

Appendix C

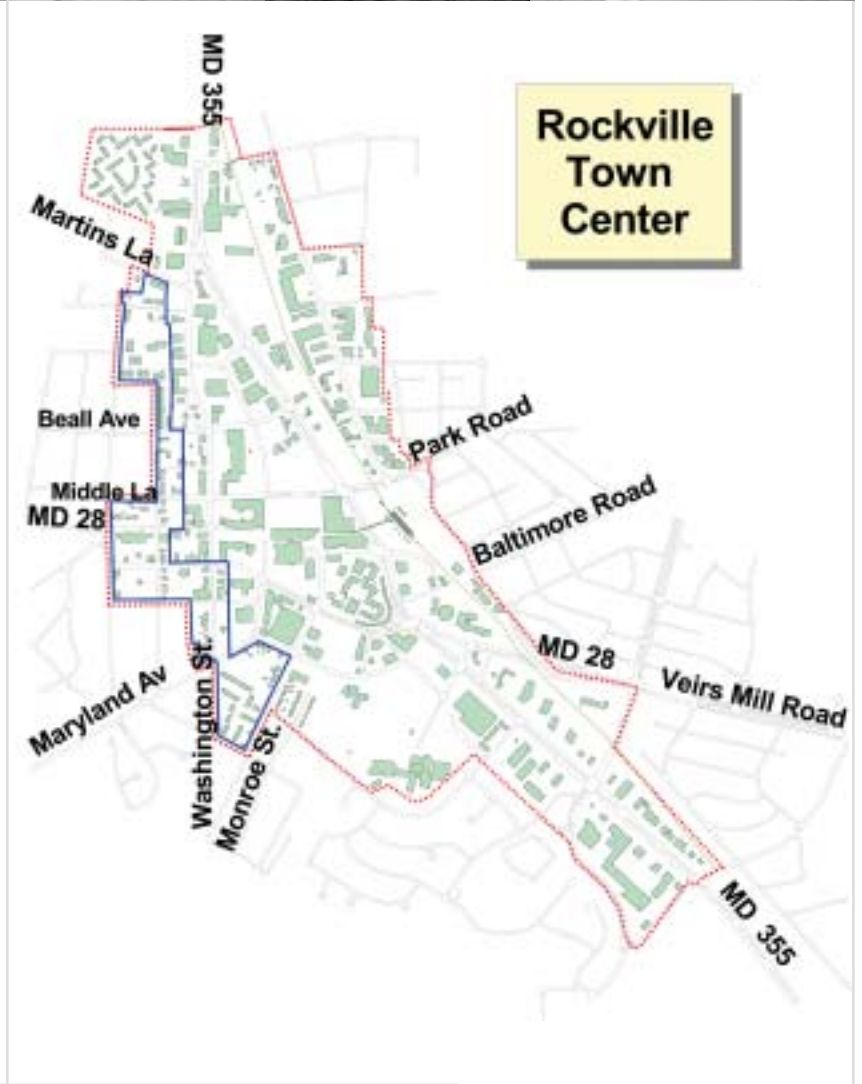


REPORT ON --- PUBLIC INPUT

Report On Public Input



Rockville Town Center



Development Concepts Inc.



December, 14 2000

Rockville Town Center – Report on Public Input

Contents	Page
1. Study Area	1
2. Interview Results	2
3. Town Center Action Team Meetings	3
4. Greater Rockville Partnership Board	6
5. Open House Summary	6
6. Survey Results	14
7. Summary of Issues & Next Steps	18

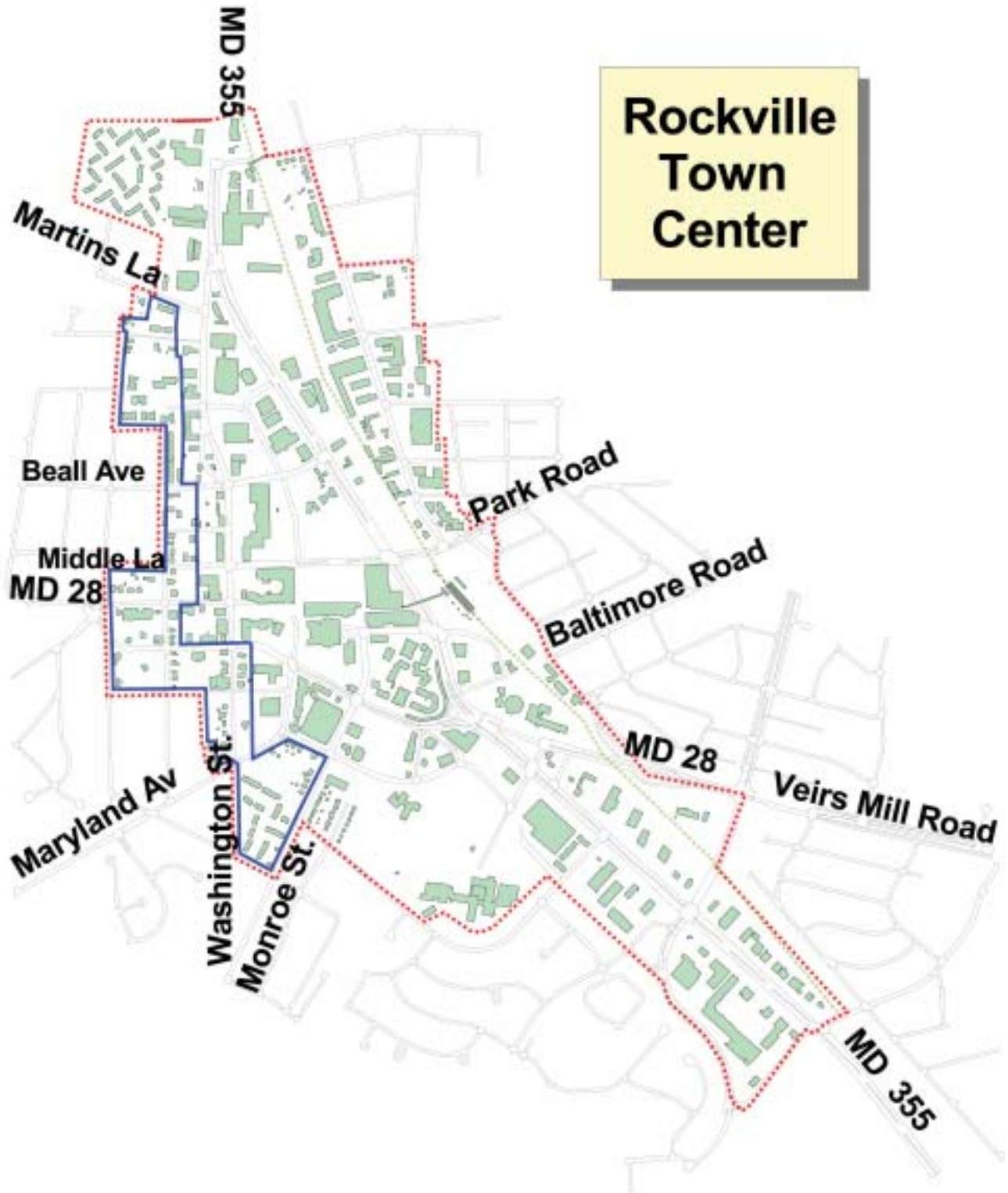


Development Concepts Inc.

HNTB

1. Study Area

The study area for the Town Center has been defined generally as the area bound by Edmonston Drive on the southeast, Wootton Parkway, Mount Vernon Place and Vinson Street on the south, Van Buren and Adams on the west, Frederick Avenue on the north, and North Stonestreet Avenue on the east. A map of the study area is shown below.



Rockville Town Center Master Plan Study Area

2. Interview Results

The Project Team began conducting stakeholder interviews at the onset of the master planning process. The greatest concentration of interviews were performed during the week of August 15, 2000. Following is a summary of comments that were heard during the interviews.

Comments have been divided into two categories: 1) general comments of a similar theme that were mentioned by several participants and 2) comments regarding specific ideas for projects/initiatives.

The summary is based on comments gathered from discussions during interviews with 35 people representing the public and private sectors including business owners, property owners, developers, and residents.

General Comments

Vision

- No clear definition of/vision for the Town Center. Most believe it could be reconfigured to extend northward to the GE/Gateway Tower building.
- There is some concern about support for management/enforcement/operations of activities and facilities in the Town Center if development proceeds.
- The City should 'bite the bullet'/show leadership/follow through with a plan once it is developed.
- Business community is not represented in planning for city/Town Center. Some perceptions that City is not development-friendly (big box ban, signs, approval times, etc.)
- It is hard to consistently maintain small business participation in planning activities.

City-County Relations

- The relationship between the City and County needs to be strengthened. Clear statements that the Town Center is the responsibility of the City but that there could be a partnership to support activities, particularly to appeal to the State.
- Montgomery County gets majority of tax revenue which limits City resources and likelihood of TIF, BID, etc.
- Montgomery County has used 'green tape zones' as areas where approvals are facilitated quickly. Have experienced good results with this program.
- Montgomery County operates special taxing districts called Parking Districts with bonding capacity through the County, fees, and fines to support the parking system.

Traffic/Circulation

- Rockville Pike is dangerous for pedestrians and a traffic nightmare.
- Traffic impacts development potential/activity.
- Generally there is support for decking over 355.
- Parking is a huge issue because of supply and management/operations issues. Even more so if redevelopment occurs. Pre-leasing of office space is being hampered by tenants' parking/s.f. demands.
- Connections to neighborhoods are important and are particularly limited to east side neighborhoods because of few streets that go through.

Residential Uses

- Residential market is very strong. 'The Grand' in North Bethesda could even be a model for development in Rockville. There is also a need for affordable housing in Montgomery County.

Office Uses

- Town Center is not a big tenant market. Should be thinking in 100,000 s.f. increments. RCI project overshot the market/was unrealistic.
- Rents in Rockville are slightly less than Bethesda. Maryland market does not have the growth of the Virginia market.

Attractiveness

- Rockville is a good community to live in, particularly for families; parks, pools, events, City services.
- Crime and safety are not a concern in Rockville.
- Opportunity to offer Rockville nightlife activities/environment that aren't really possible on Rockville Pike.
- Movie theater has been very successful. Draws people from 10 miles in all directions.

Project Ideas

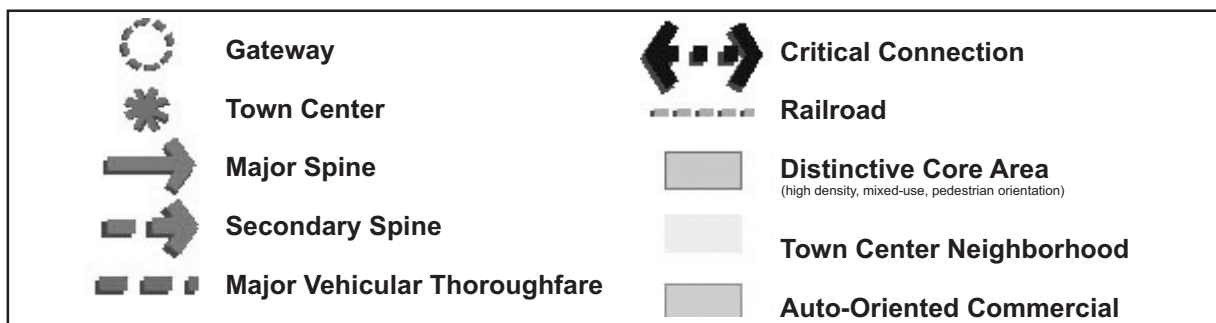
- Public support to tenant relocation/profit stability during redevelopment.
- Move Metro station up to Rockville Pike/355.
- Build new library at current 'China Wok' center and allow for a more comprehensive redevelopment of Magruder's Center.
- Re-open County ice rink.
- Maryland Avenue extension northward.
- Dawson Avenue extension eastward.
- Park across from new library.
- Housing along North Stonestreet Avenue.
- Restaurants, specialty shops, happy hour places.
- Expansion of James Monroe Park to incorporate vacant building and provide more parking for Americana Center.
- Hotel or bed & breakfast.
- Free shuttle within Town Center.
- Lifelong learning center/community center/community college – additional civic facility in Town Center.
- Redevelop area around and north of Giant in manner similar to Kansas City's Country Club Plaza.

3. Town Center Action Team Meetings

Members of the Project Team had the opportunity to meet with the Rockville Town Center Action Team (TCAT) on two occasions. The first meeting was a brief introductory discussion at the TCAT meeting on August 15. There were approximately 15 TCAT members in attendance. The discussion focused on the motivation behind the creation of the TCAT and members' general thoughts regarding the Town Center. TCAT members described the group as a type of 'advocacy watchdog' that is purposefully informal and wants to serve as a conduit for gathering public input. Project Team members also asked participants to identify by placing dot stickers on maps where they live, where they work, and locations where they feel there are traffic or circulation problems.

On September 19, 2000, Project Team members attended a second meeting of the TCAT and gave a brief report regarding the market analysis being conducted as part of the planning process and the results of interviews. The Project Team also led a discussion regarding the potential 'desired development framework' for the Town Center. The framework was described as a tool for illustrating how the major organizational pieces (gateways, focal points, pedestrian and vehicular thoroughfares, etc.) of the Town Center should be organized. Participants were divided into five groups to prepare their own framework diagrams using the symbols below that were printed on acetate.

Desired Framework Key



The resultant maps are shown below but generally indicate a desire for the following:

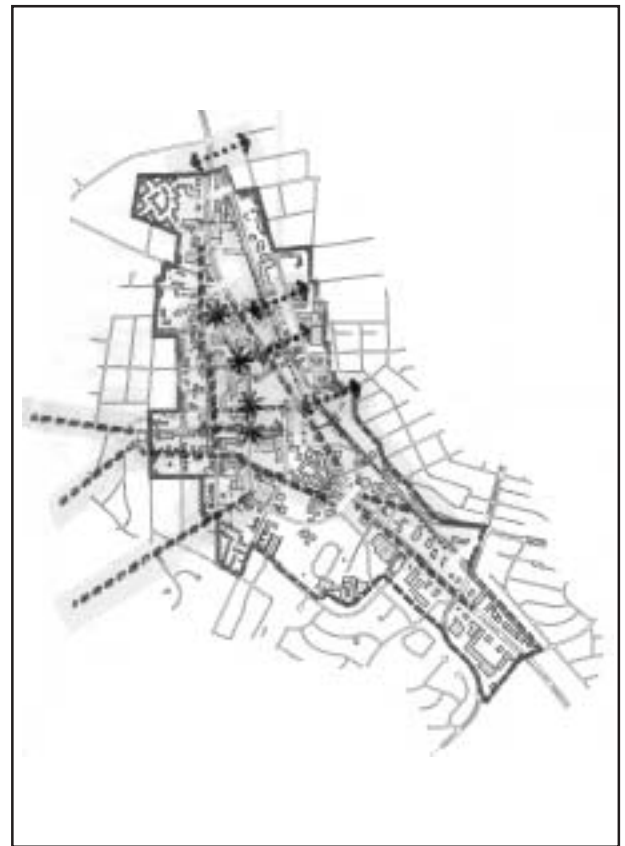
- Providing connections between the Town Center and East Rockville neighborhoods.
- Gateways (or an appropriate Town Center entry experience/announcement) as far south as South Washington south of Fleet Street and Rockville Pike at Wooten Parkway, as far east as the West Montgomery-Jefferson intersection, and as far east as Park Road - Horners Lane. Generally, however, there was consensus that the northern gateway to the Town Center should be at the Washington-Hungerford split and the southern gateway at the 'mixing bowl.'
- A major north-south spine for the Town Center along Maryland and an east-west spine along Middle Lane.
- Primarily vehicular-focused corridors along Rockville Pike, Jefferson, and Washington.



- A pedestrian-oriented character extending from City Hall northward, past Regal Cinemas all the way to the Washington-Hungerford split.



Desired Framework Diagram Prepared at TCAT Meeting



Desired Framework Diagrams Prepared at TCAT Meeting

4. Greater Rockville Partnership Board

Members of the Project Team participated in a discussion regarding the Town Center at the Greater Rockville Partnership (GRP) Board Meeting on July 25. Seven board members and GRP staff were in attendance. The discussion began with each person being asked to identify one thing they would add to the town center and one thing they would remove. Listed below are the results.

Add: parking, office & retail environment, active development, retail character (local & national), 355 entryway/seamless connection to 355, large public gathering place, excitement, visitor center, smaller specialty retail, something that ties community together, activities that draw people between events.

Remove: underutilized & underdeveloped ground, parking, 'backlot' image.

The group mentioned Reston as an appropriate comparison to the Rockville Town Center because of the mix of commercial; the big, pedestrian-friendly open gathering place; corporate tenants; and hotel. They also said that 50% of the tenants in Reston are restaurants and that Reston does a good job of promoting its strategically located parking.

Some members of the group did express concern about an over-emphasis on office uses to the extent that there is no activity after 5:00; but others felt that the office market was an opportunity that should not be overlooked. The group generally agreed that Town Center will not compete with 270 corridor tenants but did think it could compete with Bethesda's CBD because lease rates there are in the mid-\$30's/square foot and Town Center space can be offered in the \$20's/square foot.

Housing around the Metro station was also suggested. The group was concerned about the lack of enthusiasm from the development community but did say that the City may not be developer-friendly. Silver Spring was cited as an example of the slow growth that resulted from the introduction of a Metro stop.

The discussion was concluded by asking the group what would have to happen for them to judge the planning process a success. The answers included:

- if the Town Center discussion moved beyond RCI
- agreement on operational area of the Town Center so vision can be clearly stated and consensus for it gathered
- congestion minimized
- getting a building out of the ground
- something moving forward/willingness to 'go spec'
- phasing factor. . . 'so that larger buildings can come'
- redefinition of Rockville as the center of Montgomery County that hosts the County, not County facilities dominating the Town Center

5. Open House Summary

On September 20, 2000, the City of Rockville and the Project Team hosted a public open house to discuss the Town Center. Between 40 and 50 people attended the Open House. Four stations were set up in City Hall that focused on the topics described below. Each station was designed to present the current conditions on a particular topic and to engage participants in evaluating and validating those circumstances and then in responding to some preliminary ideas regarding potential remedies that respond to those current conditions.

Station A: Existing Conditions & Planned Developments

Information available at this station included an existing land use map, existing zoning map, map and drawings of proposed developments, market summary newsletter, and an inventory of goals & objectives that were the result of a synthesis of goals/objective statements prepared by the Planning Commission, the City Master Plan process, and the Town Center Action Team. Participants were asked to give feedback regarding planned developments and to prioritize the draft goal statements.

Proposed Development

Participants were asked to use green, red, and yellow dot stickers to indicate whether they thought a proposed project was a good idea and should move forward (green), should proceed with caution (yellow), or should be stopped or seriously reconsidered. The results of this activity are outlined in the table below. Projects are arranged in order of most well-received project to least well-received.

	Project name	Green	Red	Yellow
1	New Regional Library	15	1	0
2	County Parking Garage	14	2	0
3	Giant Relocation	13	4	2
4	Gateway Tower Renovation	10	1	0
5	Vacated Giant Site	10	2	4
6	Metro Site	9	4	2
7	11 N. Washington	8	5	0
8	Metro Plaza	7	3	4
9	21 Church Street	4	1	8
10	Library Site – District Court	4	2	6
11	Rockville Center	3	7	8
12	District Court	2	9	3
13	City Hall Expansion	4	10	2

General comments regarding proposed development:

Metro Plaza – retail should be used to encourage nightlife and weekend activity

City Hall Expansion – present plan is not good

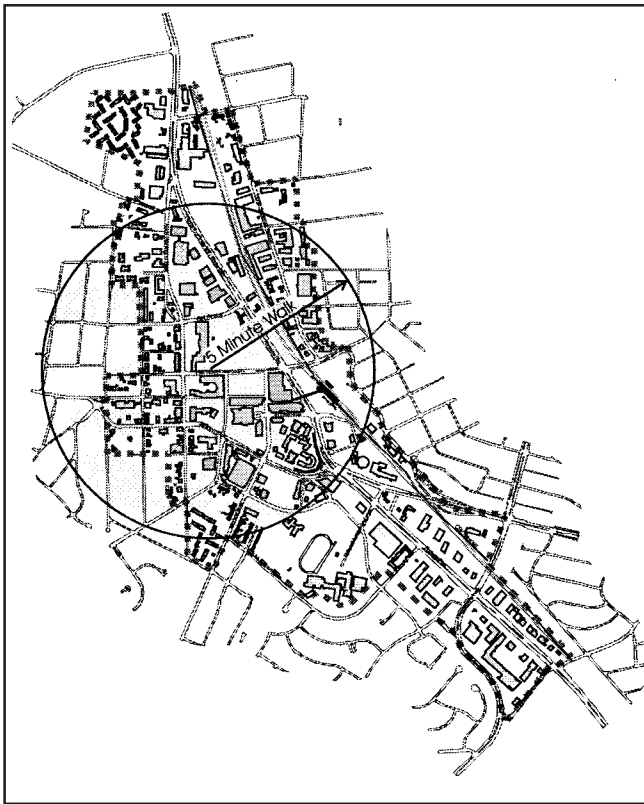
Library Site– incorporate a redesign of the entire block to include the Magruder Center

Aesthetic guidelines should be used to create an overall architectural/design plan – current look is boring and not pedestrian friendly

Goals and Objectives

At the onset of the planning process, the Project Team was given three documents from the Planning Commission, the Town Center Action Team, and City’s Master Plan process. The three documents described each of the group’s goals for the Town Center. In order to begin prioritizing the goals and objectives into a working document that could steer the Town Center Master Plan process, the Project Team synthesized those goals into one document that consisted of nine goals. Participants at the Open House were asked to prioritize those nine goals at the Existing Conditions Station. Participants were also given a survey that described objectives that accompanied the goals. The results of that survey are described later in this document. The top three goals for the Town Center were mixed-use development, around-the-clock activity, and pedestrian-oriented character. The list of all nine goals are arranged below according to their priority based on the results (or number of votes) at the Existing Conditions Station. Participants were asked to only vote on the three goals that they felt were most important.

Mixed-use development	18
Around-the-clock activity	16
Pedestrian-oriented character	15
Design excellence	14
Housing	10
Civic and cultural presence	10
Open space	8
Incentives	6
Access alternatives	3



Desired Framework Prepared at Open House



Desired Framework Prepared at Open House

Station B: Development Framework

Information available at this station included a draft of the 'existing framework diagram', a map of the study area, and three options for a 'desired development framework' for the Town Center.

Participants were asked to identify where the 'center' of the Town Center should be and to comment on the preliminary desired framework diagrams. Participants were also encouraged to make their own framework diagram using acetate symbols.

Participants identified the center of the Town Center by placing the centerpoint of a circle template on a point on the base map. By tracing the perimeter of the circle, they delineated a 5-minute walking radius from the center of the circle. Most participants indicated that the centerpiece of the Town Center was in the vicinity of the intersection of East Middle Lane and Maryland Avenue and were surprised to learn that so much area of the Town Center could be covered in a 5-minute walk. Most agreed that the area is relatively compact but, as currently configured, does not provide a comfortable and inviting walking experience.

Participants at this station also were asked to give their feedback on three different draft versions of a proposed desired framework (see below). There were elements of each framework option that were well-received and elements that were not. In general, participants showed support for the following:

- Connections to East Rockville.
- Enlarging the highly pedestrian-oriented area northward from East Middle Lane to extend all the way to the Washington-Hungerford split.
- Gateways at the 'mixing bowl' and the Washington-Hungerford split.
- East Middle Lane and Maryland Avenue as major spines or focal points for pedestrian activities.
- Greater incorporation of the Metro station into the Town Center.

One group at the Open House prepared their own version of a Desired Framework (at left) that focused on identifying well-traveled corridors and changes in use. Most notably, this framework proposed the redevelopment of the area around North Stonestreet Avenue as residential townhomes and the area north of Beall Avenue as high-rise residential.

Station C: Transportation & Circulation

Information available at this station included existing traffic information and existing non-vehicular access routes. Participants were asked to give feedback regarding potential transportation improvements such as a new interchange at Interstate 270 and Gude Drive, improvements to Wootton Parkway, MD 355, First Street, and West Montgomery Avenue.

Participants offered the most comments on traffic operations approaching Town Center rather than mentioning traffic issues within the Town Center. A number of comments also addressed access to East Rockville. Many of these came from residents of East Rockville.

In general, the response was favorable toward using Gude Drive as a bypass of the Town Center and constructing an additional interchange at I-270. A number of residents noted that Tower Oaks Boulevard currently offers access to Wootton Parkway and so with improved signage and minor roadway improvements this interchange could promote a southern bypass of Town Center. One resident suggested that Montrose Parkway is a viable bypass route although the road is narrow and exhibits congestion during certain times of the day.

Middle Lane/Park Road is the principal, local route across 355. Improvements to this crossing and alternatives, for both vehicles and pedestrians are important to incorporating the area east of the tracks into the Town Center.

Most residents approved of the Maryland Avenue extension concept. Few were enthusiastic about the other connections to reinstate the grid system in the Town Center. In general, people suggested that it is the approaches to Town Center that are more of an issue than the circulation system within Town Center. Few residents identified any real traffic problems in the Town Center and generally found parking to be sufficient under the present conditions. All recognized that substantial development in Town Center would have a significant impact on parking.

Station D: Urban Design Elements

This focused on asking participants to view photographs of different types of building design, open space, town center activities, and streetscape elements and to use green, yellow, and red dot stickers to indicate what they liked and disliked. Green dots indicated that they liked the photo, yellow indicated they neither liked nor disliked the photo, and red that they disliked the photo. The top-scoring and low-scoring photos are shown below.

Building Design – High Scores



Building Design – Low Scores





Open Space - High Scores



Open Space - Low Scores



General comments regarding open space:
incorporate greenery and foliage with hard surfaces
center or focal points desired
no “contrived” or symmetrical shrubbery

Streetscape Elements – High Scores



Streetscape Elements – Low Scores



General comments regarding streetscape elements:

- bike racks desired
- liked community bulletin board idea (but not example given)
- public or street art
- patterns in sidewalk
- use of water fountains
- brick sidewalks
- unobtrusive signage / no neon

Town Center Activities - High Scores



Town Center Activities - Low Scores



General comments regarding town center activities:

- outdoor restaurant seating desired
- pedestrian mall
- integrated greenspace with buildings and hard surfaces
- use of water/fountains

6. Survey Results

At the onset of the planning process, the Project Team was given three documents from the Planning Commission, the Town Center Action Team, and City’s Master Plan process. The three documents described each of the group’s goals for the Town Center. In order to begin prioritizing the goals and objectives into a working document that could steer the Town Center Master Plan process, the Project Team synthesized those goals into one document that consisted of nine goals. Participants were given a survey that described objectives that accompanied the goals. The results of that survey are summarized below. The results described are based on 35 returned surveys. More surveys are being distributed to gather additional input. A detailed tabulation of the survey results is also included at the end of the summary.

In prioritizing the goals and objectives, those surveyed responded most frequently to mixed-use development as an important goal for the Town Center Master Plan. This idea is reinforced with 100 percent of those surveyed agreeing that the Town Center should have a mix of restaurant, retail and entertainment uses. Furthermore, a large percentage responding believed the Town Center should include features like hotels, spaces for small and large businesses, local and national retailers, and both small and large office tenants.

Mixed-Use Development – Mixed-use development received the highest number of responses out of the nine general goals and objectives for the Rockville Town Center Master Plan. Everyone (100 percent) surveyed agreed that the Town Center should have a mix of uses for day and night activities. Furthermore, 100 percent agreed the Town Center should have retail, restaurant, and entertainment uses; however, 51 percent disagreed the Town Center should have more restaurants than retail uses.

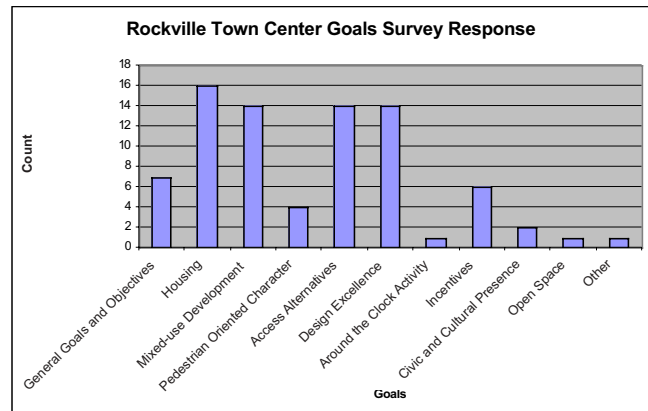
Nearly all of those surveyed believed the Town Center should include space for public festivals and events and should include destinations that attract people from throughout the region. Eighty percent agreed the Town Center should contain a mix of local and national retailers; and more than 90 percent believe the Town Center should contain suitable spaces for small enterprises.

‘Around-the-clock activity’ – Maintaining an active Town Center after normal business hours is clearly reflected as an important community goal as nearly all of those surveyed agreed that Town Center businesses should have evening hours and general support should be given to encourage evening activity.

Nearly all who participated in the survey agreed the Town Center should have evening hours for retailers and restaurants. Ninety-seven percent want events, programs and policies that encourage employees to stay in the Town Center after work hours. Eighty percent agree the Town Center should be an evening destination for the entire region.

Housing – Seventy-three percent of those surveyed disagree the Town Center should emphasize residential development over other uses within the Town Center; yet, 69 percent believe the government should offer incentives that encourage residential development. Interestingly, 61 percent believe housing should replace underutilized and incompatible uses. It is clear that residential development is not the main goal but perceived to be a better alternative to empty or underutilized buildings and lots.

When asked if housing should be distributed throughout the Town Center the response was split nearly equal for those agreeing and those disagreeing. Fifty-seven percent agreed when asked if housing should be concentrated in specific areas to form a neighborhood atmosphere. Furthermore, 57 percent thought the Town Center should have high density-residential development as opposed to low-density single-family housing. Nearly 60 percent of those questioned agreed that a diversity of housing types should be offered.



Pedestrian – Oriented Character ranked second along with **design excellence** and **around-the-clock-activity** in priority of goals for the Town Center. This survey shows evidence that creating elements that lend to pedestrian friendly places should be an important objective of Town Center planning. For example, more than 95 percent of survey respondents believe small block sizes are important in the Town Center. Furthermore, over 80 percent agreed planning in the Town Center should result in reduced vehicular traffic. Eighty-eight percent think most Town Center buildings should be required to have active, pedestrian-friendly uses at street level while only 23 percent think the Town Center should require only those buildings on primary corridors to have pedestrian-friendly uses at street level.

Incentives – Eighty-eight percent agreed that the local government should offer incentives that encourage small business to locate in the Town Center. Many believe the public sector should encourage the private sector to lead Town Center development. In order to get development appropriate to the Town Center, 82 percent believe the public sector should offer incentives for projects that meet the Town Center Master Plan objectives.

Design Excellence – More than 94 percent of those surveyed agreed Town Center development should consist of well-designed public buildings and 88 percent agreed buildings within the Town Center should be architecturally significant. Furthermore, 71 percent believed Town Center buildings should maintain historic or traditional design character. Sixty-four percent disagree that Town Center buildings should contain cutting-edge design solutions. Eighty-six percent agree that Town Center signage should be historic and artistically pleasing and 80 percent believe signage should be limited. Ninety-six percent think signage should be unique with character. Ninety-one percent believe signage should be controlled by design standards.

Access Alternatives – One hundred percent of those surveyed agreed the Town Center should contain walkable links to the Town Center and neighborhoods. A large majority of responses agreed bicycle paths should be recognized in the Town Center. Ninety-seven percent agreed that pedestrian links across boundaries between the Town Center and neighborhoods are important elements. One hundred percent agreed the Town Center should have a parking management system. Ninety-eight percent also believe public transit should be encouraged in the Town Center.

Civic and cultural presence – Sixty-three percent think City and County uses should be located only in public buildings. The response was split when asked if the library should be the primary focal point of the Town Center. Seven-six percent believe the Town Center should contain a permanent home for the Farmers’ Market.

Open space – Eighty-eight percent think there should be a passive open space or park system. Ninety percent of those surveyed think new buildings should include public open space as part of their development. Ninety-three percent think the Town Center should contain a public park or town square. Seventy-three percent believe the Town Center should encourage outdoor art displays. Eighty-four percent think civic spaces should be included in the Town Center. Seventy-nine percent think the Town Center should have a network of interconnected public spaces. Eighty-three percent think the Town Center should make use of water features in parks and open spaces.

	Strongly agree	Agree	Disagree	Strongly Disagree	Response	Strongly agree	Agree	Disagree	Strongly Disagree
Housing									
1. The Town Center should emphasize residential development over other uses.	2	7	16	10	35	5.7%	20.0%	45.7%	28.6%
2. The Town Center should have high density residential development.	6	15	9	5	35	17.1%	42.9%	25.7%	14.3%
3. The Town Center should have diversity in the types of housing offered.	3	19	5	7	34	8.8%	55.9%	14.7%	20.6%
4. Housing opportunities should be scattered throughout the Town Center.	4	13	9	6	32	12.5%	40.6%	28.1%	18.8%
5. There should be a critical mass of housing in the Town Center that results in a neighborhood atmosphere.	10	11	9	5	35	28.6%	31.4%	25.7%	14.3%
6. New housing should replace underutilized and incompatible uses.	6	15	7	6	34	17.6%	44.1%	20.6%	17.6%
7. New high density housing should be provided in close proximity to the Metro station.	8	15	9	3	35	22.9%	42.9%	25.7%	8.6%
8. New housing should be provided in limited and clearly defined areas.	1	14	13	2	30	3.3%	46.7%	43.3%	6.7%

	Strongly agree	Agree	Disagree	Strongly Disagree	Response	Strongly agree	Agree	Disagree	Strongly Disagree
Mixed-Use Development									
1. The Town Center should have a mix of uses that allows for day and night activities.	25	10			35	71.4%	28.6%	0.0%	0.0%
2. The Town Center should have retail, restaurant, and entertainment uses.	28	7			35	80.0%	20.0%	0.0%	0.0%
3. The Town Center should include the opportunity for 'bed & breakfasts'.	9	13	7	6	35	25.7%	37.1%	20.0%	17.1%
4. The Town Center should have a mix of local and national retail stores.	17	11	7		35	48.6%	31.4%	20.0%	0.0%
5. The Town Center should introduce significant amounts of new office space to balance the presence of the County facilities.	16	13	6		35	45.7%	37.1%	17.1%	0.0%
6. The Town Center should have more restaurants than retail uses.	5	12	16	2	35	14.3%	34.3%	45.7%	5.7%
7. The Town Center should have space suitable for small entrepreneurial enterprises.	8	25	2		35	22.9%	71.4%	5.7%	0.0%
8. The Town Center should have office space for small and large tenants.	8	18	7	2	35	22.9%	51.4%	20.0%	5.7%
9. The Town Center should include several corporate headquarters.	5	16	8	4	33	15.2%	48.5%	24.2%	12.1%
10. New office space in the Town Center should be built close to the Metro station.	5	22	7		34	14.7%	64.7%	20.6%	0.0%
11. The Town Center should have venues for live entertainment.	7	18	4		29	24.1%	62.1%	13.8%	0.0%
12. The Town Center should include a hotel for both business and tourist patrons.	8	20	6		34	23.5%	58.8%	17.6%	0.0%
13. The Town Center should offer active recreation facilities or spaces.	4	18	9	1	32	12.5%	56.3%	28.1%	3.1%
14. The Town Center should include a space or spaces for public festivals and events.	18	15	2		35	51.4%	42.9%	5.7%	0.0%
15. The Town Center should include destinations that will attract people from throughout the County.	12	18	5		35	34.3%	51.4%	14.3%	0.0%
	9	24	1		34	26.5%	70.6%	2.9%	0.0%
2. Throughout the Town Center there should be unified streetscape elements	13	15	3	1	32	40.6%	46.9%	9.4%	3.1%
3. All Town Center buildings should be required to have active, pedestrian friendly uses at street level.	19	12	4		35	54.3%	34.3%	11.4%	0.0%
4. Only buildings along primary corridors should be required to have pedestrian friendly uses at street level.	2	6	19	8	35	5.7%	17.1%	54.3%	22.9%
5. The Town Center should have outdoor dining.	18	14		1	33	54.5%	42.4%	0.0%	3.0%
6. Generally, parking in the Town Center should be below ground.	13	10	8	4	35	37.1%	28.6%	22.9%	11.4%
7. Utilities in the Town Center should be buried below ground.	20	11	2	1	34	58.8%	32.4%	5.9%	2.9%
8. The Town Center should have reduced vehicular traffic.	7	21	4	2	34	20.6%	61.8%	11.8%	5.9%
Incentives									
	4	18	5	5	32	12.5%	56.3%	15.6%	15.6%
2 Local government should offer incentives that encourage small business to locate in the Town Center.	15	16	3	1	35	42.9%	45.7%	8.6%	2.9%
3. Local government should offer incentives that encourage public open space via private sector investment.	8	18	5	2	33	24.2%	54.5%	15.2%	6.1%
4. The public sector should offer incentives for projects that meet the Town Center Master Plan objectives.	12	15	3	3	33	36.4%	45.5%	9.1%	9.1%
5. The public sector should encourage the private sector to lead Town Center development.	8	18	4	2	32	25.0%	56.3%	12.5%	6.3%

	Strongly agree	Agree	Disagree	Strongly Disagree	Response	Strongly agree	Agree	Disagree	Strongly Disagree
Design Excellence									
	17	15		2	34	50.0%	44.1%	0.0%	5.9%
2. The Town Center should have architecturally significant public buildings.	14	17	2	2	35	40.0%	48.6%	5.7%	5.7%
3. Town Center structures should be diverse in size, design, and architectural detail.	9	17	3	6	35	25.7%	48.6%	8.6%	17.1%
4. Town Center buildings should have a traditional, 'historic-like' design character.	14	13	10	1	38	36.8%	34.2%	26.3%	2.6%
5. Town Center buildings should represent cutting-edge design solutions.	7	5	15	6	33	21.2%	15.2%	45.5%	18.2%
6. Town Center signage should be historic and artistically pleasing.	15	15	5		35	42.9%	42.9%	14.3%	0.0%
7. Signage and advertising in the Town Center should be limited.	13	15	5	2	35	37.1%	42.9%	14.3%	5.7%
8. Signage and advertising in the Town Center should be unique with character.	12	19	2		33	36.4%	57.6%	6.1%	0.0%
9. Town Center signage and advertising should be subject to established design standards.	12	19	3		34	35.3%	55.9%	8.8%	0.0%
Access Alternatives									
	22	12		1	35	62.9%	34.3%	0.0%	2.9%
2. Nighttime activity in the Town Center should be increased.	22	12	1		35	62.9%	34.3%	2.9%	0.0%
3. Events, programs, and policies should encourage employees to stay in the Town Center after the work day ends.	14	20	1		35	40.0%	57.1%	2.9%	0.0%
4. Appropriate 24-hour businesses should be included in the Town Center.	9	15	7	4	35	25.7%	42.9%	20.0%	11.4%
5. The Town Center should act as an evening destination for the entire region.	16	15	5	2	38	42.1%	39.5%	13.2%	5.3%
Access Alternatives									
	11	15	6	3	35	31.4%	42.9%	17.1%	8.6%
2. Connections between neighborhoods and the Town Center should be improved.	15	18	1		34	44.1%	52.9%	2.9%	0.0%
3. Appropriate, walkable transition areas should link the Town Center and neighborhoods.	17	18			35	48.6%	51.4%	0.0%	0.0%
4. The Town Center should have a parking management system.	19	16			35	54.3%	45.7%	0.0%	0.0%
5. The Town Center should have bicycle racks throughout.	11	18	4	1	34	32.4%	52.9%	11.8%	2.9%
6. The use of public transit should be encouraged in the Town Center.	16	18	1		35	45.7%	51.4%	2.9%	0.0%
7. The Town Center should have a sign system to improve wayfinding.	21	13	1		35	60.0%	37.1%	2.9%	0.0%
Civic & Cultural Presence									
	11	17	4		32	34.4%	53.1%	12.5%	0.0%
2. The Town Center should include a major science or cultural center.	5	17	9	4	35	14.3%	48.6%	25.7%	11.4%
3. The Town Center should include a permanent home for the Farmers' Market.	15	13	6	2	36	41.7%	36.1%	16.7%	5.6%
4. The new library should be the primary focal point of the Town Center.	10	9	11	4	34	29.4%	26.5%	32.4%	11.8%
5. The public sector should let the private sector lead Town Center development.	7	13	8	2	30	23.3%	43.3%	26.7%	6.7%
6. City and County uses should be spread throughout the Town Center in public and private buildings.	9	12	10	1	32	28.1%	37.5%	31.3%	3.1%
7. City and County uses should be located only in public buildings.	3	9	18	2	32	9.4%	28.1%	56.3%	6.3%

	Strongly agree	Agree	Disagree	Strongly Disagree	Response	Strongly agree	Agree	Disagree	Strongly Disagree
Open Space									
	9	22	4		35	25.7%	62.9%	11.4%	0.0%
2. Civic spaces should be included in the town center.	8	19	4	1	32	25.0%	59.4%	12.5%	3.1%
3. The Town Center should include space for outdoor performances.	16	13	4	2	35	45.7%	37.1%	11.4%	5.7%
4. The Town Center should encourage an outdoor art display.	9	16	6	3	34	26.5%	47.1%	17.6%	8.8%
5. The Town Center should include multi-purpose public spaces.	12	21	2		35	34.3%	60.0%	5.7%	0.0%
6. The Town Center should include a 'Town Square' or public park.	15	18	1	1	35	42.9%	51.4%	2.9%	2.9%
7. The Town Center should have a network of interconnected public spaces.	8	21	4	2	35	22.9%	60.0%	11.4%	5.7%
8. The Town Center should provide a permanent home for the Farmers' Market.	13	15	3	1	32	40.6%	46.9%	9.4%	3.1%
9. The Town Center should make use of water features in parks and open spaces.	12	18	4	1	35	34.3%	51.4%	11.4%	2.9%
10. New buildings should be designed to include public open space as part of their development.	14	16	2	1	33	42.4%	48.5%	6.1%	3.0%
11. Daytime and evening gathering in public open spaces should be encouraged.	21	10	2	1	34	61.8%	29.4%	5.9%	2.9%

7. Summary of Issues & Next Steps

As a result of this public input, the Project Team expects the following elements to take priority during future phases of the Town Center Master Plan process:

- Engagement and involvement of Montgomery County, Essex Capital/RCI, businesses located in the Town Center, businesses that are major office users, and entrepreneurial businesses.
- Minimizing divisive impact of Rockville Pike while still allowing for efficient traffic flow.
- Identifying opportunities to reconnect the Town Center with East Rockville.
- Determining best function of MD 28/Jefferson Street in circulation system and in Town Center development character.
- Identifying opportunities to more effectively use Wootton Parkway and Gude Drive as part of the Town Center circulation or by-pass system.
- Providing bicycle access to the Town Center.
- Providing both adequate parking facilities and appropriate management system.
- Identifying mechanisms to empower the City in implementing the plan and managing development.
- Focusing more detailed planning around the library so that it is well incorporated into the Town Center as a prominent civic asset.
- Reinforcing Washington Street as an 'edge spine' of the Town Center and Maryland Avenue and Middle Lane as 'central spines' of the Town Center.
- Identifying opportunities to reduce the block size of the area north of Middle Lane and to extend the pedestrian orientation northward.
- Maximizing opportunities for mixed-use development and for an overall mixed-use character in the Town Center.
- Providing a permanent home for the Farmers' Market.
- Providing a public park or town square.