

Old Goucher, a historic Central Baltimore neighborhood, is seeking to strengthen and attract local businesses and new residents through a period of reinvestment. The Old Goucher Community and Business Associations asked NDC to help them develop a vision plan to deal with pressing concerns of the community, particularly physical improvements to open space, buildings and transportation.

NDC set a context-based framework for the planning process, taking into account demographic trends, housing characteristics, and transportation access. Historic buildings dating to Goucher College provide a neighborhood anchor; however, the demolition of numerous buildings in the postwar era have contributed to a loss of physical cohesion and place identity.

Collaborating with OGCA, OGBA and local residents, NDC identified a set of shared community values to support master planning goals. From the Vision Plan: *The key to enhancing the quality of life and vibrancy of Old Goucher is driving a pattern of investment and development to support the unique qualities of the area, while diminishing the various impediments to its ongoing improvement, vibrancy, and growth.* Implementation tables with detailed action items, responsibilities and timelines will help ensure that the plan is implemented from the state government through the city, agency and local levels.

BENEFITS

- Historic preservation study documented building assets and neighborhood evolution
- Increased neighborhood cohesion through inclusive community visioning process
- Vision Plan provides a guide to planning for transportation infrastructure investment, infill locations for redevelopment and cultural branding



Perception map of Old Goucher

SERVICES RENDERED

- Community Visioning
- Historic Preservation
- Redevelopment Market Analysis
- Neighborhood Planning
- Urban Design
- Master Planning

ABOUT

Community Partners

Old Goucher Business Association
& Old Goucher Community Association

Location

Baltimore, MD

Reference

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