

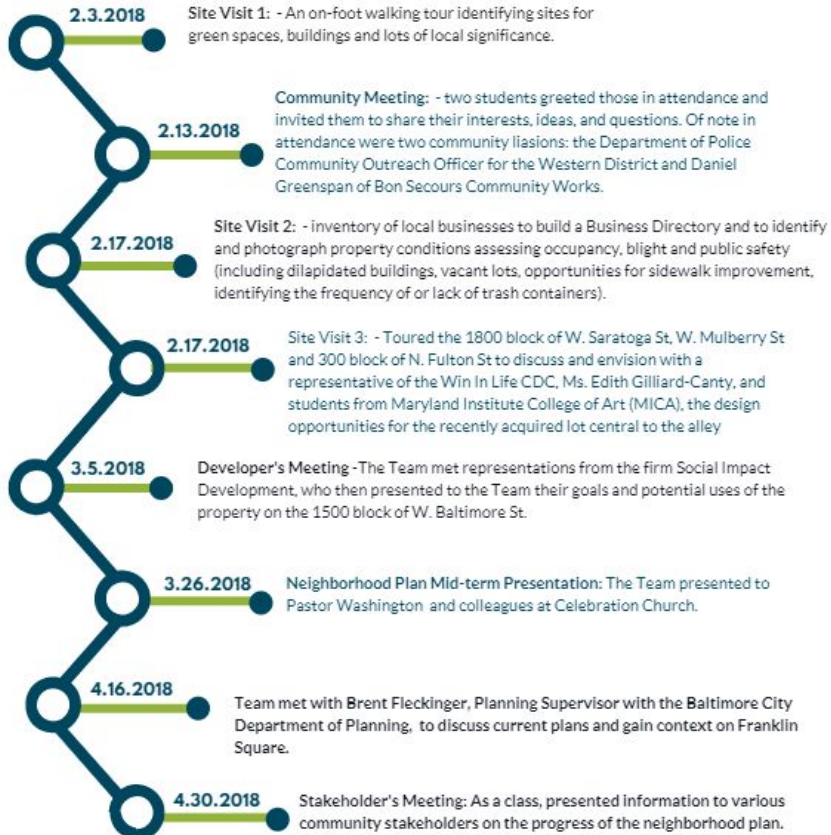
# Franklin Square Neighborhood Plan **2018**

# Acknowledgements

The team wishes to thank:

Ms. Edith Gilliard, Franklin Square Community Association,  
Pastor Washington, Celebration Church and Win for Life  
Community Development Corporation,  
Social Impact Development,  
Baltimore City Department of Planning,  
Southwest Partnership  
Dr. Sanders - Thach, PhD  
Wendy McGee-Preti, MCRP

# Planning Process



# Mission

To revive the Franklin Square Community's collective spirit by identifying and strengthening key components for safety and prosperity.



Vision



# History

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are arranged in a dynamic, layered composition that tapers towards the right side of the frame. The overall aesthetic is modern and clean.

# Franklin Square Park: History



- 1839: James and Samuel Canby donated a 2.5 acre park to the city for \$10,000.
- The Baltimore City widened the surrounding streets and landscaped the park.
- This was a common transaction/practice in the 19<sup>th</sup> century
- Can be considered an early form of community planning in Baltimore.

# Franklin Square Park: History



Franklin Square Historic District  
Photo by Fred Shoken, National Register of Historic Places |

- Late 19<sup>th</sup> century: the elaborate residences surrounding Franklin Square housed prominent merchants, lawyers and doctors of the city.
- Rowhouses built in the alleys around the area housed entirely black population.
- Most rowhouses in the district embody traditional Baltimore rowhouse architecture with an emphasis of a flatness and simplicity of brick facades
- It was placed on the National Register of Historic Places on December 10, 1982.

# Franklin Square: History



The mural located at Fulton and Mulberry Street represents the many people before us to call Franklin Square Park home. The history of the people in the mural has not been forgotten.

Included in the mural you have:

- the only African-American notary public in the neighborhood;
- an advocate who fought to give black children the same opportunities as other children;
- "Baltimorean of the Year" by Baltimore Magazine in 1998;
- another opened her home for children of families struggling with addiction abuse and neglect;
- resident who showed her compassion through both her professional and personal lives. She was a church member AND served on the Business People's Council;
- a mid-wife for generations and demonstrating her life-long commitment toward the care of women, children and their families;
- a legendary local singer, choir leader and music instructor;
- the first black minister to broadcast on the Baltimore radio;
- and a nurse known for her compassion and caretaking skills worked as a pediatric nurse for 27 years.

# Franklin Square - Pictures



1818 W Fayette St



325 N Fulton Ave at Mulberry St



Sunflower Village Community Garden  
216 N Carey St

# Community Profile





# Community Profile





# Community Profile

## Population Size

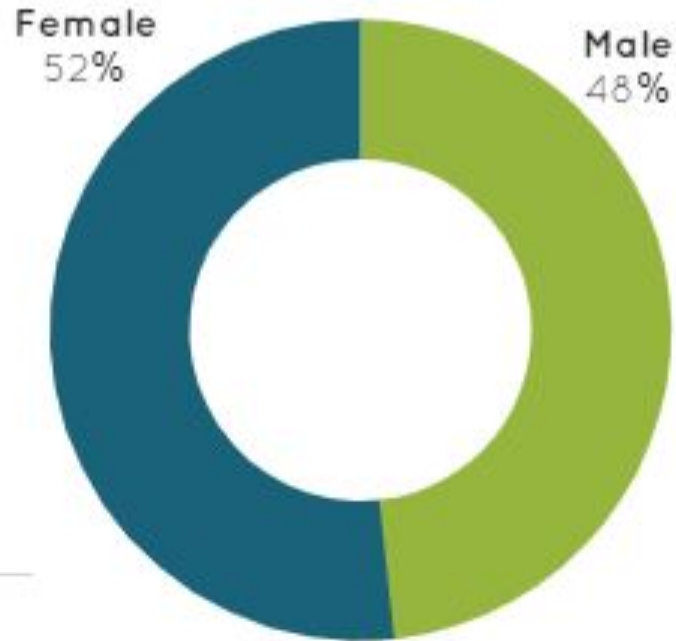
**2967**

### Race

African American	2967
White	98
American Indian	22
Asian	11
Other	62
Hispanic/Latino	108

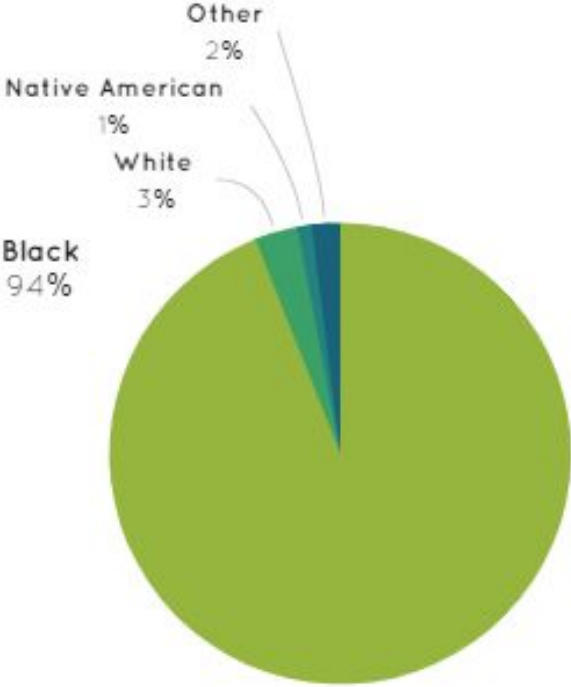
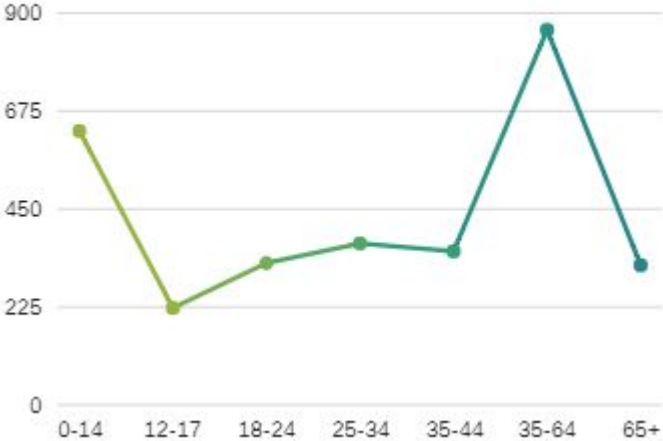
### Gender

Male	1432
Female	1535



# Community Profile

## Age



**\$24,946**

**Median Household Income**

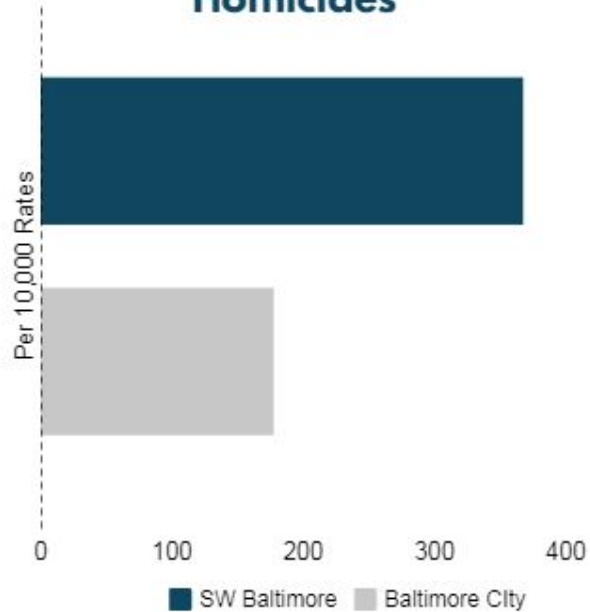
Source: <https://data.baltimorecity.gov/Neighborhoods/2010-Census-Neighborhoods/r3qj-2ifh>

# Crime & Safety

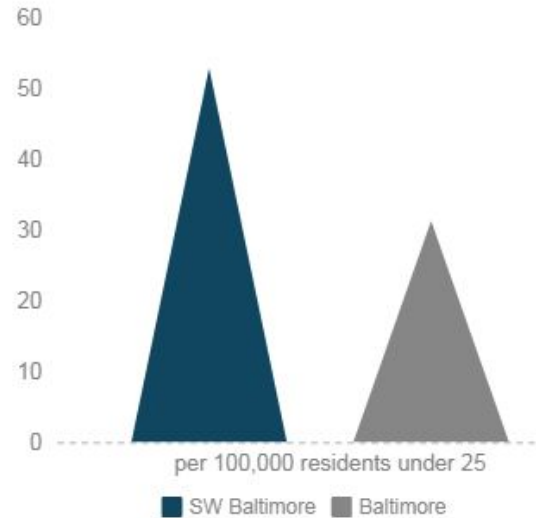
The background features a series of overlapping, semi-transparent green geometric shapes, primarily triangles and polygons, on the right side of the page. The colors range from a light lime green to a darker forest green. The overall design is clean and modern.

# Crime & Safety

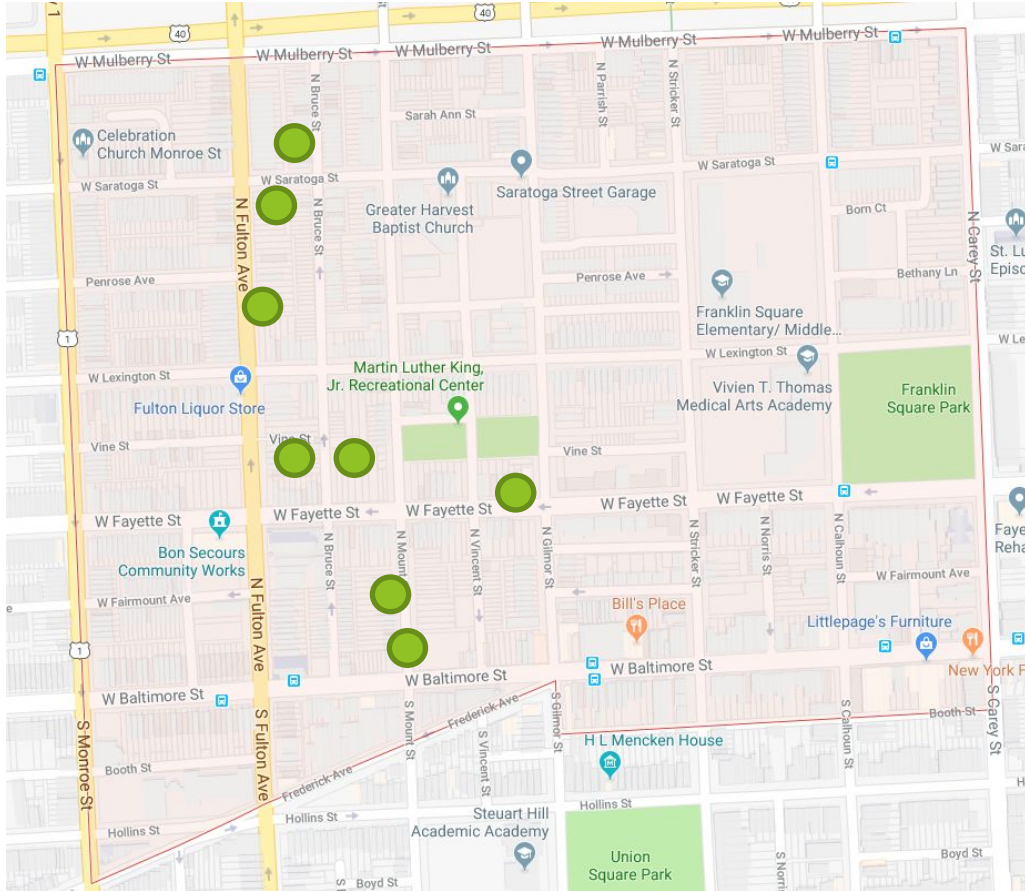
## Homicides



## Non-Fatal Shootings



# Cleanliness



The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.

# Health

# Health

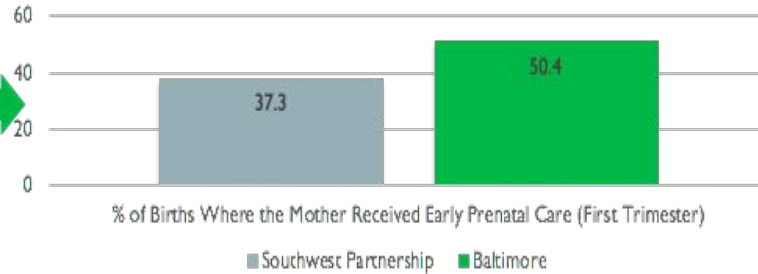
<b>Total Health Care</b>	1501 W Saratoga St, Baltimore, MD 21223
<b>Bon Secours Hospital: Emergency Room</b>	1558, 2000 W Baltimore St, Baltimore, MD 21223 <i>(Nearest hospital to Franklin Square)</i>

# Health (Continued)

Less Mothers are receiving Prenatal Care in the 1<sup>st</sup> Trimester



## Lack of Early Prenatal Care



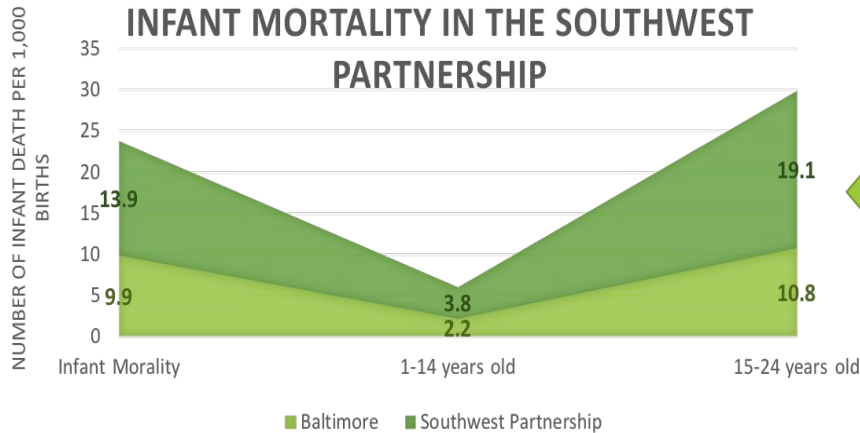
Southwest Partnership  
2012 - 51.1%  
2018 - 37.3% ↓

## Teen Pregnancy Rate per 1,000 Females (aged 15-19)

37.9



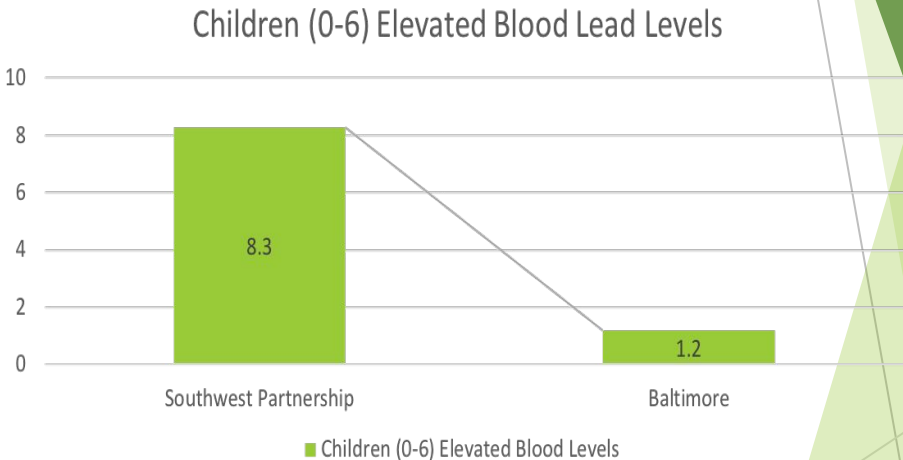
# Health (Continued)



More than **2X**  
the US average  
of 5.9 deaths per  
birth

# Health (Continued)

8X Higher than  
Baltimore



SOURCE: BALTIMORE NEIGHBORHOOD INDICATOR ALLIANCE- <https://bniajfi.org/community/Southwest%20Baltimore/>

# Education

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are arranged in a dynamic, layered composition that creates a sense of depth and movement, primarily concentrated on the right side of the frame.

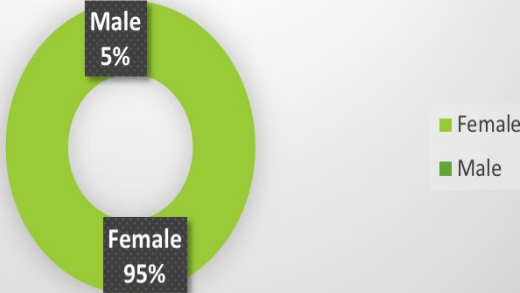
# Education

Franklin Square Elementary & Middle School #95	Elementary & Middle
Vivien T. Thomas Medical Arts Academy #412	High
Lockerman-Bundy Elementary	Elementary
Mary Ann Winterling Elementary School	Elementary
Children First of Baltimore	Early Education
Nina's Daycare	Early Education
Salvation Army	Early Education
Watoto Development Center	Early Education

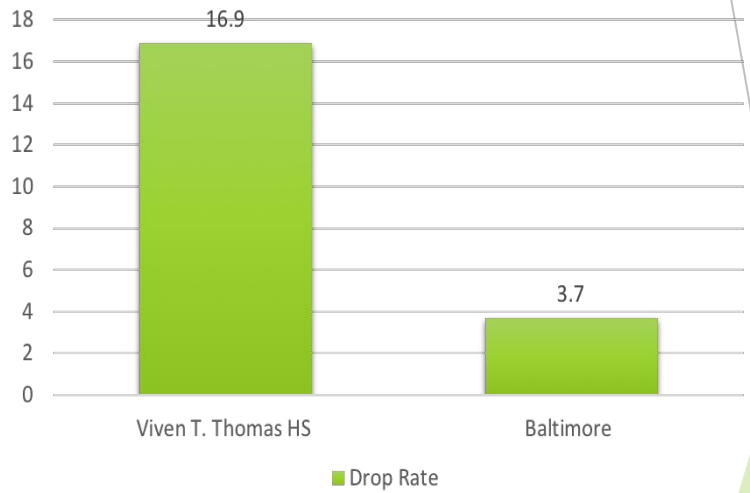
Note: Schools within the 21223 Zipcode.

# Education (Continued)

### Gender Enrollment at Vivien T. Thomas



### Drop Rate

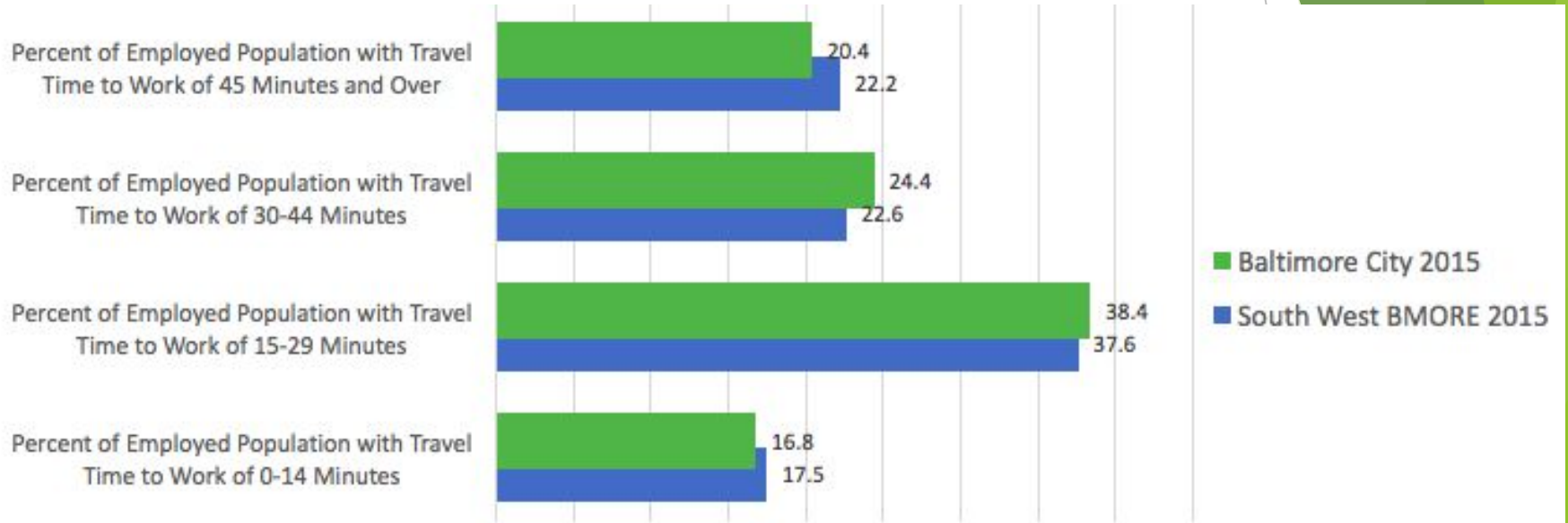


Drop Rate: The percentage of 9th through 12th graders who withdrew from public school out of all high school students in a school year. Withdraw codes are used as a proxy for dropping out of school based upon the expectation that withdrawn students are no longer receiving educational services. A dropout is defined as a student who, for any reason other than death, leaves school before graduation or the completion of a Maryland-approved education program and is not known to enroll in another school or State-approved program during a current school year

# Transportation

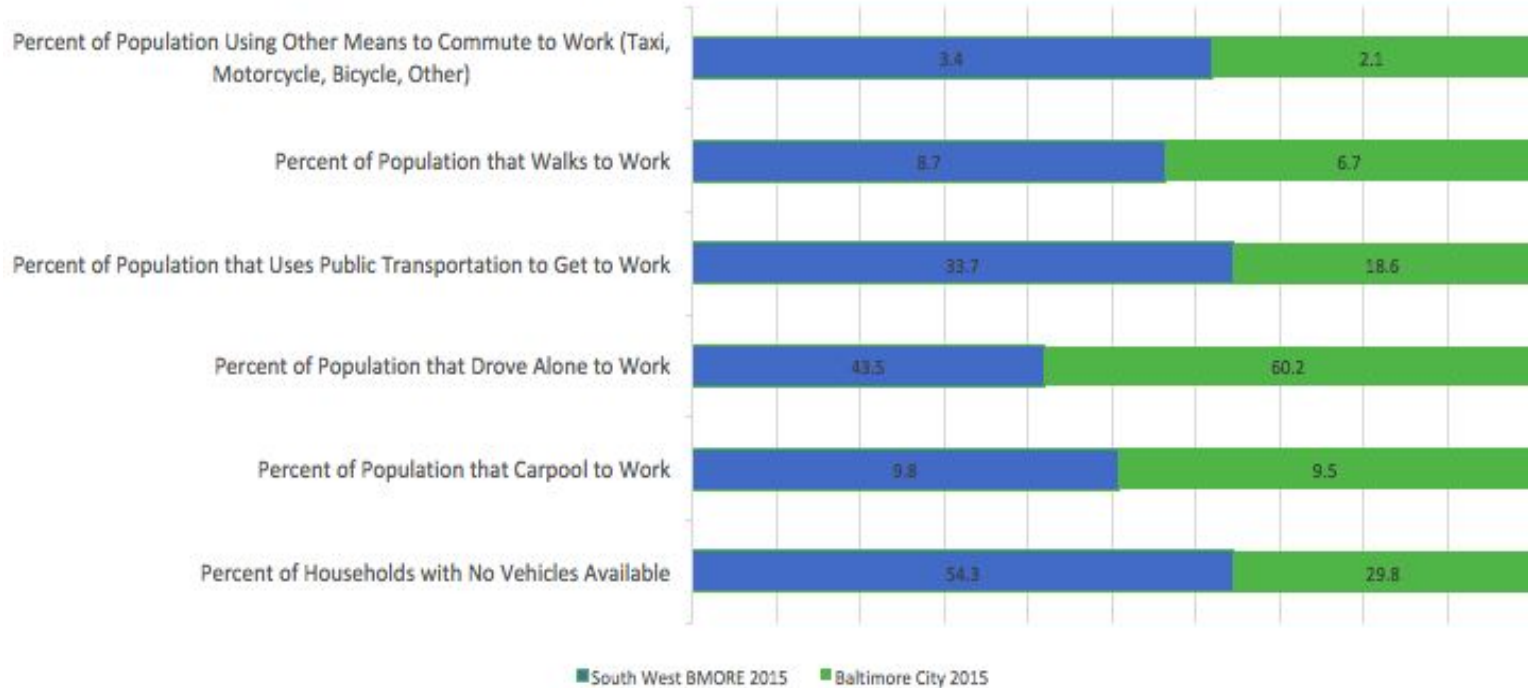
The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. A thin, light gray line also runs diagonally across the lower right portion of the image.

# Franklin Square: Transportation



Source: Baltimore Neighborhood Indicators Alliance: <https://bniajfi.org/community/Southwest%20Baltimore/>

# Franklin Square: Transportation



Source: Baltimore Neighborhood Indicators Alliance: <https://bniajfi.org/community/Southwest%20Baltimore/>



# Franklin Square: Bicycle Lanes



## Bicycle Lanes

### Main Routes



### Minor Routes



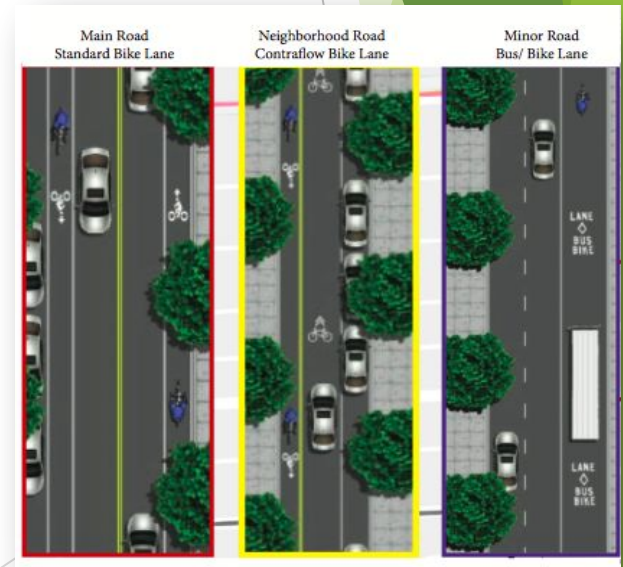
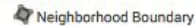
### Neighborhood Routes



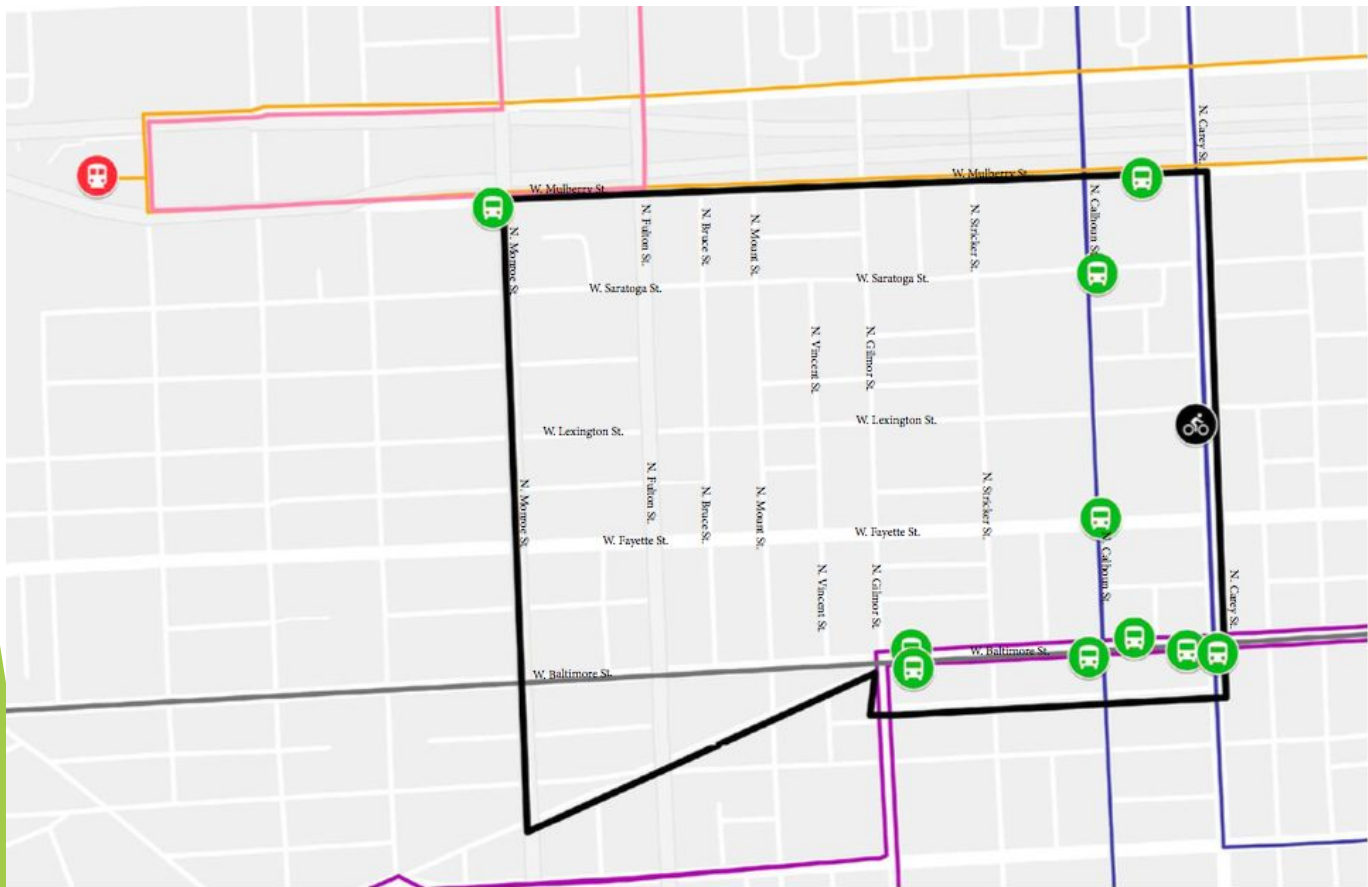
### Trails



### Franklin Square



# Franklin Square: Public Transportation



## Franklin Square Transportation Map

### CityLink Routes

-  CityLink Pink (PK)
-  CityLink Orange (OR)
-  CityLink Navy (NV)
-  CityLink Purple (PR)
-  Franklin Square

### Baltimore Bike Share Locations

-  Franklin Square

### LocalLink Routes

-  LocalLink 78

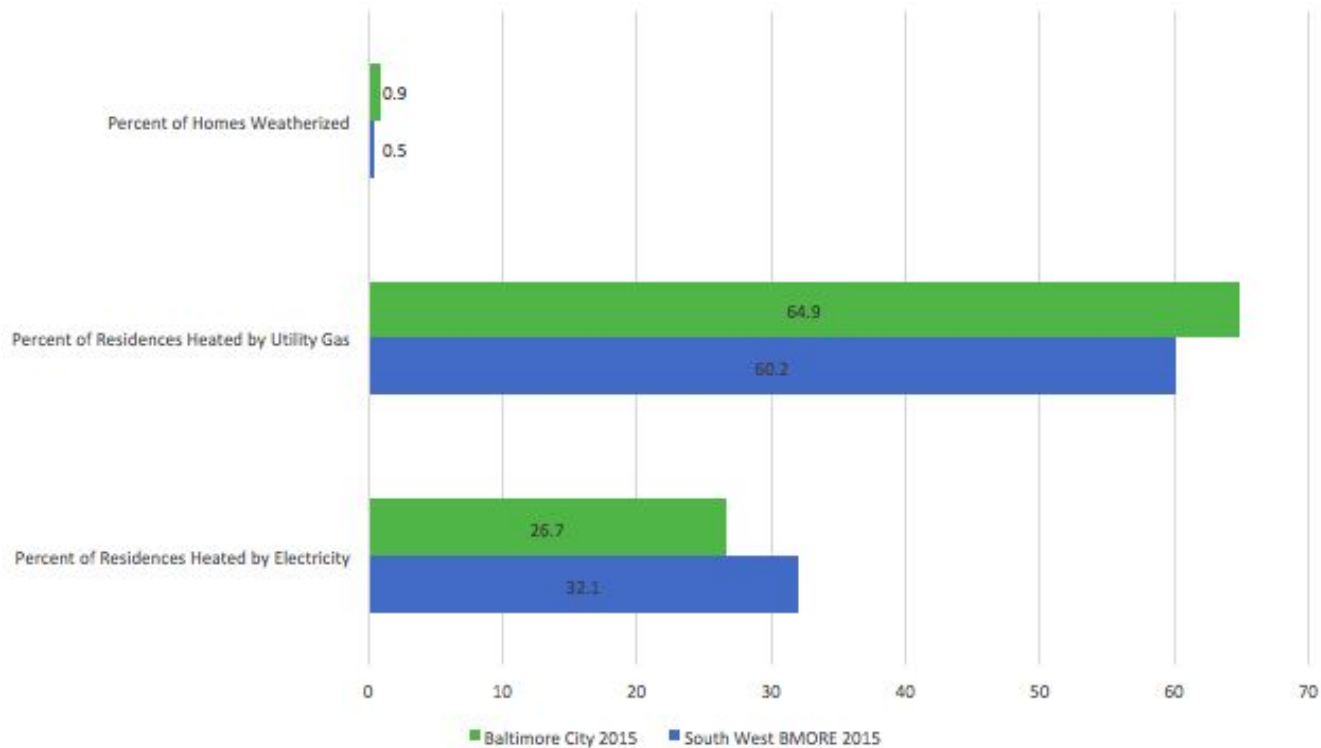
### Transportation Points

-  Bus Stop
-  West Baltimore MARC

# Infrastructure

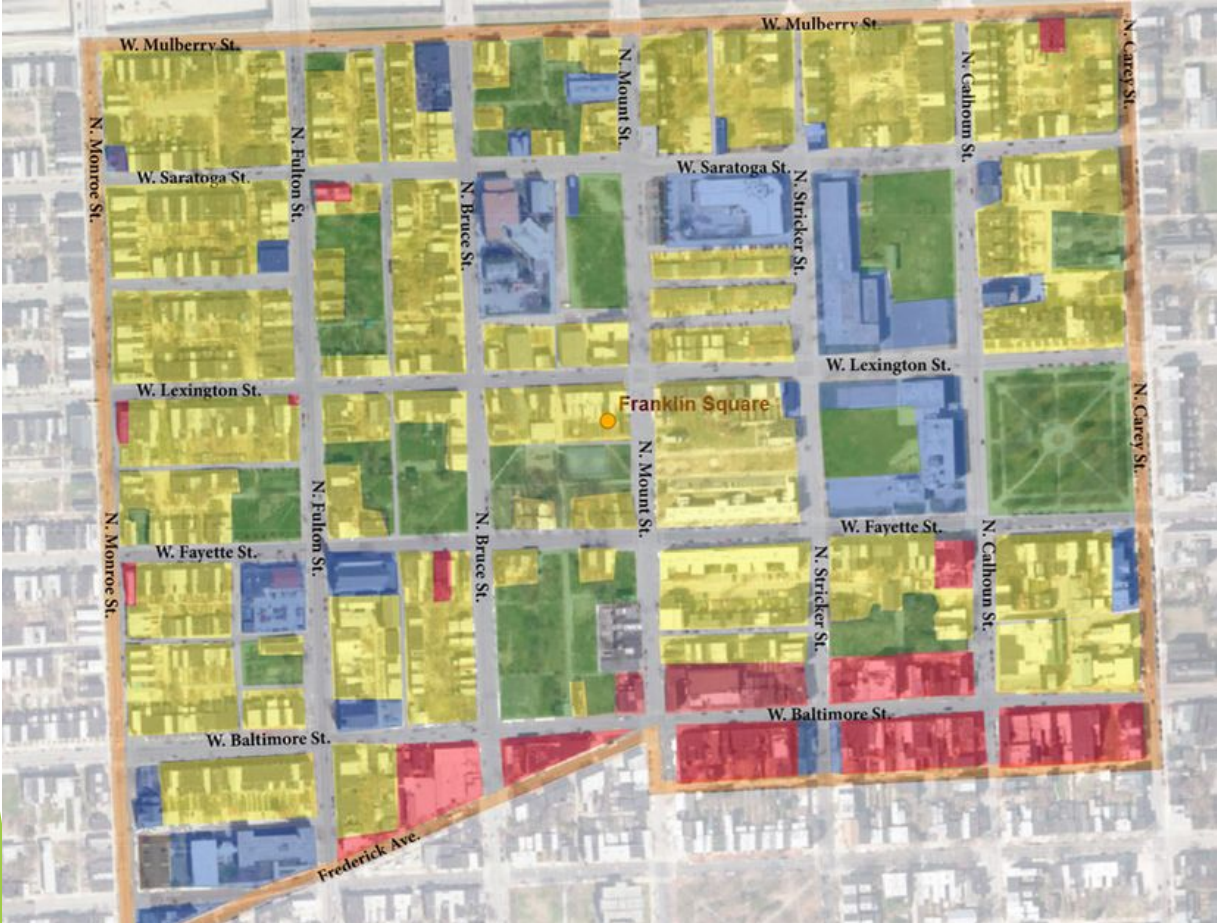
The background features a series of overlapping, semi-transparent green geometric shapes, primarily triangles and polygons, that create a dynamic, layered effect. The colors range from a light, pale green to a darker, more saturated forest green. The shapes are positioned primarily on the right side of the frame, with some extending towards the center, leaving the left side mostly white.

# Franklin Square: Infrastructure



Source: Baltimore Neighborhood Indicators Alliance: <https://bniajfi.org/community/Southwest%20Baltimore/>

# Franklin Square: Land Use Map



Key:

Land-Use Classification	Color
Residential	Yellow
Commercial	Red
Public Use	Blue
Travel or movement	Grey
Open Space/Parks	Green

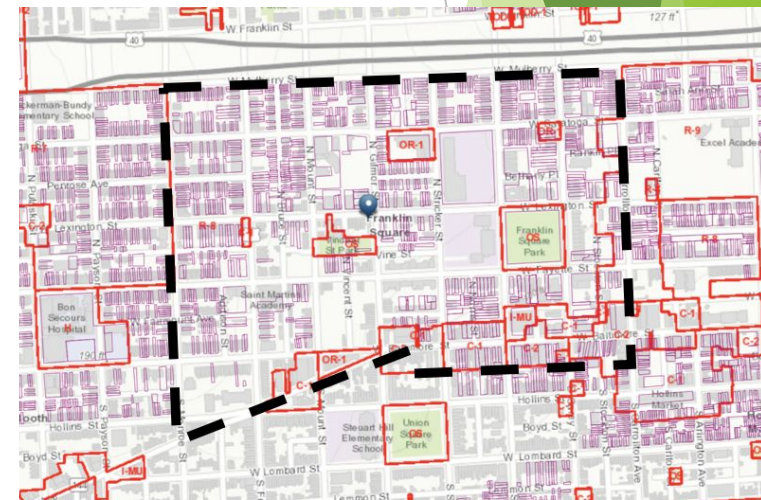
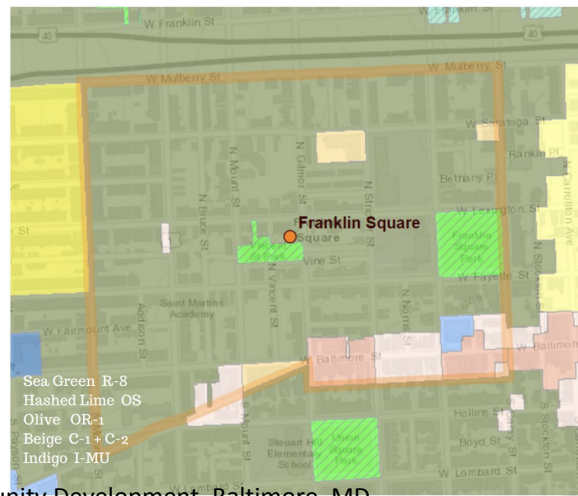
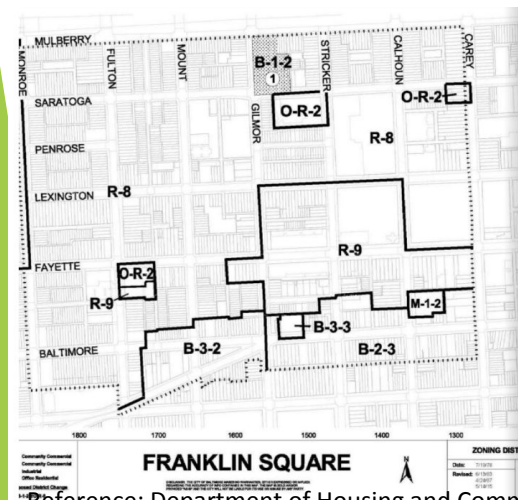
# Zoning

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. The word 'Zoning' is centered in a dark teal, bold, sans-serif font.



# Franklin Square: Zoning

- 1978 Urban Renewal Plan
- Urban Renewal plan >> land use and set standards in place for property acquisition, rehabilitation, land disposition, and community review.
- Today's zoning is keeping in spirit with the 1978 zoning with few changes aside from increased residential zones.
- Residential (R8), Open Space (Franklin Square Park and Vincent Street Park ), Mixed-Use Office and Residential( OR1),Commercial (C1-C2) and Industrial Mixed-Use (IMU)

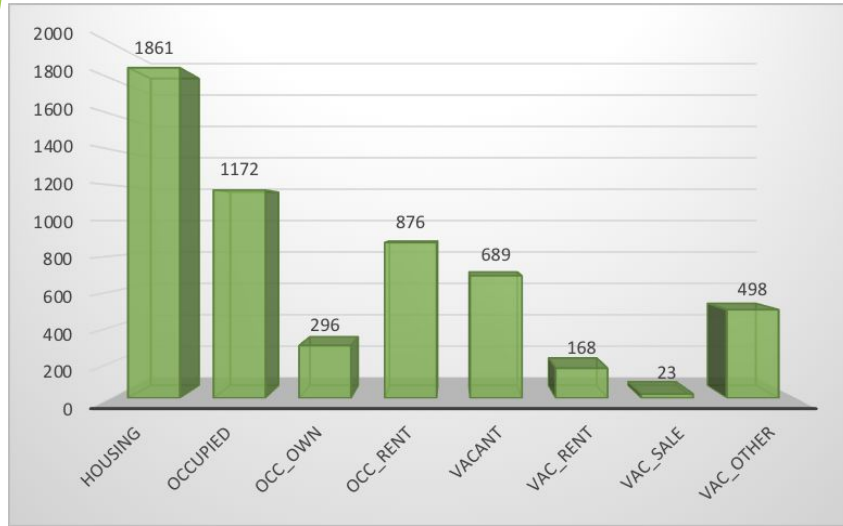


# Housing

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are arranged in a dynamic, layered composition that creates a sense of depth and movement, primarily concentrated on the right side of the frame.



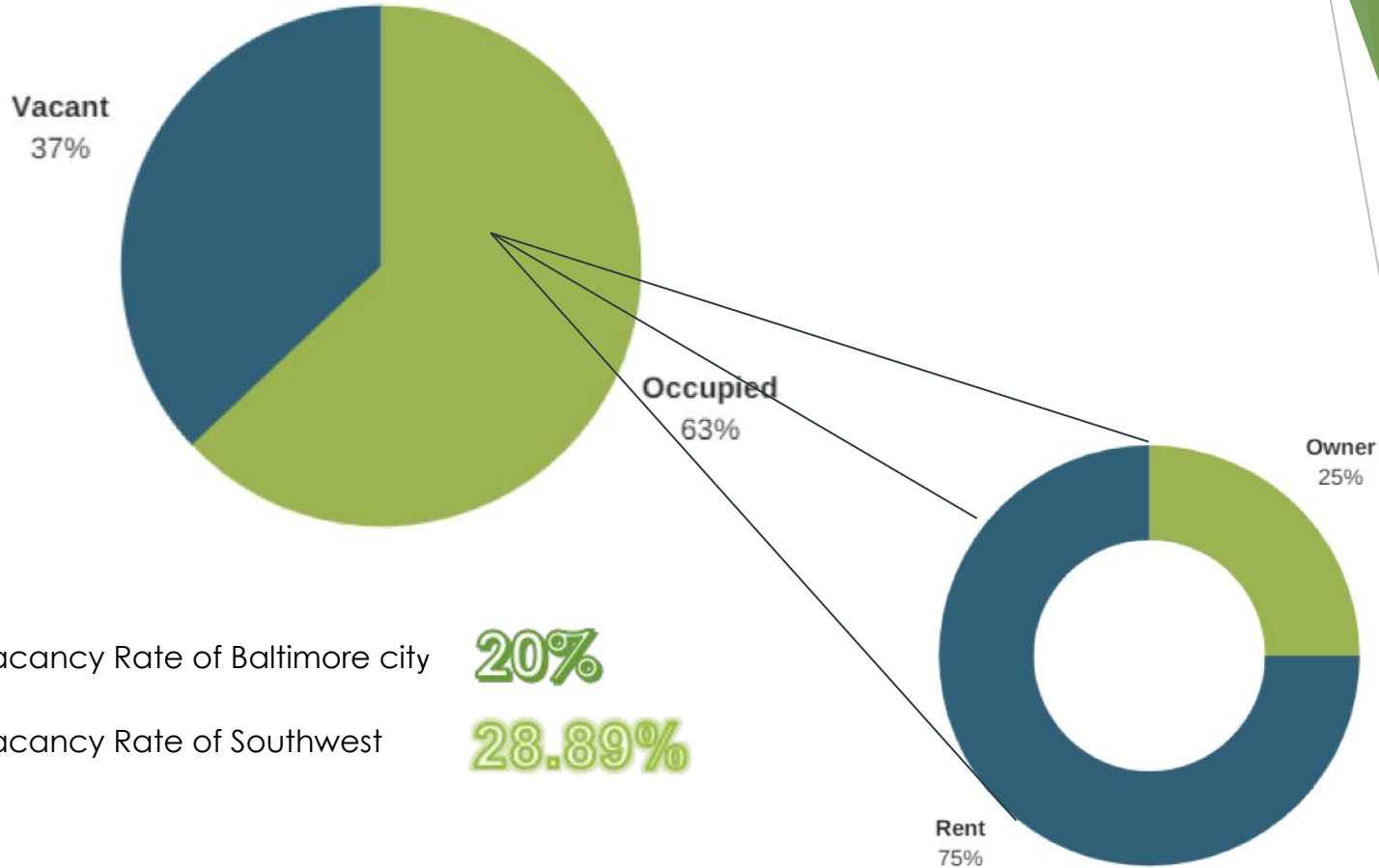
# Franklin Square: Housing Typology



2010 US census >> total number of housing in Franklin square is 1861 among which 1172 are occupied and 689 are vacant.

Among the occupied house 75% were rented where as 25% were only used by the genuine owner.

# Franklin Square: Housing



Vacancy Rate of Baltimore city

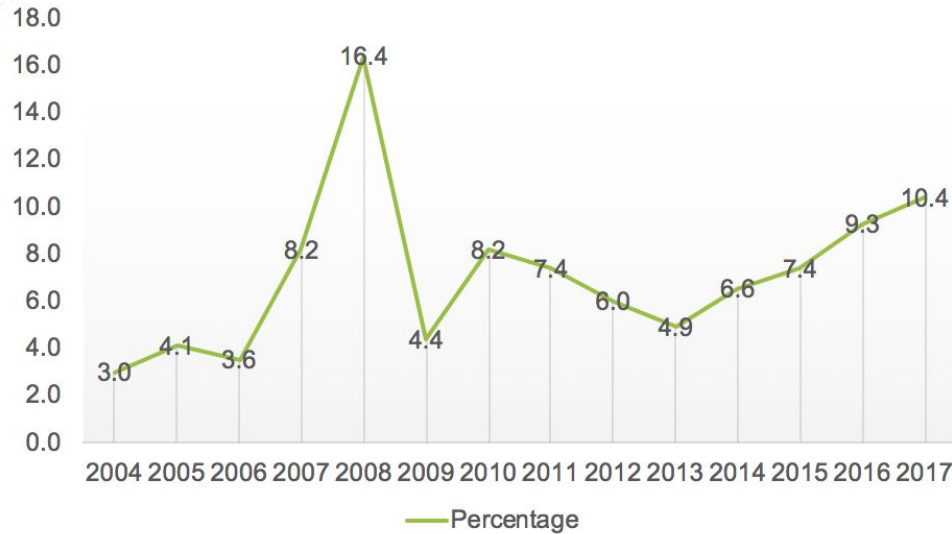
**20%**

Vacancy Rate of Southwest

**28.89%**

# Franklin Square: Housing

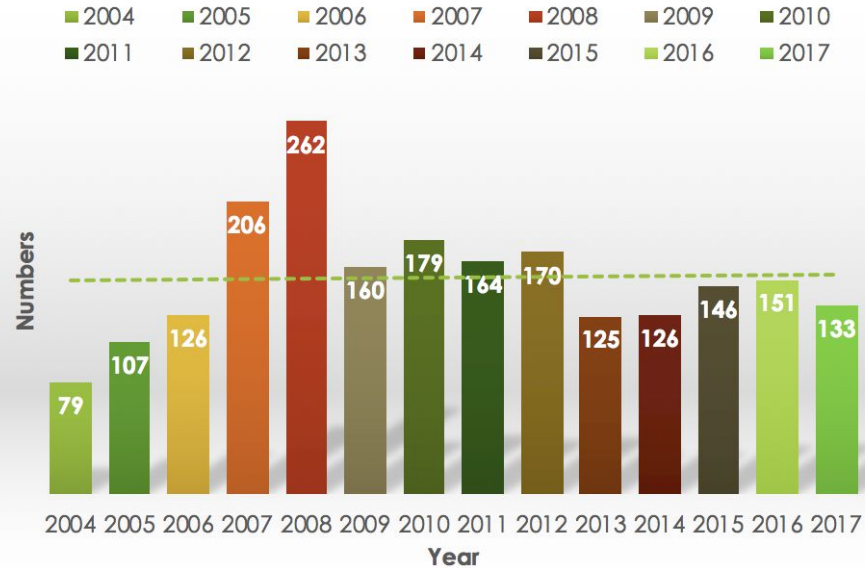
## Vacancy By year



**Avg. 152**

Source: Open Baltimore

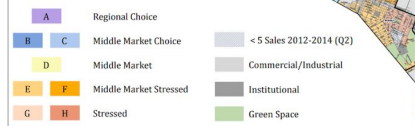
## Housing permit provided by Year



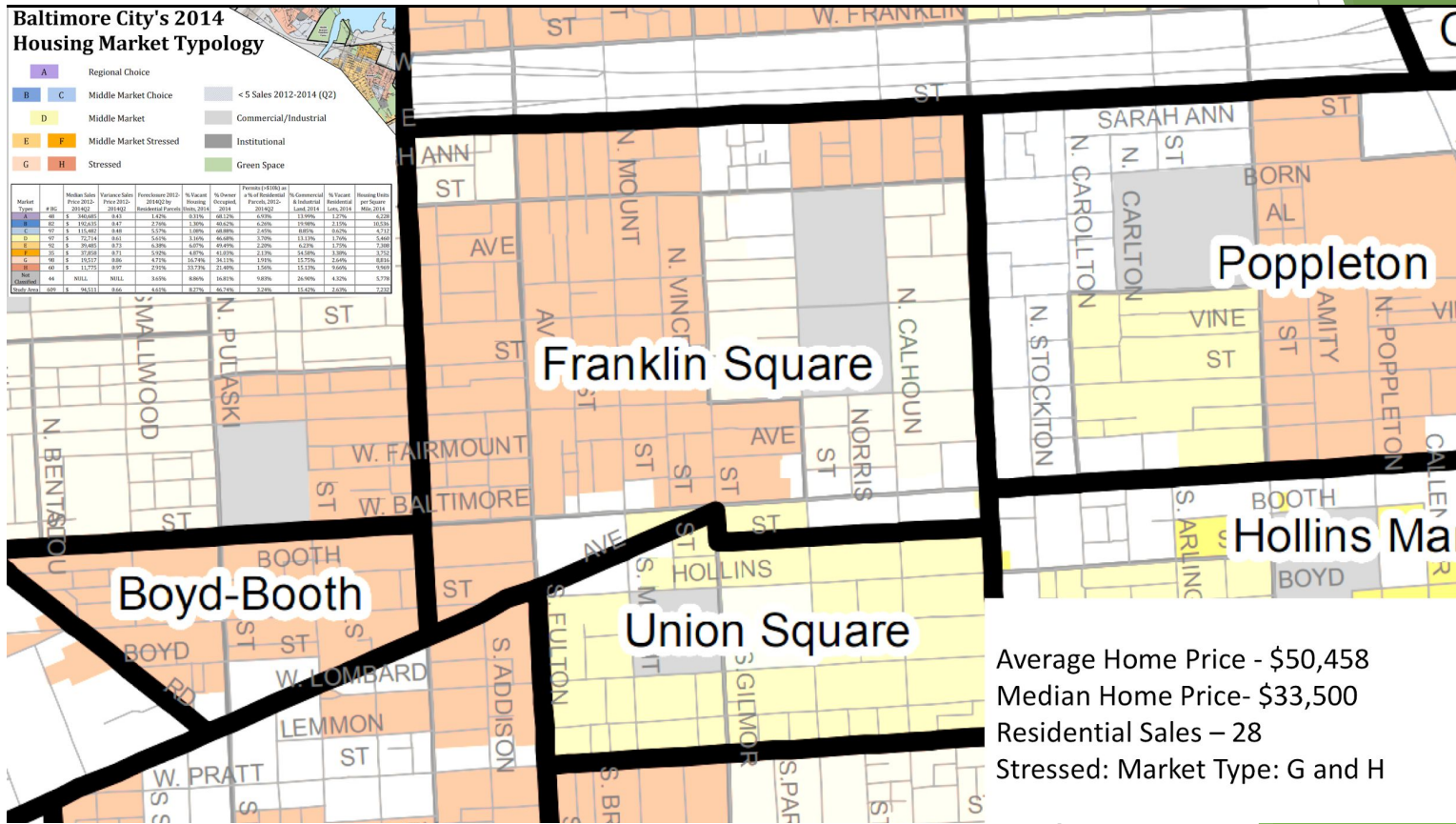
Neighbourhood Strength is often measured by Housing Occupancy and Home Values....

# Franklin Square: Housing

**Baltimore City's 2014 Housing Market Typology**



Market Type	# of Units	Median Sales Price 2012	Median Sales Price 2014	Variance %	Forecast 2012-2014 by Qtr	% Vacant	% Vacant Occupied	Percent (± 0.0%) in		% Vacant	Housing Units per Square Mile
								2012-2014	2014		
A	41	\$24,000	\$14,000	42%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
B	82	\$20,000	\$14,000	30%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
C	10	\$14,000	\$14,000	0%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
D	97	\$12,234	\$14,000	14%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
E	1	\$4,000	\$14,000	250%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
F	20	\$7,859	\$14,000	78%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
G	60	\$11,117	\$14,000	26%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
H	60	\$11,775	\$14,000	17%	100%	0.0%	0.0%	0.0%	0.0%	0.0%	1.00
<b>Total</b>	<b>441</b>	<b>\$14,111</b>	<b>\$14,000</b>	<b>0%</b>	<b>100%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.00</b>



Average Home Price - \$50,458  
 Median Home Price - \$33,500  
 Residential Sales – 28  
 Stressed: Market Type: G and H

# Open Space

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.

# Franklin Square Park

Franklin Square Park is a 2.9 acre (square block) public space, which serves as the focal point of the Franklin Square community and provides an inviting open space in the midst of a heavily dense residential area. The park is surrounded by elaborate row homes, accompanied by two school buildings.



CITY PARKS - BALTIMORE	
Franklin Square Park 2.9 acres	
Access By Age	Access By Income
Age Group	People Served
Total People	10,106
19 & under	2,584
20 - 64	6,370
65 & over	1,155

CITY PARKS - BALTIMORE	
Franklin Square Park 2.9 acres	
Access By Age	Access By Income
Household Income	People Served
Total Households	4,041
Low Income	2,272
Medium Income	555
High Income	1,213



# Vincent Street Park

1 acre, Outdoor Basketball Court, community gardens



# Sunflower Village Community Garden



2012 abandoned lot on Carey Street was adopted and cleaning/greening began.

The Franklin Square Community Association, The Salvation Army Boys and Girls Club, and the St. Luke's Church together with their art partners, Civic Works and the CAN Collective they created a Sunflower Village.



The art installation includes extensive gardens, two mirror-mosaic murals, banners and flags, and an archway entrance.

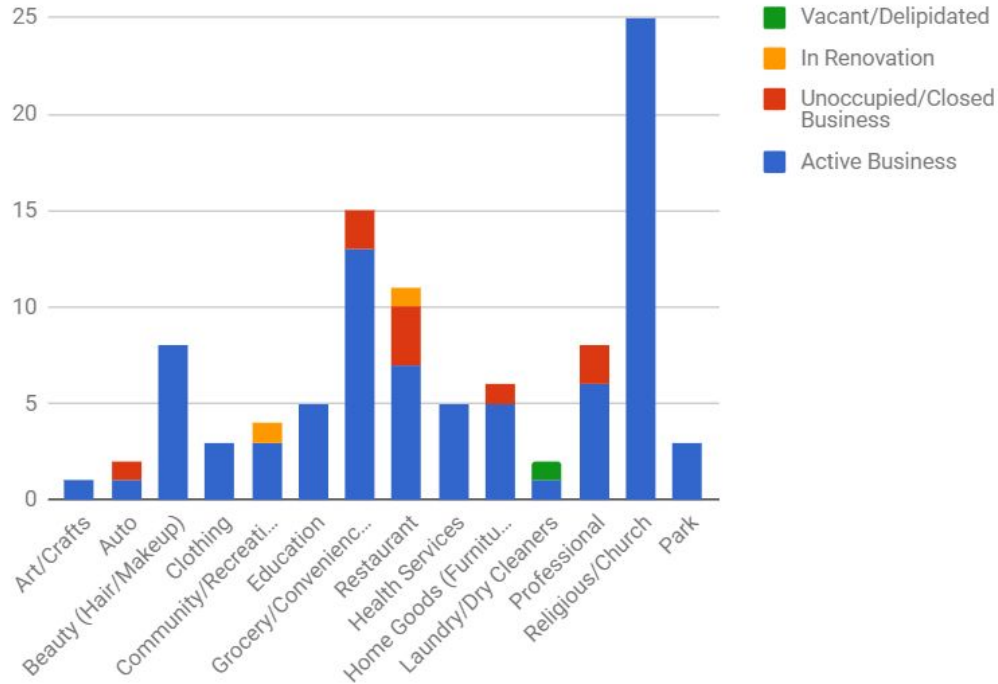


# **Economic Development**

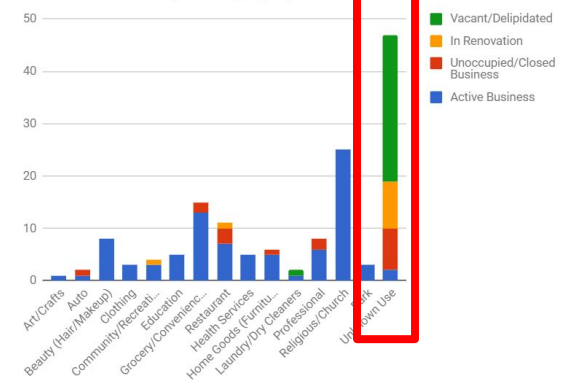
The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. The text is centered on a white background.

# Business Inventory

Business Directory (excluding Unknown Uses)

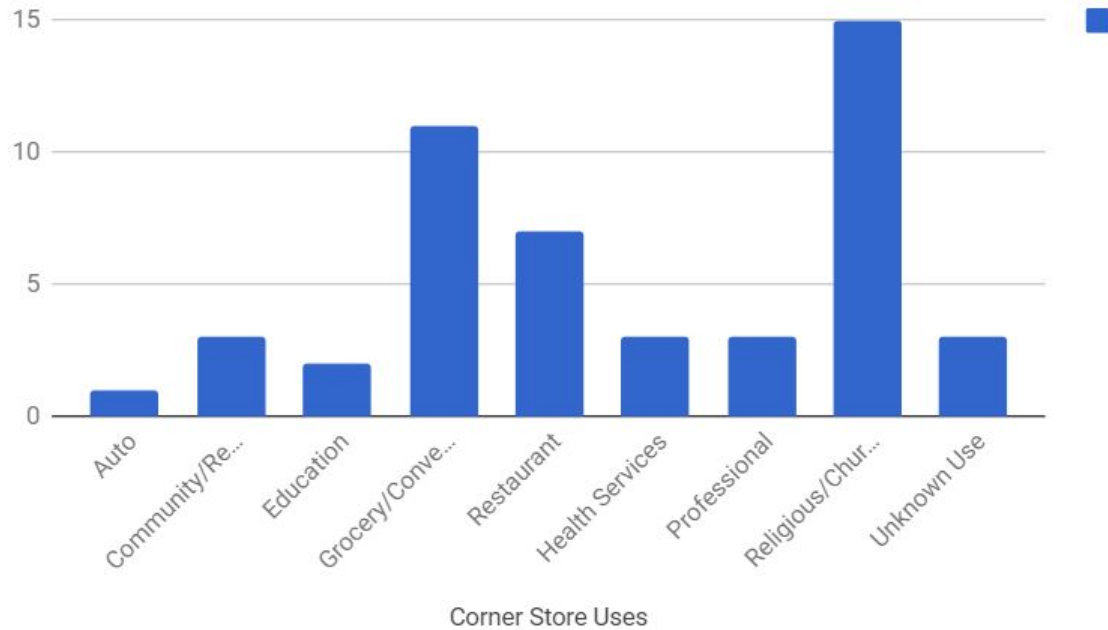


Business Directory, Category by Status



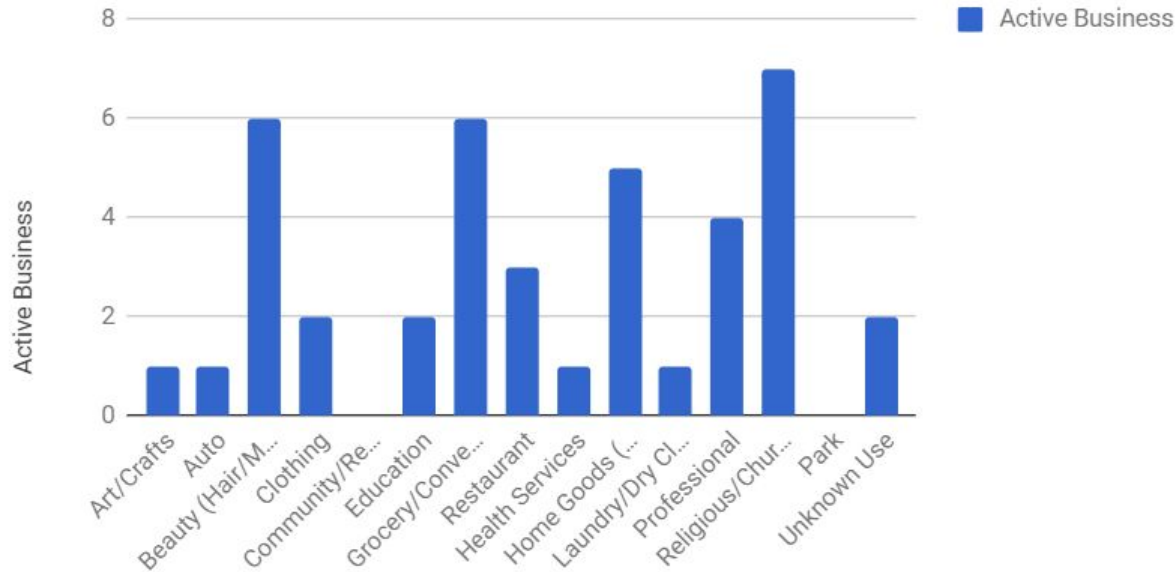
# Business Inventory

Corner Store Uses



# Business Inventory

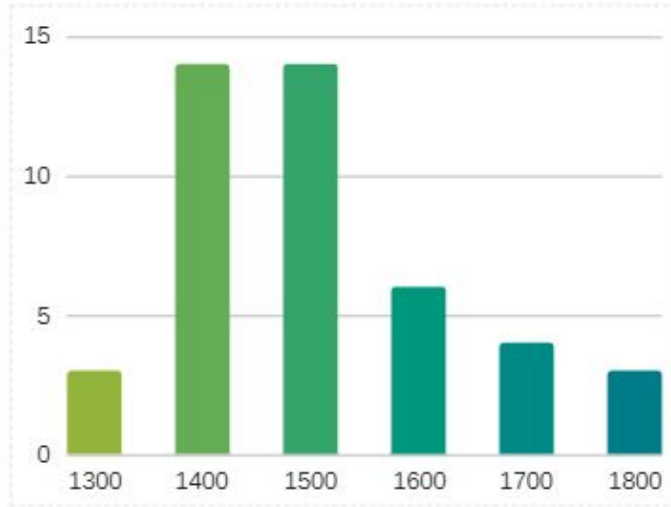
Baltimore St Active Businesses



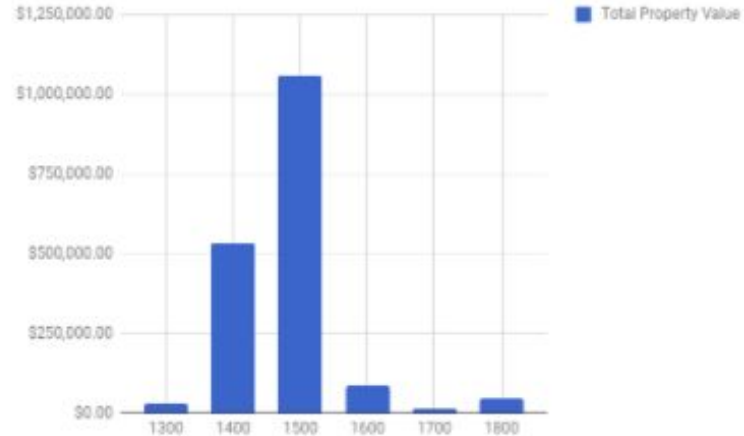
On BALTIMORE ST.

# Business Inventory: Baltimore St.

## Vacant Properties Per Block



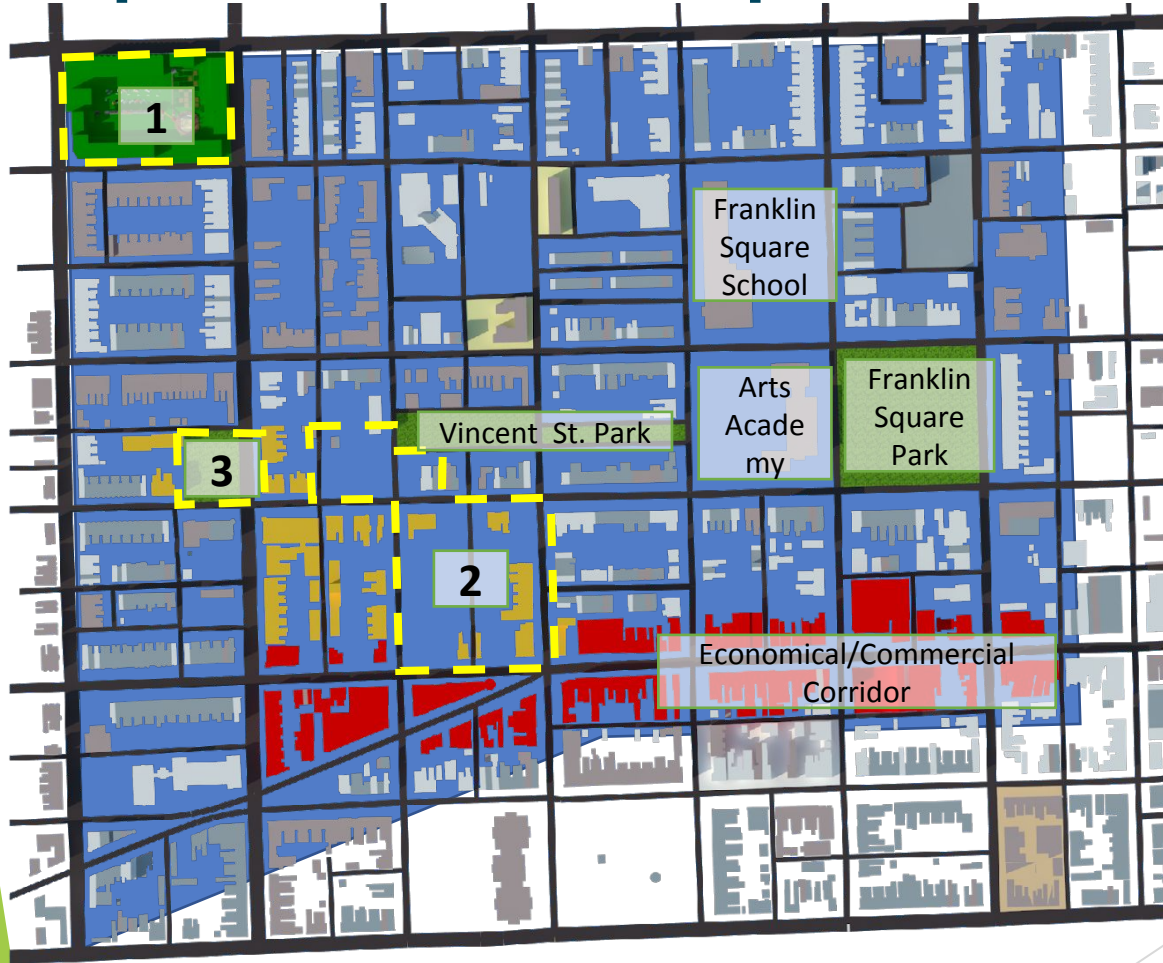
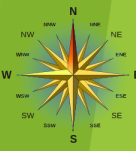
## Vacant Property Value Per Block



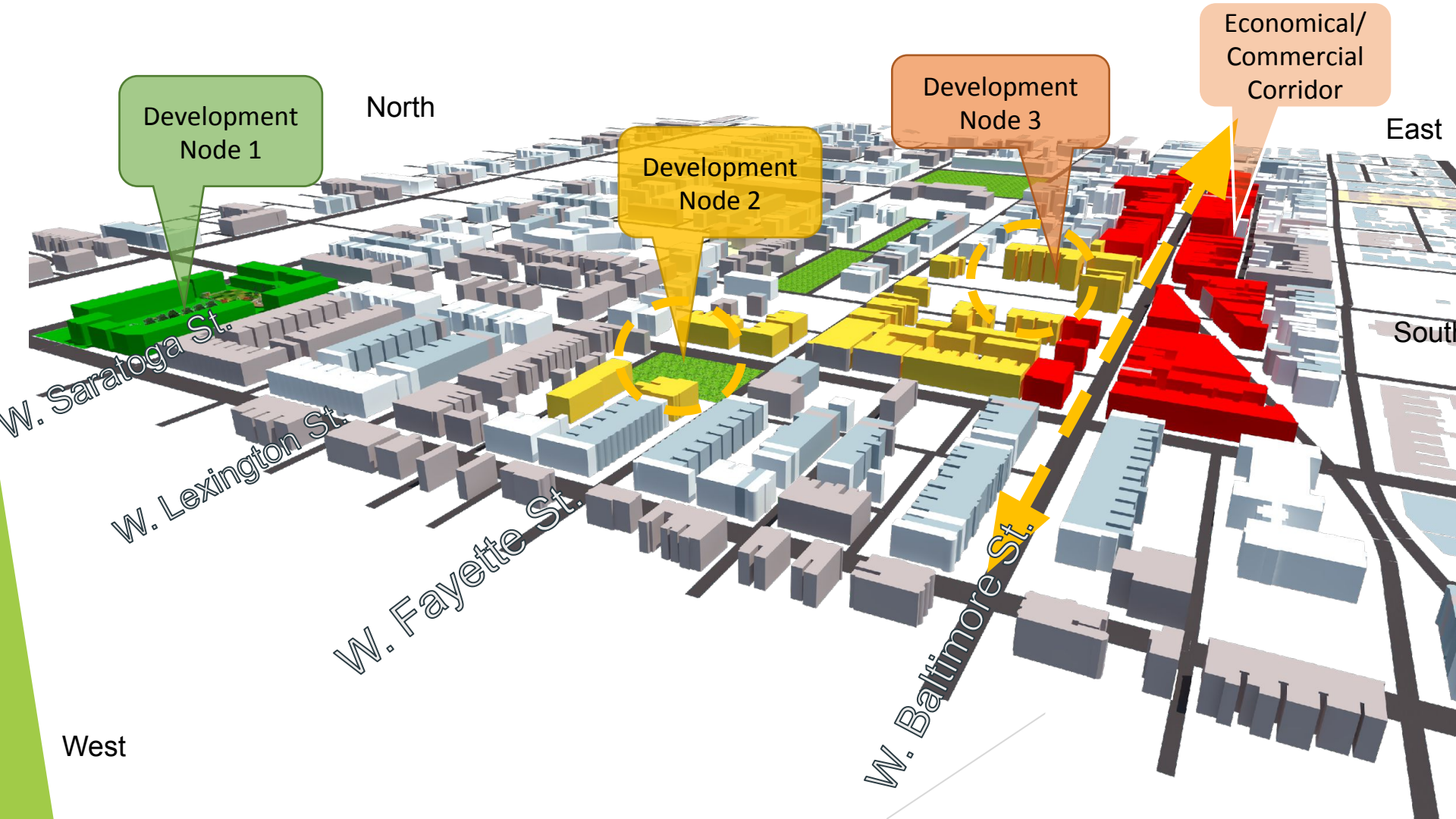
# Development Opportunities



# Proposed Redevelopment Nodes



1. Celebration Church alley lot (Sarah Ann St)
2. CORE Demolition Site along N. Vincent St (1600 W Baltimore-Fayette st.)
3. Community Garden opposite Bon Secours Community Works + Community Center/former St. Martin



Development Node 1

North

Development Node 2

Development Node 3

Economic/  
Commercial  
Corridor

East

South

W. Saratoga St.

W. Lexington St.

W. Fayette St.

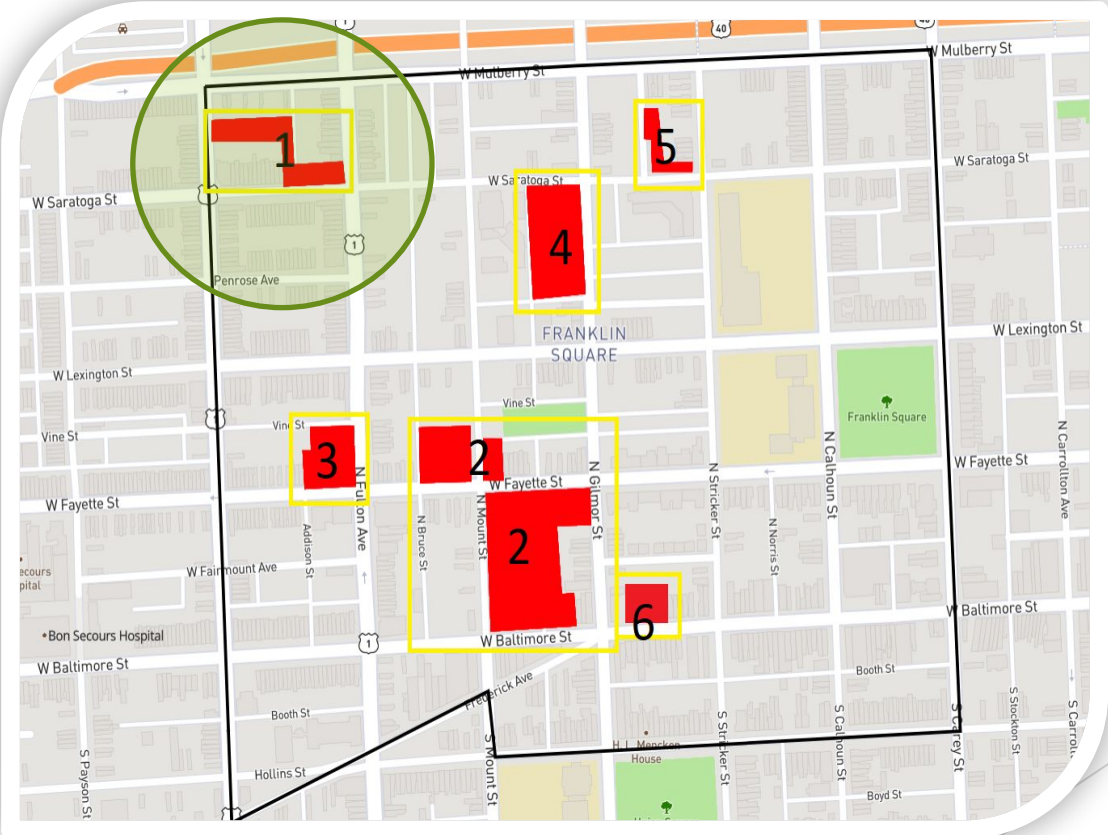
W. Baltimore St.

West



# Development Node 1

# Celebration Church alley Lot (Sarah Ann St.)

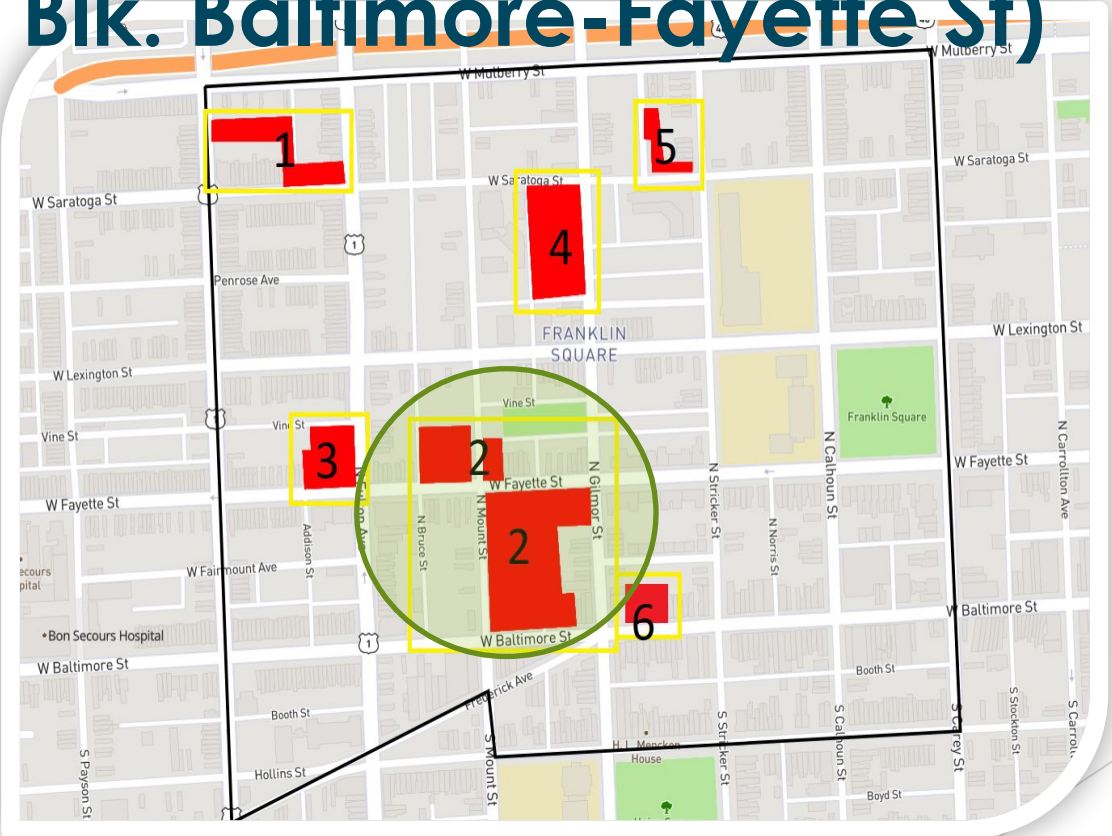


# Celebration Church alley Lot



# Development Node 2

# N. Vincent St. (Proposed Park) (1600 Blk. Baltimore-Fayette St)



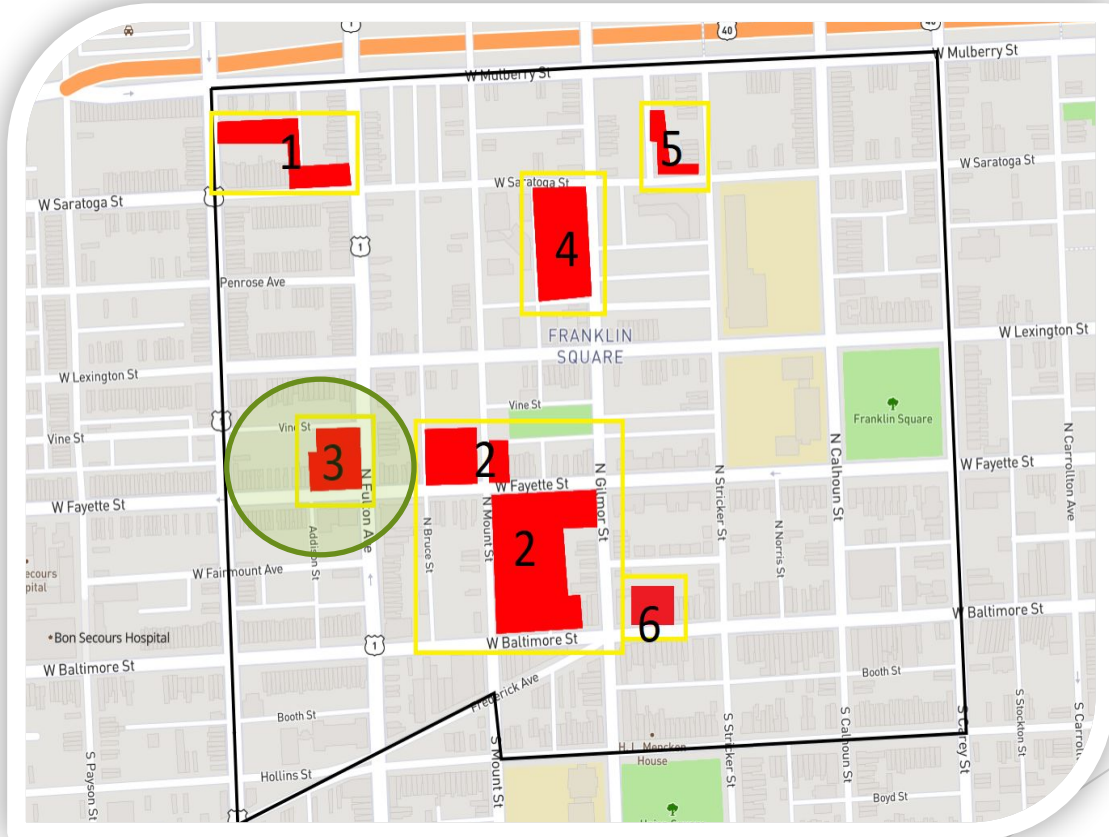


# CORE Demolition Site along N. Vincent St. (1600 Blk. Baltimore-Fayette St) – Proposed Park



# Development Node 3

# N. Fulton & W. Fayette (Garden)





# Community Garden opposite Bon Secours Community Works + Community Center/former St. Martins



# 1. Lot behind Celebration Church- Sarah Ann St

Current use	What can we create....	Source of funding
<ul style="list-style-type: none"> <li>● Vacant empty space</li> <li>● Not properly used</li> </ul>	<ul style="list-style-type: none"> <li>● Church wants to make park/Community area</li> <li>● Private parking lots for Church and other various occasion</li> <li>● “Mixed Green” Flex Space</li> <li>● Multipurpose uses or Playground</li> </ul>	<p>HCH funds &gt;&gt; preparation of sites  <a href="http://dnr.maryland.gov/land/Pages/ProgramOpenSpace/cpp.a.spx">http://dnr.maryland.gov/land/Pages/ProgramOpenSpace/cpp.a.spx</a></p>
	<p><b>A. Community Managed Open spaces</b> : Passive recreation, community gathering, public art and growing fruits, vegetables or flowers &gt;&gt; use vacant land</p> <p><b>B. Green parking:</b> provides residents, churches and businesses with additional parking for neighborhoods &gt;&gt; Use of permeable paving and reinforced turf</p> <p><b>C. Neighborhood parks:</b> Sustainability Plan seeks “every citizen [to live] within a quarters-mile walking distance from park”</p> <p><b>D. Urban Agriculture:</b> Goals of Baltimore Sustainability Plan &gt;&gt; Baltimore as a leader in sustainable, local food systems &gt;&gt; Educational opportunity for youth</p>	<ul style="list-style-type: none"> <li>● Urban agriculture include the</li> <li>● Abell Foundation</li> <li>● United Way</li> <li>● PNC Bank</li> <li>● Others sources (TBD)</li> </ul>

# Lot behind Celebration Church- Sarah Ann St

- Can be perspective in terms of Development Opportunity
- Parking area : 10% to 12%





# Lot behind Celebration Church- Sarah Ann St



Food Garden



Children Play Area



Family Park/O.S



Seating Area



Bicycle Parking



Green Parking



Green parking



# Present Day







Opportunities...





Opportunities...



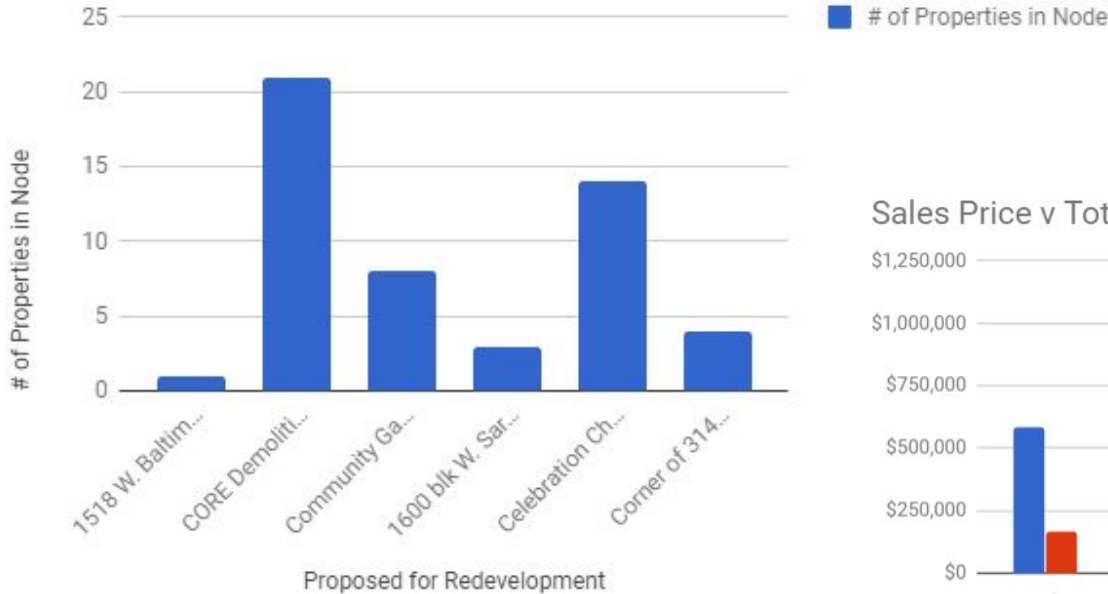


Opportunities...

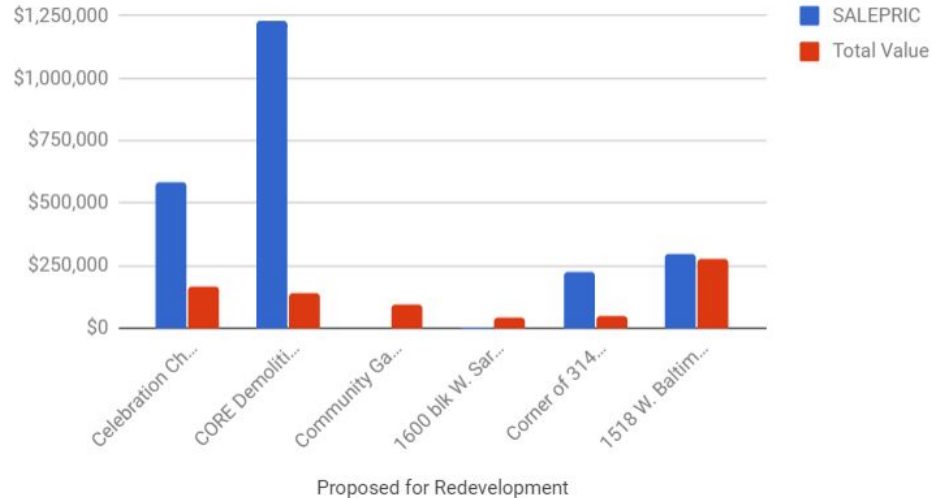


# Proposed Redevelopment Nodes

## # of Properties in Node vs. Proposed for Redevelopment



## Sales Price v Total Value



# Goals & Strategies

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are arranged in a dynamic, layered pattern that creates a sense of depth and movement, primarily concentrated on the right side of the frame.

Vision



# Goals & Strategies

**Goal:** Rebrand Franklin Square as a thriving, and attractive area by creating a pedestrian-first neighborhood

Short-Term Strategies:	Long-Term Strategies:
<p><b>1.1</b> Win in Life CDC will coordinate the revitalization of Franklin Square by initiating quarterly campaigns that focus on improving the safety of local pedestrians at all “walks of life”:</p> <ul style="list-style-type: none"><li>• <b>Speed reduction campaign:</b> Create campaign material, such a pledge cards, stickers for pace cars, or large poster for vacant lots to spread awareness about the importance of safe driving.</li><li>• <b>Neighborhood Improvement Campaign:</b> Become a Member Organization of the Baltimore Toolbank</li><li>• <b>Wayfinding Signs:</b> Create and strategically place wayfinding signs along major corridors to direct pedestrians to community assets, such as Franklin Square Park, Sunflower Village and West Baltimore MARC Station</li></ul>	<p><b>1.2</b> Unify, rebrand, and promote FSCA and CDC messaging in order to fund activities that will appeal to spillover residents and businesses that will advocate for the following: .</p> <ul style="list-style-type: none"><li>• <b>Traffic enforcement</b> such as red light cameras or speed enforcement cameras to encourage drivers to drive at safe speeds</li><li>• <b>Streetscaping and Beautification campaign</b> along major intersections to improve pedestrian sightlines, crosswalks and promote revised branding</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Baltimore Community Foundation Mobilization Grant</b> \$1K-5K Grant to activate residents and foster connections with schools</li><li>• <b>Neighborhood Design Center</b> selects specific sites each year to develop a site design. Pair with a “Build It With KaBOOM!” Playground \$15K Grant</li><li>• <b>Beautification and Consultation:</b> Residents can mitigate nuisance lots via the Community Law Center. DIY resident improvement via the non-profit Baltimore Community ToolBank</li></ul>	



# Goals & Strategies

**Goal:** Decrease the amount of trash that is visible throughout the neighborhood

Short-Term Strategies:	Long-Term Strategies:
<p><b>1.3</b> Create multiple clean-up initiatives to help promote a clean and safe environment by obtaining the interest of local community association(s) and volunteer organizations (such as 6th branch) to assist in reoccurring clean up initiatives</p> <ul style="list-style-type: none"><li>• <b>Monthly Clean Up:</b> Community Association responsible for hosting monthly clean up initiatives that rotates to various parts of Franklin Square</li><li>• <b>Mayor's Day Fall and Spring Clean up:</b> : Twice a year, the Mayor hosts clean ups. Call 311 in order to sign up and dumpsters will be made available</li><li>• <b>Day of Service:</b> Throughout the year, a neighborhood association can request dumpsters 4 times.</li></ul>	<p><b>1.4</b> Create the "Clean the Streets" Project to help residents obtain trash cans.</p> <ul style="list-style-type: none"><li>• <b>Door to Door:</b> During community meeting times at least twice a year, go door to door to inform residents of the process to sign up for municipal trash cans if they do not have one. Help them sign up to obtain one (process can take 2-5 weeks).</li><li>• <b>Neighborhood Trash Site:</b> Begin to advocate for at least 1 local dumpster to be allowed to help alleviate trash build up.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Department of Public Works' Bureau of Solid Waste:</b> Can provide bags and containers for community clean up</li><li>• <b>Keep Maryland Beautiful Grant Program:</b> Clean Up &amp; Green Up Maryland Grants of up to \$5,000 are awarded to local groups and nonprofit organizations to develop community-based leadership and volunteer-based activities to eliminate litter and implement beautification and greening initiatives.</li><li>• <b>6<sup>th</sup> Branch:</b> Volunteer organization that can assist with community clean up</li></ul>	



# Goals & Strategies

**Goal:** Strategically enact sustainable Community Gardens and Urban Farms on vacant lots within the community

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>1.5</b> Partner with local non-profit organizations that provide educational assistance on how to adopt and transform vacant space.</p> <ul style="list-style-type: none"><li>• <b>Park and People:</b> Partner with Parks and People to transform vacant lots and unused space into viable gathering spaces.</li></ul>	<p><b>1.6</b> Create a sustainability plan to help address beautification and maintenance in conjunction with local government officials.</p> <ul style="list-style-type: none"><li>• <b>Neighborhood Meetings:</b> Utilize neighborhood meetings to garner input from residents on spaces that can be utilized</li><li>• <b>Advocate:</b> to location congress person to identify someone that can create a sustainability plan for Franklin Square that will be in line with city goals.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Parks and People</b></li><li>• <b>Baltimore City Adopt-A-Lot</b></li><li>• <b>Abell Foundation</b></li></ul> <p><i>See Vacant Lots Goal.</i></p>	



# Goals & Strategies

**Goal:** Begin to participate in the Baltimore Main Street Program

## Short-Term Strategies:

**2.1** Win In Life CDC to expand its service area to apply for and receive focused support as a designated Main Street from the City of Baltimore + Baltimore Development Corporation (BDC). This will allow the CDC to optimize Baltimore St. with the goals of Southwest Partnership (SWP).

- **Business Inventory:** Create business inventory to depict current businesses and types
- **Public Property Database:** Create database to quickly assess market data
- **Small Business support:** Assist small businesses seeking loans and consultations

## Long-Term Strategies:

**2.2** Create a regular grants' submittals calendar focused on facade improvement for both residential and commercial properties

- **Monitor Development:** Monitor an overall development plan for Franklin Square, Union Square, CenterWest/Poppleton, and Hollins Market.
- **Land Bank:** Establish a land bank to discourage speculators and manage investment.
- **Lobby** Home Furnishing and Urban Garden retailers or suppliers to tenant 1300-1500 blks of Baltimore St. and pursue additional desired uses
- **Plan for future Parking Needs:** As with each of the above as well as for the 1600 Block of Baltimore St. for the Vincent St Park, mitigate for expected density.

## Funding Sources & Partnerships:

**Facade and Financing:** CHAP, FIG, BDC Micro Loan Fund and Revolving Loan Fund, Enterprise Development Group, Baltimore Business Lending,

**Free Business Consultations:** See *Local Banking Partner Goal*, Refer year-round by Small Business Resource Center, SCORE, Maryland PTAP





# Goals & Strategies

**Goal:** Obtain a local banking partner and/or lender to Franklin Square

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>2.3</b> Understand the current banking and ATMs that are accessible to Franklin Square residents</p> <ul style="list-style-type: none"><li>• <b>Bank/ATM Mapping:</b> Create a map of current banks and lenders alongside ATMs</li><li>• <b>Increase access to lending</b> and establish trust for banking institutions. Review 'giving-back' relationships will return in higher levels of reinvestment (new mortgages, easier access to lending institutions to diversify options beyond third-party check cashing and EFT establishments).</li></ul>	<p><b>2.4</b> Lobby local lenders to create a Community Benefits Plan based on their current portfolio of interests (Mortgage, low-interest small business loans, foundation checking accounts, school bank, financial literacy workshops).</p> <ul style="list-style-type: none"><li>• <b>Target properties</b> most likely for future re-use for branch locations or for a financial assistance center. Actively seek a new bank branch location along the 1300 - 1500 block of Baltimore St.</li><li>• <b>Ownership:</b> Assist business owners who lease to purchase the property.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
PNC Bank, State Employees Credit Union, Maryland Employees Credit Union, and local SWP banks: HarborBank, CapitalOne	



# Goals & Strategies

**Goal:** Increase community engagement and participation from residents of Franklin Square through effective event programming and the utilization of unused public spaces

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>2.5</b> Use current community partner assets as marketing tools.</p> <ul style="list-style-type: none"><li>• <b>Community Calendar:</b> Unify Win in Life and FSCA messaging and websites. Create a community Calendar for yearly/seasonal events on Facebook and maintain a strong social media presence via a online discussion group. This will complement FSCA monthly meetings.</li><li>• <b>Leverage the visibility of small business owners</b> to help promote important community information</li></ul>	<p><b>2.6</b> Lobby local lenders to create a Community Benefits Plan based on their current portfolio of interests (Mortgage, low-interest small business loans, foundation checking accounts, school bank, financial literacy workshops).</p> <ul style="list-style-type: none"><li>• <b>Target properties</b> most likely for future re-use for branch locations or for a financial assistance center. Actively seek a new bank branch location along the 1300 - 1500 block of Baltimore St.</li><li>• <b>Ownership:</b> Assist business owners who lease to purchase the property.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<p><b>Abell Foundation Small Grant:</b> \$5K or less</p> <p><b>SouthWest Partnership Neighborhood Grants</b> \$5K or Less</p> <p><b>University of Maryland Bio Park and Medical Center, Bon Secours, and SouthWest Partnership supporters</b> (War Horse Cities, HomeFree USA, Social Impact Development, Baltimore Community Lending, Noble Realty) – Event Sponsorships</p>	



# Goals & Strategies

**Goal:** Increase special events within the community.

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>2.7</b> Community association and members of the community to host events that will continue to support residents</p> <ul style="list-style-type: none"><li>• <b>Event Ideas:</b> art workshops, back to school rallies, block parties, book drives, food drives , health fairs and neighborhood clean-ups.</li></ul>	<p><b>2.8</b> Determine if a yearly stable event for the community can be created in conjunction with MECU or another Lender.</p> <ul style="list-style-type: none"><li>• <b>New owners:</b> Make credit transferrable to a new owner for the remaining life of the credit.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>MECU Neighborhood Event Grants:</b> Up to \$1,000 to produce a community event.</li></ul>	



# Goals & Strategies

**Goal:** Support the creation of temporary public art

Short-Term Strategies:	Long-Term Strategies:
<p><b>2.7</b> Partner with local organization in order to promote arts and art education</p> <ul style="list-style-type: none"><li>• <b>Lots Alive:</b> Seek to partner with Lots alive. Lots Alive will support the creation of temporary public art projects sited on vacant lots within the Baltimore City units. The art can be left for a day or up to a year to actively engage residents and community members in the design of the project.</li></ul>	<p><b>2.8</b> Create a local space for an art exhibit to be available within the Franklin Square Community.</p>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Baltimore Office of Promotion &amp; The Arts (BOPA)</b> and the Baltimore Office of Sustainability's Growing Green Initiative promotes the Lots Alive program.</li><li>• <b>The William G. Baker, Jr. Memorial Fund</b></li></ul> <p><i>See Vacant Lots Goal.</i></p>	



# Goals & Strategies

**Goal:** Reduce percentage of vacancy and create induce affordable housing

Short-Term Strategies:	Long-Term Strategies:
<p data-bbox="92 259 131 281"><b>3.1</b></p> <ul data-bbox="92 347 730 784" style="list-style-type: none"><li data-bbox="92 347 730 429">• <b>Analyze current market data</b> (rents and prices) to propose specific sites at each housing preference (single, multiple family/rental or ownership)</li><li data-bbox="92 461 730 571">• <b>Vacants to Value:</b> Market 5-10 highly-visible 'Vacants to Values' single-family homes to reduce vacancy and emphasize bedroom community branding</li><li data-bbox="92 582 730 691">• <b>Assist Residents:</b> Identify and assist current residents whose homes are likely to be torn-down due to potential redevelopment (e.g. CenterWest). Introduce residents to housing assistance programs.</li><li data-bbox="92 702 730 784">• <b>Stabilize Problem Properties:</b> Partner with other SWP associations to identify, fundraise, and restore valued housing stock from excess dilapidation</li></ul>	<p data-bbox="774 259 813 281"><b>3.2</b></p> <ul data-bbox="774 341 1412 680" style="list-style-type: none"><li data-bbox="774 341 1412 423">• <b>Lobby Community Benefits Agreements</b> with local lenders who agree to offer mortgages and provide rental assistance</li><li data-bbox="774 450 1412 560">• <b>Create a rubric</b> to ensure green infrastructure is functional, proactively maintained, and contributes to neighborhood beautification (akin to Housing Documentation Form). See <i>Vacant Lots Goal</i>.</li><li data-bbox="774 592 1412 680">• Create an <b>education campaign and community outreach</b> events to educate residents of housing options</li></ul>
<p data-bbox="92 805 459 827"><b>Funding Sources &amp; Partnerships:</b></p>	
<p data-bbox="92 855 933 936">Baltimore Community Lending Commercial Multi-Family Loan Program Baltimore Development Corporation Mount Clare Overlook Tenant Association and Union Square Association</p>	



# Goals & Strategies

**Goal:** Attract developers to produce redevelopment projects

Short-Term Strategies:	Long-Term Strategies:
<p><b>3.3</b></p> <ul style="list-style-type: none"><li>• <b>Identify potential nodes</b> for redevelopment</li><li>• <b>Create a rubric/summary</b> of best practices from City zoning and building manuals</li></ul>	<p><b>3.4</b> Attract a pioneer commercial developer that can serve as a role model for future community-focused development</p> <ul style="list-style-type: none"><li>• Ensure <b>sustainable development</b> approaches for each development (Socially, environmentally and economically stable)</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
Baltimore Development Corporation, Southwest Partnership, Social Impact Development	



# Goals & Strategies

**Goal:** Increase the male enrollment at Vivien T. Thomas Medical Arts High School by 5% annually until enrollment reaches 50%

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>3.5</b> Develop partnerships with sport medicine programs and the Go Army Medical Corps to boost male interest in medical programs.</p> <ul style="list-style-type: none"><li>• <b>Mentorship:</b> Create male mentorship opportunities to encourage and sustain enrollment</li></ul>	<p><b>3.6</b> Create a fundraiser campaign for student to take part in opportunities for humanitarian medical field assignments abroad</p> <ul style="list-style-type: none"><li>• <b>Scholarship:</b> Partner with the University of Maryland and John Hopkins to create scholarships for males students that successfully graduate from the program</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Fundraisers (CrowdRaise/ GoFundMe)</b></li><li>• <b>The Family League of Baltimore</b></li><li>• <b>Maryland Out of School Time Network</b></li><li>• <b>Association of Baltimore Area Grantmakers</b></li><li>• <b>Eddie C. and C Sylvia Brown Family Foundation</b></li><li>• Submit Funding Proposals to anchor institutions</li></ul>	





# Goals & Strategies

**Goal:** To increase access to prenatal care for expecting mothers by 5% annually

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>3.7</b> Remove barriers that prevent or discourage expecting mothers to receive prenatal care</p> <ul style="list-style-type: none"><li>• <b>B'More Healthy Babies:</b> Bring the University of Maryland B'More Healthy Babies Program to Franklin Square to provide education and resources for prenatal care</li><li>• <b>Partner with Bon Secours</b> to identify and study the causes for lack of seeking out prenatal care and/or lack of access to prenatal care</li></ul>	<p><b>3.8</b> Obtain long-term funding to be able to provide on-going pre-natal care to residents</p> <ul style="list-style-type: none"><li>• <b>Federal Funding:</b> Seek federal grant opportunities for free prenatal care programs and services</li><li>• <b>Anchor Institutions:</b> Sustain partnerships with anchor institutions to promote ongoing awareness for women's health and access</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Association of Baltimore Area Grantmakers</b></li><li>• <b>Baltimore Women's Giving Circle</b></li><li>• <b>Abell Foundation</b></li><li>• <b>Johns Hopkins Urban Health Institute (UHI) Small Grants Program</b></li><li>• <b>Bon Secours Community Works</b></li><li>• <b>Morgan State University School of Community Health &amp; Policy Department of Nursing</b></li></ul>	



# Goals & Strategies

**Goal:** To educate and connect residents to lead abatement programs and resources to see a corresponding decrease in elevated blood lead levels to Baltimore average

<p><b>Short-Term Strategies:</b></p> <p><b>3.9</b> Determine local non-profit receiving the state funds for the Healthy Homes for Healthy Kids Lead Initiative and enroll youth under 18 with elevated blood lead levels for services</p> <p><b>3.10</b> Educate Residents on current lead-related issues</p> <ul style="list-style-type: none"><li>• <b>EA 6-8 Compliance:</b> Educate rental tenants on the EA 6-8 Compliance Interview Form for tenants to complete if they believe their landlord is not following the Maryland's Reduction of Lead Risk in Housing Law</li><li>• Educate all community members on the <b>Lead Poisoning Prevention Program</b></li></ul>	<p><b>Long-Term Strategies:</b></p> <p><b>3.11</b> Create a comprehensive approach to addressing lead-related issues and concerns</p> <ul style="list-style-type: none"><li>• Routinely test homes and environment (such as soil) for lead</li><li>• Provide yearly Lead Poisoning Prevention Program Training</li></ul>
<p><b>Funding Sources &amp; Partnerships:</b></p> <ul style="list-style-type: none"><li>• <b>Lead Hazard Reduction Grant and Loan Program</b></li><li>• <b>Abell Foundation</b></li></ul>	



# Goals & Strategies

**Goal:** Provide "city-wide trauma informed training" to help members of the community better identify others who may suffer from trauma

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>3.12</b> Work in partnership with the Baltimore City Health Department to identify times once a year to provide training to residents</p> <ul style="list-style-type: none"><li>• <b>Plan Ahead:</b> At the start of each year, determine best dates to hold training</li><li>• <b>Marketing:</b> Market event in local schools, businesses, etc. to increase participation</li></ul>	<p><b>3.13</b> Determine a community liaison with the Baltimore City Health Department to be accessible to residents</p> <ul style="list-style-type: none"><li>• <b>Relationship building:</b> Liaison will be able to answer questions from concerned residents that may be an urgent matter</li><li>• <b>Association Meetings:</b> Liaison attend monthly meetings to relay information specific to the Franklin Square/SouthWest Baltimore.</li><li>• <b>Community trainings:</b> Work to eventually make liaison person that will be the facilitator of community trainings.</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• Lead Hazard Reduction Grant and Loan Program</li><li>• Abell Foundation</li><li>• Morgan State University School of Community Health &amp; Policy Department of Nursing</li><li>• Department of Police, Western District</li></ul>	



# Goals & Strategies

**Goal:** Decrease crime statistics within Franklin Square (which may also contribute to the overall crime statistics of SouthWest Baltimore) by aligning with Mayor's Violence Reduction Plan.

## Short-Term Strategies:

- 3.13** Create at least 2 initiatives that will allow for community members to develop a closer relationship with Baltimore City police department
- **Cookies with a Cop:** Increase the presence of police and shift to positive image of police by having casual interactions such as "cookies with a cop."
  - **Neighborhood Safety Walk:** Conduct a neighborhood safety walk with a representative of the city council and Police Liaison to identify problem areas within the community at least twice a year - this will allow for there to be observations/assessment of crime reduction improvements

## Long-Term Strategies:

- 3.14** Increase police presence in the community that is not related to response of crime-related incidents through a "stand" or "hub"
- **Neighborhood Hub:** Create a neighborhood police station/hub in the Franklin Square community that will allow community members to visit police officers and build a relationship with them throughout the year.

## Funding Sources & Partnerships:

- **Lead Hazard Reduction Grant and Loan Program**
- **Abell Foundation**
- **Department of Police, Western District**



# Goals & Strategies

**Goal:** Establish a Resiliency Hub to promote disaster preparedness among the residents

<p><b>Short-Term Strategies:</b></p> <p><b>3.15</b> Provide Community Emergency Response Team training for residents:</p> <p><b>Training Components:</b></p> <ul style="list-style-type: none"><li>• Understand community hazards</li><li>• Identify and reduce fire hazards in your home</li><li>• Assess and triage</li><li>• First aid techniques</li><li>• Debris removal and victim extrication</li><li>• Creation of emergency plan for home, family and businesses</li><li>• General emergency preparedness</li></ul>	<p><b>Long-Term Strategies:</b></p> <p><b>3.16</b> Locate an active building (Church, business, etc) to establish as a community resiliency hub.</p> <ul style="list-style-type: none"><li>• <b>Build relationships</b> and establish trust and value within the community</li><li>• <b>Communicate</b> post during disasters, distribute food, water, and/or first aid</li><li>• <b>Support the community</b> through the recovery phase</li></ul>
<p><b>Funding Sources &amp; Partnerships:</b></p> <ul style="list-style-type: none"><li>• <b>Local Churches</b></li><li>• <b>Baltimore Office of Sustainability, Baltimore City Community Emergency Response Team</b></li></ul>	



# Goals & Strategies

**Goal:** Decrease the amount of unused vacant lots by 5% within the Franklin Square community

Short-Term Strategies:	Long-Term Strategies:
<p data-bbox="88 259 139 281"><b>3.17</b></p> <ul data-bbox="88 317 730 511" style="list-style-type: none"><li data-bbox="88 317 730 372">• Work with the Baltimore City government to identify and acquire city-owned lots</li><li data-bbox="88 401 730 511">• Create an affordable housing development plan that addresses the acquisition of lots to be used for the sole purpose of building residential units for families.</li></ul>	<p data-bbox="774 259 824 281"><b>3.18</b></p> <ul data-bbox="774 317 1416 525" style="list-style-type: none"><li data-bbox="774 317 1416 405">• Establish effective partnerships with city and private development corporations to create programs that incentivise land use development.</li><li data-bbox="774 445 1416 525">• Establish job training and apprenticeship programs for individuals who are interested in carpentry and construction</li></ul>
<p data-bbox="88 579 459 601"><b>Funding Sources &amp; Partnerships:</b></p>	
<ul data-bbox="88 631 697 926" style="list-style-type: none"><li data-bbox="88 631 369 653">• <b>Habitat for Humanity</b></li><li data-bbox="88 658 291 680">• <b>Social Impact</b></li><li data-bbox="88 685 490 707">• <b>Baltimore Housing Adopt-A-Lot</b></li><li data-bbox="88 713 355 734">• <b>Care a Lot Program</b></li><li data-bbox="88 740 697 762">• <b>GGI-\$20 per lot cleaned- \$5,000 total per season</b></li><li data-bbox="88 767 359 789">• <b>VACANTS TO VALUE</b></li><li data-bbox="88 794 239 816">• <b>Lots Alive</b></li><li data-bbox="88 822 343 844">• <b>Side Yard Program</b></li><li data-bbox="88 849 465 871">• <b>Free Trees from TreeBaltimore</b></li><li data-bbox="88 876 369 898">• <b>Habitat for Humanity</b></li></ul>	



# Goals & Strategies

**Goal:** Increase access to healthy food options within Franklin Square

<b>Short-Term Strategies:</b>	<b>Long-Term Strategies:</b>
<p><b>3.19</b> Support convenience stores seeking healthy food options for their consumer base.</p> <ul style="list-style-type: none"><li>• Lobby to <b>restore healthy corner store</b> designation for Economy Mart.</li><li>• <b>Pop Ups:</b> Create community pop-up sites where local farmers/arabbers can sell and introduce fresh produce to the residents of Franklin Square and adjacent communities</li></ul>	<p><b>3.20</b> Create and maintain additional community based urban farms</p> <ul style="list-style-type: none"><li>• <b>Partner with the healthcare community</b> to Introduce educational initiatives to inform residents on how to grow, cultivate and make healthier food choices for them and their families</li></ul>
<b>Funding Sources &amp; Partnerships:</b>	
<ul style="list-style-type: none"><li>• <b>Dept of Health Baltimore Healthy Corner Stores Program</b></li><li>• <b>United Way Community Impact Grant for Healthy Eating and Active Living</b> (\$10K-\$25K)</li><li>• <b>US Department of Agriculture</b></li></ul>	





# Conclusion

Join us at Morgan State University for our Presentation to our  
Department for “Super Jury”  
On Thursday, May 16<sup>th</sup>, 2018 at 5pm