



# **King Farm Farmstead: Preservation & Potential Project Update & Concepts Review**

Mayor and Council Work Session  
July 14, 2025

# Outline

- Purpose & Expected Outcomes
- Mayor and Council Guiding Principles
- Requested Feedback
- Project Timeline
- Alignment with Mayor and Council Direction
- Community Outreach & Engagement
- Recreation and Parks Strategic Plan
- Building Usage and Program Concepts Review
- Questions
- Work Session



# Purpose & Expected Outcomes

## **This work session will:**

- Provide an update on project outreach and community engagement since the last work session.
- Offer a comprehensive look at proposed programs and building usage concepts.
- Capture feedback, additional considerations, and recommendations from the Mayor and Council on programs and building use options.
- Confirm Mayor and Council guidance on which building usage option they recommend moving to the next phase for economic analysis and construction cost estimation.

# Mayor and Council Guiding Principles



✓ **Economic  
Development**



✓ **Public Safety**



✓ **Effective and Efficient  
Service Delivery**



✓ **Stewardship of the  
Environment and  
Infrastructure**

# Requested Feedback

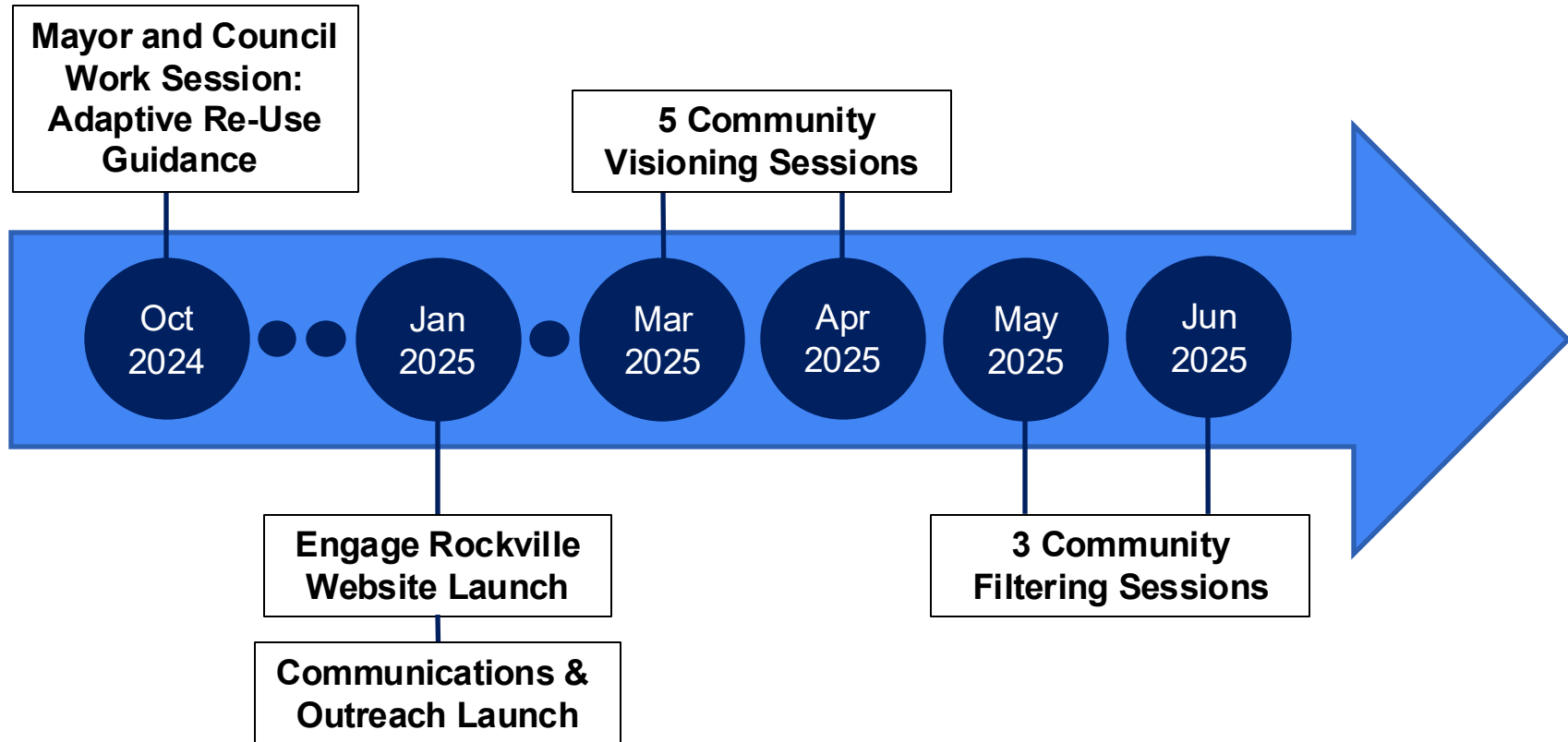
1. Do you have any additional recommendations for programs and building uses?

- **Multipurpose Hall**
- **Wellness**
- **Makerspaces**
- **Arts & Tech**
- **Multipurpose Rooms**
- **Community Kitchen**
- **Youth/Teen Center**
- **Daycare/Childcare**

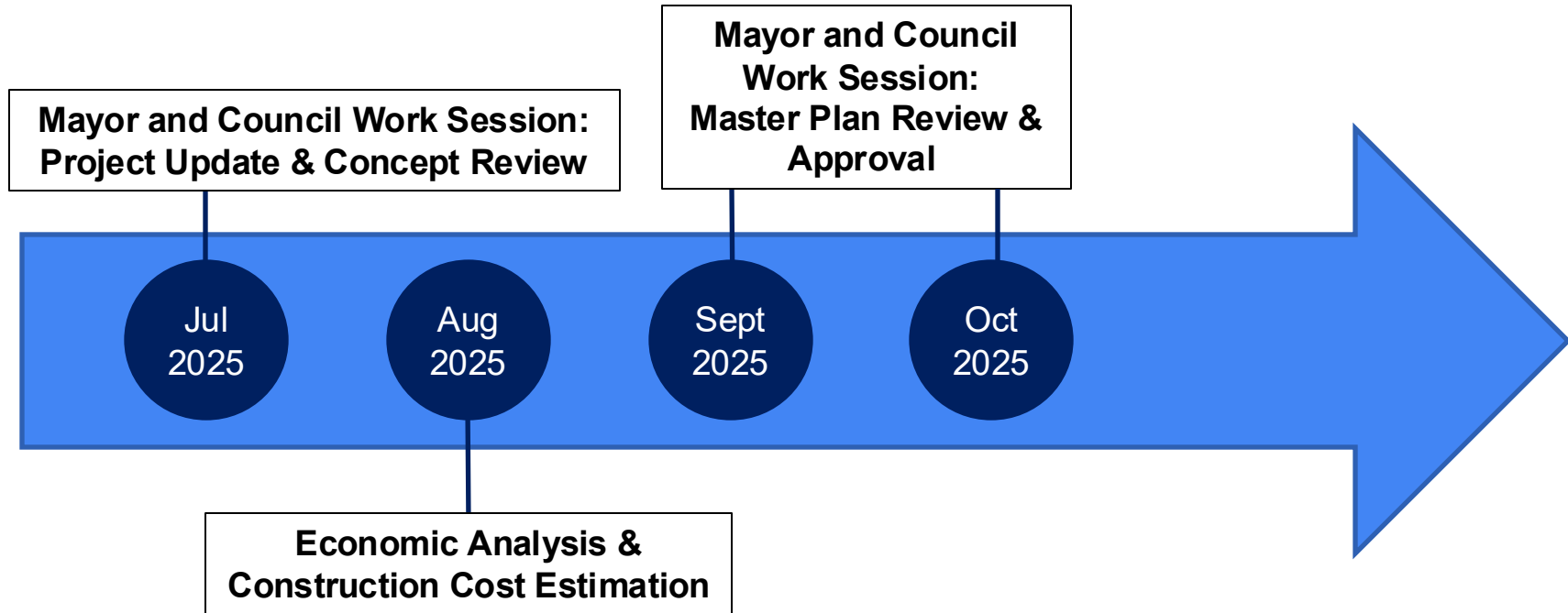
2. Which option do you recommend moving to the next phase for economic analysis and construction cost estimation?

- **Option 1 – Minimum Intervention**
- **Option 2 – Medium Intervention**
- **Option 3 – Medium Intervention**
- **Option 4 – High Intervention**

# Project Timeline



# Project Timeline



# Mayor and Council Direction

## King Farm Farmstead Work Session – October 28, 2024

- ✓ **Appeal:** Focus on attracting local and regional attention and use.
- ✓ **Low Impact Recreation:** Minimize natural environment disturbance; maintain historical integrity.
- ✓ **Adaptive:** Multiple, flexible building and green space uses.
- ✓ **Amplifies:** Create new City programs and enhance or expand existing programs.
- ✓ **Inclusion:** Recreation and cultural offerings for all ages, backgrounds, abilities, variety of interests.
- ✓ **ADA:** Accessible buildings, green space, community/site roads and pathways.
- ✓ **Green Space:** Preserve existing community gardens; connectivity to structures and outdoor space.



# Community Outreach & Engagement

- Engage Rockville Website
- Online & Hardcopy Visioning Survey
- In-Person & Virtual Visioning Sessions
- In-Person & Virtual Concepts Filtering Sessions
- Online Concepts Filtering Survey
- Monthly Email Updates & Reminders
- Fliers & Posters at Publicly Used City Buildings




**Get Involved in the Future of King Farm Farmstead!**

Rockville is reaching out to the community to determine the future for King Farm Farmstead Park, a 7-acre, historic former farmstead at 1101 Grand Champion Drive.

**Community Visioning Open Houses:**

<b>Wednesday, March 5</b> <i>In Person</i> From 6:30-8:30 p.m. at Saddle Ridge Community Center	<b>Tuesday, March 25</b> <i>In Person</i> From 6:30-8:30 p.m. at Glenview Mansion	<b>Tuesday, April 8</b> <i>In Person</i> From 6:30-8:30 p.m. at Twinbrook Community Recreation Center	<b>Tuesday, April 22</b> <i>Virtual</i> From 6:30-8:30 p.m.
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Learn more at [engagerockville.com/kingfarm](http://engagerockville.com/kingfarm)

## Your Input Matters

Rockville's Department of Recreation and Parks held five Visioning Sessions in the spring to hear ideas for the future of the King Farm Farmstead. Your input was compiled and we are excited to bring to you the next phase:

**Filtering Sessions: 6:30-8:30 p.m.**

- **May 28:** Saddle Ridge Community Center, 300 Saddle Ridge Circle
- **May 29:** Glenview Mansion, 603 Edmonston Drive
- **June 3:** (virtual)

Visit [engagerockville.com/kingfarm](http://engagerockville.com/kingfarm) for more information, to RSVP and for a link to the June 3 virtual meeting.

The Recreation and Parks Department welcomes individuals with disabilities to participate in programs and events. To request ADA modifications, contact our ADA coordinator at 240-314-8102 three weeks prior to event date.

**City of Rockville** • 8 Taft Court, Rockville, MD 20850 • 240-314-8800 • [www.rockvillemd.gov/parks](http://www.rockvillemd.gov/parks)

# Outreach Support & Performance Data

## Communications and Community Engagement & Recreation and Parks

### Engage Rockville Website

★ 10% engagement rate

3,357 visits

252 contributions

18 registrations

### Social Media Posts

20+ posts shared across all platforms

★ 9,000 viewers on Facebook

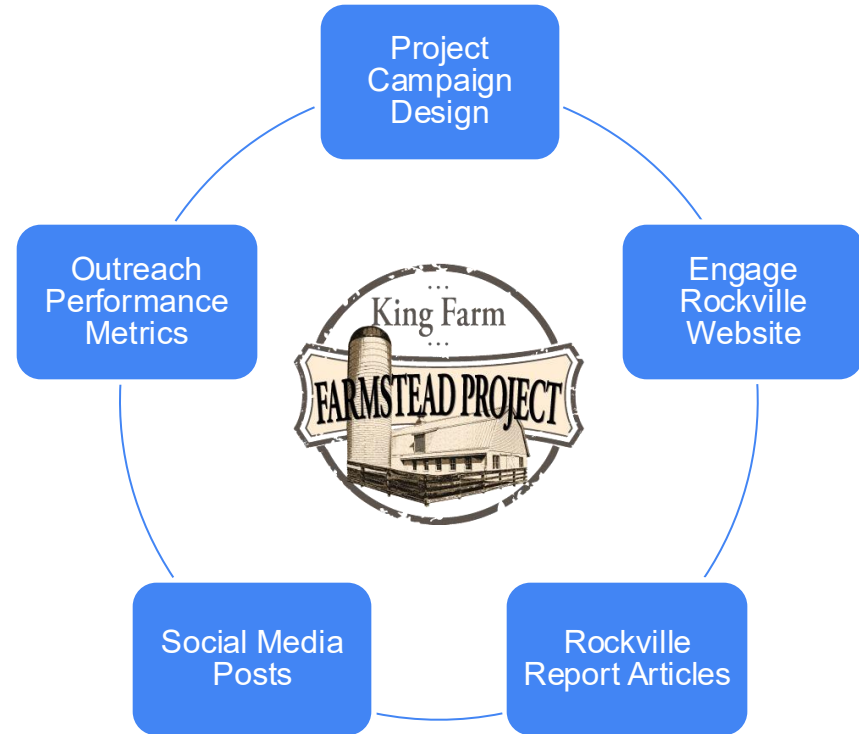
★ 1,200 viewers on Instagram

1,112 unique viewers per post

### Email Marketing

★ 50% open rate

9,700+ estimated audience



# Recreation and Parks Strategic Plan

## Big Moves

### VISION

To be THE place  
to make lifelong  
memories as you  
live, work, play and  
thrive

Redevelop  
King Farm Farmstead to  
balance existing historic  
amenities with new cultural  
and recreation offerings.

Evaluate viability of  
multi-generational community  
facilities focused on new  
recreational, performing arts  
and cultural programming.

### MISSION

To nurture  
community  
connections



# Recreation and Parks Strategic Plan

## Program Priorities & Identified Needs

Senior Recreation

Farmers Market

Youth Summer Camp

After School

### Space Deficiency

Indoor recreation/aquatics = 57,612 sq ft

Special use/cultural facilities = 7,019 sq ft

Adult Sports

Adult & Youth Art,  
Dance, Performing Arts

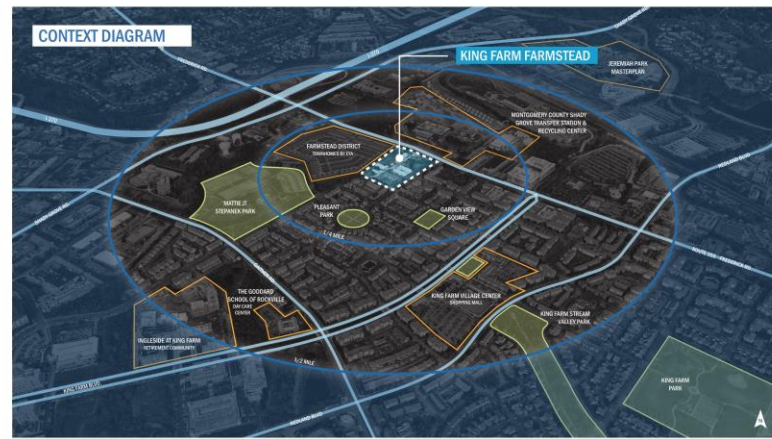
Adult & Senior  
Fitness and Wellness

Senior Outreach &  
Support Services





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## SITE CONTEXT AND EXISTING CONDITIONS

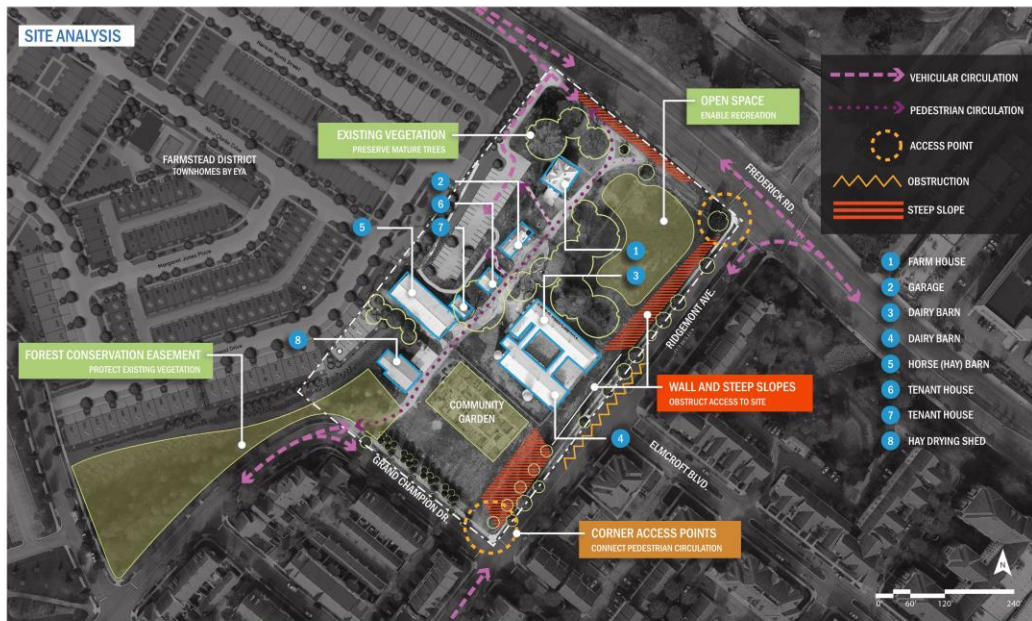
COMMUNITY VISIONING OPEN HOUSE | SPRING 2025  
KING FARM FARMSTEAD PARK | ROCKVILLE, MD

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## SITE ANALYSIS & CHARACTER

COMMUNITY VISIONING OPEN HOUSE | SPRING 2025  
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## WHAT MAKES KING FARM FARMSTEAD SPECIAL?



Word cloud composed of your open house free responses & survey free responses



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## WHAT MAKES KING FARM FARMSTEAD SPECIAL?

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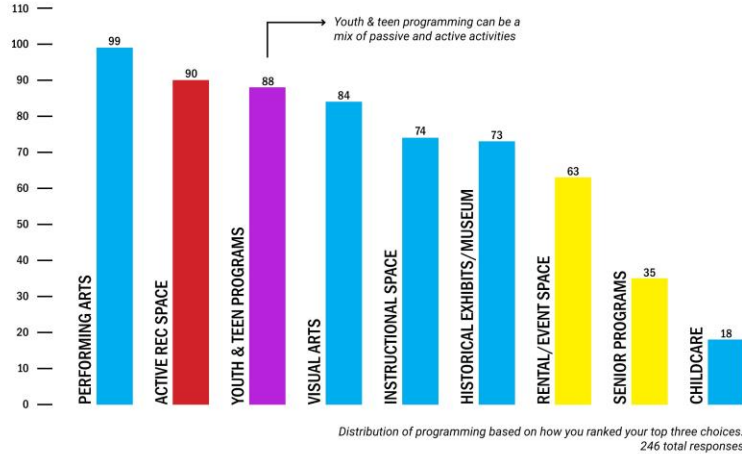


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246 SURVEY RESPONSES

76% OF PARTICIPANTS  
ROCKVILLE RESIDENTS

## DESIRED PROGRAMMING



## YOUR VISION FOR KING FARM FARMSTEAD PARK

Compiled from your free responses.

*"...bridge the past and present through hands-on experiences with nature and agriculture."*

*"...beautiful space to learn about history."*

*"Rockville has a wide variety of recreational and cultural opportunities... I see King Farm as a location that will augment these activities."*

*"...events where our diverse population could engage with each other."*

*"...a multi use space, cultural programming in support of food... grow specific foods, cook them, teach others, celebrations of cultural differences."*

## ADDITIONAL IDEAS WE HEARD FROM YOU...

Compiled from your free responses.

### PASSIVE



- Pottery studio
- Model railroad
- Petting zoo

### ACTIVE



- Bike repair shop
- Lawn games
- Trampoline
- Zipline
- Ballet studio
- Curling

### EVENTS



- Open mic
- Local art exhibits
- Cultural festivals
- 4H

### ENVIRONMENT



- Stargazing
- Native plantings
- Rain gardens
- Floral exhibits
- Fruit trees
- Birdwatching

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## SURVEY: FINDINGS

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5 COMMUNITY VISIONING  
OPEN HOUSES

131 PARTICIPANTS

76% OF PARTICIPANTS  
ROCKVILLE  
RESIDENTS

## YOUR VISION FOR KING FARM FARMSTEAD PARK

Compiled from your postcard responses.

*"A beautiful place with educational, entertaining facilities  
for the enjoyment of all ages."*

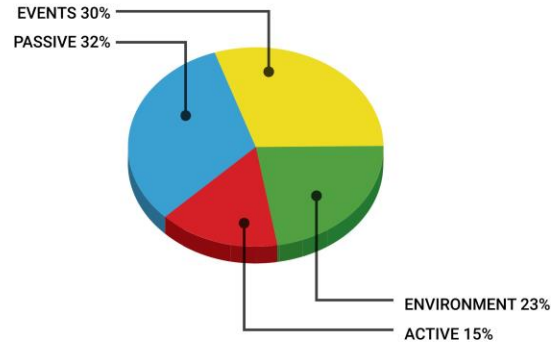
*"...in keeping with the good soil and hands-on spirit of the farm"*

*"Make this a destination for Rockville."*

*"...maintain its originality while making great use of it."*

*"Public space for cultural and arts activities and pursuit...  
expand on agricultural heritage."*

## YOUR FAVORITE PROGRAM TYPES



Distribution of program type based on how you used your overall favorite sticker.  
93 total responses

## ADDITIONAL IDEAS WE HEARD FROM YOU...

Compiled from your sticky note responses.

### PASSIVE



- Model railroad
- Language classes
- Tool rental
- Robotics
- Bed & Breakfast

### ACTIVE



- Archery range
- Non-profit community bike shop

### EVENTS



- Jazz festivals
- Forums
- Markets in off-season
- Public-Private partnership
- Comedy

- Daytime performances
- Living history events
- Open mic

### ENVIRONMENT



- Agricultural research
- Gardening and farming education
- Farm to table
- Seasonal nature exhibits

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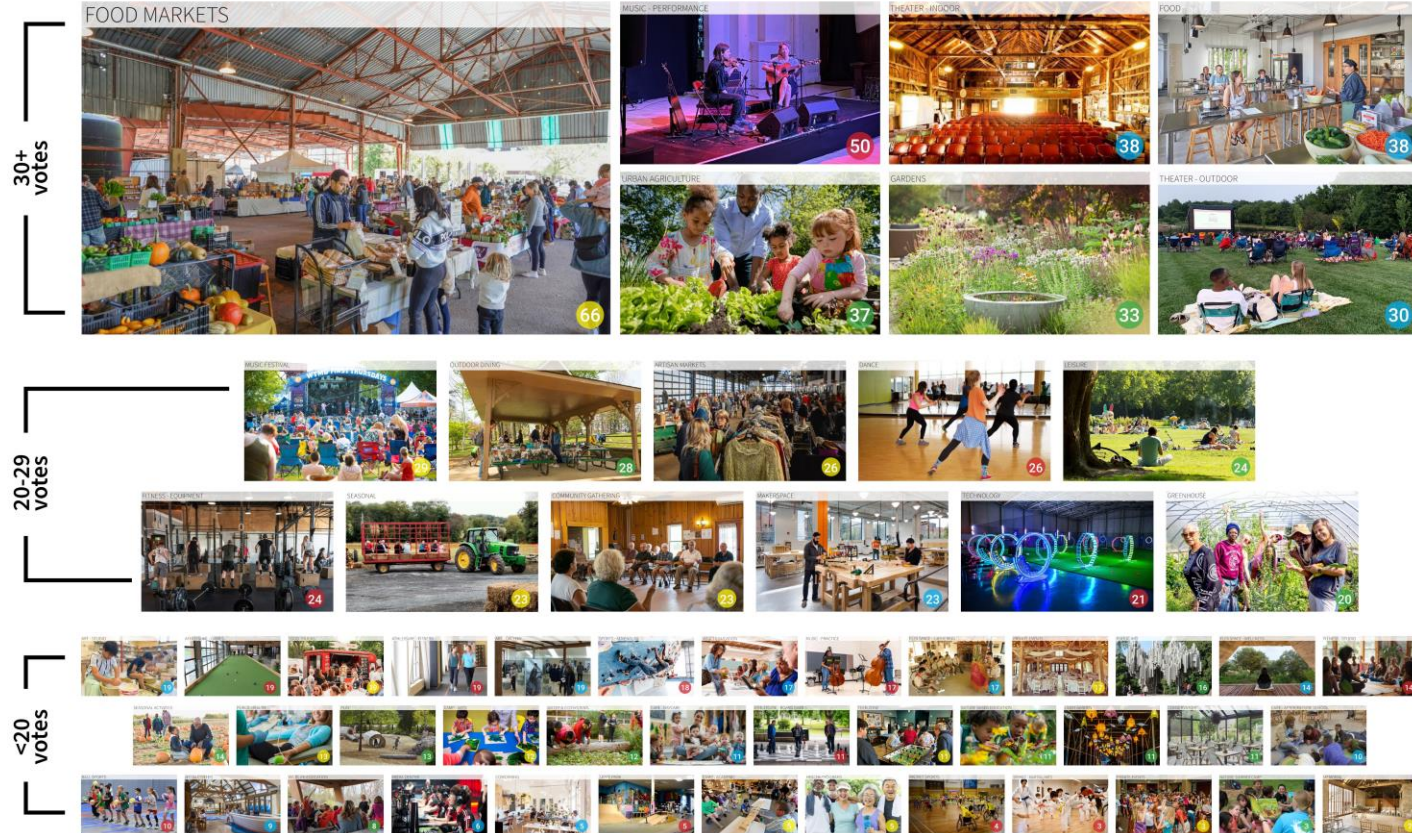
## VISIONING SESSIONS: FINDINGS

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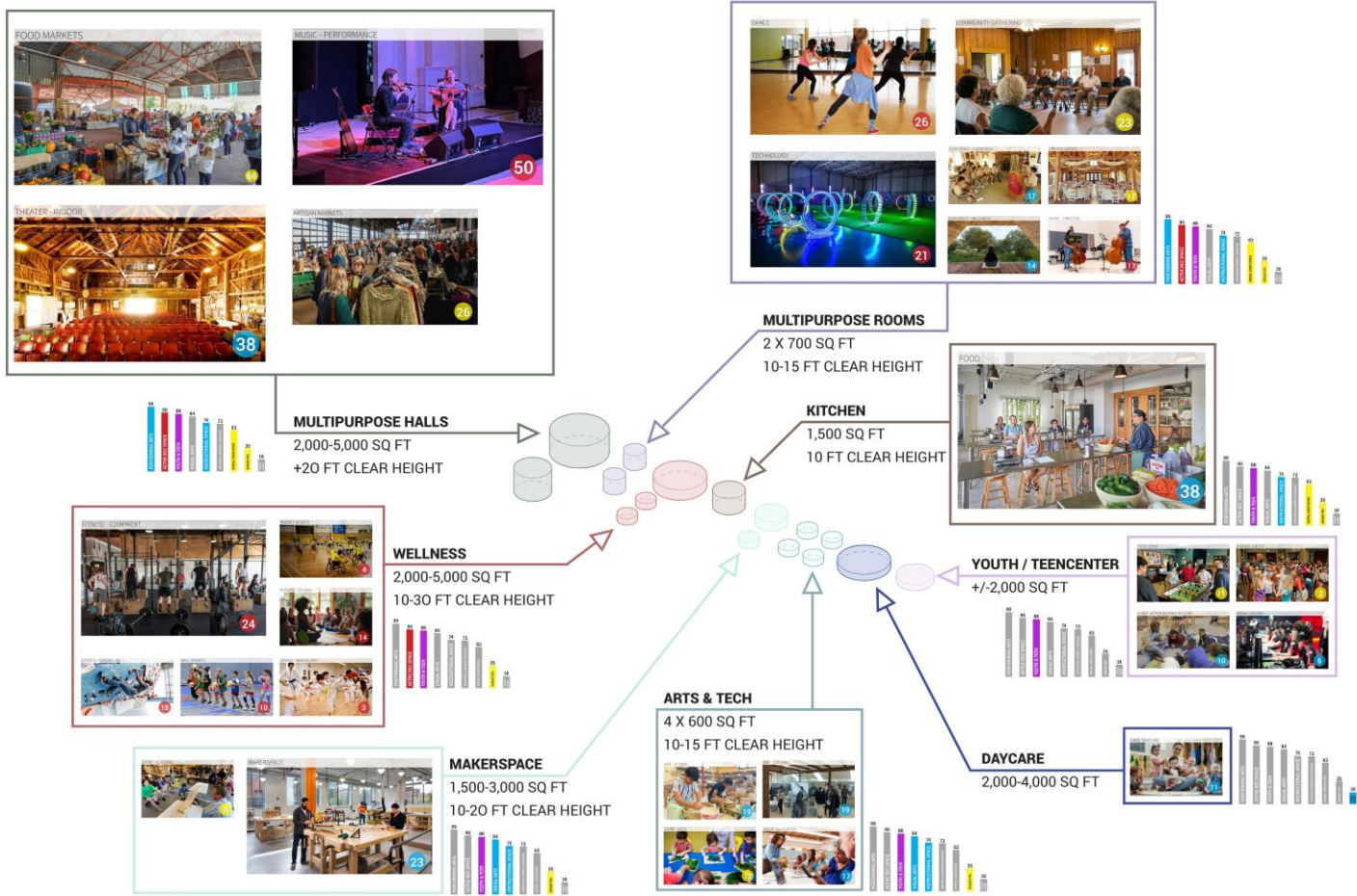
## VISIONING SESSIONS: FEEDBACK DOTS

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## PROGRAM SIZE REQUIREMENTS

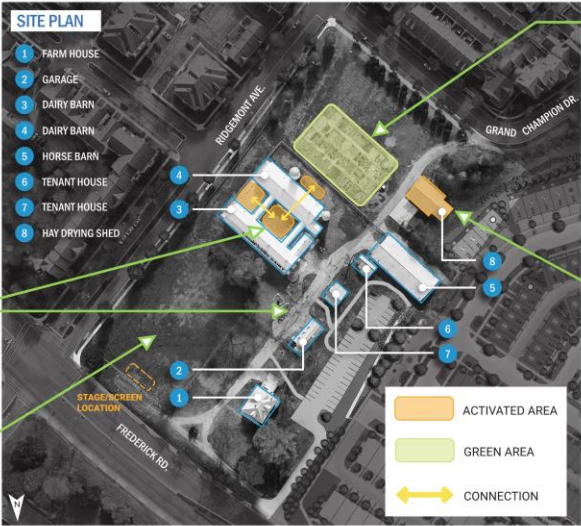
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# SITE PROGRAM

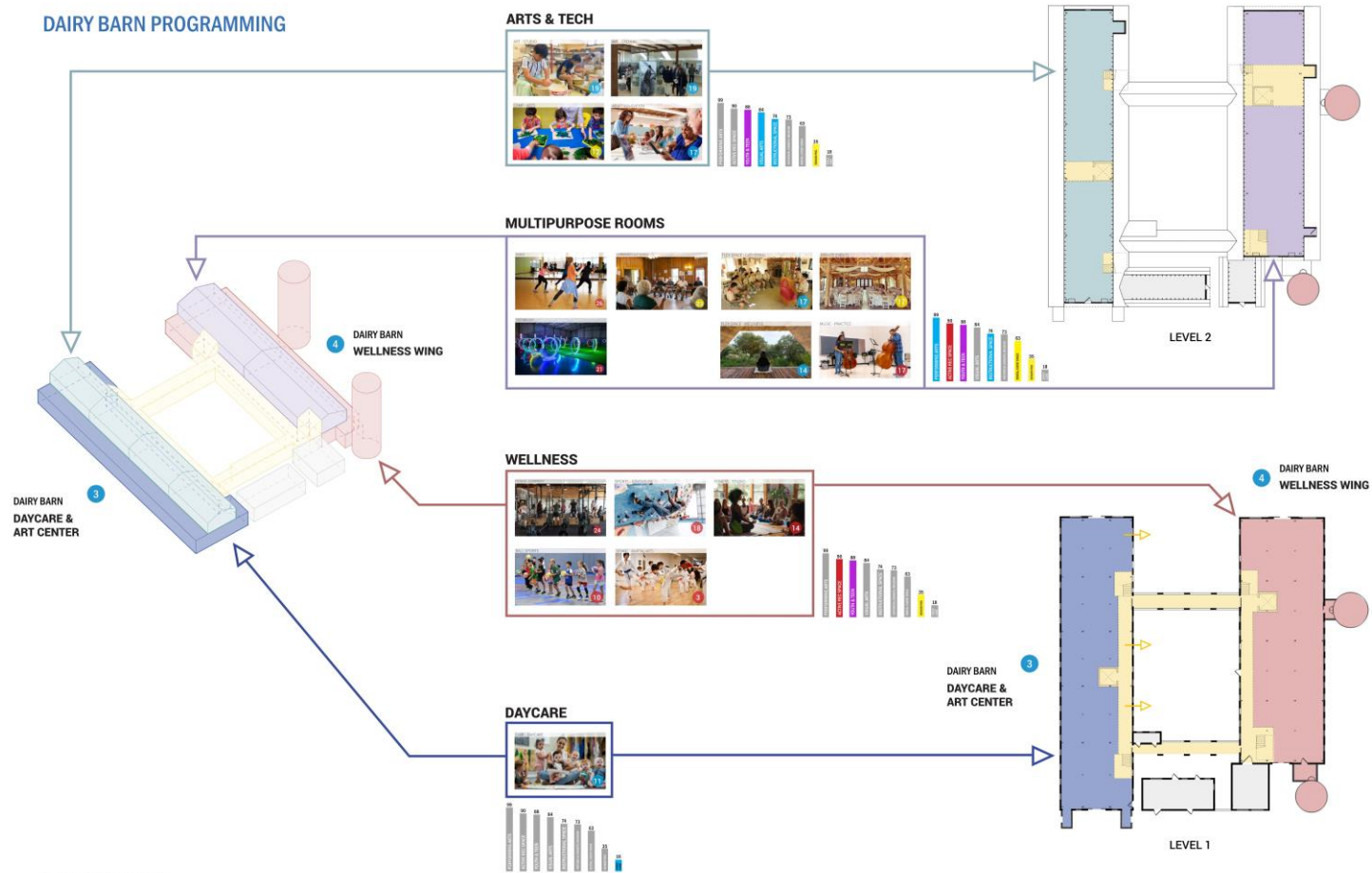
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## DAIRY BARN PROGRAMMING



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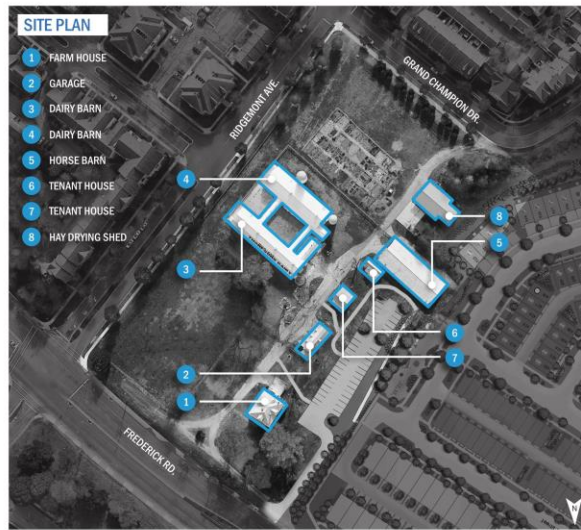
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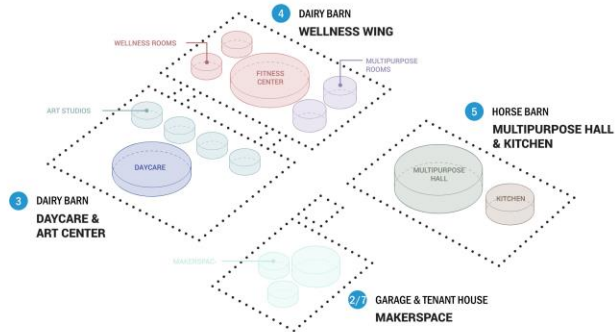
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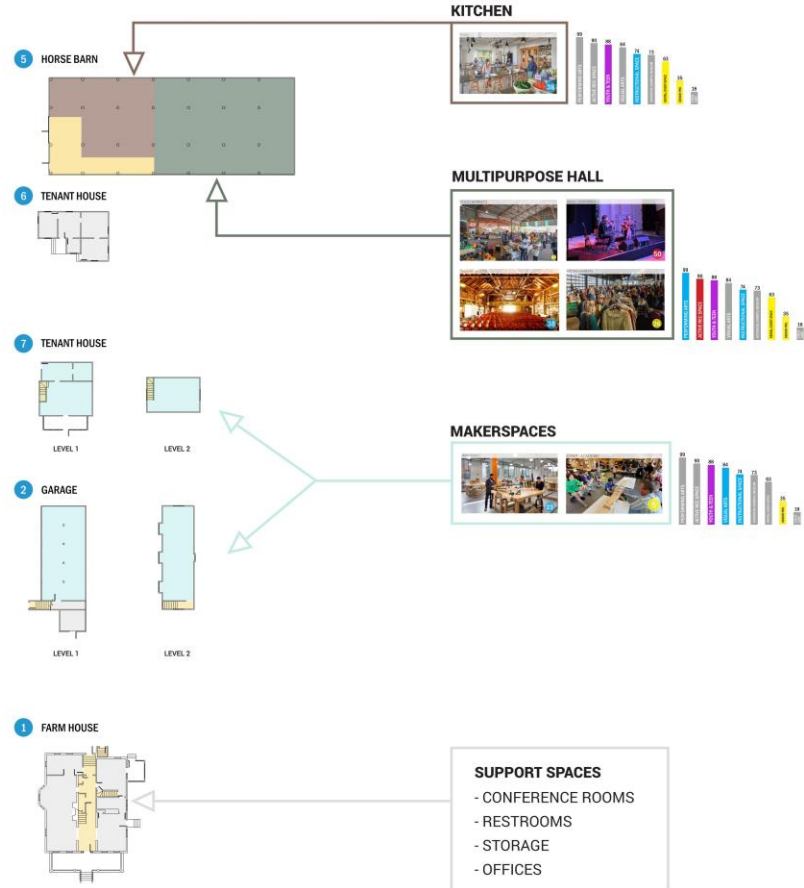


**SITE PROGRAM DIAGRAM**



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**BUILDING PROGRAMMING**



## OPTION 1 - MINIMUM INTERVENTION

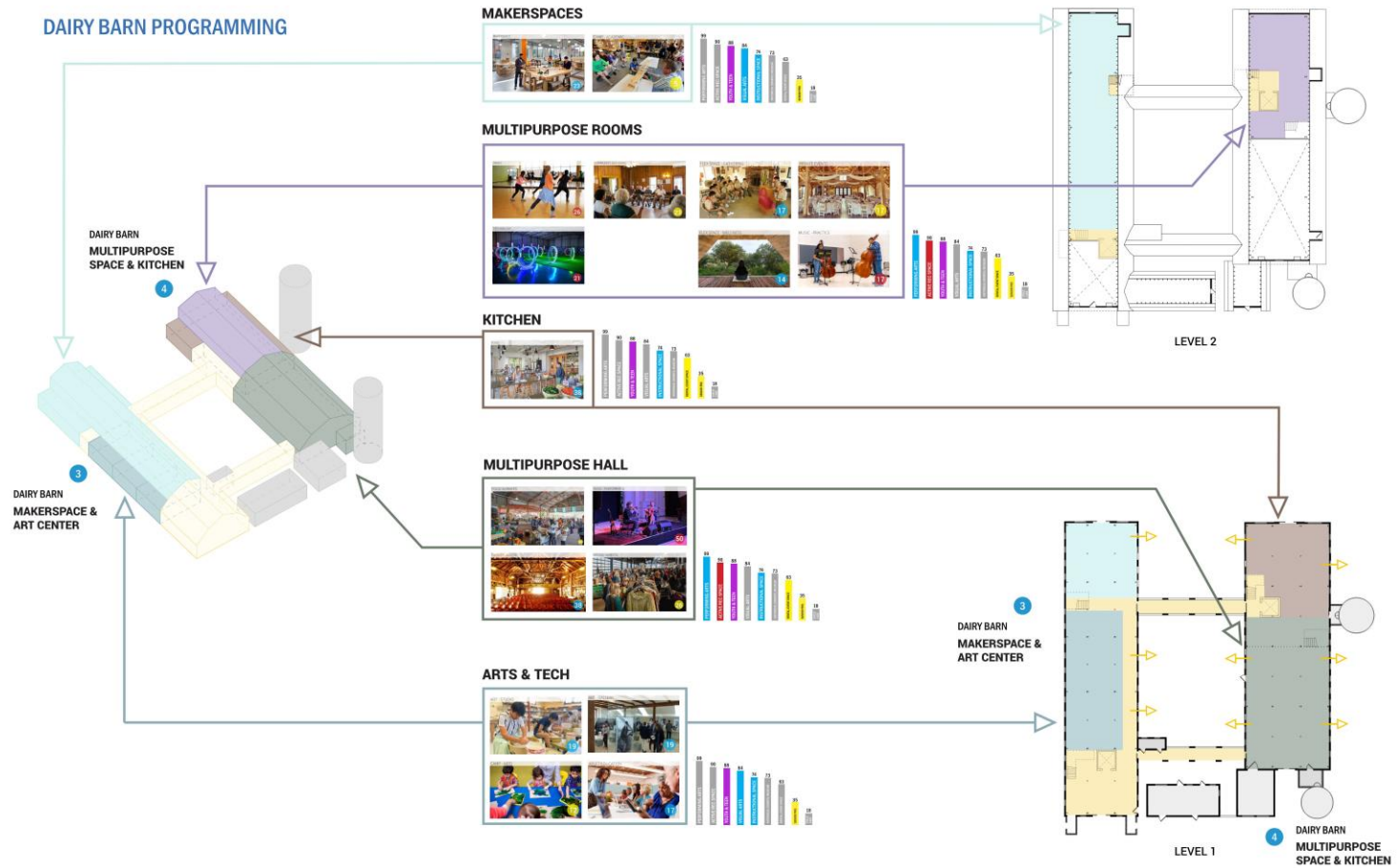
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## DAIRY BARN PROGRAMMING



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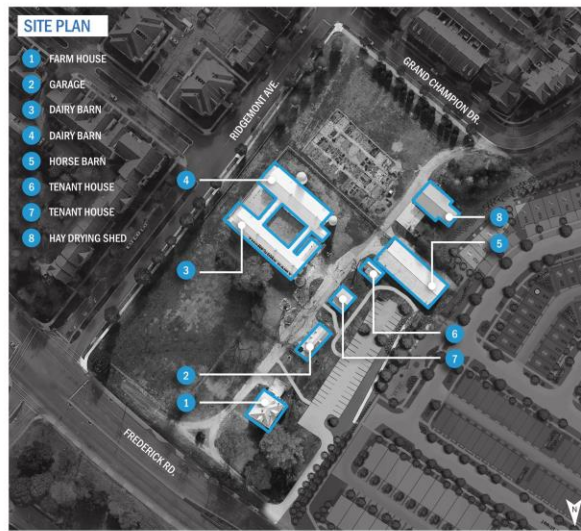
## OPTION 2 - MEDIUM INTERVENTION

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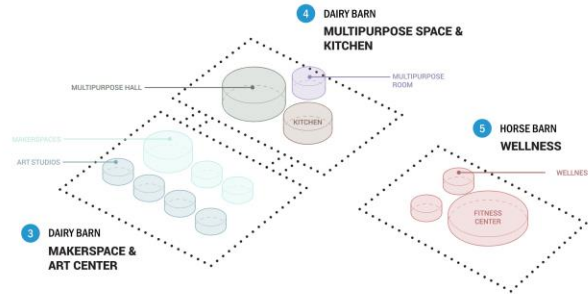
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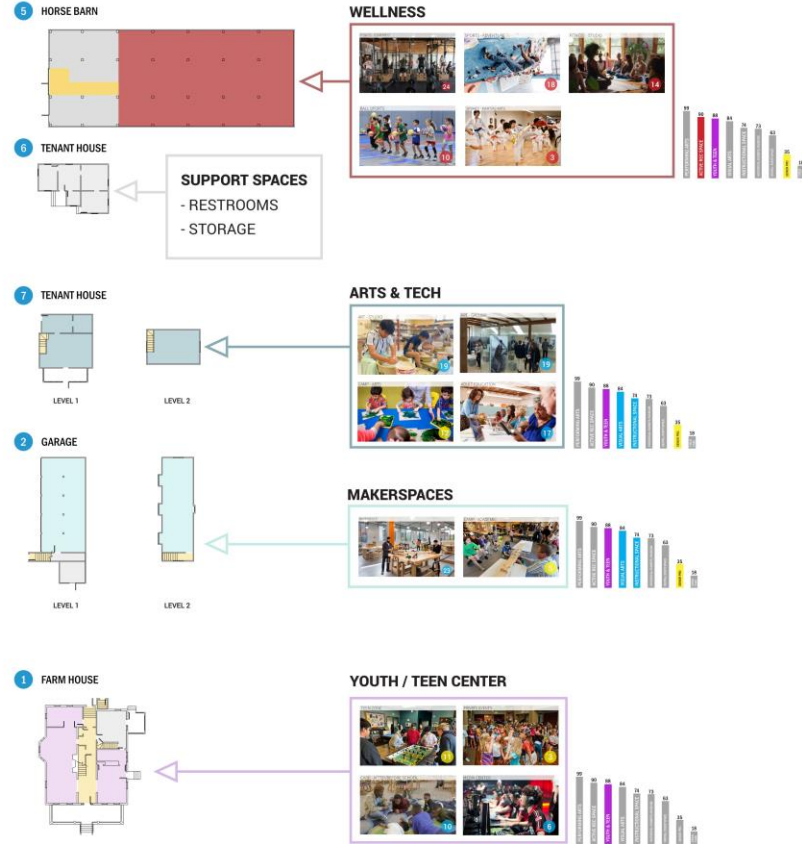


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**OPTION 2 - MEDIUM INTERVENTION**

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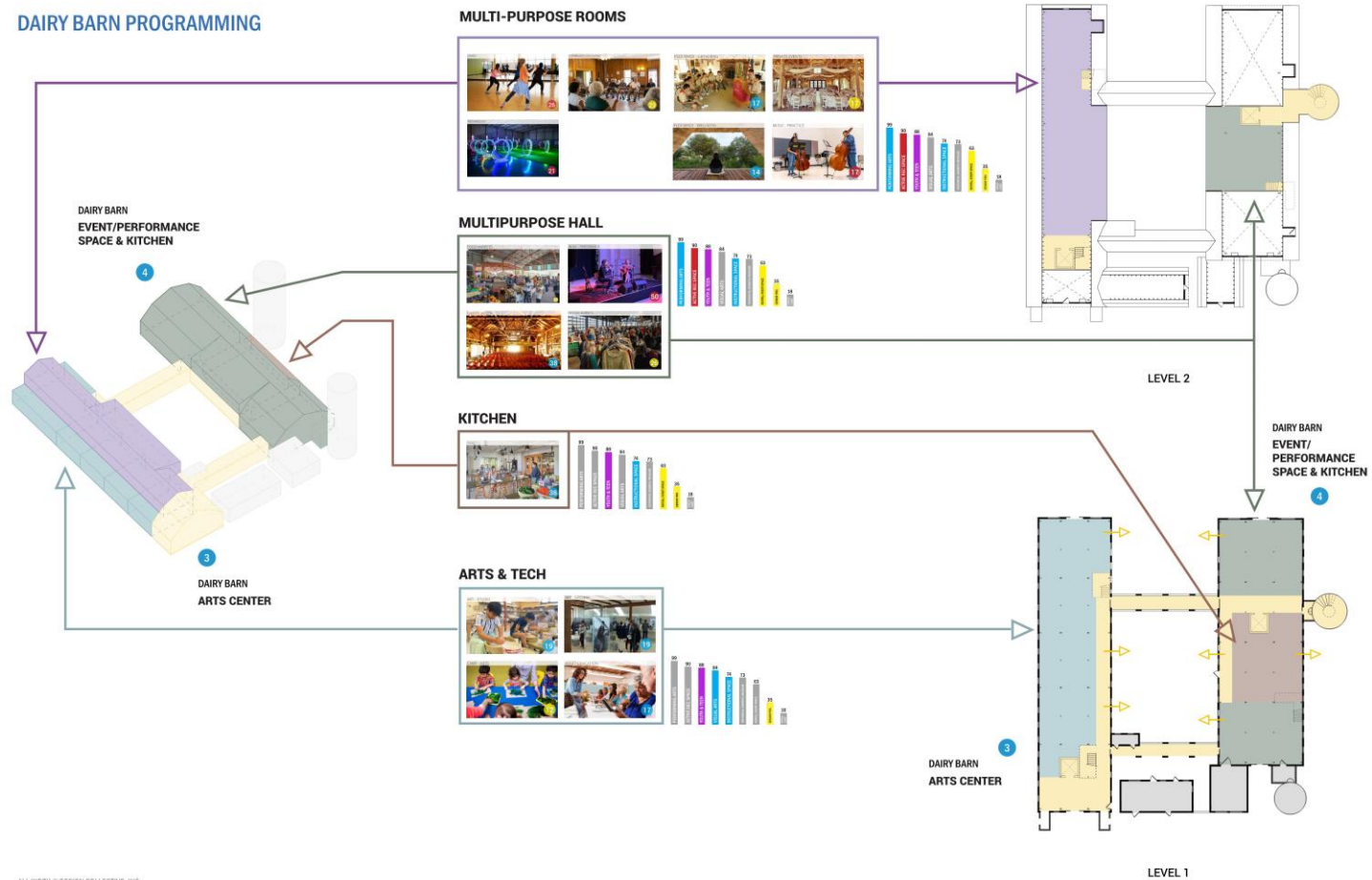
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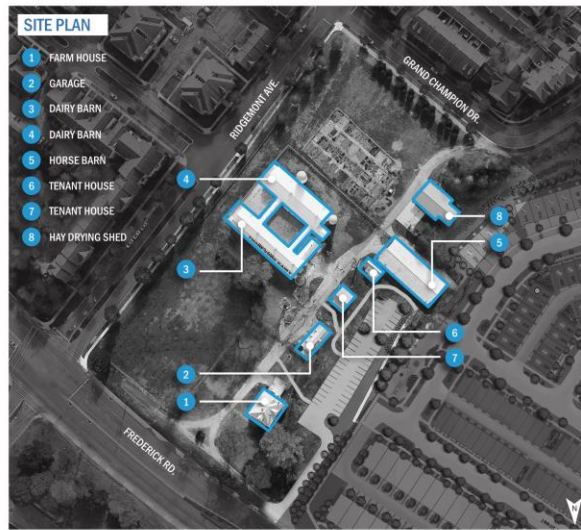
## OPTION 3 - MEDIUM INTERVENTION

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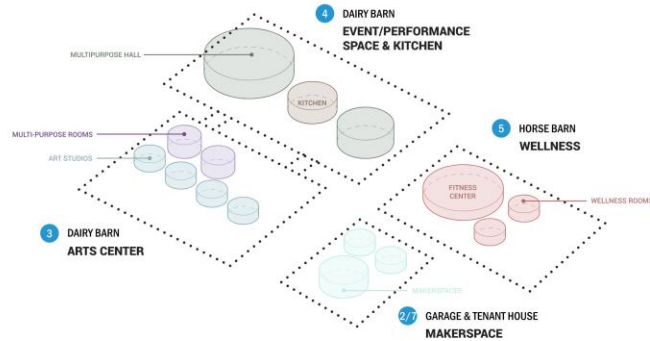
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### SITE PROGRAM DIAGRAM



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### BUILDING PROGRAMMING

#### 5 HORSE BARN



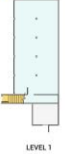
#### 6 TENANT HOUSE



#### 7 TENANT HOUSE



#### 2 GARAGE



#### 1 FARM HOUSE



### WELLNESS



### SUPPORT SPACES

- RESTROOMS
- STORAGE

### MAKERSPACES



### DAYCARE



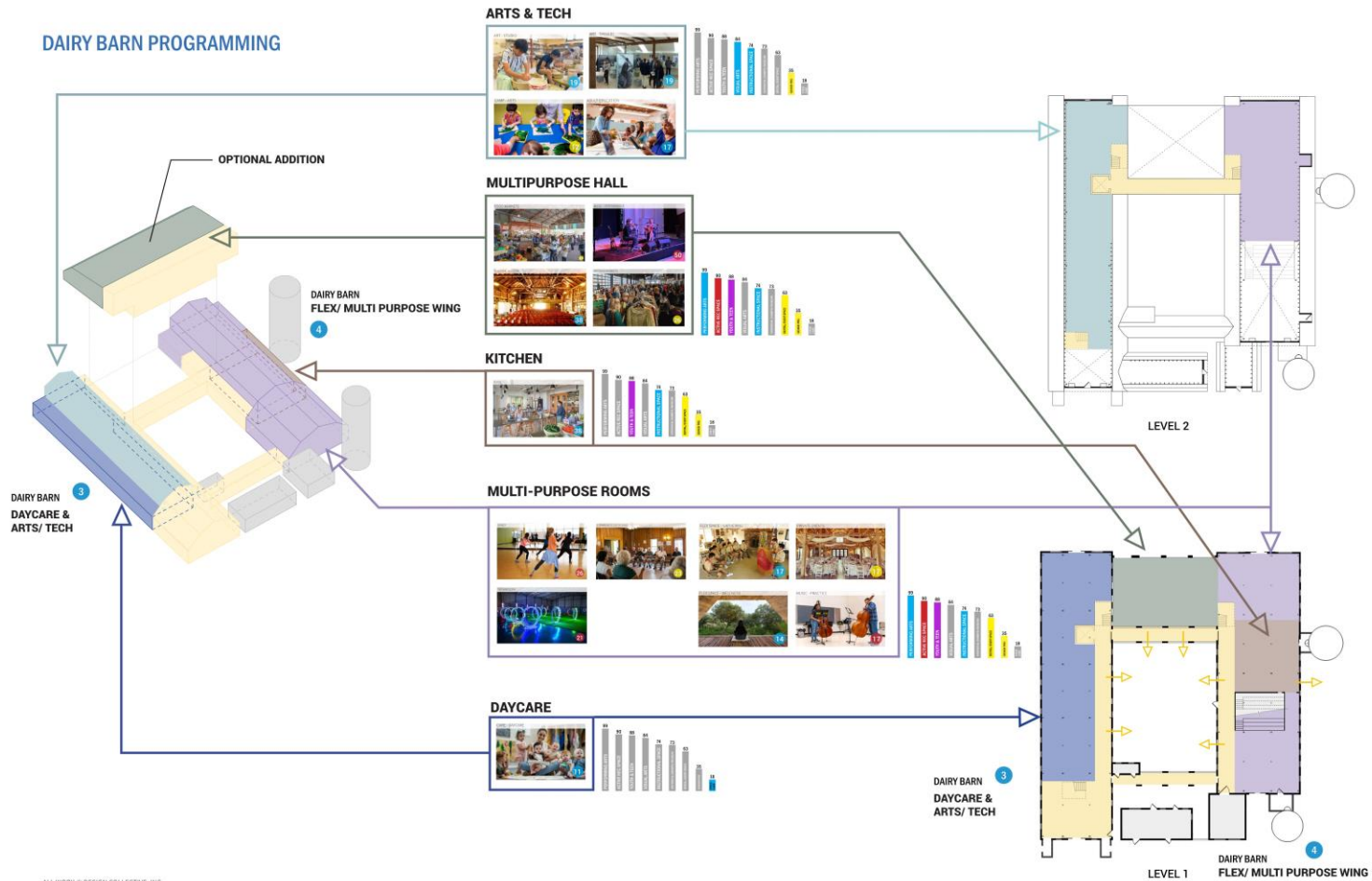
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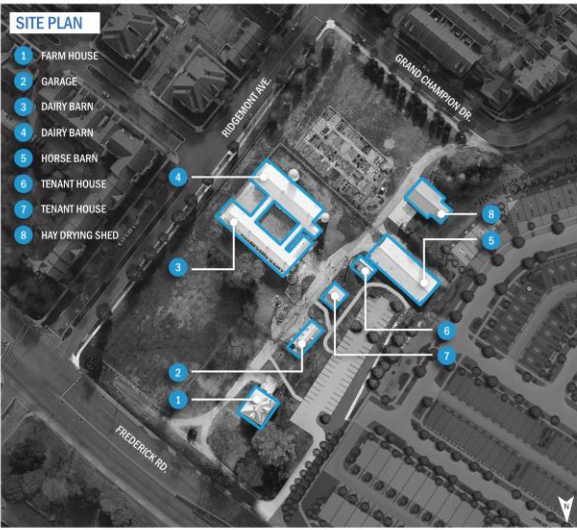
## OPTION 4 - HIGH INTERVENTION

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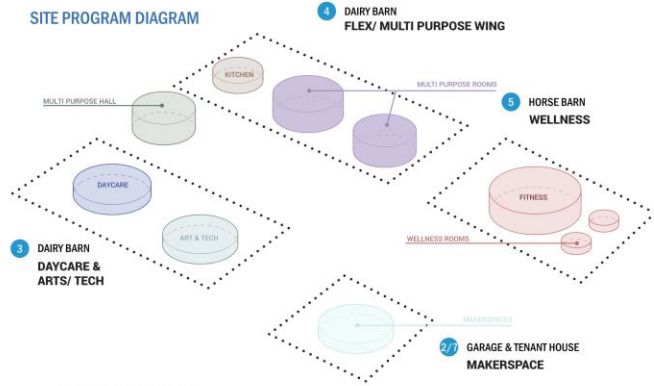
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### BUILDING PROGRAMMING

#### 5 HORSE BARN



#### 6 TENANT HOUSE

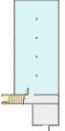


#### 7 TENANT HOUSE



LEVEL 1

#### 2 GARAGE

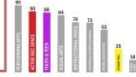


LEVEL 1

#### 1 FARM HOUSE



### WELLNESS



### MAKERSPACES



### SUPPORT SPACES

- CONFERENCE ROOMS
- RESTROOMS
- STORAGE
- OFFICES

## OPTION 4 - HIGH INTERVENTION

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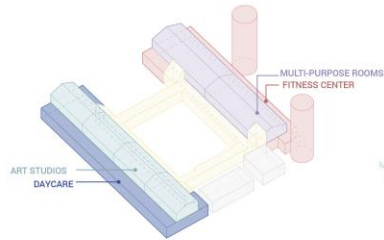
3 COMMUNITY FILTERING SESSIONS

60 PARTICIPANTS

7 SURVEY RESPONSES

## YOUR FAVORITE CONCEPTS

Compiled from your filtering session votes & survey responses.



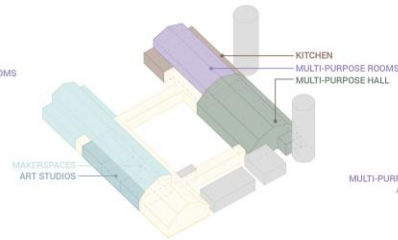
OPTION 1

4 VOTES

*"Makerspaces are inclusive spaces that enrich our community and elevate our future."*

*"Keep it simple and get it done!"*

*"Seniors have recently renovated center... Youth have new skate park... DAYCARE is needed."*

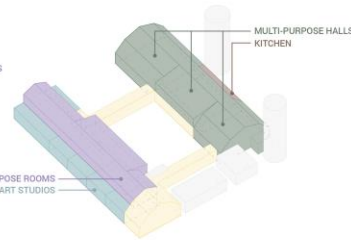


OPTION 2

19 VOTES

*"Silos...Arts. Maybe a structure hanging above and kaleidoscopic light filtering through."*

*"Love the idea of multiple makerspaces to keep loud and dirty activities separate... Great opportunity for jobs, art and people of all ages."*

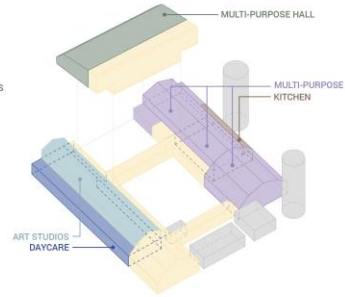


OPTION 3

13 VOTES

*"Move kitchen to the end to provide more performance space."*

*"Add a cafe/library"*



OPTION 4

32 VOTES

*"Go BIG or go home! :)"*

*"Combine arts/tech and makerspaces in dairy barns. Move daycare to tenant house."*

*"Make the optional addition glass..."*

Quotes compiled from your filtering session free responses and survey responses.

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## FILTERING SESSIONS: FINDINGS

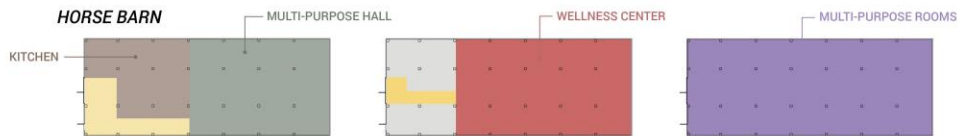
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## ADDITIONAL PROGRAM OPTIONS



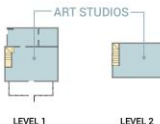
### TENANT HOUSE



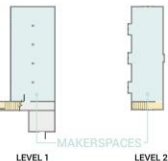
*"The horse barn, if not partitioned, could be the only large recreational space in Rockville that is not a gym... used for group rehearsals..."*



### TENANT HOUSE



### GARAGE



*"Makerspaces provide an educational and economic benefit... kids and adults can learn fantastic skills and build community."*

### FARM HOUSE



*"I really like the idea of the Daycare having a separate dedicated space."*

*"Keep the farm house as a space that can be used for the public, not offices!"*

*"Youth/teen center programming can go in multipurpose space."*

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## SITE PROGRAM



*"If we have a daycare, is there a playground?"*

*"Under cover performing arts area and outdoor amphitheater lawn seating..."*

*"Gardens and green space - please keep... no more parking lots in park."*

*"Dog park!"*

*"Love the idea of a courtyard space."*

Quotes compiled from your filtering session free responses and survey responses.

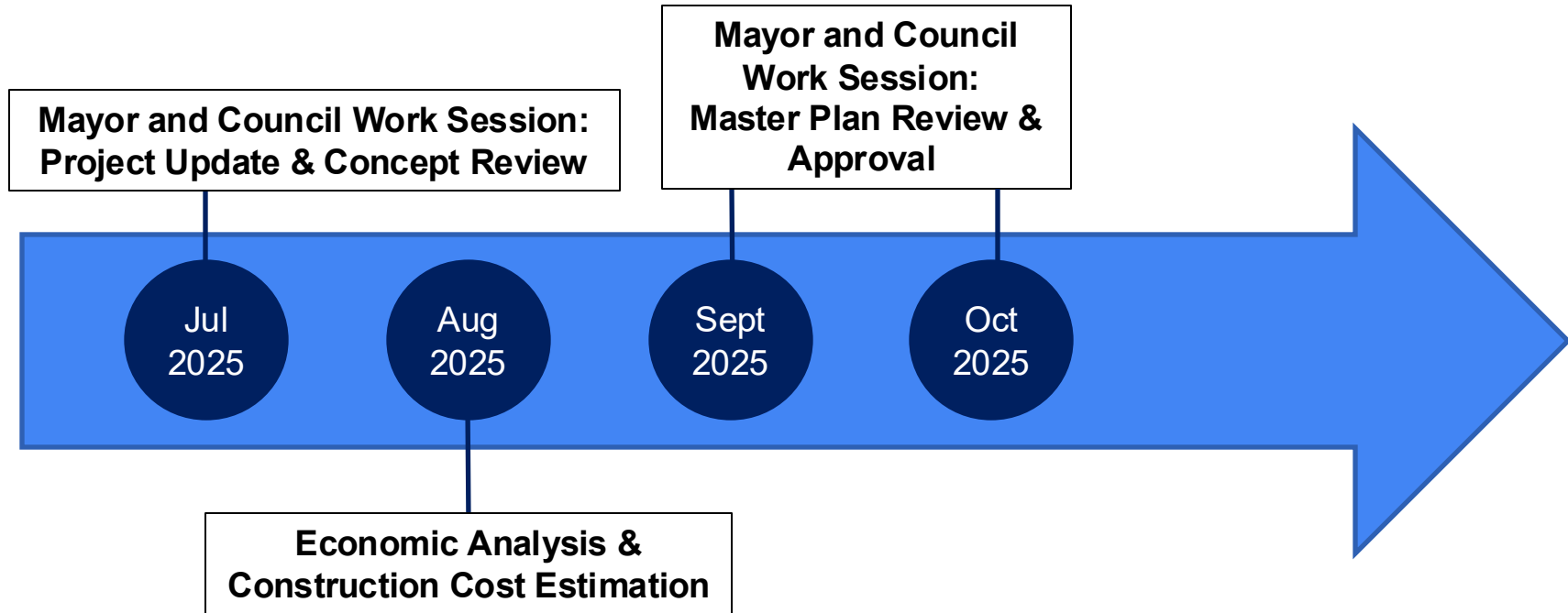
## FILTERING SESSIONS: FINDINGS

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# Project Timeline



# Questions?





# Requested Feedback

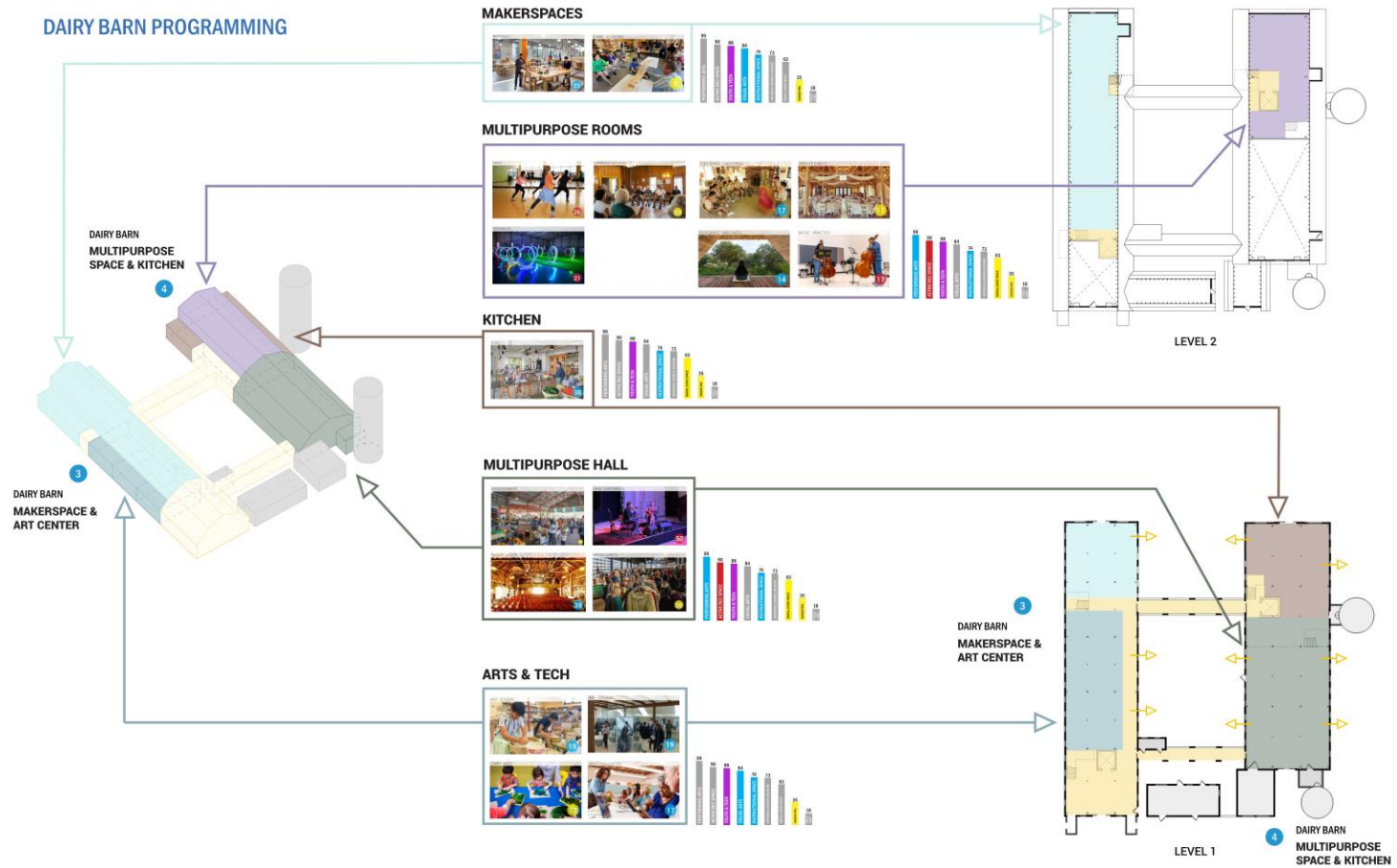
1. Do you have any additional recommendations for programs and building uses?

- **Multipurpose Hall**
- **Wellness**
- **Makerspaces**
- **Arts & Tech**
- **Multipurpose Rooms**
- **Community Kitchen**
- **Youth/Teen Center**
- **Daycare/Childcare**

2. Which option do you recommend moving to the next phase for economic analysis and construction cost estimation?

- **Option 1 – Minimum Intervention**
- **Option 2 – Medium Intervention**
- **Option 3 – Medium Intervention**
- **Option 4 – High Intervention**

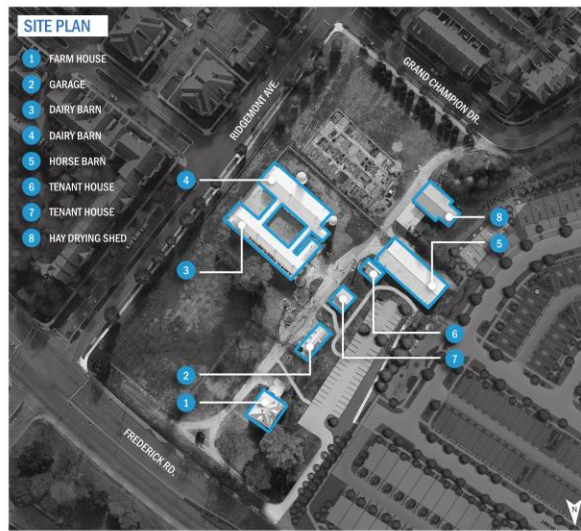
## DAIRY BARN PROGRAMMING



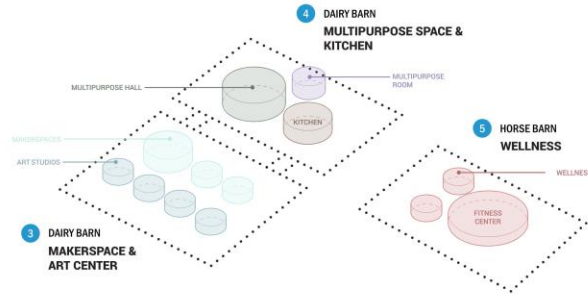
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## OPTION 2 - MEDIUM INTERVENTION

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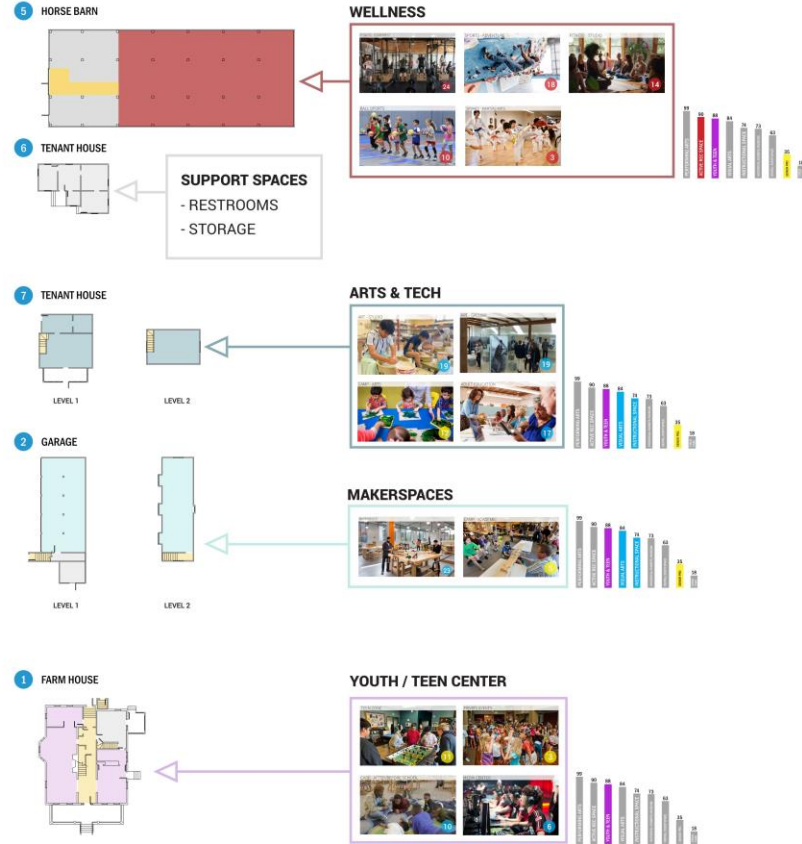


**SITE PROGRAM DIAGRAM**



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**BUILDING PROGRAMMING**



**OPTION 2 - MEDIUM INTERVENTION**

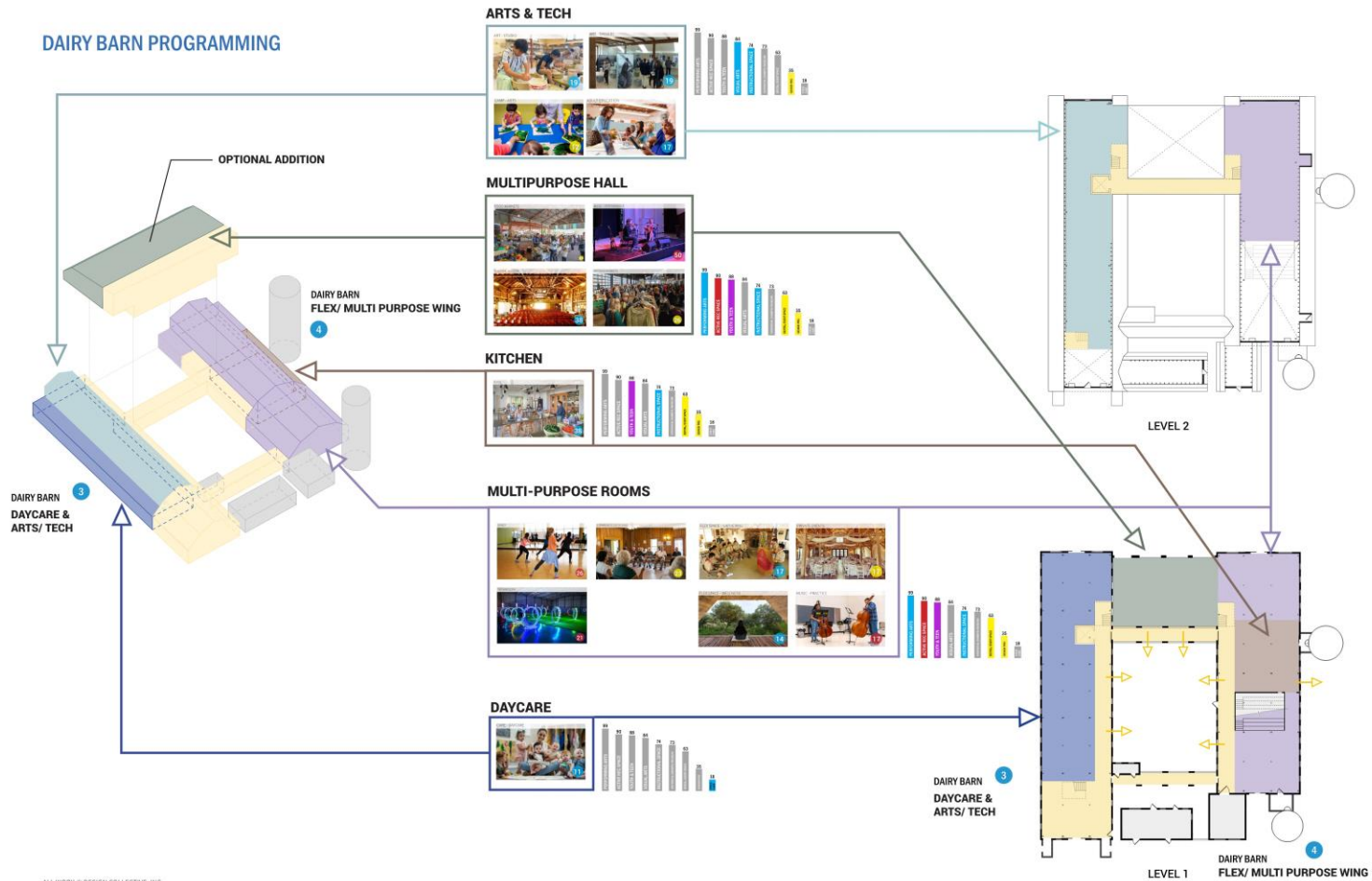
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## DAIRY BARN PROGRAMMING



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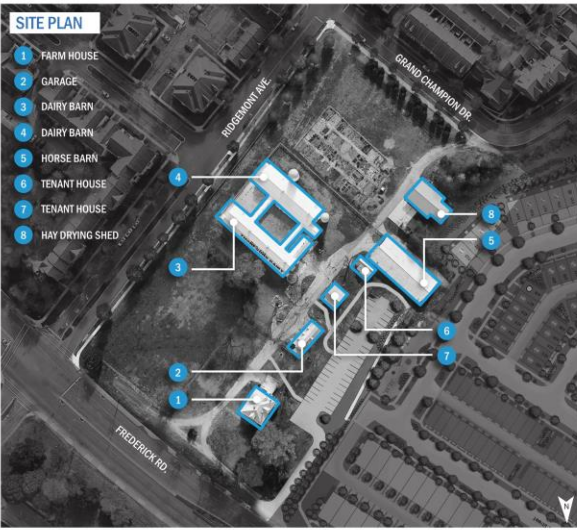
## OPTION 4 - HIGH INTERVENTION

FILTERING MEETING | SPRING 2025  
KING FARM FARMSTEAD PARK | ROCKVILLE, MD

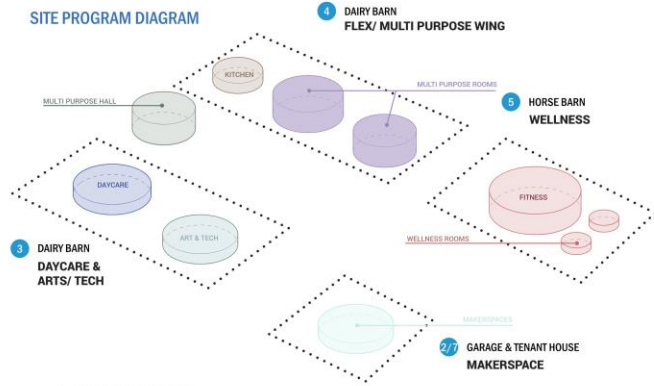
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City of  
**Rockville**  
Rise Together



### SITE PROGRAM DIAGRAM



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### BUILDING PROGRAMMING

#### 5 HORSE BARN



#### 6 TENANT HOUSE



#### 7 TENANT HOUSE



LEVEL 1



LEVEL 2

#### 2 GARAGE

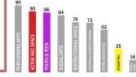


LEVEL 1



LEVEL 2

### WELLNESS



### MAKERSPACES



### SUPPORT SPACES

- CONFERENCE ROOMS
- RESTROOMS
- STORAGE
- OFFICES

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