ULI Rose Center presents

A look at creative placemaking

Station North Arts & Entertainment District
Baltimore, MD

Alison Johnson
Program Manager
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• **Welcome**
• ULI Rose Center
  – Who we are/what we do
• Webinar instructions
• Webinar
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

Jess Zimbabwe
Executive Director
202-624-7038; jess.zimbabwe@uli.org
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

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

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

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

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**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)

<table>
<thead>
<tr>
<th>Cities</th>
<th>Rank in Percent Change</th>
<th>Rank in Number Change</th>
<th>Composite Total</th>
<th>Composite Rank</th>
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</table>
Baltimore’s Magnet Neighborhoods for Age 25-34
Station North in the Magnet Neighborhoods

Age: Percent Change From 2000 to 2010

25-34 Year Olds
- 51% & Over
- 26% to 50%
- 11% to 25%
- 6% to 10%
- Less than 5%

- Less than 5%
- -10% to -6%
- -25% to -11%
- -50% to -26%
- Over -51%

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

** Source: 2006-2010 American Community Survey
Per Capita Income by Census Tract, ** With Neighborhood Boundaries Overlay

** Source: 2006-2010 American Community Survey
Per Capita Income by Census Tract, ** With Neighborhood Boundaries Overlay

** Source: 2006-2010 American Community Survey

- ** Under $15,000
- $15,000 - $20,000
- $20,000 - $30,000
- $30,000 - $50,000
- $50,000 & Over
- Suppressed*
- City Park

- ** Station North
- Bolton Hill
- Mt. Vernon
- Charles Village
Per Capita Income by Census Tract, **With Neighborhood Boundaries Overlay

** Source: 2006-2010 American Community Survey

- Under $15,000
- $15,000 - $20,000
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- $50,000 & Over
- Suppressed*
- City Park

* Penn Station

- Station North
- Bolton Hill
- Mt. Vernon
- Charles Village
Per Capita Income by Census Tract, ** With Neighborhood Boundaries Overlay

Station North
Bolton Hill
Mt. Vernon
Charles Village

** Source: 2006-2010 American Community Survey
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.
WHAT IS AN ARTS & ENTERTAINMENT DISTRICT?

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.
<table>
<thead>
<tr>
<th>State</th>
<th>Admissions &amp; Amusement Tax Exemption</th>
<th>Income Tax Credit</th>
<th>Preservation Tax Credit</th>
<th>Property Tax Credit</th>
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<td>West Virginia</td>
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</tbody>
</table>
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
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

EAT & DRINK
Station North Arts Cafe
Lost City DInner
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
Outtakes Cafe

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

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
Outtakes Cafe
The Depot
Metro Gallery
Bohemian Coffee House
The Annex
Copycat Building
Area 405
Load of Fun
Hour Haus
Joe Squared
Charm City Art Space
North Avenue Market
Cyclops
Liam’s
Windup Space

LIVE & WORK
Railway Express Building
Cork Factory
The Annex
Copycat Building
Area 405
City Arts
Load of Fun
Westnorth Studio
MICA Graduate Studio Center
INTERIOR SPACES
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
A long-closed North Avenue theater is envisioned as the home of film screenings, concerts, studios, galleries and a restaurant.

From the ruins, a future star.
• 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.
CREATIVE PLACEMAKING GOALS & PROGRAMS

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

www.STATIONNORTH.org

www.OPENWALLSBALTIMORE.com

STATION NORTH OPEN WALLS BALTIMORE

@STATIONNORTH #OPENWALLSBALTIMORE
EVER (BUENOS AIRES)
OVERUNDER (RENO, NV) & JETSONORAMA (TONALEA, AZ)
FINAL FRIDAYS IN STATION NORTH
MAY FINAL FRIDAY: DAN DEACON
FEBRUARY FINAL FRIDAY: SLIDELUCK POTSHOW
SEPTEMBER FINAL FRIDAY: 10 YEAR ANNIVERSARY CELEBRATION
MARCH FINAL FRIDAY: WHOOP DEE DOO
THINK BIG PROJECTS
THINK BIG - NIGHT LIGHTS
NATIONAL SYMPOSIUM ON ARTS/CULTURAL/ENTERTAINMENT DISTRICTS
Give us your Feedback!

- Email us – rosecenter@uli.org
- Complete our survey via Survey Monkey

Keep informed and learn more about our programs:
- Rose Center at: www.uli.org/rosecenter
- twitter 🐦: @ULIRoseCenter
- Facebook 📝: www.facebook.com/ulirosecenter