



CMP Kickoff Table Exercise Results

VISION STATEMENT EXERCISE

Participants in the communitywide kickoff meeting for the Rockville 2040 Comprehensive Master Plan update, held on May 9, 2015, were asked to review the vision statement and principles from the current 2002 Comprehensive Master Plan. A complete transcription of the written comments generated by this exercise is contained in this report. The written comments are presented verbatim with only minimal editorial changes to spelling and punctuation.

The results of the exercise are presented in two ways: sorted by visions statement or principles and then followed by the full written comments generated by each table, which also include other comments not specifically related to the vision or principles.

Exercise:

The City of Rockville's 2002 Comprehensive Master Plan is guided by the following Vision (Page 1-1 of the plan):

“Rockville will continue to be a city that emphasizes the characteristics of a small town community, offers an excellent quality of life, provides a responsive government serving its citizens, and has a distinct positive identity tied to its history.”

Do you believe this 2002 Vision is still relevant? If not, why not?

Please write your thoughts below and on the other side of this form.

Results of the review of the 2002 vision statement at the May 9, 2015 kickoff meeting are provided below, as written.

“Rockville will continue to be a city with a wide variety of neighborhoods and a strong sense of community that attracts and supports an educated, healthy, diverse population, accessible and transparent government, and has a distinct positive identity tied to its history.”

Change “emphasizes the characteristics of a small town community.” Want city infrastructure like walkability, strong economy, growing diversity . . . but want community that is warm, welcoming too, neighborhood focused city

Will Rockville as small town ethic survive? Rockville Pike Plan is antagonistic to small town feel. Pike Plan endangers small businesses on Pike, need local business environment to thrive. Affordable housing- distribute better in city. Existing vision statement: clauses are good, add walkable clause, add affordability clause.

Basically concur. Add “protect.” Lack of clarity causing consternation, RE: “Distinct positive identity tied to its history”

Generally OK. ‘Small-town community’: neighborhood centered, neighborhood friendly, neighborhood connected

Rockville will continue to be a community that emphasizes the characteristics of a small green city, offers an excellent quality of life, provides a responsive government serving its citizens, and has a distinct positive identity tied to its diverse history.

Mix of integrated urban and suburban neighborhoods. Stronger sense of community. Community of communities. Different layers of “community.” “Small town” could be misleading, social characteristics are positive but we are part of large urban area.

PRINCIPLES STATEMENT EXERCISE

Exercise:

The City of Rockville's 2002 Comprehensive Master Plan is guided by the following fourteen principles (Page 1-1 of the plan):

Rockville will be a city that:

- 1. Protects the character of its neighborhoods;**
- 2. Develops a sense of a cohesive community that overcomes physical barriers and links neighborhoods;**
- 3. Fosters a vibrant Town Center that has a distinctive character;**
- 4. Provides a diversity of integrated transportation options;**
- 5. Emphasizes its parks and open spaces;**
- 6. Respects the natural environment and historic resources, and promotes the responsible, sustainable use of natural resources for present and future populations;**
- 7. Provides a high level of community services and facilities;**
- 8. Maintains a safe and secure community;**
- 9. Encourages a broad range of housing styles and prices;**
- 10. Promotes active community involvement in planning and city government;**
- 11. Recognizes the diverse nature and needs of the community;**
- 12. Encourages a strong and diverse local economy;**
- 13. Establishes a supportive environment for advanced technology, technological industries, and institutions of higher learning;**
- 14. Recognizes its unique position as the governmental center of Montgomery County.**

Would you delete or change any of them? Would you add something new?

Please write your thoughts below and on the other side of this form.

Results of the review of the 2002 principles statement at the May 9, 2015 kickoff meeting are provided below, as written, and sorted by principle (in bold) with the comment from tables below each principle.

1. Protects the character of its neighborhoods;

- 1. Retain; acknowledge neighborhood character is evolving
- 1. Strengthen and Preserve the character of its neighborhood

2. Develops a sense of a cohesive community that overcomes physical barriers and links neighborhoods;

- 2. Change: use “inclusive” in lieu of “cohesive”

3. Fosters a vibrant Town Center that has a distinctive character;

- 3. needs to be fixed. Fosters a vibrant character
- 3. Add: Beyond Town Center to include Rockville Pike and Metro stations
- 3. Fosters vibrant commercial centers that have distinctive characters

Revise #3 to foster a vibrant town center and other urban centers that have distinctive character and promote community cohesiveness.

- 3. Fosters a vibrant Town Center and beyond that has a distinctive character; including retail, restaurants, sidewalk, friendly environment.

4. Provides a diversity of integrated transportation options;

- 4. Retain

5. Emphasizes its parks and open spaces;

- 5. Emphasizes its recreational, parks and open spaces
- 5. Retain

6. *Respects the natural environment and historic resources, and promotes the responsible, sustainable use of natural resources for present and future populations;*

6. green living, sustainability, preserving resources

6. Protects and respects Remove historic resources to a separate principle

6a. Recognize the value of historic resources and preserve those of highest value

7. *Provides a high level of community services and facilities;*

7. and 8. Combine

8. *Maintains a safe and secure community;*

7. and 8. Combine

9. *Encourages a broad range of housing styles and prices;*

9. affordable housing opportunities

9. Retain

10. *Promotes active community involvement in planning and city government;*

10. greater civic involvement

10. Retain

11. *Recognizes the diverse nature and needs of the community;*

11. Recognizing and supportive diverse ethnic and generational communities

11. Retain

12. *Encourages a strong and diverse local economy;*

12. promoting business opportunities

12. Add: "Innovative local economy and tax base . . ."

#12 Expand wording to include sense of more local businesses, expanding business tax base

13. Establishes a supportive environment for advanced technology, technological industries, and institutions of higher learning;

13. Establishes/supports workforce housing for 'destination' employers and new/incubating/small businesses

13. Pockets- education quality

13. Advanced technologies [plural] (This recognizes all kinds of technologies, biotech, communication, etc.)

13. Retain

14. Recognizes its unique position as the governmental center of Montgomery County.

14. Possible Delete

Note: A number of tables included suggestions for additional new principles, which they numbered as 15.

15. Adds: Transit Oriented Development. Promote diverse cultural identities within community

Add 15. Promotes desirable, affordable, and welcoming neighborhoods for children to live as adults

New principle: Deal with educational needs of community

New 15. Recognize demographic changes of Rockville's population and provide services and amenities accordingly.

CMP Kickoff Table Exercise Results, Full Verbatim Report

Note: This is a verbatim account of the comments written at the tables on flip charts and other paper. Minor adjustments to spelling or punctuation have been made, but otherwise no editing in order to preserve the comments as written. Comments are grouped by table, with gaps indicating the start of a new table.

Principles

Attracts and matches to the needs of the next generation.

13. Establishes/supports workforce housing for 'destination' employers and new/incubating/small businesses

(decreases reliance on cars)

3. needs to be fixed

Fosters a vibrant character

10. greater civic involvement

Economic disparities

13. Pockets- education quality

9. affordable housing opportunities

Greater integration of city as a WHOLE

12. promoting business opporutities

6. green living, sustainability, preserving resources

Greater connectivity and management through smart technology

“Rockville will continue to be a city with a wide variety of neighborhoods and a strong sense of community that attracts and supports an educated, healthy, diverse population, accessible and transparent government, and has a distinct positive identity tied to its history.”

VISION

Change “emphasizes the characteristics of a small town community.”

-want city infrastructure like walkability, strong economy, growing diversity . . .

-but want community that is warm, welcoming too

-neighborhood focused city

Principles of 2002 Plan

1. Retain; acknowledge neighborhood character is evolving

2. Change: use “inclusive” in lieu of “cohesive”

3. Add: Beyond Town Center to include Rockville Pike and Metro stations

4. Retain

5. Retain

6. Retain

7. and 8. Combine

9. Retain

10. Retain

11. Retain

12. Add: “Innovative local economy and tax base . . .”

13. Retain

14. Possible Delete

15. Adds: -Transit Oriented Development

-Promote diverse cultural identities within community

Principles

1. Strengthen and Preserve the character of its neighborhood

5. Emphasizes its recreational, parks and open spaces

Add 15. Promotes desirable, affordable, and welcoming neighborhoods for children to live as adults

* Make sure infrastructure connects not isolates, e.g. Unity Bridge

How do we see Rockville in 2040?

1. A livable community (not isolated, with public services available, no car required, meet the neighbors)
2. A vibrant and growing community
 - Maintain existing character, e.g. single family community in Twinbrook and throughout city
 - Identify urban core for smart growth
3. Develop and maintain a multimodal transportation system, complete street
4. A well developed transit oriented community with distinct characters and green spaces
5. Attract a diverse population (young and old, different ethnic background) by supporting local businesses and attract new businesses and develop and grow. Choice Hotels in Town Center; Diversity from government jobs.
6. Maintain and promote excellent public services and schools.

Table 11

Vision

Will Rockville as small town ethic survive?

Rockville Pike Plan is antagonistic to small town feel.

Pike Plan endangers small businesses on Pike, need local business environment to thrive.

Affordable housing-distribute better in city

Existing vision statement: -clauses are good, add walkable clause, add affordability clause

Oasis idea supported

Metro sadly underfunded, state and MoCo needs to step up.

NYC subway still works better, local and express service key to success.

Metro fare rates too high

RideOn should be free

New principle: Deal with educational needs of community

-should City start its own school administration?

- more reasonable Mont. College costs
- transport to Mont. College-Metro station
- transportation, do small attainable things, ex. ped connections, redesignate Gude Drive as MD 28.

VISION

Basically concur

Add “protect”

Lack of clarity causing consternation, RE: “Distinct positive identity tied to its history”

PRINCIPLES

3. Fosters vibrant commercial centers that have distinctive characters
6. Protects and respects Remove historic resources to a separate principle
- 6a. Recognize the value of historic resources and preserve those of highest value
11. Recognizing and supportive diverse ethnic and generational communities
13. Advanced technologies [plural] (This recognizes all kinds of technologies, biotech, communication, etc.)
- New 15. Recognize demographic changes of Rockville’s population and provide services and amenities accordingly.

VISION

Generally OK

‘Small-town community’: neighborhood centered, neighborhood friendly, neighborhood connected

Be aware of increasing diversity of cultures in Rockville

PRINCIPLES

Mostly OK

- #12 Expand wording to include sense of more local businesses, expanding business tax base

VISION

Rockville will continue to be a community that emphasizes the characteristics of a small green city, offers an excellent quality of life, provides a responsive government serving its citizens, and has a distinct positive identity tied to its diverse history.

VISION

Mix of integrated urban and suburban neighborhoods

Stronger sense of community

Community of communities

Different layers of “community”

“Small town” could be misleading, social characteristics are positive but we are part of large urban area.

PRINCIPLES

Revise #3 to foster a vibrant town center and other urban centers that have distinctive character and promote community cohesiveness.

Support other principles

PRINCIPLES (single sheet)

3. Fosters a vibrant Town Center and beyond that has a distinctive character; including retail, restaurants, sidewalk, friendly environment.

*Day cares, education from preschool through high school.