

# WEST END CITIZENS ASSOCIATION

September 2023

## YOU ARE INVITED!

to the West End Citizens Association

### Candidate Forum – Election 2023

Thursday, October 19, 2023, 7 p.m.

Rockville Presbyterian Church\*, 215 West Montgomery Avenue

(entry behind Church from Harrison Street)

Want to be a more informed voter in Rockville's 2023 Mayor & Council election in November? Join your neighbors at our Candidate Forum to learn about the candidates and their views on questions of concern to West End voters.

#### Invited Candidates

##### For Mayor:

Monique Ashton  
Mark Pierzchala

##### For City Council:

Daniel Belay  
Kate Fulton  
Richard Gottfried  
Harold Hodges

Barry Jackson  
Ricky F. Mui  
David Myles  
Anita Neal Powell

Paul Scott  
Izola Shaw  
Marissa Valeri  
Adam Van Grack

\* This is an in-person event. There is no Zoom component for this meeting.

### WECA FallFest

Saturday, Oct. 28 | 12-3PM | Monument Park

Hamburgers, Hotdogs & Fixings Provided

Bring a side dish or dessert to share and a beverage  
of your choice.

Kids' Entertainment  
Mini-pumpkin decorating

Bathroom facilities will be available.

Parking on Monument St., S. Van Buren St., and Dale Dr.

Donations Accepted!

#### West End Citizens Association

For more information, contact  
Margaret Magner, President  
[westendca.pres@gmail.com](mailto:westendca.pres@gmail.com)

Interested in getting more involved?  
Consider being a Block Captain! Contact  
Jane Pontius [jane.m.pontius@gmail.com](mailto:jane.m.pontius@gmail.com)

#### Join the WECA Listserv!

Keep up with news related to the West End  
and join our email list. Use the QR code to  
sign up or email [weca.outreach@gmail.com](mailto:weca.outreach@gmail.com)



This newsletter was delivered by \_\_\_\_\_, your WECA Block Captain.

## PRESIDENT'S NOTE

-Margaret Magner  
westendca.pres@gmail.com



Greetings from the new WECA officers, elected in May, 2023: Kate Fulton, Angela Geer, Ajay Khetarpal, Darlene Pierro, Jane Pontius and me. As we met this summer and worked hard to identify and commit to priorities for WECA in 2023-24 (more about this on page 4), we found our different perspectives on the neighborhood to be a great strength. We're from different life generations. We represent renters and owners. Among us, we live in historic houses, newly-built homes, and an apartment. Some of us have lived in the West End for less than three years, some for more than 30. We all love the neighborhood, although we experience it from different viewpoints. We're committed to hearing and responding to all the

voices in our neighborhood, and doing our best to reach everyone who lives here.

This Fall, we invite you to take advantage of the WECA Candidate Forum on October 19 as a great opportunity to meet the candidates in Rockville's November Mayor and Council election and hear them address issues of concern in our neighborhood. Have a question for the candidates? Please email it by October 11 to [westendca.pres@gmail.com](mailto:westendca.pres@gmail.com).

We also invite you to celebrate the arrival of Fall in our neighborhood at the WECA FallFest on October 28 from 12 to 3 p.m. at Monument Park. Enjoy classic cookout food, kids' games and pumpkin painting. Bring your favorite Fall side dish or dessert, and enjoy catching up with your neighbors. We hope we see you there.

All West End residents are always welcome at monthly WECA meetings. Check out our website at [westendrockvillemd.org](http://westendrockvillemd.org) to see what's going on. Enjoy Fall everyone!

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## WEST END RESIDENTS PROPOSE CAPITAL IMPROVEMENT PROJECTS TO CITY

Every summer, the City of Rockville asks residents and civic associations to submit proposals for capital projects for the following fiscal year that would improve their neighborhood and the City. WECA put out an open call for capital project proposals via our community emails and our Facebook page. Three proposals were received from West End residents and voted on by WECA's Block Captains; the Block Captains strongly supported all three items.

WECA submitted the three proposals to the City for consideration in Rockville's budget process for Fiscal Year 2025:

### Dog Park Proposal:

- Add a fenced dog park in Welsh Park or other location in or near West End. Include shade and water source.
- The proposal points out the wastefulness of the 2,200 dog-owning households in West End, Town Center, Woodley Gardens, College Gardens and Woodley Gardens East/West, having to drive to Mattie Stepanek or Redgate Park if they want their dogs to run off-leash and play with others in a dog park. It requests a more local, walkable solution for West End dog-owners and others from neighboring communities.

### Proposal to Improve Stormwater Safety and Aesthetics on W. Montgomery Avenue:

- Improve areas of sidewalk in disrepair along the route of W. Montgomery Avenue from Nelson St. to Williams St. Remove weeds that line the curb edge in the road lanes and that are growing out of storm drains along this route.
- This proposal points out that the current state is both an aesthetic and an environmental issue: it gives a bad look to the City and

hampers efficient flow of stormwater into the storm drains. This is a main artery entrance used by residents who live throughout the City and visitors entering Rockville.

### Proposal to Maintain or Replace Welcome Signage:

- Replace/maintain the Welcome signage at these locations:
  - Maryland Avenue and Great Falls Road
  - W. Montgomery Avenue and Nelson Street
  - Beall Avenue and N. Washington Street
- The current Welcome signs are scuffed, peeling, and easily knocked down. They are not stable or durable. This proposal requests maintaining the signs to fix wear and tear and show pride in our City; or replacing them with more durable material such as stone.

Thanks to the residents who submitted their ideas and to the Block Captains who carefully considered them and voted. WECA will provide corroborating testimony to the Mayor and Council on these proposals as the City's Fiscal Year 2025 budget process continues.



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## WECA PRIORITIES FOR 2023-2024

Here are some of the priorities WECA will focus on in the upcoming year:

### Pedestrian and Traffic Safety in the West End

Situated between Town Center and I-270, and with major artery roads running through the neighborhood, West End streets sustain heavy cut-through traffic at high driving speeds, endangering both walkers and rollers.

Plan: Work with the Rockville Traffic and Transportation department, the Rockville Police, and the Rockville Pedestrian Advisory Committee, to minimize unsafe impacts of cut-through traffic and speeding drivers in our neighborhood.

### Vitality of Town Center

Through years of WECA surveys, proximity to Town Center has consistently been cited by West End residents as a top reason they choose to live here. West End residents want Town Center to thrive.

Plan: Bring City Staff and Town Center Property Management to our community to keep West End residents abreast of progress and to hear our input as loyal Town Center visitors and customers. Open communication channels directly with Town Center merchants to understand and publicize who's new, upcoming promotions, and how to support; bring merchants to our public meetings.

### Neighborhood Connection and Gathering

We hear the strong desire residents have to get together as neighbors. Our recent neighborhood socials – happy hours, barbecues, neighborhood clean-up events - have been well attended.

Plan: Offer more creative and fun events, and welcome all members of our community (see p. 6).

If you'd like to make a difference for your neighbors in these or other areas, join our efforts! Come to a WECA monthly meeting (meeting info is published at [westendrockvillemd.org](http://westendrockvillemd.org)); consider becoming a Block Captain; or just let us know your interests at [wecaoutreach@gmail.com](mailto:wecaoutreach@gmail.com).



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\*CES Parent Survey, Oct. 2022

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## Neighborhood Items of Interest

**Town Center Master Plan.** The City of Rockville Department of Community Planning and Development Services is working on updating the Rockville Town Center Master Plan, a long-range vision for growth and development. The current plan dates from 2001, and the replacement effort aims to reflect elements such as retail challenges, the City’s Climate Action Plan, bike and pedestrian safety concerns, and racial equity and social justice in an updated Town Center Plan.

After public engagement and outreach since April, the City will present an Engagement and Outreach report for public comment in October.

City Planning Staff will address the WECA neighborhood meeting on Nov. 9<sup>th</sup> to let us know what was heard during in the comment period, and to explain where the process goes from here.

### More Ways to Connect with Neighbors!

One of WECA’s priorities for this year is to provide more opportunities for neighborhood connection

and gathering. We want to build on the success of recent events like SpringFest, FallFest, clean-ups and happy hours, and broaden our social offerings to reach more neighbors.

Plans are in the works for a variety of other events:

- Monthly neighborhood walks and clean-ups on Saturday mornings
- Informal monthly happy hours to socialize and support Town Center businesses
- Partnering with a local charity for a holiday event
- Regular WECA playground hours to bring West End families together
- Dinner and a family-friendly movie

We want your feedback and ideas! How do you want to engage and connect with your neighbors? Email us at [wecaoutreach@gmail.com](mailto:wecaoutreach@gmail.com). Stay tuned for details. Keep an eye out for WECA Facebook posts, website updates, and listserv email messages for information on these and more connection opportunities.



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## Calling All Artists!

Since we kicked off our Logo Contest in May 2023, we've learned more about the history of our current logo. The inspiration for the historic house logo was the house that stands on the northeast corner of S. Adams and W. Jefferson Streets. The artist of this enduring image is West End-based architect Craig Moloney. May the next logo serve as well and as long!

We have received one entry in the new Logo Contest, but we are hungry for more. We challenge you to send us your entry for a logo to represent the West End Citizens Association. Submissions will be accepted until October 15. The prize? A \$100 gift certificate to the winner's choice of Rockville Town Center merchant. The first round of selections will be made by WECA officers. Finalist entries will be displayed at FallFest on Oct. 28 for in-person voting by residents at the picnic. Ready to create the emblem that captures the essence of our West End community? Some design themes to keep in mind:

Neighbors together: Highlight the camaraderie and friendship among West End residents.

Green: Incorporate elements reflecting the green nature of the West End. Let your design flourish with the vibrancy of nature.

Balance of the historic and today: Blend the rich history of our community with the modern spirit that drives us forward. We're a community proud of our heritage, but also looking to the future.

It's your turn to make history! Let your creative juices flow and craft a logo that symbolizes our neighborhood. We can't wait to see your vision! Send your entries to [wecaoutreach@gmail.com](mailto:wecaoutreach@gmail.com) by October 15.



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*- Kay, Rockville, 6/2022*



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President / Broker

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