



BALTIMORE  
NATIONAL  
HERITAGE AREA



CHARLES STREET  
NATIONAL  
SCENIC BYWAY

2010 YEAR IN REVIEW

## LOOKING BACK AT 2010

### Building Capacity and Moving Forward

Over the past twelve months, the Baltimore National Heritage Area has been at the forefront in ensuring Baltimore's place as a premier heritage tourism destination. The economic benefits related to this type of tourism are well known—heritage travelers spend more and stay longer than other visitors. While these benefits are noteworthy, just as important is the heritage area's work in helping Baltimore's residents learn more about their unique history, vibrant neighborhoods, and world-class museums, institutions, and attractions.

During 2010 we continued to expand and promote our network of urban heritage trails, welcoming more than 2,000 people on urban ranger-led tours of the Inner Harbor, Jonestown, Mount Vernon, and historic Pennsylvania Avenue. We celebrated the inclusion of Charles Street into the National Scenic Byways Program and its federal designation that honors the history, architecture, and neighborhoods of this amazing corridor. We brought in new staff members to further enhance our trails and byways system and prepare the city for the War of 1812 bicentennial. We worked to find new ways to preserve and adaptively re-use city-owned landmarks, and we launched new methods to communicate our events and programs to Baltimore and beyond.

This publication highlights our activities in 2010, and provides a peek into what 2011 will bring. None of our successes would be possible without the support of our partners and friends who share in our goals to promote Baltimore's unique story, preserve our heritage resources, encourage heritage tourism, and assist our neighborhoods in creating sense of place and improving quality of life.



Jeffrey P. Buchheit  
Director, Baltimore National Heritage Area

### Growing and Enhancing Baltimore's Urban Trail Network

Building on the existing Heritage Walk and Cultural Walk urban trails, the Baltimore National Heritage Area continued work on bringing online two new trails: the Pennsylvania Avenue Heritage Trail and the Historic Fell's Point Trail.

#### PENNSYLVANIA AVENUE HERITAGE TRAIL

In conjunction with the Pennsylvania Avenue Homecoming



Festival on Labor Day Weekend 2010, the heritage area and its partners unveiled prototypes of the large "storybook" interpretive panels that will be placed along the Pennsylvania Avenue

Heritage Trail route in West Baltimore. Pennsylvania Avenue Redevelopment Collaborative President and BNHA Advisory Committee Member James Hamlin and BNHA Director Jeffrey Buchheit also presented historic

site plaques to many of the cultural, business, and religious institutions that are star attractions along the heritage trail. The storyboard signs and the historic site plaques are funded with assistance from the Maryland Heritage Areas Authority.



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Fourteen storyboard panels will be placed along the trail route. The panels cover a wide range of topics, including the Civil Rights movement, the area's churches, African American politicians, and the arts scene of West Baltimore.

#### HISTORIC FELL'S POINT TRAIL

For the Historic Fell's Point Trail, BNHA worked with local partners—the Fell's Point Preservation Society and Fell's Point Main Street—to finalize the trail route and lay the groundwork for a map and guide for the trail. Production of the map and guide is supported by grants from the heritage area and Preservation Maryland.

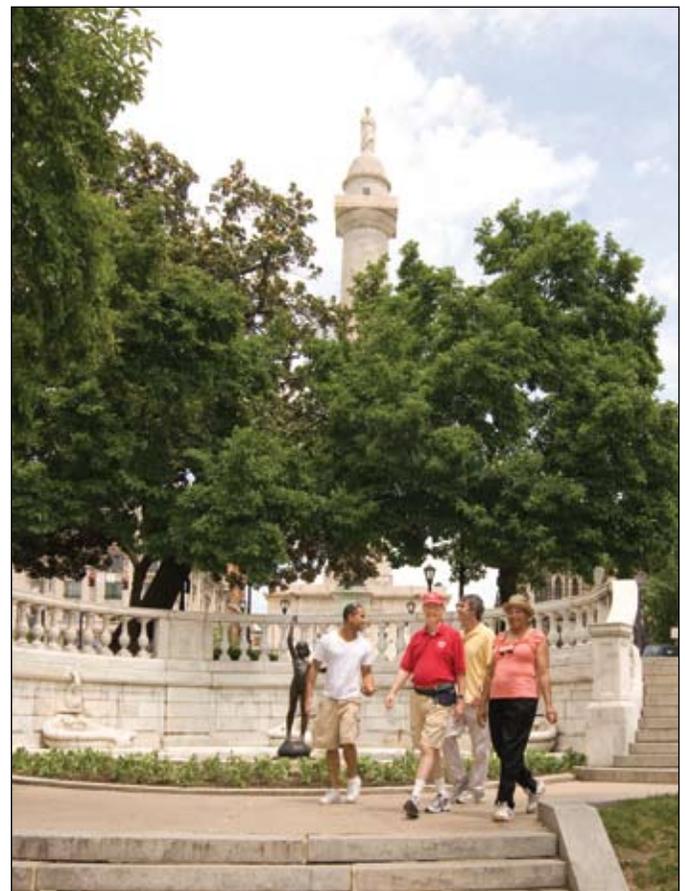
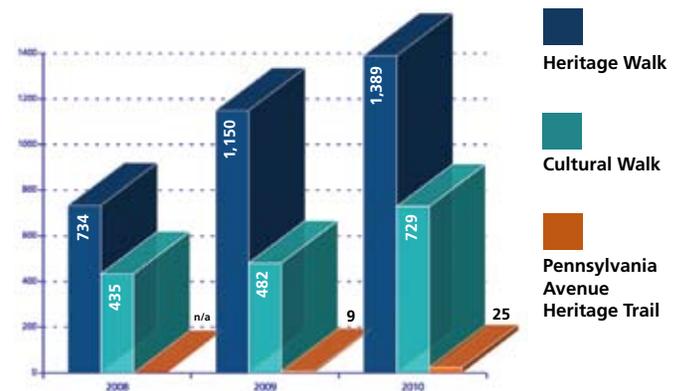
Promotion and advertising activities led to increased numbers for BNHA urban ranger-led tours of Heritage Walk, Cultural Walk, and the Pennsylvania Avenue Heritage Trail. The tours, which depart from the Inner Harbor Visitor Center, are offered on weekends in April and daily from May through October. Heritage Walk tours grew by 21 percent, and the increase for Cultural Walk tours exceeded 51 percent. Overall, more than 2,100 people participated in a BNHA ranger-led tour.

## SPREADING THE WORD

### Using Social Media and Digital Communications

The heritage area continues to adopt new methods to further promote our programs and events. Facebook pages were developed for the heritage area and the Charles Street National Scenic Byway—just one more way to reach both heritage tourists and Baltimore City and Baltimore County residents. Our email newsletters reach a broad audience of more than 1,200 stakeholders, partners, and interested individuals. The heritage area also used print advertising (*Where: Baltimore* and the official visitor guides of Visit Baltimore and Choose Maryland) to promote our urban ranger-led tours for Heritage Walk, Cultural Walk, and the Pennsylvania Avenue Heritage Trail. The print advertising is coupled with digital ads in tour industry publications.

Urban Ranger-Led Tours: 2008-2010



The heritage area's Cultural Walk takes visitors to the attractions and sites in the Inner Harbor, City Center, and Mount Vernon neighborhoods.

## CHARLES STREET NATIONAL SCENIC BYWAY

### Honoring History and Its Connections



On October 25, 2010, representatives from Baltimore City, Baltimore County, and the Maryland Department of Transportation gathered at Mount Vernon Place

to celebrate the Charles Street's designation as a national scenic byway, just one of four located in an urban setting.

Officially designated a national scenic byway in 2009, the October 25 event celebrated the unique character of the corridor and provided an opportunity to unveil the byway's official logo. Baltimore City Department of Transportation Director Khalil Zaied and Baltimore County Executive Jim Smith joined Maryland Transportation Secretary Beverley Swaim-Staley in reflecting on the contributions of Charles Street's institutions and neighborhoods to the city, county, state, and nation.

The Charles Street corridor — from south Baltimore to the connection to the north with Interstate 695 — also holds the distinction of being a Maryland Scenic Byway (designated in 1999). In Baltimore City, visitors along Charles Street feel the pulse of the region's cultural and commercial heart. Charles Street consists of a virtually unbroken series of local and National Register Historic Districts. This byway experience offers unmatched examples of old and new architecture, from the Art Deco lines of the Bank of America Tower to the sophisticated minimalism of Mies van der Rohe's One Charles Center.

The Baltimore County section of Charles Street is the main northern gateway. The state is emphasizing this gateway with special treatments to the \$55 million bridge and interchange project at I-695. The bridge incorporates architectural details that mimic the street's historic buildings, such as the Walters Art Museum and Baltimore Museum of Art.



BRYAN DUNN/BALTIMORE COUNTY COMMUNICATIONS

On October 25, 2010, representatives from Baltimore City, Baltimore County, Maryland Department of Transportation, U.S. Federal Highway Administration, and Charles Street community and business organizations unveiled the byway's official logo.

**BACK ROW (L to R):** Jim Klein, Doug Simmons, John Conner, Jim Hall, Jeffrey Buchheit, Kristin Speaker, Frank Turner.

**FRONT ROW (L to R):** Cindi Ptak, Terry Maxwell, Carolyn Blakeney, Beverley Swaim-Staley, James Smith, Jr, Khalil A. Zaied, Katie Callahan-Durcan, Kelly Baumgartner, Greg Pease.

The National Scenic Byways Program was created in 1991 to recognize, preserve, and enhance special roads that speak to the nation's history and landscapes. The program, part of



the Federal Highway Administration, has funded 2,832 projects for state and nationally designated byway routes in 50 states, Puerto Rico, and the District of Columbia. Charles Street joins five other national scenic byways in Maryland: Chesapeake County Scenic Byway, the Harriet Tubman Underground Railroad Byway, Religious Freedom Byway, Journey through Hallowed Ground National Scenic Byway, and the Historic National Road.

In September 2010, Goodyear named Charles Street as one of the top 50 most comfortable autumn drives in the nation, further highlighting the draw of Charles Street as a tourist destination.

## BNHA Awards \$294K in Grants for Heritage Area Site Improvements

In 2010, the heritage area, in partnership with the Mayor and City Council of Baltimore and the Maryland Heritage Areas Authority, awarded \$294,000 in grants to 13 organizations to pursue their heritage tourism development projects. We applaud these partners for their hard work in making the Baltimore National Heritage Area even stronger and more visitor-ready.

### 2010 SMALL CAP GRANTS

*B&O Railroad Museum* — \$10,000 • Restoration of the B&O #545

*Baltimore Office of Promotion & the Arts* — \$10,000 • Bromo Seltzer Arts Tower Clock

*Friends of Fort McHenry* — \$10,000 • Interpretive In-Ground Map of Fort McHenry

*Jewish Museum of Maryland, Inc.* — \$9,000 • Lloyd Street Synagogue Ritual Bath Complex

*Jubilee Baltimore, Inc.* — \$7,000 • The Schuler School of Fine Arts

*Maryland Historical Society* — \$10,000 • Keyser Library Roof Replacement

*McKim Community Association, Inc.* — \$9,000 • Preserving the McKim Building for Future Generations

*National Society of the Colonial Dames of America in Maryland* — \$15,000 • Security Doors and Grates for Mount Clare Museum

*Parks & People Foundation (Gwynns Falls Trail Council)* — \$9,000 • Gwynns Falls Trail Wayfinding Signage and Interpretive Displays

*Pride of Baltimore, Inc.* — \$9,000 • Deck Restoration

*Society for the Preservation of Federal Hill & Fell's Point* — \$6,000 • 612-614 Wolfe Street Houses: Design Development and Repair

### MHAA FY11 CAPITAL AND NON-CAPITAL PROJECT GRANTS

*B&O Railroad Museum, Inc.* — \$20,000 • Iron Horses at War: Train Excursion for 150th Anniversary of the Civil War

*Baltimore Museum of Industry* — \$40,000 • Steam Tug *Baltimore* Preservation Project

*Friends of Fort McHenry* — \$40,000 • Star-Spangled Virtual Resource Center

*Historic Ships in Baltimore* — \$90,000 • USS *Torsk* and USS *Constellation* Dry-Docking



President Street Station

## Plans Moving Forward on New Uses for City-Owned Properties

The heritage area works closely with the city's Commission for Historical and Architectural Preservation (CHAP) and the Department of General Services (DGS) to help protect and preserve Baltimore City Landmarks that are owned by the city. In 2010, our staff actively pursued plans for stabilization and re-use of several historic structures, including the President Street Station, Peale Museum, and PS103, Thurgood Marshall's elementary school.

Funding from a U.S. Department of Interior Preserve America grant supported a number of initiatives designed to preserve the Henry Highland Garnet School at 1315 Division Street, also known as PS103. Future U.S. Supreme Court Justice Thurgood Marshall attended the school from 1914 to 1920. A history study surveying Justice Marshall and Baltimore's Civil Rights legacy is currently in draft form, and is supplemented by a collection of 30 oral histories and a draft interpretive plan for possible history exhibits and other programs for installation in the building. A physical conditions assessment provided the groundwork for a broader architectural and engineering study (also in draft form) to determine the feasibility of adapting the school for use as a museum, offices, and community meeting place.

Built in 1851, Baltimore's President Street Station is known as the oldest existing urban railroad building in the United States. Site of the first bloodshed of the Civil War on April 19, 1861, the station will be an integral part of the city and state's Civil War Sesquicentennial activities in 2011. The Friends of President Street Station have been strong partners and advocates in protecting the site and opening it to visitors interested in its history. Thanks to the support and hard work of the heritage area staff, the site is poised for a grand re-opening in 2011 to further illustrate Baltimore's ties to the Civil War.

BNHA also continues to work with CHAP, DGS, and community leaders to devise a sustainable plan for the future preservation and use of the Peale Museum, the first building in the Western Hemisphere designed specifically to serve as a museum.

## EXPANDING CAPACITY

### New Staff for War of 1812 Planning, Managing Trails and the Byway

In August 2010, the Baltimore National Heritage Area welcomed two new team members, joining BNHA Director Jeffrey Buchheit and Education and Outreach Administrator Shauntee Daniels.

#### Jason Vaughan

TRAILS AND BYWAYS MANAGER

Among Jason's top priorities since starting in August has been building momentum on several projects, including work to bring the Pennsylvania Avenue Heritage Trail online and completing interpretive and marketing projects for the Charles Street National Scenic Byway. Jason holds a Master of Historic Preservation from the University of Maryland College Park and a Bachelor of Political Science from American University in Washington, D.C. Before joining the heritage area staff, he worked with the National Park Service's Chesapeake Bay Office and Heritage Education Services program on a wide array of projects ranging from historic research to public relations to publication design.

#### Jack Spinnler

WAR OF 1812 BICENTENNIAL PLANNER

Jack Spinnler is working to formulate the city's planning efforts for the bicentennial of the War of 1812. In 2008, Jack retired from the National Park Service with 32 years in developing interpretive materials and wayside exhibits and coordinating multi-phase strategic planning projects for numerous NPS parks and historic sites. A resident of Frederick, Maryland, he occasionally leads tours of Frederick's historic district and also works part-time leading tours of Orioles Park at Camden Yards. Jack is also an avid runner, completing 20 JFK 50-mile runs and 15 marathons.

## WORKING AS A TEAM

### Our Dedicated Partners and Supporters in 2010

We are grateful for the amazing institutions and organizations that help us in our mission to preserve our important landmarks and share Baltimore's history with both residents and tourists. Special thanks go to the following for their support in 2010 and continued support in the years to come.

Mayor and City Council of Baltimore  
Baltimore City Department of General Services  
Baltimore City Department of Planning,  
Commission for Historical and Architectural Preservation  
Baltimore City Department of Transportation  
Baltimore City Historical Society  
Baltimore County Department of Economic Development  
Baltimore County Department of Planning  
Baltimore Heritage, Inc.  
Baltimore Office of Promotion and the Arts  
Charles Street Development Corporation  
Downtown Partnership of Baltimore  
Fell's Point Main Street  
Friends of President Street Station  
Greater Baltimore Committee  
Greater Baltimore Cultural Alliance  
Greater Baltimore History Alliance  
Greg Pease Photography  
Historic Charles Street Association  
Historic Jonestown, Inc.  
Maryland Heritage Areas Authority  
Maryland Historical Society  
Maryland Historical Trust  
Maryland State Highway Administration  
Maryland War of 1812 Bicentennial Commission  
Midtown Community Benefits District  
Mount-Vernon Belvedere Association  
National Park Service,  
Fort McHenry National Monument and Historic Shrine  
National Park Service, National Heritage Areas Program  
Pennsylvania Avenue Main Street  
Pennsylvania Avenue Redevelopment Collaborative  
Preservation Maryland  
Preservation Society for Federal Hill and Fell's Point  
U.S. Federal Highway Administration,  
National Scenic Byways Program  
Visit Baltimore  
Waterfront Partnership

## LOOKING AHEAD

### A Busy 2011 with New Projects and Programs

We are very excited about 2011—a year in which we begin to kick-off commemorations for the sesquicentennial of the Civil War, bring a heritage trail completely online, roll out a new and improved Authentic Baltimore program, and introduce a series of new initiatives and products focused on the Charles Street National Scenic Byway.

#### HERITAGE TRAILS

During the next several months, the heritage area will be putting the finishing touches on the Pennsylvania Avenue Heritage Trail. Storyboard interpretive panels will be installed at key positions along the trail route, and 29 historic site plaques will be placed on or near the trail's "star attractions." The panels, which are approximately eight feet by four feet, will be set in the ground in the spring in preparation for the 2011 summer tourist season. A revised script for our urban rangers will further highlight the contributions and dedication of African Americans who shaped Baltimore.

A new map and guide for the Fell's Point Historic Trail will be distributed in 2011 in advance of the eventual installation of storyboards and historic site plaques in the neighborhood.

The heritage area is committed to bringing Baltimore's history and heritage to local schoolchildren. A barrier to getting schoolchildren on our walking tours and to the city's historic sites and museums has been a lack of funds for bus transportation. Working in partnership with the Greater Baltimore History Alliance, we will be providing funding to Baltimore City Public Schools to cover the costs of transporting kids to the city's wide variety of museums, cultural institutions, and significant historic places.

#### COMPREHENSIVE MANAGEMENT PLAN

In 2011, the Baltimore National Heritage Area in partnership with the National Park Service and the Association of Partners for Public Lands, will advance a comprehensive management planning process as directed by our 2009 national heritage area designation enabling legislation. During this process we will take a close look at where we've been, where we are, and where we're going as a national heritage area. We will be calling on all of our partners and stakeholders to take part in the planning process. The goal of the plan will be to have clear priorities and clear strategies to achieve our goals for the national heritage area in the years to come.

#### EXPANDED VISITOR SERVICES

To provide better self-touring services for the city's tourists, we have teamed with BarZ Adventures to produce GPS-based, video- and photo-enhanced automobile and walking tours for Cultural Walk, the Pennsylvania Avenue Heritage Trail, and the Historic Fell's Point Trail. We are planning for the GPS Ranger System to be available for Baltimore visitors in May 2011.



GPS Ranger System's Hand-Held Tour Device

#### CHARLES STREET NATIONAL SCENIC BYWAY

Promoting the byway is another key goal for 2011. This spring we will unveil a Charm City Circulator-based marketing campaign to spread the word about the Charles Street designation and encourage visitation to the street's vibrant collection of neighborhoods and attractions. Accompanying this campaign will be a map and guide for the entire Byway, highlighting important sites and neighborhoods from South Baltimore to Lutherville.

#### SIGNIFICANT ANNIVERSARIES

We are very excited by the opportunities that the Civil War sesquicentennial and the War of 1812 bicentennial will bring to the heritage area and the byway. On April 16, 2011, Mayor Stephanie Rawlings-Blake will rededicate the President Street Station as a Baltimore City Landmark and kick off a Civil War 150th anniversary procession that will travel from President Street Station to Camden Station. We will also be working with Fort McHenry National Monument and Historic Shrine to help bring the city's perspective and input to the March 3 grand opening of the fort's new visitor center. Behind the scenes, the heritage area will be laying the groundwork for a series of commemorations involving the War of 1812, a star-spangled celebration that will span from 2012 to 2014.

#### COMMUNICATIONS

During 2011, the heritage area will unveil a new and improved Authentic Baltimore, a program that links local, uniquely Baltimore sites and businesses with visitors seeking a true Baltimore experience. We are looking forward to expanding our web presence through new, dynamic websites for both the heritage area and the Charles Street National Scenic Byway. The heritage area will be further showcased through a dedicated NPS website.

## BNHA Advisory Committee

\* EXECUTIVE COMMITTEE MEMBER

James Bond, Co-Chair\*  
Living Classrooms Foundation

Camay Murphy, Co-Chair\*

Andres Alonso  
Baltimore City Public Schools

Martin Azola  
Azola Companies

Gregory Bayor  
City of Baltimore, Department of Recreation and Parks

Aaron Bryant  
James E. Lewis Museum of Art

Jacqueline Carrera\*  
Parks & People Foundation

Anna Custer  
Live Baltimore

Kirby Fowler  
Downtown Partnership of Baltimore

Al Foxx\*  
City of Baltimore, Department of Public Works

Donald Fry\*  
Greater Baltimore Committee

Tyler Gearhart  
Preservation Maryland

Bill Gilmore\*  
Baltimore Office of Promotion & The Arts

James Hamlin  
Pennsylvania Avenue Redevelopment Collaborative

Rev. Alvin Hathaway  
Union Baptist Church

Johns Hopkins  
Baltimore Heritage, Inc

J. Buck Jabaily  
Greater Baltimore Cultural Alliance

Kathleen Kotarba\*  
City of Baltimore, Commission for Historical and  
Architectural Preservation

Burt Kummerow  
Maryland Historical Society

Michael McDaniel  
Baltimore Water Taxi

Tom Noonan\*  
Visit Baltimore

The Honorable Stephanie Rawlings-Blake  
Mayor, City of Baltimore

Chris Rowsom  
Historic Ships in Baltimore

David Terry  
Reginald F. Lewis Museum of Maryland African American  
History & Culture

Gay Vietzke\*  
Fort McHenry National Monument and Historic Shrine

Courtney Wilson  
Baltimore & Ohio Railroad Museum

Roland Woodward  
Baltimore Museum of Industry

The Honorable Bernard C. "Jack" Young  
President, Baltimore City Council

Khalil Zaied\*  
City of Baltimore, Department of Transportation

## Staff and Contact Information

### *DIRECTOR*

Jeffrey Buchheit  
jeffrey.buchheit@baltimorecity.gov  
410-396-1954

### *TRAILS AND BYWAYS*

#### *MANAGER*

Jason Vaughan  
jason.vaughan@baltimorecity.gov  
443-984-3089

### *EDUCATION AND OUTREACH*

#### *ADMINISTRATOR*

Shauntee Daniels  
shauntee.daniels@baltimorecity.gov  
443-984-2369

### *WAR OF 1812 PLANNER*

Jack Spinnler  
davespinn@netzero.com  
301-473-2117

100 N. Holliday Street  
City Hall 346  
Baltimore, MD 21202

[www.starspangledtrails.org](http://www.starspangledtrails.org)

### *FACEBOOK*

[www.facebook.com/baltimoreheritagearea](http://www.facebook.com/baltimoreheritagearea)