

ROCKVILLE AMENDMENT: MONTGOMERY COUNTY HERITAGE AREA MANAGEMENT PLAN

CITY OF ROCKVILLE

APRIL 2013



Visitors to Rockville in June 2013 enjoyed the “Civil War Comes to Rockville” event in front of the historic Red Brick Courthouse.

Photo Credit: Heritage Montgomery



Adopted by City of Rockville Mayor and Council 1.28.13
Adopted by Maryland Heritage Areas Authority Board 4.18.13

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**2013 AMENDMENT TO THE
MONTGOMERY COUNTY HERITAGE AREA MANAGEMENT PLAN (2002)
City of Rockville, Maryland**

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Executive Summary

The City of Rockville has outstanding heritage resources and tourist amenities to contribute to the success of the Montgomery County Heritage Area. While modern development and shopping along Rockville Pike may come to mind in 2013, the County's seat of government can boast heroes from all ages, with marvelous stories to be told in association with conserved historic buildings and sites. Rockville anticipates that participation in the Maryland Heritage Area program will serve to re-focus public attention on the City's significant historical, cultural and natural resources and provide impetus to preserve and interpret the most significant resources to residents and visitors alike. Rockville's central location will strengthen linkages to County greenways and heritage themes, and offer significant tourism amenities such as rail transportation, hotels and restaurants, and recreation opportunities.

MHAA Mission: The Maryland State Heritage Areas Authority was established in 1996 to realize the economic potential for localities through the heritage tourism industry. "The objective of the Program is to provide a source of funding, including grants to local jurisdictions or other appropriate entities, to assist and encourage preservation and economic development of heritage areas recognized or certified by the Maryland Heritage Areas Authority."
[title 14/subtitle 29/chapter02/.02 Objective]

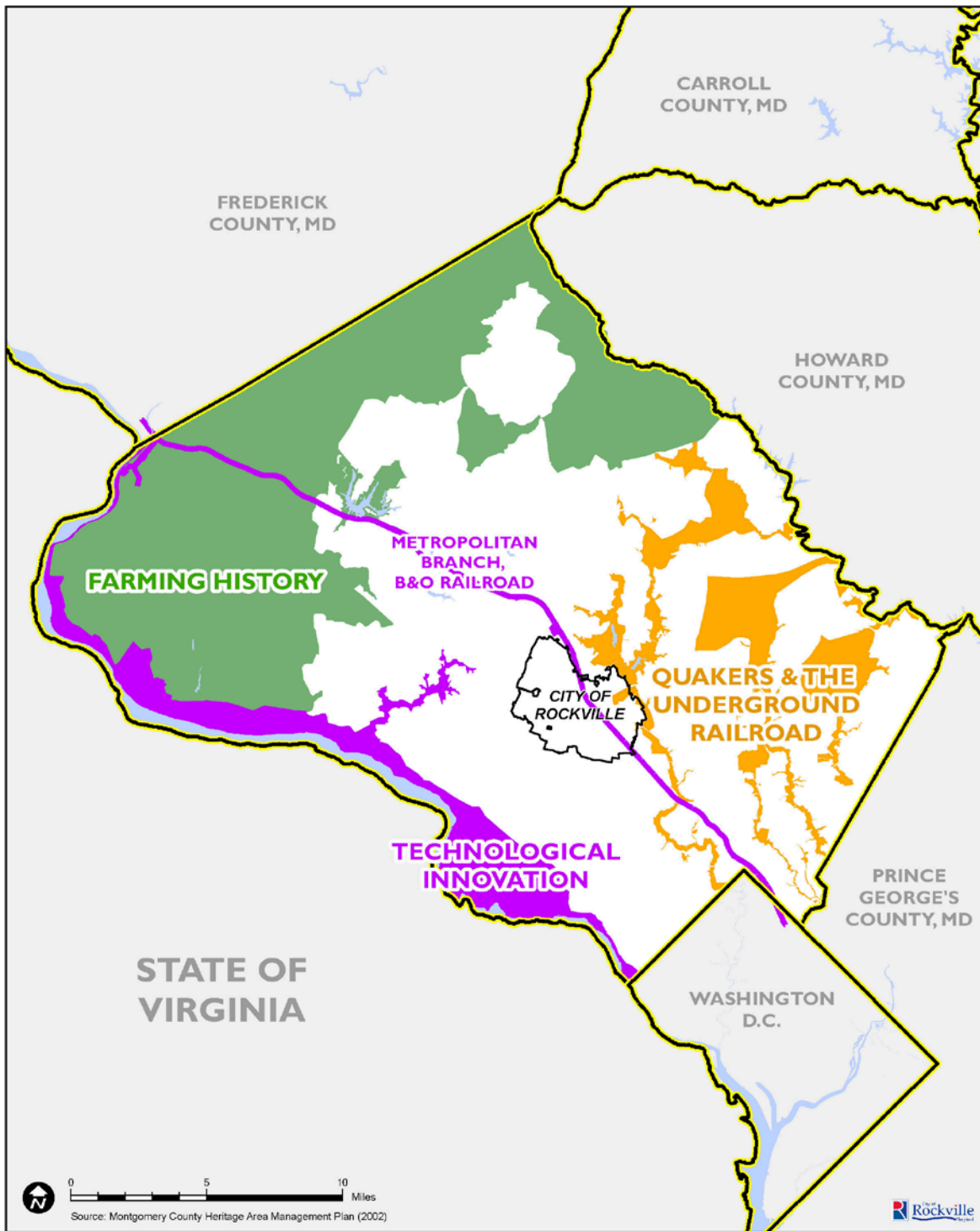
MHAA Goals: MHAA has defined seven Goals that summarize the heritage area program:

- *To enhance the visitor appeal and enjoyment of the state's history, culture, natural environment, and scenic beauty by enhancing the overall 'product' – the visitor experience.*
- *To increase the economic activity associated with tourism, creating opportunities for small business development, job growth, and a stronger tax base.*
- *To encourage preservation and adaptive re-use of historic buildings, conservation of natural areas important to the state's character and environment, and the continuity and authenticity of cultural arts, heritage attractions and traditions indigenous to the region.*
- *To enable Marylanders and visitors alike to have greater access to and understanding of the history and traditional cultures of the state and to understand the important events that took place here.*
- *To foster linkages among and between heritage attractions that encourage visitors to explore, linger, and sample the diverse offerings of the state's distinctive regions.*
- *To balance the impact of tourism activity with the quality of life enjoyed by residents.*
- *To accomplish these goals via partnerships among local and regional leaders, non-profit organizations, businesses, and state agencies.*

The Montgomery County Heritage Area was certified for inclusion in the State of Maryland's Heritage Areas program in December 2004. By then, the county had already adopted the Management Plan (2002) and established the non-profit organization, the Heritage Tourism Alliance of Montgomery County (2003), to serve as the county's liaison to the state's program.

The Management Plan anticipated Rockville's participation in the Montgomery County Heritage Area as the program grew to maturity (p.12, 52). Rockville is the County seat and is located in the middle of the County at the junction of major North-South, East-West transportation links. The City's rich history is firmly tied to the county's heritage, and both the City and the County can profit by an association that will create opportunities for heritage education across jurisdictional lines. In addition to heritage resources, the City has a wide array of amenities for, local and non-local heritage travelers. It can be anticipated that amenities for travelers, such as hotels and restaurants, will grow in the future as areas surrounding the Rockville Town Center and Twinbrook Metro Stations develop with higher densities into mixed-use neighborhoods.

The Management Plan is designed to 1) provide an action plan to coordinate the collaboration needed to assure a successful heritage area; 2) to provide a platform for key stakeholders to identify their roles in the implementation of this action plan; and 3) to determine the optimum investment of public resources necessary to trigger significant private investment (dollars, effort, programmatic support) to make the heritage area sustainable over time. [http://mht.maryland.gov/documents/PDF/MHAA_Guidelines_StateAgencies_1-14-05.pdf].



MAP 1: Montgomery County Heritage Area

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I. Introduction

The Montgomery County Heritage Area highlights three heritage themes: Farming, the Underground Railroad and Quaker culture, Technological advances. All three of these themes are illustrated, and may be expanded upon, with Rockville's heritage sites.

- 1) Farming: Through the local historic designation program, several early farms have been preserved for interpretation and use as city parkland: a 19th century farm, an early 20th century dairy, and an early 20th century garden-estate with 19th century farming associations;

Dawson Farm Park and two Dawson family houses, King Farm Farmstead Park, Rose Hill Mansion and Barn, Glenview Mansion, Mill sites (Wootton's Mill, Veirs Mill)

- 2) Underground Railroad: Significant associations with Underground Railroad activity have been documented (Josiah Henson, Ann Maria Weems). In addition, local Civil War activities in Rockville are promoted with brochures and signage; and

West Montgomery Avenue Historic District, Beall-Dawson House, Glenview Farm, Martins Lane & Haiti, Jerusalem-Mount Pleasant Church/Wood Lane, links to county sites (Josiah Henson Park), Civil War Trails, Christ Episcopal Church, African-American Heritage sites post-Civil War (Jerusalem Baptist Church, Lincoln Park, Lincoln Park High School with Rosenwald School addition, Carver High School; Falls Road and Haiti kinship communities)

- 3) Technological advances: Developments in transportation, a significant aspect of the Montgomery County Technology theme, is illustrated with one of the few remaining original B&O Railroad Stations designed by E. Francis Baldwin. *At the other end of the timeline, opportunities present themselves to highlight promotion of new technological advances such as the Human Genome Project (20th century scientific achievements), or the development of the automobile and associated infrastructure in the 20th century, as a result of federal policy decisions in architecture and urban planning.*

West Montgomery Avenue Historic District, West End, Rockville Park National Register Historic District, East Rockville, B&O Railroad, Pump House, Human Genome Project, Twinbrook, New Mark Commons, Woodley Gardens

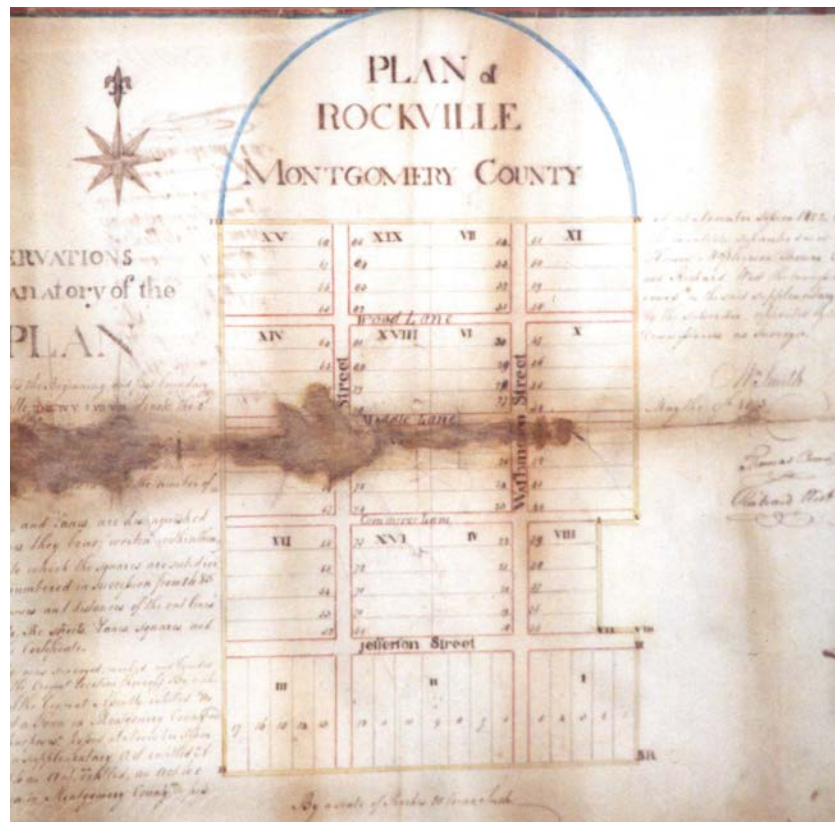
Proximity to the nation's capital has assured participation in America's most significant events. Notable people through time include the signers of the Hungerford Resolves in 1774; Josiah Henson and Jubal Early during the Civil War; Preacher Father Divine (George Baker, Jr.) and Linguist Dr. Lorenzo Dow Turner in the early 20th century; School Principal William B. Gibbs, Jr., working with Thurgood Marshall in the 1930s; F. Scott and Zelda Fitzgerald; Dr. Frieda Fromm-Reichmann, associated with advanced psychiatric practice at the nationally prominent Chestnut

Lodge Sanitarium; Luna Leopold [Aldo Leopold's son] for stream studies at Watts Branch; and Edwin Smith, internationally recognized astronomer and geophysicist.

Rockville supports a well-rounded historic preservation program, including the review of alterations of designated historic resources, research for National Register of Historic Places nominations, and interpretive and education programming for the general public. The City was among the earliest jurisdictions in Maryland to respond to the passage of the National Historic Preservation Act of 1966, with the establishment of the Historic District Commission. In addition, the Montgomery County Historical Society and Peerless Rockville Historic Preservation are active, private non-profit organizations located in historic buildings in downtown Rockville. They provide research facilities and educational programming in support of local history.

II. Heritage

The small settlement that became the City of Rockville dates from before the Revolutionary War. At a local tavern in 1774, a group of patriots formulated the Hungerford Resolves, to stand with Boston against Great Britain. Rockville was selected in 1776 to be the seat of Montgomery County government as it was located along the main road between Georgetown and Frederick, and Maryland named the new county after the fallen Revolutionary War hero, Richard Montgomery.



The original city plan was re-recorded in 1803, and the Maryland General Assembly named the town Rockville, possibly to reflect its proximity to Rock Creek. Incorporation as a municipality was granted in 1860. Rockville citizenry reflected the national divisions during the Civil War, and north and south troops passed through, and battled in, the town. Rockville was a small town in the middle of farmland when the Metropolitan Branch of the Baltimore & Ohio Railroad opened a local stop in 1873. The railroad enabled Rockville residents to work in Washington, D.C., and also served to bring District residents out to summer hotels in Rockville. Railroad accessibility was followed by new subdivisions and house construction, and Rockville has grown steadily ever since. In 2013, Rockville has a diverse population of more than 61,000 in a collection of distinctive neighborhoods.

The City is committed to ensuring a high quality of life for its residents. To achieve this goal, Rockville invests in environmental planning, maintains a park system with diverse landscapes and a recreational program for all ages, and supports the arts, including the Art in Public Architecture program. Support for heritage resources is provided through maintenance of publicly-owned historic buildings, such as the Pump House and Beall-Dawson House; as well as the public/private partnership with Peerless Rockville Historic Preservation, which serves as the City's archives of historic materials and an on-going provider of heritage education programs.



Beall-Dawson House



Pump House

Properties listed in the National Register of Historic Places

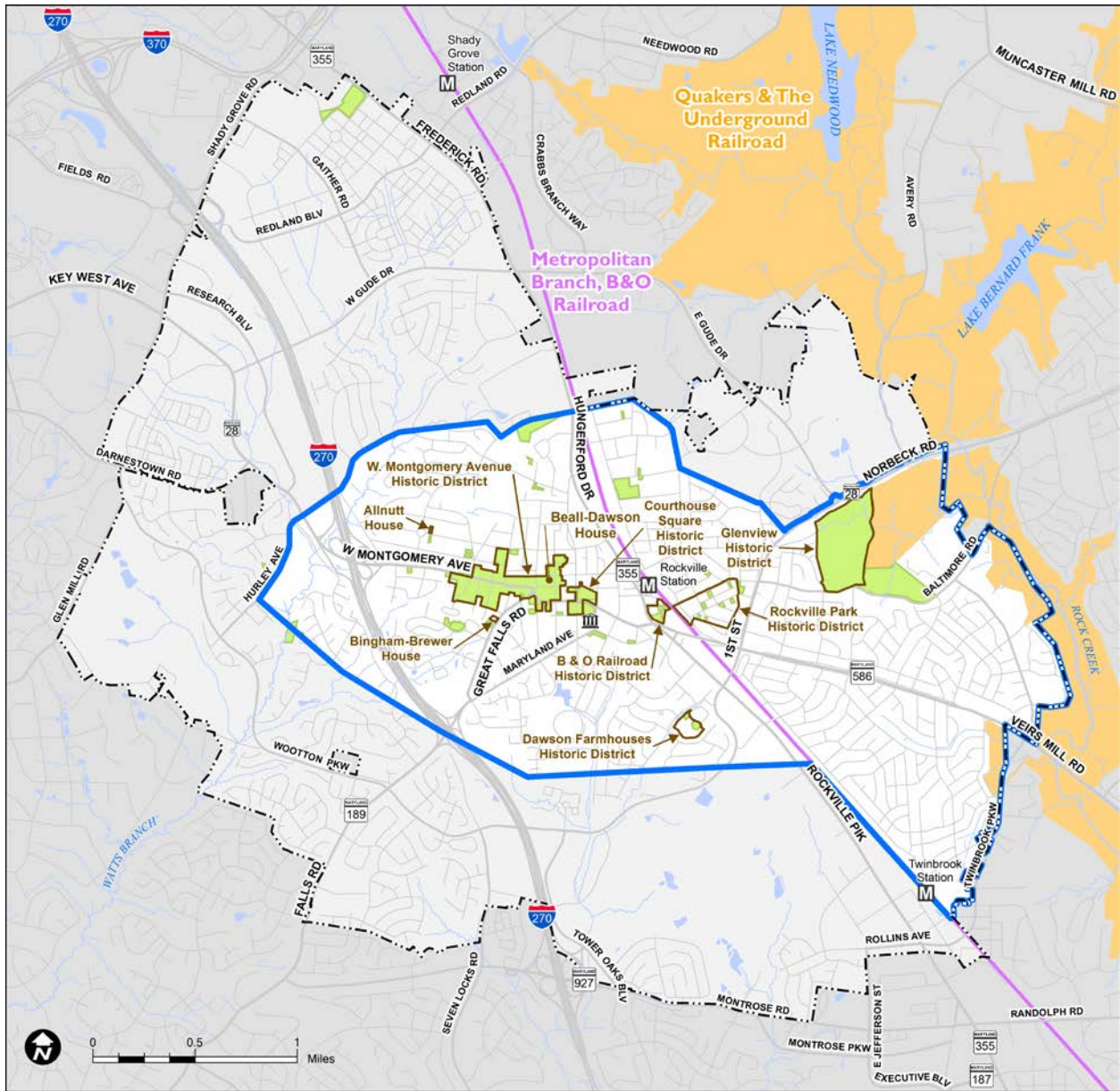
The Federal government maintains a list of districts, sites, buildings, structures, and objects that are significant in American history. The City of Rockville is proud of the many historic properties that have received this recognition. Properties in the City listed in the National Register of Historic Places are identified in the Inventory in Appendix A with an asterisk (*). Information pages for all nine local historic districts (205 properties) are linked to the Inventory on the City's website [see Appendix A for Inventory list]. Many of the listed properties are associated with the late 19th century development that occurred with the opening of the Metropolitan Branch of the B&O Railroad station. Several 20th century properties are also listed for their significance in other topics, including local farming, country estates and Works Progress Administration construction.



B & O Railroad Station
98 Church Street



Wire Hardware Store
22 Baltimore Road



Source: City of Rockville GIS, 2013; Montgomery County Heritage Area Management Plan (2002)



Legend

- Rockville City Hall
- City of Rockville Municipal Boundary
- City of Rockville Certified Heritage Area (CHA)
- City of Rockville National Register Properties
- City of Rockville Local Historic Districts

MAP 2: Locally designated and National Register-listed resources

National Register-eligible

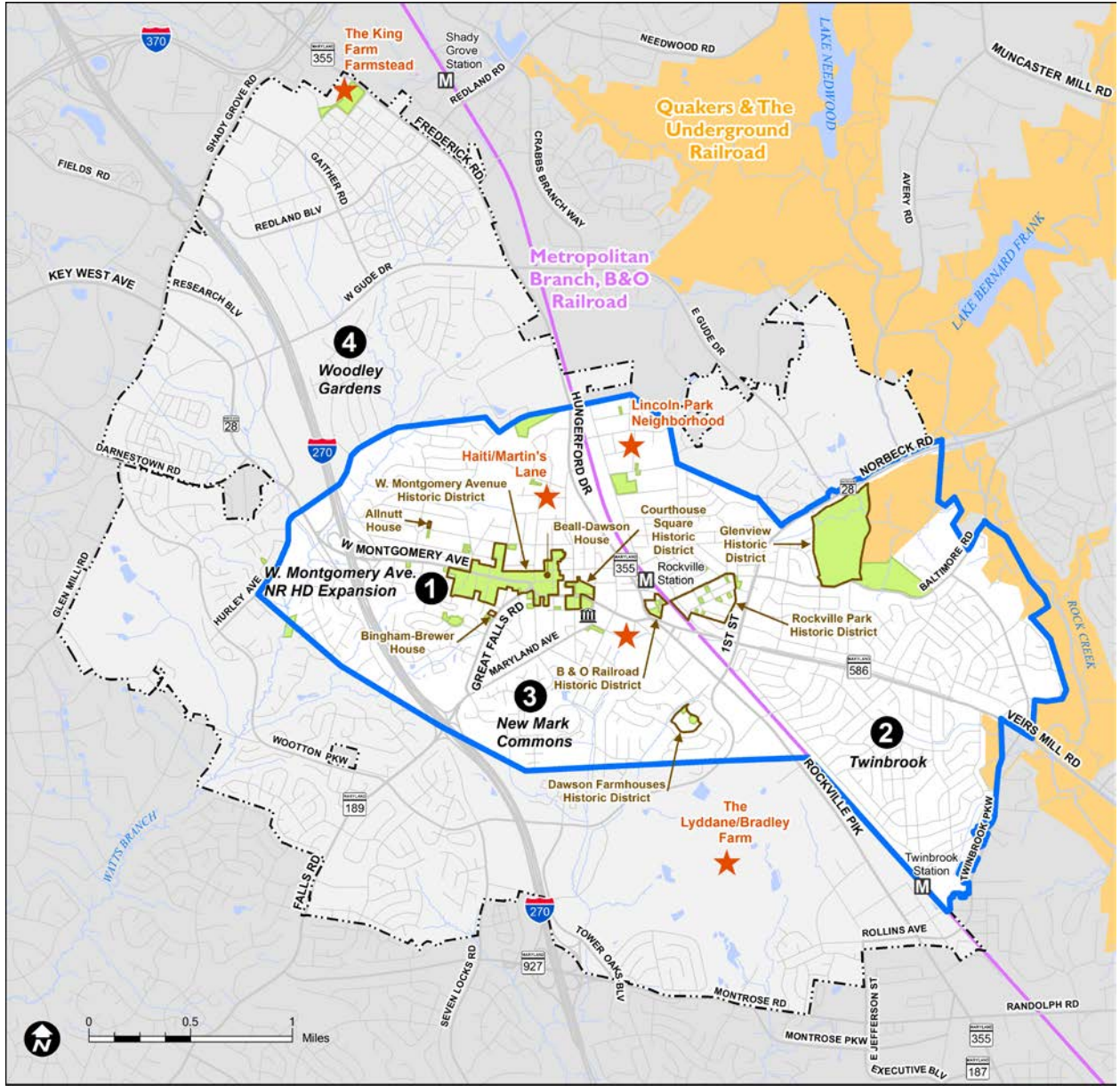
Several properties in the City have been evaluated by the Maryland Historical Trust and determined to qualify for listing in the National Register of Historic Places. **Lincoln Park** was found National Register-eligible in 1991, for its cultural significance as a late 19th century platted development for African-Americans. A few properties have also been locally designated, but the larger area is included in a Conservation District zone that protects the neighborhood character (adopted in 2007).

The King Farm Farmstead [the Billy King Farm] was found eligible for listing in 1999. It is also a locally designated historic site. **The Spates Bungalow** is locally designated as well, and was found eligible for listing in 2000.

The Lyddane/ Bradley Farm house is an outstanding example of 19th century Italianate residential architecture, and was found eligible for listing in 1984. It is currently part of the private Woodmont Country Club, but may be of future interest if the property is redeveloped. The kinship community of **Haiti/Martins Lane** was found eligible for listing in 2003. While there have been numerous physical changes to this area, it undoubtedly retains cultural significance to the City.

Several areas in the City have potential for listing in the National Register of Historic Places, including:

1. West Montgomery Avenue National Register Historic District Expansion: expand the historic Period of Significance to mid-20th century
2. Twinbrook (one or more subdivision): Mid-20th century turn-key suburban development on Levittown model
3. New Mark Commons (National Register nomination has been written): 20th century modern residential development
4. Woodley Gardens (National Register nomination has been written): 20th century modern residential development



Source: City of Rockville GIS, 2013; Montgomery County Heritage Area Management Plan (2002)



Legend

- Rockville City Hall
- City of Rockville Municipal Boundary
- City of Rockville Certified Heritage Area (CHA)
- City of Rockville National Register Districts/Properties
- City of Rockville National Register Eligible Sites
- City of Rockville Designated Local Historic Districts

MAP 3: National Register-listed and National Register-eligible resources, with 4 additional potential resources

III. Boundaries of Certified Heritage Area (CHA) and Target Investment (TI) Projects

Fundamental to the Heritage Area program is the adoption of boundaries that will include those historic, cultural and natural resources that can be the basis for tourism activities and amenities through their identification with the Heritage Area themes.

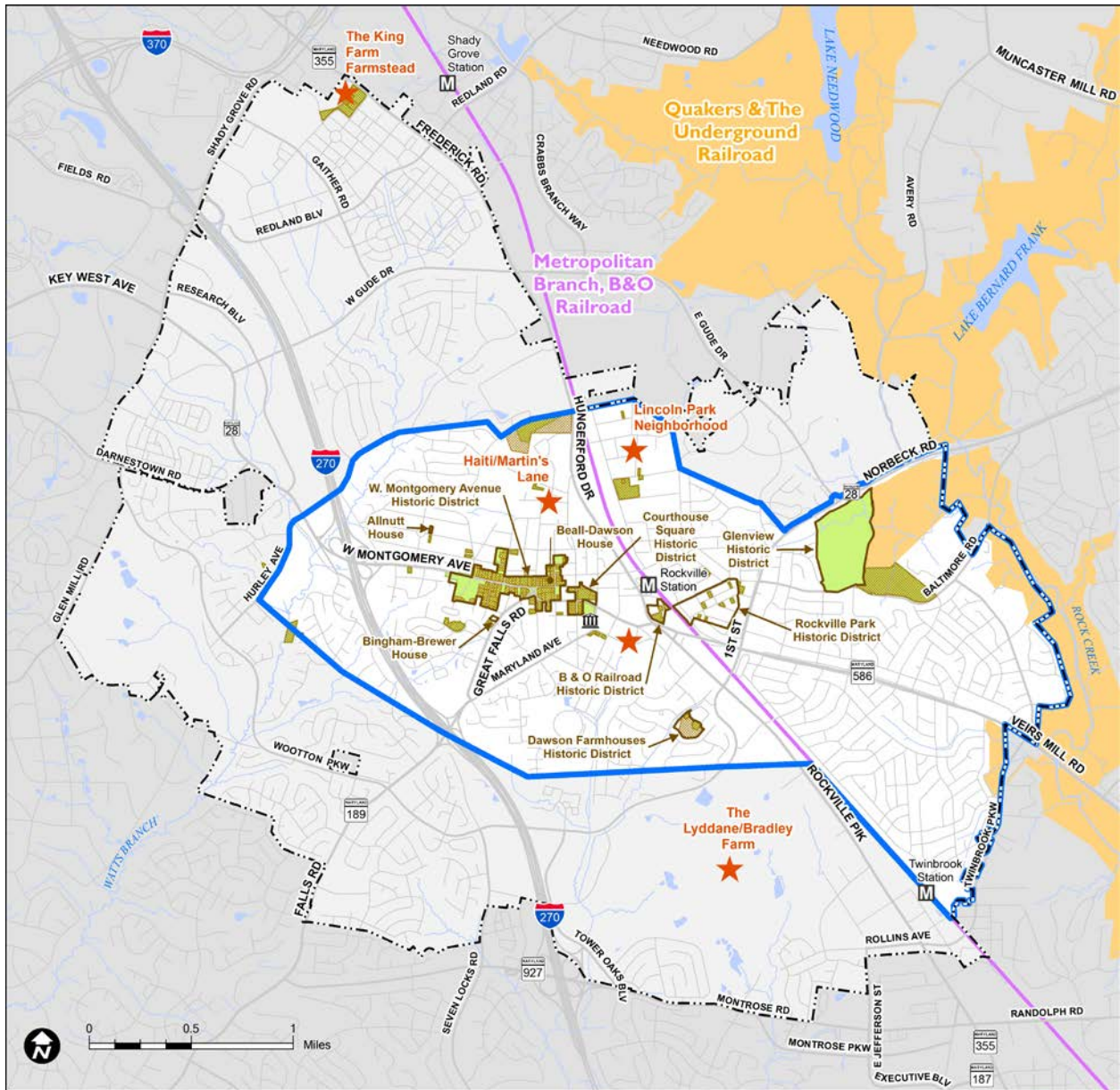
The Certified Heritage Area (CHA) is the encompassing designation for the County program. The MHAA encourages tight boundaries, although non-contiguous sites can be included. The boundaries should include resources that represent the themes of the Heritage Area. Within the CHA, private property owners may qualify for the Sustainable Communities Rehabilitation Tax Credit if their property is listed, or is eligible for listing in the National Register of Historic Places. Non-profits and local jurisdictions may apply for grants to fund exhibits and products to further the educational and recreational objectives of the CHA (non-capital grants)

The MHAA recently made a programmatic decision to replace the Target Investment Zone (TIZ) concept with Target Investment [TI] projects. These priority projects are outlined below on page 14 [See also Appendix B: Proposed Projects]. Capital grants are available to local jurisdictions for acquisition, development, preservation, and restoration (up to 50% of a project) for the TI projects, which may be located anywhere in the CHA. An applicant can provide 25% of their grant match “in kind.”

Proposed Boundaries for Rockville’s Heritage Area

The proposed CHA boundary [see Map 4], which includes the largest concentration of Rockville’s heritage resources, is largely based on the City’s boundary after the mass annexation of 1949. This boundary includes the historic commercial downtown area, with surrounding residential neighborhoods, including properties from the late 18th century to the mid-20th century. In the mid-20th century, Rockville was still a small town, with a population under 7,000. By 1960, the population had jumped to 26,090. Rockville now stands as the state’s third largest city, with over 61,000 people.

The proposed CHA boundaries include the largest concentration of the City’s historic resources: locally designated; National Register-listed, and National Register-eligible, Historic District resources; and buildings with future local designation potential included in the 2011 *Historic Buildings Catalog*. This CHA will concentrate efforts to promote tourism and education to that part of the city with the greatest concentration of heritage resources. With a slight modification of the 1949 city limits, the proposed CHA provides ready access to identified greenways along both the east and west sides of the city (Watts Branch and Rock Creek), as well as major public historical parks (Dawson Farm Park and Glenview Farm within the Rockville Civic Center).



Source: City of Rockville GIS, 2013; Montgomery County Heritage Area Management Plan (2002)



Legend

-  Rockville City Hall
-  City of Rockville Municipal Boundary
-  City of Rockville Certified Heritage Area (CHA)
-  City of Rockville National Register Properties
-  City of Rockville National Register Eligible Sites
-  City of Rockville Designated Local Historic Districts
-  City of Rockville Historic Catalog properties

MAP 4: Proposed Rockville Certified Heritage Area

This CHA will provide opportunities to elaborate on the transportation theme, moving from commuter rail to the automobile. Vital neighborhoods within the boundaries of the 1949 mass annexation, and previously outside of the city limits, include National Register-listed Rockville Park, National Register-eligible Lincoln Park, and Levittown-modeled Twinbrook, all of which offer opportunities for new heritage education programming. A few non-contiguous, but historically significant sites are appended to the CHA because of their historic significance and potential for future interpretive programming.

The Heritage Area program promotes amenities that serve heritage travelers, such as restaurants and hotels. The City of Rockville supports on-going efforts to revitalize the central business district, and led efforts to redevelop the Town Center in the central core. Rockville was the second jurisdiction in Maryland to use federal Urban Renewal funding to demolish most of its historic town center. Redevelopment efforts in the 1960s and 1970s were unsuccessful, while the most recent design follows the New Urbanism model and has been successful in attracting residents, businesses and visitors.



Town Square



4 Courthouse Square

The Town Center area includes several significant historic resources, and is the focus of city and county government. Redevelopment aims to recapture the Town Center’s historic role as the City’s iconic center for retail and entertainment. This area also retains proximity to the greatest percentage of heritage neighborhoods and facilities to the east and west. The existing mixed-use redevelopment offers tourist amenities such as restaurants, shops, arts facilities, and the public library. Future development proposes a hotel. These existing, and proposed, amenities will support the heritage tourism activities drawn to Montgomery County and Rockville’s adjacent heritage sites.

Several non-contiguous heritage sites are proposed for inclusion in the CHA in anticipation of future activities and development compatible with the Heritage Area goals: public programming at King Farm Farmstead Park; providing complete ADA accommodation at Glenview Mansion and at the Rockville Civic Center; providing archaeological research along

Avery Road as it relates to Glenview Farm’s African-American heritage; and public programming in the Rock Creek and Watts Branch greenways. [see Appendix B].



King Farm



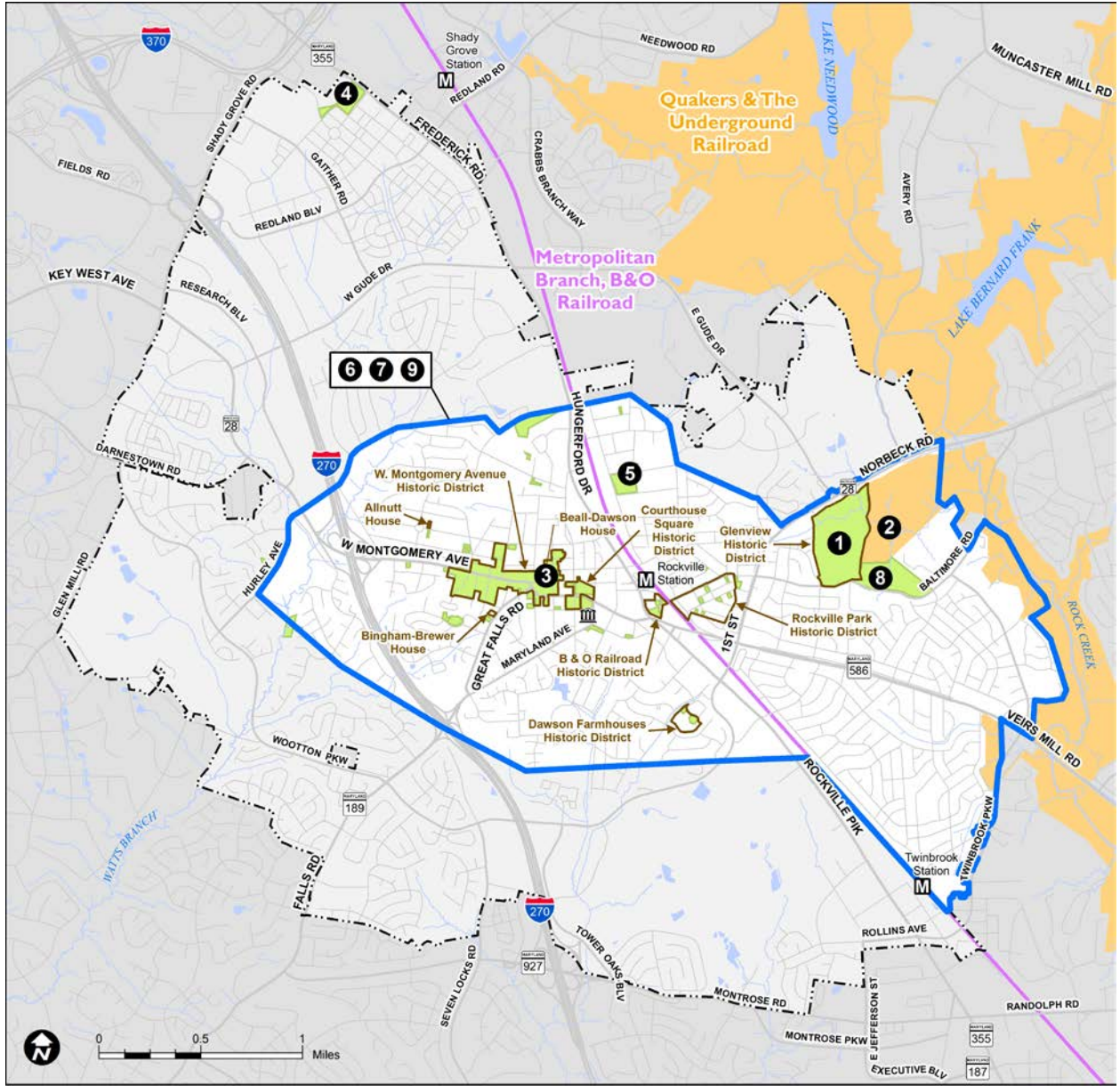
Wootton’s Mill site

Proposed Target Investment [Ti] Projects For Rockville's Heritage Area

The Proposed Target Investment projects are the highest priority for the City and our partners. Implementation is proposed between two and five years, and will depend on funding. The opportunity for state assistance through the Heritage Area program is an incentive for project programming.

Proposed Projects [see Map 5]:

- 1) Improvements at the Rockville Civic Center**
 - a. ADA Parking at Glenview (\$559,600), F. Scott Fitzgerald Theatre (\$403,000)**
 - b. Sidewalks and paths at Rockville Civic Center (\$428,000)**
 - c. Park entrance signage (\$100,000)**
 - d. Glenview Mansion fire escape replacement (\$220,000)**
- 2) Hayes Forest Preserve Trail System (\$60,000)**
 - a. Increase recreational use; improve linkage to Rock Creek greenway; future archaeological research and interpretation (DPW, R&P, CPDS)**
- 3) Beall-Dawson House upkeep (brick repointing)**
 - a. Continue to provide city maintenance of 19th century property**
- 4) King Farm Farmstead infrastructure and renovation**
 - a. Support continued use of historic buildings (R&P)**
- 5) Rosenwald School, Lincoln HS (\$40,000)**
 - a. Prepare Historic Structures Report (history, existing conditions, rehabilitation strategy)**
- 6) Streetscape improvements at designated and NR sites (\$185,000)**
 - a. Enhance site identification with brick sidewalks (2,359 LF) (DPW, CPDS)**
- 7) Unified signage/wayfinding for heritage sites**
 - a. Enhance visitor experience (CPDS)**
- 8) Rockville Cemetery**
 - a. Reconstruct historic upper roads (\$220,000)**
 - b. Renovate caretakers house (\$40,000)**
 - c. Construct maintenance area (\$40,000)**
- 9) Science Center/Museum**
 - a. Promote science education/visitor destination (R&P)**



Source: City of Rockville GIS, 2013; Montgomery County Heritage Area Management Plan (2002)



Legend

- Rockville City Hall
- City of Rockville Municipal Boundary
- City of Rockville Certified Heritage Area (CHA)
- City of Rockville National Register Properties
- City of Rockville Designated Local Historic Districts

MAP 5: Proposed Target Investment Projects

IV. Town Character in the Heritage Tourism Context

The City of Rockville CHA offers visitors an opportunity to experience late 19th and early 20th century small town Maryland with a walk through the neighborhoods surrounding the Town Center. In general, the City has used annexation to grow, protecting the architectural record by leaving older neighborhoods intact. Although the urban renewal experiment was largely unsuccessful, and resulted in the demolition of much of the original downtown, several notable historic resources do remain, including the two Courthouses, the Old Post Office. Today, the downtown focus has been re-established with the development of Town Square.

The alignment of the Metropolitan Branch of the B&O Railroad, with heritage resources on either side, is now used by Metrorail and remains a linear element within the city. The city's earliest neighborhood (see 1803 plat, above p. 6) is preserved within the West Montgomery Avenue Historic District and is part of the historic core. Through a combination of local historic designation and listing in the National Register of Historic Places, the concentration of protected resources has been expanded to include 19th and early 20th century neighborhoods west and east of the commercial Town Center. Through zoning, the character of these historic neighborhoods is protected by the imposition of height limitations for new construction adjacent to the historic areas, and by directing increased density to areas such as the middle of Rockville Town Center, along Rockville Pike, and adjacent to Metro stations.

Current zoning provides an incentive to preserve and reuse the historic structures by allowing a range of compatible uses such as offices in the historic residences adjacent to the commercial downtown. The result is that Rockville's historic neighborhoods provide good examples of the late 19th - early 20th century streetscape within walking distance of the modern commercial and governmental center. This late 19th century-early 20th century historic core of Rockville is further protected by a ring of mid-20th century suburban development.



19th century designated resource



20th century non-designated resource

The 483 acres that comprise the Town Center area lie at the center of the proposed CHA, and contain heritage sites, redeveloped property and redevelopment sites. This central commercial district is within walking distance of the Rockville Metro stop and a Zip Car location. Recent

major redevelopment has occurred along the west side of the railroad line, while a small-scale community-oriented commercial/industrial district along the east side of the tracks steps commercial activity down to the residential scale. Some parts of Town Center await redevelopment, which will emphasize a smaller street grid to facilitate pedestrian activity. Rockville has seen some success with redevelopment and Town Center has attracted companies such as Federal Realty and Foulger Pratt to invest, as well as bring in new restaurants and retail shops.



Dining in Rockville Town Center

The community and the Mayor and Council support a vision of working as a partner in the redevelopment of Town Center. The existing mixed-use development includes the new regional library and the VisArts Center on the Square to encourage an ‘alive after five’ atmosphere, pedestrian-friendliness, and appropriate downtown character. Rockville’s Town Center sits in the middle of Rockville’s heritage resources and serves as a destination for local and regional visitors seeking food, entertainment, arts and library resources.

Interpretive Strategies

City – Support existing city programming in publicly-owned structures that are significant historic resources; develop new educational and recreational opportunities for the public that utilize these and other heritage resources *[see Appendix B for projects]*.

Partners – Enable the private and non-profit sectors to develop educational and recreational programming for the public through direct applications to the MHAA program (*[see Appendix B for projects sponsored by Partners/Stakeholders listed in Appendix C]*)

Urban Design and Preservation Strategies:

- a. Encourage the redevelopment of Town Center with a pedestrian-friendly environment. Promote linkages to heritage sites and distinctive development.
- b. Encourage use of Maryland Sustainable Communities Tax Credit program to preserve heritage resources.
- c. Encourage pedestrian/streetscape linkages in a high quality environment:
 - o Improve pedestrian and bicycle access from Town Center to surrounding neighborhoods
 - o Install attractive and coordinated heritage and wayfinding signage throughout CHA (both interpretive and directional)
 - o Provide interpretive, directional and event signage at Metro stops
 - o Provide streetscape improvements within CHA (special paving, lighting, street furniture)
 - o Improve design of West Montgomery Avenue to reinforce Historic District character and improve the pedestrian environment (paving, lighting, street furniture, signage, plantings).
 - o Improve linkage across the Metro tracks
 - i. Improve connection of Town Center to Lincoln Park and East Rockville (bridges, underpass, signage, lighting)
 - ii. Develop events and programming east of the Metro tracks to utilize National Register-listed and National Register-eligible resources
 - iii. Foster redevelopment of Stonestreet Avenue with mixed use(arts, industrial, commercial)
- d. Renovate National Register-eligible and National Register-listed buildings within the CHA to retain elements of Rockville's history within new development (Art Deco Bank, Lincoln High School).
- e. Provide added incentives for rehabilitation efforts (city historic properties rehabilitation rebates, energy conservation rebates on heritage properties).
- f. Emphasize the range of permitted uses of historic resources (hotel, bed & breakfast, art galleries, restaurants, museums, flower shop, and general retail).

Parking and Local Transportation

- o Town Center metered parking available in garages and on-street
- o Zip Cars
- o Bike Share
- o Buses
- o Taxis
- o Pedi-cabs
- o Well-maintained sidewalks



Bike Share station in Washington, DC

Place-making: The Experience:

In the past decade, Rockville has created a vibrant walkable downtown neighborhood, with mixed-use zoning and a pedestrian-oriented environment. Several National Register-listed properties survived the urban renewal era, and extensive National Register-listed neighborhoods flank the Town Center to the east and west. The potential for listing additional buildings in the Town Center, including Recent Past examples of mid-century Modernism, as well as within residential neighborhoods adjacent to the historic core is reflected in the 2011 publication, the *Historic Buildings Catalog*. The juxtaposition of tourist amenities in Town Center with the adjacent historic neighborhoods provides a unique experience in the county's Heritage Area.



19th century African-African American church and parsonage adjacent to 21st century Town Center

Redevelopment of properties in the immediate Town Center vicinity is anticipated in the near future. This development, which will expand tourist amenities, runs parallel with historic neighborhoods to the east and west. Expansion of the pedestrian-oriented environment will encourage exploration of heritage resources in this vicinity. Future growth in Rockville is envisioned through increased densities along Rockville Pike and at the Twinbrook metro station, all south of the 1873 Rockville station. This growth will likely add public amenities, such as additional hotels, restaurants and shops, and provide the contrasting experience of the historic neighborhoods with the revitalized new development areas.

- a. Provide pedestrian and biking connections from the metro to Town Center and the historic core.
- b. Provide “gateway” experiences at Metro stops, particularly at the Rockville Metro station at Park Road and Stonestreet Avenue in East Rockville.

Linkages - City to County: (web, maps, brochures, signage, social media)

Rockville is in the center of Montgomery County, at the cross-roads of major North-South and East-West roads. There are existing linkages to Montgomery County’s Rock Creek Park greenway, which can be improved and compounded, with additional connections and marketing.

Out-of-town visitors will find necessary facilities, such as hotels and restaurants in Rockville, in close proximity to public transportation. The city will serve as a central point for daytrips to Montgomery County heritage sites, while also providing local heritage neighborhoods and sites for a stroll. The variety and high quality of the dining opportunities in Rockville serve as an attraction for both local residents and out-of-town visitors.

- a. Promote County sites, natural resources, trails, etc. [see Appendix A]
 - o Sugarloaf: promote views and compare to Old Post Office painting
 - o Carl Henn Millenium Bike Trail – tie into heritage resources
 - o Rock Creek Regional Park (via Glenview Farm at Rockville Civic Center Park)
 - o Upper Watts Branch (Luna Leopold)
 - o Identify connections with MD 28 and Falls Road (route to Great Falls)
 - o Tie into C&O Canal experience for hotels, restaurants;
- b. Promote Hotels, Conference centers [see Appendix A]
 - o *Buy Rockville* and *Rockville Rewards* (see <http://buyrockville.org>)
 - o Visitor’s Bureau
 - o Heritage Montgomery
 - o Peerless Rockville
 - o Montgomery County Historical Society
 - o Web site development
 - o Channel 11 programming

Development Strategies

- a. Encourage use of state and federal tax credits for rehabilitation of historic buildings identified in the *Historic Buildings Catalog*, National Register-listed and National Register-eligible, and encourage their inclusion into new development.
- b. Target Investment projects for Rockville CHA (see above, p.18).

Return on Investment/ Economic Performance Indicators: (see State's performance measures)

- Measurements identified in MCHA-MP, and with 2012 update (Strategic Plan).
- Quality of Life (pp57): Accessibility, walkability, variety of offerings and environment

Appendix A: Rockville Heritage Area Resource Inventory (historic, cultural, environmental, *Historic Buildings Catalog 2011*)

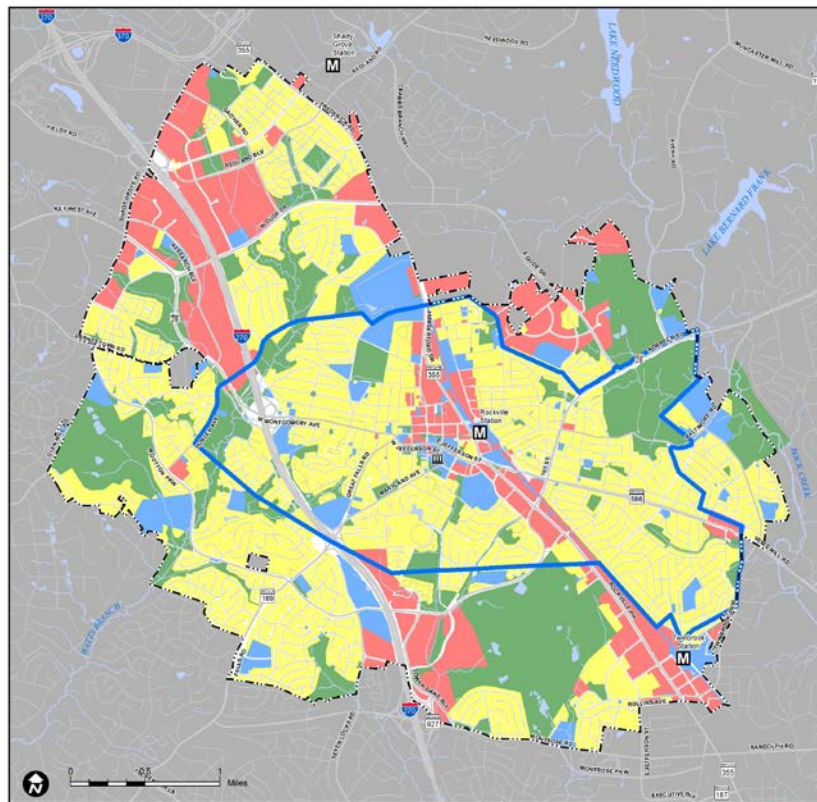
Appendix B: Proposed projects

Appendix C: Stakeholders

Appendix D: Cultural Arts and Entertainment Plan

**APPENDIX A:
Rockville Heritage Area Historical, Cultural, Natural Resources Inventory ***

	Citywide	CHA
Population:	61,209	26,500
City Land Area:	8,674 acres	2,875 acres
City Parkland:	1,056 acres	_____
Residential:	25,200 units	9,600 units
Commercial:	22,654,500 sf	6,196,400 sf
# buildings:	15,600	7,700



Source: City of Rockville GIS, 2012; Land uses derived from State of Maryland Department of Assessment and Taxation assessed land use categories, March 2012.

- Legend**
- City Hall
 - Metro Stations
 - City of Rockville Municipal Boundary
 - Proposed City of Rockville Certified Heritage Area (CHA)
 - Residential land uses
 - Parks and Open Space land uses
 - Public and Institutional land uses
 - Commercial and Industrial land uses

* Based on 2010 Census figures

HERITAGE ORGANIZATIONS

Peerless Rockville
 Montgomery County Historical Society
 Lincoln Park Historical Foundation
 MNCPPC-MC Historic Preservation Section
 Montgomery Preservation, Inc.

HERITAGE PROPERTIES [See above, page 13 Map 3]

Rockville Inventory of locally Designated and National Register of Historic Places-listed [The asterisk * denotes National Register listing]

Individual Historic Properties	Address	Inventory	Date Designated	Type
Wilt/Barnsley House	100 Lynch St.	M: 26/7/8	2007	Residential
Grossman Brothers' House	104 Lynch St.	M: 26/7/09	2007	Residential
Steinberg House	110 S. Adams St.	M: 26/10/82	2003	Residential
Spates Bungalow	115 Park Road	M: 26/12/05	2003	Commercial
Evans Summer House	117 S. Van Buren St.	M: 26/42	2002	Residential
Judge Delashmutt House	119 Forest Ave.	M: 26/43	2002	Residential
Rockville Cemetery	1350 Baltimore Rd.	M: 26/18/01	2002	Institutional
Tyler House	149 S. Adams St.	M: 26/22/02	2007	Residential
Haiti Cemetery	205 Martin's Ln.	M: 26/16/05	2002	Institutional
Ross/Powell/Crutchfield House	22 Martin's Ln.	M: 26/16/01	2003	Residential
Letha E. Payton House	224 Elizabeth Ave.		2009	Residential
Carey and Hattie Kingdon House*	300 Reading Ave.	M: 26/13/15	2002	Residential
Cook-Waters-Lewis House	302 Lincoln Ave.	M: 26/15/02	2006	Residential
Reuben Hill House	305 Lincoln Ave.	M: 26/15/04	2002	Residential
Rabbitt/Ray House*	315 Baltimore Rd.	M: 26/13/12	2005	Residential
Brewer Summer Residence	315 Great Falls Rd.	M: 26/41	2003	Residential
The Pump House	401 South Horner's Ln.	M: 26/14	2005	Public
Flint Hill Farm/Hurley-Carter House	411 Feather Rock Ct.	M: 26/03	2000	Residential
Fred and Mary Nellinger House*	419 Reading Ave.	M: 26/13/16	2004	Residential
Thompson-Ray House*	503 Baltimore Rd.	M: 26/48	2008	Residential
Howland House	540 Beall Ave.		2011	Residential
Allnutt House*	541 Beall Ave.	M: 26/07/01	1974	Residential
Homewood	550 Reading Ave.	M: 26/13/17	2002	Residential
Lincoln High School	595 N. Stonestreet Ave.	M: 26/15/03	1989	Public
Bessie Hill House (1902)	602 Great Falls Rd.	M: 26/24/2	2010	Residential

Hipsley-Thompson House*	701 Grandin Ave.	M: 26/13/13	2002	Residential
Edmonds Family House*	702 Maple Ave.	M: 26/13/18	2007	Residential
Corrick-Robertson House*	709 Grandin Ave.	M: 26/13/14	2003	Residential
Mrs. Rickett's Cottage	710 W. Montgomery Ave.	M: 26/10/77	2002	Residential
Wootton's Mill Miller's House	8 Camden Ct.	M: 26/05	2000	Residential
Carver High School	850 Hungerford Dr.	M: 26/44	2002	Public
1971 Rockville Library [demolished 2009]	99 Maryland Ave.	M: 26-47	2008	Public
Wootton's Mill	Aintree Drive Watts Branch	M: 26/04	2000	Public
B & O Railroad Historic District*			1974	
B&O Railroad Station	98 Church St.	M: 26/12/01		Commercial
Wire Hardware	22 Baltimore Rd.	M: 26/12/03		Commercial
St. Mary's Church and Cemetery	520 Veirs Mill Rd.	M: 26/12/00		Institutional
Courthouse Square Historic District*			1979	
1891 Courthouse	29 Courthouse Sq.	M: 26/11		Public
1931 Courthouse	27 Courthouse Sq.	M: 26/11		Public
Confederate Soldier	29 Courthouse Sq.			Public
Old Post Office	2 W. Montgomery Ave.	M: 26/11/02		Public
Dawson Farmhouses*			1983	
1874 Farmhouse	1080 Copperstone Ct.	M: 26/19/00		Residential
1912 Farmhouse	1070 Copperstone Ct.	M: 26/19/00		Residential
Glenview Farm Historic District*			2011	
Glenview Mansion	603 Edmonston Drive	M: 26/17		Public
Glenview Cottage (doll house)	603 Emonston Drive			Public
F. Scott Fitzgerald Theater	603 Edmonston Drive			Public
Croydon Creek Nature Center	852 Avery Road			Public
Rec-Services Buildings	860 Avery Road			Public
Rose Hill Farm Historic District			2000/2003	
Rose Hill Farm and Mansion	215 Autumn Wind Way	M: 26/08-01	2000	Residential
Rose Hill Farm Barn and Milk House	127 Bullard Circle	M: 26/08-02	2003	Residential
South Washington Street Historic District*			1974	
Porter Ward House	100 S. Washington St.	M: 26/11/03		Commercial
Lamar House	101 S. Washington St.	M: 26/11/05		Commercial
Anderson House	104 S. Washington St.	M: 26/11/09		Commercial

Greene House	105 S. Washington St.	M: 26/11/08		Commercial
Abert House/The Rectory	107 S. Washington St.	M: 26/11/07		Institutional
Warner House	108 S. Washington St.	M: 26/11/10		Commercial
Christ Episcopal Church	109 S. Washington St.	M: 26/11/11		Institutional
Dr. Linthicum House	110 S. Washington St.	M: 26/11/04		Commercial
W. Montgomery Historic District*				1974
Judge Anderson's House	39 W. Montgomery Ave.	M: 26/10/17		Commercial
Bombay Bistro, etc.	90-98 W. Montgomery Ave.	N/A		Commercial
Rebecca Veirs House	100 W. Montgomery Ave.	M: 26/10/19		Residential
Beall-Dawson House	103 W. Montgomery Ave.	M: 26/10/01		Institutional
Dr. E. E. Stonestreet's Office	103 W. Montgomery Ave.	M: 26/10/01		Institutional
Rockville Methodist Church	110-112 W. Montgomery Ave.	M: 26/10/70		Institutional
Montgomery County Historical Society	111 W. Montgomery Ave.			Institutional
Montgomery County Historical Society	113 W. Montgomery Ave.			Residential
Edwin West/Daisy Magruder House	114 W. Montgomery Ave.	M: 26/10/08		Institutional
Stokes House	115 W. Montgomery Ave.	M: 26/10/26		Residential
Lowry Villa	117 W. Montgomery Ave.	M: 26/10/27		Residential
Wagner House	201 W. Montgomery Ave.	M: 26/10/41		Residential
Wagman House	203 W. Montgomery Ave.	M: 26/10/29		Residential
Sonner House	205 W. Montgomery Ave.	M: 26/10/42		Residential
Speare House	208 W. Montgomery Ave.	M: 26/10/06		Residential
The Judge's Chambers	212 W. Montgomery Ave.	M: 26/10/43		Residential
214 W. Montgomery	214 W. Montgomery Ave.	M: 26/10/71		Residential
Rockville Presbyterian Church	207-215 W. Montgomery Ave.	M: 26/10/72		Institutional
Honarkar Residence (built 1987)	216 W. Montgomery Ave.	N/A		Residential
The Annex/King House	217 W. Montgomery Ave.	M: 26/10/44		Residential
Daniel F. Owens House	218 W. Montgomery Ave.	M: 26/10/05		Residential
Williams Farmhouse	222 W. Montgomery Ave.	M: 26/10/37		Residential
Old Episcopal Rectory	223 W. Montgomery Ave.	M: 26/10/45		Residential
Morrow House	227 W. Montgomery Ave.	M: 26/10/30		Residential
Miss Lucy Simpson's/ Rockville Institute	229 W. Montgomery Ave.	M: 26/10/46		Residential
Pumphrey's Funeral Home	300 W. Montgomery Ave.	M: 26/10/35		Commercial
Welsh's Folly	301 W. Montgomery Ave.	M: 26/10/47		Residential
Vacant Lot (Pumphrey's Funeral Home)	304 W. Montgomery Ave.			Residential
Johnston House	307 W. Montgomery Ave.	M: 26/10/73		Residential
Rosenberger House	310 W. Montgomery Ave.	M: 26/10/48		Residential

Chabad House	311 W. Montgomery Ave.	M: 26/10/74		Residential
314 W. Montgomery	314 W. Montgomery Ave.	M: 26/10/49		Residential
Allen/Prettyman House	318 W. Montgomery Ave.	M: 26/10/50		Residential
Duncan House	400 W. Montgomery Ave.	M: 26/10/51		Residential
Jones/Kelly House	401 W. Montgomery Ave.	M: 26/10/52		Residential
Stimek-Deighton House	402 W. Montgomery Ave.	M: 26/10/75		Residential
McDonald/Gilchrist House	405 W. Montgomery Ave.	M: 26/10/53		Residential
Veirs/England/Ward Villa	409 W. Montgomery Ave.	M: 26/10/54		Residential
Conklin House	411 W. Montgomery Ave.	M: 26/10/55		Residential
415 W. Montgomery	415 W. Montgomery Ave.	M: 26/10/76		Residential
House (1997)	417 W. Montgomery Ave.	N/A		Residential
Braunberg House	419 W. Montgomery Ave.	M: 26/07/03		Residential
Chestnut Lodge Adm./Hotel building [Destroyed by fire 2009]	500 W. Montgomery Ave.	M: 26/10/04	2002	Residential
Little Lodge w/ Stable and Ice House at Chestnut Lodge	3 Bullard Circle		2002	Residential
Thirty Oaks (Buckingham) (2004)	522 W. Montgomery Ave.	N/A	2002	Residential
Thirty Oaks (Buckingham) (2004)	524 W. Montgomery Ave.	N/A	2002	Residential
Thirty Oaks (Buckingham) (2004)	528 W. Montgomery Ave.	N/A	2002	Residential
Old Baptist Cemetery	115 W. Jefferson St.	M: 26/10/54		Institutional
Former Rockville Christian Church	101 W. Jefferson St.	M: 26/10/22		Commercial
Prettyman House	104 W. Jefferson St.	M: 26/10/03		Residential
Cooke Luckett House	107 W. Jefferson St.	M: 26/10/23		Commercial
Methodist Parsonage	111 W. Jefferson St.	M: 26/10/24		Institutional
Sophia Higgins House	200 W. Jefferson St.	M: 26/10/38		Residential
Cottage on Quality Hill	10 S. Adams St.	M: 26/10/69		Commercial
Jerkinhead Cottage	12 S. Adams St.	M: 26/10/21		Commercial
Bessie Lyddane House	14 S. Adams St.	M: 26/10/20		Commercial
Rockville Academy	103 S. Adams St.	M: 26/10/02		Commercial
Jenkins/Miller/McFarland House	5 N. Adams St.	M: 26/10/16		Commercial
Old Baptist Parsonage	9 N. Adams St.	M: 26/10/15		Commercial
Robb/Higgins/Ward House	101 N. Adams St.	M: 26/10/14		Commercial
Robert Peter House	102 N. Adams St.	M: 26/10/80		Residential
Office Building (built 1985)	103 N. Adams St.	N/A		Commercial
Jones/Peter/Muth House	106 N. Adams St.	M: 26/10/13		Residential
Grahame House	107 N. Adams St.	M: 26/10/10		Commercial
House at Wood Lane	108 N. Adams St.	M: 26/10/12		Residential
Darby House	109 N. Adams St.	M: 26/10/11		Commercial
Charles Brewer House	309 Potomac St.	M: 26/10/87		Residential
Jerusalem-Mt. Pleasant United Methodist Church Parsonage	17 Wood Ln.	M: 26/10/40		Institutional

Jerusalem-Mt. Pleasant United Methodist Episcopal Church	21 Wood Ln.	M: 26/10/39		Institutional
Adams Law Center (built 1985)	25 Wood Ln.	N/A		Commercial
Adams Law Center (built 1985)	27 Wood Ln.	N/A		Commercial
Adams Law Center (built 1985)	29 Wood Ln.	N/A		Commercial
Adams Law Center (built 1985)	31 Wood Ln.	N/A		Commercial
House (built 1995)	301 Anderson Ave.	N/A		Residential
House (built 1995)	303 Anderson Ave.	N/A		Residential
House (built 1993)	314 Beall Ave.	N/A		Residential
House (built 1993)	316 Beall Ave.	N/A		Residential
House (built 1989)	12 Forest Ave.	N/A		Residential
Dawson-Thomas House	14 Forest Ave.	M: 26/10/89		Residential
Henderson-Saunders House	18 Forest Ave.	M: 26/10/89		Residential
Talbott/Abbe House	100 Forest Ave.	M: 26/10/31		Residential
Ebrahimi House (built 1995)	106 Forest Ave.	N/A		Residential
Edwin Smith House	108 Forest Ave.	M: 26/10/57		Residential
Old Presbyterian Manse	112 Forest Ave.	M: 26/10/58		Residential
Greene House	11 Laird St.	M: 26/07/02		Residential
Akhlaghi House (built 2001)	6 Thomas St.	N/A		Residential
Chinn House	8 Thomas St.	M: 26/10/88		Residential
Dr. Willson Cottage	10 Thomas St.			Residential
Craig House	16 Thomas St.	M: 26/10/61		Residential
Frieda's Cottage at Chestnut Lodge (Dr. Fromm-Reichmann)	19 Thomas St.	M: 26/10/32		Residential
Almoney House	105 S. Van Buren St.	M: 26/10/09		Residential
Wire/Vitol House	11 Wall St.	M: 26/10/83		Residential
England House	12 Wall St.	M: 26/10/84		Residential
Thompson House	15 Wall St.	M: 26/10/85		Residential
Gude Cottage	16 Wall St.	M: 26/10/62		Residential
Garrett Cottage	19 Wall St.	M: 26/10/63		Residential
Green/Headley/Lai House	21 Wall St.	M: 26/10/64		Residential
Wootton Bungalow	22 Wall St.	M: 26/10/86		Residential
Kilgour/"Cinderella" House	25 Wall St.	M: 26/10/33		Residential
Yearley/Conway House	26 Wall St.	M: 26/10/34		Residential
King Farm Farmstead Park Historic District				
				2006
Main House #10	16100 Frederick Rd.			Public
Garage with attached Meat House #9	16100 Frederick Rd.			
Farm Workers House #8	16100 Frederick Rd.			
Farm Workers House #7	16100 Frederick Rd.			

Dairy Barn Complex #6	16100 Frederick Rd.			
Horse Barn #5	16100 Frederick Rd.			
Hay-Drying Shed #2	1101 Grand Champion Dr.			
Rockville Heights Historic District				
			2008	
Warfield House	101 Fleet St.			Public
Warfield House	103 Fleet St.			Public
Warfield House	105 Fleet St.			Public
Warfield House	107 Fleet St.			Public
The Clifford Robertson House	150 Maryland Ave.			Public
National Register Listings not locally designated				
Bingham-Brewer House	307 Great Falls Rd.		1980	Residential
Jacquelin Trells Williams Park	Rockville Academy grounds		1974	Public
Art Deco/First National Bank of MD	4 Courthouse Sq.		1986	Commercial
Dawson Farm Park	Ritchie Pkwy/Copperstone Ct.		1985	Public
Rockville Park National Register Historic District			2011	
<i>Contributing (C) and Non-contributing (NC)</i>			<i>[C/NC]</i>	
Mayor And Council Of Rockville	201 Baltimore Rd		NC	Park
	205 Reading Ave		C	Residential
	206 Reading Ave		C	Residential
	207 Baltimore Rd		C	Residential
	209 Baltimore Rd		NC	Residential
	212 Reading Ave		C	Residential
	213 Baltimore Rd		C	Residential
	300 Reading Ave		C	Residential
	301 Baltimore Rd		C	Residential
	303 Baltimore Rd		NC	Residential
	304 Reading Ave		C	Residential
	305 Baltimore Rd		C	Residential
	305 Reading Ave		C	Residential
	306 Reading Ave		C	Residential
	307 Baltimore Rd		C	Residential
	310 Reading Ave		C	Residential
	312 Reading Ave		NC	Residential
	315 Baltimore Rd		C	Residential
	400 Reading Ave		C	Residential

	401 Baltimore Rd		C	Residential
	402 Joseph St		NC	Residential
	403 Baltimore Rd		C	Residential
	404 Joseph St		NC	Residential
	404 Reading Ave		C	Residential
	405 Baltimore Rd		C	Residential
	405 Reading Ave		NC	Residential
	406 Reading Ave		C	Residential
	407 Baltimore Rd		C	Residential
	408 Reading Ave		C	Residential
	409 1/2 Baltimore Rd		C	Residential
	409 Baltimore Rd		NC	Residential
	409 Reading Ave		NC	Residential
	410 Reading Ave		C	Residential
	411 Baltimore Rd		C	Residential
	413 Reading Ave		C	Residential
	419 Reading Ave		C	Residential
	420 Reading Ave		C	Residential
	421 Reading Ave		NC	Residential
	422 Reading Ave		NC	Residential
	426 Reading Ave		NC	Residential
	428 Reading Ave		NC	Residential
	501 Baltimore Rd		C	Residential
	503 Baltimore Rd		C	Residential
	505 Baltimore Rd		C	Residential
	511 Baltimore Rd		C	Residential
	513 Baltimore Rd		C	Residential
	601 Grandin Ave		NC	Residential
Montgomery County Humane Society Inc	601 S Stonestreet Ave		NC	Commercial
	602 Grandin Ave		NC	Residential
	603 Grandin Ave		NC	Residential
	605 Grandin Ave		NC	Residential
	606 S Stonestreet Ave		NC	Residential
	615 S Stonestreet Ave		NC	Residential
	700 Grandin Ave		C	Residential
	701 Grandin Ave		C	Residential
	702 Grandin Ave		NC	Residential
	702 Maple Ave		C	Residential
	703 Maple Ave		C	Residential

	705 Grandin Ave		NC	Residential
	707 Grandin Ave		C	Residential
	707 Maple Ave		C	Residential
	709 Grandin Ave		C	Residential
	711 Grandin Ave		C	Residential
	712 Maple Ave		C	Residential
	713 Grandin Ave		C	Residential
	713 Maple Ave		C	Residential
	715 Grandin Ave		C	Residential
	717 Grandin Ave		C	Residential
	717 Maple Ave		C	Residential
	718 Maple Ave		C	Residential
	719 Grandin Ave		C	Residential
	719 Maple Ave		C	Residential
	720 Maple Ave		C	Residential
	721 Grandin Ave		C	Residential
	721 Maple Ave		C	Residential
	722 Grandin Ave		C	Residential
	723 Grandin Ave		NC	Residential
	723 Maple Ave		C	Residential
	724 Grandin Ave		C	Residential
	725 Grandin Ave		NC	Residential
	726 Grandin Ave		C	Residential
	727 Grandin Ave		NC	Residential
	728 Grandin Ave		C	Residential
	729 Grandin Ave		NC	Residential
	730 Grandin Ave		NC	Residential
	731 Grandin Ave		NC	Residential
	732 Grandin Ave		C	Residential
Mayor And Council Of Rockville	Grandin Ave			Park
Mayor And Council Of Rockville	Grandin Ave			Park
Potomac Electric Power Co	S Stonestreet Ave			Commercial



19th century Rockville resident



Carver High School for African-American students (1951)

Montgomery County Heritage Area themes:

1) Quakers/Underground Railroad

This theme focuses on the “narrative of freedom seekers (MCHAMP p.15), and will be explored comprehensively in Rockville to include the Underground Railroad activities before and during the Civil War; and, the African-American experience after the Civil War and during segregation.

Tour brochures: “The Underground Railroad: Rockville People and Place,” and “Women Who Dared” (Peerless Rockville)

Video and brochure: “Life in a War Zone; Montgomery County in the Civil War” (Heritage Montgomery)

African-American Heritage: both before and after the Civil War

Civil War Trails brochures and plaques

Haiti and Lincoln Park

2) Agricultural Cluster *[see map 6]*

This theme focuses on the rich agricultural heritage of the County. Examples in the City will be used to, in particular, engage the local population through interpretive programs.

Dawson Farm Park (19th and 20th century) – Truck and commodity farming, architecture

King Farm (19-20th century) – Dairy farming

Rose Hill Mansion and Barn – Small scale dairy, grape arbor

Glenview Farm (20th century) – Country estate and gardens, architecture

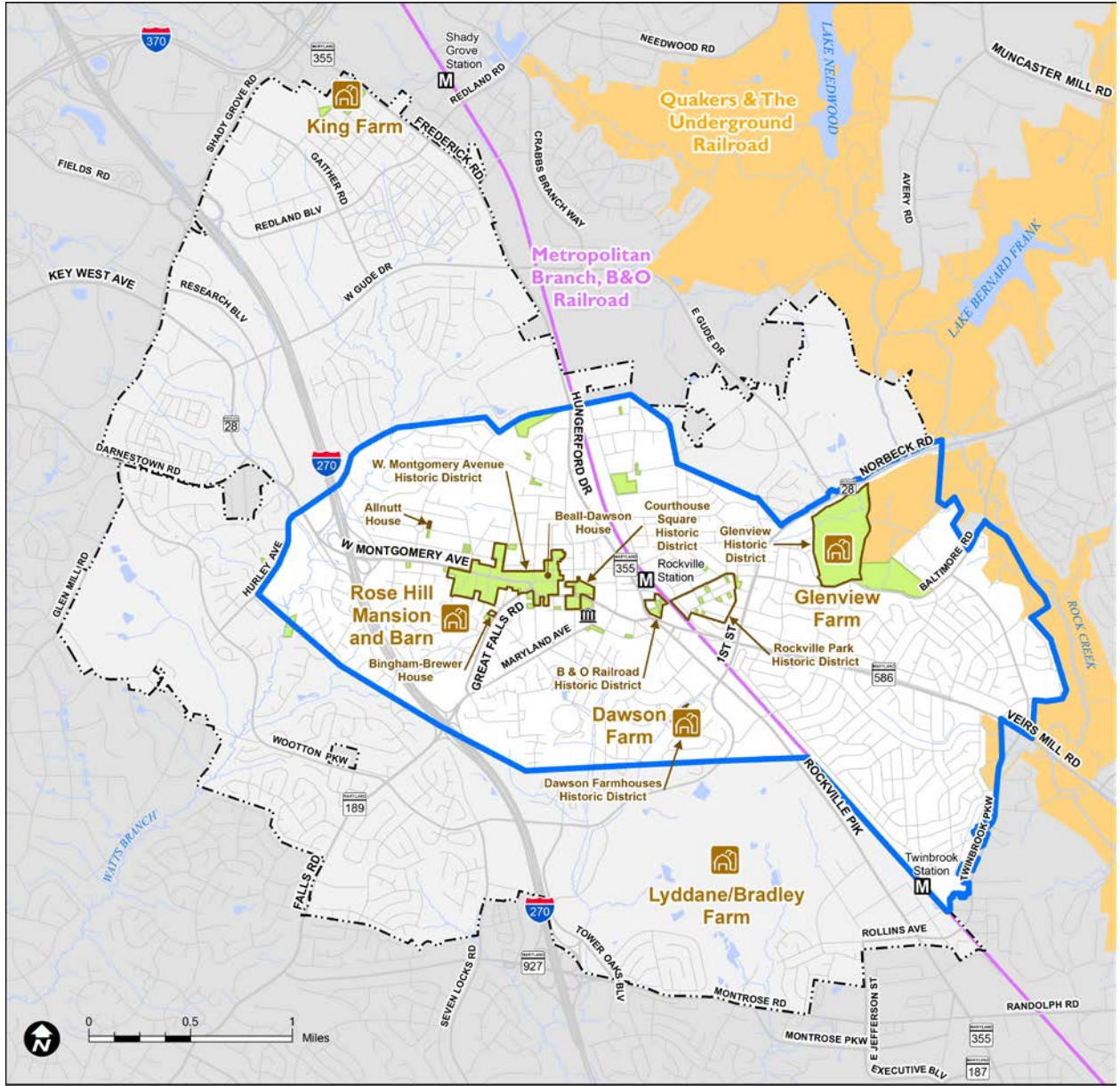
3) Technological Innovation Cluster (19th and 20th century)

This theme focuses on transportation heritage and related community development (see p. 12 of Montgomery County's *Heritage Area Management Plan*). Heritage resources associated with the development of the Metropolitan Branch of the B&O Railroad, as well as the new communities associated with the private automobile will be interpreted.

Metropolitan Branch of the B&O: Railroad Station and Depot, Wire Hardware; residential neighborhoods (West End, East Rockville, Lincoln Park)

Walking tours: Explore Rockville (highlights the town as it existed from 1801 to 1850), Women Who Dared, Historic and Architectural Guide to the Rockville Pike, F. Scott Fitzgerald's Rockville: Rockville in the 1920s, A Walking Guide to Peerless Rockville, Rockville Cemetery

Automobile era (Recent Past resources): Twinbrook, New Mark Commons, Woodley Gardens (see *Rockville's Recent Past* by Teresa B. Lachin (2012))



Source: City of Rockville GIS, 2013; Montgomery County Heritage Area Management Plan (2002)



Legend

- Rockville City Hall
- City of Rockville Municipal Boundary
- City of Rockville Certified Heritage Area (CHA)
- City of Rockville National Register Properties
- City of Rockville Designated Local Historic Districts

MAP 6: Agricultural Theme – Rockville farm properties

TRANSPORTATION

Air: BWI link through ICC; Reagan National link through metro; Dulles link through 270/495
Rail: Metro/Amtrak/Marc
Bus: Ride On, Metro, Bus Rapid Transit
Zip Cars: on-street rentals
Bike share: on-street rentals

LODGING

Hotels: See Montgomery County Visitors Bureau

Bed and Breakfasts: *[Permitted in Residential Zones]*

LINKAGES

Greenways -
Rock Creek
Watts Branch
Millenium Trail

HISTORIC WALKING, CYCLING, DRIVING TOURS

Bike Tours: Peerless Rockville Bicycle tours of Historic Rockville (four different routes)
City bike routes
African-American Walking Tour Brochure; African-American Heritage Walking tours: Lincoln
Park Historical Foundation
Rockville Cemetery: Rockville Cemetery Association

HISTORICALLY SIGNIFICANT ROADS

Great Falls Road
Darnestown Road
West Montgomery Ave
Avery Road
Baltimore Road
Broadwood Drive
The Rockville Pike

PARKS AND GARDENS

Glenview Mansion and Formal Gardens at Rockville Civic Center Park
Rockville Civic Center Park and John G. Hayes Forest Preserve
Rock Creek Regional Park [links to Glenview, identify links to City]

ATTRACTIONS AND EVENTS

F. Scott Fitzgerald Literary Conference (Sept)
Hometown Holidays festival (May)
Memorial Day Parade (May)
Independence Day Celebration (Oct)
Antique and Classic Car Show
Croydon Creek Nature Center
Happy Birthday Montgomery County, at Montgomery County Historical Society (Sept)
Holiday Open Houses at Glenview Mansion at the Rockville Civic Center (Dec)

Glenview Mansion Art Gallery – monthly exhibitions
Heritage Days, at multiple sites (June)
Lincoln Park Anniversary and Community Day (June)
King Farm Farmstead Park – picnic shelter
Town Center seasonal events: summer concerts and movies; winter ice skating;
Uncorked Rockville wine festival; Rockville rotary Twilight Runfest (July)
Rockville Farmers Market (May – Oct)

MUSEUMS

Beall-Dawson House
Latvian Museum
Red Brick Courthouse (Peerless Rockville research library and collections)

PERFORMANCE CENTERS AND THEATERS [See Appendix E: Arts and Entertainment Plan]

F. Scott Fitzgerald Theatre
Robert E. Parilla Performing Arts Center at Montgomery College, Rockville Campus

FARMS PARTICIPATING IN THE MONTGOMERY COUNTY FARM TOUR

King Farm Farmstead [future exhibits]

OTHER UNIQUE FACILITIES

Red Brick Courthouse
Montgomery County Historical Society Museum and Research Library
Metropolitan Center for the Visual Arts (VisArts) - gallery, craft studios, classes for all ages,
Roof Top Event (rental space)
Glenview Mansion at Rockville Civic Center Park (available for rental) (special events)



Glenview Mansion



Red Brick Courthouse

APPENDIX B: Proposed Projects

[See Interpretation and Education Strategies for project ideas, p.28 of MCHAMP]

[Identify funding need: capital (up to \$100,000), non-capital (up to \$50,000); Bonding Authority (\$5,000,000 minimum)]

Grant application sites: *Maryland Heritage Area Authority*
 Montgomery County Heritage Area
 Preserve America
 National Park Service
 Maryland Historical Trust/Certified Local Government

Non-Capital Projects

Festivals

Heritage Days as a yearly event: devise program out x# years
 (Multi-year programming to highlight historic districts w/community and business support - local street festival, with heritage programming)
Home Town Holidays participation/Other City events/holidays
King Farm Farmstead Park: special events with Bikes of the World, Habitat for Humanity
Celebration for owners of historic properties (with food and speaker at Glenview Mansion)

School Curriculum - Incorporate historic buildings & heritage resources

Fund Teacher training
Fund curriculum development
 Develop test for effectiveness/goal, etc.

Signage : Unified “Wayfinding” treatment citywide

Rockville Park National Register Historic District
Update all Historic District signage
Banners for participating properties – to note heritage amenities
Wootton’s Mill Park (\$1,000)
King Farm Farmstead (\$3,000)
F. Scott Fitzgerald’s burial site

Plaques

Date plaques for new individual sites
Historic District markers
African-American Walking Tour Plaques
Wootton’s Mill/Hydrology study by Luna Leopold

Brochures

Comprehensive Heritage Area brochure of Rockville’s heritage resources, and amenities
Pump House
King Farm
East Rockville
West End

Recent Past [see *Rockville's Recent Past* by Teresa B. Lachin]
History of City's Water Treatment
Styles Brochure of Historic Rockville (based on *Historic Building Catalog*)
Glenview Mansion
Rockville Notables (Mr. Gibbs, Dr. Turner, F. Scott & Zelda Fitzgerald, Luna Leopold, etc.)
Wootton's Mill/Luna Leopold/W. H. Holmes (first Director of the National Gallery of Art)

Tours

Bicycle Tours
Scenic Drives - Links to county sites, Baltimore Road
Park Hikes
Guided heritage (Civil War, architecture/neighborhoods, Rockville Cemetery)
Walking Tours (various)

Educational

Yearly Public Information Sessions: Technical (windows, painting, insulation, etc.); financial (tax credits, prioritizing projects, etc.), historical/cultural (history topics, sustainability, archaeology, philosophy/legal underpinning, etc.)

HP Marketing [in addition to Heritage Montgomery]

Channel 11 programming
Public Information Office
Rockville Reports

Publications

Twinbrook Pattern Book /Design Guidelines for compatible additions to mid-20th century resources
(Twinbrook Master Plan, p. 25: "Develop a Pattern Book that illustrates the existing housing types and streetscapes and makes suggestions for compatible additions, accessory uses and infill homes.")
Rockville Park National Register Historic District brochure
Pump House National Register nomination
King Farm National Register nomination
Old Post Office brochure
Glenview Farm: research on earlier history and archaeological sites
History of the City's water and sewerage system

Historic District Commission publicity

New hand-out/folder for designated and National Register properties

Restaurants (see Visitors Bureau)

Hotels (see Visitors Bureau)

Subway/Metro

Signage
Maps
Bicycle-Share stations

Galleries

In MXT/MXNC zones

Shops - "Buy Rockville," Rockville Rewards, Posters for events

Web-based

Virtual Visitors Center (Tie in with Montgomery County through Heritage Montgomery, Inc.)

"Apps" for travel in Rockville

Brochures

Maps

Curriculum

Plaques - individual sites

Plaques - thematic

Cultural Arts (see Appendix D)

Programs

Exhibits

Art in Public Spaces

Capital Projects

Attractions

Kiosks (Metro stations, Town Center): paper and web-based

Future Science Center/Museum (location? 255 N. Washington St?)

King Farm Farmstead Park: Renovation/redevelopment

Infrastructure re-development

Park expansion to the north

Repairs to exterior of barns (\$225,000)

Sidewalk repairs

Adaptive reuse of facilities

Repairs to Tenant House #2 (\$139,000)

Repairs to King Farm House (\$59,000)

Dawson Farm Park

Stone wall foundations restoration (\$20,000)

African American Heritage Museum:

Lincoln High School site

Rosenwald School rehabilitation and use

Rockville Civic Center Park:

ADA Accommodation at Glenview Mansion and Park

Update 2002 *Master Plan*

Heritage and Nature Trail development

Archaeology

Croydon Nature Center



Lincoln High School Science Classroom
Rosenwald School

Glenview Mansion – Fire Escape
Park Signage (entrance)
Education/Interpretation (heritage, environmental)
Cottage roof repairs (\$16,500)

Parks : (tie-in to State programs: Open Space, GreenPrint)

Strengthen Hiker/Biker connections to County greenways (Glenview, Wootton Mill)

Dawson Farm Park: Mortar and stone repairs to old foundation

Beall-Dawson House: Brick and mortar repair; fireplace water damage repair; renovate spring house; roof replacement (\$20,000)

Dr. Stonestreet's Office – window rehabilitation

Pump House: roof repairs (\$32,000)

Courthouse Square Park

Streetscape Improvements:

Avery Road Repairs for trail users, and historic interpretive tours

West Montgomery Avenue Historic District corridor

APPENDIX C: Stakeholders

CITY OF ROCKVILLE

Mayor and Council – As part of the Public Hearing/Adoption process

Planning Commission – As part of the Public Hearing process

Department of Public Works

Environment Staff

Environment Commission

Transportation Staff

Bicycle program, sidewalks, streetscape

Recreation and Parks

Croydon Creek Nature Center (Hikers, Bird watchers)

Cultural Arts Commission

Mansion Subcommittee

Science Museum committee

F. Scott Fitzgerald Theater

Music groups – choral, dance, orchestra, band (could do heritage programming)

City Manager's office

Neighborhood Resources

Branding –Public Information Office

Community Planning and Development Services

Historic District Commission

PARTNERS

Maryland Historical Trust

Heritage Montgomery

Arts and Humanities Council of Montgomery County

Montgomery Preservation, Inc.

Montgomery County Conference and Visitors Bureau

State Tourism Office

Rockville Economic Development, Inc.

Chamber of Commerce Groups

Peerless Rockville Historic Preservation

Montgomery County Historical Society

Lincoln Park Historical Foundation

Latvian Museum

Stakeholders For Noticing

Heritage Montgomery
Historic District Commission
Planning Commission
Neighborhood Resources
Mayor and Council
City Manager's Office: Public Information Office/ Branding

Montgomery Preservation, Inc.
Montgomery County Historical Society
Peerless Rockville Historic Preservation, Inc.
Lincoln Park Historical Foundation
Latvian Museum

Recreation and Parks
 Recreation and Parks Advisory Board
 F. Scott Fitzgerald Theater
 Mansion Subcommittee
 Cultural Arts Commission
 Science Museum Committee
 Music groups – choral, dance, orchestra, band

Department of Public Works
 Environmental Commission

Bicycle and Hiking Groups (non-profit + for-profit?)
 Rockville Bicycle Advisory Committee

Rockville Economic Development, Inc.
Town Center Action Team
Rockville Chamber of Commerce

Civic Associations
Churches (within historic districts)
Schools/School Board
Kiwanis
VisArts

City of Rockville Culture and Entertainment Plan Strategic Goals and Objectives

August 31, 2011

City of Rockville Culture and Entertainment Plan Strategic Goals and Objectives

Mayor:
Phyllis Marcuccio

Council Members:
John Britton
Piotr Gajewski
Bridget Donnell Newton
Mark Pierzchala

Staff:

Scott Ullery, City Manager
Jenny Kimball, Assistant City Manager
Burt Hall, Director of Recreation and Parks
Betsy Thompson, Superintendent of Recreation
Betty Wisda, Arts Programs Supervisor

Citizens Committee:

John Moser, Chair
Judy Ackerman
Robert Eckman
Steve Edwards
Allen Lo
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I.

II. Introduction

The City of Rockville – One of America’s Leading Small Cities

Rockville is the third largest city in Maryland. It is the county seat of Montgomery County and home to diverse cultures, rich history, world-class amenities, and a thriving business community. As of the 2010 census, the City’s population had increased to 61,000. Its non-Hispanic white population represents 60.2% of the total population and ethnic diversity continues to increase.

Rockville has long valued culture and entertainment as integral elements of its community and understands that by developing these resources, Rockville can become a preferred destination. Rockville is justifiably regarded as one of America’s leading small cities for work, for play and for life. It is the vibrant, highly educated, business-friendly home to some of the nation’s and the world’s most prominent biomed and technology companies and is blessed by proximity to the resources of one of the world’s most powerful cities, Washington, D.C.

In 2009-2010, Rockville’s prominence and quality of life was reflected in the following recognitions:

- No. 31 of the Top 100 Best Places to Live by *Money Magazine*
- An Editor’s Pick in *U.S. News and World Report* as one of America’s Best Places to Retire
- In the Top 10 of cities in the nation to start a new company by Bloomberg’s *Businessweek*
- No. 8 in America’s Top 25 Towns To Live Well by *Forbes Magazine*

The Purpose of the Culture and Entertainment Plan

This Culture and Entertainment Plan is the result of a comprehensive planning process (see Appendix A). The purpose of the Plan is to build on the extensive array of existing culture and entertainment resources in order to:

- Make the community a premier destination
- Enhance the economic vitality of the community
- Increase community pride and identity
- Improve quality of life
- Increase opportunities for individual growth
- Commemorate local values, history and progress
- Preserve and enrich the character of the community
- Facilitate collaborative relationships among for-profit and nonprofit community resources
- Create an environment for creativity to thrive

Cities attracting, developing, and nurturing creative practitioners and thinkers also attract companies, new residents and visitors. The City of Rockville recognizes that people choose places to be that emphasize quality of life factors such as:

- the environment
- social offerings
- recreational opportunities
- aesthetic qualities within a place

Vibrant cities that offer a wide variety of culture and entertainment provide both economic and value-driven benefits for their residents.

Rockville is a city that remembers and reveres its roots, its commitment to citizen-centric public service, to the planet and to the connectivity of its neighborhoods and residents. Rockville's culture and entertainment should reflect these values. By carefully continuing to develop a cultural environment that reflects its position as a community that has a hometown feeling while at the same time possesses world class amenities, the City can become a preferred destination for businesses, new residents and visitors.

Understanding the Plan

The Culture and Entertainment Plan establishes goals, objectives and recommendations to make Rockville a destination that meets the needs of the City's diverse populations. Additionally, it is intended to raise awareness, participation, and support for culture and entertainment. The phrase "culture and entertainment" is used throughout the Plan to refer collectively to all aspects of culture, including arts, entertainment, recreation, heritage, and science and technology.

Culture is the knowledge of our heritage. This includes the history of people and places, past and present activities, communications, values and understanding of the world via the arts and sciences.

The arts are a vast subdivision of culture, composed of many creative endeavors and disciplines. The arts encompass original expressions in the visual arts, literary arts and the performing arts, such as music, theatre, dance and film.

Entertainment is the engagement of the mind through activities of personal choice. This may be a passive individual diversion during some leisure time, or a shared experience, such as a concert, festival, sports event or other activity. For this plan, much of what is understood to be **recreation** today is viewed here as entertainment.

Heritage refers to something inherited from the past. Natural heritage refers to an inheritance of fauna and flora, geology, landscape and landforms, and other natural resources. Cultural heritage refers to the legacy of physical artifacts, such as buildings,

historic places, monuments, artifacts, and intangible attributes of a group or society, including social values and traditions, customs and practices, and other aspects of human activity. These places and activities authentically represent the stories and people, past and present, which are considered significant to the archaeology, art, architecture, **science or technology** of a specific culture.

Implementation by Partnership

While this is a City of Rockville plan, successful implementation will require a partnership among all culture and entertainment organizations that leverages the resources, talents and insights of all of the community. Support through policy making, committed and focused leadership, and a wide range of community tools and resources is critical. Upon approval by the Mayor and Council, City staff will reach out to the culture and entertainment organizations and other interested parties to begin a partnership that will lead to prioritization and implementation of the goals, objectives and recommendations in the plan.

This plan focuses on longer term, strategic goals. It does not identify specific roles and responsibilities or needed resources. Those specifics will be incorporated in action plans to be developed and evaluated annually. The pace and approach to implementation of this plan will depend on the resources available through the City Operating and Capital Improvements budget, as well as funding and in-kind support from other organizations.

The partners will participate in developing specific action plans for each objective that include:

- What is to be accomplished
- Who will be responsible for accomplishing it
- The necessary resources
- How long it will take
- Performance targets

III. Strategic Goals and Objectives

Vision Statement

In ten years, Rockville will be better established as a significant destination for culture and entertainment and offer a wide range of options that appeal to its diverse population and visitors. The community will better understand that culture and entertainment opportunities are vital to quality of life, well-being and to the economy. Rockville will take pride in its community engagement, strong partnership programs and collaborative approach to raise awareness,

participation, and support for culture and entertainment opportunities. Rockville will continue to adjust its vision – based on the success of its arts, entertainment, recreation, heritage, and science and technology industry.

Mission Statement

To celebrate and sustain Rockville’s diversity and vitality through exceptional culture and entertainment opportunities and collaborations.

1. Goal - Cultivate Rockville as a Destination for Culture and Entertainment

Ensure Rockville is a destination for culture and entertainment to the benefit of its citizens, its creative community, its business sector and its visitors. Culture and entertainment programming and amenities distinguish Rockville from other communities. The unique and innovative opportunities provided by the arts, entertainment, recreation, heritage, and strong science and technology presence are leveraged.

1.1. Objective - Consider culture and entertainment in all aspects of city planning and operations, including economic development, land use, and facilities

Recommendations

- 1.1.1. Continue to protect, enhance, manage and facilitate development of public and private facilities for culture and entertainment
- 1.1.2. Support and advocate for adequate community-based facilities to provide office, meeting, rehearsal, exhibition and performance spaces for community-based groups
- 1.1.3. Preserve parks, natural spaces and historic sites for culture and entertainment activities
- 1.1.4. Integrate the goal of making Rockville a destination in the development and implementation of neighborhood plans, master plans, bikeway plans, parks/recreation/open space plans
- 1.1.5. Use the annual operating budget and Capital Improvements Plan to implement the goal of making Rockville a destination
- 1.1.6. Establish criteria for evaluating the economic impact of programs, incorporating fact-based, data-driven criteria when possible

1.2. Objective - Strategically plan programming that will bring people to Rockville

Recommendations

- 1.2.1. Develop criteria to evaluate all programming in order to ensure that it is contributing to Rockville as a destination
- 1.2.2. Integrate culture and entertainment programming into public and private venues

in different parts of Rockville, including the civic center, community centers, parks, streets, and open spaces

- 1.2.3. Foster the continued evolution of Hometown Holidays and other city-sponsored events
- 1.2.4. Identify, develop and implement signature cultural undertakings to attract people and recognition to Rockville
- 1.2.5. Support Town Center as a community culture and entertainment destination
- 1.2.6. Identify additional opportunities to integrate the science and technology sector in programs and offerings

1.3. Objective - Safeguard and promote Rockville's heritage and use of heritage resources

Recommendations

- 1.3.1. Encourage preservation, adaptive use and stewardship of buildings, attractions, architectural styles, patterns of development and sites that reflect Rockville's history
- 1.3.2. Conserve natural and manmade areas important to the community's character, environment and quality of life
- 1.3.3. Secure funds, develop programs and promote Rockville's heritage and heritage resources, using mechanisms such as membership in the Montgomery County Heritage Area

2. Goal - Enhance Accessible Programming for Rockville's Diverse Population

Culture and entertainment programming in Rockville meets the interests of the diverse population, including the wide range of ethnicities and ages in the community. The programming is also accessible to people with disabilities and those with low incomes.

2.1. Objective - Increase ethnic diversity of culture and entertainment opportunities

Recommendations

- 2.1.1. Facilitate public and private festivals and celebrations throughout the community that reflect Rockville's diverse populations
- 2.1.2. Involve diverse populations in the planning and implementation of activities that highlight Rockville as a cultural destination
- 2.1.3. Create and communicate cultural and entertainment opportunities to effectively reach the city's diverse population

2.2. Objective - Ensure that culture and entertainment programs are accessible to all ages and socio-economic populations

Recommendations

- 2.2.1. Cultivate opportunities for all ages for creative learning, self-expression, social development and constructive community engagement
- 2.2.2. Make programs accessible to low-income residents by offering scholarships and no-cost or low-cost opportunities
- 2.2.3. Enhance accessibility for senior citizens by offering programs and events at venues and in formats convenient to seniors
- 2.2.4. Assure that programs are accessible to people with disabilities and compliant with the Americans with Disabilities Act (ADA)

3. Goal - Raise Awareness of and Participation in Rockville's Culture and Entertainment Opportunities

Rockville collaborates with interested parties to coordinate programming, communication, outreach and promotion of culture and entertainment opportunities to increase citizen and visitor participation. Together, they will promote awareness among government, businesses and the public that culture and entertainment resources are integral to a strong economy and quality of life.

3.1. Objective - Build partnerships to ensure that Rockville is recognized as a center of excellence for arts, entertainment, recreation, heritage, and science and technology

Recommendations

- 3.1.1. Develop a leadership council of culture and entertainment providers from diverse genres to lead the coordination, planning and promotion of culture and entertainment opportunities
- 3.1.2. Create a reputation as a culture and entertainment destination in collaboration with partners in public, nonprofit and private sectors within Rockville and across the region
- 3.1.3. Facilitate collaboration, scheduling, and co-marketing among citywide and regional public, nonprofit and private organizations
- 3.1.4. Partner with the local universities and colleges, public schools and science and technology sector to ensure Rockville is recognized as a center of excellence

3.2. Objective - Promote Rockville's culture and entertainment locally, regionally and nationally

Recommendations

- 3.2.1. Include culture and entertainment opportunities and resources in the Strategic Marketing Plan prepared by the City of Rockville
- 3.2.2. Create and implement detailed marketing strategies specifically for Rockville culture and entertainment opportunities and resources
- 3.2.3. Utilize the Internet for cost-effective and timely information sharing, including the development of one comprehensive online culture and entertainment website and calendar that lists all offerings in Rockville
- 3.2.4. Ensure that all ages and Rockville's ethnicities are incorporated in marketing and promotional materials

3.3. Objective - Foster economic development through culture and entertainment

Recommendations

- 3.3.1. Educate government, businesses and the public about the value, economic impact and economic development opportunities that arise from culture and entertainment
- 3.3.2. Promote culture and entertainment as critical to encouraging the creativity and innovation necessary for the community's academic and workplace success
- 3.3.3. Connect with and utilize scientific and technical organizations that contribute to the creativity of the community
- 3.3.4. Use arts, entertainment, recreation, heritage, and science and technology activities to attract visitors and increase economic activity

4. Goal - Develop Sustainable Support for Culture and Entertainment

Establish predictable, sustainable funding to assist Rockville in maintaining and enhancing a unique and vibrant culture and entertainment environment that will continue to deliver both economic and non-economic benefits to the community.

4.1. Objective - Provide leadership, advocacy and guidance to sustain financial support

Recommendations

- 4.1.1. Coordinate with interested parties to develop and implement a strategic plan to secure sustainable funding for culture and entertainment
- 4.1.2. Use the Recreation and Parks Foundation to build increased community leadership and financial support for culture and entertainment
- 4.1.3. Use the Cultural Arts Commission to advocate for arts-related funding and activities and advise the Mayor and Council on programs and projects benefitting Rockville

4.2. Objective - Increase private sector giving

Recommendations

- 4.2.1. Increase individual philanthropy by articulating the value of and building excitement around culture and entertainment
- 4.2.2. Encourage local businesses to support culture and entertainment organizations and providers
- 4.2.3. Increase corporate sponsorships for City-sponsored events
- 4.2.4. Leverage public funds to stimulate more giving from the private sector
- 4.2.5. Recognize donors and other supporters for their contributions

4.3. Objective - Maintain and increase public sector funding

Recommendations

- 4.3.1. Assess the City of Rockville's investment in culture and entertainment and recommend changes in programming and funding to be innovative, relevant, strategic, and competitive
- 4.3.2. Identify additional strategies to fund and support culture and entertainment in Rockville, including naming rights, contribution check-off boxes on bills, and state and local tax incentives for giving
- 4.3.3. Maintain multi-year funding strategies such as the Art in Public Places (AIPP) program, the Art in Public Architecture (AIPA) ordinance and the Publicly Accessible Art in Private Development (AIPD) ordinance
- 4.3.4. Seek non-monetary and in-kind support for culture and entertainment programs
- 4.3.5. Research, identify and apply for available grants

IV. Appendix A - Planning Process

The City initiated this plan by contracting the Minor Group to identify the culture and entertainment resources in the community. It included resources provided, operated and funded by the City of Rockville, non-profit organizations, and for-profit entities. As a next step, culture and entertainment providers and participants (as named in Appendix B) shared their vision and goals for the future through focus groups and surveys.

The Culture and Entertainment Plan was developed in two phases. All products associated with the plan are available for review at www.rockvillemd.gov.

Phase 1 – Conduct Research and Produce Analyses Reports

- Create Inventory of Existing Cultural and Entertainment Resources of Rockville
- Interview Rockville’s Cultural Organization Representatives’
- Analyze 11 Other Cities’ Cultural and Entertainment Plans and Interviews
- Develop Cultural Districts Cost/Benefit Analysis
- Develop Heritage Areas Cost/Benefit Analysis

Phase 2 – Review Additional Documents and Create the Draft Plan

- Review and analyze additional relevant documents including:
 - City of Rockville Master Plan for the Arts 2002-2008
 - Art in Public Places (AIPP) Program
 - Art in Public Architecture (AIPA) Ordinance
 - Publicly Accessible Art in Private Development (AIPD) Ordinance
 - Rockville’s Demographic, Economic and Social Analysis (Strategic Scan 2010)
 - Branding Report
 - Bikeway Master Plan
 - Feasibility Study for a Rockville Science Center
 - Parks, Recreation and Open Space Plan, Adopted March 15, 2010
 - Rockville Department of Recreation and Parks Senior Services Long Range Plan, Summary of Recommendations

- Create Draft Plan - city staff and a citizen committee appointed by the Mayor and Council took the lead to prepare a Draft Plan, using the input and guidance provided by culture and entertainment providers and participants
- Gather public comments from Rockville residents, business representatives and culture and entertainment providers
- Revise Draft Plan to incorporate many of the public comments for presentation to the Mayor and Council

Strategic Plan Elements Defined

The following terms are used throughout the plan:

- Vision – The dream of what you want to be. Vivid mental image of the Rockville community in its full and optimized maturation.
- Mission – Broad description of the community’s commitment—what it does, with/for whom, its distinctive competence, and why; the ultimate end.
- Strategic Plan – Set of Goals and Objectives that are intended to help move the Rockville community toward its Vision, as it works through its mission.
- Goals – Broad statements of what the community hopes to achieve in the next ten years, focused on outcomes or results and qualitative in nature.
- Objectives – Specific policies and actions to be implemented. Projected achievements to be implemented within a specific timeframe.

V. Appendix B - Contributors to the Culture and Entertainment Plan

Early in the development of this plan, focus groups and personal interviews were conducted with individuals from the following organizations, incorporating representatives from among the community’s diverse populations as much as possible. The information and recommendations obtained from these meetings was instrumental in the development of this document.

Arts, Cultural, Heritage and Entertainment Organizations

Maryland State Arts Council
 Arts and Humanities Council of Montgomery County
 Montgomery County’s Heritage Area
 Rockville Sister Cities Corporation
 Cultural Arts Commission
 Rockville Consortium for Science
 Performing Arts Groups

- Rockville Little Theatre
- Rockville Musical Theatre
- Victorian Lyric Opera Company
- HST Cultural Arts
- The Musical Theater Center
- Round House Theatre
- Rockville Concert Band

- Rockville Chorus

- Rockville Civic Ballet

- Rockville Regional Youth Orchestra

- The Finest! Youth Performance Troupe

- Potomac Valley Youth Orchestra

Visual Arts Groups

- VisArts at Rockville
- Rockville Art League

Literary Arts

- F. Scott Fitzgerald Literary Conference, Inc.
- Friends of the Library of Montgomery County
- Rockville Library
- Twinbrook Library

Historical

- Peerless Rockville
- Montgomery County Historical Society
- Lincoln Park Historical Foundation

Educational Institutions

Montgomery College, Rockville Campus

Montgomery County Public Schools

Business and Economic Development Groups

Rockville Economic Development Inc.

Rockville Chamber of Commerce

Regional Chambers of Commerce

Science and Technology Community

Visitor & Tourism Bureaus

Community Groups

House Concert Community

Churches

Sports / Recreation Organizations

Surrounding Governments