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

Mayor and Council of Rockville
Phyllis Marcuccio, Mayor
John Hall
Tom Moore
Bridget Donnell Newton
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John Tyner

City of Rockville Historic District Commission
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Rob Achtmeyer
Joseph Hansen
Anita Neal Powell
Jessica Reynolds

City Staff
Barbara Matthews, City Manager     Douglass Barber, City Clerk

Community Planning and Development Services
Susan Swift, Director
Jim Wasilak, Chief of Planning
David Levy, Chief of Long-Range Planning
Robin Ziek, Historic Preservation Planner
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.”

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].
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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.
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
MAP 2: Locally designated and National Register-listed resources
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
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).
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 ongoing 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.

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)
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.

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.

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
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.
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)
   o Measurements identified in MCHA-MP, and with 2012 update (Strategic Plan).
   o 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 *

<table>
<thead>
<tr>
<th></th>
<th>Citywide</th>
<th>CHA</th>
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<tr>
<td>Population:</td>
<td>61,209</td>
<td>26,500</td>
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<tr>
<td>City Land Area:</td>
<td>8,674 acres</td>
<td>2,875 acres</td>
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<td>City Parkland:</td>
<td>1,056 acres</td>
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<tr>
<td>Residential:</td>
<td>25,200 units</td>
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<td>Commercial:</td>
<td>22,654,500 sf</td>
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<td># buildings:</td>
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* 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]

<table>
<thead>
<tr>
<th>Individual Historic Properties</th>
<th>Address</th>
<th>Inventory</th>
<th>Date Designated</th>
<th>Type</th>
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<td>Wilt/Barnsley House</td>
<td>100 Lynch St.</td>
<td>M: 26/7/8</td>
<td>2007</td>
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<td>Grossman Brothers’ House</td>
<td>104 Lynch St.</td>
<td>M: 26/7/09</td>
<td>2007</td>
<td>Residential</td>
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<tr>
<td>Steinberg House</td>
<td>110 S. Adams St.</td>
<td>M: 26/10/82</td>
<td>2003</td>
<td>Residential</td>
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<td>Spates Bungalow</td>
<td>115 Park Road</td>
<td>M: 26/12/05</td>
<td>2003</td>
<td>Residential</td>
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<td>Evans Summer House</td>
<td>117 S. Van Buren St.</td>
<td>M: 26/42</td>
<td>2002</td>
<td>Residential</td>
</tr>
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<td>Judge Delashmutt House</td>
<td>119 Forest Ave.</td>
<td>M: 26/43</td>
<td>2002</td>
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<td>Rockville Cemetery</td>
<td>1350 Baltimore Rd.</td>
<td>M: 26/18/01</td>
<td>2002</td>
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<td>Tyler House</td>
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<td>M: 26/22/02</td>
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<td>Haiti Cemetery</td>
<td>205 Martin's Ln.</td>
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<td>Ross/Powell/Crutchfield House</td>
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<td>M: 26/16/01</td>
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<td>Letha E. Payton House</td>
<td>224 Elizabeth Ave.</td>
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<td>Carey and Hattie Kingdon House*</td>
<td>300 Reading Ave.</td>
<td>M: 26/13/15</td>
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</tr>
<tr>
<td>Cook-Waters-Lewis House</td>
<td>302 Lincoln Ave.</td>
<td>M: 26/15/02</td>
<td>2006</td>
<td>Residential</td>
</tr>
<tr>
<td>Reuben Hill House</td>
<td>305 Lincoln Ave.</td>
<td>M: 26/15/04</td>
<td>2002</td>
<td>Residential</td>
</tr>
<tr>
<td>Rabbit/Ray House*</td>
<td>315 Baltimore Rd.</td>
<td>M: 26/13/12</td>
<td>2005</td>
<td>Residential</td>
</tr>
<tr>
<td>Brewer Summer Residence</td>
<td>315 Great Falls Rd.</td>
<td>M: 26/41</td>
<td>2003</td>
<td>Residential</td>
</tr>
<tr>
<td>The Pump House</td>
<td>401 South Horner's Ln.</td>
<td>M: 26/14</td>
<td>2005</td>
<td>Public</td>
</tr>
<tr>
<td>Fred and Mary Nellinger House*</td>
<td>419 Reading Ave.</td>
<td>M: 26/13/16</td>
<td>2004</td>
<td>Residential</td>
</tr>
<tr>
<td>Howland House</td>
<td>540 Beall Ave.</td>
<td></td>
<td>2011</td>
<td>Residential</td>
</tr>
<tr>
<td>Allnutt House*</td>
<td>541 Beall Ave.</td>
<td>M: 26/07/01</td>
<td>1974</td>
<td>Residential</td>
</tr>
<tr>
<td>Homewood</td>
<td>550 Reading Ave.</td>
<td>M: 26/13/17</td>
<td>2002</td>
<td>Residential</td>
</tr>
<tr>
<td>Lincoln High School</td>
<td>595 N. Stonestreet Ave.</td>
<td>M: 26/15/03</td>
<td>1989</td>
<td>Public</td>
</tr>
<tr>
<td>Bessie Hill House (1902)</td>
<td>602 Great Falls Rd.</td>
<td>M: 26/24/2</td>
<td>2010</td>
<td>Residential</td>
</tr>
<tr>
<td>Name of Property</td>
<td>Address</td>
<td>M:</td>
<td>Year</td>
<td>Classification</td>
</tr>
<tr>
<td>------------------</td>
<td>---------</td>
<td>----</td>
<td>------</td>
<td>----------------</td>
</tr>
<tr>
<td>Edmonds Family House*</td>
<td>702 Maple Ave.</td>
<td>M: 26/13/18</td>
<td>2007</td>
<td>Residential</td>
</tr>
<tr>
<td>Corrick-Robertson House*</td>
<td>709 Grandin Ave.</td>
<td>M: 26/13/14</td>
<td>2003</td>
<td>Residential</td>
</tr>
<tr>
<td>Mrs. Rickett's Cottage</td>
<td>710 W. Montgomery Ave.</td>
<td>M: 26/10/77</td>
<td>2002</td>
<td>Residential</td>
</tr>
<tr>
<td>Wootton's Mill Miller's House</td>
<td>8 Camden Ct.</td>
<td>M: 26/05</td>
<td>2000</td>
<td>Residential</td>
</tr>
<tr>
<td>Carver High School</td>
<td>850 Hungerford Dr.</td>
<td>M: 26/44</td>
<td>2002</td>
<td>Public</td>
</tr>
<tr>
<td>Wootton's Mill</td>
<td>Aintree Drive Watts Branch</td>
<td>M: 26/04</td>
<td>2000</td>
<td>Public</td>
</tr>
<tr>
<td><strong>B &amp; O Railroad Historic District</strong>*</td>
<td></td>
<td></td>
<td>1974</td>
<td></td>
</tr>
<tr>
<td>B&amp;O Railroad Station</td>
<td>98 Church St.</td>
<td>M: 26/12/01</td>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>Wire Hardware</td>
<td>22 Baltimore Rd.</td>
<td>M: 26/12/03</td>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>St. Mary's Church and Cemetery</td>
<td>520 Veirs Mill Rd.</td>
<td>M: 26/12/00</td>
<td></td>
<td>Institutional</td>
</tr>
<tr>
<td><strong>Courthouse Square Historic District</strong>*</td>
<td></td>
<td></td>
<td>1979</td>
<td></td>
</tr>
<tr>
<td>1891 Courthouse</td>
<td>29 Courthouse Sq.</td>
<td>M: 26/11</td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>1931 Courthouse</td>
<td>27 Courthouse Sq.</td>
<td>M: 26/11</td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>Confederate Soldier</td>
<td>29 Courthouse Sq.</td>
<td></td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>Old Post Office</td>
<td>2 W. Montgomery Ave.</td>
<td>M: 26/11/02</td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td><strong>Dawson Farmhouses</strong>*</td>
<td></td>
<td></td>
<td>1983</td>
<td></td>
</tr>
<tr>
<td>1874 Farmhouse</td>
<td>1080 Copperstone Ct.</td>
<td>M: 26/19/00</td>
<td></td>
<td>Residential</td>
</tr>
<tr>
<td>1912 Farmhouse</td>
<td>1070 Copperstone Ct.</td>
<td>M: 26/19/00</td>
<td></td>
<td>Residential</td>
</tr>
<tr>
<td><strong>Glenview Farm Historic District</strong>*</td>
<td></td>
<td></td>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>Glenview Mansion</td>
<td>603 Edmonston Drive</td>
<td>M: 26/17</td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>Glenview Cottage (doll house)</td>
<td>603 Edmonston Drive</td>
<td></td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>F. Scott Fitzgerald Theater</td>
<td>603 Edmonston Drive</td>
<td></td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>Croydon Creek Nature Center</td>
<td>852 Avery Road</td>
<td></td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>Rec-Services Buildings</td>
<td>860 Avery Road</td>
<td></td>
<td></td>
<td>Public</td>
</tr>
<tr>
<td><strong>Rose Hill Farm Historic District</strong></td>
<td></td>
<td></td>
<td>2000/2003</td>
<td></td>
</tr>
<tr>
<td>Rose Hill Farm and Mansion</td>
<td>215 Autumn Wind Way</td>
<td>M: 26/08-01</td>
<td>2000</td>
<td>Residential</td>
</tr>
<tr>
<td>Rose Hill Farm Barn and Milk House</td>
<td>127 Bullard Circle</td>
<td>M: 26/08-02</td>
<td>2003</td>
<td>Residential</td>
</tr>
<tr>
<td><strong>South Washington Street Historic District</strong>*</td>
<td></td>
<td></td>
<td>1974</td>
<td></td>
</tr>
<tr>
<td>Porter Ward House</td>
<td>100 S. Washington St.</td>
<td>M: 26/11/03</td>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>Lamar House</td>
<td>101 S. Washington St.</td>
<td>M: 26/11/05</td>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
<td>M:</td>
<td>Type</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------------</td>
<td>-----</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>Greene House</td>
<td>105 S. Washington St.</td>
<td>M:</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Abert House/The Rectory</td>
<td>107 S. Washington St.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Warner House</td>
<td>108 S. Washington St.</td>
<td>M:</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Christ Episcopal Church</td>
<td>109 S. Washington St.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Dr. Linthicicum House</td>
<td>110 S. Washington St.</td>
<td>M:</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>W. Montgomery Historic District*</td>
<td>39 W. Montgomery Ave.</td>
<td>M:</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Bombay Bistro, etc.</td>
<td>90-98 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Rebecca Veirs House</td>
<td>100 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Beall-Dawson House</td>
<td>103 W. Montgomery Ave.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Dr. E. E. Stonestreet's Office</td>
<td>103 W. Montgomery Ave.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Rockville Methodist Church</td>
<td>110-112 W. Montgomery Ave.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Montgomery County Historical Society</td>
<td>111 W. Montgomery Ave.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Montgomery County Historical Society</td>
<td>113 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Edwin West/Daisy Magruder House</td>
<td>114 W. Montgomery Ave.</td>
<td>M:</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Stokes House</td>
<td>115 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Lowry Villa</td>
<td>117 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Wagner House</td>
<td>201 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Wagman House</td>
<td>203 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Sonner House</td>
<td>205 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Speare House</td>
<td>208 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>The Judge's Chambers</td>
<td>212 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>214 W. Montgomery</td>
<td>214 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Rockville Presbyterian Church</td>
<td>207-215 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Honarkar Residence (built 1987)</td>
<td>216 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>The Annex/ King House</td>
<td>217 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Daniel F. Owens House</td>
<td>218 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Williams Farmhouse</td>
<td>222 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Old Episcopal Rectory</td>
<td>223 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Morrow House</td>
<td>227 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Miss Lucy Simpson's/ Rockville Institute</td>
<td>229 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Pumphrey's Funeral Home</td>
<td>300 W. Montgomery Ave.</td>
<td>M:</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Welsh's Folly</td>
<td>301 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Vacant Lot (Pumphrey’s Funeral Home)</td>
<td>304 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Johnston House</td>
<td>307 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Rosenberger House</td>
<td>310 W. Montgomery Ave.</td>
<td>M:</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
<td>M: MM/DD/YYYY</td>
<td>Use</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------</td>
<td>---------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>Chabad House</td>
<td>311 W. Montgomery Ave.</td>
<td>M: 26/10/74</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>314 W. Montgomery</td>
<td>314 W. Montgomery Ave.</td>
<td>M: 26/10/49</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Allen/Prettyman House</td>
<td>318 W. Montgomery Ave.</td>
<td>M: 26/10/50</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Duncan House</td>
<td>400 W. Montgomery Ave.</td>
<td>M: 26/10/51</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Jones/Kelly House</td>
<td>401 W. Montgomery Ave.</td>
<td>M: 26/10/52</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Stimek-Deighton House</td>
<td>402 W. Montgomery Ave.</td>
<td>M: 26/10/75</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>McDonald/Gilchrist House</td>
<td>405 W. Montgomery Ave.</td>
<td>M: 26/10/53</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Conklin House</td>
<td>411 W. Montgomery Ave.</td>
<td>M: 26/10/55</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>415 W. Montgomery</td>
<td>415 W. Montgomery Ave.</td>
<td>M: 26/10/76</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>House (1997)</td>
<td>417 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Braunberg House</td>
<td>419 W. Montgomery Ave.</td>
<td>M: 26/07/03</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Chestnut Lodge Adm./Hotel building</td>
<td>500 W. Montgomery Ave.</td>
<td>M: 26/10/04</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>[Destroyed by fire 2009]</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Lodge w/ Stable and Ice House at Chestnut Lodge</td>
<td>3 Bullard Circle</td>
<td>M: 26/10/04</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Thirty Oaks (Buckingham) (2004)</td>
<td>522 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Thirty Oaks (Buckingham) (2004)</td>
<td>524 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Thirty Oaks (Buckingham) (2004)</td>
<td>528 W. Montgomery Ave.</td>
<td>N/A</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Old Baptist Cemetery</td>
<td>115 W. Jefferson St.</td>
<td>M: 26/10/54</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Former Rockville Christian Church</td>
<td>101 W. Jefferson St.</td>
<td>M: 26/10/22</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Prettyman House</td>
<td>104 W. Jefferson St.</td>
<td>M: 26/10/03</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Cooke Luckett House</td>
<td>107 W. Jefferson St.</td>
<td>M: 26/10/23</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Methodist Parsonage</td>
<td>111 W. Jefferson St.</td>
<td>M: 26/10/24</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Sophia Higgins House</td>
<td>200 W. Jefferson St.</td>
<td>M: 26/10/38</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Cottage on Quality Hill</td>
<td>10 S. Adams St.</td>
<td>M: 26/10/69</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Jerkinhead Cottage</td>
<td>12 S. Adams St.</td>
<td>M: 26/10/21</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Bessie Lyddane House</td>
<td>14 S. Adams St.</td>
<td>M: 26/10/20</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Rockville Academy</td>
<td>103 S. Adams St.</td>
<td>M: 26/10/02</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Jenkins/Miller/McFarland House</td>
<td>5 N. Adams St.</td>
<td>M: 26/10/16</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Old Baptist Parsonage</td>
<td>9 N. Adams St.</td>
<td>M: 26/10/15</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Robb/Higgins/Ward House</td>
<td>101 N. Adams St.</td>
<td>M: 26/10/14</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Robert Peter House</td>
<td>102 N. Adams St.</td>
<td>M: 26/10/80</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Office Building (built 1985)</td>
<td>103 N. Adams St.</td>
<td>N/A</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Jones/Peter/Muth House</td>
<td>106 N. Adams St.</td>
<td>M: 26/10/13</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Grahame House</td>
<td>107 N. Adams St.</td>
<td>M: 26/10/10</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>House at Wood Lane</td>
<td>108 N. Adams St.</td>
<td>M: 26/10/12</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Darby House</td>
<td>109 N. Adams St.</td>
<td>M: 26/10/11</td>
<td>Commercial</td>
<td></td>
</tr>
<tr>
<td>Charles Brewer House</td>
<td>309 Potomac St.</td>
<td>M: 26/10/87</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>Jerusalem-Mt. Pleasant United Methodist Church Parsonage</td>
<td>17 Wood Ln.</td>
<td>M: 26/10/40</td>
<td>Institutional</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>M:</td>
<td>Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------</td>
<td>--------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jerusalem-Mt. Pleasant United Methodist Episcopal Church</td>
<td></td>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adams Law Center (built 1985)</td>
<td>25 Wood Ln.</td>
<td>Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adams Law Center (built 1985)</td>
<td>27 Wood Ln.</td>
<td>Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adams Law Center (built 1985)</td>
<td>29 Wood Ln.</td>
<td>Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adams Law Center (built 1985)</td>
<td>31 Wood Ln.</td>
<td>Commercial</td>
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King Farm Farmstead Park Historic District

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### 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
- **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

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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)


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

ATTR ACTIONS 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)
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
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
Jen Strohm
Lynn Willis
Angela Younger

Professional Consultants:

172 West St.
Annapolis, MD 21401-2824
www.TheMinorGroup.com
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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 emphasis 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:
  o City of Rockville Master Plan for the Arts 2002-2008
  o Art in Public Places (AIPP) Program
  o Art in Public Architecture (AIPA) Ordinance
  o Publicly Accessible Art in Private Development (AIPD) Ordinance
  o Rockville’s Demographic, Economic and Social Analysis (Strategic Scan 2010)
  o Branding Report
  o Bikeway Master Plan
  o Feasibility Study for a Rockville Science Center
  o Parks, Recreation and Open Space Plan, Adopted March 15, 2010
  o 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