

Appendix F: Visioning and Plan Development

SILVER SPRING
DOWNTOWN AND ADJACENT COMMUNITIES PLAN





Visioning Briefing

Montgomery Planning

6/3/2021 1

PLAN TIMELINE



STAKEHOLDER VISIONING GOALS

Allow community members to:

- Contribute thoughts and ideas to the vision in a tactile way.
- Talk to other participants at the table/group – share ideas and discuss with other community members.
- Meet planners one-on-one and engage them on their subject matter.
- Allow stakeholders to engage directly with the team, or on their own time.

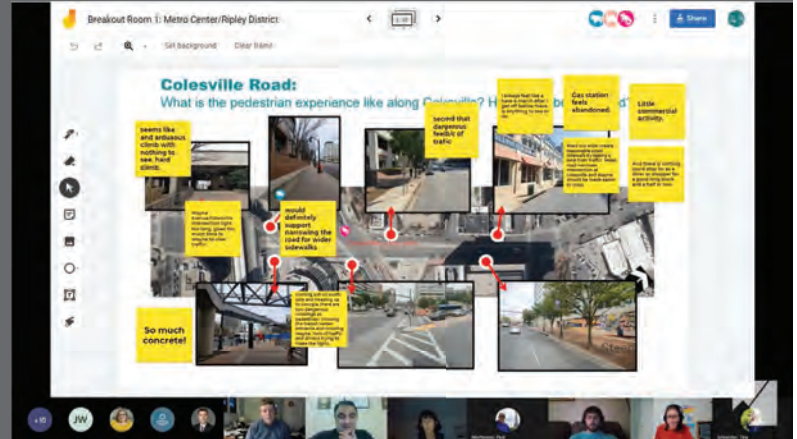
VISIONING

- Six (6) interactive online visioning sessions by area
- “Chat with a Planner” series in May
- Web-based visioning:
 - ReactMap
<https://mc.reactmap.com>
 - On-demand videos of workshops



VISIONING WORKSHOPS: STRUCTURE

- Intro to plan and visioning
- Breakout into two groups
- Groups facilitated by four staff members
- Guided visioning activities using a digital whiteboard where ideas, thoughts and comments were recorded by staff.
- Come back together in main session to share and reflect.



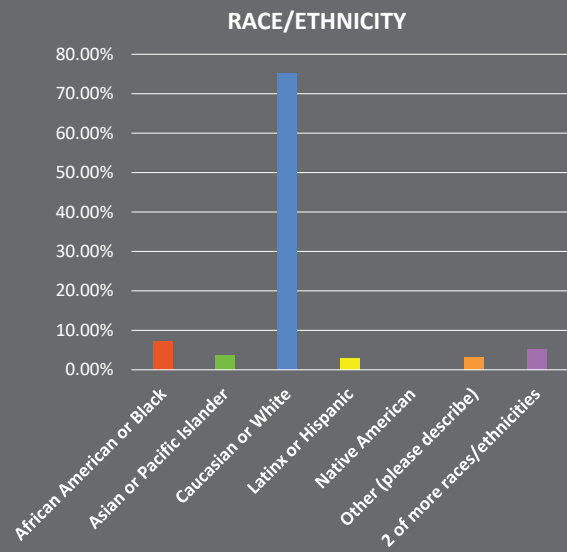
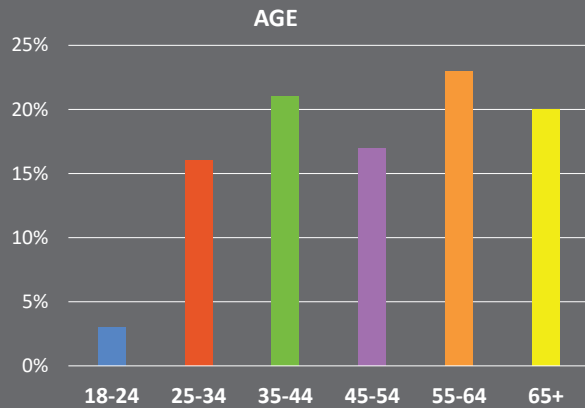
WHO PARTICIPATED?

- 151 unique participants in live virtual Visioning events; many participated in multiple sessions
 - 74 responses to post-event survey
 - 47% responded that a Visioning event was their first SSDAC event
- Before Visioning, we had approximately 700 subscribers to the eLetter, and as of this week we have 847.
- Over 500 comments on ReactMap

Visioning Session Attendance	
South Silver Spring	26
Metro Center/Ripley District	21
Fenton Village	27
North Silver Spring	35
Adjacent Communities (1)	40
Adjacent Communities (2)	55

WHO PARTICIPATED?

These charts reflect ONLY the participation in the live online visioning events based on survey responses.



INCREASING PARTICIPATION

Alongside the online visioning events, we have continued to meet with smaller groups to increase participation and awareness among groups who have not previously been involved with the plan:

- Group of local Ethiopian community leaders
- Office of Community Partnerships community liaisons
- Silver Spring small business owners
- Maryland Black Chamber of Commerce
- Civic Building Users (through partnership w/Eric Rasch)



KEY TAKEAWAYS

Downtown area was divided into four sessions:

- South Silver Spring
- Metro Center/Ripley District
- Fenton Village
- North Silver Spring



KEY TAKEAWAYS

South Silver Spring takeaways:

- More open space
- Affordable housing on under-utilized sites
- E-W Hwy as more of a retail spine than it is today
- Improve the connection across / under the rail – feel cut off
- Georgia Ave pedestrian challenge is more about crossing Georgia than walking along it
- Community in favor of improving JBP and making it a destination



KEY TAKEAWAYS

Metro Center/Ripley District takeaways:

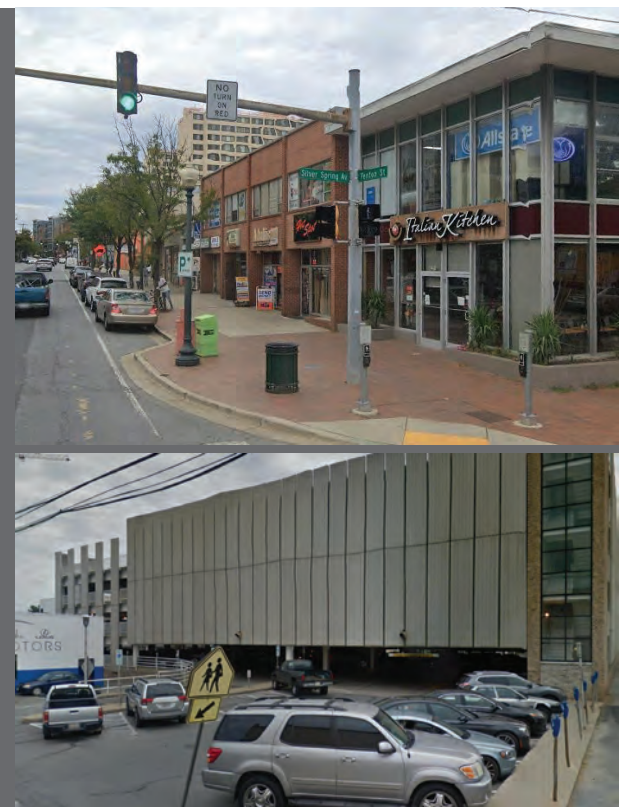
- Walk from transit center to Georgia is challenging, uncomfortable pedestrian environment
- Upon arrival at the transit center “you have no idea where you are, or where to go”
- While people appreciate the multi-modal transit center, lack of enthusiasm for arrival experience.
- Purple Line along Bonifant will be transformative; needs to be well-designed; welcoming
- Excitement about short-term and long-term potential for WMATA site at transit center



KEY TAKEAWAYS

Fenton Village takeaways:

- Enthusiasm around diverse, unique atmosphere that exists today, with a strong desire to preserve it
- Fenton Street is a key pedestrian spine but could benefit from improvements; including places to sit down/relax along the way
- Lack of open space/gathering space in Fenton Village
- Consensus that east side of Georgia Ave is more comfortable than west side, but many opinions about increasing density/height along Georgia
- Parking Garage 4 is key opportunity site for this area



KEY TAKEAWAYS

North Silver Spring takeaways:

- Colesville/Georgia intersection is for cars; not the center of downtown SS
- Ellsworth Place/Civic Building/Plaza = “heart of downtown SS”
- Garages in North SS key to support destinations on Colesville but also may be redevelopment sites
- Considerable enthusiasm around new rec/aquatic center at Elizabeth Square; potential for that area to become new center of activity



KEY TAKEAWAYS

Adjacent Communities takeaways:

- Concerns about Missing Middle Housing:
 - Community losing opportunity to provide input on proposed development projects
 - Potential lot aggregations
 - Concern about maintaining “house-look” not just “house-scale”
 - Concern about on-site parking and loss of green space / trees
 - Increase in people results in more congestion/traffic
 - Concern that developers would see this as an opening to build tall apartment buildings, even if that is not permitted in the zoning



KEY TAKEAWAYS

Adjacent Communities takeaways:

- Support for Missing Middle Housing:
 - Support for maintaining the diversity of the neighborhood
 - Desire to see more housing types and units sizes in the adjacent neighborhoods
 - 2, 3, and 4 unit “house-scale” buildings that fit within current zoning envelope would be appropriate



VISIONING: THEMES



VISIONING: THEMES

DIVERSITY

- Strengthen the unique retail market in Silver Spring with its diverse mix of independent stores, restaurants, and arts and entertainment experiences.
- Provide more diverse housing types and preserve existing affordable units to serve individuals and families of all ages, incomes, and backgrounds.
- Celebrate the past, present and future of the diverse cultures that are part of the Silver Spring community.

VISIONING: THEMES

RESILIENCY

- Develop tools for the downtown core to be more adaptable and responsive to climate-related challenges.
- Through public realm improvements and support of independent businesses, encourage economic growth that will be resilient into the future.

VISIONING: THEMES

CONNECTIVITY

- Improve access to a welcoming, public open space network that meets the needs of both people and the environment.
- Enhance and reinforce the pedestrian and bike networks to encourage reduction of cars in the plan area.
- Safely connect across the Metrorail to increase accessibility to all downtown neighborhoods

VISIONING: THEMES

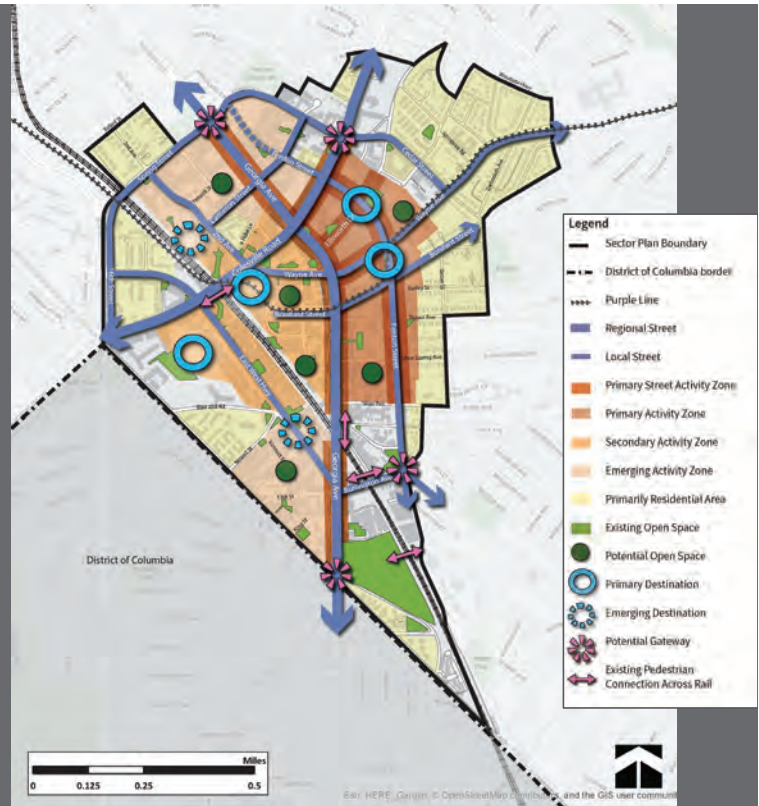
COMMUNITY HEALTH

- Ensure safe access to a diversity of green spaces, active recreation opportunities, food sources and community amenities.
- Provide a healthier, cooler, more comfortable pedestrian experience along streets and open spaces.

DRAFT CONCEPT FRAMEWORK PLAN

The Concept Framework Plan aims to identify key components of the existing urban fabric, overlaid with issues that emerged during Visioning.

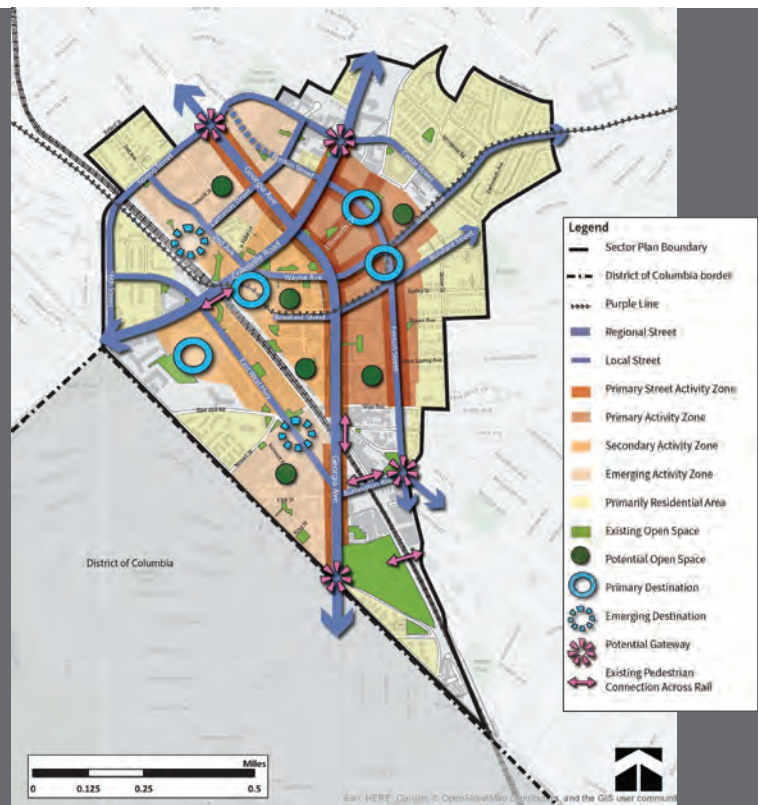
The goal of the Sector Plan is to build upon this structure and lay the groundwork for a more cohesive urban fabric for the next 20 years.



DRAFT CONCEPT FRAMEWORK PLAN

This diagram highlights:

- Existing activity areas
- Emerging activity areas
- Areas that are mostly residential (not mixed-use)
- Key destinations in the downtown
- General locations where potential new open spaces were discussed
- Connections/transitions into the downtown and over/under rail



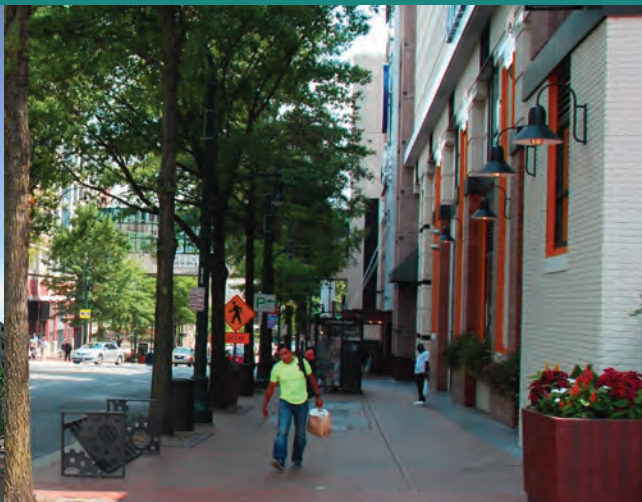
NEXT STEPS

- Staff will be working on writing draft recommendations over the summer
- July 29th presentation to the Planning Board on Key Preliminary Ideas for Planning Board input
- Draft recommendations to be presented to the community in the fall
- Working Draft to Planning Board in late October



SILVER SPRING

DOWNTOWN AND ADJACENT COMMUNITIES PLAN



Visioning Briefing

SILVER SPRING

DOWNTOWN AND ADJACENT COMMUNITIES PLAN



Key Preliminary Ideas

Montgomery Planning

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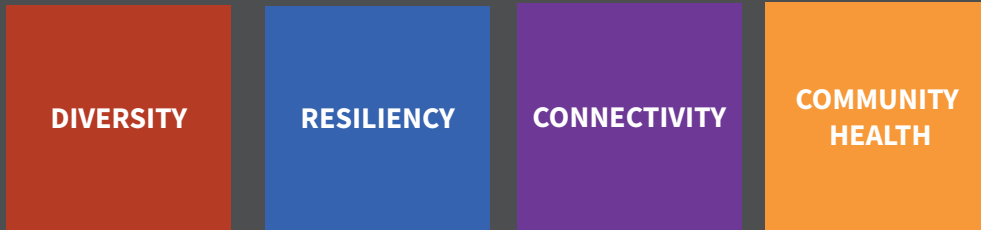
PLAN TIMELINE



Silver Spring Downtown and Adjacent Communities Plan

7/29/2021 2

VISIONING THEMES



VISIONING THEMES



VISIONING THEMES

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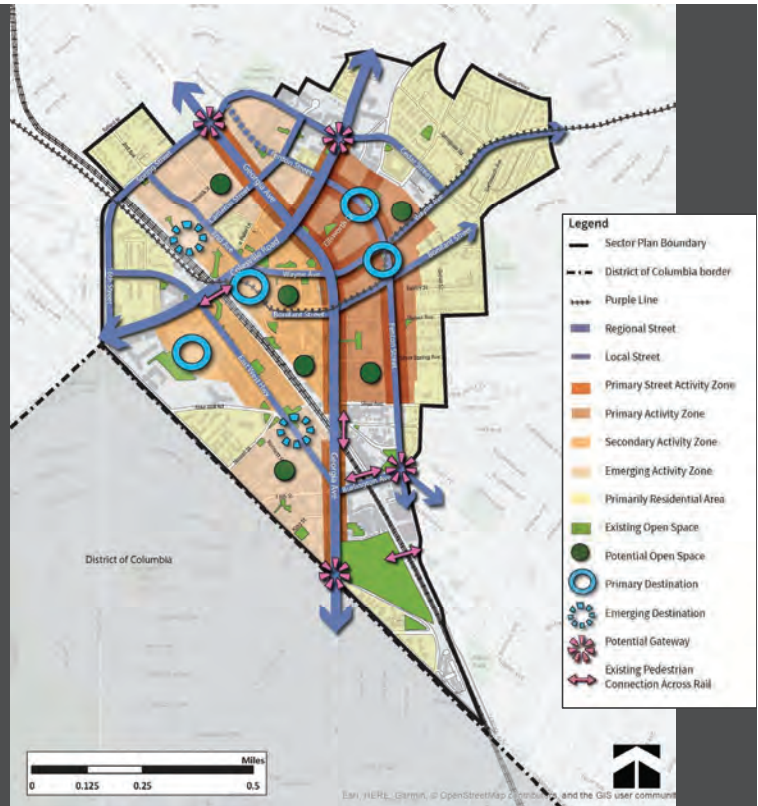
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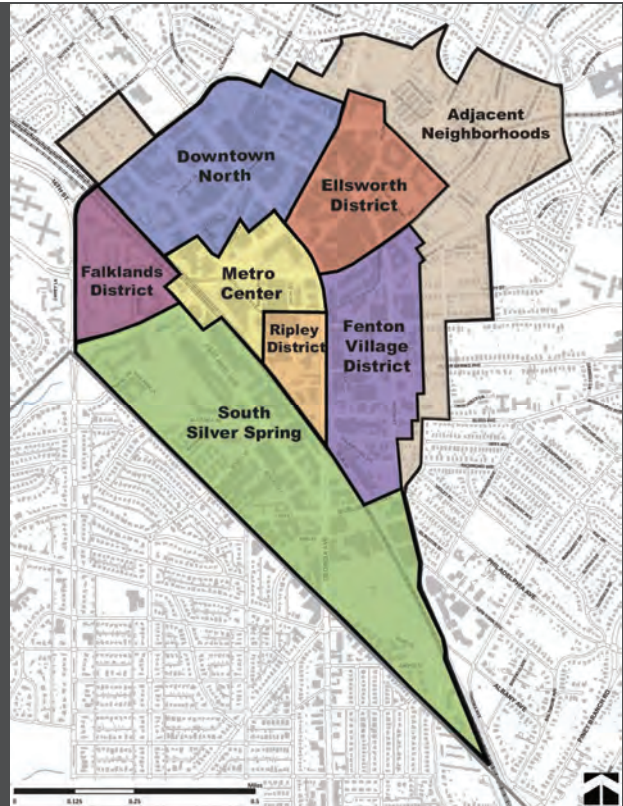


SILVER SPRING IN 2040 WILL BE....



DISTRICTS

- Downtown is divided into seven districts
- As the team develops the working draft, there will be both area-wide and district-specific recommendations



ELLSWORTH DISTRICT



As the “heart of Silver Spring;” Ellsworth will remain a destination for people from all over the region. Art, retail, food, entertainment all come together here to create a lively experience that celebrates the **DIVERSITY** of Silver Spring.



FENTON VILLAGE



Fenton Village will be a vibrant retail and cultural district with a new central gathering space along a greener, more **RESILIENT** Fenton Street. Small businesses will continue to thrive here as people stroll down Fenton Street looking for their favorite new restaurant.



METRO CENTER



Visitors will emerge from the Metro to an active plaza in the commercial center of Silver Spring. Creative and colorful wayfinding will **CONNECT** pedestrians with their destination as they grab their morning coffee and marvel at the local artists whose work has transformed the arrival to downtown.



RIPLEY DISTRICT



Ripley is where you live to be close to the action; a short walk from the Transit Center and Fenton Village, it will emerge as a micro-neighborhood with a new open space and a **CONNECTION** to a regional bike trail.



SOUTH SILVER SPRING



South Silver Spring will evolve into a bustling, **HEALTHY COMMUNITY** with new residential buildings and retail storefronts, a new urban park, a more walkable and comfortable connection to Jesup Blair Park, and a safe and exciting **CONNECTION** across the Metrorail tracks to the Ripley District.



DOWNTOWN NORTH



This emerging district will become a mixed-use neighborhood with an influx of new workers and residents. Cameron Street will be reimagined as a multi-modal, **RESILIENT** street that will connect the district from United Therapeutics' campus at the east to the new South County Recreation Center at the west.



FALKLANDS: VISION



This district of low-rise apartments is notable for its lush, green surroundings; an oasis at the edge of downtown Silver Spring. While the southern half of the complex is a historic site, the plan reserves flexibility on the northern half of the site for future redevelopment.



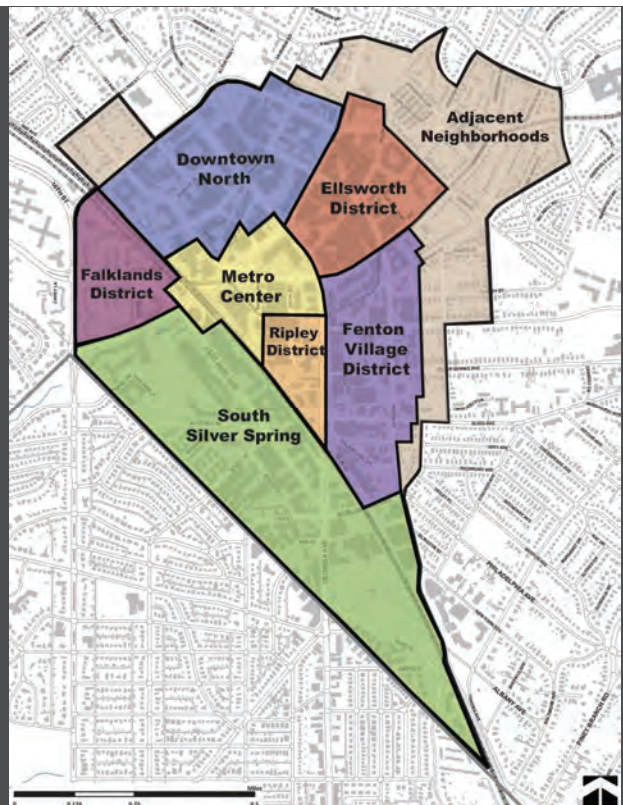
ADJACENT COMMUNITIES



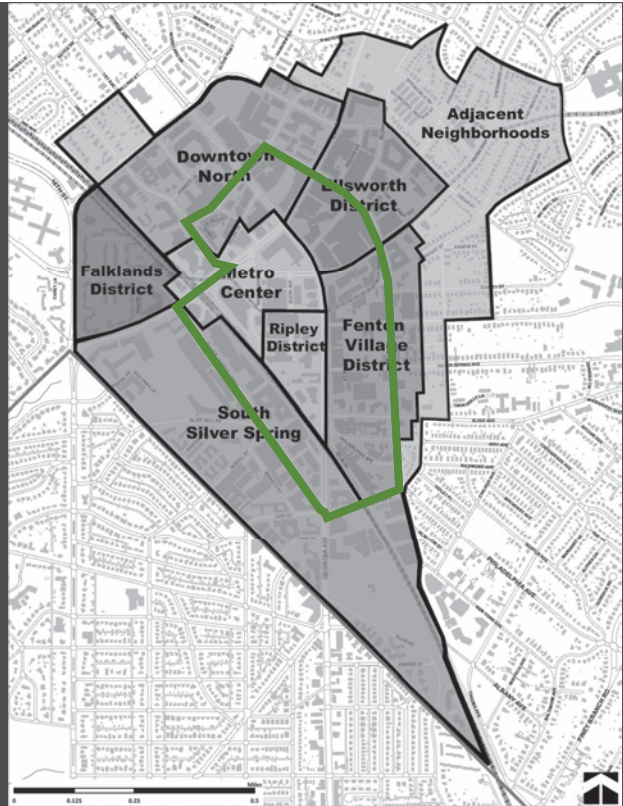
These blocks will remain largely residential, with strong pedestrian and bike connections into the center of downtown. A variety of **DIVERSE** housing types will crop up over time allowing a wider range of residents to enjoy proximity to the downtown core.



CONNECTING THE DISTRICTS

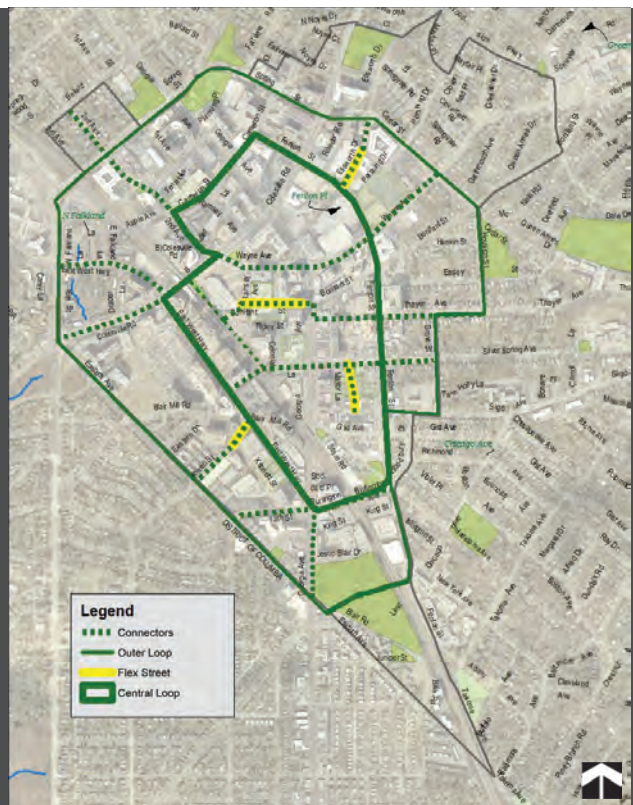


CONNECTING THE DISTRICTS



GREEN LOOP

One complete green street loop that links the districts; allows people to move through Silver Spring on a multi-modal, cool and comfortable route.



PARKS – SIZE + NUMBER

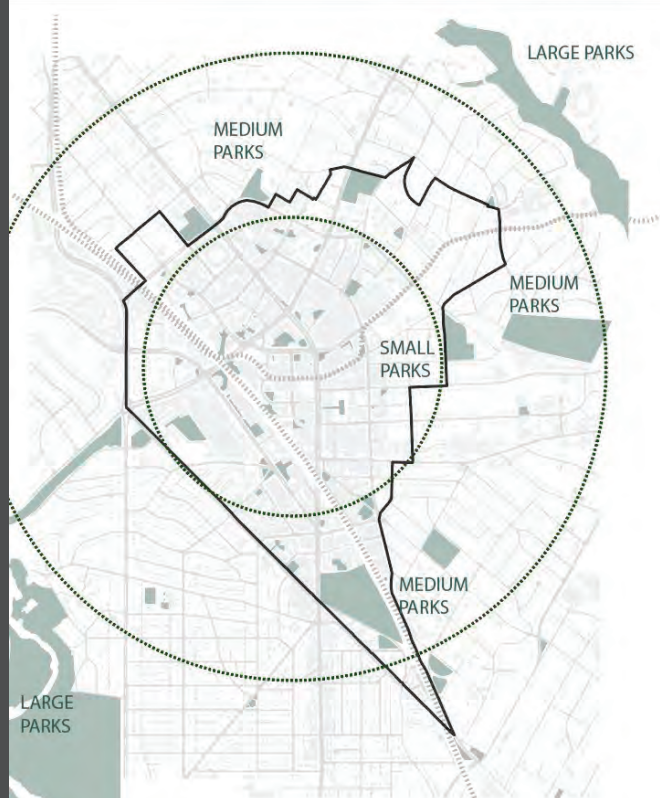
Closer to SS Downtown

- < park/public spaces sizes
- > number of parks/public spaces

Away from Downtown

- > park sizes
- < number of parks/public spaces

More people, less parks/public spaces



PARKS – HIERARCHY

System of open spaces based on: roles of each type of open space.

For the Sector Plan Area:

- Active Recreation Destinations
- Central Civic Green
- An interconnected system of sidewalks and trails to connect parks and open spaces
- Wooded areas that will provide a sense of contact with nature

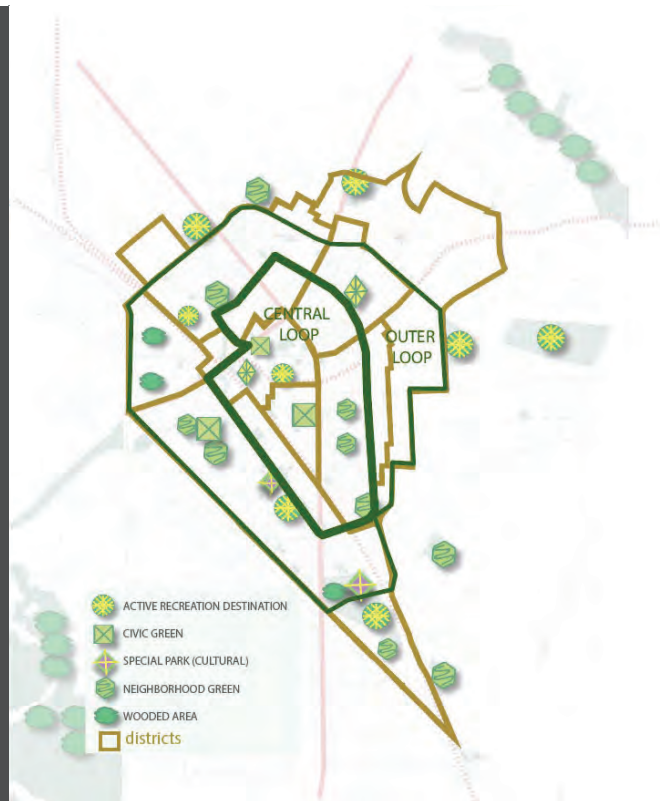
For each Neighborhood:

- A neighborhood green
- Walk-to recreational amenities

For each Block: Space for public square, plaza or green area

For each Building: Space for outdoor recreation space

For each Residence: Private outdoor space



GREEN LOOP

DIVERSITY

RESILIENCY

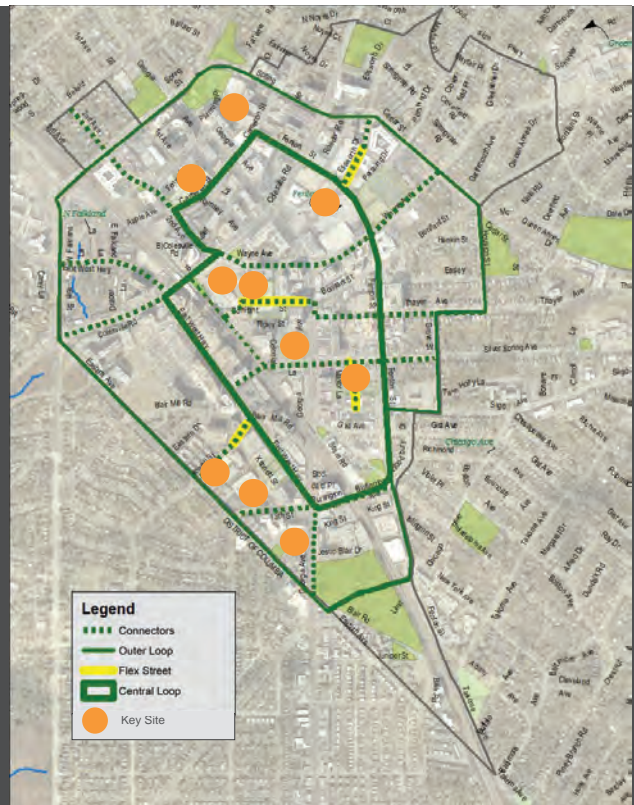
CONNECTIVITY

COMMUNITY HEALTH



KEY OPPORTUNITY SITES

- Many of the key opportunity sites are on green loop connectors.
- Increased **connectivity** along **resilient** streets contribute to these site's development potential.



KEY SITES: ELLSWORTH



KEY SITES: FENTON VILLAGE – Parking Lot 4



- Opportunity for significant development garage 4 site
- Retail
- Affordable Housing
- Public Space on Green Loop
- Connection to Ripley via Silver Spring Ave
- Connected to the Green Loop

KEY SITES: FENTON VILLAGE – Parking Lot 4

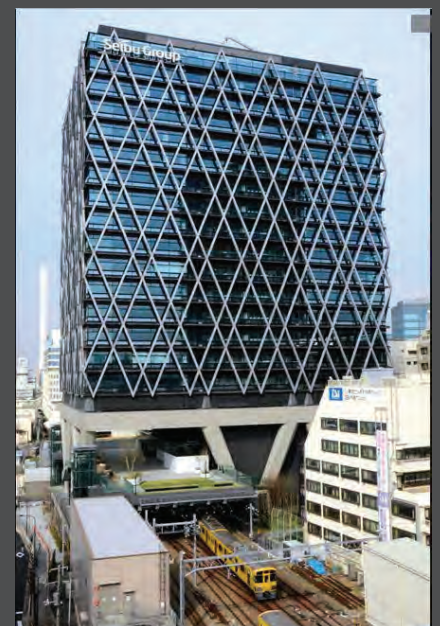


View of Parking Lot 4 Site looking west. Public Space on Fenton Street and the Green Loop



View looking southwest.

KEY SITES: METRO CENTER/RIPLEY



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KEY SITES: METRO CENTER/RIPLEY



View of Parking Lot 5 site looking east over Bonifant St.



View of Parking Lot 5 site looking west at Bonifant and Dixon St.

KEY SITES: RIPLEY DISTRICT



- Opportunity for significant development with 2-story base
- Retail
- Green space
- Potential connection to MBT
- Pedestrian Connection across tracks to South Silver Spring
- Maintain 40' façade heights along Georgia Ave before stepping up heights.

KEY SITES: RIPLEY DISTRICT



View west of Ripley District showing green space, a new mixed use on Georgia Ave and pedestrian bridge over tracks.



View east of Ripley District showing pedestrian bridge over the Metro/CSX tracks connecting to South Silver Spring.

KEY SITES: SOUTH SILVER SPRING



- Several sites are key opportunities for multifamily developments.
- Several potential open spaces to be connected in a green pedestrian network to Jesup Blair Park.
- Permitting additional height on some of these sites may make redevelopment more achievable.

KEY SITES: SOUTH SILVER SPRING - 7-11 Site

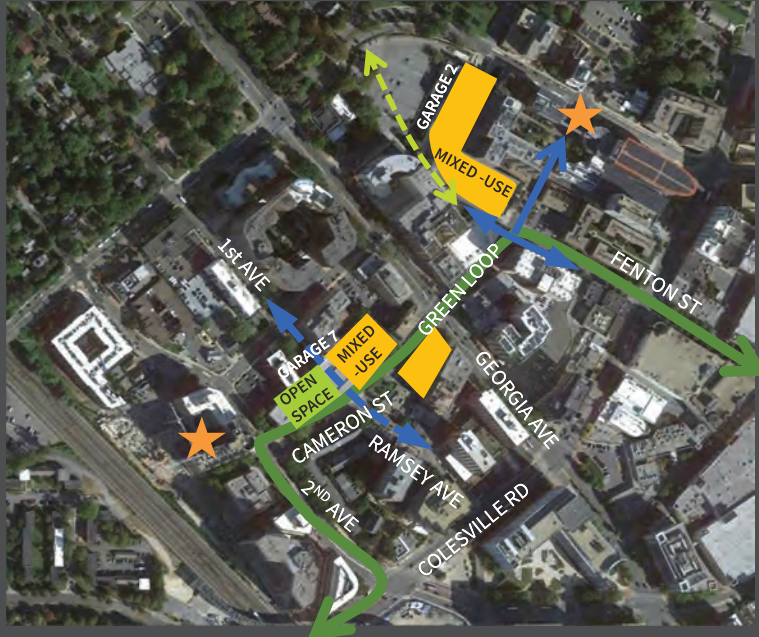


Plan View of 7-11 site at King St and Georgia Ave



View northwest showing existing community garden and 125' mixed used development per existing zoning

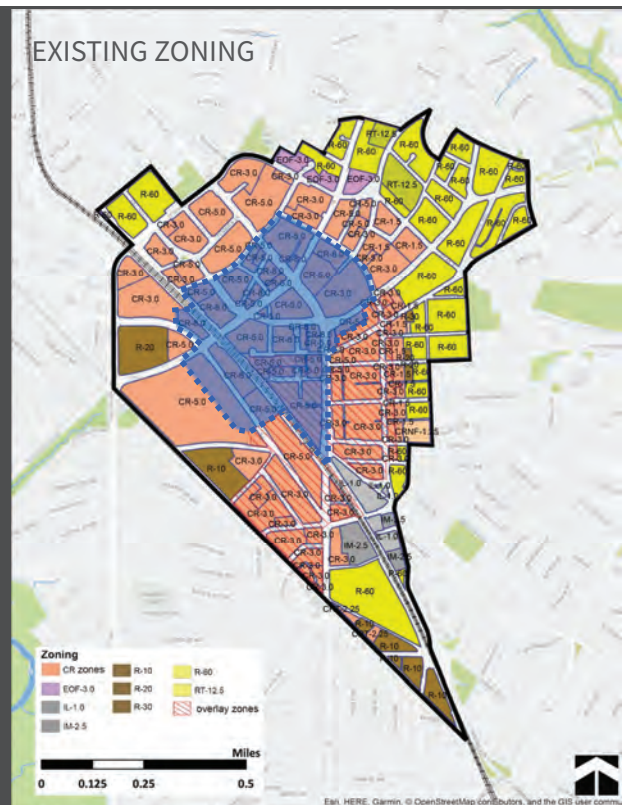
KEY SITES: DOWNTOWN NORTH



- Cameron Street as a key link between UT and Elizabeth Square –
- Existing parking garages are key mixed use development opportunities
- Mixed use sites and open spaces connected by the Green Loop

ZONING: NEW TOOLS

- Increase flexibility in CR zone
 - Height Incentive Area
 - Provide benefits in order to achieve max height (up to 300')
- OR
- District-Specific Public Benefit Prioritization
 - Identify Public Benefits (optional method) that are priorities in each district

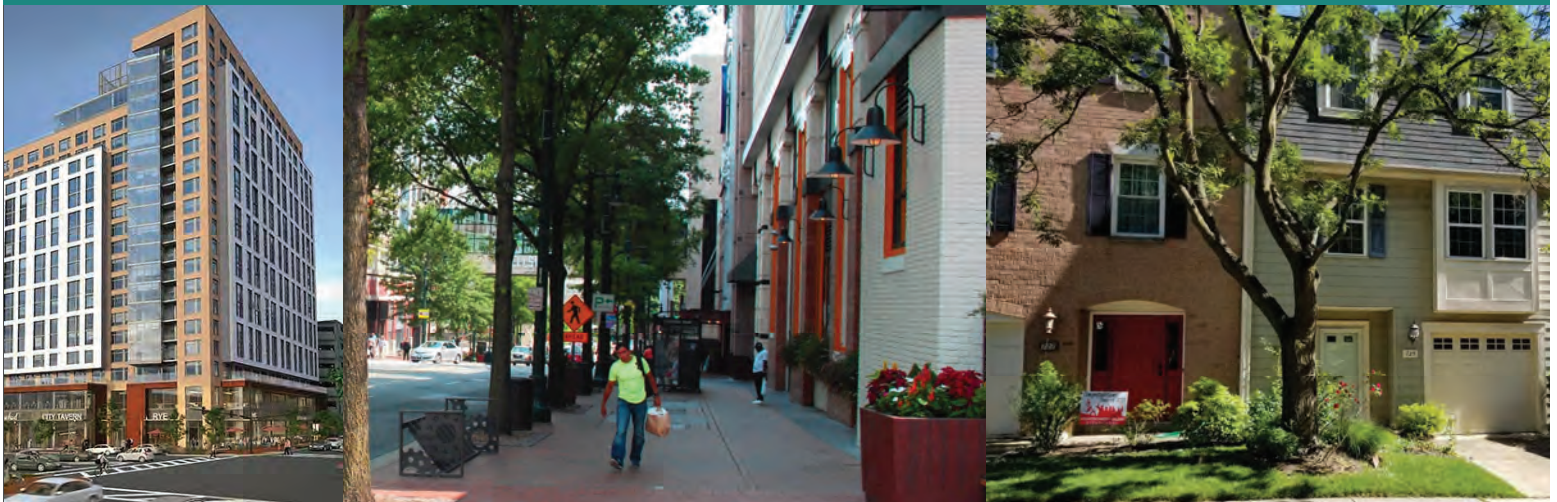


IDEAS IN PROGRESS

- Affordable housing policy
- Cool Streets Design Guidelines (MwCOG TLC grant)
- Support for independent businesses (inspired by *Retail in Diverse Communities Study*)
- Support for the arts and entertainment district
- Concept plan for Jesup Blair Park



SILVER SPRING DOWNTOWN AND ADJACENT COMMUNITIES PLAN



Key Preliminary Ideas



Plan Update

 Montgomery Planning

9/30/2021 1

AGENDA

- Schedule update
- Follow-up re: Metrorail at Jesup Blair Park
- Historic Preservation Update:
 - Summary of completed existing conditions scope
 - History of Silver Spring

PLAN TIMELINE



INFILL STATIONS

An infill station is a new planned station located between two existing stations.



INFILL STATIONS

An infill station is a new planned station located between two existing stations.

Infill stations in urban areas are typically considered in locations where density has increased to the point where there is sufficient (or planned) demand for an additional station to capture riders who are not within a walkshed from adjacent stations.



INFILL STATIONS

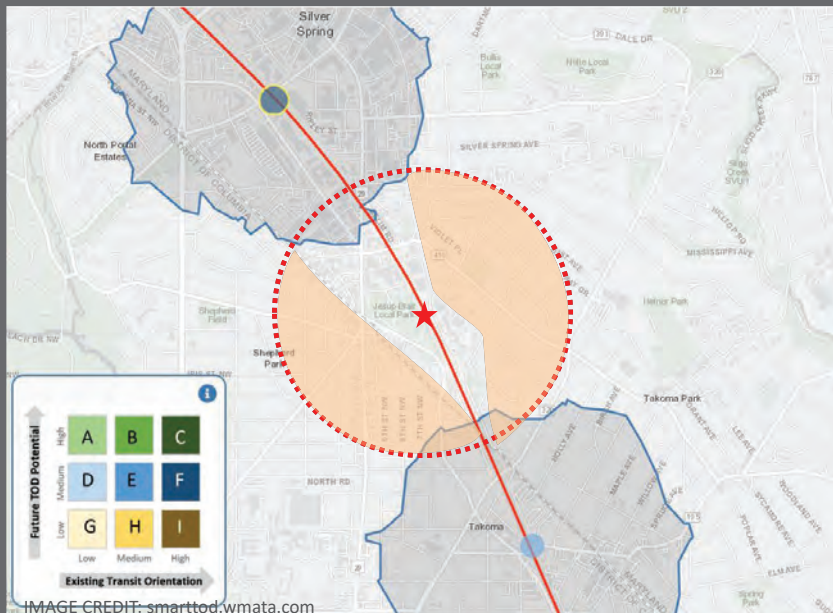
- Jurisdiction interested in infill station presents the request to WMATA
- Needs to meet best practices
- Requires Metro Board approval
- Jurisdiction finances the implementation and secures the funding
- Operations costs are shared across jurisdictions



BEST PRACTICES

- RIDERSHIP:
 - Ridership walkshed of ½ mile / ten minute walk at urban infill stations
 - Typical target ridership at a new infill station: ~ 5000 - 7000 riders
 - Typical desired minimum density around station ~ 18 DU/acre minimum
- SITE CONSIDERATIONS:
 - Ideal location is along a straight (not curved) track
 - Both length (minimum of 800') and east-west space for platforms is a consideration
 - Would need to relocate CSX tracks; impact Park space.

RIDERSHIP WALKSHEDS

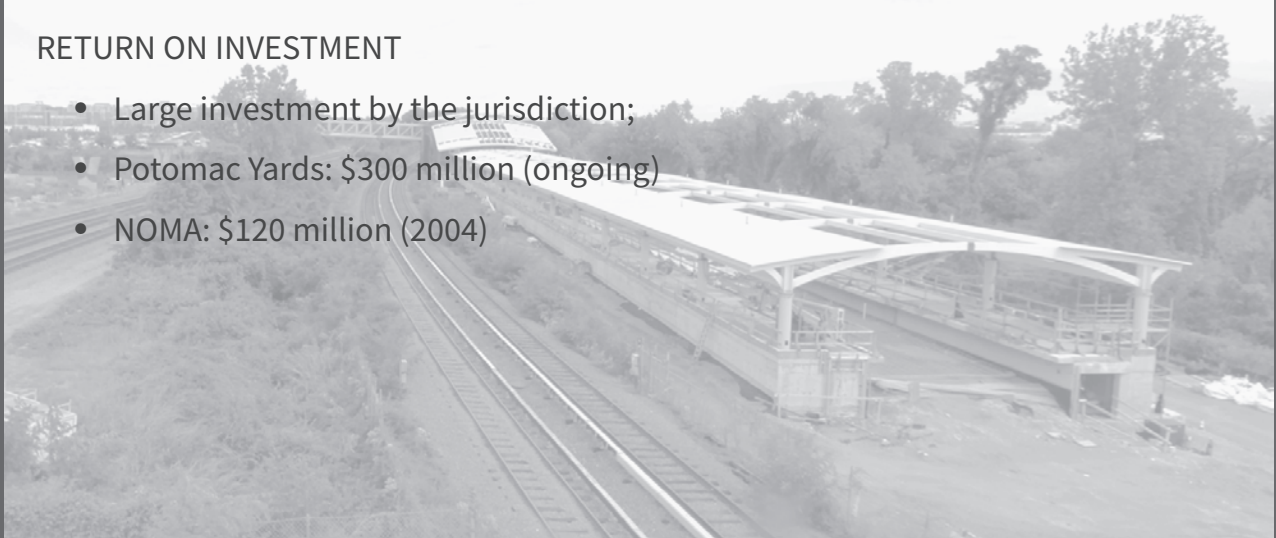


- Walkshed for proposed infill station will likely overlap with Silver Spring and Takoma stations.
- Neighborhoods surrounding potential new infill station have some multifamily buildings, and many single-family homes.

BEST PRACTICES

RETURN ON INVESTMENT

- Large investment by the jurisdiction;
- Potomac Yards: \$300 million (ongoing)
- NOMA: \$120 million (2004)



QUESTIONS AND DISCUSSION



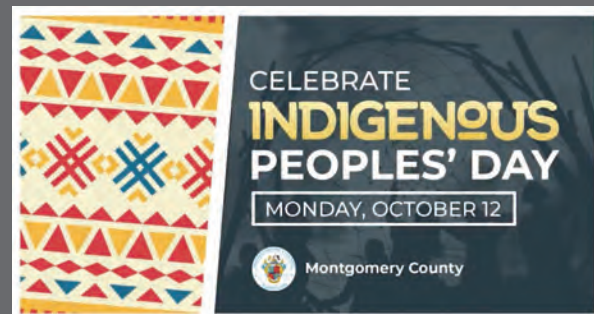
HISTORY OF SILVER SPRING

OUTLINE

- Previously presented a thumbnail historic context to the Planning Board.
- Share our analysis with a focus towards highlighting communities underrepresented in our collective narrative.
- Respond to questions raised by the Planning Board regarding individuals and late twentieth century history of the area.
- Consultants surveyed 27 individual resources and 2 Districts for context and potential National Register Eligibility.

INDIGENOUS PEOPLE OF MARYLAND LAND ACKNOWLEDGEMENT

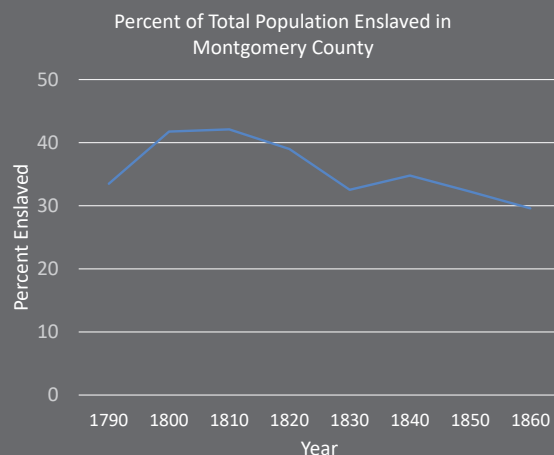
- Montgomery Planning recognizes the historical and continuing connection between indigenous people and their native lands.
- The Piscataway and Nacotchtank of Maryland suffered from the effects of European settlement.
- Currently three (3) formally State-recognized tribes in Maryland: the Piscataway Indian Nation, the Piscataway Conoy Tribe, and the Accohannock Indian Tribe.



Montgomery County started to recognize Indigenous People's Day in 2020.

MONTGOMERY COUNTY AND SLAVERY EXPLOITATION OF AFRICANS AND AFRICAN AMERICANS

- Maryland codified the life-long enslavement of Africans and their descendants between 1664 and 1715.
- Exploitation of an enslaved labor force was common in Montgomery County until its abolition in 1864.
- The average slaveholder near Silver Spring (in District 5) held approximately 5 enslaved persons in 1850.



Percent of total population enslaved in Montgomery County.

MONTGOMERY COUNTY AND SLAVERY

BLAIR FAMILY



Frank Blair (left), Francis Preston Blair (center), and Montgomery Blair (right).
Source: White House Historical Association



Francis P. Blair House, Silver Spring, Maryland, 1903.
Source: Evening Star, Library of Congress.

Eleven Known Enslaved Persons at the Blair Plantation:

- Infant (3)
- Albert (10)
- Abraham (13)
- Sarah (17)
- Emily (19)
- Vincent Lemon (19)
- Phillis [Lytton] (25)
- Mary (38)
- Nancy (38)
- Olivia (38)
- Henry Lemon (45)

Ten Known Enslaved Persons at the Wilson Plantation:

- Mary (6)
- Laura (8)
- Hanson (11)
- Sarah (12)
- Moses (15)
- Jack (26)
- Samuel (28)
- Eliza (31)
- Samuel (52)
- Airy (53)

Enslaved persons at Blair and Wilson's plantations.

MONTGOMERY COUNTY AND SLAVERY

BLAIR FAMILY

Letter from Francis P. Blair to My Neighbors (1856):

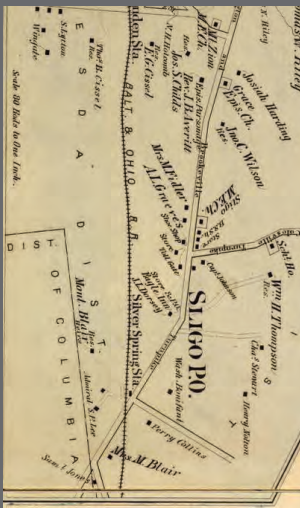
“The liberation of the blacks, under existing circumstances, is known to be impossible - that it would be ruinous to their owners, a great evil to all others of the white race, and fatal to the Negroes, who would perish under the intelligence and energy of a superior race, as the Narragansetts, Pequods, and Mohicans, perished under it in another quarter. Humanity for the incapable race forbids the experiment, and justice to both classes of the superior one requires that they should be saved from the hazards of the struggles it would provoke ...”



1868 Democratic Campaign Badge.
Source: Schomburg Center for Research in Black Culture

EARLY – MID 20TH CENTURY DEVELOPMENT

EARLY TWENTIETH CENTURY DEVELOPMENT RAILROAD, STREETCAR, AND GEORGIA AVENUE



1879 Atlas of Fifteen Miles around Washington (left).
Source: Library of Congress.

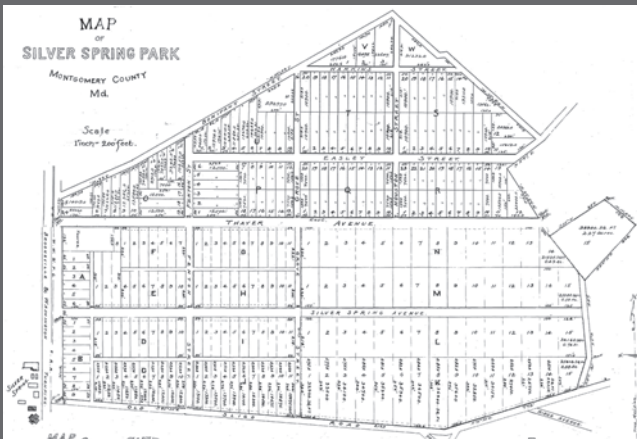


Silver Spring Train Station (top) and Washington, Woodside & Forest Glen Streetcar (bottom).
Source: B&O Museum (top) and Historical Society of Pennsylvania (bottom).



Toll house on Georgia Avenue still in operation in 1912 (top) and new macadamized road at demolished toll house in 1914 (bottom).
Source: Evening Star.

EARLY TWENTIETH CENTURY DEVELOPMENT SUBDIVISIONS



R. Holt Easley's subdivisions Silver Spring (1904) and Silver Spring Park (1905).
Source: *The Times Dispatch* and Maryland State Archives.

“And, whereas the death rate of persons of African descent is much greater than the death rate of the white race and affects injuriously the health of town or village communities, and as the permanent location of persons of African descent in such places as owners or tenants, constitute an irreparable injury to the value and usefulness of real estate, in the interest of the public health and to prevent irreparable injury to the grantor... his heirs and assigns hereby covenant ...that they [the grantee] will not sell, convey or rent the premises hereby conveyed, the whole or any part of any dwelling or structure thereon, to any person of African descent.”
--Deed 1904.

POST-WWI SUBURBAN DEVELOPMENT REAL ESTATE DEVELOPMENT



E. Brooke Lee.
Source: Maryland State Archives.



Frank L. Hewitt.
Source: Silver Spring Historical Society.

- New suburban growth.
- E. Brooke Lee, P. Blair Lee, Frank Lee Hewitt and others opened new racially restricted subdivisions in Silver Spring.
- De jure and de facto segregation prohibited opportunities for African Americans.

POST-WWI SUBURBAN DEVELOPMENT

REAL ESTATE AND COMMERCIAL DEVELOPMENT



East side of Georgia Avenue, 1928.
Source: Silver Spring Historical Society.



Georgia Avenue Viaduct, 1925.

SHOPPING CENTERS

NEIGHBORHOOD AND REGIONAL CENTERS



Rendering of an addition to the North Washington Shopping Center, 1934.
Source: Evening Star.



Silver Spring Shopping Center, ca. 1949.
Source: National Archives.

SHOPPING CENTERS

NEIGHBORHOOD AND REGIONAL CENTERS



View of Georgia Avenue, looking north from Bonifant Street, with Silver Spring Shopping Center in background.
Source: National Archives.

SHOPPING CENTERS

DISCRIMINATION

“People would look at you like, 'What are you doing here?' but they wouldn't say anything." On top of receiving a cold reception, there was little that he or other African Americans venturing to the suburban downtown could do once there. "You couldn't go into any of the stores, the shops. You couldn't shop.”

--African American's description of Silver Spring



Silver Theatre showing "Little Miss Broadway."
Source: Montgomery Planning.

INDUSTRIAL AND MANUFACTURING EAST-WEST HIGHWAY AND B&O RAILROAD



The American Instrument Company Inc. complex at the intersection of Georgia Avenue and Blair Mill Road (left) and Selim Road industrial area (right).
Source: Evening Star and National Archives.

POST WORLD WAR II DEVELOPMENT INFRASTRUCTURE

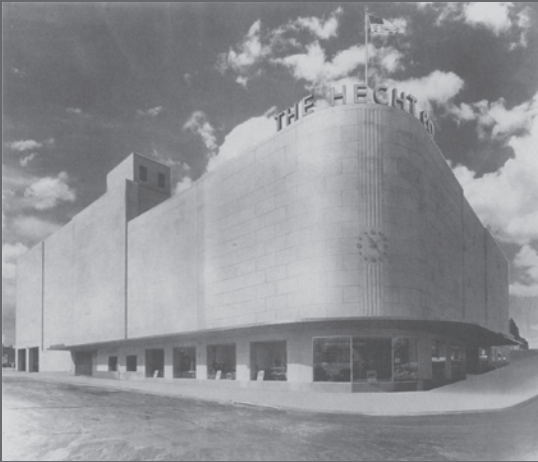


View of Railroad Underpass, 1949.
Source: National Archives.



Aerial view showing business establishments and parking areas, ca. 1950.

POST WORLD WAR II DEVELOPMENT HECHT COMPANY & RETAIL EXPANSION



*Hecht Company Silver Spring Store.
Source: Richard Longstreth, courtesy of Lacey Womack, Hecht's.*



*View of retail stores on Colesville Road.
Source: John Hopkins.*

CIVIL RIGHTS MOVEMENT

CIVIL RIGHTS MOVEMENT

ACCESS TO THE SUBURBS



COMMUTERS — District residents board a home-ward bound bus chartered by the United Planning Organization to ferry workers to jobs in the inaccessible suburbs. At the Rockville stop, Montgomery County passengers step up, from left, Miss Vivian Henry of 1956 Fendall St., SE, Mrs. Suvally Haythe of 2816

14th St. NW, Mrs. Rosemary Brown of 1958 Fendall St. SE, Emory Peterson of 172 Barnes St. NE, and Joseph Lyons of 1234 Stevens Id., SE.

United Planning Organization provided transportation to African American residents in D.C.
Source: Afro-American.

Reverend Charles N. Mason, Jr., past chairman of the Silver Spring Ministerial Association's Social Action Committee, in 1962:

"...the problem that we feel [is] not being squarely faced by the people in the suburbs...is the general collusion among the whole community, all the agents of the community—not real estate agents, but the whole community, ...not to face up to its responsibility in the maintaining of the segregated pattern of housing in our community."

Silver Spring Downtown and Adjacent Communities Plan

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CIVIL RIGHTS MOVEMENT

SEGREGATION & SUBURBAN HOUSING



Mary Y. Williams, President of the Local Chapter of the NAACP.
Source: Evening Star.

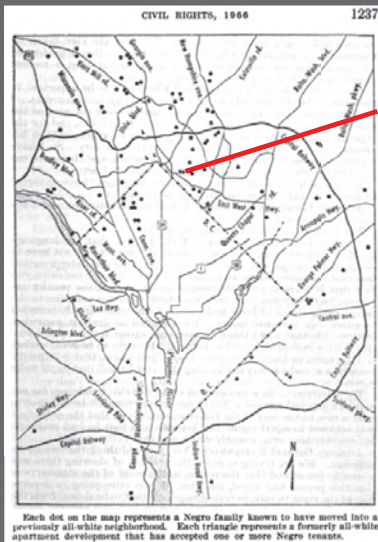
"On July 3 [1961] I found a hangman's noose on the windshield of my car. ... On July 4...we saw two police cars and several people standing outside of the house. ...In discussing the incident with a neighbor, we were told a large flaming cross had been placed against the wooden beam on the porch which would have set the roof on fire had a neighbor from next door not come over and knocked it away. A fire bomb was also found on the lawn. ...One night recently when the girls were home alone they answered the NAACP phone to be told by an anonymous caller that a bomb had been placed under the house and that they should leave immediately. ... We have received four threatening letters."

--Williams, United States Commission on Civil Rights testimony, 1962.

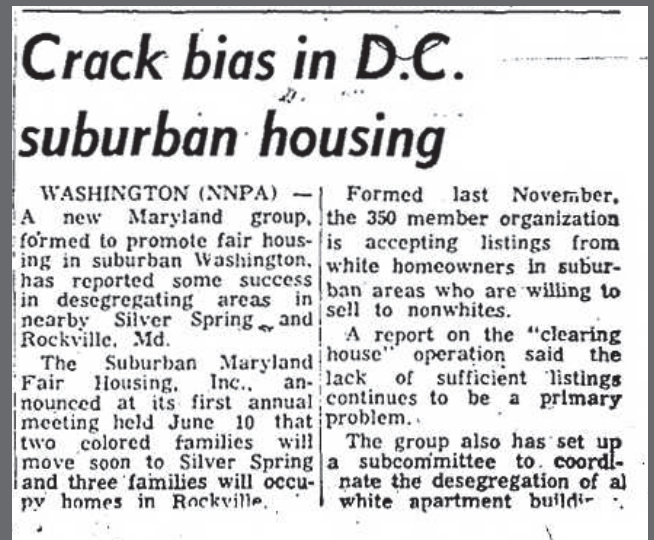
Silver Spring Downtown and Adjacent Communities Plan

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CIVIL RIGHTS MOVEMENT SEGREGATION & SUBURBAN HOUSING



African American home ownership and apartment rentals in Washington, D.C. suburbs, 1966.
Source: U.S. Congress, Civil Rights Hearings, 1966.



Suburban Maryland Fair Housing, Inc., in 1963.
Source: The Afro-American.

☞ Silver Spring Downtown and Adjacent Communities Plan

CIVIL RIGHTS MOVEMENT APARTMENT HOUSING

- Morris Milgram purchased the all-white Rosemary Village and Terrace (outside of the plan boundary) apartment complexes in 1964.
- Prominent interracial private housing developer in the United States.
- First integrated apartment complex near downtown Silver Spring.



Articles on Morris Milgram and Rosemary Apartments.
Source: Washington Post.

☞ Silver Spring Downtown and Adjacent Communities Plan

CIVIL RIGHTS MOVEMENT

APARTMENT HOUSING

New Civil Rights Group Warns on Apartments

By PHILIP SHANDLER
Star Staff Writer

A new civil rights group called ACCESS is demanding that owners of apartment developments in the Washington suburbs make clear their willingness to rent to Negroes.

It has sent letters to 12 owners, setting a March 12 deadline for a response, and has invited established civil rights groups to a meeting tomorrow night to seek support for the apartment campaign.

"Be forewarned that we are prepared to use nonviolent, direct-action tactics to make this a public issue," the letters to apartment owners said.

The ultimatums have been sent out over the signature of George P. Harris of Greenbelt, an electronics technician, who

relieved, the letter said, the riots last summer in the Watts section of Los Angeles "could look like a Sunday school picnic."

A seven-man steering committee has been set up to lead ACCESS, Harris said. How much support it has may be shown at the meeting tomorrow, he said. Invitations to attend the meeting at the Lincoln Temple Congregational Church, 11th & R Streets NW, were sent to church and housing groups as well as civil rights organizations.

He identified the members of the committee as, besides himself, John Gibson, Charles Jones, Roy Maurer, Al McCurely, Daniel Safran and Michael Tabor, who was fired as a Montgomery County welfare worker last spring for picketing the county council.

ACCESS sent apartment owners letters prior to non-violent protests.

Source: Evening Star.



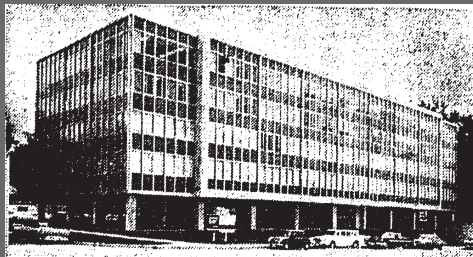
Beltway March, June 8, 1966. Protestors demanded that affordable apartment owners in suburbs open rentals to African Americans.

Source: Washington Star Collection, D.C. Public Library.

Silver Spring Downtown and Adjacent Communities Plan

CIVIL RIGHTS MOVEMENT

APARTMENT HOUSING



1400 Spring Street, Silver Spring, Maryland
Silver Spring's newest and most modern office building—5 stories, air-conditioned, executive parking, 1 entire floor of approximately 11,900 sq. ft. is available. Attractive display space on 1st floor and smaller offices on upper floors also available.

ACCESS picketed the office of Carl M. Freeman Management Company located at 1400 Spring Street.
Source: Evening Star.

"We're in the seat of democracy, literally surrounded by a noose of segregation. The closing off of great numbers of housing units to Negroes has resulted in a concentration of demand which hopelessly tries to exploit an inadequate supply. The result is that most Negroes are limited to less adequate housing at high cost. ACCESS is necessary to assure not only a public statement of intent to comply, but actual procedures. We want to see the rental lists, and be present when employees are told of the new policy. Mr. Freeman is not a racist. ... [His] fine words have no effect whatsoever on the plight of the Negro families who cannot get housing in his apartments. The net result of his statement is not much worse than if he had come out for a law enforcing segregation. ... Actions speak louder than words, and Mr. Freeman has not acted."

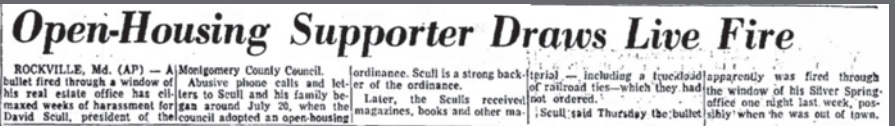
--Charles Jones' Response to Carl Freeman's actions on integration

Silver Spring Downtown and Adjacent Communities Plan

CIVIL RIGHTS MOVEMENT FAIR HOUSING ORDINANCE AND LAW

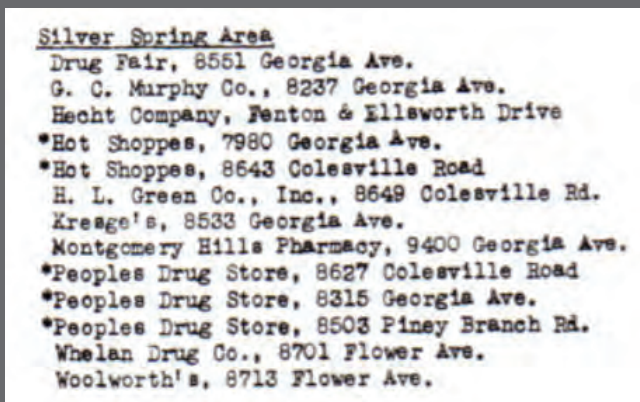


David Scull (sitting) with Elizabeth Scull.
Source: Montgomery History.

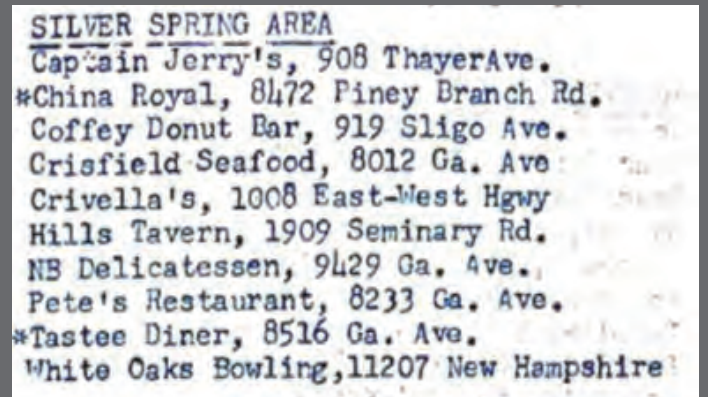


- David and Elizabeth Scull championed socially-conscious legislation in the county council.
- Established Emergency Homes, Inc.
- Carried forward the Fair Housing Ordinance in 1967 as Council President.
- The Fair Housing Law (1968) passed after his unexpected death.

CIVIL RIGHTS MOVEMENT PUBLIC ACCOMMODATIONS



Places of Public Accommodation Which Serve Without Racial Discrimination.
Source: Montgomery History.



Places of Public Accommodation Which Discriminate.
Source: David Rotenstein (via Montgomery County Archives).

CIVIL RIGHTS MOVEMENT PUBLIC ACCOMMODATIONS



*American National Bank Building, 2012.
Source: Montgomery Planning Archives.*



*Sit-in at Crivella's Wayside Restaurant. Roscoe R. Nix (left), Muriel Johnson (partially hidden), Peggy F. Wayne (center), and Rev. Jefferson P. Rogers (right)
Source: Afro-American.*

MID – LATE 20TH CENTURY DEVELOPMENT

HIGH-DENSITY OFFICE AND RESIDENTIAL BANKING DISTRICT AND MODERNIST ARCHITECTURE



Perpetual Bank Building constructed in 1958 (top left), Metropolitan Building constructed in 1964 (top middle), Guardian Federal Building constructed in 1957 (bottom left), Maryland National Bank constructed in 1963 (bottom middle), and the Silver Spring Motor Inn constructed in 1963.

Source: Evening Star, Washington Post, and Boston Public Library.

HIGH-DENSITY OFFICE AND RESIDENTIAL HIGH-RISE APARTMENT BUILDINGS



Examples of 1960s high-rise residential apartment buildings constructed in Silver Spring. Source: Evening Star and Washington Post.

HIGH-DENSITY OFFICE AND RESIDENTIAL DEVELOPMENT IN THE 1970S



Holiday Inn - Silver Spring Plaza.
Source: CardCow.



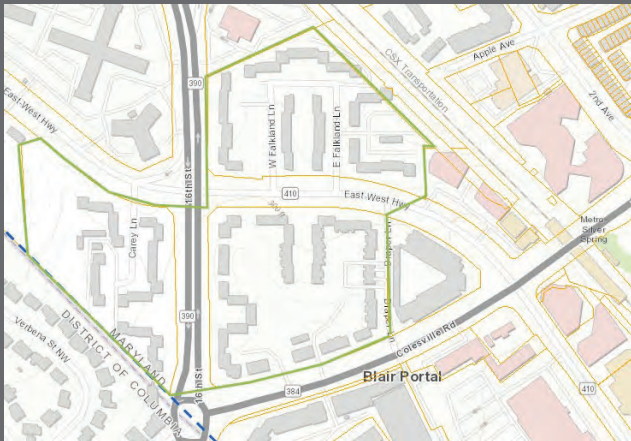
Montgomery Center, under construction.
Source: Suburban Record.

METRO STATION DEVELOPMENT IN THE 1970S

Shift Seen For Ga. Ave. Subway Stop

Relocation of the Silver Spring station of the proposed rapid transit line in suburban Maryland is being studied by the Washington Metropolitan Area Transit Authority. At the urging of the Silver Spring Chamber of Commerce, the WMATA is considering a shift about four blocks to the west from the site shown in its 1965 plan at Georgia Avenue and the B&O tracks. James P. Glisson, a Montgomery County member of the WMATA, said the Authority is considering placing one end of the station at Coleville Road and the other about 600 feet south along the railroad. The Chamber of Commerce has asked the transit agency to reconsider its plans because of a development trend away from Georgia Avenue toward the west. Several major apartment buildings have been constructed near Coleville Road since the original plans were laid out, the Chamber's resolution said.

Washington Post.



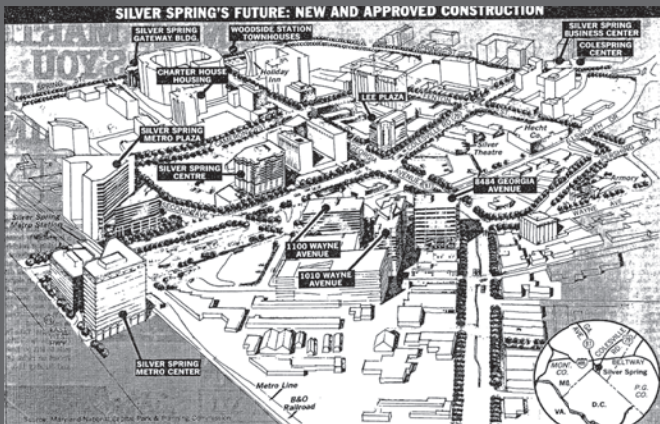
The Falkland Garden Apartments are outlined in green.
Source: McAtlas.



Silver Spring Metro Station, ca. 1978.
Source: Montgomery History.

METRO STATION

1980S HIGH-RISE DEVELOPMENT AND DIVERSITY



New and approved construction in Silver Spring, 1986.
Source: Washington Post (via M-NCPPC).



Ethel Prussia, owner of Jamaica Joe restaurant at 8573 Georgia Avenue, 1986.
Source: Bill Snead, Washington Post.

REVITALIZATION

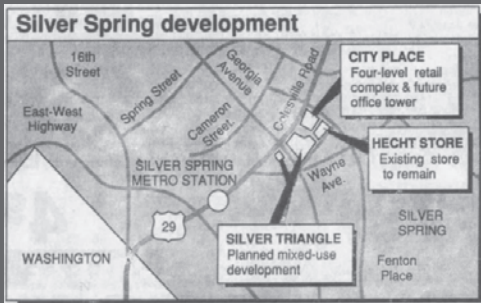
EXAMPLE OF 1990S AND 2000S LOCAL BUSINESSES



Aerial view of Georgia Avenue and Eastern Avenue.
Source: Pictometry.

REVITALIZATION PROPOSALS

SILVER TRIANGLE TO SILVER SPRING TOWN CENTER



Map showing proposed Silver Triangle and City Place Mall, 1989.

Source: Baltimore Sun.



Sketch of the proposed American Dream, a \$585-million mall, 1995.

Source: Baltimore Sun.



Foulger-Pratt and Peterson Company Silver Spring Town Center Plan, 1997, later renamed "Downtown Silver Spring." Source: RTKL Associates (via Baltimore Sun).



Developer Lloyd Moore advocating for \$250-million Silver Triangle, a shopping, hotel, and office complex, 1987. Source: Bill Snead, Washington Post.



Pat Singer, Silver Spring-Takoma Traffic Coalition, 1987. Source: Baltimore Sun.

SILVER SPRING TODAY

DIVERSE AND THRIVING COMMUNITY



Source: Elvert Barnes Photography.



Source: Elvert Barnes Photography.



Source: Dan Reed.

SILVER SPRING

DOWNTOWN AND ADJACENT COMMUNITIES PLAN



Plan Update

 Montgomery Planning