

# APPENDICES

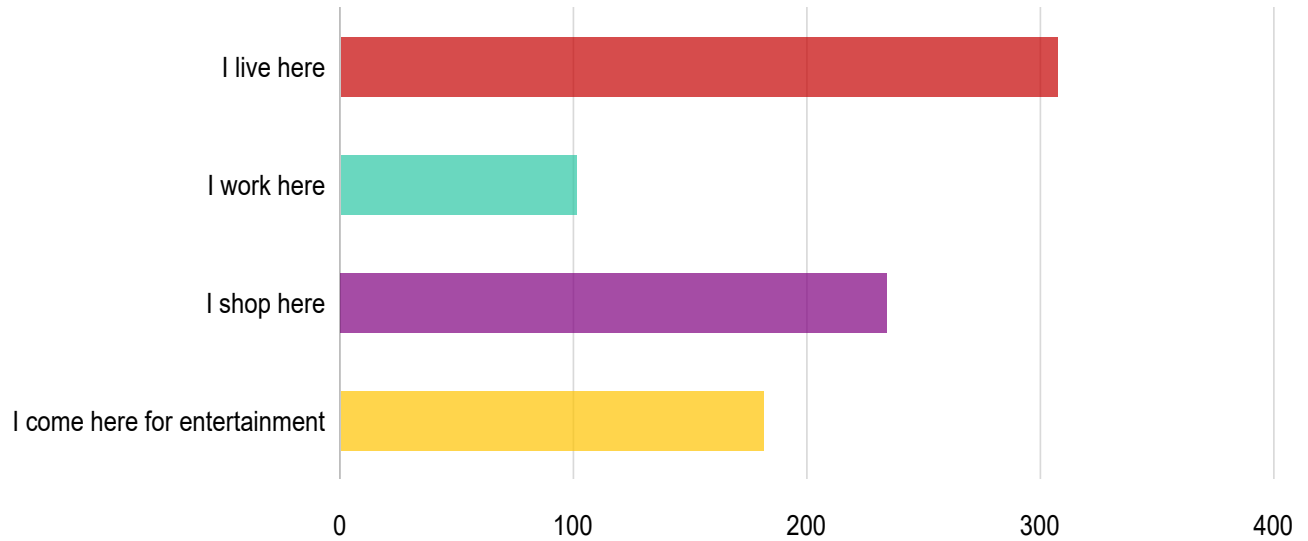


## New Town Recommendations Report June 15, 2026

## Appendix E: Online Survey #1 Summary

# Howard County New Town Survey

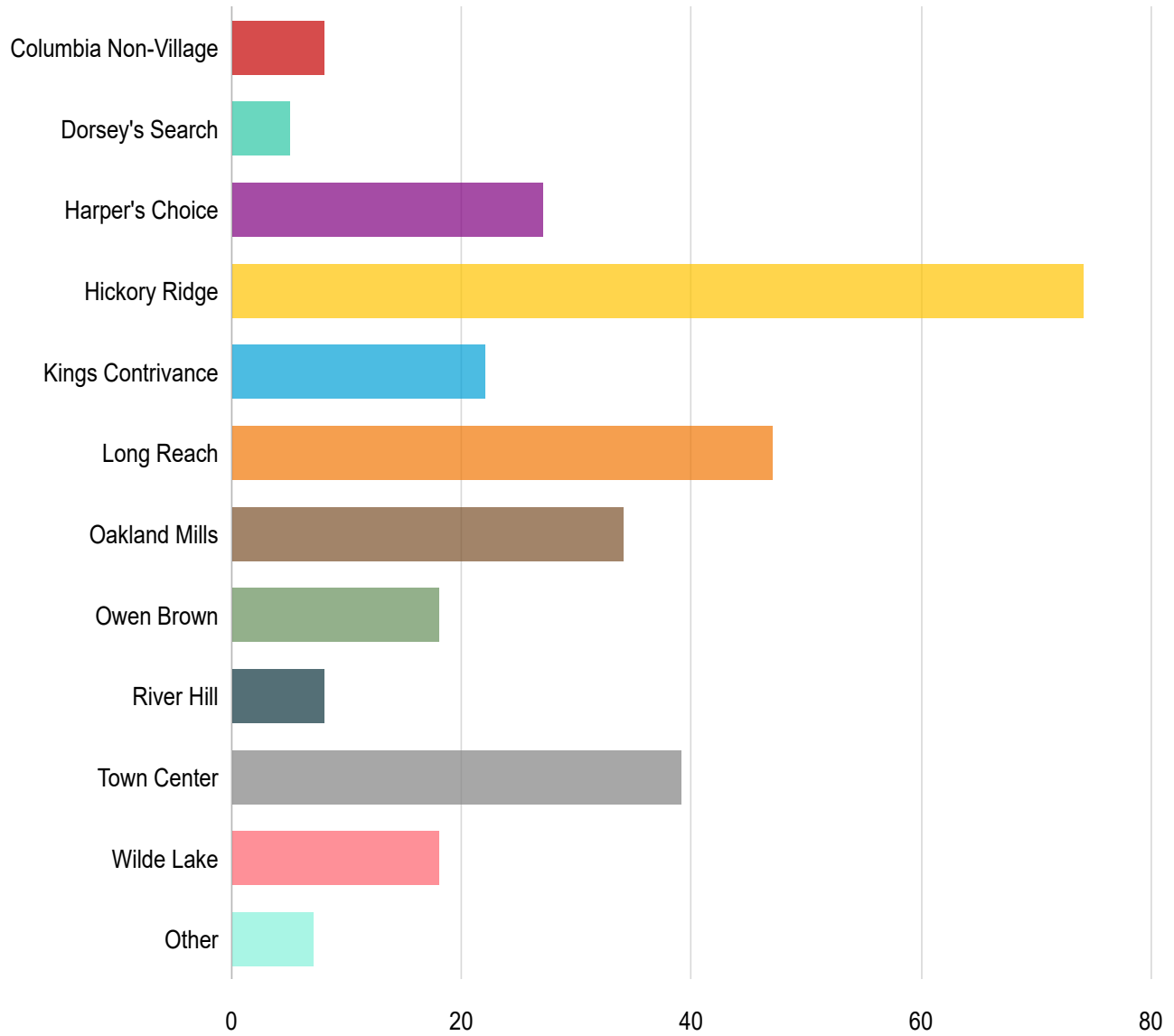
## Q1. What is your relationship with Columbia? Select all that apply



Answers	Count	Percentage
I live here	307	76.94%
I work here	101	25.31%
I shop here	234	58.65%
I come here for entertainment	181	45.36%

Answered: 399 Skipped: 0

## Q1A. What village / area do you live in?



Answers	Count	Percentage
Columbia Non-Village	8	2.01%
Dorsey's Search	5	1.25%
Harper's Choice	27	6.77%
Hickory Ridge	74	18.55%
Kings Contrivance	22	5.51%
Long Reach	47	11.78%
Oakland Mills	34	8.52%

Owen Brown	18	4.51%
River Hill	8	2.01%
Town Center	39	9.77%
Wilde Lake	18	4.51%
Other	7	1.75%

Answered: 307 Skipped: 92

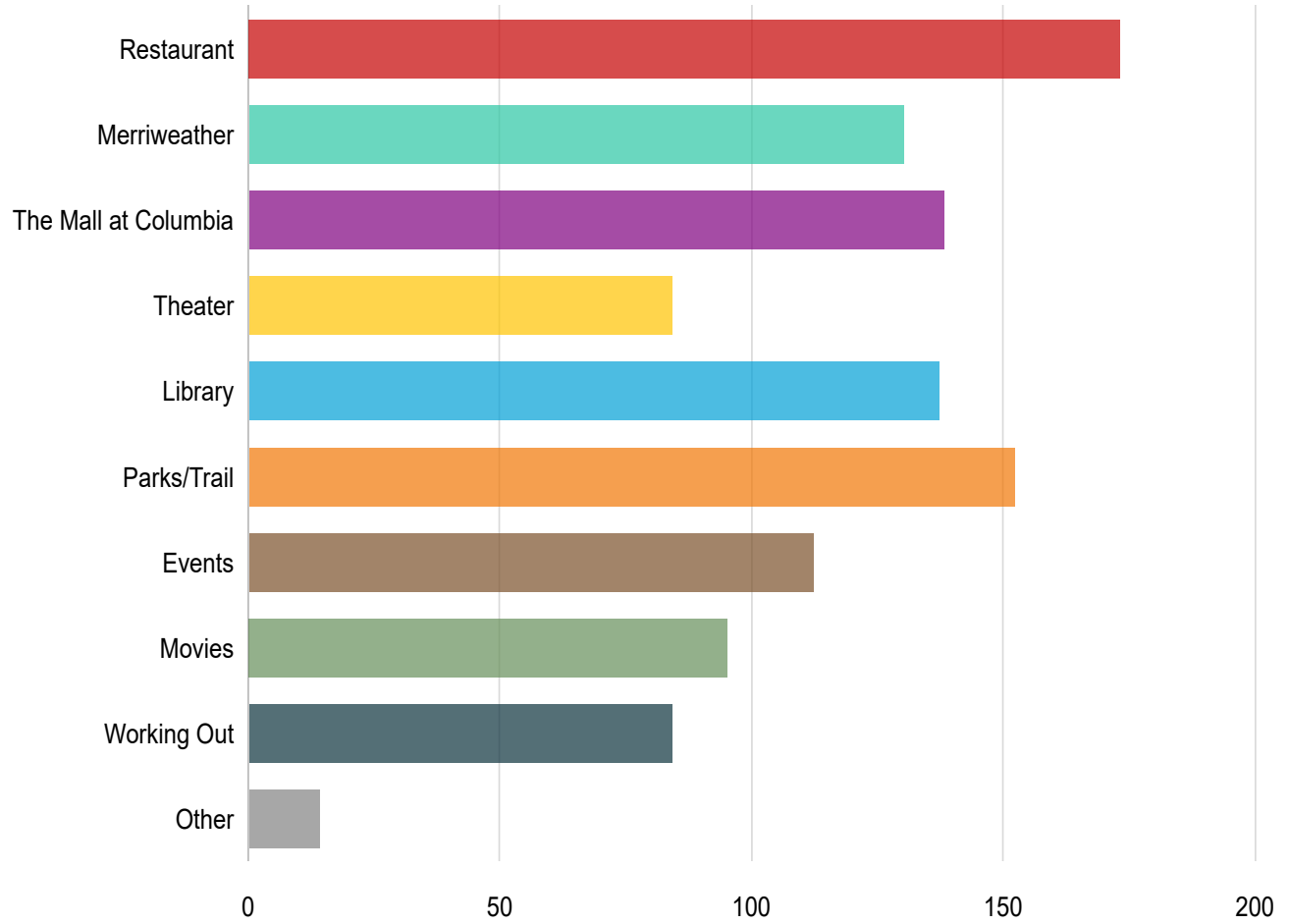
## Other

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Response	Count
Sewell's Orchard	1
River Hill	1
Out-parcel.	1
Grace	1
Fultob	1
Ellicott city NEAR Dorsey Search	1
Clarksville	1

Answered: 7 Skipped: 392

## Q1B: What types of entertainment do you enjoy in the area? Select all that apply.



Answers	Count	Percentage
Restaurants	173	43.36%
Merriweather	130	32.58%
The Mall at Columbia	138	34.59%
Theater	84	21.05%
Library	137	34.34%
Parks/Trails	152	38.1%
Events	112	28.07%
Movies	95	23.81%
Working Out	84	21.05%

Other

14

3.51%

Answered: 181 Skipped: 218

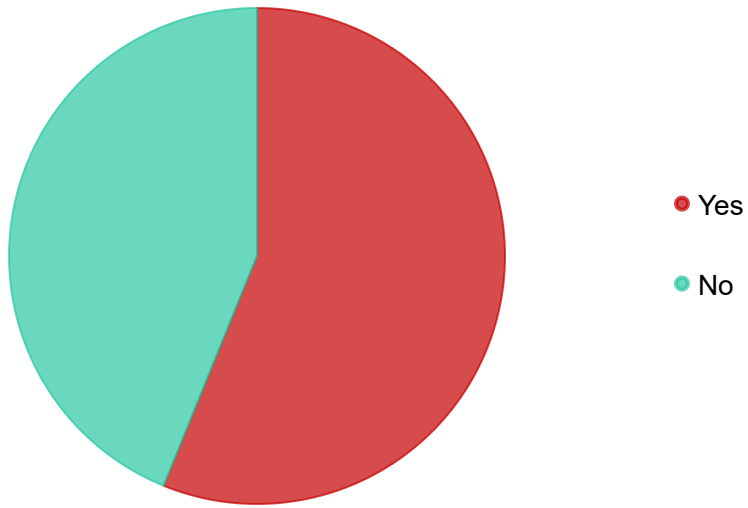
## Other

The word cloud requires at least 20 answers to show.

Response	Count
Walking trails	1
Walking Columbia's trails & Kayaking on the lakes.	1
Special events, religious services, community volunteering	1
Socialize with friends and neighbors	1
Running by	1
Playing sports	1
Neighbors!	1
LakeFest, walking the Columbia lakes	1
festivals & concerts	1
family and friends in/nearby	1
Donate blood here	1
Coaching and playing sports.	1
Bain Center	1
Arts events	1

Answered: 14 Skipped: 385

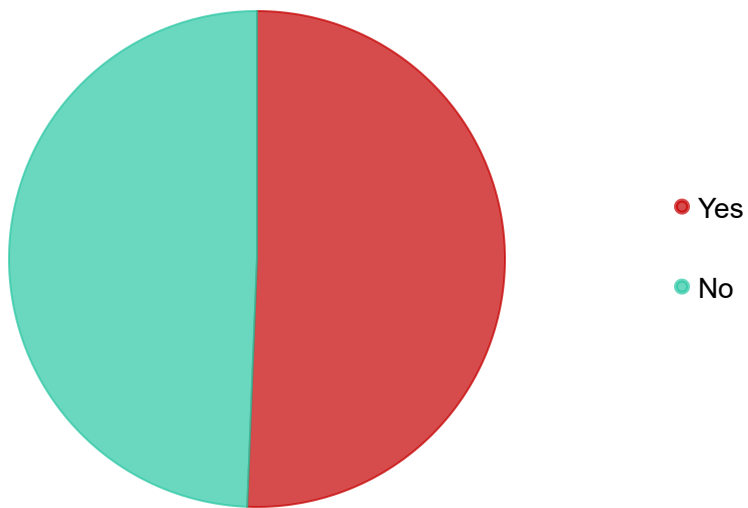
**Q2: Are you aware that the predominant zoning for the majority of Columbia is within the New Town Zoning District- in Columbia is New Town Zoning?**



Answers	Count	Percentage
Yes	224	56.14%
No	175	43.86%

Answered: 399 Skipped: 0

**Q3. Are you aware that New Town Zoning functions differently than the traditional zoning within Howard County?**

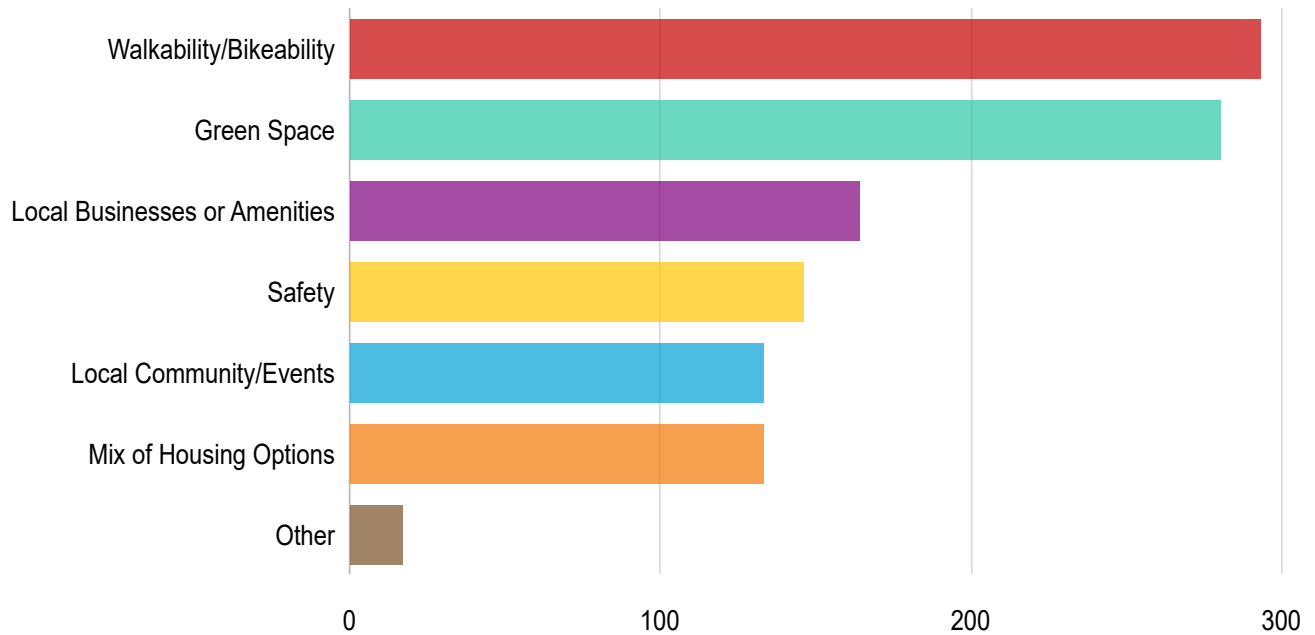


Answers	Count	Percentage
Yes	202	50.63%
No	197	49.37%

Answered: 399 Skipped: 0

### Community Needs and Development Preferences

#### Q4: What are the top three things you like about New Town Columbia? (Select up to three)



Answers	Count	Percentage
Walkability/Bikeability	293	73.43%
Green Space	280	70.18%
Local Businesses or Amenities	164	41.1%
Safety	146	36.59%
Local Community/Events	133	33.33%
Mix of Housing Options	133	33.33%

Other

17

4.26%

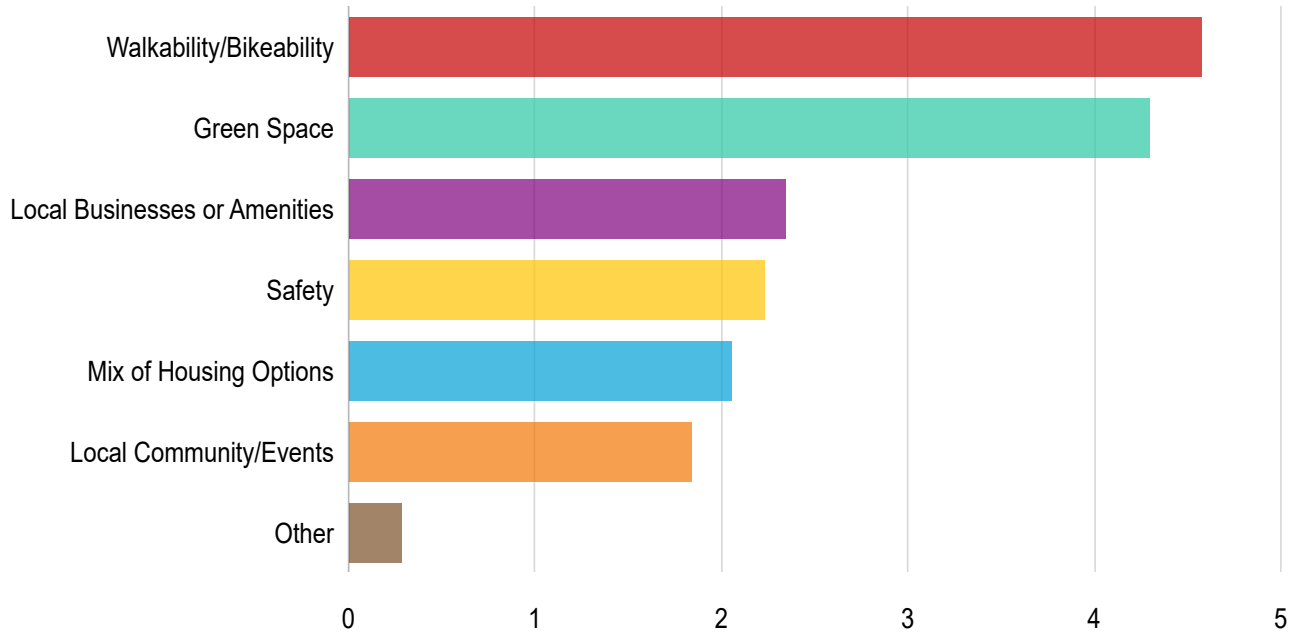
Answered: 399 Skipped: 0

## Other

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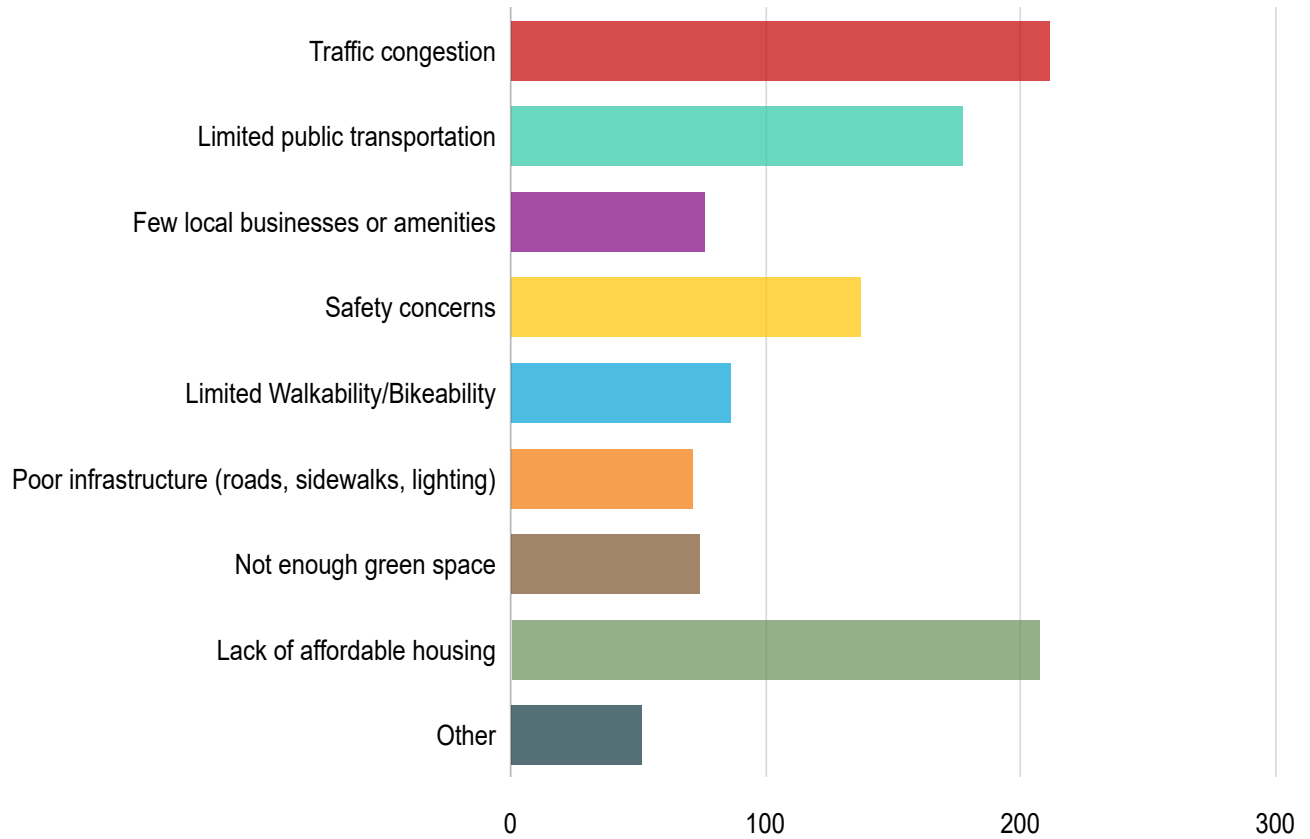
Response	Count
Relatively large number of long time residents	1
Protective, unchangeable zoning	1
Nothing	1
No above ground power lines, control of maintenance, colors, etc.	1
Mass Transit	1
Long-term planning of development	1
I don't agree that Columbia needs to be redeveloped	1
Helped guide zoning for rest of the county. Good when began, but why does it need to be different from thr rest of the county zoning now?	1
Handicapped safety and access	1
Diversity, pathways, safety	1
diversity	1
Convenient to my work	1
Convenience. Most of the things I need/want are within a 20 minute drive.	1
control of density and the coverts	1
Close to work	1
affordable homes for 55+	1
50+ Centers	1

Please rank your top three



Rank	Answers	1	2	3	4	5	Average score		
1	Walkability/Bikeability	31.08% 124	27.82% 111	14.54% 58	0% 0	0% 0	0%	4.57 0	0%
2	Green Space	22.31% 89	33.83% 135	14.04% 56	0% 0	0% 0		4.29	
3	Local Businesses or Amenities	9.02% 36	10.53% 42	21.55% 86	0% 0	0% 0	0%	2.34 0	0%
4	Safety	15.54% 62	8.77% 35	12.28% 49	0% 0	0% 0		2.23	
5	Mix of Housing Options	14.54% 58	9.27% 37	9.52% 38	0% 0	0% 0	0%	2.05 0	0%
6	Local Community/Events	4.51% 18	7.77% 31	21.05% 84	0% 0	0% 0		1.83	

**Q5. What do you see as the top three challenges in New Town Columbia? (Select up to three)**



Answers	Count	Percentage
Traffic congestion	211	52.88%
Limited public transportation	177	44.36%
Few local businesses or amenities	76	19.05%
Safety concerns	137	34.34%
Limited Walkability/Bikeability	86	21.55%
Poor infrastructure (roads, sidewalks, lighting)	71	17.79%
Not enough green space	74	18.55%
Lack of affordable housing	207	51.88%
Other	51	12.78%



Too much affordable housing and it's unintended consequences	1
the process for a homeowner to make a small change to build a deck or addition is cumbersome	1
suburban sprawl	1
Section 8 housing limited to a few spots/scjhoods and caving in to the rich who don't care about equality.	1
Schools and support services	1
School crowding	1
School and hospital overcrowding	1
Risk of losing the magic of this place through non-walkable or not sufficiently dense development.	1
Qualified persons to oversee the NT process and regulations	1
Poverty	1
Politicians messing with neighborhood schools/overcrowding	1
Political motivation. Build something to start and build the plane as we go. Cities across the globe werent built in a master plan and we shouldnt be either. Trends change, society changes. Start the construction and learn as we go	1
Not enough parking, school overcrowding	1
Not enough condominium unites in downtown for owners to build a sense of community. The high rent prices continue a churn of new people in all of the rental buildings.	1
no local media	1
Most homes are not "Age Friendly /Accessible to accommodate an older population	1
More economic development needed	1
Land developers interests in higher-rise dwellings and businesses.	1
Lack of housing that's affordable (not necessarily "affordable housing")	1
Lack of clarity in governance	1
Lack of buildable land.	1

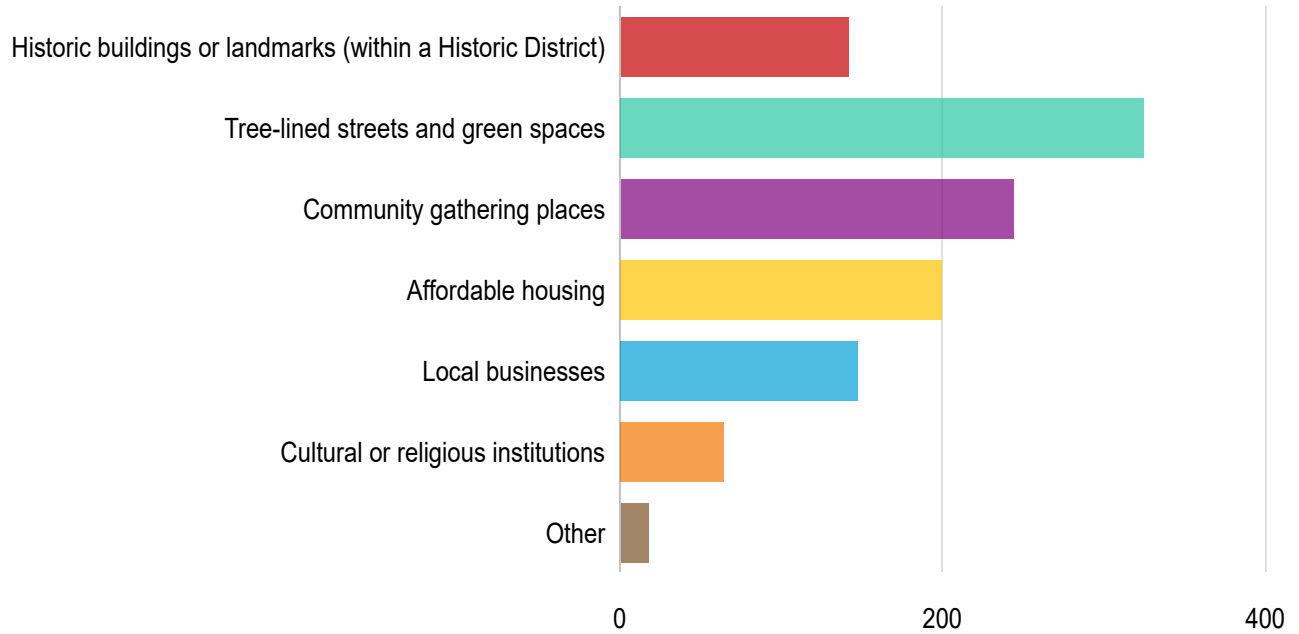
Lack of +55 homes as compared to rental units	1
Insufficient sustainable building	1
I don't know	1
How to get the rest of Howard County to continue to pay for more amenities and better services in Columbia than the rest of the county receives.	1
Housing density leads to overcapacity in local schools, and the school district never has enough funding to build more schools!	1
Hospital can't support the demand, population size it serves. A 12 hour emergency wait to be seen is typical.	1
Grace pollution	1
Getting worn. Needs updating	1
Free spaces for youth to gather safely and productively	1
Empty stores/offices at the village centers. Maybe the rents are too high. Empty storefronts will minimize use which in turn will create slum-like look.	1
eco system services	1
displacement of long time residents and generations of columbia from lack of housing supply. A mix of housing types, including duplexes and missing middle housing, should be allowed in all columbia neighborhoods.	1
covenants that restrict development and create possibility of blight and outdated buildings and uses	1
concentration of low income housing without adequate supports that directly impacts schools and disparities (and perceptions) between schools	1
Clear and robust governance	1
Building density with associated removal of trees and green space	1
Aging in place options	1
Aging housing stock	1
Affordability	1



Answered: 399 Skipped: 0

## Values and Priorities

### Q6: What features of New Town Columbia should be protected for the future? (select up to three)



Answers	Count	Percentage
Historic buildings or landmarks (within a Historic District)	141	35.34%
Tree-lined streets and green spaces	324	81.2%
Community gathering places	243	60.9%
Affordable housing	199	49.87%
Local businesses	147	36.84%
Cultural or religious institutions	64	16.04%
Other	17	4.26%

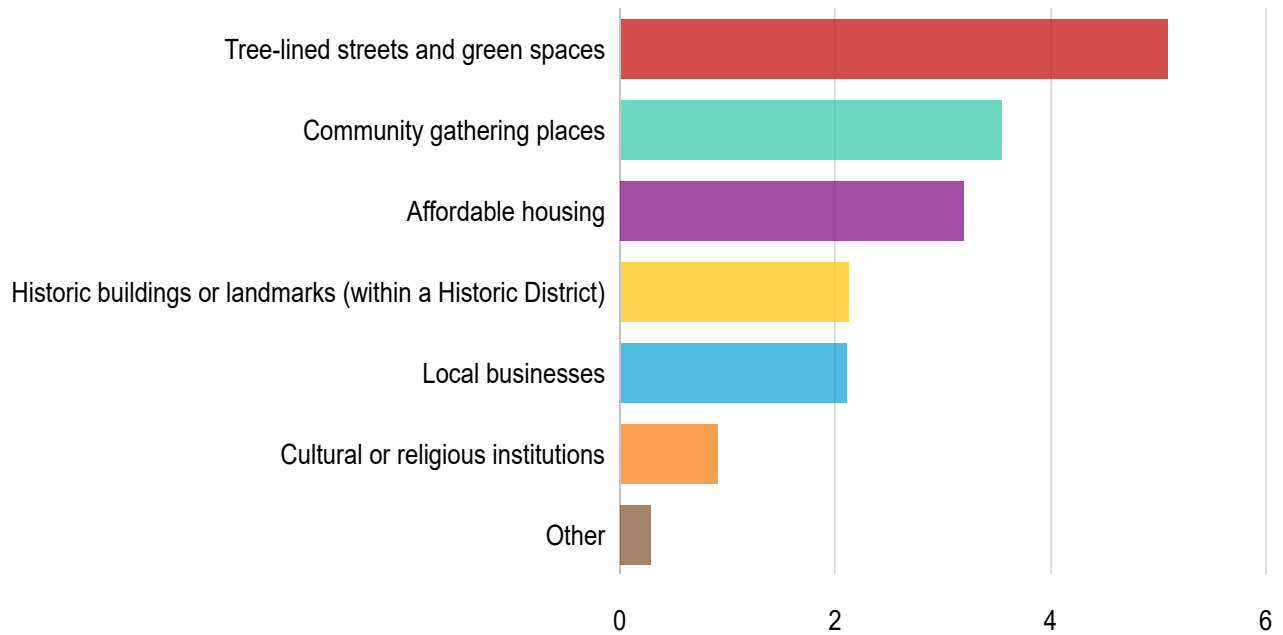
Answered: 399 Skipped: 0

## Other

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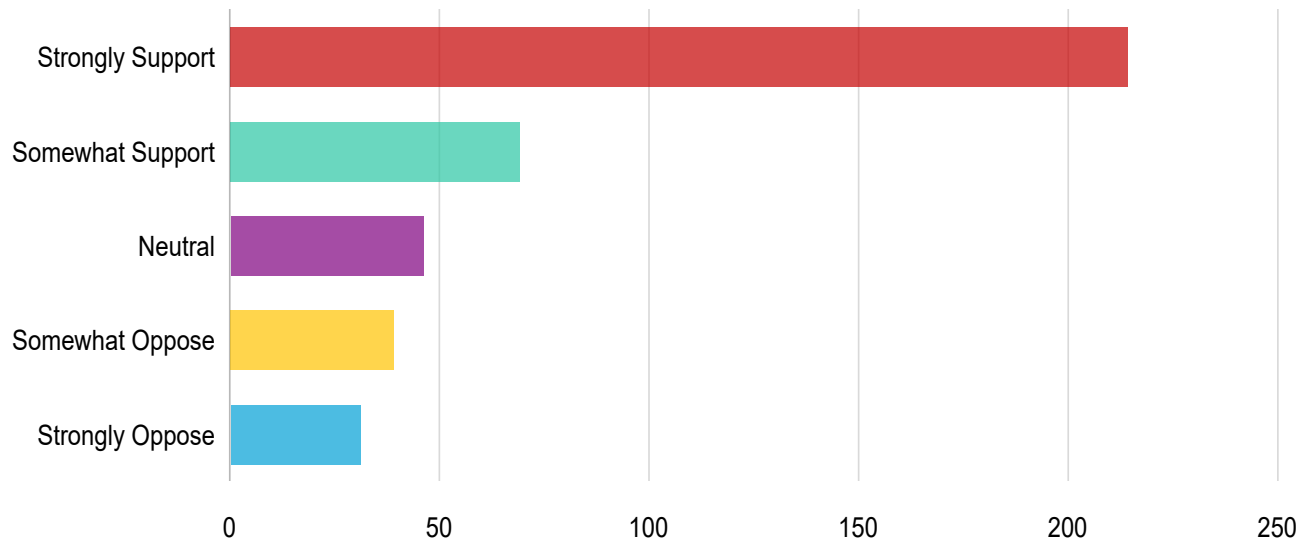
Response	Count
Walking paths	1
walkability and bikability	1
The ten villages do not have equal percentages of low income thus WL and OM, with higher percentages create inequality. Why did that happen. Fix it.	1
Protect undeveloped areas to preserve the environment.	1
preservation of a variety of housing types at a variety of price points. We are allowing Columbia to become a wealthy enclave instead of a vibrant, integrated community.	1
Please stop concentrating poverty in Columbia	1
Open space ratios as required under Newtown zoning	1
mix of housing types and options	1
It is being close-minded that any of this is considered for not being protected.	1
eco system services	1
Dont increase density there without increasing in the rest of the county.	1
development of Town center	1
Density should remain at 2.5 units per acre.	1
Covenants and Land Use Ratios	1
CA Pathways and Trails	1
Access to the Downtown Columbia Lakefront for arts and culture events on the New Lakefront Stage. Construction projects at Sterrett Place and Wincopin Circle could eliminate parking and infrastructure space for large community arts events.	1
:Mowed lawn in open space for recreation.	1

Please rank your top three



Rank	Answers	1	2	3	4	5	Average score		
1	Tree-lined streets and green spaces	39.1% 156	23.81% 95	18.3% 73	0% 0	0% 0	0% 0	5.08 0	0% 0
2	Community gathering places	11.53% 46	25.81% 103	23.56% 94	0% 0	0% 0		3.53	
3	Affordable housing	29.57% 118	10.28% 41	10.03% 40	0% 0	0% 0	0% 0	3.19 0	0% 0
4	Historic buildings or landmarks (within a Historic District)	8.27% 33	18.05% 72	9.02% 36	0% 0	0% 0		2.11	
5	Local businesses	5.76% 23	14.04% 56	17.04% 68	0% 0	0% 0	0% 0	2.10 0	0% 0
6	Cultural or religious institutions	2.76% 11	4.01% 16	9.27% 37	0% 0	0% 0		0.90	

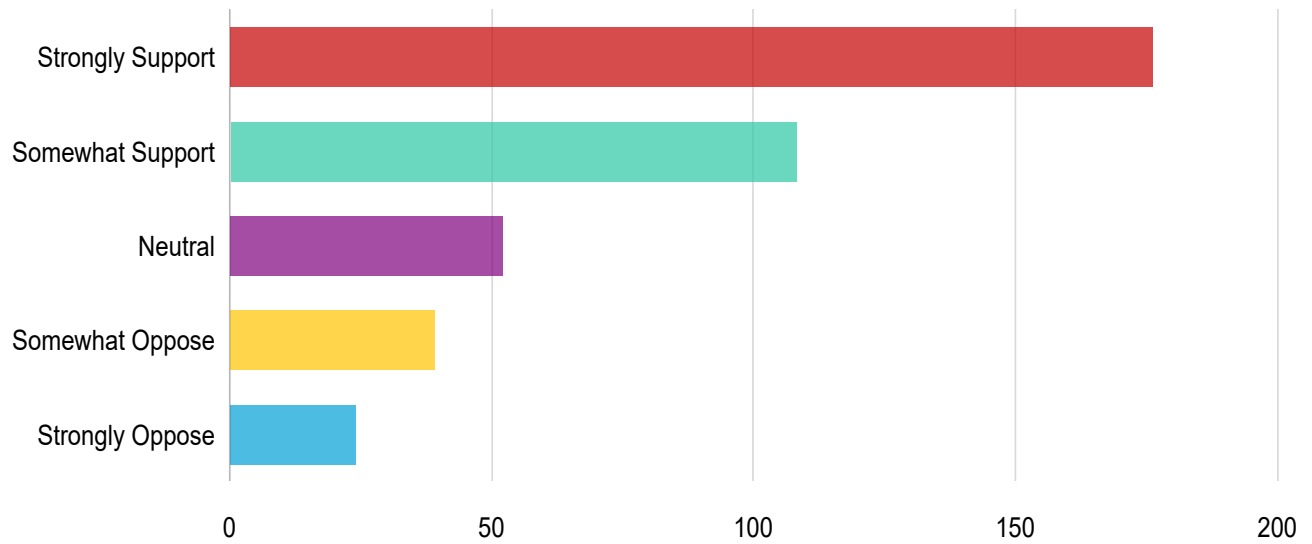
**Q7: The most recently adopted County General Plan (2023) supports providing more housing options around the County, including Columbia. How do you feel about allowing more affordable housing?**



Answers	Count	Percentage
Strongly Support	214	53.63%
Somewhat Support	69	17.29%
Neutral	46	11.53%
Somewhat Oppose	39	9.77%
Strongly Oppose	31	7.77%

Answered: 399 Skipped: 0

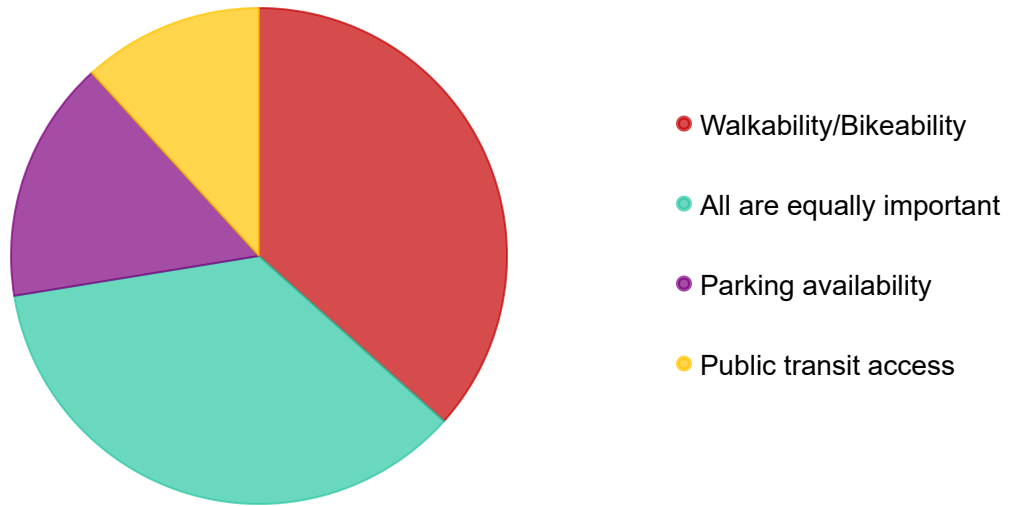
**Q8. The most recently adopted County General Plan (2023) supports mixed-use development in corridors and activity centers, including Downtown Columbia, Village Centers, and along Snowden River Parkway. How do you feel about incorporating mixed-use development in these areas?**



Answers	Count	Percentage
Strongly Support	176	44.11%
Somewhat Support	108	27.07%
Neutral	52	13.03%
Somewhat Oppose	39	9.77%
Strongly Oppose	24	6.02%

Answered: 399 Skipped: 0

**Q9: Which is most important to you? Select one.**

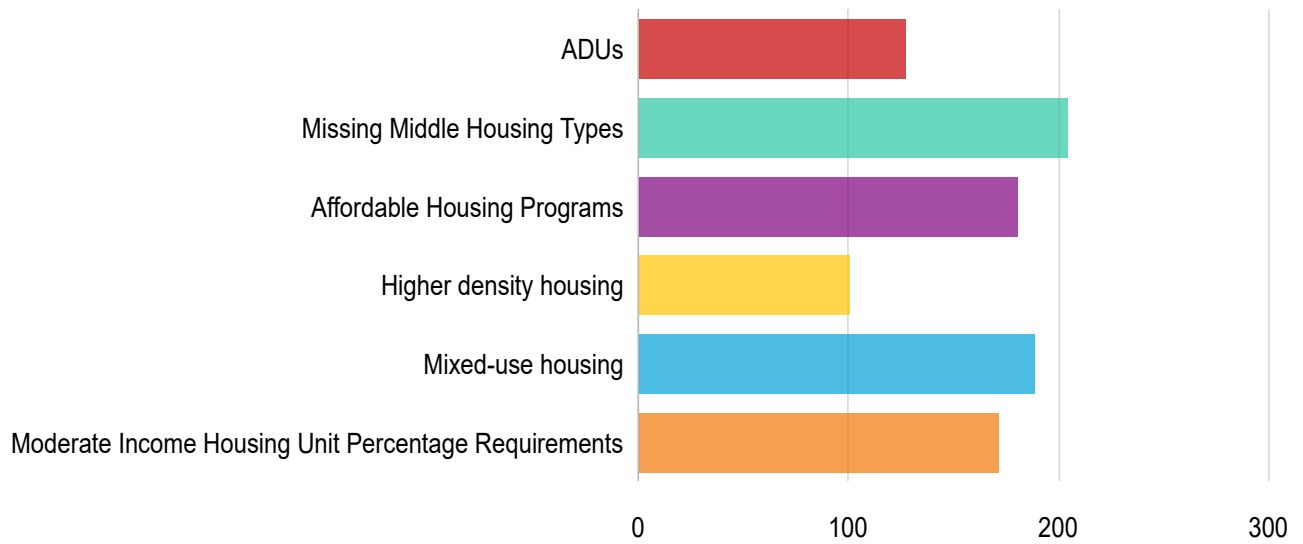


Answers	Count	Percentage
Walkability/Bikeability	146	36.59%
All are equally important	143	35.84%
Parking availability	63	15.79%
Public transit access	47	11.78%

Answered: 399 Skipped: 0

### Impacts and Concerns

**Q10: What are possible ways you see housing affordability in New Town Columbia being improved through zoning changes?**



Answers	Count	Percentage
ADUs	127	31.83%
Missing Middle Housing Types	204	51.13%
Affordable Housing Programs	180	45.11%
Higher density housing	100	25.06%
Mixed-use housing	188	47.12%
Moderate Income Housing Unit Percentage Requirements	171	42.86%

Answered: 399 Skipped: 0

**Q11: Are there parts of New Town Columbia that you think would benefit from redevelopment in particular?**



Response	Count
Village centers	11
Long Reach Village Center	7
Long Reach	4
Columbia Gateway	3
The mall	2
Gateway	2
x	1
Wilde Lake, Oakland Mills	1
Wilde Lake and Long Reach village areas	1
Wilde Lake	1
West Columbia needs more transit access and more affordable housing. It's all too concentrated in East Columbia and the excuse has always been that there's not good transit. I want more affordable housing -- but it needs to be mixed in, not concentrated!	1
We need to rethink our commercial (village) centers that are dying due to increased competition. We need to be careful in balancing quality of life with redevelopment though. We need a holistic view to what we decided to do.	1
Village centers; older apartment/condo communities	1
Village Centers, vacant or underutilized office parks	1
Village Centers, Dobbin, Gateway	1
village centers, big box shopping centers, single story flex-space areas	1
village centers!	1
Village Centers with generic tenants, architecture and high vacancies. Outdated rundown townhome, condo and apartment complexes.	1
Village centers should all be denser (like around the Mall / Wilde Lake)	1

Village Centers in Oakland Mills, Owen Brown and Long Reach, and the Gateway Center	1
Village and Neighborhood Centers are easy focal points for redevelopment	1
Village and neighborhood centers	1
vicinity of Oakland Mills Village Center	1
Updating village centers	1
Unused/vacant office space repurposed for low income housing like other major cities	1
Underutilized village centers	1
town center	1
The village centers, especially Harper's Choice, Hickory Ridge, Owen Brown and Oakland Mills	1
The village centers since they are somewhat outdated now	1
The mall. It should be a combination of housing, shopping, restaurants and entertainment with parking that does not sprawl	1
The mall.	1
The Lakefront! Needs to be more vibrant- natural epicenter of the community. Mall should be re-imagined!	1
The huge empty parking lot behind the gas station, and the adjacent low rise office buildings.	1
The area around Whole Foods - so car-focused!	1
Terrible apartments near 175 / Columbia Rd. Similar problem with apartments by library, Oakland Mills area and more. All this poorly maintained, cheap housing brings crime and more voucher holders and then more crime.	1
Surrounding Columbias village centers	1
Stephen's Forest , most Village Centers	1
some of our village centers	1
Snowden River Parkway, Route 175	1
Single-floor, underutilized office parks, Village Centers, Downtown Columbia	1

Several of the Village centers, such as Long Reach, Hickory Ridge andHarper's Choice	1
Route1 Corridor/Long Reach/Gateway	1
river's edge	1
River Hill, Dorsey Search	1
River hill should have apartments and a mixed housing community like all of the other villages	1
RePurpose unused/under-used buildings. Stop building new ones.	1
Recapitalize the mall as mixed use and residential	1
Public transit as there is no access to that either except either Baltimore or DC	1
Phelps Luck, Longfellow, Bryant Woods, Gateway	1
Phelps luck	1
Owen Brown Village Center	1
One-story buildings on Hickory Ridge Road south of hospital could be redeveloped to multi-story.	1
OM and WL; need more people traffic in downtown	1
Older villages on East Side	1
Older villages and schools	1
Older villages and older village centers	1
Older villages - Wilde Lake, Oakland Mills, Long Reach, Harpers Choice	1
Older villages	1
Older village shopping centers	1
Older village centers	1
Older neighborhoods, village centers	1
Older centers	1
Older apartment complexes in Harper's Choice	1

Older Apartment Complexes	1
Oakland Mills, Long Reach, Harpers Choice, River Hill (there's no affordable housing there)	1
Oakland Mills, Harper's Choice, Fairway Hills, Columbia Mall, Village Centers	1
Oakland Mills Village Center	1
Oakland Mills Town Center	1
Oakland Mills and Owen Brown	1
Oakland mills	1
Maryland	1
Mall, village centers	1
Mall	1
Long Teach Village	1
Long Reach, Thunder Hill, Hickory Ridge	1
Long reach, oakland mills	1
Long Reach, Hickory Ridge	1
Long Reach Village Center. Oakland Mills Village Center.	1
Long Reach Village Center, Snowden River strip malls and huge parking lots	1
Long Reach Village Center, Oakland Mills Village Center, Wilde Lake Villaage Center	1
Long Reach Village Center, Merriweather (continue as planned), areas adjacent to Gateway	1
Long Reach Village Center, Columbia Gateway	1
Lakefront, Mall (remove parking), and Wilde Lake Village Center	1
Industrial parks	1
Hickory Ridge Village Center, Lakefront North, Gateway,	1
Hickory Ridge Village Center, but we don't need additional expensive rental units.	1

Hickory ridge village	1
Hickory Ridge and Harpers Choice Village Centers	1
Harper's Choice and Long Reach	1
Harpers Choice	1
Glen Meadows area.	1
Gateway. Snowden Corridor	1
Gateway, Snowden River, Route 1	1
Existing garden apartments in almost every village	1
Empty area on Sterrett place	1
East side & the Mall	1
Downtown Columbia	1
downtown	1
Connection of Oakland Mills village center to downtown Columbia. Separated by a highway.	1
Columbia has a lot of previously called Section 8 housing. I would like these neighborhoods to become more mixed use housing including missing middle housing..	1
Columbia gateway and Failing Village centers	1
Clarksville shold not be jusr for the affluent.	1
Changing commercial buildings to housing	1
Ceder Lane and freetown road	1
Broken land parkway? gateway business area.	1
As agreed upon, selected areas already and add as needed	1
Areas with abandoned or decaying businesses or homes that can be reclaimed before breaking ground on pristine land. (This is happening on Cedar Lane. Well done)	1
Áreas close to the mall, Banneker area	1

Area between Mall and Lake, Sterrett Place, Long Reach Village Center	1
Anywhere around Snowdon Parkway where it's too car-centric with big box stores.	1
all village centers would benefit from redevelopment, and all neighborhoods would benefit from ADUs, missing middle, and more inclusive housing options.	1
All village centers should be modernized to attract more/better businesses and to include mixed-income housing. Priorities: Long Reach, Kings Contrivance, Hickory Ridge, Oakland Mills, Owen Brown	1
All village centers	1
All Town Centers	1
All of the strip mall/shopping centers. They need wide sidewalks, bike lanes leading to them, and better overall incorporation into non-car travel. More bike racks. Stop making tiny pockets of neighborhoods that are surrounded by car-only infrastructure.	1
All of it. Please start development.	1
All of Columbia should be much more dense	1
All of Columbia	1
All	1
Aging condo and townhouse developments in the villages	1

Answered: 143 Skipped: 256

**Q12: Are there parts of New Town Columbia you think should not be redeveloped / should remain as they are today? Select one.**



<b>Response</b>	<b>Count</b>
Village centers	4
open space	4
Green Spaces	4
Town Center	3
Green space	3
Symphony Woods	2
Parks	2
Mall Area	2
Wildlake	1
Wilde Lake village, most single-family home neighborhoods	1
Wilde Lake Village center is great.	1
Wilde Lake and Oakland Mills	1
Wilde Lake and Lakefront at Lake Kitt	1
Wilde Lake and Lake Kit	1
wilde lake	1
We need to ensure there is green space around development, and not just sidewalk strips and flower beds.	1
Village centers. Encourage small businesses to come back to the villages	1
Town Center, Kings Contrivance	1
Town Center, by the lake	1
town center is already overcrowded and more housing is not the answer.	1
Town center already is over crowded. if we add more housing, more traffic it will lose the reasons i moved here.	1

Town Center (Downtown especially) already has enough planned units to be built, so we don't need more. Better to repurpose the buildings that are already standing to include multipurpose use.	1
The two lakes with the parks around them	1
The parks, walking trails, and current open spaces	1
the mall - leave it alone, please.	1
The lakes	1
The Lake Kitt Lake Front , area around the Lake in Wilde Lake, and around Lake Elkhorn	1
The Banneker firehouse is a historic property. We should not remove every piece of the original Columbia.	1
The areas around Wilde Lake and Lake Elkhorn. Should remain low-density, single family residences.	1
The area around the mall. Snowden River Pway north of 175.	1
The area around Lake Kittamaquandi	1
Symphony woods, green spaces and pathway systems	1
Stop building on green spaces	1
Some villages have plenty of mixed housing like Oakland Mills, Wilde Lake, and Harpers choice. River Hill does not have the variety that older villages have.	1
Snowden River Pkwy	1
Snowden River parkway	1
single family sections	1
See above	1
Scenic roadway areas	1
River Hill,	1
River Hill	1
Residential areas and open space	1
Reduction of green space to build mix-use development.	1

Please preserve our lakes	1
Pathways and green spaces would be ideal if they weren't encroached upon	1
Paths and lakes	1
open spaces near the lakes. Places managed by CA open space open space.	1
Open space, parks and paths	1
Open space owned and maintained by Columbia Association	1
Older residential areas with distinctive character.	1
Nothing if not done for the county as a whole. Why shouldn't the rest of the county have access to greater density and adds, etc.	1
Not jamming in more townhouses and apartments, build some single story detached homes for seniors in the price range of about \$500K.	1
No new multi-million dollar library.	1
no more medical buildings and stop the monster library	1
No more building at Lake Kit, downtown Columbia.	1
No ADU's within two miles of Downtown.	1
Much of the open/green space that currently exists	1
Most Village Centers (except for Long Reach), the Lakefront, existing neighborhoods of detached single-family homes	1
Most of the residential areas, although there are old garden apartments that could be rebuilt to add affordability.	1
Most of the local "lakes" already have much residential development around them. While some projects may need to be torn down and something else put in their place, I would not favor higher buildings or greatly increased density on their shores.	1
Most of it	1
Most of Columbia was built this way on purpose and should not become a busy city	1

Most areas of NT already developed with privately-owned housing on residential streets so redevelopment of that is up to property owners. There should be more flexibility to add ADUs	1
Merriweather, open spaces, pathways	1
merriweather	1
Maintain green space around merriwether. It has been greatly reduced over the past few years.	1
low density neighborhoods	1
Limit amount of housing & business ... do we really need coffee shop/fast food at every corner.	1
Lakeside areas	1
Lakes and green spaces and multi-use trails	1
Lakefront areas	1
Lakefront and its pathway should be preserved	1
lakefront	1
Lake Kid	1
Lake area	1
Keep the lake and enhance adjacent lake-oriented amenities.	1
Keep natural woods and habitats!	1
I think Town Center is good as it is.	1
I really like where I live. Good mix of outdoors and buildings	1
I do not want low- or middle-density areas to be "redeveloped" in order to create more density or more commercial use.	1
Huntington East is such a confined area that there's little room for additional housing.	1
Hobbits Glen, where newer businesses just went in	1
Hickory Ridge Village Center. Do not turn this into another Wilde Lake. Do not have schools or traffic controls to support.	1
Hickory Ridge village center area. Would like to see businesses come back that were driven away	1

Hickory Ridge Village Center	1
Hickory Ridge already has a wide variety of housing types: Section 8, apartments, town houses, single family. Leave it alone now. It is becoming overly congested with hospital, community, college, high density housing. Develop elsewhere.	1
Harpers Choice	1
Hard to say. Only in the area for 2 years but don't just build on small plots such as done on corner of Cedar Ln and Freetown Rd.	1
green spaces, trails.	1
Green spaces around the lakes need to be preserved. It has been incredibly sad and disappointed seeing all the green spaces destroyed and replaced by tall buildings around merriweather. I'd hate to see that happen to other green spaces.	1
Green spaces and bike pathway systems	1
green space/open space; changing housing zoning from single to multiple unit homes	1
Green space.	1
Green space should remain green space.	1
Green Space and walking trails	1
Green Space / Walking trails	1
Frontage on lakes	1
Existing village residential	1
Existing residential streets.	1
Existing open and green spaces.	1
existing green spaces	1
Excess parking, Older Lake House units	1
Everywhere is becoming too developed!	1
Established neighborhoods.	1

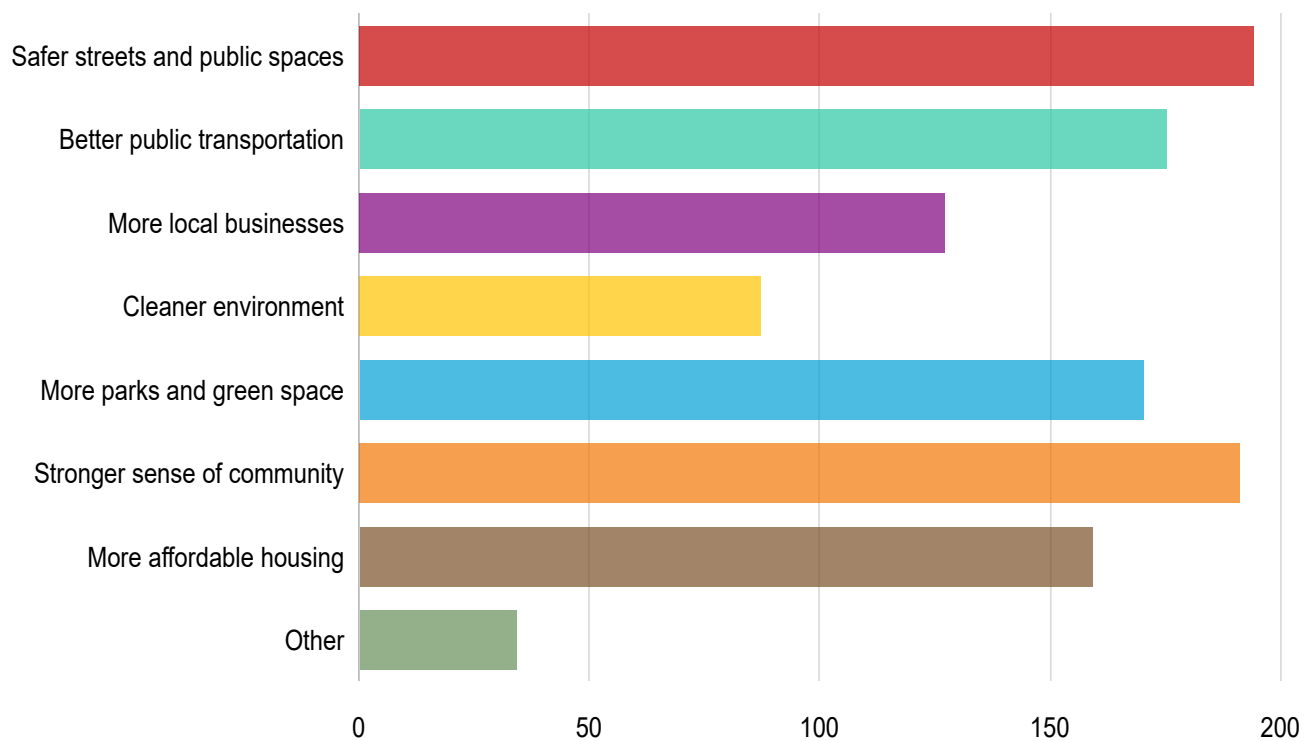
Entire parcel. Put effort into making the existing community work as planned.	1
downtown, WL	1
Downtown lakefront	1
Downtown is becoming increasingly congested. Improve transportation congestion and provide interconnected public transportation	1
Downtown	1
Dorsey's Search, River Hill, Town Center	1
Developed residential areas like my neighborhood	1
current residential housing areas and green spaces - do not take away green space!	1
Current green spaces	1
Colorburst park is amazing	1
Clemens crossing. Kings contrivance	1
Certain green spaces and open spaces	1
Bike paths, open space, neighborhoods with mix of housing types, lakes,	1
Banneker Fire Station Historic Bldg. (1st Fire Station & Gehry Architecture)	1
Around the lakes	1
Around Lake Kitamaquandi	1
Areas near existing homes	1
Areas around lakes and ponds such as Lake Elkhorn, Sewell Pond, Jackson Pond and Wilde Lake	1
Areas around lakes and parks	1
Anything that is privately owned	1
Anything around Middle Patuxent Environmental Area	1
Any open space should be kept as open space	1
Any of the lake areas	1

Along the lakes' and its surrounding woodlands. Ezisting woodlots greater than a few acres. Woodlands that provide connected corridors for wildlife and attracting birds.	1
All the areas where poverty is already concentrated	1
All of them	1
All of the lakes, existing bike lanes, multi-use paths.	1
All of NT zoned property.	1
All of it. Columbia should not allow the development of unbroken ground, village centers, or forests and floodplains/riparian zones	1
All	1

Answered: 150 Skipped: 249

### Vision for the Future

**Q13: Imagine the New Town Zoning District area 20 years from now, what would make it feel like a better place to live? Select up to three.**



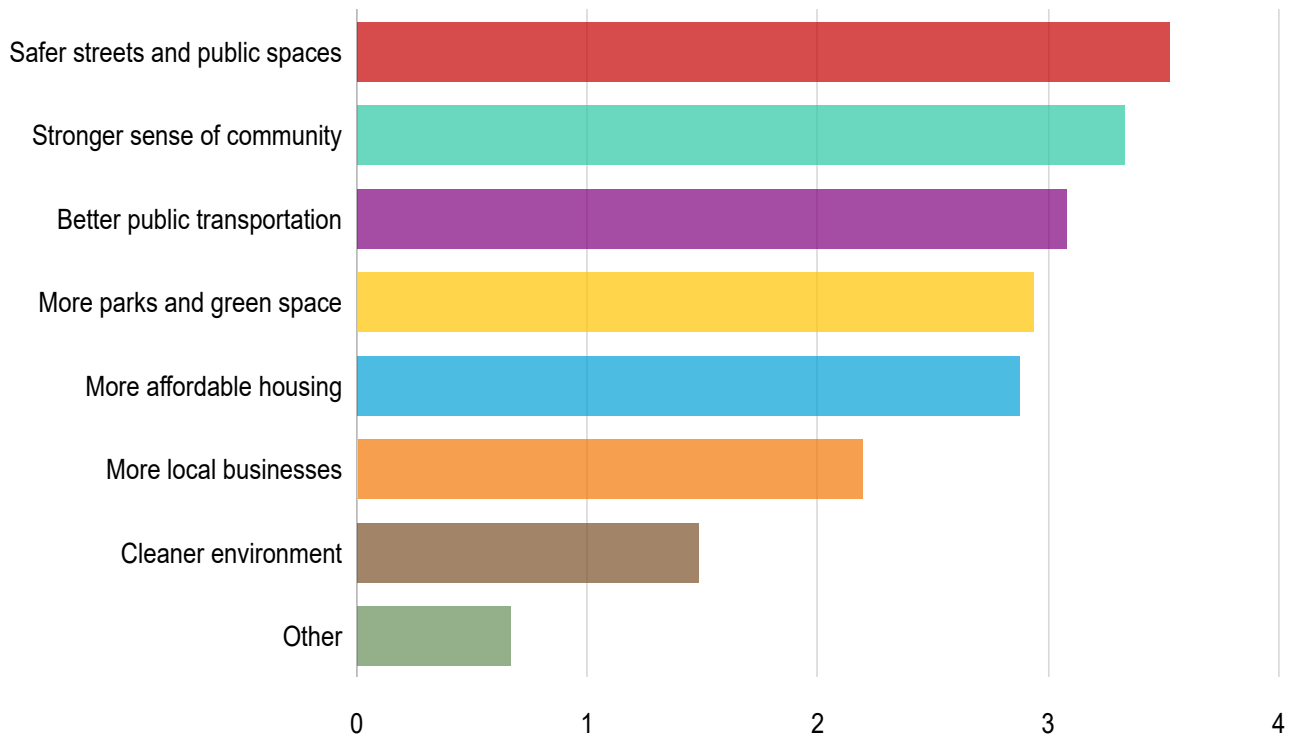


The downtown architecture has no sense of cohesiveness. Recommend that every building, existing and new, be required to integrate a sense of the people tree either physical or art form. Recommend that the people tree logo be turned over to CA.	1
Single story detached houses for seniors that are in the \$500K price range	1
senior friendly environments with housing and shopping close and ADA accessible	1
Schools appropriately sized for the population with an adequate budget to maintain programing without the BOE playing funding games and cutting programs and staff every year.	1
Robust governance	1
redevelopment of town center	1
Preserve the socioeconomic and racial integration that first made columbia a success.	1
More things to do for kids	1
More housing that's affordable	1
More economic development	1
more eco system services	1
more density	1
Mixture of land uses, namely commercial and residential, in closer proximity to each other.	1
mixed use housing with stores below and housing above	1
Make Columbia a City. It is easier than everyone thinks and would result in more benefits and cost savings to residents.	1
Less tall apartment complexes and business buildings	1
Less people, stop increasing taxes every year	1
Housing for the disabled	1
Higher density—more apartments and mixed-use housing	1
Higher density in the villages	1
Fewer new rentals and more purchasable housing	1

Fewer concentrations of poverty	1
Exercise good stewardship to protect our green space preservation for generations to enjoy. Build affordable housing to own than high rise rental apartments as you are proposing.	1
DC Metro Train Station near Rt1	1
Connectivity for pedestrians and cyclists,	1
Connected sidewalks and bike paths	1
Completing Downtown	1
Better mix of housing types and options	1
Being able to keep my home once retired. I'm concerned the taxes and expenses will be too high.	1
Another hospital.	1
Affordable 55+ housing	1
55+ affordable housing developments	1
:More mowed lawn in open space.	1

Answered: 34 Skipped: 365

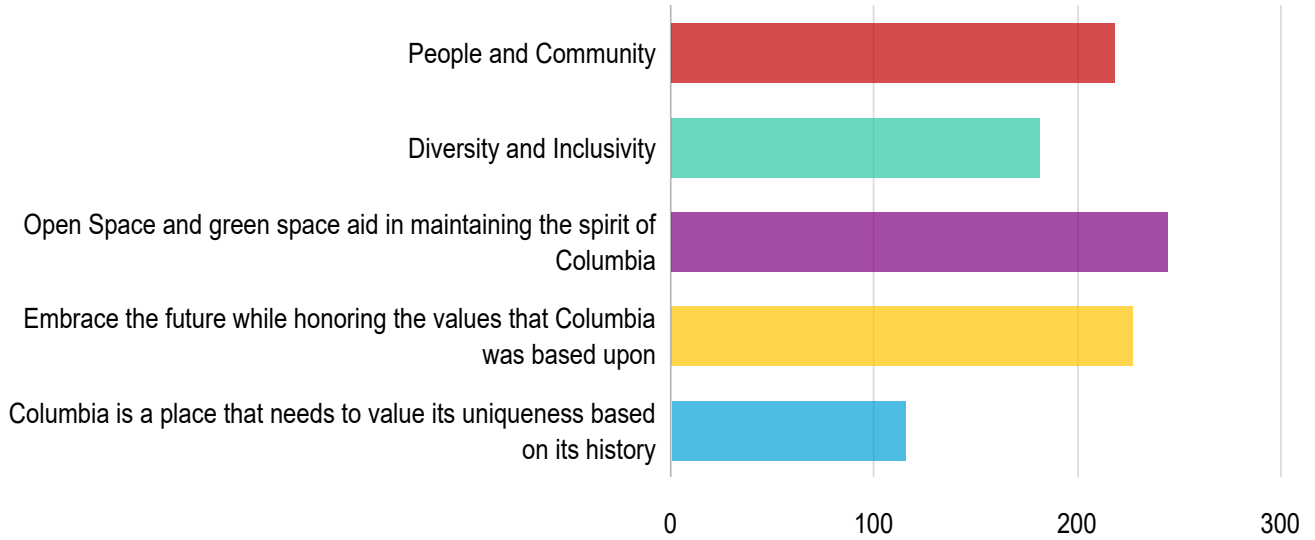
**Please rank your top three.**



Rank	Answers	1	2	3	4	5	Average score		
1	Safer streets and public spaces	23.56%	13.53%	11.53%	0%	0%	0%	3.52	0%
		94	54	46	0	0	0		0
2	Stronger sense of community	14.29%	17.04%	16.54%	0%	0%	0	3.33	
		57	68	66	0	0			
3	Better public transportation	12.78%	19.05%	12.03%	0%	0%	0%	3.08	0%
		51	76	48	0	0	0		0
4	More parks and green space	11.53%	14.54%	16.54%	0%	0%	0	2.93	
		46	58	66	0	0			
5	More affordable housing	19.3%	9.52%	11.03%	0%	0%	0%	2.87	0%
		77	38	44	0	0	0		0
6	More local businesses	7.77%	12.53%	11.53%	0%	0%	0	2.19	
		31	50	46	0	0			

Answered: 399 Skipped: 0

**Q14: Which phrases best identify your vision for the New Town Zoning District area 20 years from now? Select all that apply.**



Answers	Count	Percentage
People and Community	218	54.64%
Diversity and Inclusivity	181	45.36%
Open Space and green space aid in maintaining the spirit of Columbia	244	61.15%
Embrace the future while honoring the values that Columbia was based upon	227	56.89%
Columbia is a place that needs to value its uniqueness based on its history	115	28.82%

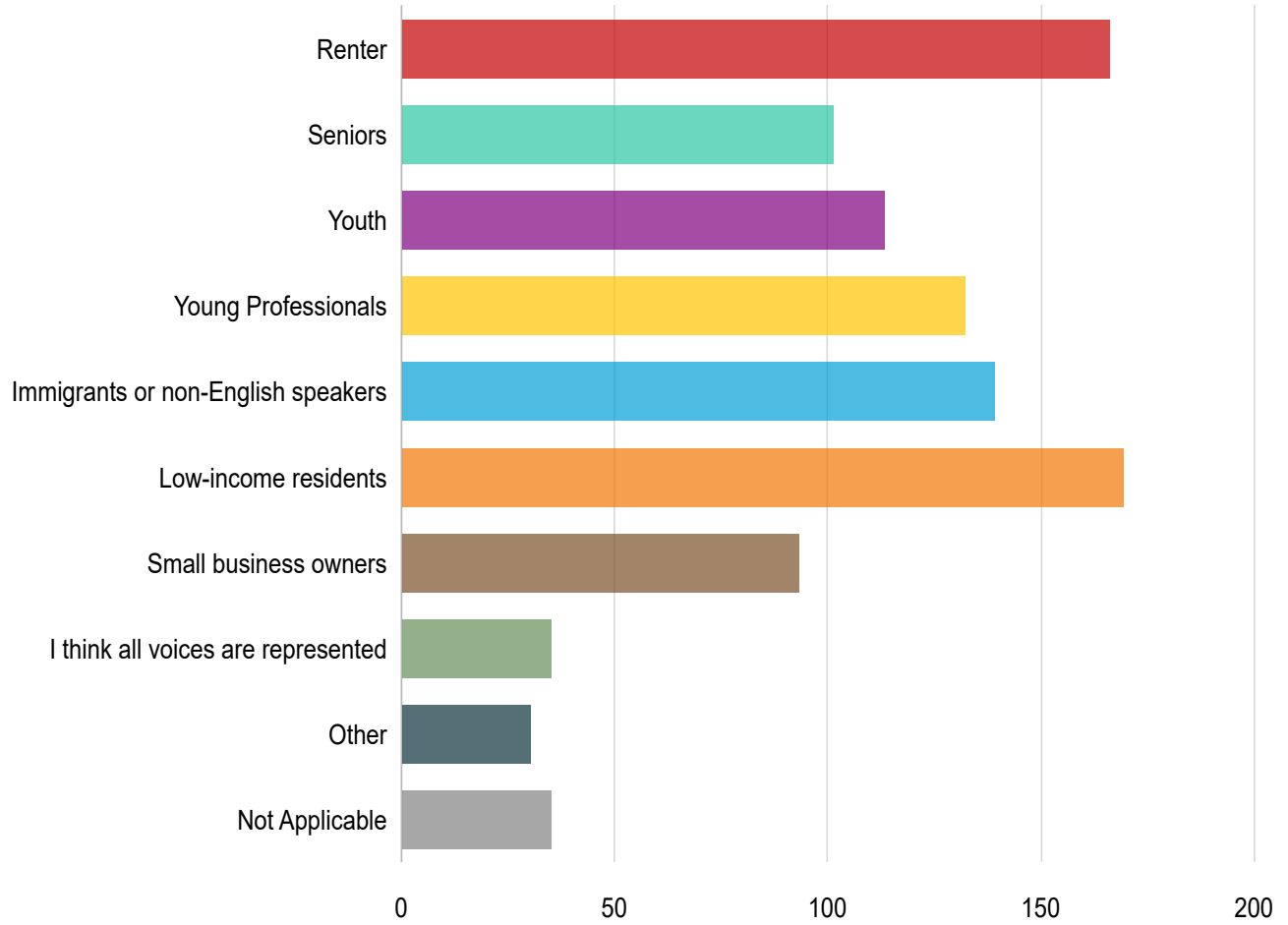
Answered: 399 Skipped: 0

### Other

There are no answers to this question yet.

### Additional Input

**Q15: Whose voices do you think are missing from zoning discussions? Select all that apply**



Answers	Count	Percentage
Renters	166	41.6%
Seniors	101	25.31%
Youth	113	28.32%
Young Professionals	132	33.08%
Immigrants or non-English speakers	139	34.84%
Low-income residents	169	42.36%
Small business owners	93	23.31%
I think all voices are represented	35	8.77%
Other	30	7.52%



Long time residents and people who helped create the concept of Columbia, is this what Rouse had in mind?	1
Long time residents	1
Long term home owners	1
LGBT community members	1
Idk	1
I really don't know as I am not part of this zoning discussion	1
I have no idea.	1
I don't know, but I strongly suspect Low Income Residents' voices are not as well heard as everyone else.	1
I don't know who does not or cannot participate. Find out.	1
I cannot say from this survey who has been seated at the table.	1
Howard County residents who don't live in Columbia. We pay and have no say.	1
Homeowners	1
HCPSS, parents in over crowded schools	1
Families with children	1
Environmentalists	1
Don't know	1
Developers outside of Columbia for feasibility and reality of outcomes that may result from proposals to change the code.	1
Busy families! The bread & butter of Columbia	1
Black/African Americans newer to the county (less than 15 years here)	1

Answered: 30 Skipped: 369

**Q15A: Do you have any suggestions for how we can best reach out to these groups?**



Use the 50 + centers	1
Use both social media and town hall discussions.	1
Update the village centers so they are relevant to this demographic. Cookie cutter aesthetic & chains are boring.	1
translators available to make immigrants' voices heard	1
Town halls and targeted group surveys	1
Town Hall meetings with young people during school hours in schools within the zoning boundaries. Reaching out to community leaders within low-income/non-English speaking communities. Town Halls in buildings/centers where young professionals are living.	1
Tour local businesses and have conversations. Record their feedback	1
Through village offices and local church/religious organizations	1
Through schools and HCC	1
Through HCC, property managers, employers	1
Talk to students at HCC	1
Take the message to them	1
Tabling/outreach at Columbia Association events	1
Stop concentrating poverty in the same places	1
Spread messaging via Howard Community College, high schools, and organizations that provide services to low-income residents (such as Columbia Community Cares)	1
Speak to users of Senior centers	1
Some Villages have renters mailing addresses. Work through Village managers who have more contacts.	1
Social media, senior centers, local organizations	1
Social media, boots on the ground (tables outside starbucks, etc to find out what people need), talk with HoCo workers (literally government employees, firefighters, teachers, etc to find out what they need...they cannot afford to live in this county)	1

social media that meets them where they are	1
Social media outreach may be helpful to engage younger people, multilingual advertising in buses might be useful for engaging lower-income and ESL residents.	1
Social media groups	1
Social Media Blast, WTOP	1
Social media and through public schools.	1
Social media & local business associations	1
Social media	1
Snail mail notifications	1
Seniors via the Senior Centers and local churches. Low Income via Social Workers or any school or interaction they would have with a landlord or other government entity.	1
Seniors are a hard group to reach Most do not travel at night only some use computers for any kind of digital connection	1
Send this survey out by all means possible including a direct mailing to every address and including it in water/sewer bills, advertise the survey on TV and the radio	1
Schools, multi-lingual emails	1
Schools - PTAs, health department, The Village in Howard County and 50+ Centers	1
Schedule a meeting	1
Renters and low-income residents is easy: Reach out at apartment complexes and through CAC who help with S8 rental assistance and other benefits. Young professionals: reach out on social media, like Reddit and Instagram.	1
reach out to PTAs and have them survey their members asking for their childs input	1
Reach out to colleges & chamber pf commerce	1
Public outreach. Community is important.	1
Provide free childcare at events	1
presentations in communities timed for participants schedules.	1

Physically going and knocking on doors, educating with items that residents can reach out to for comment	1
Perhaps working with area non-profits that serve low income residents	1
Pass out flyers to businesses around the area	1
Partnerships with churches like Union Church.	1
Partnerships	1
Participate in young professional networking events, attend Chamber of Commerce events, and touch base with immigration advocacy groups.	1
Paid focus groups targeting these individuals, with childcare options if not virtual events.	1
Outreach in native languages	1
Online/social media open-ended questions	1
Not at this time	1
NO	1
More property tax reduction to seniors with medium income as well as now income seniors	1
More press about this	1
More presentations explained in venues that seniors spend time at, libraries, senior centers, grocery stores.	1
More effective communication.	1
More aocial media campaigns	1
Monthly meeting at community centers & show in Howard County Tv. Discuss 1 topic paper 2 hir session...	1
Meetings on non work and school days	1
meetings at the village level	1
Meet with renters where they live. and have an event for younger people that will offer them something	1

Meet them where they are- social media, flyers, what's app, translators, library...	1
Meet them where they are and help people to understand the bigger picture	1
Meet them where they are - not sure exactly how though!	1
Meet them where they are - at the mall, houses of worship, at HCC, at housing complexes	1
Meet residents in public spaces	1
Make them stakeholders in the plan. When people have a stake in something they do and participate more. I am a small business owner. What are you doing to make me a stakeholder in these plans?	1
Make sure those who stand to make a large profit from new zoning don't drown out community voices. Remember who are the paid voices.	1
Mailing to nonprofits; ask HS student government to get involved; Have a few sessions at popular places just after work lets out.	1
Mailers, community meetings, respond to input with changes in plans	1
Mailers to the apartment buildings, signs in the around or within the apartment buildings. Recommend reaching out to the management to maybe have a community meeting.	1
Mailers	1
Mail surveys	1
Looking at the population of immigrants and non-English speaking to identify where they gather for their community and ensure documents in their native language are available at those places and on the website.	1
local government staff and electeds outreach in person, online and social media	1
local and national news outlets and groups like ULI (Urban Land Institute)	1
invite them to luncheons	1
In-person events, block party, discussion panels, rent parties, etc.	1
Include us in the planning	1
immigrant cultural associations, hold meetings at apartment complexes, go to local restaurants & bars	1
I think you just need to focus heavily on affordability even if that makes current residents unhappy	1

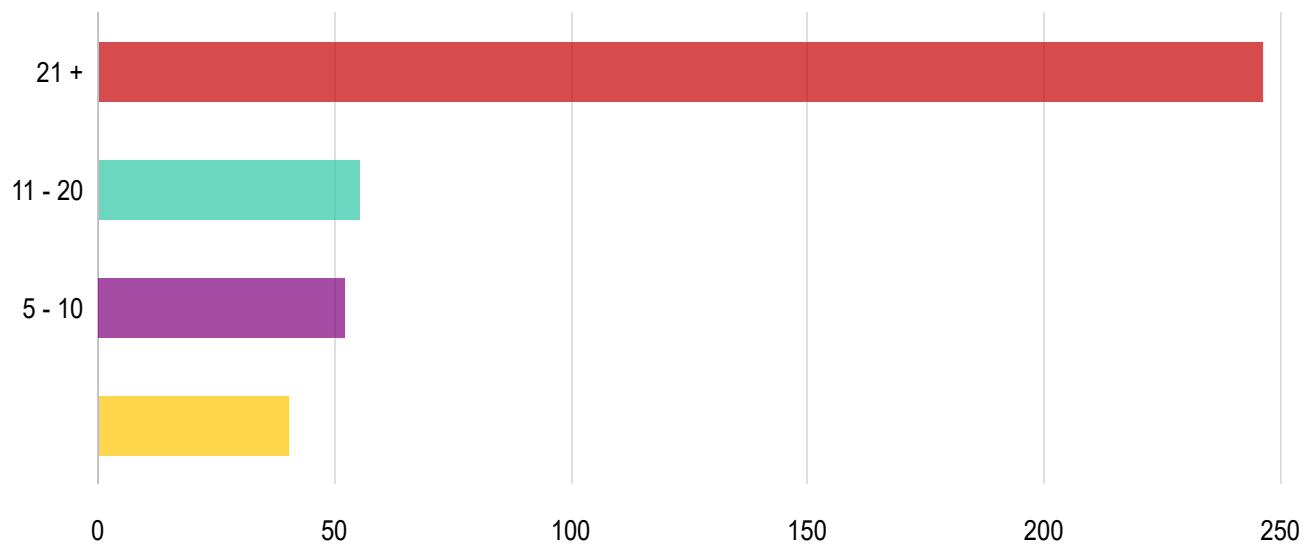
I don't have any good suggestions. But I think often input is heavily given by those who don't have work and obligations with small children.	1
I believe it is more an issue of businesses and development companies having an outsized voice in zoning discussions.	1
How to get the VC owners (ie Kimco) to achieve full occupancy.	1
Hold on site meetings not at George Howard	1
Hold events that allow for candid conversations	1
HOA groups	1
hcc, columbia md social group, omnihedral all have youth connections. You should reach out to daycares to hear from parents of young children. Ask APL , the hospital, school system, and other larger county employers to connect with their affinity groups	1
have representatives from your zoning group reach out specifically to groups who meet here like Interfaith Refugee Ministry, the HOCO biking group, etc.	1
Grab a clip board and go door to door	1
Go to where they live	1
Go to where they are. For instance, set up a table in apartment buildings	1
Go to them, meet in their communities, speak their language.	1
Go to them with trusted allies from each group. Please define terms like ADUs in a survey like this!	1
Go to their business and apts	1
Go to the various nearby apartment buildings and hold meetings rather than making them come to you	1
go to the Small business professional associations	1
Go to the apartment complexes. Go door to door.	1
Go to apartment communities, meet apartment managers and ask for their help, or go through existing agencies or nonprofits with connections to these communities.	1

Go into schools and ask the kids what they want to do in their free time. They need locations to go and play/spend time that don't require a car to get there, and are not expensive to be at. Low-income residents can be reached via door-to-door flyers.	1
Go back to reaching out to people by mail. Not just online.	1
Focus on the core of Columbia and communities. Many long time residents feel left out--much like the rest of the country. Realize there ARE conservatives in the county.	1
Farmers Markets and similar events	1
Explain why they should care, hold meetings virtually	1
Engage renters, non-English, and low-income residents in surveys, meetings, and discussions. I cannot speak for the latter two, but renters seem to have little say in improving rental life and perhaps building residents could build forums to raise issues.	1
Engage Columbia Social leaders, a community of over 1000 central MD young professionals who are 20s-30s	1
Engage better with local HOAs	1
Email them	1
Don't selectively listen to/cater to the affluent.	1
Do more in Spanish	1
Coordinate with apartment building management to advertise	1
contact the small business owners and get their input. they take a risk starting a business in Columbia and many have given up	1
Contact the groups who serve those populations and engage them in ways that work for them (for example, providing child care, translators, meals).	1
Connect and survey these businesses	1
Community meetings, webinars, perhaps direct mail	1
Community meetings and outreach	1
Community centers, religious institutions, after school programs, Columbia Mall, libraries	1
Columbia newsletter	1

Churches for immigrants as well as cultural associations. Low income folks via our Dept of Housing. Renters by contacting every HOA to distribute leaflets.	1
Chamber of Commerce and industry associations	1
Canvas, putting information in the businesses they frequent, host social events that welcomed them	1
call them	1
Better marketing of opportunities , everyone doesn't get the Ball Bulletin.	1
Be out in the community more.	1
Attend local places of worship, grocery shopping and schools.	1
Announced meetings with each of these groups.	1
All Social Media / Senior & Church Groups / Associations	1
Advocacy groups, schools, churches	1
A community paper-local news is almost non existent with the loss of The Columbia Flier. Citizens are poorly informed.	1

Answered: 148 Skipped: 251

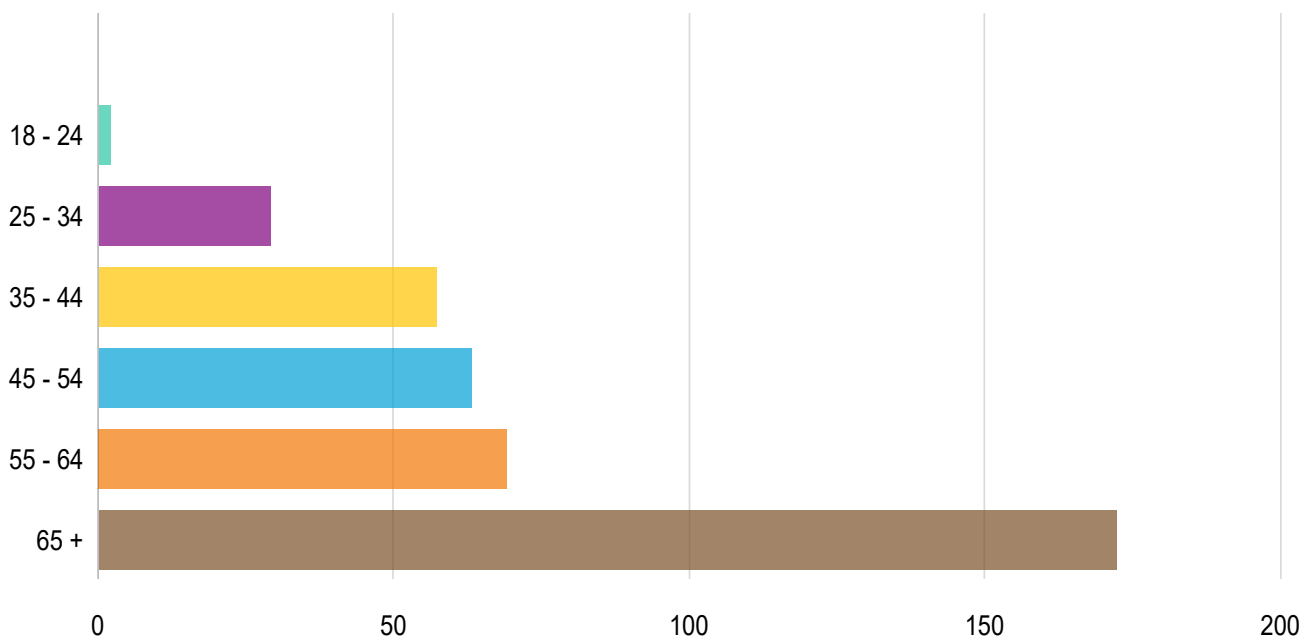
### Q16: How many years have you lived in the County?



Answers	Count	Percentage
21 +	246	61.65%
11 - 20	55	13.78%
5 - 10	52	13.03%

Answered: 393 Skipped: 6

### Q17: Please select your age



Answers	Count	Percentage
18 - 24	2	0.5%
25 - 34	29	7.27%
35 - 44	57	14.29%
45 - 54	63	15.79%
55 - 64	69	17.29%
65 +	172	43.11%

