

# REISTERSTOWN MAIN STREET DESIGN GUIDELINES

PLANNING BOARD PUBLIC HEARING  
NOVEMBER 21, 2024





# AGENDA

- Background
- Timeline and Process
- Consultant Selection
- Community Engagement
- Goals
- Main Components
  - District Style
  - Street Design
  - Building Material and Exterior Design
  - Lighting
  - Signage
  - Guidelines in Action

# BACKGROUND

- Council Resolution No. 44-24 passed by Council on October 7, 2024 requesting the Baltimore County Planning Board to review the Reisterstown Streetscape Action Plan and the Reisterstown Design Guidelines
- Suggestion to adopt Design Guidelines and a Streetscape Action Plan dates back to the late 1970s
  - Reisterstown Revitalization Study, never formally adopted by the County
- Reisterstown Improvement Association, Inc. (RIA) led initiative
  - Following a Baltimore County Visionary Workshop, RIA was created in 2010 to lead Reisterstown's Main Street efforts
  - Seeking a Streetscape Action Plan and Design Guidelines to define and enhance a community identity and make Reisterstown a regional destination
- RIA awarded MD DHCD Main Street Improvement Program Operating Assistance Grant in 2022 and 2023 to create a Streetscape Action Plan and Design Guidelines
- Design Guidelines to be incorporated into the Comprehensive Manual of Development Policies (CMDP)



Map of Reisterstown Main Street,  
Main Street boundary: 6 Hanover Pike  
(northern most property) to Woodley Avenue

# TIMELINE AND PROCESS

- January - May 2023: Community Engagement led by NDC
- Series of focus groups with local businesses, school age youth, senior residents, and non-profit organizations
- Public Community Visioning Workshop
- RIA and NDC worked to create a final draft
- May - August 2024: Review by Department of Planning and other County agencies
  - Department of Public Works and Transportation
  - Department of Permits, Approvals, and Inspections
- August 2024: Reisterstown Improvement Association and NDC made requested edits
- October 2024: Council Resolution No. 44-24 passed



# CONSULTANT SELECTION

- Neighborhood Design Center (NDC) and &Access were selected to complete the Design Guidelines and Streetscape Action Plan
  - NDC was recommended for use by Main Street America and MD DHCD
- Since 1968, NDC has worked on more than 4,000 community-led projects throughout Maryland
- &Access creates data-driven and design-centric retail real estate solutions for historically excluded entrepreneurs and under-invested neighborhoods
  - Created the Retail Market Analysis Appendix
- NDC and &Access began working on Reisterstown project in January, 2023

 &Access

**the  
Neighborhood  
DesignCenter**

# COMMUNITY ENGAGEMENT

- Community engagement phase completed January – May 2023
- Series of focus groups with local businesses, school age youth, senior residents, and non-profit organizations
- Focus group activities:
  - About Main Street: various topics about Main Street such as strengths/assets, challenges/barriers, streetscape, landscape and possible improvements
  - Google Review: groups of 2-3 participants used cards provided to create a google review of the area of main street they were allocated
  - Passive Boards: participants asked to think about what words or images come to mind when they think of Reisterstown
- Community Visioning Workshop
  - The community was asked to share their thoughts on various subjects that relate to the streetscape design of Main Street

**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

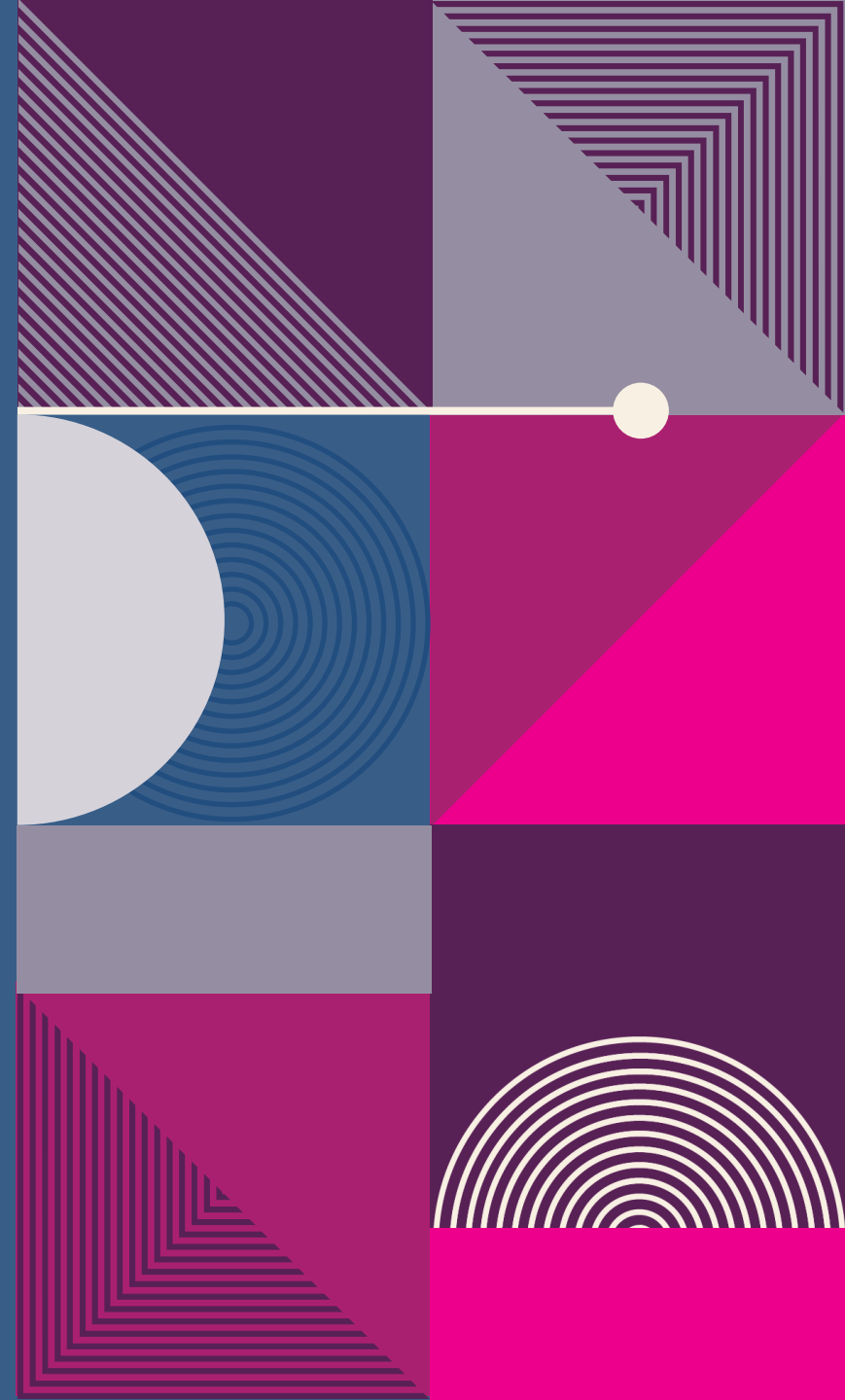
**Where**  
Trinity Lutheran Church  
109 Main St

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



# GOALS FOR REISTERSTOWN MAIN STREET DESIGN GUIDELINES

- Encourage high quality designs consistent with historic character
  - Established in 1758
  - Reisterstown is a Historic District on the Maryland Historic Trust's National Register of Historic Places
  - Added to the Federal National Register of Historic Places in 1978
- Provide a basis for the design of new and existing buildings balancing the district's historic character and the needs of the 21<sup>st</sup> century



# MAIN COMPONENTS

- District Style
- Massing and Street Presence
- Parking Lots, Garages & Service Areas
- Building Material and Exterior Design
- Lighting
- Signage
- Guidelines in Action





# DISTRICT STYLE

- New construction and renovations should align with the established character of Reisterstown:
  - Front setbacks that support the walkable character of the district
  - Landscaping in the front yard, including trees and decorative plantings
  - Parking lots and garages located behind buildings and appropriately screened whenever possible
  - Rooflines with distinct profiles
  - Front porches, overhangs, and/or front canopies
  - Use of durable exterior materials
  - Proportionate fenestration to support a visually appealing walking/shopping experience
  - Trim and other architectural detail
  - Use of color to highlight architecture and entrances





# MASSING AND STREET PRESENCE

New buildings and infill construction should contribute to the charming, walkable, pedestrian-friendly environment desired by Reisterstown.

- **Massing**

- Multi-story buildings and single-story buildings 15 feet or more in height, structures should maintain a small-town pedestrian scale by providing a sense of “base,” “middle,” and “top”

- **Front Yards**

- Front yards should include an entrance sequence between the sidewalk and the building
- Visible signs which identify building addresses shall be visible from the street and sidewalk
- Planting of appropriately sized trees in front yards is strongly encouraged

# PARKING LOTS AND GARAGE SERVICE AREAS

- Parking Lot Locations
  - Parking should be placed in the rear of buildings whenever possible
  - Parking lots adjacent to Main Street should provide at least 10 feet of landscaping between the lot and roadway
- Landscaping
  - Landscaped areas and screening should complement the overall design and character of development
- Lot Screening
  - To shield parking lots, storage lots, gas station aprons, and drive-throughs from the Street, appropriate landscaping should be provided to visibly screen the lot from view
- Screening Of Parking, Service Areas And Trash
  - Dumpsters should be screened by walls, fences, gates and/or plantings
  - Loading and service areas should not face any residential district unless no other location is possible
- Garage Locations - Residential
  - Garages should be in the rear or on the side of the residence wherever possible



# BUILDING MATERIAL AND EXTERIOR DESIGN

New/redevelopment should use durable materials that align with district character such as brick, wood clapboard or shakestyle cladding, and/or fiber cement composite

- **Roof lines**
  - Should present a distinct profile
- **Facade Articulation**
  - Include articulation along the façades facing and visible from public view
  - Minimize blank walls visible from the street
- **Fenestration**
  - Windows should comprise approximately 25% of façades facing streets
- **Trim and Architectural Detail**
  - Incorporate the use of trim and architectural detailing
  - Utilize color to enhance buildings





# LIGHTING

Lighting should balance the creation of a safe and attractive outdoor nighttime environment with the need to reduce the degradation of the nighttime visual environment and the night sky.

- **Design and Compatibility**

- Poles and fixtures shall be of a style compatible with the design and architectural style of the building

- **Improper Lighting**

- The following light designs are strongly discouraged along Main Street:
  - Flashing, moving, revolving, rotating, or blinking lights
  - Lights that change color or intensity
  - Fixtures which are not fully shielded, such as Cobra style, open bottom, and Mongoose fixtures.
  - LED rope lights

# SIGNAGE

Signage should be sized, designed, and placed to complement the building's architecture and complement neighboring context

- **Size and Shape**

- Signs should be scaled and oriented to relate to pedestrians and motorists
- No sign should measure more than thirty (30) square feet

- **Construction**

- Signs should be framed, constructed, and erected to compliment the appearance of the building and site

- **Specific Types of Signs to Use**

- Awning
- Projecting
- Wall
- Window graphics
- Individual letter
- Painted
- Free-standing
- Directory



# GUIDELINES IN ACTION

Examples of how the Design Guidelines can be applied to existing properties.



*Reister's Daughter*



*Former Thrifty's*



# THANK YOU

Crystal Micriotti

Main Street Manager

Reisterstown Improvement Association, Inc.

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