

Belair Road Town Hall Meeting
Gardenville Node for
Residents and Business Persons

April 9, 2014

Summary of Small Group Discussions

Branding/Visioning

Background: Neighborhood Association representatives, chaired by Winette Downer of Cedonia Neighborhood Association, tailored a schedule to optimize the power of the community's voice in the ultimate selection of a brand for the Gardenville commercial corridor along and adjacent to Route 1. Miguel Zuniga, Professor of Marketing and International Business at Morgan State University, facilitated the discussion of 40 participants. The Neighborhood Associations of participants were Waltherson, Parkside, Frankford Glenham-BelHar, Rosemont, Valley Park, Cedonia and Cedmont, three identifying as Gardenville residents. Gardenville Belair Road Business Association, Madison Square Federal Savings Bank, and Harry P. Close Funeral Home businesses were represented. There were 5 discussion groups.

Participant responses:

When you currently walk or drive along Belair Road in Gardenville, what **positive adjectives** best describe what you see?

1. Long time businesses committed to our community - Gil's Pizza, BiRite, Woodlea Bakery, Madison Square Bank, Currans Deli, Lehman's Hardware, Academy Animal Hospital, M & T Bank VV
2. New businesses – Aldi's, Planet Fitness
3. Small business- friendly
4. Thriving shopping centers –busy

5. People traffic/parking lots, good bus line – walkable, mobile √√
6. Thriving activity
7. Entrepreneurial √
8. Diversity – entertainment, complimenting businesses √
9. Diversity – age, income, ethnicity, religion, lots of children
10. Friendly √
11. Clean
12. Charter school and public school – learning starts here
13. Parks
14. Long-time residents
15. Lots of single family homes
16. Convenient
17. Medical centers
18. Catholic Charities Housing
19. Connections – great transportation

When others walk or drive along Belair Road in Gardenville **in the future**, what adjectives describe the area?

1. More artsy √
2. Green √√
3. Bright lights
4. Accessibility/walkability
5. Better sidewalks
6. Family-oriented businesses
7. Enthusiasm from existing businesses
8. Entertainment √
9. Community Center
10. Coffee Shops
11. On-line presence, Identity
12. Welcoming √
13. Attractive
14. Vibrant
15. Community activity

16. Culture
17. Sense of community
18. Inviting
19. Family restaurants
20. Shops – boutiques, ice cream shops ✓
21. Mega library
22. Places to rest
23. Farmer's Market
24. Colorful
25. Safety – well-lit area and businesses, attractive, deterring unsafe activity
26. Romantic restaurants
27. More gardens, more trees
28. Wi-Fi cafes
29. International food/clothing/restaurants/grocery stores
30. Historical component
31. More religious venues and spiritual opportunities
32. More youth activities
33. Community garden ✓
34. YMCA, recreational centers for dancing, tennis, biking, basketball, yoga
35. Healthy, positive, energetic, vibrant, romantic, historical, peaceful
36. Beer garden
37. Dog park
38. Foot bridges over Belair Rd (with hanging gardens)
39. Median barriers
40. Bike lanes
41. Landscaping
42. Colorful bus stops and benches
43. Section identity
44. Mile signs
 - 8 miles out "You're getting closer"
 - 7 miles out "It's Growing on You"
 - 6 miles out "It's Filling Up"
 - 2 miles out – "Garden Vill"

- 1 mile out – “You’re Here”
45. Did You Know Signs
- Historical facts – Did you know that in 1907, Mrs. Wockenfuss...
 - Did you know that this shop will...

If you were deciding upon a slogan/symbol for Belair Road in Gardenville, what would it be?

Symbols

1. Butterflies (metamorphosis)
2. Gardens (black-eyed susans, daffodils)
3. Apple
4. Roots
5. 1 – US 1 sign
6. Centering symbol
7. Flower – for growing, blooming, family
8. Different veggies (diversity)

Slogans

1. Bloom in Gardenville
2. Bring It On
3. Business Blooming
4. From Maine to Florida We’re #1
5. Welcome to the New Route 1
6. Baltimore’s New Best Kept Secret
7. The New Northeast Gateway
8. Baltimore’s Garden
9. Put a Garden in Gardenville
10. Plant Your Roots in Gardenville
11. Neighbors Connecting
12. Gardenville - Living Up To Its Name
13. Gardenville- On the Grow

14. Life Begins in the Garden
15. Number 1
16. First Stop for Families – Rt 1
17. Garden of Life
18. There's Life in the Garden
19. Gardenville: A Place to Grow
20. Dig Down Deep and Branch Out in Gardenville

Summary: 40 participants representing the residential and business community began the evening with different ideas about our commercial corridor, perhaps skepticism about Wockenfuss and Goodwill leaving. But throughout the small group discussions became energized around themes for positive change for the future Belair Road in Gardenville: family and youth activities, cultural outlets, small business development, boutique shops, growth, multi-culturalism, fitness and gardening. They also envision an identity with history: i.e. returning as a walkable and attractive commercial corridor; acknowledging the growing immigrant populations; reinventing community gathering places to meet and enjoy the arts, history, and other forms of entertainment; and establishing presence and excitement through social media.

Follow-up activities:

1. The town hall planning committee will meet on Wednesday, April 23 to debrief, firm-up a survey instrument through survey monkey, and to discuss any future community events and participant communications.
2. The survey will be posted through HARBEL's website
3. A 2 question survey was completed by 17 participants on April 9. Question 2 asking to prioritize interests and the amount they would spend monthly in the Gardenville node of US 1 if their priority interests become reality. The results: 6 would spend over \$201, 4 - \$101 to \$200, 5 - \$50-\$100, 2 said it depended on what was there. The top priorities (Number 1's and 2's) were family-friendly activities, places to exercise, a central place to gather, healthy food outlets and eat-in restaurants.

Reported by: Ellen Marshall

