



GLEN BURNIE TOWN CENTER REVITALIZATION PLAN

January 13, 2022



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EXECUTIVE SUMMARY

Project description

The *Glen Burnie Town Center Revitalization Plan* is an urban design plan that describes and illustrates the potential revitalization of multiple blocks in the historic heart of Glen Burnie's Town Center, at the intersection of Baltimore Annapolis Boulevard and Crain Highway.

Purpose and scope

The overall purpose of this plan is to provide a framework for Anne Arundel County Government and private-sector partners to guide planning for, and investment in, the study area over the next 10 years and beyond. It serves as a catalyst for additional investment throughout the Town Center.

Planning process

The year-long planning process was informed by input and review provided by a stakeholder group composed of the Glen Burnie Revitalization Implementation Task Force (the "Task Force"), local property and business owners, and other interested stakeholders. The planning effort included review of previous planning and market studies; site visits; facilitating stakeholder engagement (both virtually and in-person); conducting a physical site assessment; performing a market analysis; developing conceptual plan alternatives; envisioning recommendations, including façade improvements, community branding, and wayfinding; and reviewing and refining the draft plan.

Informing the vision

From the planning process, several opportunities and challenges were identified that informed the final revitalization plan. Opportunities include taking advantage of the site's prominent Town Center location and County-owned properties; opportunities to better leverage the Baltimore and Annapolis Trail; several properties and businesses

that could be enhanced; several contiguous properties suitable for redevelopment; and plentiful nearby parking resources. Some challenges to be addressed include a street network that is not pedestrian-friendly; a negative image associated with litter and some poorly maintained properties; and underutilized nearby amenities, such as the Town Center Plaza and public parking garage.

From an economic market standpoint, the site is centrally-located with easy access to the greater Baltimore market. The small size of the study area, coupled with the robust growth in the region, allow the Glen Burnie Town Center to position itself as a place where amenity-rich living options can thrive. New housing types that are not yet present in the Glen Burnie area—including townhouses, stacked townhouses, stacked flats, and mixed-use apartments—are key opportunities. The location of the Glen Burnie Town Center is even more appealing when considering the potential to be the community's true gathering place. The presence of open spaces, civic institutions (like Anne Arundel Community College), public amenities (like the Baltimore and Annapolis Trail), and a historic fabric make the Glen Burnie Town Center ideally suited for specialty retail, entrepreneurial space, and independent restaurants that cater to a growing population of young families and empty-nesters wanting to live within walking distance of these amenities.

The potential success of the opportunities defined in this revitalization plan hinges on providing a variety of additional residential options, a more walkable setting, and stronger connections to adjacent neighborhoods.

The *Glen Burnie Town Center Revitalization Plan* is summarized on the following pages.



VISION

Glen Burnie's Town Center will **re-emerge as a vibrant place for residents, workers, students, and visitors to gather in a pedestrian and bike-friendly environment.** Incremental investment from the public and private sector will create a mixture of uses from new dining, shopping, and services to a variety of residential options with easy access to the Baltimore and Annapolis Trail. The result will be **a safe and inviting public gathering place that provides connections among existing and future businesses, open space amenities, and surrounding neighborhoods to celebrate the Glen Burnie Community.**

ACTION PLAN

SET THE STAGE FOR REDEVELOPMENT

- Invest in Existing Facades and Site Improvements
- Conduct a Community Brand Process
- Establish a Litter Clean-Up Campaign
- Consider Establishing a TIF (Tax Increment Financing) District

REDEVELOP UNDERUTILIZED PROPERTIES

- Inventory and Understand Publicly-Owned Land
- Position Publicly-Owned Land for Disposition
- Continue Dialogue with Private Property Owners
- Issue a Request for Proposals
- Initiate Streetscape Improvements and Traffic-Calming

ORGANIZE FOR LONG-TERM SUCCESS

- Explore the Potential for a Permanent Organization that Manages the Study Area and Broader Glen Burnie Town Center
- Conduct an Annual Glen Burnie Town Center Forum



View of Crain Highway and Baltimore Annapolis Boulevard

Proposed Wayfinding Signage System



Rendering of Potential 2 Crain Highway Improvements



View of the Proposed Village Green



Potential Pedestrian-Friendly Street Design



Potential Alley Improvements and Community Kitchen



Building A — Stacked Townhouses

10,000 SF/Floor; 4 Floors
 25–30 Units @ 1,000–1,500 SF/Unit
 17 Parking Spaces (Garage Spaces)
 14 Parking Spaces (Surface)

Building B — Retail or Retail/Mixed Use Infill

First Floor: 3,000 SF Retail
 Second Floor: 4 Apartments @ 750 SF/Unit

Building C — Office or Mixed-Use Infill

First Floor: 4,500 SF Retail
 Second Floor: 5 Apartments @ 900 SF/Unit

Building D — Mixed-Use

First Floor: 8,200 SF Retail and 22 Parking or 13,000 SF Retail
 Second and Third Floors: 26,000 SF-30 Apts. @ 900 SF/Unit
 Parking: 33 Surface (22 Under Building)

Building E — Mixed Use

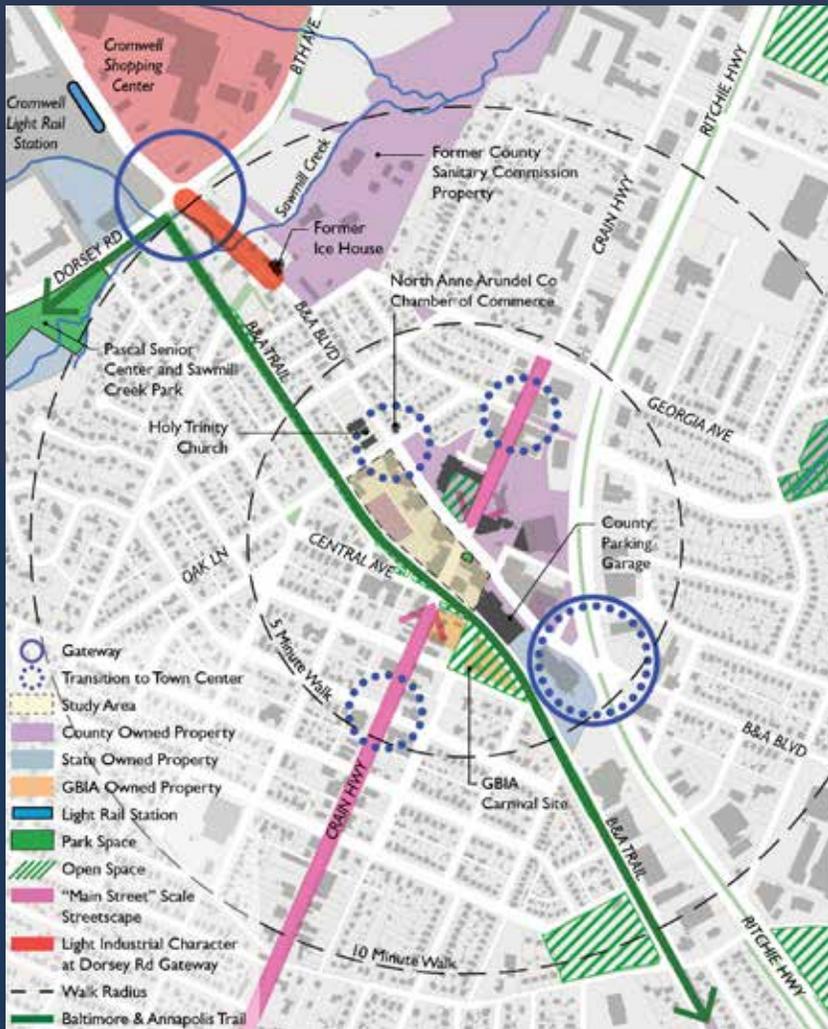
First Floor: 11,700 SF Retail and 22 Parking (Under Building)
 Second and Third Floors: 33,000 SF-36 Apts. @ 900 SF/Unit

Building F — Mixed Use

First Floor: 12,000 SF Retail and 23 Parking (Under Building)
 Second and Third Floors: 32,000 SF-35 Apts. @ 915 SF/Unit

TOTAL PARKING FOR D, E AND F:

77 Surface and (67 within Building Garage): 144 Total



Analysis Framework Context Diagram

BROADER TOWN CENTER CONSIDERATIONS

- A. Extend the Community Brand
- B. Enhance Town Center Gateways
- C. Implement Wayfinding
- D. Revitalize the Town Center Plaza
- E. Enhance the Carnival Grounds
- F. Coordinate with Heritage at Town Center to Enhance the Open Space
- G. Improve the Public Parking Garage
- H. Coordinate the RFP Process for the Mixed-Use Redevelopment of the Former County Sanitary Commission Property





Streetscape and Intersection Improvements



Improvements in the Public Realm

INTRODUCTION

PROJECT DESCRIPTION

The *Glen Burnie Town Center Revitalization Plan* is an urban design plan that describes and illustrates the potential revitalization of multiple blocks in the historic heart of Glen Burnie's Town Center (see Figure 1 on page 13). The study area is located on the south side of Baltimore Annapolis Boulevard and is bisected by Crain Highway. The area is bounded to the west by Oak Lane and to the south by Greenway Street. The study area's eastern boundary is the County-owned parking garage.



PURPOSE AND SCOPE

The overall purpose of the plan is to provide a framework for Anne Arundel County and private-sector partners to guide investment in the study area over the next 10 years and beyond and serve as a catalyst for additional investment in the Town Center. Specific objectives include:

- Guide improvements—both to existing properties/businesses and to redevelopment of vacant or underutilized properties in cooperation with the property owners.
- Provide a realistic plan that recognizes the inherent challenges of redeveloping sites with multiple property owners.
- Build upon the momentum of recent investment in public art, programming of the Town Center Plaza, and enhancements to Rotary Park.
- Consider both short-term and long-term recommendations along with incremental implementation strategies.
- Make the study area more cohesive within itself and with the broader Town Center area.
- Prepare a development concept plan to share with public officials, citizens, and the development community to begin thinking about the property differently.
- Incorporate recommendations into the County's regional plans, one of which will cover the Glen Burnie Area.
- Inform concurrent and future redevelopment opportunities in the area.

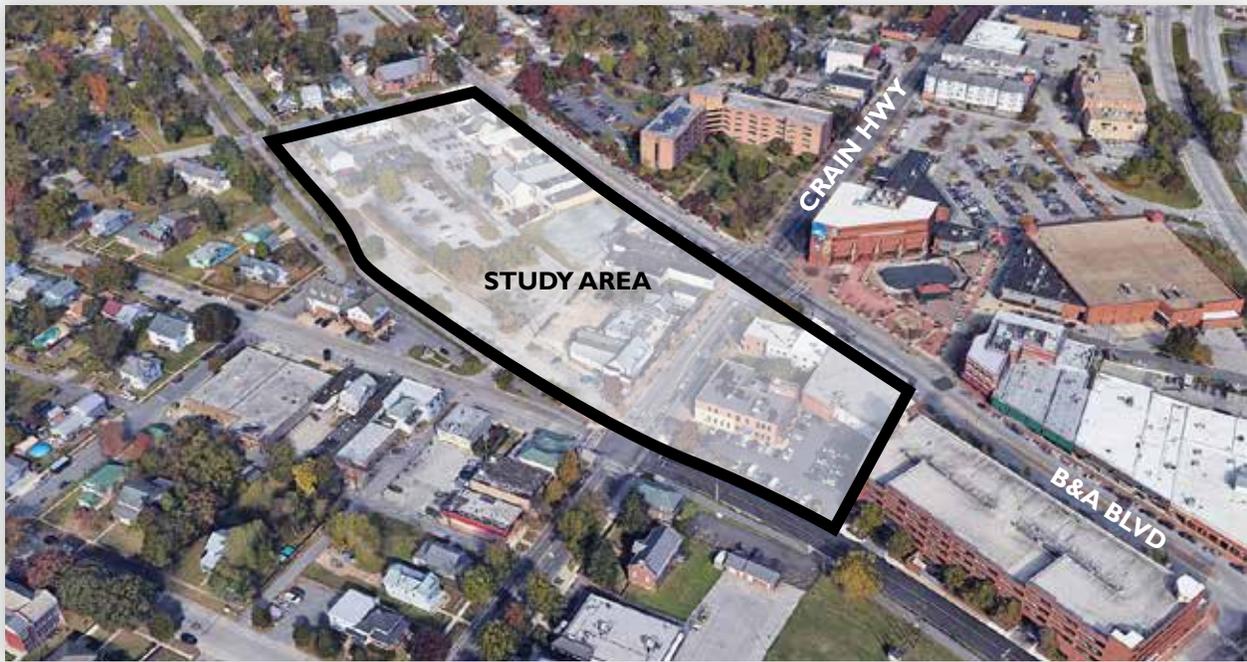


Figure 1. Aerial of the Study Area

PLANNING PROCESS

The year-long planning process was informed by input and review provided by a stakeholder group composed of the Glen Burnie Revitalization Implementation Task Force (the “Task Force”), local property and business owners, and other interested stakeholders. The planning effort proceeded from January 2021 through January 2022, with an official kick-off in February 2021, which included a site visit and stakeholder engagement components—both virtually and in-person. A physical assessment formed an initial foundation, augmented by a market analysis, ZIP code survey, and the development of conceptual alternatives. Finally, the draft plan was presented stakeholders, including review of the concept plan, potential façade enhancements, and 3D renderings of the redevelopment plan. This final draft incorporates the feedback from that third stakeholder meeting.



INFORMING THE VISION

The Team drew upon site visits, input from stakeholders and existing plans/documents to inform this planning process. Following is a summary of the reports, stakeholder meetings, and overall themes of the input gathered for both the study area and the greater Glen Burnie Town Center.

BACKGROUND REVIEW

- 2004 Glen Burnie Small Area Plan
- 2009 General Development Plan
- 2020 Draft General Development Plan
- 2018 Glen Burnie Sustainable Community Application and Action Plan
- 2019 Anne Arundel County Land Use Market Analysis

STAKEHOLDER INPUT

Stakeholder Meetings

- Stakeholder Meeting #1, February 18, 2021
- Stakeholder Meeting #2, June 10, 2021
- Stakeholder Meeting #3, September 28, 2021

Property and Business Owner Consultations

- Wayne Silfies, Crain Station, 5 Crain Highway
- John Moyer, Twilite Zone Comics, 18 Crain Highway
- Geoff Hunt, Faith Girl Salon, 12 Crain Highway
- Laura Steensen, Steve Vaughn, Oak Park Professional Village (Individual Office Condo Owners) 30 Greenway Avenue NW
- Beth Nowell, North Arundel Chamber of Commerce
- Elias Houliaris/Serafim Houliaris, Multiple Town Center Properties
- Bira Tiwari, Café Bira, 2 Crain Highway N
- Michael Gavin, Anne Arundel Community College, 101 Crain Highway N

Themes

- Considering its location and access to nearby assets, there is currently unrecognized potential for the entire area.
- People are not using the parking garage—which needs better lighting and to be more open, along with better promotion.
- Street parking was removed for right-turn lanes, which don't seem necessary here. Convenient street parking is critical for businesses and traffic calming.
- The intersection of Crain Highway and Baltimore Annapolis Boulevard is a dangerous barrier between the study area and Town Center Plaza.
- Litter is found throughout the area, contributing to a negative image that may be a barrier to investment.
- The Town Center gateway from the west does not present a positive image. The planned redevelopment of the County-owned property at 7409 Baltimore Annapolis Boulevard provides a catalyst opportunity to transform this gateway.
- There are strong sentiments in support of demolishing the existing development on the west side of Crain Highway, facing Baltimore Annapolis Boulevard (along the eastern half of the study area), and replacing it with new mixed-use.
- Many rehabilitation centers in the area impact perception both positively (in terms of showcasing the services available) and negatively (in terms of the proportion of these uses compared with other uses, such as retail or civic uses).
- Due to the COVID-19 pandemic, the number of unhoused individuals in the area has increased, causing concern regarding the availability of resources for these individuals and addressing perceptions of safety on the part of visitors and customers.

MARKET ASSESSMENT SUMMARY

MARKET STUDY OVERVIEW

Following is a summary of the *Technical Memorandum #1: Market Study*. The market study examined Glen Burnie's existing market and identifies opportunities for future growth in the community overall and targets opportunities for the Glen Burnie Town Center understanding that it represents a small geographic portion of Glen Burnie as a whole. The study is informed by the 2019 Anne Arundel County Land Use Market Analysis completed by RKG. While that analysis examined a larger geographic area, some key conclusions of the study are pertinent for this effort:

- The sub-market where Glen Burnie is located is the largest in Anne Arundel County. It also enjoyed the largest population growth in real numbers in the county during the study period that examined trends from 1980 to 2018.
- The sub-market where Glen Burnie is located is ripe for additional residential growth for several reasons: proximity to transit, proximity to road infrastructure, existing tolerance and trends of multi-family, housing, proximity to BWI Airport, and a more affordable housing stock.
- The study indicates that the Glen Burnie sub-market is by far the most affordable in rents and housing unit costs. This makes it attractive for homebuyers and renters looking for affordable housing options but begs the question about “sense of place” for those living there.
- The study also indicates potential for the district to capitalize on Glen Burnie's retail strength by augmenting it with specialty retail, dining, and entertainment options.



The market study delves deeper into these conclusions in a number of areas including:

Market Definition and ZIP Code Survey and trade area definition for the Town Center area of Glen Burnie; demographics within this trade area using current numbers from both Claritas and the United States Census; employment assessment and commuting patterns; housing assessment to determine future demand; and a retail assessment that indicates specific uses that could be feasible in the Glen Burnie Town Center.

MARKET DEFINITION

The market research began with a ZIP code survey to determine local trade patterns and penetration into the larger regional market. The ZIP code survey informs the Primary Trade Area (PTA) for Glen Burnie Town Center and provides the baseline geographies for the demographic profile and market assessment.

The ZIP code survey reflects what stakeholder interviews indicated – Glen Burnie Town Center primarily serves a localized market, with limited penetration into the larger regional market. The ZIP code survey provides a solid base for more detailed examination of the Town Center’s market.

With an estimated 2021 population of 36,187 and 204 customer visits recorded between March 10th and March 19, 2021, the 21060 Glen Burnie ZIP code had the highest visits per population (see Figure 2).

Based on the ZIP code survey results, the area comprised by the two Glen Burnie ZIP codes (21060 and 21061) is determined to be the PTA for the Glen Burnie Town Center (see Figure 4 and Figure 3).

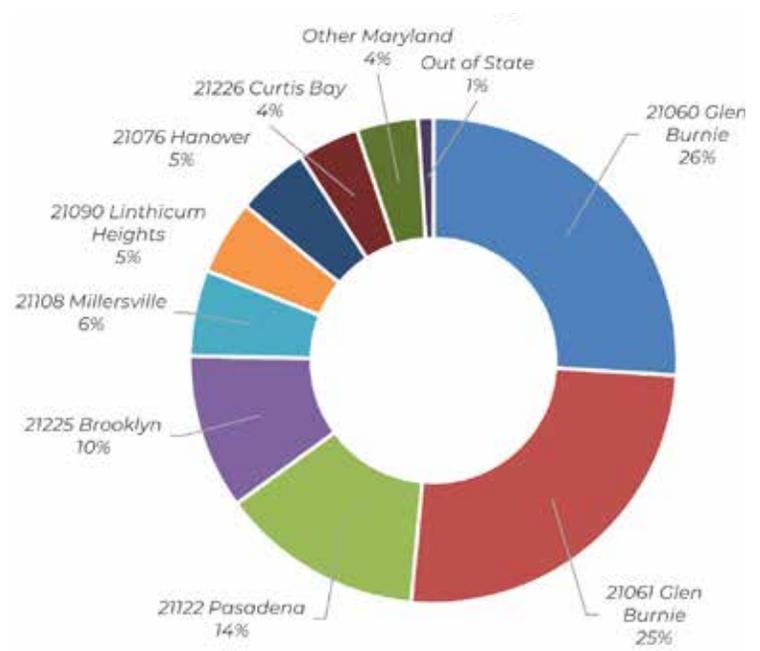


Figure 2. Customer Origin Results from the Glen Burnie Town Center ZIP Code Survey

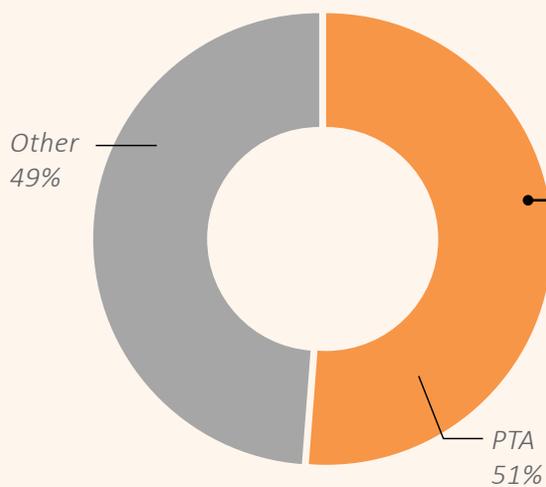


Figure 3. Customer Origin by Trade Area

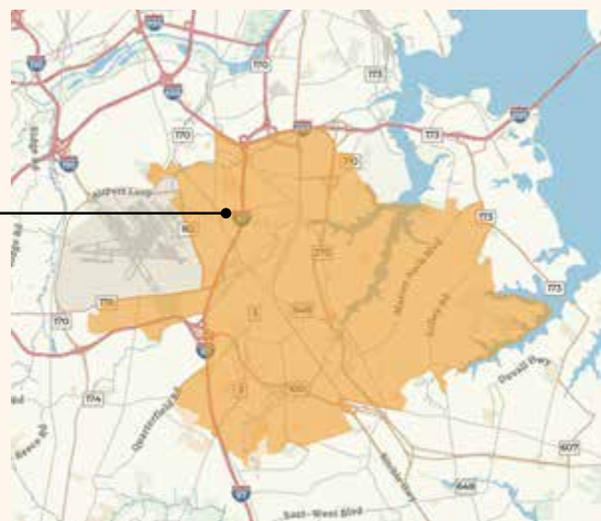


Figure 4. Map of PTA (21060 and 21061 Glen Burnie ZIP Codes)

DEMOGRAPHIC SUMMARY

The Glen Burnie Town Center PTA has an estimated population of 91,722, according to 2021 data from Claritas. Approximately 56% of the population identifies as white, 24% identify as Black or African American, and 11% identify as Hispanic or Latino. Glen Burnie is a large consumer market. Population growth in the Glen Burnie PTA has been robust (9.2% growth between 2010 and 2021) and is projected to continue to be strong (2.8% growth over next 5 years). This growth positions Glen Burnie to benefit from additional spending power, a more diverse population, and changing demands brought about as new people move into the area. Median age in the PTA (38.37) is slightly older than the national median age but younger than that of Anne Arundel County. It is likely that this median age will decrease as younger families move into the area. Median household income in the PTA (\$75,706) is high compared to the United States and validated by US Census data as well. This income level is lower than Maryland and Anne Arundel County though presenting unique opportunities to fill a more affordable niche within the County.

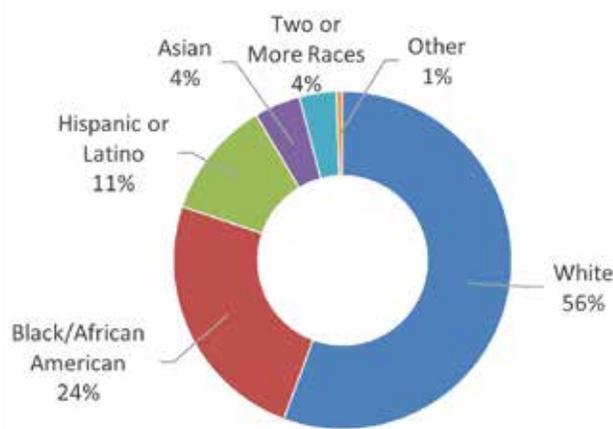


Figure 5. Race and Ethnicity in the PTA (Source: Claritas)

EMPLOYMENT SUMMARY

Glen Burnie’s major employment sectors include retail, healthcare and accommodation and food services. Glen Burnie is a net exporter of jobs, with residents commuting toward both Baltimore City and BWI Airport. Importation of jobs are from around the area with a large amount from Baltimore City. Those that commute out from Glen Burnie to other places earn higher wages than those commuting into Glen Burnie. This is a factor of the predominance of retail, food service, and other service-oriented jobs in the community itself. Unemployment rates are recovering rapidly within the region.

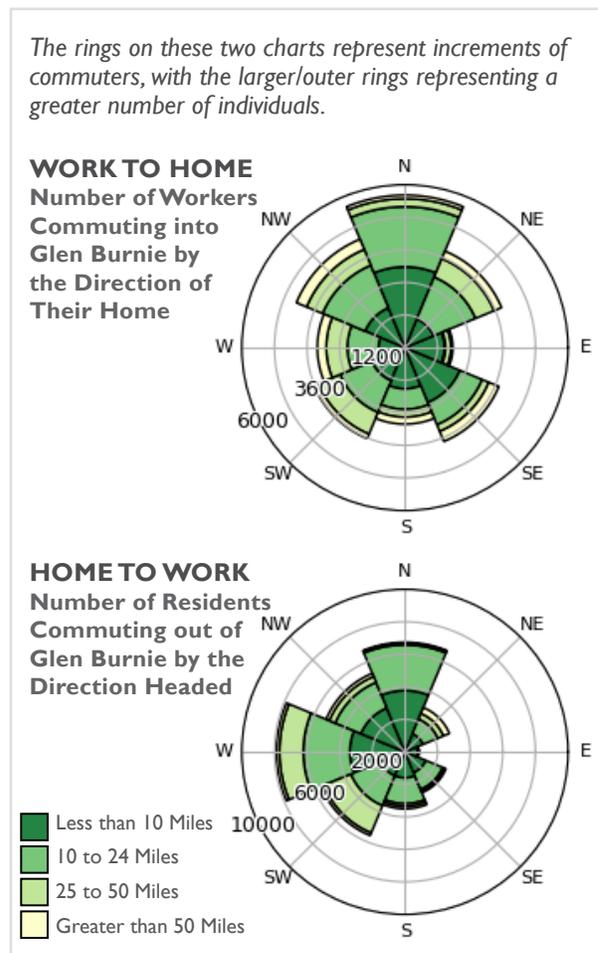


Figure 6. Job Counts by Distance/Direction of Commute Into and Out of Glen Burnie PTA, 2019 (Source: US Census On the Map)

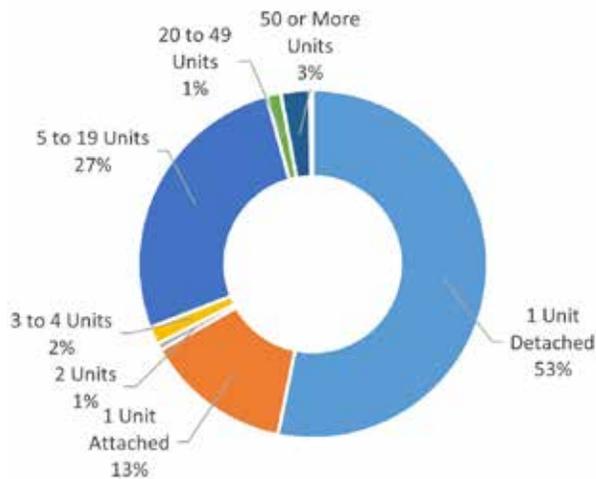


Figure 7. Housing Types in the PTA (Source: Claritas)

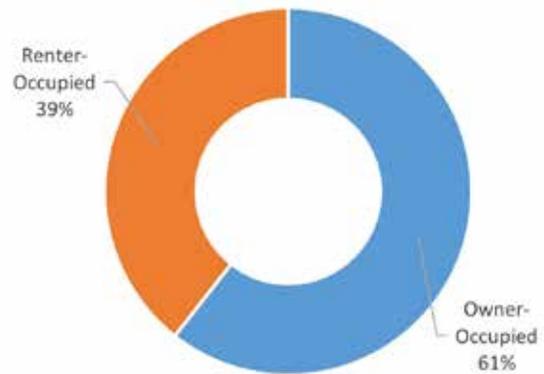


Figure 8. Housing Tenure in the PTA (Source: Claritas)

HOUSING ASSESSMENT SUMMARY

The PTA remains comprised predominately of single-family housing with an emergence of more multi-family development in recent years. Likewise, owner-occupied housing predominates, although the Glen Burnie PTA has a higher percentage of renter-occupied housing than Anne Arundel County and the Baltimore metropolitan area. The median housing value in the trade area is considerably more affordable than the Metropolitan Statistical Area and Anne Arundel County.

Housing construction has remained robust through recent years while observations and anecdotal evidence shows renovation of aging housing stock that is both single family and multi-family. The housing market is strong enough to support multi-family place-based housing that is either for rent, owner occupied, or a combination of both. The potential for housing in the Glen Burnie Town Center is strong as it need only capture a portion of the potential growth in the area over the next five to ten years.

RETAIL MARKET ASSESSMENT SUMMARY

Both the PTA and the Glen Burnie Census Designated Place (CDP) are retail gain markets. This means that retail and restaurant establishments within the geographies sell more than local consumers buy. This is to be expected as Glen Burnie remains a major center of shopping for the larger portion of the metro area even with new shopping options nearby.

Much of the market gain in Glen Burnie occurs with auto dealerships, groceries, and general “big box” retailers. Specialty retail generally lags with leakage in both the immediate trade area and in Anne Arundel County at large. Retail opportunities for the Town Center concentrate on specialty dining, entertainment, and highly specialized retail and services.

KEY GROWTH CATEGORIES

- Restaurants + Eating Places (\$32.3 mil. growth)
- General Merchandise (\$20.1 mil. growth)
- Building Material + Supplies (\$19.7 mil. growth)
- Pharmacy + Drug Stores (\$15.8 mil. growth)
- Food + Beverage Stores (\$15.4 mil. growth)
- Sporting Goods Stores (\$2.7 mil. growth)

Table I. Retail Leakage Analysis for the Glen Burnie CDP, PTA and Anne Arundel County (Source: Claritas/ Environics Analytics)

	GLEN BURNIE CDP	GLEN BURNIE PTA (21060 and 21061)	ANNE ARUNDEL COUNTY
STORES SELL	\$1.81 billion	\$2.26 billion	\$11.83 billion
CONSUMERS BUY	\$1.32 billion	\$1.73 billion	\$13.58 billion
MARKET LEAKS/GAINS	\$485 million gain	\$532 million gain	\$1.75 billion leakage

OVERALL MARKET CONCLUSIONS

The Glen Burnie Town Center represents a central location in the community with easy access to the greater Baltimore market. The small size of the target study area coupled with the robust growth in the region allow the site to position itself as a place where amenity-rich living options can thrive. New housing types not yet in the Glen Burnie market are key opportunities and include townhouses, stacked townhouses, stacked flats, and mixed-use apartments.

What makes the Glen Burnie Town Center location even more appealing is the potential to be the community's true gathering place where open spaces, civic institutions like Anne Arundel Community College, public amenities like the Baltimore and Annapolis Trail, and a historic fabric make this ideally suited for specialty retail, entrepreneurial space, and independent restaurants that cater to a growing population of young families and empty-nesters wanting to live within walking distance of these amenities.

The success of these opportunities hinges on providing a variety of additional residential options, a more walkable setting, and stronger connections to adjacent neighborhoods.



SITE ASSESSMENT AND CONCEPT ALTERNATIVES SUMMARY

SITE REVIEW

The Team conducted a physical review of the study area as well as its surrounding Town Center context (*Technical Memorandum #2, Site Assessment and Concept Alternatives*). This assessment, along with stakeholder input, was used to develop alternative development concepts for the site. Following is a summary of the site assessment and concept alternatives that are outlined in that report.

TOWN CENTER CONTEXT

The broader Glen Burnie Town Center is well-positioned between Baltimore and Annapolis, located near BWI Airport, and along major transportation corridors. Assets include proximity to the Cromwell Light Rail Station; the Baltimore and Annapolis Trail trailhead; Town Center Plaza and its associated businesses; Heritage at Town Center and its associated open space; Anne Arundel Community College and its mural project—the result of a community partnership; the Carnival Grounds; a public parking garage with ample available parking; and adjacent tree-lined neighborhoods. Overall, much of the district offers a walkable small-town scale, particularly to the south along Crain Highway. Another asset is that the County has significant ownership of properties within the Town Center area.

Some challenges within the overall Town Center area include poorly marked or unclear gateways, especially coming from the west along Baltimore Annapolis Boulevard; the walkable small-town scale downtown district that is overshadowed by the automobile-oriented Governor Ritchie Highway; and the presence of dark and somewhat foreboding buildings.

Revitalization plans will need to enhance and take advantage of the Town Center assets while addressing the challenges.

Study Area

The study area itself is comprised of one large block on the west side of Crain Highway and a partial block on the east side, both to the south of Baltimore Annapolis Boulevard. Site assets include prominent frontage at Glen Burnie's historic, main street corner; adjacency to the Baltimore and Annapolis Trail; the highly visible and recently renovated Rotary Park; and a positive image at the southwestern corner of the property with the well-maintained Oak Park office condominium development. Oak Park provides a positive transition to the residential neighborhood to the west. Additional assets include active businesses within the district, particularly on the western half of the block west of Crain Highway; and significant surface parking resources, both in public and private ownership. The surface parking lots are currently underutilized which bodes well for redevelopment.

Challenges with the site include multiple property owners; some poorly maintained and vacant properties, including some that are highly visible; and an uninviting public realm with missing shade trees along Crain Highway, litter present throughout, building facades with blank walls and limited window areas. Many businesses with windows have the windows covered with signage which further detracts from the district's image. One of the biggest challenges is the automobile-orientation of the adjacent Crain Highway and portion of Baltimore Annapolis Boulevard. Long dedicated right-turn lanes limit the amount of convenient on-street parking, result in speeding traffic trying to make the signal, and create uncomfortable pedestrian areas immediately adjacent to the travel lanes. The dedicated right turn lanes also provide for long crossing distances at intersections.

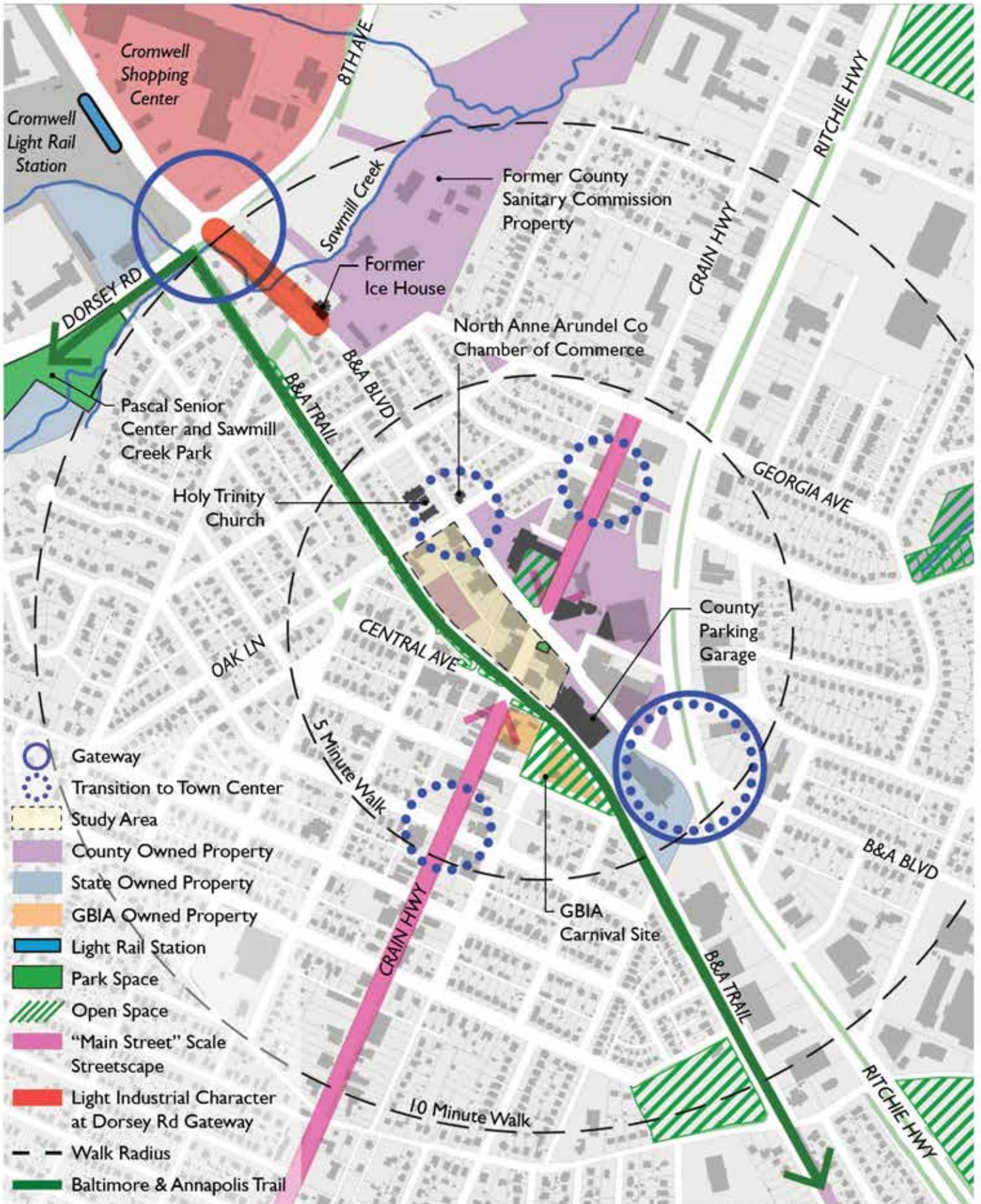


Figure 9. Analysis Framework: Context

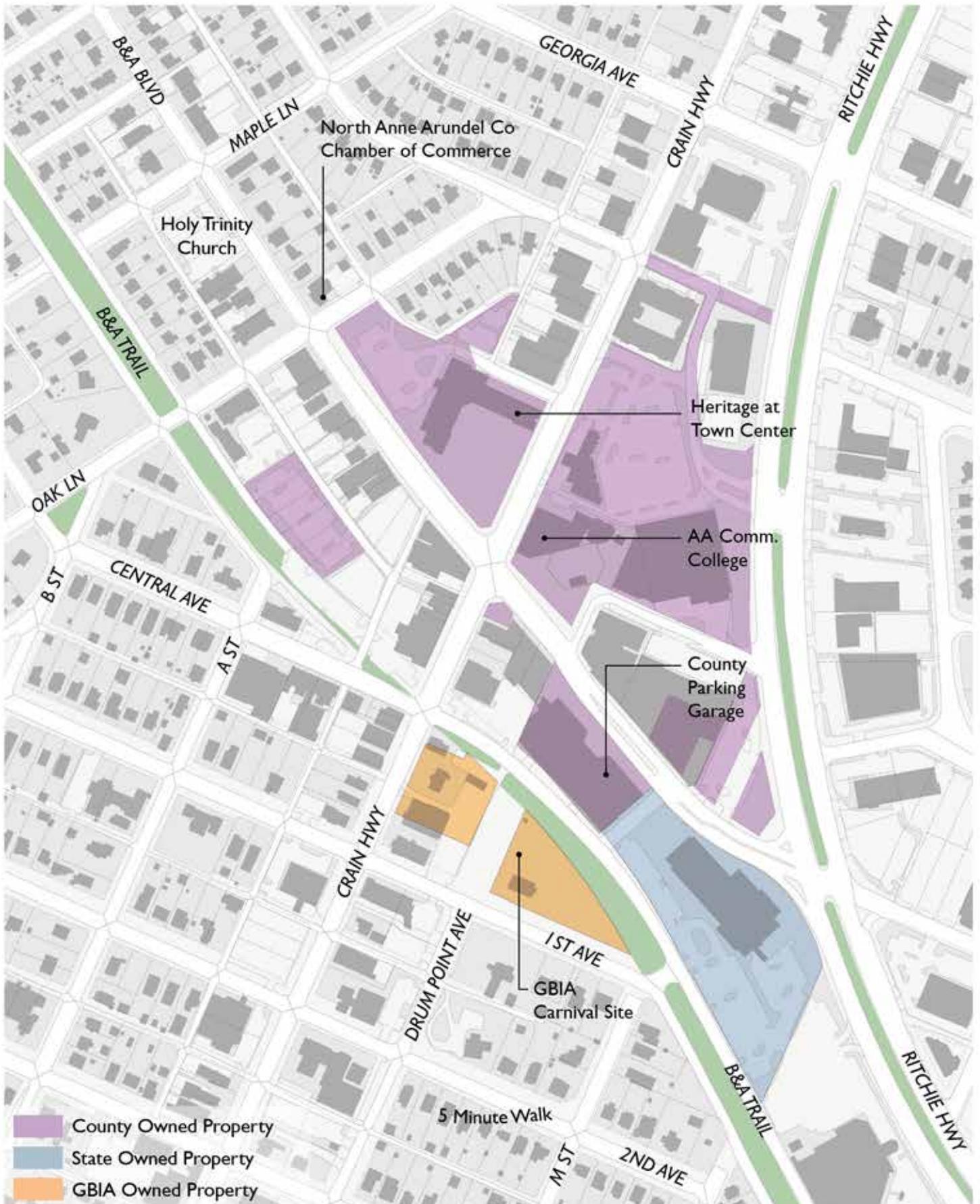


Figure 10. Analysis Framework: Town Center—Ownership

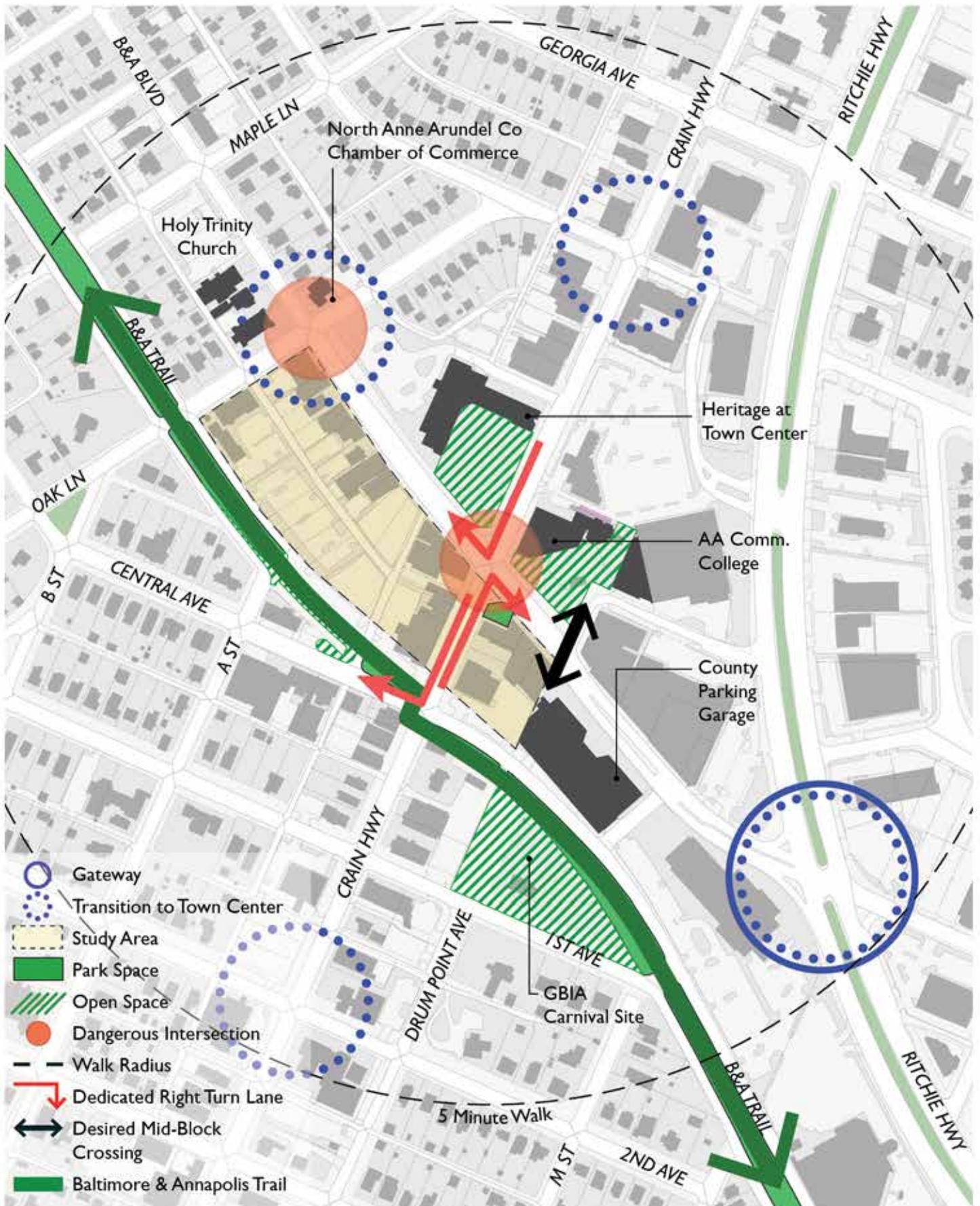


Figure 11. Analysis Framework: Town Center



Figure 12. Concept Plan, Approach 1



Figure 13. Concept Plan, Approach 2

CONCEPT ALTERNATIVES

Following the site and market assessment and initial stakeholder input, the Team prepared alternative development concepts, which are illustrated in Technical Memorandum #2. The concepts explored two general approaches. Both approaches assumed that the western portion of the west block would maintain the existing development while the eastern portion of the west block (adjacent to Crain Highway) would redevelop.

Approach #1: Building Upon Existing Conditions

This approach was developed as alternatives showing varying degrees of redevelopment based upon the interest of property owners. The redevelopment plan followed property lines so redevelopment isn't dependent upon all property owners participating, at least at the same time. To that end, this approach

also serves as a phasing approach should property owners wish to redevelop but at different times. Individual buildings allow them to be constructed incrementally.

Approach #2: Site Transformation

This approach was based upon the assumption that multiple properties on the eastern portion of the west block would be available for redevelopment at the same time. Therefore, this alternative explored a single building that wrapped both a parking deck and internal amenity space. After stakeholder review, it was determined that this approach would be unlikely and the first approach, outlined above, would be more realistic in terms of development phasing.

Approach #1 forms the basis of the Revitalization Plan described below and on the following pages.

REVITALIZATION PLAN

PLAN VISION

Glen Burnie’s Town Center will re-emerge as a vibrant place for residents, workers, students, and visitors to gather in a pedestrian and bike-friendly environment. Incremental investment from the public and private sector will create a mixture of uses from new dining, shopping, and services to a variety of residential options with easy access to the Baltimore and Annapolis Trail. The result will be a safe and inviting public gathering place that provides connections among existing and future businesses, open space amenities, and surrounding neighborhoods to celebrate the Glen Burnie Community.

VISION CONCEPT PLAN DESCRIPTION

The redevelopment vision is described below. This is followed by renderings of the vision in the form of an illustrative concept plan and perspective imagery, precedent images, and specific action-oriented recommendations.

Enhanced Existing Development

The plan envisions existing businesses on the east side of Crain Highway and the western half of the study area will likely remain over the long-term and are improved with façade enhancements. Existing businesses and properties on the west side of Crain Highway will likely be redeveloped in the long-term, however, façade improvements for these properties may be considered now until such time the properties are redeveloped.



The office condominiums at Oak Park are well-maintained and present a positive image and well-scaled transition to the residential neighborhood to the west.

New Street Pattern

To support walkability, the plan envisions a clearer, more logical street pattern. The new street pattern includes a new north-south street that divides the larger block of the redevelopment site into two smaller, more walkable, blocks. The street network also resolves how the northern leg of Greenway Street NW intersects with this new street and Central Avenue, rather than ending in a parking lot as it currently does.

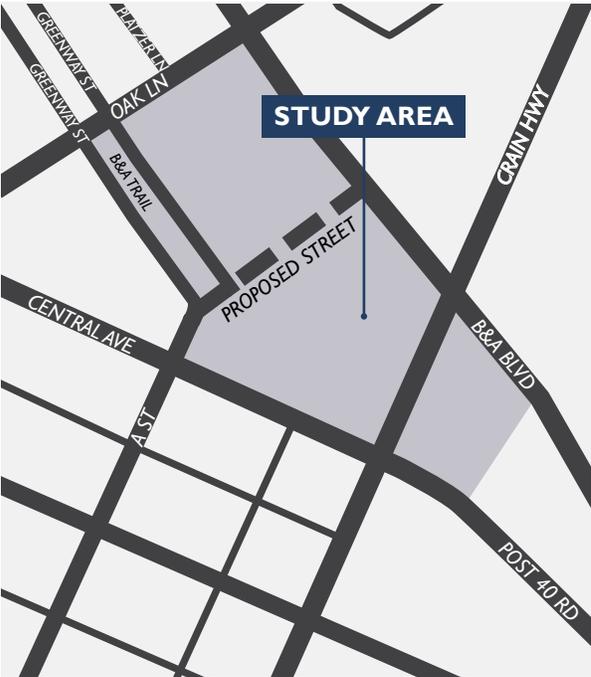


Figure 14. Proposed Street Network Pattern



KEY

- 1: Street Connection
- 2: Surface Parking/SWM
- 3: Potential Mid-Block Crossing
- 4: Potential Village Green and Memorial Park
- 5: Memorial
- 6: On-street parking with potential removal of right turn lanes
- 7: Rotary Park Enhancements

Building A — Stacked Townhouses

10,000 SF/Floor, 4 Floors
 25–30 Units @ 1,000–1,500 SF/Unit
 17 Parking Spaces (Garage Spaces)
 14 Parking Spaces (Surface)

Building B — Retail or Retail/Mixed Use Infill

First Floor: 3,000 SF Retail
 Second Floor: 4 Apartments @ 750 SF/Unit

Building C — Office or Mixed-Use Infill

First Floor: 4,500 SF Retail
 Second Floor: 5 Apartments @ 900 SF/Unit

Building D — Mixed-Use

First Floor: 8,200 SF Retail and 22 Parking or 13,000 SF Retail
 Second and Third Floors: 26,000 SF-30 Apts. @ 900 SF/Unit
 Parking: 33 Surface (22 Under Building)

Building E — Mixed Use

First Floor: 11,700 SF Retail and 22 Parking (Under Building)
 Second and Third Floors: 33,000 SF-36 Apts. @ 900 SF/Unit

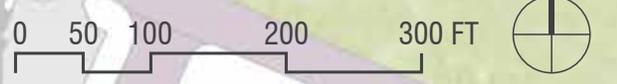
Building F — Mixed Use

First Floor: 12,000 SF Retail and 23 Parking (Under Building)
 Second and Third Floors: 32,000 SF-35 Apts. @ 915 SF/Unit

Total Parking for D, E and F

77 Surface and (67 Within Building Garage): 144 Total

Figure 15. Illustrative Master Plan



New Mixed-Use Development

The west side of Crain Highway is envisioned to be redeveloped incrementally with mixed-use development including standalone residential in the form of stacked townhomes on the County-owned surface parking lot; upper-level residential atop lower-level retail, restaurant, and other commercial uses, including potential space for a restaurant or culinary classroom associated with the Anne

- Arundel Community College culinary program; and infill mixed use development along Baltimore Annapolis Boulevard (near Oak Lane) and along Crain Highway.

The mixed-use development will be designed to take advantage of its proximity to the Baltimore and Annapolis trail with visual and physical connections to the trail and uses that support and appeal to trail users. The plan envisions the following in terms of mixed-use development:

- **Stacked Townhouses:** 25-30 units with garage and surface parking.
- **Upper Floor Residential:** Approximately 110 units on second and third floors above commercial uses in five new buildings.
- **Commercial Mixed-Use:** Approximately 39,000 SF of retail, restaurant, and office space on the first floors of five new buildings.



Examples of stacked townhouse and residential development above retail (Walden, Mechanicsburg, PA) oriented to the street.



Anne Arundel Community College offers a culinary program as part of its campus in Glen Burnie's Town Center. A medium to long term goal might be to explore expanding this program to provide street front kitchen and dining space open to the public as a restaurant or culinary class program for community members. This concept could be a significant anchor and street front space that would entice visitors to the Glen Burnie Town Center. Similar concepts have offered cooking classes, kids camps, murder mystery parties, girls' and guys' night out programs, and similar culinary programs.



Examples of mixed-use development (Columbia, MD) showing active ground-level retail uses adjacent to the street and open space.

Enhanced Public Realm

In addition to the new street pattern, the redevelopment concept envisions several enhancements and plan elements that will improve the pedestrian experience to further support walkability and the creation of a vibrant Town Center district. These include:

- **Surface Parking:** Surface parking is located behind buildings to de-emphasize the automobile and allow buildings to be developed adjacent to the street edge as downtowns were historically developed. Short-term on-street parking will be provided along existing and new streets for convenience, activation, and traffic-calming.
- **Stormwater Management:** Incorporate stormwater management into the overall site and parking lot design as a functional, aesthetic, and educational amenity.



Example of stormwater management integrated into a parking lot.



Figure 16. Potential Alley Improvements and Community Kitchen





Figure 17. Potential Pedestrian-Friendly Street Design

Image shows a potential new pedestrian-friendly street that divides the site into more walkable blocks.

- **Traffic Calming:** Additional on-street parking will be possible along Baltimore Annapolis Boulevard and Crain Highway by eliminating the dedicated right-turn lanes that encourage traffic adjacent to the sidewalk area to speed to “catch the light.” Eliminating these lanes also has the added benefit of allowing for sidewalk bumpouts at some intersections to provide shorter pedestrian crossings.
- **Litter-Free Sidewalks:** A redevelopment plan will not garner interest from the development community if the sidewalks and green spaces, particularly along the B&A Trail, continue to be filled with litter and are poorly maintained. The plan envisions a district where property owners, businesses, and citizens take pride in the public realm and have the infrastructure such as trash receptacles in place to dispose of litter properly.
- **Active Storefronts:** Regardless of how attractive the streetscape is, active storefronts are critical for an attractive, vibrant, and walkable public realm. As described above, the plan envisions active ground-level uses facing onto the sidewalk and streets with storefront display windows, entrances, and opportunities to provide eyes on the street to enhance the sense of safety and natural surveillance.
- **Bike Infrastructure:** Leverage the block’s proximity to the Baltimore and Annapolis Trail and provide bike racks, bike parking, drinking fountains, and information and wayfinding signage for bicyclists.
- **Outdoor Amenities:** In addition to active storefronts, the plan includes sidewalk amenities, including outdoor dining, street furnishings, retail displays, temporary parklets, and public art to further activate the public realm.
- **Lighting:** Ornamental pedestrian-scaled lighting and special lighting such as overhead market lights enhance the image and sense of safety for the district.
- **Street Trees:** Shade trees are important components of the streetscape and will be provided along Baltimore Annapolis Boulevard, Crain Highway, Central Avenue, Greenway Street and the new internal street. The emphasis will be on canopy trees that maximize shade while allowing for views beneath the canopies to storefronts. Larger tree pits will be utilized to ensure greater survival. Small ornamental trees as street trees are discouraged.



DUNEDIN, FLORIDA

is a community that has capitalized on the Pinellas Trail that runs through its downtown. Restaurants and businesses engage trail users with colorful facades, signage, bike racks, and amenities.



TRAVELER'S REST, SOUTH CAROLINA

was once characterized by many vacant storefronts. With the development of the Swamp Rabbit Trail through its downtown, the business district is now thriving. Restaurants and businesses leverage the trail and trail users. The community did an economic impact study showing the positive impacts of the trail.

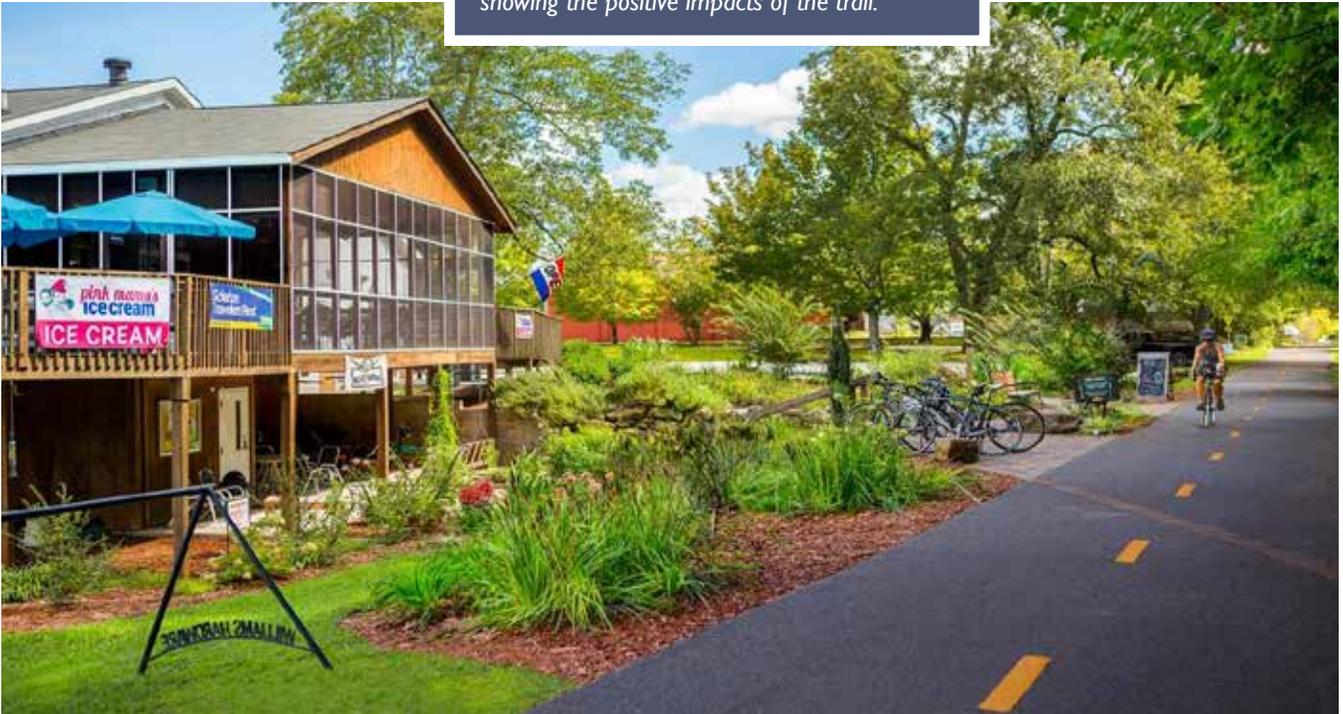




Figure 18. Streetscape and Intersection Improvements

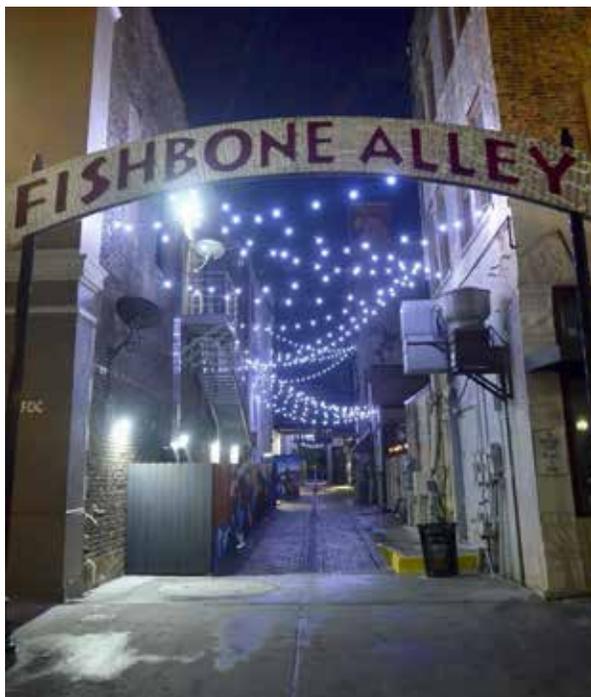
Image shows the overall potential redevelopment looking southwest across the intersection of Crain Highway and Baltimore Annapolis Boulevard.





Figure 19. Alley Connection

Image shows how an alley can be a vibrant connection between the street and retail frontage to parking located to the rear.



Overhead market lights can animate an alley connection between the street and parking areas.

- Rotary Park:** In addition to the recent landscape improvements made to Rotary Park, the plan envisions a new park identification sign and on-going program to better activate the space. Opportunities exist to coordinate façade enhancements for the adjacent building (see Figure 28 on page 45) to further enhance this space.



A potential new and lower sign identifying Rotary Park.



Figure 20. Village Green and Memorial Park

Image shows an aerial view of a potential new village green that could be activated by and provide an amenity to businesses along Central Avenue and the Baltimore and Annapolis Trail.



Figure 21. Memorial Park

- Village Green and Memorial Park:** Long-term there is the potential to create a significant gathering space on the south side of the redevelopment site to support the new mixed-use as well as existing businesses and residents along Central Avenue.
- Wayfinding Signage:** Wayfinding signage (illustrated on page 47) in the form of gateway signs, vehicular, bicycle, and pedestrian directional signs, information signs, and banners is employed throughout the redevelopment site and the broader Glen Burnie Town Center. Wayfinding signage will enhance the resident and visitor experience and increase awareness of the district throughout the area and for passersby along Governor Ritchie Highway.



Examples of how new mixed-use development can activate a public open space.



Figure 22. View Looking North Along the Baltimore and Annapolis Trail

Image showing the potential redevelopment looking north from the intersection of Crain Highway and Central Avenue, taking advantage of its relationship to the Baltimore and Annapolis Trail.





Figure 23. View of Crain Highway and Baltimore Annapolis Boulevard

Image showing an aerial view looking southwest from the intersection of Crain Highway and Baltimore Annapolis Boulevard. Lower level commercial uses activate the street edges with surface parking located behind.





Figure 24. Potential Infill Development

Image shows potential infill development along the western edge of Baltimore Annapolis Boulevard. Ideally, the infill would be two floors to reinforce the urban scale while providing upper floor residential opportunities.

ACTIONS

A. SET THE STAGE FOR REDEVELOPMENT

I. Invest in Existing Facades and Site Improvements Utilizing County Façade Improvement Program

- Consider façade and site improvements as a short-term enhancement for some buildings to be redeveloped in the future and as permanent enhancements for buildings to remain.
- Utilize paint to highlight building features and introduce color.
- Simplify and reduce signage to be more impactful to customers while eliminating visual clutter, particularly from storefront windows and glass.
- Provide awnings and/or canopies to identify entrances, provide shade for pedestrians, and introduce color into the public realm.
- Activate parking areas with temporary (seasonal) outdoor dining.



Figure 25. Example of Effective Façade Treatment

5 Crain Highway represents a good example of an effective façade treatment with well placed signage and awnings and windows free from sign clutter.



Figure 26. 2 Crain Highway Improvements, Front View

Front view example of potential enhancements to the business at 2 Crain Highway. The façade improvements illustrate how signage and color can be used to reinforce the business brand, storefront windows can be enhanced with the removal of sign clutter, and the business can be made more inviting with canopies over the entrances.



Figure 27. 2 Crain Highway Improvements, Side View

Side view example of potential enhancements to the business at 2 Crain Highway. The façade improvements illustrate how signage and color can be used to reinforce the business brand, the pedestrian realm can be activated with outdoor dining, and how the business can better leverage its relationship to the Baltimore and Annapolis Trail. The view also shows improvements to the trail in terms of pavement markings, the addition of bike racks and the use of public art on utility boxes.



*Figure 28. 7474 Baltimore Annapolis Boulevard
Facade Improvements*

Simple façade improvements for 7474 Baltimore Annapolis Boulevard showing how paint can be used to extend the façade treatment of 7476 Baltimore Annapolis Boulevard.



Figure 29. Façade Improvements at 9 and 11 Crain Highway

Front view of 9 and 11 Crain Highway showing how façade can be improved with the removal of sign clutter from windows and more appropriate placement of the business signage.

The background also shows how a blank wall facing Rotary Park can be a backdrop for public art.

2. Conduct a Community Brand Process for the Site and Town Center

- Engage stakeholders and the public.
- Prepare a market position statement.
- Create using the brand logo for the community developed during this process.
- Consider brand extensions for organizations and attractions within the district.
- Develop collateral materials to market the site and Town Center. Prepare a community brand statement.
- Create a logo for the community.
- Consider brand extensions.
- Develop marketing materials to market the site and Town Center District.



Figure 30. Potential Banner Designs

Examples showing how the community brand can be applied to banners. Note how the tag line can be adapted to reinforce different messages.



Figure 31. Potential Wayfinding Signage System

Example showing how the community brand can be incorporated into a wayfinding signage system.

Glen Burnie Brand Concepts

The project team was inspired to create a brand concept for the Glen Burnie Town Center. The logo design—while only a concept—is inspired by the network of intersecting streets that form the town center street layout as well as a vintage “badge” style design evocative of Glen Burnie’s role as a prominent community that grew rapidly during the post-World War II era.

The brand concept is designed to be placed in a badge format or in a simplified typeface design. The tagline “Make your path here” is inspired by the Baltimore and Annapolis Trail (which crosses through the district), the crossroads of key intersections in and near the Town Center, and the potential for “fresh starts” with students from Anne Arundel Community College and those looking for a variety of housing options in a town center setting.

A good brand should be implemented with environmental graphics. The concept is shown with potential banner designs for streetlights in the Town Center and a wayfinding concept (see Figure 30 and Figure 31 on page 47) is illustrated to help curate the visitor experience to the district. The wayfinding is critically important as the Town Center, while centrally located in Glen Burnie, could be missed by those traveling on Ritchie Highway. Wayfinding should guide vehicles to key parking resources, connect pedestrians and cyclists to the Baltimore and Annapolis Trail, and provide insight into the key attractions and amenities in the Town Center.

These graphics are provided in five graphic file formats for the use and modification of the community. However, a more thorough branding process might be considered as the district develops that would include significant community input, expansion opportunities, a market position statement and a set of collateral material to be implemented by both the public and private sector.



Figure 32. Logo Concepts

Example showing two alternative approaches for a Glen Burnie Town Center logo and tag line to reinforce the community brand.

3. Establish a Litter Clean Up Campaign

- Work with the Department of Public Works to provide trash receptacles along the sidewalk area, particularly near the bus stop at Crain Highway and Central Avenue.
- Encourage businesses and property owners to keep their sidewalk areas free from litter on a regular basis.
- Use community branding to promote a Town Center clean up campaign.

4. Consider Establishing a TIF District

Explore Maryland Tax Increment Financing Law (TIF) and consider establishing a TIF District for the block and/or a larger Town Center area since much of the property is in public ownership and over time could be transferred to private ownership.



Figure 33. Potential Redevelopment Opportunities

TAX INCREMENT FINANCING

[MD Econ Dev Code § 12-201 \(2016\)](#) enables Tax Increment Financing (TIF) for projects and project areas in the state. The principle behind (TIF) is that the base assessed property tax value of a district is “frozen” at the beginning of a set time period and any incremental increase in property tax value is allocated to improvements within a pre-designated “development district.”

While this tool has frequently been used for private project specific developments, the purest intent of the statute is to create a redevelopment district whereby private sector improvements are “captured” to fund ongoing public sector improvements in an area that otherwise wouldn’t benefit from these funds.

The Glen Burnie Town Center presents an ideal opportunity for a community driven TIF district where the area is designated and improvements are spread across the entire district. The area is particularly poised for Tax Increment Financing because key parcels of the land are in public ownership creating an immediate increment if converted to private ownership.

B. REDEVELOP UNDERUTILIZED PROPERTIES WITHIN THE STUDY AREA

1. Inventory and Understand Publicly-Owned Land Within and Near the Site

- Identify all County land holdings and understand the departmental ownership within the County.
- Determine if the property is currently operationally efficient.
- Examine short and long-term plans for the property.

2. Position Publicly-Owned Land for Disposition

- From the inventory above, determine which publicly-owned land should remain under County ownership and which should be converted to private use. In particular, any lands to be included as part of a Request for Proposals (RFP) should be positioned in a way to avoid the urgency of a last-minute request. (See item 4 on page 50 for more information about the RFP process.)

3. Continue Dialogue with Private Property Owners

- Reach out to property owners unavailable or not responsive during this planning process to understand short and long-term plans for their properties.
- Explore opportunities for a 1031 exchange¹ or “friendly condemnation” with some property owners. This would allow for some capital gains deferral and/or elimination of legal/title issues to accelerate consolidation of property to include in a redevelopment Request for Proposal.

4. Issue a Request for Proposals (RFP) for the Site

- Position Anne Arundel County to act on the revitalization plan by preparing and issuing an RFP.
- Consider in the RFP that some of the burden of assembling property not publicly owned could be placed on the developer.
- Depending upon timing, consider single or multiple RFP’s (by phase) for the redevelopment site.

5. Initiate Streetscape Improvements and Traffic Calming

- Work with the Maryland State Highway Administration (SHA) and the Anne Arundel County Office of Transportation and the Department of Public Works to explore and further develop the streetscape enhancements and traffic-calming outlined in this plan for Baltimore Annapolis Boulevard and Crain Highway.
- Consider and “test” changes to the street configuration (curb extensions at intersections) with temporary pavement markings until more permanent changes can be made.
- Recognize multiple phases of this effort, including budgeting in the Capital Improvement Plan (CIP); initiating traffic studies; developing design drawings; and constructing the improvements.

¹A 1031 exchange is a real estate trade where a property owner does not have to pay capital gains tax when a public entity acquires a property and the owner reinvests the funds into a comparable property. It is called “friendly condemnation” because a property owner who might face significant capital gains can eliminate those on a more productive property.



Figure 34. Potential Streetscape Improvements

Potential streetscape improvements show curb extensions at the intersection to define the on-street parking lane while creating shorter pedestrian crossings.



Example showing how pavement markings and temporary bollards can be used to change lane configurations and test pedestrian crossing areas prior to making permanent changes.



Figure 35. Improvements in the Public Realm

Image shows potential infill development along the eastern frontage of Crain Highway. Ideally, the infill would be two floors to reinforce the urban scale while providing upper floor residential opportunities.

C. ORGANIZE FOR LONG-TERM SUCCESS

I. Explore the Potential for a Permanent Organization that Manages the Study Area and Broader Glen Burnie Town Center

- Consider a united partnership group that includes the Chamber, Glen Burnie Improvement Association and Anne Arundel County.

2. Annual Glen Burnie Town Center Forum

- Anne Arundel County Government should consider hosting an annual “Glen Burnie Town Center Forum” to discuss accomplishments toward implementation, ongoing projects and partnerships for the study area and Town Center as a whole; highlight past challenges and celebrate successes; and outline next steps toward implementation, potential challenges and potential opportunities. All partners involved in working with Anne Arundel County to implement this plan should participate in this forum. Tracking the success of this redevelopment plan will be critical to maintain the momentum of its implementation and keep partners energized.



Figure 36. View of the Proposed Village Green

BROADER TOWN CENTER CONSIDERATIONS

While the redevelopment block is the focus of this revitalization plan, this study area is part of a greater Glen Burnie Town Center. Revitalization opportunities should be explored throughout the entire area as opportunities arise, additional planning occurs, and resources become available. Outlined below are some, but not all actions that should be explored.

A. Extend the Community Brand Throughout the Glen Burnie Town Center and Extend the Brand to Other Organizations

- If a community brand is developed as part of the redevelopment process, utilize the process to create/reinforce the identity for the entire Town Center, as described on page 48.

B. Enhance Town Center Gateways

- Provide gateway signage along all entry corridors to the Town Center, particularly along Baltimore Annapolis Boulevard, Crain Highway, and Governor Ritchie Highway. In particular, replace the existing gateway signage at the intersection of Baltimore Annapolis Boulevard and Ritchie Highway with signage that promotes the community brand and is more visible.

C. Implement Wayfinding

- Utilize community brand to develop and implement wayfinding signage throughout the Glen Burnie Town Center. Implementation can be phased as resources allow.

D. Revitalize the Town Center Plaza

- Explore opportunities to further activate the Town Center Plaza and introduce enhancements to the space. The new weekly farmer's market is a great example of programming the space. Additional enhancements might include reduced paving with the addition of green space, additional shade trees and/or shade structures, and working with adjacent restaurants to encourage outdoor dining.

E. Enhance the Carnival Grounds

- Work with the GBIA to understand opportunities to enhance the Carnival Grounds. Improvements should focus on making this important site more usable as a passive green space on a regular basis. Investment does not have to be significant; several well-placed canopy shade trees could provide pedestrian scale, comforting shade, and environmental benefits. It is important to note that any placement of potential shade trees should be coordinated with carnival organizers to ensure trees do not interfere with carnival operations.

F. Coordinate with Heritage at Town Center to enhance the Open Space

- Work with the Housing Commission of Anne Arundel County to explore enhancements to the green space associated with the Heritage at Town Center community (currently “Glen Square”) as improvements are made to the building. Consider enhancements that make the space inviting to both residents and the broader community, while providing appropriate distinctions between the two areas. A short-term improvement could be to prune lower tree limbs to open visibility into and out of the space.

G. Improve the Public Parking Garage

- Explore short and long-term opportunities to make the public parking garage more inviting. In the short-term, provide more signage directing visitors to this resource and consider façade treatments to provide some visual relief from the dark façade. In the long-term, explore opportunities to incorporate new mixed-use development adjacent to the garage and on the lower level facing Baltimore Annapolis Boulevard, with more windows and uses that engage the pedestrian along the frontage. Additionally, explore the potential for an additional mid-block crossing of Baltimore Annapolis Boulevard to better align with natural desire lines that connect the garage with the Town Center Plaza.

H. Coordinate the RFP Process for the Planned Mixed-Use Redevelopment of the Former County Sanitary Commission Property

- Coordinate the RFP for the redevelopment of the former County Sanitary Commission Property at 7409 Baltimore Annapolis Boulevard with the goals outlined in this revitalization plan. Specifically, consider including criteria that the redevelopment contributes to a positive Town Center gateway experience; includes an interconnected street and pedestrian network that responds to and connects to the existing street pattern and to the Town Center; and responds to existing development patterns along the Baltimore Annapolis Boulevard Frontage.

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IMPLEMENTATION ACTION PLAN AND CONSIDERATIONS

Overview

The *Glen Burnie Town Center Revitalization Plan* represents a framework to manage change and enhancements for the study area over the next ten years and beyond and intends to be a guiding, yet flexible document. Anne Arundel County Government will be the entity in charge of moving the plan forward toward implementation; however, the private sector will have a significant partnership role with non-profit entities and individuals also having a supporting role. The revitalization plan concept (illustrated on page 27) will be further refined and vetted as projects are initiated. It is important to view the concept plan as an illustration of potential project elements and ideas that will evolve, with further consideration of public sector fiscal constraints, the need for an organizing entity for the Town Center, participation and cooperation among property owners, and the unknown opportunities and challenges that may arise over time.

Implementation Timeframes

Implementation timeframes will be determined by need, funding, cooperation/interest among property and business owners and County departments, and emerging opportunities to leverage other redevelopment and enhancement projects in the Glen Burnie Town Center.

Implementation Partners

As the entity in charge of moving this revitalization plan toward implementation, Anne Arundel County Government will work among a partnership of public and private entities and individuals. Implementation partners will vary depending upon the specific aspect of the concept plan and may include residential neighborhoods, business owners, property owners, and advocacy groups. The private sector, through an RFP process initiated by the County (see item 4 on page 50), will be the primary implementation partner.

Implementation Action Plan

The Implementation Action Plan, divided across the following page spreads, is a summary of the recommendations and actions described in this plan. The action plan is organized by plan elements and outlines the key plan recommendations, the individual actions, and timeframes for implementation. Timeframes are noted as short (completion within 6 months to two years), medium (two to five years for completion), or long (five or more years to implement fully). In some instances, implementation will occur over a span of time (i.e. short-mid, mid-long, or short-long). Others may be listed as ongoing to indicate they don't necessarily have a completion date and may involve continual action.

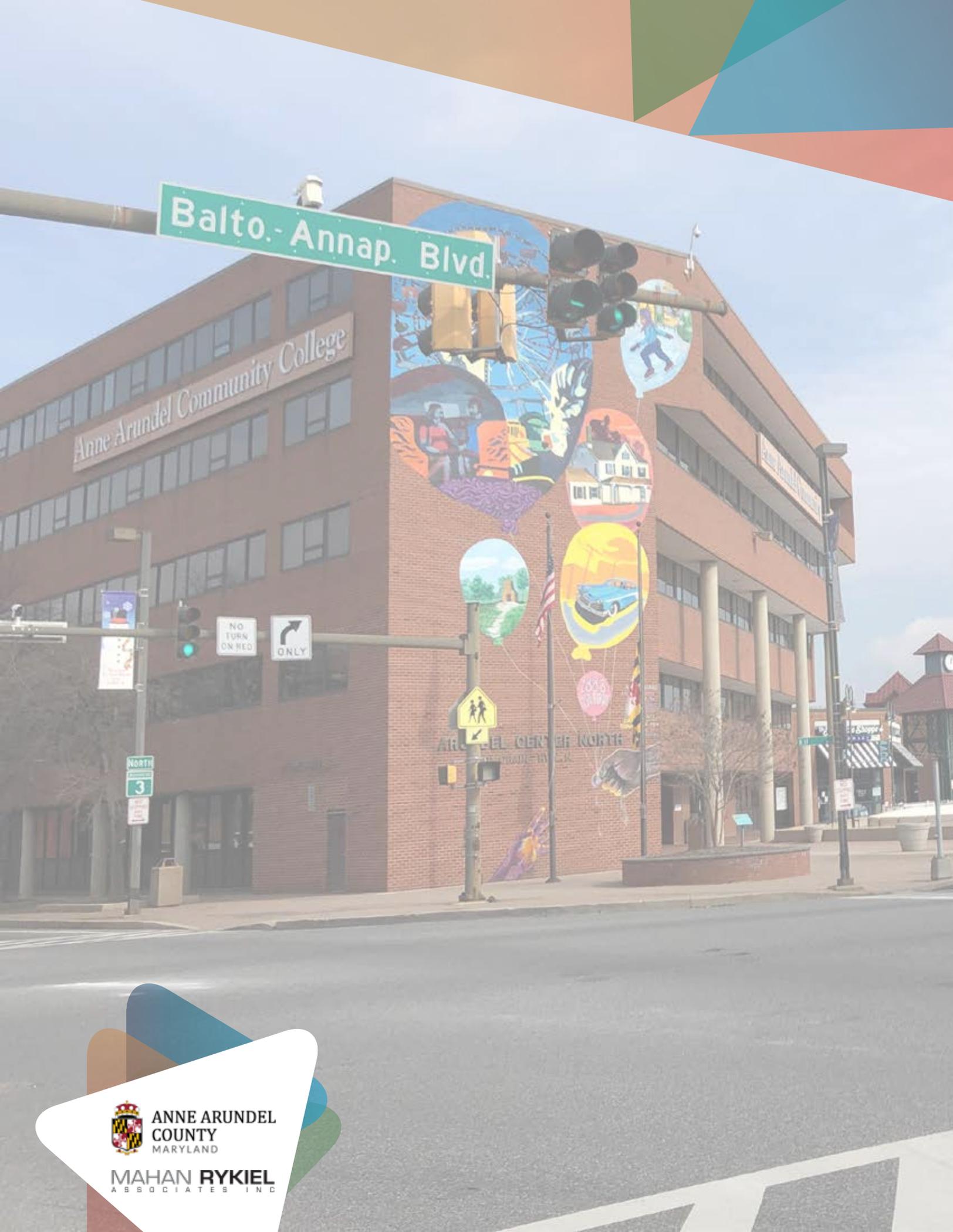
With this implementation action plan, it is important to note:

Recommendations will not be implemented all at once. Rather, they will be implemented in phases over many years. The plan elements and actions are often interrelated; therefore, implementation will occur simultaneously and require coordination among recommendations in many instances. The order that the plan recommendations and actions are listed does not indicate a prioritization.

As plan policies are implemented, progress can be tracked and reviewed during an "Annual Town Center Forum."

Table2. Implementation Action Plan

PLAN ELEMENT /ACTION		TIMEFRAME	PRIMARY LEAD	PARTNERS
Set the Stage for Redevelopment				
1.	Invest in Existing Facades and Site Improvements	Short-Ongoing	Private Sector	AA County
2.	Conduct a Community Brand Process	Short	AA County	Chamber, GBIA
3.	Establish a Litter Clean Up Campaign	Short	Chamber, GBIA	AA County, Private Sector
4.	Consider Establishing a TIF District	Short-Mid	AA County	
Redevelop Underutilized Properties within the Study Area				
1.	Inventory and Understand Publicly-Owned Land	Short	AA County	
2.	Position Publicly-Owned Land for Disposition	Short	AA County	
3.	Continue Dialogue with Private Property Owners	Short	AA County	
4.	Issue a Request for Proposals for the Site	Short	AA County	
5.	Initiate Streetscape Improvements and Traffic Calming	Mid-Long	AA County; SHA	
Organize for Long-Term Success				
1.	Explore the Potential for a Permanent Organization that Manages the Study Area and Broader Glen Burnie Town Center	Short	AA County	GBIA, Chamber
2.	Annual Glen Burnie Town Center Forum	Ongoing	AA County (then New Organization)	GBIA, Chamber and/or New Organization
Broader Town Center Considerations				
A.	Extend the Community Brand	Mid	GBIA/Chamber or New Org.	
B.	Enhance Town Center Gateways	Mid	AA County	
C.	Implement Wayfinding	Mid	AA County; SHA	Chamber
D.	Revitalize the Town Center Plaza	Long	AA County	Private Sector, AACC
E.	Enhance the Carnival Grounds	Short	GBIA	AA County
F.	Coordinate with Heritage at Town Center to Enhance the Open Space	Short	AA County	
G.	Improve the Public Parking Garage	Long	AA County	
H.	Coordinate the RFP Process for the Mixed-Use Redevelopment of the Former County Sanitary Commission Property	Short	AA County	



Balto.-Annap. Blvd.

Anne Arundel Community College

ARUNDEL CENTER NORTH

NORTH
3

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ON RED

ONLY



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COUNTY
MARYLAND

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ASSOCIATES INC