

Pre-Application Meeting PAM2023-_____
City Center Project – 414/416 Hungerford Drive
PROJECT NARRATIVE

Rockville Plaza, LLC, Applicant, is proposing a 345 dwelling unit, up to 8-story multi-family building with onsite amenities, structured parking, open space, and the dedication of Maryland Avenue Extended along its frontage north of Beall Avenue. The “*City Center Project*” site includes 414 and 416 Hungerford Drive and the associated retail annex at 392-410 Hungerford Drive. The intent is to redevelop two aged commercial buildings containing office, retail, and service uses amid acres of surface parking into a residential project that increases the available housing in downtown Rockville close to existing investments in Metro and downtown amenities. The Project proposes significant public benefits including the dedication of the right of way for Maryland Avenue Extended north of Beall, dedication of additional right of way or easements to accommodate the planned Shared Use Path along Hungerford Drive, as well as the creation of a new urban open space. The Applicant may file a Project Plan or Site Plan, and may choose to file a Local Map Amendment if needed to permit additional height.

The site totals approximately 146,460 sf of land made up of Lots 8 and 12, City Center per Plat Nos. 9079 and 9506. The site has 321 feet of frontage on MD Route 355 Hungerford Drive and approximately 57 feet of frontage on Beall Avenue.

The site is bi-sected by the master planned extension of Maryland Avenue, a proposed 72 foot right-of-way with two travel lanes, street parking, and sidewalk streetscape. After dedication, an approximate 2-acre building site and 0.5 acre open space will be created.

The Project brings the building up to the street along both Maryland Avenue and Hungerford Road with four finished sides surrounding a central amenity courtyard. The main pedestrian entrance and front façade focuses on Maryland Avenue with street facing building amenities and apartments to activate the Maryland Avenue sidewalk. The Hungerford Avenue façade is set back to allow for an improved streetscape with an 8-foot tree lawn, 10-foot shared pedestrian/bicycle path, and a 2-foot building buffer. Access to resident parking and building loading located within the building is on the north side from an existing two-way private drive shared use easement that currently provides access around the 416 Hungerford building as well as a connection between the street-side and rear parking lots for the adjacent Walgreens. The north drive connects to both Maryland Avenue and Hungerford Drive to provide connectivity

and loading mobility mid-block within a tight urban environment. It will replace the outdated function of the existing platted service drive easement along Route 355 that will be abandoned. The Fire Station site to the south and the Walgreens site to the north each have direct access to signalized intersections onto Hungerford Drive. The platted service drive is no longer needed to connect a series of surface parking lots. The Project will reduce the number of existing curb cuts to Hungerford Drive from two to one providing a less interrupted pedestrian and bicycle experience along Route 355.

Maryland Avenue Extended is a master-planned pedestrian spine connecting Metro access and activity centers through the downtown. Maryland Avenue Extended north of Beall Avenue has limited retail and with the open space being created by the Project, no confronting retail will exist directly across from the new building façade along Maryland Avenue. Given these conditions as well as the recommendations of the ULI TAP report to concentrate retail in Town Square for the greatest success, no retail space is proposed. The Project extends the building footprint to Beall Avenue to provide a continuous activated street-wall along the Maryland Avenue sidewalk to engage and invite pedestrians to move north from Town Square. The Project façade along Maryland Avenue will be transparent with the most active and populated 18-hour uses and amenities, such as the lobby and leasing offices, and could include a business center, co-working spaces, bike room, and the like.

Conversion of the existing office and commercial mixed uses to multi-family residential does not increase existing peak hour traffic. A traffic scoping form is part of the PAM application.

The 0.5 acre triangular shaped open space created on the west side of Maryland Avenue is approximately 425-feet long and 120-feet wide at its widest point. At the time of this PAM application, the Applicant has not proposed improvements and programming for the open space. Applicant anticipates utilizing feedback received during the early entitlement process to determine how the irregular space can best accommodate both necessary regulatory requirements, such as afforestation and storm water management for the Project, and desirable elements to create identity and placemaking reflective of the distinct character of the block north of Beall Avenue established by the addition of the Project to the existing Metropolitan and Brightview residential projects.