Open the Q&A to comment or ask questions throughout the presentation. We will be answering questions at the end.
UPCOMING EVENTS

Presentations to Planning Board:

• Feb. 18 – Existing Conditions Analysis
• Retail and Office Market Study
• Missing Middle Market Study

Virtual visioning events will begin in mid-March

Sign up for e-letter updates on our website:
www.MontgomeryPlanning.org/ssdowntown
PLAN UPDATE

- Update to 2000 *Silver Spring Central Business District Sector Plan*

- Scope and boundary approved June 4, 2020

- Update to Planning Board on equitable engagement on December 3, 2020

- Six months of data gathering and analysis to understand **Silver Spring today**
PLAN SCHEDULE

- **Scope of Work**
  Approved June 4, 2020

- **Existing Conditions Analysis**
  December 2020 - January 2021

- **Visioning**
  Spring 2021 - Fall 2021

- **Working Draft**
  Fall 2021

- **Public Hearing / Worksessions / Planning Board Draft**
  Fall/Winter 2021

- **Council Public Hearing / Council Review / Worksessions**
  Spring 2022

- **Council Approval**
  Summer 2022

- **Sectional Map Amendment**
  Fall 2022
SILVER SPRING TODAY: TABLE OF CONTENTS

How did we get here? History of Silver Spring
Who lives in the plan area? Demographics
What is the built environment like? Land Use, Zoning and Urban Design
Where does the community gather? Parks, Public Spaces and the Public Realm
How do people get around? Transportation
How resilient is Silver Spring? Environment
Where do people live? Housing
What is the state of the local economy? Economic Development
How is this community supported? Community Resources and Schools
What should be preserved here? Historic Preservation
HISTORY

How Did We Get Here?
HISTORIC CONTEXT

PLAN GOALS

• Focus on underrepresented communities that have not been contextualized in our published histories.

• Augment our historic context with respect to racial equity and social justice.

• Outline general development patterns.

• Future stand-alone presentation that explores these issues in greater detail.
• Piscataway, Susquehannock, and Nanticoke of Maryland suffered from the actions of European colonization.

• Maryland codified chattel slavery between 1664 and 1715.

• Colonists settled along the Potomac River in the early 1700s.

• Smaller-scaled plantations that focused on production of tobacco.

HISTORIC CONTEXT
SILVER SPRING IN THE ANTEBELLUM ERA

- Importance of Washington, D.C.
- Shift to diversified agriculture.
- Formation of turnpike companies and toll roads.
- Francis Preston Blair established Silver Spring plantation but other property owners and enslaved persons already lived in area.

Blair House, Silver Spring, Maryland, 1903.
HISTORIC CONTEXT

EXPLOITATION OF AFRICAN AMERICANS

• Slaveholders exploited the labor of African Americans.

• Enslaved persons at Blair’s plantation included but are not limited to: Abraham, Albert, Emily, Henry Lemon, Infant, Mary, Nancy Jones, Olivia, Phyllis Lytton, Sarah, and Vincent.

Value of Farms in District 5, Montgomery County, from the 1850 Federal Census and Agricultural Schedule.
In 1873, the Metropolitan Branch opened Silver Spring to its first phase of suburbanization.

In 1897, the WW&FG streetcar line extended service from the District of Columbia to Forest Glen and started a second phase of suburbanization.

Fostered middle-class white development.
HISTORIC CONTEXT
EARLY TWENTIETH CENTURY

• Establishment of small commercial core on east side of Georgia Avenue in the 1910s expands in the 1920s with additional population.

• Abolishment of toll road in 1913.

• Many subdivisions in the plan area contained restricted racial covenants.

• Social and political leaders of Silver Spring espoused racist views.
HISTORIC CONTEXT
MID-TWENTIETH CENTURY

• The Art Deco-styled Silver Theatre and Shopping Center opened in 1938.

• The Hecht Company opened in 1947 spurring large-scale commercial development.

• Discrimination prohibited African Americans from entering the majority of businesses or resulted in different treatment than Caucasians.
• Sit-ins by Bureau of Labor Employees led by Roscoe Nix.

• Protests by ACCESS and other organizations against apartment segregation.
HISTORIC CONTEXT
CIVIL RIGHTS & DISCRIMINATION

• Preliminary map referencing restricted racial covenants and segregated apartment housing in the plan boundary.

• Map will be updated as research progresses.
HISTORIC CONTEXT
SILVER SPRING IN THE 1960s AND 1970s

• Regional shopping malls emerged and retail environment starts to decline over the ensuing decades.
• Silver Spring transformed with the establishment of multi-story hotel, apartments, and office buildings.
• Silver Spring Metro Station opened in 1978.
I want to ensure there are small businesses and restaurants, many owned and run by people of color.

My biggest concern is that the diversity of people will disappear, that rising housing prices will homogenize it like Bethesda.

“I want to ensure there are small businesses and restaurants, many owned and run by people of color. My biggest concern is that the diversity of people will disappear, that rising housing prices will homogenize it like Bethesda.”

“I’m concerned about gentrification. I want to make sure that any changes made to Silver Spring include all the restaurants and shops owned by people of color.

I like the general sense of community-mindedness and respect for diversity.

“...people from countries all over the world who live in the area frequent DTSS. Veterans Plaza and the fountain on Ellsworth are spaces that organically bring community members of all colors, ages, and backgrounds together.”
DEMOGRAPHIC AREAS

PLAN AREA VS STUDY AREA

• Study Area (in orange) determined by Census Tracts within Regional Service Area boundary
DEMOGRAPHIC AREAS

PLAN AREA VS STUDY AREA

- Study Area (in orange) determined by Census Tracts within Regional Service Area boundary
- Plan Area = Downtown (2 Census Tracts in light blue) + Adjacent Communities (4 Census Tracts in darker blue)
- Census Tract boundaries are not ideal for geography
• Downtown (39%), Adjacent Communities (24%) and Study Area (28%) have larger Black or African-American population than County (17%)

• Study Area has a significant Hispanic population (23%), higher than County’s, or Plan Area’s.
**DEMOGRAPHICS**
**RACE AND ETHNICITY**

- Downtown (39%), Adjacent Communities (24%) and Study Area (28%) have larger Black or African-American population than County (17%)
- Black or African-American population has decreased in the last 20 years (47% to 39%), while the white population has increased (30% to 40%)
DEMOGRAPHICS

AGE

• Adjacent Communities has similar age distribution as Study Area and County.

• Downtown has a young population, with 46% of residents between 18 and 34, but far fewer between 5 and 18 (3%).

• Population between 25 to 34 has significantly increased from 28% to 38% since the last plan in 2000.

• Downtown also has a small elderly population (just 7% over age of 65)
### DEMOGRAPHICS

#### INCOME

- **35%** of Downtown residents make less than $50,000, significantly higher percentage than Adjacent Communities, Study Area and County.

- **Just 12%** of Downtown residents make more than $100,000, significantly lower than Adjacent Communities, Study Area and County.

[Household Income Distribution Chart]

- **Under $15,000**
- $15,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000+
What is the Built Environment Like?
My biggest concern is that Silver Spring will become unaffordable to all but the wealthy if zoning and other changes are not made soon.

My concern is that Silver Spring will become unaffordable to all but the wealthy if zoning and other changes are not made soon.

“Make it easier to build high density housing. Get rid of minimum parking requirements in high density areas. Commit to pedestrian and micro mobility access.”

Zoning improvements are important, and I’m glad to hear they are a current focus.

Plan will be a success if you maintain the current zoning in adjacent neighborhoods.

Scrap single family zoning throughout MoCo and allow mixed use development all around Silver Spring. I know many people consider SS a suburb but by now it is a city.
Downtown

Nearly all zones are mixed-use CR with a few exceptions:

- Industrial Zone just east of the railroad
- A few R zones at the edges

Two overlay zones:

- Fenton Village Overlay
- Ripley/South Silver Spring Overlay

Adjacent Neighborhoods

- 80% of parcels are R-60
- 34% of R-60 parcels are smaller than min lot size of 6000 sf
EXISTING DEVELOPMENT
DOWNTOWN CORE

- Approximately 60% of the development in the downtown core was built prior to 2000.
- 70% of the 10 million sf built since 2000 has been residential multifamily.
- There are over 12,000 multi-family housing units in the downtown core (this includes projects currently under construction).
- The only single-family units located in the downtown core are the Cameron Hill townhomes built in 1999/2000.

Total existing development in downtown: 24.3 M sf
Downtown area: 384 acres

RESIDENTIAL SF, 13,868,651 sf
OFFICE SF, 6,190,979 sf
RETAIL SF, 2,009,552 sf
INDUSTRIAL SF, 430,176 sf
OTHER SF, 1,846,588 sf

Silver Spring Downtown and Adjacent Communities Plan
February 2021
EXISTING DEVELOPMENT
ADJACENT NEIGHBORHOODS

• The office/industrial uses in the adjacent neighborhoods are located just outside the downtown core, along Spring St at Colesville Road.

• There is a mix of residential unit types in the adjacent neighborhood blocks:
  • 618 multi-family units
  • 457 single-family units (attached and detached)

Total existing development in adj. neighborhood: 1.7 M sf
Adjacent neighborhoods area: 121 acres
EXISTING ZONING CAPACITY
DOWNTOWN

- Even if all of the currently approved pipeline projects were developed, there is still a lot of untapped development potential.
- This chart indicates development capacity based on standard method of development.
- Note: the previous plan was written under a different zoning code. When the zoning ordinance was updated in 2014, the old zones were translated to the new zones, and this permitted more FAR than was originally permitted via the old zoning.

<table>
<thead>
<tr>
<th>Existing Capacity in the Downtown Core</th>
<th>GSF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Existing on the Ground</td>
<td>24,300,238</td>
</tr>
<tr>
<td>Total Capacity: Current Mapped Zoning</td>
<td>40,364,193</td>
</tr>
<tr>
<td>Unbuilt Capacity (CBD-wide)</td>
<td>16,063,955</td>
</tr>
<tr>
<td>Pipeline:</td>
<td>3,065,130</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Capacity and Realization of 2000 Sector Plan</th>
<th>GSF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed Capacity of 2000 plan</td>
<td>24,406,300</td>
</tr>
<tr>
<td>Existing on the ground in 2000 (estimate)</td>
<td>14,500,000</td>
</tr>
<tr>
<td>Built since 2000 (estimate)</td>
<td>9,600,000</td>
</tr>
</tbody>
</table>
DEVELOPMENT ANALYSIS: DENSITY UTILIZATION

- Red or orange parcels are under-utilized.
- Dark blue parcels have more than 500K sf remaining on the parcel.
- Standalone public parking garages excluded (gray) although some may be considered opportunity sites.
Currently in Silver Spring, 200’ is the maximum allowable with standard method development.

In Bethesda, several parcels have allowable heights between 200’ - 300’.
WHAT WE’VE HEARD: URBAN DESIGN AND CHARACTER

I like the vibrant downtown area and housing mix -- single family homes and apartment buildings.

“I appreciate the access to green spaces, walkability to school, shopping and all basic needs and services, access to metro...”

I like how it’s one of the most racially and culturally diverse areas in a segregated metro area.

I like how urban it feels.

I like the old houses and neighborhood feel of East Silver Spring...being able to walk to stores and restaurants while feeling buffered and separate from the bustling downtown...

I love having everything I need within walking distance in downtown Silver Spring - restaurants, grocery stores, salons, etc.

Love the urban environment, public transit, walkability, diversity.
• The 2000 Silver Spring CBD Sector Plan identified the neighborhoods of Fenton Village, Ripley District and South Silver Spring as overlay Districts

• The 2019 Silver Spring Streetscape Standards identified 5 additional neighborhoods in Silver Spring that may be considered a sub-district:
  * North Silver Spring
  * Ellsworth District
  * Falklands
  * The Blair
  * Montgomery College District
URBAN DESIGN
BLOCK SIZE

Small Blocks:
• Part of the original platting of Silver Spring
• Have not be consolidated into larger blocks

Medium Blocks:
• Many part of original platting of Silver Spring
• Some consolidated by later development

Large Blocks:
• Most platted in 1950’s and 60’s
• Parks that require large spaces
• Car-oriented shopping centers
• Large garden apartment complex
• Through streets limited by Metro/rail line
URBAN DESIGN
DOWNTOWN SUBDISTRICTS

North Silver Spring

- Office, hotel, residential and ground floor local serving retail establishments.
- Streets have trees, brick paving, excellent lighting as furnishings.
- United Therapeutics has built cutting-edge office and research buildings that are a model for the region and nation.
- On Colesville Road are the historic Montgomery Arms Apartments and two-story mid-century retail store fronts.
**URBAN DESIGN**

**DOWNTOWN SUBDISTRICTS**

**Ellsworth District**

- Constructed in 2000 by Foulger Pratt and the Peterson Companies.
- Combines historic structures with new construction and is the center of Downtown Silver Spring.

Anchored by:

- Historic AFI Theatre on Colesville Road
- Historic “park and shop” at Georgia Avenue and Colesville Road
- Historic Hecht Company building is incorporated into City Place shopping mall.
URBAN DESIGN
DOWNTOWN SUBDISTRICTS

Colesville Road

- Active retail walls on both sides of street.
- Medium width sidewalks with trees and brick paving
- Storefronts provide pedestrian interest
- Wide sidewalks with street trees and furnishings provide a sense of safety adjacent to fast moving traffic.
Fenton Village

- The “funky” heart of Silver Spring, with 1 and 2 story retail storefronts, including vinyl record shops, ethnic restaurants and coffee shops, art stores, salons, and several auto repair shops on the south end.

- Silver Spring Library

- Several new multi-family residential buildings with ground floor retail.
**Step down to 60’ at Fenton St. per Sector Plan**

**150’ tall apt building built in 1966**

**25’-45’ two story retail/office buildings**

**50’ apt. building per 2000 Sector Plan**

---

**Fenton Street**

- A two lane street with center turn lane.
- A mixed of street of active retail walls and strip shopping with parking fronting street.
- Four mixed use/apartment buildings constructed in past 15 years per 2000 Silver Spring CBD Sector Plan.
- Streetscaping with street tree panels furnishings and lighting improves pedestrian experience.
URBAN DESIGN
DOWNTOWN SUBDISTRICTS

Ripley District

• Within walking distance of the Metro station and Transit Center.
• Has recently redeveloped into a high rise residential district with updated streetscapes.
• There are still low rise 2-story retail facing onto Georgia Avenue; redevelopment has been delayed by multiple ownerships.
Georgia Avenue

- This street is a heavily traveled boulevard through the downtown.
- There are active retail frontages between Fenton village and Ripley District on the east side of the street.
- The west side of the street is has a new tall building, older street-fronting buildings and a section of strip shopping facing the street.
- Streetscaping with street tree panels reduces the impact of heavy traffic on the pedestrian experience.

Low one and two story retail buildings front onto Georgia Ave screen and modulate the large, monolithic building behind, and provide a small town feel for this part of Fenton Village

West side of Georgia Ave remains largely undeveloped with blg heights at 20’-30’
Montgomery College District

• Location of Takoma Park Campus of Montgomery College
• Cafritz Foundation Arts Center
• 15 acre Jesup Blair Park
• All buildings constructed or renovated after 2000.
• On the east side of the track are the original campus buildings a garage and 2 self storage units.
South Silver Spring

- A mix of older hotels, auto shops and warehouses, and newer condominiums and apartments with ground floor retail.
- Includes the historic Canada Dry facade, the Arts Alley and Silver Spring Innovation Center and local pub.
- Most of the streets have upgraded streetscape per the Silver Spring Streetscape Standards.
URBAN DESIGN
DOWNTOWN SUBDISTRICTS

South Silver Spring

- This district of Silver Spring characterized by a mix of low and high density buildings, several of which have been built since 2000.

- Low scale motels, industrial buildings housing storage, auto oriented businesses an urban brewery and an urban church.

- A large county parking garage and lot.

- Historic Spring Gardens apartment complex

- Historic Acorn Park
**Blair District**

- Composed of office buildings between the Metro rail and East West Highway, the large Giant food store, parking lot and associated smaller retailers.
- Several large apartment buildings built in the 60’s.
- A new upscale apartment building, called the Pearl, that was recently built as part of a future mixed use redevelopment of the Giant site.
URBAN DESIGN
DOWNTOWN SUBDISTRICTS

Falklands District

• Occupied by the Falklands garden apartments, built in the 1930’s to meet the housing demand created by the expansion of the Federal Government.

• A mature, tree line enclave that is set apart from rest of downtown Silver Spring.

• Southern half has an historic designation.

• Northern half is slated for residential redevelopment that takes advantage of its proximity to the Silver Spring Metro station and the future Purple Station.
Metro Center District

- Silver Spring Transit Center, with consolidated subway, light rail, bus and taxi services.
- Surrounded by 1970 and 80’s era office buildings built in a bland style.
- Large lot adjacent to the Transit Center does not have a designated use.
- An upscale townhouse community in this district.
- Former Discovery Channel headquarter, now repurposed as an office building for multiple tenants.
URBAN DESIGN
ADJACENT COMMUNITIES

The plan area includes portions of these neighborhoods:

• *Woodside* and *Woodside Park* to the north
• *Seven Oaks Evanswood* to the north and east
• *East Silver Spring* to the east.
Downtown steps down to adjacent communities:

- On most edges, the downtown steps down per 2000 Sector Plan zoning.

- On north side of Downtown adjacent to Spring Street, buildings consistently step down to 55’ - 65’ from 110’ heights.

- On east side there are exceptions with buildings built before 2000:
  - Colespring Plaza, 100’ tall built in 1967
  - Colesville Towers, 100’ tall, built in 1966
Downtown steps down to adjacent communities:

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  - Colesville Towers, 100’ tall, built in 1966

Transition from downtown Silver Spring to Seven Oaks and North Woodside looking north above Colesville Road.
In Fenton Village building built after the 2000 Silver Spring CBD Sector Plan step down from 200’ to 50’ at East Silver Spring with the exception of:

- Silver Spring Towers, built in 1966

In South Silver Spring most building step down from heights of 200’ to 45’ along Eastern Avenue with the exception of:

- The Aurora, 110’ tall, built in 1965
In Fenton Village building built after the 2000 Silver Spring CBD Sector Plan step down from 200’ to 50’ at East Silver Spring with the exception of:

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In South Silver Spring most building step down from heights of 200’ to 45’ along Eastern Avenue with the exception of:

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URBAN DESIGN

ADJACENT COMMUNITIES

Streets in Woodside

• Typically 25’-30’ curb to curb
• Building line of front facade ranges 40’ - 50’ from face of curb
• Some of these streets have sidewalks, others don’t
• Most of the home do not have front loaded garages

Streets in Seven Oaks - Evanswood

• Typically 25’-30’ curb to curb
• Building line of front facade ranges 50’ - 60’ from face of curb
• Majority of these streets do not have sidewalks

Streets in East Silver Spring

• Typically 25’-30’ curb to curb
• Building line of front facade ranges 40’ - 50’ from face of curb
• Majority of these streets have sidewalks on both sides of street
Form and Urban Design

- Typically constructed between 1900 and 1950
- Single family homes predominate
- Lot sizes are in the 6000 sf range (R-60 zoning)
- Houses heights are typically 30’ mostly with full second floors or second floors in attic levels
- Most have driveways with some alleys in East Silver Spring
- Several tear down and rebuilds
Where Do People Gather?
We need more green space. Real grass - not astroturf. More parks please!

Developers have been allowed to design terrible looking hardscapes rather than green areas.

“I am concerned about the lack of green space. The few parks we have in this area can’t support the number of people that use them.”

Love having access to a vibrant downtown so near many great parks like the Sligo Creek trail and others.

The trees and green spaces in the community need to be maintained.

I would also like to see a greater emphasis placed on Jesup Blair Park.
Streets, Open Space and the Public Realm

- The Public Realm is composed of the streets and open spaces where the public is free to go without trespassing on private property.

- In the neighborhoods the public realm includes the street and sidewalk. Here the front yards of single family homes are considered private.

- In downtown Silver Spring the right-of-way extends up to the building face, making the public realm much larger than in the single family neighborhoods.

- All publicly accessible spaces, regardless of ownership, are included in the public realm.
STREETS AND SIDEWALKS

Narrow Sidewalks

- 10’ -16’ wide
- Minimum 6’-0” wide pedestrian through zone.
- Sidewalks narrower than 12’-6” typically do not have street trees.

Cameron Street
Bonifant Street
Fenton Street
13th Street
STREETS AND SIDEWALKS

Typical Sidewalks

• 16’-23’ wide or more

• Minimum 8’-0” wide pedestrian through zone.

• A street tree/furnishing zone next to the sidewalk.

• Sidewalks wider than 18’ accommodate cafe seating, such as at Ellsworth Drive.
STREETS AND SIDEWALKS

Generous Sidewalks

- 24’ wide and greater
- 8’-0” wide or greater pedestrian through zone.
- A street tree/furnishing zone next to the sidewalk.
- Frontage zone at base of building accommodates cafe seating.
PARKS, PUBLIC SPACES & TRAILS
TRADITIONAL EXISTING CONDITIONS ANALYSIS

TODAY’S FOCUS

EXISTING CONDITIONS

# of Parks
Size
Tree Canopy
Pervious
Pipeline

what we have

NEXT STEPS

VISIONING
PRELIMINARY RECOMMENDATIONS
PUBLIC HEARING
WORKSESSIONS
BOARD APPROVAL
COUNCIL PROCESS
PARKS, PUBLIC SPACES & TRAILS
EXISTING NETWORK (inside plan boundary)

M-NCPPC-Owned Parks
1. Ellsworth Urban Park
2. Kramer Urban Park
3. Silver Spring Transit Plaza
4. Acorn Urban Park
5. Philadelphia Ave Urban Park
6. Fenton Street Urban Park
7. King Farm Community Garden
8. Jesup Blair Local Park
9. Juniper Blair

County-Owned Parks
10. Veterans Plaza
11. South Region Aquatic & Recreation Center
12. Silver Spring Public Library Plaza
13. Montgomery College Plaza
14. Montgomery College Community Garden

Privately-Owned Public Spaces
(10 out 42 > than 1/4 acre)
15. The Blairs
16. The Silverton/Silver Spring Gateway
17. Silver Spring Metro Plaza
18. NOAA/Metro Center
19. Silver Spring Metro Center
20. Studio Plaza
21. Chelsea Court
22. 1050 Ripley Street
23. Silver Plaza
24. Discovery Civic Green
PARKS, PUBLIC SPACES & TRAILS
EXISTING NETWORK (inside plan boundary)

Pervious Surface within
- County: 6%
- M-NCPPC: 81%
- POPS: 53%

Tree Canopy
- Coverage within
  - County: 14%
  - M-NCPPC: 36%
  - POPS: 20%

Parks & Public Spaces
- **Number:** 56
  - 5 County
  - 9 M-NCPPC
  - **42 POPS**
  (PRIVATELY-OWNED PUBLIC SPACES)

- **Size:** ~31.6 acres
  - 5% County
  - 64% M-NCPPC
  - 31% POPS

Largest Parks and Public Spaces by Ownership

There are no large parks at the core of downtown

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Size</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans Plaza</td>
<td>0.74 acres</td>
<td>Located closer to the core social gathering space</td>
</tr>
<tr>
<td>Jesup Blair LP</td>
<td>14.2 acres</td>
<td>Historic contemplative soccer basketball tennis playground</td>
</tr>
<tr>
<td>The Blairs</td>
<td>2.2 acres</td>
<td>Playground fitness area dog run small events</td>
</tr>
</tbody>
</table>

Silver Spring Downtown and Adjacent Communities Plan
February 2021  66
Jespur Blair Local Park

- Largest public park ~ 14.2 acres
- Entire Park is designated on the Master Plan for Historic Preservation.
- Most of its perimeter is either fenced or blocked by the rail.

J.Blar Boundary Access

68% fenced/block ped perimeter
Lack of Welcoming Places:

- Many of these small public spaces are formed by pulling back the building facade and filling space with artwork and landscaping, making the space appear private.
- These public use spaces are often separated from adjacent public sidewalks by low walls that have no steps, or lawn areas that are broken up by planting beds or retaining walls, making them unusable.
PARKS, PUBLIC SPACES & TRAILS

PIPELINE PROJECTS

M-NCPPC, Montgomery Parks - CIP

Inside boundary:
- 1 new park: Gene Lynch Park
- 1 renovation/updates: Acorn Urban Park,
- 1 stabilization: Jesup Blair Historic Building

Outside boundary:
- 7 renovations/updates: Woodside Urban Park, Sligo-Bennington Neighborhood Park, Sligo Creek SVU2, Sligo Cabin Neighborhood Park, Nolte Local Park, Sligo Avenue Neighborhood Park, Silver Spring Intermediate Neighborhood Park
PARKS, PUBLIC SPACES & TRAILS
WHERE THE NEW ANALYSIS WILL FIT WITHIN THE PARK ANALYSIS?

TRADITIONAL APPROACH

SECTOR PLAN & DESIGN GUIDELINES DOCUMENT

TODAY’S FOCUS

map experiences
map shortages
existing conditions
prioritize areas
identify opportunity sites
select strategies
matrix of opportunities
run scenarios & evaluate impact

NEW APPROACH

ENERGIZED PUBLIC SPACES FUNCTIONAL PLAN: ACCESS, PRIORITY & SCENARIO ANALYSIS GIS TOOL
PARKS, PUBLIC SPACES & TRAILS

NEW: ENERGIZED PUBLIC SPACES PLAN ANALYSIS

ACTIVE

CONTEMPLATIVE

SOCIAL GATHERING

EPS METRIC:
WALKING ACCESS TO AMENITIES/EXPERIENCES + AMENITY’S COMMUNITY BENEFIT = EXPERIENCE POINTS/PERSON
PARKS, PUBLIC SPACES & TRAILS

LEVEL OF EXPERIENCES

ACTIVE EXPERIENCES/PERSON

CONTEMPLATIVE EXPERIENCES/PERSON

SOCIAL EXPERIENCES/PERSON

below average  at average  above average

below average  at average  above average

below average  at average  above average

Above Average (> 80th)  Above Average (60-80th)  At Average (40-60th)  Below Average (20-40th)  Below Average (< 20th)

Note: Results on level of experiences focus on demand and supply within the County.

lack of amenities, parks & integrated public spaces

Silver Spring Downtown and Adjacent Communities Plan

February 2021
## PARKS, PUBLIC SPACES & TRAILS

### RECAP - Parks and Public Spaces inside the plan’s boundary

| Parks & Public Spaces | Number: 56  
5 County  
9 M-NCPPC  
42 POPS |
|-----------------------|-------------------------|
| Size: ~31.6 acres  
5% County  
64% M-NCPPC  
31% POPS |

### How much land is covered by trees in different public spaces?

- County: 14%
- M-NCPPC: 36%
- POPS: 20%

### How much land is pervious in different public spaces?

- County: 6%
- M-NCPPC: 81%
- POPS: 53%

### NEED > welcoming & integrated parks & public spaces & amenities

- Recreational Experiences
  - > Shortage on Active Recreation

---

Silver Spring Downtown and Adjacent Communities Plan

February 2021 73
How Do People Get Around?
We have a lot of kids in the neighborhood and folks come driving through at alarming rates.

Traffic in DTSS can be pretty bad, along with parking during peak times. Seems like parking, infrastructure, hasn’t kept pace with housing growth.

Silver Spring is negatively impacted by its inability to safely separate road traffic from pedestrians.

Installation of a pedestrian bridge across the metro tracks would create more connectivity within the Downtown area.

I’ve stopped cycling because it is not safe.

Many of the sidewalks are somewhat narrow and not particularly pedestrian friendly and could be expanded to make it safer for everyone, including those with disabilities.

“Walkability is key.”

“I am worried about the traffic.”

“Walkability is key.”
TRANSPORTATION IN THE PLAN AREA

• The PLD and TMD are boundaries within the plan. The limits of these two boundaries are very similar, but the PLD extends further east of Silver Spring including properties to Fairway Court.

• The Silver Spring TMD provides concentrated services to encourage the use of transit and other commuting options in Montgomery County’s major business districts. TMDs have four broad goals:
  • Cut traffic congestion
  • Increase transportation capacity
  • Reduce air and noise pollution
  • Promote bicycle and pedestrian access

• The TMD also manages Non-Automobile Mode Share (NADMS) data.
PEDESTRIAN NETWORK
INFRASTRUCTURE

• The plan area demonstrates a pedestrian-oriented community that offers a wide variety of employment, commercial, and recreational amenities within walking distance of transit facilities and residences.

• Adjacent neighborhoods have slightly less pedestrian infrastructure than the downtown core.
PEDESTRIAN NETWORK
CROSSWALKS

Major state roads like Colesville and Georgia also provide more high visibility crosswalks than neighboring roads that provide more standard crosswalks.

High visibility Crosswalk: Georgia Ave at Wayne Ave

Standard Crosswalk: Ramsey Ave at Fidler Lane

No Crosswalk: Easley St at Grove St
TRANSIT

- The plan area offers a robust transit network
  - WMATA Metrorail Red Line-Silver Spring Station
  - WMATA Metrobus (20 routes)
  - Montgomery County Ride On bus (18 routes)
  - Marc Train
  - Peter Pan Bus Lines
  - University of Maryland-College Park Shuttle 111
  - MDOT/MTA Commuter bus routes (305, 315, and 325)
  - Greyhound Bus (Along Fenton Street)
  - Ride On Vango Free Circulator
  - FLASH Bus Rapid Transit- Service began October 14, 2020
  - The Purple Line - Schedule TBD

Map source: WMATA. Map is graphic representation and not to scale.
TRANSIT

• Ridership for the Silver Spring Red Line Metro station has reduced by 64% from 2019 to 2020

• In 2019 and 2020 Silver Spring Station had:
  • The 14th largest ridership compared to all other Metro stations.
  • The 6th largest ridership compared to all other Metro red line stations.

• Based on Walkscore’s criteria Downtown Silver Spring is recognized as having excellent transit with a transit score of 87. Transit is convenient for most trips.

Walkscore (www.walkscore.com) rates the degree to which neighborhoods are accessible to and proximate to neighborhood services. While primarily intended for individuals making real estate decisions, the Walkscore application provides a means to understanding accessibility within Silver Spring.
EXISTING BIKEWAYS

Four bikeway projects have been completed in the past few years:

- Bike lanes on Cameron St from 2nd Ave to Georgia Ave (9/18/2020)
- Separated Bike Lanes on 2nd Ave/Wayne Ave from Spring St to Georgia Ave (10/7/2019)
- Spring Street/Cedar Street (October 2017)
- Cameron Street bike lanes from Spring St to Georgia (Early 2018)

There are two bicycle parking stations in downtown Silver Spring, and 10 Capital Bikeshare stations.
PLANNED BIKEWAYS

UNDER CONSTRUCTION:
• Capital Crescent Trail
• Silver Spring Green Trail

DESIGN COMPLETE:
• Metropolitan Branch Trail
• Separated Bike Lanes between Planning Place and Cameron St

IN DESIGN:
• Neighborhood Greenway on Grove Street
• Separated Bike Lanes on Dixon Lane between Wayne Ave and Ripley St
• Separated Bike Lanes on Fenton St between Cameron Street and Philadelphia Ave
MICROMOBILITY

- 10 Capital Bikeshare stations
- Capital BikeShare for All
  - Free to qualified individuals who live and work in Montgomery County.
  - Includes ability to use e-bikes at no extra charge
  - Each bike ride can be up to 60 minutes

- Dockless Vehicles Program began in Spring 2018
  - 4 vendors available: Lime, Bird, Spin and Lyft

Lime Scooter
MICROMOBILITY
HOT SPOT ANALYSIS 7/2019-7/2020

This hot spot analysis identifies trends in micromobility usage within the plan area. Each hot spot represents the variability of user activity at a given location during specified time period.

Between July 1, 2019 and July 31, 2020:

• There were 262,740 micromobility events within the County. 49% of these events have occurred within the Silver Spring Master Plan Area (128,117).

Within Council District 5 (most of Silver Spring):

• The average trip length was approximately 1 mile.
• There were 181 average daily trips.
• 68% of Council District 5 activity occurred within the Master Plan boundary.
ROAD NETWORK
CLASSIFICATION

Wayne Ave - Arterial

Bonifant St - Business

Colesville @2nd - Major Highway

Legend
- Plan Boundary
- Planned BRT
- Planned Light Rail
- Major Highway
- Major Highway with Planned BRT
- Arterial
- Arterial with Planned BRT
- Arterial with Planned Light Rail
- Minor Arterial (Planned)
- Minor Arterial
- Residential Primary
- Business (Planned)
- Business
- Business with Planned Light Rail

Silver Spring Downtown and Adjacent Communities Plan
February 2021
TRAFFIC
INTERSECTION ANALYSIS

- There has been system-wide increase in congestion, but most intersections are not reaching capacity.
- The intersection that exceeds capacity is Colesville Road at Sligo Creek Parkway.
- Overall, traffic is relatively steady and can handle existing densities.
- Data collected indicates that all intersections are within the standard established by the Local Area Transportation Review/Transportation Policy Area Review (LATR/TPAR) Guidelines.

Note: The Montgomery County Planning Board recently adopted the 2020-2024 Growth and Infrastructure Policy. This establishes a new method for how intersection capacity will be evaluated in the County. A key revision to this policy is Montgomery County will no longer use LOS-based intersection delay as the performance metric to determine transportation adequacy for master plans.
**PARKING**

**PARKING MANAGEMENT**

- Downtown Silver Spring is part of the Montgomery County Department of Transportation (MCDOT) Parking Lot District (PLD).
- The communities adjacent to Downtown Silver Spring are Residential Parking Permit Areas (RPPA’s):
  - Restricted to residents and their visitors Monday - Friday 9am - 5pm
  - Residents pay a nominal annual fee $20 for the permit.
PARKING
DOWNTOWN

- MCDOT manages, maintains, and operates 10 garages and 5 lots with a total capacity of 9,692 and 1,100 metered parking spaces within Downtown Silver Spring.

- In 2018, 79% of the on-street meters were occupied during the peak period (12pm on a weekday).

- Garage 3 opened in February 2019 and Lot 20 has since been sold off and is being redeveloped into a market-rate multi-family building with first floor retail.

- There are also 11 private garages that provide parking for the public.
## PARKING

### PLD GARAGES AND LOTS

<table>
<thead>
<tr>
<th>Garage/Lot</th>
<th>Percent Occupied</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage 5/55</td>
<td>52%</td>
<td>1647</td>
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<tr>
<td>Garage 2</td>
<td>72%</td>
<td>1311</td>
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<tr>
<td>Garage 3</td>
<td>18%</td>
<td>155</td>
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<tr>
<td>Garage 4</td>
<td>91%</td>
<td>295</td>
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<tr>
<td>Garage 58</td>
<td>96%</td>
<td>1116</td>
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<tr>
<td>Garage 60</td>
<td>65%</td>
<td>1663</td>
</tr>
<tr>
<td>Garage 61</td>
<td>69%</td>
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<td>Garage 7</td>
<td>82%</td>
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<tr>
<td>Garage 9</td>
<td>28%</td>
<td>580</td>
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<td>Garage 16</td>
<td>45%</td>
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<td>Lot 18</td>
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<td>19</td>
</tr>
<tr>
<td>Lot 20</td>
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<td>39</td>
</tr>
<tr>
<td>Lot 29</td>
<td>70%</td>
<td>66</td>
</tr>
<tr>
<td>Lot 38</td>
<td>94%</td>
<td>21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>68%</strong></td>
<td><strong>9692</strong></td>
</tr>
</tbody>
</table>
How Resilient is Silver Spring?
“Build toward a future consistent with the imperative to mitigate climate change, reduce emissions, and promote public health.”

“This plan will be a success if addressing impacts of climate change as addressed in Thrive 2050- extreme temperatures and extreme weather events”

I would like to see more businesses take advantage of our office spaces and have a green idea like United Therapeutics.

Any changes should seek to minimize any loss of nature trees, and maximize new tree planting.

In this time of global climate crisis it is imperative that Silver Spring and Montgomery County preserves as much green space as possible.
UNDERSTANDING RESILIENCY
WHAT IS RESILIENCY?

The ability to anticipate, prepare for and respond to conditions, events, & disturbances related to climate change and pestilence.

Resiliency Requires:
1. New assessment strategies
2. Identification of risks
3. Steps to:
   - Prepare;
   - Respond;
   - Cope with conditions

Inter-agency Collaboration

- Office of Emergency Management & Homeland Security
- Montgomery County General Services
- Montgomery County Food Council
- Montgomery County Department of Health & Human Services
- Montgomery County Fire Rescue
- Silver Spring Urban District
- Department of Permitting Services
- Department of Environment
- Washington Suburban Sanitary Commission
- Potomac Electric Power Company (PEPCO)
- Department of Transportation
ENVIRONMENTAL ASSESSMENT
FULL SCOPE

**Standard Assessments**
- Tree Canopy Cover
- Tree Loss
- Air Quality
- Impervious Cover
- Watersheds/Water Quality
- Carbon Analysis

**NEW Assessments**
- Heat Island Index
- Surface Temperatures (Infrared)
- Temperature Projections
- Extreme Heat/Extreme Precipitation
- Stormwater Management & Performance
- Resiliency & Risks
- Food Security
The Clean Air Act identifies 6 regulated ambient air pollutants and sets limits on them.

In lower Montgomery County, Ozone and Nitrogen Dioxide exceed EPA’s standards.

Poor air quality impacts human health:
- May reduce lung function
- May cause respiratory symptoms & diseases

Ozone=NOx + VOC + Heat and Sun
HEAT & HEAT ISLAND EFFECT

FACTORS:

- Temperature
- Tree Cover
- Surface Color
- Surface Type
- Surface Material
- Wind
- Buildings/Shading
HEAT & HEAT ISLAND EFFECT
EXTREME TEMPERATURES

- July of 2020: 28 sequential days over 90°F
- Temperatures will continue to escalate
- **2.1°F** increase since 1895
- **6°F** expected increase in next 50-60 yrs

EXTREME HEAT IMPACTS

- Human health
- Infrastructure
- Increased energy demands
- Stress & mortality on crops, vegetation & wildlife
- Increased water temperatures & aquatic life mortality
- Increases in pestilence & insects

In the next 50-60 years Maryland average summer and winter temperatures are projected to increase by over **6°F**
SURFACE TEMPERATURE
INFRARED THERMAL ASSESSMENT

- Infrared thermal imaging camera used to measure surface temperatures
- Conducted over 6 days in July-August 2020
  * Readings taken in commercial, residential, industrial, & park zones

ABOUT RADIANT HEAT:
- Surfaces effect ambient temperatures
- Radiant heat varies with:
  - Shade
  - Surface material
  - Surface color
  - Street/building orientation

FLIR Camera
(Forward Looking InfraRed)
SURFACE TEMPERATURES: Impacts Heat Island

<table>
<thead>
<tr>
<th>Location</th>
<th>Air Temp</th>
<th>Date</th>
<th>In Sun</th>
<th>In Shade</th>
<th>Sun/Shade Difference</th>
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<td>136.9°F</td>
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<tr>
<td>Industrial Zone</td>
<td>94 °F</td>
<td>July 27, 2020</td>
<td>129.3°F</td>
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<td>32.3°F</td>
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<td>97.7°F</td>
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<td>108.9°F</td>
<td>97.7°F</td>
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<tr>
<td>Commercial Zone</td>
<td>93 °F</td>
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<tr>
<td>Parks &amp; Playgrounds</td>
<td>96 °F</td>
<td>July 21, 2020</td>
<td>115.1°F</td>
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<td>124.4°F</td>
<td>117.5°F</td>
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<tr>
<td>Astroturf</td>
<td>97 °F</td>
<td>July 3, 2020</td>
<td>144.4°F</td>
<td>95.0°F</td>
<td>49°F</td>
</tr>
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<td>144.4°F</td>
<td>95.0°F</td>
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</tr>
</tbody>
</table>

Silver Spring Downtown and Adjacent Communities Plan
February 2021
TREE CANOPY COVER & LOSS

35.42%
Residential

8.85%
Commercial

8.38%
Industrial

1.82%
Canopy Loss in 4 years
Commercial/Industrial zones

Existing Canopy Cover

Silver Spring Downtown and Adjacent Communities Plan
February 2021
iTREE ASSESSMENT: QUANTIFIED TREE FUNCTIONS

Data was collected from 1,632 trees in the plan area

iTree Quantified Annual Tree Benefits:
- Carbon Storage
- Carbon Sequestration
- Pollution Removal
- Oxygen Production

In Silver Spring, Trees Annually Provide.....

Carbon Storage: 600 tons/yr

Pollution Removal: 825.1 lbs/yr

Oxygen Production: 46.13 tons/yr

Carbon Sequestration: 17.3 tons/yr

$4.32 Million per Year Total Benefits

Trees assessed

Silver Spring Downtown and Adjacent Communities Plan

February 2021
LARGER TREES OUTPERFORM SMALLER TREES

iTree demonstrated larger trees significantly provide greater benefits:

Large Trees:
- Sequester more carbon
- Store more carbon
- Remove more pollutants
- Enhanced cooling/shade
- Reduce heat island
- Increase wildlife

**DBH = Diameter at Breast Height**

A standard method of measuring tree diameter at 4.5’ above the ground.
WATER AND WATER QUALITY

31\% or 38.2 ac

74\% or 169.6 ac

80\% or 9.5 ac

Fair Water Quality

No Data

Poor Water Quality

IMPERVIOUS COVER

WATERSHEDS
EXTREME PRECIPITATION

Facts:
* 71% Increase in Heavy Precipitation
* Precipitation will Continue to Increase

Extreme Precipitation:
* Increased Flooding
* Infrastructure Impacts
* Increased stress on vegetation & wildlife
* Increased disease and insect risks

71% increase in heavy precipitation from 1958-2012

Extreme Precipitation Forecasts
29 Developments since 2010

- 9 Given no waiver
  - 9 Met target treatment requirements
  - 2 Exceeded req’s (treat 2.2” of rain)
  - Majority treat 1.2” of rain
- 15 Given partial waivers
- 2 Given full waivers
- 3 Exemptions from compliance

INSUFFICIENT TREATMENT TO MEET PRECIPITATION FORECASTS
Where Do People Live?
It will be hard to build community with too many multi-family apartment buildings.

“I’m all for continuing to diversify the housing, especially near transit stops.”

Preserve the character of the residential neighborhoods.”

Concerned that those very historic and original homes that make our neighborhood what it is today will be taken away.

We need more housing for families. There aren’t many 3-bedroom apartments that aren’t expensive and have too many bathrooms.

“I’m all for continuing to diversify the housing, especially near transit stops.”

We need more affordable housing. That includes developing areas that are single family home designated areas and putting in multi family homes and apartments.”
• “Missing Middle” already exists in the Plan Area, namely in small apartment buildings located on the edge of the CBD and in the adjacent neighborhoods.

• Almost half of the rental units (45%) are considered family-sized, having 2 or more bedrooms.

Bedroom Mix (Rental Units)

- 51% Studios
- 30% 1-Bed
- 15% 2-Bed
- 4% 3-Bed
- 0.4% 4-Bed
- 4% Missing Middle (2-19 units)
- 20 or more units
Almost half of renters and one of five homeowners in the Plan Area are cost-burdened - spending more than 30% of their income on rent or housing costs.
HOUSING
AFFORDABLE HOUSING INVENTORY

The Plan Area is well served by affordable housing with over 2,000 income-restricted affordable housing units.

Affordable Housing by Type

- 56% Moderately Priced Dwelling Unit
- 29% Other
- 15% Low Income Housing Tax Credit

Legend:
- □ 0 - 20
- □ 21 - 44
- □ 45 - 68
- □ 69 - 109
- □ 110 - 160

Metro Line
Plan Boundary

Silver Spring Downtown and Adjacent Communities Plan

February 2021
**HOUSING**

**OWNER VS RENTER TURNOVER**

- Nearly 75% of homeowners in the Adjacent Communities have lived in their units since before 2010.
- Like the county, renter households in the downtown are quite transient, with 85% of households moving into their unit after 2010.
Rents have increased by over 30 percent in the downtown Silver Spring area since 2000. While rates have risen by a higher percentage in the county overall, rents in the Silver Spring area are more expensive than the rest of the county.
During the pandemic, rents in the Silver Spring have declined almost 7 percent – more than any other submarket in Montgomery County.
HOUSING
FOR-SALE MARKET: MONTGOMERY COUNTY & SILVER SPRING

- The Median Sales Price in zip code 20910 has risen by over 140% since 2000.

- In 2019, average Days on Market (DOM) declined to 30 days, and 32 days for the county – signaling a severely constrained supply for both the county and Silver Spring for-sale markets.
MISSING MIDDLE MARKET STUDY

- Housing Stock Analysis
- Zoning Analysis
- Market Analysis
- Interviews
- Case Study on Bushey Drive Site
- Study to be presented to Planning Board

Silver Spring Missing Middle Housing Tracker; coming soon to the plan website
What is the State of the Economy?
WHAT WE’VE HEARD: ECONOMIC DEVELOPMENT

We need large employers, more tech companies.

Love the many Ethiopian restaurants!

“I am concerned for the survival of independent businesses during and after the pandemic.”

Love the local, small independent businesses; would like to see a balance of entertainment options.

Would like to see more businesses take advantage of our office spaces.

Concerned about the economic stability and the turnover of chain restaurants.

We like the closely knit grouping of the stores, restaurants, gyms, metro, etc.
DOWNTOWN GROWTH FORECASTED TO OUTPACE COUNTY
FORECAST POPULATION AND HOUSEHOLD GROWTH, 2020-2045

FORECAST POPULATION AND HOUSEHOLD GROWTH, 2020-2045

Source: Round 9.1 Cooperative Forecast
## MODEST EMPLOYMENT GROWTH

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2018</th>
<th>Change (Absolute)</th>
<th>Change (Pct)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishments</td>
<td>1,247</td>
<td>1,297</td>
<td>50</td>
<td>4.0%</td>
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<tr>
<td>Employment</td>
<td>17,812</td>
<td>18,659</td>
<td>847</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

During this period, establishment growth in Silver Spring slightly outpaces establishment growth in the County, however, it falls short of employment growth in the County.
EMPLOYMENT CHANGE BY SECTOR: 2010-2018

Employment Growth Occurred in Primarily Non-Office Sectors

Data source: Quarterly Census of Employment and Wages microdata provided by the Maryland Department of Labor.
**TOP EMPLOYERS**

*Silver Spring has a few large companies to anchor the office market.*

<table>
<thead>
<tr>
<th>Business</th>
<th>Employees</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Traded Industries</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discovery*</td>
<td>1,200</td>
<td>Telecommunications/Entertainment</td>
</tr>
<tr>
<td>National Oceanic and Atmospheric Administration</td>
<td>1,200</td>
<td>Federal</td>
</tr>
<tr>
<td>United Therapeutics</td>
<td>300</td>
<td>Bio Science</td>
</tr>
<tr>
<td>Social &amp; Scientific Systems Inc</td>
<td>278</td>
<td>Data Science</td>
</tr>
<tr>
<td>American Nurses Association</td>
<td>200</td>
<td>Industry Association</td>
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<tr>
<td>Ullico Management</td>
<td>200</td>
<td>Financial &amp; Insurance Services</td>
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<tr>
<td>Dlh Holdings</td>
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<tr>
<td>Global Communities</td>
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<td>Federal Contracting</td>
</tr>
<tr>
<td>TV One LLC</td>
<td>121</td>
<td>Telecommunications/Entertainment</td>
</tr>
<tr>
<td>Aceco LLC</td>
<td>100</td>
<td>Construction</td>
</tr>
</tbody>
</table>

| *Local Industries*                           |           |                                               |
| Whole Foods                                  | 250       | Grocery                                       |
| Giant Food                                   | 200       | Grocery                                       |

Source: InfoGroup (2020), Montgomery County Planning Research & Strategic Projects

* Employee estimate adjusted by Research and Strategic Projects to reflect latest information available on employees remaining in Silver Spring
Commercial development dropped off substantially after 2010.
Silver Spring’s office market has been stable, if quiet, until Discovery’s move in 2019.
Silver Spring has had significant multifamily growth in the past decade.
Silver Spring’s vibrant local retail scene is a highlight for residents and visitors

- **Neighborhood Goods & Services**: National 90, Local 24
- **Food & Beverage**: National 99, Local 34
- **General Merchandise**: National 23, Local 31
- **Non-Retail Services**: National 100, Local 50

*Non Retail Services: Users of ground floor retail like professional offices (attorneys, accountants, architects, engineers, etc) day care/education facilities, or religious facilities that are not open to the public or do not offer goods or services without prior appointment.*

*Source: PES & &Access*
MINORITY-OWNED / MINORITY-SERVING

Silver Spring has a significant minority-oriented/serving retail cluster.

<table>
<thead>
<tr>
<th>Minority Group</th>
<th>NG&amp;S</th>
<th>F&amp;B</th>
<th>GAFO</th>
<th>NRS</th>
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<tbody>
<tr>
<td>East Asian, South Asian</td>
<td>23</td>
<td>19</td>
<td>3</td>
<td>1</td>
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<tr>
<td>South Asian</td>
<td>8</td>
<td>1</td>
<td>1</td>
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<td>Middle Eastern</td>
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<td>Latinx</td>
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<td>East Asian, Middle Eastern</td>
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<td>East Asian</td>
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<td>Caribbean</td>
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<tr>
<td>Black American</td>
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<td>1</td>
<td>1</td>
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<tr>
<td>Black African, South Asian</td>
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<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>Black African, Black American</td>
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<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Black African</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Minority Owned/Minority Serving: Businesses that are owned by or targeted toward residents who identify as only or as some combination of immigrant, Latino, Black, Asian, and some other race. Source: A Long Life for Long Branch, Montgomery County Planning Department, 2020.

* Source: &Access

* Source: Montgomery County Planning Department, 2020.
RETAIL AND OFFICE MARKET STUDY

CONSULTANT WORK

Scope:

• PES analyzed office and retail markets and identified potential for future growth.
• Interviewed business owners about current conditions.
• Coordinated effort with the consultants conducting the Retail in Diverse Communities Study.

Findings:

• Under optimistic conditions it may take 5 years for the market to reduce office vacancy to 9%. At the average absorption of the past decade, it would take 53 years.
• It may take up to 7 years for retail vacancy to decline from 11% to 5%.
How is the Community Supported?
We love having the library right here!

We need to abolish police and find more spaces for youth to spend time.

“We also need more shelter space and expanded services for homeless individuals.”

“The plaza in front of the civic building is a gem full of life and music and expression.”

There should be a community center downtown where adolescents can hang out safely after school.

Silver Spring needs more community centers, it’s pathetic how little we have considering the size of the community.

WHAT WE’VE HEARD: COMMUNITY RESOURCES
COMMUNITY RESOURCES

Existing significant Community Resources (most were recommendations from the 2000 plan):

1. Transit Center
2. Civic Center/Regional Services Center
3. Veterans Plaza
4. Fire Station
5. Courthouse
6. Library
7. Post Office
8. Progress Place
9. Montgomery College

Historic Buildings as Community Resources:
10. Old train station
11. Old fire station
12. Silver Theatre

*This list does not include the parks, open spaces and public parking facilities already discussed.*
ARTS & ENTERTAINMENT DISTRICT

24 Arts organizations

5 Performance spaces/theaters

53 Public art installations
How do we make Silver Spring the neighborhood that visitors to D.C. with an extra night in town must go see?

OPPORTUNITIES

- Transit, regional access
- Network of other arts organizations

CHALLENGES

- Safety (and perceptions of safety)
- Maintenance of streets and facilities
- Limited funding for the A&E District
- Affordability of space
- Limited late-night public transit
WHAT WE’VE HEARD: SCHOOLS

Ensure that there is enough school capacity to handle any increased development/density.

“We need more schools, or larger schools, to accommodate the increasing population.”

People have to leave when they can’t afford to raise families here or possibly want better public schools.

I love that my kids got to go to school with others of diverse cultural, religious, ethnic backgrounds.

Perhaps we can build multi-use buildings: school space on the lower floors, housing on the upper floors?

Consider a high school in downtown Silver Spring.

I like that my kids can walk to school.
MCPS CLUSTERS AND THE PLAN AREA

Schools Analysis Data Source: MCPS FY 2021 Educational Facilities Master Plan Projections
ELEMENTARY SCHOOLS

• Overall capacity of elementary schools serving the study area is expected to exceed the projected enrollment when currently approved capital projects are completed.
  • K-5 enrollment around the study area shows to have peaked and been on a decline during the last 5 years.
  • MCPS projects the enrollment to be relatively stable under existing conditions for the next 5 years.
  • Collective utilization rate of study area elementary schools is projected to be 87.4% in the 2025 school year.

Schools Serving the Study Area

• East Silver Spring ES
  • Sligo Creek ES
  • Woodlin ES
  • Forest Knolls ES
  • Highland View ES
  • JoAnn Leleck ES
  • Montgomery Knolls/Pine Crest ES

• New Hampshire Estates/Oak View ES
  • Roscoe R. Nix/Cresthaven ES
  • Rolling Terrace ES
  • Rock Creek Forest ES
  • Rosemary Hills/Chevy Chase/ North Chevy Chase ES
  • Flora M. Singer ES
  • Takoma Park/Piney Branch ES
PLAN BOUNDARY ELEMENTARY SCHOOLS

All elementary schools serving the Plan boundary are expected to operate at below 100% utilization rates within the next 5 years.

Enrollment Trends & Projections

- Enrollment has been relatively stable at Sligo Creek ES, and mildly declining at East Silver Spring ES and Woodlin ES in recent years.
- MCPS projects enrollment in these schools to remain stable under existing conditions for the next 5 years.

Planned MCPS Capital Improvement Projects

- A Major Capital Project with a significant increase in capacity has been approved at Woodlin ES with a scheduled completion date of 2024.
**East Silver Spring ES**
- Operates at reduced capacity as a Class Size Reduction (CSR) School.
- Classroom addition was completed in 2010 to relieve overutilization at Sligo Creek ES.

**Sligo Creek ES**
- Exited from CSR in 2011, leading to a non-capital capacity increase.
- Students were reassigned to East Silver Spring ES (2010 – 2012) to relieve overutilization.

**Woodlin ES**
- Exited from CSR in 2011, leading to a non-capital capacity increase.
- Capacity is expected to increase by 190 additional seats at completion of Major Capital Project.
Overall capacity of middle schools serving the study area is expected to be sufficient for the projected enrollment with completion of scheduled classroom additions.

- Middle school enrollment around the study area has shown strong growth in the last 5 years.
- MCPS projects the enrollment to stabilize over the next 5 years under existing conditions.
- Collective utilization rate of study area middle schools is projected to be 94.7% in the 2025 school year.

**Schools Serving the Study Area**

- Sligo MS
- Silver Spring International MS
- Takoma Park MS
- Eastern MS
- Francis Scott Key MS
- Silver Creek MS
- White Oak MS
Enrollment Trends & Projections

• Enrollment has been increasing in recent years across all three middle schools serving the Plan area.

• Over the next 5 years, MCPS projects the enrollment to continue to grow at Takoma Park MS, but to become relatively stable at Silver Spring Int’l MS and Sligo MS under existing conditions.

Planned MCPS Capital Improvement Projects

• A classroom addition project to relieve the overutilization at Takoma Park MS is scheduled to be completed in 9/2021.

• A classroom addition project to relieve the overutilization at Silver Spring Int’l MS has been approved to be completed by 2023.
**Takoma Park MS**
- Capacity expected to increase by more than 380 seats at completion of classroom additions in 2021.

**Silver Spring International MS**
- Schedule and scope of classroom addition project is subject to change.

**Sligo MS**
- Students were reassigned from Newport Mill MS during 2012-2014 due to the reopening of Flora Singer ES.
HIGH SCHOOLS

High schools serving the study area are expected to be relieved from overutilization through approved capital projects (@ Northwood and Woodward HS) and subsequent student reassignments.

- Enrollment in high schools serving the study area has been steadily growing over the last 5 years.
- MCPS projects the growth to continue for the next 5 years.
- Collective utilization rate of study area high schools is projected to be 94.9%* in the 2025 school year.

*Reflects modified utilization rate projections, according to the Annual School Test Guideline standards.

Schools Serving the Study Area

- Montgomery Blair HS
- Albert Einstein HS
- Northwood HS
- Bethesda - Chevy Chase HS
- Springbrook HS

Silver Spring Downtown and Adjacent Communities Plan

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PLAN BOUNDARY HIGH SCHOOLS

Enrollment Trends & Projections

• Enrollment has been steadily increasing in all three high schools serving the Plan area and has exceeded their capacities in recent years.

• For the next 5 years, MCPS projects the enrollment to continue to grow.

Planned MCPS Capital Improvement Projects

• A classroom addition project at Northwood HS has been approved to be completed by 2025.

• Woodward HS has been approved to reopen to relieve overutilization in the Downcounty Consortium high schools and Walter Johnson HS by 2025.
Northwood HS
- Reopened in 2004 to relieve overutilization at Einstein & Blair HS.
- Capacity expected to increase by nearly 1,000 seats at completion of classroom additions in 2025.

Albert Einstein HS
- Overutilization expected to be relieved by student reassignments following completion of capital solutions at Northwood and Woodward HS in 2025.

Montgomery Blair HS
- Overutilization expected to be relieved by student reassignments following completion of capital solutions at Northwood and Woodward HS in 2025.
STUDENT GENERATION RATES
MULTI-FAMILY STRUCTURES

• Student generation rates are generally used to estimate the number of students from residential development, based on the type and number of units proposed.

• Multi-family units built in the last few decades have been generating less students than older structures due to:
  • Smaller units with fewer bedrooms
  • Less affordable rental price

• Once fully occupied, the enrollment impact from multi-family structures generally remains consistent throughout the life of the building.

<table>
<thead>
<tr>
<th>Residential Unit Type</th>
<th>Silver Spring Downtown and Adjacent Communities</th>
<th>Montgomery County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plan Area</td>
<td>Study Area</td>
</tr>
<tr>
<td>All Multi-Family Units</td>
<td>0.08</td>
<td>0.32</td>
</tr>
<tr>
<td>High-Rise Units</td>
<td>0.06</td>
<td>0.13</td>
</tr>
<tr>
<td>Low-Rise Units</td>
<td>0.14</td>
<td>0.56</td>
</tr>
<tr>
<td>Multi-Family Units Built Since 2000*</td>
<td>0.05</td>
<td>0.05</td>
</tr>
<tr>
<td>High-Rise Units</td>
<td>0.05</td>
<td>0.05</td>
</tr>
<tr>
<td>Low-Rise Units</td>
<td>0.06</td>
<td>0.07</td>
</tr>
</tbody>
</table>

*Units built since 2000 were analyzed because previous Silver Spring CBD Sector Plan was adopted in 2000.
**Student generation rates data source: 2019-2020 school year MCPS student enrollment & Maryland Department of Assessments and Taxation property data.
Single family residential areas with little development activity may experience waves of enrollment growth from the turnover of existing units.

- Various factors may affect the turnover impact of a single-family residential area on school enrollment.
- The ability to track or project enrollment trends of individual single family residential areas is limited due to lack of historic data, but existing conditions are useful in understanding various growth patterns.

<table>
<thead>
<tr>
<th>Area (Census Tract)</th>
<th>SGR of Single Family Units</th>
<th>Households w/Child Under 18</th>
<th>K-12 Public School Enrollment</th>
<th>Average Family Size</th>
<th>Homes Sold in Last 15 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>7024.01</td>
<td>0.38</td>
<td>37.1%</td>
<td>91.6%</td>
<td>2.99</td>
<td>57.1%</td>
</tr>
<tr>
<td>7024.02</td>
<td>0.40</td>
<td>24.4%</td>
<td>93.6%</td>
<td>2.95</td>
<td>57.5%</td>
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<tr>
<td>7028</td>
<td>0.33</td>
<td>19.8%</td>
<td>82.0%</td>
<td>2.89</td>
<td>56.5%</td>
</tr>
<tr>
<td>7029</td>
<td>0.34</td>
<td>26.8%</td>
<td>71.8%</td>
<td>2.88</td>
<td>56.2%</td>
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<tr>
<td>Study Area</td>
<td>0.46</td>
<td>32.9%</td>
<td>89.3%</td>
<td>n/a</td>
<td>58.3%</td>
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<tr>
<td>County</td>
<td>0.48</td>
<td>35.4%</td>
<td>84.9%</td>
<td>3.34</td>
<td>59.2%</td>
</tr>
</tbody>
</table>

*Data source: 2013-2018 American Community Survey 5-year estimates (US Census Bureau)
What Should Be Preserved?
WHAT WE’VE HEARD: HISTORIC

“I want to make sure that the boundaries and character of historical neighborhoods adjacent to Downtown Silver Spring are preserved.”

Preserve downtown Silver Spring’s human scale historic buildings on Georgia Avenue, Colesville Road, and the 900 blocks of Bonifant, Thayer, and Silver Spring Avenue.

We fear radical rezoning that destroys the character of the historic neighborhoods adjacent to Downtown Silver Spring and by extension forces families to abandon them.

Preserve the small town architecture as well as architecture from different time periods.

I’d like to see a more inclusive history of Silver Spring told.

“More community art and historic monuments that represent the full diversity of the community and its history.”
HISTORIC RESOURCES
BACKGROUND INFORMATION AND GOALS

1. Update the historical context with a focus on underrepresented communities.

2. Evaluate resources presently listed in the Locational Atlas and Index of Historic Sites.

3. Architectural survey to identify additional historic resources.
HISTORIC RESOURCES
MASTER PLAN SITES

• Master Plan Sites include:
  1. Falkland Apartments
  2. Tastee Diner
  3. Montgomery Arms Apartments
  4. Riggs-Thompson House
  5. Silver Theatre and Shopping Center
  6. Silver Spring Armory
  7. Silver Spring Post Office
  8. Silver Spring Train Station
  9. Acorn Park and the Silver Spring
 10. NE1 DC/MD Boundary Stone
 11. Jesup Blair House
HISTORIC RESOURCES

LOCATIONAL ATLAS SITES

• Locational Atlas Sites include:
  1. Spring Garden Apartments
  2. Canada Dry Bottling Plant
  3. Silver Spring Volunteer Fire Department
  4. National Association of Dryers and Cleaners Institute
  5. North Washington Shopping Center

• All sites will be evaluated for listing in the Master Plan for Historic Preservation or other preservation tools.
HISTORIC RESOURCES
LOCALATIONAL ATLAS DISTRICTS

• Locational Atlas Districts include:
  1. Woodside District
  2. Silver Spring CBD District

• The Woodside Locational Atlas District is under evaluation as a recommendation of the Forest Glen/Montgomery Hills Sector Plan.

• The Silver Spring CBD Locational Atlas District will be evaluated for listing in the Master Plan for Historic Preservation or other preservation tools.
HISTORIC RESOURCES
INTERPRETIVE MARKERS

• Historic interpretation in Silver Spring includes various types of markers (public and private).
• Staff will analyze the markers to determine if the content reflects an inclusive history of Silver Spring.
HISTORIC RESOURCES
UPCOMING ARCHITECTURAL SURVEY

• Survey historic sites previously recommended for further study.
• Select survey of sites constructed before 1980.
• Select survey of sites associated with the revised historic context focusing on underrepresented communities.

Weller’s Dry Cleaning will be surveyed to record its Googie-styled (mid-century modern) commercial architecture.

The former Operation Research Institute building will be surveyed to record its architectural significance and its association with the picketing of the office of Carl Freeman by the Action Coordinating Committee to End Segregation in the Suburbs.
Where Do We Go From Here?
VISIONING