

FROM SLEEPY TO CHIC

Laura Allen
Town Administrator
Berlin, Maryland



BERLIN, MD

Population: 4,500
Budget: \$19.5 million
Employees: 70
Utilities: 4
3.15 square miles



SESSION SUMMARY

- Placemaking in Berlin, MD
- Project for Public Spaces Model
 - Talk with your neighbor
- Interaction with virtual audience
 - Questions and answers

19TH CENTURY



20TH CENTURY



20TH CENTURY

Century-old pharmacy terminally ill

1890 Berlin landmark victim of modern times

By SEAN O'SULLIVAN
Daily Times Staff Writer

BERLIN — Farlow's Pharmacy, a family-owned business and downtown landmark since 1890, is closing its doors — a victim of the modern marketplace — ending more than a century of service to Berlin.

Owner and Berlin Mayor Joseph E. Parker has sold the company to the chain, Edgell Pharmacy, which is set to open a location at the edge of town in the new Food Lion Plaza in a few weeks.

Farlow's records and many of its employees, including Parker, will be transferred to the new Edgell location when it opens.

Parker said the decision to sell was difficult, and he has been on an emotional rollercoaster for the past few weeks. Ultimately, Parker said it was impossible for a "little guy" like himself to survive in today's health care marketplace. "We should have done this years ago," he said.

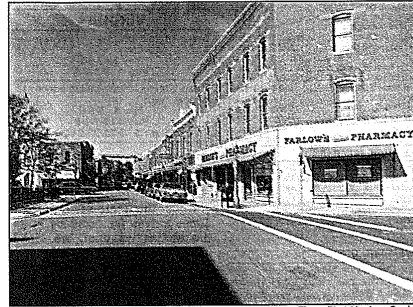
Like many family-owned businesses, Farlow's was eclectic and idiosyncratic, reflecting the tastes of its owners instead of a sterile corporate design. The front windows of the pharmacy were filled with knickknacks including glass bottles, an old mortar and pestle, photos of Berlin and a copy of a stock certificate from 1908 for the Berlin Drug Co., Farlow's predecessor.

The pharmacy was founded before 1890 as Dirkson's Drug Store. John Farlow purchased the store and renamed it for himself in 1893. A 1930 newspaper article states the business "had grown to be an institution rare in any line."

The closing was the main topic of discussion Tuesday at Rayne's Reef Luncheonette across the street from Farlow's.

"It is going to be a big loss to the town," said former Berlin Mayor John Howard Burbage, as he sipped his coffee. "You need a diversity of stores."

However, not just any store would do. The opinion at the lunch counter was for small, **See FARLOW'S, Page 2**



Times Photo by Joey Gardner

Farlow's Pharmacy, a landmark in Berlin's downtown, will close in a few weeks. The owners have sold the business to the Edgell Pharmacy chain.

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Distance learning close at hand

By TRACY SAHLER
Daily Times Staff Writer

SALISBURY — Video technology linking Eastern Shore college students to classes and teachers beyond their own campuses should strengthen the bonds among Lower Shore educational institutions, local education leaders said Tuesday.

The presidents of the University of Maryland Eastern Shore, Salisbury State University and Wor-Wic Community

College and Wicomico County School Superintendent William T. Middleton Tuesday

announced a \$181,000 project to equip all three college campuses with the two-way interactive video equipment needed for distance learning.

As participants in the newly created Lower Eastern Shore Shared Educational Network, the three colleges will have access to specialized courses taught at other campuses, video conferencing with colleagues,

and expert speakers from around the world.

"This is a dream come true. As I like to respond to the question of how can you do more with less, the answers seem to be technology and collaboration," SSU President William C. Merwin said.

Right now UMES and SSU collaborate by having some of their students take courses at the other campus for degrees like sociology/social work and education. Through distance

learning, it would be possible for a student at SSU to take a UMES course without leaving Salisbury. Wor-Wic students would have more classes to choose from with video lectures from SSU, UMES and other colleges.

Wor-Wic students already use the libraries at the two universities, President Arnold Maner said. With distance learning they will have access to even more information.

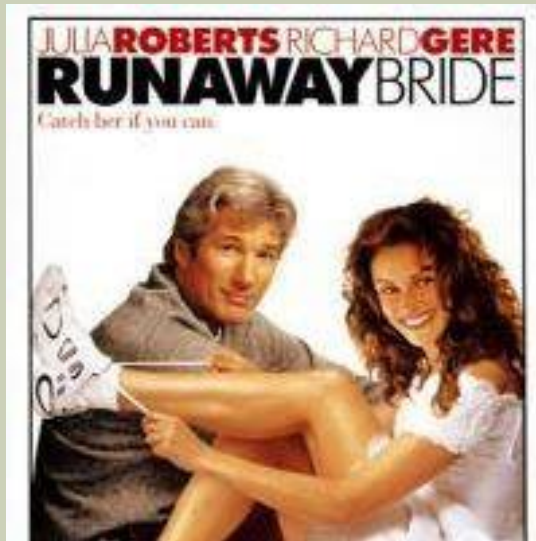
See PROJECT, Page 2

VF-Berlin

ATLANTIC HOTEL



MOVIES



PUBLIC INVESTMENT

- Events
- Underground utilities
- Victorian streetlights
- Economic Development Department
- Façade Improvements

MAIN STREET



FAÇADE IMPROVEMENTS

BEFORE



AFTER



FAÇADE IMPROVEMENTS

BEFORE



AFTER



'America's Coolest Small Town'



'America's Coolest Small Town'
Budget Travel Magazine - 2014

'Certificate of Excellence Award'
Tripadvisor - 2015

'Top 50 Most Beautiful Towns'
Country Living Magazine - 2015

'20 Best Small Towns to Visit in 2016'
Smithsonian.com - 2016

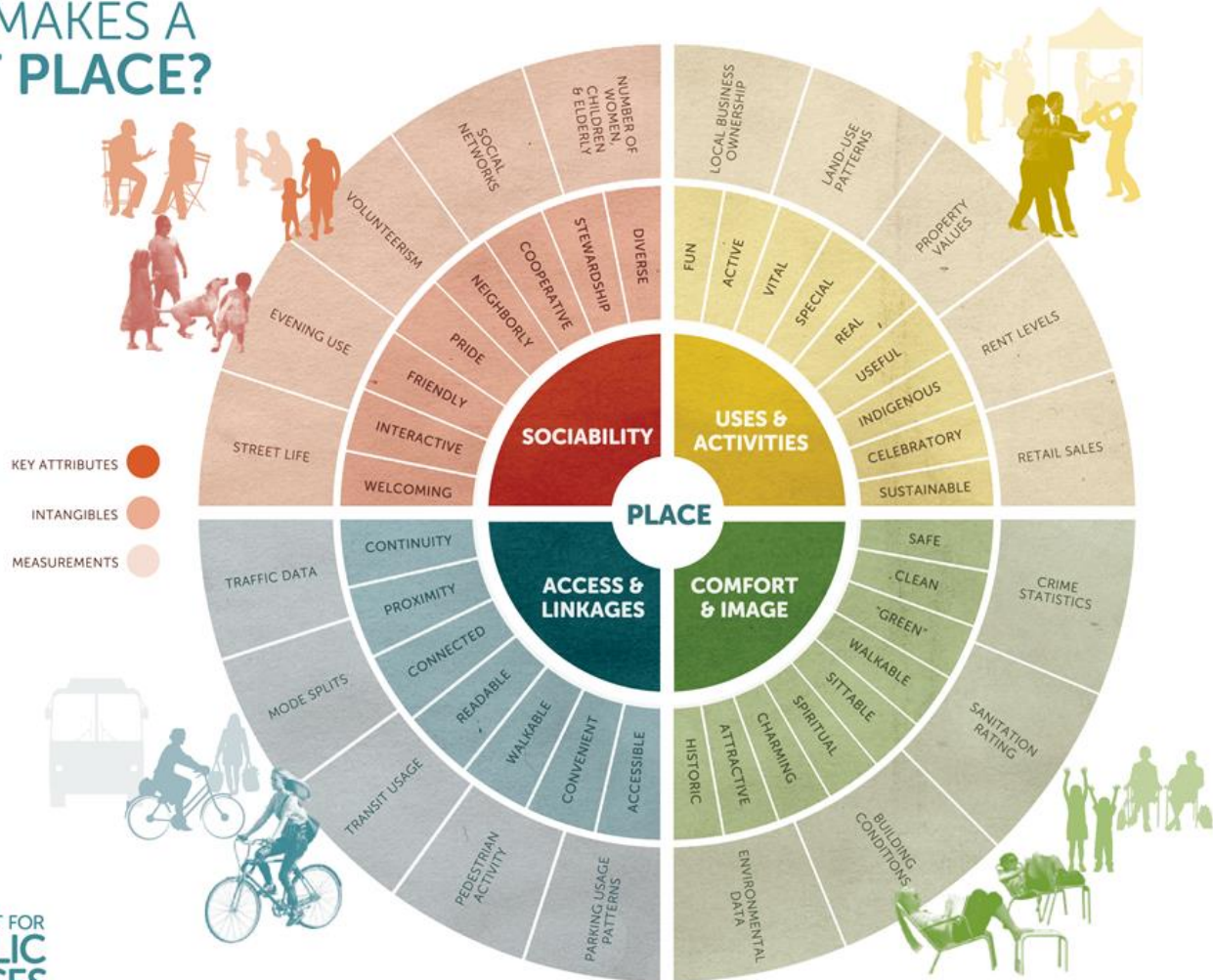
STILL COOL

- **OnlyInYourState.com - 10 Most Enchanting, Magical Christmas Towns in Maryland**
- **House Beautiful Magazine - 40 Charming American Towns You've Never Heard of but Should Visit ASAP**
- **Huffington Post - 2017 Absolute Cutest Town in Maryland**



How do
you
create a
sense
of
place?

WHAT MAKES A GREAT PLACE?



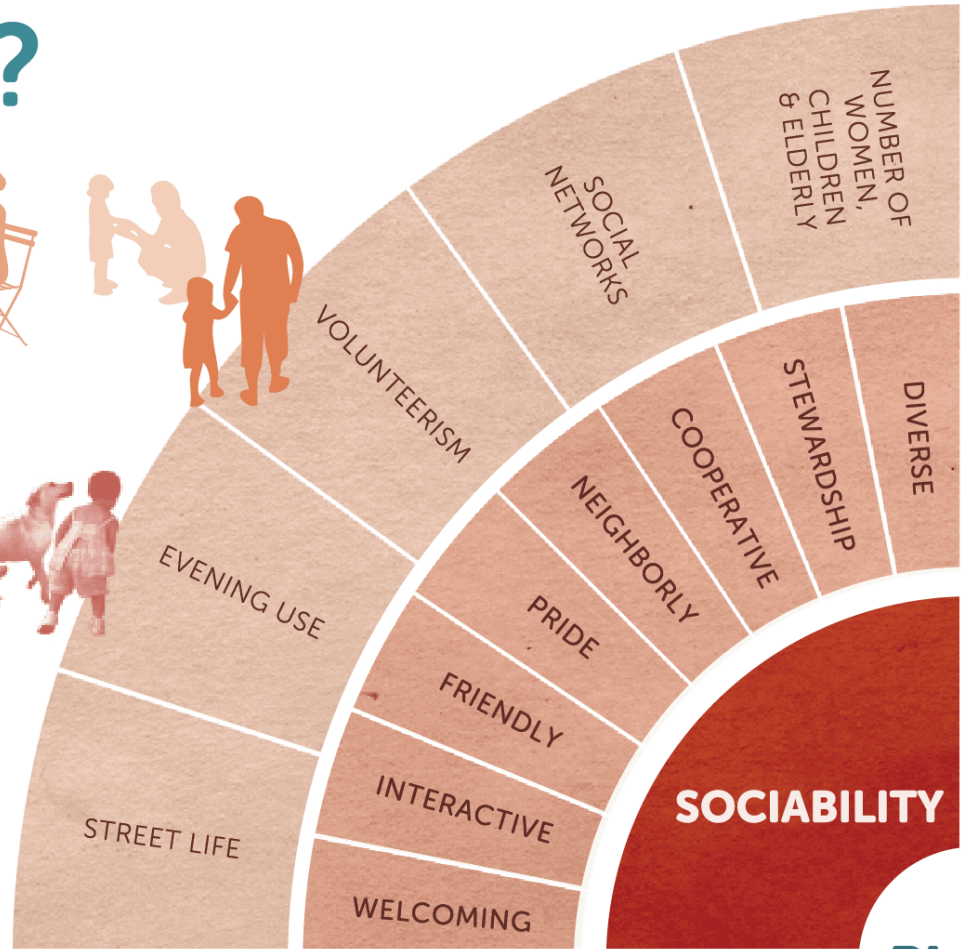
PLACEMAKING IS

- Community-driven
- Visionary
- Function before form
- Adaptable
- Inclusive
- Focused on creating destinations
- Context-specific
- Dynamic
- Trans-disciplinary
- Transformative
- Flexible
- Collaborative
- Sociable

PLACEMAKING IS NOT

- Top-down
- Reactionary
- Design-driven
- A blanket solution or quick fix
- Exclusionary
- Car-centric
- One-size-fits-all
- Static
- Discipline-driven
- One-dimensional
- Dependent on regulatory controls
- A cost/benefit analysis
- Project-focused

WHAT MAKES A GREAT PLACE?



KEY ATTRIBUTES 

SOCIABILITY



STREET LIFE



EVENING USE



SOCIAL NETWORKS



VOLUNTEERISM



STEWARDSHIP



It takes a place to
create a
community and a
community to
create a place

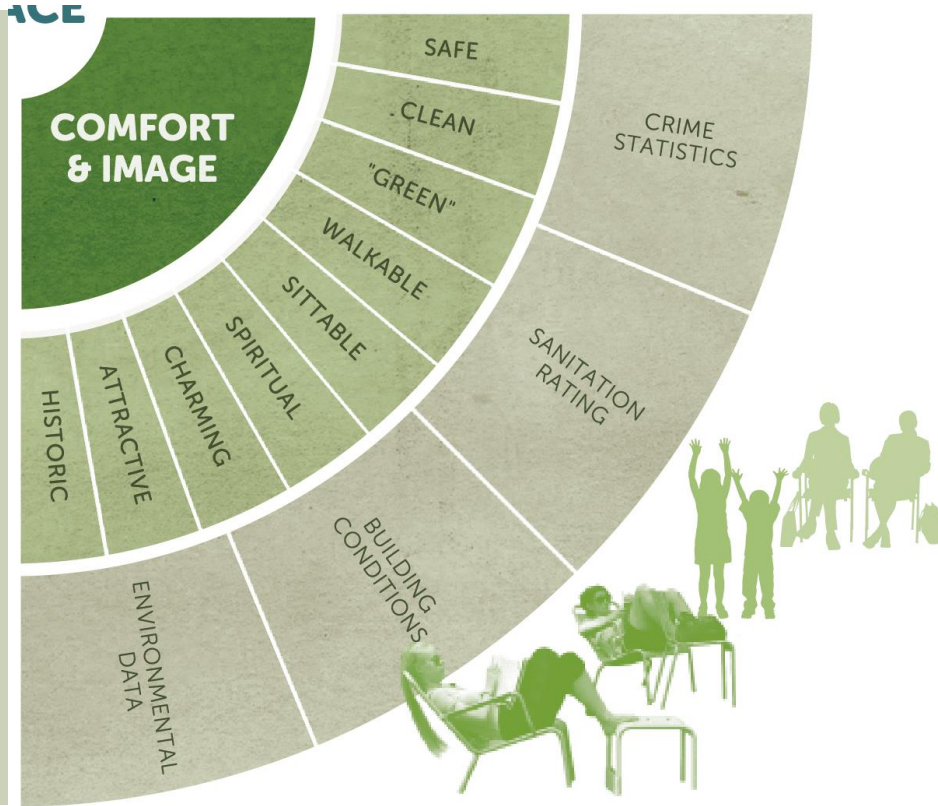
**TALK TO YOUR
NEIGHBOR**

**1 ACCOMPLISHMENT
1 OPPORTUNITY**

**Reflect
on
your
city**

**TELL YOUR
STORY**

COMFORT & IMAGE



SAFE



WALKABLE





HISTORIC



CHARMING

CHARMING



GREEN





GREEN

LOCAL FOCUS



**TALK TO YOUR
NEIGHBOR**

**1 ACCOMPLISHMENT
1 OPPORTUNITY**

**Reflect
on
your
city**

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USES AND ACTIVITIES

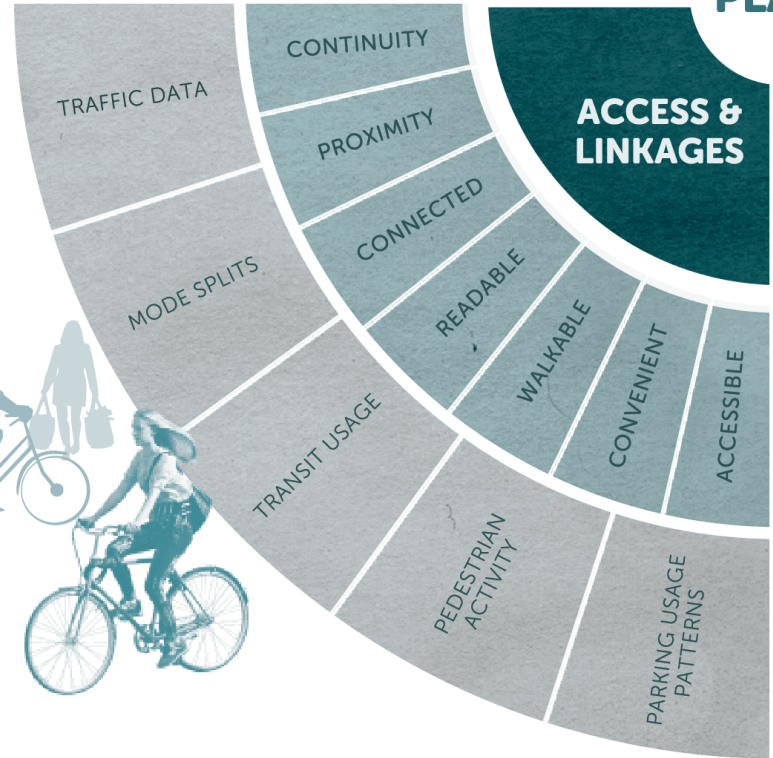


ACCESS AND LINKAGES

INTANGIBLES



MEASUREMENTS



STRATEGIES

- Build local economies through markets
- Restructure government to support public places
- Utilize the power of 10 – layer functions
- Start small and experiment

BERLIN'S APPROACH

- Economic Development Department = \$330,000 (2 FTE)
- 49 Events from May – December
- Purchased Welcome Center



BERLIN'S APPROACH



- Active Main Street Program

- Partners – non-profits, Worcester County, businesses, other towns, private sector

BERLIN'S APPROACH

- Social media
- Community engagement



WELCOME TO BERLIN MAIN STREET

*Welcome to Berlin Main Street
America's Coolest Small Town*

Berlin Main Street is a thriving and diverse community designated both as a Maryland Main Street Community and an Arts and Entertainment District located just 7 miles from Ocean City.

Our Welcome Center is always open with someone to help you Monday-Friday 10am-4pm and 11am-1pm on the weekends.

Our Main Street boasts over 50 retail shops and 10 dining establishments, coffee shops, bakeries, sweets, antiques and more.

The Arts are alive in Berlin with galleries featuring fine art, local and national handcrafts. We have an Art Stroll the 2nd Friday of every month.

History is everywhere with 47 structures on the National Historic Register. The Taylor House Museum is the local archive for all things historic in Berlin.

Come visit Berlin and join us for a quiet journey back in time where we are Historically Charming & Artistically Alive.

BERLIN'S APPROACH



- 19th Century Charm, 21st Century Living
- A touch of class and a healthy dose of whimsy

RESULTS

- Increased home sales
- Development
- Expanded commercial area
- Assessed valuation growth
- Retail sales +30%
- Vibrant Downtown

SMILES



RESOURCES

- Placemaking with Project for Public Spaces

<https://www.pps.org/>

- Placemaking – The Art and Practice of Building Communities – Schneekloth & Shibley

- Love Where You Live and For the Love of Cities – Peter Kageyama

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QUESTIONS
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