

IRVINGTON

Baltimore, Maryland

ULI - Technical
Assistance Panel

June 14-15, 2016



About ULI - What We Do

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)

Irvington - TAP

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?

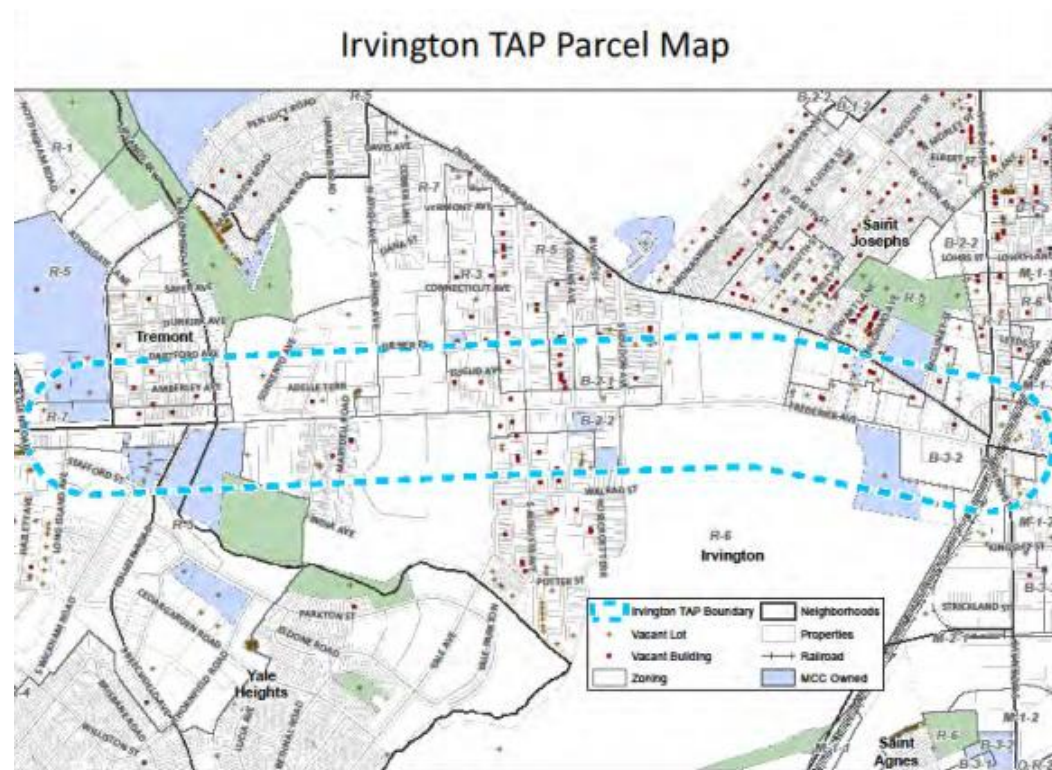
Homeownership: How can we support home ownership in the blocks beyond the business district?

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

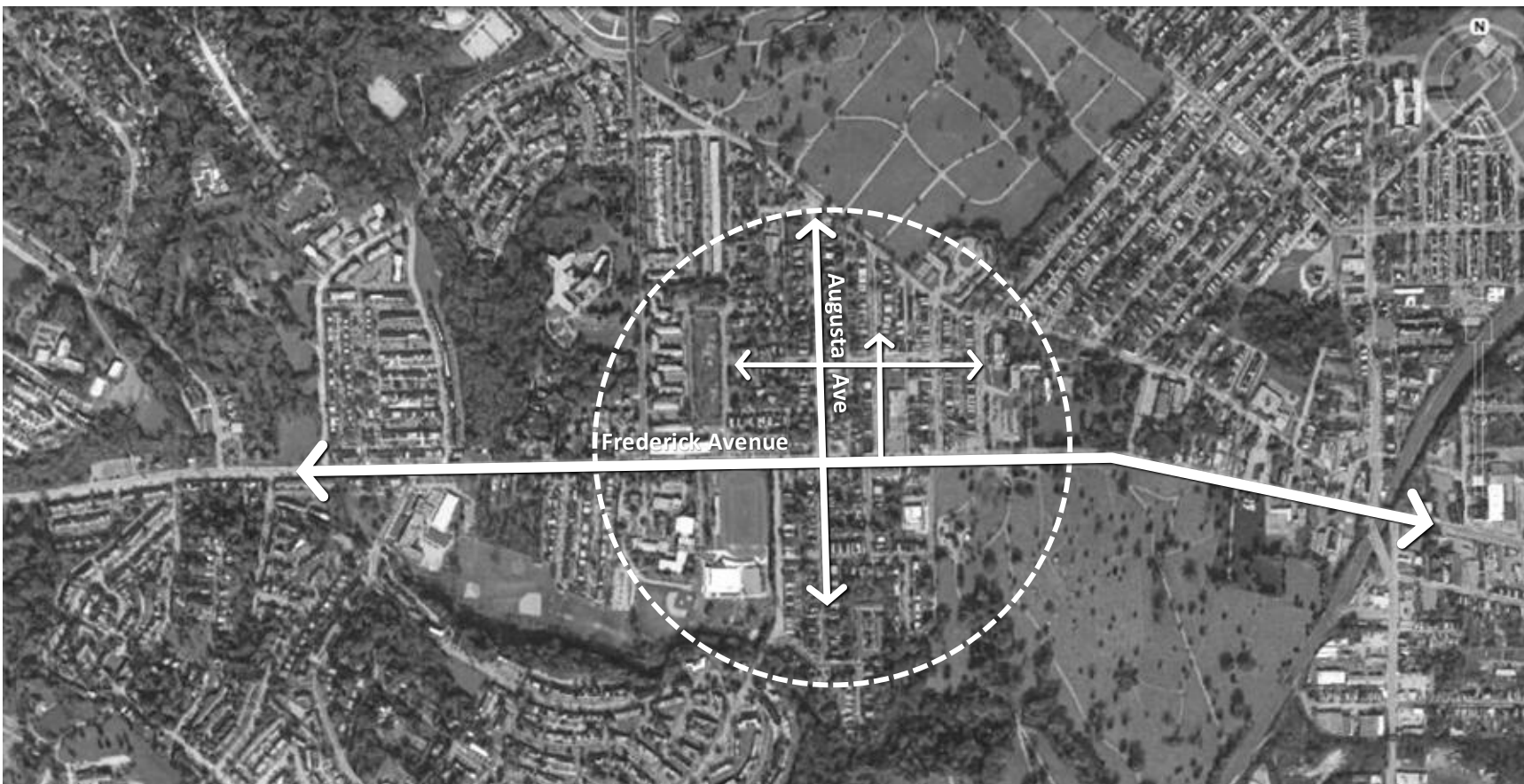


Irvington–TAP Day One (June 14th)

- **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



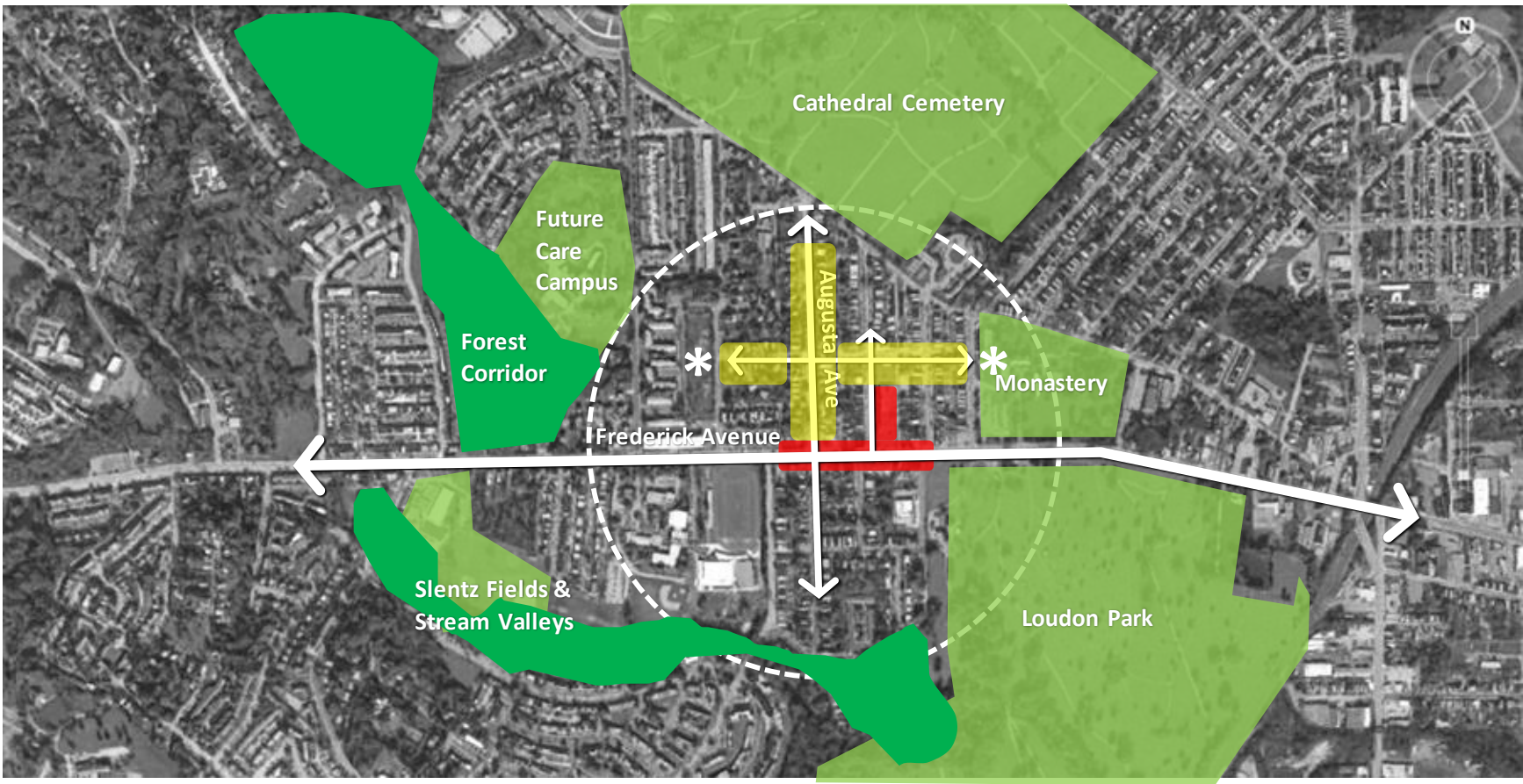
A COUNTRY TOWN IN THE CITY



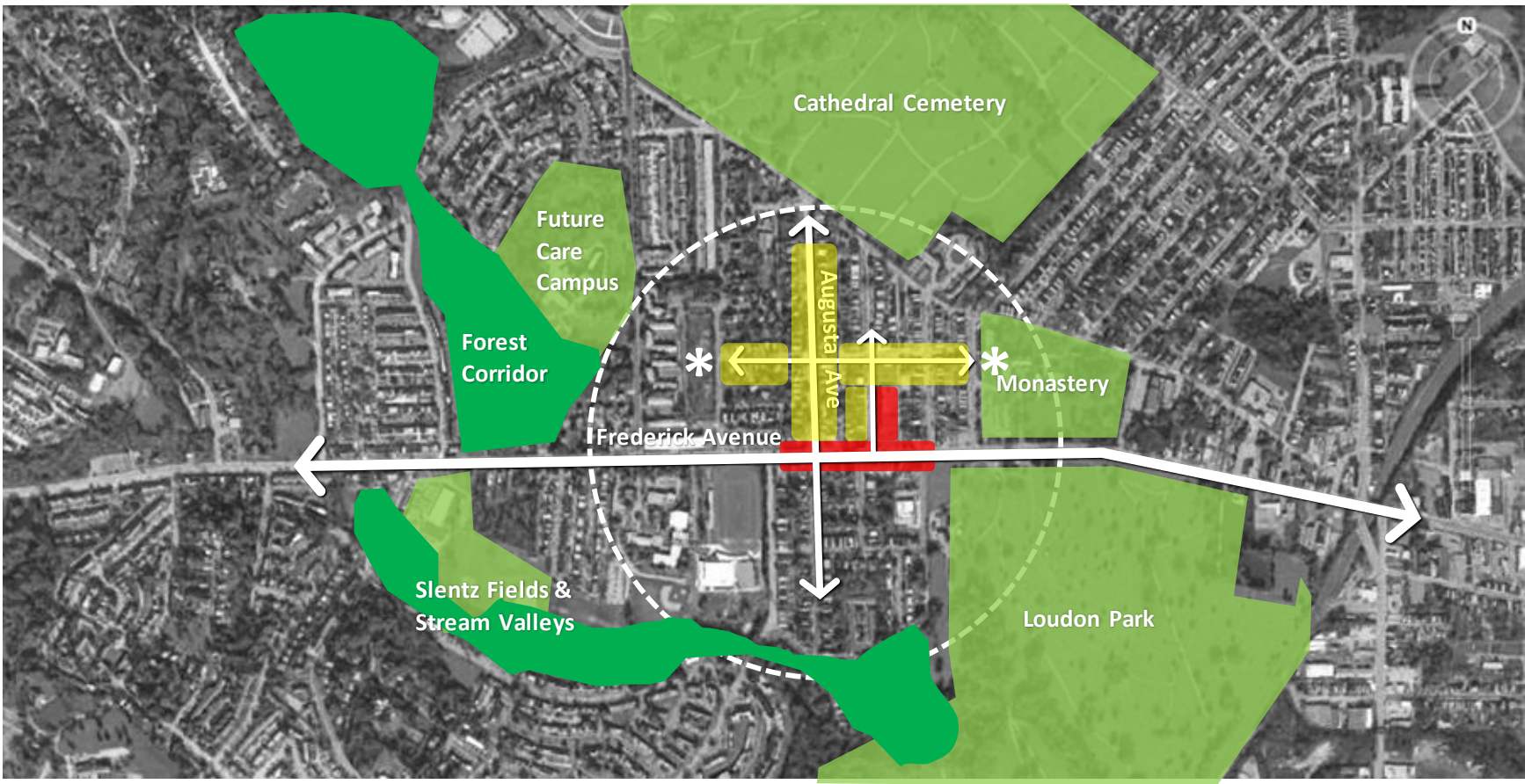
A COUNTRY TOWN IN THE CITY



A COUNTRY TOWN IN THE CITY



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



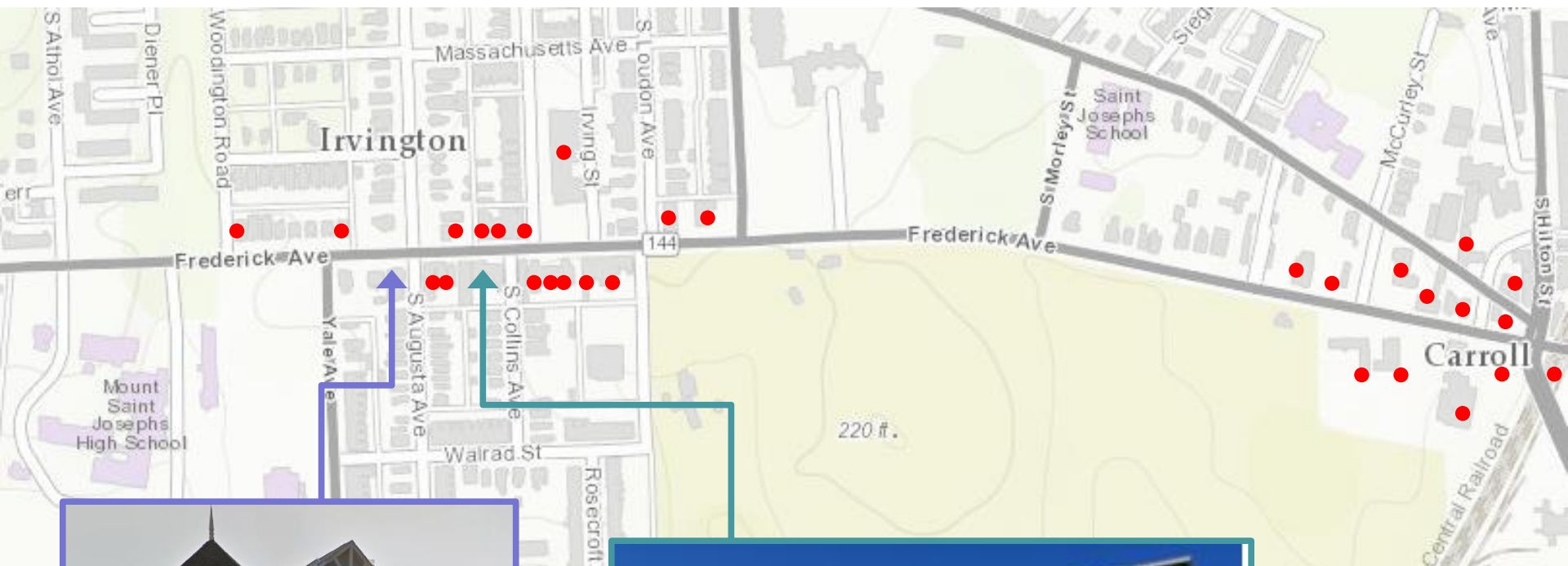
Basic Needs

- Small Scale Grocery
- Pharmacy
- Florist
- Dry Cleaners
- Nail/Hair Salon
- Wine/Liquor Store

Dining Out

- Restaurant
- Cafe
- Bar
- Coffee Shop
- Sub Shop
- Ice Cream Store
- Fast Food

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 ✓

Average
Retail Rents ✓

of Blocks in
Length

Median
Household
Inc ✓

Building
Condition ✗

Avg Sidewalk
Width

Daytime
Population

Mix of
Retailers ✗

Supported by
an Assoc./Org.

Average
Daily Traffic
Count

Vacancy Rate

Civic
/Cultural
Anchor

of Bus
Routes

walkability ✗

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

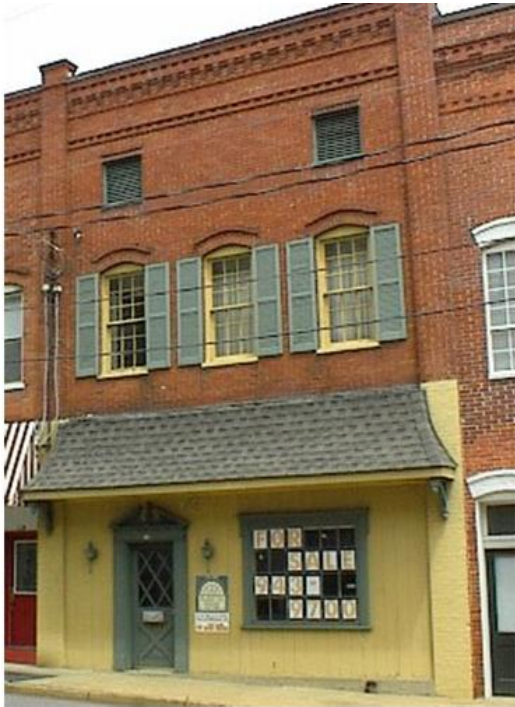
Commercial Incentive Programs

- BDC Microloan program – Luigi's Sandwich Shop



Commercial Incentive Programs

- BDC Façade treatment



Before



After

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 Safety Items



Irvington- TAP Safety Items



Irvington- TAP Safety Items



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



Irvington- TAP Install Bump-Outs where we can



Irvington- TAP Upgrade bike lanes with Green paint



Irvington- TAP Police Foot Patrols

Enhanced Foot Patrol



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



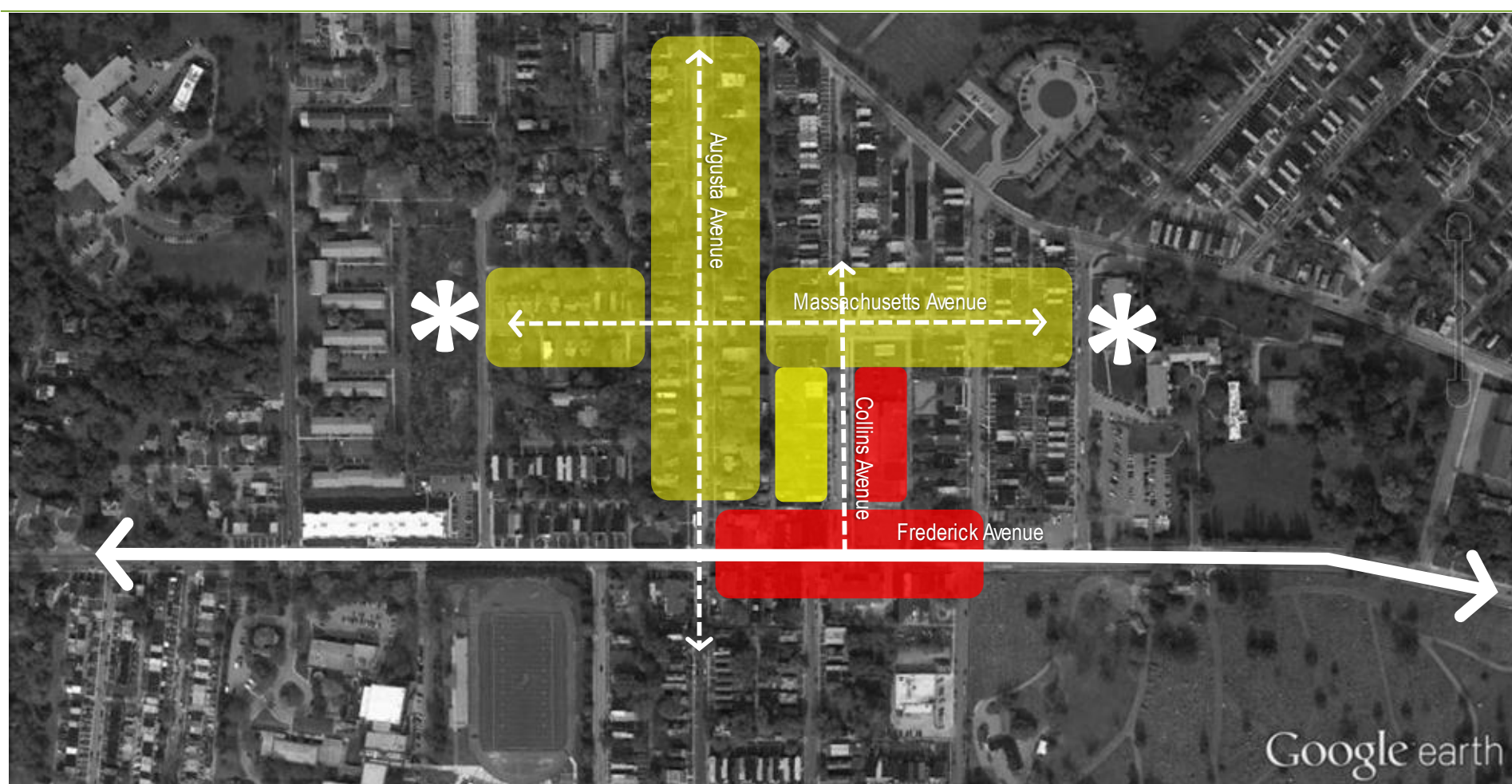
Homeowners Immediate Steps for Stabilization

Use government programs:

- Energy Efficiency
- Weatherization
- Accessibility
- Repair



HOUSING STRATEGIES



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



Housing – Community Development Corporation



- 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.

Housing Target - Potential Use of Project Core



- With a partnership between the CDC, City of Baltimore and State of Maryland these partially vacant homes could become newly constructed homes

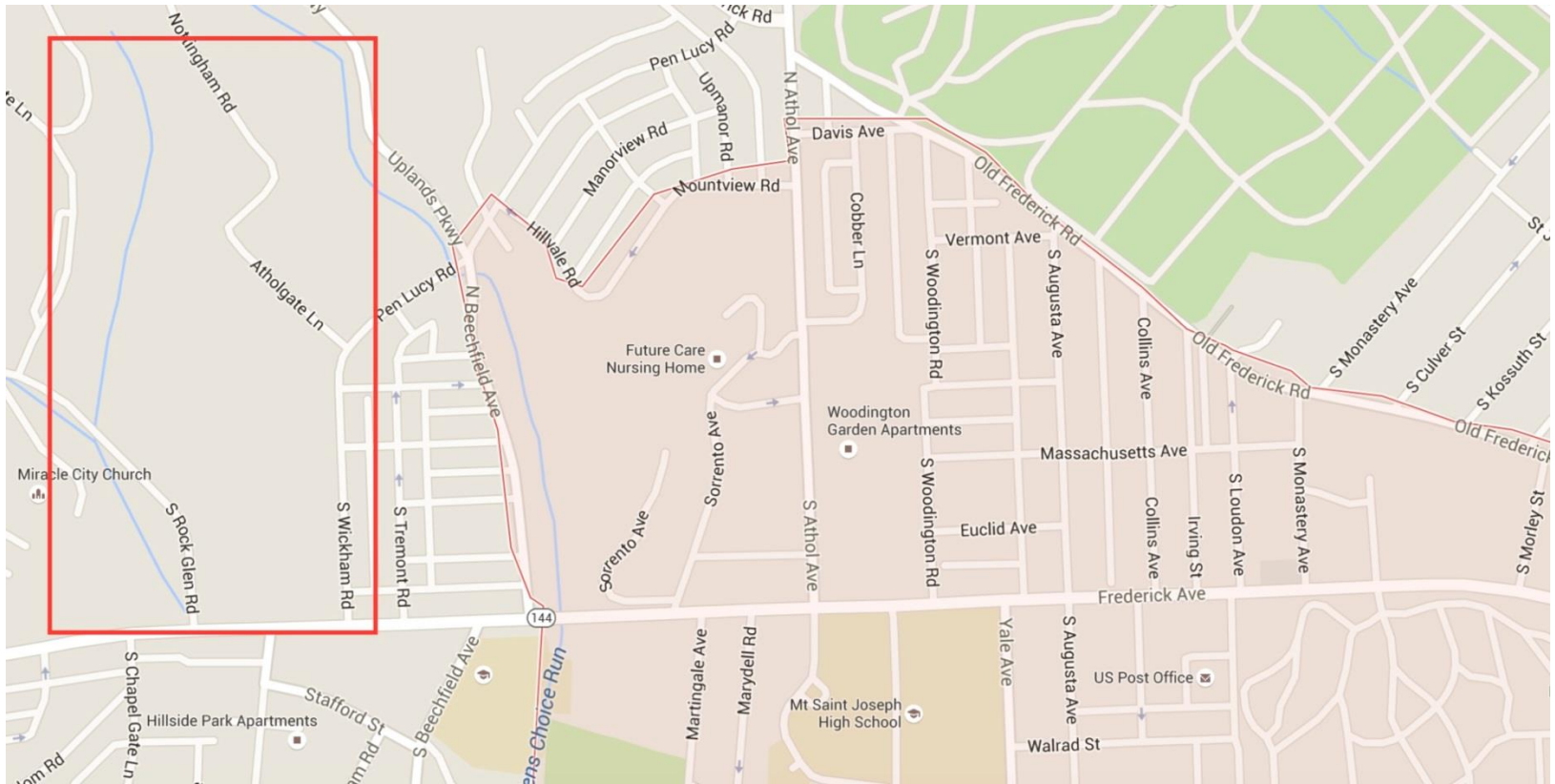


Concentrated Housing Target – Yale Ave.



- Possibly partnership with Mt. Saint Joseph Alumni that are real estate professionals
- A short-term goal would can 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



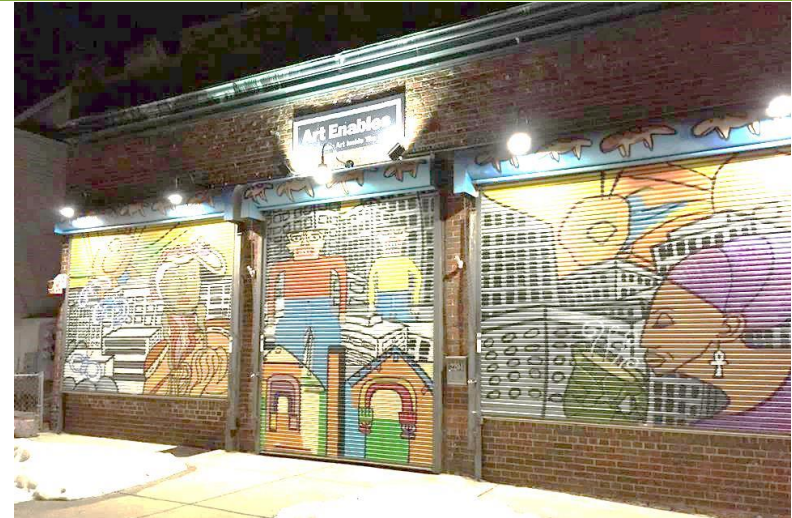
Public Realm Improvements

- Banners for commercial core
- Sidewalk improvements
- Improvement of existing lighting

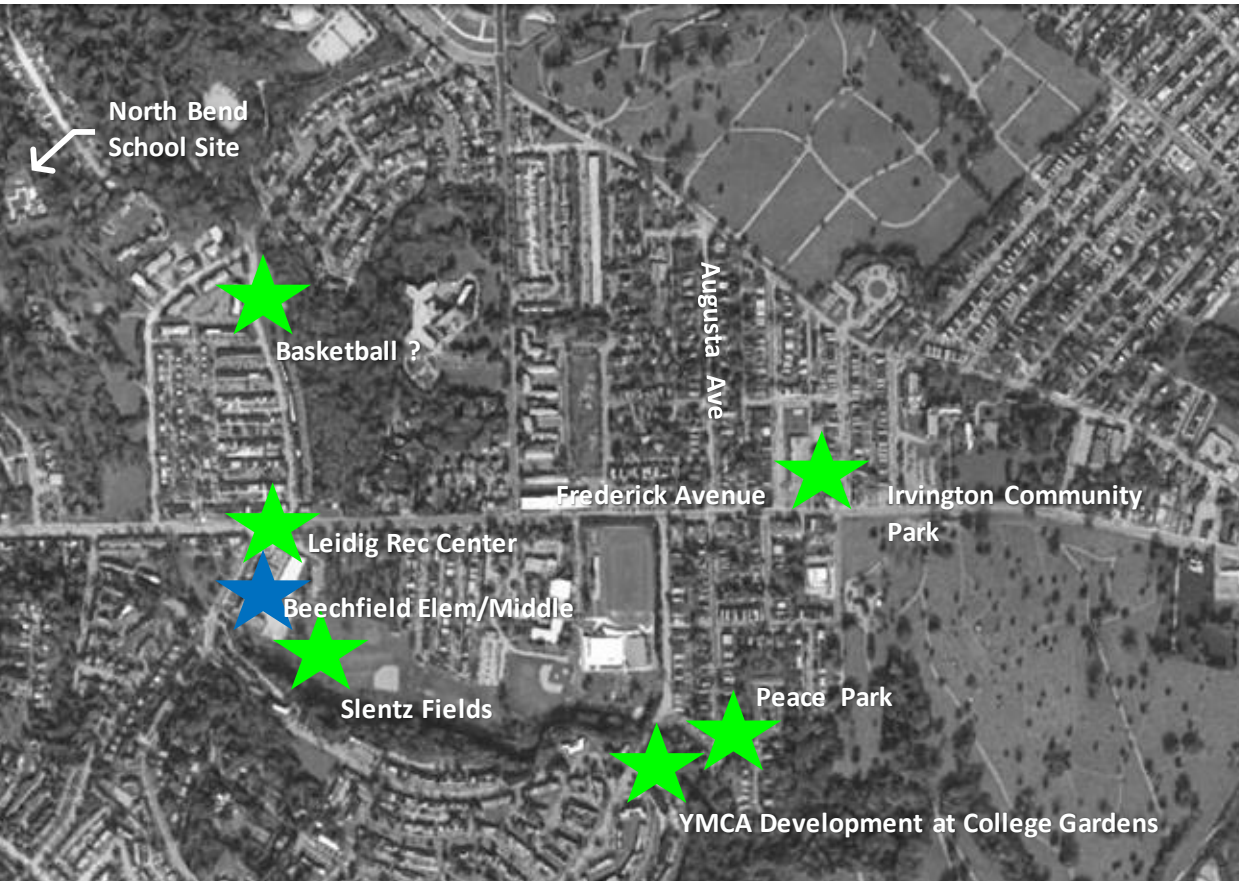


Public Realm Improvements

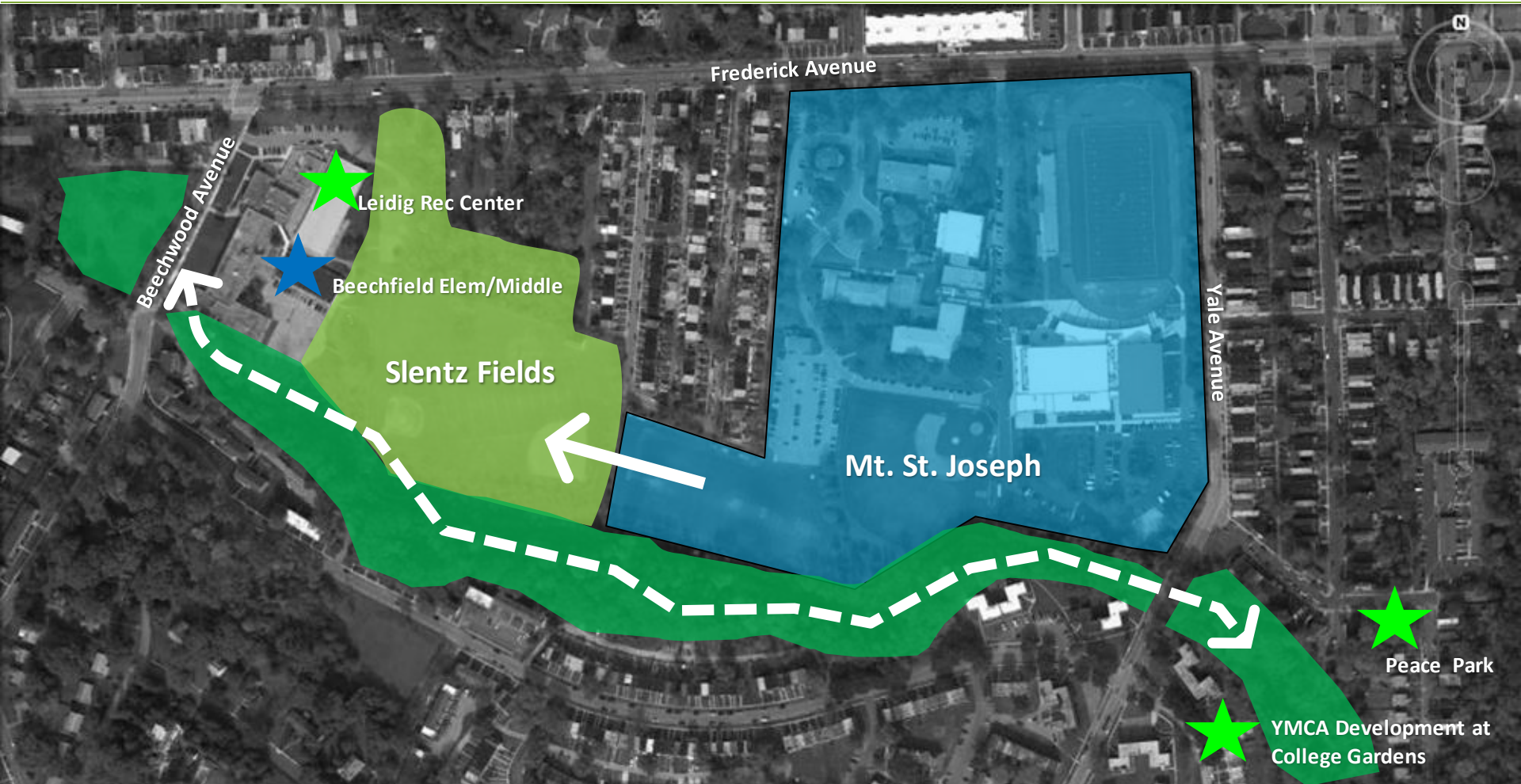
- Stamped asphalt cross walks
- Upgrade gates or garage doors of storefront → to activate street
- Introduce bike racks
- Addition of street trees
 - Tree Baltimore
 - Blue Water Baltimore



AMENITIES & RECREATION



MAIDENS CHOICE RUN SPINE



GATEWAY & GARDENS



LEIDIG REC. CENTER GATEWAY



Before



After