

The village center



Unlike many modern suburban communities, Dundalk's most important period of growth was guided by a sophisticated, cohesive plan for homes, shops and open space. The 1918 plan reflects the Garden City principles established by the legendary Frederick Law Olmsted, as carried out by his son and a partner in their landscape architecture firm. The quality of the Olmstead Bros. design comes to life at the historic Dundalk Village Shopping Center and the quaint neighborhood that surrounds it. The shopping center is Dundalk's symbolic heart. The Urban Design Assistance Team conducted a thorough study of the economic challenges facing this crucial property and recommended a course of action.

The Dundalk Building (Shown at left in the 1930s) is among three other building complexes which make up the Dundalk Village Shopping Center.

Dundalk's Village Shopping Center has 70,000 square feet of retail space and 10,000 square feet of office space. Tenants include the cramped Heritage Food Market plus a large Rite-Aid, eating places, personal services, professional offices, and other mixed establishments competing with five other shopping centers.

Current Retail Competition

The two new Community Shopping Centers on Merritt Boulevard and Wise Avenue are strong competitors. Like most community Shopping Centers, they are oriented toward volume sales of food and regularly recurring purchases of goods and services. Each has what appears to be a 60,000-square foot supermarket anchor store plus another 80,000- to 100,000-square feet occupied by a variety of other retail tenants helping to stimulate buying.

Both centers are well located to draw substantial retail trade from Dundalk. In addition, they are positioned to dominate areas generally to the north and northeast of their sites. The stand-alone Mars supermarket in the same general location simply adds to the pull of trade from Dundalk and the dominance of

trade to the north and northeast. The Merritt Park Shopping Center has no supermarket. Its supermarket building is now a Goodwill Outlet Store. And the rest of the businesses comprise an uneven collection of stores, personal services, and medical care alternatives.

The Logan Shopping Center has a Box-N-Save supermarket and a G. C. Murphy store plus such atypical stores as a mattress outlet. Conversion of the Logan Shopping Center into a sports complex has been proposed as a way to provide a needed community service facility. In addition, it would mean that more retail trade from farther south would be drawn to the Village Shopping Center.

Current Village Shopping Center Characteristics

The Village Shopping Center's 80,000-square feet — 70,000 retail and 10,000 office — are anchored by the cramped 15,000-square foot Heritage Food Market located behind one of the center's main buildings. Other tenants include a large Rite-Aid, a Dollar Store, eating places, and service establishments. Some space once occupied by tenants like McCrory's and S & N Katz Jewelers is vacant. And some atypical uses like Labor Ready occupy space intended for retail walk-in trade. There are also about 12,000 square feet of vacant space previously occupied by a state-of-the-art call processing center which failed when the internet "bubble" burst.

Shopping Center	Location	Anchor	Floor Area
Merritt Manor	Merritt Boulevard	Giant	160,000
Wise Avenue	7848 Wise Avenue	Mars	160,000
Free Standing	Holabird Avenue	Mars	60,000
Merritt Park	Merritt Boulevard	None	150,000
Logan Center	Dundalk Avenue	Box-N-Save	150,000

However, the fiber-optic network linkage extended to the Village Shopping Center is still there.

The center also has 10,000 square feet of office space. Some of that space is vacant, but a good deal of it is occupied by insurance agencies, consumer finance offices, and medical/professional practices. And there are 62 small Section 8 rental assistance apartments in the upper stories of some of the center's buildings.

Proposed Shopping Center Reconfiguration

It might be desirable to increase food market floor space from 15,000 square feet to 25,000 square feet in the near future. That change would provide space for more appealing

merchandise in a less crowded setting. At the same time, reducing total retail from 70,000 to 60,000 square feet would reduce other retail space from 55,000 square feet down to 35,000 square feet. That move would lessen the need to attract new tenants in currently hard-to-market categories.

The table on page 16 shows a proposed reallocation of present Village Shopping Center floor space. In addition it shows a possible allocation of expanded floor space which could move the center toward community shopping center status.

Turning 10,000 square feet of retail into additional office space would shift the center's space allocation toward better marketability.

Such a change would favor marketing to community service enterprises and localized business offices rather than focus on hard-to-market small retail tenants.

Converting Section 8 rental assistance apartments into small offices or market rent housing would serve emerging demand and reduce the center's marketing burden.

The Village Shopping Center should be reorganized to serve as a Dundalk-oriented destination and gathering place by focusing on:

- Adding Dundalk-oriented tenants responsive to today's consumer behavior
- Creating a gathering area near eating places and personal/professional offices
- Capitalizing on the availability of fiber optic network capabilities still on site
- Reversing supermarket access toward the parking lots to the rear of the center
- Installing a lighted pylon or a sign over Dundalk Avenue to mark the center

Retail Market Development Potentials

A brief market survey and a calculation of retail potentials suggest that near term Village Shopping Center improvements focus on the center's 80,000 square feet of existing floor

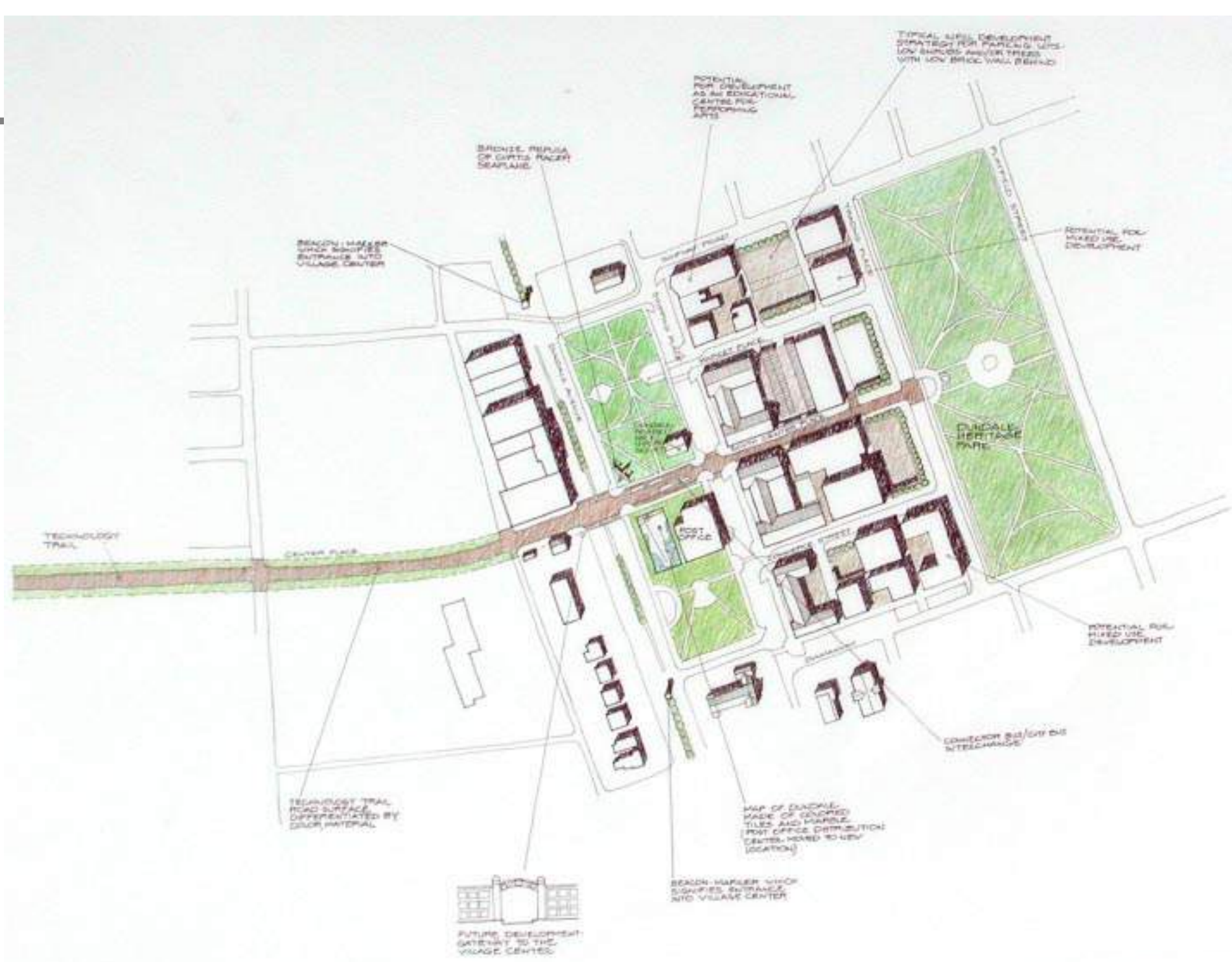
space. But a more effective and marketable allocation of the center's floor space would be 25,000 square feet for the food market, 35,000 square feet of other retail, and 20,000 square feet of office space.

The 80,000 square foot proposal involves less floor space than the 100,000/80,000 square foot retail/office split preferred by developers like Victor Hoskins and the Urban America organization. In fact, the initial Village Shopping Center upgrade plan might appeal more to historic rehabilitation developers or a Real Estate Investment Trust (REIT) specializing in upgrading small community shopping centers in the Mainstreet Maryland format.

For the longer run, one can envision the expanded 160,000 square foot center shown in the table (above right) developing in new and rehabilitated buildings. Such a center could be designed to preserve the 1920's feel of the present center while adapting to current community shopping center design and operation standards.

VILLAGE SHOPPING CENTER SPACE			
Type of Space	Present Allocation	Near Term Changes	Future Possibility
Supermarket	15,000	25,000	50,000
Other Retail	55,000	35,000	60,000
Office	10,000	20,000	50,000
TOTAL SPACE	80,000	80,000	160,000





The Key Quay



The “Key Quay,” pronounced (Kee-Kay), is an informal name for the UDAT-conceived district beginning at the Logan Village Shopping Center and including many waterfront areas to the south. *Quay* is a Northern European term referring to a small piece of linear land along water. This area may be formally named the Francis Scott Key Marina district. The team offered Key Quay as a slang, fun loving reference to the district that might spark some humorous promotions touching on Dundalk and Baltimore colloquialisms.

The Key Quay is served by a portion of the

Scenic Harbor Drive that must be newly constructed. This section begins where existing Broening Highway passes by Logan Village Shopping Center. The new road would swing to the west of the Carnegie Platts residential neighborhood and then proceed south over harbor waters to the tip of the Dundalk peninsula.

Key Quay Objectives:

- create a memorable gateway experience
- create a new neighborhood on the water's edge
- create a new urban housing type
- create new waterfront opportunities for economic development
- extend the open space parkway network on the water's edge

Key Quay Vision:

A broad tree-lined esplanade linking all the new opportunities used as a linear park for walking, bicycling, skateboarding, recreational driving and jogging

Destinations in the Key Quay

Logan Sports Center – the team recommends that the Logan Village Shopping Center be transformed into a significant sports complex emphasizing recreational opportunities for youth.

A **cruise ship terminal**, perhaps complemented by hotels, built just south of the existing Dundalk Marine terminal could be an economic catalyst for the area.

Carnegie Village and lagoon – The team envisions an enhanced neighborhood where the community of Carnegie Platts now stands. The new neighborhood would draw on waterfront themes and maximize dramatic views of the working port.

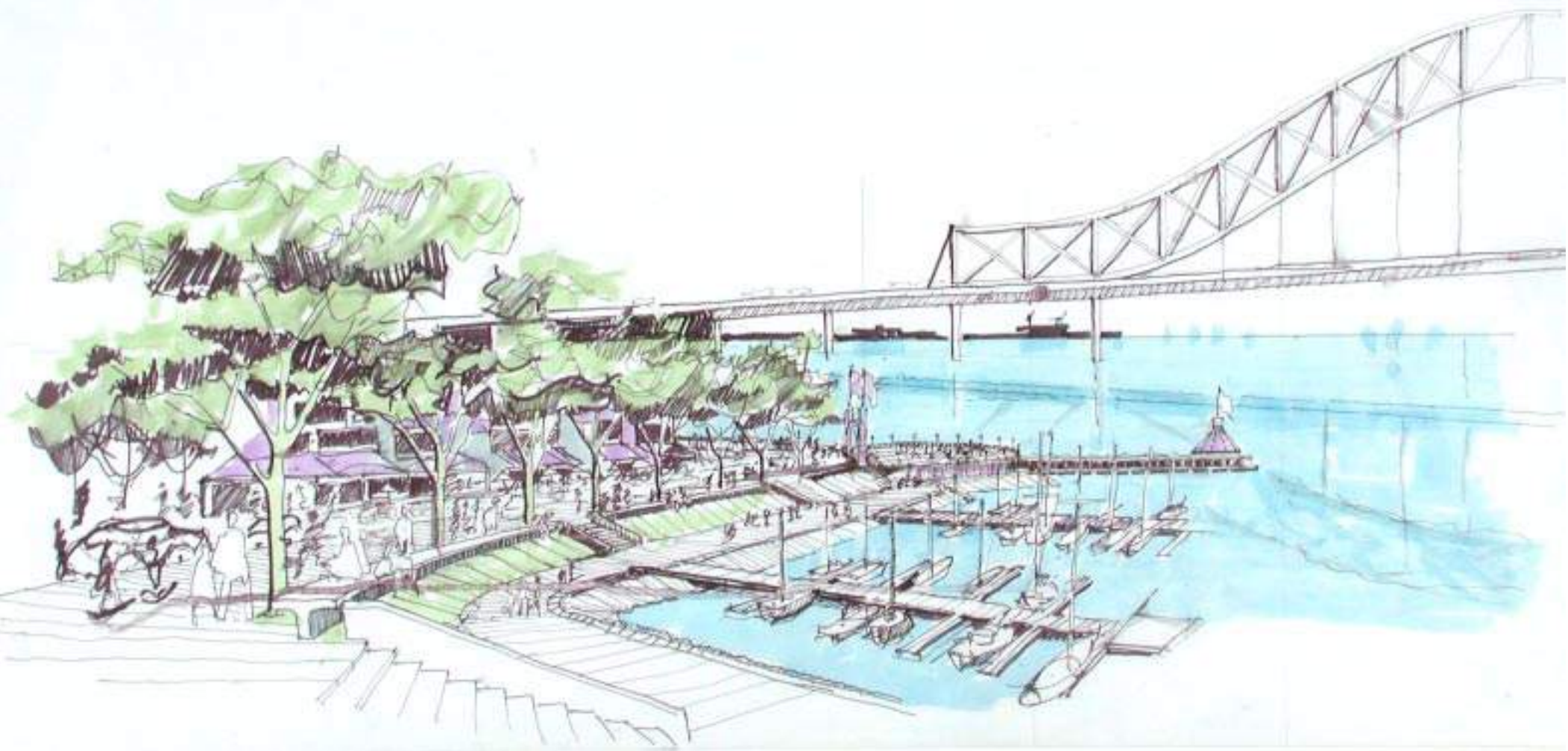
Continuing the theme of new development, the team recommends that a **marina village** be built along the western tip of the Dundalk peninsula, south of Carnegie Platts. The marina village would capitalize on the potential for waterfront recreation and dwellings.

The marina village district would feature a newly constructed park area, **the Francis Scott Key Park and Environmental Interpretive Center**. The team envisions a new amphitheater — featuring a terrace for outdoor concerts, festivals and civic events — as an additional amenity for this area.

The new residential development proposed for Carnegie Platts and the marina village might feature multi-floor, terraced condominium units diverse in size and style.

Marina facilities would accommodate small craft in Carnegie Lagoon and larger boats on the bayside of Key Quay.





The rendering on the left illustrates mixed-uses at the proposed Key Quay.

The map on the right shows a section of Dundalk Avenue, from Logan Village Shopping Center south to the proposed Key Quay.



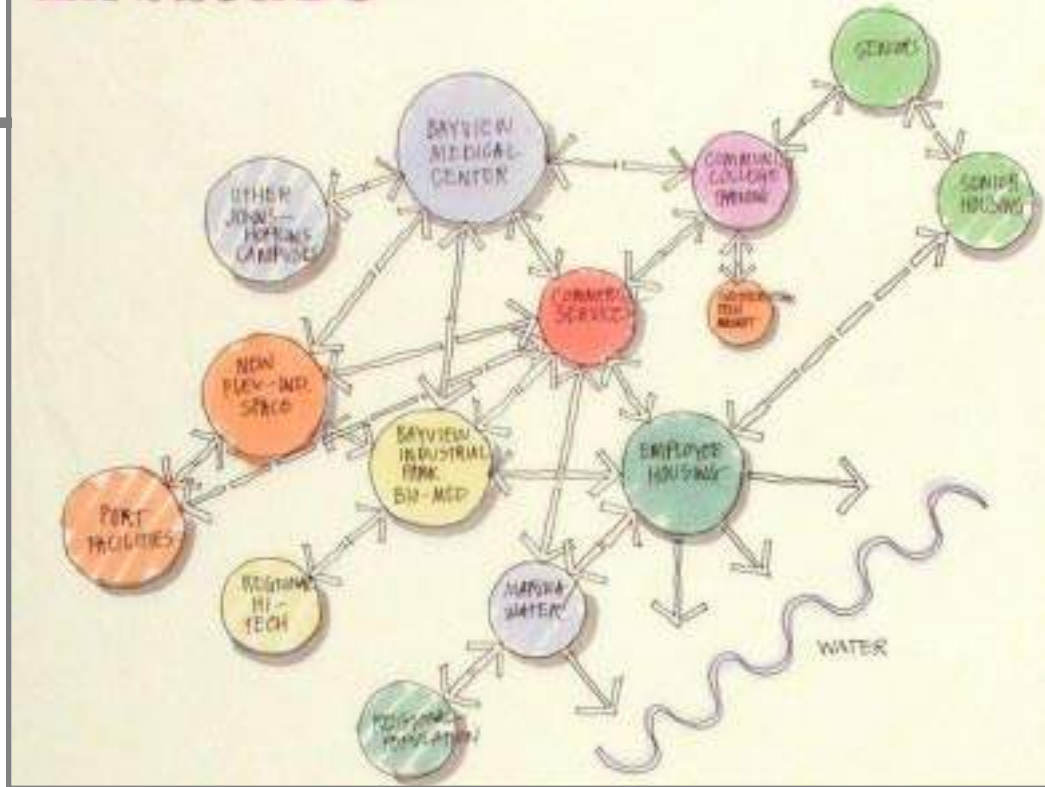
Connections

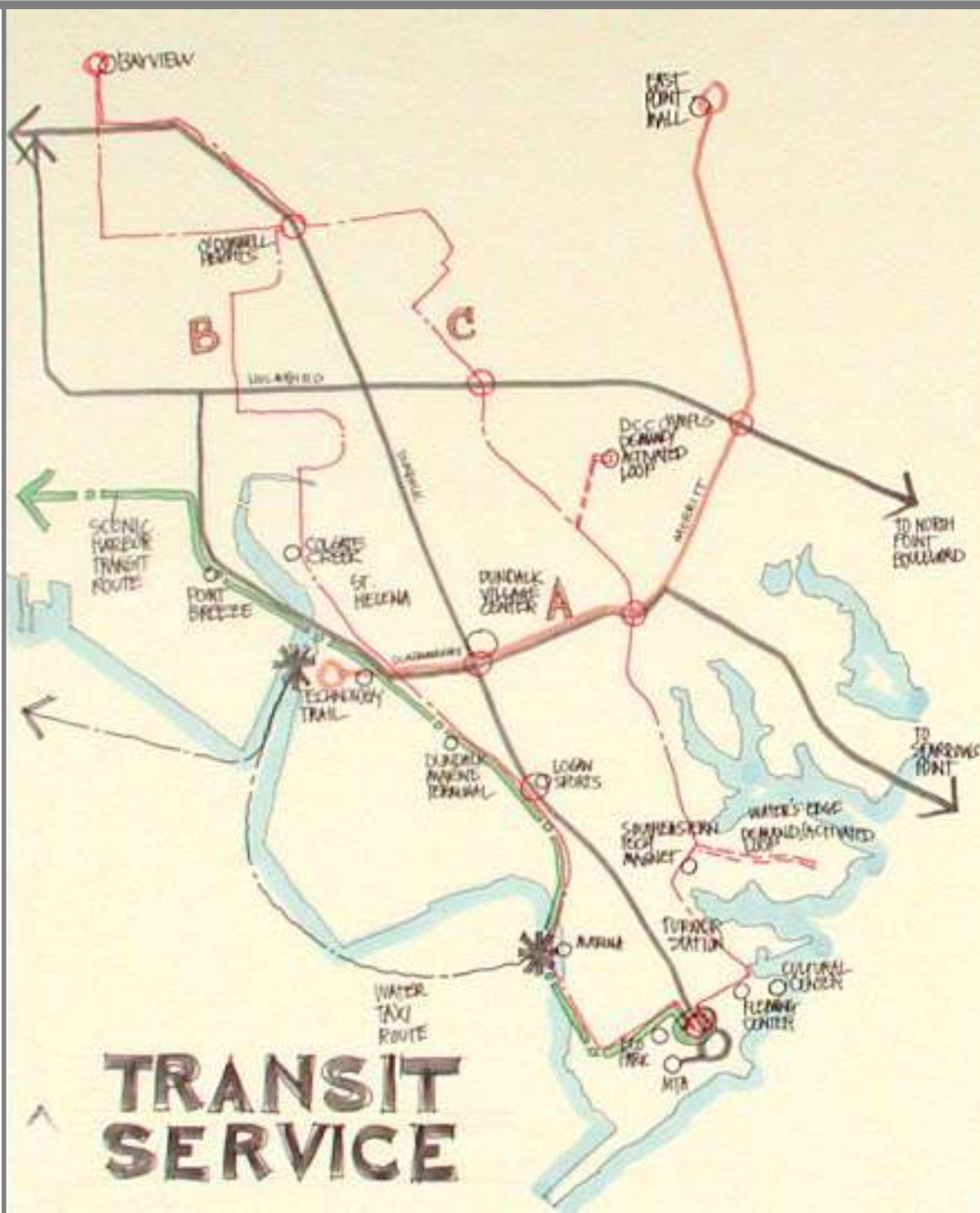
The Urban Design Assistance Team thoroughly examined opportunities to enhance connections and linkages among the various places and opportunities in proximity to Dundalk. Recommendations to strengthen the connection between Dundalk and Baltimore have been discussed. The drawings here provide a larger context for viewing existing, as well as proposed, land uses, including industrial, commercial/retail, institutional and residential.

Highlights of the “Linkages” map include the presence of the Johns Hopkins Bayview campus, viewed by the team as an important economic driver for Dundalk’s future. The team has recommended that the Community College of Baltimore, Dundalk campus, explore possible synergies between their services and the medical campus. The team felt strongly that Dundalk should look toward the biomedical industry for future economic growth.

Other important links are *potentially* linked by roads, transit, and water. These include physical ties to the Inner Harbor, Fells Point, and Canton. Recommendations include new access to alternate housing types along Dundalk’s western waterfront, while enhancing routes to the existing housing stock. These schematics point out new bases opportunity, including senior housing, flex-industrial space, and maritime-related uses.

LINKAGES





As noted in an earlier section, the team recommended a significant transportation improvement in making a smooth connection between Broening Highway and Dundalk Avenue on the east bank of Colgate Creek. The team also recommends that opportunities for a better connection between Dundalk and Baltimore be explored on the following roads/intersections:

1. Boston Street/Holabird Avenue/Dundalk Avenue
2. Clinton Street/Keith Avenue/Broening Highway

The team proposes that water taxi service be extended from Baltimore's Inner Harbor to the proposed Key Marina and options for additional stops along the way be explored.

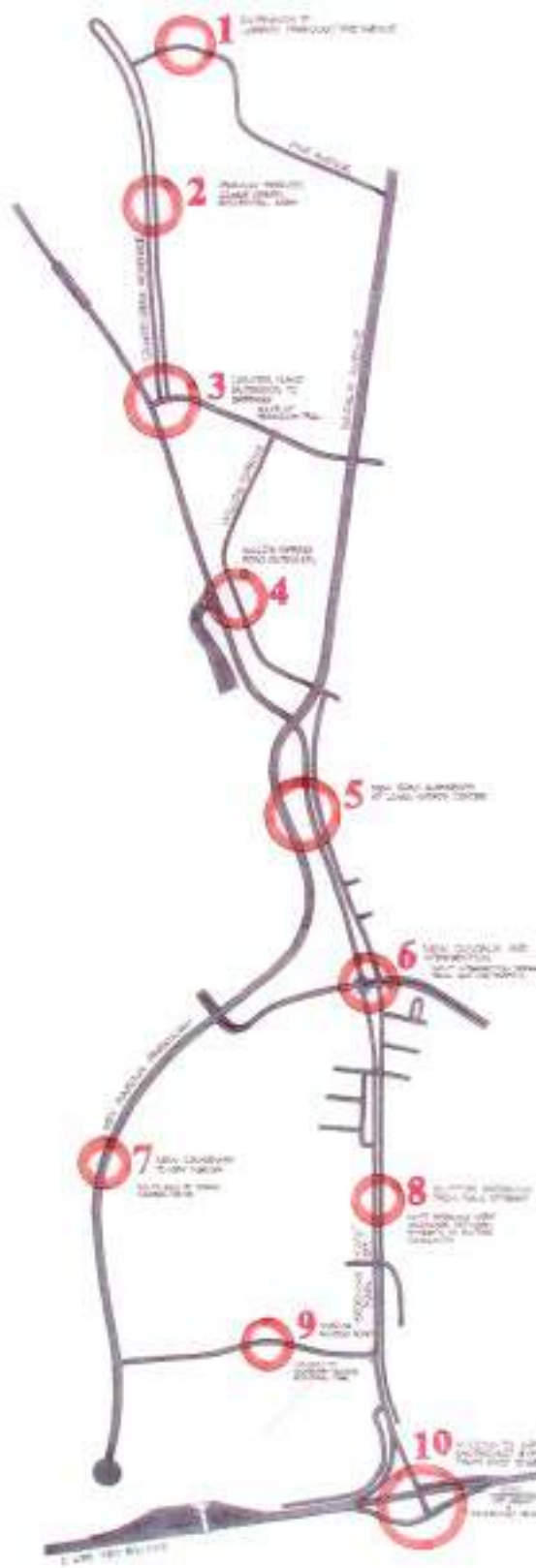
The team recommends that bus service or *enhanced transit* serve Dundalk and connect Dundalk neighborhoods. A rail or a trolley line along Dundalk Avenue may be desirable. The Maryland Transit Administration (MTA) should be involved in developing the enhanced transportation service.

So far great attention has been paid to various improvements leading to the heart of Dundalk and to the newly proposed Key Marina district. To help facilitate traffic flow in these newly configured areas, the team has proposed a set of important street improvements.

The schematic to the left, showing improvements from Colgate Creek to I-695, provides helpful orientation.)

Street Improvements

1. Extension of Liberty Parkway/Pine Avenue
2. Parkway serves Colgate Creek area
3. Center Place extension to Broening Highway
4. Willow Spring Road extension
5. New road alignments at Logan Sports Center
6. New Dundalk Avenue intersection
7. New causeway to Key Marina
8. Buffer Broening Highway from Main Street
9. Marina access road connects causeway to ecological park
10. Provide access to 695 eastbound; add westbound off-ramp and eastbound on-ramp





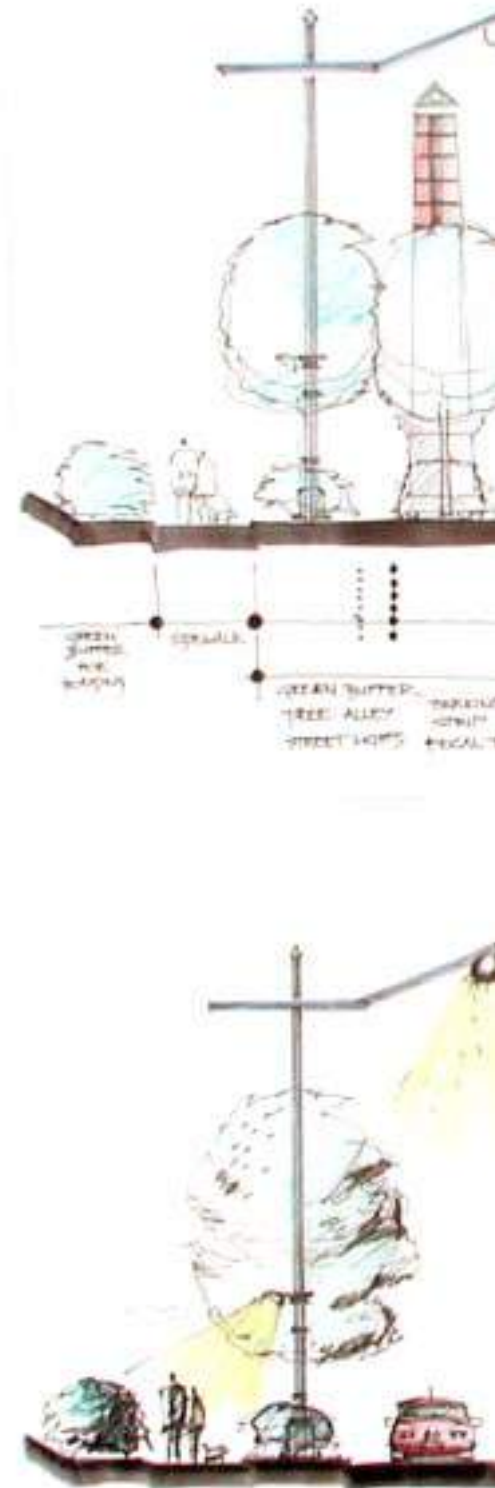
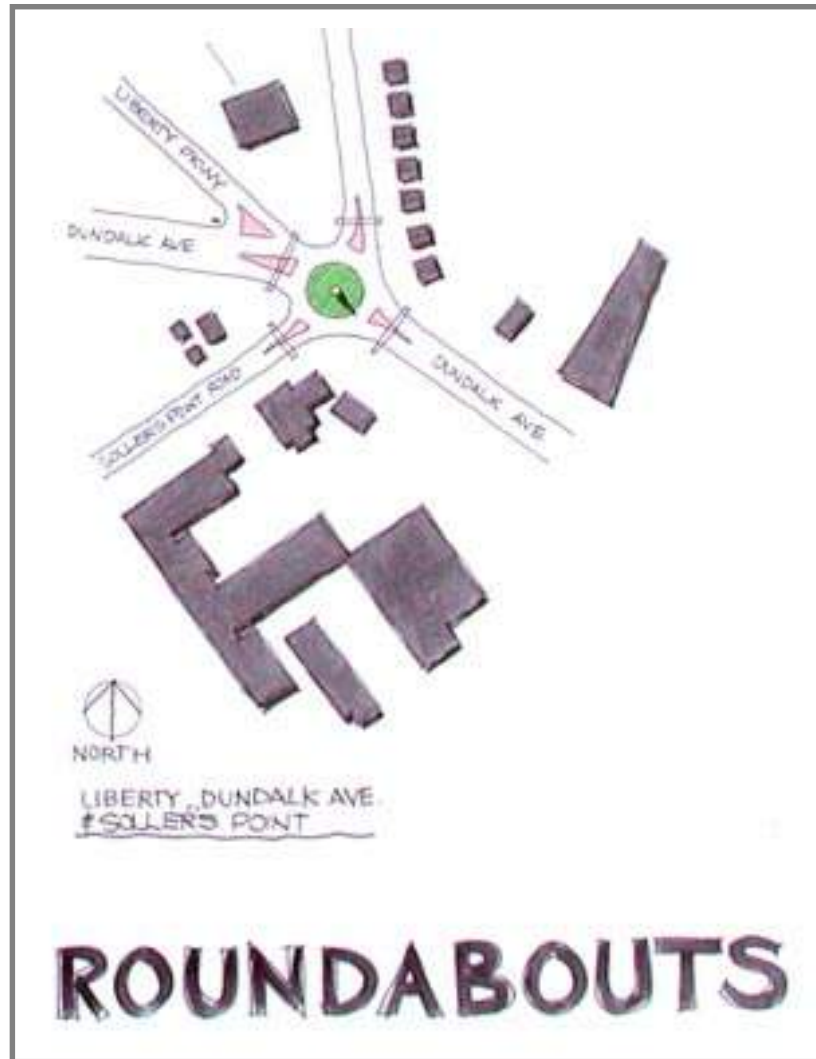
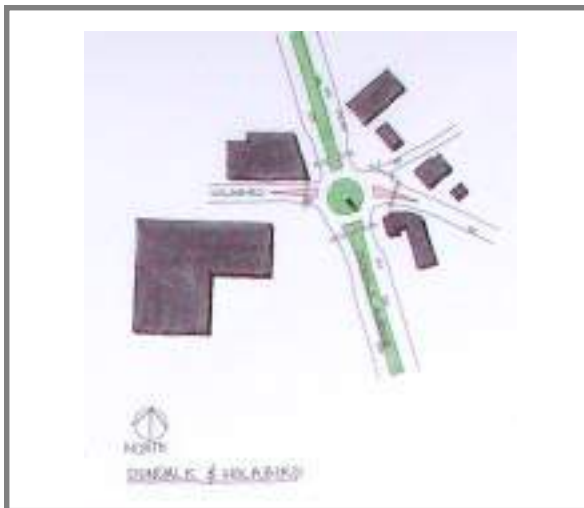
Celebrating Dundalk Avenue

From the outset, the Urban Design Assistance Team recognized Dundalk Avenue's significance as the historic spine of the community. The team has offered several recommendations for enhancing this vital road, both as a transportation conduit and as an important cultural location.

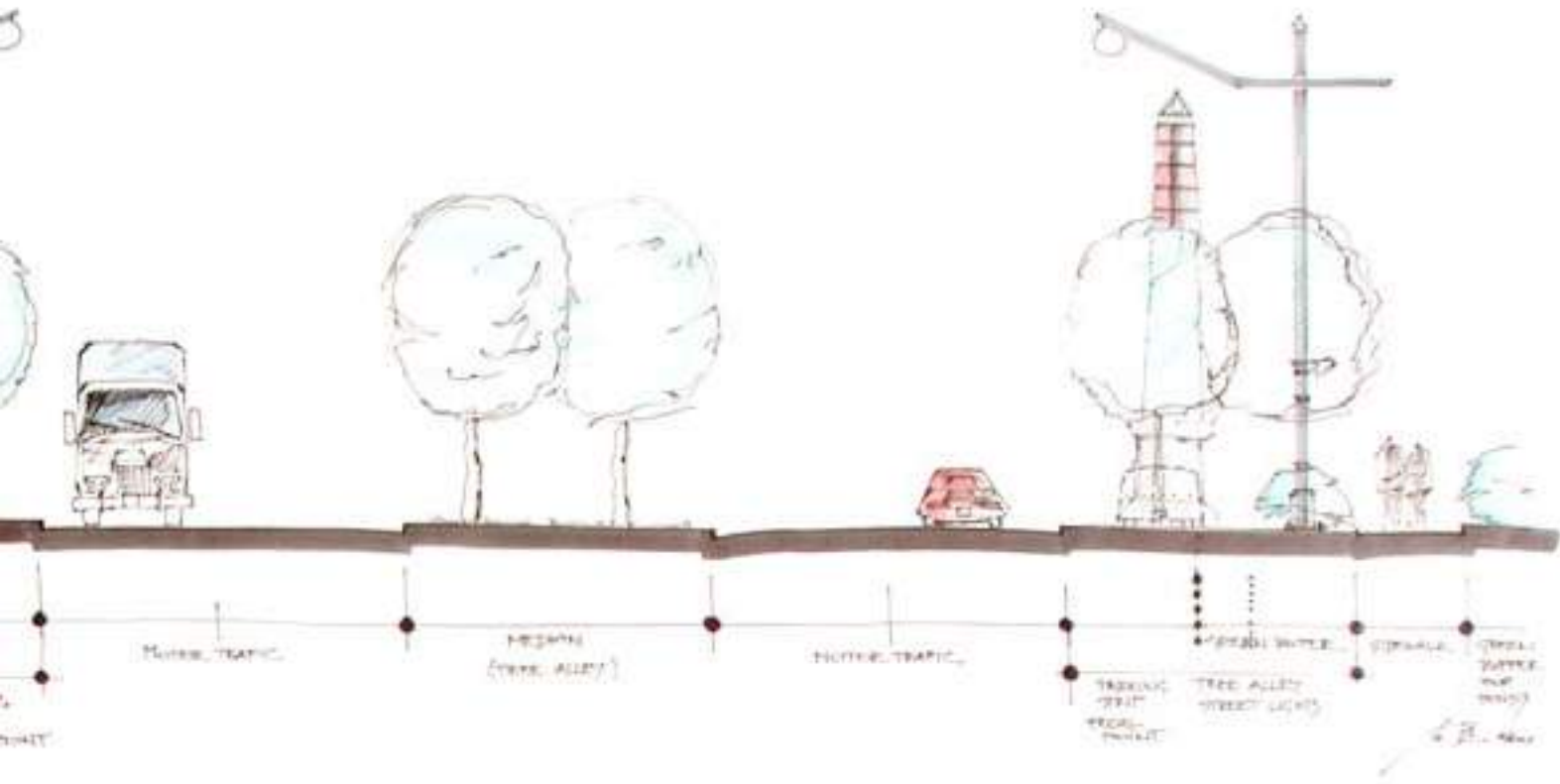
Roundabouts should be built at Holabird Avenue & Dundalk Avenue and at Liberty Parkway & Sollers Point Road to ease traffic congestion.

Landscaping and streetscaping on Dundalk Avenue should be improved at key intersections.

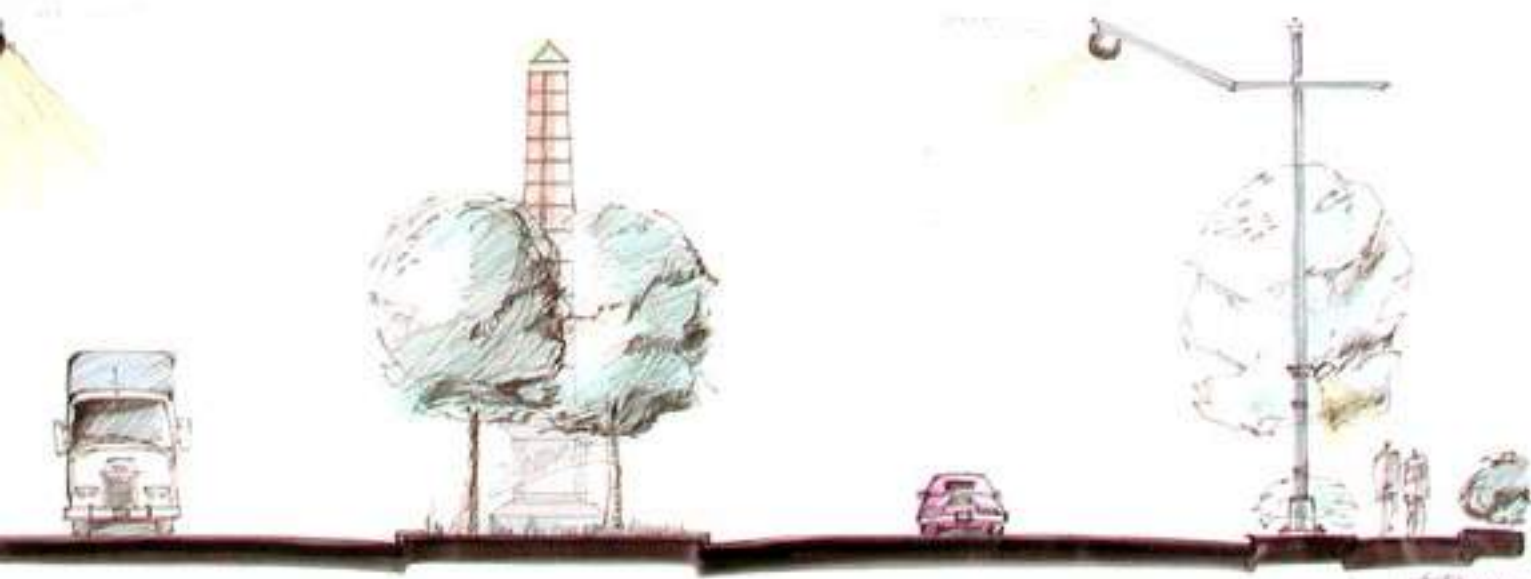
Truck traffic should be eliminated in residential areas bounded by O'Donnell Street to the north and Holabird Avenue to the south. Additionally, truck traffic should be eliminated along Dundalk Avenue.



FROM RAILROAD BRIDGE TO LIGHTHOUSE



FROM COCKHILL TO RAILROAD BRIDGE



Cultural Treatment of Dundalk Avenue

Eight characteristics - Eight memories for Dundalk

The team felt the community lacks visible symbols of its heritage. Places of value along Dundalk Avenue were discovered to address this deficiency. Creating eight characteristics (shown as 1-8 on the map) and eight memories (shown as A-H) will give hierarchy and texture to the space of Dundalk.

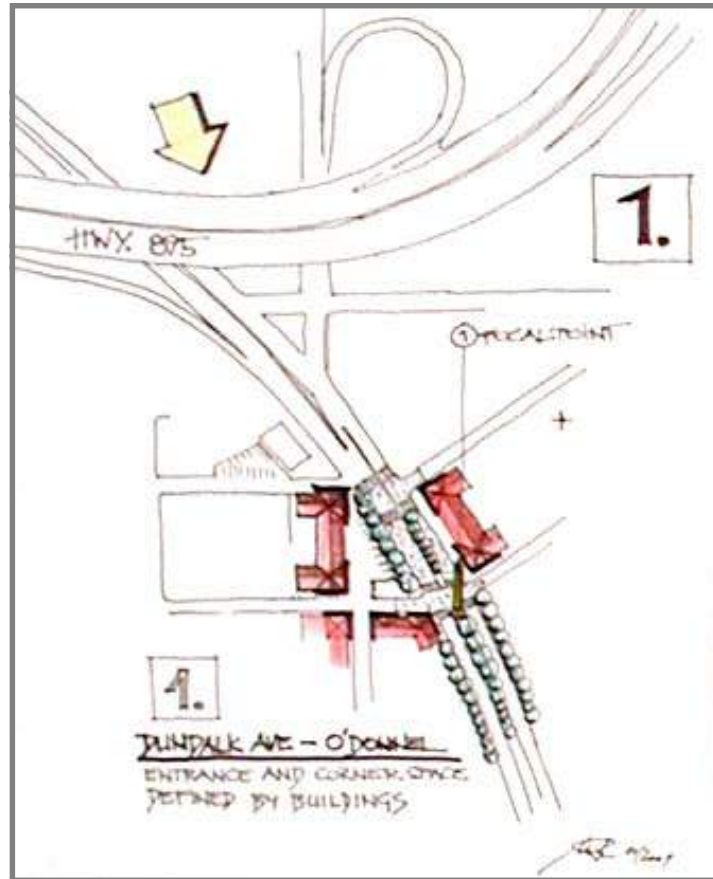
Characteristics

Points 1-3 discuss transition areas where city neighborhoods blend into Dundalk Neighborhoods.

1 Dundalk Avenue and O'Donnell Street – *the character of this traffic intersection is one that defines an entrance to Dundalk from the city neighborhoods to the west.*

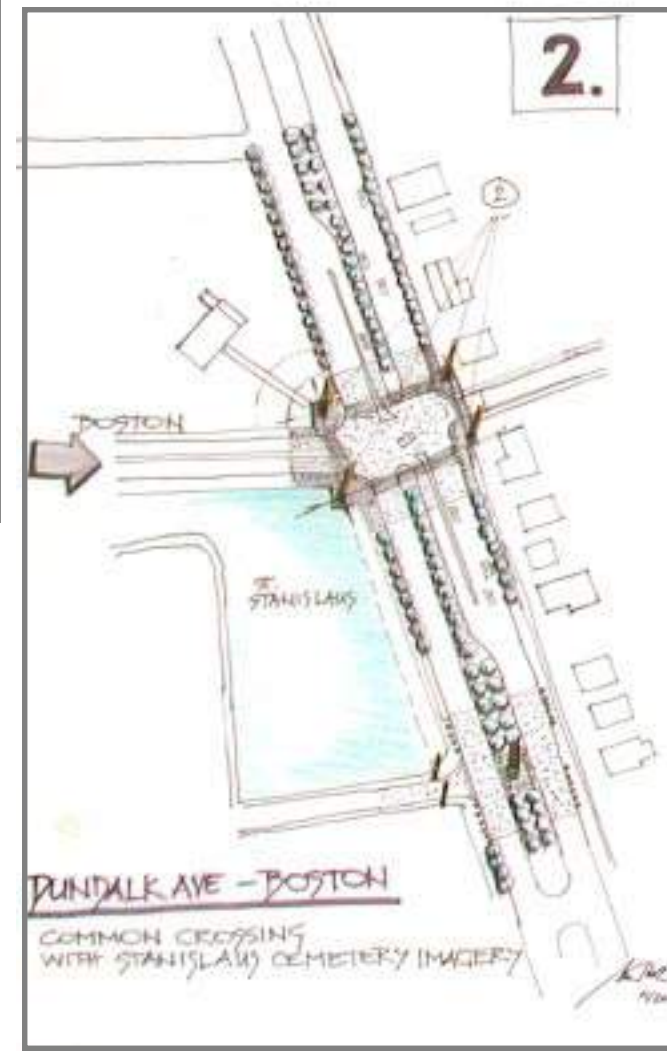
2 Dundalk Avenue and Boston Street – *this intersection is a common crossing from the city neighborhoods and is defined by Stanislav's Cemetery.*

3 Dundalk Avenue and Holabird Avenue – *this is an active traffic intersection, with places for bus stops and a historic building. Unity Hall was a gathering place for dancing and balls and gives some sense of the entertainment life that existed on this side of town.*

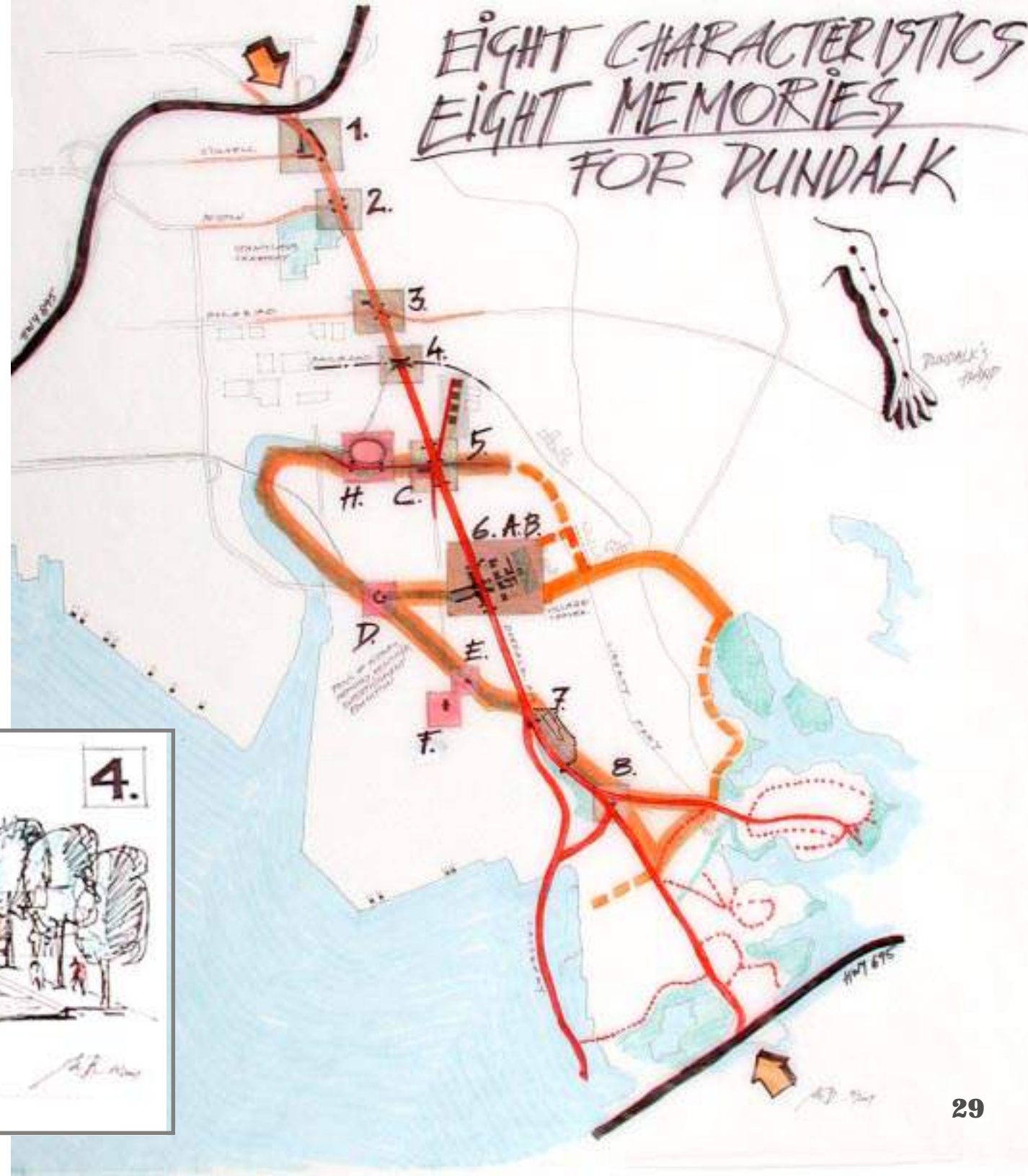


Point 4 represents the 'Gate to Dundalk' where travelers pass under the trestle at the City/County line:

4 Railroad Bridge Gate – *this overhead trestle is the natural entrance to the historical core and town of Dundalk*

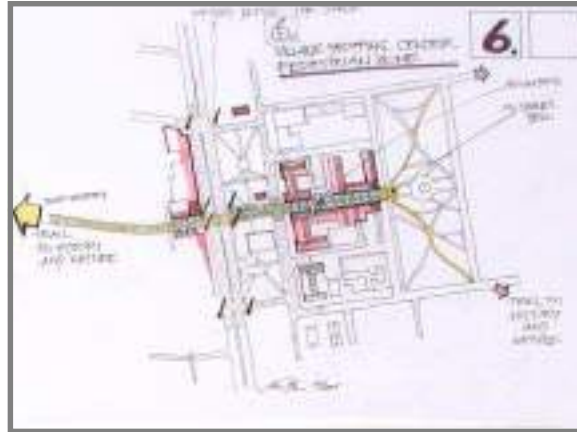


EIGHT CHARACTERISTICS EIGHT MEMORIES FOR DUNDALK

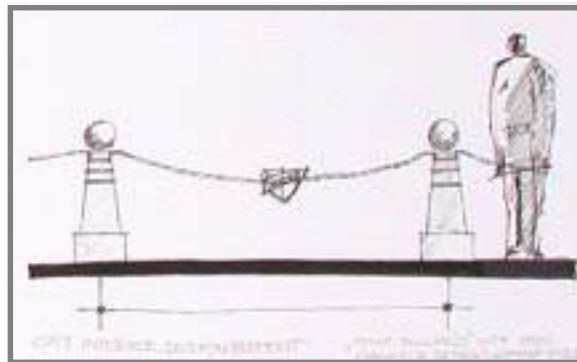


Points 5 and 6 discuss significant intersections along Dundalk Avenue near the town's historic center

5 Dundalk Avenue and Willow Spring and Liberty Parkway – *this intersection has characteristics of traffic flow and memory with St. Timothy's Church as a towering icon along the vista of the Avenue. It also has a potential site for redevelopment (Seagram's' storage buildings to the northeast).*



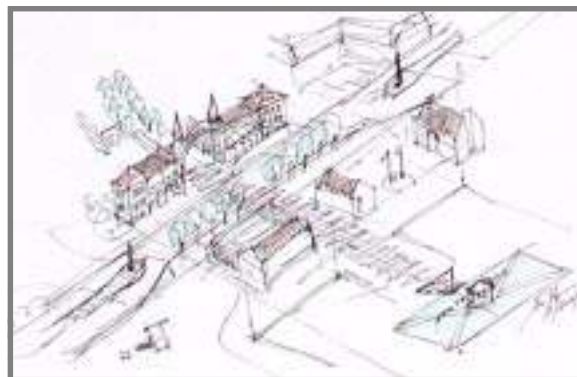
6 Dundalk Avenue and the proposed completion of Center Place Drive - *Dundalk Village Shopping Center is the real center of the historic core and pride of Dundalk citizens. It gives focus to the richness of the town of Dundalk.*



Points 7 and 8 discuss major sites that front the southern portion of Dundalk Avenue

7 *Logan Village Center - has the space potential to develop and revitalize the existing buildings as a new commercial destination.*

8 *The Lighthouse (site of the previous Heritage Inn) - is the site that transitions into the soft neighborhoods of Turner Station and Watersedge. This visible site has the potential to announce the waterfront jewels of these commu-*



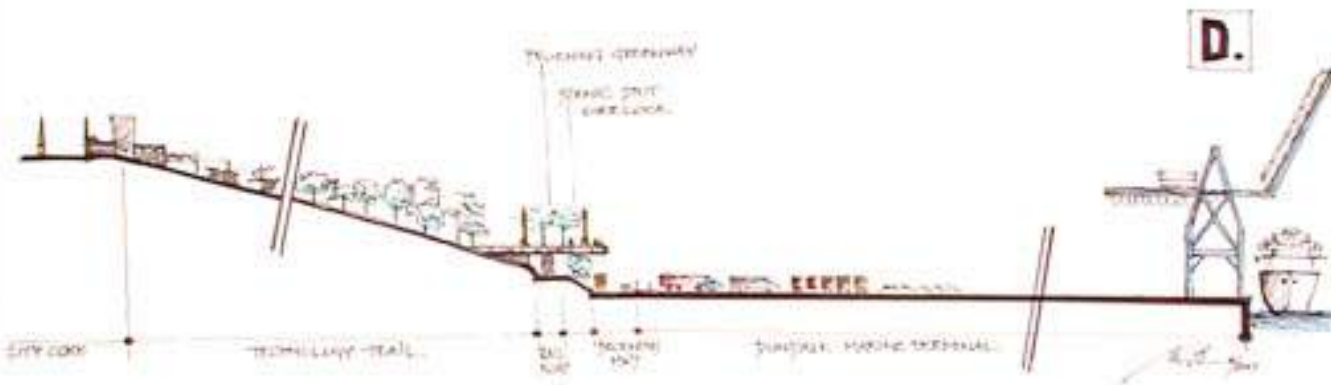
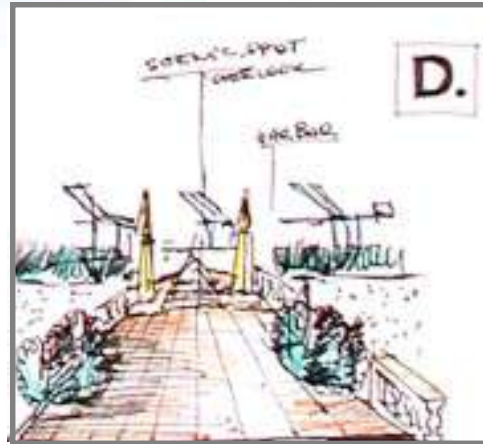
Memories — the following elements are the celebrated places and historical links that can give residents and visitors a sense of place in the town of Dundalk.

A *Dundalk Village Shopping Center - the elegant design of the parks throughout the shopping center traditionally emphasized pedestrian ways to an active Heritage Park. Reemphasize these pedestrian zones throughout the center.*

B *Heritage Park - revitalization of this park to include the relocation of a tribute to Dundalk's founding father - McShane's bell.*

C *St Timothy's Church- this is a historical focal point along Dundalk Avenue.*

D *Industrial Elements of Marine Terminals - elements expressing the ship-building history of Dundalk to be placed in public spaces.*



E First Rail Station of Dundalk - create a memorial setting or place at the site where McShane founded the first railroad station and brought the name of Dundalk to this town.

F Airport Control Tower - connect the tower of the relocated Logan's Airport and allow for discovery of the history of aviation in this town.

G Fort Carroll - an icon out in the water that was developed by Robert E. Lee to defend the port of Baltimore.

H Jeep Training Ground - the testing grounds of Fort Holabird are home to Jeeps, that became critical tools which helped to win WWII.

