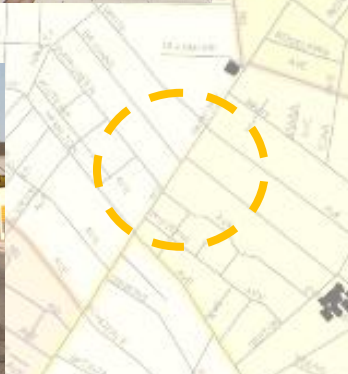
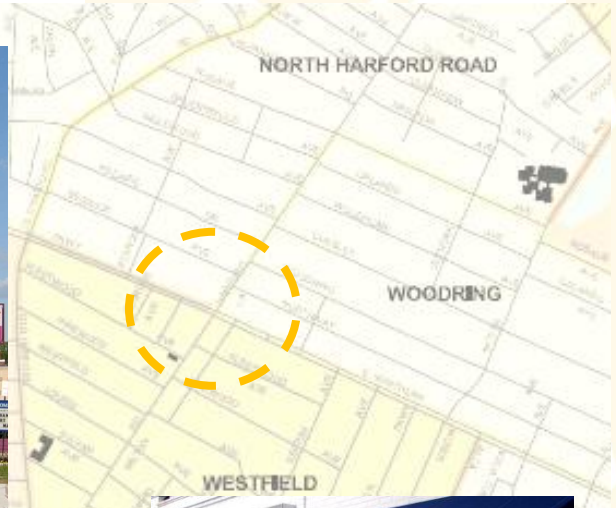




# Harford Road Corridor Study



August 2008





### Acknowledgements

The Department of Planning wishes to thank the following stakeholders for the invaluable contributions to this study:

HARBEL Community Organization, Inc.  
Neighborhoods of Greater Lauraville, Inc. (NOGLI)  
Harford Road Community Review Panel  
Mayor's Office of Neighborhoods  
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The Planning Department would also like to thank all those who communicated with us during the preparation of this study - whether those communications took the form of formal proposals, correspondence or oral comments.

Jill Lemke  
Comprehensive Planner, Department of Planning



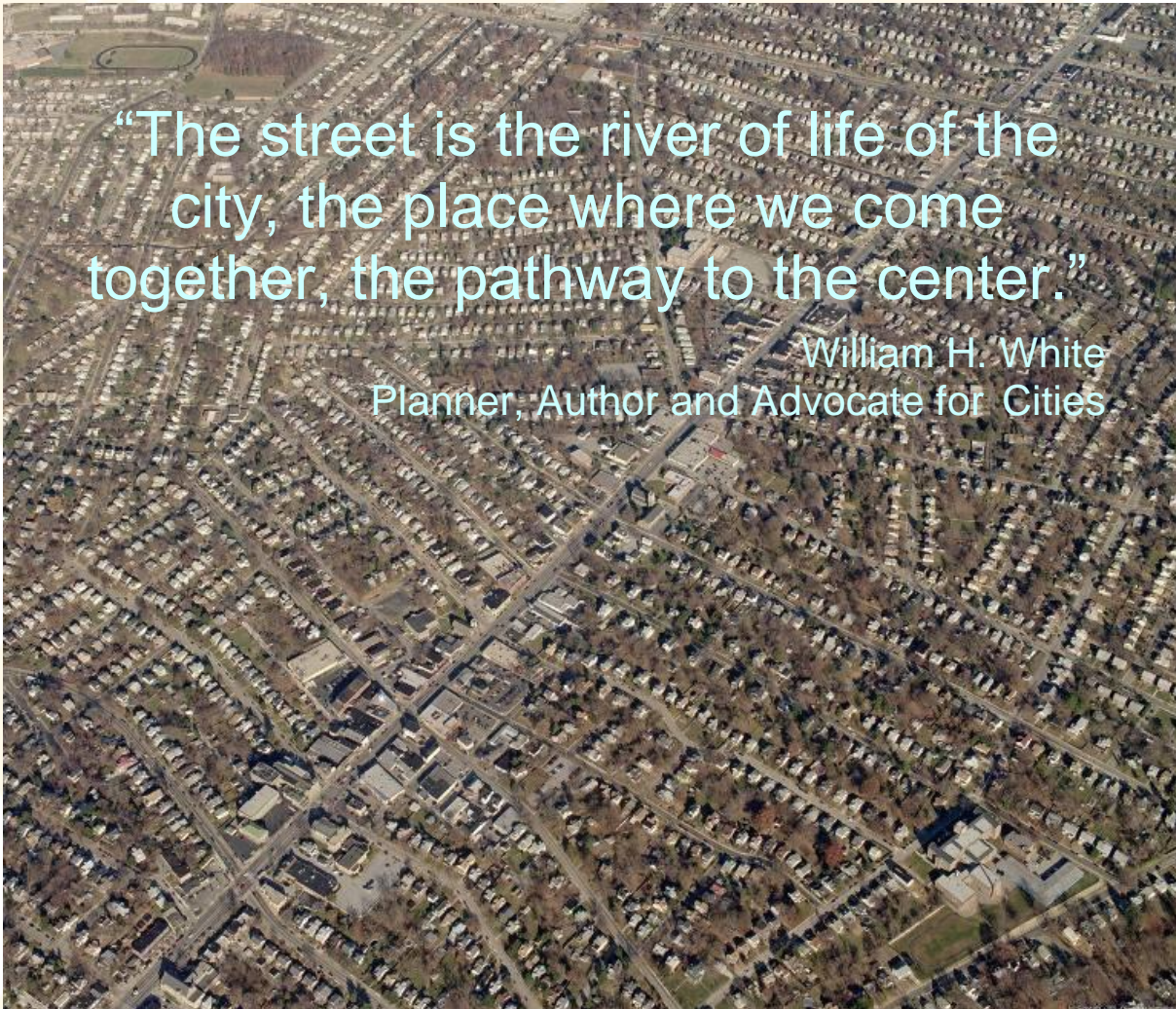
Sheila Dixon,  
Mayor



Douglas B. McCoach, III  
Director

### DEPARTMENT OF PLANNING MISSION STATEMENT

To provide the highest level services and leadership in urban and strategic planning, historical, and architectural preservation, zoning, design, development, and capitol budgeting to promote the sustained economic, social, and community development of the City of Baltimore.



**TABLE OF CONTENTS**

<b>1. The Corridor Study</b>	<b>6</b>
1.1 Overview	6
1.2 Relationship to Previous Plans	8
<b>2. Background</b>	<b>12</b>
2.1 History	12
2.2 Area Profile & Demographics	15
<b>3. Existing Conditions</b>	<b>20</b>
3.1 Housing	21
3.2 Parks, Open Space & Recreation	22
3.3 Transportation	23
3.4 Commercial Corridor	25
3.5 Land Use & Zoning	28
<b>4. Commercial Market Study</b>	<b>36</b>
4.1 Lauraville Commercial Area	38
4.2 Hamilton Commercial Area	43
4.3 North Harford Commercial Area	48
4.4 Opportunities for the Corridor	53
<b>5. Visions and Perceptions</b>	<b>54</b>
<b>6. Case Studies and Potential Strategies</b>	<b>56</b>
6.1 Next Steps	63
<b>7. Appendices</b>	<b>65</b>
7.1 List of Appendices	65

## 1 THE CORRIDOR STUDY

### 1.1 Overview

The Harford Road Corridor Study was initiated at the request of Councilman Robert Curran, in response to rising concerns regarding the impact that the commercial corridor was having on the stability and image of the neighborhoods of Northeast Baltimore. The focus is therefore on improving the corridor while establishing a better relationship between the commercial areas and the adjacent residential neighborhoods.

The Harford Road Corridor Study is a preliminary step toward the potential development of a community driven Corridor Plan. As a result, the study process was limited to an examination of existing conditions; meetings with community leaders and associations; the analysis of housing and community demographic data; a review of past plans and surrounding neighborhood plans; a community survey; community site visits; a brief review of transportation issues; identification of economic development opportunities; and an inventory of existing programs that are currently available or that could be made available in the future.

The feedback gathered throughout this process, as well as objectives of existing plans, led to the following set of preliminary objectives for the corridor:

- Revitalization of the Corridor's Commercial Districts;
- Preserving and Marketing the Housing Stocks of Surrounding Neighborhoods;
- Transforming the Corridor's primary focus from Commuter Highway to Community Main Street; and
- Meeting the needs and expectations of current and future Northeast residents.

These objectives guided the research and data gathering that went into this study.

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## The Harford Road Corridor Study

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To put these objectives into context, the Harford Road Corridor Study focuses on existing conditions both in the surrounding neighborhoods and along the corridor itself. In light of these existing conditions, a number of tools and “next steps” for strengthening community character will be proposed so that Harford Road and the surrounding neighborhoods can become an even more livable and sustainable community.

The Harford Road Corridor, for the purposes of this study, is defined as the length of Harford Road from Herring Run Park on the South to the City-County Line. It includes the Lauraville, Hamilton and North Harford Road commercial areas. In addition to existing conditions, it also examines the community's perceptions and expectations through the results of the Community Survey (the details of which appear in Appendix B).

### Corridor Study Area:



## 1.2 Relationship to Previous Plans:

The Harford Road Corridor Study is meant to be a transition to future planning efforts, and as such, builds upon previous efforts. To be truly successful a corridor study must fully examine the broad community vision and goals established by existing plans as a starting point for analysis. Previous plans for the corridor include the Harford Road Master Plan, the Hamilton and Lauraville Urban Renewal Plans, the Harford Road Median Project and others. It is also important to review those elements of the City of Baltimore Comprehensive Master Plan and other city-wide initiatives that may impact future development in the corridor.

Below is a brief summary of the relevant goals, objectives and/or recommendations as stated in recent planning documents and studies.

### **Harford Road Master Plan**

The Harford Road Corridor Master Plan was completed in 1997 as a result of a community charrette sponsored by the Harford Road Partnership (HARP) with a consultant team from Duany Plater-Zyberk & Company. The study area included the portion of Harford Road between Herring Run Park on the South and Echodale Avenue to the North. The Master Plan is limited to those structures fronting Harford Road, except in a few locations where it made proposals for properties that extend further into the neighborhoods.

The master plan establishes design guidelines for new and existing buildings, recommends new construction on key parcels including the use of liner buildings to address the street, a brief commercial revitalization study, and changes to the public right of way including the creation of wider sidewalks in some locations and the use of medians to separate traffic. Some of the recommendations of the Master Plan have been implemented, most notably the addition of planted medians along this section of the Harford Road corridor and the adoption of a new Urban Renewal Plan for the area.

### **Lauraville Business District Urban Renewal Plan (2003)**

The Lauraville Business District URP, which is managed by the Baltimore Development Corporation (BDC), stretches from the intersection of Walther Avenue and Harford Road to Echodale



Avenue. It allowed the City to acquire several parcels in the 4500 block of Harford Road for redevelopment. Since then, BDC has cleaned up the environmental issues on the site and has issued an RFP to solicit redevelopment ideas for this former gas station.

The URP was a direct result of the recommendations made in the Harford Road Corridor Master Plan. The objectives of the URP are to (1) establish Lauraville as a pedestrian friendly business district; (2) reduce conflicts between Harford Road and the surrounding residential neighborhoods; (3) encourage balanced economic development that prevents demolition or rezoning of properties adjacent to or within the plan boundary; (4) provide more convenient residential, retail, office and commercial uses in appropriate land use areas; (5) encourage buffering & screening techniques to differentiate uses; (6) establish a community design review process for rehabs and new construction; (7) encourage renovation of appropriate buildings; (8) ensure that new buildings are compatible with the character of the neighborhood; (9) encourage shared parking; (10) increase the amount of green space; and (11) use Heinz Park (the triangle park between Parkside, Walther and Harford) as a community festival/event space.

The Lauraville URP includes more restrictive regulation of commercial uses, detailed design guidelines, and a community design review mechanism.

### **Hamilton Business Area Urban Renewal Plan (1979)**

The overall goal of the Hamilton URP is the revitalization of the Hamilton Business Area by creating a unique neighborhood retail district that is more viable, attractive and convenient for residents and visitors. It identifies the following objectives for the area: (1) establishing a positive, identifiable image; (2) promoting new retail business activity; (3) establishing minimum comprehensive design and rehabilitation standards that will enhance the business district and encourage private investment; and (4) bring about the general improvement of the area through coordinated public investments.

The Hamilton URP includes more restrictive regulation of commercial uses, but does not have detailed design guidelines or a community design review mechanism.

**LIVE-EARN-PLAY-LEARN: The City of Baltimore  
Comprehensive Master Plan (2007-2012)**

The Comprehensive Master Plan includes a series of goals, objectives and strategies aimed at recreating Baltimore as a world class city. The following have particular relevance to the Harford Road Corridor and its surrounding communities:



- LIVE Goal 1: Build human and social capital by strengthening neighborhoods.  
Objective 3: Maintain and create safe, clean and healthy neighborhoods.  
*Strategy 1: Implement Crime Prevention Through Environmental Design (CPTED) standards.*
- LIVE Goal 2: Elevate the design and quality of the City's built environment.  
Objective 1: Improve design quality of Baltimore's built environment.  
Objective 2: Streamline and strengthen the development process.  
Objective 3: Promote transit oriented development and mixed-use development to reinforce neighborhood centers and Main Streets.  
Objective 4: Protect and enhance the preservation of Baltimore's historic buildings and neighborhoods.
- LIVE Goal 3: Improve transportation access, accessibility and choice for City residents.  
Objective 1: Create a comprehensive transportation plan to improve mobility, accessibility and choice.  
*Strategy 1: Create a City-wide pedestrian plan.*  
*Strategy 4: Create traffic calming policies and procedures.*
- Earn Goal 3: Improve access to jobs and transportation linkages between businesses.  
Objective 2: Promote economic development throughout the City by improving business-to-business connectivity via transportation linkages.  
*Strategy 2: Restore & increase on-street parking in mixed use & business districts.*
- PLAY Goal 2: Improve nightlife, entertainment, and recreation experiences for residents and visitors.  
Objective 2: Promote unique retail venues as shopping and tourist destinations.  
*Strategy 2: Designate Main Street areas as local and/or national historic districts in order to access tax credits.*
- LEARN Goal 2: Capitalize on untapped potential of higher education institutions.  
Objective 1: Attract and retain college students and recent graduates.  
*Strategy 1: Market Baltimore as a higher education hub and a great place to live and work after college.*

In addition to the formal goals, objectives and strategies, the Comprehensive Master Plan includes a broad vision that relates to the Harford Road Corridor and some of the potential strategies that

are identified throughout the Corridor Study. Part of that broad vision includes the following:

“Cities that are diverse, cities that nurture creativity, cities that are culturally alive and preserve their history are cities that thrive – because they create a better quality of life; they create new businesses; they create living neighborhoods; they retain and attract members of a growing creative class.

Baltimore is simmering with creativity and entrepreneurs, musicians, artists, architects, engineers, researchers, and scientists are already moving our local economy forward... This year (2006), Entrepreneur Magazine reported that Baltimore moved from 30<sup>th</sup> to 12<sup>th</sup> on their list of best cities for entrepreneurs, and we're number two in the East.

Qualities embedded in the urban fabric are attracting new residents to Baltimore: pedestrian friendly environments promote less driving; historic architecture and streetscapes provide tangible connections to the past; restaurants, coffee shops, and pubs just a walk away offer social places where basic human connections are made; and cultural institutions produce character-defining activities that are enjoyed by all.

Making bold decisions in times of extraordinary change leads to reinvention... Baltimore's history tells us something more. Cities never cease to change, and unknown reinventions will be part of providing our children's children with a place to live, earn, play and learn in Baltimore.” (*Comprehensive Master Plan, Page 47*)

### **BRACtion Plan**

Although much of the resources for BRAC (Base Realignment And Closure) related development have been dedicated to the South and Western areas of the City closest to Fort Meade, much of Northeast Baltimore is located within the 45 minute commute to Aberdeen Proving Ground, and could benefit from the partnership between the City and Live Baltimore to market the City's neighborhoods to prospective Marylanders who will be relocating as a result of BRAC. The single family homes in and around the Harford Road corridor may be very attractive to such families, given their quality and relative affordability.

### **Sustainability Plan and Cleaner Greener Baltimore**

Recent Sustainability planning efforts and Mayor Dixon's Cleaner Greener Baltimore initiative provide an opportunity to make Harford Road a more attractive place to spend time. The initiative calls for enhancing the City's gateways and corridors with street trees, plantings and additional trash cans, particularly near bus stops. A dedicated collection crew has been tasked with regular maintenance of the additional cans.

## 2 THE HARFORD ROAD CORRIDOR - BACKGROUND

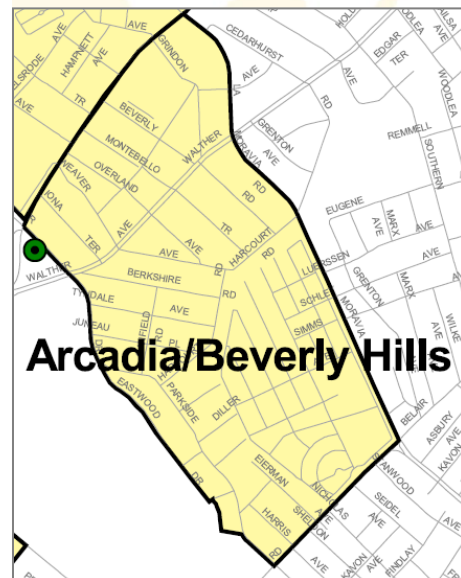
### 2.1 History

The Harford Road corridor began as a trade route connecting the center of urban Baltimore with the summer estates of wealthy businessmen and outlying rural agriculture. The City of Baltimore grew in a northeastern direction following Harford and Belair Roads. The corridor now features an assortment of commercial architecture with a mix of auto-oriented and pedestrian oriented business, surrounded by residential neighborhoods. The housing stock is dominated by low-density, single-family houses with some higher density semi-detached houses, row-homes and scattered rental properties.

As early as the 1870s, efforts to create a horse car line from Baltimore to Hall's Springs helped fuel the development of Harford Road south of Herring Run Park. By the early 1890s the line extended to Lauraville, and in 1894 the streetcar was electrified. The electric street car line ran along the length of Harford Road from 1894 to 1956, fueling the outward growth, and ultimately transforming the area into traditional residential neighborhoods served by a commercial corridor. As the automobile gained prominence the pedestrian orientation of the corridor began to change. The result is the current "haphazard" mix of architectural styles, building types, setbacks and businesses along the corridor.

The southern portion of the Harford Road corridor, as defined in this study, is bordered by the Lauraville and Arcadia/Beverly Hills National Historic Districts. These districts are largely residential enclaves, with the exception of the parcels immediately bordering Harford Road.

The Arcadia and Beverly Hills district was designated a national register historic district in 2004 due to its significance as an example of an early 20<sup>th</sup> century suburb on the outskirts of a row house, urban, central city area.



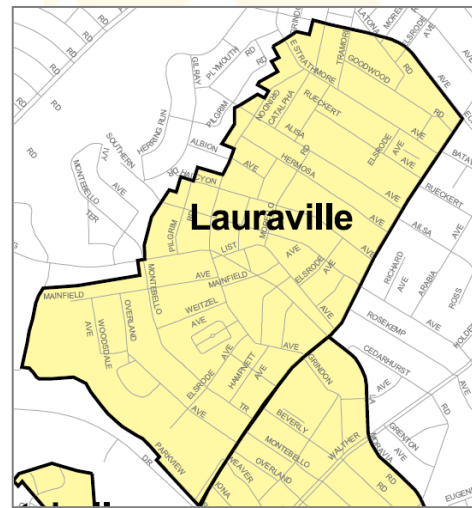
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## The Harford Road Corridor Study

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The district retains excellent examples of residential housing types of the era, ranging from large suburban villas to modest 1 ½ story high bungalows, as well as a few row house groupings and duplexes. The district's historic significance is also based on its association with the suburban development of Baltimore City and the role that community associations have played in shaping the environment of neighborhoods in the early 20<sup>th</sup> century. The inclusion of several churches and some older commercial buildings signifies that early Baltimore suburban communities, especially those close to the center city, were not merely bedroom suburbs but full neighborhoods with convenient shopping and places of worship. (Source: Department of Planning, Historic and Architectural Preservation Division)

Lauraville was designated a National Historic District in 2001, as an excellent example of an early 20<sup>th</sup> century Baltimore suburb. The district is comprised of an unusually cohesive cluster of residential developments tied together by its hilly topography and angled irregular street patterns. Comprised primarily of frame and shingle four-squares and bungalows, Lauraville also includes late 19<sup>th</sup> century residences, brick commercial buildings, churches, a school, and a cemetery. Its period of historic significance extends from the late 19<sup>th</sup> century through 1941, when development was halted by World War II.



The Lauraville Historic District is also an excellent example of 20<sup>th</sup> century suburban development in Baltimore, encompassing the full range of features that embody the suburban ideal. In architectural style, street patterns, and landscape treatment, the neighborhood provides a powerful contrast to older, urban sections of Baltimore. With the exception of various types of siding applied to houses, scattered demolition and unsympathetic new construction along the Harford Road commercial edge, the Lauraville District exhibits a high degree of integrity. Its boundaries continue to reflect long-time neighborhood perception, the pattern of frame housing stock, and the development of the area before 1941. (Source: Department of Planning, Historic and Architectural Preservation Division)



246. The west side of the 5400 block of Harford Road, Hamilton, included these businesses in March of 1930: Joseph Moreland's real estate office, Riehl's bakery, an American grocery store, Harrison's pharmacy, Israel Schleider's Harford department store and a lunchroom.

(from The Pratt Library album : Baltimore neighborhoods in focus by Jacques Kelly, 1986).



The 5400 Block of Harford Road in July 2008

## 2.2 Area Profile and Demographics

The Harford Road Corridor, for the purposes of this study, touches upon eleven communities (or neighborhood statistical areas as shown in the maps on Pages 6 and 19). The following demographic profile of the Harford Road Corridor combines the data for each of these areas.

Northeast Baltimore as a whole is diverse both racially and economically and includes some of the more stable, middle income neighborhoods in the City of Baltimore. The neighborhoods surrounding the Harford Road corridor share these characteristics, despite the fact that the corridor itself has shown signs of decline. In addition, based on the community survey, the corridor no longer reflects the stability of the surrounding communities and is not meeting the needs of surrounding residents.

### Population:

The City of Baltimore has been losing population over the past several decades, although the rate of decline slowed significantly between 1990 and 2000 and seems to be leveling off. The neighborhoods surrounding the Harford Road corridor have been generally more stable, and in fact, eight of the eleven neighborhoods along the corridor saw a population increase (see below) between 1990 and 2000. Despite population declines in Hamilton Hills, Glenham Belhar, and Arcadia, relatively low vacancy rates of 8.2% overall may imply that these declines can be attributed to smaller family sizes.

	Population		
	1990	2000	% Change
Arcadia	1303	1250	-4.1%
Beverly Hills	755	800	6.0%
Christopher	1155	1200	3.9%
Glenham Belhar	6192	6090	-1.6%
Hamilton Hills (HEPP)	8977	8580	-4.4%
Lauraville	4294	4375	1.9%
Moravia Walther	964	1080	12.0%
North Harford Road	2715	2770	2.0%
Westfield	3178	3210	1.0%
Waltherson	5623	5905	5.0%
Woodring	2491	2510	0.8%
<b>Total</b>	<b>37647</b>	<b>37770</b>	<b>0.3%</b>

**Racial Diversity:**

The racial diversity of the neighborhoods surrounding the Harford Road Corridor varies only slightly from the City as a whole, with higher percentages of white residents. It is important to note that the corridor's diversity has been increasing over time, and the corridor's diversity increases as you move south along the corridor. (See Table below).

**Comparison of Population by Race**

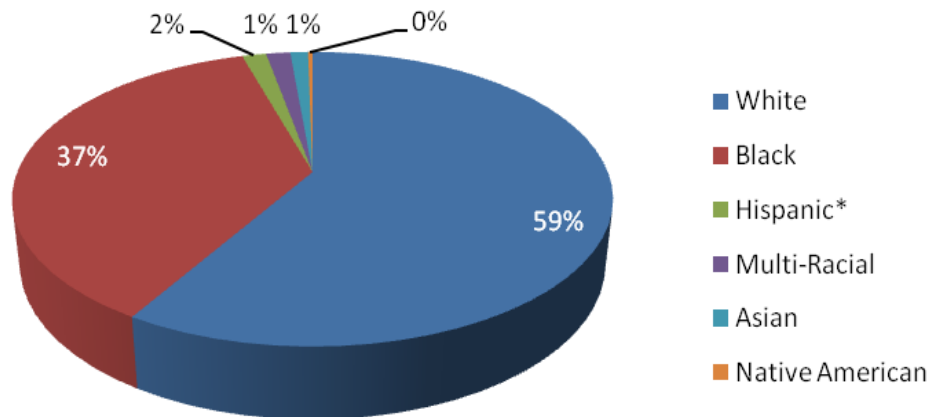
	Lauraville	Hamilton	N. Harford	Baltimore City
<b>Black</b>	41.8%	28.5%	39.0%	64.0%
<b>White</b>	52.6%	66.8%	56.8%	31.0%
<b>Asian</b>	1.0%	1.6%	0.9%	1.5%
<b>Hispanic</b>	1.9%	1.5%	1.3%	1.7%
<b>Native American</b>	0.4%	0.3%	0.2%	0.3%
<b>Multi-Racial</b>	1.8%	1.2%	1.6%	1.3%

Source: 2000 U.S. Census

In defining racial diversity, the City uses an index created by the Baltimore Neighborhood Indicators Alliance (BNIA), which defines racial diversity using the chances that two people selected at random will be from two different racial groups.

**Population by Race**

Neighborhoods Surrounding Harford Road



Source: 2000 US Census



**Economic Diversity:**

Economically diverse communities are the ideal that many communities strive toward. In fact public policies that encourage economic diversity are common, including the recent inclusionary housing legislation that was passed in the City of Baltimore. The neighborhoods surrounding the Harford Road corridor are very diverse economically, with a higher percentage of upper income households, when compared to the City as a whole.

Despite the ideal of economic diversity, the issue does warrant some attention when considering the context of the Harford Road corridor. A delicate balance exists in economically diverse communities that can often prove difficult to predict and maintain. A rapid rise in the number of households in higher income brackets, for example, may be a sign of gentrification that lower income households will see as a threat to their ability to stay in the community if housing values and costs increase with the rise in incomes. At the same time, however, if the balance shifts too far toward lower income brackets, social and cultural differences may cause conflict. Lower income households may not be able to afford regular maintenance of their homes, for example. This is also true for senior citizen homeowners who are living on fixed incomes. If the number of low-income households grows quickly, those in higher income categories may interpret that as a sign of decline. Given their economic position, they will be able to choose to “vote with their feet” and leave the community, further tilting the balance.

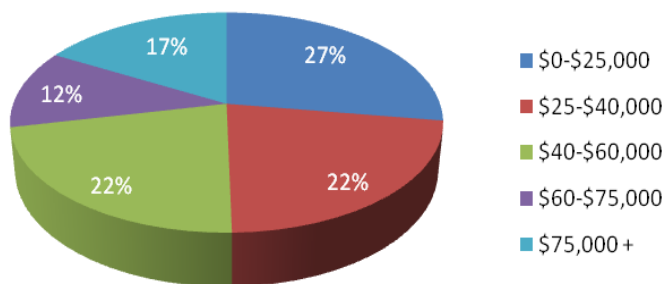
<b>Median Household Incomes</b>		
	<b>Harford Area Neighborhoods</b>	<b>Baltimore City</b>
<b>\$0-\$25,000</b>	27.46%	42.80%
<b>\$25-\$40,000</b>	22.23%	19.90%
<b>\$40-\$60,000</b>	21.94%	16.80%
<b>\$60-\$75,000</b>	11.60%	7.60%
<b>\$75,000 +</b>	16.81%	12.90%

Source: 2000 US Census

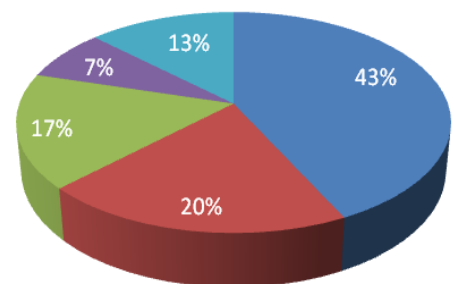
Affordable home rehabilitation loans or grants and homeownership initiatives such as Baltimore's Healthy Neighborhoods program can help assist and encourage home maintenance in an effort to maintain the balance that currently exists along the Harford Road corridor and in the surrounding communities.

### Household Incomes

**Neighborhoods Surrounding Harford Road**



**Baltimore City**



Source: 2000 U.S. Census

Improving the conditions along the Harford Road commercial corridor may also be essential to maintaining the balance. Due to growing perceptions of a declining commercial district, and the associated decline in public safety, as evidenced by the community survey results, homeowners with the ability to do so may begin to leave the community if these issues are not dealt with.

When asked by the community panning survey, "what is your neighborhood's greatest strength?", the top three responses were: people, neighbors and a diverse population (40.6%); high quality homes in a natural setting (27.7%); and a strong sense of community and/or strong community organizations. This indicates a favorable perception of the neighborhoods' diversity (See Appendix B).

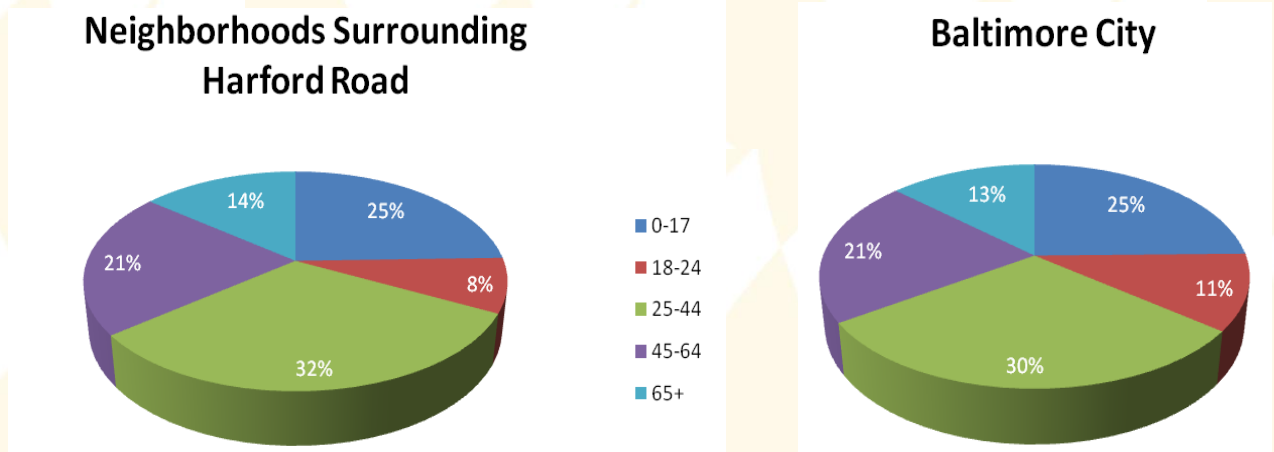
When asked, "what is your neighborhood's greatest weakness", 36% mentioned crime and safety, an additional 27% mentioned the Harford Road Corridor, and nearly 15% mentioned a general lack of property maintenance as the community's greatest weakness. In addition, when asked, "if you could change one thing about the Harford Road Corridor, what would it be?", 28% mentioned improving the Harford Road Commercial areas, and approximately

16% would like to change certain aspects of other people's behaviors such as transit riders or "renters and homeowners who don't care about the community".

**Age Diversity:**

Healthy neighborhoods are not just diverse racially and economically, a neighborhood that has a diversity of age groups demonstrates an ability to meet the needs of its residents throughout the various stages of their lives. The neighborhoods surrounding the Harford Road corridor have a high level of age diversity, with a majority of the residents between the ages of 25 and 64. This bodes well for the area's economic stability, as this age category represents a bulk of the community's workforce. The age demographics of the City of Baltimore as a whole are very similar.

**Population By Age**

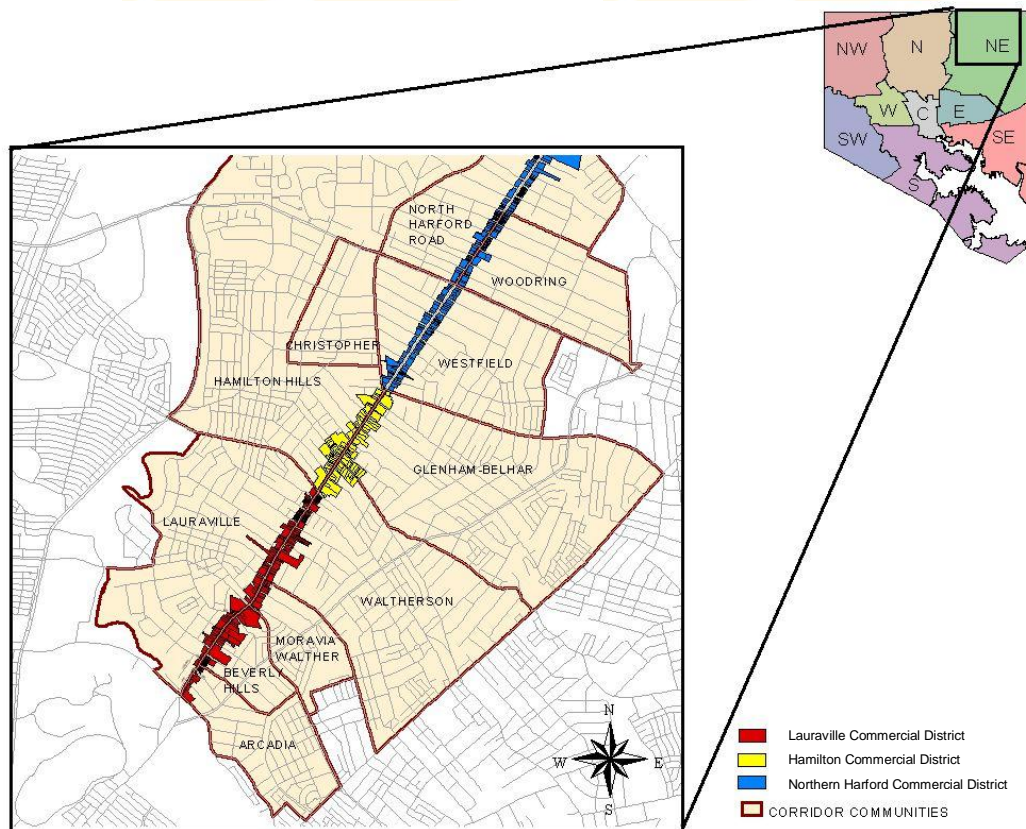


Source: 2000 U.S. Census

Due to the commercial nature of the Harford Road Corridor, the area's demographic profile is also examined in the next section using 2008 market data for a one-half mile radius surrounding each of the three commercial nodes defined by the City of Baltimore Comprehensive Master Plan. Each of these commercial nodes and their surrounding areas will be examined individually, but it is important to realize that the market areas for each do overlap slightly. Although market data is based on estimates, it is the data used by private sector businesses when making location decisions.

### 3 EXISTING CONDITIONS

The Harford Road corridor has historically been the center of commercial activity for the surrounding area. The Hamilton commercial district was at one time the commercial and social center of northeast Baltimore. The Neighborhoods of Greater Lauraville have been working diligently to create such a center, and have had some limited success. Seeing increasing investment to the South and streetscape improvements on the County side of Harford Road to the north, the residents of Northern Harford Road have taken a renewed interest in the commercial corridor as well.



Despite some positive developments along Harford Road, the overall corridor, has suffered from lack of maintenance and decline to the point where many residents indicated that they no longer utilize the businesses and services located there.

### 3.1 Housing

The neighborhoods surrounding Harford Road were initially developed as suburban enclaves and over the years have become more urban in nature with the addition of some row homes and semi-detached dwelling units, despite the predominance of single-family detached dwelling units throughout the area.



In the past 10 years, some neighborhoods have experienced an increase in population while others have seen a slight decline. Overall the population has remained fairly stable, as the neighborhood has become increasingly marketable. A key factor in the area's stability is the relative affordability of its high quality single-family detached housing stock within a City where the row home is dominant. The area's stability is reflected in higher percentages of home ownership and lower vacancy rates than the City as a whole.

**Housing Units, Occupancy Rates and Tenure**

	Total (2000)	% Vacant	% Owner Occupied	% Rental Occupied
Christopher	495	6.10%	87%	13%
North Harford Road	1265	5.10%	80%	20%
Westfield	1375	6.90%	80%	20%
Woodring	1110	4.90%	90%	10%
Glenham Belford	2720	9.60%	72%	28%
Hamilton Hills (HEPP)	3985	7.50%	44%	56%
Lauraville	1800	9.70%	75%	25%
Moravia Walther	455	8.80%	84%	14%
Waltherson	2495	10.20%	79%	21%
Arcadia	530	11.30%	79%	21%
Beverly Hills	320	9.40%	79%	21%
<b>Total</b>	<b>16,550</b>	<b>8.20%</b>	<b>70%</b>	<b>30%</b>
Associated Commercial Area:				
N. Harford				
Hamilton				
Lauraville				

### 3.2 Parks, Open Space and Recreation

**Herring Run Park:** Herring Run Park forms the southern edge of the study area, and including nearby Mount Pleasant Park, provides the Northeast area of the city with more than 700 acres of open space. Herring Run Park is an important part of the Back River watershed, a small section of the Chesapeake Bay watershed. The park's streams include Chinquapin Run, Moore's Run, Armistead Creek and the Red House Run. Herring Run Park is home to the nation's first monument to Christopher Columbus (built 300 years after Columbus' voyage from Spain). Along with the Columbus statue, Herring Run Park offers fields for football, baseball and soccer, a basketball court, and a playground. Fishing is also allowed in the Herring Run.

The Herring Run Park is currently undergoing a master planning process that will recommend improvements to the park and in response to community interest will attempt to coordinate those improvements to surrounding transportation and public works infrastructure.

**Recreational Facilities:** The Harford Road Corridor is also served by the following public facilities that provide recreation related activities: the Hamilton Library (5910 Harford Road), the North Harford Recreation Center (6800 Hamlet Avenue); and the Harford Senior Center (4920 Harford Road).



North Harford Recreation Center

### 3.3 Transportation

#### **Harford Road Streetscape Project**

The streetscape planning process for Harford Road began in 1998 and the resulting infrastructure improvements, representing an investment of nearly \$7 million, were completed in January of 2008. The project included the installation of planted medians, curb bump-outs, new sidewalks, crosswalks, pedestrian lighting and other amenities in the Lauraville and Hamilton commercial areas (from Argonne Drive to Bayonne Avenue). Although the medians have received some mixed reviews, the overall impact of the project has been extremely positive. New businesses have begun to spring up, traffic has slowed down, and the pedestrian environment has improved.



#### **Introductory Bicycle Network**

The Bicycle Master Plan includes Harford Road as part of its introductory network. Although bike lanes were not included in the recent redesign of Harford Road, any future planning for the area should include a consideration for increased bicycle traffic and the potential for bike lanes. This would allow safe connections between the neighborhoods surrounding the Harford Road corridor and the City-wide bicycle and greenway trail network. Walther, Frankford, Hamilton, and McClean Avenues are also part of the introductory network, which could provide additional connections to and from the Harford Road corridor.

**Herring Run Greenway Trail**

The Herring Run Greenway trail is part of the network proposed as part of the City's 2006 Bicycle Master Plan. An entrance to the trail is located at the corner of Harford Road and Argonne Drive, the southern boundary of the Corridor Study area. The trail will link the communities of Northeast Baltimore with designated commuter bicycle routes to downtown. The Trail is being planned in three phases, and when completed, will connect 100,000 residents in 21 neighborhoods to 536 acres of parkland. The Herring Run Greenway is an important part of Baltimore City's Greenway System extending off-road trail opportunities to residents in northeast Baltimore. The linkage to the Bicycle Master Plan is significant because commuters will be able to bike through parkland and safely connect to the bicycle commuter lanes which lead to employment centers in the center city, thus reducing the demand for expensive parking garages downtown.



*A VIEW FROM UNDER THE HARFORD ROAD BRIDGE*



### 3.4 The Commercial Corridor

The Community Survey identified the quality of the commercial districts along Harford Road and their current inability to meet residents' basic needs as a major weakness for the neighborhood. When asked, "What is your neighborhood's greatest weakness?", nearly 30% said the Harford Road commercial areas. This was second only to crime and safety concerns, which were mentioned by 36%, although many did attribute crime problems in the area to the commercial districts.

The 2007 Comprehensive Plan for the City of Baltimore identified a number of commercial areas throughout the City for revitalization into mixed-use commercial nodes. These commercial nodes roughly correlate to the perceived commercial districts along Harford Road. It is possible that, building on the areas past, commercial nodes could translate into a modern twist on the original villages that dotted Harford Road. These "urban villages" could take the form of unique "Main Street" areas that serve as the modern commercial and social center of the neighborhoods. These commercial areas, or nodes, will be examined in further detail in Section 4.

One way of measuring the potential customer base for commercial businesses is by looking at population densities in the surrounding areas. Examining population densities within the surrounding neighborhoods points to one factor in the struggle to attract and retain businesses on Harford Road (See Table below). Throughout the 11 neighborhoods surrounding the Harford Road corridor, the densities, with regard to both dwelling units and people per acre fall below those Baltimore neighborhoods with more successful neighborhood commercial districts. The three used in the comparison were all mentioned, in interviews and in the community survey, as examples of the types of commercial development people would like to see on Harford Road.

## The Harford Road Corridor Study

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	Population			Density		
	1990	2000	% Change	Acres	DU/Acre	People/Acre
<b>Arcadia</b>	1303	1250	-4.1%	128.59	4.1	9.7
<b>Beverly Hills</b>	755	800	6.0%	82.78	3.9	9.7
<b>Christopher</b>	1155	1200	3.9%	103.55	4.8	11.6
<b>Glenham Belford</b>	6192	6090	-1.6%	479.64	5.7	12.7
<b>Hamilton Hills (HEPP)</b>	8977	8580	-4.4%	615.05	6.5	14.0
<b>Lauraville</b>	4294	4375	1.9%	378.44	4.8	11.6
<b>Moravia Walther</b>	964	1080	12.0%	83.85	5.4	12.9
<b>North Harford Road</b>	2715	2770	2.0%	232.34	5.4	11.9
<b>Westfield</b>	3178	3210	1.0%	274.51	5.0	11.7
<b>Waltherson</b>	5623	5905	5.0%	418.79	6.0	14.1
<b>Woodring</b>	2491	2510	0.8%	177.23	6.3	14.2
<b>Total</b>	<b>37647</b>	<b>37770</b>	<b>0.3%</b>	<b>2974.77</b>	<b>5.6</b>	<b>12.7</b>
<b>Comparison</b>						
<b>Hampden</b>	8400	7460	-11.2%	413.72	9.2	18.0
<b>Charles Village</b>	8507	7925	-6.8%	205.62	27.3	38.5
<b>Fells Point</b>	2414	3050	26.3%	184.36	11.2	16.5

**Population and Population Density**

Source: U.S. Census

Given the lower population densities surrounding Harford Road, the corridor may not provide the concentration of customers necessary to support needed businesses along the *entire* length of the corridor, despite relatively high incomes when compared to the City as a whole (See commercial market data in Section 4). Higher income households are generally more mobile and may therefore be more willing and able to travel to more appealing commercial areas elsewhere.

According to the survey, nearly 20% of residents do not frequent any of the retail on Harford Road. Of those who do use corridor businesses, the largest retail draws are the new Safeway grocery in Lauraville and the Parkville Shopping Center along the city-county border. The Community Survey also reveals a perceived lack of maintenance, crime concerns and lack of quality amenities that discourage residents from shopping on Harford, and could prevent the corridor from succeeding as a retail destination for residents from outside the immediate neighborhoods.

One advantage, particularly for the Hamilton and Northern Harford Road commercial areas, is the presence of a small cluster of office uses that add to the base of potential customers for retail businesses. According to a 2006 study by the consulting firm Bay Area Economics on behalf of the City of Baltimore, the Harford Road Corridor has approximately 2,000 daytime workers, a majority of them in retail and office-based industries. This study also states that:

*“Future demand in the four aging commercial corridors will be relatively limited... While the existing office buildings have found a comfortable niche, attracting tenants with low rents and free parking, the prevailing rents of \$8 to \$15 per square foot do not support new construction. These neighborhood business districts are unlikely to see significantly higher rents in the foreseeable future due to weak underlying demand, the overhang of vacant space, and competition from other locations. The exceptions to this projection would be established nodes that offer retail (especially restaurants) and services, a pedestrian environment, auto and transit access, and a safe and clean environment.”*

Given BRAC related activities and the strength of the region's economy, however, the study states that the Harford Road Corridor could potentially absorb an additional 8-14,000 square feet of newly constructed office space.

The existing conditions within the Harford Road Corridor and the surrounding neighborhoods further supports the idea that commercial nodes may be an effective strategy for addressing the corridor's weaknesses and building upon its strengths.

### 3.5 LAND USE AND ZONING

The Harford Road Corridor is made up of 541 individual parcels of land totaling 119.5 acres. The average size of a parcel along Harford Road is 9,640 Square Feet, while the median parcel size is significantly smaller at 5,652 Square Feet. The difference in the two numbers implies that despite the presence of a number of larger parcels, a majority are very small by commercial standards.

Harford Road Corridor Property Info	
Total # of Parcels	541
Average Parcel Size (sq. ft.)	9,640
Median Parcel Size (sq. ft.)	5,652
Total Building Square Footage	2,021,386
Total # of Housing Units	449.00
Total Assessed Value (2006)	\$86,073,958
Total State Property Tax (2006)	\$113,618
Total City Property Tax (2006)	\$1,986,587

Of the 541 Parcels along the Harford Road Corridor, just 3% of those are over 1 acre in size, and the largest individual parcel (*the City portion of the Parkville Shopping Center*) is just 5 acres. The following table shows the ten largest parcels in the corridor. It is important to note that some businesses may incorporate more than one parcel, making these numbers difficult to analyze, but nonetheless limited parcel sizes does point to one of the challenges facing commercial development of the corridor.

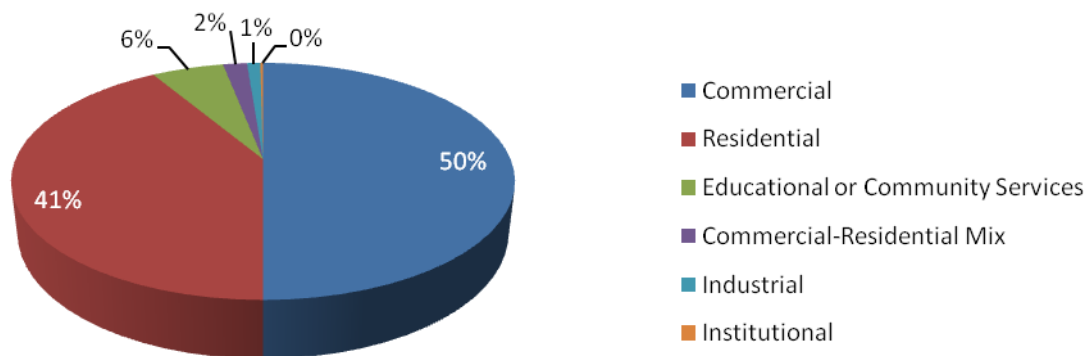
Address	Lot Area	
	Sq. Ft.	Acres
7601 HARFORD ROAD	230,875	5.30
4401 HARFORD ROAD	126,500	2.90
4621 HARFORD ROAD	125,875	2.89
4909 HARFORD ROAD	106,307	2.44
5532 HARFORD ROAD	87,317	2.00
4604 HARFORD ROAD	87,304	2.00
5300 HARFORD ROAD	86,427	1.98
5812 HARFORD ROAD	65,679	1.51
5901 HARFORD ROAD	65,054	1.49
Block 5883A Lot 005 (Behind 4517 Harford)	64,830	1.49

According to data from the Department of Housing and Community Development, the assessed value of the land and buildings along Harford Road is just over \$86 million, representing an annual City Property Tax levy of \$1,986,587.

### Corridor Land Use

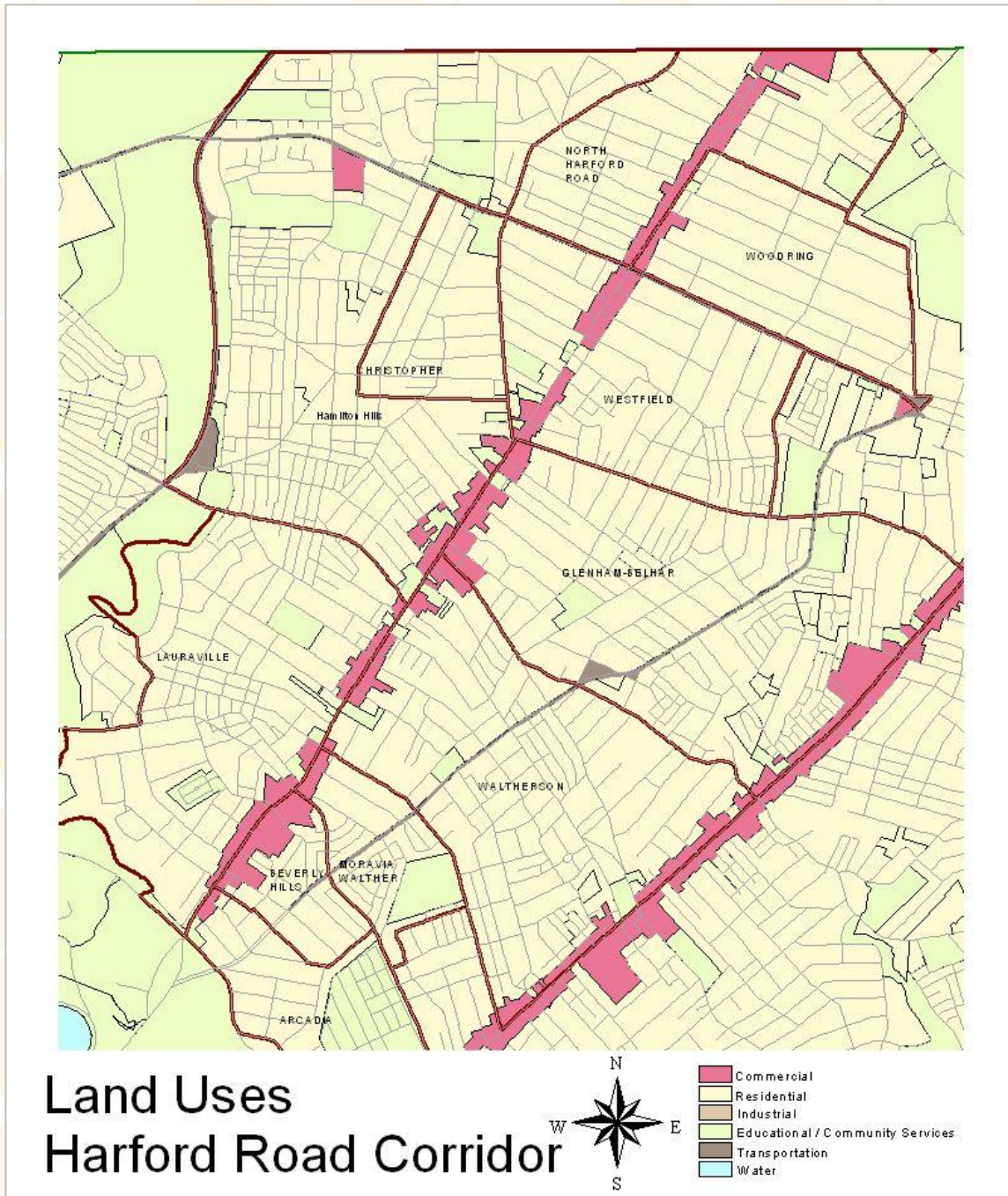
A majority of the properties along the Harford Road corridor contain commercial uses. The corridor also includes a fair share of residential, community service and educational uses. A small number of light industrial uses still remain along the corridor as well. The following chart illustrates the breakdown of uses along Harford Road:

### Land Uses Along the Harford Road Corridor



Source: City of Baltimore Real Property Data

Land Use Map: Harford Road Corridor & Surrounding Neighborhoods

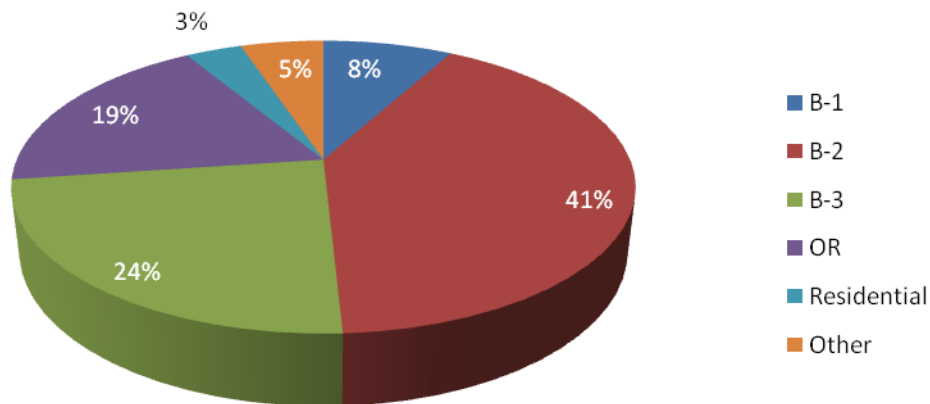


### Corridor Zoning

While the surrounding neighborhoods are zoned residential, approximately 73% of properties along Harford Road are zoned Commercial. Of these parcels, 24% are B-3 or Community & Highway Commercial, 41% are zoned B-2 or Community Commercial. An additional 19% are zoned O-R or Office Residential. Just 3% of the parcels along Harford Road are zoned residential, although an additional 5% of the parcels along Harford Road have a split zoning, with commercial on the front of the lot and residential in the rear. (Appendix J includes a brief description of each zoning category)

With nearly a quarter of the parcels along the Harford Road Corridor zoned as B-3 (Community & Highway Commercial), it is no surprise that auto dependent uses have begun to dominate in some areas.

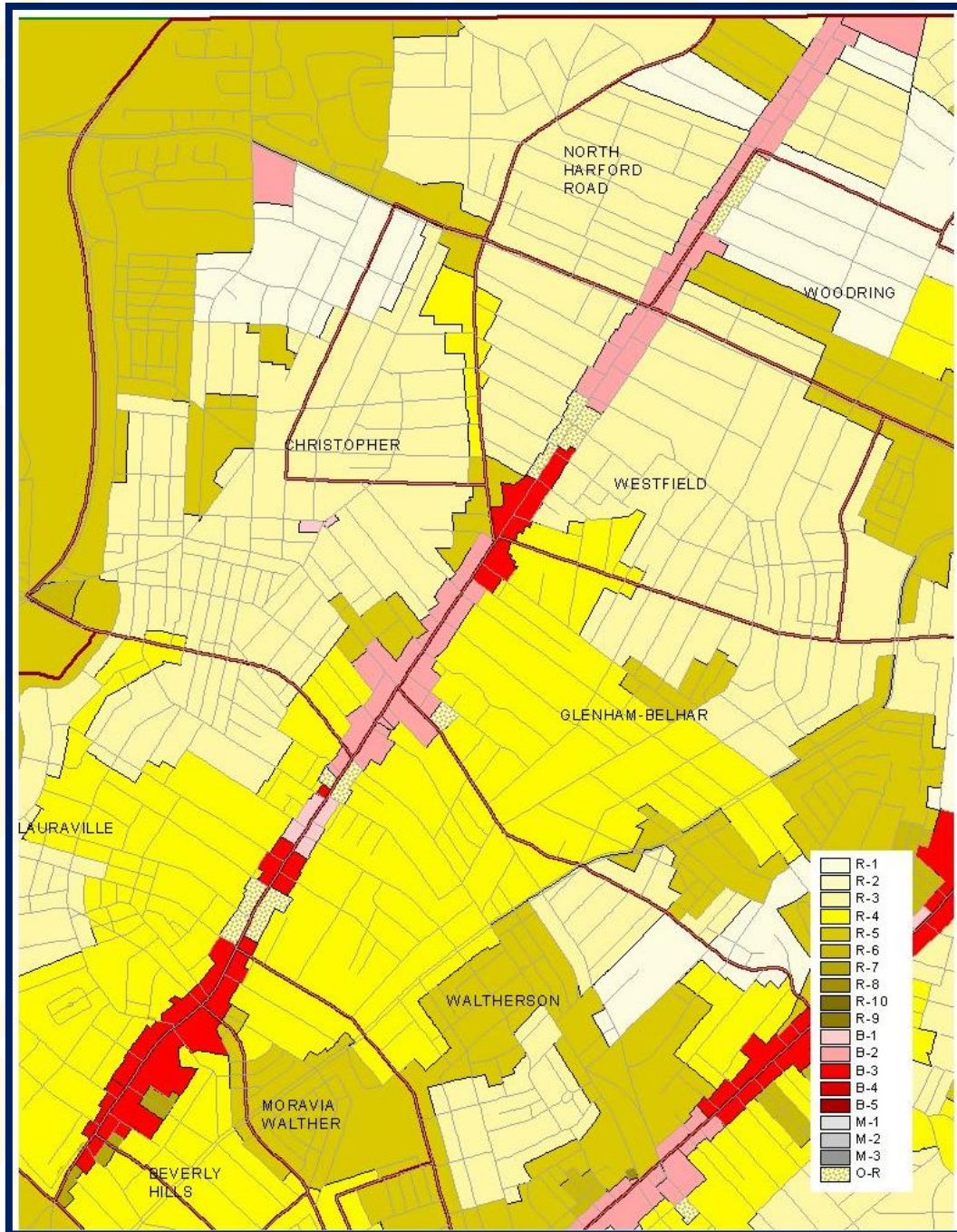
### Zoning Along the Harford Road Corridor



*Source: City of Baltimore Real Property Data*

The Zoning of the corridor is also directly affected by the zoning related restrictions contained within the Lauraville and Hamilton Urban Renewal Plan areas which limit certain uses and provide for design standards. This creates confusion when properties change hands and new owners may not be aware of the more restrictive zoning that these districts create.

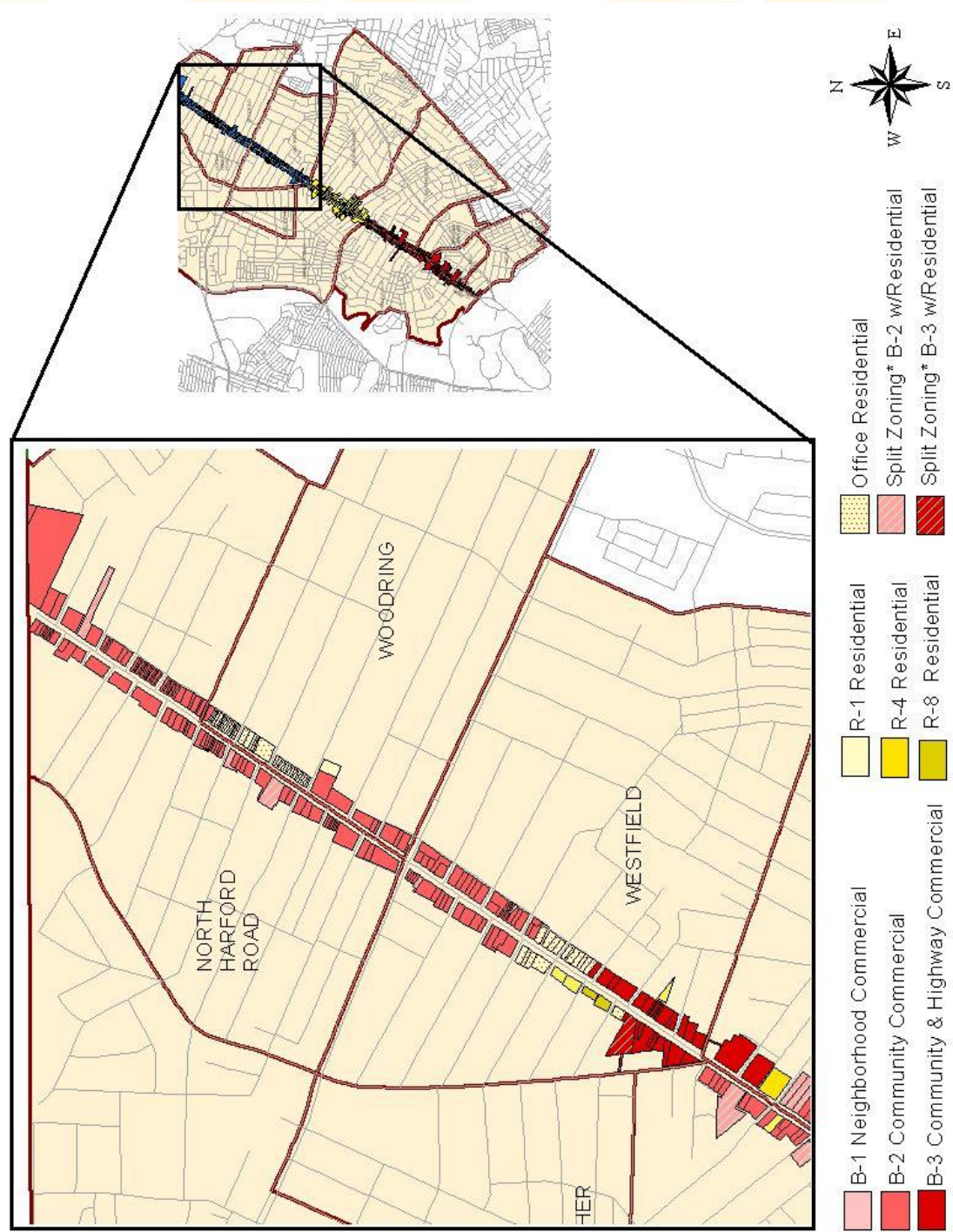
Zoning in the Harford Road Corridor and Surrounding Neighborhoods



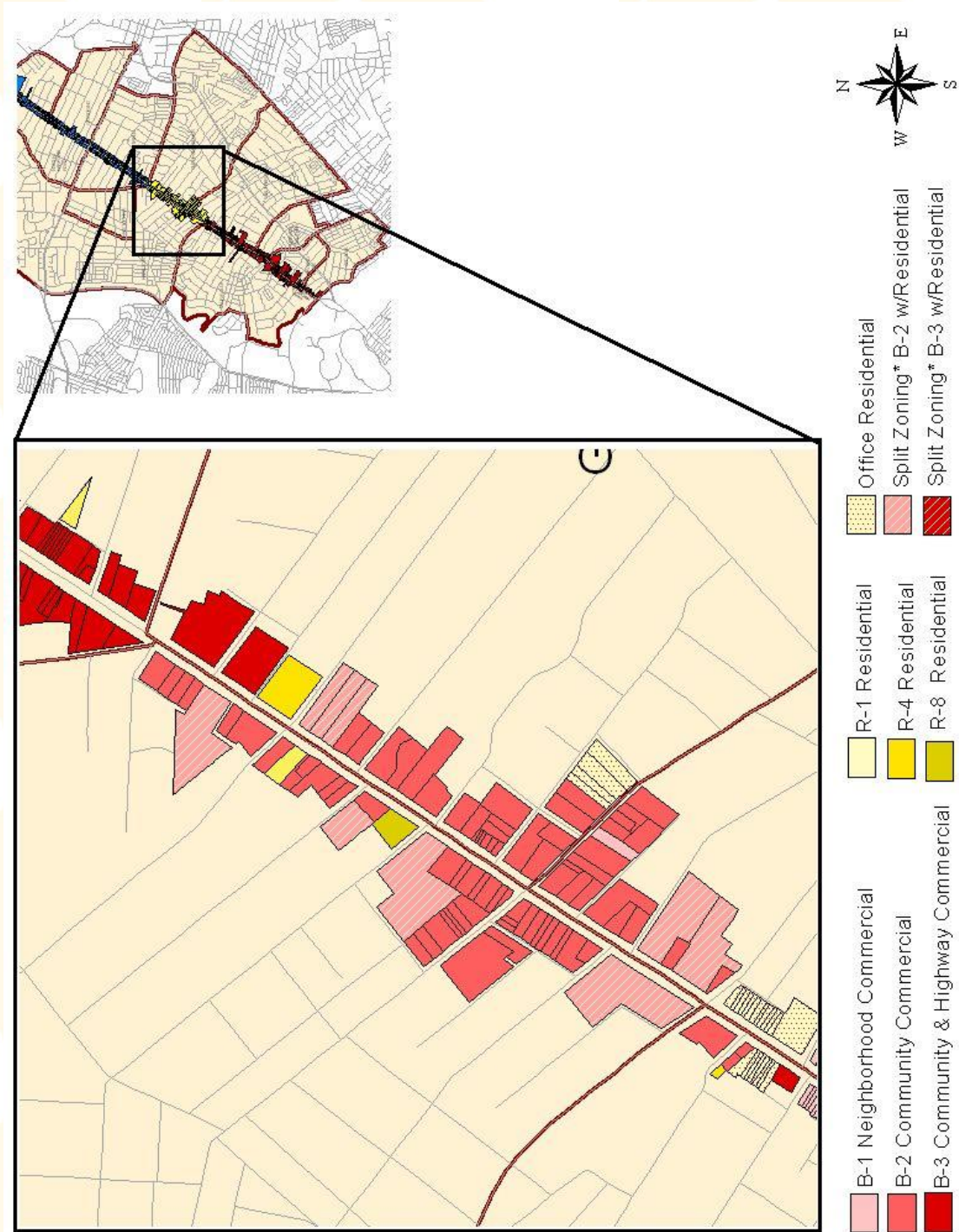
Note: A more detailed look at zoning for parcels fronting Harford Road is shown on pages 32-35 below.



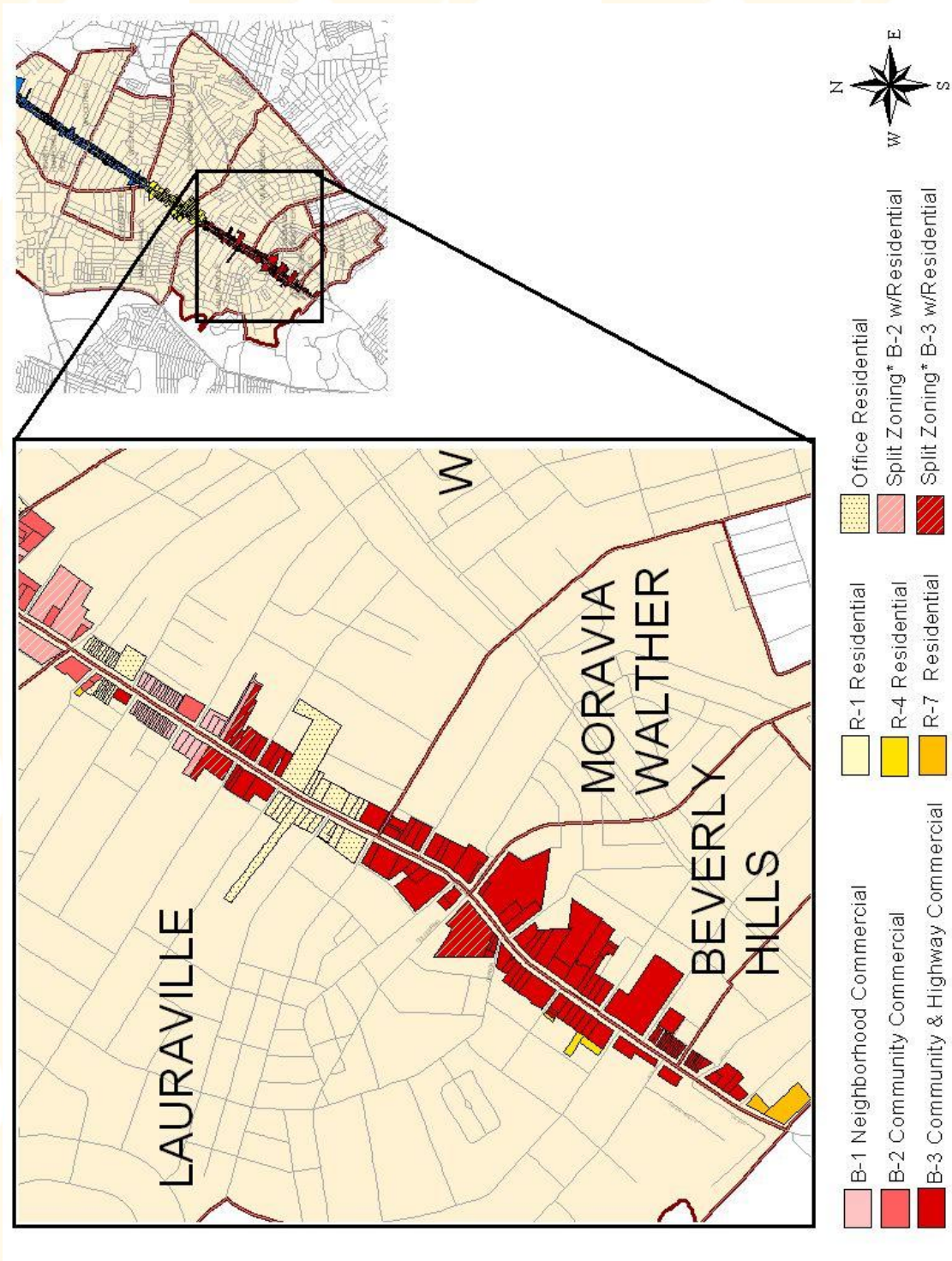
### Northern Harford Commercial Area Zoning



# Hamilton Commercial Area Zoning

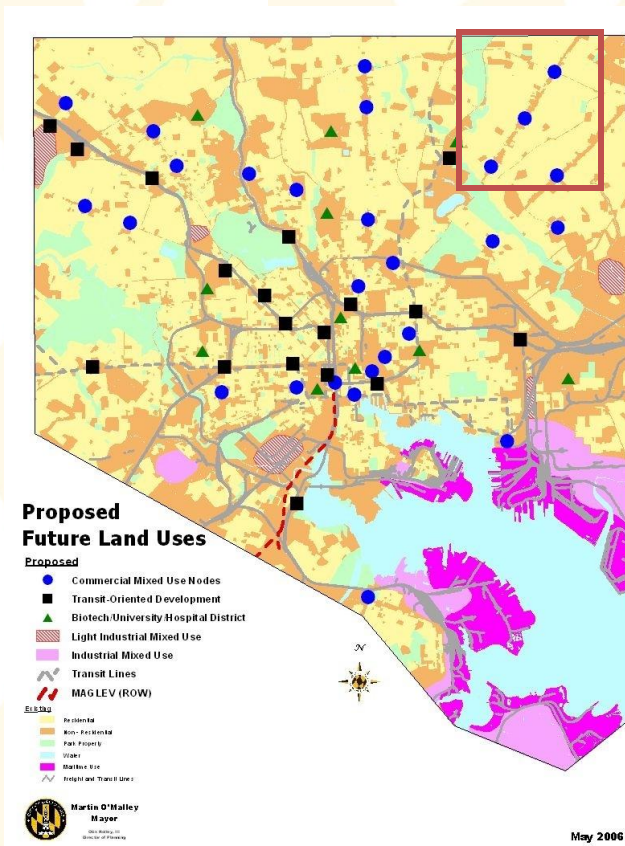


### Lauraville Commercial Area Zoning



## 4 COMMERCIAL MARKET STUDY

As mentioned previously, the City of Baltimore's Comprehensive Master Plan proposes three mixed-use commercial nodes located at approximately (1) the corner of Harford and Cold Spring in the Lauraville business district, (2) the corner of Hamilton and Harford in the Hamilton business district, and (3) at the corner of Northern Parkway and Harford Road in the North Harford Road community (see map below).



Due to an over abundance of commercial zoning along nearly the entire length of the Harford Road corridor, the area currently lacks an identifiable "center", or place that establishes an identity for the community and provides a place for residents to meet and mingle, although a social center does seem to be developing in and around the Red Canoe book store & cafe in Lauraville.

Commercial centers, or nodes, could help improve the quality of retail and commercial services along the corridor and provide the lifestyle amenities necessary to increase the marketability of the neighborhoods to people

who choose to live in the City. Recent studies have shown that people are willing to pay a premium to live in settings that include more traditional, pedestrian oriented centers that provide services, social interaction, and a sense of community identity. (Source: *Place Making: Developing Town Centers, Main Streets and Urban Villages*, Charles C. Bohl, Urban Land Institute Publications, 2002)

Each commercial node could offer a unique identity and blend of commercial offerings.

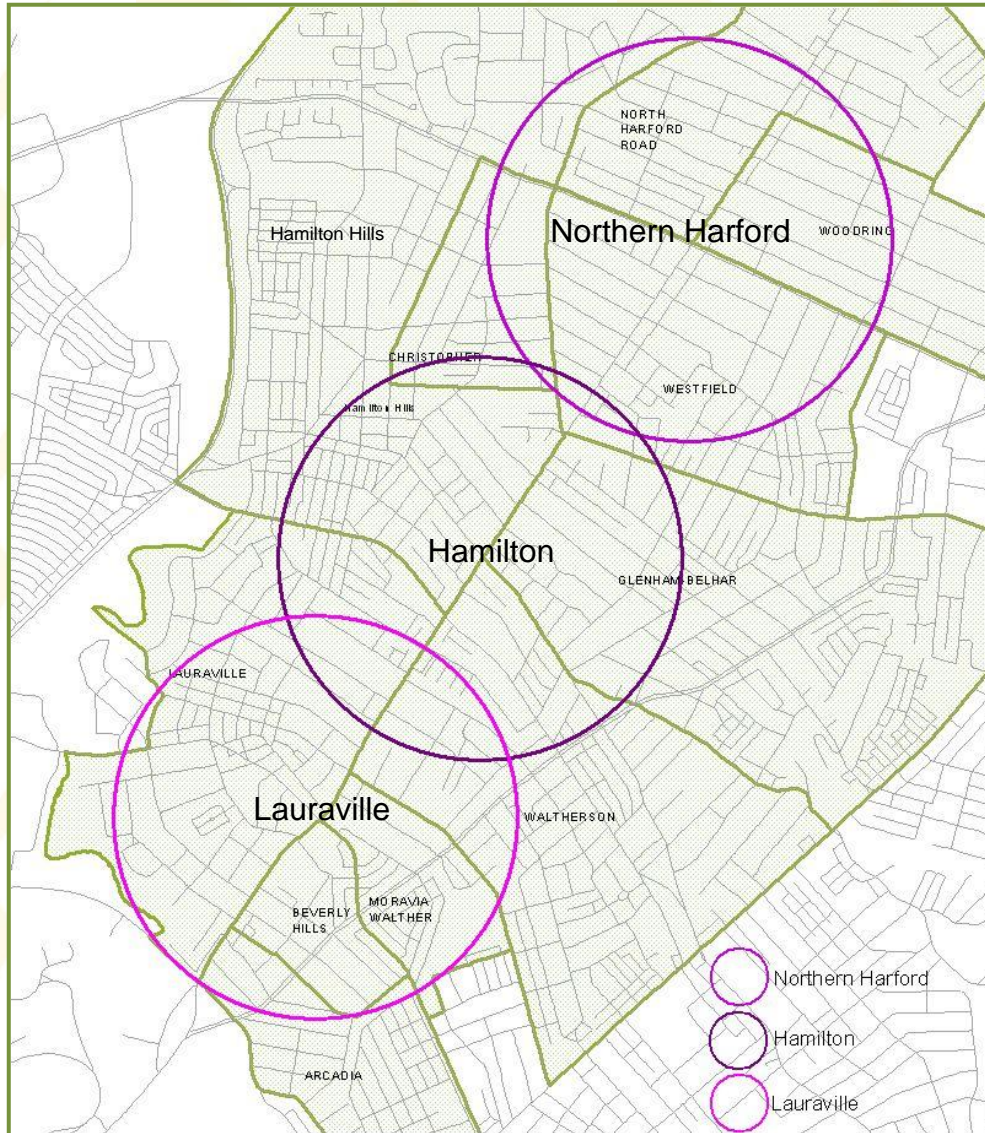
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## The Harford Road Corridor Study

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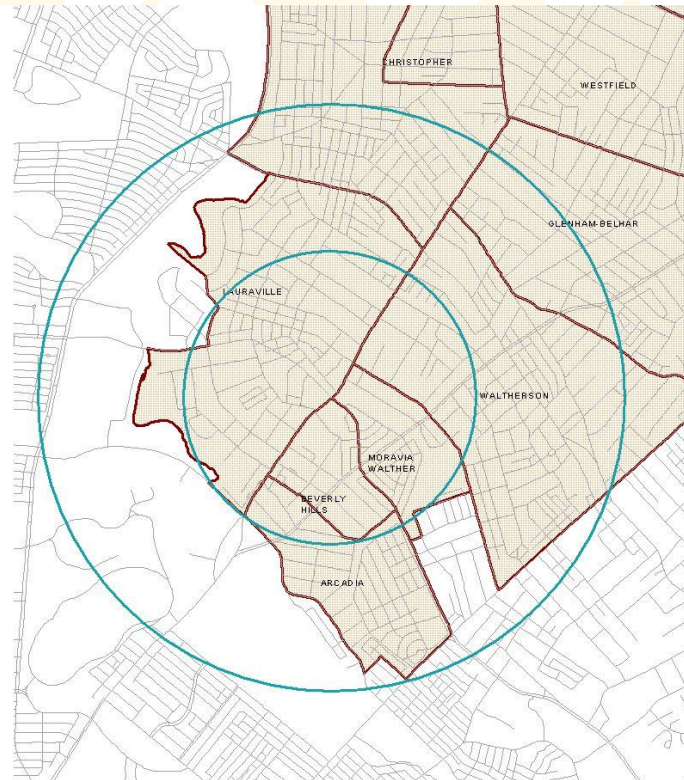
An examination of the existing and potential market will shed some light on the opportunities and constraints for the future development of the Harford Road commercial areas. A brief analysis of the market within a ½ mile radius of each node has been conducted, and is outlined below.

### Harford Road Corridor Commercial Nodes



#### 4.1 Lauraville Commercial Area

The Lauraville commercial area has been described by Baltimore's Examiner as a peaceful urban village, with an increasing number of local businesses that serve local residents and some of which serve as a destination for visitors from other areas (*The Examiner*, 12/15/06). Building types and architectural styles vary greatly, but the Harford Road Master Plan for the area aims to unify the image of the community.



1/2 Mile and 1 Mile Radius  
Lauraville Commercial Area

The surrounding neighborhoods are very stable, largely single-family areas with increasing home values. Homeownership rates within the node exceed 76%, and the City's Housing Typology classifies the area's housing market as stable and emerging.

The population surrounding the Lauraville Commercial area has showed 8% growth between 1990 and 2000, a significant trend for a city that has been losing population for the past several decades. Market projections do show, however, that rate of growth may be slowing down (see table below).

Population				
Lauraville Commercial Area (1/2 Mile Radius)				
	1990	2000	2008	2013
Population	5,997	6,484	6,529	6,531
Growth		8.12%	0.69%	0.03%

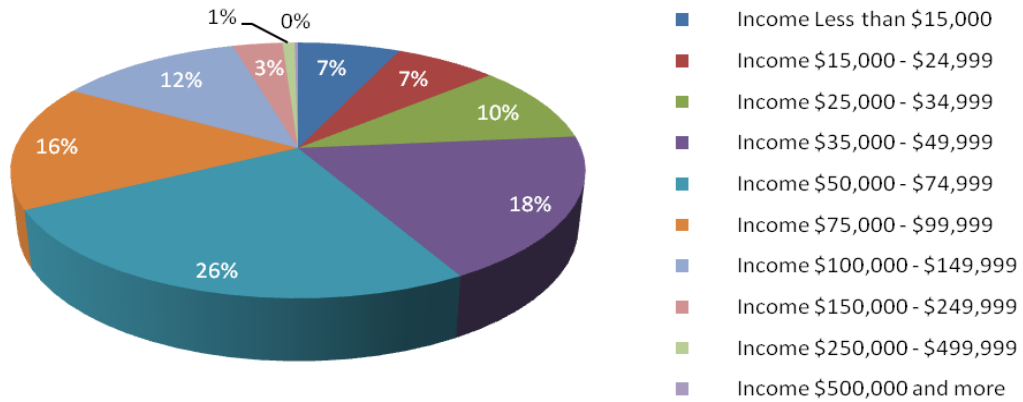
(1990 & 2000 data from U.S. Census, 2008 Estimate & 2013 Projection by Claritas, Inc.)

## The Harford Road Corridor Study

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According to 2008 estimates, the Lauraville commercial area is diverse both socially and economically. The 2008 median income in the ½ mile radius is estimated to be approximately \$58,000, significantly above the City's median income of approximately \$36,000.<sup>1</sup>

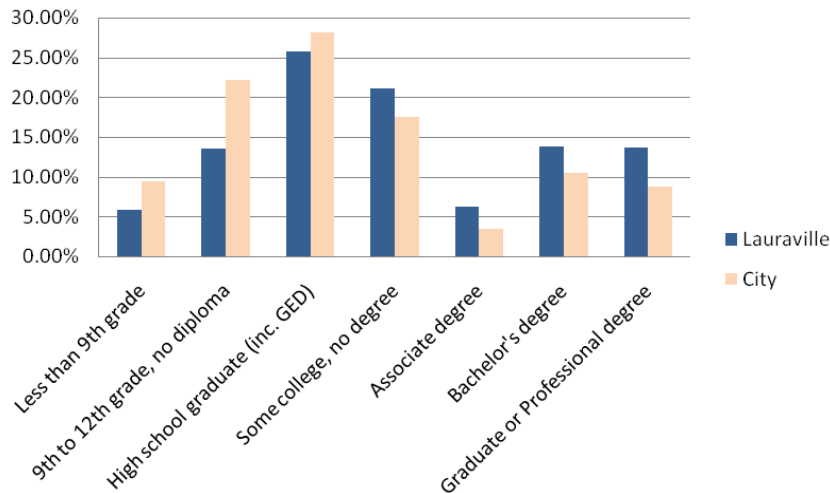
### 2008 Est. Household Incomes 1/2 Mile Radius - Lauraville Commercial Area



*Source: © 2008 CLARITAS INC*

In addition to higher incomes, the surrounding communities have a higher level of educational attainment than the city as a whole, with 28% of the population holding a bachelors degree or higher.

### Educational Attainment (Pop'n Age 25+)



*Source: © 2008 CLARITAS INC*

<sup>1</sup> Estimated based on the 2000 median income of \$30,080 and a 2% annual rate of inflation

## The Harford Road Corridor Study

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Higher incomes, a growing population, and a high concentration of home ownership, all bode well for future efforts to revitalize the area. The ongoing revitalization of the Lauraville commercial area is also heavily influenced by how people spend their money and where they are spending it. What consumer spending patterns reveal may be very important when considering future strategies to take advantage of the area's strengths.

A detailed summary of the types of things households in the Lauraville commercial area spend their money on is summarized in Appendix D. To simplify the analysis for purposes of this study, data has been divided into the specific types of businesses that people expressed an interest in seeing more of along the Harford Road Corridor.<sup>2</sup>

<b>2008 Consumer Spending</b>		
<b>Lauraville Commercial Area (1/2 Mile Radius)</b>		
<b>Category of Goods &amp; Services:</b>	<b>Total Spending:</b>	<b>Average Household:</b>
<b>Groceries</b>	\$14,350,174	\$6,175
<b>Beer, Wine, Liquor</b>	\$2,154,673	\$927
<b>Health &amp; Beauty</b>	\$6,616,688	\$2,847
<b>Restaurants</b>	\$11,943,213	\$5,139
<b>Bars</b>	\$1,128,855	\$486
<b>Clothing &amp; Accessories</b>	\$11,098,240	\$4,775
<b>Furniture &amp; Home Décor</b>	\$6,753,692	\$2,906
<b>Specialty Retail</b>	\$16,065,637	\$6,913
<b>Other</b>	\$48,483,539	\$51,030
<b>TOTAL</b>	<b>\$118,594,711</b>	<b>\$51,030</b>

*Source: Department of Planning using data from © 2008 CLARITAS INC.*

Total spending within the Lauraville node is estimated at over \$118 million, according to 2008 market data. Of that, households within Lauraville's ½ mile radius collectively spend approximately \$100 million on retail good and services, including restaurants each year. When compared to the average American household, the spending patterns are very similar to those in Lauraville (see Appendix C).

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<sup>2</sup> These categories include liquor stores and bars due to the fact that some people wanted less of these types of businesses, but others wanted more if they were of a higher quality. Data can not make distinctions between high quality and low quality establishments, but the information can be used, in addition to local knowledge, when making future judgements with regard to revitalization strategies.



## The Harford Road Corridor Study

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Using the same categories, sales data for businesses within the same ½ mile radius can be compared to consumer spending. The differences between the two sets of numbers can reveal potential opportunities and gaps that exist within the market. A gap, or positive number represents economic “leakage”, and provides evidence that opportunities for new businesses may exist. Negative numbers represent a surplus and indicates that customers who live outside the radius are coming into the area to spend money.

<b>Retail Opportunities &amp; Gaps for the Lauraville Commercial Area</b>			
<b>Retail Stores</b>	<b>Demand (Consumer Expenditures)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Opportunity Gap vs. (Surplus)</b>
<b>Groceries</b>	\$11,346,703	\$16,135,422	(\$4,788,719)
<b>Beer, Wine, Liquor</b>	\$752,887	\$2,510,332	(\$1,757,445)
<b>Health &amp; Beauty</b>	\$5,511,191	\$0	\$5,511,191
<b>Restaurants</b>	\$8,560,003	\$1,535,316	\$7,024,687
<b>Bars</b>	\$475,140	\$0	\$475,140
<b>Clothing &amp; Accessories</b>	\$4,846,456	\$98,586	\$4,747,870
<b>Furniture &amp; Home Décor</b>	\$2,974,799	\$0	\$2,974,799
<b>Specialty Retail</b>	\$6,204,379	\$835,230	\$5,369,149
<b>Other</b>	\$59,851,492	\$18,593,869	\$41,257,623
<b>TOTAL</b>	<b>\$100,523,050</b>	<b>\$39,708,755</b>	<b>\$60,814,295</b>

Source: Department of Planning using data from © 2008 CLARITAS INC.

Based on the analysis of gaps and surpluses, it becomes clear that groceries and alcoholic beverages are already a strength for the Lauraville area. The surplus in grocery spending reflects the strength of the Safeway supermarket on the 4400 Block of Harford Road to draw outside customers.

Given the fact that 59% of survey respondents would like to see more restaurants, the data confirms that there is \$7 million in unmet demand for additional full service and limited service restaurants in the Lauraville area. Based on a national average sales per square foot for restaurants, and an estimate that the Lauraville commercial area could capture 33% of the unmet demand, the market data indicates an opportunity for an additional 10,900 to 8,900 square feet of additional restaurant space.

A similar analysis for specialty retail<sup>3</sup>, shows that the approximately \$5.4 million in unmet demand could support an additional 10-12,000 square feet of new retail. Clothing and accessories also may present an opportunity with \$4.7 million in local money being spent outside of the community. Although a majority of consumer spending on clothing takes place in malls, department stores, and large retailers like Target, there may be an opportunity for a cluster of unique clothing and accessory stores.

Additional research would have to be done to determine the exact mix and quality of retail that the community will support in the area, but the market data does indicate a significant opportunity for businesses to capture some of the areas unmet demand.

***The Fine Print about Market Data:***

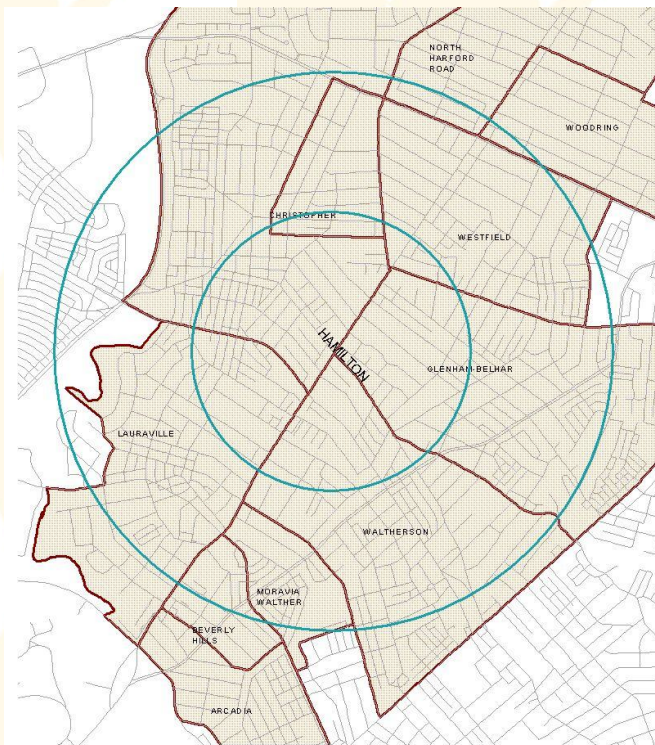
Data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT) which is made available by the U.S. Census. The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified geography. When the demand is greater than (less than) the supply, there is an opportunity gap for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative number value signifies a surplus. A surplus indicates that consumers are coming from outside areas to spend money within the specified geography and retail category. (See Appendix C.)

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<sup>3</sup> Specialty Retail includes electronics, gifts, office supplies, stationery, florists, music, sporting goods, art supplies, craft and hobby supplies, pet supplies, photo equipment and computer hardware and software.

## 4.2 Hamilton Commercial Area

The Hamilton Commercial area is the historic center of commercial activity in Northeast Baltimore, having begun as a rural village serving surrounding farms and estates. Now it is the most “urban” portion of Harford Road, and is comprised of one, two and three story commercial buildings that, for the most part, front the street and create a pedestrian oriented district. It is included in the newly formed Baltimore City Main Street for Lauraville and Hamilton.



1/2 Mile and 1 Mile Radius  
Hamilton Commercial Area

On Live Baltimore's neighborhoods page, Hamilton is described as “a quiet, tree-lined community with beautiful single-family homes in a variety of styles.” It doesn't give any mention to the commercial district.

The Hamilton commercial area does suffer from signs of decline with regard to property maintenance and a perception of crime.

With the completion of the City's streetscape improvement project in the area, and through the collective efforts of local residents and groups such as the Hamilton Hills Community

Association, the Hamilton Business Association and the Hamilton Arts Collective, the district is beginning to see signs of a turn around, however.

The neighborhoods around the Hamilton commercial area are stable, with a mix of primarily single family detached homes and a few areas with garden style apartments and semi-detached homes.

## The Harford Road Corridor Study

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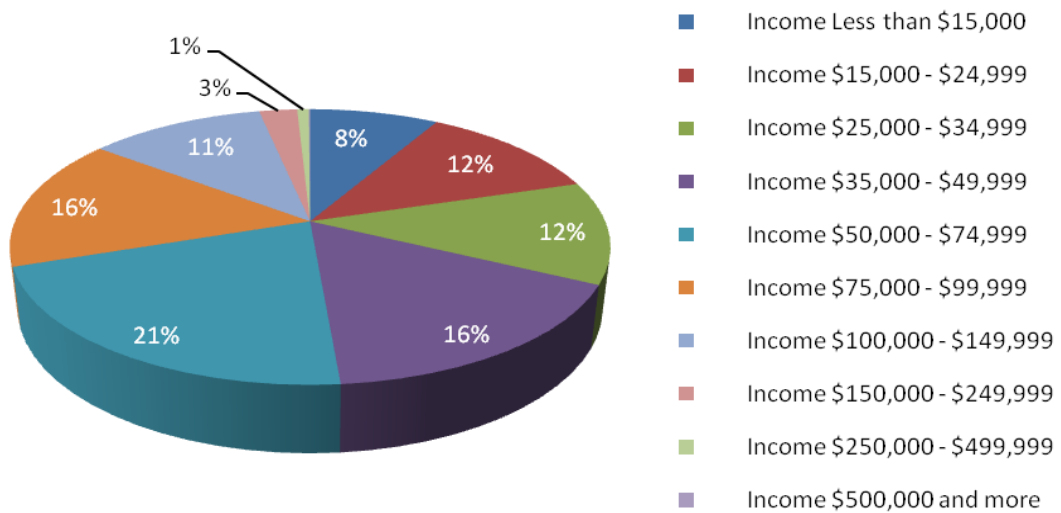
The City's housing typology classifies the area's housing as stable and emerging housing markets. The neighborhoods around the Hamilton commercial area have seen a slow, but steady increase in population since 1990 (see table below).

<b>Population</b>				
<b>Hamilton Commercial Area (1/2 Mile Radius)</b>				
	<b>1990</b>	<b>2000</b>	<b>2008</b>	<b>2013</b>
Population	6,017	6,070	6,143	6,253
Growth		0.88%	1.20%	1.79%

*(1990 & 2000 data from U.S. Census, 2008 Estimate & 2013 Projection by Claritas, Inc.)*

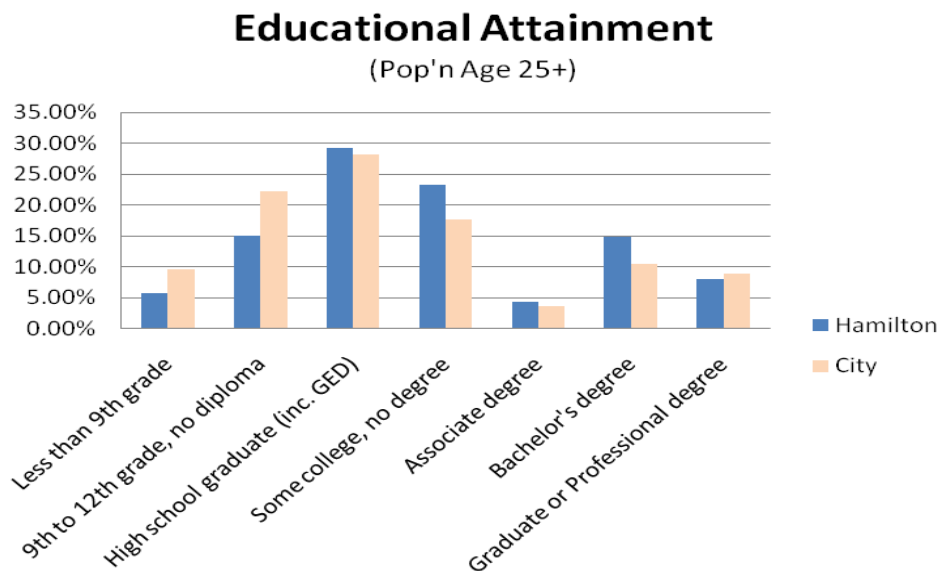
According to 2008 estimates, the Hamilton commercial area is diverse both economically and socially. The median income in the 1/2 mile radius is estimated to be approximately \$52,000, which is slightly lower than Lauraville, but still significantly higher than the City's median income of approximately \$36,000.

### 2008 Est. Household Incomes 1/2 Mile Radius - Hamilton Commercial Area



*Source: © 2008 CLARITAS INC*

In addition to higher incomes, the surrounding communities have a higher level of educational attainment overall than the City as a whole, with the exception of graduate or professional degrees, which may reflect the strong working class roots of the Hamilton community. Despite lower levels of residents with graduate degrees, 23% of Hamilton's residents do have a Bachelor's degree or higher, and 27% have an Associate's degree or higher.



Source: © 2008 CLARITAS INC

Higher incomes, a growing population, and a 71% homeownership rate all bode well for future efforts to revitalize the Hamilton commercial area. The success or failure of the ongoing effort to revitalize the commercial district is heavily influenced by how local residents spend their money and where they are spending it. Consumer spending patterns within the ½ mile radius of the Hamilton commercial area reveals information that will be key to forming future revitalization strategies to take full advantage of the areas demographic and architectural strengths.

A detailed summary of the types of things households in the Hamilton area spend their money on is summarized in Appendix D. To simplify the analysis of these numbers, data has been grouped into the specific types of businesses that people expressed an interest in seeing more of, according to the Community Survey.

<b>2008 Consumer Spending</b>		
<b>Hamilton Commercial Area (1/2 Mile Radius)</b>		
<b>Categories of Goods &amp; Services:</b>	<b>Total Spending</b>	<b>Average Household</b>
<b>Groceries</b>	\$14,533,674	\$6,036
<b>Beer, Wine, Liquor</b>	\$2,106,449	\$875
<b>Health &amp; Beauty</b>	\$6,420,553	\$2,666
<b>Restaurants</b>	\$11,970,550	\$4,971
<b>Bars</b>	\$1,129,617	\$469
<b>Clothing &amp; Accessories</b>	\$10,659,688	\$4,427
<b>Furniture &amp; Home Décor</b>	\$6,393,676	\$2,655
<b>Specialty Retail</b>	\$15,653,814	\$6,501
<b>Other</b>	\$47,288,685	\$19,638
<b>TOTAL</b>	<b>\$116,156,706</b>	<b>\$48,238</b>

Source: Department of Planning using data from © 2008 CLARITAS INC.

Total spending within the Hamilton commercial area is estimated at over \$116 million, according to 2008 market data. Of that, households within Hamilton's ½ mile radius collectively spend just under \$99 million per year on retail goods and services. When compared to the average American household, spending patterns are very similar to the average household in Hamilton (see national index in Appendix C).

Categorizing spending and comparing these numbers to total sales within the same ½ mile radius reveals potential opportunities and surpluses that may exist in the local market, and how much local money is flowing out of the community on retail spending, or "leakage". As shown on the table below, there are opportunities for new business growth in certain areas, while in the categories of groceries and liquor or packaged goods, sales exceed local demand which indicates local spending by people who live outside of the commercial area.

The data also reveals that there is a significant opportunity in the Hamilton area, and on the corridor as a whole, for additional restaurants. This is confirmed by the Community Survey, in which 59% of the respondents indicated a desire to see more restaurants and café's along the Harford Road Corridor. Based on the nearly \$6 million dollars that is being spent outside of the Hamilton area, and a national average sales per square foot for restaurants, the market data indicates that if one third of that spending was

## The Harford Road Corridor Study

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captured locally it could support an additional 7,600 to 9,200 square feet of restaurant space.

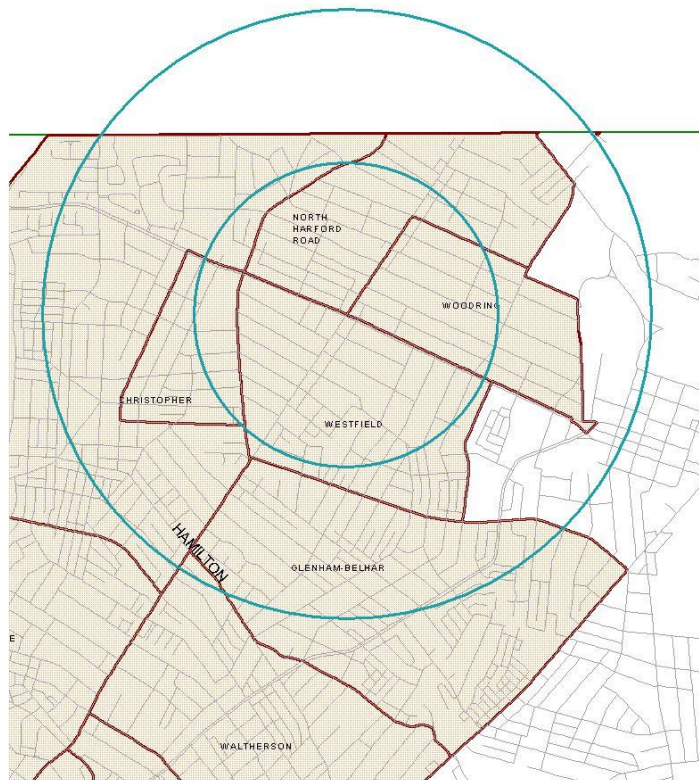
A similar analysis for clothing and accessories and home furnishings shows that if local stores were able to capture a third of the combined \$17 million gap, Hamilton could support up to 7,500 square feet of retail space for clothing and accessories, and up to 6,000 square feet of space for home furnishings. Currently, a majority of clothing and home furnishing purchases take place in regional shopping centers and larger retailers. There may be opportunities, however, for smaller stores that offer more unique offerings. Again, additional research will be necessary to determine the true variety and quality of retail that the community will support in the area.

<b>Retail Opportunities &amp; Gaps for the Hamilton Commercial Area</b>			
<b>Retail Stores</b>	<b>Demand (Consumer Expenditures)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Opportunity Gap vs. (Surplus)</b>
<b>Groceries</b>	\$11,476,837	\$11,516,054	(\$39,217)
<b>Beer, Wine, Liquor</b>	\$743,804	\$531,348	\$212,456
<b>Health &amp; Beauty</b>	\$5,547,250	\$2,131,864	\$3,415,386
<b>Restaurants</b>	\$8,590,721	\$2,640,644	\$5,950,077
<b>Bars</b>	\$475,394	\$62,288	\$413,106
<b>Clothing &amp; Accessories</b>	\$4,633,976	\$230,726	\$4,403,250
<b>Furniture &amp; Home Décor</b>	\$2,817,991	\$310,760	\$2,507,231
<b>Specialty Retail</b>	\$6,015,797	\$5,596,829	\$418,968
<b>Other</b>	\$58,691,715	\$13,461,304	\$45,230,411
<b>TOTAL</b>	<b>\$98,993,485</b>	<b>\$36,481,817</b>	<b>\$62,511,668</b>

Source: Department of Planning using data from © 2008 CLARITAS INC.

### 4.3 Northern Harford Road Commercial Area

The Northern Harford Road commercial area is centered on the intersection of two major arterials, Northern Parkway and Harford Road. It includes a mix of suburban style commercial developments interspersed between more urban commercial and residential row homes, some of which now serve as professional offices.



**1/2 Mile and 1 Mile Radius  
Northern Harford Commercial Area**

This portion of the corridor is anchored by the Parkville Shopping Center which sits along the border between Baltimore City and Baltimore County. The surrounding communities are very stable with a mix of housing styles from garden apartments to single family detached homes.

The Northern Harford Commercial area has not yet benefitted from streetscape improvements and traffic calming measures, despite the fact that such projects have taken place to the south in Hamilton and Lauraville, and to the north along the Baltimore County section

of Harford Road as it passes through Parkville.

The population of the neighborhoods surrounding the Northern Harford Road commercial area has remained relatively steady, with a 1.6% increase between 1990 and 2000. Market data indicates that the area will continue to see a moderate increases in population (see table below).

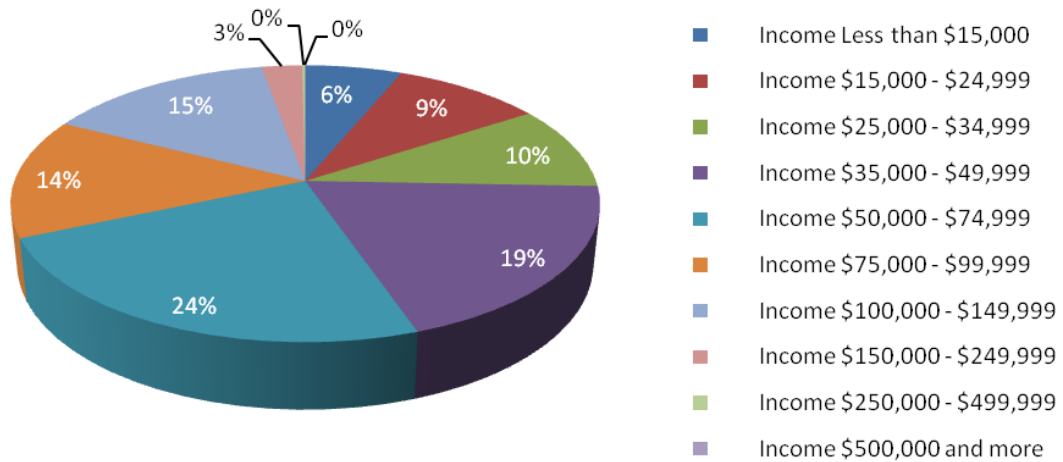


Population				
Northern Harford Commercial Area (1/2 Mile Radius)				
	1990	2000	2008	2013
<b>Population</b>	5,982	6,080	6,459	6,657
<b>Growth</b>		1.64%	6.23%	3.07%

(1990 & 2000 data from U.S. Census, 2008 Estimate & 2013 Projection by Claritas, Inc.)

According to 2008 estimates, the Northern Harford commercial area is diverse both economically and socially. The median income in the 1/2 mile radius is estimated to be approximately \$56,000, significantly above the City's median income of approximately \$36,000 per year.

### 2008 Est. Household Incomes 1/2 Mile Radius - Northern Harford Commercial Area

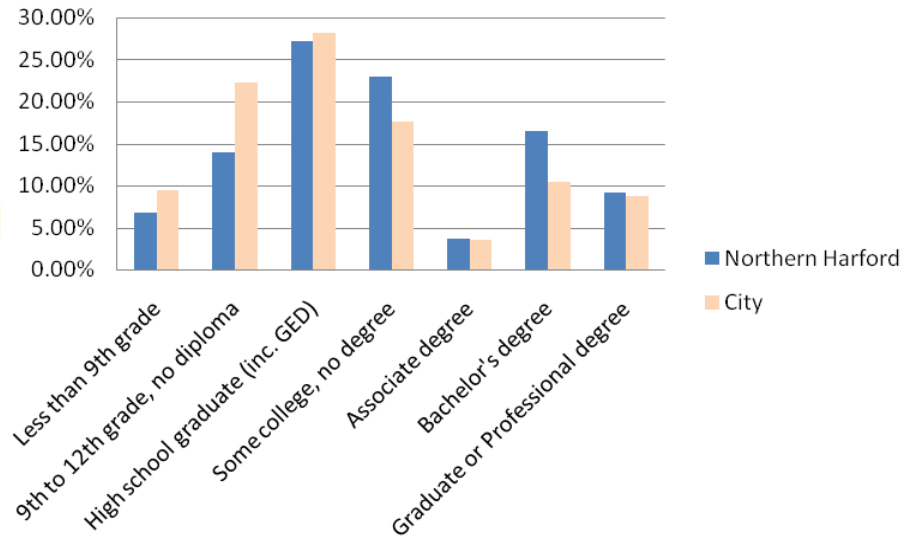


Source: © 2008 CLARITAS INC

In addition to relatively high incomes, the surrounding community has a higher level of educational attainment than the City as a whole, with 26% of the population holding a bachelor's degree or higher (see chart below).

## Educational Attainment

(Pop'n Age 25+)



Source: © 2008 CLARITAS INC

Higher incomes coupled with a growing population and a very high homeownership rate of nearly 80%, indicates a positive future for revitalization efforts in the area. The future revitalization of the Northern Harford commercial area will also be heavily influenced by how local residents spend their money and where they choose to spend it. What consumer spending patterns reveal will be extremely important when considering future strategies to take advantage of the area's strengths.

A detailed summary of the spending habits within the ½ mile radius of the Northern Harford commercial area is summarized in Appendix E. To simplify the analysis for purposes of this study, data was compiled into specific types of businesses based on the responses to the Community Survey question, "What retail/business services would you like to see MORE of in your community."

<b>2008 Consumer Spending</b>		
<b>Northern Harford Commercial Area (1/2 Mile Radius)</b>		
<b>Categories of Goods &amp; Services:</b>	<b>Total Spending</b>	<b>Average Household</b>
<b>Groceries</b>	\$16,120,193	\$6,085
<b>Beer, Wine, Liquor</b>	\$2,456,078	\$927
<b>Health &amp; Beauty</b>	\$7,426,180	\$2,803
<b>Restaurants</b>	\$13,863,147	\$5,233
<b>Bars</b>	\$1,365,347	\$515
<b>Clothing &amp; Accessories</b>	\$11,601,258	\$4,379
<b>Furniture &amp; Home Décor</b>	\$7,546,063	\$2,849
<b>Specialty Retail</b>	\$18,124,147	\$6,842
<b>Other</b>	\$54,252,167	\$20,480
<b>TOTAL</b>	<b>\$132,754,580</b>	<b>\$50,115</b>

*Source: Department of Planning using data from © 2008 CLARITAS INC.*

Total spending in the Northern Harford commercial node is estimated at nearly \$133 million, according to 2008 market data. Of that, approximately \$113 million is spent by local residents on retail goods and services, including eating out at restaurants. When compared to the average American household, the spending patterns are very similar to those of the average Northern Harford area household.

By categorizing spending and comparing those numbers to sales data from businesses within the same ½ mile radius, an estimate of potential sales opportunities and surpluses in the market can be determined. This data shows approximately how much local money is being spent outside of the area, or “leakage”, and how much money is being spent at local stores by people from outside the area, and in what categories. Positive numbers indicate an opportunity to support new businesses and capture local dollars from being spent elsewhere. Negative numbers represent a surplus and show that money is being spent locally by people who live outside the study area.

Based on the analysis of gaps and surpluses in the Northern Harford Commercial area, it appears as though there is demand for additional grocery store. Due to the close proximity to the supermarket in Parkville shopping center, and the high amount of

## The Harford Road Corridor Study

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sales per square foot necessary to support a grocery store, this is not really the case. When looking at the 1 mile radius around the Northern Harford commercial area, however, there appears to be enough demand to support a small specialty grocery store of approximately 10 -12,000 square feet. The data also reveals a surplus in spending at bars, an indication that bars in the area draw patrons from outside the immediate neighborhood.

Once again, as is true in Hamilton and Lauraville, the fact that 59% of community survey respondents would like to see more restaurants along Harford Road is confirmed by the market data. It indicates that there is over \$6.6 million in unmet demand for full service and limited service restaurants in the Northern Harford commercial area. Based on a national average for sales per square foot for restaurants, and an estimate that the commercial area may be able to capture one-third of that demand, the data indicates an opportunity for an additional 8,500 to 10,400 square feet of additional restaurant space.

<b>Retail Opportunities &amp; Gaps for the Northern Harford Commercial Area</b>			
<b>Retail Stores</b>	<b>Demand (Consumer Expenditures)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Opportunity Gap vs. (Surplus)</b>
<b>Groceries</b>	\$12,873,396	\$3,404,979	\$9,468,417
<b>Beer, Wine, Liquor</b>	\$864,181	\$65,267	\$798,914
<b>Health &amp; Beauty</b>	\$6,402,400	\$4,454,014	\$1,948,386
<b>Restaurants</b>	\$9,952,637	\$3,273,762	\$6,678,875
<b>Bars</b>	\$568,958	\$622,325	(\$53,367)
<b>Clothing &amp; Accessories</b>	\$5,033,752	\$550,166	\$4,483,586
<b>Furniture &amp; Home Décor</b>	\$3,329,738	\$294,072	\$3,035,666
<b>Specialty Retail</b>	\$7,016,256	\$1,165,704	\$5,850,552
<b>Other</b>	\$34,576,970	\$4,290,934	\$30,286,036
<b>TOTAL</b>	<b>\$113,790,315</b>	<b>\$26,259,740</b>	<b>\$87,530,575</b>

Source: Department of Planning using data from © 2008 CLARITAS INC

A similar analysis of specialty retail shows that the approximately \$5.9 million in unmet demand could support an additional 6 – 7,300 square feet of new retail. In order to capture the excess demand from local residents, however, additional research would have to be done to more clearly define what types of retail and what specific types of goods and services would be necessary to get local residents to shop locally.

#### 4.4 Overall Retail Opportunities for the Harford Road Corridor

Although it is important to examine each commercial node individually, the collective market along Harford Road, and the potential customer base outside the ½ mile radius also influence the overall marketability of the corridor for new businesses. What happens in one commercial area, whether good or bad, influences what happens in the others. For the overall strength of the corridor, it will be important to explore ways to cluster new businesses together within the commercial nodes, particularly restaurants, to ensure a critical mass of customers necessary to support those businesses.

HARFORD ROAD CORRIDOR			
Retail Stores	Demand/ Consumer Spending	Supply/ Retail Sales	Retail Opportunity Gap vs. (Surplus)
Groceries	\$35,696,936	\$31,056,455	\$4,640,481
Beer, Wine, Liquor	\$2,360,872	\$3,106,947	(\$746,075)
Health & Beauty	\$17,460,841	\$6,585,878	\$10,874,963
Restaurants	\$27,103,361	\$7,449,722	\$19,653,639
Bars	\$1,519,492	\$684,613	\$834,879
Clothing & Accessories	\$14,514,184	\$879,478	\$13,634,706
Furniture & Home Décor	\$9,122,528	\$604,832	\$8,517,696
Specialty Retail	\$19,236,432	\$7,597,763	\$11,638,669
Other	\$153,120,177	\$36,346,107	\$116,774,070
<b>TOTAL</b>	<b>\$313,306,850</b>	<b>\$102,450,312</b>	<b>\$210,856,538</b>

*(Source: 1990 & 2000 U.S. Census, 2008 Estimate & 2013 Projection by Claritas, Inc.)*

To approximate overall demand along the length of the corridor, data for the three individual commercial areas were combined and again broken into those categories mentioned in the Community Survey. These numbers are liberal estimates, given the fact that the three individual ½ mile nodes do overlap slightly.

Again, there appears to be plenty of demand for restaurants and specialty retail, but limited opportunity to attract a new full-sized grocery store. This can be attributed to the fact that there are full service grocery stores located within or adjacent to each of the three commercial areas. There is also a surplus of liquor and packaged goods stores, and a very limited market for additional bars along the Harford Road corridor. As strategies for revitalizing the corridor are developed, however, opportunities may exist to work with existing business owners to improve the quality or variety of their stores, service and products to better meet the needs of the community and capture additional demand.

## 5 VISION & PERCEPTIONS

Given recent investment and past planning efforts on Harford Road, a common vision seems to be developing. Direct community feedback and the results of the initial Community Survey for Harford Road provide an important framework for the future of the entire corridor. Although many still only think about their small portion of the corridor, more and more people are realizing the interconnected nature of the corridor and its greater impacts. A coordinated effort for the entire corridor is necessary to maximize the potential for improvement.

### Perception is Everything

When it comes to commercial districts and urban neighborhoods in general, the role of perceptions and visual aesthetics cannot be over emphasized. Another way to describe this phenomenon is curb appeal. In today's consumer culture, with the dominance of home and garden cable shows and other forms of design-based entertainment, how a place looks will immediately impact whether or not someone will be willing to stop and spend their money. Any real estate professional will attest to the role of curb appeal, or that gut feeling you get from looking at the outside of a property, in the marketability of a house. This is true for the individual properties as well as the surrounding neighborhood, and it has an immediate impact on a consumer's willingness to even stop and take a closer look inside. If your house doesn't have curb appeal, chances are potential buyers are going to simply pass it by, regardless of how beautiful it is on the inside.

The same is also true for commercial districts and individual retail establishments. Commercial models, like those developed by Starbucks and other retailers, have changed the landscape of commercial expectations by emphasizing aesthetics and the "experience" of shopping. Starbucks, for example, creates an environment, both inside and outside its stores that gives consumers a chance to drink coffee in an environment that is pleasing, consistent and that invokes a certain "feeling" for customers.

A good source of information on the link between aesthetics and economic development is the Dunn Foundation website at [www.dunnfoundation.org](http://www.dunnfoundation.org), a copy of their video "Community of Choices" is available for viewing by community groups at the Department of Planning.

These new expectations with regard to design, aesthetics and service put older commercial districts at a distinct disadvantage. Local business owners need to focus on appearances and quality of service in order to attract customers who are faced with an increasing array of choices in the marketplace.

This also has implications for attracting new businesses to an area. Economic Development researchers have found that in today's increasingly mobile and digital economy one of the primary forces guiding business location decisions, be it a corporate office or retail enterprise, is "curb appeal" and other place-related issues.

The results of the Community Survey for the Harford Road Corridor demonstrate that the corridor has a curb appeal problem. It is important to note, however, that this has been greatly improved by the City of Baltimore's recent \$9 million streetscape and traffic calming initiative on the lower portion of Harford Road and the subsequent increase in new small businesses in the lower Lauraville business district, but the problem is still widespread. *(The survey was taken during the early phases of construction for this project.)*

When asked to rate various aspects of the commercial corridor, the results were overwhelmingly within the poor, fair and average categories. When specifically asked about the overall visual appearance of the district, over 30% gave it a "poor" rating and another 30% rated it as "fair", or in other words 61% of the community respondents rated the appearance of the Harford Road Corridor as below average. Approximately 32% gave the corridor's appearance a rating of average. Fewer than 7% rated appearance as good and no one gave it an excellent rating.

Storefronts and signage were also rated as part of the Community Survey, and they fared worse than the corridor's overall appearance with nearly 43% giving them a poor rating. Just 4.3% of the respondents gave storefronts and signage a good rating, and again nobody rated them as excellent.

These results are clearly indicative of a problem. It is important to note that there is hope for the future, however, with 6% of respondents noting that one of the neighborhood's greatest strengths is "an up and coming commercial district" (See Appendix B).

## 6 CASE STUDIES AND POTENTIAL STRATEGIES

Given current conditions and perceptions within the corridor, it is important to examine those tools that may be available for strengthening the Harford Road Corridor. As stated previously, the objectives of this study and future corridor planning are:

- Revitalization of the Corridor's Commercial Districts;
- Preserving and Marketing the Housing Stocks of Surrounding Neighborhoods;
- Transforming the focus of the Corridor from Commuter Highway to Community Main Street; and
- Meeting the needs and expectations of current and future Northeast residents.

In light of these objectives and the existing conditions within the Harford Road corridor, research into best practices for commercial corridor revitalization was conducted. National trends in commercial real estate and community revitalization suggest many opportunities exist for turning the Harford Road corridor around.

In 2004, The Urban Design Literacy Project conducted a study sponsored by the Local Initiative Support Corporation, the NYS Council for the Arts, and Forever Elmwood Inc., that outlined a seven-step program for success. The case study examined those strategies that work successfully along the "Elmwood Strip", a commercial corridor stretching from Downtown to the City Line. This commercial district and its surrounding neighborhoods are thriving in a city that is losing population at an alarming rate, and is therefore worthy of consideration for Harford Road.

Harford Road shares the following characteristics with Elmwood:

- It's a primary artery between the northern city neighborhoods and suburbs into downtown;
- It is surrounded by a mix of relatively stable neighborhoods that is increasingly suburban in nature as you get closer to the city line; and
- It includes a mix of traditional architectural styles with some suburban style, auto oriented uses mixed in.



*A mixed-use Building on Elmwood Ave, in Buffalo, NY.*



The strategies they identified when asking themselves, "Why Elmwood Works" are outlined below.

### **Cleanliness**

The image of the commercial district and the surrounding neighborhoods is directly connected to the cleanliness of the area, particularly the commercial street. Installing garbage bins, picking up garbage, and reminding business owners and government entities to do their job in keeping the area clean were recommended.

A cleanliness strategy fits in nicely with Mayor Dixon's new Cleaner Greener Baltimore and Recycling initiatives. A partnership with the city to help improve the cleanliness of the Harford Road corridor should be pursued.

### **Beautification**

Adding flower beds, hanging baskets, street trees and implementing an ongoing program of maintenance and watering is recommended. Urban environments are competing with an increasing array of suburban developments. Improving how the street looks to pedestrians and those who pass through the neighborhood is greatly enhanced by flowers, trees and other plantings. In fact studies have shown that people shop longer and spend more money in commercial districts that have an abundance of trees and green landscaping.



The City's Tree Baltimore initiative could be utilized, with community partnerships, to develop a plan for greening and sprucing up the corridor. An educational campaign to get residents and businesses involved in the effort would also make a big difference in beautifying the corridor.

**Promote and market the district to outside patrons**

By creating a distinct identity and branding for the community, complete with holiday promotions, festivals and street banners, it becomes easier to encourage customers from outside the area to come and experience all that the area has to offer. This also helps



ensure that customers have a good experience while they're there, thus encouraging return trips to the area.

This seems to be a major challenge when considering the Harford Corridor. In speaking with individual residents and community leaders, and also through the results of the Community Survey, there is a great deal of parochialism and a sense of competition between the various neighborhoods along the corridor. Giving the corridor a common identity for promotion and marketing may therefore prove challenging, but is important nonetheless.

In fact, after completing the "Why Elmwood Works" study, the Forever Elmwood organization re-branded itself as the "Elmwood Village" as part of this strategy. Given the history of Harford Road, a brand such as "The Villages of Harford Road" could still give each individual neighborhood (or village) such as Lauraville and Hamilton their own identity but at the same time emphasize the history of early rural villages and the interconnected nature of the current commercial nodes along the corridor. This could be accomplished with a partnership between HARBEL, NOGLI and the newly forming Main Street organization.

**Nourishing a Sense of Community within the neighborhood**

By sponsoring events such as a farmers market, a garden walk and historical walking tours, a commercial district can build positive relationships with surrounding residents and build a sense of community that helps increase ownership and pride in the neighborhood. This makes it more likely that people will shop and invest in the neighborhood and encourages others to move in to the community.

In Lauraville, this strategy is already being undertaken with the leadership of the Neighborhoods of Greater Lauraville and others.

These types of activities need to be supported and enhanced. The recent designation of Lauraville and Hamilton as a Main Street Community will also help increase these types of activities.

### **Streetscape Improvements**

Improvements in public infrastructure that clearly define spaces for various forms of transportation (car, pedestrian, bicycle and parking), such as street furniture, pedestrian oriented lighting, and landscaping details help improve the aesthetics of the neighborhood, encourage people to come to the area, and allow people to spend more time once they're there because it is a pleasant environment to be in. On Elmwood, this included narrowing the street through the traditional commercial areas and widening of the sidewalks, slowing traffic and improving the pedestrian experience.

Again, these steps have already begun on Harford Road with the newly installed medians and streetscape improvements. These types of initiatives should to be continued in the Northern portions of the Harford Road corridor, particularly in and around the Northern Parkway commercial node.

### **Façade Improvements:**

The Forever Elmwood effort, now rebranded as "The Elmwood Village", emphasized the design of individual storefronts, including entrances, windows, signage and awnings. Through a community-based effort that included a Visual Preference Survey, they collaborated with the City of Buffalo to implement design standards to regulate some of these physical design characteristics. Since their implementation, there has been a noticeable increase in investment in the commercial properties along the corridor.



Lauraville and Hamilton already have some experience with design guidelines contained within their Urban Renewal plans. In addition, comprehensive rezoning will present an opportunity to build design guidelines into the underlying zoning through such tools as design review and form-based zoning.

### ***Repairing the Urban Fabric***

It is important to acknowledge the history of recent commercial development and the existence of some development “mistakes”, and then to develop a strategy to repair and enhance the urban fabric with selective demolition, infill new construction, a shared parking and management strategy, mixed use buildings, and an increase in density.

This strategy, although it worked on Elmwood, may meet with some resistance in the communities along the Harford Road corridor given the often adamant opposition to any increases in density. It is, however, an important discussion that needs to be had if Harford Road is to become more vibrant and survive as a thriving commercial area. Density through the use of nodes, as recommended in the citywide Comprehensive Master Plan may be an acceptable compromise, but will require an extensive community education and participatory planning process to arrive at some consensus.

To clarify this strategy, the Elmwood study emphasized the following points:

- Site Design should be oriented to the pedestrian.
- Buildings should be built up to the sidewalk.
- Off-street parking should not be allowed in front of buildings or between the building façade and the street. Parking should be in the rear.
- Density creates a critical mass of people necessary for businesses to be successful.
- Increased density should be justified with increased opportunities for varied forms of mass transit.
- Density creates “eyes on the street” for increased safety and security.
- Density adds to a sense of community with neighbors, a sense of belonging, identity and familiarity.
- Scaling buildings to the community can add density while reinforcing community character, promoting natural gathering spaces, improving the pedestrian environment, and increasing a sense of safety and security.
- Mixed-use buildings create residential density and the critical mass of people that businesses need, create synergy, add security, and are a tight and efficient use of land. This also translates into more tax dollars.

Included in Appendix H are a number of photo case studies from the Elmwood study that show visually how building renovations and increased density through mixed use development could look. The images used are of sites and buildings that currently exist in Buffalo and how they might be retrofitted.

Closer to home, the Urban Land Institute (ULI), with local offices in Baltimore, has conducted a great deal of research into models for commercial revitalization, and as a result of their research have developed "Ten Principles for Rebuilding Neighborhood Retail" and "Ten Principles for Reinventing America's Suburban Strips." Given the transitional nature of Harford Road with both suburban and urban characteristics, both of these models can provide useful guidance as planning for Harford Road continues.

The National Trust for Historic Preservation's (NTHP) Main Street Center has been working to revitalize traditional Main Streets throughout the country for over 40 years. The City of Baltimore has been successful in joining the Main Street network and has sponsored Main Street communities throughout the City under the oversight of the Baltimore Development Corporation (BDC). In 2008, BDC announced that it will be expanding the Main Street Program to two new communities including Harford Road. (*Appendix I. includes a description of the Main Street Model*)

A combination of the ULI principles and the Main Street model could also provide the City and the communities of Harford Road with a successful model for future revitalization efforts.

### Urban Land Institute

#### **Ten Principles for Reinventing America's Suburban Strips**

- Ignite Leadership and Nurture Partnership
- Anticipate Evolution
- Know the Market
- Prune Back Retail Zoned Land
- Establish Pulse Nodes of Development
- Tame the Traffic
- Create the Place
- Diversify the Character
- Eradicate the Ugliness
- Put Your Money (and regulations), Where Your Policy Is.

#### **Ten Principles for Rebuilding Neighborhood Retail**

- Great Streets Need Great Champions
- It takes a Vision
- Think Residential
- Honor the Pedestrian
- Parking is Power
- Merchandise and Lease Proactively
- Make it Happen
- Be Clean, Safe and Friendly
- Extend Day into Night
- Manage for Change

Additional information and copies of the booklets "Ten Principles for Rebuilding Neighborhood Retail" and "Ten Principles for Reinventing America's Suburban Strips" are available online at [www.uli.org](http://www.uli.org).

The models cited above focus on traditional village centers, neighborhood retail and suburban commercial strips, all of which share characteristics with the existing conditions along Harford Road. The ULI studies also confirm some of what we already know:

“The decline of neighborhood retailing has had a profound effect on the desirability of many urban neighborhood and communities. The convenient availability of goods and services is a key factor that people consider when choosing a place to live, and neighborhoods without suitable retailing are dramatically weakened. Residents who can afford to, leave and potential new residents choose to live somewhere else. In this type of environment, communities cannot be sustainable over the long term...”

“Neighborhood retail streets are betwixt and between most communities' established retail locations, and they have been largely forgotten or purposely avoided for years by retailers, developers, and shoppers. The reasons are clear: misperceptions about the extent of urban buying power are widespread, retail opportunities are perceived to be greater elsewhere, and the many social problems faced by urban neighborhoods have proved too difficult to solve. As a result even those who live near neighborhood shopping streets are often forced to travel outside their own neighborhoods to shop for goods and services that most others take for granted in their everyday lives.”

Despite these challenges, however, several trends indicate that the opportunity to create vibrant commercial centers is growing. Smart Growth efforts are attempting to redirect growth back toward urban centers; urban lifestyles and traditional communities are becoming increasingly popular, particularly for college educated professionals and “empty nesters”; rising frustration and increasing costs associated with longer commutes are starting to influence location decisions for businesses and home buyers; and the popularity of “lifestyle centers” that include a mix of retailing, entertainment and restaurants are raising awareness of the value of traditional Main Streets, and in fact they are being recreated in suburban settings. Places like The Avenue at White Marsh and newer transit-oriented developments like those in places like Rockville and Arlington County, VA and throughout the country are good examples.

Revitalizing existing commercial areas, however, is no easy task, however, the work of organizations like ULI and the NTHP Main Street Center demonstrate that it is possible. Some of the most relevant principles identified by these national models can become a framework for making future decisions about the future of the Harford Road corridor.

## 6.1 Next Steps

### **Community-Driven Planning**

A full commercial corridor revitalization plan is recommended for the Harford Road Corridor in order to build consensus on the future direction of the entire corridor. This effort would need to be community driven, preferably under the direction of a community organization which would be able to implement the plan. In the meantime, the currently available tools should continue to be used in an effort to make Harford Road and the surrounding neighborhoods a more livable, sustainable community.

### **Zoning Reform**

TransForm Baltimore: the Zoning Code Rewrite, a current initiative that will rewrite the City's 30+ year old zoning code, provides a tremendous opportunity to make recommendations regarding potential zoning changes and design standards for the corridor. A new "mixed use" or traditional neighborhood commercial zoning category, for example, could represent a stronger tool for meeting the future revitalization goals for the Corridor than the cumbersome requirements within the current Lauraville and Hamilton Urban Renewal Plans. This effort is particularly relevant to the Northern Harford Road area, where no overlay district or design standards currently exist.

TransForm Baltimore, therefore offers an opportunity to apply common design standards to the entire Harford Road corridor. As a result, the communities surrounding the Harford Road corridor should participate fully in the upcoming activities of TransForm Baltimore as they relate to commercial corridor development.

### **Continued Traffic Calming and Pedestrian Improvements**

In addition to zoning updates, capital funding should be pursued for a project to extend traffic calming and pedestrian improvements beyond the Hamilton Business District to the city-county line.

### **Beautification**

As a gateway from the County to the City, this portion of Harford Road should be improved to be more attractive and welcoming. In accordance with Mayor Dixon's Cleaner Greener Baltimore initiative, this would help to unify the look and feel of the corridor while slowing traffic, improving the environment for pedestrians, and providing opportunities for tree plantings and greening. An

investment in these types of public improvements in the Northern Harford commercial area would serve to anchor the northern portion of the corridor and boost the marketability of the area for property owners, businesses, investors, entrepreneurs, residents and visitors.

### **Façade Improvements and Building Maintenance**

Current programs, particularly those offered by BDC, should be taken advantage of to help property owners and businesses improve the “curb appeal” of private property, particularly buildings, storefronts and signage, along the corridor (Appendix G includes a brief description of some of the programs that are currently available).

### **Parking Management**

Unlimited free parking encourages residents and employees of local businesses to park for long periods of time along the corridor, taking valuable spaces away from customers. One business in the area even uses on-street parking as an addition to its used car lot, which makes it difficult to park and shop at surrounding businesses. A parking strategy should be developed to ensure adequate and convenient parking for potential customers, while discouraging business patrons from resorting to parking on surrounding residential streets.



## **4 APPENDICES**

### **4.1 List of Appendices**

Appendix A:	Community Planning Survey
Appendix B:	Community Survey Results
Appendix C:	Market Opportunities for Harford Road Corridor
Appendix D:	Consumer Spending – Lauraville Commercial Node
Appendix E:	Consumer Spending – Hamilton Commercial Node
Appendix F:	Consumer Spending – Northern Harford Commercial Node
Appendix G:	Currently Available Resources
Appendix H:	Photo Case Studies
Appendix I:	The Main Street Model
Appendix J:	Current Zoning Categories

## Appendix A: Community Planning Survey



### Harford Road Corridor Community Planning Survey

*Please take a moment to fill out the survey below. Feel free to add to the survey. Thank you.*

1. Today's date: \_\_\_\_\_
2. Are You a (please circle one):  
Homeowner Business Owner  
Renter Landlord  
Other: \_\_\_\_\_

***Homeowner/ Renter (please complete this section if you are a resident)***

1. What hundred block and street do you live on (i.e. 1700 Main Street)?
2. How long have you lived in the community? (Check one)  
\_\_ less than 6 months      \_\_ 1 to 5 years      \_\_ 5 to 10 years  
\_\_ 10 to 20 years      \_\_ 20 to 40 years      \_\_ 40 or more years
3. Do you walk, cycle, or use mass transit within your community?
4. Is transportation an issue within your community? YES or NO (circle one)  
Please explain:
5. How would you describe your community to a potential homebuyer or stranger interested in your community?
6. What is your neighborhoods greatest strength?
7. What is your neighborhood's greatest weakness?
8. If you could change ONE thing about your neighborhood what would it be?

## The Harford Road Corridor Study

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Community Planning Survey –Page 2

**Business Owner (please complete this section if you are a business owner)**

1. What hundred block and street is your business on (i.e. 3500 Harford Rd.)?
2. Do you also reside in the community? YES or NO (circle one)
3. How long has your business been a part of the community?(Check one)  
\_\_ less than 6 months      \_\_ 1 to 5 years      \_\_ 5 to 10 years  
\_\_ 10 to 20 years      \_\_ 20 to 40 years      \_\_ 40 or more years
4. What are your future plans for the business? (eg. Moving elsewhere, expansion at current location, etc.)
5. Number of Employees: \_\_\_\_\_
6. Where do a majority of your customers come from?
7. What do you think is working and/or not working in the commercial district?
8. How has your business contributed to the community? How can you further contribute?

**Other (please complete this section if you selected “other” on page one)**

1. Where are you located within the community?
2. Are you a property owner? YES or NO (circle one)
3. How long have you been a part of the community? (Check one)  
\_\_ less than 6 months      \_\_ 1 to 5 years      \_\_ 5 to 10 years  
\_\_ 10 to 20 years      \_\_ 20 to 40 years      \_\_ 40 or more years
4. Do you plan to stay in the community? YES or NO (circle one)
  - a. If **NO**, why?
5. How have you contributed to the community? How can you further contribute?



**ALL RESPONDENTS:**

1. Do you use the current businesses located along the Harford Road Corridor?
  - a. YES or NO (circle one)
  - b. Where do you do a majority of your shopping?

# The Harford Road Corridor Study

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Community Planning Survey –Page 3

2. How do you rate the following characteristics of the Harford Rd Commercial Corridor?

	Poor	Fair	Average	Good	Excellent	Comments?
Overall Visual Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Parking Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Traffic Flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pedestrian Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shopping Opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Storefronts/signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

9. What retail/ business services would you like to see MORE of in your community?

10. What retail/ business services would you like to see LESS of in your community?

11. If you could change ONE thing about the Harford Road Corridor what would it be?

*Thank you for taking the time to fill out the survey.*

*Please add any additional comments on the back or attach additional sheets.*

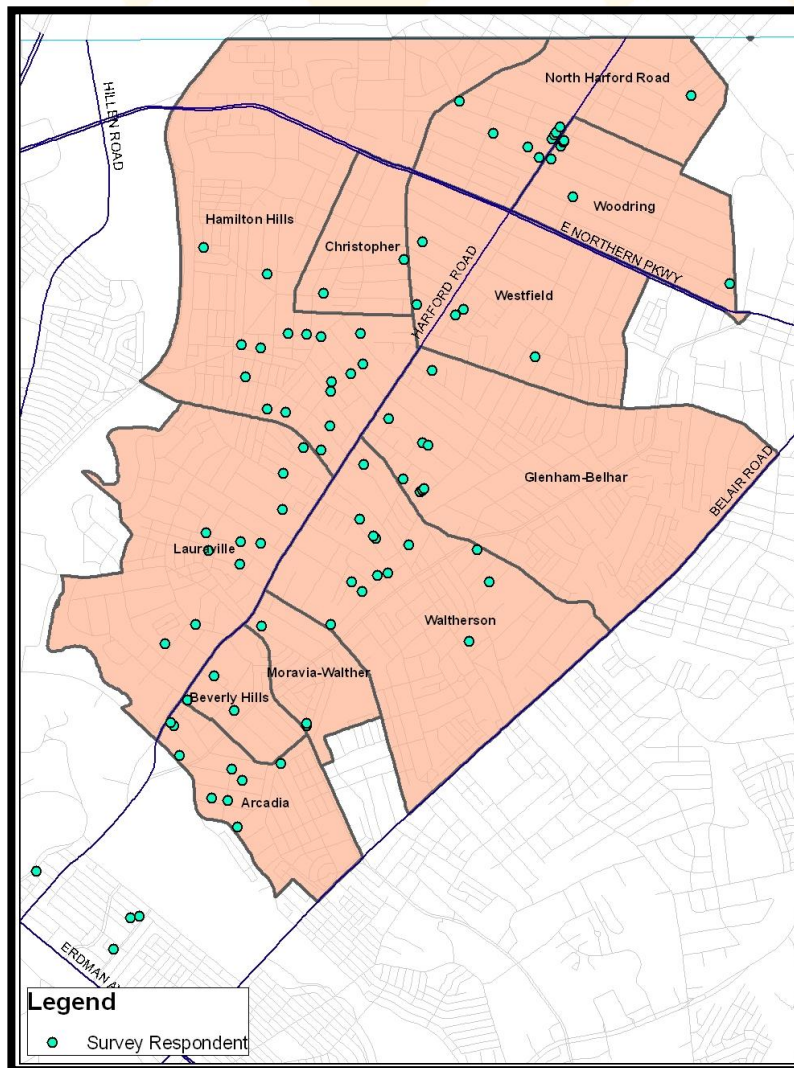
## Appendix B: Community Survey Results

### Survey Respondents (Total 101):

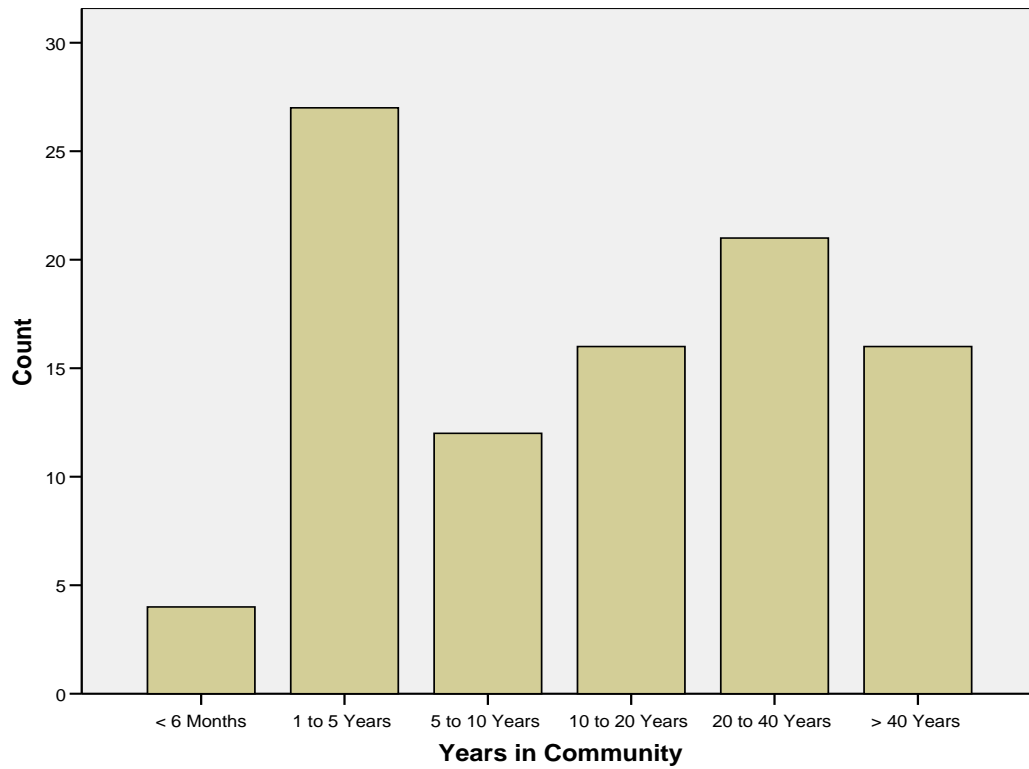
Homeowner:	80.2 %
Renter:	7.9 %
Business Owner:	< 1 %
Other	10.9 %

\*The Other category is made up largely of parishioners in Harford Road churches who do not live or work in the community.

### Survey Respondent's Location in the Community



**How long have you lived in the community?**



**Do you walk, cycle, or use mass transit within your community?**

Walk	44.6%
Bike/Cycle	15.8 %
Public Transit	13.9 %
None	25.7 %

**Is transportation an issue within your community?**

YES	33%
NO	67%

## The Harford Road Corridor Study

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### Please explain:

- would use transit if it was more reliable with better schedule and connections
- would take the bus or light rail if it went straight downtown
- would like to be able to bike or walk to more places
- we could use better public transportation
- Used to walk, don't now due to crime. roads are good; medians improve appearance & slow traffic
- traffic does not flow well and parking is tight
- Traffic & speeding on side streets
- Too much cut thru traffic, speeders, crime
- speeding & reckless driving is a problem, especially on side streets. Public transit is ok
- slow traffic down, enforce traffic laws; add yield to pedestrian signage
- slow traffic down, enforce speed laws
- Roads are horrible; traffic; speed enforcement; need turning lanes
- Poor Locations
- on bus line; short drive to downtown; can walk to stores & businesses
- not that I'm aware of but drug dealing at bus stops is
- no user friendly MTA
- need traffic calming, hope median helps; through traffic; more parking
- need rail line to Penn Station and downtown
- need more direct route i.e. light rail, to downtown
- Need light rail to MSU and then to White Marsh
- need bike lanes and extension of subway line to NE Baltimore
- MTA inconvenient, need routes to North Avenue, Station North & JHU Homewood Campus
- more bike lanes; medians make it dangerous for bikers
- Mass transit too infrequent, overcrowded & slow
- locally no, but to outlying areas it is a problem
- live right near bus line
- keep mass transit
- have to drive
- Harford Rd. is not pedestrian friendly
- Harford could benefit from Rail service; the express bus line does not have enough runs during the morning rush
- don't use transit, riders can be a problem
- dangerous to cross street; buses are slow and don't go in needed directions; poorly located bus stop
- Cross-town routes are terrible; more bike routes, paths or lanes;
- Cars go too fast in neighborhoods & Harford Rd; Only bus, no train available nearby
- Busses are seen as only for those who have no other choice; quality is low
- Buses are Infrequent
- buses are accessible; mass transit to downtown would be great
- bus stops become disgusting and littered with trash
- Bus is convenient 1 block away
- Bus Drops Hamilton Middle School Students on Harford Rd., There is a lot of trash being dropped

### **How would you describe your community to a potential homebuyer or stranger interested in your community?**

- A comfortable, close-in established neighborhood with good sized single family homes
- A community on the edge. It could go either way - improve or go down - we aim to improve it
- A diverse, growing and stable community
- A good place to live
- A great, beautiful and safe place to live
- It has a home town feel; still affordable; easy access to transportation, BWI, highways, etc.
- A Neighborhood with A lot of potential. It is in transition. Affordable Style Family Homes w/ Yards
- A nice community with a very suburban feel but crime is an issue
- A quaint area of the city that is a good and quiet place to live
- A small, single family neighborhood located in NE Baltimore experiencing an upward transition
- Affordable housing for families
- Affordable Single family homes in an up and coming city neighborhood
- Affordable, quaint housing in safe neighborhood
- At one time was a prosperous family oriented neighborhood; crime and drugs are increasing
- Beautiful neighborhood nest to a park with historic and early 20th Century buildings
- Beautiful Tree Lined Community w/ Young Families
- Beautiful, but increasing issues from outsiders and residents
- Best value in the City or County
- Caring, Safe, Nice Homes, Big Yards, Green Space, Kids can Play Safely
- Changing
- Changing Neighborhood w/ increase in crime
- Changing; younger home buyers are replacing older residents
- Comfortable, well built homes located near many convenient stores & churches
- Country-like setting within the city
- Cozy; Friendly; wonderful homes; lots of activities; great natural environment; low crime
- Diverse, affordable, convenient; safe; tree lined streets
- Diverse, middle class. A good mixed neighborhood with a slight bored teen/gang issue.
- Family Oriented, Friendly, Close to Downtown + Highway
- Family oriented, quiet, close to park and major roadways and cultural venues
- Friendly & safe
- Friendly; Family friendly
- Good investment; good access to everything
- Good neighborhood, people seem interested
- Good, but the public schools are awful
- Great place to live
- A Great place to raise children and the neighborhood is rich with diversity
- Great residential area; wonderful neighbors; great big old houses
- Has potential
- Houses taken care of on side streets
- I live in a Friendly, family community with large homes and yards. We look out for each other here.



## The Harford Road Corridor Study

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- It has a lot of potential. The next few years are going to make or break it.
- It hasn't changed much in the past 50 years
- It is an active , city feeling community
- It is diverse
- It's a secret suburban neighborhood in the city, give it a few years and it will be better with TLC
- Large old homes, with gracious, spacious yards within walking distance of all commodities
- Large, older homes from 20's & 30's; diverse but generally working class
- Like living in suburb -home w/lawn- Plus extra benefits of City; Safe; Friendly; great neighbors
- Lots of space for the money; homey, conveniently located; great place to start a family; yards
- Lovely but on the fringe of poverty and violent crime
- Many wonderful large houses
- Middle Class / Still Affordable
- Mostly quiet mixed neighbors getting along with others
- My Block is Quite Well Maintained For the Most Part
- Neighborhood is going down in my opinion
- Nice Area
- Nice Community; growing with children
- Nice Housing Stock; some places need repair; good neighbors; affordable; be aware & help stop crime
- Nice neighbors and homes
- Older, inner suburb that needs some TLC, but is affordable with an OK commute to DC
- One of the last semi decent areas of the city to inhabit
- Paradise
- Pleasant, friendly, convenient
- Quiet
- Quiet - Families, Big Homes w/ yards - good for dogs , great value, still "undiscovered"
- Quiet older community
- Quiet streets, but worried about increased crime and prostitution
- Quiet, close to many Baltimore attractions
- Quiet, Family Oriented
- Quiet; Large Yards; Wide variety of home styles
- Residential, big homes, friendly neighbors, mostly safe
- Safe, affordable, quiet, city neighborhood with suburban feel
- Safe, lawns well taken care of; walking distance to schools and shops
- Some decent places within walking distance but some unsavory elements. Very nice homes
- Stable neighborhood
- Stable, working class
- Strong neighborhoods; people look out for each other; street has a progressive dinner every 3 months
- This is a good community to live in
- Thus far I really love where I live
- Unique Homes w/ Unique People + Crime
- Up and coming
- Wait about 5-10 years - now it is depressed with poor property values, crime, unkempt properties

## The Harford Road Corridor Study

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- We have great potential for beautiful living in Hamilton
- Well built housing; middle income families; bargain home prices
- Well taken care of; eclectic accepting neighbors
- Wonderful neighborhood surrounded by dismal retail districts
- Wonderful yards and affordable houses
- You can walk to services and shops; a lower, middle income Roland Park
- You get no attention from the city but the people are great

### **What is your neighborhoods greatest strength?\***

Neighbors, People and/or Diverse Population	40.6%
Quality Affordable Homes in a Country Setting	27.7%
Sense of Community and/or Strong Community Association	18.8%
High Percentage of Home Ownership	12.9%
Accessible (to Downtown, County, Highway, etc.)	10.9%
Up and Coming Commercial District	5.9%
Parks & Trees	2%

*\*does not add up to 100% because some people named more than one*

### **What is your neighborhood's greatest weakness?**

Crime/Lack of Police Presence	35.6%
Harford Road Commercial District	27.7%
Trash/Rats/Recycling	19.8%
Lack of Property Maintenance	14.9%
Schools	8.9%
Multi-Family Rentals/Conversions	7.9%
New People Not as Neighborly	7.9%
Lack of Culture/Recreation/Entertainment	7.9%
Traffic/Streets/Parking	6.9%
City Services/Code Enforcement	5.9%
Noise	2%
Surrounding Neighborhoods	2%

*\*does not add up to 100% because some people named more than one*

**If you could change ONE thing about your neighborhood what would it be?**

Improve Commercial District and Recruit New Businesses	52.5%
Improve Transportation Issues & Parking	22.8%
Reduce Crime/Increase Police Presence	21.8%
Promote & Encourage Residential Property Maintenance	13.9%
Improve Pedestrian Safety & Walkability	11.9%
Reduce Litter & Trash and/or Improve Recycling	8.9%
Increase Parks, Recreation and/or Entertainment Opportunities	8.9%
Fix the Schools	5.9%
Stop Residential Conversions	4%
Encourage Neighbors to be More Active	4%
Lower Taxes	1%
Reduce Noise	2%

*\*does not add up to 100% because some people named more than one*

**Do you use the current businesses located along the Harford Road Corridor?**

YES	80.7%
NO	19.4%

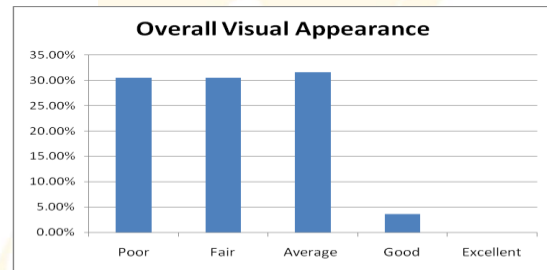
**Where do you do a majority of your shopping?**

Safeway	27	Hampden	4
Parkville	20	Blockbuster	3
Towson	19	Liquor Store	3
White Marsh	15	Chameleon	3
CVS	14	Downtown	3
Harvest Fare	11	Los Amigos	2
Baltimore County	11	Paws for Pets	2
Other	10	Koco's	2
Red Canoe	7	Waverly Farm Market	2
Belvedere Square	6	Alabama BBQ	2
Trader Joes	6	BiRite	1
Harford Business Districts	5	Dollar Store	1
Wegman's	5	Camera Store	1
Whole Foods	5	Dunkin Donuts	1
Zeke's	4	Theiss Hardware	1

**How do you rate the following characteristics of the Harford Rd Commercial Corridor?**

**Overall Visual Appearance:**

Poor	30.5%
Fair	30.5%
Average	31.6%
Good	6.9%
Excellent	0%



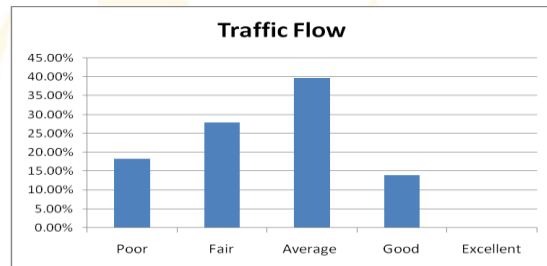
**Parking Availability**

Poor	23.2%
Fair	33.7%
Average	25.3%
Good	15.8%
Excellent	2.1%



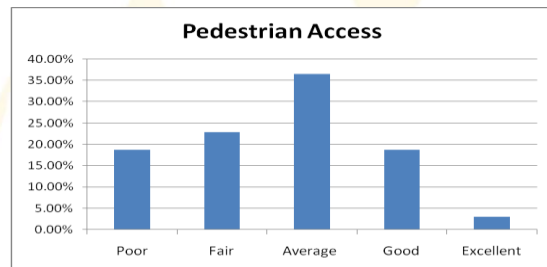
**Traffic Flow**

Poor	18.3%
Fair	28.0%
Average	39.8%
Good	14.0%
Excellent	0%



**Pedestrian Access**

Poor	18.8%
Fair	22.9%
Average	36.5%
Good	18.8%
Excellent	3.1%



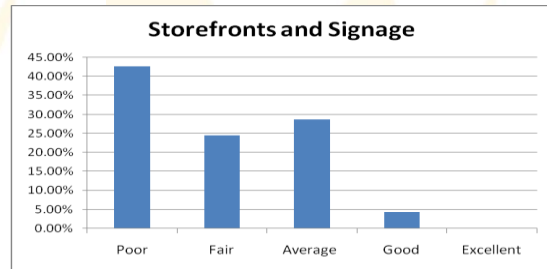
**Shopping Opportunities**

Poor	34.7%
Fair	28.4%
Average	24.2%
Good	10.5%
Excellent	2.1%



**Storefronts/signage**

Poor	42.6%
Fair	24.5%
Average	28.7%
Good	4.3%
Excellent	0%



**What retail/ business services would you like to see MORE of in your community?**

Restaurants & Cafe's	59%	Dry Cleaner	4%
Coffee Shop	22%	Movie Theater	5%
Natural Food/Organic Grocery	22%	Ice Cream/Rita's	6%
Better Quality Grocery Store	14%	Bagels	4%
Boutique/Specialty Retail	14%	Pet Store/Pet Supplies	3%
Clothing & Accessories	18%	Farmers Market	5%
Bookstore	13%	Wine/Upscale Liquor Store	5%
Arts & Cultural	11%	Home Décor	5%
Hardware	9%	Deli	3%
Cards/Gifts/Stationery	8%	Shoe Store	3%
Antique Shops	8%	Salon/Day Spa	2%
Big Box Dept. Store	8%	Gym/YMCA	2%
Higher Quality Retail & Service	8%	Bike Shop	3%
Yoga Studio	5%	Office Supplies	3%
Yarn/Craft/Art Supplies	5%	Bank	2%
Upscale Bars/Pubs	5%		

The following were mentioned by less than 1% of respondents: Laundromat; Parks; Frame Shop; Butcher; Seafood; Record Store; Day Care; Schools; Bakery; Senior Housing; Army/Navy Store; Drug Store; Funeral Home/Crematory; and Wild Birds Unlimited.

**What retail/ business services would you like to see LESS of in your community?**

Churches/Storefront Churches	31%
Pawn Shops	30%
Liquor Stores	27%
Dollar Stores	27%
Bars	25%
Beauty/Hair/Nail Salons	17%
Fast Food	7%
Check Cashing	6%
Gun Stores	5%
Tobacco & Paraphernalia	5%
Used/Junk/Thrift Stores	5%
Convenience Stores	5%
Vacant Stores/Buildings	4%
Gas Stations	2%
Pizza	2%
Chain/Big Box Stores	2%
One Response Each For: Hip Hop Clothing; Tattoo Parlors; Rental Shops; Record Stores; Contractors & Building Supplies; Group Homes; Bullet Proof Glass; Drug Stores; Private Clubs; Bail Bonds	

**If you could change ONE thing about the Harford Road Corridor what would it be?**

Improve Retail Mix	29.7%
Improve Public Safety	27.7%
Improve the look of Commercial District	27.7%
Make it Cleaner & Greener	16.8%
Address Traffic & Transportation Issues	16.8%
Change People's Behavior	15.8%
Make it More Pedestrian Friendly	10.9%
Improve Schools	7.9%
Address Parking Issues	7.9%
Improve Surrounding Neighborhoods & Housing	5.9%
Increase Youth Activities	4.0%
Improve Transit	2.0%
Reduce Taxes	1.0%

**Appendix C: Market Opportunities for the Harford Road Corridor**

**Retail Opportunities & Gaps for the Lauraville Commercial Area**

Retail Stores	Retail Opportunity Gap vs. <b>(Surplus)</b>	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>	<b>1/2 Mile</b>	<b>1 Mile</b>
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>60,814,295</b>	<b>205,237,082</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>14,190,812</b>	<b>20,834,306</b>
Automotive Dealers-4411	14,056,945	15,635,389
Other Motor Vehicle Dealers-4412	999,080	3,399,705
Automotive Parts/Accsrs, Tire Stores-4413	<b>(865,212)</b>	1,799,212
<b>Furniture and Home Furnishings Stores-442</b>	<b>2,572,274</b>	<b>8,127,415</b>
Furniture Stores-4421	1,382,394	4,375,472
Home Furnishing Stores-4422	1,189,880	3,751,943
<b>Electronics and Appliance Stores-443</b>	<b>2,341,836</b>	<b>2,879,737</b>
Appliances, TVs, Electronics Stores-44311	1,762,965	4,717,047
Household Appliances Stores-443111	402,525	904,080
Radio, Television, Electronics Stores-443112	1,360,440	3,812,967
Computer and Software Stores-44312	486,211	1,014,374
Camera and Photographic Equipment Stores-44313	92,661	<b>(2,851,684)</b>
<b>Building Material, Garden Equip Stores -444</b>	<b>11,685,371</b>	<b>38,344,401</b>
Building Material and Supply Dealers-4441	10,732,779	35,345,945
Home Centers-44411	4,413,835	14,048,504
Paint and Wallpaper Stores-44412	246,348	782,813
Hardware Stores-44413	867,847	2,761,912
Other Building Materials Dealers-44419	5,204,749	17,752,716
Building Materials, Lumberyards-444191	1,789,579	6,054,895
Lawn, Garden Equipment, Supplies Stores-4442	952,591	2,998,456
Outdoor Power Equipment Stores-44421	149,928	477,733
Nursery and Garden Centers-44422	802,664	2,520,723
<b>Food and Beverage Stores-445</b>	<b>(6,546,164)</b>	<b>4,374,960</b>
Grocery Stores-4451	<b>(5,137,450)</b>	9,241,972
Supermarkets, Grocery (Ex Conv) Stores-44511	<b>(5,210,602)</b>	8,218,897
Convenience Stores-44512	73,152	1,023,076
Specialty Food Stores-4452	348,731	<b>(4,049,172)</b>
Beer, Wine and Liquor Stores-4453	<b>(1,757,445)</b>	<b>(817,841)</b>
<b>Health and Personal Care Stores-446</b>	<b>5,511,191</b>	<b>13,718,854</b>
Pharmacies and Drug Stores-44611	4,796,821	11,785,043
Cosmetics, Beauty Supplies, Perfume Stores-44612	192,208	272,561
Optical Goods Stores-44613	181,389	575,417
Other Health and Personal Care Stores-44619	340,773	1,085,834
<b>Gasoline Stations-447</b>	<b>1,031,565</b>	18,972,933
Gasoline Stations With Conv Stores-44711	8,102,707	25,495,416
Other Gasoline Stations-44719	<b>(7,071,142)</b>	<b>(6,522,483)</b>

The Harford Road Corridor Study

**Retail Opportunities for the Lauraville Commercial Area (cont.)**

Retail Stores	Retail Opportunity Gap vs. (Surplus)	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>	<b>1/2 Mile</b>	<b>1 Mile</b>
<b>Clothing and Clothing Accessories Stores-448</b>	<b>4,747,870</b>	<b>14,278,311</b>
Clothing Stores-4481	3,380,525	10,349,329
Men's Clothing Stores-44811	221,534	132,817
Women's Clothing Stores-44812	892,160	2,899,843
Childrens, Infants Clothing Stores-44813	194,974	636,544
Family Clothing Stores-44814	1,865,894	5,818,936
Clothing Accessories Stores-44815	81,179	238,535
Other Clothing Stores-44819	124,785	622,653
Shoe Stores-4482	639,259	1,676,187
Jewelry, Luggage, Leather Goods Stores-4483	728,086	2,252,796
Jewelry Stores-44831	673,704	2,083,053
Luggage and Leather Goods Stores-44832	54,382	169,744
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>1,285,810</b>	<b>4,369,068</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	1,238,938	3,331,036
Sporting Goods Stores-45111	622,740	1,391,392
Hobby, Toys and Games Stores-45112	404,774	1,276,790
Sew/Needlework/Piece Goods Stores-45113	98,201	309,848
Musical Instrument and Supplies Stores-45114	113,223	353,005
Book, Periodical and Music Stores-4512	46,872	1,038,033
Book Stores and News Dealers-45121	(116,272)	532,286
Book Stores-451211	(122,818)	542,646
News Dealers and Newsstands-451212	6,547	(10,360)
Prerecorded Tapes, CDs, Record Stores-45122	163,144	505,747
<b>General Merchandise Stores-452</b>	<b>11,479,868</b>	<b>35,145,084</b>
Department Stores Excl Leased Depts-4521	5,781,528	18,365,724
Other General Merchandise Stores-4529	5,698,340	16,779,361
Warehouse Clubs and Super Stores-45291	5,356,745	17,043,060
All Other General Merchandise Stores-45299	341,595	(263,700)
<b>Miscellaneous Store Retailers-453</b>	<b>2,144,027</b>	<b>6,067,872</b>
Florists-4531	(163,279)	(76,338)
Office Supplies, Stationery, Gift Stores-4532	983,240	3,012,494
Office Supplies and Stationery Stores-45321	559,679	1,733,983
Gift, Novelty and Souvenir Stores-45322	423,561	1,278,511
Used Merchandise Stores-4533	213,609	305,846
Other Miscellaneous Store Retailers-4539	1,110,456	2,825,871
<b>Non-Store Retailers-454</b>	<b>5,616,065</b>	<b>18,604,067</b>
Electronic Shopping, Mail-Order Houses-4541	4,555,192	14,325,988
Vending Machine Operators-4542	248,696	792,929
Direct Selling Establishments-4543	812,177	3,485,150
<b>Foodservice and Drinking Places-722</b>	<b>4,753,769</b>	<b>19,520,072</b>
Full-Service Restaurants-7221	4,165,707	11,055,476
Limited-Service Eating Places-7222	2,858,980	10,192,729
Special Foodservices-7223	(2,746,058)	(3,047,127)
Drinking Places -Alcoholic Beverages-7224	475,140	1,318,994
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The Harford Road Corridor Study

**Retail Opportunities & Gaps for the Hamilton Commercial Area**

Retail Stores	Retail Opportunity Gap vs. (Surplus)	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>		
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$62,511,668</b>	<b>\$316,299,802</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>\$15,891,547</b>	<b>\$65,040,710</b>
Automotive Dealers-4411	\$13,762,696	\$57,431,616
Other Motor Vehicle Dealers-4412	\$1,089,978	\$4,375,672
Automotive Parts/Accsrs, Tire Stores-4413	\$1,038,873	\$3,233,422
<b>Furniture and Home Furnishings Stores-442</b>	<b>\$2,430,190</b>	<b>\$10,200,253</b>
Furniture Stores-4421	\$1,320,030	\$5,489,667
Home Furnishing Stores-4422	\$1,110,159	\$4,710,586
<b>Electronics and Appliance Stores-443</b>	<b>(\$2,128,842)</b>	<b>\$4,450,552</b>
Appliances, TVs, Electronics Stores-44311	\$1,011,887	\$5,894,946
Household Appliances Stores-443111	\$77,041	\$1,135,144
Radio, Television, Electronics Stores-443112	\$934,846	\$4,759,803
Computer and Software Stores-44312	(\$85,772)	\$1,334,975
Camera and Photographic Equipment Stores-44313	(\$3,054,956)	(\$2,779,370)
<b>Building Material, Garden Equip Stores -444</b>	<b>\$11,257,043</b>	<b>\$47,948,093</b>
Building Material and Supply Dealers-4441	\$10,356,433	\$44,169,965
Home Centers-44411	\$4,106,664	\$17,657,606
Paint and Wallpaper Stores-44412	\$227,746	\$931,598
Hardware Stores-44413	\$818,529	\$3,472,105
Other Building Materials Dealers-44419	\$5,203,493	\$22,108,655
Building Materials, Lumberyards-444191	\$1,776,653	\$7,573,874
Lawn, Garden Equipment, Supplies Stores-4442	\$900,610	\$3,778,128
Outdoor Power Equipment Stores-44421	\$140,656	\$601,314
Nursery and Garden Centers-44422	\$759,954	\$3,176,814
<b>Food and Beverage Stores-445</b>	<b>\$173,240</b>	<b>\$17,706,213</b>
Grocery Stores-4451	(\$390,558)	\$22,391,024
Supermarkets, Grocery (Ex Conv) Stores-44511	(\$537,637)	\$22,059,796
Convenience Stores-44512	\$147,081	\$331,228
Specialty Food Stores-4452	\$351,341	(\$5,085,655)
Beer, Wine and Liquor Stores-4453	\$212,456	\$400,845
<b>Health and Personal Care Stores-446</b>	<b>\$3,415,386</b>	<b>\$17,977,021</b>
Pharmacies and Drug Stores-44611	\$2,704,083	\$15,058,386
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$193,626	\$794,513
Optical Goods Stores-44613	\$173,685	\$715,799
Other Health and Personal Care Stores-44619	\$343,991	\$1,408,323
<b>Gasoline Stations-447</b>	<b>\$4,450,187</b>	<b>\$28,628,372</b>
Gasoline Stations With Conv Stores-44711	\$8,212,621	\$29,379,565
Other Gasoline Stations-44719	(\$3,762,434)	(\$751,193)

The Harford Road Corridor Study

**Retail Opportunities & Gaps for the Hamilton Commercial Area (cont.)**

Retail Stores	Retail Opportunity Gap vs. (Surplus)	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>		
<b>Clothing and Clothing Accessories Stores-448</b>	<b>\$4,403,250</b>	<b>\$18,284,179</b>
Clothing Stores-4481	\$3,308,830	\$13,183,709
Men's Clothing Stores-44811	\$215,396	\$764,198
Women's Clothing Stores-44812	\$831,330	\$3,232,425
Childrens, Infants Clothing Stores-44813	\$192,406	\$790,006
Family Clothing Stores-44814	\$1,797,591	\$7,331,937
Clothing Accessories Stores-44815	\$60,137	\$295,750
Other Clothing Stores-44819	\$211,971	\$769,395
Shoe Stores-4482	\$425,821	\$2,332,787
Jewelry, Luggage, Leather Goods Stores-4483	\$668,599	\$2,767,684
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>\$1,122,374</b>	<b>\$4,545,263</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	\$702,990	\$2,865,380
Sporting Goods Stores-45111	\$114,376	\$431,199
Hobby, Toys and Games Stores-45112	\$385,479	\$1,600,038
Sew/Needlework/Piece Goods Stores-45113	\$94,284	\$393,209
Musical Instrument and Supplies Stores-45114	\$108,851	\$440,933
Book, Periodical and Music Stores-4512	\$419,384	\$1,679,884
Book Stores and News Dealers-45121	\$261,809	\$1,043,127
Prerecorded Tapes, CDs, Record Stores-45122	\$157,575	\$636,756
<b>General Merchandise Stores-452</b>	<b>\$8,733,589</b>	<b>\$44,455,247</b>
Department Stores Excl Leased Depts-4521	\$5,546,976	\$23,308,174
Other General Merchandise Stores-4529	\$3,186,612	\$21,147,073
Warehouse Clubs and Super Stores-45291	\$5,344,377	\$21,594,240
All Other General Merchandise Stores-45299	(\$2,157,765)	(\$447,167)
<b>Miscellaneous Store Retailers-453</b>	<b>\$1,502,476</b>	<b>\$8,308,048</b>
Florists-4531	(\$403,969)	(\$401,361)
Office Supplies, Stationery, Gift Stores-4532	\$971,904	\$3,854,010
Office Supplies and Stationery Stores-45321	\$553,987	\$2,218,381
Gift, Novelty and Souvenir Stores-45322	\$417,917	\$1,635,629
Used Merchandise Stores-4533	(\$132,624)	\$481,286
Other Miscellaneous Store Retailers-4539	\$1,067,166	\$4,374,114
<b>Non-Store Retailers-454</b>	<b>\$6,171,583</b>	<b>\$23,948,410</b>
Electronic Shopping, Mail-Order Houses-4541	\$4,405,802	\$18,012,696
Vending Machine Operators-4542	\$252,277	\$999,098
Direct Selling Establishments-4543	\$1,513,504	\$4,936,615
<b>Foodservice and Drinking Places-722</b>	<b>\$5,089,647</b>	<b>\$24,807,442</b>
Full-Service Restaurants-7221	\$2,876,043	\$11,016,623
Limited-Service Eating Places-7222	\$3,074,034	\$13,488,199
Special Foodservices-7223	(\$1,273,537)	(\$1,164,391)
Drinking Places -Alcoholic Beverages-7224	\$413,106	\$1,467,011

The Harford Road Corridor Study

**Retail Opportunities & Gaps for the Northern Harford Commercial Area**

Retail Stores	Retail Opportunity Gap vs. (Surplus)	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>	<b>1/2 Mile</b>	<b>1 Mile</b>
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$87,530,575</b>	<b>\$257,811,589</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>\$17,968,707</b>	<b>\$66,399,931</b>
Automotive Dealers-4411	\$15,733,772	\$58,454,193
Other Motor Vehicle Dealers-4412	\$1,259,551	\$4,425,428
Automotive Parts/Accsrs, Tire Stores-4413	\$975,384	\$3,520,310
<b>Furniture and Home Furnishings Stores-442</b>	<b>\$2,579,258</b>	<b>\$9,253,545</b>
Furniture Stores-4421	\$1,422,920	\$5,305,058
Home Furnishing Stores-4422	\$1,156,337	\$3,948,487
<b>Electronics and Appliance Stores-443</b>	<b>\$2,212,907</b>	<b>\$4,572,721</b>
Appliances, TVs, Electronics Stores-44311	\$1,681,383	\$5,405,622
Household Appliances Stores-443111	\$456,408	\$1,337,014
Radio, Television, Electronics Stores-443112	\$1,224,975	\$4,068,608
Computer and Software Stores-44312	\$429,773	\$1,022,294
Camera and Photographic Equipment Stores-44313	\$101,750	(\$1,855,196)
<b>Building Material, Garden Equip Stores -444</b>	<b>\$13,059,683</b>	<b>\$31,698,934</b>
Building Material and Supply Dealers-4441	\$11,974,097	\$29,098,698
Home Centers-44411	\$5,050,016	\$6,168,701
Paint and Wallpaper Stores-44412	\$283,411	\$135,358
Hardware Stores-44413	\$987,351	\$3,407,212
Other Building Materials Dealers-44419	\$5,653,321	\$19,387,426
Building Materials, Lumberyards-444191	\$1,941,467	\$6,661,244
Lawn, Garden Equipment, Supplies Stores-4442	\$1,085,587	\$2,600,237
Outdoor Power Equipment Stores-44421	\$174,580	\$595,062
Nursery and Garden Centers-44422	\$911,006	\$2,005,174
<b>Food and Beverage Stores-445</b>	<b>\$10,267,330</b>	<b>\$15,122,725</b>
Grocery Stores-4451	\$9,279,627	\$13,936,430
Supermarkets, Grocery (Ex Conv) Stores-44511	\$10,176,125	\$14,568,959
Convenience Stores-44512	(\$896,500)	(\$632,529)
Specialty Food Stores-4452	\$188,790	(\$387,459)
Beer, Wine and Liquor Stores-4453	\$798,914	\$1,573,754
<b>Health and Personal Care Stores-446</b>	<b>\$1,948,386</b>	<b>\$9,147,927</b>
Pharmacies and Drug Stores-44611	\$1,263,217	\$7,195,305
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$167,542	\$452,090
Optical Goods Stores-44613	\$143,519	\$209,904
Other Health and Personal Care Stores-44619	\$374,109	\$1,290,628
<b>Gasoline Stations-447</b>	<b>\$6,395,351</b>	<b>\$23,306,701</b>
Gasoline Stations With Conv Stores-44711	\$8,464,688	\$23,501,094
Other Gasoline Stations-44719	(\$2,069,337)	(\$194,393)

The Harford Road Corridor Study

**Retail Opportunities & Gaps for the Northern Harford Commercial Area**

Retail Stores	Retail Opportunity Gap vs. (Surplus)	
	1/2 Mile	1 Mile
<b>Within a Radius of:</b>		
<b>Clothing and Clothing Accessories Stores-448</b>	<b>\$4,483,586</b>	<b>\$14,006,432</b>
Clothing Stores-4481	\$3,346,844	\$11,010,076
Men's Clothing Stores-44811	\$236,088	\$844,329
Women's Clothing Stores-44812	\$765,747	\$1,456,148
Childrens, Infants Clothing Stores-44813	\$213,563	\$771,974
Family Clothing Stores-44814	\$1,874,938	\$6,931,436
Clothing Accessories Stores-44815	\$76,167	\$276,512
Other Clothing Stores-44819	\$180,340	\$729,676
Shoe Stores-4482	\$663,054	\$1,644,244
Jewelry, Luggage, Leather Goods Stores-4483	\$473,688	\$1,352,114
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>\$1,903,275</b>	<b>\$5,799,775</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	\$1,337,846	\$3,897,867
Sporting Goods Stores-45111	\$670,582	\$1,722,021
Hobby, Toys and Games Stores-45112	\$431,260	\$1,407,389
Sew/Needlework/Piece Goods Stores-45113	\$113,585	\$335,721
Musical Instrument and Supplies Stores-45114	\$122,419	\$432,737
Book, Periodical and Music Stores-4512	\$565,429	\$1,901,908
Book Stores and News Dealers-45121	\$389,921	\$1,274,744
Prerecorded Tapes, CDs, Record Stores-45122	\$175,508	\$627,164
<b>General Merchandise Stores-452</b>	<b>\$12,391,247</b>	<b>\$36,818,147</b>
Department Stores Excl Leased Depts-4521	\$6,453,881	\$22,981,210
Other General Merchandise Stores-4529	\$5,937,366	\$13,836,938
Warehouse Clubs and Super Stores-45291	\$6,029,468	\$21,646,843
All Other General Merchandise Stores-45299	(\$92,103)	(\$7,809,906)
<b>Miscellaneous Store Retailers-453</b>	<b>\$2,190,779</b>	<b>\$8,133,742</b>
Florists-4531	(\$194,949)	\$224,546
Office Supplies, Stationery, Gift Stores-4532	\$986,469	\$3,261,145
Office Supplies and Stationery Stores-45321	\$669,197	\$2,273,215
Gift, Novelty and Souvenir Stores-45322	\$317,272	\$987,930
Used Merchandise Stores-4533	\$194,604	\$480,182
Other Miscellaneous Store Retailers-4539	\$1,204,656	\$4,167,868
<b>Non-Store Retailers-454</b>	<b>\$6,981,337</b>	<b>\$22,682,949</b>
Electronic Shopping, Mail-Order Houses-4541	\$5,070,091	\$17,846,316
Vending Machine Operators-4542	\$128,383	(\$1,421,916)
Direct Selling Establishments-4543	\$1,782,863	\$6,258,549
<b>Foodservice and Drinking Places-722</b>	<b>\$5,148,728</b>	<b>\$10,868,060</b>
Full-Service Restaurants-7221	\$3,345,712	\$8,129,705
Limited-Service Eating Places-7222	\$3,333,163	\$10,625,359
Special Foodservices-7223	(\$1,476,781)	(\$4,698,265)
Drinking Places -Alcoholic Beverages-7224	(\$53,367)	(\$3,188,739)

The Harford Road Corridor Study

**Appendix D: Consumer Spending Habits Lauraville Commercial Area**

<b>Consumer Spending</b>					
<b>1/2 mile radius of the Lauraville Commercial Node</b>					
<b>Annual Expenditures</b>	<b>Total Spending</b>		<b>Average Household</b>		
	<b>2008 (estimates)</b>	<b>2013 (projection)</b>	<b>2008 (estimates)</b>	<b>2013 (projection)</b>	<b>Nat'l Index</b>
<b>Apparel</b>	<b>\$11,098,240</b>	<b>\$12,708,723</b>	<b>\$4,775</b>	<b>\$5,545</b>	<b>102</b>
Women's Apparel	\$3,112,840	\$3,424,498	\$1,339	\$1,494	103
Men's Apparel	\$2,109,738	\$2,373,453	\$908	\$1,036	98
Girl's Apparel	\$717,774	\$777,121	\$309	\$339	101
Boy's Apparel	\$565,418	\$634,150	\$243	\$277	101
Infant's Apparel	\$257,236	\$267,163	\$111	\$117	100
Footwear (excl. Infants)	\$1,183,115	\$1,320,339	\$509	\$576	103
Other Apparel Prods/Services	\$3,152,118	\$3,911,998	\$1,356	\$1,707	105
<b>Entertainment:</b>	<b>\$12,960,953</b>	<b>\$15,556,318</b>	<b>\$5,577</b>	<b>\$6,787</b>	<b>-</b>
Sports and Recreation	\$3,381,629	\$4,067,260	\$1,455	\$1,775	96
TV, Radio and Sound Equipment	\$4,768,131	\$5,937,013	\$2,052	\$2,590	102
Reading Materials	\$1,061,126	\$1,143,248	\$457	\$499	88
Travel	\$3,497,367	\$4,152,878	\$1,505	\$1,812	93
Photographic Equipment	\$252,700	\$255,919	\$109	\$112	102
<b>Food at Home</b>	<b>\$14,350,174</b>	<b>\$15,302,068</b>	<b>\$6,175</b>	<b>\$6,676</b>	<b>98</b>
Cereal Products	\$653,372	\$640,644	\$281	\$280	97
Bakery Products	\$1,445,819	\$1,459,193	\$622	\$637	97
Fish and Seafood	\$376,887	\$464,948	\$162	\$203	116
Meats (All)	\$2,917,102	\$2,978,979	\$1,255	\$1,300	107
Dairy Products	\$1,443,746	\$1,533,216	\$621	\$669	92
Fruits and Vegetables	\$1,709,461	\$1,847,385	\$736	\$806	98
Juices	\$478,950	\$508,494	\$206	\$222	105
Sugar and Other Sweets	\$771,887	\$788,663	\$332	\$344	88
Fats and Oils	\$142,487	\$160,189	\$61	\$70	103
Nonalcoholic Beverages	\$1,602,791	\$1,638,590	\$690	\$715	96
Prepared Foods	\$2,807,671	\$3,281,769	\$1,208	\$1,432	94
<b>Health Care:</b>	<b>\$10,946,640</b>	<b>\$15,188,470</b>	<b>\$4,710</b>	<b>\$6,627</b>	<b>110</b>
Medical Services	\$4,585,140	\$5,518,057	\$1,973	\$2,408	104
Prescription Drugs	\$5,999,405	\$9,231,259	\$2,581	\$4,028	116
Medical Supplies	\$362,095	\$439,153	\$156	\$192	99
<b>Household Goods:</b>	<b>\$6,753,692</b>	<b>\$7,822,574</b>	<b>\$2,906</b>	<b>\$3,413</b>	<b>-</b>
Household Textiles	\$1,408,378	\$1,611,524	\$606	\$703	102
Furniture	\$1,868,204	\$2,216,676	\$804	\$967	100
Major Appliances	\$819,207	\$905,680	\$352	\$395	109
Small Appliance/Housewares	\$1,407,072	\$1,630,194	\$605	\$711	90
Misc Household Equipment	\$1,250,831	\$1,458,500	\$538	\$636	107

The Harford Road Corridor Study

<b>Consumer Spending</b>					
<b>1/2 mile radius of the Lauraville Commercial Node (CONT)</b>					
Annual Expenditures	Total Spending		Average Household		
	2008 (estimates)	2013 (projection)	2008 (estimates)	2013 (projection)	Nat'l Index
<b>Misc Personal Items:</b>	<b>\$8,490,149</b>	<b>\$9,342,847</b>	<b>\$3,653</b>	<b>\$4,076</b>	-
Personal Care Products and Services	\$2,683,752	\$3,038,964	\$1,155	\$1,326	109
Personal Expenses and Services	\$3,932,936	\$4,479,842	\$1,692	\$1,955	101
Smoking Prods/Supplies	\$1,873,461	\$1,824,041	\$806	\$796	95
<b>Miscellaneous Items:</b>	<b>\$10,763,635</b>	<b>\$12,839,329</b>	<b>\$4,632</b>	<b>\$5,602</b>	-
<b>Total Education</b>	<b>\$3,806,635</b>	<b>\$4,904,072</b>	<b>\$1,638</b>	<b>\$2,140</b>	98
Room and Board	\$196,559	\$218,902	\$85	\$96	73
Tuition/School Supplies	\$3,610,076	\$4,685,170	\$1,553	\$2,044	100
Pet Expenses	\$1,231,223	\$1,507,478	\$530	\$658	101
Day Care	\$736,992	\$887,616	\$317	\$387	102
Contributions (All)	\$4,138,904	\$4,630,518	\$1,781	\$2,020	95
Housekeeping Supplies	\$849,881	\$909,645	\$366	\$397	101
<b>Total Food away from Home</b>	<b>\$11,943,213</b>	<b>\$14,413,624</b>	<b>\$5,139</b>	<b>\$6,289</b>	<b>103</b>
Breakfast and Brunch	\$1,013,267	\$1,375,664	\$436	\$600	102
Dinner	\$3,456,944	\$3,760,758	\$1,487	\$1,641	104
Lunch	\$3,367,630	\$4,390,331	\$1,449	\$1,916	102
Snacks and Non Alcoholic Beverage	\$1,583,595	\$2,212,406	\$681	\$965	104
Catered Affairs	\$181,860	\$191,847	\$78	\$84	100
Food and Nonalcoholic Bevgs on Trips	\$2,339,917	\$2,482,619	\$1,007	\$1,083	102
<b>Total Alcoholic Beverages</b>	<b>\$3,283,528</b>	<b>\$3,855,745</b>	<b>\$1,413</b>	<b>\$1,682</b>	<b>100</b>
Alcoholic Beverages at Home	\$2,154,673	\$2,617,327	\$927	\$1,142	99
Alcoholic Beverages away from Home	\$1,128,855	\$1,238,418	\$486	\$540	104
<b>Shelter and Related Expenses:</b>	<b>\$7,728,774</b>	<b>\$9,046,477</b>	<b>\$3,326</b>	<b>\$3,947</b>	-
Household Services	\$1,497,686	\$1,818,123	\$644	\$793	111
Household Repairs	\$3,031,598	\$3,491,535	\$1,304	\$1,523	112
<b>Total Housing Expenses</b>	<b>\$3,199,490</b>	<b>\$3,736,819</b>	<b>\$1,377</b>	<b>\$1,630</b>	107
Fuels and Utilities	\$341,083	\$333,145	\$147	\$145	72
Telephone Service	\$2,858,407	\$3,403,673	\$1,230	\$1,485	113
<b>Transportation Expenses:</b>	<b>\$20,275,709</b>	<b>\$25,113,200</b>	<b>\$8,724</b>	<b>\$10,957</b>	-
Misc. Transportation Expenses	\$16,003,836	\$19,952,499	\$6,886	\$8,705	92
New Autos/Trucks/Vans	\$6,982,307	\$8,474,808	\$3,004	\$3,698	101
Used Vehicles	\$3,300,394	\$4,216,210	\$1,420	\$1,840	77
Boats and Outboard Motor, Etc	\$197,840	\$264,940	\$85	\$116	29
Towing Charges	\$16,949	\$22,612	\$7	\$10	89
Gasoline	\$4,953,187	\$6,321,363	\$2,131	\$2,758	98
Diesel Fuel	\$31,576	\$36,450	\$14	\$16	85
Rented Vehicles	\$521,582	\$616,117	\$224	\$269	105
Automotive Maintenance/Repair/Other	\$4,271,874	\$5,160,700	\$1,838	\$2,252	97
<b>Total Specified Consumer Expenditures</b>	<b>\$118,594,711</b>	<b>\$141,189,374</b>	<b>\$51,030</b>	<b>\$61,601</b>	100

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The Harford Road Corridor Study

**Appendix E: Consumer Spending Habits Hamilton Commercial Node**

<b>Consumer Spending</b>					
<b>1/2 mile radius of the Hamilton Commercial Node</b>					
<b>Annual Expenditures</b>	<b>Total Spending</b>		<b>Average Household</b>		<b>2008 Nat'l Index</b>
	<b>2008</b> (estimates)	<b>2013</b> (projection)	<b>2008</b> (estimates)	<b>2013</b> (projection)	
<b>Total Apparel</b>	\$10,659,688	\$12,485,712	\$4,427	\$5,134	95
Women's Apparel	\$2,951,295	\$3,334,672	\$1,226	\$1,371	94
Men's Apparel	\$2,053,986	\$2,359,656	\$853	\$970	92
Girl's Apparel	\$706,013	\$775,798	\$293	\$319	96
Boy's Apparel	\$565,597	\$643,052	\$235	\$264	98
Infant's Apparel	\$252,573	\$268,956	\$105	\$111	95
Footwear (excl. Infants)	\$1,153,699	\$1,315,081	\$479	\$541	97
Other Apparel Prods/Services	\$2,976,526	\$3,788,499	\$1,236	\$1,558	95
<b>Entertainment:</b>	\$12,336,855	\$15,150,916	\$5,123	\$6,230	n/a
Sports and Recreation	\$3,156,101	\$3,867,360	\$1,311	\$1,590	87
TV, Radio and Sound Equipment	\$4,637,605	\$5,916,755	\$1,926	\$2,433	96
Reading Materials	\$1,017,730	\$1,123,319	\$423	\$462	81
Travel	\$3,288,639	\$3,998,240	\$1,366	\$1,644	84
Photographic Equipment	\$236,780	\$245,242	\$98	\$101	93
<b>Total Food at Home</b>	\$14,533,674	\$15,836,796	\$6,036	\$6,512	96
Cereal Products	\$657,521	\$659,330	\$273	\$271	94
Bakery Products	\$1,470,697	\$1,513,382	\$611	\$622	96
Fish and Seafood	\$378,311	\$478,271	\$157	\$197	112
Meats (All)	\$2,903,614	\$3,040,656	\$1,206	\$1,250	103
Dairy Products	\$1,477,449	\$1,599,899	\$614	\$658	91
Fruits and Vegetables	\$1,731,732	\$1,913,844	\$719	\$787	95
Juices	\$475,314	\$516,515	\$197	\$212	101
Sugar and Other Sweets	\$788,294	\$822,068	\$327	\$338	87
Fats and Oils	\$145,814	\$168,048	\$61	\$69	101
Nonalcoholic Beverages	\$1,637,310	\$1,706,294	\$680	\$702	95
Prepared Foods	\$2,867,620	\$3,418,489	\$1,191	\$1,406	93
<b>Total Health Care</b>	\$10,956,641	\$15,614,649	\$4,550	\$6,420	106
Medical Services	\$4,534,920	\$5,606,431	\$1,883	\$2,305	99
Prescription Drugs	\$6,072,346	\$9,572,542	\$2,522	\$3,936	113
Medical Supplies	\$349,376	\$435,676	\$145	\$179	92
<b>Household Goods:</b>	\$6,393,676	\$7,572,711	\$2,655	\$3,114	n/a
<b>Household Textiles</b>	\$1,324,028	\$1,551,943	\$550	\$638	92
Domestic Textiles	\$627,946	\$731,310	\$261	\$301	96
Window and Furniture Covers	\$696,083	\$820,633	\$289	\$337	90
<b>Furniture</b>	\$1,788,704	\$2,167,121	\$743	\$891	92
Bedroom Furniture	\$505,077	\$590,152	\$210	\$243	95
Living/Dining Room Furniture	\$776,621	\$904,608	\$323	\$372	91
Other Furniture	\$507,006	\$672,361	\$211	\$276	92
Major Appliances	\$782,541	\$884,797	\$325	\$364	100
Small Appliance/Houseware	\$1,314,991	\$1,561,837	\$546	\$642	81
Misc Household Equipment	\$1,183,412	\$1,407,013	\$491	\$579	98

## The Harford Road Corridor Study

<b>Consumer Spending</b>					
<b>1/2 mile radius of the Hamilton Commercial Node</b>					
	Total Spending		Average Household		2008 Nat'l Index
	2008 (estimates)	2013 (projection)	2008 (estimates)	2013 (projection)	
<b>Annual Expenditures</b>					
<b>Misc Personal Items:</b>	<b>\$8,551,278</b>	<b>\$9,605,523</b>	<b>\$3,551</b>	<b>\$3,950</b>	<b>\$301</b>
Personal Care Products and Services	\$2,637,861	\$3,046,453	\$1,095	\$1,253	103
Personal Expenses and Services	\$3,782,692	\$4,397,255	\$1,571	\$1,808	93
Smoking Prods/Supplies	\$2,130,725	\$2,161,815	\$885	\$889	105
<b>Miscellaneous Items:</b>	<b>\$9,936,402</b>	<b>\$12,241,111</b>	<b>\$4,126</b>	<b>\$5,033</b>	<b>n/a</b>
<b>Total Education</b>	<b>\$3,642,740</b>	<b>\$4,795,084</b>	<b>\$1,513</b>	<b>\$1,972</b>	<b>90</b>
Room and Board	\$185,938	\$213,408	\$77	\$88	67
Tuition/School Supplies	\$3,456,801	\$4,581,676	\$1,436	\$1,884	92
Pet Expenses	\$1,186,234	\$1,485,799	\$493	\$611	94
Day Care	\$689,327	\$843,506	\$286	\$347	92
Contributions (All)	\$3,571,120	\$4,192,621	\$1,483	\$1,724	79
Housekeeping Supplies	\$846,981	\$924,101	\$352	\$380	97
<b>Total Food away from Home</b>	<b>\$11,970,550</b>	<b>\$14,701,637</b>	<b>\$4,971</b>	<b>\$6,045</b>	<b>99</b>
Breakfast and Brunch	\$1,016,825	\$1,404,541	\$422	\$578	98
Dinner	\$3,476,417	\$3,842,055	\$1,444	\$1,580	101
Lunch	\$3,357,684	\$4,456,303	\$1,394	\$1,832	98
Snacks and Non Alcoholic Beverage	\$1,608,150	\$2,288,228	\$668	\$941	102
Catered Affairs	\$175,901	\$189,295	\$73	\$78	94
Food and Nonalcoholic Bevgs on Trips	\$2,335,573	\$2,521,215	\$970	\$1,037	98
<b>Total Alcoholic Beverages</b>	<b>\$3,236,066</b>	<b>\$3,878,560</b>	<b>\$1,344</b>	<b>\$1,595</b>	<b>95</b>
Alcoholic Beverages at Home	\$2,106,449	\$2,616,032	\$875	\$1,076	93
Alcoholic Beverages away from Home	\$1,129,617	\$1,262,528	\$469	\$519	100
<b>Shelter and Related Expenses:</b>	<b>\$7,399,238</b>	<b>\$8,871,860</b>	<b>\$3,073</b>	<b>\$3,648</b>	<b>n/a</b>
Household Services	\$1,466,392	\$1,825,257	\$609	\$751	105
Household Repairs	\$2,779,906	\$3,281,243	\$1,154	\$1,349	99
Total Housing Expenses	\$3,152,940	\$3,765,360	\$1,309	\$1,548	101
Fuels and Utilities	\$334,825	\$335,426	\$139	\$138	68
Telephone Service	\$2,818,115	\$3,429,934	\$1,170	\$1,410	108
<b>Total Transportation Expenses</b>	<b>\$15,956,645</b>	<b>\$20,313,223</b>	<b>\$6,627</b>	<b>\$8,352</b>	<b>88</b>
New Autos/Trucks/Vans	\$6,859,735	\$8,482,994	\$2,849	\$3,488	96
Used Vehicles	\$3,399,598	\$4,447,478	\$1,412	\$1,829	77
Boats and Outboard Motor, Etc	\$254,518	\$322,368	\$106	\$133	36
Towing Charges	\$17,723	\$24,388	\$7	\$10	90
Gasoline	\$4,949,232	\$6,454,938	\$2,055	\$2,654	95
Diesel Fuel	\$30,917	\$36,375	\$13	\$15	81
Rented Vehicles	\$444,922	\$544,683	\$185	\$224	87
Automotive Maintenance/Repair/Other	\$4,225,993	\$5,196,981	\$1,755	\$2,137	93
<b>Total Specified Consumer Expenditures</b>	<b>\$116,156,706</b>	<b>\$141,469,677</b>	<b>\$48,238</b>	<b>\$58,170</b>	<b>94</b>

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The Harford Road Corridor Study

**Appendix F: Consumer Spending Habits Northern Harford Commercial Node**

<b>Consumer Spending</b>					
<b>1/2 mile radius of the Northern Harford Commercial Node</b>					
<b>Annual Expenditures</b>	<b>Total Spending</b>		<b>Average Household</b>		<b>2008</b>
	<b>2008</b> (estimates)	<b>2013</b> (projection)	<b>2008</b> (estimates)	<b>2013</b> (projection)	<b>Nat'l Index</b>
<b>Apparel</b>	\$11,601,258	\$13,859,519	\$4,379	\$5,090	94
Women's Apparel	\$3,054,292	\$3,513,007	\$1,153	\$1,290	89
Men's Apparel	\$2,254,814	\$2,639,361	\$851	\$969	91
Girl's Apparel	\$776,021	\$884,780	\$293	\$325	96
Boy's Apparel	\$626,578	\$727,680	\$237	\$267	98
Infant's Apparel	\$278,809	\$299,632	\$105	\$110	95
Footwear (excl. Infants)	\$1,223,024	\$1,424,223	\$462	\$523	93
Other Apparel Prods/Services	\$3,387,718	\$4,370,836	\$1,279	\$1,605	99
<b>Entertainment:</b>	\$14,321,468	\$17,820,321	\$5,406	\$6,544	n/a
Sports and Recreation	\$3,712,943	\$4,612,001	\$1,402	\$1,694	93
TV, Radio and Sound Equipment	\$5,218,817	\$6,755,046	\$1,970	\$2,481	98
Reading Materials	\$1,246,438	\$1,408,928	\$471	\$517	90
Travel	\$3,868,910	\$4,755,860	\$1,461	\$1,747	90
Photographic Equipment	\$274,360	\$288,486	\$104	\$106	98
<b>Food at Home</b>	\$16,120,193	\$17,975,777	\$6,085	\$6,601	96
Cereal Products	\$709,114	\$721,543	\$268	\$265	92
Bakery Products	\$1,662,567	\$1,756,665	\$628	\$645	98
Fish and Seafood	\$416,366	\$534,881	\$157	\$196	112
Meats (All)	\$3,071,018	\$3,252,375	\$1,159	\$1,194	99
Dairy Products	\$1,671,731	\$1,858,029	\$631	\$682	93
Fruits and Vegetables	\$1,939,645	\$2,185,464	\$732	\$803	97
Juices	\$512,971	\$564,659	\$194	\$207	99
Sugar and Other Sweets	\$904,035	\$971,733	\$341	\$357	90
Fats and Oils	\$160,068	\$188,411	\$60	\$69	101
Nonalcoholic Beverages	\$1,808,359	\$1,927,520	\$683	\$708	95
Prepared Foods	\$3,264,319	\$4,014,498	\$1,232	\$1,474	96
<b>Health Care</b>	\$12,642,369	\$18,240,113	\$4,773	\$6,699	111
Medical Services	\$5,201,751	\$6,534,068	\$1,964	\$2,400	103
Prescription Drugs	\$7,037,391	\$11,196,330	\$2,657	\$4,112	119
Medical Supplies	\$403,227	\$509,715	\$152	\$187	97
<b>Household Goods:</b>	\$7,546,063	\$9,064,898	\$2,849	\$3,329	n/a
<b>Household Textiles</b>	\$1,554,413	\$1,843,365	\$587	\$677	99
Domestic Textiles	\$727,411	\$861,580	\$275	\$316	101
Window and Furniture Covers	\$827,002	\$981,785	\$312	\$361	97
<b>Total Furniture</b>	\$2,067,117	\$2,539,836	\$780	\$933	97
Bedroom Furniture	\$580,649	\$690,013	\$219	\$253	99
Living/Dining Room Furniture	\$904,791	\$1,068,126	\$342	\$392	96
Other Furniture	\$581,677	\$781,698	\$220	\$287	96
Major Appliances	\$942,409	\$1,085,174	\$356	\$399	110
Small Appliance/Houseware	\$1,565,383	\$1,880,671	\$591	\$691	88
Misc Household Equipment	\$1,416,741	\$1,715,852	\$535	\$630	106

## The Harford Road Corridor Study

Consumer Spending					
1/2 mile radius of the Northern Harford Commercial Node					
	Total Spending		Average Household		2008 Nat'l Index
	2008 (estimates)	2013 (projection)	2008 (estimates)	2013 (projection)	
<b>Annual Expenditures</b>					
<b>Misc Personal Items:</b>	\$9,858,205	\$11,345,767	\$3,721	\$4,167	n/a
Personal Care Products and Services	\$2,925,835	\$3,424,423	\$1,105	\$1,258	104
Personal Expenses and Services	\$4,500,345	\$5,349,606	\$1,699	\$1,965	101
Smoking Prods/Supplies	\$2,432,025	\$2,571,738	\$918	\$944	109
<b>Miscellaneous Items:</b>	\$11,423,568	\$14,498,181	\$4,312	\$5,324	n/a
<b>Total Education</b>	\$4,135,116	\$5,687,973	\$1,561	\$2,089	93
Room and Board	\$220,473	\$263,781	\$83	\$97	72
Tuition/School Supplies	\$3,914,643	\$5,424,192	\$1,478	\$1,992	95
Pet Expenses	\$1,370,654	\$1,751,063	\$517	\$643	98
Day Care	\$803,677	\$1,004,078	\$303	\$369	97
Contributions (All)	\$4,147,027	\$4,974,610	\$1,566	\$1,827	83
Housekeeping Supplies	\$967,094	\$1,080,457	\$365	\$397	101
<b>Total Food away from Home</b>	\$13,863,147	\$17,432,375	\$5,233	\$6,402	104
Breakfast and Brunch	\$1,175,445	\$1,666,024	\$444	\$612	103
Dinner	\$4,095,535	\$4,640,262	\$1,546	\$1,704	108
Lunch	\$3,833,317	\$5,212,797	\$1,447	\$1,914	102
Snacks and Non Alcoholic Beverage	\$1,818,230	\$2,665,361	\$686	\$979	104
Catered Affairs	\$198,204	\$216,088	\$75	\$79	96
Food and Nonalcoholic Bevgs on Trips	\$2,742,416	\$3,031,844	\$1,035	\$1,113	105
<b>Total Alcoholic Beverages</b>	\$3,821,425	\$4,687,658	\$1,443	\$1,722	102
Alcoholic Beverages at Home	\$2,456,078	\$3,119,137	\$927	\$1,145	99
Alcoholic Beverages away from Home	\$1,365,347	\$1,568,521	\$515	\$576	110
<b>Shelter and Related Expenses:</b>	\$5,167,632	\$6,316,789	\$1,951	\$2,320	n/a
Household Services	\$1,656,849	\$2,089,000	\$625	\$767	107
Household Repairs	\$3,510,783	\$4,227,789	\$1,325	\$1,553	114
<b>Housing Expenses</b>	\$3,490,189	\$4,241,759	\$1,318	\$1,558	102
Fuels and Utilities	\$404,528	\$411,363	\$153	\$151	75
Telephone Service	\$3,085,661	\$3,830,396	\$1,165	\$1,407	107
<b>Transportation Expenses</b>	\$18,046,653	\$23,397,887	\$6,813	\$8,593	91
New Autos/Trucks/Vans	\$7,845,736	\$9,881,045	\$2,962	\$3,629	100
Used Vehicles	\$3,769,116	\$5,015,071	\$1,423	\$1,842	77
Boats and Outboard Motor, Etc	\$225,788	\$292,298	\$85	\$107	29
Towing Charges	\$17,670	\$24,507	\$7	\$9	81
Gasoline	\$5,617,808	\$7,481,365	\$2,121	\$2,747	98
Diesel Fuel	\$36,641	\$43,779	\$14	\$16	87
Rented Vehicles	\$533,894	\$659,822	\$202	\$242	95
Automotive Maintenance/Repair/Other	\$4,852,408	\$6,089,066	\$1,832	\$2,236	97
<b>Total Specified Consumer Expenditures</b>	\$132,754,580	\$164,970,107	\$50,115	\$60,584	98

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## Appendix G: Currently Available Resources

### Business Assistance Resources Available Through BDC

#### Enterprise Zone Income Tax Credits

These are one- or three-year credit for wages paid to new employees. The general credit is a one-time \$1,000 credit per new worker. For economically disadvantaged employees, the credit increases to a total of \$6,000 per worker distributed over three years. When located in a Focus Area, the general credit is a one-time \$1,500 credit per new worker.

#### Revolving Loan/Working Capital Loan Funds (RLF/WC and MILA/RLF)

Revolving Loan Funds may be used for acquisition and improvement of land, facilities and equipment, including renovation, demolition and site preparation and new construction. The funds may also be used for working capital with restrictions. The funds may not be used for relocation from a surplus area or investment activities and are not available to applicants with a current outstanding RLF loan, or to applicants who have received accumulated assistance from the RLF of \$150,000 within the previous five-year period.

**Eligible Businesses:** For-profit corporations, partnerships or proprietorships.

**Ineligible Businesses:** Financial institutions, consulting firms, real estate companies, not-for-profit businesses, developers, or unregulated media.

**Loan Limits:** Maximum of \$500,000 or 30-35% of project costs.

#### Shop Baltimore Loan Program

The purpose of the Shop Baltimore Loan Program is to promote attractive and healthy neighborhood retail districts by providing flexible gap financing in the form of below-market interest rate loans to eligible retail businesses located in designated commercial districts, Retail Business District License areas, and Main Street districts. Maximum \$100,000, not to exceed 50% of total project costs.

#### BDC Façade Improvement Grant (FIG)

The FIG program offers up to \$2,500 in matching grants and, in certain cases, design assistance to merchants and property owners in designated commercial revitalization districts in order to improve the appearance of individual building facades, signs and awnings, as well as the overall look of the retail district. Improvements must be to areas visible from the public way and are reviewed by the Community Review Board.

#### For More Information Contact:

Baltimore Development Corporation

36 S. Charles Street, 1600

Baltimore, MD 21201

Phone: (410) 837-9305 Fax: (410) 837-6363

[www.baltimoredevelopment.com](http://www.baltimoredevelopment.com)

## **Historic Preservation Tax Credits**

### **Federal Historic Preservation Tax Incentive (20% tax credit)**

The Federal historic preservation tax incentive program offers a 20% income tax credit to any project that is designated as a certified rehabilitation of a certified historic structure by the Secretary of Interior. The 20% credit is available for properties substantially rehabilitated for commercial, industrial, agricultural, or rental residential purposes, but it is not available for properties used for primary residences.

The Federal historic preservation tax incentive program is jointly administered by the U.S. Department of Interior and the Department of Treasury. The National Park Service acts on behalf of the Secretary of Interior, in partnership with the State Historic Preservation Officer in each State.

### **10% Federal Rehabilitation Tax Credit**

The 10% Federal rehabilitation tax credit applies only to non-historic, non-residential buildings built before 1936. The rehabilitation must be substantial and meet a specific physical test for retention of external walls and internal structural framework. There is no formal architectural review process for rehabilitations of non-historic buildings.

### **Maryland Rehabilitation Tax Credit**

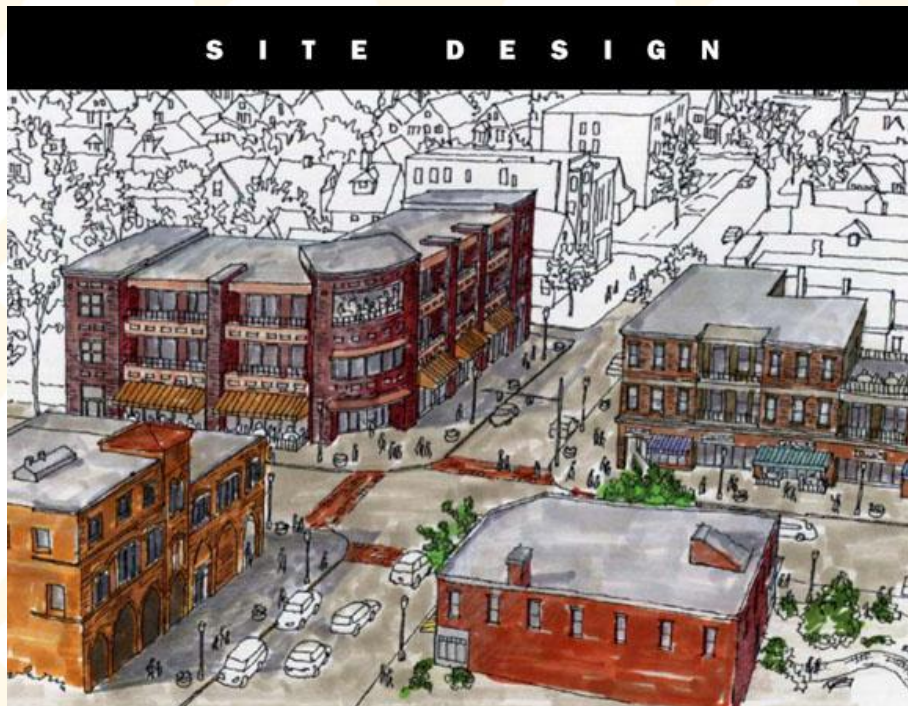
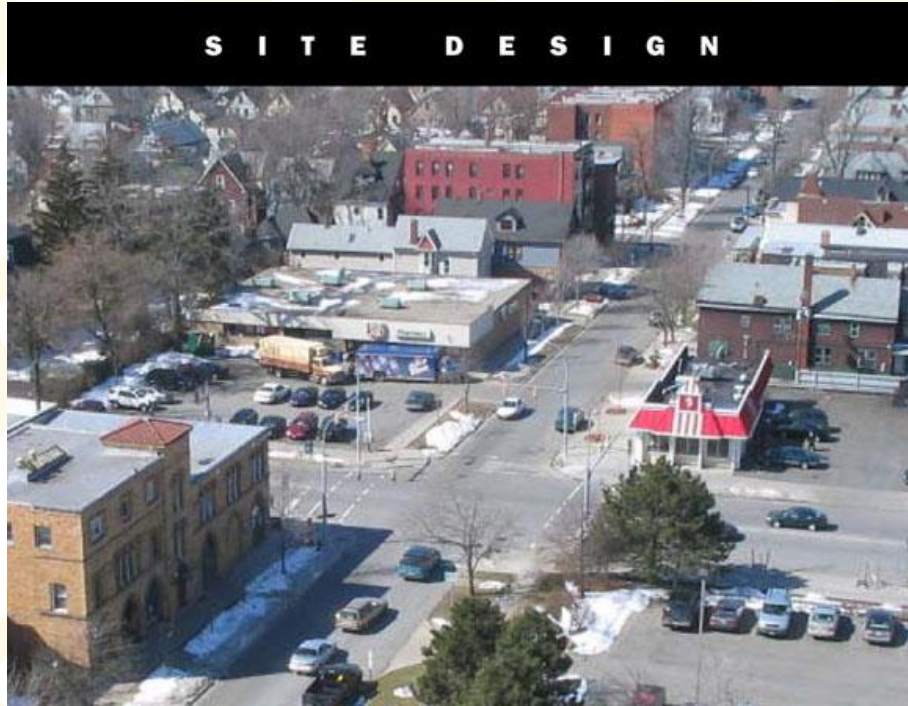
The Heritage Preservation Tax Credit Program provides Maryland income tax credits equal to 20% of qualified rehabilitation expenditures for the substantial rehabilitation of a certified heritage structure. The credit is available for owner-occupied residential property as well as income-producing property. The rehabilitation must conform to the Secretary of Interior's Standards for Rehabilitation and must be certified by the Maryland Historical Trust. If the credit exceeds the taxpayer's tax liability, a refund may be claimed by the amount of the excess.

### **For additional information contact:**

Commission for Historical and Architectural Preservation  
City of Baltimore Department of Planning  
417 E. Fayette St. 8<sup>th</sup> Floor  
Baltimore, MD 21202  
(410) 396-PLAN  
[www.baltimorecity.gov/government/planning](http://www.baltimorecity.gov/government/planning)

**Appendix H: Photo Case Studies**

Case Study A. from *Why Elmwood Works: The Urban Design Literacy Project*



# The Harford Road Corridor Study

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Case Study B. from *Why Elmwood Works: The Urban Design Literacy Project*



# The Harford Road Corridor Study

Case Study C. from *Why Elmwood Works: The Urban Design Literacy Project*

**Renovation**



**Renovation Modest**



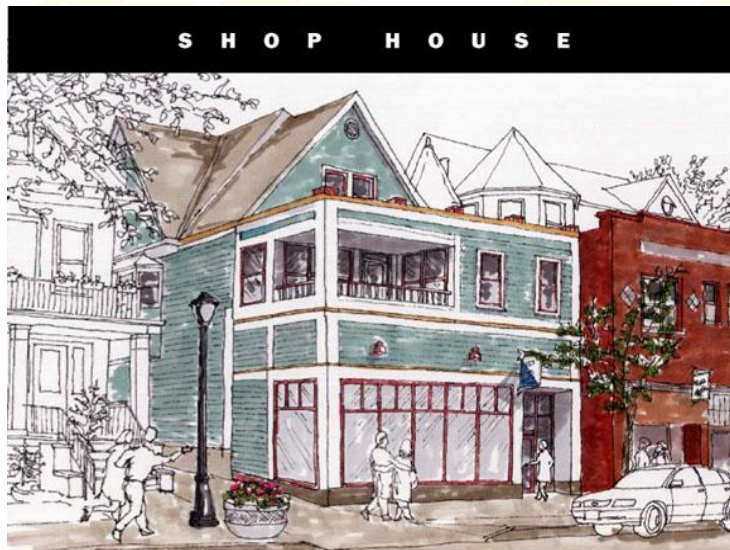
**Renovation Extensive**



## The Harford Road Corridor Study

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Case Study D. from *Why Elmwood Works: The Urban Design Literacy Project*





Case Study E. from *Why Elmwood Works: The Urban Design Literacy Project*



For More Information on the work being done on Elmwood Avenue and the *Why Elmwood Works* study, please go to [www.elmwoodvillage.org](http://www.elmwoodvillage.org) .

## Appendix I: The Main Street Model

The Main Street model was developed by the **National Trust for Historic Preservation** in the 1970's. Their **National Main Street Center** now offers a comprehensive commercial district revitalization strategy that has been widely successful in towns and cities nationwide. The *Baltimore Main Streets* program utilizes this model locally, and is managed by the *Baltimore Development Corporation* (BDC).

The Main Street Approach is a community-driven, comprehensive method used to revitalize older, traditional business districts throughout the United States. The underlying premise of the Main Street approach is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street Four-Point Approach™ is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas — Design, Economic Restructuring, Promotion, and Organization — that are combined to address all of the commercial district's needs. The philosophy and the Eight Guiding Principles behind it form an effective tool for community-based, grassroots revitalization efforts. The Main Street approach has been successful in communities of all sizes, both rural and urban.

### **The Main Street Four-Point Approach™ to commercial district revitalization**

The Main Street approach is broken down into four points, which work together to build a sustainable and complete community revitalization effort. The four points are: Organization, Design, Promotion & Economic Restructuring. Each Main Street program generally forms four committees or working groups that correspond to each of the four points.

**Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

**Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

**Design** means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

**Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

### Eight Guiding Principles of Main Street Success

The National Trust Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach succeeds. That success is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For a Main Street program to be successful, it must whole-heartedly embrace the following time-tested principles.

1. **Comprehensive:** A Main Street program should have no single focus — “one shots”, often lavish public improvements, name-brand business recruitment, or endless promotional events — can help revitalize Main Street. For successful, sustainable, long-term revitalization, however, a comprehensive approach, including activity in each of Main Street's Four Points, is *essential*.
2. **Incremental:** Baby steps come before walking; walking comes before running. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening" in the commercial district. As public confidence in the Main Street district grows and understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and more ambitious projects. This incremental activity leads to longer-lasting and dramatic positive changes in the Main Street area.
3. **Self-help:** No one else will save your Main Street. Local community leaders must have the will and the desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street — the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

## The Harford Road Corridor Study

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4. **Partnerships:** Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.
5. **Identifying and capitalizing on existing assets:** Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
6. **Quality:** Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image of the commercial district. Instead, concentrate on quality projects over quantity.
7. **Change:** Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Skeptics turn into believers and attitudes on Main Street will turn around. At first, almost no one believes Main Street can really turn around. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
8. **Implementation:** To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures, and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

Source: The National Trust for Historic Preservation's National Main Street Center; For additional information go to their website at [www.mainstreet.org](http://www.mainstreet.org).

## Appendix J: Current Zoning Categories

Zoning regulations determine how land or property can be used within various zoning districts. The Baltimore zoning code has four basic zoning categories: residential, office-residential, business and manufacturing. These districts are defined in Titles 4-7 of the zoning code. Currently, there are ten residential districts (R1-R10) and two residential sub-districts (R-1A and R-1B). The four Office-Residential districts (OR1-OR4) allow for a variety of general professional, business, and governmental offices in addition to the uses allowed in residential zones. The five business districts (B1-B5) provide for a variety of retail and office uses that range from neighborhood to regional businesses; residential uses are also allowed. The three manufacturing districts (M1-M3) range from light to heavy industrial; no residential development is allowed since the purpose of the manufacturing districts is to preserve land for industrial development. Generally, for each of the categories, as the number increases the intensity or density also increases.

The following Zoning Categories are the dominant zoning districts in and around the Harford Road corridor.

### Residential:

**R-1 Single Family Residential** – Allows only single-family detached houses with a minimum lot size of 7,300 sq. feet (approximately 6 dwelling units per acre) and a maximum lot coverage of 30%.

**R-3 Single Family Residential** – Allows only single-family detached houses with a minimum lot size of 5,000 sq. feet (approximately 8.7 dwelling units per acre) and a maximum lot coverage of 30%.

**R-4 General Residential** – Allows single-family detached, semi-detached and multi-family residential with a minimum lot size of 5,000 sq. feet per unit (approximately 8.7 dwelling units per acre) and a maximum lot coverage of 35%.

**R-5 General Residential** – Allows single-family detached, attached (townhouses) and multi-family residential with a minimum lot sizes between 2,500 and 5,000 sq. feet per unit depending on type (approximately 8.7 SFD to 17.4 multi-family units or townhouses per acre) and a maximum lot coverage of between 35-40%.

### Office Residential:

**O-R-1 Office Residential** is designed for mixed uses near major thoroughfares, including general professional, business, and governmental offices. It includes uses allowed in residential zones. It does not allow retail uses. O-R zoning allows for low-density development and often serves as a transition zone between residential and commercial.

**Business/Commercial:**

**B-1 Neighborhood Business District** – Neighborhood Commercial is intended to meet daily shopping needs of nearby residents. It is designed primarily to accommodate pedestrian and minimal vehicular traffic. Uses are limited, as is the maximum square footage per store of 2,000 sq. ft for general retail, 15,000 sq. ft. for food stores and 4,000 sq. ft. for restaurants.

**B-2 Community Business District** – This zoning district is intended to meet shopping needs with a larger variety of commercial activity. Retail uses include those allowed in B-1 zone, as well as some auto related uses. Some conditional uses are allowed, including parking lots as a principle use.

**B-3 Community and Highway Commercial** – The B-3 zoning district is designed primarily for commercial activity of a highway-oriented nature. It includes all B-2 uses and includes additional uses such as live entertainment and more auto-oriented businesses. B-3 includes conditional uses that can be approved by BMZA and the City Council, such as car washes and restaurants with drive-thru windows.