

Conceptual
Streetscape Master
Plan and Report

Part II
4300 – 5200 Blocks of York Road

The Govanstowne Business Association
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Introduction

In 1980, The Govanstowne Business association was formed as a non-profit corporation to be qualified as an exempt organization under Section 501 (C)(6) of the Internal Revenue Code. The corporation was formed to promote, encourage, and support the mutual interests of its business members and the general welfare and improvement of the Govans community.

In that spirit, the Govanstowne Business Association, Board of Directors, has initiated a revitalization plan for the York Road corridor from 43rd street to the city line. The theme of this project is, "Historic Govanstowne", and the objective is, "to project a unified image along the 2 ½ miles of York Road in order to attract more shoppers, more businesses, and more development to the area". The plan calls for both public and private improvements. The goals are to create a quality retail environment and to create a unique image and identity. Successful retail areas project a clean and safe image for customers. Façade and streetscape improvements rejuvenate an area, restore neighborhood pride, and create a positive and inviting image. The association recognizes that the enhancement of the physical environment is a key factor in achieving a revitalized and vibrant business district.

In 1995, the association applied for a grant from the Department of Housing and Community Development of the State of Maryland to fund the architectural and engineering study for Phase One of the revitalization plan. In the spring of 1996, the association was awarded that grant and subsequently hired Marshall Craft Associates, Inc. to complete that study.

In 2002, the Govanstowne Business Association completed Part II of the revitalization plan. This study covers the 4300 through the 5200 blocks of York Road.

Goals

The GBA recognizes that the enhancement of the physical environment is a key factor in achieving the overall vision for the business district. The following goals for the public and private revitalization of Govanstowne were developed by the Govanstowne Business Association. It is within the context of these goals that the proposals for the specific public improvements are made.

- 1. Encourage the Maintenance of Buildings and Public Spaces by Property and Business Owners, Community Residents, and City Agencies.**
A trash-strewn area where sidewalks, landscaping, and buildings are in disrepair reflects poorly on any shopping area. Poor maintenance contributes to a perception that a retail area is in decline and is unsafe. Public/private initiatives should be developed to ensure the proper maintenance of streets, sidewalks, alleys, and parking lots in the district. Property owners should be encouraged to maintain and rehabilitate their properties.
- 2. Create a Quality Pedestrian Environment.**
Successful retail areas must be attractive and safe for pedestrians. Improvements should be made to add human scale to the street and increase security. Making the corridor more inviting to pedestrians will provide more “eyes on the street” and in turn, make the area safer. This, in turn, encourages new business to locate and develop along the corridor.
- 3. Create a Unique Image and Identity.**
With competition from suburban malls, traditional “Main Street” like the Govans Business District must create a unique identity to attract customers. Façade and streetscape improvements should be implemented to enliven the area, restore civic pride, and create a positive image.

Streetscape Furniture Information

GOVANSTOWNE
STREETSCAPE PLAN
SUMMARY

BENCHES	Timberform Renaissance with intermediate armrest Evergreen #2807-6	16
TRASHCANS	Timberform Renaissance Evergreen #2811-OT	34
STREETLIGHTS	HADCO - Homeland model	80
TREES	In existing tree pits In new tree pits	6