

# PLACEMAKING ON REISTERSTOWN MAIN STREET

Connecting people, history, & place  
through projects that strengthen  
the Main Street district.

## 2026

Prepared for  
Baltimore County Department  
of Planning  
Placemaking Map Initiative

Prepared by  
Reisterstown Main Street  
(RIA)



# **Placemaking in Reisterstown**



## **Milestones Timeline**



## **Ongoing Placemaking**



## **Community Stewardship & Engagement**



## **Economic Impact & Small Business Support**



## **Placemaking by the Numbers**



## **Looking Ahead**



# Strengthening Main Street Through Placemaking

Reisterstown Main Street works to strengthen the historic district through community programming, historic preservation, public art, and creative placemaking initiatives. Through partnerships, volunteer engagement, and local leadership, these efforts activate public spaces, celebrate local history, support small businesses, and create opportunities for residents and visitors to gather along Main Street. As the only currently designated Main Street Maryland community in Baltimore County, Reisterstown Main Street works to strengthen the historic corridor through preservation, creative placemaking, and community-driven programming.

Together, these initiatives highlight how placemaking can strengthen community identity, enhance the vitality of the historic district, and create a welcoming sense of place for those who live, work, and visit Reisterstown.

## Why This Work Matters

Reisterstown Main Street reflects the idea that strong communities grow from places where people gather and connect. Through preservation, public art, and community programming, the organization works to strengthen the Main Street district.

## Opportunity for Our Community

Reisterstown's historic Main Street brings together residents, visitors, businesses, and community organizations through spaces that encourage exploration, creativity, and pride, helping keep the district welcoming year-round.

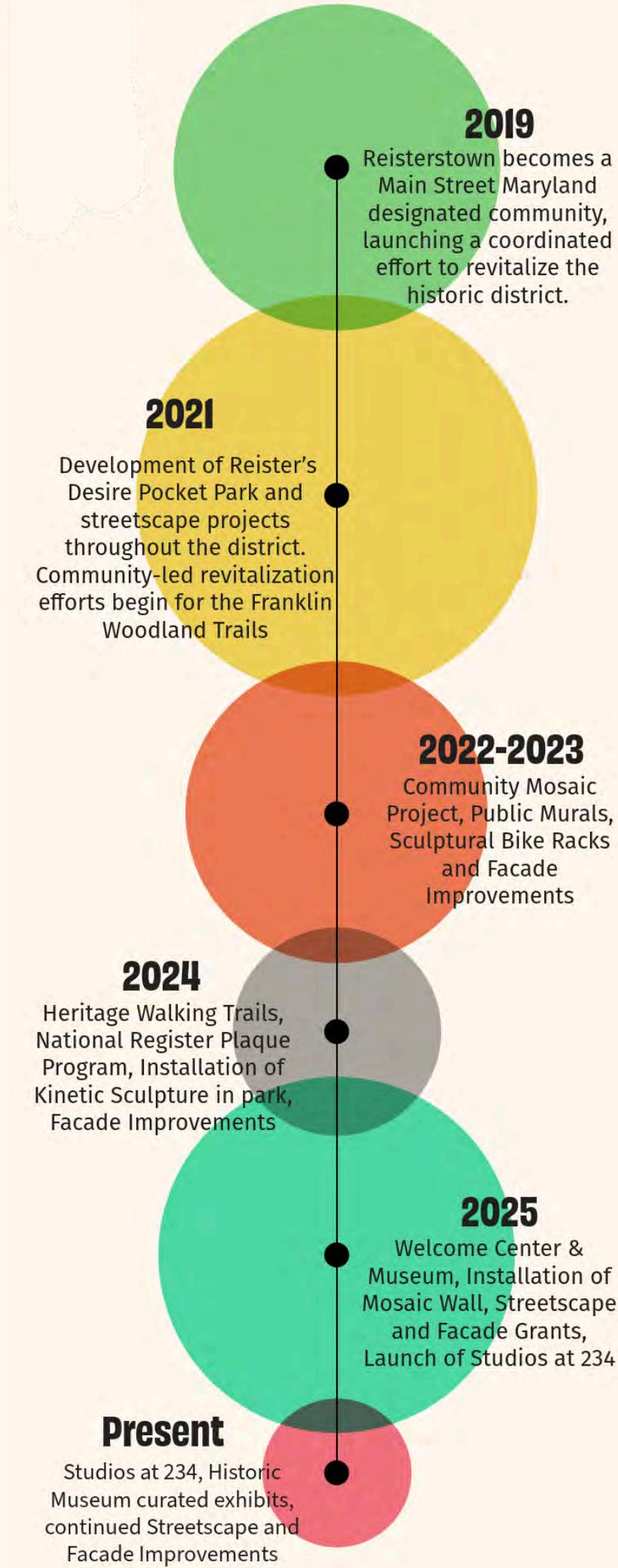
## What This Looks Like

These projects represent a range of placemaking initiatives that highlight history, public art, community events, and revitalization efforts, helping create a Main Street where people gather, learn, and celebrate the community.

## How We Make It Happen

Reisterstown Main Street works with volunteers, artists, businesses, and community partners to activate public spaces, highlight local history, and invite people to explore the Main Street district.

# PLACEMAKING MILESTONES



# Historic Identity & Storytelling

Projects that highlight the history and character of the district.

## Reisterstown Heritage Walking Trail

The Reisterstown Heritage Walking Trail highlights historic landmarks throughout the Main Street district through a series of interpretive markers placed along the corridor. The trail encourages residents and visitors to explore the history of Reisterstown while walking through the historic district and discovering local businesses. By connecting storytelling with place, the project strengthens the identity and walkability of Main Street.

**Historic Main Street**  
Reisterstown, MD  
2024 – Present



[www.reisterstown.com/heritage-trails/](http://www.reisterstown.com/heritage-trails/)

## Lessons Learned

Historic interpretation projects are most successful when they are easy to access and integrated into the streetscape, encouraging people to slow down, explore & engage with the history around them.

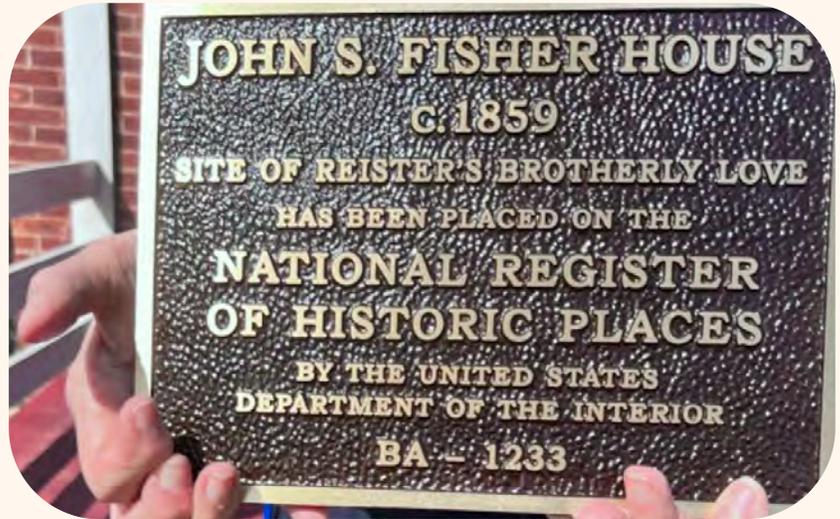
# Historic Identity & Storytelling

Projects that highlight the history and character of the district.

## National Register Plaque Program

The Reisterstown National Register Plaque Program recognizes historic buildings throughout the Main Street district by installing plaques that highlight their historical significance. The plaques identify contributing structures within the Reisterstown Historic District, which was added to the National Register of Historic Places in 1979.

**Historic Main Street**  
Reisterstown, MD  
2019 – Present



[www.reisterstown.com/ria-national-register-plaque-program/](http://www.reisterstown.com/ria-national-register-plaque-program/)

## Lessons Learned

Historic recognition programs benefit from collaboration with property owners and local historians. Public plaque unveiling and storytelling events help increase awareness of the buildings & interest in local history.

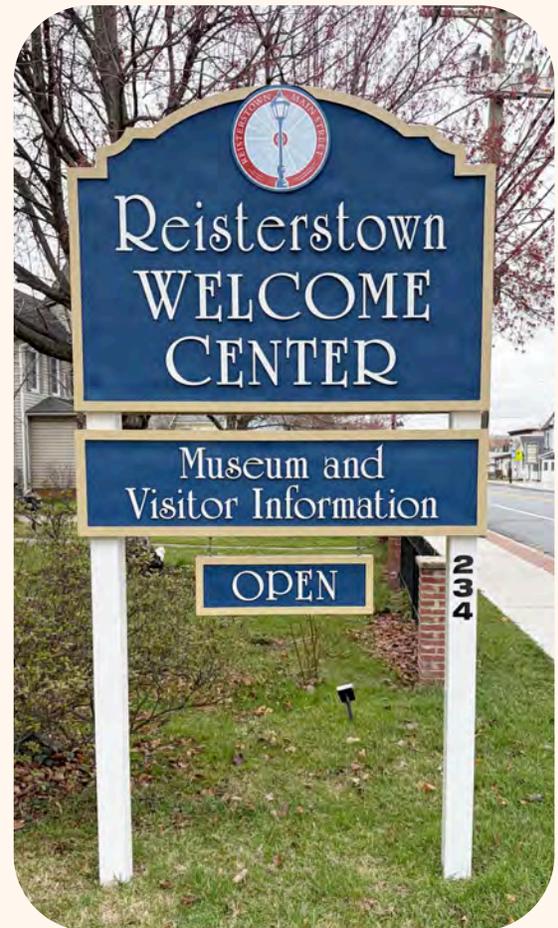
# Historic Identity & Storytelling

Projects that highlight the history and character of the district.

## Reisterstown Main Street Welcome Center & Museum

The Reisterstown Main Street Welcome Center & Museum serves as a gateway for visitors exploring the historic district. The space provides visitor information, rotating exhibits on local history, and connections to the town's trails, public art, and businesses. By combining tourism, storytelling, and community programming in one location, the Welcome Center helps strengthen the identity of Main Street.

**234 Main Street**  
Reisterstown, MD  
2024 – Present



[www.reisterstown.com/welcome-center-museum](http://www.reisterstown.com/welcome-center-museum)

### Lessons Learned

Small visitor spaces can have a large impact when they serve multiple purposes and provide a central point where people can learn about the community & explore the district.

# Creative Placemaking

Projects that bring art and creativity into public spaces.

## Studios at 234

Studios at 234 provides shared creative workspace for artists within the Main Street Welcome Center building. The program supports local artists while bringing creative activity into the historic district, allowing visitors to experience art being made while exploring Main Street. The studios help activate the building as a creative hub while supporting the local arts community.

**234 Main Street**  
Reisterstown, MD

2025 – Present



[www.reisterstown.com/studios-at-234](http://www.reisterstown.com/studios-at-234)

## Lessons Learned

Creative workspaces can bring new energy to historic districts by providing opportunities for artists to work, collaborate & connect with the public.

# Creative Placemaking

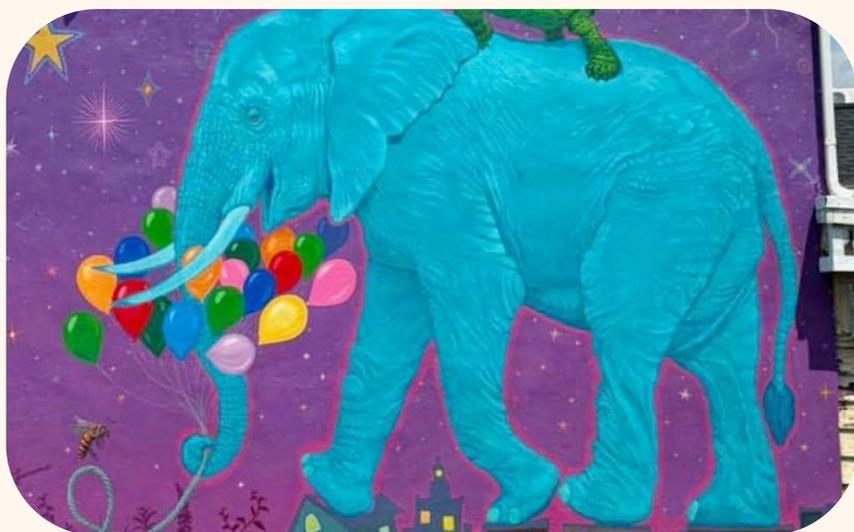
Projects that bring art and creativity into public spaces.

## Main Street Art Trail

Public art installations throughout the Main Street district bring color, creativity, and visual interest to everyday spaces. Working with artists and property owners, murals, mosaics and sculptural art pieces have been added to buildings and public areas, helping transform overlooked spaces into recognizable community landmarks.

**Main Street Corridor**  
Reisterstown, MD

2021 – Present



[www.reisterstown.com/art-trail](http://www.reisterstown.com/art-trail)

## Lessons Learned

Public art projects are most successful when they reflect the character of the town and involve collaboration between artists, property owners & the community.

# Creative Placemaking

Projects that bring art and creativity into public spaces.

## Community Mosaic Planters Project

The Reisterstown Community Mosaic Planter Project invited residents to donate materials and volunteer their time to create colorful mosaic planters, transforming ordinary streetscape elements into community-built public art that strengthens the identity of Main Street.

**Main Street Corridor**  
Reisterstown, MD

2021 – Present



[www.reisterstown.com/art-trail](http://www.reisterstown.com/art-trail)

## Lessons Learned

Hands on community projects create stronger connections between residents & public spaces, helping streetscape improvements reflect the community identity.

# Nature & Outdoor Placemaking

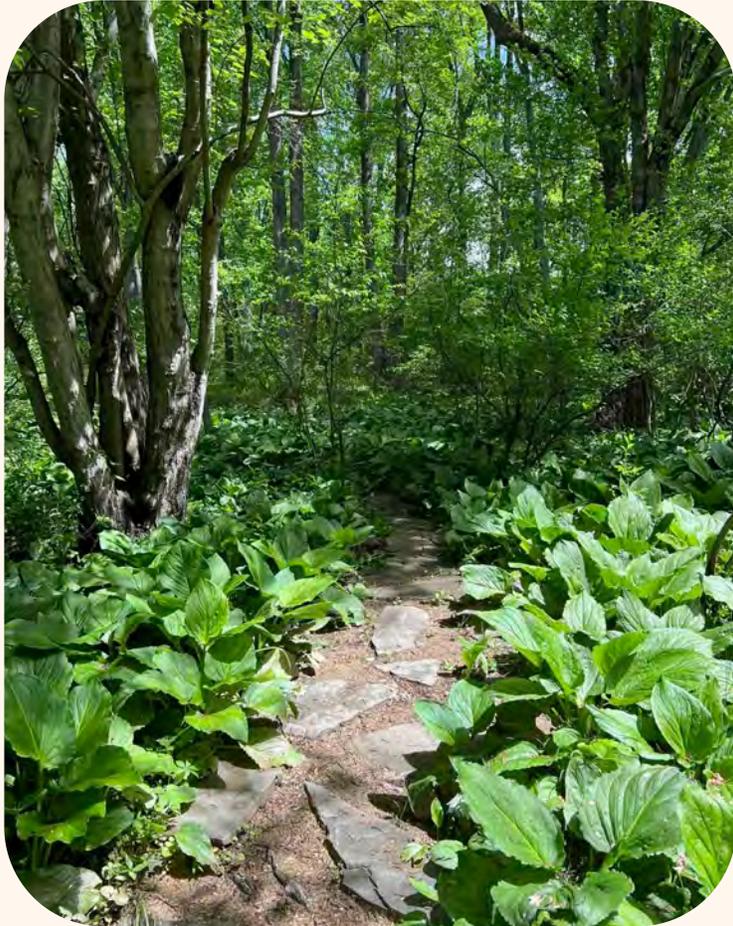
Connecting Main Street with outdoor recreation & natural spaces.

## Franklin Woodland Trails Revitalization

The Franklin Woodland Trails are a wooded trail system located just behind Main Street in Reisterstown. The Main Street program works with volunteers and community partners to restore and care for the trails, creating a space for recreation, exploration, and environmental awareness. These efforts help reconnect residents with one of the areas natural assets while expanding access to green space within walking distance of the historic Main Street district.

**246 Main Street**  
Reisterstown, MD

2021 – Present



[www.reisterstown.com/franklin-woodland-trails](http://www.reisterstown.com/franklin-woodland-trails)

## Lessons Learned

Trail projects benefit from ongoing community stewardship. Volunteer workdays and partnerships with local library helps maintain the trails while building a stronger sense of ownership and connection to the space.

# Community Events On Main Street

## Music on Main Street

Music on Main Street is a summer concert series held on the lawn of Franklin Middle School just off Main Street. The weekly concerts bring residents and visitors together for live music, food vendors, and community gathering in a relaxed outdoor setting. Over time, the event has become one of the community's most anticipated summer traditions.

**120 Main Street**  
Reisterstown, MD

June-August  
Annual



[www.reisterstown.com/music-on-main-street](http://www.reisterstown.com/music-on-main-street)

## Lessons Learned

Consistent programming helps establish traditions that encourage people to return to Main Street year after year.

# Community Events On Main Street

## Reisterstown Farmers Market

The Reisterstown Farmers Market connects residents with local farmers, food vendors, and artisans in a welcoming outdoor setting near Main Street. The weekly market encourages visitors to spend time in the district while supporting regional agriculture & small businesses.

**120 Main Street**  
Reisterstown, MD  
June-September  
(Annual)



[www.reisterstown.com/farmers-market](http://www.reisterstown.com/farmers-market)

## Lessons Learned

Regular markets create consistent opportunities for public gathering, strengthen connections between residents, local producers & small businesses.



# Community Events On Main Street

## Bloomin' ArtFest with Reisterstown Recreation Council

Bloomin' ArtFest is an annual outdoor arts festival presented in partnership by Reisterstown Main Street and the Reisterstown Recreation Council.

Now in its 18th year, the event brings artists, musicians, local businesses, and visitors together to celebrate creativity in the historic Main Street district. The festival transforms the area into a vibrant marketplace for handmade goods, art, and community activity while encouraging visitors to explore Main Street.

120 Main Street  
Reisterstown, MD

May  
(Annual)



[www.reisterstown.com/bloomin-artfest](http://www.reisterstown.com/bloomin-artfest)

## Lessons Learned

Long-standing partnerships between community organizations help sustain successful events & build traditions that residents & visitors look forward to yearly.

# Community Events Collaborative

## The Reisterstown Festival

The Reisterstown Festival is a long-standing community celebration organized by the Reisterstown Festival Committee that draws thousands of residents and visitors to the Main Street area each year. Main Street participates by walking in the parade, hosting a booth, and sharing program information and promotional items with attendees.

**Hannah More Park**  
Reisterstown, MD

September  
(Annual)



[www.reisterstownfest.com](http://www.reisterstownfest.com)

## Lessons Learned

Large community festivals create opportunities for local organizations to collaborate, share volunteers & connect with residents

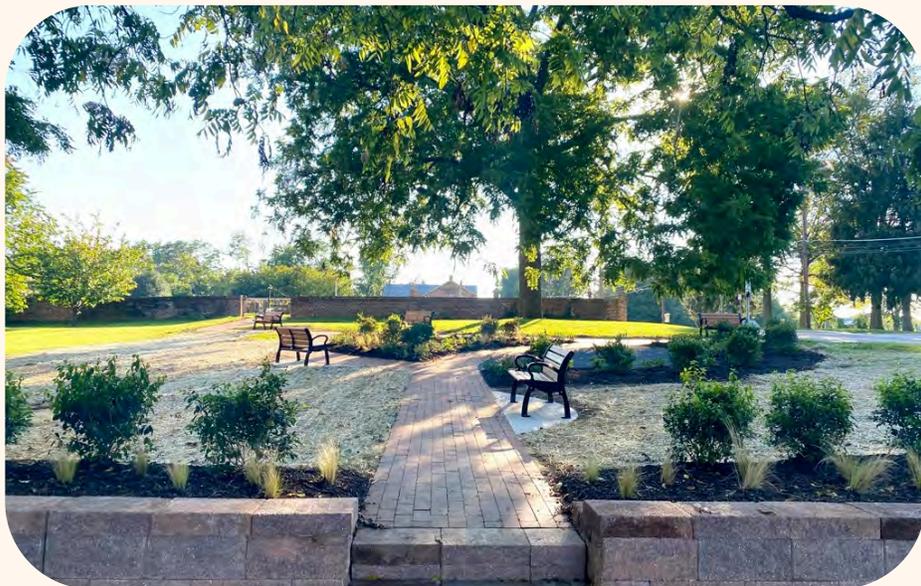
# Public Spaces & Streetscape Improvements

## Reister's Desire Pocket Park

Reister's Desire Pocket Park is a small public gathering space along Main Street that celebrates the town's historic roots while adding a welcoming place for residents and visitors to pause and enjoy the streetscape. The park features the hand-forged *Wheels of Time* sculpture along with seating and landscaping that reflect Reisterstown's identity & history.

**202 Main Street**  
Reisterstown, MD

Est. 2021



## Lessons Learned

Small public spaces can have a meaningful impact when they combine art, history & thoughtful design. Creates opportunities for people to gather, pause & connect with the story of a place

# Public Spaces & Streetscape Improvements

## Façade Improvement Program

The Reisterstown Main Street Façade Improvement Program provides matching grants to property owners to improve storefronts and building exteriors within the Commercial Revitalization District. Improvements help preserve historic character while strengthening the visual identity of the district.

**Main Street -CRD**  
Reisterstown, MD

2020- Present



[www.reisterstown.com/grant-opportunities](http://www.reisterstown.com/grant-opportunities)

## Lessons Learned

Matching grants encourage property owners to invest in their buildings while helping maintain the historic character of the Main Street district.

# Fundraising Supporting Placemaking

## Reisterstown Beer & Wine Festival

The Reisterstown Beer & Wine Festival is an annual fundraising event organized by Reisterstown Main Street to support community programs and revitalization initiatives along Main Street. The festival brings together regional wineries, breweries, artisans, and visitors for a day of music and tasting.

**54 Main Street**  
Reisterstown, MD

June- Annual



[www.reisterstown.com/beer-wine-festival](http://www.reisterstown.com/beer-wine-festival)

## Lessons Learned

Outdoor events can be affected by weather, which may impact attendance/ticket sales. Advance planning and sponsorship support help reduce financial risk.

# Community Stewardship & Engagement

Many placemaking initiatives are supported by volunteers, local organizations, artists, businesses, and residents who contribute their time and creativity to community projects. Through cleanups, public art, community events, and historic preservation efforts, residents play an active role in caring for and shaping the Main Street district. These collaborative efforts help strengthen connections between people and place while building pride in the shared spaces that define the Main Street.



## Community Participation in Action

Volunteers participate in monthly Main Street cleanups and Franklin Woodland Trails revitalization workdays to help maintain public spaces and natural areas.

Volunteers support events and activities throughout the year.

Residents and artists collaborate on murals, mosaic planters, and other creative installations

Volunteers assist at the Welcome Center & Museum by greeting visitors and supporting exhibits and programs.



# Economic Impact & Small Business Support

## Placemaking Impact Summary

Reisterstown Main Street's placemaking initiatives bring residents and visitors into the historic district throughout the year through events, public art, trails, and historic interpretation. These efforts encourage people to explore Main Street, support local businesses, and strengthen the district as a welcoming community destination.

## Placemaking by the Numbers

<b>10 Weeks</b>	<b>18 Years</b>	<b>Dozens of Vendors</b>
Music on Main Concerts	Bloomin' ArtFest	Farmers Market
<b>4 Cohorts</b>	<b>12 Workdays</b>	<b>12 Cleanups</b>
Studios at 234	Franklin Woodland Trails	Main Street Cleanups
<b>Miles</b>	<b>Historic Markers</b>	<b>Public Art</b>
Franklin Woodland Trails	Heritage Walking Trail	Murals & Installations
<b>Façade Improvement</b>	<b>Thousands of Visitors</b>	<b>5 Events</b>
Investment in buildings	Annual attendance	Main Street programming



## Looking Ahead

Placemaking in Reisterstown continues to grow through the dedication of volunteers, community partners, artists, local businesses, and residents who contribute their time and ideas to strengthening Main Street. By building on the district's historic character while encouraging creativity, community engagement, and small business activity, Reisterstown Main Street continues to create spaces and experiences that bring people together.

As the only Main Street Maryland designated program currently in Baltimore County, the Reisterstown Main Street remains committed to supporting preservation, creative placemaking, and community driven programming that strengthens the historic corridor. Through continued partnerships and community involvement, these efforts help ensure that Reisterstown remains an active and welcoming place for residents and visitors for years to come.

Learn more about our vision:  
**Reisterstown Main Street Streetscape & Design Guidelines**  
[www.reisterstown.com/design-guidelines](http://www.reisterstown.com/design-guidelines)



[WWW.REISTERSTOWN.COM](http://www.reisterstown.com)

Reisterstown Main Street

A program of the Reisterstown Improvement Association, Inc.

Main Street Maryland Designated Community • Main Street America Accredited Program