

# Reisterstown Main Street

## Reisterstown Streetscape Action Plan



the  
Neighborhood  
DesignCenter



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# Executive Summary

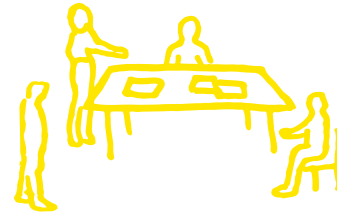




### **Study Purpose**

Reisterstown, MD is a five block historic Main Street retail district in western Baltimore County. With origins in the 18th c. as an outpost between Baltimore City and western Maryland, the main street has a predominantly 19th c. architectural character and is home to boutiques, restaurants, and local services. Adjacent to lush, rolling horse country, it is a popular destination for bikers and day-trippers, while also meeting local needs.

Reisterstown Main Street seeks a streetscape plan, storefront design guidelines, and retail plan in order to define and enhance a community identity and improve its user experience for locals and bolster its popularity as a regional destination.



### **Vision**

This proposed vision transforms streets that have marginalized people and public space since the mid 20th century into safe, inviting and vibrant places for people to walk, bike, gather, and socialize. Essential business operations can thrive in unison with the district's pedestrian priority and safety goals. The resulting vision sets a new path forward that builds on the area's strengths as a walkable community and uplifts its historical small town character.



### **Partners**

In partnership with the Reisterstown Improvement Association Inc. the Neighborhood Design Center (NDC) and &Access prepared an approach to addressing key challenges and opportunities for a thriving, multi-modal Main Street. The implementation timeline for all projects is planned.

NDC led the design engagement process, consisting of information gathering, community visioning, and the production of conceptual design plans. These plans, along with an action matrix, re-imagine the future of Main Street.

&Access complemented the visioning process by assessing retail market conditions, property conditions, and opportunities for increased occupancy.

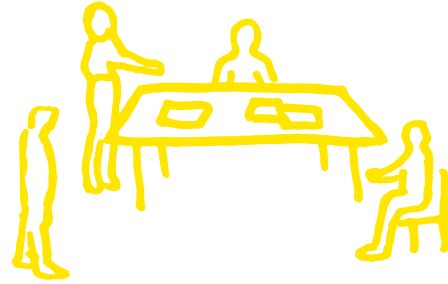




## THE CHALLENGE

Reisterstown Main Street is an historic Maryland turnpike commercial district with its roots in the 18th century. It's a place that was built to welcome people for commerce and rejuvenation. The district is well positioned to rediscover its roots as a place for people to pause, replenish, and connect.

While the historic turnpike has traditionally connected the businesses along the way, the district will need to re-frame itself for walkers in order to become a desirable destination. Because historic development patterns have resulted in limited right-of-way, local businesses will need to band together to create amenities that provide continuous quality experiences and destinations for pedestrians of all ages.



# Community Vision







## Main Street Identity

The Reisterstown community envisions a walkable historic district, where neighbors can connect with each other and enjoy shared amenities. They want a place that embraces the special character of their neighborhood and celebrates the stories, businesses, and people who make it remarkable.

- |                     |                   |
|---------------------|-------------------|
| <b>WALKABLE</b>     | <b>EXPRESSIVE</b> |
| <b>ATTRACTIVE</b>   | <b>THRIVING</b>   |
| <b>GREEN</b>        | <b>HISTORIC</b>   |
| <b>RECOGNIZABLE</b> | <b>ARTISTIC</b>   |

## Strengths

### HISTORIC CHARM & SMALL TOWN ATMOSPHERE

The area's historic structures add character and a sense of nostalgia, contributing to the overall charm of Main Street. The presence of these historic buildings and a small town feel creates a warm and inviting environment.

### COMMUNITY-CENTERED ARTS AND CULTURE

The arts are actively promoted and celebrated, offering residents opportunities to engage with various forms of creative expression. Murals interpret Reisterstown's history and community-tiled mosaic planters add color. Numerous community events, Music on Main Street, Bloomin' ArtFest, Beer & Wine Festival and the weekly Farmers Market, enhance community spirit.

### BELOVED PLACES

In addition to a number of historically significant places, marked with plaques through a program of the Reisterstown Improvement Association Inc. - there are businesses that locals return to year after year. When asked about their favorite places, community members identified local mom and pop shops, public institutions, and religious buildings. The recently established Franklin Woodland Trail and Reister's Desire parklet were also highlighted.



## Impediments

### INCONSISTENT STREETScape & PEDESTRIAN SAFETY

Sidewalk improvements are not consistent through the corridor. Lack of protection for pedestrians, from unsignalized crosswalks to missing landscaped buffers, makes walking an uncomfortable experience.

### PARKING

The lack of sufficient parking spaces in some areas poses a challenge for residents, visitors, and businesses, deterring potential customers and causing inconvenience.

### TRANSITIONING IDENTITY

Main Street's ongoing transition may contribute to difficulties in maintaining a consistent and cohesive identity for the community.

### DISCONNECTED AREAS OF INTEREST

Lack of connectivity between different points of interest results in a fragmented and disjointed community experience.

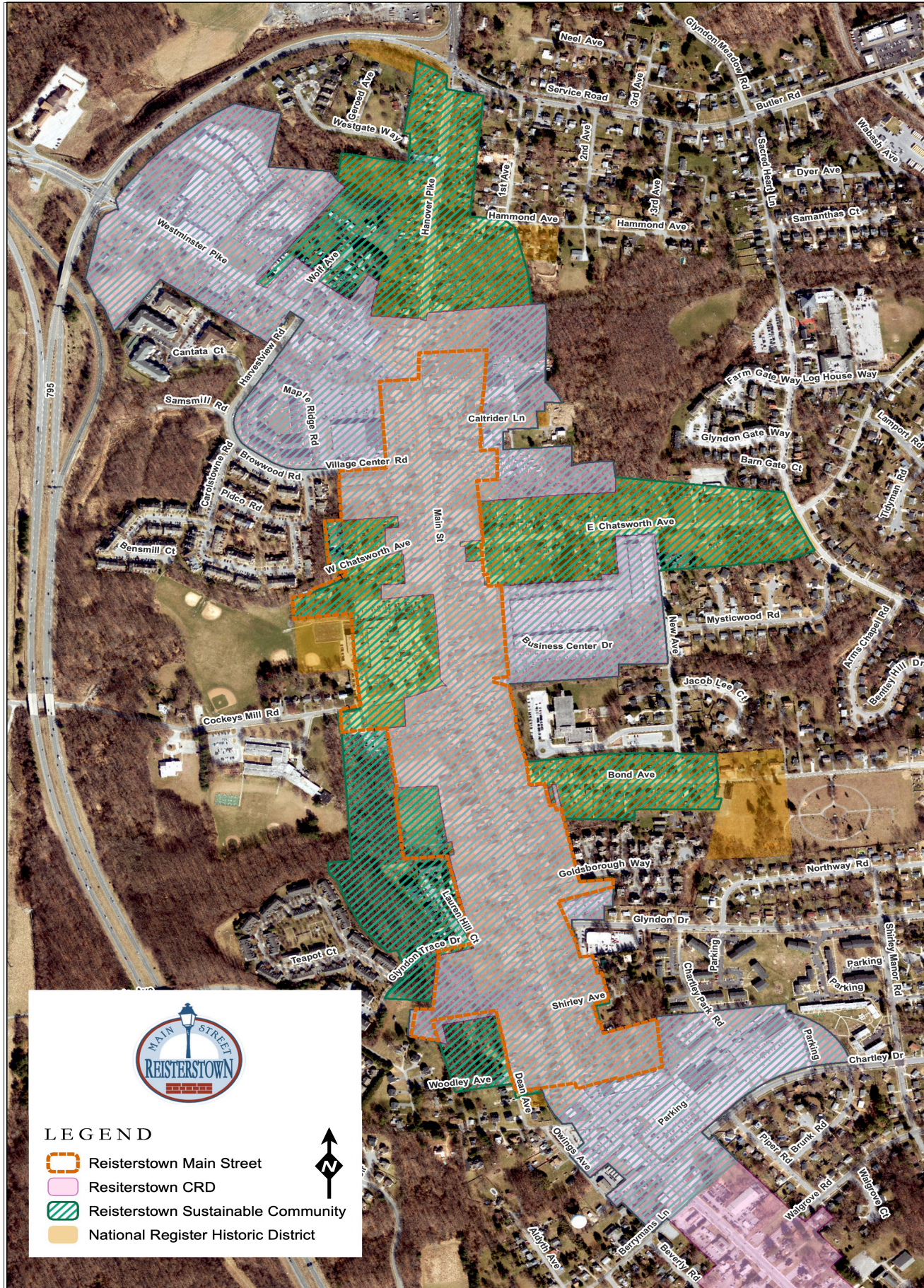


# Existing Conditions

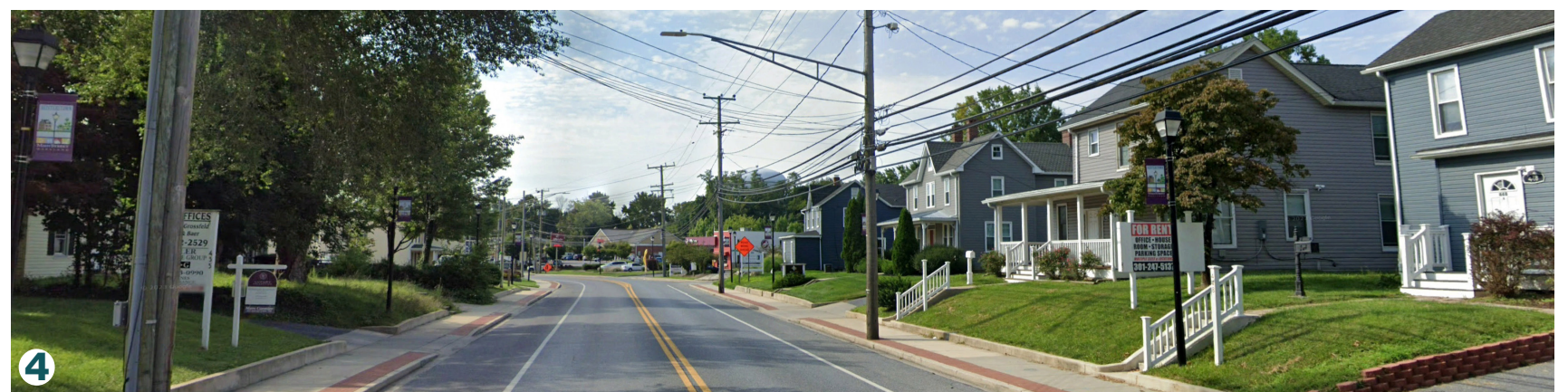




# Study Area



Source: Baltimore County Planning Department



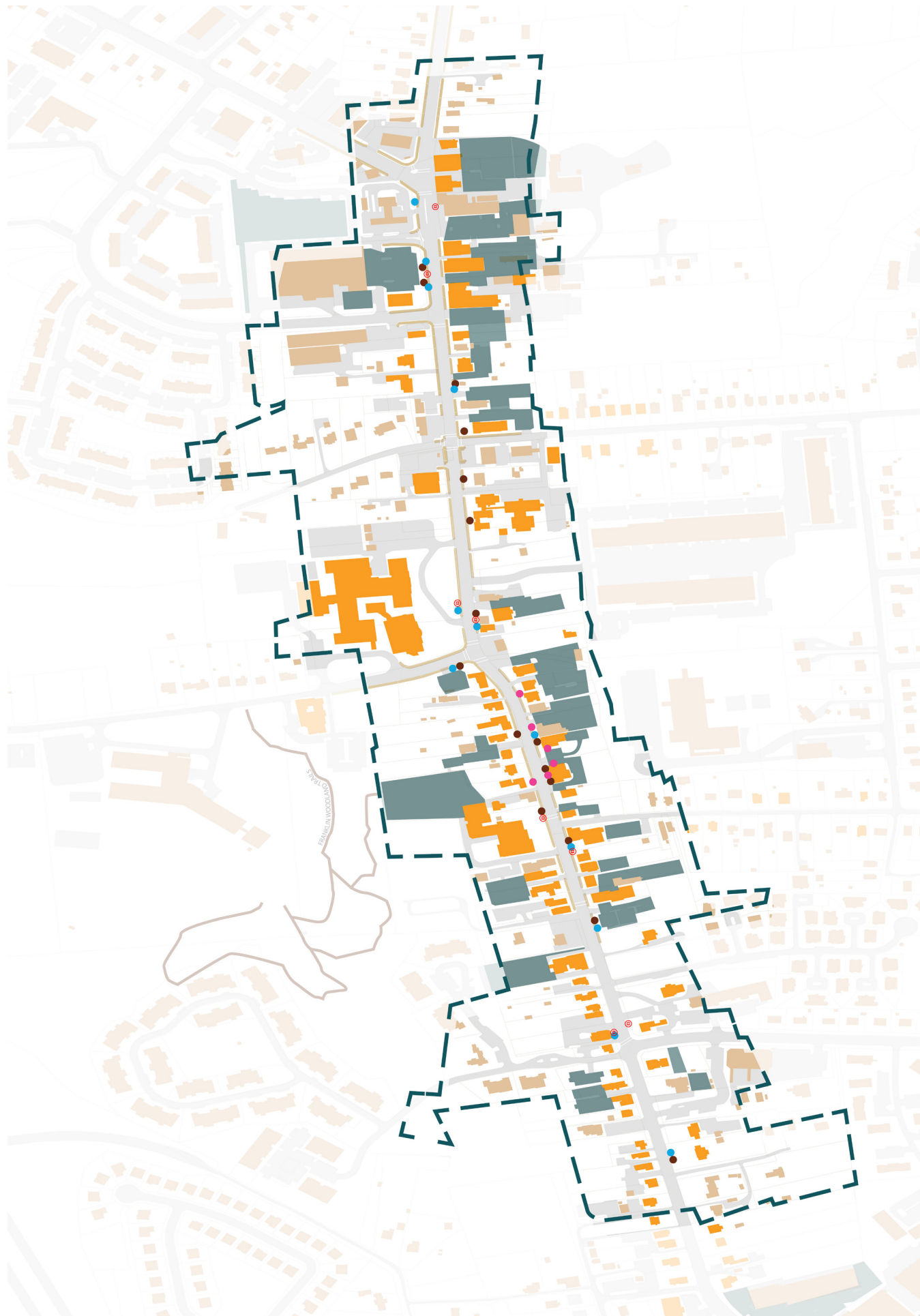





# Existing Streetscape Analysis





Reisterstown's historic shopping and gathering district is bisected by Main Street, State Road 140. The district is anchored by larger scale commercial development at both ends of the historic district. In between, smaller businesses, often homes converted to business uses with parking behind, establish the character of the area.

Existing efforts to bring community together and create a small town feel have been successful and can be enhanced to continue the development of a unique Main Street. Public art in the form of murals and mosaic planters bring color and whimsy to the district.

Along Main Street, driving speeds often exceed the posted speed limit and turn lanes prioritize continuity of traffic flow through the district over on street parking and pedestrian crossing. The corridor has below average tree canopy and infrequent crosswalks.



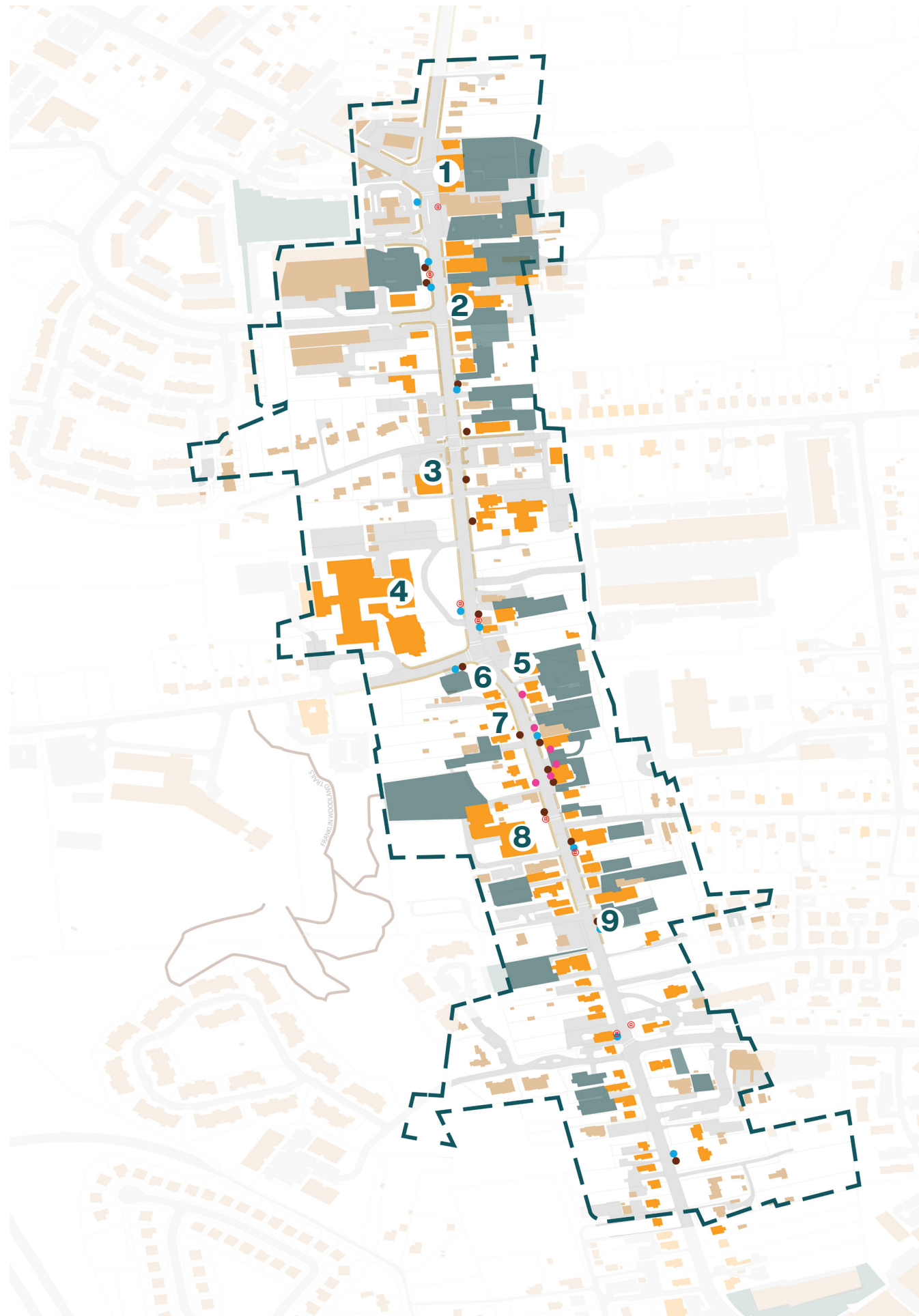
-  EXISTING MAIN STREET BOUNDARY
-  NATIONAL REGISTER OF HISTORIC PLACES WITHIN MAIN STREET DISTRICT
-  SURFACE LOTS

-  BUS STOP (EXISTING)
-  STREET BENCHES (EXISTING)
-  WASTE RECEPTACLE (EXISTING)
-  PUBLIC ART INSTALLATION (EXISTING)



# Architectural Language

The historic development pattern through Reisterstown Main Street primarily consists of buildings near the road frontage with deep lots behind. This development pattern has allowed for many businesses to develop off-street parking behind with curb cuts through the sidewalk. Buildings in Reisterstown were primarily constructed between the Mid-18th to Mid 20th century. Commercial buildings are primarily brick masonry and residential buildings are primarily wood frame.

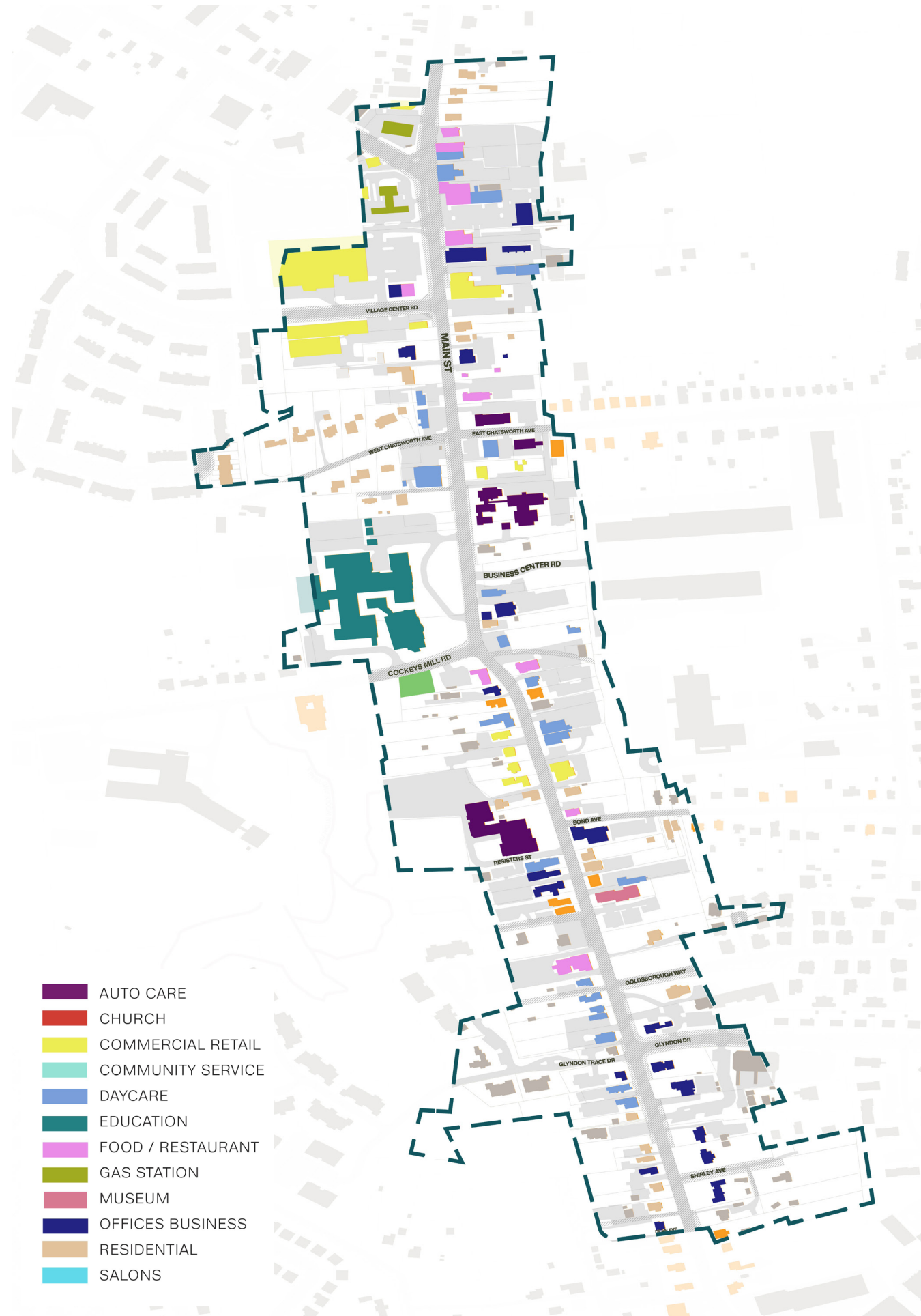




# Existing Building Use

The Reisterstown Main Street has a variety of building uses along the main corridor. A mix of commercial retail, food service, religious and office buildings for various local buildings exist. There is not a clear pattern of business types in particular locations, though office uses cluster in the southern and central parts of the district, with some interspersed in the northern area.

Public institutions like Volunteer Fire Department, Franklin Middle School, and the Reisterstown Branch of the Baltimore County Public Library anchor the center of the district.



 EXISTING MAIN STREET BOUNDARY



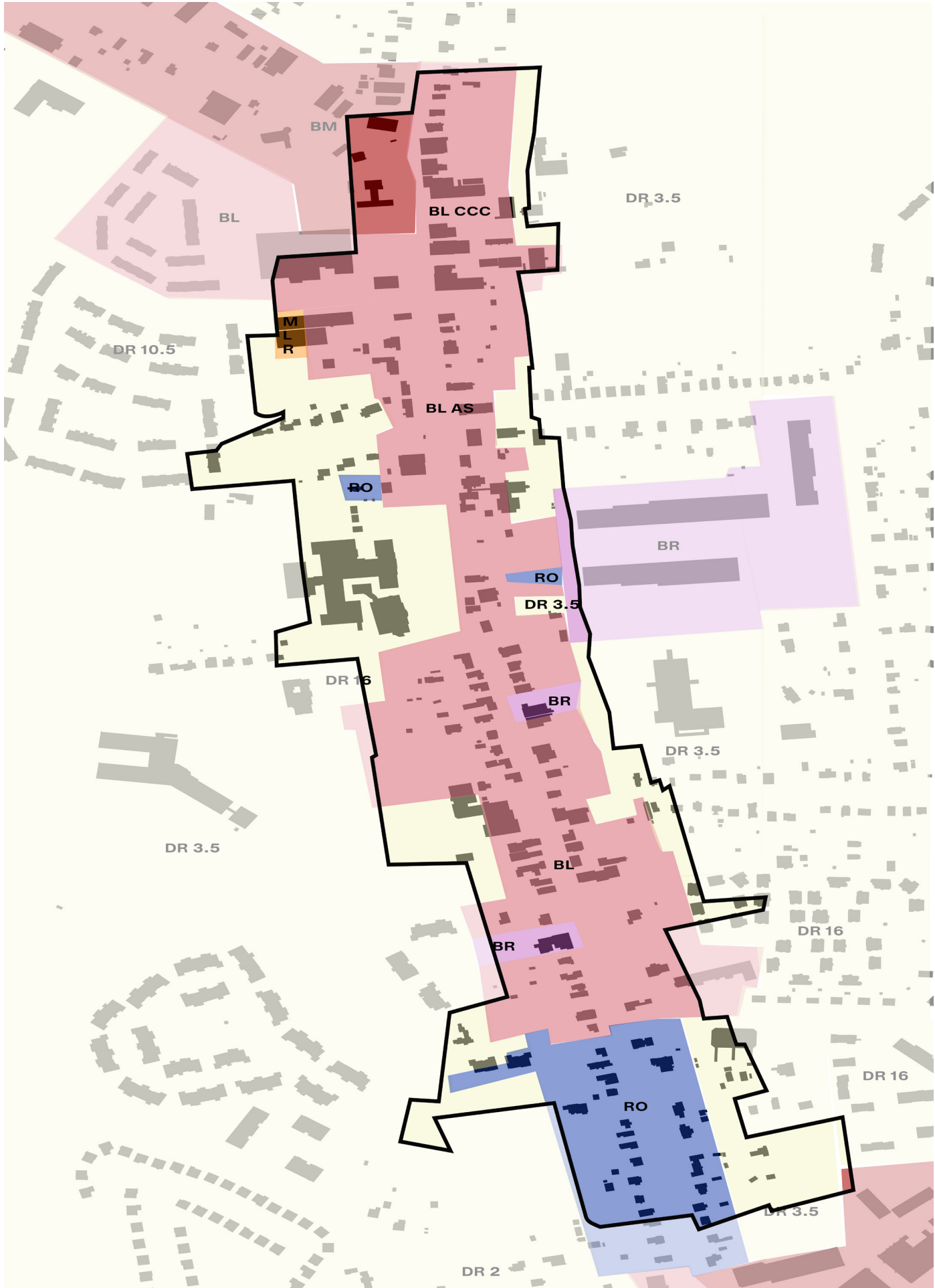
# Zoning

Main Street is anchored at the intersection with Westminster Pike by larger development zoned “Business Major.” This designation allows for the development of larger shopping centers, including grocery stores and big box stores.

The predominant zoning for the majority of the corridor is “Business Local.” This designation allows for retail, personal services, restaurant, bank, and office uses. In this category, properties are required a minimum 10’ setback from the front property line and can be built up to 40’ high and not less than 40’ from the center line of the street. There is no rear setback in this zoning category, which will allow for parking lots in front of buildings.

Parts of the central area of the Main Street corridor are zoned “Business Roadside.” This category allows for uses like kennels, breweries, greenhouses, lumberyards, and hotels/ motels. The buildings have a greater minimum front setback (25’) as well as a minimum rear and side setback of 30’ and not less than 50’ from the center line of the street. Building height is capped at 40’.

Southern parts of the district are zoned “Residential Office,” meant to allow the conversion of houses to office use. These buildings are required a 25’ minimum setback or average of the adjacent buildings, if less, in order to maintain the feel of the existing street. Parking is encouraged in the rear or side of the lot and the maximum allowable building height is 35’.



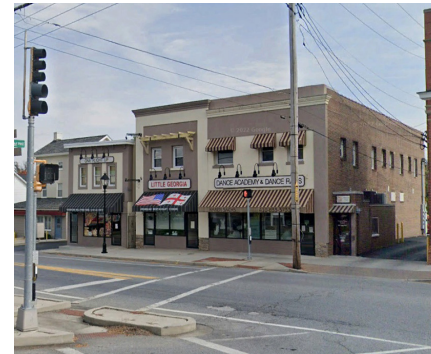
- BUSINESS MAJOR
- BUSINESS LOCAL
- BUSINESS ROADSIDE
- RESIDENTIAL OFFICE
- MANUFACTURING, LIGHT RESTRICTED
- DENSITY RESIDENTIAL



# Subdistricts

Reisterstown's Main Street can be divided into three districts, each with distinct characteristics.

**NORTH DISTRICT**



The NORTH DISTRICT encompasses the fork in the road at the end of Hanover Road and the Westminster Pike. It stretches from the beginning of the Main Street to Chatsworth Avenue. The district is defined by its modern architecture and exterior commercial renovations. Some businesses are set back from the street, accessed through parking lots. The businesses in the area have ample parking and there is a mix of food / restaurants, small retail, and office.

**CENTRAL DISTRICT**



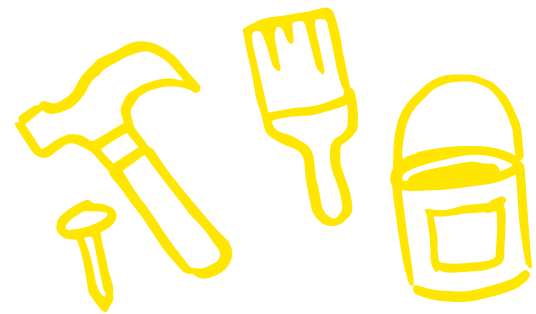
The CENTRAL DISTRICT of Reisterstown's Main Street stretches from the intersection of Chatsworth Avenue and Main Street to Bond Avenue. This district is defined by its historic built environment. Many of the commercial buildings have been re-purposed while keeping their historic features. Buildings in the northern part of the district are set back farther from the street and institutional / non-retail uses create "gaps" in the pedestrian experience. Large curb cuts occur frequently as well, impeding walkability.

**SOUTH DISTRICT**



The SOUTH DISTRICT begins at Glyndon Drive and encompasses Glyndon to Woodley Avenues. The southern district is defined by the increased frequency of some of the oldest single family houses, many of which are occupied by multiple main street businesses. However, in this district, retail occupancy is not as contiguous.





# Goals & Actions





## Streetscape Goals

### GOAL 1. MAKE THE STREET A SAFE FOR ALL PEOPLE

Create a comfortable experience for pedestrians, drivers, and cyclists aligned with Reisterstown's historic character.

### GOAL 2. ENHANCE THE EXISTING CHARACTER OF THE AREA

Implement built environment improvements that contribute to the small town charm of Reisterstown.

### GOAL 3. STRENGTHEN THE BUSINESS AND RETAIL IDENTITY OF THE DISTRICT

Implement programs and projects that establish a strong retail core for the district

### GOAL 4. EXPAND THE PRESENCE OF ARTS AND CULTURE

Interweave arts and culture throughout the district in expected and unexpected ways

### GOAL 5. CREATE A FOCAL POINT BY ENHANCING EXISTING ASSETS

Establish a "heart" of the district that embodies characteristics desired throughout the corridor and acts as a community landmark

### GOAL 6. CREATIVELY CONSIDER PARKING FOR THE DISTRICT, BALANCING THE NEEDS OF ALL STREET USERS

To create a vibrant Main Street, residents and visitors need to be safe driving and walking

### GOAL 7. INVEST TO ENHANCE, HIGHLIGHT, AND CONNECT TO EXISTING ASSETS

Reisterstown Main Street is rich with existing assets locally. Making intentional connections to assets outside of the Main Street footprint to bring in new audiences.



# Streetscape Goals & Actions

## Goal 1: Make the street a safe place for all people

Create a comfortable experience for pedestrians, drivers, and bus riders, aligned with Reisterstown's historic character.

### Improve the experience of walking along Main Street

- Complete sidewalk improvements and ensure ADA compliance across the corridor (Action Item 1.1)
- Ensure consistent and reliable lighting along main street for pedestrians (Action Items 1.5-1.6)
- Enhance existing bus stops by adding shade and lighting (Action Item 1.7)
- Reduce the number of driveways and curb cuts (Action Item 1.11)

### Make crossing Main Street safer

- Re-stripe and add enhancements to existing crosswalks (Action Items 1.2-1.3)
- Add pedestrian crossings in locations to connect people to amenities and bus stops (Action Item 1.4)
- Redesign key intersections to prioritize people walking (Action Item 1.8)
- Install concrete planters to separate pedestrians from cars (Action Items 1.9-1.10)
- Reduce vehicular speed throughout the corridor (Action Item 1.12)



Mosaic Planters border pedestrian walkways, Belair-Edison MD, and Reisterstown, MD



Large planters at parking lot edge, Dallas TX  
Image Source: TerraCast Planters



Masonry planters screening a parking lot and delineating public sidewalk



Washington, DC pedestrian improvements using painted bump outs, plastic bollards, and planters. Image Source: TerraCast



Unique bus shelters with sculptural bike racks in Vienna, VA  
Image Source: NDC



Philadelphia pedestrian improvements using painted bump outs and planters



## Goal 2: Enhance existing character of the district

Implement built environment improvements that contribute to the small town charm of Reisterstown, reflective of both the historic and current culture.

### Establish a strong visual character for Main Street

- Implement an easily recognizable graphic presence for Reisterstown Main Street (Action Item 2.1)
- Continue the existing facade improvement program, aligned with the proposed Design Guidelines (Action Item 2.2)
- Encourage adaptive reuse of existing buildings (Action Item 2.4)
- Create a visual cue that lets visitors and residents know where businesses are located (Action Item 2.3)
- Increase local and visitor understanding of the rich history of Reisterstown, from colonial times to the present day (Action Item 2.7)
- Increase business code compliance (Action Item 2.8)

### Activate and green the streetscape

- Re-establish green front yards along Main Street, in line with historic character (Action Item 2.5)
- Incorporate outdoor seating, landscaping, and placemaking elements in recaptured drive aisles (Action Item 2.6)
- Install sculptural gateway signs (Action Item 2.9)
- Create a consistent planting palette of native perennials for use in all sidewalk-adjacent planting beds (Action Item 2.10)



Small trail sign markers for self-guided tours  
Image Source: Pinterest / Lump Sculpture Studio



Engaging business facade in Vienna, VA  
Image Source: NDC



Historic Reisterstown with trees and greenscape in front yards  
Image Source: Baltimore County Archives (confirm this)



Wildflower landscape buffer at street edge, Vienna, VA  
Image Source: NDC



Unique signage and handsome container plantings in Georgetown, Washington DC



### Goal 3: Strengthen the business and retail identity of the district

Enact programs and projects that establish a strong retail core

#### Make a more desirable Main Street

- Establish business certification, standard lease documents for use by property owners, and connect property owners and businesses to technical assistance resources (Action Items 3.1 & 3.3)
- Advocate for structural changes to support the mix of businesses desired in each subdistrict (Action Items 3.2 & 3.8 & 3.9)

#### Invest in existing businesses and properties

- Encourage existing buildings to comply with design guidelines by continuing to offer facade improvement grants (Action Item 3.3)
- Continue events that highlight businesses along the corridor and bring residents and visitors to Main Street (Action Item 3.4)
- Invest in a pop-up program to fill vacant buildings and use facade improvement program funding to enhance vacant properties (Action Item 3.6)
- Bring property owners and government officials together to improve code compliance (Action Item 3.8)

### Goal 4: Expand the presence of arts and culture along Main Street

Interweave arts + culture throughout the district in expected and unexpected ways

#### Leverage events and arts programming to make Main Street a walkable destination

- Partner with popular institutional partners in the area on events (Action Item 4.1)
- Add art along the corridor (Action Items 4.2, 4.3, 4.8)
- Expand existing seasonal window display collaboration with local high school students and businesses (Action Step 4.4, 4.9)
- Activate existing business center parking lots with lights and popup events (Action Item 4.11)

#### Establish formal structures to support the Arts in the district

- Map out the steps to becoming an Arts & Entertainment District (Action Item 4.5)
- Create a public art master plan and share information about existing public art in Reisterstown (Action Items 4.6-4.7)
- Establish a makerspace in the area (Action Item 4.8)



Pop up Art events  
Image Source: Anacostia BID



Sculptural bike racks



Parking lot activation in collaboration with local makerspace, Open Works. Baltimore, MD  
Image Source: Open Works



Artistic window display, Adams Morgan Washington DC  
Image Source: AdMo DC



## Goal 5: Create a district focal point

Establish a “heart” of the district that embodies characteristics desired throughout the corridor and acts as a community landmark

### Establish an easily identified district core

- Enhance the area around the Welcome Center and host more events in adjacent Reister’s Desire (Action Items 5.1, 5.2, 5.4, 5.5)

### Create more places for people

- Create more formal community gathering spaces (Action Items 5.3 & 5.6)

## Goal 6: Creatively consider parking for the district, balancing the needs of all street users

To create a vibrant Main Street, residents and visitors need to be safe driving and walking.

### Reconsider the center turn lane

- Introduce landscaped medians, curb extensions, and/or expanded landscape buffers between the sidewalk and curb to create a more walkable corridor with slower car traffic. (Action Items 6.1 + 6.2)

### Utilize existing rear lots differently

- Work with property owners to share rear parking lots and minimize curb cuts (Action Item 6.4)
- Better existing and predicted future demand for parking in the area and study locations for a possible managed surface lot located in the central or southern district. (Action Items 6.3 + 6.5)

## Goal 7: Invest to enhance, highlight, and connect to existing assets

Bring in new audiences by intentionally connecting to assets outside of the Reisterstown Main Street footprint and showcasing existing strengths.

### Bring people by bicycle and foot

- Consider routes that will bring cyclists to Main Street at key intersections. (Action Items 7.1 + 7.7)

### Make it easy to understand what’s nearby.

- Invest in a strong signage package to support wayfinding and direct people to traffic. (Action Items 7.2 + 7.8)
- Create and advertise a greenspace map that celebrates trail connections and local parks. (Action Items 7.5 - 7.7)

### Partner to attract new audiences.

- Identify regional anchors and establish partnerships to bring people to the corridor. (Action Items 7.3 + 7.4)



Mid-Block median with plantings and street trees in Port Townsend, WA



Directional signage in Berlin, MD  
Image Source: Berlin Main Street



Pulaski Park designed as a community gathering place in Northampton, MA



Town Green with events advertising, Vienna, VA  
Image Source: NDC

The Streetscape Goals outlined on page 16 are broken into achievable Action Items in a matrix on the following pages. In addition to specific actions, the matrix identifies roles and responsibilities, approximates timeline for implementation, and identifies funding opportunities.



Goal 1	Make the street a safe for all people					
	Create a comfortable experience for pedestrians, drivers, and cyclists aligned with Reisterstown's historic character					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
1.1	Complete sidewalk improvements with the replacement of sidewalk in the 200-300 block. Add curb and gutter in areas where curb cuts are unused, reduce curb cuts to only drive aisles. Review entire corrdodr's sidewalks for ADA compliance and implement necessary changes.	Central	Baltimore County Dept of Public Works and Transportation	short-term	Continue advocating to BC DPW&T for capital improvements	Transportation Alternatives Program (TAP)
1.2	Re-stripe all existing crosswalks and stop bars, adding stop bars where they are missing.	Across the district	MDOT-SHA; Baltimore County Dept of Public Works and Transportation	short-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss what can be done to improve walkability on the corridor. Identify immediate steps that can be taken to increase pedestrian safety	Transportation Alternatives Program (TAP)
1.3	Enhance existing crosswalks to increase pedestrian visibility, create consistency, and reduce travel distance through the use of painted bumpouts with bollards and/or planters. Install signalized crossings or flashing signals for mid-block crosswalks.	Across the district	MDOT-SHA; Baltimore County Dept of Public Works and Transportation	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss what can be done to improve walkability on the corridor. Once design plans begin, community working group should be consulted for review of designs.	Transportation Alternatives Program (TAP)
1.4	Increase the frequency of safe pedestrian crossings by adding new striped crossings with bump outs to reduce travel distance and increase pedestrian visibility at key locations, to be determined with community and engineering input. Prioritize locations adjacent to bus stops and community amenities (eg-Franklin MS)	Across the district, especially in the Central and South. Begin at Franklin MS.	MDOT-SHA; Baltimore County Dept of Public Works and Transportation	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss what can be done to improve walkability on the corridor. Once design plans begin, community working group should be consulted for review of designs.	Transportation Alternatives Program (TAP)
1.5	Upgrade existing pedestrian lighting for more consistent illumination. Consider stronger bulbs or updated fixtures.	Across the district	Baltimore County Dept of Public Works and Transportation	short-term	Submit application for lighting enhancements to Baltimore County	N/A
1.6	Continue to encourage businesses to add lighting to porches and facades to enhance pedestrian feelings of safety. Coordinate hours of operation for lights. For businesses setback from the street, encourage path lighting or string lights to illuminate entry paths.	Across the district, starting with the Central Subdistrict	Reisterstown Improvement Association Inc.	short-term	RIA to continue to identify funding for small-scale lighting improvements, manage grant program for businesses to install pedestrian-scale lighting at their business.	Commercial Revitalization Action Grant
1.7	Enhance existing bus shelters to include shade and lighting. Where missing, provide seating and trash receptacles. Consider wayfinding signage at all stops.	Across the district	MDOT-SHA	medium-term	Convene working group to tour MDOT-MTA around corridor, collaborate on bus shelter design.	N/A
1.8	Redesign traffic flow at the intersection with Westminster Pike to prioritize pedestrian safety and ADA compliance. Consider slip lane removal and expanded areas of refuge. Existing landscaping needs to be trimmed to improve sight lines and sidewalk on Westminster Pike extended to be continuous.	North	MDOT-SHA	long-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss what can be done to improve walkability on the corridor. Once design plans begin, community working group should be consulted for review of designs.	Transportation Alternatives Program (TAP)

1.9	To screen front parking lots and delineate pedestrian walking space from parking lot, add large (2'x4' min) concrete planters. Continue the style of community-implemented mosaic to match the district character.	Across the district (see district map for locations)	Reisterstown Improvement Association Inc.	short-term	RIA to identify funding for planters and maintenance, manage grant program for businesses to participate in the corridor-wide effort.	Commercial Revitalization Action Grant
1.10	In areas where there is enough right of way, add large (2'x4' min) concrete planters between sidewalk and curb. Continue the style of community-implemented mosaic to match the district character.	100 block across from Reisterstown Village (see district map for locations)	Reisterstown Improvement Association Inc.	short-term	RIA to identify funding for planters and maintenance, seek approvals for installation, and provide for ongoing planter maintenance.	Commercial Revitalization Action Grant
1.11	Reduce the number of curb cuts along Reisterstown Road by encouraging businesses to share parking behind the buildings. Convene businesses in the corridor to discuss plans to create shared lots with one way drive aisles.	Across the district	Reisterstown Improvement Association Inc.	long-term	RIA to convene businesses and bring in a technical advisor to support businesses drafting shared agreements. Identify funding sources for improving parking including opportunities to introduce permeable paving and other stormwater management practices. Reorganization of spaces and restriping likely necessary.	Transportation Alternatives Program (TAP)
1.12	Reduce automobile speed through the district to an enforced 25 mph	Across the district	MDOT-SHA	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss what can be done to improve walkability on the corridor. Advocate for measures that will reduce automobile speed throughout the corridor.	N/A
Goal 2	Enhance existing character of the district					
	Implement built environment improvements that contribute to the small town charm of Reisterstown, reflective of both the historic and current culture.					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
2.1	Establish a corridor branding identity with strong visual language and color palette. Align tagline / motto with past & present with an eye to future. Use consistent colors and graphics for all RIA/Main Street events.	Across the district	Reisterstown Improvement Association Inc.	short-term	RIA to lead efforts to coalesce a visual identity and new motto for the district.	Sustainable Communities
2.2	Continue to implement the facade improvement program for local businesses begun in 2019, aligned with the recommended design guidelines. Consider prioritizing vacant buildings for facade improvements.	Begin with focus on central district, then expand across the district	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding, administer program, share design guidelines, and convene business owners. Consider bringing an architect into the program to provide technical assistance to businesses.	MD DHCD - Community Legacy; Architect on Call (AOC) program; Building Improvement Loan Program
2.3	Create a visually distinct business character in the corridor, with a hanging baskets or porch lighting program, especially at businesses located in adaptively reused homes.	Begin with focus on central district, then expand across the district	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding, administer program, recruit business owners and volunteers to implement.	MD DHCD - Community Legacy; Commercial Revitalization Action Grant
2.4	Administer technical assistance for legacy businesses and property owners to support accessing funding to support adaptive reuse of existing building stock for future businesses and to maintain existing buildings.	Begin with focus on central district, then expand across the district	Reisterstown Improvement Association Inc; Baltimore County Department of Housing and Community Development	med-term	RIA to secure funding, administer program, share design guidelines, and convene business owners. Consider bringing an architect into the program to provide technical assistance to businesses.	MD DHCD - Community Legacy



2.5	Encourage property owners to depave front yards and to install trees and tree pits to recapture the historic feel of Reisterstown Road. Partner with local nonprofits like Blue Water Baltimore for design and technical assistance.	Across the district	Reisterstown Improvement Association Inc; Blue Water Baltimore;	medium-term	RIA to administer program, convene business owners, host information sessions, and coordinate maintenance.	National Fish and Wildlife Foundation,
2.6	When implementing shared parking lot agreements, recapture the space used for individual driveways for outdoor seating, landscape elements, events, or product display. Encourage creative lighting to highlight the new use.	Begin with focus on central district, then expand across the district	Reisterstown Improvement Association Inc.	long-term	RIA to provide technical support for the creation of shared parking lot agreements, encourage the recapture of unused drive aisles for people, and provide, through grant funding, opportunities for businesses to install furnishings and lighting.	MD DHCD - Community Legacy
2.7	Create a self-guided walking trail highlighting the history of Reisterstown from colonial times to the present day.	Across the district	Reisterstown Improvement Association Inc.	short-term	RIA to create and host the walking trail on the website and create programming and events to promote the new tour.	Maryland Heritage Areas Authority
2.8	Increase property owner code compliance in the district by continuing to convene regular code compliance sweeps	Across the district	Baltimore County Code Enforcement	short-term	RIA to coordinate sweeps with Baltimore County Code Enforcement.	NA
2.9	Install sculptural gateway signs that marry the artistic and historical character of the district at Westminster Pike and in the southern part of the central district	see map	Reisterstown Improvement Association Inc.	medium-term	RIA to fundraise for gateway signs and hire a designer/fabricator for the signs. Possible to put out an RFP for artists/designers.	MD DHCD - Community Legacy
2.10	Implement decorative plantings in areas with existing sidewalk adjacent planting beds. Include native perennials to lower maintenance requirements and plant for multi-season color. Consider a consistent planting palette to enhance a corridor identity.	see map	Reisterstown Improvement Association Inc.	short-term	RIA to source funding for native plantings in existing beds, coordinate with property owners for permission, installation, and maintenance.	Baltimore County Watershed Association Grants-“Bay Scaping” practices
Goal 3	Strengthen the Business and Retail Identity of the district					
	Enact programs and projects that establish a strong retail core					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
3.1	Establish a business certification that collects critical information such as lease terms; all certified businesses are eligible for grant opportunities.	Across the district	Reisterstown Improvement Association Inc;	short-term	RIA to convene businesses, offer technical assistance, and maintain certification and lease records.	NA
3.2	Advocate for a main street liquor license designation for future food based businesses.	Across the district	Reisterstown Improvement Association Inc; Board of Liquor License Commissioners” (BLCC)	medium-term	RIA to convene businesses, communicate with regulatory agencies, and mobilize constituency to constructively advocate.	NA



3.3	Establish core hours through standardized lease language and business licensing.	Across the district	Reisterstown Improvement Association Inc; Permits Approval's & Inspections/Clerk of the Court	long-term	RIA to convene businesses, offer technical assistance, and maintain license and lease records.	NA
3.4	Encourage compliance with design guidelines signage standards across the district to clearly demarcate businesses, especially those located in former homes. Provide grants to businesses for compliance.	Across the district, especially in Central and South	Reisterstown Improvement Association, Baltimore County Planning Department	short-term	RIA to secure funding, administer program, share design guidelines, and convene business owners. Consider bringing an architect or designer into the program to provide technical assistance to businesses.	MD DHCD Community Legacy; Building Improvement Loan Program (BILP)
3.5	Add programming and events like Midnight Madness or Taste of Reisterstown, to build local awareness and increase business tenure, especially food-related businesses.	Central	Reisterstown Improvement Association Inc.	medium-term	RIA to coordinate event planning & implementation	Maryland Heritage Areas Authority
3.6	Consider a pop up program to fill vacant businesses, create retail buzz, and attract new businesses to the corridor. Begin with a contractor walk-through to understand if property is able to be used for a pop up. Collaborate with Baltimore County Department of Economic and Workforce Development to provide technical assistance for new businesses. Utilize facade improvement program to update buildings in coordination with property owner.	Central	Reisterstown Improvement Association, Department of Economic and Workforce Development	medium-term	RIA to secure funding, administer program, share design guidelines, and convene business owners. Consider bringing an architect or designer into the program to provide technical assistance to businesses.	MD DHCD
3.7	Leverage the successful monthly business roundtable series to host sessions about the retail character for each sub district. Use information gathered at these sessions to recruit new businesses and/or identify types of businesses to be recruited for the pop-up program and/or relocation to Main Street.	Across the district	Reisterstown Improvement Association Inc; BC Dept of Economic and Workforce Development	current	RIA to continue as convener. Continue to include BC Dept of Economic and Workforce Development to the roundtable sessions. Advocate for continued and expanded regular attendance at these meetings by government agencies (Baltimore County Police Department, BC Dept of Economic and Workforce Development, MDOT-SHA) and elected officials (County and State)	N/A
3.8	Regularly (possible 2x or 4x / year), dedicate an already scheduled monthly meeting to review code and discuss steps to compliance for businesses / properties in violation.	Across the district	Reisterstown Improvement Association, Baltimore County Code Enforcement	short-term	RIA to continue as convener, coordinating with code compliance officials, identify sources of funding for businesses, and act as a conduit for information between businesses and County government	N/A
3.9	Consider strategic zoning changes within the central and southern district to support the district character desired. Future infill development is most aligned with the Business Local designation. Advocate for removal of the Business Roadside designation in the central areas of the corridor. Consider expanding Business Roadside in the south district in order to support new desitnation businesses like breweries. Maintain a convenience-oriented north district and retain BL CCC designation, but do not expand. Advocate for removal of the BL AS designation in the corridor.	Across the district	Reisterstown Improvement Association Inc.	short-term	Participate in the County's code updating process in September and October of 2023.	N/A



Goal 4 Expand the presence of arts and culture along Main Street						
Interweave arts and culture throughout the district in expected and unexpected ways						
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
4.1	Amplify and expand existing arts and culture events, partnering with institutional partners (ex- BCPL, Md Horse Library & Education Center) located in the district to bring new audiences to the area.	Central	Reisterstown Improvement Association Inc.	short-term	RIA to collaborate with institutional partners and local volunteers to host collaborative events.	Maryland Heritage Areas Authority
4.2	Implement elements of the corridor identity in unexpected locations like artistic traffic box wraps and branded street furnishings as well as in murals, street lamp banners, and event materials. Consider a repeating element to tie in Main Street branding (eg- fox prints or foxes tail as part of wayfinding connected to the Franklin Woodland Trail or wheel patterns (wagon, antique car, modern car) to connect to the transportation history of Main Street	Across the district	Reisterstown Improvement Association Inc.		RIA to secure funding and administer public art program.	Maryland State Arts Council; Commercial Revitalization Action Grant; Sustainable Communities- Community Legacy; Baltimore County Arts Commission; Baltimore County Arts Guild
4.3	Consider sidewalk-located art along main walking routes in the district	Central; at Franklin Woodland Trail and Cockey's Mill Road toward the Library	Reisterstown Improvement Association Inc; Graham Projects	short-term	RIA to commission an artist to design either temporary or long-term designs walking routes in the district	Maryland State Arts Council; Maryland Heritage Areas Authority
4.4	Continue the work on seasonal window display and/or storefront design competition to encourage creative and beautiful activations of storefronts and frontyards.	Across the district	Reisterstown Improvement Association Inc.	short-term	RIA to coordinate event and continue the partnership with Franklin HS art students and create an event to support participating businesses.	Commercial Revitalization Action Grant
4.5	Develop a roadmap to becoming an established Arts and Entertainment District in Maryland	Across the district	BC Department of Planning; BC Chamber of Commerce; BC Dept of Economic and Workforce Development	short-term	RIA to coordinate with Baltimore County Department of Planning about next steps for the establishment of a Reisterstown Arts and Entertainment District	N/A
4.6	Create a self-guided walking trail highlighting public art of Reisterstown.	Across the district	Reisterstown Improvement Association Inc.	medium-term	As RIA supports the installation of additional pieces of public art, cataloging and sharing these works in a clear manner will be vital for storytelling moving forward.	Maryland State Arts Council
4.7	Create a cultural arts masterplan for the main street district.	Across the district	Reisterstown Improvement Association Inc.	short-term	Convene a citizens working group to create a cultural arts masterplan for the district, including the role of public art and history, possible themes or topics for works, as well as the process for commissioning an artist.	Maryland State Arts Council
4.8	Install sculptural art semi-permanently or permanently at identified locations on Main Street. Consider new public art in the establishment of all new public spaces and redevelopment in the corridor.	Across the district	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding and administer program.	Maryland State Arts Council



4.9	Establish a program to activate window displays of vacant or non-retail establishments along Main Street to improve the look of ground-floor windows across the district. Consider an art gallery program like Windows on Wisconsin ( <a href="https://www.chevy-chaseart.org/chart-events/wow-windows-on-wisconsin-part-4">https://www.chevy-chaseart.org/chart-events/wow-windows-on-wisconsin-part-4</a> ) or storytelling window displays. Historic photos could also be used to activate windows simply. Pair artists with businesses for creative design support.	Across the district, see map for locations	Reisterstown Improvement Association Inc.	short-term	RIA to administer program, including identifying and securing funds, identifying artists, and coordinating with property/business owners. An opportunity exists to start at the welcome center window and build the program from there.	Maryland State Arts Council; Maryland Heritage Areas Authority
4.10	Coordinate efforts with local elected officials to establish a makerspace with art studios and classroom space. Consider adaptive reuse of building stock before new construction.	Central	Reisterstown Improvement Association Inc; Elected Officials	medium-term	RIA to investigate possible locations for a makerspace, work to detail programmatic requirements for the space, and bring property owners to the table to discuss project.	N/A
4.11	Activate existing parking lots with placemaking elements like string lights and pop up events (concerts, painting/making events) to bring life to underutilized areas.	see map	Reisterstown Improvement Association Inc.	short-term	RIA to seek approvals and funding to implement placemaking enhancements and to curate cultural programming to activate spaces.	Maryland State Arts Council; Maryland Heritage Areas Authority
Goal 5	Create a district focal point					
	Establish a "heart" of the district that embodies characteristics desired throughout the corridor and acts as a community landmark					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
5.1	Create a more prominent Welcome Center presence and central gateway node at Cockeys Mill Road. Consider adding branded awnings at entries to differentiate from Reister's Daughter coffee shop. Install planters at the base of the wall.	Central	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding and administer changes.	Commercial Revitalization Action Grant
5.2	Incorporate sidewalk art and add large (2'x4' min) concrete planters with mosaic decoration to separate the parking lot from the sidewalk at the Cockeys Mill intersection	Central	Reisterstown Improvement Association Inc; Graham Projects	short-term	RIA to commission an artist to design either temporary or long-term designs for the sidewalk at the Welcome Center and Cockeys Mill Rd.	Maryland State Arts Council
5.3	Negotiate installation of a Town Commons at the vacant lot at Business Center Drive. Install furnishings, market stalls, and lighting for hosting events. Consider shade, street trees, and landscaping to soften the edges.	Central	Reisterstown Improvement Association Inc; Baltimore County Department of Planning	long-term	Create a vision for the Towns Common and advocate for property acquisition with the County's Planning Department at the table.	DNR Project Open Space; Commercial Revitalization Action Grant
5.4	Provide grants to businesses in the central district that fund outdoor seating and places for people to linger.	Central	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding and administer program.	Commercial Revitalization Action Grant; Architect on Call Program
5.5	Create clear and meaningful connection between Franklin Woodland Trail and Reisterstown Road. Consider installing gateway arch at the trailhead and negotiate with businesses and church to stencil trail markers or an easily identifiable pattern on the asphalt and possibly plastic bollards to delineate the trail connection. Highlight the existence of Franklin Woodland Trail through signage at the road.	Central	Reisterstown Improvement Association Inc.	medium-term	RIA to secure funding, hire designer, and administer program.	Commercial Revitalization Action Grant; DNR Program Open Space
5.6	Continue hosting game nights and yoga classes featuring local business owners in Reisters' Desire. Establish a regular cadence of events for predictability and ease of attendance.	Central	Reisterstown Improvement Association Inc.	short-term	RIA to organize events and advertise the programs.	Commercial Revitalization Action Grant



5.6	Continue the community use of Franklin MS grounds for events through a formalized use agreement. Negotiate possible addition of outdoor seating in areas adjacent to Main Street and add an attractive, 4' max high fence to delineate space clearly.	Central	Reisterstown Improvement Association Inc; BCPS	short-term	RIA to organize events and coordinate with BCPS.	Commercial Revitalization Action Grant
Goal 6	Creatively consider parking for the district, balancing the needs of all street users					
	To create a vibrant Main Street, residents and visitors need to be safe driving and walking.					
	<b>Action Item</b>	<b>SubDistrict</b>	<b>Lead Agency / Implementation Partners</b>	<b>Phasing</b>	<b>Community Role</b>	<b>Funding Options</b>
6.1	Eliminate center turn lane from Chatsworth Ave to Bond Ave, when possible. Add landscaped median and/or extend the curb to include a landscape buffer at sidewalk.	Central	MDOT-SHA	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss existing conditions. Once design plans begin, community working group should be consulted for review of designs. RIA to be conduit of information to community about project	Transportation Alternatives Program (TAP)
6.2	From Chatsworth to Westminster Pike, study the viability of reducing curb cuts and extending street parking with landscaped buffers at remaining curb cuts. Reduce or eliminate center turn lane. If parking isn't viable, consider adding a landscaped buffer between street and sidewalk for increased feelings of pedestrian safety and protection.		MDOT-SHA	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, local business owners, and residents to discuss existing conditions. Once design plans begin, community working group should be consulted for review of designs. RIA to be conduit of information to community about project	Transportation Alternatives Program (TAP)
6.3	Study the feasibility of the creating a managed surface lot with street-side parklet through vacant land acquisition and negotiated use agreement for existing rear parking lots; explore the possibility of an agreement with businesses to create a managed lot in the Southern District, walkable to the central district	South	Baltimore Department of Planning	short-term	Bring together Baltimore County Planning Department and property owners to discuss the possibility of creating shared use lots.	N/A
6.4	Establish a shared parking agreement with tenants without dedicated off-street parking and nearby lots.	Across the district	Reisterstown Improvement Association	medium-term	RIA to convene businesses, identify technical assistance partner, if needed.	












6.5	Conduct a corridor parking study to identify long-term needs and opportunities for parking along Main Street. Consider landscape bump-outs and treepits in the South district to slow traffic and enhance the streetscape while maintaining street parking.	Across the district	Baltimore Department of Public Work and Transportation; Baltimore Department of Planning	medium-term	Convene working group to host corridor walks and document conditions. Invite MDOT-SHA team members, Baltimore County Dept of Public Works and Transportation, Chamber of Commerce, local business owners, and residents to share experiences and identify opportunities to improve parking for the district.	
Goal 7	Invest to enhance, highlight, and connect to existing assets					
	Bring in new audiences by intentionally connecting to assets outside of the Reisterstown Main Street footprint and showcasing existing strengths.					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
7.1	Collaborate to create a dedicated bike route parallel to Reisterstown Road along Sacred Heart Ln, with connections at key intersections (Chatsworth, Bond, Glyndon). Redesign Bond and Chatsworth to complete street standards and coordinate signage along the route. Locate custom bicycle racks near these intersections and coordinate wayfinding signage to direct cyclists to the route. Consider hosting an event with local cycling clubs and neighborhood group to boost awareness and use of the route.	Across the district	Baltimore County Planning Department; Baltimore County Department of Public Work & Transportation	long-term	Discuss plans with Chartley Neighborhood Association to gather resident sentiment. Convene working group to host corridor bike tour. Invite Baltimore County Planning Department and Public Works and Transportation, local business owners, and residents to discuss the viability of the suggested bike route. Layout a roadmap to the creation of a dedicated bike route for the district.	Transportation Alternatives Program (TAP)
7.2	Invest in a strong wayfinding signage package, designs to align with the character of Reisterstown and to be low profile so as not to overwhelm.	Across the district	Reisterstown Improvement Association Inc.	short-term	RIA to secure funding and identify a consultant to create, fabricate, and install a wayfinding signage package for the district	Maryland Heritage Areas Authority; Commercial Revitalization Action Grant
7.3	Coordinate efforts with Pikesville Armory Redevelopment to bring attention to the project and redirect visitors to Reisterstown	Across the district	Reisterstown Improvement Association Inc.	medium-term	RIA to foster regional connections with upcoming development and cultural programs.	N/A








# Actions in the Subdistricts

The following icons organize the main goals into four different categories important to the success of Reisterstown Main Street.






## SAFETY

-  **REDESIGN TRAFFIC FLOW\***
-  **ENHANCE BUS STOPS WITH SHADE AND LIGHTING\***
-  **PEDESTRIAN CROSSING IMPROVEMENT\***
-  **NEW PEDESTRIAN CROSSING\***
-  **PLANTERS\***
-  **REDUCED SPEED**
-  **PEDESTRIAN SCALE LIGHTING**
-  **DECREASE CURB CUTS + ADD STREET PARKING\***
-  **STREET TREES / LANDSCAPED MEDIAN\***

## ARTS & CULTURAL ACTIVITIES

-  **PLACEMAKING OPPORTUNITY\***
-  **SCULPTURAL GATEWAY SIGN\***
-  **SIDEWALK-LOCATED ASPHALT ART \***
-  **SELF-GUIDED WALKING TRAIL (ART, HISTORIC)**
-  **COMMUNITY GATHERING PLACE\***

## CONNECTIVITY

-  **WALKING CONNECTIONS TO EXISTING AMENITIES\***
-  **OUTDOOR SEATING\***
-  **CONNECTION TO BIKE ROUTE\***
-  **WAYFINDING\***
-  **SHARED PARKING LOT\***

## DEVELOPMENT

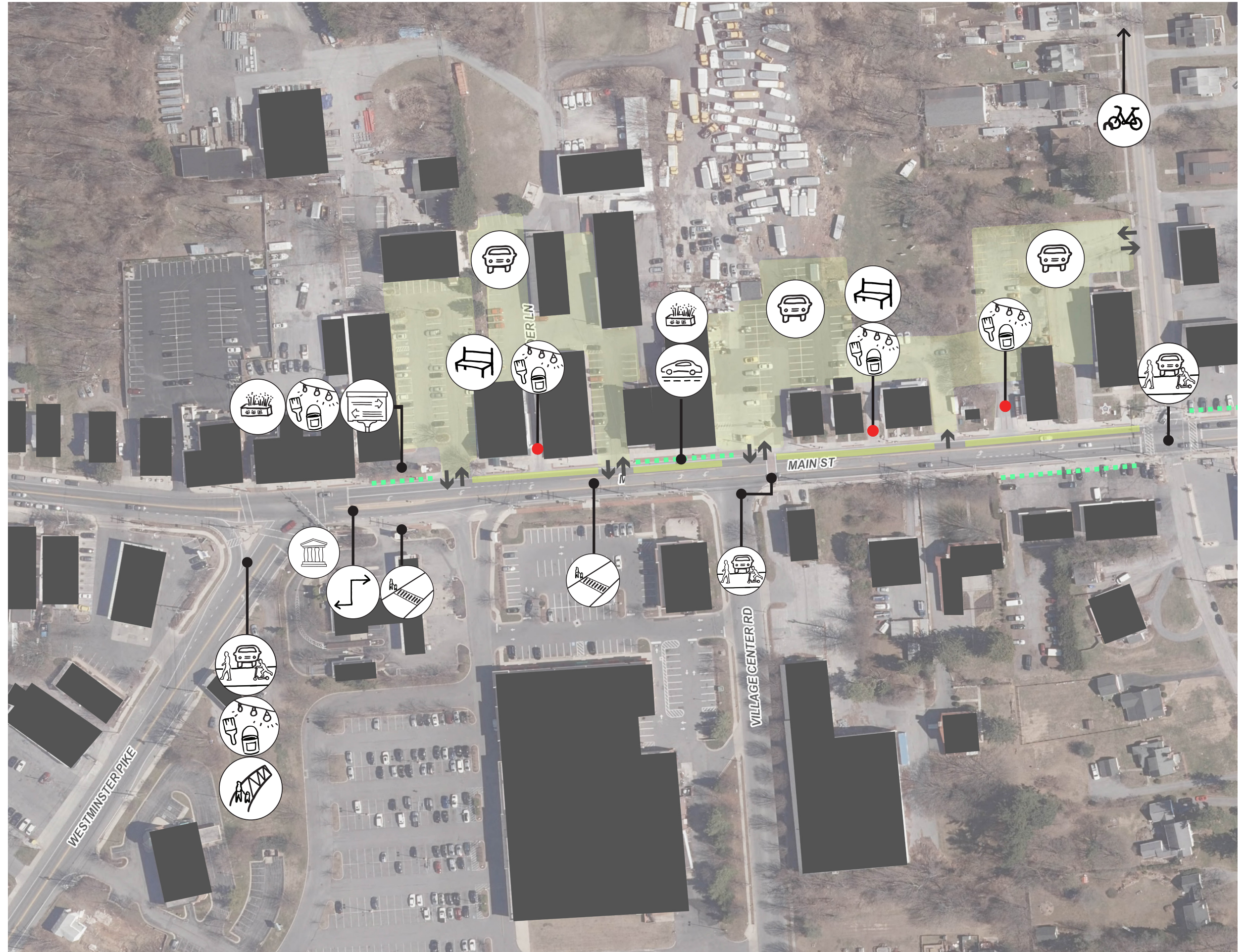
-  **FACADE IMPROVEMENT OPPORTUNITY**
-  **CREATE MAIN STREET BRANDING IDENTITY**
-  **ADAPTIVE RE-USE OF BUILDINGS**
-  **POP-UP PROGRAM\***
-  **ADDITIONAL LIQUOR LICENSE**
-  **STRATEGIC ZONING CHANGES**
-  **COMPLIANCE WITH DESIGN GUIDELINES / CODE**

\*Recommended locations on district maps



# NORTH DISTRICT

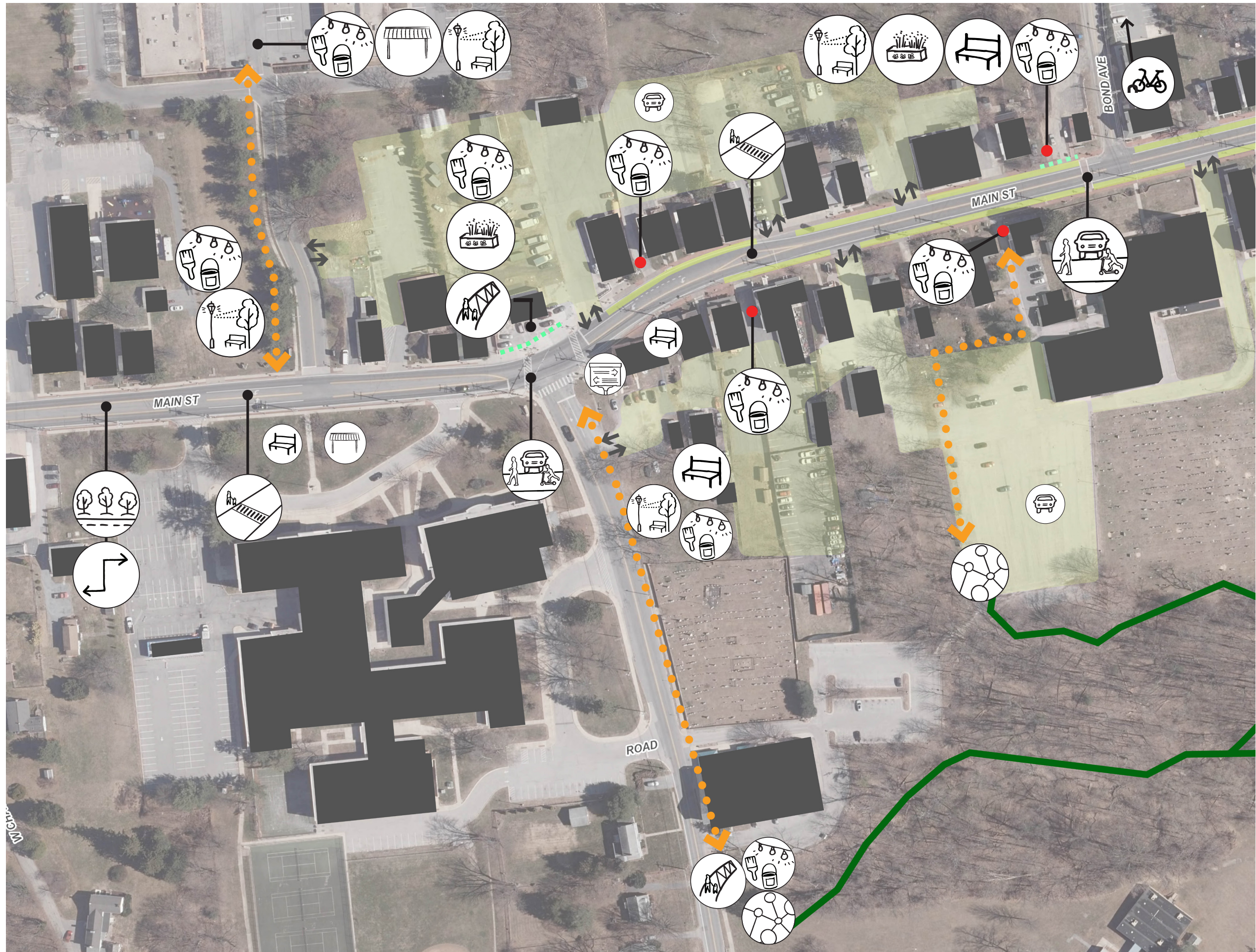
-  REDESIGN TRAFFIC FLOW
-  NEW PEDESTRIAN CROSSING
-  PEDESTRIAN CROSSING IMPROVEMENT
-  STREET TREES / LANDSCAPED MEDIAN
-  PLACEMAKING OPPORTUNITY
-  SCULPTURAL GATEWAY SIGN
-  SIDEWALK-LOCATED ASPHALT ART
-  COMMUNITY GATHERING PLACE
-  CONNECTION TO EXISTING AMENITIES
-  OUTDOOR SEATING
-  POSSIBLE WAYFINDING LOCATION
-  POP-UP PROGRAM
-  CONNECTION TO BIKE ROUTE
-  PLANTERS 
-  REPLACE CURB CUTS ADD STREET PARKING 
-  SHARED PARKING LOT 
-  PLACEMAKING IN FORMER DRIVE AISLE 





# CENTRAL DISTRICT

-  REDESIGN TRAFFIC FLOW
-  NEW PEDESTRIAN CROSSING
-  PEDESTRIAN CROSSING IMPROVEMENT
-  STREET TREES / LANDSCAPED MEDIAN
-  PLACEMAKING OPPORTUNITY
-  SCULPTURAL GATEWAY
-  SIDEWALK-LOCATED ASPHALT ART
-  COMMUNITY GATHERING PLACE
-  CONNECTION TO EXISTING AMENITIES
-  OUTDOOR SEATING
-  POSSIBLE WAYFINDING LOCATION
-  POP-UP PROGRAM
-  CONNECTION TO BIKE ROUTE
-  PLANTERS
-  REPLACE CURB CUTS ADD STREET PARKING
-  SHARED PARKING LOT
-  PLACEMAKING IN FORMER DRIVE AISLE





# SOUTH DISTRICT

-  REDESIGN TRAFFIC FLOW
-  NEW PEDESTRIAN CROSSING
-  PEDESTRIAN CROSSING IMPROVEMENT
-  STREET TREES / LANDSCAPED MEDIAN
-  PLACEMAKING OPPORTUNITY
-  SCULPTURAL GATEWAY
-  SIDEWALK-LOCATED ASPHALT ART
-  COMMUNITY GATHERING PLACE
-  CONNECTION TO EXISTING AMENITIES
-  OUTDOOR SEATING
-  POSSIBLE WAYFINDING LOCATION
-  POP-UP PROGRAM
-  CONNECTION TO BIKE ROUTE
-  PLANTERS
-  REPLACE CURB CUTS ADD STREET PARKING
-  SHARED PARKING LOT
-  PLACEMAKING IN FORMER DRIVE AISLE





# Appendix





# Community Engagement Summary





# Community Visioning - Focus Groups

## HOW WE GOT FEEDBACK

NDC held a series of focus groups with community members, businesses, organizations and young people to understand what is great about Reisterstown Main Street and what can be improved.

At each focus group, there were multiple activities that helped to gather this information. The three activities are listed below.

### ABOUT MAIN STREET

Various questions asked about Main Street: Strengths / Assests + Challenges /Barriers. Other topics include streetscape, landscape and possible improvements.

### GOOGLE REVIEW

In groups of 2-3 participants used cards provided to create a google review of the area of main street they were allocated.

### PASSIVE BOARDS

Attendees asked to think about what words or images come to mind when they think of Reisterstown - what makes Reisterstown Unique Attendees use post it notes to share their thoughts.



**LOCAL BUSINESSES**

**JAN 10TH 2023**



**SCHOOL AGE YOUTH**

**JAN 10TH 2023**



**SENIOR RESIDENTS**

**APRIL 17TH 2023**



**NON-PROFIT ORGANIZATIONS**

**APRIL 17TH 2023**



**EXAMPLE**

**Focus Group Summary**  
Local Businesses

**SURVEY FINDINGS:**

TOTAL PARTICIPANTS: 13

**CONNECTION TO REISTERSTOWN**  
(SELECT ALL THAT APPLY)

- Reisterstown Community Member.....7
- Reisterstown Resident.....12
- Work in Reisterstown.....6
- Business Owner in Reisterstown.....3
- Worship in Reisterstown.....8
- Volunteer in Reisterstown.....8
- Go to school in Reisterstown
- Visit or dine in Reisterstown.....8
- Shop.....8
- Other.....2

**TRAVELING IN MAIN STREET**

- Walk.....10
- Cycle.....2
- Drive own car.....12
- Lift from Family
- Take the bus
- Taxi/App
- Other

**COMMUNITY INPUT**

**STRENGTHS:**

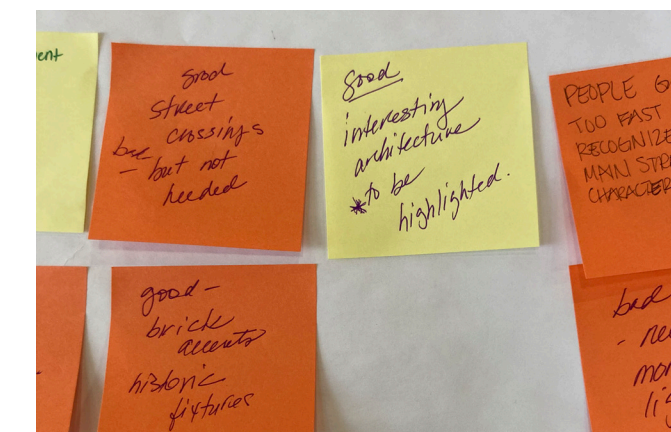
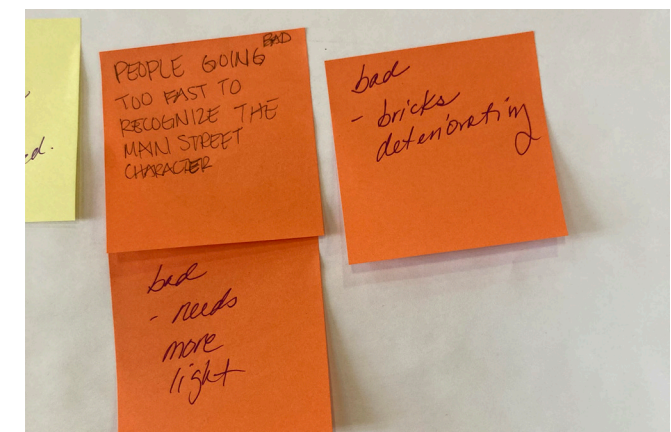
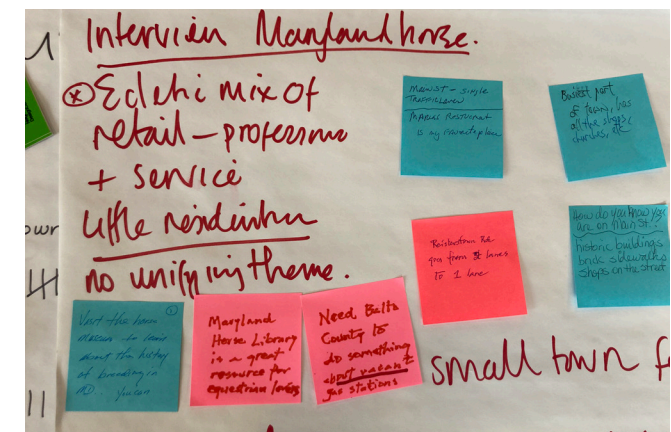
- Post office is within walking distance
- Trail behind the library [Franklin Woodlands Trail]
- Old buildings
- Reisterstown Branch of the Baltimore County Public Library
- Music on Main Street
- Small town feel

**FAVORITE PLACES:**

- Reisterstown Village shopping center
- Maria’s Restaurant
- The Salon on Main
- Maryland Horse Library & Education Center
- Reisterstown Branch of the Baltimore County Public

**CHALLENGES:**

- Parking
- Run down buildings - they’re an eyesore
- Gas stations - these could be greenspaces or a park
- Main Street is transitioning
- Not enough attractions for different groups
- Difficult to cycle
- There is a lot of congestion near schools
- Sidewalk depth is a challenge in lots of areas
- Intersections need improvement
- Need to improve walkability
- Sidewalks are not consistent
- Need traffic calming, unsafe for pedestrians





# Focus Group Summary

## School Age Youth

TOTAL ATTENDEES: 15

### CONNECTION TO REISTERSTOWN

(SELECT ALL THAT APPLY)

- Reisterstown Community Member.....9
- Reisterstown Resident.....8
- Work in Reisterstown.....7
- Business Owner in Reisterstown
- Worship in Reisterstown.....4
- Volunteer in Reisterstown.....8
- Go to school in Reisterstown.....8
- Visit or dine in Reisterstown.....13
- Shop.....6
- Other

### TRAVELING IN MAIN STREET

- Walk.....7
- Cycle.....5
- Drive own car.....9
- Lift from Family.....3
- Take the bus
- Taxi/App
- Other

### COMMUNITY INPUT

#### STRENGTHS:

- Historic buildings
- Art programs
- Window paintings
- Music of Main
- Farmer's Market

#### FAVORITE PLACES:

- The Cow
- Public Library
- The Reisterstown Village Shopping Center
- Mom and Pop Shops
- The Reister's Daughter

#### CHALLENGES:

- Lots of potholes
- If cycling on sidewalk, can be bumpy
- Congestion around the middle school
- Need better lighting
- Not many places open late
- Need more seating areas
- More plants and greenery
- Dangerous drivers
- Badly designed parking lots
- No recreation
- Biking and walking feels unsafe
- Fast food trash along Main Street
- No where for young people to hang out

### EXAMPLES OF GOOGLE REVIEWS

**2023 GOOGLE REVIEW**  
**LOCATION:** ~~North~~ South Section  
**BY:** Neiko R., MARIANNE, Zhai  
**REVIEW:** There is places to eat. The middle of the area is very "dead". There is a lot of random buildings/lack of POT. It's very basic and boring but slowly transitions to a more active area the deeper into mainstreet you go.

STAR RATING: 2.5/5

**FUTURE GOOGLE REVIEW**  
**DATE:** 1/10/23  
**LOCATION:** South Area  
**BY:** Neiko R., MARIANNE OYLER, Zhai  
**REVIEW:** More parks, activities, and people in general would be nice. Roller skating, bowling, or an arcade. Just something to do mainly.

**2023 GOOGLE REVIEW**  
**LOCATION:** weinste/hansover pike  
**BY:** eracie & emily  
**REVIEW:** nice to see several new business coming to this area. some of the lots are overwhelmed and unable to accommodate parking without knowing about available parking, you can pass by local gems, standout spots art studio, little georgia. perhaps more signage is needed?(parking & businesses)

STAR RATING: 3.5

**FUTURE GOOGLE REVIEW**  
**DATE:** 1/9/23  
**LOCATION:** North Main Street  
**BY:** Luke Schumm, Jonathan Kim & Carlos Cadorell  
**REVIEW:** Businesses are well-known with many great variety. The sidewalks are clean and wider, making walking feel more safe. Traffic is less congested and roads are flat (less bumpy). More vibrant life on Main Street and artwork.



# Focus Group Summary

## Senior Citizens

TOTAL ATTENDEES: 10

### CONNECTION TO REISTERSTOWN

(SELECT ALL THAT APPLY)

Reisterstown Community Member.....	10
Reisterstown Resident.....	8
Work in Reisterstown.....	1
Business Owner in Reisterstown	
Worship in Reisterstown.....	4
Volunteer in Reisterstown.....	7
Go to school in Reisterstown.....	10
Visit or dine in Reisterstown.....	10
Shop	
Other.....	3
Library Goer.....	3
Exercise / Recreation.....	3

### TRAVELING IN MAIN STREET

Walk.....	3
Cycle.....	1
Drive own car.....	5
Lift from Family	
Take the bus	
Taxi/App	
Other	

### COMMUNITY INPUT

#### STRENGTHS:

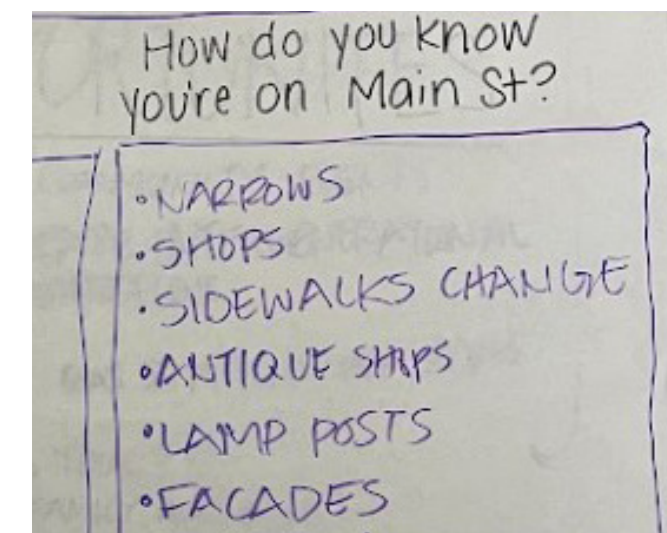
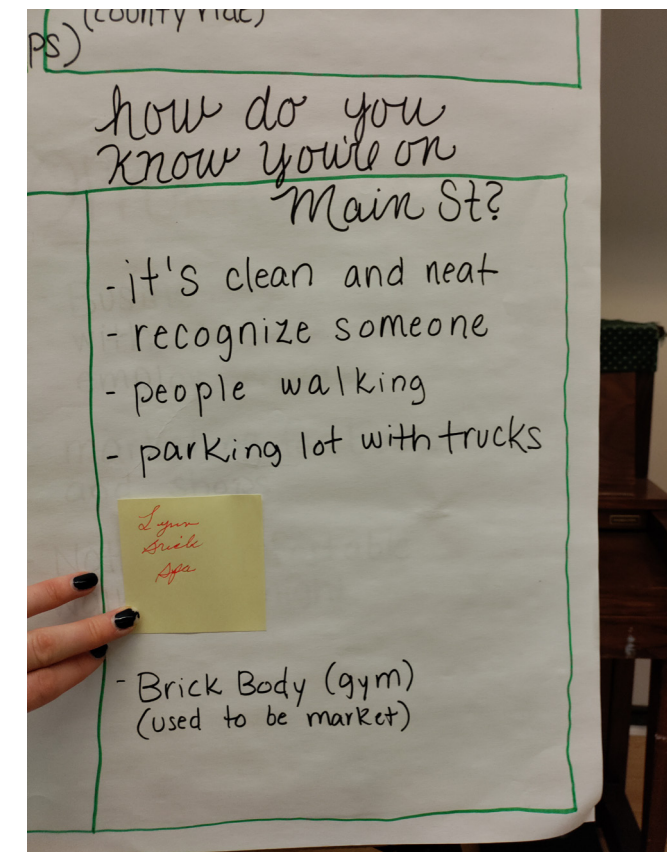
- Historic quality
- Community events
- Parks (Hannah More)

#### FAVORITE PLACES:

- Parks (specifically Hannah More)
- Library
- Weis (x2)
- The Snowball Stand
- The Cow
- Reisterstown United Methodist Church
- Branford Motors
- Dollar Store (x3)
- Doctors office
- Retail stores

#### → CHALLENGES:

- Vacant gas stations are big problem
- Safety for walking pedestrians (Lighting, paving, speeding on main and in adjacent neighborhoods)
- Need more community events to create more intergenerational connections (idea: walking tour)
- Need more advertisements about businesses and events
- Need to celebrate the historic significance of different main street areas
- Cohesive signage and wayfinding solutions needed
- Bringing in new businesses
- Better support for current businesses (Example: Vintage Chic closing down)





## Focus Group Summary

# Non-Profit Organizations

TOTAL ATTENDEES: 14

### CONNECTION TO REISTERSTOWN

(SELECT ALL THAT APPLY)

- Reisterstown Community Member.....12
- Reisterstown Resident.....10
- Work in Reisterstown.....6
- Business Owner in Reisterstow.....1
- Worship in Reisterstown.....6
- Volunteer in Reisterstown.....9
- Go to school in Reisterstown.....10
- Visit or dine in Reisterstown.....14
- Shop.....6
- Other

### TRAVELING IN MAIN STREET

- Walk.....14
- Cycle.....1
- Drive own car.....14
- Lift from Family
- Take the bus.....1
- Taxi/App
- Other

## COMMUNITY INPUT

### STRENGTHS:

- Sense of community, involvement, loyalty
- Small town feel
- Diverse activities for families
- Police-community relationship
- Diverse population
- Cleanliness
- Historic nature of area
- Woodland Trail
- Arts

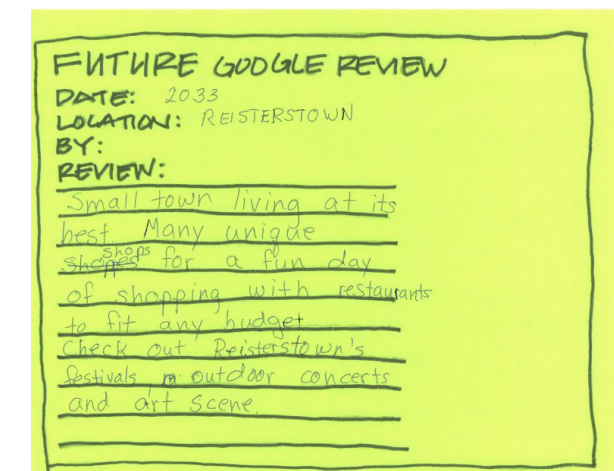
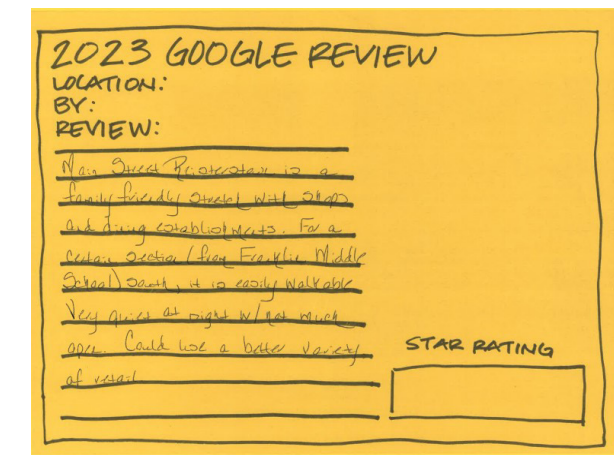
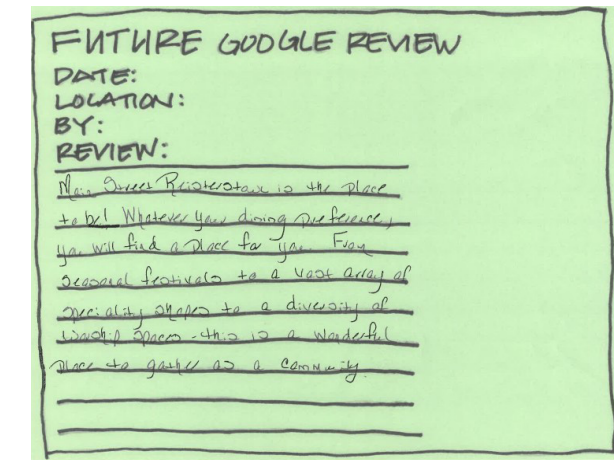
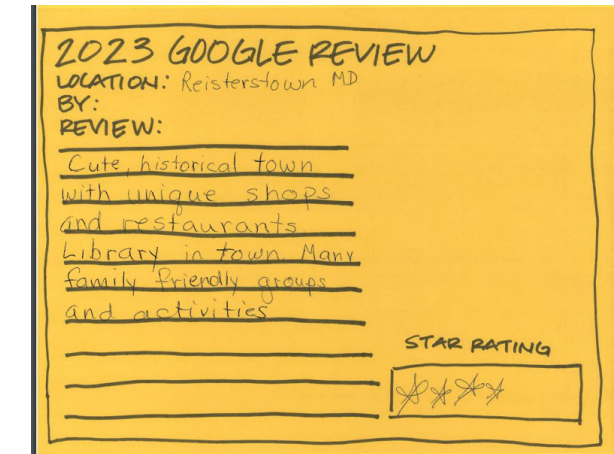
### FAVORITE PLACES:

- Woodland Trail / Pocket park
- Public Library
- Dunkin Donuts
- Open Space Arts
- The Cow
- Welcome Center

### CHALLENGES:

- Crossing safety
- Reaching diverse community
- Areas of interest are disconnected from each other
- Parking
- Needs more community venues/ flexible spaces for events
- Different social/ activities are available but people don't know about them
- Traffic and crosswalk area by Royal Farms

## EXAMPLES OF GOOGLE REVIEWS





# Community Visioning - Workshop

## MAIN STREET DESIGN GUIDELINES COMMUNITY FORUM

Share your thoughts on initial design recommendations to create a safer, more liveable, and beautiful Main Street



Reisterstown, we want to hear from you!  
Wednesday, May 24, 2023

When  
6:00pm - 8:00pm

Where  
Trinity Lutheran Church  
109 Main St



Questions? Please contact  
Kelly Fleming at [kfleming@ndc-md.org](mailto:kfleming@ndc-md.org)



## HOW WE GOT FEEDBACK

With the support of & Access, NDC organized a workshop where the community was asked to share their thoughts on various subjects that relate to the streetscape design of Main Street.

### Micro-District Identity

Purpose: An established aesthetic through the use of materials, installations, signage style, and furnishing unifies an area and creates recognizable destinations. This works at the micro-district scale and the Main Street-wide scale

#### Historic

A classic Main Street look that uses industrial materials such as brick and metal

#### Playful

Character color and liberties with form, this aesthetic range as far as identity creation

feel applicable anywhere on Main? Mix of Both? [ ]

### Transition Areas

Purpose: Tie activity microdistricts together and unify the Main Street Experience

#### Street Furnishing and Plant Palette

#### Comfortable Places to Rest

#### Directional Signage

[Design the connection with us!]

### Bike Infrastructure

#### Sharing Main St

Pros: Can see signposts, clear bike route

Cons: [ ]

#### Alternative Route

Pros: [ ]

Cons: [ ]

Place a new Bike Rack!

### Wayfinding and Signage

Purpose: A well-designed wayfinding system makes streetscape journeys easier and has the potential to be community story tellers. Clean organization and cohesive style will also go a long way when it comes to street aesthetics and clarity.

#### Educational and Interpretive Signage

#### Gateway or Welcome Signage

#### Consolidated Signage

#### Map and Directional Signage

#### Unified Theme or Sign Base

### Street Trees and Planting

Purpose: Planting on a streetscape adds life and dynamic seasonal interest, can help define spaces, screen roads, and has shown to slow vehicular traffic

#### Planted Medians with Street Trees

#### Hanging Baskets

#### Raised Planters with Seating

#### Moveable Planters

### Art Opportunities

Purpose: Art has the power to enhance civic pride, illustrate cultural stories, add beautiful, interactive interest to public space, and provide an opportunity for community members to contribute to the Main Street identity

#### Paint the Town

#### Utilities as Canvas

#### Dedicate Area for Permanent or Rotating Art

What are your artful ideas for Reisterstown? Who can get involved?

Look signs on posts BUT we have banners & alot of signs LOW THIS STATION

your artful ideas for Reisterstown? Who can get involved?

- Have the artists paint or decorate the fire hydrants
- Make space for upcoming artists
- Buffalo Soldiers Mural on the Reister's Daughter
- Include temporary installations - partner w/ middle school
- Send to like a ribbon

more green space on main st, in south district

Cultural culture

- Need restaurants - bars
- Coordination of already existing art activities

Thoughts Here

- NEED MORE STREET TREES!
- Splash Pad by The Cow
- YES TO LARGE PANELS + OPEN SPACE NEAR BUS STOPS

we have the list

neither? ]





# Retail Market Analysis



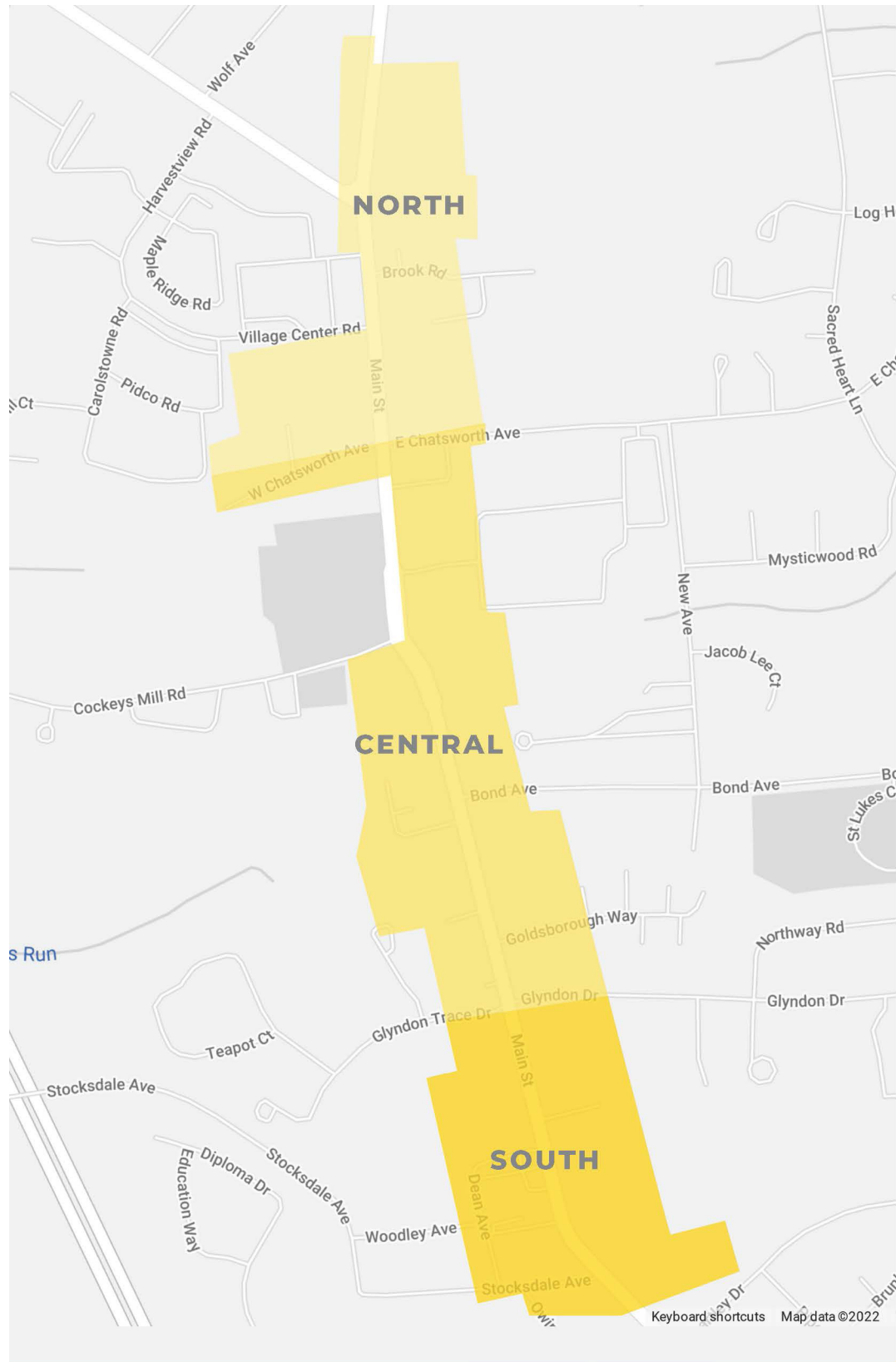
REISTERSTOWN MAIN STREET

# Retail Market Assessment + Vision

MAY 2023







## INTRODUCTION

# Subdistricts

Reisterstown's Main Street can be divided into three districts, each with distinct characteristics that positions the business mix.

The NORTH DISTRICT encompasses the fork in the road at the end of Hanover Road and the Westminster Pike. It stretches from the beginning of the Main Street to Chatsworth Avenue. The district is defined by its modern architecture and exterior commercial renovations.



2

The CENTRAL DISTRICT of Reisterstown's Main Street stretches from the intersection of Chatsworth Avenue and Main Street to Bond Avenue. This district is defined by its historic built environment. Many of the commercial buildings have been repurposed while keeping their historic features.



The SOUTH DISTRICT begins at Glyndon Drive and encompasses Glyndon to Woodley Avenues. The southern district is defined by the increased frequency of some of the oldest single family houses, many of which are occupied by multiple main street businesses. However, in this district, retail occupancy is not as contiguous.

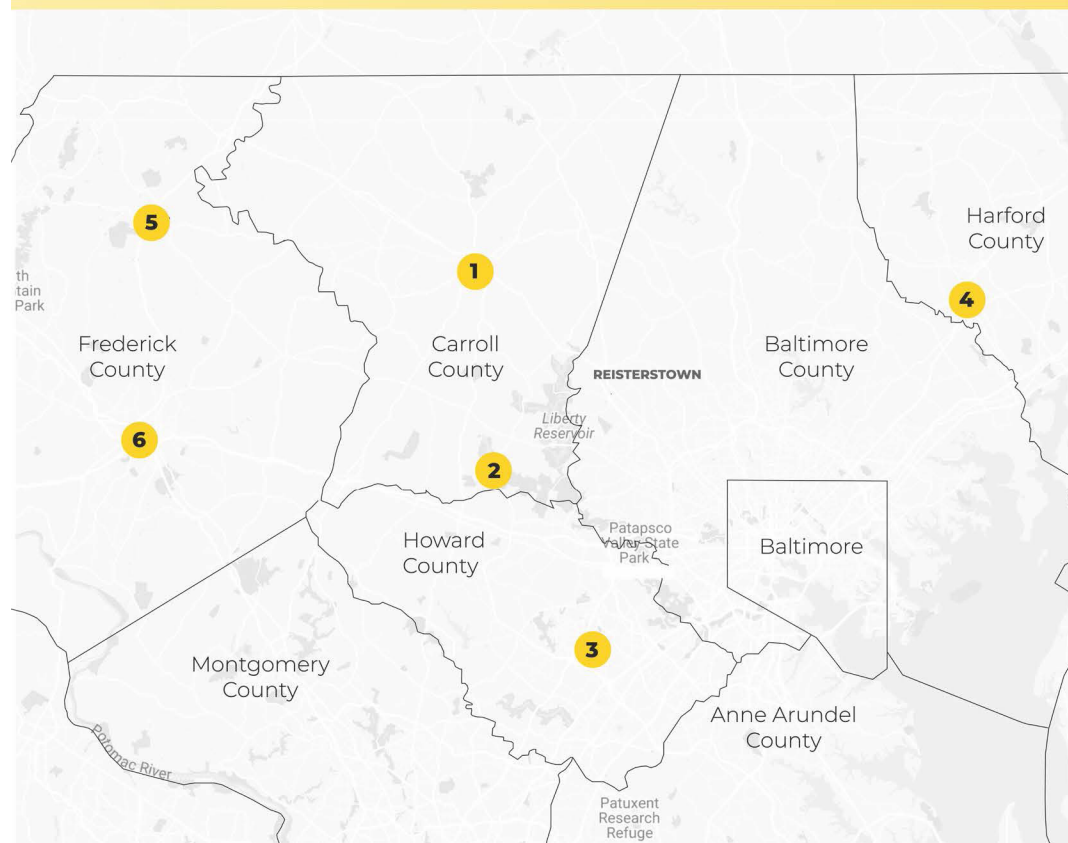




COMPETITION

# Main Streets

Designated Maryland Main Streets offer shopping experiences in historic commercial centers of their respective communities. Customers seeking this similar experiences to Reisterstown Main Street must travel at least 12 miles from the corridor center point. The following analysis utilizes this competitive set to understand how Reisterstown Main Street is positioned.



**1** WESTMINSTER MAIN STREET (12 Miles Away)

Westminster has a well developed main street and similarly to Reisterstown has a history dating back to the 18th century. In addition to a variety of retail, Westminster's main street features many public spaces and small urban parks.



**2** SYKESVILLE MAIN STREET (15 Miles Away)

Sykesville's Main Street features re-purposed historic buildings such as the train station that has been renovated for commercial use. It also features two dense commercial blocks.



**3** ELLICOTT CITY MAIN STREET (22 Miles Away)

Ellicott City's Main Street is a charming and welcoming walkable environment. It features a mixture of historic architecture, small business spaces, and various unique attractions and experiences.



**4** BEL AIR MAIN STREET (32 Miles Away)

Bel Air is located 25 miles north of Baltimore and 35 miles south of Philadelphia. Its Main Street consists of a mixture residential and retail spaces in addition to many historic buildings that have been renovated as office space. Additionally, the main street has a highly notable arts and entertainment district.



**5** THURMONT MAIN STREET (39 Miles Away)

Thurmont's Main Street spans the shortest distance of all aforementioned main streets. The environment consists of mainly small neighborhood businesses and restaurants scattered along the road. The main street also has a large residential presence.



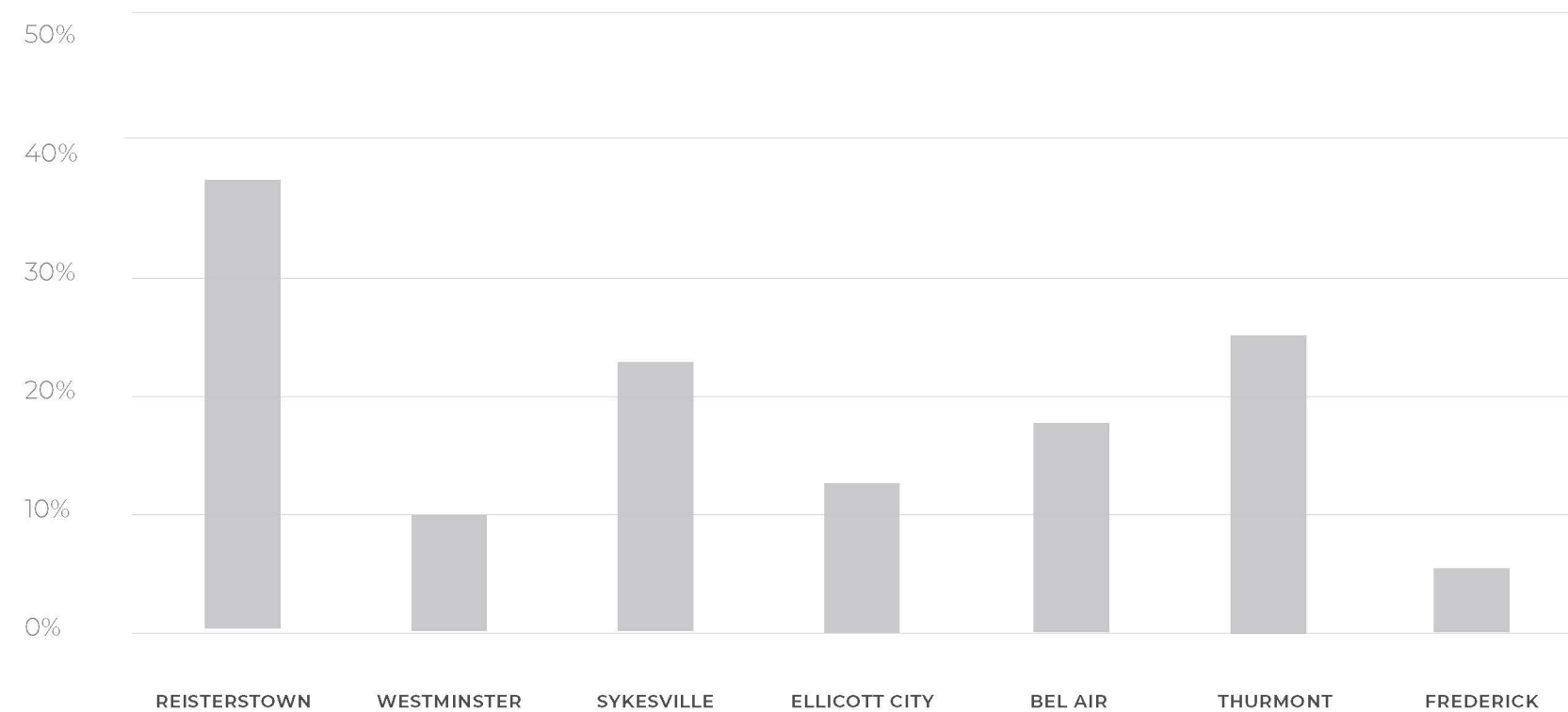
**6** FREDERICK MAIN STREET (51 Miles Away)

Frederick's main street serves as the city's downtown with retail spanning across a gridded streets network, unlike the other Main Streets analyzed. Therefore, Reisterstown Main Street is not a direct comparable and Frederick should be viewed as aspirational.



# Residential House Retail Spaces

REISTERSTOWN'S MAIN STREET FEATURES A HIGHER NUMBER OF RETAIL SPACES LOCATED IN SINGLE OR MULTIFAMILY RESIDENTIAL HOUSES THAN COMPARABLE MAIN STREETS IN RELATIVE PROXIMITY.



SOURCE: &ACCESS (2023)





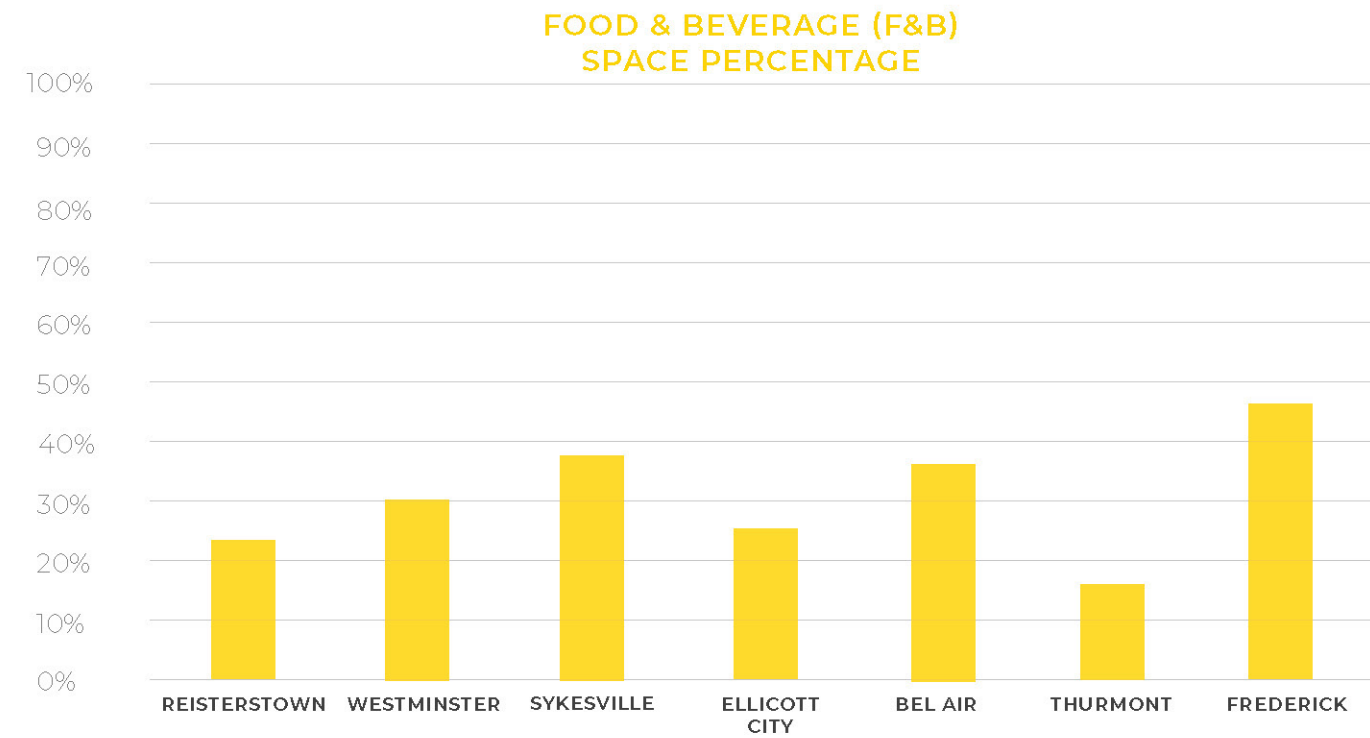
# Residential House Retail Spaces

There is an opportunity to increase the share of food and beverage tenants within Reisterstown's Main Street.

## TOP SUBCATEGORIES

SALON / BARBER / SPA	8
FULL SERVICE FOOD	7
APPAREL & FOOTWEAR	7
OFFICES OF HEALTH PRACTITIONERS	6
AUTOMOTIVE REPAIR AND MAINTENANCE	4
FAST FOOD	3
LOCAL SERVICES	3
VAPES	3
F&B MARKET	3

SOURCE: &ACCESS; COSTAR (2023)



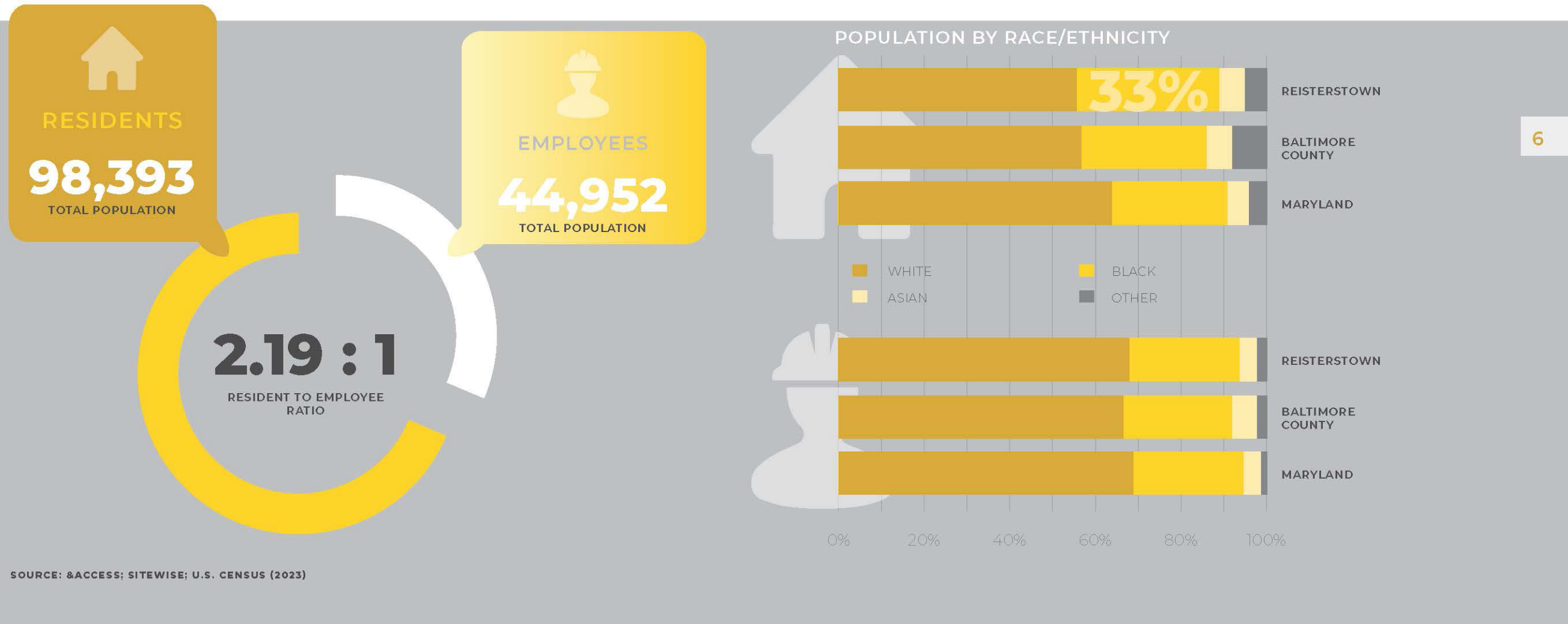
**53%**

53% of retail spaces leased over the last two years have consisted of food and beverage retail tenants with an average space size of 900 square feet.



# POPULATION SUMMARY

In the Reisterstown Primary Trade Area, there are over 140,000 potential customers. Majority of these customers are white, although there is greater representation among the Black population in the residential population. Residents are the primary customer in both quantity and given the fact that most household expenditures are proximate to one's home. An opportunity exists to yield Black representation in the retail tenant mix, if not already achieved.





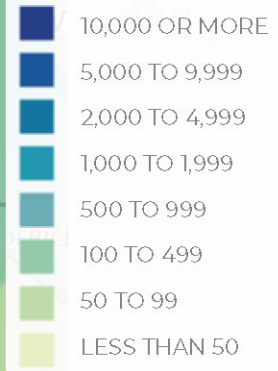
DEMOGRAPHIC + EXPENDITURE ANALYSIS

# POPULATION DENSITY

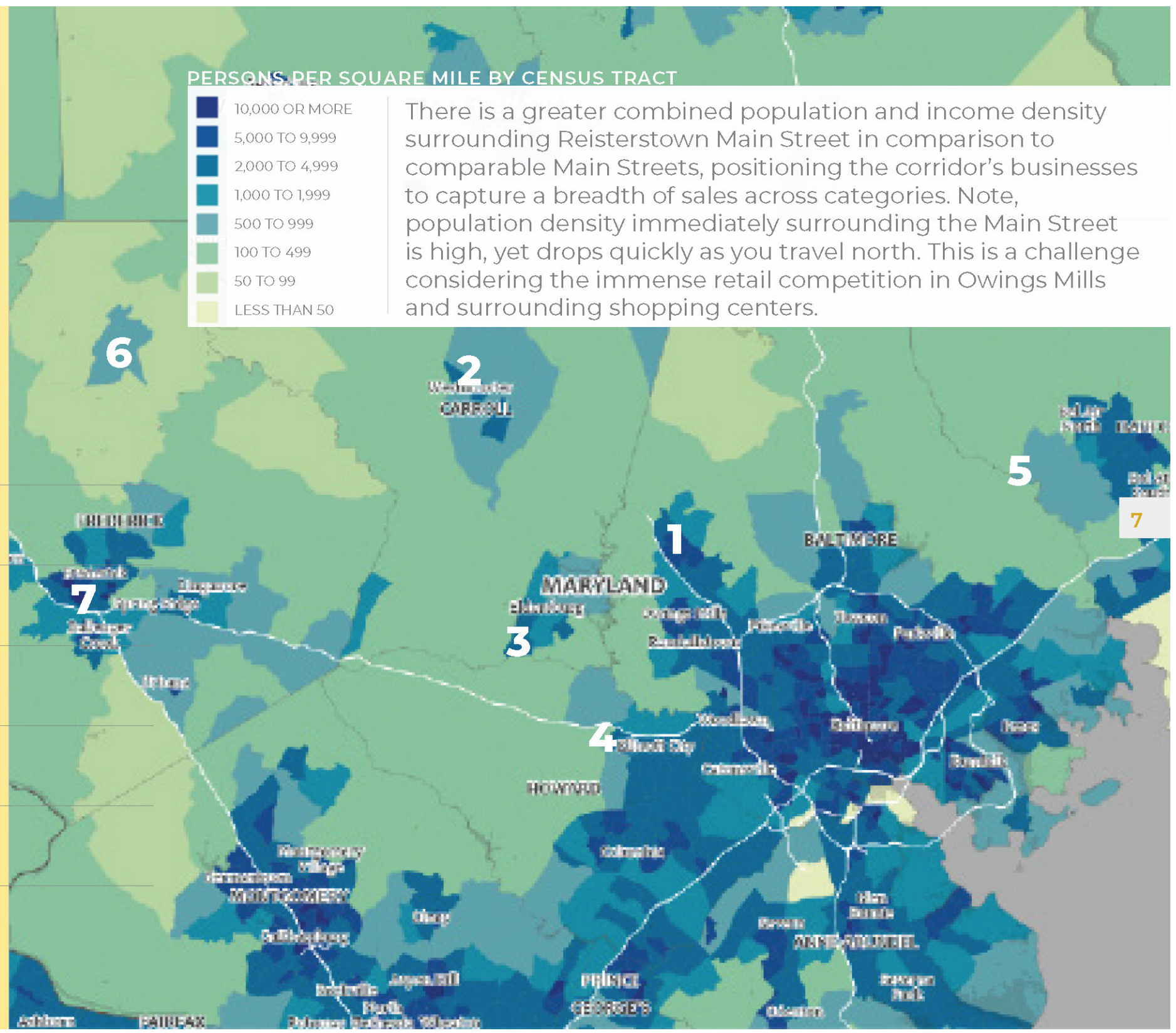
	HOUSEHOLD INCOME PER CAPITA (3 MILE RADIUS)
<b>1</b> REISTERSTOWN MAIN STREET	<b>\$40,217</b>
<b>2</b> WESTMINSTER MAIN STREET	<b>\$36,141</b>
<b>3</b> SYKESVILLE MAIN STREET	<b>\$49,347</b>
<b>4</b> ELLICOTT CITY MAIN STREET	<b>\$55,152</b>
<b>5</b> BEL AIR MAIN STREET	<b>\$44,942</b>
<b>6</b> THURMONT MAIN STREET	<b>\$37,884</b>
<b>7</b> FREDERICK MAIN STREET	<b>\$37,641</b>

SOURCE: &ACCESS; SITEWISE; U.S. CENSUS (2023)

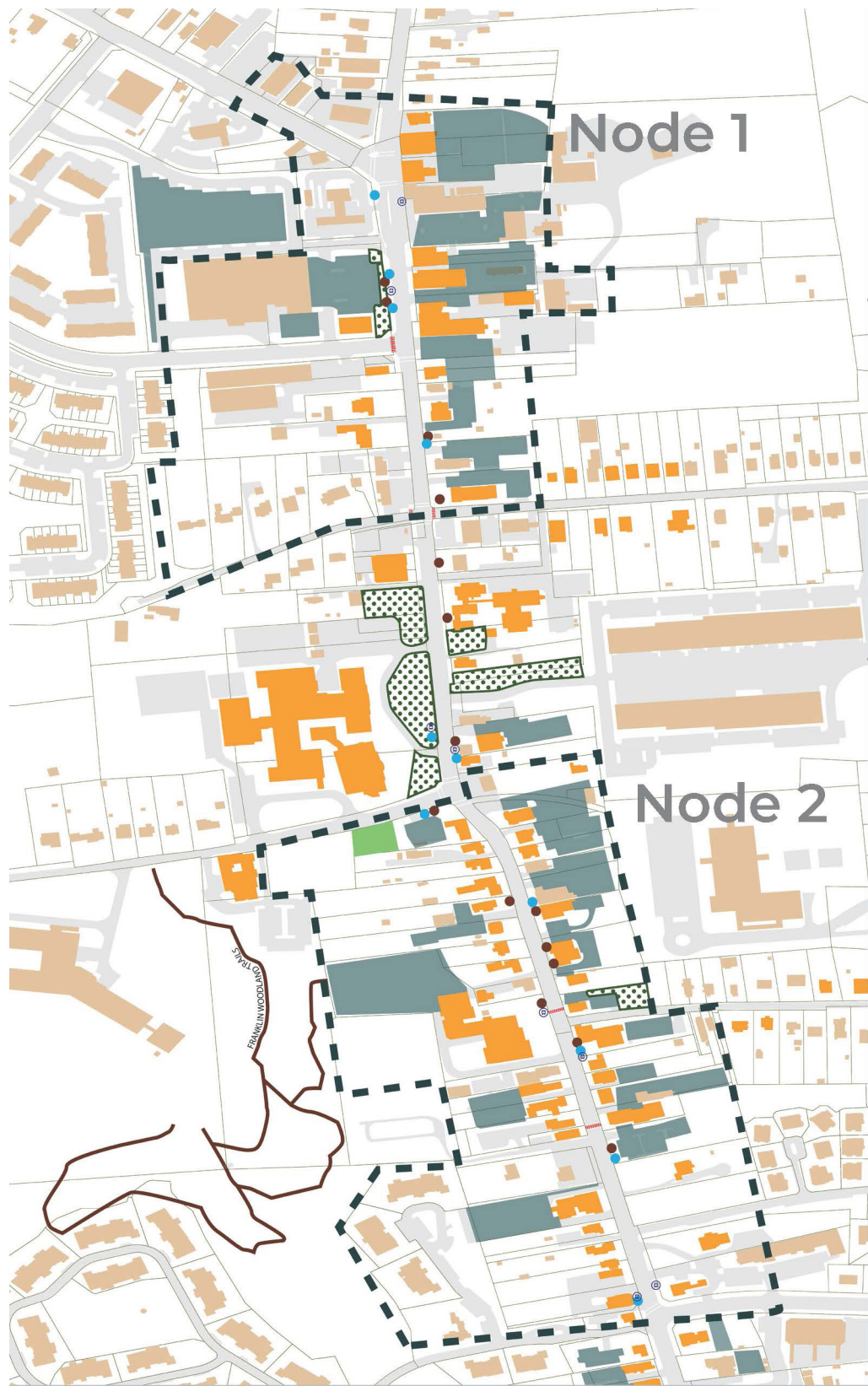
PERSONS PER SQUARE MILE BY CENSUS TRACT



There is a greater combined population and income density surrounding Reisterstown Main Street in comparison to comparable Main Streets, positioning the corridor's businesses to capture a breadth of sales across categories. Note, population density immediately surrounding the Main Street is high, yet drops quickly as you travel north. This is a challenge considering the immense retail competition in Owings Mills and surrounding shopping centers.







# Preliminary Node Recommendations

## NODE 1

### TENANT MIX RECOMMENDATIONS:

- HIGH VOLUME,
- CONVENIENCE ORIENTED
- SHOPPING AND DINING

## NODE 2

### TENANT MIX RECOMMENDATIONS:

- SALONS,
- FITNESS,
- BOUTIQUES,
- RESTAURANTS

### PLACEMAKING RECOMMENDATIONS:

FOCUS MAIN STREET PROGRAMMING IN THE CENTRAL DISTRICT WITH SOME PLACEMAKING, STREETScape, AND EVENT ACTIVATIONS

- TRANSITION MUSIC ON MAIN TO A PORCHFEST LIKE EVENT



CASE STUDIES

# Porch Fest



**Virginia Highlands**  
ATLANTA, GA

Virginia Highland Porchfest is an all-day showcase of what the Virginia Highland neighborhood offers. This spread-out event will take place over five tree-lined streets in the historic Virginia-Highland neighborhood. Additionally, the district hosts Rock N Run, a 1-mile run the morning of the festival where participants dress up as their favorite band or musician.

Late May

<https://virginiahighlanddistrict.com/porchfest/>



**Springfield**  
JACKSONVILLE, FL

This PorchFest is a free event held in Historic Springfield, a community just north of downtown Jacksonville, Florida. During the afternoon, dozens of bands perform on porches throughout this beautiful neighborhood. Food trucks are plentiful and a variety of craft beer and wine is available for purchase. Proceeds of PorchFest support arts related activities in Jacksonville's urban core.

Early November

<http://www.jacksonvilleporchfest.org/>



**Sanford**  
SANDFORD, FL

Sanford Porchfest is a FREE grassroots festival in the historic residential downtown of Sanford, FL. It is the ultimate sense of community – where every attendee, homeowner, artist, and organizer plays a part in the overall experience.

Late February

<https://sanfordfl.gov/events/6th-annual-sanford-porchfest/>



# Preliminary Recommendations



1. ESTABLISH A BUSINESS LICENSE THAT COLLECTS CRITICAL INFORMATION SUCH AS LEASE TERMS; ALL LICENSED BUSINESSES ARE ELIGIBLE FOR GRANT OPPORTUNITIES
2. ADVOCATE FOR A MAIN STREET LIQUOR LICENSE DESIGNATION FOR FUTURE FOOD BASED BUSINESSES
3. SUPPORT LEGACY PROPERTY OWNERS CONSIDERING PERCEIVED LIMITED ABILITY TO REINVEST
4. ESTABLISH CORE HOURS THROUGH STANDARDIZED LEASE LANGUAGE AND BUSINESS LICENSING
5. SET UP A SHARED PARKING AGREEMENT WITH TENANTS WITHOUT DEDICATED OFF-STREET PARKING AND NEARBY LOTS.