silver spring PLACEMAKING workbook



The Montgomery County Planning Department, part of The Maryland-National Capital Park and Planning Commission (M-NCPPC), in partnership with the office of County Councilmember Hans Riemer, Silver Spring Urban District, Silver Spring Regional Center and the local community, hosted a series of mini (two-hour) design workshops in fall 2014 that focused on placemaking strategies for Downtown Silver Spring.

The workshops explored creative ways to improve civic spaces at three locations - the Transit Center, Ripley District and Metro Plaza - as well as long-term strategies for implementing these upgrades. Public participation in all three workshops helped to generate dynamic and innovative ideas for providing temporary and permanent uses for community spaces that engage a broad spectrum of people.

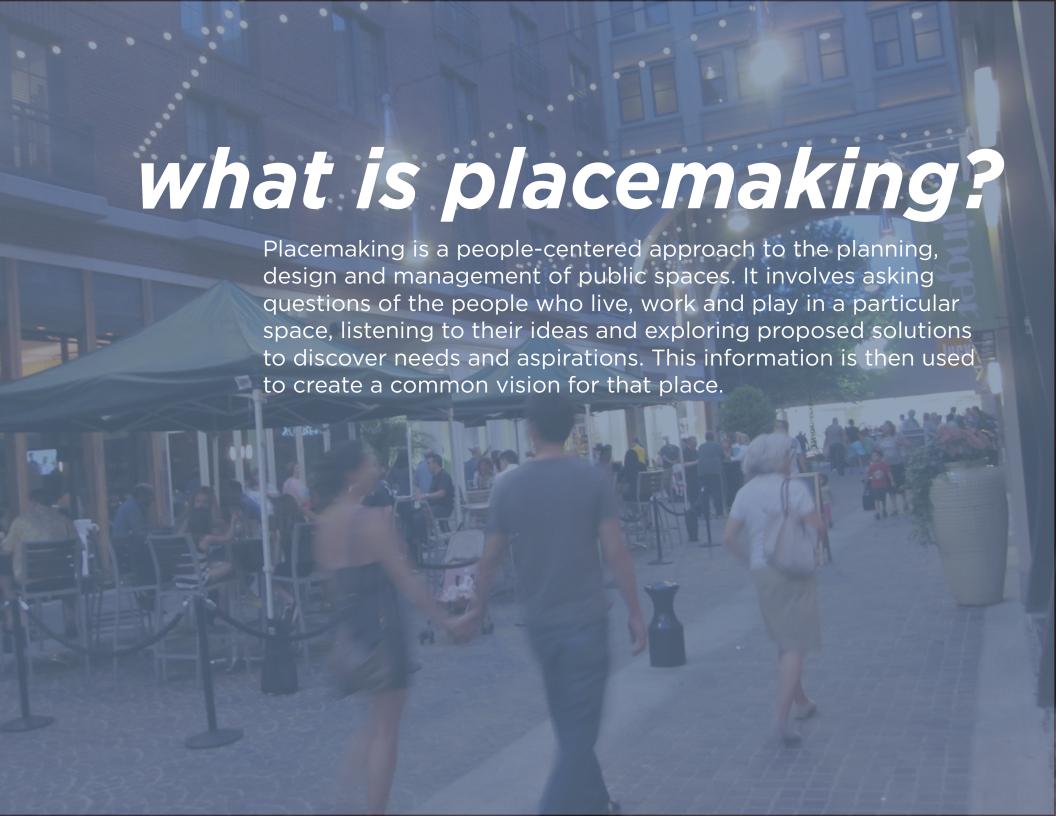


Disclaimer: The Silver Spring Placemaking Workbook summarizes feedback and recommendations resulting from three Montgomery County community workshops held in fall 2014. Implementation of the recommended proposals would need approvals from property owners.

a workshop series - Fall 2014

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BACKGROUND ON SILVER SPRING PLACEMAKING WORKSHOPS

Three Silver Spring Placemaking Workshops were held in October and November 2014 to discuss ideas for vibrant civic spaces in the Downtown Silver Spring area that build on the 2000 Silver Spring Sector Plan. The events were initiated by Montgomery County Councilmember Hans Riemer in collaboration with the Montgomery County Planning and Parks Departments, and the Silver Spring Urban District.

County planners joined Councilmember Riemer, community residents and other participants at the brainstorming sessions to develop creative ways of enhancing three downtown locations.

The first workshop on October 15 explored the creation of civic space in the vicinity of the Transit Center. Enhancements to Gene Lynch Urban Park and improvements to the pedestrian experience from the Transit Center to Downtown Silver Spring via Wayne Avenue were examined, along with proposals for temporary green spaces and bike service facilities in this location.

The second workshop on October 29 focused on the urban character of the Ripley District and enhancing pedestrian experiences in that area.

The third workshop on November 5 examined the areas surrounding the proposed Purple Line station in Downtown Silver Spring that are slated for high-density development.

In January 2015, Councilmember Riemer made a presentation to the Planning Board, relating specific suggestions for improvements to the three areas as a result of the workshops. These action items range from enhanced crosswalks, clearer signage and new bike lanes to outdoor movies, public art and food trucks. For each recommendation, a public agency or a corporate sponsor was suggested as a "champion" to help implement the changes.

PARTNERSHIPS

- -The Silver Spring Community
- -The Office of Councilmember Hans Riemer
- -The Maryland-National Capital Park and Planning Commission (M-NCPPC)
- -The Silver Spring Urban District
- -The Silver Spring Regional Center

MISSION

The goal of the three Silver Spring Placemaking Workshops is to build on the 2000 Silver Spring Central Business District Sector Plan by engaging the community to develop strategies for improving prominent civic spaces within Downtown Silver Spring.



SILVER SPRING BACKGROUND

In 1840, politician Francis Preston Blair discovered waters sparkling with silvery mica on land near the Washington, DC border and named his estate in the area "Silver Spring." The Silver Spring community grew during the late 1800s and early 1900s with the opening of the Baltimore & Ohio Railroad's Metropolitan Branch.

Development of the Silver Spring Shopping Center and Silver Theater in the 1930s anchored one of the first commercial centers to develop in Montgomery County. By the 1950s, Silver Spring was the second busiest retail market between Baltimore and Richmond with stores such as the Hecht Company, JC Penney and Sears, Roebuck and Company. Its downtown continued to grow with 23 high-rise buildings constructed between 1961 and 1971.

This boom was followed by an economic decline starting in the mid-1970s. Despite the addition of a Metrorail station, City Place Mall and headquarters of the National Oceanographic and Atmospheric Administration, Downtown Silver Spring remained in need of rejuvenation through the 1990s.

Silver Spring Demographics

- Population: 71,452
- Whites: 36 percent
- Black or African American: 27.8 percent
- Hispanic or Latino: 26.3 percent
- Asian: 7.9 percent
- Two or more races: 4.8 percent

*Source: 2010 US Census

2000 Silver Spring Central Business District Sector Plan

Establishing the vision for a vibrant Downtown Silver Spring, this Sector Plan addressed five areas in need of revitalization. Following its recommendations, more than a dozen new buildings were constructed in the area between 2001 and 2010, compared to the six during the previous decade. They include the Discovery Communications headquarters, the American Film Institute Silver Theater and Silver Spring Civic Building and Veterans Plaza.

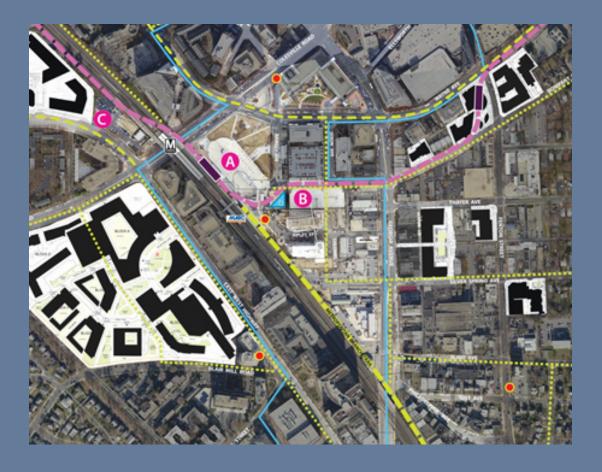
2010 Green Space Plan

Planners worked with residents and property owners to determine ways of adding more green spaces and public gathering spaces to Downtown Silver Spring. The Plan's guidelines identify potential sites and design principles for developing them. Created at the request of the Montgomery County Planning Board, the Plan aims to create a healthier and more livable community.

2012 Parks, Recreation and Open Space (PROS) Plan

The purpose of the PROS Plan is to estimate the future needs for parks, recreation facilities and resource stewardship in Montgomery County. Based on these needs, the plan proposes specific strategies through the year 2022.

The Silver Spring Placemaking Workshops drew on the types and uses of open spaces proposed for Downtown Silver Spring in the PROS Plan, including the new Guidelines for Urban Parks (pages 5-6); 2005 Montgomery County Park Classification System (pages 14-16); and Countywide Inventory, Future Needs and Service Delivery Strategies (pages 36-39).







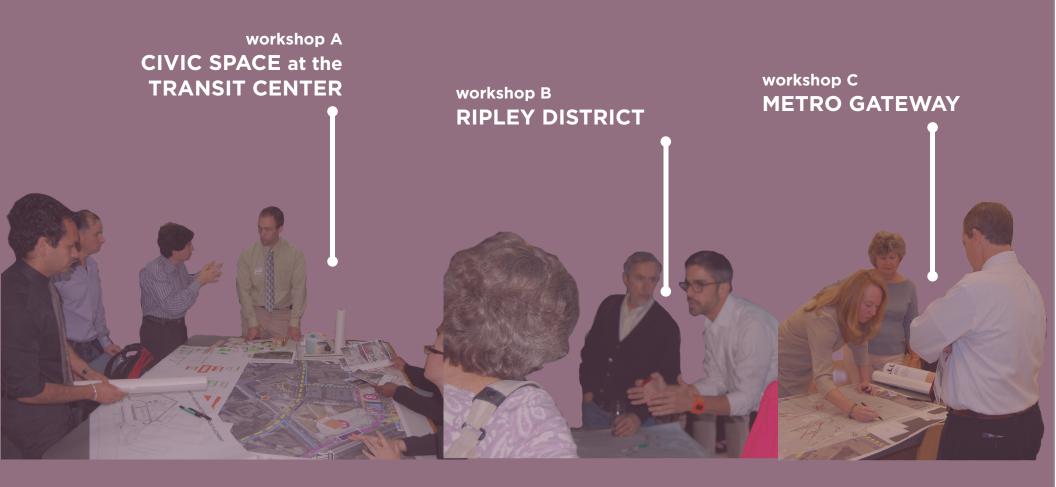
Silver Spring Placemaking

a workshop series - Fall 2014





we designed with and for the community.



SCHEDULE OF WORKSHOPS AND PRESENTATIONS

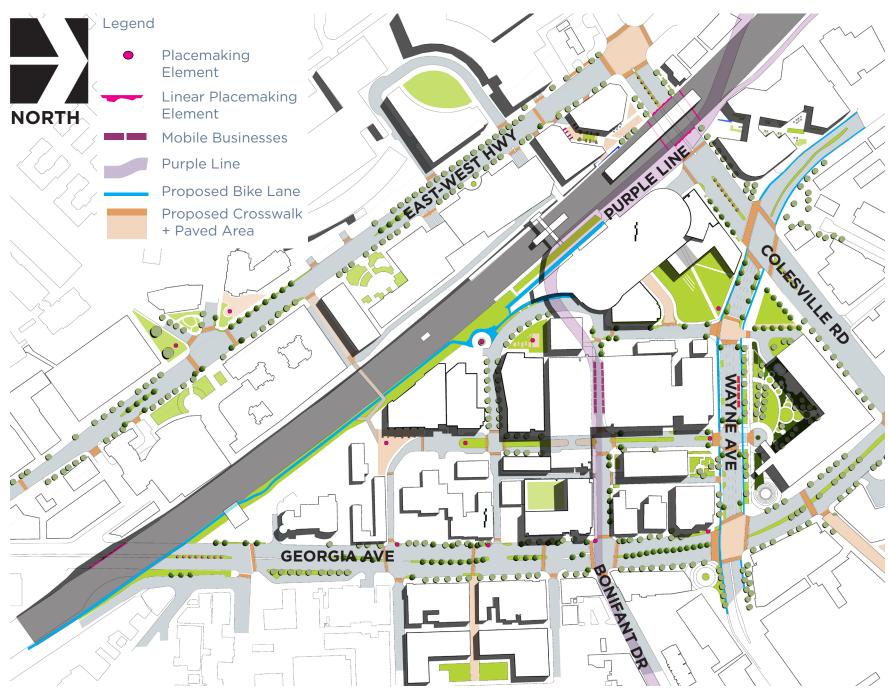
- September 22: Presentation to the Silver Spring Citizens Advisory Board
- October 15: Workshop A Civic Space at the Transit Center (7 -9 p.m. at Montgomery County Planning Department headquarters)
- October 29: Workshop B Ripley District (5 7 p.m. at Denizens Brewing Company with happy hour hosted by Washington Fine Properties)
- November 5: Workshop C Metro Plaza (11 1 p.m. at Silver Spring Civic Building)
- January 5: Presentation to Silver Spring Advisory Board
- January 15: Presentation to Montgomery County Planning Board

THE PROCESS

- 1. Explain the Placemaking Process: Each idea informs other ideas during the brainstorming sessions, creating multiple feedback loops from teams of participations on the way to agreement and implementation.
- 2. Define Key Session Goals:
 - a. Discuss the Project Objectives: Review the mission, goals and requirements set up by each workshop location? What are the needs of each unique site and community? What are the desired outcomes and experiences for that site and community?
 - b. Define the Uses and Experiences: How do we weave the proposed uses and programming Elements into a cohesive experience at each location? Where does the user experience begin? When are the programs active and how do they relate to surrounding public open spaces and uses?
 - c. Dive into the Site Location: What challenges or opportunities does the site currently present? How do we create temporary as well as permanent concepts that can address current and future conditions?
- 3. Brainstorm Ideas from the Teams: Each workshop invited participants to form a team at each table. Each team was facilitated by one or two Planning Department staff members. The teams drew, sketched, debated and discussed their ideas. After the table exercise, each team selected one member to present its findings and ideas to the overall group for feedback.
- 4. Champion Great Ideas: For each workshop recommendation, a public agency or a corporate sponsor was suggested as a "champion" to help implement the changes.



PLACEMAKING CONCEPT PLAN



SILVER SPRING PLACEMAKING PROCESS AT THREE WORKSHOPS

Workshop A - Civic Space at the Transit Center

Date: October 15, 2014

Location: Montgomery County Planning Building Auditorium

Workshop A explored the creation and enhancement of civic space in the vicinity of the Transit Center and its connections to the community.

Topics focused on:

- Enhancements to Gene Lynch Urban Park.
- Creating temporary, short-term green space.
- Pedestrian experience from the Transit Center to Downtown Silver Spring via Wayne Avenue.
- Incorporation of a bicycle service facility.

Workshop B - The Ripley District

Date: October 29, 2015

Location: Denizens Brewing Company

Workshop B focused on the community character of the Ripley District and the pedestrian experience.

Topics included:

- Streetscape enhancements that create a sense of community identity within the district.
- Improving the pedestrian qualities to and from the Transit Center.
- Improving the pedestrian experience crossing Georgia Avenue into Fenton Village.
- Creating a civic green space within the district.

Workshop C - Metro Plaza

Date: November 5, 2015

Location: Silver Spring Civic Center

With the proposed Purple Line station, Silver Spring is poised to become a major regional transit hub. The areas immediately surrounding the station are priority places for high density redevelopment. Workshop C explored design options for the redevelopment of the Metro Plaza Site (northeast corner of East-West Highway and Colesville Road).

Topics focused on:

- Architectural options for the redevelopment of the site as a prominent Gateway to Downtown Silver Spring from the District of Columbia.
- Options to relocate associated transit support structures in a manner that will allow redevelopment to occur efficiently.
- Streetscape enhancements that improve the pedestrian connectivity from the Transit Center to South Silver Spring and The Blairs.

OCTOBER 15, 7-9 p.m. | PLANNING DEPARTMENT HEADQUARTERS



Participants explored the creation and enhancement of civic space in the vicinity of the Transit Center and its connections to the community, specifically:

- Enhancing Gene Lynch Urban Park.
- Exploring options for creating temporary and short-term green space.
- Improving the pedestrian experience from the Transit Center to Downtown Silver Spring via Wayne Avenue.
- Incorporating a bicycle service facility into the Transit Center area.

TRANSIT CENTER TODAY

CURRENT CONDITIONS

The existing site accommodates a variety of transportation modes, retail, entertainment, civic and office uses within a mixed-use district. The existing transportation pattern is currently auto-oriented and the buses that would otherwise exchange passengers at the Transit Center are currently spread out along the street network.

The future Purple Line is expected to reduce auto-dependence and expand transit access to areas of the region present-Iv not presently served.







TRANSIT CENTER WORKSHOP SESSION

UNDERSTANDING THE PROCESS

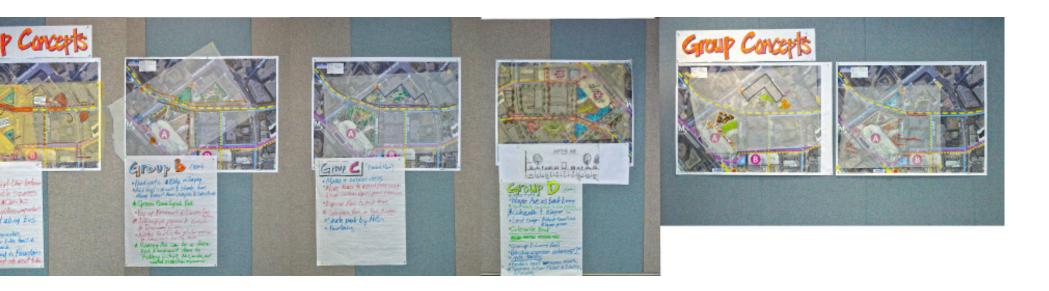
Throughout the course of the workshop session, the information shared was documented on a banner affixed to the wall. The graphic sheets captured key design ideas, words and phrases, displayed references and recorded notes.





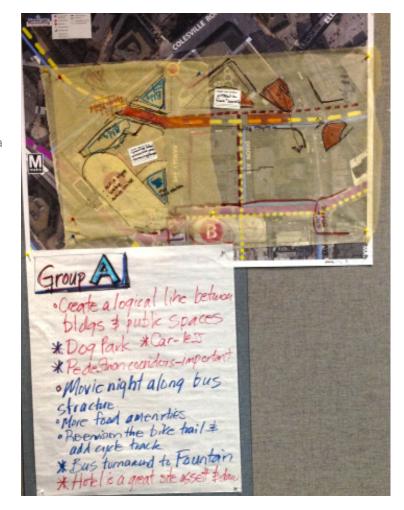






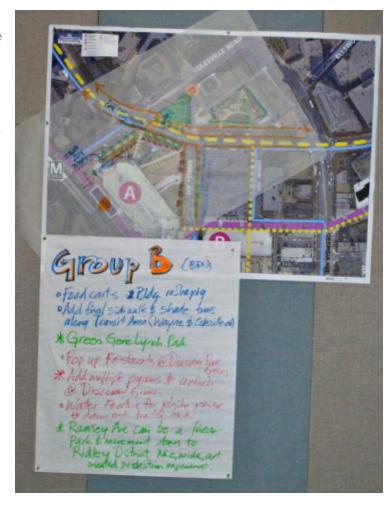
TRANSIT CENTER WORKSHOP | GROUP A

- Create a logical line between buildings and public spaces.
- Establish a dog park.
- Consider a car-less future with pedestrian-oriented designs.
- Transit Center Public Space: Provide commuter retail, interactive park.
- Hold a movie night using bus transit structure.
- Introduce more food amenities.
- Re-envision the bike trail and add a cycle track.
- Create a bus turnaround to fountain.
- The Washington Metropolitan Area Transit Authority's (WMATA) proposed hotel is a great asset on the Transit Center's site.
- Relocate one of the three buildings WMATA proposes on its site to expand and consolidate the public space at the Transit Center.
- Remove Discovery Park's security fencing to encourage more sidewalk and park access and interaction.
- Incorporate a new long-term bicycle storage facility within WMATA's proposed building to the south.
- Create a more pedestrian-oriented route along Wayne Avenue.
- Establish bike routes along Georgia Avenue.



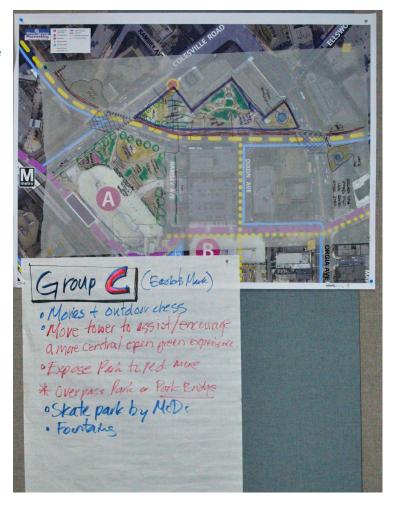
TRANSIT CENTER WORKSHOP | GROUP B

- Introduce food carts/food trucks.
- Add sidewalks and shade trees along the Transit Area (Wayne Avenue and Colesville Road, etc.)
- Provide dedicated separate bike lanes along Wayne Avenue. Connect the bike lanes to the Capital Crescent Bike Trail.
- Make Gene Lynch Park a green public space
- Introduce pop-up restaurants and food trucks along Wayne Avenue and the Discovery Park to supply the retail needed to support streetscape and public space activation.
- Add multiple programming, seasonal programming and activities at the Discovery
- · Introduce an interactive water feature in the Transit Center Green for white noise and activities for kids and families.
- Use Ramsey Avenue as a linear park and a route to the Ripley District and encourage an art-oriented experience.



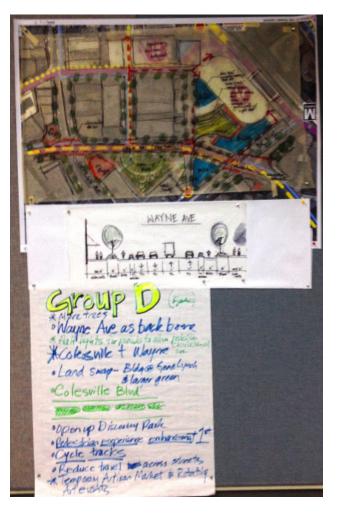
TRANSIT CENTER WORKSHOP | GROUP C

- Expand Discovery Park as one contiguous public space from the plaza at Wayne Avenue and Georgia Avenue to Gene Lynch Park.
- Provide outdoor movies, outdoor chess and other program activities throughout the seasons to draw the community.
- Move the proposed WMATA tower to encourage a more central open green experience and expose the Transit Center's green to the pedestrian flow.
- · Consider introducing an overpass park or park bridge over Wayne Avenue.
- Consider a skate park and fountain by the McDonald's.
- Introduce a dog park, exercise classes in the Transit Center Plaza area, outdoor movies along the Transit Center wall, long term bicycle storage facility at the hotel development site, plaza at Gene Lynch Park.
- · Cover the service and parking drive and expand Gene Lynch Park over it.
- Introduce outdoor chess in the plaza located on the northwest corner of Wayne Avenue and Colesville Road.
- Incorporate a raised two-way cycle track along Wayne Avenue.
- Supply a skate park.
- Provide outdoor cafe seating along Ramsey Avenue.



TRANSIT CENTER WORKSHOP | GROUP D

- Introduce more trees.
- Improve Wayne Avenue to be the backbone of Silver Spring.
- Provide pedestrian crosswalk lights to provide safer pedestrian/vehicular interactions.
- Conduct a land-swap between one of the buildings at the WMATA Transit Center site with the Gene Lynch Park, located along Colesville Road to consolidate and increase the public use space.
- Introduce landscaped medians along Colesville Road.
- Remove the security railing along Discovery Park and introduce terraced seating areas for more public interaction and a more welcoming environment.
- Introduce a cycle track along Wayne Avenue to further strengthen its "backbone" role within Silver Spring, and connect street biking from north of Colesville Road to the south.
- Reduce travel access streets.
- Introduce yearly/seasonal/week/daily programming like artisan markets and other rotating art events to encourage a stronger sense of place and brand.
- Provide terrace seating in the Transit Center Green working with the existing grade and provide seating for relaxation, and events.
- Cover the Transit Center exposed to the central green with a green wall.
- Encourage mobile cart vendors and/or food trucks.
- Provide a temporary artisan market to the Transit Center's southeast corner building.



Synthesis TRANSIT CENTER

TRANSIT CENTER | SYNTHESIS OVERALL CONCEPTS

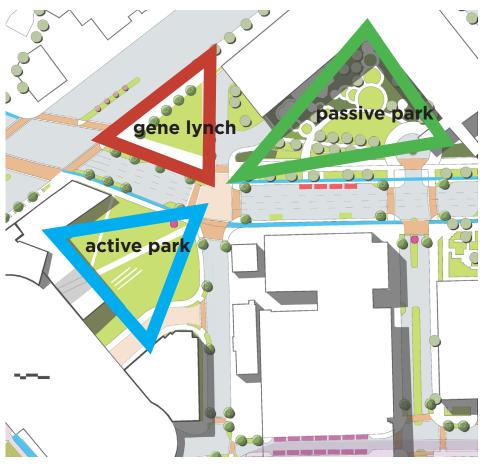
Citizens have been requesting a major green space within Downtown Silver Spring for years. New development proposed for the immediate vicinity surrounding the Silver Spring Transit Center provides the opportunity to create a new civic green for today, even prior to the construction of the buildings. Careful placement of this green to align with the pedestrian entrance to the Transit Center can activate Wayne Avenue and the natural path of pedestrian travel toward Downtown Silver Spring. Additionally, this activation of Wayne Avenue as a pedestrian corridor can serve as a gateway to the redeveloping Ripley District to the south. Siting of the proposed buildings takes advantage of existing structures to create an "urban room." The resulting civic space also connects to the existing Discovery Park and re-imagined Gene Lynch Park to create one cohesive place with three distinct characters.



The overall concepts for the Civic Green are as follows:

- A signature entry into Downtown Silver Spring from the Metrorail station and celebrated center of the Downtown.
- A place for major gatherings, such as concerts and outdoor movies.
- A wide green space where people can sit, picnic or informally toss a ball.

TRANSIT CENTER



(T) wo

Walking Distance | 5 minutes

1 100 linear fe

ACTIVE PARK

The Active Park concept is reflective of the community's vision of a new green large enough and central to all passersby that it should offer multiple programs and interactive features to engage users and create memories that are iconic to Silver Spring. Such programs include, but are not limited to: sponsored outdoor movies/concerts, dog park/run, weekend farmer's market, outdoor library, bocce ball and movable seating.

PASSIVE PARK

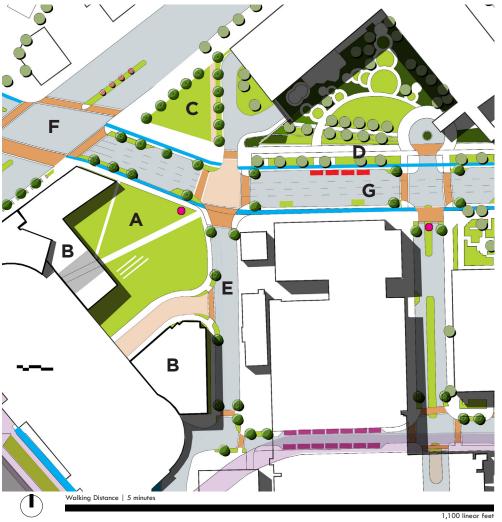
The Passive Park concept envisions a public space that offers a serene and quiet environment for rest and relaxation. The park presently comprises a children's play area, circular gardens and a green lawn.

By removing the security railing and introducing linear terraces to aid in the transition from park to public walkway, the park will open to more engagement with the community. The relocation of bus stops may free the parking lane in front of the park to a food truck presence during the lunch hours. Programs such as morning yoga, Tai chi and others can serve to activate the park with low-noise-level uses.

GENE LYNCH PARK | Urban Garden

Gene Lynch Park may be an urban park by location, but a garden by design. The park may improved with the introduction of a cluster of flowering trees and taller canopy trees at the perimeter that evoke the regional piedmont landscape. The central area may be a cleared space for a small grassy mound area that overlooks the surrounding parks and urban environments. This mound would offer a "see" experience in an otherwise "be seen" location.

TRANSIT CENTER CONCEPTS



A - Open the temporary use of the existing lawn areas for public use and programming. Include sponsored program events, such as sponsored movie/music/art events; weekend farmer's market; outdoor recreational games like bocce ball and ping pong; outdoor library room; temporary skate park; temporary carousel; and dog park/run.

B - Future WMATA development plans should consider maintaining the current scale and urban face along Colesville Road and open the space along WayneAvenue for a more iconic public green. Consider incorporating a long-term bicycle storage facility into one of the future building's ground-floor areas as a public/private amenitiy.

C - Gene Lynch Park may be an urban park by location, but a garden by design. The park may be improved with the introduction of a cluster of flowering trees and taller canopy trees at the perimeter that evoke the regional piedmont landscape. The central area may become a cleared space for a small grassy mound that overlooks the surrounding parks and urban environment. This mound would offer a "see" experience in an otherwise "be seen" location.

D - Remove Discovery Park's security fencing to encourage more sidewalk and park access and interaction. Incorporate new bike station within the WMATA's proposed building to the south.

E - Create a smaller scale street offering sidewalk cafe seating and human scaled streetscape furniture.

F - Introduce a more celebrated intersection to reflect the presence of programs and activities along Wayne Avenue by incorporating paved crosswalks, a paved "pedestrian scramble" intersection and bike lanes.

G - Create a more pedestrian-oriented route and include protected bike lanes along Wayne Avenue. Encourage food truck services during lunch hours alongthe relocated bus parking zones.

Legend

Placemaking Element

Linear Placemaking Element

Mobile Businesses

Purple Line

Proposed Bike Lane Proposed Crosswalk + Paved Area

DESIGN WORK SHOP A | ACTION ITEMS AND CHAMPIONS

SHORT-TERM

CIVIC GREEN (TEMPORARY)
POTENTIAL CHAMPION:
WMATA +SILVER SPRING REGIONAL
SERVICE CENTER

OUTDOOR MOVIES

POTENTIAL CHAMPION: AFI + FILLMORE + REGAL MAJESTIC + DISCOVERY

FOOD TRUCKS

POTENTIAL CHAMPION: WMATA +SILVER SPRING

REGIONAL SERVICE CENTER +

COUNTY DOT

ROTATING ART EXHIBIT
POTENTIAL CHAMPION:
COUNTY ARTS AND HUMANITIES
COUNCIL

MID-TERM

WAYFINDING AND
INFORMATIONAL SIGNAGE
POTENTIAL CHAMPION:
SILVER SPRING HISTORICAL
SOCIETY + SILVER SPRING CHAMBER
OF COMMERCE + SILVER SPRING
REGIONAL SERVICES CENTER

NEW BIKE LANES
POTENTIAL CHAMPION:
COUNTY DOT + STATE HIGHWAY
ADMINISTRATION

LONG-TERM

CIVIC GREEN
POTENTIAL CHAMPION:
WMATA + M-NCPPC

*OTHER NOTED CHAMPIONS

- M-NCPPC
- COUNTY COUNCIL
- DISCOVERY COMMUNICATIONS
- SILVER SPRING ADVISORY BOARD

Short-Term Improvements

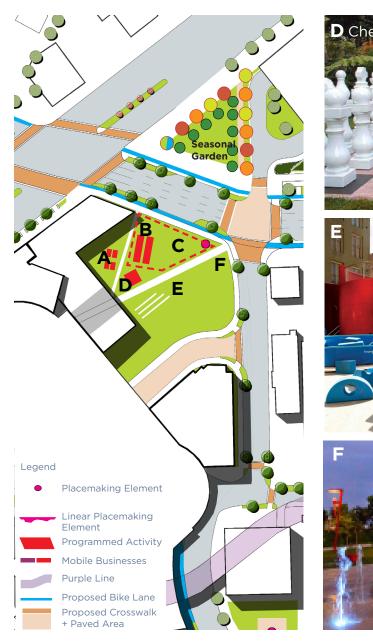
- Reconfigure the Transit Center construction fence to allow use of the lawn as a temporary green space that would ultimately become the Civic Green.
- Provide space for temporary events and installations, such as outdoor movies, food trucks and rotating art exhibits.
- Create temporary crosswalk art at the following intersections:
 - Wayne Avenue and Ramsey Avenue
 - Wayne Avenue and Dixon Avenue
 - Wayne Avenue and Colesville Road
 - Wayne Avenue and Georgia Avenue.

Mid and Long-Term Improvements

- Redesign and reconstruct the streetscapes along Wayne Avenue and Colesville Road as green and active pedestrian corridors.
- Provide permanent park amenities in the new Civic Green and Gene Lynch Park.
- Remove fencing to Discovery Park.
- Install permanent pedestrian paving in the above-mentioned intersections.
- Provide cycle tracks along Wayne Avenue.
- Create a bicycle storage and service station within the Transit Center complex.
- Develop the proposed buildings at the Transit Center site to create an urban enclosure around the new Civic Green.



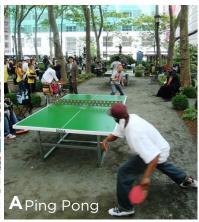






















TRANSIT CENTER **EXISTING CONDITIONS**

The Transit Center Green, as part of the transit building's construction and maintenance upkeep, is currently fenced with no public access. The central green space is completely inactive.



PLACEMAKING IMPROVEMENTS | SPRING

SHORT-TERM | Spring can bring a variety of seasonal sponsored events and activities. The large space can quickly be activated with shortterm temporary events that only require adequate space, such as an outdoor barbecue event, outdoor movable seats and cafe tables, corn-hole and/or ping-pong events, placement of sponsored cherry trees by local nurseries, dog park, etc.



PLACEMAKING IMPROVEMENTS | SUMMER

SHORT-TERM | Summer can bring a variety of seasonal sponsored events and activities. The large space can quickly be activated with shortterm temporary events that only require adequate space, such as an outdoor movie series, dog park, social/happy hour, kite events, outdoor chess events, outdoor markets/festivals, temporary skate park, etc.



TRANSIT CENTER EXISTING CONDITIONS

The Transit Center Green, as part of the transit building's construction and maintenance upkeep, is currently fenced with no public access. The central green space is completely inactive.



PLACEMAKING IMPROVEMENTS | FALL

SHORT-TERM | Fall can bring a variety of seasonal sponsored events and activities. The large space can quickly be activated with short-term temporary events that only require adequate space, such as a pumpkin sale, dog park, rock climbing wall, start/finish destination for local running/biking/triathlon events, temporary skate park, etc.



PLACEMAKING IMPROVEMENTS | WINTER

short-term | Winter can bring a variety of seasonal sponsored events and activities that complement the Civic Center's winter programming. The large space can quickly be activated with short-term temporary events that only require adequate space, such as sledding, snowman event, Silver Spring's outdoor winter market/festival, etc.



Workshop B RIPLEY DISTRICT

OCTOBER 29, 5-7 p.m. | DENIZENS BREWING COMPANY

Participants focused on improving the community character of the Ripley District and pedestrian experiences in walking through the area to the Transit Center and Metro Plaza.

KEY PLAN



The following topics were covered:

- Enhancing streetscapes to create a cohesive community identity within the district.
- Improving the pedestrian experience to and from the Transit Center.
- Improving the pedestrian experience crossing Georgia Avenue into Fenton Village.
- Improving pedestrian and bike connections to East-West Highway.







RIPLEY DISTRICT WORKSHOP SESSION

UNDERSTANDING THE PROCESS

Throughout the course of the workshop session, the information shared was documented on a banner affixed to the wall. The graphic sheets captured key design ideas, words and phrases, displayed references and recorded notes.















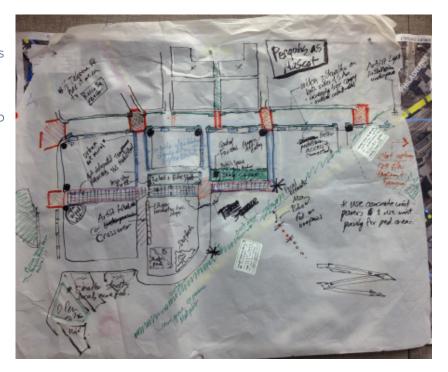






RIPLEY DISTRICT WORKSHOP | GROUP A

- Install urban murals reflecting the penguin (or other local art) theme throughout the primary and secondary gateway entries to the Ripley District. Consider the penguin as a mascot to the district (example: Takoma's Rosco the Rooster).
- Create a town square within the center of the district.
- Introduce intermediate business hubs (business incubator area) within the structured parking area of Bonifant Street (example: cargo container pop-up businesses).
- Introduce a dog park.
- Provide a bike/pedestrian underpass between the Ripley District and East-West Highway uses.
- Use concrete unit paying at pedestrian areas, including crosswalks.
- Create more pedestrian connections across Georgia Avenue through paved crosswalks, wider sidewalks, wider medians and increased tree canopy.
- Provide artist lighting installation at the southern gateway along Georgia Avenue and just after Sligo Road.
- Pave Dixon Avenue to slow traffic and make the complete street a pedestrian-oriented street.
- Bring back the penguin rush hour mural.
- Provide smaller streets with wider sidewalks to encourage pedestrian use.



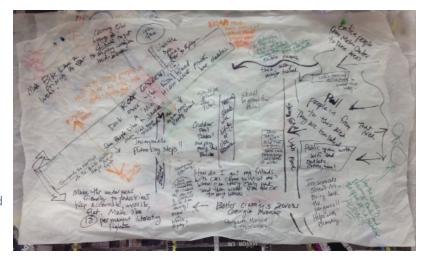
RIPLEY DISTRICT WORKSHOP | GROUP B

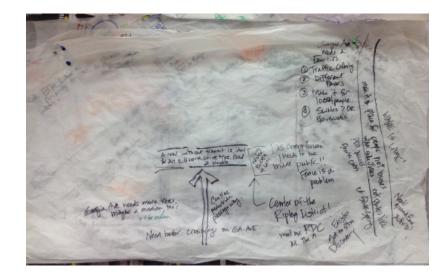
- Remove medians along Georgia Avenue to narrow the street width.
- Increase the pedestrian sidewalk realm and minimize vehicular spaces.
- Update all pedestrian crosswalks to be paved by local art or paving.
- Create a retail street with pedestrian focus along Dixon Avenue.
- Provide a temporary linear park linking to the metropolitan trail along Spring Street, west of Georgia Avenue.



RIPLEY DISTRICT WORKSHOP | GROUP C

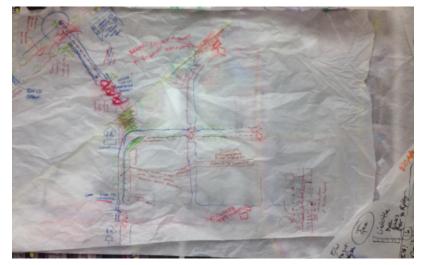
- Build a roof garden deck over the railroad (like New York City's High Line park) that connects the east and west sides of the railway.
- Incorporate piano key steps at large public stairways.
- Create pedestrian connections between East and West Silver Spring.
- Provide better pedestrian crossing across Georgia Avenue.
- Incorporate street art and bring back the penguins. These efforts will help with district branding.
- Make the existing Discovery Park and space at La Madeleine active.
- Encourage more ground-floor retail.
- Provide a celebrated bike lane along the East-West Highway (example: cycle track).
- Employ more traffic-calming devices throughout the district and Silver Spring.
- Encourage a food truck rodeo with WiFi connection around Discovery Park and the Transit Center Green.
- Plant more trees along Georgia Avenue.
- Encourage ground-floor retail along Wayne Avenue to help activate the street through food trucks and building retail.
- Remove Discovery Park's fence and create terrace seating (example: Union Square, San Francisco). It is presently not a inviting space.
- Pave all crosswalks along Wayne Avenue.

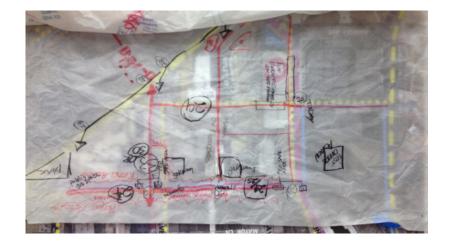




RIPLEY DISTRICT WORKSHOP | GROUP D

- Wayfinding and branding are needed to strengthen Silver Spring and the Ripley District's presence.
- Activate alleyways with local art, lighting and pedestrian-oriented materials (example: Seattle pedestrian alleyways).
- Introduce brick sidewalks and street trees along both sides of the local streets in the Ripley District.
- Ensure safer pedestrian crossings and pedestrian-oriented areas throughout the district.
- Create pedestrian/bike connections between the Ripley District and East-West Highway.
- Offer a farmer's market at the receiving public spaces that are associated with the pedestrian/bike connection.
- Introduce local public art in public spaces.





Synthesis RIPLEY DISTRICT

RIPLEY DISTRICT | SYNTHESIS **OVERALL CONCEPTS**

Ripley District is quickly redeveloping into a new high density, transit-oriented, urban residential neighborhood reflective of the goals in the 2000 Silver Spring Central Business District Sector Plan. Despite being directly south of the Transit Center, the district has existing conditions that make walking to and from the Metrorail station uninviting.

KEY PLAN

Some of the elements that make the connections unappealing to the pedestrian are:



Parking garages that loom over Dixon Avenue and Bonifant Street.

Incomplete section of the Metropolitan Branch Trail.

Wide street section of Dixon Avenue with little streetscape amenities.

Lack of streetscape amenities on the east side of Georgia Avenue.

To address these issues, the overall concept for the Ripley District seeks to achieve the following:

- Establish safe and attractive pedestrian links between the Ripley District, Metrorail station, Downtown, Fenton Village and South Silver Spring.
- Create a sense of place within the Ripley District that residents can collectively call their own.
- Envision the three primary corridors with three distinct characters and uses:
 - Georgia Avenue the primary retail "Main Street."
 - Dixon Avenue the heart of neighborhood "Living Room."
 - Metropolitan Branch Trail the connection to the region.



RIPLEY DISTRICT | PLACEMAKING SCALE STUDY



- **A** Minimize the vehicular realm and increase pedestrian realm along Georgia Avenue through the following:
 - Incorporate traffic-calming devices such as paved and illuminated crosswalks.
 - Narrow road lane widths to best-practices-recommended minimum standard and increase pedestrian sidewalks and median landscaping (examples: 10.5-foot wide lanes, "road diets").
 - Incorporate more canopy trees along the sidewalks to tailor the street to pedestrians.
 - Encourage more retail activity along the west face of Georgia Avenue.
- **B** Commission local artists to design and install art at focal points throughout the Ripley District to strengthen its brand and wayfinding.
- **C** Employ a pop-up business program and designated area for local businesses to locate along the underpass of the public parking structure on Bonifant Street.
- **D** Introduce a 13-foot to 20-foot wide landscaped median to encourage pedestrian use and programming along Dixon Avenue.
 - Introduce paved crosswalks, paved sidewalks and pedestrian scaled lighting throughout the Ripley District.
- **E** Provide a dog park for the community.
- **F** Consider programming the public structured parking roof deck for outdoor events (example: rooftop films, salsa lessons, seasonal markets).
- **G** Activate the south face of Wayne Avenue by encouraging more retail (ex. Food Trucks, Temporary retail vendor stands) along the streetscape and provide movable chairs/tables at active points.
- **H** Implement a pedestrian/bike passage to connect the Ripley District to the East-West Highway area (example: previous studies at MNCPPC showed an underpass may be constructed).
- I Enhance and celebrate the southern gateway area and underpass. Introduce an illuminated, interactive underpass for pedestrians. Consider local art design ideas.
 - Introduce a digital gateway sign along the overpass face at Georgia Avenue and Sligo Avenue.

Proposed Bike Lane

Proposed Crosswalk

+ Paved Area

Linear Placemaking

Programmed Activity

DESIGN WORKSHOP B | ACTION ITEMS AND CHAMPIONS

SHORT-TERM

MOBILE ART PROJECTS POTENTIAL CHAMPION: ART AND HUMANITIES COUNCIL

PARKLETS

POTENTIAL CHAMPION: COUNTY DOT + SILVER SPRING REGIONAL SERVICES CENTER + M-NCPPC

MID-TERM

PLACEMAKING AND WAYFINDING (\$200K GRANT) POTENTIAL CHAMPION: NATIONAL ENDOWMENT FOR THE ARTS + IMPACT SILVER SPRING INC. + CASA DE MARYLAND + SILVER SPRING TOWN CENTER INC.

GEORGIA AVEUNE PEDESTRIAN **CROSSWALK ENHANCEMENTS** POTENTIAL CHAMPION: COUNTY DOT + STATE HIGHWAY ADMINISTRATION + M-NCPPC

LONG-TERM

PEDESTRIAN BRIDGE TO SOUTH SILVER SPRING POTENTIAL CHAMPION: WMATA + M-NCPPC + CSX + COUNTY DOT

CYCLE TRACKS POTENTIAL CHAMPION: SHA + M-NCPPC + COUNTY DOT

*OTHER NOTED CHAMPIONS

- MONTGOMERY COLLEGE
- PYRAMID ATLANTIC
- MONTGOMERY COUNTY COUNCIL
- DISCOVERY COMMUNICATIONS
- SILVER SPRING ADVISORY BOARDS

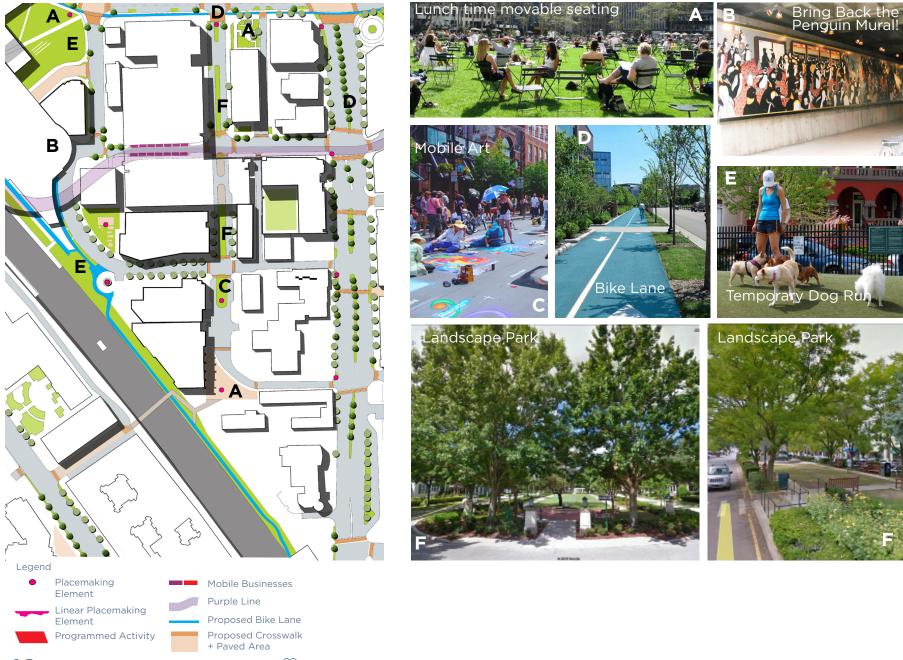
Short-Term Improvements

- Create temporary park-let installations along Dixon Avenue.
- Develop wayfinding signage that is distinctive and unique to the Ripley
- District, possibly reintroducing the Silver Spring penguin as a motif.
- Provide opportunities for temporary art installations along the streetscape.
- Encourage food trucks to stop underneath the parking structures overhanging public streets to activate these spaces.

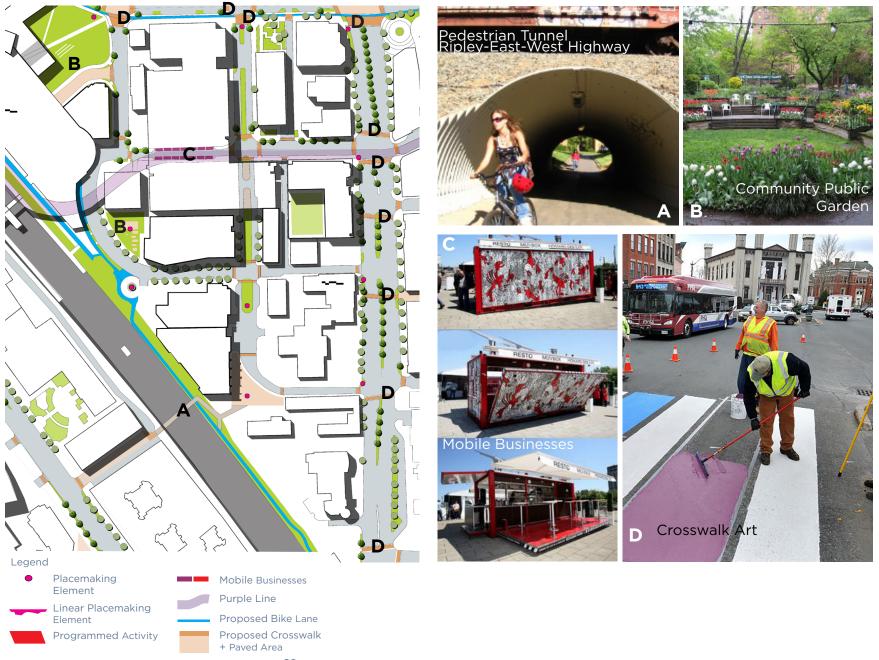
Mid and Long-Term Improvements

- Re-imagine and reconstruct the center of Dixon Avenue as a linear neighborhood park.
- Complete the Metropolitan Branch Trail and provide as many connections as possible to the Ripley District.
- Reconstruct the streetscape on the east side of Georgia Avenue to encourage retail activity.
- Construct a pedestrian tunnel underneath the CSX/WMATA railroad tracks to connect Ripley District to South Silver Spring.

RIPLEY DISTRICT | PLACEMAKING SCALE STUDIES



RIPLEY DISTRICT | PLACEMAKING SCALE STUDIES



RIPLEY DISTRICT | PLACEMAKING RECOMMENDATIONS



PLACEMAKING IMPROVEMENTS

Bonifant Street extends under a parking structure between Dixon and Ramsey Avenues. The area is currently utilized for temporary bus stops and will realize the two linear bus zones as opportunities once the Transit Center is fully operating.



PLACEMAKING IMPROVEMENTS

SHORT-TERM | Local artists may work with the local agencies to introduce creative traffic-calming instruments that encourage pedestrians' health, safety and welfare, using bold colors and materials.

LONG-TERM | Once the Transit Center is fully functioning, the vacant bus zones may be converted to temporary business incubator zones. Businesses can apply/subscribe for a local business program which allows them to test their product/services from a location that is under a short lease. The space might also be utilized for food trucks and other quick and low-cost pop-up businesses.

RIPLEY DISTRICT | PLACEMAKING RECOMMENDATIONS



PLACEMAKING IMPROVEMENTS PEDESTRIAN + BIKE UNDERPASS

No pedestrian connection currently exists between the Ripley District or East Silver Spring and West Silver Spring, between Colesville Road and Georgia Avenue. A sense of disconnection was discussed with the majority of workshop participants. County studies have shown this location to be the most tangible point to construct a pedestrian and bike underpass.



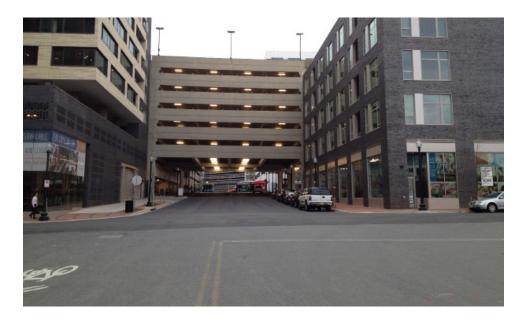
PLACEMAKING IMPROVEMENTS PEDESTRIAN + BIKE UNDERPASS

MID/LONG-TERM | The connection points, as shown on the Ripley District's Synthesis, provide the best setting for gentle slopes (ADA accessible) and ample space for a wide-open portal between East (Ripley District) and West Silver Spring. The portal may be part of a local art-in-public- place project, drawing further interest and awareness for the area and surrounding properties.

RIPLEY DISTRICT | PLACEMAKING RECOMMENDATIONS

PLACEMAKING IMPROVEMENTS DIXON AVENUE

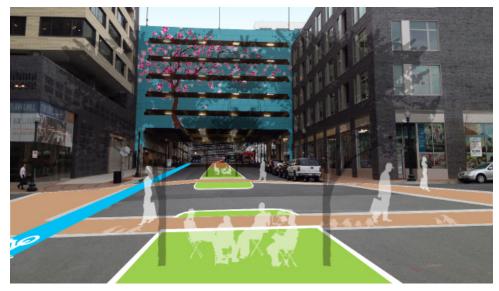
Dixon Avenue is currently a central link with no destinations between Wayne Avenue and Ripley Street. The surrounding ground-floor uses and future street alignment to connect to Silver Spring Avenue will organize Ripley District with Dixon being its central connector.



PLACEMAKING IMPROVEMENTS

SHORT-TERM Dixon Avenue currently provides a wide right-of-way for the public with very low-volume traffic. Crosswalks and local art-in-public-place may be part of the short-term interventions to bolster the character and pedestrian appeal of the district.

LONG-TERM | There may be an opportunity to create a wide median (ie. Pennsylvania Ave in DC) that encourages pedestrian activation. The current right-of-way allows for two-way lanes, street parking, bike lane, and can still offer a wide median with ample space for cafe tables and chairs, bocce ball and other linear activities with small accent trees framing the median edges.



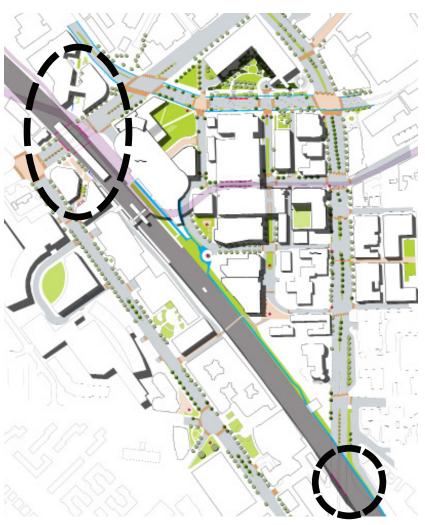


workshop C METRO GATEWAY

NOVEMBER 5, 11 a.m. - 1 p.m. | SILVER SPRING CIVIC BUILDING

Participants in this final workshop explored design options for the immediate area surrounding Metro Plaza at the intersection of East-West Highway and Colesville Road. This location serves as a gateway to Downtown Silver Spring and will support a Purple Line station and related development in the future.

KEY PLAN



The following topics were covered:

- Proposing artistic interventions as prominent gateway features to Downtown Silver Spring from the District of Columbia.
 - Creating more pedestrian-scaled experiences at he intersection and surrounding areas of Colesville Road and East-West Highway.
 - Enhancing the streetscape to improve pedestrian connections from the Transit Center to South Silver Spring and The Blairs.







METRO GATEWAY WORKSHOP SESSION

UNDERSTANDING THE PROCESS

Throughout the course of the workshop sessions the information shared was documented on a banner affixed to the wall. The graphic sheets captured key design ideas, words and phrases, references and notes.















METRO GATEWAY WORKSHOP | GROUP A

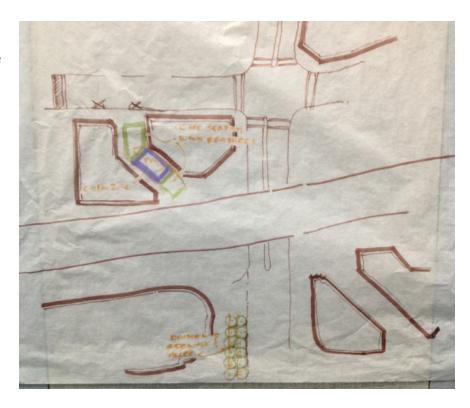
- Provide movable chairs/tables and introduce outdoor art/music events to encourage more interaction and interest along the northeastern diagonal breezeway.
- Partner with local non-profit art groups, such as Art-o-matic, to activate vacant lease spaces for local art exhibits while waiting for future tenants.
- Install digital wayfinding kiosks at the Metro and Transit Station plaza and across Colesville Road.
- Introduce small seasonal trees to accent the median along Colesvile Road to celebrate the Gateway to Silver Spring.
- The traffic condition at the intersection of The Blairs retail center, East-West Highway and the southwestern diagonal breezeway is poor for pedestrian crossing. Update the crosswalk look and function to provide better presence and timing for pedestrian crossing.
- Introduce art as a wind buffer or wind turbines in the southwestern diagonal breezeway.
- Install a complete pedestrian-oriented paved intersection and paved crosswalks to enhance and protect pedestrians' experience at the corner of Colesville Road and East-West Highway.
- The intersection upgrade can be phased: the first phase could be paved crosswalks (perhaps through local artist competition/commission) and the second phase could be a paved intersection.
- The Gateway enhancements at the intersection of Colesville Road and East-West Highway (Northern Gateway) should be duplicated at the underpass of Georgia Avenue and between Sligo Avenue and East-West Highway (Southern Gateway).





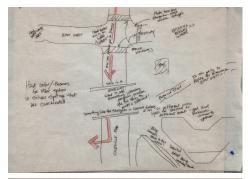
METRO GATEWAY WORKSHOP | GROUP B

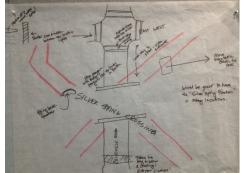
- Introduce a double-wide sidewalk and row of street trees along Colesville Road.
- Introduce an outdoor cafe seating area and a calm central zone along the southwestern diagonal breezeway.

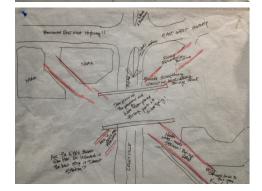


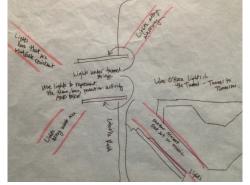
METRO PLAZA WORKSHOP | GROUP C

- Make a statement at the Gateway located at Colesville and East-West Highway (example: like the light-animated "Multiverse" concourse at the National Gallery of Art or different colored underlighting). Ask local businesses to be involved and/or sponsor.
- Consider animating the underpass lighting to reflect/represent the train, bus and pedestrian/bike activity.
- Bring concerts back to the northeastern diagonal breezeway from the Metro station. Lease spaces are currently empty and the breezeway is deserted except for weekday lunch periods.
- Offer weekend outdoor market, or art/music events along the northeastern diagonal breezeway.
- Coordinate color themes throughout Silver Spring to help brand the overall experience.
- Install brick crosswalks and pedestrian refuge medians.
- Need better timing at the crosswalk along East-West Highway and The Blairs retail center.
- Introduce designated or shared bike lane along Colesville Road into Silver Spring.
- Bring back or introduce a fountain in the southwestern diagonal breezeway from the Metro station.
- Install more lighting along the southwestern diagonal breezeway.
- Level the Starbucks retaining wall along Colesville Road down to pedestrian/public space grade to encourage more interaction.
- Install Silver Spring fountains in many locations to reinforce the brand and experience.
- Introduce small penguin sculptures along the public spaces (example: the ducks in the Boston Commons Park).
- Place penguin art pieces throughout parts of Silver Spring.
- Create a boulevard along East-West Highway.
- Colesville Road needs trees that help scale and accent the roadway.
- Provide a gateway element that is interesting at the western face of the bridge overpass.
- The northeastern pedestrian breezeway needs more lively and/or interactive water features.



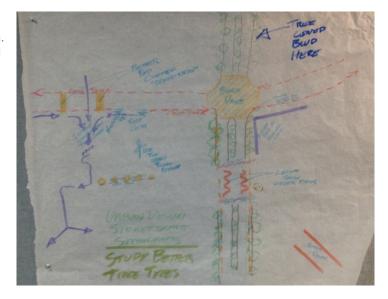


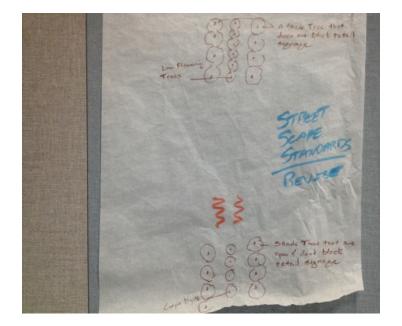




METRO PLAZA WORKSHOP | GROUP D

- Install better and more, if possible, crosswalks at the pedestrian crossing from The Blairs retail center to the southwest diagonal breezeway leading to the Metro station.
- Use wind turbines to harness energy from the wind along the southwestern diagonal breezeway.
- Improve wayfinding throughout breezeways.
- Create urban design and streetscape standards for the area.
- Install lights along Gateway underpasses.
- Introduce evening dining and outdoor seating along the northeastern diagonal breezeway.
- Plant small trees along the medians of Colesville Road and the underpass to provide a better sense of scale and gateway experience.
- Plant shade trees along the Gateway street sidewalks that do not block retail signage.
- Place building faces at right-of-way edges along the northeast corner of Colesville Road and East-West Highway.
- Introduce a "pedestrian scramble" or "barn dance" at the intersection of Colesville Road and East-West Highway.





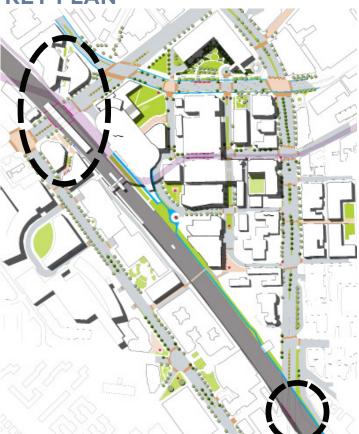
Synthesis METRO GATEWAY

METRO GATEWAY | SYNTHESIS OVERALL CONCEPTS

The intersection of Colesville Road and East West Highway, with a nearby railroad viaduct crossing overhead, signifies entry into Downtown Silver Spring when driving north from the District of Columbia. This corner is also the point of entry for those arriving in Downtown Silver Spring from Metrorail, MARC rail and bus. It is one of the busiest places in the County with respect to the movement of people.

At the workshop, the community observed that this gateway is not a pedestrian-friendly environment. The roads have intersections upwards of six lanes, making them difficult to traverse. The sidewalks are elevated in places and detached from adjacent buildings or the roadway. Interestingly, two pedestrian plazas flank this important crossroads both north and south of the Metro station entry. These plazas act as major pedestrian routes for those walking to other parts of Downtown. However, their designs, built in the mid-1980s, are not conducive to public gathering or active uses.

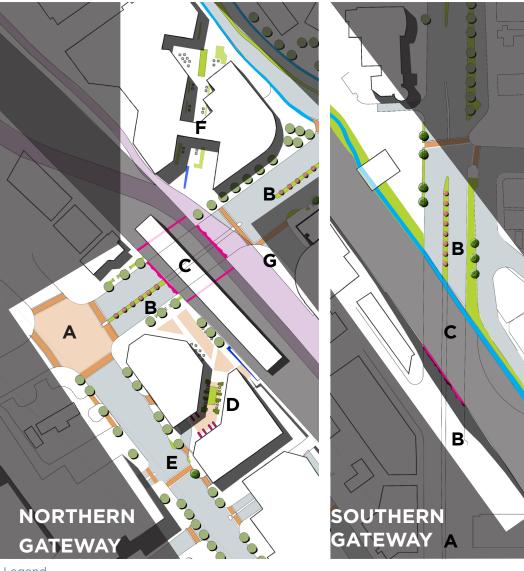




The overall concept for the Metro Gateway seeks to achieve the following:

- Visually enhance the gateway through appropriate landscaping and streetscapes.
- Celebrate the movement of people through public art.
- Provide enhanced pedestrian crossings over busy thoroughfares.
- Reactivate the two existing public plazas north and south of the Metrorail station entrance.
- Furthermore, through the workshop process, the community indicated that location of the railroad viaduct crossing over Georgia Avenue also served as an important gateway into Downtown from the District of Columbia. Several of the enhancements proposed from the previous workshops are also applicable to this location.

METRO GATEWAY PLACEMAKING SCALE STUDY



- A Install paved and elevated crosswalks, and paved intersection. Consider local art competition for intersection designs.
- **B** Plant ground cover in the medians along both sides of the underpass.
 - -Pave the pedestrian crosswalk across Colesville Road and the Transit Center Plaza, and increase the crossing time.
- **C** Introduce an illuminated underpass that interacts with pedestrians.
 - Consider local art design ideas:
 - -Introduce a digital gateway sign along the overpass face at Colesville Road and East-West Highway.
- **D** Update the southwestern diagonal breezeway to introduce wind turbines (powering the breezeway evening lighting), a more open walkway by introducing an artificial lawn center, surrounding movable chairs/tables, and a water wall interactive feature.
- **E** Pave and raise the pedestrian crosswalk to enhance and protect pedestrians:
 - -Consider widening crosswalk to accurately reflect the angle pedestrians walk across the intersection.
- **F** Reintroduce art/music events back into the northeastern diagonal breezeway from the Metro station:
 - -Partner with local non-profit art groups (example: Arto-matic) to activate vacant lease spaces for local art exhibits while waiting for future tenants.
- **G** Install Transit Center wayfinding signage.

Legend Placemaking Element Mobile Businesses Purple Line Linear Placemaking Flement Proposed Bike Lane Proposed Crosswalk Programmed Activity + Paved Area

METRO GATEWAY PLACEMAKING SCALE STUDIES















DESIGN WORKSHOP C | ACTION ITEMS AND CHAMPIONS

SHORT-TERM DIGITAL INFO TRANSIT ART ON **MID**-TERM BRIDGE POTENTIAL CHAMPION: PEDESTRIAN CROSSWALK ENHANCEMENTS WMATA + ARTS AND HUMANITIES COUNCIL **LONG**-TERM - CROSSING COLESVILLE AVE IMPROVED LIGHTING AND - CROSSING EAST/WEST HIGHWAY WAYFINDING AT MARC STATION TO THE BLAIRS RETAIL THAT IS LEVEL WITH THE SIDEWALK **ENTRYWAYS** POTENTIAL CHAMPION: POTENTIAL CHAMPION: POTENTIAL CHAMPION: SHA + COUNTY DOT + M-NCPPC PRIVATE LANDOWNERS + M-NCPPC WIND TURBINES MOBILE ART PIECES POTENTIAL CHAMPION: (DECORATED PENGUINS) NOAA + FOULGER-PRATT POTENTIAL CHAMPION: ENHANCED STREETSCAPES STANDARDS SILVER SPRING REGIONAL SERVICES CENTER POTENTIAL CHAMPION: M-NCPPC + COUNTY DOT + SHA ENAHNCED WAYFINDING POTENTIAL CHAMPION: SILVER SPRING HISTORICAL SOCIETY + FRAMING GATEWAY WITH FLOWERING TREES SILVER SPRING CHAMBER OF COMMERCE + AND/OR ARTWORK SILVER SPRING REGIONAL SERVICES CENTER POTENTIAL CHAMPION: FOOD TRUCKS SILVER SPRING REGIONAL SERVICES CENTER + POTENTAIL CHAMPION: SHA + COUNTY DOT + M-NCPPC + ARTS SILVER SPRING REGIONAL SERVICES CENTER + AND HUMANITIES COUNCIL

Short-Term Improvements

- Digital info transit art can be installed along both sides of the rail viaduct bridge girders crossing Colesville Road and on the south face of the Georgia Avenue viaduct.
- Provide space programming for temporary events and art installations in both existing plazas.
- Install temporary crosswalk art at the following intersections:
 - Colesville Road and East-West Highway.
 - East-West Highway and entry into The Blairs.
 - Colesville Road and the pedestrian crossing east of the Metrorail station entrance.
- Provide enhanced wayfinding signage to find modes of transit (Metro is identified very well but other modes, such as MARC rail, are not).
- Enhance the stair/walkway and lighting from the eastbound MARC rail platform.

Mid and Long-Term Improvements

- Install permanent pedestrian paving in the above-mentioned intersections.
- Install wind turbines in the plaza fronting the National Oceanic and Atmospheric Administration (NOAA) offices.
- Enhance streetscape and grading along Colesville Road and East West Highway, tied to redevelopment of adjacent properties, to activate the pedestrian corridors.
- Redesign and reconstruct both pedestrian plazas to encourage public gathering and other activities.

METRO GATEWAY PLACEMAKING RECOMMENDATIONS



PLACEMAKING IMPROVEMENTS

The intersection of Colesville Road and East-West Highway is not recognized to be pedestrian-friendly. Both road widths are noted to be wide and the lack of pedestrian crosswalk awareness supports a car-dominated environment.



PLACEMAKING IMPROVEMENTS

SHORT-TERM | The majority of local participants strongly encourage the use of local art initiatives and agencies to provide creative solutions for traffic-calming improvements that enhance the gateway character while reinforcing the pedestrian-oriented environment.

LONG-TERM | The Metro station overpass provides an exciting opportunity to implement a memorable gateway. Local art and digital art are two of many ways of transforming the overpass into a gateway experience.

METRO GATEWAY | PLACEMAKING RECOMMENDATIONS



PLACEMAKING IMPROVEMENTS

The southwestern diagonal pedestrian breezeway connecting the East-West Highway to the Metro and MARC entrances is currently unused as a pedestrian-activated space. This photo reflects the conditions along the Northeast diagonal pedestrian breezeway connecting to 2nd Avenue.



PLACEMAKING IMPROVEMENTS

SHORT-TERM | With the introduction of movable cafe tables and chairs, and outdoor programmed events, the breezeway may become a draw for the community and local retailers.

MID/LONG-TERM | By reducing the obstructing planters and dormant fountain, and replacing them with a small central green (artificial turf), efficiently located water-wall and the possibility of sponsored wind turbines, the breezeway will become a more iconic and memorable space. These features could create a more open atmosphere for cross-circulation, customized seating arrangements, white noise to buffer conversations and harnessing of the wind that flows through the breezeway.





Drawing and designing the "gateway" to SS at the third #ssplacemaking event @hansriemer @MontgomeryParks

RETWEETS FAVORITE

11:35 AM - 5 Nov 2014

Green Gene Lynch Park Temporary Restaurant Space o Introduce a skate park that

· Transit Center Park may

off of its highest elevation

#ssplacemaking | TWITTER

Twitter and other social media proved to be valuable outreach tools to engage and connect with Silver Spring residents. Silver Spring Inc @SilverSpringInc - Oct 15



video | WEB

A recap video and other materials from the workshop series can be found on the Planning Department's website at montgomeryplanning.org/ community/silverspring/placemaking



Public invited to brainstorm creative ideas for improving Transit Center civic space, Ripley District and Metro

SILVER SPRING PLACEMAKING WORKSHOPS TEAM

Montgomery County Councilmember Hans Riemer

Montgomery County Councilmember Aide Crystal Ruiz

Silver Spring Regional Center: Director Reemberto Rodriquez

Montgomery County Planning Department:

- Robert Kronenberg, Chief of Area 1
- Marc DeOcampo, Area 1 Master Planner/Supervisor
- Mike Bello, Area 2 Planner Coordinator/Urban Designer
- Benjamin Berbert, Area 3 Senior Planner
- Bridget Schwiesow, Communication Manager
- Deborah Dietsch, Writer/Editor
- Chris Peifer, Multimedia Production Specialist

Montgomery County Department of Parks:

- Brooke Farquhar, Master Planner/Supervisor
- Rachel Newhouse, Planner Coordinator
- Linda Komes, Project Manager, Park Development Division

