



Montgomery Planning Upcounty Division

Damascus Placemaking Festival

Community Kickoff and Survey Report



Introduction



Project Area

- Damascus Main Street – 9800 block between Ridge Rd and Woodfield Rd

Festival Date

- **Saturday, October 19th and Sunday, October 20th**

Agencies & Partners

- Montgomery Parks
- Department of Recreation
- Upcounty Regional Services Center
- MCDOT
- State Highway Administration
- Damascus Lions Club
- Gaithersburg Germantown Chamber of Commerce

Consultant Team

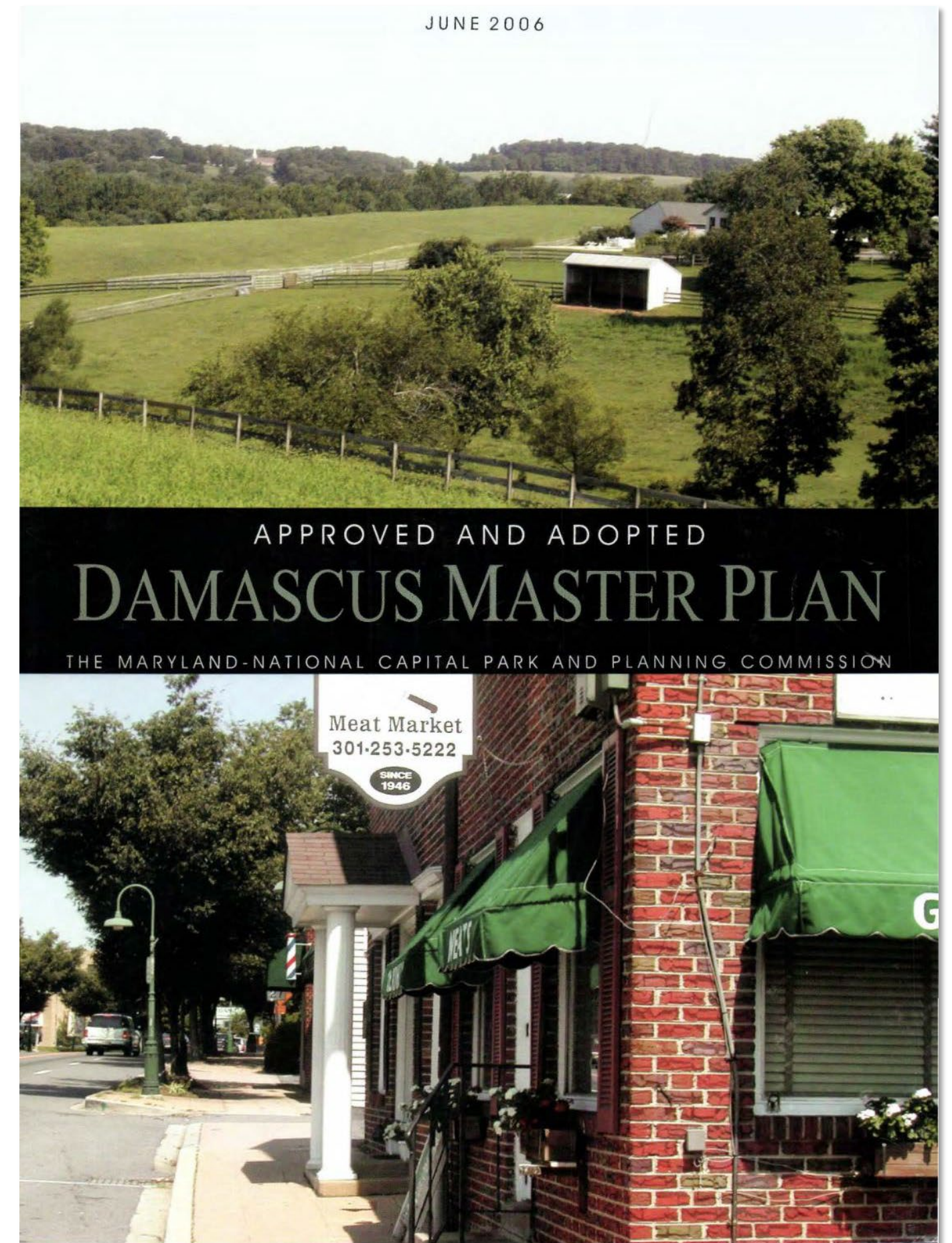
- Design Collective – Planning and design Firm
- Graham Projects – Public art and design-build

Festival Location



Why Damascus? Why Now?

- Community has been vocal about Main Street revitalization
- Project intended to kick off in March 2020
- 2006 Master Plan
 - The community vision for a mixed-use, walkable, human-scaled town center easily identifiable as the heart of the surrounding community.
- History of community parades, events and festivals downtown and along Main Street



Project Goals

Re-envision a portion of Main Street through a community-led placemaking festival to explore temporary or semi-permanent improvements

Engage community members in a dialogue about the longer-term role of public spaces, especially downtown, and streetscape designs within their community

Enhance the streetscape for pedestrians, cyclists and non-vehicle users

Create a sense of place that reflects the community identity

Highlight the vision & recommendations of the Damascus Master Plan for a town center at the heart of the community.

Demonstrate the potential for long term, lasting improvements and programming

Kickoff Meeting Recap



Damascus High School



Monday
June 3, 2024

98

Community members
in attendance

18

Small groups for
interactive activity



Interactive Activity

- 18 small groups with a facilitator/notetaker at each table
- Large print out of festival area along Main Street
- “Building supplies” to model vision for Main Street
 - Modeling clay, blocks, pipe cleaners, markers, stickers, etc.
- Report out from each group



What Makes Damascus Special?

Style Me Sue
Friendly Damascus Farming
The People Library Hornet Nest
Shops Small Town Parade
Food Strong Community
Agriculture That Smoothie Place Restaurants
Jimmie Cone
Druid Theater



Future Vision for Main Street

Community Garden
Senior Center
More Light
Small Town
Bike Lanes
Live Music
Welcome to Damascus Sign
Victory Haven
Art Center
Traffic Study
Dog Park
Drive-in Movie
Hornet Nest
Add Awning
Need Median
Green Space
Damascus
More Trees
More Sidewalk
Druid Theater
Community
Pocket Park
More Seating
Landscape
Vacant Businesses
Farmers Market
Mural
Add Crosswalk
Improve Facade



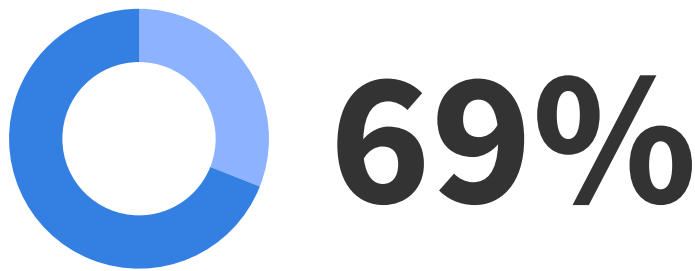
Preview of Survey Results

279

Survey Responses
June 3 – June 28

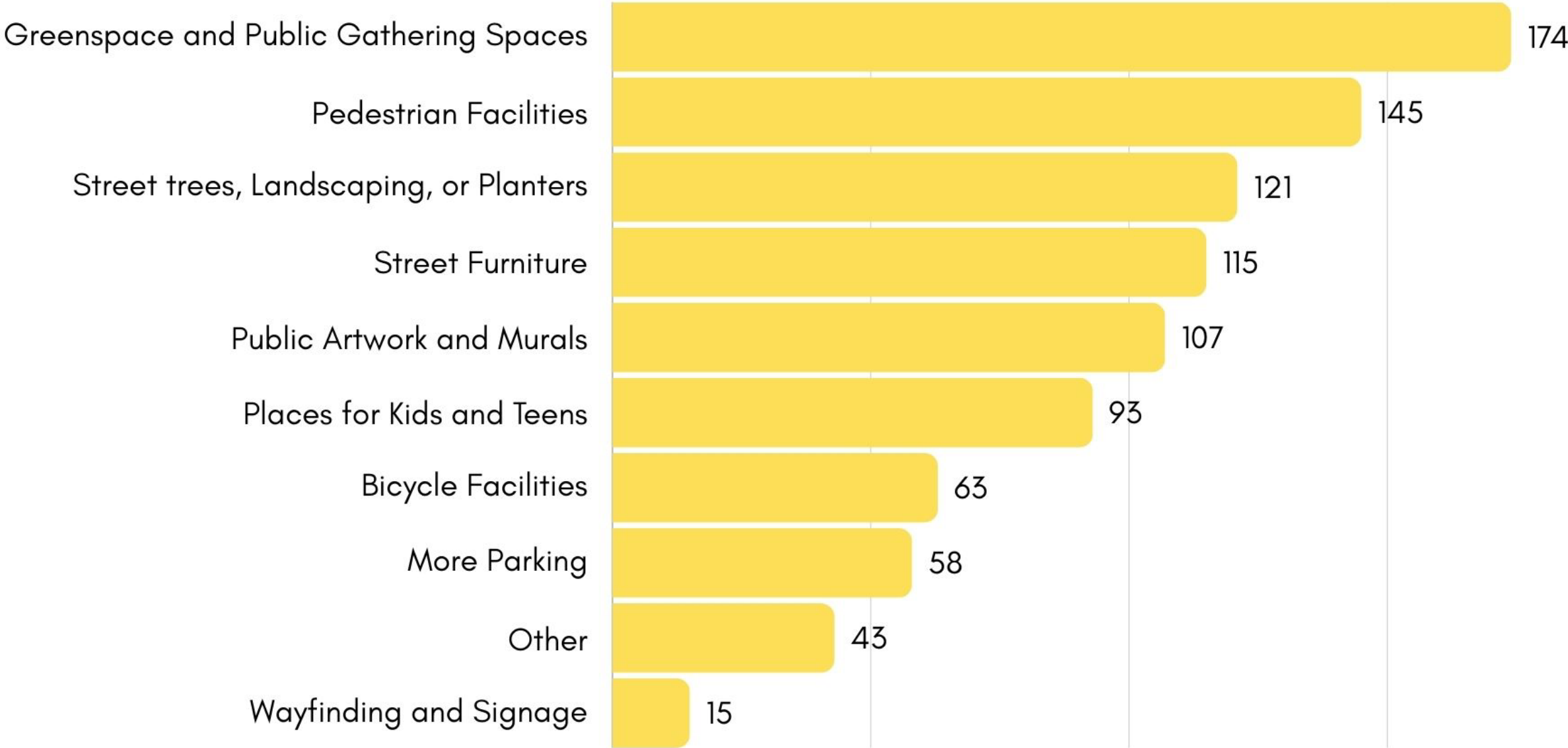


Live within 5-Miles of Main Street



Visit the Area Daily

Which of the following do you want to see MORE of nearby and along Main Street?
(choose up to 4)



Key Themes

1. Reduce vehicle speeds and increase pedestrian and bicycle connections to allow better access to Main Street.
2. Increase greenspace, spaces for teens and kids, and spaces for arts and music, with particular interest in seeing the Druid Theater refurbished or repurposed.
3. Fill vacant storefronts with a variety of dining and retail options.
4. Limit the number of auto-oriented businesses along main street such as gas stations and auto parts stores.

Next Steps: Bring the Vision for Main Street to Life



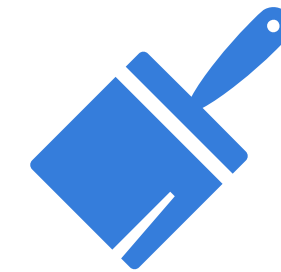
Create Schematic Design

Concept plan to temporarily reimagine and redesign Main Street



Schedule Vendors and Activities

Pop-up food, drink, activities, and entertainment



Organize Volunteers

Paint and build festival components

Save the Date!

Saturday, October 19th
& Sunday, October 20th

