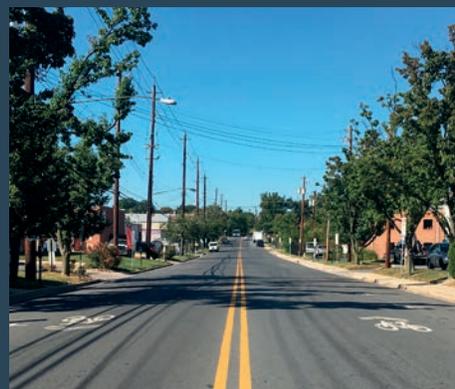


STONESTREET CORRIDOR STUDY

May 21, 2018

 CITY OF ROCKVILLE



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Section 1: **INTRODUCTION**

Section 1: Introduction

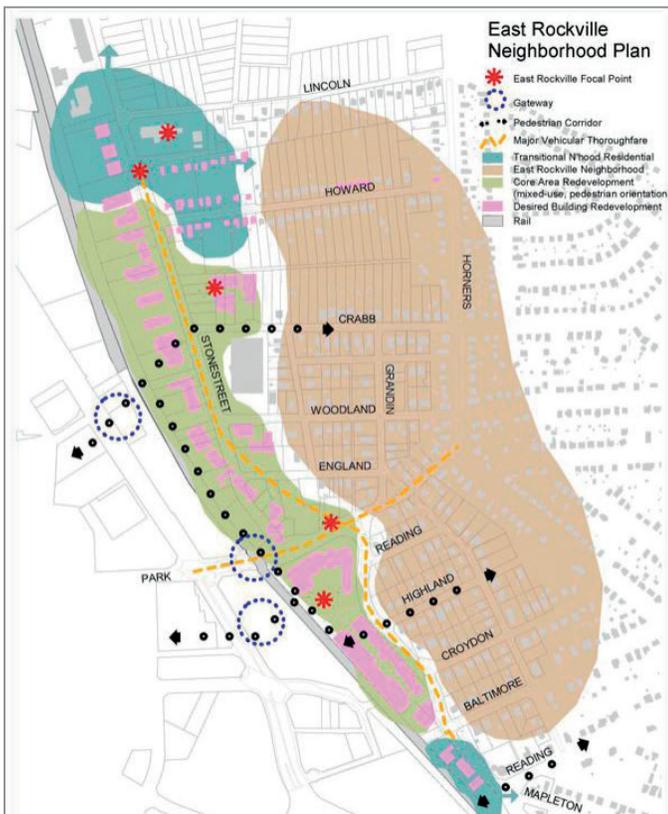
The non-residential areas of Stonestreet were included as part of the 2001 Town Center Master Plan. The plan recommended a greater mix of uses along N. Stonestreet Ave and improved connections that would create a synergy of activity between the areas. It also recommended that the Stonestreet Corridor be studied in further detail through the East Rockville and Lincoln Park Neighborhood Plans, which was done.

1.1 Background

On February 6, 2017, the Mayor and Council approved the Scope of Work that directed staff to conduct a community-driven public process as the basis for the preparation of the Stonestreet Corridor Study. The Study area is approximately 145 acres of land, generally encompassing the east and west sides of North and South Stonestreet Avenues, from the northern boundary of Westmore Road to where South Stonestreet terminates to the south. It is bordered to the west by four active rail lines: two operated by CSX primarily for freight movement, and two by WMATA for rail transit service.

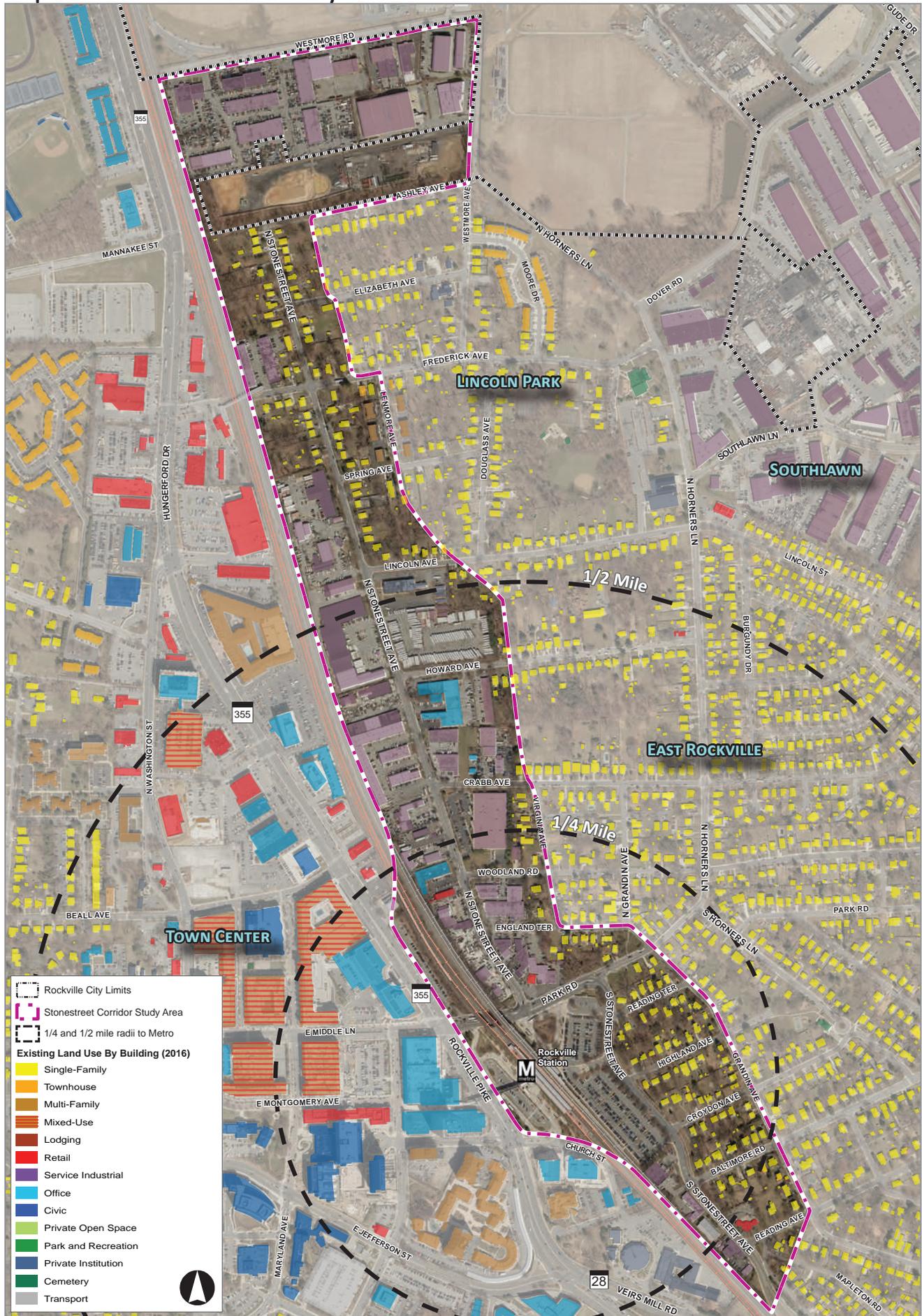
Recommendations for the Stonestreet Corridor have been a component of several plans, including the 2001 Town Center Master Plan (TCMP); the 2004 East Rockville Neighborhood Plan (ERNP); the 2007 Lincoln Park Neighborhood Plan (LPNP); and the 2002 Comprehensive Master Plan. Both the 2004 ERNP and the 2007 LPNP called for changes to the corridor. They sought to add community-serving uses to the existing light industrial base and to improve the infrastructure for pedestrians, to establish greater compatibility with the adjacent neighborhoods. Based on detailed recommendations for Stonestreet in the ERNP, later supported by the LPNP, the Mayor and Council established a citizen-advisory committee in 2005 to work with staff on the implementation of Stonestreet policies from the previously adopted plans. At the time, opposing stakeholder views about redevelopment and transportation infrastructure could not be reconciled, and a final implementation plan was not approved.

In 2009, the update to the zoning ordinance provided regulatory changes that would permit new uses consistent with the plans' visions. Portions of the corridor were rezoned from Light Industrial (I-1) to Mixed-Use Business (MXB) and Mixed-Use Neighborhood Commercial (MXNC), to allow a greater mix of land uses and densities. Despite these changes, there has been minimal



Desired Framework, 2004 East Rockville Neighborhood Plan

Map 1.1: Stonestreet Corridor Study Area



investment in the area. In the past few years, however, developer interest in the area has gained momentum, almost certainly due to an improved economy, the continued growth and expansion of nearby Town Center, and the increasing demand for transit proximity.

1.2 Study Purpose

The simple premise of the Study has been to reconfirm the desired direction and goals for the corridor, and identify the steps that can achieve these goals. The Study has also refined the recommendations for key areas within the corridor, based on changes in conditions and perceptions since the last planning efforts over ten years ago.

A focused look at both short- and long-term action items are considered as part of this Study. Achievable infrastructure improvements have been identified that can be implemented in advance of new development so that the City may leverage future private investment, grants, or cost-sharing with other entities. In addition, the Study includes longer-term policy recommendations for land use, zoning, and urban design that will inform the Rockville 2040 update to the Master Plan and provide a foundation for a cohesive and complementary future redevelopment strategy.

The Study area is large, and the intent for such an encompassing boundary was to ensure that any impact to surrounding properties was considered. Whereas plans of the past took a higher-level look at the redevelopment of North and South Stonestreet Avenues as a whole, this Study targets certain areas with the aim of establishing a manageable list of action items that, when achieved, will contribute to a more walkable and dynamic place.

Key opportunity areas and issues were identified at the kickoff meeting and reconfirmed throughout the process. These key areas and issues remained at the forefront throughout the community engagement process and are the root of the recommendations outlined later in the document. Other issues were identified and discussed at the various community meetings; however, in order

to keep recommendations for this Study to a manageable level, many of the other items will be further addressed through Rockville 2040, the update to the City's Comprehensive Master Plan; the existing neighborhood plans; review or update of City codes and regulations; and/or additional partnership building.

1.3 Blueprint for Action

This Study is a blueprint for action. A desire for action was expressed repeatedly by community members, some of whom have been part of planning efforts dating back to the 1980s. To date, minimal change has occurred. The Stonestreet Corridor Study needs to be different. For community members to feel that their participation and effort has been worthwhile, this process must result in action--- tangible change that moves previous and current goals toward fruition, elevating the importance of the corridor for businesses and residents.

1.4 Study Area

The corridor is home to a range of service industrial, commercial, office, and residential land uses (see Map 1.1, pg. 3). In many cases there is little transition between the different uses, in particular, between the single-family residential and service industrial. This condition exists both within the corridor and with the adjacent neighborhoods of East Rockville and Lincoln Park.

The majority of the non-residential buildings along the corridor are one-to-two stories, with surface parking lots at the front and sides of the buildings. Due in part to their transit accessibility as well as the limited amount of available service industrial land in the City and in Montgomery County, vacancy rates remain low. The businesses provide employment and important services to the local and regional communities.

The northern extent of the Study area includes the Westmore Industrial Park. Uses include auto service and repair centers, a lumber warehouse, "doggie daycare", and electronics dealers.



Ashley Ave--1000 Westmore Ave on left, Lincoln Park homes on right



Service Industrial next to Single-family Residential, N. Stonestreet Ave



Former Lincoln High School; currently used by Crusader Baptist Church



MCPS facilities, N. Stonestreet Ave



Warehouse offices, N. Stonestreet Ave



Limited space on N. Stonestreet Ave, south of England Terrace



Rockville Transit Center Buses



Service Industrial uses at the south end of the Study area

1000 Westmore Avenue (the former WINX site), a largely vacant track of land, is situated immediately to the south of the industrial park, just outside of the City limits. The Washington Gas fields abut this area to the north and east.

South of these industrial uses (south of Ashley Ave) is the northern extent of the Lincoln Park neighborhood. Modestly-scaled, single-family houses line this portion of N. Stonestreet Ave, with a small collection of industrial/warehouse space at the foot of the Unity Bridge on Frederick Ave, next to the railroad tracks.

The Montgomery County Board of Education owns roughly 12.5 acres on N. Stonestreet Ave, between Howard and Spring Avenues, for its Department of Materials Management operations. Its facilities are on the west side of N. Stonestreet Ave, adjacent to the rail lines, except for the overflow storage trailers on the east side of the street. Adjoining the storage trailer property to the north is the historic former Lincoln High School building, currently utilized by the Crusader Baptist Church. Montgomery County owns the property and building.

South of the MCPS properties are warehouse buildings, auto body shops, offices, and a few creative/artist spaces. A relatively large National Institutes of Health (NIH) office building is located just south of Crabb Ave. The non-residential properties along the corridor between the MCPS sites to the north and England Terrace to the south are generally larger and contain relatively substantial structures.

The character changes once again south of England Terrace, where structures are smaller and the widths and depths of the properties decrease. Many of the existing businesses, both the service industrial and the commercial retail, are using every available inch of their properties (and sometimes more) to accommodate their business needs.

At the center of the study area is the WMATA-owned Rockville Metro station, serving as a major transit facility for local and regional bus and rail service, including Metrorail, WMATA and County

Ride On buses, MARC regional commuter rail, and Amtrak. Park Road, the northern boundary of the WMATA properties and the division between North and South Stonestreet Avenues, is a major east/west vehicular connection for the City. The East Rockville neighborhood, predominantly comprised of single-family detached homes, is across S. Stonestreet Ave from the Metro station, to the east.

The southern extent of the Study area, and south of the WMATA properties on the rail side of S. Stonestreet Ave, are more warehouse, commercial, and office uses that are generally low-profile and well-integrated into their location. The distance of the properties from the rail lines narrow substantially south of Baltimore Road. The residential homes on the east side of S. Stonestreet Ave between Baltimore Road and Joseph Street are part of the Rockville Park Historic District, a National Registry district.

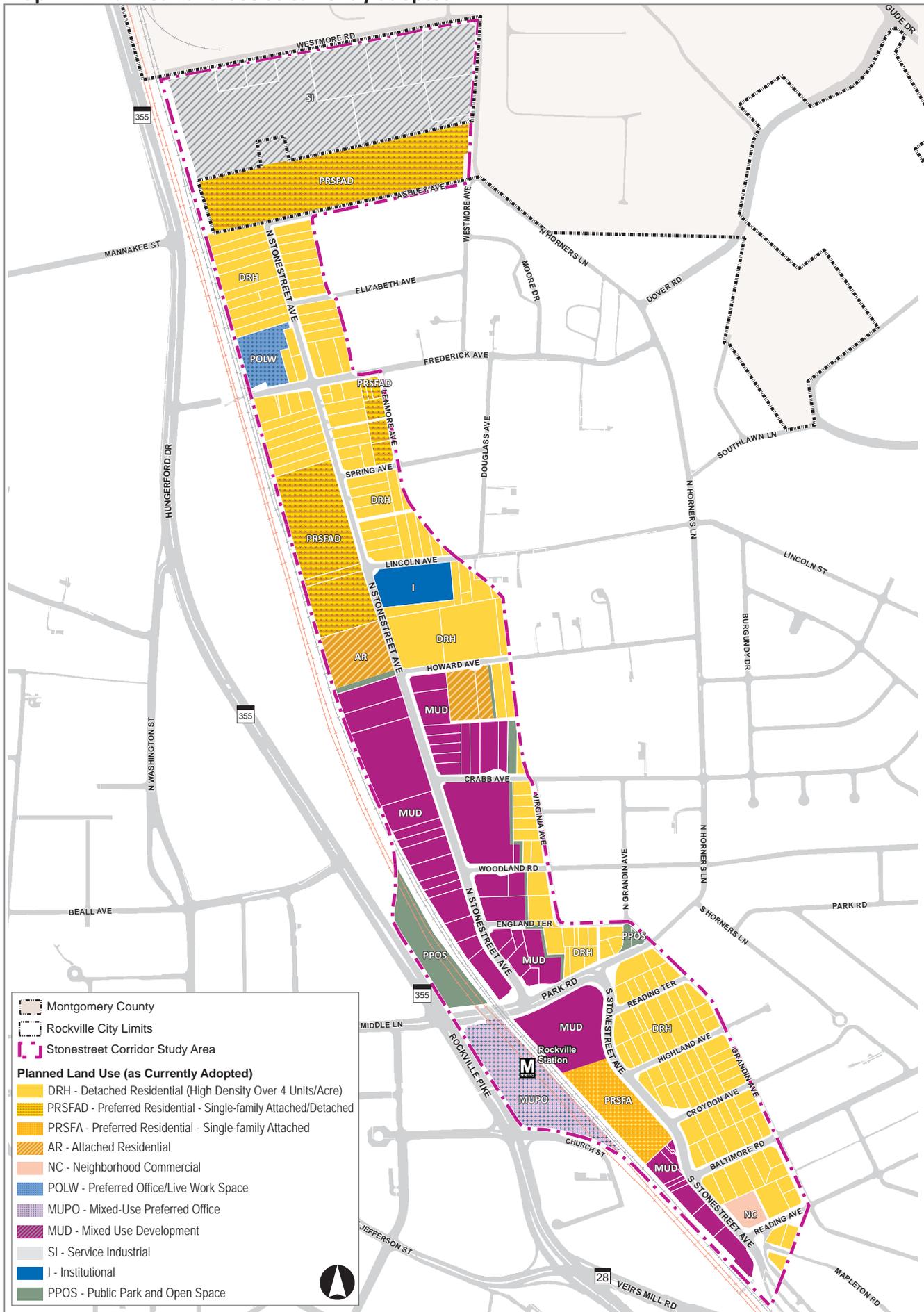
1.5 Existing Conditions

A. Land Use and Zoning

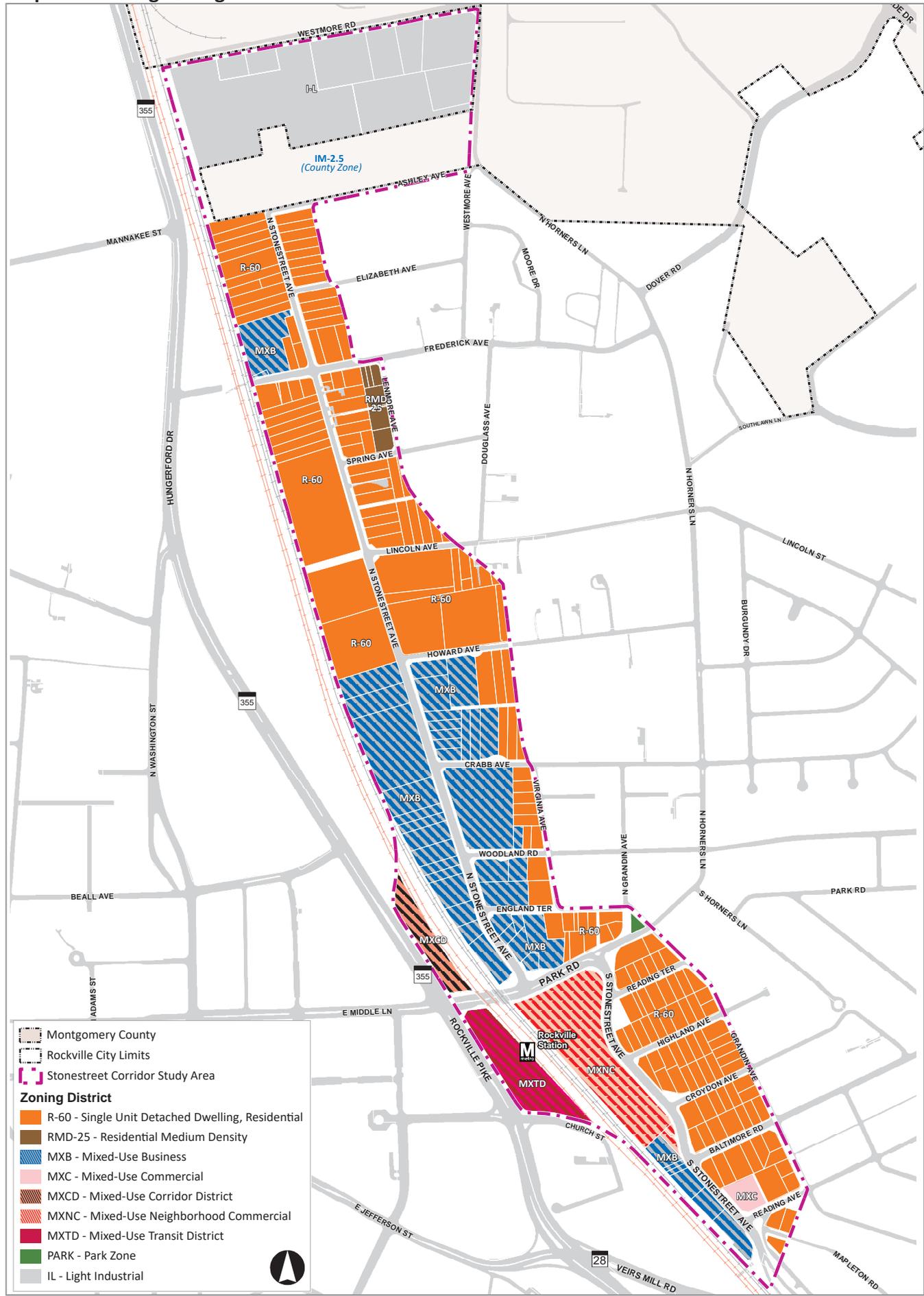
The Land Use Plans adopted as part of the 2007 Lincoln Park and 2004 East Rockville Neighborhood Plans pointed toward a shift in vision to a more walkable, mixed-use environment along the corridor (see Map 1.2, pg. 7) In 2009, a new zoning ordinance was adopted, and as a follow-up to the recommendations in the neighborhood plans, portions of the corridor were rezoned from Service Industrial (I-1) to Mixed-Use Business (MXB) and Mixed-Use Neighborhood Commercial (MXNC) [see Map 1.3, pg. 8]. These changes allowed a greater mix of densities and land uses, including residential. Prior to 2009, only service industrial uses were permitted in much of the corridor.

Situated between the properties zoned MXB (which permits new service industrial uses, among others) are the WMATA properties which are zoned MXNC. MXNC allows for low-to-moderate density development of retail, service, office, and residential uses. WMATA is not currently seeking redevelopment opportunities for their properties at the Rockville station, but they have shown interest in the past. It is also worth considering whether the best use of the site may be an enhanced

Map 1.2: Planned Land Use as currently adopted



Map 1.3: Existing Zoning



transit center like in other areas of the County. These issues, and others, will be addressed as part of the Rockville 2040 Comprehensive Master Plan Update.

Not all of the corridor changed zoning with the 2009 zoning code. The majority of the properties between Howard Ave and Ashley Ave, including the MCPS facilities, retained their R-60 zoning, which permits single-unit detached dwellings. The application of the R-60 zone on properties that abut service industrial uses and on the MCPS properties was discussed at length during this process.

Regarding the MCPS properties, during the Study process, there was general support for their redevelopment into a mix of apartments, ground floor commercial, townhouse, and small multi-plex units, should MCPS opt to relocate. The City's current R-60 zoning would not permit this type of redevelopment to occur. In the past, MCPS expressed interest in relocating, and developers were interested in the site, but the opportunities were hindered, in part, by the R-60 zoning.

Another issue that will be more appropriately addressed through the Rockville 2040 and neighborhood planning processes is determining key areas along the edges of the neighborhoods to accommodate different housing types. The intent is to relieve some of the existing pressure on the interior of the neighborhood and help meet the demand for a range of housing options near walkable, transit-oriented areas.

B. Connectivity

N. Stonestreet Ave, Park Road, and S. Stonestreet Ave converge at the center of the Study area and are critical connectors for drivers, walkers, bikers, and mass transit users within the immediate area, as well as throughout the City. The three streets were built primarily for vehicles and have several missing sidewalk connections and limited bicycle infrastructure.

A recurring theme from past plans, as well as this process, is the need for an improved pedestrian

environment, considering that much of the study area is within 1/2 mile of the Rockville Metro station and the Park Road underpass that leads into Town Center. Recent City investments on S. Stonestreet--- a new sidewalk and bike lane--- are indicators that a move to a more pedestrian-oriented environment is underway.

N. Stonestreet Ave is a two-lane industrial street between Park Road and Lincoln Ave, with a current right-of-way (ROW) of 60 feet. In the more residential portion of the road, between Lincoln Ave and Ashley Ave, the ROW narrows and the roadway classification transitions to residential street. The sidewalk, which is only on the east side of the street, is four (4) feet wide, abuts the curb, and is in sub-par condition for much of its length from Park Road to Lincoln Ave. It is also interrupted regularly by curb cuts for the businesses. The west side of N. Stonestreet Ave does not currently have a sidewalk. Vehicle lanes are wide, wider than called for in the road classification, to accommodate the trucks that serve the existing service industrial and service retail businesses. Both lanes also have painted



N. Stonestreet Ave: wide travel lanes, bicycle sharrows, & on-street parking.



Missing sidewalks on N. Stonestreet Ave

"sharrows" (share-the- road painted bike and arrow markings) to indicate a shared road with bicyclists. Metered on-street parking is available on both sides of the street.

Park Road is one of the City's primary, and few, at-grade east/west connectors. It provides vital access to and from North and South Stonestreet Avenues as well as connecting the east side neighborhoods to the rest of the city, especially Town Center and MD 355. Sidewalks exist on both sides of the street, though the sidewalk on the north side is narrow, abuts the curb, and has multiple curb cuts along the commercial frontage, which create conflicts with pedestrians. There are sharrows on the south side of the street, which interrupt . Within the Study area, Park Road is a four (4) lane roadway that shifts to add a fifth lane near the intersection with S. Stonestreet Ave, providing a continuous right turn lane onto S. Stonestreet Ave. There are other lane shifts at the Park Road and S. Stonestreet Ave that have posed challenges for drivers when navigating the area. The curved road has slowed down some of the truck traffic that travels on Park Road to N. Horners Lane and beyond, which has been implemented in response to concerns of some east side residents. There are demarcated crosswalks at the intersection with N. Stonestreet Ave, but there are currently no crosswalks across Park Road at its intersection with S. Stonestreet, making conditions less safe and comfortable for walkers and bikers traveling to the Rockville metro station from the neighborhoods to the northeast.



Park Road, near the S. Stonestreet Ave intersection



S. Stonestreet Ave, viewing south from Baltimore Road

S. Stonestreet Ave bisects the Rockville Metro Station and service industrial properties to the west, and the East Rockville neighborhood to the east. The S. Stonestreet Ave Road Diet Project was completed at the end of 2017, which reduced vehicular lanes from four to three to accommodate a new sidewalk and bike lane. There are three crosswalk connections between these areas: 1) the south side of the intersection with Park Road; 2) at the traffic signal near the Metro parking lot entrance between Reading Terrace and Highland Ave; and 3) a protected crosswalk at Reading Ave on the south end. S. Stonestreet Ave dead ends at the southern end of the project near Veirs Mill Road.



Recent improvements to S. Stonestreet Ave

1.6 Community Engagement

On May 2, 2017, the City, along with over one hundred community members, kicked off the Stonestreet Corridor Study at the Lincoln Park Community Center. In total, five community meetings were held; the first four at the Lincoln Park Community Center and the last at Glenview Mansion.

At the kickoff meeting, residents, business owners, business tenants, institutional partners, elected and appointed officials, community organization representatives, and other interested parties came together to discuss priorities for the Corridor. After a staff presentation on the background and purpose of the study, participants broke out into small groups and discussed what they considered to be the most important concerns and opportunities along the Corridor. Each group reported their primary points of discussion to the larger body, and by the end of the meeting, several common themes resonated among the groups.

Themes receiving a significant number of comments included:

- the safety and aesthetics of N. Stonestreet Ave and Park Road;
- improving pedestrian crossings at the intersection of S. Stonestreet Ave and Park Road, near the Metro station;
- supporting existing businesses;
- keeping housing in the area affordable;
- addressing the MCPS storage trailers on N. Stonestreet Ave;
- promoting more mixed-use development in certain areas, including both housing and local-serving retail;
- preserving the former Lincoln High School building, currently home to the Crusader Baptist Church, while recognizing the importance of the congregation itself;
- interest in a science center; and
- addressing traffic congestion and connectivity.

Figure 1.1: Community Meetings Timeline



The opportunity areas most identified were the Montgomery County Public Schools (MCPS) sites near Howard Ave and N. Stonestreet Ave, the area around Park Road and its intersections with North and South Stonestreet Avenues, including the Rockville Transit Station/Metro properties; and the former WINX site at 1000 Westmore Avenue.

The focus of meeting two, which was held on July 13, 2017, was the MCPS sites, given the significant number of comments regarding those properties. Staff from MCPS were invited to the meeting to discuss the existing facilities and operations on the corridor as well as considerations involved with relocation. Participants also worked at the table groups to discuss and recommend potential future land use on those properties.

The topic of meeting three, on October 24, 2017, was street and sidewalk improvements. Areas of focus were N. Stonestreet Ave, from Park Road to Lincoln Ave; and the intersection of Park Road and S. Stonestreet Ave. At the meeting, participants were given a list of potential improvements on N. Stonestreet Ave and also invited to offer other ideas. The top five rated preferences were improved street lighting, improved street trees and landscaping, sidewalks on both sides of the street, improvements to the existing sidewalk, and on-street parking on at least one side of the street.

At Park Road and S. Stonestreet Ave, participants were offered the opportunity to choose among 1) existing conditions; 2) a T-intersection with a traffic light; 3) a free-flowing roundabout; or 4) any other idea they may have. Options 2 and 3 placed emphasis on improving sidewalk and crosswalk connections between the north side of Park Road and the Metro station across Park Road to the south. The results were in preference for the T-intersection; however, there were several votes for the roundabout as well.

At the fourth meeting, on December 5, 2017, staff moved the process forward from open-ended input gathering to presenting and garnering feedback on potential recommendations. Redevelopment concepts were presented and discussed for the



Kickoff Meeting, May 2, 2017, Lincoln Park Community Center



MCPS Land Use, Meeting 2, July 13, 2017



Street Improvements, October 24, 2017



Draft Recommendations, February 22, 2018

MCPS- and County-owned properties and for the properties at the intersections of Park Road and North and South Stonestreet Avenues. Participants were also asked to provide input on what they envisioned at 1000 Westmore Ave (the former WINX site).

Based on all of this public input and staff analysis, draft recommendations were discussed at the final community meeting on February 22, 2018. Planning and Public Works staff collected feedback on the key topic areas that surfaced through this process: 1000 Westmore Ave; MCPS- and County-owned properties; and Park Road between its intersections with North and South Stonestreet Avenues, including the WMATA sites. Draft recommendations for infrastructure improvements on N. Stonestreet and at Park Road and S. Stonestreet were also presented.

The themes identified and discussed most strongly by the public were consistent with past planning efforts. They were revisited and further refined throughout this Stonestreet Corridor Study process. The Study was presented to the Mayor and Council on May 21, 2018. The Stonestreet community was invited to attend and engage with Staff and the Mayor and Council at the work session meeting.

1.7 Summary of Key Opportunity Areas

The key opportunity areas identified on the facing page (Map 1.4) are the areas for which a list of recommendations are outlined in Section 2 of this document. As explained earlier in Section 1.2: Study Purpose, other topics and areas were discussed during this process but did not emerge as the highest priorities. Those other topics may be further explored through other master planning, regulatory, or partnership building efforts.

The key opportunity areas for the Stonestreet Corridor Study are:

- 1 Park Road and N. Stonestreet Avenue Area**
Properties on both the north and south sides of Park Road are included within this area, near the Rockville Metro Station. It is currently a mix of auto repair, service, retail establishments, and single-family residential.
- 2 Montgomery County Public Schools (MCPS) and Montgomery County Sites**
This area includes the MCPS Department of Materials Management offices, warehouses, and storage trailers. It also includes the County-owned historic building, formerly the Lincoln High School and currently utilized by the Crusader Baptist Church.
- 3 1000 Westmore Avenue** (former WINX site)
This property is just outside of the Rockville City limits. Although largely vacant, it is being used for vehicle and equipment storage, which is consistent with its industrial zoning.
- 4 N. Stonestreet Avenue Street and Sidewalks**
Infrastructure improvements are proposed between Park Road to the south and Lincoln Avenue to the north.
- 5 Park Road and S. Stonestreet Avenue Street and Sidewalks**
Infrastructure improvements, particularly at the Park Road and S. Stonestreet Avenue intersection are proposed.



Park Road at N. Stonestreet Ave, north of the Rockville Metro Station

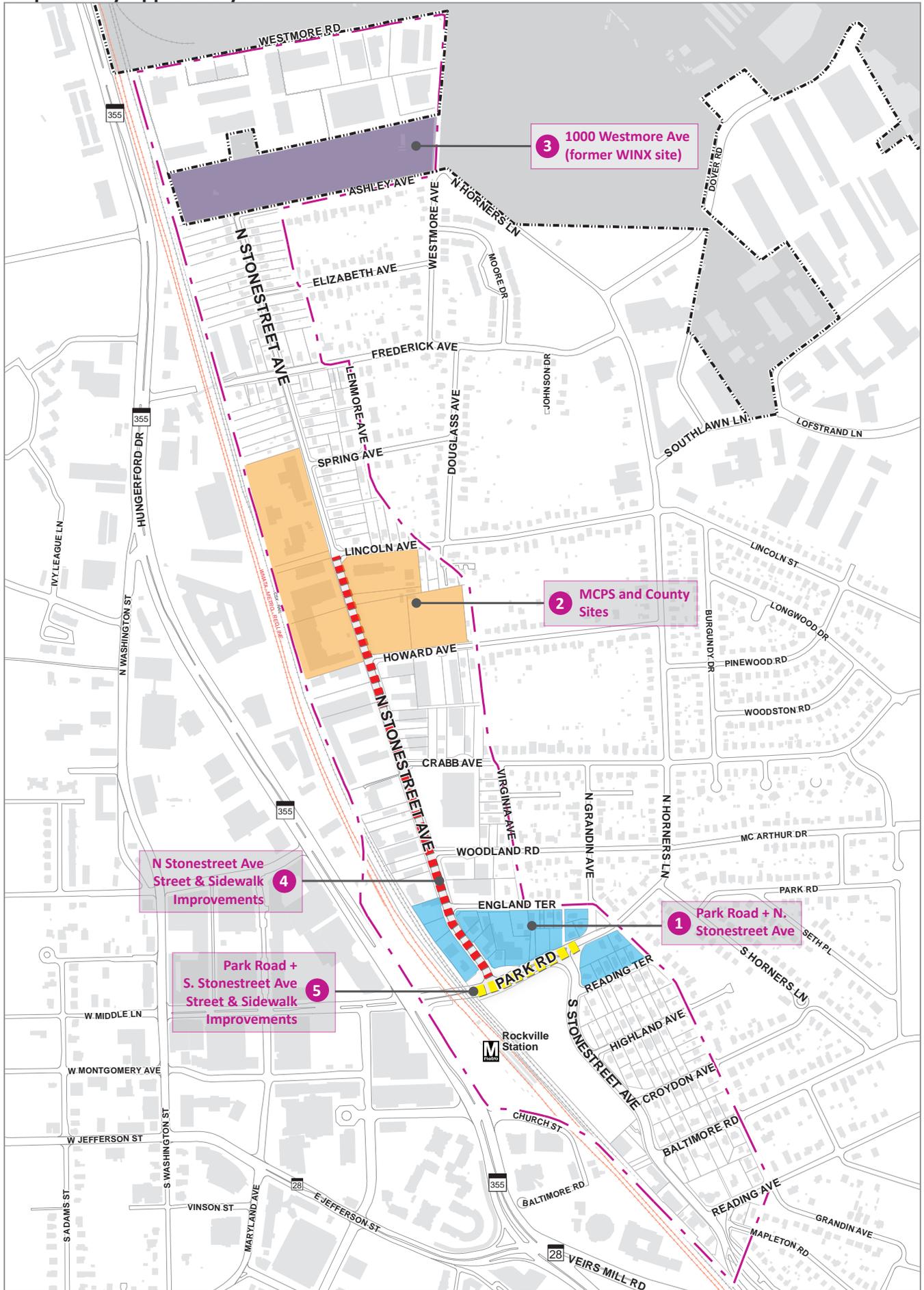


MCPS storage trailers and, in the background, the historic Lincoln High School building, currently used by the Crusader Baptist Church



Park Road and S. Stonestreet Ave intersection, viewing west

Map 1.4: Key Opportunity Areas





Section 2: **RECOMMENDATIONS**

Section 2: Recommendations

Recommendations for the Stonestreet Corridor Study are based on input received during the community engagement process for this project, which built upon ideas established in the 2001 Town Center Master Plan, the 2004 East Rockville Neighborhood Plan, and the 2007 Lincoln Park Neighborhood Plan.

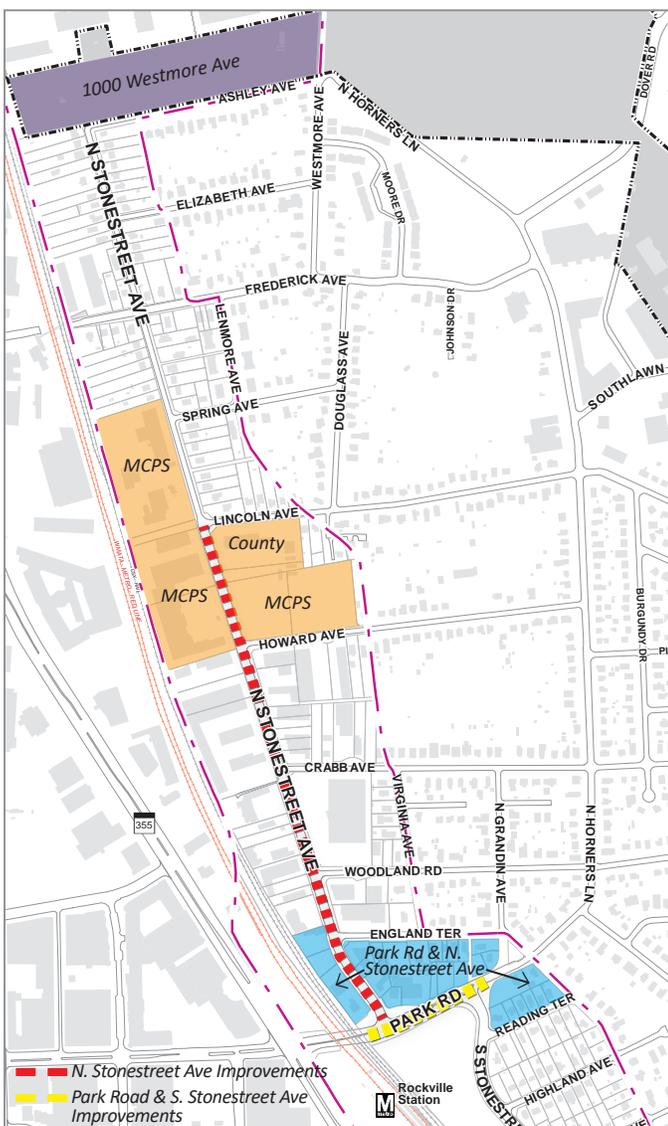
The following recommendations focus on the key opportunity areas and issues identified by community members through the Stonestreet Corridor Study process (see Map 1.4, pg. 15). This section outlines the goals for each of the areas and provides recommendations for A.) land use and zoning and B.) design and connectivity.

The land use and zoning recommendations provide direction toward achieving past plan and current Study goals. The design and connectivity recommendations provide guidance for city capital improvements and the review of redevelopment projects.

Drafts of these recommendations were presented to the community at the final meeting on February 22, 2018 and received generally positive feedback from meeting attendees.

Recommendations are included for the following areas:

- 2.1 Park Road and North Stonestreet Avenue Area: Redevelopment;
- 2.2 Montgomery County Public Schools (MCPS) and Montgomery County Sites: Redevelopment;
- 2.3 1000 Westmore Avenue (former WINX site): Land Use, Zoning, and Infrastructure;
- 2.4 North Stonestreet Avenue: Street and Sidewalk Improvements; and
- 2.5 Park Road and South Stonestreet Avenue: Street and Sidewalk Improvements.



2.1 Park Road and North Stonestreet Avenue Area: Redevelopment

Park Road is a critical east/west connection within the City. Its intersection with N. Stonestreet Ave is the first introduction to the east side after passing under the railroad overpass from the west. The Rockville Metro station is located on the south side of Park Road, a significant strength for any future east side transit-oriented development.

The area is busy not only with cars and buses utilizing Park Road to move through the City, but also with walkers and bikers traveling to and from the Metro Station. There are crosswalks at the intersection, but the sidewalk that exists on the west (rail) side of N. Stonestreet Ave at Park Road discontinues after less than 100 feet. People often walk in the street on the west side of N. Stonestreet Ave. Although there is a sidewalk on the east side, it is sub-par and often crowded by vehicles from the auto repair shops. This area is in need of upgrades to its pedestrian- and bicycle-oriented network to ensure that walking and biking are viable modes of travel on their own, as well as safe and comfortable connections to transit.

To the east of the Metro station and to S. Stonestreet Ave is the East Rockville neighborhood, predominantly comprised of single-family detached homes. Due in part to its proximity to transit, East Rockville development pressures have increased within the neighborhood. There is some interest among community members in accommodating diverse housing types along the corridor and at transitional edges, such as on Park Road and S. Stonestreet Ave, near the Metro.

On the north side of Park road is a mix of one-story buildings set back from the street, vacant properties, and single-family homes. The commercial uses include a convenience store, a restaurant, multiple auto repair and body shops, and retail sales businesses. There is no open public use or gathering space in this area, and access is vehicle-oriented.

At the community meeting where Park Road and N. Stonestreet Ave street improvements were discussed, meeting attendees expressed that some of their top priorities for the area were improved street lighting, more street trees and landscaping, and sidewalks on both sides of N. Stonestreet Ave. Both safety and aesthetics were important for many of the participants. Also expressed, was a desire for more neighborhood- and commuter-serving retail and gathering places. People wanted the option of walking to a local coffee shop or picking up a sandwich, for example, either from home or on their way to or from the Metro.

When presented with a potential redevelopment concept (see Figures 2.1 and 2.2, pg. 22) for the area that included a mix of housing types, mixed-use buildings with ground floor commercial, and improved pedestrian and open space connections, feedback was generally enthusiastic. Some of the responses from the community meeting included: appreciation for the pedestrian-friendly concept; more housing and more housing types made sense so close to Metro; and liking the idea that there would be more places and activities within walking distance. Some of the concerns were about parking, additional traffic, and what certain infrastructure improvements or redevelopment could mean for existing businesses.

2.1.1 Goals

- A revitalized area and focal point at the corner of Park Road and N. Stonestreet Ave, establishing an anchored entrance to Rockville's east side, integrating such elements as building form and design, public art, landscaped open spaces or plazas, and wayfinding.
- Redevelopment that takes advantage of transit proximity, is well-connected, and that transitions appropriately to the East Rockville neighborhood.

- An upgraded pedestrian environment, including enhanced sidewalks, landscaping, street trees, public/civic gathering spaces, and pedestrian-scale lighting.
- A mix of walkable, local-serving commercial uses and multi-unit residential, and residential attached uses at the N. Stonestreet Ave and Park Road intersection.
- A range of new, well-designed residential attached housing types, that complement, and not overwhelm, adjacent single-family housing.

3. Rezone the properties from Single-Family Residential (R-60) to Mixed Use Neighborhood Commercial (MXNC) to promote a greater mix of uses, including smaller-scale multi-unit residential, townhouses, and limited commercial at this transit node.
4. Rezone the properties from Single-Family Residential (R-60) to Residential Medium Density (RMD-15) or to a new zone specifically designed for infill residential to promote a mix of infill housing types, compatible in scale with single-family homes, including duplexes, triplexes, quads, townhouses and stacked flats.

2.1.2 Recommendations

A. Land Use and Zoning

In general: Amend the City's Master Plan to allow for and promote a mixed-use node of local-serving commercial, offices, multi-unit residential, and residential attached along Park Road, between the rail lines and N. Horners Lane (see Map 2.1). New Service Industrial uses are not encouraged at this transit node.

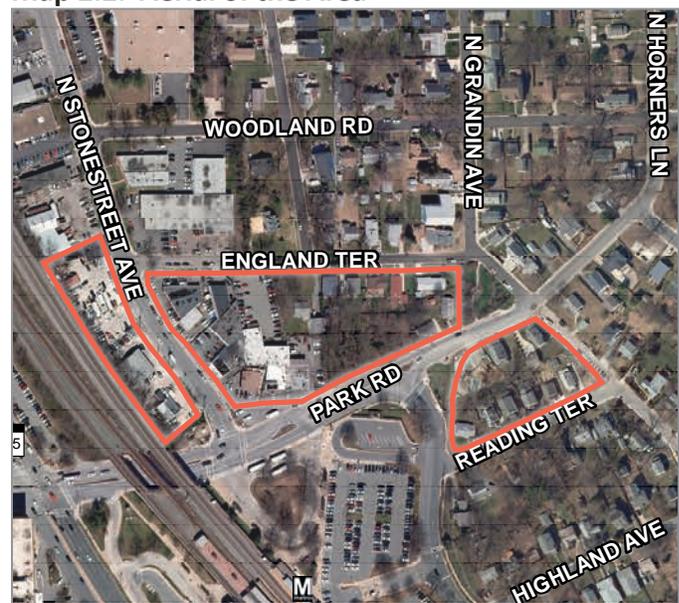
Property specific (see Map 2.1):

1. Rezone the properties from Mixed Use Business (MXB) to Mixed Use Neighborhood Commercial (MXNC) to promote retail, office, and services uses.
 - Residential uses are not encouraged given site constraints due to shallow lot depths.
 - Service Industrial is not a permitted use in MXNC and would be a non-conforming use. No new Service Industrial uses would be permitted, but existing uses would be allowed to remain.
2. Rezone the properties from Mixed Use Business (MXB) to Mixed Use Neighborhood Commercial (MXNC) with heights up to 4-5 stories (or 50-65 ft) to promote a mix of local retail and service uses and multi-unit residential across from the Rockville Metro Station.
 - Service Industrial is not a permitted use in MXNC and would be a non-conforming use. No new Service Industrial uses would be permitted, but existing uses would be allowed to remain.

Map 2.1: Land Use and Zoning Recommendations



Map 2.2: Aerial of the Area



B. Design and Connectivity

- a. Encourage an architecturally enhanced feature at the corner of N. Stonestreet Ave and Park Road by focusing new development at that intersection, incorporating high-quality design components, and enhancing the public realm.
- b. Establish building frontages along Park Road and N. Stonestreet Avenue to include ground-floor retail, enhanced pedestrian areas and amenities, landscaping, and bicycle infrastructure.
- c. Incorporate community use space, including plazas and outdoor green space, into the overall redevelopment concept.
- d. Reduce the number of properties with multiple curb cuts to minimize conflicts with pedestrian and bicycle areas.
- e. Provide upgraded pedestrian and bicycle connections to the surrounding neighborhoods and to the Rockville Metro Station. (Details in subsections 2.4 and 2.5.)
- f. Redesign the intersection of Park Road and S. Stonestreet, with emphasis on improving pedestrian and bicyclist connections, but also improving driver experience. (Details in subsection 2.5.)

The figures (2.1 and 2.2) on the following page represent a potential overall redevelopment scenario for this area. Graphically representing ideas and written input collected during a public process can contribute to a better understanding of concepts and visions. Drawings can also illustrate a general feasibility, given certain assumptions, of a potential redevelopment scenario. Figures 2.1 and 2.2 are conceptual and for illustrative purposes only.

At the time of this Study, there was no current development proposal. This Study does not, at this time, recommend that redevelopment be implemented by the public sector. Instead, the recommendations are designed to facilitate and encourage private-sector investment for the assembly and redevelopment of this key area.



Example of a corner framing building



Example of a walkable and active neighborhood environment

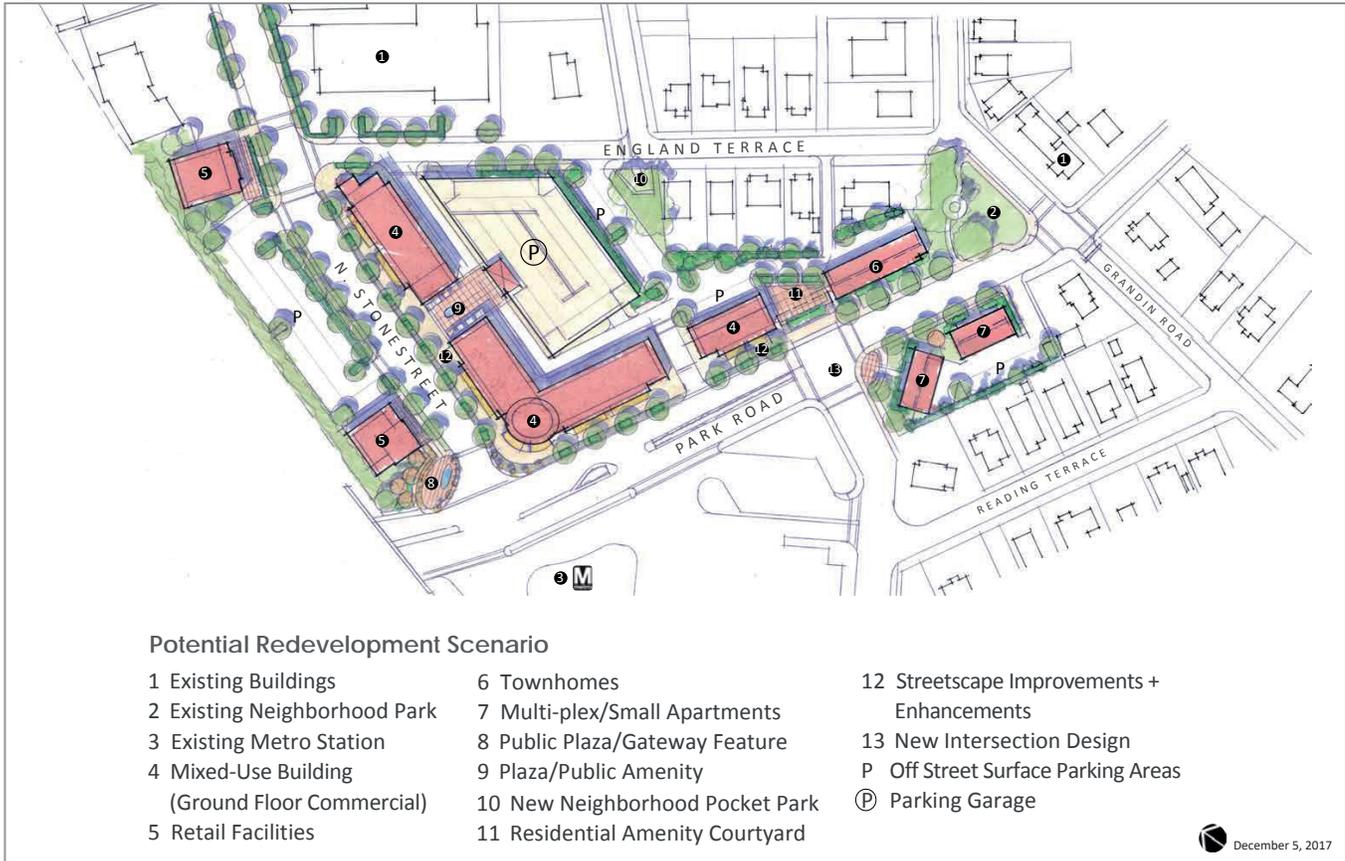


Example of underpass lighting as safety measure and public art



Example of enhanced public realm and community use space

Figure 2.1: Park Road and N. Stonestreet Avenue Area Conceptual Development Plan



Note: This figure is conceptual and for illustrative purposes only.

Figure 2.2: Park Road and N. Stonestreet Avenue Area Conceptual Illustrative



STONESTREET CORRIDOR STUDY

SITE PLANNING & URBAN DESIGN STUDIES

City of Rockville Community Planning & Development Services

CONCEPTUAL DEVELOPMENT PLAN
Park Road & North Stonestreet

November 22, 2017

Note: This figure is conceptual and for illustrative purposes only.

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2.2 Montgomery County Public Schools and Montgomery County Sites: Redevelopment

The Montgomery County Board of Education owns approximately 12.5 acres on N. Stonestreet Ave between Howard and Spring Avenues. The Montgomery County Public Schools (MCPS) Department of Materials Management offices, warehouses, and storage trailers are located here. At the southeast corner of N. Stonestreet and Lincoln Avenues sits the historically designated building and property that formerly housed the Lincoln High School, the oldest remaining high school constructed for black students in Montgomery County. The building, owned by the County, is currently home to the Crusader Baptist Church.

Some form of MCPS facilities has existed at this location since the 1930s, and a number of the buildings date back decades and were originally intended for temporary use. For example, the 1950s Quonset huts are still used today for storage. Throughout the years, as student population grew, often at dramatic rates, MCPS managed to re-purpose buildings and find creative solutions to a less-than-ideal arrangement. One of those creative solutions, the storage trailers adjacent to the residential neighborhood on Howard Ave, has caused a rift between some residents and MCPS. Residents find the trailers unsightly and have repeatedly asked them to be removed. MCPS does not consider them to be an ideal solution, but finds options to be limited due to competing budget requests for new classrooms.

The public process resulted in generally strong support for setting a framework for redevelopment that achieves the goals for this area. Public meetings 2, 4, and 5 resulted in public input supportive of a mixed-use concept with moderate density. In addition, MCPS staff has indicated that MCPS is open to creative solutions that would result in a move.

2.2.1 Goals

In the event that MCPS relocates its facilities from the current location on N. Stonestreet Avenue, the sites should include:

- A mix of local-serving commercial, creative and maker spaces, community facilities, and diverse housing opportunities, which serve the Lincoln Park and East Rockville neighborhoods and take advantage of transit proximity.
- A range of new, well-designed housing types, ensuring compatibility in scale with adjacent single-family residential homes in Lincoln Park and East Rockville.
- A balanced mix of housing with market-rate, moderately priced, and lower-priced units.
- An upgraded pedestrian environment including enhanced sidewalks on both sides of N. Stonestreet Ave, landscaping, street trees, and pedestrian-scale lighting.
- New, well-connected and publicly accessible community gathering and civic spaces.



MCPS facilities on N. Stonestreet Ave

2.2.2 Recommendations

A. Land Use and Zoning

In general:

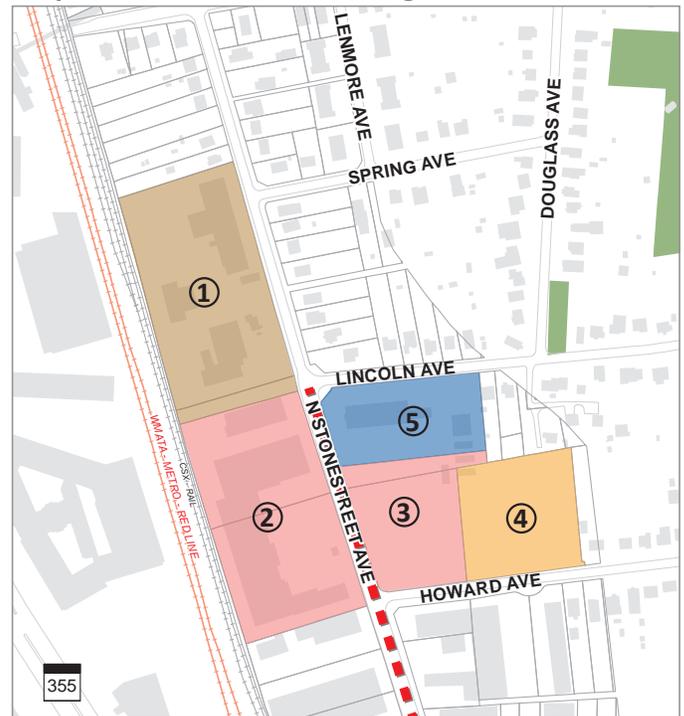
- Amend the City's Master Plan to allow for a mix of uses near the corner of N. Stonestreet Ave and Howard Ave and a mix of residential attached housing types adjacent to and across the street from existing single-family residential (see Map 2.3).
- Amend the Lincoln Park Neighborhood Conservation District boundaries to remove the applicable MCPS and County properties from the District.
 - The Conservation District includes regulations that are geared toward single-family detached development on individual lots and not large-lot, non-residential parcels.

Property specific (see Map 2.3):

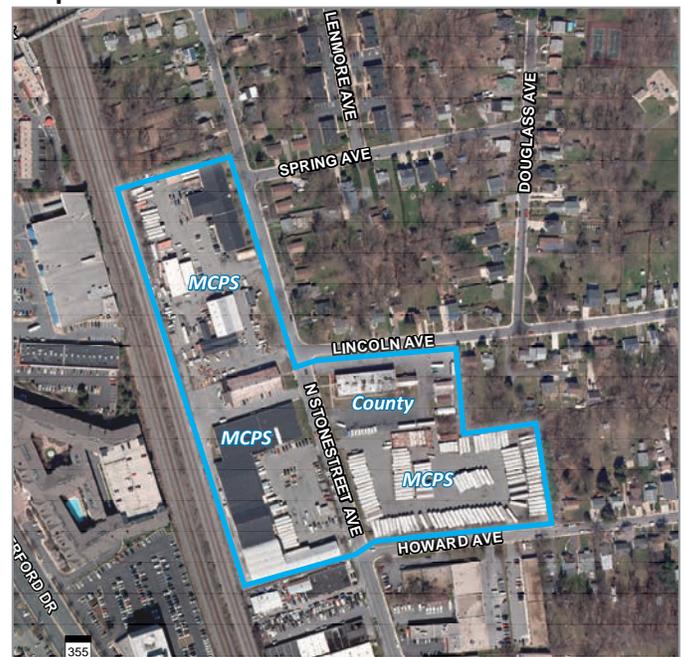
1. Rezone the property from Single-Family Residential (R-60) to Residential Medium Density (RMD-15) or to a new zone specifically designed for infill residential to promote a mix of housing types, compatible in scale with the single-family homes to the north and east, including townhouses and small multi-unit development.
2. Rezone the property from Single-Family Residential (R-60) to either Mixed Use Business (MXB) or to Mixed Use Corridor Transition (MXCT) to promote a mix of uses, including multi-unit residential, commercial, spaces for artists and makers, and community facilities.
3. Rezone the property from Single-Family Residential (R-60) to Mixed Use Neighborhood Commercial (MXNC) to allow for a mix of uses, including smaller-scale multi-unit residential, townhouses, and limited commercial.
4. Rezone the property from Single-Family Residential (R-60) to Residential Medium Density (RMD-15) or to a new zone specifically designed for infill residential to promote a mix of infill housing types, compatible in scale with the single-family homes to the east, including duplexes, triplexes, townhouses and stacked flats.

5. Preserve the existing historic structure, formerly the Lincoln High School and currently utilized by the Crusader Baptist Church.

Map 2.3: Land Use and Zoning Recommendations



Map 2.4: Aerial of the Area



B. Design and Connectivity

- a. Create an architectural feature at the corner of N. Stonestreet Ave and Howard Ave by focusing new development at that intersection, incorporating high-quality design features, and enhancing the public realm.
- b. Orient maximum building heights along N. Stonestreet Avenue, away from the existing single-family residential. On the east side of N. Stonestreet, buildings should taper down toward the existing single-family homes to the north to establish a compatible relationship between buildings.
- c. Incorporate significant community use space, including parks and other contiguous outdoor green space into the overall redevelopment concept.
- d. Study the feasibility of a neighborhood-scale roundabout at the intersection of N. Stonestreet Ave and Lincoln Ave to calm traffic and provide a transition to the Lincoln Park neighborhood.

The figure below and on the following page represent a potential overall redevelopment scenario for this area. Graphically representing ideas and written input collected during a public process can contribute to a better understanding of concepts and visions. Drawings can also illustrate a general feasibility, given certain assumptions, of a potential redevelopment scenario. Figures 2.3 and 2.4 are conceptual and for illustrative purposes only.

Figure 2.3: MCPS and County Sites Conceptual Development Plan



Note: This figure is conceptual and for illustrative purposes only.

At the time of this Study, there was no current development proposal. Because these sites are government-owned, the public sector (Montgomery County and City of Rockville) will have the ability to prescribe the terms of development, seeking to achieve both community and institutional goals.

At present, the City's Master Plan and the Conservation District restrict these sites to redevelopment at the density of single-family detached housing. Current zoning is consistent with this density. In order to promote the type of development envisioned by this Study, changes must first be made to the Master Plan, followed by a change to the zoning.

Figure 2.4: MCPS and County Sites Conceptual Illustrative



STONESTREET CORRIDOR STUDY
SITE PLANNING & URBAN DESIGN STUDIES
City of Rockville Community Planning & Development Services

CONCEPTUAL DEVELOPMENT PLAN
North Stonestreet/MCPS Site
November 22, 2017

Note: This figure is conceptual and for illustrative purposes only.

2.3 1000 Westmore Avenue (former WINX site): Land Use, Zoning, and Infrastructure

1000 Westmore Ave is just outside of Rockville’s city limits, and is zoned by Montgomery County for industrial land uses. The property is approximately 10 acres and is largely undeveloped, though some areas are being utilized for outdoor storage of vehicles and equipment. The surrounding land uses are the Westmore Industrial Park to the north; the Lincoln Park neighborhood to the south; the Washington Gas fields to the east (outside City limits); and rail lines to the west. Primary access is from Westmore Avenue, though there is an emergency vehicle access easement where N. Stonestreet Ave dead ends at Ashley Ave.

Approximately 3 of the 10 acres on the site are within a Forest Conservation Easement, primarily along the southern boundary adjacent to Ashley Ave, but also on the west next to the rail lines (see Map 2.5, pg 29). The Forest Conservation Easement was established in 2012, on the plat for the property. 1000 Westmore Ave is located outside of the Washington Suburban Sanitary Commission (WSSC) service district, and currently has a limited capacity water connection from the City of Rockville. Any additional water and sewer service provided by the City would occur, by City policy, only through annexation.

Current City policy, as outlined in the 2007 Lincoln Park Neighborhood Plan, recommends annexation for a mix of single-family detached and attached housing. This recommendation was established before the implementation of the Forest Conservation Easement, which now provides a buffer between industrial activity and the neighborhood. In addition to the language in the neighborhood plan, this property is also included within the boundary of the 2007 Lincoln Park Neighborhood Conservation District, a tool utilized to preserve the character of the existing single-family neighborhood.

The public process did not result in a consensus view on the future of this property. Some participants, particularly some residents of



Ashley Ave, viewing east with the south edge of the Forest Conservation Easement on 1000 Westmore Ave



1000 Westmore Ave, viewing west from Westmore Ave

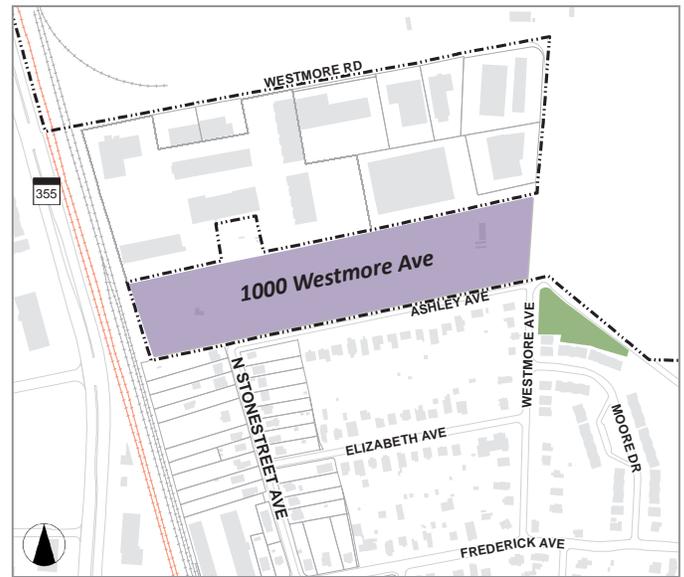
Lincoln Park, expressed their preference for residential development, with park space, on the site. In the mid-2000s, prior to the approval of the Forest Conservation Easement and under different property ownership, there had been a proposal by a developer for residential on the site. Other participants, including the current property owner, expressed a view that residential development is not appropriate, especially considering that the location on site of the Forest Conservation Easement will likely direct any development to be adjacent to industrial uses to the north and/or the gas field to the east. Removal or relocation of

the Forest Conservation Easement would require approval by the Planning Board of the Maryland-National Capital Park and Planning Commission (MNCPPC) and likely, off-site mitigation.

Given that the property is currently outside of City limits and opinions vary greatly about how the property should be developed, the Study recommendations for this site, should it be annexed into the City, provide options rather than establishing a specific direction.

2.3.1 Goals

- Provide feasible development options, should the property be annexed into the City.
- Minimize and mitigate any negative impacts that development may have on the Lincoln Park Neighborhood.
- Preserve the Forest Conservation Easement as a buffer between industrial activities and residential uses.



Map 2.5: 1000 Westmore Ave Aerial and Surrounding Context



2.3.2 Recommendations

A. Land Use and Zoning

Should the property be annexed into the City, the following is recommended:

1. Amend the City's Master Plan to be consistent with this Study.
2. Apply a land use designation that would allow for a mix of residential types, including multi-unit; multi-plexes; townhouses; and single family, while also providing the option for low-impact business and industry that provide a transition between the existing residential and the Westmore Industrial Park.
3. Amend the Lincoln Park Neighborhood Conservation District boundaries to remove this property from the District.
 - The Conservation District includes regulations that are geared toward single-family detached development on individual lots and not large-lot, non-residential parcels.
4. Rezone the property from its current industrial zoning (County Zoning IM-2.5) to a zoning category consistent with the land use designation (see recommendation A.2.).
5. Ensure that any non-residential use will not diminish the residential character of Lincoln Park and that a significant buffer is in place to mitigate any potentially negative impact on the neighborhood.
6. Improve Ashley Avenue, and establish a walkable street environment if new residential is developed.
 - If a residential use is developed, a portion of the development's residences should front Ashley Avenue to establish a relationship with the existing residences to the south and establish a pedestrian-friendly street presence. A contiguous sidewalk on the north side will be required with new residential development, and it should include enhanced landscaping and pedestrian-scale lighting.
7. Provide a park, or publicly accessible community open space on this property, if residential uses are developed.
 - If a residential use is developed, a contiguous, well-connected park or open space, usable to the public, should be provided on this property.
 - The park should be comparable in size, at a minimum, to the Wilma Shelton Bell Park, located to the southeast of 1000 Westmore Ave.
8. Preserve the existing Forest Conservation Easement.
 - If any non-residential uses are developed, the forest conservation easement should remain and continue to provide a significant buffer to the existing residences to the south.
 - Should a residential use be proposed, development should be contingent on the Montgomery County Planning Board approving the Forest Conservation Easement being flipped to the north side of the site, and the development being focused to the south on Ashley Ave to buffer any new residential from the industrial uses to the north. This Study does not recommend approving isolated residential development adjacent to industrial uses.

B. Design and Connectivity

One of the primary concerns for some of the residents in Lincoln Park about the development of a non-residential use on this site is additional commercial or industrial truck traffic through and around the neighborhood. The intent of the following recommendations is to provide upgrades to the roadway and protection to the neighborhood from the potential impacts of additional traffic.

- a. Improve N. Horners Lane between Dover Road and Westmore Avenue (see Map 2.6).
 - Fund proposed construction of the N. Horners Lane sidewalk project as part of the FY19 Sidewalks Capital Improvements Program. The City is currently designing the improvement of N. Horners Lane between Dover Road and Ashley Avenue to include a sidewalk on the southwest side of the road, new curb and gutter for portions of the road, roadway resurfacing, and wider lane widths adjacent to the proposed curb and gutter.
 - Explore redesign options at the intersection of N. Horners Lane, Westmore Avenue, and Ashley Avenue, to reduce truck traffic through the neighborhood.
- b. Provide additional screening between the Legacy at Lincoln Park residences and N. Horners Lane (see Map 2.6).
 - Screening (landscape, fencing, or similar treatments) should be installed along the portion of N. Horners adjacent to the Legacy at Lincoln Park residential development, to protect homes from truck traffic.
- c. Retain primary vehicular access off of Westmore Avenue.
 - If a non-residential use is developed, primary access should remain off of Westmore Avenue. Truck traffic through the neighborhood should be prohibited unless for emergency access.

Map 2.6: N. Horners Ln Recommended Improvements



1000 Westmore Ave, viewing northwest, with Legacy at Lincoln Park on the left and the Washington Gas gas fields on the right

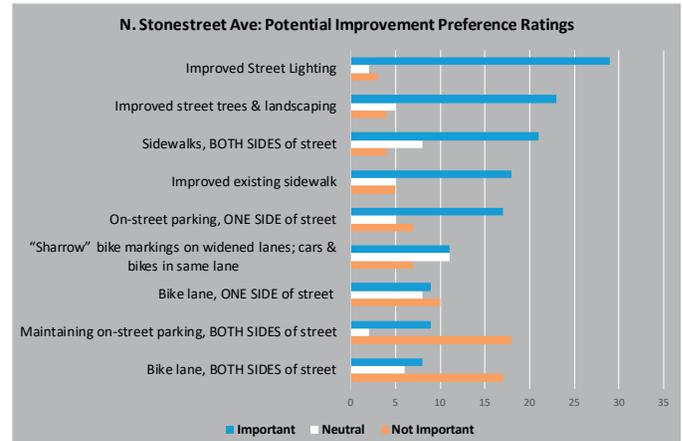
2.4 North Stonestreet Avenue: Street and Sidewalk Improvements

The corner of N. Stonestreet Avenue and Park Road is the "welcome area" to Rockville's east side. Both streets are also primary links to and from the Rockville Metro station. Area residents utilize N. Stonestreet Ave to walk and bike between home and the Metro station.

Residents expressed strong concern at the community meetings about the lack of a sidewalk on the west side of the street, and the poor condition of the east-side sidewalk. The City's Public Works Department has classified as a priority the missing sidewalk on N. Stonestreet Ave. The intent of the recommendations below is to further elevate the issue of the missing sidewalk, as well as other improvements that were identified as part of the planning process.

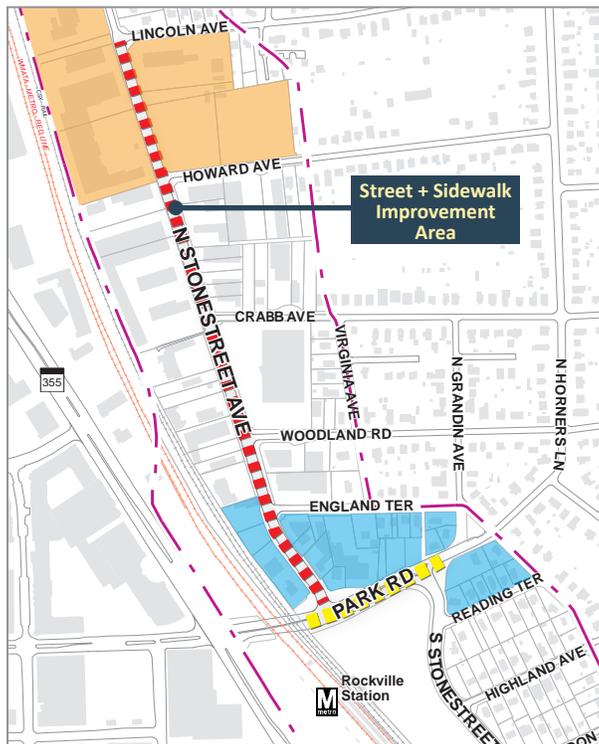
At the October 24, 2017 community meeting, participants were asked to rate their preference for a set of potential improvements to N. Stonestreet Ave. The top selections were better street lighting, improved street trees and landscaping, and having

Chart 2.1: Community Preference Rankings



sidewalks on both sides of the street. Bike lanes and on-street parking had less support but still garnered some interest (see Chart 2.1).

The recommendations to follow reflect community input as well as staff analysis.



2.4.1 Goal

- A pedestrian-oriented, business-friendly environment that provides safe pedestrian, bicycle, and vehicular connections to local businesses, the Rockville Metro Station, Town Center, and the surrounding neighborhoods.

2.4.2 Recommendations

N. Stonestreet Ave between Park Road and Lincoln Ave:

1. Design a cross-section for the roadway that includes sidewalks on both sides of the street, improved street lighting, and landscaping (see Figure 2.5).
2. Recommend the project's inclusion in the City's next Capital Improvements Program (CIP), to design the final street alignment, taking into account existing right-of-way (ROW).

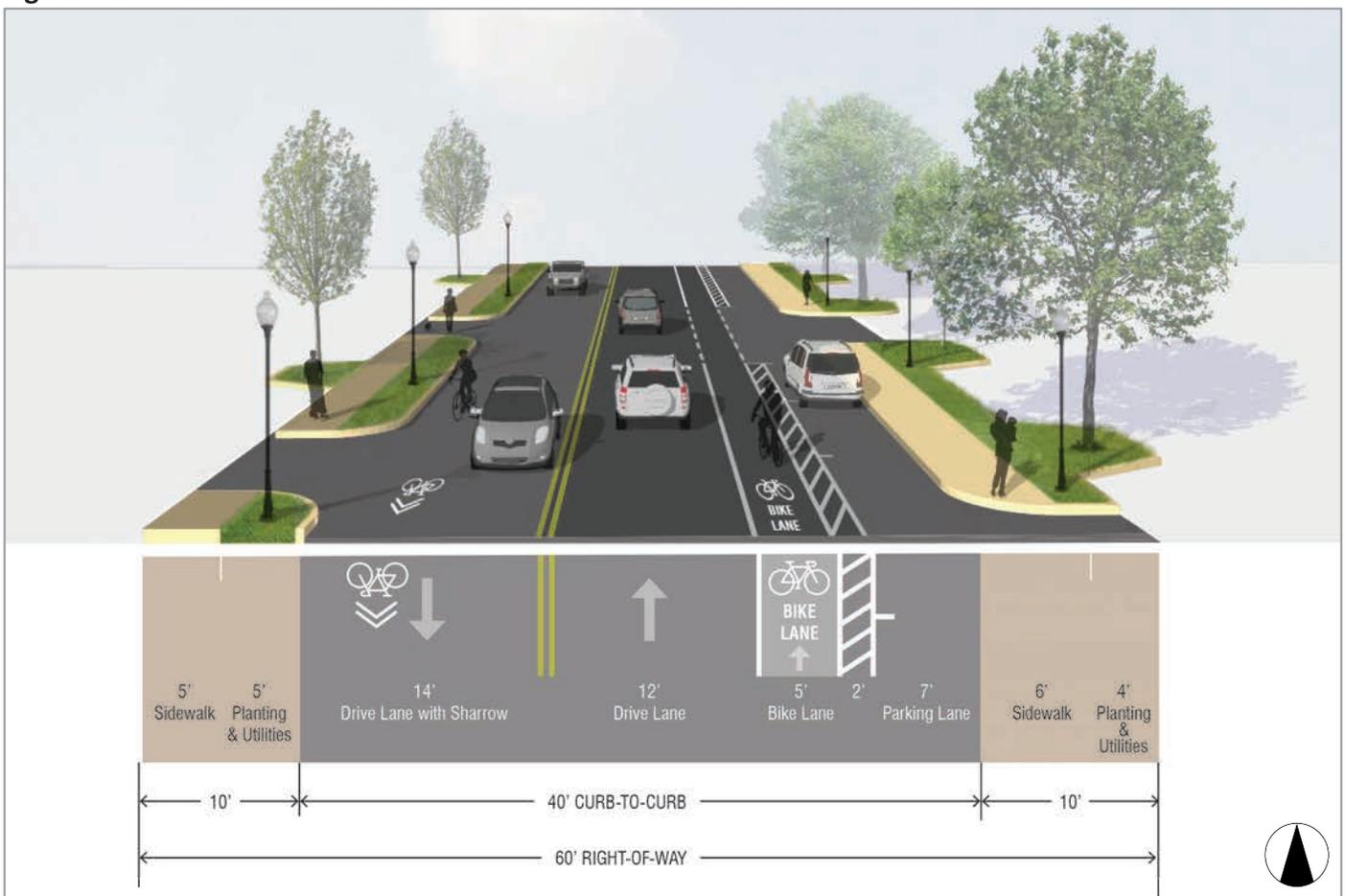
3. Construct improvements to enhance N. Stonestreet as an active, walkable, and bikeable street for residents, businesses, and business patrons.
 - Widen and improve the existing sidewalk on the east side of the corridor. If full reconstruction is not feasible, widen the sidewalk to at least 5 ft (6 ft is preferred).
 - Install a sidewalk on the west side of the corridor, with a planting strip and street trees between the street and the sidewalk.
 - Improve street lighting, with particular focus near the intersection of N. Stonestreet Ave and Park Road.
 - Add street trees, with a priority on the block between Park Road and England Terrace.
 - If there is space in the ROW, consider installing a protected bike lane to serve residents. At minimum, maintain the existing “sharrows” on both travel lanes.

- Ensure that any proposal to eliminate on-street parking on one side of the street does not have a significantly negative impact on adjacent businesses.
- Explore opportunities to bury the existing above-ground utility lines.



N. Stonestreet Ave, viewing south to Park Road

Figure 2.5: N. Stonestreet Ave Cross-section Preferences



Note: The above cross-section is not a finalized cross-section for the area. Rather, it was one of the options considered by the community, and its elements received the highest ranking of priority preferences: more lighting, sidewalks on both sides of the street, street trees, a possible bike lane, and parking on at least one side of the street. The final cross-section will be determined once the ROW survey is completed and street redesign begins. Study recommendations will be given priority when developing the final realignment.

2.5 Park Road and South Stonestreet Avenue: Street and Sidewalk Improvements

At the October 24, 2017 community meeting, participants discussed and commented on three preference scenarios for this area. Scenario 1 was no change to existing conditions, Scenario 2 showed a “T” intersection at Park Road and S. Stonestreet Ave, and Scenario 3 showed a roundabout at the intersection. Scenarios 2 and 3 (see Figures 2.6 and 2.7, pg. 35) also included enhanced sidewalks and crosswalks, a potential bike lane on the north side of Park Road, and consolidated curb cuts.

Participants voted on their preferred scenario, and the “T” Intersection received the most votes (Chart 2.2). Interest was also expressed for the roundabout, but concerns were raised about its effectiveness at improving pedestrian and bicycle access and safety.

2.5.1 Goals

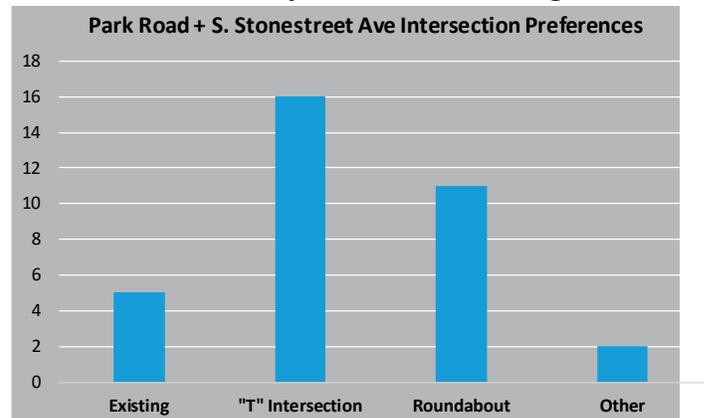
- Improve safety and access for pedestrian and bicyclists by enhancing connections between the surrounding neighborhoods and the Rockville Metro Station.
- Implement a street design that slows vehicular traffic through the intersection and provides predictability to drivers.

2.5.2 Recommendations

1. Establish the “T” Intersection as the preferred alternative for improvements to the Park Road and S. Stonestreet Avenue intersection.
2. Include the project in the City’s next Capital Improvements Program (CIP), to design the final intersection alignment.
3. Enhance Park Road and its intersection with S. Stonestreet Ave so that it becomes a pedestrian- and bicyclist-friendly environment for residents, visitors, and transit users.
 - Improve sidewalks, crosswalks, and a possible bike lane on the north side of Park Road.
 - Consolidate curb cuts on City ROW, as well as when private developments occur, to minimize conflicts between people and vehicles.

- Optimize vehicular lane design to improve roadway safety for drivers and pedestrians.
4. Explore opportunities to bury the existing above-ground utility lines.

Chart 2.2: Community Preference Rankings



Aerial view of Park Road between N. and S. Stonestreet Avenues

Figure 2.6: Park Road and S. Stonestreet Ave Preferred Recommendation: "T" Intersection



Note: This figure is conceptual and for illustrative purposes only.

Figure 2.7: Park Road and S. Stonestreet Ave Alternative Concept: Roundabout



Note: This figure is conceptual and for illustrative purposes only.



Section 3: **IMPLEMENTATION**

Section 3: Implementation

Recommendations in the Stonestreet Corridor Study will be implemented incrementally through a series of short- and long-term measures. Implementation will require 1) a mix of investments from the public and private sectors and/or public-private partnerships; 2) changes in policies and regulations; and 3) continued engagement and facilitation by the City to ensure long-term goals are met. The City's investment will occur primarily through the utilization of the Capital Improvements Program and Land Use and Zoning.

3.1 Land Use and Zoning

After this Study is presented to the Mayor and Council and direction is given on Study recommendations, the land use and zoning recommendations will be implemented through a separate public process.

3.2 Capital Improvements Program (CIP)

The CIP outlines the City's capital investment plan over a five-year period. The CIP is both a fiscal and planning tool that allows the City to inventory and monitor all capital project costs, funding sources, departmental responsibilities, and project schedules.

3.3 Implementation Matrix

Table 3.1 summarizes the proposed zoning change recommendations outlined in detail in Section 2 of this Study. The street and sidewalk projects included in the table are recommended for funding through the CIP.

Table 3.1: Implementation Matrix

Recommended Action	Study Page Number	Lead Agency	Timeframe
Land Use and Zoning Recommendations			
Amend the City's Master Plan, including the Land Use Plan and applicable text, to be consistent with the recommendations in this Study for areas: <ul style="list-style-type: none"> • Park Road & N. Stonestreet Ave • MCPS & County Sites • 1000 Westmore Ave 	20 25 30	CPDS	Short-term
Amend the Lincoln Park Conservation District boundaries to remove the applicable MCPS and County properties and 1000 Westmore Ave.	25; 30	CPDS	Short-term
Rezone the Park Road and N. Stonestreet Ave properties as outlined in the Study.	20	CPDS	Short- to Mid-term
Rezone the MCPS properties as outlined in the Study.	25	CPDS	Short-term
Research and determine whether a new residential zone needs to be created for urban infill development to achieve the mix of housing types described in this Study.	20; 25	CPDS	Short-term
Preserve the historic structure and grounds of the former Lincoln High School, currently utilized by the Crusader Baptist Church.	25	TBD	Short- to Mid-term
Find a route to annexation for the property at 1000 Westmore Ave, which will be sensitive to the community and fiscally positive for the City.	30	TBD	Short-term
Street and Sidewalk Recommendations			
Design a N. Stonestreet Ave. cross-section that is consistent with the goals of this Study and include the project in the City's next Capital Improvements Program (CIP).	32-33	DPW	Short-term
Install a sidewalk, street trees, and landscaping on the west (rail) side of N. Stonestreet Ave.	32-33	DPW	Short- to Mid-term
Improve the existing sidewalk on the east side of N. Stonestreet Ave.	32-33	DPW	Short-term
Improve street lighting on N. Stonestreet Ave, with focus near its intersection with Park Road.	32-33	DPW	Short-term
Determine the feasibility of a bike lane or lanes on N. Stonestreet Ave.	32-33	DPW	Short-term
Include a redesign of the Park Road and S. Stonestreet Ave intersection in the City's next CIP.	34-35	DPW	Short-term
Implement the redesign of the Park Road and S. Stonestreet Ave intersection.	34-35	DPW	Short- to Mid-term
Study the feasibility of a neighborhood-scale roundabout at the intersection of N. Stonestreet Ave and Lincoln Ave (City initiative or as a result of private redevelopment).	26	DPW	Mid- to Long-term
Explore opportunities to bury existing above-ground utility lines in the Study area.	33; 34	DPW	Mid-to Long-term

STONESTREET CORRIDOR STUDY

May 2017

City of Rockville
Community Planning and
Development Services Department
111 Maryland Ave
Rockville, MD 20850

<http://www.rockvillemd.gov/>

