

City of Rockville Report
Rockville Economic Development, Inc.
Board of Directors Meeting
January 24, 2024

November 20, 2023 Mayor and Council Meeting:

FY 2025 Budget Process and Timeline

The Mayor and Council received a staff presentation that provided an overview of the City budget process and timeline. They approved the FY25 budget process and schedule. The Acting City Manager will submit his Proposed FY25 Budget on March 1, 2024, followed by budget worksessions and public hearings in March and April 2024, and budget adoption on May 6, 2024.

Fiscal Year 2025 Budget Public Hearing #1

The Mayor and Council held their first FY25 budget public hearing. Several Rockville residents participated to provide comments and share budget requests. The Mayor and Council expressed strong support for increased community participation in the budget survey that is reflective of Rockville's diverse neighborhoods and requested that staff prepare a budget outreach plan. The community is invited to fill out the FY25 Community Budget Priorities Survey at the following link: <https://www.surveymonkey.com/r/RockvilleFY25Budget>.

December 4, 2024 Mayor and Council Meeting:

FY25 Budget Priorities Discussion

The Mayor and Council discussed several topics related to the preparation of the FY 2025 budget. The highlights from the Mayor and Council's discussion include:

- Interest in supporting expanded or enhanced service levels;
- Strong support for additional resources related to community safety, including bicycle and pedestrian safety, economic development, and expect all resource allocations to be considered through both an equity lens and with considerations for sustainability and climate resiliency;
- Interest in increasing caregiver and outside agency funding increased by CPI;
- Support for keeping the city's real property tax rate flat in FY 2025; and
- Interest in all funding methods for the CIP, with an emphasis on grant funding where possible.

December 18, 2023 Mayor and Council Meeting:

Project Plan PTJ2024-00017, Rockshire Village, a Request to Amend the Rockshire Planned Development to Permit Construction of 60 Residential Units.

EYA Development, LLC. has filed a Project Plan Amendment application to the Rockshire planned development to construct a total of 60 dwelling units, including 31 single unit detached dwellings and 29 townhouses, up to 5,200 square feet of commercial and office use and a neighborhood park at 2401 Wootton Parkway. The Applicant is also seeking a parking waiver in case the commercial/office building is leased entirely for full-service restaurant use as well as a road code (Chapter 21) waiver for a private alley. The property is the site of the closed Rockshire Village Center retail area. The Mayor and Council received a briefing on the application, which is a required procedural step in the project plan review process. The next step will be review and recommendation by the Planning Commission, in advance of a public hearing and decision by the Mayor and Council.

Proclamation Declaring December 2023, as Small Business Month

The Mayor and Council approved a proclamation declaring December 2023 as Small Business Month in support of all small businesses across the City of Rockville.

January 8, 2024 Mayor and Council Meeting:

Authorization to File Zoning Text Amendment Establishing a Process to Amend Neighborhood Conservation Districts.

The Mayor and Council authorized the filing of the proposed text amendment, which would allow an adopted neighborhood conservation plan to be amended under the procedures established for preparing and adopting a master plan. Upon adoption of an amended neighborhood conservation district plan, the Mayor and Council would be authorized to file a text amendment application to bring the neighborhood conservation district overlay zone into conformance with the amended neighborhood conservation plan. The text amendment is proposed as part of the process that has developed new residential design guidelines for the Lincoln Park neighborhood. The filing will initiate the public review process, which will include a recommendation by the Planning Commission as well as a public hearing and decision by the Mayor and Council.

REDI Overview and Major Initiatives Presentation

Rockville Economic Development, Inc. (REDI) made a presentation to the Mayor and Council that provided background on the REDI organization; the role it plays in advancing economic development in Rockville; and the major programs and initiatives that REDI is engaged with. Susan Prince, REDI Board Chair and Cindy Rivarde, Chief Executive Officer led the team presentation.

Discussion and Instructions on Branding

The Mayor and Council received a presentation from staff and provided direction on branding. They selected three logo options prepared by Medium Giant that they considered to be suitable. Additionally, they will consider three taglines suggested by the consultant. For both the logo and tagline options, the Mayor and Council requested that there be stakeholder focus groups to provide feedback on the options, which will inform their decision making. Staff will proceed with the focus group implementation, including cost, and an updated timeline. For additional details, please click on the attached link to the discussion.

<https://www.youtube.com/watch?v=7D29Y7srKjY>

Upcoming Mayor and Council Meeting:

January 22, 2024:

- Montgomery County Department of Transportation (MCDOT) Presentation on MD 355 Bus Rapid Transit (BRT)
- Presentation of the Vision Zero Annual Report, and Bikeway and Pedestrian Master Plan Progress Updates