

<p>City of Rockville Report – Rockville Economic Development, Inc.</p> <p>Board of Directors Meeting</p> <p>February 27, 2025</p>
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January 27, 2025 Mayor and Council Meeting

Adoption of the Town Center Master Plan

The Mayor and Council unanimously adopted the 2025 Rockville Town Center Master Plan. This was the final step in the two year long process to create an updated vision and goals for Town Center. Now that the policies within the Town Center Master Plan have been adopted, it is time to start implementation and bringing the Plan's vision to life. The Plan contains an implementation matrix that establishes timeframes to implement each of the Plan's actions. City staff will start work on those actions identified as "near-term" in the coming weeks and months. Some of the larger recommendations within the Plan – most notably the zoning changes proposed – will take some time to implement. Staff will be seeking authorization to file a zoning text amendment to implement a floating zone adhering to the Plan's land use recommendations at the February 24 meeting. If authorized, the zoning text amendment will be reviewed by the Planning Commission before coming back to the Mayor and Council for final action.

Zoning Ordinance Rewrite - Work session #1 Comprehensive Rezoning

At the Worksession, staff provided an overview and asked for Mayor and Council guidance on rezonings recommended in the Rockville 2040 Comprehensive Plan which are proposed to be implemented through the Comprehensive Map Amendment portion of the ongoing Zoning Ordinance Rewrite & Comprehensive Map Amendment project. The Mayor and Council were supportive of some of the proposed rezonings, while requesting additional information related to others. For example, additional information was requested for the proposed rezonings located in West End and Woodley Gardens E-W (Planning Area 4); Lincoln Park (Planning Area 6); and Montrose & North Farm (Planning Area 10).

Adoption of Amendments to the Lincoln Park Neighborhood Conservation District

At their January 27th meeting, the Mayor and Council adopted amendments to the Lincoln Park Neighborhood Conservation District. The amendments revise restrictive building standards and remove unnecessary regulations while also providing greater clarity and flexibility to homeowners seeking to improve their properties. While the project previously considered new design guidelines for the neighborhood, the Mayor and Council decided to only proceed with the adopted amendments to address existing issues and feedback provided by neighborhood residents. As of their January 27th adoption, the updated standards are now live and are included in both an amended plan for the District as well as the City's Zoning Ordinance.

February 3, 2025 Meeting

Vision Zero Progress Update

The Mayor and Council received an update on the Vision Zero program. The Vision Zero Action Plan was adopted by the Mayor and Council in July 2020. It includes 30 action items organized into four categories - Engineering, Education, Enforcement, and Policy - to eliminate all serious injury and fatal crashes by 2030. Updates for all action items are included in the Vision Zero Action Item Progress Report which can be found at the attached link.

<https://www.rockvillemd.gov/AgendaCenter/ViewFile/Agenda/02242025-7416>

February 10, 2025 Mayor and Council Meeting

Worksession - Mid-Year Report Presentation - Rockville Economic Development, Inc.

The REDI Executive Director and team provided a mid-year report to the Mayor and Council. The REDI team provided an overview of FY25 activities, including funding structure, incentive grants, and FY25 projects that implement REDI's key objectives to help businesses launch, locate, and expand in Rockville by providing tools, resources, and guidance to support all facets of business growth. The update was well received by the Mayor and Council.

Worksession - Market Overview - Jones Lang LaSalle Incorporated (JLL)

JLL Incorporated provided a commercial real estate market overview presentation to the Mayor and Council. The presentation included information regarding national office sector trends, the metropolitan DC area market, pre and post pandemic impacts, suburban Maryland, the Rockville market, investment trends, and related information. The Mayor and Council engaged in a conversation with JLL and asked questions during the worksession. The staff report and JLL presentation can be found at the attached link.

<https://www.rockvillemd.gov/AgendaCenter/ViewFile/Agenda/02242025-7416>

Upcoming Mayor and Council meeting:

February 24, 2025 Mayor and Council Meeting

- Authorization to File a Zoning Text Amendment to Implement Certain Zoning Recommendations of the Town Center Master Plan, Including Implementation of Floating Zones