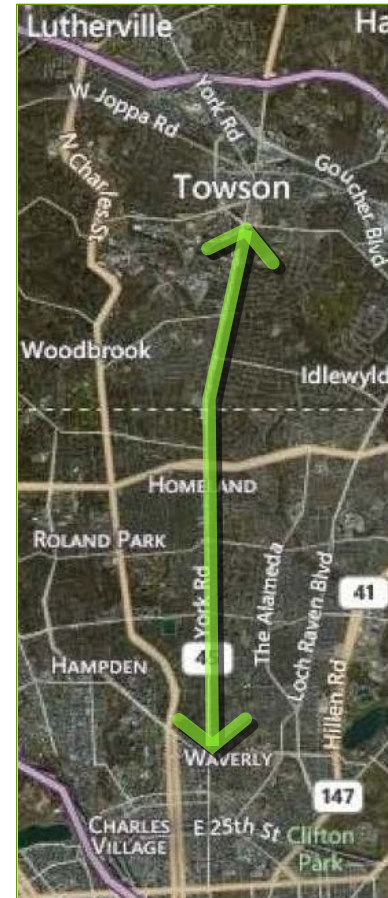


YORK ROAD

Baltimore, Maryland

ULI Technical
Assistance Panel
June 18 & 19, 2013



The York Road TAP Team

- **ULI – York Road TAP Chairperson**
 - Addison Palmer, STV Incorporated
- **Technical Assistance Panelists**
 - Robb Aumiller, MacKenzie Commercial
 - Mickey Cornelius, The Traffic Group
 - Joe Cronyn, Valbridge Property Advisors / Lipman Frizzell & Mitchell
 - Wes Guckert, The Traffic Group
 - Bill Jones, Economic Alliance of Greater Baltimore
 - Steve Smith, Gaylord Brooks Land Development
 - Keith Weaver, EDSA

The York Road TAP Team

- **Sponsors**

- Loyola University Maryland
- Govanstowne Business Association
- Notre Dame of Maryland University

- **Partners**

- Baltimore City
- Baltimore County
- Baltimore Development Corporation
- York Road Partnership

About The Urban Land Institute

The Urban Land Institute (ULI) is a nonprofit research and education organization that focuses on issues of land use and real estate development.

Our Mission is -

To promote leadership in the responsible use of land and to create and sustain thriving communities worldwide



Who Are ULI Members?

With over 30,000 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.

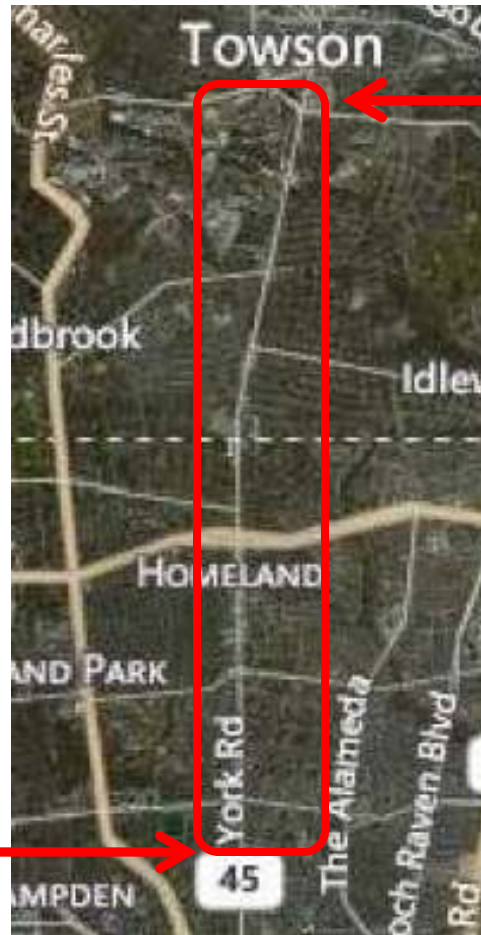
Members include:

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



TAP Study Limits

**Southern
Boundary
42nd Street
Pen Lucy/
Guilford,
Baltimore**



**Northern
Boundary
Towsontown
Boulevard
Towson,
Baltimore
County**

Day One – Tour the Study Area



**Urban Land
Institute**

Advisory Services Program

York Road – Technical Assistance Panel

June 18th and 19th, 2013

Day One – Stakeholder Meetings



- Understanding of the materials provided,
- Review of questions to address,
- Meeting with community stakeholders, and
- Understanding of community strengths, weaknesses and opportunities.



**Urban Land
Institute**

Advisory Services Program

York Road – Technical Assistance Panel

June 18th and 19th, 2013

TAP Questions to Answer

The Market

1. What is the market demand for new businesses and mixed-use development, including student housing?
2. What should the marketing/branding strategy look like, especially given the impact of the retail and amenities in Towson?
3. What specific policies and plans can York Road implement to leverage on the strength of Towson's commercial offerings? What to avoid?

Development Reality

1. What revitalization strategies can position the corridor for a turnaround and sustainable growth?
2. Where or how should revitalization efforts be focused or phased?
3. Which of the identified nodes have the strongest potential for redevelopment and ability to bring about substantial positive change?

Questions Continued

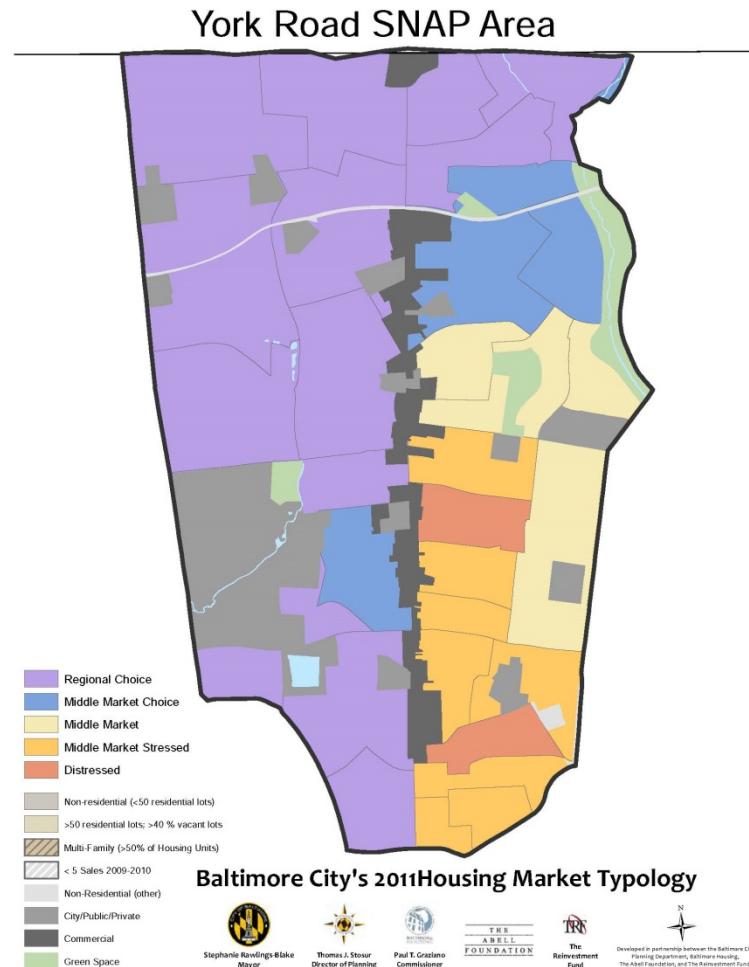
Design Quality

1. How can specific revitalization efforts on York Road positively influence and strengthen surrounding residential neighborhoods?
2. How can the residential, commercial and institutional relationships benefit all parties/uses?
3. What components of the streetscape are most promising for recreating a sense of place and the impression that one has entered a unique community?
4. How can the relationship between Belvedere Square and York Road be strengthened without detracting from Belvedere Square? How does parking relate to the strength of Belvedere Square?

Transportation

1. How can York Road be transformed into a more pedestrian-friendly mixed-use place without disrupting commuter traffic?

Govans Main Street – Baltimore City Market



What We Heard

①

- YORK RD HAS BEEN A DIVIDE - HELP US BRIDGE THE HUGE DIVIDE!!
- FOOD DESERT - GROCERY NEEDS FOR THOSE WITHOUT CARS
- BELVEDERE IMPROVEMENT ASSOC.
 - PRIMARY CONCERN - CONSCIOUSLY BALANCE RESIDENT & COMMERCIAL - BALANCE NEEDS OF BOTH!
 - PEDESTRIAN SAFETY - TRAFFIC & CONGESTION,
 - PARKING - INSUFFICIENT FOR COMM. & SENATOR
 - POD RESTRICTIVE PARKING - NOT THE BEST ANSWER
 - ROAD CONDITIONS/REPAIRING - COMM. TRASH ISSUES
 - BUS SHELTER & TRASH MAINTENANCE ISSUES

②

- REGIONS (NEIGHBORHOODS) DON'T TRANSFER TO YORK ROAD - WISH THEY DID
- BUS LINES CONVERGE ON YORK & BELVEDERE COULD BE TRANSIT HUB/TRANSFER FOR 5-8 BUS LINES
- BUS TRANSFERS - CAUSE LONG WAITS & RUNNING ACROSS NORTHERN PARKWAY - TO TRANSFER
- MORE FRIENDLY TO CEO
 - MORE STOPS & CROSS
 - SHUTTLE BUS FOR SENIOR RATHER THAN FOR BUS
 - HOMEOWNERS RESIDENT - A PLACE TO PLACE - PAY FOR FEES, AFFECTS CIRCULATOR BUS TO

③

- NOT OF TRASH - DEFERRED MAINT.
- LACK OF ATTENTION TO AESTHETICS
- DESTRUCTIVE CLEAN-UP
- NO BICYCLES TO USE - NEED TO HAVE ALTERNATIVE TRANSPORTATION METHOD
- NO ADEQUATE/VISIBLE BIKE PARK
- 20 YR RESIDENT/BUSINESS OWNER
 - STREET CORNER/DAILY/HOMELESS LOITERING
 - PUBLIC URINATION, SLEEPING ON OUTDOOR DINING AREA
 - DANGEROUS @ INTERSECTIONS - WALK IN STREET
 - TREES OVERHANGING, LIQUOR STORES REVIEW MARKING
 - ABLE DIFFERENCE! - LAND USE REVIEW
 - ACTIVE CODE ENFORCEMENT
 - NON-PROFITS IN VACANT SPACES - OPPS TO EXPLORE
 - STATE PARTNERSHIP SHIP & METROPOLITAN PLANNING ORGANIZATIONS - CONTINUE TO ENGAGE THESE GROUPS
- WANT TO HAVE ABOUT BUILDINGS RECOMMEND HELP & INSIDE POTENTIAL USES!
 - HARDWARE STORE ON CITY SIDE
 - ONLY 1 DELI CHOICE NOW IN ANNISBURG ON N. SIDE
 - PARTNER WITH CHURCHES FOR HOMELESS,
 - COLLEGE STUDENTS & PLACES THEY CAN GO!
 - YOUTH ACTIVITIES
 - HOW COULD USE LAUREL SCHOOLS, CHURCHES, THAT MAY GET VACANT PART OF TIME

④

- HOW TO BRING CONNECTIONS TO AREA - SHUTTLE CONNECTIONS
- WIDE VARIETY OF STORES - BUT NEED TO CONTROL & GROUP TYPES THAT HAVE LIKE NEEDS & PATRONAGE
- ADJUST TRANSIT ROUTING
- BRIDGING GAP BETWEEN E&W YORK ROAD
 - AFFORDABLE HOUSING FOCUS
 - DRUG TREATMENT CENTER RESIDES - NEED TO BE BETTER MANAGERS OF NON-PROFIT
- TRANSIT FOCUS & BIKE LANES
 - LINK CITY NORTH W/ TOLSON GROWTH
 - ADMIN FUNCTIONS OF T.U. CONSIDER THIS NOT IDEAS & STUDENT HOUSING
- COUNTY MORE RESTRAINING WALK FOR NON-REHABITATED TENANTS - 2 YRS. 4 IN ZONING
- STUDENT GROWTH IMPACTING NORTH END CITY NEIGHBORHOODS - T.U. HOUSING NOT KEEPING PACE WITH URM. GROWTH
- NOT EASY TO ENFORCE - CAN
- COLLEGE HAVES FULL IN PARKING
- NEED TO CONSIDER USES THAT'S DINING - ART THEME, GALLERIES BE TOGETHER - NEED EVENING
- MORE ACTIVITY/OUTSTREET
- YORK ROAD PARTNERSHIP REP.
 - CITY/COUNTY LINE IS INVISIBLE TO RESIDENTS - FEEL IMPACTS OF CITY

⑤

- HOW DO WE BETTER BUILD CAM AND VICE VERSA - STRENGTH OF A
- HOW DO WE MAINTAIN A BALANCE & TAKE WHOLE CORRIDOR - MUTUALLY
- FOCUS ON ANCHOR USES - LEVER
- THOUGHTS ON HOUSING STOCK, MIX, CODE ENFORCEMENT, ETC

⑥

- GENERAL LACK OF GREEN SPACE & PUBLIC ART
- COMMUNITY WIDE NOT COMMUNICATED
- CONTINUITY - MANY NEW BUSINESSES GET OVERLOOKED
- PARKS ARE OVERLOOKED & NOT INCORPORATED IN ZONING
- CONCERN W/ GREEN - ISSUES GOING UP CORRIDOR
- USE LOYALA SPACE FOR MORE URBAN FARMERS MARKET - MAYBE ART FAIRS
- BASEL SHOP CLOSED - WHY ARE BUSINESSES CLOSING?
- INVESTMENT CLUB FOR MAINTAINING LOCAL BUSINESSES - 3 YEARS MORE OR / BEFORE REGISTER
- FLORENCE REP & VERY LITTLE WALK - IM
 - FEW STUDENTS - NOW IN COUNTY
 - STUDENTS ARE IN PARKING (FREE WI-FI)
 - MORE ACCIDENTS -
 - NEED MORE DIVERSITY IN RESTAURANTS
 - BOILING ALLEY - TRASH ISSUES/ENFORCEMENT - THREAT RESTAURANTS
 - FILE UP TO GREEN
- FEELING FIN - CONSIDER THESE.

⑦

- COULD WE DO NEIGHBORHOOD COUNCILS FOR THE SHUTTLE STOP ON YORK ROAD? - TO ENLIGHTEN
- POSSIBLE MARKETING FOR NON-FRANCHISE/STRAVE UNIQUE BUSINESSES?
- CONGESTION VS. SPEEDING
 - SPEEDING - HOW MANY HAVE VARIOUS PLACES
 - WORK HOURS
 - DOUBLE PARKING ISSUE
 - WHAT CAN CITY & COUNTY DO TO; MAINTAIN AREA - BETTER ZONING (SUVS, S) STREETCLOSING, SHOW PARKING
- SENATOR TRAVEL - CROSSING WILL BE KEY, - NEED FOR BRIDGE OR FOLLY FERRY ON GRAND LEVEL
- SIT PLUS REPRESENTATIVE
 - NEIGHBORHOODS TO WORK COLLECTIVELY
 - SCHOOL CHOICE PROGRAM T. FORTUNE

⑧

- HOW DO WE BETTER BUILD CAM AND VICE VERSA - STRENGTH OF A
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- FEELING FIN - CONSIDER THESE.

Strengths and Weaknesses

Strengths:

- Regional Location
- Strong Transportation Network
- Diversity and Urbanity
- Residential and Institutional Engagement

Weaknesses:

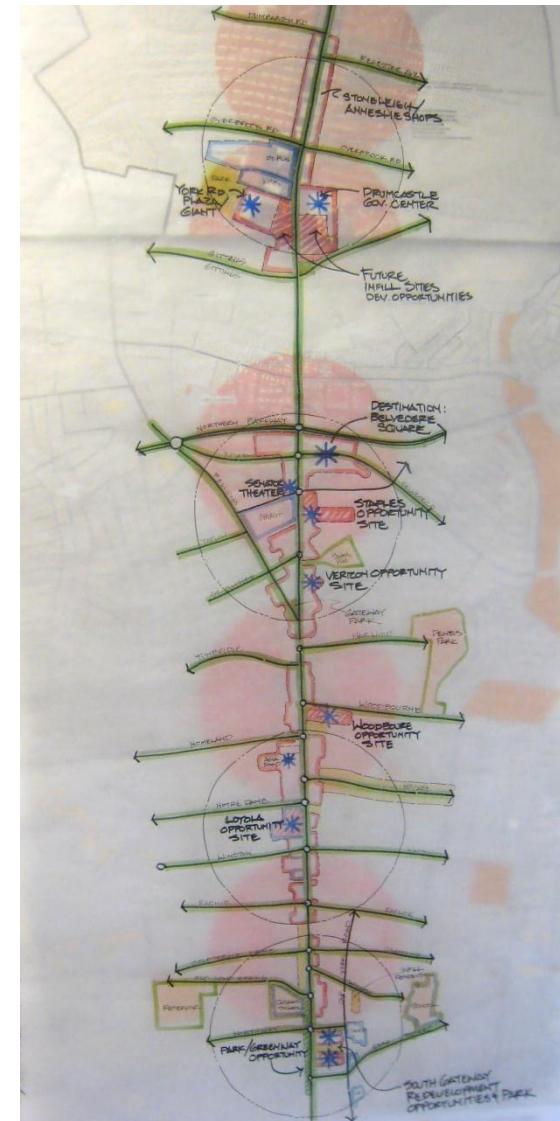
- Corridor as a Dividing Line (City/County & East West)
- Public Safety
- Aesthetics
- Lack of family friendly environment
 - Walkability
 - Amenities, including food
 - Public Space
- Low Density, Multiple Owners, Linear Commercial Space

The Vision

TO:

- Build on the existing strengths of one of Baltimore's most important and historic corridors
- Reinforce and revitalize the commercial and residential environment
- Better connect and serve the entire existing community

A vibrant York Road commercial corridor will enhance and benefit all surrounding residential neighborhoods.



Opportunities and Recommendations

1. Build from the existing strengths

- Strong transit and road network
- Involved and organized community
- Proximity of nearby universities
- Economic strength of Belvedere Square, Drumcastle and Towson
- Initially focus redevelopment near these areas, then radiate out

2. Meet the large underserved demand for basic services

- Grocery market (address the food desert of the lower study area)
- Dine-in restaurants, student amenities, neighborhood cafes, home improvement stores
- Community centers, social and medical services
- Central, visible public spaces and recreational opportunities for all ages

Opportunities and Recommendations

3. Address destabilizing elements

- Relocate areas of high loitering to more visible areas which can be better policed
- Improve code enforcement, trash collection, and police presence
- Design public spaces to better promote safe use
- Consider rezoning as a tool to discourage destabilizing elements

4. Pursue mixed-use and co-located uses

- Combine residential, commercial and parking uses into single developments
- Encourage multi-family uses along York Road in conjunction with ground floor retail
- Encourage partnerships between businesses to create synergy and address common problems such as parking

Opportunities and Recommendations

5. Grow universities' presence

- Promote the establishment of campus life (offices, classrooms, retail, student housing) by Loyola, Notre Dame, Morgan and Towson along York Road to address their growth needs
- Explore partnership opportunities with universities to create locations where students can interact with the community (for the benefit of the students and the community)
- Provide housing, shopping and recreation opportunities for underserved university students

6. Reconfigure roads to help improve and attract commercial uses

- Focus on creating a “main street” atmosphere and concentrating commercial uses
- Include parallel parking, bike lanes and more sidewalk along York Road
- Reduce traffic lanes to create safer and more walkable roads



Opportunities and Recommendations

7. Improve transit hubs

- Make bus stops more user friendly and interconnected to facilitate easy transfer of bus lines and reduce dangerous jaywalking
- Create bus linkage to Light Rail
- Improve bus stops with shelters, seating, trash cans and landscaping
- Explore shared university shuttle bus system / City Circulator among all campuses



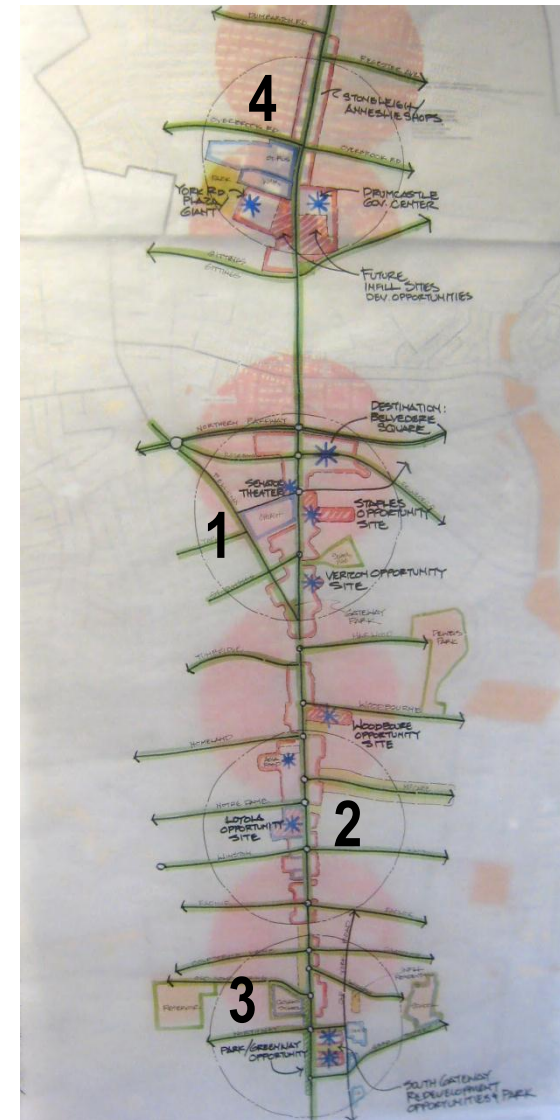
Implementation Suggestions

1. Create a blanket organization to champion the York Road vision on an ongoing basis

- Manage and consider the needs of all community and business groups (e.g., Main Street / Downtown Partnership / Community Development Corporation)
- Focus on outreach to developers, retailers and builders to promote investment
- Expert on all incentives offered by City and County
- Maintain communication with owners of high priority parcels and consistently promote redevelopment to a higher and better use

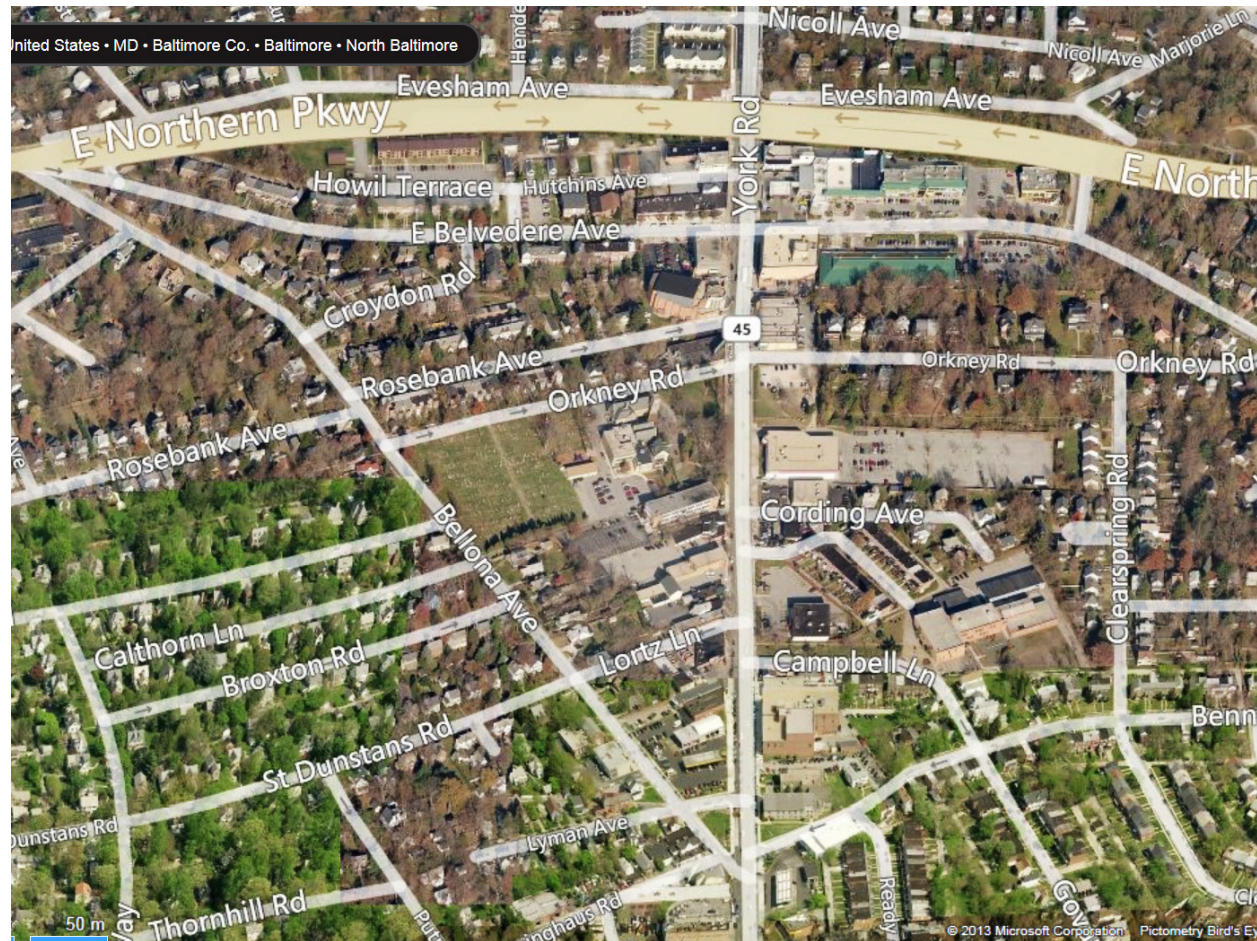
2. Redefine the nodes/zones

- 4 nodes focused on the places, not the intersections
- Varying land use themes to differentiate each zone



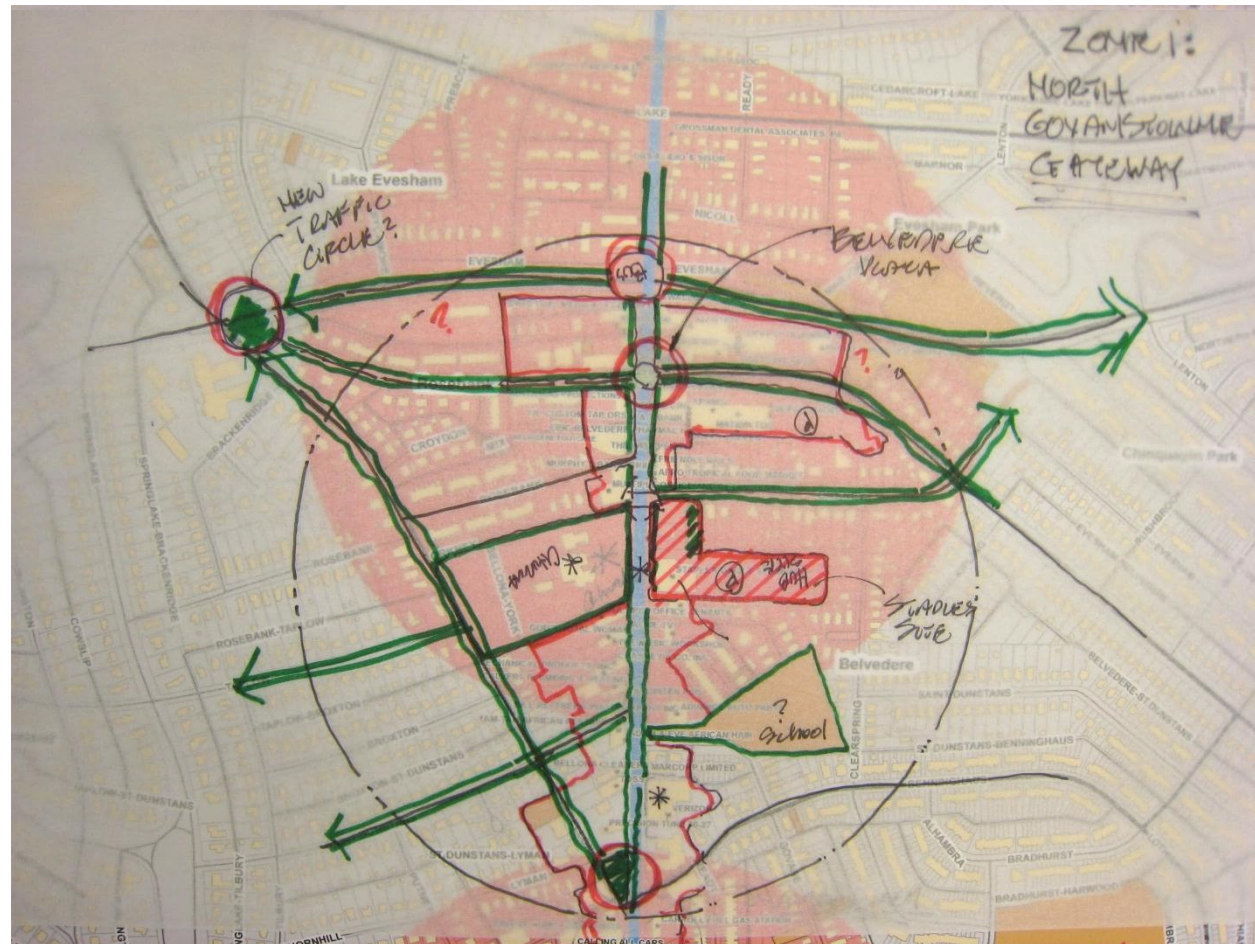
Govans Main Street Zone 1 - Entertainment Node

- Family-Serving
- Entertainment
- Regional Appeal
- More density (housing & commercial)
- Mix of day and night activity



Govans Main Street Zone 1 - Entertainment Node

- Expand parking opportunities (e.g. Staples, Belvedere Square)
- Transit hub (to help solve some pedestrian/transit rider safety issue)
- Verizon Building – Opportunity Site
- Triangle as important gateway site



Govans Main Street Zone 2 – The College Node

- Family-Oriented
- Mixed-use
- More density (housing & commercial)
- Positive outdoor activities (outdoor seating) – minimize presence of negative behavior
- Gaps in commercial services (Grocery, food, medical, student amenities)



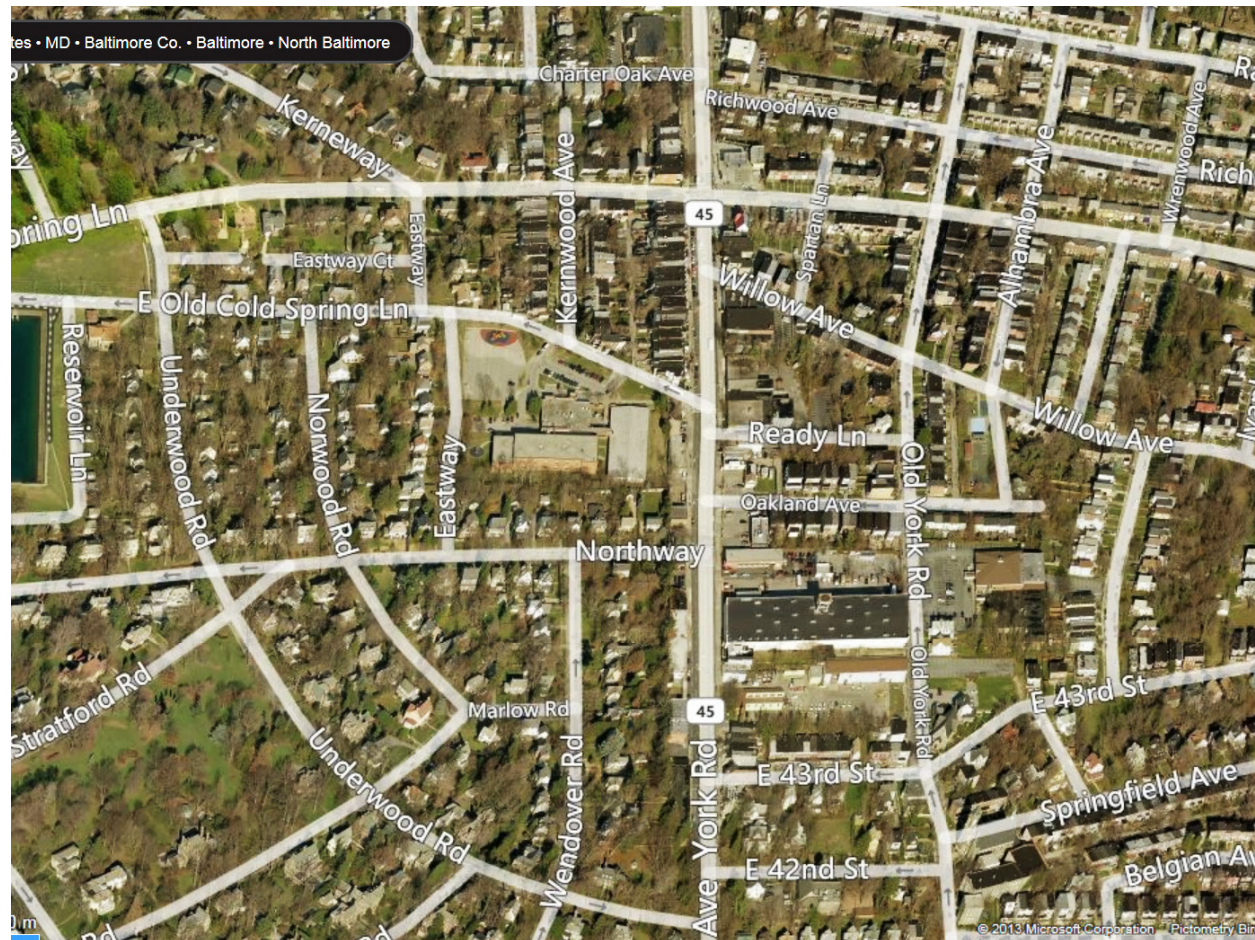
Govans Main Street Zone 2 – The College Node

- Enhance pedestrian connections to neighborhoods
- Enhance university presence
- Amenities for students (ie., vintage clothing, books, coffee shop)
- 5315 York (Family Dollar) – opportunity site
- 5104 York (Loyola Property) – opportunity site



Govans Main Street Zone 3 – Southern Node

- Visible public space on corridor
- Options:
 - Concentrate commercial space
 - Embrace, expand personal service establishments
 - Embrace auto uses



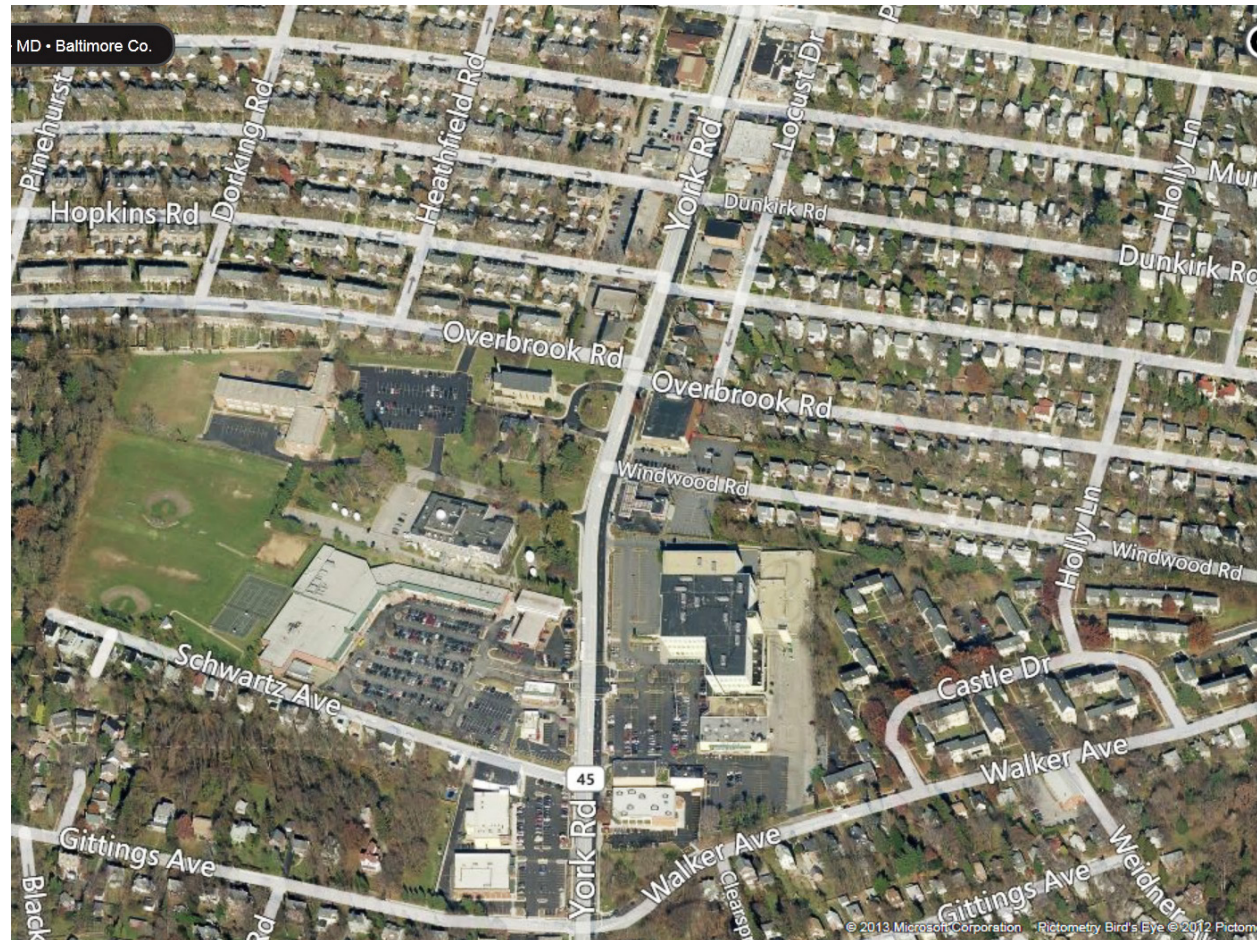
Govans Main Street Zone 3 – Southern Node

- **Extend elementary school to get presence on York Road**
- **DGS property – opportunity site**



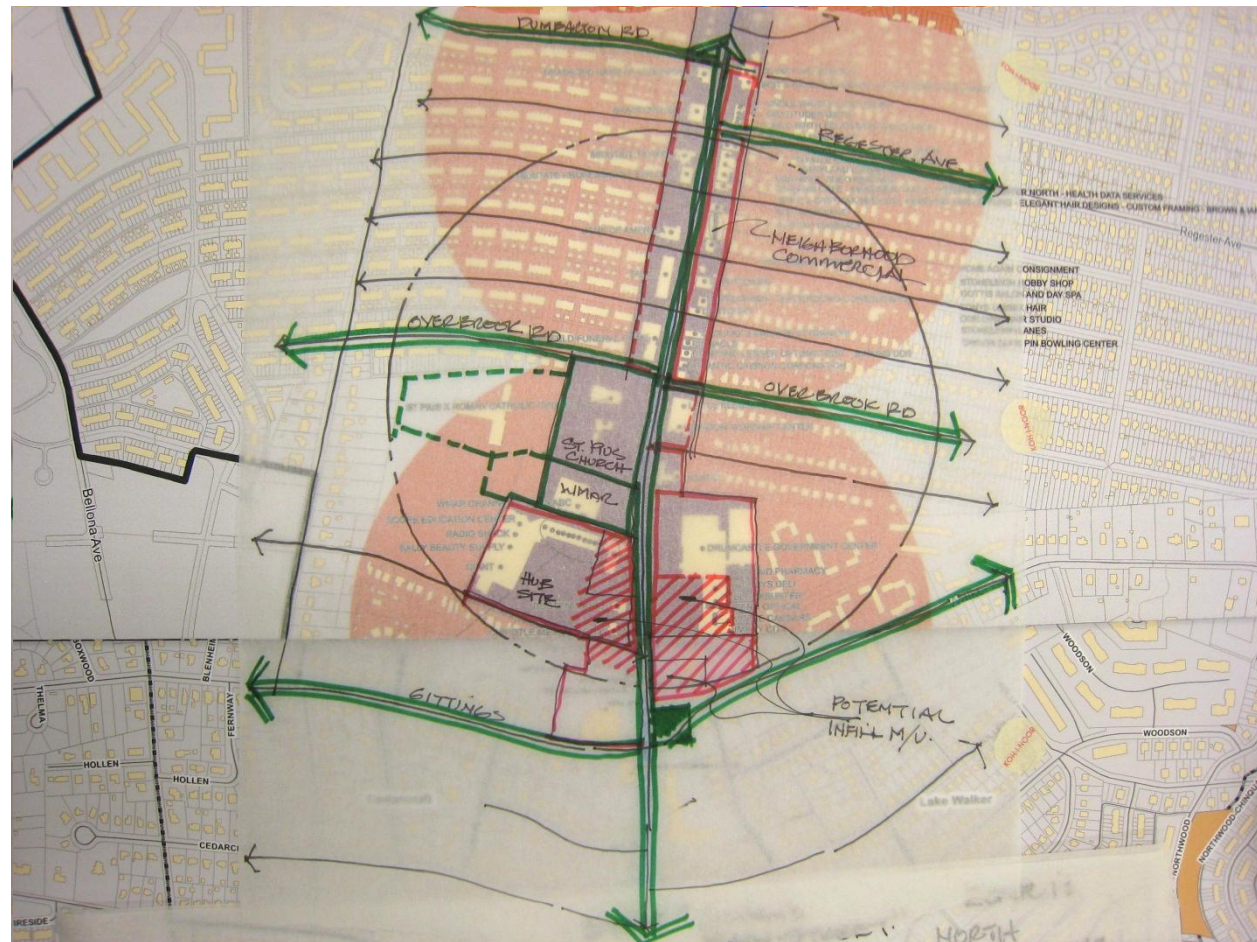
York Road Zone 4: City/County Line, York Rd Plaza, Drumcastle

- Potential for moderately scaled infill development
- Potential for mix of uses to create a more walkable district
- More residents or workers to patronize local businesses.



York Road Zone 4: City/County Line, York Rd Plaza, Drumcastle

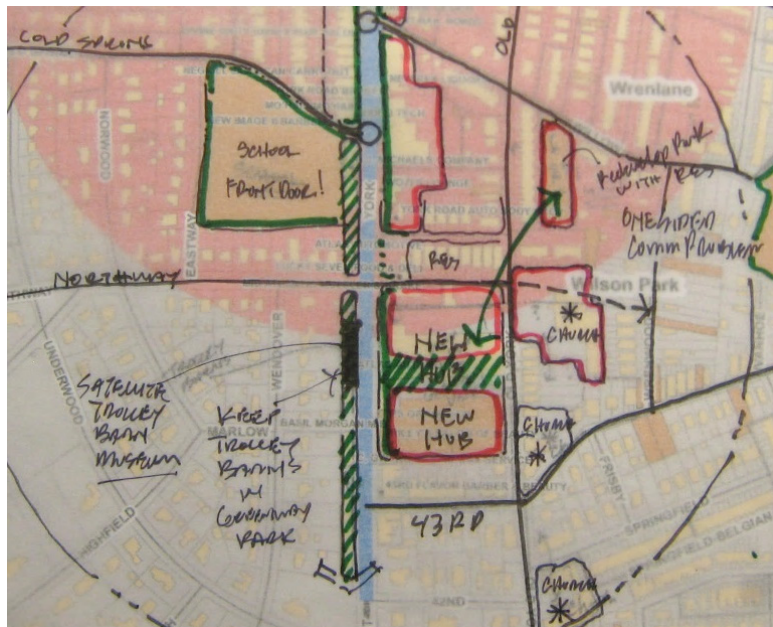
- Potential for moderately scaled infill development
- Potential for mix of uses to create a more walkable district
- More residents or workers to patronize local businesses.



Physical Design Enhancements

Greenspace

- Enhance existing spaces (Maintenance – Leverage Parks and People Foundation)
- Improve visibility (Pockets vs. gateways)



Physical Design Enhancements

Signage Organization

- Guidelines for uniformity
- Design review and enforcement – Possible Neighborhood Design Center support services



Physical Design Enhancements

Complete Streets

- Accommodate pedestrians, bicyclists, motorists and transit riders of all ages
- Easier to cross the street, walk to shops, bike to work
- Result will increase parking to support existing commercial uses



Street Comparison

York Road Corridor



ADT 17,000 – 22,000

Harford Road Corridor

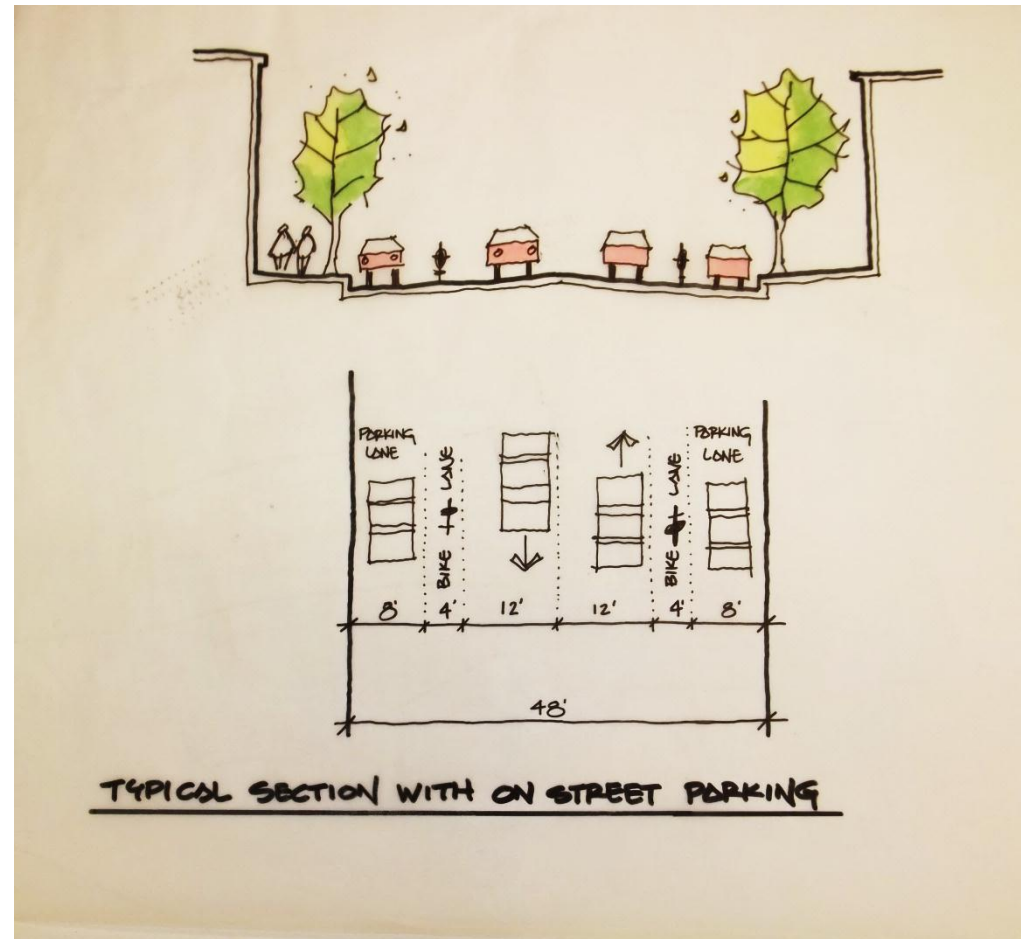


ADT 17,000 – 22,000

Streetscape Sections

Key Points

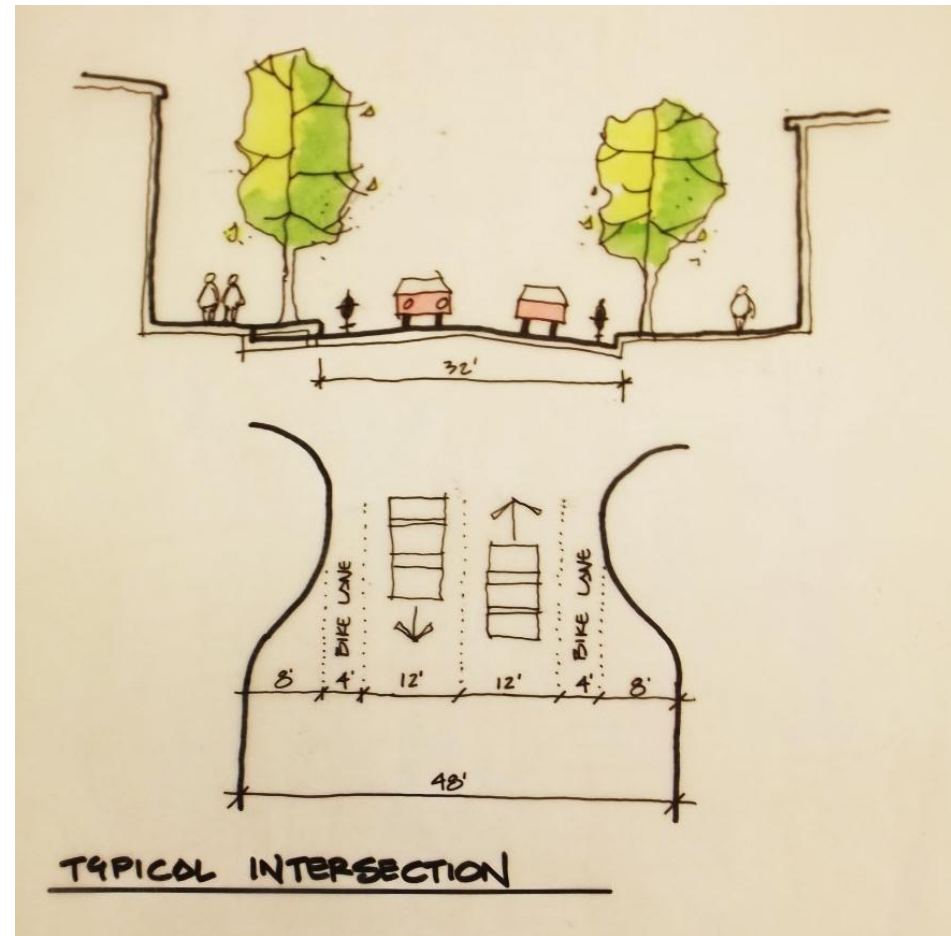
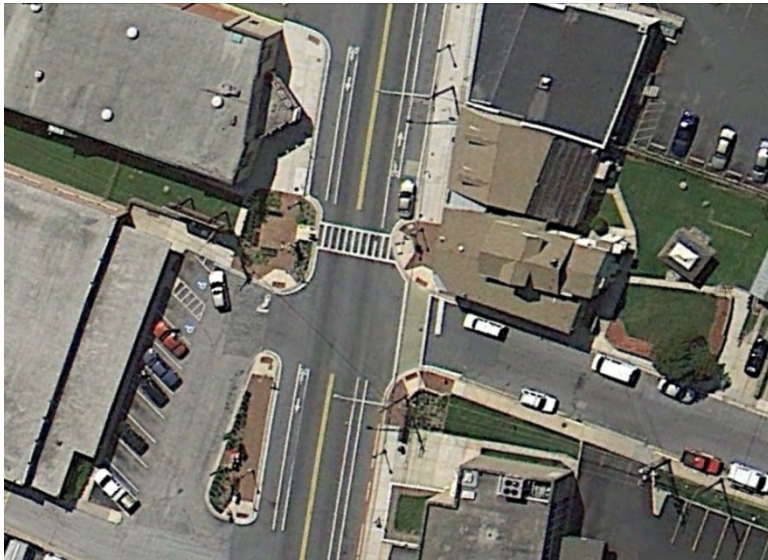
- Designed for all users
- Uses existing cross-section
- Improved safety



Streetscape Sections

Key Points

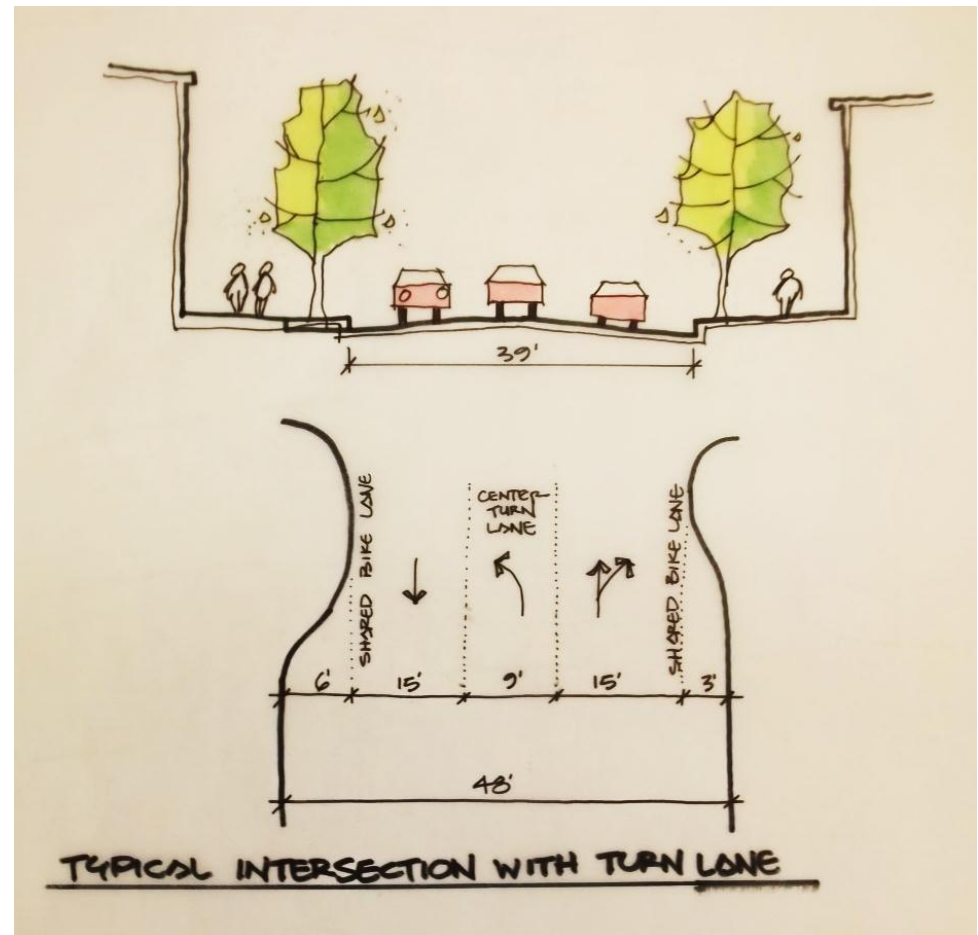
- Curb extensions
- Improved pedestrian safety
- Clearly delineated crosswalks
- Landscape opportunities



Streetscape Sections

Key Points

- Separate lane for left turns
- At locations with significant turning volumes
- Maintains pedestrian safety



Mid-Block Crosswalks

Key Points

- Provides pedestrian island
- Clearly delineated crosswalks



The York Road TAP – Conclusions

The Best Route Forward:

1. Share the plan and get buy in from ALL stakeholders
2. Form a NEW organization that will CHAMPION implementation
3. Establish short, mid, and long term implementation goals
 - a. Inventory available opportunity sites and link to identified needs/uses
 - b. Implement physical improvement priorities – parking, street improvements, façade improvements, etc.
4. Maintain continuous communications with ALL stakeholders and hold annual community meetings to show concrete change and update goals

Questions and Comments