



City of
Rockville
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WHAT DO YOU WANT ROCKVILLE TO BE LIKE IN 2040?

Comprehensive Master Plan Update
Kickoff Meeting May 9, 2015

*Susan Swift, Director
Community Planning & Development Services
Department*



Town Center Master Plan (2001)

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Town Square, 2007





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Rockville's Comprehensive Master Plan: Updating the 2002 Plan

- I. What is a Comprehensive Master Plan?**
- II. Why is it important?**
- III. How can you help?**



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Comprehensive Master Plan Elements (Chapters)

Comprehensive Master Plan (2002)

- Land Use
- Urban Growth
- Transportation
- The Environment
- Recreation, Parks and Open Spaces
- Community Facilities
- Historic Preservation
- Community Appearance and Design
- Housing
- Planning Areas



City of Rockville Comprehensive Master Plan

Approved and
Adopted
November 12, 2002



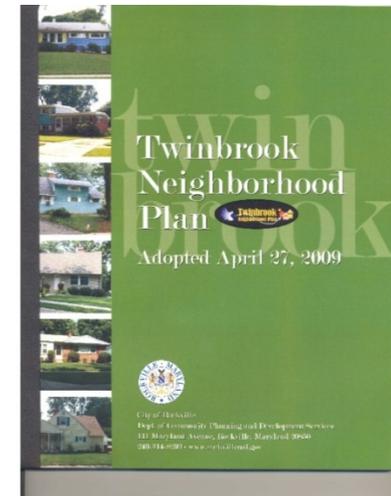


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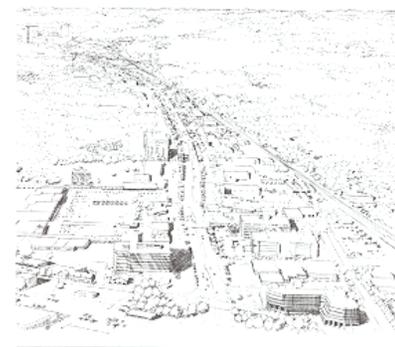
Other Master Plan Components

- ***Town Center Master Plan (2001)***
- ***East Rockville Neighborhood Plan (2004)***
- ***Bikeway Master Plan (2004)***
- ***Lincoln Park Neighborhood Plan (2007) and Conservation District Plan (2007)***
- ***Twinbrook Neighborhood (2009)***
- **State-Required 6-Year Review (Completed 2009)**
- ***Municipal Growth Element (2010)***
- ***Water Resources Element (2010)***
- ***Rockville Pike Plan – Currently under revision (last version was 1989)***

- **Full list at <http://www.rockvillemd.gov/masterplan/documents.html>**



**ROCKVILLE PIKE CORRIDOR
NEIGHBORHOOD PLAN**



**CITY OF ROCKVILLE, MARYLAND
ADOPTED APRIL 1989**



I. What is a comprehensive master plan?

The comprehensive plan is.....

- “a reflection of the needs, issues, circumstances and personality of each community”
- “a statement of a city’s vision for the next 20-30 years”
- “a compass for the future of the community”
- “a roadmap between the community’s aspirations and the real-world implementation of those aspirations”
- an acknowledgement of problems and potential solutions
- “a statement of city policy”
- a guide for decision-makers
- legally required, in Maryland
- “a framework for more specific plans or development regulations
- “the centerpiece of the community’s planning process”



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I. What is a comprehensive master plan?

“The best plans are both visionary and attainable.”

“A good plan balances inspiration with realism.”

Sources: The Citizen's Guide to Planning, 4th Edition; The Planning Commissioner's Guide



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1. What a comprehensive master plan is not?

- a site plan for a development project
- zoning, environmental or tree protection regulations
- an adequate public facilities ordinance
- a capital improvement program or budget

The Plan should provide the foundation and guidance for these things - not vice versa.

Sources: The Citizen's Guide to Planning, 4th Edition; The Planning Commissioner's Guide and the Tempe General Plan guidelines



1. What it is and what it isn't.....

“It’s [the plan] a strategy to you to determine what matters to you”

“The list [the plan] is a snapshot – not an instruction book”

- VISION: Retire and don't work ever again
- PRINCIPLES: Don't rob a bank to retire
- GOALS: Pay off my house before I retire
- POLICIES: Save more money; Pay extra mortgage payments
- RECOMMENDATIONS: Stop daily (or more) lattes at Starbucks; Buy used car vs. new; Mow your own lawn; etc. etc.

Why we review the plan every 10 years and maybe update it.....

Option 2 Vision: Retire and become a part-time barrista!



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Example from 2002 Recreation, Parks and Open Space chapter

- ❑ **VISION: Rockville will.....**
- ❑ **PRINCIPLES: Emphasizes its parks and open spaces**
- ❑ **GOAL:** To promote participation by all Rockville citizens in diverse, interesting and high quality recreational and leisure opportunities in safe, modern and well-maintained parks and facilities.
- ❑ **POLICIES:** Policy #2 of 6 – Ensure that sufficient indoor and outdoor facilities are available to meet the space needs for recreation, arts and community programming.
- ❑ **CRITICAL ISSUE:** Future Facility Needs
- ❑ **RECOMMENDATIONS:**
 - #2 – Construct a full service community center west of I-270;
 - #4 – Develop new policies & procedures to guide: serving senior housing, non-resident fees, reciprocal use with schools, carrying capacity, parkland standards of supply, developer dedications, urban wildlife.



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2. Why is a plan important?

Because.....

planning is about people – and where they live, work and own property or businesses.

- To articulate the character and aesthetics of the community
- To emphasize protection of existing neighborhoods
- To identify the location and character new development
- To allow major city decisions and expenses to work in harmony toward goals
- To allow the community to prioritize needs and leverage its dollars
- To allow the community to prepare for the future in a systematic way
- The planning process and the demographic and economic changes help the city prioritize needs, “wants” and the level of service desired



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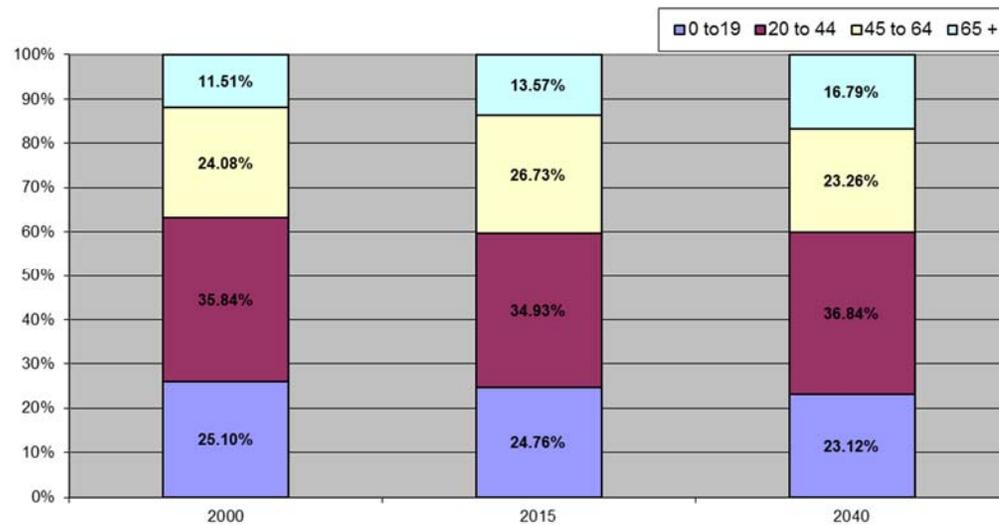
	2000*	2015**	2040**
Median Age	37.8		
Population	47,388	64,000	82,500
Households	17,786	26,500	35,200
Employees	68,700	80,900	105,600

Source:

* 2000 Decennial Census

**Forecast Data (Round 8.4)

Projected Population by Age Cohort (2000, 2015 and 2040)



Source : 2000 data is from US Census

2015 and 2040 numbers are generated by a Demographic Model developed by Montgomery County.



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Based on the demographics and economics...

What will our resident & employee population be like?

What do you want Rockville to look like in 2025?
in 2040?

What facilities will Rockville need in 2025?
in 2040?

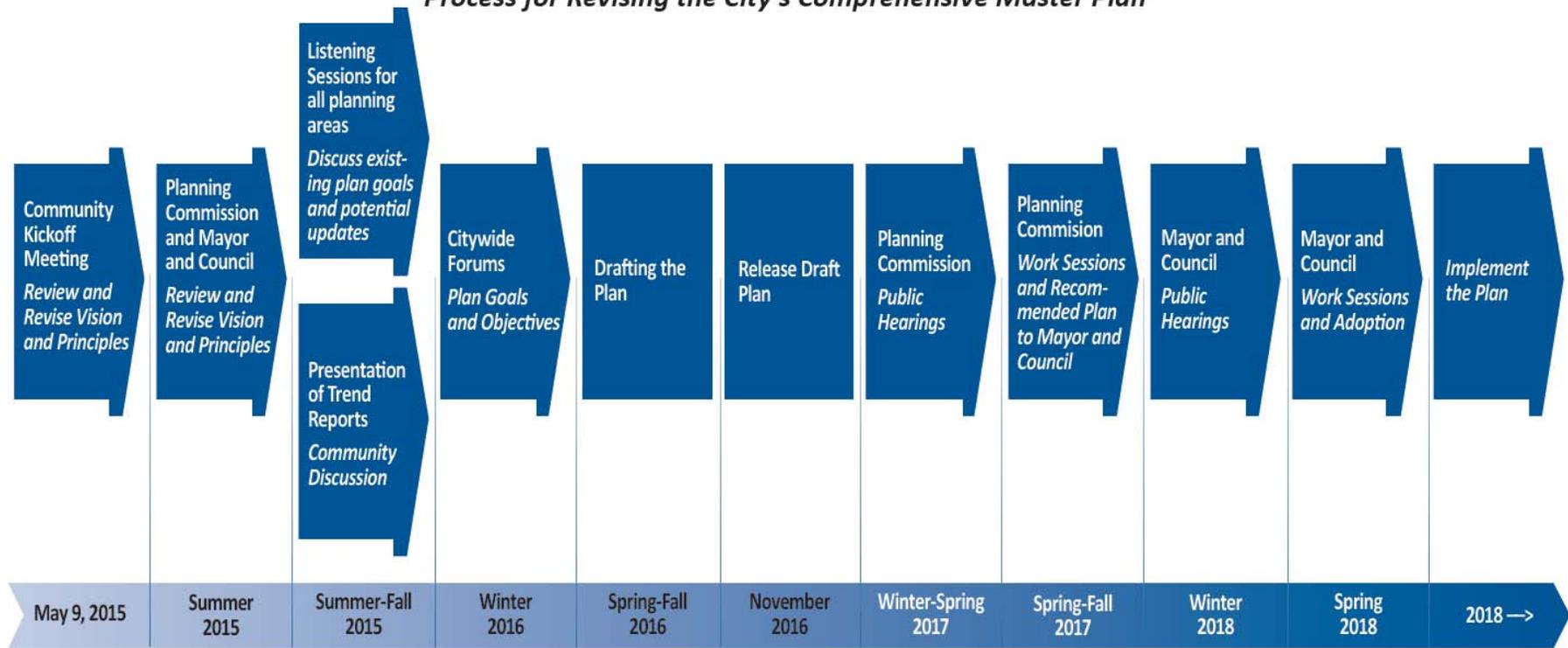
What are the community's goals for 2025?
for 2040?

3. How Can I Help? What Role Do I Play?



What do you want Rockville to be like in 2040?

Process for Revising the City's Comprehensive Master Plan



www.rockvillemd.gov/masterplanupdate • 240-314-8200

David Levy will give you more details later in the program.



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Yikes, I can't think that far ahead!

We have some questions and a virtual survey to help get you started thinking about Rockville's future.....

