

INNER HARBOR 2.0



IT'S HARD TO BELIEVE THE INNER HARBOR IS 40 YEARS OLD

In 1973, the Inner Harbor public promenade was completed, setting the framework for all development to follow. Heralded as a model of urban waterfront redevelopment, the Inner Harbor has been good for our city and state economies, creating a new tourism and hospitality industry. The Harbor supports over 21,000 jobs throughout the region.

Today, the Inner Harbor remains a source of pride and identity for our region and continues to be the primary reason people visit Baltimore. In fact, it is the center of a prosperous regional tourism industry that in 2012 generated \$43.3 million to Baltimore City and \$58.7 million to the State of Maryland.¹ Residents visit the Inner Harbor for so many reasons—to enjoy the magic of the water, show off the Inner Harbor to visitors, visit National Aquarium and Maryland Science Center, enjoy crabs on an outdoor deck, attend events or just stroll along the promenade.

The Inner Harbor is where Baltimoreans come together to celebrate.

Whether it's ringing in the New Year, cheering over the Ravens' Super Bowl win, basking in the glow of Michael Phelps' World and Olympic records, listening to Keith Urban perform on a floating barge or visiting dozens of Tall Ships from around the world for Sailabration, the Inner Harbor is where we come together as a collection of citizens with common interests and aspirations for our city and ourselves.



AN OPPORTUNITY TO INVEST IN OUR FUTURE

Baltimore's Inner Harbor has provided entertainment, education and enjoyment for generations. Now is the time to invest in our Inner Harbor's future so that generations to come can enjoy this incredible asset and Baltimore and the State of Maryland can continue to reap financial rewards from a booming tourism industry and active harbor.

Baltimore's Inner Harbor development sparked an explosion of growth for Baltimore, including new office developments along Pratt Street, new hotel rooms added Downtown and new residential units constructed along the 10-mile waterfront promenade from Canton to Locust Point. Additionally, we have seen Harbor East, a new mixed-use neighborhood, come to life in just the last ten years.

Investing in free outdoor amenities and activities will make the Harbor a destination for locals as well as tourists.

Citizen Survey Results:²

- ▶ What do you like MOST about the Inner Harbor?
 - Walkability
 - Access to the waterfront, views of the water
 - Diversity
 - The promenade
 - People watching
 - Outdoor activities
- ▶ If you could change ONE thing about the Inner Harbor, what would you do?
 - Clean up water litter
 - Add green space, shade, trees, and parks
 - Increase locally owned shops and restaurants
- Protect and enhance views
- Improve and update Harborplace
- ▶ What types of shops, restaurants or attractions would you like to see MORE of in the Inner Harbor?
 - More casual and inexpensive restaurants
 - Locally owned shops
 - Parks and open space with activities
 - Farmers market
 - Specialty shops & cafés
 - Breakfast and coffee places



THE PLAN

Quality open spaces, parks, playgrounds, interactive water features and artwork will spark the imagination and respond to our changing values and needs. The plan also adds landscaping and shade areas, and proposes new opportunities for enjoying the area by bike and by water.



ATTRACTIONS AND AMENITIES

The plan proposes new and strategically located attractions and amenities for the already successful harbor to extend the destination experience throughout the Inner Harbor district.

1 RASH FIELD PARK

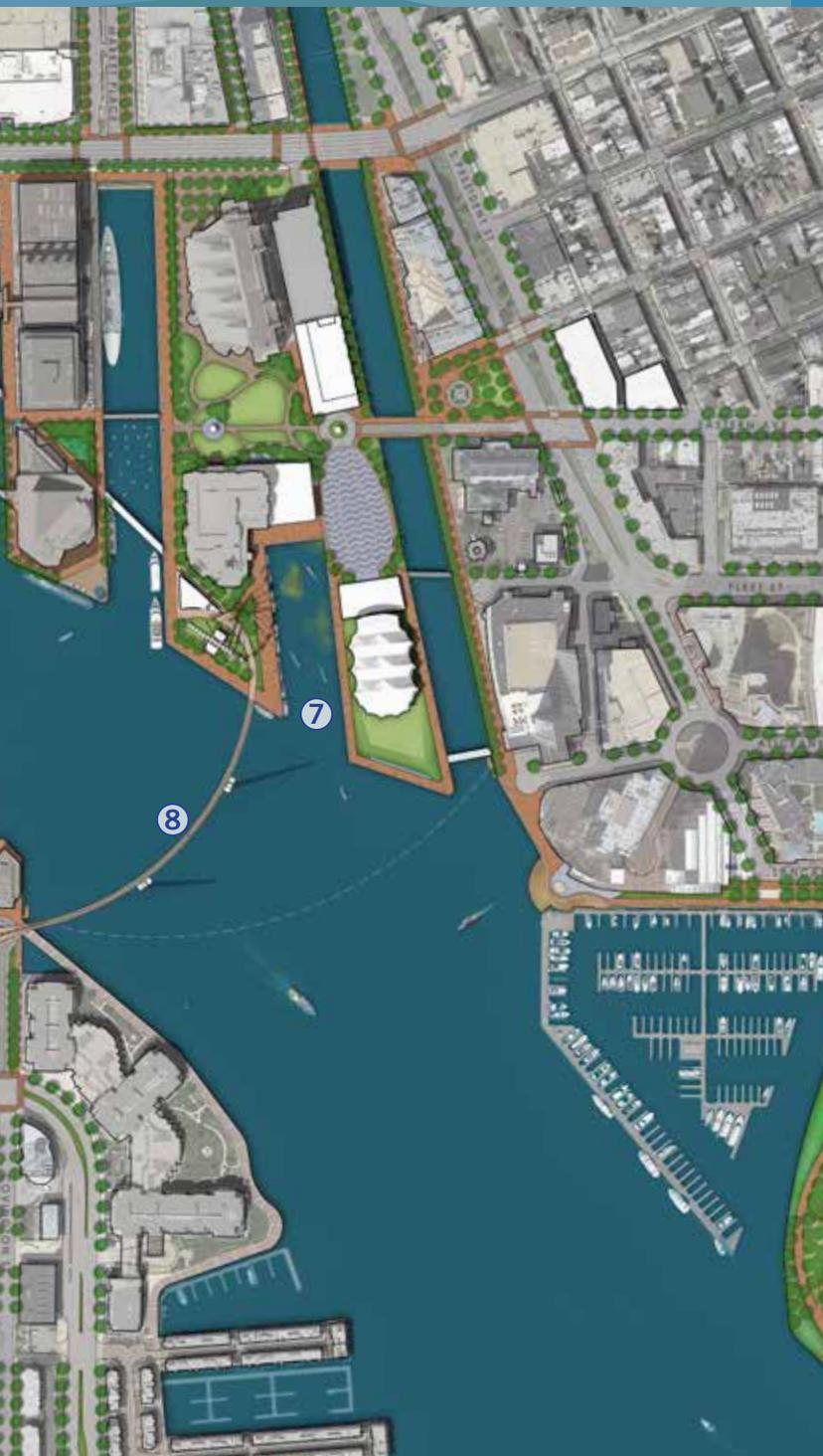
- ▶ Destination Park
- ▶ Playground
- ▶ Sculpture/Science Garden
- ▶ Outdoor Cafés
- ▶ Performance Stage
- ▶ Barge Pool
- ▶ Kayak Launch
- ▶ Underground Parking

2 WEST SHORE PARK

- ▶ Play Feature/Stage
- ▶ Overlook
- ▶ Concession
- ▶ Splash Pool
- ▶ Bikeshare

3 HARBORPLACE

- ▶ Amphitheater
- ▶ Bikeshare
- ▶ Outdoor Cafés
- ▶ Retail Pavilions



PRINCIPLES GUIDING THE PLAN

- ▶ Be authentic to Baltimore and Maryland
- ▶ Respect the history of and pride for the Inner Harbor
- ▶ Recognize the connection to the Chesapeake Bay and the importance of clean water
- ▶ Build on the strengths of the National Aquarium and the Maryland Science Center
- ▶ Create new free amenities and attractions
- ▶ Anticipate impacts of climate change

4 McKELDIN PLAZA

- ▶ Grand Entrance to the Harbor
- ▶ Outdoor Cafés
- ▶ Retail Pavilions
- ▶ Entry Gardens

5 AREA 10

- ▶ Wetland Gardens
- ▶ Chesapeake Bay Education Center

6 PIERS 3 AND 4

- ▶ Water edge amenities

7 PIERS 5 AND 6

- ▶ Expand Pierce's Park
- ▶ Performance/Piazza

8 BRIDGE CONNECTOR

- ▶ Pedestrian Bridge
- ▶ Overlook
- ▶ Connecting Neighborhoods

THE NEED IS HERE AND THE TIME IS NOW

Any 40-year old public space, especially one that has had as much foot traffic as the Inner Harbor, requires upgrades. Taking prompt steps to rebuild and repair the Harbor's infrastructure now will prevent conditions from worsening and costing more in the future.

A 2012 "State of Good Repair" analysis of the Inner Harbor outlines necessary repairs. Some areas require more extensive work such as the electrical system, which suffers from flooding due to rising tides; the bricks on the promenade and wooden piers.

The effects of climate change are most visible at the amphitheater, the lowest point at the Inner Harbor; issues include frequent flooding which displaces important functions such as water taxi boarding.

Raising the grade of the amphitheater where it meets the water and adjacent promenade areas will help avoid future flooding and conform to updated ADA regulations.

Continued investment in public spaces at the Harbor and the addition of new amenities are vital to current and future competitiveness with other regional destinations.



A HEALTHY HARBOR IS CRITICAL TO THE PLAN

The Healthy Harbor initiative aims to make the Harbor swimmable and fishable by 2020 and is a major component of Inner Harbor 2.0. A healthy Harbor is critical to creating a more interactive experience with the water.

The future success of Baltimore depends on having a clean environment and clean water.

The Inner Harbor is a place to engage and educate the public about how they can help clean up the Harbor and Chesapeake Bay while promoting environmental stewardship of this unique marine ecosystem. A growing collection of “living laboratory” projects – floating wetlands, rain gardens, and oyster restoration – are already in place and new projects have been integrated into Inner Harbor 2.0.

Inner Harbor 2.0 projects, like the Rash Field improvements, pictured below, will revitalize space for tourists and residents with green spaces that provide shade while cleaning rainwater and kayak and canoe launches that allow people to get out on the water.

Elements of the Healthy Harbor plan:

- ▶ Innovative green infrastructure integrated into public artwork
- ▶ Wetland restoration
- ▶ Inner Harbor water trail for boaters
- ▶ Increased access points for kayaks and canoes
- ▶ Projects that capture and treat stormwater runoff



2012 INNER HARBOR TOURISM & BUSINESS ACTIVITY

3,000

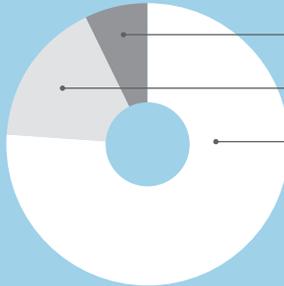
Employees at Inner Harbor Businesses³

\$790 million

in Employee Compensation⁴

\$102 million

in Annual Tax Revenue to City and State⁵



1,500 Secondary Jobs in Maryland

3,500 Secondary Jobs in Baltimore City

16,000 Direct Jobs in Baltimore City

21,000

Jobs throughout Baltimore and Maryland's economies are supported by the Inner Harbor⁴

\$2.3 billion

in Overall Economic Activity⁴

60%

of all visitors to Baltimore visit the Inner Harbor and generate economic activity throughout the city⁶

\$1.5 billion

in direct economic activity in Baltimore City

23.3 million

Visitors to the City⁷

\$520 million

in secondary economic activity in Baltimore City

14 million

Visitors to the Inner Harbor⁷

\$250 million

in secondary economic activity in Maryland

A ONCE IN A GENERATION OPPORTUNITY

The Inner Harbor belongs to all of us. Each of us can participate in shaping the future of our Inner Harbor, in ways big and small. To learn more about Inner Harbor 2.0 please visit <http://waterfrontpartnership.org/inner-harbor-2.0> or email info@WaterfrontPartnership.org.

¹ According to a recent economic research report conducted by HRA Associates

² Planning Department administered survey

³ Dun & Bradstreet; ESRI

⁴ HR&A Advisors, Tourism Economics, U.S. Census

⁵ HR&A Advisors

⁶ Ongoing survey for Visit Baltimore. These figures may be adjusted in future.

⁷ Longwoods International



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