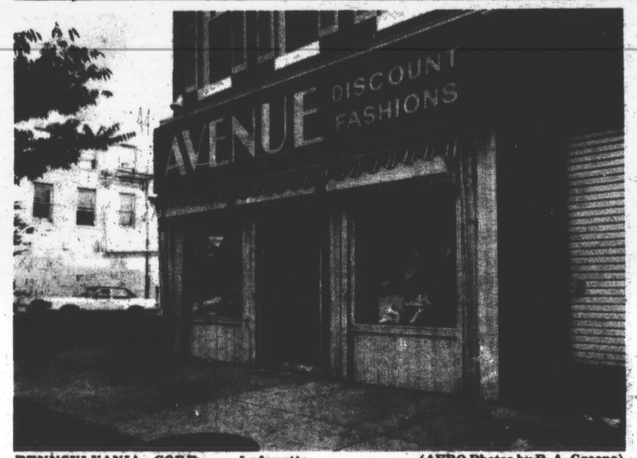

PENNSYLVANIA CORE — Lafayette Market is located in the heart of the Upton neighborhood, which is one of the communities involved in the NPA's commercial revitalization process.

(AFRO Photos by P. A. Greene)

AFRO Photos by P. A. Green

UPTON — A community on the move as represented by two residents passing by one of the newer additions to the neighborhood, the Upton Subway Station.

—Pimlico Merchants

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Canadian-Israeli architect, Moshe Safdie, and titled: "A New Life for Park Heights."

Released during the mid-1970's, the study identified commercial revitalization as one of several keys to rejuvenating a then-sagging urban community, Park Heights.

Safdie warned that a failure to promote economic development projects would result in a mass exodus by merchants out of the area.

Many businesses vacated the two prominent commercial strips along Park Heights and Reisterstown at one time heavily populated by automobile firms—taking with them sorely needed jobs and money.

Those who chose to remain, thanks largely to the efforts of the Park Heights Development Corporation, Mayor's Commercial Revitalization Program, the former Department of Housing and Community Development, now the Neighborhood Progress Administration, and a host of resident groups, are now reaping the rewards having lingered in the trenches when things appeared less hopeful.

Johnny Clinton, owner of the Park Heights Barber Shop and president of the Pimlico Merchants Association, knows well the long uphill struggle faced by local merchants.

Today a once despondent relationship between merchants and area consumers have developed into a cooperative and communicative bond.

"The merchants are all about the people. We don't want Park Heights to end up like Pennsylvania Avenue, rundown and with merchants leaving. Its becoming a residential area.

"We want to keep it beautiful and attractive. The people are in control whether they know it or not," remarked Clinton who has served as head of the merchants group for the past four years.

The Pimlico Merchants Association (PMA) was founded over 40 years ago when Park Heights was dominated by middle and upper-income Jewish families who later fled across Northern Parkway as blacks migrated to the area beginning in the late 1950's and early 1960's.

Prior to its rebirth in 1980, PMA was dormant for several years, with its current rank and file membership growing under the direction of Clinton and others.

Thirty active members pay membership dues totalling $120 a year and used to promote community merchant related projects and for general business improvements. PMA members attended organizational meeting on a monthly basis.

Other PMA officers include vice-president, Alvin Burston, owner of Birdland Music; secretary, Sarah Peterson, proprietress of the Family Life Clothing Shop; treasurer, Kevin Smith, manager of the Savings Bank of Baltimore, and sergeant-at-arms, Youman Fullard, owner of the Yellow Bowl Restaurant.

While about 80 percent of the businesses along the three block stretch still belong to absentee Jewish landlords — much like the housing — blacks and Koreans have managed to buy into about 20 percent of that commercial property.

But the interracial merchant association would like

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ATTRACTIVE — The facade at one of the many businesses on Pennsylvania Avenue which enjoys a city actively involved with merchants through the Neighborhoods Progress Administration.

(AFRO Photos by P. A. Greene)

Maryland Health Convocation set for October 25

The Maryland Health Convocation, in cooperation with the Health Roundtable, will hold its fourth annual conference October 25-26, 1984, at Marriott's Hunt Valley Inn.

The 1984 Convocation, entitled "Issues and Solutions," is unique in that it will not concentrate on problems but will be solution-oriented. Convocation founder and planning committee chairman Larry Young stated, "This will perhaps be our largest conference yet: the planning committee has been successful in attracting a number of national figures including John Iglehart of the New England Journal of Medicine and Allan Greenspan, former member, Council of Economic Advisors. We anticipate an attendance of more than 500 people."

Twelve sessions have been developed for the two-day conference, which include the Medicare waiver, maternal-infant problems, excess bed capacity, long-term care, and health promotion. Scheduled also are workshops on Aging, DRG's and Prospective Payment and Restructuring Maryland. The workshops are designed for health planners, nursing home administrators, physicians, therapists, nurses, consumer advocates and other professionals.

The first day's program will feature four general conference sessions with a special luncheon session and will conclude in the evening with a reception in honor of the Convocation's keynote speaker, Lawrence L. Weed, M.D. Dr. Weed is a professor of medicine at the University of Vermont. His topic will be "Implications of New Premises and New Tools: The Changing Role of Providers and Patients."

The second day will feature four concurrent workshops in the morning, followed by a general luncheon session and four concurrent afternoon workshops.

In previous years the Convocation has offered diverse programs concerning a wide array of topics in the health care area. With an average attendance of nearly 400 people it has become one of the largest forums on health policy in the region.

A partial list of sponsors for this Convocation includes Blue Cross and Blue Shield of Maryland, Inc., the Maryland Department of Health and Mental Hygiene, the Medical and Chirurgical Faculty of Maryland, the Johns Hopkins Hospital, the Maryland Hospital Association, Central Maryland Health Systems Agency and University of Maryland Medical System.

The Maryland Health Convocation was founded in 1981 to promote the exchange of ideas and information among health care advocates. Through this forum, health care professionals, political leaders, organizations, business, labor and the community are informed of budget cuts, changing priorities, cost containment efforts and methods of obtaining equitably distributed health care.

"Communication and dialogue of this nature is important," said Mr. Young, a member of the Maryland General Assembly and chairman of the Environmental Matters Committee which oversees all health care activities, "and Maryland leads the nation in the development of effective and progressive strategies designed to reduce the cost of health care."

The issue of health care has become major public policy, both in terms of social needs and economics. Health care accounts for more than 10 percent of the nation's gross national product, or $322 billion dollars, and is still climbing.

—Pimlico Merchants

Continued from Page 6

to see more buying and less absenteeism in the future.

"In the future I hope for the city to come up with a small business loan program that will allow the small businessman to buy property and become owners of some of that property.

"That would create longevity among the merchants who tend to leave when property becomes available for ownership somewhere else, for example, in shopping centers," said Clinton.

The merchants are full of good news and they want the hundreds of shopping residents in and around the Pimlico area to stop, browse and hopefully buy Pimlico consumer goods.

Already based on unofficial estimates about 75 percent of the people who buy goods from the over two dozen small and large neighborhood businesses are nearby working or fixed-income residents.

But with a rapid decline in crimes such as purse-snatching, shoplifting, and loitering, and the good neighbor policy adopted by many of the merchants towards their community law enforcement agency — Northwestern District Police Station — there is a growing consensus that even more shoppers may visit the Pimlico area.

Groups like the Pimlico Good Neighbor Committee have laid the foundation for a Block-watch program. The Brown's Memorial Baptist Church has continued to feed many of the community's needy and continues to do so.

Meanwhile, a band of merchants, who are still struggling to meet their day-to-day expense, are determined to enjoy the "born again" business spirit forged from the surrounding community to the mayor's office to various community groups and resulting in a fresh crop of new-growing trees that point to a new life for the Pimlico business community.

PMA members will join with the community in kicking-off Shop Neighborhoods Week (Oct. 13-19) throughout the city with a Saturday, Oct. 13, morning rally.

The festivities will begin at 10 a.m. with special invited guests to include fifth District councilmembers, Iris Reeves and Rochelle "Rikki" Spector. The rally will be hosted by PMA and be located on the parking lot of Park Heights Avenue and Haywood Street.

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