

Key Urban Elements

“Great Places” consist of key elements including:

- **Primary Elevations**

Primary elevations are oriented toward pedestrian intensive streets.

- **Secondary Elevations**

Secondary elevations are oriented toward vehicular traffic primarily.

- **Significant Corners**

Buildings located at significant corners should address the corner as a distinctive architectural element.

- **Secondary Gateways**

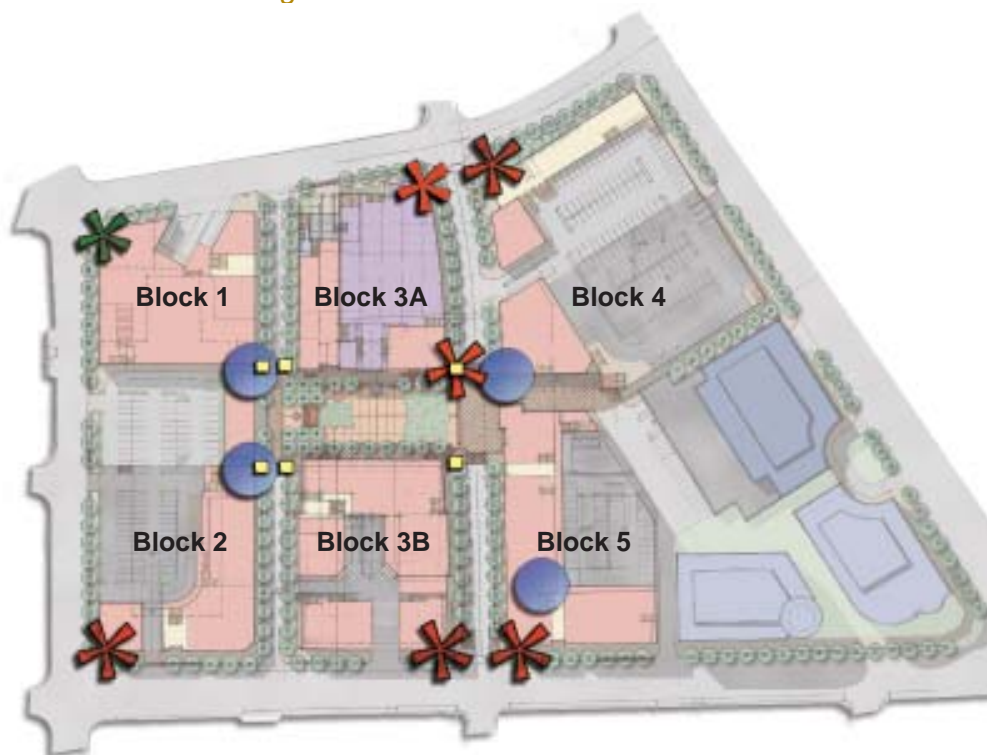
Secondary gateways are elements that define an “edge” or create a pass through for pedestrians.

- **Vias/Connections**

Vias are physical connections that give pedestrians access to the streets from parking areas located behind buildings.



“A Great Place”



- ✳ Significant Corner with potential entry
- ✳ Significant Corner
- Pedestrian Via
- Gateway



Key Urban Elements

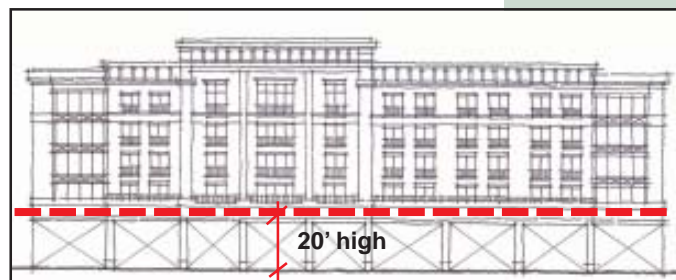
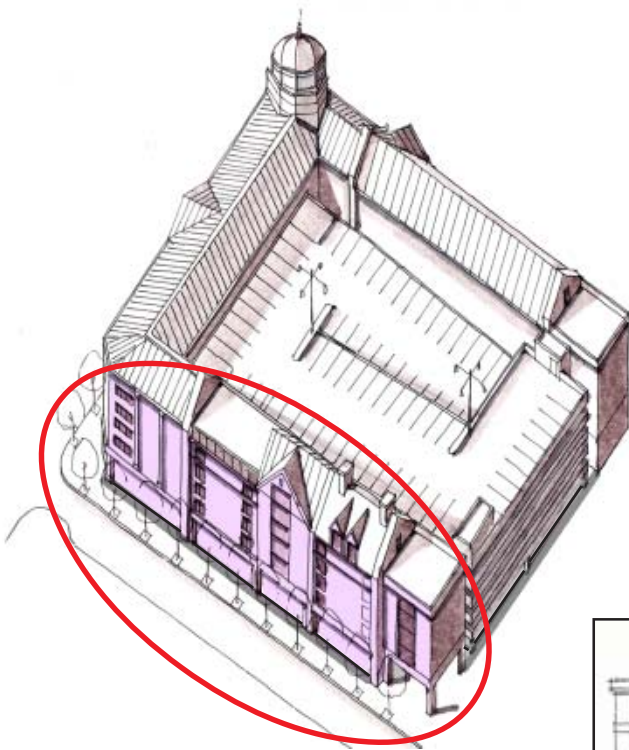
Key Urban Elements

Primary Elevations

Primary elevations are oriented toward pedestrian intensive streets, and at Rockville Town Center, will also figure prominently on the Town Plaza between Maryland Avenue and Market Street.

Primary Elevations should also:

- Exhibit a higher level of architectural detail especially at street level, and on storefront design.
- Focus particular attention on quality materials and applied details as compared to secondary elevations.
- Adhere to a 20' high cornice line around the Town Plaza that is vertically expressed as successive columns.
- Delineate long horizontal facades by dividing them into segments through vertical divisions or style changes.



Cornice Line on Plaza Edges



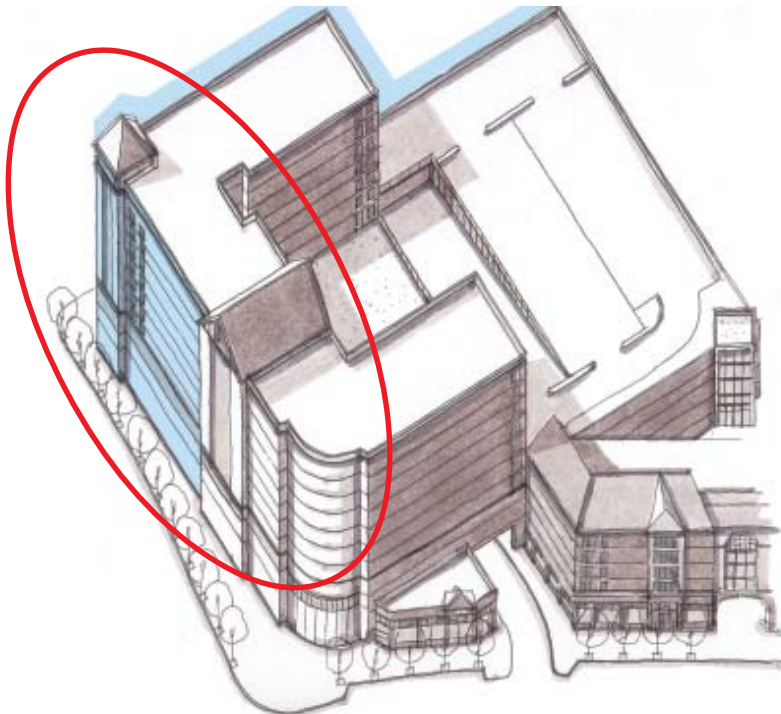
Key Urban Elements

Secondary Elevations

Secondary elevations are oriented primarily toward vehicular ways, so they will most likely occur near parking areas like those located on Rockville Pike and North Washington Street.

Secondary Elevations should also:

- *Maintain a palette of quality materials, but the extent and coverage may be less than that of primary elevations.*
- *Be designed as a simplified expression of the primary elevations with fewer vertical segment changes along the length of the facade.*
- *Provide a streetscape treatment that is complimentary to the primary elevations, but that is executed in a simplified scheme.*



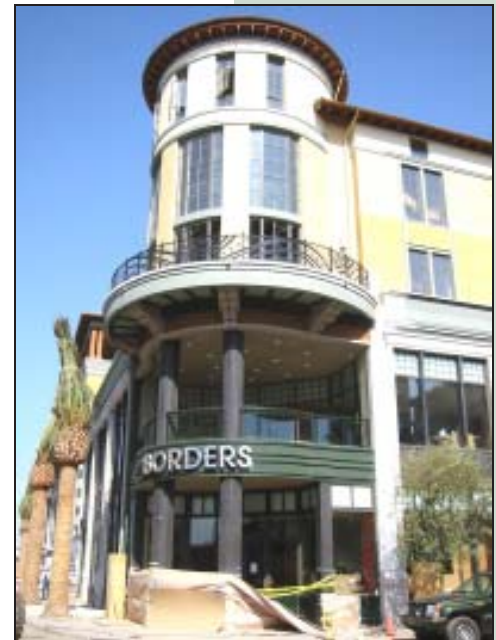
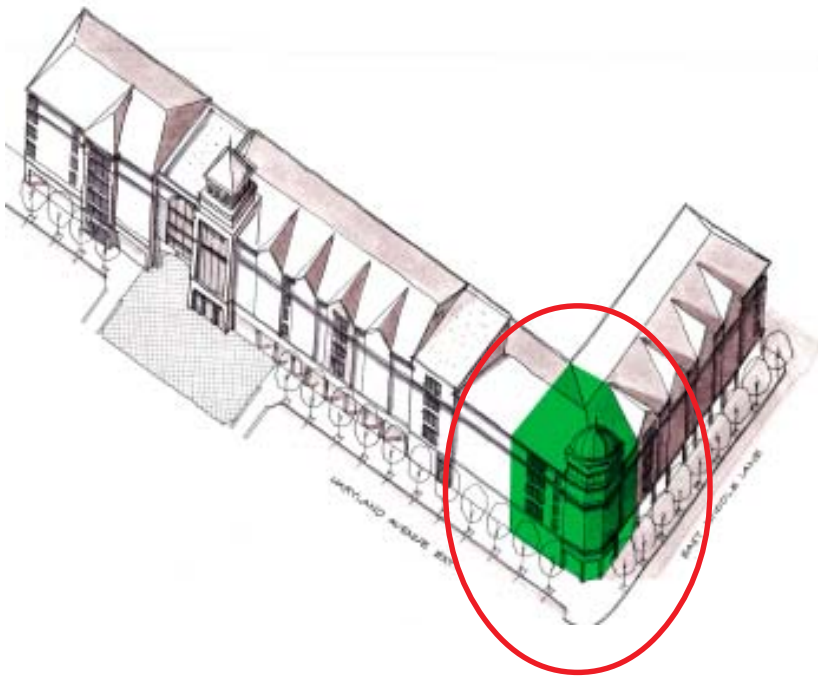
Key Urban Elements

Significant Corners

Buildings located at significant corners should address the corner as a distinctive architectural element. Some significant corners may have entrances at street level while others may only be distinguished architecturally.

Significant Corners should also:

- *Project higher than the surrounding buildings and may be manifested in a “tower” element or similar treatment.*
- *Have distinctive character from block to block to help with orientation throughout the neighborhood.*
- *Aspire to a higher level of detail than that of typical corners.*



- *See BSM-4; Building Scale & Massing Site Criteria (Section 14.2) for a specific guideline on “significant corners”*



Significant Corners

Section 5.4

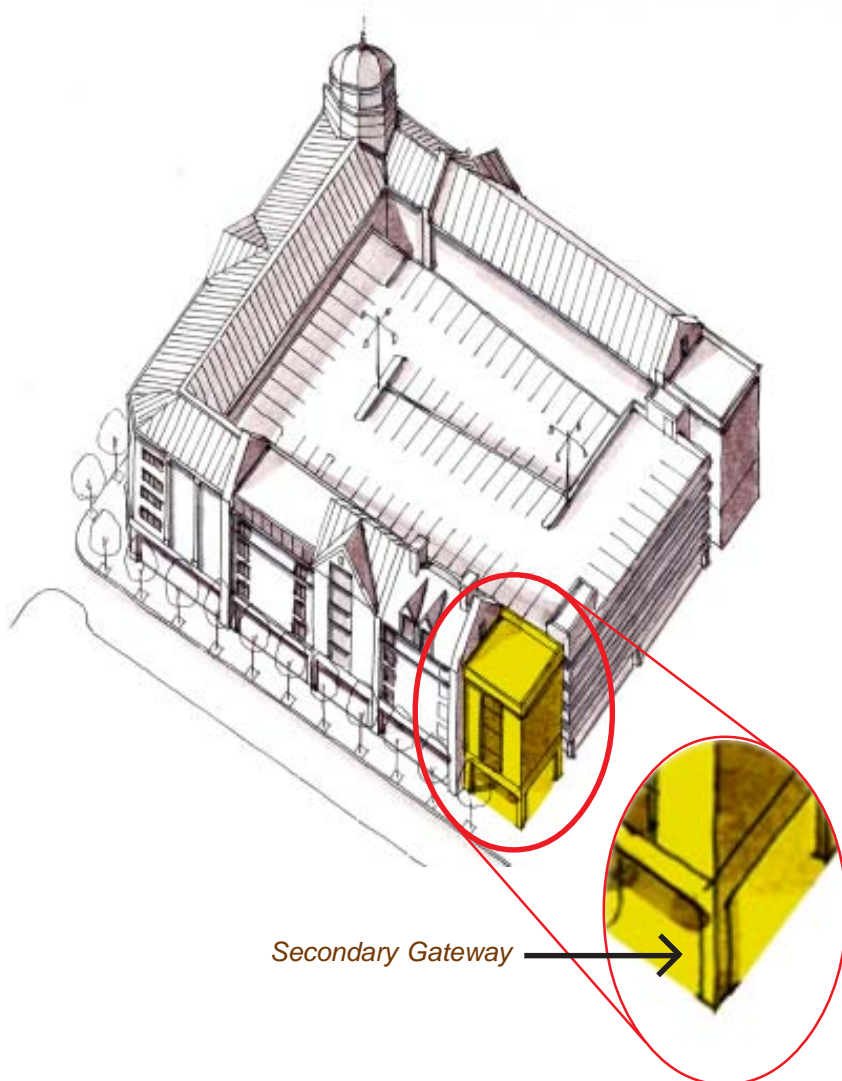
Key Urban Elements

Secondary Gateways

Secondary gateways are elements that define an “edge” or create a pass through for pedestrians.

Secondary Gateways should also:

- Have qualities that make them distinct from other streetscape pieces and from other gateways i.e. larger, taller, specially lit, change of materials.
- Be visible to pedestrian and vehicular traffic.
- Complement the character of the street and contain signage or artwork if appropriate.
- Gateways can be free-standing elements or be incorporated into the architectural detail of the facade.



Secondary Gateways

Section 5.5

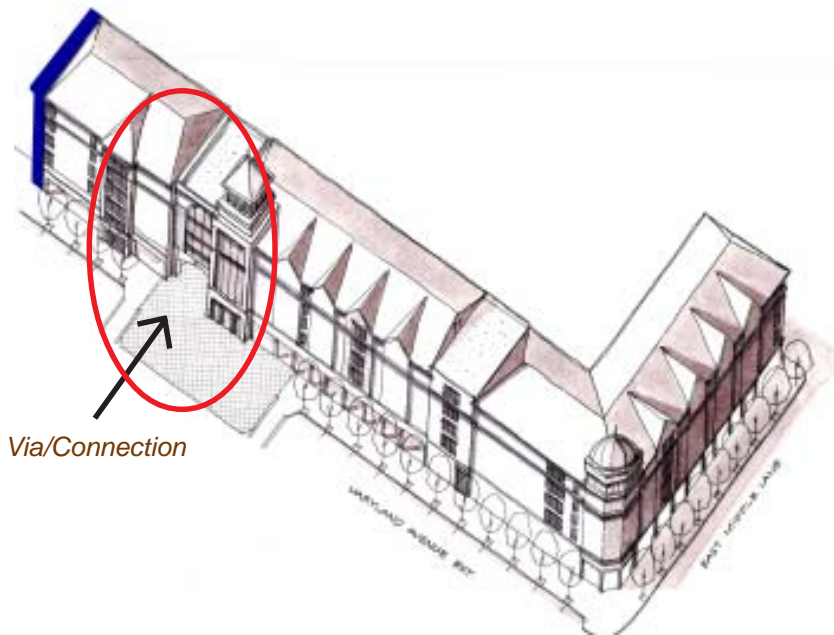
Key Urban Elements

Vias/Connections

Vias are physical connections that give pedestrians access to the streets from parking areas located behind buildings.

Vias/Connections should also:

- *Have storefronts or restaurants facing them; if possible, storefront entries should open to vias with some glass coverage for visibility.*
- *Be designed to accommodate cafe seating.*
- *Exhibit an increased level of detail for paving, lighting, landscape and architecture around and within the via.*
- *Have a distinct character to help with orientation such as a "name" or unique decorative treatment such as a special paving pattern.*



Vias/Connections

Section 5.6