

# REISTERSTOWN MAIN STREET STREETSCAPE ACTION PLAN

PLANNING BOARD PUBLIC HEARING  
NOVEMBER 21, 2024





# AGENDA

- Background
- Timeline and Process
- Consultant Selection
- Community Engagement
- Main Components
  - Existing Conditions
  - Goals and Actions
  - Retail Market Analysis

# 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
- Streetscape Action Plan to be adopted as an amendment to Master Plan 2030



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
  - Department of Economic Workforce and Development
  - Department of Environmental Protection and Sustainability
  - Board of Liquor License Commissioners
- 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)

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# EXISTING CONDITIONS

- Existing Streetscape Analysis
  - Reisterstown's Main Street is a state highway, MD-140
  - Large commercial development at both ends of the historic district
  - Smaller business uses in between with parking in the rear
  - High speed drivers along Main Street
  - Minimal on-street parking
  - Infrequent pedestrian crossings
  - Below average tree canopy



# EXISTING CONDITIONS

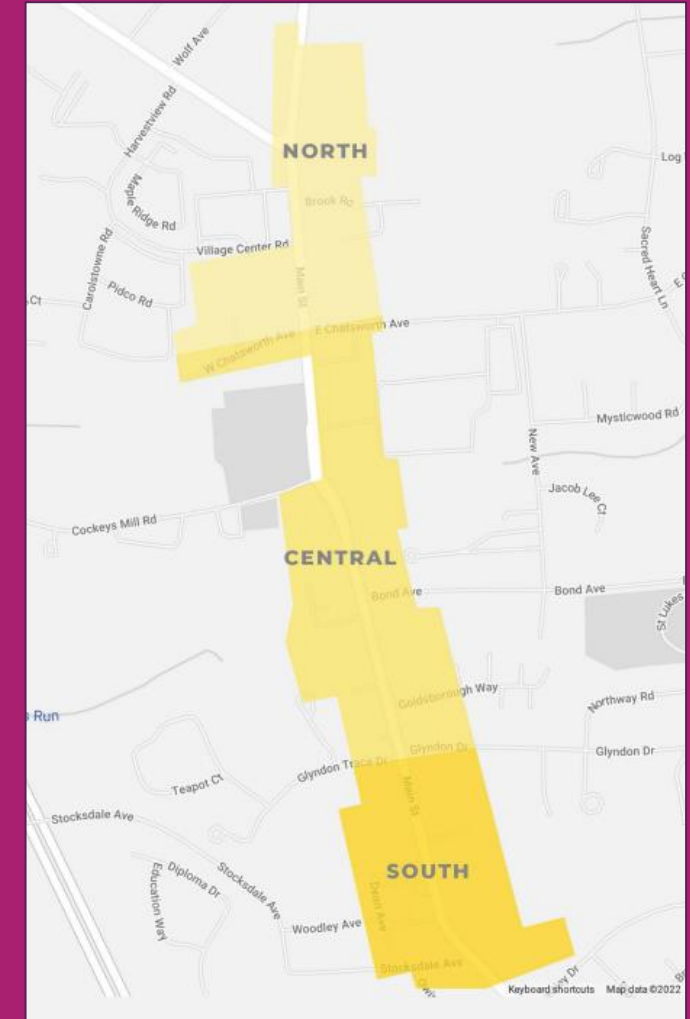
- Architectural Language
  - Buildings near the road, deep lots behind for off street parking
  - Building constructed in the mid 18<sup>th</sup>-20<sup>th</sup> century
  - Commercial: brick masonry
  - Residential: wood frame
- Existing Building Use
  - Mix of commercial retail, food service, religious and office buildings
- Zoning
  - Mixture of zoning districts
- Subdistricts
  - North District, Central District, South District





# SUBDISTRICTS

- **The North District:** Beginning of Main Street to Chatsworth Avenue. Defined by its modern architecture and exterior commercial renovations.
- **The Central District:** Intersection on Chatsworth Avenue and Main Street to Bond Avenue. Defined by its historic built environment.
- **The South District:** Begins at Glyndon Drive and encompasses Glyndon to Woodley Avenues. Defined by increased frequency of some of the oldest single family houses, many of which are occupied as Main Street businesses.

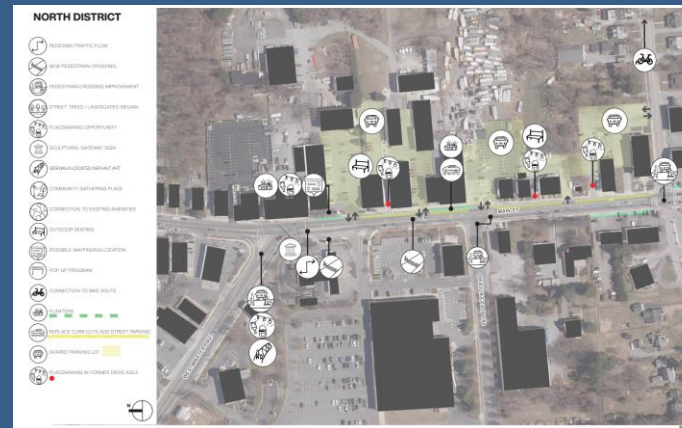


Main Street Subdistricts

# GOALS AND ACTIONS: ACTIONS IN THE SUBDISTRICTS

## Actions in the Subdistricts

- Maps of the North, South, and Central districts include icons that organize the main goals into four different categories important to the success of Reisterstown Main Street
  - Safety
  - Arts and Cultural Activities
  - Connectivity
  - Development



# GOALS AND ACTIONS: STREETSCAPE GOALS

- Goal #1: Make the street a safe place for all people
- Goal #2: Enhance the existing character of the area
- Goal #3: Strengthen the business and retail identity of the district
- Goal #4: Expand the presence of arts and culture
- Goal #5: Create a focal point by enhancing existing assets
- Goal #6: Creatively consider parking for the district, balancing the needs of all street users
- Goal #7: Invest to enhance, highlight, and connect to existing assets



# GOALS AND ACTIONS

Table listing each goal, supporting action items, subdistrict, lead agency, phasing, community role, and funding source.

Goal 1	Make the street a safe for all people					
	Action Item	SubDistrict	Lead Agency / Implementation Partners	Phasing	Community Role	Funding Options
	Create a comfortable experience for pedestrians, drivers, and cyclists aligned with Reisterstown's historic character					
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 corridor'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)

# RETAIL MARKET ANALYSIS

- Competing Main Streets
  - Westminster, Sykesville, Ellicott City, Bel Air, Thurmont, Frederick
  - Analysis provides competing data on all topics below
- Residential House Retail Spaces
  - Reisterstown's Main Street features a higher number of retail spaces located in residential houses than comparable Main Streets in relative proximity
- Population summary
  - Over 140,000 potential customers in Reisterstown
  - Majority of the customers are white, greater representation among the African American residential population
- Household income per capita (3 mile radius)
  - Reisterstown: \$40,217



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.

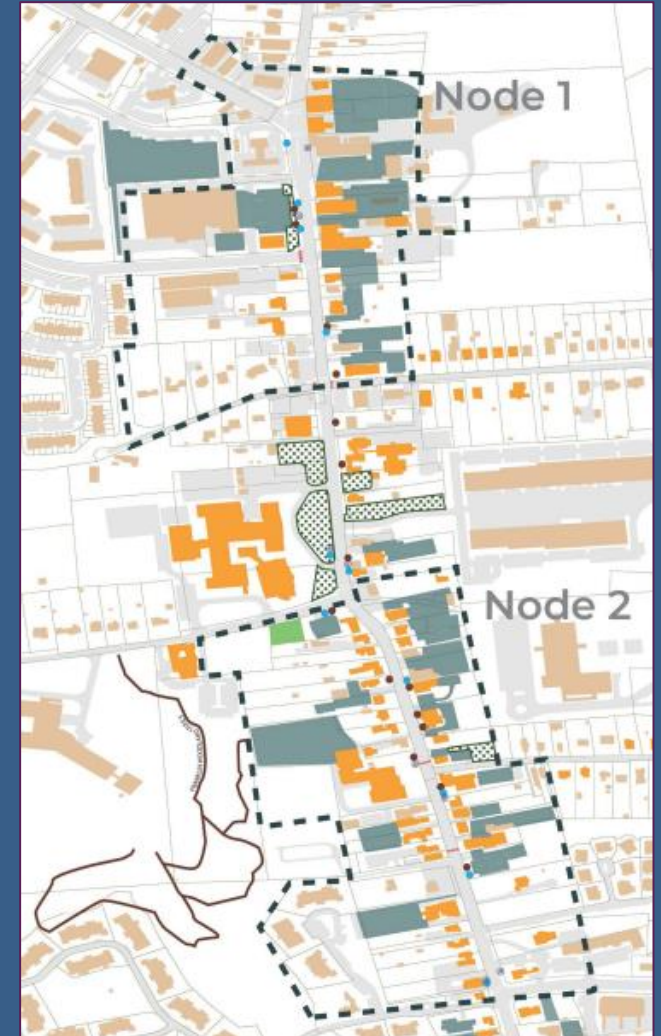
# RETAIL MARKET ANALYSIS: PRELIMINARY NODE RECOMMENDATIONS

## 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 attractions
  - Transition Music on Main to a Porchfest like event



*Main Street Nodes*

# THANK YOU

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