

# MAYOR & COUNCIL AGENDA COVER SHEET

**MEETING DATE:**  
November 19, 2007

**CALL TO PODIUM:**  
**Tony Tomasello**  
**Assistant City Manager**

**RESPONSIBLE STAFF:**  
**Greg Ossont , Director**  
**Planning & Code Administration**  
**Lauren Pruss**  
**Planning Director**  
**Cindy Hines, Olde Towne**  
**Revitalization Coordinator**

**AGENDA ITEM:**  
(please check one)

|   |                              |
|---|------------------------------|
|   | Presentation                 |
|   | Proclamation/Certificate     |
|   | Appointment                  |
|   | Public Hearing               |
|   | Historic District            |
|   | Consent Item                 |
|   | Ordinance                    |
| X | Resolution                   |
|   | Policy Discussion            |
|   | Work Session Discussion Item |
|   | Other:                       |

**PUBLIC HEARING HISTORY:**  
(Please complete this section if agenda item is a public hearing)

|                   |  |
|-------------------|--|
| Introduced        |  |
| Advertised        |  |
|                   |  |
|                   |  |
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|                   |  |
|                   |  |
| Hearing Date      |  |
| Record Held Open  |  |
| Policy Discussion |  |

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| <b>TITLE:</b>  |
| Resolution of Mayor and City Council Authorizing the City Manager to Negotiate and Execute Agreements Relating to the Development of Two City-Owned Parcels of Land in Olde Towne Gaithersburg |

|   |
|---|
| <b>SUPPORTING BACKGROUND:</b>   |
| <p>The City executed a contract with the Staubach Company to provide consulting services relating to the solicitation of development proposals for the “Y” site and 315 East Diamond Avenue. Staubach, in cooperation with City staff, developed and distributed a Request for Qualifications (RFQ) document intended to identify potential bidders. This was followed by a Request for Proposal (RFP) issued to qualified firms this past August. The firms that provided responses were interviewed and their respective proposals reviewed and ranked. Based upon these rankings, staff is recommending that authorization be provided to negotiate with –</p> <ol style="list-style-type: none"> <li>1. Clark Realty Capital, LLC – “Y” Site</li> <li>2. Douglas Development Corporation – 315 E. Diamond Avenue</li> </ol> <p>It is important to note that <u>no development approvals</u> are presumed or awarded via this Resolution. Staff is only seeking approval to negotiate and execute contracts, memorandums of understanding, or other related documents that are needed by the potential developer to commence the planning process. All opportunities for public review and comment that are required of other development projects will be provided in these cases. A brief PowerPoint presentation will be used to provide background on the process and discuss the two proposals.</p> |

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| <b>DESIRED OUTCOME:</b>                      |
| <b>Hear presentation; vote on Resolution</b> |

# **315 East Diamond Avenue and Y" Site Redevelopment**

Mayor & City Council Meeting

November 19, 2007

# Background

- Redevelopment of the “Y” Site and 315 East Diamond Avenue properties was identified in the Gaithersburg Olde Towne District Master Plan and is considered integral to the ongoing revitalization of Olde Towne.

# Staubach – RFP Process

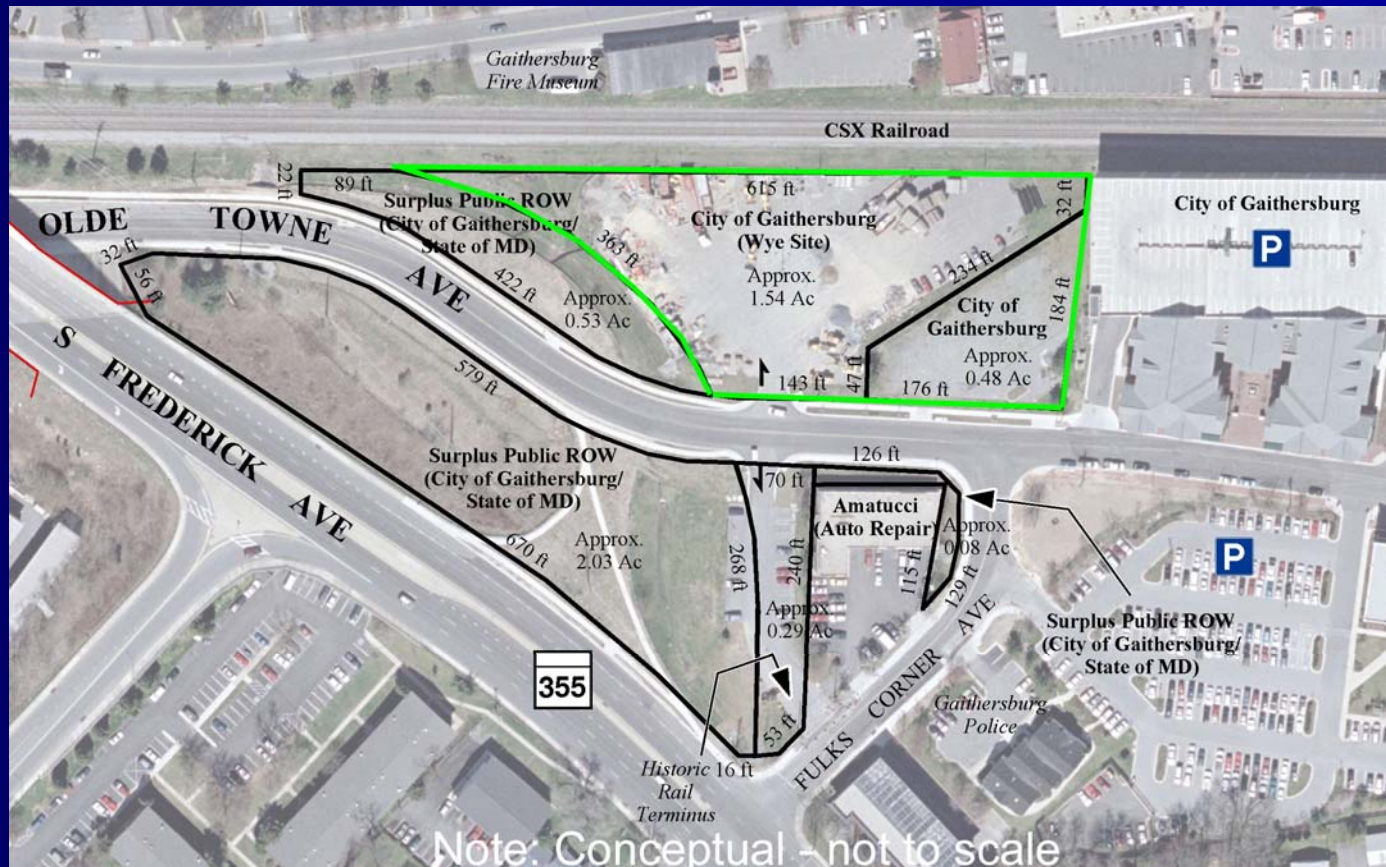
- In pursuing redevelopment of these properties, the City contracted with the Staubach Company to assist in
  - Preparing and distributing to the development community Request for Proposals (RFP's) for development of both properties
  - Evaluating proposals and identifying the development opportunities that represented the highest and best use for the property and which complemented the Olde Towne Master Plan

# Staubach Recommendation

- Based on a review of the proposals and an extensive interview of the respondents, the evaluation team, comprised of City and Staubach staff, recommends that the City pursue negotiations with Clark Realty for the "Y" Site and Douglas Development for the 315 East Diamond Avenue property.

**“Y” Site**

# "Y" Site



"Y" site totals approximately 2 acres

# "Y" Site - Comparison of Olde Towne Master Plan & Clark Proposal



Close-up of area as illustrated in Olde Towne Master Plan



Close-up of area as illustrated in Clark Realty's proposed plan

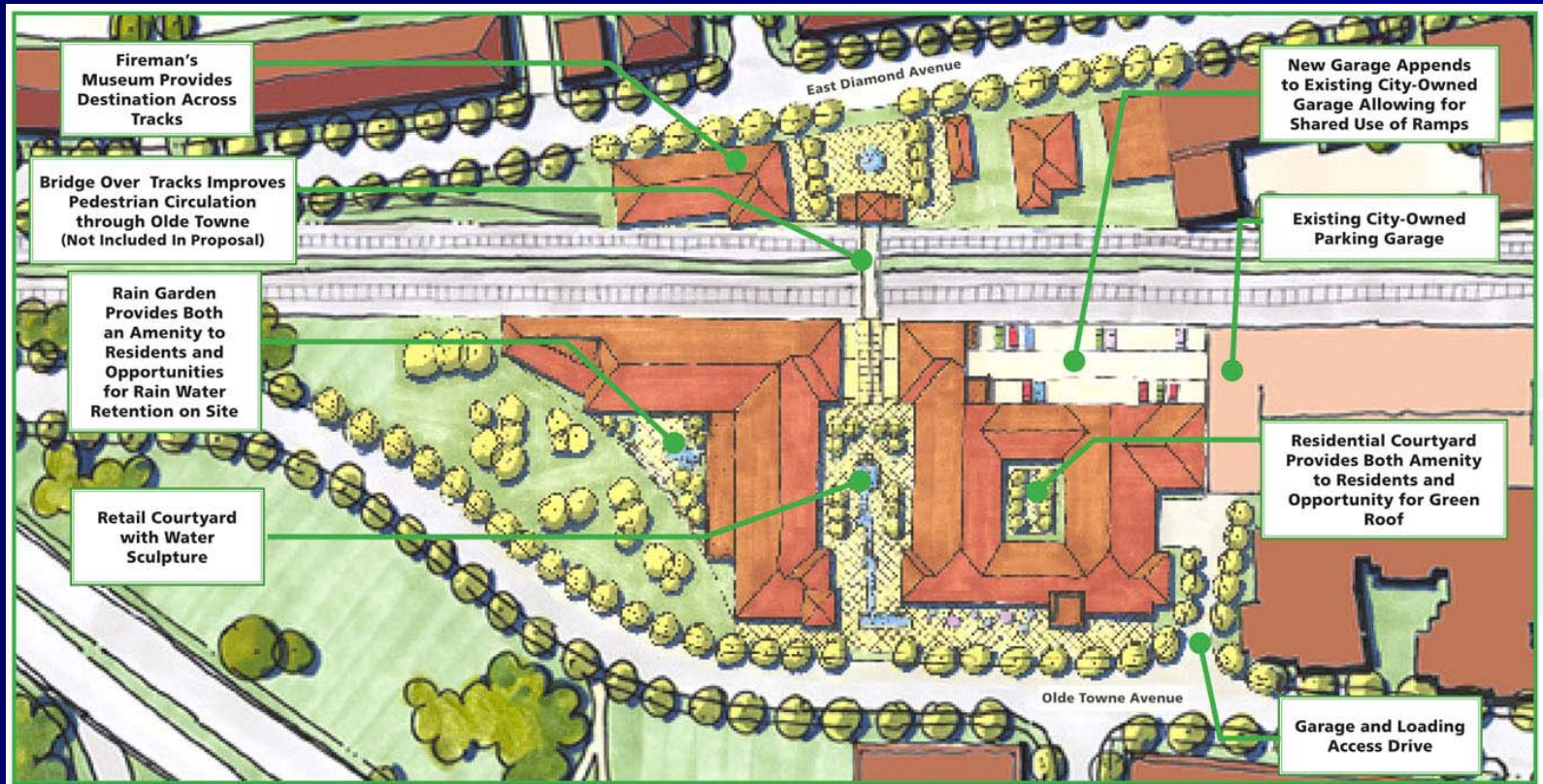
# "Y" Site – Master Plan Vision

- Envisions signature tower (up to nine stories) residential or commercial in nature and a mixed-use structure (up to five stories) with ground floor retail fronting Olde Towne Avenue and residential or office uses above.

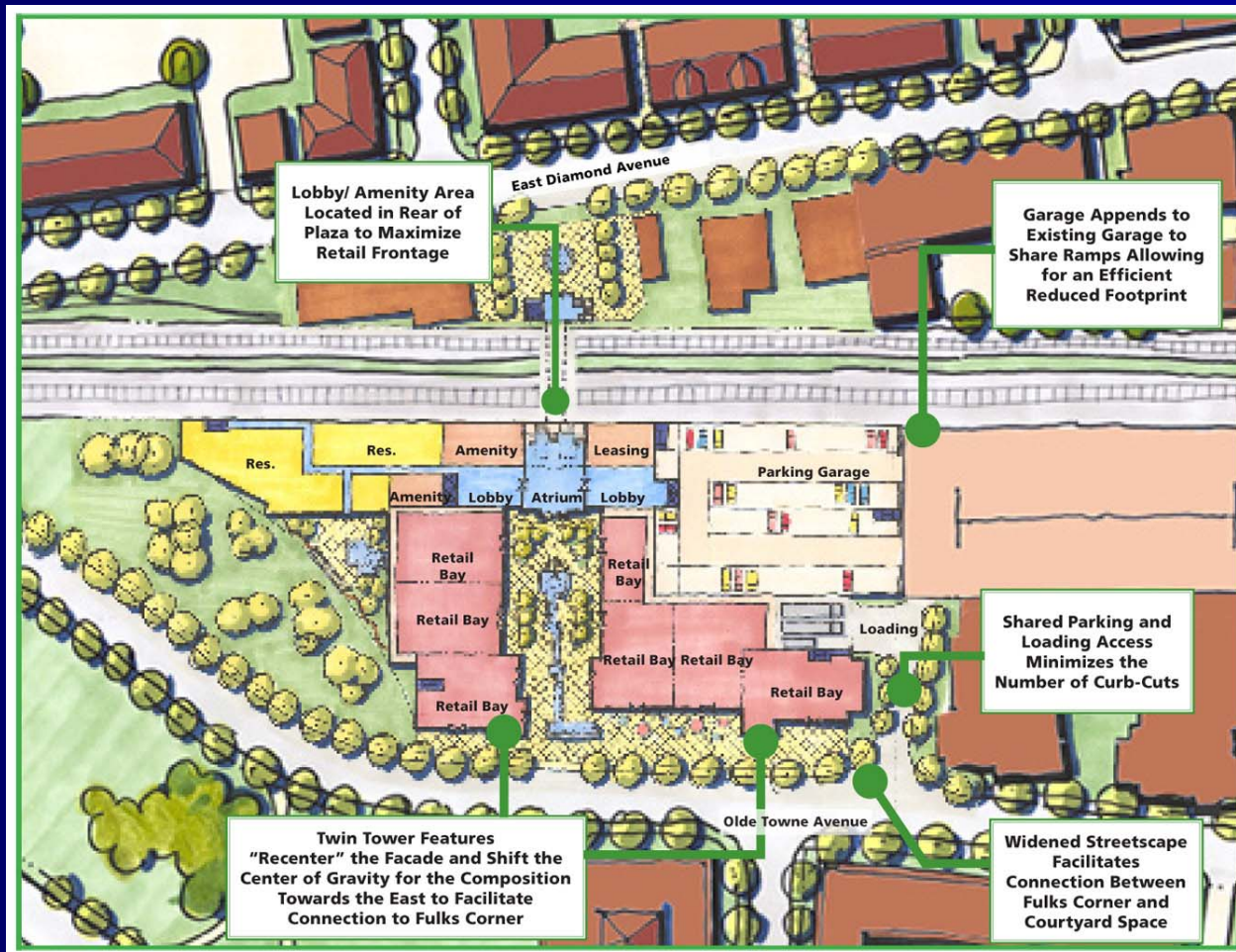
# "Y" Site – Clark Realty Proposal

- Proposes development of two four story, retail/residential buildings linked by a common Atrium lobby. Buildings would accommodate approximately 212 multifamily residential units and provide approximately 17,600 sq. ft. of first-floor retail.
- Self-parked garage with 252 spaces would be extension of City garage and provide direct, "card-key controlled" access to residential units at each level. Retail customers would park in the City garage.

# Clark Realty – Site Plan



# Clark Realty – Ground Floor Plan



# Clark Realty – South Elevation & Retail Courtyard



**315 East Diamond  
Avenue**

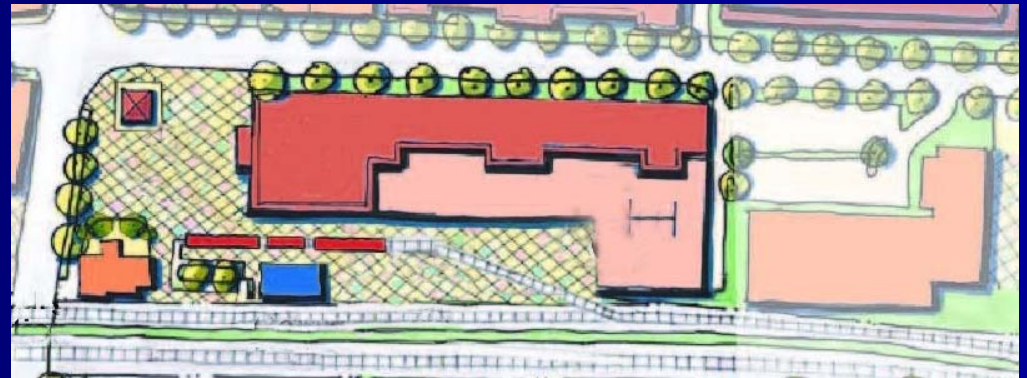
# 315 East Diamond Avenue



East Diamond Site totals approximately 1.5 acres

# 315 East Diamond - Comparison of Olde Towne Master Plan & Douglas Development Proposal

Close-up of area as illustrated in Olde Towne Master Plan



Close-up of area as illustrated in Douglas Development's proposal



# 315 East Diamond Avenue Master Plan Vision

- Envisions a higher density mixed-use facility with ground floor retail and upper level office uses that would capitalize on the site's high-visibility and proximity to the MARC Station.

# 315 East Diamond Avenue – Douglas Development Proposal

- Proposes three-story mixed use infill development consisting of approximately 25,000 gross sq. ft. of ground-floor retail with two stories (approximately 50,000 gross sq. ft.) of office above.
- Underground parking structure with dedicated (key-card accessed) parking for office tenants.
- Public plaza area is dramatically increased.

# Douglas Development – Site Plan



Scale 1" = 60'-0"



DOUGLAS DEVELOPMENT CORP.

CITY OF GAITHERSBURG, MD - OLDE TOWNE DISTRICT

Conceptual Site Plan for Diamond Avenue Site

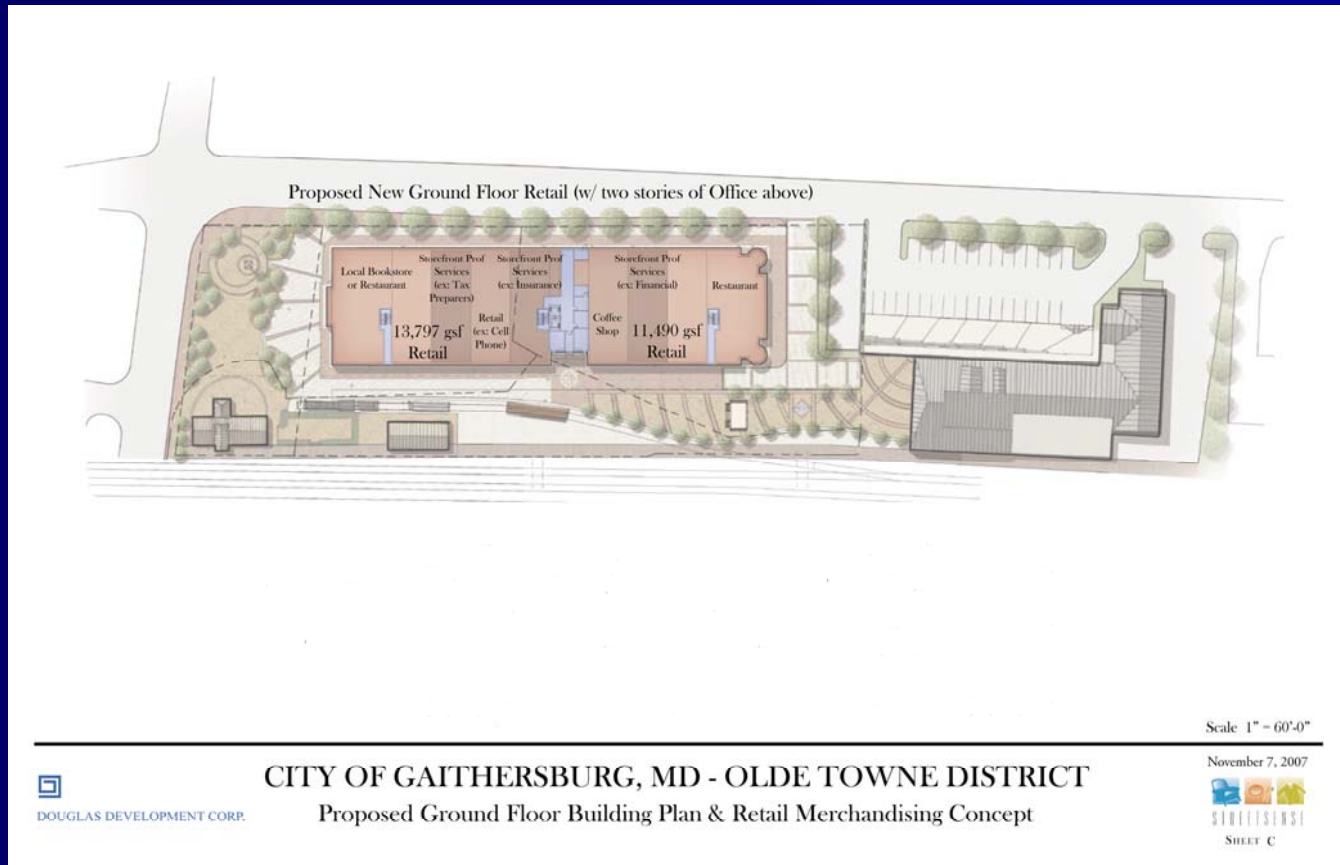
November 7, 2007



SHRILAKSHI

SHEET E

# Douglas Development – Ground Floor Plan



# Douglas Development – Diamond & Railway Elevations



East Diamond Avenue Elevation



CSX Railway Elevation

NTS Scale



DOUGLAS DEVELOPMENT CORP.

CITY OF GAITHERSBURG, MD - OLDE TOWNE DISTRICT

Proposed Building Elevations

November 7, 2007



STREETSENSE

SHEET G

# Douglas Development – Clock Tower Plaza Elevation



NTS Scale

  
DOUGLAS DEVELOPMENT CORP.

CITY OF GAITHERSBURG, MD - OLDE TOWNE DISTRICT  
Proposed Building Elevation at Clock Tower Plaza

November 7, 2007  
  
STREETSENSE  
SHEET II

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE MAYOR AND CITY COUNCIL AUTHORIZING  
THE CITY MANAGER TO NEGOTIATE AND EXECUTE AGREEMENTS  
RELATING TO THE DEVELOPMENT OF TWO CITY-OWNED PARCELS  
OF LAND IN OLDE TOWNE GAITHERSBURG

WHEREAS, implementation of the Olde Towne Master Plan is one of the City's priority Strategic Direction which states that the City will actively pursue development and redevelopment opportunities in Olde Towne; and

WHEREAS, the City owns two parcels of land in the Olde Towne Central Business District, commonly known as the "Y" Site and 315 East Diamond Avenue, that have been identified as potential development sites; and

WHEREAS, the potential developments will bring new residents and businesses to Olde Towne, and support economic development and use of transit in the area; and

WHEREAS, City staff, in cooperation with the City's commercial real estate consultants, have reviewed and ranked the proposals submitted for consideration; and

WHEREAS, City staff is herein recommending that negotiations be undertaken with Clark Realty Capital, LLC ("Y Site) and Douglas Development Corporation (315 East Diamond Avenue); and

WHEREAS, the parties desire to negotiate and execute documents needed to commence the planning process; and

WHEREAS, nothing in this Resolution shall constitute an award of any development approval:

NOW, THEREFORE, BE IT RESOLVED, that the City Manager be and he hereby is authorized to negotiate and execute agreements relating to the development of two City-owned parcels of land in Olde Towne Gaithersburg with Clark Realty Capital, LLC and Douglas Development Corporation.

ADOPTED by the City Council on this 19th day of November, 2007.

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SIDNEY A. KATZ, Mayor and  
President of the Council

THIS IS TO CERTIFY that the foregoing  
Resolution was adopted by the City Council  
in public meeting assembled on the 19<sup>h</sup> day  
of November, 2007.

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James D. Arnoult, Acting City Manager