



Planning Area 10

MONTROSE AND NORTH FARM

Planning Area 10 consists of the neighborhoods of Montrose and North Farm and residential communities of Chadsberry, Congressional Towers, Rollins Park, and Ring House. A portion of the Woodmont Country Club separates the area into two distinct sub-areas, yet they are connected via Montrose Road. The planning area is shown in detail on Figure 67.

Area Characteristics

The Montrose portion of the planning area consists of single-unit detached houses, the Chadsberry townhouses, and the rental apartments of Congressional Towers and Rollins Park. The Ring House residential community, along East Jefferson Street, provides apartments exclusively for seniors. Most of the neighborhood was constructed in the early 1960s, while

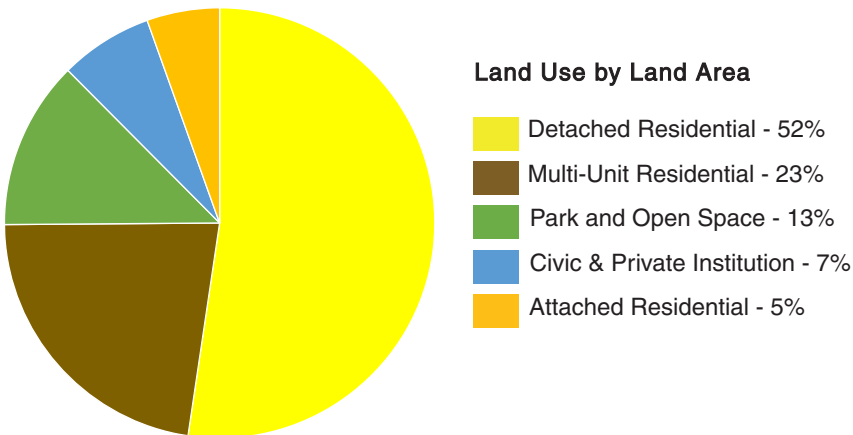
the Chadsberry townhouses were built in 1983-1984.

North Farm is a residential subdivision of single-unit detached homes, subdivided from a portion of the Woodmont Country Club property in the 1970s. The neighborhood was built between 1978 and 1983 with lots averaging one quarter acre in size. Vehicle access is limited to the south of the neighborhood, onto Tower Oaks Boulevard and Montrose Road.

There are three City parks in the planning area, each about six acres in size: North Farm Park, Montrose Park and Community Center, and Montrose Woods Park. There are no commercial centers in the planning area, though shopping and services are located close by, along Rockville Pike, Rollins Avenue, Halpine Road, and Congressional Lane. Several active religious institutions are located within the planning area, as well.

The planning area has good access to the regional highway network and is located near transit services, especially those who live on the east side of the Montrose neighborhood. Many Montrose residents walk to the Twinbrook transit station, across Rockville Pike, for their work commutes or use Montrose Road to access nearby I-270 by car, to destinations throughout the region.

Existing Land Uses in Planning Area 10



Residential Dwelling Units	
Detached Residential	481
Attached Residential	143
Multi-unit Residential (apartment/condo)	1,053
Assisted Living/Nursing Home	326
Total units	2,003

Source: City of Rockville land records and GIS, 2019.



Residential homes in North Farm

Planning History

There is no neighborhood plan for this planning area and none is recommended.

Key Issues

The following issues were identified during the Rockville 2040 Comprehensive Plan effort:

- Desire to maintain and continue to improve the residential quality of life in the planning area;
- Potential redevelopment of the Rollins Park and Congressional Towers rental apartments;
- Traffic and pedestrian and bicyclist safety on Montrose Road and Tower Oaks Boulevard, including speeding.
- Need to increase pedestrian and bicyclist safety in and around the planning area and connections to Twinbrook Metro Station, especially across East Jefferson Street and Rockville Pike;
- Need to address limited vehicular access into and out of the Montrose neighborhood;
- Concern over impacts of future redevelopment in the Rockville Pike corridor on the Montrose neighborhood;
- Interest in impacts and benefits of the future potential extension of East Jefferson Street through neighboring Woodmont Country Club;
- Need for additional open space and recreation facilities available to the community, including a desire for broader use of an expanded Montrose Community Center and/or enhancement of the Montrose Woods Park.

‘Cut-through’ traffic in the Montrose neighborhood, between Montrose Road and Rockville Pike, is a long-running concern for neighborhood residents. Turning movement restrictions have been implemented over the years on Montrose Road to limit access to the neighborhood in attempts to address this issue. However, these restrictions have made access to the neighborhood challenging for residents. Restricting ‘cut-through’ traffic also leads drivers to only a handful of major roads and intersections, causing congestion and delay on these roads. With the completion of Montrose Parkway in the late 2000s, Montrose Road today (north of the Montrose Parkway bypass) tends to be used more by local traffic and these restrictions can prove time-consuming and burdensome.

The Montrose Community Center building is used almost exclusively as a childcare center and is not available to serve the needs of the general community, while the adjacent Montrose Park is one of the most heavily used parks in the city. More demands will be placed on the park in the future, given the lack of parks in this part of the city and the rapidly increasing population in the nearby Rockville Pike corridor. Additional indoor community space and outdoor park space is expected to be needed in the future to serve the existing and future population of the planning area.

Focus Area Recommendations

These land use policies and zoning and urban design recommendations apply to specific sites in the Planning Area.

AREA 1 A1

Rollins Park and Congressional Towers

This area encompasses the Rollins Park garden apartments and townhouses and the seven-story concrete and steel apartments at Congressional Towers, as well as the private swim club associated with these properties at 1621 Martha Terrace (Residents of the Montrose community are eligible to be members of the private swim club). As these properties age, and their maintenance and marketability become more challenging, a phased redevelopment of the residential apartments and townhouses may take place.

Land Use Policy Map

This area is planned for residential apartment development



Rollins Park Apartments

through the RM (Residential Multiple Unit) land use designation. This designation is consistent with the existing use on the property, and also with redevelopment to higher density residential units in the future. Its frontage with East Jefferson Street is planned for a mix of commercial uses and residential units through the Commercial Residential Mix (CRM) land use designation but does not require a specific amount of commercial development. The Comprehensive Plan envisions neighborhood-serving commercial along East Jefferson Street that can better serve the residential neighborhood to the west than the regional shopping destinations currently found along the Pike. The extent and depth of redevelopment under the RM or CRM designation should be considered at the time of a future development application. This plan is opposed to redevelopment that would result in resident displacement or gentrification, and views the existing garden apartments as a valuable asset.

Zoning Recommendation

Rezone the strip of land along the west side of East Jefferson Street, designated as CRM in the Land Use Policy Map, from RMD-25 (Residential Medium Density) to MXCT (Mixed-Use Corridor Transition), to allow for redevelopment with a mix of commercial and residential uses. This new zone would mirror the zoning adopted on the east side of East Jefferson Street, as an implementation of the *2016 Rockville Pike Neighborhood Plan*. A new, higher-density residential zone, limited to residential uses, is appropriate for the remainder of the site to permit new investment and upgrades, though it should not result in resident displacement (*See also Policy 4 of the Land Use Element*).

Urban Design Recommendations

Any redevelopment should include a mix of housing types: high-rise apartments overlooking the golf course and a mix of low- to medium-height buildings that feature appropriate transitions between the new community and the adjacent single-unit detached homes on Rollins Avenue and Martha Terrace. Units providing multiple bedrooms would be encouraged, to continue to house families with children. A requirement of 15% Moderately Priced Dwelling Units (MPDUs) should be applied to any redevelopment.

Redevelopment proposals should establish a more functional street network with adjacent blocks, offering direct connections to the Twinbrook transit station and surrounding



Montrose Community Center

areas. Attention should be paid to creation of new and improved pedestrian and bicycle paths to maximize non-auto mode use in the neighborhood.

Adequate public open space, trails, and recreation amenities should be included as part of any redevelopment plans for the Rollins Park and Congressional Tower properties. These amenities should complement and, where feasible, connect with park or open space areas in the surrounding area.

Recommended City Projects

These projects or studies are recommended to be undertaken by the City in specific locations within the Planning Area.

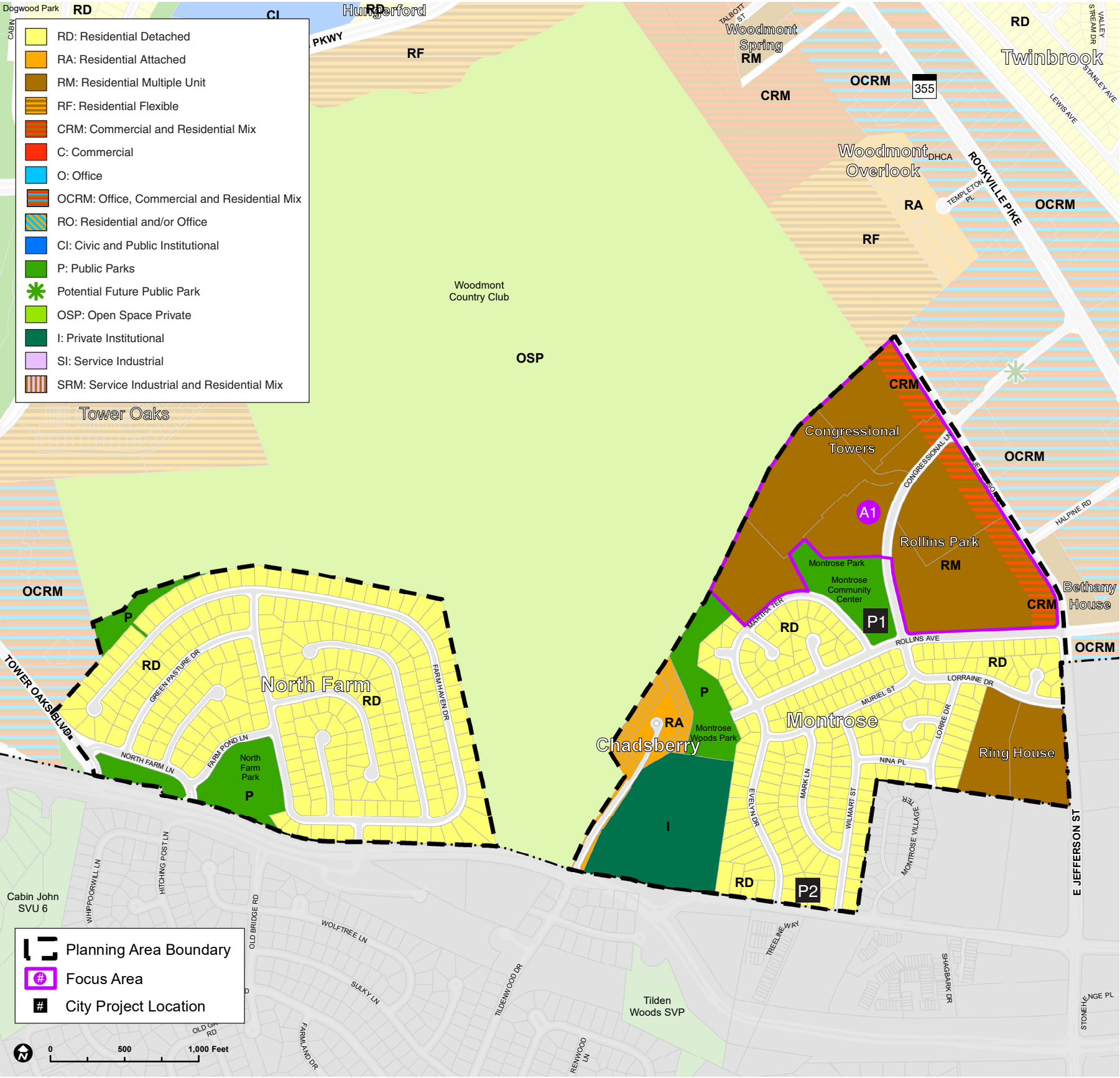
PROJECT 1 **P1**

Expand and improve the Montrose Community Center and Montrose Park, to provide a recreation amenity for current and future neighborhood residents. Explore creative interim options for additional space at the community center until a long-term solution can be found and funded.

PROJECT 2 **P2**

Review traffic access and circulation in the Montrose area to determine critical issues and what improvements can be made to alleviate them. The City of Rockville will work with the Montrose neighborhood before proposing any changes regarding traffic and bicycle and pedestrian safety in and

Figure 67: Land Use Policy Map of Planning Area 10



around the Montrose neighborhood, whether to City or County streets.

Other Policy Recommendations

The following additional items are recommended to address key issues and opportunities in the Planning Area.

Land Use & Urban Design

1. Maintain the residential character of the planning area.
2. Focus on improving factors that enhance quality of life.
3. If the southern area of Woodmont Country Club is proposed for development, street and path connections to, and compatible land uses with, the North Farm and Montrose neighborhoods should be encouraged. The redeveloped area should also be considered to join the North Farm and Montrose planning area to enhance its cohesion.

Page left intentionally blank