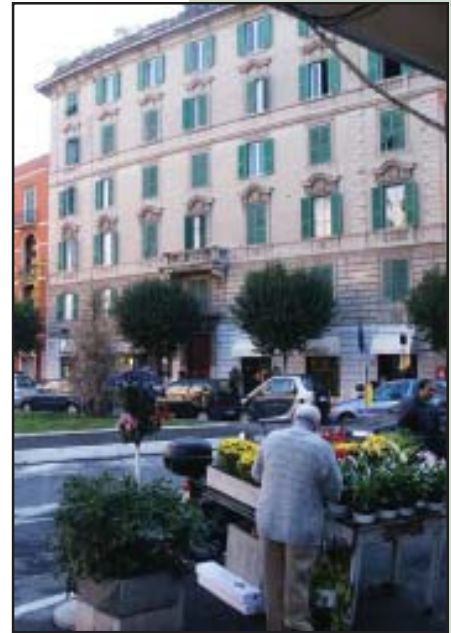


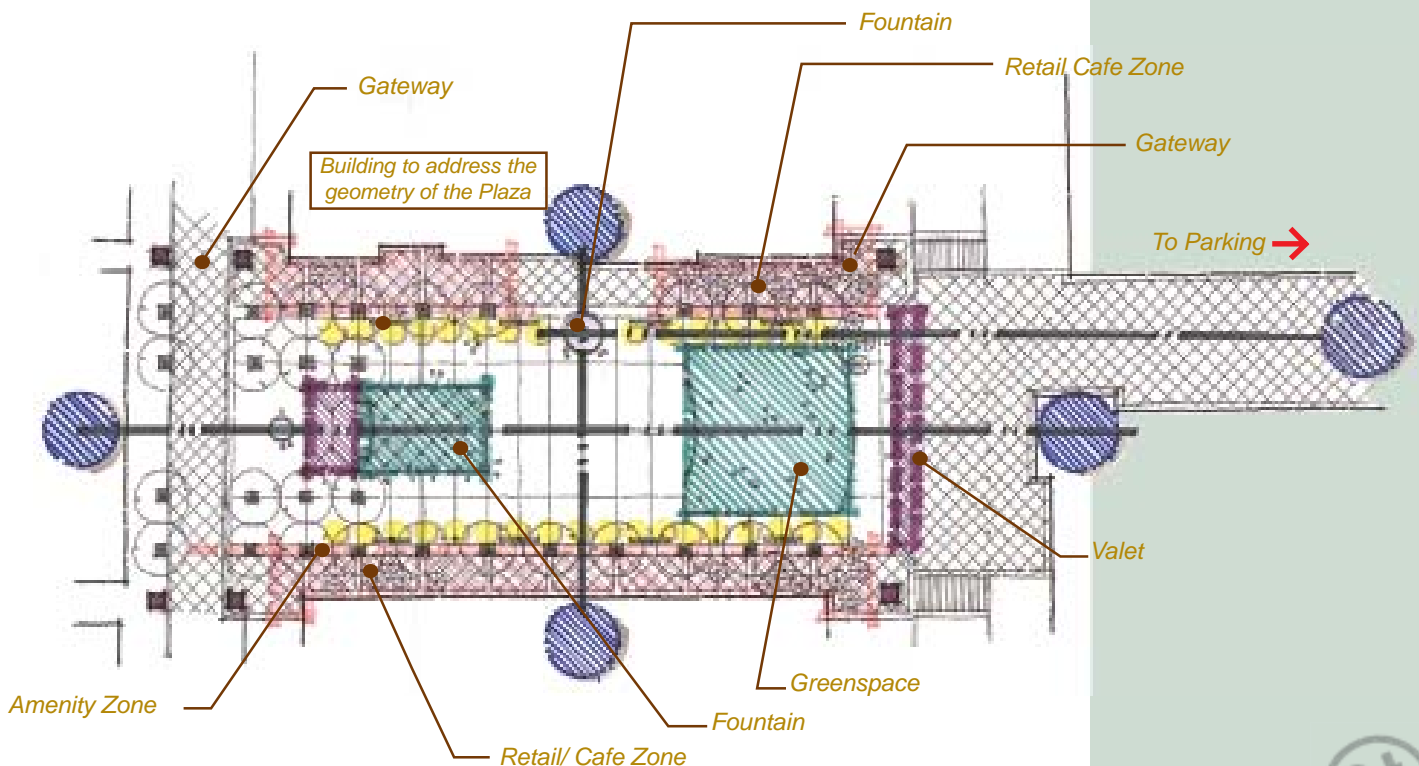
# The Town Plaza

## Plaza Layout

- *Architecture should respond to the organizing geometries of the Plaza in plan and elevation, i.e. entries, columns*
- *Maintain a zone for retail and cafes*
- *Create an amenity zone for benches, lighting, trash receptacles, etc.*
- *Soften the Plaza with landscaping and fountains, but maintain flexibility and provide interest when the Plaza is “quiet”*
- *Create a sense of arrival through gateways, valet and surface treatments*
- *Acknowledge the scaled relationships of the Plaza “edges” and treat them as a cohesive backdrop to the open space*



Architectural Scale on the Plaza



Diagrammatic Plaza Plan



Plaza Layout

Section 10.1

# The Town Plaza

**The Town Plaza at Rockville Town Center will be the focal point of the development. It will provide a community gathering “place” for special events and arts-related activities such as Hometown Holidays, Spirit of Rockville and others, but will also be a permanent part of the Rockville “neighborhood” that residents will make a part of their daily lives as they eat, relax and play.**

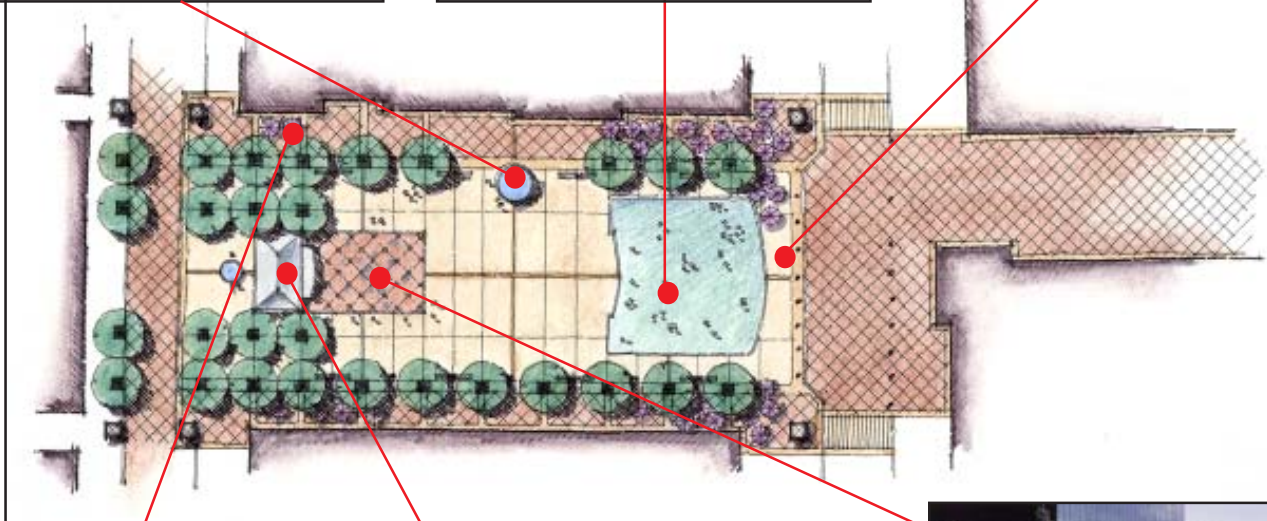
*An Open Space with Edges*



*A Meeting Place*



*A Green Space to Enjoy*



**Conceptual Plaza Plan**



*An Extended Dining Experience*



*A Flexible Pavilion for Special Events*



*An Interactive Water Feature*



# The Town Plaza

## Plaza Edges

The Town Plaza derives an important element of its character from the “edges” or buildings that surround and define its boundaries. Maryland Avenue and Market Street help to define the Plaza on the east and west at street level, but it is the buildings that stand at the edge of Maryland and Market that define and give character to the Plaza.

The elevation below is a conceptual representation of a residential building along the Plaza. The scale of this building represents the standard by which all of the “edge” buildings surrounding the Plaza will be judged. This five-story structure incorporates four levels of residential units above street level retail with the opportunity to extend any appropriate retail such as outdoor cafes out on to the Plaza into the “retail/cafe zone” (shown in plan below). This configuration is key to activating the Plaza and adhering to the mixed-use approach that is the basis of this development.

