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## **Downtown Baltimore Embraces Public Art – With Use *New Bike Racks Support Local Art, Culture and Eco-friendly Transportation***

In a joint effort spearheaded by Downtown Partnership of Baltimore with assistance from Station North Arts and Entertainment District and the Baltimore City Department of Transportation, two new bike racks have been installed at Market Place in Downtown Baltimore.

The bike racks, one symbolizing a crab, and one a cityscape, are part of a larger city-wide initiative to promote and create more biking opportunities Downtown.

“Downtown Baltimore needs to be more bike-friendly,” Downtown Partnership President Kirby Fowler says. “These bike racks represent an important and growing commitment toward making life without a car a very real possibility for all Downtown residents and workers.”

In 2010, AAA found the average cost of owning a car driven 10,000 miles per year to be \$7,393 dollars per year. In other words, if a person trades in their car for a bike and begins investing their monthly automobile savings at age 25 at 5% interest, they would have \$1,054,190.78 by the time they retired at age 67.

And the environmental benefits of life without a car are inarguable. According to the Environmental Protection Agency, the average amount of greenhouse gas emitted per year for a car driven 12,000 miles per year is 4.78 metric tons CO<sub>2</sub>e.

“This is a small step forward in becoming a truly bike-friendly city,” Fowler says. “We hope it raises awareness among Downtown property owners of the value of adding bike racks outside their buildings for their employees and Downtown residents and visitors.”

Downtown Partnership chose the two Downtown bike racks from creations originally submitted to a program run by Station North Arts and Entertainment District. Station North received 80 submissions for possible bike racks. Eight of those submissions were installed in the Station North Area. Downtown Partnership selected two others to install at Market Place in Downtown Baltimore.

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“Station North is thrilled that the Downtown Partnership has chosen to have two of the bike rack designs from our Bike Rack Project fabricated and installed Downtown,” says David Bielenberg, Executive Director, Station North Arts & Entertainment, Inc. “Funding only allowed us to have a handful built and installed in the arts district. Now two more of the outstanding designs will become actual bike racks – works of art that also serve a purpose.”

The red crab bike rack was designed by Rod Rodriguez and the purple cityscape was designed by Allisa Jones. Both designs were fabricated by Steven Rumbaugh.

"It was fantastic to hear the city wanted to use our bike rack designs for Downtown," says Alissa Jones, a freelance graphic designer and professor at Stevenson University. "We are so excited to see them installed."

*Downtown Partnership of Baltimore is a non-profit corporation creating a more vibrant Downtown community for businesses, property owners, residents, and employees. Through its many initiatives, Downtown Partnership improves Downtown's quality of life by increasing investment, retaining business, solving transportation challenges, improving parks and greenspace, and creating workforce development opportunities. For more than 25 years, these programs have been good for Downtown and good for Baltimore.*

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