

November 5, 2012

Public Record closed 10-31-12

Public Hearing (10-10-12) Testimony to Planning Commission: Draft of Rockville Amendment to Montgomery County Heritage Area Management Plan and proposed language to amend the Comprehensive Plan

| <i>No.</i> | <i>Date received</i> | <i>Name and Address</i> | <i>Summary of Testimony</i> | <i>Staff Comments</i> |
|------------|----------------------|--|--|-----------------------|
| 1 | 8/15/12 | Richard Hughes Administrator, MHAA 100 Community Place Crownsville, MD 21032 | Sound proposal. | Concur |
| 2 | 9/25/12 | Roger Berliner, President Montgomery County County Council | Delighted with proposition that Rockville may join the County's Heritage Area | Concur |
| 3 | 10/1/12 | Laurie Boyer, Executive Director, REDI | Agree with proposition, that local heritage tourism can support economic development and help create jobs and diversify the local economy. | Concur |
| 4 | 10/1/12 | Chris Henry, Acting Director Recreation and Parks City of Rockville | Supports adoption of the amendment. Program is supportive of existing city programming and will enhance visitor experience and site visibility. | Concur |
| 5 | 10/10/12 | Peter G. Conrad Maryland Department of Planning | Well focused plan, addresses obvious connections between Rockville and County. Supportive of multiple transportation options, especially walkable neighborhoods. | Concur |
| 6 | 10/10/12 | Thomas A. Kuehhas Exec. Dir., Montgomery County Historical Society | (Letter and public testimony) Support amendment. Joining the MCHA will allow the Historical Society to apply for substantial grants on their own. | Concur |
| 7 | 10/10/12 | Eileen McGuckian 11807 Dinwiddie Dr. Rockville, MD | Support amendment. Use opportunity to publish comprehensive Rockville Heritage Tourism Guide. | Concur |
| 8 | 10/10/12 | Peggy Erickson Exec. Dir., Heritage Tourism Alliance of Montgomery County | Support. Urges adoption in time to allow partners to apply for FY14 grants (by March 2013); notes State will fund 50% of project, and allows the local match to be 75% cash and 25% in kind. | Concur. |
| 9 | 10/10/12 | Mary van Balgooy Exec. Dir., Peerless Rockville | Support amendment. Will provide grant opportunities for Peerless Rockville. | Concur. |
| 10 | 10/31/12 | Craig Moloney, Chair Rockville HDC | Endorses program | Concur |



RE: Posting on City's web site

Richard Hughes to: Rziek@rockvillemd.gov,
director@heritagemontgomery.org
Cc: "JWasilak@rockvillemd.gov"

08/15/2012 12:35 PM

1

History: This message has been forwarded.

| Date | From | Subject |
|---------------------|----------------|--------------------------------|
| 08/15/2012 12:35 PM | Richard Hughes | RE: Posting on City's web site |

Robin,

Thanks very much. I finally completed my read-through of the initial version that you sent out earlier. I am happy to say I feel you did an excellent job and I only have a few minor comments that I will share with you shortly. You really demonstrated a full understanding of MHAA's programs and then very effectively identified the resources within Rockville that could benefit from those programs. I only wish all of the proposals we get from other jurisdictions could be as good!

I will have a second look at your final publicly distributed materials and get my comments to you as soon as possible.

Richard

Richard B. Hughes
Administrator
Maryland Heritage Areas Program
Maryland Historical Trust
100 Community Place
Crownsville, MD 21032-2023
Tel.: 410-514-7685
Fax: 410-514-7678
E-mail: rhughes@mdp.state.md.us
Website: http://mht.maryland.gov/heritageareas_program.html

From: Rziek@rockvillemd.gov [mailto:Rziek@rockvillemd.gov]
Sent: Wednesday, August 15, 2012 10:49 AM
To: director@heritagemontgomery.org; Richard Hughes
Cc: JWasilak@rockvillemd.gov
Subject: Fw: Posting on City's web site

Peggy and Richard,

Our materials are posted on the City's web site now, as part of the Public Hearing Draft process and the 60 days requirement for the State Clearinghouse. <http://www.rockvillemd.gov/masterplan/index.html>

All comments are welcomed. Thanks, Robin

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From: "Montgomery County Council" <County.Council@montgomerycountymd.gov>
To: <Planning.commission@rockvillemd.gov>
Date: 09/25/2012 05:44 PM
Subject: Montgomery County Heritage Area Management Plan

Dear Mr. Hill,

The Council is delighted to see that the City may adopt the Montgomery County Heritage Area Management Plan so that it is formally included in the Montgomery County Heritage Area.

Thank you for the opportunity to comment on the City of Rockville's amendment to its Comprehensive Master Plan and all that you do on behalf of the residents of Rockville.

Sincerely,



Roger Berliner
Council President

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October 1, 2012

Mr. David Hill, Chair
 City of Rockville Planning Commission
 111 Maryland Avenue
 Rockville, MD 20850

RE: Letter of Support for the City of Rockville's Amendment to the *Montgomery County Heritage Area Management Plan*

Dear Mr. Hill,

Rockville Economic Development, Inc. (REDI) supports the City of Rockville's Amendment to the *Montgomery County Heritage Area Management Plan* and the proposed language for the comprehensive Plan to adopt the entire *Montgomery County Heritage Area Management Plan*.

Tourism can play a major role in a community's overall economic development success by helping to create jobs and diversifying the local economy. Local heritage tourism efforts can do much to entice local and regional visitors into the City. By participating in the State's established Maryland Heritage Area program, the City of Rockville will be able to quickly and efficiently build on the heritage tourism opportunities found here.

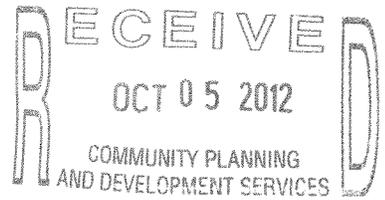
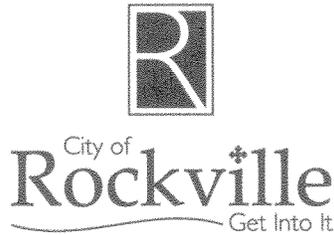
Thank you for your support of this request, and please feel free to contact me with any questions.

Sincerely,

Laurie M. Boyer, CEcD
 Executive Director

cc:

Susan Swift, AICP, Director of Community Planning and Development Services
 R. James Wasilak, AICP, Chief of Planning
 Robin Ziek, Historic Preservation Planner
 Mark Pierzchala, City of Rockville Councilmember and HDC Liaison



MEMORANDUM

4

October 1, 2012

TO: Rockville Planning Commission

FROM: Chris Henry, Acting Director of Recreation and Parks *CH*

SUBJECT: Support for Amendment to the Montgomery County Heritage Area management Plan

Recreation and Parks staff has thoroughly reviewed the Public Hearing Draft of the City of Rockville Amendment to the Montgomery County Heritage Area Management Plan and supports the adoption of this amendment into the Comprehensive Master Plan. The language and recommendations in the amendment are consistent with the goals of the city's Culture and Entertainment Plan adopted by the Mayor and Council on August 31, 2011.

The amendment makes specific recommendations to promote the City as a destination for heritage visitors. Additional recommendations focus on ways to enhance the historic sites, as well as the City's environmental, recreational and cultural resources.

The amendment sites interpretive strategies that are beneficial to the continued success of programming for Recreation and Parks. Supporting the existing programming in publically owned historic structures such as the Glenview Mansion, the Pump House and the King Farm Farmstead enhance the experience for visitors and increase their visibility to residents and visitors.

Thank you for the opportunity to comment on this amendment.

Cc: ✓ Jenny Kimball, Acting City Manager
 Betsy Thompson, Superintendent of Recreation
 Robin Ziek, Historic Preservation Liaison to Planning Commission



Maryland Department of Planning

Sustainable Attainable

5

October 10, 2012

Mr. David Hill, Chair
City of Rockville Planning Commission
111 Maryland Avenue,
Rockville, MD 20850

Dear Mr. Hill:

Thank you for providing the Maryland Department of Planning the opportunity to comment on the City of Rockville's Draft Amendment to the Montgomery County Heritage Area Management Plan. We have reviewed the plan and offer the attached comments.

This plan amendment will further Rockville's goals of strengthening its commitment to preservation in the context of 21st century growth, and protecting the integrity and character of the city's built form.

We wish the City continued success in the integration of new and existing development strategies with sincere congratulations on this fine effort.

Sincerely,

Peter G. Conrad, AICP
Director of Local Government Assistance

Attachment

cc: Rich Josephson
Steve Allan

Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor

Richard Eberhart Hall, AICP, Secretary
Matthew J. Power, Deputy Secretary



Sustainable _____ Attainable _____

**Review Comments from the Maryland Department of Planning
City of Rockville
Draft Amendment to the Montgomery County Heritage Area Management Plan
10/10/2012**

General Comments

Maryland Department of Planning has reviewed the Draft Amendment to the Montgomery County Heritage Area Management Plan and in general feels the document is a focused, well written plan which addresses the goals of the County's heritage area program. Besides the obvious connections that centrally located Rockville has to other parts of the county and its shared heritage resources, we especially note and appreciate the linkages made to other existing programs and amenities such as Bikeshare, pedestrian infrastructure and transit infrastructure improvement projects. The pre-1949 annexation area makes sense to serve as the boundary for the proposed Certified Heritage Area.

Also from a planning perspective, we note the assertion on p. 20 that current zoning provides incentive to preserve and reuse historic resources near and adjacent to downtown.

Transportation plays an important role in the Heritage Area Plan in the following ways:

- Transportation increases the economic activity associated with tourism, creating opportunities for small business development, job growth and a stronger tax base.
- Transportation enables Marylander's and visitors 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.

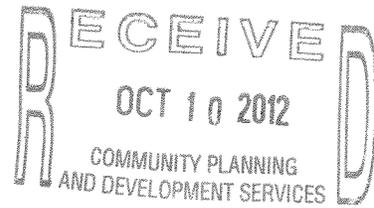
MDP is encouraged by the plan's inclusion of non-motorized transportation choices and recommends the County continue to promote and expand walkable neighborhoods through mixed-use zoning and transit oriented development (TOD) techniques. Walkable neighborhoods allow people to leave their cars behind, while encouraging Historic/Heritage Area visitors to do more sight-seeing and exploring.

We are pleased to see the Plan's recommendation to improve pedestrian and streetscape linkages from the Rockville Town Center to the surrounding neighborhoods and around the Metro transit stop. Improving pedestrian access is a critical component to make tourist feel comfortable in their environment.



October 4, 2012

Mr. David Hill, Chair
 City of Rockville Planning Commission
 111 Maryland Ave.
 Rockville, MD 20850-2364



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Dear Mr. Hill,

On behalf of the Montgomery County Historical Society, I wanted to express our strong support of the City of Rockville's becoming part of the Montgomery County Heritage Area.

The addition of Rockville to the Heritage Area would be a huge boon to the Historical Society. It would allow the Society to apply for grants for which we hadn't been eligible, strictly due to our not being located within the Heritage Area, as currently configured.

If the city does no more than express its support of this proposal, the Historical Society, as well as other local organizations, stands to benefit from grants to fund its programs, at no cost to Rockville.

In addition, we would be able to take advantage of the marketing efforts of Heritage Montgomery, as well as those of the Maryland Heritage Areas Authority, which not only promotes heritage tourism, but provides matching grants to non-profits and governments within Maryland Certified Heritage Areas.

Once again, we urge the city to join the Heritage Area and appreciate your support of the Historical Society in its efforts to collect, interpret and promote the history, heritage and culture of Montgomery County.

Sincerely,

Thomas A. Kuehhas
 Executive Director

tel (301) 340.2825

fax (301) 340.2871

111

West

Montgomery

Avenue

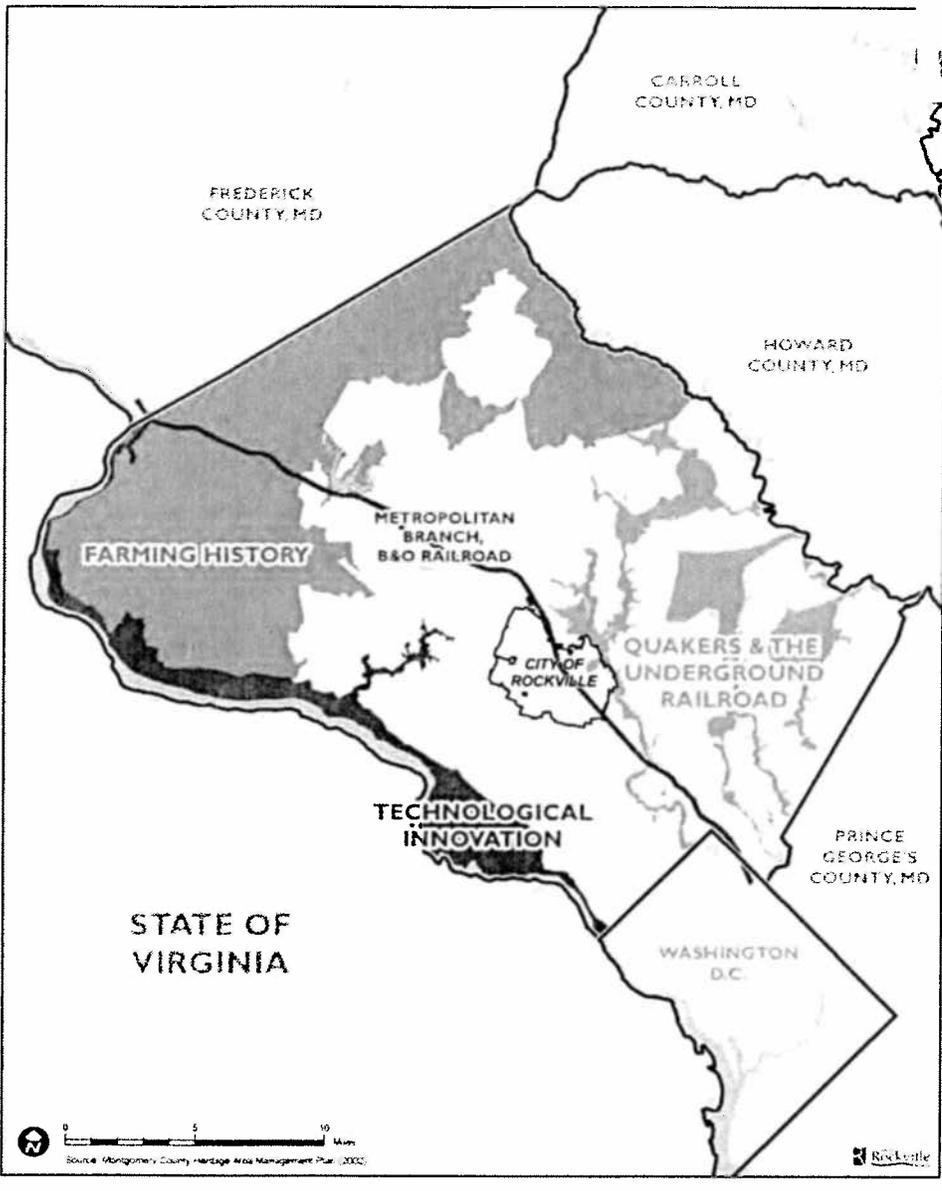
Rockville

Maryland

20850-4212

AMENDMENT TO THE MONTGOMERY COUNTY HERITAGE AREA MANAGEMEN PLAN

Attach E
11/16/12
Robin -
See notes on page throughout document.
In general, great job! **7**
Spelling + punctuation correct.
+ teaches
Red Brick 1931 Courthouse
Art Deco Bank, 1939 P.O.
are unique in Co. + need
more mention.
When is M+C Eileen MG
Pub hearing?



Public
Hearing
Draft
(8/10/12)

CITY OF ROCKVILLE,
MARYLAND

8 + 9

Comments #8 (Peggy Erickson, Exec.Dir., Heritage Tourism Alliance of Montgomery County) and #9 (Mary van Balgooy, Exec.Dir., Peerless Rockville) were received as spoken testimony during the Public Hearing on 10/10/12.

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October 31, 2012

David Hill, Chair
Planning Commission
City of Rockville



Dear Mr. Hill:

The Rockville Historic District Commission agreed during its monthly meeting on October 17, 2012, to support the City of Rockville's Amendment to the Montgomery County Heritage Area Management Plan and the proposed language to amend the Comprehensive Master Plan for adoption of the entire Management Plan, to allow Rockville to join the state's Heritage Area program.

The commission supports the inclusion because:

- The City doesn't have to pay to join the program.
- The City will only have to provide a match of 50% for grants applied for through the program.
- The City can encourage local nonprofit organizations to apply for grants through the program.
- The City will continue to be promoted through the Heritage Montgomery programs such as the video "Life in a War Zone: Montgomery County during the Civil War," a 2011 Emmy Award-winning documentary, and brochures such as "Community Cornerstones: A Selection of Historic African American Churches in Montgomery County". Sources such as these reference the City of Rockville as a heritage destination because of its connection with the civil war and African American churches in Rockville.

Thank you for your consideration of this valuable program.

Sincerely yours,

Craig Moloney, Chair, Historic District Commission
Anita Neal Powell, Commissioner
Joseph Hansen, Commissioner
Jessica Reynolds, Commissioner
Robert Achtmeyer, Commissioner