Rockville
City, Suburb, or What?

Presentation to
Makeover Montgomery
May 9, 2014

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City of Rockville, Maryland
Metropolitan Washington Region
Rockville in its Immediate Context
## Rockville’s housing stock

<table>
<thead>
<tr>
<th>Year</th>
<th>Detached:</th>
<th>Attached:</th>
<th>Others:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>62%</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>2010</td>
<td>47%</td>
<td>18%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: U.S. Census: 2008-2010 American Community Survey. CPDS.
Town Center Master Plan
October 22, 2001

• Mix uses
• Variety of densities and scales
• Attractive pedestrian environment
• Link to various transportation options, including Rockville Station
• Improve connections to neighborhoods, while protecting neighborhoods
• Local and regional attraction
• Focus on aesthetics and amenities

www.rockvillemd.gov
Rockville’s
Comprehensive Master Plan
Approved and Adopted 11/12/2002

“The City of Rockville’s comprehensive master plan is based on the following fundamental vision:

Rockville will continue to be a city that emphasizes the characteristics of a small town community, offers an excellent quality of life, provides a responsive government serving its citizens, and has a distinct positive identity tied to its history.”

www.rockvillemd.gov
Phase I Implementation
Rockville Town Square

The Development Partners

- City of Rockville
- Montgomery County
- Federal Realty Investment Trust (FRIT)
- RD Rockville
- State of Maryland (financial support)
Rockville Town Square
The Project

- Town Square Plaza
- New Streets – Maryland Avenue extended and Gibbs Street
- Residential – 644 Units
- Retail – 185,000 square feet
- Arts & Innovation Center
  - VisArts: 26,000 sq. ft.
  - Rockville Innovation Center: 23,100 sq ft.
  - Rooftop event space: 5,900 sq ft.
- Parking – 1938 garage spaces. 973 are public.
Rockville Pike Corridor

Planning Area

Last Plan: 1989

- 410 Acres
- 2.2 miles long

www.rockvillemd.gov
Rockville Pike: The Present

- Uses are segregated...
- Retail and offices dominate...
- Public open space is non-existent...
- It is mostly pavement...
- Block size is not conducive to walking...
- Long setbacks and low buildings...
- It is neither pedestrian- nor transit-friendly, nor vehicle-effective...
Rockville Pike Plan

- Manage the transformation of the corridor
- Make it a GREAT PLACE
- Principles:
  - Mix uses
  - Embrace transit, pedestrians and bikes
    - Shift modal split, over time
  - Activate sidewalks – on Pike and side streets
  - Make it green, with good public gathering spaces
Rockville Pike Multiway Boulevard
Formalizing the Access Roads as Complete Streets
Draft
Proposed Rockville Pike Corridor Street Plan

- Better pedestrian connections to transit and among uses
- Parallel streets
- Extension of the grid
- Smaller blocks
- The Jefferson St. extension
Community Conversation

• Rockville is *all* of the following
  – Comfortable suburban bedroom community
  – Third largest city in Maryland, and urban
  – Very diverse population, with affluence and poverty
  – Desirous of a slower pace than the broader region
  – Desirous of staying connected with the region and the world
Local vs. Regional

• Most people want both vitality and tranquility
• Regional imperatives call for higher densities in 270/355 corridor
• School overcrowding and high levels of traffic affect citizens’ perceptions of the impacts of higher density.
## Rockville Schools
### Projected Enrollment/Capacity

#### Richard Montgomery Cluster

<table>
<thead>
<tr>
<th>School</th>
<th>2015/16</th>
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</thead>
<tbody>
<tr>
<td>Beall ES</td>
<td>130%</td>
</tr>
<tr>
<td>College Gardens ES</td>
<td>124%</td>
</tr>
<tr>
<td>Ritchie Park ES</td>
<td>138%</td>
</tr>
<tr>
<td>Twinbrook ES</td>
<td>105%</td>
</tr>
<tr>
<td>Julius West MS</td>
<td>118%</td>
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</table>

**MCPS Projections – October 2013**
Infill May Be Cheaper.... but it is *not* Free

- New and/or expanded and reconfigured schools
- New community/recreation centers
- More open space and parks
- Retrofit and upgrade infrastructure – sewer, water, roads, bridges, etc.
Advocates for Transit-Oriented Development Must.....

- Advocate for more than just increased density near rail stations
- Support all of the services and infrastructure that creates a complete community

Otherwise, citizens will be justifiably skeptical and may react/reject
Rockville Neighborhoods

www.rockvillemd.gov