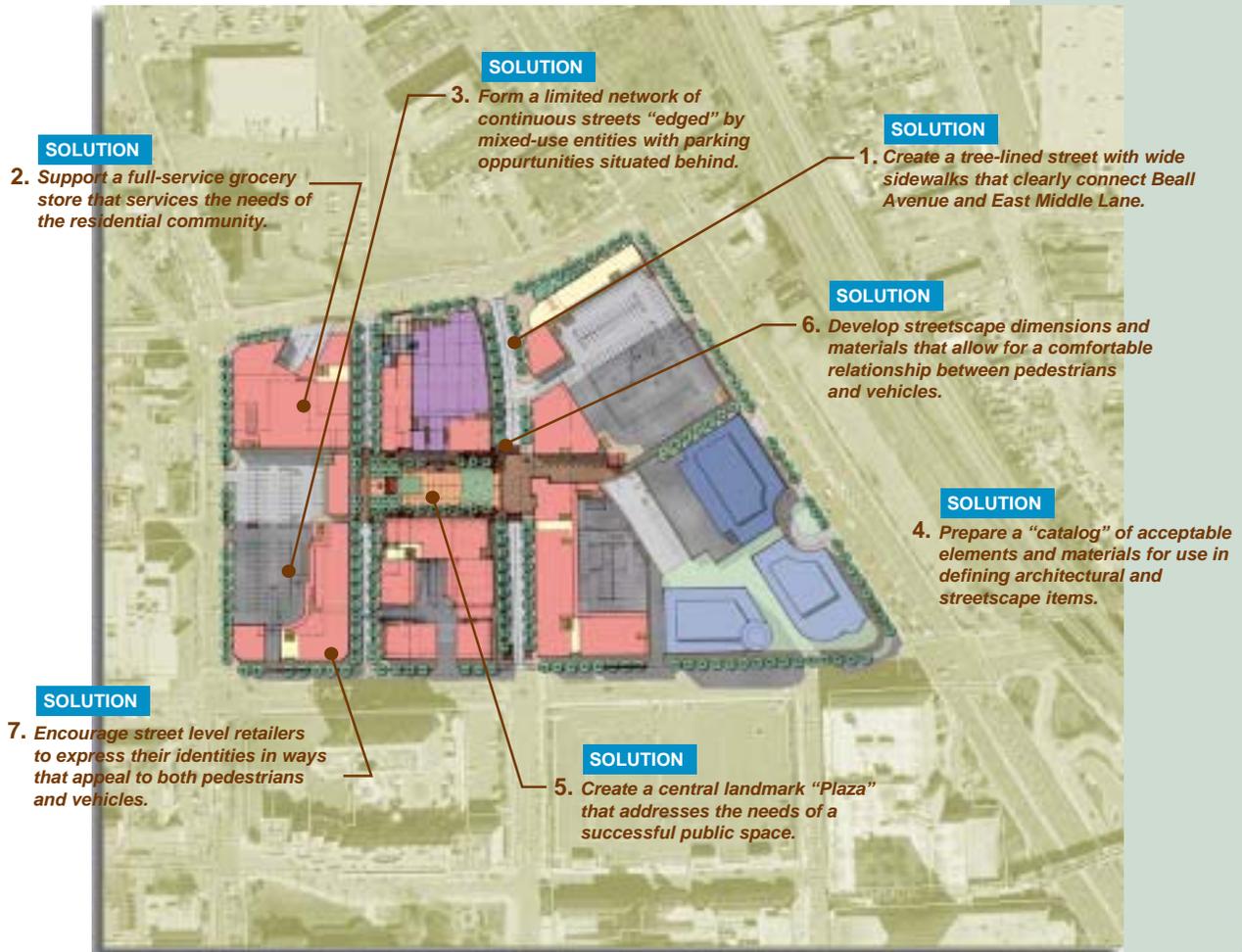


District Guidelines

Urban Design District Guidelines

(from the Rockville Town Center Master Plan; approved and adopted on October 22, 2001)

1. Celebrate Maryland Avenue as the Town Center centerpiece through the use of outstanding and creative design solutions.
2. Celebrate Washington Street as a high quality, mixed-use street that serves as an appropriate transition to the residential neighborhoods.
3. Bring buildings up to the street edge and reinforce a sense of urban enclosure by placing parking behind buildings.
4. Encourage high quality materials in all aspects of site and building development.
5. Incorporate open space (landscaping and/or plazas) into private building plans.
6. Create streetscapes and public spaces that feel comfortable to pedestrians.
7. Utilize traditional storefront design techniques wherever possible; maximize opportunities for street activity by incorporating open and inviting ground floors.

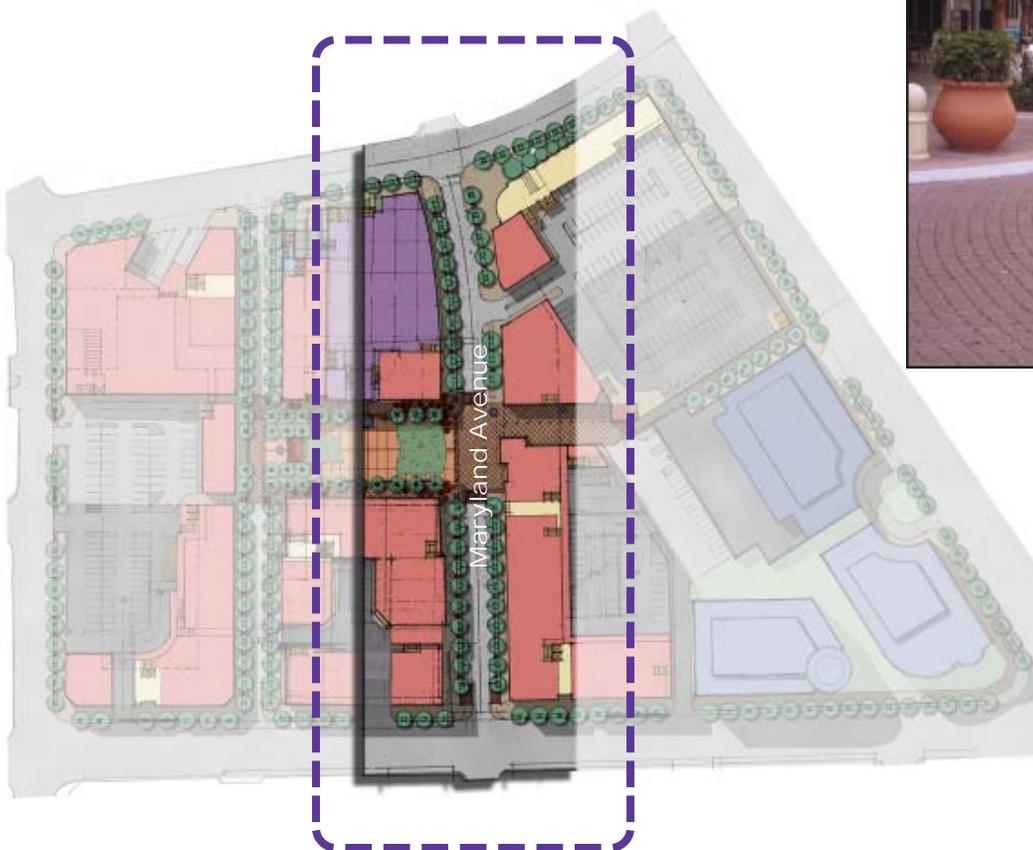
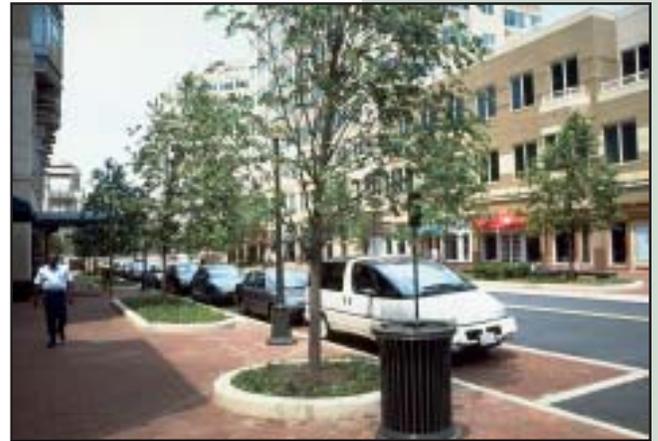


District Guidelines

1. Celebrate Maryland Avenue as the Town Center centerpiece through the use of outstanding and creative design solutions.

SOLUTION:

Create a tree-lined street delineated by distinctive paving that clearly connects Beall Avenue and East Middle Lane (north to south), but more importantly, creates an added connection to the new Town Plaza and plentiful, convenient parking (east to west).



Solution 1

Section 3.2

District Guidelines

2. Celebrate North Washington Street as a high quality, mixed-use street that serves as an appropriate transition to the residential neighborhoods.

SOLUTION:

Provide a full-service grocery store that services the needs of the residents in and around the Town Center, and incorporate new residential opportunities above the street level retail.

3. Locate buildings at or on the street edge and reinforce a sense of urban enclosure by placing parking behind buildings.

SOLUTION:

Form a limited network of continuous streets edged by mixed-use buildings including retail and residential buildings with parking opportunities situated in the centers of these blocks. This will also fulfill the usually problematic need for centralized parking opportunities. In the case of the new Town Plaza, a similar mixed-use approach including the location of the new regional Library, helps to create a vital urban core.



Solution 2 & 3

Section 3.3

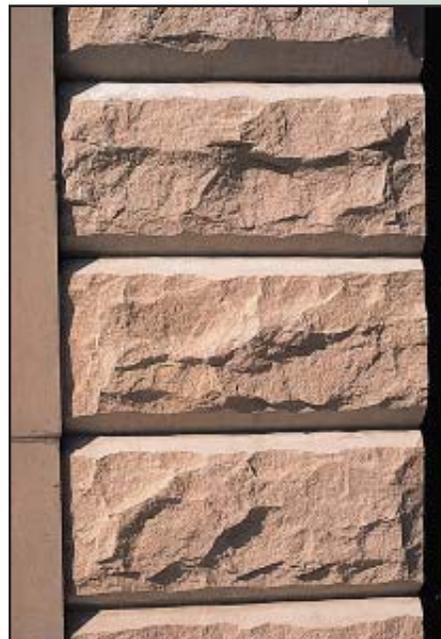
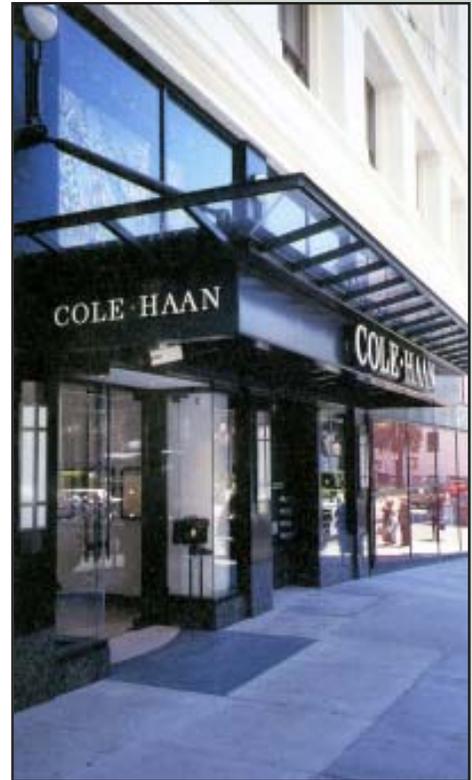
District Guidelines

4. Encourage high quality materials in all aspects of site and building development.

SOLUTION:

Prepare a “catalog” of acceptable elements and materials that address general issues such as building and storefront treatments, as well as specific issues including recommendations for seating and benches, street lighting, kiosks and carts, paving materials, planters and planting pots, bollards and more.

NOTE: The “catalog” is included in this document in Section 13.0 Streetscape Elements and addresses the elements listed above.



Solution 4

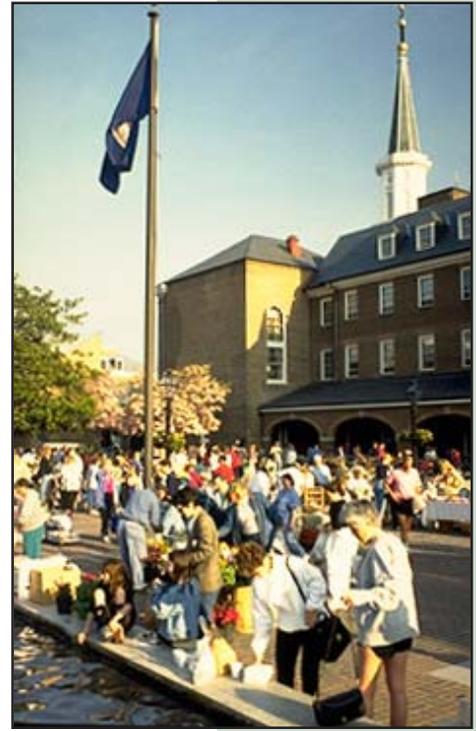
Section 3.4

District Guidelines

5. Incorporate open space (landscaping and/or plazas) into private building plans.

SOLUTION:

Create a central landmark "Plaza" that provides for the needs of a successful public space and allows for flexibility in function for the changing needs of the community. By incorporating strong, clear connections to the Plaza and other urban anchors in the development, the Plaza will become the core of Rockville Town Center.



Solution 5

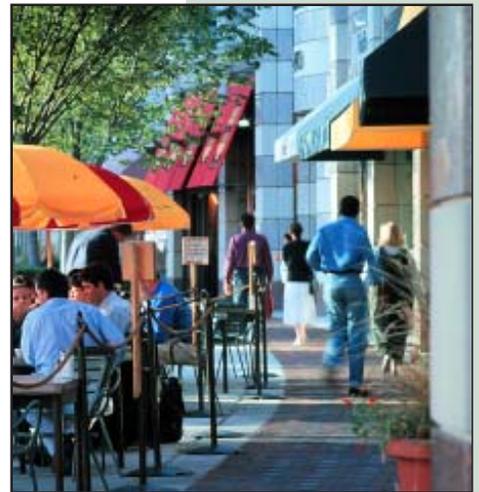
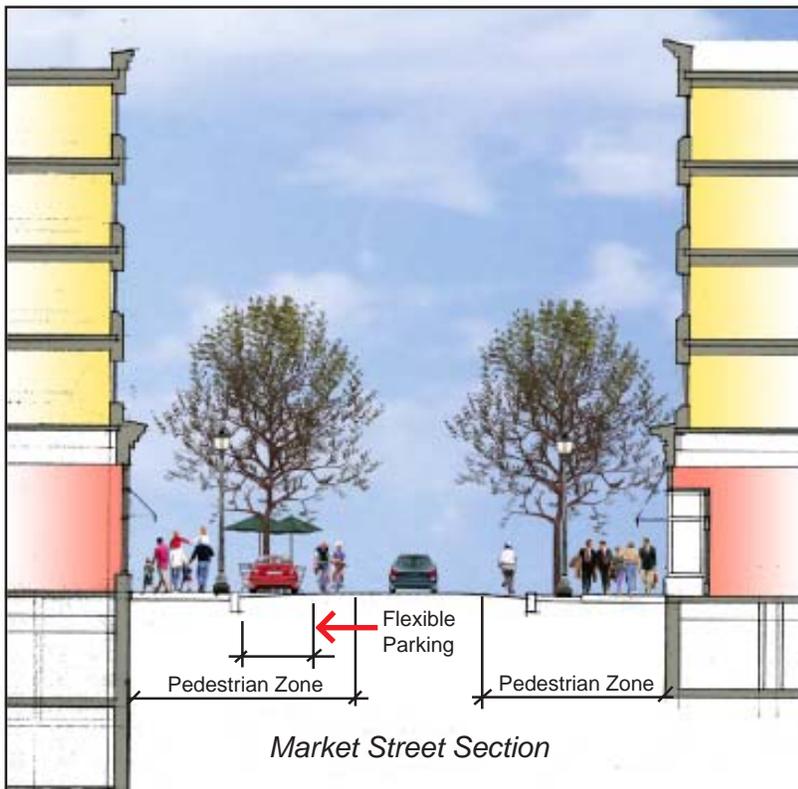
Section 3.5

District Guidelines

6. Create streetscapes and public spaces that feel comfortable to pedestrians.

SOLUTION:

Develop and specify streetscape dimensions and materials that allow for a comfortable relationship between pedestrian and vehicular traffic. The focus will be on the “pedestrian zone” on both sides of the street. Ample circulation area is provided for flexible arrangements including outdoor seating and other desirable site furnishings.



Solution 6

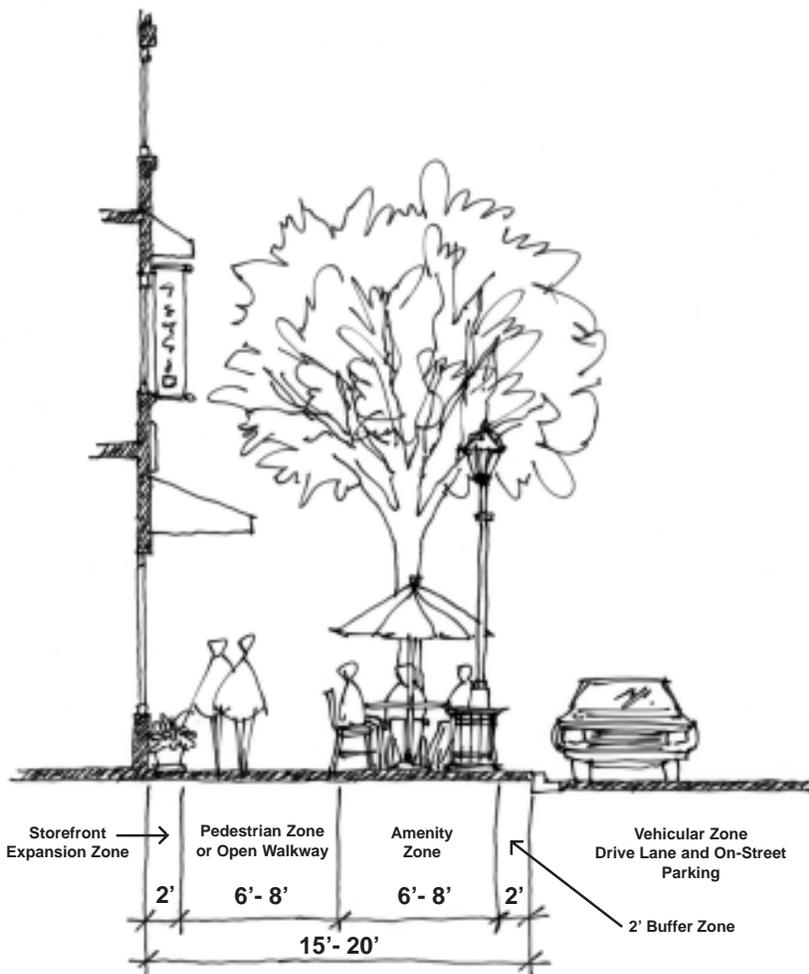
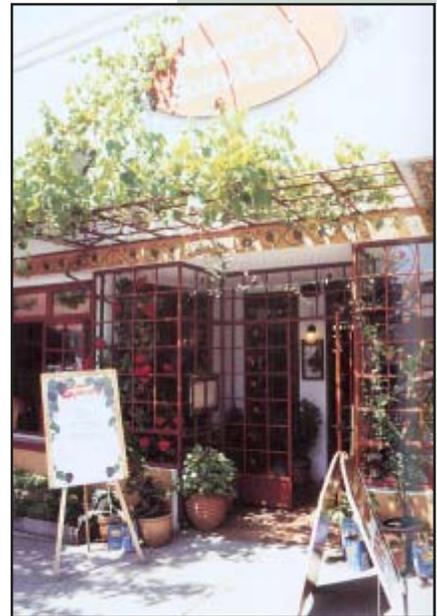
Section 3.6

District Guidelines

7. Utilize traditional storefront design techniques wherever possible; maximize opportunities for street activity by incorporating open and inviting ground floors.

SOLUTION:

Encourage street level retailers to express their identities in a way that is unique to the Town Center and appeals to both pedestrian and vehicular traffic by focusing on effective display window and entrance treatments. Their expressions may extend beyond the facade proper and manifest in the form of awnings or planting pots to enhance or support the “street identity”. These enhancements will provide interest to the streetscape as a whole, and will allow the pedestrian customer a comfortable opportunity to shop.



NOTE: Dimensions will vary depending on location



Solution 7

Section 3.7