

Silver Spring

Placemaking

a workshop series - Fall 2014

A PARTNERSHIP OF



Councilmember Hans Riemer



Montgomery County Planning Department

Silver Spring Urban District



Montgomery County Department of Parks

Montgomery County Planning Board Briefing
January 15, 2015



What is Placemaking?



Placemaking is a people-centered approach to the planning, design and management of public spaces.

It involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover needs and aspirations. This information is then used to create a common vision for that place.

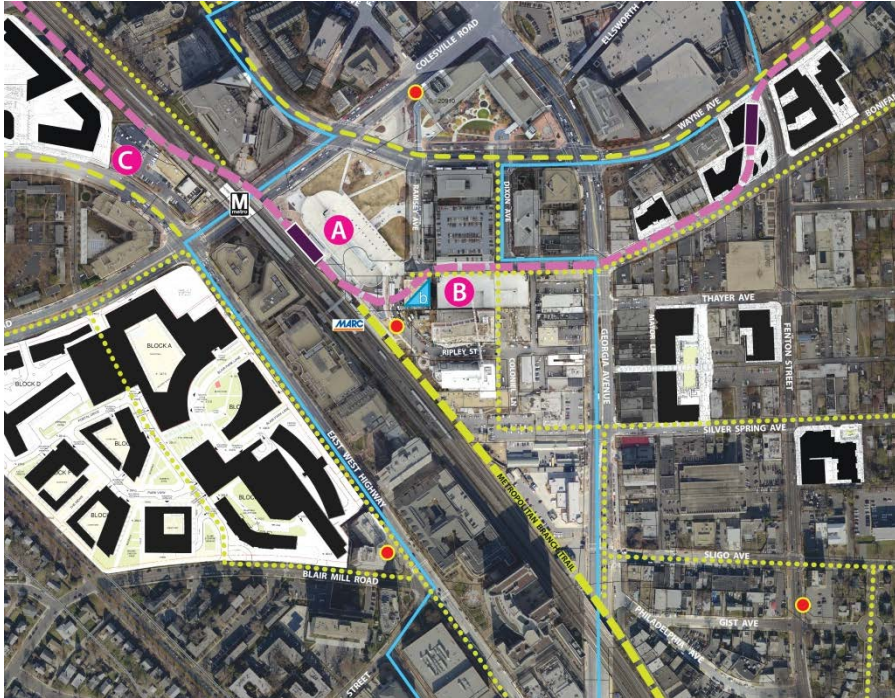


Purpose

The purpose of the Silver Spring Placemaking is to frame place identity opportunities and challenges related to current issues, while building on the Silver Spring Sector Plan from 2000.



Downtown Silver Spring



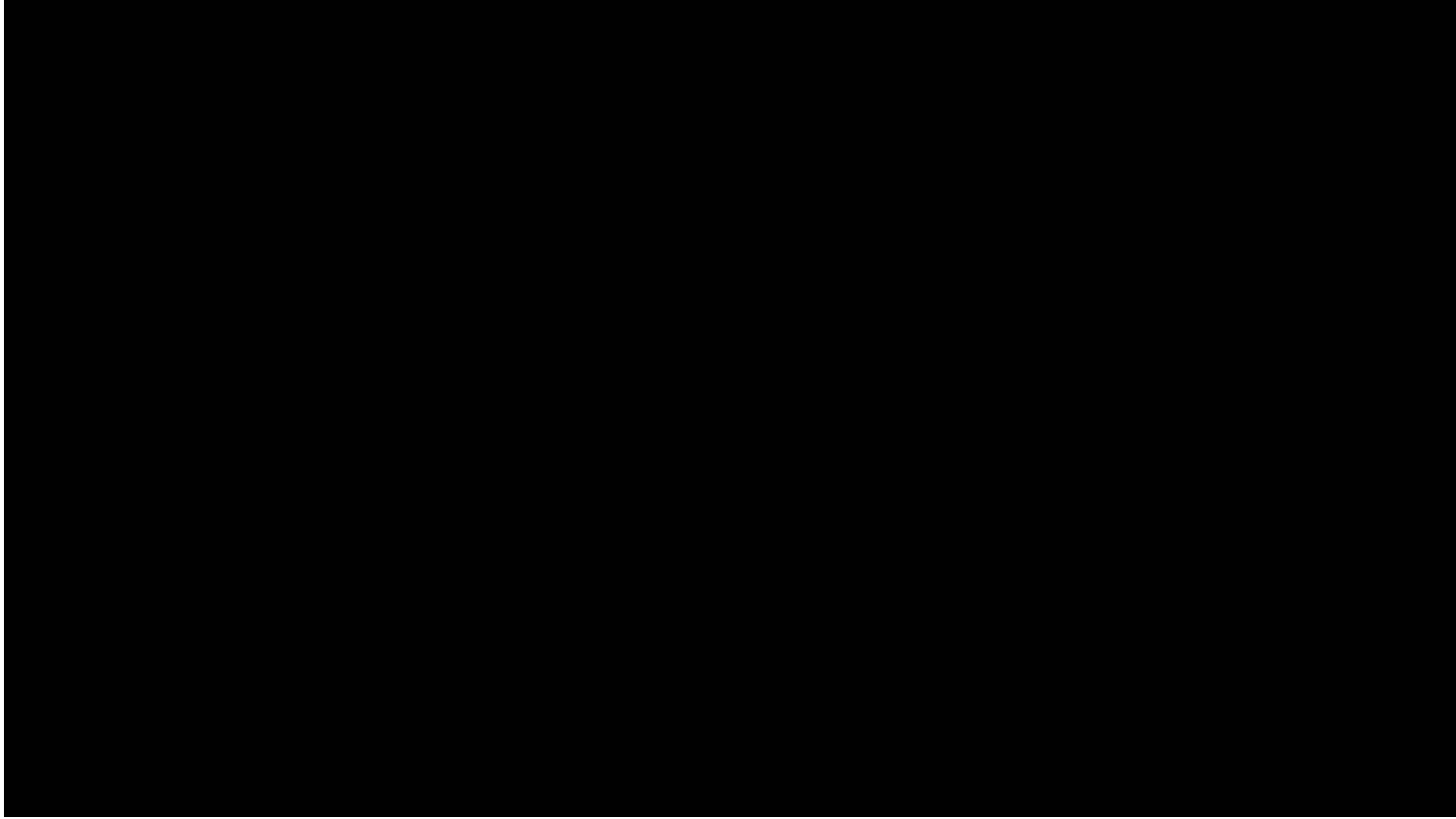
Workshop A – Civic Space at the Transit Center

Workshop B – The Ripley District

Workshop C – Metro Plaza

Overview

*A collaborative effort.
Three mini design workshops.
Three locations.*



Video shot, produced and edited by Barbara Grunbaum and Mike Springirth, County Cable Montgomery



Public Engagement

Silverspringplacemaking.com website

Live Tweeting - #ssplacemaking

County Cable Montgomery video coverage

A collage of images illustrating various public engagement and placemaking activities. The top left shows a large group of people sitting on a grassy lawn. The top middle shows a walkway with colorful umbrellas hanging from the ceiling. The top right shows a large, curved structure with a green wall and people climbing. The bottom left shows a large chess set in a public square. The bottom middle shows a community meeting with people sitting on the ground. The bottom right shows a large screen displaying a video or presentation. The text "Silver Spring Placemaking a workshop series - Fall 2014" is visible in the top left of the collage. The text "A partnership of MontgomeryPlanning and Councilmember Hans Riemer" is visible in the top right of the collage. The text "What do you want Silver Spring to be like?" is visible at the bottom of the collage.

Background

2000 Silver Spring Sector Plan

The current Silver Spring Sector Plan was last updated in 2000. Since then, many aspects of the plan have been implemented to transform Downtown Silver Spring into a vibrant urban community.



Background



2010 Greenspace Plan

The Greenspace Plan's Guidelines identify potential sites that could provide large, landscaped public spaces and outline design principles for how to develop them.

2012 Parks, Recreation + Open Space Plan (PROS)

The 2012 PROS Plan focuses on locating the right park and recreation facilities in the right places, to ultimately help ensure that the parks and recreation system continues to play a major role in shaping Montgomery County's high quality of life. PROS includes service delivery strategies for several park amenities, from civic greens to dog parks, based on population densities and existing distribution of facilities. Downtown Silver Spring is in the area of the County with the lowest amount of park and recreation services per population.



Partnerships

- Silver Spring Community
- Office of Councilmember Hans Reimer
- Montgomery County Planning Department
- Montgomery County Department of Parks
- Silver Spring Urban District



Schedule



September 22: Presentation to the SS Citizens Advisory Board

October 15: Workshop A – Civic Space at the Transit Center,
7 – 9 p.m. Planning Department HQ

October 29: Workshop B – Ripley District, 5 – 7 p.m. Denizens
Brewing Co.

November 5: Workshop C – Metro Plaza, 11a.m – 1 p.m. Silver
Spring Civic Building

January 15: Planning Board Presentation

March 2015: Silver Spring Placemaking Workbook complete

Design Workshops



Design Workshop A – Civic Space at the Transit Center *October 15, 7 – 9 p.m. at Planning Department Headquarters*

The purpose of Workshop A was to explore the creation and enhancement of civic space in the vicinity of the Transit Center and its connections to the community.

Topics covered:

- Enhancements to Gene Lynch Urban Park
- Exploring the options of creating temporary short-term green space
- Pedestrian experience from the Transit Center to Downtown Silver Spring via Wayne Avenue
- Incorporation of bicycle parking facility



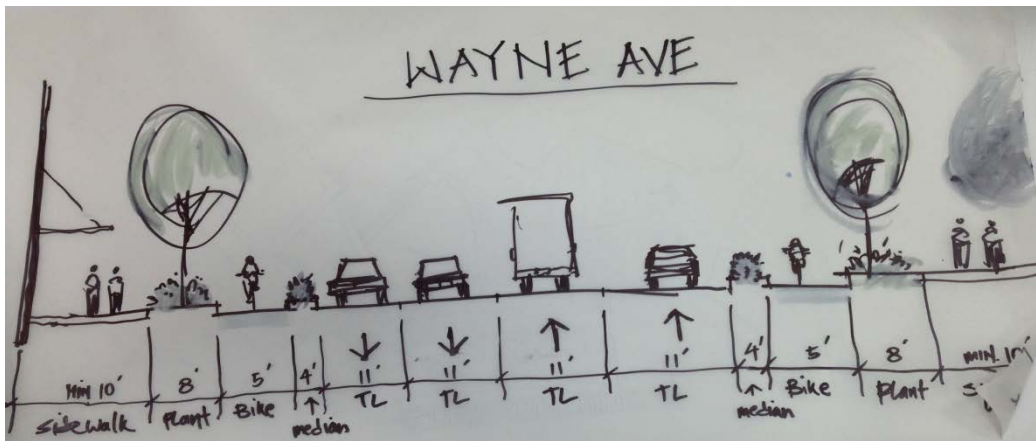
Design Workshops

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Design Workshops

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Design Workshops

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Design Workshop A – Civic Space at the Transit Center
October 15, 7 – 9 p.m. at Planning Department Headquarters



Design Workshops



Design Workshop A – Action Items and Champions

Potential Action Items	Timing	Potential Champions
Civic Green (temporary)	Short-term	WMATA / S.S. Regional Services Center
Outdoor Movies	Short-term	AFI / Fillmore / Regal Majestic / Discovery
Food Trucks in or around Civic Green	Short-term	WMATA / S.S. Regional Services Center / County DOT
Rotating Art Exhibit	Short-term	Arts and Humanities Council
Wayfinding and Informational Signage	Mid-term	S.S. Historical Society / S.S. Chamber of Commerce / S.S. Regional Services Center
New Bike Lanes	Mid-term	County DOT / State SHA
Civic Green Urban Park	Long-term	WMATA / M-NCPPC
		Other noted champions: <ul style="list-style-type: none"> • M-NCPPC • County Council • Discovery Communications • S.S. Advisory Boards

Design Workshops



Design Workshop B – The Ripley District

October 29, 5-7 p.m. at Denizens Brewing Co.

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

Topics covered:

- Streetscape enhancements that create a sense of community identity within the district
- Improving the pedestrian qualities to and from the Transit Center
- Improving the pedestrian experience crossing Georgia Avenue into Fenton Village
- Pedestrian and bike connection to the East-West Highway



Design Workshops



Design Workshop B – The Ripley District
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Design Workshops

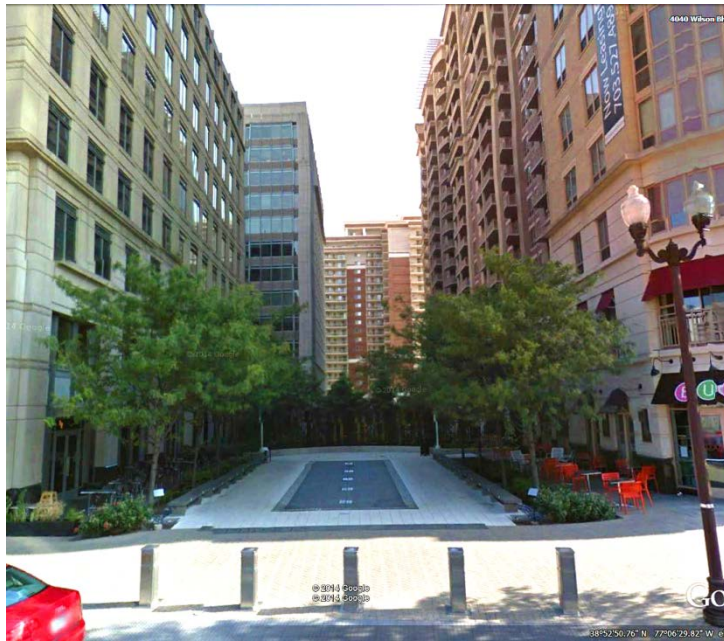
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Design Workshops

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Design Workshops



Design Workshop B – Action Items and Champions

Potential Action Items	Timing	Potential Champions
Mobile Art Projects	Short-Term	Arts and Humanities Council
Parklets	Short-Term	County DOT / S.S. Regional Services Center / M-NCPPC
Placemaking and Wayfinding (\$200K Grant)	Mid-Term	NEA / Impact / Casa / SSTCI
Georgia Avenue Pedestrian Crosswalk Enhancements	Mid-Term	State SHA / County DOT / M-NCPPC
Pedestrian Bridge to South Silver Spring	Long-Term	WMATA / CSX / County DOT / M-NCPPC
Cycle Tracks	Long-Term	State SHA / County DOT / M-NCPPC
		Other noted champions: <ul style="list-style-type: none"> • Montgomery College • Pyramid Atlantic • County Council • Discovery Communications • S.S. Advisory Boards

Design Workshops



Design Workshop C – Metro Plaza

November 5, 11 a.m. – 1 p.m. at the SS Civic Building

Workshop C explored design options for the Gateway character and pedestrianization of the immediate area surrounding the Metro Plaza Site (intersection of East-West Highway and Colesville Road).

Topics covered:

- Artistic interventions as prominent Gateway features to Downtown Silver Spring from the District of Columbia
- Creating more pedestrian scaled experiences at the intersection and the surrounding areas of Colesville Road and East-West Highway
- Streetscape enhancements that improve the pedestrian connectivity from the Transit Center to South Silver Spring and the Blairs



Design Workshops

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Design Workshops



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Design Workshops



Design Workshop C – Metro Plaza November 5, 11 a.m. – 1 p.m. at the SS Civic Building



Design Workshops



Design Workshop C – Action Items and Champions

Potential Action Items	Timing	Potential Champions
Digital Info Transit Art on Bridge	Short-Term	WMATA / Arts and Humanities Council
Improved Lighting and Wayfinding at MARC Station Entryways	Short-Term	Maryland MTA
Mobile Art Pieces (decorated penguins)	Short-Term	Arts and Humanities Council / S.S. Regional Services Center
Enhanced Wayfinding	Short-Term	S.S. Historical Society / S.S. Chamber of Commerce / S.S. Regional Services Center
Food Trucks	Short-Term	S.S. Regional Services Center / County DOT
Pedestrian Crosswalk Enhancements <ul style="list-style-type: none"> • Crossing Colesville Ave • Crossing East West Highway to the Blairs 	Mid-Term	State SHA / County DOT / M-NCPPC
Wind Turbines	Mid-Term	NOAA / Folger Pratt
Enhanced Streetscape Standards	Mid-Term	M-NCPPC / State SHA / County DOT
Framing Gateway with Flowering Trees and/or Artwork	Mid-Term	S.S. Regional Services Center / State SHA / County DOT / M-NCPPC / Arts and Humanities Council
Retail that is Level with the Sidewalk	Long-Term	Private Land Owners / M-NCPPC

Design Workshops Action Items

Short-term A, B, C



	Potential Action Items	Timing	Potential Champions
A	Civic Green (temporary)	Short-term	WMATA / S.S. Regional Services Center
	Outdoor Movies	Short-term	AFI / Fillmore / Regal Majestic / Discovery
	Food Trucks in or around Civic Green	Short-term	WMATA / S.S. Regional Services Center / County DOT
	Rotating Art Exhibit	Short-term	Arts and Humanities Council
B	Mobile Art Projects	Short-Term	Arts and Humanities Council
	Parklets	Short-Term	County DOT / S.S. Regional Services Center / M-NCPPC
C	Digital Info Transit Art on Bridge	Short-Term	WMATA / Arts and Humanities Council
	Improved Lighting and Wayfinding at MARC Station Entryways	Short-Term	Maryland MTA
	Mobile Art Pieces (decorated penguins)	Short-Term	Arts and Humanities Council / S.S. Regional Services Center
	Enhanced Wayfinding	Short-Term	S.S. Historical Society / S.S. Chamber of Commerce / S.S. Regional Services Center
	Food Trucks	Short-Term	S.S. Regional Services Center / County DOT

Design Workshops Action Items

Mid-term A, B, C



	Potential Action Items	Timing	Potential Champions
A	Wayfinding and Informational Signage	Mid-term	S.S. Historical Society / S.S. Chamber of Commerce / S.S. Regional Services Center
	New Bike Lanes	Mid-term	County DOT / State SHA
B	Placemaking and Wayfinding (\$200K Grant)	Mid-Term	NEA / Impact / Casa / SSTCI
	Georgia Avenue Pedestrian Crosswalk Enhancements	Mid-Term	State SHA / County DOT / M-NCPPC
C	Pedestrian Crosswalk Enhancements <ul style="list-style-type: none"> • Crossing Colesville Ave • Crossing East West Highway to the Blairs 	Mid-Term	State SHA / County DOT / M-NCPPC
	Wind Turbines	Mid-Term	NOAA / Folger Pratt
	Enhanced Streetscape Standards	Mid-Term	M-NCPPC / State SHA / County DOT
	Framing Gateway with Flowering Trees and/or Artwork	Mid-Term	S.S. Regional Services Center / State SHA / County DOT / M-NCPPC / Arts and Humanities Council

Design Workshops Action Items

Long-term A, B, C



	Potential Action Items	Timing	Potential Champions
A	Civic Green Urban Park	Long-term	WMATA / M-NCPPC
			Other noted champions: <ul style="list-style-type: none"> • M-NCPPC • County Council • Discovery Communications • S.S. Advisory Boards
B	Pedestrian Bridge to South Silver Spring	Long-Term	WMATA/ CSX/ County DOT / M-NCPPC
	Cycle Tracks	Long-Term	State SHA / County DOT / M-NCPPC
			Other noted champions: <ul style="list-style-type: none"> • Montgomery College • Pyramid Atlantic • County Council • Discovery Communications • S.S. Advisory Boards
C	Retail that is Level with the Sidewalk	Long-Term	Private Land Owners / M-NCPPC

Implementation and Next Steps

- **Direction from the Planning Board on short, mid, and long-term goals and in coordination with champions**
- **“Live” Workbook publication and distribution**
- **Presentation to County Council - Spring Semi-Annual**
- **Placemaking process serve as model for the rest of the county**

Questions, Comments?

The Silver Spring Placemaking Team

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