

Council Bill 05-0107R

1 McDearman holds that “this demonstrates both the power of the wealthy suburban markets
2 and the demographic decline that Baltimore City has outside the 1-mile radius of the center city.
3 Baltimore’s effort to attract national retail chains has been held back by factors that include:
4 demographics that have only recently begun to become attractive to retailers; low rates of
5 downtown employment; no large shopping district or mall; stiff competition from surrounding
6 wealthy suburbs; easy access to high-end shopping attractions in New York, Philadelphia, and
7 D.C.; poorly coordinated public transportation; the perception of crime; and lack of information
8 about the Baltimore market.

9 Baltimore also has reason to be optimistic about our position to attract and support a strong
10 retail base – the City is one of the nation’s top downtowns; it meets many of the criteria that
11 drives location placement by national retail chain locations in top tier cities; it has high
12 population density and a high number of high income earners in the city center; it is meeting a
13 demand for high-end residential units; it has a high hotel occupancy rate, and more hotels are
14 planned for the near future; and it has the desirable authenticity of architecture, cultural, varied
15 neighborhoods, and diverse ethnicity that is driving urban renewal in many major markets.

16 In order to fully effectuate a turn around in Baltimore’s retail development, it is necessary to
17 obtain a working knowledge of the entire picture of the City’s surmountable weaknesses and
18 appreciable strengths.

19 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the
20 Director of Retail Development of the Downtown Partnership, Inc., is requested to brief the City
21 Council on the findings of a recent retail market assessment of downtown Baltimore; and
22 representatives from the Baltimore Development Corporation, the Baltimore City Department of
23 Planning, and the Charles Street Development Corporation are requested to join the Council for
24 a discussion of the Strategy Team’s progress on the development of a comprehensive retail
25 survey and marketing program for the City of Baltimore.

26 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
27 President and Director of Retail Development of the Downtown Partnership of Baltimore, Inc.,
28 the President and Director of Business Development of the Baltimore Development Corporation,
29 the President of the Charles Street Development Corporation, the Director of Planning, the
30 Commissioner of Housing, and the Mayor’s Legislative Liaison to the City Council.