



City of  
**Rockville**  
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# **Southlawn Industrial Area Feasibility Study**

## **Review of Recommendations**

Rockville Mayor and Council

July 18, 2016



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# Southlawn Study Area



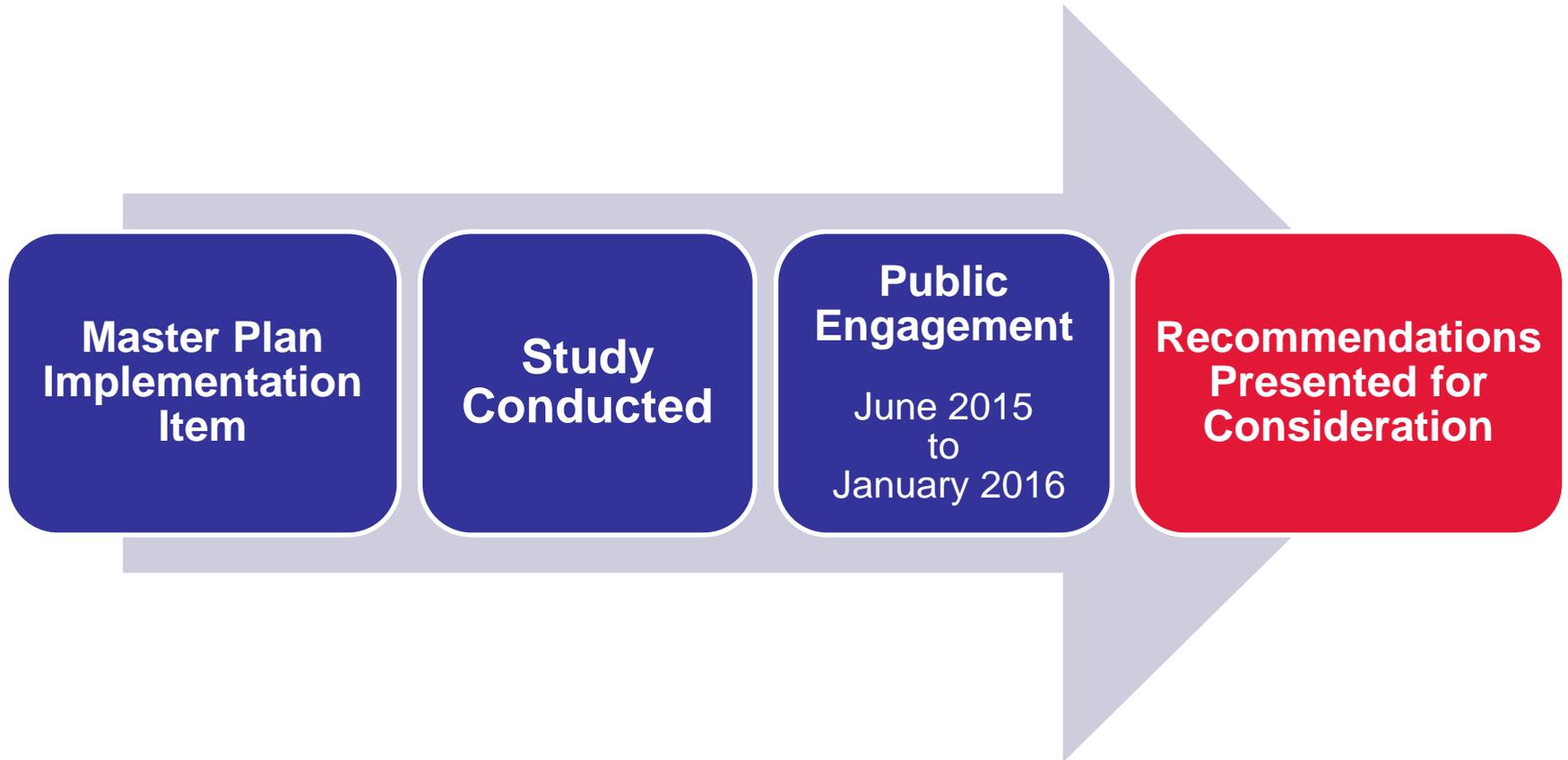


## History of Southlawn Area Feasibility Study

- **Study Anticipated**
  - Comprehensive Master Plan
  - East Rockville Master Plan
  - Lincoln Park Master Plan
- **Study Authorized** – February 2015
- **Study Conducted** – April 2015 to February 2016
- **Final Recommendations to Mayor and Council** – February 29, 2016
- **Staff Review of Recommendations** – March to June 2016
- **Final Recommendations back to Mayor and Council** – July 18, 2016



## Context of Feasibility Study





## Discussion Categories

- **Transportation Improvements**
- **Zoning Regulations**
- **Gateway and Streetscape Improvements**
- **Economic and Organizational Development**
- **Other Items**



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# Recommendations Overview

## Transportation Recommendations

#	Recommended Action	Time period	Estimated Cost	Staff Position
1	Install directional wayfinding road signage dissuading N. Horners Ln cut-thru traffic	Short-term	\$7,260	Supported
2	Install on-street parking markings along Taft St	Mid-term	TBD	Supported
3	Complete missing sidewalks in Southlawn area	Mid-term	\$310,365	Supported
4	Prohibit commercial vehicle parking on First St and Taft St	Short-term	TBD	Study
5	Evaluate options for a permanent speed camera along N. Horners Ln	Short-term	TBD	Study
6	Adjust time restricted parking on Taft St and Loftstrand Ln	Short-term	TBD	Study
7	Realign Southlawn Lane to straighten bend north of Lofstrand Lane	Long-term	TBD	Study
8	Install mini roundabouts at N. Horners Ln/Crabb Ave and N. Horners Ln/Southlawn Ln	Short-term	\$181,500	Not Supported
9	Study arterial traffic signal timing to reduce cut-thru traffic	Short-term	TBD	Not Supported
10	Road Closure - Dover Rd	Long-term	\$84,700	Not Supported
	Road Closure - Southlawn Ln	Long-term	\$16,637	Not Supported
	Road Closure - Westmore Rd	Long-term	TBD	Not Supported
	New Road Connections - Old Dover to Westmore	Long-term	\$839,437	Not Supported
	New Road Connections - Southlawn to Dover	Long-term	\$739,612	Not Supported

## Zoning / Regulatory Recommendations

#	Recommended Action	Time period	Estimated Cost	Staff Position
11	Allow on-street parking for industrial land use parking needs	Mid-term	TBD	Supported
12	Re-zone David Scull Courts parcels to RMD-25	Mid-term	TBD	Study
13	Reduce industrial setbacks from residential with wall/fence	Mid-term	TBD	Study
14	Re-zone property at N. Horners Ln and Southlawn Ln for residential redevelopment	Long-term	TBD	Not Supported

## Gateway / Streetscape Recommendations

#	Recommended Action	Time period	Estimated Cost	Staff Position
15	Install sidewalk bump-outs at First St and Taft St intersection crossings	Short-term	\$72,600	Supported
16	Install/enhance street trees along Taft St between First St and Gude Dr	Short-term	\$9,075	Supported
17	Install gateway monument or pylon at First St and Taft St	Mid-term	TBD	Supported
18	Widen sidewalks along west side of First St	Mid-term	TBD	Supported
19	Add 'continental' crosswalks to remaining intersection crossings at First St and Taft St	Short-term	TBD	Not Supported

## Economic Development / Organizational Recommendations

#	Recommended Action	Time Period	Estimated Cost	Staff Position
20	Support the establishment of a Southlawn Business Association	Short-term	TBD	Supported
21	Implement incentives for façade improvements and code compliance for existing businesses	Short-term	TBD	Supported
22	Actively recruit appropriate industrial and commercial businesses	Mid-term	TBD	Supported
23	Address regulatory challenges that may inhibit or discourage new business types	Short-term	TBD	Study
24	Implement incentives to attract new businesses	Mid-term	TBD	Study

## Other Recommendations

#	Recommended Action	Time period	Estimated Cost	Staff Position
25	Explore annexation of nearby industrial properties in the County	Mid-term	TBD	Supported
26	Enhance enforcement of 1-ton truck route restrictions	Short-term	TBD	Supported
27	Add park improvements to David Scull Park (Gude Dr wall/buffer, benches, stormwater)	Mid-term	TBD	Supported



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# Transportation Recommendations



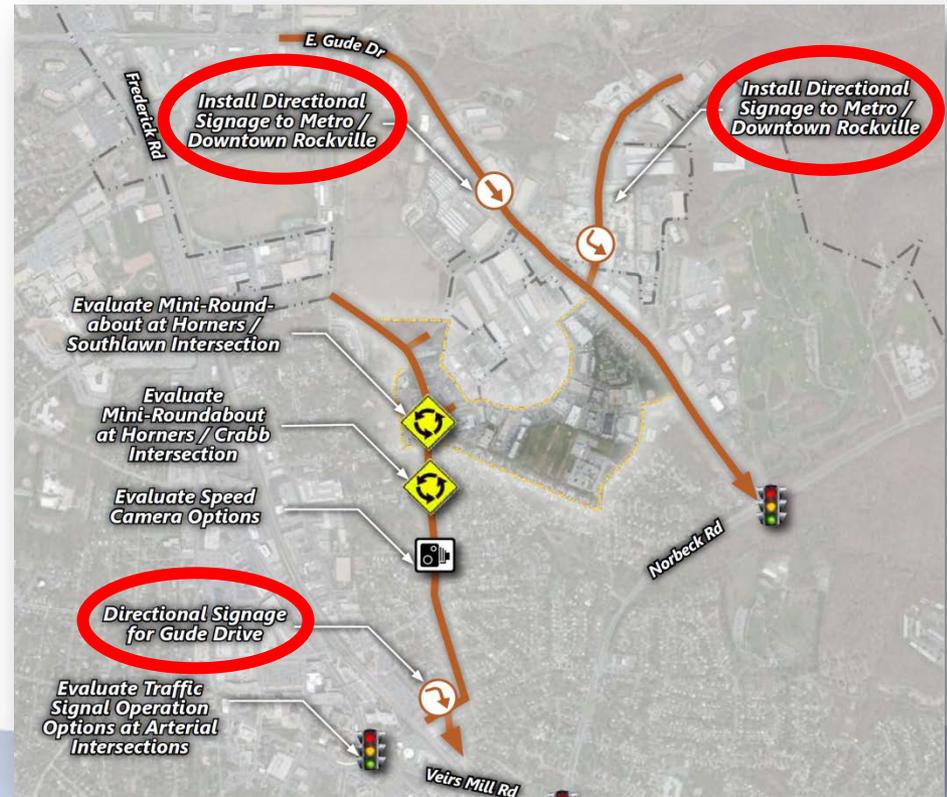
# Transportation

1

**Install directional wayfinding road signage on area Arterial Roads to discourage North Horners Lane 'cut-thru' traffic.**

Staff Position:  
Tentatively Supported

Discussion:  
Not seen as effective at addressing issue. Sign placement requires County or State approval.





## Transportation

- 2 Install on-street parking space markings to formalize parking along Taft Street between East Gude Drive and First Street.

Staff Position:  
Supported

Discussion:  
Parallel space markings ('edge markings') are recommended over perpendicular markings shown in image.





## Transportation

- 3 Complete missing sidewalks in the vicinity of the Southlawn industrial area, including sidewalk gaps in the County portion of the area.

Staff Position:  
Supported

Discussion:  
Missing sidewalk along Southlawn Lane programmed for design in FY17 and construction in FY18.





## Transportation

- 4 **Prohibit commercial vehicle parking on First Street (north of Taft Street) and along Taft Street (between First Street and East Gude Drive).**

Staff Position:

Supported with Further Study

Discussion:

Further study is needed to determine the best method to accomplish this. Street classification could be one option.



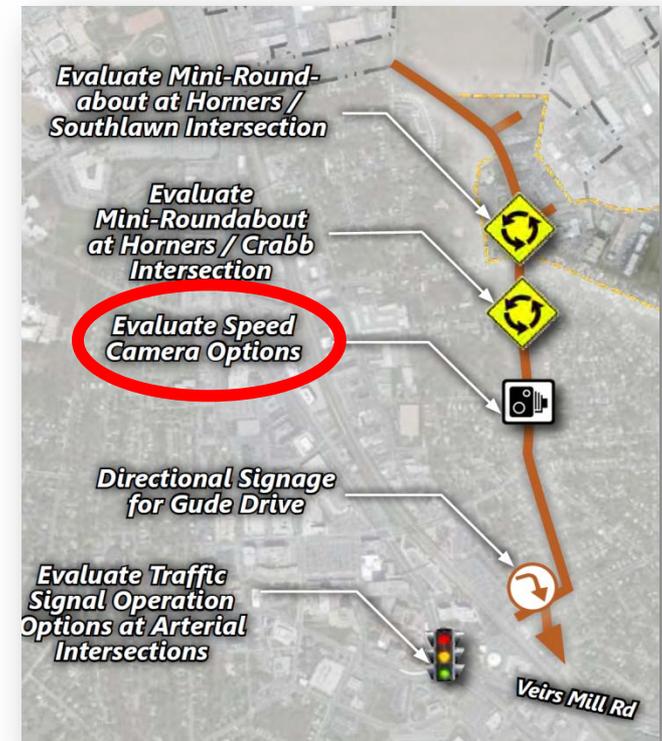


## Transportation

### 5 Evaluate options for a permanent speed camera along North Horners Lane.

Staff Position:  
Further Study Needed

Discussion:  
Fixed speed camera installation would require a speed study to warrant its placement and a permit from the Maryland State Highway Administration (SHA).





## Transportation

- 6 **Adjust time restricted parking on Taft Street and Lofstrand Lane to restrict parking from 1:00 am to 6:00 am (currently restricted between 11:00 pm to 6:00 am).**

Staff Position:  
Further Study Needed

Discussion:  
Extending the restriction time from 11:00 pm to 1:00 am is intended to support late night retail and entertainment uses, if desirable.



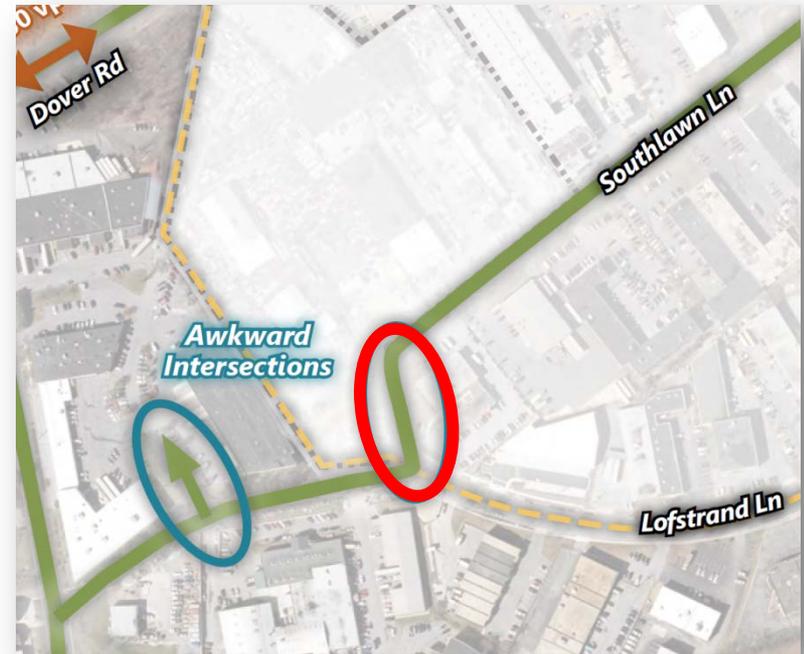


## Transportation

### 7 Realign Southlawn Lane to straighten bend north of Lofstrand Lane.

Staff Position:  
Further Study Needed

Discussion:  
Requires design, engineering and funding to determine alignment. Acquisition of private property would be necessary to accommodate re-alignment.





## Transportation

- 8 **Install mini roundabouts at two intersections: N. Horners Lane & Southlawn Lane and N. Horners Lane & Crabb Avenue.**

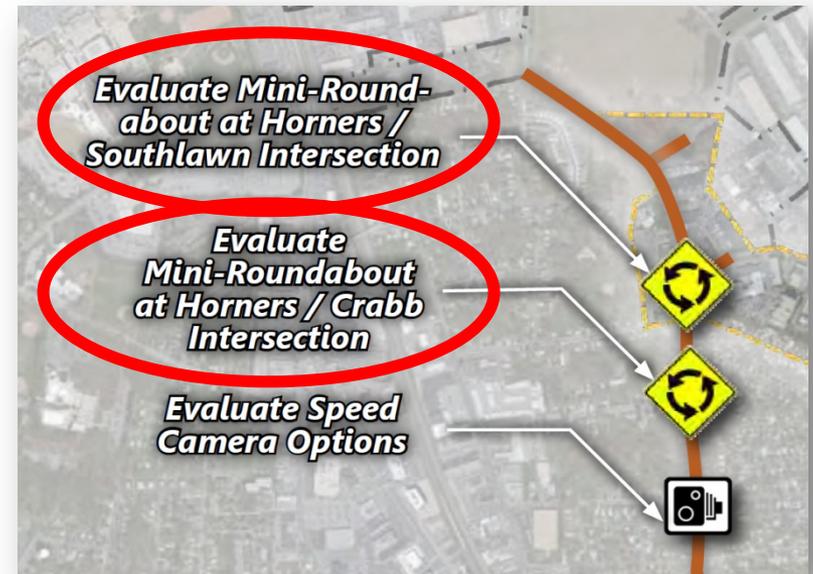
Staff Position:

Not Supported

Discussion:

For Horners and Southlawn, a roundabout would be less effective at calming traffic than the existing stop sign.

For Horners and Crabb, right-of-way is limited without taking residential property.





## Transportation

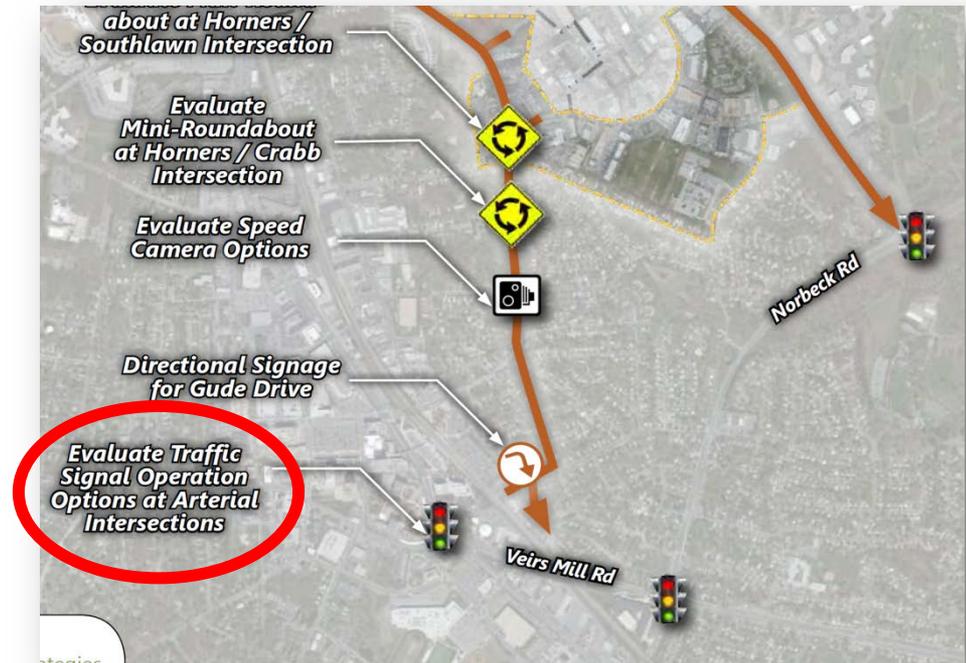
- 9 Evaluate traffic signal operation options at Arterial intersections around Southlawn area to reduce pressure for cut-through traffic.

Staff Position:

Not Supported

Discussion:

Not seen as effective in alleviating 'cut-through' traffic on North Horners Lane. Changes in signal timing would require study and approval from County or State DOTs.





# Transportation

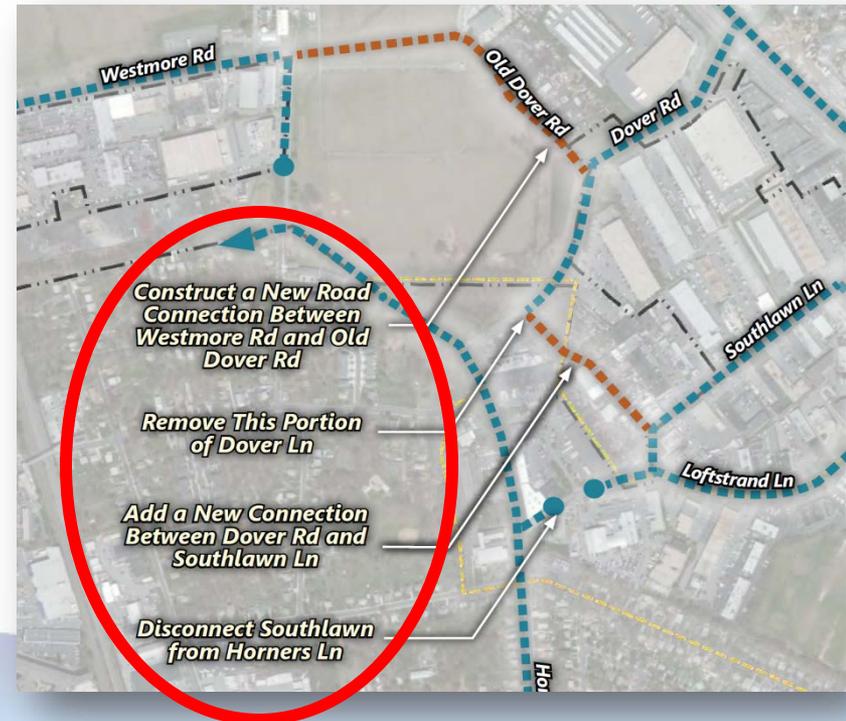
10

## Study 'long-term' changes to Southlawn street network to eliminate 'cut-through' traffic:

- Close sections of Dover Rd., Southlawn Ln., & Westmore Ave.
- Build new road connections at Dover Rd. and Westmore Rd. and Southlawn Ln. and Dover Rd.

Staff Position:  
Not Supported

Discussion:  
Importance of citywide transportation network outweighs elimination of neighborhood traffic.





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# Zoning Recommendations

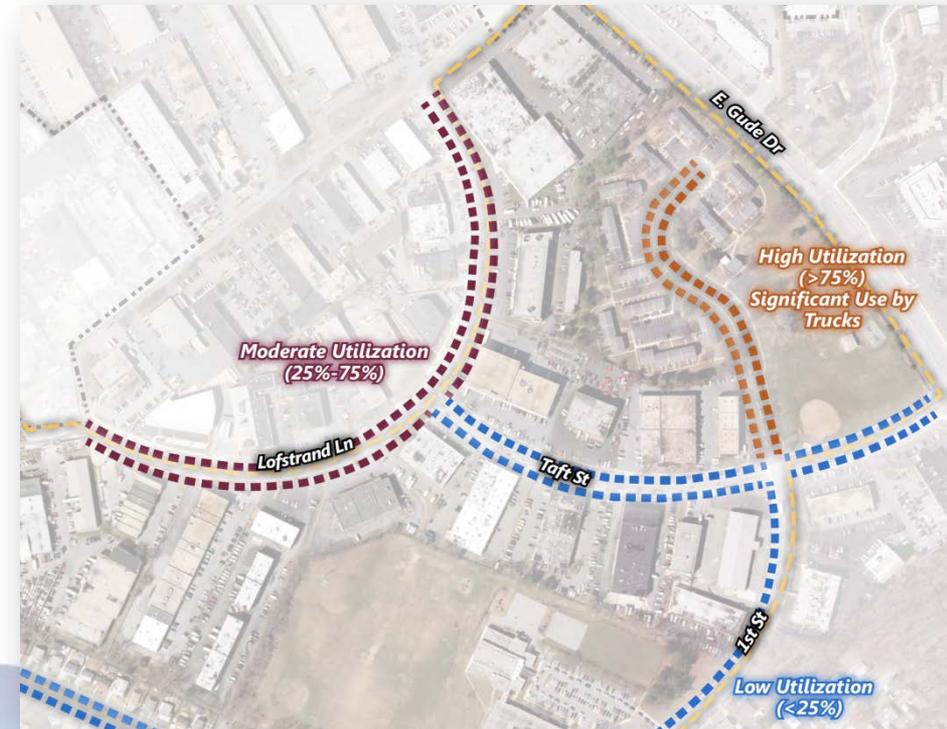


## Zoning

- 11 **Modify Zoning Code parking requirements to allow some portion of existing on-street parking within the IL (Light Industrial) zone to be applied toward the off-street parking requirements for land uses in the zone.**

Staff Position:  
Supported

Discussion:  
Offers relief for limited parking supply and supports broader 'alternative' industrial uses with a retail component.



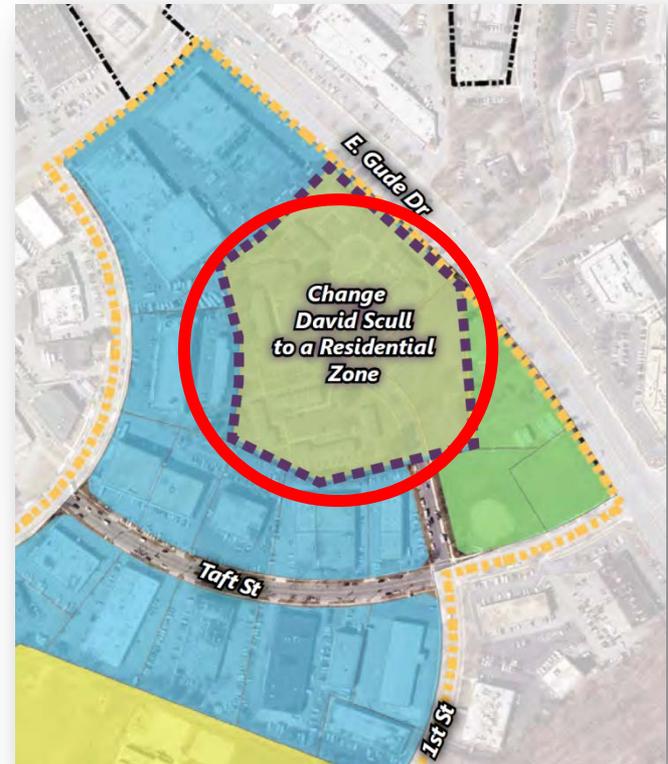


# Zoning

## 12 Re-zone David Scull Courts parcels (currently IL – Light Industrial).

Staff Position:  
Further Study Needed

Discussion:  
Additional analysis would determine appropriate zone and impact to adjacent industrial properties.





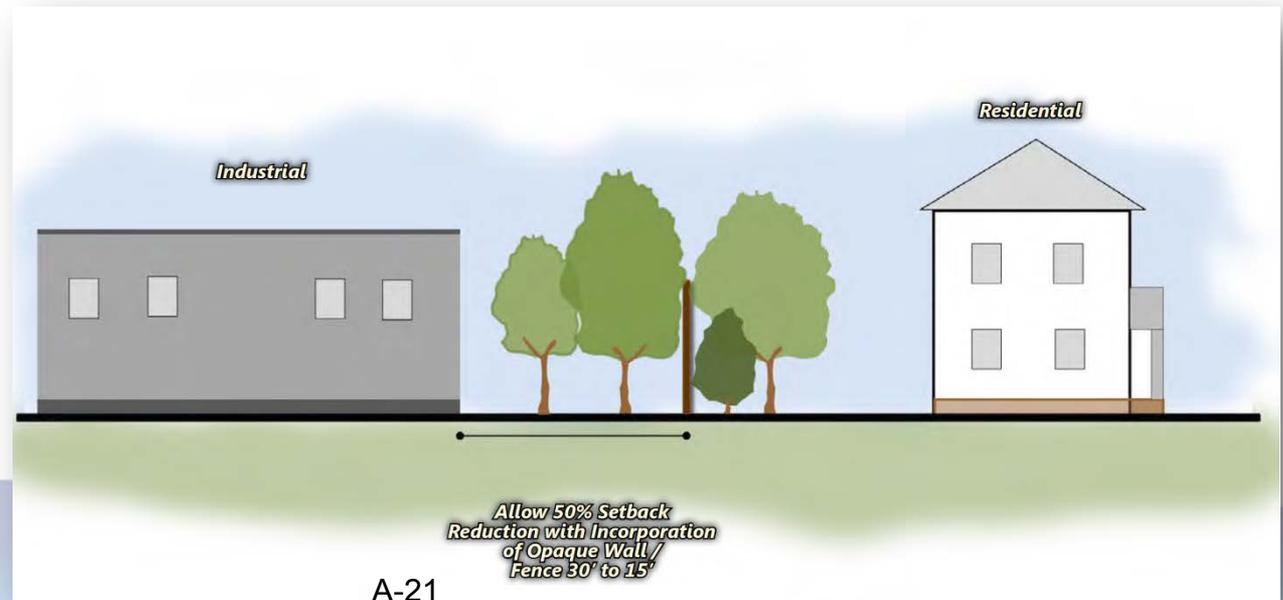
## Zoning

13

**Modify setback rules on industrial properties that abut residential uses to reduce setback requirement when an opaque wall or fence is constructed between the uses.**

Staff Position: Further Study Needed

Discussion: Criteria for reduced setback needs to be studied, as well as impacts to adjacent industrial properties.





## Zoning

14

**Consider rezoning properties northeast of N. Horners Lane and Southlawn Lane intersection to accommodate redevelopment along with street closures (#10).**

Staff Position:

Not Supported

Discussion:

Dependent on street closures. May significantly hinder viability of existing businesses.

Possible Master Plan item.





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# Gateway and Streetscape Recommendations

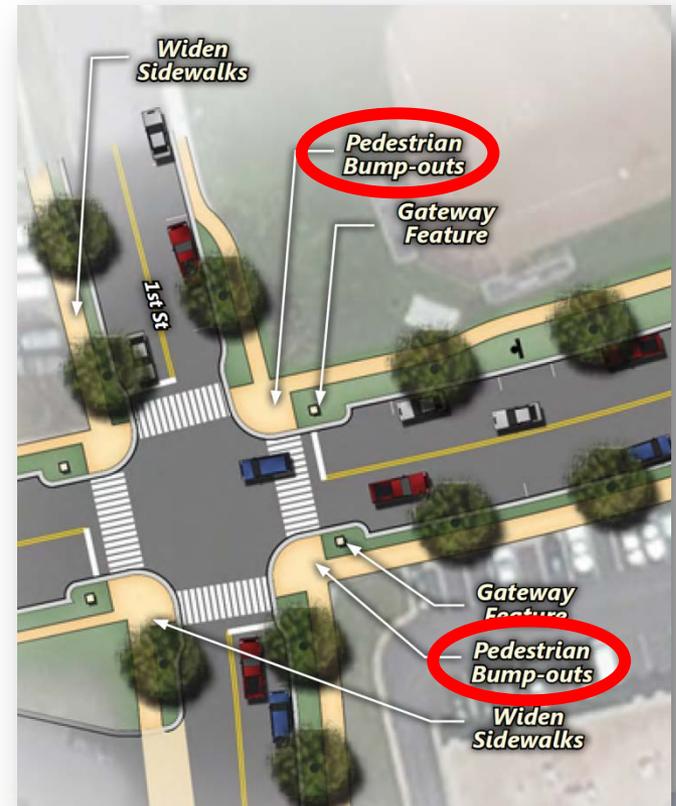


## Gateway and Streetscape

### 15 Install sidewalk bump-outs at the intersection of First Street and Taft Street.

Staff Position:  
Supported

Discussion:  
Would shorten pedestrian crossing distance and improve intersection appearance.





## Gateway and Streetscape

16

**Install or enhance street trees along Taft Street between First Street and East Gude Drive.**

Staff Position:  
Supported

Discussion:  
Coordination with Recreation and Parks staff is recommended to determine ideal planting design, tree types, and maintenance requirements.





## Gateway and Streetscape

17

**Install a gateway monument and/or signage at the intersection of First Street and Taft Street.**

Staff Position:  
Supported

Discussion:  
A monument sign or art installation announcing the entrance to “East Rockville” and/or “Southlawn Industrial District”.





## Gateway and Streetscape

### 18 Widen sidewalks along key travel paths

Staff Position:  
Supported

Discussion:  
Not a high priority as an existing sidewalk among over 50 miles of missing sidewalk connections in the City.





## Gateway and Streetscape

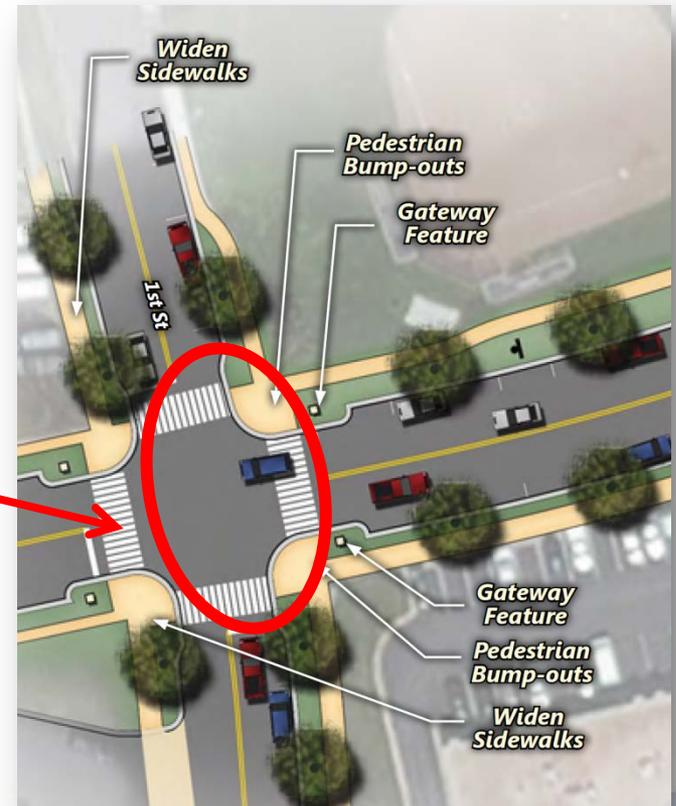
19

Add 'continental' crosswalk marking enhancements at the intersection of First Street and Taft Street.

Staff Position:  
Not Supported

Discussion:  
Existing condition of a single 'continental' crosswalk properly indicates priority student crossing.

Existing





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# Economic and Organizational Recommendations



20

## **Economic and Organizational Development**

**Support the establishment of a Southlawn Business Association, if desired by Southlawn businesses.**

Staff Position:

Supported

Discussion:

Could be organized under the Rockville Chamber of Commerce, in coordination with Rockville Economic Development, Inc. (REDI).



## **Economic and Organizational Development**

21

**Support Southlawn area businesses through financial and/or technical support to implement façade improvements and code compliance requirements.**

Staff Position:

Supported

Discussion:

Could be managed by Rockville Economic Development, Inc. (REDI) under a new 'Core Improvements Program'.



22

## **Economic and Organizational Development**

**Actively recruit and/or incentivize appropriate industrial and commercial businesses to Southlawn area.**

Staff Position:

Supported

Discussion:

REDI provides ongoing assistance for businesses locating in Rockville, though a major new program would require appropriate resources.

Possible Master Plan item.



23

## **Economic and Organizational Development**

**Address regulatory challenges that may inhibit new ‘alternative’ users in the industrial area, such as food and beverage retailers, gyms, or other ‘maker’ businesses.**

Staff Position:

Supported with Further Study

Discussion:

Regulatory challenges and type of desired new uses need to be better understood.



24

## **Economic and Organizational Development**

**Create a package of incentives that improves the condition of properties and attracts new businesses.**

Staff Position:

Further Study Needed

Discussion:

Issue needs to be better understood in order to determine the purpose and focus of incentives.



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# Other Recommendations



## Other Recommendations

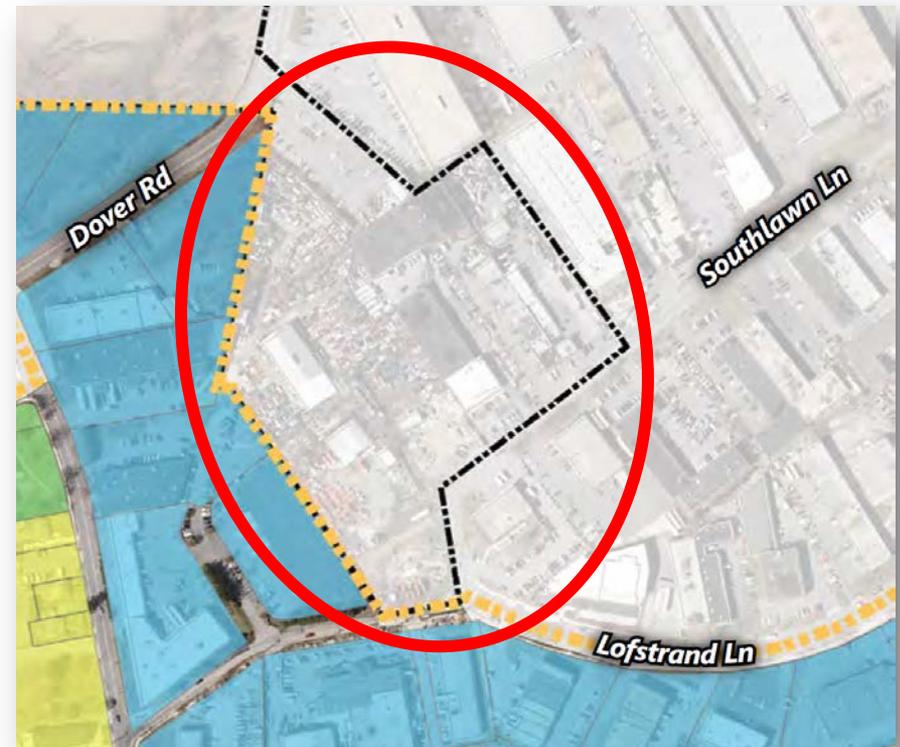
- 25 Explore annexation of properties in Montgomery County adjacent to Southlawn area in Rockville.**

Staff Position:

Supported

Discussion:

Annexation would add City influence on land use and operation of properties in the County adjacent to Southlawn. Requires coordination with affected property owners and Montgomery County.





## Other Recommendations

### 26 Improve enforcement of Truck Route Restrictions along North Horners Lane and First Street.

Staff Position:

Supported

Discussion:

Police actively enforce truck route restrictions. Recent sign placement improves visibility of restriction on North Horners Lane





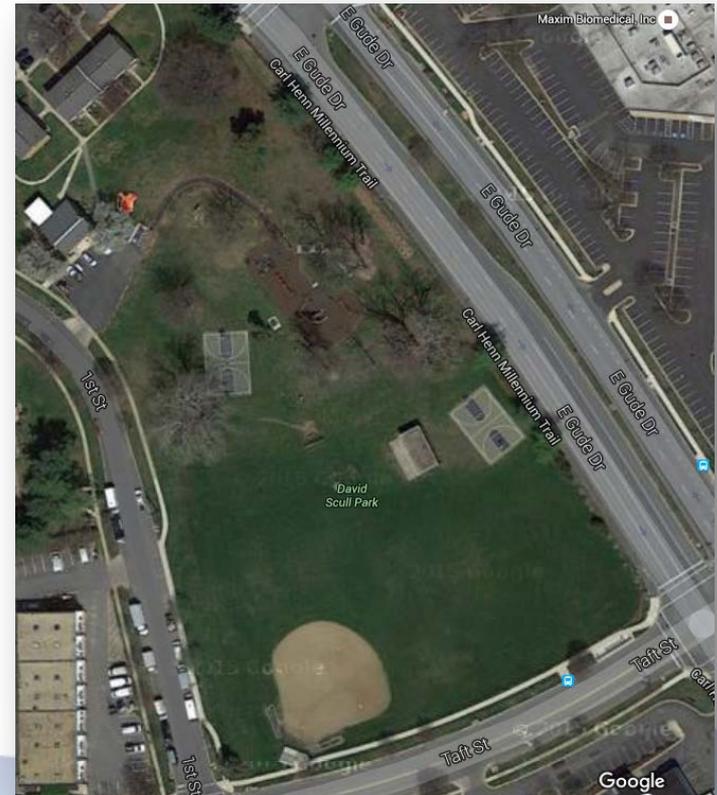
## Other Recommendations

- 27** Improve the buffer / transition between David Scull Park and adjacent streets for safety and aesthetics.

Staff Position:  
Supported

Discussion:  
Examples:

- Stormwater intake structure
- fence along E. Gude Drive and Taft Street
- seating for daytime and casual park users
- accessibility facilities throughout the park
- park edge landscaping





## Next Steps

- **Return to Mayor and Council with a short list of recommendations to pursue, including realistic schedules and next steps**
- **Notify study stakeholders of accepted study recommendations**

