Randallstown UDAT/03 Sponsors

Baltimore County
BCPL
Councilman Kenneth Oliver
FannieMae
Liberty–Randallstown Coalition
Maryland Department of Housing and Community Development
Northwest Hospital
Randallstown Recreation and Parks Council
Senator Delores Kelley

Akbar Palace
Giant Food, Inc.
Golden Dragon
Milford Liquers
Murray’s
Pizza George
Sea King/Pig Pickers
Sea Pride III
Specialty Marketing and Printing
Tom’s Sports Tavern

Thank You
The UDAT Journey in Five Parts

1. Why We Came
   we respond to a need by the community

2. What We Heard
   we actively listen to the community

3. What We Discovered
   we explore physical and social realms

4. What We Recommend
   we thoughtfully mesh community wants with prioritized needs

5. How We Proceed
   we want the energy to flow to a better future
“Randallstown is a place that was a path to somewhere else. . .”
Owings Mills

Pikesville

Randallstown Area

UDAT Primary Area

Lockeann

Woodlawn
we respond to a need by the community

1. Why We Came
1. Why We Came

Why a UDAT for Randallstown?

Randallstown is an affluent African American community with urban problems;
It is a community that is feeling the affects of growth and change in its social makeup;
It wanted validation that it is a viable and healthy community;
It had concerns about the aesthetic value of Liberty Road;
Explore Randallstown’s reputation in relation to the actual stories of its citizens and place; and
Provide a focused vision, create recommendations and set some priorities for the town to embrace and implement.
2. What We Heard

we actively listen to the community
Who Did We Meet With?

Randallstown History with Gloria Marrow
Meeting with the Steering Committee
Town Hall Meeting with over 400 residents
High School Students at Randallstown H.S.
Various county officials
Panel discussions with Commercial, Arts & Recreation, Transportation and Infrastructure, Key Businesses, Development, Education, and Community Activists
Various concerned citizens who visited the studio space
Synthesis of Community Discussions

The UDAT team listened to the Randallstown community, took notes and discussed what was heard. The team came up with key points in the following areas:

Identity
Appearance
Workforce
Culture, Arts & Entertainment
Youth & Seniors
Business

Transportation & Infrastructure
Real Estate & Property
Recreation & Open Space
Quality of Life
Identity

Celebrate the diverse characteristics of the Randallstown residents;
Promote the positive socio-economic characteristics (i.e., high income levels) of Randallstown to potential businesses;
Create a strong vehicle for “branding” the area (i.e., to highlight the positive aspects of living/working in the area);
Promote the rich culture that is distinct to Randallstown;
Promote special events that showcase Randallstown’s history and culture; and
Strengthen the identity of existing businesses from the road.
2. What We Heard

Appearance

Improve the appearance of the corridor to reinforce a positive perception of services and businesses offered;
Improve signage and visual identity of the business corridor;
Enforce appearance and maintenance standards for individual properties;
Create a better aesthetic identity;
Bury or reduce the number of above ground power lines;
Provide trees along the road to soften appearance; and
Create an announcement/gateway to Randallstown.
Workforce

Increase availability of a well-trained, well-educated workforce; strengthen existing partnerships with educational institutions to cultivate future workforce; strengthen public school system and link schools with businesses and industry; build on positive demographic characteristics; and create infrastructure to support non-driving workers.
2. What We Heard

Culture, Arts & Entertainment

Develop a cultural hub that caters to the performing arts;
Create the platform for cultural activities;
Offer incentives for volunteerism;
Provide opportunities for more sit-down restaurants;
Celebrate the varied interests of residents in the arts; and
Provide a focal point for events (i.e., drama, dance, art, etc.).
Youth & Seniors

Strengthen lines of communication between parents and youth-oriented service providers;
Create educational, athletic, and arts programs that are interest specific;
Create activity centers that stimulate and encourage the youth;
Address stereotypes that cross multiple generation;
Provide structured activities for different interests (e.g., sports, drama, dance, arts, etc.); and
Create housing and activity centers geared towards the increasing senior population.
Business

Provide better marketing materials to attract potential businesses and developers;
Encourage creation of a government office center that demonstrates local, county, and state commitment to the area;
Create a catalyst for office/commercial development;
Take a proactive stance on promotion of Randallstown as a business and commercial destination;
Establish a mechanism for attracting new businesses and supporting fledgling businesses; and
Emphasize the fact that this area has the lowest crime rate in the county—reverse the perception as a high crime area.
Transportation & Infrastructure

Create a pedestrian-friendly environment;
Reduce traffic congestion;
Improve traffic patterns—movement through the area;
Improve linkages to nearby Metro stations;
Improve the connection between Randallstown and nearby areas such as Owings Mills; and
Create alternative circulation patterns so that people don’t have to enter Liberty Road.
Real Estate & Property

Develop a comprehensive inventory of properties to monitor vacancies and opportunities for new businesses and services;
Create a critical mass of mixed-use activities;
Concentrate the small businesses into a black business district that offers restaurants, entertainment, and the arts; and
Decrease the amount of time that properties sit vacant.
2. What We Heard

Recreation / Open Space & Quality of Life

Create a greenway system that includes bicycle and walking trails;
Build recreational facilities that cater to children and adults;
Provide flexible spaces where people can have physical and visual enjoyment;

Provide opportunities/places where residents can interact with others;
Encourage better communication between youth and seniors;
Create a “heart” for Randallstown.
Attract and cultivate a well-trained and well-educated workforce.

Improve the image of the corridor.

Establish better communication between senior citizens and youth.

Celebrate Randallstown’s strong and rich culture and history.

Provide businesses/services that reflect the needs and affluence of the residents.

Make Liberty Road pedestrian friendly and visually appealing.

Overall Impressions from Community Contact

Provide structure for the youth that is outside/beyond the schools.

Take a proactive stance to market the area to potential businesses.

Brand the area—celebrate and promote the cultural diversity.

Encourage additional office and mixed use development.

Create a center that caters to the diverse interests of the community.
3. What We Discovered

we explore physical and social realms
The UDAT Team identified five levels of identification for Randallstown. Because of its history as a bedroom community, there is a strong identification with the home. It then moves to larger and larger criteria.

Randallstown is a confederation of loosely defined hamlets
We identified key places that showed the diversity of Randallstown

There are many examples around the town
– Landmarks
– Commercial Centers
– Residences
– Developments
– Landscapes

These provide the present vocabulary and associations that residents of the town and visitors interpret – and also show the challenges of identity that Randallstown yearns for.
We visited key places that demonstrated the environmental diversity of Randallstown
3. What We Discovered

Old K-Mart

Liberty Plaza
3. What We Discovered

Stevenswood

The Community of Granite
3. What We Discovered

Green Lane Development

The Community of Granite
3. What We Discovered

Liberty and Old Court Road

Windsor Mill Road
3. What We Discovered

Liberty Road Stores
“Resiliency and determination of spirit are significant assets that abound first tier communities.”

From "America's Inner-Ring Suburbs on the Brink: "Halfway to Everywhere" Looks at Divergent Paths Leading to Rebirth or Ruin" by William Hudnut III
Linking Community Comments with UDAT Professional Experiences to a SWOT for Randallstown

Randallstown Strengths
What key skills, environmental attributes and activities can be capitalized upon?

Randallstown Weaknesses
What factors, behaviors, infrastructure, and perceptions need to be compensated for?

Randallstown Opportunities
What issues, parcels, or trends can be converted to the town's advantage?

Randallstown Threats
What factors, trends, issues or behaviors may retard progress for the town?
Randallstown Strengths

Rich history and culture
Political power – First African American Council Member
Diversity of land uses
Affluence
Dedicated and energetic population
Established business organizations
Active and effective citizen leadership
Solid religious affiliations
Randallstown Weaknesses

Legislative, councilmanic and congressional boundaries different;
Poor aesthetic standards for Liberty Road;
At risk youth or youths with little direction;
Turf battles at grassroots level over resources and duplication of efforts;
Group activist represent primarily middle age and senior demographic;
Weak transportation system with little or no links and extremely auto–oriented;
Insufficient links between adjacent parking lots to reduce local traffic on Liberty;

Uncoordinated or inadequacies in recreation for youth;
Untested power based on affluence of African Americans;
Being the “tweener” community hinders development potential;
Defensive and under siege mindset leading to poor self-identity and self perception;
Halfway to everywhere with a series of hamlets diminish cohesive community focus on future;
Absentee and inflexible landlords on key parcels.
Randallstown Opportunities

Randallstown wants help;
Desire to keep spending in the community instead of elsewhere;
Sincere people who want to channel energy constructively;
Range of interests by community groups;
Progressive Economic Development Department;
Need for comprehensive mobility strategy that encompasses wider range of circulation opportunities;
Desire to celebrate historic attributes and cultural legacy;
Solid housing stock;
Underutilized but present natural resources;
Vacant and available parcels.
Randallstown Threats

No shared civic consciousness;
Not In My Backyard’s (NIMBYs), yet want benefits;
Divisions with different values leading to “us” vs. “them” behavior
Energy in district north and west of Randallstown;
Developers and national businesses have little reason to invest in town;
Youth sees little future of town;
Evaporating sense of community;
Rift between younger and older residents;
Mistrust of public transportation.
What Does All This Mean?
Redefining the Quality of Life for Randallstown

Education
– Structured and varied activities for youth
– Facilities to hold events and activities
– Opportunities for extracurricular activities

Business
– Traffic congestion impacts access to services and goods
– Liberty Road corridor development potential
– ‘tweener stigma (implications of being positioned between Owings Mills and other areas)

Culture
– Identity and place perceptions
– Communication limitations between different groups
– Rich history (culture, place, and people)
Randallstown needs to realize that it will need to make choices around class, age, growth, affluence & access. These choices will affect the level of diversity, economic opportunity and.

### Contradictions & Tradeoffs

<table>
<thead>
<tr>
<th>Category</th>
<th>Value 1</th>
<th>Value 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Elderly</td>
<td>Youth</td>
</tr>
<tr>
<td>Identity</td>
<td>Place</td>
<td>People</td>
</tr>
<tr>
<td>Growth</td>
<td>Expansion</td>
<td>“NIMBY”</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Convenience</td>
<td>Congestion</td>
</tr>
<tr>
<td>Confidence</td>
<td>Fear</td>
<td>Power</td>
</tr>
<tr>
<td>Class</td>
<td>“Haves”</td>
<td>“Have Nots”</td>
</tr>
</tbody>
</table>
Community Avoidance of Sensitive Issues

These are usually issues that everyone has on their minds, but uses other words to discuss them.

- Socioeconomics – friction between income groups
- Avoidance – of issues that directly impact progress
- Age disparity – lack of understanding between youth and seniors
- At risk youth – children who are not supervised or directed
- “Not in my back yard” (NIMBY) attitudes
- Weak business-development collaboration
we thoughtfully mesh community wants with prioritized needs

4. What We Recommend
4. What We Recommend

We looked at the immediate surrounding region to Randallstown and explored seemingly unassociated factors that linked community concerns with natural and man made systems. These were then overlaid on one another to create relationships or identify interdependencies. The outcomes from these explorations create entry points for opportunities for energy and expression.
Randallstown is a Fountainhead for Baltimore County
Randallstown is part of an outlying network that has been rooted in its own geography, geology, sociology, and power of place. To unlock its energy the community must see what is not easily visible.
Randallstown needs a set of principles that guide actions and behaviors

The UDAT Team has created a framework that articulates three key areas of focus, which combined create a clear civic consciousness. The desired result is an understood identity for Randallstown, which is expressed through values which drive actions.

What Randallstown needs to define these areas with clear values that can be communicated, referenced – and understood.
The UDAT Team divided into three development groups

Public Space and Systems Group
Civic Center Group
Policy Group

The focus of the UDAT team was to provide a comprehensive solution for Randallstown vs. diluting efforts by having all teams develop variations on the same area.
Public Space & Systems Group

Public space is more than just passive recreation. Appropriately designed and connected systems can serve many important functions.

<table>
<thead>
<tr>
<th>Place Cursor on Each Category to See Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Natural</strong></td>
</tr>
<tr>
<td>Scots Landing and Horsehead; basis for greenway system</td>
</tr>
<tr>
<td><strong>Cultural</strong></td>
</tr>
<tr>
<td>Unique people, places and events; basis of historical trail and museum.</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
</tr>
<tr>
<td>Automobile, transit; basis for recommended improvements</td>
</tr>
<tr>
<td><strong>Schools/Parks &amp; Neighborhood Centers</strong></td>
</tr>
<tr>
<td>Locations; basis for new recommended sites and bikeway linkages</td>
</tr>
<tr>
<td><strong>Rural Character</strong></td>
</tr>
<tr>
<td>threatened rural landscape character; the basis for alternative development guidelines</td>
</tr>
</tbody>
</table>
Public Space & Systems Group
Natural

13.7 miles of new greenways; alternative transportation, passive recreation, environmental education

Building on current county planned greenways along creeks.
4. What We Recommend

Public Space & Systems Group
Natural

Conserving visual and environmental quality.

Buffering adjacent residents.

Make safe street crossings (at-grade)
Defining neighborhood boundaries
Linking to local and regional systems (Rail, etc.)
Public Space & Systems Group
Cultural

The Old Community Building will be a museum; a gateway on Liberty Road.

The museum will have an upscale dining.

4 miles of interpretive trails; off-trail site also interpreted.

The trails will connect existing and former sites of significance.
Public Space & Systems Group
Cultural
Create a plaza at to celebrate the former presence of a Freed slave Settlement.

Flexible uses; interpretation, memorial, celebration, gathering and performing arts.

Links with greenway system.
Strategies to address the consequences of extreme automobile dependency; promote a balanced system.

Modes:
Automobile- Liberty Road recommendations, Owings Mills Road extension recommendations

Transit-recommended extensions of transit to link to regional rail

Non-Motorized-recommended bike paths connecting school/parks.
Automobile - Liberty Road
Preliminary analysis shows that Liberty Road is operating at 85% of capacity. Most peak traffic through-traffic.

High accident locations; Offut Road, Brenbrook Drive, Old Court Road, Courtleigh Drive, Rolling Road and Milford Road.

Signal timing-30% accidents were rear ending

Left turns-25% accidents

Mid-block pedestrian crossings-All mid-block accidents resulted in fatalities
Public Space & Systems Group
Transportation – Liberty Road

Introduce a center median; taper at signalized intersections

Left-turns only at signalized intersections; right-turns only on/off of Liberty Road

Create bus stop "knock-ins" to reduce conflict between buses/cars.

Unify site furnishings using an indigenous material; granite.
4. What We Recommend

Public Space & Systems Group
Transportation – Liberty Road

Reorganize parking to eliminate "weaving" on Liberty Road (circulate within a block without using Liberty Road)

Bury power poles in Randallstown center, push back elsewhere.

Reorganization will provide image and landscape enhancements.

Encourage low signage and/or signage integral to the building

Use plant material in front yard setbacks to screen parking lots.
Reorganize parking to eliminate "weaving" on Liberty Road (circulate within a block without using Liberty Road)

Reorganization will provide image and landscape enhancements.

Bury power poles in Randallstown center, push back elsewhere.

Encourage low signage and/or signage integral to the building

Use plant material in front yard setbacks to screen parking lots.
Public Space & Systems Group
Transportation – Owings Mills Boulevard

Recommend preferred alternative for Boulevard extension to ease "cut through" traffic in Liberty Road area.

Recommend improvements to Lyons Mill Road to provide alternative access to I-695; will reduce Liberty Road congestion during peak traffic times.
Only 33% of Americans have access to a car and are able to drive.

Over 50% of unemployed African-Americans reported that they would have a job if they had access to reliable transportation.

The senior and junior members of the community desire improved transit.

Recommend preliminary service west of Offut Road and North to Owings Mills using 15 passenger vans/alternative transit vehicles.
Community members, especially children, desire a safe and accessible on-street bicycle path network.

Recommend bike paths; modifications to existing neighborhood streets connecting schools/parks (Rolling Road, McDonogh Road, Algiers Road/Rouen Road)
4. What We Recommend

Public Space & Systems Group
Schools/Parks and Neighborhood Centers

Recommend improvement of the school/park shared use agreement

Recommend no resident should be more than a 10 minute walk (1/2 mile) from a neighborhood open space.

Recommend the creation of new park spaces: (Winands/Rouen, Windsor Mill, Liberty, Offut)
Public Space & Systems Group
Schools/Parks and Neighborhood Centers

Recommend improvement of the school/park shared use agreement.

Recommend no resident should be more than a 10 minute walk (1/2 mile) from a neighborhood open space.

Recommend the creation of new park spaces: (Winands/Rouen, Windsor Mill, Liberty, Offut)
Community concern about character and impacts of rapid rural development.

Components of rural character: architecture, density, landscape, road alignments, views
Public Space & Systems Group
Things to Be Explored

History is fluid-addressing the broader diversity of the community;
Absorption of Regional service needs;
guidelines to describe how to approach site selection and resources
necessary to successful service to a diverse community;
Infill guidelines for established communities that support
community character.
Civic Center Group
Finding the Center on a Long Straight Line

In order to develop an identity for Randallstown, the UDAT team searched for a civic core. Historically, centers were identified geographically. Liberty Road is the main arterial road that contains the business districts and is the most identified landmark by residents and visitors alike.

The UDAT team identified a north/south green corridor that bisected Liberty Road. Legacy commercial, educational and residential properties surrounding the green corridor and Liberty Road created the most logical epicenter for development.
Civic Center Group
Current

- Marshalls
- Liberty Court Shopping Center
- Library
- Old K-Mart
- Apartment Complexes
- Northwest Hospital
Civic Center Group
Proposed

- Mixed Use Civic Core
- Community College, Recreation Bldg., Retail
- Pedestrian Bridge
- Owner Occupied Homes
- School Site
4. What We Recommend
4. What We Recommend

Civic Center Group
What Makes a Town Center?

- gathering spaces
- public, civic uses (library and arts)
- entertainment
- recreation
- service, retail, offices
- high density residences
Civic Center Group
Conceptualizing the Center

- mixing uses for an active center
- creating flexible spaces to adapt to changing markets
- creating transitions from one use to another
- creating symbiotic relationships for a thriving center
Civic Center Group
Developing an Identity for Randallstown

– making a strong first impression
– creating a human scale
– defining edges
Civic Center Group
Redefining Living in Randallstown Center

- high density to support the Center
- mixed use
- complimentary to existing single family housing

Example – Church Lane, Charlotte, NC
Civic Center Group
Randallstown Civic Buildings . . .
Looking to the Future while Paying Tribute to the Past

Example – Cultural Center
4. What We Recommend

Civic Center Group
Developing the Randallstown Center – Liberty Road Corridor

Two Examples of Urban Frontage
Civic Center Group
“Bridging” Liberty Road to Connect the North–South Community Corridor

- Liberty Road is the center
- Pedestrian-friendly north/south connector
Civic Center Group
The Transformation of the South Block into a Village
Civic Center Group
Randallstown Center and Randall’s Village
The Heart of the Community

- strong sense of community, past and present
- strong community, village, neighborhood connector
- clearly defines sense of arrival – “a special place”
- self-supporting and sustaining with symbiotic relationships
- Implement strong community and business marketing plan
- Identify and purchase property for education campus
- Build community center
- Build phase I of Randallstown Center — (northwest quad retail, residential and civic green)

3 to 5 years - CENTER
- Purchase outparcels and develop Phase II of Randallstown Center (hotel, and office)
- Brookhaven Estates converted to incentive housing for allied health services, educators, and/or senior independent living
- Redevelopment of educational campus

5 to 7 years - CENTER
- Phase III construction of Randallstown Center (streetfront retail and office)
- Brookhaven Estates converted to incentive housing for allied health services, educators, and/or senior independent living
- Remaining outparcels along south side of Liberty Rd convert to streetfront retail and office
- Hospital begins expansion plans

7 to 10 years - CENTER
The Randallstown UDAT/03 Team thanks all concerned for the opportunity to assist the citizens, town and county in its desire to create a better Randallstown.

Thank You

Special thanks to those who directly worked with the UDAT Team 24 hours a day – and fulfilling our needs during our stay:

Tony Baysmore
Raymond Carr
Jay Doyle
Marc Epstein
Jennifer German
Dave Green
Amy Mantay
Jennifer Meacham
Ken Oliver
Kathy Schlabach