

Long Reach Rising: A Vibrant Village Center for Today

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RISING



“The Long Reach Village Center will become a premier hub for the arts, STEM, and entrepreneurship.”

- Howard County Executive Calvin Ball

LRVC Founding

- Long Reach Village Center opened 1974
- A town meeting in 1972 yielded a resident opinion poll that established an “*arts & crafts theme*” for the village center.
- Columbia Association’s Art Center, now operates in LRVC and maintains LRVC’s identity as a destination for Arts & Culture



2011: Safeway grocery store closes amidst expansion in nearby grocery store competition

2012: Long Reach Village Center Master Plan (VCCP)

- The Long Reach Community Association, aided by a panel of resident volunteers, creates a Village Center Master Plan
- Approved by the Community and filed with the Department of Planning and Zoning in 2012.

Long Reach Community Association

Village Center Master Plan 2012

Goals of the plan included:

“Make the village center a vital part of the Long Reach residents lives”

“Retain and enhance the current assets- Stonehouse, the CA Art Center, Interfaith site, and the 5 +/- acres of open space.”

Long Reach Village Center Recent History

2013: Family Market, an ethnic grocery store which had replaced Safeway, closes

2013-2014: Vacancies continued to increase in LRVC

2014: Community requests County intervention due to decline of the shopping center and increased vacancies



County Acquisition (2014)

March 5, 2014: County Council passes Urban Renewal Legislation

- Defines the boundaries of the 19.1-acre urban renewal area
- Authorizes acquisition of certain properties in the LRVC
- Authorizes preparation of plans for redevelopment.

County Acquisition

- **October 2014:** County purchases a portion of the LRVC (excluding the former Safeway building)
- **February 2015:** County purchases the Safeway building resulting in county ownership of 7.71 acres in the LRVC urban renewal area.



Planning/Engagement - Results in ReImagine Long Reach Plan

- Five large community meetings in Spring 2015:
- Nearly 400 people participated in this process to develop the ReImagine Long Reach Plan.
- Desire for arts destination – major theme
- 2015 Assessment confirmed viability of arts facilities

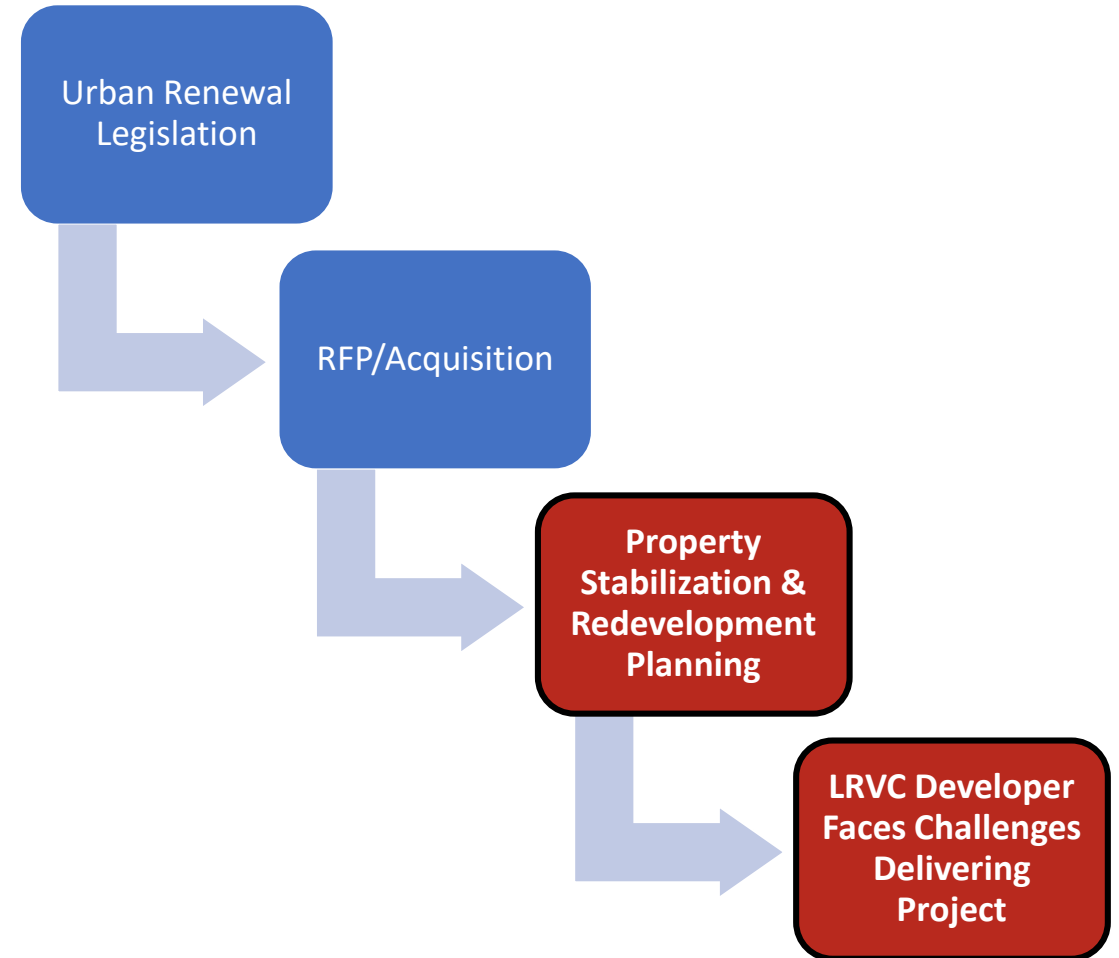


Early 2017: Request for Proposals (RFP)

- The County issued an RFP and selected a private development firm to redevelop the LRVC.

July, 2017- June 30, 2019: LRVC Redevelopment Project Process

- County Council approves a redevelopment concept plan for a mixed use development
- Enters into Purchase and Sale Agreement with private development firm
- June 30, 2019: The developer is unsuccessful in completing the process due to challenges with site acquisition



Current Environment

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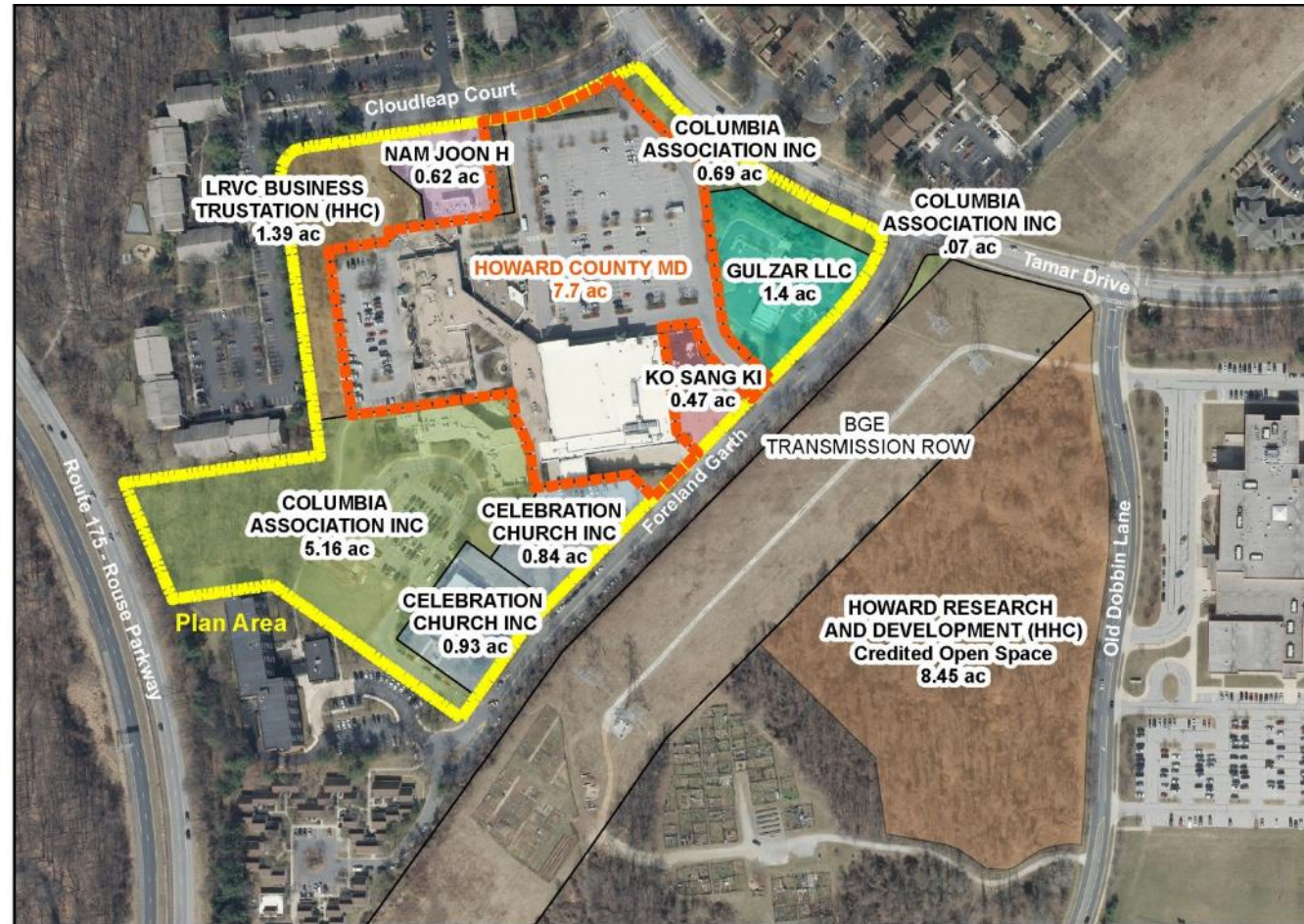
Existing Conditions June 2019

The County-owned portion of Long Reach Village Center:

- 12,923 square feet of **office** space
- 36,741 square feet of ground floor **retail** space
- Approximately 53,000 square feet of **flex** space (former grocery store)

Other properties located at the Village Center, not owned by the County, are:

- Columbia Association Arts Center
- Stonehouse
- A retail pad site
- Liquor store
- Gas station
- An interfaith center for religious use

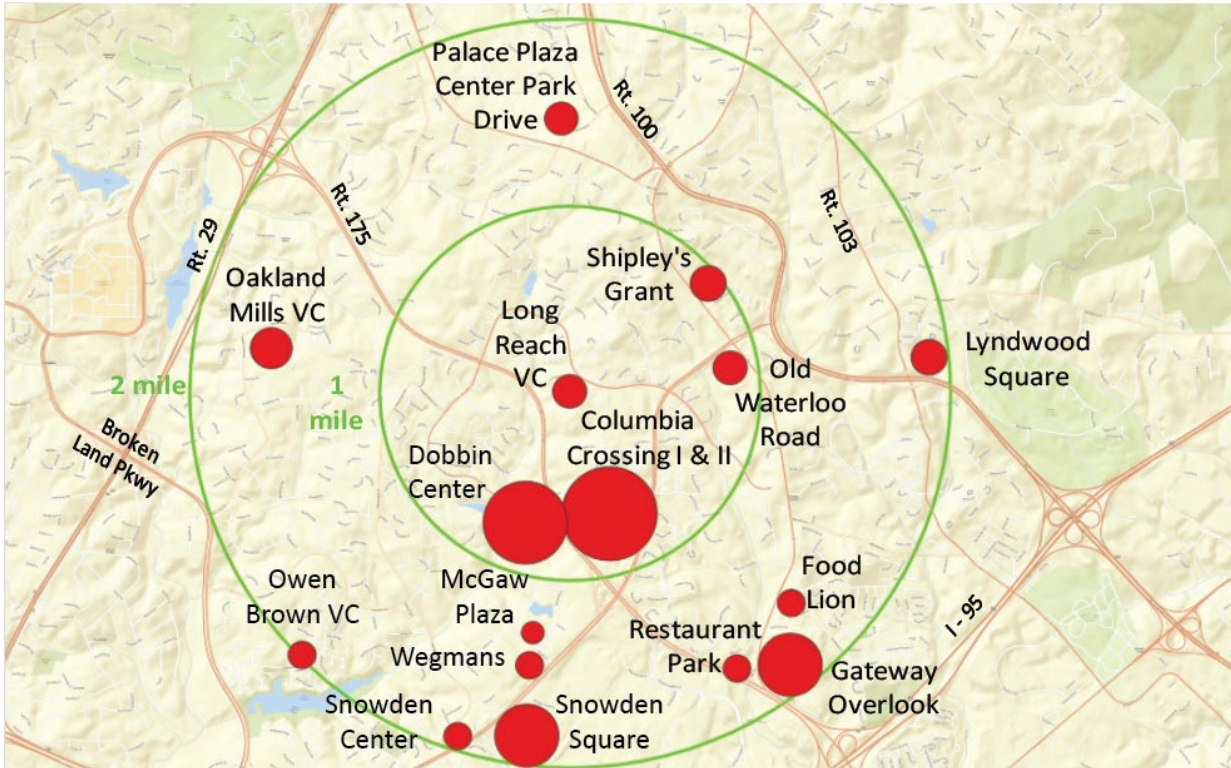


As of June 2019, the Long Reach Village Center had:

- Office space- 15% occupied
- Retail space- 23% occupied
- 53,000 square feet of vacant flex space (former Safeway)



Highly Competitive Grocery Market



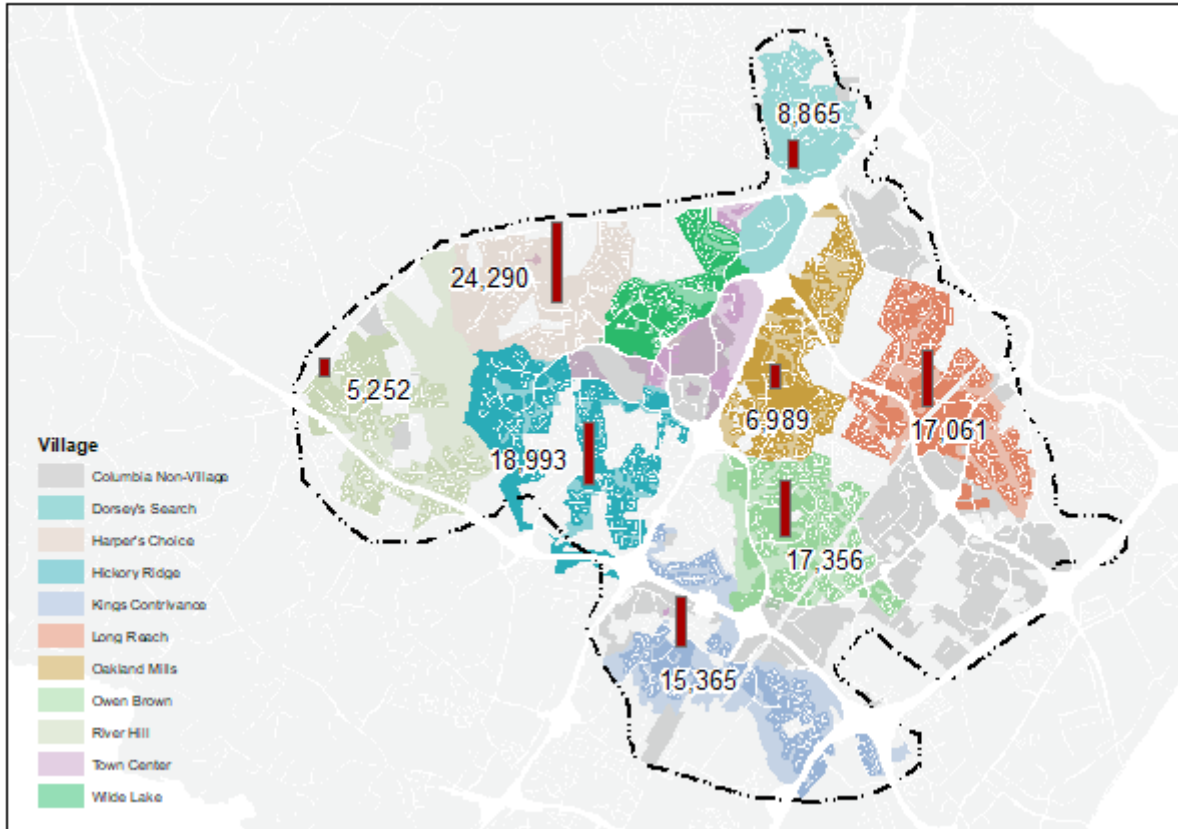
Village Center Retail Competition (Grocery)

	Supermarkets		Other Nearby Retail	Competitive Context
	W/in 5-6 min.	W/in 10 min.		
<i>Village Center</i>	Drive	Drive		
Long Reach	5	14	Wal*Mart, BJ's, Costco, Target	Highly Competitive
Oakland Mills	3	15	Wal*Mart	Highly Competitive
Owen Brown	4	12	BJ's Wholesale Club	Highly Competitive
Hickory Ridge	4	7		Competitive
Harper's Choice	3	7		Limited Competition
Dorsey's Search	2	9		Limited Competition
King's Contrivance	2	6		Limited Competition
River Hill	1	3		Limited Competition

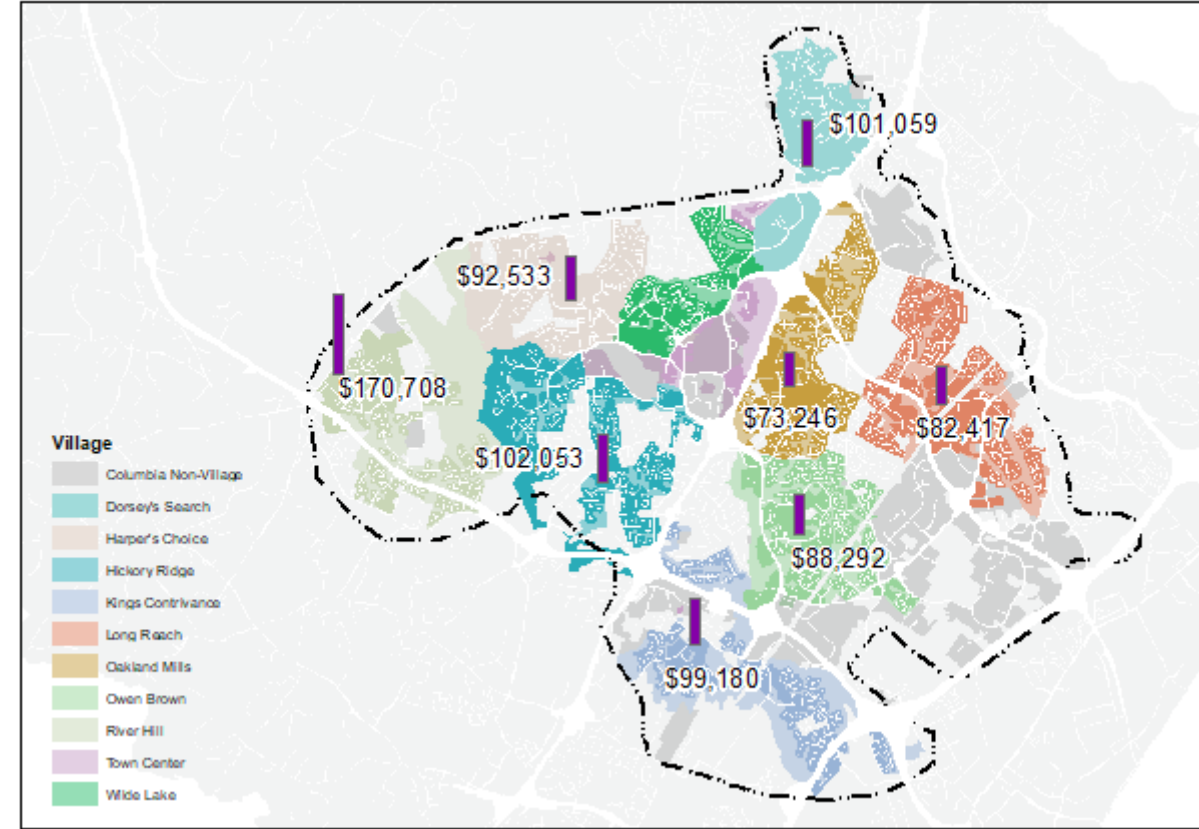
Source: Folan Consulting, RDS

Leasing Strategy: Market Area

Village Center Population Within a Five Minute Drive

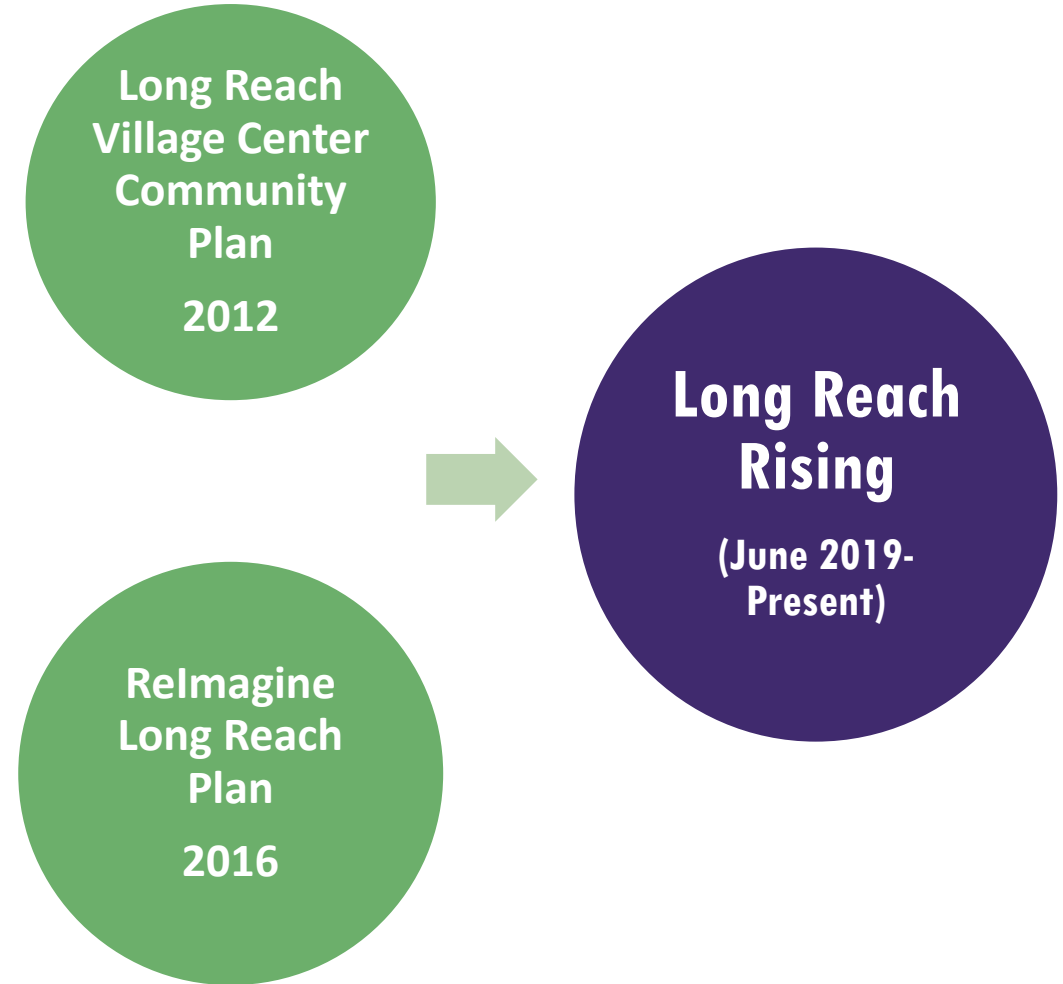


Village Center Median Household Income Within a Five Minute Drive



June 2019 - Present

Two Community Driven Plans inform
Long Reach Rising to create
A Vibrant Village Center for Today



Leasing Strategy

The County plans to deploy a community-based leasing strategy by preparing the ground floor retail and office suites to house a combination of non-profit and for-profit users that offer services, or are mission focused in:

Arts & Culture

Education

**Economic
Empowerment**



Planning/Engagement

- **Desired Components Section** of the plan discusses *“including space for outdoor/exterior art work displays”* to tie to the Columbia Association Art Center’s presence
- **Community Conversation** section states that *“Echoing a preference expressed by village residents in 1972, current community members prefer that arts and culture be part of the LRVC mix.”*
- List of community preferred uses includes art center, theatre, music, entertainment, art supplies, reading room, dance, photography and arts education



The Future of Long Reach

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New Tenants: Arts & Culture

African Art Museum of Maryland

In service to the public, the African Art Museum of Maryland, through an exploration of the art of Africa, is dedicated to the encouragement of broader understanding and awareness of the diverse cultures and artistic expressions of the people of the African continent.



Howard County Arts Council

The Howard County Arts Council is devoted to nurturing local artists and arts organizations, furthering the public's appreciation of the arts, and ensuring that the arts are accessible — regardless of age, ability or economic status.



Roll Up N Dye

A winner of the Howard County Change Maker Challenge 2017, Erin Cassell facilitates tie-dye parties and team building workshops for all ages through her company Roll Up N Dye.



Andersen-Becker & ManneqART

Andersen-Becker Inc, a 25 year old company that produces art clothing designed by Lee Andersen, will be creating a new fabric store and opening their fourth Factory Store in the Long Reach Village Center. They provide internship opportunities for local students and also donate materials to local artists.

ManneqART, a 501c3 Non-Profit Organization for Education in the Arts, brings wearable Art to the attention of the American public. ManneqART looks to engage a community committed to embracing the arts.



Commercial Kitchen

A commercial kitchen will offer prep stations and retail space for food businesses such as food trucks, caterers, and local entrepreneurs. In addition to food prep and sales spaces, the commercial kitchen space will offer classroom and community meeting spaces.



Roving Radish

The mission of the Roving Radish is to promote healthy farm to table eating habits while creating a sustainable market for our local farms.



Every Kid Can Cook

Every Kid Can Cook's mission is to improve the mental, academic, emotional and physical well-being of youth through culturally inclusive culinary nutrition education, leadership opportunities and programming.



Power 52

Power 52's mission is to break the cycle of poverty, unemployment, under employment, and incarceration in our urban communities across the nation through economic empowerment and clean energy access.



Head Start

Head Start and Early Head Start programs support the comprehensive development of children from birth to age 5, in centers, child care partner locations, and in their own homes. Head Start services include early learning, health, and family well-being.



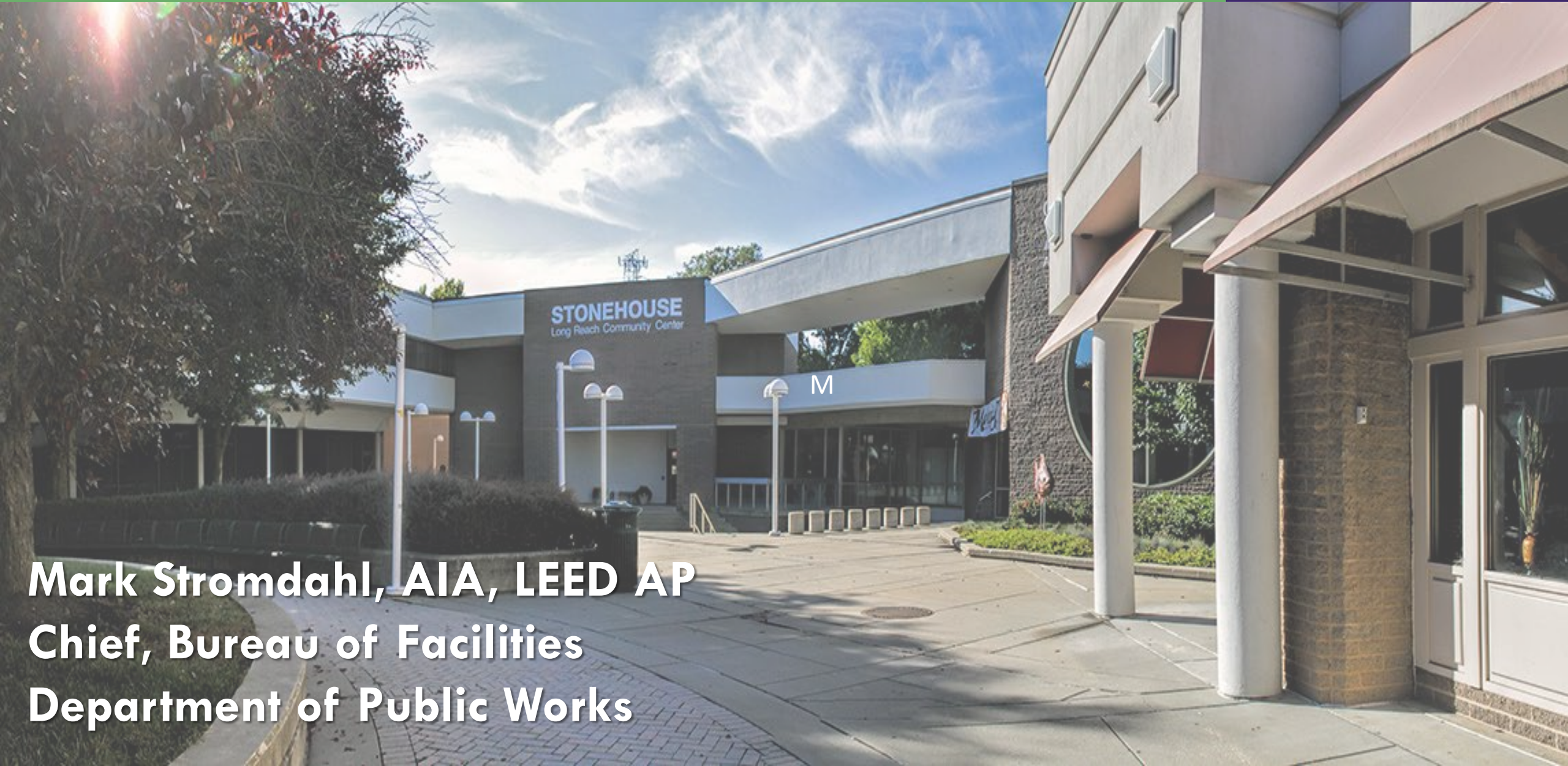
Long Reach Commercial Kitchen will include:

- Food businesses
 - Including Retail Space
- Classroom/Educational space
- Community meeting space
- Community Component
 - Food Trucks
 - Caterers
 - Bakers
 - Local Entrepreneurs

2016 ReImagine Plan Community Preferred Uses	Use Met	2020 Long Reach Rising Uses
Dining and Food Service	✓	African Art Museum of Maryland
Arts and Culture	✓	Andersen-Becker & ManneqART
Specialty Food for Preparation at Home	✓	Commercial Kitchen
Health and Fitness	✓	Every Kid Can Cook
Government and Non-profit	✓	Head Start
Other Retail	✓	Howard County Arts Council
Services	✓	Power 52
Places of Worship	✓	Roll Up 'N' Dye
Housing		Roving Radish
Medical	✓	For Love & Coffee
		Dr. Charulata Mehta
		Long Reach Church of God

Exterior Beautification

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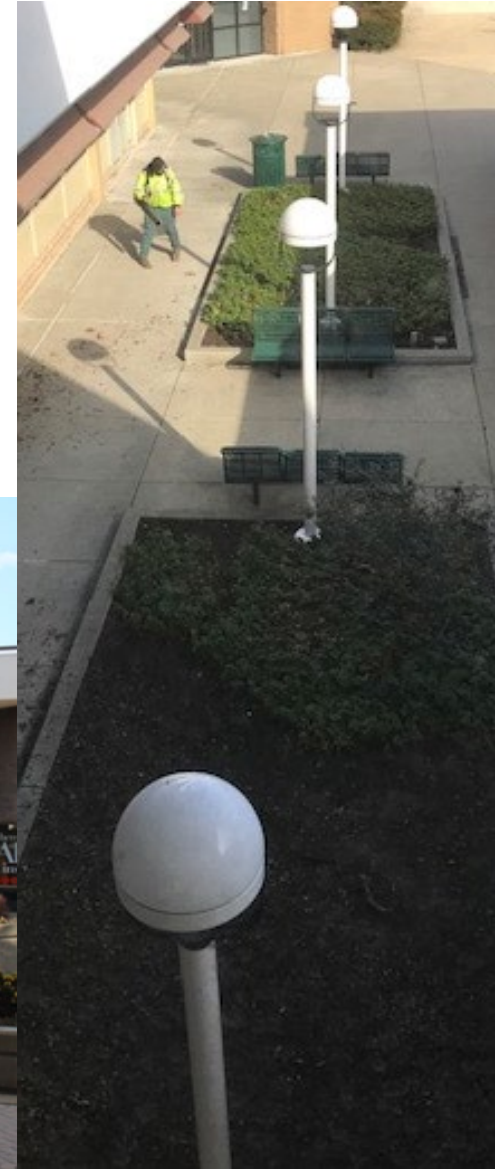
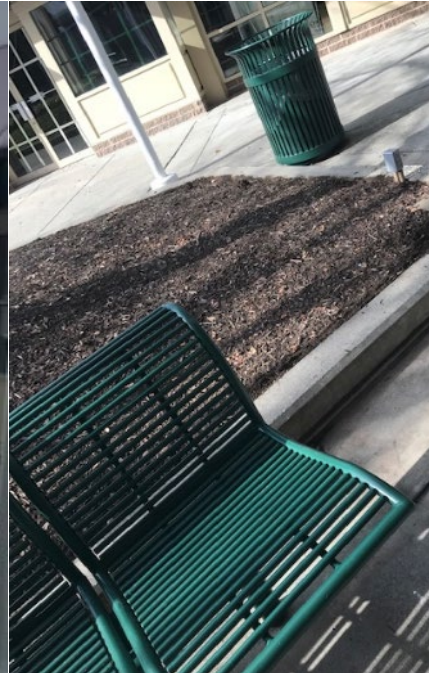
Mark Stromdahl, AIA, LEED AP
Chief, Bureau of Facilities
Department of Public Works

Projects Either Completed or Underway Since July 1, 2019

Power washing of building walls and soffits	Repair of trim and soffits
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	Painting of wood panels below windows
Clean window exteriors at all storefronts	Replace canvas awnings
Painting of steel columns	Secured an office for the security guard

Exterior Improvements

- **Outdoor Lighting**
 - Repaired lights
 - Repaired and painted existing poles
- **Benches and Trash Cans**
 - Repaired and painted



Exterior Improvements

- **Store Fronts**
 - Repaired and painted panels
 - Repaired and painted window frames

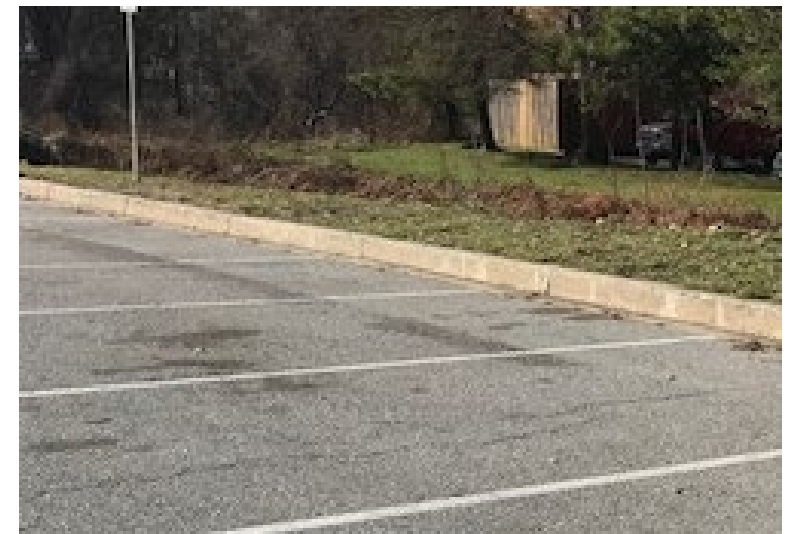


Debris Removal

- Before



- After



Exterior Improvements

- Painted and repaired soffit and fascia

Before:



Community Enhancements

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Community Gardens Expansion

Long Reach Community Garden Plots

- Existing garden plots currently on waitlist
- Expansion planned (yellow)
 - Four new plots



- 2012 Village Center Community Plan Goals:
 - *“Improve the connectivity of the village center to surrounding shopping areas, and Blandair park by improving & increasing the public walkways/pathways and bicycle paths/lanes”*
- Improved Trail Connections between Blandair Park and Long Reach Village Center
 - Pathways (Red)
 - Walk Route from LRVC to Blandair Park (Yellow)
 - Blandair Park (Grey)



- **Solar power**
 - On and Off site options to reduce greenhouse gas emissions and reduce costs
- **Electric vehicle charging infrastructure**
 - Working with partners (BGE) to explore options for expanding EV charging infrastructure countywide
- **Lighting upgrades**
 - Upgrading lighting to high efficiency LEDs reduces energy and maintenance costs.
 - Applied for Maryland Energy Administration Grant to upgrade parking lot lighting Parking lot lighting upgrade at Long Reach Village
 - Interior LED lighting options



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