



Rockville Town Center Master Plan Update

March 14, 2023



Get Into It

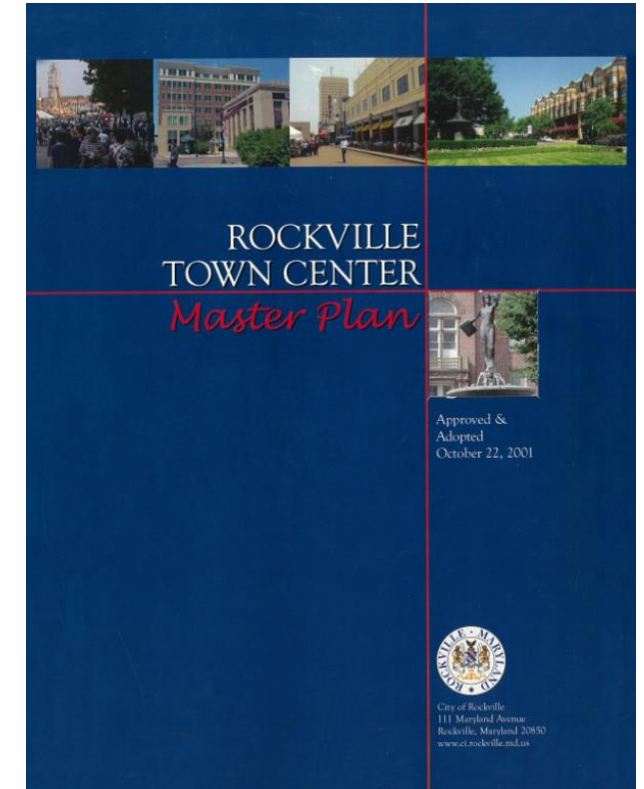
Project Overview

Background

- Direction in Comprehensive Plan to update the *2001 Rockville Town Center Master Plan*
- Recent reports on Town Center:
 - 2019 report from Urban Land Institute Washington's Technical Assistance Panel
 - May 2022 City staff report
 - June 2022 Town Center Forum

Proposed Timeline

- Target of 18-month process to be completed in July 2024
- Goal to bring to Mayor and Council in April 2024





What is a master plan?

- A master plan is a long-range document that establishes a vision for future growth and development. They provide the city and its residents and businesses the chance to clarify and refine the typically make recommendations for zoning, streetscapes, land use, public infrastructure, and enhance the Comprehensive Plan's visions and goals for specific areas of the city.
- The “lifespan” of a master plan varies on a project by project basis. For the Rockville Town Center Master Plan, we are looking at and making recommendations to take place over a period of time of 20 years.

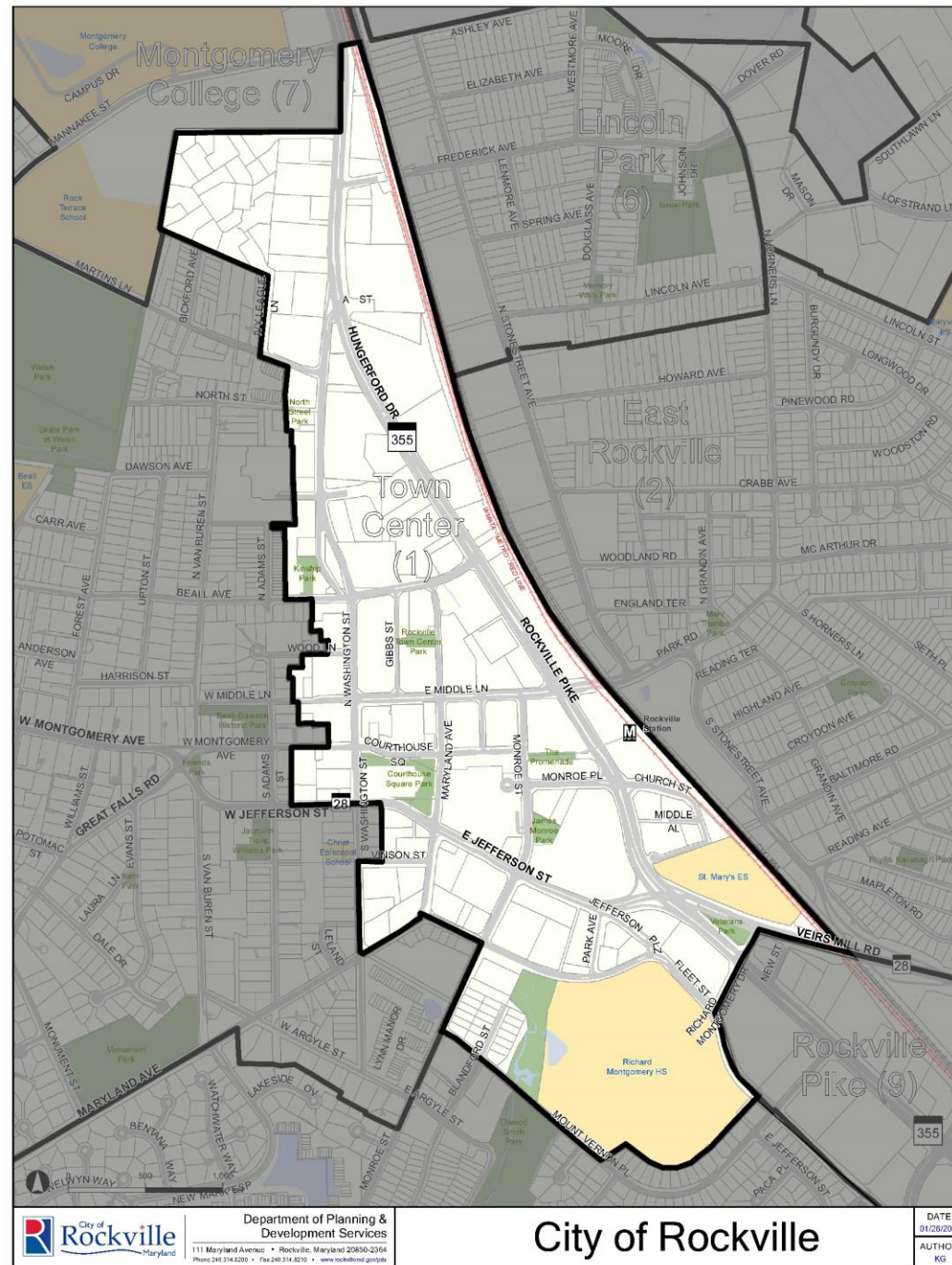


Master Plan Objectives

1. Provide an environment conducive to and supportive of living, working, and entertainment.
2. Accommodate a variety of densities, scales, uses, and typologies of development that are sensitive to an urban neighborhood environment and flexible to the marketplace.
3. Enhance links to public and active transportation options and parking which improve their visibility and accessibility.
4. Provide improved connections from neighborhoods to Town Center.
5. Minimize the divisive impact of Rockville Pike and the Metro and CSX rail lines.
6. Make the Town Center a unique, high amenity destination for local and regional customers.
7. Utilize urban design to establish zoning and density requirements that will assist in defining, placemaking, and activating the public realm of Rockville Town Center.
8. Provide an environment that is safe and appealing for pedestrians and bicyclists.
9. Establish Town Center as a welcoming and affordable place for people of all incomes and backgrounds to live.

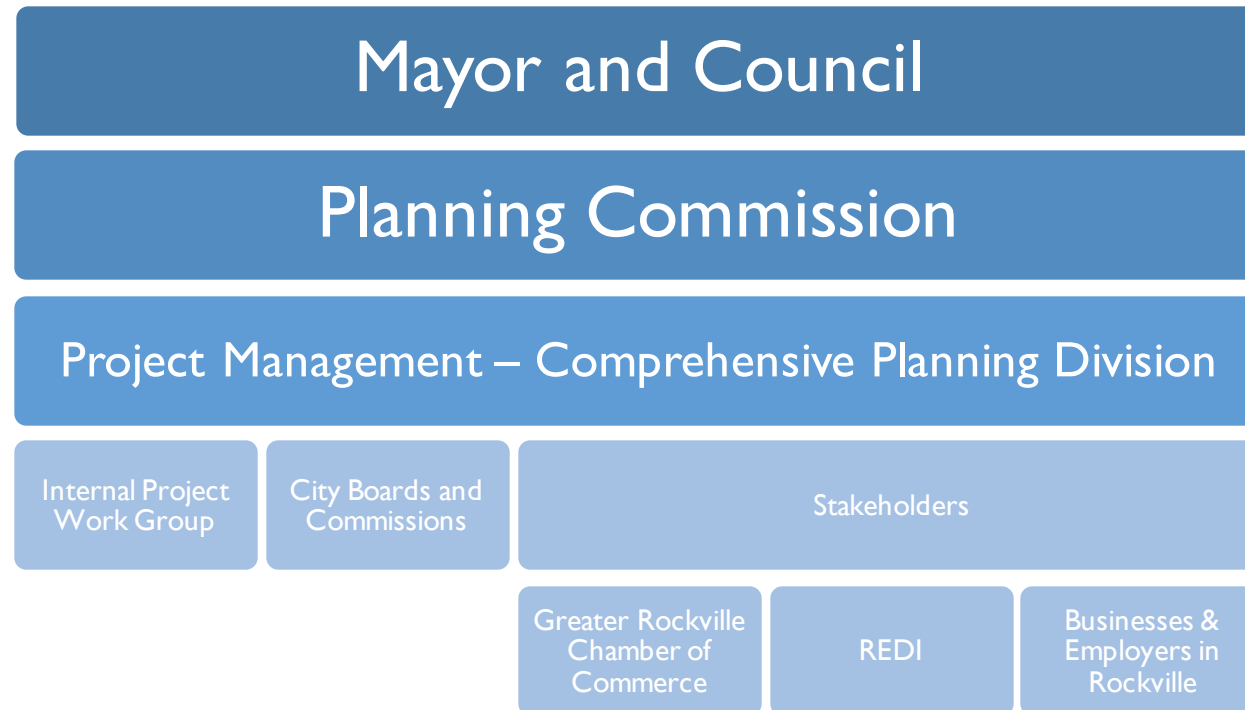


Get Into It





Organizational Structure





Proposed Timeline

- **December 2022 – March 2023:** Project preparation
- **April – October 2023:** Outreach and engagement
 - Kickoff listening sessions scheduled for the following dates:
 - April 13 at 7 pm | Rockville Memorial Library
 - April 19 at 7 pm | Rockville Memorial Library
 - April 22 at 10 am | Virtual meeting
 - April 25 at 7 pm | Virtual meeting
- **October – December 2023:** Plan drafting
- **January – April 2024:** Planning Commission review and approval
- **April – July 2024:** Mayor and Council review and approval



Community Outreach and Engagement Strategy

Principles for Outreach and Engagement

1. Meet people where they are.
2. Ask for clear and specific feedback, as well as provide opportunities for general feedback.
3. Meaningful engagement is ongoing and builds a relationship.
4. Strive for representational engagement and prioritize outreach to often underrepresented segments of the community.

EngageRockville

- EngageRockville will act as the project hub. Registrants will be sent regular newsletters about the Update's progress and feedback opportunities.

Kick-Off Listening Sessions

- Multiple in-person and virtual listening sessions to kick-off the Update process.



Community Outreach and Engagement Strategy

Stakeholder Interviews and Roundtables

- Staff will conduct one-on-one conversations with stakeholders, as well as host roundtable discussions targeted to specific categories, such as the arts community or property owners.

On-the-Street Engagement

- Will include tabling at key locations around Town Center, such as Town Square and Rockville Station, as well as visiting local retailers.

Survey

- A virtual and paper survey will be shared with the public.

Digital Outreach

- Information will be distributed on Nextdoor, Channel 11, Rockville Reports, and other social media as warranted by PIO.



Community Outreach and Engagement Strategy

Mailings, Postcards, and Doorhangers

- Postcards will be sent to every address in Town Center to make residents aware of key points throughout the process.
- Staff will visit residences in Town Center to leave a doorhanger promoting the survey and Update.

Posters

- To be posted in public locations and community bulletin boards.

Media

- Staff will coordinate with Rockville Channel 11 to provide promotion of public input opportunities.

Engagement and Outreach Report and Presentation

- At the end of the primary public engagement period, staff will compile all feedback into a draft report. The draft report will then be presented to the public to allow for transparency and input before the drafting process begins.



Partnership Requests

As a partner of the City, we're seeking the following support from GRCC:

- Share word of the opportunity to get involved with your membership
 - Kickoff Listening Sessions
 - Engage Rockville Page
- Identify major stakeholders within Town Center we should engage in roundtables or 1:1 interviews.
- As process continues, open dialogue with City staff to express GRCC's thoughts on drafts of the plan.



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