

Economic Development / Downtown Revitalization Strategy
Bel Air, Maryland

The Town of Bel Air engaged Mr. Bleinberger's firm to prepare a downtown revitalization strategy that focused on attracting restaurants and retail to Main Street, which had seen a transition to storefront professional offices and social service agencies over the last decade. Other concerns were vacancies and overall business recruitment and retention issues.

The plan (prepared in 2003) has been implemented, resulting in the attraction of 11 restaurants to the downtown area (where there had been 3), the retention of an iconic restaurant that was threatened by office conversion, the hiring of a Main Street manager, and expansion of a special events program that has further increased interest and activity in downtown.

As a small town, Bel Air nonetheless exists in a growth market environment that was dimensioned by Mr. Bleinberger and used as the foundation for revitalization recommendations. The study was used as the basis for a handbook for downtown businesses and prospective investors, and continues in wide use.



A transformed downtown was the result of our work

