

MEMORANDUM

DATE: SEPTEMBER 12, 2008

TO: POTENTIAL SPONSORS

FROM: URBAN LAND INSTITUTE/BALTIMORE DEVELOPMENT CORPORATION

RE: PARK HEIGHTS REVITALIZATION WORKSHOPS

SUMMARY OF EVENT

This is your chance to play an active role in the revitalization of the Park Heights area of Baltimore City. The City of Baltimore, through its affiliation with the Baltimore Development Corporation, has identified Park Heights as an area it would like to see revitalized into a flourishing retail, commercial and residential corridor. Any effort of this magnitude requires the participation of government, local residents and nearby neighborhood business establishments such as yours. This vision cannot happen without support from all members of the local community. The redevelopment process is already underway, as the City's Department of Planning has already identified certain areas in Park Heights for this effort through the Park Heights Master Plan. In order to help understand the appropriate next steps, the Urban Land Institute has been asked by the Baltimore Development Corporation to oversee a two day workshop which will involve industry leaders from all aspects of development. Focused exclusively on the Park Heights Master Plan, this event will provide critical information and guidance that will help ensure the redevelopment of the area in the most effective manner for all local stakeholders. We are asking for your help with funding and participating in this important event.

BACKGROUND

Beginning in 2003, the City's Department of Planning, Baltimore Housing, Baltimore Development Corporation and the Department of Transportation formed a steering committee and hired a multi-disciplinary team led by Goody, Clancy & Associates to develop the Park Heights Master Plan. The planning process is based on meaningful participation by residents and business owners; by community, faith-based, nonprofit, institutional, and business leaders; by city staff and elected officials; and by other stakeholders. This process encouraged open dialogue about Park Heights issues and opportunities by conveying the economic and physical realities of revitalization, gathering public feedback about and building consensus for the plan's vision and recommendations, and fostering community stewardship that would support implementation efforts and partnerships. The Park Heights Master Plan was adopted by the Baltimore City Planning Commission in February 2006. Based on the plan, legislation for an Urban Renewal Plan was introduced into City Council on July 21, 2008 that would authorize where the City could acquire and/or dispose of property for redevelopment. This process is underway now, and prior to moving on to the next stage, it is important to seek assistance from developers, community planners, architects and other relevant advisors on a wide variety of issues.

EVENT

It is the goal of the Baltimore Development Corporation and Urban Land Institute to hold a two day program in late 2008 or early 2009. The process will involve assembling a panel of 4 – 6 experts with a wide variety of backgrounds to dedicate two full days to the Park Heights

redevelopment. The first day will involve tours of the Park Heights area, as well as meetings with community leaders and stakeholders to understand their concerns and suggestions. After an intensive brainstorming session, the second day will involve a presentation by the panel of thoughts, suggestions and ideas on many of the issues that have been raised. Further discussion will be encouraged, and a formal overview of conclusions will be presented to the community. There will be a tremendous amount of interaction with local politicians, community stakeholders and neighbors throughout the process.

SPONSORS

In order for the event to be a success, we will require funding from local sponsors. We are seeking “Community Sponsorships” for a minimum of \$5,000. In addition to the civic goodwill your organization would be providing to the local community, the following are all compelling reasons to donate:

- Visibility of your organization’s name and/or logo on all signage and marketing material related to the event. Given the large amount of participation by local politicians and citizens, this will be meaningful.
- The ability to participate in all workshops, even those that are not open to the public.
- Opportunity to have a prominent voice and role in building the foundation for a revitalized Park Heights community.

ABOUT US

Urban Land Institute - A nonprofit research and education organization supported by its members. Founded in 1936, the institute now has more than 40,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service. As the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places. The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Baltimore Development Corporation (BDC) is contracted with the City of Baltimore to provide economic development services. With a mission to retain and expand existing employers and attract new ones, the BDC works collaboratively within City government, and with private partners, to deliver services that will help your business grow. The BDC is a liaison between business owners and City agencies advocating for the interests of Baltimore City employers. The goal is to work with business owners to shepherd private development projects through public processes saving time and mitigating expense. This mandate includes development as well, facilitating the reuse of publicly owned property for new and expanding businesses.

For more information, please do not hesitate to call Aaron Wade of the Urban Land Institute at 410.961.7643.