

Follow the

Red

INTRODUCTION BY REBECCA MESSNER

URBANITE PROJECT 2011: OPEN CITY CHALLENGE was a call to action for innovative thinkers to transform Baltimore via one of the most controversial public works projects in the city's history. Developed through a collaboration among *Urbanite*, Maryland Institute College of Art, D center Baltimore, the Maryland Transit Administration, and the Baltimore City Department of Transportation, this year's Urbanite Project, which we launched in March, hinges on the concept of an open city: a city where citizens feel connected to one another, have access to services and amenities, and can easily move around.



Line

The challenge surrounded the construction of the Red Line—the proposed 14-mile, light-rail line that will connect Security Square to the West, the Inner Harbor, and the Johns Hopkins University Bayview campus on the city's east side—which has the potential to make Baltimore a more open city. Costing an estimated \$1.8 billion, with construction lasting up to five years, it's being called the biggest infrastructure project ever undertaken in the state of Maryland. With Urbanite Project 2011: Open City Challenge, we asked: How can we turn this arduous construction process into something positive for the city of Baltimore?

Contestants were asked to address a list of concerns, from increased noise during construction to ways to safely re-route traffic and how the MTA can share real-time information updates with Baltimore residents. Above all, contestants had to transform these problems into opportunities for change.

We received proposals from all over the world: Italy, South Korea, Israel, England, and both coasts of the U.S. The entries, in the form of 24-by-30-inch, foam-core boards, were displayed anonymously in the inaugural exhibition at

THE
CHALLENGE:
HOW CAN WE
TURN THIS
ARDUOUS
CONSTRUCTION
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BALTIMORE?

the new D center @ MAP gallery this summer. The ideas were as varied as the contestants: a mix of professional architects, designers, art students, and interested, creative city-dwellers.

An accomplished panel of urban design and transportation experts studied a pool of entries, narrowed down by public voting. They chose six finalists, and, among them, a winner. Entries were judged blindly, with no regard to professional background or location. Jurors were looking for ideas that focused on engaging the community, fostering an environment of openness and accessibility for Baltimore citizens and visitors. They gave preference to the big ideas—ideas that were innovative, provocative, unconventional—and to those entries that were interdisciplinary, combining approaches from a range of fields.

In the following pages, we present the finalists of Urbanite Project 2011: Open City Challenge. The winner, who will receive a portion of \$10,000 in total prize money and the possibility of collaborating with city officials to implement their ideas, will be announced at a special event in October. For details, call 410-243-2050.

20 Stations 20 Questions

SUBMITTED BY MICHAEL JACK

What does it mean to be connected to another neighborhood by the Red Line?

Does it alter the way you think about another part of the city? Are you any more likely to travel there than before the Red Line was built? Or is it just a form of transport, a way or reducing traffic congestion ...

This is a proposal for a series of conversations across the city between the

MICHAEL JACK IS AN ARCHITECT WHO RUNS HIS OWN PRACTICE CONCENTRATING ON ARCHITECTURE, RESEARCH, AND DESIGN PROJECTS. HE LIVES IN LONDON.

neighborhoods that will be linked up by the Red Line. It is about more than simply decorating the hoardings around construction sites with artwork generated by the local community (not that this is wrong, just old hat) but creating

anticipation in the minds of the people directly affected by the Red Line of something more meaningful than a faster commute to work.

In short, the 20 stations will be paired up. Residents from one station are asked to submit photographs online to meet a changing brief, in the form of a question about the identity, character, history, or any aspect of that area. The best photographs are chosen democratically and displayed on billboards around the construction site at a second station. That second station in return displays its work at the first, using the same system. Every 3 months new photographs are chosen and pasted up. It is a 5 year process of getting to know another part of the city.

RULES:

1. Participants must be within ½ mile of their nearest station.
2. Participation by pre-existing local community groups and other institutions is to be encouraged.

3. Only those participants in the catchment area for a station can submit, view, and vote on photographs before they are chosen and installed.

4. The project is intended to be open-ended. There is no ideal outcome. The only guarantee of quality is through a democratic process.

5. The brief may be in the form of a question (what are the trees in your neighborhood?) or an abstract term (delight/the color green).

6. The number of photographs chosen depends on the size of the construction site and number of site hoardings. This may vary throughout the process.

THE TWINNING PROCESS*

The 20 stations are listed alphabetically and numbered from 1 to 10 and 10 to 1:

1. Allendale
2. Bayview Campus
3. Bayview MARC
4. Canton
5. Canton Crossing
6. Centers for Medicare and Medicaid Services
7. Charles Center
8. Edmondson Village
9. Fells Point
10. Government Center/Inner Harbor
10. Harlem Park
9. Highlandtown/Greektown
8. Howard Street/University Center
7. I-70 Park and Ride
6. Inner Harbor East
5. Poppleton
4. Rosemont
3. Social Security Administration
2. Security SquareWest
1. Baltimore MARC

* A suggestion only—there are many possibilities.



My space: Michael Jack uses user-submitted photographs to hide construction and introduce neighborhoods along the Red Line to each other.

Seeding the New City

SUBMITTED BY LATERAL OFFICE

The Red Line light rail system provides an opportune connector across the under-served East-West axis of Baltimore. This proposal seeks to reconcile common and local aspects amongst the 20 proposed stations along the 14.5 mile length of the network. The project focuses on the locations of future stations along the Red Line. The proposal tests a series of strategies on three test sites.

The proposal seeks, on the one hand, to develop a continuous material and graphic language to identify within each community the location of future stations forming the Red Line network. On the other hand, the programmatic intervention at each station seeks to respond to specific community needs and opportunities at each location.

The project seeks to opportunistically reuse the custom designed hoarding or wall system as base materials for the subsequent construction of the station shelters. For instance, in the dense downtown area, the future station of Howard Street/University Center is

LATERAL OFFICE IS AN ARCHITECTURE FIRM BASED IN TORONTO. THE LATERAL TEAM IS MADE UP OF MASON WHITE, PAUL CHRISTIAN, ZOE RENAUD-BROUIN, FIONN BYRNE, AND DAICHI YAMASHITA.

marked by a book-share kiosk that integrates into the final station entrance. The future station of Rosemont is initially marked by a garden platform that expands after construction of the rail line is complete. At the more suburban location of Security Square, the future station is demarcated by a temporary performance stage, which also integrates into the eventual station. These programs serve both as social amenities and to encourage residents to identify, early on, with their local station as a community resource in the fullest sense.

REPURPOSING

Our proposal establishes continuity between the hoarding in place during construction of the Red Line and the permanent stations. Hoarding is designed to be repurposed as an iconic canopy and platform. Comprised of simple timber elements, the hoarding is brought to life with a dazzle graphic of red, marking the future station name, in combination with a caution striping.

After construction of the tracks is complete, the timber elements are repurposed and reassembled to form part of the stations—canopies, urban stages, and gardens.

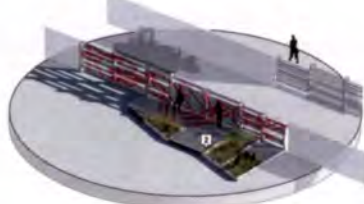
The hoarding seeks to mitigate aural noise but also plays off the idea of visual “noise” through a “branding” of each station with the dazzle graphics. And in aggregating programming into the hoarding system at key locations, the construction of the tracks shifts from being a liability to offering a series of new public amenities.

ENGAGING THE CITY

The project is completed in coordination with local schools. Each school within a half-mile radius maintains responsibility of the site while under construction as well as after it has been repurposed into stations. More broadly, the project proposes that the legacy of the building process of this significant urban infrastructure, rather than being forgotten, remains, in camouflage form, in the final rail stations.

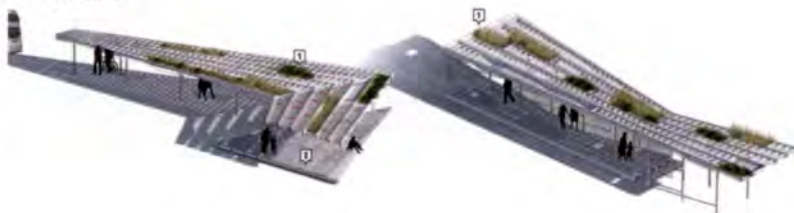
CONSTRUCTION PHASE

- 1 Hoarding
- 2 Marked Platform
- 3 Entry system and benches



LEGACY PHASE

- 1 Roof garden
- 2 Marked platform
- 3 Entry system



Watch it grow: Hoarding is repurposed once construction is complete, becoming a permanent community landmark.



Connecting the Dots

SUBMITTED BY TAD FRANKLIN AND TRISTAN THOM

The Red Line is about connecting diverse and disparate neighborhoods of Baltimore in order to create an open and accessible city for all. This proposal aims to encourage this sort of connectivity from the very outset of construction and to continue this process throughout the city after the completion of the Red Line.

During construction, standard 8 ft hoarding is used along the work corridor. Affixed to this hoarding is a single strip of red LED lights. These lights are programmed to flash one after the other at the same speed

and frequency of the future LRT, creating phantom trains running the length of the Red Line. These phantom trains enable Baltimoreans to easily envision the final outcome of construction and the connections that will be made.

At the sites of future stations, 12 ft hoarding is used. These units support 6 by 9 ft panels of red light LED screens. The screens are supported by simple trusses attached to the back of the hoarding and powered by an array of solar panels bracketed to the top plate. In addition to the many uses of the

TAD FRANKLIN AND TRISTAN THOM ARE CANDIDATES FOR MASTER'S OF ARCHITECTURE DEGREES IN LANDSCAPE AND DESIGN AT THE UNIVERSITY OF TORONTO.

LED screens, the added height of the hoarding protects from the noise and disturbance created in these areas of heavy construction.

An LED screen, capable of displaying only simple, monochromatic graphics, is a basic and economical technology that produces potent visual messages and is familiar in transit infrastructure. This technology is easy to deploy throughout the construction phase and provides manifold opportunities for continued use as a public amenity after construction has ended. Potential uses

This Way Up

SUBMITTED BY BLOC (BALTIMORE LAWYERS AND ORGANIZERS COMMITTEE)

OBJECTIVE: To work with local youth to design and construct a multi-phase gateway installation around the West Baltimore MARC Red Line station that enables neighboring residents to showcase their community assets and shape the development of a future use for the station's construction site. The project's ultimate goal is to empower area youth to "build up" the community surrounding the Red Line station in both senses of the term.

During Phase One, youth will learn how to design, build, and then install signs at the edges of the station's construction site. These signs will be

replaceable (handmade signs that can be planted and replanted) or updatable (signs with plastic display cases behind which drawings, posters, and announcements can be exhibited). Depending on what the youth want to highlight, they will:

- (a) Inform passersby about community features like parks, schools, and historic sites; and
- (b) Educate community members about different aspects of the ongoing construction process; and
- (c) Display proposals for future community uses of the station's construction staging area.

As part of this phase, local partners have agreed



Youth group: "This Way Up" endeavors to empower area youth to "build up" the community surrounding their Red Line station, in both senses of the term.



Ghost train: Red LED lights simulate the future light-rail train, affording the public a view of the end result during construction.

include information and advertising screens in Red Line stations, as well as at events such as concerts and rallies, or as art installations.

By adding a simple technology to an otherwise standard fixture of construction zones, an opportunity is created for public engagement. Both throughout the construction process and well into the future, through creative repurposing of this technology, the citizens of Baltimore will be able to more meaningfully connect to the project and ultimately to their own city.

THE PHANTOM TRAIN

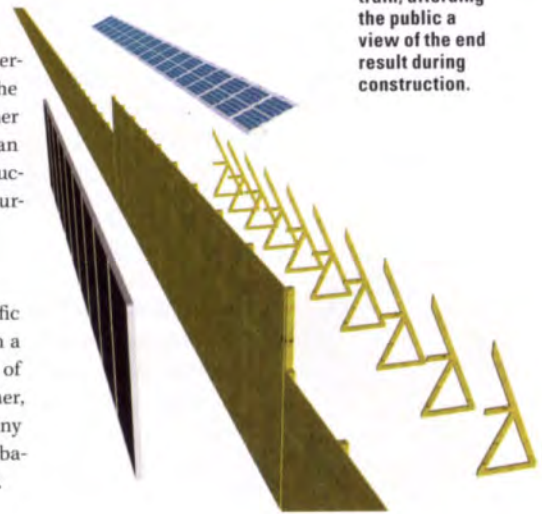
A simplified graphic of an LRT train will pass across the display at regular intervals, approximating the frequency of future Red Line trains. In visualizing the presence and schedule of the Red Line throughout the construction process, the public will be afforded a view of the end result that is real-time and context specific. Travel times between future stations may also be featured.

THE MIRROR

Video feeds of adjacent areas will be graphically interpreted and displayed in an effort to re-represent to the citizens of Baltimore their city and themselves. Whether as a 1:1 representation or as an abstraction, a pedestrian passerby, a car, an adjacent building, or even the construction itself could become the subject of this large-scale urban folly.

THE FEED

Real-time information pertaining to construction, traffic conditions, and pedestrian safety can be displayed in a ticker-tape manner, affording the passerby a snapshot of the Red Line as construction progresses. News, weather, tweets, and even crowd-sourced content will accompany these updates, transforming what would otherwise be basic safety signage into a comprehensive urban amenity.



BALTIMORE LAWYERS AND ORGANIZERS COMMITTEE (BLOC) IS A STUDY/READING GROUP WITH THE CONFLUENCE OF COMMUNITY ORGANIZING AND LAWYERING AS ITS THEME. BLOC IS MADE UP OF BRETT FELTER, INGRID LOFGREN, NORA MAHLBERG, STEPHEN RUCKMAN, AND CHRISTINA SCHOPPERT.

to help the youth engage the community, through meetings and other forms of outreach, to learn what community strengths should be visually featured and what types of post-construction uses should be considered.

Through this collaborative process, they will learn community leadership skills. We expect Phase One to last for the duration of the construction.

During Phase Two, youth will be trained to convert the construction staging area, now an empty lot, into the community use that has garnered the most positive feedback based on the proposals they displayed. This could

be anything from an art installation to a memorial garden or vegetable garden to a recreational venue to a plaza with more permanent informational kiosks. Some of the signs created for Phase One will remain—namely, those showcasing community features. Some of them will be replaced to make way for signs related to the new community use (e.g., signs posting open hours or events taking place at the site). We expect Phase Two to take 3 to 5 months.

PROJECTED COSTS:

Labor:	Donated
Design Training:	Donated
Construction Training:	Donated
Leadership Training:	Donated
Installation Equipment:	Donated
Materials:	\$5-6,000

Red (Hot) Line

SUBMITTED BY RTKL ASSOCIATES, INC.

More so than any physical barrier, awareness is the key to mitigate the negative perceptions of construction occurring along the Red Line route. A simple iconic form combined with social-media technology can provide the information and communication in a fun and easily tangible manner that will keep the community positive during the temporary inconveniences that are necessary to build a better city.

Awareness of the coming Red Line will begin before construction through the full-scale mapping of the line as a form of public art. A physical red line of highly reflective traffic paint will be installed on streets and sidewalks, mapping out the path and presence of the future Red Line as a way-finding tool.

The informational booth is to be located either adjacent to construction zones amongst conventional construction fences, trailers, and jersey walls or as a standalone destination on the Red Line route. The iconic form is reminiscent of a train car with Baltimore kitsch flare to be easily identifiable and understood within the community. The wheels and

hinged front panel make for ease of storage and mobility as the booths are relocated along the Red Line, and the panel locks in the "up" position to create a canopy for the users. While the mobile kiosk is made of steel, an inherently recycled and recyclable material, its basis of sustainable design lies in its durability, flexibility, adaptability, and reusability. The back panel folds down, forming a transaction table and transforming the booth into a market stand to be used for events during Red Line construction and afterward for local festivals such as Artscape and urban farmers markets.

The hotline and touch-screen displays (located in select booths based on construction and community activity) are the heart of the Red (Hot) Line. The interactive terminals will provide easily accessible information on construction status timelines, Red Line facts, ecological and transit statistics, alternate routes during construction, local attractions and businesses, and a trip planning function. In addition, the graphic displays will afford business

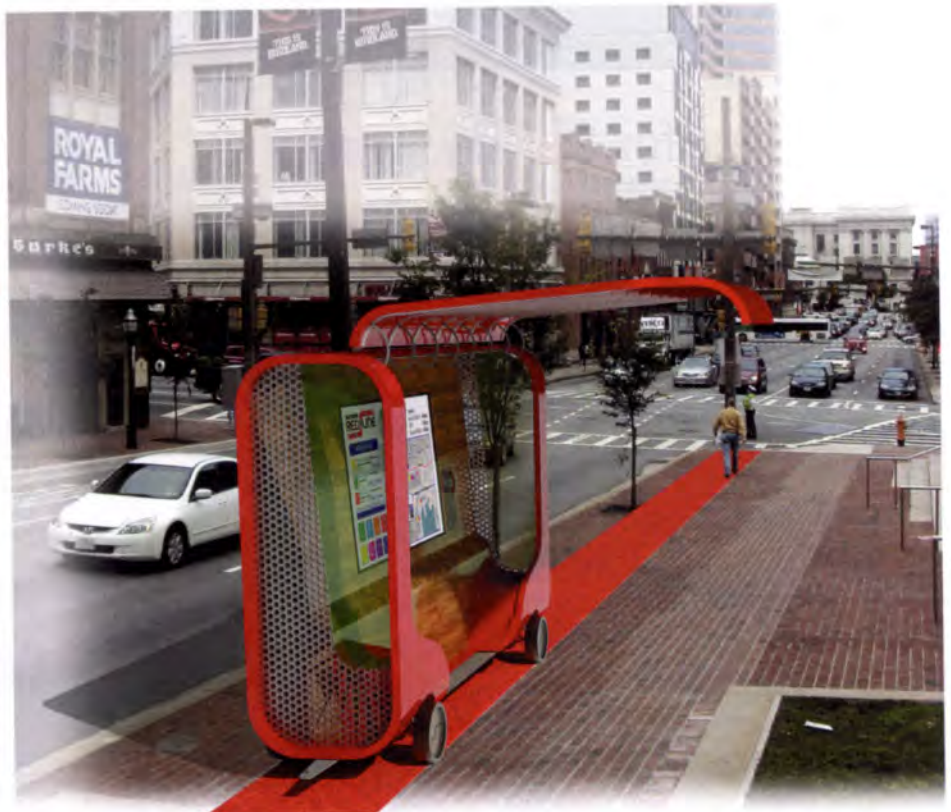
RTKL ASSOCIATES, INC. IS A GLOBAL DESIGN FIRM WITH OFFICES IN BALTIMORE. THE RTKL BALTIMORE TEAM IS COMPRISED OF DAVIN HONG, DAVID DYMOND, BRIAN FRIELS, THOMAS WALLOF, AND GONZALO RODRIGUEZ.

owners free advertisement space in compensation for blocked signage and disturbed street frontage during construction. Providing their logo or advertisement to the booth display also shows their patrons they support the city's progress. The touch screen interface offers a "fun factor" that engages the community while also deterring vandalism. Competitive user statistics can be stored and displayed such as "who has the highest

score in reducing their carbon footprint?" or "who will save the most money on gas by using public transit?" Many functions of the display will also be available via the Red Line website, which can be accessed from mobile devices using free WI-FI along the Red Line route. The direct hotline will provide open communication for citizens either directly or indirectly affected by or invested in the Red Line. The simple gesture of letting the public know "we're available and we're listening" is the key to a positive transition period during the Red Line's enhancement to the city of Baltimore.



Mobile communication: The Red (Hot) Line can provide transparent, real-time updates of the Red Line's construction process, increasing community awareness about the project.



The Red Line Construction Song and Cookbook

SUBMITTED BY C. RYAN PATTERSON AND JANN ROSEN-QUERALT

An urban field guide and activity kit courtesy of MTA provided to the public. Purchase your pack or download the book from www.baltimoreddline.com/survival.

C. RYAN PATTERSON AND JANN ROSEN-QUERALT ARE ARTISTS LIVING AND WORKING IN BALTIMORE, WHO SPECIALIZE IN LARGE-SCALE COMMUNITY ART INITIATIVES.



- PACK CONTENTS**
1. Dust Mask
 2. Seeds
 3. Lead Test Kit
 4. Spork
 5. Band-Aids
 6. Magnifying Glass
 7. Collapsible Drinking Cup
 8. Hand Sanitizer
 9. Portable Water Filter
 10. The Redline Construction Song & Cookbook
 11. Map Pocket
 12. Compass
 13. Multi-Tool



Sample field guide pages and flyers for free activities and events highlighting living, learning, commuting, and enduring transit development and construction of the Red Line. Each activity will be organized in collaboration with the MTA Community Outreach Coordinator and

a stakeholders advisory group, composed of individuals who created the Red Line Community Compact Agreement. Honorariums will be offered to activity and workshop leaders. This process will be ongoing for the duration of the construction.

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 Build a Rain Barrel & Water Filtering Planter Box