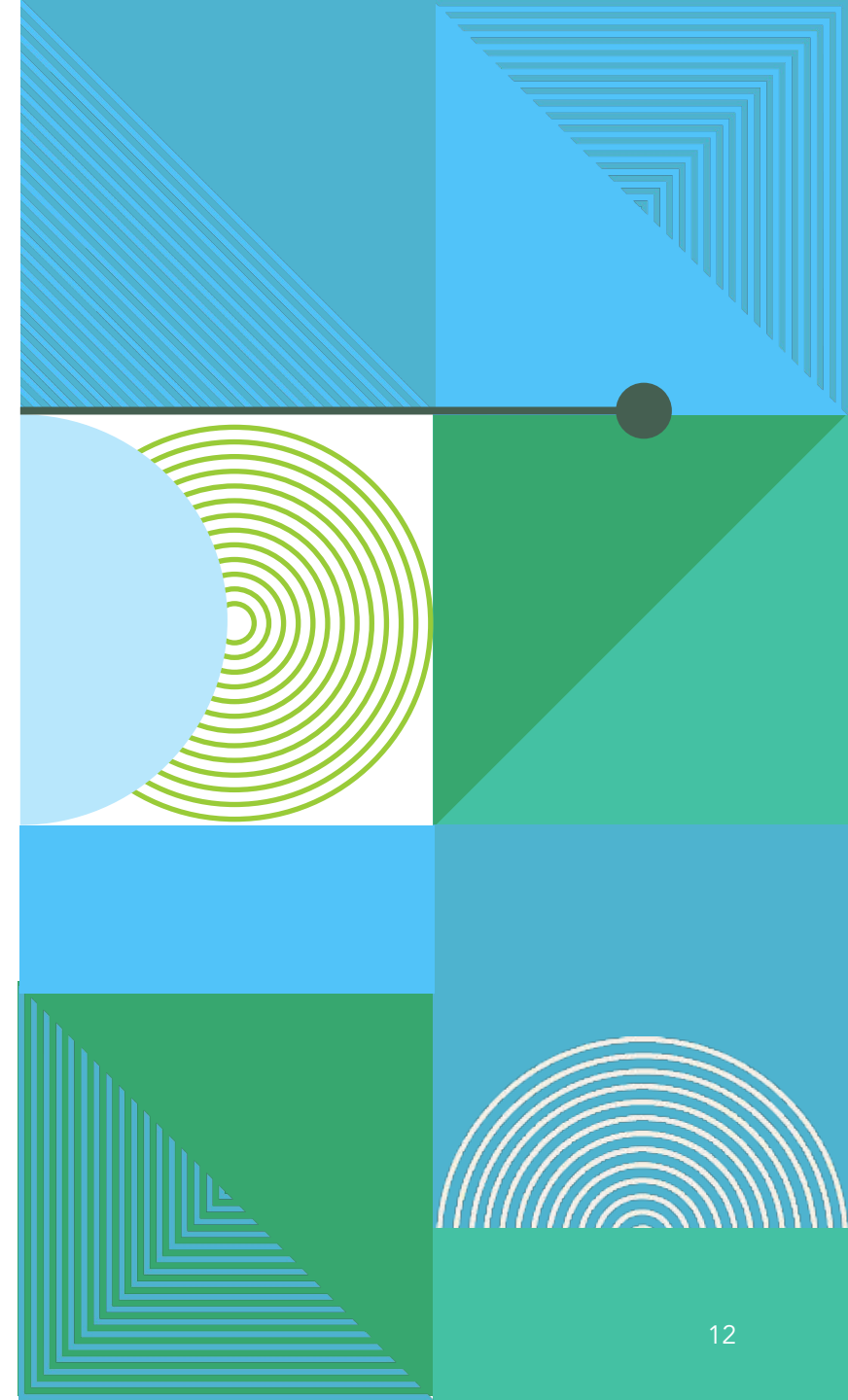
COMPONENTS

It is important for the Village Center to include a variety of components as part of any renovation. These components can be distilled into the following categories and are described on the following pages:

- Connectivity
- Aesthetics
- Types of Uses
- Sustainability
- Housing/Retail Mix

COMPONENT #1 - Connectivity

- Provide easy vehicular Ingress/Egress into and out of site to avoid impacting main roads and pedestrian traffic
- Encourage travel to the Village Center by bicycle (micro-mobility) and by foot for residents of all ages
- Public Transportation connection within Village Center
- Wayfinding and Signage on Tamar Drive and within Village Center
- Provide connectivity with adjacent open space



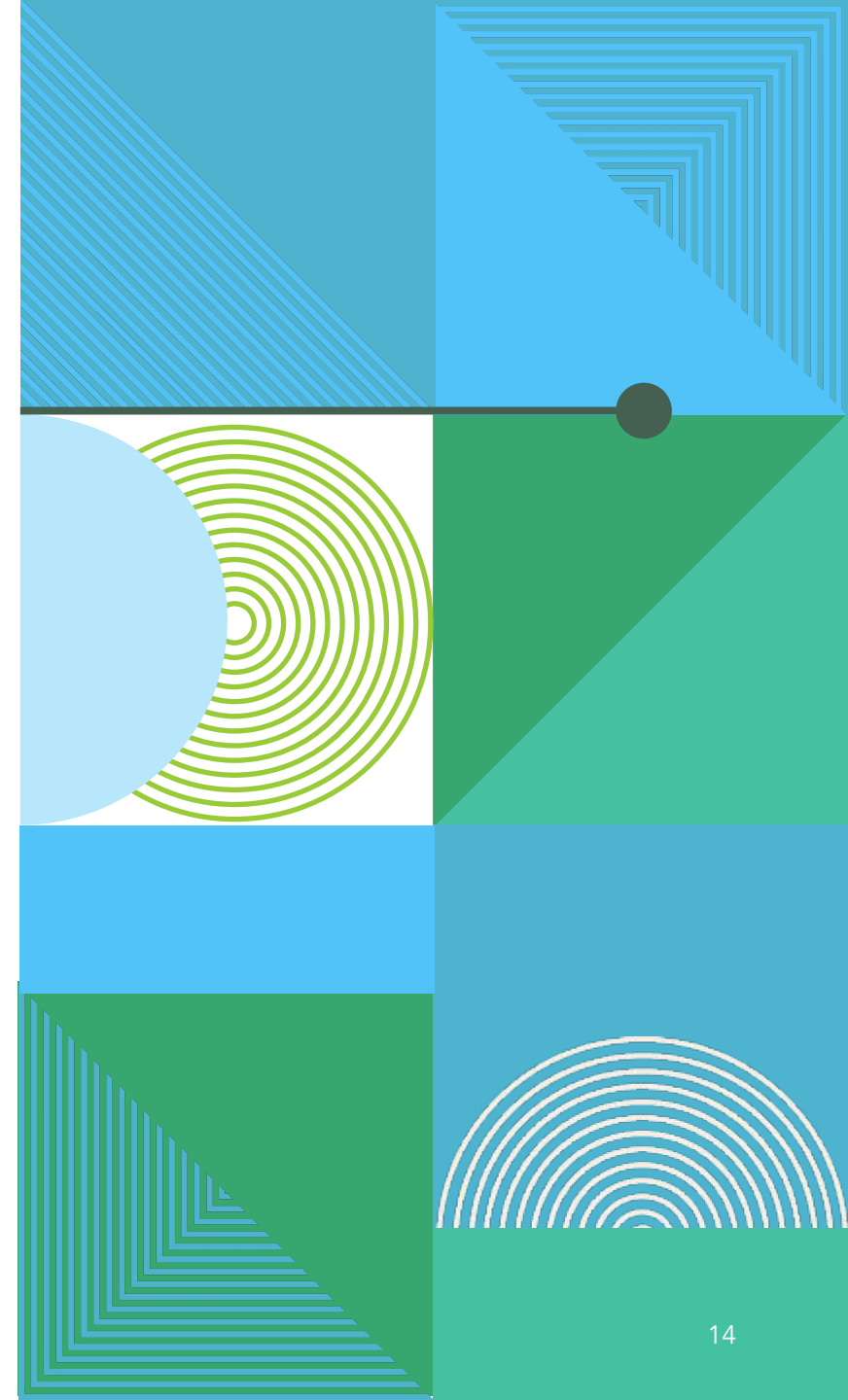


COMPONENT #2 - Aesthetics

- Updated and Modern Look for Village Center – Improve “Curb Appeal”
- Public Art Displays throughout Village Center – both permanent and ability for temporary/rotating displays
- Ensure Comfort/Safety/Security within village center

COMPONENT #3 – Types of Uses

- Large green areas for recreation, casual gatherings and social interaction
- Family play areas (playgrounds and outdoor seating areas)
- Areas for planned events (raised stages and infrastructure – electrical/lighting)
- Consider retail, coworking, education spaces, art studio space, restaurants, laundry services, day-care services
- Health/Wellness Facilities
- Senior Support Services facilities
- Community Rental spaces
- Satellite library
- Maintain Long Reach Village operations within the Village Center
- Maintain Art Center operations within the Village Center



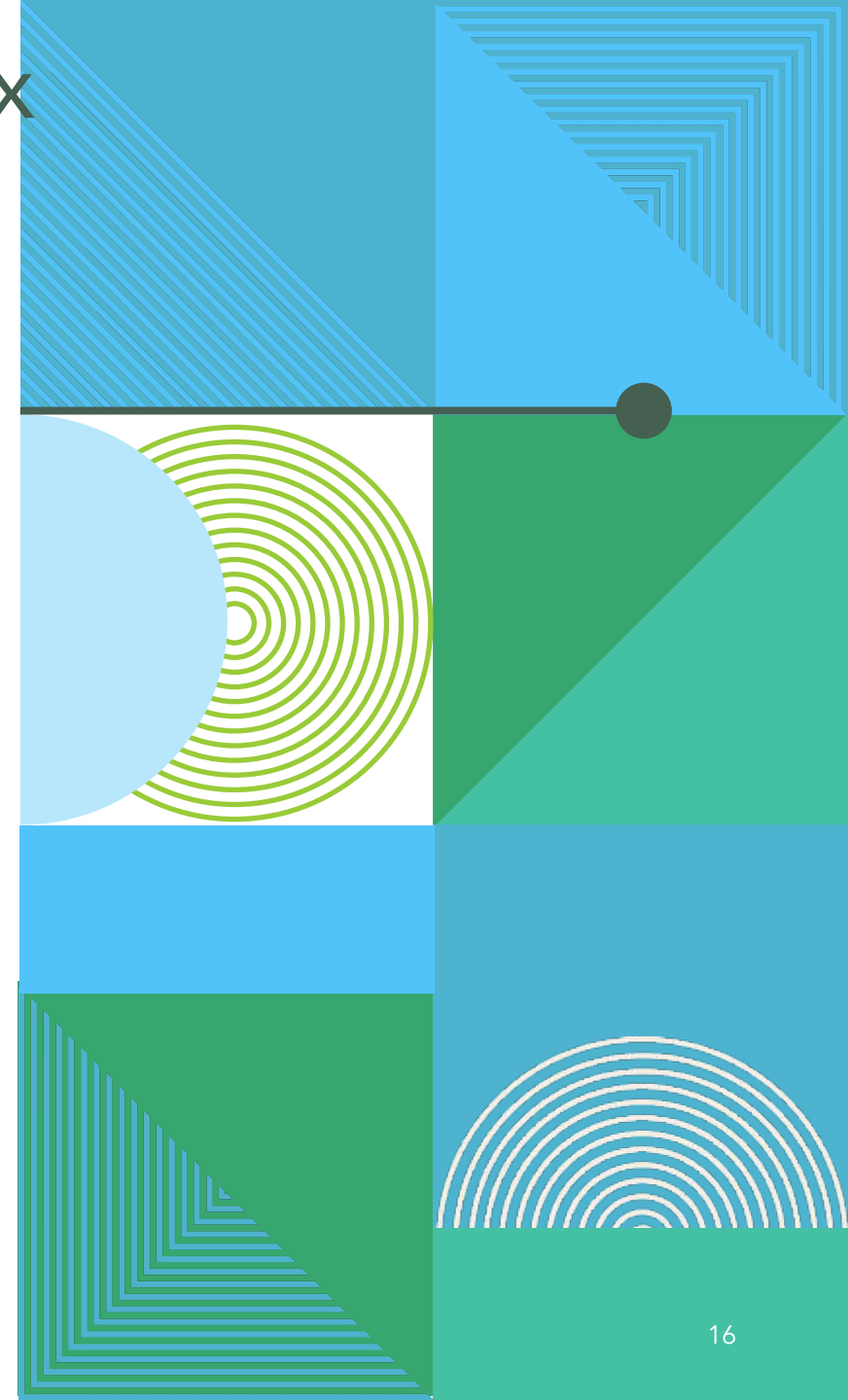


COMPONENT #4 - Sustainability

- Native Plantings
- Stormwater Management
- Green Building Techniques
- Shade and Cooling structures/plantings

COMPONENT #5 – Housing/Retail Mix

- Housing shall enhance and support retail
- Housing shall be built in parallel with retail
- Market Rate Housing
- Provide a mix of housing that may include apartments, condos and townhomes to include owned, managed, and rental properties



ACKNOWLEDGEMENTS

The Long Reach Village Board appointed a committee to develop a Village Center Master Plan for the Long Reach Village Center. We would like to thank them for their time and expertise.

Master Plan Committee Members (appointed December 17, 2024)

David Wissing – Chair Joseph Bryant

Mandy Elder

James Howard

Juniole Justilien

Sandra Utley

Long Reach Board of Directors

Nina Basu, Chair

Rick McCray

Lillian Norris-Holmes, Vice-Chair

Amy Bennett

Drew Nelson

Reginald Avery, CA Rep

Orchard Development Corp. et al., * Before the Howard County Zoning Board

*

Petitioner * Zoning Board Case No. 1121M

*

* * * * *

DECISION AND ORDER

On May 7, 14, and 16, 2018, the Zoning Board of Howard County (the “Board”) considered the petition of Orchard Development Corp.; Howard County, Maryland; LRVC Business Trust; Joon H. Nam, Kim Nam and S. Nam; Columbia Association, Inc.; and Sang Ki Ki and Yong Bok Ko (collectively “Petitioner” or “Orchard”) proposing a Major Village Center Redevelopment through a petition to amend the Preliminary Development Plan for the Long Reach Village Center (“LRVC”), located on approximately 18.07 acres of land in the New Town Zoning District. The subject property is located generally southwest of the Cloudleap Court intersection with Tamar Drive (Tax Map 36, Grid 12, parcel 6, lots B-1, E-1, F-1, G-1, and -3, and Tax Map 36, Grid 11, Parcel 6, Lot D-1, and Tax Map 36, Grid 12, Parcel 344, Lot 1.)

The notice of the hearing was advertised, the subject property was posted and the adjoining property owners were notified of the hearing, in a manner which the Board found to be legally sufficient, the documentation for which was made part of the record. Pursuant to the Zoning Board’s Rules of Procedure, the reports and official documents pertaining to the petition, including the petition, the Technical Staff Report of the Department of Planning and Zoning (“DPZ”) and the Planning Board’s Recommendation, were made part of the record of the case. Additional documents specific to Village Center Redevelopment cases were also made part of the record including the Design Guidelines, the Concept Plan, and the Village

Board Community Response Statement. Both the DPZ and the Planning Board recommended approval of the petition.

The Petitioner was represented by Todd D. Brown, Esq., Shulman, Rogers, Gandal, Pordy, Ecker, P.A. Several witnesses, including witnesses called by Petitioner and several members of the community, testified in favor of the petition. No one testified in opposition to the petition.

After consideration of all the information presented, the Zoning Board makes the following findings of fact and conclusions of law:

FINDINGS OF FACT

1. The Petitioner proposes an amendment to the existing Preliminary Development Plan applicable to the Long Reach Village Center in the New Town Zoning District of Columbia in Howard County, hereafter referred to as the Village Center Redevelopment (“VCR”). The petition has been requested and will be evaluated and decided upon pursuant to the process provided for in Section 125J. of the Howard County Zoning Regulations.

2. The Technical Staff Report of the Department of Planning and Zoning, dated February 22, 2018 (“TSR”), set forth a description of the redevelopment, which is incorporated herein by reference as if fully set forth. The TSR also delineated DPZ staff’s evaluation of and conclusions regarding the Petition, based upon the applicable criteria in the Howard County Zoning Regulations. This evaluation and these conclusions are set forth on pages 4-11 of the TSR, and, in summary, DPZ finds the Petition sufficient under the regulations. The Board adopts and incorporates these findings as its own, except to the extent modified herein.

3. Petitioner amended its proposal at the start of the Zoning Board hearing, on May 7, 2018 (Exhibit 2), seeking approval for a maximum non-residential square footage of 134,000 rather than 99,000. Petitioner also amended its proposal to seek a maximum of 5 stories rather than 3 for the exclusively non-residential structure identified in its proposal as Building “B”. These amendments were not opposed.

4. In support of its case, Petitioner began with an opening statement/introduction by Mr. Brown. Mr. Brown requested admission of several exhibits into evidence, which the Board accepted without objection.

5. Petitioner then offered testimony from its witnesses: Cecily Bedwell (from architecture firm Design Collective), Bruce Harvey (from Williamsburg Homes, the builder for the proposed townhomes), Michael Trappen (from engineering firm Gutschick, Little & Weber, P.A.), and Scott Armiger (Orchard Development).

6. Also in support of the redevelopment, non-party witnesses testified of their own accord, including: Josh Friedman, Virginia Thomas, Neil Gordon, Janet Evans, Kevin Inghram, Leonardo McClarty (on behalf of Howard County Chamber of Commerce), Milton Matthews (on behalf of the Columbia Association), Chris Alleva, Nina Basu, Anne Mistta, Michele Krupka, Reginald Farmer, Joel Hurwitz, and Ed Coleman.

7. Testimony addressed all of the required elements of a Major Village Center Redevelopment under the applicable regulations, and covered a variety of elements of the proposed redevelopment in greater detail, including but not limited to: parking; residential and non-residential structures including minimum and maximum square footage; community amenities including specific uses such as a vertical garden, food or economic incubator,

village green and pavilion; connectivity, paths, and streets; environmental features; and design.

8. The Board asked numerous questions covering topics including but not limited to: assurances regarding construction of the non-residential structures and the proposed amenities, adequacy of the planned parking, timetables for construction of all the components, environmental and energy conservation features, and boundaries of the Village Center.

9. Petitioner's testimony showed that, as provided in Section 125J.3.a. of the HCZR, the Petitioner submitted its Concept Plan and Design Guidelines for the VCR to the DAP and the community after the first pre-submission community meeting and before the second pre-submission community meeting. The DAP provided its recommendations in response. The Petitioner's final plan submitted to the Board responded to the recommendations by the DAP.

10. Testimony reflected that the Long Reach Village Board, pursuant to Section 125J.3.b of the HCZR, provided a Community Response Statement outlining its comments on the redevelopment proposal. That CRS, which was made a part of the record, is incorporated herein by reference as if fully set forth.

11. Specific to parking, Petitioner's witnesses testified in support of including the count of both on- and off-street parking spaces within the redevelopment area towards meeting the parking requirements.

12. Petitioner's witnesses testified that, despite the environmental standards it had presented prior to the Zoning Board hearing, the best environmental standard Petitioner could promise to meet would be National Green Building Standard Silver. Petitioner also provided testimony from Mr. Armiger that, despite discussion and presentations prior to the Zoning

Board hearing, a net zero energy community, while a desirable goal, would not be economically feasible for Petitioner to develop in this VCR.

13. Petitioner's witnesses testified that while Petitioner amended the petition to raise the maximum allowable non-residential square footage it was seeking, Petitioner wished to have no minimum value required by the Zoning Board, but to let the market determine the amount it develops. After much discussion, both in response to numerous questions from the Board and testimony from the non-party witnesses in support of the VCR, including a representative of the Village Board, Petitioner ultimately committed that it would construct a minimum of 17,500 square feet of retail, restaurant, and office space, excluding institutional space to be occupied by the Columbia Association, Inc. and/or the Long Reach Community Association, in the Building identified as "A" in the Concept Plan (Exhibit 11), if it is constructed. Petitioner also committed that it would construct a minimum of 17,500 square feet of retail, restaurant, and office space, excluding institutional space to be occupied by the Columbia Association, Inc. and/or the Long Reach Community Association in the Building identified as "B" in the Concept Plan (Exhibit 11), if it is constructed. Petitioner testified that it would commit that between Building "A" and "B," it would construct a minimum of a combined total of 17,500 square feet of retail/restaurant space.

14. Petitioner also provided testimony as to the order and timing of the construction phases that it proposes to carry out. After extensive questioning by the Board, and testimony from the non-party witnesses in support of the VCR, Petitioner testified that it would commit, prior to seeking issuance of a building permit for the 26th townhouse unit, to obtain a building permit for at least one of its two buildings that includes non-residential uses.

15. Testimony from both Petitioner and the Columbia Association identified the plans of the Association as a significant factor in the timing and scope of the VCR. The Columbia Association, which is a co-petitioner, testified that it may relocate from facilities it owns within the existing Long Reach Village Center to Petitioner's Building B, if constructed, or to facilities elsewhere, or that it might remain in its existing facilities on site. Which of these occurs and when it occurs are major factors in both the scope of residential and non-residential structures that could and would be constructed in the proposed VCR. If the CA relocates and sells its property to Petitioner, Petitioner would be able to construct all of its proposed townhouse units. If CA does not, Petitioner will not have adequate space for several townhomes. If CA will relocate to Petitioner's Building B, Petitioner intends to construct Building B as a four or five story building, rather than three, using the additional floors to accommodate the CA.

16. Petitioner provided testimony that while its presentations regarding the project prior to the Zoning Board hearing included plans for a 6,500 square foot Vertical Garden, Petitioner has concerns regarding feasibility of the Vertical Garden which have caused it to request that the Board not impose any minimum requirements on this amenity, even as Petitioner indicated a continuing desire to carry through with its earlier vision as presented, including the garden. Several non-party supporters of the petition expressed faith and hope that Petitioner would carry out the project as it had been presented in this respect.

17. Ed Coleman, who testified as a non-party supporter, and who testified that he serves as a member of the Long Reach Village Board and on the Planning Board, testified that while the Vertical Garden as described remains desirable, if it were not feasible, some other similar suitable innovative, signature community element might fulfill the same goals.

18. Testimony from both Nina Basu, a member of the Long Reach Village Board, Mr. Coleman and others including Petitioner, described the discussion and results of a Village Board meeting which was held in between Zoning Board hearing dates on the VCR and which Petitioner attended. Based upon that meeting, the Village Board further proffered terms which, after discussion with the Petitioner, the Village Board believed would be acceptable. The Petitioner likewise proffered further acceptable terms based upon this discussion. Petitioner's proffer is set forth in the record testimony as well as Exhibit 12. The Village Board's proffer is set forth in correspondence to the Board dated May 16, 2018, which was incorporated into the record by the Board.

19. The Zoning Board finds that DPZ's evaluation of the general guides and standards are reasonable to the extent they could be applicable and adopts them as its own for their limited applicability. However, as in previous Zoning Board cases applying the standards of Section 125.B.3. to proposed PDP amendments, the Board finds that the applicable guide and standard to be applied in this case is "that the Preliminary Development Plan constitutes a general land use plan for the area covered thereby, designed to meet the objectives set forth in these Regulations". Section 125.B.3.c. of the HCZR. The Board finds that Petitioner presented substantial evidence upon which the Board could find, and it does find that the proposed Preliminary Development Plan does in fact constitute a general land use plan for the area covered thereby, designed to meet the objectives set forth in these Regulations", namely the preservation and promotion of the community's health, safety and welfare by the guiding of future growth and development of the County representing the most beneficial and convenient relationships among the residential, non-residential and public areas within the County considering the suitability of each area for such uses under Section 100A of the HCZR.

20. The Planning Board recommended approval of the petition “with the condition that prior to issuance of building permit for the 26th townhouse unit, a building permit must be issued for a building that includes non-residential uses.” The Board finds that all of the Planning Board’s concerns were addressed in Petitioner’s presentation to the Zoning Board.

21. The criteria for deciding whether approval of a proposed amendment to an already approved PDP and Criteria for a VCR is justified are contained in Section 125J.5. of the HCZR. It is the petition’s compliance with these criteria or standards for approval which will be applied as provided below in deciding the petition. The Board makes its findings below based on the findings of DPZ, as noted in Board Finding 19 above, the recommendations of the LRVB as expressed in the testimony of their designated representatives, and the testimony of and evidence presented by Petitioner’s various witnesses, which the Board’s accepts as convincing and persuasive, as specifically noted above and below, and the Board adopts the findings of DPZ and the LRVB as its own except as otherwise noted in this decision. Based on these findings, the Board finds that the Petitioner provided substantial evidence for the Board to determine, and the Board does determine that the Petitioner has met all of these standards of approval, thereby justifying the grant of PDP amendment, and makes the specific findings of fact on these criteria as follows:

- a. The Zoning Board shall make a decision on the Village Center boundaries.

Section 125J.5.b of the HCZR requires that the Zoning Board determine the boundaries of the proposed Village Center, in this case the Long Reach Village Center. The Zoning Board finds that the Petitioner, DPZ and the Village Board all agreed that the boundaries of the Long Reach Village Center shall be the area delineated by the Village Center Boundary in Petitioner’s Exhibit 11 (Concept Plan for PDP Amendment) and augmented by

the additional area shown on page 5 of Petitioner's Exhibit 5, the approved 2012 LRVC Master Plan. The Board further notes that, pursuant to Section 125J.5.a(4), the subject property is within the boundaries of the proposed LRVC.

- b. Whether the petition complies with the applicable general guides and standards set forth in Howard County Zoning Regulations Section 125.B.3.

Based on the findings as set forth herein, the Board finds that the petition complies with the applicable guides and standards of Section 125.B.3 of the HCZR, and consequently finds that the proposed VCR as shown on the Preliminary Development Plan constitutes a general land use plan for the area covered thereby, designed to meet the objectives set forth in these Regulations.

- c. Whether the proposed Major Village Center Redevelopment complies with the specific definition for a New Town Village Center.

Based upon DPZ's findings on these criteria, as incorporated herein by reference in Findings 2 and 19, above, and the recommendations of the Long Reach Village Board, as referenced herein, and the substantial evidence presented by Petitioner as to the design details of the improvements and amenities, including the pedestrian areas, seating and other proposed improvements, the Board finds that this definition was substantially met by the Petitioner's VCR, and the Board finds that the Major Village Center Redevelopment complies with the specific definition for a New Town Village Center as provided in Section 103A.201. of the Howard County Zoning Regulations.

- d. Whether the petition complies with the Major Village Center Redevelopment criteria in Section 125.J.4.a.(8).

- 1. The Village Center Redevelopment will foster orderly growth and promote the purposes of the Village Center in accordance with the planned character of the NT District.

Based on DPZ's findings on this criterion as noted in Findings 2 and 19 above, the recommendations of the Long Reach Village Board, and the substantial evidence presented by Petitioner, the Board finds that the VCR, as amended and modified by the Decision & Order, will foster orderly growth and promote the purposes of the Village Center in accordance with the planned character of the NT District. The Board notes that the Petitioner provided sufficient detailed answers as to the phasing of the proposed development to answer the concerns about phasing raised by the LRVB, DPZ and the Planning Board.

2. The amount of commercial business floor area contained in the Village Center Redevelopment is appropriate to provide retail and commercial service to the village as a location for convenient, diverse commercial business uses which serve the local neighborhoods of the village and surrounding local community.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the Village Board's testimony and proffer, and the substantial evidence presented by Petitioner as to the minima and maxima of non-residential development which will be provided as part of the VCR, the Board finds that the amount of commercial business floor area contained in the Village Center Redevelopment, as amended and modified by the Decision & Order, is appropriate to provide retail and commercial service to the village as a location for convenient, diverse commercial business uses which serve the local neighborhoods of the village and surrounding local community.

3. The Village Center Redevelopment will foster the purpose of a Village Center as a community focal point providing good opportunities for community interaction and communication.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the Village Board's testimony and proffer, and the substantial evidence presented by Petitioner, the Board finds that Village Center Redevelopment, as amended and modified by

the Decision & Order, will foster the purpose of a Village Center as a community focal point providing good opportunities for community interaction and communication.

4. The location and the relative proportions of the permitted uses for commercial businesses, dwellings, and open space uses, and the project design will enhance the existing development surrounding the Village Center Redevelopment.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony and proffer, and the substantial evidence presented by Petitioner supporting the design of the project, the Board finds that the location and the relative proportions of the permitted uses for commercial businesses, dwellings, and open space uses, and the project design, as amended and modified by the Decision & Order, will enhance the existing development surrounding the Village Center Redevelopment.

5. The Village Center Redevelopment provides accessible useable landscaped areas such as courtyards, plazas or squares.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony on this criterion, and the substantial evidence presented by Petitioner on this criterion, the Board finds that the Village Center Redevelopment provides accessible useable landscaped areas such as courtyards, plazas or squares, particularly through the creation of the Village Green and its transfer as provided herein to the ownership and management by the CA.

6. The Village Center Redevelopment is compliant with all applicable environmental policies and requirements, and provides new environmental improvements to the redevelopment area through the use of methods such as, but not limited to, green building standards, water conservation, natural drainage systems, the planting of native vegetation, the removal of existing invasive plants, the improvement of stormwater deficiencies, and following low impact development practices.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony and proffer, and the substantial evidence presented by Petitioner on

this criterion, the Board finds that the Village Center Redevelopment, as amended and modified by the Decision & Order, is compliant with all applicable environmental policies and requirements, and provides new environmental improvements to the redevelopment area through the use of methods such as, but not limited to, green building standards, water conservation, natural drainage systems, the planting of native vegetation, the removal of existing invasive plants, the improvement of stormwater deficiencies, and following low impact development practices. Petitioner's commitment and obligation, as provided herein, to all of the environmental and sustainability components of this VCR are important, particularly the LEED Silver standard that shall apply, at a minimum, as described herein.

7. The Village Center Redevelopment fosters pedestrian and bicycle access.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony, and the substantial evidence presented by Petitioner on this criterion, the Board finds that the Village Center Redevelopment fosters pedestrian and bicycle access.

8. Public transit opportunities are appropriately incorporated into the Village Center Redevelopment.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony, and the substantial evidence presented by Petitioner on this criterion, the Board finds that public transit opportunities are appropriately incorporated into the Village Center Redevelopment.

9. The Village Center Redevelopment is compatible with the surrounding community.

Based on DPZ's findings on this criterion, as noted in Findings 2 and 19 above, and the LRVB's testimony, and the substantial evidence presented by Petitioner on this criterion,

the Board finds that the Village Center Redevelopment is compatible with the surrounding community.

10. The Village Center will continue to meet the definition of a New Town Village Center. Based on Finding 21.c., above, this criterion has been addressed.

- e. The petition shall be granted only if the Zoning Board finds that the petition complies with these regulations and that the amendment to the Preliminary Development Plan shall be permitted at the proposed site.

Based on the findings herein, the Board finds that the petition complies with these regulations and that the amendment to the Preliminary Development Plan, as modified and amended by the Decision & Order, shall be permitted at the proposed site.

CONCLUSIONS OF LAW

Based upon application of the relevant law to the facts as the Board finds them to be, the Board has reached the following legal conclusions:

- a. the petition complies with the applicable general guides and standards set forth in Howard County Zoning Regulations Section 125.0.B.3;
- b. the proposed Major Village Center Redevelopment complies with the specific definition for a New Town Village Center;
- c. the petition complies with the Major Village Center Redevelopment criteria in Section 125.0.J.4.a.(8), and;
- d. the petitioner's property is within the appropriate boundaries of the New Town Village Center.

1. Pursuant to Sections 125J.5.b and 125J.5.a.4 of the HCZR, the Zoning Board is required to make a decision on the proposed Village Center boundaries and whether the Petitioner's property is within those boundaries. The Petitioner has met its burden of convincing the Board, based on the Board's Findings herein, and pursuant to the applicable

decision-making criteria noted above, that the LRVC boundaries are those as described below, and that the subject property is within that defined LRVC boundary as well.

2. It is Petitioner's burden, pursuant to Rule 2.403D.3. of the Board's Rules of Procedure, to establish by a preponderance of the evidence that the petition in this case, the proposed amendments to the PDP and the proposal approval of the VCR, meet the criteria for approval in Section 125J.5.a. (1) through (3) of the HCZR. If the Board determines that Petitioner has met that burden, the Board may grant the petition.

3. The Petitioner has met its burden, based on the Board's Findings herein, of proving that the petition complies with the applicable general guides and standards set forth in Howard County Zoning Regulations Section 125.B.3. as required by Section 125J.5.a.(1) of the HCZR.

4. The Petitioner has met its burden, based on the Board's Findings herein, of proving that the proposed Major Village Center Redevelopment complies with the specific definition for a New Town Village Center as required by Section 125J.5.a.(2) of the HCZR.

5. The Petitioner has met its burden, based on the Board's Findings herein, of proving that the petition complies with the Major Village Center Redevelopment criteria in Section 125J.4.a.(8) of the HCZR as required by Section 125J.5.a.(3) of the HCZR.

6. The Petitioner has met its burden, based on the Board's Findings herein, of proving that the petition complies with these regulations and that the amendment to the Preliminary Development Plan shall be permitted at the proposed site.

7. Based on the Board's determination that all of the applicable criteria for approval of the petition have been met, and that the Board is approving the petition, that Board makes the following conclusions on the matters covered by Section 125J.5.d. of the HCZR:

a. The Board approves the Petitioner's proposed Design Guidelines;

b. The Board approves the Petitioner's proposed Concept Plan, as modified and amended herein;

c. The Board establishes the minima, maxima, precise values and specific requirements concerning the Village Amenity Areas, building heights, bulk requirements, parking, density and permitted uses, as proposed on the Concept Plan as described and modified herein;

d. The Long Reach Village Center boundaries are established as provided in this decision. The Village Center boundaries for Long Reach Village Center Boundaries shall be those boundaries as delineated by the Village Center Boundary in Petitioner's Exhibit 11 (Concept Plan for PDP Amendment) and augmented by the additional area shown on page 5 of Petitioner's Exhibit 5, the approved 2012 LRVC Master Plan.

e. The Board approves 315 dwelling units and requests that DPZ compute the additional density represented by those dwelling units approved in this decision and reflect it on the New Town PDP, based on the existing density of dwelling units per gross acre as it exists prior to this decision.

The Board further finds that the petition complies with the applicable Regulations and the amendment to the Preliminary Development Plan shall be permitted at the proposed site.

WHEREFORE, the Board HEREBY APPROVES the petition, as amended and as modified herein. The Board approves the Petitioner's proposed design guidelines, concept plan, minima, maxima, precise values and specific requirements concerning, but not limited to, Village Center Amenity Areas, building heights, bulk requirements, parking, density and permitted uses with the following amendments and modifications and establishes the following criteria, which the Board deems appropriate.

Specifically:

The Purchase and Sale Agreement for 8775 Cloudleap Court, Columbia, Maryland by and between Howard County, Maryland and Orchard Development Company dated September 11, 2017, as amended by the First Amendment to Purchase and Sale Agreement dated January 18, 2018 is incorporated by reference as if fully set forth herein. Compliance with the terms, conditions, and provisions of that agreement are deemed appropriate and are required criteria for the VCR pursuant to this Decision & Order.

The Village Green, as shown on the Concept Plan and set forth in the approved Environmental Concept Plan, must be substantially completed prior to issuance of a use and occupancy permit of the eleventh townhouse developed. To the extent that the provisions of the Purchase and Sale Agreement require a more expedited delivery, the contract requirement should be enforced.

The Bulk Regulations shall be as set forth in the Petitioner's Concept Plan as supplemented by the proposed Design Guidelines.

If the building designated on the Concept Plan as "A" is constructed, it must include a minimum 2,000 square feet of Vertical Garden, unless the Planning Board finds that the Vertical Garden is not viable and the Planning Board approves a comparable, signature community element with a sustainability component in its place. This does not preclude the Planning Board from finding that a Vertical Garden is required.

Townhouses must meet or exceed National Green Building Standard ("NGBS") Silver. Non-residential and mixed-use development, regardless of building square footage (excluding the proposed pavilion structure in the Village Green), should endeavor to meet at least Leadership in Energy and Environmental Design ("LEED") Gold standard but must meet

or exceed LEED Silver standard. Should the environmental and sustainability requirements in applicable County, State, or Federal laws, rules, regulations, codes, or ordinances change, all residential, non-residential, and mixed-use structures may be required to include environmental and sustainability elements in excess of the legally required minimums. The Department of Planning and Zoning shall advise and the Planning Board shall evaluate the appropriateness and viability of the level of sustainability proposed for each structure during the planning review process.

Prior to issuance of a building permit for the 26th townhouse unit, a building permit must be issued for a building that includes non-residential uses. If the building designated on the Concept Plan as “A” is constructed, it must contain a minimum of 17,500 square feet of retail, restaurant, and office space, excluding institutional space to be occupied by the Columbia Association, Inc. and/or the Long Reach Community Association. If the Building designated on the Concept Plan as “B” is constructed, it must contain a minimum of 17,500 square feet of retail, restaurant, and office space, excluding institutional space to be occupied by the Columbia Association, Inc. and/or the Long Reach Community Association. Between Building “A” and “B” there shall be at a minimum of a combined total of 17,500 square feet of retail/restaurant space.

The allowable uses, which shall apply solely within the area of the proposed Concept Plan and not to the entirety of the Village Center boundaries, shall be as follows:

1. Ambulatory health care facilities.
2. Animal hospitals, completely enclosed.
3. Antique shops, art galleries, craft shops.

4. Bakeries, provided all goods baked on the premises shall be sold at retail from the premises.
5. Banks, savings and loan associations, investment companies, credit unions, brokers, and similar financial institutions.
6. Bicycle repair shops.
7. Blueprinting, printing, duplicating or engraving services limited to 2,000 square feet of net floor area.
8. Carnivals and fairs sponsored by and operated on a nonprofit basis for the benefit of charitable, social, civic or educational organizations, subject to the requirements of Section 128.0.D.
9. Carpet and floor covering stores.
10. Catering establishments and banquet facilities.
11. Child day care centers and nursey schools.
12. Clothing and apparel stores with goods for sale or rent.
13. Commercial communication antennas.
14. Commercial communication towers with a height of less than 200 feet measured from ground level, subject to the requirements of Section 128.0.E.2. and 128.0.E.3.
15. Conservation areas, including wildlife and forest preserves, environmental management areas, reforestation areas, and similar uses.
16. Convenience stores.
17. Convents and monasteries used for residential purposes.
18. Day treatment or care facilities.
19. Drug and cosmetic stores.

20. Farmers markets and farm produce stands.
21. Farming, provided that on a residential lot or parcel of less than 40,000 square feet no livestock shall be permitted. However, residential chicken keeping is allowed as noted in Section 128.0.
22. Food incubators, commercial kitchens and associated product packaging and sales.
23. Food stores.
24. Furniture, appliance and business machine repair, furniture upholstery, and similar services.
25. Governmental structures, facilities and uses, including public schools and colleges.
26. Hardware stores.
27. Home improvement stores including, but not limited to, the following: electrical supplies, glass, garden supplies, hardware, plumbing supplies, wallpaper, and building materials and supplies related to home improvements, provided such building materials and supplies are enclosed in a building.
28. Laundry and/or dry cleaning establishments.
29. Liquor stores.
30. Motor vehicle parts or tire stores, without installation facilities.
31. Museums and libraries.
32. Nonprofit clubs, lodges, community halls.
33. Nursing homes and residential care facilities.
34. Offices, professional and business.
35. Personal service establishments.
36. Pet grooming establishments and daycare, completely enclosed.

37. Religious facilities, structures and land used primarily for religious activities.
38. Repair of electronic equipment, radios, televisions, computers, clocks, watches.
Jewelry, and similar items.
39. Restaurants, carryout, including incidental delivery service.
40. Restaurants, standard, and beverage establishments, including those serving beer,
wine and liquor.
41. Retail greenhouses, garden centers and nurseries, including incidental sale of
firewood.
42. Seasonal sale of Christmas trees or other decorative plant materials, subject to the
requirements of Section 128.0.D.
43. Schools, Commercial.
44. Schools, private academic, including colleges and universities.
45. Service agencies.
46. Specialty stores.
47. Swimming pools, commercial or community.
48. Underground pipelines; electric transmission and distribution lines; telephone,
telegraph and CATV lines; mobile transformer units; telephone equipment boxes;
and other similar public utility uses not requiring a Conditional Use.
49. Volunteer fire departments.
50. Dwellings: apartment, multi-family, single family attached.
51. Age restricted housing.
52. Vertical garden.
53. Solar facility.

- 54. Recreational facility.
- 55. Dance and/or exercise studios.
- 56. Parks, green space, and recreational space.
- 57. Adult day care.
- 58. Health clubs, tennis clubs, athletic centers.
- 59. Amphitheater.
- 60. Alcoholic beverage production, including wineries, breweries and distilleries.
- 61. Movie theaters, cinemas, or theaters.
- 62. Art studios.
- 63. Economic development incubators.

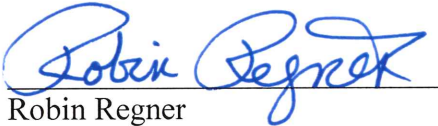
Areas that are not within the proposed Concept Plan area but that are within the Village Center boundaries as established by this Decision & Order shall be subject to the allowed uses permitted by their zoning prior to this PDP amendment.

The County off-street parking and loading requirements shall apply during construction and at build out, including the County shared parking methodology. The parking required for guest and non-residential uses may be met through on- or off-street parking within the proposed redevelopment area.

The Department of Planning and Zoning shall update the Columbia PDP to reflect the additional 315 dwelling units pursuant to approval of this Petition.

For the foregoing reasons, the Zoning Board of Howard County, Maryland on this 25th day of June, 2018, hereby GRANTS Petitioner's petition for approval of a Major Village Center Redevelopment and PDP amendment, as described herein, for the 18.07 acre NT-zoned subject property, subject to the conditions outlined above.

ATTEST: ZONING BOARD OF HOWARD COUNTY



Robin Regner
Board Administrator

See attached dissenting opinion
Jennifer Terrasa, Chairperson



Calvin Ball, Vice Chairperson

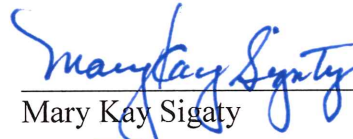
PREPARED BY HOWARD COUNTY
OFFICE OF LAW
GARY W. KUC
COUNTY SOLICITOR



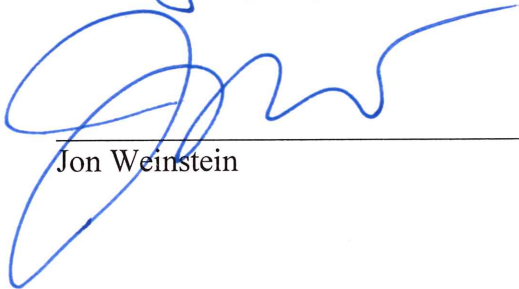
Greg Fox



David R. Moore
Senior Assistant County Solicitor



Mary Kay Sigaty



Jon Weinstein

Orchard Development Corp. et al., * Before the Howard County Zoning Board
*
Zoning Board Case No. 1121M *
*
* * * * *

DISSENTING OPINION

I respectfully dissent from the Decision & Order of the Zoning Board. As a child of Columbia, I have great love and concern for Columbia as a whole and the Village Centers, in particular. The plan as proposed by Petitioner, if fulfilled as imagined, is a great plan for the community and could rescue a location that the County Council has found to be blighted. However, the redevelopment plan as approved lacks sufficient teeth to guard against the conversion of what could be a vibrant center for commerce and community into nothing more than additional housing with at most token commerce and amenities.

In fact, the promised amenities, including a vertical garden, food incubator, and net zero energy usage, together with a return of the commerce that has been lost in this Village Center over time, are exactly the elements to reinvigorate a lively community that wants nothing more than to continue attracting new families and bringing them together. Regrettably, this Decision & Order does not assure that these amenities will be anything more than goals or aspirations.

Rather than surrender this Village Center to a new housing development, I would require meaningful phasing, restrictions, and mandates to allow the Petitioner the housing necessary to make their plans economically viable, but also to assure that the vision the Petitioner presented to the community is the vision that is built. Because the Petitioner has retreated from offering any certainty that this vision will be built, and because this Decision & Order does not adequately provide assurances that they will not simply build the profitable housing and walk away, or be replaced by some other developer who has less commitment than this Petitioner may have, I respectfully DISSENT from this approval.



Jennifer Terrasa, Chairperson

Appendix: Long Reach Village Center, Detailed Market Analysis



November 2014

Project Team

Columbia Association, Howard County Department of Planning and Zoning, and Howard County Economic Development Authority

Consultant Team

Retail and Development Strategies, LLC *in association with* WTL+a, and Folan Consulting

Documentation and Distribution

This **Columbia Market Study Appendix** supplements the separately bound final Columbia Market Study report. There is an appendix for each village center studied and for the former GE Appliance site, Dobbin Road and Snowden River Parkway study area (GEDS). Each appendix includes extensive location-specific data analysis and documentation of market conditions, which support the findings in the final Columbia Market Study report.

In keeping with Columbia Association's sustainability practices, a limited number of copies of this report and the appendix materials were printed. The **Columbia Market Study** and **Technical Appendix** are available online at: www.columbiaassociation.org/marketstudy.

Table of Contents

Introduction.....	1
Property Description.....	1
Occupancy Patterns	3
Current Initiatives.....	5
Demand Potentials: Retail	5
Supermarket Potentials	6
Existing Market Support/Trade Areas	8
Other Retail Potentials.....	12
Inventory of Existing & Planned Retail	12
Drive Time Demographics	14
Potential Buying Power: Food Service.....	16
Demand Potentials: Office.....	21
Office Market Performance: 2005—2013.....	21
Office Market Potentials.....	25
Office Demand from Fair Share Growth.....	28
Demand Potentials: Housing	30
Characteristics of the Housing Market	31
Key Market Findings, Strengths & Weaknesses.....	32

Tables & Figures

Table 1: Market & Land Use Profile—Long Reach Village Center	4
Table 2: Competitive Supermarkets—Long Reach Village Center.....	7
Table 3: Demographic Characteristics, 2010—Long Reach Village Center	11
Table 4: Supermarket Trade Area Demographics—Long Reach Village Center.....	12
Table 5: Nearby Regional Retail Centers—Long Reach Village Center	13
Table 6: Five & 10-Minute Drive Time Demographics—Long Reach Village Center.....	16
Table 7: Potential Food & Beverage Capacity—Long Reach Village Center	17
Table 8: Existing Retail & Office Tenants—Long Reach Village Center.....	19
Table 9: Comparison of Retail Market Indicators—Columbia Village Centers	20
Table 10: Office Market Trends—Columbia, 2005—2013	23
Table 11: Employment Forecasts & Allocation to Columbia	27
Table 12: Office Demand Analysis, 2020	29
Table 13: 5-Minute Drive-time—ESRI Housing Forecasts, 2012 & 2017	30
Table 14: 5-Minute Drive-time—County New Housing Estimates, 2015 & 2020	31
Figure 1: Aerial View—Long Reach Village Center	3
Figure 2: Trade Areas—Long Reach Village Center	9
Figure 3: Five-, 10- & 15-Minute Drive Times—Long Reach Village Center	15
Figure 4: Columbia North Office Submarket Boundaries	21

Introduction

This appendix supplements the separately bound Columbia Market Study final report. There is an appendix for each village center included in the market study as well as for the “GEDS” study area (defined as the former GE Appliance site, Dobbin Road and Snowden River Parkway areas). This appendix includes detailed market analysis, demographics, existing conditions and findings for Long Reach Village Center. This information provides the basis for the findings and recommendations in the Columbia Market Study report. The report and the supplementary appendices are available online at: www.columbiaassociation.org/marketstudy.

Property Description

Long Reach Village Center is a neighborhood retail center located at 8775 Cloudleap Court in the Village of Long Reach, the largest of Columbia’s ten villages. The center opened in April 1974, approximately three years after the first residents moved to Long Reach, with 12 in-line retail tenants and a Safeway grocery store that was closed in 2011. Columbia Association’s Storehouse community center, which houses the Long Reach Community Association, also opened in 1974.

The village center’s 91,091 sq. ft. of gross leasable area (GLA) of retail space also includes approximately 3,500 sq. ft. in three pad/outparcel retail uses, including an Exxon gas station/mini-mart, a liquor store and a freestanding deli/restaurant. In addition, there are 16,549 sq. ft. of general office uses located on the second floor of the shopping center. Columbia Association’s Art Center occupies a portion of the back side of the center, and serves as a key destination and cultural use for the entire Columbia community. Celebration Church is located in a single, freestanding building behind the shopping center.

According to property tax data provided by the Howard County Department of Finance, there are six commercial parcels for a combined site size of 11.6 acres. As illustrated in Figure 1, the main portion of the shopping center is located on a 7.57-acre site. In addition, there is a 5.16-acre parcel owned by Columbia Association. Part of this lot is developed with a surface parking lot and the other portion is dedicated open space. Celebration Church has a perpetual, non-exclusive easement for parking and access to use the surface parking lot at the rear of the shopping center. Under the terms of the agreement, Columbia Association retains the rights to use the lot.

According to a preliminary windshield survey by Howard County, there are 488 surface parking spaces surrounding the uses comprising the village center. This would suggest a gross parking ratio of 4.4 spaces per 1,000 sq. ft. of gross building area, consistent with suburban retail centers.

Long Reach Village Center was last renovated in 1998 by The Rouse Company. In April 2002, Kimco purchased the property from The Rouse Company. The center was sold to Cedar Shopping Centers, and subsequently sold to America's Realty, LLC. Each of the three retail pads identified above is in private ownership.

Figure 1: Aerial View—Long Reach Village Center



Source: www.Bing.com/maps

Occupancy Patterns

Retail and office occupancies at Long Reach Village Center have declined as a result of significant market competition, with the development of new retail and grocery-anchored centers elsewhere in and near Columbia as well as the physical and functional obsolescence of the property.

Notably, Safeway vacated its space in 2011 and sublet its 53,684 sq. ft. to a local, international-themed grocer, Family Market. However, Family Market faced management and market challenges and closed in September 2013. As a result, Long Reach Village Center has the highest vacancy rate of any of the village centers. There remain 26 retail and office tenants, Exxon, and a Howard County Police Department substation. The retail merchandise mix is oriented to convenience and service, and there are six casual and fast food restaurants. Use mix, and vacancy rates are illustrated in Table 1.

According to an occupancy analysis of tenants conducted by Howard County, with the departure of Family Market, **Long Reach Village Center contains 60,129 sq. ft. (68.6%) of vacant retail space and 3,554 sq. ft. (21.5%) of vacant office space, which yields a combined current**

Appendix: Columbia Market Analysis & Economic Development Services Study

Table 1: Market & Land Use Profile—Long Reach Village Center

Village Center (1)	Year Built & Parking	Land Use Mix (In Sq. Ft.)				TOTAL AREA	Vacant Space & % Vacant				TOTAL VACANT
		Core Retail	Pad Retail	Office	Other		Core Retail	Pad Retail	Office	Other	
Long Reach Village Center	Original:	87,607	4,414	16,549	1,540	110,110	60,129	-	3,554	-	63,683
8775 Cloudleap Court	1973-1980	(1)	Food &		Exxon		68.6%	0.0%	21.5%	0.0%	57.8%
Columbia	Renovated:		Beverage			Land Area:	(2)	Average			
	1988					11.6		Rents:			
Owner:	All Parking:					acres		\$ 15.00			
American Realty LLC	488					Density:		NNN			
Anchor:	Ratio/1,000:					0.22					
Vacant (Formerly Safeway & Family Market)	4.4					FAR					

(1) As reported by CoStar, Inc. as part of a property profile prepared on November 15, 2013 by Howard County Economic Development Authority.

(2) Based on the tenant rent roll as provided by Howard County; this includes the vacant 53,684 sq. ft. grocery anchor (Family Market).

Source: Columbia Association; Howard County Economic Development Authority; CoStar, Inc.; RDS; WTL+a, updated June 2014.

vacancy rate of 57.8%. By comparison, the overall retail vacancy rate for the 801,312 sq. ft. of core and pad retail space located in the eight village centers under study is 10.1%, which is elevated due to the vacant supermarket space at Long Reach Village Center. Without Long Reach, the village center retail vacancy rate is low (2.8%) and comparable to the overall Columbia retail vacancy rate of 2%.

Long Reach Village Center is located in the Columbia North retail submarket (as defined by CoStar, Inc., a national real estate database). While the village center's 91,091 sq. ft. comprises only 3.6% of the submarket's roughly 2.5 million sq. ft. of gross retail inventory, its vacant space accounts for a disproportionate share of the existing vacant space in Columbia North—fully 72%—illustrative of the impacts generated by the vacant grocery anchor.

Current Initiatives

In January 2014, Howard County announced its intent to purchase and redevelop a portion of Long Reach Village Center. The purchase would include the current holdings of America's Realty, LLC but exclude the vacant and former Safeway supermarket. The county acquisition of the center was completed in October 2014. It is also anticipated that Celebration Church will purchase the vacant grocery store from America's Realty, LLC for the creation of a worship and cultural/community center.

Demand Potentials: Retail

The following analyzes potential market support for retail space at Long Reach Village Center. While it is important to examine the individual village center markets, the final analysis also compares important market indicators for each of the village centers studied. This is critical given the close proximity of some of the village centers, overlapping trade areas, market competition, and the changing dynamics of the retail environment.

As discussed later in the section entitled Existing Market Support/Trade Areas, variations in the number, proximity, and typical drive times to competing grocery offerings are significant factors in the viability of village center grocery anchors.

Types of Retail Centers

The village centers in Columbia were developed as **neighborhood retail centers**, or retail centers anchored by a supermarket with ancillary retail space (typically between 50,000 and 100,000 sq. ft.).

By comparison, **community retail centers** are larger, containing from 120,000 sq. ft. to as much as 400,000 sq. ft., and anchored by a discount store, junior department store, or variety store. The largest retail centers are **regional or super-regional malls**, with over 500,000 sq. ft. of retail space and multiple department store and entertainment (e.g. theaters) anchors. The Mall at Columbia is a 1.4 million sq. ft. super-regional mall.

Retail typologies have evolved over the past several years to include variations of the major retail center types identified above; these include **lifestyle centers** (typically outdoor settings with unique and/or upscale tenants); **power centers** (250,000 to 750,000 sq. ft. of unenclosed retail space, typically with three or more big box anchors); and **outlet centers** (typically unenclosed retail centers in which manufacturers sell products directly to the public). As might be expected, the trade areas, or geographic reach, of each of these centers vary widely depending upon size, critical anchors, road network, and competitive environment.

Supermarket Potentials

The following examines overall market potential for a supermarket at Long Reach Village Center based on an analysis of the competitive environment and identification of a viable trade area. A retail trade area delineates the physical/geographic boundaries from which a retail center is drawing the majority of its customers. It typically includes both a primary and secondary trade area.

According to the Food World 2013 Market Study:

- Giant (based in Landover, MD) currently has the largest supermarket market share in Howard County, with approximately 30% of total annual sales, or \$276 million, in seven stores;
- Safeway reports the second-largest market share, with sales of \$107 million in three stores; and
- Wegmans reported sales of \$83 million in its 135,000 sq. ft. store (\$615 per sq. ft.), and Harris Teeter reported sales of \$66 million in two stores in Howard County.

The competitive context for Long Reach Village Center is strong and has changed significantly over the past several years. When The Rouse Company examined potential expansion of the existing Safeway store at the village center in 1994, the closest grocery competition was located at Oakland Mills, Owen Brown, and Dorsey's Search Village Centers. Since that time, and as

Table 2: Competitive Supermarkets—Long Reach Village Center

Retail Center	Location	Store	Distance (1)	
			Minutes	Miles
Dobbin Center Dobbin Road @ Route 175	Columbia	Wal*Mart (2) (Not a Super Center)	2.0	0.9
Columbia Crossing 6161 Columbia Crossing Drive	Columbia	Target	4.0	1.7
Columbia Palace 8805 Centre Park Drive	Columbia	Giant	5.0	1.8
8855 McGaw Road 8855 McGaw Road	Columbia	Wegmans	4.0	2.3
Lyndwood Square 6020 Marshalee Drive	Elkridge	Giant	6.0	2.6
6551 Waterloo Road 6551 Waterloo Road	Elkridge	Food Lion	5.0	2.6
Gateway Overlook 6610 Marie Curie Drive	Elkridge	Trader Joe's	5.0	2.8
Gateway Overlook 6675 Marie Curie Drive	Elkridge	Costco	6.0	2.9
Oakland Mills Village Center 5880 Robert Oliver Place	Columbia	Food Lion	8.0	3.2
Snowden Square 9011 Snowden River Parkway	Columbia	BJ's Wholesale Club	6.0	3.5
Long Gate Shopping Center 4310 Montgomery Road	Ellicott City	Safeway, Target	8.0	4.8
Former Rouse Headquarters 10275 Little Patuxent Parkway	Columbia	Whole Foods	8.0	4.8
Owen Brown Village Center 7100 Cradlerock Way	Columbia	Giant	8.0	5.0
Dorsey's Search Village Center 4715 Dorsey Hall Road	Columbia	Giant	9.0	5.5

(1) Drive times and distances are from MapQuest.

(2) Wal*Mart does not include a full-sized supermarket but does sell many grocery items.

Source: RDS, Folan Consulting, March 2014
Appendix: Columbia Market Analysis & Economic Development Services Study

Columbia has reached full buildout and areas around Columbia have continued to develop, the number of competitive offerings has increased significantly.

There are now **five supermarkets located within a six-minute drive of the Long Reach Village Center**. This includes two Giant stores, a Food Lion, Trader Joe's, and the 135,000 sq. ft. Wegmans, which opened in June 2012.

As illustrated in Table 2, these five supermarkets are supplemented by other nearby retailers that also offer prepared and packaged food for sale, including: Target, Costco, BJ's Wholesale Club, and Wal*Mart. Moreover, the new Whole Foods in the former Rouse Company headquarters building is only an eight-minute drive from Long Reach. In summary, including the new Whole Foods, **there are 14 supermarkets/alternative food shopping offerings within an eight- to nine-minute drive time of Long Reach Village Center**.

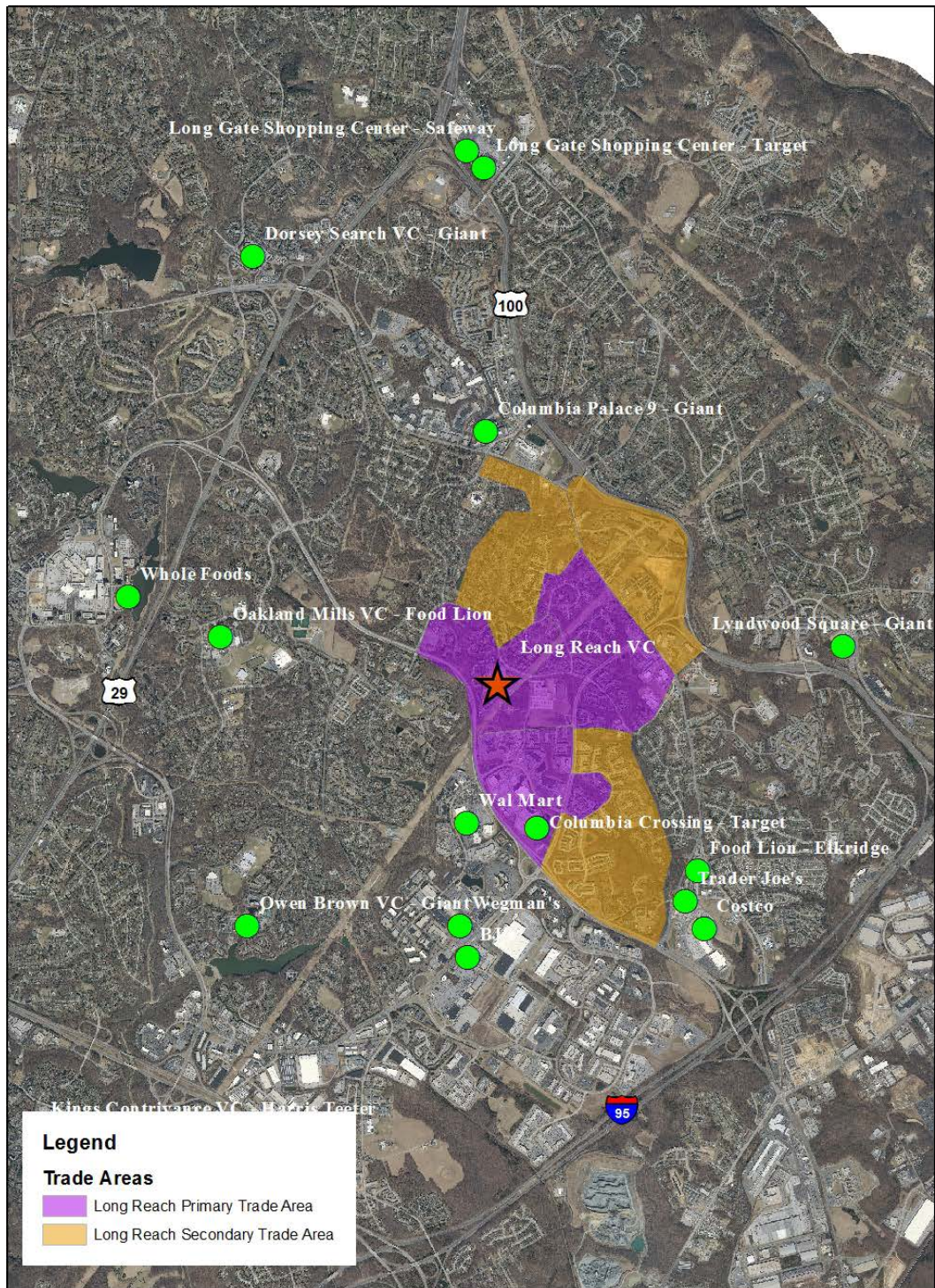
The resulting trade area for Long Reach Village Center is established by drive times and competitive supply in the immediately surrounding area. As defined below, the trade area is limited to the east by the Giant located in Elkridge, to the north by the Giant at Columbia Palace, to the west by Oakland Mills and the Downtown Columbia Whole Foods, and to the south by the Elkridge Food Lion, Trader Joe's, Costco, and Wegmans.

Existing Market Support/Trade Areas

A primary and secondary trade area for Long Reach Village Center has been estimated based on the location of existing and planned competition, as detailed above, and the existing road network. Retailers typically evaluate roadway access to a major arterial and have criteria related to traffic counts when making site location decisions. While Long Reach Village Center does not have direct access to a major arterial, it does have direct access to Tamar Drive, which averages daily traffic counts of 12,081 per day, and connects with Snowden River Parkway. Average daily traffic counts are a key factor in location decisions for major retail tenants; for example, large retail chains often require a minimum of 20,000 to 25,000 vehicles per day as a baseline criterion for a favorable site location decision. Thus, the Long Reach Village Center has below-average accessibility from a retailer's perspective.

Figure 2 illustrates the potential trade area by Census Block Group. It is important to note that this is the supermarket trade area and reflects the location of competitive supermarkets. As a result, it does not necessarily follow village boundaries. Key demographic characteristics of the primary

Figure 2: Trade Areas—Long Reach Village Center



**Columbia Market Analysis and
Economic Development Services Study**



and secondary trade areas indicate a current population of 5,885 residents in the primary area and 6,631 residents in the secondary area, for a combined population of roughly 12,500 residents.

Notably, **a population of between 10,000 and 12,000 residents in the total trade area is required to support a supermarket of 50,000 to 60,000 sq. ft.** While the combined trade area population reaches this threshold, there are significant competitive pressures within the secondary trade area, and the **core support provided by the primary trade area (5,885 residents) is approximately half of what is required (10,000—12,000 residents) to support a full-scale supermarket at Long Reach Village Center.**

As illustrated in Table 3, key demographic characteristics for the Village of Long Reach indicate:

- 13,931 residents in 5,412 households in four neighborhoods (Jeffers Hill, Kendall Ridge, Locust Park and Phelps Luck);
- Relatively high mean household incomes (\$106,364), although slightly lower than that for Columbia in its entirety (\$112,900);
- Fully 73% of the Village's housing units are owner-occupied, which is above the 68% owner occupancies for Columbia as a whole;
- Of the total households in Long Reach, 66% are family households (as compared to 66% Columbia-wide) and, of those, 74% are married households and 35% are married with children under the age of 18 living in the household. These are also on par with Columbia; and
- The total number of persons ages 25+ with a Bachelor's degree is also relatively high (61%), which is similar to Columbia as a whole.

In conclusion, demographic characteristics of Long Reach suggest a stable resident population with solid household incomes and disposable spending power. However, as noted, population densities are below those required by the grocery store industry.

Table 3: Demographic Characteristics, 2010—Long Reach Village Center

	Village of Long Reach	%	Columbia	%
Race & Hispanic Ethnicity				
White	6,705	48%	51,150	57%
African American or Black	4,236	30%	22,201	25%
American Indian & Alaska Native	69	0%	368	0%
Asian	1,748	13%	9,955	11%
Native Hawaiian & Other Pacific Islander	1	0%	29	0%
Some Other Race	489	4%	2,579	3%
Population of Two or More Races	683	5%	4,033	4%
Total Population:	13,931	100%	90,315	100%
Hispanic or Latino	1,276	9%	7,146	8%
Non-Hispanic or Latino	12,655	91%	83,170	92%
Mean Household Income	\$ 106,364		\$ 112,900	
Total Occupied Housing Units	5,412		35,811	
Owned	3,955	73%	24,198	68%
Renter-Occupied	1,457	27%	11,613	32%
Total Households	5,412		35,812	
Total Families (1)	3,690	68%	23,770	66%
Husband/Wife Family	2,729	74%	18,190	77%
Husband/Wife with Children < 18	1,277	35%	8,441	36%
Other Family	961	26%	5,579	23%
Other Family with Children < 18	612	17%	3,516	15%
% 25+ with Bachelor's Degree	61%		61%	
% 25+ with Graduate/Prof Degree	29%		30%	

(1) A family consists of two or more people (one of whom is the householder) related by birth, marriage, adoption residing in the same housing unit.

Source: Columbia Association; RDS; Folan Consulting, January 2014.

Table 4: Supermarket Trade Area Demographics—Long Reach Village Center

Census Block Group	Total Population	Housing Units
Primary Trade Area		
6066062	2,338	964
6067061	1,141	579
6066061	2,406	1,130
Subtotal:	5,885	2,673
Secondary Trade Area		
6067062	2,501	991
6066072	2,311	822
6011051	1,819	1,018
Subtotal:	6,631	2,831
TOTAL:	12,516	5,504

Source: U.S. Census Bureau, 2010 Census; RDS; Folan Consulting, January 2014.

Other Retail Potentials

Inventory of Existing & Planned Retail

There has been significant growth in the retail environment in the immediate area in close proximity to Long Reach Village Center over the past several years including along Dobbin Road, Rt. 175, and Snowden River Parkway. Most major big box and discount retailers are located within a five- to six-minute drive to the south of the village center at Dobbin Center, Columbia Crossing I and II, Gateway Overlook, and Snowden Square. There are a number of national chain restaurants located in close proximity to Long Reach, including but not limited to: Fuddruckers, Olive Garden, On the Border, Bertucci's, Ruby Tuesday, Red Lobster, and Longhorn Steakhouse. Fast casual dining tenants located nearby include: Chipotle, Noodles and Company, Pei Wei, and Boston Market.

Table 5: Nearby Regional Retail Centers—Long Reach Village Center

Competitive Retail Centers	Size (SF) & % Leased	Properties & Year Built	Average Rents	Major Tenants	Other
Dobbin Center 6435 Dobbin Road Columbia Manager: Rosenthal Properties	295,159 96%	12 1982	\$ 39.00	Wal*Mart, Ross Dress for Less, Offenbachers, Haverly's	Six non-owned outparcels include: bank, McDonald's, Chik-fil-A, Wendy's Starbucks
Columbia Crossing I & II Dobbin Rd & Rte. 175 Columbia Manager: Kimco Realty Corp. (majority of center)	495,953 100%	16 1996/1997	\$ 28.00	Big Lots, Nordstrom Rack, Books-A-Million, Dick's Sporting Goods, T J Maxx, Staples, Jo-Ann Fabrics, Old Navy, Target, REI, Toys R Us, Babies R Us	Restaurant cluster includes La Madeleine, Famous Dave's Ribs, Don Pablo's, Macaroni Grill
Gateway Overlook Off I-95 at Rte. 175 & Rte. 108 Columbia Manager: Washington Real Estate Investment Trust (214,281 SF) & General Growth Properties	528,350 99%	9 2007	\$ 23.00	Costco, Lowe's, Trader Joe's, Best Buy, Office Depot, Golf Galaxy	Restaurants include: Houlihan's, Mimi's Café, Paragon at Gateway Overlook (340 apartments)
Snowden Square Snowden River Pkwy & Robert Fulton Columbia Manager: Manekin LLC	500,000 100%	17 1993	\$ 28.00	United Artists 14 Theaters, Bed Bath & Beyond, Marshalls, BJ's, Michael's, Home Depot, PetSmart	Built to complement the 295,200 SF Dobbin Center
Dobbin Station 6781 Dobbin Road Columbia	N/A 100%	4 N/A	N/A	Petco, LaZBoy	Food service tenants include: Chipotle, Noodles and Company
Columbia Mall 10300 Little Patuxent Parkway Columbia Manager: General Growth Properties	1,390,000 N/A	1 1971	N/A	Lord & Taylor, Macy's, Nordstrom, Sears, AMC Theaters, JC Penney	Expansion added 40,000 SF; Restaurant cluster includes: Cheesecake Factory, PF Chang's, Uno Chicago Grill, Champs Americana
Long Gate Shopping Center 4310 Montgomery Road Ellicott City Manager: Kimco Realty Corp.	595,410 100%	11 1996/1997	N/A	Target, Safeway, Kohl's, Barnes & Noble, Michaels	Originally developed by Opus

Source: Various centers; CoStar, Inc.; RDS; Folan Consulting, January 2014.


Drive Time Demographics

To better understand the potential market for other retail (e.g., alternative retail anchors, food service, other general merchandise, etc.) at the Long Reach Village Center, a five-, 10- and 15-minute drive time analysis was conducted. The reach of larger retail anchors and restaurants (especially restaurant clusters) is typically wider than that for supermarkets or smaller service-oriented retailers.

Figure 3 illustrates the 5-, 10- and 15-minute drive times for the Dorsey's Search Village Center, and Table 6 documents the drive time area demographics. As illustrated, while a five-minute drive time from the Village of Long Reach does not extend west of U.S. Route 29, it reaches several of the larger retail centers such as Columbia Crossing and Dobbin Center. As noted above, the trade area is highly competitive with respect to grocery stores, other retail offerings, and restaurants.

The 10-minute drive trade area extends west of U.S. Route 29 to include planned new commercial development in Downtown Columbia. It also extends south and east of I-95 (and as far as Route 295/BW Parkway), and to the south and west to Route 32. The 10-minute drive trade area also includes portions of the U.S. Route 1 corridor, an area planned for growth and revitalization. It also extends significantly beyond Route 108.

While the 10-minute drive time is considered a relatively large trade area for a small community center, it was included in order to test the viability of a new, unique anchor retail tenant at Long Reach, as well as the potential for additional food service tenants. We note that a 15-minute drive time trade area was not analyzed in detail since it encompasses the broader region and is considered more reflective of a trade area for a regional mall/large scale big box shopping center.

 **esri**

Site Map

Long Reach Village Center
8775 Cloudleap CT, Columbia, MD, 21045
Drive Time: 5, 10, 15 Minutes

Latitude: 39.20821
Longitude: -76.81613

Table 6: Five & 10-Minute Drive Time Demographics—Long Reach Village Center

	0 - 5 Minutes	0 - 10 Minutes
Population		
2010	16,112	104,164
2012	17,061	107,005
2017 Forecast	18,607	114,375
Total Change 2012 - 2017	1,546	7,370
Annual Growth Rate, 2012 - 2017	1.75%	1.34%
Households		
2010	6,562	40,704
2012	7,317	41,926
2017 Forecast	7,832	44,916
Total Change 2012 - 2017	515	2,990
Annual Growth Rate, 2012 - 2017	1.38%	1.39%
Median Household Income		
2012	\$ 82,417	\$ 84,850
2017	\$ 93,463	\$ 94,697
Median Age		
2012	35.0	35.8
2017	35.1	35.9
2010 Housing Tenure		
Owner-Occupied Households	68.7%	70.0%
Renter-Occupied Households	31.3%	30.0%

Source: ESRI Business Analyst; RDS; Folan Consulting, March 2014.

Potential Buying Power: Food Service

As we understand the redevelopment concept for Long Reach Village Center as proposed by Howard County, we have focused our analysis of market potentials on two categories of tenants—1) additional restaurant/food service tenants, and 2) unique anchors/uses/ specialty retailers. Market potential for food service tenants is quantified below and provides a starting point for retail strategies at Long Reach as part of implementation strategies that are identified in the main body of

this report. The following analysis quantifies supportable space for food service; the potential for unique anchors/uses/specialty retailers is not quantitatively assessed but rather qualitatively evaluated (refer to the Long Reach Village Center Assessment and Recommendations chapter in the main report). Total supportable space for food service can be based on capturing a small percentage of total available spending (typically 5% or less) on “Food Away from Home,” as defined by the U.S. Census Bureau, within a five- to 10-minute drive of the village center. This is a reasonable assumption given the number of competitive food & beverage tenants located in the surrounding area.

The analysis also assumes that a percentage of sales will be generated by nearby employees. Consumer research from the International Council of Shopping Centers (ICSC) shows that trade areas can be expanded during weekdays due to nearby worker expenditures. In examples such as Long Reach, a significant reduction of available retail space will diminish the village center’s capacity to attract additional retail market share/captured sales.

As illustrated in Table 7, the analysis estimates that Long Reach Village Center could **potentially support approximately 13,500 sq. ft. of food service** space. Currently, there is approximately 9,000 to 10,000 sq. ft. of existing food service tenants, **suggesting demand for an additional 4,000 sq. ft. of food service space at the village center.**

Capture rates are based on capture rates for similarly sized retail centers in highly competitive environments. In order to estimate the amount of supportable food service space at the Village Center, an average sales productivity for food service tenants was applied. It should be stressed that this is an average. For example, McDonald’s average sales are about \$600 per sq. ft., while fast food restaurants in regional malls average \$450 per sq. ft. and national chain restaurants can average from \$400 to \$800+ per sq. ft. It should be noted that locally-owned and independent retailers may operate with lower sales productivities.

Given current offerings at Long Reach Village Center, careful tenant selection to tap any additional potential demand will be required. There are few options available that would not challenge existing tenants.

Table 7: Potential Food & Beverage Capacity—Long Reach Village Center

5-Minute Drive-time			
Total Households			7,832
Median Household Income	(1)	\$	93,463
Gross Household Income:		\$	732,002,216
x % Spent on Food Away from Home	(2)		4.4%
Total Spending on Food:		\$	32,208,098
x Capture Rate			5%
Estimated Spending Potential (5-Minute):		\$	1,610,405
5- to 10-Minute Drive-time			
Total Households			37,084
Median Household Income		\$	94,697
Gross Household Income:		\$	3,511,743,548
x % Spent on Food Away from Home			4.4%
Total Spending on Food:		\$	154,516,716
x Capture Rate			2.5%
Estimated Spending Potential (5-10 Minute):		\$	3,862,918
TOTAL - Resident Spending on Food:		\$	5,473,323
+ Inflow (Nearby Employees) @ 11%			602,066
TOTAL - Spending Potentials:		\$	6,075,388
/ Average Sales (Per SF)		\$	450
TOTAL SUPPORTABLE SPACE (In SF):			13,501

(1) Reflects median income for 0-10 mile drive time.

(2) Reflects average spending based on disposable income allocated to Food Away from Home from U.S. Census Consumer Expenditure Survey and average spending potential assumptions.

Source: ESRI Business Analyst; RDS; Folan Consulting, February 2014.

Table 8 summarizes existing retail and office. Table 9 is an overview of key market indicators for each village center considered in this study.

Table 8: Existing Retail & Office Tenants—Long Reach Village Center

Food Service	General Service	Medical	Business	Other	Anchors
Subway	L.R. Coin Laundry	Family Medical Center	Best Home Services	Exxon	Columbia Assoc Art Center
Deli Town	Napp Star	Long Reach Dental	TCC Wireless	Richburn Liquors	Celebration Church
Long Reach Pizza	Community Cutz		Gross and Broan Enterprises	Long Reach Beauty Supply	Stonehouse-Long Reach
Indian Food & More	Multienvios		Columbia Cab	Columbia Car Rental	Community Center
Gourmet Garden	Angel Nails		Swiftway Services	Liberty Tax Service	
Chick N' Friends			Kell Enterprises		
Kuramo International Cuisine					

Source: *Columbia Association; Howard County; RDS; Folan Consulting, August 2014.*

Table 9: Comparison of Retail Market Indicators—Columbia Village Centers

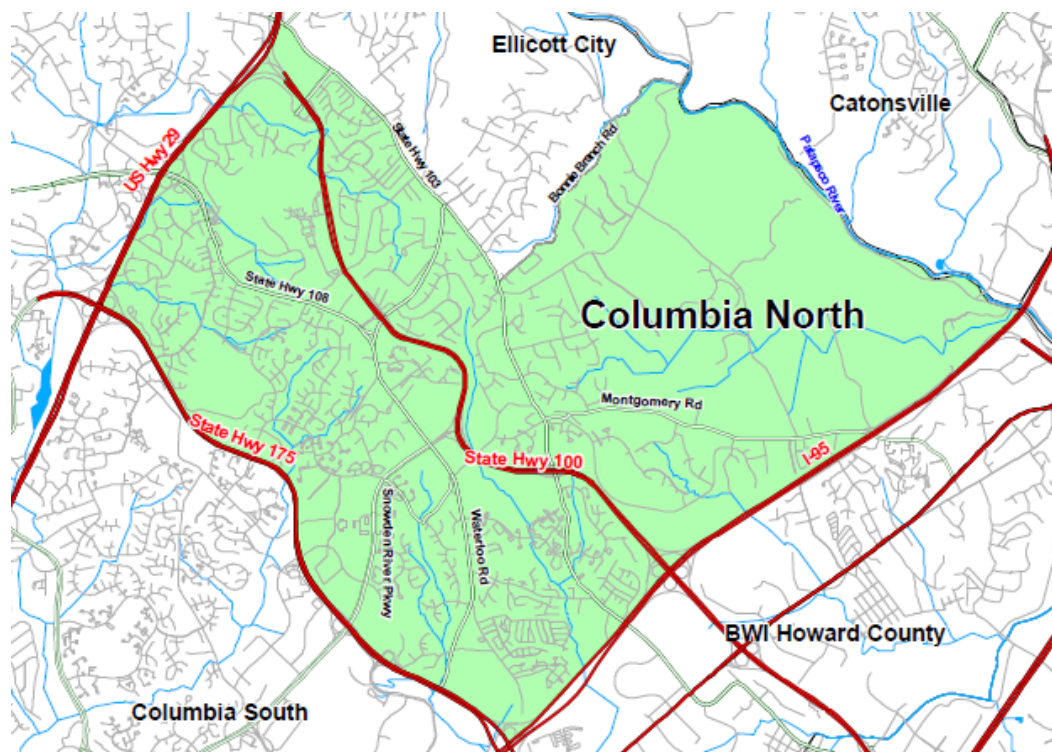
Village Center	Competitive Supermkt & Size (In SF)	Non-Trad'l Grocers W/I 5-6 Minute Drive	Potential Res'l Market Growth	Competitive Environment	Visibility & Access Ratings	Average Daily Traffic (2012)	Population Density - 2012		Med HH Income 5-Min Drive	Notes
							5-Min Drive	10-Min Drive		
Dorsey's Search (Kimco Realty Corp.)	2: Giant (Columbia Palace): 56,000 SF; Whole Foods: 45,000 SF	None	Limited in 5-minute drive-time, plus growth in Downtown Columbia & planned units in Ellicott City	Limited	Moderate: near intersection of Rte 29 & Rte 108; direct access from Dorsey Hall Rd, Old Annapolis Rd.	Old Annapolis Rd: 9,422; Columbia Rd near Old Annapolis Rd: 23,850	8,865	124,909	\$ 101,059	Relatively affluent, well leased, minimal competition
Harper's Choice (Kimco Realty Corp.)	3: Giant (Hickory Ridge): 58,000 SF; Whole Foods: 45,000 SF; Roots Market (Clarksville Square)	None	Strong in 5-minute drive-time due to growth in Downtown Columbia; impacts unknown	Limited	Poor to Moderate: direct access to Harper's Farm Rd, which connects to Rte 108 (approximately 1-mile)	Harper's Farm Rd: 11,431	24,290	82,055	\$ 92,533	High, close-in density
Hickory Ridge (Kimco Realty Corp.)	4: Whole Foods: 45,000 SF; Safeway (Harper's Choice); Harris Teeter (Kings Contrivance); David's Natural Market (Wilde Lake)	None	Moderate in 5-minute drive-time, plus growth in Downtown Columbia	Moderate	Poor to Moderate: direct access off Freetown Road, connects to Cedar Lane & to Rte 32 to the south	Freetown Rd: 5,061; Cedar Lane: 21,960	18,993	93,887	\$ 102,053	Proximity to new development in Town Center
Kings Contrivance (Kimco Realty Corp.)	2: Giant (Owen Brown); Giant (Hickory Ridge): 58,000 SF	None	Moderate in 5-minute drive-time, plus in-fill housing growth along Rtes 29 & 216	Limited	Poor to Moderate: Guilford Rd connects to Broken Land Pkwy & Rte 32	Guilford Rd: 7,620	15,365	148,272	\$ 99,180	Safeway lease not renewed in 2005; leased to Harris Teeter with newly-built store; well-leased
Long Reach (Howard County)	5: Giant (Columbia Palace): 56,000 SF; Giant (Lynwood Sq.); Wegmans: 135,000 SF; Food Lion; Trader Joe's	4: Wal*Mart, BJ's, Costco & Target	Moderate in 5-minute drive-time	High	Poor to Moderate: major access off Tamar Drive, proximate to Snowden River Pkwy, Rte 175	Tamar Drive @ Rte 175: 12,081	17,061	107,005	\$ 82,417	Lost supermarket anchor
Owen Brown (Fleur Associates LLC)	4: Food Lion (Oakland Mills); Harris Teeter (Kings Contrivance); Wegmans: 135,000 SF; Whole Foods: 45,000 SF	1: BJ's	Strong in 5-minute drive-time due to growth in Downtown Columbia; potential growth on Route 1 Corridor	Moderate	Poor to Moderate: access to Cradlerock Way, which connects to Broken Land Pkwy; access limited across Route 29	Broken Land Pkwy @ Cradlerock Way: 31,120	17,356	138,696	\$ 88,292	Long-term impacts of Wegman's; weak Food Lion at Oakland Mills; proximity to commercial centers along Snowden River Parkway
Oakland Mills (Cedar Realty Trust, Inc.)	3: Giant (Dorsey's Search); Giant (Owen Brown); Whole Foods: 45,000 SF	1: Wal*Mart	Limited in 5-minute drive-time, plus growth in Downtown Columbia	Moderate	Poor to Moderate: access to Stevens Forest Rd, which connects to Broken Land Pkwy; access limited across Route 29	Stevens Forest Rd: 11,821	6,989	94,525	\$ 73,246	Two prior supermarket operators closed at this location
River Hill (Kimco Realty Corp.)	1: Roots Market (Clarksville Square)	None	Limited in 5-minute drive time; some new, low-density housing expected	Limited	Good: borders Rte 108	Rte 108: 19,220	5,252	66,628	\$ 170,708	County's largest Giant (63,000 SF); borders non-New Town zoned land; highest income levels; best visibility; typically well leased

Source: Retail Development Strategies; Folan Consulting; WTL+a, updated November 2014.

Demand Potentials: Office

As defined by CoStar, Inc., a national real estate market database, Columbia's office building inventory is distributed over three geographic areas—Columbia North, South and Town Center. Long Reach Village Center, which includes 16,549 sq. ft. of general office space on the second floor of the shopping center property, is located in the Columbia North submarket.

Figure 4: Columbia North Office Submarket Boundaries



Source: CoStar, Inc.

Office Market Performance: 2005—2013

The consultants examined office market trends in the Columbia North submarket between 2005 and 2013. This period was chosen because it includes multiple economic cycles: from the 2005–2007 boom to the 2007–2009 downturn and subsequent recovery. Market performance over the past nine years in Columbia North suggests:

- An inventory of more than **2.2 million sq. ft. of office space**, which comprises 16% of the entirety of Columbia's 14.3 million sq. ft. office market. Since 2005, Columbia North's share of the Columbia-wide inventory has remained stable—in the range of 15% to 17% of the total;
- An increase in the amount of vacant office space—from 260,000 sq. ft. in 2005 to more than 385,000 sq. ft. in 2013, reflecting an increase in the vacancy rate from 14% in 2005 to 17% in 2013;
- The increase in vacant office space in Columbia North is the result of several factors, including: delivery of more than 737,000 sq. ft. of newly-built office space across the submarket, but net absorption (i.e., leasing activity) that totaled 460,900 sq. ft. during this period. In other words, **new office space was built faster than it was leased**;

Table 10: Office Market Trends—Columbia, 2005—2013

										Change: 2005-2013		
	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total	Ann'l Avg.	%
Columbia North												
Inventory	1,827,197	1,865,647	1,998,092	2,068,519	2,087,392	2,087,392	2,087,392	2,156,171	2,248,171	420,974		
As % of Total	17%	16%	16%	16%	16%	15%	15%	15%	16%			
Vacant Stock (1)	260,607	264,674	352,939	317,599	316,756	303,797	266,540	295,693	385,438	124,831		
% Vacant	14.3%	14.2%	17.7%	15.4%	15.2%	14.6%	12.8%	13.7%	17.1%			2.3%
Total Net Absorption	164,778	34,383	44,180	105,767	19,716	12,959	37,257	39,626	2,255	460,921	51,200	
New Construction	314,531	38,450	134,045	70,427	18,873	-	-	68,779	92,000	737,105		
Years to Stabilized Occupancy (2)											7	
Columbia South												
Inventory	6,516,434	7,358,129	7,811,182	8,373,967	8,475,468	8,827,497	8,980,997	9,090,997	9,493,297	2,976,863		
As % of Total	60%	62%	63%	64%	64%	65%	65%	65%	66%			
Vacant Stock (1)	619,926	858,850	867,396	1,310,509	1,009,920	1,370,405	1,232,215	1,086,610	1,500,059	880,133		
% Vacant	9.5%	11.7%	11.1%	15.6%	11.9%	15.5%	13.7%	12.0%	15.8%			6.5%
Total Net Absorption	311,870	602,771	444,507	119,672	402,090	(8,456)	291,690	255,605	(12,049)	2,407,700	267,500	
New Construction	374,960	841,695	453,053	562,785	178,451	352,029	153,500	110,000	402,300	3,428,773		
Years to Stabilized Occupancy (2)											5	

(1) Includes existing vacant relet and sublet space.

(2) Illustrates the required number of years necessary to achieve stabilized occupancies (93%) based on historic annual net absorption/leasing activity.

Source: CoStar Realty; RDS; WTL+a, January 2014.

Table 10 (Continued): Office Market Trends—Columbia, 2005—2013

										Change: 2005-2013		
	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total	Ann'l Avg.	%
Columbia Town Center												
Inventory	2,592,316	2,592,316	2,592,316	2,592,316	2,756,130	2,756,130	2,756,130	2,756,130	2,629,130	36,814		
As % of Total	24%	22%	21%	20%	21%	20%	20%	20%	18%			
Vacant Stock (1)	324,692	338,922	317,195	479,522	547,728	467,316	453,871	333,220	237,150	(87,542)		
% Vacant	12.5%	13.1%	12.2%	18.5%	19.9%	17.0%	16.5%	12.1%	9.0%			-4.0%
Total Net Absorption	(11,443)	(14,230)	21,727	(162,327)	95,608	80,412	13,445	120,651	(30,930)	112,913	12,500	
New Construction	-	-	-	-	163,814	-	-	-	-	163,814		
Years to Stabilized Occupancy (2)											18	
All Columbia Submarkets												
Inventory	10,935,947	11,816,092	12,401,590	13,034,802	13,318,990	13,671,019	13,824,519	14,003,298	14,370,598	3,434,651		
Vacant Stock (1)	1,205,225	1,462,446	1,537,530	2,107,630	1,874,404	2,141,518	1,952,626	1,715,523	2,122,647	917,422		
% Vacant	11.0%	12.4%	12.4%	16.2%	14.1%	15.7%	14.1%	12.3%	14.8%			3.7%
Total Net Absorption	465,205	622,924	510,414	63,112	517,414	84,915	342,392	415,882	(40,724)	2,981,534	331,300	
New Construction	689,491	880,145	587,098	633,212	361,138	352,029	153,500	178,779	494,300	4,329,692		
Years to Stabilized Occupancy (2)											6	

(1) Includes existing vacant relet and sublet space.

(2) Illustrates the required number of years necessary to achieve stabilized occupancies (93%) based on historic annual net absorption/leasing activity.

Source: CoStar Realty; RDS; WTL+a, January 2014.

- From a financing perspective, assuming that the average annual pace of absorption over the past eight years—51,200 sq. ft. per year—is *sustained*, approximately **seven years will be required to achieve industry-standard levels for stabilized occupancies of 93%**. In other words, it could take fully seven years to lease 93% of the existing 385,000 sq. ft. of vacant office space in Columbia North; and
- Average rents have increased only slightly — from \$23 per sq. ft. in 2005 to \$25 per sq. ft. in 2013 on a full-service basis.

As noted, the village center at Long Reach contains 16,549 gross sq. ft. of office space oriented to professional and business service tenancies supporting the surrounding neighborhood. Today, 12,995 sq. ft. are occupied. Office tenancies in the village centers likely draw their primary business/market support primarily from surrounding “rooftops” (i.e., households). Other findings indicate:

- The village center’s office space accounts for only 0.7% of the Columbia North office inventory; and
- According to the center’s rent roll provided by Howard County as part of its due diligence on its acquisition of the Long Reach Village Center, there are 3,554 sq. ft. of vacant office space, resulting in a vacancy rate of 21.5%.

Office Market Potentials

Job growth in specific office-using employment/industry sectors is a key barometer of demand for future office space. The following examines market potentials for future office development using a *fair share* analysis through 2020. Fair share assumes that, all else being equal, the current share, or ratio, of space is maintained at a future point in time as growth occurs. Key findings are summarized below and illustrated in Tables 11 and 12.

- As illustrated in Table 11, the Round 8A employment forecasts prepared by Howard County’s Department of Planning & Zoning, and used by the Baltimore Metropolitan Council (BMC), suggest that Howard County will add 30,000 new jobs for the 2010 to 2020 forecast period. The BMC forecasts do *not* distinguish what types of new jobs will be created beyond “Retail” and “Non-Retail” employment, which is a limitation in the analysis;
- Currently, the Columbia CDP (Census-Designated Place) comprises 38% of Howard County’s total jobs. Presuming that Columbia maintains its fair share of the county total suggests that **more than 9,100 new jobs would be created in Columbia by 2020**; and

- The next step estimates how many new jobs will be office-using jobs. Currently, office-using jobs in Columbia comprise roughly 67% of total jobs, translating into more than 47,600 office jobs across Columbia. If the share of office-using jobs is maintained at 67%, this translates into approximately 6,100 new jobs in office-using sectors of the economy by 2020.

Table 11: Employment Forecasts & Allocation to Columbia

	2010	2012	As % of Total	2020	2012-2020 Forecast
Howard County: All Jobs					
BMC Round 8 Total Jobs (1)	181,381	187,381	100.0%	211,381	24,000
Less Self-Employed/Part-time (2)		38,151	20.4%	43,037	4,886
Total - Full-time Jobs (2012-2020):		149,230	79.6%	168,344	19,114
Howard County: Full-time Jobs Only (3)					
Mining & Natural Resources		2,522	1.7%	2,845	323
Construction		11,031	7.4%	12,444	1,413
Manufacturing		10,675	7.2%	12,042	1,367
Transportation & Warehousing		3,879	2.6%	4,376	497
Communications		2,195	1.5%	2,476	281
Utilities		594	0.4%	670	76
Wholesale & Retail Trade		31,496	21.1%	35,530	4,034
Finance/Insurance/Real Estate		9,308	6.2%	10,500	1,192
Services		66,790	44.8%	75,345	8,555
Government		10,740	7.2%	12,116	1,376
Total - Full-time Jobs (2012-2020):		149,230	100.0%	168,344	19,114
Columbia (CDP)					
FAIR SHARE:			(4)		
Total Jobs (2012-2020):		71,153	38%	80,266	9,113

(1) Reflects Round 8 employment forecasts for "Retail" and "Non-Retail" jobs for 2010-2020, as prepared by the Howard County Department of Planning & Zoning, and used by the Baltimore Metropolitan Council (BMC). BMC does not prepare job forecasts by industry sector.

(2) The forecasts include both part-time and self-employment jobs. These are excluded from the analysis because it is unknown how many part-time and self-employed jobs will demand workplace real estate such as office or industrial space.

(3) This illustrates the distribution of jobs, by industry sector, in 2012. The analysis assumes that the distribution of jobs, by industry sector, will remain the same in 2020.

(4) Columbia's current (2012) share of all jobs in Howard County was 38%. The analysis assumes that Columbia maintains its share in 2020.

Source: Baltimore Metropolitan Council (BMC) Round 8 Forecasts; ESRI Business Analyst; RDS; WTL+a, revised April 2014.

The final step allocates new office jobs to the Long Reach Village Center. This scenario considers that the office space in the village center is primarily oriented to nearby households with a mix of professional and service office tenants.

Office Demand from Fair Share Growth

- The village center captures its fair share of new job growth based on the share of its occupied office space (12,995 sq. ft.) relative to the amount of office space in Columbia (12.2 million sq. ft.), or 0.11%. This yields a nominal 6 new jobs; and
- Using an *average* occupancy factor of approximately 250 sq. ft. per employee yields **estimated demand for less than 1,700 sq. ft. of additional office space at Long Reach by 2020.** Since more than 3,550 sq. ft. are currently vacant, near-term demand can be adequately met by existing (vacant) space.

Table 12: Office Demand Analysis, 2020

Employment Forecasts		
Total Employment-Columbia CDP		
2012		71,153
2020		80,266
New Jobs:		9,113
2012 Office Jobs		
Occupied Office Inventory		12,247,951
Occupancy Ratio Per SF		257
Total:		47,673
<i>As % of Total Jobs</i>		67%
2020 Office Jobs		
Existing Jobs		47,673
+ Share of New Jobs @	67%	6,106
Total:		53,778
Office Market Potentials-Long Reach		
Fair Share Analysis		
Occupied Office Space-Long Reach		12,995
<i>As % of Columbia (Fair Share)</i>		0.11%
2020 Office Jobs to Columbia		6,106
Fair Share to Long Reach		0.11%
Allocation to Long Reach:		6
Existing Jobs-Long Reach		51
2020 Office Jobs-Long Reach:		57
Occupancy Ratio Per SF		257
Gross Demand (SF):		14,659
Occupied Office Space		12,995
Net Demand (SF):		1,664
Existing Vacant Office Space:		3,554

**Source: ESRI Business Analyst; CoStar, Inc.; RDS: WTL+a,
revised February 2014.**

The analysis presumes that existing office space at Long Reach Village Center is sufficiently marketable, without physical and/or functional obsolescence. This is particularly important as Long Reach competes for a similar office tenant mix as those village centers that also have professional office space.

Demand Potentials: Housing

The consultants considered two data sources to estimate future demand for new housing at the Long Reach Village Center. In the first, five-year forecasts for 2012—2017 from ESRI Business Analyst, a private data forecasting service, were reviewed. The second data source considers short- and long-term forecasts for housing units prepared by Howard County for its growth management planning purposes, including the Adequate Public Facilities Ordinance and other infrastructure planning purposes, such as schools and water/sewer lines. In the first, **ESRI forecasts suggest 514 new owner- and renter-occupied units through 2017**, while Howard County's estimates for planning purposes suggest 572 units through 2020 within approximately a five-minute drive of Long Reach Village Center. Tenure forecasts suggest that more than 65% of all housing units within five minutes of Long Reach Village Center will be owner-occupied; this is a slight increase over current levels. Tenure forecasts suggest almost 64% of all housing units within five minutes of King's Contrivance Village Center will be owner-occupied. Tables 13 and 14 illustrate housing forecasts based on ESRI and Howard County estimates, respectively. In conclusion, this forecast new housing development will be a positive metric for the village center.

Table 13: 5-Minute Drive-time—ESRI Housing Forecasts, 2012 & 2017

	2012	% of Total	2017	% of Total	Change
Long Reach					
Housing Units					
Owner-Occupied	4,843	63.4%	5,213	64.1%	370
Renter-Occupied	2,475	32.4%	2,619	32.2%	144
Vacant Units	321	4.2%	301	3.7%	(20)
Total:	7,639	100.0%	8,133	100.0%	494

Source: ESRI Business Analyst; RDS; WTL+a, February 2014.

Table 14: 5-Minute Drive-time—County New Housing Estimates, 2015 & 2020

	2015	% of Total	2020	% of Total	Total
Long Reach					
Housing Unit by Product					
Single-family Detached	8	63.4%	14	64.1%	22
Single-family Attached	85	32.4%	113	32.2%	198
Multi-family	32	4.2%	320	3.7%	352
Total:	125	100.0%	447	100.0%	572

Source: Howard County; RDS; WTL+a, February 2014.

Characteristics of the Housing Market

In terms of the character of housing in the Village of Long Reach, the 2010 U.S. Census reported a total of 5,649 housing units. As reported in the “Characteristics of Columbia” report (Columbia Association, 2012), the housing stock is comprised of single-family detached (35%); townhouses (34%); and multi-family dwellings (31%). Fully 73% of the housing units in Long Reach are owner-occupied versus 27% that are renter-occupied. The report also indicates 238 vacant units, for an overall vacancy rate of 4.2%, which is comparable to Columbia as a whole. However, the true vacancy, which includes units available for rent/unoccupied and other vacant, is significantly lower—with 143 true vacant units reflecting a vacancy rate of 3%. According to the “Sales Price Trends” Report (Columbia Association, 2012), between 2000 and 2010, the average sales price of housing units in Long Reach jumped fully 103%—from \$143,419 to \$291,707 in 2010, as compared to 84% for Columbia villages overall and 82% for Howard County.

As a result of stabilized occupancies and a significant increase in housing values, the Village of Long Reach is expected to remain a strongly marketable location for new housing.

Howard County’s estimates for planning purposes suggest a higher number of new housing units—up to 572 units—could be built within approximately a five-minute drive-time of the village center. Several factors will determine the overall marketability of any new housing at Long Reach Village Center, including:

- Ultimate redevelopment plan based on current initiatives by Howard County, including the future Howard County redevelopment concepts for the center;

- Site carrying capacity and densities that assume continued availability/use of surface parking. Given that the parking ratios at Long Reach are slightly lower than industry-standard, it is not known at what density threshold will necessitate structured parking if housing is part of future village center redevelopment;
- The pace of unit absorption/leasing after delivery of the multi-family units under construction at Wilde Lake Village Center. While Wilde Lake exhibits different (e.g., stronger) market characteristics and overall performance, it is the most recent and market-relevant example of newer, freestanding multi-family development introduced to the village centers. Its overall market success, therefore, is relevant as a comparison to housing potentials at Long Reach;
- Competition with initial phases of multi-family development as planned in Downtown Columbia;
- The availability of construction and permanent financing available for new housing construction; and
- Continued population and household growth and net new job creation in Howard County and Columbia.

Additional detailed feasibility studies will be required to determine phasing/timing, and whether new housing product at Long Reach is rental or fee simple.

Key Market Findings, Strengths & Weaknesses

The market analysis of Long Reach Village Center draws the following key market conclusions as well as observations of the center's major strengths and weaknesses:

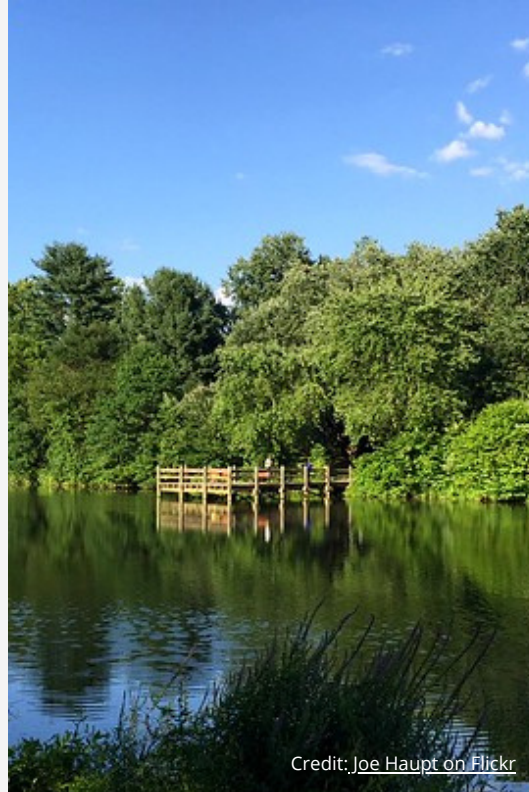
- Long Reach is the largest of the 10 villages in Columbia, with a current (2010) population of more than 13,900 in 5,400+ households, comprising fully 15% of Columbia's total population according to the "Characteristics of Columbia" report;
- Long Reach Village Center contains **60,129 sq. ft. (68.6%) of vacant retail space and 3,554 sq. ft. (21.5%) of vacant office space, which yields a current vacancy rate of 57.8%** and the highest vacancy rate of any village center in this study;
- The overall retail vacancy rate of the 801,312 sq. ft. of core and pad retail space located in the eight village centers under study is 10.1%, which is elevated due to the vacant supermarket space at Long Reach Village Center;

- The vacant space at Long Reach accounts for a disproportionate share of the existing vacant space in Columbia North—fully 67%—illustrative of the impacts generated by the vacant grocery anchor;
- While the vacant grocery anchor has severely weakened the retail component of the Long Reach Village Center, the center remains a destination because of the presence of Stonehouse, the village's community center, the Columbia Art Center, and Celebration Church;
- As the last renovation was completed more than 15 years ago (1998), the physical condition of Long Reach Village Center is deteriorating. Buildings and common areas are outdated, poorly configured and sited, and in need of physical upgrades and improvements;
- The center's design does not facilitate high visibility levels that are currently required by most retailers;
- **A population of between 10,000 and 12,000 residents is required to support a supermarket of 50,000 to 60,000 sq. ft.** While the combined trade area population reaches this threshold, there are significant competitive pressures within the secondary trade area, and the core support provided by the primary trade area is approximately half of what is required to support a full-scale supermarket at Long Reach Village Center. Without Long Reach, the village center retail vacancy rate is low (3%) and comparable to the overall Columbia retail vacancy rate of 2%;
- The competitive retail environment in close proximity is extremely strong; in fact, in addition to the three nearby village centers and their grocery stores, there are now **five supermarkets located within a four- to six-minute drive** of the Long Reach Village Center: two Giant stores, a Food Lion, Trader Joe's, and the 135,000 sq. ft. Wegmans, which opened in June 2012;
- As a result, including the new Whole Foods Market in Downtown Columbia, there are **14 supermarkets/alternative food shopping offerings within an eight- to nine-minute drive** of Long Reach Village Center;
- It is highly unlikely that a grocery store would open a location at this site given the competition and the center's inferior location relative to other shopping options;
- The retail demand analysis estimates that **Long Reach Village Center could potentially support approximately 13,500 sq. ft. of restaurants/food service space.** Currently, there is

approximately 9,000 to 10,000 sq. ft. of existing food service tenants, suggesting demand for **an additional 4,000 sq. ft. of restaurants/food service space** at the village center;

- Given existing options at the village center, careful tenant selection will be needed to tap this potential demand for restaurants/food service space;
- The extent of new competitive grocery retail near Long Reach suggests that a different, non-grocery anchor use is needed in the village center to re-establish consumer traffic and to set a direction for re-positioning of the center. Without an anchor use, whether retail or non-retail, the consultant team suggests that it will be difficult (from a market perspective) to either sustain the current retail uses or to attract new retail businesses to fill vacancies;
- The increase in vacant office space in Columbia North is the result of several factors, including: delivery of more than 737,000 sq. ft. of newly-built office space across the submarket, but net absorption (i.e., leasing activity) that totaled 460,900 sq. ft. during this period. In other words, **new office space was built faster than it was leased**;
- Currently, Columbia comprises 38% of Howard County's total jobs. Presuming that Columbia maintains its fair share of any future job growth in Howard County suggests that more than **9,100 new jobs would be created in Columbia by 2020**;
- **The office demand analysis suggests limited additional support for approximately 1,700 sq. ft. of professional office space by 2020.** With more than 3,550 sq. ft. of existing vacant office space, near-term demand can be adequately met on the assumption that existing vacant space is sufficiently marketable, without physical and/or functional obsolescence;
- The findings of the office analysis suggest limited marketability. From a market standpoint, any future new development of professional office space in Long Reach Village Center is likely to be driven more by site capacity and investor risk level;
- In conclusion, incremental supportable space for retail and office development beyond current levels for Long Reach Village Center is modest and limited to uses that are related to the surrounding resident population. It may be possible to attract complementary uses that re-position Long Reach as a different type of destination (e.g., anchored by the arts and community institutions.). These options may require subsidies to provide development incentives, or a major intervention that affects current land uses;
- Several factors are likely to determine the overall viability of new housing at the village center. These include: site carrying capacity and densities; the pace of unit absorption/leasing of new

units at Wilde Lake Village Center; competition with the initial phases of new multi-family development planned at Downtown Columbia; the availability of construction and permanent financing; continued growth in population, households and jobs in Columbia; and, determination of the ultimate redevelopment plan and property ownership based on redevelopment initiatives by Howard County.



Credit: Joe Haupt on Flickr

Credit: Horizon Foundation

Long Reach Sustainable Community

April 2022



Credit: Baltimore Style



II. SUSTAINABLE COMMUNITY – General Information

A. Sustainable Community Boundary and Description

- (1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not?

Howard County is not requesting any changes to the SC boundary for this renewal. Through the engagement process the DPZ team asked participants from the community and working group to identify specific needs and project opportunities and the feedback fell within the existing boundaries.

In 2016, the proposed Long Reach Sustainable Community area included two areas: a larger area (the official proposed SC area) and a smaller, primary focus area. The primary focus area included the Long Reach Village Center, nearby community open space, and Long Reach High School. The majority of action items applied to this smaller area. In 2022, the Long Reach renewal addresses the official proposed SC boundary area with no smaller focus area.

- (2) Include the following in as an attachment (if requesting a modification to your current boundary):

- a. PDF or JPEG of modified Sustainable Communities boundary map,
- b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),

- (3) Approximate number of acres of entire SC Area: 1,180 acres

- (4) Existing federal, state or local designations:

- ☐ Main Street ☐ Maple Street
- ☐ National Register Historic District ☐ Local Historic District ☐ Arts & Entertainment District
- ☐ State Enterprise Zone Special Taxing District ☐ BRAC ☐ State Designated TOD
- ☒ Other(s): Sustainable Community Designation; Urban Renewal Area

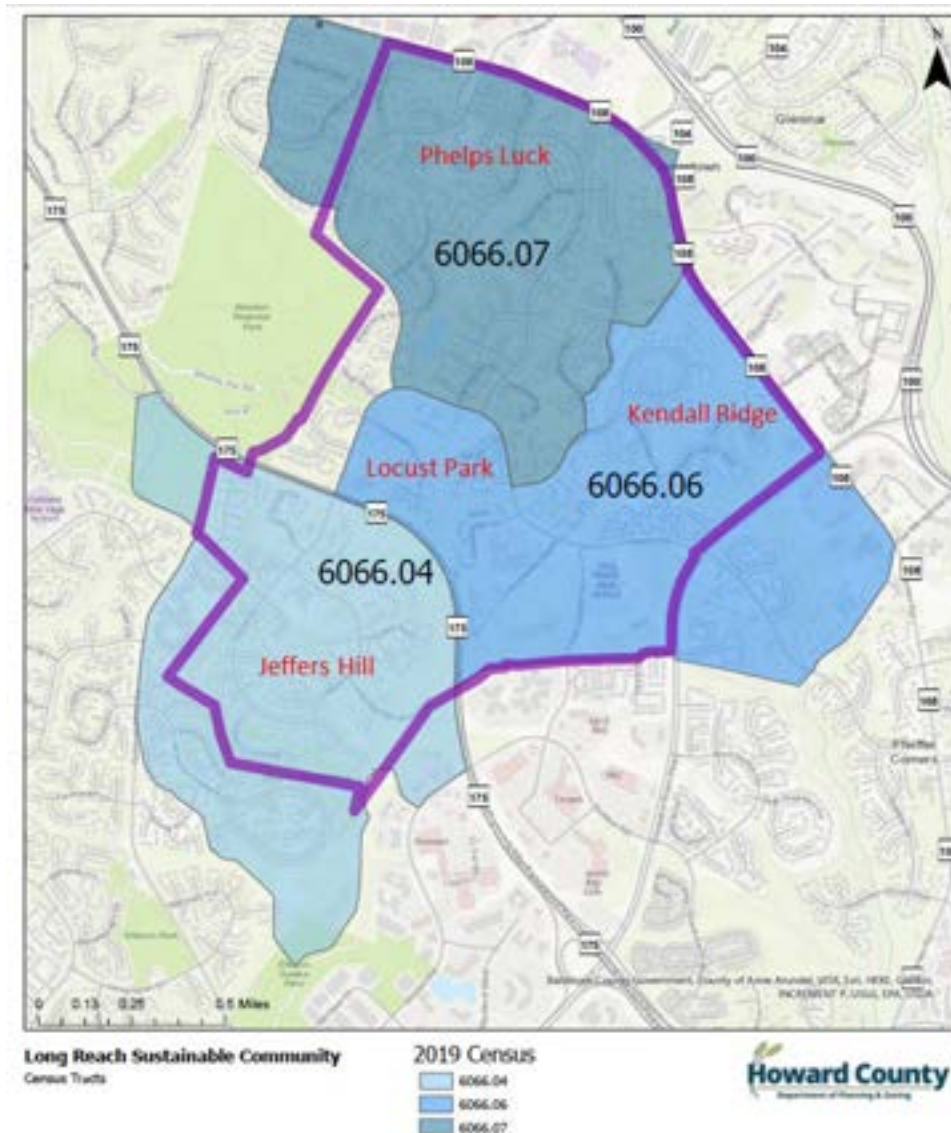
- (5) Describe the SC Area's current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

This report uses the American Community Survey Census Tract data from the Census Bureau, which is conducted annually. This data is used to answer the questions of how the Long Reach sustainable community has evolved over the last 5 years. The demographic profile is divided into three categories:

- (1) The biological makeup includes the population totals, median age, and racial identity.
- (2) The Socio-Economic section will discuss the Median Household income, educational attainment, and workforce participation.
- (3) A review of the housing characteristics of the community is provided at the end, which illuminates how owner or renter-occupied trends have manifested over the five (5) years since the initial Sustainable Communities application.

Sustainable Communities Renewal Application - Section A

For reference, the map below shows the census tracts (in blue) for the Sustainable Community area (in purple) and compares them to the relative neighborhood locations of Jeffers Hill, Phelps Luck, Kendall Ridge, and Locust Park (red labels). These are the census tracts that were used for the longitudinal demographic study of Long Reach.



Population:

The Long Reach area has grown steadily over the last five (5) years, and as an older established community, will continue to require investment to maintain or replace aging infrastructure.

- The Long Reach area had a population of over 13,700 people in 2014, which increased by about 800 in 2019 to over 14,500. This population increase within the SC boundary corresponds with the County's overall population growth over the same period.

Sustainable Communities Renewal Application - Section A

- While there has been an overall increase in population over time, not all of the census tracts grew. Census Tract 6066.07 experienced a decline of about 50 residents in Phelps Luck, while the two (2) other Census Tracts gained residents. Note that margins of error in the data make these population changes difficult to determine.

Population	2014	2019
Howard County	299,269	318,855
Jeffers Hill (Census Tract 6066.04)	4,225 (+/-290)	4,493 (+/-314)
Kendall Ridge and Locust Park (Census Tract 6066.06)	4,708 (+/-288)	5,316 (+/-351)
Phelps Luck (Census Tract 6066.07)	4,818 (+/-391)	4,760 (+/-341)

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Median Age (Years):

The age of the SC area's population tends to be slightly younger than the County as a whole, which may influence the types of public services needed. However, the data suggests this population has skewed older over the last five years. Note again that margins of error make these demographic changes difficult to pinpoint.

- Median age estimates by census tract indicate a range from 33-39 in 2014, which increased slightly to 35-38 in 2019.
- Given the median age estimates over the past five (5) years, there appears to be a higher proportion of aging residents remaining or moving into the SC area, or fewer births among residents of the community.
- It appears that from the 2019 estimates, the median age for Phelps Luck (Tract 6066.07) has increased the most compared to the rest of the SC area.

Median Age	2014	2019
Howard County	38.6 (+/-0.2)	38.8 (+/- 0.2)
Jeffers Hill (Census Tract 6066.04)	39.0 (+/-3.7)	37.6 (+/- 1.8)
Kendall Ridge and Locust Park (Census Tract 6066.06)	33.0 (+/-1.4)	35.2 (+/- 1.6)
Phelps Luck (Census Tract 6066.07)	34.7 (+/-2.6)	38.4 (+/- 3.9)

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Race:

The SC area continues to be a more diverse community compared to the County at large.

- 2019 estimates indicate racial minority groups are continuing to grow within the Long Reach SC boundary at a faster rate than the County overall. Phelps Luck (Tract 6066.07) was the only area to record an increase in the White population over the five-year estimate.
- The Asian population has been increasing at a slower rate than the County as a whole, except in Locust Park and Kendall Ridge (Tact 6066.06).

Sustainable Communities Renewal Application - Section A

- The Black/African American population over the five-year period continued to comprise a larger share of the population compared to Howard County as a whole. This is especially true in the Locust Park/Kendall Ridge (Tract 6066.06) area, where Black/African Americans were the highest percentage of residents at 42% in 2019.
- The Hispanic/Latino population in Phelps Luck (Census Tract 6066.07) saw the largest decline in population share between 2014 and 2019 -- almost 8%. By comparison, the Black/African American and White populations increased over the same time. Locust Park and Kendall Ridge (Census tract 6066.06), meanwhile, experienced an almost 6% increase in the Hispanic/Latino population, which could have resulted from movement from one part of the SC area to another.

	Race Alone or In Combination	2014 (Total) Estimate	2014 (%)	2019 (Total) Estimate	2019 (%)
<i>Howard County</i>	White	190,353 (+/- 1,312)	63.6%	193,461 (+/- 1,137)	60.7%
	Black or African American	59,211 (+/- 519)	19.8%	67,528 (+/-684)	21.2%
	American Indian and Alaska Native	2,719 (+/-472)	0.9%	3,242 (+/-503)	1.0%
	Asian	51,678 (+/- 518)	17.3%	64,320 (+/-547)	20.2%
	Native Hawaiian/Other Pacific Islander	390 (+/-120)	0.1%	301 (+/-136)	0.1%
	Some other race	6,459 (+/- 1,175)	2.2%	5,763 (+/-846)	1.8%
	Hispanic or Latino (of any race)	18,344 (N/A)	6.1%	22,012 (N/A)	6.9%
	Race Alone or In Combination	2014 (Total) Estimate	2014 (%)	2019 (Total) Estimate	2019 (%)
<i>Jeffers Hill (Census Tract 6066.04)</i>	White	2,537 (+/-247)	60.0%	2,214 (+/-277)	49.3%
	Black or African American	1,361 (+/-319)	32.2%	1,583 (+/-338)	35.2%
	American Indian and Alaska Native	36 (+/-56)	0.9%	189 (+/-167)	4.2%
	Asian	470 (+/-143)	11.1%	535 (+/-122)	11.9%
	Native Hawaiian/Other Pacific Islander	0 (+/-12)	0.0%	0 (+/-12)	0.0%
	Some other race	62 (+/-66)	1.5%	153 (+/-161)	3.4%
	Hispanic or Latino (of any race)	448 (+/-190)	10.6%	453 (+/-206)	10.1%

	Race Alone or In Combination	2014 (Total) Estimate	2014 (%)	2019 (Total) Estimate	2019 (%)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	White	1,947(+/-366)	41.4%	2,124 (+/-361)	40.0%
	Black or African American	1,873 (+/-347)	39.8%	2,251 (+/-456)	42.3%
	American Indian and Alaska Native	153 (+/-159)	3.2%	120 (+/-97)	2.3%
	Asian	680 (+/-239)	14.4%	965 (+/-255)	18.2%
	Native Hawaiian/Other Pacific Islander	0 (+/-12)	0.0%	29 (+/-44)	0.5%
	Some other race	290 (+/-151)	6.2%	124 (+/-109)	2.3%
	Hispanic or Latino (of any race)	276 (+/-164)	5.9%	624 (+/-202)	11.7%
	Race Alone or In Combination	2014 (Total) Estimate	2014 (%)	2019 (Total) Estimate	2019 (%)
<i>Phelps Luck (Census Tract 6066.07)</i>	White	2,812 (+/-385)	58.4%	2,968 (+/-340)	62.4%
	Black or African American	1,167 (+/-183)	24.2%	1,431 (+/-298)	30.1%
	American Indian and Alaska Native	22 (+/-29)	0.5%	63 (+/-58)	1.3%
	Asian	478 (+/-176)	9.9%	453 (+/-171)	9.5%
	Native Hawaiian/Other Pacific Islander	17 (+/-27)	0.4%	11 (+/-18)	0.2%
	Some other race	541 (+/-498)	11.2%	0 (+/-12)	0.0%
	Hispanic or Latino (of any race)	1,005 (+/-433)	20.9%	592 (+/-286)	12.4%

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Median Household Income:

Household income remained relatively constant over the five-year period but lower than the County as a whole, which influences retail and housing conditions.

- Median household estimates by census tract indicate a range from almost \$82,000 to \$125,000 in 2014 compared to a range of \$79,000 to \$120,000 in 2019 – slight decline over time.
- Estimates indicate that the SC area has a lower median income when compared to the County as a whole.

Sustainable Communities Renewal Application - Section A

- The 2019 estimates show income for Kendall Ridge and Locust Park (Tract 6066.06) was the lowest in the SC boundary. It is notable that in 2019, African Americans passed White Americans for the largest percentage of population in this tract.
- Given margin of error, the incomes for the SC area have remained steady since 2014 with a slight decline possible.

Median Household Income:	2014	2019
<i>Howard County</i>	\$110,133 (+/-2,364)	\$121,160 (+/-2,169)
<i>Jeffers Hill (Census Tract 6066.04)</i>	\$97,243 (+/-9,612)	\$103,333 (+/-19,436)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	\$81,917 (+/-20,613)	\$79,040 (+/-15,077)
<i>Phelps Luck (Census Tract 6066.07)</i>	\$125,349 (+/-11,162)	\$119,853 (+/-11,750)

Source: Median Income in the Past 12 Months (S1903) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Educational Attainment:

By comparison to the County overall, residents of the Long Reach SC area generally possess fewer higher education credentials. These differences can inform geographic approaches to workforce development and education.

- In 2014, for individuals over the age of 16, 52% to 58% of the SC area population had earned a bachelor's degree or higher. This grew slightly over time, with a range of 54% to 58% reported in 2019.
- On a more granular level, educational attainment for residents of Locust Park and Kendall Ridge (Tract 6066.06) was the lowest in the SC area, while Phelps Luck (Tract 6066.07) rose to be the highest by 2019.
- Educational attainment for the residents of Long Reach has trailed behind the County's overall growth in post-secondary education. Over a five-year period, the County had a 2.2% increase of residents with a bachelor's degree or higher. Meanwhile, Long Reach had an average growth of 1.4% percent over the same time period.

Educational Attainment (Percent bachelor's degree or higher for Population over 25)	2014	2019
<i>Howard County</i>	60.4% (+/-0.8)	62.6% (+/-0.8)
<i>Jeffers Hill (Census Tract 6066.04)</i>	58.2% (+/-6.0)	57.2% (+/-6.6)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	51.9% (+/-6.7)	54.1% (+/-6.8)
<i>Phelps Luck (Census Tract 6066.07)</i>	56.8% (+/-7.3)	58.4% (+/-6.3)

Source: Educational Attainment (S1501) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

	Educational Attainment (Total)	2014	2019
<i>Howard County</i>	Less than high school graduate	9,632 (+/-728)	9,716 (+/-919)

Sustainable Communities Renewal Application - Section A

	High school graduate (includes equivalency)	29,036 (+/-1,327)	28,992 (+/-1,223)
	Some college or associate's degree	40,853 (+/-1,318)	41,894 (+/-1,359)
	Bachelor's degree	61,974 (+/-1,421)	66,899 (+/-1,591)
	Graduate or professional degree	59,222 (+/-1,345)	67,799 (+/-1,827)
<i>Jeffers Hill (Census Tract 6066.04)</i>	Less than high school graduate	229 (+/-122)	73 (+/-46)
	High school graduate (includes equivalency)	480 (+/-138)	453 (+/-122)
	Some college or associate's degree	540 (+/-139)	793 (+/-159)
	Bachelor's degree	953 (+/-150)	1,066 (+/-217)
	Graduate or professional degree	784 (+/-158)	697 (+/-138)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	Less than high school graduate	205 (+/-101)	358 (+/-127)
	High school graduate (includes equivalency)	684 (+/-289)	370 (+/-131)
	Some college or associate's degree	625 (+/-154)	883 (+/-233)
	Bachelor's degree	903 (+/-179)	766 (+/-184)
	Graduate or professional degree	730 (+/-166)	1,130 (+/-206)
<i>Phelps Luck (Census Tract 6066.07)</i>	Less than high school graduate	420 (+/-246)	250 (+/-107)
	High school graduate (includes equivalency)	416 (+/-162)	463 (+/-166)
	Some college or associate's degree	652 (+/-142)	621 (+/-148)
	Bachelor's degree	1,025 (+/-175)	928 (+/-211)
	Graduate or professional degree	928 (+/-170)	946 (+/-163)

Source: Educational Attainment (S1501) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Workforce Participation:

Please note that the estimates provided below were produced prior to the COVID-19 pandemic. While the County is able to show the trendlines over a five-year period, the full and lasting impact of the pandemic upon employment in the SC area remains to be seen.

- Unemployment prior to 2020 shows that there were still rising levels of those unemployed in Jeffers Hill, Kendall Ridge, and Locust Park.

Sustainable Communities Renewal Application - Section A

- Phelps Luck, meanwhile, experienced a roughly 1% decline in unemployment, which is more in keeping with the County as a whole.
- Long Reach's workforce participation estimates for the population over 16 years old indicates that there were 8,546 individuals that were employed in 2014. This number decreased in 2019 to 8,242 individuals, with Phelps Luck experiencing the largest decline in raw participation over this timespan.
- By comparison to the County as a whole, in 2014, all three (3) census tracts exceeded the workforce participation rate as a percentage of the population. By 2019, though the County's rate declined slightly, all but Phelps Luck continued to surpass the County as a whole. This, combined with median age data above, further suggests that residents of Phelps Luck are aging out of the workforce. It should be noted also that Kendall Ridge and Locust Park lost over seven (7) percentage points during the same period.

Unemployment Rate	2014	2019
<i>Howard County</i>	3.7% (+/-0.3)	2.7% (+/-0.2)
<i>Jeffers Hill (Census Tract 6066.04)</i>	4.4% (+/-1.7)	4.7% (+/-2.2)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	4.9% (+/-2.7)	6.1% (+/-3.1)
<i>Phelps Luck (Census Tract 6066.07)</i>	5.5% (+/-2.3)	4.4% (+/-2.9)

Source: Employment Status (S2301) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Workforce Participation Rate	2014	Percent	2019	Percent
<i>Howard County</i>	170,382 (+/-1,290)	72.8% (+/-0.5)	178,965 (+/-1,445)	71.5% (+/-0.6)
<i>Jeffers Hill (Census Tract 6066.04)</i>	2,675 (+/-252)	77.2% (+/-4.6)	2,697 (+/-190)	78.5% (+/-3.9)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	2,901 (+/-222)	78.7% (+/-3.7)	3,063 (+/-276)	71.6% (+/-4.4)
<i>Phelps Luck (Census Tract 6066.07)</i>	2,970 (+/-382)	78.7% (+/-4.6)	2,482 (+/-235)	67.5% (+/-4.4)

Source: Selected Economic Characteristics (DP03) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Total Housing Units:

The number of housing units in Long Reach remained relatively constant between 2014 and 2019. Only Locust Park and Kendall Ridge (Tract 6066.06) gained units. This suggests that an approach to housing could emphasize investments in ownership, maintenance, and rehabilitation.

- Housing estimates indicate there were 5,422 units in 2014, which increased by approximately 115 to 5,537 in 2019.
- Given the margin of error, the data indicates a 2.1% increase in total housing units within the SC boundary between 2014 and 2019 -- much less than the 6.7% growth in the County at large.
- Estimates over the five-year period indicate an inconsistent distribution of housing unit growth across the SC with Locust Park and Kendall Ridge (Tract 6066.06) being the only tract to report an increase.

Total Housing Units	2014	2019
<i>Howard County</i>	112,040 (+/-169)	119,494 (+/-259)
<i>Jeffers Hill (Census Tract 6066.04)</i>	1,664 (+/-69)	1,657 (+/-41)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	2,098 (+/-51)	2,260 (+/-74)
<i>Phelps Luck (Census Tract 6066.07)</i>	1,660 (+/-38)	1,620 (+/-56)

Source: *Occupancy Status (H1) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau*

Home-Owned Households:

Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. Additionally, the number of owner-occupied homes declined, which may be a reflection of resident's preferences or economics. These are important factors to consider when developing housing programs.

- In 2014, 69% of all units were owner-occupied, compared to 31% renter-occupied. The number of owner-occupied homes decreased slightly over five (5) years to 65% with renters comprising 35% of all units in 2019.
- The total number of owner-occupied units decreased over the five-year period in all three (3) tracts. Jeffers Hill (6066.04) experienced the greatest decrease in owner-occupied units with a 6.9% decline. The County's owner-occupied population, by comparison, grew just over 6% during the same time.
- Estimates indicate that the average owner-occupied household size ranged from 2.4 to 3 in 2014, which has remained relatively steady in 2019 at 2.6 to 2.8. The median estimate may not have changed but the differences in estimated size across the three tracts has narrowed.

Average Home-Owned Household Size	2014	2019
<i>Howard County</i>	2.89 (+/-0.03)	2.89 (+/-0.02)
<i>Census Tract 6066.04</i>	2.62 (+/-0.18)	2.79 (+/-0.26)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	2.39 (+/-0.25)	2.57 (+/-0.31)

Sustainable Communities Renewal Application - Section A

<i>Phelps Luck (Census Tract 6066.07)</i>	3.02 (+/-0.29)	2.73 (+/-0.15)
---	----------------	----------------

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Owner-Occupied Housing Units	2014	2019
<i>Howard County</i>	78,764 (+/-1,082)	83,520 (+/-1,037)
<i>Jeffers Hill (Census Tract 6066.04)</i>	1,338 (+/-117)	1,245 (+/-94)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	924 (+/-141)	920 (+/-129)
<i>Phelps Luck (Census Tract 6066.07)</i>	1,355 (+/-93)	1,333 (+/-85)

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Renter-Occupied Households:

Estimates over the five (5) year period indicate that there has been a considerable increase in the family size of renters within the SC area, compared to homeowners. There are important factors to consider when developing housing programs.

- The total number of renter-occupied units increased from 1,597 in 2014 to 1,913 in 2019 – a trend consistent across all three (3) tracts. Long Reach’s growth in renter-occupied units outpaced the County as a whole during the same period, the former experiencing a 19.8% increase while the latter saw 6.6%.
- Estimates indicate that the average renter’s household size ranged from 2.3 to 2.9 in 2014. This increased to 2.3 to 4 people living in a renter-occupied household across all three tracts in 2019.
- Phelps Luck (Tract 6066.07) saw the largest increase in renter-occupied household size, which grew from 2.9 in 2014 to 4.08 in 2019.

Average Renter-Occupied Household Size	2014	2019
<i>Howard County</i>	2.42 (+/-0.06)	2.44 (+/-0.06)
<i>Jeffers Hill (Census Tract 6066.04)</i>	2.50 (+/-0.53)	2.75 (+/-0.32)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	2.32 (+/-0.26)	2.30 (+/-0.27)
<i>Phelps Luck (Census Tract 6066.07)</i>	2.85 (+/-1.06)	4.08 (+/-0.96)

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Renter-Occupied Housing Units	2014	2019
<i>Howard County</i>	28,752 (+/-906)	30,650 (+/-1,009)
<i>Jeffers Hill (Census Tract 6066.04)</i>	287 (+/-96)	369 (+/-96)
<i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i>	1,070 (+/-146)	1,279 (+/-134)
<i>Phelps Luck (Census Tract 6066.07)</i>	240 (+/-94)	265 (+/-87)

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

B. Organizational Structure, Experience and Public Input:

(1) Describe any changes to the Applicant’s organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

The workgroup has not fundamentally changed from five (5) years ago when it was a balance between County departments and local business owners and stakeholders. Since 2016, the representatives have turned over and all participants are new to the process, including the staff leader in DPZ. The 2021-22 working group added a resident member and two (2) members who could speak to the needs of the senior population in the community. The implementation of the SC Area Plan was primarily led through the County’s purchase of the Village Center (2014) and subsequent investment in the Long Reach Rising initiative: a swift short-term renovation and long-term renewal of the Village Center. The initiative’s goal of creating "A Vibrant Village Center For Today" is being met through implementing a stabilization plan of maintenance, repair, beautification and placemaking.

2016 Long Reach Workgroup	2021-2022 Long Reach Workgroup
<ul style="list-style-type: none"> • Howard County Department of Planning and Zoning staff • Howard County Office of Community Sustainability, staff member • Howard County Office of Transportation, staff member • Howard County Economic Development Authority, staff member • Howard County Housing Commission, Executive Director • Howard County Department of Public Works, staff member • Columbia Association, staff member • Columbia Art Center, Director • Long Reach Village Board/Management • Long Reach High School, Principal • Long Reach Area Business Owners 	<ul style="list-style-type: none"> • Howard County Department of Planning and Zoning staff • Howard County Office of Community Sustainability, staff member • Howard County Office of Transportation, staff member • Howard County Economic Development Authority, staff member • Howard County Department of Housing and Community Development, Director • Howard County Department of Public Works, staff member • Howard County Department of Recreation and Parks, staff member • Community Action Council/Bauder Education Center Head Start, Family Service Worker • Columbia Association, Community Development & Real Estate Services Manager • Long Reach Village Board/Community Association members • Howard County Housing Commission/House Howard, Executive Director • Resident, volunteer for LRVC • Howard County Commission on Aging, Chair • CA Seniors Committee, Long Reach representative • Howard County Arts Council, Executive Director • African Art Museum of Maryland, Director

(2) What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

During the five-year SC Plan period there was significant uncertainty after plans for private redevelopment of the Long Reach Village Center were halted. The strength was through the Long Reach Rising initiative the County was able to unify departmental capacity and resources for rapid beautification and revitalization improvements to the Village Center, which enhanced SC efforts. The interdepartmental coordination ensured capital projects would be implemented and there would be shared understanding of the needs and existing resources within the geography.

A challenge of the Long Reach SC workgroup is that it did not formally reconvene during the duration of the designation. Therefore, there was more awareness regarding work being led by the County than the community. Moving forward, DPZ hopes to reconvene the working group at least annually to report back on progress made on the SC Action Plan, coordinate on future initiatives and discuss grant submission opportunities.

An additional implementation challenge is the major community-based organizations in the boundary are Columbia Association and Long Reach Community Association, who - per DHCD guidelines - are not eligible to be Community Legacy awardees. This puts a reliance on the County to consistently be the lead applicant for grants and the primary implementor of the plan.

(3) How did residents and other stakeholders in the community provide input to the Sustainable Communities Action Plan update? On which existing local plans (comprehensive plans, economic development plans, sector plans, etc.) is the Sustainable Communities Action Plan based?

DPZ staff consulted with the Long Reach Community Association in preparation for this renewal and presented at their board meeting three times to inform on the process and receive feedback on the engagement strategy and draft plan. DPZ attended a festival celebration at the Long Reach Village Center and solicited feedback through interactive boards and conversations. DPZ also sent a six-question survey that was completed by 40 Long Reach residents. This feedback and Long Reach-related comments received through the general plan update process were compiled and spatially mapped for the working group. The Sustainable Communities Action Plan's policies are in alignment with Howard County's Housing Opportunities Master Plan and the County's proposed general plan update (anticipated to be completed early 2023). Additionally, the renewal application builds upon the Reimagine Long Reach document, which provides guidance for redeveloping the Village Center.

(4) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan? Please describe with which revitalization strategies you would like assistance.

It is anticipated that Environment Outcome 4: Outdoor spaces provide opportunities for learning, such as a walkable watershed with educational signage and artistic installations" will need varying levels of coordination between the State (such as MDE), the County, and possible non-profits in the area. Any assistance or guidance on how to organize the funding and organization of such a study involving all or some of these separate entities would be beneficial to achieving this outcome.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:

The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government's Sustainable Communities designation.

In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Photos:** Please also include pictures that depict your accomplishments.

Descriptive Narrative: Please list the most significant accomplishments that apply.

Accomplishment 1: Village Center Building Improvements/Decreased Vacancy

Outcome: Revitalization of the Village Center

Projects:

- (1) Pollinator Garden: The pollinator planting was a conversion of 275 square feet of turf grass to equal square footage of native perennial plants and shrubs. The garden was designed by Howard County Bee City featuring native plants sourced from local nurseries. The planting took place on 5/22/21 with 15 student volunteers, seven (7) adult volunteers, and one (1) CA employee. It has since been maintained by the Columbia Association.*
- (2) Village Center Improvements: The County has systematically improved the aesthetics of the center with new awnings, signage, roofing and fresh paint. Boarded up windows have been replaced with storefronts. Public artwork is in design. Security cameras and a new security office are forthcoming. Other improvements that are not visible include upgraded data fiber, removal of hazardous materials, replaced HVAC equipment, and a new fire alarm system.*
- (3) Attracting New Tenants: Howard County, as the landlord, has focused on attracting a variety of businesses, attractions and non-profits to benefit the community with "people-driven services." The County has been promoting the center and seeking new tenants that will complement the vision articulated in 'Reimagine Long Reach' for the revitalized center. To help attract new tenants, the County has offered competitive leasing rates in conjunction with support to help new businesses navigate the building permit and construction process. The initiative has been making a positive difference as the vacancy rate in LRVC has dropped from 90% to 15%, even during the COVID-19 pandemic.*

Partners:

- (1) Pollinator Garden: The pollinator garden at the LRVC was installed in partnership with Long Reach Community Association, Howard County Bee City, Columbia Association, Howard County Office of Community Sustainability, Howard County Conservancy, and the Volunteers.*
- (2) Howard County DPW*
- (3) Howard County DPW*

Impact: In a short period with relatively minimal investment, the County has successfully filled the empty storefronts and office spaces to create activity and a sense of place, which serves as the center for a stronger community. The increased activity and reduced crime at the Center are testaments to the success of the program.

Sustainable Communities Renewal Application - Section B

Photos:



1.) Pollinator Garden





2.) Improvements to the Village Center and 3.) Attracting new tenants

Accomplishment 2: Community Garden Expansion

Outcome: Community open space is enhanced with expanded community garden plots (Environment: Outcome 3)

Projects:

(1) Installation of four new garden plots at Long Reach Garden

Partners: The garden is maintained by local non-profit Columbia Gardeners and space is co-owned by Howard County Recreation & Parks (HCRP) and the Exelon Corporation. For this expansion effort, the Department of Recreation and Parks assisted with the establishment of the plots by staking locations, soil tilling, clearing a buffer around the plots, and installing fencing around new plots.

Impact: The Long Reach Garden's waiting list was reduced and the garden was expanded for the first time since 2010.

Photos:



Accomplishment 3: Multi-modal improvements (bus shelter; pop-up complete street; complete streets plan/engagement)

Outcome: Advancement of complete street concepts, more equitable transportation implementation, improved infrastructure for commuters.

Projects:

- (1) Complete Streets: The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022, making Howard County one (1) of only six (6) counties nationwide with complete street design guidance in place. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. Equity is a major focus of the complete streets manual, which is expected to encourage more public investment in lower income and diverse neighborhoods.*

The Howard County Office of Transportation (OOT) conducted a Complete Streets corridor study for the segment of Tamar Drive from Flamepool Way to Snowden River Parkway. This is a main thoroughfare within the SC area. Based on initial public input, the Office of Transportation developed a draft vision statement for Tamar Drive. The vision statement reads: "Tamar Drive shall provide accessibility to regional roadways for drivers while prioritizing safety and appropriate speeds and facilitating

Sustainable Communities Renewal Application - Section B

pedestrian, bicycle, and transit as well as motor vehicle travel to Long Reach Village Center, Long Reach High School, Locust Park Neighborhood Center, and other community destinations.”

- (2) Bus Stops: Over the last seven (7) years, nine (9) bus stops serving the SC have been enhanced with new shelters, improved pads, sidewalk connections, benches or other amenities.*

Partners:

- (1) Howard County Office of Transportation (OoT)*
- (2) Howard County OoT and Howard County Department of Public Works (DPW)*

Impact: The Complete Streets manual will complement the efforts by BikeHoward and WalkHoward, which specify projects to be invested in for improving micro-mobility. Included in these recommendations is Tamar Drive, located in the heart of Long Reach. The complete street project for Tamar Drive will reduce vehicular lanes in lieu of bicycle lanes, which will improve mobility within the Sustainable Community (SC) area.

Photos:



1.) Safe streets pop-up
Photo Credit: Horizon Foundation



2.) New infrastructure

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: The Village Center was not redeveloped

Narrative: The 2016 Long Reach Sustainable Community Application was developed when Howard County was preparing a Request for Proposals to seek developers interested in rehabilitating or redeveloping the Village Center. The designation was anticipated to help the future developer to leverage additional tools and inform the master plan for the redevelopment. However, the project was ultimately halted when the selected developer's plans fell through. While rehabilitation of the Center did occur due to a large capital investment by the County, much of the Action Plan contemplated complete redevelopment of the site. Redevelopment of the Long Reach Village Center is still a goal and Sustainable Communities designation helps promote community investment that will make the Village Center a more desirable asset for future redevelopment opportunities.

Outcome: Open space preservation has not expanded

Narrative: Preservation of open space and trail expansion has been a strong priority for residents of Columbia. Access to green spaces has likely remained the same since there have not been any large open space acquisitions or recreational investments over the past five (5) years within the SC boundary area. Long Reach is well-regarded as being a walkable community and the residents continue to advocate for continued investments by both Columbia Association and the County. The complete streets policies recently approved by the County Council are expected to help expand Long Reach's connections. The community encourages additional commitment to this outcome.

Outcome:

Narrative:

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: COMPREHENSIVE ASSESSMENT

Purpose:

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

Please answer the following questions to the best of your knowledge.

Check “YES” if applicable to your community. If you answer “YES” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “NO” if the question item did not have any impact on your community. If you answer “NO” please briefly summarize what kept you from achieving your plan’s desired outcomes.
Check “N/A”, if the question item does not apply to your Sustainable Community.

Sustainable Communities Renewal Application - Section B

ENVIRONMENT	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Has there been an improvement in water quality? Have you completed any projects intended to improve water quality? Ex. impervious surface reduction, stormwater improvements etc.	X			<p>A measurement in water quality is not presently available. However, the following projects have been completed within the Sustainable Community over the past five (5) years. This list is a combination of County and Columbia Association efforts, as well as BMPs associated with new developments:</p> <ul style="list-style-type: none"> • 20 rain gardens • 16 rain barrels • 6 repairs of existing ponds • 1 stream restoration • 3 tree plantings • 20 storm drains have been vacuumed out to remove sediment • 2 bio-retentions • 33 dry wells • 10 microbio-retentions • 3 septic pump outs
2. Have you improved wildlife habitat in your community? Ex. native plantings, pollinator gardens, rain gardens	X			<p>In 2021, a pollinator garden was planted in the Long Reach Village Center (LRVC) courtyard totaling 275 square feet. Future plantings that contribute to the Bee City initiative are supported within this application. In addition to the pollinator garden, there have been three (3) tree plantings and 20 rain gardens installed over the past five (5) years. It is DPW policy to ensure any capital project requiring replanting include native species.</p>
3. Have you increased access to green space, parks or outdoor recreational opportunities?		X		<p>Access to green spaces likely remained the same since there have not been any large open space acquisitions or recreational investments over the past five (5) years. DPW installed new pathways at the intersection of Oakland Mills Road and Old Montgomery Road that lead to Blandair Park, just outside of the SC, but these pathways were improvements to previously existing sidewalks.</p>

Sustainable Communities Renewal Application - Section B

4. Have you implemented operational sustainability practices (example: town hall enhancements) and or community-based practices? (ex. Rain barrels or rain gardens at residences, recycling, composting etc)	X			<p>Over the past five (5) years, there have been 16 rain barrels and 20 rain gardens installed by individual residents or through new developments requiring Environmental Site Design practices. Additionally, the Long Reach Village Center has been awarded grant money through the Maryland Smart Energy Communities to upgrade lighting to LED bulbs. The project is estimated to reduce electricity consumption by 121,480 kWh annually across five (5) different County-owned facilities.</p> <p>Howard County was the first in the Mid-Atlantic to start collecting food scraps and yard trim together for composting. The County's first "mini pilot" was launched in 2010, and after review, a pilot program was offered to a 5,000 household collection route in Ellicott City and Elkridge. The pilot was well-received, with roughly 1,750 households signed up to participate. Since the program's start in 2013, more than 34,000 residents have decided to join and the program has since expanded to other neighborhoods, including Long Reach. The County's Feed the Green Bin program is now available in seven (7) collection routes and seven (7) HCPSS schools. Additional composting capacity will support the expansion of collection routes.</p>
OTHER:				

ECONOMY	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District?	X			<p>During 2020 and 2021—despite the pandemic — the County secured 13 new tenants at the Village Center, the majority of which are burgeoning entrepreneurs. Tenants were recruited that contribute to the Center's focus on arts and culture, education and economic empowerment. The new leases included 11 new retail tenants and eight (8) new office tenants. Two (2) of the tenants occupy both retail and office space (Roll UP N Dye and Every Kid Can Cook).</p> <ul style="list-style-type: none"> As of 12/31/2016: 15 businesses in LRVC As of 12/31/2017: 11 businesses in LRVC

Sustainable Communities Renewal Application - Section B

				<ul style="list-style-type: none"> • As of 12/31/2018: 7 businesses in LRVC • As of 12/31/2019: 7 businesses in LRVC • As of 12/31/2020: 23 businesses in LRVC • As of 7/31/2021: 27 businesses in LRVC
2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development?		X		<p>There has not been a designation within the past five (5) years. However, as part of the COVID-19 pandemic relief, Howard County created the HoCo Rise program to support non-profits. In Long Reach, 39 grants totaling \$340,926.60 have been awarded by the HoCo RISE Business Assistance Grants Rounds 1-5. In order to qualify for this grant, organizations must:</p> <ul style="list-style-type: none"> • Be a non-profit located in and serving Howard County; • Serve one of the following areas: Health and Human Services, Youth Services, Business Assistance/Workforce Development; • Be in Good Standing with Howard County and State Department of Assessment and Taxation (SDAT); • Submit required documentation (IRS Form 990/W-9); and, • Have been established prior to March 1, 2020 <p>Eligible uses of the funds include reimbursement for expenses that have not already been reimbursed by State or federal funds received related to the COVID-19 pandemic for the period March 1, 2020 through December 31, 2021. These expenses may include:</p> <ul style="list-style-type: none"> • Working capital, operating costs (ie. Utilities, payroll/salaries, rent, program expenses, etc.) • Sanitization services, cleaning supplies, PPE, social distancing infrastructure • Program expenses • Other eligible COVID-19-related expenses
3. Has there been an increase in foot traffic in the Main Street/commercial district?	X			<p>As a result of the LRVC's vacancy rate reduction from 90% to 15% over the past five (5) years, foot traffic appears to have increased. There has also been a growing amount of activity from programming and local food trucks. Some of the new tenants in Long Reach Village Center are both local and regional draws, including the Maryland African Museum of Art, DoodleHatch, Columbia Community Care, and Howard County Arts Council.</p>

Sustainable Communities Renewal Application - Section B

4. Have the number of commercial vacancies decreased?	X			During 2020 and 2021—despite the pandemic — the County secured 13 new tenants at the Village Center. The majority of these are burgeoning entrepreneurs. The new leases included 11 new retail tenants and eight (8) new office tenants. Two (2) of the tenants occupy both retail and office space (Roll UP N Dye and Every Kid Can Cook).
5. Has there been an increase in local jobs within the Sustainable Community for its residents?	X			<p>As new tenants continue to occupy the Village Center, the number of local jobs in a variety of fields grows, including food preparation, retail, and museum work. These employment opportunities are walkable for residents of Long Reach.</p> <p>According to the Current Employment Survey data from the Census Bureau, the number of locals employed by jobs in the Sustainable Community has remained mostly constant from 2015 to 2018— the years for which data is available. Over this time period, less than one percent of SC residents were also employed within Long Reach. In total, 44 locals were employed within the Sustainable Community compared 995 non-Long Reach residents. It is notable that this data was collected before the Village Center began to see a large increase in tenants in 2020.</p>
6. Has there been an increase in workforce development training or other opportunities for connecting potential employees to well paying jobs?	X			Power52 is a new tenant within the Long Reach Village Center. They provide training in energy sector skills, which includes energy efficiency, LED lighting, smart building capabilities, power delivery and scheduling, and microgrid and battery storage. The training platform includes extensive case management throughout the program and for 12 months beyond. This mentorship-styled approach coupled with the organization's real world simulated lab training ensures students are equipped and receive the technological and professional advantages needed to be competitive in today's workforce.
OTHER:				

Sustainable Communities Renewal Application - Section B

TRANSPORTATION	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan’s desired outcomes?																																				
1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover?	X			The pathway from the traffic circle at Oakland Mills Road to Old Montgomery Road was upgraded and extended to provide an addition 412 feet of safe walking and biking space. The connection provides additional bicycle facilities that connect Jeffers Hill community to the nearby ball parks, playgrounds, and tennis courts at Blandair Park.																																				
2. Have there been improvements to the public transit infrastructure?	X			<div>Over the past seven (7) years, nine (9) bus stops serving the SC area have been enhanced with new shelters, improved pads, sidewalk connections, benches or other amenities.</div> <table><tr><th>Time Frame</th><th>Type</th><th>Location</th><th>Cost</th></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Hayshed opposite side</td><td>\$9,186</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Hayshed</td><td>\$25,090</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Cloudleap WB</td><td>\$6,572</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Cloudleap EB</td><td>\$15,620</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Foreland Garth (Shalom Square)</td><td>\$1,630</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar at Snowden River Parkway</td><td>\$3,500</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar at Old Dobbin</td><td>\$3,500</td></tr><tr><td>Past 7 years</td><td>Bus Stop Shelter Removal</td><td>Shelter near Mobile Station</td><td>\$1,200</td></tr></table>	Time Frame	Type	Location	Cost	Past 7 years	Bus Stop	Tamar / Hayshed opposite side	\$9,186	Past 7 years	Bus Stop	Tamar / Hayshed	\$25,090	Past 7 years	Bus Stop	Tamar / Cloudleap WB	\$6,572	Past 7 years	Bus Stop	Tamar / Cloudleap EB	\$15,620	Past 7 years	Bus Stop	Foreland Garth (Shalom Square)	\$1,630	Past 7 years	Bus Stop	Tamar at Snowden River Parkway	\$3,500	Past 7 years	Bus Stop	Tamar at Old Dobbin	\$3,500	Past 7 years	Bus Stop Shelter Removal	Shelter near Mobile Station	\$1,200
Time Frame	Type	Location	Cost																																					
Past 7 years	Bus Stop	Tamar / Hayshed opposite side	\$9,186																																					
Past 7 years	Bus Stop	Tamar / Hayshed	\$25,090																																					
Past 7 years	Bus Stop	Tamar / Cloudleap WB	\$6,572																																					
Past 7 years	Bus Stop	Tamar / Cloudleap EB	\$15,620																																					
Past 7 years	Bus Stop	Foreland Garth (Shalom Square)	\$1,630																																					
Past 7 years	Bus Stop	Tamar at Snowden River Parkway	\$3,500																																					
Past 7 years	Bus Stop	Tamar at Old Dobbin	\$3,500																																					
Past 7 years	Bus Stop Shelter Removal	Shelter near Mobile Station	\$1,200																																					

Sustainable Communities Renewal Application - Section B

				Past 7 years	Bus Stop	Bus Stop near Cloudleap	\$1,200
				Past 7 years	Street Light Led Conversion	Tamar Drive	\$2,500
				<p>With the end of Downtown Columbia's bike share program in February 2022, Howard County has been working with community partners in Downtown Columbia and vendors to pilot shared electric scooters in Columbia. Implementation of a shared scooter program has been delayed because of both the pandemic and changes in business expansions plans of a vendor, SPIN, over the past several months. The Office of Transportation will assess rebidding the bikeshare contract after conducting a report on the e-scooter pilot later this year. If successful, the scooter and bike share programs may have expansion potential to other areas of Columbia, such as Long Reach.</p>			
3. Has there been an increase in sidewalks? (Amount in linear feet)	X			<p>New sidewalks have been constructed as part of bus stop improvements within the Long Reach Sustainable Community. One project was on Tamar Drive at the LRVC and included sidewalks on both sides, totaling approximately 200 square feet. The second project was at the intersection of Hayshed Lane and Tamar Drive totaling 50 square feet of additional sidewalk.</p> <p>The traffic circle at Old Montgomery and Oakland Mills also included sidewalk reconstruction, which provided around 1,609 new linear feet of sidewalk. This has created a new pedestrian connection between Jeffers Hill and the amenities found within Blandair Park such as ball parks, playgrounds, and tennis courts.</p> <p>In October of 2016, a crosswalk and sidewalk installation was made along Snowden River Parkway (capital project K-5036). This project included approximately 400 linear feet of sidewalk, five (5) ADA compliant ramps, crosswalk markings, and crossing signals.</p>			

Sustainable Communities Renewal Application - Section B

<p>4. Have there been any roadway improvements that support “Complete” or “Green” streets?</p>	<p>X</p>			<p>The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. Equity is a major focus of the complete streets manual, which is expected to encourage more public investment in lower income and diverse neighborhoods.</p> <p>The Howard County Office of Transportation conducted a Complete Streets corridor study for the segment of Tamar Drive from Flamepool Way to Snowden River Parkway. Based on initial public input, the Office of Transportation developed a draft vision statement for Tamar Drive- Tamar Drive shall provide accessibility to regional roadways for drivers while prioritizing safety and appropriate speeds and facilitating pedestrian, bicycle, and transit as well as motor vehicle travel to Long Reach Village Center, Long Reach High School, Locust Park Neighborhood Center, and other community destinations.</p> <p>Below is a list of the various complete street investments that have been committed since 2016:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Type</th> <th>Location</th> <th>Cost</th> <th>Total Cost</th> <th>Other Notes</th> </tr> </thead> <tbody> <tr> <td>Committed</td> <td>Road Diet</td> <td>Tamar Drive- Flamepool Way to Snowden River Parkway</td> <td>\$250,000</td> <td>\$250,000</td> <td>Planned as part of road diet project</td> </tr> <tr> <td>2018</td> <td>Bike Lanes</td> <td>MD 108 at Snowden River</td> <td>NA</td> <td>NA</td> <td></td> </tr> <tr> <td>2017</td> <td>Bike lanes and sharrows</td> <td>Old Dobbin Road</td> <td>\$200,000</td> <td>\$1,612,498</td> <td>Total cost Includes repaving work</td> </tr> <tr> <td>2017</td> <td>Traffic Circle with multiuse path</td> <td>Tamar/Old Montgomery Road</td> <td>\$327,922</td> <td>NA</td> <td>Dollar amount is associated with multiple projects.</td> </tr> </tbody> </table>	Year	Type	Location	Cost	Total Cost	Other Notes	Committed	Road Diet	Tamar Drive- Flamepool Way to Snowden River Parkway	\$250,000	\$250,000	Planned as part of road diet project	2018	Bike Lanes	MD 108 at Snowden River	NA	NA		2017	Bike lanes and sharrows	Old Dobbin Road	\$200,000	\$1,612,498	Total cost Includes repaving work	2017	Traffic Circle with multiuse path	Tamar/Old Montgomery Road	\$327,922	NA	Dollar amount is associated with multiple projects.
Year	Type	Location	Cost	Total Cost	Other Notes																													
Committed	Road Diet	Tamar Drive- Flamepool Way to Snowden River Parkway	\$250,000	\$250,000	Planned as part of road diet project																													
2018	Bike Lanes	MD 108 at Snowden River	NA	NA																														
2017	Bike lanes and sharrows	Old Dobbin Road	\$200,000	\$1,612,498	Total cost Includes repaving work																													
2017	Traffic Circle with multiuse path	Tamar/Old Montgomery Road	\$327,922	NA	Dollar amount is associated with multiple projects.																													

Sustainable Communities Renewal Application - Section B

<p>5. Has traffic congestion along major roads decreased? (Amount in percent)</p>	<p>X</p>			<p>A traffic count study has not been undertaken within the timeline of this report, as results would be conflated due to decreases associated with the COVID-19 pandemic. However, the Office of Transportation has provided a collection of crash data from the Howard County Police Department on the number of accidents that have occurred within the Sustainable Community. The data indicates that there has been a gradual decrease in the number of traffic related incidents with one (1) fatal crash occurring over this timespan. While this is not an indication of congestion, it is a positive trend in transportation planning efforts.</p> <table border="1" data-bbox="934 516 1444 792"> <thead> <tr> <th></th> <th>Crashes</th> <th>Fatal</th> <th>Injury</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>61</td> <td>0</td> <td>27</td> </tr> <tr> <td>2017</td> <td>65</td> <td>0</td> <td>17</td> </tr> <tr> <td>2018</td> <td>56</td> <td>1</td> <td>20</td> </tr> <tr> <td>2019</td> <td>46</td> <td>0</td> <td>13</td> </tr> <tr> <td>2020</td> <td>56</td> <td>0</td> <td>10</td> </tr> <tr> <td>Total</td> <td>284</td> <td>1</td> <td>87</td> </tr> </tbody> </table>		Crashes	Fatal	Injury	2016	61	0	27	2017	65	0	17	2018	56	1	20	2019	46	0	13	2020	56	0	10	Total	284	1	87
	Crashes	Fatal	Injury																													
2016	61	0	27																													
2017	65	0	17																													
2018	56	1	20																													
2019	46	0	13																													
2020	56	0	10																													
Total	284	1	87																													
<p>OTHER:</p>																																
<p>HOUSING</p>	<p>YES</p>	<p>NO</p>	<p>N/A</p>	<p>If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?</p>																												
<p>1. Have any residential facades or interiors been improved? Has the energy efficiency of any housing units been increased?</p>	<p>X</p>			<p>The County has deployed HUD Community Development Block Grant (CDBG) funding to non-profit partners to rehabilitate and preserve affordable housing for low-income renters and homeowners. Non-profits Bridges to Housing Stability, Howard County Housing Commission, and Rebuilding Together Howard County have used \$41,500.00 in CDBG funding to rehab eight (8) affordable housing units in Long Reach Village over the last five (5) years.</p> <p>Primary rehabilitation needs are aging roofs, windows, HVAC systems and electrical panel upgrades. All of these renovations provide a higher level of energy efficiency.</p>																												

Sustainable Communities Renewal Application - Section B

2. Has the home ownership rate increased?		X		<p>Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. However, the number of owner-occupied homes declined, which may be a reflection of resident's preferences or economics. In 2014, 69% of all units were owner-occupied, compared to 31% renter-occupied. The number of owner-occupied homes decreased slightly over five (5) years to 65% with renters comprising 35% of all units in 2019. The total number of owner-occupied units decreased over the five-year period in all three (3) tracts. Jeffers Hill (6066.04) experienced the greatest decrease in owner-occupied units with a 6.95% decline. The County's owner-occupied population, by comparison, grew just over 6% during the same time. Estimates indicate that the average owner-occupied household size ranged from 2.4 to 3 in 2014, which has remained relatively steady in 2019 at 2.6 to 2.8. The median estimate may not have changed but the differences in estimated size across the three tracts has narrowed.</p> <p>In an effort to make housing more accessible to families, loans are available through Howard County's Department of Housing & Community Development (DHCD) for settlement and downpayment costs. Known as the Settlement Downpayment Loan Program, applicants that meet the eligibility requirements (income, cash on hand, price of home, etc.) may be granted these loans to assist with the purchase. In Long Reach, there were a total of 58 homes that were assisted by this program over the last five (5) years.</p>
3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable? How many are within .5 miles of a transit stop?	X			<p>The most recent subdivision constructed in Long Reach --Arnold's Corner -- consisted of 18 single-family dwellings with an advertised starting price of \$900,000. New Town Zoning, comprising most of Long Reach, does not require Moderately Priced Housing Units (MIHU's) and they were not constructed as part of this development. Prior to Arnold's Corner being constructed in 2021, building permit data from 2019 and prior year's show only two (2) new single-family lots were built within the SC boundary (2016-2019).</p> <p>The main affordability element used for Long Reach has been the Settlement Downpayment Loan Program mentioned above. The Maryland Regional Transit Authority (RTA) operates their bus service through Long Reach, which includes stops</p>

Sustainable Communities Renewal Application - Section B

				at the Village Center and shopping centers surrounding the Sustainable Community. RTA bus service is the main form of public transit.																																				
4. Has there been demolition of blighted properties?	X			<p>Since 2016, there have been five (5) demolition permits issued within the Sustainable Community. Grandfather’s Nursery at 5320 Phelps Luck Drive and associated outdoor storage of junk was removed to redevelop the site into 18 single family units. The other demolition projects appear to mainly consist of foundation repairs. There is no indication to suggest that any of the properties were considered blighted at the time of demolition.</p> <table><tr><th>Year</th><th>Number of Applications</th><th>Date Applied</th><th>Date Issued</th><th>Address</th><th>Date of Construction</th></tr><tr><td>FY16</td><td>1</td><td>4/25/16</td><td>5/2/16</td><td>5629 Tricross Drive</td><td>1980’s</td></tr><tr><td>FY16</td><td>1</td><td>3/10/16</td><td>3/10/16</td><td>8990 Old Montgomery Rd</td><td>1955</td></tr><tr><td>FY19</td><td>1</td><td>7/23/18</td><td>7/31/18</td><td>5320 Phelps Luck Drive</td><td>c. 1890s, c. 1950s</td></tr><tr><td>FY19</td><td>1</td><td>5/10/19</td><td>5/13/19</td><td>5560 High Tor Hill</td><td>1972</td></tr><tr><td>FY22</td><td>1</td><td>10/18/21</td><td>10/18/21</td><td>9005 Old Montgomery Rd</td><td>1968</td></tr></table>	Year	Number of Applications	Date Applied	Date Issued	Address	Date of Construction	FY16	1	4/25/16	5/2/16	5629 Tricross Drive	1980’s	FY16	1	3/10/16	3/10/16	8990 Old Montgomery Rd	1955	FY19	1	7/23/18	7/31/18	5320 Phelps Luck Drive	c. 1890s, c. 1950s	FY19	1	5/10/19	5/13/19	5560 High Tor Hill	1972	FY22	1	10/18/21	10/18/21	9005 Old Montgomery Rd	1968
Year	Number of Applications	Date Applied	Date Issued	Address	Date of Construction																																			
FY16	1	4/25/16	5/2/16	5629 Tricross Drive	1980’s																																			
FY16	1	3/10/16	3/10/16	8990 Old Montgomery Rd	1955																																			
FY19	1	7/23/18	7/31/18	5320 Phelps Luck Drive	c. 1890s, c. 1950s																																			
FY19	1	5/10/19	5/13/19	5560 High Tor Hill	1972																																			
FY22	1	10/18/21	10/18/21	9005 Old Montgomery Rd	1968																																			
5. Has the residential vacancy rate decreased?	X			<p>According to the American Community Survey (ACS), the number of housing units in Long Reach remained relatively constant between 2014 and 2019. Only Locust Park and Kendall Ridge (Tract 6066.06) gained units. Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. However, the number of owner-occupied homes declined, which may be a reflection of resident’s preferences or economics.</p>																																				

Sustainable Communities Renewal Application - Section B

6. Has the jurisdiction partnered with any community development corporations to improve its housing stock, increase the availability of affordable housing, or support those experiencing homelessness or being threatened with eviction? Has the jurisdiction initiated any of its own programs to do the same?	X			<p>The County has provided \$823,612.00 in HUD CDBG funds to Rebuilding Together to assist low-income homeowners in free rehabilitation projects. This effort has helped to preserve affordable housing and facilitated upgrades to allow more Howard County residents to age in place. Through a partnership with the Howard County Housing Commission, the County has provided more than \$200,000.00 in CDBG funding to help preserve rental units.</p> <p>The County allocates CDBG funding to Grassroots Crisis Intervention and HopeWorks of Howard County, organizations that support emergency and transitional shelters serving the community. In addition to these programs, the County has partnered annually with the Community Action Council of Howard County to provide eviction prevention assistance for low-income residents.</p>
7. Has there been an increase in homeownership counseling services or individuals accessing such services?	X			<p>The Department of Housing & Community Development (DHCD) has designed an initiative to promote successful homeownership in Howard County. Educational workshops and one-on-one counseling are offered on a monthly basis to households purchasing a home in Howard County, and/or participating in DHCD's homeownership programs, including, but not limited to, the Settlement Downpayment Loan Program (SDLP) and Moderate-Income Housing Unit (MIHU) program.</p> <p>The HUD-approved workshop curriculum is derived from guidelines established by the National Industry Standards for Homeownership and Counseling. Individuals and families interested in purchasing a home in Howard County are invited to attend. To meet HUD requirements, the classes consist of a 6-hour group workshop and two (2) hours of one-on-one counseling. The group workshops are held one Saturday each month. The 2-hour one-on-one counseling sessions are scheduled with the credit agency after attending one of the Saturday classes.</p>
OTHER:				

Sustainable Communities Renewal Application - Section B

COMMUNITY HEALTH & QUALITY OF LIFE	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?																																																				
1. Has there been a decrease in crime rate?	X			<p>The following data is based on the Statistical Reporting Areas (SRA) from Howard County Police Department that are most reflective of Long Reach. According to the Police Department's reporting, the criminal activity in Long Reach trended downward precipitously during 2020 - the height of the COVID-19 pandemic. While there was a slight increase in overall criminal activity in 2019 from 2018. The crime rate in 2021 has not yet been reported for this SRA. Once released, a pre- and post-COVID-19 comparison could be drawn.</p> <table><tr><th>Crime</th><th>2018</th><th>2019</th><th>2020</th></tr><tr><td>Aggravated Assault</td><td>18</td><td>9</td><td>3</td></tr><tr><td>Burglary</td><td>14</td><td>22</td><td>4</td></tr><tr><td>Disorderly Conduct</td><td>6</td><td>10</td><td>5</td></tr><tr><td>Drug Violations</td><td>50</td><td>59</td><td>12</td></tr><tr><td>Homicide</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Rape</td><td>5</td><td>3</td><td>2</td></tr><tr><td>Robbery</td><td>13</td><td>22</td><td>5</td></tr><tr><td>Theft</td><td>198</td><td>203</td><td>81</td></tr><tr><td>Vandalism</td><td>39</td><td>35</td><td>10</td></tr><tr><td>Vehicle Theft</td><td>9</td><td>17</td><td>7</td></tr><tr><td>Weapons Violations</td><td>5</td><td>1</td><td>5</td></tr><tr><td>Total:</td><td>357</td><td>381</td><td>124</td></tr></table> <p>Source: https://data.howardcountymd.gov/GUCR/UCR_Web.aspx</p>	Crime	2018	2019	2020	Aggravated Assault	18	9	3	Burglary	14	22	4	Disorderly Conduct	6	10	5	Drug Violations	50	59	12	Homicide	0	0	0	Rape	5	3	2	Robbery	13	22	5	Theft	198	203	81	Vandalism	39	35	10	Vehicle Theft	9	17	7	Weapons Violations	5	1	5	Total:	357	381	124
Crime	2018	2019	2020																																																					
Aggravated Assault	18	9	3																																																					
Burglary	14	22	4																																																					
Disorderly Conduct	6	10	5																																																					
Drug Violations	50	59	12																																																					
Homicide	0	0	0																																																					
Rape	5	3	2																																																					
Robbery	13	22	5																																																					
Theft	198	203	81																																																					
Vandalism	39	35	10																																																					
Vehicle Theft	9	17	7																																																					
Weapons Violations	5	1	5																																																					
Total:	357	381	124																																																					

Sustainable Communities Renewal Application - Section B

<p>2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?</p>	<p>X</p>			<p>The African Art Museum of Maryland (AAMM) relocated to Long Reach Village Center in 2020. The museum, entering its 42nd year, is one of three in the United States focused exclusively on African art. Prior to moving to Long Reach, the museum was located in the Historic Oakland Manor before its move to Fulton in 2011. AAMM has returned to Columbia with a three-year lease, joining the Columbia Arts Center and the Stonehouse Community Center at Long Reach.</p> <p>RKG Associates was contracted by Howard County's Department of Planning and Zoning to provide economic consulting services related to the rehabilitation and reactivation of the Long Reach Village Center utilizing a community-based re-tenanting strategy. Beginning in July of 2019, the County worked on exterior building and site restoration, including: power washing of building walls and soffits; repair of trim and soffits; painting of steel columns; restoration of all exterior lighting and painting and repair of light poles; power washing sidewalks, painting of parking lot striping, curbs and steel bollards; repair of storm drains; cleaning of courtyard drains; trimming of trees, bushes and weeds. The County also prepared the retail and office space for immediate leasing to a combination of non-profits and other users that are community oriented.</p> <p>Head Start, a vital early education program of the Community Action Council of Howard County, moved one of its locations to the Long Reach Village Center in 2020. The Long Reach location has approximately 5,332 square feet, allowing Head Start to increase its capacity from 38 to 80 children. Head Start provides free pre-school to eligible 3 to 5-year-old children.</p>
<p>3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?</p>	<p>X</p>			<p>Increasing art and culture opportunities at the Long Reach Village Center is one of three main tenants of the community-based leasing strategy for revitalizing the Center. The African Art Museum of Maryland (AAMM) relocated to Long Reach Village Center in 2020, joining the Columbia Arts Center and the Stonehouse Community Center at Long Reach.</p> <p>In 2020, the Howard County Arts Council began offering affordable studio spaces at the Long Reach Village Center. The Long Reach Artist Studio Program is a satellite program of the Howard County Arts Council and is designed to complement the</p>

Sustainable Communities Renewal Application - Section B

			<p>Village Center's current and incoming arts organizations, such as Columbia Arts Center, which has gallery space, an artisan shop, and year-round educational programming.</p> <p>Roll Up N Dye, an innovative and popular tie-dye studio that hosts parties and team-building events, moved into the first floor of Long Reach Village Center in 2020 as well. The studio hosts events and staff also travel off-site to parties and functions. Roll Up N Dye was recently won a Changemaker Challenge grant from the Horizon Foundation and United Way of Central Maryland. The grant targeted innovative approaches to addressing community needs in Howard County, which Roll Up N Dye used to beautify a bus stop shelter off Route 1.</p> <p>As part of the expansion of art in 2020, ManneqART, a non-profit for education in the arts, opened DoodleHATCH Department Store, which is a tourist and community destination that offers interactive evolving art installations and experiences to the public. ManneqART has approximately 100 life-sized artworks made by artists from around the country, that are on display or worn by actors.</p> <p>Accompanying DoodleHATCH's announced opening in Long Reach Village Center was Andersen-Becker Inc, a local clothier and fabric seller. Andersen-Becker Inc has 10 staff, including seamstresses, inspection, shipping and administration. Andersen-Becker produces approximately 10,000 garments and accessories each year and supplies about 300 independent boutiques throughout the US. They provide internship opportunities for local students and donate materials to local artists.</p>
4. How many historic properties were renovated/improved?		X	<p>There are four (4) historic sites within the Sustainable Community boundary, but no records of renovations or improvements to these properties. These sites are not located within a local historic district, so homeowners may make alterations without notice to the Howard County Historic Preservation Commission (HPC). Additionally, HPC does not regulate interior renovations, so alterations may occur without HPC knowledge regardless of historic district designation. As a result, there are no known records of historic renovations or improvements occurring in Long Reach.</p>

Sustainable Communities Renewal Application - Section B

				<p>Historic Properties in Long Reach Sustainable Community:</p> <ol style="list-style-type: none"> 1. Bellow's Spring Methodist (HO: 440) 2. Bridge (SHA# HO-55) (HO: 666) 3. Linden Grove (HO: 84) 4. Brothers Partnership (HO: 438)
5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?	X			<p>In 2017, the Columbia Association (CA) opened the Long Reach Tennis Club facility. This facility has 10 indoor tennis courts and more than two dozen outdoor courts. CA holds programs and lessons year-round to suit diverse interests and competitive levels. Every Kid Can Cook connects and brings valuable programming to Howard County through the Food and Wellness Studio, located in Long Reach Village Center. These programs teach nutrition and wellness to adults, youth and families. The Studio provides kitchen space, cooking, and media equipment for community use, as well as culinary nutrition and community organizing mentorship from the staff. A Food and Wellness Studio Outreach Coordinator also helps strengthen connections with the broader community.</p>
6. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community?	X			<p>In 2020, Roving Radish, an award-winning Howard County program that provides healthy meal kits sourced from local farms, opened its first storefront in Long Reach Village Center. The 4,142 square foot space provides a storefront offering fresh meat, dairy, eggs, and milk from local and regional farms and serve as a kitchen, storage and packing space for the weekly meal kits. The Roving Radish program launched in 2014 and operates from May through November each year. The program has been recognized nationally, winning an Achievement Award in 2019 from the National Association of Counties, and a County Innovation Award in 2017 from the Maryland Association of Counties.</p> <p>In 2020, Howard International Grocer, a market specializing in international foods and halal meat, moved into 1,733 square feet of the Long Reach Village Center, as part of the Long Reach Rising revitalization project led by Howard County. Howard International Grocer sells fresh and frozen meat and fish, fresh vegetables, fruit, milk, eggs, snacks, and more.</p>

Sustainable Communities Renewal Application - Section B

				<p>In December 2020, it was announced that Vegan Soul Bakery would open in Long Reach Village Center, occupying approximately 2,393 square feet. Vegan Soul Bakery is family-owned and operated. The shop offers one of the broadest selections of vegan food and desserts in the country and is the first of its kind in Columbia. It also offers nationwide shipping and has previously distributed its products in local vegan restaurants and grocery stores throughout the region.</p> <p>In addition to the retail operations in the Village Center, the Long Reach Community Garden has continued to see higher demand. In 2020, four (4) new plots were created within the Long Reach Garden. The community garden was last significantly expanded in 2010. The garden previously contained 125 full plots, ten (10) 20' x 12.5' half plots, and five (5) wheelchair-accessible raised beds. With this expansion, community members who were on a wait list can now begin growing their own plants and vegetables. Additionally, the garden has a partnership with the Maryland Food Bank. According to the Columbia Gardeners, the non-profit who helps maintain the garden plots, the Maryland Food Bank harvests over 2,000 pounds of produce per year from their plots in Long Reach and is distributed to families in need.</p>
OTHER:				
LOCAL PLANNING & STAFFING CAPACITY	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Have there been any infill developments?	X			The Department of Planning and Zoning has record of two (2) in-fill houses being constructed within the sustainable community. These were both single-family dwellings and were subdivisions of a single lot into two (2) lots. The largest addition to the community is Arnold's Corner, which is adding- 18 luxury single-family homes starting at \$900,000.

Sustainable Communities Renewal Application - Section B

2. Has there been an increase in the amount of preserved/protected land?		X		There have not been any notable County purchases or expansions of publicly-owned preserved space. As part of the Arnold's Corner development, there is approximately 1.62 acres of preserved open space.
3. Have there been any developments hindered by growth constraints? If so, please describe. Example constraints could be inadequate infrastructure, insufficient zoning density/intensity, or lack of buildable land.	X			<p>The Housing Commission has expressed interest in redeveloping the Columbia Landing apartment community. Due to existing debt on the property, the Commission would have to significantly increase density to be able to finance the redevelopment. With elementary schools in the area currently overcapacity, the project would likely not be able to proceed for up to 5 years due to the Adequate Public Facilities Ordinance requirements and would need a waiver to proceed. The Housing Opportunities Master Plan supports redevelopment of low-income projects into mixed income projects or market rate projects with an MIHU requirement. Redevelopment of the Columbia Landing property could be beneficial to the existing tenants and the surrounding area.</p> <p>In 2018, the New Town Preliminary Development Plan (PDP) was increased by 315 units to allow for a mixed-use redevelopment project at the Long Reach Village Center. However, the redevelopment project was hindered by a complex zoning process and the need to acquire multiple properties under different ownership and was unable to overcome these barriers. The Housing Opportunities Master Plan recommends adding affordable units in all new and redevelopment communities, especially if the existing affordable units are not accessible, energy efficient or integrated into market rate communities. However, community feedback within the Long Reach community suggest that Long Reach already has a disproportionate share of affordable housing, as compared to the rest of the County.</p>
4. Have there been any zoning or policy changes that have fostered growth or redevelopment in your Sustainable Community?	X			The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022, making Howard County one (1) of only six (6) counties nationwide with complete street design guidance in place. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. This recent adoption will help to reduce congestion in Howard County and entice redevelopment projects.

Sustainable Communities Renewal Application - Section B

				<p>The Shalom Square redevelopment project behind the Village Center required Council approval for an affordable housing Payment In Lieu of Taxes (PILOT) to fill a financing gap. This is common for affordable communities, but it can be challenging to gain the Council approval and community buy-in necessary for projects to move forward. The APFO exception for affordable housing created by Council Bill 1 of 2018 is a good example of a policy change that has fostered growth or redevelopment in Long Reach. Projects with affordable housing units can apply for an APFO waiver if more than 40% of the units will be rented or sold to households earning up to 60% of AMI.</p> <p>The Housing Affordability Coalition supports establishing a Housing Opportunities Trust Fund to provide funding for new and redevelopment projects with affordable units so that approval from the Council is not needed for each project. County Administration budgeted \$5M to start a housing trust fund in FY22 budget, but the Council reduced the amount to \$2.5M and put it in contingency until further information could be reviewed. Realization of this Fund could help bring more affordable and market rate housing to Long Reach</p>
5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)?	X			<p>DPW has completed the following infrastructure projects since 2016:</p> <ul style="list-style-type: none"> • Longridge Knolls Storm Water Pond Repair (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: November 2015 ○ End Date: March 2016 (Completed) ○ Replacement of eroded metal outlet riser with concrete riser. ○ Replacement of steel outfall pipe with concrete pipe. • Long Meadow Pond Improvements (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: August 2016 ○ End Date: November 2016 (Completed) ○ Removal of riser and barrel pipe. Lowering of embankment. Grading of pond. • Open Meadow Way (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: August 2016 ○ End Date: December 2016 (Completed)

Sustainable Communities Renewal Application - Section B

				<ul style="list-style-type: none"> ○ Replacement of steel outlet structure with concrete structure. Removal of excess sediment. • Snowden River Parkway Crosswalk and Sidewalk Installations (Sidewalk) <ul style="list-style-type: none"> ○ Capital Project: K-5036 ○ Start Date: September 2016 ○ End Date: October 2016 (Completed) ○ Install of approximately 400 linear feet of sidewalks, five (5) ADA-compliant ramps, crosswalk markings, and crossing signals. • Snowden River Parkway Paving (Roadway) <ul style="list-style-type: none"> ○ Capital Project: H-2014 ○ Start Date: April 2017 ○ End Date: May 2017 (Completed) ○ Department: DPW ○ Mill and pave between Tamar Drive and Maryland Route 108. • Waiting Spring Pond Dam Repair (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1160 ○ Start Date: August 2018 ○ End Date: May 2019 (Completed) ○ Department: DPW ○ Replace outlet and pipe with concrete structure. Construct stone plunge pool for erosion control. • Deep Earth Land Water Quality Pond retrofit (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1160 ○ Start Date: August 2016 ○ End Date: December 2016 (Completed) ○ Adjustment of riser in western pond. Excavation of eastern pond to increase water quality storage.
6. Have you hired any new staff members, reassigned duties, or procured the services of a contractor to increase or better align local capacity? Have you implemented any professional development programs?	X			<p>The Department of Planning and Zoning has hired a former Maryland Department of Planning employee (Victoria Olivier) and a Maryland Department of Housing and Community Development (Mary Kendall) employee who are leading the effort to refine Howard County's capacity building efforts for the Sustainable Community program. James Wilkerson was hired in 2017, formerly with Maryland Department of Planning, and has contributed extensively towards the Department of Planning and Zoning's data analysis capacity, especially as it relates to working in tandem with State agencies. These three (3) employees bring years of experience in community</p>

Sustainable Communities Renewal Application - Section B

				<p>development, grant writing knowledge, and data extrapolation that are important attributes for constructing successful projects.</p> <p>In addition to these new hires, the team has enlisted the assistance of the Department of Planning and Zoning's general plan consultant, City Explained, Inc. to provide policy recommendations for Village Centers. The policies from the HoCo By Design general plan will further refine the goals of Village Center redevelopment to better align with the needs of Howard County.</p>
7. Has your community initiated or completed any planning efforts that will support the Sustainable Community area, including comprehensive planning, small area planning, or planning studies?	X			<p>HoCo by Design's overall engagement approach strives to ensure that all residents and stakeholders have an opportunity to engage, and that equity is a priority. Considering the County's changing demographics and the long-term nature of a general plan update, engagement has been targeted to different segments of the population to maximize participation. Focus groups are one engagement tool to ensure that the values, needs and priorities of historically under-represented populations are heard and influence the recommendations in the General Plan. The small focus group format allowed for greater flexibility in scheduling and more open, informal dialogue with trusted community leaders and residents with less experience participating in local government activities. The feedback provided through this engagement process will help to capture a wider perspective of needs for our various communities, including Long Reach.</p> <p>The Housing Opportunities Master Plan was completed in April 2021. This document is a comprehensive framework that will be used to guide the County's efforts to create different housing types at different price points in areas throughout the County. The Plan recommends adding an MIHU requirement of at least 10% to all zoning districts to help achieve a more equitable distribution of affordable units throughout the County and to help de-concentrate areas of poverty and/or high Free and Reduced Meal (FARM) rates in certain schools.</p>
OTHER:				

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Community Legacy (CL): 2021 Village Center Building Revitalization and Investment Project	DHCD	\$0		Project: The application requested \$245,000 for wayfinding sign system, interior, fit-outs for vacant spaces, an outdoor playground for the County's Head Start program
Community Legacy (CL): 2022 Village Center Building Revitalization and Investment Project	DHCD	\$0		Project: The application requested \$200,000 wayfinding sign system and kiosk, street signage marquee, outdoor dining area and HVAC/electrical and restroom upgrades.
Strategic Demolition Fund (SDF): 2018 Strategic Demolition Funding for the Long Reach Village Center (LRVC)	DHCD	\$0		Project: The application requested \$500,000 for demolition funding to support site predevelopment demolition. Predevelopment benchmarks were to include demolition, grading, and foundation.
Community Safety & Enhancement Program: None	MDOT			
Maryland Bikeways Program: None	MDOT			

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Sidewalk Retrofit Program: None	MDOT			
Water Quality Revolving Loan Fund: None	MDE			
<p>Other Funding Programs: <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i></p> <p>*Please add more rows if necessary</p>				
Title: Maryland Smart Energy Communities	Sponsor: State of Maryland – Maryland Energy Administration	\$50,000		<p>Period: 6/10/2020 to 12/10/2021 Purpose: To provide technical assistance and funding to assist Grantee in development of a project to upgrade lighting systems at five County facilities (East Columbia Public Library, Gateway Building, Long Reach Village Center, Savage Public Library, and Scaggsville Public Safety). The project is estimated to reduce electricity consumption by 121,480 kWh annually. MEA will</p>

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
				review the final project scope for approval using the MSEC Project Approval Form.
Community Development Block Grant (CDBG) 5-Year Allocation Total	HUD	\$5,734,327 Countywide		<p>In the Long Reach Village, non-profits such as Bridges to Housing Stability, Howard County Housing Commission, and Rebuilding Together Howard County, have in the last 5-years used \$41,500.00 in CDBG funding to rehab eight (8) units of affordable housing units for residents.</p> <p>Uses of CDBG (after meeting a National Objective):</p> <ul style="list-style-type: none"> • Demolition • Acquisition • Disposition • Clearance & demolition • Homeowner Rehabilitation • Historic Preservation • Public Facilities

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
				<ul style="list-style-type: none"> • Community Based Development Organization • Planning & Administration • Public Services Fair Housing Activities
HOME Investment Partnership Program (HOME) 5-Year Allocation Total	HUD	\$2,069,167.00 Countywide		<p>The goal of HOME program funds is to create affordable housing units for low, very low and extremely low-income persons in our communities.</p> <p>Uses of HOME (requires 25% Match):</p> <ul style="list-style-type: none"> • Acquisition • Demolition • New Construction • Project Soft Costs • Loan Guarantees • Housing Rehabilitation • Down Payment & Closing Cost Assistance • Planning & Administration • Broadband Infrastructure

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
HoCo Rise Grants	Maryland DHCD	\$340,926.60 (dollar amount is for projects within the Sustainable Community only)		As part of the COVID-19 pandemic relief, Howard County created the HoCo Rise grant program. In Long Reach, 39 grants totaling \$340,926.60 have been awarded to non-profits by the HoCo RISE Business Assistance Grants Round 1-5.

COMPETITIVE FUNDING: Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?

Not at this time.

Long Reach Sustainable Communities Action Plan

Long Reach Sustainable Communities Action Plan

The Sustainable Communities Work Group consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Department of Housing and Community Development
- Howard County Department of Public Works
- Howard County Department of Recreation and Parks
- Community Action Council/Bauder Education Center Head Start, Family Service Worker
- Columbia Association, Community Development & Real Estate Services Manager
- Long Reach Village Board/Community Association
- Howard County Housing Commission/House Howard, Executive Director
- Resident, volunteer for Long Reach Community Association
- Howard County Commission on Aging, Chair
- CA Seniors Committee, Long Reach representative
- Howard County Arts Council, Executive Director
- African Art Museum of Maryland, Director

KEY OF FREQUENTLY CITED IMPLEMENTATION PARTNERS:

Throughout the action plan, acronyms are provided for implementation partners where appropriate:

- BGE = Baltimore Gas and Electric Company
- CA = Columbia Association
- DHCD = Howard County Department of Housing and Community Development
- DILP = Howard County Department of Inspections, Licenses and Permits
- DPW = Howard County Department of Public Works
- DPZ = Howard County Department of Planning and Zoning
- DRP = Howard County Department of Recreation and Parks
- HCEDA = Howard County Economic Development Authority
- HCLS=Howard County Library System
- HCPSS = Howard County Public School System
- LRCA = Long Reach Community Association
- OCS = Office of Community Sustainability
- OoT = Office of Transportation

Environment

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> Blandair Park is a major recreational destination adjacent to Long Reach. CA and Howard County partner to maintain a trail network that connects to the Village Center; portions of the trail network are jointly maintained while others are maintained solely by CA Within the community open space located near the BGE transmission line, community garden plots are actively used and in high demand Jackson Pond is a recreational amenity for local residents Long Reach High School is a top ranked environmental facility. The high school is a member of the Maryland Green Registry with Maryland Department of the Environment, which recognizes the school's environmental best practices 	<ul style="list-style-type: none"> Early 1970's village development pre-dates storm water management practices The LRVC contains a large impervious parking lot with limited landscaped areas There are not enough garden plots to meet demand, and there is a waiting list for existing plots even after the expansion of 2020 Access to local foods has been improving but still is limited in the Village Center, with Roving Radish being the main entity. The community has expressed desire for more establishments offering healthy food options including community supported agriculture and/or a farmers' market Jackson Pond has been noted as having water quality issues

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Impervious area is reduced in Long Reach</p> <p>Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets</p>	<p>Strategy A: Encourage the reduction of impervious cover either through the redevelopment of the Village Center or through targeted improvement projects.</p> <ul style="list-style-type: none"> Action 1: Identify and install location for a new community space/play space that removes existing impervious surface. Action 2: Gardens planted in and around the Village Center. Action 3: Bio-swale at Village Center entrance off Tamar Drive. <p>Strategy B: Implement right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management</p>	<p>Strategy A: Future Village Center Developer, DPZ, DPW, OCS</p> <p>Strategy B: OCS, OoT, DPW</p> <p>Strategy C: OCS, DPW</p>

	<ul style="list-style-type: none"> Action 1: Continue to collaborate on Tamar Drive Complete Streets project. <p>Strategy C: Increase the amount of stormwater captured in order to better manage water quality using stormwater best management practices (ex: bio-swales), demonstrate model sustainable development and provide greater credit toward permit mandates.</p> <ul style="list-style-type: none"> Action 1: Target algae growth in Jackson Pond by developing strategies for limiting fertilizer and rat poison percolation. 	
<p>Outcome 2: Long Reach incorporates sustainable practices in redevelopment or retrofit projects.</p> <p>Progress Measures: LEED designation, kilowatt energy usage trends</p>	<p>Strategy A: Incorporate high caliber, green building (such as LEED certification) and site design strategies and systems. Preferably prioritizing investments that would live on if the redevelopment of the Village Center was completed.</p> <ul style="list-style-type: none"> Action 1: Install Electric Vehicle Charging Stations in residential areas as well as other public gathering spaces such as schools, Phelps Luck pool, churches, and the Village Center. Action 2: Install renewable energy sources such as solar roofs or solar canopies over parking lots. Action 3: HVAC retrofit in the Village Center. 	<p>Strategy A: DPZ, DILP, Future Village Center Developer, DPW, CA, HCPSS</p>
<p>Outcome 3: Community open space is enhanced with expanded community garden plots</p> <p>Progress Measures: number of garden plots/registered gardeners</p>	<p>Strategy A: Partner with Columbia Gardeners non-profit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming</p> <ul style="list-style-type: none"> Action 1: Expansion of plots at current Long Reach Gardens Action 2: Identify suitable cul-de-sac communities in Long Reach and install garden plots. Action 3: Work with Long Reach High School to install new gardens on the school's site. <p>Strategy B: Investigate the potential to create a community storefront tool bank which would allow community members opportunity to rent shovels, hoes, wheelbarrows, and other small garden related tools.</p> <ul style="list-style-type: none"> Action 1: See Housing Outcome 2, Strategy B for coordination opportunity for implementation 	<p>Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA, HCPSS, residents</p> <p>Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA, HCLS, CA</p>

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 4: Outdoor spaces provide opportunities for learning, such as a walkable watershed with educational signage and artistic installations.</p> <p>Progress Measures: volunteers, grant funding awards, installations</p>	<p>Strategy A: Fund the creation of a feasibility study for a ‘walkable watershed’ in Long Reach that would establish the area as a stormwater educational showcase (consider starting around Howard High). Work with partners to implement educational projects.</p> <ul style="list-style-type: none"> • Action 1: Develop partnerships for educational learning on the environment such as with Science Department at Long Reach High School or the Columbia Association’s Walking Series. • Action 2: Educational signage placed around the Village Center and Jackson Pond • Action 3: Integrate artistic design into water treatment installations 	<p>Strategy A: OCS, Columbia Art Center, HCPSS, Maryland Department of the Environment, Chesapeake Bay Trust, DPW, CA, DRP</p>
<p>Outcome 5: Plantings that support pollinator species are encouraged in the Long Reach community.</p> <p>Progress Measures: pollinator plant count</p>	<p>Strategy A: Require an increased percentage of pollinator plantings within Long Reach to create a more sustainable environment that supports pollinator species.</p> <ul style="list-style-type: none"> • Action 1: Requirement for all native plant species throughout the green spaces or incorporate green roofs that serve a triple purpose for pollinators, stormwater and energy management. • Action 2: Create an incentive program through the use of residential garden templates and expand awareness through outreach events. • Action 3: Implement pollinator gardens in Cul-De-Sac communities with signage to promote the initiative (this action could compliment Environment Outcome 3, Strategy A) 	<p>Strategy A: OCS, DPZ, Future Village Center Developer, residents, LRCA</p>
<p>Outcome 6: Access to healthy foods is expanded at LRVC.</p> <p>Progress Measures: availability of fresh grocery staples at LRVC establishments</p>	<p>Strategy A: Work with LRVC to continue supporting the progress that has been made regarding expanding healthy food access.</p> <ul style="list-style-type: none"> • Action 1: Identify constraints for the creation of a local farmers market and implement necessary infrastructure. 	<p>Strategy A: LRCA, Business Owners, Roving Radish, OCS, DPW</p>

	<ul style="list-style-type: none">• Action 2: Roving Radish expands access by adding local delivery of fresh produce using electric or low emission vehicles.	
--	---	--

Economy

Strengths

- Village Center is close to major commuting routes (MD 100, MD 175, US 29 and I-95)
- CA's Stonehouse and Columbia Art Center serve as cultural assets
- As owner and steward Howard County has advanced the revitalization of LRVC and put significant County financial support behind striving for economic vibrancy
- Market studies have identified opportunities for new/expanded uses in LRVC, including: a shift in use from primary retail to community and institutional uses; an arts theme to complement the Columbia Art Center, potentially to include artist work/sell/exhibit space, studio space, classrooms, and shared production space; and new housing
- Howard County's ownership of the Village Center commercial space provides opportunities for interim use of vacant spaces and flexibility in rents
- Long Reach is proximate to many destinations, for example: Blandair Park, the Mall in Columbia, and Wegmans grocery store. These destinations bring people to the area, which could present opportunities for the LRVC so long as those opportunities are not in direct competition with these destinations

Weaknesses

- Many competing grocery stores and other commercial businesses are located nearby, in the Snowden River Parkway/Dobbin Road area. Five grocery stores are within a six-minute drive of the LRVC
- LRVC is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility
- Long Reach Village Center's inward facing design/layout is less able to respond to current commercial competition
- Lacking an anchor establishment and many feel the LRVC still does not serve as a destination
- Existing commercial buildings are in need of further upgrades, but future is uncertain about full redevelopment
- Some existing Village Center businesses keep limited hours, which does not contribute as much to the vibrancy of the Center

Economy

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Existing and new businesses at LRVC possess opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia</p> <p>Progress Measures: Vacancy rates/occupancy</p>	<p>Strategy A: Encourage start-up businesses to continue to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses</p> <p>Strategy B: Encourage the addition of businesses that would create additional draw to the LRVC at all times of day including sit down restaurants, entertainment options, and a coffee shop</p>	<p>Strategy A: HCEDA, Business Owners, DPW</p> <p>Strategy B: DPW</p>
<p>Outcome 2: The LRVC is activated by interim/temporary uses</p> <p>Progress Measures: Vacancy rates/occupancy; number of events or installations</p>	<p>Strategy A: Activate empty or underutilized spaces to alleviate sense of vacancy</p> <ul style="list-style-type: none"> Action 1: Create art installations on exterior windows or walls Action 2: Host pop up community events that enliven vacant or underutilized spaces 	<p>Strategy A: LRCA, HCEDA, DPW, Village Center tenants</p>
<p>Outcome 3: Appropriate signage and branding is provided for LRVC</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts. Website visit counts</p>	<p>Strategy A: Install an on-site/off-site directional wayfinding system and branding strategy for the Village Center.</p> <p>Strategy B: Install monument signage for retailers</p> <p>Strategy C: Wrap signage on RTA buses to promote the Village Center and events</p> <p>Strategy D: Add directional mapping in transit shelter(s)</p> <p>Strategy E: Create an enhanced web presence and produce brochures to publicize Village Center tenants, history and events</p>	<p>Strategy A: CA, DILP, DPZ, DPW</p> <p>Strategy B: CA, DILP, DPZ, DPW</p> <p>Strategy C: OoT</p> <p>Strategy D: OoT</p> <p>Strategy E: LRCA; VisitHoward County; DPW</p>

Transportation

Strengths	Weaknesses
<ul style="list-style-type: none"> • LRVC is served by local bus transit with two bus stops • Area trail system fosters multi-modal options (refer back to environment section) • Success of 2015 pilot bike lane project • Village Center is close to major commuting routes (MD 100, MD 175) • Proximity via Tamar Drive and Snowden River Parkway to Statewide and Regional highway system (MD 100, MD 175, I-95, US 29) • Relatively good sidewalk access, except Foreland Garth • Howard County Council has just approved new standards for Complete Streets 	<ul style="list-style-type: none"> • Bus stops do not drop patrons off directly in front of LRVC businesses • Lack of bicycle infrastructure serving site • Connectivity from LRVC to surrounding properties is limited, including connections to Long Reach High School and Blandair Park • Bus system experiences lengthy travel times between destinations • Unattractive, large surface parking lots • Wide travel lanes and limited crosswalks across Tamar Drive make crossing to Village Center dangerous to pedestrians • Subdivisions in Long Reach were laid out for vehicular access and feature many cul-de-sacs which cut off travel corridors and result in longer commutes

Transportation

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC, schools, and nearby shopping centers.</p> <p>Progress Measures: facility level of service, inflow trip counts – pedestrian and bike</p>	<p>Strategy A: Provide safe pedestrian/bike network in Long Reach consisting of new pedestrian connections with crosswalks and bike lanes to Columbia Crossing Shopping Center, schools, Blandair Park, and Columbia Palace Plaza.</p> <ul style="list-style-type: none"> • Action 1: Safety improvements should be installed at intersections where it is assessed that safety could be improved upon for pedestrians throughout Long Reach (Example: Crosswalk at Phelps Luck Drive and Tamar Drive.) • Action 2: Pedestrian islands along Route 108 to Howard High School from Elkhorn Branch Trail. • Action 3: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods (leading from Deep Earth Lane). Trail improvements to Blandair Park and community gardens. Widen pathway around Jackson Pond. Trail extension from Tamar Dr. through BGE right-of-way to Dobbin Rd. 	<p>Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS</p>

	Action 4: Identify locations and install secure bike storage within Long Reach to encourage bicycle use without the anxiety of loss or damage (installation locations include apartment complexes).	
<p>Outcome 2: Public transportation should be more efficient and effective for every resident.</p> <p>Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)</p>	<p>Strategy A: Monitor the 2022 pilot scooter share initiative in Downtown Columbia for potential expansion to LRVC in the future.</p> <p>Strategy B: Refine bus service operation between Long Reach, other Village Centers, and Downtown Columbia to be more frequent and reliable.</p>	<p>Strategy A: OoT, Future Village Center Developer, DPW, OOT</p> <p>Strategy B: OoT, RTA, MDOT</p>
<p>Outcome 3: LRVC is accessible, convenient, and comfortable for multi-modal users through complete streets implementation.</p> <p>Progress Measures: inflow trip counts – vehicle, pedestrian, bike</p>	<p>Strategy A: Implement Tamar Drive Restriping Plan for traffic calming and potential bike access</p> <p>Strategy B: Investigate the potential Foreland Garth to be revamped as complete streets. Complete streets are designed for safe, comfortable, and convenient use by people walking, driving, bicycling, or taking public transportation</p> <p>Strategy C: New pathway segments at the LRVC that align with current trail network. Parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping.</p> <ul style="list-style-type: none"> Action 1: Make pathway entrances more ADA compliant and safer for riders' health such as leveling concrete gaps. 	<p>Strategy A: DPW, OoT</p> <p>Strategy B: DPW, OoT, CA</p> <p>Strategy C: Future Village Center Developer, DPW, OOT, Howard County Police Department</p>

Housing	
Strengths	Weaknesses
<ul style="list-style-type: none"> Market studies have indicated there is market support for new housing in the LRVC, both in the for-sale market and the rental market Market consultants have recommended that LRVC could effectively target three submarkets: families, mid-career singles, and empty nesters Columbia's Long Reach housing sub-market continues to experience locational benefits (HCPSS, amenities, employment access) that sustain residential demand Vacancy rates are low across rental communities in Long Reach and surrounding area, indicating strong demand for housing Diversity of current housing inventory Long Reach is a more affordable "entry point" into Columbia Newly developed Housing Opportunities Master Plan (2021) identifies ways to create and preserve housing opportunities for residents of all income levels 	<ul style="list-style-type: none"> Housing stock includes older single-family and multi-family units, which could signal need for reinvestment New housing options are somewhat constrained by planned new housing in Downtown Columbia and the Route 1 corridor. These competing areas may attract empty nesters seeking upscale housing and commuters, respectively Negative perception of apartments and lower income housing impacts the community

Housing		
<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Future redevelopment of the LRVC may include housing to provide an on-site demand for goods and services</p> <p>Progress Measures: number of units and level of affordability</p>	<p>Strategy A: Any Village Center redevelopment plan that includes housing should address the need for additional affordable senior housing and affordable family housing.</p>	<p>Strategy A: DPZ, Howard County DHCD; Future Village Center Developer</p>

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 2: Property maintenance and reinvestment in older housing stock is increased</p> <p>Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value</p>	<p>Strategy A: Leverage Reinvest*Renovate*Restore Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach</p> <ul style="list-style-type: none"> Action 1: Coordinate with LRCA covenant review to look at ways to simplify approval process Action 2: Increase awareness of the program <p>Strategy B: Create a hand tool bank to support home repair and landscape maintenance and provide maintenance classes.</p> <ul style="list-style-type: none"> Action 1: Consider synergy with co-locating a community bike repair and makerspace. <p>Strategy C: Partner to expand programs that enable seniors to age in place and make needed repairs to maintain their homes.</p> <ul style="list-style-type: none"> Action 1: Increase education and awareness Action 2: Increase funding that is targeted to Long Reach <p>Strategy D: Partner to expand programs that increase energy efficiency in homes and result in reduced consumption and more affordable utility bills.</p> <ul style="list-style-type: none"> Action 1: Increase education and awareness Action 2: Increase funding that is targeted to Long Reach 	<p>Strategy A: Howard County DHCD, residential property owners, LRCA (architectural/covenant review)</p> <p>Strategy B: OCS, Columbia Gardeners, HCLS-Elkridge Library, DRP, DPW; Howard EcoWorks</p> <p>Strategy C: Howard County DHCD; Rebuilding Together; Howard County Office on Aging</p> <p>Strategy D: OCS; Rebuilding Together; Community Action Council of Howard County</p>
<p>Outcome 3: Naturally occurring affordable rental housing is preserved and updated</p> <p>Progress measures: number of units</p>	<p>Strategy A: Form government partnerships to acquire and update aging rental housing to ensure improved product, while preserving affordability</p> <p>Strategy B: Work with existing tenants to boost local homeownership opportunities</p>	<p>Strategy A: Howard County Housing Commission; Howard County DHCD</p> <p>Strategy B: Howard County Housing Commission; Howard County DHCD</p>

Quality of Life

Strengths

- Stonehouse and Columbia Art Center serve as destinations
- Blandair Park serves as a regional recreation amenity
- CA constructed an \$8 million indoor tennis facility on open space adjacent to Village Center
- Howard County schools, libraries, and access to employment provide benefits to Long Reach residents
- Columbia Art Center provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local artwork. It provides youth and teen programming that include school's out program, summer art camp, teacher-led parties, and year-round art classes.
- Columbia Art Center has partnerships with Howard County Library System, Howard County Public School System, Columbia Festival of the Arts, Howard County Arts Council, Hope Works of Howard County, and ARC of Howard County. Through these partnerships, Columbia Art Center hosts a variety of exhibitions and community events. It also hosts literary community events through Little Patuxent Review and Howard County Poetry and Literary Society.
- Columbia Art Center offers rental space for weddings, parties, business meetings and public events.
- Long Reach High School has received awards for its efforts that improve student quality of life.

Weaknesses

- COVID-19 pandemic has exacerbated socioeconomic issues and created instability in the business community
- Some community members (but not all) perceive the LRVC as unsafe
- Stonehouse and Columbia Art Center are located in the rear of the Village Center with poor visibility and access. The buildings are some of CA's oldest
- There is a need in the community for additional services to assist English language learners and refugees
- There is a larger carless population in Long Reach, which can impact access to amenities and high school students' ability to take advantage of afterschool activities and employment
- Long Reach does not have a regular event series like many other village centers, which would help foster a sense of community

Quality of Life

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Expanded or enhanced public spaces are created to function as an integral part of Village Center and surrounding neighborhoods and increase community connections</p> <p>Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts</p>	<p>Strategy A: Create flexible open space</p> <ul style="list-style-type: none"> Action 1: Create a parking lot site plan that accounts for desired community programming/improvements and parking analysis to enable approval process Action 2: Depave part of parking lot to allow for non-hardscape gathering space at Village Center and reduce impervious surface Action 3: Identify potential open space in surrounding Long Reach neighborhoods that could host community events and improve with necessary infrastructure <p>Strategy B: Establish programming plan for new public space. Consider interactive features such as playful fountain, outdoor nature playspace, or other unique feature that would draw more people and compliment flexible space to showcase the arts and host outdoor community events</p> <ul style="list-style-type: none"> Action 1: Partner with Long Reach arts community for design assistance 	<p>Strategy A: DPW; DRP; CA; LRCA; DPZ</p> <p>Strategy B: DPW; DRP; Columbia Art Center; Doodlehatch; CA; LRCA</p>

<p>Outcome 2: Village sponsored events provide community identify and the sense of place</p> <p>Progress Measures: number of people attending events, demand from community to continue/repeat events, variety of event offerings by type and season, number of volunteers and organizations involved</p>	<p>Strategy A: Develop with community input a series of frequent events that could be hosted at the Village Center</p> <ul style="list-style-type: none"> Action 1: Build partnerships and increase capacity to implement regular event series <p>Action 2: Partner with drama and art departments at Long Reach High School to put on shows and showcase artwork</p>	<p>Strategy A: DPW, LRCA, local bands, sports groups, business owners, students, CA, LRCA, Columbia Art Center and its partners, HCPSS</p>
<p>Outcome 3: Residents without personal transportation have better access to County amenities</p> <p>Progress Measure: number of members from immediate community participating</p>	<p>Strategy A: Explore a satellite location of the public library or Howard Community College in Village Center</p> <p>Action: Expand existing “Howard County Pop-Up Library” program</p>	<p>Strategy A: DPW; HCLS; HCC</p>
<p>Outcome 4: Landscaping is properly maintained</p> <p>Progress Measure: Number of trees and other landscape elements identified as problematic and corresponding response rate</p>	<p>Strategy A: Increased tree trimming and dead tree removal and replacement throughout the boundaries to improve aesthetics and safety</p>	<p>Strategy A: CA; DPW; LRCA</p>

Local Planning and Land Use

Strengths	Weaknesses
<ul style="list-style-type: none"> LRCA is a non-profit organization that governs and represents Long Reach Village. LRCA includes an elected Village Board, a council representative to the Columbia Board of Directors, and a small staff that conducts daily business of the Association at Stonehouse (the Long Reach Community Center at the LRVC). In 2012, the LRCA prepared a Village Center Community Plan. This master plan is meant to guide future redevelopment of the Village Center. Village covenants ensure design in the LRVC will be reviewed In addition to offering a vast array of recreational, cultural and community services, Columbia Association provides planning services and collaborates with Howard County Government on Columbia-related master planning Howard County's Design Advisory Panel (DAP) reviews proposals for Village Center revitalization LRVC has been the subject of a community involvement effort known as Reimagine Long Reach Village Center, during which community members participated in five workshops focused on LRVC revitalization Village Center Redevelopment process presents opportunity for redevelopment of the LRVC with new uses, and the process includes community involvement and design review 	<ul style="list-style-type: none"> Design of the LRVC does not meet contemporary planning and design principles, which would place the Village Center and retail uses closer to arterial roadways in more visible locations The Village Center Redevelopment process is procedurally complex, time consuming, and lacks predictability under New Town zoning, which does not make it an attractive real estate prospect to the private sector.

Local Planning and Land Use

<u>Desired Outcomes and Progress Measures</u>	<u>Strategies</u>	<u>Implementation Partners</u>
<p>Outcome 1: Redevelopment of the Long Reach Village Center</p> <p>Progress Measures: Community support for a Village Center redevelopment proposal; design guidelines</p>	<p>Strategy A: Ensure developer proposals address the Village Center Community Plan and other plans relevant to Long Reach</p> <p>Strategy B: Future village center redevelopment proposals should identify site control strategies among multiple parcel owners or alternatives that exclude certain parcels.</p>	<p>Strategy A: LRCA, DPZ, Future Village Center Developer</p> <p>Strategy B: LRCA, CA, DPZ, Future Village Center Developer</p>

	<p>Strategy C: Focus on building and site design that promotes a vibrant Village Center</p> <ul style="list-style-type: none">• Action 1: Incorporating massing and height standards to appropriately transition between neighboring properties• Action 2: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems• Action 3: Articulate elevations so buildings do not have long, blank walls• Action 4: Redevelopment proposal should call for siting buildings close to Tamar Drive. Precedents include Twin Rivers Road in Wilde Lake.	<p>Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p>
--	---	---