



# Oakland Mills Village Center Area Redevelopment Feasibility Study

## **Study Highlights**

Final Community Meeting, March 22, 2017

Bolan Smart Associates / RDS / UDA



# Oakland Mills Village Center Area Redevelopment Feasibility Study

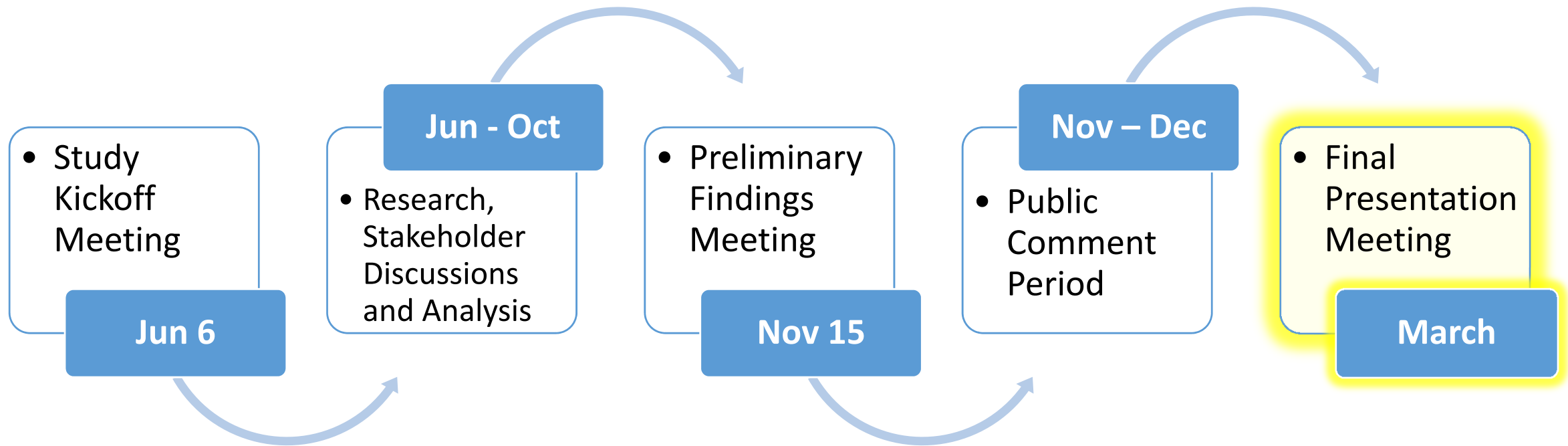
## STUDY PURPOSE

- Test private sector investment potential of different land uses (including those in 2015 Village Center Community Plan)
- Provide information that can be leveraged to assess future redevelopment opportunities
- Outline implementation possibilities



# Oakland Mills Village Center Area Redevelopment Feasibility Study

## PROCESS AND TIMELINE





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## UPDATE SINCE NOVEMBER COMMUNITY MEETING

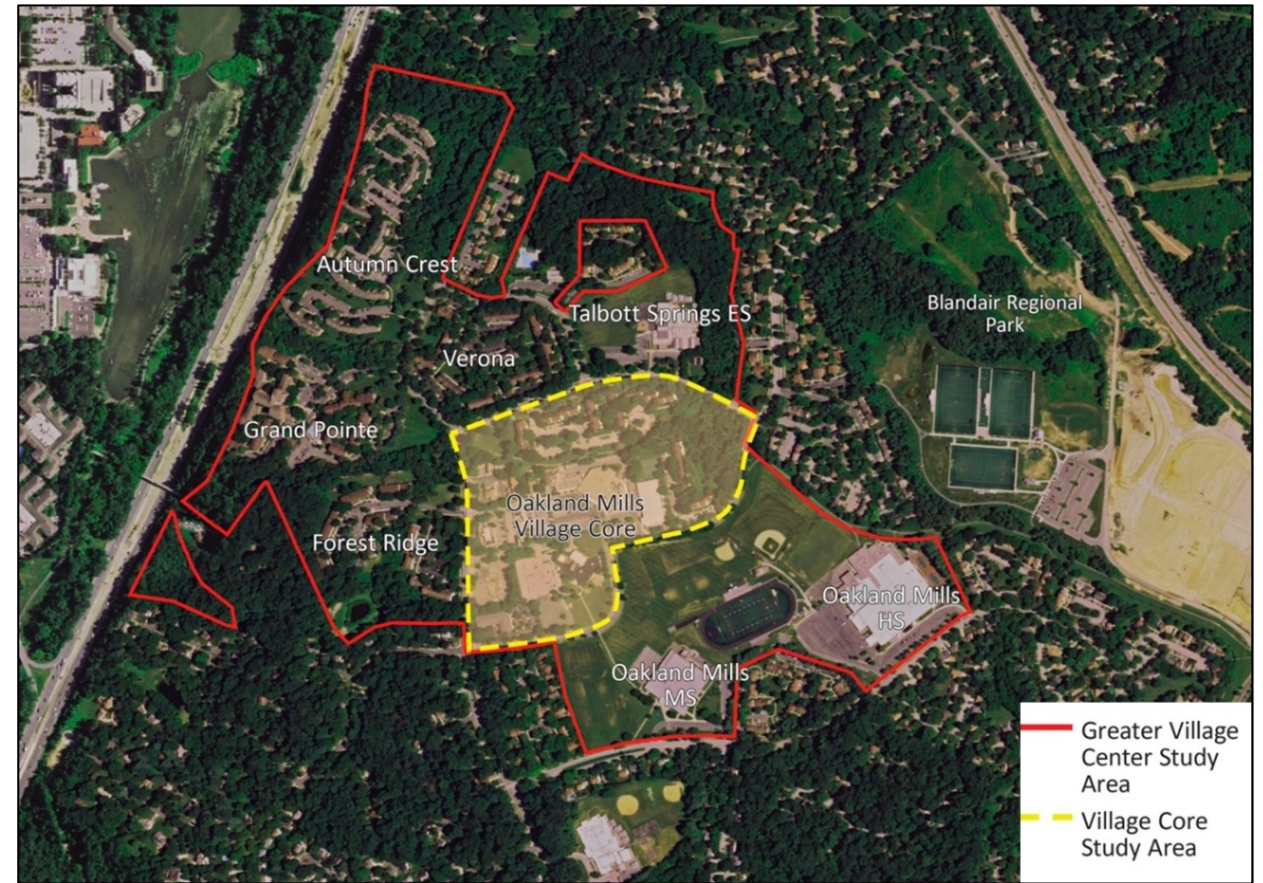
- Evaluated community comments and issued answers to questions
- Added more formal analysis of multi-family new construction
- Finalized research on land parcels and development examples
- Completed report (some Q&A included as sidebars)
- Reviewed findings with Howard County and Columbia Association
- Incorporated County considerations related to next steps



# Oakland Mills Village Center Area Redevelopment Feasibility Study

## EXISTING CONDITION OBSERVATIONS

- Oakland Mills has a solid foundation for village center repositioning (central location, mix of uses, neighborhood character and demographics)
- Current land use regulations and review processes are hurdles to redevelopment





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## EXISTING CONDITION OBSERVATIONS CONTINUED

- Current mix of property owners and investment status points to a range of redevelopment potentials and timeframes
- Possible major public investments (i.e. Bridge Columbia) are too uncertain / far into the future to affect near-term private investment decisions

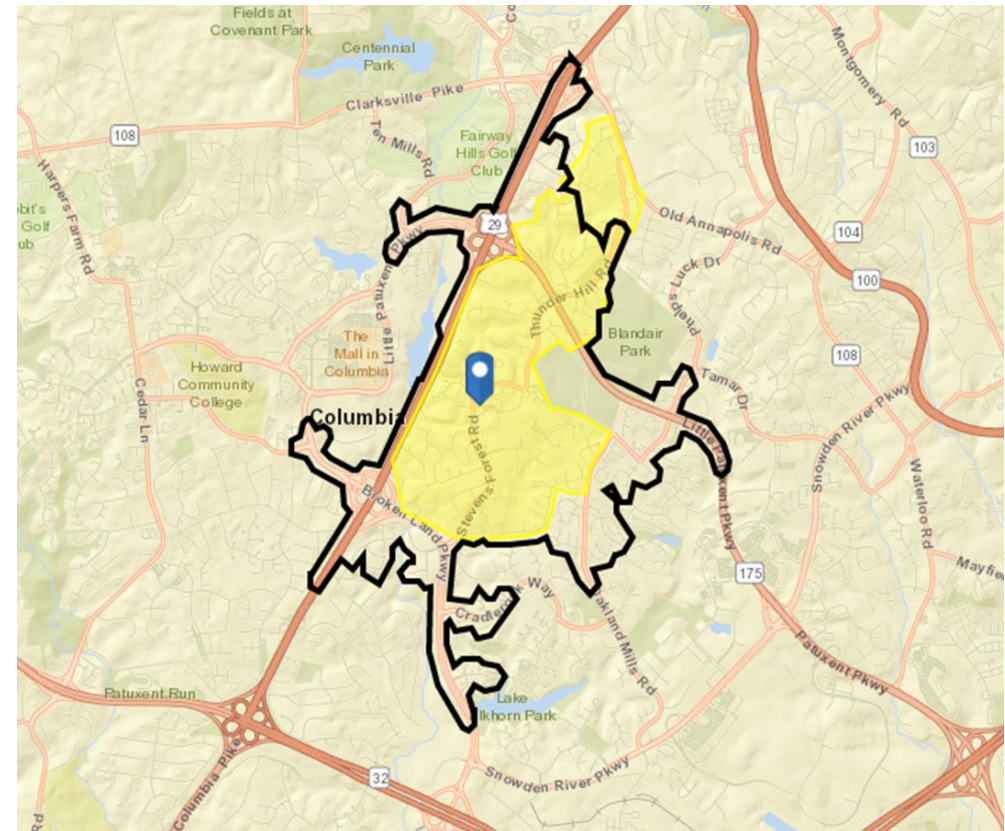




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## RETAIL

- New retail on its own is unlikely given surrounding competition and insular location in a neighborhood trade area
- Potential for some new retail integrated / constructed with new residential development



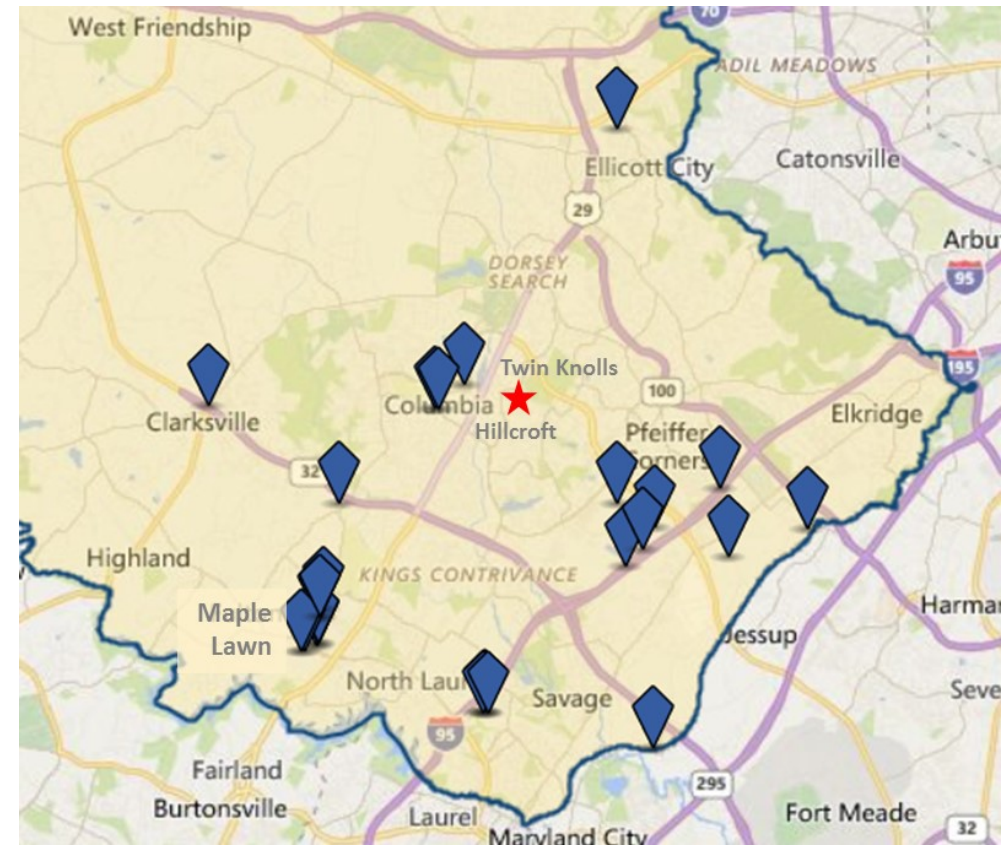
Oakland Mills Primary Retail Trade Area. Source: ESRI and Bolan Smart



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## OFFICE

- OMVC is not a regional office destination; competitive supply is available in other nearby locations
- Rents do not support constructing new neighborhood-serving office space



Available New Office Space >10,000 Square Feet (Fall 2016). Source: CoStar and Bolan Smart





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## MAJOR SPORTS COMPLEX – ICE RINKS, INDOOR POOL, TRACK AND FIELD

- Modern sports facilities typically locate in industrial parks or as part of publically-owned recreation areas with access to major roadways
- Highly unlikely at OMVC due to: scale of the required building and parking area; potential traffic impacts; and lack of private/public capital and operating dollars



Examples of major sports facilities – Edward T. Hall Aquatic Center, The Gardens Ice House, Piney Orchard Ice Rink, Skate Frederick. Source: Bolan Smart



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## RESIDENTIAL

- **Townhomes** (market rate) – the principal market opportunity to transform the OMVC could come from new for-sale townhomes
- **Senior Housing** – merits further investigation; could be independent or assisted living and could be co-sponsored with a non-profit
- **Multi-family** (non-senior) – OMVC potential rents do not support new construction for next few years; potential constrained by competitive supply at better served locations; on-going reinvestment in existing apartments suggests longer-term redevelopment prospects



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## SCORECARDS

- Comparing land uses

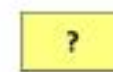
	Retail	Office	Sports Complex	Town Homes	Senior Housing	Multi-Family
Market Demand / User Interest	✓	X	✓	✓	✓	?
Physically Possible	✓	✓	X	✓	?	?
Economic and Financial Viability	?	X	X	✓	?	X
Regulatory Permissible	✓	✓	?	?	?	?
Property Owner Motivated / Achievable	?	X	X	?	?	?
Transformational Potential / Synergies	?	?	X	✓	✓	?
Community Acceptable	✓	✓	?	✓	✓	?
Potential Implementation < 10 years	?	X	X	✓	?	X

Source: Bolan Smart, 2017

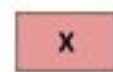
Legend:



Possible



Uncertain



Unlikely



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## **REDEVELOPMENT CONSIDERATIONS AND OPPORTUNITIES**

- OMVC distinct characteristics: residential streets access, proximities to commercial areas, regional destination with existing ice rink, multiple property owners (including internally bisecting public rights-of-way)
- A critical mass of new townhomes can be transformative and may represent economic value to incentivize property owner redevelopment
- Despite divided property ownerships potential development blocks exist that could be co-developed
- Repurposing some public rights-of-way and other property are possible enhancements to economic feasibility and other community benefits



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## **IMPLEMENTATION – PROPERTY OWNERS AND BUSINESSES**

- Multiple property owners and complex redevelopment issues underscore a need for collaboration and partnerships
- Transformation of OMVC relies on actions and perseverance of private property owners – not the public sector alone
- Howard County can support private initiatives through zoning and infrastructure



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### **IMPLEMENTATION – COMMUNITY/ORGANIZATIONAL INITIATIVES**

- OMCA should consider reviewing their 2015 VCCP and determine if it needs updating to align with the study findings
- An “OMVC Development Work Group” could be formed, dedicated to promoting village center interests and targeting issues that advance the readiness of the village center for future enhancements



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## IMPLEMENTATION – LAND USE

- The Village Center Redevelopment (VCR) process should be assessed as part of the County's multi-year zoning and development regulations update; code changes to expedite redevelopment should move forward without waiting for the entire code to be completed
- Private covenants should be assessed concurrently with the zoning regulations; a review of covenants by Howard Hughes is required by a November 2016 Memorandum of Understanding
- Current housing price points and affordability in Oakland Mills, coupled with development cost constraints, suggests new residential development in the village core should concentrate on market rate units



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## IMPLEMENTATION – INFRASTRUCTURE

- Up to date mapping and assessment of water, sewer and other utility network connections will support redevelopment planning; property owners could collaborate with Howard County on this planning tool
- As redevelopment proposals emerge, the County should support enhancements to public utilities as part of development review
- The design and construction of public infrastructure should be shaped by an overall framework plan for OMVC that is reviewed with the community





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## IMPLEMENTATION – INFRASTRUCTURE

- Shared and reduced parking standards should be evaluated
- Moving the multi-use path to White Acre Road should be explored in conjunction with an access and circulation framework plan that may reconfigure the street network to support redevelopment
- Consideration should be given to moving the bus stop on Robert Oliver Place to Stevens Forest Road and bike racks installed at convenient locations



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## IMPLEMENTATION – INFRASTRUCTURE

- Future plans for the existing temporary police substation should be implemented by the County
- County capital funds for OMVC renewal and enhancement projects should be reserved and carried over to future fiscal years
- Long term road and transit enhancements should continue to explore the feasibility and desirability of enhanced connections to OMVC



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## STUDY TAKEAWAYS

- Feasibility Study is part of a continuum of studies and initiatives aimed at advancing redevelopment in OMVC
- Study process has engaged property owners and other stakeholders and encouraged new connections
- The study report provides a baseline of analysis to help inform potential development partners going forward
- The study points to a range of positive messages and approaches to realize change



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## QUESTIONS