



ROCKVILLE'S PIKE:
ENVISION A GREAT PLACE

ABOVE: The Second Report to the Community was held in the cafeteria at the new Richard Montgomery High School.

Summary: Second Report to the Community

Introduction

Rockville's Pike: Envision a Great Place is a planning initiative designed to involve members of the Rockville community in developing a vision for the future of the Pike. This report summarizes the citizen input collected at the Second Report to the Community, which took place on May 6, 2008 from 7:00-9:00 pm at Richard Montgomery High School. Approximately 65 people attended the meeting, in which Tom Moriarty from Economics Research Associates (ERA) presented the preliminary findings related to the economic and market analysis of the study area.

This summary of the Second Report to the Community is divided into three sections:

- A. Presentation Overview
- B. Public Feedback
- C. Exit Questionnaire

Two appendices are attached:

Appendix A: Meeting Materials

Appendix B: Participant Comments

Meeting Agenda

1. Welcome and Opening Remarks (5 minutes)
2. Presentation (1 hour 10 minutes)
 - a. Economic Analysis Overview
 - b. Rockville Pike Market Conditions
 - c. Development Potential
 - d. Next Steps – Catalyst Projects
3. Questions & Answers (40 minutes)
4. Closing, Exit Questionnaire (5 minutes)

A. Presentation Overview

This section outlines ERA’s role, highlights key findings about the Pike, discusses potential demand, and introduces criteria for selecting catalyst projects. The complete PowerPoint presentation is available online at www.rockvillemd.gov/rockvillespike.

ERA’s Role

ERA is responsible for completing the following tasks during the *Rockville’s Pike* initiative:

1. Assess market dynamics on and around Rockville Pike;
2. Identify demand potential for different types of development;
3. Identify and analyze sample catalyst projects; and
4. Define implementation steps and strategies.

The Second Report to the Community gave ERA an opportunity to share the preliminary results of the market analysis and outline the demand potential for the *Rockville’s Pike* study area. They also introduced criteria for identifying catalyst projects along the Pike, and asked participants to comment or add to this list of criteria. ERA will use the upcoming charrette to analyze sample catalyst projects and define implementation steps and strategies.

Key Findings

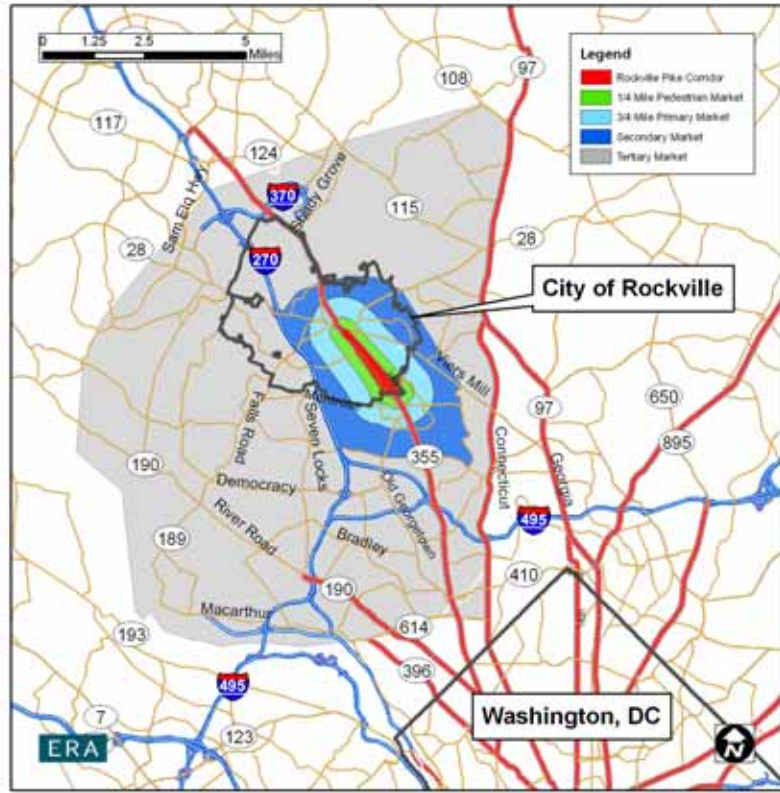
The presentation analyzed the Pike in the context of its trade areas, including a ¼ mile pedestrian market, ¾ mile primary market, and larger secondary and tertiary markets that define a wider market area of households that access Rockville Pike more as a retail destination and less for convenience items. These trade areas are shown on the map on the following page. ERA presented a number of findings about market conditions and trends on the Pike, including:

- **A growing population.** The *Rockville’s Pike* trade area has grown faster than nearby areas. This growth is expected to continue, leading to increased demand for housing, retail, and other uses.
- **Increasing income levels.** The population in the trade area is becoming more affluent, and demanding new types of goods and services.
- **Employment expected to increase.** Reflecting positive economic health, employment throughout Montgomery County is expected to increase, with employment in services (such as architects, attorneys, housekeeping, leisure, etc.) continuing to predominate.
- **Trend towards multifamily housing.** Over the last 10 years Rockville has issued more multifamily than single family housing permits. This reflects constraints in available land, as well as changes in demographic patterns (e.g. smaller households).



Participants listen to the presentation on market findings.

ROCKVILLE'S PIKE MARKETS



Economics Research Associates

Key findings continued...

- **Limited office market.** The *Rockville's Pike* study area has seen no new office construction in the last five years. Due to issues such as traffic congestion and site constraints, it appears that the study area is less likely to attract new office development as compared to areas such as North Rockville and North Bethesda.
- **Substantial retail market.** The study area has over 2 million square feet of retail space, and over 300 retail establishments. The southern portion accounts for about 60 percent of this, and tends to feature more national retailers, while the northern portion tends to feature more local businesses.
- **High retail rents, low vacancies.** Rents on the Pike have been consistently high in the last few years, ranging from about \$28 a square foot in the North Pike to about \$41 a square foot in the South Pike.

Potential Demand

From a residential standpoint, the *Rockville's Pike* study area has significant potential for multi-family growth. Nearby White Flint and Grosvenor are emerging as popular multi-family areas, and Twinbrook

Commons is approved for development. These may act as catalysts to spark more multifamily housing in the study area. While the current economic slowdown may impact short-term development prospects, in the long run this type of housing will be attractive to developers and residents who are interested in living in walkable, mixed use communities with easy access to transit. ERA estimates that the study area can absorb 200-300 units annually in the next five to seven years.

In terms of commercial space, retail will continue to be the primary economic driver on the Pike. While large office demand within *Rockville's Pike* is limited, the study area may be appropriate for small business offices, which require smaller floor plates and can easily be integrated into mixed use development.

Catalyst Projects

In preparation for the *Rockville's Pike* Design Charrette, ERA will identify a number of sample catalyst sites along the Pike to analyze from a redevelopment standpoint. These catalyst projects should reflect the community's vision for the Pike, and have the potential to be transformative and influence the development of surrounding sites and properties in a manner that aligns with this vision. Several criteria are being considered in the process of identifying sample catalyst sites, including:

- Does it have the potential to be transformative?
- Does it meet landowner objectives for redevelopment?
- Is it in a suitable location?
- Does it enhance economic vitality?
- Can it accommodate civic or public uses?
- Does it require public investment?

These issues will be considered as the selection process continues. For each catalyst project identified, ERA will recommend a mix of land uses, identify public investment needs, set up a likely timeline for development, and analyze the incremental value to the City.

B. Public Feedback

This section summarizes the public feedback gathered during the Second Report to the Community from the Participant Comment Cards. Participants were asked to identify any ideas they heard during the presentation that they found particularly exciting or appealing, to comment on catalyst project criteria, and to share any other ideas or concerns they have for Rockville Pike.

The potential catalyst projects for redevelopment were the topic of many participant responses, which expressed general support for infill and mixed-use development. Feedback suggested that future development should occur either on sites of current properties that are old or neglected or should be focused near the Metro. Some responses suggested specific sites along the Pike for catalyst redevelopment. Examples included Chapman Avenue and

"Growth or "catalyst" projects should be chosen either to correct severely tired, undesirable sites or otherwise should be centered closer to Metro sites."

"There is a need for more diversity in housing types (mixed use) and in creating destinations and gathering spots."

the area to the west of the Twinbrook Metro station, a car dealership, and a location between Edmonston and First Street. Other participants noted they did not have a clear understanding what the term "catalyst project" means.

Participant comments addressed concerns about the market forecast and about future development in the area. Several participants expressed their worries for the future of small local businesses and unique minority-owned retail shops and restaurants in the area. Concerns about the feasibility of condo development were raised and examples of failed attempts at marketing and selling condos in the area were pointed out. Several participants mentioned that the area needs more diversity in housing types. Participants tended to agree with the need for more small office space in the study area and supported the idea of small offices over retail.

Many participants provided comments beyond the scope of the market analysis, pointing to the importance of designing a place that reflects the unique character of the Rockville community, enhances walkability and transportation connectivity, and supports the development of diverse, livable neighborhoods. They noted the importance of incorporating public uses such as parks, green spaces, and cultural facilities into the plan for the Pike.

A complete list of participant comments collected at the meeting can be found in Appendix B.

C. Exit Questionnaire

An exit questionnaire was distributed at the Second Report to the Community to collect information on how well participant turnout reflected overall community demographics (described below under Demographic Information), and to receive feedback on the meeting format (described under Meeting Evaluation.) A total of 29 participants completed the exit questionnaire; their responses are summarized below.

Demographic Information

Among the 29 participants who responded, 51.7 percent were female (48.3% male) and over 96 percent were white. A large majority of respondents (77.3%) were 45 years of age or older, and over half were between 45 and 64 years old. Of the 16 participants who responded to the question of household income, 10 had incomes over \$125,000 annually (62.5%), and another 4 participants earned between \$75,000 and \$125,000 per year (25%). Respondents were highly educated, as 72.7 percent had completed post graduate study, and nearly all (95.4%) had at least some college. The majority of respondents lived in Rockville (69.6%) of which most have been living there between 5 and 19 years (68.8%).

The following tables and charts illustrate responses to the demographic portion of the Exit Questionnaire. These results can be compared with census data or other data sets to determine how participation at the forum compares with Rockville's overall demographics.

1. What is your gender?

	Number of Responses	Percent of Responses
Male	15	51.7%
Female	14	48.3%
Total	29	100.0%

2. Please tell us which ethnic or racial group you most closely identify with.

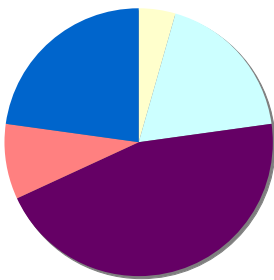
	Number of Responses	Percent of Responses
White/Caucasian	27	96.4%
Black/African American	0	0%
Asian	0	0%
Other	1	3.6%
Total	28	100%

3. Are you Hispanic or Latino?

	Number of Responses	Percent of Responses
Yes	0	0%
No	25	100%
Total	25	100%

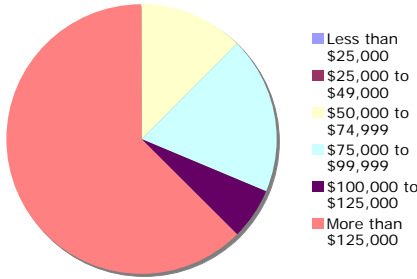
4. What is your age?

Under 19	0	0%
20-24	0	0%
25-34 years	1	4.5%
35-44 years	4	18.2%
45-54 years	10	45.5%
55-64 years	2	9.1%
65-74 years	5	22.7%
75 or older	0	0%
Total	22	100%



- Under 19
- 20-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 or older

5. Please tell us about your annual household income.



	Number of Responses	Percent of Responses
Less than \$25,000	0	0%
\$25,000 to \$49,999	0	0%
\$50,000 to \$74,999	2	12.5%
\$75,000 to \$99,999	3	18.8%
\$100,000 to \$125,000	1	6.3%
More than \$125,000	10	62.5%
Total	16	100%

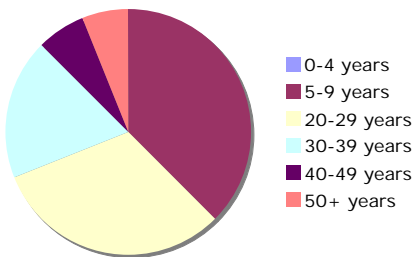
6. Please tell us about your education attainment level.

	Number of Responses	Percent of Responses
Less than a high school diploma	0	0%
High school diploma	1	4.5%
Some college	1	4.5%
College graduate	4	18.2%
Post-graduate study	16	72.7%
Total	22	100%

7. Do you live in Rockville?

	Number of Responses	Percent of Responses
Yes	16	69.6%
No	7	30.4%
Total	23	100%

7b. If yes, how long have you lived in Rockville?



	Number of Responses	Percent of Responses
0-4 years	0	0%
5-9 years	6	37.5%
10-19 years	5	31.3%
20-29 years	3	18.8%
30-39 years	1	6.3%
40-49 years	1	6.3%
50+ years	0	0%
Total	16	100%

8. What neighborhood do you live in?

The neighborhoods of the Rockville residents who participated included Woodley Gardens, Twinbrook, College Gardens, Chadsberry, Horizon Hill, Hungerford, Woodmont Overlook, and New Mark Commons.

9. If you don't live in Rockville, what community do you live in?

Participants from outside Rockville came from nearby Derwood, North Bethesda, and Randolph Hills, as well as locations further away in the Washington, D.C. and Baltimore metro areas including Tyson's Corner and Ellicott City.

Meeting Evaluation

Meeting evaluation questions were designed to provide information to consultants and staff to help refine future meeting activities. Respondents' reasons for attending the meeting included interest in improving the Pike in terms of appearance, land use and redevelopment, and transportation as well as a general desire to be involved in the process. Overall, respondents thought attending the meeting was valuable in that they gained a better understanding of the market and economic issues through the presentation. One participant referred to the presentation as an "economic reality check." Most participants felt that the meeting's length was about right (80%), but 20 percent indicated that they felt it was too long.

ROCKVILLE'S PIKE:
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Appendix A: Meeting Materials

Draft Participant Agenda

Rockville's Pike Second Report to the Community
May 6, 2008

1. Welcome and Opening Remarks
2. Presentation
 - a. Economic Analysis Overview
 - b. Rockville Pike Market Conditions
 - c. Development Potential
 - d. Next Steps – Catalyst Project Analysis
3. Questions & Answers
4. Closing, Exit Questionnaire

Second Report to the Community: Participant Comment Card

Following the presentation by the consultants, please take a few minutes to respond to the following two questions:

1. Were any of the ideas you heard during tonight's presentation particularly appealing or exciting to you? Please describe them below.

2. Please use this space to share any other comments or ideas you have about *Rockville's Pike*.

PLEASE LEAVE THIS COMMENT CARD ON YOUR TABLE.
IT WILL BE COLLECTED AT THE END OF THE MEETING.



Exit Questionnaire

Before you leave, please take a moment to answer the following questions. Your feedback is crucial to documenting participation in the planning process and improving future activities of *Rockville's Pike: Envision a Great Place*.

1. How did you hear about this meeting?

2. What interests or concerns caused you to attend this meeting?

3. How was tonight's meeting valuable to you?

4. Was the meeting too long, too short, about right?

5. Additional Comments (Optional):

Please tell us something about yourself:

6. What is your gender: Female Male

7. Please tell us which ethnic or racial group you most closely identify with:

Black/African-American Asian White/Caucasian Other _____

8. Are you Hispanic or Latino? Yes No

9. What is your age?

under 19 20-24 years 25-34 years 35-44 years

45-54 years 55-64 years 65-74 years 75 or older

-more on reverse side-

10. Please tell us about your annual household income:
- Less than \$25,000 \$25,000 to \$49,999 \$50,000 to \$74,999
- \$75,000 to \$99,999 \$100,000 to \$125,000 More than \$125,000
11. Please tell us about your education attainment level:
- Less than a high school diploma High school diploma
- Some college College graduate Post graduate study
12. Do you live in Rockville? Yes No If yes, how long have you lived in Rockville?
- 0-4 years 5-9 years 10-19 years 20-29 years
- 30-39 years 40-49 years 50+ years
13. What neighborhood do you live in? _____
14. If you don't live in Rockville, what community do you live in?
- _____

Do you have additional questions or comments?

Please check the project website at www.rockvillemd.gov/rockvillespike
or contact Mayra Bayonet, Project Manager at MBayonet@rockvillemd.gov or 240-314-8214.

Appendix B: Participant Comments

Participants at the Second Report to the Community provided feedback using a Participant Comment Card that posed two questions:

- 1) Were any of the ideas you heard during tonight's presentation particularly appealing or exciting to you? Please describe them below.
- 2) Please use this space to share any other comments or ideas you have about Rockville's Pike.

The following table shows the responses, sorted by question number.

Card ID #	Question	Comments
2	1	Totally development driven ideas! No quality of life improvement only increase in density
3	1	I didn't hear a lot of ideas, but more basic economic analysis. Mostly it jibed with my experience. Wanted to see more "meat" on the analysis, more detail.
4	1	1. The market overview was very interesting; 2. I like the idea of mixed-use infill development
5	1	Possibility of utilizing "live works" concept is interesting (i.e. residential over retail)
6	1	1. Viewing "catalyst" projects from short or long-term perspectives. 2. "Form follows financing." 3. "? Charge to fall within market limits." 4. 3/4-mile behavioral area in which people decide to spend. 5. Seeking out owners of prospective "catalyst" properties. 6. Potential need for public investment/subsidies.
7	1	Catalyst properties, ? With White Flint, Practical information
9	1	I'd like the mix of retail rental rates and ownership (local, national) - I don't want it all to be national chains, same as everywhere else. For catalyst projects, I'd like to see something on the North Pike along on east side (the thin slice along the Metro rail) - a demonstration for what is possible and desired (but this may not be economically feasible except at Edmonston). For a second project, it may be at the northeast corner of Pike and Twinbrook (adjacent to Metro Station) that will better connect Metro to the Pike (a project beyond the Commons, rethink Hilton - not pedestrian friendly). This location also would help connect to the newer and stronger shopping centers on the west side of Pike and serves as the southern gateway to Rockville
10	1	It all makes sense - yet still seems a bit nebulous to me. Maybe eventually be interested in "empty-nester"
11	1	Why no "tertiary" area east of Rockville Pike study area? The analysis of economics is sound and very interesting.
12	1	Great amount of information presented by ERA. Highly organized and reasoned basis for making plans to change Rockville Pike. He talked too fast, to keep up with taking fast notes and or writing down criteria within his categories from his visual projections. I approve the cost to require the owners/leasees to repaint at their own expense. Some of the ugly too bright and bold exterior painted surfaces. Like the car dealer next to Best Buy - the ugly building formerly the Simmons building or house and ugly orange soon to open auto service building behind it, others.
13	1	The idea of walk-friendly Pike is very appealing. The concern is reality of the safety in a crime. Related thinking, walking from outer areas (Twinbrook and Veirs Mill Rd) all the way to the Pike. Biking trails look at what is happening in VA (Fairfax) now on the trails-attacks
14	1	Variety of rent costs up/down the Pike. Growth/stagnation of office space in study area
16	1	I am very happy and exited that the Twinbrook Station will be transformed.
17	1	I liked the emphasis on small business sector that's where the highest job growth is now and seems very likely in the future
18	1	1. Keeping the majority of office space in S. Rockville/N. Bethesda. 2. More pedestrian friendly and alternative transportation. 3. Retaining market for small independent businesses. 4. Not filling the Pike with more condo/retail developments exclusively. I am very pleased that the City officials are taking the citizen's wants and needs seriously!

Card ID #	Question	Comments
19	1	The issue of height was mentioned a number of times. I do not see how an economic evaluation is related to issues of height. Greater heights do not necessarily translate into higher densities. What it does translate to is greater open space on the ground plane (an issue that was also mentioned numerous times) and an interesting urban form. I am concerned that the comments on height during the economic discussion will influence further discussions/decisions on the height issue.
20	1	Concerned that ERA was predisposed in analysis, I wanted to see different options if it was economical to pursue both for landowners and City, but saw none of that, just statements that know didn't want "high rises" maybe some people do want them.
21	1	What's in the pipeline already? What about the zoning exception for mixed-use requested near on the border/old porche dealer? Consider catalyst project on W. side of Twinbrook station towards Congressional making more of a grid, not a fortress like the new Rockville town center. Although this is a wealthy area, Rockville will never be a truly urban area (Paris, NY, etc) so please make realistic housing developments not \$500k 1BR condos. Also, if retail is largest growing employer sector, those salaries are low - lets make sure people can work and live in Rockville.
22	1	I am glad that the analysis respects the importance of local business
24	1	Yes - the idea of mixed-use infill. I'm a big fan of it and I'm excited to hear that it should be a part of the Pike in the future. I know the economic outlook for the Washington, D.C. metropolitan area is strong. I'm frustrated that news is more widely reported by the media (rather than the "gloom and doom" scenario).
25	1	I like the idea of making the area near the Twinbrook Metro Station more urban and walkable. There is a need for more diversity in housing types (mixed use) and in creating destinations and gathering spots.
26	1	1. Keeping a mix of rents available to different kinds of businesses. 2. Reality check on the kind of development that is possible. 3. It was nice to see the maps and the larger economic context.
27	1	Compartmentalization of Pike amongst Twinbrook station, Town Center and the vast in between makes great sense when we look at transportation solutions and multi-family needs. We must comment on public infrastructure and community facilities which are a real catalyst for whatever we do.
28	1	The idea that the mid section and north section will retain smaller, more diverse businesses is very good, but if the appearance of the area is improved, will rents rise to drive out the smaller retailer? Can this really be?
29	1	I think you need to explain verities of economies better - other than professionals in the room, nobody gets it. I am interested in the catalyst project. Suggest Koons, suggest Devlin Lumber and adjacent center. Also, do a small site.
31	1	Goldman Sachs predicts \$300 a barrel oil within 10 years. We need a plan to leave oil before oil leaves us.
32	1	ERA's forecast for continued sustainable growth in the study area. Recognize the other areas of growth in the region and the seeming importance to differentiate ourselves so that we are not forced to compete with everybody else.
33	1	I like mixed-use buildings, I like the small bldgs (not high rises of 5+ stories). It has more of a small town feel.
34	1	I am a resident, not a business owner. The economic analysis was not relevant to me (and not exciting) and it was very abstract. What, for instance, is a "catalyst project"? It sounds like it could be exciting - if I knew what it was.
35	1	The breakdown by percentages of various income groups and blocks of users was useful. Also paying attention to the surrounding areas economic realities helps. Nice to know that office space is not the majority future use. Transportation?
36	1	I thought the differences in the rental prices per square foot (higher in the south) were significant and should be considered in planning.
1	2	Rockville Pike now looks like one long mall. This was a good presentation of the economics, but offered no preliminary date which can lead to decisions
2	2	I am struck by the developer focus on a population profile which defines walkable environment and design walkable because no need for car, only public transportation. The population will change their lifestyle is explanation. Yet, we cannot lure a grocery store, a hardware store, or any "industry" in the blue-collar field into our new Town Center. The retailers continue to build "big box" style stores which are unreachable by public transportation. Even if reachable, taking the products "home" will be a challenge. Further, there little attention to adequate public facilities - schools, police, fire and rescue, public works, and all aspect to keep a community healthy, sustainable and desirable

Card ID #	Question	Comments
3	2	Would like to see more vision on how to impart "character" to the Pike. It is well and good to have all this retail, and a nice mix of large and small. However, the Pike needs some character or joie de vivre to distinguish it to the greater metro areas mind. The variety, depth and breadth are a great draw for the area, one of the reasons I have moved my family back here after living in NY and SanFran. It needs something to tie all these "strip malls" together and make it a destination area wide. It seems many businesses already recognize that you "gotta be on the Pike" to be legitimate area business
4	2	Are there any opportunities for a large anchor attraction such as a children's museum; music venue; or private education facility?
5	2	How will findings and economic visions relate to adoption of the new zoning ordinance?
6	2	1. Many of the current uses/users are successful and are not necessarily looking to change in the short term. The "short term" may actually be substantially longer than much of the community thinks. Grand Gathering is imperative. 2. City-owned retail incubator or relocation sites for local retailers/mom and pops, with controlled and/or subsidized rents.)
8	2	1. Have you thought at what density in order to achieve redevelopment? 2. What incentives can you provide auto dealership to redevelop and/or stay on the Pike?
9	2	I'd like to keep scale of Pike low - 5 stories max or 3 stories average. Control via "air rights"? There seems to be confusion between the speaker's presentation and the audience and should have been clarified initially and reinforced at the end. The presentation was simply an inventory and a projection of demands in various sectors while some in the audience believed it was a proposal for development. Dave helped clarify this immensely but should have caught earlier to reduce confusion and frustration.
11	2	What about gentrification - loss of diversity and locally owned business? How will you help preserve culture and architectural character of the Pike?
12	2	When one drives a vehicle up or down Rockville Pike (Rt. 355) it requires 100% attention to pay attention to operating the vehicle. Hard to really see/access some of the building adequately on the Pike. As a private citizen and retiree, I do not want to pay to subsidize new or expanding business on the Rockville Pike. Can we afford to be taxed on this idea? As well as Town Center? Also our 6.7% tax we pay for Metro to hold land adjoining the stations for transportation expansion that has been approved for mixed-use (and not future transportation needs).
13	2	Too much traffic now that is not moving. Exiting out of certain areas on to the Pike is very hard. Congressional Plaza, Target, Talbot Center. Why are you going to build more condo when the existing new condo built is not able to sell - Montrose Crossing, Rockville Town Center? Need of retail stores that are truly affordable products - such as Target and Old Navy. We need back a JC Penney type store - department store so we do not have to go to Montgomery Mall or Tyson's Corner. Mid-level cost products. Green space in way of Park square with bench picnic table set aside.
14	2	Graphics difficult to read. Presentation was too long before questions. Still don't understand why the whole Pike (or at least up to Town Center) isn't included in this process!
15	2	This is my first meeting, so perhaps I've missed this info, but I'm wondering about public transportation access as one of the catalysts? I guess my question is related to whether the design enhances the use of public transportation or instead encourages additional traffic congestion on the Pike? I am also concerned about small business owners, particularly minority-owned, being forced out because of rising rents.
16	2	I very much like the idea of building office space above retail. Also building condos above Retail. Pedestrian friendly road (I.e. Reston Town Center). Large sidewalks, café, terrace, outside sitting, bike path, bike stations, example: Lyon, France. Rent a bike short time - Automobile rental - many cities in Europe are doing it. Whatever you do must be pedestrian friendly. Overpath, do not forget entertainment. i.e. Park, gazebo, dog park, ice rink, stage for local artists, trees lots of trees.
18	2	Would like to see storefronts close to sidewalks and parking in rear. Better use of Chapman Ave and the stretch of #355 between Edmonston and First opposite Wintergreen Center and E. Jefferson St. More cultural retail, theatres, museums/galleries, craft shops that also offer classes for the public. Also more parks/green space and bike/walking paths.
20	2	I think limiting buildings to 5 stories tall up and down Rockville Pike is a bad idea, need greater density or won't see any changes. Is this a long-term vision (20+) years or a 5-year vision? All stats ended @2012. I think that is too myopic for a neighborhood plan.

Card ID #	Question	Comments
21	2	Catalyst sites should enhance network/connections to neighborhoods and Metro. Please investigate at least one pedestrian crossing over the tracks from Twinbrook, houses on Lewis Ave are for sale. Could the city/county buy one and then use this land for that purpose if/not another road? Also, we need to address the super-sized blocks on the Pike that make it hard to be a pedestrian and get from one side to the other; i.e. more crossings. Mixed-use and condos don't have to just be for singles or empty nesters. We need family housing close to transit and shopping too, for families and a variety of incomes. Finally, please consider ecological factors like green roofs (subsidized, perhaps) parks, etc.
22	2	My instincts tell me this is not the location for car dealerships. Maybe that dealership in the Northern portion would be a "catalyst" site, but . . . We don't want to drive out businesses. Also, what about affordable housing? Despite the wealth in the area (and especially if transport costs are high), income-diverse housing will help sustain the retail workforce and street life vitality.
23	2	If Pike is zoned Corridor Mixed-Use, any catalyst project must be carefully planned to fit in with its surroundings. Would this place restrictions on what such a project can entail?
24	2	It was interesting to learn about the primary, secondary and tertiary markets
25	2	Visually, Rockville Pike is a mess. There should be design standards to promote a uniform look and a sense of place. A place where people gather.
26	2	Selection of catalysts: Is it aesthetically pleasing? Does it positively impact traffic circulation? Is it a use that keeps pollution down? Does it have a positive impact on stormwater management? Affordable housing?
27	2	DZO mixed use proposals may stand us in good stead.
29	2	Development should not be lopsided in long term 24/7 use = residential and office and retail
30	2	Emphasis on Uniqueness - limit chains, limit "human storage units: (large faceless condos), emphasize small enclaves, livable neighborhoods. Growth must be bounded by livability, sustainability, keep the city for the residents. Volume does not necessarily mean success for residents. The metro is an overstated draw. Most people living near the metro drive to work. We need diversity of developers. We need public space under city control, not developer control, as avenue for parks, for cultural arts. What gives Rockville personality? What makes Rockville a livable community, not just another small city? What makes us unique/special?
31	2	No minimum parking standards. "Car free by contract" apartment/condos. ICC's impact will be to preclude funding of Corridor Cities Transitway, ICC is intended to funnel customers to Konterra Mall and Purple Line at eastern end.
32	2	Growth or "catalyst" projects should be chosen either to correct severely tired undesirable sites or otherwise should be centered closer to metro sites. A catalyst site could also be chosen to fix/acquire necessary road or infrastructure improvements.
33	2	What about parking for automobiles? Are there places to walk, places for bikes - can there be small-subsidized buses traveling up and down area to reduce need for cars? This would contribute to a ? Feel
35	2	Will the process take into account the concurrent efforts by the county of the White Flint Sector in their planning overhaul for that area? I have recently seen a presentation which significantly modifies the layout and land-use for White Flint including re-gridding and mixed-use/multi-modal applications. (Don't forget how hidebound conservative the locals are).