

# NEXT STEPS

*Public and private sector commitment and investment are necessary to make this Plan's recommendations a reality.*

Achieving the Silver Spring Sector Plan recommendations will require the coordinated efforts of a variety of participants. In urban revitalization efforts, there are usually five groups that play key roles in turning an area into a thriving center: land owners, developers, and investors; local business owners; residential communities; local, state and federal governments; and non-governmental organizations. Each of these groups affects various aspects of the revitalization effort.

Land owners, developers, and investors are key players in revitalization and they must be willing and able to redevelop their properties, as well as actively maintain and update them. They need to work in a stable development environment created by policy and financing assurances to create projects that garner community support.

Local business owners must be alert to changes in national, regional, and local markets, and must be active in promoting their services and products to existing and new customers. At the same time adjacent residential communities must support local businesses, as well as creating and supporting community events, and participating in creating a community vision.

Local, state, and federal government policies and funding decisions will also impact revitalization. In Silver Spring, the State's Smart Growth initiative directs funds and efforts to existing downtowns and their considerable infrastructure. Local zoning decisions also effect opportunity to redevelop.

Non-governmental organizations, such as not-for-profit groups reflect the community's desires and priorities, giving a community its unique character. By creating arts opportunities, meeting human service needs, or promoting local businesses, these organizations can focus on specific needs quickly and efficiently.

Each group must understand the strategic links needed to implement revitalization, organize, set goals, and implement plans in areas where that group can be most effective. Additionally, all stakeholders must find a way to coordinate their actions into complementary efforts and work toward the common goal of revitalization.

Some forces in revitalization are beyond local control—national and local economies, market competition, politics, and demographic changes. These factors can either positively or negatively impact the success of revitalization. The stakeholders playing key roles can't control these forces, but can't ignore them, either. Revitalization strategies in Silver Spring must reflect the reality of these factors and must be flexible enough to accommodate changes in the marketplace. As market forces change, it will be important to re-evaluate periodically the Plan's proposed development, land uses, zoning and plan approval processes.

Working together, the stakeholders can spearhead Silver Spring's revitalization, each working toward their strengths, and strengthening the entire community in the process. The private sector will be a primary player in revitalization through development and redevelopment projects. However, the public sector also plays a development role with its own investment in public facilities, and through its development review processes.

The new master plan process commits staff to continued involvement in implementing the Plan's recommendations. (See the list of proposed development projects below.) The Framework for Action summarizes the steps that must be undertaken to implement the Plan's recommendations, identifying the anticipated time frames for implementation, and the public and private sector groups that will be responsible for implementation. In some cases, joint public/private funding will be appropriate. Coordination and cooperation between public and private sectors on projects within the CBD and on both sides of the Maryland/District of Columbia line are important to revitalizing the downtown and implementing some of the Plan's recommendations.

Following the new master plan process described earlier in this Plan, the Department of Park and Planning will facilitate the Plan's implementation where possible and will report their progress to the Council every two years. As an important provider of community facilities and as a regulatory body, the M-NCPPC will also be responsible for implementing a number of key Plan recommendations.

Zoning recommendations in this Plan will be implemented through the Sectional Map Amendment process. The mandatory referral process will involve Executive and Park and Planning staff in site selection and development plan review for the proposed Montgomery College expansion, Transit Center, library, fire station, and courthouse. The Commission's development review process will involve staff in the development of the Silver Triangle site and other private development projects in the Silver Spring CBD.

A coordination mechanism should be created to support and promote the revitalization of South Silver Spring. This multi-jurisdictional committee will include representatives from: the District of Columbia, the County's Department of Housing and Community Development, the Silver Spring Regional Center, the Gateway Georgia Avenue Revitalization Corporation, and The Maryland-National Capital Park and Planning Commission. Additional implementation activities will be initiated by Department of Park and Planning staff as needed.

The following sections summarize the proposed development plans and revitalization actions in the Silver Spring CBD.

## **CBD - W I D E**

Foster a development pattern that will revitalize the CBD and focus the most intense development in the Core.

- Implement the Plan's rezoning recommendations.
- Locate and build a new courthouse, library, and fire station.
- Re-establish the farmers market.
- Relocate the skateboard park.
- Design and build the Capital Crescent/Metropolitan Branch Trail.
- Design and build local trails and bikeways.
- Revise the Silver Spring Streetscaping Plan.
- Implement the Georgetown Branch connection to Bethesda.

- Improve the physical character of the Georgia Avenue and Colesville Road corridors.

## **THE CORE**

Recreate the Core as the active center of downtown Silver Spring.

- Develop the Silver Triangle site and public open space.
- Implement the approved plans for the Downtown Silver Spring project.
  - Construct a new civic center building and plaza, and veterans memorial in the Urban Renewal Area.
  - Renovate the Silver Theatre.
- Design and build the new Transit Center.
- Build the Silver Spring Green Trail.
- Relocate the Tastee Diner.

## **RIPLEY DISTRICT**

Encourage mixed-use development near the Transit Center by facilitating market feasible development and upgrading the physical environment.

- Renovate the Silver Spring Train Station.
- Build Dixon Avenue.
- Assess development options for the Ripley District.
- Build pedestrian bridge to NOAA.

## **SOUTH SILVER SPRING**

Encourage new economic activity in South Silver Spring, including expansion of Montgomery College and other redevelopment.

- Renovate and update the facilities at Jesup Blair Park in coordination with the College renovation.
- Support Montgomery College's expansion and relocation.
- Support the creation of landscape, building, or other design feature that defines this area as a gateway to the County and CBD.
- Incorporate a way-finding plan to enhance the image and function of the CBD.

- Design and construct a street pattern and streetscape that breaks up large blocks and improves visibility and access for developable parcels.
- Provide incentive programs to support private sector investment in business development and building construction, refurbishing, or reconstruction, including:
  - supporting locally targeted streetscape and facade easement programs, financing assistance, tax credits, the Enterprise Zone, green tape permitting process, and urban district activities
  - supporting a constructive demolition program that will help subsidize the cost of demolition to encourage new construction and will allow the owner to retain existing FAR.
- Support educational opportunities for small businesses on marketing, promotion, customer retention, etc. Expand business administration and retail training efforts.
- Encourage housing development through incentive programs, such as the State legislation enacted for the Downtown Management District in Baltimore that provides tax assistance for conversion of commercial space to market-rate housing.
- Support the Gateway-Georgia Avenue Revitalization Corporation's efforts.
- Assess development options, including options for vacant buildings.

## **FENTON VILLAGE**

Revitalize Fenton Village by positioning it to benefit from redevelopment on the Urban Renewal site and facilitating housing development.

- Renovate and expand the Fenton Gateway Park.
- Encourage establishment of an active merchants and property owners group.
- Assess development options with regard to parking needs, potential for housing, and other infill development.
- Work with the public and private sectors to attract new businesses and strengthen existing businesses through recruitment, marketing, promotion, physical improvements, and maintenance.
- Encourage redevelopment efforts that include a marketing and promotion campaign, identifying, developing, promoting, and recruiting for niche markets, an Adopt-a-Block initiative on Bonifant Street, education opportunities for small businesses, reviewing existing economic development programs, and a way-finding plan.

Explore incentive programs to develop vacant properties and redevelop under-used properties, including:

- financial incentives to prevent existing businesses from moving elsewhere and future businesses from choosing another location
- encouraging owner-occupancy of businesses through low-interest or no-interest loans
- continuing existing programs such as the 50/50 Facade Easement Program, Green Tape Zone, Incubator Without Walls program, the streetscaping project for Fenton Street, code enforcement, and the Silver Spring Enterprise Zone.

## **OTHER CBD AREAS**

Encourage infill development that contributes to the CBD's urban environment and is sensitive to the surrounding residential neighborhoods.

- Develop low-rise housing on Parking Lot # 2 behind M-NCPPC offices.
- Encourage housing on Lot #21 at Cameron and Spring Street.



Resolution No.: 14-416  
Introduced: February 1, 2000  
Adopted: February 1, 2000

COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND  
SITTING AS THE DISTRICT COUNCIL FOR THAT PORTION  
OF THE MARYLAND-WASHINGTON REGIONAL DISTRICT  
WITHIN MONTGOMERY COUNTY, MARYLAND

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By: District Council

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Subject: Approval of Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan

1. On, April 22, 1999, the Montgomery County Planning Board transmitted to the County Executive and the County Council the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan.
2. The Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan amends the approved and adopted 1993 Silver Spring CBD Sector Plan, as well as an amendment to the General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District Within Montgomery County and Prince George's Counties, as amended. This Sector Plan also amends the 1997 approved and adopted Master Plan for Silver Spring-East and the Master Plan of Highways within Montgomery County, Maryland as amended.
3. On June 21, 1999, the County Executive transmitted to the County Council his comments on the Silver Spring Central Business District and Vicinity Sector Plan.
4. On July 27, 1999, the County Council held a public hearing regarding the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan. The Master Plan was referred to the Planning, Housing, and Economic Development Committee for review and recommendation.
5. On October 25, 1999, and November 22, 1999, the Planning, Housing, and Economic Development Committee held worksessions to review the issues raised in connection with the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan.

6. On December 7, 1999, the County Council reviewed the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan and the recommendations of the Planning, Housing, and Economic Development Committee.

Action

The County Council for Montgomery County, Maryland sitting as the District Council for that portion of the Maryland-Washington Regional District in Montgomery County, Maryland, approves the following resolution:

The Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan, dated April 1999 is approved with revisions. Council revisions to the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan are identified below. Deletions to the text of the Plan are indicated by [brackets], additions by underscoring.

Page 7: Add at end of page:

As the Washington metropolitan region has developed as an information technology and computer center, and as new media and computer businesses have already committed to the CBD, the Silver Spring CBD is ideally positioned to become a high-tech center, by offering both start-up and established businesses, the computer, telephony, fiber-optic, and media network connections needed to effectively compete in this market.

Page 11: Paragraph 5, add as second sentence:

A network of fiber-optic and telecommunications connections, supporting electronic media will serve businesses seeking to compete in a high-tech environment.

Page 16: Paragraph 2, add phrase:

Silver Spring's transportation infrastructure, its fiber-optic network, ...

Page 27: Add sub-bullet after first bullet under Implications for Land Use heading:

- The air rights above the Metro Power Station located at the Metro tracks on Colesville Road are appropriate for additional development if Metro agrees to sell or lease those rights.

Page 32: Add the following sentence as the third sentence in the first paragraph under Revitalization Areas heading:

Generally, the zoning is intended to provide development incentives and flexibility. Specifically, [T] these zoning changes...



Page 32: Insert the following from Page 35, as the second paragraph under Revitalization Areas heading.

New zoning in these revitalization areas should include incentives that (1) capitalize on the momentum created by the proposed projects for Silver Spring's CBD: Discovery Communications headquarters, expansion of Montgomery College, improvements to Jesup Blair Park, Downtown Silver Spring's mixed-use entertainment center, and a new County parking facility off East West Highway; (2) create heightened investor interest and an improved investment climate in Ripley and South Silver Spring; (3) position Ripley and South Silver Spring to take advantage of their strategic locations near the Silver Spring Metro Station and proposed multi-modal Transit Center; (4) position Ripley and South Silver Spring to take advantage of land use options that can be supported by the current real estate market; and (5) achieve additional market rate housing.

Page 33: Make the following revisions to the third bolded heading:

[Zoning Changes] Recommendations

Page 33: Replace the two sentences under the Recommendations heading with the following paragraph:

[The following zoning recommendations will be implemented through the Sectional Map Amendment process.]

*[Zone CBD sites and districts to provide additional development incentives and flexibility.]*

The Plan's land use and zoning recommendations focus the densest development in the Core and around the Transit Center, and provide a diversity of retail, residential, office, hotel, civic, and park uses. Mixed-use development is encouraged wherever feasible. Zoning and other plan recommendations are intended to provide additional development incentives and ensure that development projects in the Core contribute to the Plan's vision for downtown Silver Spring.

Page 33: Insert the following text from Page 110 under the heading "CORE".

The Core will be rejuvenated as Silver Spring's varied and active town center, with housing, office, and retail development in a pedestrian-friendly environment, enhanced with parks and open spaces.

#### Vision

Prompted by redevelopment proposed by the Downtown Silver Spring Project, the Core will be reborn as the commercial, civic, and entertainment center of Silver Spring and its surrounding neighborhoods. Development on the Urban Renewal site will be in a pedestrian-

friendly, town center pattern with stores and streetscape that encourage people to walk. A mix of public and private uses, special events, and daily shopping, will serve the community and its visitors. This repositioning of the Core with new uses in a well-integrated, pedestrian-friendly environment will be the catalyst for redevelopment throughout the CBD as existing businesses upgrade and new businesses are drawn to the CBD. Combined with public investment, Silver Spring will become a downtown for the future. (See Map 34 and Figure 8.) See insert map.

Objective:

Recreate the Core as the active center of downtown Silver Spring, ensuring that development contributes to the Plan's vision for downtown Silver Spring.

Insert the following text, from Page 111:

Analysis of Existing Conditions

The CBD's Core is centered on the intersection of Georgia Avenue and Colesville Road and includes the traditional retail center of Silver Spring. The Core is the focus of transportation, commercial, and retail activity. It has the most varied and intensive uses, as well as a concentration of historic buildings. The Core also has an important residential component: high-rise apartments that offer convenience and housing choices.

Particular features include the 14-acre Urban Renewal Area being developed as a mixed use retail, entertainment, hotel, and office development; the existing MARC, Metrorail, and bus stations; the site of the proposed Discovery Communications corporate offices; the townhouses underway at Cameron Hill; the historic Silver Spring Shopping Center; and the Silver Theatre, being redeveloped by the American Film Institute.

Rather than seeking one large project to remake and define the CBD, a number of projects will reshape downtown. The proposed Discovery Communications corporate headquarters, combined with the Downtown Silver Spring project will refocus downtown around mixed restaurant and retail development that includes a pedestrian-oriented main street and includes indoor and outdoor civic spaces. Some features of the development, such as the American Film Institute (AFI) at the Silver Theatre, will appeal to the regional market, but are also scaled to the community and use Silver Spring's unique resources.

While there is general consensus that the development proposed on the Urban Renewal site is the correct scale, density, and mix of uses, this plan must ensure that the project encourages spin-off development by making connections to surrounding downtown neighborhoods and to transit.

This Plan also ensures that development surrounding the Urban Renewal site contributes to the complete downtown environment. This Plan must address the public realm: the CBD's

roads, parks, and other community and transportation infrastructure should be enriched and designed to create a strong foundation for continued downtown economic success.

Page 33: Add the following text under the second bullet:

- Rezone the block bounded by Fenton Street, Colesville, Road, Cedar Street, and Roeder Road from CBD-1 to CBD-2.

Rezoning to CBD-2 will reflect existing development that now exceeds the standards of the CBD-1 zone. Additionally, zoning that reflects existing structures encourages property owners to re-invest in their properties, and alleviates difficulties with lenders and insurers who may view properties that do not conform to existing zoning as a risk regardless of “grandfathering” clauses that make such properties conforming.

Page 33: Change the third bullet to read:

- Rezone the north[ern]west corner of the block bounded by Fenton Street, Roeder Road, Cedar Street, and Ellsworth Drive from CBD-1 to CBD-2.

Despite the intent of the 1993 down zoning, there is existing development on a portion of these blocks that exceeds the current zoning. Zoning that reflects existing structures encourages property owners to re-invest in their properties. This correction may also alleviate difficulties with lenders and insurers who may view properties that do not conform to existing zoning as a risk regardless of “grandfathering” clauses that make such properties conforming.

Page 33: Change the fifth bullet to read:

- Rezone the parcel located in the middle of the block bounded by Roeder Road, Cedar Street, and Ellsworth Drive from CBD R-2 to [CBD -1] CBD-2.

[Rezoning this parcel will allow consistent zoning on the site where the new parking garage will be built for the Downtown Silver Spring Project.] CBD R-2 zoning is too restrictive to allow for future development to occur on this site.

Page 35: Make the following revision to bolded heading:

### **RIPLEY DISTRICT [AND SOUTH SILVER SPRING]**

Page 35: Insert the following text from Page 122, under Ripley District heading:

A revitalized Ripley District will be a focal point of high-density commercial development, linking Georgia Avenue and East West Highway with bike trails and pedestrian routes, organized around civic open space.

Page 35: Move the paragraph under the heading Ripley District and South Silver Spring to page 32 as noted earlier in the resolution.

Page 35: Make the following revision to the bolded heading:

## **VISION [AND OBJECTIVES]**

Change the first paragraph under the Vision heading to read:

Through the combined effort of economically viable zoning and public and private investment, [T]he Ripley District is envisioned as a revitalized, mixed-use district with its primary focal point a high-density commercial development. It will link Georgia Avenue and East West Highway with bike trails and pedestrian routes, organized around open space. (See Map 35, 36, and Figure 11.) Expanding the range of uses and adding market-responsive commercial density near Metro will stimulate development and allow both commercial and high-rise residential uses. (However, high-rise housing is not viable in today's market because rents supported by the Silver Spring market cannot cover the development cost associated with high-rise housing.)

Insert the following heading and text after the second paragraph under Vision heading:

### Objective:

- Encourage mixed-use development near the Transit Center by facilitating market feasible development and upgrading the physical environment.

Delete bolded heading South Silver Spring, and all text under that heading.

Insert the following text, with revisions, from Page 124:

### Analysis of Existing Conditions

The Ripley District, a triangular area just south of the Silver Spring Metrorail Station between Bonifant Street, Georgia Avenue, and the CSX railroad tracks, is centrally located in downtown Silver Spring, has frontage along Georgia Avenue, and is near the proposed Transit Center. Despite the area's central location and its proximity to Metrorail, the only new development since 1993 has been a small social service center called Progress Place.

The District is dominated by automotive shops, public and private parking lots and garages, and small warehouse facilities. Existing buildings and land uses do not take advantage of the area's excellent location or development potential.

The Ripley District will most likely have the opportunity to capture future private development once key Core properties are developed. There may be potential to jump start development in the Ripley District by relocating selected community facilities, like the Fire

Station (see Community Facilities section). Many properties in the Ripley District are virtually landlocked. A new interconnected street system and new public open spaces can improve access and circulation throughout the district. As the 1993 Silver Spring CBD Sector Plan stated, the Ripley District may need public improvements to precede redevelopment. Public infrastructure improvements in roads, bike trails, and streetscape should contribute to creating a coherent and vital neighborhood. An interconnected street system, public spaces which improve access, circulation, organization, and a sense of place will change the perception of the Ripley District and attract new development to Georgia Avenue.

Page 40:        Modify the text under the heading Ripley District Zoning as follows:

- Retain the CBD-2 Zone on parcels currently are zoned CBD-2.

Existing zoning supports the Plan’s vision and goal, as stated above, by allowing a variety of uses and providing enough density to encourage redevelopment of the Ripley District near the Transit Center.

- Rezone all CBD-R2 properties in the Ripley District to CBD-2.

CBD-2 zoning will encourage redevelopment near the Transit Center by allowing more commercial density in response to the current market. CBD-2 also provides the flexibility for both commercial or residential high-rises, or mixed use projects, whereas the CBD-R2 zone was intended primarily to stimulate high-rise residential development. Projects approved under the CBD-R2 zone in the Ripley and South Silver Spring areas have not been built because high-rise housing has not been economically viable in Silver Spring in recent years. (As indicated earlier, the rents which can be supported by the Silver Spring market cannot cover the development costs associated with high-rise housing.)

- Apply the Ripley/South Silver Spring Overlay Zone to portions of the Ripley District. (See page 42 and Map 12.)

This overlay zone will encourage redevelopment in the Ripley District by providing more flexibility in the development standards and the range of permitted uses, while ensuring that new development is compatible with nearby uses.

Insert new heading: South Silver Spring

Insert the following language, with revisions, from Page 130.

The revitalization of the under-used buildings and properties in this gateway to the County and the CBD will create a strong economic future for a neighborhood of complementary mixed uses spurred by spin-off use from Discovery Communications, Montgomery College’s

expansion, improvements to Jesup Blair Park, and recent commercial improvements along East West Highway.

### Vision

While public investment will create incentives and structure for revitalizing South Silver Spring, the neighborhood's character and shape must ultimately be determined by the market. A variety of reuse options for this gateway neighborhood include: start-up business space, retail, and housing. With Discovery Communications located in the Core, South Silver Spring Gateway has the potential to offer supporting high-tech graphics and communication arts business uses to the CBD's emerging communications industry. Potential spin-off from Montgomery College's expansion could create demand for new business space and uses to complement the College's new Health Sciences building on Georgia Avenue. Its proposed partnership with American Film Institute should also foster development of supporting businesses. Located next to a stable residential neighborhood, South Silver Spring could also redevelop with in-fill housing, convenient to the renovated park. (See Maps 37, 38 and Figure 14.)

South Silver Spring has the potential to become a unique, varied, and pleasant neighborhood. Physical improvements to accommodate pedestrian, bicycle and car access will add legibility and visual interest to South Silver Spring in a neighborhood combining new and renovated buildings.

### Objective:

- Encourage new economic activity in South Silver Spring, including expansion of Montgomery College and other redevelopment.

Insert the following text, with revisions, from Page 131:

### Analysis of Existing Conditions

South Silver Spring is on the southwest edge of the CBD, abutting the District line, north of the intersection of Georgia and Eastern Avenues. The area is characterized by mixed building types and disparate commercial uses including aging industrial, neighborhood convenience and service retail, offices, motels, a postal facility, and the former Canada Dry bottling plant. A variety of older buildings in the area offer reuse opportunities for developing and expanding high-tech and communications businesses. North along East West Highway are the NOAA buildings, with their upgraded streetscape and the recently renovated Blair Apartments.

As are many areas of the CBD, South Silver Spring is shaped by its relationship to the Georgia Avenue Corridor. At the southern end of Georgia, this neighborhood marks the entrance into the CBD and to the County. A significant gateway feature is Jesup Blair Park which, with facilities and access improvements, can become an asset for Montgomery

College and neighborhood homes and businesses. The neighborhood is composed of large blocks that, while they offer redevelopment opportunities, also make it difficult to get through and around the district. As in the past, South Silver Spring must build[s] upon its ability to support major CBD development initiatives.

### Incubator Space

Small businesses in the Silver Spring CBD could benefit from incubator space, both physical and virtual, because it provides small businesses with the resources they need to establish themselves, create jobs, and contribute to economic redevelopment.

Physical incubators are inexpensive spaces, proximate to business services and complementary businesses, that enable transferring technology, and sharing resources. Virtual incubators link developing businesses via computer, creating an on-line business community that can also share information and ideas. Both types of incubators share the goal of producing jobs and establishing businesses, a goal that also serves downtown revitalization.

Insert Map 37 “South Silver Spring Revitalization Area” from Page 132.

Insert following text from Page 133:

Housing is also a desired goal for South Silver Spring, although it may be difficult to realize due to South Silver Spring’s ownership pattern (small parcels in multiple ownership), the poor image of the area’s vacant buildings, and an unwillingness to convert commercial property into residential uses. Public policies and action, including demolition and/or renovation of existing structures, land assembly, assisting office-to-housing conversions, and a transfer of development rights program could encourage housing development in the long term, particularly in the northern sector of the area nearest to the Transit Center and the Capital Crescent Metropolitan Branch Trail.

The recent renovation of five buildings into the Blair Mill Arts Center, whose tenants include advertising agencies, interior design firms, photo and art studios, and Discovery’s re-use of the Caldor building may also indicate a future market direction for South Silver Spring.

The American Film Institute’s plans to develop the Silver Spring Theatre as a major film and video exhibition center, and that organization’s educational mission have the potential to create partnerships with Montgomery College and with new and existing media-related businesses such as film and broadcast studios and sound stages. Discovery Communications has similar potential for such partnerships.

Montgomery College’s plan to expand the Takoma Park campus into South Silver Spring is a chance to introduce new and reinvigorated uses to this part of the CBD. The College plans to expand buildings along Georgia Avenue and into Jesup Blair Park with improvements to the

park and to Blair Road. The plan also includes a pedestrian bridge over the railroad tracks, connecting the expanded campus.

As part of the revitalization efforts connected with the College's expansion, improvements are planned for Jesup Blair Park, including new and refurbished playing fields and tennis courts; improved parking, pathways, and jogging trails; and a covered pavilion and seating areas. Jesup Blair Park is also the setting for the historic Jesup Blair House. The Housing Opportunities Commission (HOC) currently uses the house. The park upgrade is intended to meet the needs of surrounding residents and business owners and to accommodate the College's expansion.

Insert the first paragraph from Page 135 as follows:

The Planning Department's B and C Office Study identified seven properties in the Silver Spring market area with leasable space in excess of 700,000 square feet, clustered predominantly in South Silver Spring. These buildings are vacant and obsolete. Three of these buildings, the Gramax Building, 7915, and 7923 Eastern Avenue, are completely vacant. They create a sense of abandonment in South Silver Spring that has been difficult to overcome.

[What are South Silver Spring's opportunities?]

Combine the last two paragraphs on Page 135 and insert with the following revisions:

South Silver Spring's locational advantage is its relative proximity to Core development. [South Silver Spring once enjoyed a role as the secondary business services center supporting the CBD's Core. However, as the CBD's retail primacy declined, South Silver Spring was hit hard. South Silver Spring's] But, its deteriorating building stock, lack of visibility and poor access, hybrid pattern of development, and uneven densities have made it difficult to define a vision for the area. South Silver Spring is relatively distant from the Metro station and is separated by the railroad tracks from the CBD's other commercial areas. [It lacks visibility, access, and an easily comprehensible street pattern.] Many of the buildings have not been upgraded in years and several large, vacant, and under-used office, retail, and warehouse buildings dominate the area.

Insert the following text, with revisions, from Page 135:

Montgomery County and the District of Columbia are currently working on a partnership to improve the section of the Georgia Avenue Corridor between the two jurisdictions to spur revitalization. The effect of these efforts has resulted in business and development interest in South Silver Spring.

Insert Figure 12 Views of Blair Park and College from Page 134.

Insert the following heading and text from Page 135:



## Recommendations

Current zoning discourages the redevelopment of vacant or under-used buildings in South Silver Spring. As in the Ripley District, the high-rise housing envisioned for South Silver Spring properties in the 1993 Sector Plan is not economically viable in the near term because achievable rental rates do not justify development costs. South Silver Spring should be rezoned to encourage redevelopment while protecting surrounding residential neighborhoods.

Zoning for revitalization in South Silver Spring includes providing flexibility for such uses as computer assembly and high-tech communication arts; creating pedestrian connections; providing incentives for redevelopment of existing, outdated buildings which detract from the area's potential; addressing the character of Georgia Avenue to create an attractive street with adequate light and air; and improving the area's image compared to other parts of the CBD.

Insert Map 10 "South Silver Spring, Existing Zoning"

Insert Map 11 "South Silver Spring, Proposed Zoning"

Page 40: Revise the section titled South Silver Spring as follows:

- Rezone all CBD-R2 properties in South Silver Spring to CBD-2. See bullet #2, above.

CBD-2 zoning will encourage redevelopment near the Transit Center by allowing more commercial density in response to the current market. CBD-2 also provides the flexibility for both commercial or residential high-rises, or mixed-use projects, whereas the CBD-R2 zone was intended primarily to stimulate high-rise residential development. Projects approved under the CBD-R2 zone in the Ripley and South Silver Spring areas have not been built because high-rise housing has not been economically viable in Silver Spring in recent years. (As indicated earlier, the rents which can be supported by the Silver Spring market cannot cover the development costs associated with high-rise housing.)

- Rezone all CBD-0.5 properties in South Silver Spring to CBD-1.

CBD-1 zoning will encourage revitalization of South Silver Spring. The CBD-0.5 Zone is a disincentive in South Silver Spring. Redevelopment of South Silver Spring's vacant or underutilized buildings is discouraged by the FAR limitations of the CBD-0.5 Zone, which reduces development options and limits potential income.

- Apply the Ripley/South Silver Spring Overlay Zone to portions of South Silver Spring.

This overlay zone will encourage redevelopment in South Silver Spring by providing more flexibility in the development standards and the range of permitted uses, while ensuring that new development is compatible with nearby uses.

Page 42: Modify the ninth bullet as follows:

- Allow the transfer of public use space requirements to other sites in the same district [, or contribute to a fund]. Joint funding of offsite public use space may occur by multiple property owners.

Page 42: Add the following bullet at the end of the bulleted list under Major Provisions:

- Allow alterations, repairs or reconstruction of buildings under the standards of the zone in effect at the time the building was constructed.

Page 43: Replace paragraph under Fenton Village heading with the following text from Page 141:

With an upgraded streetscape, new housing, and lively mix of multi-cultural, specialty, and convenience shops serving local and regional customers, the neighborhood-scale commercial uses along Fenton and its cross streets can become Silver Spring's own global village.

Page 43: Modify the second bolded heading to as follows:

## **VISION [AND OBJECTIVES]**

Page 43: Replace two paragraphs under Vision heading with the following text from Page 141:

Fenton Village is envisioned as a diverse community of people living and working together to create a tightly-knit urban neighborhood, conducive to strolling and browsing; its businesses providing personal service and a traditional town atmosphere not found in shopping centers or malls. Fenton Village has many strengths, including multi-cultural shops and restaurants, unique small businesses, a pedestrian-scaled physical environment, clusters of complementary businesses, captive market demand from surrounding neighborhoods, and proximity to Washington, D.C. Many of these specialty businesses already draw customers from a regional market and, by capitalizing on redevelopment in the Core, can begin to fill an unserved market niche. (See Maps 39 and 40.)

New zoning should include incentives that capitalize on the momentum created by the proposed projects for Silver Spring's CBD Core. The zoning objectives for the Fenton Village include: providing development incentives, ensuring accomplishment of the vision/urban design goals for the district, and providing a housing incentive. Height limits would be implemented through the proposed overlay zones to ensure compatibility with adjoining neighborhoods.

- Revitalize Fenton Village by positioning it to benefit from redevelopment on the Urban Renewal site, facilitating housing that will upgrade the physical environment and bring in

new residents, and providing a pedestrian-friendly environment that encourages people to stroll and stay.

Insert Map 39 Fenton Village Revitalization Area from Page 142

Insert following text, with revisions, from Pages 143-144:

#### Analysis of Existing Conditions

Fenton Village is located south of Wayne Avenue and the CBD's Core, between Georgia Avenue on the west and the CBD boundary on the east. Originally a single-family residential neighborhood, today it is a mix of multi-cultural shops, neighborhood-serving retail, business services, small office buildings, and auto-related businesses, some of which draw a regional clientele. Commercial establishments are supported by public parking lots and garages. The east side of Fenton Street, while commercial, is adjacent to a single-family residential neighborhood that should be buffered from redevelopment.

There is a strong and substantial market for neighborhood-serving, small-scale retail in Fenton Village. Approximately 85 percent of the CBD's 20,000 office workers are within a ten-minute walk of Fenton Street, and there are 516,000 people living within five miles of the area. Redevelopment in the Core will also create the potential for spin-off businesses in Fenton Village. These markets however, will remain untapped until there is a better match between businesses and the marketplace.

Fenton Village can capture some of Montgomery County's substantial market for Class B and Class C office space. Ninety percent of Silver Spring firms employ fewer than 20 people, making Fenton Village's small office buildings an ideal location for many companies.

According to a recent study on B&C office space, the success of older CBD office space depends on revitalizing the economy of Silver Spring, not on extensive public financial intervention in the market. Thus, as the CBD is revitalized and Fenton Village is physically upgraded, additional stable office tenants will be attracted to the area, potentially increasing rental rates and providing incentives for more property owners to improve their properties.

Housing is another development option for Fenton Village. As in other CBD revitalization areas, new housing development can upgrade the physical environment and provide a resident market for new CBD retail, employment, and entertainment opportunities.

Pedestrian traffic in Fenton Village has declined due to a variety of real and perceived problems including lack of demand for the goods and services offered in Fenton Village, inadequate pedestrian circulation, concerns about security, the ability to attract office workers from the nearby Core, and the area's deteriorating visual image.

The area is also physically disjointed, due to a lack of significant renovation or infill development in recent years. In more unified shopping districts, retailers benefit from the

combined drawing power of the individual stores. In Fenton Village, the disjointed pattern of commercial activity and the lack of a resident population dilute pedestrian traffic, a key component to retail vitality.

Also, property owners have had little incentive to renovate. Past depressed commercial rents did not generate a return on investment through increased rental rates. Lease terms were shorter and landlords were not providing the tenant improvements typically included in longer leases.

While there are many public parking lots and garages in Fenton Village, some of them are not conveniently located or are unappealing to potential shoppers. Some of these facilities could be redesigned, reused, or relocated.

Many public and private entities, including the Department of Park and Planning, the County's Departments of Economic Development and Housing and Community Affairs, the Silver Spring Redevelopment Office, and the National Trust for Historic Preservation's Main Street program, recognize Fenton Village's potential and the need to upgrade and market the area through both physical and economic revitalization, regulatory actions, financial assistance programs, and business assistance programs. Although some physical improvements are occurring in Fenton Village, the disparity between goods demanded and goods offered has not been fully addressed.

Page 43: Modify the third bolded heading as follows:

[Zoning Changes ] Recommendations

Page 43: Insert the following text under bullets:

- Rezone selected properties along Wayne Avenue and Georgia Avenue from CBD-1 to CBD-2.

CBD-2 zoning is recommended in some cases to reflect existing development that exceeds the standards of the CBD-1 zone. Zoning that reflects existing structures encourages property owners to re-invest in their properties, and to alleviate difficulties with lenders and insurers who may view properties that do not conform to existing zoning as a risk regardless of "grand fathering" clauses that make such properties conforming. (The property on the north side of Wayne Avenue is zoned CBD-1, but it is within the Urban Renewal Area and functions like CBD-2.) The Approved Project Plan for Downtown Silver Spring on CBD-1 properties allows buildings that are consistent with CBD-2 zoning standards.

- Rezone all CBD-0.5 properties on the west side of Fenton Street to CBD-1.

A significant number of vacant or underutilized lots have limited potential (without assemblage) to attract additional retail because they do not have enough density and

cannot cover enough of their lots on the ground level to achieve the needed first floor space. CBD-1 zoning will allow increased density under the standard method — up to 2 FAR under the Fenton Village Overlay Zone, with site plan review. (Under the CBD-0.5 Zone, property owners could not realize the 1 FAR optional method density because the small parcels that make-up Fenton Village are less than the minimum 22,000 gsf required for optional method).

- Rezone selected properties on the east side of Fenton Street from CBD-0.5 to CBD-1.

A significant number of vacant or underutilized lots have limited potential (without assemblage) to attract additional retail because they do not have enough density and cannot cover enough of their lots on the ground level to achieve the needed first floor space. CBD-1 zoning will allow increased density under the standard method. (Under the CBD-0.5 Zone, property owners could not realize the 1 FAR optional method density because the small parcels that make up Fenton Village are less than the minimum 22,000 gsf required for optional method).

- Apply the Fenton Village Overlay Zone on all CBD-1 properties in Fenton Village.

This overlay zone will encourage redevelopment in Fenton Village by providing more flexibility in the development standards and the range of permitted uses, while ensuring that new development is compatible with nearby uses.

Page 43:        Modify the last bullet on the page as follows:

- Apply the Fenton Village Overlay Zone to portions of the Fenton Village revitalization area zoned CBD-1 to allow the needs of a specific area to be addressed without affecting all of the CBD zones [, particularly to] The Overlay Zone will encourage a mix of housing and commercial uses by development incentives, allow small parcels to become usable development sites, limit building heights, ensure compatibility with adjacent residential neighborhoods, allow the transfer of public use space requirements to other sites in the same district, [or contribute to a fund] and improve the character of Georgia Avenue.

Page 46:        Modify the second bullet under Major Provisions heading to read:

Limit building height for new construction fronting along the east side of Georgia Avenue to 90 feet, and 60 feet for [remaining] properties[, interior to the block, to] fronting on the west side of Fenton Street. Properties between Georgia Avenue and Fenton Street not fronting on either street are limited to 60 feet but may go up to 90 feet for projects that are at least 33 percent residential and where the additional height is placed closest to Georgia Avenue and tapered down moving east to Fenton Street.

Page 46: Modify the fourth bullet under Major Provisions heading to read:

Allow the transfer of public use space requirements to other sites in the same district [, or contribute to a fund]. Joint funding of a specific amenity may occur by multiple property owners.

Page 46: Add the following bullet the end of the bulleted list under Major Provision:

- Allow alterations, repairs or reconstruction of buildings under the standards of the zone in effect at the time the building was constructed.

Page 46: Modify the second to last bullet on the page as follows:

- Under the CBD-1 Zone only: standard method development, with an 1 FAR bonus that would allow up to 2 FAR of density for non-residential development, but requiring the site plan approval pursuant to 59-D-3. Streetscaping will be required as part of the site plan approval.

Page 47: Add the following bullet at the end of the page:

Rezone the Blair property from R-10 to CBD-R2 contingent upon the passage of a zoning text amendment to cap the density at the amount allowed by the current zoning. The change in zoning would allow for more flexibility and creativity for development without increasing the amount of development or changing the mix of uses. If the text amendment to cap the density fails to pass this rezoning should not be approved as part of the Sectional Map Amendment process.

This 28-acre site is currently split-zoned R-10 (20 acres) and CBD-R2 (8 acres). The Blair Park site is both residential and commercial, with apartments and townhouses surrounding a shopping plaza anchored by Giant Food and several other stores, restaurants, etc. The site is bounded by East Avenue, Colesville Road, East West Highway and Blair Mill Road.

The full residential use of the property could be equivalent to 80 dwelling units per acre under standard methods, or 200 dwelling units per acre or a FAR 4 under optional method of development. For the Blair tract, these limits equal 2240 dwelling units under the standard method or 5600 units under the optional method. This Master Plan sets a cap of 2,800 dwelling units under the optional method. This site will also be subject to the terms of a new text amendment that limits the maximum allowed commercial square footage to 450,000 square feet of standard method development in the CBD-R2 zone on sites of ten or more contiguous acres.

Page 49: Insert the following new chapter with text moved from the chapter on Revitalization Area Recommendations:

## Urban Design Chapter

Sometimes dismissed as just aesthetic, a community's appearance can significantly contribute to its function, value, and safety. This Plan makes recommendations to improve the downtown environment and encourage private investment.

For Silver Spring to become a thriving downtown it must also be inviting to the pedestrian. A continuous building line, no blank walls, interesting window displays, street trees, continuous sidewalks, outdoor cafes, and parking along the street, in rear yards, and in mid-block public parking facilities will create an attractive environment that also addresses safety concerns of residents, businesses, and visitors. Incorporating green and open spaces into the downtown will create attractive and useful spaces. Bike trails and safe pedestrian routes through downtown will provide vital connections, but also make downtown a pleasant place to be.

Private sector development will be supported with public/private partnership investments in streetscape improvements, the proposed Transit Center, park projects, and community facilities. By capitalizing on existing and proposed developments, Silver Spring will meet the goals of the state's Smart Growth initiative. This combination of efforts and environments will make the CBD a more convenient place in which to live and work, and will begin to transform it into a true community downtown.

The following general urban design guidelines should be incorporated into redevelopment projects in the Silver Spring CBD. Proposed projects should:

- conform to the CBD-wide planning issues of this Plan such as transportation, historic preservation, and environmental resources, the Urban Renewal Plan for site specific issues such as land use and zoning, and the standards of a revised Silver Spring Streetscape Plan.
- create an attractive pedestrian environment by creating a system of short blocks, and defining streets with buildings, open spaces, and streetscaping at a human scale created by street-front retail, frequent doors and windows, architectural detail, and appropriately scaled building heights.
- through urban design treatments, establish streetscapes that emphasize the hierarchy of the circulation system
- create formal and informal civic spaces, buildings and open spaces, that add to property values, provide amenity, and improve downtown's aesthetic appearance.
- provide safe and attractive pedestrian connections between new development on the Urban Renewal site and surrounding CBD neighborhoods, particularly Fenton Village.
- incorporate historic resources into new development whenever possible.

- contribute to implementing the Silver Spring Green Trail, a linear park intended to link downtown locations with the surrounding park and trail system, while creating a distinctive green path through the CBD.
- incorporate the principles of crime prevention through environmental design by integrating visibility, pedestrian activity, and programming into project layouts.

## CORE

Three significant projects in the Core of Silver Spring will be influential in shaping downtown's future. Redevelopment in the Urban Renewal Area will include regional and local retail, a hotel, movie theaters, and offices. The Transit Center redevelopment will make convenient transportation links from Silver Spring throughout the region. The Discovery Communications headquarters will bring a significant corporate presence to downtown.

### Urban Renewal Area

The Urban Renewal Area is located in the very center of the Core, and includes existing development, historic buildings, and vacant land. (See Figure 13 and Map 33.) The proposed Downtown Silver Spring development and the Discovery Communications corporate headquarters capitalize on the CBD's primary intersection. Additional visibility is created by a gateway plaza proposed at the corner of Georgia Avenue and Colesville Road that will also reorient the area east of Georgia Avenue around a redesigned pedestrian-friendly Ellsworth Street. This community-serving development will also reuse the historic Silver Theatre and Shopping Center. Development in the Urban Renewal Area will continue to be governed by the goals and guidelines of the Urban Renewal Plan.

- Design of individual projects within the Urban Renewal Area should contribute to the greater urban environs.
- Ensure that the Urban Renewal Area development frontage along Wayne Avenue incorporates activating uses, includes the proposed Green Trail, and allows visible pedestrian connections to Fenton Village.
- Develop the Urban Renewal Area parcels east of Georgia Avenue as a mixed-use retail, entertainment, office, and hotel project.
  - Renovate the Silver Spring Shopping Center, using it to create a CBD landmark.
- Ensure that the links between the Silver Theater and the Downtown Silver Spring project are clear.
  - Redevelop the Silver Theatre as a film education and entertainment venue maintaining, as much as possible, the building's original appearance and function.



- Incorporate a civic building and public outdoor space into the project that can accommodate varied community activities and commemorate Silver Spring's veterans. Relocate the civic function components of the Armory to this facility.
- Develop the Silver Triangle site west of Georgia Avenue, recognizing and using its strategic location and potential to create a focus in the Core as a mixed-use development, including a large open space that is visible and accessible from adjacent streets.
  - Should the approved project plan be changed, buildings on this site should be located with ground floor retail along Colesville Road and be an opportunity for a signature building at the CBD's center.
  - The Silver Triangle's open space should be integrated with the Transit Center's open space, be visible and easily accessible from surrounding streets, be landscaped with shade trees, and both grassy and paved areas, include a central focal point, such as a water feature, be activated by ground floor retail uses, pedestrian routes, and programming, and be designed and sized to accommodate a variety of community activities.
  - The Silver Triangle's central CBD location near Metro and the Urban Renewal Area give it the potential to be an active downtown focal point. Allow additional height above 143 feet on this site subject to Planning Board approval.
  - include a mid-block crossing of Georgia Avenue to connect to development on the Urban Renewal site
  - Include pedestrian connections through the Silver Triangle site linking the Downtown Silver Spring project with the Transit Center.

Map 33 CBD Boundary With Urban Renewal Area

Transit Center

The proposed Silver Spring Metrorail Station will become a true transportation center and a gateway to downtown. The redesigned station will incorporate and connect bus, taxi, and local and regional rail service in one pedestrian-friendly facility. Including street-level convenience retail and a landscaped park will make transit a more convenient and attractive option for the CBD's residents, employees, and visitors, and will make the Transit Center a community crossroads and landmark.

The following project guidance is designed to ensure that the Transit Center is accessible to pedestrians and vehicles from all parts of downtown, that it is compatible with adjacent development, and that it contributes to the CBD's revitalization.

- Design and build the Transit Center to:

- integrate access to all modes of mass transit, Metrorail, MARC, buses, and a future transit line to Bethesda, in one facility on Colesville Road
- improve pedestrian safety and aesthetics in and around the Center with wide, tree-lined paths and specially paved crosswalks
- include a street-front retail component facing a tree-lined Colesville Road promenade for the convenience of transit riders and other CBD users
- meet revitalization goals by incorporating a relocated park, pedestrian and bike connections, and street-fronting retail in a landmark building
- include direct connections to the Silver Triangle site and to the Capital Crescent/Metropolitan Branch Trail
- consolidate curb cuts at the triangular corner of Colesville Road and Wayne Avenue
- minimize conflicts between vehicles and pedestrians, ensuring pedestrians equal or greater prominence in the design, and minimize conflict between buses and vehicles on the Transit Center and Silver Triangle sites.

#### Map 34 Core Concept Plan

#### Figure 9 Typical Promenade Streetscape

Promenade streets are landscaped with a double row of trees to create distinct green, linear spaces that incorporate high-quality pedestrian and bike paths.

#### Other Core Projects

- Develop the Lee Block with a mix of uses that could include housing, office, and retail uses. Buildings here should: incorporate street-activating uses, be designed with sensitivity to the historic Montgomery Arms Apartments along Fenton Street, and incorporate the J.C. Penney facade into new development. The remainder of the block should be included in the Silver Spring Historic District evaluation, and be configured to create through-block pedestrian paths.
- Future development on the Apple Avenue site could include a mix of uses that include housing, office, and retail uses. New development should be compatible with surrounding development including existing high-rise residential and office buildings as well as the townhouses at Cameron and Second Street.
- Redevelopment of the northwest corner of the intersection of Georgia Avenue and

Colesville Road should recognize that site's critical visual significance and make safe and attractive connections to the Urban Renewal site and to the Silver Triangle.

- Incorporate a public open space along Fidler Lane from Ramsey Avenue to Second Avenue, and redevelop Fidler Lane as a mixed street or park and as a bike-friendly area.
- Establish the Silver Spring Green Trail through the Core as a defining aesthetic feature, and to link pedestrian and bike routes through the downtown.
- Establish a gateway presence with building design and landscaping at Colesville Road and Cedar Street, and at Colesville Road and East West Highway.
- Review existing signs and develop a way-finding plan including directional and informational signs, identification of gateways and districts, banners, kiosks, graphics, and visual cues to enhance the CBD's image and function.

## **RIPLEY**

The Ripley District's proximity to the Transit Center and other downtown development projects makes it a natural location for spin-off development. The following goals and guidelines should be incorporated into future development in this area.

- Prepare drawings that illustrate development options for the Ripley District.

These drawings will be used by staff to guide and evaluate optional method development proposals. They should explore development patterns; open space as an organizing feature; car, pedestrian, and bike connections to the proposed Transit Center; and a pedestrian/bike connection across the CSX railroad tracks. A bridge to cross the tracks was a condition of the NOAA phase 3 approval. Although escrow money exists, the bridge has not been built because there is no landing on the north side of the tracks. A site for the bridge should be identified when the Ripley Districts builds out.

- Proposed projects should define public activity nodes and a path network that:
  - make connections to the proposed Transit Center, the Capital Crescent/Metropolitan Branch Trail, and other CBD facilities and neighborhoods
  - incorporate one or more recreational facilities sized and programmed to meet community interests, and that make use of their urban location
  - create open spaces designed to form a new image for this neighborhood, and contribute to an improved visual quality along Georgia Avenue.

- Building heights along Georgia Avenue should contribute to an attractive and coherent street.
  - at the building line, limit height to 90 feet, consistent with height limits on the east side of Georgia Avenue. (See Figure 6.)
  - the building may step back and its height may be increased up to 143 feet, provided that the building is contained within a 2:1 slope.
- Building heights along Dixon Avenue and Ripley Street should contribute to an attractive street with adequate light and air.
  - to be in proportion with the 70 to 80 foot street widths, building height should be limited to 80 feet at the property line. (See Figure 13.)
  - beyond 80 feet, the building may step back and its height may be increased up to 143 feet, provided they are contained within a 2:1 slope. (See Figure 13.)

### **SOUTH SILVER SPRING**

South Silver Spring is the CBD's gateway and offers many opportunities for redevelopment. The following guidelines should be incorporated into redevelopment.

- Prepare studies and drawings that illustrate development options for South Silver Spring

Further efforts to identify and examine revitalization issues and illustrate an urban design vision of the area through drawings and perspective sketches is important in realizing South Silver Spring's potential. These initiatives can be used to encourage business relocation to the area and assist staff in evaluating development proposals. It should explore development patterns; open space as an organizing feature; car, pedestrian, and bike connections, as well as potential of adaptive reuse, infill development sites, and site assemblage in the context of market needs and building programs.

- Improve links within South Silver Spring and between South Silver Spring and the Core, the Ripley District, the Transit Station, Montgomery College, and the District of Columbia.
- Building heights along Newell Street and Eastern Avenue should ensure compatibility with the adjacent residential neighborhood.
  - at the property line, building heights should be limited to 45 feet
  - above 45 feet, the building may step back 60 feet and its height may increase to 90 feet.

- Building heights along Georgia Avenue should contribute to an attractive and coherent street.
  - at the building line, limit height to 90 feet, consistent with height limits on the east side of Georgia Avenue
  - beyond 15 feet, the building may step back and its height may be increased up to 143 feet, provided that the building is contained within a 2:1 slope.
- Building heights along East West Highway should contribute to a coherent and attractive streetscape with adequate light and air.
  - building heights on the street’s west side are limited to 90 feet by the CBD-1 Zone
  - building heights on the street’s east side can go up to 143 feet, allowed in the CBD-2 Zone, provided that the building height is contained with a 2:1 slope after the initial 90 feet.

### **FENTON VILLAGE**

With its location between redevelopment on the Urban Renewal site, and residential neighborhoods, redevelopment on and around Fenton Street should create a local retail neighborhood that serves residents and CBD employees.

- Prepare studies and drawings that illustrate development options for Fenton Village

Further efforts to identify and examine revitalization issues and illustrate an urban design vision of the area through drawings and perspective sketches is important in realizing Fenton Village’s potential. These initiatives should include:

- examining the potential for housing in Fenton Village, particularly in the transition area between the commercial and residential areas. This effort should include input from the adjacent East Silver Spring planning area
- identifying potential commercial and residential development sites and developing conceptual development scenarios
- supporting an Adopt-a-Block program on the two blocks bounded by Wayne Avenue, Fenton Street, Thayer Avenue, and Georgia Avenue
- examining parking demands and the design and configuration of parking lots and garages throughout the area, and suggesting renovations to improve their appearance, safety, and convenience. Options can include improved lighting, signs, and landscaping

- supporting DHCA and Main Street recommendations to upgrade the physical appearance of Fenton Street through streetscaping, landscaped parking lots, infill development that helps define the street, and attractive screening of parking and vacant lots to help create a distinctive image, to improve the pedestrian environment, and to encourage private reinvestment. Efforts should include:
  - examining the potential for a mid-block pedestrian connection between Core redevelopment and Fenton Village
  - examining potential reuse and redesign of public parking lots with infill residential or commercial development, or improved landscaping
  - improving links and road alignments within Fenton Village and between Fenton Village and the Core, the Ripley District, the Police Station on Sligo Avenue, the Transit Station, and Montgomery College
  - landscaping the public parking lot between Silver Spring Avenue and Thayer Avenue to include landscaping at Fenton Street, shade trees distributed throughout the lot, seating, special paving, and well-defined pedestrian paths. The lot should be designed to accommodate community events
  - examining potential for landscaping opportunities throughout Fenton Village.
- Proposed projects should provide efficient, safe, and attractive at-grade pedestrian links within Fenton Village and to the surrounding CBD.
- Projects proposed along the east side of Fenton Street should make a transition between the commercial district and the adjacent single family homes, creating compatibility through height changes, siting, and green, landscaped buffers.
- Limit building height for new construction fronting along the east side of Georgia Avenue to 90 feet and 60 feet for properties fronting on the west side of Fenton Street. Properties between Georgia Avenue and Fenton Street not fronting on either street are limited to 60 feet but may go up to 90 feet for projects that are at least 33 percent residential and where the additional height is placed closest to Georgia Avenue and tapered down moving east to Fenton Street.
- Limit building height for new construction fronting on the east side of Fenton Street to 45 feet for all uses except housing which would be allowed up to 60 feet.

Page 53: Modify the first full paragraph as follows:

On-street, off-peak parking should be [provided] considered where there are no safety conflicts, along major arteries in the CBD to encourage convenient stops at area businesses and to buffer pedestrians along busy thoroughfares.

Page 55: Replace the text under heading for Public Transportation with the following:

*[Combine regional and local transportation services at the Transit Center, creating a hub for] Develop an enhanced, intermodal public transportation system to serve both CBD residents and workers as well as those transferring between transit services.*

The Silver Spring Transit Center will serve as a focus for public transportation services in the CBD, linking regional rail, local rail, local bus, intercity bus, taxi, pedestrian, and bicycle options. The Transit Center should be a downtown landmark and a gateway to Silver Spring, particularly the surrounding development in the Urban Renewal area including the Silver Triangle and Ripley District.

- Design and construct the Transit Center as a pedestrian-friendly landmark facility serving connections between MARC, Metrorail, Ride-On bus, intercity bus, and future Georgetown Branch service, with auto, taxi, bicycle, and pedestrian options. Ensure that early design stages include citizen input and resolve potential operating conflicts among the different modes of travel.
- Provide for fixed-guideway transit service along the Georgetown Branch and Metropolitan Branch rights-of-way between Silver Spring and Bethesda.
- Improve accessibility to transit and bikeways throughout the CBD via sidewalk connections, bus shelters, and similar facilities.

The Capital Beltway Corridor Transportation Study being conducted by the Maryland Department of Transportation (MDOT) is reviewing the feasibility of fixed-guideway transit and high-occupancy vehicle (HOV) facilities to serve regional circumferential travel through areas of Montgomery and Prince George's Counties served by the Capital Beltway. The MDOT study will include a sketch-level review of several alternative routes for a new circumferential light rail or Metrorail transit route, commonly described in the aggregate as the "Purple Line." Some of the alternatives incorporate the Georgetown Branch Trolley/Trail alignment between the Bethesda and Silver Spring central business districts, include a Silver Spring Transit Center station, and continue north or east toward Four Corners or Takoma Park.

This Sector Plan fully supports the implementation of transit service along the Georgetown Branch alignment between Bethesda and Silver Spring. The feasibility assessment of other fixed-guideway transitway connections within the CBD has not yet been established. This Plan does not preclude the concept of continuing circumferential rail transit from the Silver

Spring Transit Center to the north or east, should the MDOT study determine that such service would be both desirable and feasible from a regional perspective. In that case however, this Sector Plan should be revisited to consider any changes to right-of-way or easement acquisition, land use, design, and zoning recommendations.

Page 60: Change CBD Rights-of-Way map to reflect 60-foot right-of-way for Draper Lane extended and that additional the right-of-way for Blair Road be taken from the north side.

Page 68: Add the following text under second italicized the recommendation:

Conversion of publicly-owned surface parking lots should be preceded by analysis of parking needs and supply.

Page 74: Modify the 2nd sentence of the 2<sup>nd</sup> full paragraph as follows:

“While the Department of Libraries believes that the current library is adequate to serve community needs, both librarians and the community believe its collections and range of services could be expanded.”

Page 74: Modify the second to last sentence in the fourth full paragraph on the page as follows:

Station One is owned by the [volunteer fire fighters] Silver Spring Volunteer Fire Department.

Page 74: Modify the second sentence of the fifth full paragraph as follows:

“The Fire and Rescue Commission [is] has form[ing]ed a site selection committee.”

Page 74: Modify the last paragraph on the page as follows:

“The Fire Commission has established building standards for fire station construction to reduce costs and to avoid repeating professional services. Using these standards, and based on transportation and accessibility issues, the Silver Spring station should be constructed within the boundaries of Bonifant, Fenton, Philadelphia, and the rail right-of-way.”...

Page 77: Update the schedule for acquisition, planning, and construction of the new District Court prior to final printing since the schedule in the Draft is out of date.

Page 77/81: Rewrite and update the sections that discuss the CBD satellite station (as well as related maps) since a decision regarding its location was made as part of the FY2000 budget.



Page 77: Modify the 2nd sentence of the 1st paragraph which reads:

“The CBD is part of the Silver Spring police district headquartered at 801 Sligo Road [(though a draft Policies Facilities Master Plan suggests relocating the station farther north, outside of the Silver Spring/Takoma Park planning area)].

Page 77: Replace the word “substation” with “satellite stations” wherever it appears on this page in reference to police facilities in the Silver Spring District.

Page 81: Modify the seventh bullet, under “Library” as follows:

Should the library relocate, the Department of Libraries should strongly consider the central CBD as the location for a new downtown library [should be developed in a central CBD location].

Page 80: Modify the first sentence of the fourth paragraph as follows:

“In Silver Spring, Progress Place and the County have established co-located services to conveniently serve medical, job training and placement, and emergency needs of a varied and growing low-income and homeless population.”

Page 80: The Plan states: “This Plan encourages.... encouraging and monitoring the provision of child care for residents and employees as the CBD redevelops.” The State, not the County, is responsible for monitoring childcare and the text should be changed accordingly.

Page 80: Delete the text in brackets below that appears as the last dashed item on the page:

[- examining the need for physical modifications to the Progress Place facility that may be required to meet the Plan’s transportation goals.]

Page 80/82: Update statements in the Plan regarding the need to establish and elder day care facility in the CBD since one has recently been established.

Page 81: Revise the text that states “Locate Courthouse along Georgia Avenue” to conform to the map that indicates that there are a number of different potential sites some of which are not on Georgia Avenue.

Page 82: Modify second bolded heading:

**Health and Human [Resources] Services**

Page 85: Change second sentence under South Fenton Gateway Park as follows:

This Plan recommends that the park be expanded through the purchase of additional land [and the redesign of the Fenton Street/Burlington Road intersection]. The Fenton Street/Burlington Avenue intersection may need to be redesigned as a result of the gateway park, but no specific intersection reconfiguration is recommended at this time.

Page 86: Eliminate from Figure 5 the reference: “Intersection Improvements to Eliminate Free Right Turns”

Page 96: Replace the existing text under the heading Community Water and Sewer with the following:

Under the County’s Comprehensive Water and Supply Sewage Systems Plan, community (public) water and sewer service is available throughout the master plan area and is provided by the Washington Suburban Sanitary Commission.

Two major sewer lines serve the CBD: Sligo Creek and Rock Creek. The WSSC recently upgraded the Sligo Creek trunk sewer, which has sufficient transmission capacity for projected sewer flows through at least 2010. The WSSC recently performed an extensive review of the Rock Creek trunk sewer, which has historically experienced very high peak flows due to extraneous flows of groundwater (infiltration) and rainwater (inflow). The 1985 Blue Plains Intermunicipal Agreement (IMA) specifies the maximum peak flow allowed at the point that the trunk sewer enters the District of Columbia. The WSSC’s review of the Rock Creek sewer system indicates that the peak flow may exceed the IMA limit in the next ten years if actions are not initiated to reduce the impacts of extraneous infiltration and inflow into the sewer system. Key elements include an aggressive infiltration/inflow control program and optimized use of the existing Rock Creek sewer storage facility, in addition to other flow reduction projects. The WSSC will closely monitor flows within the sewer system to ensure that appropriate steps are taken to manage the peak flows in conformance with the IMA. The analysis of the Rock Creek sewer system indicated that, with the implementation of the appropriate flow management project, the capacity of this system will support the redevelopment of the CBD.

Delete chapter entitled “Revitalization Area Recommendations”, Pages 101 – 158.

Page 160: Modify the first sentence of the second paragraph to read:

[Pursuant to] Following the new master plan process described earlier in this Plan,...

Page 160: Add the following text to the beginning of the second sentence in the third paragraph:

The mandatory referral process will involve Executive and Park and Planning staff [will assist] in site selection and...

Page 160: Divide the third paragraph into two paragraphs, with the following the first sentence of the new fourth paragraph:

“A coordination mechanism should be created to support and promote the revitalization of South Silver Spring.”

Page 161: Make the following revisions to the first bolded heading:

### **THE [CBD] CORE**

Page 162: Make the following revision to the first heading:

South Silver Spring [Gateway]

Page 162: Delete first bullet under South Silver Spring heading:

- [Design and build the Montgomery College expansion and renovate Jessup Blair Park.]

Page 162: Add the following nine bullets under South Silver Spring Gateway heading:

- Renovate and update the facilities and infrastructure at Jesup Blair Park in coordination with the College renovation.
- Support Montgomery College’s expansion and relocation.
- Support the creation of a landscape, building, or other design feature that defines this area as a CBD and County gateway.
- Incorporate a way-finding plan to enhance the image and function of the CBD.
- Design and construct a street pattern and streetscape that breaks up large blocks and improves visibility and access for developable parcels.
- Provide incentive programs to support private sector investment in business development and building construction, refurbishing or reconstruction including:
  - supporting locally targeted streetscape and facade easement programs, financing assistance, tax credits, the Enterprise Zone, green tape permitting process, and urban district activities
  - supporting a constructive demolition program that will help subsidize the cost of demolition to encourage new construction and will allow the owner to retain existing FAR.

- Support educational opportunities for small businesses on marketing, promotion, customer retention, etc. Expand business administration and retail training efforts.
- Encourage housing development through incentive programs, such as the State legislation enacted for the Downtown Management District in Baltimore that provides tax assistance for conversion of commercial space to market rate housing.
- Support the Gateway-Georgia Avenue Revitalization Corporation's efforts. Support educational opportunities for small businesses on marketing, promotion, customer retention, etc. Expand business administration and retail training efforts.
- Encourage housing development through incentive programs, such as the State legislation enacted for the Downtown Management District in Baltimore that provides tax assistance for conversion of commercial space to market rate housing.
- Support the Gateway-Georgia Avenue Revitalization Corporation's efforts.
- Assess development options, including options for vacant buildings.

Page 162: Add the following as the fourth through seventh bullets under the Fenton Village heading:

- Work with the public and private sectors to attract new businesses and strengthen existing businesses through recruitment, marketing, promotion, physical improvements, and maintenance.
- Encourage redevelopment efforts that include a marketing and promotion campaign, identifying, developing, promoting, and recruiting for niche markets, an Adopt-a-Block initiative on Bonifant Street, educational opportunities for small businesses, reviewing existing economic development programs, a way-finding plan,
- Explore management options, potential customers, promotion techniques, financing, and potential locations for a successful farmer's or public market
- Examine incentive programs to develop vacant properties and redevelop under-used properties, including:
  - financial incentives to prevent existing businesses from moving elsewhere and future businesses from choosing another location
  - encouraging owner-occupancy of businesses through low-interest or no-interest loans

- continuing existing programs such as the 50/50 Facade Easement Program, Green Tape Zone, Incubator Without Walls program, the streetscaping project for Fenton Street, code enforcement, and the Silver Spring Enterprise Zone

General

All figures and tables included in the Plan are to be revised where appropriate to reflect District Council changes to the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan. Maps should be revised where necessary to conform with Council actions. The text is to be revised as necessary to achieve clarity and consistency, to update factual information, and to convey the actions of the District Council. All identifying references pertain to the Planning Board (Final) Draft Silver Spring Central Business District and Vicinity Sector Plan.

This is a correct copy of Council action.

  
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Mary A. Edgar, CMC  
Clerk of the Council