


FROM	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 TH FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #12-0074 / URBAN RENEWAL - WAVERLY BUSINESS AREA - AMENDMENT		

TO

DATE:

The Honorable President and
 Members of the City Council
 City Hall, Room 400
 100 North Holliday Street

September 21, 2012

At its regular meeting of September 20, 2012, the Planning Commission considered City Council Bill #12-0074, for the purpose of amending the Urban Renewal Plan for Waverly Business Area to add the property known as 3313-3319 Greenmount Avenue to those properties designated for acquisition, by revising Exhibit 2, "Property Acquisition" of the Plan and to add the property known as 3313-3319 Greenmount Avenue to those properties designated for disposition by revising Exhibit 3, "Land Disposition" of the Plan; waiving certain content and procedural requirements; making the provisions of this Ordinance severable; providing for the application of this Ordinance in conjunction with certain other ordinances; and providing for a special effective date.

In its consideration of this Bill, the Planning Commission reviewed the attached staff report which recommended approval of City Council Bill #12-0074 and adopted the following resolution; eight members being present (eight in favor).

RESOLVED, That the Planning Commission concurs with the recommendation of its Departmental staff, and recommends that City Council Bill #12-0074 be passed by the City Council.

If you have any questions, please contact Mr. Wolde Ararsa, Division Chief, Land Use and Urban Design Division at 410-396-4488.

TJS/WA

Attachment

cc: Ms. Kaliop Parthemos, Deputy Chief for Economic and Neighborhood Development
 Mr. Alex Sanchez, Chief of Staff
 Ms. Angela Gibson, Mayor's Office
 The Honorable Rochelle "Rikki" Spector, Council Rep. to Planning Commission
 Mr. David Tanner, BMZA
 Mr. Geoffrey Veale, Zoning Administration
 Mr. Nicholas Blendy, DHCD
 Ms. Kristen Mitchell, BDC
 Ms. Elena DiPietro, Law Dept.
 Ms. Karen Randle, Council Services
 The Honorable Mary Pat Clarke, City Council, 14th District



Stephanie Rawlings-Blake
Mayor

PLANNING COMMISSION

Wilbur E. "Bill" Cunningham, Chairman

STAFF REPORT



Thomas J. Stosur
Director

September 20, 2012

REQUEST: City Council Bill 12-0074/ Urban Renewal – Waverly Business Area – Amendment

For the purpose of amending the Urban Renewal Plan for Waverly Business Area to add the property known as 3313-3319 Greenmount Avenue to those properties designated for acquisition, by revising Exhibit 2, "Property Acquisition" of the Plan and to add the property known as 3313-3319 Greenmount Avenue to those properties designated for disposition by revising Exhibit 3, "Land Disposition" of the Plan; waiving certain content and procedural requirements; making the provisions of this Ordinance severable; providing for the application of this Ordinance in conjunction with certain other ordinances; and providing for a special effective date.

RECOMMENDATION: Approval

STAFF: Martin French

PETITIONER(S): Councilmembers Clarke and Curran

OWNER: Sunho Corporation

SITE/ GENERAL AREA

Site Conditions: 3313-3319 Greenmount Avenue is located on the east side of the street, approximately 101'9" north of the intersection with 33rd Street. This property extends easterly to Old York Road and the larger portion of it is at the southwest corner of the intersection of Old York Road and Venable Avenue. The lot measures approximately 68'7" along Greenmount Avenue by 238'8" deep and is currently improved with a combination one- and two-story commercial building measuring approximately 68' by 90' that encloses approximately 8,884 square feet. The rear portion of the property is currently unimproved and has been used as a parking lot. The property is vacant at this time.

General Area: This property forms part of the northern portion of the Waverly Business Area, a commercial strip extending from 28th Street in the south to 35th Street to the north of this property. The intersection of 33rd Street and Greenmount Avenue, immediately south of this property, has been marked with a community sign making it the crossroads of Waverly.

Beyond one block east or west of this section of Greenmount Avenue, except along 33rd Street, lie residential neighborhoods that include some significant architectural styles: the Victorian style of the Waverly and Better Waverly Historic Districts, and the Georgian Revival style of the northern Charles Village and Oakenshawe Historic Districts. Most of the storefronts along Greenmount Avenue have been modernized with mid- to late-20th Century materials. On the other side of Greenmount Avenue from this property is the former Boulevard Theatre, now converted to retail uses. The entire commercial area is included in the Waverly Main Street redevelopment area.

HISTORY

This property is included in the Waverly Business Area Urban Renewal Plan (“Plan”) area. This Plan was originally approved by the Mayor and City Council by Ordinance No. 1029 dated May 24, 1979. The Plan’s current Land Use Plan, Property Acquisition, and Land Disposition exhibit maps were last revised June 17, 2002 and approved by the Mayor and City Council by Ordinance No. 02-371 dated July 1, 2002. The Plan was most recently revised by its Amendment 4 dated April 11, 2011, approved by the Mayor and City Council by Ordinance No. 11-470 dated June 24, 2011.

CONFORMITY TO PLANS

The proposed action is consistent with LIVE EARN PLAY LEARN, the Comprehensive Master Plan for Baltimore, Live Goal 1: Build Human and Social Capital by Strengthening Neighborhoods, and Goal 2: Strategically Redevelop Vacant Properties Throughout the City.

The proposed action is also consistent with the Waverly Business Area Urban Renewal Plan objectives, including:

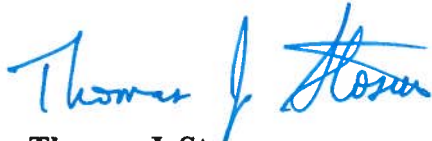
- Establishing a positive and identifiable image for the Waverly Business Area;
- Accommodating the expansion of existing small retail business;
- Promoting new retail business in the area.

ANALYSIS

This property has one of the largest lots in the Waverly Business Area, and together with the former Boulevard Theatre property anchors the northern portion of Waverly’s commercial district. It has had retail uses such as a supermarket and a restaurant, and its long-time status in the commercial area was recognized when its southern wall was selected for placement of community artwork, a mural about the Waverly community. Less than a block to its west, along 33rd Street, is another community anchor, the Waverly Branch of the Enoch Pratt Library. Re-use of 3313-3319 Greenmount Avenue is thus of great importance to the people of Waverly and its surrounding area. The size and configuration of the existing building would allow several adaptive re-uses, such as start-up spaces for retail entrepreneurs or a commercial indoor recreation facility. As the Waverly community of merchants and residents is very interested in having this property redeveloped productively, this amendment would authorize the City to acquire the property for purposes of disposing of it to a redeveloper whose re-use of the property would be consistent with the objectives of the Waverly Business Area Urban Renewal Plan and Waverly Main Street. The fact that this property has remained vacant, and the structure has slowly deteriorated, over ten years is the reason this bill was introduced now.

If approved, this would become Amendment 5 to the Waverly Business Area Urban Renewal Plan, and create Disposition Lot 4 on Exhibit 3 of the Plan.

Staff notified Sunho Corporation, Abell Improvement Association, Better Waverly Community Association, Greater Homewood Community Corporation, Oakenshawe Improvement Association, Waverly Improvement Association, Waverly Main Street, Waverly Merchants Association, Baltimore Real Estate LLC, and Community Mediation Program, Inc. of this action. In addition, the Baltimore Development Corporation and Councilmembers Clarke and Curran were notified of this action.



Thomas J. Stosur
Director