

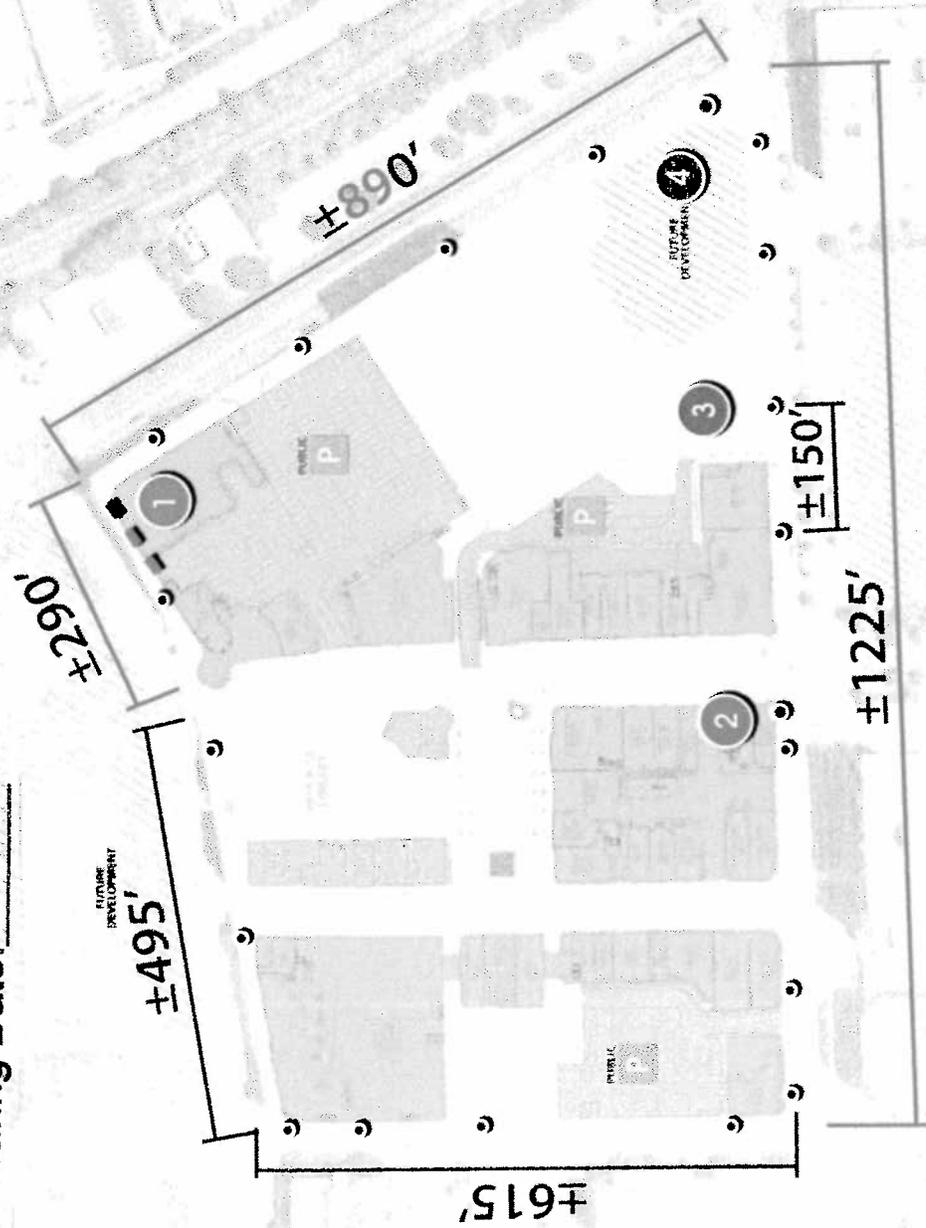
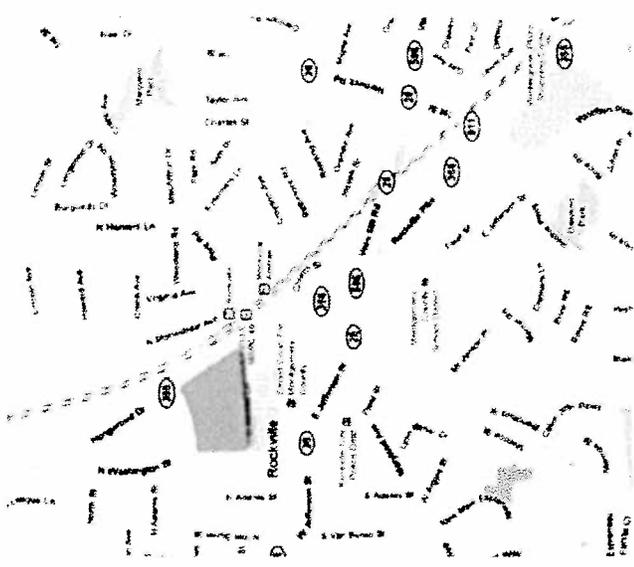
| SUMMARY OF PUBLIC HEARING TESTIMONY TXT2012-00232 – TOWN SQUARE SIGNS | | |
|--|---|---|
| Speaker | Testimony | Staff Comments |
| Robin McBride - FRIT | Supports the proposed text amendment. Notes that the overall sign plan for the Town Square was presented to M&C more than a year ago. The rooftop sign is essentially a relocation of an existing sign on the building at Beall and Hungerford. The second sign is a mate to other free-standing signs for Dawson's Market already approved. The tenant signs on the light posts will allow them more exposure to the passing public. The monument sign will replace the existing pylon at the corner of Rockville Pike and E. Middle Lane in cooperation with Foulger-Pratt. | Staff notes again that the proposed signs are currently prohibited by the code, that being the reason for the text amendment. |
| Francesco Mara – Owner of Oro Pomodoro | Expresses concern about the Town Square's visibility, especially for the interior stores. Wants a sign on Middle Lane to direct people to the store. Don't wait years to do the text amendment. | |
| Rick Hood – Dawson's Market | They want to create a brand name in Rockville, using the historic Dawson farm name to be unique to Rockville. They want the sign on Middle Lane to draw people down to N. Washington Street where they can then see another sign and the store. Please don't wait years to allow this. | |
| Caya Cagri – Owns the Cottage Monet | The Town Square merchants need more visibility for the passing public. Supports the large landmark sign proposal. | |
| Clayton Foulger | Provided a progress report on the new building for Comfort Inns. The conditions of the site plan include a requirement for a landmark art piece at the corner of E. Middle Lane and the Pike. Wants to work with FRIT to have it combined with a possible Town Square sign. | |

Exhibit # 1

Subject: TX12012-00232

Public Hearing Date: _____

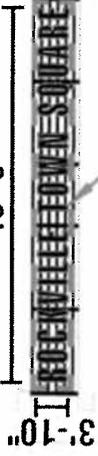
ROCKVILLE TOWN SQUARE



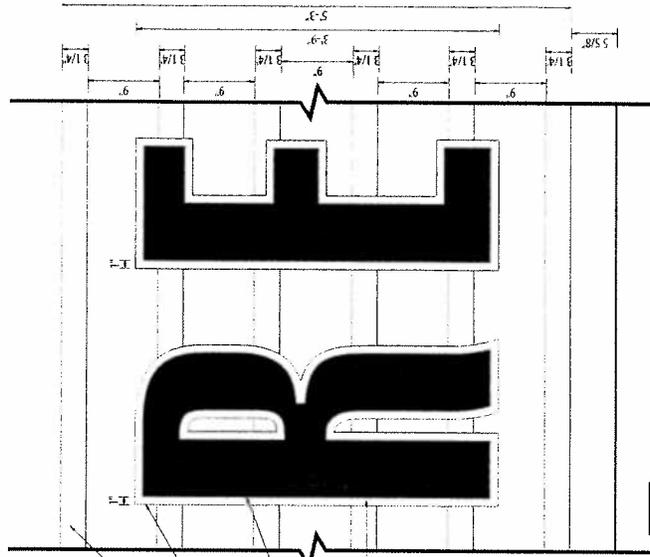
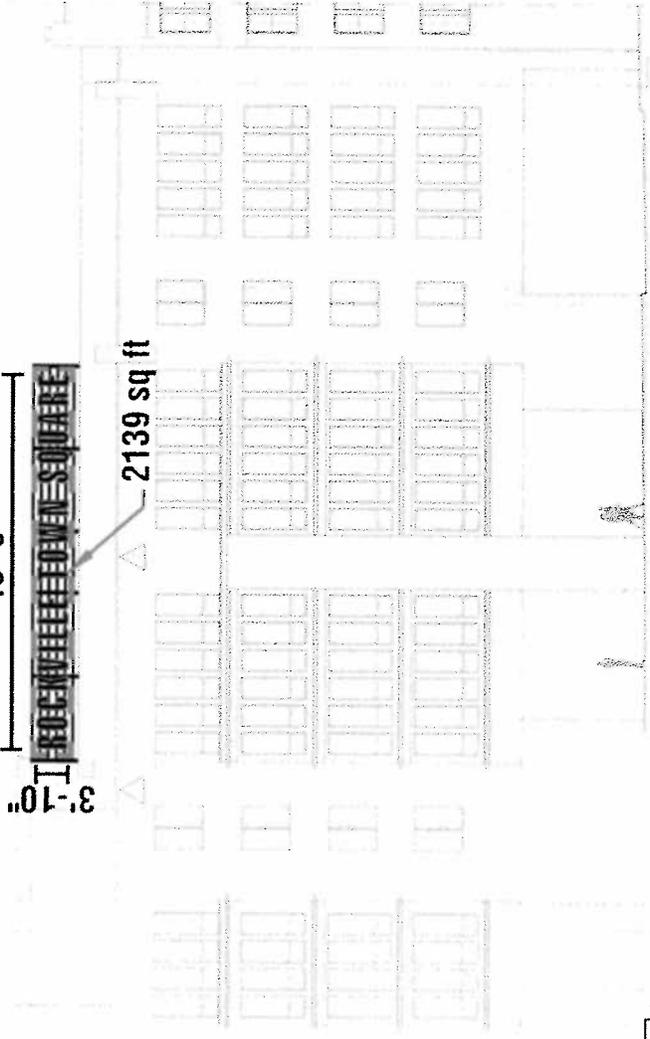
1 ROOFTOP SIGN



46'-6"



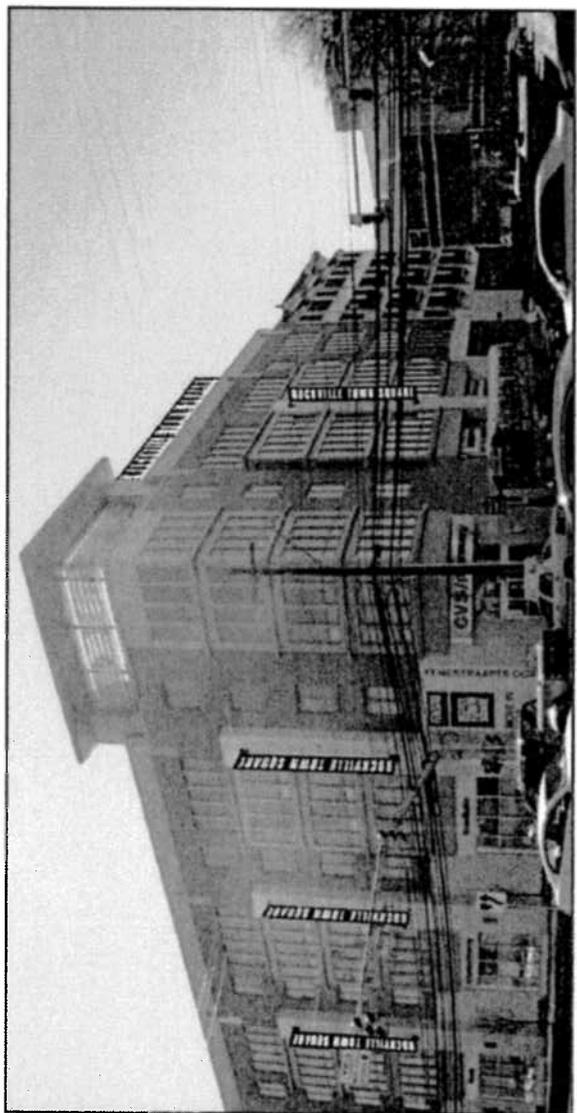
2139 sq ft



Painted metal band to match Alzo Nobel Stickers 500H6, Black
 Painted metal channel letter with White returns to match Alzo Nobel 495 A1
 Applied day/night vinyl to be black during the day and white at night
 White Polycarbonate face

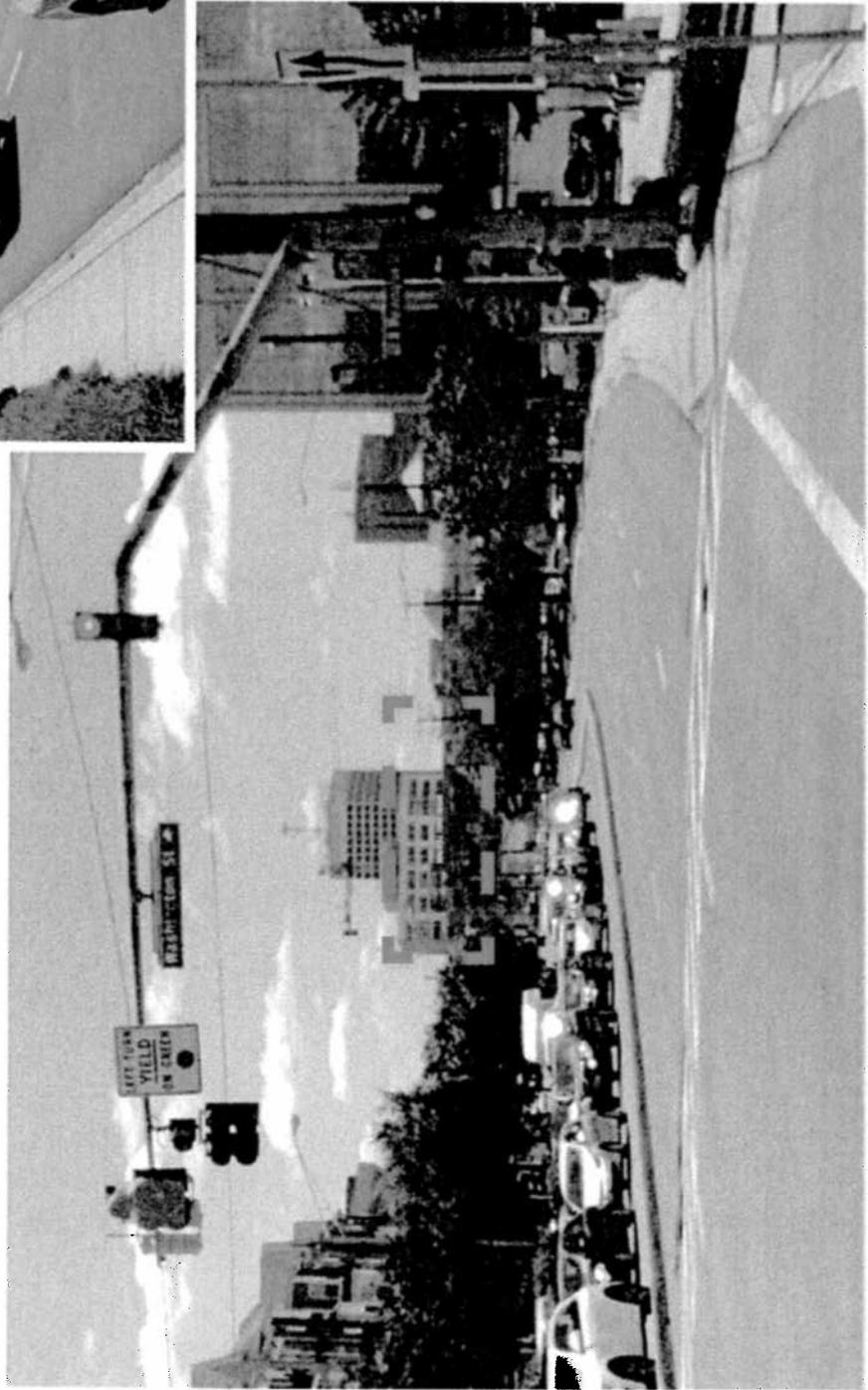
02 Letter Blow-Up
 Scale 3/4" = 1'

01 Context Elevation
 Scale 1/16" = 1'



1 ROOFTOP SIGN

Corner of Washington
and Hungerford/355



ROCKVILLE
TOWN
SQUARE

MARKET IDENTITY SIGN

2



PLAN VIEW: ID SIGN

ELEVATION: ID SIGN
QTY: (3) 36 SQ.FT



LAMP POST MEDALLION SIGN

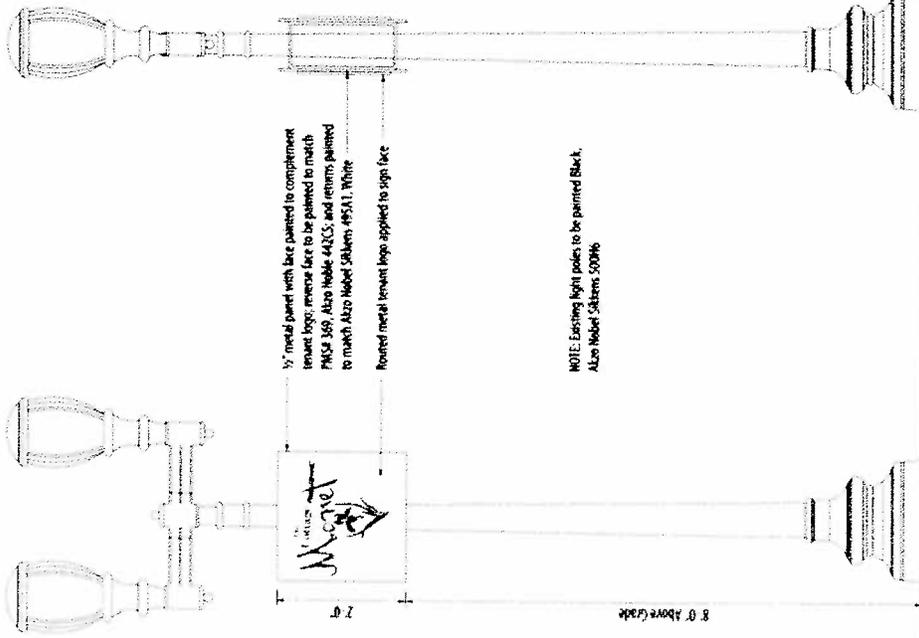
3



1/2" thick metal mounting collar with top, bottom, and interior faces painted to match Alzo Medallion Sign Series 50046. Back: side returns painted to match Alzo Medallion Sign Series 455A1. White

Note:
Lamp post diameter to be verified in field.

01 Plan View
Scale: 1/2" = 1'



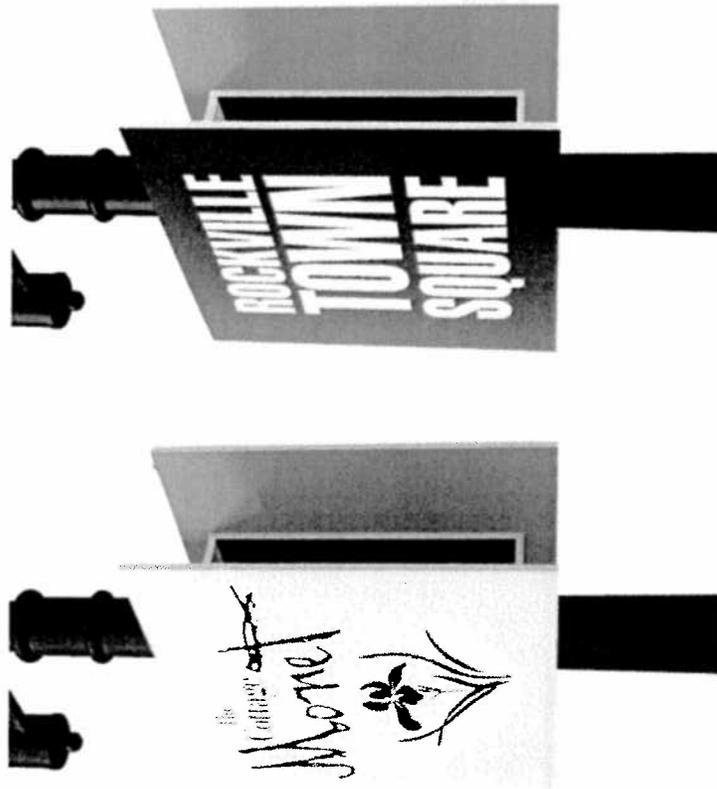
1/2" metal panel with face painted to complement tenant logo, reverse face to be painted to match PMS 369. Alzo Medallion 441CS and returns painted to match Alzo Medallion Sign Series 455A1. White

Rounded metal tenant logo applied to sign face

NOTE: Existing light poles to be painted Black. Alzo Medallion Sign Series 50046

02 Context Elevation
Scale: 1/2" = 1'

03 Side Elevation
Scale: 1/2" = 1'



04 Rendering
RTS

Note:
Graphic to alternate in progression between RTS logo and tenant identity. Owner to provide tenant artwork.
Sign mounted to existing light poles.
Mounting conditions to be verified in field.



4 MONUMENT IDENTIFICATION SCULPTURE of FOULGER PRATT

4

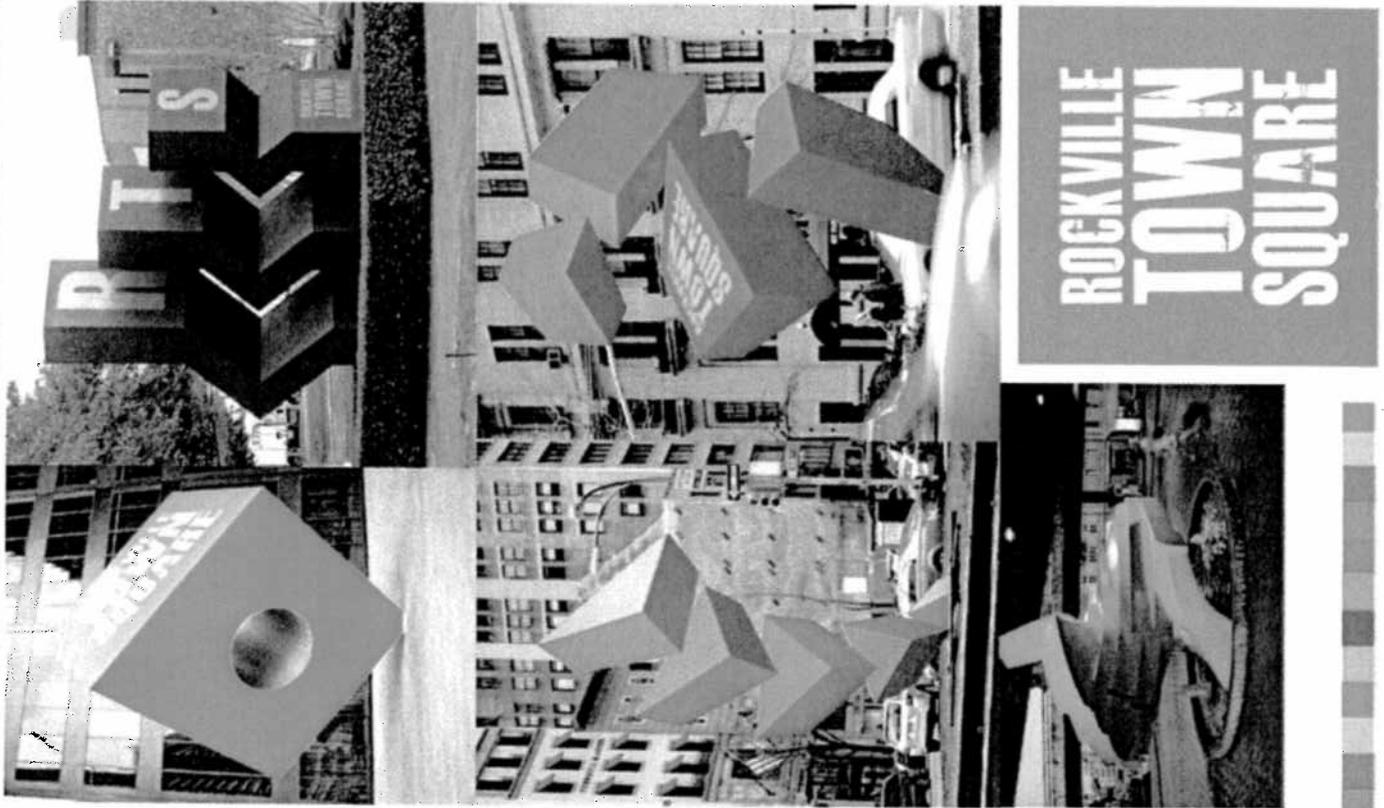
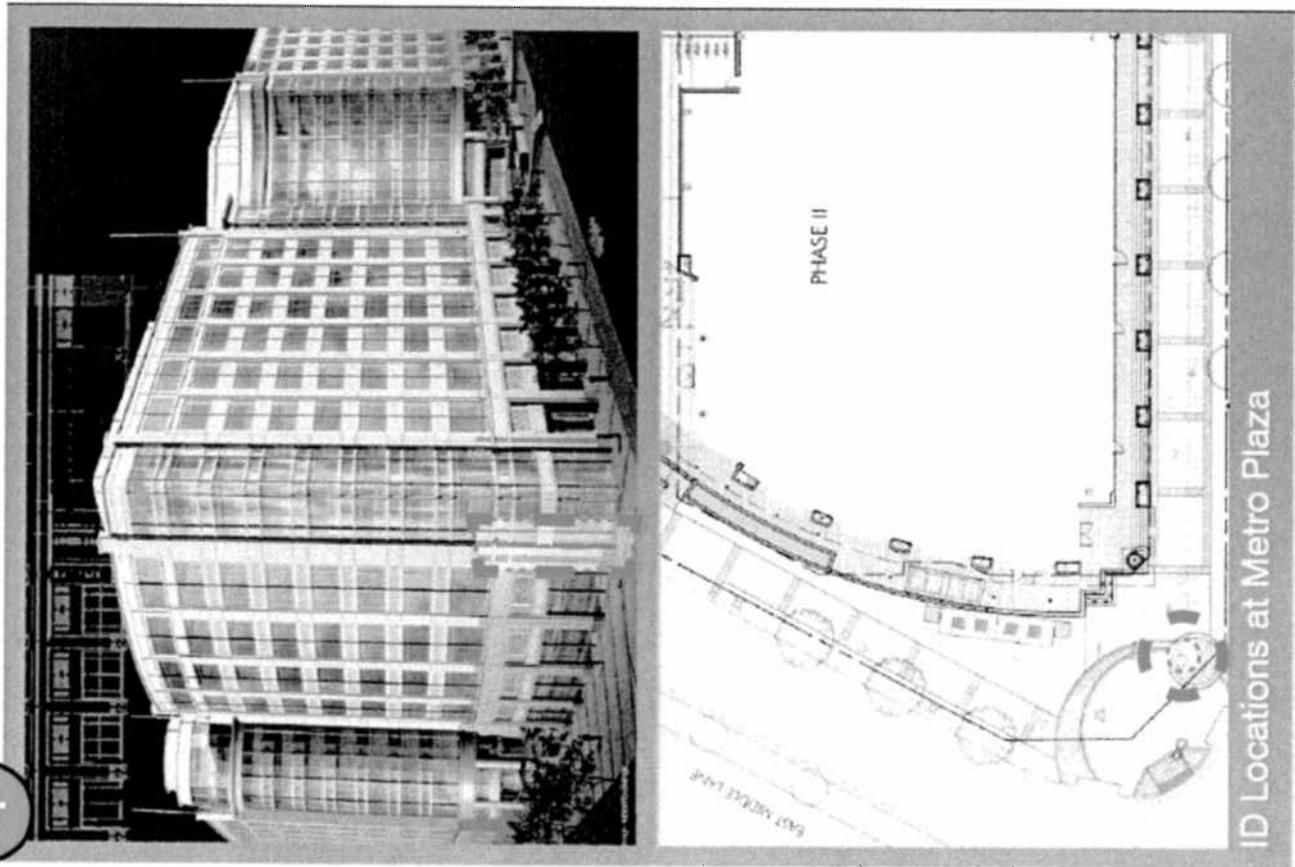


Exhibit # 2

Subject: TXT2012-00232

Public Hearing Date: _____

MEMORANDUM

TO: Mayor and City Council of Rockville
FROM: Robin McBride, Federal Realty Investment Trust
DATE: August 6, 2012
RE: Rockville Town Square: Zoning Text Amendment TXT2012-00232

The purpose of this memorandum is to address certain issues that were raised during the July 23 public hearing before the Mayor and City Council on Federal Realty Investment Trust's application for Zoning Text Amendment TXT2012-00232 (the "ZTA"). The ZTA is one element of a comprehensive sign package for Rockville Town Square previously shared and endorsed by the Mayor and City Council last year as part of the overall master improvement plan for the project. The sign package presented included three components. The other two components of the sign package have already been approved by the Sign Review Board or the Mayor and City Council. As was noted at the time of the original presentation, the third component of the sign package would require a zoning text amendment. We were directed by the Mayor and City Council to move forward through the review process and present the sign package to the Planning Commission and seek final approval from the Mayor and City Council.

The ZTA will permit the signs included in the comprehensive sign package that are currently prohibited under the existing sign regulations. Specifically, Federal Realty Investment Trust filed the ZTA to receive approval for the following four types of signs:

1. One rooftop sign to replace the existing rooftop sign identifying Rockville Town Square on the corner of Beall Avenue and Hungerford Drive/Maryland Route 355;
2. One off-premises freestanding directional sign for Dawson's Market located on the corner of Maryland Avenue and East Middle Lane;
3. Off-premises freestanding medallion signs up to four square feet in sign area and ten feet in height installed on existing Rockville Town Square lampposts to identify Rockville Town Square merchants located interior to the project. Although there are eighteen signs in total they are well spread out as there will only be four signs on North Washington Street spanning over 615 feet, three signs on Beall Avenue spanning across 785 feet, four signs on Hungerford Drive/Maryland Route 355 spanning over 890 feet, and seven signs on Maryland Avenue spanning across 1,225 feet; and
4. One off-premises freestanding monument sign to replace the existing freestanding monument sign located on the corner of East Middle Lane and Hungerford

Drive/Maryland Route 355. It will serve as a landmark for Rockville Town Square and art element on the Foulger Pratt Rockville Metro Plaza property.

Issue: Rockville Town Square will have too many signs

• **Responses:**

- The ZTA is part of a three-tiered comprehensive sign plan that was part of the master improvement plan presented to and endorsed by Mayor & Council. The first two components have received approval through the Sign Review Board or the Mayor and City Council as current procedures require, and the third component is the requested ZTA to permit the desired signs because the current law must be amended.
- The layout of Rockville Town Square and its orientation in Rockville's streetscape present significant visibility and wayfinding challenges for both the project, the consumer and the individual merchants. The ZTA would permit the installation of the most critical signage needed to raise awareness of Rockville Town Square and its merchants, all of which are currently prohibited by existing sign regulations.
- Given the large size of Rockville Town Square, its block layout, and orientation to Hungerford Drive, the number, location, scale and placement of signs is appropriate and does not result in proliferation. The sign plan has been thoughtfully orchestrated with a team of experts including architects, designers, urban planners, and landscapers to ensure that the original vision and architecture of Rockville Town Square is preserved and enhanced.
- The ZTA recognizes the unique elements of the Rockville Town Square project. There are no other developments in the City of Rockville like Rockville Town Square. It needs signage appropriate for a large, mixed-use, urban designed neighborhood.
- The ZTA will not permit additional signage inside the town square. The rooftop sign permitted by the ZTA will be no higher than the rooftop sign that it would be replacing on the corner of Beall Avenue and Hungerford Drive/Maryland Route 355. The additional sign for Dawson's Market will provide appropriate directional signage to that merchant. The medallion signs will be installed on existing lampposts and provide visibility for those merchants located in the interior of Rockville Town Square with no other exterior signage opportunities. The new monument sign to replace the existing monument sign will create a much better landmark, increase visibility, and establish Rockville Town Square as a regional destination.
- Federal Realty has devoted significant resources to producing tasteful signs that will create places where people want to be. Signage is an important part of creating a customer and visitor friendly environment that enhances repeat visits and positive experiences.

Issue: Will the Dawson's Market sign on the corner of Maryland Avenue and East Middle Lane serve its intended function?

- **Responses:**
 - This sign will increase the visibility of Dawson's Market, which is located on the back of Rockville Town Square on North Washington Street. Specifically, this sign will direct traffic on Maryland Avenue and East Middle Lane towards North Washington Street, where additional signage will alert drivers and pedestrians to the entrance of Dawson's Market.
 - This sign will serve an important wayfinding function for Dawson's Market, which is an unknown brand in a location with low visibility from surrounding major arterial roads.

Issue: The Planning Commission did not approve the recommended changes in the ZTA

- **Responses:**
 - Although the Planning Commission did not approve the recommended changes in the ZTA as a whole, individual commissioners supported allowing certain signs, especially the rooftop sign, the Dawson's Market sign, and signage along Hungerford Drive.
 - The Planning Commission recognized the need to update existing city-wide signage regulations. As noted at the July 23 public hearing, however, this will require a long lead time and will not address the immediate needs of Rockville Town Square and its merchants.

Issue: How will the signage identifying Rockville Town Square impact the identification of future development in Rockville Town Center?

- **Responses:**
 - Rockville Town Square will remain a distinct yet integrated neighborhood within the larger Rockville Town Center development
 - Federal Realty is coordinating with the owners and developers of adjacent properties, all of whom have expressed interest in utilizing Rockville Town Square design elements for their respective projects to create unified placemaking and streetscaping.

We appreciate the opportunity to address these important issues raised at the July 23 public hearing. Please let us know if you have any questions.

Sincerely,
Robin McBride
VP – Mid-Atlantic Region COO
Federal Realty Investment Trust

cc: John Pezzulla Barbara Sears
Rick Cataffa Phillip Hummel

Good afternoon,

On behalf of Federal Realty Investment Trust, please find the attached memorandum for inclusion into the record of Zoning Text Amendment TXT2012-00232. We appreciate your assistance.

Thanks,
Phillip Hummel

Phillip Hummel

Linowes and Blocher LLP | 7200 Wisconsin Avenue, Suite 800 | Bethesda, Maryland 20814

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ZTA TXT2012-00232 Memorandum.pdf