

Recommendation 3: Provide a grace period for compliance

To mitigate the immediate impacts of new policies on diverse retailers and other independent retailers who struggle to navigate new policies' cost implications, provide a grace period for businesses. For most policies, consider a grace period of six months to a year to enable business owners to seek solutions to adapt within their budgets.

Utilize the MOUs with the Diverse Retail Liaisons to help create factsheets to navigate required changes. The factsheets should include all of the policy changes and steps to navigate.

“There have been negative impacts from construction, where contractors are disrespectful and do not care that they are inhibiting sales at businesses”

**- PERSONAL SERVICES BUSINESS OWNER,
SILVER SPRING**

PLACEMAKING EFFORTS

Geography Assigned: Silver Spring, Takoma-Langley Crossroads, Wheaton

Placemaking is the process of shaping the public realm to maximize shared value and to strengthen the connection between people and the places they share, often achieved through the installation of public art, seating, or planters, and programming the space with frequent formal and informal community events. Placemaking must be iterative and ongoing to endure. At this point, Silver Spring, Takoma-Langley Crossroads, and Wheaton have opportunities to celebrate the cultural diversity apparent in their business and residential populations through

placemaking efforts. In addition to celebrating current cultures occupying the community, the area histories should be ingrained into physical form through design and storytelling.

Currently, urban districts and other community organizations provide mutually beneficial public services to businesses and property owners within their specified geographic areas. Commonly, these are the organizations that manage placemaking efforts, addressing concerns of safety, cleanliness, homelessness, and marketing. There is an opportunity to utilize these organizations to serve diverse retailers' needs better through increased marketing and promotion activities.

Recommendation 1: Silver Spring

Utilize public art, programming, and marketing to celebrate the Black American, African, and Caribbean business community. Existing efforts such as the Taste the World and Ethiopian Festival events and the neighborhood's historical markers serve as an example of placemaking efforts to continue.

Recommendation 2: Takoma-Langley Crossroads

This community has the opportunity to utilize the optional method of development to integrate public art and programming that celebrates the Hispanic business and residential population into redevelopment projects. Explore other opportunities to incentivize real estate developers to reach the same outcome if the optional method is not utilized.

Recommendation 3: Wheaton

Utilize the recently developed plaza to host programming and install public art that promotes existing businesses' diversity. The programming should highlight the study area's businesses and encourage attendees of the events to visit their stores during and after by deploying marketing tactics.

PRIORITIZED TOOLS BY CLUSTER

SILVER SPRING

Silver Spring's primary cluster of diverse retail is Fenton Village. The neighborhood benefits from the Fenton Village Overlay Zone and organizational support. Diverse retail businesses in this area have been hindered by construction and they struggle to access resources. They are concerned about maintaining their leases, especially during the COVID-19 pandemic. The following tools were identified as the priority to address many of these concerns:

- Diverse Retail Liaison
- Small Business Impact Policy
- Legacy + Minority Business Designation
- Bill of Rights
- Loan Pool

WHEATON

In Wheaton, the M-NCPPC office building recently opened, altering the neighborhood's core subdistrict where a concentration of diverse retailers exists in small parcels with disparate ownership. Overall, the neighborhood's retailers are concerned about accessing resources, understanding their leases and rights as commercial tenants, and visibility to consumers — especially for retailers located in the inner blocks. Prioritize the following tools for Wheaton's diverse retailers continued preservation and growth:

- Diverse Retail Liaison
- Legacy + Minority Business Designation
- Bill of Rights
- Placemaking Efforts
- Loan Pool

TAKOMA-LANGLEY CROSSROADS

Takoma-Langley Crossroads has the most significant potential for the redevelopment of large shopping centers at the intersection of New Hampshire Avenue and University Boulevard. Redevelopment could displace the 67 diverse retailers that call the community home. Purple Line construction and rent escalations also exacerbate businesses' current ability to produce revenue. To increase the short-term viability of the tenants while creating opportunities for diverse retailers to occupy newly constructed space after redevelopment, consider the following:

- Diverse Retail Liaison
- Overlay Zone
- Legacy + Minority Business Designation
- Loan Pool
- Bill of Rights