Olde Towne
Gaithersburg Context

Historic commercial “Town Center” of Gaithersburg

Approximately 571 acres

Transit focus through MARC commuter service

Part of Frederick Avenue corridor connecting D.C. to Frederick

Civic hub of the City – City Hall; Concert Pavilion; Schools

Culturally diverse population
Project Focus

1. Establish a new identity for Olde Towne Gaithersburg and recommendations to help transform the area
2. Identify strategies to encourage new business development and reduce risks for corporations
3. Leverage existing commuter rail to encourage revitalization
4. Determine whether city-owned property in the center of Olde Towne should be used to enhance the value of nearby parcels
5. Identify the project’s key benefits to the Washington Metropolitan Region
Establish a new identity & transform the area
Establish a new identity & transform the area
Encourage development & reduce corporate investment risk

- Institute paid parking in the MARC parking structure
  - Potential funding source for public investments
- Leverage credit rating and take on debt to achieve goals
  - Marketing and branding strategy
  - (Longer-Term) Undergrounding utilities
- Implement code changes to permit food trucks
  - Scale approach to pace success (start with 2 trucks)
- Consider revising M-X-D Zone and Olde Towne design guidelines
  - Form-based code?
- (Long Term/Stretch Goal) Relocate rail line under Summit Avenue
Leverage MARC rail to encourage revitalization

The Gaithersburg MARC Station’s use can be enhanced by adding:

- New multi-story mixed-use buildings that increase retail and office space use
- Structured parking garage(s) and charge a fee for daily and hourly use
- Relocated youth services facility
Use city-owned property to enhance the value of nearby parcels

With a clear vision, public property is the fastest means to the city’s development. Proposed uses for public land:

- Streetscape improvements
- Improve pedestrian crossings over existing rail
- Increase roadway connections towards the East side of Summit Avenue
- Provide public services
Local action with regional benefits

- Revitalize Olde Towne with a renewed focus on civic and entertainment uses that complement the other town centers of Gaithersburg rather than compete with them.
- Building on existing assets strengthens Gaithersburg, in turn strengthening the region.
- Leverage previously dedicated funds and take full advantage of grants and programs.
- Enhance civic core at Olde Towne to draw employers seeking employees interested in a high quality of life.
Summary of Recommendations

- Focus on “base hits” rather than “home runs”
- Concentrate on the “right” development rather than the “right now” development
- Phasing – short-, mid-, long-term goals will provide tangible quick hits while setting the stage for the right development
  - Short-term: Use city-owned property in the center of Olde Towne
  - Mid-term: New development of cultural attractions
  - Long-term: Relocate rail lines underground
Team OTG

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