MAYOR AND COUNCIL AGENDA

NO. 3 DEPT.: / Community Planning and Development Services DATE: January 31, 2005
STAFF CONTACT: Arthur D. Chambers, AICP Director

SUBJECT: Continuation of Discussion of Environmental Graphics for the Town Square Project.

RECOMMENDATION: Receive new information, discuss proposed revisions for the environmental graphics in the Town Plaza and provide direction to staff.

IMPACT: ☐ Environmental ☐ Fiscal ☐ Neighborhood ☐ Other:

Fiscal Impact: ☒ Within budget ☐ Over budget:

Fund: ☐ General X Capital Projects ☐ Parking ☐ Water ☐ Sewer ☐ Refuse
☐ SWM ☐ Debt Service ☐ Other:

DISCUSSION/HISTORY/BACKGROUND: The environmental graphics for Town Square include street signs, parking signage, way finding symbols, etc. as well as the "place making" items. "Place making" items for the Town Square Project includes pylons, quotes and fabricated pieces in the plaza. The first draft of the environmental graphics was distributed in late June 2004 after review by several groups, including the Art in Town Center Task Force and interested individuals. The Mayor and Council discussed the environmental graphics at a work session on October 11, 2004. At that meeting there seemed to be acceptance of the signage, the pylons, the music notes with the fountain, the alphabets in front of the library and the use of quotes. There was a feeling that the balance of the proposal needed to be revised to better represent the "Personality of Rockville" and reflect past events in Rockville. While there was some agreement with the proposed concepts for vias, it was felt that additional work was needed.

Selbert Perkins has been researching and rethinking how to incorporate the ideas, concerns and comments made last fall into a revised Town Plaza plan. Their proposed revision is much less abstract and seems to better incorporate the spirit or personality of Rockville. It accomplishes that by incorporating more direct references to Rockville history and reducing the number and size of the

pieces. The three large prime color symbols have been eliminated. A copy of the proposed plan for the plaza and pieces is included as attachment 3.

The Art in Town Center Task Force discussed the revisions on January 26, 2005. Most of the members thought the new direction was satisfactory. There was considerable discussion about the eleven new items in the plaza. The baseball theme for the grass area did not receive much support. Likewise, there was a consensus that the pipe and hat should be replaced with new items. Suggestions included ties to the African-American heritage or the Civil War. The Rock Hawk, Hungerford Tavern, the toll booth, and the podium had the broadest support. However, some fine-tuning was suggested for those items. Even though the baseball items were not supported, there was a general consensus that a large icon was needed at the east end of the plaza. Several members thought the original plan with the seating element in the grass area should be included. A copy of the Task Force's comments is included as Attachment 4. The Task Force reiterated their acceptance of the other items in the Environmental Graphics package, i.e., the pylons, the etchings, the street signage, etc.

As noted above it was felt that the vias also needed additional refinement. Since the vias are actually part of the buildings, FRIT has indicated that they will be responsible for the vias as part of the retail portion of the overall project. The design of the vias will be coordinated with the stores or restaurants that will have windows into the vias. Since they are part of the building façade they will not be owned or maintained by the public. Therefore, they are not part of the City's Environmental Graphics package. FRIT will be working with Selbert Perkins under a separate, private contract to further refine the vias. When the plans are revised, copies will be forwarded to the City for information.

The next step in the process is to award a contract for the fabrication and installation of all of the public environmental graphics. The contract would include fabrication and installation of the signage, pylons, etchings, etc. It will not include the vias. Given the lead-time to prepare shop drawings, do the fabrication and install the signage, etc., Request For Proposals (RFPs) were distributed in November 2004. Three proposals were received and reviewed by FRIT, Selbert Perkins and the City staff. Based on that review, one firm (Design Communication Ltd. of Boston) has been identified as the most responsive firm. The formal selection by the Mayor and Council is scheduled for the February 7, Mayor and Council meeting (See Attachment 5.).

The scope would include street gateways, street name signs, pylons, information kiosk, pavement engravings, garage, directional signage, etc. Copies of the full environmental graphics package, presented last year, will be available at the Mayor and Council meeting. It should be noted that the proposed scope reflects the deletion of three large symbols and an allowance for the newly proposed items for the plaza. Any other changes made by the Mayor and Council will need to be included or deleted as required. For example, if the Mayor and Council are not comfortable with the items in the Plaza, then the allowance will be carried until the Mayor and Council approve the plaza pieces. The scope also proposes an allowance for graphics on the MD 355 façade of the Block 4 garage. That item will be scheduled for Mayor and Council discussion and action in late February or early March.

PREPARED BY:

Arthur D. Chambers, AICP, Director

APPROVE: Scott Ullery, City Manager — 1/26/05 Date

LIST OF ATTACHMENTS:

1. Memo to Catherine Tuck Parrish re Environmental Graphics Plan.
2. Mayor and Council worksession agenda for October 6, 2004.
3. Selbert Perkins design concept.
4. February 7 Mayor and Council agenda sheet regarding fabrication contract.
5. Summary of Art in Town Center Task Force meeting, 1/25/05.

ATTACHMENT 1

City of Rockville

MEMORANDUM

September 8, 2004

TO: Catherine Tuck Parrish, Acting City Manager

FROM: Arthur D. Chambers, AICP, Director
Community Planning and Development Services

SUBJECT: Town Square Environmental Graphics Plan Prepared by Selbert Perkins

Draft copies of a proposed environmental graphics plan for Town Square were distributed to the Mayor and Council in late June for review and comment. That draft has been further reviewed and refined by WDG Architecture and Street-Works. The Art in Town Center Task Force has also reviewed the plan and provided comments. Prior to finalizing the plan, it would be beneficial to receive any additional comments from the Mayor and Council about the general concepts or any specific aspect.

It should be noted that the environmental graphics are not considered art, but are used to help create a "sense of place" through signage, graphics, symbols, etc. Having consistent signage, as well as clear directions to parking and other major attractions, will be important to people coming to Town Center. Likewise, the introduction of themes and other information (quotes, symbols, etc.) will help create the impression of Town Square as an identifiable place.

As with most projects with a multitude of parts and goals, it is difficult to successfully integrate the architecture, landscaping, signage, art, etc. Additionally, it is difficult to achieve universal concurrence on each item in the plan. To date, the most discussion (or lack of consensus) has been about the three large symbols in the plaza area. In general, there have been favorable responses on the pylons, quotes, notes, alphabets and signage. The next stage is to obtain concurrence from the Mayor and Council so a final plan can be completed and work started on the fabrication of the various items.

ATTACHMENT 2

MAYOR AND COUNCIL WORKSESSION

NO. 5 DEPT.: / Community Planning and Development Services DATE: October 6, 2004
CONTACT: Arthur D. Chambers, AICP, Director, CPDS

SUBJECT FOR DISCUSSION:	ORDER OF DISCUSSION:
Environmental Graphics for the Town Square Project	1. Presentation by Selbert Perkins 2. Next steps

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED:

Selbert Perkins Design was selected to assist the City, RD Rockville, Federal Realty Investment Trust (FRIT) and Street-Works in designing an environmental graphics plan for the Town Square project. After several discussions with design professionals, City staff, Peerless, and others, Selbert Perkins prepared a draft plan. That plan has been circulated to the Mayor and Council and the Art In Town Center Task Force (ATCTF). Others in the community have also had the opportunity to review the plan. Written comments have previously been distributed to the Mayor and Council. Copies of the draft environmental graphics plans were distributed to the Mayor and Council in June.

On September 13, the Mayor and Council briefly discussed the plan and the citizen comments. At that meeting, it was decided that it would be beneficial to have Selbert Perkins discuss how they created the draft environmental graphics plan. Representatives from Selbert Perkins will be at the joint worksession. Selbert Perkins have indicated that the goal of the environmental graphics program is to clearly identify Rockville Town Square, direct people throughout the development, and to create spaces that inform and engage visitors. Themes related to Rockville and its history were chosen to make the Town Square a unique place that invites people to gather, interact and be inspired.

It should be noted that the environmental graphics are not considered art, but are used to help create a "sense of place" through signage, graphics, symbols, etc. Having consistent signage, as well as clear directions to parking and other major attractions, will be important to people coming to Town Center. Likewise, the introduction of themes and other information (quotes, symbols, etc.) will help create the impression of Town Square as an identifiable place.

The type and location of public art in Town Center is being addressed by the Art in Town Center Task Force. That Task Force also will be working with the Cultural Arts Commission in the process for soliciting and acquiring works of art. The Town Square project is contributing funds for public art, which will be used in conjunction with other City funds (Art in Public Places and Art in Public Architecture). Funding of the environmental graphics is provided by the Town Square project

and FRIT.

As with most projects with a multitude of parts and goals, it is difficult to successfully integrate the architecture, landscaping, signage, art, etc. Additionally, it is difficult to achieve universal concurrence on each item in the plan. To date, the most discussion (or lack of consensus) has been about the three large symbols in the plaza area. In general, there have been favorable responses on the pylons, quotes, notes, alphabets and signage. The next stage is to obtain concurrence from the Mayor and Council so a final plan can be completed and work started on the fabrication of the various items.

LIST OF ATTACHMENTS:

None.

ATTACHMENT 3

City of Rockville/Rockville Town Square

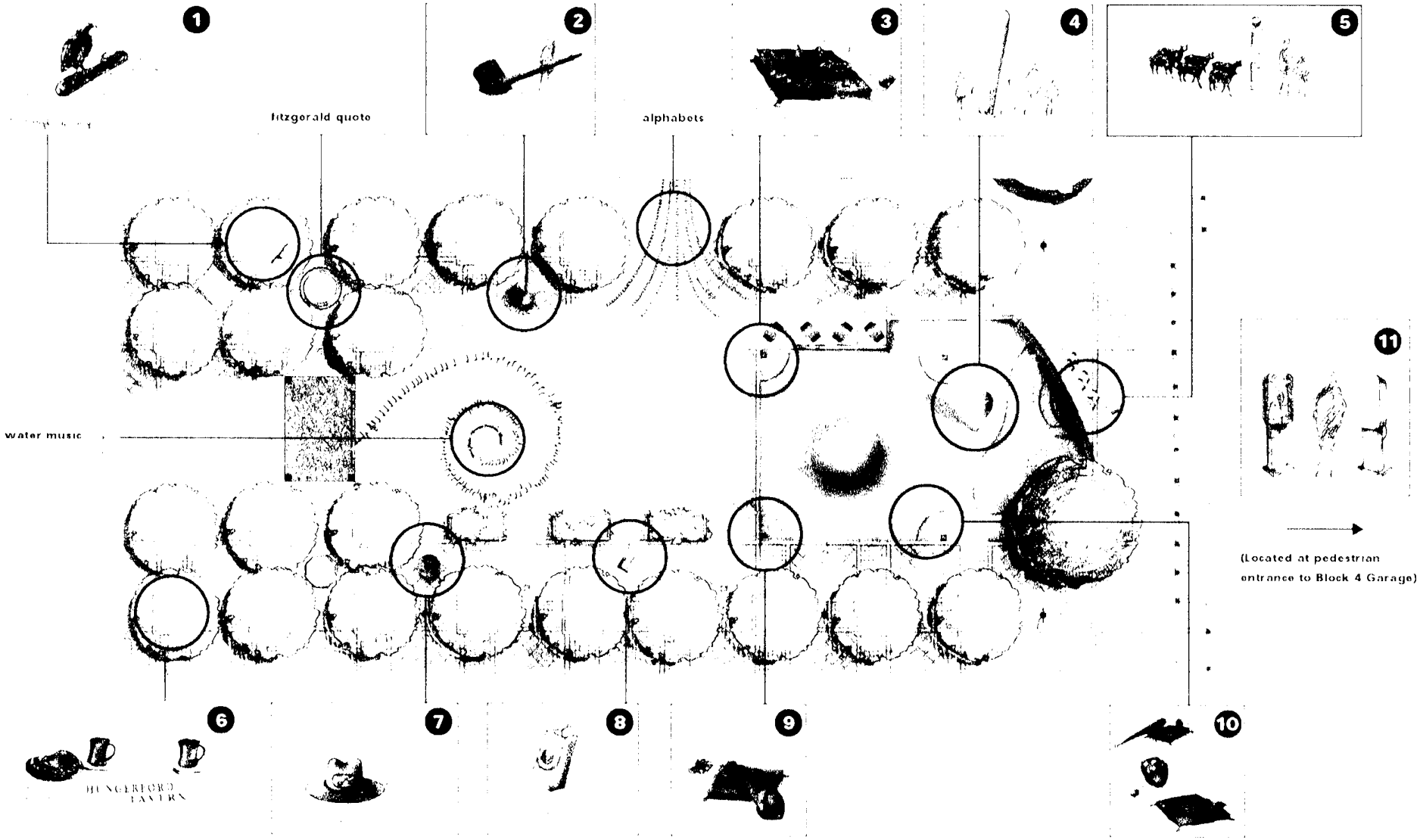
phase: plaza concepts – 3rd round

prepared for: City of Rockville

Federal Realty

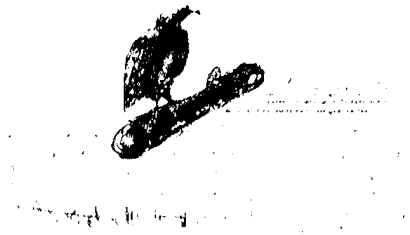
prepared by: selbert perkins design collaborative

plaza concept: rockville artifacts



rockville artifacts

1

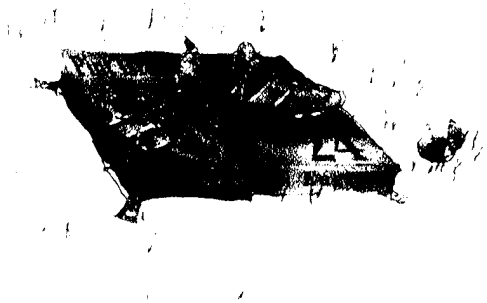


Rockville mascot Rock Hawk

2

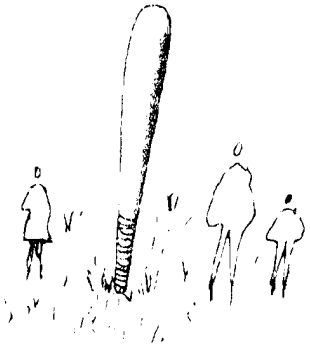
The corn cob pipe of **Douglas M. Blandford**, mayor 1932-46, was his trademark. In seven terms as mayor of Rockville, Douglas M. Blandford came to be somily local government. He encouraged construction projects, took aggressive stands against utility and transportation companies on behalf of the town, and supported groups who worked to improve Rockville.

3



Pint Israel baseball story

4



Rockville baseball history

5

Toll rates on the Rockville Pike, 1820:

Per score (a score is twenty) of sheep or hogs 12 1/2¢

Per score of cattle 25¢

For every horse and mis[illegible] horse 6 1/4¢

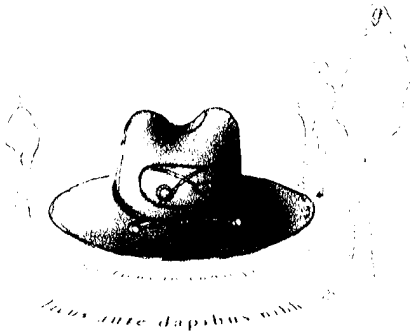
For a chariot, coach, or stage with two horses and four wheels 25¢

For a carriage with four horses 37 1/2¢

6

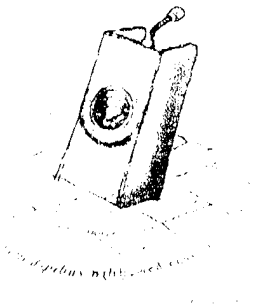
Colonists were accustomed to greeting friends and casting ballots at **Hungerford's tavern**, a prominent local landmark in a village situated on a well traveled road roughly equidistant between the important settlements of Frederick Town and George Town. It was logical for voters of the new County to designate the crossroads village as the seat of local government. The decision 225 years ago to anchor County government in the tiny settlement near Hungerford's tavern was the most momentous in Rockville's history.

7



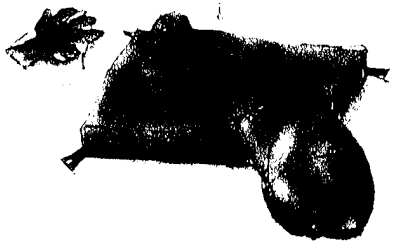
The troops of Confederate Calvary General **J.E.B. Stuart** were late arriving at Gettysburg because he spent the night in Rockville with a woman who shall remain nameless. It could be said that a Rockvillian was instrumental in the South losing the Civil War.

8



During the 1960 presidential election, **John F. Kennedy** gave a speech at the Rockville Civic Center grounds. President-candidate Jimmy Carter later gave a speech at Courthouse Square.

9



Rockville baseball stories

10

Rockville baseball stories

11

Woodward Bernstein received **"Deep Throat"** calls at the phone booth outside La Fountain Blue Restaurant on Frederick Road. (The restaurant was owned and operated by Arvilla Bryon and in the past had been called the Club 240 and the Blue Fountain Inn.) the property. The property was located on the west side of Frederick Road opposite where College Plaza now Stands. The site is covered with Metrorail and railroad tracks. Another Rockville Watergate connection was the fact that James McCord had an office at 255 North Washington Street and ate breakfast at Peoples Drug Store (where the Pizza Oven and Bimpes are now located). **(Located at pedestrian entrance to Block 4 Garage).**

ATTACHMENT 4

MAYOR AND COUNCIL AGENDA

NO. DEPT.: / Community Planning and Development Services DATE: February 7, 2005
STAFF CONTACT: Arthur D. Chambers, AICP, Director

SUBJECT: Award of contract for Environmental Graphics in the Town Square Project.

To: Design Communication Ltd.

Boston Mass.

In the amount of: $ 962,150 Scope of Work

$ 96,215 10% for reimbursable, bonds, etc.

$1,058,365

RECOMMENDATION: Award the contract to Design Communication Ltd. In the amount of $1,058,365.

IMPACT: ☐ Environmental ☒ Fiscal ☐ Neighborhood ☐ Other:

Fiscal Impact: ☒ Within budget ☐ Over budget:

Fund: ☐ General ☒ Capital Projects ☐ Parking ☐ Water ☐ Sewer ☐ Refuse
☐ SWM ☐ Debt Service ☐ Other:

Sufficient funding is available in Town Center Account #420-600-0A80-0426 and Town Center Garage Account #320-600-4A00-0426

DISCUSSION/HISTORY/BACKGROUND: This contract represents the actual fabrication and installation of the environmental graphics for the Town Square Project. The environmental graphics includes directional signage (both pedestrian and vehicular), street name signs, entrance/exit signage, pavement engraving in the Town Plaza, two information kiosks, "the illuminated" gateway features and directional signage in the garages. See circle 3 for a detailed list of the items to be included. Since there has not been approval of the revised plan for the "sculptures" in the plaza, only an allowance is shown for those pieces. City approval will be required before fabrication can begin on those pieces. In addition, it includes allowances for the MD355 façade treatment of the Block 4 garage and internal garage signage and graphics. Because FRIT is responsible for the vias, they will have a separate contract with the fabrication.

Selbert Perkins, the environmental graphics designer consultant and FRIT solicited qualifications and proposals for the environmental graphics fabrication and installation. Three bids were received. Attachment 1 is a letter and spreadsheet from FRIT 's representative recommending the low bidder Design Communication Ltd (DCL) in the amount of $962,150. This amount represents reductions for the elimination of the vias from the public contract. The dollar amount shown on the spread sheet (circle 5) is the contract amount. Attachment 2 is a copy of the proposal from DCL, which includes information about the firm.

As noted above, the low bid was $962,150. Staff is recommending that an additional 10% be added to cover reimbursables, bonds, fees etc. The total will be then $1,058,365.

Currently the Public Improvements Budget shows $685,000 available for environmental graphics and $450,000 for garage amenities and signage. Those funds total $1,135,000 available for the contract. Actual costs will be allocated to the two budgets as costs are finalized after fabrication and design.

After Mayor and Council approval of the contract, work will begin on shop drawings and fabrications. Prior to any actual fabrication or installation of the MD 355 façade on the Block 4 garage additional information will be distributed to the Mayor and Council. Prior to work on the pieces in the plaza, City approval will be needed. Any other changes or directions from the Mayor and Council from the January 31meeting will also be included.

Sections 17-85 and 17-88 of the City Code allows the City to utilize a special procurement procedure if the Mayor and Council make a written determination that a unique or unusual circumstance exists that makes competitive procurement process contrary to the City's interest. There must be a written record of the reasons justifying the special procurement.

Therefore, approval of this agenda item will also include a finding by the Mayor and Council that the public/private nature of the Town Square project, the City's contractual obligations to comply with the terms of the amended and restated GDA (approved June 2004), the October 2003 MOU between the City and County and the mixed use buildings create unique and/or unusual circumstances. There was the competitive process previously described. These factors make the typical competitive procurement process contrary to the City's interest and justifies the special procurement procedure.

PREPARED BY:

_____

Arthur D. Chambers, AICP, Director

APPROVE:_____ _____

Eileen Morris, Contracts Officer Date

APPROVE: _____ _____

Scott Ullery, City Manager Date

LIST OF ATTACHMENTS:

1. Letter and spreadsheet from the Federal Realty Investment Trust.
2. Copy of proposal from Design Communications, Ltd.

ATTACHMENT 5

Art in Town Center Task Force

Notes of Meeting #5 – January 25, 2005

Present:

John Moser, Chairperson, Cultural Arts Commission
Art Chambers, Director of Community Planning and Development Services
Jacques Gelin, Rockville resident
Burt Hall, Director of Recreation and Parks
Phyllis Marcuccio, Rockville resident
Kathleen Moran, Arts Programs Specialist
Debbie Moser, Rockville Arts Place
George Northway, Cultural Arts Commission
Tolu Odunlami, Rockville resident
Sue Pierce, Cultural Arts Commission
Anita Powell, Historic District Commission
Nancy Regelin, Chamber of Commerce
Steven Snapp, Rockville resident
Scott Ullery, City Manager
Betty Wisda, Arts Programs Supervisor

Absent: Kate Savage, Recreation and Park Advisory Board
Bob Wright, President Peerless Rockville, Inc
Deborah Simon, Waygoose – business representative
Sarah Tanguy, independent art consultant
Charlie Zucker, Art in Town Ct. Consultant, Lee & Associates, Inc.
Don Briggs, Federal Realty Investment Trust
John Britton, Planning Commission
Patricia Dubroof, Rockville resident
Andrea Hartranft, Historic District Commission (represented by Anita Powell)
Nan Rael, Waygoose -business representative
Joy Young, Chamber of Commerce
Mike Henry, Special Events Coordinator

Previous attendees:

Cliff Selbert, Selbert Perkins Design (Add)
Tim Mount, Streetworks
Scott Ross, RD Rockville (Delete)
John Seeley, Selbert-Perkins Design (Delete -)
Shelia Marshall, Rockville resident

The meeting was held in the Lounge at Rockville City Hall.

Handouts for the meeting included a print out of City of Rockville/Rockville Town Square phase- plaza concepts – 3rd round - developed by Selbert Perkins Design Collaborative.

John Moser welcomed those present and called the meeting to order at 6:35 p.m. Those present introduced themselves. All Art in Town Center Task Force members were encouraged to submit comments on the draft Rockville Town Square public art projects call for entries. The purpose of the meeting was stated to be an opportunity to learn about the new environmental design concepts developed by Selbert Perkins Design Collaborative for the Rockville Town (Center) plaza and to have an opportunity to comment on the plans. Attendees were encouraged to attend the January 31st Mayor and Council meeting to continue to follow progress on related issues.

Presenter Art Chambers noted:

- Remarks would focus primarily on new concepts that have been developed to replace the three large sculptural elements initial proposed ("R", Pi, and Infinity).
- Overall the plaza concept presented included a larger green space and the location of 11 new sculptural elements based on connections to known Rockville people and/or events, all of smaller scale and of material(s) yet to be determined.
- Drawings presented included two previous concepts of embedding items within the plaza surface, the water music/musical notes spiraling within the fountain area, the different alphabet letters leading to the Library entrance, and various mathematical and scientific formulas.
- The environments created within the three "vias" to the parking garages will be solely determined by FRIT (not the Rockville Town Square partnership). FRIT will be the sole owners of those areas and their public enhancements. FRIT will also be responsible for maintenance of the "vias".)
- In order to ensure fabrication of all environmental graphics plans (which included signage, kiosks, pylons, etc.) the Mayor and Council will be asked to support an award of a contract for a defined scope of fabrication needs at the February 7, 2005 Mayor and Council meeting.

After a brief presentation summarizing the eleven "art" elements, task force members were encouraged to respond to the overall concept as well as the individual elements. Highlights of remarks follow in three categories –Positive/Supportive comments, Negative/Concern comments, and General Comments.

Positive/Supportive Comments for 3rd Proposed Plaza Concepts

- The increased green space was agreed to as an important element of the plaza area.
- The smaller scale work and location of the elements appears to have less potential for a negative impact to events held within the plaza.
- Members recognized most of the identified Rockville based themes, however, many were not supported as appropriate for use (see specifics below)
- *1. Rockville Mascot – Rock Hawk* not widely known – but accepted as valid concept to include.
- *4. Rockville baseball history* –support to one larger "icon" element/presence in the plaza was agreed to - the baseball bat itself was not desired by anyone.
- *5. Toll rates on the Rockville Pike 1820* – the concept of the tollbooth marker/totem was agreed to as a subject. The sheep were not viewed as the most appropriate animal selection; cows or chickens were noted as more appropriate.
- *6. Hungerford Tavern* – support was expressed for the subject as an important meeting place as well as historic significance of Hungerford Resolves.
- *8. John F. Kennedy (podium)* – the podium as a symbol to an ongoing commitment for public voices to be heard was supported – enhancing this piece by adding audience seating, "soap box", etc encouraged to create a more engaging discovery piece.

Negative/Concern Comments for Plaza Concepts

- The goal to create a "sense of place" is not addressed by the smaller discovery elements.
- Elements represent very ordinary – not unique images – no challenge or complexity to ponder - hence nothing particularly memorable.
- All elements are too literal and not interpretive, more fun/play with the subject matter is needed.
- All images/elements refer to the past – where is the association to the present and more importantly the future?
- The importance of Rockville as the County Seat, home to the State and County Courts, Montgomery College (education), etc. not expressed in any way.
- Spaces for opportunities for rotating temporary works of art not included.
- Elimination of science as a theme.
- Concern over too many elements and need for greater overall simplicity in the plaza area.
- No support was expressed for the inclusion of any of the baseball elements.

- *2. Douglas M. Blandford (pipe)* – not appropriate. No image should carry the risk of being interpreted to promote smoking. Douglas Blandford is not well known. Blandford name has negative association with Blandford apartment complex that was not well maintained.
- *3. Pint Isreal baseball story* – not appropriate. Pint Israel is already recognized through the City park that carries his name. Baseball is not significant enough to Rockville to be an "icon" image in the plaza
- *4. Rockville baseball history* – the baseball bat subject itself was not desired by anyone.
- *5. Toll rates on the Rockville Pike 1820* – one member commented that sheep were not the most appropriate animal selection; cows or chickens were noted as more appropriate
- *6. Hungerford Tavern* – some concern of the image of tankards was expressed /fear of interpretation that it promotes drinking.
- *7. J.E.B. Stuart* – subject of Civil War agreed as valid – but J.E.B. Stuart' one day in Rockville was not concurred to as the focal point. The hat had mixed support – some fun for children to sit on – but does it represent the best symbol of the Civil War in Rockville?
- *8. John F. Kennedy (podium)* – the proposed image is not engaging enough to promote the importance of public speech and the commitment to engage voices in the community
- *9. & 10. Rockville Baseball stories* - not supported see comments above
- *11."Deep Throat"* – not appropriate. James McCord, a Rockville resident, made phone calls during Watergate, but he was not "deep throat."

General Comments:

- Consensus that the latest Selbert Perkins' designs are moving in the right direction. Some comments and concerns about individual pieces and concepts.
- It is desirable to re-include the seat wall that extended into the grass area as it discourages walkers from cutting across on their way to the library and provides seating.
- Lack of representation of Rockville's industry and leisure activities; e.g., Montgomery County Fair held on the grounds in front of RMHS.
- There should be at least one piece that really stands out from a distance, a "meet you at…." Artwork.
- There should be a reference to agriculture, such as silo or windmill.
- If the goal remains to commemorate Rockville's Afro American community, Jessie Hebron (print shop) would be appropriate.
- Increased seating opportunities in the plaza would be welcomed.
- A greater emphasis on "place making" is welcomed – one icon piece may be that best solution
- A concern was expressed that Selbert Perkins Design Collaborative is an outstanding professional organization that has a nationwide reputation for creative place making. Is their work for Rockville being diluted through a process that usurps the consultants' creative role and micro-manages the evaluation?
- All present were challenged to ask children what they like out of the proposal for the plaza and what of the proposal speaks to the future and the "personality" of Rockville.

The meeting adjourned at 7:40 p.m.