



Planning Area 3

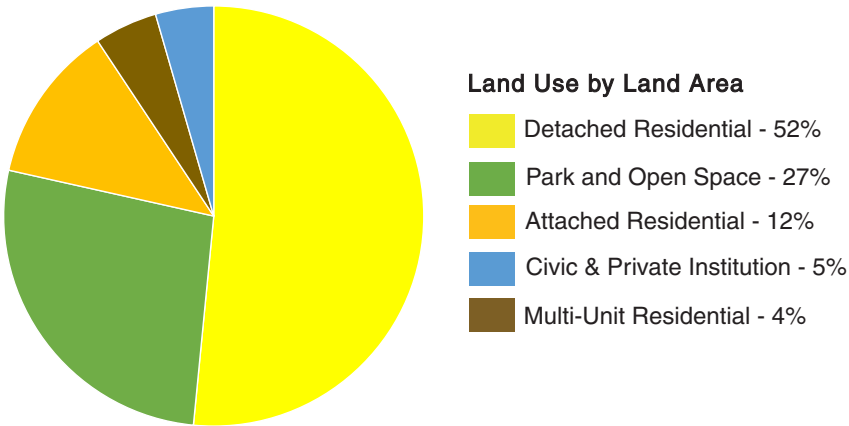
HUNGERFORD, NEW MARK COMMONS, LYNFIELD, AND FIRESIDE PARK

3

Planning Area 3 is primarily residential, containing the neighborhoods of Hungerford, Lynfield, Markwood, and New Mark Commons, as well as the townhouse communities of Waddington Park, Jefferson Square, and Wootton Oaks. Several apartment communities are also located in the planning area, including Fireside Park, Argyle Apartments, and Park Terrace, as well as an assisted living facility. The planning area is shown in detail on Figure 49.

This section supersedes the *1985 Hungerford-Stoneridge, New Mark Commons, Monroe-Lynfield Neighborhood Plan*, as well as all previous policies for the planning area in the *2002 Comprehensive Master Plan*.

Existing Land Uses in Planning Area 3



Residential Dwelling Units	
Detached Residential	883
Attached Residential	367
Multi-unit Residential (apartment/condo)	493
Assisted Living/Nursing Home	175
Total units	1,918

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

Area Characteristics

The Monroe-Lynfield neighborhood is the oldest in the planning area, with a mix of single-unit detached homes, duplexes, and apartment buildings that were built between 1947 and 1960. The Hungerford subdivision consists predominantly of single-unit detached homes that were built in the 1950s and 1960s.

The garden-style apartment community of Fireside Park was built in 1961 and acquired by Rockville Housing Enterprises (RHE) in 2012, with financial support from the City of Rockville and Montgomery County government, to preserve mixed-income, affordable rental housing in the city. Now owned by the RHE subsidiary, RHE Fireside Inc., half of the 236 rental units are maintained as affordable to residents making less than 80 percent of the Area Median Income. The other half of the units supports the overall project with market-based rents. Fireside Park is an example of the City of Rockville acting in the housing market through incentives and direct investment of City funds to support affordable housing opportunities.

New Mark Commons is a 96-acre residential community within the planning area that was a unique development from its inception. Designed to be a “new mark upon the



New Mark Commons Lake. Image credit: New Mark Commons HOA

landscape,” the community was one of the first planned unit developments to be approved under an ordinance adopted by the City of Rockville in 1964. The ordinance allowed a developer to build at higher densities in exchange for the provision of public goods, including open space and recreational facilities. Today, New Mark Commons contains a mix of housing types from single-unit detached homes to attached townhouses, as well as common open space and recreational amenities. The New Mark Commons model of negotiating for public goods in exchange for flexibility during the development review process, is one potential path for future development in Rockville.

There are no office or commercial centers within the planning area, though Wintergreen Shopping Center, Ritchie Center, and other stores and restaurants along Rockville Pike and in Town Center are located nearby.

One of the city’s preeminent active recreational parks, Dogwood Park, is nestled in the heart of the planning area. It is enjoyed by nearby residents as well as the broader Rockville community. Dogwood Park contains two premiere baseball fields, a softball/practice field, batting cages, a concession stand, tennis courts, basketball courts, playground equipment, and a forested wildlife sanctuary within its 44 acres. Elwood Smith Park, Dawson Farm Park and Cabin John Valley Park add to the area’s natural and historic public space.

Bayard Rustin Elementary School opened for the 2018-2019 school year on the site of a previously decommissioned



Dogwood Park is centrally located in the planning area and is one of the city’s premier recreational parks.



Single-unit detached homes in Hungerford.

Montgomery County Public School (MCPS) elementary school. Named for the openly gay, civil rights activist who was influential in organizing the 1963 March on Washington, the school honors Bayard Rustin’s legacy as a leader in the community, receiving LEED Gold Certification from the U.S. Green Building Council. Bayard Rustin ES serves both neighborhood students and students from throughout Montgomery County enrolled in the Chinese Language Immersion Program.

Planning History

The previous neighborhood plan for this planning area was adopted in 1985. The primary concern of the *1985 Hungerford-Stoneridge, New Mark Commons, Monroe-Lynfield Neighborhood Plan* was the preservation of its neighborhoods. Policy recommendations focused on the potential impact of the planned Tower Oaks development, the closures of the Hungerford elementary school (now rebuilt as Bayard Rustin Elementary School) and the Park Street School (on the site of the current Richard Montgomery High School), and neighborhood cut-through traffic. A series of recommendations were made in the 1985 plan to mitigate these concerns and most have been implemented. Preservation of the residential character of the planning area is reaffirmed by this Comprehensive Plan.

The *1993 Comprehensive Master Plan* and *2002 Comprehensive Master Plan* supported recommendations from the 1985 plan and drew attention to the desire for buffers between any future commercial or institutional development

and adjacent residential properties. A neighborhood plan update was not recommended at the time.

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;
- Need to address aging housing stock in parts of the neighborhood;
- Concern with limited traffic access in the neighborhood due to a lack of entrance/exit points and limited internal road connections;
- Support for controlling traffic volumes and speeds on neighborhoods streets through limited internal and external road connections, speed limits, and traffic calming;
- Need to mitigate traffic and safety issues at the Falls Road / Maryland Avenue / I-270 interchange for all travel modes;
- Desire to minimize neighborhood traffic impacts from Bayard Rustin Elementary School, with its single access point through the neighborhood, while ensuring that students can safely walk, bike, or roll to school;
- Desire to minimize traffic on East Jefferson Street, between Mt. Vernon Place and Ritchie Parkway, due to its proximity to Richard Montgomery High School;
- Interest in expanding community programs at Elwood Smith Community Center and improving facilities at Elwood Smith Park;
- Need for future maintenance of the New Mark Commons lake, owned and maintained by the private homeowners association.

While some community members raised concerns about traffic and the lack of inter-connected streets within the planning area, proposed additional road connections were not supported during the Rockville 2040 public engagement process. This plan recommends that the City continue working with the community to address traffic concerns as they arise, including through creative solutions that the neighborhood supports.

Focus Area Recommendations

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

AREA 1

Wootton Parcel

This area is part of the Woodmont Country Club property and is the only property in Planning Area 3 south of Wootton Parkway. It consists of a 27-acres portion of the Woodmont Country Club property adjacent to Wootton Parkway and is not currently part of the club's golf courses. When Wootton Parkway was constructed in the 1990s, this parcel was identified by the City of Rockville as newly developable because of the road frontage of the parcel that had been created. As a result, the City of Rockville assessed and charged Woodmont Country Club for the new land value. This plan acknowledges this history and establishes a planned land use and recommendations that are consistent with this history.

Land Use Policy Map

This area is planned for a range of residential densities and housing types, including townhouses, row houses, apartment buildings, and other attached or detached housing types, through the RF (Residential Flexible) land use designation. Unless development occurs in the context of a broader development project of the country club property, a mixed-use designation is not appropriate. Consistent with the RF designation, small-scale amenities are also acceptable.

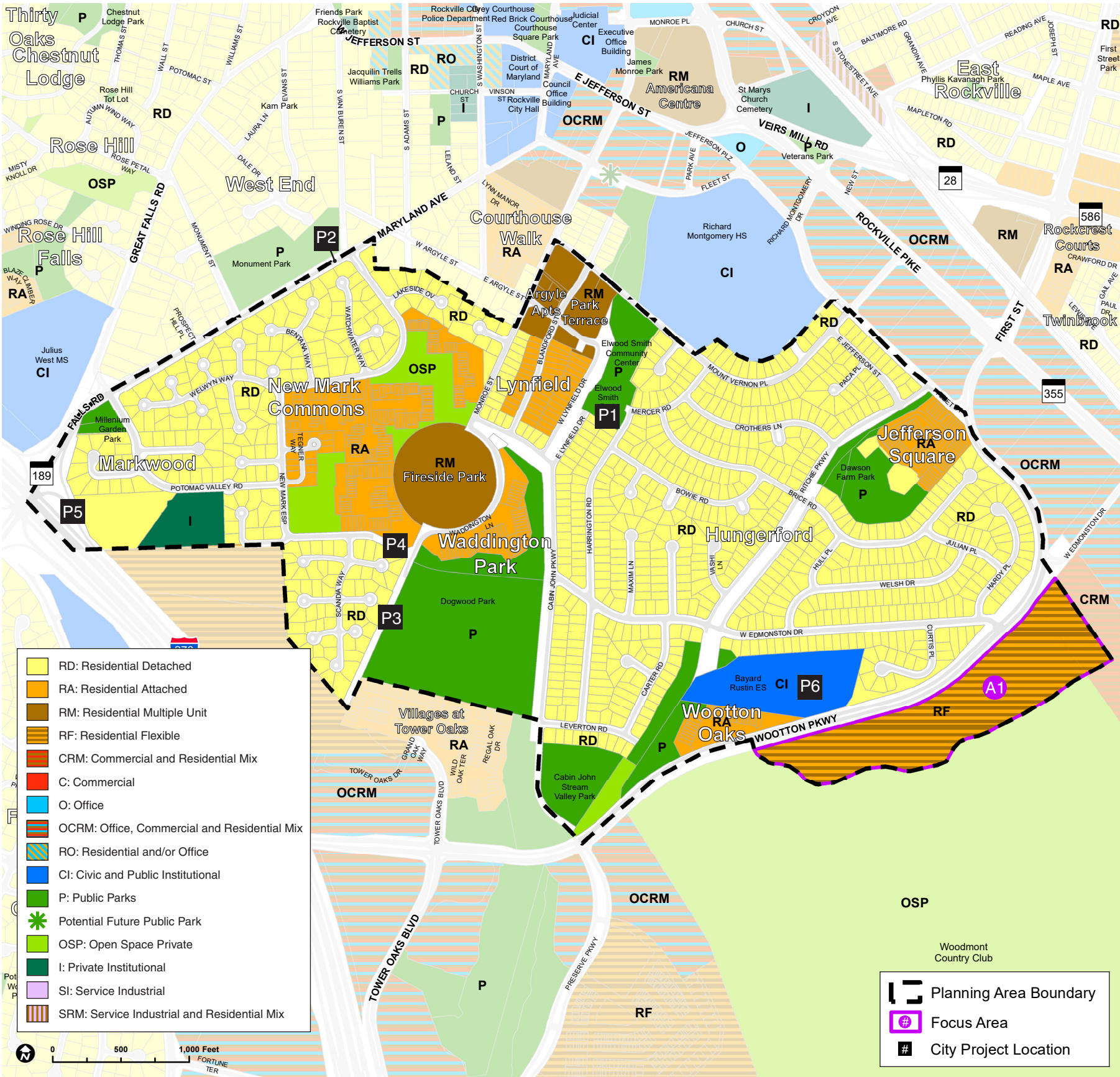
Zoning Recommendation

Allow future rezoning of the 27-acre Wootton Parcel from R-400 (Residential Estate) to RMD-25 (Residential Medium Density) or a similar zone that is consistent with the range of housing types of the RF land use designation.

Urban Design Recommendations

Any development should take into account and manage traffic impacts on Wootton Parkway and protect nearby tree stands and forest preservation areas. Moderately Priced Dwelling Units (MPDU) requirements should apply to residential projects, as well. Proposed development on the eastern portion of the Wootton Parcel should account for future alignment of the East Jefferson Street extension

Figure 49: Land Use Policy Map of Planning Area 3



(See also Planning Areas 9 and 11 and Action 19.4 of the Transportation Element).

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

Explore the demand for additional equipment, shelters, and facilities at Elwood Smith Park and additional programming and related improvements and/or expansion of the Elwood Smith Community Center, as part of any related CIP project to strengthen and expand their programming and services.

PROJECT 2 P2

Improve lighting in, and explore potential maintenance and upgrades to, the bicycle and pedestrian tunnel under Maryland Avenue that connects the New Mark Commons neighborhood with Monument Park.

PROJECT 3 P3

Explore the feasibility of a new bicycle and pedestrian connection between Monroe Street with Tower Oaks Drive, extending Monroe Street along the western boundary of Dogwood Park within existing City right-of-way.

PROJECT 4 P4

Retain the City right-of-way for the existing bicycle and pedestrian connection between New Mark Esplanade and Monroe Street.

PROJECT 5 P5

Advocate for MDOT SHA to study potential improvements at the I-270 interchange with Falls Road (MD-189) that increase safety, visibility, and mobility for all modes, such as improved visibility at off ramps, safer lane movements, and bicycle and pedestrian safety enhancements. (See also Action 20.3 of the Transportation Element)

PROJECT 6 P6

Monitor the traffic impacts of Bayard Rustin Elementary School on neighborhood streets. If warranted, consider solutions for traffic mitigation and/or greater safety, in coordination with MCPS, such as revisiting the feasibility of

a vehicular and/or bicycle and pedestrian access point from Wootton Parkway, trip reduction techniques, bus routing, etc. Any proposed solutions will need to account for the topographic and environmental constraints of the site and traffic and safety impacts on Wootton Parkway. (See also Policy 15 of the Transportation Element)

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. Consider the creation of residential design guidelines that include a residential facade improvement program to improve aging housing stock. Guidelines should include standards to avoid “mansionization” and incompatible residential styles.

Transportation

4. Study the need for additional speed controls and traffic calming on West Edmonston Drive, New Mark Esplanade, and other high traffic volume local streets, in consultation with neighborhood residents.

Historic Preservation

5. Consider enlarging the Dawson Farm Houses Local Historic District boundary to include the adjacent City-owned Dawson Farm Park property, which is listed on the National Register of Historic Places, but not currently designated as a local historic district.

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