



Seton Hill Master Plan



January 2012

ACKNOWLEDGEMENTS

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The Arena Players and The Friends of The Arena Players

Baltimore Gas and Electric Company

Maryland General Hospital

The Orchard Mews Apartment Complex

The Seton Hill Association

The Sulpicians of the Saint Mary's Spiritual Center and Mother Seton House

The Planning Department would like to thank our fellow City agencies as well as the individual members of the public that participated in this effort - whether this participation took the form of formal proposals, correspondence or oral comments.



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.

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1 COMMUNITY VISION

The Seton Hill Master Plan is the result of a partnership between the Department of Planning and the Seton Hill Association along with other area stakeholders. The Seton Hill Association has prepared the following Vision, Mission Statement, and Planning Principles for inclusion in this Plan.

Vision

As an inclusive organization, the Seton Hill Association proactively serves as the primary contact for aiding and motivating our community to preserve and promote Seton Hill's historic character by strengthening its resources and improving its assets.

Seton Hill Mission Statement

The Seton Hill Association is a community organization actively working to improve and enhance the quality of life for current and future residents, property owners, businesses, and organizations in and around Seton Hill through:

- Preserving historical integrity and promoting neighborhood assets;
- Developing and implementing strategic planning;
- Advancing a sense of community spirit and communication through information, activities and programs;
- Networking with other neighborhoods; and
- Promoting the well-being of Seton Hill citizens through collaboration with the City of Baltimore and our elected representatives.

Planning Principles

1. Build on strengths

Seton Hill is strategically located between major neighborhoods and areas which are experiencing rapid development. Saint Mary's Park is the largest urban green space in the immediate downtown area and can become an attractive focal point for an expanded area. The Seton Hill Master Plan can help tie this activity together.

2. Preserve the existing character of the neighborhood

The area around the park offers a unique experience because of its large number of 19th century homes and the historic Chapel on the grounds of the park. The urban grid of the streets should be restored in order strengthen the feeling of a community.

3. Increase the number of housing units

Over the years, as historic homes have deteriorated and been lost, the number of vacant lots has increased and the number of housing units in single family homes has decreased. Many commercial buildings and lots are also underutilized.

4. Capitalize on the community's historic assets

Cultural and Heritage tourism is one of the fastest growing segments of the tourism industry. Seton Hill's unique place in local and national history provides a new venue to market to potential travelers considering a visit to Baltimore.

5. Lay out vision for underutilized assets

The area contains several vacant and underutilized properties which, together, constitute a sizable area of the greater Seton Hill neighborhood. It is critical that these areas be developed for appropriate uses. An inappropriate use or design could have a negative impact, not only on Seton Hill itself, but also in terms of maximizing the benefit to the neighboring areas.

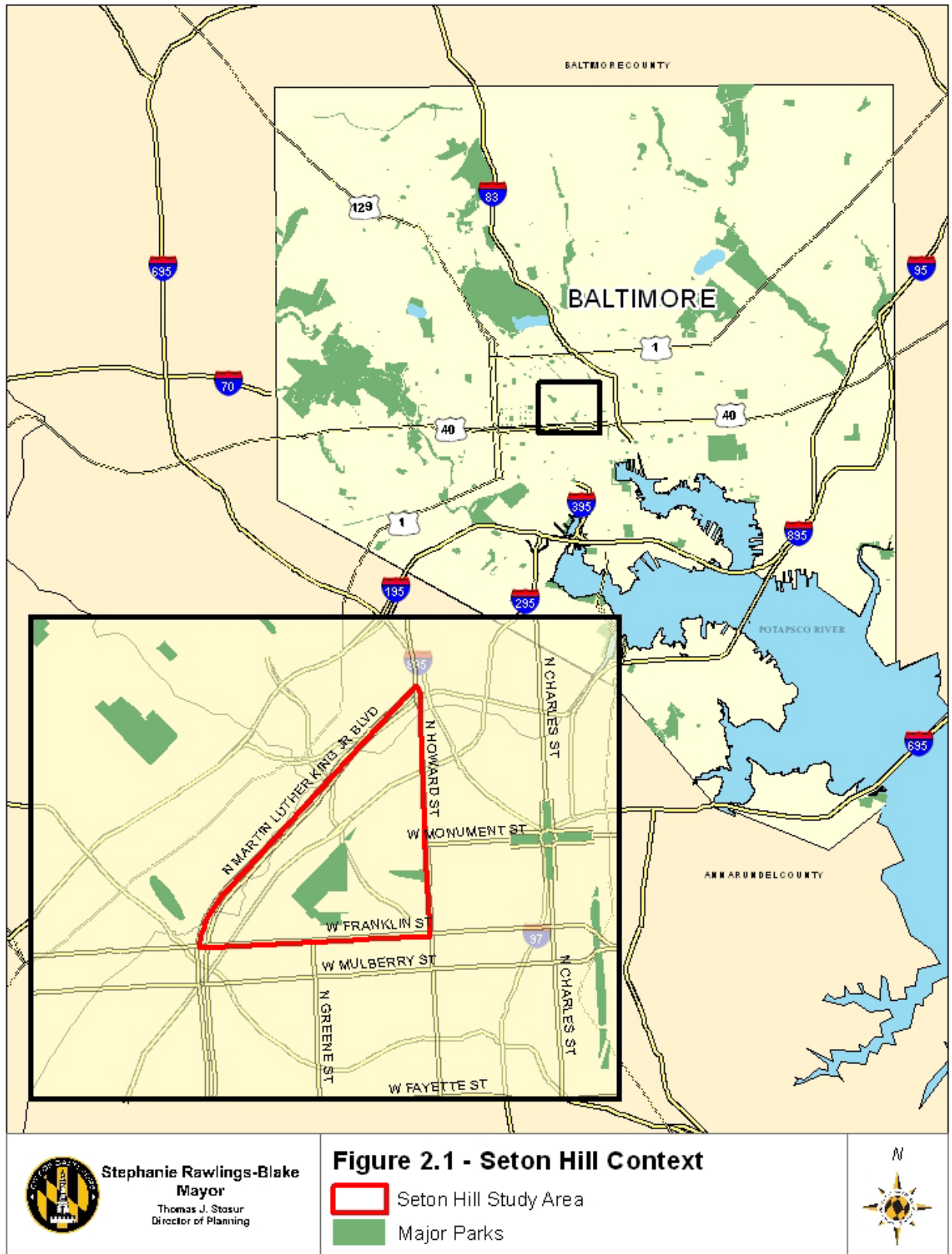
2 BACKGROUND

Seton Hill is a small residential community with a rich and versatile history that is located in close proximity to Baltimore's downtown. The neighborhood is strategically located at the intersection of a variety of vibrant and up-and-coming neighborhoods, including the Central Business District's Westside to the south, the residential communities of Mount Vernon to the east and Upton to the west, and the State Center and Maryland General Hospital to the north. Seton Hill has the potential to knit together these, supporting a successful, self-sustaining, critical mass of residential, commercial and economic activity in the broader area.

The core of the neighborhood consists of a large urban park, Saint Mary's Park, which features old growth trees, brick walkways, open lawns and a flower garden. The park, formerly an enclosed seminary, includes two national historic sites that have been historically integrated with this open space. Many of the early 19th century homes surrounding the Saint Mary's Park still survive; however, vacant lots between the surviving structures are often unmaintained and challenging to develop.

Along the western edge of the neighborhood is the Orchard Mews apartment complex, which is contemporaneous with the construction of Martin Luther King, Jr. Boulevard, and the Arena Players, the oldest continually performing historically black community theater. Howard Street, the eastern border of the neighborhood, accommodates Baltimore's Light Rail as well as vehicular traffic. Attractions along Howard Street include a collection of shops known as Antique Row towards the north and Howard's Park at Seton Hill's Light Rail stop, the Centre Street Station. Parallel to Howard Street and one block to the west is Eutaw Street, which also features some limited retail uses. The southern boundary of the neighborhood is Franklin Street, which together with Mulberry Street a block south comprise Route 40, the major east/west corridor both within the Central Business District and throughout the city. South of Franklin Street is a concentration of institutional users, including University of Maryland, Baltimore, University of Maryland Medical System, University of Maryland BioPark, and offices for the Social Security Administration.

Figure 2.1: Neighborhood Context Map

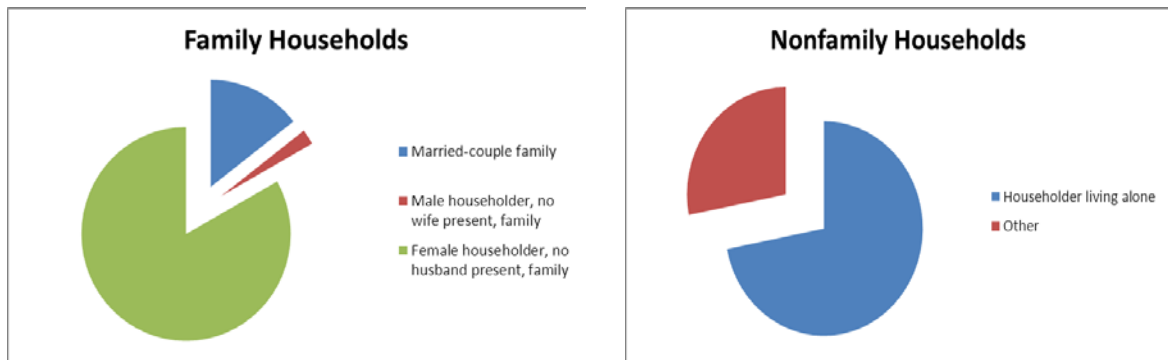


Demographics

The recently released data from the 2010 Census helps to track Seton Hill's progress over the past ten years. The neighborhood is comprised of 1,249 individuals that in turn make up 731 housing units (note that all Census data only includes the study area west of Eutaw Street). Between 2000 and 2010 Seton Hill experienced a population loss of 8.5%, compared with a population loss of 3.8% citywide. An occupancy rate of 88% of property within Seton Hill is slightly higher than that found citywide.

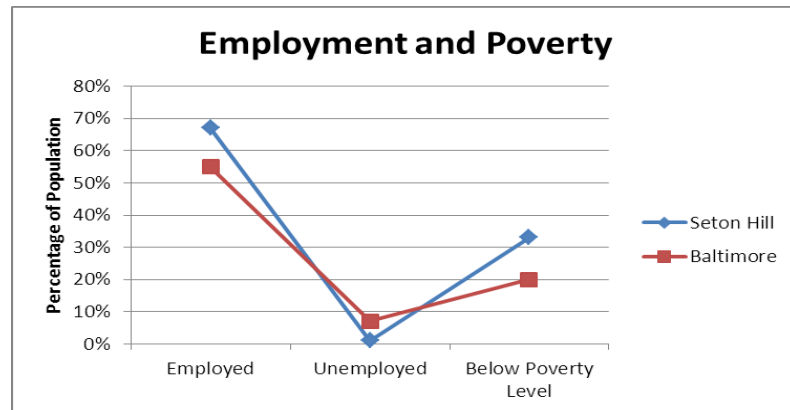
Additional demographic information about the residents of Seton Hill is provided by the 2005-2009 American Community Survey (ACS). Although fewer individuals complete the ACS, the information provided is much more detailed than that of the Census. However, there is a higher error rate associated with the ACS projections than with the Census count that may lead to discrepancies between the two sources. Also, ACS data includes the entire Seton Hill Master Plan study area while the Census data excludes east of Eutaw Street.

Compared with Baltimore City as a whole, Seton Hill has fewer households that are families (36% of households versus 53% citywide) and more householders living alone (46% of households versus 40% citywide). Seton Hill households are also less likely to be married-couples families or to include one or more person age 65 or older. In 78 of the 834 households counted in the ACS, grandparents are responsible for grandchildren under the age of 18 that live with them.

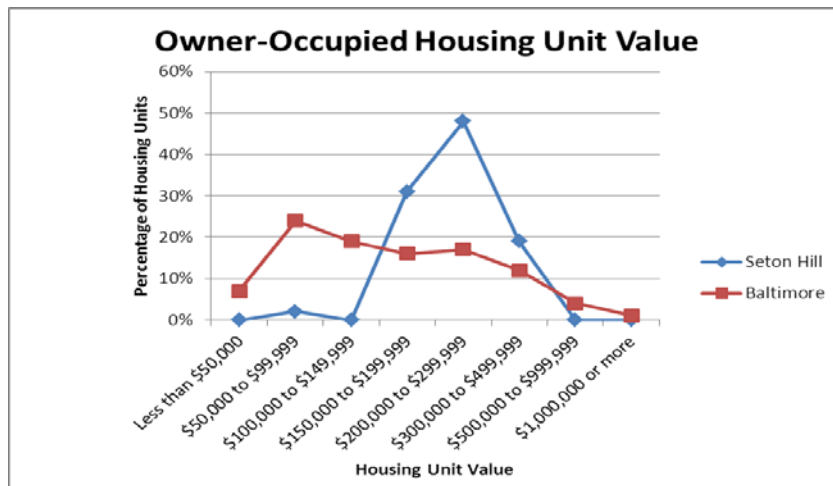


Half of the students in Seton Hill are elementary school age (50% of the residents enrolled in school are in grades 1-8, compared to 35% citywide), with fewer high school students than the citywide average (8% versus 21% citywide). Educational attainment in Seton Hill for the population over age 25 is consistent with citywide averages for achieving a high school diploma (29% locally versus 30% citywide), but is higher than average for achieving a college diploma (25% versus 13% citywide).

Approximately 33% of households in Seton Hill experienced incomes below the federal poverty line in the past 12 months, with that rate increasing to 58% for households with children under the age of 18, rates that are well above the citywide average (20% and 28% respectively citywide). Participation of residents over age 16 in the labor force was slightly higher than the citywide average, with 68% participating in the labor force and only 1% of the population participating in the labor force but currently unemployed (compared with 62% and 7% citywide). Common occupations for employed Seton Hill residents over the age of 16 include professional occupations (34%) and service occupations (35%).



Tenure for residents of Seton Hill in their current housing unit tends to be less time than the citywide average, with a full 70% of residents having moved to their current residence neighborhood since 2000. Most housing units are renter-occupied, with an owner-occupancy rate of 8%. Renters pay a median gross rent of \$817 per month, which is consistent with the citywide average of \$813 per month. The median housing value for owner-occupied housing units is \$218,000, well above the citywide average of \$152,000, with a full 19% of owner-occupied housing units valued at between \$300,000 and \$499,000.



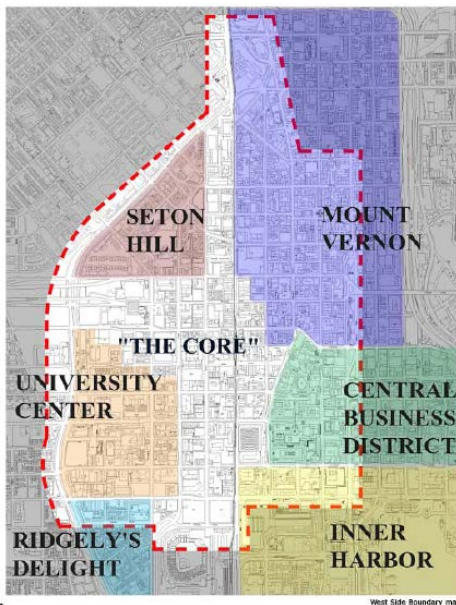
Urban Renewal

Urban Renewal efforts of the 1960s and 1970s destroyed much of the historic local neighborhood traffic patterns in favor of high-volume thoroughfares with the focus on the Mulberry and Franklin Streets as a major east/west corridor and the construction of Martin Luther King Boulevard in 1982. These alterations to the street grid have had a detrimental impact on the neighborhood's quality of life and the cohesion of the historic district.

Currently, the Seton Hill neighborhood is included within the Orchard-Biddle Urban Renewal Plan (URP), which was originally approved by Baltimore's City Council on May 17, 1971 and last amended on November 30, 2004. The stated objectives of the Orchard-Biddle URP include the rehabilitation of housing, bolstering of community participation, provision of social services, elimination of blight, employment creation and economic stability, and provision of land for recreational spaces and facilities. Many of these objectives are no longer relevant or can be achieved through other, more effective means. The Orchard-Biddle URP expires on May 17, 2011.

The Westside Initiative

The Westside Initiative is a public/private partnership lead by the Baltimore Development Corporation (BDC) for redevelopment to renew the west side of Baltimore's Central Business District, bounded by Charles Street to the east, Pratt and Camden Streets to the south, Martin Luther King, Jr. Boulevard to the west and roughly Chase Street to the north.



The vision for the Westside was first articulated in the Westside Strategic Plan (WsSP), prepared for the Baltimore Development Corporation in 2000. The WsSP recommends the development of a dynamic, predominately residential, urban mixed-use neighborhood of approximately 100 square blocks that connects the adjacent five strong sub-markets: City Center (the core of the CBD), the historic residential neighborhoods of Mount Vernon and Seton Hill, University Center (including University of Maryland, Baltimore, University of Maryland Medical System and University of Maryland BioPark) and the Inner Harbor.

Nearly \$800 million in public/private capital funds have already been invested in the Westside, including more than 1,900 new residential units and more than 700 additional hotel rooms. By 2012, more than a \$1 billion in private/public capital funds will be invested in the Westside, which is expected to support: approximately 1 million square feet (SF) of additional institutional and cultural space, 250,000 SF of retail and entertainment space, 300 additional hotel rooms, 400,000 SF of new office space, the preservation of historic buildings, and 2,400 additional residential units.



In December 2010, Mayor Rawlings-Blake invited the Urban Land Institute (ULI) to convene a panel of national experts to study the Westside and recommend ways to jump-start development. The panel provided an array of suggestions for how to encourage growth, create jobs, and breathe new life into the Westside. Pursuant to the recommendations of the ULI study, Mayor Rawlings-Blake and Dr. Jay Perman, President of the University of Maryland, Baltimore, are co-chairing the Westside Advisory Committee, which meets monthly to oversee revitalization efforts for Downtown's Westside.

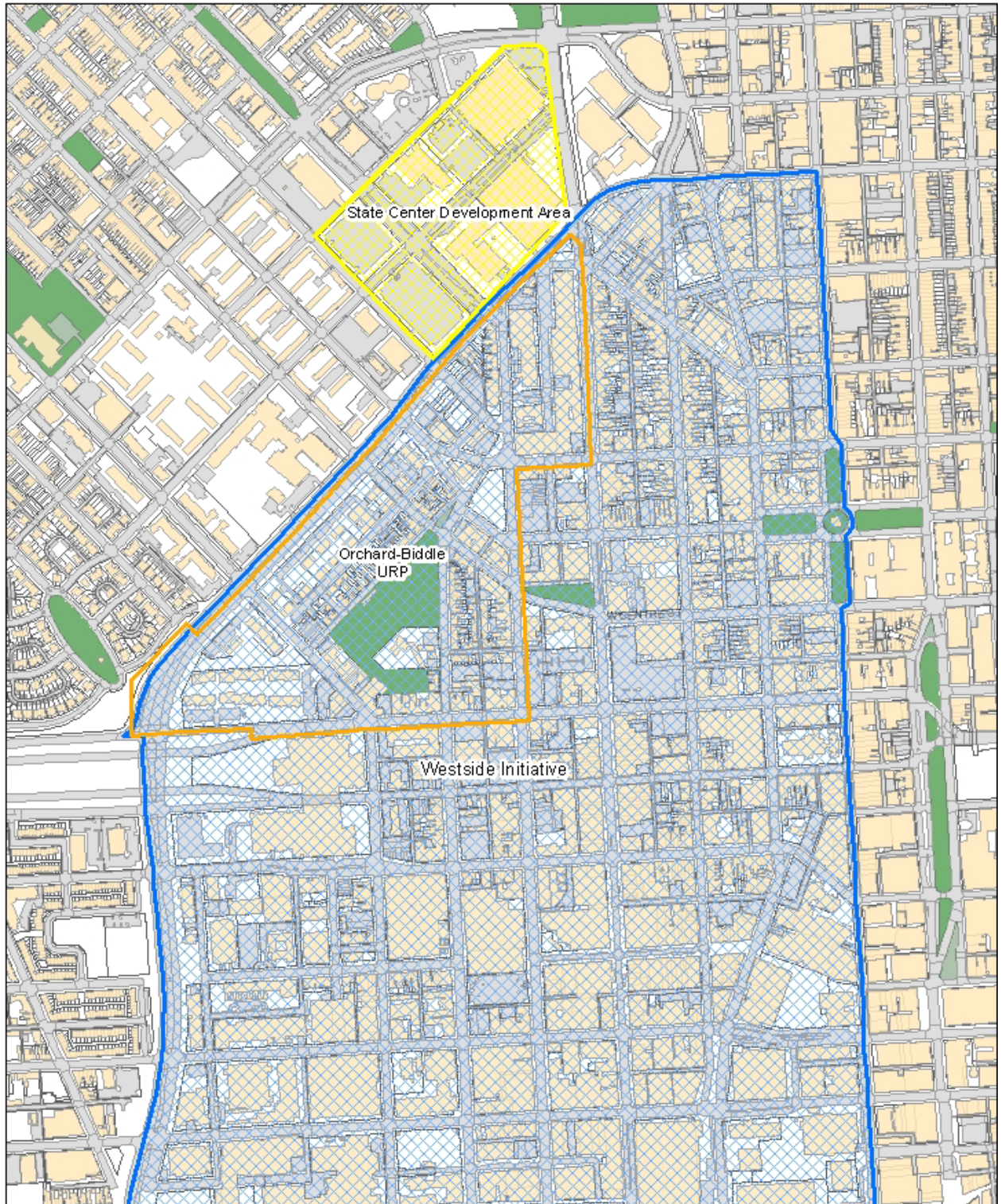
State Center

The State Center redevelopment project is private-public partnership between State Center LLC, the State of Maryland and the City of Baltimore to redevelop the 28 acres bounded by Martin Luther King, Jr. Boulevard, Howard Street, Hoffman Street and Madison Avenue. Although served by both the State Center Metro station and the Cultural Center Light Rail station, the existing suburban-style State office complex is dominated by surface parking lots. The proposed redevelopment would knit together the surrounding historic residential neighborhoods with a new mixed-use Transit-Oriented Development (TOD) at the station area that would transition into lower density residential development at the project's borders.






The redevelopment is currently envisioned in phases through the development of surface parking lots and vacant land in the earlier phases and the redevelopment or renovation of existing mid- and high-rise buildings in the later phases. The existing concentration of State offices is proposed to be retained on the site.

Figure 2.2: Other Planning Efforts



Stephanie Rawlings-Blake
Mayor
Thomas J. Scott, Jr.
Director of Planning

Figure 2.2 - Other Planning Efforts

-  Orchard-Biddle URP
-  BDC Westside Initiative
-  State Center Development Area

-  Buildings
-  Parks



3 HISTORY

Seton Hill celebrates more than 50 years of restoring and renewing its history, one house at a time. A walk along the streets of Seton Hill reveals the strength of the neighborhood: well cared for historic and new houses that create unique historic streetscapes. History lies at the very core of Seton Hill's vitality. Despite several challenges such as individual properties in disrepair and several vacant lots, the neighborhood remains strong. The following history – unorthodox as it may be – speaks to core strengths of the neighborhood and the many challenges it had to overcome. From the 1790s to today, Seton Hill's relationship with Baltimore city has changed from an outpost of an 18th century port town, to an inner city neighborhood with all its advantages and disadvantages.

Catholic Influence

St. Mary's Seminary was founded in the area in 1791 by French Sulpician priests who arrived in Baltimore after fleeing the French revolution. By 1815 the area was a thriving French community, including many San Domingan refugees who had fled the 1793 revolution. St. Mary's College, the first college chartered in the State of Maryland (1805), was located in the former Seminary grounds, now known as Saint Mary's Park, and included the Chapel of the Presentation of the Virgin Mary in the Temple, the Mother Seton House, and the seminary. The Chapel and the Mother Seton House, the home of Elizabeth Ann Seton, the first American canonized saint, are both on the National Register of Historical Landmarks. The chapel is one of America's oldest and finest examples of Gothic Revival architecture (1808) and the seminary is the oldest Catholic institution of higher learning in the country (1791), just a little older than Georgetown.



The area is also linked to Elizabeth Clovis Lange, a founder of the Oblate Sisters of Providence in 1828. Mother Lange had settled in Baltimore by 1827 after coming from the West Indies where there was a large French-speaking population, many of whom had also come from the French colonies. The French-speaking Haitians were a diverse population of blacks and whites, wealthy and poor, educated and illiterate. Through his teaching at the Seminary, Father James Hector

Nicholas Joubert learned of the need for a school in Seton Hill and asked Elizabeth Lange, Mary Madeleine Balas, and Marie Rosine Boegue, whom he had known at the Seminary chapel, to start a school as their own small private school for black children had closed. In 1828, the school opened with nine students at #5 St. Mary's Court (where Penn Lumber stands today). Three years later, the order became the first African-American canonically approved religious society in the country.

In 1888, St. Joseph's Society of the Sacred Heart for Foreign Missions established a mission for the newly freed slaves and African American community in Baltimore at the former Western Maryland Hotel at 607 Pennsylvania Avenue. Here they opened the first integrated school where Reverend Charles Uncles, a Baltimore native, became the first African-American to be trained and ordained in the country. In 1893, Saint Joseph Seminary dedicated a new seminary building, which now is the Charles R. Uncles Plaza, a retirement home.

In 1929, St. Mary's Seminary moved to Roland Park and the Josephite Seminary moved to Catholic University in Washington D.C.; nevertheless, the Seminary still has a strong relationship with the community. In the 1970s, the Seminary tore down the old convent that faced Paca Street and sold the property to the City which then created St. Mary's Park, a green oasis for the neighborhood today. St. Mary's Spiritual Center and Historic Site still exist on the site today, and in the late 2000s, a visitor's center was built to welcome tourists.

Along Comes the Neighborhood

By the 1850s, the neighborhood around St. Mary's Seminary matured into a Baltimore city neighborhood. Several newspaper articles in the Baltimore Sun shed light on the diversity of the area. On January 27, 1848, the Sun lists a property on Pennsylvania Avenue for sale: "a new and substantial three-story with back building, known as the Avenue House situated on Pennsylvania Avenue above Franklin Street. The lot is 200 feet deep, having two fronts on Tessier Street and Pennsylvania Avenue." On October 3, 1851, the Sun reported a major fire that destroyed several buildings on Franklin Street between Eutaw and Paca Street. While describing the devastating fire, the article recorded many of the uses along Franklin Street. Apparently the fire began in Samuel Mass' Cedar-ware establishment and quickly spread to Malachi Laly's house and wheelwright shop. It then spread next door to the warehouse of Messrs. McSherry and Fink. Next, the fire destroyed Norman Thomas's currier establishment (leather worker) and moved to widow Hickey's house and grocery store, which were completely destroyed. Mr. John F. Martin, a trimmer and harness maker, lost his workshop that stood near Jasper Street. Next to Martin's workshop, Leonard Hartzell's carriage house was destroyed, and finally

Mr. Willis' house and Messrs. McKay and Clark's bottling establishment were severely damaged. This article shows the depth and diversity of commercial uses within the Seton Hill area. Also in 1857, the Sun reported a fight that occurred at Sebastian Kelly's "public house" on Jasper Street. Alcohol was consumed, fights occurred, and a pistol drawn and discharged through the hat of Sebastian but not his head.

By 1851, most of Seton Hill was built, the vast majority of which was rowhouses. Most of the rowhouses date from 1800 to the 1850s. Amongst the rowhouses were stables, factories and several institutional buildings such as churches and the Western Maryland Hotel. By the end of the 19th century, Seton Hill had become a predominately African-American neighborhood. For example, according to the 1880 census manuscripts, African-Americans inhabited the entirety of Jasper Street, between Franklin and Druid Hill Avenue. A quick survey of the 1900 Census Manuscripts revealed that Orchard, Tessier, St. Mary's and Biddle streets were occupied by African-Americans (Jasper, Paca and Eutaw streets were not surveyed). Druid Hill Avenue, however, was predominately occupied by whites. Between 1920 and 1930, Ward 17, of which Seton Hill was a part, decreased in population from approximately 20,000 to 16,000 people while Baltimore increased in population by approximately 71,000. In 1930, 88% of the 16,000 individuals living in Ward 17 were African-American.

African-American institutions settled in the neighborhood. In 1838 the Orchard Street church was established. The Orchard Street Church, built in 1839 by Truman Pratt, a former slave of John Eager Howard, acted as a center of activity in the African-American community, providing housing, jobs, medical care and spiritual guidance to the people seeking freedom and equality. Some believe the church was part of the Underground Railroad. The congregation included Harry S. Cummings, who in 1890 became Baltimore's first black City Councilman. Today, it is the headquarters for the Greater Baltimore Urban League. By 1881, St. Johns AME church (located at the corner of Tessier and Orchard streets), St. Mary's Protestant Episcopal Church (a mission church of Mount Calvary Church), and Public School #113 had also been built in the area. The Afro-American Newspapers moved to the corner of Eutaw and Druid Hill Avenue in 1911 and Smith's Hotel opened at New (George) and Jasper Streets in 1900 and moved to Druid Hill Avenue in 1912.

As a result of Baltimore's expanding neighborhoods in the mid-19th century, Mt. Calvary Episcopal Church was established. In 1842, Dr. Wyatt, Rector of St. Paul's, reported the need for a new parish in northwest Baltimore to the official church body, Convention of the Diocese. The Convention realized this need and rented a warehouse on Franklin Street between Howard and Eutaw streets for the organization of the new church. A year later the property where Mt.

Calvary now stands was given to the church, with Robert Cary Long designing the church structure for this site.

Other institutions developed in the Seton Hill neighborhood, including the original location of the Johns Hopkins University and Hospital. When Johns Hopkins died on December 24, 1873, he left \$7 million to be divided equally to found a university and a hospital, both bearing his name. Toward this end, the trustees purchased a lot between North Howard Street and North Eutaw Street, improved by two residences that were converted into a single structure, known as the Administration Building; behind this the University erected another building named Hopkins Hall. These two buildings comprised Johns Hopkins University when formal instruction began in October 1876. The University remained in this location (generally Monument, Howard, Franklin, and Eutaw) for forty years until moving to the Homewood campus in 1916.



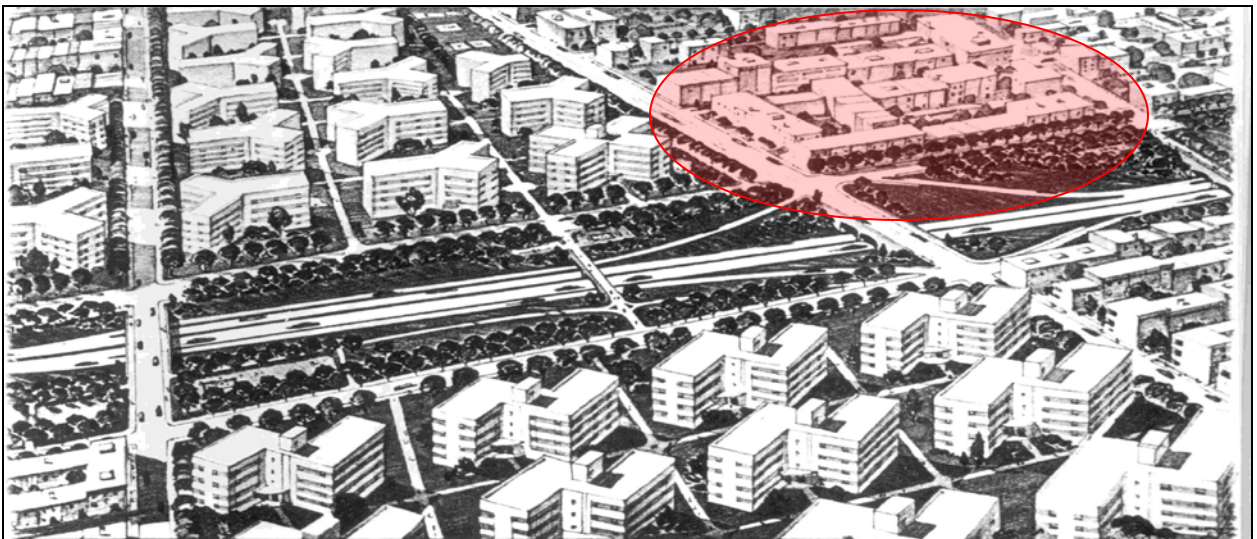
The area is also home to Maryland General Hospital, which was founded by a group of local doctors as a university-affiliated teaching hospital in 1881. In 1911, the Baltimore Medical College, as Maryland General Hospital was then known, affiliated with the University Of Maryland School Of Medicine and began its long tradition of medical training and patient care that continues today.

In 1953, nine aspiring black actors and actresses formed the Arena Playhouse, Inc., the oldest continuously operating African-American Community Theater in the country. The Arena Playhouse, located at 801 McCulloh Street, seats 300 and the Arena Players have included some famous Baltimoreans such as Howard Rollins and Charles Dutton.

Chipping Away at Seton Hill's Edge

Seton Hill's location at the convergence of two street grid patterns and proximity to downtown attracted many 20th-century plans that chipped away at the neighborhood. As early as 1904, the City began to formalize plans for the Howard Street extension to tie the southwest industrial area around Camden Yards to today's Charles North community by extending Howard Street across the Jones Falls. Thirty-three years later, the Howard Street extension was opened to traffic. The Howard Street extension was the first of many City-sponsored efforts that fragmented and demolished much of the Seton Hill community: McCulloh Homes opened in ca. 1939; the Bath Street viaduct opened in 1935 which made Franklin Street into a cross-town arterial; the Commission on City Plan designated the neighborhood as a redevelopment area in 1946; State Center was planned ca. 1953; Lexington Terrace opened in 1958; Murphy Homes in 1963; Madison Street was extended in 1970; and Martin Luther King, Jr. Boulevard opened in 1982.

The Franklin/Mulberry Street corridor was recommended for the route of Baltimore's East-West Expressway in 1945 and continued to be the recommended route through the 1960s and into the 1970s. Envisioning this area as a corridor for passing automobiles, in 1964 the Castle Motor Inn opened on the south side of Franklin Street as a five-level 200-unit motel with restaurant, pool, and bar. It was sold in 1967, and then again in 1970 when it became the James Brown Motor Inn. In 1972 the motel closed and the building became a retirement home. By 1969 almost 550 properties were acquired and demolished on the corridor just west of present-day Seton Hill.



The red circle marks the approximate location of Seton Hill.

Fifty Years of Rehabbin': 1960-2010

Although city-wide projects tore at the edges of Seton Hill, more modest development plans were being hatched within the neighborhood. In 1960, nine houses in the 600 block of Jasper Street were being restored by "energetic homeowners." By 1963, renovation fever stuck and other "refugees from the suburbs" began to fix up houses on George Street, as a Baltimore American article put it: "the Private Urban Renewal effort began three years ago at a cocktail party." This group of homeowners didn't stop at just restoring their houses; they showed them off. In 1964, the group started the first house tour and art show.



Nothing, however, galvanizes a group more than a threat. As early as 1965, Urban Renewal efforts (which have been recommended since the 1945) moved forward with plans to demolish much of the houses along St. Mary's and Orchard streets. City Councilman Thomas Ward persuaded officials to halt any demolition in order to ask the newly formed Commission for Historical and Architectural Preservation (CHAP) to survey the properties and report on their potential "historic value." A year later, more than a 100 houses were scheduled to be renovated by builder Leroy Kirby. The Sun reported in 1966 "Pigpens no more, these homes in Seton Hill show that urban renewal can be accomplished with old brick as well as new. Because such projects tend to boost property values and revitalize neighborhoods, new theories about preservation are forming." Two years later, the neighborhood became CHAP's third local historic district. The neighborhood has continuously been active in plotting its future. In 1972 the Mother Seton house was placed on the National Register, and in 1973 St. Mary's Chapel was designated a National Historic Landmark. Orchard Street Church was nominated to the National Register in 1976, and in 1993 the church was restored by the Baltimore Urban League, which now uses the building as offices. In 1985 Howard's Park opened adding another green space and potential asset to the community. In 2000, the neighborhood produced a *Seton Hill Walking Tour Booklet*.

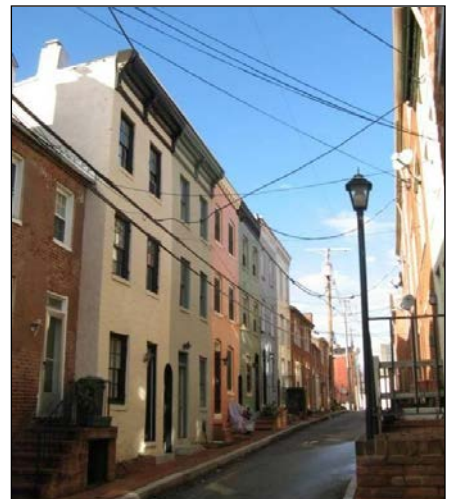
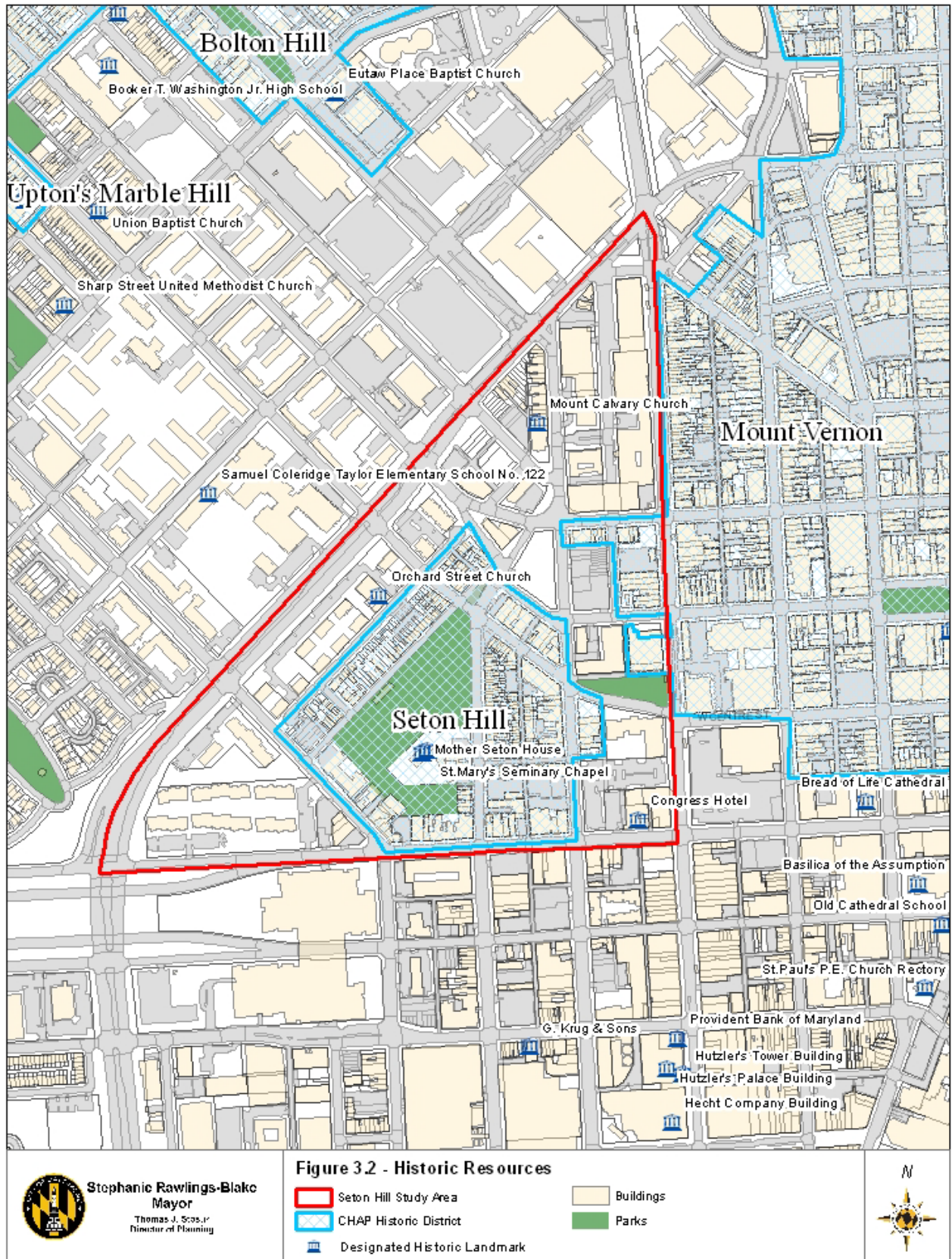


Figure 3.1: Historic Street Grid



Sidney and Neff map of 1851

Figure 3.2: History Resources



4 PLANNING PROCESS

In 1998, Seton Hill, along with adjacent Mount Vernon, Midtown and Bolton Hill, was included in a previous planning initiative known as the Midtown Strategic Neighborhood Action Plan (SNAP), which did not come to fruition. The Midtown SNAP was broken up into a series of more localized planning efforts, including this Master Plan for Seton Hill. Pending a planning process through the Department of Planning, the Seton Hill Association began an internal planning process with contributions by Baltimore City CHAP staff and the Neighborhood Design Center. The partial implementation of the 2005 Neighborhood Design Center study for Saint Mary's Park is currently underway with the Department of Recreation & Parks and many of the concepts included in that previous planning effort are also included in this Plan. In 2009, the Department of Planning began this planning process in earnest, picking up with a draft plan developed by the Seton Hill Association. This Plan is intended to tie up loose ends from the somewhat disjointed planning process and to augment previous planning effort as identified through the community charrette process.



Image courtesy of Deacon Michael Bishop. <http://www.michael-bishop.com/>

Community Process

The formal community planning process began in 2006 and continued in 2009 with a joint invitation from the Department of Planning and the Seton Hill Association to all property owners and tenants within the study area to participate in a "work session" as part of a process culminating in a Master Plan.

This meeting included an exercise to identify existing strengths and weaknesses of the community, as well as issues and opportunities for the future. A series of small work groups facilitated by Department of Planning staff focused on issues including historic preservation, housing, code enforcement, commercial revitalization, and future development. A subsequent “work session” included the review of preliminary recommendations, including alternatives for specific feedback.

Market Analysis

As part of the first “work session” attendees were asked to complete a community survey to inform a market analysis of the study area. The following items were included for consideration within the final market analysis:

- An assessment of conditions within the area and what it means for future strategies;
- Demographic market analysis (who lives and works in the area);
- A community surveys or focus groups (to add value to the data); and
- A retail market analysis (to identify consumer spending habits and whether additional opportunities to capture market share exist).

The completed market analysis informed the recommendations of this Plan and is included in its entirety in Appendix A.

Strengths, Weakness and Opportunities Exercise

At the first “work session” of the Seton Hill planning process on January 30, 2010, attendees participated in a group exercise to identify their community’s strengths, weaknesses and opportunities. While the strengths, weaknesses and opportunities identified by the draft plan developed by the Seton Hill Association were used as a jumping off point for this exercise, the final result, which is available in its entirety below, was a product of a lively group discussion. These strengths, weaknesses and opportunities were then reviewed, edited and confirmed at the second “work session” on May 22, 2010. The strengths, weaknesses and opportunities exercise has informed what topics and geography are addressed by this Plan and its recommendations.

Strengths

History	
1.	<p>Historic architecture</p> <ul style="list-style-type: none"> • CHAP local historic district • Iconic fire station
2.	Social history of the neighborhood, not just historical architecture
People	
1.	<p>Residents and broader community members</p> <ul style="list-style-type: none"> • Strong community association • Community capacity
2.	<p>Institutions</p> <ul style="list-style-type: none"> • Churches and religious institutions <ul style="list-style-type: none"> ◦ The Saint Mary's Spiritual Center has been an "anchor" within the neighborhood • Maryland General Hospital • Cultural Institutions such as the Urban League and Arena Players
Development	
1.	Proximity to Downtown
2.	Proximity to Mount Vernon Cultural District
3.	Proximity to future State Center transit oriented development site
4.	Smaller row homes, unique architecture lends itself to single family dwellings and discourages breaking up historic homes into multi-family units
Open Space	
1.	<p>Saint Mary's Park</p> <ul style="list-style-type: none"> • Asset at core of community • Recent improvements
2.	Howard's Park
Transportation	
1.	Access to Light Rail and other transit resources

Weaknesses

History	
1.	Incompliance with CHAP guidelines, building and housings codes.
People	
1.	Absentee property owners do not always manage properties well
2.	Isolation of institutions from community
3.	Quality of public schools in the area deters families from locating in the neighborhood, although the success of some of the area's public charter schools has helped in recent years
Development	
1.	Vacant/underutilized lots
2.	Vacant/underutilized commercial space
3.	Connections to surrounding communities
4.	Neighborhood isn't well known – "best kept secret in downtown"
Transportation	
1.	Traffic <ul style="list-style-type: none"> • Confusing traffic patterns • Indirect routes for cars • Excessive vehicular speeds
2.	Limited parking, although parking is less necessary given the access to light rail, bus and subway systems
3.	Unfriendly environment for pedestrians and bicycles
Open Space	
1.	Underutilization/misuse of open space <ul style="list-style-type: none"> • Crime • Off-leash dogs • Litter

Opportunities

History

- | | |
|----|---|
| 1. | Establish regular coordination with CHAP on code enforcement issues, including neighborhood walk-throughs |
|----|---|

People

- | | |
|----|--|
| 1. | Integrate institutions into the community <ul style="list-style-type: none"> • 30,000 people work within a half mile radius of the neighborhood |
|----|--|

Development

- | | |
|----|--|
| 1. | Create a vision for infill development |
| 2. | Commercial revitalization initiative with business and property owners |
| 3. | Development opportunities along Howard Street corridor |
| 4. | Participant in the "Healthy Neighborhoods" program |

Transportation

- | | |
|----|---|
| 1. | Removal of Orchard Street cul-de-sacs |
| 2. | Long term traffic study recommendations <ul style="list-style-type: none"> • Reconfiguration of Paca and McCulloh intersection • Improvements to pedestrian crossings, connectivity |
| 3. | Further study of conversion of Paca and Centre/Druid Hill to two-way traffic patterns |
| 4. | Market the neighborhood to individuals employed in D.C. because of transit access |

Open Space

- | | |
|----|---|
| 1. | Long term improvements to Howard's Park <ul style="list-style-type: none"> • Celebrate the station area • Programming of open space |
| 2. | Long term improvements to Saint Mary's Park <ul style="list-style-type: none"> • Festivals • Programming of open space • Improvements to park building |

5 DEVELOPMENT OPPORTUNITIES

Despite Seton Hill's proximity to Baltimore's Central Business District and the surrounding areas of strength, the neighborhood continues to experience abandoned lots, loitering and nuisance behavior, and crime. These visible deterrents to investment have hindered market conditions that support the renovation of Seton Hill's eclectic mix of historic homes. As adjacent communities such as Mount Vernon have rebounded from similar disinvestment, Seton Hill has not experienced resurgence to the same extent, isolated from the surrounding communities by such barriers as the major thoroughfares of Martin Luther King, Jr. Boulevard and Franklin Street and the Light Rail on Howard Street. Other challenges include the small size of the housing stock by modern standards, particularly the remaining alley houses, which were often demolished elsewhere in the city.

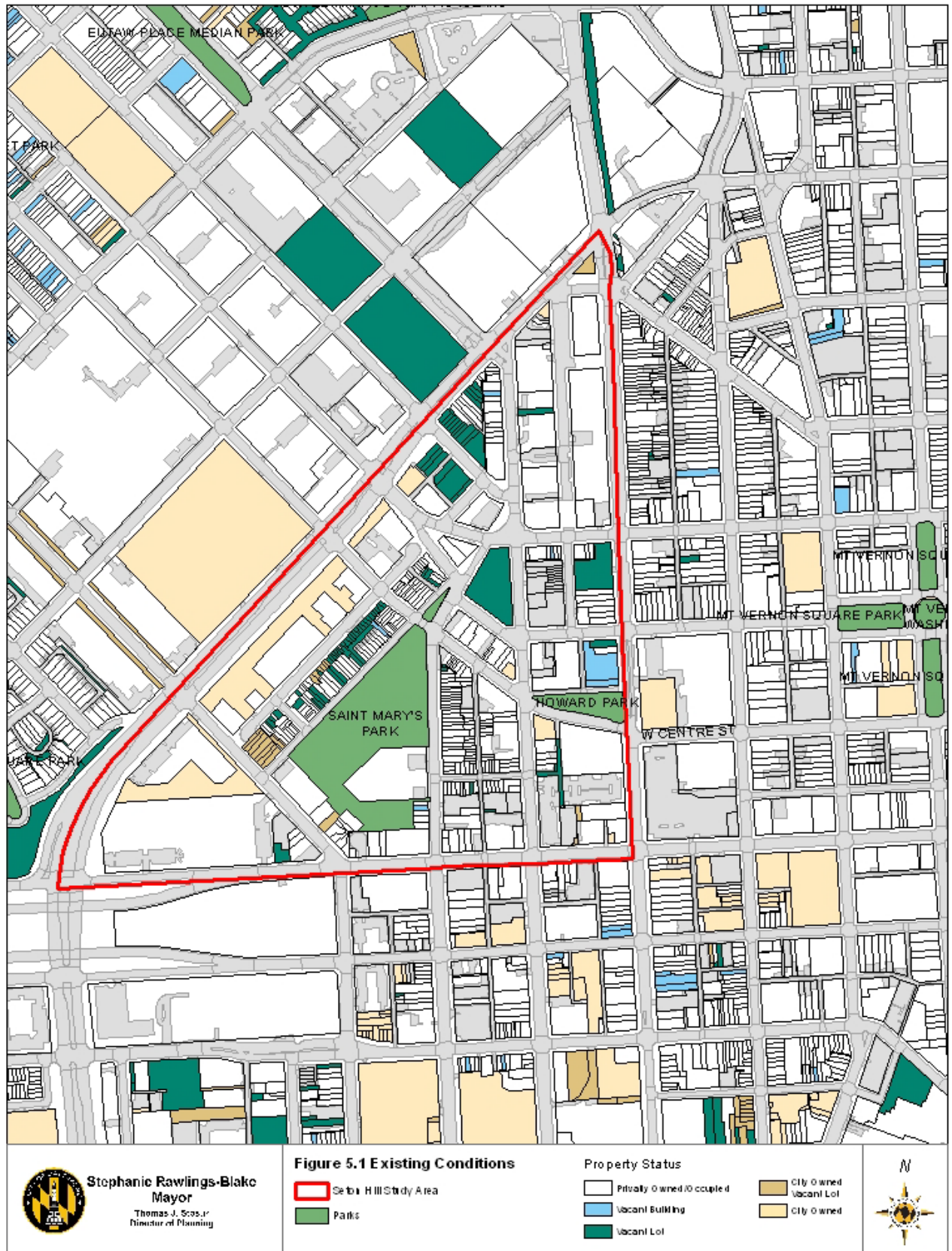
Development Recommendations Overview

The development recommendations of this Plan fall loosely into three categories: historic preservation, infill development opportunities, and supporting commercial/institutional assets.

Historic Preservation and Development

Opportunities exist within Seton Hill for both small scale and large scale redevelopment, ranging from the renovation of individual rowhomes to infill development. The neighborhood's historic building stock both attracts residents and sets the character of the built environment to which any infill development will need to respond. Information on how Seton Hill's designation as a historic district guides renovation and new construction in the area and how historic tax credits can incentivize development is provided below. Additional education within the community coordinated by the Seton Hill Association with support from the Commission for Historical and Architectural Preservation staff regarding both the incentives and restrictions associated with the historic district designation would support the recommendations of this Plan.

Figure 5.1: Existing Conditions



Historic District

The National Register describes a historic district as “a geographically definable area - urban or rural, large or small - possessing a significant concentration, linkage, or continuity of sites, buildings, structures, and/or objects united by past events or aesthetically by plan or physical development.”

Seton Hill is included in two types of historic districts – both national and local. A National Register Historic District is a distinction conveyed by the Federal Government, and while it provides opportunities for Federal Historic Tax Credits does not otherwise include review of alterations to structures within the district. A local Commission for Historical and Architectural Preservation (CHAP) historic district designation is conveyed by the Mayor and City Council of Baltimore and is generally, requested by the residents of a community. A local CHAP historic district is an area wherein there are located buildings and structures which have demonstrated special architectural, historical, cultural, economic, social, or community significance. This program is overseen by the CHAP, the earliest and first commission of its kind in Maryland. Advantages of a local CHAP historic district, such as the Seton Hill CHAP Local Historic District, include:

- Promoting rejuvenation or rehabilitation;
- Providing for protection and review when affected by State and/or Federal projects;
- Providing expert review of proposed exterior changes as part of Baltimore City permit review process; and
- Protects from demolition and inappropriate development.



Historic Preservation Review Process

Properties within the Seton Hill CHAP Local Historic District are subject to CHAP review and approval for all construction or demolition permit applications in accordance with the Baltimore City Historic Preservation Procedures and Design Guidelines (2009). The complete Baltimore City Historic Preservation Procedures and Design Guidelines are available at:

<http://www.baltimorecity.gov/Government/BoardsandCommissions/HistoricalArchitecturalPreservation/ProceduresandGuidelines.aspx>

Properties that are outside of the Seton Hill CHAP Local Historic District may still be subject to preservation review per Section 106. Any project receiving federal dollars and State or State-funded projects must be reviewed by the Maryland Historical Trust (MHT). If the MHT determines that a project will have an adverse impact on historic properties, they will enter into negotiations to mitigate the impact on historic resources. Please refer to the following resource for further information:

http://mht.maryland.gov/projectreview_agencies.html#MHTReview

Any project with financial or technical assistance from Baltimore's Department of Housing and Community Development, Baltimore Development Corporation or any other City Agency should consult with the Division of Historical and Architectural Preservation of the Department of Planning in order to coordinate any historic preservation review for their project.

Historic Preservation and Code Enforcement

Seton Hill's status as a historic district provides additional leverage for code enforcement. The Commission for Historical and Architectural Preservation staff has committed to being active in this process through semiannual walk-throughs of the neighborhood with representatives of the Seton Hill Association to proactively identify and report potential code violations. Encouraging code enforcement and the adherence to the CHAP Historic Preservation Procedures and Design Guidelines will contribute to the overall improvement of the community on a property by property basis.

Historic Tax Credits

Baltimore City currently offers a property tax incentive program for landmark designated properties and properties located in local historic districts such as the Seton Hill CHAP Local Historic District. The program, called the Property Tax Credit for Historic Restorations and Rehabilitations, is a 10 year, comprehensive tax credit program that helps the City in its mission to preserve Baltimore's historic neighborhoods by encouraging property owners in these districts to complete substantive rehabilitation projects.



The credit is granted on the increased assessment directly resulting from qualifying improvements. The assessment subject to the tax credit is computed once and used for the entire life of the credit. The credit for projects with construction costs less than \$3.5 million is 100%, and for projects with construction costs more than \$3.5 million is 80% in the first five taxable years and declines by ten percentage points thereafter. The ten-year tax credit applies for all qualifying renovations, both interior and exterior, will benefit both homeowners and businesses, and is fully transferable to a new owner for the remaining life of the credit. Additionally, State and Federal Historic Tax Credit programs may also be applicable to development projects within Seton Hill and may work in tandem with the Baltimore City Property Tax Credit for Historic Restorations and Rehabilitations.

Infill Development Opportunities

Within Seton Hill, existing vacant land and new developable land created by the closure of right-of-way as recommended by the Transportation and Traffic section of this Plan creates the opportunity for infill development without the demolition of historic structures. While future development is anticipated to be driven by the private market, this Plan illustrates options for how infill development could support Seton Hill as a diverse mixed-use community through reconnecting the neighborhood with the adjacent urban fabric. The City of Baltimore primary land holdings in the neighborhood include right-of-way proposed for closure and the parcel west of the existing Arena Players site.

Figure 5.2: Infill Development Schematics



Rowhouses on tree-lined streets



- A. Re-aligned streets allow for larger development parcels with park frontage, reductions in through traffic and small park amenity.
- B. New Arena Players
- C. New rowhouses
- D. New rowhouses
- E. New rowhouses or medium density housing with frontage on park

Concept A: Rowhomes



Medium Density Housing



Mews

- A. Re-aligned streets allow for larger development parcels with park frontage, reductions in through traffic and small park amenities.
- B. New Arena Players with mixed uses and wrapped parking structure
- C. New rowhouses
- D. New multi-family with frontage on mews and park, set-back from BGE
- E. Monument Street visually connected to St. Mary's Park through creation of mews
- F. New rowhouses line mews

Concept B: Multi-Family Residential and Rowhomes

Discussion of Infill Development Schematics

Concept A is the lower density infill development concepts explored in this Plan and envisions how rowhouses, the neighborhood's predominate residential development type, could be extended to reconnect the urban fabric in places where there is opportunity for new development. Concept A retains the most of the 500 block of Druid Hill Avenue, only pursuing the redevelopment of the existing non-historic structures on western end of this block. The historic firehouse structure at 700 N. Eutaw Street is proposed to be preserved in all of the concepts for the 500 block of Druid Hill Avenue. In Concept A, the Arena Players is shown in a new facility with improved visibility, fronting on Martin Luther King, Jr. Boulevard, with a private surface parking lot.

Concept B is a higher density schematic concept that maximizes the opportunities for multi-family development. On the Arena Players site, the theater is integrated into a single mid- or high-rise development with shared parking arrangement between the theater and a mid-rise apartment building. The density proposed for this site in this scheme would relate to the high-rise transit oriented development proposed at the State Center redevelopment across Martin Luther King, Jr. Boulevard. Monument Street is discontinued between Orchard and Saint Mary's Street to achieve additional rowhome units. Although a more aggressive approach to the 500 block of Druid Hill Avenue was considered where only the historic firehouse structure was retained this alternative was ultimately rejected because of the historic preservation considerations.



Alternate Roadway Reconfiguration

Both of the development concepts included in this Plan explore a roadway configuration that differs from the roadway configuration referenced in the Transportation and Traffic chapter of this Plan and shown in their entirety in Traffic Study (Appendix B). An alternate roadway configuration scheme where portions of Paca and Monument Streets were closed (rather than the closure of a portion of was pursued because it results in larger development parcels with frontage on Saint Mary's Park while discouraging cut through commuter traffic within the community by eliminating access to Martin Luther King, Jr. Boulevard from Paca Street within the neighborhood.

The Arena Players Development Site

Options for relocating the Arena Players, an African-American theater company and Seton Hill institution of national significance, are explored in all three of the schematic concepts. Arena Players' existing facility is in disrepair, and the opportunity for this institution to remain in the neighborhood and have a state of the art facility would seem to be beneficial to both the institution and the broader community.



Through the sale of Arena Players existing site or the transfer of development rights, coupled with the City's ownership of the parcel directly west of the theater's existing facility, the development of a new theater could be subsidized or underwritten by a developer of the privately owned parcels to the northeast. The completion of the first phases of the proposed State Center development will boost developer interest in the site and the marketability of the land holdings of the Arena Players and the City at this site.



Scattered Rowhouse Infill Development Opportunities

Infill development alternatives were not explored for scattered rowhouse lots on streets such as Orchard and Saint Mary's because the sites only lend themselves to one development type: rowhouses. It is the recommendation of this Plan that these sites be developed consistent with the architectural fabric on the row. City-owned scattered rowhouse infill development sites should be made available to interested developers as soon as possible to facilitate the restoration of these block faces.

Commercial and Economic Development

Despite the concentration of potential shoppers in the immediate vicinity to Seton Hill, including the Central Business District and Downtown's Westside, other employment hubs such as State Center and Maryland General Hospital, and the dense residential population in Baltimore's Midtown, there is the perception that the immediate neighborhood lacks retail or restaurant options. According to survey respondents, select existing commercial establishments are commonly frequented, such as Waterstone and Trinacria's, while others are not.

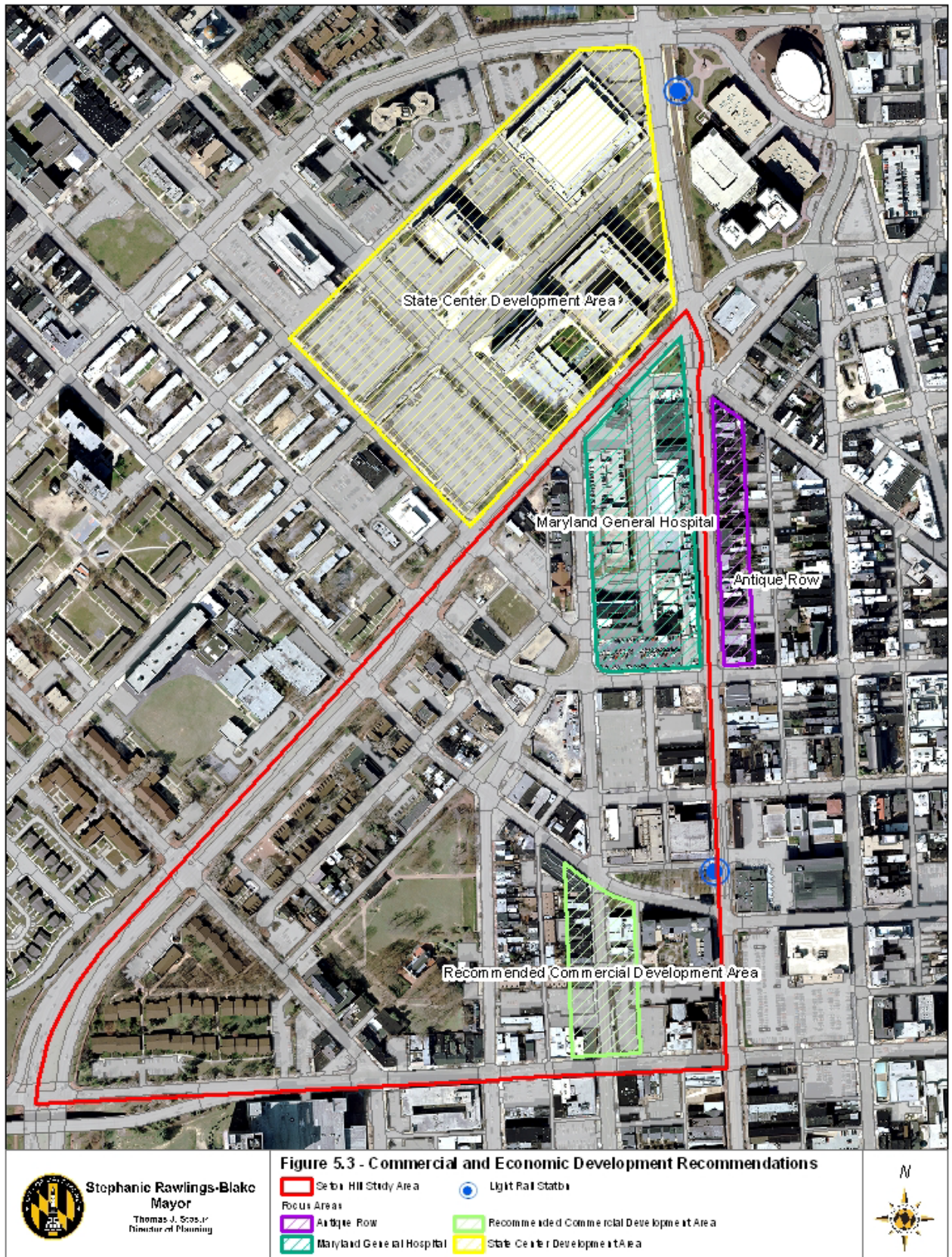
Market Analysis

While pedestrian oriented commercial uses are a desirable part of a vibrant street life, the market analysis conducted as part of this planning process stresses the need to focus these uses into nodes rather than trying to extend commercial uses along the entire Howard Street and Eutaw corridors (Appendix A). Commercial activity should build off the existing strength and concentration of businesses in the 500 and 600 blocks of Eutaw Street, with an additional opportunity for a node of commercial activity on Howard Street at the Centre Street Light Rail station area that would strengthen the connection between Seton Hill and the adjacent Mount Vernon neighborhoods. Rather than seeking to attract significantly more commercial businesses to the area, the focus of commercial and economic development activities should be diversifying the types of businesses and products offered and improving the quality and "curb appeal" for existing businesses.

With the neighborhood's access to transit and proximity to downtown, office space is an attractive alternative use for ground level retail space on Eutaw and Howard Streets while there is insufficient market to support additional retail and restaurant establishments. As high density infill development is pursued both within Seton Hill and in the adjacent State Center and Downtown's Westside, additional pedestrian oriented commercial uses may be supported in the future.



Figure 5.3: Commercial and Economic Development Recommendations



Promotion of Area Businesses

Coordinated branding and promotion initiatives should be considered to maximize the impact of the limited marketing dollars of the small businesses located in the neighborhood. Opportunities for grant assistance with the renovation of storefronts may be available through Downtown Partnership of Baltimore's façade improvement program.

Antique Row

A collection of destination antique shops on the 800 block of Howard Street has been a longstanding attraction in Seton Hill. Although this type of retail is an attractive asset to the neighborhood, it requires a region base of shoppers to be sustained, making it a challenging success to replicate in other parts of the neighborhood. The retailers of Antique Row have organized through the Antique Row Merchants' Association, a group which could serve both as a model and a resource to assist other small businesses in the area in organizing.



Culture and Entertainment

Seton Hill contributes to the rich cultural scene of Baltimore, adding a unique experience to this diverse tapestry. Many of Seton Hill's attractions, such as the Arena Players, artist space at the H&H Building, the St. Mary's Spiritual Center and Historic Site are complimentary to those found in adjacent Mt Vernon. Further promotion of these cultural attractions would increase the number of visitors to the area, supporting the goals for increased commercial activity and contributing to the neighborhood's name recognition.

In 2010, the Seton Hill Association hosted a French Festival building on the area's French and French colonial heritage. Additional opportunities for programmed activities in Saint Mary's Park, such as the "First Thursdays" events currently hosted in Mount Vernon Place Park, would also increase the opportunities to attract tourist and local visitors to the area.

The Arena Players

In 1953, nine aspiring black actors and actresses formed Arena Players, Inc., the oldest continuously operating African American Community Theater in the country. Currently located at 801 McCulloh Street, the Arena Players have included some famous Baltimoreans such as Howard Rollins and Charles Dutton.

Despite the Arena Players notable cultural importance, within the Seton Hill neighborhood, the city of Baltimore and beyond, their current facility is in disrepair. However, retaining this cultural institution within the Seton Hill neighborhood is of the utmost importance because of the historic and present integral role of this cultural institution in the surrounding community. In the development recommendations, this Plan explores opportunities to retain the Arena Players at their current location with the potential for additional development on the site that could subsidize or underwrite the development of a new, state-of-the-art theater facility.

Synergies may exist between the Arena Players and other area cultural institutions that should be explored to further support the continuation of the Arena Players' valuable programming, such as the Greater Baltimore Urban League, other theater venues such as Center Stage and the Hippadrome Theater, and various religious institutions.



Heritage Trail

The Mother Seton House is included as a landmark on the Pennsylvania Avenue Heritage Trail. This free tour explores the area's African America history:

"West Baltimore's Pennsylvania Ave existed long before NYC's Harlem or Washington D.C.'s U Street... Experience the nation's rich African American heritage on the Pennsylvania Avenue Heritage Trail. See the home and first school of trailblazing Supreme Court Justice Thurgood Marshall. Explore the Avenue Market, the Baltimore Arabber Center, monuments to the Royal Theatre and Billie Holiday, artist Romare Bearden's mural in the Upton Metro Station, and historic churches, schools, social organizations, entertainment venues, homes and more," (www.starspangledtrails.org).

The promotion of Seton Hill's historic attractions through the inclusion of additional sites in the neighborhood in the Pennsylvania Avenue Heritage Trail and the Mount Vernon Cultural District Heritage Trail would improve the stature of the neighborhood as a whole.

The Mount Vernon Cultural District

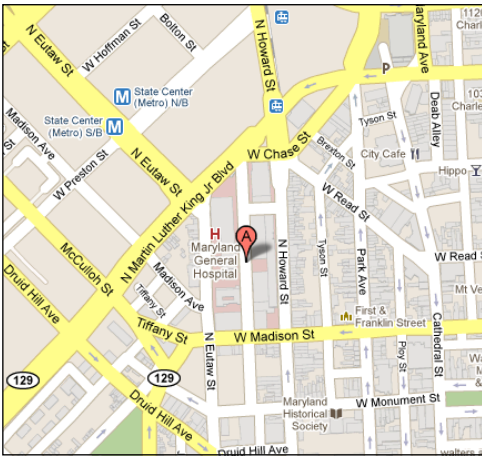
The Mount Vernon Cultural District was established in 1996 by institutions and stakeholders to be a catalyst for efforts to preserve the integrity of the neighborhood through improving the physical environment, providing clean and safe streets, attracting residents and businesses, and promoting the unique nature of the neighborhood to the public. Although the Mount Vernon Cultural District includes many institutions just outside of Seton Hill's borders, the inclusion and participation of the cultural institutions within Seton Hill may benefit these institutions and the neighborhood as a whole.



Maryland General Hospital



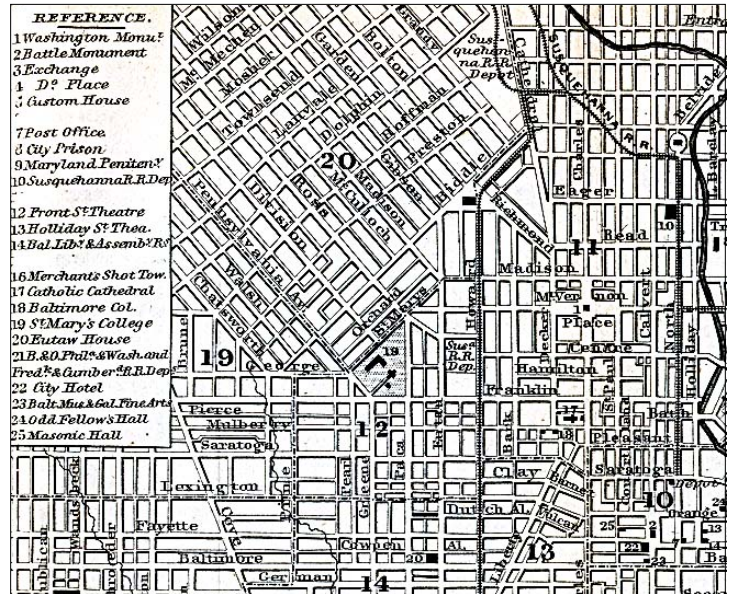
In addition to the many cultural institutions within Seton Hill, the northern portion of the neighborhood is home to Maryland General Hospital, part of the University of Maryland Medical System. With the State Center office complex directly across Martin Luther King, Jr. Boulevard, this northern portion of the neighborhood is less residential in character; however, through the proposed redevelopment of State Center (page 6) a new transit-oriented development with residential, commercial and office components is envisioned. Forging a connection between Seton Hill and the proposed State Center redevelopment would improve access for Seton Hill residents to Baltimore's subway, employment opportunities and larger scale retail shops. Similarly, there is the opportunity for Seton Hill to attract patrons to their existing retail shops, institutions, and open spaces and to improve the prominence of the neighborhood within Baltimore from the additional activity at a redeveloped State Center.



The properties most strategically located to help forge this connection between Seton Hill and State Center are those included in the Maryland General Hospital campus. Today, the Maryland General Hospital campus is oriented inwards towards Linden Avenue, which is otherwise a minor street. In the long term, the Maryland General Hospital campus should be reoriented towards Howard and Eutaw Streets to support these commercial corridors and to strengthen the connection between the hospital campus and the light rail. In the short term, opportunities to help achieve this goal include the renovation of existing structures to activate the ground level of Howard and Eutaw Streets with doctor's offices and other pedestrian oriented medical uses.

6 TRANSPORTATION AND TRAFFIC

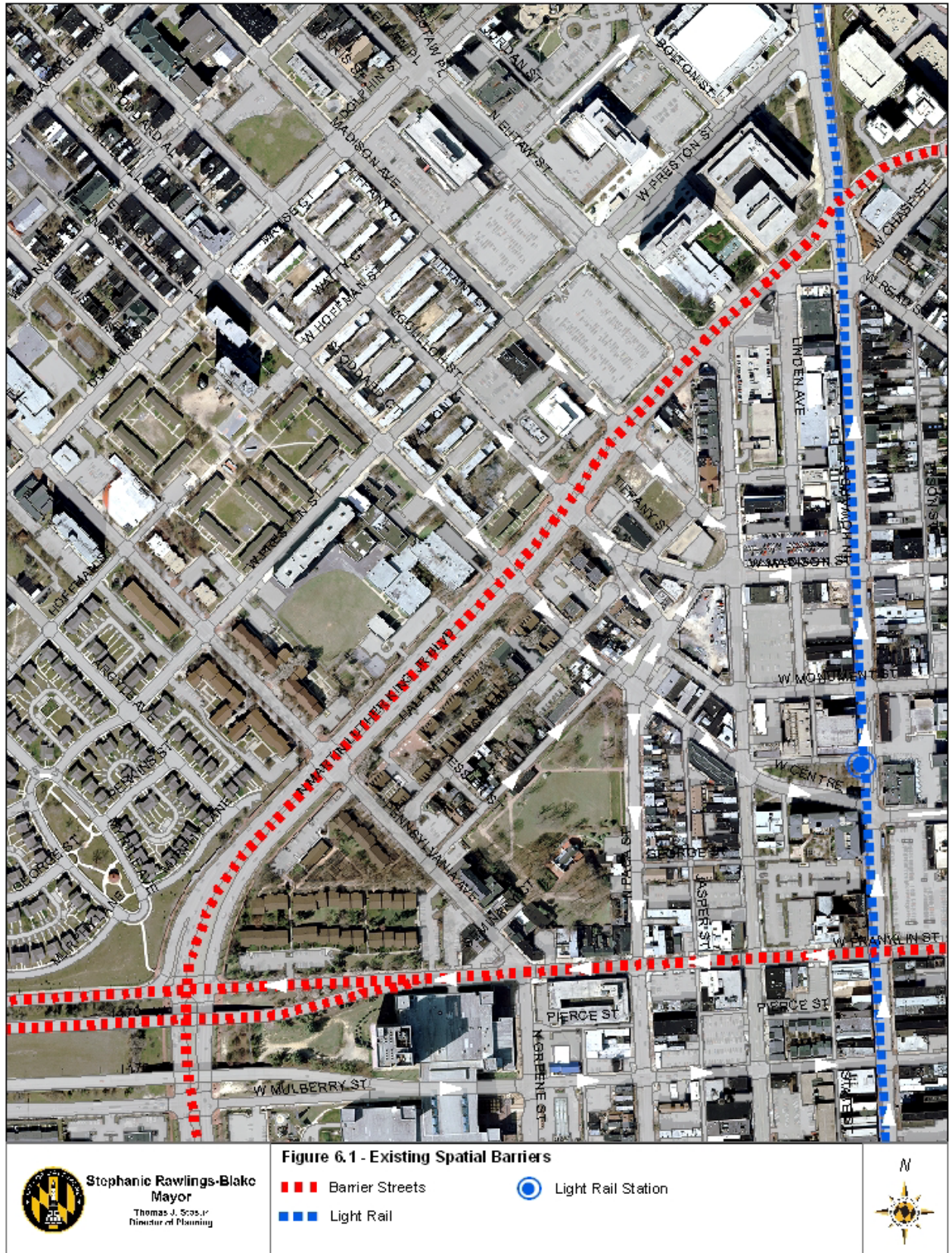
Seton Hill has a long and complicated history with the issues of transportation and traffic dating back to the early development of Baltimore where the neighborhood was the intersection between downtown's regular north/south grid, and west Baltimore's grid which is oriented to the northwest. In this map, which dates to 1870, Saint Mary's College and its grounds (today's Saint Mary's Park) make it easy to identify the neighborhood.



On the south, urban planning from the 1960s resulted in the installation of "the highway to nowhere," making Route 40 downtown's primary east/west corridor. In the 1980s, the neighborhood's western boundary was redeveloped, including the installation of Martin Luther King, Jr. Boulevard and the construction of the Orchard Mews Apartments. The construction of the at-grade Light Rail system on Howard Street in the 1990s further compounded Seton Hill's increasing isolation from its surrounding neighborhoods.

The legacy of these past transportation projects is a confusing network of streets, many of which are narrow historic streets that can only accommodate one-way traffic patterns. Intersections often include more than two streets and are overly-wide. Despite the complicated traffic patterns, the neighborhood's proximity to downtown and Martin Luther King, Jr. Boulevard (connecting the I-95 corridor with I-83/I-695) make cut-through traffic and speeding problems even within the neighborhood's residential core. As part of this planning process, a traffic study was conducted to explore potential solutions to these traffic issues.

Figure 6.1: Transportation Barriers



Traffic Study Recommendations

A traffic study conducted in 2008 by consultants to the Department of Transportation investigated improving and simplifying traffic patterns within the Seton Hill neighborhood to improve access for residents and to discourage cut-through traffic. The traffic study's recommendations include closing the Saint Mary's Street spur, the conversion of Paca Street to a two-way traffic pattern, and the installation of a roundabout at the intersection of Madison and Eutaw Streets. Traffic models have been run on the design illustrated in Figure 6.2 and confirmed that this solution balances the objectives of the Seton Hill neighborhood to minimize cut-through traffic and speeding while clarifying certain intersections and maintaining an acceptable level of service for the region as a whole.

The closure of the Saint Mary's Street spur would clarify the current intersection of Druid Hill Avenue, Paca and McCulloh Streets by discontinuing Saint Mary's Street north of Druid Hill Avenue and McCulloh Street between Orchard and Paca Streets. Traffic heading westbound to Martin Luther King, Jr. Boulevard would be redirected north on Paca Street and west on Madison Street/Tiffany Street/McCulloh Street. This proposed reconfiguration would also result in new usable land being captured through the closure of right-of-way; concepts for the programming of this new usable land are illustrated in Figure 6.3.

The conversion of Paca Street to a two-way traffic pattern between Franklin and McCulloh Streets would allow this street to serve as the main two-way axis through the residential neighborhood, improving direct vehicular access to residences on narrow one-way streets. While there has been discussion of the opportunity to convert Druid Hill Avenue/Centre Street to a two-way traffic pattern for traffic calming purposes, this alternative was not studied as part of the traffic study, but the traffic study proposes to calm traffic through the installation of bump outs to slow traffic and provide safer pedestrian crossings.

The roundabout proposed at the intersection of Eutaw, Paca and Madison Streets would clarify the existing confusing and overly-wide intersection by further restricting traffic to a counter-clockwise movement and removing the current traffic signal.

The recommendations of the traffic study are summarized in Figure 6.2, with Figure 6.3 illustrating potential uses for the new usable land resulting from the closure of the Saint Mary's Street spur. The complete traffic study is available in Appendix B. In addition to the improvements detailed in Figure 6.2, this Plan recommends that speed humps are installed on Orchard and Saint Mary's Streets and that a four-way pedestrian crosswalk be installed at the intersection of Eutaw and Druid Hill.

Figure 6.2: Traffic Study Recommendations

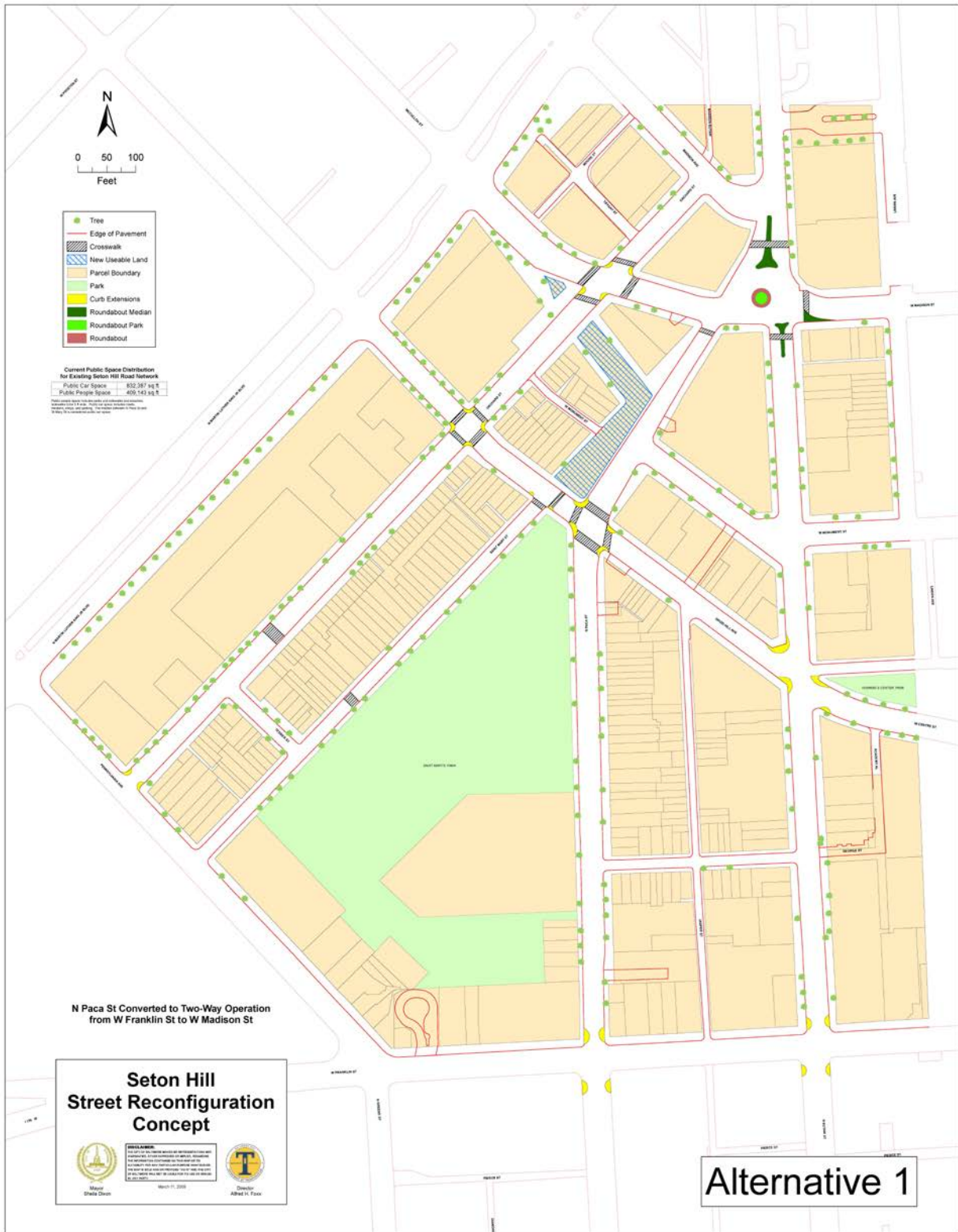


Figure 6.3: Concepts for New Usable Land



Streetscaping

Currently, the streetscape within Seton Hill is in disrepair, impacting the perception of the neighborhood and the quality of life for its residents. The planting of trees inappropriate to the tight scale of the neighborhood has caused trees to outgrow their tree wells, leading to sidewalk damage. Tree roots often cause damage to the old foundations of the historic houses and rupture sewage lines. Elsewhere in the neighborhood street trees are lacking and would enhance the pedestrian realm and encourage traffic calming.

There is a need for a comprehensive review and improvements to the streetscape throughout the neighborhood. Where there is room to accommodate new street trees they should be added. Where existing trees do not have sufficient room and are causing damage to both public infrastructure and private structures they should be replaced with a more appropriate type of tree if possible or removed all together. Other improvements to the pedestrian realm that would enhance safety is through the limbing of existing street trees and the installation of pedestrian scale historic lighting fixtures where they do not exist currently.

Transit

Baltimore's Light Rail runs along Seton Hill's eastern boundary, Howard Street, with additional access to the Metro provided at both Lexington Market and State Center. The enhancement of the Centre Street Light Rail station area through renovations to the adjacent Howard's Park and nearby commercial properties would encourage additional transit ridership as well as attract existing transit riders to the neighborhood.



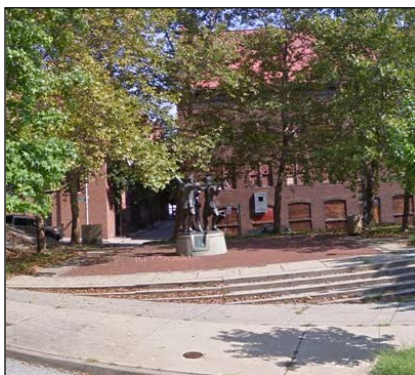
7 OPEN SPACE

Seton Hill features two primary open spaces: Saint Mary's Park at the core of the neighborhood and Howard's Park along Centre Street at the neighborhood's eastern edge. Historically, Saint Mary's Park was the grounds of Saint Mary's College. As the use of this open space has shifted from private grounds to a public park the entrances added on Saint Mary's and Paca Streets.

Saint Mary's Park retains much of its original seclusion, which is both inherent to the park's charm and the cause of some of its problems in recent years. Today, the park is in transition – while it is no longer in complete disrepair or riddled with crime, elements of these problems persist. Recent improvements to the park include the installation of lighting and other furnishings and improvements to the walls and the walkways. In the immediate vicinity park construction of the Visitor Center associated with the Saint Mary's Spiritual Center and Historic Mother Seton House was also recently completed. The Visitor Center, which fronts on both Paca Street and the park itself, is a state of the art facility which compliments the historical site although it is decidedly modern.



The Sulpicians who run the Saint Mary's Spiritual Center and Historic Site have made space in the Visitor's Center available to the Seton Hill Association for meeting space, such that the remaining function of an existing historically inappropriate and dilapidated structure within the park is as storage space. A fountain in the northern portion of the park is currently inoperable. Other issues within the park include litter, crime, and conflicts between off-leash dog owners and other park users, and under usage.



Howard's Park, which extends along Centre Street between Howard and Eutaw, suffers from many of the same issues. The Centre Street Light Rail station is located along the park's Howard Street frontage. Significant grade change, the park's narrow configuration, high traffic volumes on Centre Street and the vacant structures that front the park to the north create unique challenges for programming and accessibility within Howard's Park. Currently, the park is terraced with a sculpture in the center.

Figure 7.1: Existing Open Space

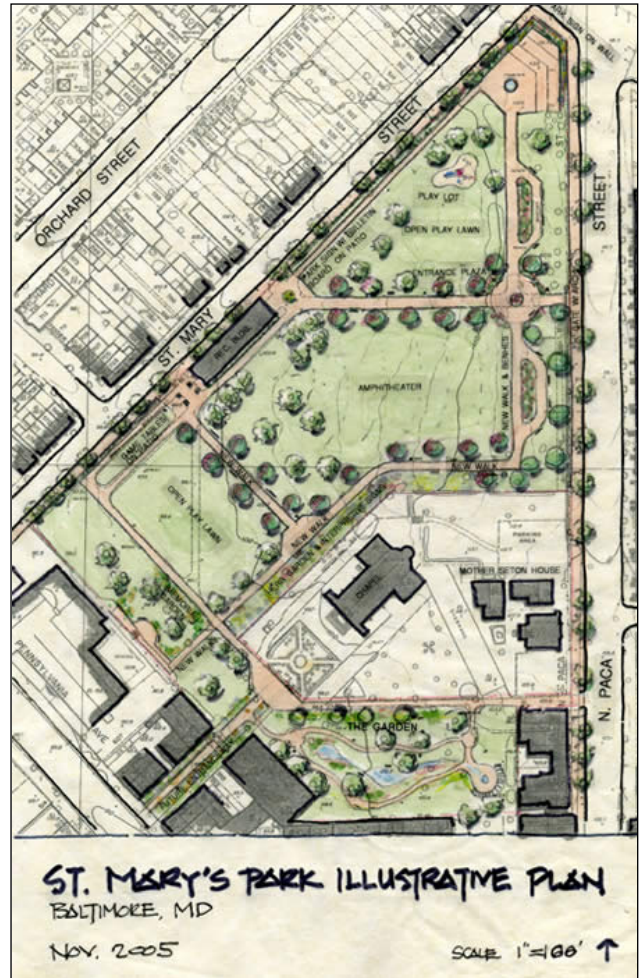


	<p>Stephanie Rawlings-Blake Mayor Thomas J. Scos, Jr. Director of Planning</p>	<p>Figure 7.1 - Seton Hill Parks</p>	<p> Seton Hill Study Area City Parks Chesapeake Commons Open Space</p>	<p> Property Boundaries</p>	<p>N </p>
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Neighborhood Design Center Process

In 2005, the Seton Hill Association hired the Neighborhood Design Center (NDC) to complete a planning process for both Saint Mary's Park and Howard's Park pending a broader Department of Planning master plan process. Many of the recommendations made through the NDC process are included in the recommendations of this Plan while still approaching the issues anew.

Out of the NDC plan, the Seton Hill Association pursued grant funding for the design and installation of a contemplative garden at the southernmost portion of the park. Although design funds were obtained, construction of the contemplative garden has not been funded at this time. Other components of the NDC plan, such as the renovation of an existing fountain at the north of the park are currently in process lead by the Seton Hill Association.



Saint Mary's Park

The process of upgrading Saint Mary's Park has already begun, and because of the historic significance of this open space, the recommendations of this Plan are intended to enhance the park without changing the core layout and programming.

Already in process are improvements to lighting and other furnishings, repairs and minor alterations to the park walls and the walkways, as well as a community-lead process to repair the existing fountain. In addition to the cosmetic improvements, this Plan recommends the replacement of the existing park structure. The existing structure is historically inappropriate and in disrepair.



A replacement structure is proposed that would support the neighborhood's goal of hosting additional festival and events in the park, including the French Festival, celebrating the community's French heritage and organized by the Seton Hill Association for the first time in 2010. This structure should frame concerts and other performances and include utilities hook-up to support these activities. The design of a replacement structure should complement its historic context. The replacement of the functions of the existing structure, including the secure storage for maintenance equipment and public bathrooms should be replaced within the park, while the potential for creating new meeting space should also be explored.

Another recommendation for Saint Mary's Park is the further exploration of the installation of a new entrance to the park at its northernmost tip, at the intersection of Druid Hill Avenue with Paca and Saint Mary's Streets. The addition of this entrance would enhance the accessibility of the park and improve the visibility of the restored fountain. This entrance would also create an opportunity to "announce" the park to both pedestrians and vehicular traffic on Druid Hill Avenue/Centre Street by marking this entrance with a vertical element.

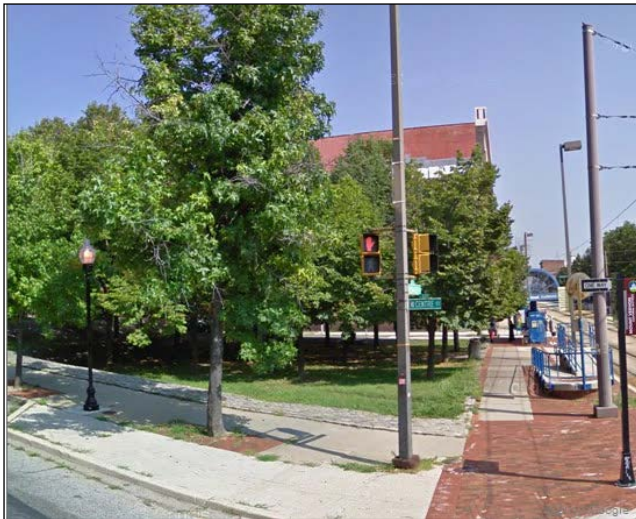
It is also recommended to explore the potential to improve and secure the southern portion of the park because the current configuration lacks programming and has contributed to security concerns in the park.

Figure 7.2: Saint Mary's Park Recommendations



Howard's Park

Howard's Park is currently underutilized despite its location adjacent to the Centre Street Light Rail station. This Plan recommends that Howard's Park be renovated to accommodate both a station plaza and an enclosed off-leash dog park.

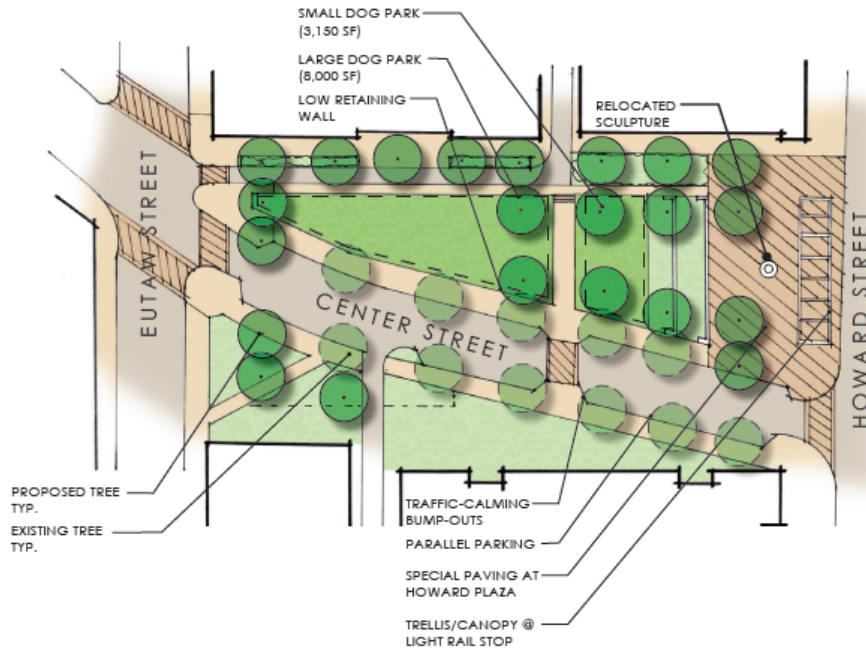


The park's unusual configuration and steep grade make it attractive for use as a dog park, which would hopefully alleviate tensions in Saint Mary's Park between off-leash dog owners and other park users by providing a legitimate location for this use. Although the buildings fronting Howard's Park to the north are currently vacant, a destination use such as a dog park could attract activity to this area because of limited access to such amenities in the Midtown and Central Business District.

The demand for this type of amenity will only increase as outmoded buildings within the Central Business District are renovated for residential use and the number of residents living downtown increases. The foot traffic from a dog park will in the short term enhance safety at this location, encouraging Light Rail ridership, and in the long term will support the renovation of the adjacent buildings through creating an amenity for future residents and customers for future businesses. Additionally, the activation of Howard's Park at the seam between the Mount Vernon and Seton Hill neighborhoods will contribute to bridging the current gap between the neighborhoods, attracting additional patrons to Seton Hill's businesses and tourists to the neighborhood's cultural attractions.

While the complete renovation of Howard's Park will have a transformative effect on this part of Seton Hill, it is a long term capital project. In the short term, a more interim solution that would allow for a dog park at this location should be explored.

Figure 7.3: Howard's Park Recommendations

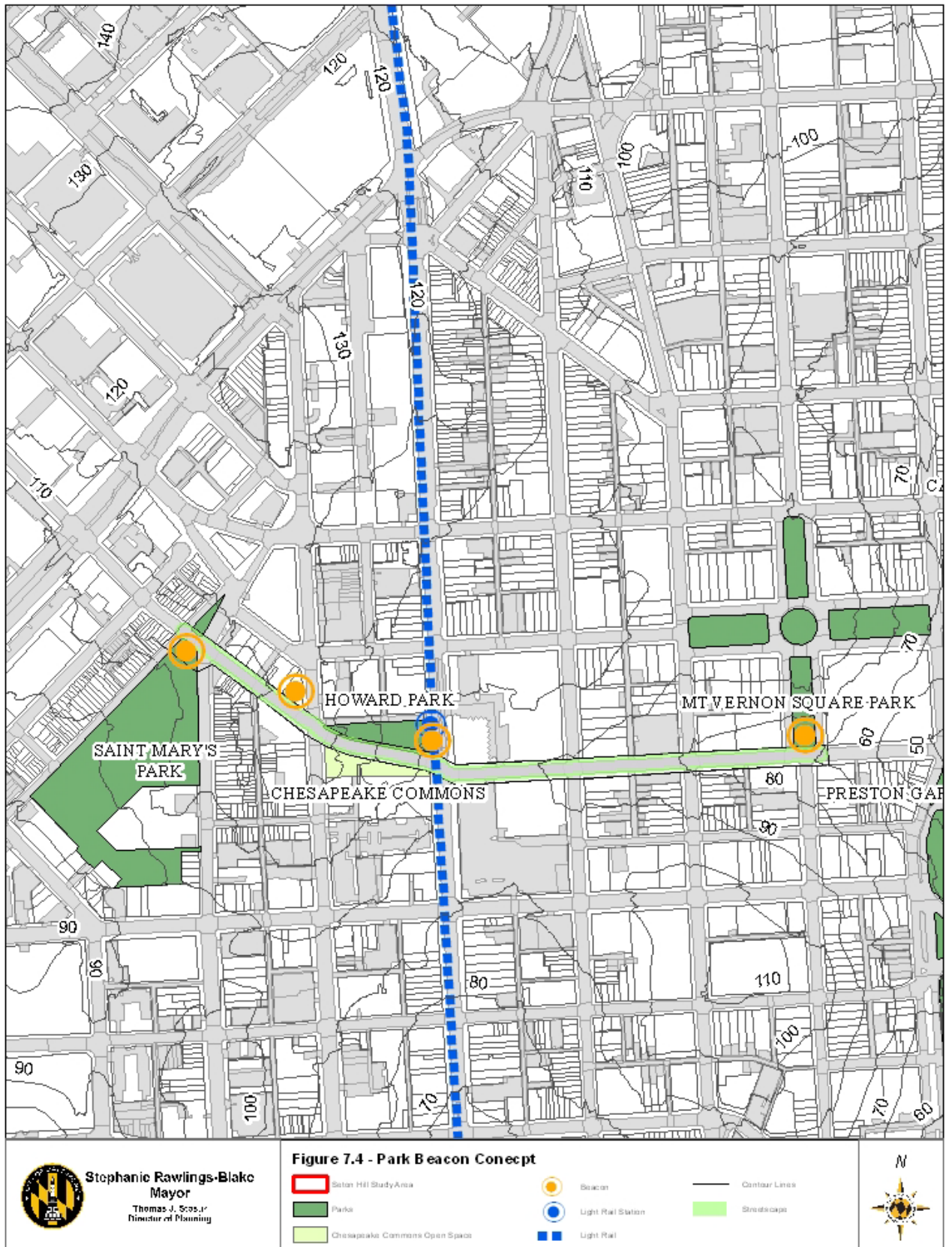


HOWARD'S PARK
SETON HILL
 MAHAN RYKIEL ASSOCIATES 09/014/2011

Connectivity

Connecting Saint Mary's Park and Howard's Park to form a network of open spaces is important to support the visibility and usage of these spaces. Additionally, the opportunity to create a connection to the southern square of Mount Vernon Place park, just a couple blocks east, would help attract residents and tourists in Mount Vernon to Seton Hill. Tools to create this connection include streetscaping and placing vertical markers at key locations (including the Centre Street Light Rail station area and the proposed entrance to Saint Mary's Park at the intersection of Druid Hill Avenue and Paca and Saint Mary's Streets). These vertical elements could include public art, way finding and identification signage, and community gateway markers.

Figure 7.4: Open Space Network



8 LAND USE AND ZONING

Seton Hill is currently a predominately residential rowhouse neighborhood at its core, with ground level retail and opportunities for higher density mixed use development at its periphery. However, the neighborhood's character and existing built environment, much of which is protected within the local historic district, is incongruous with the downtown business district and high density residential zoning. The land use and zoning recommendations of this Plan are largely consistent with the preservation of Seton Hill while allowing for higher density infill development opportunities in select locations.

TransForm Baltimore

Currently, the Baltimore City Department of Planning is in the process of rewriting the Zoning Code, which has not been done comprehensively since 1971. The current Code has become not only outdated, but also overly complex, with hundreds of overlay districts, Urban Renewal Plans and Planned Unit Developments, resulting in an expensive, time-consuming and unpredictable process. The new code will be easier to use and understand, more predictable and enforceable.

In tandem with the rewrite of the Zoning Code, new zoning maps will be developed to map the new Code. The zoning recommendations included in this Plan will be implemented through this comprehensive remapping process. The process of both drafting and mapping the new Zoning Code provide extensive opportunities for public input. If you would like to view the draft Code, sign up for the mailing list to be notified of upcoming public meetings, or want more information on the TransForm Baltimore process, please visit:

<http://www.rewritebaltimore.org/home.html>

Recommendations

This Plan recommends changes to Seton Hill's existing zoning to make the zoning more consistent with current Urban Renewal Plan and historic preservation restrictions and the existing built environment. These changes will help make the development process more predictable for all parties. Please note that Figure 8.1: Existing Zoning references the existing 1971 Zoning Code, while Figure 8.2: Zoning Recommendations references the TransForm Baltimore Draft 1.0 (April, 2010).

Non-Conforming Uses

Non-conforming uses are uses which were legally established but are no longer permitted under their current zoning. As a result of the proposed rezoning, some uses within the Seton Hill community may be classified as a non-conforming use. Generally, non-conforming uses are permitted to continue as long as they have not been discontinued. Under the current Zoning Code, once a non-conforming use has been discontinued for a period of 12-18 months, depending on the class of non-conforming use, it may not be reestablished and only uses permitted under the existing zoning can be established. Under the current Zoning Code, any alteration or expansion of a non-conforming use requires Zoning Board approval and is subject to certain limitations. Regulations pertaining to a particular non-conforming use depend on the existing zoning and the class of the non-conforming use; additional information is available in "Title 13: Non-Conformance" of the current Zoning Code.



Figure 8.1: Existing Zoning

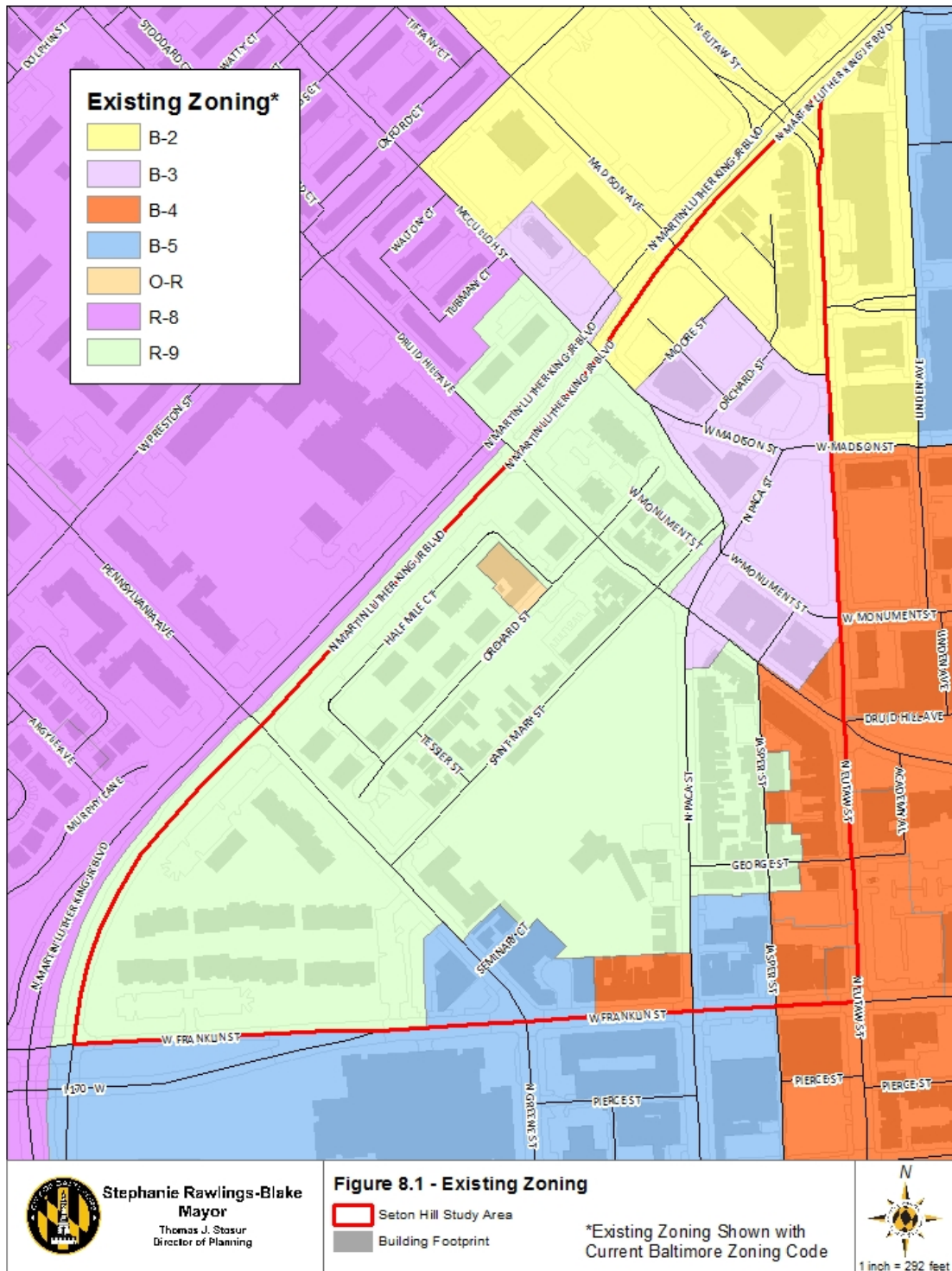
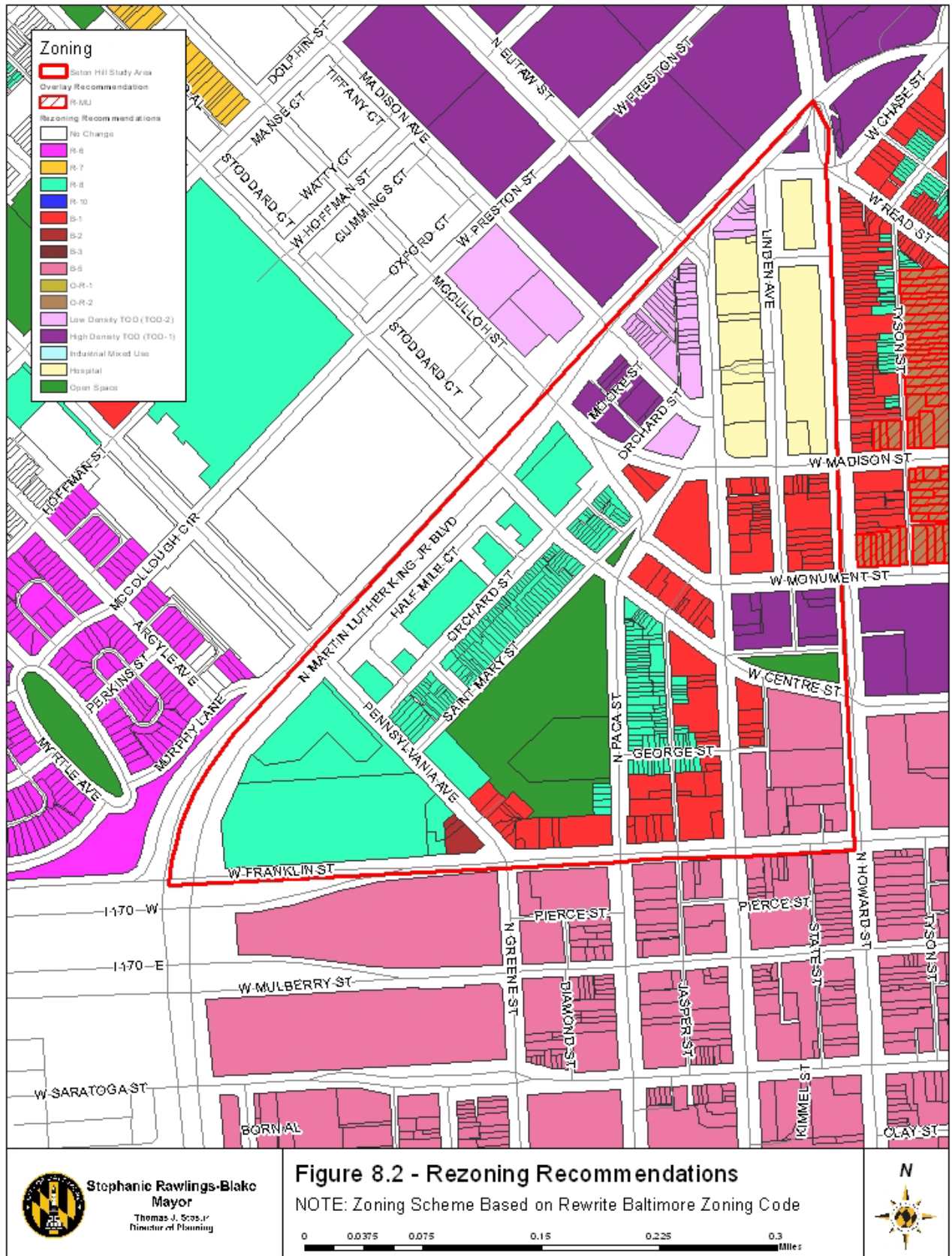


Figure 8.2: Zoning Recommendations



9 IMPLEMENTATION TABLE

HISTORIC PRESERVATION RECOMMENDATIONS				
No.	Implementation Item Description	Responsible Party	Partners	Timeline
1	Pursue the designation of landmark eligible properties.	Commission for Historical and Architectural Preservation staff	Department of Planning, Seton Hill Association	Ongoing
2	Community to refer properties within the local historic district in disrepair or otherwise in need of code enforcement action to Commission for Historical and Architectural Preservation staff on an ongoing basis with a semiannual community walk-through with Commission for Historical and Architectural Preservation staff to track progress.	Seton Hill Association	Commission for Historical and Architectural Preservation staff, Department of Housing and Community Development	Ongoing
3	Educate community regarding review process for exterior alterations to structures located within the existing local historic district, as well as programs which may benefit those undertaking improvements to structures within the local historic district such as Federal, State and Local tax credit programs.	Commission for Historical and Architectural Preservation staff	Department of Planning, Seton Hill Association, Healthy Neighborhoods	Ongoing

DEVELOPMENT RECOMMENDATIONS				
No.	Implementation Item Description	Responsible Party	Partners	Timeline
1	Disposition of City-owned Fire House building with input from Seton Hill Association in Request for Proposal process.	Baltimore Development Corporation	Department of Planning, Commission for Historical and Architectural Preservation staff, Seton Hill Association	Short Term
2	Pursue the disposition of City owned property in accordance with the recommendations and principles of this Plan.	Department of Housing and Community Development	Department of Planning, Baltimore Development Corporation, Seton Hill Association	Short Term
3	Support the creation of additional parking in the neighborhood to support the existing and future residential and commercial development.	Parking Authority of Baltimore City	Department of Planning, Baltimore Development Corporation, Seton Hill Association	Short Term
4	Inclusion of the zoning recommendations of this Plan within the City's TransForm Baltimore Comprehensive Rezoning initiative.	Department of Planning	Seton Hill Association	Mid Term

TRANSPORTATION RECOMMENDATIONS				
No.	Implementation Item Description	Responsible Party	Partners	Timeline
1	Augment Traffic Study to explore two-way traffic conversion for Druid Hill/Centre.	Department of Transportation	Department of Planning, Seton Hill Association	Short Term
2	Coordinate traffic recommendations of this Plan with the ongoing State Center Traffic Mitigation process and the forthcoming Mount Vernon planning process.	Department of Transportation	Department of Planning, Seton Hill Association, State Center Developer	Short Term
3	Study and implement traffic calming measures throughout the neighborhood as appropriate and signage to discourage cut through traffic, including the creation of a traffic calming/complete streets plan.	Department of Transportation	Seton Hill Association, Department of Planning	Short Term
4	Close McCulloh Street at Paca Street with temporary concrete planters to clarify this intersection if community driven programming is identified.	Department of Transportation	Seton Hill Association, Department of Planning	Short to Mid Term
5	Remove the cul-de-sac at north end of Orchard Street within the Orchard Mews development, as it hinders traffic flow and has contributed to crime in the area because of poor access for police vehicles.	Department of Transportation	Department of Planning, Seton Hill Association	Long Term
6	Full implementation of the recommendations of the Traffic Study, including clarification of the intersections of McCulloh Street, Paca Street, and Druid Hill Avenue and streetscaping of Centre Street/Druid Hill Avenue to strengthen link between Seton Hill and the Centre Street Light Rail stop and Mount Vernon neighborhood.	Department of Transportation	Department of Planning, Seton Hill Association	Long Term
7	Implementation of comprehensive streetscaping strategy, including a survey of the street trees, sidewalks and lighting within the public right-of-way in the study area and the remediation of issues identified.	Department of Transportation	Department of Recreation and Parks, Department of Planning, Seton Hill Association	Long Term

OPEN SPACE RECOMMENDATIONS				
No.	Implementation Item Description	Responsible Party	Partners	Timeline
1	Implement planned upgrades to Saint Mary's Park, including lighting, walkway and public furnishings.	Department of Recreation and Parks	Seton Hill Association, Department of Planning	Ongoing
2	Attract special events to Saint Mary's Park to raise awareness of the park and the profile of the neighborhood.	Seton Hill Association	Baltimore Office of Promotion and the Arts, Department of Recreation and Parks, Downtown Partnership of Baltimore	Ongoing
3	Repair existing fountain in Saint Mary's Park.	Seton Hill Association	Department of Recreation and Parks, Healthy Neighborhoods, Jubilee Baltimore, Parks and People, Commission for Historical and Architectural Preservation staff	Ongoing
4	Limb trees in Howard's Park and Saint Mary's Park as needed to improve visibility.	Department of Recreation and Parks	Seton Hill Association, Department of Planning	Short Term
5	Formation of Dog Park Stewardship Committee to work on design and management of the proposed dog park in the western portion of Howard's Park.	Seton Hill Association, Mount Vernon-Belvedere Association	Department of Recreation and Parks, adjacent property owners	Mid Term
6	Once the Dog Park Stewardship Committee has been formed, install fencing around western portion of Howard's Park for interim dog park usage.	Department of Recreation and Parks	Dog Park Stewardship Committee, Seton Hill Association, Mount Vernon-Belvedere Association, Department of Planning	Mid Term
7	Installation of a contemplative garden in the southernmost portion of Saint Mary's Park.	Seton Hill Association	Department of Recreation and Parks	Mid Term

OPEN SPACE RECOMMENDATIONS
(Continued)

No.	Implementation Item Description	Responsible Party	Partners	Timeline
8	Removal of existing historically inappropriate and inadequate park building and replacement with a structure featuring utilities hook-up that complements the historic Saint Mary's Park in order to accommodate live entertainment, festivals or other special events. Replace existing maintenance equipment storage within the park.	Department of Recreation and Parks	Commission for Historical and Architectural Preservation and staff, Department of Planning, Seton Hill Association	Mid Term
9	Once contemplative garden has been installed in the southernmost portion of Saint Mary's Park, consider installation of a fence to restrict access to southernmost portion of Saint Mary's Park during evenings, retaining potential for vehicular access to this portion of the park and respecting existing easements.	Department of Recreation and Parks	Department of Planning, Seton Hill Association, Sulpicians/Mother Seton House	Long Term
10	Consider installation of a new park entrance at the northern-most corner of Saint Mary's Park walls while retaining existing fountain and plantings along Paca and Saint Mary's, with the further potential to mark the entrance with a vertical element.	Department of Recreation and Parks	Commission for Historical and Architectural Preservation staff, Department of Planning, Seton Hill Association	Long Term
11	Relocation of existing sculpture on site and comprehensive renovation to Howard's Park and station area.	Department of Recreation and Parks	Dog Park Stewardship Committee, Seton Hill Association, Mount Vernon-Belvedere Association, Department of Planning	Long Term

Appendix A: Market Study



DEPARTMENT OF PLANNING

Seton Hill Master Plan Area

Market Study

Spring, 2010



Jill M. Lemke
Economic Development Planner

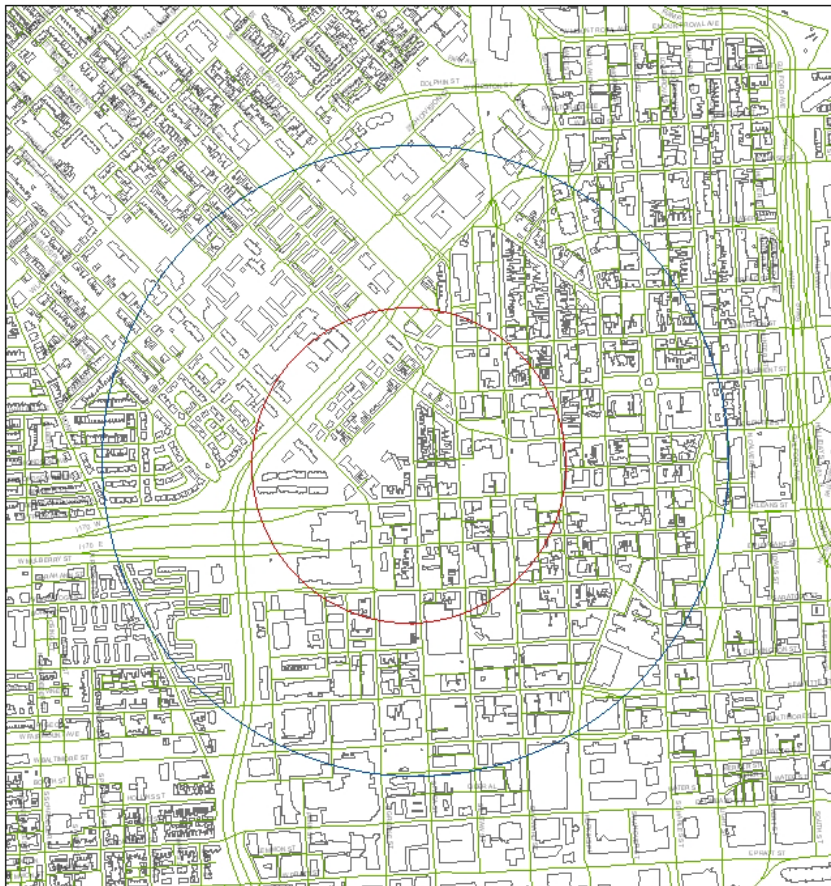


EXISTING CONDITIONS

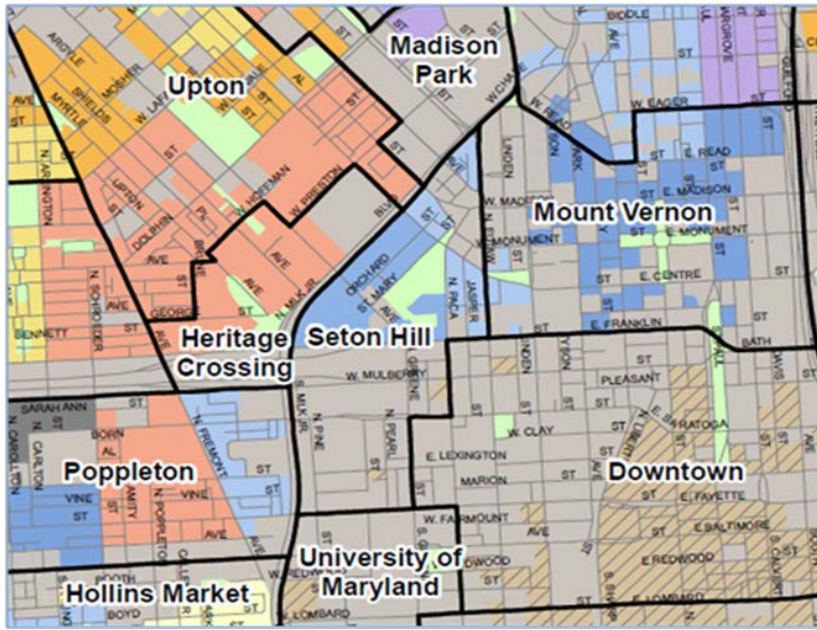
The Seton Hill Neighborhood is located in Central Baltimore, and is adjacent to the Howard Street light rail corridor, University of Maryland Baltimore City (UMBC), State Center and downtown. Seton Hill is one of Baltimore's oldest historic districts, with a unique residential enclave, surrounded by large institutions, and as a result, is somewhat isolated from other residential neighborhoods.

In the context of a larger Area Master Plan process, this market study was conducted to determine what, if any, market exists for additional specialty retail and restaurants within the Seton Hill Master Plan area. Residents of Seton Hill have indicated a desire to create a commercial center that provides residents with new types of shopping and dining opportunities within walking distance of their homes and that draws customers from nearby Mount Vernon. Unfortunately, the isolation of the neighborhood caused by large institutions and other physical barriers, as well as the immediate area's relatively small residential population creates real challenges.

Seton Hill 1/4 Mile & 1/2 Mile Radius



In addition, homeownership rates within the area are low, largely due to the large number of subsidized and affordable rental units in the area. Despite a 2000 homeownership rate of 9% and a rental rate of 91%, the City's Housing Typology classifies the area's housing market as stable and emerging.



City of Baltimore 2008 Housing Market Typology



Population

According to census data, the neighborhood experienced an increase in population between 1990 and 2000. That trend is significant, given that the population declined in the City as a whole during the same time period. Market projections also indicate that the population of the area will continue to grow, although at a slower pace. Using both the neighborhood and the surrounding area, within a ½ mile radius, the population shows a slight decrease in population between 1990 and 2000. Market projections show that trend reversing, however, with an increase of about 4% between 2009 and 2014 (see table below).

Population Seton Hill Area				
Population	1990	2000	2009	2014
¼ Mile Radius	1,952	2,283	2,538	2,656
% Change	-	16.96%	11.17%	4.65%
½ Mile Radius	13,874	11,193	12,186	12,669
% Change	-	-19.30%	8.90%	3.90%

(1990 & 2000 data from U.S. Census, 2009 Estimate & 2014 Projection by Claritas, Inc.)

Area Incomes

The 2009 median household income in the 1/2 mile radius is estimated to be approximately \$27,000, which is 25% below the City’s median income of approximately \$36,304, and well below the national median of \$50,007.¹ These incomes likely reflect the presence of subsidized housing and student renters for nearby colleges, including the

¹ 2007 Estimates based on 2000 median incomes adjusted for inflation by the American Community Survey.

University of Maryland, MICA and the University of Baltimore. Market data estimates do predict a rise in incomes over the next five years.

2000 Median Household Incomes Seton Hill Area

Despite relatively low median incomes, Seton Hill has a higher educational attainment level, when compared to the city as a whole. In the Seton Hill area, 26% and 32% of the population have earned a bachelor’s degree or higher for the ¼ and ½ mile radius respectively. This compares favorably with a rate of 20% for the population of Baltimore



City as a whole. This could also indicate the presence of graduate and/or medical students within the area, given the close proximity to universities and hospitals.

2000 Educational Attainment Seton Hill Area

	1/4 Mile Radius		1/2 Mile Radius	
Less than High School	618	38.8%	2,895	37.5%
High School Graduate (or GED)	323	20.3%	1,406	18.2%
Some College, no degree	254	16.0%	1,129	14.6%
Associate Degree	42	2.6%	213	2.8%
Bachelor's Degree	239	15.0%	1,312	17.0%
Graduate or Professional Degree	153	9.6%	1,032	13.4%

© 2010 CLARITAS INC. All rights reserved. Based on Population age 25+

Daytime Populations

Although the institutions surrounding the Seton Hill community serve to separate the community from surrounding neighborhoods, they do provide a positive benefit in the form of potential daytime customers. According to the market data, approximately 4,000 people are employed within the ¼ mile radius around Seton Hill and over 30,000 people are employed within the ½ mile radius. The breakdown of what types of employment this represents is broken down in the table below.

Workplace Population by Field Seton Hill Area

	<i>1/4 Mile Radius</i>	<i>1/2 Mile Radius</i>
Total Employment	4,074	30,186
Executive and Professional	1,212	11,197
Administration and Support	1,131	9,541
Service Personnel	841	5,226
Trade and Labor	890	4,222

Source: CLARITAS INC.

Retail Market Analysis

An examination of the existing and potential market will shed some light on the opportunities and constraints for future development within the Seton Hill area, particularly for commercial uses. A brief analysis of the market within a 1/2 mile radius of the center of Seton Hill has been conducted, and is outlined below.

Rising incomes, a growing population, and major projects in adjacent areas, all seem to bode well for future efforts to revitalize the area. The ongoing revitalization of the area in terms of commercial opportunities, however, will be influenced by how people spend their money and where they are spending it. What consumer spending patterns reveal is very important to future businesses, and should be considered when developing strategies to take advantage of the area's strengths.

A detailed summary of the types of things households in the Seton Hill area spend their money on is summarized in the Appendix. To simplify the analysis for purposes of this study, data has been narrowed down to specific types of retail businesses below.

Consumer Spending Patterns

Seton Hill Area - 1/2 Mile Radius

Product Category	Total Aggregate Consumer Expenditures		Est. Annual Household Spending		
	2009 Estimate	2014 Estimate	2009 Avg Area HH	Avg Annual % Change 2009-14	2009 Index to Avg US HH
Total Consumer Expenditures - USA	\$5.5 Trillion	\$7.7 Trillion	48,163	7.90	100
Total Consumer Expenditures - SH AREA	\$176,954,504	\$245,840,884	27,529	7.79	57
Food at Home	\$22,000,751	\$28,516,794	\$3,423	5.92	60
Food Away from Home	\$13,165,077	\$25,188,986	\$2,048	18.27	72
Alcoholic Beverages at Home	\$3,380,828	\$4,873,392	\$526	8.83	61
Alcoholic Beverages away from Home	\$767,637	\$873,106	\$119	2.75	86
Household Furnishings & Textiles	\$3,770,921	\$4,959,015	\$587	6.06	47
Appliances & Household Equipment	\$3,291,386	\$4,413,508	\$512	7.18	39
Housekeeping Supplies	\$1,369,960	\$1,475,129	\$213	1.54	59
Personal Care Expenses, Products & Services	\$15,907,890	\$18,195,313	\$2,475	2.61	70
Pet Expenses	\$1,371,006	\$1,861,006	\$213	7.15	39
Reading Materials	\$1,073,171	\$936,151	\$167	-2.55	39
Sports and Recreation	\$3,524,533	\$4,356,383	\$548	4.72	37
Electronics	\$5,324,737	\$6,829,580	\$828	3.74	53
APPAREL	\$14,217,413	\$21,136,546	\$2,212	9.73	58
Total Specified Retail Expenditures	\$89,165,310	\$123,614,909	\$13,871	n/a	n/a

Source: CLARITAS INC.

Total spending within the ½ mile radius is estimated at over \$176 million, according to 2009 market data. Of that, households within Seton Hill's ½ mile radius collectively spend approximately \$123 million on retail goods and services, including restaurants each year. When compared to the average American household, however, consumer spending in all categories is well below the national average.

Using similar data, retail sales by businesses within the same 1/2 mile radius can be compared to consumer spending to identify strengths and weaknesses in the market. The differences between the two sets of numbers reveal potential opportunities and gaps that currently exist. A gap, or positive number, shows how much local residents are spending outside of the area, which represents economic "leakage" and may provide evidence that opportunities for new businesses in these categories may exist. Negative numbers represent a surplus and indicate that customers who live outside the radius are coming into the area to spend money on those types of goods and services in excess of what local residents spend.

Consumer Spending Patterns					
Seton Hill Area - 1/4 Mile Radius					
Product Category	Total Aggregate Consumer Expenditures		Est. Annual Household Spending		
	2009 Estimate	2014 Estimate	2009 Avg Area HH	Avg Annual % Change 2009-2014	2009 Index to Avg US HH
Total Specified Consumer Expenditures - USA	\$5.5 Trillion	\$7.7 Trillion	\$48,163	7.90	100
Total Specified Consumer Expenditures (SH Area)	\$30,153,483	\$42,662,774	\$26,520	8.30	55
Food At Home	\$4,050,993	\$5,308,800	\$3,563	6.21	63
Food Away From Home	\$2,167,123	\$4,190,000	\$1,906	18.67	67
Alcoholic Beverages at Home	\$529,089	\$766,813	\$465	8.99	54
Alcoholic Beverages away from Home	\$122,733	\$142,087	\$108	3.15	78
Household Furnishings & Textiles	\$649,760	\$874,053	\$571	6.65	46
Appliances & Household Equipment	\$558,089	\$764,359	\$491	7.72	37
Housekeeping Supplies	\$250,332	\$275,259	\$220	1.99	61
Personal Care Expenses, Products & Services	\$2,559,959	\$3,000,019	\$2,252	3.18	65
Pet Expenses	\$256,680	\$350,661	\$226	7.32	42
Reading Materials	\$133,887	\$125,066	\$118	-1.32	27
Sports and Recreation	\$602,678	\$754,999	\$530	5.05	36
Electronics	\$860,995	\$1,125,345	\$757	4.18	49
Apparel	\$2,699,335	\$3,937,272	\$2,374	9.17	62
Total Specified Retail Expenditures	\$15,441,653	\$21,614,733	\$13,581	n/a	n/a
<i>Source: CLARITAS INC.</i>					

The analysis of gaps and surpluses demonstrates that a surplus of spending at local restaurants and food service exists, and are therefore already strengths for the Seton Hill area. The surplus in retail and restaurant spending reflects the ability of local businesses to draw outside customers.

This is important given the fact that a majority of survey respondents would like to see more restaurants, and others expressed interest in a bakery, cafes and coffee shops. Unfortunately, the data shows that there currently isn't an unmet demand for such establishments within the Seton Hill area. Despite that, customers from outside Seton Hill are already shopping at area businesses, and with the right mix of offerings, events and amenities, the ability of the neighborhood commercial to attract additional outside customers and spending is certainly possible.

In addition, further research would be needed to determine the exact mix and quality of retail that the community will support in the area, given the potential for developments that will add residential density nearby. Currently, however, the market data does not indicate a significant opportunity for new specialty retail or food service businesses based solely on local demand.

"The neighborhood has continued to blossom and grow. We hope to see it become a more family friendly environment, with more places to walk to for quality products." Community Survey Respondent

In addition, changing consumer expectations with regard to design, aesthetics and service can put many older commercial districts at a distinct disadvantage. Local business owners need to focus on exterior and interior appearance 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, in addition to area spending patterns and demographics, is "curb appeal" and other place-related issues.

The natural location to concentrate efforts to attract and build a commercial center in Seton Hill should be the unique and interesting storefronts along Eutaw Street. These storefronts have a unique charm and historic authenticity that would be difficult and overly expensive to replicate in new construction. This concentration of commercial properties also has the advantage of being less than a two block walk from a transit station, a distinct advantage as fuel prices will continue to climb in future years and demographic shifts continue to support the choice of an urban lifestyle. Based on a walk-through of the neighborhood, the historic storefronts on Eutaw, although many are currently offices, appear to very be well maintained when compared to other commercial districts throughout the City.



Another advantage to concentrating on new retail within the Eutaw Street commercial node is the ongoing maintenance and security provided by the Downtown Partnership, as part of the Downtown Management District. In the future, the Seton Hill neighborhood may want to try working with the Partnership on events, branding and other activities to help revitalize the neighborhood and its commercial properties.

As discussed at the community charrette, utilizing the National Trust for Historic Preservation's Main Street Model may be one way to accomplish the goal of attracting new businesses and customers (See Appendix E for more information). Based on the results of the community charrette and survey, it also appears as though a common vision is developing. Direct community feedback provides an important framework for the future of the area.

Although many residents consider only their immediate neighborhood, more and more people are realizing the interconnected nature of Downtown neighborhoods and their potential. If Seton Hill is to attain its goals for redevelopment and continued stabilization of the neighborhood, it will be necessary for residents and businesses to fully participate in the planning for Downtown, State Center and the Howard Street Corridor. By doing so, the community can try to ensure that Seton Hill is not further isolated, but instead becomes well positioned to take advantage of future large and small scale developments.

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)

Appendix A: Detail of Consumer Spending Patterns

Consumer Spending Patterns - Seton Hill - 1/2 Mile Radius

Product Category	Aggregate Area Consumer		Avg Area Household Spending Estimates			
	2009	2014	2009	2014	Avg Annual % Change	2009 Index to Avg US
Total Specified Consumer Expenditures - USA	\$5.5 Billion	\$7.7 Billion	48,163	63,874	7.90	100
Total Specified Consumer Expenditures- Area	176,954,504	245,840,884	27,529	37,058	7.79	57
FOOD AT HOME	22,000,751	28,516,794	3,423	4,299	5.92	60
Bakery Products	2,127,141	2,499,917	331	377	3.50	62
Cereal Products	1,123,177	1,251,114	175	189	2.28	65
Dairy Products	1,899,974	2,572,121	296	388	7.08	50
Fats and Oils	232,795	316,896	36	48	7.23	66
Fish and Seafood	686,061	940,322	107	142	7.41	80
Fruits and Vegetables	2,856,225	3,549,532	444	535	4.85	62
Juices	816,147	1,059,066	127	160	5.95	71
Meats (All)	4,814,646	5,353,660	749	807	2.24	68
Nonalcoholic Beverages	2,583,625	3,561,071	402	537	7.57	65
Prepared Foods	3,900,263	6,350,127	607	957	12.56	55
Sugar and Other Sweets	960,698	1,062,967	149	160	2.13	42
FOOD AWAY FROM HOME & ALCOHOL						
Alcoholic Beverages	4,148,465	5,746,498	645	866	7.70	64
Alcoholic Beverages at Home	3,380,828	4,873,392	526	735	8.83	61
Alcoholic Beverages away from Home	767,637	873,106	119	132	2.75	86
Total Food away from Home	13,165,077	25,188,986	2,048	3,797	18.27	72
Lunch	3,314,406	9,167,146	516	1,382	35.32	71
Dinner	5,295,722	7,665,316	824	1,155	8.95	71
Breakfast and Brunch	1,174,600	3,122,927	183	471	33.17	76
DAY CARE, EDUCATION & CONTRIBUTIONS						
All Day Care	639,956	751,202	100	113	3.48	29
Contributions (All)	6,193,824	8,238,804	964	1,242	6.60	68
Education	10,296,793	13,481,881	1,602	2,032	6.19	88
HEALTHCARE						
Medical Services	8,646,862	10,044,255	1,345	1,514	3.23	62
Prescription Drugs	10,543,471	16,738,658	1,640	2,523	11.75	68
Medical Supplies	496,160	591,971	77	89	3.86	42
HOUSEHOLD FURNISHINGS & APPLIANCES						
Total Furniture	2,134,280	2,972,933	332	448	7.86	47
Total Household Textiles	1,636,641	1,986,082	255	299	4.27	47
Major Appliances	620,615	874,918	97	132	8.20	39
Misc Household Equipment	899,317	1,224,469	140	185	7.23	31
Small Appliance/Houseware	1,771,454	2,314,121	276	349	6.13	47
HOUSING RELATED & PERSONAL						
Total Housing Expenses	18,457,451	25,517,894	2,871	3,847	7.65	69
Household Repairs	504,481	647,579	78	98	5.67	17
Household Services	2,334,070	2,969,945	363	448	5.45	60
Housekeeping Supplies	1,369,960	1,475,129	213	222	1.54	59
Personal Expenses and Services	6,892,054	8,337,267	1,072	1,257	4.19	66

Appendix A: Detail of Consumer Spending Patterns (continued)

Major Appliances	620,615	874,918	97	132	8.20	39
Misc Household Equipment	899,317	1,224,469	140	185	7.23	31
Small Appliance/Houseware	1,771,454	2,314,121	276	349	6.13	47
HOUSING RELATED & PERSONAL						
Total Housing Expenses	18,457,451	25,517,894	2,871	3,847	7.65	69
Household Repairs	504,481	647,579	78	98	5.67	17
Household Services	2,334,070	2,969,945	363	448	5.45	60
Housekeeping Supplies	1,369,960	1,475,129	213	222	1.54	59
Personal Expenses and Services	6,892,054	8,337,267	1,072	1,257	4.19	66

Consumer Spending Patterns - Seton Hill - 1/2 Mile Radius (cont)

Product Category	Aggregate Area Consumer		Avg Area Household Spending Estimates			
	2009	2014	2009	2014	Avg Annual % Change	2009 Index to Avg US Household
PERSONAL CARE & SMOKING PRODUCTS						
Personal Care Products and Services	4,728,696	5,394,482	736	813	2.82	69
Smoking Prods/Supplies	4,287,140	4,463,564	667	673	0.82	75
PET EXPENSES	1,371,006	1,861,006	213	281	7.15	39
SPORTS & ENTERTAINMENT						
Photographic Equipment	237,961	233,082	37	35	-0.41	35
Reading Materials	1,073,171	936,151	167	141	-2.55	39
Sports and Recreation	3,524,533	4,356,383	548	657	4.72	37
Travel	4,699,250	5,720,211	731	862	4.35	38
TV, Radio and Sound Equipment	3,021,069	4,000,439	470	603	6.48	64
Computers, Software & Accssories	2,065,707	2,596,059	321	391	5.13	60
TRANSPORTATION & AUTO EXPENSES						
Automotive Maintenance/Repair/Other	5,545,135	7,079,008	863	1,067	5.53	43
Gasoline	7,302,596	13,205,489	1,136	1,991	16.17	63
Diesel Fuel	55,090	75,620	9	11	7.45	60
Motor Oil	106,314	138,589	17	21	6.07	38

Appendix B: Detail of Opportunity-Gap Analysis ¼ Mile Radius

Retail Market - Opportunity/Gap Analysis

2009 - Seton Hill - 1/4 Mile Radius

Retail Categories	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/(Surplus)
Total Retail Sales Incl Eating and Drinking Places	23,182,384	41,030,762	(\$17,848,378)
Motor Vehicle and Parts Dealers-441	2,361,579	830,671	\$1,530,908
Automotive Dealers-4411	2,009,795	155,403	\$1,854,392
Other Motor Vehicle Dealers-4412	93,730	0	\$93,730
Automotive Parts/Accsrs, Tire Stores-4413	258,054	675,268	(\$417,214)
Furniture and Home Furnishings Stores-442	391,416	32,636	\$358,780
Furniture Stores-4421	230,211	22,279	\$207,932
Home Furnishing Stores-4422	161,204	10,357	\$150,847
Electronics and Appliance Stores-443	570,322	470,438	\$99,884
Appliances, TVs, Electronics Stores-44311	431,591	281,349	\$150,242
Household Appliances Stores-443111	84,048	0	\$84,048
Radio, Television, Electronics Stores-443112	347,543	281,349	\$66,194
Computer and Software Stores-44312	122,119	96,073	\$26,046
Camera and Photographic Equipment Stores-44313	16,612	93,015	(\$76,403)
Building Material, Garden Equip Stores -444	1,252,761	5,527,764	(\$4,275,003)
Building Material and Supply Dealers-4441	1,136,509	5,524,420	(\$4,387,911)
Home Centers-44411	500,917	0	\$500,917
Paint and Wallpaper Stores-44412	19,708	0	\$19,708
Hardware Stores-44413	103,868	14,522	\$89,346
Other Building Materials Dealers-44419	512,015	5,509,897	(\$4,997,882)
Building Materials, Lumberyards-444191	196,860	2,155,553	(\$1,958,693)
Lawn, Garden Equipment, Supplies Stores-4442	116,252	3,344	\$112,908
Outdoor Power Equipment Stores-44421	16,513	0	\$16,513
Nursery and Garden Centers-44422	99,740	3,344	\$96,396
Food and Beverage Stores-445	3,756,582	4,420,238	(\$663,656)
Grocery Stores-4451	3,445,097	2,170,505	\$1,274,592
Supermarkets, Grocery (Ex Conv) Stores-44511	3,271,584	2,076,670	\$1,194,914
Convenience Stores-44512	173,513	93,835	\$79,678
Specialty Food Stores-4452	102,974	1,864,188	(\$1,761,214)
Beer, Wine and Liquor Stores-4453	208,512	385,545	(\$177,033)
Health and Personal Care Stores-446	1,529,965	2,175,291	(\$645,326)
Pharmancies and Drug Stores-44611	1,334,496	1,854,881	(\$520,385)
Cosmetics, Beauty Supplies, Perfume Stores-44612	56,677	9,188	\$47,489
Optical Goods Stores-44613	38,590	20,782	\$17,808
Other Health and Personal Care Stores-44619	100,203	290,441	(\$190,238)
Gasoline Stations-447	3,289,666	2,900,032	\$389,634
Gasoline Stations With Conv Stores-44711	2,496,997	757,493	\$1,739,504
Other Gasoline Stations-44719	792,669	2,142,540	(\$1,349,871)

Appendix B: Detail of Opportunity-Gap Analysis ¼ Mile Radius (Cont.)

Retail Market - Opportunity/Gap Analysis (cont.)

2009 - Seton Hill - 1/4 Mile Radius

Retail Categories	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/(Surplus)
Clothing and Clothing Accessories Stores-448	1,221,857	1,719,285	(\$497,428)
Clothing Stores-4481	858,668	598,474	\$260,194
Men's Clothing Stores-44811	53,170	48,991	\$4,179
Women's Clothing Stores-44812	214,297	292,973	(\$78,676)
Childrens, Infants Clothing Stores-44813	54,087	0	\$54,087
Family Clothing Stores-44814	460,379	141,260	\$319,119
Clothing Accessories Stores-44815	20,118	23,304	(\$3,186)
Other Clothing Stores-44819	56,617	91,945	(\$35,328)
Shoe Stores-4482	204,180	626,576	(\$422,396)
Jewelry, Luggage, Leather Goods Stores-4483	159,008	494,235	(\$335,227)
Jewelry Stores-44831	147,861	494,235	(\$346,374)
Luggage and Leather Goods Stores-44832	11,147	0	\$11,147
Sporting Goods, Hobby, Book, Music Stores-451	388,153	68,388	\$319,765
Sporting Goods, Hobby, Musical Inst Stores-4511	237,809	52,635	\$185,174
Sporting Goods Stores-45111	91,813	0	\$91,813
Hobby, Toys and Games Stores-45112	93,963	0	\$93,963
Sew/Needlework/Piece Goods Stores-45113	20,400	9,807	\$10,593
Musical Instrument and Supplies Stores-45114	31,633	42,828	(\$11,195)
Book, Periodical and Music Stores-4512	150,343	15,753	\$134,590
Book Stores and News Dealers-45121	102,921	0	\$102,921
Book Stores-451211	97,919	0	\$97,919
News Dealers and Newsstands-451212	5,002	0	\$5,002
Prerecorded Tapes, CDs, Record Stores-45122	47,422	15,753	\$31,669
General Merchandise Stores-452	3,342,472	8,970,452	(\$5,627,980)
Department Stores Excl Leased Depts-4521	1,589,562	2,912,678	(\$1,323,116)
Other General Merchandise Stores-4529	1,752,910	6,057,774	(\$4,304,864)
Miscellaneous Store Retailers-453	491,258	1,767,394	(\$1,276,136)
Florists-4531	24,698	61,878	(\$37,180)
Office Supplies, Stationery, Gift Stores-4532	214,698	601,649	(\$386,951)
Office Supplies and Stationery Stores-45321	120,372	293,917	(\$173,545)
Gift, Novelty and Souvenir Stores-45322	94,326	307,733	(\$213,407)
Used Merchandise Stores-4533	49,884	155,629	(\$105,745)
Other Miscellaneous Store Retailers-4539	201,978	948,238	(\$746,260)
Non-Store Retailers-454	1,464,005	2,450,298	(\$986,293)
Foodservice and Drinking Places-722	3,122,348	9,697,874	(\$6,575,526)
Full-Service Restaurants-7221	1,411,066	3,769,585	(\$2,358,519)
Limited-Service Eating Places-7222	1,288,367	4,909,976	(\$3,621,609)
Special Foodservices-7223	259,192	546,470	(\$287,278)
Drinking Places -Alcoholic Beverages-7224	163,722	471,843	(\$308,121)
GAFO *	6,128,917	11,862,848	(\$5,733,931)

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not added to Total Retail Sales Including Eating and Drinking Places. 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. The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Appendix C: Detail of Opportunity-Gap Analysis ½ Mile Radius

Retail Market - Opportunity/Gap Analysis 2009 - Seton Hill - 1/2 Mile Radius

Retail Categories	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/(Surplus)
Total Retail Sales Incl Eating and Drinking Places	134,178,526	236,268,590	(\$102,090,064)
Motor Vehicle and Parts Dealers-441	14,634,704	1,388,383	\$13,246,321
Automotive Dealers-4411	12,607,009	689,199	\$11,917,810
Other Motor Vehicle Dealers-4412	553,248	3,242	\$550,006
Automotive Parts/Accsrs, Tire Stores-4413	1,474,447	695,942	\$778,505
Furniture and Home Furnishings Stores-442	2,274,178	1,130,799	\$1,143,379
Furniture Stores-4421	1,339,791	973,776	\$366,015
Home Furnishing Stores-4422	934,387	157,023	\$777,364
Electronics and Appliance Stores-443	3,464,379	3,883,823	(\$419,444)
Appliances, TVs, Electronics Stores-44311	2,608,276	805,251	\$1,803,025
Household Appliances Stores-443111	485,303	0	\$485,303
Radio, Television, Electronics Stores-443112	2,122,973	805,251	\$1,317,722
Computer and Software Stores-44312	757,207	1,663,884	(\$906,677)
Camera and Photographic Equipment Stores-44313	98,896	1,414,689	(\$1,315,793)
Building Material, Garden Equip Stores -444	6,886,295	8,451,086	(\$1,564,791)
Building Material and Supply Dealers-4441	6,234,644	8,076,668	(\$1,842,024)
Home Centers-44411	2,795,203	0	\$2,795,203
Paint and Wallpaper Stores-44412	100,803	0	\$100,803
Hardware Stores-44413	602,891	201,958	\$400,933
Other Building Materials Dealers-44419	2,735,746	7,874,710	(\$5,138,964)
Building Materials, Lumberyards-444191	1,017,980	3,080,704	(\$2,062,724)
Lawn, Garden Equipment, Supplies Stores-4442	651,651	374,418	\$277,233
Outdoor Power Equipment Stores-44421	92,838	0	\$92,838
Nursery and Garden Centers-44422	558,814	374,418	\$184,396
Food and Beverage Stores-445	21,044,135	49,206,187	(\$28,162,052)
Grocery Stores-4451	19,168,029	36,789,683	(\$17,621,654)
Supermarkets, Grocery (Ex Conv) Stores-44511	18,166,579	34,651,989	(\$16,485,410)
Convenience Stores-44512	1,001,451	2,137,694	(\$1,136,243)
Specialty Food Stores-4452	562,213	5,696,649	(\$5,134,436)
Beer, Wine and Liquor Stores-4453	1,313,892	6,719,855	(\$5,405,963)
Health and Personal Care Stores-446	9,157,453	13,704,050	(\$4,546,597)
Pharmacies and Drug Stores-44611	8,013,268	10,940,459	(\$2,927,191)
Cosmetics, Beauty Supplies, Perfume Stores-44612	342,080	167,660	\$174,420
Optical Goods Stores-44613	199,717	299,122	(\$99,405)
Other Health and Personal Care Stores-44619	602,388	2,296,809	(\$1,694,421)
Gasoline Stations-447	18,353,557	14,658,416	\$3,695,141
Gasoline Stations With Conv Stores-44711	13,967,442	11,952,549	\$2,014,893
Other Gasoline Stations-44719	4,386,115	2,705,867	\$1,680,248

Appendix C: Detail of Opportunity-Gap Analysis ½ Mile Radius (Cont.)

Retail Market - Opportunity/Gap Analysis 2009 - Seton Hill - 1/2 Mile Radius

Retail Categories	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/(Surplus)
Clothing and Clothing Accessories Stores-448	6,465,102	18,793,622	(\$12,328,520)
Clothing Stores-4481	4,446,469	9,832,383	(\$5,385,914)
Men's Clothing Stores-44811	298,405	715,920	(\$417,515)
Women's Clothing Stores-44812	1,094,301	6,524,674	(\$5,430,373)
Childrens, Infants Clothing Stores-44813	246,290	229,871	\$16,419
Family Clothing Stores-44814	2,404,480	1,664,614	\$739,866
Clothing Accessories Stores-44815	106,619	358,083	(\$251,464)
Other Clothing Stores-44819	296,373	339,222	(\$42,849)
Shoe Stores-4482	1,020,438	5,386,112	(\$4,365,674)
Jewelry, Luggage, Leather Goods Stores-4483	998,195	3,575,128	(\$2,576,933)
Jewelry Stores-44831	928,177	3,535,791	(\$2,607,614)
Luggage and Leather Goods Stores-44832	70,018	39,336	\$30,682
Sporting Goods, Hobby, Book, Music Stores-451	2,381,902	2,686,985	(\$305,083)
Sporting Goods, Hobby, Musical Inst Stores-4511	1,343,077	237,101	\$1,105,976
Sporting Goods Stores-45111	475,816	3,794	\$472,022
Hobby, Toys and Games Stores-45112	550,348	15,757	\$534,591
Sew/Needlework/Piece Goods Stores-45113	118,954	136,384	(\$17,430)
Musical Instrument and Supplies Stores-45114	197,959	81,166	\$116,793
Book, Periodical and Music Stores-4512	1,038,825	2,449,884	(\$1,411,059)
Book Stores and News Dealers-45121	744,339	2,230,806	(\$1,486,467)
Book Stores-451211	712,750	2,117,200	(\$1,404,450)
News Dealers and Newsstands-451212	31,589	113,606	(\$82,017)
Prerecorded Tapes, CDs, Record Stores-45122	294,486	219,078	\$75,408
General Merchandise Stores-452	18,744,077	10,749,931	\$7,994,146
Department Stores Excl Leased Depts-4521	8,824,951	3,984,855	\$4,840,096
Other General Merchandise Stores-4529	9,919,127	6,765,076	\$3,154,051
Miscellaneous Store Retailers-453	3,015,505	8,645,912	(\$5,630,407)
Florists-4531	141,262	1,167,055	(\$1,025,793)
Office Supplies, Stationery, Gift Stores-4532	1,359,221	3,599,399	(\$2,240,178)
Office Supplies and Stationery Stores-45321	771,375	1,130,980	(\$359,605)
Gift, Novelty and Souvenir Stores-45322	587,846	2,468,419	(\$1,880,573)
Used Merchandise Stores-4533	296,348	2,057,368	(\$1,761,020)
Other Miscellaneous Store Retailers-4539	1,218,674	1,822,090	(\$603,416)
Non-Store Retailers-454	8,709,195	3,709,907	\$4,999,288
Foodservice and Drinking Places-722	19,048,044	99,259,490	(\$80,211,446)
Full-Service Restaurants-7221	8,624,309	43,350,661	(\$34,726,352)
Limited-Service Eating Places-7222	7,831,690	37,687,746	(\$29,856,056)
Special Foodservices-7223	1,575,237	13,192,589	(\$11,617,352)
Drinking Places -Alcoholic Beverages-7224	1,016,808	5,028,494	(\$4,011,686)
GAFO *	34,688,860	40,844,559	(\$6,155,699)

Source: CLARITAS INC.

Appendix D: Community Planning Survey Results

A community planning survey was conducted at the first Seton Hill Community Planning Charrette and was distributed by the community association. The response was small (19 responses), but still relevant. The results are summarized for each question below.

1. Are You a *(please select any that apply):*

74%	Homeowner
16%	Renter
-	Business Owner
-	Landlord or Property Owner
5%	Student
5%	Other: <u>Real Estate Agent</u>

2. Are you a Seton Hill Neighborhood Resident *(please circle one) :*

Yes 84% No 11%

If No, where do you live? Hamden, Canton

3. How long have you been in the community? (Check one)

Less than 6 months	5%
1 to 5 years	21%
5 to 10 years	21%
10 to 20 years	11%
20 to 40 years	26%
40 or more years	-

4. What is your annual family or household income range? (Check one)

Less than \$25,000	11%
\$25,000 to 35,000	-
\$35,000 to 45,000	11%
\$45,000 to 60,000	11%
\$60,000 to 75,000	16%
\$75,000 to 100,000	16%
\$100,000 to 150,000	26%
More than \$150,000	-

5. What do you like MOST about your community? *(choose up to 3)*

Ability to walk to things	74%
Parks	47%
People or Neighbors	42%
Architecture	37%
Easy Access	21%
Affordability	21%
Diversity	21%
Natural Setting/Trees	16%

6. What do you like LEAST about your community? (choose up to 3)

People or Neighbors	-
Crime & Drugs	84%
Trash & Maintenance	47%
Traffic Speed	58%
Traffic Congestion	11%
Nothing to walk to	16%
Parks	-
City Services	5%
Other: Lack of Parking	5%
Other: Vacant Houses	5%
Other: Access	5%

7. Where do you do most of your grocery shopping? (store name, location)

Whole Foods	53%
Superfresh	21%
Eddies Mount Vernon	16%
Trinacria	11%
Giant, 33 rd St	11%
Safeway Charles Village	11%
Wegmans Hunt Valley	5%
Downtown Farm Market	5%
Other/Misc.	21%

8. Where do you do most of your other shopping? (e.g. Towson, Downtown. etc.)

Downtown	47%
Towson	37%
Columbia	11%
Mt. Vernon	11%
Arundel Mills	5%
Mondawmin	5%
Other/Misc.	21%

9. Where do you tend to go to eat out at a restaurant? (e.g. Mt. Vernon, Downtown. etc.)

Mount Vernon	47%
Downtown	26%
Fells Point	21%
Federal Hill	11%
Towson	11%
Harbor East	5%
Mt. Washington	5%

10. On average, how far do you currently drive to go:

	0-2 miles	3-6 miles	7-10 miles	10 + miles
Grocery Shopping?	26%	26%	16%	5%
Other Shopping?	11%	11%	21%	32%
To eat out?	37%	21%	-	11%

Questions Specific to Seton Hill:

11. Do you use the current businesses located in the Neighborhood?

YES 46% NO 21%

If yes, which ones?

Tailor/Dry Cleaner 32%, Trinacria 26%, Waterstone 16%, Deli 11%, Lexington Market 11%, McCormick Point 11%, Outdoor/Surplus Store 11%
Shops on Eutaw, Hop Hin, Gas Station, Lumber, Museum, and Library: 1 response each.

If No, why not?

Don't Sell Things I Use/Need 21%

12. How do you rate the following characteristics of the Neighborhood?

	Poor	Fair	Average	Good	Excellent
Overall Visual Appearance	5%	11%	42%	32%	-
Parking Availability	11%	21%	42%	21%	-
Traffic Flow	26%	11%	32%	11%	5%
Pedestrian Experience	11%	42%	21%	5%	-
Shopping Opportunities/Retail Mix	74%	11%	-	5%	-
Storefronts/signage	32%	37%	16%	-	-
Safety	-	53%	21%	11%	-
Cleanliness	11%	37%	26%	11%	-

13. What *retail or service businesses* would you like to see MORE of in the community?

Coffee Shop 53%
Grocery 47%
Restaurant/Café 11%
Bakery 11%

Department Store, Organic/Health Food, Convenience Store, Bars/Entertainment
11% each

Men's Clothing, Local Boutique, Salon, Gym, Movies, Computers/Tech, CVS, Flower Shop, Wine Shop, Bookstore
1 response each

14. What *retail or service businesses* would you like to see LESS of in the community?

Hair/Nail/Beauty 42%
 Convenience 11%
 Liquor Store 11%
 Dollar Stores, Youth Clubs, Bars, Low Income Housing, Little Storefront Operations (1 response each)

15. What *design features* would you like to see in the neighborhood?

Street Trees	53%	More Lighting	47%
Pedestrian Oriented Lighting	68%	Outdoor Seating	21%
Event space	42%	Landscaping and planters	68%
Fountain	47%	Play Area or Tot-Lot	16%
Farmers Market	42%	Other: Dog Park	21%
Trash Removal/Street Sweeping around Park	5%	Identification/Signage/Identity	5%

16. Please feel free to add any additional comments here:

- *Get Rid of Cobra Lights*
- *Add Historic Lighting*
- *Stores that would serve as a draw & go along with French History (Patisserie Poupon)*
- *Entertainment Oriented Retail in walking distance (e.g. Mt. Vernon, Charles Village)*
- *Music Festival*
- *Create & Implement a Plan to maintain/replace trees*
- *Focus on Area History*
- *We would like a Dog Park*
- *View of Park is big plus*
- *Neighborhood Association should encourage homeowners to keep up appearances of property*
- *The neighborhood has continued to blossom and grow. We hope to see it become a more family friendly environment, with more places to walk to for quality products.*

Appendix E: 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.

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.

It should be noted, that the Main Street Model can be utilized by a community-based organization, in partnership with residents and merchants without formal recognition by the National Main Street Center or official designation by the Baltimore Development Corporation.

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

For More Information about the Baltimore Development Corporation's Main Street Programs, go to: www.baltimoremainstreets.com.

Appendix B: Traffic Study

Seton Hill Neighborhood Traffic Study



January 2008



Sabra, Wang & Associates, Inc.
Engineers • Planners • Analysts



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I. INTRODUCTION

The Seton Hill neighborhood in Baltimore City is currently in the process of developing and finalizing a community Master Plan. As part of that process, a traffic study was undertaken to evaluate existing traffic conditions including traffic volumes and intersection capacity, and assess the impact of several proposed changes to the roadway network including partial roadway closures, roadway extensions, one-way to two way conversions, and implementation of alternative traffic controls such as roundabouts. The Seton Hill neighborhood is bounded by Franklin Street to the south, Martin Luther King Jr., (MLK) Boulevard to the north and west, and Eutaw/ Howard Streets to the east. An area map, including study intersections is shown in **Figure 1**.

II. EXISTING CONDITIONS

A. Study Area Roadways, Public Transportation and Access

Major arterial roadways in the neighborhood include MLK Blvd, Franklin Street, Pennsylvania Avenue, Paca Street, Druid Hill Avenue, Eutaw Street, McCulloh Street, Madison Street, and Howard Street. Local roadways in the neighborhood include Orchard Street, St. Mary Street, Jasper Street, Tessier Street, Linden Avenue, George Street and Half Mile Court.

Martin Luther King, Jr. Boulevard: is a six-lane divided arterial roadway with a posted speed limit of 35 miles per hour, connecting I-395 to Howard Street. All intersections within the study area are controlled by a traffic signal.

Franklin Street (US 40): is a four-lane roadway in the westbound direction and is half of a one-way northbound roadway pair which connects Orleans Street to Edmondson Avenue with a posted speed limit of 30 miles per hour. All intersections within the study area are controlled by a traffic signal.

Pennsylvania Avenue: is a two-lane two-way roadway which connects Greene Street in the south to Reisterstown Road in the north with a posted speed limit of 30 miles per hour. All intersections within the study area are controlled by a traffic signal.

Paca Street: is a one-way northbound roadway with a posted speed limit of 25 miles per hour which connects from Russell Street to the south and McCulloh Street to the north. All of the intersections within the study area are controlled by a traffic signal.

Druid Hill Avenue: is a one-way southbound roadway with a posted speed limit of 25 miles per hour which connects from Reisterstown Road to the north to Centre Street to the south. All of the intersections within the study area are controlled by a traffic signal except Orchard Street and St. Mary Street which are controlled by stop signs on the side street.

Eutaw Street: is a four-lane two-way roadway which connects Pratt Street in the south to Druid Park Lake Drive in the north with a posted speed limit of 25 miles per hour. All

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Solon Hill Neighborhood Traffic Study
 Existing Conditions

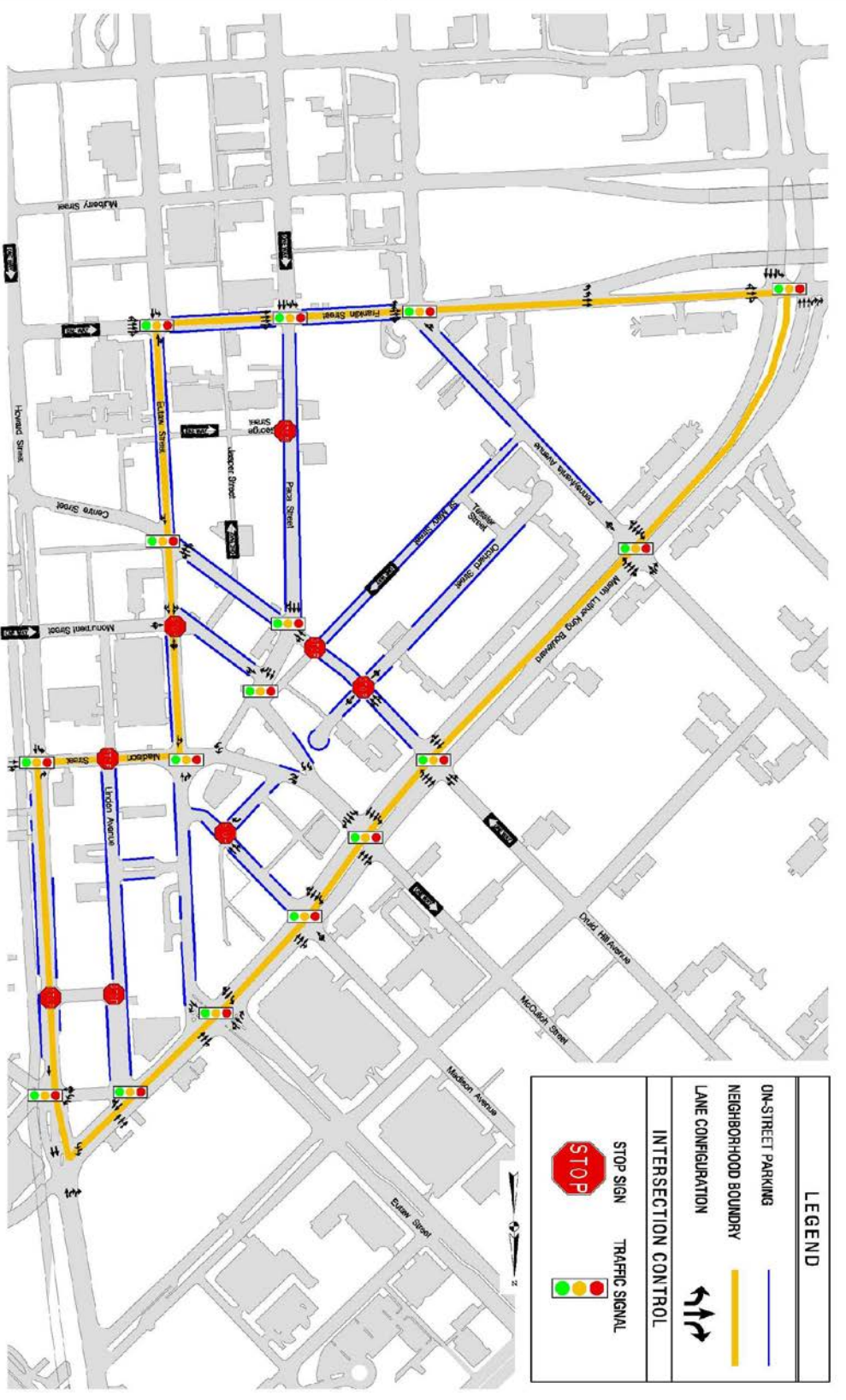


Figure 1
 Not to Scale

Seton Hill Neighborhood Traffic Study



intersections within the study area are controlled by a traffic signal, except Monument Street which is controlled by a stop sign.

McCulloh Street: is a one-way northbound roadway with a posted speed limit of 25 miles per hour which connects from Reisterstown Road to the north to Paca Street to the south. All of the intersections within the study area are controlled by a traffic signal except Orchard Street and St. Mary Street which are controlled by stop signs on the side street.

Howard Street: is primarily a one-way northbound roadway in the study area, which connects I-395 in the south to 29th Street in the north with a posted speed limit of 25 miles per hour. All intersections within the study area are controlled by a traffic signal, except Armory Place which is controlled by a stop sign. Howard Street also provides right-of-way for the Central Light Rail northbound and southbound tracks.

Existing **pedestrian facilities** include sidewalks along all roadways. There are curb ramps, marked crosswalks and pedestrian signals at all signalized intersections

In addition, the study area is served by multiple **public transportation** modes. The Maryland Transit Administration (MTA) has multiple bus lines including number 7 along Pennsylvania Avenue, number 5 along Druid Hill and McCulloh Streets, numbers 19 and 27 along Eutaw Street. The Metro subway State Center stop is located one block north of Eutaw and MLK Blvd, and the Central Light Rail Line Centre Street Station is located one block east of Druid Hill Avenue and Eutaw Street.

On-Street parking

Table 1 summarizes on-street parking provisions in the Seton Hill neighborhood

Blocks	Street	Type of Parking	Restrictions
500-800	Pennsylvania Ave-MLK Blvd to Franklin St	Metered	No Parking 7AM-9AM Mon & Thurs
400-500	Orchard St - Druid Hill Ave to End	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM)
400-500	St Mary St-Pennsylvania Ave to Druid Hill	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM)
700	Tessier St-Orchard St to St Mary St	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM)
500-600	Paca Street-Franklin Street to Druid Hill Ave	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM)
700	Paca Street – Druid Hill to Madison St	None	No Parking Anytime
500-800	Druid Hill Ave – MLK Blvd to Eutaw St	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM) 700 Block unregulated
500-800	McCulloh St-MLK Blvd to Paca Street	Metered	500 Block unregulated
500-800	Madison Ave/ St-MLK Blvd to Eutaw Street	Unregulated	none
400-500	Monument St-Howard St to Paca St	Unregulated	--
400	George St-Paca St to Eutaw St	Permit	Area # 10 Permit 2 Hr Limit (7AM-7PM)
400-600	Franklin St- Eutaw St to Pennsylvania Ave	Metered	No Parking 7-9 AM 3-6 PM Mon-Fri
500-800	Eutaw St-MLK Blvd to Franklin St	Metered	700 block unregulated
700-900	Howard St- Monument St to Read Street	Metered	5min Limit Parking 6PM-2PM Mon-Thurs

Seton Hill Neighborhood Traffic Study



B. Existing Traffic Volumes

Recent peak hour (morning and evening) traffic data for all signalized intersections in the study area was obtained from the Baltimore City Department of Transportation. Supplemental traffic counts for select unsignalized intersections were performed in November of 2007 during the morning and evening peak hours on typical weekdays. **Figure 2** summarizes the existing peak hour traffic volumes; detailed traffic count data is included in the **Appendix**.

Figure 2. Existing AM and PM Peak Hour Volumes



Seton Hill Neighborhood Traffic Study





C. Existing Capacity and Level of Service

The methodology of the Highway Capacity Manual (HCM) was used to evaluate capacity for the study intersections during the AM and PM peak hours. A Synchro traffic model was developed and coded for each peak period with the existing conditions data including roadway geometry, traffic volumes and signal timing and phasing data as inventoried and documented in the field or as provided by Baltimore City.

Performance measures of effectiveness for HCM intersection analysis include level of service, delay and volume-to-capacity ratio. The level of service (LOS) is a letter designation that corresponds to a certain range of roadway operating conditions. The levels of service range from A to F, with A indicating the best operating conditions and F indicating the worst, or a failing, operating condition. The volume-to-capacity ratio (v/c ratio) is the ratio of current flow rate to the capacity of the intersection. This ratio is often used to determine how sufficient capacity is on a given roadway. Generally speaking, a ratio of 1.0 indicates that the roadway is operating at capacity. A ratio of greater than 1.0 indicates that the facility is failing as the number of vehicles exceeds the roadway capacity.

The results of the existing conditions intersection capacity analysis are summarized in **Table 2**; detailed capacity analysis worksheets are included in the **Appendix**.

Table 2. Summary of Existing Intersection Capacity Analysis, AM (PM)

Intersection	Control	Average Delay (sec/veh)	Volume-to-Capacity Ratio	Level of Service
MLK Blvd at Pennsylvania Avenue	Signal	25.9 (37.6)	1.05 (1.02)	C (D)
MLK Blvd at Druid Hill Avenue	Signal	17.5 (7.9)	0.81 (0.77)	B (A)
MLK Blvd at McCulloh Street	Signal	12.1 (19.2)	0.71 (0.89)	B (B)
MLK Blvd at Madison Avenue	Signal	9.6 (12.1)	0.60 (0.65)	A (B)
MLK Blvd at Eutaw Street	Signal	22.8 (20.5)	0.79 (0.75)	C (C)
Franklin Street at Pennsylvania Avenue	Signal	35.0 (13.1)	0.96 (0.81)	C (B)
Franklin Street at Paca Street	Signal	9.3 (13.2)	0.66 (0.88)	A (B)
Franklin Street at Eutaw Street	Signal	16.0 (18.6)	0.91 (0.92)	B (B)
Eutaw Street at Druid Hill Avenue	Signal	10.0 (16.6)	0.39 (0.39)	A (B)
Eutaw Street at Monument Street	Stop ¹	15.2 (15.1)	0.13 (0.13)	C (C)
Eutaw Street at Madison Street	Signal	19.5 (15.1)	0.34 (0.41)	B (B)
Paca Street at Druid Hill Avenue	Signal	17.5 (13.3)	0.32 (0.34)	B (B)
Paca Street at Monument Street	Signal	5.1 (8.5)	0.09 (0.33)	A (A)
Druid Hill Avenue at Orchard Street	Stop ¹	12.2 (10.8)	0.02 (0.03)	B (B)
Druid Hill Avenue at St. Mary Street	Stop ¹	11.9 (10.2)	0.10 (0.06)	B (B)

¹-Level of Service, Delay, and V/C for stop-controlled movement only

The results of the existing conditions capacity analysis indicate that *all intersections in the study area are currently performing at a level of service D or better.*



III. ALTERNATIVES ANALYSIS

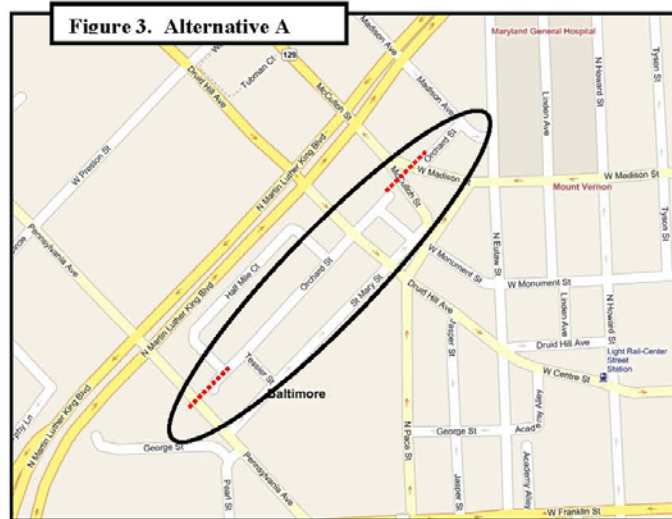
The proximity of the Seton Hill neighborhood to the downtown office, cultural and entertainment districts, as well as connection to key transportation links such as interstates, light and heavy rail lines have spurred a renewed interest in developing a Master Plan for the study community. Based on conversations with the Department of Planning, key stakeholders such as religious institutions, and community leaders, the goal of the transportation improvements are as follows:

- 1) Reduce the speed of traffic on both major and local streets
- 2) Reduce the volume of non-local traffic on local streets
- 3) Improve street grid connectivity to allow for more cohesive development parcels
- 4) Improve traffic circulation by converting one-way streets to two-way streets where possible
- 5) Reduce or eliminate excessive areas of pavement and higher speed merging of traffic by improving roadway geometry or implementing alternative intersection traffic controls
- 6) Support vibrant urban design, historic preservation and economic development

The following alternatives were developed in cooperation with the City and community based on these goals. It should be prefaced that these alternatives are not mutually exclusive.

Alternative A: Extend Orchard Street from Pennsylvania Avenue to Madison Street

This alternative would connect the existing portions of Orchard Street to Pennsylvania Avenue to the west and Madison Street to the east as shown in **Figure 3**. The new connections would allow existing residents improved access and circulation within the neighborhood, and reduce wrong-way traffic on existing roadways. The newly created intersections at Pennsylvania Avenue and Orchard Street, and Orchard Street at McCulloh Street would be controlled by



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STOP signs. The projected level of service for the stop-controlled movements would be a B or better.

One safety concern is noted with safety, specifically allowing motorists heading eastbound on Orchard Street to cross four lanes of merging traffic (from McCulloh and Madison Street) with limited sight distance, or turn left from Madison Street across merging traffic from McCulloh Street into Orchard Street. To alleviate this potential hazard, *it would therefore be recommended under this alternative to connect Orchard Street at McCulloh Street as a left-*



turn in and left-turn out only connection as shown in Figure 4.

Figure 4. Proposed Orchard Street at McCulloh Street connection

Alternative B: Roundabout Traffic Control

This alternative evaluated the potential for roundabout traffic control to replace existing traffic signals at two intersections:

- 1) Paca Street/ Druid Hill Avenue/ St. Mary Street/Monument Street
- 2) Madison Street/ Paca Street and Eutaw Street

The aim of a roundabout design would be to reduce driver speeds, reduce excess pavement, reduce driver confusion, and improve intersection aesthetics. The minimum design standards of a roundabout would be **two 15-foot circulating lanes and a 60-foot inscribed circle diameter.**

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A schematic of a proposed urban roundabout developed by P.E.L.A. Design, Inc. for another Baltimore City location is illustrated in **Figure 5**.



**Figure 5.
Roundabout
Schematic**

Table 3. Summary of Alternative B Intersection Capacity Analysis

Intersection	Control	Average Delay (sec/veh)	Volume-to-Capacity Ratio	Level of Service
<i>Existing Conditions</i>				
Eutaw Street at Madison Street	Signal	19.5 (15.1)	0.34 (0.41)	B (B)
Paca Street at Druid Hill Avenue	Signal	17.5 (13.3)	0.32 (0.34)	B (B)
Paca Street at Monument Street	Signal	5.1 (8.5)	0.09 (0.33)	A (A)
Druid Hill Avenue at St. Mary Street	Stop ¹	11.9 (10.2)	0.10 (0.06)	B (B)
<i>Alternative B Roundabout Control</i>				
Paca Street at Druid Hill Avenue	Roundabout	6.6 (7.6)	0.23 (0.50)	A (A)
Eutaw Street at Madison Street	Roundabout	8.0 (9.4)	0.19 (0.29)	B (B)

¹-Level of Service, Delay, and V/C for stop-controlled movement only

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The results of the Alternative B capacity analysis indicate that with growth in existing traffic volumes, as well as additional traffic from background developments, **roundabout traffic control at the intersections of Paca Street/ Druid Hill Avenue and Eutaw Street/ Madison Street is projected to operate at a level of service B or better during both peak hours.**

Alternative C – Conversion of Paca Street between Franklin Street and Druid Hill Avenue from One-Way to Two-Way

This alternative would convert Paca Street between Franklin Street and Druid Hill Avenue from one-way to two-way traffic flow. On-street parking would remain on both sides, and one travel lane would be provided in each direction (northbound and southbound). The reduction in capacity in the northbound direction would likely result in diversion of a percentage of existing northbound traffic to other routes. The likely diverted volumes and travel paths are illustrated in Figure 6. Note that based on the existing traffic volumes and level of service, the PM peak hour is most critical and is tested for this alternative.

Figure 6. Alternative C Diverted PM Traffic Volumes

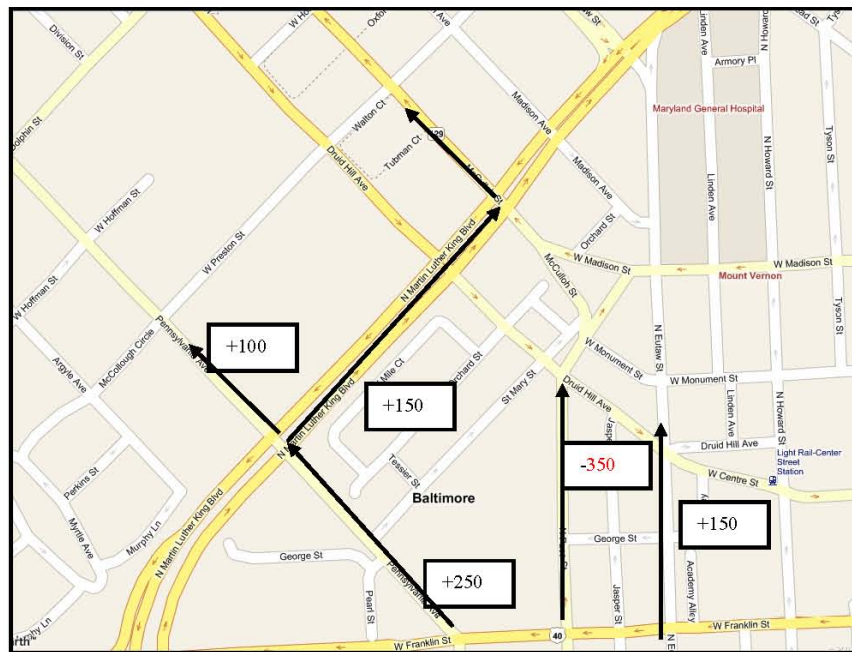




Table 4. Summary of Alternative C Intersection Capacity Analysis - PM

Intersection	Control	Average Delay (sec/veh)	Volume-to-Capacity Ratio	Level of Service
<i>Existing Conditions</i>				
MLK Blvd at Pennsylvania Avenue	Signal	37.6	1.02	D
MLK Blvd at Druid Hill Avenue	Signal	7.9	0.77	A
MLK Blvd at McCulloh Street	Signal	19.2	0.89	B
MLK Blvd at Madison Avenue	Signal	12.1	0.65	B
Franklin Street at Pennsylvania Avenue	Signal	13.1	0.81	B
Franklin Street at Paca Street	Signal	13.2	0.88	B
Paca Street at Druid Hill Avenue	Signal	13.3	0.34	B
Paca Street at Monument Street	Signal	8.5	0.33	A
<i>Alternative C – Proposed One-Way Conversion</i>				
MLK Blvd at Pennsylvania Avenue	Signal	103.2	1.32	F
MLK Blvd at Druid Hill Avenue	Signal	11.3	0.77	B
MLK Blvd at McCulloh Street	Signal	38.4	0.98	D
MLK Blvd at Madison Avenue	Signal	14.8	0.68	B
Franklin Street at Pennsylvania Avenue	Signal	18.7	0.90	B
Franklin Street at Paca Street	Signal	30.5	0.97	C
Paca Street at Druid Hill Avenue	Signal	18.0	0.51	B
Paca Street at Monument Street	Signal	7.0	0.20	A

1-Level of Service, Delay, and V/C for stop-controlled movement only

The results of the Alternative C capacity analysis indicate that *one intersection in the study area, MLK Blvd at Pennsylvania Avenue is projected to deteriorate to a failing level of service.* It should be noted that without the assumed diversion of traffic, and reduction to a single travel lane along northbound Paca Street, the intersection of Paca Street at Druid Hill Avenue would deteriorate to a level of service E.

Alternative D – Alternative C with closure of Paca Street north or Druid Hill Avenue and reconnection of Orchard Street and St. Mary Street grid

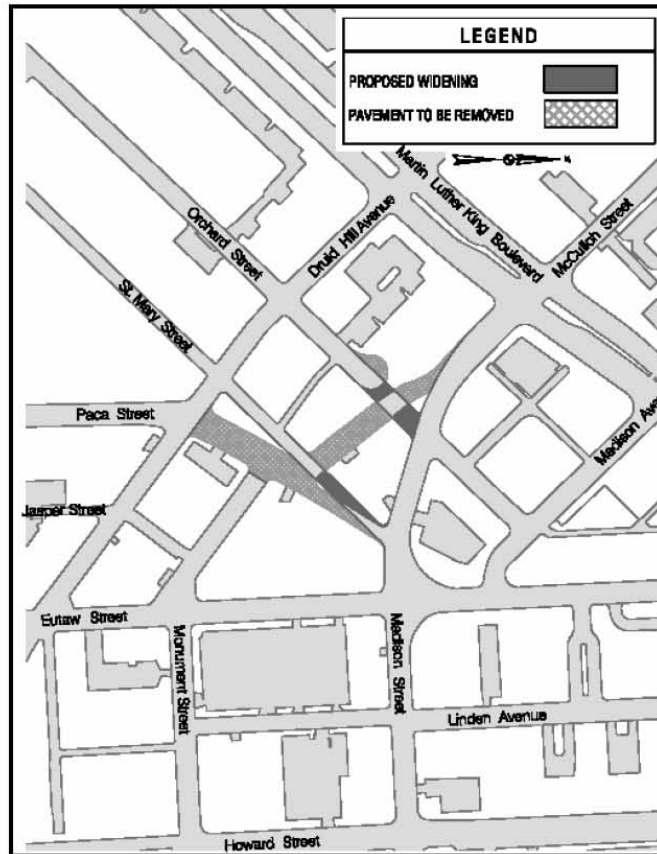
This alternative would also convert Paca Street between Franklin Street and Druid Hill Avenue from one-way to two-way traffic flow, retaining on-street parking. In addition, an extension of Orchard Street and St. Mary Street to reconnect the grid is proposed. As a result, Paca Street north of Druid

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Hill Avenue, as well as the spur from Paca Street to McCulloh Street. The proposed roadway modifications are illustrated in **Figure 7**.

Figure 7. Alternative D Proposed Roadway Modifications



The likely diverted traffic volumes and travel paths are illustrated in **Figure 8**. Note that based on the existing traffic volumes and level of service, again the PM peak hour is most critical and is tested for this alternative. As illustrated, based on the improved street connections, some of the diverted traffic from Paca Street can be expected to use Orchard Street between Pennsylvania Avenue and McCulloh Street.



Figure 8. Alternative D Diverted PM Traffic Volumes

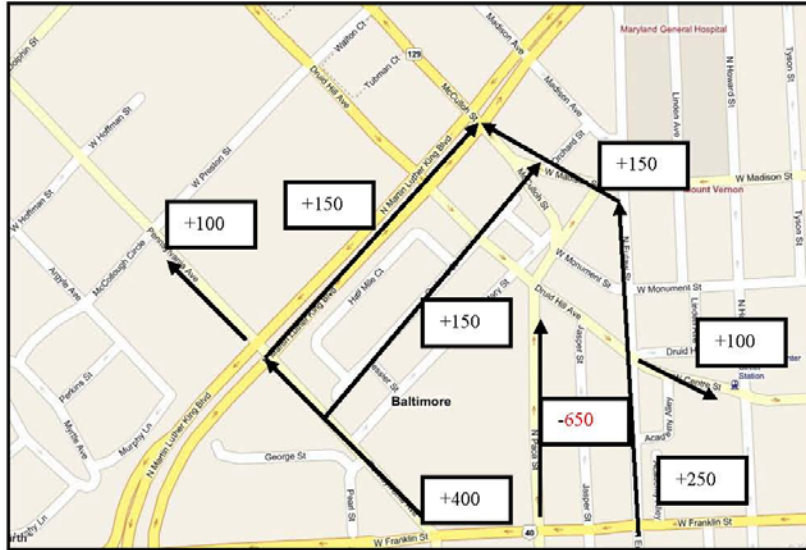


Table 5. Summary of Alternative D Intersection Capacity Analysis - PM

Intersection	Control	Average Delay (sec/veh)	Volume-to-Capacity Ratio	Level of Service
<i>Existing Conditions</i>				
MLK Blvd at Pennsylvania Avenue	Signal	37.6	1.02	D
MLK Blvd at Druid Hill Avenue	Signal	7.9	0.77	A
MLK Blvd at McCulloh Street	Signal	19.2	0.89	B
Franklin Street at Pennsylvania Avenue	Signal	13.1	0.81	B
Franklin Street at Paca Street	Signal	13.2	0.88	B
Eutaw Street at Druid Hill Avenue	Signal	16.6	0.39	B
Eutaw Street at Madison Street	Signal	15.1	0.41	B
Druid Hill Avenue at Orchard Street	Stop ¹	10.8	0.03)	B
<i>Alternative D – Proposed One-Way Conversion and Roadway Extensions</i>				
MLK Blvd at Pennsylvania Avenue	Signal	71.5	1.20	E
MLK Blvd at Druid Hill Avenue	Signal	8.2	0.77	A
MLK Blvd at McCulloh Street	Signal	36.6	0.98	D
Franklin Street at Pennsylvania Avenue	Signal	18.0	0.93	B
Franklin Street at Paca Street	Signal	41.2	1.02	D
Eutaw Street at Druid Hill Avenue	Signal	27.1	0.54	C
Eutaw Street at Madison Street	Signal	23.8	0.88	C
Druid Hill Avenue at Orchard Street	Stop ¹	13.6	0.31	B

¹-Level of Service, Delay, and V/C for stop-controlled movement only



The results of the Alternative D capacity analysis indicate that *one intersection in the study area, MLK Blvd at Pennsylvania Avenue is projected to deteriorate to a level of service E.*

IV. TRAFFIC CALMING

In August, 2007, Baltimore City passed new Traffic Calming guidelines, establishing new procedures for applying, designing and funding neighborhood traffic calming devices on City streets. According to the guidelines, *“Traffic calming is a traffic management strategy that involves the combination of physical changes in roadway and traffic control measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized road users”*. The guidelines were intended to create a fair, systematic and consistent approach in the decision making and implementation of neighborhood traffic calming devices by the Department of Transportation. In all cases, a detailed engineering analysis is undertaken by DOT to evaluate the need for traffic calming.

Traffic calming devices may include such measures as textured pavement, pedestrian refuges, median barriers, partial and full roadway closures, channelization, diversions, chicanes, speed humps, speed bumps, speed tables, raised crosswalks, raised intersections, bulbouts, chokers, traffic circles, and rumble strips.

The Seton Hill neighborhood has requested the following traffic calming devices (in addition to those considered as part of the alternatives analysis)

- Speed bumps or other similar traffic calming devices on the 500-600 blocks of Jasper Street, 700 block of Tessier Street, 400-500 block of St. Mary Street, and 400-500 block of Orchard Street to reduce vehicle speed and cut-through traffic
- Bulb-outs on Druid Hill Avenue between MLK Boulevard and Eutaw Street to improve pedestrian access and reduce vehicular speed

Typically, the criteria evaluated for warranting traffic control devices include volume, speed, safety, proximity of pedestrian traffic generators and provision of pedestrian amenities. While a formal traffic calming request can be submitted after further community input, **Table 6** summarizes an evaluation of each of the aforementioned roadways.

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Table 6. Summary of Traffic Calming Criteria for Seton Hill

Street	Street Classification	Traffic Volume (vehicles per weekday)	Posted (85 th) Percentile Speed	Accident Experience (3 or more crashes per year)	Pedestrian Generators and Provisions
Orchard St - Druid Hill Ave to End	Local	450	25* (15)	No	√ sidewalks √ Church
St Mary St- Pennsylvania Ave to Druid Hill	Local	600	25* (32)	No	√ sidewalks √ St. Mary's Park
Tessier St-Orchard St to St Mary St	Local	500	Block too short for accurate measurement	No	√ sidewalks
Paca Street-Franklin Street to Druid Hill Ave	Arterial	9,000	25 (36)	No	√ sidewalks √ Church √ St. Mary's Park
Druid Hill Ave – MLK Blvd to Eutaw St	Arterial	6,500	25 (33)	Yes	√ sidewalks
Jasper Street – Druid Hill Avenue to Franklin Street	Local	400	15 (21)	No	√ sidewalks

1 – Traffic Calming for arterials limited to speed reduction measures such as enforcement, sentries, controlled signal progression, positive guidance pavement marking and signing, medians, bulb-outs, access controls, etc. Vertical and horizontal deflections not suggested.

* - No speed limit posted

V. SUMMARY

The following summary of findings is based on the analysis and observations presented in the report:

- The Seton Hill neighborhood is bisected by several one-way arterial roadways, which results in restricted circulation and access for local streets
- The neighborhood is well served by public transportation, including bus, Light Rail and Metro subway. In addition, all residential streets have restricted permit parking.
- Under existing conditions, *all intersections in the study area are currently performing at a level of service D or better during the peak hours*

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- Alternatives A and B would have no significant impact on traffic operations on the roadway network. However, Alternatives C and D would result in diversion of significant traffic volumes and result in at least one intersection deteriorating to a failing level of service.
- Based on a preliminary analysis, traffic calming measures may be warranted on local roadways such as Orchard Street, St. Mary Street, and Jasper Streets. Further study is required to evaluate appropriate traffic calming on arterials including Druid Hill Avenue and Paca Street.

The advantages and disadvantages of each alternative are summarized in **Table 7** below.

Table 7. Summary of Advantages and Disadvantages of Seton Hill Traffic Alternatives

Alternative	Advantages	Disadvantages
A - Orchard Street Extension from Pennsylvania Avenue to Madison Street	<ul style="list-style-type: none"> • Improves local access and circulation • New intersections would operate at acceptable levels of service • May reduce crime due to improved access and visibility 	<ul style="list-style-type: none"> • May increase traffic volume on Orchard Street • Safety concerns would require turn restrictions at McCulloh Street • Cost of construction
B – Roundabout Traffic Control at Paca/ Druid Hill and Eutaw/ Madison	<ul style="list-style-type: none"> • Reduced speeds on arterial streets • Roundabout control would operate at acceptable levels of service • Eliminates excess pavement • Provides opportunity for gateway signage/ landscaping 	<ul style="list-style-type: none"> • Design of roundabout may require additional right-of-way and reduce ‘developable’ parcels • Cost of construction
C – Paca Street One-Way conversion between Franklin Street and Druid Hill Avenue	<ul style="list-style-type: none"> • Improves access and circulation • Reduces travel speeds • Reduces traffic volumes on Paca Street • No construction cost 	<ul style="list-style-type: none"> • Increases traffic volumes on Pennsylvania Avenue and Eutaw Street • Diverted traffic would result in failing level of service at MLK and Pennsylvania Avenue result in failing level of service
D – Paca Street One-Way conversion between Franklin Street and Druid Hill Avenue, with closure north of Druid Hill Avenue and extension of St. Mary Street and Orchard Street	<ul style="list-style-type: none"> • Improves local access and circulation • Reduces travel speeds • Reduces traffic volumes on Paca Street 	<ul style="list-style-type: none"> • Cost of construction • Increases traffic volumes on Pennsylvania Avenue, Eutaw Street, and Orchard Street • Diverted traffic would result in failing level of service at MLK and Pennsylvania Avenue result in failing level of service

Appendix C: 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 four office-residential districts (O-R-1 through O-R-4). 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. Industrial zoning is not found within Seton Hill.

The following zoning districts currently exist in Seton Hill:

1. Residential Zoning Districts

R-8 General Residential - Allows single-family detached, attached (rowhomes) and multi-family residences with a minimum lot size of 750 sq. feet per unit of single-family attached and multi-family dwellings and 5,000 sq. feet per unit of single-family detached dwellings with a maximum lot coverage of between 40-60%. Single-family homes have a maximum height of 35 feet, while multi-family dwellings are governed by a Floor Area Ratio (F.A.R.) of 2.

R-9 General Residential - Allows single-family detached, attached (rowhomes) and multi-family residences with a minimum lot size of 550 sq. feet per unit of multi-family dwellings, 750 sq. feet for single-family attached, and 5,000 sq. feet per unit of single-family detached dwellings with a maximum lot coverage of between 50-70%. Single-family homes have a maximum height of 35 feet, while multi-family dwellings are governed by a Floor Area Ratio (F.A.R.) of 3.

2. Business/Commercial Zoning Districts

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 Commercial Business District - The B-3 zoning district is designed primarily for commercial activity oriented to a major thoroughfare. 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.

B-4/B-5 Downtown Business District – The B-4 and B-5 zoning districts are the most dense commercial districts and a typically only applied in the downtown area.

While the range of commercial uses are very broad, the floor area ratio (F.A.R.) of up to 14 allows for significant height such that in practice commercial uses are typically limited to the ground floor with office or residential uses on the upper floors.

3. Office-Residential Zoning Districts

O-R-4 High Density Office-Residential District – This is the most dense of all the office-residential districts. Office-residential districts are often used as a transition between residential and commercial areas and benefit from locations near transit resources.