



Land Use Report 2016 Brief

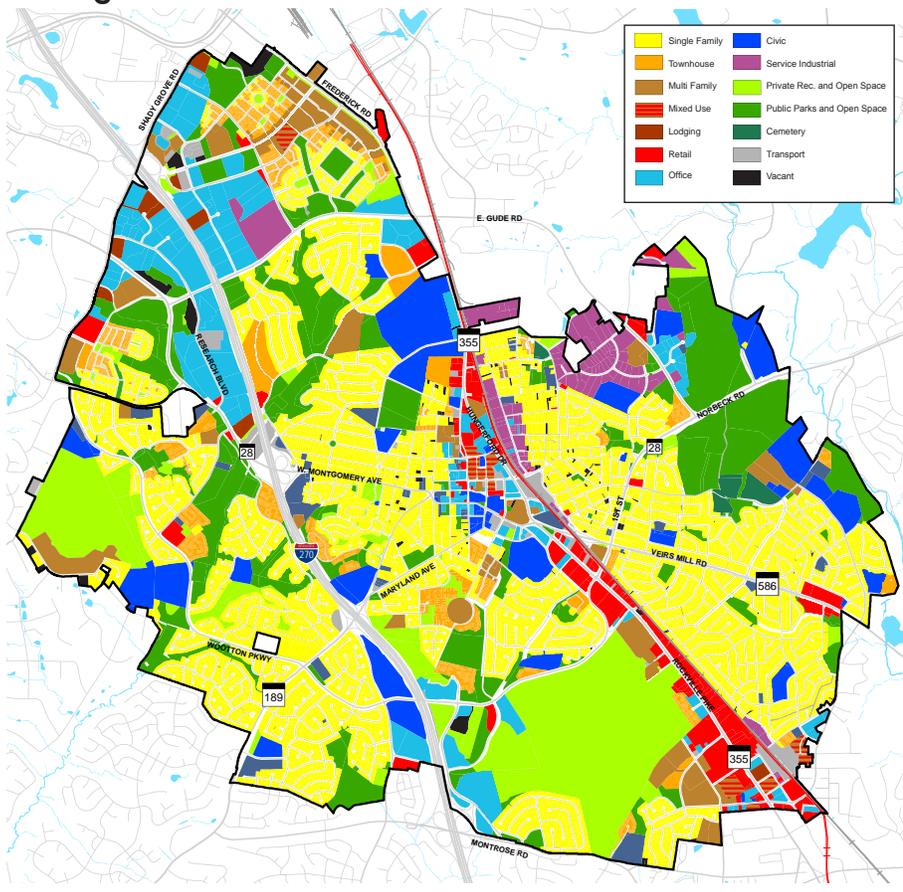
What topics does the land use report cover?

Understanding the existing land use pattern within the City of Rockville is important to setting policy for future land use. The land use element is a fundamental component of the master plan. The analysis in this report uses geographic information system maps and various data sets to describe the evolution of land use and development within Rockville, including the following:

- Regional Context
- Topography
- Existing Land Use
- Urban Design and Development Eras
- Residential Density
- Land Use and Sustainability
- Land Use by Type:
 - Office
 - Retail
 - Service Industrial
- Residential Potential Growth Areas
- Summary of Land Use Discussion Topics

To access the full digital version of the report go to the Rockville 2040 website link below:
www.rockvillemd.gov/Rockville2040/TrendReports

Existing Land Use 2014



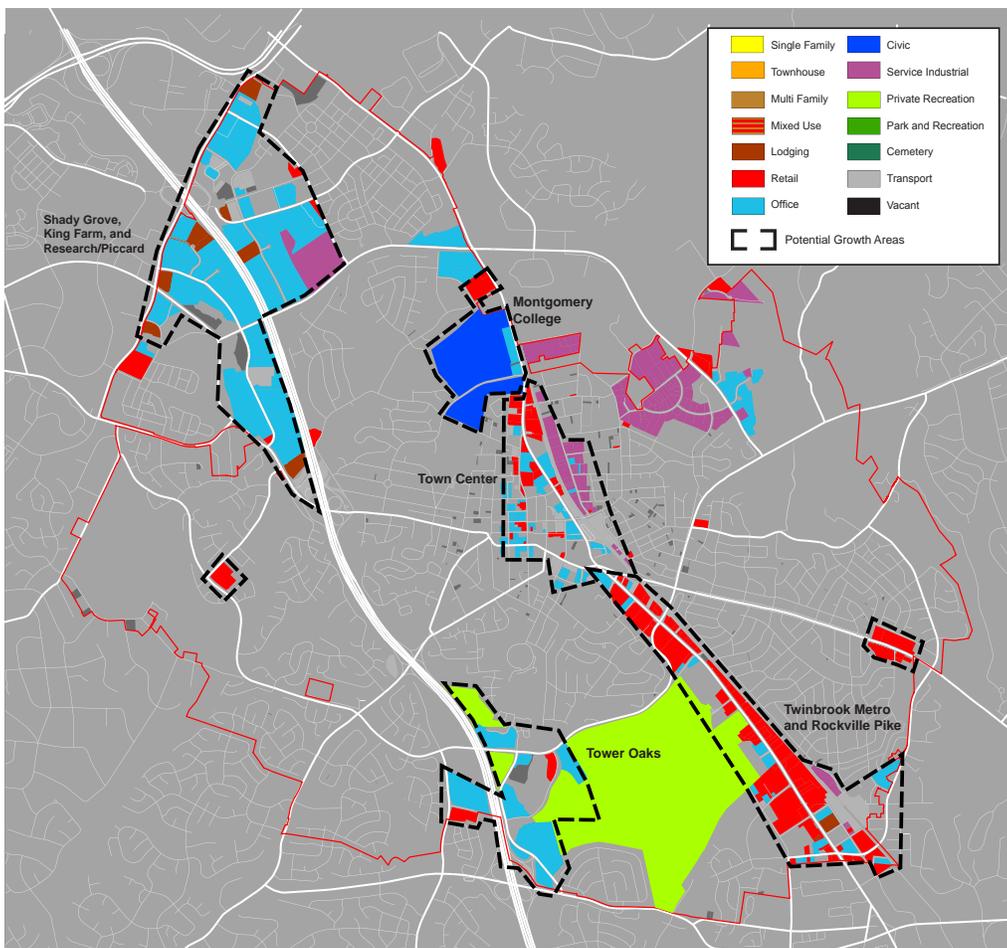
LAND USE TYPE	ACRES	% PARCELED AREA
Residential, Single Family Detached	2,434	34.2%
Residential, Single Family Townhouse	332	4.7%
Residential, Multifamily	331	4.7%
Residential-Only, ALL	3,097	43.6%
Mixed Use Residential (Residential over Retail)	39	0.5%
Residential, ALL (subtotal)	3,136	44.1%
Retail	266	3.7%
Lodging	41	0.6%
Office	594	8.4%
Civic	498	7.0%
Private Institution	112	1.6%
Service Industrial	211	3.0%
Park and Recreation	1,121	15.8%
Private Open Space and Recreation	898	12.6%
Cemetery	34	0.5%
Open Space ALL (subtotal)	2,053	28.9%
Transport	142	2.0%
Vacant	56	0.8%
Total	7,110	100%

AREA TOTALS	ACRES	PERCENT
Area within City Boundary	8,670	100.0%
Area within Parcels	7,110	82.0%
Area Right of Way	1,560	18.0%



Key land use issues introduced for further consideration include:

1. What is the basic pattern of land use in the city? What areas of the city are most likely to change?
2. How is a lack of annexable land and rising land costs affecting real estate development and urban form?
3. How are market forces affecting office, retail, service industrial, and residential land uses?
4. What policies should Rockville have in response to changes in land use on obsolete office sites? What should City policy be regarding office employment and development?
5. Should residential uses be allowed everywhere? What policies should the plan recommend for residential uses and areas?
6. What is the future of retailing and how might changes impact aging strip centers? What should City policy be in regard to retail uses?
7. What issues are presented by large tracts of post war housing?
8. Where can Rockville benefit from the trend toward walkable, mixed use and transit-oriented development? What policies should Rockville have in response to increased demand for development in transit-accessible locations?
9. How should mandates and regional commitments to cut carbon emissions and support sustainable development impact planning in Rockville?
10. What should City policy be in regard to annexation of properties?



Land Use Types Most Susceptible to Change and Potential Growth Areas

Current master plan policies and mixed use zoning regulations make land use change in commercial areas more likely than in existing residential areas. Areas such as the Rockville Pike corridor, Town Center, and I-270 corridor have been identified for potential growth.

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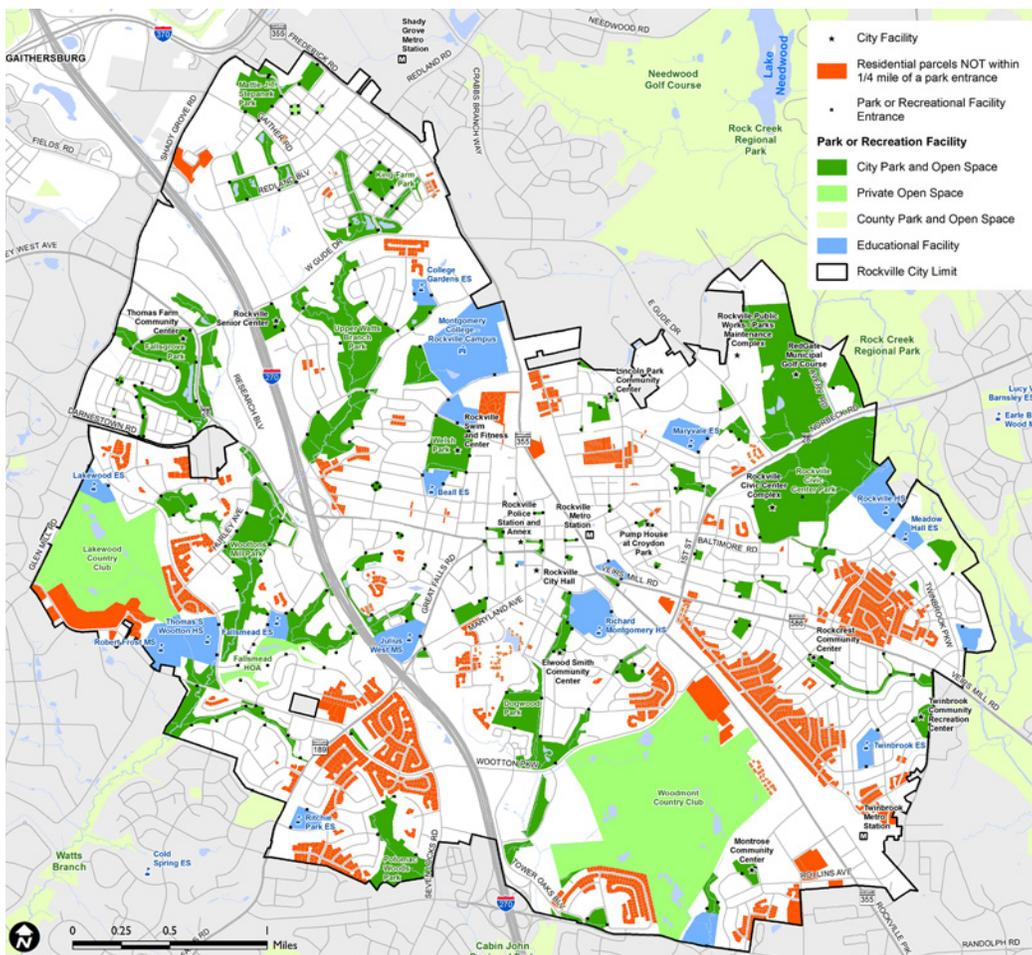
Community Facilities Report 2016 Brief

What topics does the community facilities report cover?

The community facilities report presents an inventory of community facilities in Rockville and focuses on the adequacy of these facilities at present and over the next 20-30 years. Evaluation takes into account projected population and changing conditions in such areas as demographics, service standards, technology, and other relevant factors. Community facilities discussed include:

- City Hall, Police, and Public Works
- Community Centers
- Senior, Swim, and Nature Centers
- Parks
- Montgomery County Facilities in Rockville
 - Schools
 - Courts
 - Libraries
- City of Rockville Public Utilities
 - Water
 - Sewer
- Other Utilities
- Hospitals and Other Health Facilities

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City Parks, Open Space, and Quarter-Mile Walk Distance Analysis

This preliminary analysis of walk distance to parks from residential parcels shows areas of the city that are currently underserved by public parks.

Key community facility issues identified for further consideration include:

1. What do you value most about recreation facilities and parkland/open space?
2. How will the need for parkland/open space be impacted with the changing urban landscape?
3. As demographics change in Rockville how will that affect the need for parks and recreation services?
4. How should additional parkland/open space be acquired and paid for?
5. What should be the responsibility/expectations of developers to provide parkland/open space?
6. What are the core parks, open space and recreation facilities that Rockville should be providing?
7. What are the most important parks and recreation facilities in Rockville?
8. Are there currently unmet needs for parks and recreation facilities in Rockville? What is missing and where should it be located?
9. Are there adequate trails, multiuse pathways, bike paths?
10. What should Rockville look like in the next 20 years in terms of park land/open space?
11. As Rockville homes and businesses becomes more water efficient, how will we fund the required improvements to water infrastructure (water treatment plant, water pipes, and water tanks) and deliver water that meets more stringent federal and state regulations?
12. How should the City generate revenue to pay for the Water Main Rehabilitation program to ensure that Rockville delivers sufficient water flow for fire protection, and to reduce the frequency of water main breaks?
13. How should the City fund the Sanitary Sewer Rehab and Improvement Program to rehabilitate failing sewer pipes while also increasing capacity of sewer pipes to support development envisioned in the Master Plan?



F. Scott Fitzgerald Theatre



Rockville Swim Center



Water Maintenance

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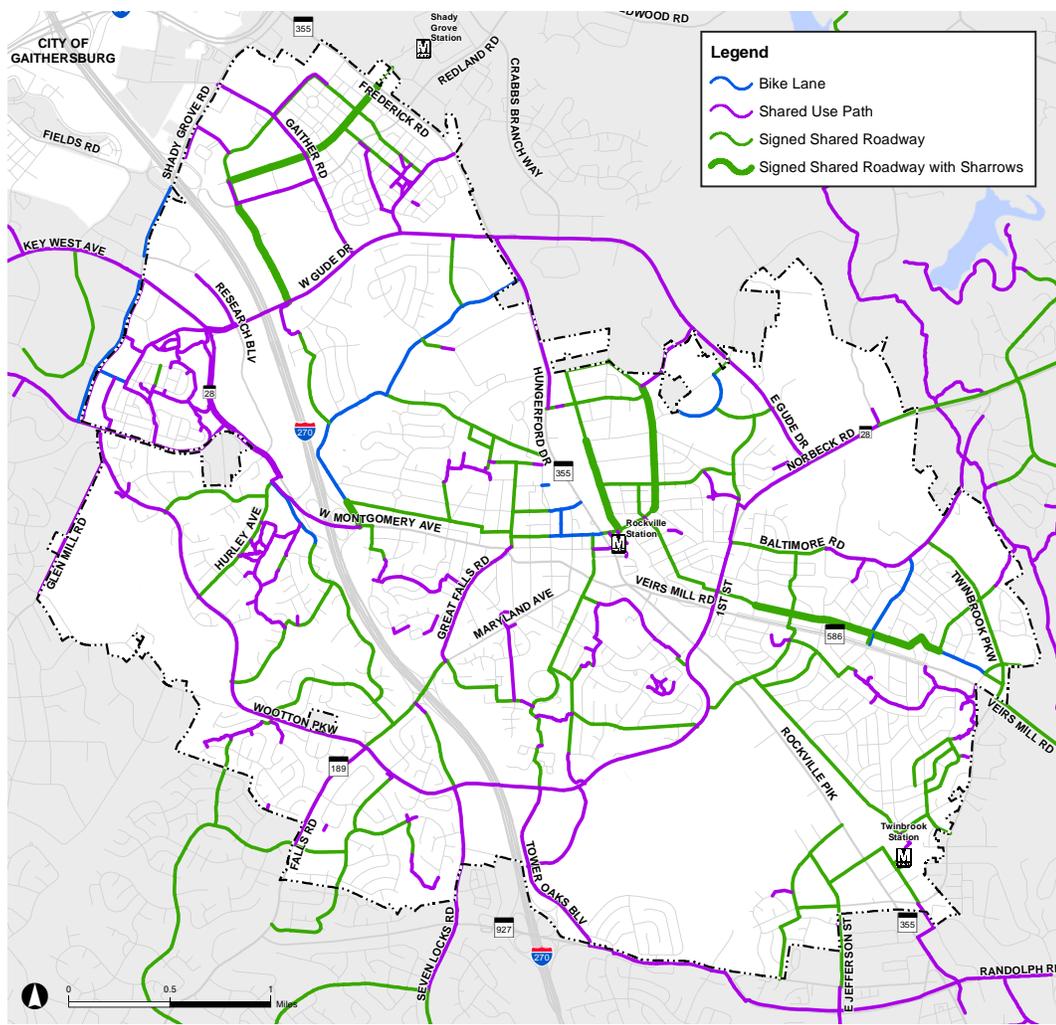
Transportation Report 2015 Brief

What topics does the transportation report cover?

The transportation report presents a description of policies and facilities in Rockville and focuses on their adequacy at present and over the next 20-30 years. Evaluation takes into account projected population growth and changing conditions. Facilities by mode and metrics for evaluation include the following:

- Automobile
 - Traffic Volume
 - Intersection Level of Service
- Transit
 - Metrorail Facilities and Ridership
 - Metrobus
 - Ride On and Bus Rapid Transit
 - Paratransit
- Bicycle
 - Bike Lanes, Shared Use Paths
 - Miles of Bikeway
 - Bicycle Counts and Crashes
- Pedestrian
 - Sidewalks, Miles and Missing Segments
 - Counts and Crashes
 - Safety and Accessibility

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Existing Bikeways

Transportation questions to consider for the Rockville 2040 Plan include:

1. What are the most important goals for transportation infrastructure over the next 20 years?
2. What is your preferred mode of travel in the city, and how does your mode choice change depending on the type of trip you are taking? (e.g., to/from work, shopping, entertainment, visiting friends, etc.)
3. For each of the following modes: where are areas that are unsafe or uncomfortable, and what are the toughest challenges?
 - a. For people driving?
 - b. For transit users?
 - c. For people bicycling
 - d. For people walking?
4. Are there new or expanded transportation opportunities for Rockville? What do you wish were available that is not currently available?
5. Are there places you wish you could walk or bike to more easily or directly?
6. How important is relieving traffic congestion? What are your thoughts on strategies?
7. How should the City value the flow of automobile traffic, as compared to pedestrian and bicycle movement, and safety?
8. What are your thoughts on the transit services currently available in Rockville?

The report concludes with a section that summarizes the City’s transportation initiatives and policies. They are listed in the table below:

Travel Mode	Initiatives and Policies
Multimodal	<ul style="list-style-type: none"> • Manual for Uniform Traffic Control Devices • Transportation Demand Management • Comprehensive Transportation Review • Complete Streets Policy • Guidelines for Neighborhood Traffic Management • Street Lighting Program
Automobile	<ul style="list-style-type: none"> • Road Code
Transit	<ul style="list-style-type: none"> • MTA CCT • Montgomery County BRT
Bicycling	<ul style="list-style-type: none"> • Bikeway Master Plan • Bikeshare • Bicycle-Sensitive Traffic Signals
Walking	<ul style="list-style-type: none"> • Pedestrian Policies • Sidewalk Prioritization Policy • Pedestrian Safety and Accessibility Evaluation

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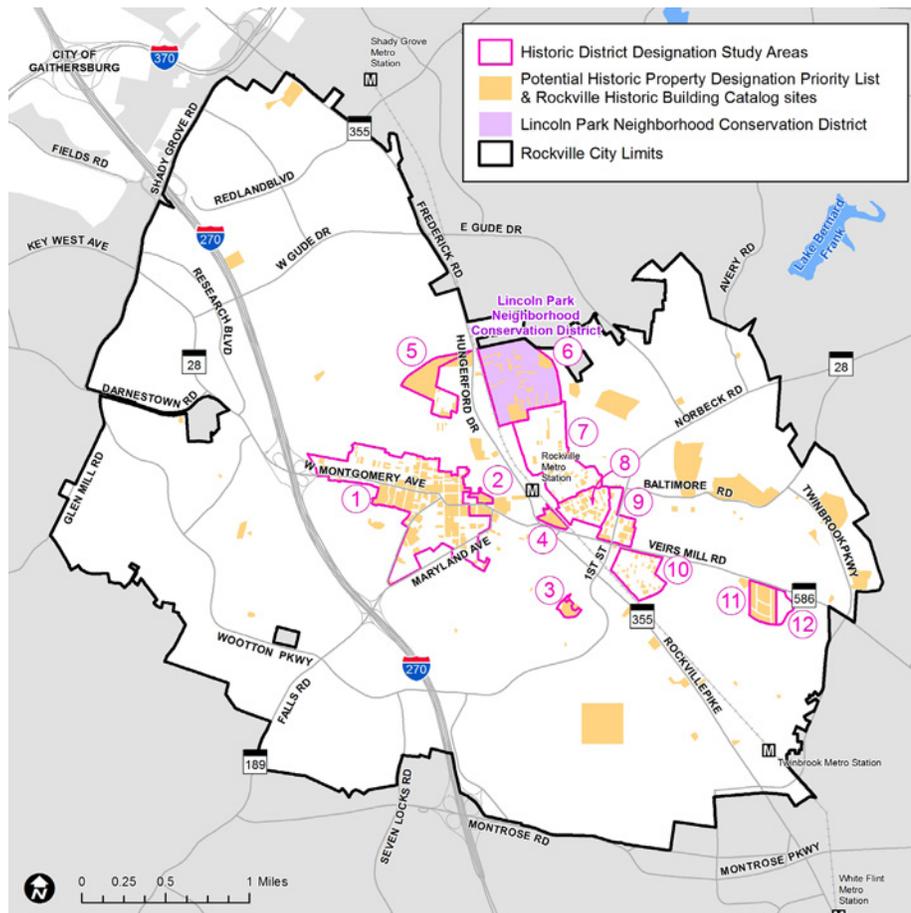
Historic Preservation Report 2016 Brief

What topics does the historic preservation report cover?

The historic preservation report provides background on Rockville’s almost half-century old historic preservation program and identifies issues that should be addressed during preparation of the historic preservation element for the updated Comprehensive Master Plan (CMP). Topics include:

- History and Authority of Historic District Zoning
- Rockville’s Historic Preservation Program
- Rockville’s Historic Significance
- Current Master Plans
- Existing Historic Districts
- Surveys and Inventories
- Zoning Tools
- Financial Tools
- Alternative Preservation Tools
- Public Education and Partnership Tools
- Heritage Tourism Tools
- Comprehensive Master Plan Policy Issues
- Discussion Topics

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Potential Study Areas for New and Expanded Historic Districts

Potential Expansion of Existing Districts:

1. West Montgomery Avenue Historic District
2. Courthouse Square Historic District
3. Dawson Farm Historic District
4. B&O Railroad Historic District

Potential New Districts:

5. Haiti/Martin’s Lane
6. Lincoln Park
7. East Rockville
8. Rockville Park
9. Janeta
10. Rockcrest
11. Twinbrook Section I
12. Twinbrook Section II

Key historic preservation issues identified for further consideration include:

1. Should the City become more proactive in its approach to historic designation by producing a list of potentially eligible districts and properties?
2. What areas of the City are good candidates for historic designation or conservation districts?
3. Should Rockville have an age threshold for historic designation?
4. Under what circumstances or criteria should the City designate against owner consent?
5. Other than the City or property owner, who should be allowed to nominate a property for designation?
6. Should Rockville develop guidelines for non-contributing resources (buildings or resources that are not representative of the qualities that give a district historic, architectural or archeological significance)?
7. Are guidelines for the Recent Past (less than 50 years old) helpful for the evaluation of these resources?
8. Should distinct streetscape plans be developed for historic districts? If so, where?
9. How can the relationship between preservation and sustainability be explained and promoted?
10. Should the City consider providing a municipal tax credit to encourage designation and proper maintenance of historic properties?
11. Should the City begin charging an application fee for HDC Certificates of Approval applications?
12. Should the historic house plaques program be continued?
13. How can Conservation Districts be made easier for neighborhoods to use as a tool?
14. What are the priorities for projects identified for potential grants in the 2013 Montgomery County Heritage Area Amendment and how can they best be implemented?



Red Brick Courthouse (1891)



Old Post Office (1938)



Glenview Mansion (1838/1926)

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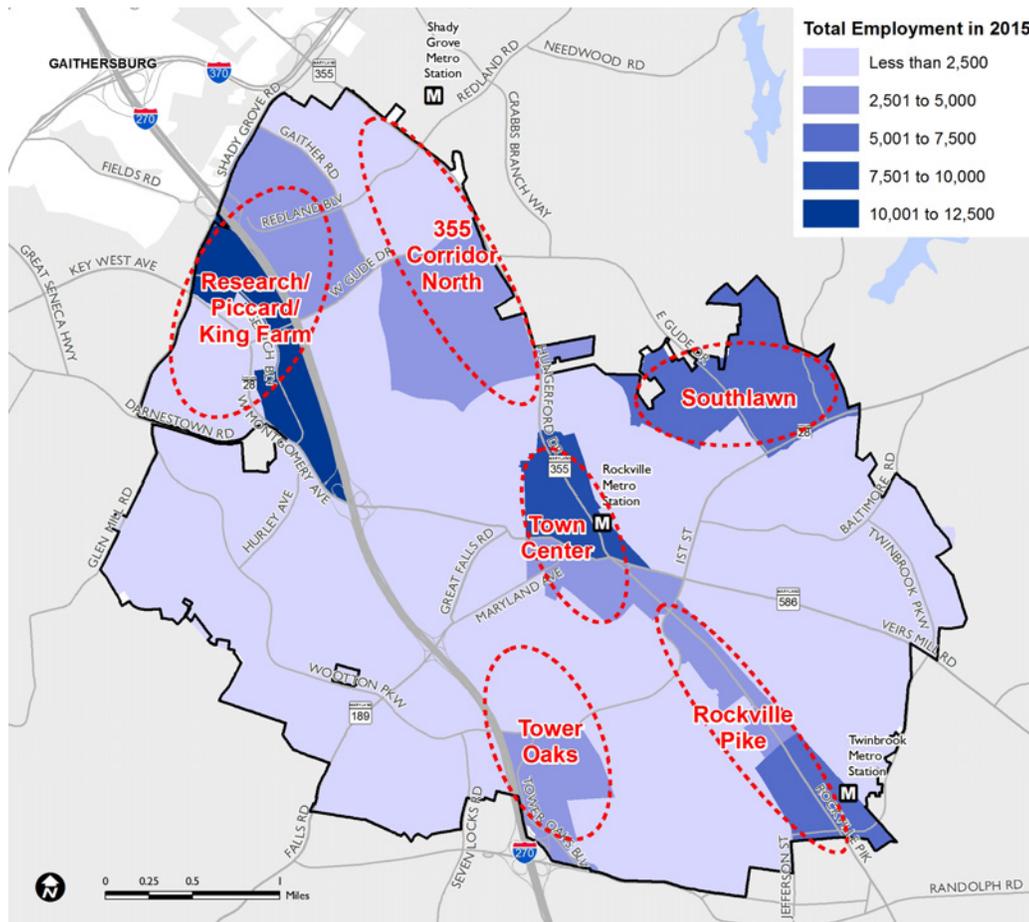
Economic Development Report 2016 Brief

What topics does the economic development report cover?

The economic development report discusses the existing economic, labor, and market conditions in Rockville and the region. Recent trends in the market are also explored. Economic development topics in the report including the following:

- Current Economic Conditions
- Regional Economy
- Rockville's Economy
- Job Sectors
- Commuting Patterns
- Resident Workforce
- Rockville's Largest Employers
- Rockville's Job Markets
 - Office
 - Service Industrial
 - Retail
- Prior Economic Development Goals
- Rockville Economic Development, Inc (REDI)

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Rockville Employment Densities by Area

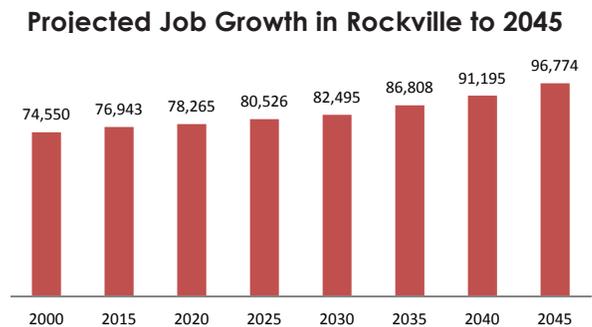
Jobs are concentrated in six general locations, which display a variety of development types, including urban center, commercial corridor, suburban office parks, and industrial parks.

Key economic issues identified for further consideration include:

1. What should Rockville’s long-term economic development goals be?
2. What policies should Rockville have for different portions/sectors of the job-generating economy (e.g., office, retail, services, restaurants, industrial)?
3. How should Rockville react to changes in the market, especially for office and retail?
4. What investments in infrastructure should Rockville consider to support a strong economy (e.g., transportation, water/sewer, information/data, etc.)?
5. What incentives might Rockville consider, to support economic development?
6. How can Rockville’s master plan help to preserve office, industrial and other economic/job uses, in the face of high demand for residential development?
7. What should the City’s approach be for different types of retail/restaurants (e.g., mixed-use settings; suburban auto-oriented, “big box”, smaller-scale neighborhood-oriented)?
8. How should Rockville’s master plan balance the borders between residential-only neighborhoods and more-active commercial and industrial portions of the city?
9. What adjustments could be made to City regulations that would assist economic vitality? How could those adjustments be done in a way that is consistent with other city values?
10. What opportunities are there to leverage key “anchors” in the city (e.g., Montgomery College, seat of Montgomery County government, Metro stations)?
11. What opportunities are there to leverage key nearby “anchors” (e.g., NIH, Universities of Maryland at Shady Grove, Johns Hopkins University, development in White Flint, Montgomery County Conference Center in White Flint, etc.)?

Top Employers in the City of Rockville	# of Employees
Montgomery County Government	4,758
Montgomery County Public Schools	2,500
Westat	2,150
Montgomery College	1,944
Lockheed Martin Information Systems	1,500
Booz Allen Hamilton	1,282
City of Rockville	520
Choice Hotels International	400
BAE Systems	382
The EMMES Corporation	365
Meso Scale Diagnostics	325
U.S. Food and Drug Administration	300
Comcast	300
John C. Grimberg Co.	300
EU Services	285
Fisher BioServices	278
Avendra	250
Montgomery Hospice	250
GEICO	250
Otsuka America Pharmaceutical, Inc.	248
Aronson & Company	225
Supernus Pharmaceuticals, Inc.	193
Thomson Reuters	175
Aeras	150
NASDAQ OMX	150
HBW Group	125

Source: Rockville Economic Development (REDI), 2015



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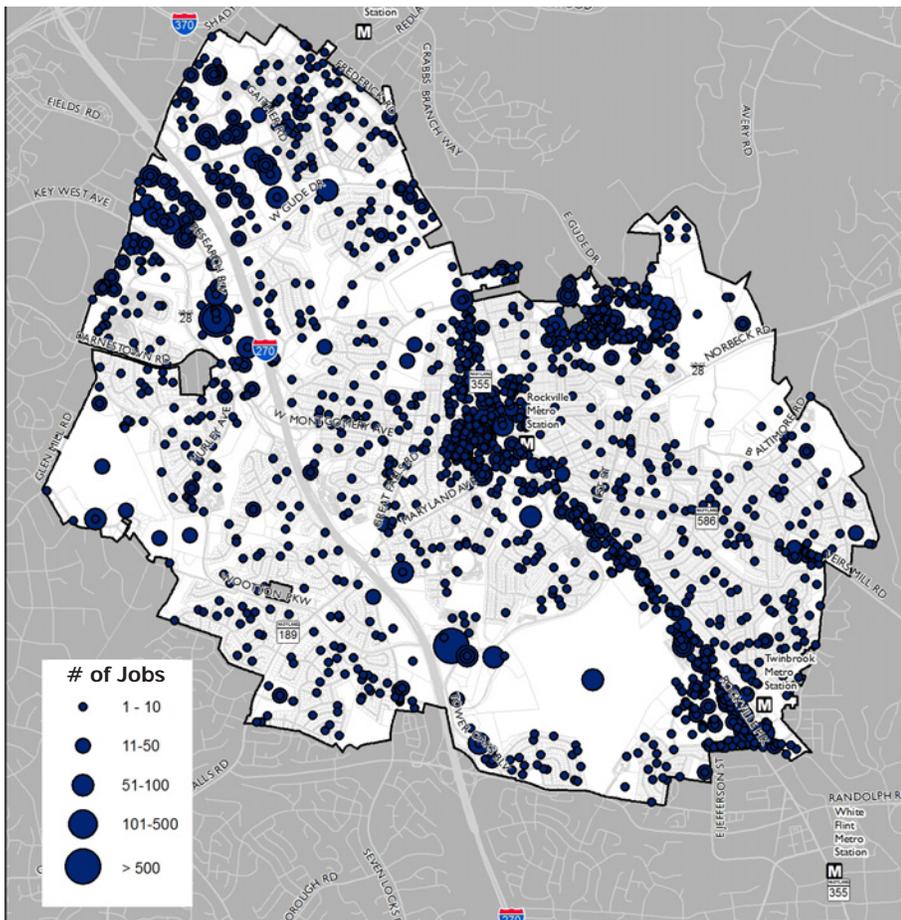
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Rockville Employment Locations

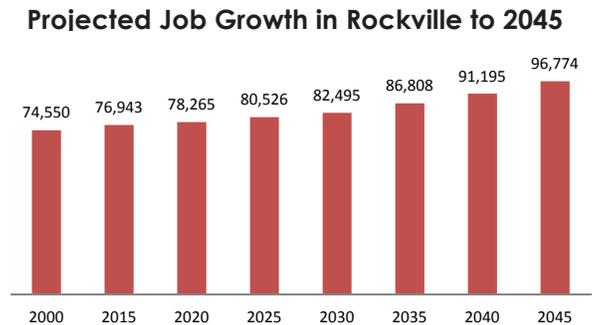
Jobs are spread throughout the city because of home-based businesses in residential areas. Still the major concentrations are found along commercial corridors and in urban centers, office parks, and industrial areas.

Key economic issues identified for further consideration include:

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BAE Systems	382
The EMMES Corporation	365
Meso Scale Diagnostics	325
U.S. Food and Drug Administration	300
Comcast	300
John C. Grimberg Co.	300
EU Services	285
Fisher BioServices	278
Avendra	250
Montgomery Hospice	250
GEICO	250
Otsuka America Pharmaceutical, Inc.	248
Aronson & Company	225
Supernus Pharmaceuticals, Inc.	193
Thomson Reuters	175
Aeras	150
NASDAQ OMX	150
HBW Group	125

Source: Rockville Economic Development (REDI), 2015



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Housing Report Brief 2010

What topics does the housing report cover?

The housing report presents information on demographics and on the housing market in Rockville gleaned from the 2010 U.S. Census and the 2006-2010 American Community Survey and other sources. The data presented covers topics relative to the broad issue of housing in the city, including the following:

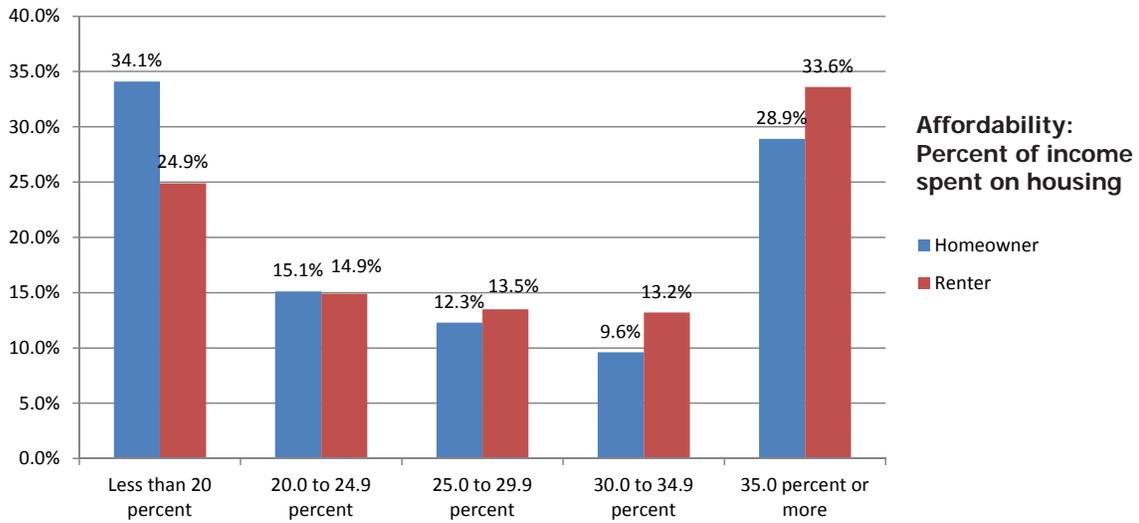
- Occupancy
- Household type
- Type of housing units
- Tenure
- Household size
- Family types
- Age of existing housing
- Housing sales
- Foreclosures
- Costs for Renters
- Average rental rates
- Costs for homeowners
- Incomes
- Poverty
- Affordable Housing
- Demographics trends
- Housing programs

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Key housing issues identified for further consideration include:

1. What types of housing does Rockville need? To serve what segments of the population?
2. What are Rockville’s housing gaps? Where is housing demand out of balance with housing demand? (Think about housing types, sizes, costs, etc.)
3. In what direction is our community headed in providing quality housing to a spectrum of residents?
4. What demographic/socioeconomic groups and household types have difficulty finding housing that meets their needs?
5. Can our children afford to remain in, or return to, the community as they start their own households?
6. Can those who provide essential services in the community afford to live here?
7. Do our elderly residents have adequate alternatives for remaining in the community as they age? What about returning veterans?
8. How do we provide the type of housing that promotes local job growth?
9. Can you identify any housing trends in your community such as increase in absentee landlords, mortgage foreclosures, decreasing home values and/or increasing housing prices?
10. Is aging of the city’s housing stock an issue? If so, how can it be addressed?
11. How can housing needs be met in Rockville, given that there are few large tracts of land available for new development, especially single-family residential development?
12. Do the City’s current housing programs (Moderately Priced Dwelling Unit program, Rockville Housing Enterprises public housing and Section 8 housing vouchers, etc.) adequately address low and moderate-income housing needs in Rockville? If not, what other types of programs are needed?



Single-Family Detached



Townhouse



Multifamily

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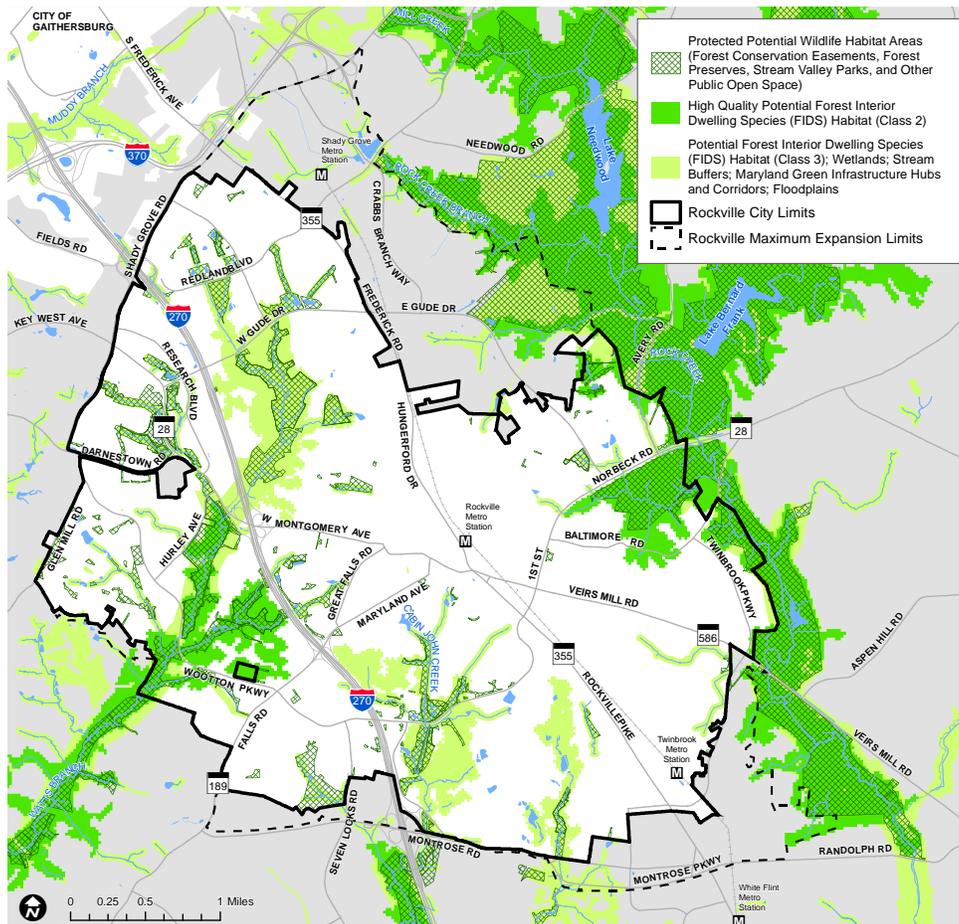
Environment Report 2015 Brief

What topics does the environmental report cover?

A broad range of topics are covered in this report, all of which address state, regional, or local planning requirements, as well as the City's own environmental and sustainability commitments. Topics include:

- Watersheds, Streams, Wetlands and Water Quality
- Floodplains and Dams
- Soils and Steep Slopes
- Forests and Tree Canopy
- Wildlife Habitat
- Environmental Hazards
- Air Quality
- Climate Change
- Energy Efficiency and generation
- Green Buildings

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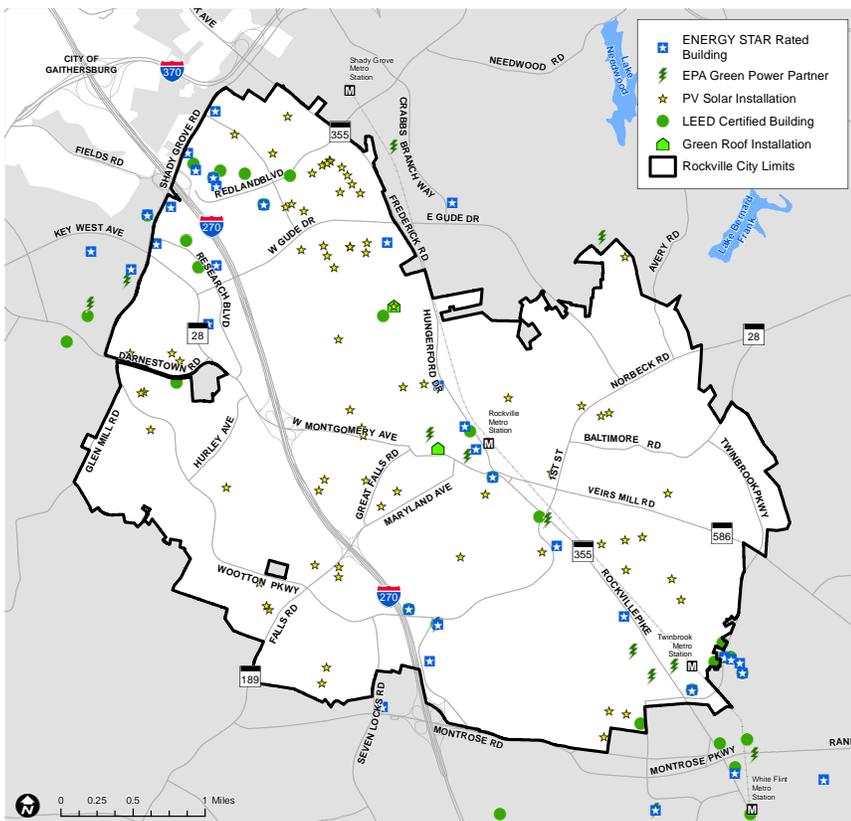


Priority Wildlife Habitats and Protected Lands

Rockville's stream corridors are important conservation areas, with City parks protecting steep slopes from erosion, stream water quality, and wildlife habitat. Most of these now protected areas were first identified for conservation as part of previous master plan efforts.

Key environmental and sustainability questions include:

1. What are Rockville's principal environmental and sustainability issues? Are there other topics not discussed in the environment report that should be included in the Comprehensive Master Plan update?
2. Watersheds: How can Rockville reduce the impacts of existing and future development on streams, the Potomac River and the Chesapeake Bay? How can stream restoration, watershed retrofits, storm water management programs, and redevelopment work to improve water quality and ecosystem health?
3. Open space: How should the City prioritize needs, identify opportunities, and create innovative strategies to enhance our green/open space network for recreational, ecological, cultural, and aesthetic functions?
4. Tree canopy: How can Rockville foster a sustainable urban forestry network on public and private lands? How should policies vary by type of environment (parkland, suburban, urban, mixed-use, etc.)?
5. Green buildings and energy: How can Rockville improve building performance and energy efficiency and increase the use of renewable energy to reduce emissions?
6. Climate change: How should the City plan to meet regional commitments it has made to reduce emissions, assess vulnerabilities, and prepare adaptation strategies to address possible impacts of climate change? (e.g. transportation, land/buildings/infrastructure, water, human health, economy, environment)
7. Transportation: Are there city-level strategies that might reduce transportation emissions?
8. How should the City balance worthy objectives that sometimes compete with each other? Examples include improving storm water management and water quality, preserving tree canopy, protecting wildlife habitat, providing recreation opportunities, improving transportation opportunities in private redevelopment projects, economic growth, providing affordable housing, and public CIP projects?
9. What are appropriate metrics to measure progress in environmental goals?



Renewable Energy and Green Buildings in Rockville

Rockville residents and businesses are reducing energy use through efficiency measures while also generating clean power through rooftop photovoltaic solar power generating systems. Green roof installations on public buildings are helping to reduce storm water runoff.

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