

Rockville 2040 Action Recommendation	Element / PA	#	Incorporation into Update	Notes
Develop a clear identity and vision for downtown Rockville, shared jointly by Town Center’s user groups.	PA 1	01	Yes	A vision statement is established within the Plan.
Improve awareness of the arrival points of Town Center by engaging a branding, marketing, and wayfinding consultant to develop a strategy to raise the profile and accessibility of Rockville Town Center.	PA 1	02	Yes	Policy 6.1 calls for development and implementation of a wayfinding plan. Action 11.1.1 calls for a marketing campaign and unique brand for Town Center.
Continue development of the L-shaped ‘spine’, extending along East Montgomery Avenue and Maryland Avenue, with a mix of ground-floor commercial, service, and entertainment uses; and office, residential, and institutional uses located above.	PA 1	03	In Part	The Plan references the spine established in the 2001 Plan and talks about the extension of Maryland Avenue to continue the spine, but does not directly bring forth any action specific to the continued development of the spine, as it is already in the CIP and underway.
Develop a strategy to create public landmarks throughout the Town Center and Rockville Transit Station area. Landmarks could include architectural building elements, sculptures, public art, and unique signage.	PA 1	04	No	No landmark system is proposed in the Plan.
Buildings with ground-level parking and blank building walls should not be allowed along street edges, especially along Maryland Avenue, East Middle Lane, North Washington Street, Courthouse Square, and East Montgomery Avenue.	PA 1	05	In Part	Policy 3.1 calls for building design standards to be established in Town Center, which would address blank walls and parking.
Streets in Town Center should be designed to encourage interaction and activity for people on the sidewalk, through the provision of wide sidewalks, gathering places, and interesting ground-floor uses. Sidewalk activity, such as outdoor café seating and other retail displays visible from the street, should be encouraged.	PA 1	06	Yes	Action 3.1.2 calls for streetscape standards to address street furniture, seating, lighting, etc.
Develop and adopt streetscape guidelines for the Town Center planning area. Guidelines should establish appropriate and attractive street furniture, including bus shelters, seating, surface treatment, and lighting, into all major pedestrian areas.	PA 1	07	Yes	Action 3.1.2 calls for streetscape standards to address street furniture, seating, lighting, etc.
Work with Montgomery County government to find a new location in, or near, downtown Rockville for Fire Station #3. Relocation would open new development opportunities for the current station site, possibly in combination with properties to the north; and better accommodate modern fire equipment and fire house standards (See also Action 5.3 of the Community Facilities Element)	PA 1	08	Yes	The fire station is identified as a focus area within the Land Use chapter.
Study the potential for a new public park in Town Center that can be used for large public events, music concerts, theater performances, farmers markets, and holiday festivals; and for passive recreation and relaxation at other times.	PA 1	09	Yes	Policy 9.1 and Policy 9.2 identify locations for future public parks/the expansion of existing public parks in Town Center.
Explore the potential for a new dog park in Town Center.	PA 1	10	Yes	Action 9.3.1 calls for creating a dog park in Town Center, though the location is not identified.
Small urban parks should be maintained and added to enhance the pedestrian environment throughout Town Center and serve as locations for public landmarks.	PA 1	11	Yes	Policy 9.1 outlines opportunities to make enhancements to existing public parks.
Design and implement landscaping of the public realm, including parks and sidewalks, that connects open spaces as a network.	PA 1	12	Yes	Action 12.2.4 calls for establishing a connected network of green spaces throughout Town Center.
Improve connections between Montgomery College and Town Center, to serve the thousands of students and staff at the college, by: (1) Establishing an off-street, shared use path connecting the College with downtown Rockville. Consider path alignments that follow existing rights-of-way or new easements or dedications on private property to create the safest and most comfortable connection; and (2) Studying the potential for a shuttle bus that links Montgomery College, Town Center, and the Rockville Transit Station.	PA 1	13	In Part	The Plan references and encourages the shared use path connecting Martin's Lane to S. Campus Drive that is called for within the Pedestrian Master Plan, but does not make any specific recommendations to a shuttle bus.

Develop and approve a pedestrian master plan for the Town Center area, including transit wayfinding and an audit of the pedestrian environment in and around Town Center for safety, ease of navigation, accessibility, and aesthetics.	PA 1	14	Yes	Policy 4.2 calls for implementation of the Pedestrian Master Plan, which incorporates improvements within Town Center.
Implement the planned ‘road diets’ for North Washington Street and East Middle Lane.	PA 1	15	No	These road diets are already completed, so are not called for within the Plan.
Implement the Dawson Avenue street connection, between North Washington Street and MD-355, to provide additional travel options through Town Center.	PA 1	16	Yes	The Transportation chapter references the Dawson Avenue connection that is identified in the CIP.
Facilities (i.e., bike lanes, racks, etc.) for cyclists should be incorporated into street improvements and open space plans in Town Center to the greatest extent possible.	PA 1	17	Yes	Policy 4.1 and Policy 4.2 call for improvements to facilities to improve safety for all users, including cyclists. The Plan references the need to implement projects within Town Center from the Bikeway Master Plan.
Enhance pedestrian accessibility between East Rockville neighborhoods and Town Center, such as through enhanced or upgraded sidewalks, safe street crossings, accessibility improvements, and wayfinding signage.	PA 1	18	Yes	Action 7.1.2 calls for improvements to the Park Road underpass and Action 7.1.3 calls for improvements to the Unity bridge, both of which foster connections to East Rockville.
Above-ground utilities, particularly overhead electricity lines, should be placed underground wherever feasible. Further study should be undertaken to determine both the physical and financial feasibility of under-grounding utilities in Town Center.	PA 1	19	No	The Plan does not call for the retroactive under grounding of overhead utility lines, however the existing city code requires new development to bury utilities.
Ensure that BRT routes and stops serving Town Center are compatible with existing and planned land uses and serve the transit needs of the Rockville community, property owners and developers, and BRT riders. (See also Action 9.2 of the Transportation Element)	PA 1	20	Yes	Policy 5.1 supports the proposed bus rapid transit system.
Advocate for MDOT SHA to investigate improvements at the intersection of East Middle Lane/Park Road and MD-355 that ensures safe, comfortable, and efficient travel for all modes, including the potential for an allstop red-phase or an exclusive left turn signal for a new left turn lane from eastbound East Middle Lane. (See also Action 20.4 of the Transportation Element)	PA 1	21	Yes	Action 4.1.3 calls for SHA to continue their audit into the intersection of MD-355 and East Middle Lane/Park Lane; Action 4.1.4 calls for the implementation of improvements based on the audit.
Advocate for MDOT SHA to investigate allowing a left turn from eastbound MD-28 onto northbound MD-355 that ensures safe, comfortable, and efficient travel for all modes, including the potential for an all-stop redphase or an exclusive left turn signal. (See also Action 20.5 of the Transportation Element)	PA 1	22	Yes	Action 4.1.3 calls for SHA to continue their audit into the intersection of MD-355 and MD-28; Action 4.1.4 calls for the implementation of improvements based on the audit.
Continue to develop solutions for parking challenges in downtown Rockville (see plan for additional information)	PA 1	23	Yes	Action 2.1.1 calls for the elimination of minimum parking requirements in certain areas within Town Center, which addresses the reduced need for spaces in a transit and pedestrian oriented environment. Action 2.1.2 calls for additional electric vehicle charging stations. Action 6.1.1 calls for a wayfinding plan throughout Town Center that will provide direction to public parking locations. Narrative is in the parking section of the Transportation chapter advocating for coordination between garage owners and an educational campaign for the public on parking options.
Retain significant employers in Town Center.	PA 1	24	In Part	There are no specific references to retaining significant employers in Town Center, though the Economic Development chapter does talk about economic development tools.

Recruit new for-profit and non-profit employers to Town Center, taking advantage of its mixed-use, transit-accessible location.	PA 1	25	In Part	There are no specific references to retaining significant employers in Town Center, though the Economic Development chapter does talk about economic development tools.
Attract ‘anchor uses’ that serve Town Center’s user groups of its residents and families, government employees, visitors to local government and courthouse facilities, and the city at-large. Anchors may be large-scale employers, cultural organizations that attract visitors, educational institutions, and any other uses that attract people to Town Center.	PA 1	26	Yes	Action 11.1.3 brings the recommendation forward verbatim.
Identify, and then reduce or eliminate, unneeded regulatory obstacles to Town Center’s economic vitality.	PA 1	27	Yes	Reducing regulatory barriers is a theme found throughout the Plan. Specific actions within in the Plan tied to the reduction of regulatory obstacles include Action 1.1.1, Action 1.1.3, Action 2.1.1 and Action 12.1.1.
Develop and implement marketing efforts to attract visitors to Town Center, from such nearby entities as Montgomery College; and to induce those already visiting Town Center (e.g., jurors, visitors to government buildings and offices) to be customers of Town Center establishments.	PA 1	28	Yes	Action 11.1.1 calls for the development of unique brand for Town Center and associated marketing.
Attract arts and cultural institutions to Town Center, for the improvements to quality of life and to bring more vitality and support to Town Center street-level retail and services.	PA 1	29	In Part	Action 11.1.3 discusses bringing in anchor uses, which could include cultural organizations.
Bring additional arts and culture programming to the public and private spaces in Town Center.	PA 1	30	Yes	Action 9.3.4 calls for adding additional art throughout Town Center.
Create a broader arts environment, through the deployment of art in streets, sidewalks, parks, private buildings, public buildings and elsewhere.	PA 1	31	In Part	Action 9.3.4 calls for adding additional art throughout Town Center.
Increase the number of residents and housing density in Town Center, to provide additional housing options for residents across the full range of income levels and to provide additional demand for the commercial uses in this mixed-use environment.	PA 1	32	Yes	Goal 1 sets a goal for 3,000 new residential units in Town Center. Goal 8 identifies actions to increase the stock of affordable housing within Town Center.
Continue to build and foster relationships with Town Center stakeholders, including business owners, employers, residents, WMATA, Montgomery College, and Montgomery County’s governmental agencies. These relationships should result in greater vitality and improved design and placemaking for an overall better environment.	PA 1	33	No	There is no specific reference to building and fostering relationships within the Plan, though there are actions identified in the Implementation chapter that will require coordination and cooperation with many of the stakeholder groups identified.
Explore formation of a formal organization, such as a BID (business improvement district), Transportation Management District (TMD), or Urban Partnership, to support operations, management, and promotion in Town Center.	PA 1	34	Yes	Action 11.1.2 calls for the evaluation of an organization to manage public realm activities in Town Center.
WEST SIDE OF NORTH WASHINGTON STREET The current zoning for most of these properties is MXNC (Mixed Use Neighborhood Commercial), which limits building heights to 45 feet, with an opportunity to build somewhat taller based on providing such community needs as additional parks or open space and/or affordable housing. No change in height limits is recommended, though adjustments to the incentives for permitting additional height should be addressed. Buildings facing North Washington Street, as well as the public realm of sidewalks and amenities, should be designed to facilitate interaction and interest at the ground level, where they interact with a redesigned North Washington Street. An approved ‘road diet’ on North Washington Street is designed such that people walking, bicycling or rolling across or along North Washington Street feel safe and comfortable. Although not required, services and cultural/educational institutions are encouraged, as are commercial uses if the market supports them. On the west side of this area, buildings should be designed so as not to dominate the scale of the single-unit detached homes or commercial structures immediately to the west; designs should be sensitive to the views that those structures will have of new buildings.	PA 1	A1	In Part	Action 1.1.1 proposes increasing heights on the west side of N. Washington Street to 85 feet. Action 1.1.2 establishes a bonus height program for permitting additional height. The building design standards listed in Action 3.1.1 will address appropriate transitions to adjacent properties.

255 ROCKVILLE PIKE (ROCKVILLE CENTER) No changes are recommended to the current MXTD (Mixed-Use Transit District) zone. It is recommended that the City take an active role in the redevelopment of this area as a prominent site in Rockville’s downtown. Redevelopment of this property should contribute to the realization of the Town Center downtown L-shaped ‘spine’ and incorporate an expanded pedestrian promenade over MD-355 to the Rockville Transit Station	PA 1	A2	Yes	255 Rockville Pike is identified as a focus area in the Land Use chapter.
PROPERTIES ALONG FLEET STREET AND EAST JEFFERSON STREET The current zoning for these properties is MXNC (Mixed Use Neighborhood Commercial) in the portion north of Fleet Street and MXT (Mixed Use Transition) south of Fleet Street. A change in zoning to MXCT (Mixed Use Corridor Transition) is recommended for all properties within this focus area in order to permit heights of up to 75 feet. The City should work with Montgomery County government and other private land owners to realize the land use and design vision of the plan as part of any future redevelopment proposals. Redevelopment of property in this area should contribute toward the realization of a public park, indicated by the Future Potential Public Park asterisk, surrounded by pedestrian-oriented, urban-scale buildings that help to frame the public space. New developments should orient primary building facades and front doors toward a street or public open space to frame the edges of streets, parks, and open spaces, and to foster activated pedestrian areas. Building frontages should include ground-floor uses that attract customers or regular visitors, enhanced pedestrian areas and amenities, attractive landscaping, and bicycle infrastructure. Potential park development concepts are shown in Figure 45. Concept A envisions a naturalistic park with curvilinear paths and an amphitheater facing onto a circular green. Concept B is a more formal design with an amphitheater facing onto a rectangular green.	PA 1	A3	In Part	Action 9.2.2 brings forth the vision for a public park in this area, though it narrows the geography of the public park down to one block. Allowed height proposed in this area is up to 200 feet.
PROPERTIES ALONG MARYLAND AVENUE (NORTH OF BEALL AVE.) AND DAWSON AVENUE No zoning changes are recommended for the properties in this area, which are all zoned MXCD (Mixed Use Corridor District) with the exception of 255 N. Washington Street, which is in the planned development zone, PD-KSI. A future public park is recommended in the general location where the green asterisk is placed on the Land Use Policy Map. Redevelopment of property in this area should contribute toward a pedestrian-oriented, urban-scale streetscape. New developments should orient primary building facades and front doors toward a street or public open space to frame the edges of streets, parks, and open spaces, and to foster activated pedestrian areas. Building frontages should include ground-floor uses that attract customers or regular visitors, enhanced pedestrian areas and amenities, attractive landscaping, and bicycle infrastructure.	PA 1	A4	Yes	The area vision in the Land Use chapter for this part of Town Center calls for pedestrain-oriented, urban-scale streetscape in this area. Several properties within this area are further identified as focus areas in the Plan.
Conduct a planning effort leading to the adoption of a Comprehensive Plan amendment to Planning Area 1 that updates and replaces the 2001 Town Center Master Plan. (See also Policies 8, 9, and 22 of the Land Use Element and Policy 10 of the Economic Development Element)	PA 1	P1	No	The Plan itself completes this recommendation, so it is not brought forward in the Plan.
Work with the Washington Metropolitan Area Transit Authority (WMATA), Montgomery County government, and the Maryland Department of Transportation (MDOT) to redesign the Rockville Station for better and safer access, and an improved architectural approach that creates a better experience for users. [see Plan for more]	PA 1	P2	Yes	The Rockville Metro Station and its desired improvements is identified in the Land Use chapter as an area vision.
Redesign Promenade Park as a pleasant and inspiring public space and connection between the Town Center core and an expanded pedestrian bridge to the Rockville Transit Station. Partner with WMATA, MDOT SHA, MDOT MTA, MCDOT, and surrounding property owners, in consultation with the Rockville community and the Cultural Arts Commission, the Rockville Traffic and Transportation Commission, the Rockville Bicycle Advisory Committee, the Rockville Pedestrian Advocacy Committee, and others, for the redesign of the park and pedestrian bridge.	PA 1	P3	Yes	Action 9.1.1 calls for the redesign of Promenade Park.

Design Maryland Avenue as a continuous commercial corridor between East Montgomery Avenue and Dawson Avenue. The extension of Maryland Avenue between Beall Avenue and Dawson Avenue should include streetscape amenities, such as wide sidewalks, significant landscaped areas, street trees, decorative lighting, wayfinding and landmark elements, outdoor seating, on-street parking, and bike facilities. (See also Policy 19 of the Land Use Element and Action 19.3 of the Transportation Element)	PA 1	P4	Yes	The Transportation chapter references the Dawson Avenue and Maryland Avenue extensions.
Work with MDOT SHA to improve the safety and experience for people walking, rolling, and biking along MD-355, south of the Rockville Transit Station. A sidewalk should continue along the entire street frontage of the Americana Centre. The pedestrian crossings at the intersection of Veirs Mill Road, East Jefferson Street and Rockville Pike should be designed for maximum safety and comfort. (See also Action 4.7 of the Transportation Element)	PA 1	P5	Yes	Action 4.1.2 addresses the need for increased safety and user experience along MD-355.
Encourage redevelopment of the surface parking lot at the southwest corner of Maryland Avenue and East Middle Lane as a mixed-use development with ground-floor commercial or another pedestrian-serving use. Based on the intended use, consideration should be given for reducing or waiving on-site parking requirements because of the site’s limited area, prime Town Center location, nearby structured parking options, and transit access. A cultural use or amenity is encouraged for this site.	PA 1	P6	Yes	41 Maryland Avenue is indentified within the Land Use chapter as a focus area.
Advocate for MDOT SHA to study potential solutions to improving the intersection of North Washington Street and Hungerford Drive (MD-355) that increase safety and mobility for all modes. (See also Action 20.10 of the Transportation Element)	PA 1	P7	Yes	Action 4.1.3 calls for SHA to continue their audit into the intersection of MD-355 and N. Washington Street; Action 4.1.4 calls for the implementation of improvements based on the audit.
As a result of increased residential development, work with MCDOT and MDOT SHA to conduct a special corridor study along MD-355 to determine congestion levels, recommend significant improvements to street design, increase non-auto driver mode share, and incorporate Bus Rapid Transit (BRT). (See also Action 19.7 of the Transportation Element)	PA 1	P8	Yes	Policy 4.1 and Policy 5.1 call to work with MDOT SHA to make improvements to street design and incorporate bus rapid transit.
Implement ‘road diet’ projects for East Middle Lane and North Washington Street with the goals of implementing Vision Zero principles of safety for all users, including pedestrians and bicyclists; and to improve access and circulation for pedestrians within and from outside of Town Center. Road diets were recommendations of the ULI Technical Assistance Panel study in 2019, which the Mayor and Council directed staff to implement.	PA 1	P9	No	These road diets are already completed, so are not called for within the Plan.