Southwest Baltimore has been disinvested in for a long period of time: Block-busting. Red-lining, Urban renewal, White flight. Over the past few years these 7 neighborhoods have rallied together to change the narrative. They're dreamers, but they're extraordinarily driven. On their way to becoming a national model. Gensler was hired to help connect dots, think beyond borders, and develop a masterplan that tells a compelling story. Our process transforms the way we work. And transforms the way our work impacts communities.
**SOUTHWEST PARTNERSHIP**

**COMMUNITY ENGAGEMENT PROCESS**

- **200+ meetings between 5 issue-specific work groups / stakeholders**
- **02 housing development**
- **02 workforce / education**
- **03 safe / walkable streets**
- **04 commercial development**
- **05 neighborhood marketing / preservation**

**Collaborative Engagement**
- **Town Hall Meetings + Events**

**Issue Specific Work Group Mtgs**
- **Small Stakeholder / Collaborator Mtgs**

**Outreach, Community Events, Engagement**
- **Smaller Stakeholder / Collaborator Mtgs**

**Collateral**
- **Communication Campaign**
- **Website & Social Media**

**Multidisciplinary exploration**
- **MCDA for Social Design**
- **Innovation District Trip**

**Key anchors institutions, partners, future collaborators**
- **MICA Ctr for Social Design**
- **UM Baltimore**

**Potential funders, development, investors, networking**
- **City Planning Dept**
- **Cooper Hewitt Fdn**

**Southwest / Neighborhood specific data**
- **2010 Census**
- **ESRI**
- **Local mapping**

**Website launch: Continuously updated content: photography + videos + calendar + community events all publicly accessible & crowdsourced**
- **Facebook page launch**

**$33 consultants**
Final design recommendations centered around 4 key areas — each fully informed by our engagement with community.

Work groups held over 250 meetings collectively. Once hired as urban design consultants, we held work sessions with work group leaders to distill key issues and bolster our findings with qualitative and quantitative data. Our synthesis and analysis was reported back to the stakeholder groups. Each presentation allowed us to connect dots, pitch current design concepts, and move the best ideas forward.

Three public design workshops, and dozens of one-on-one meetings connected neighborhoods to each other as well as future collaborators and investors.
WEARABLE MED-TECH COMPANY. 50 PEOPLE.
HEALTH IT START-UP 50 PEOPLE.

RAPID MANUFACTURING
WORKFORCE DEVELOPMENT

FUN AND GAME WITH YOUR KIDS AT "THE WORKS"

BIKE SHARE TO A MEETING

TEACH AT FRANCIS WOOD TECH HUB

CARPENTRY TRAINING SHOP
COMMUNITY TOOL BANK

MEET WITH FUNDERS FROM BIOPARK

PICK UP UP LOCALLY MADE ICE CREAM
RETAIL POP-UPS AND NIGHT MARKET

LET'S MAKE IT A VIBRANT COMMERCIAL CORRIDOR.
W. BALTIMORE STREET

LET'S MAKE IT A VIBRANT COMMERCIAL CORRIDOR.
W. BALTIMORE STREET

- ONLINE CLASS AT HOME
- ATTEND A MEET-UP AT THE PLAYHOUSE
- HOST A COMMUNITY HACKATHON
- WOODWORKING SHOP
- TASTE SOMETHING NEW AT THE INTERNATIONAL INCUBATOR
- TAKE AN AERIAL CLASS IN THE PARK
- PLAY AN INSTRUMENT IN THE MUSIC STUDIOS
- URBAN ARTS CENTER & GALLERY
- THE CLOTHING EXCHANGE
- YOUTH ROBOTICS CENTER
- URBAN GREENING CENTER
- PICK UP LUNCH, TAKE IT TO THE SQUARES

LET’S MAKE IT A VIBRANT COMMERCIAL CORRIDOR.
HOLLINS MARKET DISTRICT

HOLLINS MARKET HAS THE POTENTIAL TO BECOME A HUB FOR SOCIAL AND ECONOMIC GROWTH.
LETS SHOWCASE FOOD, ART, & CULTURE.

HOLLINS MARKET DISTRICT
THIS IS WHERE RAILROAD INNOVATION BEGAN — THE FIRST MILE OF TRACK LAID IN U.S.
LET'S MAKE IT AN ECONOMIC ENGINE OF GROWTH.
LET'S MAKE IT AN ECONOMIC ENGINE OF GROWTH.
GROWING THE SQUARES

COORDINATED OUTDOOR EVENTS

"LOTS" OF ART

LET'S BOLSTER CONNECTIVITY BY GROWING THE SQUARES.
COMMUNITY GARDEN AND ADOPT-A-LOT
A scalable and simple lot improvement strategy, a number of programs and best practices are available in the neighborhood to help make beautiful, productive spaces that help bring people together.
Current Projects: Scott Kashnow

WHOLE BLOCK STRATEGIES
With any project or initiative, thinking holistically is key to its success. Thinking about how a street can function better, be more sustainable and environmentally friendly, while also being a social place for the neighborhood are all questions to consider.

CAPACITY BUILDING EVENTS
Consistent, inclusive programming is critical to bringing in new partners, resources and ideas to the neighborhood. Lots of little projects not only yield small wins for the residents but build bonds and trust between communities.
Current Projects: Click to view list of Community Assets / Southwest Social Capital

PARKLETS
Green space doesn’t always have to come in the form of large, high maintenance parks. Parklets are small areas in front of commercial spaces intended for parking spaces that are given to pedestrian or recreational uses. Whether cafe tables protected by some planters or some benches, it can be a great way to show that something new is coming.

GREENING PROJECTS
Physical connections like bike paths, green alleys, coordinated banners and wayfinding are critical to promote a stronger relationship between Franklin Square, Union Square and beyond.
Current Projects: Franklin Square Community

LITTER CAMPAIGN AND NEIGHBORHOOD CLEAN-UP
Streets are the first thing visitors see when coming to the neighborhood. Maintaining them is a big job, but small steps can lead to some improvement. Engaging in a community driven litter campaign can be a fun and productive way to encourage cleaner streets.
Current Projects: Stacey Smith

ORGANIZED SPORTS LEAGUES
Organized or informal, sports bridge generations. They encourage healthy lifestyles and create a positive outlet for communities.
Current Projects: Ivan Leshinsky, Van Brooks, Jeff Thompson

ADOPT A BUILDING
Vacant and dilapidated building facades discourage investment and give a negative impression of the neighborhood. An adopt-a-building program helps bring together residents and buildings in need of some light exterior improvement and gives residents ownership of their streets and public space.
Current Projects: Laurie Smith/ One Block Now

KEY RECOMMENDATIONS

Implementation
$10,000 FROM PNC BANK TO CREATE A “HACKATHON” IN SOUTHWEST BALTIMORE

6 MONTHS INTO A DESIGN AND PLANNING PROCESS
How can what’s happening on the ground connect back to the big vision?

A CHALLENGE TO CONNECT NEIGHBORS ACROSS SOCIO-ECONOMIC BOUNDARIES
We designed a two day analog hackathon, inviting neighborhood residents and city-wide innovators from the social impact community to come together to bring project ideas to reality.

**DAY ONE**

**LEARN & THINK**

Purpose:
- Deepen understanding
- Identify hurdles and opportunities
- Develop project ideas for Make & Do
- Form teams

**MAKE & DO**

Purpose:
- Build concrete outputs for neighborhood initiatives
- Develop websites, logos, stories, art, gardens, action plans, coalitions, etc.
- Focus creative energy
- Plan a project that could continue to be built & refined over next 3 months
- Quantify team commitments

**JUNE 12, 2014 | 6PM - 9PM**

**JUNE 14, 2014 | 11AM - 5PM**
<table>
<thead>
<tr>
<th>COMMUNITY LEADERSHIP SKILLS</th>
<th>USED SPORTS GOODS + MOBILE REC TRAILER PARTNERING PARALLEL INITIATIVES ACROSS THE COMMUNITY</th>
<th>100+ PEOPLE CONNECTING DIVERSE RESIDENTS FROM 7 NEIGHBORHOODS AND CITYWIDE</th>
<th>STACEY SMITH + THE URBAN BUSINESS CENTER. EXPAND EXPOSURE OF RESOURCES TO A BROADER DEMOGRAPHIC (CITY TO SW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 PROJECTS SUPPORTED AND INITIATED (5 FOR $500, 3 FOR $200)</td>
<td>SUCCESSFUL PIVOT COMMUNITY GARDEN BECOMES A PRE-K PLAYGROUND</td>
<td>CITY STREET PARADE A SHARED CELEBRATION FOR WHAT IS POSSIBLE WHEN PEOPLE COME TOGETHER</td>
<td>15 PROJECTS “INCUBATED” THROUGH A COLLECTIVE PROCESS</td>
</tr>
<tr>
<td>FRANKLIN SQUARE JUMPED INTO THE PROCESS ENGAGING A FORMERLY UNCONNECTED NEIGHBORHOOD INTO PLANNING PROCESS</td>
<td>PUBLIC PRIVATE, CIVIC CONNECTING ACROSS IMPACT AND ECONOMIC SECTORS</td>
<td>BEVERLY, PAPER ROCKETS AND THE BALTIMORE NODE EXPAND EXPOSURE OF RESOURCES TO A BROADER DEMOGRAPHIC (SW TO CITY)</td>
<td>COMMUNITY GARDEN FIELD TRIPS SHARING BEST PRACTICES ACROSS CITY NEIGHBORHOODS</td>
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**EVENT OUTCOMES**

One Block Now began a beautification program and continues to rally the neighborhood. Cocktails and Curmudgeons held their H.L. Mencken event and got great publicity. Community Workforce Initiative is bringing together neighborhood kids to work supporting various projects in Southwest.

In addition to these stories, many more could be shared of friends made, memories created and futures connected.