

1 GENERAL GROWTH PROPERTIES, INC

2 COLUMBIA, MARYLAND

3 COMMUNITY FORUM

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9 The following is the General Growth

10 Properties Community Forum held on Monday, April 28,

11 2008 commencing at 7:00 p.m. at General Growth

12 Properties, 10275 Little Patuxent Parkway, Columbia,

13 Maryland 21044, before Paula J. Eliopoulos, Notary

14 Public.

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21 REPORTED BY: Paula J. Eliopoulos

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2 MR. HAMM: Thank you very much for coming
3 this evening. I think some people are still coming
4 in, we do have a long program this evening and would
5 like to get started.

6 I'd like to begin by thanking everybody
7 for coming this evening and thanking everybody who's
8 been a part of this process for the 36 months that
9 have been preceded this evening.

10 And I'd like to begin by acknowledging
11 some elected officials who are here, as well as some
12 state officials.

13 And I apologize if I miss anybody or --
14 but I have not been able to see everybody as they come
15 in. I believe that Mary Kay Sigaty, Councilwoman
16 Sigaty will be here, if she's not here.

17 I believe County Executive Ulman and his
18 staff I believe are coming in now, if they haven't
19 already arrived.

20 Delegate Bobo, I'm not sure -- she's been

21 attending many of these events and may be here this

1 evening. And if I have missed, Jen Terrasa or
2 Councilwoman Terrasa or Councilman Ball who have all
3 been in attendance a lot of these events, they are
4 very likely to be here tonight as well.

5 From the State, we're honored to have this
6 evening some special guests, David Costello, the head
7 of the office of smart growth for Governor O'Malley,
8 Leif Dormso, chief of staff of state secretary of
9 transportation is expected to be here momentarily.

10 And we have with us as well Mr. Clarence
11 Bishop, who is the Deputy Secretary of Business and
12 Economic Development.

13 And we thank you very much, all of you for
14 joining us this evening.

15 I'd also like to just ask the team members
16 from General Growth Properties to raise your hand so
17 people here can see who you are. But I've been
18 honored to work with a fine group of people who are
19 with us this evening -- and I know there are more of

20 you out there than that.

21 I see Nancy over there and Bob and Gabi.

1 And I'd like to thank -- I see Jim Leonard. I'd like
2 to thank particularly Barb Nicklas who's done a
3 terrific job with us, along with Susan Clack of Design
4 Essentials.

5 We have had some technical problems this
6 week, of all week for e-mail to go out, and have
7 server problems -- this would be the week that
8 selected us.

9 So in one sense, we'll all be seeing this
10 tonight for the first time.

11 So we encourage your charity as we make
12 our way through it.

13 PARTICIPANT: Will you introduce yourself,
14 sir?

15 MR. HAMM: I will. Thank you, though.

16 I would like to begin first by continuing
17 with the introduction of the team.

18 Jim Graham, Director of Corporate Public
19 Affairs for General Growth Properties is here. Bob

20 Jenkins who I've mentioned, Gabi Koeppel, Mark

21 Thompson, Kandi Wood, and a host of other General

1 Growth employees.

2 The team of consultants, many of whom will
3 be speaking this evening, include Joanne Elkins who is
4 principal and founder of Treadwell Farm LLC, and earlier
5 was a consultant -- was a design principal with Cooper,
6 Robertson from New York is here.

7 Alan Ward, who's a principal with Sasaki &
8 Associates, who presented the first of the four
9 introductory sessions. And Alan is here at my right.

10 Michele van Deventer, who is a principal
11 with Cooper, Robertson from New York.

12 Keith Bowers, the President of
13 Biohabitats, Marty Wells, principal of Wells +
14 Associates. Brian Spencer and Joe Luce both of whom
15 are development managers and founders of their own
16 companies, Development Management Group and Commercial
17 Advisors, have been tremendously helpful as well.

18 So, I'm Greg Hamm and I'm Regional Vice President,
19 General Manager

20 of Columbia for General Growth Properties.

21 And I came here a few months ago, and it's

1 really been my pleasure to come here. I came due to
2 the challenge and the great opportunity that Columbia
3 presented.

4 And as time has gone on, I have to admit
5 that I've become more enchanted by the vision of
6 Columbia, and more hopeful and optimistic about the
7 great things that I think this place holds, and the
8 people who have made it so interesting and unique.

9 The immense amount of time and talent that
10 everybody here has given really honors the community
11 and the spirit in which Jim Rouse helped build and
12 found Columbia many years ago.

13 I know many of you really have no stake
14 other than that hope for a lasting great outcome. And
15 I'm greatly appreciative of your efforts in that
16 regard.

17 The ultimate outcome we seek is a new Town
18 Center and the beginning of a renewed Columbia. That
19 still is taking shape.

20 Tonight really begins the first page of

21 the last chapter of the process of re-evaluating the

1 zoning and submitting the first major amendment to the
2 new town zoning which was put in place in the 1960s.

3 This is a result of countless hours of
4 community input and expert analysis that's taken up --
5 it's been taken up and shaped by GGP into a set of
6 concepts that also was formed with some of the
7 greatest design minds in the country.

8 I don't consider my mind as one of those.
9 My role has simply been to work with the team that
10 has -- that preceded me and then make an adjustment
11 here or there and try to expose the team to the views
12 and the richness of Columbia's tradition.

13 And I think we have succeeded in that.

14 The plan, however, you know, make no
15 mistake about it, is really the community's plan. It
16 will continue to evolve around the community. The
17 designers will serve as the editors and the
18 publishers, but really the community will remain the
19 authors of what goes on here.

20 And I guess on a personal note, I'd like

21 to thank everybody for welcoming me and giving me a

1 chance to contribute.

2 I understand there's been some frustration
3 and skepticism in the air. But every person that I've
4 met with here, regardless of their point of view or
5 their philosophical approach to the task before us has
6 been very gracious and charitable and given me a fair
7 chance.

8 And I really could not ask for anything
9 more.

10 So as you, I think will begin to see
11 tonight, we're striving to do something of lasting
12 value here. Something that we think does justice to
13 Jim Rouse's people oriented idea about city building
14 and something that does justice to the commitment that
15 all of you -- many of you have made for many years to
16 this community.

17 So on with the evening. It's going to be
18 a lengthy one, because it's been going on for a long
19 time and we wanted to make sure that we shared with

20 the community the scope of the research and the study

21 that went into the recommendations that we will begin

1 to put forward.

2 So we will begin with a summary of where
3 we've been, and a discussion of the analysis of that.

4 And Joanne Elkton with work with me on the first part
5 of this.

6 We'll then take a break and come back for
7 the second part that will really talk about the
8 future.

9 So with that in mind, as we have done in
10 the past, we'll be collecting questions both from the
11 general audience and then through cards that have been
12 passed out.

13 We will collect some of those during -- at
14 the break, at the intermission. And would ask you to
15 pass those to the center aisle. And Barb Nicholas
16 will explain more about that in time.

17 And we will also, obviously, take
18 questions from the audience, as I suggested earlier.

19 So, without further prelude, I'll begin a

20 discussion again of Town Center. And I believe the
21 history is known better to many of you than it was to

1 me.

2 But America in 1963 was a place of great
3 change. I was conceived in 1962, so I may not be best
4 able to speak about the spirit of the time.

5 But from what I have read, I do know there
6 was a great deal of uncertainty, a great deal of
7 turmoil, a great deal of change, but also a great deal
8 of opportunity and hope.

9 I think from what I have learned since
10 I've come here, on top of what I knew before I came,
11 Jim Rouse really understood -- he understood people.
12 He understood human dignity, and he was a true
13 optimist, and continually wanted to improve upon what
14 the status quo was.

15 Not only was it the original live, work,
16 play concept but there was a complete approach to
17 community living that really centered around the life
18 and the things that really were essential to make
19 human beings human beings. Socially relevant,

20 economically viable were things that he understood

21 very clearly, and were very important.

1 Planned communities and many of his
2 innovations later came to become pretty standard and
3 common place. Respecting the land in the early '60s
4 was a novel concept. Creating a place to encourage
5 human growth, ties back to the theme that we spoke of
6 earlier.

7 Creating a whole city, not just a
8 residential suburb is really an important element that
9 we're going to dive into a bit more tonight.

10 And ultimately to make a profit. Not just
11 for the person developing, but for the community as a
12 whole, to make sure that the sustainability of the
13 model could continue and move forward.

14 The planning concepts initially were
15 pretty succinct. They were ten villages consisting of
16 five neighborhoods and village center.

17 There was walkability within the village
18 and the neighborhoods, and services and amenities both
19 at the village level and then ultimately tied to a

20 downtown area.

21 Dedicated open space, public green spaces,

1 as well as a strong retail and commercial core were
2 essential to that initial vision.

3 The daisy diagram from '63, I think is a
4 simple but speaks volumes in its simplicity and
5 elegance.

6 And it really is something that we have
7 taken very seriously in our planning exercises, and
8 believe has -- this model has continued relevance in
9 the future going forward.

10 Howard County approved in 1964 the New
11 Town zoning. The villages were the initial
12 development focus, and eventually the town center and
13 lake front opened in 1971 and became more prominent in
14 its role and began to serve more of a regional focus.

15 Today Columbia's strengths are going to be
16 talked about at length tonight. And I'm a convert to
17 many of the great institutions that serve Columbia and
18 Howard County.

19 Not only is there a very strong government

20 with vigorous and dynamic leadership, but you've got a

21 community college system that has to be second to

1 none.

2 And I think a recent award by the U.S.
3 Senate Committee has confirmed that. You have a
4 library system that clearly is among the best in the
5 country. You have an elementary and secondary school
6 system that also would be among the very best in the
7 United States.

8 And you've got a hospital system here that
9 is tied to the hospital that year in year out is
10 ranked by most ranking institutions as the very best
11 in the world.

12 So you've really got this core of
13 strengths here, not to mention the daisy diagram that
14 underlies what is Columbia and the vision that goes
15 along with that, which really is the strength of who
16 Columbia is.

17 But there are some -- there are a few
18 clouds on the horizon. One of them is we believe
19 there's some declining diversity. Some of that can be

20 seen by the age disparity.

21 How many people in the audience today are

1 under 35?

2 Thank you for coming. Thank you very much
3 for coming. I'm delighted to have you. And Columbia
4 is delighted to have you.

5 And we aim to make sure that Columbia
6 becomes a place that is relevant really for all
7 people, all ages, all generations, all income levels,
8 ethnicities and religions.

9 And we believe that's part of the real
10 spirit. We believe the auto dependent lifestyle is
11 probably not the model for the future, and we think
12 that that can be improved upon.

13 More pedestrian friendly, walkable
14 environment we believe to be essential to Columbia's
15 future.

16 Environmental restoration we think is
17 needed. Particularly, you know, in some big ways and
18 in some small ways.

19 We think -- one of the things we'll talk

20 about tonight are the sub water sheds and some

21 opportunities we think that exist in the very near

1 term to make a meaningful contribution to the sub
2 water sheds in Columbia.

3 And we think that many of the amenities
4 can be improved upon. Some are much loved and little
5 utilized. Others are more readily utilized and not as
6 loved.

7 But we believe we can address some of
8 those things and really build upon the unique culture
9 that is Columbia.

10 And in Town Center, we believe that beyond
11 the mall right now and beyond the, you know, the great
12 cultural offerings that Toby Ornstein and the Hurwitz
13 Center and other places offer, there is limited amount
14 of entertainment and cultural event venues in the Town
15 Center.

16 So we look forward to talking about
17 opportunities for that.

18 The process leading to tonight really
19 began when piece meal developments preceded -- in

20 the -- as I understand it, four or five years ago

21 there was a concern about a piece meal approach to

1 development in and around Town Center.

2 And there was a call to reassert the
3 vision and embrace a plan. There was great leadership
4 taken by the County and by many local officials. And
5 by many of you, undoubtedly, in this room.

6 In October of '05, a Charrette that
7 balanced many insights and many different needs began.
8 In 2005, the same year, a citizen advisory panel on
9 Merriweather Post Pavilion. The report came out. The
10 study had proceeded that by a couple of years and it
11 again was a labor of love of those who participated.

12 And we're going to touch on some of its
13 findings tonight.

14 February of '06, Howard County came up
15 with their The draft vision plan, which was a very
16 fine attempt to begin to shape and direct the process
17 and Columbia's future going forward.

18 In '06, focus groups, 23 community leaders
19 had 14 different sessions and further defined their

20 concerns with respect to the draft vision plan and the

21 Charrette that had preceded it.

1 In November of '06, the Howard County task
2 force on affordable housing report came out. That,
3 too, will be something we talk on tonight -- we speak
4 about tonight.

5 And December of '07, Howard County's
6 framework vision document was finalized.

7 And beginning March and April of '08, we
8 began community forums and introducing to the
9 community the team of experts, some of whom you will
10 meet again this evening.

11 During all this time, we hope we've
12 listened, we've hope we've learned. We're doing the
13 best that we can in that regard, but we're not done.

14 We're building on the vision process.
15 We've used market studies, focus groups, surveys,
16 technical studies, collaboration, community
17 engagement, one on one discussions, you know, we're
18 trying to listen in many different ways as we can.

19 And we've really come up with some guiding

20 principals that we hope to convey this evening.

21 And that is to really restore the vision

1 and complete the gathering place. We believe that the
2 gathering place is something that can be -- something
3 that's essential to making the real downtown happen.

4 The four elements of that we think need to
5 include connectivity, which includes pedestrian
6 multi-modal transportation, interpersonal
7 communication and every other forum that goes with
8 that.

9 Restoration tied to the natural
10 environment.

11 Inclusion, which we've begun to speak
12 about and ultimately the amenities and the cultural
13 life that we think are essential to move this vision
14 to the next step.

15 So with that, what I'd like to do is
16 introduce Joanne Elkins of Treadwell Farm LLC, who's going
17 to walk with us through Howard County's draft vision
18 plan and the analysis undertaken beginning about 36 --
19 24, 30 months ago, of the vision plan and what it

20 might mean in the context of new zoning.

21 So with that, I will introduce Joanne

1 Elkins of Treadwell Farm.

2 MS. ELKINS: Greg wasn't kidding you when
3 he said we're seeing this for the first time, so bear
4 with us a little bit.

5 When we first came here, there had been a
6 County charette. The County had begun to draft its
7 first plan. And we are asked to come and help General
8 Growth try to understand what it was that was
9 important to the County, and how it would effect their
10 path going forward here.

11 And so we want to share with you a little
12 bit of our analysis of the County plan, which was --
13 did anybody go? Is anybody here tonight who
14 participated in that?

15 Okay. Great.

16 We first looked at the County vision plan.
17 This was the drawing that was eventually produced.
18 And compared to what's here today, it's significantly
19 different. It has streets, it has blocks, it's

20 telling us things.

21 It's telling us that the vision for

1 Columbia in the future is a place that has buildings
2 along street frontage. It has sidewalks. It has
3 street trees.

4 It's a little bit of a different
5 environment than what you see today.

6 We tried to understand from the scale
7 point of view the size of Columbia. Typically
8 neighborhoods are within a five to ten minute walk.
9 So within Columbia itself, within the downtown area of
10 Columbia, you can imagine that there could be two or
11 three neighborhoods with -- each of them completely
12 walkable and walkable between them, at ten minute
13 intervals.

14 The County plan suggested that there would
15 be four neighborhoods, four new neighborhoods in
16 Columbia, the Lake Front neighborhood, the Warfield,
17 Corporate Boulevard, which was the area south of the
18 mall and north of Symphony Woods and something called
19 the Crescent.

20 We began to study each of the
21 neighborhoods that the County had suggested. We

1 looked at the density for each neighborhood, we looked
2 at each of the land uses.

3 Here, for example, we're going to show you
4 what we did for the Warfield neighborhood as an
5 example.

6 We studied how much residential would be
7 able to be developed there, how much office, what the
8 program was for office, what the retail program might
9 be.

10 And then we studied what the ground floor
11 area would be to park the residential parking. That's
12 how much -- if you go and look at this, you will see
13 that a significant amount of land area, for example,
14 if you parked in gray, would be required for the
15 residential parking. That's how much office parking,
16 and how much retail parking would be required.

17 That, of course, would be in addition to
18 whatever might have been taken away from what was
19 already being used for parking for the mall.

20 We looked at the County's plan in terms of

21 the total number of acreage for road surface, for

1 developable blocks, for new open space.

2 And typically in new communities like
3 this, one would imagine that the open space would
4 total approximately 30 percent. Here it's rather
5 minimal.

6 We've started to study the street sections
7 that were proposed in the County plan and
8 understanding density relationship.

9 Michele, do you want to talk about that a
10 little bit.

11 MS. VAN DEVENTER: What is interesting
12 about the County plan --

13 PARTICIPANT: Is the mike on?

14 MS. VAN DEVENTER: I think the County plan
15 really proposed a series of about four or five street
16 types. These are very traditional and very sound.

17 And this is, for an example, one that
18 really was a Warfield district street. And you can
19 see a four to six story height. It's a very low scale

20 compact, very, you know, at the level of the street.

21 Unlike -- much like Ellicott City or

1 cities -- and Annapolis, places you know.

2 So there were also some bigger streets,
3 which went up with scale. And so those were things
4 that we would have studied further and looked at how
5 you actually make wider streets and narrower streets
6 all work well.

7 MS. ELKTON: The intent in the Warfield
8 District, for example, was to keep the scale
9 relatively consistent with the neighborhood to the
10 west.

11 So in all of these analytic drawings and
12 studies that we did, General Growth really began to
13 understand what the intent of the County's plan was.

14 This is an important summary slide. Do
15 you want to jump in? It's your drawing.

16 MS. VAN DEVENTER: We wanted this to be
17 very informal tonight.

18 So this is a summary drawing that is
19 really trying to get to the primary underlying intent

20 of the County plan, which is you really want to be

21 making three linkages.

1 You want to be linking really to the lake
2 front. That was a primary intent of the County plan.
3 And that's reflected on the whole eastern side of the
4 plan.

5 You also, the County's plan was very
6 strong in wanting to link towards Symphony Woods. And
7 that's a fundamental principal that we are carrying
8 forward and we've tested and we believe is a very
9 sound strategy.

10 So the north, south, east and west
11 corresponds to entrances in the mall. You have front
12 doors into the mall. There's a lot of energy there.
13 There are places of arrival.

14 So these are where you start. You start
15 the new plan by taking these existing points of entry
16 and you turn them all from an internal street into an
17 external series of streets.

18 MS. ELKTON: And also in this drawing, one
19 of the things that we were trying to do was to

20 understand where the landmark important sites in

21 Columbia were, where they could be in the future.

1 We were looking at opportunities for
2 street oriented frontages, very important for
3 Columbia. And so as we go forward, keep this slide in
4 mind.

5 We came back after that first analysis and
6 General Growth then said to us, well, okay, now that
7 we understand the County's plan, let's take a look at
8 what do we have here. What's this place really like
9 today.

10 And, you know, where are we 30 years later
11 after Jim Rouse's vision.

12 So we began to look at Columbia in terms
13 of itself, but in terms of it's scale relative to
14 either places. We looked at regional cities. We
15 looked at Baltimore. We wanted to understand its
16 scale and the scale of Town Center in relation to
17 Baltimore.

18 We looked at Georgetown, also for the fact
19 that Georgetown is a small city scale precedent.

20 Columbia is a small city scale precedent. Georgetown

21 is a little older than Columbia at the moment, a lot

1 more dense.

2 But over time its scale, its street scape,
3 its ground floor energy, are things to learn from.

4 Good models to look at for Columbia.

5 Annapolis was another place we looked at.

6 We thought it was a great precedent to look at. It's

7 water front. It's former state capital. It's got a

8 fantastic thriving water front. It's a very small

9 retail district, small core.

10 We looked at Ellicott City. Many of the

11 towns in Columbia, including around Columbia in Howard

12 County and Maryland are built on very topographically

13 varied land. Ellicott City is a great example of

14 that. It's nearby. And we looked at the scale of

15 that as well.

16 And here we are today. This is what

17 Columbia looks like today.

18 We began to look at ownership in Columbia.

19 We wanted to learn what was within the control of

20 General Growth, and what was excluded.

21 We began to look at other places,

1 including Bethesda Row, not because we want Columbia
2 to be Bethesda Row or like Bethesda Row, but Bethesda
3 Row is very compact. It's been transformed as -- it's
4 got a tremendous amount of energy.

5 And it's a good model to look at for its
6 street scape or its retail mix, for how they are
7 introducing residential.

8 And it's nearby and it's part of the
9 regional system here. We've also looked at some new
10 Town centers, one of them being Santana Row. I don't
11 know if anybody has been there. If you are next in
12 San Jose, it's worth a good look.

13 Santana Row is a -- this is the plan of
14 Santana Row on top of the plan of Columbia. And it's
15 a mix of residential, retail.

16 It's got a little bit of office. It's
17 just -- it's got a hotel. It's got a tremendous
18 amount of energy. It's been one of the most
19 successful projects in the country, and we're looking

20 at it for its relation to Columbia in terms of street

21 scape and many of the things that it would offer that

1 would be relevant to this.

2 Also, the Woodlands. I think you heard in
3 when Al Ward was here that recently the new square
4 downtown just opened and Alan's new fountain, which
5 you will see in a minute.

6 The Woodlands started out as a 30,000 acre
7 community. It's Town Center is emerging now as a very
8 important commercial center north of Houston.

9 That's the new fountain that was just
10 opened there. It's really great.

11 And that fountain is framed by a new
12 commercial and retail square called Fountain Square.

13 Now it's becoming the heart of Town Center
14 in the Woodlands. This is a before and after, by the
15 way. I don't know if you saw that slide. This is
16 what their waterway looked like about ten years ago,
17 and here's what it looks like today.

18 And this is a project in Europe that we
19 looked at, Cooper Robertson had collaborated with the

20 Disney company to did a New Town near its Euro-Disney

21 property.

1 Why we looked at this project in relation
2 to Columbia is because it was a very large retail
3 mall, and the new intervention of the Town Center
4 wrapped that mall with the town that basically
5 camouflaged it.

6 So that eventually the mall was internal
7 to the whole new set of streets and sidewalks,
8 walkways, commercial buildings, all in the context and
9 in the scale of traditional French towns.

10 Easton Town Center, another property that
11 we have looked at, also because it's a town center
12 that is now becoming more residential in character.
13 Reston, same thing.

14 And all of these precedents were very
15 important in our learning about what would be
16 appropriate for Columbia.

17 Marty, would you like to say a few words
18 about the transportation?

19 Marty Wells is our teammate and he has --

20 MR. WELLS: Good evening.

21 Transportation is one of the, what I like

1 to call the plan determinants.

2 It is a framework within which the Town
3 Center is developed. When I think of Columbia after
4 years of studying the Town Center, I've come to
5 realize that the Town Center is served by --
6 principally by three large arterial streets Governor
7 Warfield Parkway, Little Patuxent Parkway and Broken
8 Land Parkway.

9 And they are connected to Route 29 at two
10 interchanges, at 175 and Broken Land Parkway.

11 Relative to the places that Joanne has just
12 described for you, there are relatively few collector
13 streets and relatively few local streets.

14 A consequence of that is that traffic
15 conditions are really controlled by three bottle
16 necks, if you will, or three intersections that limit
17 or control the capacity of the street system.

18 And that's at Governor Warfield Parkway
19 and Little Patuxent Parkway, which you know well at

20 the north end of Town Center.

21 Broken Land Parkway and Little Patuxent

1 Parkway near the mall. And then Broken Land Parkway
2 at Hickory Ridge Road to the south.

3 Those really most trips in and out of Town
4 Center come through those locations.

5 Our response to that, the planned response
6 to those capacity limitations has been to propose a
7 finer grain connected street network that's composed
8 of local streets, collector streets and arterial
9 streets.

10 Now, I have no idea if what I'm saying
11 comports with this slide behind me, but I'm giving you
12 an overview of what we have found.

13 MS. ELKTON: One of the things that Marty
14 studied, and that we learned a lot from, was the whole
15 study of transportation and traffic here.

16 So he looked at morning and afternoon --

17 MR. WELLS: Let me explain. The program
18 we looked at is a mixed use program. It includes
19 places for people to work, people to live, people to

20 shop, people to visit, places to play. Live, work,

21 play environment.

1 And we looked at each of those components.
2 When we look at the number of trips that would be
3 generated by each of those uses, what you see behind
4 me is the number of trips that would be generated in
5 the morning by each of those components.

6 These are peak hour figures. I'm not
7 going to read it all to you, but the big bar that you
8 see there is the office bar.

9 In other words, it's the office component
10 that would generate the most trips in the morning. In
11 the afternoon, it's somewhat of a different picture.
12 Office is still important, but retail is the next
13 greatest trip generator.

14 The third highest, if we go back -- the
15 third highest is the residential bar which I find
16 interesting. I think as I have spoken to folks at the
17 County and folks in the community, I think when the
18 average person thinks about additional traffic, the
19 first thing that comes to their mind is the additional

20 traffic that would be generated by the residential

21 units.

1 True, it will generate additional traffic,
2 but not as much as the commercial component of the
3 project, namely the office and the retail. That's the
4 point of these slides.

5 This shows you the number of trips that
6 would be generated in the morning in yellow and in the
7 afternoon in orange by a thousand square feet of each
8 of these uses. Sort of an apples to apples
9 comparison.

10 These are some of the bottle necks that I
11 described for you. This shows -- this graphic also
12 shows the directions that people come from to come
13 into the Town Center from the south, 26 percent to the
14 north, 31 percent and so forth.

15 These are data that we used in our
16 studies.

17 MS. ELKTON: One of the things we also
18 learned from this slide, too, remember, Marty, was the
19 fact that a fair amount of traffic is going towards

20 the -- coming into Town Center and going to the

21 community college and also towards the hospital.

1 That was an important thing for us.

2 MR. WELLS: Right. When we look at -- if
3 we draw a circle around the Town Center and count all
4 of the vehicles that crossed that circle coming
5 inbound and outbound what we find is there's not
6 enough activity within the circle to account for all
7 of those trips.

8 For the simple reason that a lot of the
9 traffic on the Town Center streets in the morning and
10 the afternoon, they have nothing to do with the Town
11 Center other than they are passing through the Town
12 Center.

13 You might come home on Route 29 from the
14 south, go through Town Center because you are going
15 home to Harper Woods or somewhere in the local
16 vicinity.

17 MS. ELKTON: There were some other things
18 that were important to us about Marty's work. Some of
19 them had to do with the critical lane volume that we

20 understood in Howard County, where they don't

21 differentiate between very small towns and bigger

1 towns like Columbia where all of those critical lane
2 volume allowances are the same.

3 MR. WELLS: Part of the regulatory
4 process, a very important part of it, is the test for
5 adequate public facilities.

6 Whatever plan is produced, the plan before
7 you tonight or any other plan that's approved by the
8 County, must pass a test.

9 There must be enough street capacity or
10 management of demand. There has to be the right
11 balance between the number of cars on the road and the
12 capacity to accommodate it.

13 And there are certain rules that we have
14 to follow. Not to get too technical, but there's a
15 measure called the critical lane volume which says
16 that -- except in some particular circumstances,
17 generally we have to be at 1450 or lower.

18 The standard that applies in Town Center
19 is the standard that applies everywhere in Howard

20 County. So whether you are in the western part of the

21 County, the eastern part of the County or Town Center,

1 it's the 1450 criterion that controls.

2 Now, there are other places where there
3 are different criterion that apply to different places
4 where the higher the CLV, the more you direct
5 development to that area.

6 So we've been doing a lot of thinking
7 about what is the most appropriate critical lane
8 volume for Town Center.

9 And maybe it's appropriate that that be
10 increased so we can direct development towards the
11 Town Center.

12 MS. ELKTON: Thanks, Marty.

13 So we ended up after our transportation
14 studies, with a couple of summary points.

15 One, connecting the network makes travel a
16 lot more direct in Town Center. We want to be able to
17 give people more choices that go from point A to point
18 B.

19 We're looking to achieve fewer vehicle

20 miles of travel. That means more activities for --

21 more different kinds of activities in the same place,

1 so that people are not having to drive from place to
2 place and move their cars around in Town Center.

3 We're looking at opportunities where Town
4 Center can become more serviceable, you know, through
5 different modes of transportation whether it's
6 increased bus routes and not just car oriented.

7 Where it's certainly more walkable, where
8 people can walk between live, work opportunities. We
9 think that's very important here.

10 And, of course, something that I know that
11 Greg will talk about later, the opportunity for
12 effective transportation management association, which
13 Columbia certainly is going to include in its future.

14 And, you know, as with sustainability and
15 landscape strategies and transportation strategies and
16 development strategies, all of these studies are
17 coming together in these early days of our work to
18 help formulate the foundation of a plan.

19 One of the reasons that we're going

20 through all of this with you is so we can share with

21 you some of what we've learned.

1 We looked at the road hierarchy here, as
2 Marty was describing. There are parkways, there are
3 arterial roads. There's very little local streets in
4 Town Center. You are looking at it.

5 There's very little pedestrian access
6 here. We think that LPP is, Little Patuxent Parkway
7 is basically a barrier towards pedestrianization,
8 between the mall and the lake front, between the mall
9 and Symphony Woods.

10 Our early findings say, let's try to calm
11 that traffic down here a little bit so that people can
12 cross that big road.

13 We're looking at the infrastructure. The
14 infrastructure in Columbia started out servicing
15 essentially a mall and some office buildings. Over
16 time greater residential.

17 In Warfield, greater residential along the
18 lake fronts has come. But that infrastructure system
19 needs to be updated. It will need to be expanded.

20 We looked at ownership to see where the
21 best opportunities were for development, other major

1 owners. Our early findings, is that property
2 ownership here and the series of complex covenants are
3 significant constraints to development.

4 How they will be handled in the future
5 will have a very great effect on where things start
6 here, and how things start.

7 We looked at topography. In Town Center,
8 from Warfield to the lake front is about 100 feet of
9 vertical drop.

10 So from the lake front to the mall is
11 about 70 feet in elevation. How you get people from
12 one elevation to another through property, complex
13 property ownerships. All of those kinds of findings
14 were factored into our investigation.

15 The existing landscape network here is
16 primarily focused right now around Symphony Woods, the
17 lake and the creek system.

18 Much of that is not in good repair today,
19 and that's something you are going to hear a lot more

20 about later on from Greg and Keith.

21 The creek -- in some cases -- why we're

1 showing you these slides -- the creek beds are dry

2 and the forests have no under story.

3 So how you restore parts of Symphony Woods

4 that can be restored and trying to differentiate

5 between what is very healthy and can become part of an

6 important water shed system has been a tremendous

7 focus for this effort.

8 Alan, the next couple of slides are yours.

9 Do you want to talk about them a little bit? The city

10 in the garden idea?

11 MR. WARD: Is this on? Can you hear me?

12 This is an idea that dates back to the

13 first Master Plan for Columbia. And that's to create

14 green network that extends through the community.

15 And we're also looking at sending that

16 network around the perimeter of Town Center and into

17 the core of Town Center.

18 And the opportunity now as we look at such

19 a green network in the 21st century is to make it part

20 of a sustainable strategy where, in fact, the rain

21 water or storm water is part of that open space

1 system.

2 So that through infiltration of the rain
3 water you can avoid some of the problems of the runoff
4 to the water shed system.

5 So you can integrate the idea of a
6 pedestrian network and loop system with a green
7 strategy or sustainable strategy.

8 And also that same idea extends to even
9 the urban streets that would make up the Town Center.
10 So that instead of the water running off into the
11 storm system, each of those streets can actually begin
12 to deal with infiltration as shown on the slide in the
13 lower left here. As well as green roofs as part of
14 that overall strategy for sustainability.

15 MS. ELKTON: The last piece of what we're
16 going to look at before our break is plan options.

17 So we spent a lot of time studying what
18 Columbia was like and it was at that point that we
19 felt ready to begin to study what might be some of the

20 opportunities to come.

21 And I want to share with you some of these

1 plan options. They were, again, you know, I'm
2 speaking to a forgiving audience. So you will
3 understand that these were early studies. We, of
4 course, learned a lot from them as we went along.

5 And we'll get to see a little bit later
6 where we are now versus where we started.

7 We looked at some options for the frame
8 work. For example, here we discussed having to keep
9 all of the existing buildings around the lake front.

10 Remember that the lake front property is
11 controlled by the Columbia Association, and many of
12 the buildings are part of the original fabric of
13 Columbia.

14 As we went along, we began to understand
15 that people feel very strongly about these buildings,
16 as they do about many other buildings in Columbia.

17 So that began to influence and color our
18 view about what was possible or not possible.

19 Here we were looking at options for street

20 and block. And as you can see, we ran through a

21 series of these trying to see what might be the best

1 way to fit new blocks and new development
2 opportunities within what are essentially some very
3 large parking areas and some undeveloped land to the
4 south.

5 In the County plan, they had suggested
6 boundaries for four neighborhoods, the Lake Front,
7 Warfield, the Corporate Boulevard area, what has been
8 called the Corporate Boulevard area and the Crescent
9 to the south.

10 We had, after our some of our studies,
11 felt that some of those boundaries wanted to shift a
12 little bit just because they made more sense to us
13 geographically, topographically.

14 And given the nature of how some of the
15 larger land parcels were owned, we had considered
16 suggesting that they might be modified.

17 And then we looked at three neighborhoods
18 in a little bit more depth, Warfield, the Lake Front
19 and Symphony Woods.

20 One of the first things that we had

21 suggested to General Growth when we started was that

1 they didn't have existing survey information. The
2 survey information was 30 years old, or had been --
3 had been updated in pieces as they developed over
4 time.

5 So they initiated a very major updating of
6 all of the surveys. We just wanted to show you what
7 this starts to look like. Eventually all of this will
8 have this red overlay to it.

9 One of the things that we thought was very
10 important to respond to and something that the
11 County's plan had talked about extensively was the
12 idea that connecting the west to the east was very
13 important. That somehow being able to go from
14 Warfield through the mall, essentially, to get to the
15 Lake Front was something that had been talked about
16 extensively.

17 So in some of these earlier studies, we
18 looked at ways of doing that, where you might be able
19 to create a new neighborhood in Warfield with a linear

20 park reaching out to the neighborhoods to the west and

21 somehow create an opportunity where you could go

1 through the mall, lock off, essentially the retail at
2 night, keep it so that it could become a transitional
3 space 24 hours a day, and end up on the other side,
4 end up on the east side of the mall where you could
5 transition through and down steps and creating a kind
6 of series of terraces that would get you down to the
7 Lake Front.

8 And that was an idea that we studied, had
9 very far reaching implications. It had acquisition
10 issues. It was a very idealized idea, for sure, and
11 one that would have taken a long time to implement.

12 We studied the Warfield neighborhood in a
13 little bit more detail. Here you are seeing one of
14 those studies. You are looking at ground -- the
15 opportunity for ground floor retail. And you are
16 looking at -- well, it's hard to see on this screen,
17 but there you see the impact of the new survey
18 information that helped us tremendously.

19 How the neighborhood might lay out with

20 new streets, new open spaces, a new central space, an

21 elongated linear park. And, you know, a true mixed

1 use neighborhood which in Columbia doesn't really
2 exist.

3 You don't really yet have fully integrated
4 vertically mixed use buildings here. So that was the
5 first of such studies.

6 We looked at the Lake Front, trying to
7 understand what the opportunities there might be.
8 Many of these were predicated on the fact that one
9 could theoretically go from the mall somehow to the
10 Lake Front.

11 So we set aside a little bit the ownership
12 issues for the moment to try to see what might be
13 physically possible. Here we were doing a little bit
14 of a look at how you could calm traffic on Little
15 Patuxent. How you might look at what was existing,
16 look at Little Patuxent in the Howard County vision
17 plan and also look at a proposed strategy for how to
18 use the street as a street, as opposed to an arterial
19 road.

20 How you could park on it, where you could

21 have intersections, traffic lights and so forth.

1 And here were some options for the Lake
2 Front. Where there would be over time, series of
3 mixed use developments that would create a more
4 activated Lake Front opportunity.

5 After the Lake Front -- after the Lake
6 Front studies, we looked again at Symphony Woods. We
7 looked at both the north piece of it, north of Little
8 Patuxent, and various options there.

9 Here we were looking at how that might be
10 a piece of development that one could look at as one
11 ensemble. And this was an important time for us. We
12 began to understand that Symphony Woods had the
13 potential to be the Central Park of Columbia, this
14 core green area. The Howard County plan suggested
15 that there would be an opportunity for development
16 around it.

17 We began to understand that framing it in
18 a way and trying to understand the relationship of the
19 density of the County plan and how that would work.

20 And here we are.

21 MR. HAMM: Thank you very much, Joanne.

1 As is no secret to anybody who's been
2 watching this, our projector seems to have a problem
3 with the bulb. So the images are not very vibrant and
4 a bit washed out.

5 We're going to take a break now and we
6 will begin to get into the future in our next segment
7 in about 15 minutes.

8 Hopefully we'll have a chance during that
9 time to fix our projector and get the images to become
10 a bit more lively. I think they are difficult to see.

11 Thank you very much for your patience and
12 we'll see you in a few minutes.

13 (A short recess was taken)

14 MR. HAMM: Thank you for your attention
15 and participation again.

16 As a brief summary, the first part of the
17 presentation was really one to go over the history of
18 the planning effort that began about 36 months ago.

19 And as you can see, hopefully, in spite of

20 some of the images that were a bit washed out due to

21 the lighting and some bulb issues, there was a great

1 deal of care and attention that went into the planning
2 of what it is that we're about to show going forward.

3 Some of the things that hopefully stood
4 out were really three major approaches to the
5 development that could have occurred.

6 One was, starting to the west, to the Lake
7 Front. The other important approach was heading to
8 the east towards Wild Lake, and the other was the
9 south towards Symphony Woods.

10 And those three areas or those three
11 approaches the County and subsequently our team
12 determined were quite critical in evaluating the best
13 way to move forward.

14 The other thing that the slide was
15 impaired tonight, but a very important slide that will
16 hopefully show up again is that of property ownership
17 and the fact that there are many owners within Town
18 Center.

19 General Growth owns a significant amount

20 of the land, but by no means all of it. Nor do we own

21 all of the land in the areas east or west or even to

1 the south that are necessary to really begin to bring
2 the pieces back together and do all of the things that
3 we think have been outlined by everyone.

4 So what we're going to do now is talk
5 about some of the other key features going forward and
6 then talk about some ideas of a first phase that we
7 think can emerge and begin to pull together some very
8 important concepts.

9 The first piece that we're going to talk
10 about is sustainability. And Keith Bowers is going to
11 address some of the objectives that we have
12 identified.

13 MR. BOWERS: Thank you Greg. First of
14 all, everybody has their cookies, right? Everybody
15 got their cookies and we're into the second part of
16 the program here.

17 I think we're really blessed that GGP and
18 Greg has embraced pretty rigorous sustainability
19 program for Columbia Town Center.

20 And as you will see as we go through this

21 presentation that a lot of the presentation is really

1 built on the sustainability frame work.

2 The frame work is really an out growth of
3 the vision and principals that both Greg and Joanea
4 went over earlier tonight. It's a whole systems
5 approach. Its emphasis is on living systems. Its
6 transparency and it's focused on life cycles.

7 So I think when we look at sustainability
8 for Columbia Town Center -- those are the four or five
9 elements that we are really focused on.

10 What we first wanted to do was develop a
11 vision. A vision on sustainability that really
12 embodies the legacy of Rouse's vision, embracing a
13 sustainable future.

14 We came up with a series of -- some
15 feedback on in the next couple of weeks to couple of
16 months.

17 From that we've developed a set of what we
18 call elements of sustainability. There we're going to
19 be developing goals for each one of those elements,

20 and we're in the process of doing that now.

21 And then we'll develop measurable targets

1 for each one of those elements and identify potential
2 strategies. There are a myriad of different
3 strategies out there.

4 So the sustainability vision that we've
5 come up with is: Columbia Town Center, a seamless
6 consulate of life that fosters the growth of its
7 people, respects the land and promotes economic
8 prosperity while celebrating the diversity of all
9 life.

10 And that's the vision that we're
11 subscribing to from the sustainability standpoint.

12 Supporting that vision, we've come up with
13 what we consider about six core principals. A city
14 within a garden, forging connections with surrounding
15 villages and strengthening its inner dependence with
16 the surrounding region, socially equitable, vibrant
17 and profitable, diverse and heterogeneous, adaptive
18 and evolving over time, and using and cycling
19 renewable resources.

20 The elements that we came up for

21 sustainability for Columbia Town Center consists of

1 six. Livability, transportation, ecology, energy,
2 water and materials.

3 And each one of these elements has subsets
4 to them. And, again, we're looking for feedback over
5 the next couple of weeks to couple of months on these.

6 For livability, we really think that
7 Columbia Town Center has to have a sense of place and
8 community. It needs recreational and relaxational
9 spaces, healthy food, economic vitality, community
10 resilience, being in service, community building and
11 justice and fairness all need to be embodied in
12 livability.

13 In terms of transportation, we've already
14 heard we need a density and a mix of uses. More
15 efficient use of resources, diversity of modes, uses
16 and building types, street networks and connections.

17 We need what's called a complete street
18 for both people and vehicles and habitat and
19 transportation management plan.

20 In terms of ecology, again, that word

21 connectivity comes back up. Biodiversity, urban and

1 human ecology, ecosystem integration. We need to
2 integrate humans with the ecological attributes that
3 are already out there.

4 We need to pay attention to the soil. We
5 need to look ahead at climate change. We need to take
6 care of invasive species. And most of all, we need
7 stewardship in our ecological resources.

8 In terms of energy, we need to look at
9 what kinds of energy are being supplied to Columbia
10 Town Center, and how that's harvested.

11 We need to look at conservation
12 strategies, carbon offsets. Can we become carbon
13 neutral and look at climate change and how that
14 affects energy.

15 In terms of water, we're going to be
16 looking at the whole hydrologic cycle. We're going to
17 be looking at rain water harvesting, water
18 conservation, gray water and waste water, recycled
19 water, and storm water all as one unit.

20 And there's ways that we can do that both

21 culturally and ecologically.

1 In terms of materials. Reuse and recycle
2 of materials. Renewable and certified materials,
3 non-toxic, locally sourced. We also need to look at
4 our solid waste from a construction standpoint and an
5 operational standpoint.

6 Our next steps and strategies are to
7 identify the goals for each one of those elements that
8 I just went through, set measurable targets for each
9 of those elements so we can go back at a future date
10 in time and measure ourselves to see how well we're
11 doing.

12 Identify potential strategies for each one
13 of those components. And then identify ecologically
14 significant and degraded areas throughout not only
15 Town Center, but the water sheds that drain through
16 Town Center.

17 We need to initiate restoration of water
18 shed, water quality, best management practices in
19 woodland corridors.

- 20 And then we need to look at enhancing
- 21 green infrastructure and supplementing the existing

1 ecological attributes as we begin the redevelopment
2 process for Columbia Town Center.

3 What we've done here is we've put together
4 a water shed map to show how we looked at the site
5 from a water shed perspective. Greg, next slide.

6 So first we looked at the streams and
7 lakes. next. Then we looked at the major corridors,
8 the Little Patuxent corridor, the Symphony Woods
9 corridor, and the Wild Lake corridor. And what we're
10 trying to do in this redevelopment of Columbia Town
11 Center is stay true to those corridors from an
12 ecological standpoint.

13 We identified the subwater shed within the
14 area. Then we looked at potential water quality, best
15 management practices. Those are areas where we can go
16 in working with land owners through retrofit, storm
17 water and to look at ways to enhance the quality and
18 the quantity of that storm water coming off of
19 impervious surfaces.

20 Then we've also looked at opportunities

21 for stream restoration throughout these subwater

1 sheds.

2 And then we've also looked at repairing
3 and enhancement of some of these stream systems in
4 terms of woodland corridors.

5 Then we also looked at where we can do
6 invasive species management, which is pretty much
7 everywhere in the woodlands there.

8 Next what we need to do and what we're
9 looking at doing is integrating those sort of
10 ecological attributes into the Town Center itself. So
11 this will be a whole system that we're looking at.

12 Thank you.

13 MR. HAMM: Now we're going to talk about
14 connectivity and proposed road classifications for
15 phase two.

16 One of the exhibits earlier talked
17 about -- showed the street sections. It showed road
18 widths, it showed sidewalk widths, it showed suggested
19 plantings. And all of those things will go into

20 various road classifications.

21 And there will be a determinant as major

1 arterials, principal arterials, intermediate, minor,
2 major collectors, minor collectors, local collectors.
3 And this begins to walk through various
4 sections of the development as we earlier identified
5 them, and begins to layout a template and a grid
6 system and a language, if you will, for the streets of
7 the various neighborhoods and sections within the Town
8 Center.

9 Market place, which we will be talking
10 about in a minute, has a distinctive street grid
11 pattern from Warfield, which is different from an area
12 that we'll be defining as Symphony Place, another
13 major street which is shown in the black there -- I'll
14 go back here so you can see the black again,
15 identifying market place.

16 The grid and the relationships that form
17 both landscape, artscape and road widths. Symphony
18 Place, Wincopin Street.

19 And now what I'd like to do is ask Alan to

20 describe some work that he did defining some of the

21 important pedestrian connections that will be taking

1 place in the ultimate phases of development.

2 MR. WARD: A key part of the master
3 planning strategy is to connect the villages to the
4 Town Center -- I should say better connect, actually.

5 Because that was an original founding
6 principal in the first Master Plan for Columbia. And
7 that includes Hickory Ridge, Wild Lake and Oakland
8 Mills.

9 And what we've done, we looked and walked
10 these potential routes and identified where that path
11 system can be significantly upgraded.

12 So, for example, this is done over a
13 photograph connecting the Hickory Ridge area through
14 the wetlands towards Town Center and Symphony Woods.
15 This is a boardwalk path over wetland areas.

16 And the idea here is to have this path
17 system be ten feet wide so it accommodates
18 pedestrians, bicyclists, two way, as well as roller
19 blading.

20 So it serves as an important multi-use

21 path better linking the Town Center.

1 The connection along the lake edge to
2 Oakland Mills, here's an existing situation. The path
3 is fairly narrow. And our idea here is to typically
4 make these wide enough to accommodate, you know, real
5 multi-use. Add lighting, benches, to start to make
6 more convincing connections to the Town Center.

7 And then on LPP, in some cases the path
8 system is actually missing here. So we've looked
9 carefully at that corridor and likewise, there's a
10 chance to make a far better link. Typically we're
11 showing natural plantings on either side of this
12 pathway, so it's part of the sustainability strategy,
13 as well as sufficient width to accommodate, you know,
14 bicycle movement in both directions.

15 And here's the connection from Wild Lake
16 as well. There is adequate space on each side of
17 these -- of the boulevarded roadways to accommodate
18 these pathways.
19

20 MR. HAMM: I would like now to talk about

21 the cultural plan. And the cultural plan will be

1 addressed in more detail next week and as will

2 traffic, Tuesday, May 6th.

3 The sustainability and environment

4 presentation will take place here and Keith Bowers

5 will be walking through in detail what he summarized

6 tonight.

7 Transit and traffic will be dealt with,

8 the hierarchy of streets, the recommendation of

9 ultimate road configurations and changes will be

10 addressed by Marty Wells.

11 And on Thursday, May 8th, Gail Lord of

12 Lord Cultural Consultants will be in to discuss in

13 more detail elements of the cultural Master Plan that

14 she and her team came up with in response to and

15 really in reaction to the great advice and ideas and

16 comments that they collected during a very intensive

17 couple week study of Columbia.

18 And essentially the guiding principals of

19 the cultural master plan, again, are really the

20 heritage, strengthening the cultural dimensions

21 envisioned in the founding goals of Columbia. And

1 those are quite significant in the case of Columbia.

2 We think the connectivity, again, creating
3 a place where many of the cultural objectives and
4 organizations and entities can better interact with
5 one another in a physical sense, and exploration.

6 One of the ideas that has come out of the
7 initial study has been that of integrating into a
8 space a center for the study of small cities that
9 would utilize and work with existing Columbia
10 organizations such as the Archives that is owned by
11 Columbia Association, and attempt to join other
12 organizations, institutions of higher learning,
13 perhaps some other cultural groups that we can talk
14 about in more detail next week.

15 But to link the many strong connections
16 that we have to the story of the evolution of small
17 cities, and hopefully begin to have other people come
18 to Columbia to learn more about its history and the
19 opportunities going forward.

20 And a part of that undoubtedly will be how

21 to create and grow sustainable small cities in the

1 future.

2 The recommendations and considerations
3 are -- essentially include an umbrella organization
4 that would begin to identify priorities within the
5 Town Center district and begin to make it a place that
6 is desirable for artists and different types of
7 artistic expression.

8 And to explore partnerships with
9 established organizations of which there are many in
10 Columbia, and many have already -- many spoke up
11 during Gail Lord's earlier presentation to this group.

12 And, again, the advisory group to oversee
13 the implementation of a cultural Master Plan.

14 And from a physical standpoint, one of the
15 pieces of this that came through quite clearly was
16 that the work done by the group set out -- the group
17 that studied Merriweather was quite fascinating and we
18 found to be very compelling, early on in our study of
19 the work that the community had done in preparation

20 for this.

21 What that work led to and the synthesis of

1 it, and I apologize to those of you who were on the
2 committee, if I don't summarize it adequately -- but
3 to essentially establish Merriweather as a very
4 important piece of Columbia's history and to look at
5 the opportunities it may have and hold to become a
6 very vibrant place to not only continue the very good
7 showings and functions that are currently held there.

8 And Seth Hurwitz is here. He's done a
9 tremendous job of reinvigorating Merriweather and --
10 those efforts are fantastic and need to be continued.

11 And we think that with the right
12 investment in Merriweather in the form of a community
13 partnership, that additional acts and additional
14 venues can -- or additional uses for Merriweather can
15 begin to emerge and suggest itself.

16 And Merriweather can become a center
17 piece, if you will, of the cultural life of Columbia.

18 And more to that -- more on that momentarily.

19 Affordable housing is an important element

20 to any plan that would come forward in Columbia.

21 And November of '06, the key

1 recommendations of the Howard County task force of
2 affordable housing were made. And we think that
3 that's a very important document that needs to be
4 studied and needs to be followed and given great
5 credibility to as we go forward.

6 We think that diverse housing includes a
7 full spectrum of housing in Columbia Town Center.
8 Mixed income housing integrated throughout all areas
9 of the residential development are a clear objective
10 of what we intend to do.

11 And we have moved forward with a committee
12 or have moved forward with the idea of forming a
13 committee that will advise us on our ultimate
14 submission of a zoning document.

15 And the only person here who may find this
16 as new information is Stacy Span. Stacy is in the
17 audience. I apologize if we haven't gotten it to you
18 yet.

19 But my understanding is that Earl Sherman,

20 Bruce and Tim have all agreed to be on this panel with

21 us and begin to make sure that we're incorporating

1 really the best practices and the most intelligent
2 approach to address the issue of affordability as we
3 go forward in the future phases.

4 From a zoning standpoint, we had addressed
5 earlier the fact that we were -- we're in the process
6 of amending -- of submitting some changes to the New
7 Town zoning which was adopted in the 1960s.

8 And the amendment will address mixed use,
9 have emphasis on citizen review and participation
10 processes, and essentially we will take the initial
11 Charrette report from February of '06 and we will not
12 ask in any way to increase any of those densities.

13 And we can talk about that in more detail
14 during the question and answer period.

15 The upshot, I think of our study, was that
16 we believed that those densities are -- can very
17 comfortably be accommodated within Columbia and the
18 other objectives that we've outlined today we believe
19 can very comfortably be met and established and

20 maintained.

21 What we'd like to talk with you about

1 tonight in more detail is a potential first phase.
2 And the first phase may have subphases within it,
3 because it's a large area, as Joanne's presentation
4 showed earlier.

5 And, again, tonight is really the first
6 page of the last chapter of this process. So this is
7 our presentation of our thinking. And I'd like to go
8 back to what I described earlier as the property
9 ownership map, which hopefully shows up a little more
10 vividly now than it did earlier.

11 But what should come out here is the fact
12 that General Growth which owns the property in yellow,
13 simply doesn't own all of the land in Columbia Town
14 Center.

15 And if you will recall, there were three
16 major areas that we thought expansion could occur in.
17 One to the west, which would be towards the Lake
18 Front, and the lake is -- Joannee -- the lake is east
19 of the Lake Front and west to Wild Lake, the Wild Lake

20 area, south --

21 PARTICIPANT: We can't hear you.

1 MR. HAMM: I'm sorry. I was pointing, so
2 I wanted you to follow the dot, not my voice.

3 So these were the three major
4 opportunities. And as Joanne went into in some detail,
5 we studied each of these extensively.

6 To the east, there -- in the Lake Front,
7 there were challenges with ownership. There was 100
8 foot drop in grade in elevation. And Joanne, you might
9 point that out over there and I'll point it out over
10 here.

11 Essentially from this high point here to
12 the Lake Front there's 100 foot drop in elevation,
13 which is significant in trying to link a place,
14 obviously. 100 feet, you know, is ten residential
15 stories of height.

16 So to try to connect places, that's quite
17 a challenge. On top of that, there's a mall.

18 And as you will see from this ownership
19 map, the red sections in the middle are anchor stores

20 of the mall, that in order to put a mall together, one

21 needs to work with the anchors. And the anchors end

1 up normally owning their land. So that becomes a
2 challenge and an issue in terms of linking.

3 So we have that issue if we go to the
4 east, and we have that issue if we go to the west
5 through the Sears property, much of which we do not
6 own.

7 And the more we studied the eastern and
8 western approaches to the development, we ran into
9 those issues.

10 Furthermore, it became very clear very
11 early on, I think since I have been here, that
12 Merriweather needs to be a part of the cultural life
13 of Columbia in the future, and an important part.

14 We began to realize that Merriweather is
15 kind of, you know -- I don't know if it's the
16 doughnut -- I guess it's the doughnut hole. And the
17 CA land around Merriweather is the doughnut.

18 And we own the crescent beyond that. So
19 it's kind of a very awkward configuration. There are

20 cross easements and there's cooperation and other

21 things.

1 But to fix it, it obviously requires some
2 work.

3 What we began to think of is a Symphony
4 overlook. A project that would begin to link the
5 existing mall with Symphony Woods. Begin to reach out
6 to Little Patuxent from what is now really the food
7 court area in the mall.

8 And as you know today when you go to the
9 mall, you go from the ring road down to the food court
10 and you drop about 10 or 15 feet in elevation.

11 And what I'd like to do is ask Michele to
12 talk a little bit about the layout here, and what it
13 accomplishes.

14 MS. VAN DEVENTER: I'm going to give you
15 some big picture ideas about what our goals are here.
16 Because it's very exciting to get to the point of
17 really being able to get specific about the beginning
18 of the making of Town Center.

19 It's about the beginning of making good

20 public spaces. It's about the beginning of making

21 some very strong destination people places or

1 important open spaces.

2 And Alan and I are going to share talking
3 about -- we have just a few exhibits to show you, but
4 I want to really just give you some of the big
5 organizational goals that we have.

6 One is really the idea that we're going to
7 link the mall and a new series of public spaces to
8 Symphony.

9 We're going to set up a kind of walkable
10 north south green spine. This is something that's
11 kind of -- it's inherent in the County plan, and it's
12 consistent with that idea, that we would have a green
13 spine that really links in a pedestrian, a strong
14 pedestrian environment.

15 This is a new street that's going to be a
16 retail street. And it will really culminate in a new
17 very multi-purpose, vibrant, fun, open space of about
18 two acres at the food court entry of the mall.

19 Now, it's important to realize that, you

20 know, we've been talking about grading. And we have

21 made the decision that there's a real opportunity to

1 link in a north south street not to the lower level of
2 the mall, but to the upper level of the mall.

3 It creates an opportunity to bury some
4 parking below. And I think we all share the goal of
5 providing parking, which is an important amenity, but
6 not having it visually impacting the environment that
7 we're making.

8 So there's an intent to really create a
9 decked public street and open space, which Alan will
10 tell you about in more detail.

11 And an east west street which is really a
12 smaller scale retail street as well. Let me tell you
13 a little bit about the uses.

14 So this is primarily a ground floor of
15 shop fronts and retail, which is taking the strength
16 of what we know people are really looking for.

17 More diversity, more shopping
18 opportunities, and to really mesh that in to a kind of
19 street scape -- and not urban, but a rich town setting

20 spacially.

21 So that the experience of the streets and

1 the arcaded sidewalks and the shop fronts and the
2 opportunities for those spaces between buildings is
3 going to be much richer.

4 And then we are also trying to extend all
5 the way to the east. And Alan will show you the
6 concept of what we're calling the Spanish steps, which
7 is a bridging landscape that will take you to the
8 lake. So we're getting you to the Symphony to
9 Merriweather Post and we're getting you to the lake.

10 And here is a rendering of the ground
11 floor plan showing you really good active uses at
12 grade. You don't have this yet. You have little
13 moments of really interesting streets, probably in the
14 Warfield restaurant row.

15 So this is the beginning of really
16 consolidating that. Next slide.

17 So this is the roof plan, which is really
18 just showing you that there is a block really adjacent
19 to the mall that has a strong parking capacity. And

20 then the two blocks on Merriweather -- on LPP.

21 There's a hotel block on the southwest corner --

1 sorry, an office block on the southwest corner and the
2 hotel and conference center which is on the bigger
3 block to the east side.

4 This is something that may have a little
5 professional office in it, but it's all retail at
6 grade. And it's a kind of new concept of hotel where
7 it's really vertically organized.

8 So at grade you have your shopping, above
9 that you have your conference center, and above that
10 you have your -- it's a small like 300 room hotel
11 facility.

12 And there's the possibility of over time
13 this is a big piece of program to develop in one step.
14 And I think Greg will tell you more about the kind of
15 steps that we think are viable and doable, you know,
16 in increments. Each time giving back community spaces
17 and some important street scrape.

18 I think the next slide goes on to you.

19 MR. WARD: So this is a view looking

20 north. So to your upper left would be Sears, upper

21 right would be Penney's.

1 And we're looking north towards the new
2 entry to the mall. And this is this focus that
3 Michele mentioned, we call it market square. It's a
4 gathering space, and the focus for the phase one.

5 And what we're showing here is a space
6 that has a loop of cars that can circulate around it
7 to drop off at the mall entry and at store fronts.

8 The entire space is framed by retail. And
9 then in the center is this gathering space. And you
10 see this white structure, it's a frame work that
11 allows a variety of activities to happen right in the
12 heart of this space.

13 And the goal here was to make a flexible
14 design, something that could be adaptable to each
15 season. So each time you come to this space, there
16 perhaps is something different going on.

17 So this particular rendering shows, for
18 example, a concert in the space. Part of it is shaded
19 to the northern end there under the canopy structure.

20 And then in the winter it also changes to

21 other use which I'll show in a moment. There's also

1 this grove of trees that creates shaded space as well
2 as a cafe pavilion in the plaza. There's a place to
3 get a beverage under the trees.

4 So the idea is to create this focus or
5 gathering space right in the heart of phase one. As
6 you look to the bottom of the image, that connects you
7 out towards Symphony Woods.

8 MS. VAN DEVENTER: And there could be
9 moments when this is purely a pedestrian space. So
10 that's another part of its flexibility. To either
11 include or exclude cars.

12 MR. WARD: So here's that same space in
13 plan. This is the new street at the bottom, the east
14 west retail street, and then a plan of the square.

15 The idea is the paving of the plaza
16 extends right over the vehicular way, so that when you
17 do close it, it feels like a pedestrian space.

18 The red rectangle is this cafe pavilion in
19 the space.

20 So here's a section cut through that

21 plaza. We're looking south towards Symphony Woods.

1 And this shows, for example, maybe in the fall a
2 market is taking place under this canopy.

3 The idea is a tental structure would go
4 over it so it could either shade it, protect you from
5 the rain, if necessary.

6 But the idea is to have something going on
7 at all times of the year.

8 So here's an option, say, in the middle of
9 summer where the central area has a thin sheet of
10 water, it becomes a fountain in the summer months.

11 The water would come off of this
12 structure, create this kind of effect of rain, these
13 kind of curtains of rain into the pool of water.

14 Here we are in winter where in this
15 climate you need a shelter over the ice sheet to keep
16 the water, the occasional rain off of it.

17 This is a size similar to the Reston Town
18 Center ice sheet, a little bit larger. And then the
19 little pavilion provides a place to rent the skates,

20 something to drink in the winter.

21 So it creates a focus then at all times.

1 The next space is the connection from this
2 east west retail street down to the lake. We also at
3 this location, face a fairly significant change in
4 topography, something like 40 to 50 feet.

5 So it needs to be accommodated landscape
6 that can take up that grade.

7 So here it is in plan. To the right is
8 the southern end of Lake Kittamaquidi. This is LPP in
9 the center, making the bend. You see here as it goes
10 from north to east west.

11 And then the end of the east west retail
12 street reaching the lake. And there also is an
13 important drainage way that connects south to the lake
14 here, where the water needs to be infiltrated to the
15 soil, through this passage southward or eastward,
16 rather.

17 And here's a rendering. We're looking
18 west. The lake is in the foreground. So just to the
19 right here would be the parking lots, just south of

20 this building.

21 So the GGP building is just to the right.

1 And we're looking up this space which opens up, kind
2 of flares outward as it reaches the lake.

3 You can see to ascend this grade there's a
4 series of steps on the path on each side, and there's
5 a series of then slope walks that ascend up this
6 topography.

7 And then the idea here is that the
8 landscape is more natural as you reach the lake edge.
9 And that has a kind of ecological function as well to
10 create this new kind of lake edge planting, that it
11 starts to extend up the slope.

12 And then it becomes a more usable green
13 space at the end of Wincopin Street extended. So if
14 you were to have an arts festival or some other even,
15 you could use the end of the Wincopin Street green
16 space there for tents and the like to stage a festival
17 at the upper elevation.

18 And the left side shows the drainage way
19 with a series of weers to kind of slow the water down,

20 filter it, as it connects into the lake and on to the

21 water shed beyond.

1 What you see in the background, the
2 distance, is the end of the phase one development.

3 And, of course, eventually this righthand
4 side would also have a built edge along it in future
5 phases.

6 MR. HAMM: I would add one other piece of
7 this that probably needs to be mentioned.

8 And that is that it appears that General
9 Growth -- and one of the reasons this solution began
10 to suggest itself is that it appears that General
11 Growth owns the land on either side of this without
12 significant covenant or easement or other
13 restrictions, so that we can actually do this.

14 And it's -- and we think it's important to
15 reach to the lake and to begin to extend that strong
16 retail connection to the east as soon as possible as
17 an initial gesture to begin the move to the lake.

18 And that was one of the important features
19 in coming up with this approach.

20 MR. WARD: Greg, can I add one other

21 thing?

1 Michele referred to this connection as the
2 Spanish steps, which, I think, it reflects the aim to
3 make a great connection.

4 If you know the Spanish steps, it's a
5 series of terraces. But it's all paved and it's a
6 hard urban space.

7 What's different here is and what's
8 distinctly appropriate for Columbia and for this
9 strategy of sustainability and the landscape is to
10 make these Spanish steps in fact be quite natural and
11 be a green space, which ascends up from the lake.

12 MR. HAMM: Now I would like to talk about
13 Merriweather. And I think Alan you might want to
14 begin about talking about the elevation of the open
15 space in front of the mall.

16 And unless -- and to make it very clear,
17 what we're talking about, the plaza that we just saw
18 is this plaza here, is -- and Michele referenced this,
19 but it might have been lost on some.

20 But this is really built at a second

21 level. So the food court, the entrance to the food

1 court that we now know is probably 15 feet below the
2 elevation that we're talking about.

3 So we've essentially raised up this open
4 space significantly. And I'll let Alan talk about
5 that as it relates to Merriweather.

6 MR. WARD: So the Merriweather Post
7 Pavilion is this great cultural asset at the end of
8 phase one.

9 And the walking distance is less than 8
10 minutes from the mall down to the Post Pavilion. So
11 we feel that if we can make that a great walk, it's a
12 very simple, easy connection. People can park at the
13 mall, shared use parking in the parking garages at the
14 mall, and related to the office buildings.

15 And make this connection down to the Post
16 Pavilion. As Greg mentioned by the adjustments of the
17 grades in the phase one, it's almost a level path from
18 the mall down to the Post Pavilion.

19 Now, as we look at that site plan and look

20 at what the potential here, there have been a series

21 of previous planning studies that looked at the

1 program requirements for an upgraded Post Pavilion.

2 And the most recent and the most important
3 program was prepared by citizens advisory panel, which
4 made a number of recommendations and we basically have
5 followed that program.

6 And that includes added seating under
7 cover. So, in fact, expanding the covered area of
8 fixed seating, raising the roof in elevation so you
9 meet contemporary standards. Basically build a new
10 roof at a somewhat higher elevation, which is a
11 contemporary standards for these outdoor venues.

12 And also, it's kind of obvious that the
13 restrooms and concession areas could have a
14 significant improvement and upgrading. So that's an
15 understatement.

16 But basically we're showing new restrooms
17 and concessions. And they are also to standards that
18 are now common to the industry, which are
19 significantly more opportunity for a variety of food

20 and beverage. And, you know, restrooms better sized

21 and located on the site.

1 So that's what is illustrated here in this
2 rendering. Also, by the way, the program includes a
3 new stage and importantly new back of the house
4 facilities.

5 You know, artists today demand
6 significantly upgraded facilities rather than just a
7 trailer. So there's a new back stage facility shown,
8 as well as new service requirements because these
9 touring musical groups have significant number of
10 vehicles that are now, you know, not quite adequately
11 accommodated in the back.

12 So what you see here is a vision of this
13 upgraded Post Pavilion site. But importantly is an
14 improved link from the end of this retail street that
15 Michele described from the mall down to LPP and then a
16 landscape connector to the Post Pavilion.

17 It reaches this arching kind of arbor
18 shaded walkway which then takes you to entry gates at
19 both the east and the west side.

- 20 The other thing you have to consider in
- 21 upgrading these facilities is meeting contemporary

1 requirements for ADA accessibility which requires a
2 lot more length of walk in order to get people to
3 those gates.

4 But what it adds up to now, with the
5 upgraded Post Pavilion, this landscape link, you can
6 see a water cascade, a park space, a sculptural kind
7 of landmark that you would see from the mall all the
8 way down to Symphony Woods.

9 It now makes for a great deal more
10 continuity between market square, the mall and then
11 this great park space around Post Pavilion.

12 Now, what's also shown in this
13 rendering -- it's kind of a long range view -- is the
14 potential for a couple cultural facilities in Symphony
15 Woods.

16 This is the idea that Lord Consultants has
17 brought forward, Greg has described some of their
18 ideas, and that is to bring additional cultural
19 uses -- they are not quite defined here, but cultural

20 uses that would be in Symphony Woods so that that park

21 starts to come to life with some other uses,

1 particularly necessary we believe in the off season
2 from the Post Pavilion.

3 So you have something going on there, you
4 know, further into the year beyond just the concert
5 season.

6 MR. HAMM: Some of the ideas that have
7 been explored both by the Merriweather committee and
8 then by Lord are a few. One, as I mentioned before,
9 is the center for the study of small cities, another
10 might be a revised and enhanced library that becomes
11 more of a discovery library similar to the one, I
12 guess is done in Cerritos, California. That was a
13 joint venture with Disney.

14 If any group could pull that off, I
15 believe it would be Howard County, and the library
16 team that I've met and been very impressed with here.

17 The other thought, this land is all owned
18 by Columbia Association. The other thought might be
19 that Columbia Association headquarters with the

20 International Center for the Study of Small Cities

21 could be in one of these two locations.

1 So there's really a very strong civic
2 connection to Merriweather. She can't be here tonight
3 because she was nominated for a number of Helen Hayes
4 awards, but Toby Ornstein, integrating what she does
5 with her dinner theater and integrating another
6 restaurant use is something else that we're looking at
7 somewhere in the vicinity of Merriweather that we'd
8 very much like to accentuate.

9 Toby has thought that a children's theater
10 is a feature that very much could tie into Columbia's
11 vision and cultural identity.

12 She runs one now on a 501C3 basis. The
13 building shown to the edge here, which is right
14 outside of our property line and that's in the CA land
15 that -- the thought is that might be a museum or it
16 could be some other cultural activity.

17 We're going to look at the barns, the
18 existing barns as well and see if, you know, see what
19 other concepts can come out of that.

20 These are the ideas that we would like the
21 committee, you know, the downtown subcommittee on

1 culture to get into in much greater detail.

2 MR. WARD: Greg, let me add one other
3 point here.

4 In the rendering in the lower third, you
5 see LPP, the parkway.

6 And that crossing from the market square
7 to Symphony Woods is an important pedestrian
8 connection. So part of the thinking is a
9 reconsideration of that intersection, that signal
10 timing for pedestrians.

11 We tested whether a pedestrian bridge
12 might work or if you could go under. Those solutions
13 simply have proven in other locations not to work very
14 well as simply crossing at grade.

15 So we're proposing that that intersection
16 has the same capacity as it has today in terms of
17 lanes and turning movement, but that it also have as
18 part of its timing and its design treatment something
19 for pedestrians as well.

20 So it does mean that traffic which may go

21 45 miles an hour through here may have to stop here.

1 But that's part of the story here, this enhanced
2 pedestrian environment and this improved connection to
3 finally connect Symphony Woods in a convincing way
4 back to the mall and to this proposed market square.

5 Here it is in plan. You can see the area
6 that's highlighted in the middle is the Post Pavilion
7 site. The property line of that site is highlighted.

8 And all of these programmatic requirements
9 fit nicely into the zone that's shown here. It's a
10 little tight because we're on the wetlands to the
11 south. But the service, new service requirements can
12 fit on that south side.

13 You can see the concession, restroom
14 buildings on the east and west side where the new gate
15 areas are.

16 There was one key principal in the citizen
17 advisory panel, and that's preserve the ambiance of
18 Merriweather Post Pavilion and Symphony Woods.

19 So what we're showing is, while these new

20 structures are located around the seating bowl and the

21 lawn area, there's additional planting that helps tie

1 it into the existing preserved trees around the site.

2 The existing barns are shown at the upper
3 northwest corner there, the two barns. The existing
4 house is to the extreme right here, which might be
5 connected to some cultural use in the future.

6 But the idea is to go one step further,
7 not only preserve the ambiance of Post Pavilion and
8 Symphony Woods, but actually make the whole experience
9 from arriving, parking, connecting to the entry gates
10 and then afterwards, to make it fit into this
11 landscape in a far more interesting way.

12 MR. HAMM: I think what we would like to
13 close with, and then we'll have about 30 minutes of
14 question and answers tonight, we'll have ample
15 opportunities following tonight, next week and with
16 our website.

17 We will be launching our new website
18 tonight or tomorrow, if it hasn't -- knowing how the
19 technology has worked tonight, I hesitate to promise

20 anything.

21 I believe the website is ready to go and

1 it will be receptive of questions.

2 But what we begin to do here is lay out
3 what we think is a 30 year plan for how Columbia
4 can -- how the Town Center can move forward in a
5 system that kicks it off in a likely realistic manner,
6 but then allows for growth and flexibility in the
7 future in a way that optimizes the quality of life for
8 the people here and stays in keeping with the
9 objectives laid out by the vision of Rouse.

10 And what we would see ultimately in this
11 plan, I just want to see -- that's it.

12 Some of the other things that we see here
13 happening eventually over the 30 year period would be
14 the inclusion of another interchange. Marty Wells
15 will speak about this in more detail on May 7th.

16 We have been looking at this and one of
17 the ideas that seems to make some sense is connecting
18 the interchange to basically flying over the lower
19 half of the Lake Front and connecting it to the outer

20 ring road.

21 And a number of things come up. One is

1 and one of the earlier images that we showed you, Jim
2 Rouse had this idea back in the '60s, or somebody did.
3 And it showed up then, and it was a very interesting
4 concept.

5 Another idea or another thing that, you
6 know, initially we thought environmentally it would be
7 inadvisable. And at first blush, it appears that the
8 opposite is true. That we, because of the widening of
9 roads, it looks like we may be to impact fewer
10 environmentally sensitive areas on either side of the
11 roadway by eliminating a diamond interchange, and
12 having the turn lanes occur inside the north and
13 southbound 29 lanes.

14 The other thing it does is, when I have
15 been to eight of the ten villages thusfar. And when I
16 went to Oakland Mills, I, you know, one of the things
17 that I heard over and over again was that we want to
18 be connected. And there was a very remarkable, very
19 impressive effort to renovate and revitalize Oakland

20 Mills.

21 The only thing I can promise is that I'll

1 try to make a connection. And I didn't know what that
2 meant, but I thought you need to be connected to us in
3 a better way.

4 What I think the plan does tonight is both
5 with the steps to the Lake Front that Alan drew and
6 ultimately perhaps a bridge that connects, we can make
7 the connection to Oakland Mills far more meaningful
8 both from a pedestrian and ultimately vehicular stand
9 point.

10 The other idea here, as you can see, is we
11 begin to create blocks that are more rectilinear. We
12 create a language of streets that's more
13 understandable.

14 There was a slide earlier that talked
15 about this grid and the language of this grid
16 amounting to fewer trips, and allowing more people to
17 go more places from point A to point B more directly,
18 with less congestion in the interchanges.

19 And I believe that. I also believe very

20 strongly that mix of uses works. Office, retail,

21 hotel and residential integrated into one environment

1 reduces auto trips.

2 So this grid begins to allow for that to
3 happen. It begins to allow for the future growth that
4 is going to come to the region and wants to happen in
5 places that are smart to take place.

6 And then it ultimately allows with this
7 density for us to harness the economic energy of that,
8 and really create what we think can become a truly
9 unique setting in Columbia, and can foster and
10 strengthen its culture and be a model, really, for
11 small cities throughout the world.

12 So with that, I will conclude our part of
13 the presentation tonight. Thank you all very much for
14 your attention and attendance, and open it up for
15 questions.

16 MS. NICHOLAS: I'm Barbara Nicholas, and
17 I'm going to be your host for the Q and A.

18 We're actually going to bring Greg down,
19 and Greg and I are going to be down here. We're going

20 to be sharing a mike, Greg, because you're not on the

21 lavalier.

1 And we're going to keep Alan, Keith and
2 Michele up there as a panel and they will actually
3 assist Greg in answering the questions.

4 First I want to thank any and all of you
5 who are going to stay. We know this has been a long
6 night. And we wanted to share this two and a half
7 year journey with you. So thank you for staying.

8 And we also know that this is a very
9 passionate engaged community, and you want to have
10 your opportunity to make your comments and ask your
11 questions.

12 So we're going to do that tonight, as Greg
13 said. And on all of your chairs was this series of
14 the next meetings where we will share the details next
15 week, and then the series of community discussion
16 sections where we will be collecting all of your
17 comments and more questions.

18 So tonight we'd like to answer as many
19 questions as possible. Please keep your questions

20 short.

21 And as for that, I guess we'll get

1 started. And I have some cards from the break, so I'm
2 going to take the first question from the card. And
3 we're going to do as we've done for the past four
4 community forums. We're going to alternate between
5 the cards and the groups.

6 So the first question -- and Greg, I'll
7 ask the question and then if you answer, you will take
8 the mike from me. If not, you will indicate who will
9 answer it.

10 The first question: Baltimore has a
11 terrible regional transportation system. Columbia
12 needs a connection to the Washington Metro and still
13 non-existent Baltimore system.

14 How is this being considered? Dependence
15 on the car must end.

16 MR. HAMM: Well, very simply, the first
17 thing and the best thing I can do in that regard is
18 again refer you to the rectilinear grid system and
19 creating a walkable navigable road system.

20 Think globally and act locally used to be

21 the bumper sticker. I think that's one piece that we

1 can begin to do in order to allow for good things to
2 follow.

3 But I'd like to hand this to Marty Wells
4 who's to my right who can add some substance to that
5 general notion that I think to be correct.

6 MR. WELLS: We are looking at alternatives
7 to the automobile. This plan should not and will not
8 be completely dependent on private automobile travel.

9 There's another group not represented here
10 tonight, but an important part of our consultant team,
11 and that's ARUP. They will be here on May 7th to talk
12 about these transit matters in greater detail.

13 Suffice it to say, we're looking at a wide
14 range of services and facilities from the sort of
15 bottom to top. We're looking at circulator bus system
16 within the Town Center.

17 In other words, once you arrive here, you
18 can get anywhere else in Town Center by hopping on a
19 little trolley or a bus. We're looking at that.

20 We're looking at enhancing the bus

21 connections between the villages -- among the villages

1 and to the Town Center.

2 And we're mindful of the regional, more
3 regional higher speed, higher capacity transit lines,
4 like extending the green line to Columbia.

5 That's under study by others. And we're
6 mindful of that. That's not a commitment, but we're
7 mindful of it.

8 More later.

9 MR. HAMM: I would add to that as well,
10 there's -- I saw, I believe, Kate Hetterington who was
11 here, who runs Howard County Community College. She's
12 over here. The college at this time, she's a
13 tremendous asset to this community, and I think
14 everyone should give her a round of applause.

15 And congratulations for the award she just
16 won, the equivalent of the Baldrige Award, the college
17 one, handed out by, I believe, the United States
18 Senate in recognition of their excellence.

19 So the college at this time is -- leases

20 spaces from General Growth, and actually has a bus go

21 back and forth to -- at our mall, they lease spaces

1 and they have a bus go back and forth.

2 We think that there's an opportunity
3 easily to begin to form a transportation management
4 association that can incorporate other land owners in
5 the Town Center area to expand on this.

6 And not only have the college doing this,
7 but the trolley system Marty spoke of isn't that far
8 away. So we can begin, we think, in the near term to
9 effect some of those changes.

10 MS. NICHOLAS: Thank you. Where are the
11 guys out there with the microphones? Where are my
12 guys? Marsha, do you have somebody? I thought you
13 were raising your mike.

14 PARTICIPANT: There's going to be a lot of
15 questions, I believe, about transportation and
16 traffic.

17 So my first question is on that topic.
18 The one gentlemen that talked about transportation in
19 the beginning, talked about a circle around Columbia

20 and that most people come through Columbia to get from

21 point A to point B and not necessarily to go to a

1 destination just downtown.

2 Greg, you talked about some changes in the
3 future to Route 29. But I'd like to focus -- if in
4 fact you are going to do traffic calming on Little
5 Patuxent Parkway where you cross to go to your
6 Symphony Woods property from the mall, and you talked
7 about slowing traffic down at that intersection, how
8 are going to handle those people who use that to get
9 from point A to point B now without some changes to
10 handle that additional traffic load.

11 If you start slowing traffic down along
12 Little Patuxent Parkway, and with people going to have
13 to move from Columbia to their jobs in Baltimore to
14 Washington D.C. to Fort Meade, how is that going to be
15 accomplished.

16 MR. HAMM: That's a very good question.
17 Thank you. We will undoubtedly get into more detail
18 on this traffic issue next Wednesday evening.

19 One of the earlier slides showed the road

20 network in Columbia. And one of the slides Michele

21 spoke of showed the small road network system in the

1 Town Center, and basically it was non-existent.

2 So among the things that we will do in the
3 first phase is begin to put that finer network of
4 roads in place.

5 The street grid system that begins to pay
6 dividends immediately in terms of alternate ways to
7 get in and around the Town Center.

8 So your question is excellent and we will
9 make note of that and address it in more detail on
10 Wednesday evening as a question already posed.

11 MS. NICHOLAS: So a question from the card
12 here.

13 How is Oakland Mills better connected to
14 Town Center? That was unclear during the
15 presentation.

16 MR. HAMM: Two ways, I think. Number one
17 is the steps that were shown by Alan -- that were
18 designed by Alan Ward that go from the Lake Front --
19 now what have I done?

20 The steps that will go from a phase one to

21 the -- the link phase one to the east goes all the way

1 to the Lake Front.

2 And if you notice, there is a pedestrian
3 pathway that right now ties into the pedestrian bridge
4 that goes over to Oakland Mills.

5 Our understanding is that pedestrian
6 connection is -- there we go.

7 This area here is the east west connection
8 to the mall, and to what would be the first phase of
9 development.

10 This is the edge of GGP's property. This
11 is the Lake Front. This path system here now would
12 open up and tie into the existing path system that
13 goes over the foot bridge, which is not ideal long
14 term. But one of the things that needs to happen is
15 the safety and security of that connection needs to be
16 improved from everything that we have understood.

17 By getting light and access and activity
18 closer to that area, we believe we will get eyes on --
19 eyes on the situation and make that a safer, more

20 comfortable and inviting pedestrian connection, short

21 term.

1 Long term, and this is -- by no means is
2 the answer, but it's a thought. And that is, if
3 this -- if we were to add an interchange off of 29 and
4 it would here -- you would access between the north
5 and south roadways here, this connection and bridge
6 over the lake could tie right into essentially Oakland
7 Mills Village Center.

8 And that could be both a pedestrian and
9 vehicular connection, which we think would provide
10 significant improvement to that -- to Oakland Mills.

11 MS. NICHOLAS: So we have some -- over
12 here.

13 PARTICIPANT: It's so nice to see
14 something concrete, as opposed to abstract thinking.
15 It's a relief.

16 The subject I want to bring up isn't too
17 pleasant, but I haven't heard you mention anything
18 about it. That's the subject of public safety and
19 crime.

20 I'm wondering if in your thinking as you

21 think about planning that you keep in mind the size of

1 the Howard County police force, which isn't large
2 enough due to budget issues. They are very fine
3 police force. And we do have crime.

4 And a lot of times some of our pathways
5 aren't used because crimes have occurred there.

6 And so I think we need to be careful going
7 forward to provide for public safety and to provide,
8 you know, assurances with all of the wonderful parts
9 of the plans -- if we don't think about that, I think
10 we're missing something.

11 And at the beginning of Columbia, the
12 planning team forgot to think about a cemetery. And
13 all of a sudden we realized, utopia didn't have a
14 cemetery. Of course, it doesn't. It's not supposed
15 to happen. The same thing with crime.

16 But I think it really needs to be taken
17 into serious consideration.

18 MR. HAMM: Thank you. That's a very good
19 point.

20 I meant to touch on that with the

21 discussion of the Oakland Mills connection and trying

1 to get more light, more activity.

2 One of the benefits of new urbanism that
3 we believe in is eyes on the street, you know, 24 hour
4 environments become more self policing is point number
5 one.

6 And I think that the images that Alan
7 showed of pedestrian connections all incorporated new
8 lighting as well.

9 So lighting is critical. You know, to
10 make it walkable, it has to be inviting and safe. And
11 that means lighted and active.

12 The last point I will make on that topic
13 is that the police force is limited, obviously. The
14 more efficient -- the more -- the more efficiently we
15 can create density here, the better cost per employee
16 of delivering fire safety and many municipal services.
17 And the Brookings Institute has studied that, and a
18 number of other organizations have.

19 And I think there's real benefit there

20 that we can begin to harvest.

21 So your point is excellent. We did not

1 address fire stations, we did not address police
2 stations tonight or substations.

3 They are clearly part of our thinking and
4 part of this equation.

5 MS. ELKTON: Can I add one thing?

6 One of the things that I think is very
7 important and I think you touched on it today, I think
8 it's worth repeating, is that what we are very
9 committed to in this design process is that every
10 neighborhood here be a mixed use neighborhood.

11 In that way, you don't have neighborhoods
12 that are dark at night. When you have commercial
13 districts that are solely commercial, no one is living
14 there at night, and it tends to be not a good place to
15 walk after the restaurants close.

16 So one of the things that's very
17 important, that we believe in for Columbia, is that
18 every neighborhood have a component of residential in
19 it. In this way I think it, you know, can also best

20 respond to that whole issue of security.

21 MR. HAMM: That's a great point. Thank

1 you.

2 MS. NICHOLAS: Okay. We've got some very
3 interesting questions here on the card.

4 Phase one does not appear to generate much
5 revenue. Who pays for phase one? If it's phase two,
6 what do you see as phase two and what time frame do
7 you see for phase one?

8 MR. HAMM: Phase one is a big project. It
9 would be roughly 300,000 feet of retail, ultimately
10 150,000 feet of office and a significant hotel block.

11 So it's a very large project. It probably
12 would be broken into smaller phases as well.

13 So, you know, I think it is a big project.
14 It might be deceiving in the, you know, in the context
15 of a larger Columbia.

16 What we do envision, though, regardless of
17 phase one and, you know, it should be a good
18 project -- but what we do envision, particularly as we
19 get into things like the cultural Master Plan, the

20 renovation of Merriweather, some of the macro

21 infrastructure costs are coming up with a public

1 private arrangement or partnership that would allow
2 for us to section off portion of the net new taxes --
3 not any new taxes on you, but new tax revenues
4 generated from the project to up front some of the
5 larger ticket items.

6 In order to do that, we obviously would
7 have skin in the game and need to put guarantees in
8 place to make sure those revenues were -- those tax
9 revenues came in and were repaid.

10 But the bottom line is the net economic
11 impact both to Howard County and to Columbia
12 Association and to the taxpayer here would be
13 significantly positive by virtue of all of these
14 improvements.

15 And we will get into that in more detail
16 in the future. But that's our thought, and it really
17 allows things like the restoration of the subwater
18 sheds, it allows things like fixing Merriweather, the
19 creation of some of these really important cultural

20 areas and places to happen up front and bring a lot of

21 value to the table early for Columbia.

1 MS. NICHOLAS: Okay. I think we're back
2 here with you, Devron.

3 PARTICIPANT: Can you hear me up front?

4 What is the game plan for the infusion of
5 5500 housing units and over what sequential period of
6 time do you plan to do this? I heard questions
7 earlier about the infrastructure relative to safety
8 traffic and the environment.

9 5500 housing units is right now five
10 percent of Columbia's total population, if you put one
11 person in a house. I haven't heard much of a
12 conversation on that. We haven't heard any of the
13 elected officials talk about it.

14 That's a serious infusion of housing.
15 What's the time period? What's the game plan? Can
16 you give us some idea, because a lot of Columbia
17 citizens are very concerned about it.

18 MR. HAMM: Thank you very much.

19 I think that the plan would be over, you

20 know, roughly a 30 year period of time. It's a very

21 long term horizon. And we're showing how this growth

1 could be accommodated into Columbia over a long period
2 of time.

3 So I don't -- I don't have a more detailed
4 answer for you than that. But the road, you know,
5 what we want to get into the details with the
6 community and the County on are the measurements by
7 which we will determine, you know, when and where the
8 growth goes.

9 Because there needs to be some, we
10 believe, objective facts with respect to
11 sustainability, with respect to school impact, with
12 respect to police and fire and water and all of these
13 things that constitute our quality of life that need
14 to be taken into consideration as we come up with our
15 phasing plan.

16 We will be addressing that in the coming
17 weeks, but we don't yet have something to present to
18 you tonight. But we will be addressing that very
19 shortly.

20 PARTICIPANT: With all due respect. If
21 you want the plans that you want to the citizens of

1 Columbia approved, are you asking for the housing
2 component to be approved before we know the details?

3 MR. HAMM: We will be submitting -- it's a
4 very good question. There's two pieces to it.

5 The phase one plan that we showed with the
6 retail, the hotel and the office all works within the
7 existing zoning.

8 So we don't need a zoning change for that.
9 We would be requesting a development plan amendment
10 for that piece of it.

11 We will in June or -- late June, early
12 July, this summer, we will be submitting a request for
13 a zoning change to the County on all of the other land
14 that is not included in the first phase.

15 So we expect, you know, we'll be making
16 that request hopefully June this year. And at that
17 time, we'll be into the details on the phasing
18 questions. The first phase that I showed you tonight,
19 though, does not require that zoning change.

20 PARTICIPANT: I just thing that needs to
21 be clarified. I here some equivocation. With all due

1 respect, we, I think as residents want clarity on what
2 is the game plan on the housing? Are you asking for
3 approval for a zoning change for the housing or
4 whatever it is in June and then you are going to deal
5 with it later?

6 MR. HAMM: We very clearly will be asking
7 for that zoning change in June.

8 I don't mean to equivocate at all. In
9 June we will be requesting that, yes.

10 And that will be -- we will have many more
11 meetings on that here. The County process will
12 involve public hearings at both the planning board and
13 the County Council level.

14 Ultimately that should be heard in
15 November or -- November to January of the coming year.
16 So we very clearly will be requesting that in our June
17 submission.

18 MS. NICHOLAS: Now we have a question back
19 here on the card. It looks like Symphony Woods will

20 be sliced and diced by new roads and buildings. What

21 percentage of the trees would be removed and how many

1 subdivided areas within Symphony Woods would result?

2 MR. HAMM: One of the visions -- one of
3 the visuals here did show potential civic uses in
4 Symphony Woods. We showed maybe a library, maybe the
5 CA headquarters, some use that is civic.

6 That's CA's line and that LCA's decision,
7 not ours. We have consulted with Keith Bowers and
8 have begun to evaluate and prioritize the open space
9 areas and the value of Symphony Woods and the places
10 where it is -- where it needs some help and places
11 where it's better.

12 And we believe that by first of all making
13 Merriweather work, we're going to need better -- we're
14 going to need ADA access and we're going to need a
15 better network of streets surrounding Merriweather.

16 And at the end of the day, by the time we
17 would look at green roofs that would be put on
18 existing surface parking lot that makes up most of
19 Columbia, and by the time we look at the new parks

20 that we will be adding to the first phases, the second

21 phases the third phases, we will significantly

1 increase the amount of green space in the Town Center,
2 and in the area immediately adjacent to Symphony
3 Woods.

4 So net trees we should increase through
5 the development of this plan.

6 And that would be done through the net new
7 parks, again, through green roofs, and through better
8 managing the trees and the infrastructure and the
9 woods that are there today.

10 MS. NICHOLAS: Okay. I think we have a
11 question over here.

12 PARTICIPANT: Mr. Hamm, how do you get
13 affordable housing with this added density that we're
14 talking about?

15 MR. HAMM: We've got to ask the committee.
16 It's a very good question. I think we want to set up
17 a committee to study it carefully and make sure that
18 we do it and we do it well.

19 That we include a true mix and range of

20 housing types and prices. And there's obviously going

21 to need to be a combination of factors, and I think

1 that will range from subsidies on the part of the
2 developer from going after public funding as it
3 becomes available, though that interests me less than
4 private sector solutions as part of what we'll be
5 discussing with our group.

6 And we'll come up with our best answers,
7 really that meets the recommendations of our
8 committee.

9 Sorry to not be more specific, but that's
10 how we intend to address it.

11 PARTICIPANT: Thank you.

12 MS. NICHOLAS: We have a question from the
13 card. This is interesting writing, so I apologize to
14 the person who wrote it if I don't get it correctly.
15 It has to do with walking.

16 Connectivity is not achieved when missing
17 links -- unless missing links are tied together.
18 Shouldn't walking infrastructure be put in place
19 immediately to give a sense of a walkable Town Center?

20 Older residents will be pleased and new ones will want

21 to come here.

1 MR. HAMM: Yes.

2 MS. NICHOLAS: I guess that means we
3 have -- who's with a mike here?

4 PARTICIPANT: Two questions that aren't
5 necessarily linked or related.

6 First, is there any opportunity for
7 artisans in a clipper mill type of format which is in
8 Baltimore or even more locally Savage Mill.

9 And secondly, in your presentation can you
10 clarify that big box retail is excluded?

11 MR. HAMM: Your second question, I don't
12 know that I would want to do that, honestly, because I
13 don't -- I think that big box retail defined as such
14 isn't something that fits into this at all.

15 But, if you were to do a nice two level
16 Best Buy as part of the retail piece of our first
17 phase or a Crate and Barrel, you know, that's well
18 integrated, I don't know. I don't know that that's
19 intrinsically evil.

20 I think that could be something that could

21 fit nicely in this context.

1 Furthermore, if the right grid system is
2 set into place, you know, you could have placeholders,
3 perhaps, something that with a grid and with the
4 strong architectural controls could be very
5 interesting retail that would have, you know, larger
6 uses.

7 I do think, you know, a Costco, a Sam's
8 Club those things -- a Wal-Mart, those things you
9 generally consider to be big box that don't have much
10 imagination or auto oriented are absolutely not what
11 we would be looking for.

12 Whatever retail, you know, I don't think
13 it should be, I don't think we should oppose it simply
14 because of its size.

15 We should opposed it because of its
16 orientation. It if's pedestrian oriented, pedestrian
17 friendly. If it's a type of place you wouldn't mind
18 living next to, then we should be open to it.

19 If it's not, you know, then we -- that

20 probably doesn't belong here.

21 With respect to the art scenario, I'm not

1 familiar with them. Thursday night I think we have
2 our meeting with Gail Lord. I would strongly
3 encourage you to come.

4 I know of Savage Mills vaguely, but I
5 don't know the details. I think that's part of what
6 she envisions, and I think that it's part of -- it
7 sounds like the type of environment we'd very much
8 like to create. So, thank you.

9 MS. NICHOLAS: Okay. A question from the
10 card.

11 The card. I've noticed that virtually
12 every near Columbia elementary school is being
13 expanded. What are plans for school capacity at all
14 educational levels as population increases?

15 MR. HAMM: That's a great question that we
16 need to get back to you on. I don't have an answer
17 for it, but it's one that we need to address in the
18 coming weeks.

19 MS. NICHOLAS: All right.

20 PARTICIPANT: First of all, thank you for
21 a really comprehensive exploration of possibilities.

1 Will there be an opportunity for us to see
2 what you have in mind for GGP vis-a-vis what Columbia
3 Association may be thinking of? Because clearly
4 there's interactivity between the two, and your plans
5 do not live in isolation from theirs.

6 MR. HAMM: We had one meeting with CA, the
7 old board, and we would be delighted to have more with
8 them.

9 And absolutely the plan that we've shown
10 you, the first phase, we think we can do pretty much
11 all on GGP property.

12 Obviously when we get into Merriweather
13 and what we do there, it makes a lot -- we can do much
14 more if we work hand in hand with CA.

15 And so we very much want to keep that
16 dialogue going. I see Barbara Russell here who's been
17 helpful in setting up the first meeting we had and
18 will continue that legacy of cooperation going
19 forward.

20 Lake Front is a big issue there. There's

21 all kinds of easements, covenants and land that we

1 don't own. So we, you know, it's a long term solution
2 to fix that.

3 MS. NICHOLAS: Okay. Over here.

4 PARTICIPANT: Yes. The phase one looks
5 fantastic. I'm really pleased with it. I was curious
6 about Merriweather Post Pavilion what kind of time
7 line you might be addressing? Do you see it impacting
8 the concert schedules, graduations, et cetera? Your
9 comments.

10 MR. HAMM: Thank you. We have been
11 meeting with Seth -- Seth was here earlier. He may
12 have had to leave. But we understand the need to
13 honor the concert schedules and attempt to work around
14 that.

15 There's a lot of improvements planned for
16 Merriweather, ultimately. Our hope would be by 2010,
17 2011 would be the position to begin those
18 improvements.

19 And the details of the timing of it, we

20 would need to address then, a little later. We're not

21 quite ready to get into the nuts and bolts of timing

1 and construction phasing.

2 MS. NICHOLAS: So one more question from
3 the card, that you addressed and it sounds like you
4 weren't clear enough Greg. And I think this is near
5 and dear in everyone's heart. What happens to Toby's
6 dinner theater?

7 MR. HAMM: Toby is not here to defend
8 herself, so -- all I meant to say is that we're in
9 discussions with Toby and would very much like her to
10 be a part of the solution of our cultural Master Plan.

11 And she very well may stay where she is,
12 but we'd like to work with her and come up with ideas
13 to bring that, you know, treasure to life as much as
14 we can and move it, you know, into a more prominent
15 position in Columbia.

16 That's all.

17 So maybe nothing but, you know, we hope
18 something great.

19 MS. NICHOLAS: All right guys. You have

20 been with us for three hours, and thank you very much.

21 Oh -- Greg has just called on you.

1 PARTICIPANT: First of all -- first of
2 all, thank you so much. Everything is just -- is
3 beginning to unfold now. We're starting to see the
4 Master Plan, and the different phases and so forth.

5 Honestly, I have so many questions. Just
6 to start, you mentioned Wild Like -- you mentioned
7 Oakland Mills and Wild Lake amongst the villages that
8 would connect with Town Center and Lake Front.

9 Could you tell us a little bit more about
10 what you have in mind for Wild Lake, our beloved Wild
11 Lake. I'm very vested in the future of Wild Lake.

12 MR. HAMM: Sure. Thank you.

13 We don't own anything in Wild Lake, so
14 we're limited in terms of what we can effect there.

15 But what Alan's work focused on really was
16 making that connection as strong as we possibly can.

17 And then we want to work with the owners
18 of the village center there to make sure that as well
19 as the County and the community, to make sure that the

20 zoning changes that we persue make for a stronger

21 downtown that also understand and recognize the need

1 for strong village centers.

2 So we want to be part of that solution,

3 but we all kind of need to work it out together.

4 So I'm not -- we met with them twice.

5 We're going to be meeting with them again and we

6 will -- we want them to be very successful there.

7 MR. HAMM: Thank you all very much. Good

8 night.

9 (Proceedings concluded at 10:00 p.m.)

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1 STATE OF MARYLAND

2 CITY OF BALTIMORE: ss

3

4 I, Paula J. Eliopoulos, a Notary Public in and
5 for the State of Maryland, Baltimore City, do hereby
6 certify that the foregoing is a true and accurate
7 transcript of the proceedings indicated.

8 As witness, my hand and notarial seal this
9 1st day of May, 2008.

10

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Paula J. Eliopoulos