IRVINGTON
Baltimore, Maryland
ULI - Technical Assistance Panel
June 14-15, 2016
The Urban Land Institute (ULI) is a nonprofit research and education organization that focuses on issues of land use and real estate development.

ULI’s Mission:

To promote leadership in the responsible use of land to create and sustain thriving communities worldwide.
About ULI - Who We Are

With over 38,000 members worldwide, the heart of the ULI experience is an open exchange of ideas, networking opportunities, and the ability to work with the leaders of the land use industry. Members include:

- Developers
- Builders
- Engineers
- Attorneys
- Brokers
- Planners
- Market Analysts
- Investors,
- and Financiers
- Academicians
- Architects and Designers
- Public officials
Irvington- TAP

• Your Chairperson
  – Brad Rogers – Advanced Placemaking

• Your Panel Members
  – Abby Ferretti (Partners for Economic Solutions)
  – Lee Driskill (Hord Coplan Macht)
  – Matthew Fitzsimmons (Hord Coplan Macht)
  – Armstead Jones (MD Dept. Of Housing & Community Development)
  – Paul Dorr (The Traffic Group)

• Your Community Liaisons
  – Libby Cohen (BUILD)
  – Father Mike Murphy (Mount Saint Joseph H.S.)
  – Dorothy Cunningham-Eaton (Irvington Community Association President)
The Baltimore Development Corporation requested ULI Baltimore to address a series of questions – including:

**Business District:** How do we create an inviting business district that encourages new investment and a mix of merchants?

**Safety:** How do we continue to make the business district a safe environment?

**Homeownership:** How can we support home ownership in the blocks beyond the business district?

**Recreation:** How do we continue to make the nearby rec center and park a valuable community asset?
Irvington- TAP Study Area

Extent of TAP Study Area:

- Hilton / Caton Ave to S. Rock Glen Road
- From New Cathedral to Loudon Park Cemetery
- Augusta Ave to Monastery Ave
Irvington–TAP Day One (June 14th)

- **Tour the Corridor**
  - Walking Tours
  - Meetings with Community

- **Stakeholder Interviews**
  - Over 20 stakeholders

- **Community Meeting**
  - Community discussions of the four key topics

- **Working Dinner to Discuss and Plan for Presentation**
A COUNTRY TOWN IN THE CITY
A COUNTRY TOWN IN THE CITY

Cathedral Cemetery

Frederick Avenue

Monastery

Loudon Park

Irvington Technical Assistance Panel

June 14-15, 2016
A COUNTRY TOWN IN THE CITY

Frederick Avenue
Cathedral Cemetery
Loudon Park
Monastery
Future Care Campus
Slentz Fields & Stream Valleys
Forest Corridor

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A COUNTRY TOWN IN THE CITY

- Frederick Avenue
- Cathedral Cemetery
- Loudon Park
- Monastery
- Slentz Fields & Stream Valleys
- Future Care Campus
- Forest Corridor
Focus Acquisition and Rehab Housing

A COUNTRY TOWN IN THE CITY

*Frederick Avenue*
*Cathedral Cemetery*
*Loudon Park*
*Monastery*
*Future Care Campus*
*Forest Corridor*
*Slentz Fields & Stream Valleys*

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A COUNTRY TOWN IN THE CITY
Irvington - commercial context

- Stable residential community
  - Good existing housing stock
  - Homeownership / rental

- Key automobile access

- Well-served by bus routes 10 (E/W Express) & 46 (E/W)
Retail competition

- Competing with existing retailers, even substandard ones is a challenge

- Try to identify a need in the local market
<table>
<thead>
<tr>
<th>Basic Needs</th>
<th>Dining Out</th>
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<tr>
<td>Small Scale Grocery</td>
<td>Restaurant</td>
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<tr>
<td>Pharmacy</td>
<td>Cafe</td>
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<tr>
<td>Florist</td>
<td>Bar</td>
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<td>Dry Cleaners</td>
<td>Coffee Shop</td>
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<tr>
<td>Nail/Hair Salon</td>
<td>Sub Shop</td>
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<tr>
<td>Wine/Liquor Store</td>
<td>Ice Cream Store</td>
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<td></td>
<td>Fast Food</td>
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</tbody>
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Neighborhood retail corridor-wide
Retail conditions

• Not about the market alone—about the market’s environment
• Without clean, safe & well maintained, demand goes to zero
Appropriate mix of stores

- Existing mix of tenants does not meet market
- Too many convenience, liquor stores

Your retail should offer what its customer base needs.
Community retail desires

- I’d like to buy coffee and a muffin while I stream on internet
- I need a place to buy electronics
- Can you please get me a place to soak my toes
- There’s no where to sit down after church for a meal
Retailers site selection decisions

- Residential Population
- Median Household Inc.
- Daytime Population
- Average Daily Traffic Count
- # of Bus Routes
- Average Retail Rents
- Building Condition
- Mix of Retailers
- Vacancy Rate
- walkability
- # of Blocks in Length
- Avg Sidewalk Width
- Supported by an Assoc./Org.
- Civic/Cultural Anchor
- Parking
Coffee Shop Site Selection

Criteria

- Population
- Average household income
- Traffic count
- Applicable incentives
- Appropriate site available

Requirements

- ✔ 10,000+ within 1-2 miles
- ✔ $40,000 or more
- ✗ 14,300 + ADTs

Local entrepreneur
Commercial Incentive Programs

- BDC Microloan program – Luigi’s Sandwich Shop
Commercial Incentive Programs

- BDC Façade treatment
Enforcement of nonconforming users

- Inappropriate retail space throughout the entire corridor
- Nuisance to neighboring users
- Contract these spaces

Retail has the best opportunity to thrive when surrounded by other retailers
Need a merchant champion

• Single-minded voice to address business concerns

• Regular information, serve as a clearing house

• Enthusiastic marketers

• One point of contact for frequent code enforcement, health regulations, illegal activity
Focus on Irvington’s retail core
Irvington- TAP  Safety Items
Irvington-TAP Request City DOT review Signal Timing.

EB Traffic Flow Frederick Avenue @ Fredhilton Pass

Baltimore City Check Timing and Determine if more time can be added To EB Frederick Ave. Approach.
Irvington- TAP    Peak Hour Restriction Removal Request
Irvington- TAP Signage and Pavement Maintenance
Irvington-TAP Upgrade Crosswalks with Stamped Concrete
Irvington- TAP Upgrade up Crosswalks with Stamped Concrete
Irvington- TAP Upgrade / Replace Banners

Install Bump – Outs where applicable
Irvington- TAP  Install Bump-Outs where we can
Irvington- TAP  Upgrade bike lanes with Green paint
Irvington- TAP  Request MTA consider changing Route
Community Housing Concerns

- Report vacant property to code enforcement
- Continual outreach to owners
  - Discuss community’s expectations
  - Connect with local rehab crews
  - Look for landlord training resources
- Target problem landlords
Use government programs:
- Energy Efficiency
- Weatherization
- Accessibility
- Repair
Focus Acquisition and Rehab Housing

- Detail program options.

**HOUSING STRATEGIES**

- Augusta Avenue
- Massachusetts Avenue
- Frederick Avenue

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Concentrated Housing Target – Massachusetts / Augusta / Collins

- Focus acquisition and rehab
- A very diverse housing stock in the area
- Large number of vacancies
- Add to Live Baltimore tours
- 2 City-controlled vacant lots – new construction
Community Development Corporation (CDC) is a not-for-profit organization that focuses on revitalizing communities housing stock.

The formation of the CDC is the first step in order to rehab the homes on Augusta ave. and Massachusetts ave.

Once established the CDC can leverage funds that make it cost effective for homeownership.
• With a partnership between the CDC, City of Baltimore and State of Maryland these partially vacant homes could become newly constructed homes
Possibly partnership with Mt. Saint Joseph Alumni that are real estate professionals

A short-term goal would be to rehab homes on the critical border of the school.

This could likely transform itself further into the neighborhood
Potential Housing & Open Space Solution

- This is a long term solution and doesn’t immediately tie into the Irvington business corridor.
CENTER & EDGES

- Cathedral Cemetery
- Future Care Campus
- Forest Corridor
- Frederick Avenue
- Monastery
- Loudon Park
- Leidig Fields & Stream Valley
- Augusta Ave.

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Public Realm Improvements

- Banners for commercial core
- Sidewalk improvements
- Improvement of existing lighting
Public Realm Improvements

• Stamped asphalt cross walks

• Upgrade gates or garage doors of storefront to activate street

• Introduce bike racks

• Addition of street trees
  • Tree Baltimore
  • Blue Water Baltimore
GATEWAY & GARDENS

- Frederick Avenue
- Augusta Avenue
- Loudon "PARK"
- St. Joseph Monastery PARK (ing)
- GARDEN SPACE (vacant lots)
LEIDIG REC. CENTER GATEWAY

Before

After

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