

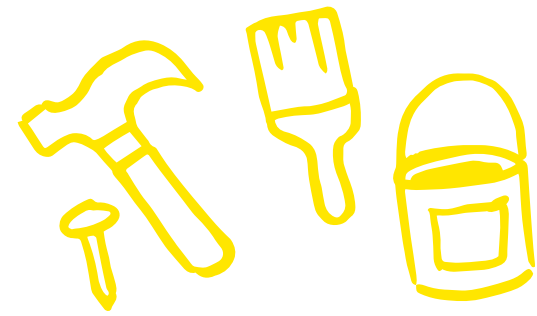
# Reisterstown Main Street

## Design Guidelines



the  
Neighborhood  
DesignCenter





# Design Guidelines





## OVERALL CHARACTER

Reisterstown Main Street has a strong central core with historic buildings, institutions, and distinct character. Since its founding, Reisterstown has been a gathering place for locals and a destination. Established before the Declaration of independence, Reisterstown's history is the history of the United States.

“Founded by German immigrant John Reister in 1758, the Reisterstown Historic District has been listed on the National Register of Historic Places since 1979. Recognizing the need to provide food and lodging for those traveling west from Baltimore, Mr. Reister purchased a 20-acre tract of land known as “Reister’s Desire” on March 2, 1758. There, he built a tavern on the site to provide food, drink and lodging for travelers to and from the City. Other businesses serving travelers soon followed, creating the settlement known as Reister’s Town, and eventually Reisterstown.

In time, Main Street and Reisterstown Road would become one of the first paved roadways in Maryland, a hub of retail activity, and an upscale residential area featuring the first public high school in Baltimore County. Although Main Street still features buildings built nearly 200 years ago, and more “modern” structures built in the 19th and early 20th Centuries, many have fallen into disrepair – mirroring an exodus of productive industry and the amenities that made Reisterstown a welcome home.” (Source: 2020 Draft Design Guidelines, Prepared By The Design Committee Of The Reisterstown Improvement Association Inc.)

The following Design Guidelines are intended to be an aspirational basis for design of new and existing buildings in the district, balancing the rich history of the Town and the needs of a 21st century Main Street.

## District Style

The historic development pattern through Reisterstown Main Street primarily consists of buildings near the road frontage with deep lots behind. 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.

Many businesses and offices along Main Street are located in converted homes, which retain their distinct historic character. Renovations and new construction should be compatible with and complementary to the existing structures along Main Street.

New construction and renovations in the district should align with the established character of Reisterstown by including the following design elements:

- 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 (including gables facing the street, dormers to break up long lengths of roof, and variations in roof styles and face to present a varied look). All buildings are recommended to have a strongly articulated cornice line.
- For buildings with horizontal facades more than 30' long facing or visible from the street, we recommend introducing articulation through roof form, wall offsets, and/or window patterning, to break up long, flat building fronts and to align with the residential scale of the area.
- Front porches, overhangs, and/or front canopies as a prominent architectural element
- Use of durable exterior materials complementary to the context
- Proportionate fenestration that supports a visually appealing walking / shopping experience
- Trim and other architectural detail to add interest as found in other building examples along the corridor
- Use of color to highlight architecture and entrances

When restoring existing older buildings, preserve original details and ornamentation. Expose existing elements and repair when feasible. Preference should be given to the restoration of trim and ornamentation over replacement, when possible, with guidance from remaining pieces or old photos, including resources which remain on file in the Reisterstown Room of the Reisterstown Library.



A thriving, walkable commercial corridor with street benches, lighting, homes reused as businesses, and an overall welcoming and vibrant feel. (200 Block of Reisterstown Road).



Businesses using architectural elements such as overhangs, awnings, lighting and interesting signage to create a visually appealing facade and streetscape. (Existing facades from Reisterstown Road).

## Massing & Street Presence

An opportunity exists to further add to the character of Reisterstown's Main Street with the addition of new buildings and infill construction. The design of these structures should contribute to the charming, walkable, pedestrian-friendly environment desired by Reisterstown. Primary facades and entrances should be oriented to Main Street. Buildings should be sited with setbacks between 10 feet min and 25 feet max (as allowed by zoning requirements and respectful of adjacent properties).

Primary entrances should be visible from the street with well-defined walkways. Where doorways do not face the street, clearly marked, well-maintained, and lit walkways should connect these entrances to the sidewalk.

New buildings should be sited to accommodate parking in the rear of the building unless no other option exists.

New residential structures should not have the same front façade as existing /adjacent structures.

## Massing

To reduce the visual bulk of 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."

**Building base:** Use appropriate placement of Windows, Architectural Details, Canopies, Overhangs, Masonry Strips and Cornice Lines, etc.

**Building Middle** should be made distinct by change in material or color, windows, balconies, step backs, and signage.

**Building Top** should emphasize a distinct profile or outline with elements such as a projecting parapet, cornice, upper level step back, or pitched roof, etc.

## Front Yards

Front yards should include an entrance sequence between the sidewalk and the building including elements such as porches, stoops, etc. Include lighting to clearly display the entry sequence.

Visible signs which identify building addresses shall be visible from the street and sidewalk. (1) Post and Panel sign should be located in the front yard.

To enhance the tree canopy along the corridor, planting of appropriately sized trees in front yards is strongly encouraged. To enhance the appearance of walkways, in-ground landscaping is encouraged in areas not used for circulation.

## Parking Lots, Garages & Service Areas

### Parking Lot Locations

To maintain a contiguous, active pedestrian realm along street fronts, parking should be placed in the rear of buildings whenever possible.

Where parking lots are located adjacent to Main Street, property owners should provide at least 10 feet of landscaping between the lot and roadway. Pull in or back out parking spaces are strongly discouraged on primary travel lanes. They are likewise discouraged in the vicinity of the driveway entrances and exits.

### Landscaping

To reduce the visual impact of parking lots, landscaped areas and screening should complement the overall design and character of development. Refer to the Baltimore County Landscape Manual for guidance. Where there is space, trees should be prioritized for planting due to the minimal right of way available for street tree planting along Main Street.



Successful landscape screening that incorporates evergreen shrubs and perennials to effectively separate the gas station use from the public sidewalk.

1. Where the lot is located between the building and public right-of-way, we recommend the placement of one tree for every five spaces (1:5), planting diamonds 1 per 6-8 spaces and landscaping peninsulas or islands, as aligned with CMDP Landscaping Guidelines.
2. Where the lot is located to the side of the building and partially abuts the public right-of-way, we recommend one tree for every seven spaces (1:7).
3. Where the lot is located behind building and is not visible from the public right-of-way, we recommend one tree for every ten spaces (1:10).
4. Internal planting areas should break up long rows of parking.

### 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. Large-scale (2' x 4' minimum) concrete or masonry planters are encouraged as a way to delineate public sidewalks from private business parking, when located in the front of a lot.



Masonry planters effectively separate the parking lot from the public sidewalk and incorporates a bench.

### Screening Of Parking, Service Areas And Trash

To provide a safe and clearly marked area for deliveries as well as trash service pickup, these areas should be free of traffic and high pedestrian volume so that delivery vehicles may obtain access. Loading areas shall connect to or abut the buildings which they service. Shoulders or rights-of-way should not be used or designated as loading areas.

Dumpsters should be screened by walls, fences, gates and/or plantings and placed on a concrete pad. Loading and service areas should not face any residential district unless no other location is possible.

All service, loading and dumpster areas should be screened by a combination of masonry, wood, or vinyl walls and planting areas. These screening devices should complement the materials used in adjacent architectural styles. Thus, chain link fencing, with or without coating, are generally not to be used in areas visible to pedestrians or commuters.

### Garage Locations- Residential

Garages should be in the rear or on the side of the residence wherever possible. Where improved alleys exist, these alleys shall provide the access to the garage for parking of vehicles.

Garage doors should not dominate street-facing façades, overshadow pedestrian entryways, or inhibit pedestrian access to sidewalks by providing inadequate driveway. When garage doors face the street, they should be set back at least 25 feet from the required sidewalk.

### Building Materials

New construction and renovation in the district should utilize durable materials that align with district character such as brick, wood clapboard or shakestyle cladding, and/or fiber cement composite in the clapboard or shake style. Vinyl siding and trim may be considered and should be limited to specific situations if approved by the design committee and or Baltimore County Landmarks Commission. When vinyl siding is used, we favor the use of styles which contain decorative architectural elements.

Exposed masonry or concrete foundations should be faced with brick or cement parge-coated.

Roofing materials should consist of architectural grade asphalt shingle, composite shingle or slate, or colored, segmented metal roofing. Existing metal roofs should be replaced in-kind and not with asphalt shingle.

## Roof Lines

To maintain and express the neighborhood character, roof lines should present a distinct profile. Recommended are:

- gables facing the street
- main roof form pitches (excludes dormers and porches / overhangs), similar to adjacent buildings
- Variations in roof line and styles to break up the look of uniform construction
- Strong architectural cornice or trim assembly at roof
- The addition of overhangs / awnings / porches as clearly defined entry location. There should be a minimum clearance of at least eight (8) feet between the bottom of the awning and the ground at grade.



Awnings, roofline shape and height changes, architectural detail, and materials break up the continuous facade into storefronts. Image courtesy of NDC.

## Facade Articulation

To provide visual variety along the street façade, buildings should include articulation along the façades facing and visible from public view. Flat, bland walls are strongly discouraged.

Horizontal façades longer than 30 feet should generally be divided into smaller units, consistent with the residential scale. This may be achieved with:

- Distinctive roof forms
- Window Patterns
- Color Differentiations
- Recesses/offsets/massing

Buildings should minimize blank, unattractive walls visible from the street.

## Fenestration

To enhance the scale of a building and delineate stories, windows should comprise approximately 25% of façades facing streets. This same standard should apply to primary facades not facing Main Street, but which are visible from the main road. Glass in windows should be clear and not tinted to maintain sightlines between the business and passersby.

Every effort should be made to preserve original windows. New windows should include visually prominent trim and decorative features such as:

- Arched or bay windows
- Mullions (window grills)
- Awnings
- Flower boxes
- Shutters, sized appropriately and proportionately to the window

In businesses with retail displays, windows should be dressed to showcase the retail offerings and to bring visual interest to the streetscape. In businesses that do not have retail offerings, efforts should be made to create handsome and appealing window displays. Historic images and artistic displays can be coordinated with Reisterstown Main Street to enhance the district character. Windows with no signage or display and blinds drawn during working hours are discouraged.

## Trim and Architectural Detail

To maintain the district feel, buildings should incorporate the use of trim and architectural detailing. Unarticulated facades with no accent material or ornamentation are strongly discouraged.

Encouraged trim and details include:

- Cornice lines
- Rake trim and architectural brackets
- Shutters (appropriately sized)
- Window and door trim
- Porch and railing trim, balustrades, and columns
- Panel trim

To maintain the district feel, buildings should utilize color to enhance buildings. Trim and architectural details should be accentuated with an accent color. Primary doors and entrances should consider the use of a second accent color to draw attention.



A newly constructed building with a strong cornice line, architectural trim detail, a clear base, middle, and top, and use of durable materials.

## Lighting



Gooseneck light fixtures illuminate doors and windows of this storefront, bringing attention to the architecture and detail to the facade. The light fixtures contribute to a feeling of a safe and walkable corridor. Image courtesy of NDC.

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. Minimize light encroachment and glare by shielding and limiting outdoor lighting that is misdirected, excessive, or obtrusive. Whenever possible, choices should be made to install energy-efficient bulbs and fixtures.

The lighting of buildings, landscaping, driveways, signs and other exterior uses of lighting should be designed to minimize the light and glare on adjacent neighborhoods and roadways. Lighting along Main Street should help to encourage pedestrian activity into the evening hours.

Pole-mounted fixtures should not exceed a height of 12 feet, and poles shall not obstruct pedestrian travel or vehicle access. Outdoor lights may exceed 12 feet in height if located on State roads and required by the State Highway Administration or if they are mounted on buildings to illuminate signs or decorative façades. Any lighting placed on decks or balconies should be fully shielded.

Lighting should adhere to levels established by the IESNA (Illuminating Engineering Society of North America)

To minimize the duration of nighttime lighting, motion sensors or automatic cut-off controls are encouraged.

Dark Sky Shades and Dark Sky Shields are encouraged for old existing fixtures to protect the view of the night sky, minimize ground reflection, and reduce light trespass beyond the property line.



## **Design and Compatibility**

Lighting styles of both poles and fixtures shall be of a style compatible with the design and architectural style of the building. Proposed layout and fixture types should be submitted for review to the Reisterstown Improvement Association Inc. with the building design package.

Lighting should contribute to the commercial feel of the district, illuminating entrances, signs, and entry paths.

String lights or other types of lights should be considered for gathering spaces and outdoor seating.

## **Improper Lighting**

All lighting in the corridor must meet standards set out in the Baltimore County Landcape Manual. Additionally, 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

Holiday decorations, construction or emergency lighting, or additional lighting needed for highway safety, and state approved traffic control devices are exempt from these

## **Signage**

Signs offer passers-by a way to understand and learn about business offers, hours, and contact information. They can be placed in front yards as freestanding elements, placed flat on buildings, or project from buildings. The Baltimore County Code sets forth minimum requirements for sign placement and dimensions. Beyond these restrictions, these Guidelines are intended to provide for coherent sign designs which promote Main Street merchants and the community as a whole.

Signage should be sized, designed, and placed to complement the building's architecture and complement neighboring context. It should not project above roofs and parapets, nor cover architectural details. Signs should be constructed from durable materials, and designed in a style and with colors that complement the overall look of the property and community context.

For sign regulations in all zoning districts, see Section 450 of the Baltimore County Zoning Regulations and the Table of Sign Regulations.

## **Size And Shape**

Signs within the Main Street corridor should be scaled and oriented to relate to pedestrians, as well as passing motorists.

Unless otherwise provided herein, no sign should measure more than thirty (30) square feet, exclusive of permitted support materials.

## **Construction**

Signs shall be framed, constructed, and erected so as to compliment the overall appearance of the building and site as well as the overall appearance of the sign. They should be structurally sound, well maintained, and placed in locations that do not pose a threat to pedestrian or vehicle access.

Visible frames or supports for free-standing or projecting signs should be in scale with the size and character of the building and designed either as a key element of the sign or minimized so as not to detract from the sign.

## **Sign Plans**

The design of buildings and sites should identify locations, types, and sizes for future signs.

Multi-tenant buildings and those which could be multi-tenant buildings should devise a sign plan depicting the method of signage and area allowances for both the building as a whole and for individual tenants. Leases should require tenants to comply with clear specifications outlined in the plan and to install signs which fit the architectural character, proportions, and details of the development.

## **Sign Approval Process**

In the Reisterstown Historic District and/or on designated historic buildings on the National Register of Historic Buildings or designated by the Baltimore County Landmarks Commission, the Chief of Historic Preservation will review including information submitted by applicants administratively. This included historic images of the subject property (when available) that document previous sign installation or design, and renderings or images of the site showing the proposed sign to scale and in context, the grounds for any requested variance from these Guidelines or other County requirements, along with supporting documents and information regarding community approval, and any other information which Baltimore County requires prior to the issuance of sign permits.

Proposed building plans should include a signage package for review by the Reisterstown Improvement Association Inc. Design Committee.

## **Specific Types Of Signs**

There are many types of signs which, if used properly, will enhance the image of each business and of the community at large. To avoid sign pollution, a building should display no more than three of the sign types listed below, with free-standing post and panel signs encouraged for all properties along Main Street.

### Awning Signs

Any portion of an awning containing advertising copy shall be treated as a wall or building sign and should be included in the overall area calculations for such signs. Imagery or graphics that add to the character of the district and speak to the business should not be considered in the area calculations for the sign. Text and space between letters and words should be considered when calculating area.

Signs may be attached flat against awnings made of rigid materials and should not project above the awning.

Awnings of nonrigid materials (e.g. canvas) should have signs only appliquéd or painted on them, the size of which shall not exceed twenty-five (25) percent of the area of the awning.

### Projecting Signs

Projecting signs mount on the face of a building and project toward the street. The projection makes these signs noticeable to pedestrians passing by on the sidewalk. They are not recommended as the primary sign for a business or building, but are strongly encouraged as a secondary type of sign.



Projecting signs with decorative brackets and creative shapes bring pops of color and whimsy to the street.



Awning signs bring visual interest, color, and texture to the streetscape.

Projecting signs are mounted on the face of buildings with brackets or other hardware\*, which can be used to creatively express the business' identity and add to the character of the corridor. The body of projecting signs can take a variety of shapes including squares, rectangles, circles, or custom cut-out of logos and other designs. Creative design of projecting signs that add whimsy and character to Reisterstown's Main Street are strongly encouraged.

Projecting signs shall be treated as building signs and shall be included in the overall area calculations for building signs.

The two sides of a projecting sign should be parallel back to back and should generally not exceed nine (9) square feet in area. These signs should not project into a vehicle route or public way.

Buildings on corner lots may have one projecting sign facing each street. The size of the lettering and graphics on a projecting sign should be appropriate for viewing by pedestrians.

\*Suspended signs, wall signs mounted to chains or hung from architectural elements are considered a type of projecting sign.

## Wall Signs

Wall signs are mounted directly to the face of a building or an element of the building such as a porch overhang. Placement of wall signs should consider the architecture of the building and be located in areas that are visually appealing and enhance the character of Main Street. Wall signs can be framed to bring more architectural detail and interest to the sign.

Lighting wall signs with contemporary fixtures such as gooseneck lights is recommended to contribute to the feel of the commercial district.

The size and location of wall signs shall be reviewed in terms of their relationship to the building entry, height of fascia, and/or size of wall where the sign is to be installed, the relationship to other signs on a building, and visibility from the street, sidewalk, and/or parking lot.

Wall signs should not exceed one (1) square foot in area for each linear foot of building frontage.



Wall signs in different shapes and sizes to complement the building architecture.



## Window Graphics

Window graphics are an opportunity to reinforce a business' identity or brand and advertise hours of operation or services offered. Permanent window graphics should be used with care, so as not to clutter windows and reduce sightlines into the business.

Temporary window displays are a great way to add visual interest for passersby and to liven up windows that do not have permanent displays associated with them.

Window graphics not associated with holiday displays or temporary programming in collaboration with Reisterstown Main Street should not cover more than 25% of window area, in order to maintain open sightlines to the business from the sidewalk.



Small window graphics effectively tell the business' story and enhance the storefront window display.

## Individual Letters

Individual letters or numbers can be affixed to a sign body or directly to a building. In both cases, the letters give depth and dimension to the facade. Individual letters can be considered as a way to add a sign to existing architectural elements and bring attention to them.

Individual letters should be made of durable materials like metal or plastic and can be externally lit, internally lit, or un-lit.

## Painted Sign

Business names, graphics, and murals can be painted directly on the face of building. When choosing materials, high-quality, durable paints should be chosen and surfaces properly prepared. Painted signs contribute to the artistic atmosphere of the Main Street corridor and add pops of color.

Painted signs should not exceed one (1) square foot in area for each linear foot of building frontage. Murals and graphics should enhance and not overwhelm the architecture of the building and character of the district. Review of the size of murals and graphics will be in relation to the building itself and the adjacent structures. A building or zoning use permit is required for a mural if advertising a business.



Painted signs add texture to building facades and visual interest.



## Free-Standing Signs

All new or replacement free-standing signs should be consistent with the architectural character of the site and building, including at least one of the primary materials, colors, or design elements of the associated structure.

To fit within the Main Street context, freestanding signs should be post and panel style signs, with post tops (ex- finials, acorns post tops, pyramid caps, etc). Panels should fit between posts and overlapping of panel of post is highly discouraged. Panels can have a shape to the top (ex- curved, pointed, or based on a broken pediment form) and should end above the ground, with a minimum of 12 inches between ground and bottom of panel. Free-standing post and panel signs should not exceed 25 square feet on either side, for a total of 50 square feet.

## Directory Signs

Directory signs may be provided to identify individual business occupants of the same building or building complex. As much as possible, these signs should be designed to enhance the existing character of the district and the architecture of the building. Pylon signs are discouraged for this type of information display.



Freestanding signs with distinct shapes and post caps



The following signs are strongly discouraged along Main Street:

- Internally illuminated signs (box signs)
- Temporary or portable signs with changeable letters and numbers;
- Portable trailer signs with changeable text panels
- Inflatable signs, kites or other
- unattended flying devices
- Digital/electronic signs
- Revolving or kinetic signs
- Pole-mounted signs
- Roof signs
- Pylon signs

## Conclusion

These Guidelines are meant to convey the intent of the Reisterstown community's vision for Main Street. They seek an attractive, vibrant, and walkable district. The foundation of a successful district is built on the historic character of Main Street. To grow into the future, Reisterstown has an opportunity to weave new businesses, people, and even more arts and culture into the existing fabric.

# Guidelines in Action

## Reister's Daughter

### Goals:

#### 1. Activate the outdoor space

- outdoor seating invigorates underutilized space facing the street
- a mural on the existing paving delineates the seating / gathering space
- fox print asphalt art highlight businesses easily accessed from the Franklin Woodland Trail

#### 2. Highlight the building entrance

- front door and trim repainted a more prominent accent color while nonused doors are painted a neutral color

#### 3. Add greenery

- planting beds with colorful perennials at the perimeter of the site add color and softness
- whimsical sculptures draw attention to directory signs

#### 4. Enhance the existing architecture

- planted window boxes add visual interest
- shutters (repaired), dormer and trim on low building painted an accent color
- restored windows painted black & roof on main building matches low building standing seam metal
- awnings bring attention to display windows for passersby



## William Auto Service

### Goals:

#### 1. Screen parking lot

- asphalt art highlights public sidewalk
- large-scale concrete planters with mosaic to match existing in the area physically separate parking lot from public space

#### 2. Highlight the building entrance

- replacement awning over the door is at a more human scale, highlighting the entry

#### 3. Update signage

- signage clutter removed from windows
- primary business sign moved over entry door, a retro style sign in a brighter color palette adds appeal
- business sign is lit with gooseneck fixtures
- faux neon in the window advertises services

#### 4. Enhance the existing architecture

- existing roof trim painted in an accent color
- in windows that are mostly closed with blinds, a historic image of Reisterstown speaks to the history of the area
- primary entry door and trim painted an accent color



# Guidelines in Action

## Chill Snowballs & Ice Cream

### Goals:

#### 1. Increase walkability on Main Street

- driveway access onto Main Street removed
- curb and sidewalk across the front of the lot restored

#### 2. Activate the former drive aisle

- outdoor seating in space facing the street added
- concrete planters with mosaic detail separate the public walkway from the space for customers
- asphalt art acts as a “rug” and defines outdoor rooms
- cafe table seating offers a place to meet neighbors and watch passersby
- fox print asphalt art highlights businesses easily accessed from the Franklin Woodland Trail

#### 3. Add greenery

- tree in the front yard increases the corridors tree canopy

#### 4. Update business signage

- projecting sign at the front of the business will advertise to pedestrians
- a post and panel freestanding sign replaces existing front yard pylon



# Guidelines in Action

## Former Thrifty's

### Goals:

#### 1. Enhance the existing architecture

- stronger roof trim profile
- awning at front door
- windows with mullion details add visual interest and texture to the facade
- wood wall panel with texture in an accent color adds visual interest
- mosaic planters positioned as window boxes add a pop of accent color and an opportunity for more color and greenery

#### 2. Update business signage

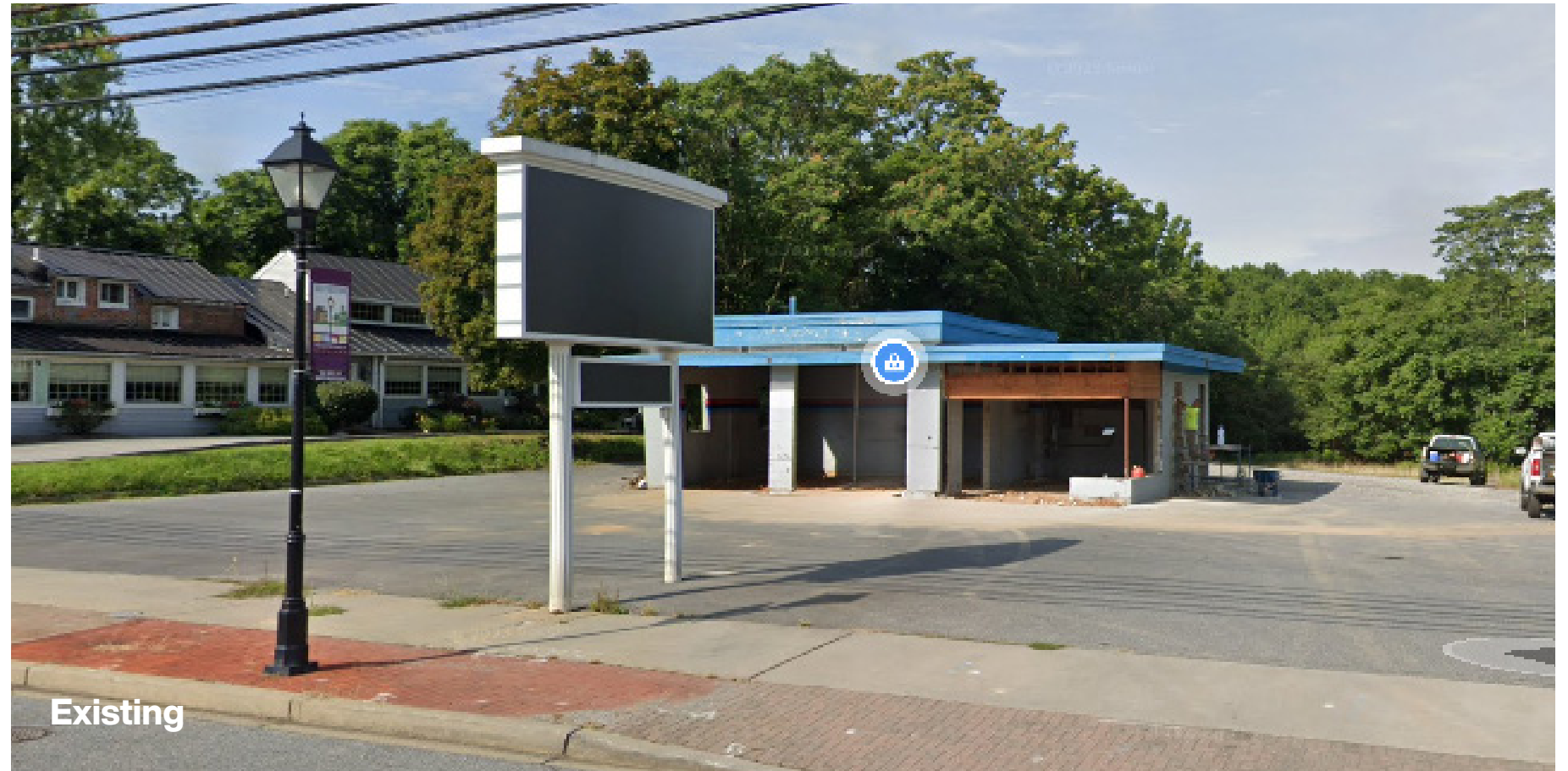
- projecting sign at front
- new post and panel sign at a smaller size fits the neighborhood character

#### 3. Screen parking lot

- strong planting bed added between sidewalk and front parking lot, buffer at perimeter of lot
- landscape buffer planted between curb and sidewalk
- trees added at rear of lot to increase canopy

#### 4. Prioritize pedestrians

- apron reduced to minimize curbcuts





# 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:**

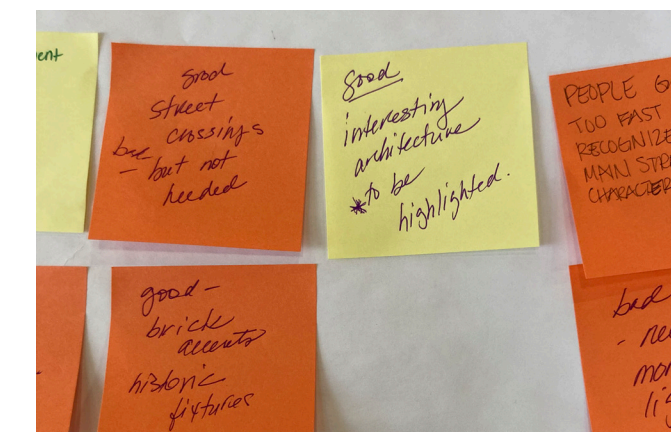
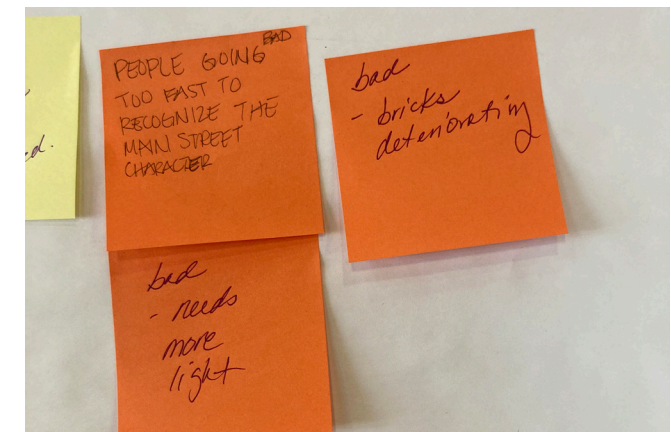
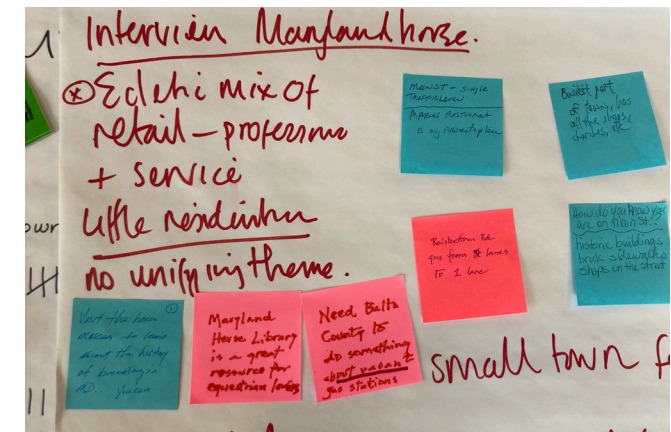
- Post office is within walking distance
- Trail behind the library [Franklin Woodlands Trail]
- Old buildings
- Reisterstown Branch of the Baltimore County Public Library
- Music on Main Street
- Small town feel

**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:** tracie & 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:

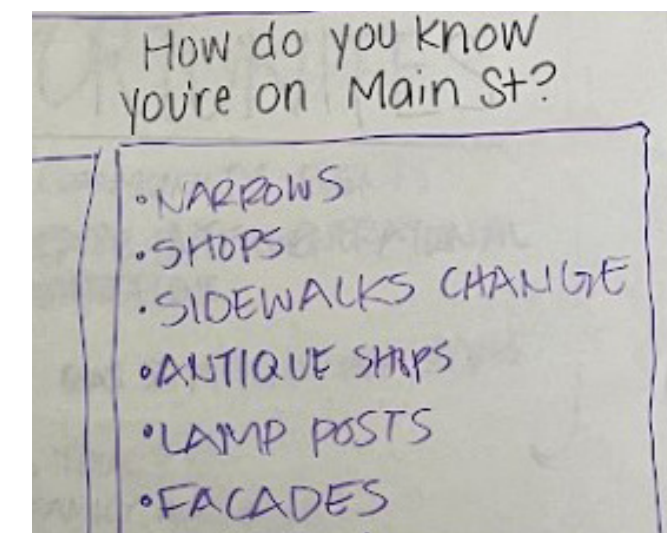
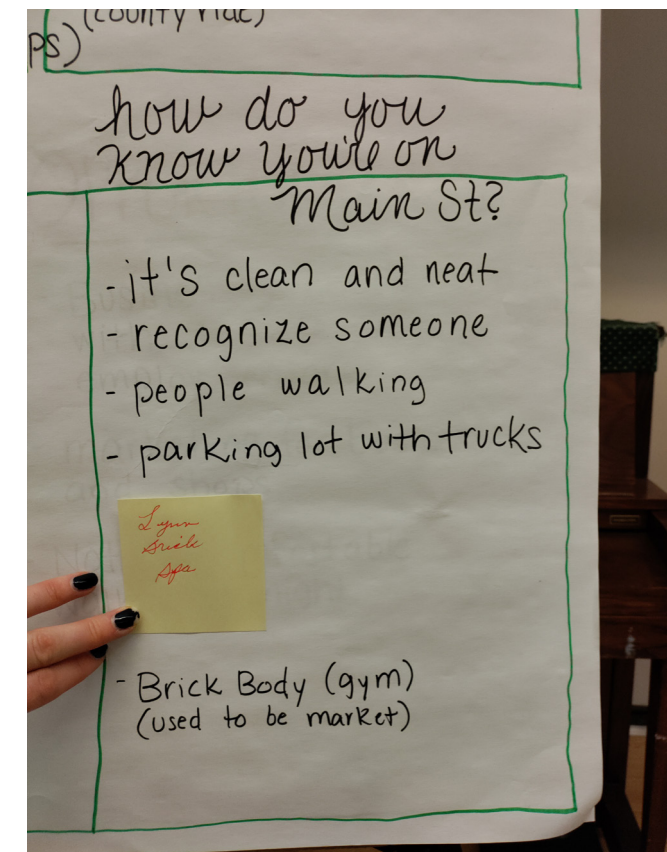
- Historic quality
- Community events
- Parks (Hannah More)

#### 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 Reisterstown.....	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

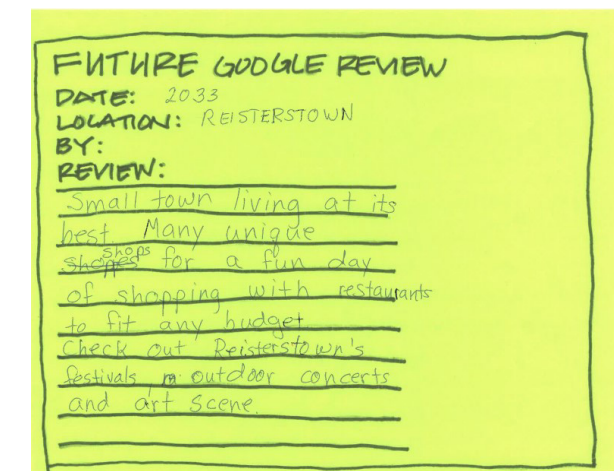
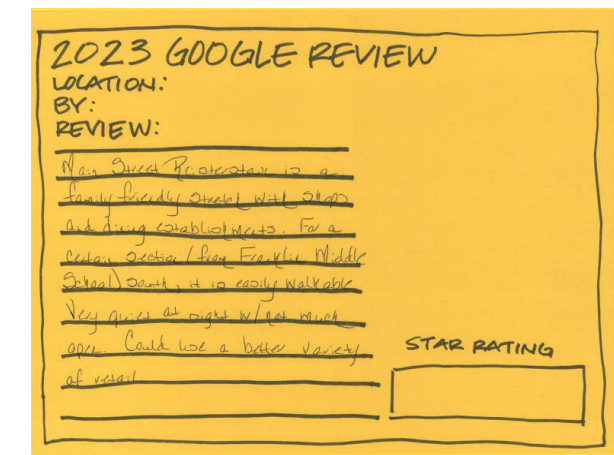
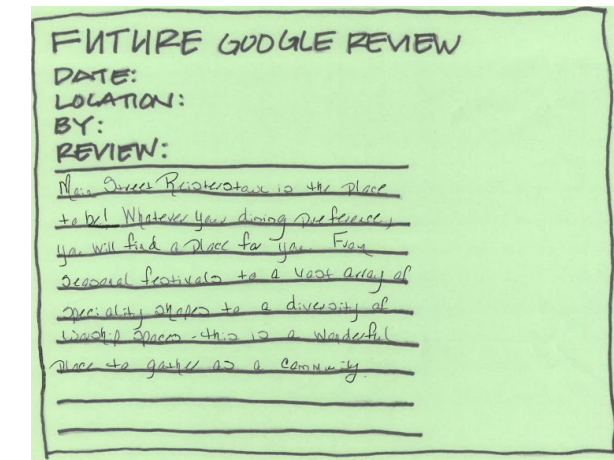
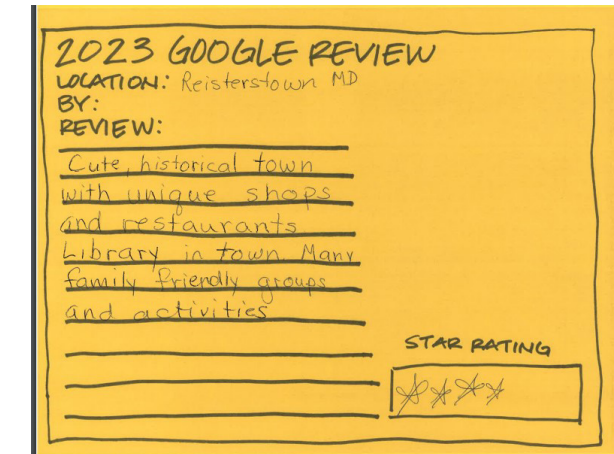
### FAVORITE PLACES:

- 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 through, clear bike lanes

Cons: Safety, not really the priority of Main St

#### Alternative Route

Pros: safer

Cons: visually unappealing, drainage issues

### 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?

Include temporary installations - partner w/ Middleburg Heights

Have the artists paint or decorate the fire hydrants

Use the space for temporary art

Buffalo Soldiers mural on the Reister's Daughter

Use to site a mural

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

your artful ideas for Reisterstown? Who can get involved

include temporary installations - partner w/ Middleburg Heights

Have the artists paint or decorate the fire hydrants

Make space for upcoming artists

Buffalo Soldiers mural on the Reister's Daughter

more green space on main st, in south district

Cultural culture

Need restaurants - bars - coordination of already existing art activities

Thoughts Here

YES TO LARGE PANELS + OPEN SPACE NEAR BUS STOPS

NEED MORE STREET TREES!

Splash Pad by The Cow

Artful ideas

we have the list





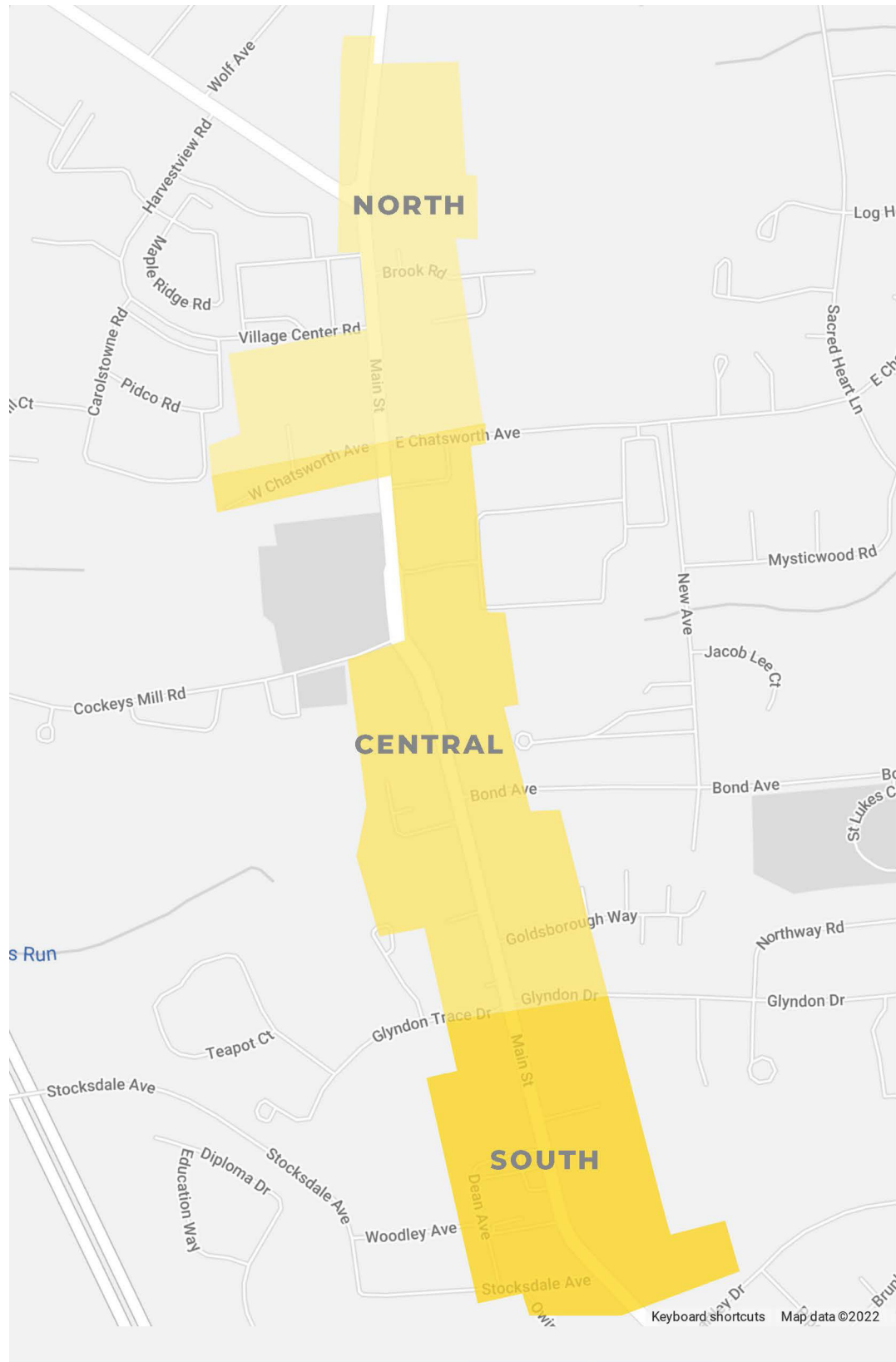
# Retail Market Analysis

REISTERSTOWN MAIN STREET

# Retail Market Assessment + Vision

MAY 2023



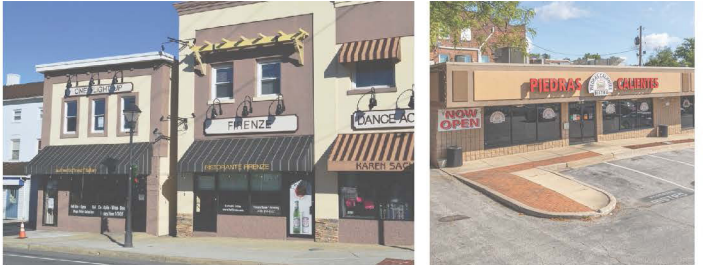


INTRODUCTION

# 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.



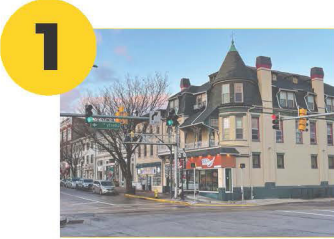
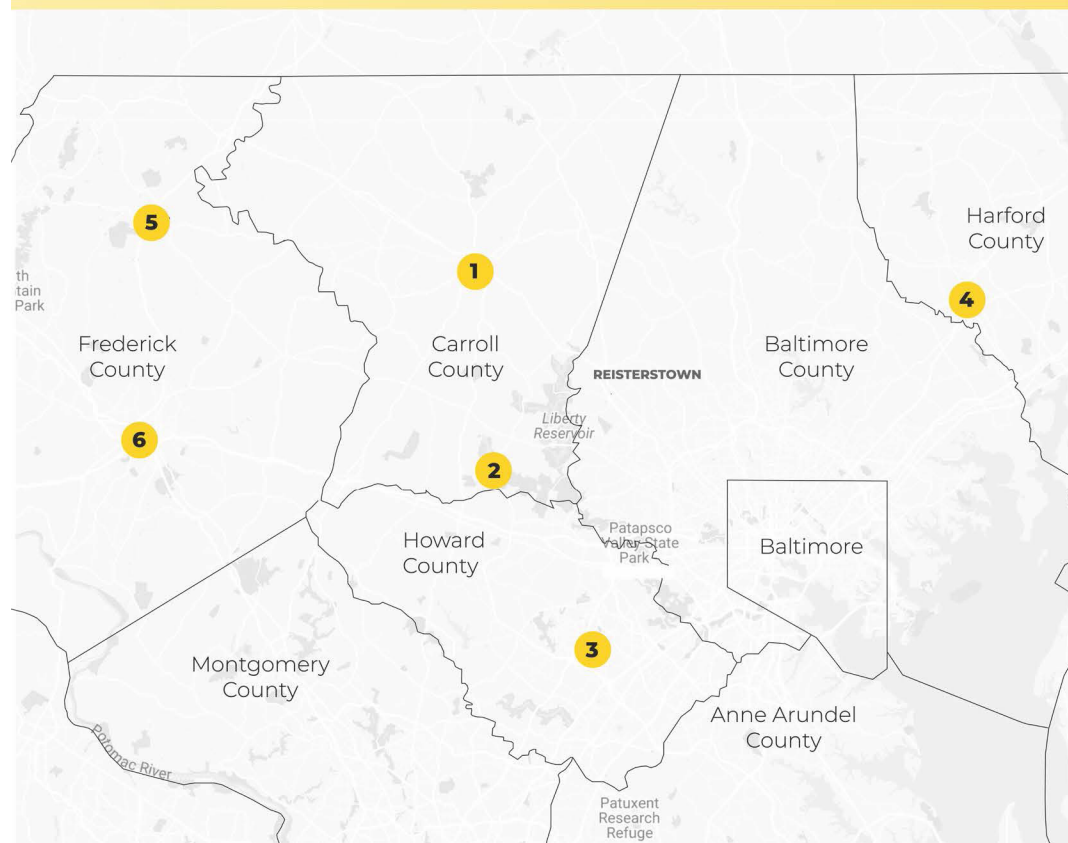
The SOUTH DISTRICT begins at Glyndon Drive and encompasses Glyndon to Woodley Avenues. The southern district is defined by the increased frequency of some of the oldest single family houses, many of which are occupied by multiple main street businesses. However, in this district, retail occupancy is 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.

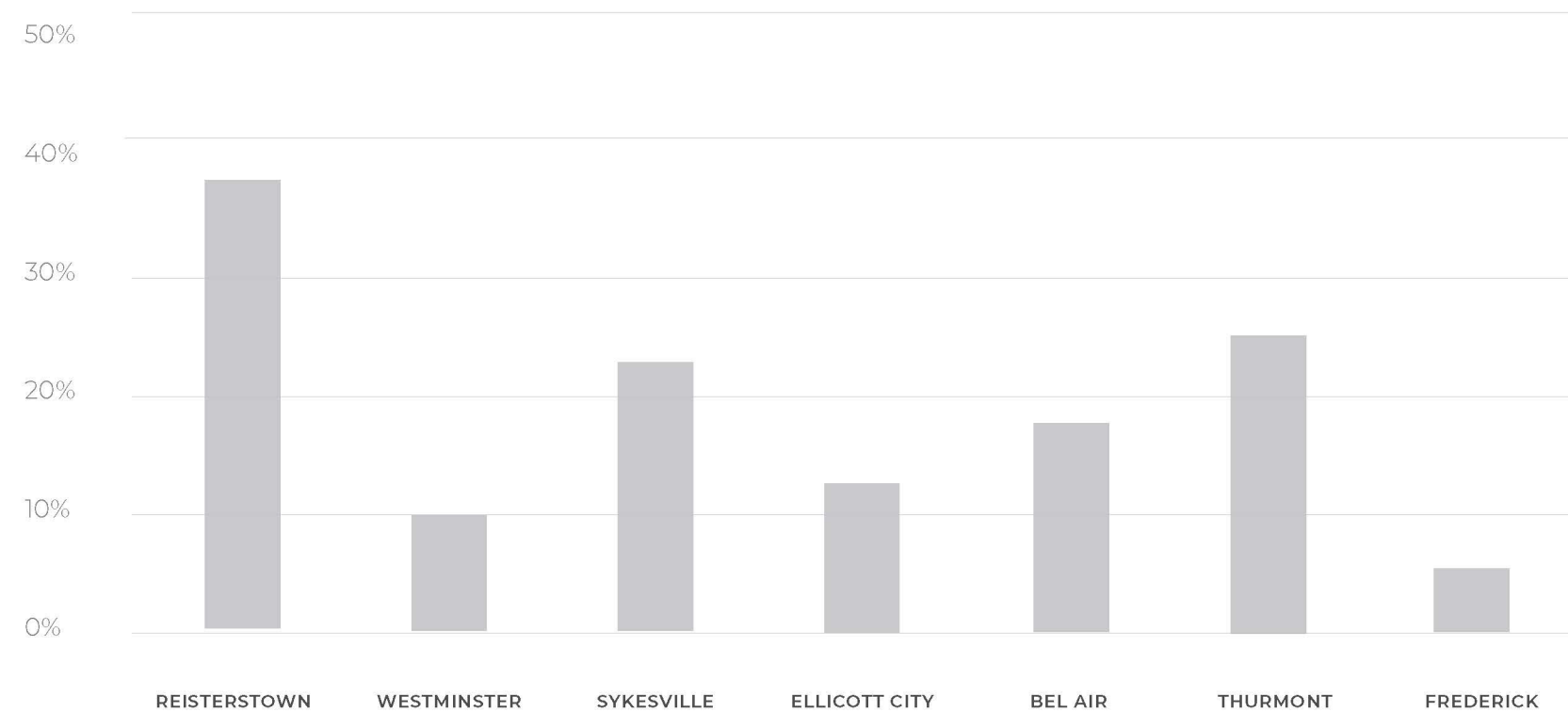


**6** FREDERICK MAIN STREET (51 Miles Away)

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)



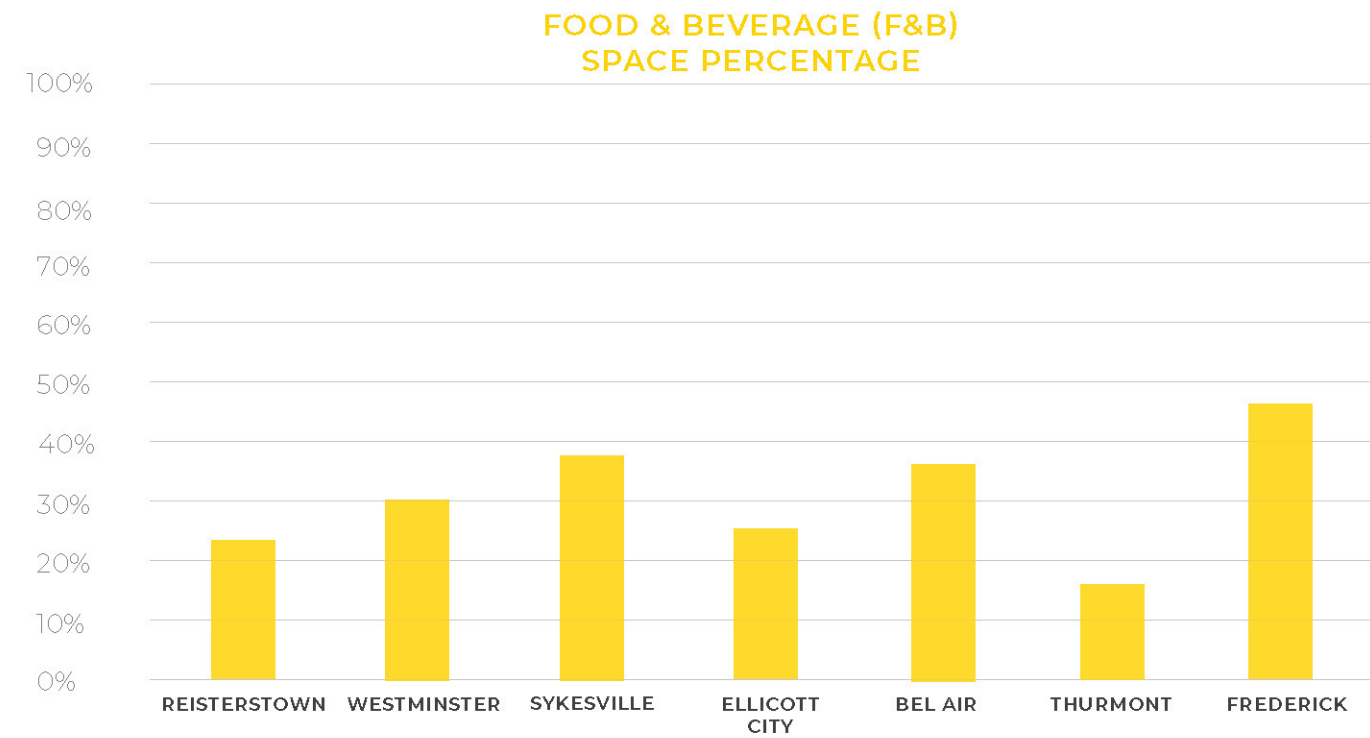
# Residential House Retail Spaces

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)

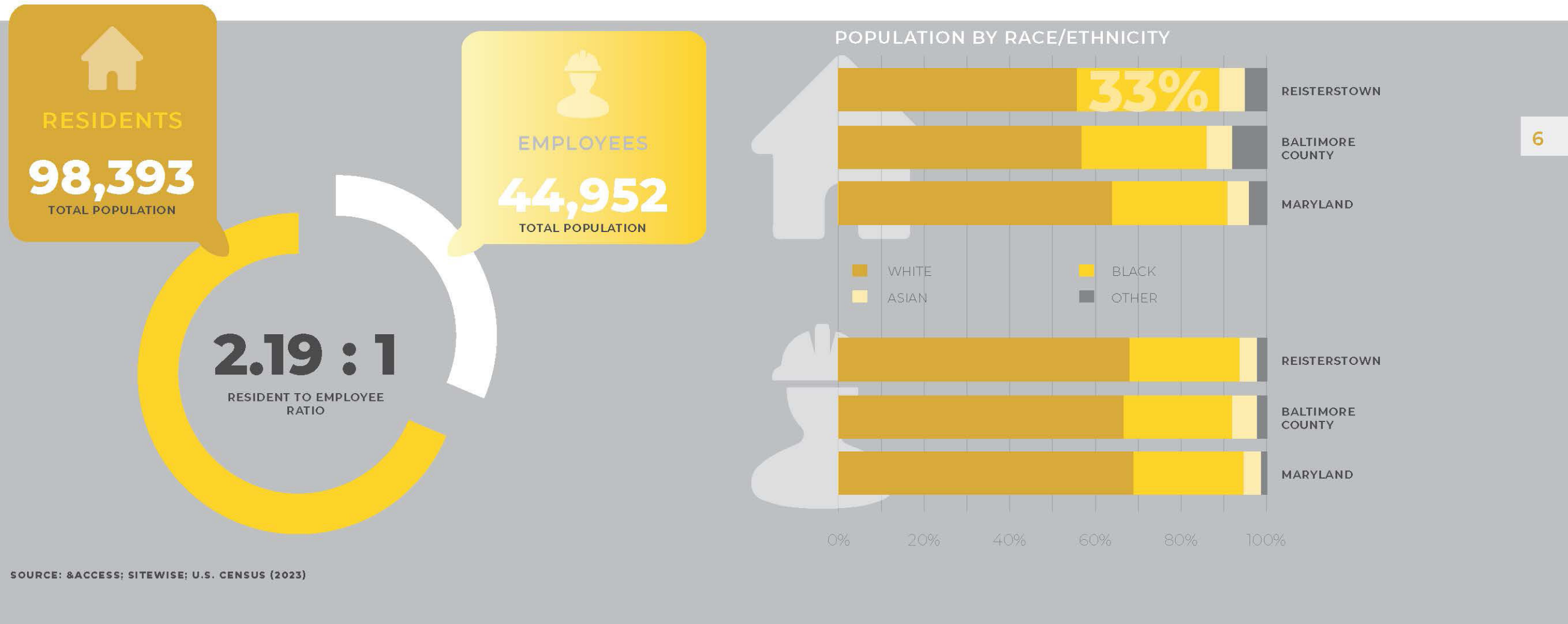


**53%**

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.



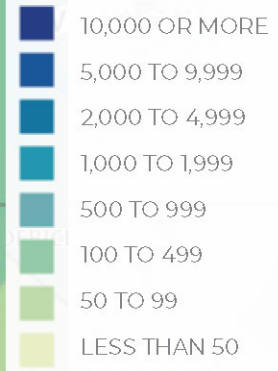
DEMOGRAPHIC + EXPENDITURE ANALYSIS

# POPULATION DENSITY

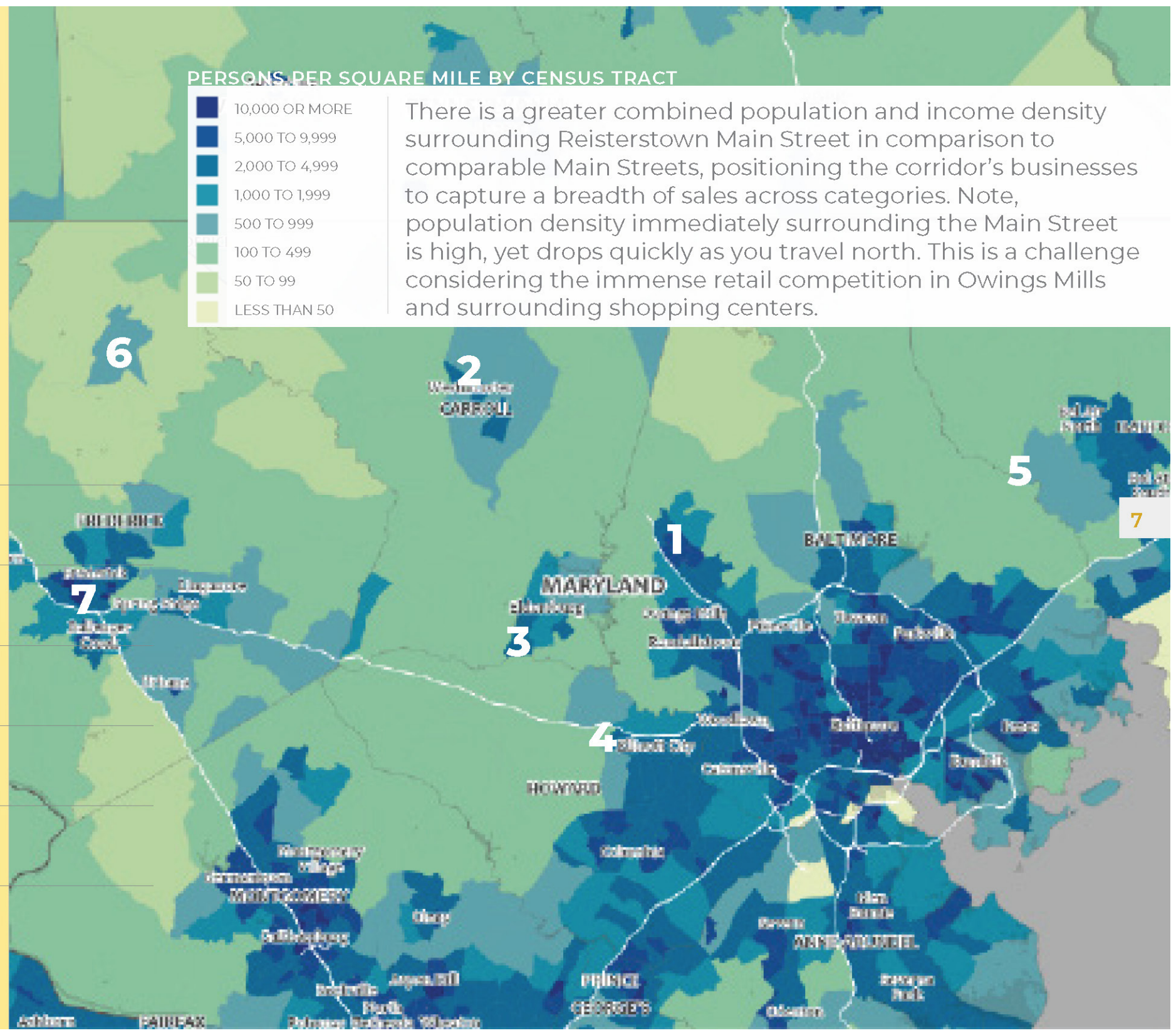
	HOUSEHOLD INCOME PER CAPITA (3 MILE RADIUS)
<b>1</b> REISTERSTOWN MAIN STREET	<b>\$40,217</b>
<b>2</b> WESTMINSTER MAIN STREET	<b>\$36,141</b>
<b>3</b> SYKESVILLE MAIN STREET	<b>\$49,347</b>
<b>4</b> ELLICOTT CITY MAIN STREET	<b>\$55,152</b>
<b>5</b> BEL AIR MAIN STREET	<b>\$44,942</b>
<b>6</b> THURMONT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

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

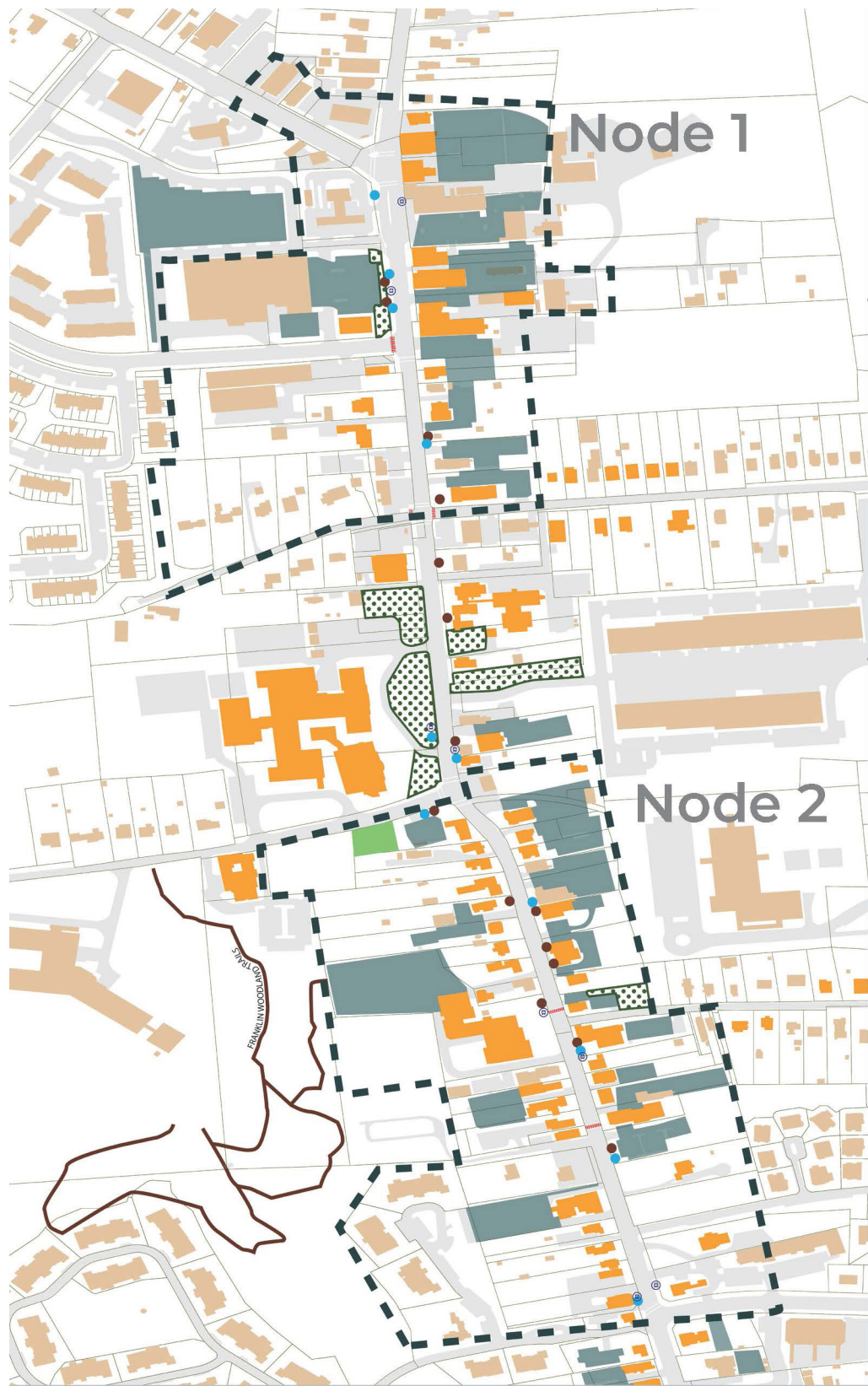
PERSONS PER SQUARE MILE BY CENSUS TRACT



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.