



HOWARD COUNTY OFFICE OF COUNTY EXECUTIVE

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The Honorable Jon Weinstein
Chairperson, Howard County Council
3430 Courthouse Drive
Ellicott City, MD 21043

Dear Chairperson Weinstein:

It is with great pleasure that I present to you the enclosed plans for the revitalization of the Long Reach Village Center (LRVC). The enclosed plans include the LRVC RFP Evaluation Committee's preferred development proposal to revitalize the LRVC. This proposal received a unanimous vote of support from the seven-member committee comprised of community members and representatives from the County Administration, Department of Planning and Zoning, and Department of Public Works. The committee determined that of all the redevelopment proposals received, this proposal most closely met the community's revitalization goals in accordance with the Reimagine Long Reach Village Center Plan. In addition, community representatives noted that the development proposal also conforms with the goals of the 2012 Long Reach Community Association Village Center Master Plan.

As you know, the County purchased 7.71 acres within LRVC in 2014 and 2015 under the County's Urban Renewal Law for the purpose of revitalizing the property. During 2015, the County held a series of meetings to seek input from residents about revitalization. Over 350 residents and other stakeholders participated in the revitalization planning process. This community outreach effort culminated with the preparation of the Reimagine Long Reach Village Center Plan. The plan documented the objectives for revitalization of the LRVC, potential land uses, and potential techniques to facilitate revitalization.

With the Reimagine plan in place, the County secured a real estate services firm to help support efforts to revitalize the LRVC. In December 2016, the County released a request for proposals (RFP) to redevelop LRVC and on March 1, 2017, four proposals were received from the development community in response to the RFP. An evaluation committee, which included three members from the community (a village board member selected by the Long Reach Village Board, a Long Reach business owner selected by the County Administration, and a village board member and Columbia Association representative selected by Councilman Ball) and four County representatives, reviewed and scored each proposal. It is important to note the heavy community involvement that has been a part of this nearly two-year process. I also appreciate you and your colleagues review of the RFP and particularly Councilman Calvin Ball's participation in the planning process and in appointing a community member to serve on the LRVC RFP Evaluation Committee.

The committee met multiple times and conducted interviews to vet all proposals received and unanimously selected the attached preferred proposal, submitted by Orchard Development. The proposal includes planned land uses, demolition, redevelopment, and future zoning changes that would be required to develop the project. The

proposal further describes how this project will meet the Reimagine plan's objectives in the areas of economic sustainability, connectivity, community spaces and building and site design. Also attached is the Reimagine Long Reach Village Center Plan so that you may review the proposal in the context of the Reimagine plan's objectives.

I highly recommend that the conceptual redevelopment described in the preferred development proposal serve as the urban renewal project to revitalize the LRVC, and look forward to advancing the project through the review and approval process. In accordance with Section 13.1106 of the Urban Renewal Law, I formally request that the Council submit the enclosed plans to the Department of Planning and Zoning (DPZ) and to the Planning Board for review and recommendation. Considering the busy Planning Board docket over the next three months, DPZ has reserved a Planning Board meeting date on May 18, 2017. As such, the Department of Planning and Zoning will need to complete and post their review and recommendations by May 4, 2017. Following the Planning Board meeting, I will ask Council to consider a resolution to approve the conceptual redevelopment described in the preferred proposal as the urban renewal project and authorize sale of the County's 7.71 acres to support this project's development. Considering that DPZ has been involved in the development of the Reimagine Plan as well as review of development proposals, DPZ staff has already begun its analysis and expects to complete the Technical Staff Report by May 2, 2017, when the County, along with the RFP Evaluation Committee will hold a public announcement to share the preferred development proposal with stakeholders.

With a scheduled May 18 Planning Board consideration, it is my hope to submit a Resolution to the County Council for June consideration, prior to the August, 2017 legislative recess in anticipation of finalizing the sale of the property before or during Q1, 2018. It is important that this timeline be maintained as an expression of the County's firm commitment to both the community and the development team that revitalization of LRVC is a priority. This will ensure that the development team can deliver its first use for the property by Q2 of 2020. In addition, the development team is prepared to take ownership and manage the Village Center effectively and to the benefit of the community, something that the committee considered in its decision as well. I greatly appreciate your efforts to help us with this process and keep this critical project moving.

I am very proud to support this recommendation from the committee and am pleased at the level of collaboration and cooperation that stakeholders such as the Long Reach Village Association, Columbia Association and the development community have demonstrated. This proposed Urban Renewal Project will truly be a community-inspired redevelopment – from the plan conception phase all the way to project approval. Thank you for your continued support of the revitalization of the Long Reach Village Center. If you have any questions as you review the materials, please do not hesitate to contact me or my staff for assistance.

Sincerely,



Allan H. Kittleman
County Executive

Enclosures:

1. RFP Committee Recommendation
2. Reimagine Plan Developed through Community Meetings
3. 2012 Long Reach Village Center Master Plan
4. List of key dates and planned schedule