

DRAFT



JONESTOWN

VISION & BRANDING PREVIEW
JULY 30TH, 2015



FUNDING BY

- Jewish Museum of Maryland
- France Merrick Foundation
- Goldseker Foundation



AGENDA

- Overview of Key Focus Areas
- Emerging Strategies
- Preliminary Plans
- Neighborhood Branding
- Discussion

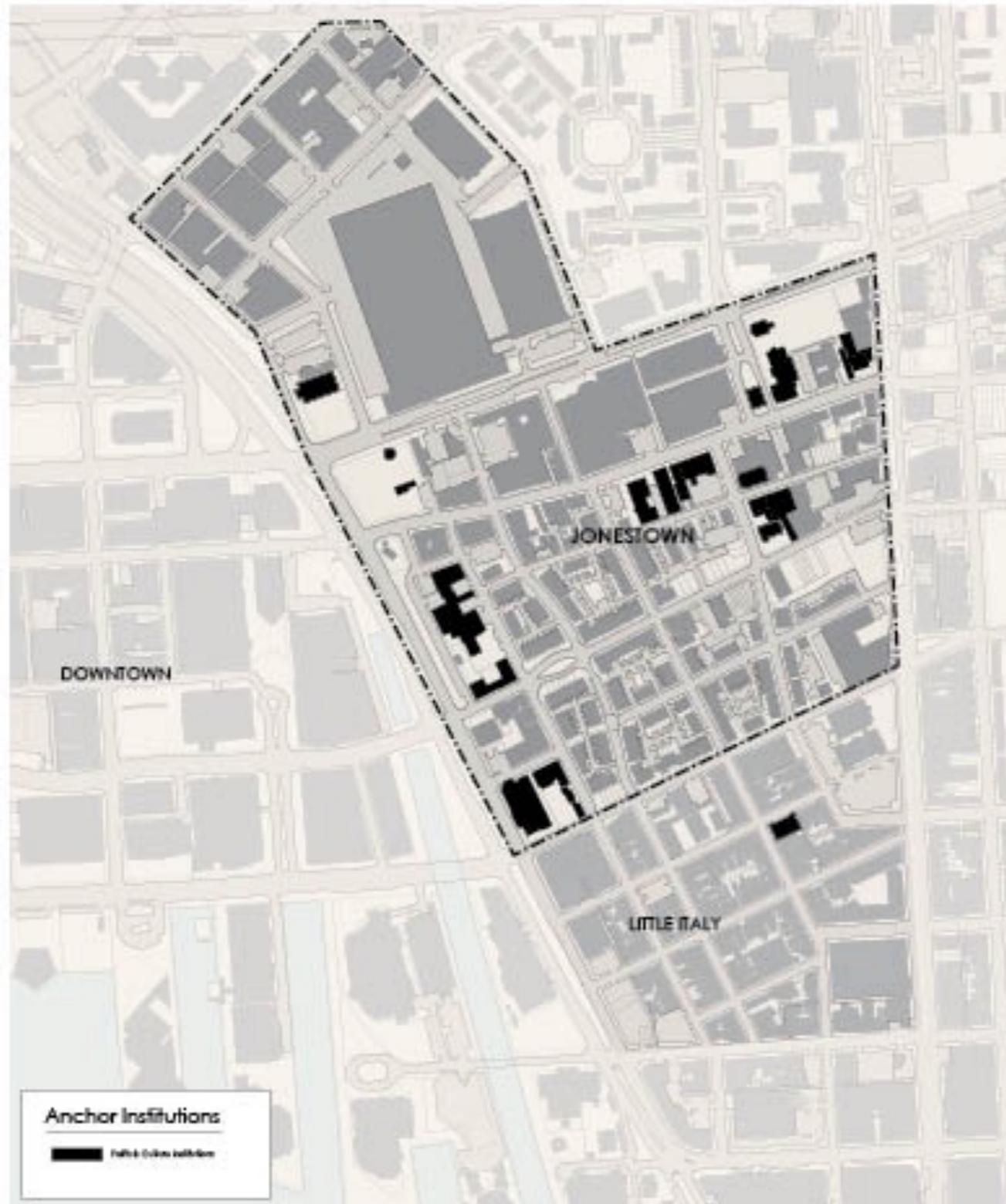
An aerial photograph of a city block, with a white outline highlighting a specific area of interest. The highlighted area is a large, irregularly shaped block containing several buildings and a street. The surrounding area is a dense urban grid with many smaller buildings and streets.

KEY FOCUS AREAS:

- Identity
- Development
- Open Space & Streetscape
- Operations & Programs

IDENTITY

Identity: Jonestown Anchor Institutions



What are the stories of Jonestown's anchor institutions in and how can they be leveraged to build the neighborhood's identity?

Identity: Jonestown Anchor Institutions

THE
Jewish Museum
OF MARYLAND
AT THE HERBERT BEARMAN CAMPUS

Carroll Museums Inc. | *Making History Yours*
The Carroll Mansion & Phoenix Shot Tower



THE STAR
SPANGLED
BANNER
FLAG HOUSE



REGINALD F. LEWIS MUSEUM
of Maryland African American
History & Culture



RONALD MCDONALD
HOUSE CHARITIES
OF BALTIMORE



Helping Up
Mission™

NOW IT'S UP TO US

GALLERY CHURCH



B'NAI ISRAEL

THE DOWNTOWN SYNAGOGUE



St. Vincent de Paul Church

Baltimore, Maryland - Dedicated 1841

THE MCKIM CENTER

Serving the Jonestown Community since 1833.

Identity: Jonestown's Opportunity

“Today’s brand success isn’t just about the stories you tell, but about the experiences you create.”

“2015 will be the year of the pro-social brand.”

- Jonah Sachs, CEO Free Range Studios

Identity: Emerging Strategies

Strengthening Anchors

I. CELEBRATE SERVICE

Highlight Jonestown brands that serve

II. OFFER OPPORTUNITIES FOR ENGAGEMENT

Develop programs that provide people with meaningful experiences

III. BE PROGRESSIVELY POSITIVE

Share stories of successful service and meaningful impact

IV. EMBRACE AUTHENTIC COMMUNITY

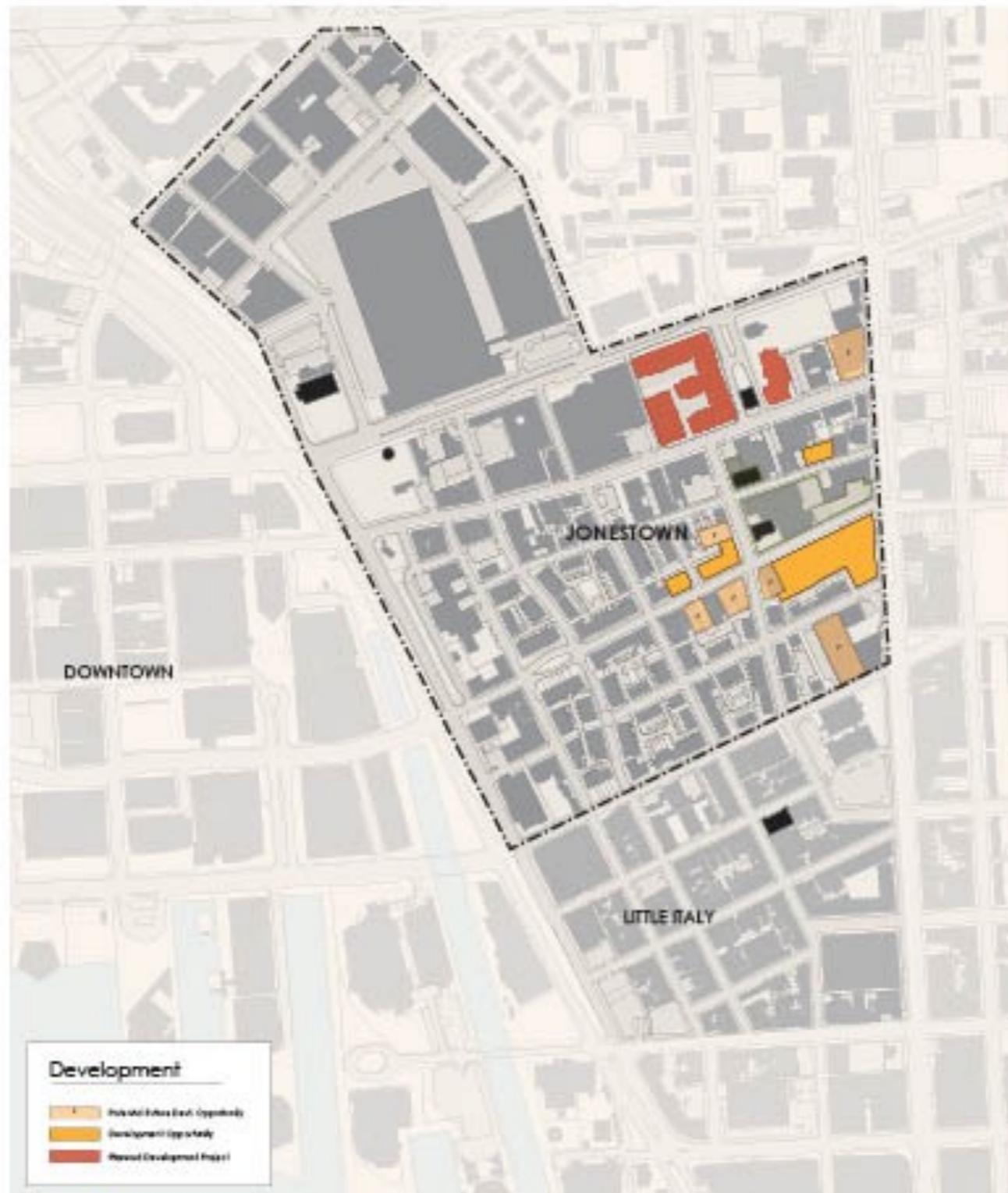
Invite outsiders to become insiders

V. COMMIT TO CULTURE

Use arts, culture, and history to amplify Jonestown's identity

DEVELOPMENT

Development: Jonestown's Question



*What kind of development/
commercial uses are appropriate
for Jonestown?*

Development: Emerging Strategies

Investing in Identity

I. MIXED-USE

Lower level commercial

II. HOUSE HEROS

Develop niche housing for those interested in engagement

III. SEED SOCIAL ENTERPRISES

Connect and cultivate businesses with a triple bottom line

IV. ENCOURAGE CULTURAL CONSUMPTION/PRODUCTION

Promote heritage, legacy, and craft

V. CULTIVATE VENUES FOR COMMUNITY NARRATIVES

Create and curate spaces for shared narratives and common experiences

Development: Precedents

I. Mixed-Use Development



Development: Precedents

I. Mixed-Use Development



Development: Precedents

II. House Heroes



Miller's Court - An urban oasis for teachers and nonprofits. Learn more >

about: THE RESIDENCES | browse: FLOOR PLANS | explore: FEATURES & AMENITIES | view: PHOTO-GALLERY

ABOUT MILLER'S COURT
APARTMENT RESIDENCES
A COMMUNITY OF NONPROFITS
AN URBAN OASIS
LIVING IN BALTIMORE
CONTACT US

ABOUT MILLER'S COURT

It is fitting that Miller's Court - one of the great tin can manufacturers from which commerce and communities sprung at the end of the nineteenth century - be reborn into a center that attracts individuals and organizations that work to strengthen those communities today.

Preserving history. And making our own.

Erected between 1890 and 1900, Miller's Court was once home to the inventor of the reusable tin box, the H. F. Miller and Son Tin Box and Can Manufacturing Plant. Considered state of the art, the facility was known for its innovative use of cast-iron machinery. Re-developed under the latest green design and building methods, the historic building has found new purpose - providing elegant, affordable living and commercial space and a vibrant, supportive environment where our educators and nonprofits can collaborate and thrive.

HONORS AND AWARDS

A LEED Gold Certified Property

- President Obama's Champion of Change Award - 2011
- Nonprofit - Real Estate Investment of the Year - 2011
- United State Environmental Protection Agency - National Award for
- NABOP Commercial Real Estate Development Association - Best Historical Renovation - 2010
- NABOP Commercial Real Estate Development Association - Community



Miller's Court, Baltimore, MD

Development: Precedents

II. House Heroes



ABOUT GET INVOLVED INTERGENERATIONAL ADOPTEE EVENTS BLOGS WHAT'S NEW

Q F A



We are here. We are permanent. We are family.

Bridge Meadows is a unique multi-generational community located in the downtown neighborhood of North Portland where adoptive parents, foster children, and others - those over 18 - find a true home built with love and the shared vision of a better tomorrow.

THE POWER OF PLACE, PERFORMANCE, AND PURPOSE.



Bridge Meadows, Portland OR

Development: Precedents

III. Seed Social Enterprises



Red Tail Coffee, Fort Collins CO

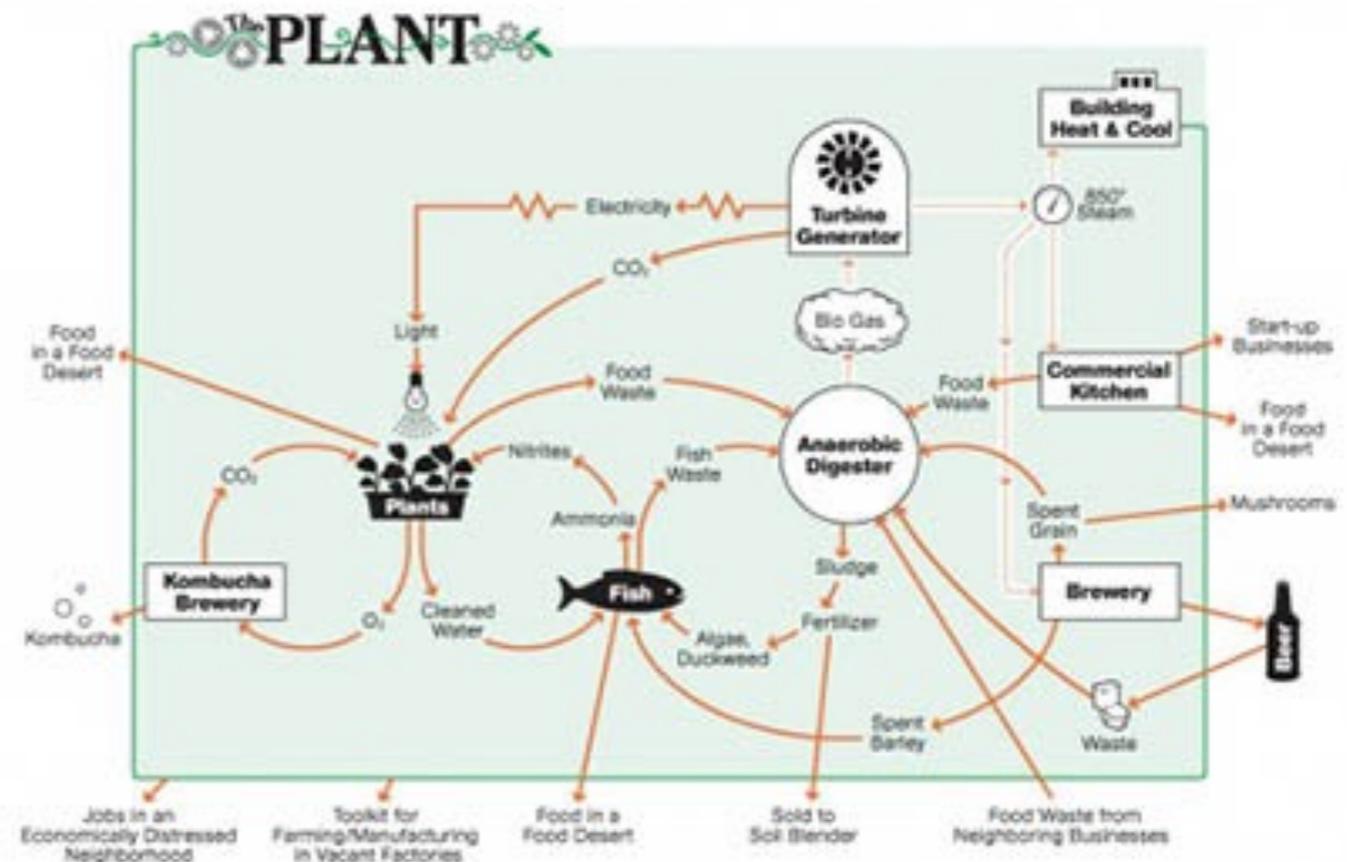


Old Skool Cafe, San Francisco CA

Development: Precedents

III. Seed Social Enterprises

The screenshot shows the website for 'The Plant' in Chicago. At the top, there is a navigation bar with links for 'About', 'Donate', 'Non-Profit', 'Businesses', 'Tours / Events', and 'Volunteer'. The main banner features a photograph of people working in a large industrial space, with the text 'VOLUNTEER AT THE PLANT' and 'NEXT VOLUNTEER ORIENTATION SATURDAY 5/23 AT 9:30AM'. Below the banner are four icons representing different aspects of the organization: 'The Building' (a blue icon of a building), 'Farm' (a green icon of plants), 'Business Incubator' (an orange icon of a hand holding a bread), and 'Education' (a red icon of a computer monitor). Each icon has a corresponding text block describing its role. At the bottom, there is a section for 'Plant Chicago Spring Fundraiser' with a small image and text.



The Plant, Chicago IL

Development: Precedents

IV. Cultural Consumption/Production



Development: Precedents

V. Venues for Community Narratives



Age:	29
Neighborhood:	Whittier / Cole
Color, Materials, or Stories:	Dyed wool, antique tin
	These tiny globes are not to scale. Not even a little bit.

Denver Community Museum, Denver CO

Development: Precedents

V. Venues for Community Narratives



The Museum of Broken Relationships, Zagreb HR

Development: Precedents

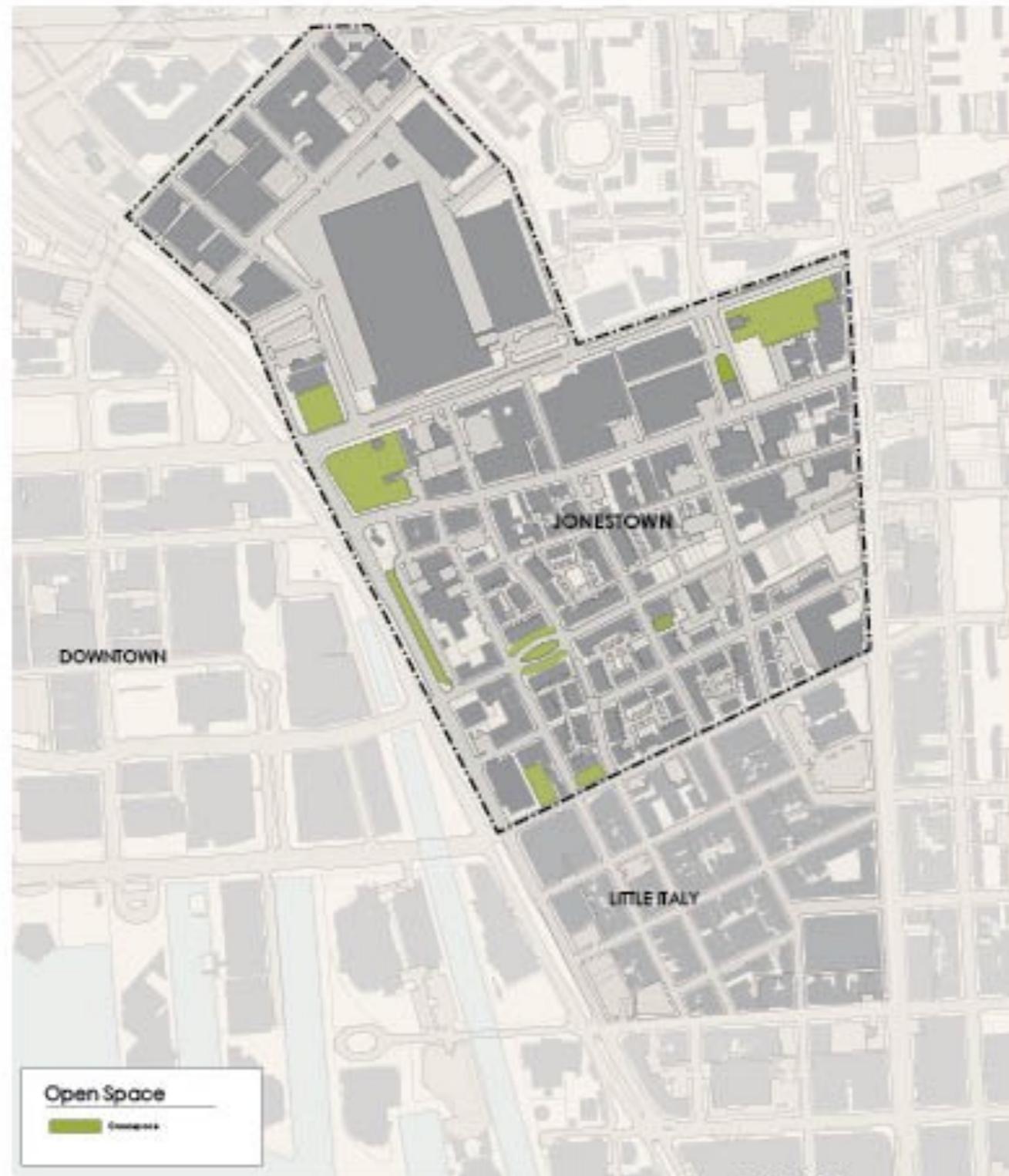
V. Venues for Community Narratives



Memorial, Remembrance, & Gathering

PUBLIC REALM

Public Realm: Jonestown's Question



How can Jonestown enhance opportunities for public space?

Public Realm: Emerging Strategies

Improving Open Space & Streetscape

I. SHORT-TERM, TEMPORARY ENHANCEMENTS

Temporary Events & Street Closures

Lighting

Pop-Up Exhibits & Retail

Public Art

Alleys

II. LONG-TERM, PERMANENT ENHANCEMENTS

McKim Park

Shot Tower/Police Memorial

Lombard Street Plaza

St. Vincent de Paul Park

New Open Space: Play & Urban Agriculture

Public Realm: Precedents

I. Short-Term: Temporary Events & Street Closures



Public Realm: Precedents

I. Short-Term: Temporary Events & Street Closures



Public Realm: Precedents

I. Short-Term: Temporary Events & Street Closures



Public Realm: Precedents

I. Short-Term: Lighting



Gateway Lighting, Little Italy, Baltimore

String Lights in Burlington, VT

Public Realm: Precedents

I. Short-Term: Lighting



Programs: Precedents

I. Short-Term: Pop-Up Exhibits & Retail



The Silk Bar



Bar 9

Programs: Precedents

I. Short-Term: Pop-Up Exhibits & Retail



Farmers Market



Grub Street Dinner Lab

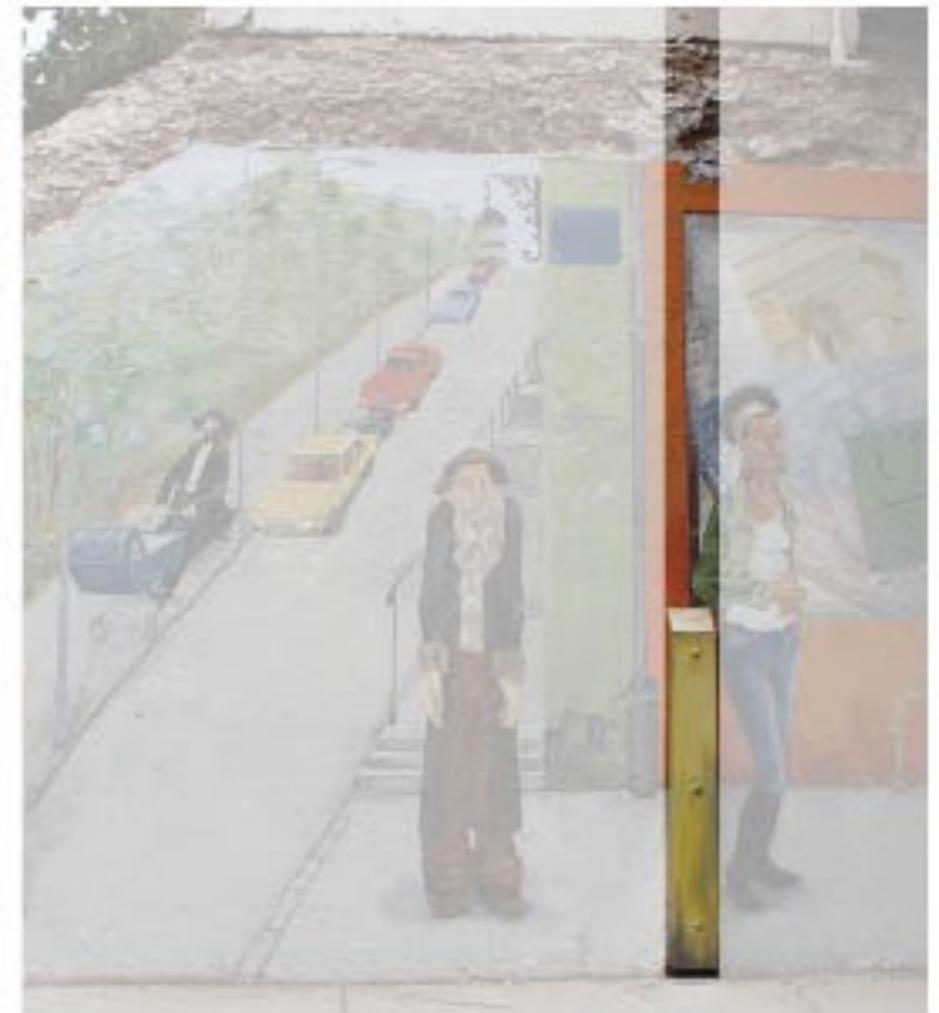
Programs: Precedents

I. Short-Term: Public Art



Programs: Precedents

I. Short-Term: Public Art



Public Realm: Alleys

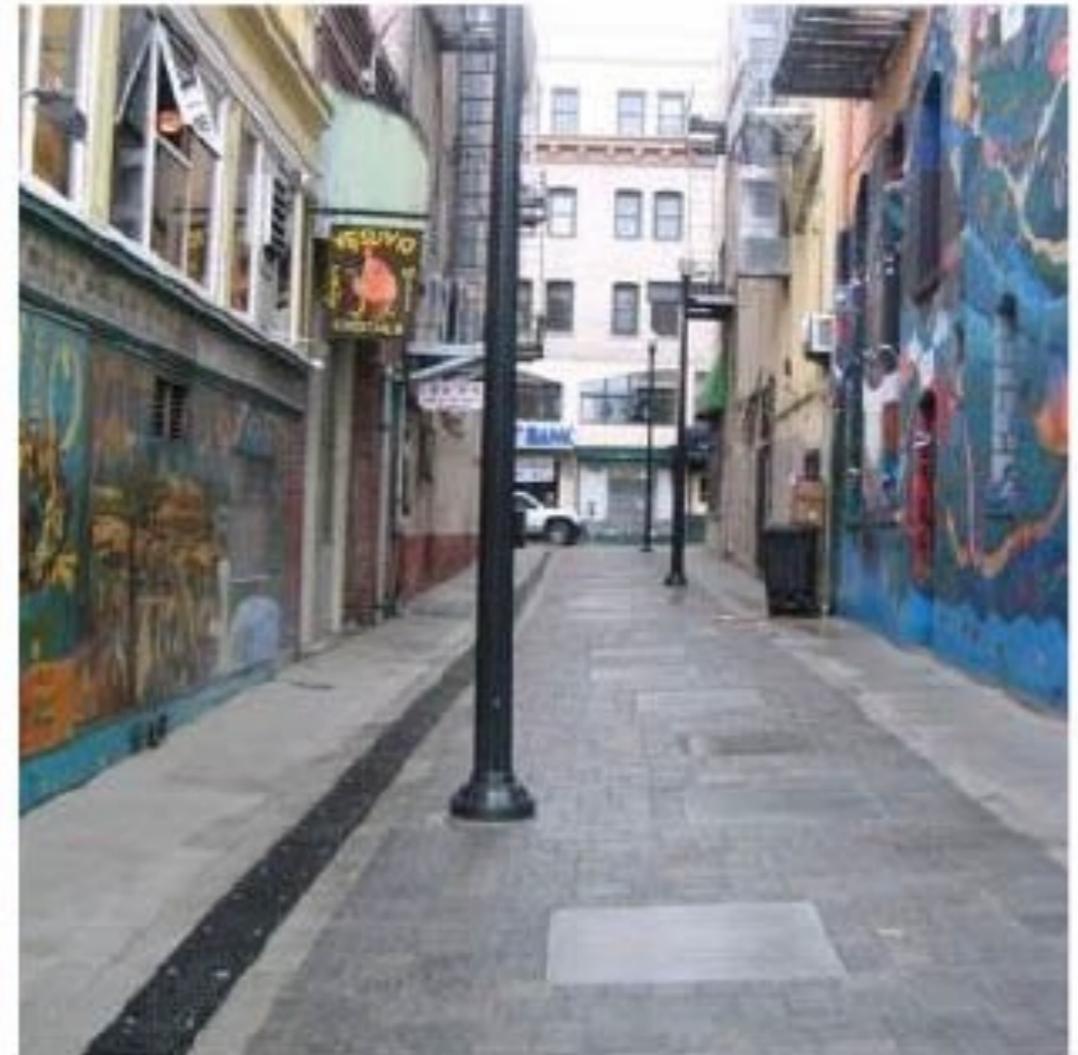
I. Short-Term: Alleys

Option 4: Dead End Alley with Extended Green Space Near Garden

Description: In this design pavement would occupy the entire alley in the middle and eastern sections of the alley. The pavement would either create extra parking or driving space. A barrier would separate the end of the pavement from expanded green space, which would be next to the garden.



Pros and Cons	
+	-
Separates pedestrian and vehicle traffic -- improved safety	DOT has declared this unfeasible
Allows for economic development	Grants would need to be secured to fund green space
Should reduce trash and rats	
Property owners not opposed	
Reduces rain tax	
Aligns with resident wishes	
Expands green space	
Green space likely to be used	
Could create extra parking	



Public Realm: Alleys

I. Short-Term: Alleys



Public Realm: McKim Park Enhancements

II. Long-Term: McKim Park



Public Realm: Shot Tower/Police Memorial

II. Long-Term: Shot Tower/Police Memorial



Public Realm: Shot Tower/Police Memorial

II. Long-Term: Shot Tower/Police Memorial



Public Realm: Lombard Street

II. Long-Term: Lombard Street



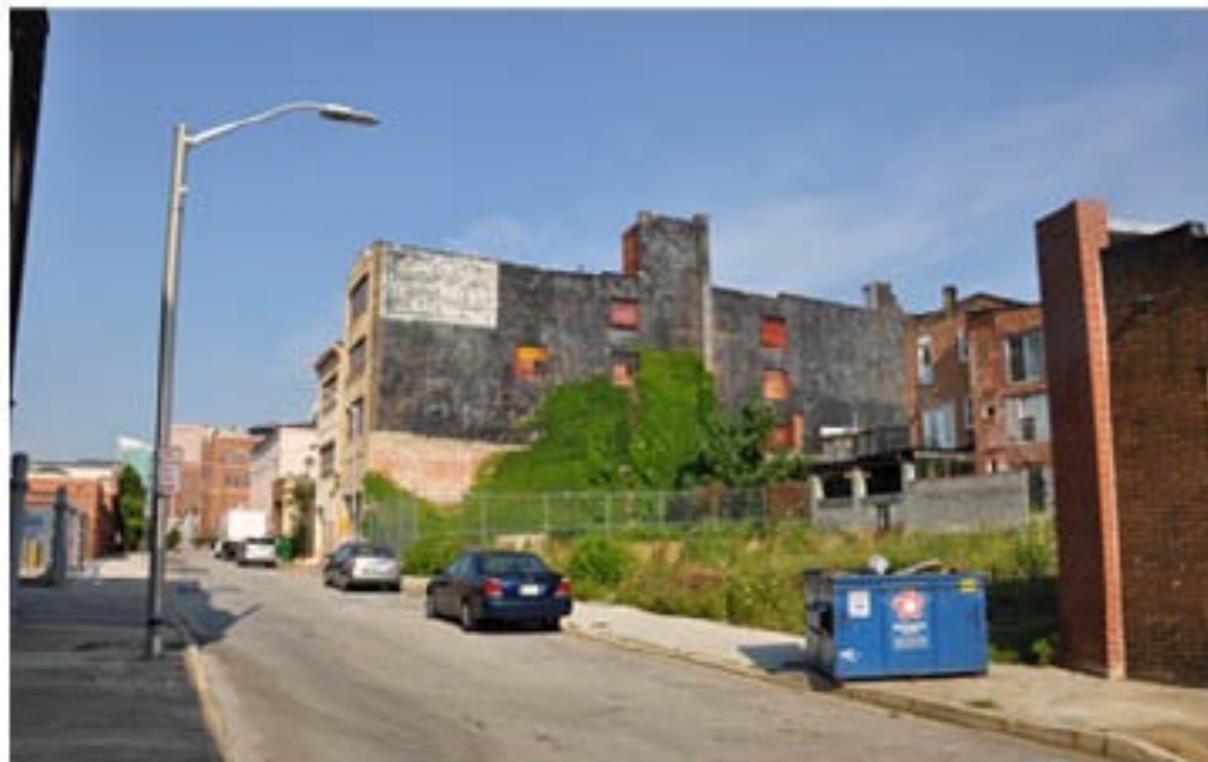
Public Realm: Lombard Street

II. Long-Term: St Vincent's Park



Public Realm: Potential New Open Space

II. Long-Term: New Open Space-Play & Urban Agriculture



OPERATIONS & PROGRAMS

Operations & Programs: Jonestown's Question



How can the neighborhood manage and direct the its future?

Operations & Programs: Emerging Strategies

Activating the Community

I. GROW HISTORIC JONESTOWN INC.

II. DEVELOP WEBSITE

III. HOLD REGULAR EVENTS

PRELIMINARY PLANS

Preliminary Plans: Interim Condition



E. Fayette

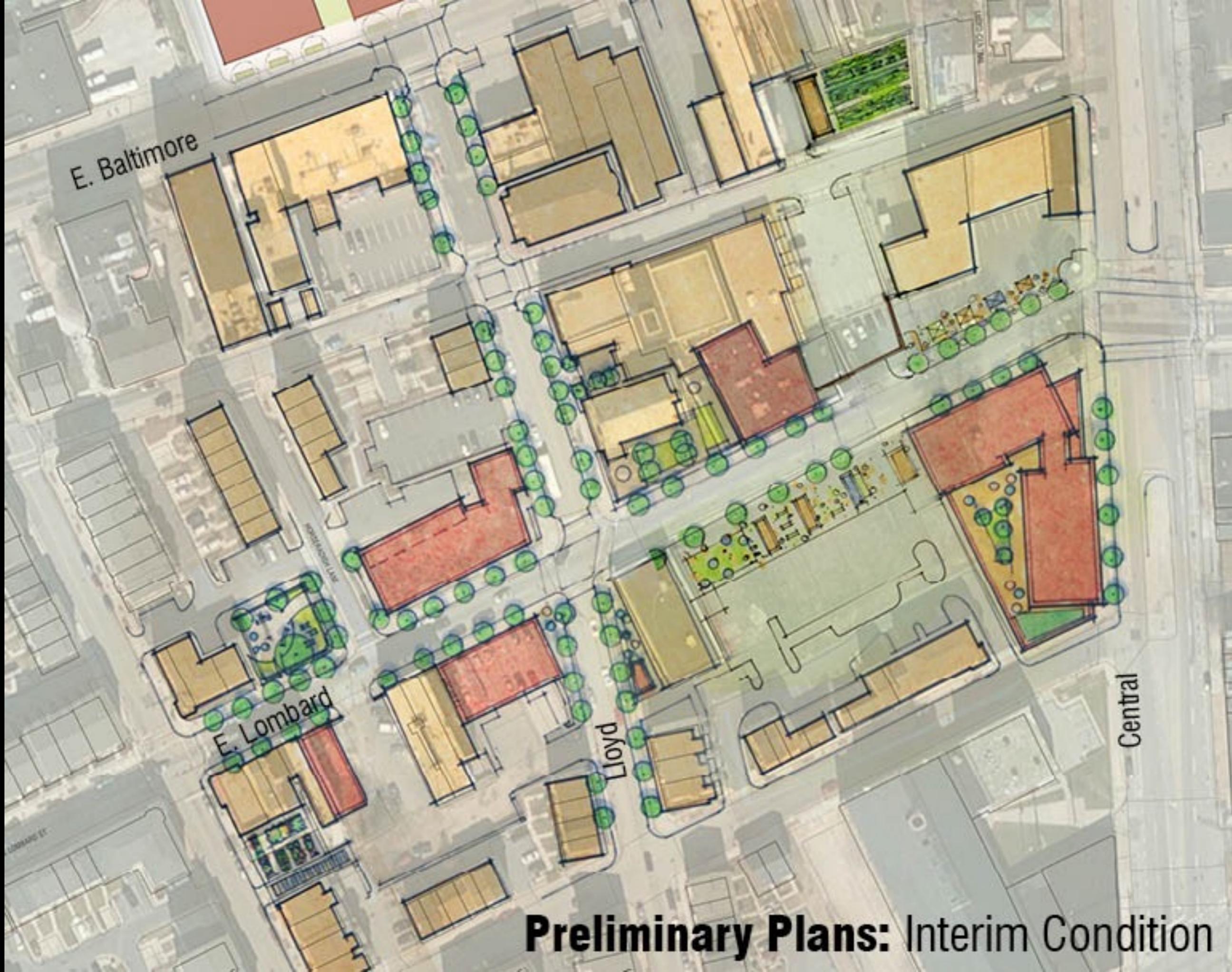
E. Baltimore

E. Lombard

President

Lloyd

Central



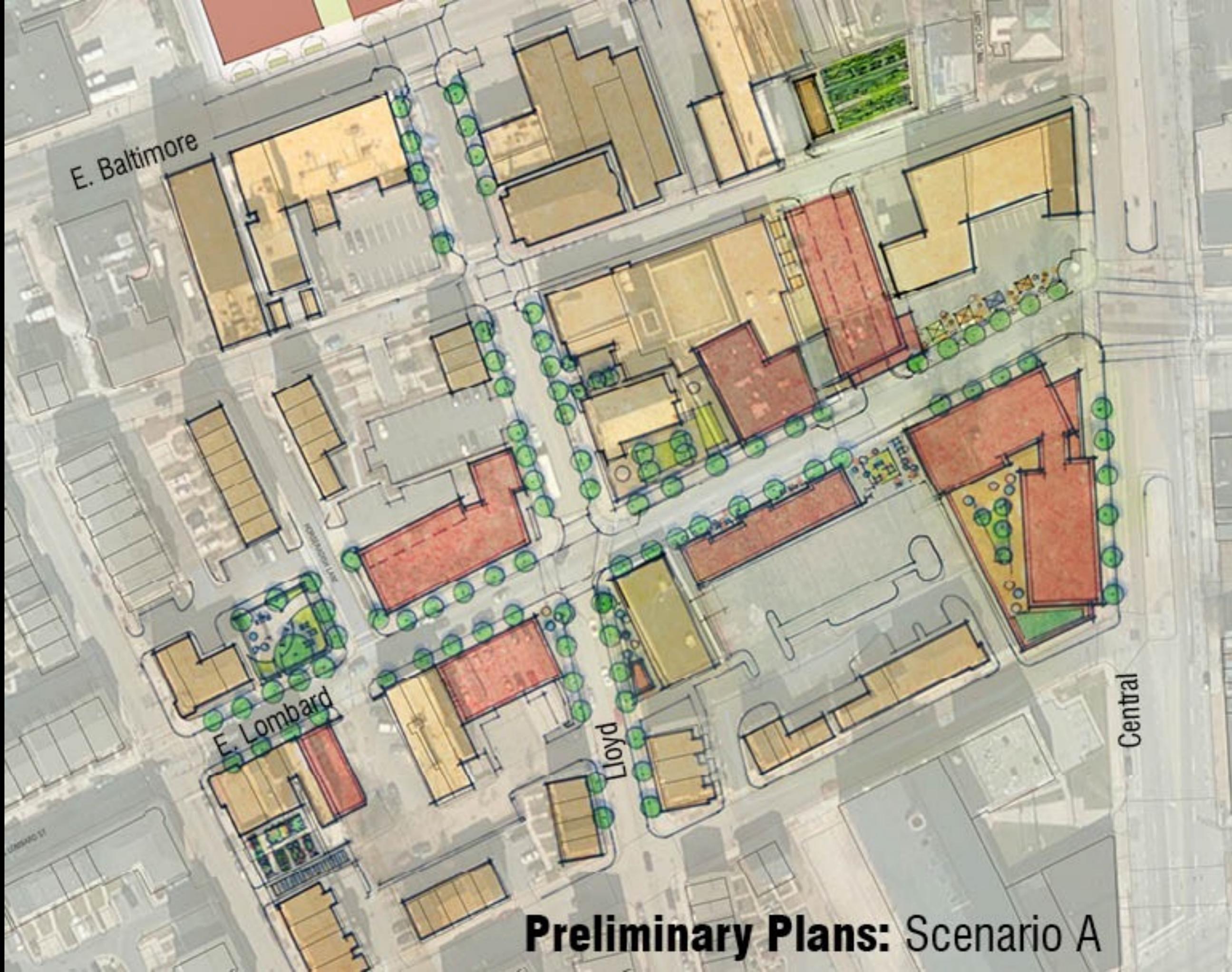
E. Baltimore

E. Lombard

Lloyd

Central

Preliminary Plans: Interim Condition



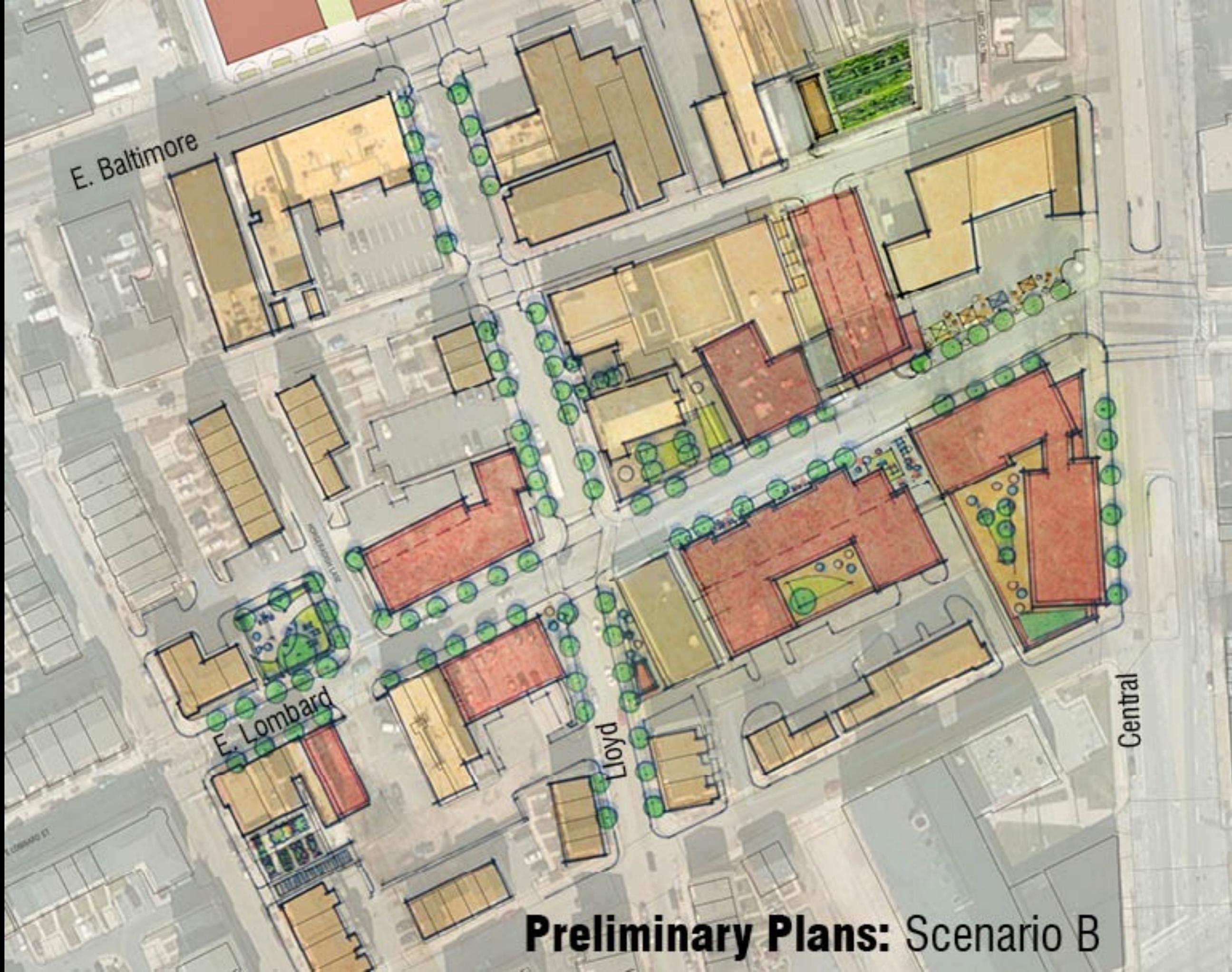
E. Baltimore

E. Lombard

Lloyd

Central

Preliminary Plans: Scenario A



E. Baltimore

E. Lombard

Lloyd

Central

Preliminary Plans: Scenario B



E. Fayette

E. Baltimore

E. Lombard

President

Lloyd

Central









E. Fayette

E. FAYETTE ST

N. PRESIDENT ST

N. PRESIDENT ST

N. President

E. Baltimore

S. FRONT





S. President

R. Downman St

Watson St

S. President St

S. President St

S. Front

E. Lombard

E. State St

NEIGHBORHOOD BRANDING



Arnett Muldrow & Associates
Planning | Branding | Economic Development
Greenville, SC & Wilmington, DE

WE ARE JONESTOWN

Jonestown is a neighborhood of beginnings, firsts, and discoveries. Here layers of history are told through landmark buildings, inside simple storefronts, and on stone paved streets. These layers converge to tell a story not only of our city, but also of our country. It is a story of striking figures and humble people, remarkable events and stirring narratives, majestic landmarks and unassuming buildings, the movement of people and people building movements.

WE ARE JONESTOWN

Founded three years after Baltimore Town, Jonestown would evolve as a place where those seeking to make their way in a booming city would get their start. The home of a signer of the Declaration of Independence sat side by side where immigrants lived in modest houses and worshipped in churches and synagogues.

WE ARE JONESTOWN

It is Jonestown where a woman business owner sewed the flag that would fly over Fort McHenry and inspire our National Anthem.

It is Jonestown where what was for a time our country's tallest building still stands sentinel as a lofty landmark.

It is Jonestown where early Quaker settlers established a free school that continues serving the community to this day.

WE ARE JONESTOWN

It is Jonestown where the early seeds of the Civil War were planted in a complex series of events that would grow into a divide that pit neighbor against neighbor.

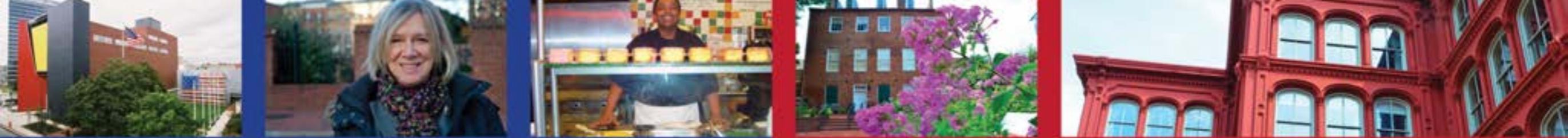
It is Jonestown where immigrants built a thriving center of commerce and culture that would be a centerpiece of the Jewish community for over a century.

It is Jonestown where a failed experiment to provide housing bound together African Americans mere blocks from docks where their ancestors were sold as slaves.

WE ARE JONESTOWN

It is Jonestown where people from all walks of life still live, worship, work, eat, and play. It is this place where those from Ireland, Germany, Lithuania, Italy, and Africa found their home. It is this place where we give conscious care for those without advantage or privilege. It is this place where the history of Baltimore unfurls into the history of America.

We invite you to explore Baltimore's first neighborhood:
Jonestown, where proudly we hail.




JonestownTM
PROUDLY WE HAIL

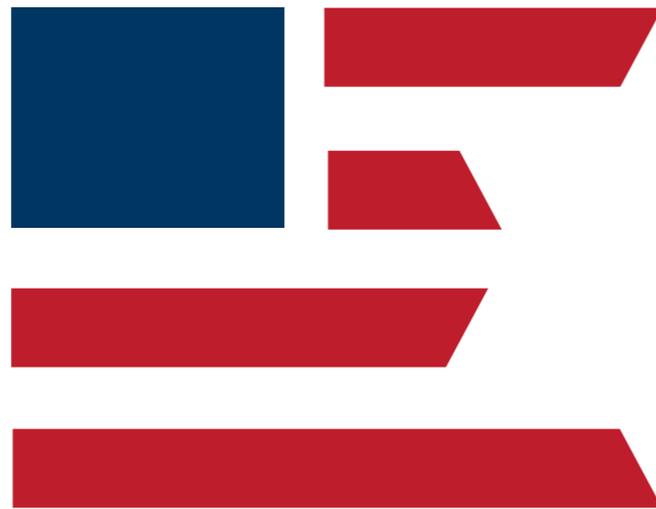




JonestownTM
PROUDLY WE HAIL



Star Spangled Banner



Germany



Russia



Lithuania



Pan African



Star Spangled Banner



Maryland



Germany



Russia



Lithuania



Pan African



Star Spangled Banner



Maryland



Baltimore



Germany



Russia



Lithuania



Pan African



Star Spangled Banner



Maryland



Baltimore



Germany



Russia



Lithuania



Pan African



Star Spangled Banner

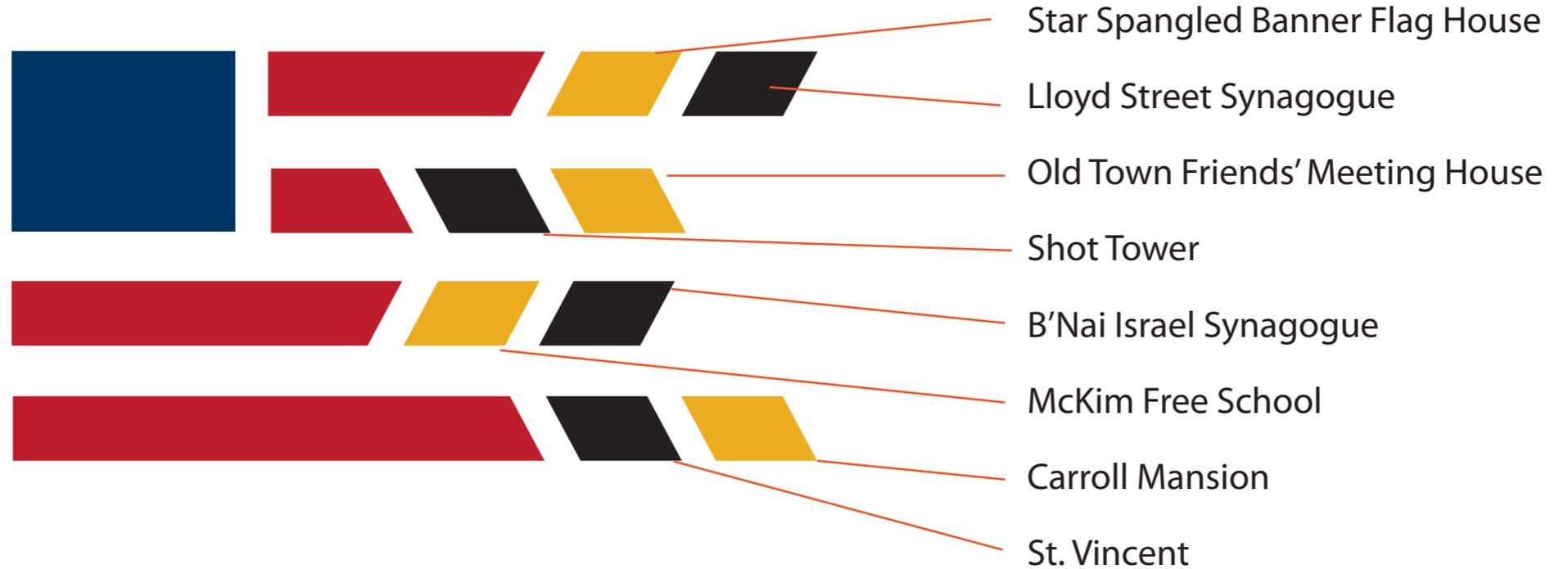


Maryland



Baltimore

8 Landmarks



Germany



Russia



Lithuania



Pan African



Star Spangled Banner



Maryland



Baltimore



Germany



Russia



Lithuania



Pan African



JonestownTM
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THE STAR
SPANGLED
BANNER
FLAG HOUSE

THE
Jewish Museum
OF MARYLAND
AT THE HERBERT BEARMAN CAMPUS



REGINALD F. LEWIS MUSEUM
of Maryland African American History & Culture

Carroll Museums, Inc. | *Making History Yours*
Carroll Mansion & Phoenix Shot Tower



BRAND EXTENSION



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Planning | Branding | Economic Development
Greenville, SC & Wilmington, DE

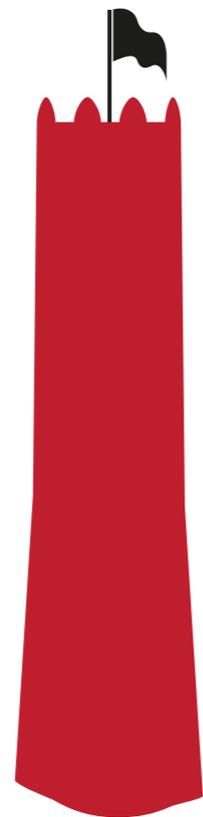
Historic 
Jonestown
I N C O R P O R A T E D

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Historic 
Jonestown
I N C O R P O R A T E D



SHOT
TOWER

JONESTOWN

LOMBARD STREET

CONTAINER
MARKET





JonestownTM
FOOD TRUCK
RALLY
LLOYD STREET
O SAY, CAN YOU EAT?

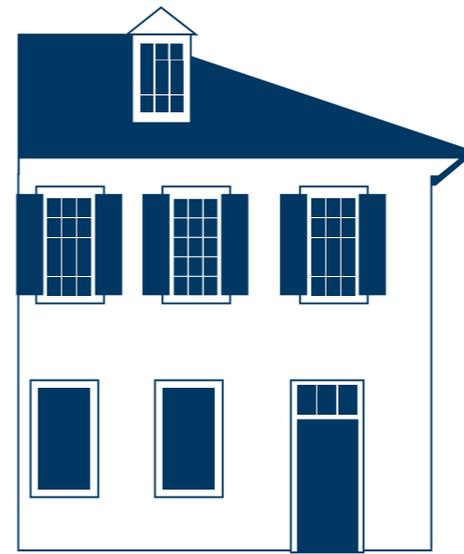


WATSON STREET

FARM

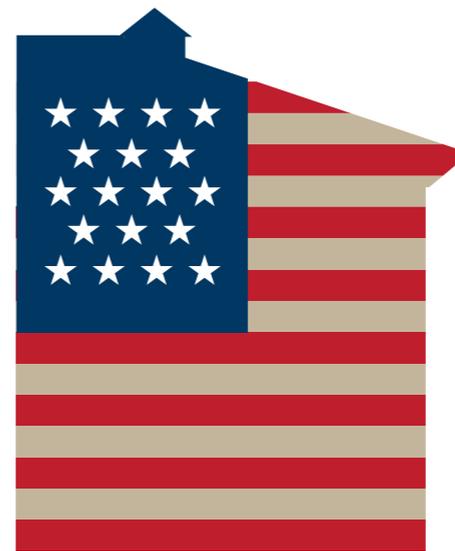
STAR-SPANGLED
BANNER

FLAG HOUSE



STAR-SPANGLED
BANNER

FLAG HOUSE



Jewish  Museum
OF MARYLAND

 Jewish
Museum
OF MARYLAND

STAR-SPANGLED
BANNER
FLAG HOUSE



Jewish  Museum
OF MARYLAND


WATSON STREET
FARM


JonestownTM
PROUDLY WE HAIL

 JonestownTM
FOOD TRUCK
RALLY
LLOYD STREET
OH, SAY CAN YOU EAT?

LOMBARD STREET
CONTAINER
MARKET 

 SHOT
TOWER
JONESTOWN



CULTURAL TOUR MAP



CULTURE MAP

ADVERTISING



Arnett Muldrow & Associates
Planning | Branding | Economic Development
Greenville, SC & Wilmington, DE

DID YOU KNOW?

The First Casualties of the Civil War Happened Here, in Jonestown.



FIGHT BLOOD.—THE SIXTH MASSACHUSETTS REGIMENT FIGHTING THEIR WAY THROUGH BALTIMORE, APRIL 19, 1861.

Ximpores prae. Nem estrum as natibus.

Voluptus. Ihictotat. Genimag natiatum audia alitias vollor-
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JonestownTM
PROUDLY WE HAIL



**DID YOU
KNOW?**

Attman's Deli is the oldest Jewish Deli Continually Run by the same family?
It's here, in Jonestown.

Welcome to *The Original*
Attman's
Authentic New York Delicatessen
SINCE 1915

Ximpores prae. Nem estrum as natibus.
Voluptus. Ihictotat. Genimag natiatum audia alitias vollor-
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asperov itibus eum aci coris ex et qui


JonestownTM
PROUDLY WE HAIL



DID YOU KNOW?

Lloyd Street Synagogue is the third oldest in the United States?
It's here, in Jonestown.

Ximpores prae. Nem estrum as natibus.

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5 MUSEUMS. 1 NEIGHBORHOOD.

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PROUDLY WE SERVE.

Empowering our community, one person at a time.

Ximpores prae. Nem estrum as natibus.
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PROUDLY
WE HAIL

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NEXT STEPS

MAHAN RYKIEL
LANDSCAPE ARCHITECTURE
URBAN DESIGN & PLANNING



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