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Long Reach Sustainable Community

April 2022



Credit: Baltimore Style



II. SUSTAINABLE COMMUNITY – General Information

A. Sustainable Community Boundary and Description

- (1) Are you requesting any changes to your Sustainable Community boundary? Describe why or why not?

Howard County is not requesting any changes to the SC boundary for this renewal. Through the engagement process the DPZ team asked participants from the community and working group to identify specific needs and project opportunities and the feedback fell within the existing boundaries.

In 2016, the proposed Long Reach Sustainable Community area included two areas: a larger area (the official proposed SC area) and a smaller, primary focus area. The primary focus area included the Long Reach Village Center, nearby community open space, and Long Reach High School. The majority of action items applied to this smaller area. In 2022, the Long Reach renewal addresses the official proposed SC boundary area with no smaller focus area.

- (2) Include the following in as an attachment (if requesting a modification to your current boundary):

- a. PDF or JPEG of modified Sustainable Communities boundary map,
- b. GIS shapefiles of modified Sustainable Community boundary (mapped to the parcel boundary),

- (3) Approximate number of acres of entire SC Area: 1,180 acres

- (4) Existing federal, state or local designations:

- ☐ 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): Sustainable Community Designation; Urban Renewal Area

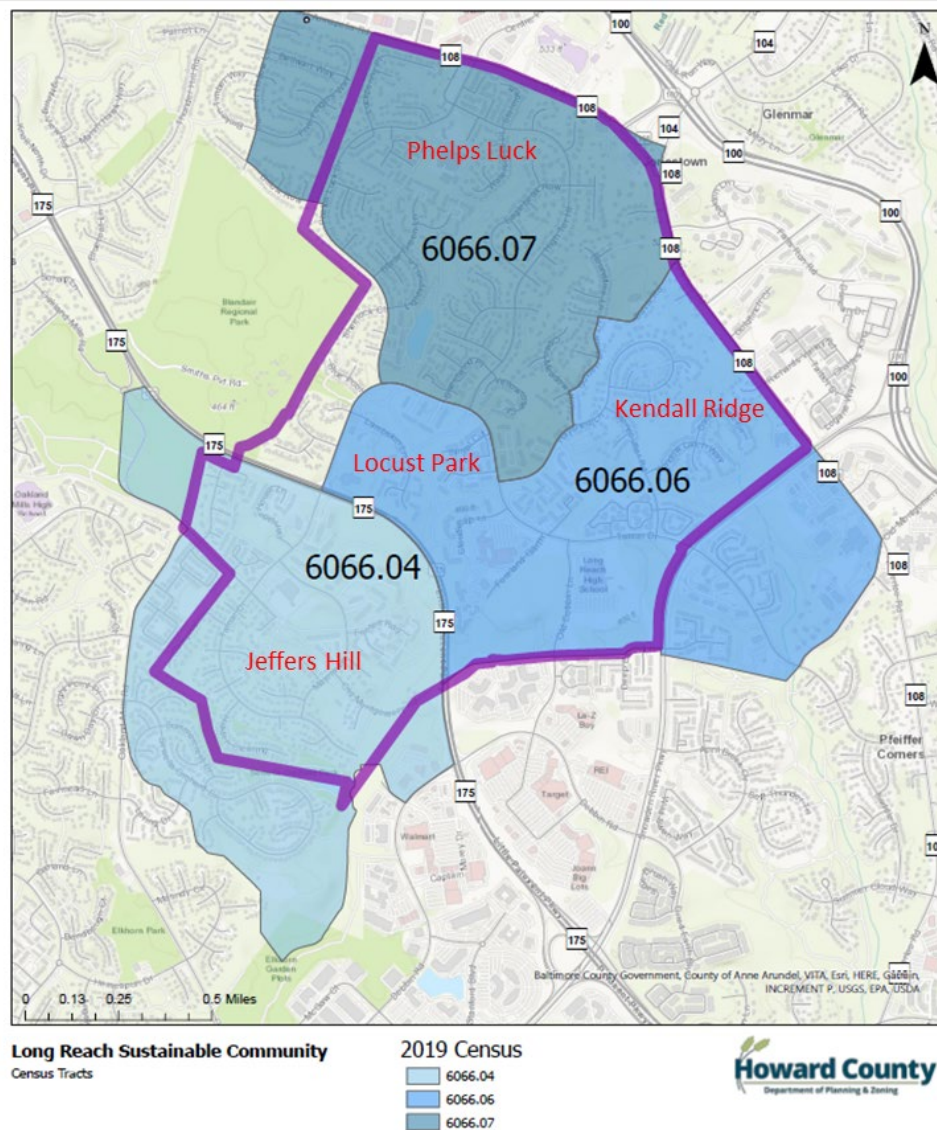
- (5) Describe the SC Area's current demographic trends (with respect to age, race, household size, household income, educational attainment, number of housing units, or other relevant factors). How have demographics changed in the last five years?

This report uses the American Community Survey Census Tract data from the Census Bureau, which is conducted annually. This data is used to answer the questions of how the Long Reach sustainable community has evolved over the last 5 years. The demographic profile is divided into three categories:

- (1) The biological makeup includes the population totals, median age, and racial identity.
- (2) The Socio-Economic section will discuss the Median Household income, educational attainment, and workforce participation.
- (3) A review of the housing characteristics of the community is provided at the end, which illuminates how owner or renter-occupied trends have manifested over the five (5) years since the initial Sustainable Communities application.

Sustainable Communities Renewal Application - Section A

For reference, the map below shows the census tracts (in blue) for the Sustainable Community area (in purple) and compares them to the relative neighborhood locations of Jeffers Hill, Phelps Luck, Kendall Ridge, and Locust Park (red labels). These are the census tracts that were used for the longitudinal demographic study of Long Reach.



Population:

The Long Reach area has grown steadily over the last five (5) years, and as an older established community, will continue to require investment to maintain or replace aging infrastructure.

- The Long Reach area had a population of over 13,700 people in 2014, which increased by about 800 in 2019 to over 14,500. This population increase within the SC boundary corresponds with the County's overall population growth over the same period.

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- While there has been an overall increase in population over time, not all of the census tracts grew. Census Tract 6066.07 experienced a decline of about 50 residents in Phelps Luck, while the two (2) other Census Tracts gained residents. Note that margins of error in the data make these population changes difficult to determine.

| Population | 2014 | 2019 |
|--|----------------|----------------|
| Howard County | 299,269 | 318,855 |
| Jeffers Hill (Census Tract 6066.04) | 4,225 (+/-290) | 4,493 (+/-314) |
| Kendall Ridge and Locust Park (Census Tract 6066.06) | 4,708 (+/-288) | 5,316 (+/-351) |
| Phelps Luck (Census Tract 6066.07) | 4,818 (+/-391) | 4,760 (+/-341) |

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Median Age (Years):

The age of the SC area's population tends to be slightly younger than the County as a whole, which may influence the types of public services needed. However, the data suggests this population has skewed older over the last five years. Note again that margins of error make these demographic changes difficult to pinpoint.

- Median age estimates by census tract indicate a range from 33-39 in 2014, which increased slightly to 35-38 in 2019.
- Given the median age estimates over the past five (5) years, there appears to be a higher proportion of aging residents remaining or moving into the SC area, or fewer births among residents of the community.
- It appears that from the 2019 estimates, the median age for Phelps Luck (Tract 6066.07) has increased the most compared to the rest of the SC area.

| Median Age | 2014 | 2019 |
|--|---------------|----------------|
| Howard County | 38.6 (+/-0.2) | 38.8 (+/- 0.2) |
| Jeffers Hill (Census Tract 6066.04) | 39.0 (+/-3.7) | 37.6 (+/- 1.8) |
| Kendall Ridge and Locust Park (Census Tract 6066.06) | 33.0 (+/-1.4) | 35.2 (+/- 1.6) |
| Phelps Luck (Census Tract 6066.07) | 34.7 (+/-2.6) | 38.4 (+/- 3.9) |

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Race:

The SC area continues to be a more diverse community compared to the County at large.

- 2019 estimates indicate racial minority groups are continuing to grow within the Long Reach SC boundary at a faster rate than the County overall. Phelps Luck (Tract 6066.07) was the only area to record an increase in the White population over the five-year estimate.
- The Asian population has been increasing at a slower rate than the County as a whole, except in Locust Park and Kendall Ridge (Tact 6066.06).

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- The Black/African American population over the five-year period continued to comprise a larger share of the population compared to Howard County as a whole. This is especially true in the Locust Park/Kendall Ridge (Tract 6066.06) area, where Black/African Americans were the highest percentage of residents at 42% in 2019.
- The Hispanic/Latino population in Phelps Luck (Census Tract 6066.07) saw the largest decline in population share between 2014 and 2019 -- almost 8%. By comparison, the Black/African American and White populations increased over the same time. Locust Park and Kendall Ridge (Census tract 6066.06), meanwhile, experienced an almost 6% increase in the Hispanic/Latino population, which could have resulted from movement from one part of the SC area to another.

| | Race Alone or In Combination | 2014 (Total) Estimate | 2014 (%) | 2019 (Total) Estimate | 2019 (%) |
|--|--|------------------------------|-----------------|------------------------------|-----------------|
| <i>Howard County</i> | White | 190,353 (+/- 1,312) | 63.6% | 193,461 (+/- 1,137) | 60.7% |
| | Black or African American | 59,211 (+/- 519) | 19.8% | 67,528 (+/-684) | 21.2% |
| | American Indian and Alaska Native | 2,719 (+/-472) | 0.9% | 3,242 (+/-503) | 1.0% |
| | Asian | 51,678 (+/- 518) | 17.3% | 64,320 (+/-547) | 20.2% |
| | Native Hawaiian/Other Pacific Islander | 390 (+/-120) | 0.1% | 301 (+/-136) | 0.1% |
| | Some other race | 6,459 (+/- 1,175) | 2.2% | 5,763 (+/-846) | 1.8% |
| | Hispanic or Latino (of any race) | 18,344 (N/A) | 6.1% | 22,012 (N/A) | 6.9% |
| | Race Alone or In Combination | 2014 (Total) Estimate | 2014 (%) | 2019 (Total) Estimate | 2019 (%) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | White | 2,537 (+/-247) | 60.0% | 2,214 (+/-277) | 49.3% |
| | Black or African American | 1,361 (+/-319) | 32.2% | 1,583 (+/-338) | 35.2% |
| | American Indian and Alaska Native | 36 (+/-56) | 0.9% | 189 (+/-167) | 4.2% |
| | Asian | 470 (+/-143) | 11.1% | 535 (+/-122) | 11.9% |
| | Native Hawaiian/Other Pacific Islander | 0 (+/-12) | 0.0% | 0 (+/-12) | 0.0% |
| | Some other race | 62 (+/-66) | 1.5% | 153 (+/-161) | 3.4% |
| | Hispanic or Latino (of any race) | 448 (+/-190) | 10.6% | 453 (+/-206) | 10.1% |

| | Race Alone or In Combination | 2014 (Total) Estimate | 2014 (%) | 2019 (Total) Estimate | 2019 (%) |
|---|--|----------------------------------|-----------------|----------------------------------|-----------------|
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | White | 1,947(+/-366) | 41.4% | 2,124 (+/-361) | 40.0% |
| | Black or African American | 1,873 (+/-347) | 39.8% | 2,251 (+/-456) | 42.3% |
| | American Indian and Alaska Native | 153 (+/-159) | 3.2% | 120 (+/-97) | 2.3% |
| | Asian | 680 (+/-239) | 14.4% | 965 (+/-255) | 18.2% |
| | Native Hawaiian/Other Pacific Islander | 0 (+/-12) | 0.0% | 29 (+/-44) | 0.5% |
| | Some other race | 290 (+/-151) | 6.2% | 124 (+/-109) | 2.3% |
| | Hispanic or Latino (of any race) | 276 (+/-164) | 5.9% | 624 (+/-202) | 11.7% |
| | Race Alone or In Combination | 2014 (Total) Estimate | 2014 (%) | 2019 (Total) Estimate | 2019 (%) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | White | 2,812 (+/-385) | 58.4% | 2,968 (+/-340) | 62.4% |
| | Black or African American | 1,167 (+/-183) | 24.2% | 1,431 (+/-298) | 30.1% |
| | American Indian and Alaska Native | 22 (+/-29) | 0.5% | 63 (+/-58) | 1.3% |
| | Asian | 478 (+/-176) | 9.9% | 453 (+/-171) | 9.5% |
| | Native Hawaiian/Other Pacific Islander | 17 (+/-27) | 0.4% | 11 (+/-18) | 0.2% |
| | Some other race | 541 (+/-498) | 11.2% | 0 (+/-12) | 0.0% |
| | Hispanic or Latino (of any race) | 1,005 (+/-433) | 20.9% | 592 (+/-286) | 12.4% |

Source: ACS Demographic and Housing Estimates (2014-2019), TableID: DP05, U.S. Census Bureau

Median Household Income:

Household income remained relatively constant over the five-year period but lower than the County as a whole, which influences retail and housing conditions.

- Median household estimates by census tract indicate a range from almost \$82,000 to \$125,000 in 2014 compared to a range of \$79,000 to \$120,000 in 2019 – slight decline over time.
- Estimates indicate that the SC area has a lower median income when compared to the County as a whole.

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- The 2019 estimates show income for Kendall Ridge and Locust Park (Tract 6066.06) was the lowest in the SC boundary. It is notable that in 2019, African Americans passed White Americans for the largest percentage of population in this tract.
- Given margin of error, the incomes for the SC area have remained steady since 2014 with a slight decline possible.

| Median Household Income: | 2014 | 2019 |
|---|-----------------------|-----------------------|
| <i>Howard County</i> | \$110,133 (+/-2,364) | \$121,160 (+/-2,169) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | \$97,243 (+/-9,612) | \$103,333 (+/-19,436) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | \$81,917 (+/-20,613) | \$79,040 (+/-15,077) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | \$125,349 (+/-11,162) | \$119,853 (+/-11,750) |

Source: Median Income in the Past 12 Months (S1903) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Educational Attainment:

By comparison to the County overall, residents of the Long Reach SC area generally possess fewer higher education credentials. These differences can inform geographic approaches to workforce development and education.

- In 2014, for individuals over the age of 16, 52% to 58% of the SC area population had earned a bachelor's degree or higher. This grew slightly over time, with a range of 54% to 58% reported in 2019.
- On a more granular level, educational attainment for residents of Locust Park and Kendall Ridge (Tract 6066.06) was the lowest in the SC area, while Phelps Luck (Tract 6066.07) rose to be the highest by 2019.
- Educational attainment for the residents of Long Reach has trailed behind the County's overall growth in post-secondary education. Over a five-year period, the County had a 2.2% increase of residents with a bachelor's degree or higher. Meanwhile, Long Reach had an average growth of 1.4% percent over the same time period.

| Educational Attainment (Percent bachelor's degree or higher for Population over 25) | 2014 | 2019 |
|--|----------------|----------------|
| <i>Howard County</i> | 60.4% (+/-0.8) | 62.6% (+/-0.8) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 58.2% (+/-6.0) | 57.2% (+/-6.6) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 51.9% (+/-6.7) | 54.1% (+/-6.8) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 56.8% (+/-7.3) | 58.4% (+/-6.3) |

Source: Educational Attainment (S1501) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

| | Educational Attainment (Total) | 2014 | 2019 |
|----------------------|---------------------------------------|----------------|----------------|
| <i>Howard County</i> | Less than high school graduate | 9,632 (+/-728) | 9,716 (+/-919) |

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|---|---|-------------------|-------------------|
| | High school graduate (includes equivalency) | 29,036 (+/-1,327) | 28,992 (+/-1,223) |
| | Some college or associate's degree | 40,853 (+/-1,318) | 41,894 (+/-1,359) |
| | Bachelor's degree | 61,974 (+/-1,421) | 66,899 (+/-1,591) |
| | Graduate or professional degree | 59,222 (+/-1,345) | 67,799 (+/-1,827) |
| | | | |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | Less than high school graduate | 229 (+/-122) | 73 (+/-46) |
| | High school graduate (includes equivalency) | 480 (+/-138) | 453 (+/-122) |
| | Some college or associate's degree | 540 (+/-139) | 793 (+/-159) |
| | Bachelor's degree | 953 (+/-150) | 1,066 (+/-217) |
| | Graduate or professional degree | 784 (+/-158) | 697 (+/-138) |
| | | | |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | Less than high school graduate | 205 (+/-101) | 358 (+/-127) |
| | High school graduate (includes equivalency) | 684 (+/-289) | 370 (+/-131) |
| | Some college or associate's degree | 625 (+/-154) | 883 (+/-233) |
| | Bachelor's degree | 903 (+/-179) | 766 (+/-184) |
| | Graduate or professional degree | 730 (+/-166) | 1,130 (+/-206) |
| | | | |
| <i>Phelps Luck (Census Tract 6066.07)</i> | Less than high school graduate | 420 (+/-246) | 250 (+/-107) |
| | High school graduate (includes equivalency) | 416 (+/-162) | 463 (+/-166) |
| | Some college or associate's degree | 652 (+/-142) | 621 (+/-148) |
| | Bachelor's degree | 1,025 (+/-175) | 928 (+/-211) |
| | Graduate or professional degree | 928 (+/-170) | 946 (+/-163) |

Source: Educational Attainment (S1501) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Workforce Participation:

Please note that the estimates provided below were produced prior to the COVID-19 pandemic. While the County is able to show the trendlines over a five-year period, the full and lasting impact of the pandemic upon employment in the SC area remains to be seen.

- Unemployment prior to 2020 shows that there were still rising levels of those unemployed in Jeffers Hill, Kendall Ridge, and Locust Park.

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- Phelps Luck, meanwhile, experienced a roughly 1% decline in unemployment, which is more in keeping with the County as a whole.
- Long Reach's workforce participation estimates for the population over 16 years old indicates that there were 8,546 individuals that were employed in 2014. This number decreased in 2019 to 8,242 individuals, with Phelps Luck experiencing the largest decline in raw participation over this timespan.
- By comparison to the County as a whole, in 2014, all three (3) census tracts exceeded the workforce participation rate as a percentage of the population. By 2019, though the County's rate declined slightly, all but Phelps Luck continued to surpass the County as a whole. This, combined with median age data above, further suggests that residents of Phelps Luck are aging out of the workforce. It should be noted also that Kendall Ridge and Locust Park lost over seven (7) percentage points during the same period.

| Unemployment Rate | 2014 | 2019 |
|---|---------------|---------------|
| <i>Howard County</i> | 3.7% (+/-0.3) | 2.7% (+/-0.2) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 4.4% (+/-1.7) | 4.7% (+/-2.2) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 4.9% (+/-2.7) | 6.1% (+/-3.1) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 5.5% (+/-2.3) | 4.4% (+/-2.9) |

Source: Employment Status (S2301) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

| Workforce Participation Rate | 2014 | Percent | 2019 | Percent |
|---|--------------------|----------------|--------------------|----------------|
| <i>Howard County</i> | 170,382 (+/-1,290) | 72.8% (+/-0.5) | 178,965 (+/-1,445) | 71.5% (+/-0.6) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 2,675 (+/-252) | 77.2% (+/-4.6) | 2,697 (+/-190) | 78.5% (+/-3.9) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 2,901 (+/-222) | 78.7% (+/-3.7) | 3,063 (+/-276) | 71.6% (+/-4.4) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 2,970 (+/-382) | 78.7% (+/-4.6) | 2,482 (+/-235) | 67.5% (+/-4.4) |

Source: Selected Economic Characteristics (DP03) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Total Housing Units:

The number of housing units in Long Reach remained relatively constant between 2014 and 2019. Only Locust Park and Kendall Ridge (Tract 6066.06) gained units. This suggests that an approach to housing could emphasize investments in ownership, maintenance, and rehabilitation.

- Housing estimates indicate there were 5,422 units in 2014, which increased by approximately 115 to 5,537 in 2019.
- Given the margin of error, the data indicates a 2.1% increase in total housing units within the SC boundary between 2014 and 2019 -- much less than the 6.7% growth in the County at large.
- Estimates over the five-year period indicate an inconsistent distribution of housing unit growth across the SC with Locust Park and Kendall Ridge (Tract 6066.06) being the only tract to report an increase.

| Total Housing Units | 2014 | 2019 |
|---|------------------|------------------|
| <i>Howard County</i> | 112,040 (+/-169) | 119,494 (+/-259) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 1,664 (+/-69) | 1,657 (+/-41) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 2,098 (+/-51) | 2,260 (+/-74) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 1,660 (+/-38) | 1,620 (+/-56) |

Source: *Occupancy Status (H1) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau*

Home-Owned Households:

Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. Additionally, the number of owner-occupied homes declined, which may be a reflection of resident's preferences or economics. These are important factors to consider when developing housing programs.

- In 2014, 69% of all units were owner-occupied, compared to 31% renter-occupied. The number of owner-occupied homes decreased slightly over five (5) years to 65% with renters comprising 35% of all units in 2019.
- The total number of owner-occupied units decreased over the five-year period in all three (3) tracts. Jeffers Hill (6066.04) experienced the greatest decrease in owner-occupied units with a 6.9% decline. The County's owner-occupied population, by comparison, grew just over 6% during the same time.
- Estimates indicate that the average owner-occupied household size ranged from 2.4 to 3 in 2014, which has remained relatively steady in 2019 at 2.6 to 2.8. The median estimate may not have changed but the differences in estimated size across the three tracts has narrowed.

| Average Home-Owned Household Size | 2014 | 2019 |
|---|----------------|----------------|
| <i>Howard County</i> | 2.89 (+/-0.03) | 2.89 (+/-0.02) |
| <i>Census Tract 6066.04</i> | 2.62 (+/-0.18) | 2.79 (+/-0.26) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 2.39 (+/-0.25) | 2.57 (+/-0.31) |

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| | | |
|---|----------------|----------------|
| <i>Phelps Luck (Census Tract 6066.07)</i> | 3.02 (+/-0.29) | 2.73 (+/-0.15) |
|---|----------------|----------------|

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

| Owner-Occupied Housing Units | 2014 | 2019 |
|---|-------------------|-------------------|
| <i>Howard County</i> | 78,764 (+/-1,082) | 83,520 (+/-1,037) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 1,338 (+/-117) | 1,245 (+/-94) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 924 (+/-141) | 920 (+/-129) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 1,355 (+/-93) | 1,333 (+/-85) |

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

Renter-Occupied Households:

Estimates over the five (5) year period indicate that there has been a considerable increase in the family size of renters within the SC area, compared to homeowners. There are important factors to consider when developing housing programs.

- The total number of renter-occupied units increased from 1,597 in 2014 to 1,913 in 2019 – a trend consistent across all three (3) tracts. Long Reach’s growth in renter-occupied units outpaced the County as a whole during the same period, the former experiencing a 19.8% increase while the latter saw 6.6%.
- Estimates indicate that the average renter’s household size ranged from 2.3 to 2.9 in 2014. This increased to 2.3 to 4 people living in a renter-occupied household across all three tracts in 2019.
- Phelps Luck (Tract 6066.07) saw the largest increase in renter-occupied household size, which grew from 2.9 in 2014 to 4.08 in 2019.

| Average Renter-Occupied Household Size | 2014 | 2019 |
|---|----------------|----------------|
| <i>Howard County</i> | 2.42 (+/-0.06) | 2.44 (+/-0.06) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 2.50 (+/-0.53) | 2.75 (+/-0.32) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 2.32 (+/-0.26) | 2.30 (+/-0.27) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 2.85 (+/-1.06) | 4.08 (+/-0.96) |

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

| Renter-Occupied Housing Units | 2014 | 2019 |
|---|-----------------|-------------------|
| <i>Howard County</i> | 28,752 (+/-906) | 30,650 (+/-1,009) |
| <i>Jeffers Hill (Census Tract 6066.04)</i> | 287 (+/-96) | 369 (+/-96) |
| <i>Kendall Ridge and Locust Park (Census Tract 6066.06)</i> | 1,070 (+/-146) | 1,279 (+/-134) |
| <i>Phelps Luck (Census Tract 6066.07)</i> | 240 (+/-94) | 265 (+/-87) |

Source: Selected Housing Characteristics (DP04) 2014-2019 American Community Survey 5-Year Estimates, U.S. Census Bureau

B. Organizational Structure, Experience and Public Input:

(1) Describe any changes to the Applicant’s organizational structure. Specifically, how has membership of the Sustainable Communities Workgroup changed in the last five years? Who are/were the leaders, and how will/did the Workgroup advisor or staff manage implementation of the SC Area Plan?

The workgroup has not fundamentally changed from five (5) years ago when it was a balance between County departments and local business owners and stakeholders. Since 2016, the representatives have turned over and all participants are new to the process, including the staff leader in DPZ. The 2021-22 working group added a resident member and two (2) members who could speak to the needs of the senior population in the community. The implementation of the SC Area Plan was primarily led through the County’s purchase of the Village Center (2014) and subsequent investment in the Long Reach Rising initiative: a swift short-term renovation and long-term renewal of the Village Center. The initiative’s goal of creating "A Vibrant Village Center For Today" is being met through implementing a stabilization plan of maintenance, repair, beautification and placemaking.

| 2016 Long Reach Workgroup | 2021-2022 Long Reach Workgroup |
|---|--|
| <ul style="list-style-type: none"> • Howard County Department of Planning and Zoning staff • Howard County Office of Community Sustainability, staff member • Howard County Office of Transportation, staff member • Howard County Economic Development Authority, staff member • Howard County Housing Commission, Executive Director • Howard County Department of Public Works, staff member • Columbia Association, staff member • Columbia Art Center, Director • Long Reach Village Board/Management • Long Reach High School, Principal • Long Reach Area Business Owners | <ul style="list-style-type: none"> • Howard County Department of Planning and Zoning staff • Howard County Office of Community Sustainability, staff member • Howard County Office of Transportation, staff member • Howard County Economic Development Authority, staff member • Howard County Department of Housing and Community Development, Director • Howard County Department of Public Works, staff member • Howard County Department of Recreation and Parks, staff member • Community Action Council/Bauder Education Center Head Start, Family Service Worker • Columbia Association, Community Development & Real Estate Services Manager • Long Reach Village Board/Community Association members • Howard County Housing Commission/House Howard, Executive Director • Resident, volunteer for LRVC • Howard County Commission on Aging, Chair • CA Seniors Committee, Long Reach representative • Howard County Arts Council, Executive Director • African Art Museum of Maryland, Director |

(2) What have been the strengths and challenges of the capacity of the Sustainable Communities Workgroup with respect to implementation of the SC Plan?

During the five-year SC Plan period there was significant uncertainty after plans for private redevelopment of the Long Reach Village Center were halted. The strength was through the Long Reach Rising initiative the County was able to unify departmental capacity and resources for rapid beautification and revitalization improvements to the Village Center, which enhanced SC efforts. The interdepartmental coordination ensured capital projects would be implemented and there would be shared understanding of the needs and existing resources within the geography.

A challenge of the Long Reach SC workgroup is that it did not formally reconvene during the duration of the designation. Therefore, there was more awareness regarding work being led by the County than the community. Moving forward, DPZ hopes to reconvene the working group at least annually to report back on progress made on the SC Action Plan, coordinate on future initiatives and discuss grant submission opportunities.

An additional implementation challenge is the major community-based organizations in the boundary are Columbia Association and Long Reach Community Association, who - per DHCD guidelines - are not eligible to be Community Legacy awardees. This puts a reliance on the County to consistently be the lead applicant for grants and the primary implementor of the plan.

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

DPZ staff consulted with the Long Reach Community Association in preparation for this renewal and presented at their board meeting three times to inform on the process and receive feedback on the engagement strategy and draft plan. DPZ attended a festival celebration at the Long Reach Village Center and solicited feedback through interactive boards and conversations. DPZ also sent a six-question survey that was completed by 40 Long Reach residents. This feedback and Long Reach-related comments received through the general plan update process were compiled and spatially mapped for the working group. The Sustainable Communities Action Plan's policies are in alignment with Howard County's Housing Opportunities Master Plan and the County's proposed general plan update (anticipated to be completed early 2023). Additionally, the renewal application builds upon the Reimagine Long Reach document, which provides guidance for redeveloping the Village Center.

(4) Would you like any technical assistance from State agencies to help expand the capacity of your SC Workgroup or implement your SC plan? Please describe with which revitalization strategies you would like assistance.

It is anticipated that Environment Outcome 4: Outdoor spaces provide opportunities for learning, such as a walkable watershed with educational signage and artistic installations" will need varying levels of coordination between the State (such as MDE), the County, and possible non-profits in the area. Any assistance or guidance on how to organize the funding and organization of such a study involving all or some of these separate entities would be beneficial to achieving this outcome.

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART I: QUALITATIVE ASSESSMENT

Purpose:

The purpose of this assessment is to capture significant projects/ improvements that have been completed since the approval of your local government's Sustainable Communities designation.

In relation to the goals stated in your local government's Sustainable Community Action Plan, **please highlight at least three major accomplishments from the last five years**, including how you achieved them. When writing your narrative, consider the questions below and refer to the six elements discussed in the General Information section of this document (page iv) – Environment, Economy, Transportation, Housing, Quality of Life, and Land Use/Local Planning.

- 1) **Outcome:** Which outcomes identified in your Sustainable Community plan were you able to achieve?
- 2) **Projects:** Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.
- 3) **Partners:** With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?
- 4) **Impact:** What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?
- 5) **Photos:** Please also include pictures that depict your accomplishments.

Descriptive Narrative: Please list the most significant accomplishments that apply.

Accomplishment 1: Village Center Building Improvements/Decreased Vacancy

Outcome: Revitalization of the Village Center

Projects:

- (1) Pollinator Garden: The pollinator planting was a conversion of 275 square feet of turf grass to equal square footage of native perennial plants and shrubs. The garden was designed by Howard County Bee City featuring native plants sourced from local nurseries. The planting took place on 5/22/21 with 15 student volunteers, seven (7) adult volunteers, and one (1) CA employee. It has since been maintained by the Columbia Association.*
- (2) Village Center Improvements: The County has systematically improved the aesthetics of the center with new awnings, signage, roofing and fresh paint. Boarded up windows have been replaced with storefronts. Public artwork is in design. Security cameras and a new security office are forthcoming. Other improvements that are not visible include upgraded data fiber, removal of hazardous materials, replaced HVAC equipment, and a new fire alarm system.*
- (3) Attracting New Tenants: Howard County, as the landlord, has focused on attracting a variety of businesses, attractions and non-profits to benefit the community with "people-driven services." The County has been promoting the center and seeking new tenants that will complement the vision articulated in 'Reimagine Long Reach' for the revitalized center. To help attract new tenants, the County has offered competitive leasing rates in conjunction with support to help new businesses navigate the building permit and construction process. The initiative has been making a positive difference as the vacancy rate in LRVC has dropped from 90% to 15%, even during the COVID-19 pandemic.*

Partners:

- (1) Pollinator Garden: The pollinator garden at the LRVC was installed in partnership with Long Reach Community Association, Howard County Bee City, Columbia Association, Howard County Office of Community Sustainability, Howard County Conservancy, and the Volunteers.*
- (2) Howard County DPW*
- (3) Howard County DPW*

Impact: In a short period with relatively minimal investment, the County has successfully filled the empty storefronts and office spaces to create activity and a sense of place, which serves as the center for a stronger community. The increased activity and reduced crime at the Center are testaments to the success of the program.

Sustainable Communities Renewal Application - Section B

Photos:



1.) Pollinator Garden





2.) Improvements to the Village Center and 3.) Attracting new tenants

Accomplishment 2: Community Garden Expansion

Outcome: Community open space is enhanced with expanded community garden plots (Environment: Outcome 3)

Projects:

(1) Installation of four new garden plots at Long Reach Garden

Partners: The garden is maintained by local non-profit Columbia Gardeners and space is co-owned by Howard County Recreation & Parks (HCRP) and the Exelon Corporation. For this expansion effort, the Department of Recreation and Parks assisted with the establishment of the plots by staking locations, soil tilling, clearing a buffer around the plots, and installing fencing around new plots.

Impact: The Long Reach Garden's waiting list was reduced and the garden was expanded for the first time since 2010.

Photos:



Accomplishment 3: Multi-modal improvements (bus shelter; pop-up complete street; complete streets plan/engagement)

Outcome: Advancement of complete street concepts, more equitable transportation implementation, improved infrastructure for commuters.

Projects:

- (1) Complete Streets: The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022, making Howard County one (1) of only six (6) counties nationwide with complete street design guidance in place. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. Equity is a major focus of the complete streets manual, which is expected to encourage more public investment in lower income and diverse neighborhoods.*

The Howard County Office of Transportation (OOT) conducted a Complete Streets corridor study for the segment of Tamar Drive from Flamepool Way to Snowden River Parkway. This is a main thoroughfare within the SC area. Based on initial public input, the Office of Transportation developed a draft vision statement for Tamar Drive. The vision statement reads: "Tamar Drive shall provide accessibility to regional roadways for drivers while prioritizing safety and appropriate speeds and facilitating

Sustainable Communities Renewal Application - Section B

pedestrian, bicycle, and transit as well as motor vehicle travel to Long Reach Village Center, Long Reach High School, Locust Park Neighborhood Center, and other community destinations.”

- (2) Bus Stops: Over the last seven (7) years, nine (9) bus stops serving the SC have been enhanced with new shelters, improved pads, sidewalk connections, benches or other amenities.*

Partners:

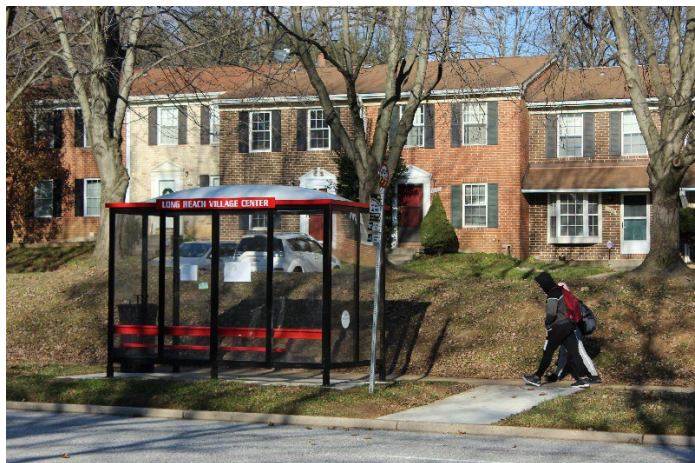
- (1) Howard County Office of Transportation (OoT)
(2) Howard County OoT and Howard County Department of Public Works (DPW)*

Impact: The Complete Streets manual will complement the efforts by BikeHoward and WalkHoward, which specify projects to be invested in for improving micro-mobility. Included in these recommendations is Tamar Drive, located in the heart of Long Reach. The complete street project for Tamar Drive will reduce vehicular lanes in lieu of bicycle lanes, which will improve mobility within the Sustainable Community (SC) area.

Photos:



1.) Safe streets pop-up
Photo Credit: Horizon Foundation



2.) New infrastructure

Descriptive Narrative: Please use this section to describe any major outcomes or projects from your last Sustainable Communities Action Plan that have NOT been accomplished and why.

Outcome: The Village Center was not redeveloped

Narrative: The 2016 Long Reach Sustainable Community Application was developed when Howard County was preparing a Request for Proposals to seek developers interested in rehabilitating or redeveloping the Village Center. The designation was anticipated to help the future developer to leverage additional tools and inform the master plan for the redevelopment. However, the project was ultimately halted when the selected developer's plans fell through. While rehabilitation of the Center did occur due to a large capital investment by the County, much of the Action Plan contemplated complete redevelopment of the site. Redevelopment of the Long Reach Village Center is still a goal and Sustainable Communities designation helps promote community investment that will make the Village Center a more desirable asset for future redevelopment opportunities.

Outcome: Open space preservation has not expanded

Narrative: Preservation of open space and trail expansion has been a strong priority for residents of Columbia. Access to green spaces has likely remained the same since there have not been any large open space acquisitions or recreational investments over the past five (5) years within the SC boundary area. Long Reach is well-regarded as being a walkable community and the residents continue to advocate for continued investments by both Columbia Association and the County. The complete streets policies recently approved by the County Council are expected to help expand Long Reach's connections. The community encourages additional commitment to this outcome.

Outcome:

Narrative:

SUSTAINABLE COMMUNITY RENEWAL REPORT

PART II: COMPREHENSIVE ASSESSMENT

Purpose:

The purpose of the comprehensive assessment is to capture indicators of accomplishments in each Sustainable Community. Indicators should reflect the five year time period since the adoption of the Sustainable Communities Action Plan. Thus, the following questions focus on the common outcomes that were identified in the various Sustainable Community Action Plans approved by the State. The assessment will be grouped in the sections of Environment, Economy, Transportation, Housing, Quality of Life, and Land Use.

Please answer the following questions to the best of your knowledge.

Check “YES” if applicable to your community. If you answer “YES” please quantify the accomplishment (i.e. Q: Has there been an increase in the number of businesses in your Main Street/commercial district? A: YES 4 new businesses have opened in the past five years). If necessary, please also provide a short description of the accomplishment.

Please check “NO” if the question item did not have any impact on your community. If you answer “NO” please briefly summarize what kept you from achieving your plan’s desired outcomes.

Check “N/A”, if the question item does not apply to your Sustainable Community.

Sustainable Communities Renewal Application - Section B

| ENVIRONMENT | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|--|------------|-----------|------------|--|
| 1. Has there been an improvement in water quality? Have you completed any projects intended to improve water quality? Ex. impervious surface reduction, stormwater improvements etc. | X | | | <p>A measurement in water quality is not presently available. However, the following projects have been completed within the Sustainable Community over the past five (5) years. This list is a combination of County and Columbia Association efforts, as well as BMPs associated with new developments:</p> <ul style="list-style-type: none"> • 20 rain gardens • 16 rain barrels • 6 repairs of existing ponds • 1 stream restoration • 3 tree plantings • 20 storm drains have been vacuumed out to remove sediment • 2 bio-retentions • 33 dry wells • 10 microbio-retentions • 3 septic pump outs |
| 2. Have you improved wildlife habitat in your community? Ex. native plantings, pollinator gardens, rain gardens | X | | | <p>In 2021, a pollinator garden was planted in the Long Reach Village Center (LRVC) courtyard totaling 275 square feet. Future plantings that contribute to the Bee City initiative are supported within this application. In addition to the pollinator garden, there have been three (3) tree plantings and 20 rain gardens installed over the past five (5) years. It is DPW policy to ensure any capital project requiring replanting include native species.</p> |
| 3. Have you increased access to green space, parks or outdoor recreational opportunities? | | X | | <p>Access to green spaces likely remained the same since there have not been any large open space acquisitions or recreational investments over the past five (5) years. DPW installed new pathways at the intersection of Oakland Mills Road and Old Montgomery Road that lead to Blandair Park, just outside of the SC, but these pathways were improvements to previously existing sidewalks.</p> |

Sustainable Communities Renewal Application - Section B

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| 4. Have you implemented operational sustainability practices (example: town hall enhancements) and or community-based practices? (ex. Rain barrels or rain gardens at residences, recycling, composting etc) | X | | | <p>Over the past five (5) years, there have been 16 rain barrels and 20 rain gardens installed by individual residents or through new developments requiring Environmental Site Design practices. Additionally, the Long Reach Village Center has been awarded grant money through the Maryland Smart Energy Communities to upgrade lighting to LED bulbs. The project is estimated to reduce electricity consumption by 121,480 kWh annually across five (5) different County-owned facilities.</p> <p>Howard County was the first in the Mid-Atlantic to start collecting food scraps and yard trim together for composting. The County's first "mini pilot" was launched in 2010, and after review, a pilot program was offered to a 5,000 household collection route in Ellicott City and Elkridge. The pilot was well-received, with roughly 1,750 households signed up to participate. Since the program's start in 2013, more than 34,000 residents have decided to join and the program has since expanded to other neighborhoods, including Long Reach. The County's Feed the Green Bin program is now available in seven (7) collection routes and seven (7) HCPSS schools. Additional composting capacity will support the expansion of collection routes.</p> |
| OTHER: | | | | |

| ECONOMY | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
|---|-----|----|-----|---|
| 1. Has there been an increase in the number of new businesses in your Main Street/ Commercial District? | X | | | <p>During 2020 and 2021—despite the pandemic — the County secured 13 new tenants at the Village Center, the majority of which are burgeoning entrepreneurs. Tenants were recruited that contribute to the Center's focus on arts and culture, education and economic empowerment. The new leases included 11 new retail tenants and eight (8) new office tenants. Two (2) of the tenants occupy both retail and office space (Roll UP N Dye and Every Kid Can Cook).</p> <ul style="list-style-type: none"> As of 12/31/2016: 15 businesses in LRVC As of 12/31/2017: 11 businesses in LRVC |

Sustainable Communities Renewal Application - Section B

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|---|---|---|--|--|
| | | | | <ul style="list-style-type: none"> • As of 12/31/2018: 7 businesses in LRVC • As of 12/31/2019: 7 businesses in LRVC • As of 12/31/2020: 23 businesses in LRVC • As of 7/31/2021: 27 businesses in LRVC |
| 2. Did the Municipality/ Sustainable Community area receive any designations that support local economic development? | | X | | <p>There has not been a designation within the past five (5) years. However, as part of the COVID-19 pandemic relief, Howard County created the HoCo Rise program to support non-profits. In Long Reach, 39 grants totaling \$340,926.60 have been awarded by the HoCo RISE Business Assistance Grants Rounds 1-5. In order to qualify for this grant, organizations must:</p> <ul style="list-style-type: none"> • Be a non-profit located in and serving Howard County; • Serve one of the following areas: Health and Human Services, Youth Services, Business Assistance/Workforce Development; • Be in Good Standing with Howard County and State Department of Assessment and Taxation (SDAT); • Submit required documentation (IRS Form 990/W-9); and, • Have been established prior to March 1, 2020 <p>Eligible uses of the funds include reimbursement for expenses that have not already been reimbursed by State or federal funds received related to the COVID-19 pandemic for the period March 1, 2020 through December 31, 2021. These expenses may include:</p> <ul style="list-style-type: none"> • Working capital, operating costs (ie. Utilities, payroll/salaries, rent, program expenses, etc.) • Sanitization services, cleaning supplies, PPE, social distancing infrastructure • Program expenses • Other eligible COVID-19-related expenses |
| 3. Has there been an increase in foot traffic in the Main Street/commercial district? | X | | | <p>As a result of the LRVC's vacancy rate reduction from 90% to 15% over the past five (5) years, foot traffic appears to have increased. There has also been a growing amount of activity from programming and local food trucks. Some of the new tenants in Long Reach Village Center are both local and regional draws, including the Maryland African Museum of Art, DoodleHatch, Columbia Community Care, and Howard County Arts Council.</p> |

Sustainable Communities Renewal Application - Section B

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|--|---|--|--|--|
| 4. Have the number of commercial vacancies decreased? | X | | | During 2020 and 2021—despite the pandemic — the County secured 13 new tenants at the Village Center. The majority of these are burgeoning entrepreneurs. The new leases included 11 new retail tenants and eight (8) new office tenants. Two (2) of the tenants occupy both retail and office space (Roll UP N Dye and Every Kid Can Cook). |
| 5. Has there been an increase in local jobs within the Sustainable Community for its residents? | X | | | <p>As new tenants continue to occupy the Village Center, the number of local jobs in a variety of fields grows, including food preparation, retail, and museum work. These employment opportunities are walkable for residents of Long Reach.</p> <p>According to the Current Employment Survey data from the Census Bureau, the number of locals employed by jobs in the Sustainable Community has remained mostly constant from 2015 to 2018— the years for which data is available. Over this time period, less than one percent of SC residents were also employed within Long Reach. In total, 44 locals were employed within the Sustainable Community compared 995 non-Long Reach residents. It is notable that this data was collected before the Village Center began to see a large increase in tenants in 2020.</p> |
| 6. Has there been an increase in workforce development training or other opportunities for connecting potential employees to well paying jobs? | X | | | Power52 is a new tenant within the Long Reach Village Center. They provide training in energy sector skills, which includes energy efficiency, LED lighting, smart building capabilities, power delivery and scheduling, and microgrid and battery storage. The training platform includes extensive case management throughout the program and for 12 months beyond. This mentorship-styled approach coupled with the organization's real world simulated lab training ensures students are equipped and receive the technological and professional advantages needed to be competitive in today's workforce. |
| OTHER: | | | | |

Sustainable Communities Renewal Application - Section B

| TRANSPORTATION | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan’s desired outcomes? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------------------------|--------------------------------|----------|--|------------|------|----------|------|--------------|----------|-------------------------------|---------|--------------|----------|-----------------|----------|--------------|----------|----------------------|---------|--------------|----------|----------------------|----------|--------------|----------|--------------------------------|---------|--------------|----------|--------------------------------|---------|--------------|----------|---------------------|---------|--------------|--------------------------|-----------------------------|---------|
| 1. Has the amount of bike trails/paths increased? How many linear feet do the trails cover? | X | | | The pathway from the traffic circle at Oakland Mills Road to Old Montgomery Road was upgraded and extended to provide an addition 412 feet of safe walking and biking space. The connection provides additional bicycle facilities that connect Jeffers Hill community to the nearby ball parks, playgrounds, and tennis courts at Blandair Park. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. Have there been improvements to the public transit infrastructure? | X | | | <div>Over the past seven (7) years, nine (9) bus stops serving the SC area have been enhanced with new shelters, improved pads, sidewalk connections, benches or other amenities.</div> <table><tr><th>Time Frame</th><th>Type</th><th>Location</th><th>Cost</th></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Hayshed opposite side</td><td>\$9,186</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Hayshed</td><td>\$25,090</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Cloudleap WB</td><td>\$6,572</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar / Cloudleap EB</td><td>\$15,620</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Foreland Garth (Shalom Square)</td><td>\$1,630</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar at Snowden River Parkway</td><td>\$3,500</td></tr><tr><td>Past 7 years</td><td>Bus Stop</td><td>Tamar at Old Dobbin</td><td>\$3,500</td></tr><tr><td>Past 7 years</td><td>Bus Stop Shelter Removal</td><td>Shelter near Mobile Station</td><td>\$1,200</td></tr></table> | Time Frame | Type | Location | Cost | Past 7 years | Bus Stop | Tamar / Hayshed opposite side | \$9,186 | Past 7 years | Bus Stop | Tamar / Hayshed | \$25,090 | Past 7 years | Bus Stop | Tamar / Cloudleap WB | \$6,572 | Past 7 years | Bus Stop | Tamar / Cloudleap EB | \$15,620 | Past 7 years | Bus Stop | Foreland Garth (Shalom Square) | \$1,630 | Past 7 years | Bus Stop | Tamar at Snowden River Parkway | \$3,500 | Past 7 years | Bus Stop | Tamar at Old Dobbin | \$3,500 | Past 7 years | Bus Stop Shelter Removal | Shelter near Mobile Station | \$1,200 |
| Time Frame | Type | Location | Cost | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Past 7 years | Bus Stop | Tamar / Hayshed opposite side | \$9,186 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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Sustainable Communities Renewal Application - Section B

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| | | | | Past 7 years | Bus Stop | Bus Stop near Cloudleap | \$1,200 |
| | | | | Past 7 years | Street Light Led Conversion | Tamar Drive | \$2,500 |
| | | | | <p>With the end of Downtown Columbia's bike share program in February 2022, Howard County has been working with community partners in Downtown Columbia and vendors to pilot shared electric scooters in Columbia. Implementation of a shared scooter program has been delayed because of both the pandemic and changes in business expansions plans of a vendor, SPIN, over the past several months. The Office of Transportation will assess rebidding the bikeshare contract after conducting a report on the e-scooter pilot later this year. If successful, the scooter and bike share programs may have expansion potential to other areas of Columbia, such as Long Reach.</p> | | | |
| 3. Has there been an increase in sidewalks? (Amount in linear feet) | X | | | <p>New sidewalks have been constructed as part of bus stop improvements within the Long Reach Sustainable Community. One project was on Tamar Drive at the LRVC and included sidewalks on both sides, totaling approximately 200 square feet. The second project was at the intersection of Hayshed Lane and Tamar Drive totaling 50 square feet of additional sidewalk.</p> <p>The traffic circle at Old Montgomery and Oakland Mills also included sidewalk reconstruction, which provided around 1,609 new linear feet of sidewalk. This has created a new pedestrian connection between Jeffers Hill and the amenities found within Blandair Park such as ball parks, playgrounds, and tennis courts.</p> <p>In October of 2016, a crosswalk and sidewalk installation was made along Snowden River Parkway (capital project K-5036). This project included approximately 400 linear feet of sidewalk, five (5) ADA compliant ramps, crosswalk markings, and crossing signals.</p> | | | |

Sustainable Communities Renewal Application - Section B

| <p>4. Have there been any roadway improvements that support “Complete” or “Green” streets?</p> | <p>X</p> | | | <p>The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. Equity is a major focus of the complete streets manual, which is expected to encourage more public investment in lower income and diverse neighborhoods.</p> <p>The Howard County Office of Transportation conducted a Complete Streets corridor study for the segment of Tamar Drive from Flamepool Way to Snowden River Parkway. Based on initial public input, the Office of Transportation developed a draft vision statement for Tamar Drive- Tamar Drive shall provide accessibility to regional roadways for drivers while prioritizing safety and appropriate speeds and facilitating pedestrian, bicycle, and transit as well as motor vehicle travel to Long Reach Village Center, Long Reach High School, Locust Park Neighborhood Center, and other community destinations.</p> <p>Below is a list of the various complete street investments that have been committed since 2016:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Type</th> <th>Location</th> <th>Cost</th> <th>Total Cost</th> <th>Other Notes</th> </tr> </thead> <tbody> <tr> <td>Committed</td> <td>Road Diet</td> <td>Tamar Drive- Flamepool Way to Snowden River Parkway</td> <td>\$250,000</td> <td>\$250,000</td> <td>Planned as part of road diet project</td> </tr> <tr> <td>2018</td> <td>Bike Lanes</td> <td>MD 108 at Snowden River</td> <td>NA</td> <td>NA</td> <td></td> </tr> <tr> <td>2017</td> <td>Bike lanes and sharrows</td> <td>Old Dobbin Road</td> <td>\$200,000</td> <td>\$1,612,498</td> <td>Total cost Includes repaving work</td> </tr> <tr> <td>2017</td> <td>Traffic Circle with multiuse path</td> <td>Tamar/Old Montgomery Road</td> <td>\$327,922</td> <td>NA</td> <td>Dollar amount is associated with multiple projects.</td> </tr> </tbody> </table> | Year | Type | Location | Cost | Total Cost | Other Notes | Committed | Road Diet | Tamar Drive- Flamepool Way to Snowden River Parkway | \$250,000 | \$250,000 | Planned as part of road diet project | 2018 | Bike Lanes | MD 108 at Snowden River | NA | NA | | 2017 | Bike lanes and sharrows | Old Dobbin Road | \$200,000 | \$1,612,498 | Total cost Includes repaving work | 2017 | Traffic Circle with multiuse path | Tamar/Old Montgomery Road | \$327,922 | NA | Dollar amount is associated with multiple projects. |
|--|-----------------------------------|---|-----------|---|---|------|----------|------|------------|-------------|-----------|-----------|---|-----------|-----------|--------------------------------------|------|------------|-------------------------|----|----|--|------|-------------------------|-----------------|-----------|-------------|-----------------------------------|------|-----------------------------------|---------------------------|-----------|----|---|
| Year | Type | Location | Cost | Total Cost | Other Notes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Committed | Road Diet | Tamar Drive- Flamepool Way to Snowden River Parkway | \$250,000 | \$250,000 | Planned as part of road diet project | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 | Bike Lanes | MD 108 at Snowden River | NA | NA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2017 | Bike lanes and sharrows | Old Dobbin Road | \$200,000 | \$1,612,498 | Total cost Includes repaving work | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2017 | Traffic Circle with multiuse path | Tamar/Old Montgomery Road | \$327,922 | NA | Dollar amount is associated with multiple projects. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| <p>5. Has traffic congestion along major roads decreased? (Amount in percent)</p> | <p>X</p> | | | <p>A traffic count study has not been undertaken within the timeline of this report, as results would be conflated due to decreases associated with the COVID-19 pandemic. However, the Office of Transportation has provided a collection of crash data from the Howard County Police Department on the number of accidents that have occurred within the Sustainable Community. The data indicates that there has been a gradual decrease in the number of traffic related incidents with one (1) fatal crash occurring over this timespan. While this is not an indication of congestion, it is a positive trend in transportation planning efforts.</p> <table border="1" data-bbox="934 516 1444 792"> <thead> <tr> <th></th> <th>Crashes</th> <th>Fatal</th> <th>Injury</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>61</td> <td>0</td> <td>27</td> </tr> <tr> <td>2017</td> <td>65</td> <td>0</td> <td>17</td> </tr> <tr> <td>2018</td> <td>56</td> <td>1</td> <td>20</td> </tr> <tr> <td>2019</td> <td>46</td> <td>0</td> <td>13</td> </tr> <tr> <td>2020</td> <td>56</td> <td>0</td> <td>10</td> </tr> <tr> <td>Total</td> <td>284</td> <td>1</td> <td>87</td> </tr> </tbody> </table> | | Crashes | Fatal | Injury | 2016 | 61 | 0 | 27 | 2017 | 65 | 0 | 17 | 2018 | 56 | 1 | 20 | 2019 | 46 | 0 | 13 | 2020 | 56 | 0 | 10 | Total | 284 | 1 | 87 |
|---|------------|-----------|------------|---|--|---------|-------|--------|------|----|---|----|------|----|---|----|------|----|---|----|------|----|---|----|------|----|---|----|--------------|------------|----------|-----------|
| | Crashes | Fatal | Injury | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2016 | 61 | 0 | 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2017 | 65 | 0 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 | 56 | 1 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2019 | 46 | 0 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2020 | 56 | 0 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 284 | 1 | 87 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>OTHER:</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>HOUSING</p> | <p>YES</p> | <p>NO</p> | <p>N/A</p> | <p>If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes?</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>1. Have any residential facades or interiors been improved? Has the energy efficiency of any housing units been increased?</p> | <p>X</p> | | | <p>The County has deployed HUD Community Development Block Grant (CDBG) funding to non-profit partners to rehabilitate and preserve affordable housing for low-income renters and homeowners. Non-profits Bridges to Housing Stability, Howard County Housing Commission, and Rebuilding Together Howard County have used \$41,500.00 in CDBG funding to rehab eight (8) affordable housing units in Long Reach Village over the last five (5) years.</p> <p>Primary rehabilitation needs are aging roofs, windows, HVAC systems and electrical panel upgrades. All of these renovations provide a higher level of energy efficiency.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 2. Has the home ownership rate increased? | | X | <p>Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. However, the number of owner-occupied homes declined, which may be a reflection of resident's preferences or economics. In 2014, 69% of all units were owner-occupied, compared to 31% renter-occupied. The number of owner-occupied homes decreased slightly over five (5) years to 65% with renters comprising 35% of all units in 2019. The total number of owner-occupied units decreased over the five-year period in all three (3) tracts. Jeffers Hill (6066.04) experienced the greatest decrease in owner-occupied units with a 6.95% decline. The County's owner-occupied population, by comparison, grew just over 6% during the same time. Estimates indicate that the average owner-occupied household size ranged from 2.4 to 3 in 2014, which has remained relatively steady in 2019 at 2.6 to 2.8. The median estimate may not have changed but the differences in estimated size across the three tracts has narrowed.</p> <p>In an effort to make housing more accessible to families, loans are available through Howard County's Department of Housing & Community Development (DHCD) for settlement and downpayment costs. Known as the Settlement Downpayment Loan Program, applicants that meet the eligibility requirements (income, cash on hand, price of home, etc.) may be granted these loans to assist with the purchase. In Long Reach, there were a total of 58 homes that were assisted by this program over the last five (5) years.</p> |
| 3. Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable? How many are within .5 miles of a transit stop? | X | | <p>The most recent subdivision constructed in Long Reach --Arnold's Corner -- consisted of 18 single-family dwellings with an advertised starting price of \$900,000. New Town Zoning, comprising most of Long Reach, does not require Moderately Priced Housing Units (MIHU's) and they were not constructed as part of this development. Prior to Arnold's Corner being constructed in 2021, building permit data from 2019 and prior year's show only two (2) new single-family lots were built within the SC boundary (2016-2019).</p> <p>The main affordability element used for Long Reach has been the Settlement Downpayment Loan Program mentioned above. The Maryland Regional Transit Authority (RTA) operates their bus service through Long Reach, which includes stops</p> |

Sustainable Communities Renewal Application - Section B

| | | | | at the Village Center and shopping centers surrounding the Sustainable Community. RTA bus service is the main form of public transit. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------------------------|--------------|-------------|---|----------------------|------------------------|--------------|-------------|---------|----------------------|------|---|---------|--------|---------------------|--------|------|---|---------|---------|------------------------|------|------|---|---------|---------|------------------------|--------------------|------|---|---------|---------|--------------------|------|------|---|----------|----------|------------------------|------|
| 4. Has there been demolition of blighted properties? | X | | | <p>Since 2016, there have been five (5) demolition permits issued within the Sustainable Community. Grandfather’s Nursery at 5320 Phelps Luck Drive and associated outdoor storage of junk was removed to redevelop the site into 18 single family units. The other demolition projects appear to mainly consist of foundation repairs. There is no indication to suggest that any of the properties were considered blighted at the time of demolition.</p> <table><tr><th>Year</th><th>Number of Applications</th><th>Date Applied</th><th>Date Issued</th><th>Address</th><th>Date of Construction</th></tr><tr><td>FY16</td><td>1</td><td>4/25/16</td><td>5/2/16</td><td>5629 Tricross Drive</td><td>1980’s</td></tr><tr><td>FY16</td><td>1</td><td>3/10/16</td><td>3/10/16</td><td>8990 Old Montgomery Rd</td><td>1955</td></tr><tr><td>FY19</td><td>1</td><td>7/23/18</td><td>7/31/18</td><td>5320 Phelps Luck Drive</td><td>c. 1890s, c. 1950s</td></tr><tr><td>FY19</td><td>1</td><td>5/10/19</td><td>5/13/19</td><td>5560 High Tor Hill</td><td>1972</td></tr><tr><td>FY22</td><td>1</td><td>10/18/21</td><td>10/18/21</td><td>9005 Old Montgomery Rd</td><td>1968</td></tr></table> | Year | Number of Applications | Date Applied | Date Issued | Address | Date of Construction | FY16 | 1 | 4/25/16 | 5/2/16 | 5629 Tricross Drive | 1980’s | FY16 | 1 | 3/10/16 | 3/10/16 | 8990 Old Montgomery Rd | 1955 | FY19 | 1 | 7/23/18 | 7/31/18 | 5320 Phelps Luck Drive | c. 1890s, c. 1950s | FY19 | 1 | 5/10/19 | 5/13/19 | 5560 High Tor Hill | 1972 | FY22 | 1 | 10/18/21 | 10/18/21 | 9005 Old Montgomery Rd | 1968 |
| Year | Number of Applications | Date Applied | Date Issued | Address | Date of Construction | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FY16 | 1 | 4/25/16 | 5/2/16 | 5629 Tricross Drive | 1980’s | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FY16 | 1 | 3/10/16 | 3/10/16 | 8990 Old Montgomery Rd | 1955 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FY19 | 1 | 7/23/18 | 7/31/18 | 5320 Phelps Luck Drive | c. 1890s, c. 1950s | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FY19 | 1 | 5/10/19 | 5/13/19 | 5560 High Tor Hill | 1972 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FY22 | 1 | 10/18/21 | 10/18/21 | 9005 Old Montgomery Rd | 1968 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. Has the residential vacancy rate decreased? | X | | | <p>According to the American Community Survey (ACS), the number of housing units in Long Reach remained relatively constant between 2014 and 2019. Only Locust Park and Kendall Ridge (Tract 6066.06) gained units. Estimates over the five (5) years between 2014 and 2019 indicate household size among Long Reach families that own their homes was relatively consistent, though it grew slightly in two census tracts. However, the number of owner-occupied homes declined, which may be a reflection of resident’s preferences or economics.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Sustainable Communities Renewal Application - Section B

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| 6. Has the jurisdiction partnered with any community development corporations to improve its housing stock, increase the availability of affordable housing, or support those experiencing homelessness or being threatened with eviction? Has the jurisdiction initiated any of its own programs to do the same? | X | | | <p>The County has provided \$823,612.00 in HUD CDBG funds to Rebuilding Together to assist low-income homeowners in free rehabilitation projects. This effort has helped to preserve affordable housing and facilitated upgrades to allow more Howard County residents to age in place. Through a partnership with the Howard County Housing Commission, the County has provided more than \$200,000.00 in CDBG funding to help preserve rental units.</p> <p>The County allocates CDBG funding to Grassroots Crisis Intervention and HopeWorks of Howard County, organizations that support emergency and transitional shelters serving the community. In addition to these programs, the County has partnered annually with the Community Action Council of Howard County to provide eviction prevention assistance for low-income residents.</p> |
| 7. Has there been an increase in homeownership counseling services or individuals accessing such services? | X | | | <p>The Department of Housing & Community Development (DHCD) has designed an initiative to promote successful homeownership in Howard County. Educational workshops and one-on-one counseling are offered on a monthly basis to households purchasing a home in Howard County, and/or participating in DHCD's homeownership programs, including, but not limited to, the Settlement Downpayment Loan Program (SDLP) and Moderate-Income Housing Unit (MIHU) program.</p> <p>The HUD-approved workshop curriculum is derived from guidelines established by the National Industry Standards for Homeownership and Counseling. Individuals and families interested in purchasing a home in Howard County are invited to attend. To meet HUD requirements, the classes consist of a 6-hour group workshop and two (2) hours of one-on-one counseling. The group workshops are held one Saturday each month. The 2-hour one-on-one counseling sessions are scheduled with the credit agency after attending one of the Saturday classes.</p> |
| OTHER: | | | | |

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| COMMUNITY HEALTH & QUALITY OF LIFE | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan’s desired outcomes? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|------|------|--|-------|------|------|------|--------------------|----|---|---|----------|----|----|---|--------------------|---|----|---|-----------------|----|----|----|----------|---|---|---|------|---|---|---|---------|----|----|---|-------|-----|-----|----|-----------|----|----|----|---------------|---|----|---|--------------------|---|---|---|--------|-----|-----|-----|
| 1. Has there been a decrease in crime rate? | X | | | <p>The following data is based on the Statistical Reporting Areas (SRA) from Howard County Police Department that are most reflective of Long Reach. According to the Police Department’s reporting, the criminal activity in Long Reach trended downward precipitously during 2020 - the height of the COVID-19 pandemic. While there was a slight increase in overall criminal activity in 2019 from 2018. The crime rate in 2021 has not yet been reported for this SRA. Once released, a pre- and post-COVID-19 comparison could be drawn.</p> <table><tr><th>Crime</th><th>2018</th><th>2019</th><th>2020</th></tr><tr><td>Aggravated Assault</td><td>18</td><td>9</td><td>3</td></tr><tr><td>Burglary</td><td>14</td><td>22</td><td>4</td></tr><tr><td>Disorderly Conduct</td><td>6</td><td>10</td><td>5</td></tr><tr><td>Drug Violations</td><td>50</td><td>59</td><td>12</td></tr><tr><td>Homicide</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Rape</td><td>5</td><td>3</td><td>2</td></tr><tr><td>Robbery</td><td>13</td><td>22</td><td>5</td></tr><tr><td>Theft</td><td>198</td><td>203</td><td>81</td></tr><tr><td>Vandalism</td><td>39</td><td>35</td><td>10</td></tr><tr><td>Vehicle Theft</td><td>9</td><td>17</td><td>7</td></tr><tr><td>Weapons Violations</td><td>5</td><td>1</td><td>5</td></tr><tr><td>Total:</td><td>357</td><td>381</td><td>124</td></tr></table> <p>Source: https://data.howardcountymd.gov/GUCR/UCR_Web.aspx</p> | Crime | 2018 | 2019 | 2020 | Aggravated Assault | 18 | 9 | 3 | Burglary | 14 | 22 | 4 | Disorderly Conduct | 6 | 10 | 5 | Drug Violations | 50 | 59 | 12 | Homicide | 0 | 0 | 0 | Rape | 5 | 3 | 2 | Robbery | 13 | 22 | 5 | Theft | 198 | 203 | 81 | Vandalism | 39 | 35 | 10 | Vehicle Theft | 9 | 17 | 7 | Weapons Violations | 5 | 1 | 5 | Total: | 357 | 381 | 124 |
| Crime | 2018 | 2019 | 2020 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aggravated Assault | 18 | 9 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Burglary | 14 | 22 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Disorderly Conduct | 6 | 10 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Drug Violations | 50 | 59 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Homicide | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rape | 5 | 3 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Robbery | 13 | 22 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Theft | 198 | 203 | 81 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vandalism | 39 | 35 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vehicle Theft | 9 | 17 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weapons Violations | 5 | 1 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total: | 357 | 381 | 124 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| <p>2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?</p> | <p>X</p> | | | <p>The African Art Museum of Maryland (AAMM) relocated to Long Reach Village Center in 2020. The museum, entering its 42nd year, is one of three in the United States focused exclusively on African art. Prior to moving to Long Reach, the museum was located in the Historic Oakland Manor before its move to Fulton in 2011. AAMM has returned to Columbia with a three-year lease, joining the Columbia Arts Center and the Stonehouse Community Center at Long Reach.</p> <p>RKG Associates was contracted by Howard County's Department of Planning and Zoning to provide economic consulting services related to the rehabilitation and reactivation of the Long Reach Village Center utilizing a community-based re-tenanting strategy. Beginning in July of 2019, the County worked on exterior building and site restoration, including: power washing of building walls and soffits; repair of trim and soffits; painting of steel columns; restoration of all exterior lighting and painting and repair of light poles; power washing sidewalks, painting of parking lot striping, curbs and steel bollards; repair of storm drains; cleaning of courtyard drains; trimming of trees, bushes and weeds. The County also prepared the retail and office space for immediate leasing to a combination of non-profits and other users that are community oriented.</p> <p>Head Start, a vital early education program of the Community Action Council of Howard County, moved one of its locations to the Long Reach Village Center in 2020. The Long Reach location has approximately 5,332 square feet, allowing Head Start to increase its capacity from 38 to 80 children. Head Start provides free pre-school to eligible 3 to 5-year-old children.</p> |
| <p>3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?</p> | <p>X</p> | | | <p>Increasing art and culture opportunities at the Long Reach Village Center is one of three main tenants of the community-based leasing strategy for revitalizing the Center. The African Art Museum of Maryland (AAMM) relocated to Long Reach Village Center in 2020, joining the Columbia Arts Center and the Stonehouse Community Center at Long Reach.</p> <p>In 2020, the Howard County Arts Council began offering affordable studio spaces at the Long Reach Village Center. The Long Reach Artist Studio Program is a satellite program of the Howard County Arts Council and is designed to complement the</p> |

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| | | | <p>Village Center's current and incoming arts organizations, such as Columbia Arts Center, which has gallery space, an artisan shop, and year-round educational programming.</p> <p>Roll Up N Dye, an innovative and popular tie-dye studio that hosts parties and team-building events, moved into the first floor of Long Reach Village Center in 2020 as well. The studio hosts events and staff also travel off-site to parties and functions. Roll Up N Dye was recently won a Changemaker Challenge grant from the Horizon Foundation and United Way of Central Maryland. The grant targeted innovative approaches to addressing community needs in Howard County, which Roll Up N Dye used to beautify a bus stop shelter off Route 1.</p> <p>As part of the expansion of art in 2020, ManneqART, a non-profit for education in the arts, opened DoodleHATCH Department Store, which is a tourist and community destination that offers interactive evolving art installations and experiences to the public. ManneqART has approximately 100 life-sized artworks made by artists from around the country, that are on display or worn by actors.</p> <p>Accompanying DoodleHATCH's announced opening in Long Reach Village Center was Andersen-Becker Inc, a local clothier and fabric seller. Andersen-Becker Inc has 10 staff, including seamstresses, inspection, shipping and administration. Andersen-Becker produces approximately 10,000 garments and accessories each year and supplies about 300 independent boutiques throughout the US. They provide internship opportunities for local students and donate materials to local artists.</p> |
| 4. How many historic properties were renovated/improved? | | X | <p>There are four (4) historic sites within the Sustainable Community boundary, but no records of renovations or improvements to these properties. These sites are not located within a local historic district, so homeowners may make alterations without notice to the Howard County Historic Preservation Commission (HPC). Additionally, HPC does not regulate interior renovations, so alterations may occur without HPC knowledge regardless of historic district designation. As a result, there are no known records of historic renovations or improvements occurring in Long Reach.</p> |

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| | | | | <p>Historic Properties in Long Reach Sustainable Community:</p> <ol style="list-style-type: none"> 1. Bellow's Spring Methodist (HO: 440) 2. Bridge (SHA# HO-55) (HO: 666) 3. Linden Grove (HO: 84) 4. Brothers Partnership (HO: 438) |
| 5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)? | X | | | <p>In 2017, the Columbia Association (CA) opened the Long Reach Tennis Club facility. This facility has 10 indoor tennis courts and more than two dozen outdoor courts. CA holds programs and lessons year-round to suit diverse interests and competitive levels. Every Kid Can Cook connects and brings valuable programming to Howard County through the Food and Wellness Studio, located in Long Reach Village Center. These programs teach nutrition and wellness to adults, youth and families. The Studio provides kitchen space, cooking, and media equipment for community use, as well as culinary nutrition and community organizing mentorship from the staff. A Food and Wellness Studio Outreach Coordinator also helps strengthen connections with the broader community.</p> |
| 6. Do all residents have access to healthy food options (i.e. fresh food grocery stores, farmers markets etc.) within the Sustainable Community? | X | | | <p>In 2020, Roving Radish, an award-winning Howard County program that provides healthy meal kits sourced from local farms, opened its first storefront in Long Reach Village Center. The 4,142 square foot space provides a storefront offering fresh meat, dairy, eggs, and milk from local and regional farms and serve as a kitchen, storage and packing space for the weekly meal kits. The Roving Radish program launched in 2014 and operates from May through November each year. The program has been recognized nationally, winning an Achievement Award in 2019 from the National Association of Counties, and a County Innovation Award in 2017 from the Maryland Association of Counties.</p> <p>In 2020, Howard International Grocer, a market specializing in international foods and halal meat, moved into 1,733 square feet of the Long Reach Village Center, as part of the Long Reach Rising revitalization project led by Howard County. Howard International Grocer sells fresh and frozen meat and fish, fresh vegetables, fruit, milk, eggs, snacks, and more.</p> |

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| | | | | <p>In December 2020, it was announced that Vegan Soul Bakery would open in Long Reach Village Center, occupying approximately 2,393 square feet. Vegan Soul Bakery is family-owned and operated. The shop offers one of the broadest selections of vegan food and desserts in the country and is the first of its kind in Columbia. It also offers nationwide shipping and has previously distributed its products in local vegan restaurants and grocery stores throughout the region.</p> <p>In addition to the retail operations in the Village Center, the Long Reach Community Garden has continued to see higher demand. In 2020, four (4) new plots were created within the Long Reach Garden. The community garden was last significantly expanded in 2010. The garden previously contained 125 full plots, ten (10) 20' x 12.5' half plots, and five (5) wheelchair-accessible raised beds. With this expansion, community members who were on a wait list can now begin growing their own plants and vegetables. Additionally, the garden has a partnership with the Maryland Food Bank. According to the Columbia Gardeners, the non-profit who helps maintain the garden plots, the Maryland Food Bank harvests over 2,000 pounds of produce per year from their plots in Long Reach and is distributed to families in need.</p> |
| OTHER: | | | | |
| LOCAL PLANNING & STAFFING CAPACITY | YES | NO | N/A | If YES, specify in quantifiable units and compare values from the last five years If NO, why not? What kept you from achieving your plan's desired outcomes? |
| 1. Have there been any infill developments? | X | | | The Department of Planning and Zoning has record of two (2) in-fill houses being constructed within the sustainable community. These were both single-family dwellings and were subdivisions of a single lot into two (2) lots. The largest addition to the community is Arnold's Corner, which is adding- 18 luxury single-family homes starting at \$900,000. |

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| 2. Has there been an increase in the amount of preserved/protected land? | | X | | There have not been any notable County purchases or expansions of publicly-owned preserved space. As part of the Arnold's Corner development, there is approximately 1.62 acres of preserved open space. |
| 3. Have there been any developments hindered by growth constraints? If so, please describe. Example constraints could be inadequate infrastructure, insufficient zoning density/intensity, or lack of buildable land. | X | | | <p>The Housing Commission has expressed interest in redeveloping the Columbia Landing apartment community. Due to existing debt on the property, the Commission would have to significantly increase density to be able to finance the redevelopment. With elementary schools in the area currently overcapacity, the project would likely not be able to proceed for up to 5 years due to the Adequate Public Facilities Ordinance requirements and would need a waiver to proceed. The Housing Opportunities Master Plan supports redevelopment of low-income projects into mixed income projects or market rate projects with an MIHU requirement. Redevelopment of the Columbia Landing property could be beneficial to the existing tenants and the surrounding area.</p> <p>In 2018, the New Town Preliminary Development Plan (PDP) was increased by 315 units to allow for a mixed-use redevelopment project at the Long Reach Village Center. However, the redevelopment project was hindered by a complex zoning process and the need to acquire multiple properties under different ownership and was unable to overcome these barriers. The Housing Opportunities Master Plan recommends adding affordable units in all new and redevelopment communities, especially if the existing affordable units are not accessible, energy efficient or integrated into market rate communities. However, community feedback within the Long Reach community suggest that Long Reach already has a disproportionate share of affordable housing, as compared to the rest of the County.</p> |
| 4. Have there been any zoning or policy changes that have fostered growth or redevelopment in your Sustainable Community? | X | | | The first Howard County Complete Streets Design Manual was approved by the County Council on February 7, 2022, making Howard County one (1) of only six (6) counties nationwide with complete street design guidance in place. The Manual is a technical document that guides County street design, including national best practices and complete streets design concepts that improve safety and accessibility for drivers, bicyclists, pedestrians, and transit riders. This recent adoption will help to reduce congestion in Howard County and entice redevelopment projects. |

Sustainable Communities Renewal Application - Section B

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| | | | | <p>The Shalom Square redevelopment project behind the Village Center required Council approval for an affordable housing Payment In Lieu of Taxes (PILOT) to fill a financing gap. This is common for affordable communities, but it can be challenging to gain the Council approval and community buy-in necessary for projects to move forward. The APFO exception for affordable housing created by Council Bill 1 of 2018 is a good example of a policy change that has fostered growth or redevelopment in Long Reach. Projects with affordable housing units can apply for an APFO waiver if more than 40% of the units will be rented or sold to households earning up to 60% of AMI.</p> <p>The Housing Affordability Coalition supports establishing a Housing Opportunities Trust Fund to provide funding for new and redevelopment projects with affordable units so that approval from the Council is not needed for each project. County Administration budgeted \$5M to start a housing trust fund in FY22 budget, but the Council reduced the amount to \$2.5M and put it in contingency until further information could be reviewed. Realization of this Fund could help bring more affordable and market rate housing to Long Reach</p> |
| 5. Have there been any significant improvements to the municipal infrastructure within the Sustainable Community (i.e. street lighting, water/sewer lines)? | X | | | <p>DPW has completed the following infrastructure projects since 2016:</p> <ul style="list-style-type: none"> • Longridge Knolls Storm Water Pond Repair (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: November 2015 ○ End Date: March 2016 (Completed) ○ Replacement of eroded metal outlet riser with concrete riser. ○ Replacement of steel outfall pipe with concrete pipe. • Long Meadow Pond Improvements (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: August 2016 ○ End Date: November 2016 (Completed) ○ Removal of riser and barrel pipe. Lowering of embankment. Grading of pond. • Open Meadow Way (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1159 ○ Start Date: August 2016 ○ End Date: December 2016 (Completed) |

Sustainable Communities Renewal Application - Section B

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| | | | | <ul style="list-style-type: none"> ○ Replacement of steel outlet structure with concrete structure. Removal of excess sediment. • Snowden River Parkway Crosswalk and Sidewalk Installations (Sidewalk) <ul style="list-style-type: none"> ○ Capital Project: K-5036 ○ Start Date: September 2016 ○ End Date: October 2016 (Completed) ○ Install of approximately 400 linear feet of sidewalks, five (5) ADA-compliant ramps, crosswalk markings, and crossing signals. • Snowden River Parkway Paving (Roadway) <ul style="list-style-type: none"> ○ Capital Project: H-2014 ○ Start Date: April 2017 ○ End Date: May 2017 (Completed) ○ Department: DPW ○ Mill and pave between Tamar Drive and Maryland Route 108. • Waiting Spring Pond Dam Repair (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1160 ○ Start Date: August 2018 ○ End Date: May 2019 (Completed) ○ Department: DPW ○ Replace outlet and pipe with concrete structure. Construct stone plunge pool for erosion control. • Deep Earth Land Water Quality Pond retrofit (watershed protection) <ul style="list-style-type: none"> ○ Capital Project: D-1160 ○ Start Date: August 2016 ○ End Date: December 2016 (Completed) ○ Adjustment of riser in western pond. Excavation of eastern pond to increase water quality storage. |
| 6. Have you hired any new staff members, reassigned duties, or procured the services of a contractor to increase or better align local capacity? Have you implemented any professional development programs? | X | | | <p>The Department of Planning and Zoning has hired a former Maryland Department of Planning employee (Victoria Olivier) and a Maryland Department of Housing and Community Development (Mary Kendall) employee who are leading the effort to refine Howard County's capacity building efforts for the Sustainable Community program. James Wilkerson was hired in 2017, formerly with Maryland Department of Planning, and has contributed extensively towards the Department of Planning and Zoning's data analysis capacity, especially as it relates to working in tandem with State agencies. These three (3) employees bring years of experience in community</p> |

Sustainable Communities Renewal Application - Section B

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| | | | | <p>development, grant writing knowledge, and data extrapolation that are important attributes for constructing successful projects.</p> <p>In addition to these new hires, the team has enlisted the assistance of the Department of Planning and Zoning's general plan consultant, City Explained, Inc. to provide policy recommendations for Village Centers. The policies from the HoCo By Design general plan will further refine the goals of Village Center redevelopment to better align with the needs of Howard County.</p> |
| 7. Has your community initiated or completed any planning efforts that will support the Sustainable Community area, including comprehensive planning, small area planning, or planning studies? | X | | | <p>HoCo by Design's overall engagement approach strives to ensure that all residents and stakeholders have an opportunity to engage, and that equity is a priority. Considering the County's changing demographics and the long-term nature of a general plan update, engagement has been targeted to different segments of the population to maximize participation. Focus groups are one engagement tool to ensure that the values, needs and priorities of historically under-represented populations are heard and influence the recommendations in the General Plan. The small focus group format allowed for greater flexibility in scheduling and more open, informal dialogue with trusted community leaders and residents with less experience participating in local government activities. The feedback provided through this engagement process will help to capture a wider perspective of needs for our various communities, including Long Reach.</p> <p>The Housing Opportunities Master Plan was completed in April 2021. This document is a comprehensive framework that will be used to guide the County's efforts to create different housing types at different price points in areas throughout the County. The Plan recommends adding an MIHU requirement of at least 10% to all zoning districts to help achieve a more equitable distribution of affordable units throughout the County and to help de-concentrate areas of poverty and/or high Free and Reduced Meal (FARM) rates in certain schools.</p> |
| OTHER: | | | | |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|--|------------------------|---|---|
| Community Legacy (CL): 2021 Village Center Building Revitalization and Investment Project | DHCD | \$0 | | Project: The application requested \$245,000 for wayfinding sign system, interior, fit-outs for vacant spaces, an outdoor playground for the County's Head Start program |
| Community Legacy (CL): 2022 Village Center Building Revitalization and Investment Project | DHCD | \$0 | | Project: The application requested \$200,000 wayfinding sign system and kiosk, street signage marquee, outdoor dining area and HVAC/electrical and restroom upgrades. |
| Strategic Demolition Fund (SDF): 2018 Strategic Demolition Funding for the Long Reach Village Center (LRVC) | DHCD | \$0 | | Project: The application requested \$500,000 for demolition funding to support site predevelopment demolition. Predevelopment benchmarks were to include demolition, grading, and foundation. |
| Community Safety & Enhancement Program: None | MDOT | | | |
| Maryland Bikeways Program: None | MDOT | | | |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|---|------------------------|---|---|
| Sidewalk Retrofit Program: None | MDOT | | | |
| Water Quality Revolving Loan Fund: None | MDE | | | |
| <p>Other Funding Programs: <i>examples are U.S. HUD Community Development Block Grants (CDBG), or grants from USDA, EPA, Appalachian Regional Commission, Chesapeake Bay Trust, Maryland Heritage Areas Association, Preservation Maryland, Safe Routes to School, Maryland Rural Development Corporation, Maryland Energy Administration, Maryland Department of Natural Resources, etc.</i></p> <p>*Please add more rows if necessary</p> | | | | |
| Title: Maryland Smart Energy Communities | Sponsor: State of Maryland – Maryland Energy Administration | \$50,000 | | <p>Period: 6/10/2020 to 12/10/2021 Purpose: To provide technical assistance and funding to assist Grantee in development of a project to upgrade lighting systems at five County facilities (East Columbia Public Library, Gateway Building, Long Reach Village Center, Savage Public Library, and Scaggsville Public Safety). The project is estimated to reduce electricity consumption by 121,480 kWh annually. MEA will</p> |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|--|---------------------------|---|---|
| | | | | review the final project scope for approval using the MSEC Project Approval Form. |
| Community Development Block Grant (CDBG) 5-Year Allocation Total | HUD | \$5,734,327 Countywide | | <p>In the Long Reach Village, non-profits such as Bridges to Housing Stability, Howard County Housing Commission, and Rebuilding Together Howard County, have in the last 5-years used \$41,500.00 in CDBG funding to rehab eight (8) units of affordable housing units for residents.</p> <p>Uses of CDBG (after meeting a National Objective):</p> <ul style="list-style-type: none"> • Demolition • Acquisition • Disposition • Clearance & demolition • Homeowner Rehabilitation • Historic Preservation • Public Facilities |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
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| | | | | <ul style="list-style-type: none"> • Community Based Development Organization • Planning & Administration • Public Services Fair Housing Activities |
| HOME Investment Partnership Program (HOME) 5-Year Allocation Total | HUD | \$2,069,167.00 Countywide | | The goal of HOME program funds is to create affordable housing units for low, very low and extremely low-income persons in our communities. Uses of HOME (requires 25% Match): <ul style="list-style-type: none"> • Acquisition • Demolition • New Construction • Project Soft Costs • Loan Guarantees • Housing Rehabilitation • Down Payment & Closing Cost Assistance • Planning & Administration • Broadband Infrastructure |

Sustainable Communities Renewal Application - Section B

| COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation. | Source (federal, state, foundation, etc.) | Amount Received | If no funding was received, what technical or other assistance from the state would help with future applications? | Other Notes |
|--|--|--|---|--|
| HoCo Rise Grants | Maryland DHCD | \$340,926.60 (dollar amount is for projects within the Sustainable Community only) | | As part of the COVID-19 pandemic relief, Howard County created the HoCo Rise grant program. In Long Reach, 39 grants totaling \$340,926.60 have been awarded to non-profits by the HoCo RISE Business Assistance Grants Round 1-5. |
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COMPETITIVE FUNDING: Are there any types of projects/needs for which your Sustainable Community needs funding; however, there isn't a funding source?

Not at this time.

Long Reach Sustainable Communities Action Plan

Long Reach Sustainable Communities Action Plan

The Sustainable Communities Work Group 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 Department of Housing and Community Development
- Howard County Department of Public Works
- Howard County Department of Recreation and Parks
- Community Action Council/Bauder Education Center Head Start, Family Service Worker
- Columbia Association, Community Development & Real Estate Services Manager
- Long Reach Village Board/Community Association
- Howard County Housing Commission/House Howard, Executive Director
- Resident, volunteer for Long Reach Community Association
- Howard County Commission on Aging, Chair
- CA Seniors Committee, Long Reach representative
- Howard County Arts Council, Executive Director
- African Art Museum of Maryland, Director

KEY OF FREQUENTLY CITED 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
- HCLS=Howard County Library System
- HCPSS = Howard County Public School System
- LRCA = Long Reach Community Association
- OCS = Office of Community Sustainability
- OoT = Office of Transportation

Environment

| <u>Strengths</u> | <u>Weaknesses</u> |
|--|--|
| <ul style="list-style-type: none"> Blandair Park is a major recreational destination adjacent to Long Reach. 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 | <ul style="list-style-type: none"> 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 even after the expansion of 2020 Access to local foods has been improving but still is limited in the Village Center, with Roving Radish being the main entity. The community has expressed desire for more establishments offering healthy food options including community supported agriculture and/or a farmers' market Jackson Pond has been noted as having water quality issues |

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 1: Impervious area is reduced in Long Reach</p> <p>Progress Measures: Impervious Cover (IC) ratios, Bay restoration [total maximum daily load (TMDL)/Watershed Implementation Plan (WIP)] IC reduction targets</p> | <p>Strategy A: Encourage the reduction of impervious cover either through the redevelopment of the Village Center or through targeted improvement projects.</p> <ul style="list-style-type: none"> Action 1: Identify and install location for a new community space/play space that removes existing impervious surface. Action 2: Gardens planted in and around the Village Center. Action 3: Bio-swale at Village Center entrance off Tamar Drive. <p>Strategy B: Implement right-of-way that could be targeted for complete street retrofit with green infrastructure, storm water management</p> | <p>Strategy A: Future Village Center Developer, DPZ, DPW, OCS</p> <p>Strategy B: OCS, OoT, DPW</p> <p>Strategy C: OCS, DPW</p> |

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| | <ul style="list-style-type: none"> Action 1: Continue to collaborate on Tamar Drive Complete Streets project. <p>Strategy C: Increase the amount of stormwater captured in order to better manage water quality using stormwater best management practices (ex: bio-swales), demonstrate model sustainable development and provide greater credit toward permit mandates.</p> <ul style="list-style-type: none"> Action 1: Target algae growth in Jackson Pond by developing strategies for limiting fertilizer and rat poison percolation. | |
| <p>Outcome 2: Long Reach incorporates sustainable practices in redevelopment or retrofit projects.</p> <p>Progress Measures: LEED designation, kilowatt energy usage trends</p> | <p>Strategy A: Incorporate high caliber, green building (such as LEED certification) and site design strategies and systems. Preferably prioritizing investments that would live on if the redevelopment of the Village Center was completed.</p> <ul style="list-style-type: none"> Action 1: Install Electric Vehicle Charging Stations in residential areas as well as other public gathering spaces such as schools, Phelps Luck pool, churches, and the Village Center. Action 2: Install renewable energy sources such as solar roofs or solar canopies over parking lots. Action 3: HVAC retrofit in the Village Center. | <p>Strategy A: DPZ, DILP, Future Village Center Developer, DPW, CA, HCPSS</p> |
| <p>Outcome 3: Community open space is enhanced with expanded community garden plots</p> <p>Progress Measures: number of garden plots/registered gardeners</p> | <p>Strategy A: Partner with Columbia Gardeners non-profit and HCEDA in expanding community gardening opportunities in the Long Reach community and provide educational outreach on local farming</p> <ul style="list-style-type: none"> Action 1: Expansion of plots at current Long Reach Gardens Action 2: Identify suitable cul-de-sac communities in Long Reach and install garden plots. Action 3: Work with Long Reach High School to install new gardens on the school's site. <p>Strategy B: 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.</p> <ul style="list-style-type: none"> Action 1: See Housing Outcome 2, Strategy B for coordination opportunity for implementation | <p>Strategy A: BGE, Columbia Gardeners, DRP, Howard County Master Gardeners, HCEDA, HCPSS, residents</p> <p>Strategy B: OCS, Citizen Services (Elkridge senior center model), Columbia Gardeners, DRP, HCEDA, HCLS, CA</p> |

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 4: Outdoor spaces provide opportunities for learning, such as a walkable watershed with educational signage and artistic installations.</p> <p>Progress Measures: volunteers, grant funding awards, installations</p> | <p>Strategy A: Fund the creation of a feasibility study for a ‘walkable watershed’ in Long Reach that would establish the area as a stormwater educational showcase (consider starting around Howard High). Work with partners to implement educational projects.</p> <ul style="list-style-type: none"> • Action 1: Develop partnerships for educational learning on the environment such as with Science Department at Long Reach High School or the Columbia Association’s Walking Series. • Action 2: Educational signage placed around the Village Center and Jackson Pond • Action 3: Integrate artistic design into water treatment installations | <p>Strategy A: OCS, Columbia Art Center, HCPSS, Maryland Department of the Environment, Chesapeake Bay Trust, DPW, CA, DRP</p> |
| <p>Outcome 5: Plantings that support pollinator species are encouraged in the Long Reach community.</p> <p>Progress Measures: pollinator plant count</p> | <p>Strategy A: Require an increased percentage of pollinator plantings within Long Reach to create a more sustainable environment that supports pollinator species.</p> <ul style="list-style-type: none"> • Action 1: Requirement for all native plant species throughout the green spaces or incorporate green roofs that serve a triple purpose for pollinators, stormwater and energy management. • Action 2: Create an incentive program through the use of residential garden templates and expand awareness through outreach events. • Action 3: Implement pollinator gardens in Cul-De-Sac communities with signage to promote the initiative (this action could compliment Environment Outcome 3, Strategy A) | <p>Strategy A: OCS, DPZ, Future Village Center Developer, residents, LRCA</p> |
| <p>Outcome 6: Access to healthy foods is expanded at LRVC.</p> <p>Progress Measures: availability of fresh grocery staples at LRVC establishments</p> | <p>Strategy A: Work with LRVC to continue supporting the progress that has been made regarding expanding healthy food access.</p> <ul style="list-style-type: none"> • Action 1: Identify constraints for the creation of a local farmers market and implement necessary infrastructure. | <p>Strategy A: LRCA, Business Owners, Roving Radish, OCS, DPW</p> |

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| | <ul style="list-style-type: none">• Action 2: Roving Radish expands access by adding local delivery of fresh produce using electric or low emission vehicles. | |
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Economy

Strengths

- 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
- As owner and steward Howard County has advanced the revitalization of LRVC and put significant County financial 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 and flexibility in rents
- 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

Weaknesses

- 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 is not situated on a major roadway like Snowden River Parkway or MD 108, and as a result suffers from poor visibility
- Long Reach Village Center's inward facing design/layout is less able to respond to current commercial competition
- Lacking an anchor establishment and many feel the LRVC still does not serve as a destination
- Existing commercial buildings are in need of further upgrades, but future is uncertain about full redevelopment
- Some existing Village Center businesses keep limited hours, which does not contribute as much to the vibrancy of the Center

Economy

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 1: Existing and new businesses at LRVC possess opportunities to grow and support the needs of the Long Reach Village, Long Reach High School, and Columbia</p> <p>Progress Measures: Vacancy rates/occupancy</p> | <p>Strategy A: Encourage start-up businesses to continue to locate at LRVC to help improve vibrancy and provide training opportunities to promote retention of existing small businesses</p> <p>Strategy B: Encourage the addition of businesses that would create additional draw to the LRVC at all times of day including sit down restaurants, entertainment options, and a coffee shop</p> | <p>Strategy A: HCEDA, Business Owners, DPW</p> <p>Strategy B: DPW</p> |
| <p>Outcome 2: The LRVC is activated by interim/temporary uses</p> <p>Progress Measures: Vacancy rates/occupancy; number of events or installations</p> | <p>Strategy A: Activate empty or underutilized spaces to alleviate sense of vacancy</p> <ul style="list-style-type: none"> Action 1: Create art installations on exterior windows or walls Action 2: Host pop up community events that enliven vacant or underutilized spaces | <p>Strategy A: LRCA, HCEDA, DPW, Village Center tenants</p> |
| <p>Outcome 3: Appropriate signage and branding is provided for LRVC</p> <p>Progress Measures: inflow trip counts (vehicle, pedestrian, and bike) at Village Center ingress/egress locations. Measures should include baseline and follow up counts. Website visit counts</p> | <p>Strategy A: Install an on-site/off-site directional wayfinding system and branding strategy for the Village Center.</p> <p>Strategy B: Install monument signage for retailers</p> <p>Strategy C: Wrap signage on RTA buses to promote the Village Center and events</p> <p>Strategy D: Add directional mapping in transit shelter(s)</p> <p>Strategy E: Create an enhanced web presence and produce brochures to publicize Village Center tenants, history and events</p> | <p>Strategy A: CA, DILP, DPZ, DPW</p> <p>Strategy B: CA, DILP, DPZ, DPW</p> <p>Strategy C: OoT</p> <p>Strategy D: OoT</p> <p>Strategy E: LRCA; VisitHoward County; DPW</p> |

Transportation

| Strengths | Weaknesses |
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| <ul style="list-style-type: none"> • LRVC is served by local bus transit with two bus stops • Area trail system fosters multi-modal options (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 Council has just approved new standards for Complete Streets | <ul style="list-style-type: none"> • 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 and Blandair Park • 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 which cut off travel corridors and result in longer commutes |

Transportation

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 1: Better connections are made between Long Reach neighborhoods and destinations, including the LRVC, schools, and nearby shopping centers.</p> <p>Progress Measures: facility level of service, inflow trip counts – pedestrian and bike</p> | <p>Strategy A: Provide safe pedestrian/bike network in Long Reach consisting of new pedestrian connections with crosswalks and bike lanes to Columbia Crossing Shopping Center, schools, Blandair Park, and Columbia Palace Plaza.</p> <ul style="list-style-type: none"> • Action 1: Safety improvements should be installed at intersections where it is assessed that safety could be improved upon for pedestrians throughout Long Reach (Example: Crosswalk at Phelps Luck Drive and Tamar Drive.) • Action 2: Pedestrian islands along Route 108 to Howard High School from Elkhorn Branch Trail. • Action 3: Pave or otherwise formalize the existing dirt pathways behind Long Reach High School to adjacent neighborhoods (leading from Deep Earth Lane). Trail improvements to Blandair Park and community gardens. Widen pathway around Jackson Pond. Trail extension from Tamar Dr. through BGE right-of-way to Dobbin Rd. | <p>Strategy A: Future Village Center Developer, OoT, DPW, CA, OCS, HCPSS</p> |

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| | Action 4: Identify locations and install secure bike storage within Long Reach to encourage bicycle use without the anxiety of loss or damage (installation locations include apartment complexes). | |
| <p>Outcome 2: Public transportation should be more efficient and effective for every resident.</p> <p>Progress Measures: rider counts, alighting counts at closest bus stops (number of persons existing transit at the LRVC)</p> | <p>Strategy A: Monitor the 2022 pilot scooter share initiative in Downtown Columbia for potential expansion to LRVC in the future.</p> <p>Strategy B: Refine bus service operation between Long Reach, other Village Centers, and Downtown Columbia to be more frequent and reliable.</p> | <p>Strategy A: OoT, Future Village Center Developer, DPW, OOT</p> <p>Strategy B: OoT, RTA, MDOT</p> |
| <p>Outcome 3: LRVC is accessible, convenient, and comfortable for multi-modal users through complete streets implementation.</p> <p>Progress Measures: inflow trip counts – vehicle, pedestrian, bike</p> | <p>Strategy A: Implement Tamar Drive Restriping Plan for traffic calming and potential bike access</p> <p>Strategy B: Investigate the potential 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</p> <p>Strategy C: New pathway segments at the LRVC that align with current trail network. Parallel roadways or active uses should have lighting that is scaled appropriately for users and enhanced with landscaping.</p> <ul style="list-style-type: none"> Action 1: Make pathway entrances more ADA compliant and safer for riders' health such as leveling concrete gaps. | <p>Strategy A: DPW, OoT</p> <p>Strategy B: DPW, OoT, CA</p> <p>Strategy C: Future Village Center Developer, DPW, OOT, Howard County Police Department</p> |

| Housing | |
|---|---|
| Strengths | Weaknesses |
| <ul style="list-style-type: none"> 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 Diversity of current housing inventory Long Reach is a more affordable "entry point" into Columbia Newly developed Housing Opportunities Master Plan (2021) identifies ways to create and preserve housing opportunities for residents of all income levels | <ul style="list-style-type: none"> 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 lower income housing impacts the community |

| Housing | | |
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| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
| <p>Outcome 1: Future redevelopment of the LRVC may include housing to provide an on-site demand for goods and services</p> <p>Progress Measures: number of units and level of affordability</p> | <p>Strategy A: Any Village Center redevelopment plan that includes housing should address the need for additional affordable senior housing and affordable family housing.</p> | <p>Strategy A: DPZ, Howard County DHCD; Future Village Center Developer</p> |

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 2: Property maintenance and reinvestment in older housing stock is increased</p> <p>Progress Measures: license and permits – residential additions, alterations and repairs, MSDAT/residential property value</p> | <p>Strategy A: Leverage Reinvest*Renovate*Restore Howard rehabilitation loan program to address aging housing by evaluating potential for an enhanced program in Long Reach</p> <ul style="list-style-type: none"> Action 1: Coordinate with LRCA covenant review to look at ways to simplify approval process Action 2: Increase awareness of the program <p>Strategy B: Create a hand tool bank to support home repair and landscape maintenance and provide maintenance classes.</p> <ul style="list-style-type: none"> Action 1: Consider synergy with co-locating a community bike repair and makerspace. <p>Strategy C: Partner to expand programs that enable seniors to age in place and make needed repairs to maintain their homes.</p> <ul style="list-style-type: none"> Action 1: Increase education and awareness Action 2: Increase funding that is targeted to Long Reach <p>Strategy D: Partner to expand programs that increase energy efficiency in homes and result in reduced consumption and more affordable utility bills.</p> <ul style="list-style-type: none"> Action 1: Increase education and awareness Action 2: Increase funding that is targeted to Long Reach | <p>Strategy A: Howard County DHCD, residential property owners, LRCA (architectural/covenant review)</p> <p>Strategy B: OCS, Columbia Gardeners, HCLS-Elkridge Library, DRP, DPW; Howard EcoWorks</p> <p>Strategy C: Howard County DHCD; Rebuilding Together; Howard County Office on Aging</p> <p>Strategy D: OCS; Rebuilding Together; Community Action Council of Howard County</p> |
| <p>Outcome 3: Naturally occurring affordable rental housing is preserved and updated</p> <p>Progress measures: number of units</p> | <p>Strategy A: Form government partnerships to acquire and update aging rental housing to ensure improved product, while preserving affordability</p> <p>Strategy B: Work with existing tenants to boost local homeownership opportunities</p> | <p>Strategy A: Howard County Housing Commission; Howard County DHCD</p> <p>Strategy B: Howard County Housing Commission; Howard County DHCD</p> |

Quality of Life

Strengths

- Stonehouse and Columbia Art Center serve as destinations
- Blandair Park serves as a regional recreation amenity
- CA constructed an \$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 provides cultural enrichment through exhibits, hands-on classes for all ages, exhibition opportunities for local artists, and a retail gift shop for local artwork. 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.
- Long Reach High School has received awards for its efforts that improve student quality of life.

Weaknesses

- COVID-19 pandemic has exacerbated socioeconomic issues and created instability in the business community
- 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
- There is a need in the community for additional services to assist English language learners and refugees
- There is a larger carless population in Long Reach, which can impact access to amenities and high school students' ability to take advantage of afterschool activities and employment
- Long Reach does not have a regular event series like many other village centers, which would help foster a sense of community

Quality of Life

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| <p>Outcome 1: Expanded or enhanced public spaces are created to function as an integral part of Village Center and surrounding neighborhoods and increase community connections</p> <p>Progress Measures: land use ratio – percent open space; pedestrian and use/activity counts</p> | <p>Strategy A: Create flexible open space</p> <ul style="list-style-type: none"> Action 1: Create a parking lot site plan that accounts for desired community programming/improvements and parking analysis to enable approval process Action 2: Depave part of parking lot to allow for non-hardscape gathering space at Village Center and reduce impervious surface Action 3: Identify potential open space in surrounding Long Reach neighborhoods that could host community events and improve with necessary infrastructure <p>Strategy B: Establish programming plan for new public space. Consider interactive features such as playful fountain, outdoor nature playspace, or other unique feature that would draw more people and compliment flexible space to showcase the arts and host outdoor community events</p> <ul style="list-style-type: none"> Action 1: Partner with Long Reach arts community for design assistance | <p>Strategy A: DPW; DRP; CA; LRCA; DPZ</p> <p>Strategy B: DPW; DRP; Columbia Art Center; Doodlehatch; CA; LRCA</p> |

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| <p>Outcome 2: Village sponsored events provide community identify and the sense of place</p> <p>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</p> | <p>Strategy A: Develop with community input a series of frequent events that could be hosted at the Village Center</p> <ul style="list-style-type: none"> Action 1: Build partnerships and increase capacity to implement regular event series <p>Action 2: Partner with drama and art departments at Long Reach High School to put on shows and showcase artwork</p> | <p>Strategy A: DPW, LRCA, local bands, sports groups, business owners, students, CA, LRCA, Columbia Art Center and its partners, HCPSS</p> |
| <p>Outcome 3: Residents without personal transportation have better access to County amenities</p> <p>Progress Measure: number of members from immediate community participating</p> | <p>Strategy A: Explore a satellite location of the public library or Howard Community College in Village Center</p> <p>Action: Expand existing “Howard County Pop-Up Library” program</p> | <p>Strategy A: DPW; HCLS; HCC</p> |
| <p>Outcome 4: Landscaping is properly maintained</p> <p>Progress Measure: Number of trees and other landscape elements identified as problematic and corresponding response rate</p> | <p>Strategy A: Increased tree trimming and dead tree removal and replacement throughout the boundaries to improve aesthetics and safety</p> | <p>Strategy A: CA; DPW; LRCA</p> |

Local Planning and Land Use

| Strengths | Weaknesses |
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| <ul style="list-style-type: none"> LRCA is a non-profit 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 | <ul style="list-style-type: none"> Design of the LRVC does not meet contemporary planning and design principles, which would place the Village Center and retail uses closer to arterial roadways in more visible locations The Village Center Redevelopment process is procedurally complex, time consuming, and lacks predictability under New Town zoning, which does not make it an attractive real estate prospect to the private sector. |

Local Planning and Land Use

| <u>Desired Outcomes and Progress Measures</u> | <u>Strategies</u> | <u>Implementation Partners</u> |
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| Outcome 1: Redevelopment of the Long Reach Village Center | Strategy A: Ensure developer proposals address the Village Center Community Plan and other plans relevant to Long Reach | Strategy A: LRCA, DPZ, Future Village Center Developer |
| Progress Measures: Community support for a Village Center redevelopment proposal; design guidelines | Strategy B: Future village center redevelopment proposals should identify site control strategies among multiple parcel owners or alternatives that exclude certain parcels. | Strategy B: LRCA, CA, DPZ, Future Village Center Developer |

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| | <p>Strategy C: Focus on building and site design that promotes a vibrant Village Center</p> <ul style="list-style-type: none"> • Action 1: Incorporating massing and height standards to appropriately transition between neighboring properties • Action 2: Enhance the aesthetic quality of the LRVC by screening and appropriately siting parking, loading and mechanical systems • Action 3: Articulate elevations so buildings do not have long, blank walls • Action 4: Redevelopment proposal should call for siting buildings close to Tamar Drive. Precedents include Twin Rivers Road in Wilde Lake. | <p>Strategy C: DPZ, LRCA (Architectural/Covenant Review), Future Village Center Developer</p> |
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