

ULI Rose Center *presents*
A look at creative placemaking

**Station North Arts & Entertainment District
Baltimore, MD**



**Urban Land
Institute**

Daniel Rose Center for Public Leadership in Land Use

Alison Johnson
Program Manager
202-624-7015; alison.johnson@uli.org

- **Welcome**
- ULI Rose Center
 - Who we are/what we do
- Webinar instructions
- Webinar



ULI Rose Center

Mission:

“ . . . to encourage and support excellence in land use decision making. By providing public officials with *access to information, best practices, peer networks* and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”



Daniel Rose
Chairman, Rose
Associates;
ULI Foundation
Governor



ULI Rose Center



2012-2013 Daniel Rose Fellows:
Mayor Leffingwell; Mayor Segarra; Mayor
Fischer; and Mayor Strickland

- Daniel Rose Fellowship –
 - Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
 - Mayor selects 3 fellows and team coordinator
- 2012-2013 Fellowship Cities: Austin, TX; Hartford, CT; Louisville, KY; and Tacoma, WA



2011 Shaw Forum – *The Future of Publicly Financed Redevelopment*
San Francisco, CA

- Public Official Education and Events-
 - Webinars and workshops
 - Public-Private forums/symposiums
 - Public Official Scholarships



How this webinar works:

- Webinar audio information:
 - **Dial-in #: 866.404.3683**
 - **Conference code: 1496305939**
- All callers are muted during the presentation
 - To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.
- To ask a question-
 - During the presentation, type your question into the *Question* or *Chat* box, the moderator will review and present your questions to the panelists.
 - There will be time for questions at the end of the presentation.



A look at creative placemaking: **Station North Arts & Entertainment District
Baltimore, MD**



Ben Stone

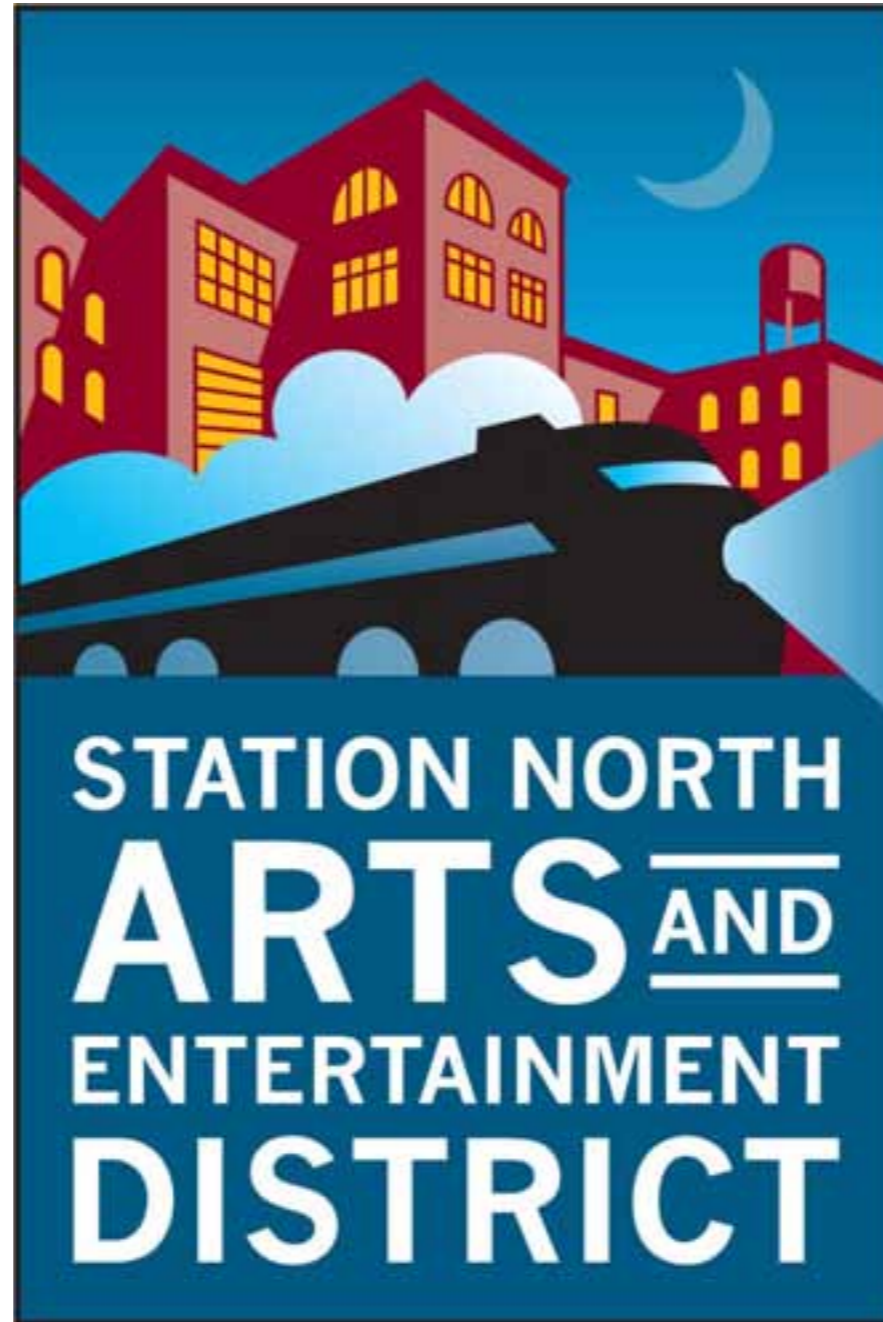
Executive Director
Station North Arts and Entertainment District, Inc.
Baltimore, MD



Charles "Charlie" Duff

President
Jubilee Baltimore, Inc.
Baltimore, MD





CHARLIE DUFF
President,
Jubilee Baltimore

BEN STONE
Executive Director,
Station North Arts & Entertainment, Inc.



Station North Arts and Entertainment District

Locations are Made, Not Born





JUBILEE BALTIMORE

WHO WE ARE

- Non-profit developer and neighborhood revitalization organization that helps the people of Baltimore build desirable, mixed-income neighborhoods through affordable housing development and neighborhood revitalization.



JUBILEE BALTIMORE

Founded in 1980

A non-profit resource for Baltimore's people and neighborhoods

- Developers
- Planners
- Affordable housing
- “Unaffordable” housing
- Development consultants
- CDA Developer of the Year 2002
- Since 2001
 - 225 projects
 - 700 units
 - \$100 million

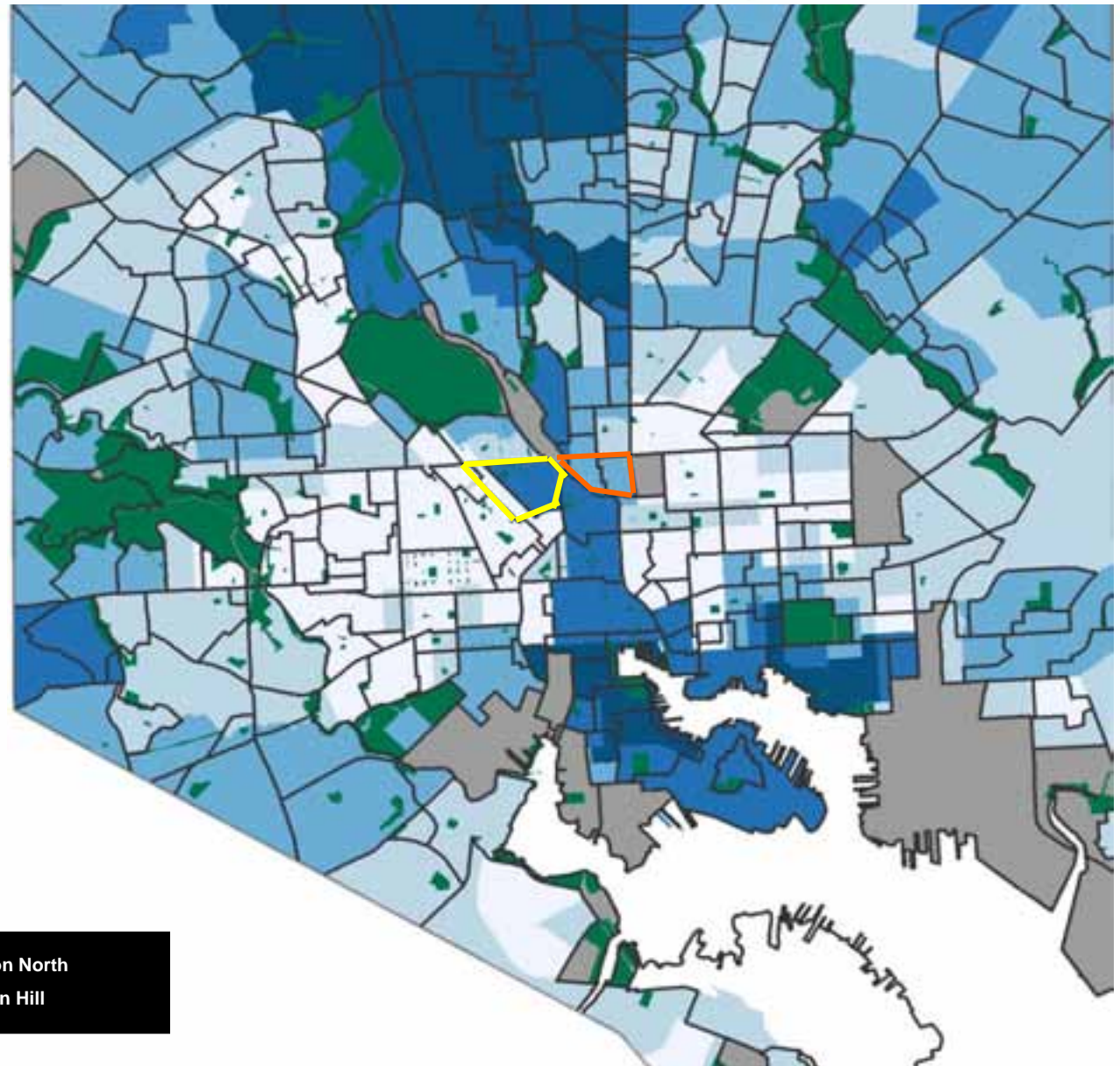




Per Capita Income by Census Tract, ** With Neighborhood Boundaries Overlay



** Source: 2006-2010 American
Community Survey

















Areas attracting the young, educated set

In the 51 largest U.S. metro areas, here is the change from 2000 to 2009 in 25- to 34-year-olds who have a four-year degree or higher and live within 3 miles of a metro area's central business district: (Story, 1A)

Metro area	Change	Pct. chg.	Metro area	Change	Pct. chg.
St. Louis	2,700	87%	Washington	13,610	31%
Indianapolis	2,670	83%	Cincinnati	2,001	28%
Miami-Fort Lauderdale	4,378	68%	Orlando	1,693	28%
Baltimore	8,625	66%	Raleigh, N.C.	1,671	28%
Riverside, Calif.	1,573	65%	Sacramento	2,054	28%
Houston	6,519	62%	Buffalo	1,101	27%
Atlanta	9,722	61%	Memphis	565	26%
Detroit	1,968	59%	Denver	5,237	25%
Philadelphia	16,032	57%	Austin	3,726	24%
Dallas-Fort Worth	5,081	50%	Seattle	5,006	24%
Los Angeles	5,695	55%	Minneapolis-St. Paul	4,269	23%
San Diego	5,638	54%	Portland, Ore.	4,083	22%
Kansas City, Kan.-Mo.	1,300	50%	Salt Lake City	1,903	21%
Cleveland	1,302	49%	Tampa-St. Petersburg	974	21%
Columbus, Ohio	4,033	45%			
Jacksonville	611	41%			
Nashville	1,937	41%			
Boston	20,558	40%			
Pittsburgh	3,155	40%			
Milwaukee	3,656	38%			
Providence	3,484	38%			
Charlotte	2,180	34%			
Chicago	15,887	33%			

Metro	Change	Pct. chg.
Las Vegas	304	19%
Richmond, Va.	1,058	16%
Virginia Beach	567	15%
Phoenix	306	14%
New York	26,126	13%
Louisville	444	10%
San Jose	1,201	10%
Hartford, Conn.	427	8%
Rochester, N.Y.	810	8%
San Antonio	147	7%
Oklahoma City	106	5%
San Francisco	3,803	5%
Birmingham, Ala.	-601	-12%
New Orleans	-2,221	-24%

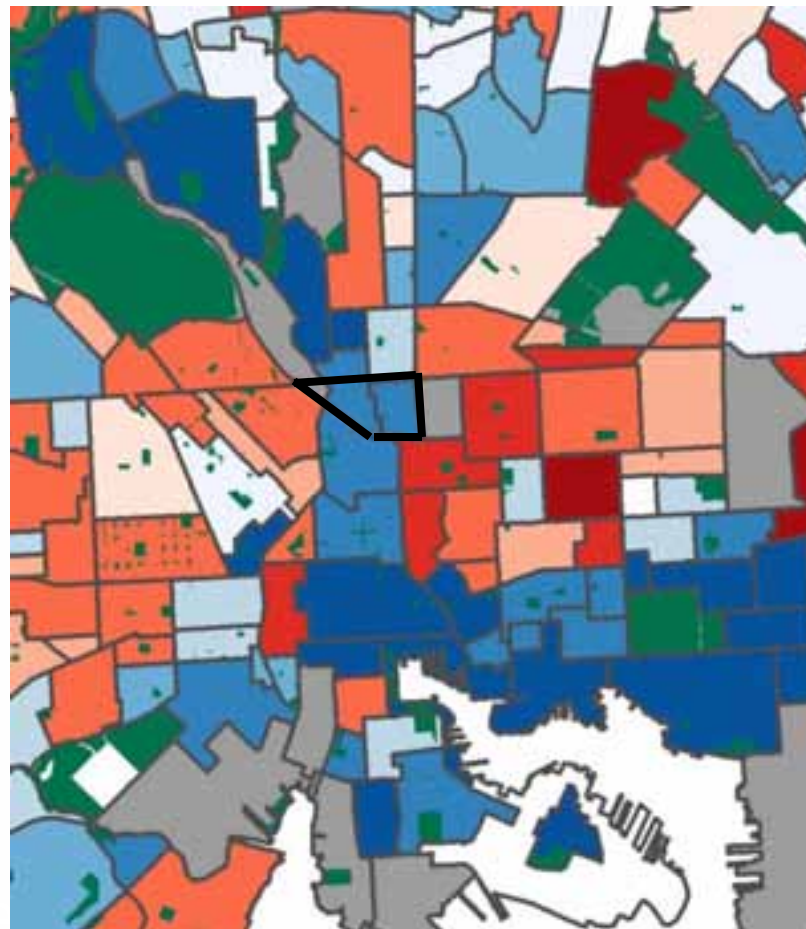
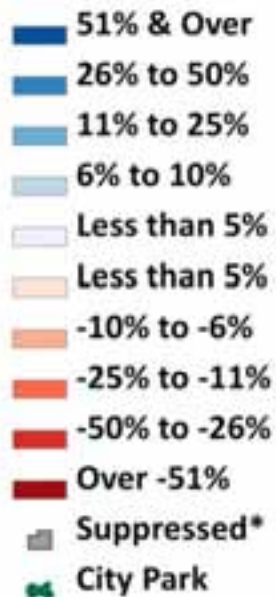
Source: Analysis of data from 2000 Census and 2005-09 American Community Survey by Inpress Inc. for CEOs for Cities

<u>Cities</u>	<u>Rank in Percent Change</u>	<u>Rank in Number Change</u>	<u>Composite Total</u>	<u>Composite Rank</u>
Baltimore	4	6	10	1
Atlanta	7	4	11	2
Philadelphia	9	3	12	3
St. Louis	1	18	19	10
Boston	18	2	20	11
Washington	24	5	29	20
Pittsburgh	19	21	40	31
Cleveland	14	28	42	33

Baltimore's Magnet Neighborhoods for Age 25-34

Age: Percent Change
From 2000 to 2010

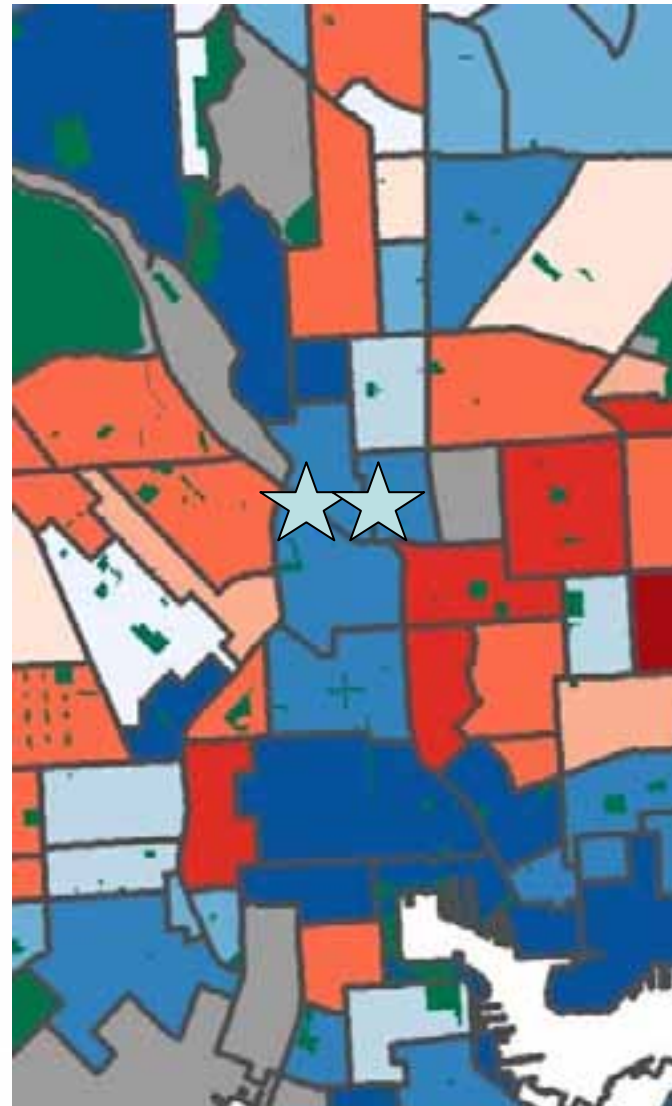
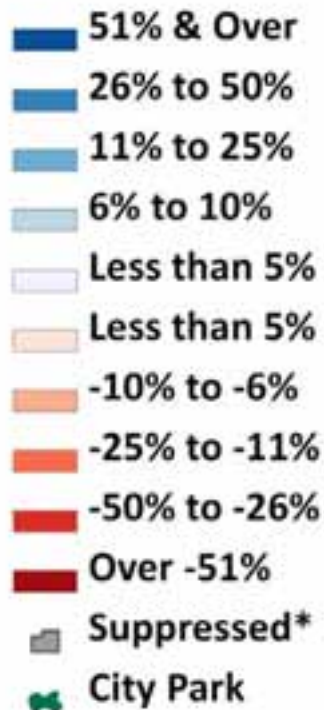
25-34 Year Olds



Station North in the Magnet Neighborhoods

Age: Percent Change
From 2000 to 2010

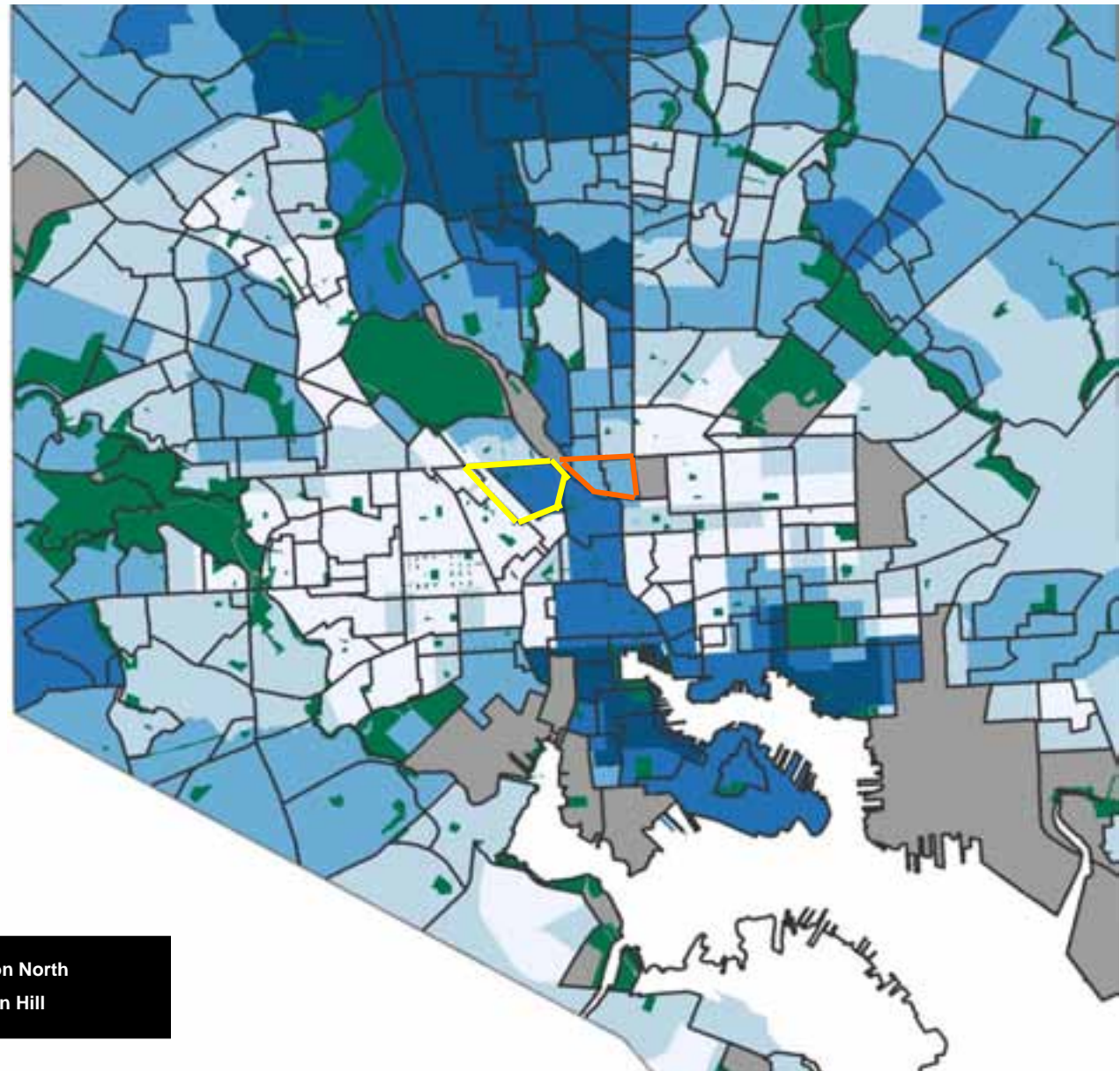
25-34 Year Olds



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** Source: 2006-2010 American
Community Survey



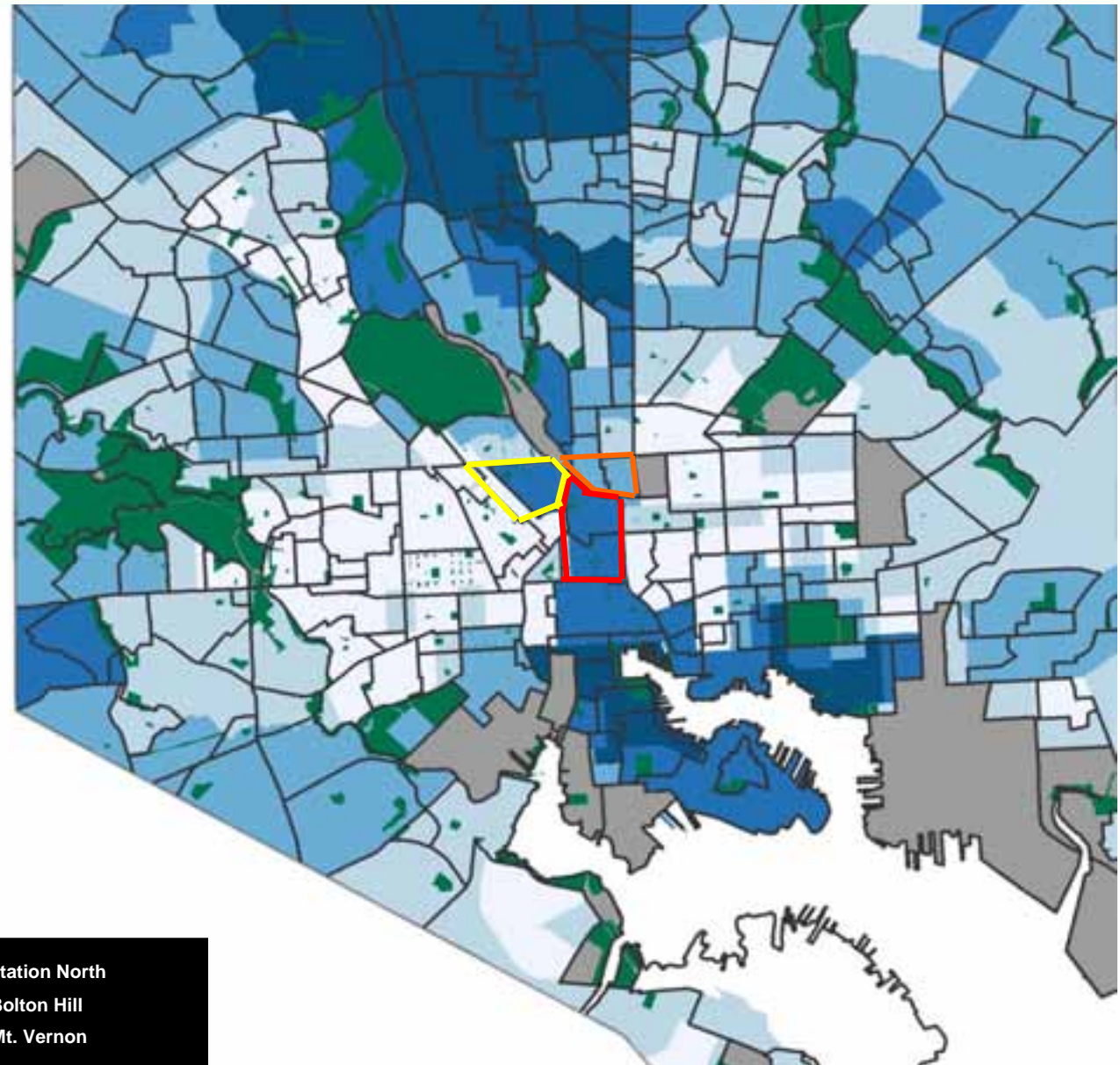




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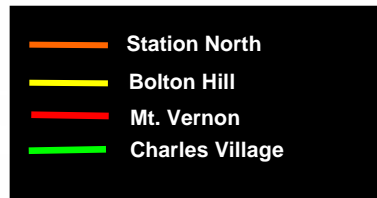
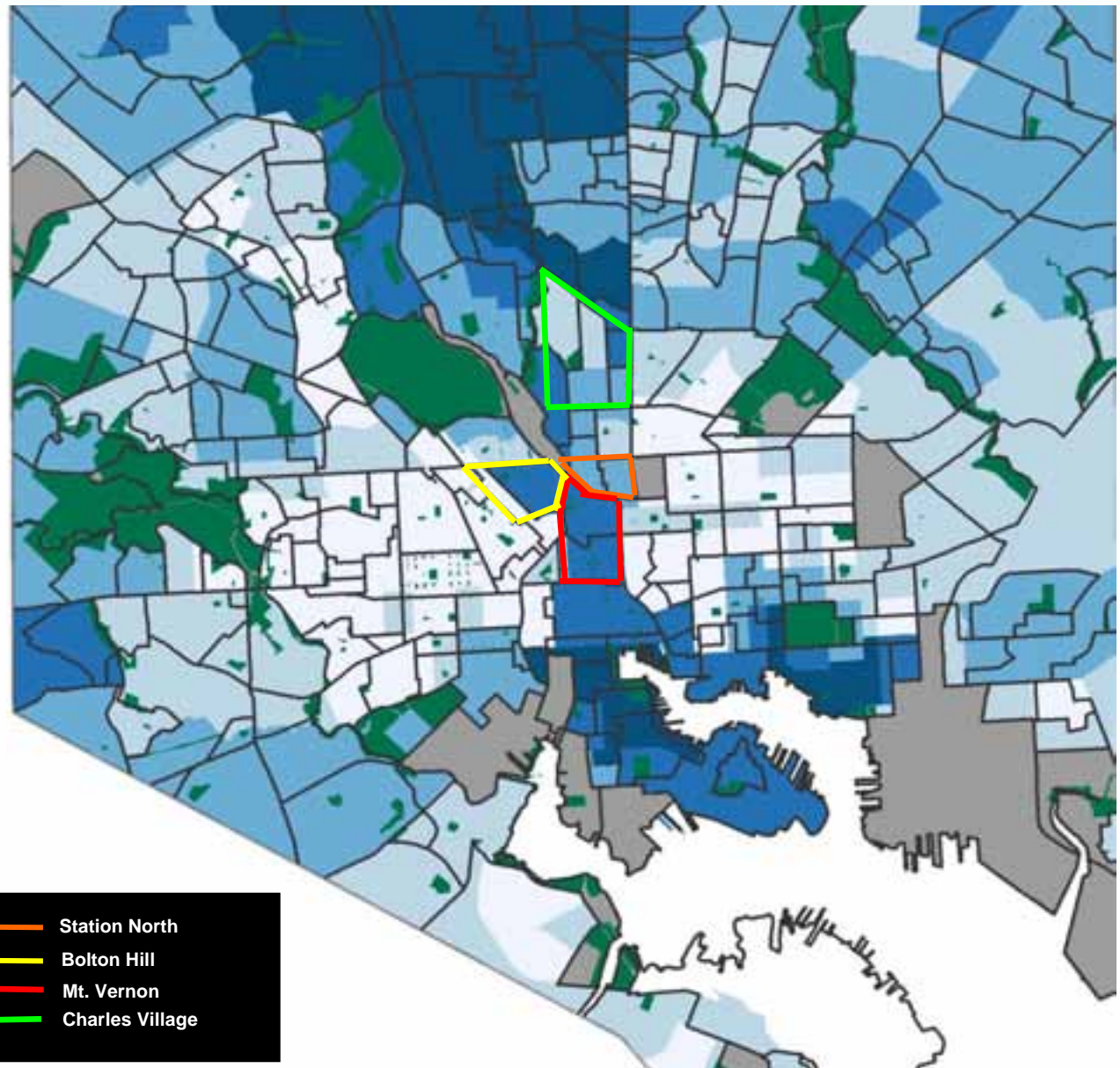




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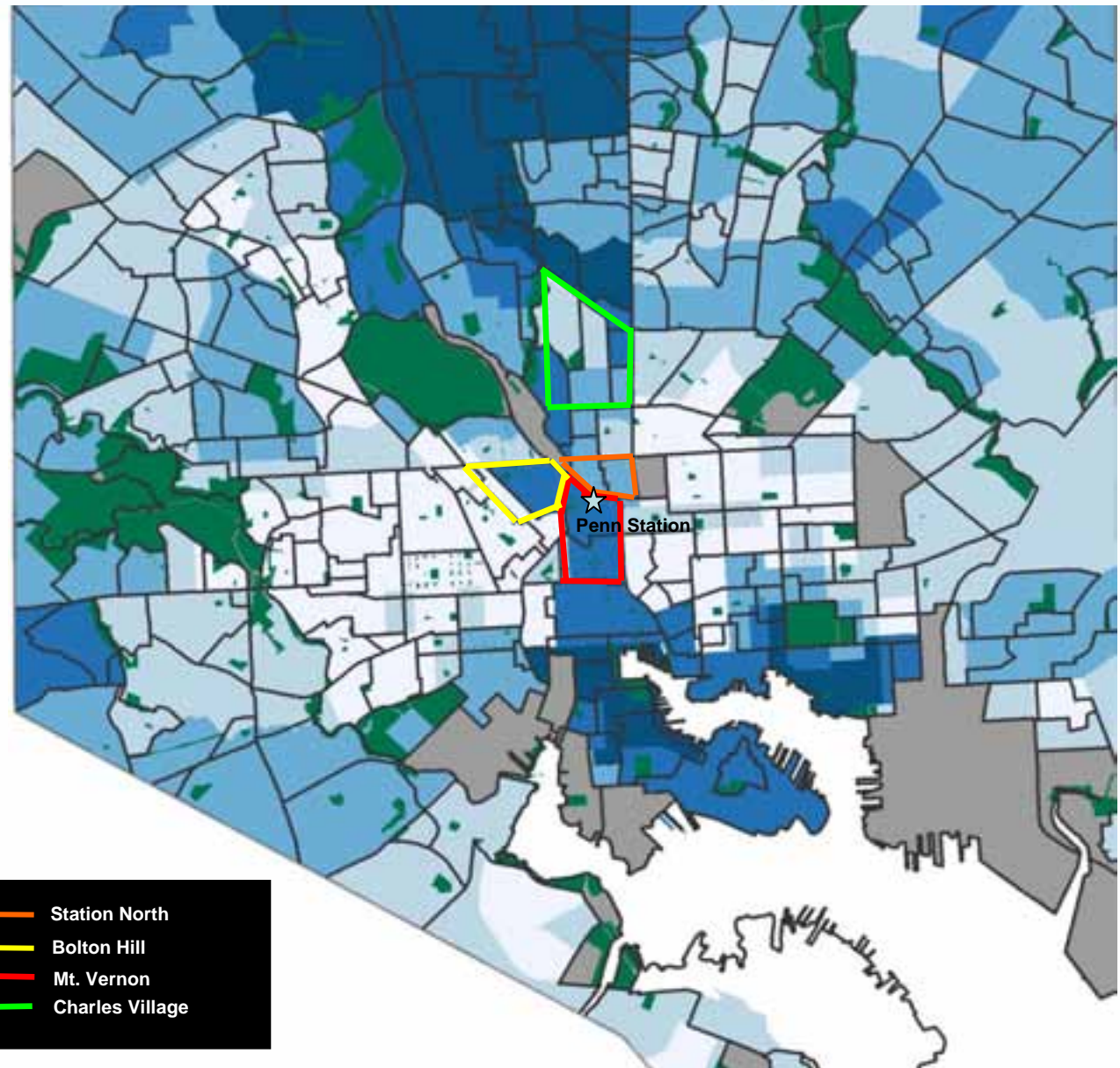
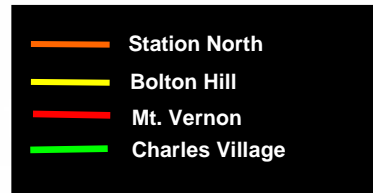




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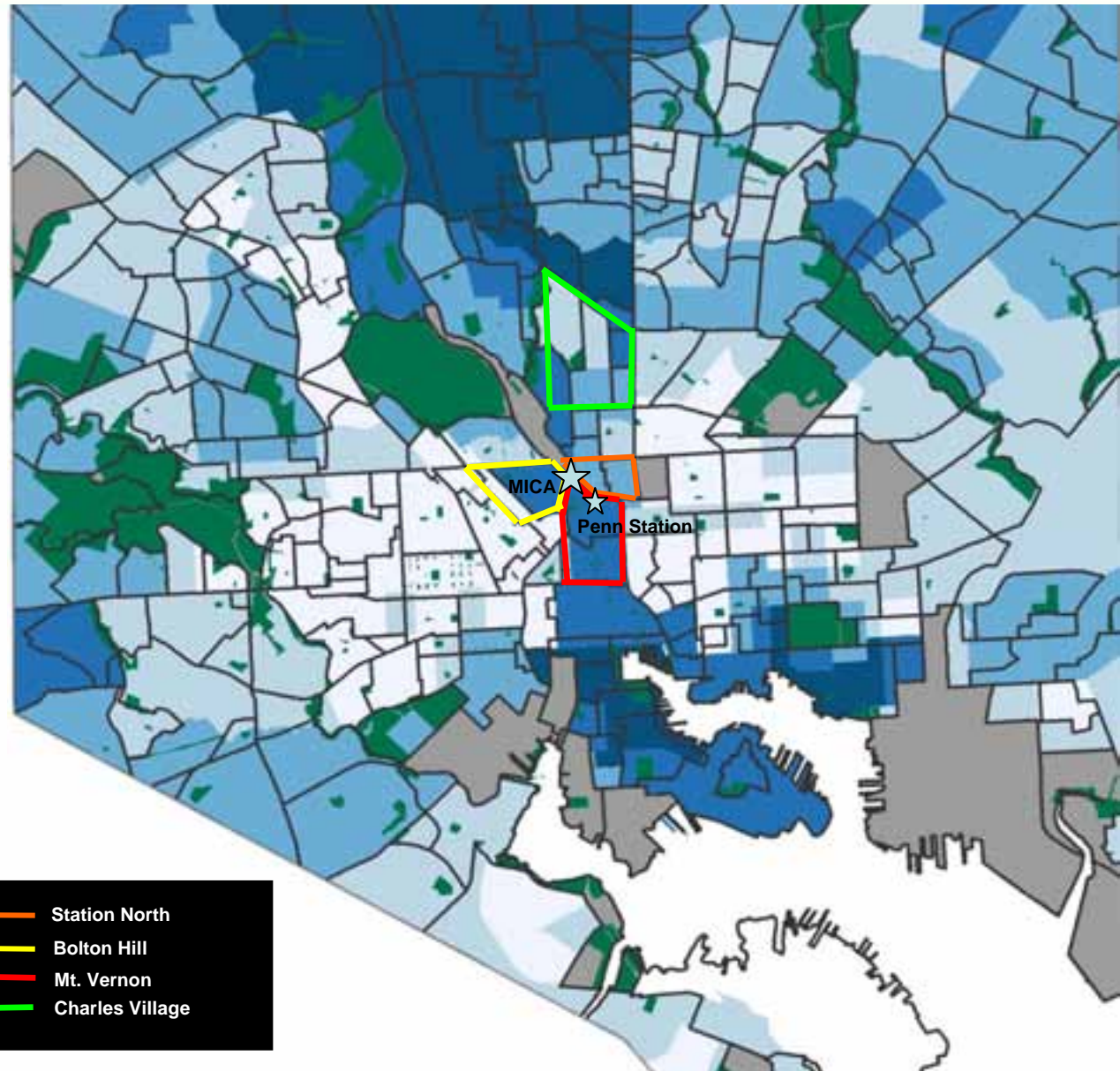
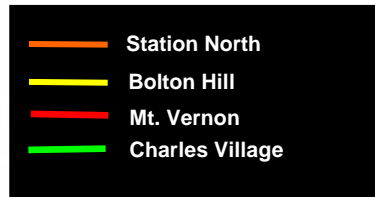




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** Source: 2006-2010 American
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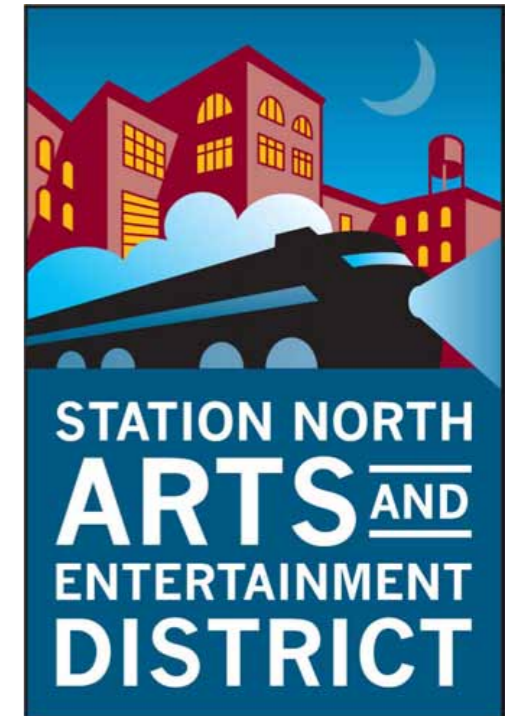






BOARD OF DIRECTORS

- Mike Molla • Vice President for Operations, Maryland Institute College of Art
- Myrtis Bedolla • Galerie Myrtis
- Doreen Bolger • Director, Baltimore Museum of Art
- Kevin Brown • Station North Arts Café
- Kirby Fowler • President, Downtown Partnership of Baltimore
- Dale Hargrave • President, New Greenmount West Community Association
- Gary Kachadourian • Artist
- Frank Perrelli • Office of the Governor
- Elliott Rauh • Managing Director, Single Carrot Theatre
- James Vose • Founder and Co-Owner, Area 405
- Steve Ziger • Principal, Ziger Snead Architects



MISSION STATEMENT

By promoting and supporting artists and cultural organizations in Station North, Station North Arts & Entertainment, Inc. seeks to create a vibrant neighborhood where arts, artists and entertainment venues flourish in the midst an economically diverse community with an abundance of healthy residential, retail and commercial offerings.

**THEATRE DISTRICT
ENTERTAINMENT DISTRICT
MUSEUM DISTRICT
GALLERY DISTRICT
ARTIST WAREHOUSE DISTRICT
DINING DISTRICT
BAR DISTRICT**

WHAT IS AN ARTS & ENTERTAINMENT DISTRICT?



PERFORM

EAT & DRINK



LIVE & WORK

PLAY



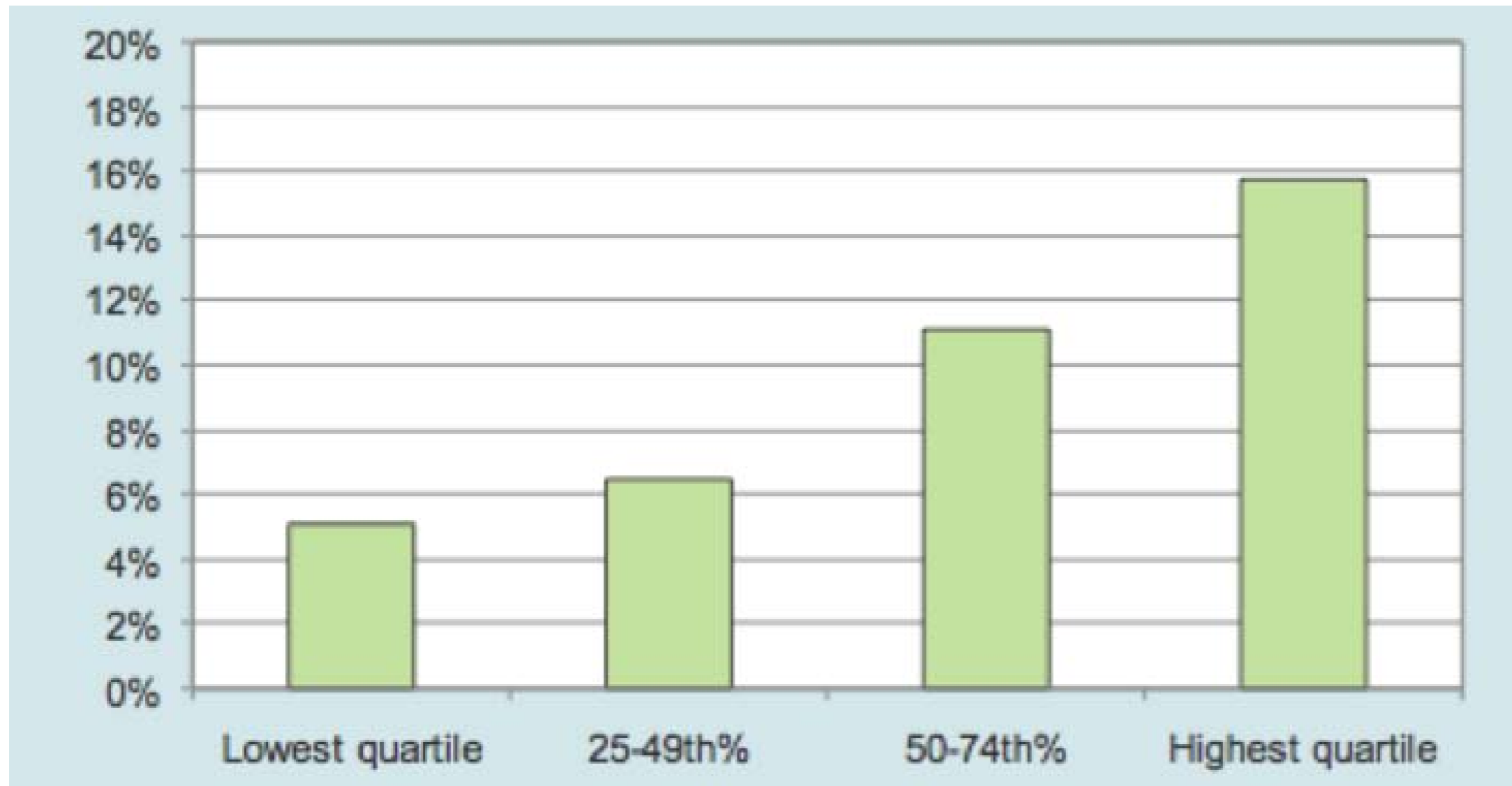
“In time, policy-makers realized that the **economic impacts [of the cultural sector] are magnified when bounded spatially**. So the planned cultural district...came into vogue as a catalyst for downtown revival.”

Mark Stern, Social Impact of the Arts Project

“...if we develop a more comprehensive view of how **creative activity...interacts within cities**, we can **stimulate even more integrated and effective action in the development of distressed urban places.**”

Jeremy Nowak, TRF

Percent of block groups revitalized (above average population increase and poverty decline) by number of cultural providers within one-half mile, Philadelphia 1990-2000



In Philadelphia, the odds that a neighborhood would revitalize were highly related to presence of cultural resources.

A&E DISTRICT TAX INCENTIVES BY STATE

State	Admissions & Amusement Tax Exemption	Income Tax Credit	Preservation Tax Credit	Property Tax Credit	Sales Tax Credit
Indiana					
Iowa			•	•	
Louisiana			•		•
Maryland	•	•	•	•	•
New Mexico		•	•		
Rhode Island		•			•
Texas					
West Virginia					

INCOME TAX SUBTRACTION MODIFICATION

An artist who lives in Baltimore City, creates work in the District and sells that work in the District or online is exempt from state income tax on the sale of the work.

Artistic work includes: painting, sculpture, filmmaking, acting, bookmaking, photography, traditional and fine crafts, dance performance, choreography, original design

PROPERTY TAX CREDIT

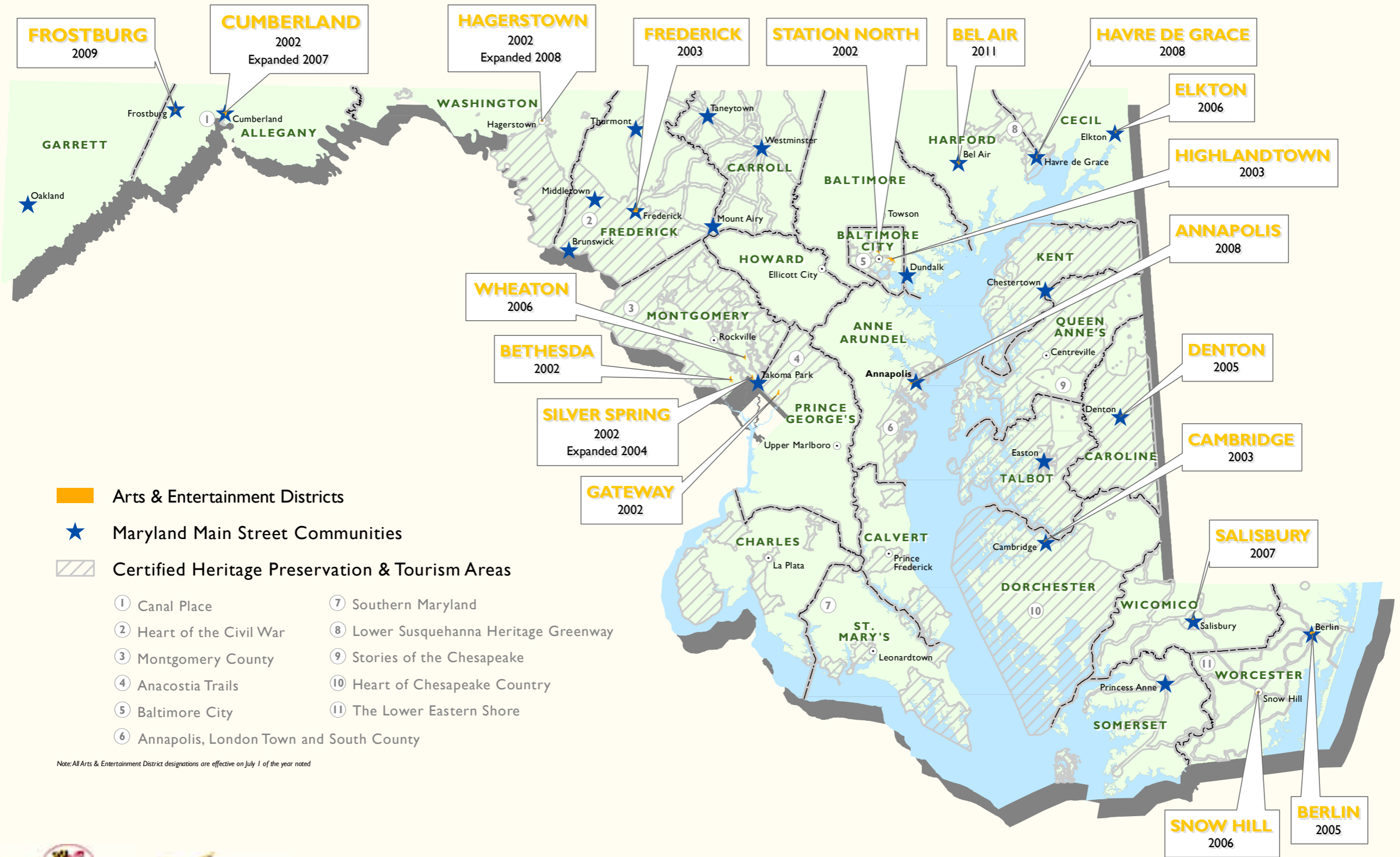
This tax credit is available to a taxpayer against the property tax imposed on a building that is located in an Arts and Entertainment District and is wholly or partially renovated for use by a qualifying residing artist or an arts and entertainment enterprise.

- Years 1 through 5: Credit = 80% of the increase in the assessment versus the base year.
- Year 6: Credit = 70%
- Year 7: Credit = 60%
- Year 8: Credit = 50%
- Year 9: Credit = 40%
- Year 10: Credit = 30% (expires thereafter)

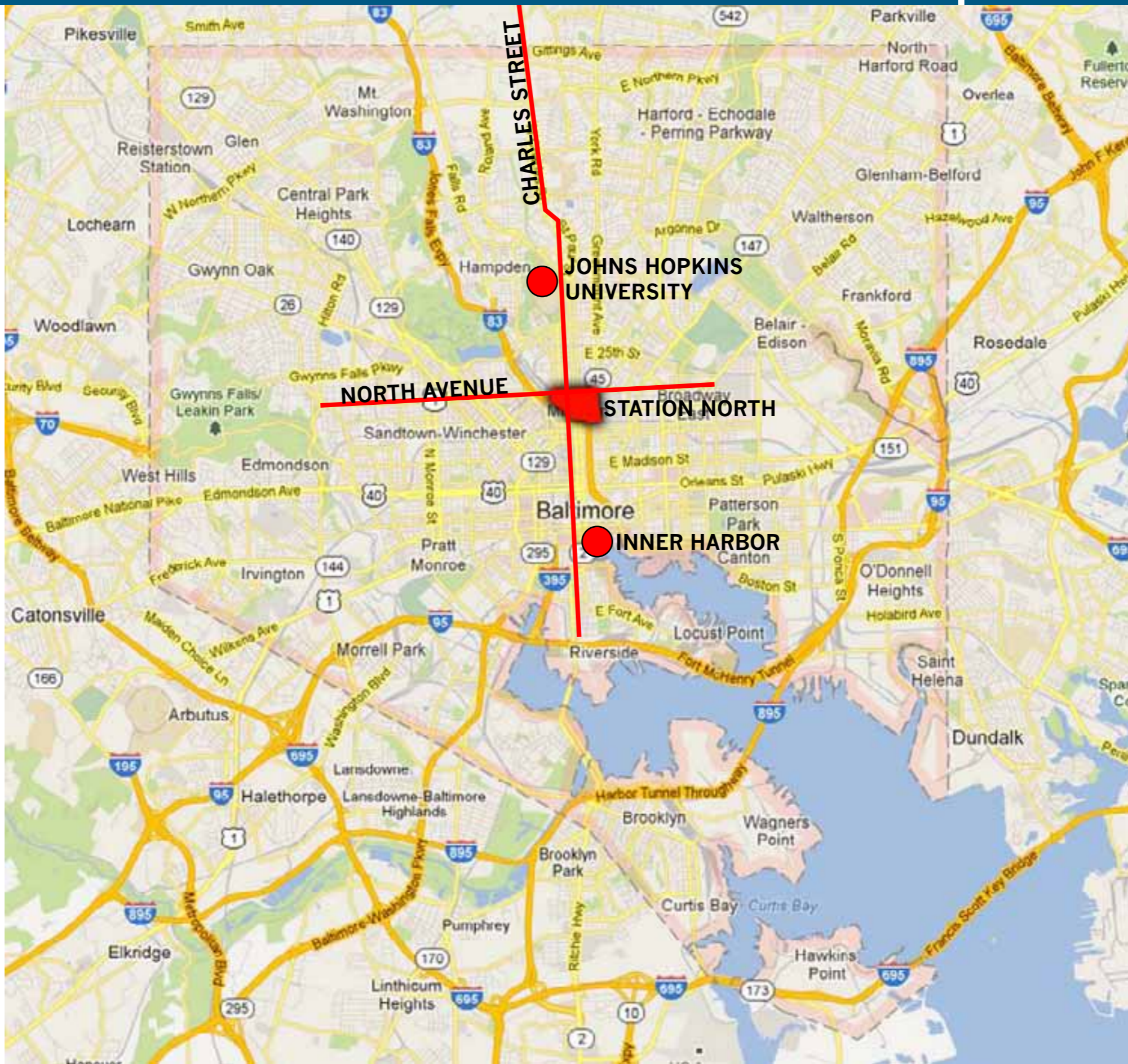
EXEMPTION FROM ADMISSIONS AND AMUSEMENT TAX

- Only applicable to for profit theaters
- Charles Theatre is the only qualifying theater in Station North

MARYLAND'S A&E DISTRICTS



GEOGRAPHIC CENTER OF BALTIMORE



STATION NORTH BOUNDARIES



TRANSPORTATION OPTIONS



BALTI →
MORE
COLLEGETOWN
SHUTTLE



RESIDENTIAL & COMMERCIAL CLUSTERS

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



- 1 Load of Fun
- 2 Westnorth Studio
- 3 Artist and Craftsman Supply
- 4 Hour Haus
- 5 Baltimore Bicycle Works
- 6 Joe Squared
- 7 MICA Graduate Studio Center
- 8 Charm City Art Space
- 9 North Avenue Market (Cyclops, Liam's, Baltimore Print Studios, Windup Space)

- 10 Station North Arts Cafe
- 11 Lost City Diner
- 12 The Depot
- 13 Club Charles
- 14 Velocipede Bike Project
- 15 Metro Gallery
- 16 Tapas Teatro
- 17 Charles Theatre
- 18 Sofi's Crepes
- 19 Everyman Theatre

- 20 Bohemian Coffee House
- 21 Strand Theatre
- 22 Schuler School of Art
- 23 Railway Express Building
- 24 Cork Factory
- 25 The Annex
- 26 Copycat Building
- 27 Baltimore Design School
- 28 Area 405
- 29 City Arts

LOOK & BUY

Station North Arts Cafe
The Depot
Metro Gallery
Railway Express Building
Cork Factory
Copycat Building
Area 405
City Arts
Load of Fun
Westnorth Studio
Artist and Craftsman Supply
Baltimore Bicycle Works
Joe Squared
MICA Graduate Studio Center
Charm City Art Space
North Avenue Market
Cyclops
Baltimore Print Studios
Windup Space

LEARN

Velocipede Bike Project
Schuler School of Art
Baltimore Design School
MICA Graduate Studio
Center

EAT & DRINK

Station North Arts Cafe
Lost City Diner
The Depot
Club Charles
Metro Gallery
Tapas Teatro
Sofi's Crepes
Bohemian Coffee House
Railway Express Building
Joe Squared
North Avenue Market
Cyclops
Liam's
Windup Space
Ottakes Cafe

WATCH

Charles Theatre
Everyman Theatre
Strand Theatre
The Annex
Copycat Building
Load of Fun Theatre
Glass Mind Theatre
Heralds of Hope Theatre
Single Carrot Theatre

LISTEN

Station North Arts Cafe
Ottakes Cafe
The Depot
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Bohemian Coffee House
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LIVE & WORK

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INTERIOR SPACES

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



STATION NORTH'S ARTISTS

Jubilee
BALTIMORE RE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



Dan Deacon



Wye Oak



Rain Pryor



Gaia



Station North Arts and Entertainment District

2006: On the Launch Pad

















Station North Arts and Entertainment District

2006 - 2010: We Have Ignition

Cheap Space in a Cool Place























Station North Arts and Entertainment District

2010 - Present: We Have Liftoff

The First Expensive Projects















THE BALTIMORE SUN

baltimoresun.com Informing more than 1 million Maryland readers weekly in print and online
Price \$2.00 Sun 12/14/08 No. 30

A long-closed North Avenue theater is envisioned as the home of film screenings, concerts, studios, galleries and a restaurant



AP Photo/Baltimore Sun/Scott

Maryland Institute College of Art President Fred Luterus, right, and Jubilee Baltimore Inc. President Charles B. Duff look over the interior of the decaying Centre Theater, which Duff's group purchased last summer at auction for \$3.5 million.

From the ruins, a future star













BDS SCHOOL

ZIGER/SNEAD Architects

22 October 2010















- Hundreds of artists living in fortress-like warehouse buildings are hidden from the outside world.
- Station North's artists and performers are rather insular and often fail to attract an audience that can afford to support.
- Boundaries of Station North are not clearly defined
- Lack of communication between artist and non-artist residents.
- Easy point of entry for first time visitors does not exist.
- Arts events often not marketed to neighbors.

GOALS

- Expand and diversify audience for Station North's artists, performers, and businesses.
- Maintain and build on national reputation of Station North
- Connect artists with legacy residents
- Create accessible and meaningful art experiences for all Station North residents and visitors.
- Activate underdeveloped spaces to stitch together existing nodes of activity.
- Attract new artists, tenants, businesses, and homeowners to Station North.
- Create a sense of place that defines Station North's boundaries with art.

STATION NORTH OUR TOWN-FUNDED PROGRAMS

- Open Walls Baltimore
- Final Fridays in Station North
- Think Big Funding Program
- National Symposium on Arts/Cultural/Entertainment Districts
- Artscape Expansion
- Gallery Support

OPEN WALLS BALTIMORE

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT

www.STATIONNORTH.org



www.OPENWALLSBALTIMORE.com

 STATION NORTH
OPEN WALLS BALTIMORE

 @STATIONNORTH
#OPENWALLSBALTIMORE

OPEN WALLS BALTIMORE

OPEN WALLS BALTIMORE - GAIA (BALTIMORE)

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



OPEN WALLS BALTIMORE - OVERUNDER (RENO, NV)

Jubilee
BALTIMORE INC.

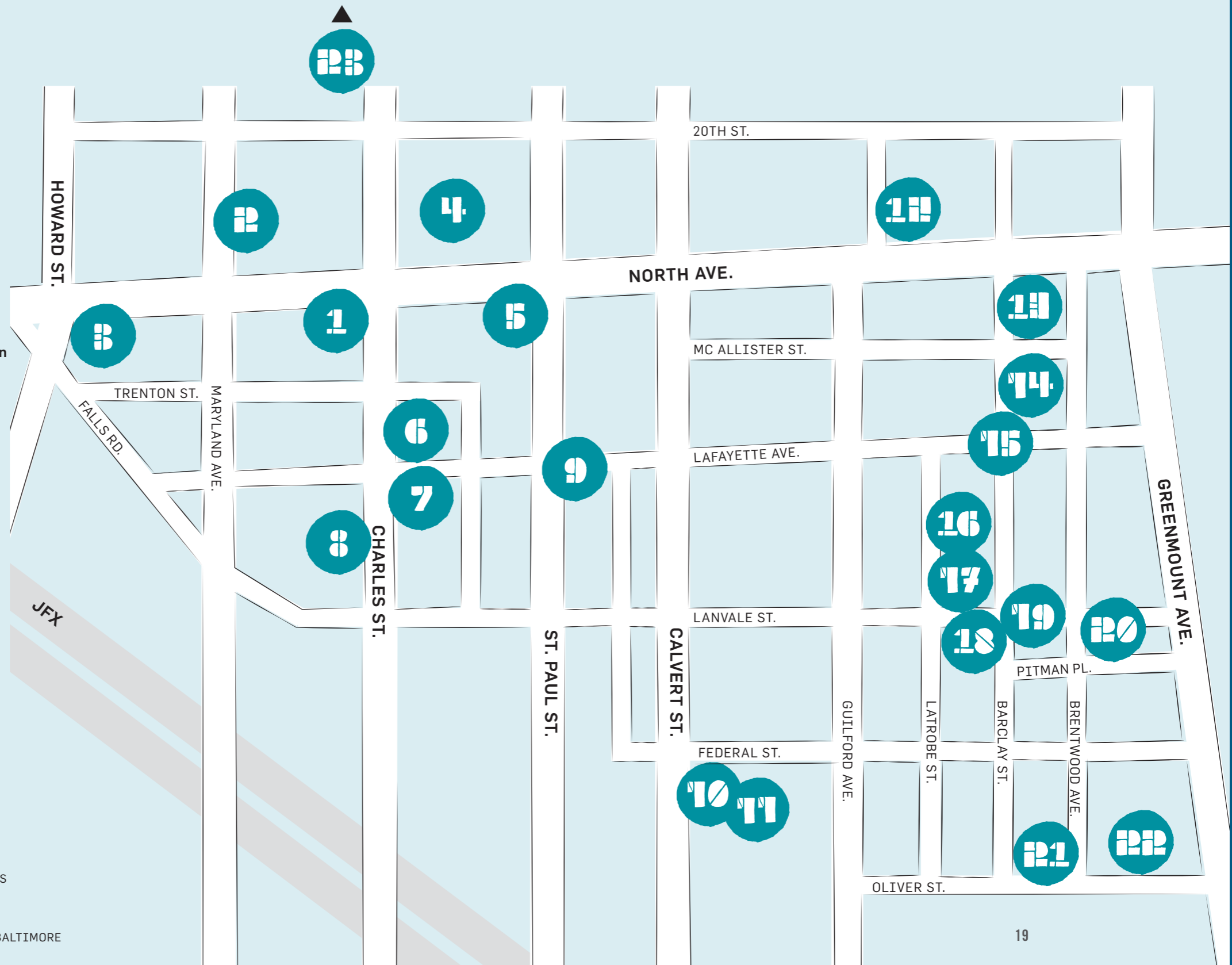
STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



OPEN WALLS BALTIMORE MAP

MAP OF MURALS

- 1 1 W. NORTH AVE.
Gaia (Baltimore, MD)
- 2 1915 MARYLAND AVE.
Interesni Kazki (Kiev, Ukraine)
- 3 133 W. NORTH AVE.
Specter (Montreal, Canada)
- 4 10 E. NORTH AVE.
Ever (Buenos Aires, Argentina)
- 5 ST. PAUL @ NORTH
Gary Kachadourian (Baltimore, MD)
- 6 1816 N. CHARLES ST.
John Ahearn (New York City, NY)
- 7 1727 N. CHARLES ST.
Freddy Sam (Capetown, South Africa)
- 8 1715 N. CHARLES ST.
Maya Hayuk (New York City, NY)
- 9 ST. PAUL @ LAFAYETTE
Jessie Unterhalter & Katey Truhn
(Baltimore, MD)
- 10 1539 N. CALVERT ST.
Doodles (Port Townsend, WA)
- 11 1539 N. CALVERT ST.
Vhils (Portugal)
- 12 1913 GUILFORD AVE.
Josh Van Horne (Baltimore, MD)
- 13 1815 BARCLAY ST.
Sten & Lex (Rome, Italy)
- 14 1803 BARCLAY ST.
Jetsonorama (Tonalea, AZ)
- 15 329 E. LAFAYETTE ST.
Overunder (Reno, NV)
- 16 1703 LATROBE ST.
Mata Ruda (Baltimore, MD)
- 17 1701 LATROBE ST.
Chris Stain (New York City, NY)
- 18 331 E. LANVALE ST.
Nanook (Baltimore, MD)
- 19 BARCLAY @ LANVALE
Gary Kachadourian (Baltimore, MD)
- 20 432 PITMAN PLACE
Swoon (New York City, NY)
- 21 406 E. OLIVER ST.
Jaz (Buenos Aires, Argentina)
- 22 440 E. OLIVER ST.
Momo (New Orleans, LA)
- 23 2224 N. CHARLES ST., GALLERY MYRTIS
Jetsonorama (Tonalea, AZ)



MAYA HAYUK (NEW YORK CITY)

Jubilee
BALTIMORE^{INC.}

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



EVER (BUENOS AIRES)



OVERUNDER (RENO, NV) & JETSONORAMA (TONALEA, AZ)

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



FINAL FRIDAYS IN STATION NORTH

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



OCTOBER FINAL FRIDAY: DAVID WAX MUSEUM

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



MAY FINAL FRIDAY: DAN DEACON

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



MAY FINAL FRIDAY: DAN DEACON

Jubilee
BALTIMORE INC.

STATION NORTH
ARTS AND
ENTERTAINMENT
DISTRICT



FEBRUARY FINAL FRIDAY: SLIDELUCK POTSHOW

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SEPTEMBER FINAL FRIDAY: 10 YEAR ANNIVERSARY CELEBRATION

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MARCH FINAL FRIDAY: WHOOP DEE DOO

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ARTSCAPE

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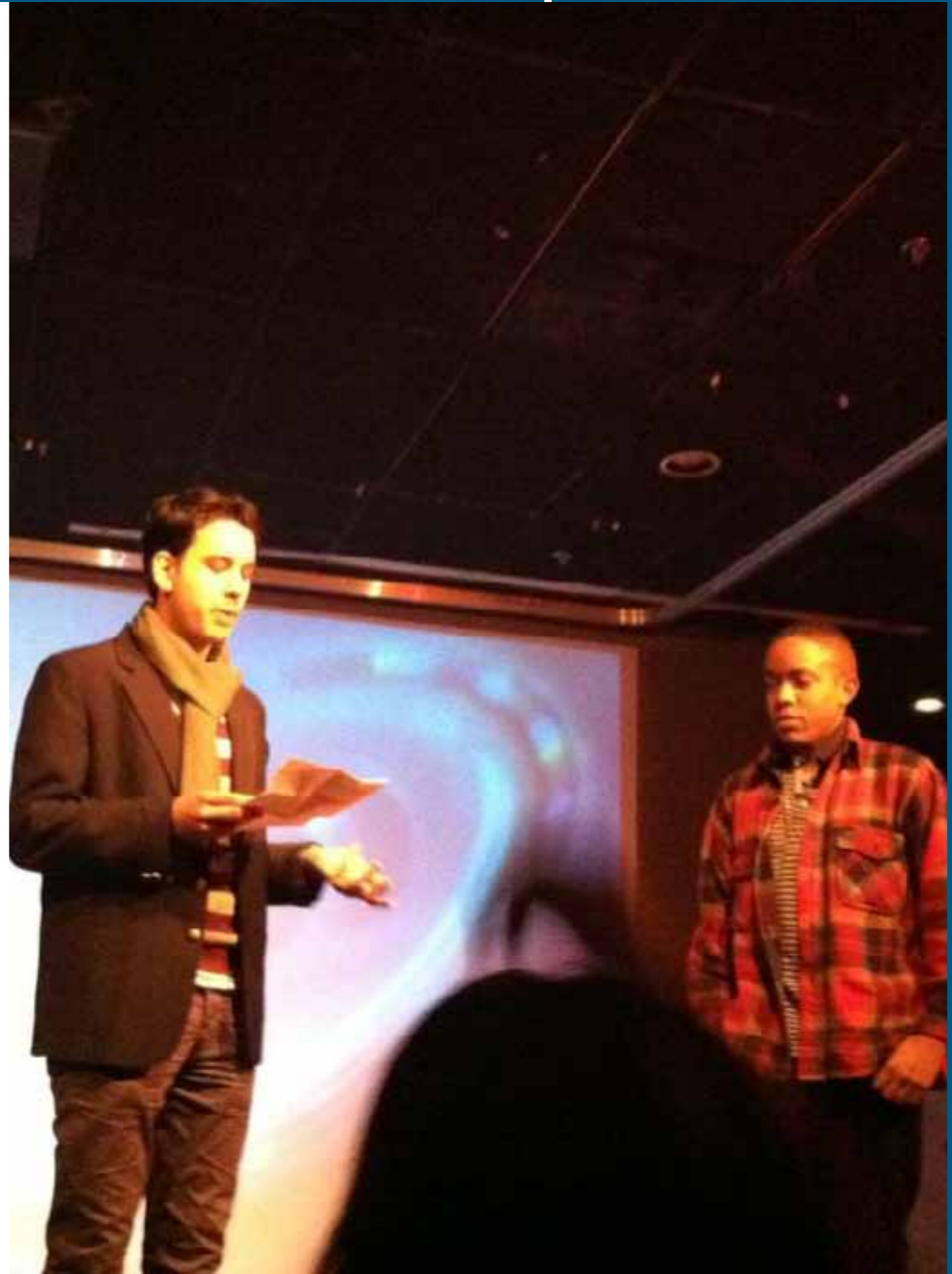
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THINK BIG PROJECTS

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THINK BIG - NIGHT LIGHTS

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NATIONAL SYMPOSIUM ON ARTS/CULTURAL/ ENTERTAINMENT DISTRICTS

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