



November 9, 2007

Deane Mellander  
City of Rockville  
11 Maryland Ave  
Rockville, MD 20850

**RE: Request for Explanation of Design Features**

Dear Deane Mellander,

I have received your request for more detailed explanation of design features to be used at your upcoming meeting with the Rockville city government. Please refer to the paragraphs below for narrative that you may use.

The Superfresh market located at Rockville Town Center is a 38,000 square foot, full service grocery retailer. This meeting's focus is the exterior aesthetics of the store. Our intentions were to maintain the town center atmosphere created by the variety of surrounding storefronts. We combined visually neutral materials with bolder eye-catching features to transform the facades of Superfresh into a more pedestrian oriented experience.

Along the main entry plaza, we incorporated a grand entry piece, standing approx. 22 ft high and projecting the maximum 2' into the public walkway. In addition, we introduce an automatic sliding door for ease of entry and exit. To further guide the customer inside, we extended a curved black canopy 6 ft over the walkway. The entrance is flanked on the right by existing storefront windows and a new matching storefront set on its left. On the inside of the windows a film will be applied, similar to the existing Lafayette Way silhouette window featured in the via. The idea was to create scenes of movement related to shopping and café dining. The use of natural ledge stone on this main plaza and the other facades reinforces the pedestrian scale created on the marketplace.

Along Gibbs Street, we wanted to continue with the amenities of the pedestrian thoroughfare. We divided the Superfresh frontage into three

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distinct facades. We used a very unique display wall as a focal point along one façade. These displays will be used for presentation of artwork not selected by or affiliated with Superfresh or A&P. In the second façade on this side, we repeated the silhouette windows to continue the representation of movement. The third simply blends the elegance of the existing stone with the Superfresh colors and windows.

Along all of the sides we feature blue and white striped canopies that compliment the colors of the Superfresh logo and distinguish the character of the grocery from the surrounding shops. The light fixtures featured are of modern, simplistic style, used to enhance the pedestrian scale. They provide adequate illumination for evening security yet are not an overbearing presence.

I hope that the aforementioned narrative is acceptable for your meeting. If you require further explanation please contact Shaw Rahman at 410-234-0900.

Sincerely,

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Shaw Rahman, AIA, NCARB  
Architectural Designer