

Woodlawn Technical Assistance Panel (TAP)

Briefing Booklet

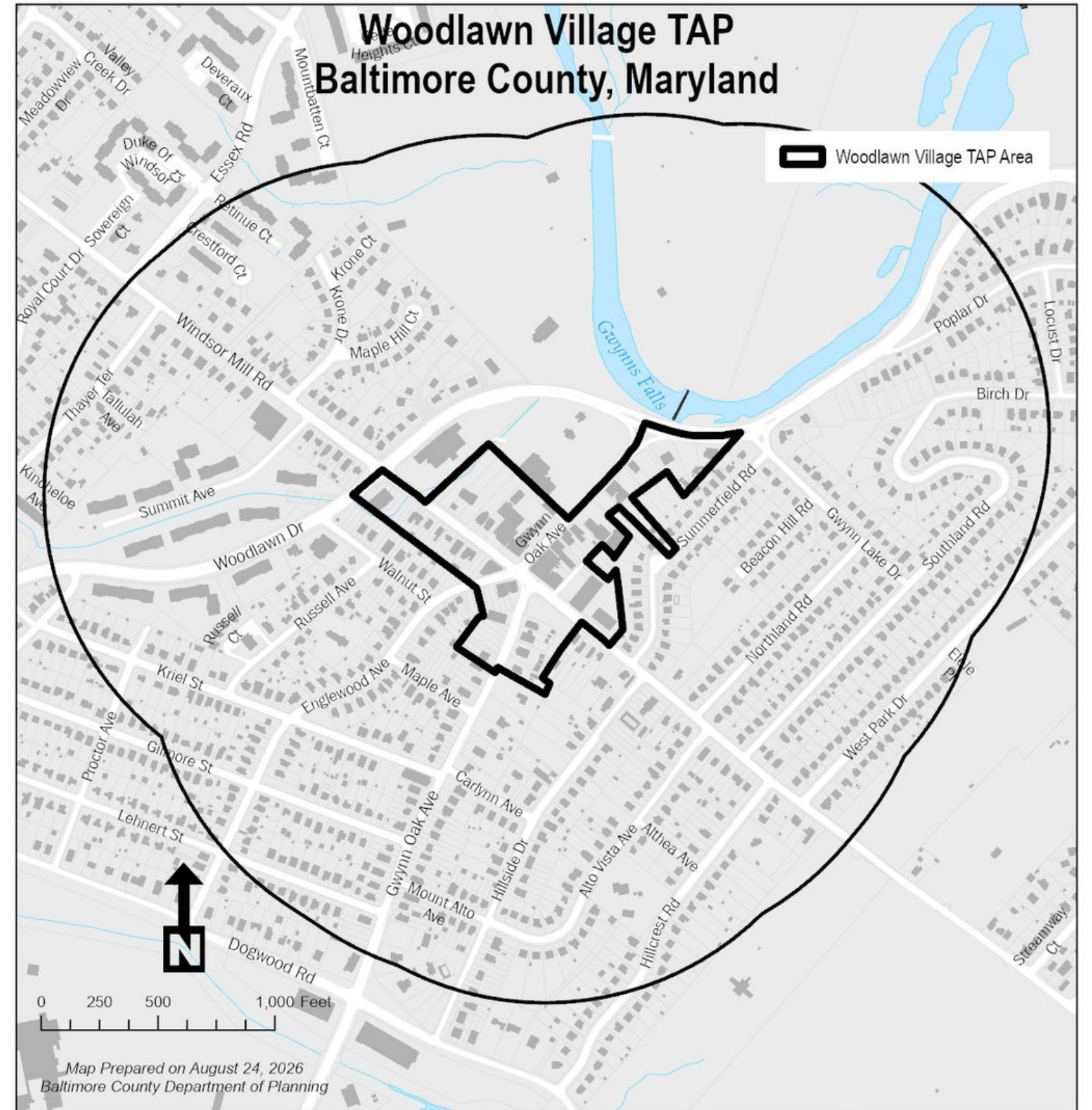


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Corridor Profile

Woodlawn Village is an established commercial corridor centered around the five-point intersection of Gwynn Oak Avenue, Windsor Mill Road, Englewood Avenue, and Wiskow Avenue. The area serves as a neighborhood shopping and service destination for the surrounding Woodlawn community, with a mix of small businesses, restaurants, offices, and community-serving uses. Recent public and private investments provide an opportunity to build on the corridor's existing assets and strengthen Woodlawn Village as a more attractive, walkable, and connected commercial center.



Desired Outcomes

1

Design & Development Standards

Building form, facades, signage, landscaping, and lighting

2

Catalytic Opportunities

Identify priority opportunities that can spur investment.

3

Implementation Strategies

Identify tools and partnerships to move recommendations forward.

4

Community Character

Ensure recommendations reflect local identity and needs.

5

Connectivity

Strengthen connections to surrounding neighborhoods.

Existing Conditions

Key Challenges

- Key Challenges for Woodlawn Village
- Lack of cohesive identity
- Aging commercial buildings and inconsistent aesthetics
- Underperforming retail and vacant storefronts
- Limited pedestrian connectivity and walkability
- Streetscape and public realm improvements needed
- Need to align future development with ongoing investments
- Lack of clear design guidance for future redevelopment
- Limited gathering spaces and placemaking elements
- Need to strengthen economic vitality and attract businesses
- Getting the local neighbors involved.



Existing Conditions

Land Use

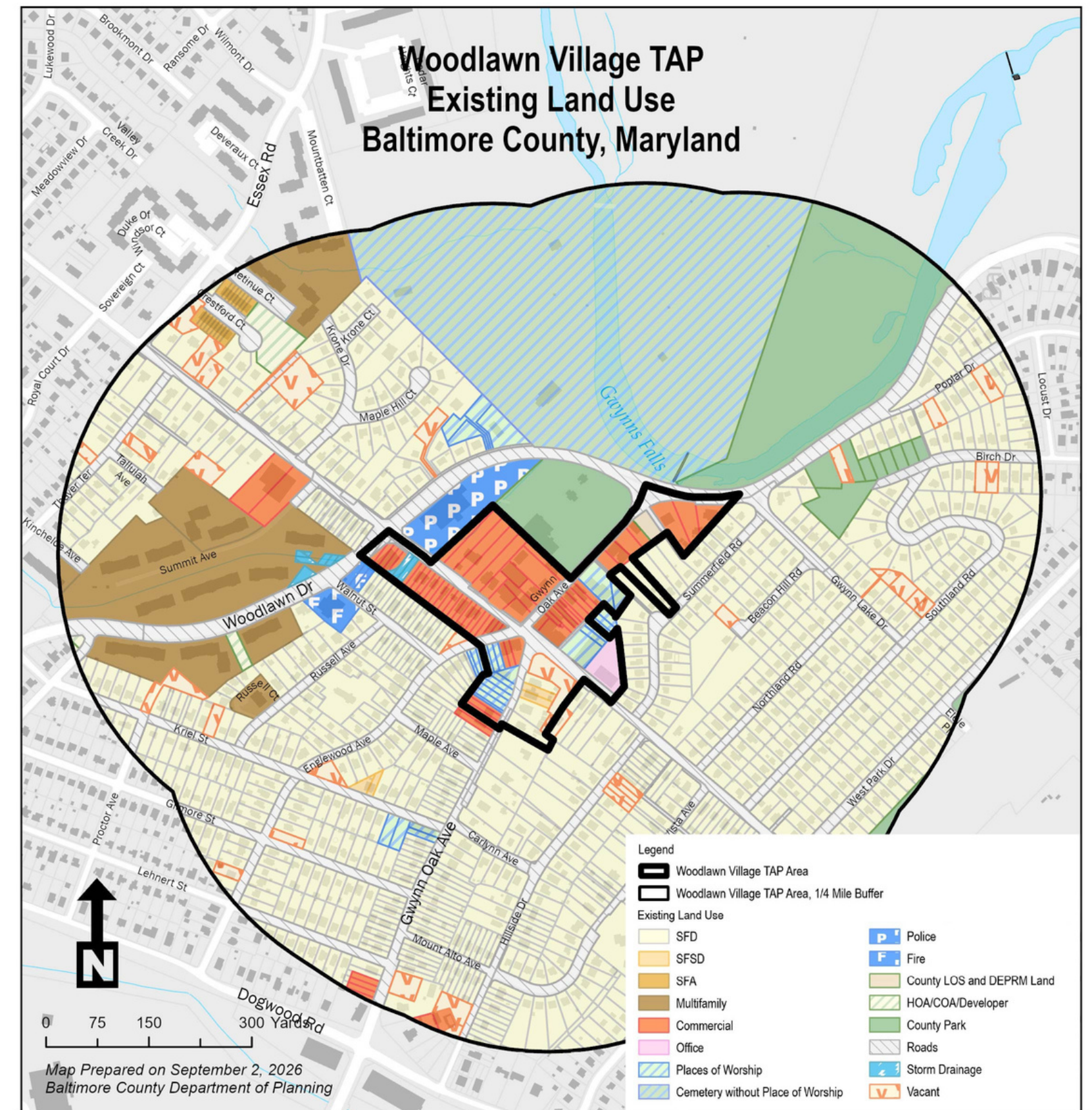
Predominantly commercial

Other Uses:

- Places of worship
- SFD
- Office
- Vacant
- Storm drainage

Immediately adjacent: predominantly residential use types

- N: SFD, County Park, Police
- E: SFD
- S: SFD
- W: Multifamily, SFD, Fire, Commercial

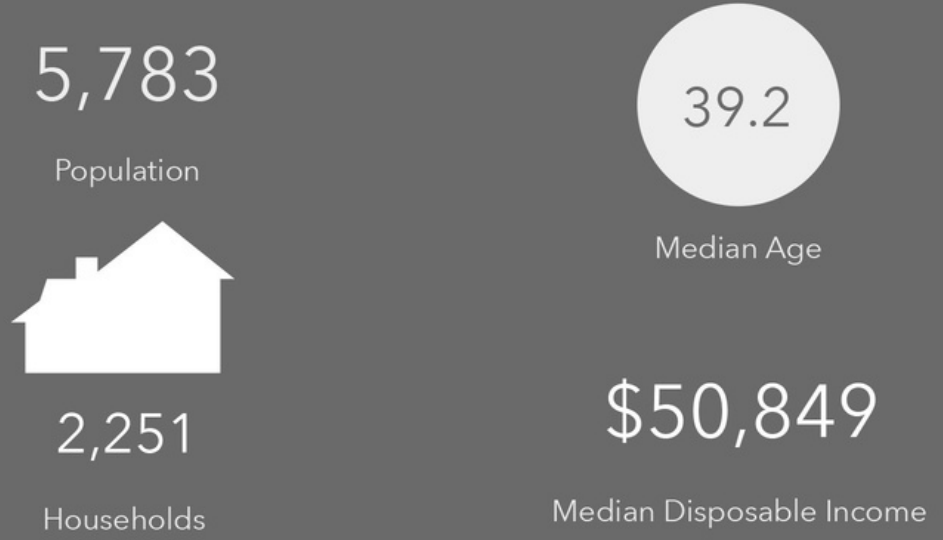


DEMOGRAPHIC SUMMARY

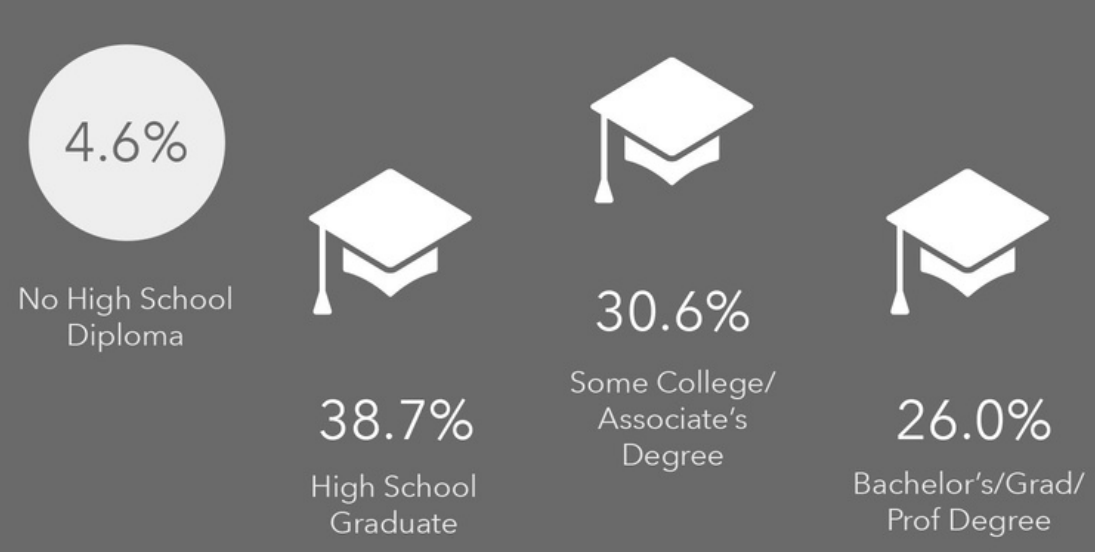
Woodlawn (4 Census Block Groups)
Geography: Block Group



KEY FACTS



EDUCATION



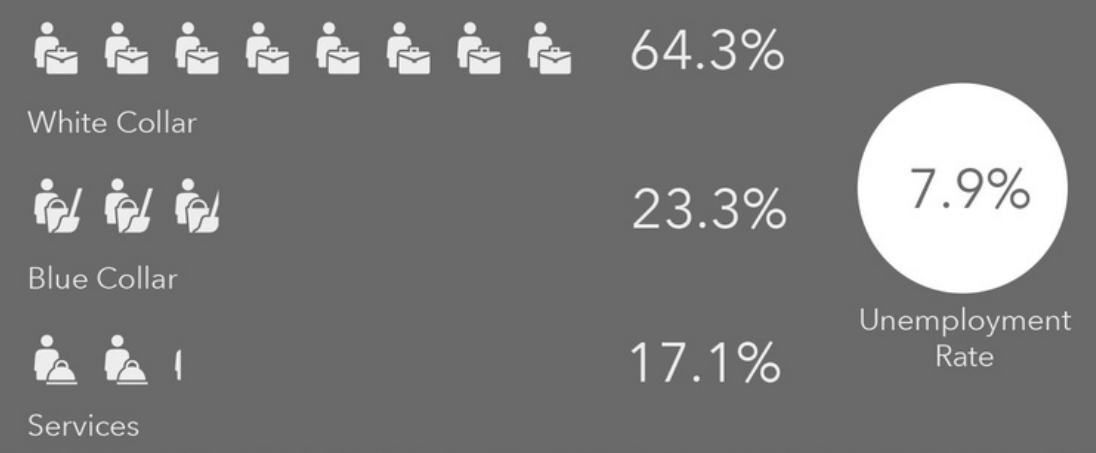
INCOME



HOUSEHOLD INCOME



EMPLOYMENT



Source: This infographic contains data provided by Esri (2026, 2031). © 2026 Esri

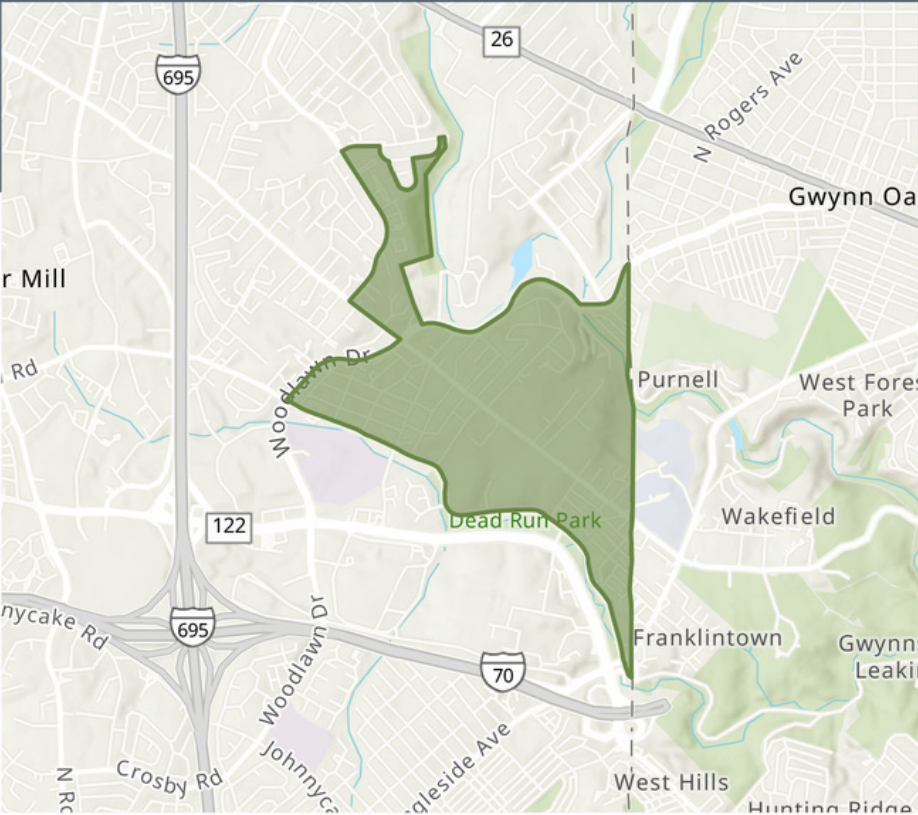


AT RISK POPULATION PROFILE

Woodlawn (4 Census Block Groups)



Geography: Block Group



5,783

Population

2,251

Households

2.57

Avg Size Household

39.2

Median Age

\$63,467

Median Household Income

\$287,426

Median Home Value

64

Wealth Index

85

Housing Affordability

49

Diversity Index

AT RISK POPULATION



639

Households With Disability (ACS)



1,004

Population 65+ (Esri)



186

Households Without Vehicle (ACS)

POVERTY AND LANGUAGE (ACS)



10.5%

Households Below the Poverty Level



245

Households Below the Poverty Level



0

Pop 65+ Speak Spanish & No English

POPULATION AND BUSINESSES



3,779

Daytime Population



147

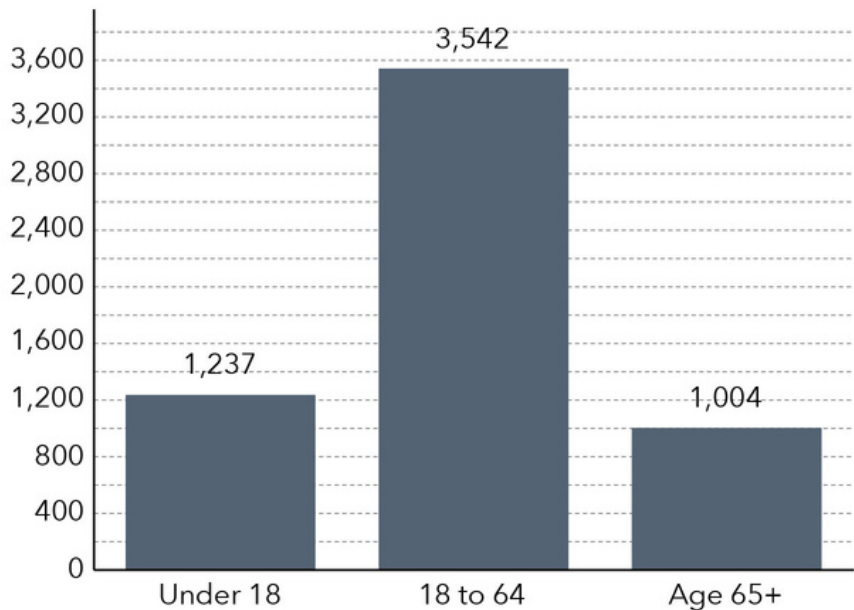
Total Businesses



926

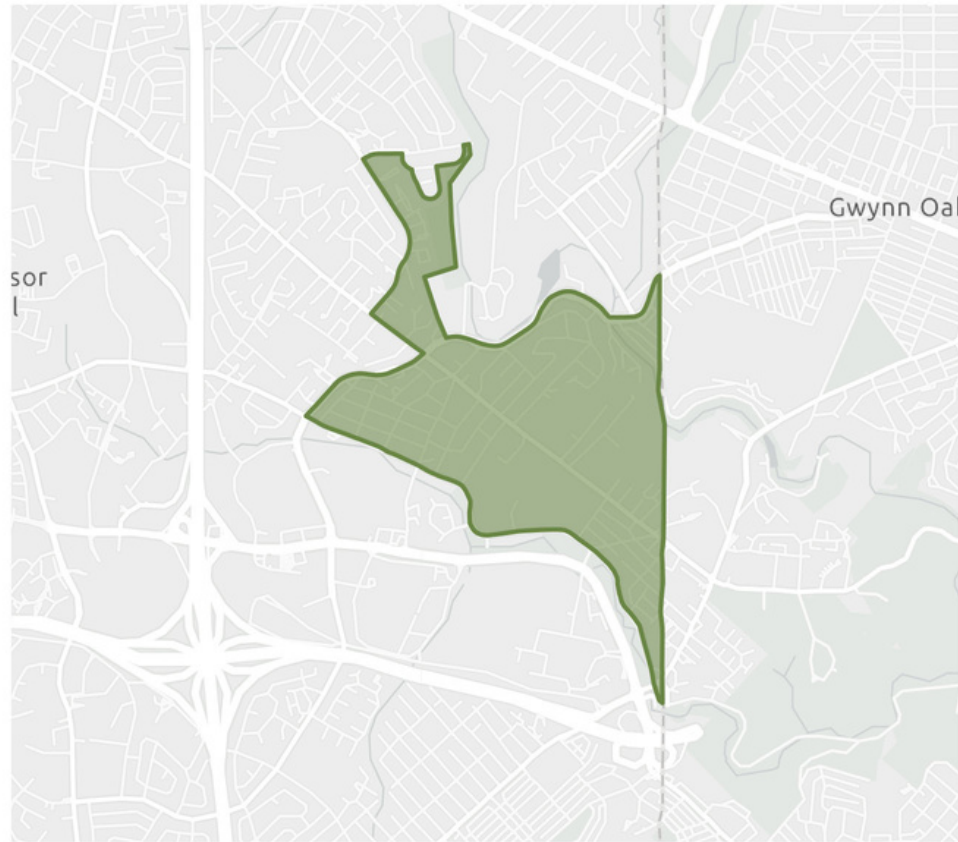
Total Employees

POPULATION BY AGE



Source: This infographic contains data provided by Esri (2026, 2031), ACS (2020-2024), Esri-Data Axle (2026).

© 2026 Esri

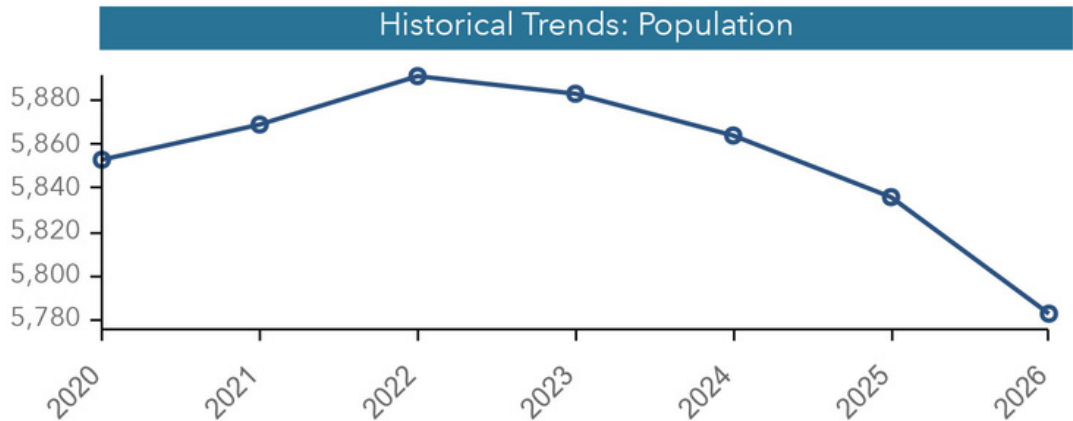


Population Trends and Key Indicators

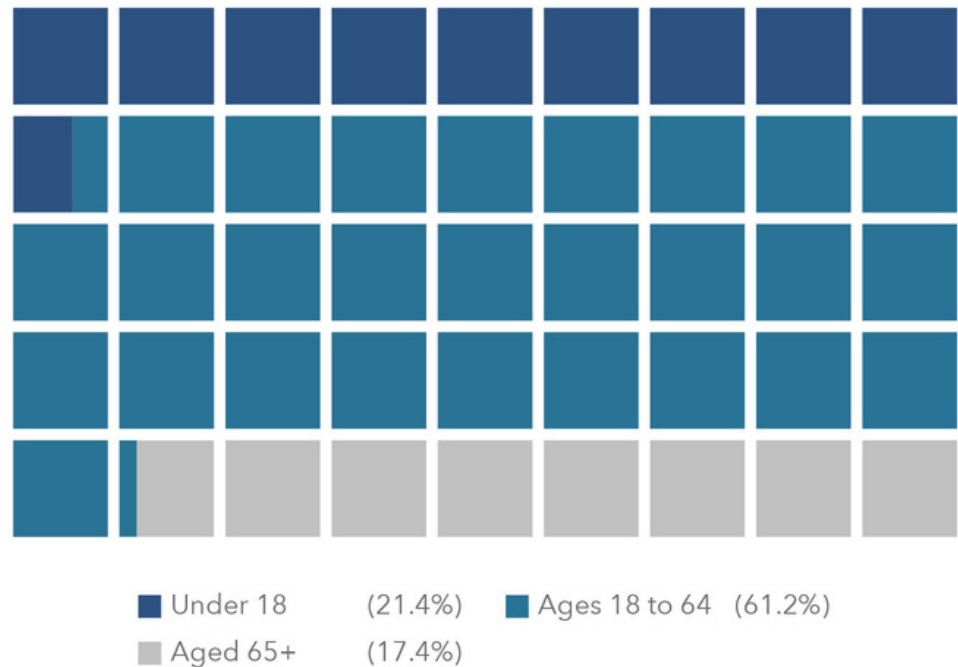
Woodlawn (4 Census Block Groups)
Geography: Block Group

5,783	2,251	2.57	39.2	\$63,467	\$287,426	64	85	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

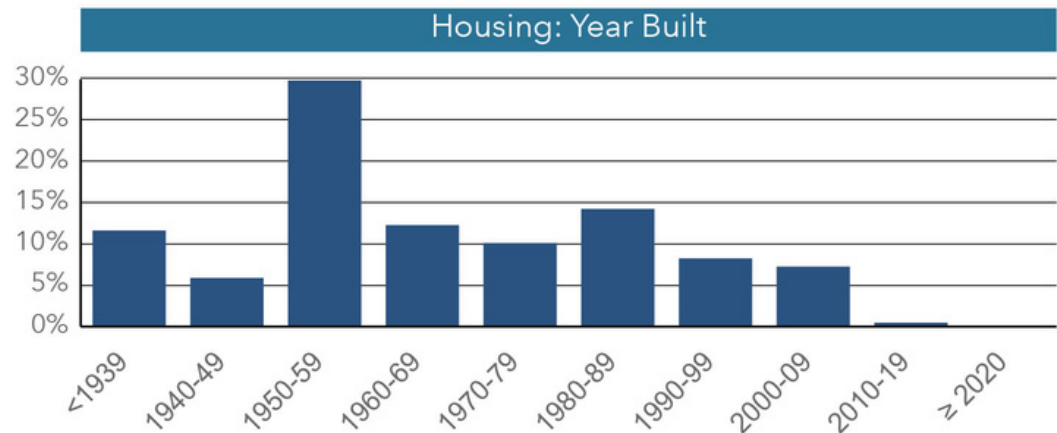
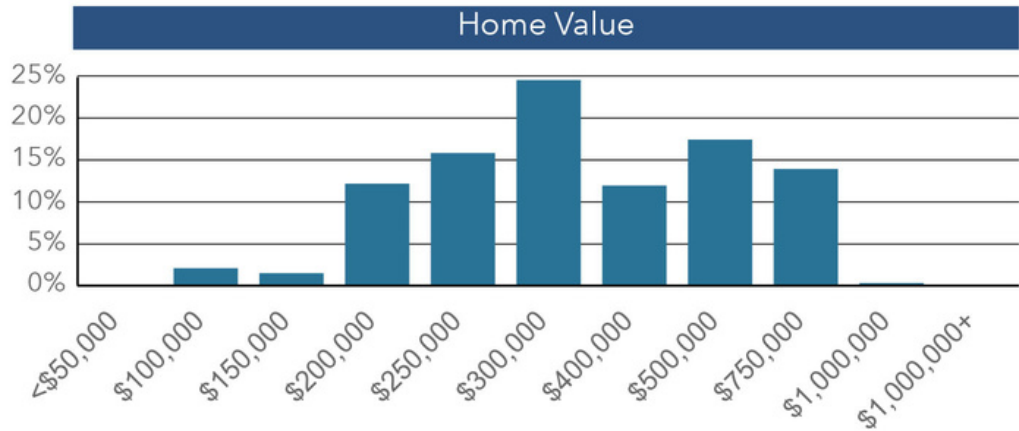
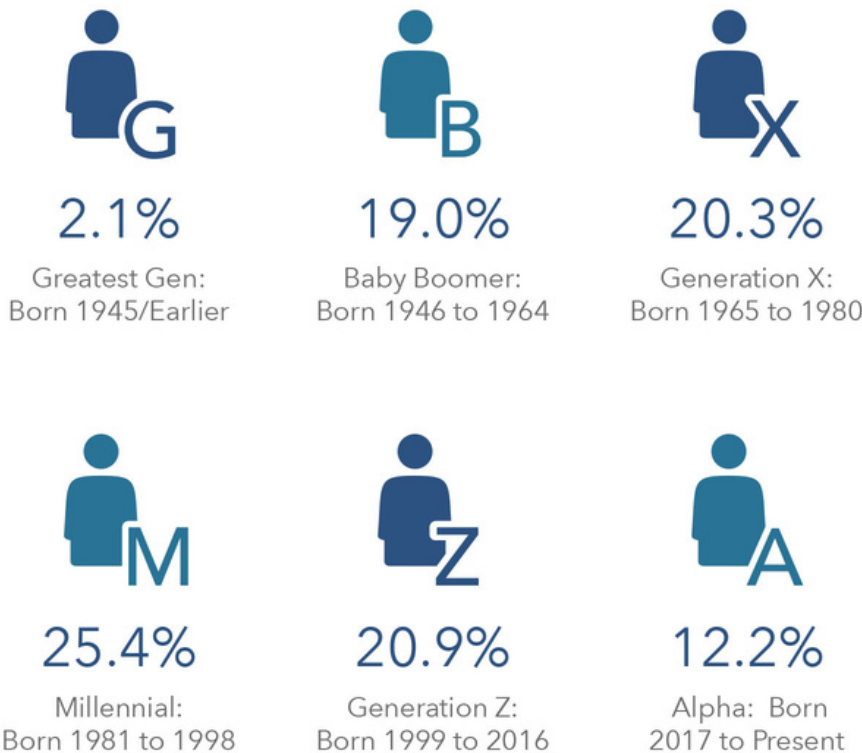
MORTGAGE INDICATORS



POPULATION BY AGE

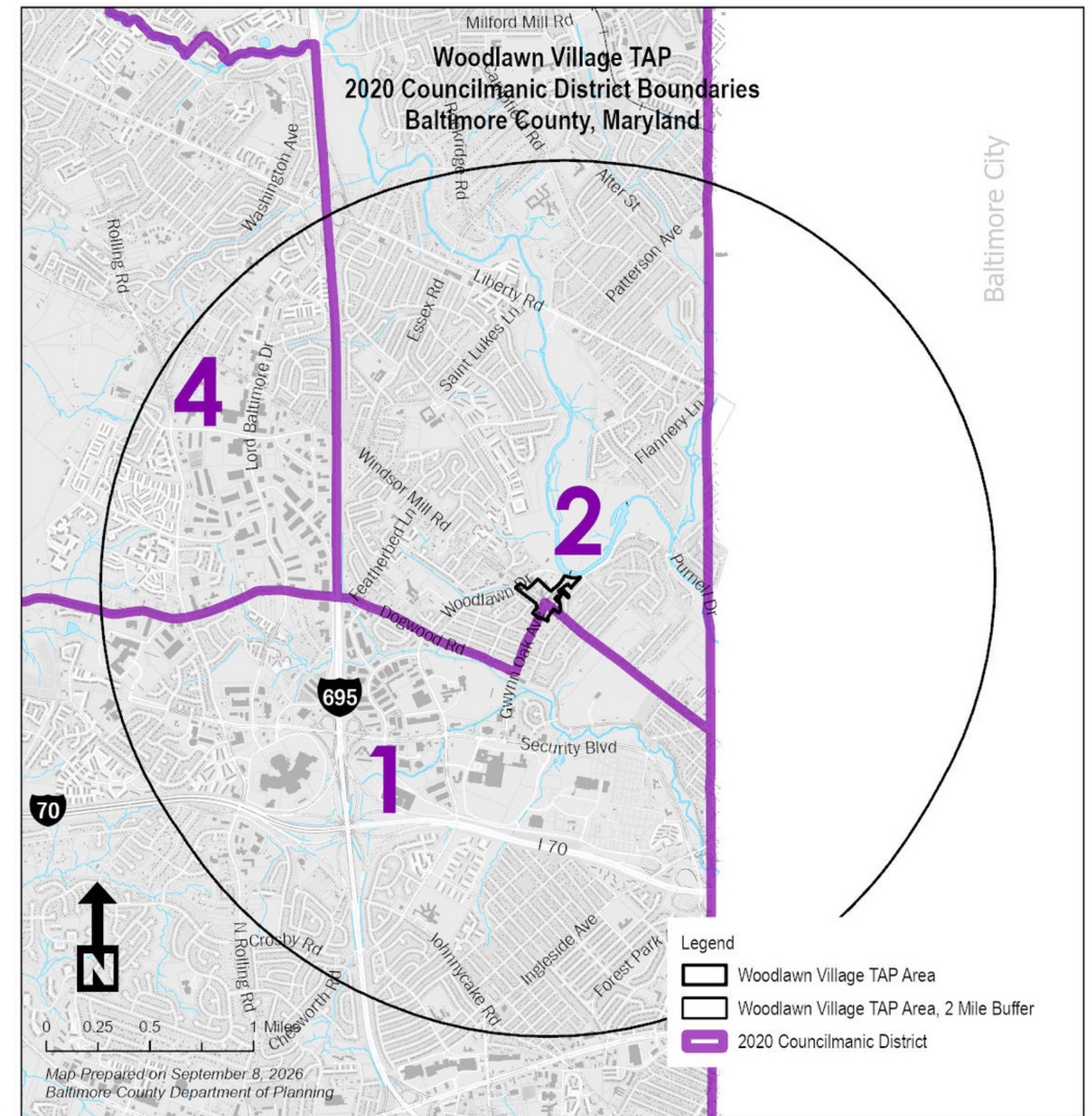


POPULATION BY GENERATION



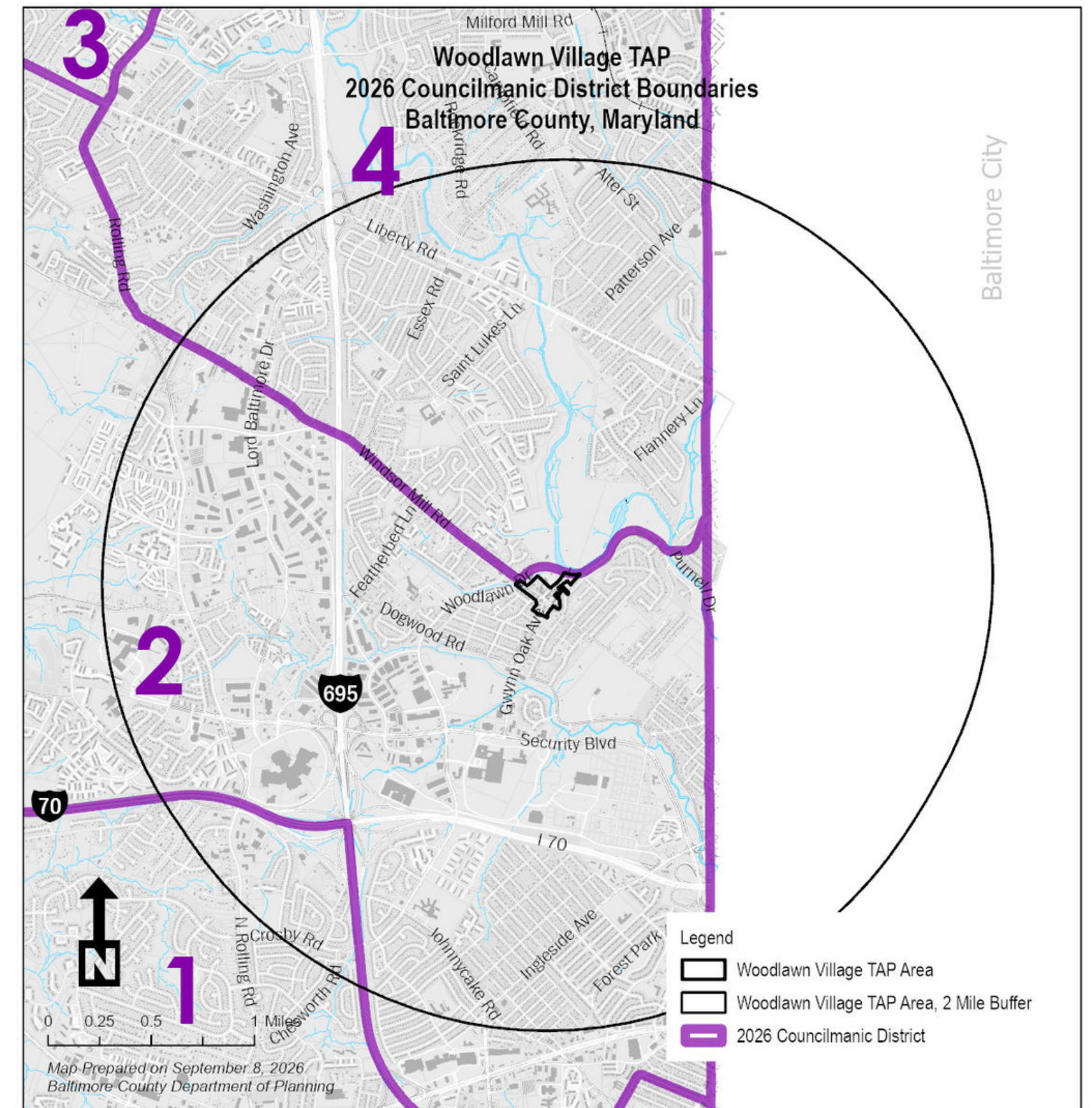
Source: This infographic contains data provided by Esri (2026, 2031), Esri-U.S. BLS (2026), ACS (2020-2024). © 2026 Esri

Current Councilmanic District Boundaries



New Councilmanic District Boundaries

*Effective after new Council is sworn into office - December 2026

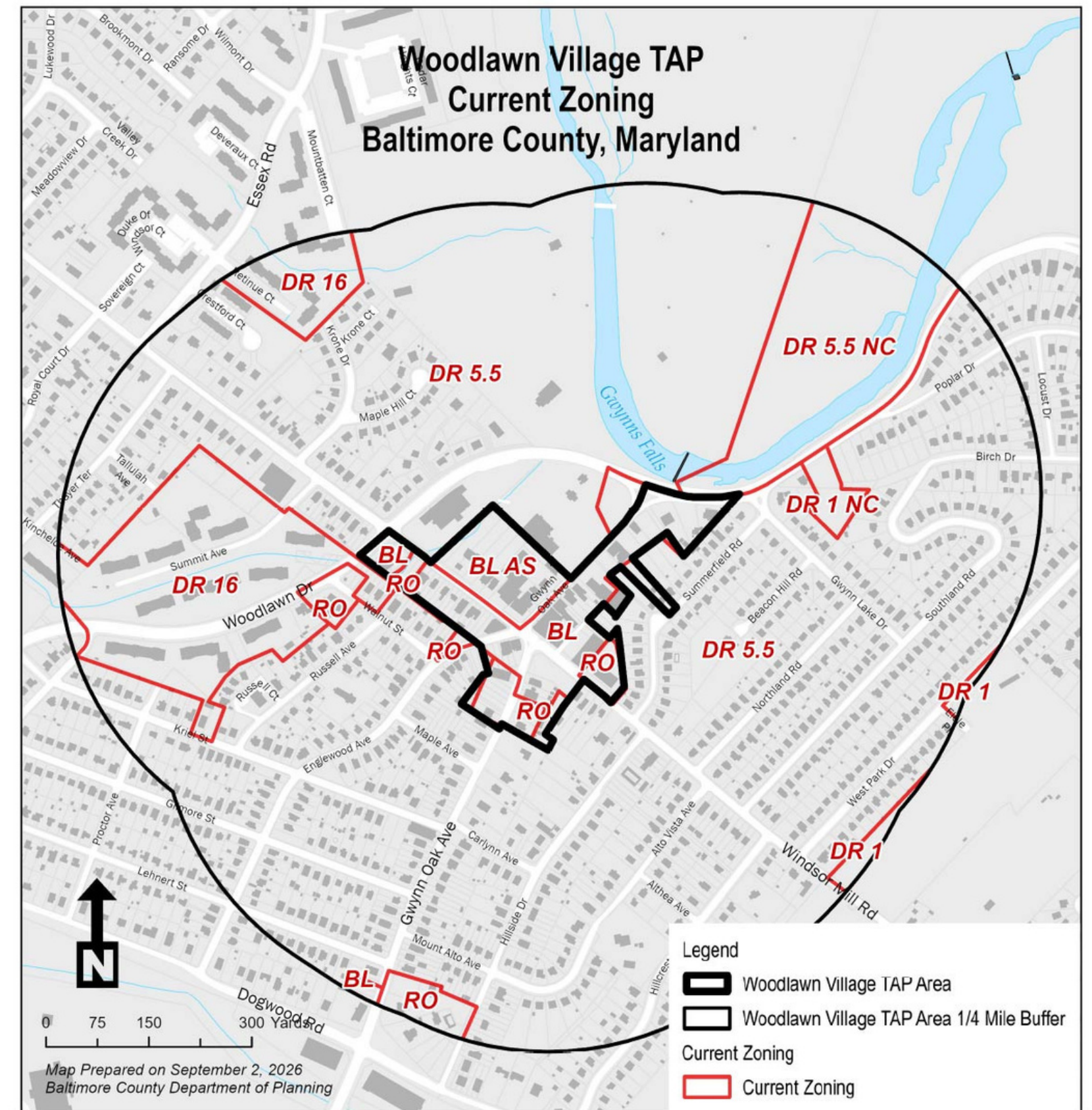


Current Zoning



Immediately Adjacent

- N: BL, DR 5.5
- E: DR 5.5
- S: DR 5.5
- W: DR 15, DR 5.5



Impervious Surfaces



Place Types

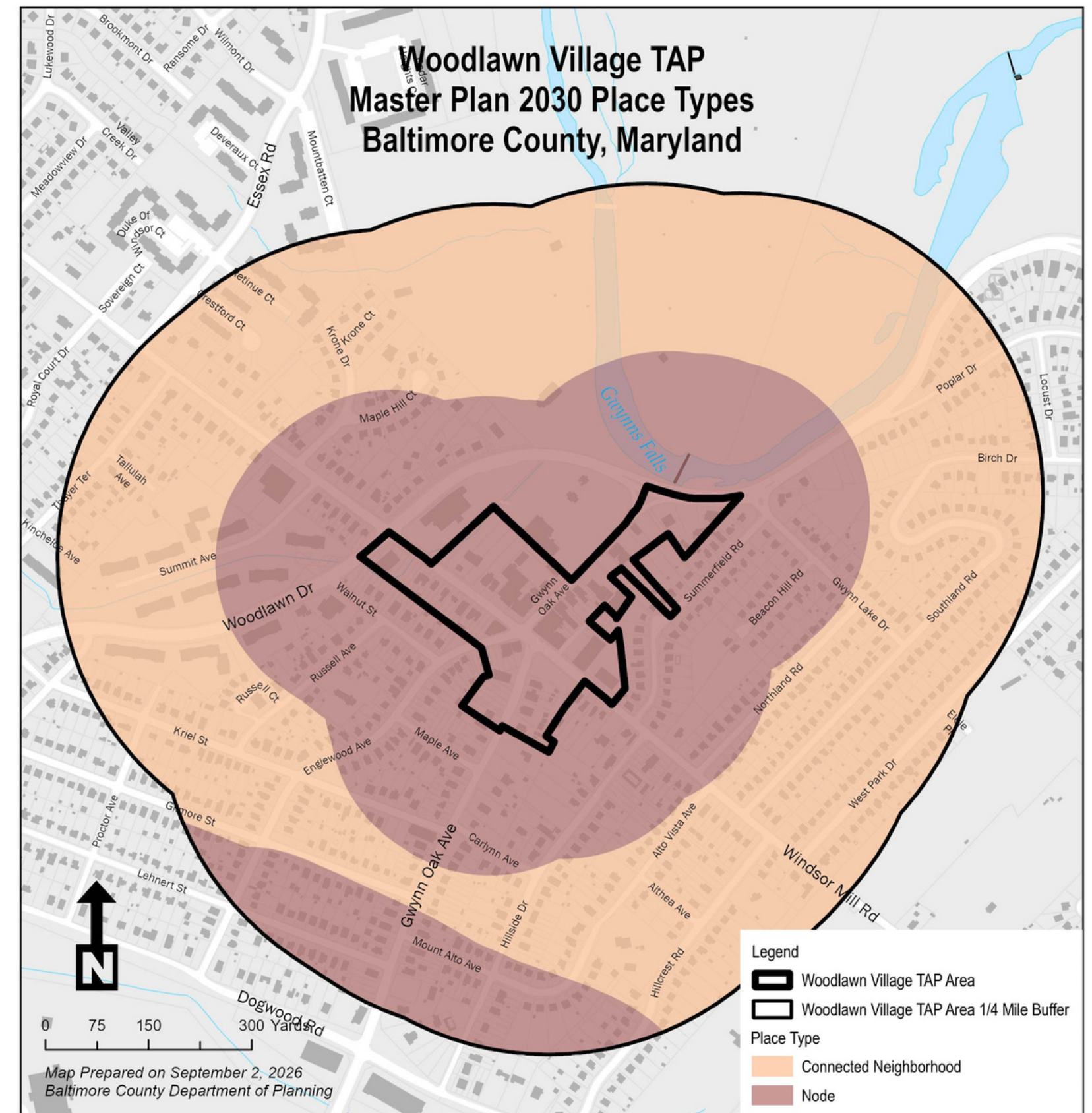
Place Types represent general recommendations for future land use.

NODE:

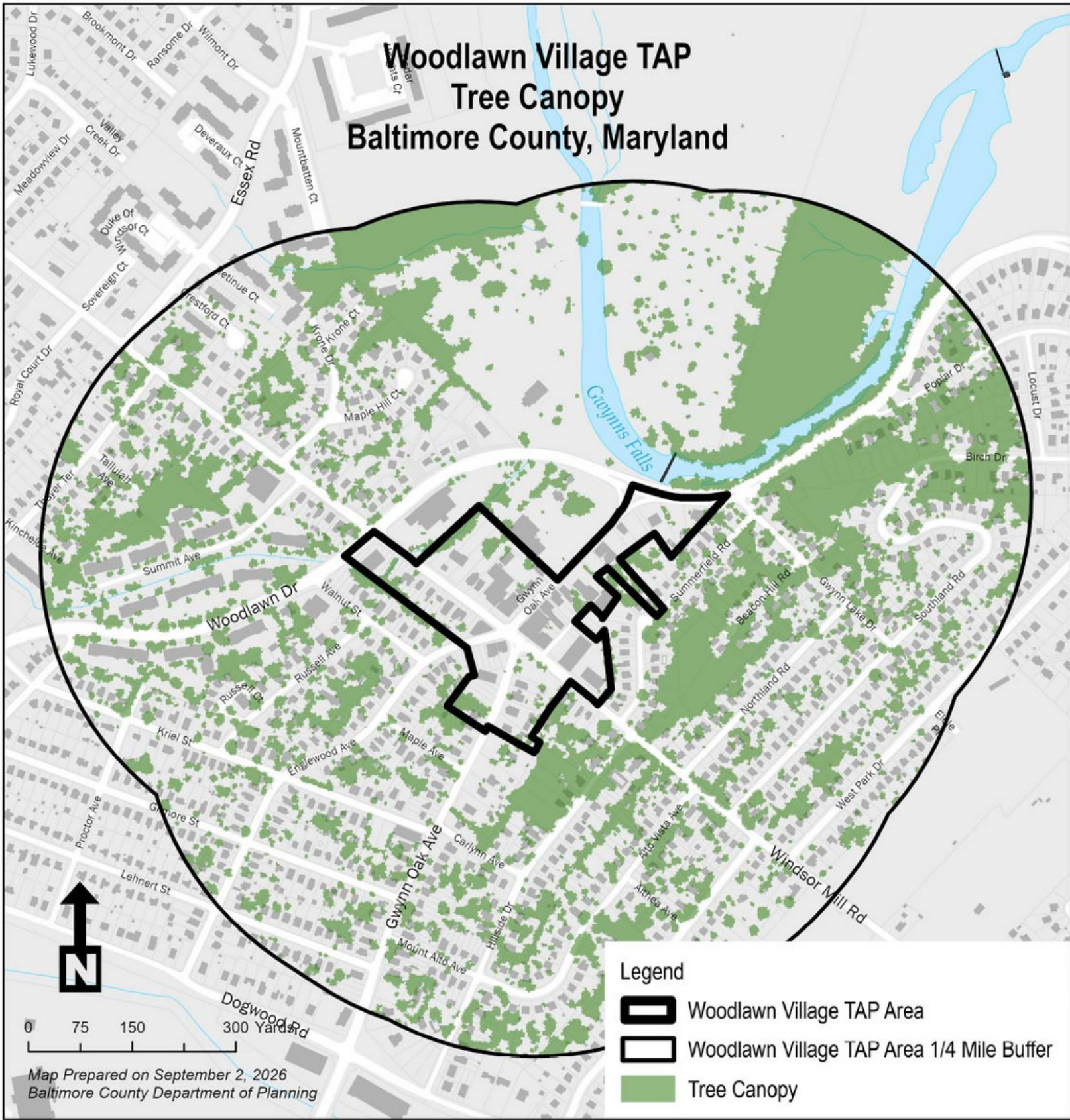
Core Retrofit Areas, called Nodes, are the most strategic locations for retrofitting efforts. They are predominantly located along aging neighborhood centers, major arterials, near transit hubs or large greyfield sites. Nodes include adjacent residential and commercial properties that support walkable redevelopment with mid- to higher-residential density and a mix of uses that serve the community.

CONNECTED NEIGHBORHOOD:

Areas connecting Established Neighborhoods and Nodes, that have a wide variety of uses, including a mix of commercial, office, industrial, and residential areas and uses, usually at a denser concentration than Established Neighborhoods. Many of these areas present opportunities for infill development and redevelopment including adding a variety of housing types such as detached single-family, townhomes and apartments. These places contain a dense population of residents, employees, and visitors needed to support the Node which they surround.

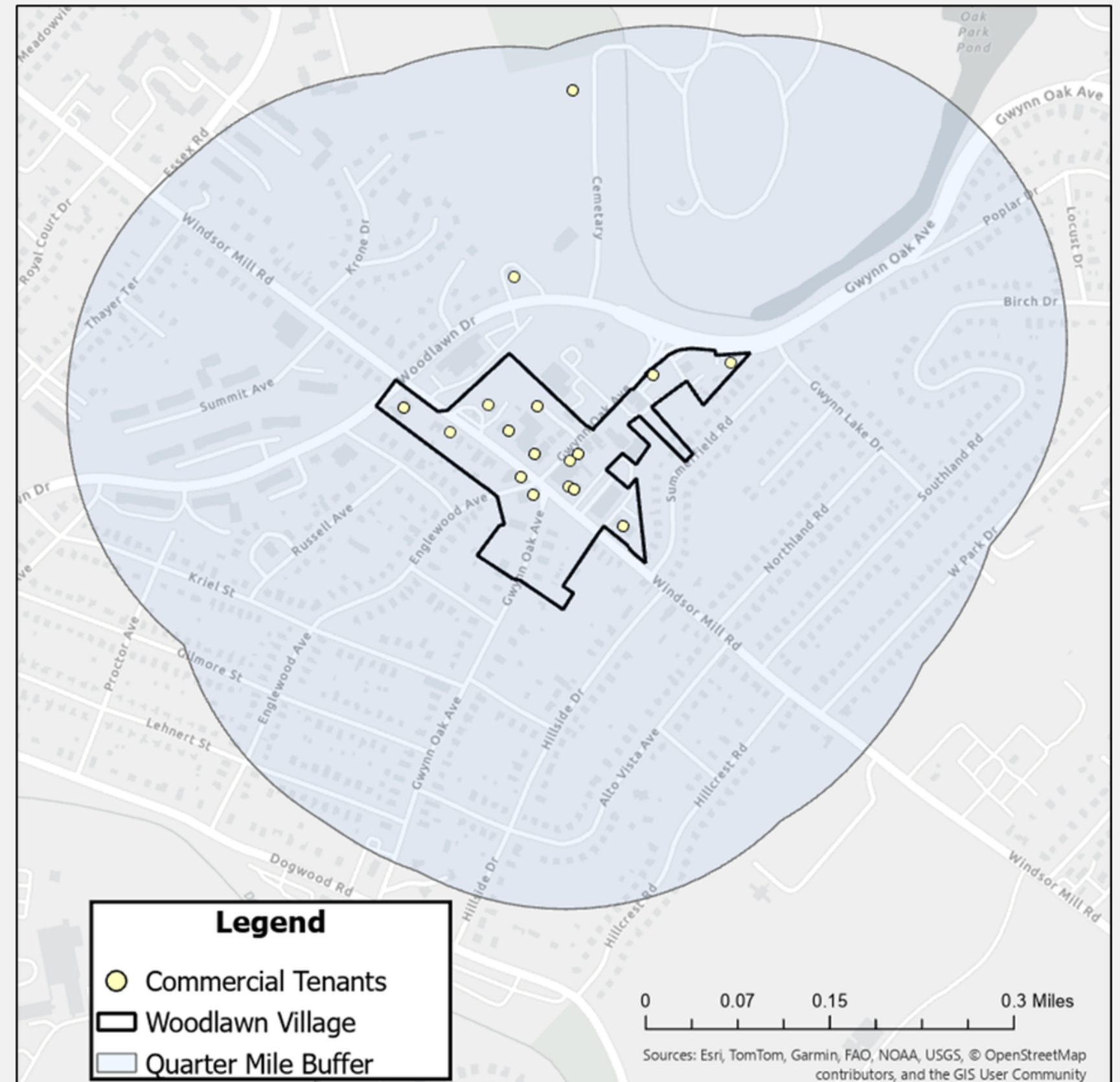


Tree Canopy

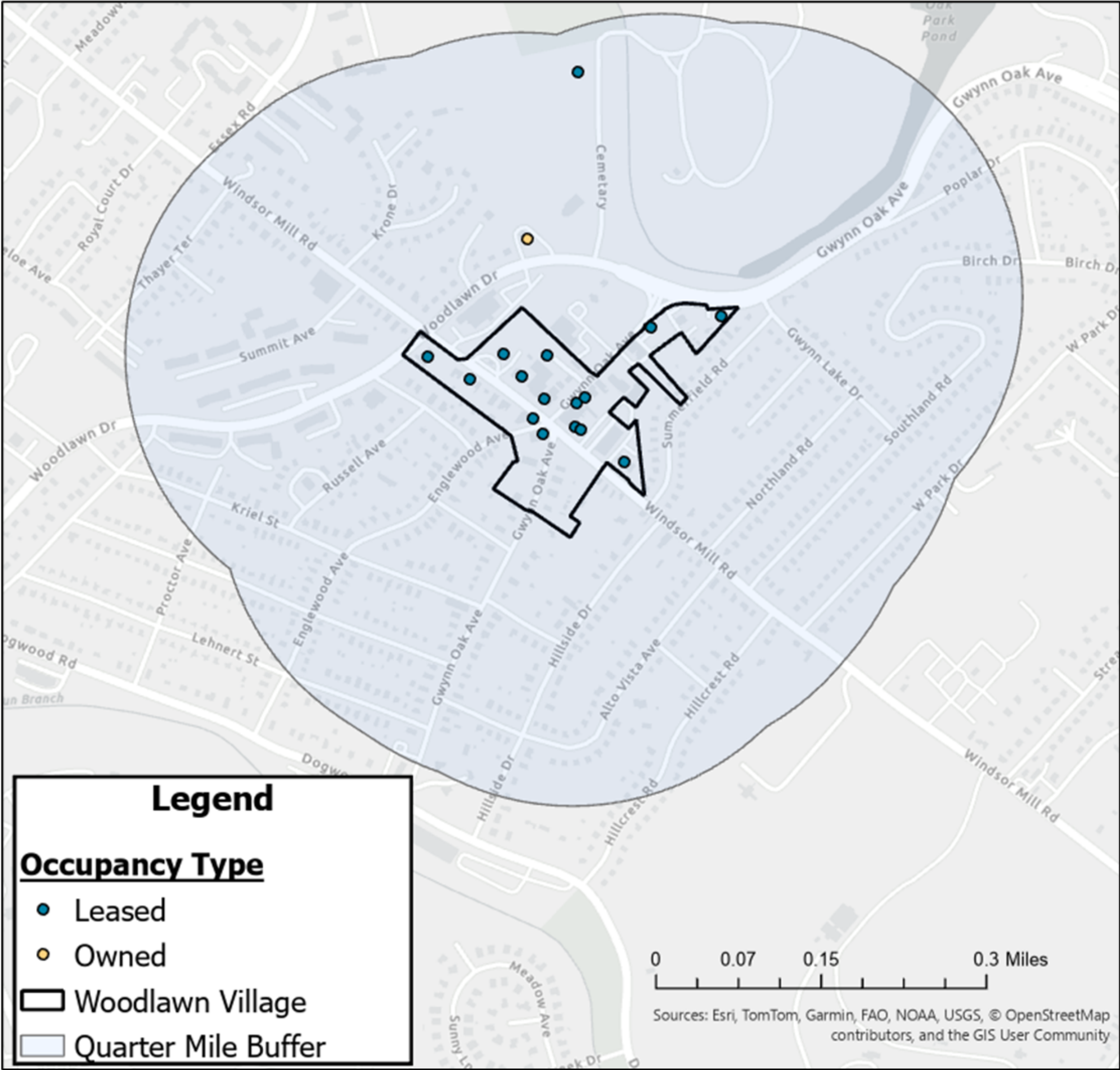


Commercial Properties

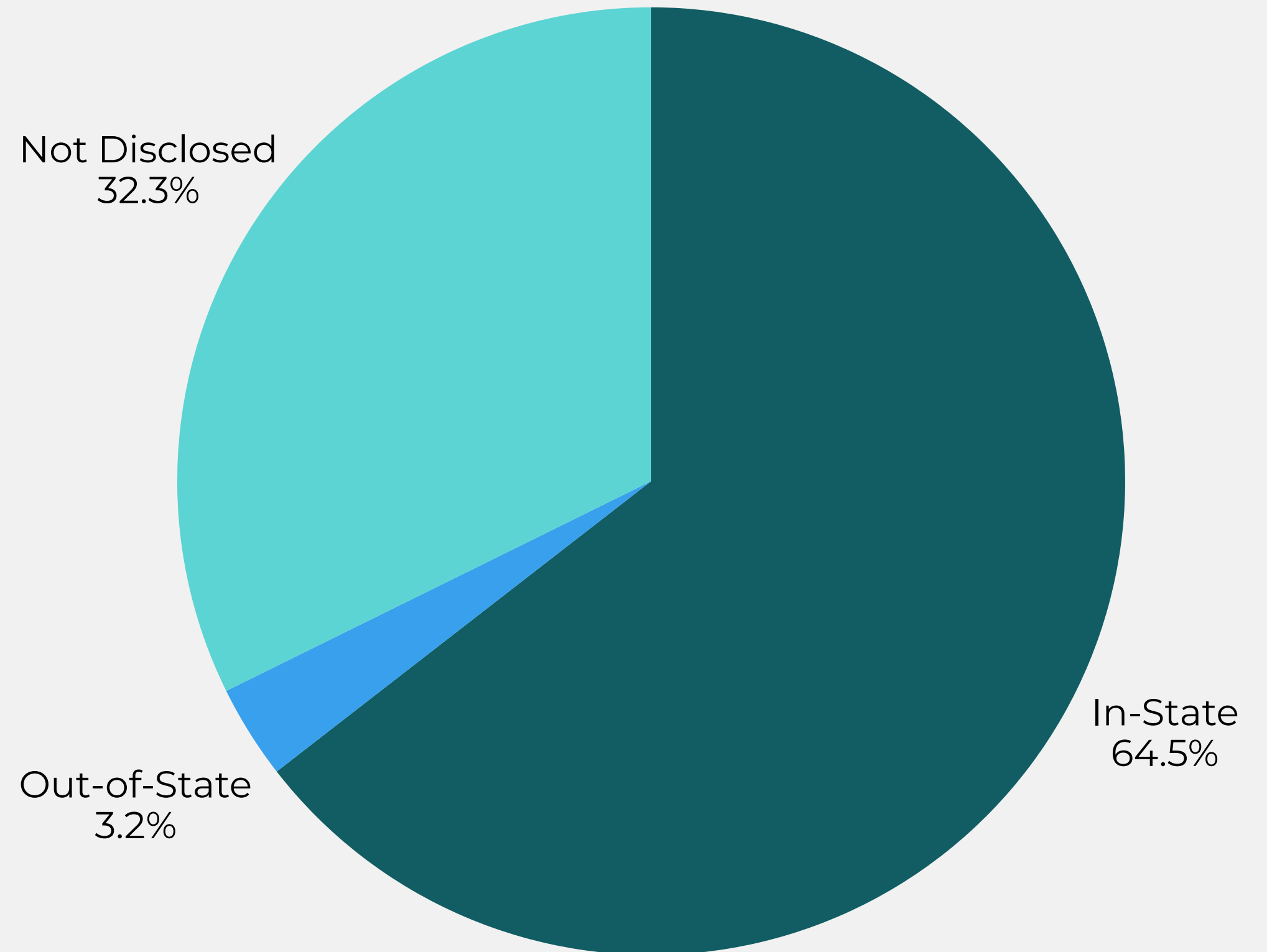
31 Commercial Properties
37 Commercial Tenants



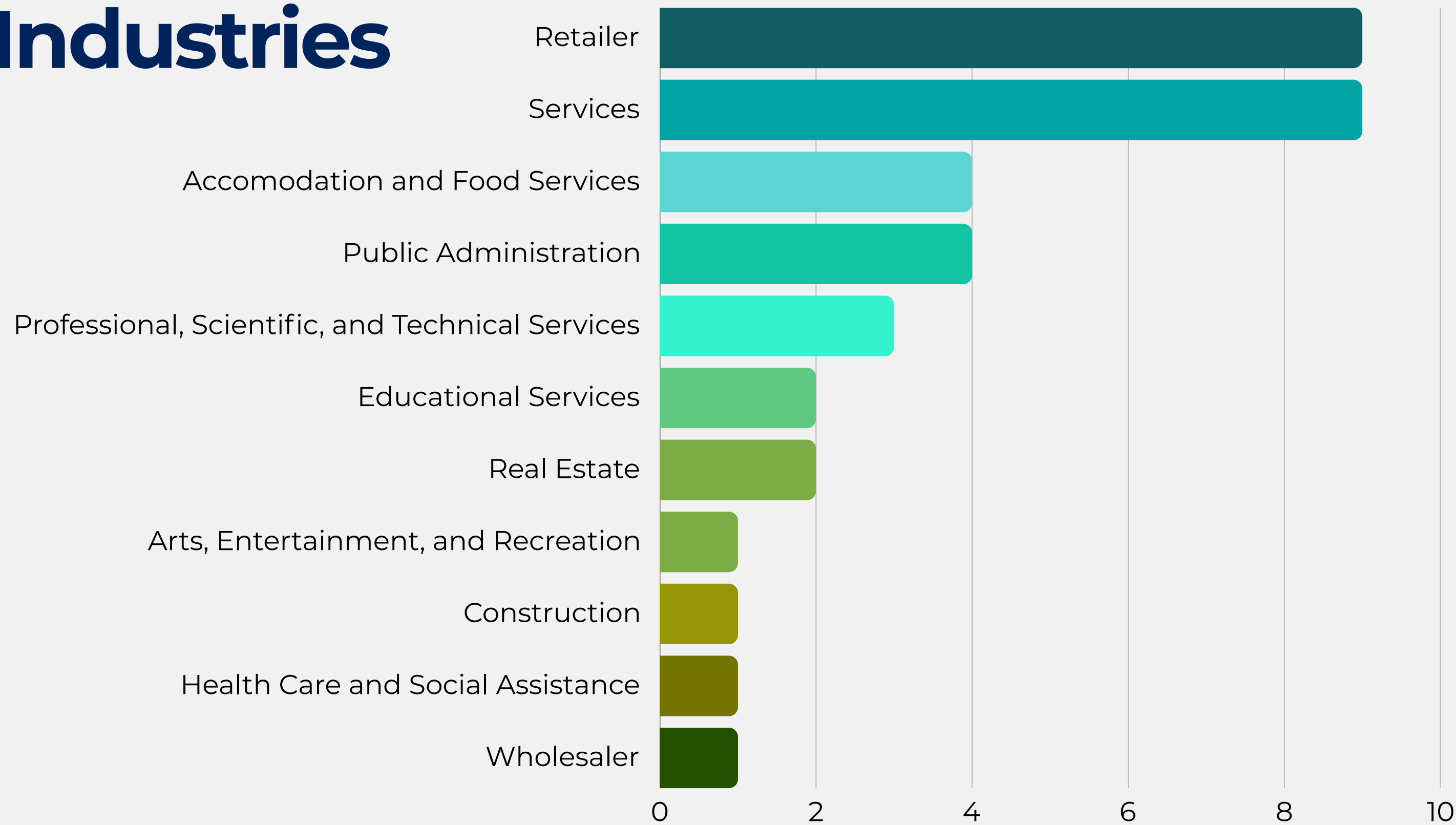
Leased vs Owner Occupied



In-State vs Out-of-State Property Owners



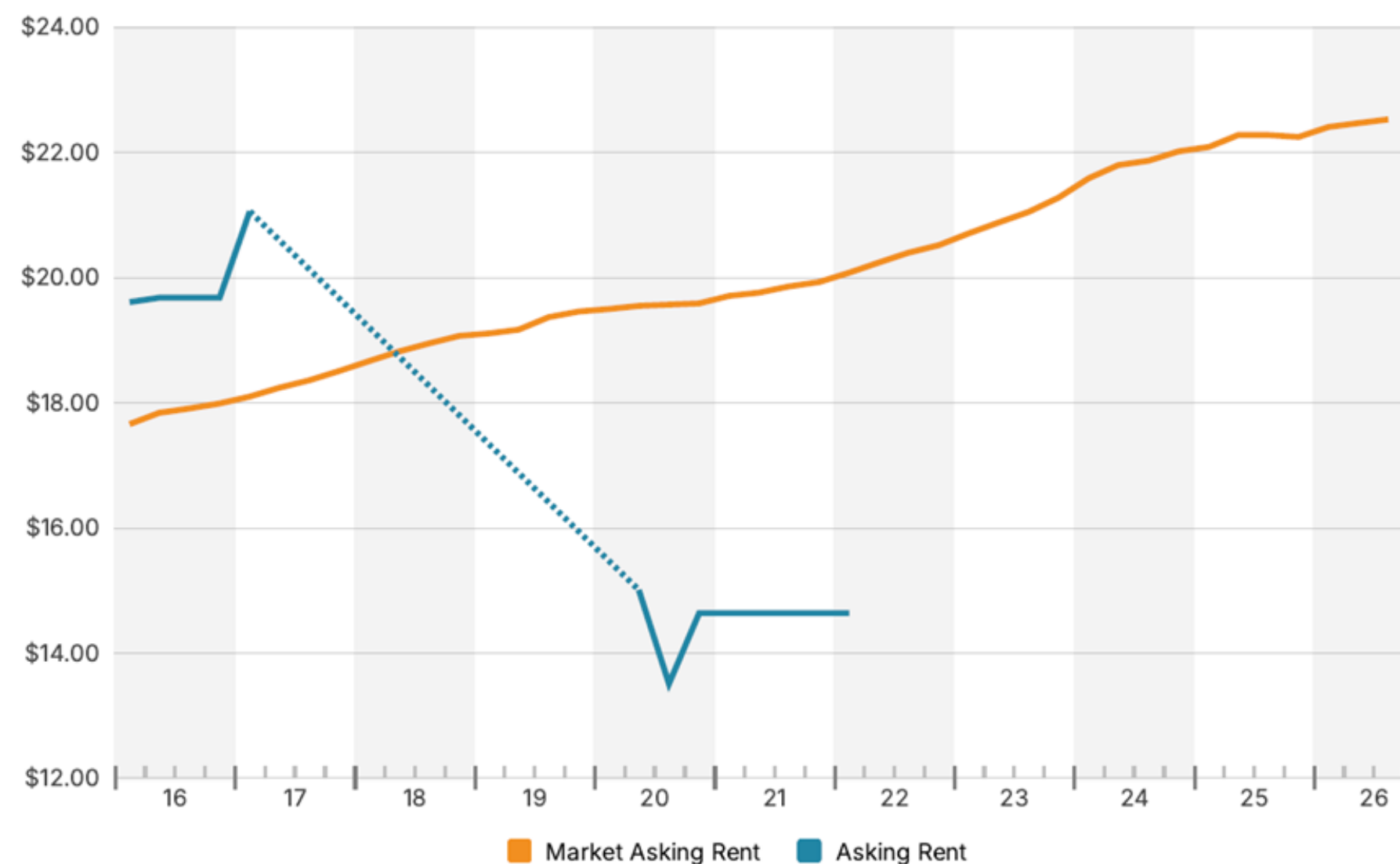
Tenant Industries



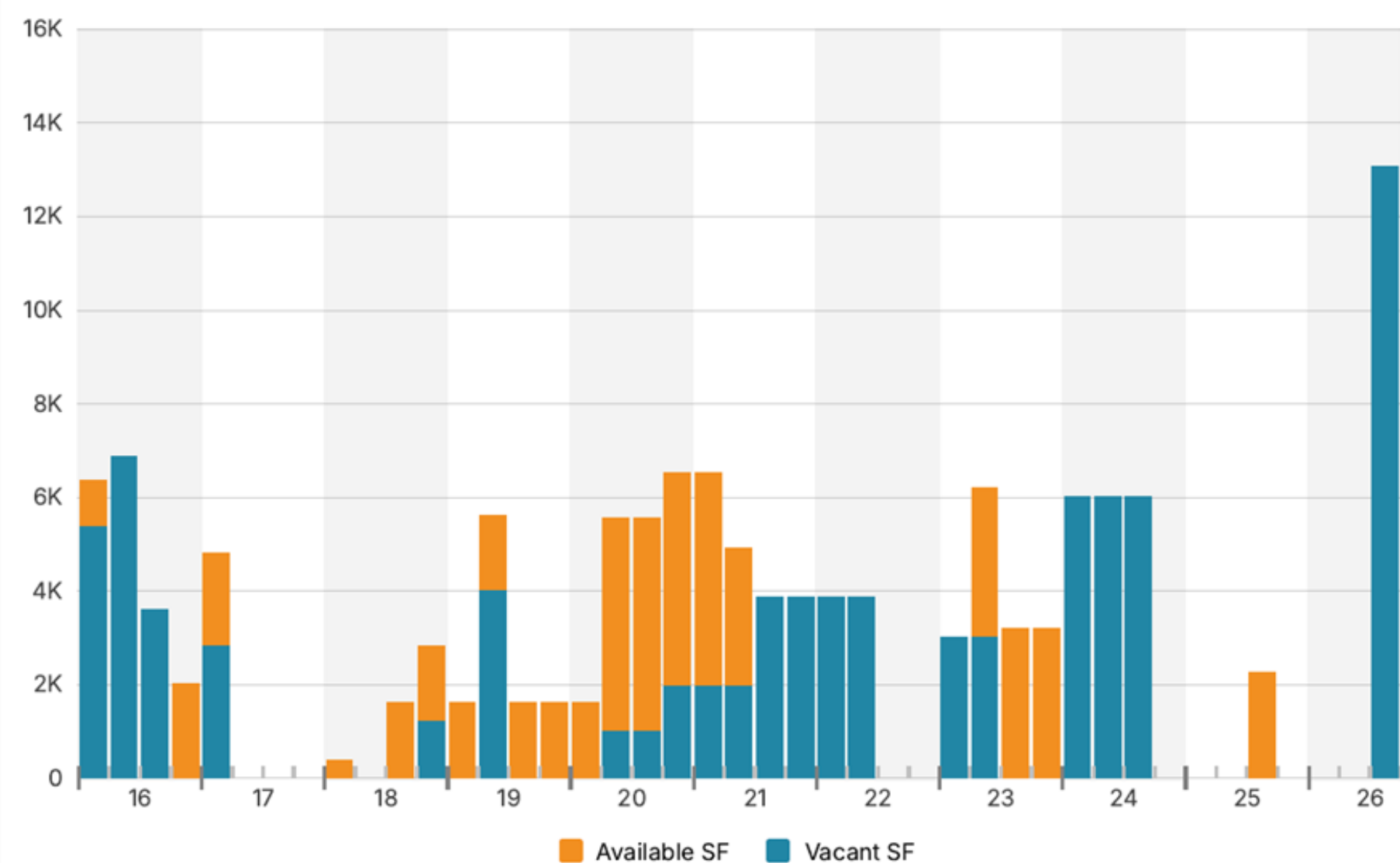
Key Commercial Real Estate Metrics

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
93.4K	0	(13K)	13.9%	\$21.83	\$174	7.5%
Prior Period 93.4K	Prior Period 0	Prior Period 6K	Prior Period 0%	Prior Period \$22.37	Prior Period \$175	Prior Period 7.4%
+0%	-	-316.0%	+13.9%	-2.4%	-0.8%	+0.1%

Market Asking Rent & Asking Rent Per SF



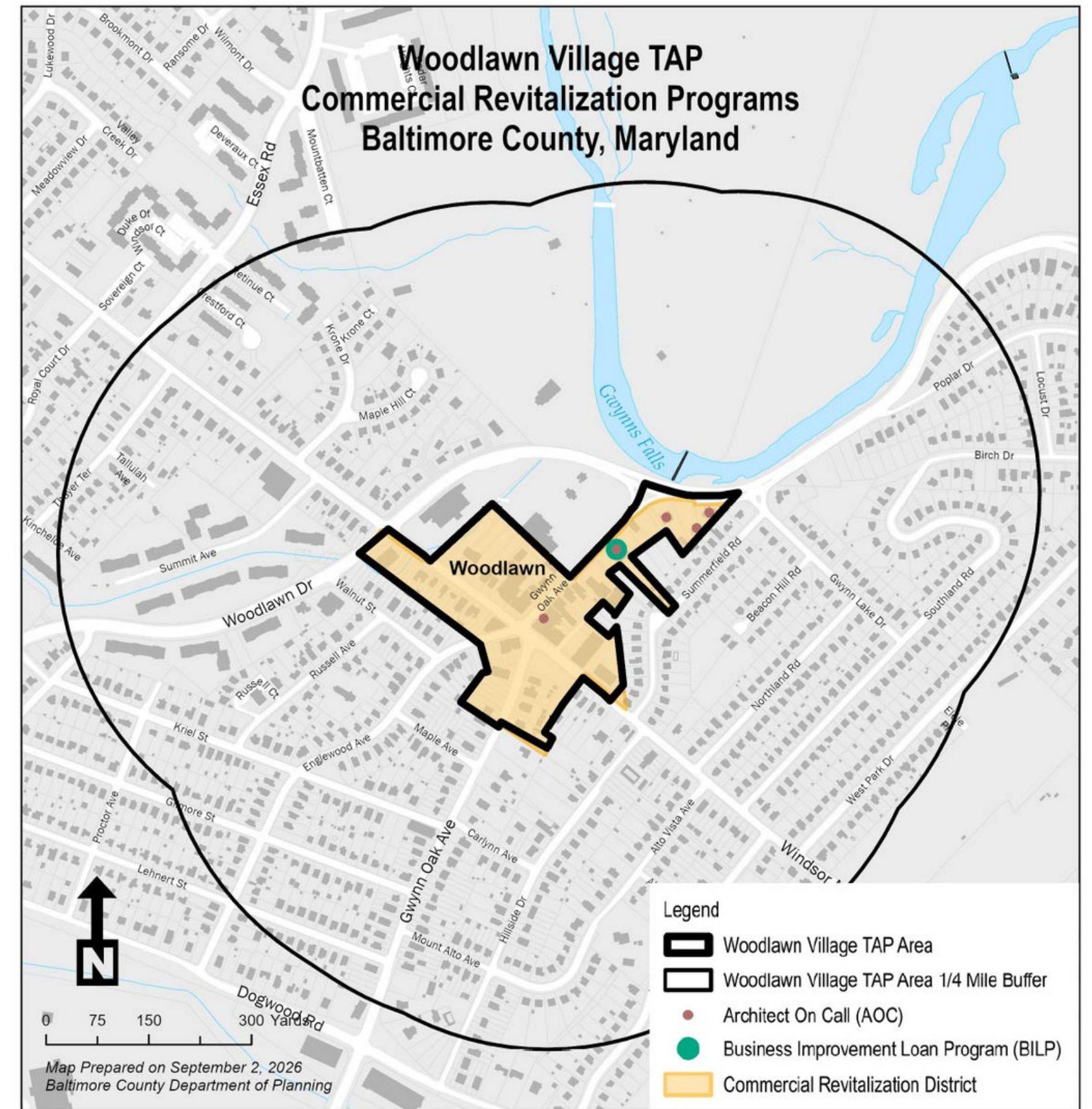
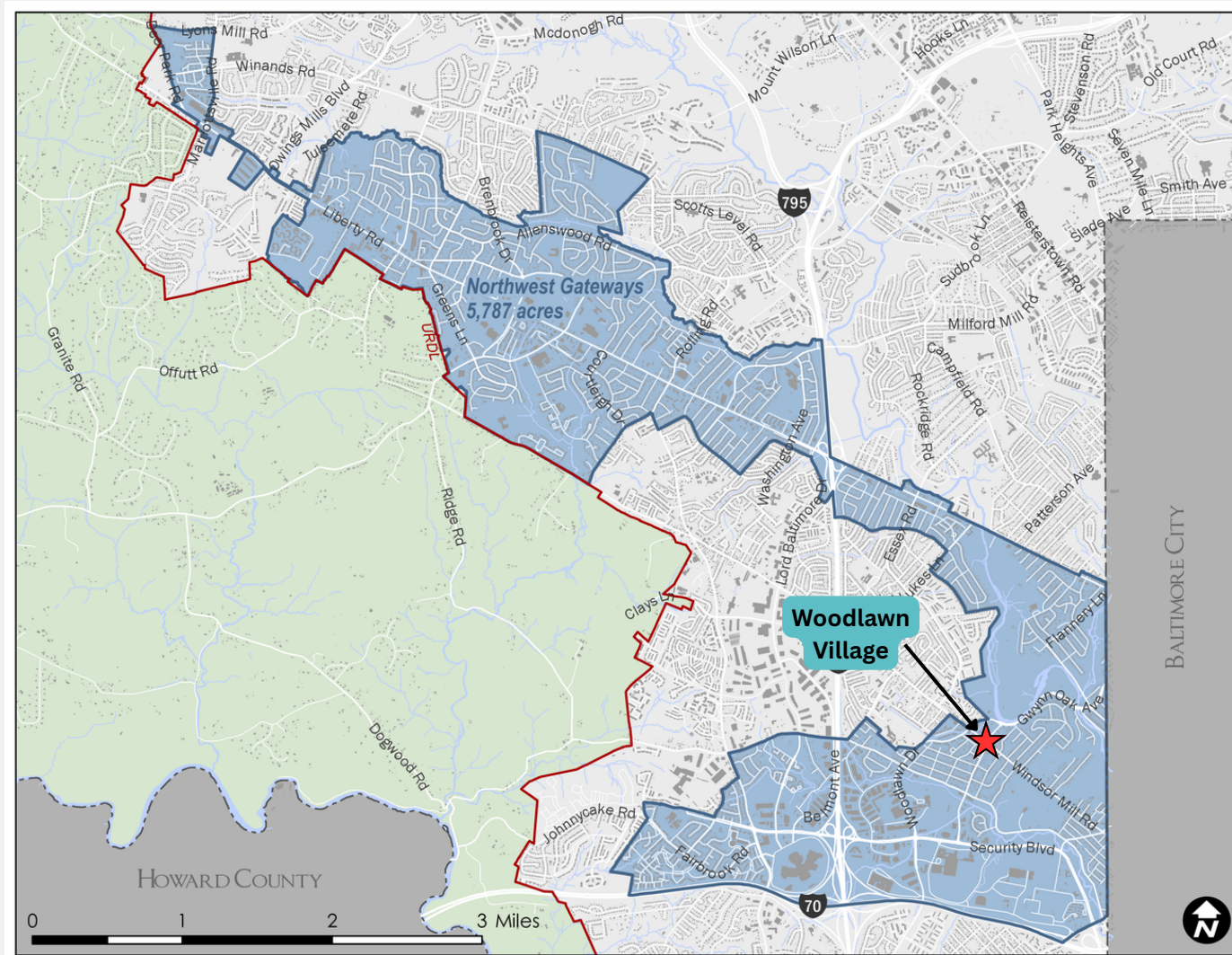
Available & Vacant SF



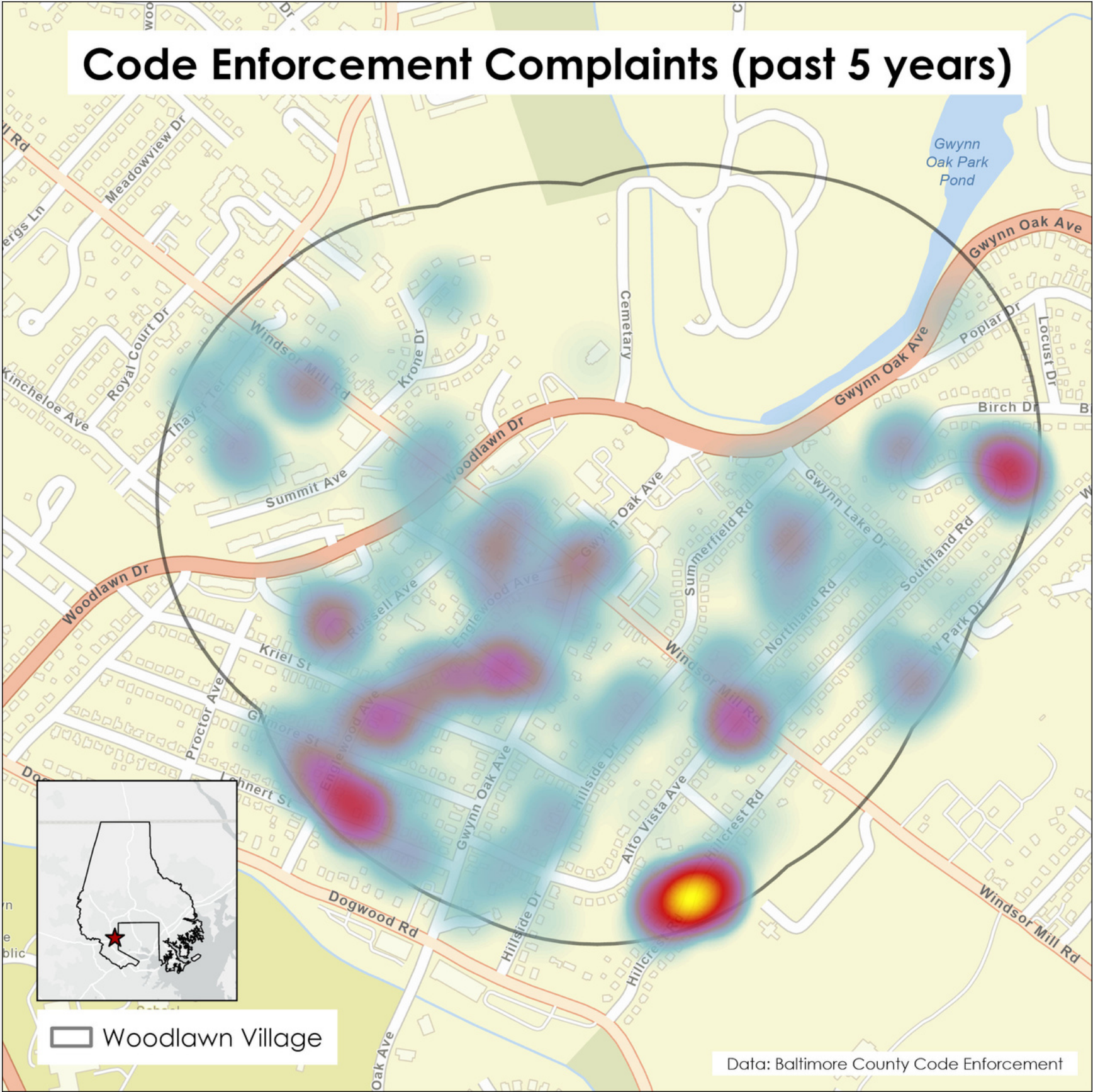
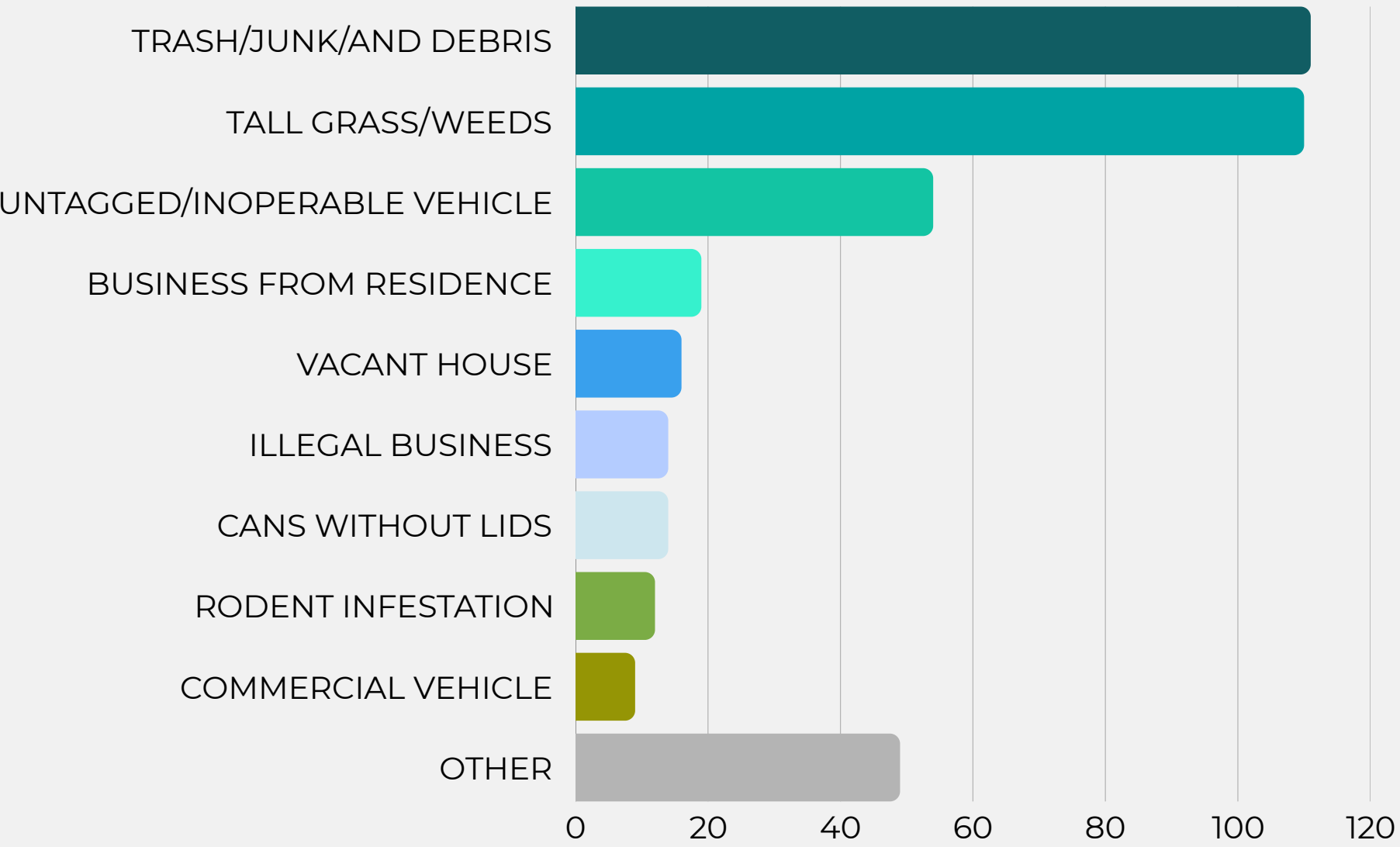
INCENTIVE AREAS

Northwest Gateways Sustainable Community: Provides access to State programs, funding, and incentives that support revitalization.

Baltimore County Commercial Revitalization District (CRD): Provides eligible businesses and property owners access to County incentives including Architect-on-Call design assistance, the Building Improvement Loan Program, Commercial Revitalization Action Grants, and property tax credits to support building improvements and reinvestment.



Code Enforcement

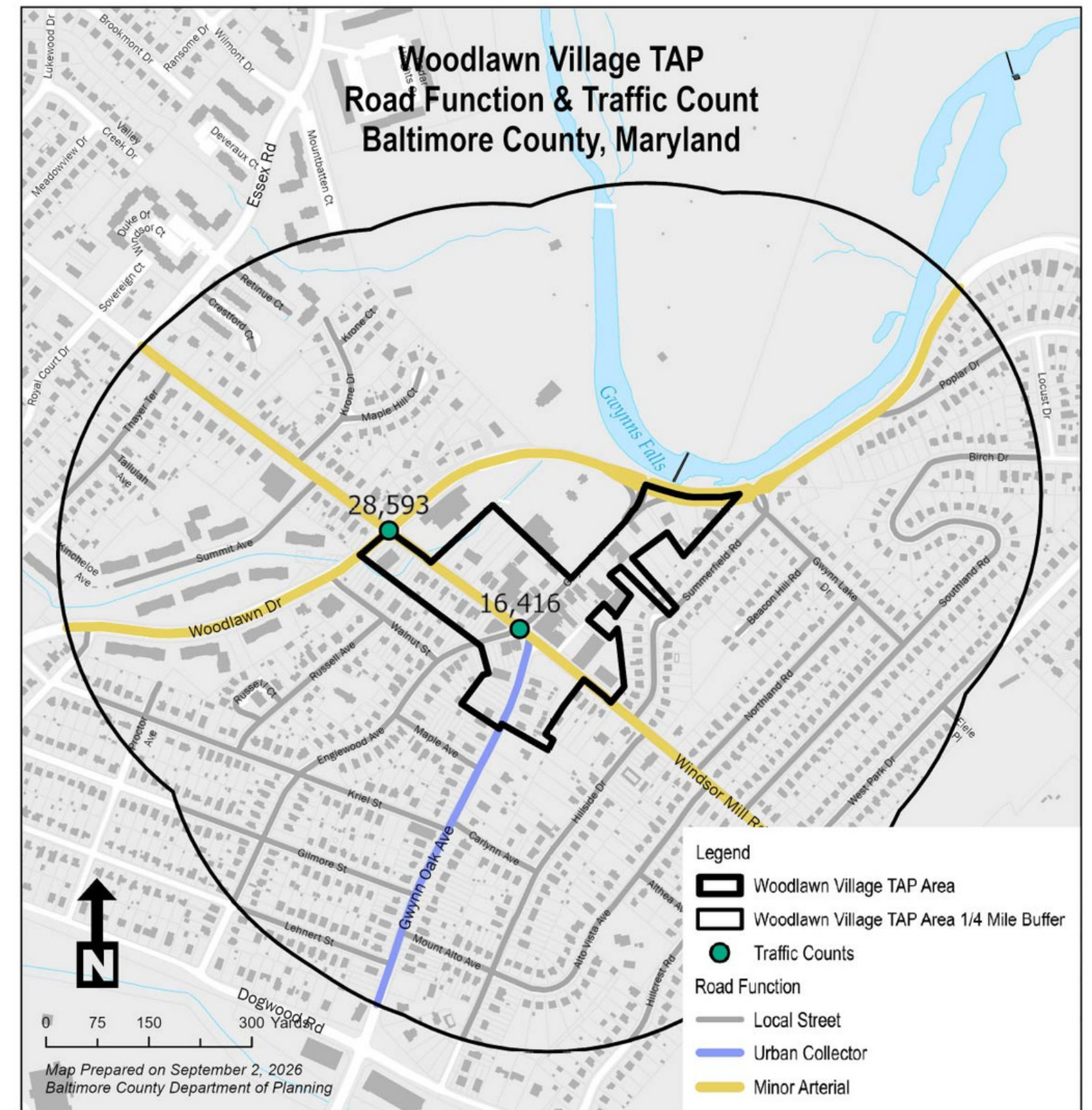


National Incident Based Reporting Crime Totals by IRB Class

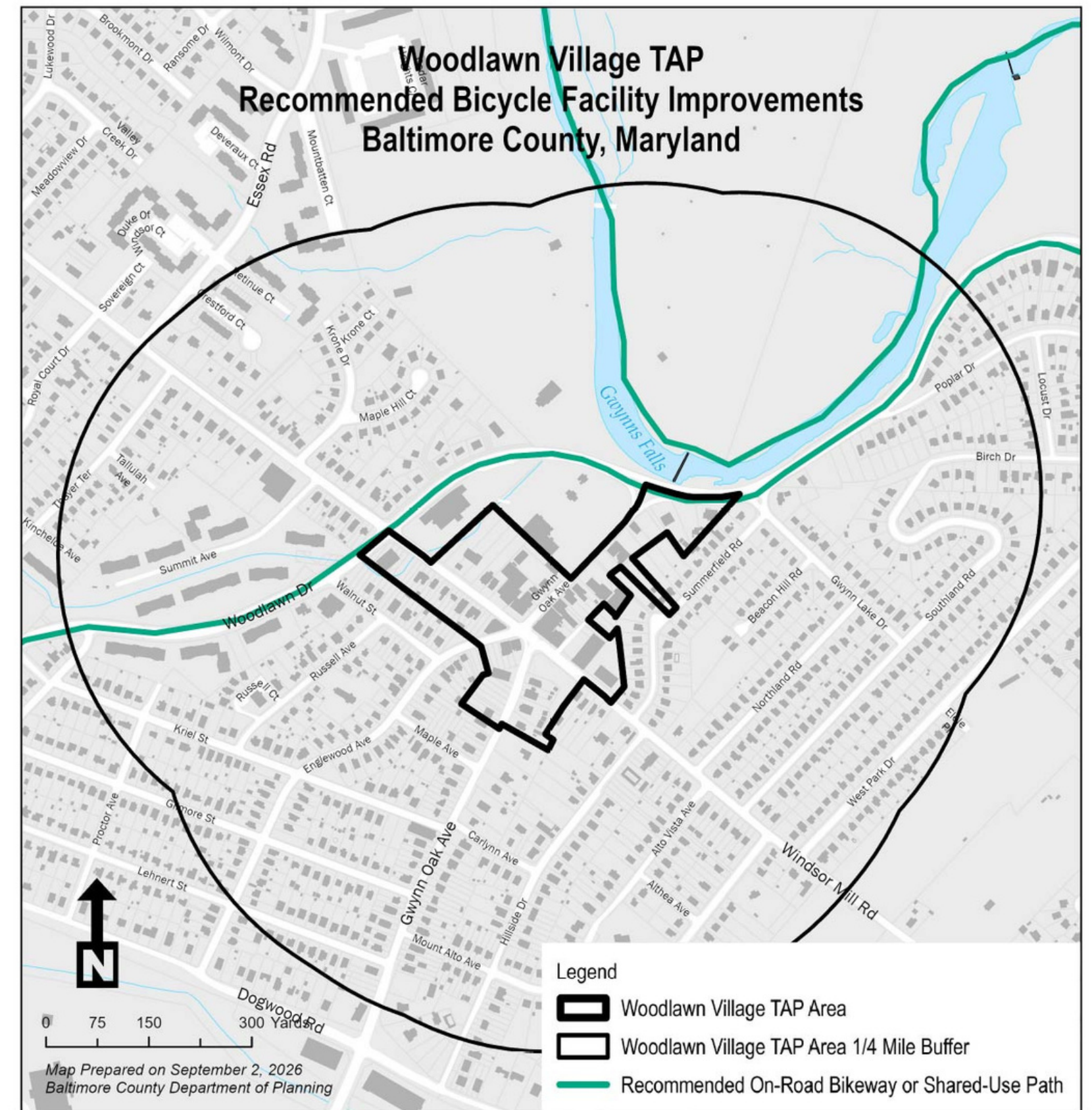
Baltimore County Police Department
*Selected Offenses within the Woodlawn Village
TAP 1/4 Mile Buffer
Data obetween August 1, 2025 - July 31, 2026*

General IBR Class	Crime Against	Victims (NIBRS Count)
Assault Offenses	Persons	124
Sex Offenses	Persons	4
Total for Crimes Against		128
Burglary/Breaking & Entering	Property	5
Counterfeiting/Forgery	Property	3
Destruction of Property/Damage/Vandalism of Property	Property	57
Fraud Offenses	Property	12
Larceny/Theft Offenses	Property	55
Motor Vehicle Theft	Property	19
Robbery	Property	9
Total for Crimes Against		160
Animal Cruelty	Society	3
Drug/Narcotics Offenses	Society	5
Pornography/Obscene Material	Society	2
Weapon Law Violations (General)	Society	7
Total for Crimes Against Society		17
Grand Total for All Offenses		305

Road Function + Traffic Count



Recommended Bicycle Facility Improvements



Transit Coverage + Ridership



Appendix I: Plan Summaries

The following Plan Summaries provide additional context on previous planning efforts that encompass or relate to the Woodlawn Village study area. Each summary highlights key goals, recommendations, and strategies relevant to the TAP's focus. These summaries are intended to help panelists understand the broader planning framework for Woodlawn Village and identify opportunities to build upon previous recommendations through the TAP process.

Relevant Planning Documents

- Reimage Security Square Final Report (2023).
- Northwest Gateways Sustainable Community Action Plan (2025).
- Security Woodlawn Business Association Retail Market Analysis & Strategy (2026).
- Woodlawn/Liberty Community Plan (1993).

Reimage Security Square Final Report (2023)

Purpose: Establishes a long-term redevelopment vision for the approximately 88-acre Security Square Mall site.

Key Findings & Recommendations:

- Significant redevelopment potential due to underutilized land and extensive surface parking.
- Community priorities include green space, recreation, entertainment, dining, retail, and family-oriented activities.
- Transform the mall into a connected mixed-use district with streets, parks, gathering spaces, housing, retail, restaurants, and improved pedestrian connections.
- Implement redevelopment incrementally and in phases.

Implementation:

- Approximately \$30 million in State and County investment has supported property acquisition.
- County ownership has grown to approximately 39 acres.
- County and Security Square Holding LLC issued a redevelopment solicitation in 2025 covering nearly 80% of the site.
- 2 development teams responded to the solicitation—proposals are still under consideration.

Connection to Woodlawn Village TAP:

The redevelopment of Security Square Mall represents a significant long-term investment in the greater Woodlawn community. Future redevelopment of the mall has the potential to influence development patterns, transportation, business activity, and investment throughout Woodlawn. There is an opportunity to consider how revitalization of Woodlawn Village can complement this larger redevelopment effort, strengthen connections between the two areas, and ensure that future investment contributes to a more cohesive and vibrant Woodlawn community.

SWBA Retail Market Analysis & Strategy (2026)

Purpose: Examines retail trends, constraints, and opportunities in the Security-Woodlawn area.

What the Market Tells Us:

- Woodlawn Village has high potential to become a walkable, downtown-style retail area.
- Lack of variety and an unattractive environment are major reported deterrents to visiting Woodlawn commercial areas.
- Residents often leave the area for shopping and dining.
- Restaurants represent the strongest unmet demand, including support for approximately 9 limited-service and 4–5 full-service restaurants.
- Existing commercial space is relatively affordable, but vacancies remain a challenge.

Priority Strategies:

- Retain and support existing businesses.
- Unlock appropriate sites for new dining opportunities.
- Position Woodlawn Village as a community gathering hub and invest in placemaking.
- Activate underutilized properties through maker, micro-production, pop-up, and pilot businesses.
- Use façade improvements as a key revitalization strategy.

Connection to Woodlawn Village TAP: The SWBA Retail Market Analysis provides a closer look at what types of businesses could be successful in Woodlawn and what may be keeping people from shopping and spending more time in the area. The study identified Woodlawn Village as an area that could become a more walkable, attractive, local shopping and gathering place. The TAP should explore ways to build on this work and identify catalytic opportunities that can help attract investment, support existing businesses, and create a stronger destination within Woodlawn.

Woodlawn/Liberty Community Plan (1993)

Purpose: Established a framework for preserving and strengthening Woodlawn as a stable, diverse, and well-connected community, with a focus on quality of life, neighborhood stability, community identity, commercial areas, community services, and environmental protection.

Key Woodlawn Priorities:

- Commercial Revitalization: Address vacant and deteriorated properties; improve signage and streetscapes; strengthen commercial areas.
- Transportation: Improve roadway safety, intersections, resurfacing, and major corridors including Windsor Mill Road and Woodlawn Drive.
- Parks & Recreation: Improve recreational facilities, open space, trails, and connections to Gwynn Oak Park.
- Housing & Neighborhoods: Preserve stable neighborhoods while supporting rehabilitation, affordability, and compatible development.
- Environment: Protect streams, forests, and open space; address stormwater, drainage, and flooding.
- Community Identity: Recognize historic resources and strengthen awareness of Woodlawn's history.

Connection to Woodlawn Village TAP:

The plan shows that commercial revitalization, transportation, public spaces, and community identity have been Woodlawn priorities for decades. The TAP provides an opportunity to advance these longstanding goals through targeted, implementable improvements in Woodlawn Village.

Northwest Gateways Sustainable Communities Action Plan (2025)

Purpose: Builds upon longstanding Woodlawn planning priorities with a stronger emphasis on economic revitalization, multimodal connectivity, pedestrian safety, streetscape improvements, and strategic redevelopment.

Key Woodlawn Priorities:

- Economic Development: Attract and retain businesses, diversify commercial uses, improve façades, and strengthen access to business resources.
- Physical Improvements: Improve landscaping, signage, lighting, storefronts, and general visual appeal.
- Connectivity: Improve pedestrian safety, sidewalks, bicycle facilities, transit connections, and links among neighborhoods, businesses, and local destinations.
- Parking & Access: Continue evaluating Woodlawn Village parking and potential shared-parking strategies.
- Security Square: Continue redevelopment as a community economic development hub through mixed-use redevelopment, infrastructure improvements, and interim activation.

Connection to Woodlawn Village TAP:

The Northwest Gateways Action Plan identifies Woodlawn Village as a priority area for improvements to appearance, function, and safety, including landscaping, signage, lighting, facades, and pedestrian connections. The TAP provides an opportunity to build on these priorities by identifying specific, achievable projects that can help move these recommendations toward implementation.

APPENDIX II: LOCAL INVESTMENTS

Woodlawn American Rescue Plan Act (ARPA) Streetscape Improvements: The Woodlawn Streetscape Project is centered on improving the complex five-way intersection of Gwynn Oak Avenue, Windsor Mill Road, and Englewood Avenue. The project will enhance safety for both drivers and pedestrians through curb bump-outs, new sidewalks, and upgraded pedestrian signals. Planters and landscaping will also be added to beautify the area and create a more welcoming streetscape. Permitting, site surveying and marking are now complete, and the crew is aiming to mobilize and begin breaking ground this upcoming Friday August 28th 2026, with work anticipated to continue through October 2026.

Purchase of Parking Lot: As part of the ARPA Woodlawn Streetscape Project, several on-street parking spaces along the corridor were removed to accommodate pedestrian safety and streetscape improvements. Recognizing that parking availability has long been a challenge for businesses in Woodlawn Village, Baltimore County acquired the property at 2031–2099 Gwynn Oak Avenue to provide additional off-street parking for customers and employees. The lot helps offset the loss of on-street spaces while supporting the accessibility, appearance, and overall functionality of the commercial corridor.

Calico Cat Revitalization: The Calico Cat Café is a community-led effort to revitalize a historic building in Woodlawn Village and transform it into a café and neighborhood gathering space that supports local connection, events, and community revitalization.

Woodlawn Senior Center: The \$8.1 million renovation of the Woodlawn Senior Center represents a significant investment in the community. Serving more than 10,000 registered members, the center functions as an important neighborhood hub that strengthens community connections and contributes to the vitality of the surrounding area.

APPENDIX II: LOCAL INVESTMENTS

State Revitalization Program Funding: Community Legacy funding went to updating signage in Woodlawn Village; SWBA was awarded \$200,000 in Maryland Facade Improvement Funding between FY25 and FY26.

Baltimore County Capacity Building Funds: SWBA was awarded FY 2024 funds from the County for strategic planning.

Baltimore County Facade Program: SWBA was awarded \$50,000 in County Facade funds to add awnings to buildings on Gwynn Oak Ave.

