Economic Development

# Discussion

* Who’s interests should be served?
* Few groups are tracking any real statistics of value (particularly related to shopping/spending; but really of anything being tied into the visioning effort)
	+ Some existing data on Farmers Market (which gave out $9300 in SNAP/WIC (and seniors) coupons last year; equivalent to the Bazaar Market; those recipients were diverse and coming throughout the county—Russians, Hispanic, seniors, etc.)
	+ Restaurant Association of Maryland (suggested talking to Kim Slusher)
* Anecdotally, an overall decline in the area
* *“Pikesville goes to Towson, Towson doesn’t go to Pikesville”* = common theme
* Area lacks an anchor or major draw
	+ What are the most successful destinations in Pikesville?
		- Used to be the theater; hope that the reincarnation will be a draw
* Reisterstown Road is one of the highest trafficked roadways; recently changed traffic patterns but in a way that is negatively impacting businesses
* Chamber began as an all-retail organization and it shifted to mostly service-providers
* There was a time when more people were taking advantage of the resources/benefits available
* Each County revitalization zone has CRAG (commercial revitalization action grant; ~$10,000/year for the past six years; prior to that they could have requested maybe upwards of $30-40,000).
	+ Pikesville is one of the County’s 14 revitalization areas
		- The Armory is within the Pikesville CRZ
	+ Services and loans available in that area; architects on call
	+ Building Improvement Loan Program (BILP)
	+ CRAG was previously an Economic Development program, Kevin K. moved the program to the planning department
	+ Activity on the loan program may have dropped (possibly as a result of moving the program to the Planning Department, whereas it used to have dedicated staff.
* Currently not a Maryland Sustainable Communities approved community
* Currently very little funding for tourism in the County, at present
* Some available real estate, but development and investment is currently slow
	+ Armory Obstacles:
		- parking in the rear (which retailers don’t want)
		- SHA is talking about removing street parking from Reisterstown
		- Access without a controlled intersection
		- Historical aspects of some of the buildings
		- Environmental concerns (asbestos, etc.)
		- Property does not connect at the rear with another access
	+ Armory Opportunities:
		- Dougies property could be revitalized and address some of the issues with the Armory site.
* Development closer to beltway is moving very fast
	+ Pomono Square looking to renovate again (this is where the Farmers Market is…would that need a new location?)
* Revitalization area plan is being updated, forthcoming spring 2019
* Grants, tax incentives to encourage art-related developments and improvements; arts and entertainments districts.
	+ Not limited to visual art
	+ There’s a proven economic impact of AE districts
	+ Baltimore County has zero AE districts
	+ Previous effort for a performing arts plan never came to fruition
* **Tourism**
	+ A number of athletic tournaments take place around the state; depending on how much land can be allocated (some use multiple locations), a multi-site event/program facility could do well [anecdotally] in Pikesville
	+ Large scale events mean patrons for local businesses and hotels
	+ Baltimore County loses out yearly because of a lack of fields to support and host such tournaments
* There have been previous discussions of potentially relocating senior center

Housing and Development

# Discussion:

* Housing provides a good base for the Live/Work/Play model—the things that happen after the housing is developed
* Affordability; focus is on family housing, not senior housing.
	+ However, Pikesville has an aging community
* Housing development projects—some are awarded tax credits for mixture of affordable and market rate housing
	+ CHAI looking to do new, for-sale housing
* Development hurdles
	+ Can’t develop in a vacuum. There must be a sense of place, or a reason to develop. Need a motivation to do a mixed-use project here.
		- Construction costs are at an all-time high
		- Local rents have not escalated to a point to support the costs
		- Need: employment opportunity, sense of place, community grab/draw for people to NEED to be there (could be a company with a commitment to be there/bring people there); community, job, or growth-based
* Could an arts center be the draw the area needs?
	+ Potentially; can’t be half-finished. Really needs to convince people to want to be around the area.
	+ Promotion will be critical
* There’s no clear direction of what Pikesville wants to be; no long-term vision for Pikesville (awaiting update Revitalization Plan)
* Development should employ a holistic view of the community; will need to look at other elements (e.g., streetscaping, walkability, etc.)
* Potential concept: educational research park; satellite location for nearby universities
	+ Could this be a large enough of a draw for the community?
* Need a BIG MOVE
* Recreation would be a good use, but what potential is there to make money for the State or County through rec uses?
	+ Hard questions: even if recreation or arts and entertainment are draws, do they draw revenue?
* Armory site is a large enough parcel that it shouldn’t conflict with surrounding development or uses but could be a big enough draw to support the surrounding areas.
* Housing opportunity? In the affordable housing world, the hardest hurdle is often securing the site (due to NIMBYism); since the state already owns this, that hurdle is minimized or removed.
	+ Could be affordable housing for veterans, specifically
* HUD sees Pikesville as a high-opportunity area
* Impact on schools should be considered (Millbrook elementary not strong; could be impacted negatively by housing)
* Could an arts center (or other amenity) be the incentive to convince the community to get on board with affordable housing, especially since area may not be able to support market rate.
* Commission wants the site to serve public interests in the area; but can’t be a resource-intensive use. Should generate revenue. In search of highest and best use.
	+ Goal: bringing people into Pikesville. Creating a destination. Recreation/arts aren’t the end, but perhaps a means
* Ask the county/state: are there any initiatives that fit here?
* County priorities: tourism, schools. How does Pikesville come into play? How can we get the County Executive excited?
* What does ‘affordable’ mean to everyone? Workforce housing? Social services? Negative connotations with most kinds of housing; but clarify the ‘who’ and at the same time address negative perceptions.
* Adaptive reuse could be an exciting opportunity
	+ Mixed-use could be achieved through a PUD process; adaptive reuse and amenities would achieve community benefits
* County has limited opportunities for youth sports, especially on the west side.

Intergenerational Interests

# Discussion

* Is there a frame around an intergenerational program that can be initiated?
* 1000 Friends is lobbying for an open arts space/studio
* Needs:
	+ Recreational space; not a lot of fields, or places for families to gather with kids.
	+ Most local schools must hold their graduations off-site (and that comes with a fee)
* 1000 families at the high school; 1000 at the middle school; lots of local “feeder schools”
* Would be good to have city-county crossover work
* As places are planned with kids in mind, would like them to be planned with adults in mind, too
* Become a meeting ground
* There’s an entire “Gran-movement”; gran-family can be accommodated with housing
* Ellen: the intergenerational housing demand exists and is being investigated. Market study to determine the number of veterans in the area.
* [The Mather in Chicago](https://www.matherlifeways.com/mathers-more-than-a-cafe)
	+ Senior center; Seniors can participate as members in senior-oriented programs
	+ Anyone can come and enjoy
* Don’t do anything that’s already represented in the community/be duplicative of existing efforts
	+ Look at Senior Center/Library to see what existing programs do exist
* Relocation of Pikesville Senior Center?
	+ Concern with the PSC moving even closer to the Edward A. Myerberg Center—privately funded vs. public PSC, would be a competitive disadvantage.
* Gaps in existing senior centers/venues:
	+ Need outdoor fitness space (trails, equipment, etc.); in a safe environment with visibility (in terms of seniors not getting too far or isolated, they would need to be seen in case they need assistance).
	+ PSC already has a technology hub program (brings kids and seniors together once a month)
		- PSC could benefit from meeting space, though.
* Intergenerational Care Centers: Model of intergenerational daycare; building design has a core/atrium and spokes
	+ <http://www.bethlehemintergenerationalcenter.org/>
	+ <https://www.care.com/c/stories/3441/the-sandwich-generation-solution-day-care-fo/>
* Need a mixed-income model; mixed programming
* It comes down to funding
* There’s nothing in the area that embraces the people, supports the school, supports the community
* The site’s layout, with the fields in the back, may actually be conducive to generating visibility for uses at the front of the property (i.e., you can’t get to the fields without passing the businesses/programs at the front)
* There’s no other example of a site that’s processing all the pockets that the commission has discussed
	+ If it could be achieved, it would be a national model
* Artists housing?
* Would love room for art in this area; but cannot look to artists as revenue drivers
* “Nobody goes to Pikesville for anything” (e.g., to eat, for entertainment, etc.). It doesn’t have the draw; it’s not attractive
	+ Community wants gathering/mingle spaces or businesses
* There should be coffee, outdoor seating, and umbrellas—sounds simple/common sense, but it’s sorely needed
* Innovation spaces are needed; and schools don’t have the space for it in their building
* Flexibility and fluidity (meaning cycles, people coming and going)
* Two models of Intergenerational Housing:
	+ Gran-family model (look into Generations United, Lisa has a connection)
	+ Shared experience, largely a senior housing component (like Mather)
* Housing models can be so diverse (artist housing, veterans housing, intergenerational, etc.)
* MICA teaching their young adults’ program at Saint Paul’s School

Recreation

# Discussion:

* Currently there are no freestanding recreation facilities in the area
	+ Rec council: All activities occur only at shared sites (i.e., schools, parks), meaning the recreation council is always the second-priority user
	+ GPRC programs, offer a broad range of activities; have expressed interest in expanding into the “non-standard” venues
	+ Rec council is willing to partner with facilities, funding to help improve the spaces
	+ Greater Pikesville Rec Council has seen the most growth of all 9 west-side programs
		- Vitality of the council is worth noting
	+ Lack athletic fields with lighting (as a result, GPRC is a heavy requester of regional facilities)
	+ Parking challenges; so many people coming for games; confined to small school parking lots. The volume of people an cars coming an going is to excessive for the facilities.
* No experience with a PPP between rec council in the county
	+ Small facilities; Annie’s Playground may be somewhat relevant
	+ Anticipate public outcry if need to pay to use a public facility
* 14 acres seems big but is a bit tight
	+ If it were a county facility with multiple users, and rec got priority, it would fill up immediately
* Privatization:
	+ Private enterprises may have a higher level of recreation, but are less accessible to the community
	+ Public facilities are more economically-viable
	+ Private program would deepen the ravine between the ‘have’s and ‘have not’s
* Affordable, viable place for people in the community to have healthy recreation.
* Area offers no park field, park community center, PAL center, etc. … no freestanding rec facility in parks
	+ Why? Capital projects not going toward that purpose/use and a lack of land
* Land acquisition is difficult for the county
* Office of Property Management (under Budget & Finance) controls the Rec & Parks (R&P) budget; R&P doesn’t control their own budget.
	+ Pikesville tops the list of the CIP every year in terms of requests…but since R&P doesn’t control it, the R&P priorities get shifted
* At school facilities, R&P doesn’t have the ability to say, “shut it down to replace the fields” because that’s BCPS’ call
* Complementary programs, e.g., seniors using outdoor leisure space during the day time, rec leagues later in the day
	+ There was a recent meeting with the department of aging on this very topic
	+ Passive walkers, for example, come and use rec facilities
	+ Passive Use Recreation
* Improvements can be phased
* *Delaware Turf* *Complex*: 12 turf fields in one complex; $24M to build. Lit. weather proof. $40-50M generated in economic impact in two years
	+ Sports Tourism
* Spooky Nook Sports: 900,000 SF, generated 50M in economic impact last year; Largest facility in the country, North of Lancaster.
* Sudbrook Performing Arts is “phenomenal”
* GPRC has some arts programs already (dance, Young Rembrandts, etc.)
	+ Currently no ability to offer after-school drop in to middle/high school students, to reach at-risk kids; these are offered elsewhere in the county, but no facilities here to serve that need
* County initiatives/values that this facility can serve?
	+ Quality of life
* Recreation, as a theme for this visioning project, is a common connector

Arts & Promotion

# Discussion:

* AE in the area, a bit of a “desert”
	+ Limited venues to do programming
	+ Given the population, there would be an expectation for more, i.e., a “potential” or “demand’ should or probably already exists
* A cultural arts center could be an anchor to the area
* Department of Commerce statistics on arts and entertainment districts: 26 AE districts; Baltimore county has none in the state
	+ Trying to encourage artists, organizations, businesses to take advantage of the tax incentives. The agency wants to clarify the language, maybe too confusing
	+ Technical assistance grants available on a rolling basis
	+ To be an AE district, application takes about a year
		- Pikesville Armory redevelopment could help make the case for the AE district; to make the area quality
* Old Pikes Theater proposed redevelopment many years ago, received 50k? bond bill required match, could not raise the match
* How/where would art intersect with the other values?
	+ Brooklyn Park Slope Armory rehabilitation is an indoor rec area with arts programs
* The project shouldn’t be single function (e.g., not JUST recreation; should serve many needs)
* “Creative aging”
* A designated A&E agency: having one function as the agency for the AE district is a challenge because, once the district forms, what’s their role?
* Takes so much capital to create these districts that there’s no money leftover to help the artists with their programs
	+ Think long term, what private revenue streams can generate ongoing funds to be directed toward the artists
* Armory site, 90 garages—could be artist housing, service commercial (e.g., coffee shop, artists shop, arts supply store, etc.)
	+ Synergy between uses
	+ Local need for childcare
* Station North
	+ Previous director did a great job getting movement in the area, but now the group is in a lot of transition
		- A lot of tenants left, some anchor tenants even
* Other more analogous AE districts; Montgomery county, et al.
* Existing 501c3 corporations which could be the movers to make a district happen here
* Baltimore County approach seems to be, “well, we just go to the City for culture” rather than cultivating community culture
* Would have to leverage a PPP; cited Strathmore example—part state, county money and private money
* Community-wide amenities need to be developed; e.g., pedestrian walkway, parking structure, etc.
* Revitalization Plan
	+ Mostly finished; understanding is that it’s awaiting review from the new administration
* Existing bypass to divert through traffic around Reisterstown
* AE Application deadlines are in April and October
	+ Takes about a year
	+ Maryland Arts Council isn’t the one who approves the application ultimately
	+ Only 6 applications granted per calendar year in the state; only one can be granted to a county in each round
* Craft the “there”
	+ People did not expect Leonardtown to be an AE district, but they did it. Good example
	+ Example of one in Harford County that’s run by the library
	+ All AE districts are different

Open Space

# Discussion:

* What could this property be?
	+ Food hub?
	+ Climate hub?
	+ Energy?
	+ Green Jobs?
* Nearby nature center
* Program Open Space
	+ $11-12M to Baltimore County this year (less than in years past)
		- 50% for acquisition
		- 50% development
		- I don’t get this math….25% must be match
	+ But there’s a great need
	+ At the Armory, there’s not a lot of open space available. Not a connecting opportunity either
	+ Forever more an open space; developer cannot buy/cannot be sold to developer
* Open space comes into play when a developer asks for a waiver, fee in lieu
	+ This money is more flexible than Program Open Space, in terms of % used (no restrictions?)
* Neighborspace
	+ PPP, gets some of the money from Program Open Space (a few hundred thousand)
	+ Don’t have the money to develop or maintain a park
	+ County will not maintain land once it has been turned over to Neighborspace; so will need a community MOU
* Blue Water Baltimore
	+ CBT Watershed Assistance Grant; Could maybe get design money…up to 100,000 for any stormwater components that want beyond the required
	+ States Trust Fund money is a little more competitive and they want to be efficient with the project
* County is going to reopen the Urban Tree Canopy initiative?
* Priorities
	+ Too early to tell with current administration
	+ Neighborhood and pocket parks
		- Community input
		- Transparency
	+ Once this Visioning process whittles down further, can meet with R&P to discuss options
* BCPS joint use agreement; after 6pm R&P gets use of the fields

Architecture, Design, & Historic Preservation

# Discussion:

* Process similar to NEPA; section 106—aka “Project Review and Compliance”
* Historic designation does not mean protection
* When the state sells the property, it removes it from the protections that were on it; unless they were local protections
* Anticipation: an easement (none are on it yet) will be placed onto the property at the time of transfer
* There are existing standards
* MHT has indicated commitment to protect the garages; indicated flexibility about building in center/sw area “back of house”
* MHT: buildings should have a use and not sit vacant
	+ Something viable should happen on site
* Look into the Bel Air armory project
	+ Put shops and storefronts into the garages (which MHT required them to keep)
		- Required them to still appear as garages
* Pathways, plantings subject to archaeological discovery; keeping with materials already used
* Neighborhood would not be happy about using Military Road for access.
	+ Vehicular access is going to be a huge barrier
	+ As will be parking for events
* List out the SOI standards
	+ MHT is fairly conservative, with their application of the standards
* What’s Protected
	+ Drill floor on 1st floor
		- Could use removeable partitions
	+ Classrooms 101-104 on 2nd floor
	+ Administration Building Number 1 (more northern building?)
	+ Hall and stage on first floor
	+ Classroom 8 (basement)
	+ Officers Club (Basement)
	+ Entrance and lobby of another building
	+ NCO club bar on first floor and staircase