

King Farm Business Mix, Walkability, and Transit Survey

King Farm was designed as a mixed use, walkable subdivision, this survey explores whether or not those design features are actually resulting in more walking and less driving by residents.

Survey Results

14 respondents, partial or full survey

Which of these Village Center businesses do you patronize?

Business	Every day	Visits per week	Visits per month	Once in a while
BB&T		5		3
Capital One		5	2	1
Wells Fargo			3	3
Sun Trust		1		
Elements Aveda Day Spa			1	4
Hair Cuttery			1	4
Kicks Karate				
L'OR Salon				
Hanna's Dance				3
Purebarre Fitness		1	4	
Ryden Optik			1	2
State of the Art Dental Group				
Dough Roller			4	2
Baja Fresh Mexican Grill			7	7
King Farm Beer and Wine			6	2
Eastern Cafe			9	2
Fontina Grille			19	5
Nagoya Sushi			9	2
Subway			15	1
Starbucks	1	2		1
Safeway	3	19	2	
King Farm Dry Cleaners		1	1	3
Long & Foster Real Estate	1		1	1
Parcel Plus		2	1	6
Kumon				
Woolwinders				3
Miracle Ear				

**What other types of businesses would you personally support in the Village Center?
Other comments on the Village Center?**

Pharmacy options. Farmer’s market.

We want more businesses in King Farm, but those start up here have a hard time staying in business. We need ways to bring more business in and make rents affordable for small business, incentives, etc.

Ice cream and smoothie shop, coffee and WiFi shop (We had and lost Maggie Moos and Mayorga Café).

Bar and lounge, something exciting with live music. Lower rent for new businesses.

Village center is boring and not inviting. Recent facelifts are a joke. How about some planters, new lighting to make it look like a village! Fire the leasing agent. Have lived here 5 years and storefronts are still vacant! Has there been a market analysis? Coffee shop, bakery, small restaurants or wine bar similar to Crown Plaza/Copley. Village center needs attractive outdoor lighting. Village center is not inviting. Need a model similar to Kentlands.

Another food store, like Mom’s or Whole Foods. A real coffee shop like Starbucks. A drugstore, a hardware store.

Deli, ice cream, Starbucks. Need parking in Village Center.

Pharmacy

I think it would be great to open an ice cream parlor, a café with perhaps gelato, wine, sandwiches, music, etc. Bank of America, Indian restaurant, pet store, better dining, e.g. like Rio/Crown. Something to do in the evening.

Safeway needs to be rebuilt at the other end of the parking lot so it opens up to the shopping center. Really poor planning. Work with management of Village Center to help small shops survive while drawing in bigger shops.

Doctor’s office. Ice cream.

When you visit the Village Center, how do you usually get there?

I live in the Village Center	Walk	Bike	Drive	Shuttle
1	10 4-two blocks 1-three blocks 3-four blocks 2-eight blocks	0	7	1 ‘when coming from work’

Do you drive to other shopping centers for daily or weekly needs? Where else do you shop and why?

Yes, I use Giant for groceries and pharmacy because better produce and easier pharmacy staff.

Mostly stay in KF but will venture out for items not offered here (hardware and Home Depot)

Daily

Yes, Kentlands, Fallsgrove, Copley

Whole Foods, Costco, Dawsons

Rockville Giant Town Center

Harris Teeter-Crown Farm (better quality). CVS-Key West (variety from KF Safeway, pharmacy)

Yes, Harris Teeter, Wegmans, Target, TJ Maxx/Home Goods, Marshalls, Pet store

I drive to Giant and Fallsgrove Safeway: Nicer stores. I also drive to Crown Farm for restaurant and for Harris Teeter

Crown Farm, Rio for restaurants weekly

Do you walk to any other destinations in the neighborhood?

- 2 I walk to work from my home in King Farm
- 2 I walk to the Village Center from my place of work
- 2 I walk to school
- 6 I walk my dog in the neighborhood
- 6 I walk or run for exercise
- 11 I walk for leisure and relaxation
- 7 I walk to visit and socialize with neighbors

Do you support efforts to make Rockville more walkable? 12 Yes 0 No

What steps can the City take that would make walking, bicycle riding, or transit a better option for you?

Overpass at King Farm and 355.

More connections from KF to surrounding areas: safe buffered paths (trails) e.g. to College Gardens and Woodley Gardens.

More speed bumps! No Right on Red!

More safe bike lanes. An overpass to the Metro would be great.

FDA [?] support commuter bus along ICC to White Oak (promised by Montgomery County, not delivered).

Later hours (esp. nights/weekends) for buses.

More pleasant walking experience. Less traffic impingment.

Accessibility, i.e., satisfy ADA law.

If you do not drive, how important are the walking, transit, and shopping amenities of King Farm to you?

Extremely important it's why I moved here.

I drive and walk both depending on destination.

Very important.

Very.

We have only one car, esp. when in use by my husband it is very helpful to take the shuttle or bus, or walk to the Metro and surrounding areas. We moved here to have transit opportunities beyond our car both inside and outside work hours.

I don't walk much due to disability, but would like to

What type of housing do you live in:

3 Single-family detached 8 Townhouse 1 Apartment

The entrance I use most to my home is:

- 5 The front door facing the public street
- 7 The door off my garage and alley
- 1 Main entrance to my apartment building
- 2 Parking lot/garage entrance to my apartment building

Do you ever park your car on the street?

- 4 Yes
- 1 Yes, always
- 2 Rarely
- 1 Rarely, and only for very short times, i.e. between errands.
- 2 No
- 2 Sometimes

Do you ride the Metro Red Line? 3 Yes, work commute 9 Yes, occasionally 2 No

How do you access Metro? (Circle): 9 Walk 0 Bike 8 Shuttle 0 Bus 5 Park and ride

Do you ever ride the bus in Rockville? 3 Yes 11 No

Are you familiar with the Corridor Cities Transitway project? Do you think you will ride the CCT, either to access the Red Line or make trips to the west side of I-270 or Gaithersburg?

2 Yes 10 No

No, I can already access Metro easily by walking there (11 minute walk), no reason to take a bus (especially for a fee). Also no reason to go the other way.