

Kick-Off Meeting

A Summary

Kick-Off meeting

- *Held on December 4, 2007*
- *Approximately 150 participants attended*
- *Agenda:*
 - *Presentation: Making Rockville Pike Great*
 - *Small Group Activity: Table Dialogues*
 - *Reporting from Small Groups*
 - *Q&A*

Study Area

Richard
Montgomery Drive

- *1.5 miles*
- *258 acres*



Twinbrook Parkway

Presentation Comment Cards

- 1. Were any of the ideas you heard during tonight's presentation particularly appealing or exciting to you?*
- 2. How do you envision the future of Rockville's Pike?*

Table Dialogues

- 1. What are the most critical issues that must be addressed in order to make Rockville's Pike and the surrounding area a truly great place?*
- 2. What are some ways to address these issues?*

Three Overarching Issues

- *Promoting Suitable Development*
- *Improving Transportation*
- *Creating a Unique Sense of Place*

Promoting Suitable Development

Issues:

- *Strong, successful retail must be retained - especially unique local businesses*
- *Desire for additional uses along the Pike, including housing, entertainment, and civic spaces.*

Promoting Suitable Development

Recommendations:

- *Promote mixed use development (varied opinions - need to define “mixed use” more clearly)*
- *Introduce a variety of housing types for diverse incomes, ages, and family sizes*
- *Provide affordable commercial space for small local businesses*

Improving Transportation

Issues:

- *Traffic congestion*
- *Not pedestrian or bike-friendly*
- *Unmet public transportation needs*

Improving Transportation

Recommendations:

- *Enhance road network - more secondary roads*
- *Improve overall pedestrian environment - more crossings, better connections to shopping*
- *Introduce additional public transportation options - trolley, shuttle buses, etc.*

Improving Transportation

Recommendations (continued):

- *Replace surface parking with parking decks*
- *Incorporate bike paths*
- *Relocate bus stops*
- *Adjust timing of traffic lights, walk lights*

Creating a Unique Sense of Place

Issues:

- *Lacks a clear sense of identity - “Anywhere, USA”*
- *Prominent surface parking*
- *Lack of green spaces*
- *Environmental concerns - pollution, noise, stormwater runoff*
- *Inconsistent street numbering*

Creating a Unique Sense of Place

Recommendations:

- *Promote architectural quality, diversity, code enforcement*
- *Create spaces that encourage community interaction – parks and open spaces*
- *Beautify the area – introduce more trees, landscaping; bury utility lines*

Creating a Unique Sense of Place

Recommendations (continued):

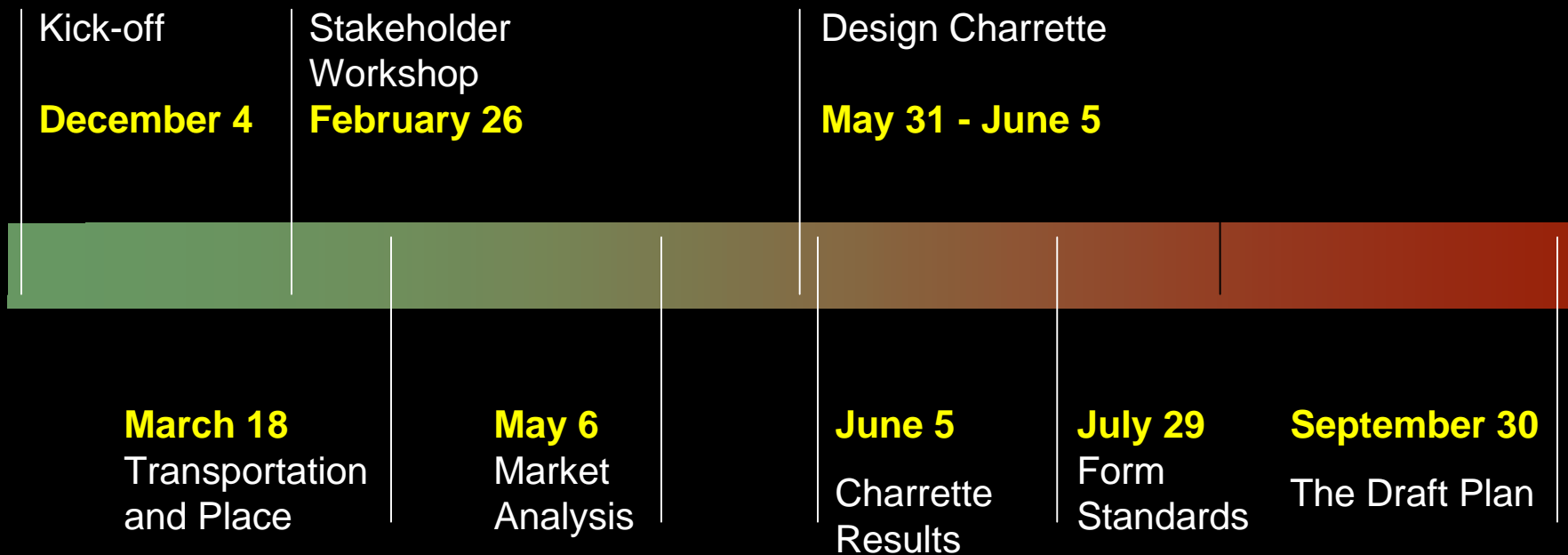
- *Make the area walkable*
- *Use signage to create a unique sense of identity, facilitate wayfinding*
- *Encourage environmentally friendly development*

The Vision... (Preliminary)

Rockville's Pike maintains a strong retail identity and supports local businesses while integrating a mix of uses including housing and entertainment. It is a walkable area that successfully accommodates a variety of transportation options (pedestrians, cars, bicycles, buses, rail, etc.). The Pike features a boulevard feel with trees and landscaping, vibrant civic spaces, attractive architecture, and environmentally sensitive development.

Process and Schedule

Public Meetings



Reports to the Community

Rockville's Pike Stakeholder Workshop

Description of Table Exercises

Table Exercise 1: Good Places, Bad Places (60 minutes)

- *A trained facilitator will lead the exercise. Topics have been randomly assigned.*
- *Identify and map “Good Places” and “Bad Places”*
- *Discussion: What makes good places good and bad places bad?*
- *Brainstorming: Recommendations for the future*

Table Exercise 1: Good Places, Bad Places (60 minutes)

Five Topics:

- *Walking*
- *Driving and Parking*
- *Living on the Pike*
- *Commercial Areas*
- *Community Appearance*

Table Exercise 2: Critical Questions (25 minutes)

- *Facilitator will lead the exercise. Topics have been randomly assigned.*
- *Brainstorming: Silently complete your Critical Questions Worksheet*
- *Table Discussion*

Table Exercise 2: Critical Questions (25 minutes)

Five Topics:

- *Pedestrian Environment*
- *Public Transportation*
- *Mixed-Use Development*
- *Open and Public Spaces*
- *Environmental Issues*

Pin-up / Reporting (40 minutes)

- *Tables will be randomly selected to briefly report on EITHER Good Places, Bad Places OR Critical Questions*
- *Please identify a volunteer who would like to report, if your table is selected*

Guidelines

- *Be respectful of others*
- *Listen to what other participants have to say*
- *Follow the instructions given by your Facilitator*
- *If you have questions about the process ask consultants and staff*
- *Turn off cell phones and pagers*

Ready to Start?

**Table Exercise 1:
Good Places, Bad Places**

*Time Remaining:
60 minutes*

**Table Exercise 1:
Good Places, Bad Places**

*Time Remaining:
45 minutes*

**Table Exercise 1:
Good Places, Bad Places**

*Time Remaining:
30 minutes*

**Table Exercise 1:
Good Places, Bad Places**

*Time Remaining:
15 minutes*

**Table Exercise 1:
Good Places, Bad Places**

Time Remaining:

10 minutes

**Table Exercise 1:
Good Places, Bad Places**

*Time Remaining:
5 minutes*

**Table Exercise 1:
Good Places, Bad Places**

Time Remaining:

1 minute

**Table Exercise 2:
Critical Questions**

*Time Remaining:
25 minutes*

**Table Exercise 2:
Critical Questions**

*Time Remaining:
15 minutes*

**Table Exercise 2:
Critical Questions**

*Time Remaining:
10 minutes*

**Table Exercise 2:
Critical Questions**

*Time Remaining:
5 minutes*

**Table Exercise 2:
Critical Questions**

*Time Remaining:
1 minute*

Pin-up / Reporting

Thank You for Your Ideas!

Remember to leave the following materials at your table:

- Participant Recommendation Cards*
- Critical Questions Worksheets*
- Exit Questionnaires*