CENTRAL
BALTIMORE
PARTNERSHIP

Central Baltimore

Building Strong, Diverse Neighborhoods

August 9, 2011

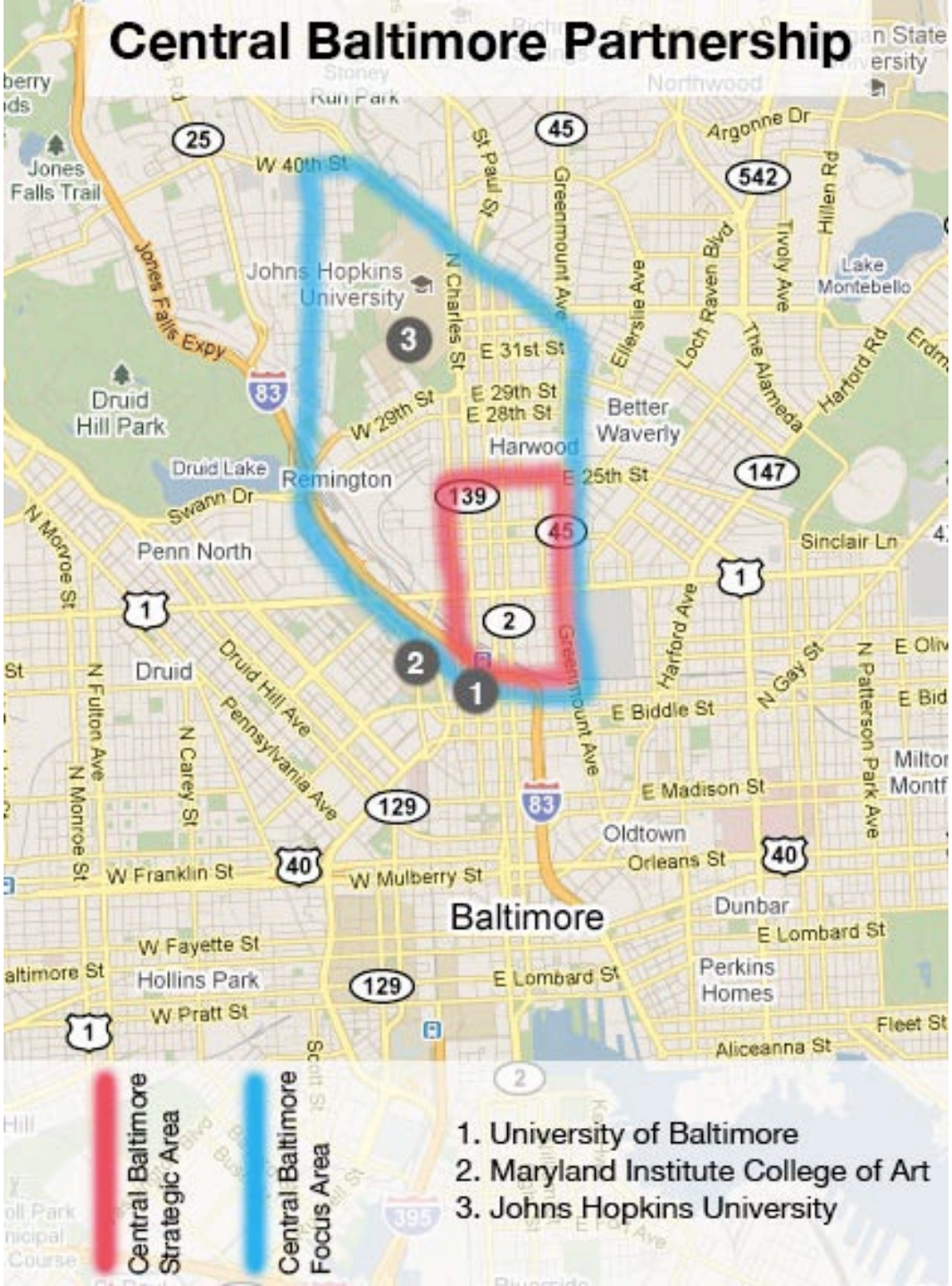
CENTRAL BALTIMORE *partnership*

1228 N. Calvert St.
Baltimore, MD 21202

Central Baltimore Partnership

A collaboration between institutions, community organizations, stakeholders, and local government to foster the arts and sustainable development in healthy, transit-oriented neighborhoods at the center of the Baltimore Metropolitan Region.

Central Baltimore Partnership



Central Baltimore Steering Committee

A forum of leaders from public, private and community institutions gathered to support comprehensive, community-driven development in Central Baltimore.

Partners – *diversity, commitment, common vision*

Anchor Institutions: JHU, MICA, UB

Community Organizations

Neighborhood Associations

Non profit institutions

Property owners

Private businesses

Arts organizations

Foundations

Deputy Mayor

Social Service Agencies

City Agencies: Housing, Planning, Economic Development,

Neighborhoods, Sanitation, Police, School Board

New CDC Model

- Virtual development organization
- Collaborative with public, private & non-profit sectors
- Market driven, comprehensive

CBP Operating Model

- Multi-stakeholder, community-driven
- Decentralized, delegates tasks
- Commitment to front-line partners

CBP Operating Model, contd.

- Focused on “transcending” issues
- Results first, then publicity
- Continuously build relationships of trust

CBP Approach is Unique

- Commitments from highest level leadership at institutions, government
- Many partners, one voice
- Defines a fragmented area

Stages of Development

1. Getting organized
   - Building relationships & discovering common ground
   - Deciding to stick together & test collective action
2. Taking action
   - Low hanging fruit
   - Quality of life and crises; task forces
3. Oops! We need better plans
   - 3 neighborhood vision plans:
     Charles North, Barclay, Greenmount West
   - Amtrak Station and development site plan
3. Implementing project development
   - Immediate
   - Major projects & development gaps
4. Expanding social development & environmental elements

CBP Goals

- Foster a critical mass of large-scale, progressive commercial development
- Measurably reduce crime & increase safety
- Improve quality of life, employment & investment for residents between Mt. Royal Avenue & 24th Street

CBP Goals

- Secure & sustain long-term affordable & artist housing
- Promote sustainable market rate housing
- Build the capacity of partners & collaborations

CBP Task forces

Short term issue taskforces:

- Winter shelter
- Probation & parole
- Success academy

CBP Task forces

Community building efforts:

- Greenmount West workforce & community center
- Greenmount West anti-displacement
- Social service agencies network

Community Development Strategy

- Economic Development: market stimulus
- Housing Development
  - Market rate housing
  - Affordable family housing
  - Long-term, affordable artist housing
- Anti-displacement programs

Community Development Strategy

- Social development
  - Workforce
  - Community building
  - Schools
  - Quality of life (safety, sanitation, recreation, environment)
  - Arts & entertainment

Community Development Strategy

- Environmental orientation
  - Green cuts across all activities
  - Green spaces, park possibilities, energy conscious, small footprint

Central Baltimore Partnership

Why now?

Why here?

Central Baltimore Assets

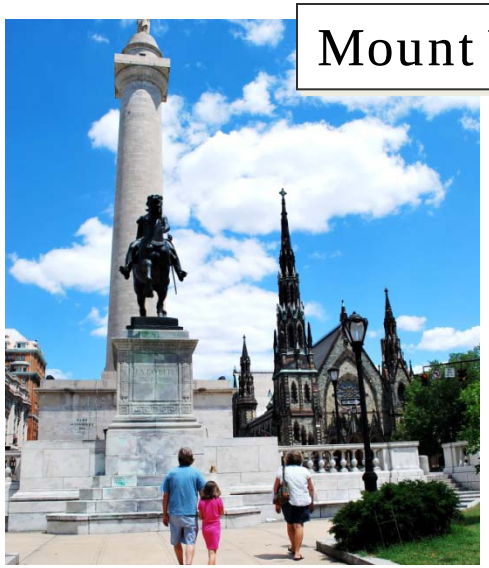
- Location
- Investment opportunities
- Transit
- People
- Ready support
- Momentum

The People

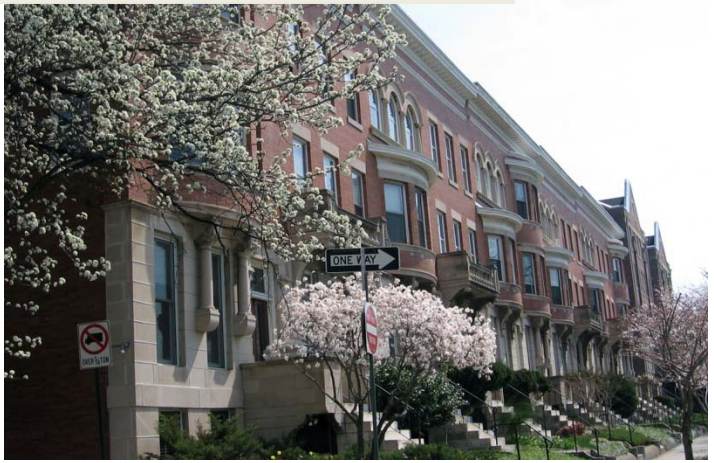
- Diversity on every gradient
- Creative class
- Entrepreneurs
- Progressive property owners
- Strong community advocates

Reviving Adjacent Neighborhoods

Mount Vernon



Charles Village & JHU

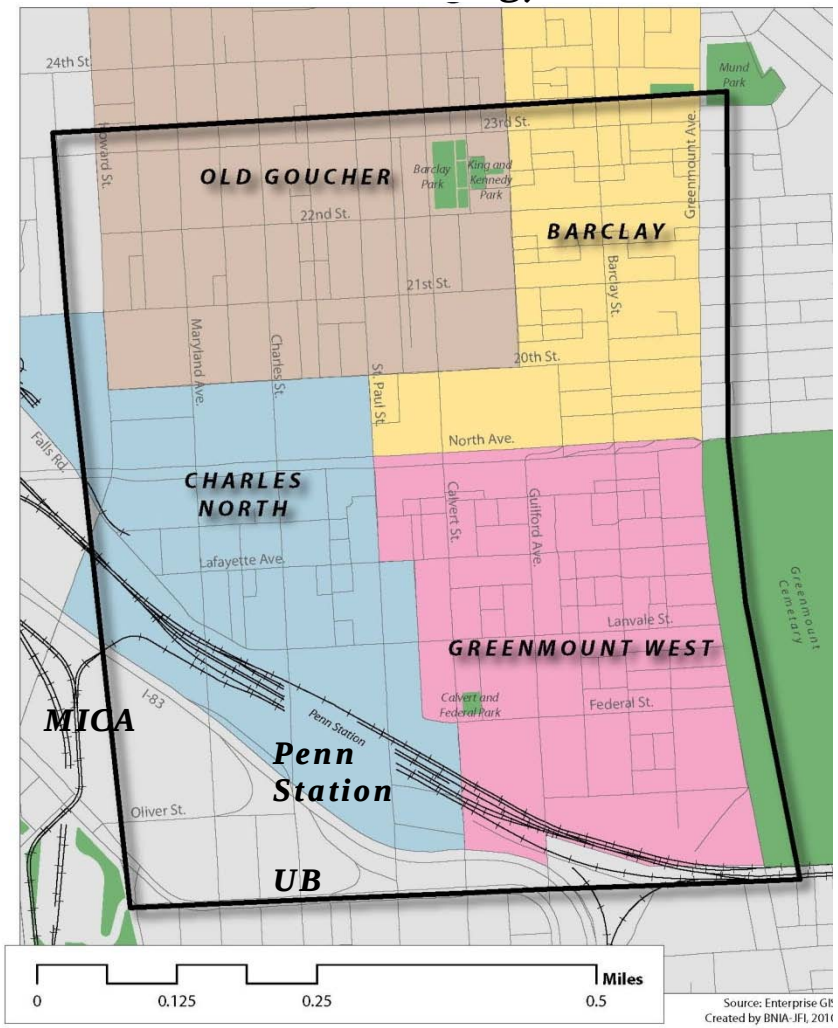


Central Baltimore

Location

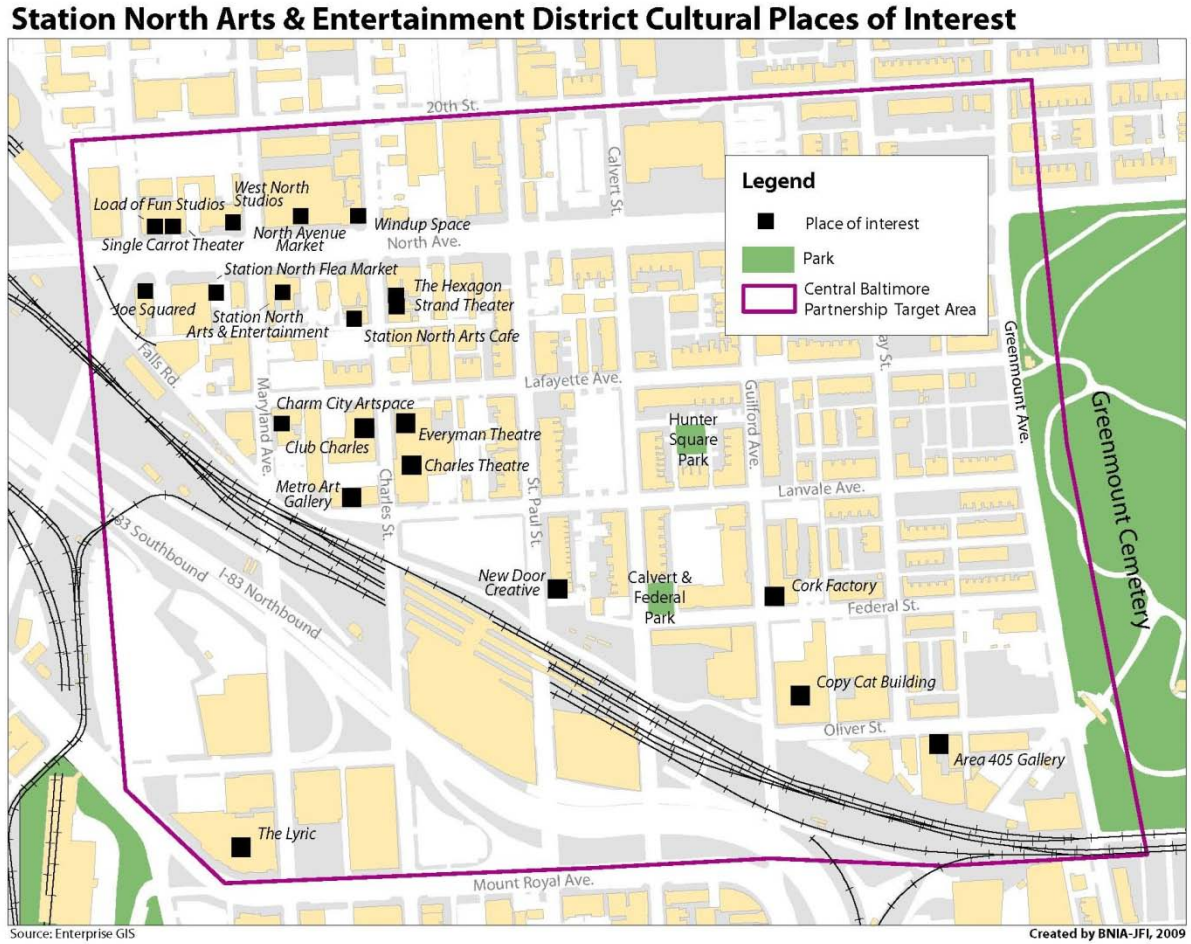
- Baltimore's Crossroads
- Baltimore's gateway
- Transit access to the max
- Rich history: *once again, the great Center of the City*
- Architecture and character
- Arts and Entertainment
- *At the center, in the mix*

Central Baltimore Strategy Area



Station North Arts & Entertainment District

Location

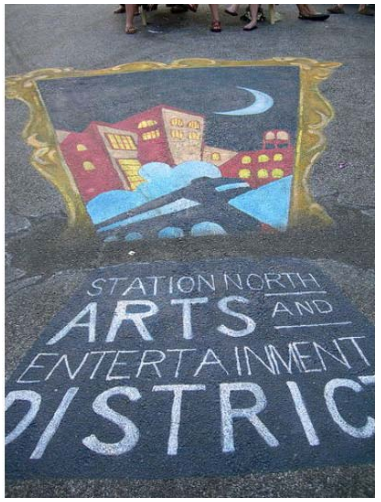


STATION NORTH ARTS AND ENTERTAINMENT DISTRICT

Station North Arts & Entertainment District

Thriving Businesses & Cultural Organizations:

- Liam Flynn's Ale House- *just opened!*
- Two Boots Pizza
-OutTakes Café
- Baltimore Print Studios
- Bohemian Coffee House
- Café Mocha
- Cyclops Books and Music
- Windup Space Bar & Arts Venue
- Hexagon Space
- Strand Theater Company
- Galerie Myrtis
- Station North Arts Café
- Metro Gallery
- Single Carrot Theater
- Sofi's Crepes
- Joe Squared
- Load of Fun
- Westnorth Studio
- Area 405
- Caribbean Paradise
- Everyman Theater
- Tapas Teatro
- Charles Theater
- Club Charles
- The Depot
- Gallery Bar & Restaurant
- Schuler School of Fine Art



Premier Transit Oriented Development Site in Maryland

Average daily traffic density, a.m. & p.m.

JFX	113,475
Mount Royal Ave.	17,375
North Ave.	24,225
TOTAL	**155,075**

Average daily rail boardings

MARC	2,589
Light Rail	684
Amtrak	3,500

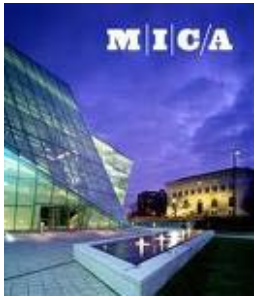
Charles North is the crossroads of all points in Baltimore, where East and West meet North and South.

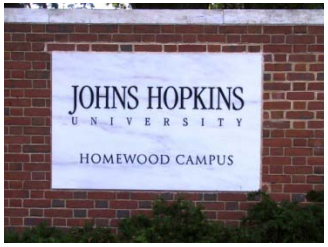
- Light Rail
  - -34,700 weekday riders
- Charm City Circulator
  - -4,500 passengers daily
- Bus Lines
  - - 9 MTA routes in walking distance
  - -
- Jones Falls Bike Trail
- Zipcar

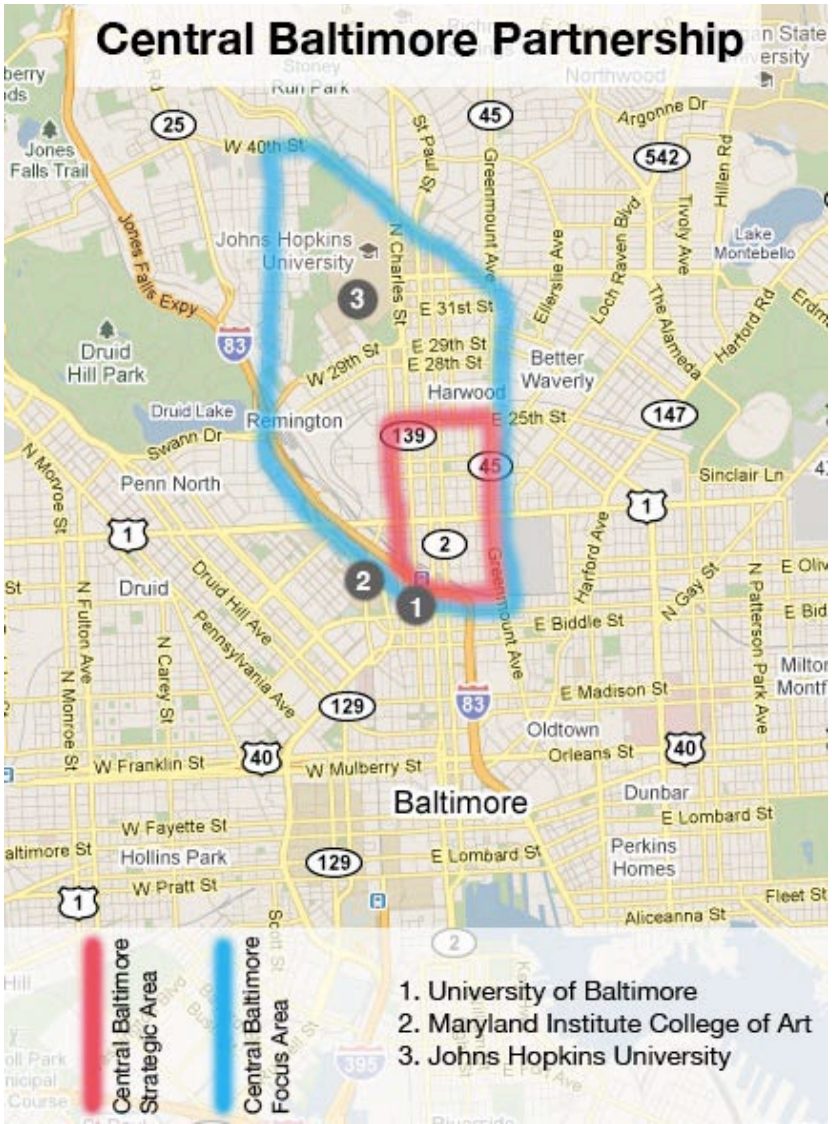
Central Baltimore

Location

- Proximity to *growing* universities & colleges







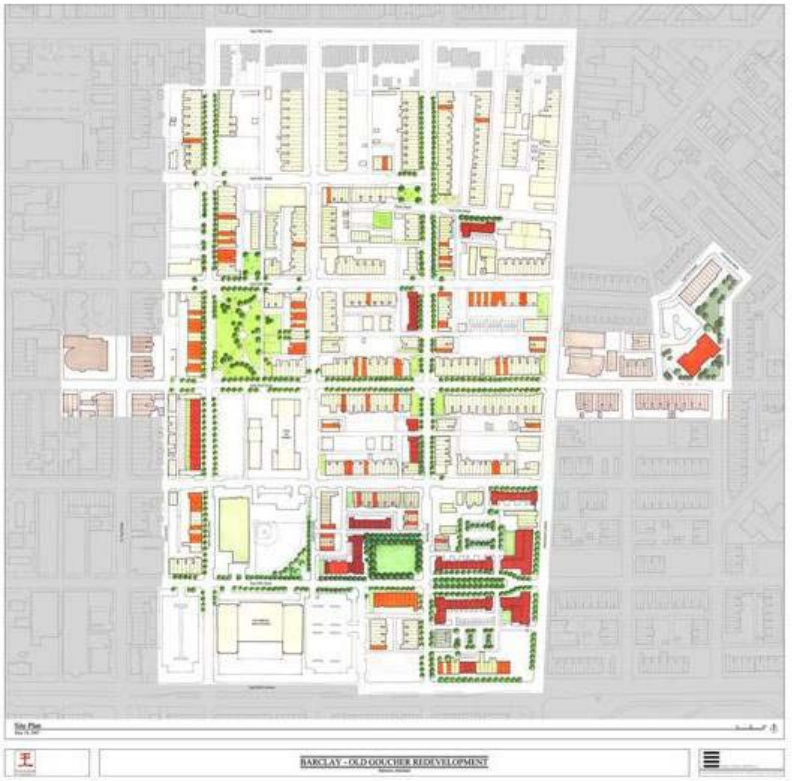
Central Baltimore Momentum

- Decrease in violent & non-violent crimes
  -Development of comprehensive public safety plan with institutions
- Local & National Visibility
  - Attention to cultural development and community revitalization
- Investment
  - Growing national recognition and investment from banks & foundations
- Political Will
  -Major commitments from City, business owners & local philanthropy
- Ground work is laid
  - Development plans in place

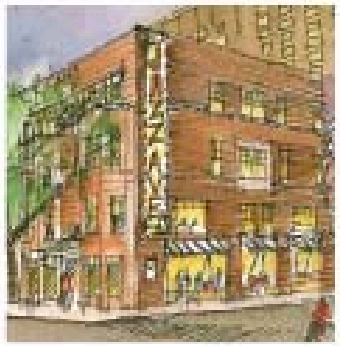
Central Baltimore Ground Work

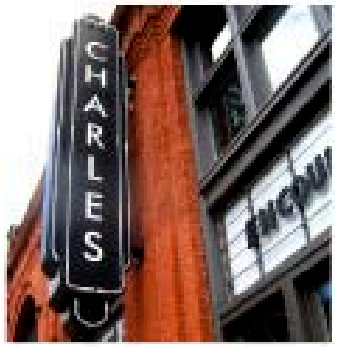
Strategic plans in place

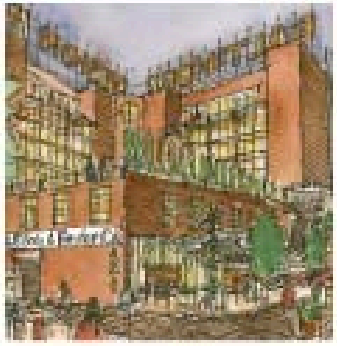
- Charles North Vision Plan
- Greenmount West Vision Plan
- Barclay-Midway-Old Goucher Redevelopment Plan

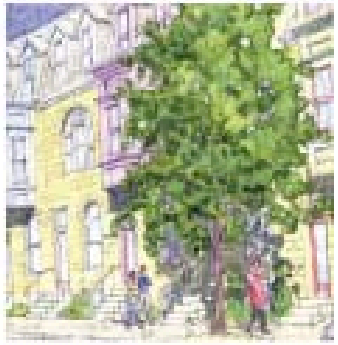
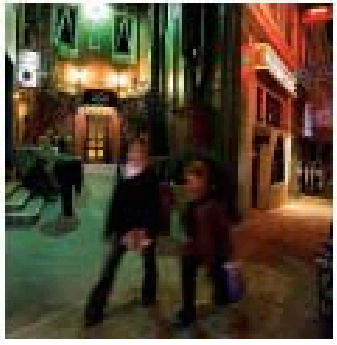


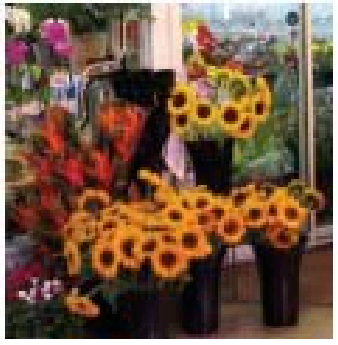
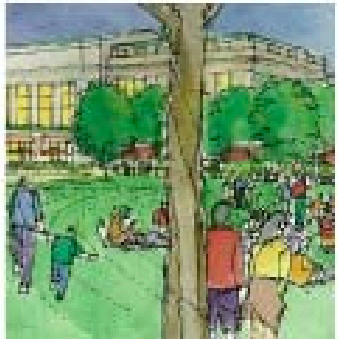
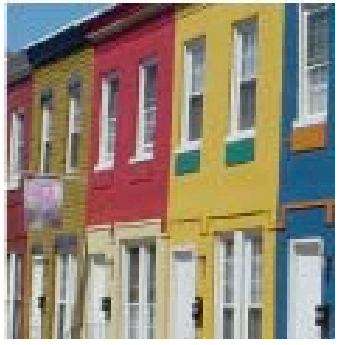
Charles North Vision Plan







A New Approach for Urban Regeneration

- Regional destination
- Entertainment destination point
- Substantial residential increase
- Strategy for attracting private investment
- Catalyst for urban revitalization
- Multi-phase development initiative
- Multiple audiences with common goals and themes
- Model for a cleaner, greener Baltimore

Charles North Vision Plan

The Four Anchors

1. Charles Gateway/Penn Station
2. Charles and North Corners
3. Asia Town
4. Creative/Design Zone

Charles North Vision Plan

1. Charles Gateway/Penn Station

- Substantial residential increase in small footprint high-rises
- Preserve historic buildings
- Retain historic pedestrian friendly street level
- Robotic parking

Charles North Vision Plan

1. **Charles Gateway/ Penn Station**

Charles North Vision Plan

2. Charles and North Corners

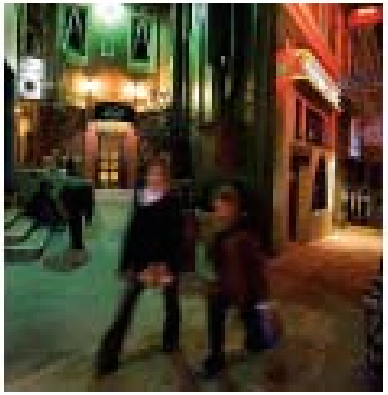
Critical Projects

- The Parkway Theater
- Old Bank Building
- 4 West North Avenue (Former Chateau Hotel)
- North Avenue Market
- Immediately increase use and activity through North Avenue Fairs

Charles North Vision Plan

3. Asia Town

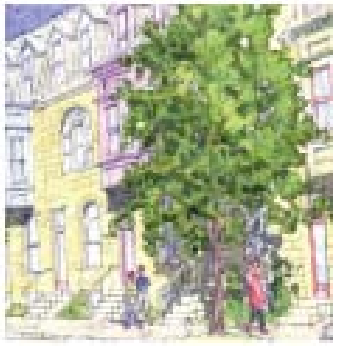
- Underutilized land and buildings along 20th Street
- A unique new community
- Micro investment
- Garden courts



Charles North Vision Plan

4. Creative/Design Zone

- Baltimore Design Center
- MICA Studio Center
- Live-Work-Study Center
- Live-Work Gateway Project
- Load Of Fun
- Falls Way Park



Greenmount West Vision Plan

Greenmount West Vision Plan

Community Goals

- Sustainable
- Diverse and welcoming to working people, professionals, artists & students
- Attractive quality of life
- Engaged community
- Family-oriented & long-term households

Greenmount West Vision Plan

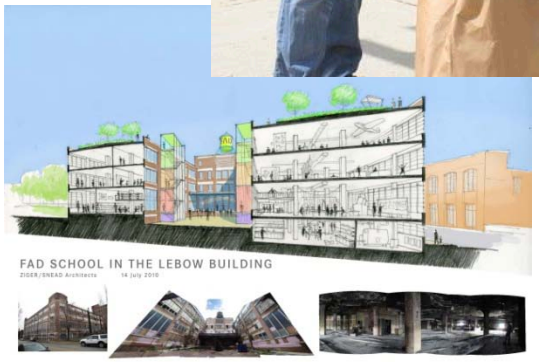
Comprehensive Redevelopment Approach

- Increase neighborhood population
- Build market for homeownership & market-rate housing
  - Attractive to low- to medium-density housing, alternatively situated next to the higher-density Charles North community
- Enhance overall quality of life
- Increase community engagement
- Mutually beneficial development

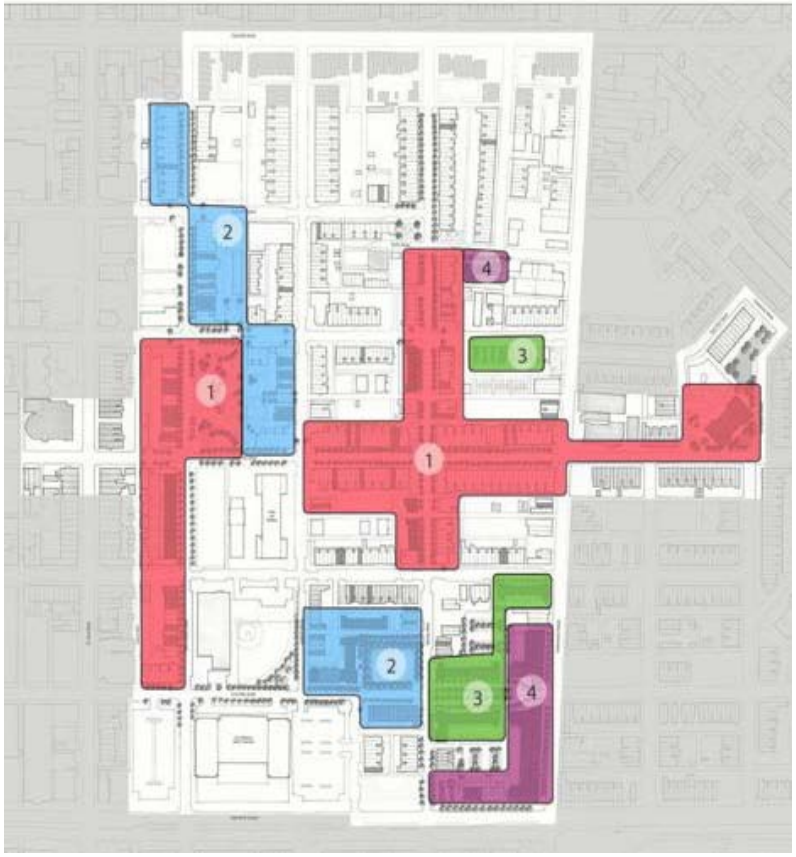
Greenmount West Vision Plan

Momentum…

- City Arts
- Baltimore Design School
- Cork Factory
- Area 405
- NGWCA Community Center
- Baltimore Montessori School
- Brentwood Gardens
- Increased Community Engagement
- Open Space Plan



Barclay Redevelopment



Multi-phase Neighborhood Redevelopment

1. Mixed-use and mixed-income housing development
2. Convenience commercial
3. Multi-neighborhood Greenmount Avenue strategy to be developed

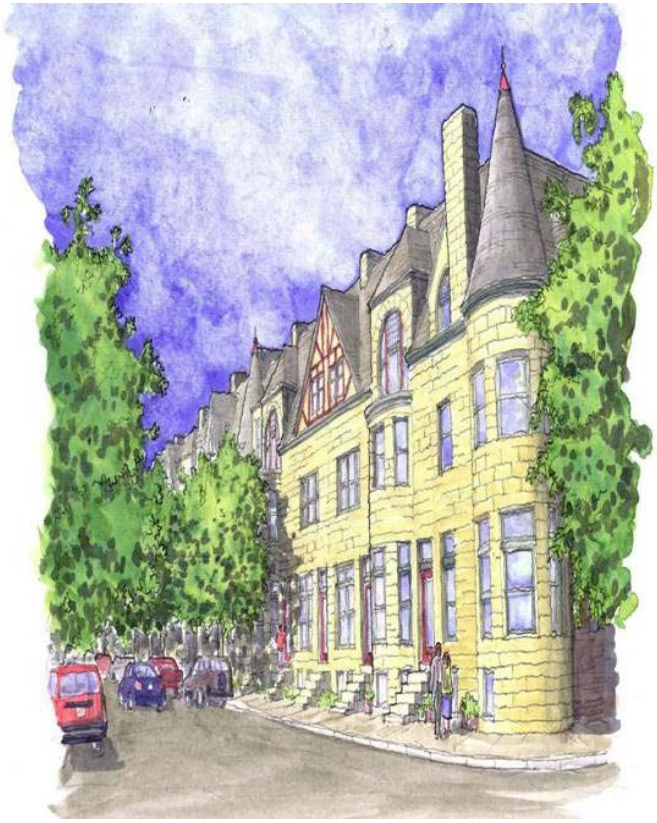
Barclay Redevelopment

Momentum

- Workforce development
- Community gardening & parks
- Youth Safe Haven after-school program

Barclay Redevelopment

Telesis Barclay Housing Project



Barclay Redevelopment

People's Homesteading Group

Before…

After!

Central Baltimore Momentum

Recent & New Developments

- New Bars, Restaurants, Galleries & Theaters!
- Developments since 2007: $203 million
- Developments underway: $236 million
- Over 1,300 new residential units

Major New Development

Fitzgerald

Chesapeake Restaurant

UB Law Center

MICA Studio Center

Central Baltimore: Premier Transit-Oriented Development

Completed & Underway Projects

1. City Arts Apartments
2. Station North Townhomes
3. Railway Express Mixed-Use
4. Landbank Lofts
5. Printers Sqaure
6. The Gateway Mixed-Use
7. Miller's Court Mixed-Use
8. Chesapeake Restaurant
9. The Fitzgerald Mixed-Use
10. North Avenue Market
11. Telesis Mixed-Income Redevelopment
12. UB Law Center
13. MICA Studio Center
14. People's Homesteading Group - Anchors of Hope

In Development Projects

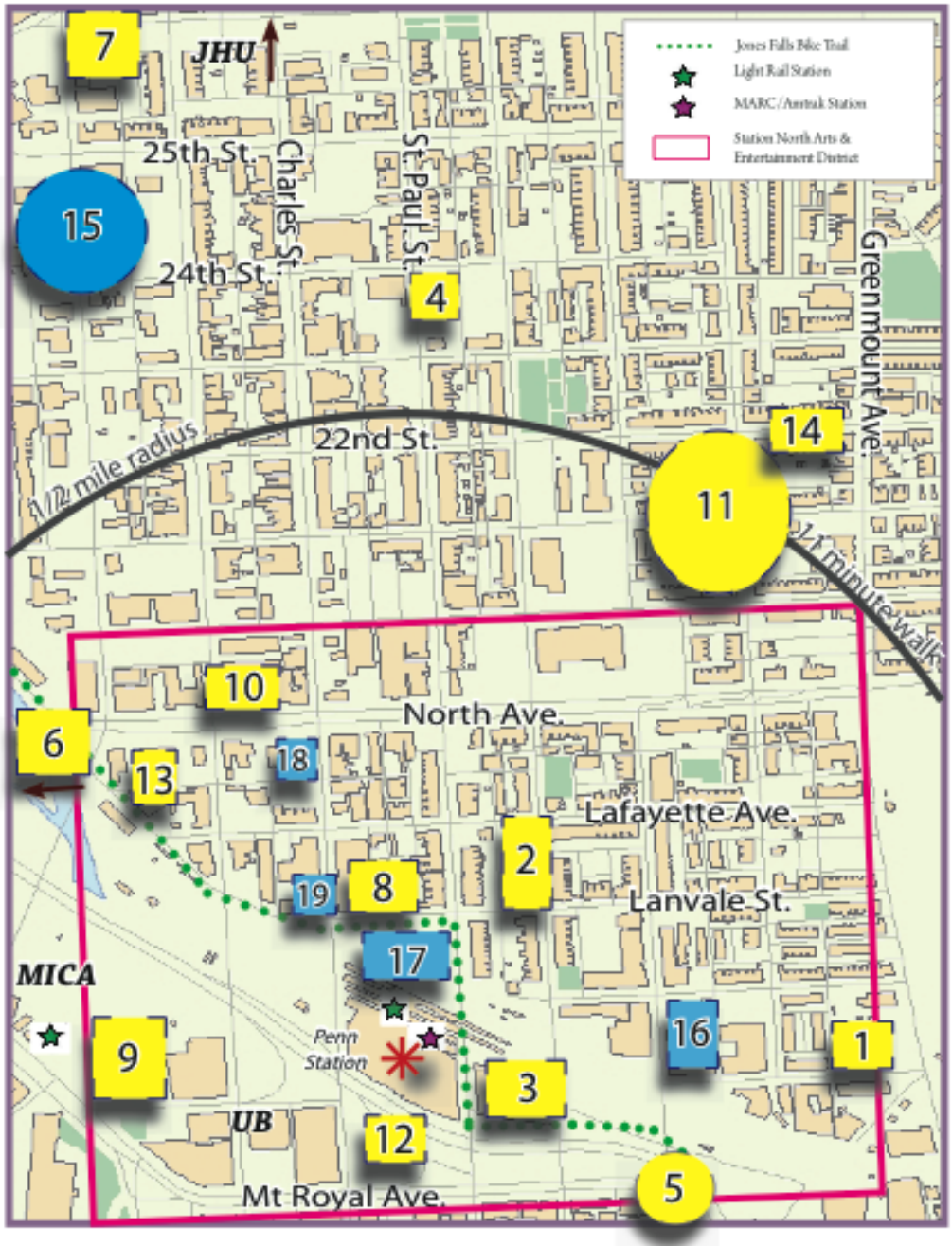
15. 25th Street Station Mixed-Use

16. Balitmore Design School

17. Penn Station Mixed-Use

18. Parkway Theater

19. Metro Gallery



Central Baltimore

Thank You!

Questions?