CHECKLIST AND TABLE OF CONTENTS

APPLICANT: Howard County Department of Planning and Zoning

NAME OF SUSTAINABLE COMMUNITY: Long Reach Sustainable Community

Please review the checklist of attachments and furnish all of the attachments that are applicable. Contents of the notebook should be tabbed and organized as follows:

- ❑ **Tab #1 Sustainable Community Applicant Information**

- ❑ **TAB #2 - Sustainable Community General Information:** In addition to the narrative about the baseline information included in the Sustainable Communities application, include a hard copy of the of the proposed Sustainable Communities map in Tab 2.

- ❑ **TAB #3 – Sustainable Community Action Plan/Matrix**

- ❑ **TAB #4 – Local Support Resolution: (sample resolution on page 11) In addition to the local support resolution, please include any letters of support that demonstrate partner commitments to the implementation and/or oversight of the Sustainable Community Plan.**

- ❑ **TAB #5 – Signed Sustainable Community Application Disclosure Authorization and Certification (sample form on page 13)**

- ❑ **TAB #6 – CD-ROM:** The CD-ROM should include the following contents:

  - Map in pdf format of the proposed Sustainable Community area

  - **GIS shapefile of the proposed Sustainable Community boundaries and other GIS related data**, e.g., spreadsheet of detailed listing of parcels that form the project boundary. (If you have additional comments or questions about the GIS mapping requirements, please contact Brad Wolters, Senior GIS Specialist, DHCD, wolters@mdhousing.org.)

  - Pictures (jpeg format) of your Sustainable Community as it relates to your application

I. SUSTAINABLE COMMUNITYAPPLICANT INFORMATION

Name of Sustainable Community:

_____Long Reach Sustainable Community_____

Name of Applicant:
Howard County

Applicant's Federal Identification Number: 52-6000965

Applicant's Street Address: 3430 Court House Drive

City: Ellicott City **County:** Howard **State:** MD **Zip Code:** 21043

Phone Number: 410-313-2350 **Fax Number:** 410-313-3467 **Web Address:** howardcountymd.gov

Sustainable Community Application Local Contact:

Name: Raj Kudchadkar **Title:** Deputy Director

Address: 3430 Court House Drive **City:** Ellicott City **State:** MD **Zip Code:** 21043

Phone No: 410-313-2350 **Fax:** 410-313-3467 **E-mail:** rkudchadkar@howardcountymd.gov

Sustainable Community Contact for Application Status:

Name: Kate Bolinger **Title:** Planning Specialist

Address: 3430 Court House Drive **City:** Ellicott City **State:** MD **Zip Code:** 21043

Phone No: 410-313-4393 **Fax:** 410-313-3467 **E-mail:** kbolinger@howardcountymd.gov

II. SUSTAINABLE COMMUNITY – General Information

A. Proposed Sustainable Community Area(s):

(1) Provide a description of SC Area boundaries. How did the applicant determine that these are the most appropriate boundaries for its target area? Describe the methodology for choosing this target area.

The proposed Long Reach Sustainable Community area includes two areas: a larger area (the official proposed SC area) and a smaller, primary focus area.

The primary focus area includes the Long Reach Village Center, nearby community open space, and Long Reach High School. The majority of action items proposed would apply to this smaller area.

The Long Reach Village Center opened in 1974 to serve the Long Reach Village residents with a grocery store anchor, retail shops, restaurants, the Stonehouse community center and Columbia Art Center. For decades, the LRVC provided the everyday shopping needs of village residents with little area competition.

In recent years, new grocery options emerged in close proximity to the LRVC. Amidst this expansion of competition, in 2011 the Safeway grocer closed its store in the LRVC. Family Market, an ethnic grocer, opened briefly, but closed in mid-2013. The anchor space then sat vacant, and the shopping center showed signs of disinvestment. Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%.

The larger SC area includes the Long Reach neighborhoods of: Jeffers Hill (southwest of Route 175/Little Patuxent Parkway), Phelps Luck, and portions of Kendall Ridge. The area is bound to the west by Blandair Park and the Oakland Mills Village area, to the north by Route 108, and to the southeast by Snowden River Parkway. The southern boundary of the primary focus area is also the southern boundary of the larger SC area.

The larger SC area includes Tamar Drive, which serves as the central roadway connecting neighborhoods and the village center (in essence, Tamar is the “spine” of the Long Reach area). The larger SC area includes older residential neighborhoods which could take advantage of programs for property rehabilitation and reinvestment. There were 2,934 parcels with homes built more than 30 years ago in this area.

The larger SC area, at 1,180 acres, is a large enough area to capture older, existing business and residential communities but also small enough to allow for a targeted approach.

(2) Include the following as an attachment: 1) PDF or JPEG of proposed Sustainable Communities map, 2) GIS shapefiles of proposed Sustainable Community boundary (mapped to the parcel boundary), 3) pictures of proposed Sustainable Community area.

These materials are provided on the enclosed CD-ROM, and a hard copy of the map is provided at the end of this section.

(3) Approximate number of acres within the SC Area:__1180___

(4) Existing federal, state or local designations:

☐Community Legacy Area ☐ Designated Neighborhood ☐Main Street ☐Maple Street

☐National Register Historic District ☐Local Historic District ☐ Arts & Entertainment District

☐State Enterprise Zone Special Taxing District ☐BRAC ☐ State Designated TOD

☑ **Other(s):** Howard County Urban Renewal Area (portion of proposed SC area)

(5) Prior Revitalization Investments & Smart Growth:

(a) *List and describe any significant State and local smart growth or revitalization related program investments* (for instance, Community Legacy or SC Rehab Tax Credit) that have been invested in the Area since the launching of Maryland's Smart Growth initiative and programs in 1997 (including Housing investment). What impact have these investments made in the community?

The Long Reach Village Center has recently become the subject of revitalization planning in Howard County. In 2014, the Howard County Council declared most of the Long Reach Village Center as an Urban Renewal Area. The County Council found that Long Reach Village Center had become a blighted area, with a high vacancy rate, poorly maintained buildings, and ongoing and increasing safety concerns expressed by community members, village center occupants and visitors.

The County Council designated 19.1 acres within the Long Reach Village Center as a blighted area in need of rehabilitation or redevelopment. This area included all of the area bound to the north by Cloudleap Court and Tamar Drive, to the east by Foreland Garth, to the south by the Longwood Apartments, and to the west by the Timbers Apartments and Route 175.

Since the Urban Renewal designation, Howard County has purchased 7.7 acres within the Urban Renewal Area. Howard County is currently preparing a Request for Proposals (RFP) solicitation to seek interest from developers in rehabilitating or redeveloping the Urban Renewal Area. Designation of the Long Reach Village Sustainable Community area would broaden the tools available to address revitalization in the Long Reach Urban Renewal Area.

B. Organizational Structure, Experience and Public Input:

(1) Describe the Applicant's organizational structure. Specifically, which organizations are members in the **Sustainable Communities Workgroup** and who are the respective staff? Who are the leaders, and how will the Workgroup advisor or staff manage implementation of the SC Area Plan?

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

The Department of Planning and Zoning has led the effort for designation by facilitating Workgroup sessions, compiling comments, and preparing the application. The Workgroup includes members from each of the six respective Sustainable Community action areas: environment, economy, transportation, housing, quality of life, and local planning and land use. The Workgroup partners, including Howard County Government, will implement the plan.

(2) Describe the Applicant organization's past experience in administering revitalization plans and projects. Describe the roles of the members of the **Sustainable Communities Workgroup**, including their experience in implementing revitalization initiatives. What are the strengths and challenges of the capacity of these groups with respect to implementation of the SC Plan?

Howard County has attained Sustainable Community designation for two areas in the county: Historic Downtown Ellicott City and the North Laurel-Savage area. Multiple Howard County departments have received and administered Community Legacy and other state grant awards. These funds have advanced revitalization projects such as: facade improvement in Ellicott City, streetscape enhancement in Ellicott City, and renovation and refurbishment of Baldwin Hall and Baldwin Commons in Savage.

Howard County agencies involved in the workgroup bring substantial experience implementing capital projects that enhance and revitalize older communities. These agencies include the Department of Public Works, Office of Transportation, and Housing Commission.

Columbia Association (CA) is a nonprofit community services corporation that manages Columbia, MD, home to approximately 100,000 people. CA operates a variety of facilities, including the Columbia Art Center at Long Reach Village Center; CA also maintains more than 3,600 acres of open space as a permanent asset to the community. CA works collaboratively with Howard County on revitalization planning, including current work on a feasibility study for the Oakland Mills Village Center and prior collaboration on a Columbia-wide village center market study.

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

In 2015, Howard County held a series of meetings to gather community input on revitalizing the Long Reach Village Center. These meetings were part of an initiative known as "Reimagine Long Reach Village Center." Community participation in the meetings exceeded expectations. Over 150 community members attended the kickoff meeting in April of 2015. That meeting – and each of the subsequent meetings in the series – featured both high attendance and thoughtful discussion.

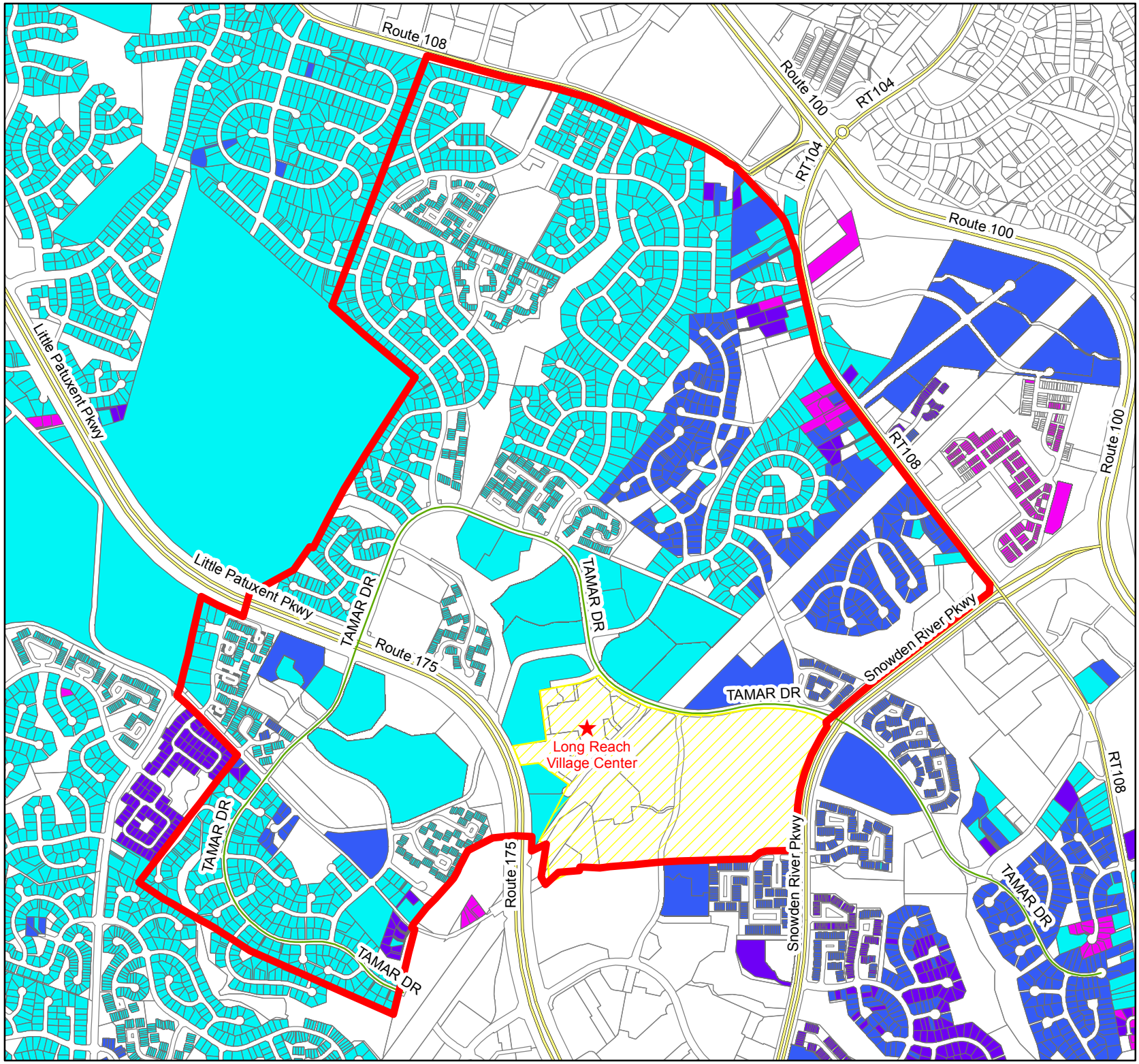
Community preferences were documented in the draft Reimagine Long Reach Village Center plan, available on the Howard County website: www.howardcountymd.gov/longreach. The draft Reimagine plan objectives for revitalization build not only from community preferences, but also from the 2012 Long Reach Village Center Community Plan, Columbia Association's Guiding Principles, and general planning principles. The objectives address four areas: 1) economic sustainability, 2) connectivity, 3) community spaces, and 4) building and site design.

Rather than identify one preferred concept for a revitalized LRVC, the draft Reimagine plan acknowledges that many different concepts could meet the County and community's objectives for a revitalized LRVC.

These objectives built upon the Long Reach Community Association's 2012 Village Center Community Plan. This master plan provides guidance from the Village to the County and developers on the Long Reach Community Association's vision and desired planning concepts as the village center area changes over time.

The Reimagine effort also built upon the findings for LRVC contained in the 2013 Columbia Market Study, a joint effort by Columbia Association, Howard County Economic Development Authority, and Howard County Government. This Columbia-wide study included multiple community wide public presentations.

Revitalization of the Long Reach Village Center is supported by *PlanHoward 2030*, Howard County's General Plan. *PlanHoward 2030* supports more vibrant, connected, and multimodal village centers. Further, *PlanHoward 2030* envisions that village centers which redevelop will feature more sustainable and vibrant gathering places.



Proposed
Long Reach
Sustainable Community

LEGEND

- Proposed SC Area
- Primary Focus Area

YEAR BUILT: HOUSING

- 30+ Years (1794 - 1986)
- 20 - 30 Years (1986 - 1996)
- 10 - 20 Years (1996 - 2006)
- < 10 Years (2006 - 2015)

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III. SUSTAINABLE COMMUNITY ACTION PLAN

The Sustainable Community Action Plan (SC Plan or Plan) is meant to be a multi-year investment strategy – a strategic set of revitalization initiatives and projects that local partners believe will increase the economic vitality and livability of their community, increase prosperity for local households and improve the health of the surrounding environment. The Plan should be flexible enough to be updated regularly and renewed every five years as the community envisions new goals. The priority initiatives and projects identified in the action plan are your priorities for improving the livability of community places -- residential, commercial, or other public or private properties – and the sustainability of new work, retail, recreational and housing opportunities for residents. At the same time, the plan should only discuss the strategies that will impact the geographic area targeted for revitalization, so that resources have the best opportunity to have the intended effect. These projects can also be designed to reduce the environmental impact of the community through water and energy resource conservation and management strategies. In this way, the Plan can be a road map for local stakeholders as well as State agencies to work together to create a more a livable and sustainable community.

Please complete the attached matrix. The document has been broken down into six different sections, namely Environment, Local Economy, Housing, Quality of Life, Transportation and Land Use/Local Planning. These parts address key components of your Sustainable Community Action Plan. Follow the guidelines below to fill out the matrix.

1) **For each of the different sections, pinpoint essential strengths and weaknesses of your community**. Example Transportation: Strength - Good sidewalk connectivity. Weakness - Insufficient amount of downtown parking.

2) **Based on those strengths and weaknesses, formulate specific outcomes that address the most pressing issues or greatest potentials. Include a means of measuring the success of said outcome.** Example Economy: Outcome – Expand broadband fiber optics in Town. Progress Measure - Linear measurement of fiber laid and number of residential and business connections.

3) **After defining the outcomes, list detailed strategies (break down to several action steps if needed) that will serve as the means to achieve those goals.** Example Economy: Strategy - Increase number of Town sponsored events Develop with community input, a series of weekend events that the Town could host.

4) **List potential partners that can support the successful implementation of these strategies through different types of resources.** Example Economy: Dept. of Housing and Community Development (Community Legacy program), Small Business Administration (Services and financial assistance) etc.

Please find the Sustainable Community Action Plan for Long Reach attached.

Sustainable Community Action Plan

Long Reach Sustainable Community

Submitted by Howard County

6/3/2016

SUSTAINABLE COMMUNITIES WORKGROUP:

The Sustainable Communities Workgroup consists of representatives from:

- Howard County Department of Planning and Zoning
- Howard County Office of Community Sustainability
- Howard County Office of Transportation
- Howard County Economic Development Authority
- Howard County Housing Commission
- Howard County Department of Public Works
- Columbia Association, including Columbia Art Center
- Long Reach Village Board/Management
- Long Reach High School
- Area Business Owners

KEY OF IMPLEMENTATION PARTNERS:

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

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

Environment

Strengths	Weaknesses
• Blandair Park is a major recreational destination with portions in Long Reach. The proposed Long Reach sustainable community area is adjacent to Blandair Park. • CA and Howard County partner to maintain a trail network that connects to the Village Center; portions of the trail network are jointly maintained while others are maintained solely by CA • Within the community open space located near the BGE transmission line, community garden plots are actively used and in high demand • Jackson Pond is a recreational amenity for local residents • Long Reach High School is a top ranked environmental facility. The high school is a member of the Maryland Green Registry with Maryland Department of the Environment, which recognizes the school's environmental best practices.	• Early 1970's village development pre-dates storm water management practices • The LRVC contains a large impervious parking lot with limited landscaped areas • There are not enough garden plots to meet demand, and there is a waiting list for existing plots • Access to local foods is limited in the Village Center, with few food offerings remaining. The community has expressed desire for some type of establishment offering healthy food options. Given the many nearby grocers in a short drive from the Village Center, a traditional grocer is unlikely to be attracted to the Village Center

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Impervious area is reduced at the LRVC Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets	Strategy A: Encourage redevelopment in the Village Center that reduces impervious cover Strategy B: Identify right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management Strategy C: Increase the redevelopment stormwater management captured in order to better manage water quality, demonstrate model sustainable development and provide greater credit toward permit mandates Strategy D: Establish the area as a stormwater educational showcase – much like the Savage Library with innovative treatment techniques and educational signage. Treatment techniques may feature artistic designs.	Strategy A: Future Village Center Developer, DPZ Strategy B: OCS, OoT, DPW Strategy C: OCS, DPW Strategy D: Future Village Center Developer, OCS, Columbia Art Center
Outcome 2: Long Reach Village Center is sustainably redeveloped Progress Measures: LEED designation	Strategy A: Follow County Building Codes which LEED green building standards for new publically financed buildings of 10,000 square feet or more and 50,000 square feet or more for privately financed buildings Strategy B: Incorporate high caliber, green building and site design strategies and systems	Strategy A: DILP, Future Village Center Developer Strategy B: DPZ, Future Village Center Developer

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 3: Community open space is enhanced with expanded community garden plots Progress Measures: number of garden plots/registered gardeners	Strategy A: Partner with Columbia Gardeners nonprofit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming Strategy B: Partner with Long Reach High School for high school plots Strategy C: Investigate the potential to create a community storefront tool bank which would allow community members opportunity to rent shovels, hoes, wheelbarrows, and other small garden related tools	Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA Strategy B: Columbia Gardeners, HCPSS, DRP Strategy C: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA
Outcome 4: Outdoor spaces provide opportunities for learning. Progress Measures: number of students, volunteers	Strategy A: Partner with Science Department at Long Reach High School	Strategy A: HCPSS
Outcome 5: Plantings that support pollinator species are encouraged at LRVC. Progress Measures: pollinator plant count	Strategy A: Require an increased percentage of pollinator plantings as part of redevelopment of the LRVC. Often, redevelopment projects feature limited plantings and the majority of those lack good pollinator species. Requiring pollinator plantings would create a more sustainable environment that does its part to support pollinator species. The requirement could be as simple as a requirement for all native plant species throughout the green spaces or as complex as incorporating green roofs that serve a triple purpose for pollinators, stormwater and energy management.	Strategy A: OCS, DPZ, Future Village Center Developer
Outcome 6: Sustainable energy practices are employed at LRVC. Progress Measures: investment in sustainable energy infrastructure	Strategy A: Evaluate the potential to include an energy microgrid as part of the LRVC's redevelopment.	Strategy A: Future Village Center Developer, OCS, HCEDA, BGE
Outcome 7: Access to healthy foods is expanded at LRVC. Progress Measures: availability of grocery staples at LRVC establishments	Strategy A: Work with LRVC establishments (such as the Exxon station) to offer more grocery staples and potentially fresh produce	Strategy A: LRCA, Business Owners

Economy

Strengths	Weaknesses
• Village Center is close to major commuting routes (MD 100, MD 175, US 29 and I-95) • CA's Stonehouse and Columbia Art Center serve as cultural assets • In designating the Village Center an Urban Renewal Area, Howard County has acknowledged LRVC is in need of revitalization and has put County support behind striving for economic vibrancy • Market studies have identified opportunities for new/expanded uses in LRVC, including: a shift in use from primary retail to community and institutional uses; an arts theme to complement the Columbia Art Center, potentially to include artist work/sell/exhibit space, studio space, classrooms, and shared production space; and new housing • Howard County's ownership of the Village Center commercial space provides opportunities for interim use of vacant spaces. For example: o Effective May 1, 2016, the Loan Closet of Howard County has relocated to Long Reach Village Center with an expanded service. The Loan Closet provides refurbished equipment and resources for older adults, caregivers, children and adults with disabilities to improve their overall quality of life. The Long Reach operation will offer longer operating hours, increase the number and types of equipment provided and increase the number of community members served. • Long Reach is proximate to many destinations, for example: Blandair Park, the Mall in Columbia, and Wegmans grocery store. These destinations bring people to the area, which could present opportunities for the LRVC so long as those opportunities are not in direct competition with these destinations.	• Many competing grocery stores and other commercial businesses are located nearby, in the Snowden River Parkway/Dobbin Road area. Five grocery stores are within a six-minute drive of the LRVC • LRVC lacks an anchor; previous grocery stores have gone out of business • LRVC is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility • Vacancy rates in LRVC are higher than in other village centers. The combined retail vacancy rate at LRVC was approximately 68% in 2014, according to a Columbia Market Study that evaluated eight village centers that year. In contrast, the overall retail vacancy rate at the other village centers (excluding LRVC) was approximately 3%. • The ability of Columbia's traditional Village Center format to respond to current commercial competition and community need is challenged • Lacking an anchor establishment and with many vacancies, LRVC does not serve as a destination place • Existing commercial buildings are in need of investment

Economy

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Existing and new businesses at LRVC have opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia Progress Measures: Vacancy rates/occupancy	Strategy A: Initiate a competitive bid process for Village center redevelopment Strategy B: Encourage start-up businesses to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses Strategy C: Encourage the addition of businesses that would create additional draw to the LRVC	Strategy A: DPZ Strategy B: HCEDA, Future Village Center Developer, Business Owners Strategy C: Future Village Center Developer
Outcome 2: The LRVC is activated by interim/temporary uses Progress Measures: Vacancy rates/occupancy	Strategy A: Be open to lease opportunities that could fill vacant spaces at the LRVC in the interim between now and construction of a redevelopment or rehabilitation program.	Strategy A: OCS, HCEDA, DPW, Future Village Center Developer
Outcome 3: Visibility of LRVC's commercial buildings and its community anchor uses (Stonehouse, Columbia Art Center) are improved from Tamar Drive, Cloudleap Court and Foreland Garth to increase customer traffic and support business viability Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.	Strategy A: Encourage commercial building placement along primary streets with active fronts that define the street edges Strategy B: Collaborate on potential land ownership swaps which advance desired land use arrangements while retaining village center community assets like Stonehouse and Columbia Art Center	Strategy A: DPZ Strategy B: CA, Future Village Center Developer, other Village Center property owners

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 4: Appropriate signage and branding is provided for LRVC Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts.	Strategy A: Develop an on-site/off-site directional wayfinding system and branding strategy for the Village Center. As part of development of such system, investigate the potential to include signage on MD 175, Snowden River Parkway and Tamar Drive Strategy B: Consider monument signage for retailers (similar to Wilde Lake Village Center) Strategy C: Wrap signage on RTA buses Strategy D: Add directional mapping in transit shelter(s)	Strategy A: CA, DILP, DPZ, DPW, Future Village Center Developer, Columbia Art Center Strategy B: CA, DILP, DPZ, DPW, Future Village Center Developer Strategy C: OoT Strategy D: OoT

Transportation

Strengths	Weaknesses
• LRVC is served by local bus transit with two bus stops • Area trail system (refer back to environment section) • Success of 2015 pilot bike lane project • Village Center is close to major commuting routes (MD 100, MD 175) • Proximity via Tamar Drive and Snowden River Parkway to Statewide and Regional highway system (MD 100, MD 175, I-95, US 29) • Relatively good sidewalk access except Foreland Garth • Howard County is in the process of developing design standards for Complete Streets	• Bus stops do not drop patrons off directly in front of LRVC businesses • Lack of bicycle infrastructure serving site • Connectivity from LRVC to surrounding properties is limited, including connections to Long Reach High School • Bus system experiences lengthy travel times between destinations • Unattractive, large surface parking lots • Wide travel lanes and limited crosswalks across Tamar Drive make crossing to village center dangerous to pedestrians • Subdivisions in Long Reach were laid out for vehicular access and feature many cul-de-sacs

Transportation

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC and schools Progress Measures: facility level of service, inflow trip counts – pedestrian and bike	Strategy A: Provide safe pedestrian/bike network in LRVC consisting of: 1. New pedestrian connections with crosswalks, and existing or new internal streets in new alignments 2. Pedestrian/bike facility infrastructure including seating, storage, lighting, wayfinding signage, and crossings 3. Formal pathways to connect to community gardens, high school, and new tennis facility 4. Internal walkways/circulation system connecting buildings within center 5. Secure bike storage to encourage bicycle use without the anxiety of loss or damage Strategy B: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods off of Snowden River Parkway	Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS Strategy B: HCPSS, OoT, DPW

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 2: The impact of public transit facilities is maximized by locating them to support commercial operations and community uses at the LRVC Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)	Strategy A: Incorporate transit facility infrastructure including shelters, signage, lighting, etc. as part of Village Center redevelopment Strategy B: Monitor the 2016 pilot bike share initiative in Downtown Columbia for potential expansion to LRVC in the future Strategy C: Locate buildings along public right of ways to improve headway time for buses	Strategy A: OoT, Future Village Center Developer Strategy B: OoT, Future Village Center Developer Strategy C: OoT, Future Village Center Developer
Outcome 3: LRVC is accessible, convenient, and comfortable for multi modal users Progress Measures: inflow trip counts – vehicle, pedestrian, bike	Strategy A: Since Tamar Drive is difficult to cross, evaluate a Tamar Drive Restriping Plan for traffic calming and potential bike access – particularly if a redevelopment proposal calls for siting buildings close to Tamar. Precedents include Twin Rivers Road in Wilde Lake Strategy B: Investigate the potential for Tamar Drive and Foreland Garth to be revamped as complete streets. Complete streets are designed for safe, comfortable, and convenient use by people walking, driving, bicycling, or taking public transportation Strategy C: New pathway segments at the LRVC that align or parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping	Strategy A: DPW, OoT Strategy B: DPW, OoT Strategy C: Future Village Center Developer, DPW, Howard County Police Department
Outcome 4:Parking at the LRVC is better located and designed Progress Measures: visual screening of parking by buildings or landscaping, location of parking in redeveloped LRVC	Strategy A: Screen vehicle parking from Tamar Dr, Foreland Garth, and Cloudleap Ct Strategy B: Locate vehicle parking to the side and back of buildings Strategy C: Provide bicycle parking in favorable locations to give preference to bicycles over vehicles Strategy D: Ensure parking is adequately scaled to proposed uses in a redevelopment program Strategy E: Integrate pedestrian pathways with parking design.	Strategy A: Future Village Center Developer, DPZ Strategy B: Future Village Center Developer, DPZ Strategy C: Future Village Center Developer, DPZ, OoT Strategy D: Future Village Center Developer, DPZ, OoT Strategy E: Future Village Center Developer, DPZ, OoT

Housing

Strengths	Weaknesses
• Market studies have indicated there is market support for new housing in the LRVC, both in the for-sale market and the rental market • Market consultants have recommended that LRVC could effectively target three submarkets: families, mid-career singles, and empty nesters • Columbia's Long Reach housing sub-market continues to experience locational benefits (HCPSS, amenities, employment access) that sustain residential demand • Vacancy rates are low across rental communities in Long Reach and surrounding area, indicating strong demand for housing. According to a 2015 market study, the rental community vacancy rate was 2.1 percent in the market area (comprised of the villages of Long Reach, Oakland Mills, and Owen Brown and part of Elkridge and Ellicott City). Vacancy rates at rental communities closest to Long Reach ranged from 0% to 5%. • Diversity of current housing inventory • As part of the proposed fiscal year 2017 operating budget, Howard County proposes to establish RENEW Howard in the Department of Housing and Community Development for rehabilitation loans to renovate or improve aging housing stock. Howard County has proposed $2 million to establish the program. This type of program could offer opportunities for aging housing in Long Reach.	• Housing stock includes older single-family and multi-family units, which could signal need for reinvestment • New housing options are somewhat constrained by planned new housing in Downtown Columbia and the Route 1 corridor. These competing areas may attract empty nesters seeking upscale housing and commuters, respectively • Negative perception of apartments and low and subsidized housing impacts on the community

Housing

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Redevelopment of the LRVC may include housing to provide an on-site demand for goods and services Progress Measures: number of units	Strategy A: As part of initiating a competitive bid process to redevelop the LRVC, be open to receiving proposals that include a mix of housing, retail, and other uses. Redevelopment could include vertical or horizontal mix of uses. Strategy B: Any redevelopment plan that includes housing should take into account the current area housing inventory	Strategy A: DPZ, Future Village Center Developer

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 2: Property maintenance and reinvestment in older housing stock is encouraged Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value	Strategy A: Leverage RENEW Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach Strategy B: Investigate the potential to have a hand tool bank for home repair and/or community work bench area for small woodworking projects, following models such as Baltimore City's tool bank program.	Strategy A: DHCD, residential property owners, LRCA (architectural/covenant review) Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP

Quality of Life

Strengths	Weaknesses
• Stonehouse and Columbia Art Center serve as destinations • Blandair Park continues to be developed and will serve as a regional recreation amenity • CA will be constructing a new $8 million indoor tennis facility on open space adjacent to village center • Howard County schools, libraries, and access to employment provide benefits to Long Reach residents • Columbia Art Center and provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local art work. It provides youth and teen programming that include school's out program, summer art camp, teacher-led parties, and year-round art classes. • Columbia Art Center has partnerships with Howard County Library System, Howard County Public School System, Columbia Festival of the Arts, Howard County Arts Council, Hope Works of Howard County, and ARC of Howard County. Through these partnerships, Columbia Art Center hosts a variety of exhibitions and community events. It also hosts literary community events through Little Patuxent Review and Howard County Poetry and Literary Society. • Columbia Art Center offers rental space for weddings, parties, business meetings and public events. • In spite of LVRC's low customer traffic, Columbia Art Center has maintained growing enrollment and in 2015 had 27,000 visitors. With greater visibility, Columbia Art Center can become a more prominent venue as a leading community arts resource. • Recently initiated program, Driving Student Success, provides after school transportation for students to encourage participation in after school activities. The initiative was created by the Bright Minds Foundation in collaboration with District 1 Councilman Jon Weinstein, the Howard County Public School System, and the Howard County business community. • Long Reach High School has received awards for its efforts that improve student quality of life. The high school's programing to promote health and wellness resulted in a silver medal award from Healthy Howard. Long Reach High School's efforts in implementing positive behavioral interventions and support (PBIS) resulted in a gold award from PBIS Maryland. • Local businesses in the Long Reach Village Center provide assistance to residents with limited English proficiency, such as tax assistance, legal paperwork and job applications.	• With many vacancies in LRVC, the village center is not serving as a vibrant center of the community; this has led to the center's designation as an Urban Renewal Area • Some community members (but not all) perceive the LRVC as unsafe • Stonehouse and Columbia Art Center are located in the rear of the village center with poor visibility and access. The buildings are some of CA's oldest • Long Reach High School has the second highest student population in HCPSS, and also has a high population of English language learners. Not all students have adequate transportation to participate in after school activities • There is a need in the community for additional services to assist English language learners, refugees, and other special populations.

Quality of Life

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Expanded or enhanced public spaces are appropriately sited in redevelopment to function as an integral part of development to provide public interaction and gathering Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts	Strategy A: Require that public spaces provide landscaping and offer benches or other types of outdoor seating and activities Strategy B: Incorporate a central community amenity space Strategy C: Central pedestrian walkway connecting various walkways Strategy D: Provide for hardscape/landscape elements in public spaces Strategy E: Consider interactive features such as playful fountain, outdoor nature playspace, climbing wall or something similar that would draw people and create a people watching opportunity	Strategy A: Future Village Center Developer, DPZ Strategy B: Future Village Center Developer, DPZ Strategy C: Future Village Center Developer, DPZ Strategy D: Future Village Center Developer, DPZ Strategy E: Future Village Center Developer, DPZ
Outcome 2: Village sponsored events provide community identify and the sense of place Progress Measures: number of people attending events, demand from community to continue/repeat events, variety of event offerings by type and season, number of volunteers and organizations involved	Strategy A: Develop with community input a series of weekend events that the Village Center could host Strategy B: Partner with drama and art departments at Long Reach High School	Strategy A: LRCA, local bands, sports groups, business owners, students, and Columbia Art Center and its partners Strategy B: HCPSS, Columbia Art Center

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 3: Existing institutional uses are retained and enhanced (such as Stonehouse and Columbia Art Center) and there are opportunities for new institutional uses (such as governmental, educational, and nonprofit uses) that complement the existing assets Progress Measures: Retention of Stonehouse and Columbia Art Center	Strategy A: As part of the redevelopment of the center, consider land swap and strategy to relocate/rebuild Stonehouse and Columbia Art Center at a more prominent location at the center.	Strategy A: CA, Future Village Center Developer
Outcome 4: Connections are made to public institutions, including CA sites, DRP sites, and Long Reach High School Progress Measure: pedestrian/bike facility level of service	Strategy A: Include off-site connections beyond the Village Center to Blandair Park and the new CA tennis facility for those who walk and bicycle Strategy B: Include off-site connections beyond the Village Center to Long Reach High School	Strategy A: CA, OoT, DPZ, DPW, and DRP Strategy B: HCPSS, CA, OoT, DPZ, and DPW
Outcome 5: Community members' day-to-day needs are addressed Progress Measure: number of clients served, volunteer hours	Strategy A: Explore opportunities for a volunteer-based delivery system to provide LRVC businesses' goods and services to local community members in need. Volunteers could include high school students. Strategy B: Evaluate one-stop service models like the Howard County MultiService Center in North Laurel.	Strategy A: LRVC Business Owners, HCPSS Strategy B: Howard County Citizen Services, Business Owners
Outcome 6: Student participation in after school activities at Long Reach High School grows Progress Measure: number of students participating in Driving Student Success program at LRHS	Strategy A: Leverage the new Driving Student Success program, which provides after school bus rides home for students	Strategy A: HCPSS, Business Owners

Local Planning and Land Use

Strengths	Weaknesses
• LRCA is a nonprofit organization that governs and represents Long Reach Village. LRCA includes an elected Village Board, a council representative to the Columbia Board of Directors, and a small staff that conducts daily business of the Association at Stonehouse (the Long Reach community center at the LRVC). • In 2012, the LRCA prepared a Village Center Community Plan. This master plan is meant to guide future redevelopment of the village center. • Village covenants ensure design in the LRVC will be reviewed • In addition to offering a vast array of recreational, cultural and community services, Columbia Association provides planning services and collaborates with Howard County Government on Columbia-related master planning • Howard County's Design Advisory Panel (DAP) reviews proposals for village center revitalization • LRVC has been the subject of a community involvement effort known as Reimagine Long Reach Village Center, during which community members participated in five workshops focused on LRVC revitalization • Village Center Redevelopment process presents opportunity for redevelopment of the LRVC with new uses, and the process includes community involvement and design review	• Design of the LRVC does not meet contemporary planning and design principles, which would place the center and retail uses closer to arterial roadways in more visible locations • Though market studies have indicated support for new housing at LRVC the Final Development Plan for the LRVC does not permit residential development • The Village Center Redevelopment process represents procedural delays

Local Planning and Land Use

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 1: Long Reach Village Center redevelopment advances the vision of the Long Reach Village Center Community Plan Progress Measures: Community support for a village center redevelopment proposal	Strategy A: Include within a Request for Proposals criteria that proposals address the Village Center Community Plan	Strategy A: LRCA, DPZ, Future Village Center Developer

Desired Outcomes and Progress Measures	Strategies	Implementation Partners
Outcome 2: Site design and screening is appropriately addressed through the design guideline provision of the Village Center Revitalization process. Progress Measures: village center design guidelines, block to block height ratios	Strategy A: Incorporate massing and height standards to appropriately transition between neighboring properties Strategy B: Address bulk requirements Strategy C: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems	Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer Strategy B: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer
Outcome 3: New buildings promote a more vibrant village center Progress Measures: village center design guidelines	Strategy A: Articulate elevations so buildings do not have long, blank walls Strategy B: Encourage commercial building placement along primary streets with active fronts that define the street edges	Strategy A: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer