

06/20/23



LONG REACH VILLAGE CENTER REQUEST FOR PROPOSAL

**Presentation to the
Long Reach Village Board**

LONG REACH VILLAGE CENTER
8775 Cloudleap Ct., Columbia, MD 21045

OUTLINE OF PRESENTATION

- ❖ Current Status
- ❖ Urban Renewal
- ❖ Request for Proposal
- ❖ Process
- ❖ Schedule

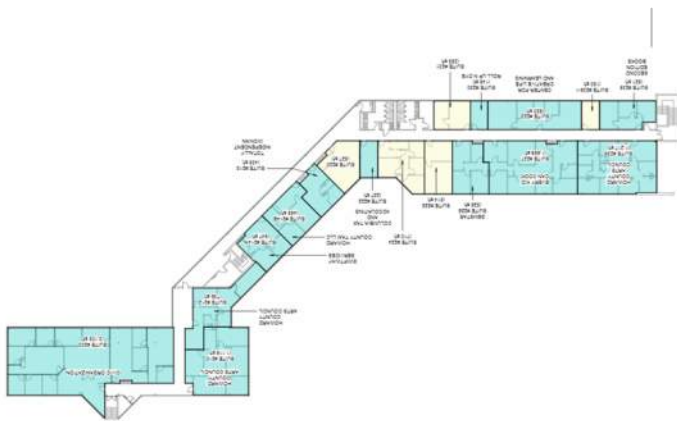


Current Status

	Leasable Area (Square Feet)	Occupancy Rate Prior to Long Reach Rising (pre-2019)	Current Occupancy Rate*
Office	+/- 12,923 SF	+/- 15%	+/- 75%
Retail	+/- 36,741 SF	+/- 23%	+/- 90%
Flex	+/- 53,000 SF	+/- 0%	+/- 70%



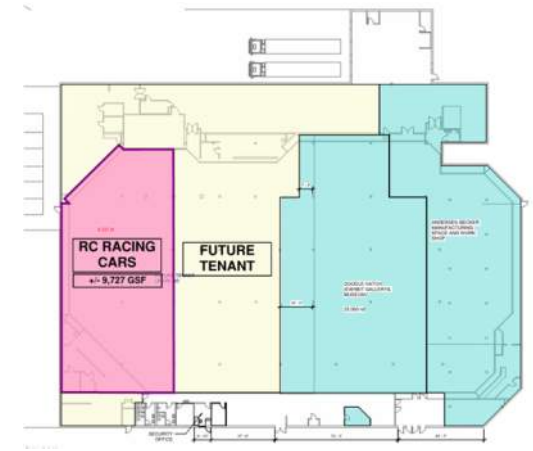
*To promote occupancy rates, County has prioritized a mix of for-profit and non-profit uses; and leased space at below-market rates.



Office (Second Floor)



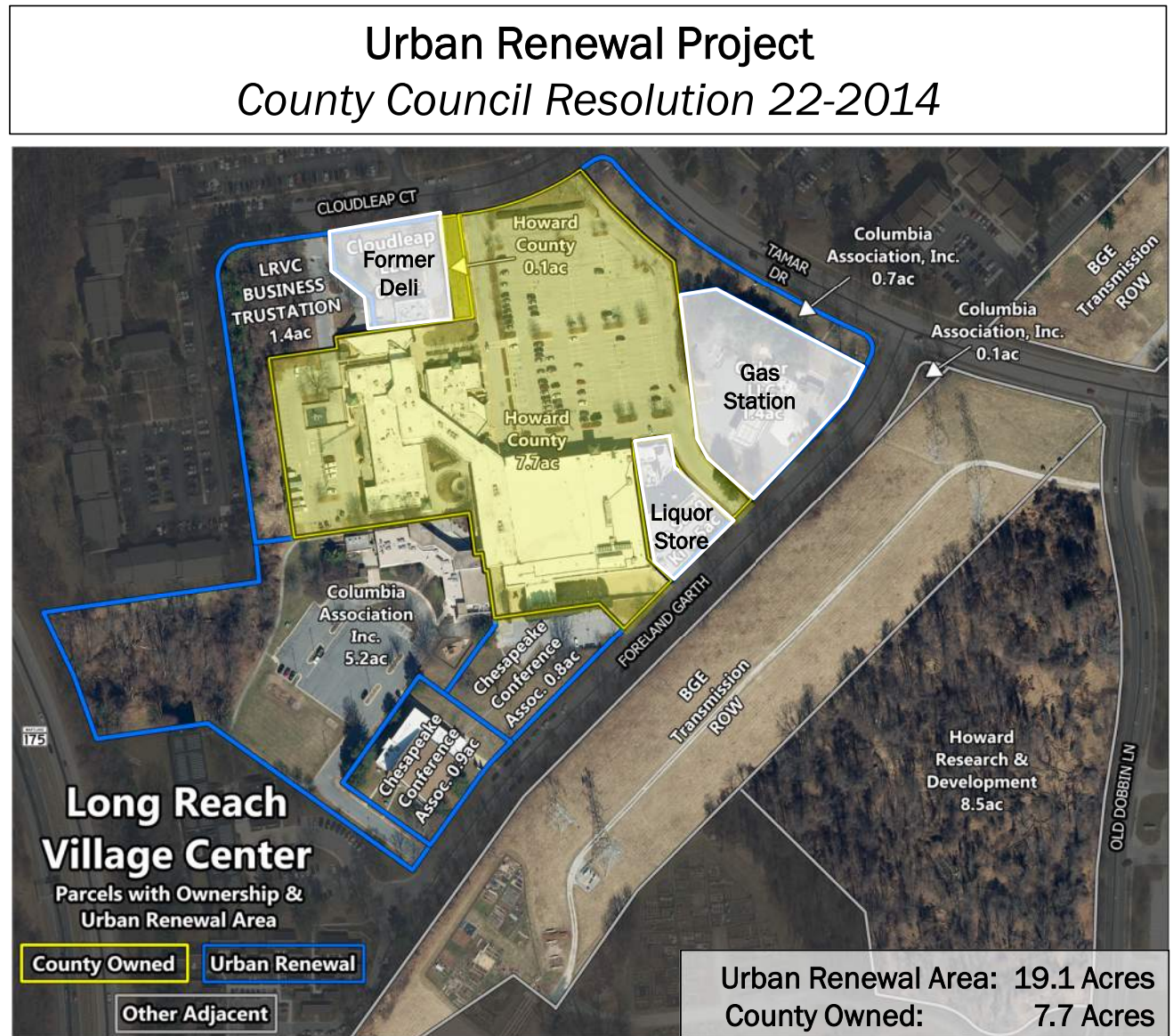
Retail (Ground Floor)



Former Safeway
(Ground Floor)

Why proceed with a Request for Proposal (RFP) now?

- Short-term use and leases permitted under the temporary capacity provision of **Urban Renewal** legislation
- County does not intend to remain as landlord of commercial property
- COVID-19 Pandemic made the viability of commercial property market uncertain.
- Since the start of the pandemic, County has focused on stabilizing the property, making it an active and attractive opportunity for redevelopment.



ReImagine Long Reach Objectives



Economic Sustainability

- Existing and New Business
- Housing



Connectivity

- Pedestrian / Bike Pathways
- Public Transit
- Comfort



Community Spaces

- Public Spaces
- Enhance & Consider new Institutional Uses



Building and Site Design

- High Quality Design
- Sustainability
- Appropriate Scale

Community Preferred Uses from Five Public Meetings for Long Reach Village Center

<u>Category</u>	<u>Examples from Community</u>
Dining and food service	Sit-down restaurants, casual dining, takeout, coffee/tea, ethnic/specialty dining, bakery, liquor store, microbrewery,
Art and culture	Art center, theater, music, entertainment, art supplies, reading room, dance, photography, arts education
Food at home	Specialty/ethnic grocery store, convenience store, farmers market, other businesses selling food to be prepared at home
Health and fitness	Recreation center, gym/fitness center, yoga, indoor/competitive pool, bike shop, dog park, kids play zone
Government and non-profit	Community center, senior center, youth center, library, police station, education, practicum (for example, restaurant)
Medical	Urgent care, walk-in clinic, pharmacy, dental, optical, doctors' offices, physical therapy
Services	Daycare, salon/barber shop, dry cleaner, car wash, bank, shoe repair, tutoring and educational service, professional offices
Other retail	Specialty shops, small shops, consignment, apparel and shoes, hardware, home furnishings/decor
Housing	Broad category can include specialized housing (senior, artist) as well as non-specialized and multi-generational
Places of worship	Meeting places for congregations

Request for Proposal Components



Development Plan

- Benefits the community.
- Achieves the goal of redeveloping the Village Center using the *ReImagine* Plan's objectives.
- Integration of other properties within the Urban Renewal Area in revitalization.
- Zoning requirements.
- Indicate whether Village Center Redevelopment process may be required for certain changes in use.



Development Team

- Experienced and integrated development team
- Capable of delivering a successful and sustainable development



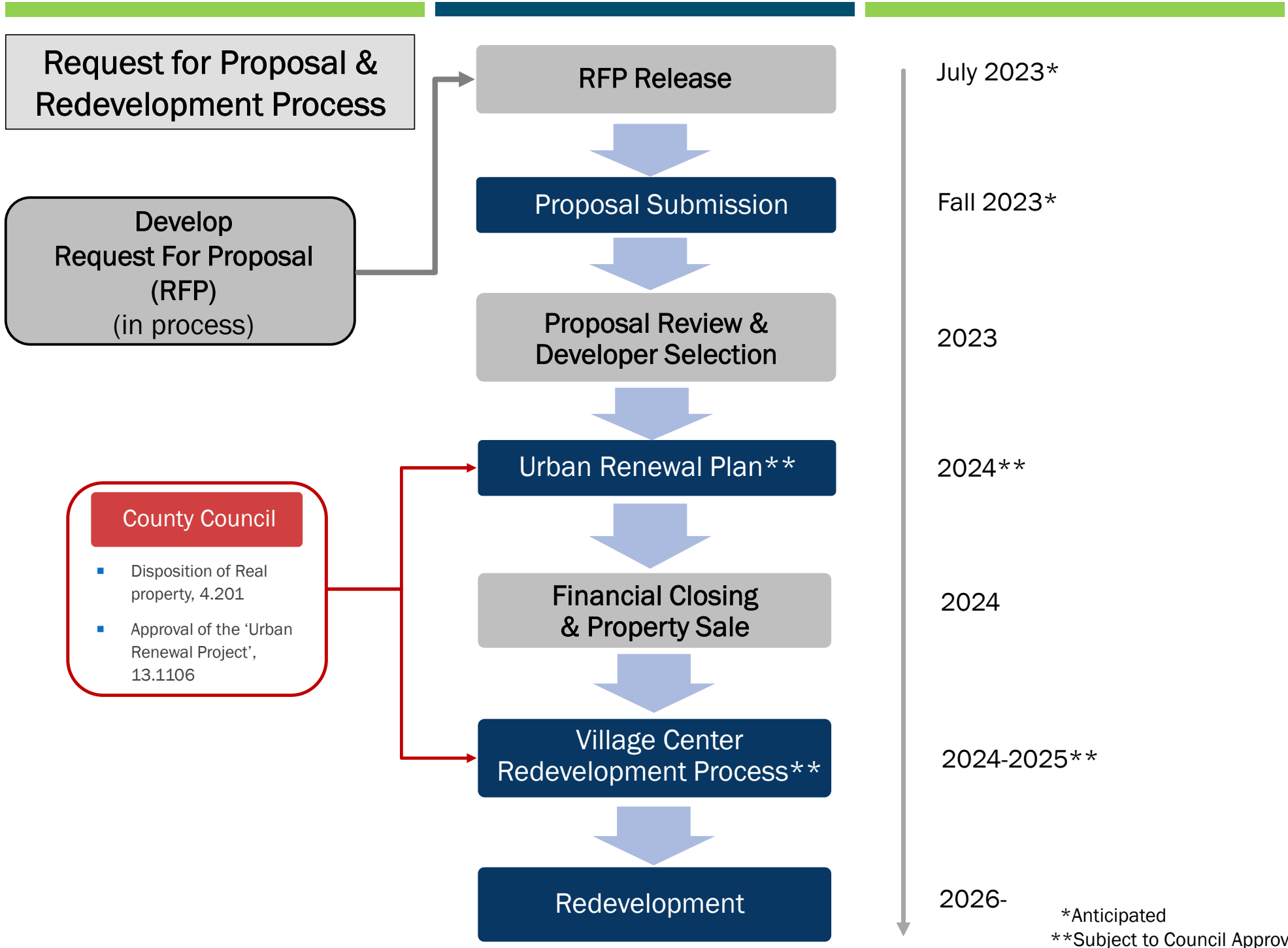
Development Process

- Deliberate process and timeline to achieve the development of the Property, as proposed.



Value and Financial

- Value proposition
- Financial capacity



New Town Village Center:

(Howard County Zoning Regulations, Section 103)

- Mixed-Use Development
- Community Focal Point
- Gathering Place

Includes the following:

- Outdoor, public, village green, plaza or square
- Stores, shops, offices, or other commercial uses to fulfill day-to-day needs
- Space for Community Uses and/or Institutional Uses
- Residential Uses, to the extent appropriate to support and enhance other uses

Urban Renewal Plan

- Land acquisition
- Demolition
- Removal of Structures
- Redevelopment
- Improvements & Rehabilitation
- Zoning and Planning changes
- Land Uses
- Maximum Density
- Building Requirements

Village Center Redevelopment Process

Major Village Center Redevelopment Process

- Add residential uses
- Change the permitted land use categories

Minor Village Center Redevelopment Process

- Redevelopment which is **not a Major Village Center Redevelopment**

Redevelopment