

Theme 1 – Making a Special Place		
	DPZ Key Recommendation:	GGP Response:
1.	The plan should address a strategy to preserve the former Rouse Company Headquarters	GGP will prepare specific design guidelines for the Lakefront core and any redevelopment of the GGP HQ building parcel which may or may not include the former Rouse Company Headquarters building. The design guidelines will address building height, massing, scale building orientation, pedestrian and vehicular access and open space appropriate for its lakefront location.
2.	The Plan should coordinate the proposed development program including heights, densities and number of hotel rooms in the General Plan amendment, Zoning Regulation amendment and Supplemental Documents.	Agree. GGP will amend all documents to be consistent.
3.	The Illustrative Plans provided as exhibits should include all of the area covered by the Final Development Plans listed in the Zoning Regulation Amendment.	Agree - GGP will amend the exhibit and documents to be consistent.
4.	The Plan should provide for design guidelines for the Columbia Mall as part of one or more neighborhoods.	Agree - GGP will further study to determine which neighborhoods and how to differentiate the Columbia Mall to incorporate into the final Design Guidelines
5.	The Plan should delineate boundaries for the Lakefront core.	Agree
6.	The Plan should provide for design guidelines to address how the Warfield neighborhood would provide pedestrian and multi-modal connections and design relationships with the existing residential communities.	Agree - GGP will prepare revised guidelines during the preparation of the final Design Guidelines
7.	The Plan should identify strategies to attract and support local merchants within the Downtown and to complement neighborhood retail uses in the nearby, neighboring village centers.	Agree - Language should be added to the plan discussing the need for the preparation of a merchandising plan for Downtown and the Village Centers.
8.	The Plan should include a 15-percent MIHU requirement consistent with other comparable zoning districts as well as the proposed 10-percent middle income housing requirement. These requirements should also be included within the Zoning Regulation Amendment and address concerns about external appearance.	GGP continues to believe that an innovative and flexible strategy for a full spectrum housing program would provide the most flexible, appropriate and diverse mix of housing in downtown Columbia. However, we will continue to work with the County and affordable housing task force to finalize a program which will meet the needs of the final Plan and downtown.
9.	The Plan should identify a suitable location for a new fire station so that construction may begin as soon as possible.	Agree - GGP will meet with the County public safety office on location and program needs to incorporate into the plan.
10.	The Plan should include a revised phasing plan that ensures Merriweather Post Pavilion is renovated in the first phase of development in accordance with the General Plan Amendment.	Agree - GGP believes that the phasing plan and Amenities program outlined in section 4.2 of the Plan provides for this commitment to renovate Merriweather Post Pavilion in Phase I.
11.	The Plan should include a “percent for art” program for private development based on construction costs or an alternative commitment to support public art.	Agree – However alternate commitments to cultural arts that are already included in the plan should be credited towards any public art requirement. IN addition, we believe that other forms of offset should be allowed such as inclusion of public art and programs into private facilities work and improvements. GGP will work with staff to develop a comprehensive program which incorporates these concepts.

12.	The Plan should include a strategy for County Council's adoption of Downtown-wide design guidelines and review by the County's Design Advisory Panel (DAP) . DAP review and a strategy for the inclusion of more detailed neighborhood design guidelines at the Final Development Plan stage should be described in the Zoning Regulation Amendment.	Agree
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Theme 2 – Moving and Connecting People

DPZ Key Recommendation:		GGP Response:
1.	The Plan should provide for more fully developed bicycle accommodations for a complete streets approach .	Agree - GGP will further this discussion and revise documents accordingly. Prior to the first FDP submission, pedestrian environmental quality design guidelines will be created.
2.	The Plan should cross-reference street types described in the General Plan amendment, design guidelines and roadway classifications in County's Roads Design Manual on Exhibit H: <i>Street Framework Diagram</i> .	Agree - GGP will prepare a matrix.
3.	The Plan should include a timetable for feasibility studies of transit and major transportation improvements.	Agree – As part of the APF submission with each Final Development Plan, GGP will evaluate the feasibility of the recommended local transportation and pedestrian environmental quality improvements required by the APF ordinance and the final Design Guidelines. Within 60 days following the submission of the first FDP under the Plan, GGP will initiate feasibility studies for the new downtown Route 29 interchange, the Broken Land Parkway / Route 29 north/south collector road connection as well as the new downtown transit hub. Additionally, an updated and amended Transportation Policy Map to show the new Route 29 interchange will be included in the Plan.
4.	The Plan should address requiring provisions in the Adequate Public Facilities Act for regular, five-year reassessments of transportation strategies, their successes or failures, and requiring further mitigation and adjustment of future projections as needed.	Agree
5.	The Plan should recommend review (at the FDP stage) of proposals for design and funding of pedestrian, bicycle and transit improvements across the existing grade-separated pedestrian overpass at Route 29 and connecting to Oakland Mills Village Center.	Agree
6.	The Plan should identify a strategy for locating the transit hub and potential transit corridors .	Agree - GGP will locate it with possible optional locations.
7.	The Plan should include alternative strategies to address parking systems in Downtown .	Agree – Language will be added to the Plan which encourages analysis of various parking systems and strategies to be implemented with each parking structure and program.
8.	The Plan should include specific Design Guidelines for the treatment of garages to include retail in the ground floor levels in order to support a successful park-once approach and improve the pedestrian experience.	Agree -This was the intent of the Design Guidelines. GGP will review and make revisions and clarifications to strengthen these concepts.

Theme 3 – Sustaining the Environment

DPZ Key Recommendation:		GGP Response:
1.	The Plan should include strategies for exceeding the County's required standards related to green construction and operations .	Agree – GGP will work with Biohabitats to develop strategies for inclusion of standards and requirements from the Howard County Green Neighborhood Guidance document and USGBC Green Buildings Guidelines. Guidance will be included in final Sustainability Guidelines. However it should be noted that the environmental enhancements and many of the land planning components identified in the plan substantially exceed existing environmental regulatory requirements.

2.	The Plan should provide a timetable for implementing environmental restoration and storm water management projects described in the Supplemental Documents. Environmental restoration and storm water management projects should be specifically described in the phasing plan and should include formal agreements for ongoing maintenance prior to completion of the phase.	Agree - The phasing guidelines in the submission include restoration milestones for the Environmental Enhancements plan. GGP will clarify.
3.	The Plan should provide for an acre-to-acre replacement plan of parkland for each acre of Symphony Woods where new buildings are planned; or, the plan should suggest other locations for proposed arts, cultural and community facilities if the Columbia Association does not authorize such facilities on their land.	Agree - The Plan does not require that such development occur. Rather the Plan provides the opportunity for cultural enhancement within Symphony Woods. Any development within Symphony Woods should be environmentally responsible and would have to be approved by the Planning Board. Environmental enhancements as detailed in the Plan Supplemental Documents should be available for replacement credit.
4.	The Plan should discuss distinct (mutually exclusive) definitions and separate requirements for accounting of existing designated open space, new amenity areas and new arts, cultural and community uses and facilities.	Agree
5.	The Plan should indicate a minimum required amount of total new amenity areas in acres per neighborhood.	Agree – GGP has included in its submission document a plan showing 16 new Amenity spaces and the requirement for at least one 25,000 sf minimum area per neighborhood.
6.	The Plan should coordinate proposed Design Guidelines and proposed Sustainability Framework to provide for general Green Design Guidelines for all of Downtown Columbia for adoption by the County Council. These Green Design Guidelines could then be used as the basis for devising unique Green Design Guidelines for each neighborhood that could be included in each neighborhood-specific FDP amendment.	Agree – This is will be part of the Sustainability Guidelines to be developed in year 1 after approval. Also adoption of County’s Green Neighborhood Guidance Document
7.	As the proposed master plan is refined, alternate designs should be pursued to minimize impacts on high quality forest areas identified in Supplemental Documents.	Agree – GGP’s Environmental Enhancements plan has cataloged and quantified all forest areas as delineated in the Supplemental Documents. All future or refined master plans will be developed using the same measurements and guidance as the current plan.

Theme 4 - Balancing and Phasing Growth

	DPZ Key Recommendation:	GGP Response:
1.	The phasing plan shall consist of six increments that set maximum levels of new development for each land use category: residential, retail, office and hotel. The phasing plan shall also require minimum levels of development that shall be completed for each land use category before the next phase commences.	GGP has developed the phasing based on extensive modeling and economic analysis and continues to believe three phases are appropriate. GGP will strengthen the Phasing table on pg 58 of the Plan, and the CEPPA matrix, to more clearly establish minimum and maximum development levels for each phase and to confirm commitments to public improvements by phase as intended. The ZRA will establish a requirement that before approving a site development plan the Planning Board must determine that Downtown Community Commons, Downtown Parkland and Environmental Restoration are being provided in accordance with the Downtown General Plan Amendment.
2.	Each phase shall include a list of infrastructure, restoration and amenity projects to be completed before the next phase can commence. Each project shall be funded, in part or in its entirety, by a financial contribution from the original petitioner. Each phase shall include at least one project from each the following categories: <ul style="list-style-type: none"> - Transit and major transportation improvements not currently required by APF (such as additional lanes or interchange improvements, etc.) • <i>First phase</i> shall include completion of feasibility studies for all needed major transportation improvements - Environmental restoration projects for those watersheds that include the Downtown area - Downtown Neighborhood Community Gathering Space (to be included within the first 	Agree - Each phase in our current phasing plan does this (see pages 59-63) except that some projects such as environmental restoration are completed before the final phases. Additional clarification will be provided about Amenity phasing and responsibility.

	<p>five phases) - Arts, Cultural and Community or public/civic facility (Schools, Fire Station, Police sub-station, Library) • <i>First Phase</i> shall include renovations to Merriweather Post Pavilion as described in the GPA and identification of a location for a new Downtown Fire Station.</p>	
3.	<p>The Plan shall require each FDP amendment to include tracking of all previous and current phases, to ensure completion of required projects, to provide a comparison of currently completed projects with phasing plan, and provide strategies on how a proposed FDP amendment will implement and comply with current phase.</p>	Agree
4.	<p>The Plan should include project monitoring in five-year increments with developer reporting, association reporting, and GGP cumulative reporting including the regular five-year re-assessment of traffic analyses.</p>	Agree
Theme 5 – Involving Everyone		
	DPZ Key Recommendation:	GGP Response:
1.	<p>The Plan should clarify that Final Development Plans will address an entire neighborhood at a minimum.</p>	Agree - GGP will work with staff to develop revised FDP requirements to include a neighborhood concept plan and Masterplan coordination with each FDP submission.
2.	<p>The Plan should discuss possible, alternative management strategies for Downtown including an alternative for fewer entities to manage Downtown. Alternative strategies should include an explanation of managing entities composition, public participation procedures, decision-making processes, and enforcement mechanisms.</p>	Agree – GGP will provide additional study, information and rationale and look to consolidate the organizations if appropriate.