

May 17, 2017

Phil Engelke, Chairman  
Howard County Planning Board  
3430 Court House Drive  
Ellicott City, MD 21043

Dear Chairman Engelke and Planning Board Members:

Columbia Association (CA) is pleased to support the Long Reach Village Center urban renewal proposal from Orchard Development. CA owns open space and two major, civic-oriented facilities in the village center: the Art Center and Stonehouse. In fact, CA is the largest land owner in the area designated by the Howard County Council as the urban renewal area and has a vested interest in the long-term viability of the Long Reach Village Center and all of Columbia's village centers. Some, including Long Reach, are more than 45 years old. Redevelopment is needed for the Long Reach Village Center to continue to serve the community into the future.


Columbia Association is also pleased to see that the proposed development plan by Orchard Development is responsive to the Long Reach community's vision for the village center by meeting the goals in both the *Reimagine Long Reach Village Plan* (2016) and the *Long Reach Village Center Master Plan* (2012).

The proposed development plan will help reposition the village center in the marketplace. The *Columbia Market Study* (2014), a study commissioned by Columbia Association, Howard County Department of Planning and Zoning and Howard County Economic Development Authority, determined the need for an alternative anchor at the Long Reach Village Center and highlighted the value of additional residential in supporting retail in village centers across Columbia. Orchard's redevelopment proposal is in alignment with the findings of the *Columbia Market Study*.

When implemented, Orchard's redevelopment plans will position the Long Reach Village Center for economic success and, over time, once again will be an attractive destination serving the Long Reach community.

We look forward to a future when the village center is a vibrant place to live, work and play.

Sincerely,



Milton W. Matthews  
President/CEO