

Notice Planning Commission Hearing BLVD Lofts Project
Notice Mayor & Council Hearing and Public Meeting
Project Plan PJT2025-0020

Dear Neighbor:

July 8, 2025

Comstock 33 Monroe, LC ("Applicant") has filed to convert the street level commercial space fronting Middle Lane, Monroe Street, and Helen Heneghan Way in Rockville Town Center to 13 residential loft apartments (the "BLVD Lofts Project") in the building where BLVD Ansel is located. The commercial space in the building fronting on East Montgomery Avenue will remain commercial.

As part of the process for Project Plan and Site Plan review on the BLVD Lofts Project, a public hearing before the Planning Commission and a public hearing before the Mayor and Council are scheduled. This serves as notice of upcoming dates. A location map, project description with timeline, and plan are enclosed. The notice of an opportunity to provide comments to the approving bodies. These are the last steps in a multi-step public process to approve the Project Plan.

NOTICE OF PLANNING COMMISSION PUBLIC HEARING/PUBLIC MEETING

DATE: Wednesday July 23, 2025 **TIME:** 7:00 PM Meeting Start
Watch LIVE on Comcast Cable Rockville Channel 11 and online at <https://www.rockvillemd.gov>
ATTEND IN-PERSON: City Hall, Council Chamber, 111 Maryland Avenue
VIRTUAL ATTENDANCE: Please visit the City website agenda center for details.
<https://www.rockvillemd.gov/112/Planning-Commission> and
https://www.rockvillemd.gov/DocumentCenter/View/39008/Public-Hearing-Procedures_PC_FINAL-002

NOTICE OF MAYOR AND COUNCIL PUBLIC HEARING/PUBLIC MEETING

DATE: Monday September 15, 2025 **TIME:** 6:30 PM Meeting Start
WATCH LIVE: Rockville 11, Comcast, Verizon cable channel 11, livestreamed at www.rockvillemd.gov/rockville11
ATTEND IN-PERSON: City Hall, Council Chamber, 111 Maryland Avenue
VIRTUAL ATTENDANCE: Please visit the City website agenda center for details and to confirm scheduling.
<https://www.rockvillemd.gov/424/Mayor-Council>

Agendas for Planning Commission and Mayor and Council are posted approximately a week before the meeting on the agenda center (<https://www.rockvillemd.gov/agendacenter>). Please refer to the specific meeting agenda for details on how to participate and provide testimony during the meetings.

"A Citizen's Guide to Development Review in Rockville" is enclosed. You may track the status on the City's website on its Development Watch page. Should you have questions or would like to submit comments please contact: Community Planning and Development, Senior Planner Christopher Davis, 240-314-8201. cdavis@rockvillemd.gov. You are welcome to reach out to Applicant's counsel, Nancy Regelin at 301-230-5224, nregelin@shulmanrogers.com

These applications are subject to a prohibition on ex parte communications. Outside of the public hearings on this application, please do not communicate with a member of the deciding body about this application, either directly or indirectly, such as copying members of the body on e-mails about the application. You are welcome to communicate directly with the City staff, who can answer questions on the application or ensure that your written comments on the application are considered by the deciding body as part of the public hearing on the application. The Mayor & Council is deciding body on the Project Plan; the Planning Commission on Site Plan.

Project Description
BLVD Lofts Project - PJT2025-00020/Site Plan STP2025
Updated July 2025

Comstock 33 Monroe, LC ("Applicant") is pursuing through a Project Plan Amendment and Site Plan to convert approximately 13,000 square feet of vacant first floor commercial space fronting on Middle Lane, Monroe Street and Helen Heneghan Way into thirteen (13) dwelling units located within the building that also includes the BLVD Ansel and HOC's Residences on the Lane. The first-floor commercial space fronting East Montgomery Avenue across from Regal Row will remain commercial space. The commercial space proposed for conversion is currently vacant and has been since the building opened despite the marketing efforts of two successive building owners.

The process includes the approval of the Project Plan by the Mayor & Council after consideration of both testimony at a public hearing in September and the recommendation of the Planning Commission at their public hearing in July. After approval of the Project Plan, the detailed Site Plan will be scheduled for consideration by the Planning Commission shortly thereafter. With those approvals, the Applicant can proceed to permits.

New urban frontages will provide two-story window walls and direct sidewalk access entrances. The design utilizes the high ceiling ground level space for two-level loft dwelling units in a range of one-bedroom, two-bedroom, and three-bedroom apartments. Landscaping for aesthetics and privacy has been added as the more detailed site plan has evolved. Rear corridors provide private ADA entrances. The BLVD Lofts lobby is accessible from both Monroe Street and Middle Lane and provides a mail and package room as well as trash and storage.

Parking is available for both cars and bicycles within the existing structured parking garage in the building. BLVD Lofts residents will have access to BLVD Ansel amenity spaces including an upper-level clubroom, open courtyard with pool, outdoor dining and gathering spaces, fitness center, business center and co-working space, secured bicycle room with bicycle maintenance and repair facilities, among others.

The building is one block of a comprehensive planned development approved in 1994 (PD-RCI per PDP1994-0001, as amended) of 5 blocks encompassing 255 Rockville Pike, the Regal Row retail center, the BLVD 44, BLVD Ansel, and 41 Maryland. As an amendment to the Planned Development, the approval process includes a Project Plan Amendment considered by the Mayor and Council to amend the current built entitlements to convert commercial space into thirteen dwelling units. No changes to the building massing or other uses in the building is proposed. A detailed Site Plan to implement the Project Plan amendment for the 13 BLVD Loft units will be considered by the Planning Commission.

The intended development is consistent with the adopted 2040 City-wide Master Plan as well as the goals and vision of the Town Center Master Plan which recommends increases in density and residents in Town Center to support the existing retail district.

Projected Timeline:

Post-Application Community Meeting: February 25, 2025

Development Review Committee: February 27, 2025

Planning Commission Briefing: March 12, 2025

Mayor & Council Briefing: April 7, 2025

City Staff review: Spring 2025

Planning Commission Public Hearing and Recommendation: July 23, 2025

Mayor & Council Public Hearing and Consideration: September 15, 2025

Planning Commission Consideration Site Plan : September 2025 tentative

Construction: 2025/ 2026

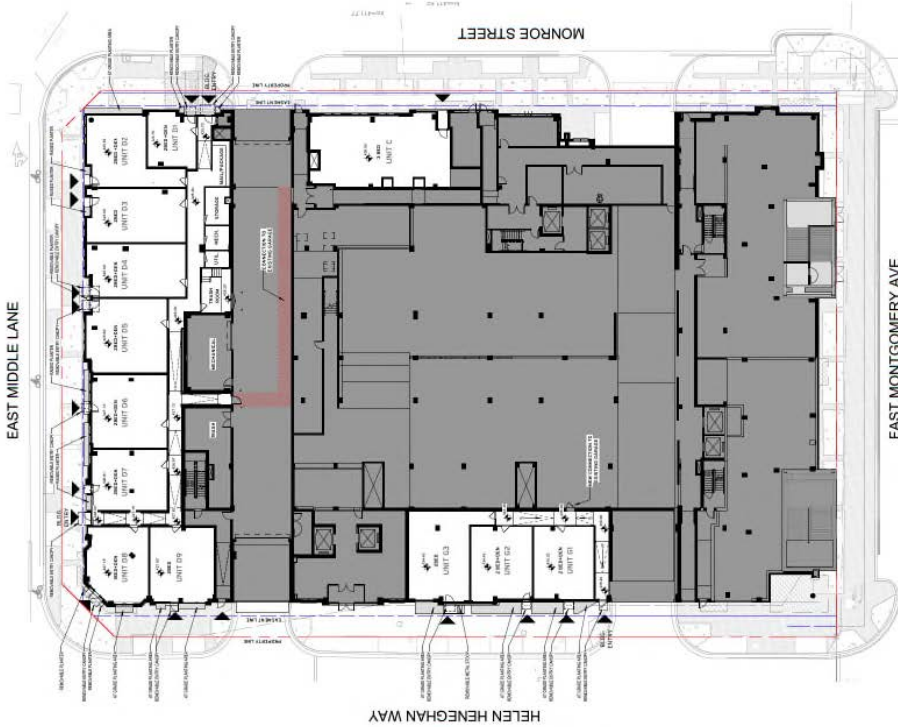
Location Map:



Floor Plans – Ground and Mezzanine Levels
 White – converted retail to residential space
 Gray – no change to existing building



A6 Retail Conversion - Overall View Mezzanine L2
1/8" = 1'-0"



A1 Retail Conversion - Overall View Ground Floor
1/8" = 1'-0"

How can I get involved?

- Check the city's website at rockvillemd.gov/62/Development-Watch-Map for status updates on development projects in your neighborhood and the city.
- Attend public meetings held by developers to learn more, ask questions and express your opinions about potential projects.
- Attend public meetings held by the city. Meeting schedules, agendas and informational packets for the Mayor and Council, Planning Commission, Historic District Commission and Board of Appeals are available on the city's website. In addition, for most cases the developer is required to provide notice by first class mail to the property owners and residents of the area surrounding the proposed development. The plan review level above determines the notice area.
- Members of the public are welcome to attend meeting of the Development Review Committee, however these meetings are not public hearings and no testimony will be allowed. Agendas for these meetings are available on the city's website.

How can I learn more?

Community Planning and Development Services Department

City Hall, second floor
111 Maryland Ave.
Rockville, MD 20850

Phone: 240-314-8200

Email: cpds@rockvillemd.gov

Website: rockvillemd.gov

Refer to:

Rockville City Code library.municode.com/md/rockville/codes/code_of_ordinances

Chapter 25 - Zoning Ordinance

Chapter 5 - Building Code

Chapter 10.5 - Forest and Tree Preservation

Chapter 19 - Sediment Control and Stormwater Management

Chapter 21 - Streets and Roads

[Rockville Development Review Procedures Manual](#)

Note: This brochure provides an overview of development review in Rockville. It does not supersede the Rockville City Code and it should not be relied on as a substitute for such regulations.



A CITIZEN'S GUIDE to Development Review in Rockville



City of
Rockville
Get into it.

Community Planning and Development Services Department

Development Services Division

111 Maryland Avenue, Rockville, MD 20850
240-314-5000 • www.rockvillemd.gov



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Development Review in Rockville

What is development review?

Development review is a general term for the city's various procedures to review proposed developments and ensure they comply with the city's regulations. These include land uses, engineering, utilities, transportation, stormwater and sediment control, and tree preservation to achieve consistent design of the site and related public infrastructure. As outlined in the Rockville Zoning Ordinance, the city works with the surrounding property owners, businesses and the applicant during development review. During this process, the city staff reviews applications for compliance and surrounding neighborhoods and property owners review and comment on proposed plans.

Rockville's development review procedures are intended to help assure the health and welfare of citizens and achieve high-quality development that complies with the design regulations of the City Code and addresses the needs of the surrounding community. These procedures govern all development projects, except single-unit, detached residences.

How is development reviewed?

Rockville's development review process includes four phases.

Pre-application

During the pre-application phase, city staff meet with the developer to discuss the proposal; outline the project's size and potential impact on neighbors, green space, transportation, stormwater management, and other public infrastructure; learn about the zoning process; and ask questions. In most cases the developer

will be required to notify the community of their plans and hold a public meeting for residents to comment on the project.

Application

During the application phase, the developer files the appropriate application materials and meets with city staff to discuss the proposal and any changes made as a result of the pre-application phase. In most cases the developer will be required to notify the community of their plans, hold a public meeting for residents to comment on the project and, in the case of very large projects, brief the Planning Commission and/or Mayor and Council. Also during this phase, city staff reviews the application package and coordinates with other government agencies and utilities that review the application.

Public Meeting

During the public meeting phase, the designated approving authority reviews the proposal and any changes made as a result of community feedback, and decides whether to approve or disapprove the project. The designated approving authority depends on the project's potential impact and could be the chief of zoning, Planning Commission or the Mayor and Council.

Decision

During the decision phase, city staff issues a decision letter based on the final action of the approving authority. Such action may approve the project as is, approve the project with specific conditions, or deny the project. The developer signs the letter acknowledging the decision and returns it with a final set of plans for inclusion in the public record.

Who reviews and approves development?

Rockville's Zoning Ordinance outlines three levels of development review based on the project's size and potential impact. Each project is assigned points based on acreage, number of dwelling units, square footage of non-residential space, residential area impact and traffic impact.

Depending on the number of points earned a project will require one of the following levels of review:

Site Plan Level 1: Review by the chief of zoning.
Site Plan Level 2: Review by the Planning Commission at one meeting.

Project Plan: Review by the Planning Commission and Mayor and Council at three meetings: one for an initial briefing of both; one for review and recommendation by the Planning Commission; and one for review and action by the Mayor and Council.

Development Review at a Glance

Pre-Application Phase

1. The developer notifies the community about the plans, and holds a public meeting for comments.
2. The developer submits pre-application materials and fees.
3. City staff and the developer assess the project's potential impact.
4. City staff holds a pre-application meeting with the developer.

5. City staff and the developer brief the Planning Commission and Mayor and Council if necessary.

Public Meeting Phase

1. The designated approving authority reviews the application and issues a decision.
 - a. Mayor and Council.
 - b. Planning Commission.
 - c. Board of Appeals.
 - d. Historic District Commission.
 - e. City staff, i.e., the chief of zoning.

Decision Phase

1. City staff issues a decision letter based on the final action of the approving authority.
2. The developer acknowledges the decision and files a final set of project plans if approved.

Application Phase

1. Application and fees submitted.
2. The developer notifies the community about the plans, if necessary.
3. The developer holds a public meeting for comments, if necessary.
4. City staff evaluates the application and issues a report.