



ARTS & ENTERTAINMENT DISTRICT

*Enjoy good food, shopping,
art & music in vibrant,
historic Downtown
Hagerstown,
Maryland*

The preservation of Hagerstown's heritage has long been a priority of our community. The cultural heritage established by earlier citizens is preserved in the many social clubs and fraternal lodges still thriving in Hagerstown. The significance of our architectural heritage has been recognized with the designation of four local historic districts and six National Register historic districts in the heart of the city and in two turn-of-the-century suburban neighborhoods. The physical evidence of the many aspects of our community's development remain as a testament to our rich history.

Hagerstown is also known as the Hub City because it has always been an important crossroads community in Western Maryland. It was founded in 1762 by Jonathan Hager and came to serve the surrounding rich agricultural community as a milling, trading and governmental center. In 1818, The National Pike was routed through the downtown. By 1880, the City had become an active railroad center.

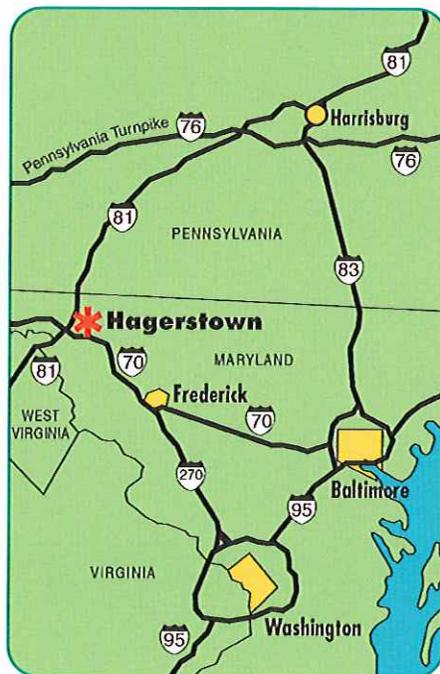
Having retained much of the buildings and urban form achieved by 1930, Hagerstown today is a window to turn-of-the-century America. Visitors can walk the streets and see the rich cultural and architectural heritage.

Attractions

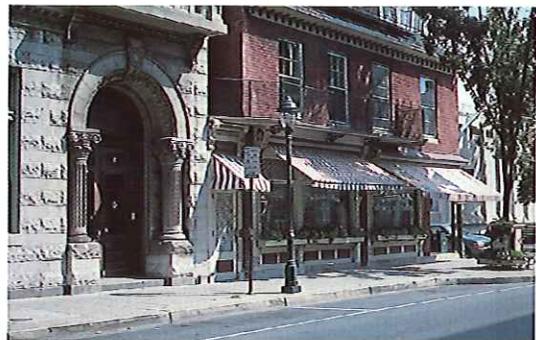
In the four block area around the public square in the heart of Downtown Hagerstown (the Arts and Entertainment District) there are major attractions such as the Maryland Theatre, Miller House, University System of Maryland Education Center, Frostburg State University Community Center Building, Washington County Arts Council Gallery, Hagerstown Visitor and Welcome Center, Washington County Library, District Court, Washington County Court House, Hagerstown City Hall, United States Post Office, and Washington County Administration and Office Building.

Regional Context

Hagerstown is located 65 miles northwest of Baltimore, Maryland and Washington DC at the intersection of Interstates 70 and 81. Daily flights from Hagerstown Regional Airport connect the City with a major hub airport at Greater Pittsburgh International. Plans are underway for expansion to other major airports. Dulles and Baltimore Washington International airports are 70 miles from downtown Hagerstown. Hagerstown is also at the center of a rich Civil War heritage area. Within a 45 minute drive radius are historic Civil War sites such as the Antietam and Gettysburg battlefields and Harpers Ferry. Other regional attractions include Prime Outlet Mall, Hagerstown Speedway, Whitetail Ski Resort, and the Washington County Museum of Fine Arts.

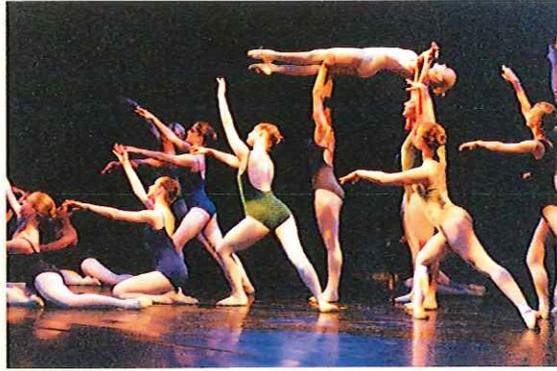


The attractions and amenities that exist within the Arts & Entertainment District generate light and vitality in the heart of the community and provide an incentive for continued economic regeneration throughout the city.



Community Events

The City has numerous activities that involve the whole community. Important community events include the Western Maryland Blues Fest, Augustoberfest, '60s Under the Stars, and the Mummers Parade. Also, Hagerstown's Municipal Stadium is home to the Hagerstown Suns, a Class A baseball team affiliated with the San Francisco Giants.



◀ Ballet

▼ Blues Festival



Fine Dining ▲



Augustoberfest ▶



Art Gallery ▲



▲ Maryland Symphony Orchestra

Creating the Vision

The concept of creating an Arts and Entertainment District in downtown Hagerstown was introduced in the Hagerstown-Washington County Chamber of Commerce's 1996 Downtown Enhancement Plan. In 1999, the City retained LDR International, an HNTB Company, and GWWO, Inc./Architects to assist them in creating the vision of the Arts and Entertainment District. The boundaries of the district are defined by East and West Franklin Streets, North and South Locust Streets, Jonathan Street and Summit Avenue, and East and West Antietam Street.

Community Process

The planning process involved numerous work sessions with the Hagerstown-Washington County Chamber of Commerce's Downtown Task Force and local user groups to discuss the goals and objectives for the proposed district. A survey was also distributed to user groups. The information collected from these work sessions, and the feedback obtained from the survey, formed the foundation upon which the Arts and Entertainment District plan was built.

Vision

To create an active, vibrant area in Downtown Hagerstown with the flavor of Georgetown, Alexandria, Ellicott City and Shepherdstown in a unique atmosphere which could only be found in Hagerstown.

Goal

To foster the continued concentration of cultural, dining, educational and entertainment enterprises in this area to draw families, tourists, arts patrons, fine dining patrons and school groups to Downtown Hagerstown on a regular basis.

Planning for the Future

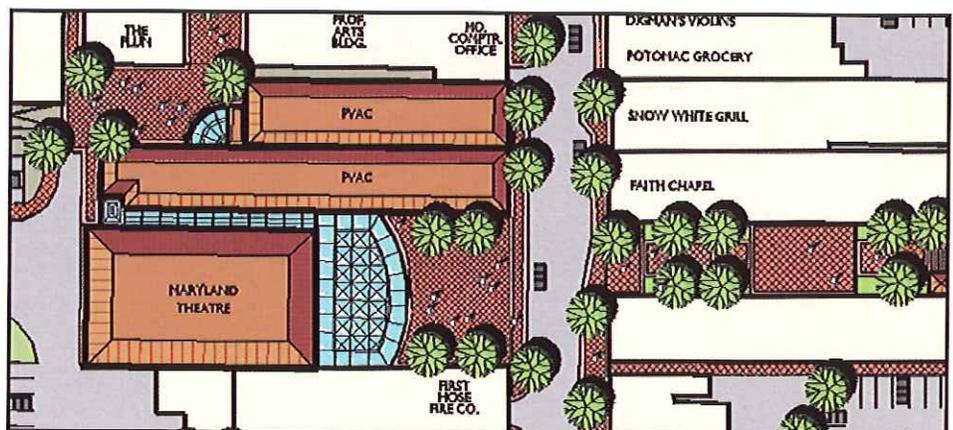
The proposed Arts and Entertainment District plan will serve as a guide for future development, to stimulate revitalization efforts within the downtown, and to bolster creativity and spontaneity. The plan focuses on public realm improvements and the site selection for a Performing and Visual Arts Center.

One of the key strategies for the success of the Arts and Entertainment District is to provide a public realm that is visually pleasing, inviting, interesting, safe, clean and accessible by pedestrians and vehicles alike. The Hagerstown Arts & Entertainment District Study explains in detail the recommended parking, public realm, pedestrian access/circulation, and vehicle circulation enhancements. The study recommends the addition of two new parking decks, extending the Public Square improvements along West and East Washington Streets and North and South Potomac Streets, and providing pedestrian links between off-street parking and the main streets within the district.

Another key strategy for a successful Arts and Entertainment District is the creation of a Performing and Visual Arts Center. Through the site selection process it was determined that the 1,350 seat Maryland Theatre is the ideal location for the new Performing and Visual Arts Center. To fulfill the program requirements of a new

Center, additional space would need to be acquired adjacent to the Maryland Theatre. The study conducted by GWWO, Inc./Architects indicated this expansion should occur to the north, occupying the Maryland Symphony Offices building and the Henry's Theater building. Also, the study indicated that due to building code requirements the McBare's Pub building would need to be demolished to make way for a new updated and expanded Maryland Theatre lobby.

The new Center will provide a hub for all the cultural and arts entertainment groups in the downtown area, similar to the Luther Burbank Center for the Arts in Santa Rosa, California and the Beck Center for the Arts in Lakewood, Ohio. It will become the heart of the City where the community becomes actively involved in supporting and nurturing the cultural arts in the Hagerstown area. Patrons may enjoy performances by the Maryland Symphony Orchestra, The Potomac Classical Youth Ballet Company, The Potomac Playmakers and other visiting or community groups. Additionally, they can enroll themselves or their children in one of the many drama, dance, music, or art classes; or experience the visual arts showcased in the Washington County Arts Council gallery and exhibition space. The Center will also serve as a community center with multi-functional spaces to be used by community groups such as meeting/board rooms and auditorium spaces.



Proposed Performing and Visual Arts Center

Development Plan

The A & E District Plan below is the outcome of a year-long process that involved numerous work sessions with the Hagerstown-Washington County Chamber of Commerce's Downtown Task Force, local user groups and the community. The plan will serve as a guide for future development, to stimulate revitalization efforts, and to bolster creativity and spontaneity.

Parking Improvements

The A & E District plan also focuses on public realm improvements such as structured and surface parking and linking these parking resources to the main thoroughfares. The plan proposes two new parking decks and enhancements to surface parking. The proposed enhancements will create approximately 700 new parking spaces.

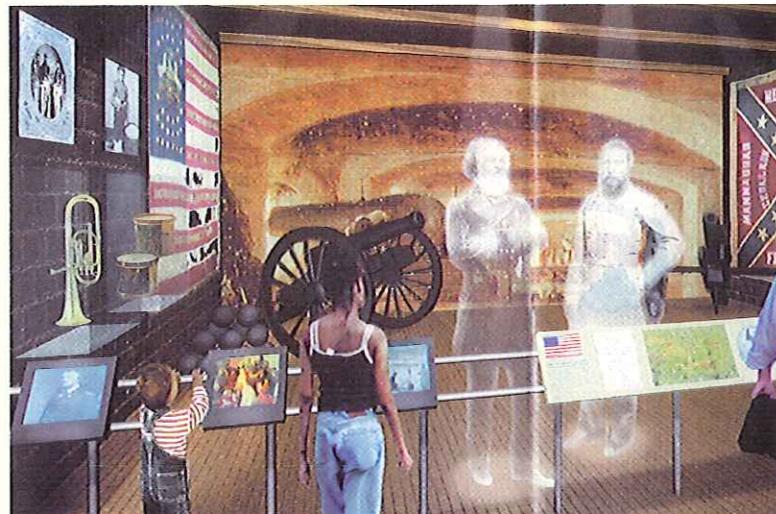
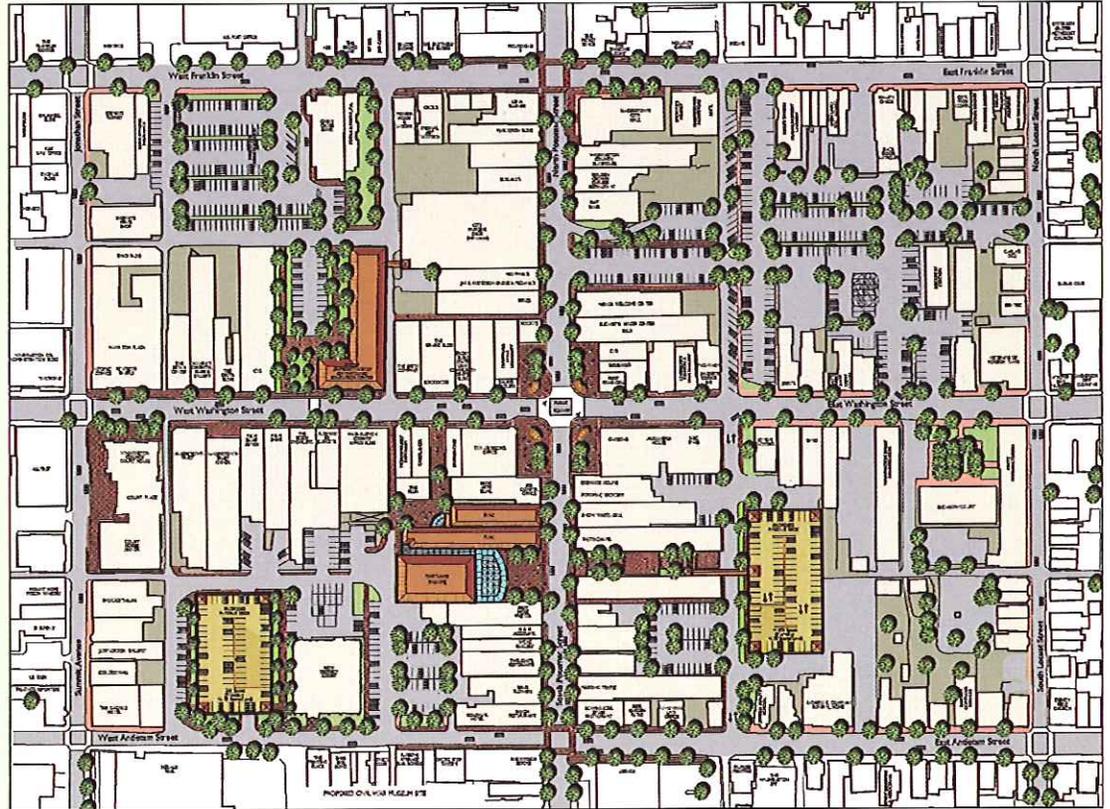
The Discovery Station at Hagerstown

The Discovery Station Board of Directors have leased a downtown building and anticipate opening a 16,000 square foot children's science center in 2001-2002. This interactive center will house exhibits and programs that will make learning about science and history fun and exciting for children of all ages.

The American Museum of the Civil War

Due to the concentration of significant Civil War sites in the region, the Antietam Creek Coalition anticipates constructing an 80,000 square foot facility adjacent to the A&E District to house the museum and its collections. This heritage museum will educate visitors of all ages about America's defining moment, the Civil War era.

The Discovery Station

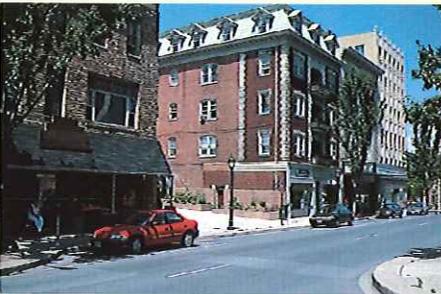


Civil War Museum

The conceptual scheme for the Hagerstown Performing and Visual Arts Center encompasses not only the building but also its surroundings and linkages to the Arts and Entertainment District as a whole. The linkages weave the new Center into the community by creating pedestrian and vehicular connections and a presence on South Potomac Street with an expanded new lobby and outdoor courtyard.

The programmatic requirements for the new Performing and Visual Arts Center were based on interviews with users and a survey they filled out highlighting their desires. As a result of this process, six categories were created based according to the branch of the arts they represented or their space requirements. These categories are Visual Arts, Music, Dance, Drama, Maryland Theatre, Lobby and General Support Spaces.

Subsequently, a conceptual program was developed with preliminary space requirements as an attempt to integrate the needs of the different organizations into one homogenous Center. Throughout the design process, it will be necessary to further blend the desired program areas with the available floor space. Based on the feedback from the anticipated users of the proposed Center, the following conceptual program was developed:



Visual Arts

- Art Gallery
- Artists-In-Residence
- Art Studios, Master Classrooms
- Darkroom
- Kiln
- Exhibition Space
- Storage

Music

- Rehearsal Space for the Maryland Symphony Orchestra and Other Instrumental Groups
- Rehearsal Space for Choral Groups
- Practice/Master Classrooms
- Instrument Storage

Dance

- Dance Studio/Rehearsal Space
- Costume Storage
- Dressing Rooms/Showers

Drama

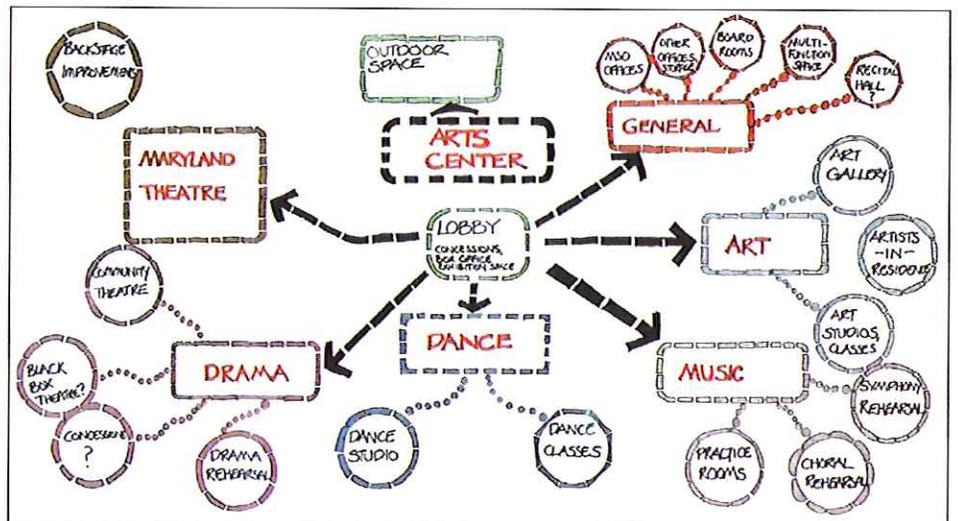
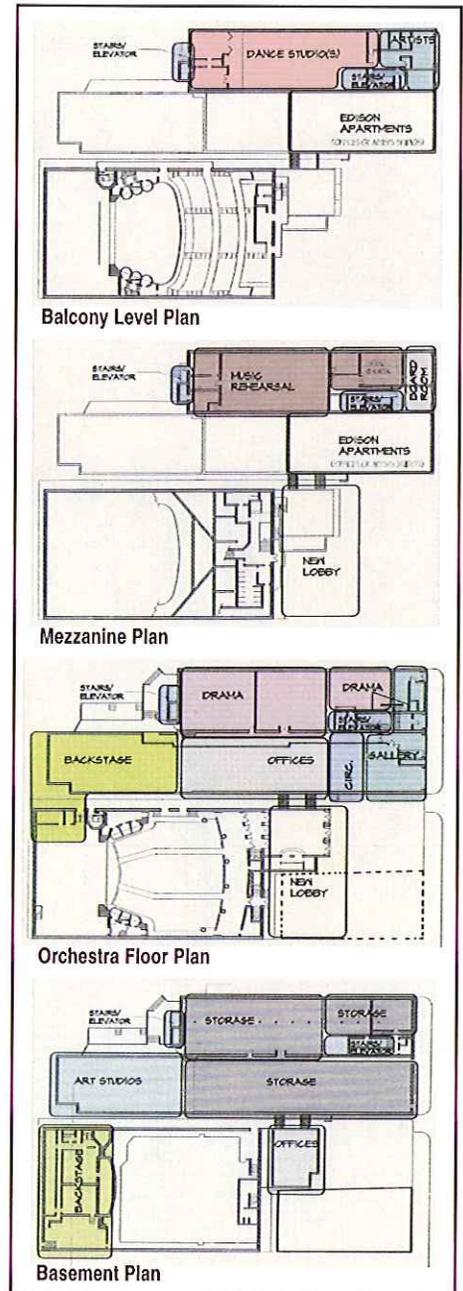
- Community Theatre/Recital Hall
- Drama Rehearsal/Audition
- Costume/Prop Storage

Maryland Theatre

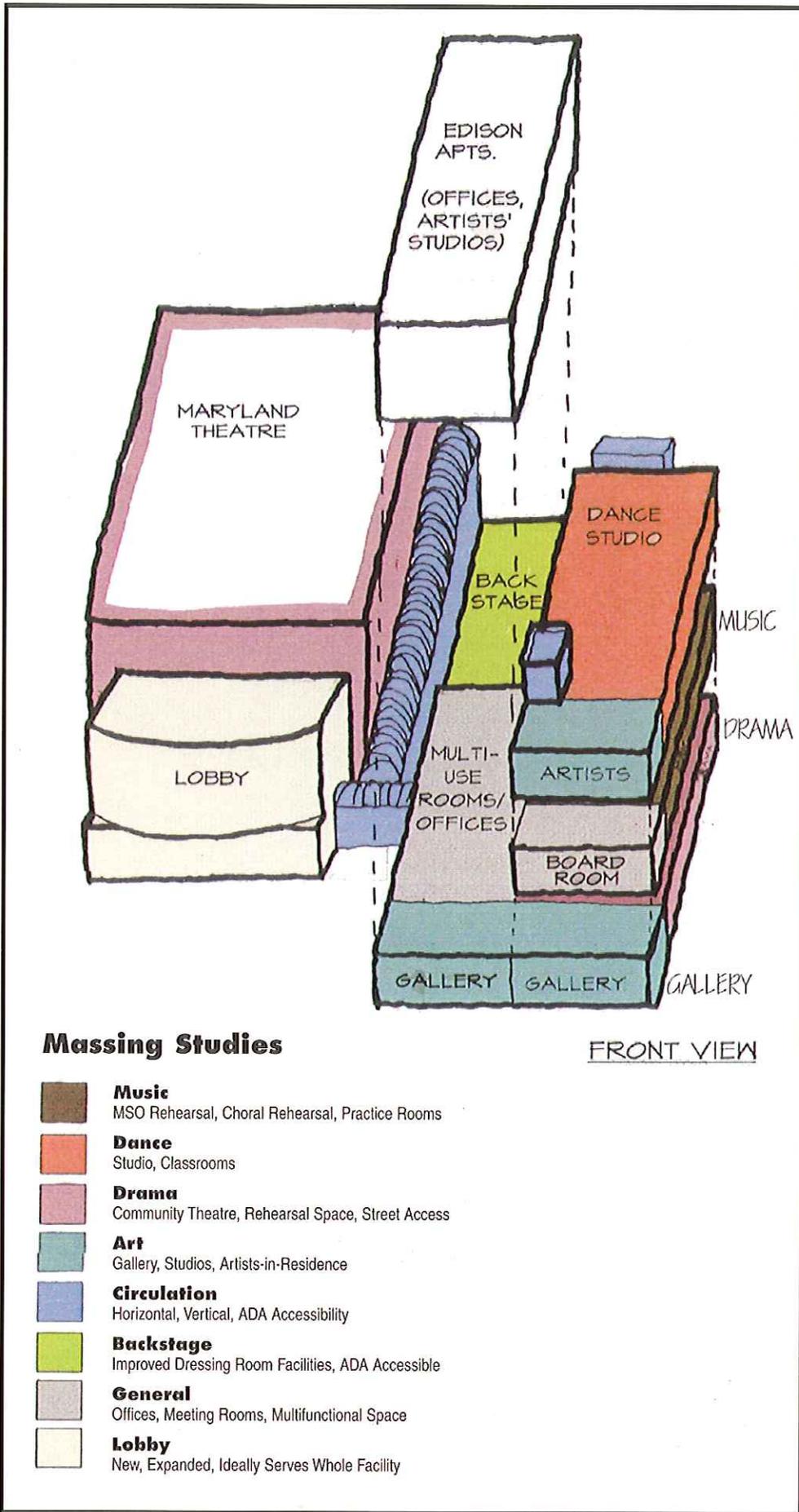
- Dressing Rooms/Showers
- Backstage Facilities
- Prop and Scene Shop
- Costume/Wardrobe Storage

Lobby & General Support Space

- Concessions and Gift Shops
- Centralized Box Office
- Coat Checkroom
- Offices for Cultural Organizations
- Reception Areas



Flow diagram showing a graphic representation of programmatic spaces.



Massing Studies

FRONT VIEW

- Music**
MSO Rehearsal, Choral Rehearsal, Practice Rooms
- Dance**
Studio, Classrooms
- Drama**
Community Theatre, Rehearsal Space, Street Access
- Art**
Gallery, Studios, Artists-in-Residence
- Circulation**
Horizontal, Vertical, ADA Accessibility
- Backstage**
Improved Dressing Room Facilities, ADA Accessible
- General**
Offices, Meeting Rooms, Multifunctional Space
- Lobby**
New, Expanded, Ideally Serves Whole Facility

Creating A Quality Public Realm

Cities and towns throughout the United States have discovered the importance of creating a quality public realm to generate life and vitality in their central areas. The success of arts and entertainment districts in other communities has been achieved by first improving the quality of the pedestrian environment so that people enjoy walking and relaxing in the central area. Restaurants, specialty retail and art galleries prosper when people feel comfortable in their community public space.

Cities like Alexandria, Virginia, Savannah, Georgia and Charleston, South Carolina have become nationally recognized for the human scale and quality of their public places and spaces. Mayor Joseph Riley of Charleston was quoted at a national awards program where he was being honored for his leadership in restoring vitality to the heart of Charleston. "A city should be a place with such beauty and order that it is inspirational...the greatest cities are those with the most beautiful public places and that is what we have sought to achieve in our city."

Hagerstown and its Arts and Entertainment District have a bright future. This planning effort is only the beginning. It presents a blueprint for continued growth and development in the Arts and Entertainment District that respects the small town character and rich heritage of Hagerstown. The plan is long term in its vision and requires a continuation of the partnership between the public and private sector. Hagerstown civic and business leadership is committed to action as evidenced by the plan itself, the projects and programs that have already been completed and the projects currently underway. It is the hope that these initial investments will pave the way for more long-term investments in Hagerstown.



Investment Initiatives

	Funding Source	Schedule	Funding Amount
Development and Redevelopment Initiatives			
Performing and Visual Arts Center	Private	1-5 yrs	\$10.4 mil
Discovery Station Children's Science Center	Private	1-5 yrs	\$1.3 mil
National Civil War Museum	Private	5-6 yrs	\$46.5 mil
District Court	Public	Completed	\$4 mil
University System of Maryland Education Center	Public	2-3 yrs	\$15.6 mil
Transportation and Infrastructure Initiatives			
Roadway improvements			
Widening, milling and paving	Public	1-5 yrs	\$0.03 mil
Streetscape	Public	1-5 yrs	\$2.9 mil
Storm drainage	Public	1-5 yrs	\$0.3 mil
Alleyway improvements			
Property acquisition and demolition	Public	1-5 yrs	\$0.51 mil
Alleyway widening	Public	1-5 yrs	\$0.5 mil
Sidewalks, lighting and planting	Public	1-5 yrs	\$0.6 mil
Storm drainage	Public	1-5 yrs	\$0.01 mil
Underground utilities	Public	1-5 yrs	\$0.8 mil
Construct two new parking decks	Public	5-10 yrs	\$13 mil
Construct new surface parking lots	Public	1-5 yrs	\$1.7 mil
Central/Mid-city parking lots	Public	Completed	\$1.8 mil
Public square redesign	Public	Completed	\$0.5 mil
Public Open Space Initiatives			
Create a public park on the McCrory site	Public	1-5 yrs	\$1.2 mil
Organizational, Regulatory and Policy Initiatives			
Switch trash pickup to Thursday nights	Public	1-5 yrs	\$0.04 mil



Acknowledgements

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Planning and Urban Design – LDR International, an HNTB Company

Architectural Analysis and Design – GWWO, Inc./Architects

City web address: www.hagerstownmd.org

Artistic renderings of proposed development projects are conceptual in nature and may be subject to change.

May 2001