In spring 2014, the American Planning Association (APA) endowed the Maryland Department of Planning (MDP) the “National Planning Excellence Award for a Planning Agency.” Initiated by the state legislature in 1959, MDP is the only cabinet-level planning department in the U.S.

In the 1990s, MDP began documenting sprawl in Maryland, providing compelling evidence that resulted in the former Governor Parris Glendening’s signature legislation, Smart Growth Act of 1997. The Act was acclaimed for setting a national standard for creation of the Priority Funding Areas (PFAs). PFAs are delineated to direct growth and protect rural areas, calibrating the subsequent legislation for sustainability efforts and greater consistency between local comprehensive plans and implementation.

Between 2008 and 2010, MDP instituted PlanMaryland, the State’s first long-range plan for sustainable growth. Endorsed by the former Governor Martin O’Malley in 2011, the Plan is intended to improve coordination of the smart growth efforts and programs of state government and collaboration with local governments for future growth and preservation.

Another major success for MDP was the passage of the Sustainable Growth and Agricultural Preservation Act of 2012, placing limits on the use of septic systems in new large-lot residential development to reduce pollutants into the Chesapeake Bay and other waterways.

In 2014, APA’s Regional and Intergovernmental Planning Division selected MDP to establish the National Collaborative of State Planners. This network provides MDP’s staff and leadership with the opportunity to conduct a forum to showcase other states how to implement planning policies through local technical assistance using the GIS mapping and data analysis.

Maryland has been a national leader in statewide planning for several decades, which is largely attributable to the endeavors of MDP.
President’s Message

by Jackie Seneschal, AICP

Summer is here and with it the APA nationwide elections. Our chapter nominations committee has assembled a well-qualified list of candidates for your consideration. The national APA nominations committee has done the same. In July the slates of candidates are being announced and elections are in August. The new system of combining both the chapter and national elections makes it easier than ever for all of us to participate. Results are to be announced in September. Be sure to take the time to review the candidates and to vote.

The changes to elections are the most notable among the improvements to the Maryland Chapter Bylaws, which were approved at the Special Meeting held on April 15. Many thanks to those of you who attended. Immediately prior to the meeting, Paul Cucuzzella, Counsel to the Maryland Department of Planning (MDP) provided a session on the legislative changes to Maryland planning law in recent General Assembly sessions.

MDP, under the leadership of Secretary Craig, has filled a number of key positions. A list of the new MDP officials and a brief description of their roles are included elsewhere in this edition of the newsletter. Save that section for future reference. Maryland is fortunate to have a cabinet-level office of Planning that gives planning issues a direct line to the Governor’s office.

MDP was recognized with a National Planning Excellence Award for Outstanding Planning Agency during the Awards Luncheon at the National Planning Conference. Other local groups receiving awards were the Maryland State Arts Council for the Arts and Entertainment District Program and the District of Columbia for moveDC, the District’s transportation Plan.

The Maryland Chapter was well-represented at the National Planning Conference with attendees from the public, private and not-for-profit sectors. As always the conference was a good time to re-connect with old friends and to meet new colleagues. Plan to attend the 2016 Conference in Phoenix, Arizona.

Jackie Seneschal

Planning for the Best of Best Management Practices

Inspirational Stormwater Management

by Jennifer Cristobal and Andrew JG Schwartz, AICP CUD, PLA, LEED AP, Environmental Planning & Design, LLC

Raindrops to River. The aspirational and educational design concept for Aspinwall Riverfront Park, located in Western Pennsylvania, set a high bar managing the rainwater. The park provides a successful demonstration of artful stormwater design in the context of a public-private partnership and the desire to raise the bar above conventional applications.

Philanthropies and private benefactors were heavily involved in the development of the park. They anticipated that 1) environmentally sensitive practices would be used; 2) art would be the unifying design element; and 3) low cost solutions would be employed. The stormwater management strategy captures runoff from the majority of the park and adjacent public works areas, as well as a portion of the nearby railroad right-of-way and infiltrates the water via an innovative manmade wetland.

Artist’s rendering of the manmade wetland at Aspinwall Riverfront Park

Continued on page 3
The design elevates the stormwater system in an artistic manner and creates a different type of usable space. A boardwalk and its integral bench traverse the wetland and make the site’s runoff visible to all park visitors. This juxtaposition reinforces the importance of rainfall and water as a key element of the park’s character.

Aspinwall Riverfront Park created a stormwater-based amenity and educational tool with the support of an advocacy-focused organization and a dedicated design team. There was no planning framework in place for sharing on and off-site stormwater management and no incentive to produce a public amenity with the runoff. However, planners have the ability to educate the public by promoting and encouraging the best practices related to stormwater management and public amenities.

**Why Care About Water?**

Individual development projects, when aggregated, have environmental, social and regional impacts on water quality and other vital environmental elements. Stormwater management is an excellent example of an issue that requires collective consideration and collaboration at the regional or larger land planning scales.

Controlling stormwater runoff at the watershed or subwatershed level through land planning policy, management, and design provides opportunities for non-structural and preventative solutions, commonly known as green infrastructure, and more cost-effective structural methods. The more traditional approach to stormwater management on a site-by-site basis has primarily resulted in relatively expensive, maintenance-intensive structural solutions.

Although they have been well intended, the objectives of site-scale management systems have not always adequately addressed downstream flooding or water quality issues, such as non-point source pollution. Detention basins, constructed on a site-by-site basis, can actually result in increased stream flooding because of possible simultaneous timing of peak discharges from many basins.

Green infrastructure projects constructed to-date have mainly focused on linear transportation projects or small-scale private developments. While these projects have proven to be beneficial, they lack the kind of imagination and finesse that would excite or persuade property owners, residents, elected officials, or others to embrace green infrastructure in stormwater management.

Both the public and private sectors realize functional benefits from green infrastructure projects, yet there is another consideration that more fully leverages a broadened philosophy: inspirational landscape features that draw the attention of the public and demonstrate the positive symbiotic relationship between rainfall and human development.

Artful expressions that harmonize the engineered aspects of a stormwater design with the natural beauty of a healthy ecosystem can become possible and serve as engaging elements within public plazas and parks. These amenities can act as important educational tools, creating citizen and political advocates who demand greener stormwater management solutions.

Artful solutions often need a keen design eye; they also often require the expansion of an individual project’s watershed or catchment area (depending on the size of the site) so that a larger volume of stormwater runoff can be collected. The larger volumes of water are needed to create more significant landscape features.

**Planning Framework**

Planners need to establish a framework for the creation of projects like Aspinwall Riverfront Park that address both public and private runoff simultaneously using large-scale public spaces in order to provide greater gains and
efficiencies in runoff reduction and capture rates at a lower cost. A broader or more holistic philosophy allows a community to:

- Capture runoff from a larger watershed, which permits a large volume of water to be practically stored and repurposed for activities for irrigation or grey-water distribution.
- Optimize and spread the short-term capital costs of stormwater management without constraining development viability or economic value in order to maximize development potential and development returns.
- Elevate the aesthetic of handling and infiltrating stormwater. When structural solutions are necessary, stormwater projects can be designed to achieve architectural qualities and uses. When structural solutions are not needed, green infrastructure projects ought to place more emphasis on ecological and recreational goals.
- Maximize investments to address other site design challenges and opportunities such as traffic control, irrigation, natural habitat, and awareness or interpretation activities.
- Prioritize the use of public funding sources, including stormwater utility fees/subscriptions, for projects by leveraging situations where public and private partners can benefit.

**Planning for Better Best Management Practices**

Planners can play a key role in encouraging green infrastructure through regional and local planning efforts. The development and implementation of a watershed-based management plan requires a clearly defined planning process.

The first step in this process is to characterize the watershed in terms of flooding, water quality, surface cover, and land use. The second step is to identify, assess and prioritize issues. The third step is to establish management objectives for the watershed and to identify the nonstructural objectives. They are land acquisition, impervious cover restrictions, public education, and regional detention measures. The final step in a watershed-based management plan is to implement a long-term implementation, monitoring and enforcement program.

The results of a watershed plan can lead to the identification of specific sites or areas where stormwater amenities may have the largest impact. The selection of a site and design for a stormwater amenity would depend on several factors: available space, contributing watershed area, desired environmental, and cultural or social function.

The watershed-based zoning is another land-planning tool that has evolved from watershed-based management strategies. This technique establishes the intensity of development within a watershed based, to some degree, on an allowable percentage of impervious cover in relation to specific water quality and stream protection goals.

**Integrating Inspiration**

It is important to emphasize on the development of regional stormwater approaches to support the best management practices towards strategic planning and design of artful landscapes and habitats. Stormwater solutions ought to be more focused on the conversion of under-utilized space found in public spaces for inspirational stormwater management applications from innovative ideas and broader perspectives. As a result, larger volumes of runoff can be collected and used for functional purposes such as irrigation or as memorable landscape elements like water features. This shift in beliefs would improve design applications of best management practices: holistic, ecologically sound, inspirational, and artistic landscape gestures that the public supports and embraces as civic amenities.
Who’s Who at the Maryland Department of Planning

by John Coleman, Public Information Officer, MDP

Secretary David R. Craig

Secretary Craig, a lifelong resident of Harford County, Maryland, was appointed secretary of the Maryland Department of Planning in February by Governor Larry Hogan.

He has worked at several levels of government in Harford County and the state: Havre de Grace City Council, 1979-85; Mayor of Havre de Grace, 1985-89 and 2001-05; Member of the House of Delegates, 1991-94; Member of the Senate, 1995-99; Harford County Executive, 2005-14.

Along with his government posts, Craig worked for 34 years with the Harford County Public School System - first as a history teacher and then as an administrator.

Craig served as chair of the Board of Directors for the Baltimore Metropolitan Council and has been president of both the Maryland Municipal League and the Maryland Association of Counties.

As Harford County Executive, Craig confronted issues such as comprehensive rezoning, Base Realignment and Closure (BRAC), improved public schools and public safety and management of a budget exceeding three quarters of a billion dollars. Craig proposed an aggressive school construction plan as well as prepared Harford for future growth needs. Craig also pursued progressive stewardship of Harford County’s agricultural heritage.

Craig received a bachelor’s degree in history from Towson State College in 1971 and a master’s degree, also in history, from Morgan State University in 1983. He is a graduate of the Maryland Leadership Academy and the National Leadership Academy. Born in Havre de Grace in 1949, Craig and his wife, Melinda, have three children and eight grandchildren.

Deputy Secretary Wendi W. Peters

Wendi Peters, a Mt. Airy, Maryland native, became deputy secretary of the Maryland Department of Planning in March by appointment of Governor Larry Hogan.

Ms. Peters has been active as a community leader for more than two decades: chair of Mount Airy’s Recycling and Sanitation Commission, 1990–96; Member, town of Mount Airy Board of Appeals, 1997; Member, town of Mount Airy Planning Commission, 1998–2004; Councilwoman, town of Mt. Airy, 2004-12. Ms. Peters volunteered on the original Mount Airy Downtown Revitalization Committee, which successfully achieve its Maryland Main Street designation in 2004. Ms. Peters continues to serve as a member of the Mount Airy Main Street Association and the Mount Airy Historical Society.

As councilwoman, Deputy Secretary Peters led several important initiatives: developing a comprehensive inventory of development projects and available lots to enable implementation of growth management measures; overseeing installation of new water meters for a more efficient water system; establishing a tax-payer saving single stream recycling program to reduce solid waste going to the landfill; and developing a successful plan to retain and expand business investment in the community.

Peters was an active member of the Maryland Municipal League serving on the Communications Committee, 2006-08, and chairing the committee, 2007-08. She was selected by the Daily Record as one of Maryland’s Top 100 Women in 2010 and 2012 and has also been inducted into the Mount Airy Hall of Fame in recognition of her service and volunteerism in the community.

Continued on page 6
Deputy Secretary Peters is a graduate of Villa Julie College and Loyola University in Maryland and is also a Fellow of the University of Maryland-Institute for Governmental Service and Research’s Academy for Excellence in Local Governance. Wendi, her husband of over 28 years, Gary, and son, Zach, reside in Mt. Airy.

Chief-of-Staff Brandon Wright

Brandon Wright is Chief-of-Staff to Secretary Craig. Before coming to MDP, he was Managing Director of BPWright&Co., a boutique public affairs firm in Annapolis. For nearly a decade he worked in Washington, DC, first on Capitol Hill and then as the director of communications for the retail gasoline and oil heat industry.

Brandon helped lead the effort to save the community library on West Street in Annapolis with the "West is Best" campaign. He and his neighbors organized the support of local elected officials that persuaded the county library board to unanimously vote in favor of rebuilding the library on the existing property. He looks forward to continuing that commitment to people and communities at MDP. Brandon lives in Annapolis with his wife, Jennifer, and his two young children.

Assistant Secretary Stu Sirota, AICP, Planning Services

Stuart “Stu” Sirota, AICP, will be leading MDP’s Planning Services division, which provides technical services to support planning at the local level of government - both county and municipal. Stu comes to the department with 29 years of experience as a professional planner, having served as the principal of TND Planning Group, the consulting practice he founded in 2005.

Over the past decade, Stu has been recognized for his work in transformative planning and design for urban, suburban and rural communities throughout Maryland and the U.S. He has provided planning and implementation expertise to local and state governments, non-profit organizations and real estate developers. Stu’s recent work includes: developing strategies for preserving and revitalizing Port Tobacco in Charles County – one of Maryland’s earliest settlements; working with economists to identify near term redevelopment opportunities around the West Baltimore MARC Station; and providing in-house project management of multiple planning studies at the New Castle County (DE) Department of Land Use. Stu was also involved with planning numerous mixed-use communities on the Eastern Shore, Delaware and Pennsylvania.

Before starting his consulting practice, Stu was a professional associate and project manager with Parsons Brinckerhoff in Baltimore and, prior to that, a supervising planner at the Maryland Transit Administration. Stu lives in Towson with his wife, Lisa, and three young children.

Assistant Secretary Rob McCord, Operations & Communications

Robert S. McCord is MDP’s Assistant Secretary for Operations and Communication is charged with the smooth running of the department and is responsible for making MDP – its information, programs and tools – accessible and available to the public. Most recently, Mr. McCord was County Attorney for Harford County, 2004-15. Prior to this he served as a judicial law clerk in the Circuit Court for Harford County, 1989-90; an associate in the Bel Air law firm of Leaf and Mahoney, P.A., 1990-98; and as the Deputy County Attorney for Harford County, 1998-2004. In addition, McCord has served as a member of the Board of Trustees and Chairman of the Claims Committee for the Local Government Insurance Trust, 2002-09; President of the Harford County Bar Association, 2009-10; and as Chair of the State and Local Government section of the Maryland State Bar Association, 2011-12.
He served as the president of the Maryland Association of County Civil Attorneys, 2002-04, an affiliate of the Maryland Association of Counties.

Mr. McCord has been a member of the Maryland Bar since his admission in 1989. He has also been admitted to the U.S. District Court for the District of Maryland, the U.S. Court of Appeals for the Fourth Circuit and the U.S. Supreme Court.

As county attorney, Mr. McCord has represented the twelve agencies of Harford County Government including the Department of Planning and Zoning and was responsible, as a Special Assistant State’s Attorney, for enforcement of the county code. He has also been involved with the Agricultural Land Preservation Program, developing guidelines for the Tax Increment Financing program and for managing all of the litigation for the county. McCord represented the county in matters involving the Aberdeen Proving Ground (APG) including lead negotiator on the development of an enhanced use lease for 400 acres of private development on APG.

Mr. McCord received a Bachelor’s degree in Business Administration and Philosophy from Loyola College in Maryland in 1983 and a Master of Business Administration from Loyola in 1985. He received a Juris Doctor, cum laude, from the University of Baltimore School of Law in 1989 where he has served on the Adjunct Faculty since 1995.

“Rob” lives in Bel Air, Maryland, with his wife, Allison, and they have two adult children, Alex and Claire, who work in Annapolis and Washington, DC.

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**The Hill: Easton’s Historic Jewel**

*Morgan State University’s Small Area Plan for The Hill at Easton*

*by Tonya Sanders, Morgan State University*

In fall 2013, Morgan State University partnered with the Town of Easton, Maryland to produce a small-area plan for The Hill community of Easton. Easton is the oldest, free Black community with structures still standing and in which the current population can trace its lineage back to 1788.

Morgan State University faculty and students engaged community residents at multiple levels to produce a small-area plan that would not only build upon the strengths of the community and guide future growth, but also incorporate and showcase their rich and significant historical past including the Buffalo Soldier (1860), Poney (1810), and Hambleton (1790) houses.

Mary Anne Akers, Dean of School of Architecture and Planning, and Dale Green, Assistant Professor, organized and led a transdisciplinary team of faculty and students representing the City and Regional Planning, Landscape Architecture, Historic Preservation, Anthropology, and Sociology programs of Morgan State University.
Over the months, faculty guided students to conduct a multi-level community-wide needs assessment and community inventory. Primary data collection included a door-to-door community survey that asked residents questions about residency; housing and community satisfaction; neighborhood features; place attachment or identity; and community assets.

A similar door-to-door survey was conducted for the business community. Business owners were asked about number of employees; how would they rate the business climate in Easton; strengths and challenges of their business; and if they owned or rented their establishments. In addition, students gained invaluable experience conducting town hall meetings with community residents. Residents were asked to identify areas of concerns and positive aspects of their neighborhoods. Morgan students also interviewed government officials.

In addition to interviews, City and Regional Planning students collected secondary data on history, demographic trends, zoning and land use, housing type and tenure, educational facilities, and business types (see Figure 2).

Multiple site visits allowed landscape architecture students to utilize visual mapping of street tree canopy (see Figure 3), street lighting, cross-walk safety, sidewalk connectivity (see Figure 4), among other things and historic preservation students utilized surveying techniques to document historic structures (see Figure 5). Sociology and anthropology students focused on the human connection to place.

To guide the process, the Morgan team developed six core values based on residents' concerns and emphasis:

**Core Values:**
- Accessibility and Inclusion
- Historic Preservation
- Appropriate Character and Image
- Sustainability-Oriented Design
- Cultural Diversity and Community Participation
- Respect for Privacy

These core values lead to the articulation of a vision for the small area plan.
Vision:
The Hill community is the historic jewel of the Eastern Shore of Maryland. By integrating its significant past with a promising future, The Hill serves as a model for how historic preservation, sustainability, cultural diversity, stable housing mix, and economic growth function and serve as pillars of a vibrant 21st century community. Based on the vision and analysis of the primary and secondary data, Morgan State University students created the following goals and objectives

Community Facilities and Green Infrastructure
1. Improve network of open spaces, recreational areas, transportation systems, and community facilities.
2. Protect natural resources and make environmentally responsible changes

Housing
1. Achieve an integrated housing balance that includes a diversity of housing types.
2. Revitalize the housing stock to safeguard the area from becoming blighted.

Historic Preservation
1. Protect, preserve, restore, and maintain historical and cultural resources.
2. Increase the public’s understanding of the value and significance of the Hill

Sense of Place
1. Enhance the small town charm of The Hill in relation to the Town of Easton.

Economic and Business
1. Stimulate the local downtown and neighborhood economies.
2. Prepare a workforce to support the needs of an emerging economy.

Public Safety
1. Promote effective public safety practices and protect residents, businesses, visitors and tourists from threats and harm.

Community Participation and Empowerment
1. To achieve full and meaningful participation of residents in the planning and decision-making activities.
2. Increase collaboration and partnerships among the Town of Easton, preservationists and a diverse array of non-traditional partners.

The conceptual framework (see Figure 6) depicts in visual detail how the plan incorporates the goals and objectives by transforming them into practical recommendations, allowing the Hill community to preserve its history while shaping its community for present-day needs.
Several recommendations were developed for this community including: open space, improved trail crossings, parking, special paved crossings, downtown redevelopment, business improvement district, inclusion of historical markers/designation, memorial foot path, and an arts district. Three primary areas of interest were identified and are indicated on the map by gold circles: (1) intersection of Washington Street and South Street, (2) between Harrison Street and Hanson Street, north and south of Dover Street, and (3) the intersection of Dover Street and Rails to Trails (see Figure 6).

Rooftop gardens would be placed on both gas station canopies on Washington Street as a storm water management technique. At the Harrison Street and South Street intersection, special paving would be implemented to highlight this area as well as the strategic placement of multiple water features that utilize water in a retention system (see Figure 7).

The heart of this rendering is the linear park. Beginning at Harrison Street and looking east, a green vista with tree canopy and street furniture will invite residents to stroll down the street. At the end of this vista would stand the veritable Asbury Church. A proposed conversion of a parking lot to a Park and Lot would allow the space to serve a multi-functional purpose: a parking lot during the weekday and a public gathering space on the weekend (see Figure 8).

To delineate the boundaries, a gateway to this historic community will consist of a plaza with a large Christmas tree fern as its centerpiece and the plaza will also serve double duty as a traffic calming measure. This gateway will allow for additional retail space along Dover Street and Rails to Trails (see Figure 9).

This project was about pioneering a new interdisciplinary approach to community revitalization. Participants from the design professions and social sciences contributed greatly to understanding the needs of the community and devising specific strategies to address those needs. This project helped solidify Morgan State University’s brand for community revitalization -- an inter-disciplinary approach.
Making Great Communities Happen

Second Annual Regional Planning Exchange Conference

The Maryland Chapter of APA will host the second annual Regional Planning Exchange Conference for Central Maryland at the Charles Miller Library in Ellicott City, Howard County, on September 15, 2015, between 9:00 AM and 5:00 PM.

The conference will be the panel discussion/roundtable format with an emphasis on two themes:

- Redevelopment Challenges and Opportunities
- Planning for New and Existing Infrastructure

The contact person for MD-APA’s Regional Planning Exchange conference is Kyle Nembhard, AICP, Parsons Brinckerhoff, nembhard@pbworld.com

New Maryland Historic Trust Program

Protecting Cultural Resources from the Impacts of Natural Hazards

by Elizabeth Hughes, Maryland Historical Trust

The Maryland Historical Trust’s (MHT) new Cultural Resources Hazard Mitigation Program is aimed at protecting historic places, archeological sites, and cultural landscapes from the effects of natural hazards. Funded by the National Park Service, the Cultural Resources Hazard Mitigation program will support non-capital activities to assist eligible applicants in preparing for and reducing impacts of natural hazards on cultural resources.

Cultural resources include historically and culturally significant buildings, lighthouses, roads, canals, memorials, statues, sites, museums, archives, archaeological sites, traditional cultural properties, cultural landscapes and other repositories of artifacts and records.

MHT develops a model guidance and educational material to assist local governments to create a hazard mitigation plan protecting cultural resources. As part of the program, MHT will award competitive grants to local governments or nonprofit organizations for planning activities in relevancy to the program intent.

Individual applicants may request up to $35,000 with average awards expected to range from $10,000 to $20,000. Applicants for regional or multi-jurisdictional projects may request more than $35,000. No matching funds are required.

Eligible projects are those that support the integration of cultural resources into hazard mitigation plans, provide guidance for hazard mitigation of cultural resources, or involve architectural or archeological surveys of resources in areas impacted by natural hazards.

MHT is accepting applications between May and September 2015. Staff will evaluate projects as applications are submitted. Grants will be awarded on a first-come, first-served basis. Projects must be completed by September 31, 2016.

The detailed information on the new Cultural Resources Hazard Mitigation Program is available at MHT’s website: http://mht.maryland.gov/
Strengthening Communities with Design and Planning
Experts in Planning, Design, & Data Discuss tools for strengthening city neighborhoods
by Megan Griffith, Mahan Rykiel Associates, Inc.

On May 20, 2015, the Maryland Chapter of American Planning Association (MD APA) and American Institute of Architects (AIA) co-sponsored a seminar, “The Role of Design and Planning to Strengthen our Communities,” at the Engineer’s Club in Baltimore City.

Speakers for the evening included Seema Iyer, PhD, Director of the Real Estate and Economic Development (REED) program in the Merrick School of Business (MSB) and Associate Director for the Jacob France Institute (JFI) at the University of Baltimore; Chao Liu, Faculty Research Associate at the National Center for Smart Growth Research and Education (NCSG) at the University of Maryland; and Jennifer Goold, Director, Neighborhood Design Center.

The event emphasized the impacts and health of “opportunity areas” and of “low opportunity areas” (for the latter, while the need for a less adverse term was desired and discussed, no alternative term had been selected during the event).

Seema Iyer kicked off the discussions with a presentation on the work being produced by the Baltimore Neighborhood Indicators Alliance (BNIA). Through BNIA, Iyer, who called herself a “data hog”, works diligently to collect information about Baltimore City and its residents in order to produce open datasets that are available for all data users. The most recent data that had been collected was published in the Vital Signs 13 Report in April 2015 and is available for download on the BNIA website: http://bniajfi.org/

Using Vital Signs indicators, Iyer demonstrated how Sandtown-Winchester and similar city neighborhoods face hurdles and challenges that other communities in Baltimore do not face. As a result, there are effectively “two Baltimores”: one of opportunity and one of disadvantage. In addition to presenting correlations between various indicators, Iyer presented a number of maps to illustrate locational trends in social disadvantage and demonstrate how these disparities manifest throughout Baltimore.

Chao Liu’s presentation built upon the data and maps by Iyer, illustrating the Geography of Opportunity, which is a well-recognized tenet. The neighborhoods where we live have an impact on our chances to excel in the future. Working with the Opportunity Collaborative – a coalition of local governments, state agencies, and non-profit organizations in the Baltimore region for sustainable development, the NCSG helped identify six major indicator categories — education, public health and safety, housing and neighborhood quality, employment and workforce, social capital, and transportation and mobility. An indicator index was produced for each of the six categories including 92 total indicators and displayed in corresponding maps. One NCSG Composite Opportunity Index map was generated using 32 of those indicators.

In her presentation, Jennifer Goold emphasized the importance of community-driven revitalization, noting the tremendous success of the Neighborhood Design Center’s work in the Baltimore region. In speaking about NDC projects, Goold encouraged the support and active involvement of Maryland Chapter of APA members and others of design and planning professions in community revitalization projects.

This seminar was timely and a vital topic in Baltimore. As such, it was well attended with more than 40 professionals and benefited from thoughtful discussions among attendees.
Making Great Communities Happen

New Planning Tools for New Economic Growth

TransForm Baltimore, the first zoning code rewrite in Baltimore City in 40 years

by Jill Lemke, Baltimore City Department of Planning*

Background

For decades, when it comes to urban economies we have been hearing the same old refrain – industry is dead and technology is the future of our economy. But what if we got it wrong? What if we have written the ultimate self-fulfilling prophecy when it comes to manufacturing and industry? I have been arguing for years now that industry is not dead, it’s just different. Industry is a driver of technology at the same time that it is increasingly dependent upon technology for materials, productivity and process innovations.

While it is true that over the past few decades, economy in the United States has largely opted-out of the global economy’s manufacturing and production ecosystem, things have begun to turn around. Changes in the global costs of labor, patent and copyright protection, and shipping have caused many to rethink whether opting out is the best economic approach. New manufacturing centered on innovation is starting to return to the United States and it is creating new entrepreneurialism, companies and jobs. Unfortunately, this trend is not occurring everywhere. New manufacturing activity is clustering in select regions where such activities are welcomed and encouraged, and where the quality of life is attracting the emerging generation of skilled workers.

This country is facing a new economic development dynamic and condition, which requires new ways of thinking about industry. It will also require more flexible land use and zoning regulations. We may not see any new manufacturing plants reminiscent of the old steel plants with huge assembly lines, smoke stacks and tens of thousands of workers, but we will need small, medium and large industrial flex spaces, large warehouse and logistics centers, and mixed use districts where research and development (R&D) can go from an idea, to a prototype, to a production line all in one place.

Introduction to Baltimore’s Zoning Code Rewrite

According to several studies published in the past few years, the Baltimore region needs to give renewed attention to creating and retaining jobs in the middle of the economic spectrum, offering life-sustaining wages and career ladders for citizens at all levels of the educational and social spectrum. Manufacturing and industry can provide those jobs. Not only that, manufacturing and industry play key roles in the strength and growth of employment sectors that are attractive and important to college educated workers that Baltimore has been working so hard to entice, such as jobs in engineering, accounting, finance, and law.

Introduction about Emerging Planners Group

by Megan Griffith, Mahan Rykiel Associations, Inc.

The Maryland Chapter of American Planning Association is excited to introduce its members to the newly revamped Emerging Planners Group (EPG)! This group is intended to provide a community for engaging and supporting new planners (the young and the young-at-heart, alike) throughout Maryland. EPG is still in the early stages, so the group is looking for passionate individuals to help with organization, outreach, event planning, and employment opportunities.

Anyone who is interested in joining EPG may write to MDAPAEmergingPlanners@gmail.com or can go to the website: https://emergingplannersmd.wordpress.com/. Also, be sure to connect via Facebook, Twitter, and Instagram!

F: www.facebook.com/mdapaemergingplanners  T: @MDAPA_EPG  I: @EmergingPlannersGroup

EPG will periodically email updates about membership and upcoming events. For employment opportunities, please sign up with EPG’s Partner Organizations email list at http://eepurl.com/bpjgu.
The Baltimore City Zoning Code was last comprehensively updated in 1971. At that time, the focus was on auto-oriented development, separation of uses, and preserving the City’s heavy manufacturing base. Over the past 40 years, the economic realities and design goals of the City have evolved, and the current Code is no longer able to move Baltimore forward.

In 2008, the Department of Planning began a process to review and rewrite the current Zoning Code. A Zoning Advisory Committee (ZAC) was established, made up of stakeholders from City Agencies, Community Leaders and the local development community. In addition, a series of community meetings took place centered on specific topics related to zoning, design and development. The new zoning code is called, TransForm Baltimore.

TransForm Baltimore, Baltimore City’s first zoning code rewrite in over 40 years, is to preserve and enhance the long-term economic health of the city well into the 21st century. As a result, the new zoning code proposes a few innovative tools for preserving and promoting jobs and economic development in this new economic context, including industrial-mixed use, office industrial campus and bioscience campus zoning districts, as well as new policies and flexibility for food and beverage processing and the reuse of existing non-residential buildings in residential districts.

**Industrial Mixed Use (IMU)**

The Industrial Mixed Use zone is intended for older industrial areas located in close proximity to residential, commercial or mixed use areas. The IMU district will permit the reuse of “historic” multi-story industrial buildings to remain viable by allowing live-work spaces, offices, galleries, limited retail, educational and limited residential alongside light industrial uses, creating a truly unique mixed-use environment.

The IMU district will also consent for the creation of unique places where new entrepreneurs can find community and be a part of the emerging “maker economy”. The "maker economy" develops unique locally made products by employing industrial arts, technology, innovation and collaboration. Many may not consider the makers real economic development. However, a significant number of maker companies transition into large corporations, and maker spaces and industrial mixed-use communities allow for the creativity and synergies that creative entrepreneurs thrive on.

**Bio-Science Campus District (BSC)**

Given Maryland and Baltimore's strategic advantage in bio-science technology and research, the Bio-Science Campus will allow a broad mix of integrated manufacturing, office and research facilities, and supportive uses including retail, education and higher density residential uses.

**Office Industrial Campus (OIP)**

The Office Industrial district will allow for offices, research facilities and light industrial uses, which are often within a campus in a setting without the need for a Planned Unit Development (PUD). The latter is currently required in order to provide for this mix of uses. This zoning district will allow the city to create jobs and compete with surrounding jurisdictions with similar zoning districts.
Making Great Communities Happen

Other Zoning Tools
Baltimore is a city of neighborhoods, many of which have the advantage of neighborhood-based businesses. In the 1960s and 1970s when Baltimore’s existing code was written, zoning stressed the separation of uses. As a result, the zoning code was disincentives against building apartments above stores and other small businesses. Today, the proposed zoning code provides new tools to allow and encourage existing Main Street districts becoming more vibrant, mixed use places where people can live, work, and shop in the walkable urban environment. The walkable urban environment is what many choose to live in the City are seeking. These new tools include design standards, the elimination of floor area ratios (FAR) in favor of height limits, as well as more flexible setback, parking and lot coverage requirements. The new tools also include two key elements for creative flexibility in the mix of residential and commercial uses – Neighborhood Business Establishments and Food and Beverage Processing Light.

Neighborhood Commercial Establishment
This is a special use classification intended to allow the adaptive reuse of individual non-residential buildings that exist in row house or multi-family residential areas throughout the city. For economic or architectural reasons, they don’t lend themselves to conversion to a residential use. For instance, an old church, a small historic warehouse building or a former storefront are the non-residential buildings that are located in a row house or multi-family areas.

Currently, many of these structures are vacant. The new zoning code would allow and encourage the reuse of these buildings through a conditional use application for a small number of commercial uses, including art galleries and studios, day care, professional offices, personal services, restaurants and retail (excluding alcohol sales).

Food and Beverage Processing Light
This is a new use classification, which for all intents and purposes, is a light industrial use allowed in limited commercial districts, and is defined as “an establishment for preparing, processing, canning or packaging of food and beverage products where all these activities are within an enclosed structure and create no outside impacts.” This use classification is intended to allow and encourage the growth of craft food and beverage production that is gaining popularity throughout the city and region. This would include establishments similar to Zeke’s Coffee, Wockenfuss Candies, Union Craft Brewery, and Charm City Mead Works.

Gone are the days when a zoning code could simply segregate land uses into distinct and separate zones with long lists of pre-defined allowable uses. Recognizing that today’s industry looks a lot different than yesterday’s heavy manufacturing, Baltimore’s proposed new zoning code seeks to create a balance between the economic engines of the past, present, and future. With these new tools, Baltimore can truly establish itself as a place that welcomes and encourages entrepreneurship, job creation, and economic development in new and creative ways.

* Jill Lemke now is with the Maryland Port Authority.
To answer a proposal from the Planning Commission for North Beach, Maryland, the American Planning Association (APA) is sending a Community Planning Assistance Team (CPAT) to North Beach to help them with a Master Plan for their downtown business district.

The Town of North Beach, in southern Maryland, is an incorporated town nestled along the western shores of the Chesapeake Bay in northeast Calvert County. This small town, with an estimated population (in 2013) of just over 2,000, does not have a professional planner on its small staff. First platted in 1900, North Beach has had a history of heydays and economic downturns. Today, it is in the middle of yet another rebirth and revitalization. Its main business area has found itself, after a series of storms, fires, and economic hard times, to have much of its prime property either undeveloped or underdeveloped. However, the Town’s business area is poised for development to begin again.

The Planning Commission of North Beach suggested sending a proposal to the APA asking for a CPAT to help with a Master Plan in providing a guide and map for the development of the business district. The intent is to examine and propose changes to the Zoning Ordinance which will ensure that development plans will be consistent with the Master Plan for a financially sound future for the Town, its residents, businesses, and be a lovely and inviting spot for its many seasonal visitors.

The APA’s CPATs are intended to assist communities that may lack planning expertise or need additional planning assistance to achieve a shared vision for their future. These teams generally consist of four or five AICP certified planners with pertinent skill sets who volunteer their time to visit the community for about a week to work with stakeholders and community members to achieve the goals set out by the community. The team then completes the planning task they set out to do and presents the community with a final product.

North Beach has scheduled the initial visit of the CPAT for July 15, 2015. At that time, further discussion about what additional team members and team work period will occur. The Town expects the team to begin work in late summer. Anyone interested in observing the CPAT process or visiting North Beach during the team visit may contact Patricia Haddon, AICP, at haddonpj@co.cal.md.us

APA invites other communities to submit proposals for Community Planning Assistance Teams to assist them with their planning needs. To find out more about the CPAT program go to http://www.planning.org/communityassistance/teams/. APA staff is also available to discuss potential projects by contacting them at CPAT@planning.org.