

# MASTER PLAN FOR ROUTE 1 CORRIDOR REVITALIZATION STRATEGY

HOWARD COUNTY, MD

Presented By:  
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**RKG**  
ASSOCIATES INC

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# WHAT'S NEEDED FOR ROUTE 1?

The Route 1 Corridor Master Plan and Implementation Strategy will:

1. Create an revitalization strategy for the Route 1 corridor,
2. Activate transportation solutions, as well as safety solutions,
3. Identify critical public infrastructure needs,
4. Identify revitalization and economic development strategies and identify key partners, and
5. Improve business vibrancy and quality of life throughout the Route 1 corridor

# ROUTE 1 REVITALIZATION TEAM



**RKG**  
ASSOCIATES INC



# DEVELOPMENT ECONOMISTS REAL ESTATE ADVISORS

- RKG Associates, Inc. established in 1981.
- National leader in economic, planning & real estate consulting
- Relevant Expertise Related to Killeen Assignment:
  - **Real Estate Advisory Services**
    - Residential and Commercial Market Analysis
    - Housing Affordability Analysis
    - Project Financial Feasibility
    - New Construction, Land Development & Adaptive Reuse Consulting
  - **Economic Consulting**
    - Fiscal & Economic Impact Analysis
    - Economic Development Strategies
    - Municipal Master/Comprehensive Planning
    - Implementation Strategies



# IMPLEMENTATION STRATEGY TEAM



**RHODESIDE & HARWELL**

Placemaking & Urban Design

**W-ZHA** Analytics for placemaking

Expert Development Panel & Financial Feasibility



Transportation & Pedestrian/Bikeways



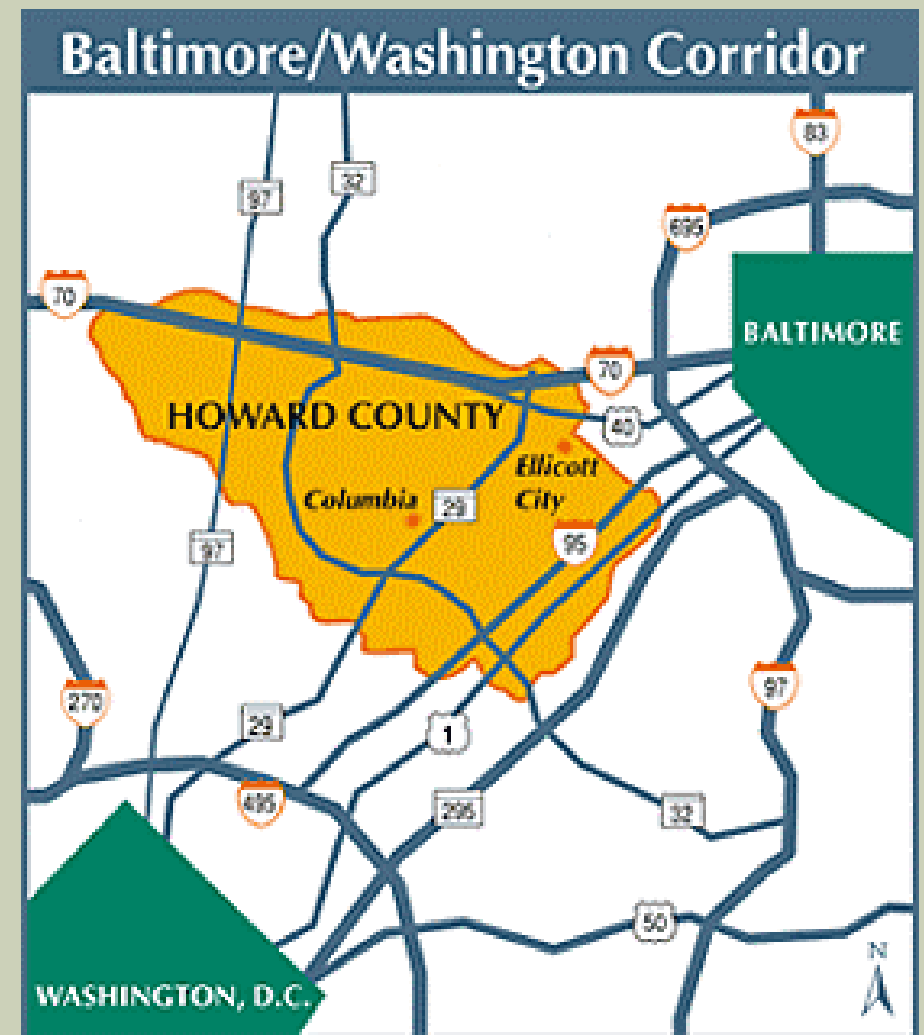
Public Transit

# WHAT ARE PEOPLE SAYING ABOUT ROUTE 1?

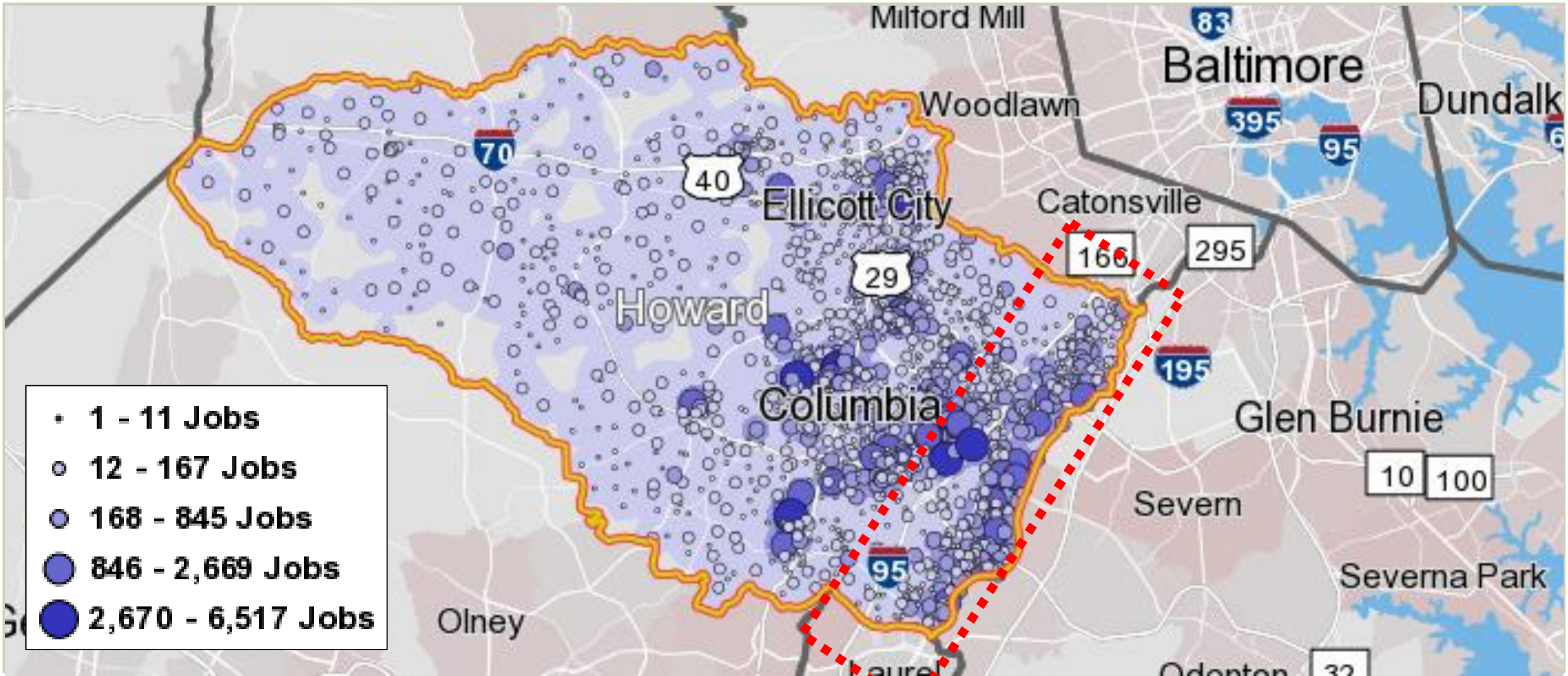
- **Too much development without the necessary infrastructure in place**
- **Concerns about the future of Route 1 and the need to move ahead with a desired course of action . . . not spending more money on studying it**
- **People want “visionary” changes along Route 1 . . . not only administrative solutions**
- **How does the county bring state and federal funding to revitalize Route 1?**
- **How can Route 1 better serve the needs of Howard County residents and corridor businesses?**

# WHY DO WE CARE ABOUT ROUTE 1?

- Route 1 Connects Howard County to both Washington, DC and Baltimore Metro Areas
- 30% County's Employment Base is Located between I-95 and Route 1 (55,000+ jobs)
- Route 1 is one of Howard County's Designated Growth Areas
- Provides Access to High Income Households. 53% of County Households Earn more the \$100,000/yr.
- Howard County has been the Fastest Growing County in the Region Since 1970

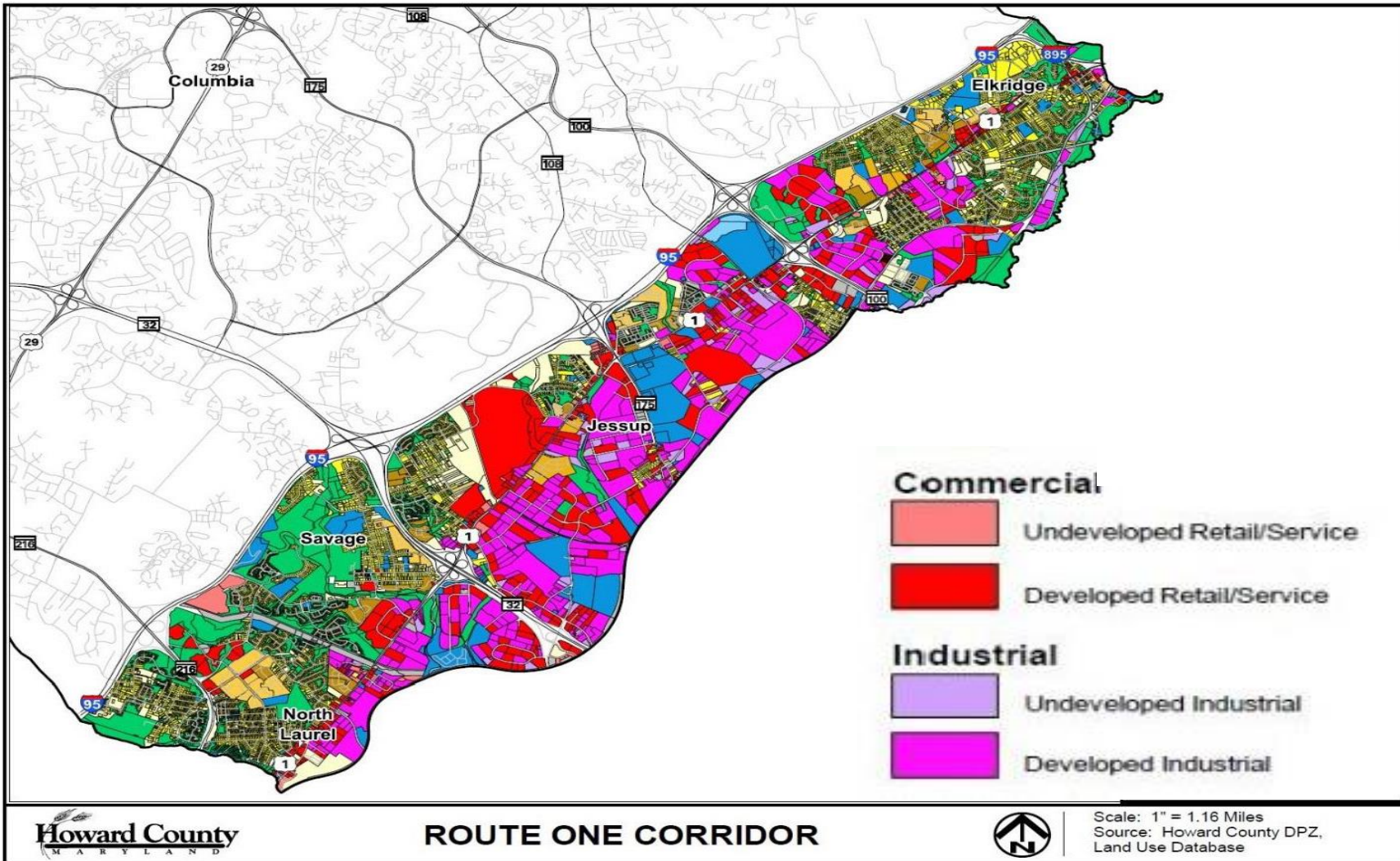


# 30% OF THE COUNTY'S JOB BASE IS LOCATED BETWEEN I-95 AND ROUTE 1





# WHO USES ROUTE ONE?





# OBSERVATIONS ABOUT ROUTE 1 CORRIDOR

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# WHY HASN'T MORE HAPPENED ALONG ROUTE 1?

- **Route 1 Operates within a Highly Competitive Regional Market. “Consumers have Choices, Developers have Choices”**
- **The Corridor’s Land Use Mix and Ownership Pattern is Complex**
- **Land Assemblage is Difficult, Costly and Takes Many Years to Complete**
- **Developers not Incentivized to Take Added Risk without an Active Public Sector Partner to Work With**
- **Most Corridor Businesses and Properties are Not Vacant and Abandoned. Land Values are High and don’t Lend Themselves to Redevelopment**
- **County Government has not had the Organizational Structure or Expertise Required to Undertake Complex Redevelopment Projects**
- **Route 1 Lacks Basic Institutional Partners to Support Redevelopment (i.e., hospital, college, large bank, churches, etc.)**

# WHAT IS THE VIEW FROM ROUTE 1?



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# WHAT MATTERS TO LOCAL BUSINESS?

- What is Your Opinion About the Route1 Corridor as a Place to Conduct Business?
- Do you Believe Route 1 Creates Competitive Advantages or Disadvantages for your Business?
  - Ability to Expand your Business
  - Ability to Attract a Qualified Workforce
  - Easy Access to Consumers or Business Partners
  - Accessibility to Services or B2B Partners to Support Your Business
  - Traffic – Moving Employees and Goods
- Do you Feel Route 1 Corridor Businesses have a Common Set of Interests? If so, What are They?
- Do Corridor Business Leaders have a Role to Play in Revitalization? What is that Role?

# WHAT WILL DEFINE ROUTE 1 SUCCESS?

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# WILL WE KNOW IT WHEN WE SEE IT?

- Improved Appearance of Corridor
- Safer Traffic Movements and Improved Public Transit Options
- Improved Pedestrian and Bikeway Trails/Sidewalks
- Redevelopment of Older, Underutilized or Run-down Properties
- Higher Quality Development
- Enhanced Shopping and Dining Opportunities
- Active Retail Recruitment Strategy
- A Route 1 Business Association to Represent Business Interests
- A More Active Redevelopment Role Played by Howard County
- More Affordably-Priced Housing Options for Local Workforce
- Broader Support from Planning and Zoning Officials on Business Expansion, Signage and Other Development Issues
- Removal of Undesirable Uses Along the Corridor
- More Business Assistance and Outreach

