



Credit: Rockvillecentral.com

# TOWN CENTER MASTER PLAN & IMPLEMENTATION PROGRAM

## ROCKVILLE, MARYLAND

**CHALLENGE** The City of Rockville had previously attempted to program its urban core into a new transit oriented town center without much success. Multiple governmental and institutional entities, a skeptical community and entrenched property interests had to reach a common vision. DCI and the Consultant Team was selected through a national competition to plan and program a mixed-use town center.

**PROCESS** A transparent planning and public engagement process with key public sector organizations, the regional business community and the general public was used to build both credibility and support for the final Town Center Master Plan.

**SOLUTION** Creating development parcels, identifying multiple funding sources and recruiting developer interest were initial steps taken to establish momentum for the Town Center development program. The Team solicited regional developers and governmental/institutional resources to support various components of the Town Center implementation process.

**RESULTS** Rockville has experienced nearly \$800 million dollars in new investment resulting in a nationally recognized Transit Oriented Mixed-use Town Center. High rise office and residential buildings, retail storefronts and numerous public buildings support a well-rounded live, work, shop and play district.

**YEAR**  
2001

**SERVICES**  
Market Analysis  
Transit Oriented  
Development  
Financial Feasibility  
Public Sector Investments  
Strategic Land Acquisition

**CLIENT**  
City of Rockville, MD

**MERIT AWARD FOR  
PLANNING AND ANALYSIS  
- INDIANA CHAPTER OF  
THE AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS  
(2002)**