Montgomery County Winter Speaker Series

January 16, 2019

HOWARD COUNTY, MD
Rouse’s Vision for a New City

- Provide a real, comprehensive, balanced city;
- Respect the land and allow the land to impose itself as a discipline on the form of the community;
- Provide the best possible environment for the growth of people; and
- Realize a profit

Presentation of the Columbia plan to Howard County Planning officials
November 1964
Downtown Development

1967

1998

2011
The Evolution of Downtown Columbia

Development Program:

Today
- Residential: 6,244 units
- Retail: 1,250,00 sq ft

Vision For the Future
- Office: 4,300,000 sq ft
- Hotel/Conference Center: 640 rooms
Long-Term Vision

From Suburban
- Auto oriented
- Single uses
- Horizontal growth
- Environmentally taxing
- Socially exclusive

To Mixed Use Urban
- Pedestrian oriented
- Mixed uses
- Vertical compact
- Environmentally sustainable
- Socially inclusive
Community, County, Master Developer Cooperation

Collaborative, multi-phase plan development process with feedback loops

**GENERAL GROWTH PROPERTIES MASTER PLAN 2005**

GGP initiates a master plan study for Columbia Town Center

**HOWARD COUNTY COMMUNITY CHARRETTE 2005**

Howard County seeks additional community input in creating a downtown vision

**DOWNTOWN COLUMBIA: A COMMUNITY VISION 2006-2007**

DPZ convenes a post-charrette Focus Group to further refine the vision and establish a master plan framework

**GENERAL GROWTH PROPERTIES MANY VOICES ONE VISION GPA 2007-2008**

GPP holds a series of public forums before introducing a GPA and ZRA for Downtown Columbia

**DOWNTOWN COLUMBIA PLAN 2008-2010**

Following PB review, the County Council adopts CB58-2009 and CB59-2009 (GPA and ZRA) for Downtown Columbia
On The Horizon

The Crescent Neighborhood (Merriweather District)
30% of Our Job Base is Located Between I-95 and Route 1
Howard County: Innovation Fueled Growth

- Reposition Columbia Gateway to become an Innovation District
- Over 900 acres
- One of the best locations in the Mid-Atlantic
- 60% of the site is open space and 20% is parking
Gateway Innovation District

- 8 Million sq. ft. of commercial real estate
- 11K employees
- 300 businesses
July 30, 2016 Questions

• How to mitigate flooding and lessen impacts?
• How to rebuild with resiliency?
Purpose of the Master Plan

• Develop a **comprehensive, community-driven vision** for rebuilding Ellicott City
• Address **multiple objectives** while focused on infrastructure to alleviate flooding
• Respond to **unique challenges and opportunities** presented by EC’s topography, hydrology, road network and mill-town heritage
• Plan at both the **watershed** and town scales
• The master plan would become a **general plan amendment**
Master Plan Proposal: Open, Daylit Channel

“Hudson Bend”
1960
Plan to prevent/solve problems

1971
Guide growth to planned service area

1982
Establish conservation district

1990
Establish new growth management tools

2000
Manage growth + intro. sustainability

2012
Manage sustainable growth