Over the course of 16 months in 2010-2011, the Hickory Ridge Village Board and its subcommittee, the Village Center Visualization Committee met, discussed, and developed the Village Center Community Plan. In the fall of 2015, in anticipation of the owner of the village center proposing a redevelopment, the Village Board reconvened the subcommittee to consider the existing plan and determine whether updates, additions, or corrections to the plan were required. Although there were corrections to be made based on changes in zoning or use in the area, the conclusion was that the original plan had stood the test of time. Therefore, only limited changes and updates would be needed. On March 21, 2016, the Village Board approved through resolution the specific changes noted below.

**Changes to Land Area Recommendations**—Pages 19-23

Area C is a three acre parcel owned by the Columbia Association and designated for a community use. After input from village residents, the Board requested funding from Columbia Association to build a community park. Planning and engineering for the park is underway. Any redevelopment of the village center should consider the plans for the park and how it will fit into the final design of the entire village center.

Area I was rezoned to POR, in part, as a result of the original Village Center Community Plan. As part of the rezoning, the property owner signed a covenant agreement with the village to prohibit certain uses on this parcel that would compete with the uses in the existing retail core of the center. The POR designation creates an excellent opportunity to provide medical office use in the area.

Area J has an existing church. A second church was planned for the rear of the parcel. Plans have since changed and the property is proposed to be developed with market rate townhouses with ingress and egress from Owen Brown Road. Either use would be acceptable.

**Changes to Design Concepts**—pages 24-30

Historic or Signature Aspects lists the current 1990s design and building materials as something to be retained and enhanced. It may be appropriate to consider a more updated design scheme. It is important that any changes to building colors and materials continue to be compatible with other structures (gas station, Goddard School, Sunrise Assisted Living) in the vicinity.
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Acknowledgments

The Hickory Ridge Village Board appointed a subcommittee to develop a Village Center Community Plan (VCCP) for the Hickory Ridge village center and surrounding areas. The volunteer committee, known as the Village Center Visualization Committee, met more than 25 times and worked together for 16 months to study the existing village center and surrounding area; engage village residents and existing merchants and landowners; and develop this Village Center Community Plan. The Village Center Visualization Committee was assisted and supported by village association staff member Joan Lancos, who serves as the village Land Use Liaison and Jane Parrish, Village Manager. Others who assisted include staff members from the Howard County Department of Planning and Zoning who created base maps for the village center study area and staff from Columbia Association who provided technical assistance including plan guidance, document development and design assistance.

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Introduction

WHO DEVELOPED THIS PLAN AND WHY?

In 2009, Howard County amended its development regulations and established a village redevelopment process known as Council Bill-29-2009. The bill allows each village to develop a customized Village Center Community Plan. The new regulations define a village center as a mixed-use development in the New Town District that is designed to be “a community focal point and gathering place for the surrounding village neighborhoods.”

As stated in the county’s zoning regulations, the village center should include:

- An outdoor, public, village green space which has both hard-
  and softscape elements. This public space shall be designed
to function as an accessible, primarily pedestrian-oriented
promenade connecting the various village center buildings and
shall include public seating features;
- Stores, shops, offices or other commercial uses which provide
  opportunities to fulfill the day-to-day needs of the village residents
  such as food stores, specialty stores, service agencies, financial
  institutions, personal services, medical services and restaurants;
- Space for community and/or institutional uses; and
- Residential uses, to the extent appropriate to support and enhance,
  but not overwhelm, other uses in the village.
A Village Center Community Plan is defined in the zoning regulations as “an advisory plan which has been developed by the community and endorsed by the Village Board.” The VCCP provides a community vision that is to be used to help evaluate the appropriateness of village center development/redevelopment petitions. In the future, at the time a developer submits a redevelopment petition to the county, the Village Board is permitted to submit a written Community Response Statement to comment on the proposal. The regulations state that the village may include a statement of whether the petition is in harmony with a VCCP.

The Hickory Ridge Village Board formed the Village Center Visualization Committee in March 2010 to develop a Village Center Community Plan. The committee was comprised of six village residents and the members of the Village Board.

**WHAT IS THE PURPOSE OF THE PLAN?**

The purpose of the Hickory Ridge Village Center Community Plan is to establish a framework for evaluation of future development and redevelopment proposals within a geographic boundary identified as the village center. This plan includes land use and urban design recommendations and a long term vision for Hickory Ridge for the village center retail core and adjacent lands. See Study Area Boundary Map on page 6.

The plan prepares the village to respond to and to comment on future development or redevelopment proposals that are submitted for the village center area. The plan documents issues, concerns about and desires for the village center. The plan can be updated as the village sees fit as redevelopment proposals are submitted or circumstances change. This plan is advisory and is not part of the County’s General Plan although it is hoped that the VCCP will be in harmony with the General Plan.

**WHAT WAS THE PROCESS FOR DEVELOPING THE PLAN?**

The volunteer Visualization Committee met more than 25 times over 16 months to study the existing village center and surrounding area, engage village residents and existing merchants and landowners, and develop this VCCP. During that time, the committee interviewed representatives from Oakland Mills and Wilde Lake Community Associations to learn about how these villages had developed their plans. The committee also met with representatives of Kimco Realty, the current owners of the retail core of the village center, and with the Columbia Association, which owns undeveloped property at the village center. Howard County Department of Planning and Zoning provided a series of base maps, diagrams and aerial photographs to the committee. The committee also engaged the merchants at the village center as the plan was developed by conducting a survey of merchants’ views on the village center. The merchant survey and the results are included in the Appendix. The committee also hosted a village center walkabout — a walking tour of the study area to identify issues in and around the commercial area of the village center. The committee used this information to identify issues and challenges to be addressed in the VCCP.

In April 2011, the committee and Village Board presented a
Study area determined by the Village Center Visualization Committee.
draft of the major planning recommendations to the public at a community meeting attended by approximately 70 people. The reaction to the presentation was favorable and the comments received at the meeting and subsequently were used to refine the plan’s recommendations. The committee continued to work on drafting the plan and presented the draft to the Village Board for review and approval with final approval of the plan on December 5, 2011. The plan was then submitted to Howard County.

This plan is presented in four sections following this introduction as follows:

• **Village Center Boundaries and Existing Conditions** — this section identifies the proposed boundaries of the village center area defined in this plan and provides an overview of existing conditions and issues within the village center and surrounding area. This provides the basis for planning for the future. This section also includes brief descriptions of current zoning classifications included within the boundaries.

• **Goals, Planning Concepts and Land Use Recommendations** — this section outlines the goals, overall recommendations and planning concepts and individual recommendations for sub-areas within the village center that are called areas.

• **Design Concepts** — this section provides additional guidance related to village center design issues.

• **Implementation** — this section identifies action items and sets priorities.

These sections are supplemented by the following appendices:

• **FDP Phase 205-A-2 PART 1** — this is the approved final development plan for the village center dated June 17, 1999.

• **List of Plan Development Meetings and Dates**

• **Merchants Survey** — sample form and narrative summary

• **Community Response — Comments on Draft Plan Presentation**

• **Ownership of Parcels within the Study Area as of November 1, 2011**
This section provides a brief overview of existing conditions and issues that relate to the Hickory Ridge Village Center. It provides the context for the recommendations and design concepts of the Village Center Community Plan by describing existing conditions and key issues that impact development and vitality of the village center.

**EXISTING CONDITIONS AND ISSUES**

Hickory Ridge Village is unique in that the New Town (NT) zoned pieces of the village are not contiguous. See Village Center Map on page 9. The village is dotted with outparcels of land with various other zoning classifications. Because these parcels are not governed by the NT process, development can take place on these parcels without the benefit of community input at the level that is typical throughout the rest of Columbia.

Hickory Ridge Village is loosely bounded on the east by US 29, on the north by Howard Community College and Town Center, on the west by the Middle Patuxent River and on the south by Harriet Tubman Lane near MD 32.

The village has approximately 4,660 dwelling units with approximately 14,000 residents within its three neighborhoods of Hawthorn, Clemens Crossing and Clary’s Forest. The first two neighborhoods built, Hawthorn and Clemens Crossing, were developed in the early 1970s. Hawthorn is the location of The Hawthorn Center, which is the only Columbia Association-owned community building located within the village. Clary’s Forest was developed in the mid-1980s. All three neighborhoods have outdoor community pools and there are also 20 tot lots within the village. The pools and the tot lots are owned and managed by the Columbia Association. Clemens Crossing Elementary School and Atholton High School are both located in the Clemens Crossing neighborhood.
Shaded areas show non-contiguous nature of Hickory Ridge Village.
Cedar Lane runs north/south through the village and is a major access point to all of west Columbia. The Robinson Nature Center, a Howard County facility, is immediately to the south of the village on Cedar Lane at MD 32. Howard County General Hospital is immediately north of the village. MD 32 is located just south of the village and provides major access to points east and west as well as to Interstate 95. Johns Hopkins Applied Physics Lab is two miles south of the village along Cedar Lane/Sanner Road. The village abuts Broken Land Parkway near its access to Columbia Town Center and the Mall in Columbia.

The retail core of the Hickory Ridge Village Center is located at the corner of Cedar Lane, a minor arterial, and Freetown Road, a major collector road, in the Clemens Crossing neighborhood. It is bounded on the south by Quarterstaff Road, a local road. The village center commercial site was developed in 1992, at the same time as the Clemens West neighborhood immediately to its south. The Clemens Crossing neighborhood is unusual for Columbia in that it consists entirely of single family homes. Several outparcel projects that consist of attached housing have developed nearby over time including two age-restricted senior housing projects. Across Cedar Lane from the village center’s retail core is a complex of health care facilities that include Harmony Hall Senior Living, Lorien Nursing Home, Gilcrest Hospice Center, and the Righttime Care facility.

The Hickory Ridge Village Center’s retail core is an attractive, welcoming center built of white brick with green tin roofs.
and yellow accents. The anchor for the center is a 55,000 square foot Giant Food grocery store. There are several restaurants with varying cuisines including Chinese, Italian, and Greek. There is also a Subway and an ice cream store. Services include a dry cleaner, liquor store, two banks, a shoe repair, parcel mailing station, an athletic shoe store, nail salon and two hair salons. There is a full service gas station on site. Institutional uses include an assisted living facility and a day care center. An undeveloped parcel owned by the Columbia Association is set aside for community uses in the approved final development plan.

**Signage, both directing people to the village center and identifying the shops within, is minimal.** There are simple, low to the ground, signs at the four entrances to the center: one off Cedar Lane, two off Freetown Road and one off Quarterstaff Road. There are minimal directional/informational boards at the village center itself. Signage on the individual stores is also limited making it difficult for shoppers to find the individual stores.

Many of the stores face each other in an “avenue” design that allows for pedestrians to stroll along a cobblestone landscaped space in front of the stores. This pedestrian area includes benches, a fountain, and landscaping. A small, sunken stage area at one end of the avenue is used for community events or presentations.

Other stores face out to the parking lots located on either end of the pedestrian, commercial avenue block. The day care and assisted living facilities are across the parking lot on the east side of the complex. **Pedestrian access to the center is good,** but it needs improvement as there are missing crosswalks and sidewalks in some locations.

**Parking on site is more than adequate with an abundance of surface spaces on even the busiest days.** There is no structured parking. The institutional uses have their own dedicated parking. There is a Howard Transit bus stop on the property as well as one on either side of Freetown Road just off site. Bike racks are located at various locations around the retail core.

“The Avenue” at Hickory Ridge Village Center.
Through the public engagement process and plan development process, the following issues were identified:

- **Vibrancy of the Hickory Ridge Village Center**
- **Parcels that should be within the village center boundary**
- **Commercial establishments to meet the daily needs of the community**
- **Potential uses for the Columbia Association-owned parcel with recreational, cultural, and/or community uses appropriate to the residents of the area**
- **Identification of locations for professional offices and residential areas**
- **Enhanced signage for the retail core**
- **Signature features of the retail core**
- **Environmental impacts of potential development**
- **Pedestrian and bike path connections to the neighborhood and the nearby Robinson Nature Center**
- **Building heights, setback requirements, lighting, parking needs, short and long term improvements to the retail core**

**BOUNDARIES**

The zoning regulations for Village Center Redevelopment require the establishment of boundaries for consideration of what defines the village center. The definition of Village Center, New Town in the Howard County Zoning Regulations is “a Mixed-Use Development in the New Town District which is in a location designated on the New Town Preliminary Development Plan as a ‘Village Center’, which is designed to be a community focal point and gathering place for the surrounding village neighborhoods.” The village center should include outdoor gathering spaces, stores, shops, offices, space for community and/or institutional uses and possibly residential uses. The regulations are otherwise silent on what should or should not be included in the boundaries of the village center. However, as part of its deliberations on a Major Village Center Redevelopment plan, the zoning board shall make a decision on the Village Center boundaries.

Early in its deliberations, the Village Center Visualization Committee discussed what should be the boundaries for the village center. In addition to the actual New Town zoned commercial site, the committee recommended including several adjacent parcels within the boundary. Each parcel was carefully discussed as to current and possible future uses. The map on page 13 shows the existing zoning with the village center community plan study area. Existing land use is shown on the map on page 14.

- The R-SC zoned parcel north of Freetown Road was included. This undeveloped property was rezoned in the last county-wide comprehensive rezoning but could be a candidate for a change in zoning at a later date.
- The POR zoned site northwest of Cedar Lane (Lorien/Harmony Hall) was included because of the potential uses for a POR zoned property, which could negatively affect the community.
- The PSC zoned parcel (Scot’s Glen south) immediately west across Cedar Lane was included because it is undeveloped, and with the changing needs within the county for senior housing, it may be a candidate for a zoning change that could negatively affect the village center businesses.
- Two R-20 zoned parcels immediately south of the existing commercial and fronting on Cedar Lane were included.
Original map used by Visualization Committee to develop the boundaries for the VCCP.
Existing land use of parcels within the village center boundaries.
The parcel closest to the center is about four acres and undeveloped. The parcel further south is about the same size and is developed with one older home. There was concern that with the frontage on Cedar Lane, a minor arterial, the parcel owners might request rezoning to a zone that would allow commercial development.

- A small R-12 zoned parcel east of Freetown Road at the corner of Quarterstaff Road was included. This parcel is currently developed with a small older home. The site is a likely candidate for redevelopment. The inclusion of the parcel at the entrance to a residential area protects the corner of Freetown and Quarterstaff from unwanted commercial development.

- The boundary crosses Quarterstaff Road to the south to include an existing Columbia Association-owned Open Space parcel.

**EXISTING ZONING**

Hickory Ridge Village Center is unique in that the New Town zoned commercial center is surrounded by five other zoning classifications. Each of these classifications allows different uses which could affect the viability of the retail core of the village center.

The **New Town District (NT)** is a special zoning classification established in the Howard County Zoning Regulations. The zone allows specific densities and uses through a series of steps outlined in the regulations including the adoption of Final Development Plans (FDP) for all land areas within the defined zone. Uses could include open space, single family low and medium density, apartments, commercial, and some industrial uses in certain areas.

The **Residential Single Cluster (R-SC)** District is established to provide the opportunity for clustering of single family detached and attached dwellings. Conditional uses allowed in the zone include age-restricted housing, nursing homes, child day care centers, and outdoor athletic facilities.

The **Planned Office Research (POR)** District is established to permit and encourage diverse institutional, commercial, office research and cultural facilities. A wide range of uses are permitted as a matter of right including age-restricted housing, health care facilities, athletic facilities, banks, day care centers, funeral homes, hotels, theaters, museums, offices, religious activities, research and development establishments, restaurants, retail as an accessory use, commercial schools, and services agencies such as real estate, insurance, or travel agencies.

The **Planned Senior Community (PSC)** District is established to permit development of housing designed for older adults and elderly persons. There are strict requirements for the zone, including a requirement for two different types of housing, one of which must be for independent living. The property must also include common areas for the residents to share.

The **Residential Single (R-20)** District is established to permit single family detached dwelling units at approximately two units per acre. The District reflects the established single-family neighborhood characteristics of many of the stable residential areas of the county. Conditional uses allowed in the zone include age-restricted housing, outdoor athletic facilities, child care centers, day treatment centers, funeral homes, kennels, religious facilities, retreat centers, and private schools.

The **Residential Single (R-12)** District is established to provide single-family detached and semi-detached residential uses. The district provides a choice of housing types typically on lots less than one half acre. Conditional uses allowed in the zone include age-restricted housing, athletic facilities, charitable institutions, day care centers, day treatment facilities, nursing homes, religious activities and private schools.
Goals, Planning Concepts and Land Use Recommendations

This plan is intended to provide guidance from the Village of Hickory Ridge to the county and developers on the vision and planning concepts that are desired by the Hickory Ridge community as the village center area changes over time. It is anticipated that this plan will be consulted as property improvement and development proposals are considered and to help guide decision-making about appropriate uses and design issues in the village center area.

HICKORY RIDGE COMMUNITY GOALS

1. Promote the health, attractiveness, viability and vibrancy of the Hickory Ridge Village Center as the focal point for the village.
2. Protect and enhance the viability of the current village center retail core.

VILLAGE CENTER CONCEPT

The original concept for Columbia village centers was that they would incorporate a number of different elements and each village center would be designed to serve the primary daily retail needs of the 3,000 to 4,000 households of the village. All the village centers were designed to be local serving retail centers and initially the concept was that they would also contain other uses such as recreational, educational, residential, office, community, and interfaith center uses. The village centers were to serve as both the commercial and social centers of village life.

As each of Columbia’s village centers actually developed, they each developed differently, from the first Village of Wilde Lake to the most recently developed Village of River Hill. For instance, interfaith centers are located only in Wilde Lake, Oakland Mills, Owen Brown, Long Reach, Kings Contrivance and River Hill. Neither Hickory Ridge, developed in 1992, nor Owen Brown, developed in 1978, have a community center use within the village center. The retail mix and viability of the village centers has changed over time as retail opportunities in and around Columbia have expanded greatly and automobile ownership has increased.

During the planning process, the committee considered whether the concept of a village center as a retail center for predominantly neighborhood shopping is sustainable in the midst of all the changes to the retail environment or if the concept of a local retail center needs to change to another concept.

This plan is based on the premise that the Hickory Ridge Village has unique characteristics that allow it to continue as a viable retail center with a grocery store, restaurants, retail and service providers, offices, health care services and residential uses. The remainder of this plan outlines general and specific recommendations for the village center area to remain economically healthy and vibrant.
GENERAL OVERALL RECOMMENDATIONS
The following recommendations address the overall village center area. These broad recommendations are followed by more detailed suggestions pertaining to the sub-areas within the village center boundaries. See map on page 18 for the location of the sub-areas. For the purposes of this discussion, the existing commercial area will be referred to as the “retail core” while the entire area included in the plan will be referred to as the “village center.”

1. To protect and enhance the viability of the current village center retail core, all retail uses should be contained in Area A.

2. All development must recognize that the retail core is at the center of the village and make an evaluation and presentation as to how the proposed project enhances the retail core. No project should compete with the center retail or draw activity away from it.

3. Building setbacks along Cedar Lane may be minimal so that buildings can front and frame this minor arterial road.

4. Additional, highly legible signage along Cedar Lane that identifies the village center retail core is desired. To accomplish this, both Howard County sign code and architectural covenants placed on the property by the original developer may need to be modified.

5. Maximum building height should be limited to three stories (36 feet).

6. Freestanding commercial communication towers are not desired and should not be permitted within the boundary of the village center.
Land Use Map identifying boundaries and Sub-Areas within the VCCP.
**PROCESS RECOMMENDATIONS**

One of the unique aspects of the Hickory Ridge Village Center is the variety of zoning categories applied to the parcels included in the Village Center area. This presents a challenge when considering the enforcement of various planning and design criteria since different development rules apply to different zoning categories. To help alleviate this concern, Hickory Ridge has the following recommendations.

1. All new developments that require site plan approval should be required to present the proposed plan to the Howard County Planning Board for consideration. This is already required for the parcels that are zoned NT and that requirement should be extended to all parcels within the identified village center boundaries.

2. When considering a site plan for approval that is within the village center area, the developer should design the project and be prepared to address how the project is in harmony with the recommendations and guidance in this plan. The Planning Board should make the decision of approval after hearing the opinion of the Village Board on whether the proposal is in harmony with the VCCP.

**LAND AREA RECOMMENDATIONS**

The village center study area is delineated into 13 sub-areas as shown on the land use map. The following describes each area and outlines recommended uses and development concepts for each area. These recommendations provide guidance to the county, the applicant, and the reviewers of the project as to what Hickory Ridge deems appropriate uses for the various parcels within the Village Center Boundaries. Development proposals should demonstrate how each project is in harmony with the area-by-area recommendations as well as the overall recommendations and design concepts in the next section. If there is any ambiguity, the applicant should get clarity from the Village Board as to the specific question.

**Area A** is the designated retail core. It is zoned NT and is currently developed with approximately twenty stores and service providers. It serves the needs of the local community and beyond and is known for its cluster of restaurants. The criteria and uses recommended for this area are appropriate as currently approved in FDP Phase 205-A-2 PART 1 (see Appendices). Office uses in this area would be acceptable as well as some limited residential uses. It is recommended that residential uses only be permitted as a secondary use to the retail and designed as part of a mixed use development with the retail as the primary use. It is also recommended that no single family residential (attached or detached) be developed in the area. Proposed retail pad sites developed at the perimeter of this retail core may take away the cohesive cluster of retail activity of the retail core and should be discouraged.

Development of this area should always consider the shared parking arrangement anticipated with the development of Area C. Development in this area should also include enhancements to the pedestrian network to provide improved connectivity to and from uses around this area.

Primary uses that are encouraged and desirable for this area include: a full service grocery store; retail stores and service providers such as bakery, bank, barber, deli, dry cleaner, liquor store and others that provide convenient goods and services to the village; restaurants, cateries, and places for socializing and entertainment; and specialty retailers that act as a draw to the center from other areas.
**Area B** is designated for institutional uses in the existing FDP Phase 205-A-2 PART 1. Institutional uses are appropriate for this area. It is also recommended that office uses in this area would be appropriate but retail uses are not since the planning concept is to maintain and enhance the synergies in the retail core (Area A). Specifically, there should be no restaurants or fast foods or other uses within this area that include a drive-through as part of their operation given their traffic impacts. It is preferred that all access to these parcels should be internal to the commercial site. Direct roadway access to Quarterstaff Road and Freetown Road is not recommended and is strongly discouraged.

**Area C** is the three-acre open space parcel owned by the Columbia Association. The parcel was graded and provided with storm water management and intended to be developed with a community use when the original commercial area was constructed. The village office and community space were developed at The Hawthorn Center prior to the development of the shopping center. The parcel was intended to have a shared parking arrangement with the rest of the shopping center. The criteria set up for this parcel in FDP Phase 205-A-2 PART 1 is still appropriate. Also, when considering uses for this area, deference should be given to the adjacent neighbors who may be affected by noise and light disturbance by a change in use for this undeveloped parcel. Any use of the parcel should be for public/community purposes in line with the original intention of the FDP recorded for this site. Possible uses could include a community building, athletic facility, museum, splash park, dog park, playfield, or outdoor exercise facility.

**Area D** is open space owned by the Columbia Association. Its natural features provide a transition from the retail center to the adjacent residential uses. It contains some important environmental features including trees, steep slopes, and storm water management that should be preserved. It is important that this parcel be maintained and even enhanced in an effort to perform as a buffer/transition area. Therefore, no buildings, structures, parking or any active improvements are recommended for this area. Passive use of the parcel should be considered only if it does not disturb the tree cover that buffers the adjacent residential uses. Pathways that are designed to maintain tree cover or village center identification signage along Cedar Lane frontage are the only uses that should be considered appropriate for this area.
Area E is open space owned by the Columbia Association. It is located on the south side of Quarterstaff Road that transitions and buffers the retail center and the institutional uses at the corner of Freetown and Quarterstaff Roads from the adjacent residential single-family areas. It contains some important environmental features including trees, berms, steep slopes, and storm water management that need to be preserved. It is important that this parcel be maintained and even enhanced in an effort to perform as a buffer/transition area. Therefore, no buildings, structures, parking or any active improvements are recommended for this area. Passive use of the parcel should be considered only if it does not disturb the tree cover that buffers the adjacent residential uses. Pathways that are designed to maintain tree cover are the only improvement considered appropriate for this area. Community plantings would be appropriate in this area. Identity signage for the village center at the corner of Freetown and Quarterstaff Roads is the only development use that should be considered for this area. Signage should be ground mounted, no higher than six feet, and lower intensity in scale than the signage that might be located on Cedar Lane. This parcel is appropriate for reforestation.

Area F includes a narrow strip of NT open space and an R-12 zoned residential parcel at the southeast corner of Freetown Road and Quarterstaff Road. These parcels are considered within the village center boundaries because of the location on the street corner diagonally across from the village center retail core. Often developers like to locate commercial and retail uses on the corners of the developments. The current residential R-12 zoning is appropriate and the uses allowed in that zone are recommended and should be maintained.

The strip of land between the residential parcel and Quarterstaff Road zoned NT should be maintained as open space. No buildings, structures, parking or any active improvements are recommended for this area. Passive use of the parcel should be considered only if it does not disturb the tree cover that buffers the adjacent residential neighbors. Pathways that are designed to maintain tree cover are the only improvement considered appropriate for this area. Community plantings would be
appropriate in this area. Identity signage at the corner of Freetown and Quarterstaff roads may be the only structure that should be considered for this area and that signage should be ground mounted and lower intensity scale than signage that might be located on Cedar Lane. Minimal planting along the frontage on Freetown Road should be required to provide adequate sight distance at the intersection.

**Area G** is a NT zoned open space parcel on the northeast corner of Freetown and Quarterstaff roads. The NT open space designation is appropriate. The strip of open space between the residential parcel and Quarterstaff Road should be maintained. No buildings, structures, parking or any active improvements are recommended for this area. Passive use of the parcel should be considered only if it does not disturb the tree cover that buffers the adjacent residential neighbors. Pathways that are designed to maintain tree cover are the only improvement considered appropriate for this area. Some community planting and perhaps identity signage at the corner of Freetown and Quarterstaff Roads might be the only structure that should be considered for this area. Any signage should be ground mounted, no higher than six feet and lower intensity in scale than signage that might be located on Cedar Lane.

**Area H** is the open space area on the northeast side of Freetown Road across from the village center core. The parcel transitions and buffers the institutional uses of the village center to the adjacent residential single family areas. It contains features including trees, steep slopes, SWM and utility right-of-ways that need to be preserved. It is important that this parcel be maintained and even enhanced in an effort to preserve this transition area. No buildings, structures, parking or any active improvements are recommended for this area. Passive use of the parcel should be considered only if it does not disturb the tree cover that buffers the adjacent residential uses.

Pathways that are designed to maintain tree cover are the only improvement considered appropriate for this area. This parcel is appropriate for reforestation.

**Area I** is the area located at the northeast corner of Freetown Road and Cedar Lane. Currently zoned R-SC, various uses may be appropriate for this area under certain conditions. Uses that may be appropriate include multi-family residential, medical/professional offices, or institutional uses such as those in Area K if they are approved according to a Conditional Use process. No fast food, bank, car repair, gas station or similar retail should be permitted on this corner. Any development should be designed with a good pedestrian connection to the village center retail core (Area A). This may necessitate additional connecting pedestrian walkways in Area A.

**Area J** is zoned R-SC and is accessed via Owen Brown Road. It is already partially developed with one church and a second church site approved under a conditional use. This type of institutional use is appropriate for this area as long as the requirements imposed under the conditional use evaluation are met.

Parcel J is developed with the Abiding Savior Lutheran Church.
**Area K** on the west side of Cedar Lane is zoned POR and is currently improved with an assisted living facility, a nursing home, hospice center and an immediate care facility. The POR zoning classification does allow retail uses, which would be inconsistent with this plan, and should be discouraged on this parcel. Office uses, particularly medical offices, would be compatible with the area.

**Area L** on the west side of Cedar Lane is zoned PSC. Although the site is zoned PSC, some POR uses could be appropriate on this site, in which case the POR building heights and setbacks should be observed. Other uses compatible with the community, particularly the single family homes to the south, should be considered for this parcel. This site lends itself well to non-age-restricted housing. Due to the arterial nature of Cedar Lane, a multi-family development could be considered if appropriate setbacks and buffers are provided to the adjacent residential parcels. The lot line structure setbacks should be minimum 30 feet for a two-story structure with an additional three feet of setback for every foot of height of structures in excess of two stories. Also parking should maintain at least a 50 foot setback to the adjacent residential with substantial buffering and planting. Institutional uses are appropriate and consistent with the vision of surrounding the retail core with complementary uses while supporting the existing retail component in Area A. The POR zoning classification does allow retail uses which would be inconsistent with this plan, and should be discouraged on this parcel. Office uses, particularly medical offices, would be compatible with the area provided that the same setbacks requirements are utilized.

**Area M** consists of two R-20 zoned residential parcels fronting on Cedar Lane. One of these parcels is currently an undeveloped, wooded parcel. The second parcel is developed with one single family home. These parcels were placed within the village center boundaries because of their potential to be combined and re-zoned for development. R-20 is an appropriate zoning designation for this area given the surrounding residential areas. However, due to the arterial nature of Cedar Lane, a multi-family development could be considered if appropriate setbacks and buffers are provided to the adjacent residential parcels. The lot line structure setbacks should be minimum 30 feet for a two-story structure with an additional three feet of setback for every foot of height of structures in excess of two stories. Also parking should maintain at least a 50-foot setback to the adjacent residential with substantial buffering and planting.
Design Concepts
This section provides additional guidance related to design issues within the village center area.

HISTORIC OR SIGNATURE ASPECTS OF THE VILLAGE CENTER
This plan does not identify any historic aspects of the village center. It does, however, identify the following signature features of the retail core space that should be retained and enhanced including the following:

- The “avenue” design with shops facing towards a tree-lined, pedestrian street.
- Pergola entrance with exposed trellis in the canopy.
- White brick facades.
- Green metal roofs.
- Yellow awnings.
- Diamond logo design repeated throughout the center.
- Stage/gathering area.

ENVIRONMENTAL CONSIDERATIONS
There are many environmental considerations that should be designed into any new projects within the village center boundaries. The applicant should demonstrate how the proposed project is compatible with the latest environmentally sensitive developments such as sustainable design techniques, cistern or rainwater collection systems to feed the irrigation systems, onsite storm water management designed for at least one inch of rainfall over the project drainage area, and designs that provide shaded paved surfaces. A Leadership in Energy & Environmental Design (LEED) silver designation or equivalent is recommended for development/redevelopment.

ARCHITECTURAL COMPATIBILITY WITH THE EXISTING CENTER’S RETAIL CORE
Proposed development within the retail core should demonstrate how the proposed project is compatible with the existing architecture of the retail core. There are several elements of architecture that help define the commercial area. Examples include white brick, steep pitch green metal roofs, open or exposed trellis in the canopy or roof design, brightly colored canopies, the diamond logo in the design, shops facing the closed tree-lined boulevard design, silver mullions for the retail fronts, concealed down spouts, enclosed/screened trash receptacles, and 360 degree architecture. Proposed development should be presented in rendered elevations that show and provide details of how all sides of the buildings will be treated architecturally.
COMPATIBILITY WITH THE ADJACENT PROPERTIES

The surrounding residential properties are a primary concern when considering compatibility with the adjacent properties. It is possible to design different uses adjacent to each other if attention to design is pursued. Any development proposals should demonstrate how the proposed project is compatible with the adjacent properties. Provisions for proper setbacks, location of trash enclosures, proper buffering, lighting, hours of operation, fencing, and landscape will be incorporated into a cohesive design that respects the different uses and potentially enhances the viability of each.

SIGNAGE

More identification signage for the village center is recommended than is currently available. Generally, signage of good design quality and appropriate scale is a welcome part of the retail center. Signage and advertisements are an integral part of our lives; signs provide information in goods and services. They are often designed to be eye-catching, stand out from the crowd and may enliven a street scene and add vibrancy. However, poorly designed signage can have a significant negative impact on the character and appearance of an area. Consequently, an unrestricted approach to advertisements and business frontages could easily result in a cluttered, confusing and unattractive environment that has a negative effect on the perception of the locality by both inhabitants and visitors. For this reason Columbia has always been conservative with its signage program, favoring the living environment over other interests. Signage can be an amenity to the village center if properly and attractively designed.

The following suggestions should be considered when designing signs for the village center:

1. Additional project signage for the village center located along Cedar Lane should be developed and implemented to announce the location of the retail core to the motorists, cyclists, and pedestrians passing by. It could have tenant identification as long as the identity signs are all the same letter height and font and style.
2. No corporate logos should be posted on the perimeter signage. Corporate logo signs should be restricted to the individual buildings on site.

3. No advertising sales and inventory should be permitted on the perimeter signage.

4. Information and directional signs should be permitted on the perimeter of the project provided they are compatibly designed and appropriate scale considering the village center and the adjacent residential uses. Appropriate signage might be ground mounted signage on brick structures, or structure mounted signage.

5. Signage not recommended include: inflatable signs, pylon signs like commuter retail might display, flashing or changing service board signage.

6. The effect of all advertising displays should be assessed for their impact on public safety including the safety of pedestrians, drivers and other road users.

7. The cumulative effect of signs within the village center boundaries should be considered when adding new signs to the mix.

8. The effect of illumination used on signs particularly the effect on neighboring properties should be considered.

9. The design of any signs should reflect the general aesthetic of the village center design.
   a. Materials should be consistent and compatible
   b. Signs should be professional in appearance
   c. Signs should be kept in good repair.
   d. Signs cannot be supported by trees, held by persons, or hung or nailed to any structure not designed for the support of signs.
   e. Signs that move, make noise, are accompanied by sound or music, scroll, employ blinking lights, balloons, pennants, inflatables or pyrotechnics are not appropriate.

Signage proposed for Wilde Lake Village is a good example of attractive design that will enhance the visual appeal of that village center.
LIGHTING
Hickory Ridge Village Center is located in close proximity to residential neighborhoods. Therefore the following lighting recommendations are stated:

1. A maximum pole height of 30 feet with cut off lighting fixtures for the parking lots is appropriate.

2. No canopy lighting program should be approved that is not recessed in the canopy and shielded lights that extend below the surface of a canopy are not acceptable.

3. All lighting must adhere to the County’s guidelines for lighting and where a parcel is adjacent or across the street from a residential property additional criteria of a maximum of 4 foot candles on site with a maximum of 0.5 foot candles at the property line should not be exceeded for the project. This shall be measured at the ground levels directly below the light or at the property line.

4. To demonstrate the lighting levels, the applicant is encouraged to present a photometric plan designed by a qualified lighting consultant including any canopy lighting and any other site lighting to demonstrate compliance with the lighting recommendations.

5. In addition, it is recommended that no lighting should be added to the project post-construction without subsequent review and approval.

PEDESTRIAN ACCESS AND SAFETY
Because of the location of the village center in close proximity to the residential neighborhoods, it is an important consideration to have the center completely accessible to the pedestrian. There are many sources of pedestrians: the nearby schools, residential neighborhoods, specific residential projects, the various surrounding commercial areas, the Robinson Nature Center and even within the village center itself. All need to be part of a comprehensive pedestrian strategy.

It is recommended that each project demonstrate how its design is compatible with an overall pedestrian program. In addition, pedestrian connectivity to the rest of the community is equally important. Therefore, it is recommended that the applicant should demonstrate how the proposed project provides for pedestrians. The applicant should show the retail core as the ultimate destination within the village center and how the proposed project’s provision for pedestrian connectivity enhances and provides for that connectivity.

PARKING
Adequate off-street parking must be provided to accommodate parking needs for employees, visitors and company vehicles. Commercial design guidelines, the FDP, and Howard County zoning and design requirements have sufficient controls for the required number of spaces and geometric design. These design guidelines are intended to contend with the compatibility of uses and aesthetic concerns.

SURFACE PARKING
Parking areas should be designed and landscaped to break up the monotony of a single large paved area. All new parking surfaces should be designed with the most current Maryland Department of the Environment and Howard County standards for storm water management. Areas should be screened from view from adjacent properties and street right-of-ways. However, trees should be used sparingly along major road frontages to allow visibility of the retail areas.

STRUCTURED PARKING
As growth and development occur, parking structures should be considered to reduce the land area dedicated to automobile uses. Minimizing the acreage used by parking lots can help adjacent uses function better together. Garages are more expensive to build than surface parking, however, the long-term value of consolidated development and efficient land use helps justify the cost. Parking
decks can be fit into the existing grade of a site, in many cases doubling parking capacity when compared to a sloping surface lot. Parking garages can enhance access to the village center commercial and office uses without consuming more valuable land.

Structures should be located to minimize walking distances. However, no structures should be located near or adjacent to single family residential property. Parking structures should be integrated with the form and materials of the primary site structures. Visibility should be minimized. Architectural enhancements and façade treatments should be used to reduce scale and balance building proportions. Landscaping of the building may be required to soften the building appearance and create an attractive streetscape.

GENERAL LANDSCAPE CONSIDERATIONS
Howard County and the Commercial Design Guidelines of Howard Hughes Corporation already have appropriate controls for the design and review of landscape. However, in the Columbia tradition, the following is presented to emphasize some important areas for Landscape Design.

- Along the Cedar Lane arterial frontage, the intent is not to screen and block entirely the view of the village center retail core. Landscape should be used to block the car parking lots and trees used to soften the view but corridors of view to the village center retail buildings should be permitted so that passersby may see the center and know it is there. This only applies to Cedar Lane.
- Along all other frontages a proper buffer of setback and landscape should be imposed. Blocking and screening of the retail center from differing uses adjacent to the center is the primary goal on all other roadways except Cedar Lane.

- Proposed landscape should extend all the way to the ground so that complete buffering can be achieved as intended. Limbing up trees that are intended to provide screening is disallowed and unacceptable.
- Proper buffering between differing uses to block visual impacts of the retail uses, lighting, car traffic and the like is a must, particularly for the gas station use.

STREETSCAPE PRINCIPALS
It is the recommendation of the VCCP that an attractive streetscape plan be implemented to highlight and identify the Hickory Ridge Village Center area by enhanced design of the streetscape throughout the center.

I. THE PRIMARY GOAL OF THE STREETSCAPE
Create a durable, safe, and attractive streetscape to withstand the test of time, to celebrate the center hub of Hickory Ridge Village, to reinforce a sense of place and economic vitality, and to promote visual continuity of quality streetscape components throughout the village. This effort will attract attention to the village center as a unique place within the village and enhance desirable destinations for...
visiting, working, playing and living. Placement and configuration of streetscape components should provide an immediate sense of arrival. Revitalized streetscapes will assist with attracting residents, businesses, and visitors and customers to the richness of Hickory Ridge Village Center. With careful implementation, Streetscape Design Guidelines will help to advance this revitalization process, while creating more safe public spaces and generating a greater sense of community pride. 

A streetscape design is also an opportunity to distill Columbia’s historic design precedents, building traditions, and generally low-key, functional, and common-sense style into a program that highlights the location and importance of the Village Center in Hickory Ridge. It can help to ensure Columbia’s diverse suburban landscape, by uniquely balancing uniformity, creativity and diversity, rather than an exercise strictly focused on automobile transit and moving cars on the road. While these guidelines are not in themselves a specific design program, they are a blueprint for items that must be considered in the development of a specific plan or design program for the streetscape should streetscape program is implemented.

II. STREETSCAPE DEFINITION AND SPECIFIC COMPONENTS

The term ‘streetscape’ typically refers to exterior public spaces located between street curbs and building facades. Basic streetscape components that can be used to define an area follows:

• Walls or linear planting configurations
• Paving or specialty paving
• Sidewalks
• Curbs
• Accessible Sidewalk Ramps
• Traffic Calming Measures
• Crosswalks
• Plantings

• Project identity signs particularly signs of consistent design.
• Street Trees
• Other Supplemental Plantings
• Container Plantings
• Street Furnishings
• Benches
• Litter and Ash Receptacles
• Movable Tables and Chairs
• Bollards
• Bicycle Bollards
• Bus Shelters
• Parking Meters
• Sign Poles
• Fences
• Utility Covers
• Banners
• Planters
• Lighting

Pavers, benches and signage all enhance a sense of place within a community.
The objective is to use these components in a way that is unique to the Village Center area such that the elements change and in a dramatic and unique way, consistent within the village center, that identifies the location by use of the components. These guidelines are not intended to address objects mounted to building facades such as signs, canopies, awnings, window boxes, railings, and other architectural features. If proposed, such items are typically intended to enhance private property but they can be designed in such a way to match or compliment the components in the streetscape design. Greater visual continuity will be achieved through use of similar specified streetscape components within the Village Center core through the replication of identical paving patterns, street tree species, site furnishings and will be different for other areas of the Village and Columbia overall.

IMPLEMENTATION
Cooperation is needed among the Village Board, private owners, and Howard County Departments of Planning and Zoning and Public Works in order to develop a streetscape plan, fund the project and implement the design. Once all parties agree on the value and importance of the streetscape plan to help identify and highlight the Village Center, a design firm must be commissioned to —
- identify the routes or streets that will be programmed
- classify the various routes in the program that will receive treatment
- secure necessary easements and permission
- develop a specific design plan complete with graphics and construction details for installation
- assist in the construction and implementation

It will be incumbent on the County and the Village to ensure that any future elements proposed within the identified streetscape areas will be designed consistent with the streetscape plan.

VILLAGE CENTER COVENANTS
The Village of Hickory Ridge does not have architectural review responsibilities for the village center retail core. That control rests with Howard Research and Development (HRD), a subsidiary of The Howard Hughes Corporation.
Implementation — Where Do We Go From Here?

The Village Center Visualization Committee spent more than a year studying the retail core and nearby parcels that surround the retail core. These parcels have a range of zoning classifications which each provide distinct possibilities for future development. Input was received from the community, the merchants, and by the personal observations of the committee members. The committee identified short-term needs and long-range suggestions that will promote and enhance the viability of the Hickory Ridge Village Center. Over the course of the study period, the village board began efforts to implement some of the suggestions that were identified. Other action items and priorities will take time to implement.

 UPDATES TO THE VILLAGE CENTER COMMUNITY PLAN
In an effort to remain current on the vision of the community, zoning and uses of parcels within the village center boundaries, demographic changes, and other issues that may arise; this plan should be reviewed and updated by the Hickory Ridge Village board five years after adoption or more often if needed.
## Implementation Plan

<table>
<thead>
<tr>
<th>Action</th>
<th>Action Type</th>
<th>Timeframe</th>
<th>Organizations to Ensure Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop working relationship among village center merchants.</td>
<td>Coordination/Outreach</td>
<td>Ongoing</td>
<td>HRCA, Merchants, Kimco</td>
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<tr>
<td>2. Encourage Kimco Realty to actively seek out merchants and uses within the retail core that provide synergies with Robinson Nature Center.</td>
<td>Coordination/Outreach</td>
<td>Ongoing</td>
<td>HRCA, Kimco, HCRP</td>
</tr>
<tr>
<td>3. Encourage various property owners within the boundaries of the Village Center Community Plan to work with the Village Board in determining uses for undeveloped parcels.</td>
<td>Coordination/Outreach</td>
<td>Ongoing</td>
<td>HRCA, Howard County Planning and Zoning, Various Property Owners</td>
</tr>
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<td>4. Request that the Columbia Association provide a short-term use for the parcel at the village center that is designated for community use, such as a mowed play field or an outdoor exercise area.</td>
<td>Coordination/Outreach; Implementation</td>
<td>Short-Term</td>
<td>HRCA, CA, Village Residents</td>
</tr>
<tr>
<td>5. Work with the current owner, Kimco Realty, Howard County and HRD (who has architectural control of the property) to install more visible signage at the commercial area as well as more off-site directional signs.</td>
<td>Coordination/Outreach</td>
<td>Short-Term</td>
<td>HRCA, Kimco, Howard County Government, HRD</td>
</tr>
<tr>
<td>6. Develop a relationship with Howard County Recreation and Parks and the nearby Robinson Nature Center that results in increased visitation at the village center retail core.</td>
<td>Coordination/Outreach; Implementation</td>
<td>Short-Term</td>
<td>HRCA, HCRP, Merchants, Kimco Realty</td>
</tr>
<tr>
<td>7. Request that Kimco Realty reconfigure the slip ramp entrance to the retail core from Cedar Ln and reduce the berm that blocks views of the commercial area from Cedar Lane.</td>
<td>Coordination/Outreach; Implementation</td>
<td>Short-Term</td>
<td>HRCA, Kimco Realty, HRD, Howard County Government</td>
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<td>8. Request that the County Council introduce legislation requiring “if a parcel is within village center boundaries, regardless of its zoning, any redevelopment should meet requirements of CB-29-2009.”</td>
<td>Coordination/Outreach; Implementation</td>
<td>Short-Term</td>
<td>HRCA, Howard County Council</td>
</tr>
<tr>
<td>9. Work with the original developer, The Howard Hughes Corporation, to gain village architectural control over the properties in retail core.</td>
<td>Coordination/Outreach; Implementation</td>
<td>Mid-Term</td>
<td>HRCA, Howard Hughes Corporation</td>
</tr>
<tr>
<td>10. Work with CA, Howard County Planning and Zoning and Howard County Dept of Public Works to develop a streetscape plan for the area within the village center boundary.</td>
<td>Coordination/Outreach; Implementation</td>
<td>Mid-Term</td>
<td>HRCA, CA, Kimco Realty, HCDPZ, HCDPW</td>
</tr>
</tbody>
</table>
Appendices

FDP Phase 205-A-2 PART 1
List of Plan Development Meetings and Dates
Merchants Survey — Narrative Summary and Sample Form
Community Response — Comments on Draft Plan Presentation
Ownership of Parcels within the Study Area
Final Development Plan for Hickory Ridge Village Center 1999
Hickory Ridge Village Center Community Plan

The Planning Board may approve an addition to this subdivision plan only if the addition is in conformance with the requirements of the Hickory Ridge Village Center Community Plan. Any such addition must be consistent with the overall plan for the village center and must be submitted in accordance with the procedures established by the Planning Board. The Planning Board shall have authority to approve or reject any such addition. The Planning Board shall consider the following factors in making its decision:

1. The compatibility of the proposed addition with the overall plan for the village center.
2. The potential impact of the proposed addition on the existing village center.
3. The adequacy of the site plan and the subdivision plan for the proposed addition.
4. The adequacy of the public facilities and services for the proposed addition.
5. The consistency of the proposed addition with the general plan for the village center.

The Planning Board may, in its discretion, require the applicant to submit additional information or to prepare a more detailed site plan or subdivision plan.

The Planning Board shall have authority to approve or reject any addition to this subdivision plan. The Planning Board shall consider the following factors in making its decision:

1. The compatibility of the proposed addition with the overall plan for the village center.
2. The potential impact of the proposed addition on the existing village center.
3. The adequacy of the site plan and the subdivision plan for the proposed addition.
4. The adequacy of the public facilities and services for the proposed addition.
5. The consistency of the proposed addition with the general plan for the village center.

The Planning Board may, in its discretion, require the applicant to submit additional information or to prepare a more detailed site plan or subdivision plan.
Hickory Ridge Village Center Community Plan

36 Hickory Ridge Village Center Community Plan
Meetings and Dates

2009.................The Village Board closely followed and participated in the public hearings regarding ZRA 102 and the resulting Council Bill 29-2009 dealing with village center revitalization.

Jan 4, 2010......The Village Board instructed the village manager to advertise for resident members for the village center master plan committee. The Board also requested that staff gather related materials that the future committee might require.

Mar 4, 2010......The Village Board appointed six residents to serve on the Village Center Visualization Committee (VC 2). Three Village Board members would also be on the committee.

Mar 15, 2010....The VC 2 met with the Village Board to discuss a schedule and procedure for developing a master plan for the village center.

Apr 7, 2010......VC 2 met for the first time as a subcommittee of the Village Board. The group discussed logistics of the process, listed potential future guests and set a schedule for future meetings. At this meeting, the committee drew initial boundaries for the village center.

Apr 28, 2010.....VC 2 met with representatives from the Oakland Mills Community Association. Prior to the adoption of CB 29-2009, Oakland Mills had already gone through a process to develop their own master plan.

May 12, 2010...VC 2 met with a representative of Wilde Lake Community Association. As a result of a redevelopment proposal from the owner of its center, Wilde Lake was working on its own master plan.

May 26, 2010....VC 2 invited village center merchants to this meeting although none attended. Alternate ideas for obtaining merchant input were discussed.

Jun 16, 2010....VC 2 met with representatives from Kimco Realty, the owner of the village center.

Jun 30, 2010....VC 2 met with representatives from the Columbia Association. CA’s new city planner offered assistance in the development of the community plan.

Jul 8, 2010......Survey form hand-delivered to village merchants with postage paid return envelope.

Jul 28, 2010.....VC 2 met and discussed results of the merchant survey. Members were assigned to follow up with specific merchants that had not responded.

Sep 2, 2010.....VC 2 met and discussed additional merchant survey results. The draft document outline was updated and future meeting topics were discussed.

continued on next page
**Sep 28, 2010**... VC2 met with Jane Dembner and discussed village center “Walkabout.” Further work was done on the draft document.

**Oct 13, 2010**... VC2 met to discuss planned walkabout. A committee member was assigned to draft descriptions of the various parcels within the boundaries.

**Oct 16, 2010**... Walkabout at village center to see its unique features, various surrounding parcels and to collect input and share ideas about desired enhancements.

**Oct 28, 2010**... VC2 met to recap the walkabout and to begin discussion on site descriptions.

**Nov 18, 2010**... VC2 met to work on the site descriptions.

**Dec 8, 2010**... VC2 met to discuss CA proposal for buildable parcel and to continue work on the draft site descriptions.

**Jan 12, 2011**... VC2 met, reviewed work on the PowerPoint presentation, and continued work on the draft site descriptions.

**Jan 24, 2011**... VC2 completed the first draft of the descriptive narrative for each area within the boundary. Editing of various aspects of the document began.

**Feb 21, 2011**... VC2 discussed changes to be made to the PowerPoint presentation. The first draft of the design guidelines was discussed.

**Mar 10, 2011**... VC2 continued to discuss changes to be made to the PowerPoint presentation. Details of the upcoming presentation to the community were discussed. Plans were made to complete the draft document.

**Mar 19, 2011**... Committee members attended joint CA/Village Center Planning meeting.

**Mar 24, 2011**... Final draft of the PowerPoint presentation was reviewed along with script for presentation. Response form was drafted.

**Apr 14, 2011**... Response form finalized. Format and handouts for April 26 public meeting determined.

**Apr 26, 2011**... Draft Community Plan presented to community for input.

**May 24, 2011**... VC2 discussed comments received from community, format of draft document and timeline for completion.

**May 31, 2011**... Draft document posted on website for community input.

**June 21, 2011**... Village Board reviewed and discussed draft document at advertised public meeting.

**Dec 5, 2011**... Village Center Community Plan approved by Village Board.
Merchant Survey

NARRATIVE OF RESPONSES AND COPY OF SURVEY FORM

Merchant Survey Results
During the summer of 2010, the Village Center Visualization Committee initiated a survey of the twenty-one tenants at the Hickory Ridge Village Center. Surveys were hand delivered to each merchant. Follow-up visits were made by committee members to encourage response to the survey. In total, eleven merchants responded to the survey.

1. What attracted you to locate your business in Hickory Ridge?
   Overwhelmingly, the answer was that the great location in a safe area with good customers drew the merchants to the area. Access to good roads and the affluence of the community were important.

2. Is the economic vitality of the center strong?
   Feelings were mixed on this question. Some felt that there was not enough foot traffic and that the owner did little to encourage more visits. Others indicated that the Giant Food and the range of restaurants were a good draw to their shops.

3. Is a higher residential density essential to your future success?
   All agreed that while not always critical, it certainly wouldn’t hurt business.

4. Do you support activities such as performances or fairs as a strategy to increase foot traffic?
   All supported quarterly activities but didn’t think that such activities did much to bring in more customers.

5. What outside challenges do you see for the continued viability of the center?
   Big box retail was a concern as was the week economy.

6. Are you satisfied with the current layout of the center?
   Many felt that the avenue design with two separate parking lots limited customer’s ability to locate their store.

7. Is there a need to improve access/connectivity to the center?
   Better bus routes, better signage, and more advertising would help people find the center.

8. Is there a need to improve communications between the business owners, the village board and the village residents?
   The property owner does little to communicate with the shop owners. The merchants themselves are comfortable with their communication with each other. There is very little communication with the village board.

9. Are there other issues that concern you?
   Security, too many stores of the same kind, and poor signage are problems. Need to attract more morning customers, perhaps with a coffee shop.

QUESTIONS FOR GIANT

1. Will the new Wegmans on the other side of town cause a problem?
   Several merchants were concerned that traffic to Giant Food and the rest of the center would drop and cause a loss of business.

2. If Wilde Lake gets a new grocery store, will this impact Hickory Ridge?
   Again, the merchants were worried that another nearby grocery store could impact their business.
Community Response Form Results

1. Do you think that the boundaries drawn by the committee are appropriate? If not, why not? Should other parcels be included? Are parcels included that should not be part of this master plan?

- Good decisions made to improve connectivity.
- Yes.
- I think they are spot on.
- Yes (appropriate), no (more parcels).
- Yes, good job. You are correct to discourage retail on other parcels.
- Yes, I think they are appropriate.
- Yes, the boundaries are good.
- Yes, it's brilliant. Good for you!
- Yes.
- Yes, Nature Center should be integrated/addressed. Trails reaching to nature center.
- Looks good — thanks for the hard work.
- Yes, very appropriate. I would add the first lot at the NE corner of Cedar and Braeburn.
- I believe it is underdeveloped.

2. Should there be more office space? More residential?

- Yes and yes, both would better establish “community”.
- No, more residential.
- More residential 55 and older.
- Yes.
- More of both.
- Yes, more office. Mix up the uses.
- Some of each but with the residential more geared toward single family detached or townhouses, not apartments.
- Offices, perhaps gerontology specialty medical, not others. Residential OK, but not too intense.
- The balance looks great.
- Yes (office). Maybe (residential), but not so much it will create traffic problems.
- Whatever works.
- We need more foot traffic thus we need daytime office workers, so yes, we need more office space.
- I favor more density, believe more offices are preferable.

2. What should be the maximum height of buildings?

- Five stories.
- Three stories.
- Three-four stories.
- Should be a function of setback and size.
- Three-four stories.
- Five stories.
- Generally two stories, for some three stories.
- Three stories.
- Office — five stories. Home — three stories.
- No more than two stories.
- You should consider raising the maximum height of buildings to 5 or 7 stories. Several villages have high rises and they seem to work out OK. After all the higher the building, the greater the green space that can be provided.
- 3-4 stories.
4. What types of uses would you like to see on the Columbia Open Space parcel that is reserved for community uses?

- Reforestation to protect our watersheds and improve water quality.
- Warm therapy pool and walking trails accessible for wheelchairs.
- Outdoor exercise park, dog park. I don’t think we need a new village office there.
- Parcel C should be a park not an athletic venue. Athletic venue should go in the retail core as a tenant.
- Recreation uses that will attract people. Large outdoor pool? Dog park is a good idea. Farmer’s market?
- A CA gym geared towards 50+, no children, pool, therapy center, walking track, etc.
- Age restricted, CA gym for 55+ with space for association possibly senior center, but prefer gym or senior swim center.
- A CA use as you suggested sounds good.
- Any of the things suggested except the dog park. Park area with picnic tables, charcoal grilles, playground facilities like the one next to Hawthorn Center. Fountain with splash pad.
- Dog park is great idea. Outdoor chess/checkers, bocce ball. Tennis? Yoga studio. Building dedicated to yoga or meditation. Maybe coordinate with Tai Sophia. Good for seniors and medical needs.
- There are lots of families in the area — a large tot lot or a walk-in water fountain (like the one in Silver Spring) would appeal to them. A dog park would not increase foot traffic as people couldn’t take their pet into shops.
- I think a great use of the park space mentioned in the Master Plan is for an azaleas and dogwood park similar to the links below. Every spring the village could host an Azalea and Dogwood Festival to bring people to the park and the village center. Local garden clubs might love to partner on the park.
- I have suggested a large tot lot and a fountain with splash pad (walk in) as well! My thoughts were the same. People aren’t going to be able to take their dogs into stores/restaurants so it will not help to bring business to the center. Appeal to families with kids. Come, play, cool off with ice cream, or eat dinner. I also suggested having charcoal grills. People stop at Giant for all the stuff they need to have a picnic right on site.
- A picnic grove — so one could buy lunch at the village and a more natural site to eat.

5. What stores and services would you like to see at the village center?

- “children’s play room” drop-off service while mom and dad do shopping.
- More density, more mixed use like offices.
- I agree we need a breakfast place. Diesel at the gas stations and electric charging station. A card/gift shop like the Party!Party!Party! store.
- Insure viability of supermarket — whatever that takes. Service station — add alternate fuels, diesel and biodiesel and electric charging stations.
- Coffee shop/sandwich place or a pub. Hickory Grille isn’t open in AM, is it?
- Happy with existing composition, maybe a cart/gift shop type place.
- Whatever sells to patients and high school students.
- The ice cream store really added vitality. We need more stores like that — a coffee/bagel store or bakery would encourage people to hang out. Or a pub.
- Coffee shop.
- I would like to see a hardware store in the village center. In Ashton in Montgomery County there is a small hardware in the mini mall. It has competed successfully against Kendall’s in Clarksville and Home Depot near Aspen Hill for several years.
- There’s a good mix now. A cleaner would be a nice addition.
6. What things do you think would make the retail core more viable?

- More “events” — live music, puppet shows, etc on weekends. Community based entertainment.
- Starbucks.
- More eating (lower cost) geared toward family gathering and seniors.
- Remove parts of berm.
- I think the number of restaurants is good so try to keep a number of good restaurants.
- Try to minimize crime and attractive nuisances.
- A pub.
- Better signage, more connectivity.
- Better signs. The road into shopping center from Cedar Lane (slip ramp) signage and ads. Signs on Cedar Lane.
- Fix the fountain, add more seating. More events — village center egg hunt, weekly summer concerts/cocktails for charity.
- Some place for breakfast/coffee to liven up the place.
- Better design of non-vehicular access such as bike trail, handicapped access by elderly across Cedar, etc.

7. Do you have any other suggestions for the plan? Please use the back of this form for additional comments if necessary.

- I like the idea of a medical/senior theme. Johns Hopkins has a world-wide reputation for excellence in senior medicine. Let’s bring it to Columbia and Hickory Ridge. The reality is that the whole of Columbia is aging and we can lead in serving that population.
- I love the idea of developing large medical office buildings — like the one on Charter Drive. Coordinate medical and exercise offices with Tai Sophia Institute. They are expanding. Let them expand here. The new alternative medical center. Do not build more senior housing. My retiring friends say they can’t afford to retire in Columbia. Build housing that accommodates seniors but can also be purchased by younger families.
- I would like to see one of the four buildable parcels returned to its natural state; e.g. woodlands. It would need to be purchased either by the county or a group like the Nature Conservancy. The two best candidates are L or M. M is already a woodlands. Otherwise we’ll lose a valuable resource for our health — “forests.”
- A large nature/eco focused store in the former Japanese steakhouse would tie in nicely with the Nature Center.
- What is really needed is a Dunkin’ Donuts or a bar — some place for a cup of coffee — breakfast or to meet friends and hang out for awhile.
- I just wanted to share, since I wasn’t able to attend the meeting, that I love the idea of a dog park in Area C. That is something that doesn’t exist anywhere else in Columbia. It would be a great draw to our village center of folks who take their pet out to the dog park, then maybe stop by the village center for a bottle of wine, ice cream or dinner to go before heading home. From what I typically see the kind of folks that take their dog to a dog park are well-established, conscience people, (they will clean up after their pet) who would be a great benefit to our area. I love the idea and hope it gains support.
- I think #6 (better non-vehicular access) is critical. Requires taking a larger view of things. Also we should consider how to develop more “hanging out” and community interaction at the center.
- I’ve been thinking about the village plan, the slides/handouts
and the public meeting. The one overriding image that reoccurs to me is that I don’t remember seeing anyone under 30 at the meeting in which the visualization committee presented its plan. Can you share if the group sought any input from Atholton students or local scouting/affinity groups? It seems to me that way too much emphasis was placed on Hickory Ridge as being a destination where one could get medical help or a sandwich when visiting someone in Lorien, Gilcrest Hospice, Sunrise Senior Living or any of the medical destinations that were envisioned within this plan. The medical is already concentrated at Cedar & Hickory Ridge and Charter ... leave it there. In my opinion, I don’t see anything here that suggests ‘vibrancy’ as in beyond a 9am-5pm location/activity center. The village center area needs no more banks or senior housing; the Hawthorn Center should be envisioned for another purpose and the CA village office should be consolidated/added to the Hickory Ridge village area, with a bigger space and auditorium/multipurpose area with good acoustics to allow for multiple simultaneous uses by groups large and small as well as a performance area — put it all in Area I and build a pedestrian bridge that can accommodate ADA purposed vehicles — swap space (Hawthorn) with the Lutheran Church and consolidate with Area J and make this the Village Center destination and encourage activities that engage families with children — people are still asking HC.gov’t for a swimming pool ... maybe here too. Just my 2 cents and thoughts ... thanks for letting share them.

- Hickory Ridge is wonderful. It’s pleasant and has tons of various senior living around it from 600K townhouses for over 55 to 300K homes to assisted living. There are Chinese, Japanese, Luna Bella (Italian), Mediterranean, pizza, a new restaurant that I want to check out. I believe they cook the food while you watch or maybe its Mexican ... not sure. There is an ice cream place, a chicken restaurant, one of the best wine shops in Columbia. Athletic store, shoe store where you can get your bags and shoes fixed. Barber shop for men nail shop, hair shop, etc. Subway. The gas station is rated one of the best. They have fixed all my cars now for 18 years. Greatest guys around.

- As for the fountain. It is on much of the time. I think they turn it off by choice. It’s a small shopping center but I go there several times a week and eat in a restaurant there or take out weekly. I love that Giant, Dominoes, and get my gas and have my cars serviced at Sunoco. It’s a wonderful village center. If they do anything, I would not suggest athletic center. Traffic would be horrible. I would suggest a tall high rise across Cedar Lane next to Harmony Hall or medical offices across from Harmony Hall.

- “As a participant in the HRVC2 effort, just want to say how gratifying it was that so many folks turned out for the 4/26 meeting proving that “citizen involvement” is alive and well. And a special thanks to Joan Lancos for a super presentation — as evidenced by the foregoing blog activity.”

Steve
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