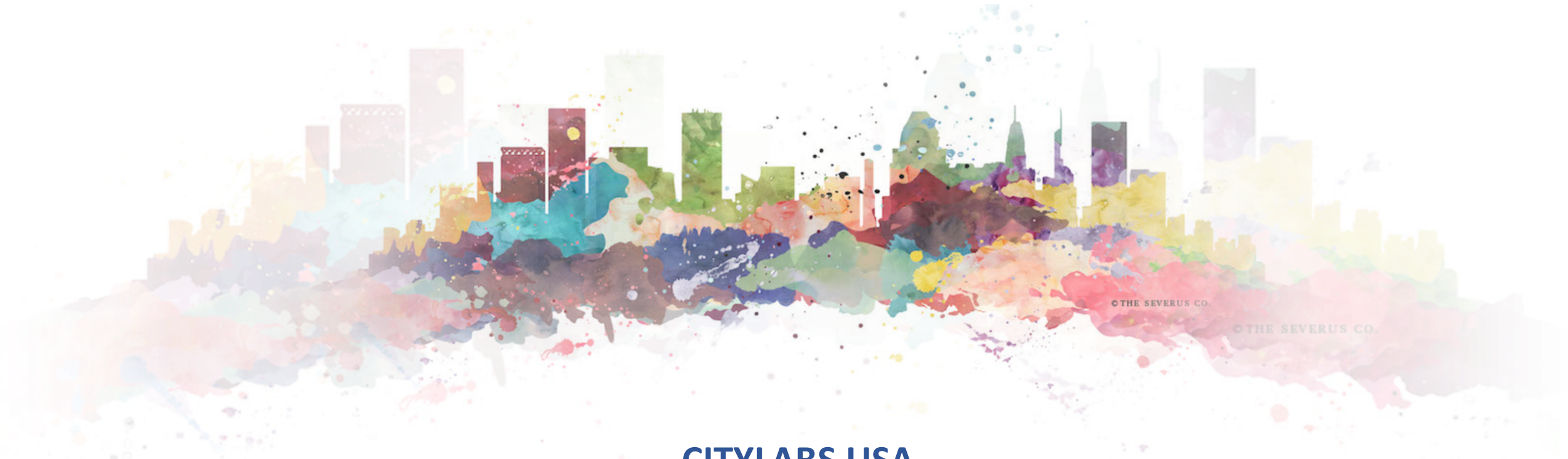


CENTRAL CROSSROADS

Baltimore CityLab

Fall 2017 CityLab Fellows InfoSession



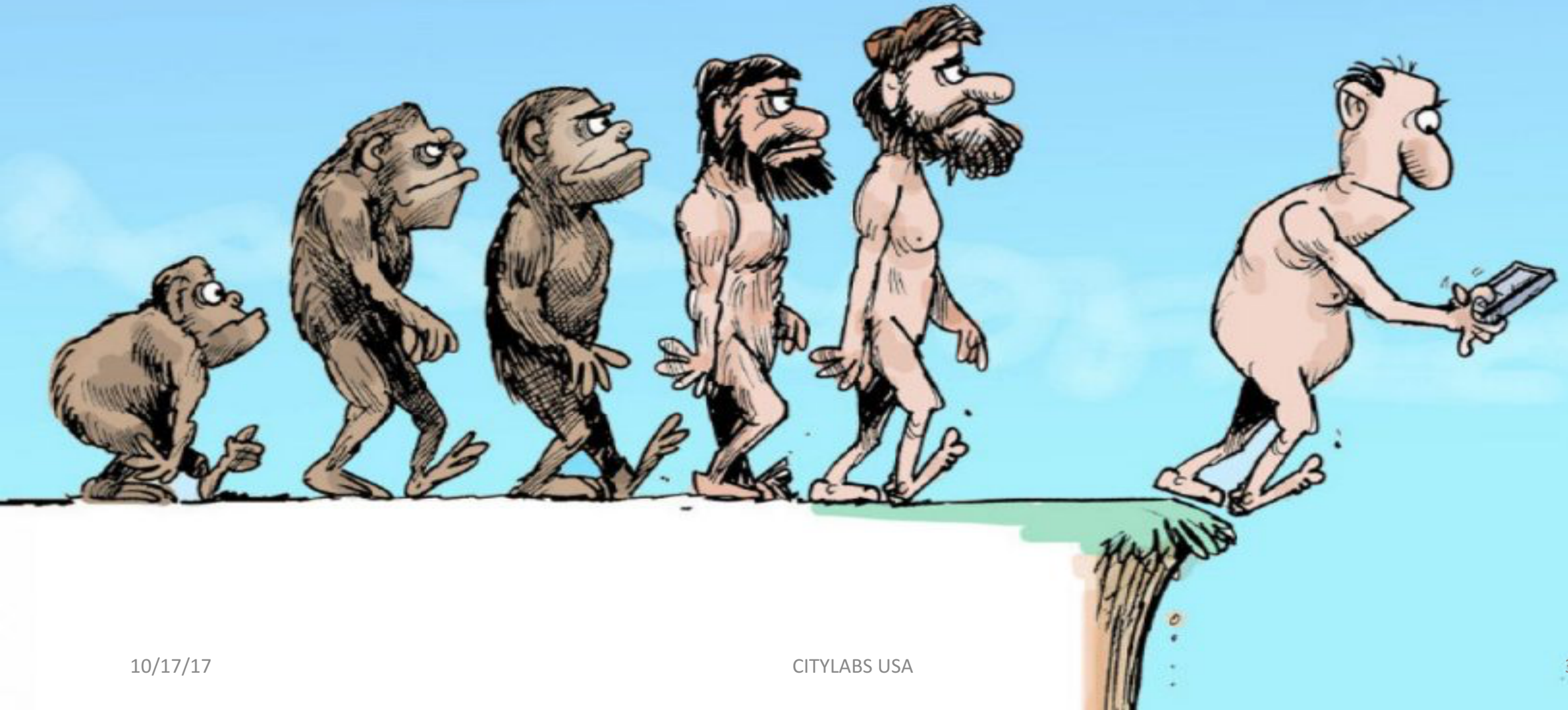
CITYLABS USA

livable cities for a livable future

THE CITYLAB EXPLAINER



A STORY OF HUMAN PROGRESS



THE CITY AS LAB

- For the first time in history, humans are an urban species.
- For most of our history, we humans thrived close to nature in small communities with familiar people and places.
- Cities are engines of culture, commerce, and creativity that define modern life – but our brains aren't wired for urban congestion, scale, complexity, and anonymity.
- How can we make cities work better for everyone – and build a more livable future for humanity and the planet?

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WHAT MAKES A CITY LIVABLE?



If ZIP Code is Destiny . . .

Legend:

- A "Best"
- B "Still Desirable"
- C "Definitely Declining"
- D "Hazardous"

Neighborhoods shown on the map:

- West Baltimore: West Arlington, Howard Park, Callaway-Garrison, Forest Park, West Forest Park, Windsor Hills, Dickeyville, Windsor Terrace, Franklinton, Gwynns Falls/Leakin Park, West Edmondale, Westtowne, Ten Hills, Edmondson Village, Allendale, Carroll-South Hilton, Vinton, Violetville, Morrell Park.
- Central Baltimore: Greenspring, Park Circle, Liberty Square, Parkview/Woodbrook, Panway/Braddish Avenue, Fairmont, Rosemont, Bridge View/Greenlawn, Midtown-Edmonson, Penrose, Carrollton Ridge, Washington Village, Sharp-Leadenhall, Citylabs USA.
- East Baltimore: Druid Heights, Reservoir Hill, East Baltimore Midway, Greenmount West, Midtown-Belvedere, Penn-Fallsway, Washington Hill, Fells Prospect, Fells Point, Otterbein, Inner Harbor, Washington Village, Sharp-Leadenhall, Citylabs USA.
- South Baltimore: Druid Hill Park, Jones Falls, Hampden, Wyman Park, Guilford, Kernewood, Northwood, Morgan Park, Beverly Hills, Arcadia, Frankford, Belair-Edison, Bera, Orangeville, Ellwood Park/Monument, Highlandtown, Bayview, O'Donnell Heights, Garsuch Creek, Colgate Creek.

every neighborhood should be livable.



If ZIP Code is Destiny . . .

Legend:

- A "Best"
- B "Still Desirable"
- C "Definitely Declining"
- D "Hazardous"

... every neighborhood should be livable.



How livable is Baltimore?









How livable will Baltimore be for our grandchildren?



Baltimore – our lab for a livable future.

BALTIMORE CITYLAB

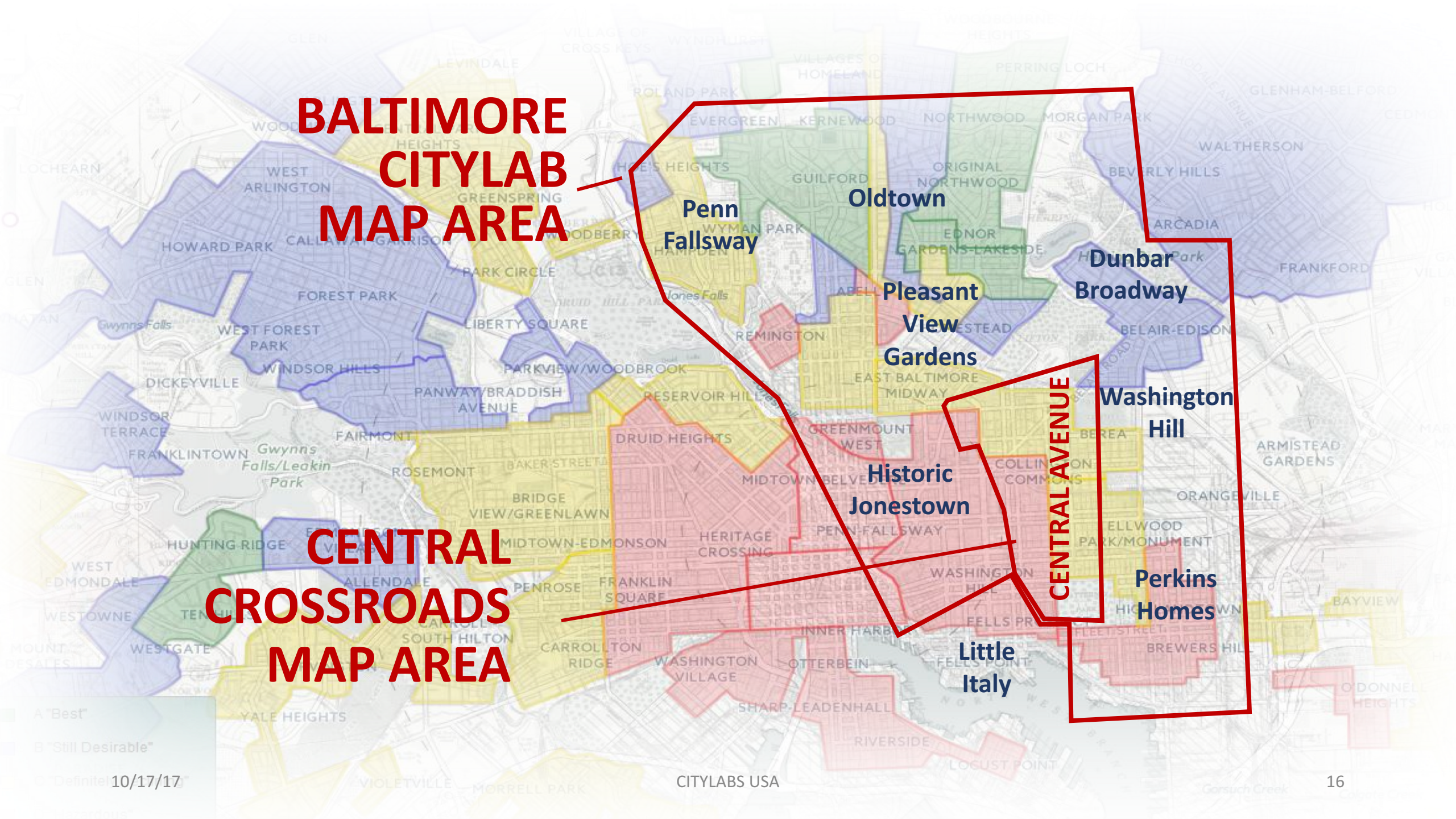
- An urban social impact business innovation laboratory founded by Carey Business School faculty in 2013 for learning, teaching, and practicing “business with humanity in mind.”
- Located in historic East Baltimore neighborhoods facing livability challenges and surrounded by disruptive gentrification forces.
- Connecting a multi-generational, multi-sector network of academic, business, professional, and civic leadership talent and resources with community leaders to address neighborhood livability challenges.
- Creates a social glue for emerging leadership talent seeking to anchor their lives and careers in Baltimore.
- Fosters livable neighborhoods as the connective network of a livable city.

LEVERAGING NEIGHBORHOOD INITIATIVES

- About a dozen small neighborhoods are clustered around the Central Avenue corridor from Harbor Point to Oldtown.
- Despite their close geographic proximity, economic and social boundaries are hardened into isolating barriers by unwelcoming streetscapes and speed-through traffic along Central Avenue and its cross streets: Pratt, Lombard, Fayette, Baltimore, and Orleans.
- Weakened by isolation, these neighborhoods don't pool the strategic resources, talent, and political clout required to transform their plans and initiatives into concrete action.

CENTRAL CROSSROADS

- An ambitious initiative to create a Central Avenue main street gateway neighborhood between Harbor Point and Oldtown.
- Aims to reconnect once-thriving ethnic, historic East Baltimore neighborhoods struggling with business risk, job loss, concentrated poverty, derelict properties, and deteriorating public housing.
- Focused on real estate, infrastructure, and business development projects to create ladders of inclusion and opportunity for low-income people, small businesses, and legacy cultural institutions and nonprofits adapting to disruptive market forces.



**BALTIMORE
CITYLAB
MAP AREA**

**CENTRAL
CROSSROADS
MAP AREA**

**Penn
Falls**

Oldtown

**Pleasant
View
Gardens**

**Dunbar
Broadway**

**Washington
Hill**

**Historic
Jonestown**

**Perkins
Homes**

**Little
Italy**

CENTRAL AVENUE

- A "Best"
 - B "Still Desirable"
 - C "Definite"
- 10/17/17

CENTRAL CROSSROADS PROJECT GOALS

PLACEMAKING FOR THE FUTURE

Create a unified “livable” streetscape and property development proposal for Central Avenue between Gough and Fayette Streets that integrates eco-sustainability, healthy habitat, smart infrastructure, renewable energy, and inclusive, human-centered social design.

ADAPTIVE BUSINESS CULTURE

Launch a Central Crossroads Business Network engaging current business owners as charter members to anchor business development, promote access to capital, and foster capital absorption capabilities by sharpening managerial skills, attracting and launching new ventures, repositioning and scaling existing businesses, and sharing expertise.

NEW BUSINESS VENTURES

Launch, scale, and position new ventures in real estate and infrastructure, materials design and production, renewable energy, technology integration, and property management as vehicles for sustainable investment, inclusive wealth creation and equity, and workforce development.

CENTRAL CROSSROADS PROJECTS

PLACEMAKING FOR THE FUTURE

- PROJECT 1: CENTRAL AVENUE REAL ESTATE & INFRASTRUCTURE REDEVELOPMENT

ADAPTIVE BUSINESS CULTURE

- PROJECT 2: CENTRAL CROSSROADS BUSINESS NETWORK

NEW BUSINESS VENTURES HUB

- PROJECT 3: HYBRID CLT/REIT INVESTMENT PLATFORM
- PROJECT 4: MATERIALS PRODUCTION & DISTRIBUTION
- PROJECT 5: RENEWABLE ENERGY
- PROJECT 6: TECHNOLOGY INTEGRATION
- PROJECT 7: LANDSCAPING AND PROPERTY MANAGEMENT

CENTRAL CROSSROADS TIMELINE

- Long term initiative (5-20 years)
- Project goals & priorities determined by neighborhood stakeholders
- Projects organized in eight-week time blocks of rotating teams working incrementally to achieve goals.
- Project team reports include hand-off recommendations for a smooth transition to the next project team.

FALL 2017 PROJECT TIMELINE

OCTOBER

NOVEMBER

DECEMBER

Wednesday

October 11, 2017

7-9 PM, Room 206

Carey Business School

Wednesday

December 13, 2017

7-9 PM, Helping Up Mission

**Project
Preview**

**Project
Launch**

Project Work in Teams

**Project
Charrette**

Wednesday

October 18, 2017

7-9 PM, Room 214

Carey Business School

PROJECT TIMELINE DETAIL

- **PROJECT PREVIEW | October 11, 2017**
Group introductions and overview of projects; review of student e-portfolios; formation of project teams
- **PROJECT LAUNCH | October 18, 2017**
In-class team meetings to define project deliverable(s); create work plans; define project management timelines & protocols
- **PROJECT WORK IN TEAMS | October 18– December 12, 2017**
Collaborative team work to complete deliverables; define hand-off
- **PROJECT CHARRETTE | October 18– December 12, 2017**
Public presentation & review of project deliverables; preview hand-off

PROJECT MANAGEMENT

- Central Crossroads projects, goals, and priorities are based on: 1) state-of-the-art sustainable urban planning and development principles; 2) the Baltimore City comprehensive plan and guidelines; and 3) constituent neighborhood plans and initiatives.
- Students form project teams in consultation with CityLab faculty.
- Student teams manage all aspects of the projects according to deliverables, priorities, protocols, and timelines set at the beginning of the term in consultation with CityLab Fellows, neighborhood stakeholders, and faculty.
- Students are expected to uphold the Carey Honor Code with impeccable integrity conducting business with humanity in mind.

CITYLAB FELLOWS

- Baltimore's socially conscientious, future-oriented business and professional civic leaders volunteering as coaches and advisors to CityLab project teams.
- Understand the complex dynamics of urban revitalization strategies to foster healthy habitat, healthy people, cohesive communities, engaged citizens, and inclusive wealth.
- Eager to share knowledge and expertise as role models, mentors, and advisors for aspiring and emerging urban leaders.
- Eager to collaborate with diverse individuals and communities in revitalizing their neighborhoods from within.

CITYLAB STUDENTS

- Baltimore's socially conscientious grad students – Johns Hopkins, MICA, Morgan – and future business and professional civic leaders.
- Understand the complex dynamics of urban revitalization strategies to foster healthy habitat, healthy people, cohesive communities, engaged citizens, and inclusive wealth.
- Eager to tap into the knowledge and expertise as Baltimore's network of socially conscientious business and professional civic leaders.
- Eager to collaborate with diverse individuals and community leaders in revitalizing their neighborhoods from within.

NEIGHBORHOOD STAKEHOLDERS

- Baltimore's diverse, socially conscientious individuals and community leaders working to revitalize their neighborhoods from within.
- Understand the complex dynamics of urban revitalization strategies to foster healthy habitat, healthy people, cohesive communities, engaged citizens, and inclusive wealth.
- Eager to collaborate with Baltimore's network of socially conscientious business, professional, and academic leaders in projects and initiatives that foster neighborhood revitalization from within.
- Ready to welcome Baltimore's college and university students as the city's future leadership talent.

STAY CONNECTED

CITYLABS USA

General public website

CITYLAB TEAM ATELIER

JHU Cloud CityLab Website

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