

ULI Technical Assistance Panel

Belair Road

ULI November 16, 2011

PRESENTERS:

Matt D'Amico – Design Collective

Chuck McMahon – Development Consultant

Peter Garver – Garver Development Group

Laurie Hay – Baltimore County

Jill Lemke – Baltimore City

Introduction

- Transform a commercial corridor
- Define redevelopment opportunities
- Identify policy recommendations
- Establish implementation strategies



Process

- Expert panelists (ULI members)
- 2-day workshop
- Final Presentation

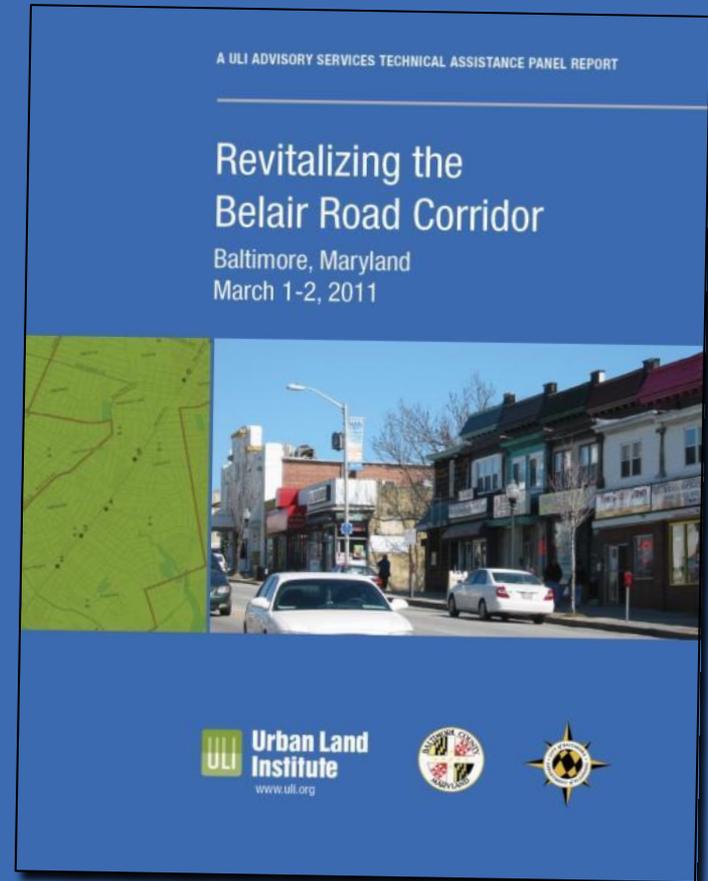


Panelists

- Peter Garver – Garver Development Group
- Chuck McMahon – Development Consultant
- Tom Lavash – Economist
- Richard Brigstocke – Retail Consultant
- Sharon Grinnell – S.Grinnell Enterprise
- Caroline Paff – Development Consultant
- Scot Foster – Architect/Planner
- Paul Gilliam – Vision Engineering/Transportation
- Steve Stannard – Illustrator

Preparation

- City-County collaboration
- 2 months prep and research
- “Briefing Booklet”
- Demographics
- Stakeholder interviews



City Staff – Many Thanks!

- Mayor Stephanie Rawlings-Blake
- Tom Stosur
- Jill Lemke
- Ivor Quashie
- Stu Sirota
- Kristen Mitchell
- Seema Iyer
- William Doane

County Staff – Many Thanks!

- County Executive Kevin Kamenetz
- Andrea Van Arsdale
- Laurie Hay
- Jeff Mayhew
- Larry Simmons
- Amy Mantay
- Shahid Rana
- Scott Templin

Background

- Aging commercial corridor
- Vacant auto dealerships
- Functionally obsolete/small buildings
- High-speed commuter traffic



Lack of Available Land

- Properties are too small
- Lack of adequate parking
- Multiple owners/ownership patterns



Land Use

- Auto-related: 12% (gas; car repair; parts/rentals)
- Beauty/Barber: 12%
- Vacant: 12% (auto dealerships)
- Retail: 11%



Retail

- Liquor: 18%
- Variety: 14%
- Secondhand: 12%
- Cell/Phone: 8%
- Retail Gap: \$233M



Demographics

- HH > \$50,000/YR: 60% County 44% City
- HH > \$75,000/YR 40% 22%
- Owner occupied: 77% 67%
- Value of owner-occupied housing:
- > \$150k: 80% 43%
- > \$200k 50% 22%



What We Heard From Stakeholders

- Traffic and pedestrian safety concerns
- Crime and safety
- Stable neighborhoods
- Lack of “transition” from corridor to neighborhoods
- Limited retail/services and lack of parking
- Lack/deterioration of commercial core/identity



Opportunities: Walkable Nodes

- Belair-Edison (at Erdman)



Opportunities: Walkable Nodes

- Gardenville (at Frankford)



Opportunities: Walkable Nodes

- Overlea



Opportunities: Key Sites

- Fullerton



Opportunities: Key Sites

- “Quarry” site



Opportunities: Key Sites

- Beltway Plaza



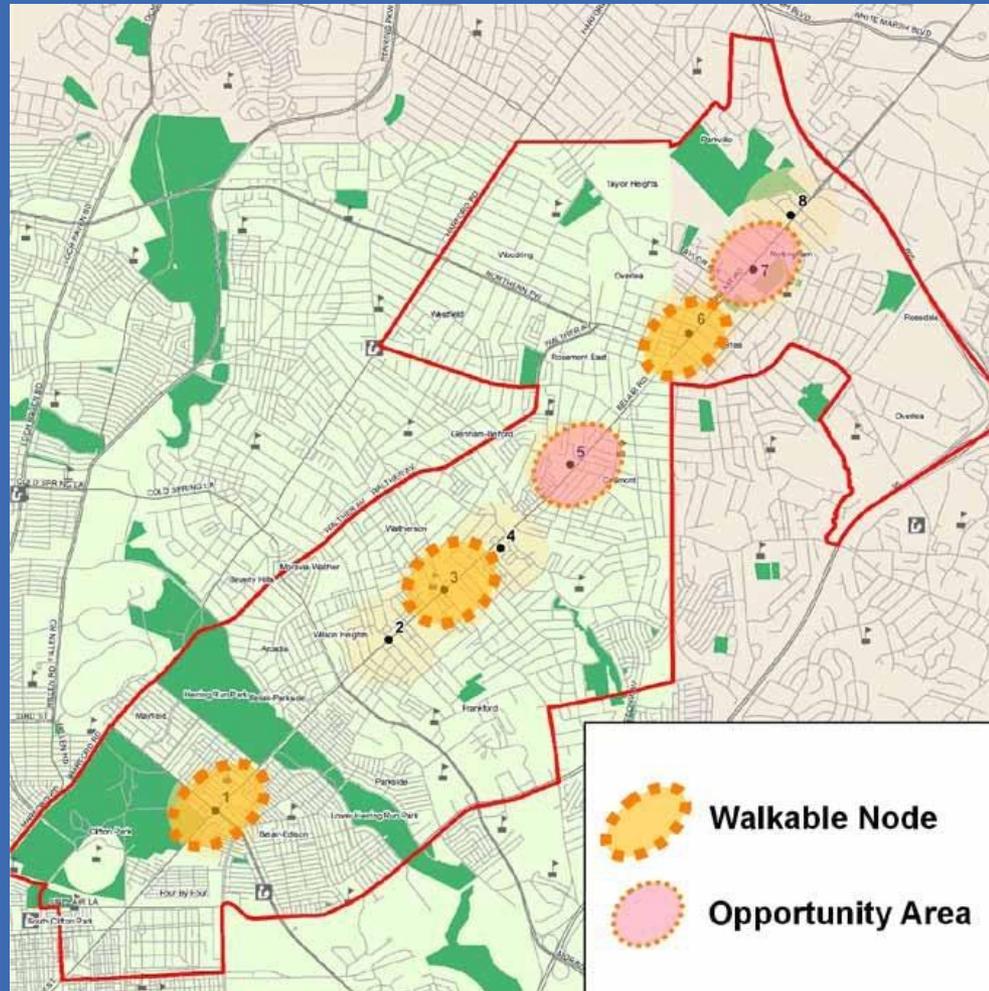
The Assignment – TAP Questions

- Transform a Commercial Corridor?
- First Steps for Revitalization/Transformation?
- Strategies for Specific Nodes?
- Residential Stabilization Strategies?
- Streetscape and Identity?
- Transportation, Mobility, and Traffic?

Concept Framework Plan

Concept Framework Plan

- Belair-Edison
- Gardenville
- Quarry
- Overlea
- Fullerton



Strategies for All Nodes:

- Streetscape beautification
- Façade Improvements
- Strengthening nearby neighborhoods
- Small local businesses
- Branding and marketing



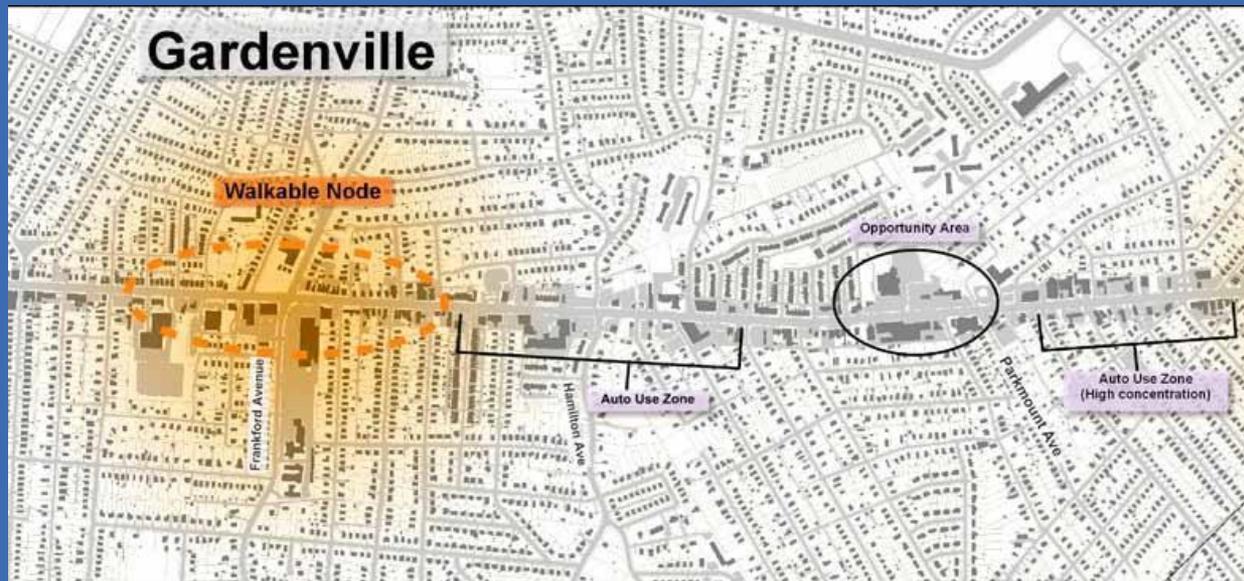
Strategies for Specific Nodes: Belair Edison

- Walk-able environment
- Parking
 - On street
 - Off street
- Encouraging “arrival on foot”



Strategies for Specific Nodes: Gardenville

- Connections to Hamilton
- Celebrate anchors
 - Gardenville Elementary
 - St. Anthony's



Strategies for Specific Nodes: Overlea

- Natural History Society of Maryland
- Utilize Museum's parking lot as opportunity



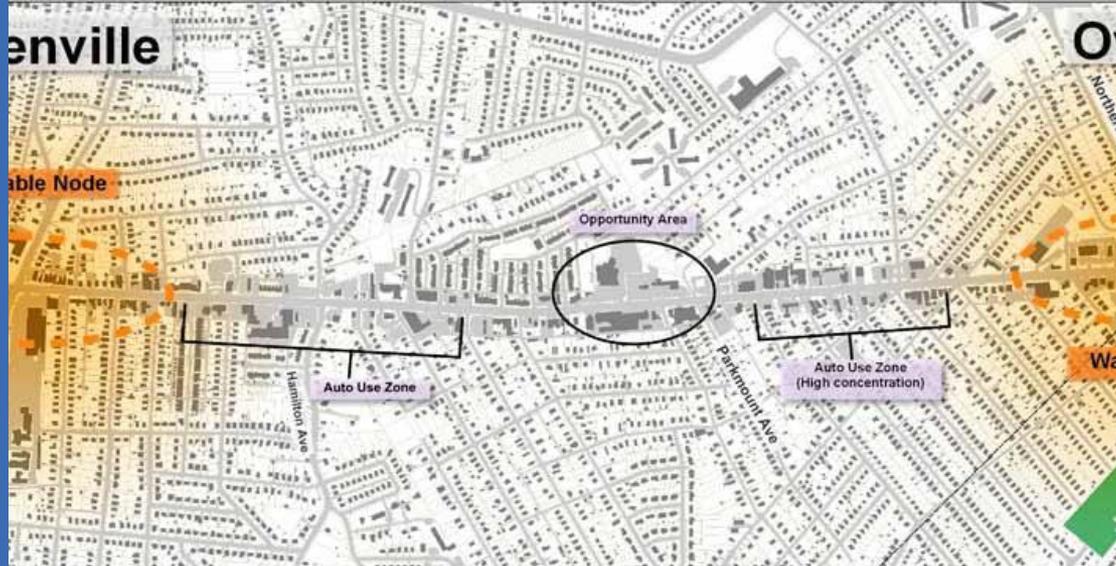
Opportunity Sites: Fullerton

- Re-orient retail
- Anchor at Belair & Fullerton
- New retail on street
- Bump –outs and wider sidewalks



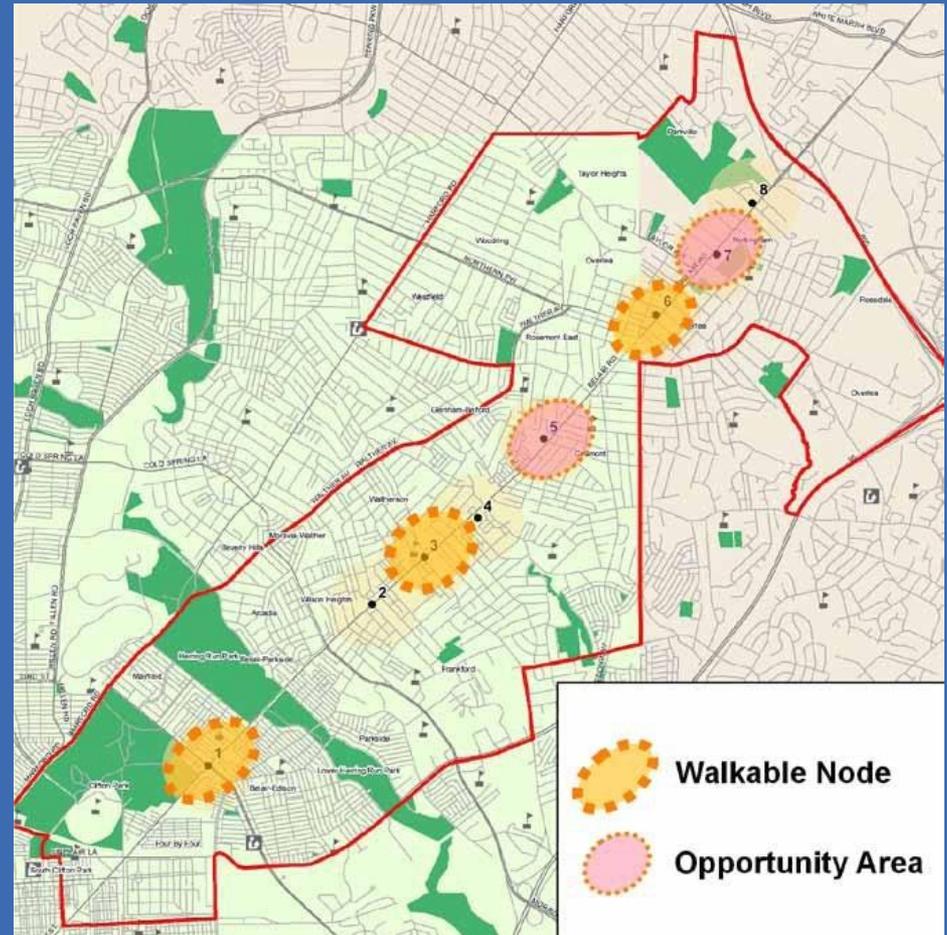
Opportunity Sites: Quarry

- Critical mass
- Feasibility study
- History



Linkages Between Nodes

- Residential
- Cluster Auto uses
- Infrastructure improvements



Targeted Strategies for Implementation:

1. Economic Development
2. Sense of Place/ Branding
3. Residential
4. Conceptual Design
5. Streetscape & Transportation
6. Infrastructure Improvement
7. Public Policy



Targeted Strategies : Economic Development

1. Market Study
2. Community- focus groups
3. Develop density goals
4. Existing Public Incentives
5. Creative Financing
 1. Tax Abatement
 2. Forgivable debt
6. Fiscal Impact



Targeted Strategies : Sense of Place/ Branding

1. Corridor Theme
2. Develop active programming
3. Logos, signage, banners
4. Corridor Business District



Targeted Strategies : Residential

1. Housing infill old retail
2. Assemble parcels
3. Diverse housing products
4. Buffer neighborhoods behind corridor



Targeted Strategies : Conceptual Design

1. Marketing packages for nodes, opportunities
2. Explore innovative solutions
3. Encourage shared parking, co-tenancy
4. Use site design to deter crime



Targeted Strategies : Streetscape & Transportation

Vehicular

1. Clear signage, consolidate curb cuts
2. Coordinate signals
3. Consolidate Curb cuts
4. Reduce friction points
5. Consider parking
6. Encourage bus usage



Targeted Strategies : Streetscape & Transportation

Pedestrian

1. Crosswalks
2. Pedestrian signals
3. Lighting
4. Streetscape

Wayfinding

1. Intersections
2. Banners
3. Standardize



Before / After



Before / After



Targeted Strategies :Infrastructure Improvements

1. Utility Capacity
2. Coordinated approach across border
3. Facilitate infill development



Targeted Strategies :Public Policy

1. Zoning
2. Live Baltimore
3. Enforce codes and standards
4. Coordinate services across border



Next Steps:

1. Market Study
2. Code Enforcement
3. Community and Public Sector Investment
4. Tap existing public incentives
5. Land Use modifications
6. Readiness for private sector



Next Steps

Next Steps:

- Determine the market
- Develop a corridor branding campaign
- Facilitate façade improvements
- Proactive code enforcement/infrastructure improvements
- Initiate discussions about selective redevelopment opportunities
- Engage/reach out to commercial brokers & businesses, and property owners for information exchange and involvement
- Build capacity of business organizations



Determine the Market:

- What types of national retailers might be interested in locating on the Belair Road corridor?
- Is there a viable market for office and residential use?
- What should the intensity and scale of future development be and how should that complement and serve the surrounding communities?
- How can Belair Road distinguish itself from other adjacent retail areas to be competitive?
- What are the small business/independent niches?



Progress to Date:

- Submission of a Community Investment Tax Credit Application to the State of Maryland to fund a Comprehensive Market Analysis
- Partnership of Harbel, Gardenville Business Association, Northeast Belair Road Community Council, Overlea Fullerton Business and Professional Association, Baltimore City, Baltimore County and Greater Baltimore Committee
- Investigating alternative funding sources & partnerships



Develop a Corridor Branding Campaign:

- What are the commonalities that tie this long corridor together and what individual features are unique destinations?
- How can history (events, institutions and buildings) help shape a new image for Belair Road in the future? Physical & Social branding
- As Belair Road changes, who are the partners, old and new, that will shape its future?
- What are best/cost effective methods for getting the word out – social media, web, connections to community, advertising?



Progress to Date:

- Development of an informational brochure – Greater Baltimore Committee
- Facilitate a multi-faceted implementation committee to pursue TAP Report recommendations
- Develop realistic list of events or opportunities to promote corridor – possibly capitalizing with existing events already held in community



Facilitate Façade Improvements:

- How can facelifts to existing buildings enhance the success of individual sites as well as reinforce a new image for the corridor?
- Are there key locations where substantial façade improvements might have a ripple effect on improvements to neighboring properties?
- How do we get the word out to prospective clients?
- Is there a visual theme for specific nodes, areas in general?



Progress to Date:

- Using County & City architectural/design services with business and property owners to develop series of façade images
- Proactively market revitalization services through:
 - Mailings
 - Business Organizations
 - Local/Social media
 - Web Pages



Proactive Code Enforcement/Infrastructure Improvements:

- Are there specific parts of the corridor where code enforcement issues are creating a negative perception?
- How can the business, residential, institutional communities work together to address enforcement issues?
- What can be done in the “public realm” to increase the corridor’s curb appeal, walkability, connections, and sense of place?
- How can “greening efforts” to both public and private property along the corridor improve the environment and aesthetics?



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