



**Attachment 1:**  
**Summary of Revisions to the Silver Spring Downtown and**  
**Adjacent Communities Public Hearing Draft**  
December 30, 2021

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## Introduction

This memo summarizes the revisions to the Silver Spring Downtown and Adjacent Communities Plan Public Hearing Draft based on community comments received and discussions with the Planning Board at Work Sessions on December 9, 16 and 23, 2021.

Revisions to recommendations found in the Transportation and Housing sections will be reviewed with the Board on January 6, 2022 at Work Session #4 and included in the forthcoming Planning Board Draft immediately following the Work Session. Given the condensed schedule of the review of the Planning Board Draft, this summary captures the intent of the revisions to these sections, but final language will be brought to the Board for review on January 6, 2022.

Revisions to Parks, Trails and Public Spaces will be included in a supplement attached to the Staff Report for the January 6, 2022 Work Session in advance of January 6.

The summary below presents the revisions in the order of the Public Hearing Draft. New text is shown with an underline. Wording of revisions included here may be further revised in discussions with the Board on January 6, 2022.

In addition to the revisions and additions in this memo, section numbers and formatting will be updated throughout the document. Graphics will be improved for clarity and to better align with revised recommendations. Photos and other illustrative graphics will be added for clarity. Typos, math errors and other scrivener's errors will be corrected. Tables will be updated to reflect updated recommendations. These corrections occur throughout the document.

## 2. Introduction

### 2.1 A Vision for Silver Spring

To comply with the Racial Equity Bill, the third paragraph in this section will be revised as follows: “In 2019, the Montgomery County Council passed the Racial Equity and Social Justice act which challenged the Planning Board to “consider the racial equity and social justice impact of a master plan.” This Plan endeavors to understand the historic advantages and disadvantages that have affected residents in Silver Spring and include those who have been excluded from planning processes in the past. The plan has considered the impacts of the recommendations on racial equity and social justice. Equity is woven throughout the goals and recommendations of this Plan that strive to provide more equitable access to investment and civic resources.”

Per the Board’s comments on December 23, language will be added to this section to highlight in greater detail the lessons learned from the revitalization of downtown Silver Spring and how those lessons have influenced the approach towards development and zoning taken in this Sector Plan. This language will be reviewed with the Board at the January 6 Work Session.

### 2.3 History of Silver Spring

The history section will be revised to include the full text that was provided as a supplement to the December 23 Staff Report and is posted on the Planning Board website at that agenda item.

The Board requested additional text be added to connect the development history of downtown Silver Spring with the development recommendations in this plan. This text will be presented to the Board on January 6, 2022 and provided in a supplement to that agenda item in advance of January 6, 2022.

#### 3.2.2 The Green Loop

Recommendation text (p.19) to be revised as follows:

The Green Loop supports the Plan themes of diversity, connectivity, resiliency and community health. This system will connect the unique neighborhoods of the downtown, and link between existing and proposed parks and open spaces. The Green Loop will promote walking and biking as accessible and healthy ways to travel in and around downtown Silver Spring. A safe and continuous pedestrian and bicycle network connecting to numerous key opportunity sites will help support future development. In addition, the green infrastructure within the right-of-way will help mitigate impacts of climate change and contribute to cooler streets in the downtown.

#### 3.2.3 Connecting Across the Rail

In discussing existing connections over the Metrorail/CSX tracks the Plan omits the Spring Street crossing over the rail. This will be added to the map on p.22 and the list of p.24.

Add recommendation to section on “New Connections”

- If the northern Falklands parcel is redeveloped as a mixed-use development, study the feasibility of connecting this development across the rail to the Downtown North District. Refer to Section XX Falklands District.

### 3.3 Districts

For all District sections:

- Zoning maps will be updated based on zoning discussions with the Board and review of individual parcels. Numbered map areas will be included.
- Zoning tables will be included with existing and proposed zoning for all parcels, and any justification for proposed zoning or confirmation of existing zoning.
- District Illustrative diagrams will be updated for clarity and to better align with open space and transportation recommendations.
- Overall illustrative map will be added.

#### Ellsworth District

Zoning revisions:

900 Spring St zoning will be CR-5.0 C-5.0 R-5.0 H-110.

#### Metro Center District

Zoning revisions:

Transit Center block zoning will be CR-8.0 C-7.5 R-7.5 H-240.

8600 Georgia Avenue zoning will be CR-5.0 C-5.0 R-5.0 H-200.

Add to zoning recommendations:

- The Planning Board may approve certain properties identified in the Metro Center District in Map Areas 33, 34 and 35 to realize an increased building height in excess of 300'. Refer to Section XX Building Height Incentive Zone.

#### Ripley District

As a result of the recommendations in the Plan including the removal of the Ripley/South Silver Spring Overlay Zone, map area 39B (site of Ripley II development) will be rezoned to CR-5.0 C-5.0 R-5.0 H-270 in order to remain in conformance.

Add to Zoning recommendations:

- The Planning Board may approve certain properties identified in the Ripley District in Map Area 37 to realize an increased building height in excess of 300'. Refer to Section XX Building Height Incentive Zone.

## South Silver Spring District

Zoning revisions:

Block bounded by Newell Street, Kennett Street, 13<sup>th</sup> Street and Eastern Avenue to have all parcels mapped at 125’.

Block bounded by Newell Street, East-West Highway, 13<sup>th</sup> Street and Kennett Street to have all parcels mapped at 125’.

Block bounded by 13<sup>th</sup> Street, Georgia Avenue, King Street and Eastern Avenue to have all parcels mapped at 125’.

Block bounded by King Street, Georgia Avenue and Eastern Avenue to have all parcels mapped at 125’.

Note: Zoning on two parcels was incorrectly marked (typo) in Map 10 Proposed South Silver Spring Zoning.

- 8025 13<sup>th</sup> St was marked as CR 3.5 H-125’; the correct proposed zoning is CR 3.0 H-125’
- 8001 13<sup>th</sup> St was marked as CR 3.5 H-150’; the correct proposed zoning is CR 3.0 H-125’

## Downtown North

Note: Zoning for 8701 Georgia Avenue was incorrectly marked (typo) on Map 11 Proposed Downtown North Zoning. The correct proposed zoning is CR-5.0 C-5.0 R-5.0 H-175’.

## Falklands District

Recommendations on p.48 will be revised as follows, per comments from MCDOT and the property owner:

- Redevelop the Falkland property on the north side of East West Highway. The redevelopment should be designed with a variety of building heights, with an internal circulation pattern that honors and retains the existing landscaped character of the site. When this property redevelops, consider the feasibility of connecting across the Metrorail/CSX tracks to connect to the Downtown North district.
- Connect the renovated stream valley in the southeast quadrant to a consolidated public use space on the north parcel that is green and clearly public in nature.

Please note: Zoning for 8555 16<sup>th</sup> St was incorrectly marked (typo) in the Falklands Zoning Map on p.49. In the revised draft the Map will be titled correctly and the zoning for the parcel will be CR 3.0 C-3.0 R-3.0 H-110’.

## Adjacent Communities

### Zoning revisions:

Correcting a graphic error on the zoning map on p.52: To be consistent with the zoning recommendation to rezone all R-60 parcels on the blocks that include CR parcels at the transition between Fenton Village to East Silver Spring, six parcels on those blocks zoned R-30, R-20 or CRN 0.5 were intended to also be revised to CRN 0.75 C-0 R-0.75 H 40’.

### Add under Zoning Recommendations:

- 8901 Colesville Road (former Silver Spring Library site): The current zoning is R-60 with a project currently approved for this site. If the approved project is not realized on this site, this location could be considered for an alternate use and would be appropriate for a Commercial/Residential floating zone. Any potential future use beyond what is currently approved should align and coordinate with the adjacent park.

## 4.1.2 Recommendations (Land Use and Zoning)

### Recommendations on p.54 revised as follows:

- Connectivity and Infrastructure Fund
  - Any CR property in the Plan Area may obtain additional density necessary to reach the mapped maximum building height, or additional height approved for a property in the BHIZ, by making a contribution to the Connectivity and Infrastructure Fund (CIF). CIF contributions will be made only for density above the total mapped maximum density for the site, density approved per density-averaging, and/or bonus density for providing MPDUs above the required minimum, up to the approved maximum height. Refer to Section 5.1 Implementation for further detail.
- Building Height Incentive Zone
  - Establish a Silver Spring Downtown Building Height Incentive Zone (BHIZ), as shown in Map 30, to allow CR-zoned properties pursuing Optional Method Development to increase building heights by up to 150 percent of the mapped height to a maximum of 300’. Approved height will be subject to the Design Review process through the Design Advisory Panel. Refer to Section 5.1 Implementation for further detail.
  - The Planning Board may approve certain properties identified in the Metro Center District and the Ripley District to realize an increased building height in excess of 300’, consistent with the recommendations of the Sector Plan and Design Guidelines, subject to the Design Review process through the Design Advisory Panel.
- Update the Fenton Village Overlay Zone by adjusting the eastern boundary, and revising its text to better meet the goals of the Overlay Zone and to provide clarity. Refer to Section 5.1. Implementation.

- Remove the Ripley/South Silver Spring Overlay Zone. The Design Guidelines for this Sector Plan will address compatibility with buildings that are along Eastern Avenue confronting single-family homes in the District.
- For Optional Method development projects required to provide public open space on a site not recommended for a new public open space in the Sector Plan, the Plan requires contribution to a recommended park preferably in the same district, unless the Planning Board determines the public open space will significantly contribute to the public open space network proposed in this Sector Plan. Refer to Section 5.1 Implementation.
- Rezone all parcels in the Plan area as shown in the zoning maps and tables included in this document.
- Confirm the existing zoning for all parcels within the Plan boundary except those where zoning changes are proposed as shown on Map 15 Proposed Zoning and in the maps and tables in the Districts section above.

## 4.2 Housing

Housing recommendations were reviewed with the Board on December 23 and the revisions below will be reviewed on January 6, 2022.

Revisions to 2<sup>nd</sup> paragraph:

This Plan represents the first opportunity to implement the vision for housing laid out in Thrive Montgomery, the 2021 update to the county’s General Plan that lays out a long-range policy framework that will guide future land use and growth. Thrive Montgomery’s housing recommendations, found in the “Housing For All” chapter include wide ranging policies to help make housing more attainable, including increasing housing production and preserving existing affordable and attainable housing. This vision laid out in Thrive Montgomery 2050 is consistent with the Housing Element of 2011 and builds upon a foundation of progressive housing policy laid out in several previous master plans, including the Bethesda Downtown Plan, the Veirs Mill Corridor Master Plan, and the Forest Glen Montgomery Hills Sector Plan.

Revised introductory text to Goals section:

The housing goals for the plan are guided by policies and practices found in previous and ongoing plans including Thrive Montgomery 2050, the Housing Element of 2011, and previous master plans. The intent of this plan is to ensure this Plan is consistent and in sync with current best practices in planning and housing policy. The goals include:

Additional recommendations provided as follows:

- The Council should take action on Attainable Housing Strategies and adopt a countywide Zoning Text Amendment to allow duplexes, triplexes, and quadplexes by-right with conformance with a pattern book in the Adjacent Communities.

- If there is no action on Attainable Housing Strategies, the relevant recommendations to allow duplexes, triplexes, and quadplexes by-right with conformance with a pattern book in the R-60 zone should be adopted in the Adjacent Communities through a Zoning Text Amendment.

### 4.3 Economic Growth

The title of this section will be “Economic Growth” and it will move up to follow the Land Use and Zoning section.

The first two paragraphs on p.63 will be revised as follows:

Over the last 20 years, downtown Silver Spring has become a key economic engine for the eastern half of Montgomery County. It is home to arts and entertainment venues, a diverse retail landscape, major employers, new start-ups and cutting-edge science and technology companies. Over the last decade, over 6 million sf of new construction has shaped the streetscapes and the skyline, and the Plan envisions this growth continuing into the future. With green, walkable streets and a transit connection to all regional centers and train and air travel hubs, downtown Silver Spring will be a premier location for businesses large and small, new or established.

Over the last ten years, downtown Silver Spring has seen significant growth in high-quality residential development, construction of a new regional recreation and aquatic center, and the expansion of the United Therapeutics bio-tech campus. But it has not attracted as many new office users despite access to transit, high-quality urban form and numerous civic amenities. Retailers in downtown Silver Spring depend on the office market for daytime sales, accentuating the need for policies and interventions that attract additional jobs to fill the existing empty office space in the downtown before new will be built.

Goal added to p.63:

- Focus on strengthening the retail and business economy in Silver Spring by attracting large and small new employers and retailers, and by supporting the businesses that have been in the downtown for years.

New Recommendations added to p.64:

- Explore creating a Minority Business Designation Program in coordination with the Legacy Business Program recommended in Section 4.9.6.
- The Plan recommends developing a wayfinding and branding plan that highlights the unique multicultural destinations in the downtown.

### 4.4 Urban Design

Recommendation on p.65 revised as follows:

- Create a Design Advisory Panel (DAP). Design Review will be required for all Optional Method Development Projects in the Plan Area. Additional height obtained through the Building Height Incentive Zone will be subject to the Design Review process through the Design Advisory Panel.

Public Realm Goals revised on p.67:

- Introduce new public spaces in downtown Silver Spring that strengthen each district, contribute to community identity, and improve access to public spaces for all.

Public Realm Recommendations revised to add:

- Activate spaces with placemaking efforts, including public art and programming, that celebrate and highlight the diverse cultures of downtown Silver Spring.

## 4.5 Parks, Trails and Public Spaces

The revisions to the Parks section address the following:

- Text revisions to align language with the ongoing update to the 2022 PROS Plan with a particular focus on physical activity and social connections.
- Text revisions to highlight equity in parks.
- Minor edits to align with land use recommendations.

Revisions will be submitted as a supplement to the Staff Report for the January 6, 2022 Work Session in advance of January 6.

## 4.6 Transportation

The revisions to the Transportation section address the following:

- Revisions to better align recommendations with the Complete Streets Design Guide, current Vision Zero policy and the Bicycle Master Plan.
- Modifications to some recommendations in response to community comments, Board comments or MCDOT feedback.
- Revisions to update graphics and tables to align with revised recommendations as described in the points above.

Revisions will be presented to the Board on January 6, and submitted as a supplement to the Staff Report for the January 6, 2022 Work Session in advance of January 6.

Note: Due to the condensed schedule and the comments received from MCDOT on December 15, not all street sections will be updated in time for the planned January 11 transmittal to the Council. Staff will submit a supplement to the Council well in advance of the Council Public Hearing with a complete



collection of street sections. A complete list of street sections to be included in the Plan will be included in the Planning Board Draft.

## 4.7 Resilient Downtown

Recommendation on p.114 revised as follows:

- Encourage a minimum of 35 percent green cover on Optional Method Development projects. A project may achieve the 35 percent green cover requirement by:
  - Providing an intensive green roof (six inches or deeper) on the rooftop of the buildings;
  - Providing native canopy tree cover on the landscape of the project site area at ground level; and/or
  - Providing a combination of tree canopy cover and intensive green roof for a total of 35 percent or greater on the total site.
  - May be reduced for on-site energy generation.
  - All new rooftops not covered in green roofs or alternative energy generation should be cool roofs or active rooftop uses.

Map 25 on p.115 will be removed; Map 26 will remain as it covers the same information.

Recommendation on p. 117 revised as follows:

- Utilize active stormwater management strategies to minimize deviation from the standards established by Chapter 19 of the County's Erosion, Sediment Control, and Stormwater Management Code.

## 4.8 Community Facilities

Enrollment graphs and numbers in this section have now been updated with most current projection data from MCPS

Revisions to p.125 as follows below. These revisions more accurately reflect the analysis described.

### Potential Impact from Attainable Housing Units

Student generation rates specific to attainable housing unit types are not officially analyzed by the current County Growth and Infrastructure Policy. A preliminary analysis of existing units show a wide range of rates across the county, where neighborhood context is likely a contributing factor to the variation. Existing units located around the downtown Silver Spring vicinity were generally found to exhibit a rate similar to that of low-rise multi-family units, which tend to be approximately one quarter or one half of the rate of a single family detached unit. In addition, the number of units produced in the area on an annual basis is expected to be insignificant in terms of enrollment impact estimates.

Therefore, when a single family detached structure is replaced or converted into a duplex, triplex or quadruplex structure as a result of this Plan, the net impact on enrollment is expected to be minimal.

Revisions to p.128 as follows: (2<sup>nd</sup> paragraph of “Innovative School Facilities Initiative”)

As many school districts continue to seek additional space to serve their growing communities, some are turning to converting non-educational properties into innovative school environments. This type of adaptive re-use strategy can be a viable option in the Plan area, where there is a short supply of available land otherwise, to efficiently utilize available properties while also activating vacant office space. Through careful planning and implementation, even unconventional spaces that may not conform to MCPS’ traditional facility standards can be successfully retrofitted into educational spaces, and should be included when considering potential sites for school facilities. Collaborative efforts between MCPS and other appropriate agencies should also continue in order to maximize opportunities to provide off-site fields for such facilities as needed.

Following sentence added to 3<sup>rd</sup> paragraph of “Innovative School Facilities Initiative:”

MCPS’ former operating schools in the vicinity are good candidate sites that can be considered in this capacity, potentially by forming a partnership with other entities leasing the space to provide a special program focus.

Revision to last recommendation on p.128

Promote the viability of an innovative school facility option in the downtown Silver Spring area with MCPS Division of Capital Planning and Real Estate.

## 4.9 Historic Resources

Subsection to 4.9.1 Master Plan for Historic Preservation will be added to expand the history and description of the parking lot at the Silver Spring Shopping Center. Full text as follows:

### Silver Spring Shopping Center and Theatre

The Silver Spring Downtown and Adjacent Communities Plan encourages continued adaptive reuse of the parking lot at the corner of Georgia Avenue and Colesville Road. Built in 1938, the Silver Spring Shopping Center and Theatre is historically significant as a planned regional shopping center with integrated parking. It combined a consciousness of design and merchandizing techniques and recognized the importance of the automobile to the shopper. Therefore, the parking lot is part of the story of the circulation of people and goods.

In addition to its designation as a Master Plan Historic Site, the Maryland Historical Trust (MHT) holds a historic preservation easement on the property. Therefore, any proposed changes much be

reviewed by the Historic Preservation Commission (HPC) and the state historic preservation office. The Historic Preservation Commission (HPC) and the MHT approved sensitively-designed modifications to this space in 2020. Alterations included decking, outdoor seating, reduction of parking spaces, landscaping changes, and public art.

The transformation and adaptive reuse of transportation infrastructure (such as parking lots) is critical for the evolution of our urban downtown and essential for our future mobility beyond the automobile. Historic preservation will contribute to such planning efforts by actively encouraging the preservation and adaptive reuse of important spaces and buildings, documenting the history of land use, and providing guidance for designated historic resources through the design review process. Further reimagining and activation of this parking lot would be appropriate and encouraged with respect to the ongoing preservation of the site. In addition, proposals could explore the addition of a commercial one-story building that is compatible with the architecture of the shopping center and respects the relationship between the shopping center and streets. Historically, a section of the parking lot once included a gas station which provides justification for the addition of a small structure.

All future alterations would require review and approval by the Historic Preservation Commission and the Maryland Historical Trust.

Revision to recommendation on p.134 re: Weller’s Dry-Cleaning Building

Recommendation: Study the Weller’s Dry-Cleaning Building for the potential future listing in the *Master Plan for Historic Preservation* and encourage the adaptive reuse of the building if the occupant and use change.

On p.136 the incorrect address was listed for the Blair Park Apartments. The correct address is 7719-7725 Eastern Avenue.

## 5. Implementation

### 5.1 Zoning

Section 5.1.1. Silver Spring Downtown Building Height Incentive Zone (BHIZ) text will be entirely replaced with the following revisions and additions:

#### 5.1.1 Connectivity and Infrastructure Fund (CIF)

- Any CR property in the Plan area may obtain additional density necessary to reach the mapped maximum building height, or additional height approved for a property in the Building Height Incentive Zone (BHIZ), by making a contribution to the Connectivity and Infrastructure Fund (CIF) of \$5 per square foot.

- CIF contributions will be made only for density above the total mapped maximum density for the site, density approved per density-averaging, and/or bonus density providing MPDUs above the required minimum, up to the approved maximum height.
- The CIF will be implemented by the Planning Department under the direction of the Planning Board and contributions will be used toward implementation of specific projects within downtown Silver Spring, including:
  - Transit Center Arrival Experience;
  - Bridge connection over Metrorail/CSX tracks;
  - Public bicycle parking facilities;
  - Green Loop improvements beyond the frontage of a redeveloped site
  - Select utility improvements;
  - Or other projects identified by the Planning Board.

#### 5.1.2 Building Height Incentive Zone (BHIZ)

- This plan recommends the establishment of a Silver Spring Downtown Building Height Incentive Zone (BHIZ), as shown in Map XX, to allow CR-zoned properties pursuing Optional Method Development to increase building heights by up to 150 percent of the mapped height to a maximum of 300'. Approved height will be subject to the Design Review process through the Design Advisory Panel.
- The Planning Board may approve certain properties identified in the Metro Center District to realize an increased building height in excess of 300', consistent with the recommendations of the Sector Plan and Design Guidelines, subject to the Design Review process through the Design Advisory Panel.
- To qualify for the additional height under the BHIZ, projects must:
  - Provide a minimum of 17.5 percent MPDUs or, for a purely non-residential development, make a contribution to the Montgomery County Housing Initiative Fund (HIF) (residential mixed-use projects with a significant non-residential component must provide both 17.5 percent MPDUs and a pro-rata HIF contribution); and
  - Provide for an activating ground-floor Neighborhood Service including, but not limited to, small business, art gallery/venue, community meeting space, educational or medical use, historic preservation, or non-ground-floor area dedicated to Design for Life residences.

Replace section 5.1.3. South Silver Spring Overlay Zone (SSOZ) with this text:

#### **5.1.3. Ripley/South Silver Spring Overlay Zone**

The Plan recommends the removal of the Ripley/South Silver Spring Overlay Zone from the zoning ordinance. The Design Guidelines will address compatibility with single-family homes across Eastern Avenue.

Map 30 'Proposed Incentive Zone and Modified Overlap Zones' will be updated as follows:

- Building Height Incentive Zone will be adjusted to include 8807 Colesville Road as discussed at the Board,
- Building Height Incentive Zone will be adjusted to include the properties on the east side of Georgia Avenue that are adjacent to the Fenton Village Overlay Zone but are NOT included in that zone. The current Map 30 on p.142 has an error and intended to include those handful of properties.
- The South Silver Spring Overlay Zone will be removed from the map and the legend.

#### **5.1.4. CR, CRT, CRN Zoning**

2<sup>nd</sup> paragraph to be replaced with:

Maximum heights on properties throughout the Plan area have been adjusted per urban design goals of each district. Maximum allowable heights on many CR properties throughout the plan have been increased by 20 percent as the existing “T” designation has been eliminated.

#### **5.1.6. MPDU Minimum Percentage**

The text will be revised as follows:

All Optional Method Development projects that include residential units are subject to Chapter 25A, Moderately Priced Dwelling Unit, and are required to provide a minimum of 15 percent of the total residential units as MPDUs. This is also considered a required Optional Method Public Benefit as described in Section XX below.

#### **5.1.7. Public Benefits in CR Zones**

Text revisions as follows:

- The Plan requires that all Optional Method Development projects include Exceptional Design Public Benefit, and all projects with a residential component achieve Affordable Housing Public Benefit via the requirement for 15 percent MPDUS described in Section XX above.

“Design Excellence” will be removed from the list of priority benefits since it is a requirement.

#### **5.1.8. Design Advisory Panel**

The Sector Plan recommends the establishment of a Design Advisory Panel (DAP), similar in structure and function to the Bethesda DAP, for all Optional Method projects in the plan area to assess the number of Design Excellence Public Benefit Points and for maximum height within the BHIZ.

#### **5.1.10 Green Loop**

The Green Loop will be primarily implemented through frontage improvements required for each development, through the Streetscape Improvement Public Benefit, or through CIP improvements. The Plan recommends that every effort be made to limit disruption to businesses in the design and implementation of any Green Loop elements.

### **5.1.11 On-Site Public Open Space**

Adequate public open space is critical to meeting this Sector Plan’s goal of making Silver Spring a better place to live, work and play. In order to ensure the right amount and quality of public open space, this Sector Plan recommends channeling resources to create new and improve existing public parks instead of creating on-site “postage stamp” public open spaces that are too small, fail to enhance the public realm and prevent buildings from activating the street. For any Optional Method development project required to provide public open space on a site not recommended for a new public space in the Sector Plan, the Plan recommends that in lieu of on-site open space, applicants contribute to the creation of new and improvement of existing public parks recommended by the Sector Plan, preferably within the same district, unless the design for the required open space is determined to significantly support the proposed open space network in this Plan. These contributions will be determined during the Optional Method development review and approval process and will be based on the cost/sf of constructing an equivalent area of the recommended public space. Contributions to the Commission will be included in the Department of Parks Capital Improvement Program (CIP).

## 5.5 Partnerships

### **5.5.1 Partnerships for Economic Growth**

Add the following bullet point to the list of recommendations:

- The Plan supports the establishment of a “champion” entity in the downtown that will assist with marketing, activation and maintenance. Such an entity could help address issues of safety and trash collection on the streets, as well as promote, highlight and support the many amenities the downtown has to offer. Downtown Silver Spring will benefit from a strong champion for downtown, and will need support from partnerships between the public sector, property owners, businesses, and social service organizations in order to full achieve the vision expressed in this Plan.