



**Request for Proposals (RFP) for the Redevelopment of
8775 Cloudleap Court, Columbia, MD 21045
Long Reach Village Center (LRVC)**

Due Date: March 1, 2017



Table of Contents

- I. Introduction – Purpose of RFP
- II. Property Description
- III. Market Overview
- IV. Zoning and Regulatory Overview
- V. Sustainable Community Designation
- VI. RFP Process
- VII. Timeline
- VIII. Required Submission Information
 - a. Technical Proposal Requirement
 - b. Price Proposal Requirement
 - c. Submission Instructions
- IX. Miscellaneous

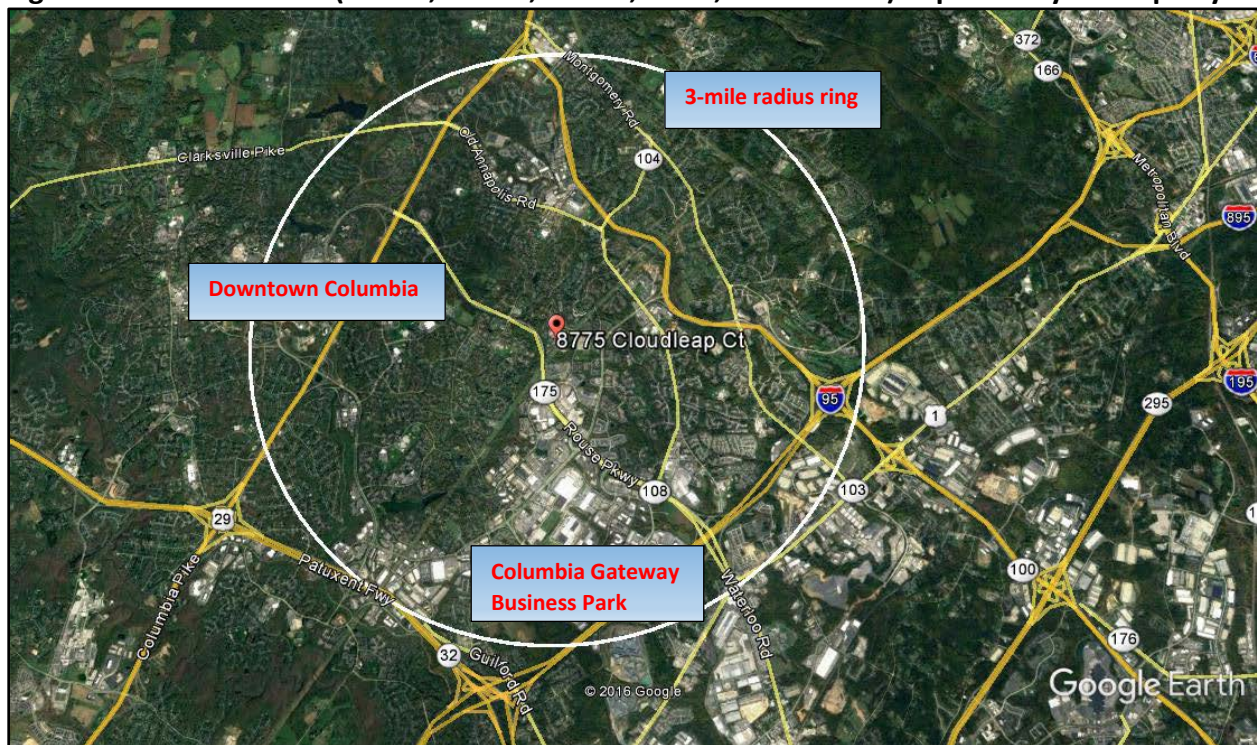


I. Introduction – Purpose of RFP

Howard County, Maryland (the “County”) invites your response to this Request for Proposals (RFP) for the redevelopment of the Long Reach Village Center (LRVC) in Columbia, MD. A principal goal of this solicitation is to select a proposal that achieves the revitalization objectives called for in the *Relmagine Long Reach Village Center* Proposed Plan (available at www.howardcountymd.gov/longreach). These objectives are organized under the following categories: Economic Sustainability, Connectivity, Community Spaces, and Building and Site Design.

In accordance with the County’s Urban Renewal Law, the County purchased a total of 7.7 acres in 2014 and 2015 in the LRVC, located at 8775 Cloudleap Court Columbia, Maryland 21045 (the “Property”). Please see *Figure 2: Map of Property*. The County has retained the services of Chartwell Enterprises, a commercial real estate services firm, to help the County evaluate development proposals received in response to this RFP. Following the County Council’s approval, the County intends to sell the Property in fee simple to the selected developer. The developer will then be responsible for moving plans through the development approval process.

Figure 1: Road Network (Rt 175, Rt 100, Rt 108, Rt 29, Rt 32 & I-95) in proximity to Property



Source: Google Earth



The Property is advantageously located within a few miles from a number of arterial roadways and highways that provide access to other parts of the County and region. Both Route 175 (Rouse Parkway) and Snowden River Parkway are intermediate arterial roadways that link to U.S. Route 29 and MD Route 100, respectively. Furthermore, MD Route 32 and I-95 are within a short drive time from the Property providing easy access to Baltimore and Washington D.C., Frederick, Annapolis and points beyond.

Long Reach is one of ten villages in the master-planned community of Columbia, Maryland. The villages were developed beginning in the late 1960s. Each village is comprised of several neighborhoods. Long Reach Village, the largest village, was the fourth village to be developed and welcomed its first residents in 1971. There are four residential neighborhoods in Long Reach: Jeffers Hill, Kendall Ridge, Locust Park and Phelps Luck.

Within each village a neighborhood retail center was developed to provide residents a local place to gather and a convenient place to shop. The Long Reach Village Center was established in 1974 and renovated in 1997, with the expansion of the Safeway. The Center was a community focal point for the Village for many years, offering a community venue, the Stonehouse and Columbia Art Center, which is still active and owned by the Columbia Association. The village also offered a grocer, retail, service stores and restaurants for the convenience of the residents.

However, in the years leading up to 2014, the Long Reach Village Center began experiencing high vacancy rates and blight. Competition from new shopping centers increased dramatically and the Safeway closed in 2012. In March 2014, the County passed Resolution No. 22-2014, in accordance with the County's Urban Renewal Law, allowing the County to acquire properties for revitalization. In 2014 and 2015, the County established a 19.2-acre Urban Renewal Area, and purchased 7.7 acres of the area, consisting of the Village Center and surrounding properties.



The map below identifies the County-owned parcels and additional properties that comprise the Urban Renewal Area.

Figure 2: Map of Property and Urban Renewal Area with Identified Owners



Source: Howard County Department of Planning and Zoning

Following the 7.7 acres purchase the County began developing a plan for the 19.2 –acre Urban Renewal Area. The proposed *Reimagine Long Reach Center Plan* encompasses the Long Reach Village Center and the surrounding 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.

The County held a series of five community meetings throughout 2015 to engage the community and lay the foundation to reimagine and revitalize the Long Reach Village Center. The Plan identifies the revitalization objectives for the Long Reach Village Center and includes: economic sustainability, connectivity, community spaces and building and site design.



The following link provides access to the Relmagine Long Reach Village Center website:

www.howardcountymd.gov/longreach

The website features:

- The proposed *Relmagine Long Reach Village Center Plan* (2016)
- A flow chart illustrating the multi-step process the County has developed toward a preferred proposal for revitalization
- Video recordings of the five community meetings held in 2015
- Market and use studies completed for the Property and Urban Renewal Area, including a Needs Assessment for Arts Facilities (2015) a Housing Opportunity Assessment (2015), and the *Columbia Market Study* (2014)
- The *Long Reach Village Center Master Plan* (2012), also known as the Village Center Community Plan (VCCP)

The next step in the County's process is to request redevelopment proposals for the Property from developers. This RFP requests narrative and visual representation of development proposals. Proposals must describe how development will integrate with surrounding properties and encourage and ensure revitalization for the entire Urban Renewal Area.

The County will review proposals according to a competitive process and present the preferred proposal to County Council for approval as part of the Urban Renewal Project. Following the County Council's approval of the preferred proposal and the Council's passage of a Resolution authorizing sale, the County will finalize a Purchase and Sale Agreement (P&SA) to sell the Property to the selected developer in fee simple.



II. Property Description

The County-owned Property for redevelopment and sale contains two condominium units that together comprise 7.711 acres in the Long Reach Village Center. The Property is currently improved with an approximate 106,000 SF building and surface parking area for approximately 350 vehicles. The existing building includes in-line retail, offices, and approximately 53,000 SF of former grocery space. Several short-term leases are in place, but the majority of the space is vacant. The Property is adjacent to three retail/commercial parcels, which include an operating deli, liquor store, and gas station; all three of these parcels are independently and privately owned. The building is physically connected to the adjacent liquor store. The Stonehouse and Columbia Art Center is also adjacent to the Property and the Property's vertical improvements.

Figure 3: Aerial View of 8775 Cloudleap Ct, the Property (blue boundary is an approximation)



Source: Howard County Department of Planning and Zoning; Pictometry International.



The following table provides general information on the Property:

Table 1: Property Information

Address	8775 Cloudleap Court Columbia, MD 21045
Tax Map	Map 36, Parcel 6, Lot UN 2 Map 36, Parcel 6, Lot UN 1
Deeds	Liber 15841, Folio 184 Liber 16036, Folio 227
Total Size	Approximately 7.711 acres
Zoning	New Town (NT)
FDP	106-A

The following table provides a list of the properties in the Urban Renewal Area:

Table 2: Properties in the Urban Renewal Area – Long Reach Village

Property	Owner	Acres	Address
Long Reach Village Center – Subject Property	Howard County, MD	7.71	8775 Cloudleap Ct
Stonehouse Long Reach Community Center	Columbia Association, Inc.	5.16	8775 Cloudleap Ct #7
Celebration Church (~3,000 member church)	Celebration Church, Inc.	1.77	6080 Foreland Garth
Frontage Land	Columbia Association, Inc.	0.69	Along Tamar Drive
Exxon Station (Gas Station) – Retail Pad	Gulzar LLC	1.40	6000 Foreland Garth
Deli Town (Deli) – Retail Pad	Nam Joon H	0.62	8785 Cloudleap Ct
Richburn Liquor (Liquor Store) – Retail Pad	Ko Sang Ki	0.47	6030 Foreland Garth
LRVC Business Trustation (HHC)	Howard Hughes Corp.	1.39	Undeveloped
Total Urban Renewal Area		19.21	

The Urban Renewal Area is surrounded on three sides by multi-family residential including: Timbers at Long Reach (1, 2 and 3-bedroom apartments); Longwood Apartments (1 and 2-bedroom apartments); Shalom Square (senior affordable housing) and Sierra Woods (1 and 2-bedroom apartments and 3 and 4-bedroom townhomes). Housing types consist of mid-rise apartments, garden style apartments, single-story units and townhomes. Long Reach High School is less than ½ mile from the Long Reach Village Center.



Figure 4: Aerial View of Property and surrounding area (blue boundary is an approximation)



Source: Howard County Department of Planning and Zoning; Pictometry International

Within three miles of the Property are several shopping and retail power centers including: Dobbin Center (Walmart) off Dobbin Road and Route 175; Columbia Crossing (Target, Nordstrom, Staples, etc.) off Route 175; Dobbin Road and Snowden River Parkway; Snowden Square (Home Depot and Home Goods, etc.) off Snowden Parkway and Robert Fulton Drive; and Gateway Overlook (Lowe's, Costco, Office Depot, etc.) a 562,000 SF power center off Route 175 and Route 108.



III. Market Overview

Howard County is a thriving and growing county strategically located between Baltimore and Washington D.C., two of the nation's largest metropolitan areas. The County has a population of approximately 310,000 residents and continues to grow annually primarily due to its vibrant and diverse employment base, highly-rated public school system, strategic location, and high-quality of life. The County is at the center of the growing cyber security industry due to its proximity to Fort George Meade, U.S. Cyber Command, and National Security Agency (NSA). Furthermore, the County has a diverse employment base with employers such as Johns Hopkins University of Applied Physics Laboratory, Lorien Health Systems, Howard County Community College, Verizon, Leidos, Coastal Sunbelt Produce, and others.

The Long Reach Village Center is located in the northeast portion of Columbia. Columbia is consistently ranked by the media and publications as one of the best places to live in the United States and in 2016 Money Magazine named Columbia as the #1 ranked Best Place to Live in the U.S. Columbia offers highly rated schools, a thriving local and diverse economy and plentiful recreational and retail opportunities.

Over 17,000 people live in Long Reach, comprising 6,108 households. The following table provides a snapshot of the demographics of the surrounding area of the Property, as compared to the State of Maryland and the United States:

Table 3: High-level snapshot of demographics surrounding the Property

Demographic	1 Mile Radius of Property	3 Mile Radius of Property	5 Mile Radius of Property	State of MD	United States
Total Population	15,738	96,679	193,271	6,038,125	323,580,626
Population Growth (2010 – 2015)	+2.2%	+7.8%	+7.5%	+4.6%	+4.8%
Median Age	37.1	37.1	38.3	38.7	38.0
Median Household Income	\$93,653	\$102,330	\$103,157	\$75,297	\$54,149
Average Household Income	\$104,958	\$119,590	\$126,354	\$98,571	\$77,008
% with Bachelor's Degree or higher	57.6%	61.3%	60.9%	38.7%	30.5%

Source: Esri Business Analyst Online (BAO)

The median household income and the percentage of the population with Bachelor's Degree or higher, in and around the Property, is considerably higher than the population as a whole in Maryland and the United States. The demographics surrounding the Property offer strong fundamentals for investors and/or developers as they evaluate and identify the appropriate demand for type of use in redeveloping the Property.



The Property is well-positioned within a robust market in Howard County for redevelopment and revitalization. The surrounding area and region present opportunities for a developer to deliver a redevelopment proposal that takes advantage of the location and demographics, repositions the Village Center in the market, and continues to serve as a focal point for the community and Long Reach Village.



IV. Zoning and Regulatory Overview

The Property is located in the New Town (NT) Zoning District, a zone unique to Columbia that comprises over 14,000 acres and is outlined in Section 125.0 of the Howard County's Zoning Regulations. The link below provides access to the Zoning Regulation:

https://www2.municode.com/library/md/howard_county/codes/zoning?nodeId=HOWARD_CO_ZONING_REGULATIONS_S125.0NTNETODI

As stated in the definition section of the County's zoning regulations (section 103), a Village Center shall include the following items:

1. An outdoor, public, village green, plaza or square, which has both hardscape and soft scape 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;
2. 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;
3. Space for community uses and/or institutional uses; and
4. Residential uses, to the extent appropriate to support and enhance, but not overwhelm, other uses in the village center.

The Village Center Redevelopment Process must be followed if the selected developer proposes changes to the current land use and development standards, including the addition of housing. This process contains three major steps with a series of actions at each step: 1.) Village Center Community Planning Process, 2.) Zoning Process to Amend Preliminary Development Plan (PDP) and 3.) Land Development Review Process. The proposed ReImagine Village Center plan further describes the Village Center Redevelopment Process.

Developed in the 1970s, the Long Reach Village Center was built prior to current stormwater management regulations set forth by the Maryland Department of the Environment (MDE) and current Howard County Code. Redevelopment of the property will be subject to current applicable regulations.



V. Sustainable Community Designation

The State of Maryland recently designated the Long Reach area as a Maryland Sustainable Community. This designation opens up possibilities for grants and resources to increase the economic vitality and livability of the Long Reach Village Center and surrounding area. These grants and resources include Neighborhood BusinessWorks, Community Legacy, and the Strategic Demolition Fund. The designation also enhances competitiveness for state programs such as Maryland Bikeways.

“Sustainable Communities” emphasizes public/private investments and partnerships to support community growth, revitalization and reinvestment in older communities. This includes fostering a healthy local economy, green infrastructure, mix of land uses, sustainable housing, walkability and recreational opportunities.

For more about Sustainable Communities in Howard County, please visit:

www.howardcountymd.gov/sustainable-communities.



VI. RFP Process

The County will evaluate RFP responses and select a development plan that revitalizes the Property and ensures the entire Urban Renewal Area benefits from revitalization. Key drivers in the selection process include the following weighted criteria, which should be addressed in detail in the RFP response:

1. A development plan (land use, densities, design concept, and conceptual site plan) that benefits the community and achieves the goal of redeveloping the Village Center using the Relmagine Plan's objectives of economic sustainability, connectivity, community spaces, and site and building design. The development plan shall provide a detailed description, concept, and conceptual site plan depicting proposed development. The plan should also describe how the developer will integrate other properties within the Urban Renewal Area in revitalization. The plan should describe whether or not the plan conforms to existing New Town Zoning requirements, and whether or not the Village Center Redevelopment process would be required to implement the plan. (30%)
2. An experienced and integrated development team capable of delivering a successful and sustainable development on this Property. (20%)
3. A deliberate process and timeline to achieve the development of the Property, as proposed. (20%)
4. A value proposition that includes a competitive market price for the Property. (20%)
5. Financial capacity to close and redevelop the Property. (10%)

Following an evaluation of responses, the County will short-list submittals that best meet the RFP requirements. The County will invite a short-list of respondents to present their proposals to an evaluation committee, which will include several members from the community. The preferred proposal will be presented to the County Council as the final Urban Renewal Project. Following Council approval of the Project and passage of a Resolution to Sell the Property, the County will finalize a Purchase and Sale Agreement (P&SA) and sell the Property to the selected developer in fee simple. The Urban Renewal Project for the sale, redevelopment, and revitalization of the Property will consist of: 1.) the winning proposal, as revised and agreed to by the County and the developer, 2.) the County's Relmagine Plan, and 3.) any other documents that the parties decide to incorporate.



VII. Timeline

There will be a formal question and answer period regarding the RFP and redevelopment of the Property and Urban Renewal Area. It will begin upon release of this RFP and close at 4 p.m. EST on January 16, 2017. Questions should be submitted electronically to Patti Restrepo of Chartwell Enterprises at patricia.restrepo@chartwellenterprises.com. Responses to the questions will be distributed to all parties that have given notice to the County and have acknowledged receipt of the RFP. Responses will be distributed electronically no later than January 23, 2017.

An on-site industry presentation for interested parties is planned for Tuesday, January 10, 2017 from 9 a.m. to 11 a.m. EST at the Long Reach Village Center at 8775 Cloudleap Court, Suite 10, Columbia, MD, 21045 in the former Dollar Buys store located next door to the Loan Closet of Howard County. In the event of snow, and the County Offices are closed, the on-site industry day will be rescheduled to Friday, January 13, 2017 at 9 a.m. to 11 a.m. Please check the County website for inclement weather updates at: <https://www.howardcountymd.gov>. Please RSVP to Patti Restrepo at patricia.restrepo@chartwellenterprises.com if you plan to attend.

Chartwell and the County will provide a brief presentation and answer questions that morning regarding the RFP and redevelopment of the Property. Interested parties that are not able to attend the presentation on January 10th are still eligible to submit a proposal. The presentation and questions-and-answers discussed at the meeting on January 10th will be distributed electronically with all other questions and responses by no later than January 23rd as part of the formal question and answer period described in the first paragraph of this page.

Responses to the RFP are due March 1, 2017 by 4 p.m. EST. The County anticipates having a developer and preferred proposal identified in late spring of 2017. The development plan will be presented to County Council for review and approval in early summer of 2017. The County and selected developer will finalize a Purchase and Sale Agreement following County Council approval of the Urban Renewal Project and passage of a Resolution to sell the property.



VIII. Required Submission Information

The County requests a technical and price proposal as two separate documents. The technical proposal shall **not** contain any price information. A complete response is limited to no more than 25 pages.

a. Technical Proposal Requirement:

1. Provide a narrative and visual representation of your development plan (i.e. conceptual site plan and design concept) for the Property and how it meets the County's requirements and objectives for development as outlined under the categories of economic sustainability, connectivity, community spaces, and site and building design. These are more fully described in the Relmagine Long Reach Village Center Plan (2016). Describe whether or not the plan conforms to New Town Zoning requirements, and whether or not the Village Center Redevelopment process would be required.
2. Provide a narrative and visual representation of your development proposal and describe how it is integrated with the surrounding properties in the Urban Renewal Area. Describe how your proposal encourages and ensures revitalization for the entire Urban Renewal Area.
3. Provide an overview of your team/firm(s), including team members, expertise, and roles in the redevelopment of the Property. Identify a lead point-of-contact for your team for the overall development of the Property. If you are proposing various uses for the Property, provide the point-of-contact for each of the uses.
4. Provide examples of developments completed by your team/firm that are similar in use, mix, and size to the development you are proposing for the Property. Provide at a minimum the type of development/uses, location, development value, completion dates, and current status.
5. Provide a timeline for developing the Property following its purchase, including all planning and development requirements.
6. Provide a summary statement that synthesizes your team's proposed development concept (use(s), density and design) and approach and demonstrates that your proposal meets the criteria specified by the County. If your team plans to acquire and/or partner to redevelop adjoining parcels to the Property, as part of a total development, include the intended use for the other parcel(s) and development plans. Indicate how the entire development plan is integrated and meets the goals of the community and County.



b. Price Proposal Requirement:

1. Provide your offer for the fee simple purchase of the Property. The County will require a deposit of 5% of the purchase price within five (5) business days following the execution of the Purchase and Sale Agreement. The deposit will go “at risk” (i.e. will be non-refundable) at the completion of the due diligence period. The deposit will be credited toward the purchase price at closing.
2. Provide the proposed funding structure and source(s) and use(s) of funds to demonstrate an ability to purchase and redevelop the Property. Provide bank and/or investor commitment letters.

c. Submission Instructions:

Hard copy responses must be provided in two separate, clearly marked, and sealed envelopes: a Technical Proposal and a Price Proposal. **Submissions must be received no later than 4 p.m. EST on March 1, 2017.** Do not include price information in the technical proposal. Provide one original and six hard copies and a CD for the technical and the same for the price proposal and deliver to:

Howard County Government
Attn: Kristin O'Connor, Division Chief
Comprehensive and Community Planning
Department of Planning and Zoning (DPZ)
3430 Courthouse Drive
Ellicott City, MD 21043



IX. Miscellaneous

If you have any questions regarding the RFP submission and/or process, please email them to Patti Restrepo of Chartwell Enterprises at patricia.restrepo@chartwellenterprises.com. All such questions and responses will be distributed to all parties that have acknowledged receipt of the RFP.

This document is not an offer to enter into an agreement with any party. No agreements or understandings between Howard County and the selected developer shall be binding until after Howard County has authorized binding documents that will be executed by all appropriate parties. Howard County reserves the right to reject any and all proposals at any time in its sole discretion and to waive what it determines to be any immaterial defect and irregularity in proposals.

Howard County will not reimburse any party for costs incurred in responding to the RFP, including the development of architectural or planning documents or drawings. Howard County will also not pay any commissions to brokers representing development teams.

The information in the RFP is deemed to be accurate; however, it is the responsibility of the respondent to confirm all relevant information and facts provided in the RFP.