

Item 6 - Correspondence

From: [Stephanie Helsing](#)
To: [MCP-Chair](#)
Subject: Support Statement - Ellsworth Place Plan
Date: Wednesday, May 15, 2024 11:46:57 AM
Attachments: [image001.png](#)
[Support Ellsworth Place Build.pdf](#)
Importance: High

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To Whom it May Concern,

Please see the attached letter of support from the Greater Silver Spring Chamber of Commerce for the Ellsworth Place sketch Plan, with one desired amendment to recommendation #4.

Should you have any questions with regard to the letter, don't hesitate to contact me.

Cheers!

Stephanie Helsing

President & CEO
Greater Silver Spring Chamber of Commerce
8601 Georgia Avenue #203
Silver Spring, MD 20910
Office: (301) 565-3777
Cell: (240) 643-9125
www.gsscc.org

***Business is the most effective social program on earth;
it has lifted millions out of poverty.***





OUR MISSION:

Working to enhance the economic prosperity of greater Silver Spring through robust promotion of our member businesses and unrelenting advocacy on their behalf.

May 15, 2024

To Whom it May Concern:

For the record, my name is Stephanie Helsing, and I am the President & CEO of the Greater Silver Spring Chamber of Commerce. First, I want to state that the Chamber is very excited about the proposed development at Ellsworth Place. This mixed use, "no parking," concept will increase affordable and diverse housing in the central business district and encourage walkability in our downtown. Two goals that the County Council has said are major focus areas for them.

Silver Spring, like other communities in our County, has faced challenges to its economy brought on by the pandemic and the subsequent changes in our workforce habits. A lack of boots on the ground, the closing of businesses, and the loss of jobs has hurt our local businesses and our general economy. The mission of the Silver Spring Chamber is to widen opportunities by growing jobs and businesses to increase prosperity for all our residents and this type of innovative project is what we wish to encourage in Silver Spring and Montgomery County.

The proposal will allow Ellsworth Place not only to bring in needed housing, but to also bring in new service-based businesses, flexible office space and other amenities, to the existing space, and the newly created space in the plans, not only for the residents of the building, but surrounding area residents as well. The hope is that it will be a hub of the downtown area and spur further economic development in and around the mall. Thus, helping achieve the County's goal of growing our access to diverse housing and an increased employment base in the East County - a geographic area that merits increasing focus on economic opportunity. As one of the County's Equity Focus areas, this project benefits Silver Spring by giving a boost to our small businesses and enticing entrepreneurs and innovators to call Silver Spring home.

A major concern that the Chamber has about the planning board summary of this project is with regard to #4 under recommendations and conditions. The expectation that this project be responsible for providing 4,789 sf of open space onsite, where none has previously existed, or a fee-in-lieu of that, estimated at an additional \$100,000, appears arbitrary. Given that it is not the result of buying additional density, it strikes the Chamber as both punitive and short sighted. Particularly with the recent focus at the County level and within the County Council regarding overall economic development in Equity Focus areas, such as Silver Spring, and the need for continued access to diverse housing near transit. There needs to be a clear understanding that this project is being built on top of an existing structure, an empty expanse of roof, not from the ground up, so this public space is virtually impossible to create and should be exempt from this requirement as this additional cash output could in fact make the project financially unviable for the developer. We strongly encourage that this provision be removed so that no fiscal roadblocks stand in the way of this project being completed.

In closing, the Greater Silver Spring Chamber of Commerce would once again like to reiterate its support for the Ellsworth Place plan as proposed, with the removal of recommendations and conditions #4, to ensure the viability of the project moving forward and its positive impact in the diverse housing needs, and economic development arena.

Should you have questions, don't hesitate to contact us.

Sincerely,

A handwritten signature in black ink that reads "Stephanie M. Helsing".

Stephanie Helsing
President & CEO

From: [Joshua Sloan, P.L.A.](#)
To: [MCP-Chair](#)
Cc: [Gus B. Bauman](#); [Trey Culpepper](#); [Gatling, Tsaiquan](#); [Dickel, Stephanie](#)
Subject: Written Testimony for 5/16 Agenda Item #6: Ellsworth Place, Sketch Plan #320240060
Date: Wednesday, May 15, 2024 10:44:05 AM
Attachments: [20240516_Ellsworth-Place-Residential_HearingSlides.pdf](#)

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

Dear Chair,

Please find attached the Applicant's presentation materials for the Hearing on Agenda Item #6: Ellsworth Place, Sketch Plan #320240060.

If you have any problems with the PDF, please let me know.

Regards,

Josh

Joshua C. Sloan, ASLA, PLA, AICP

Director of Planning and Landscape Architecture / Vice President

Main: 301.916.4100 Ext. 208

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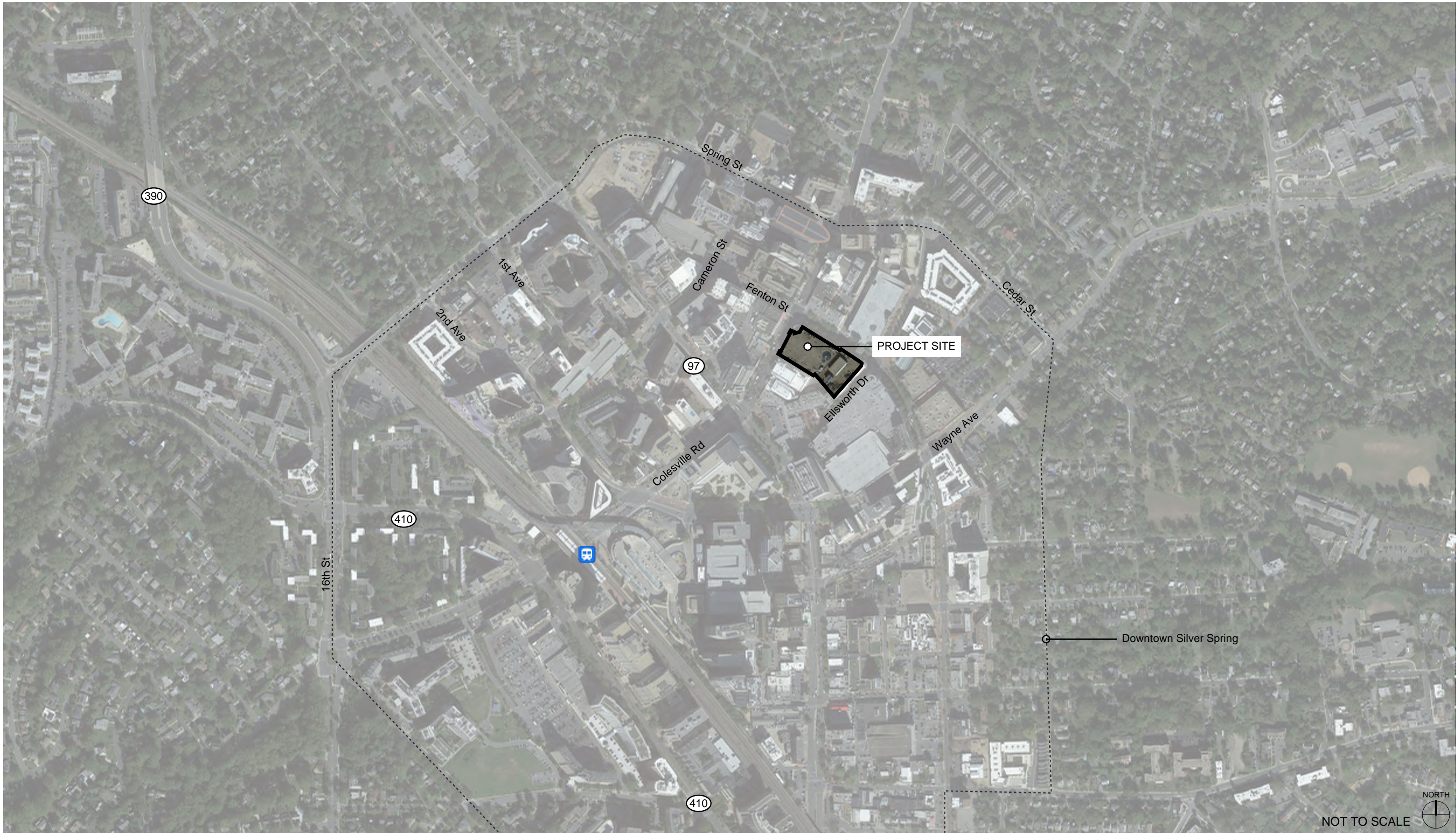
Our Site Set on the Future.

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ELLSWORTH PLACE





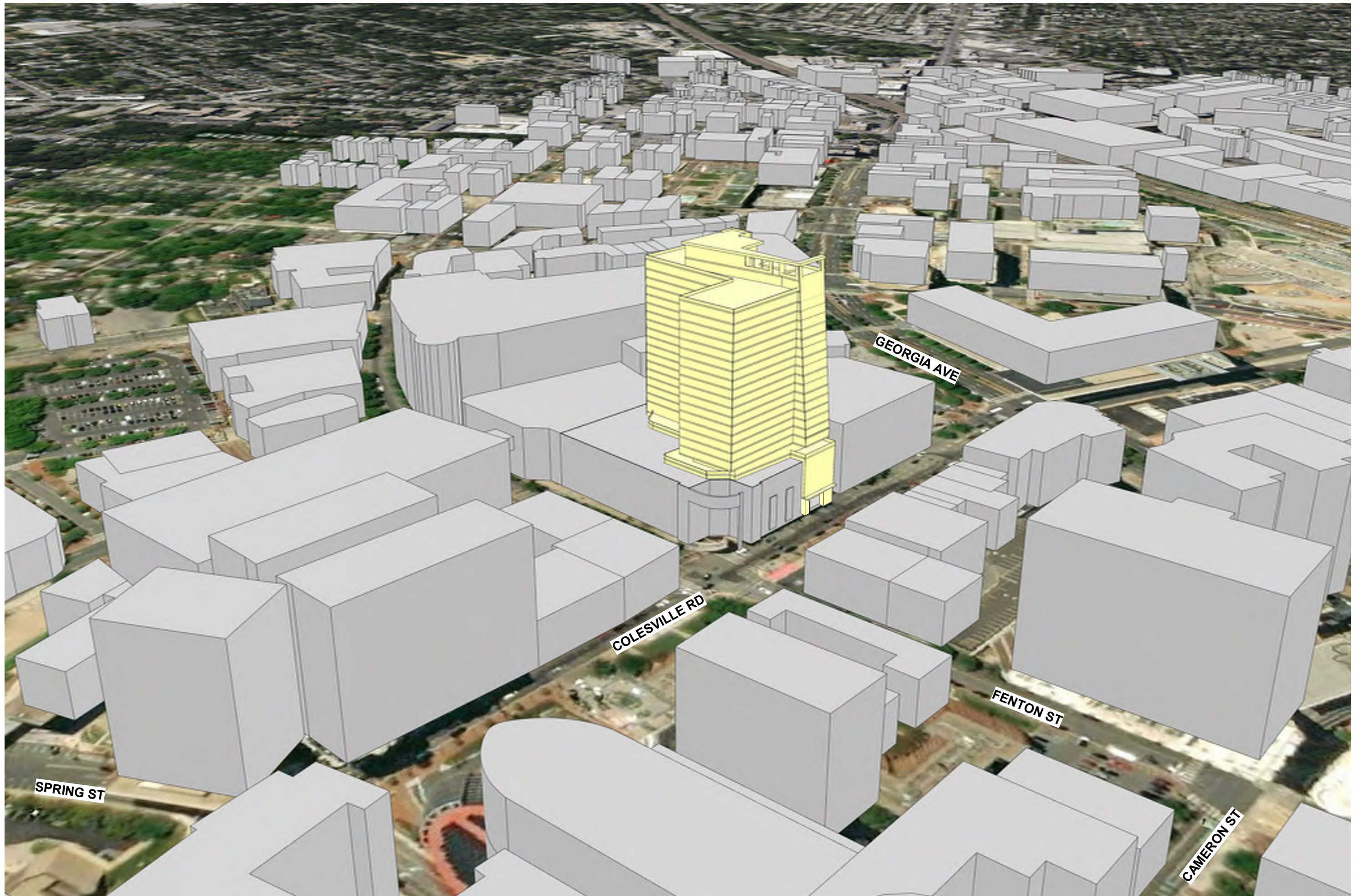
PROJECT SITE

Downtown Silver Spring



NOT TO SCALE

FOR ILLUSTRATIVE PURPOSES ONLY



FOR ILLUSTRATIVE PURPOSES ONLY



EXISTING VIEW
LOOKING SOUTH FROM THE INTERSECTION OF COLESVILLE ROAD AND FENTON STREET

VIEW OF PROPOSED TOWER
LOOKING SOUTH FROM THE INTERSECTION OF COLESVILLE ROAD AND FENTON STREET



EXISTING VIEW
LOOKING NORTHEAST FROM COLESVILLE ROAD



VIEW OF PROPOSED TOWER
LOOKING NORTHEAST FROM COLESVILLE ROAD



EXISTING VIEW
LOOKING NORTHEAST FROM COLESVILLE ROAD



VIEW OF PROPOSED TOWER
LOOKING NORTHEAST FROM COLESVILLE ROAD



EXISTING VIEW
LOOKING SOUTHWEST FROM FENTON STREET

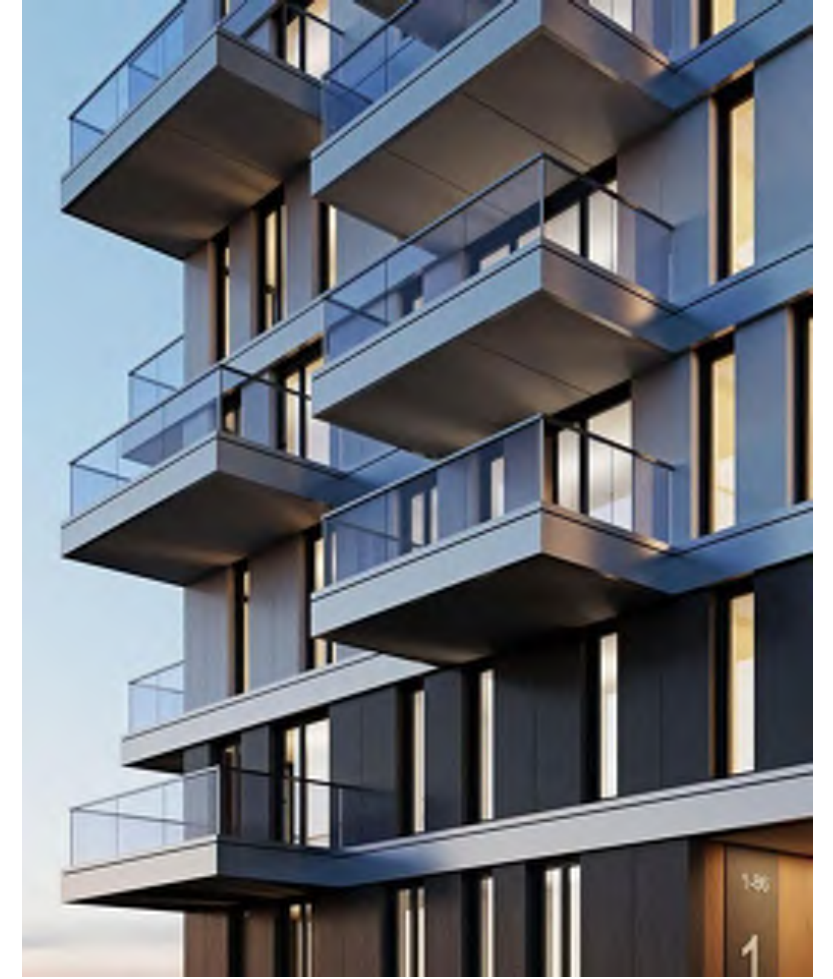
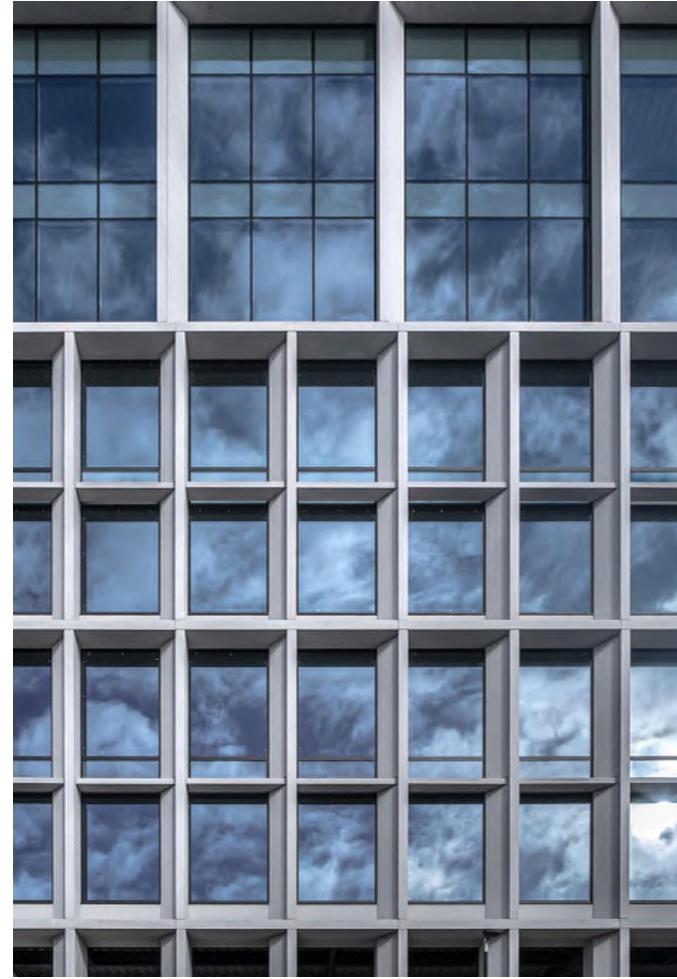


VIEW OF PROPOSED TOWER
LOOKING SOUTHWEST FROM FENTON STREET

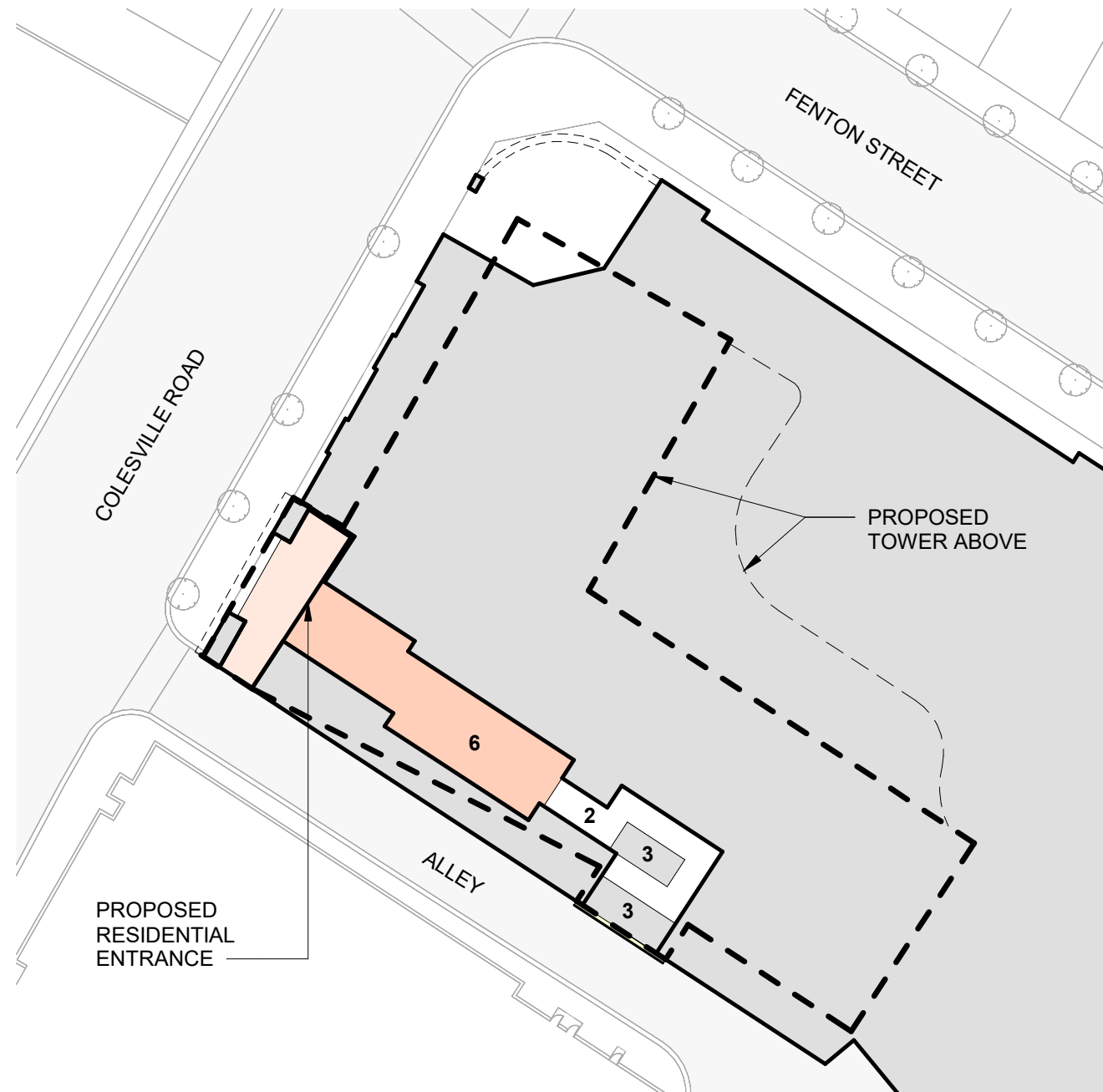


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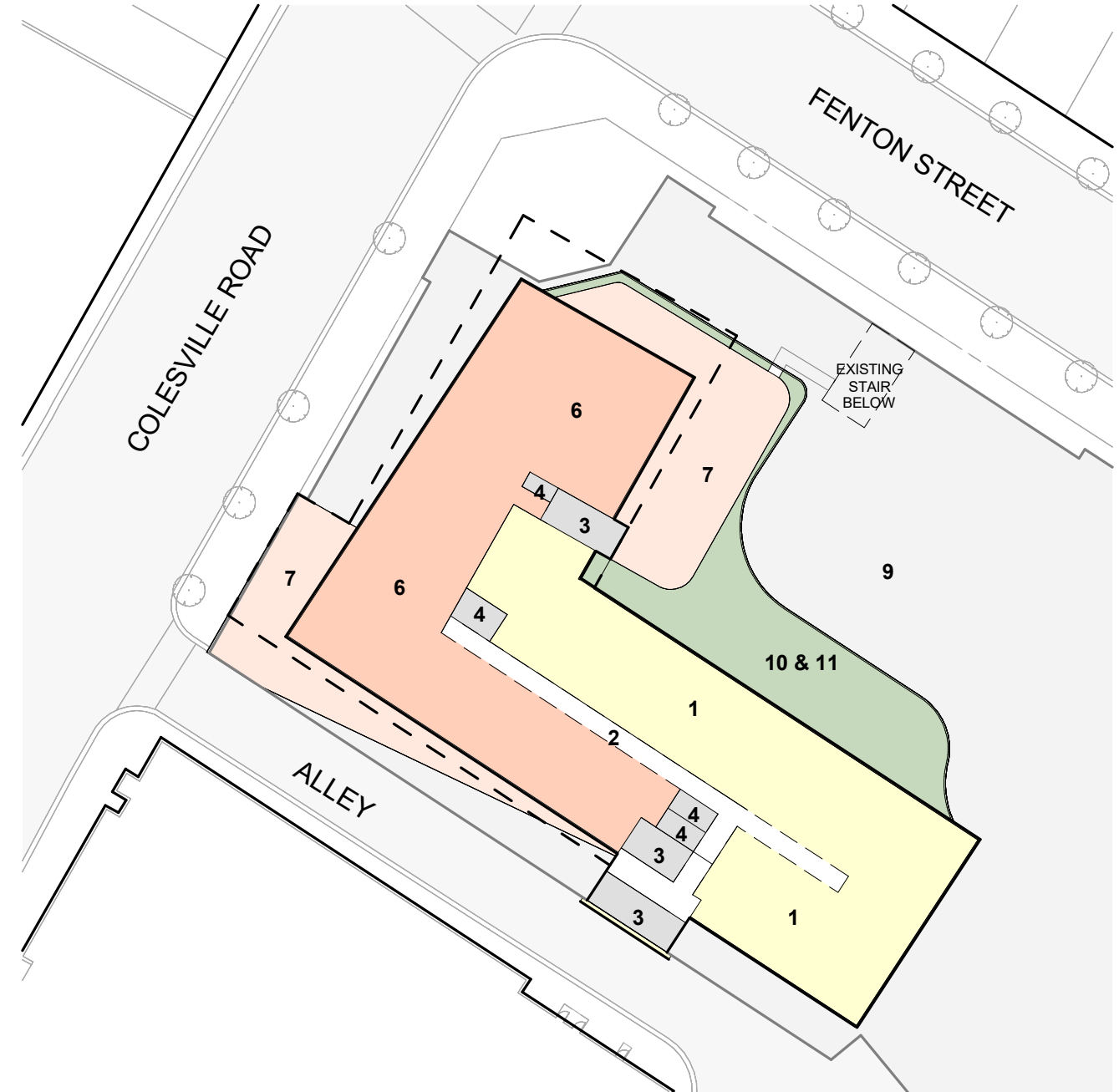




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STREET LEVEL PLAN

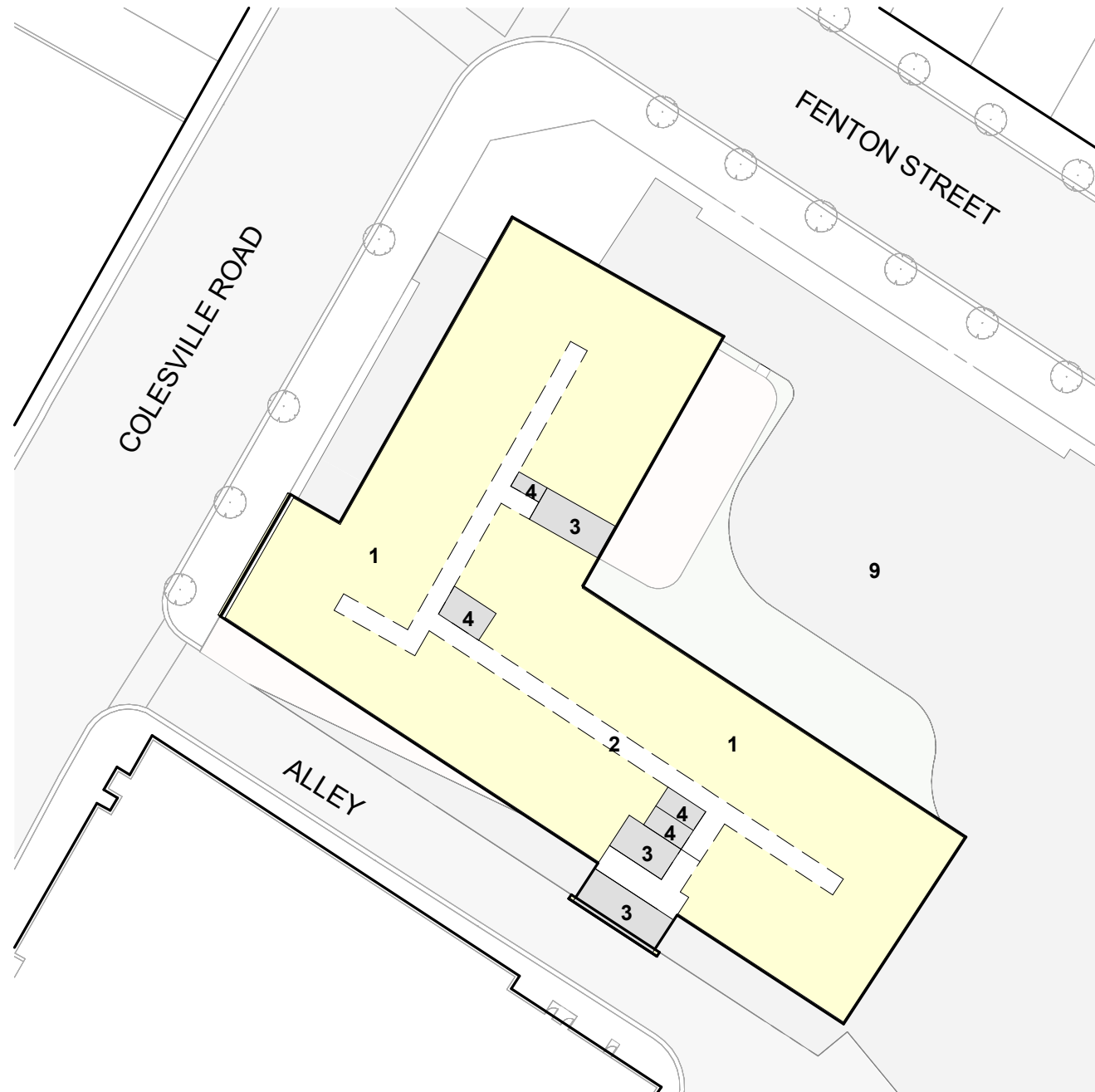


RESIDENTIAL TOWER LEVEL 6
(EXISTING ELLSWORTH PLACE ROOF)

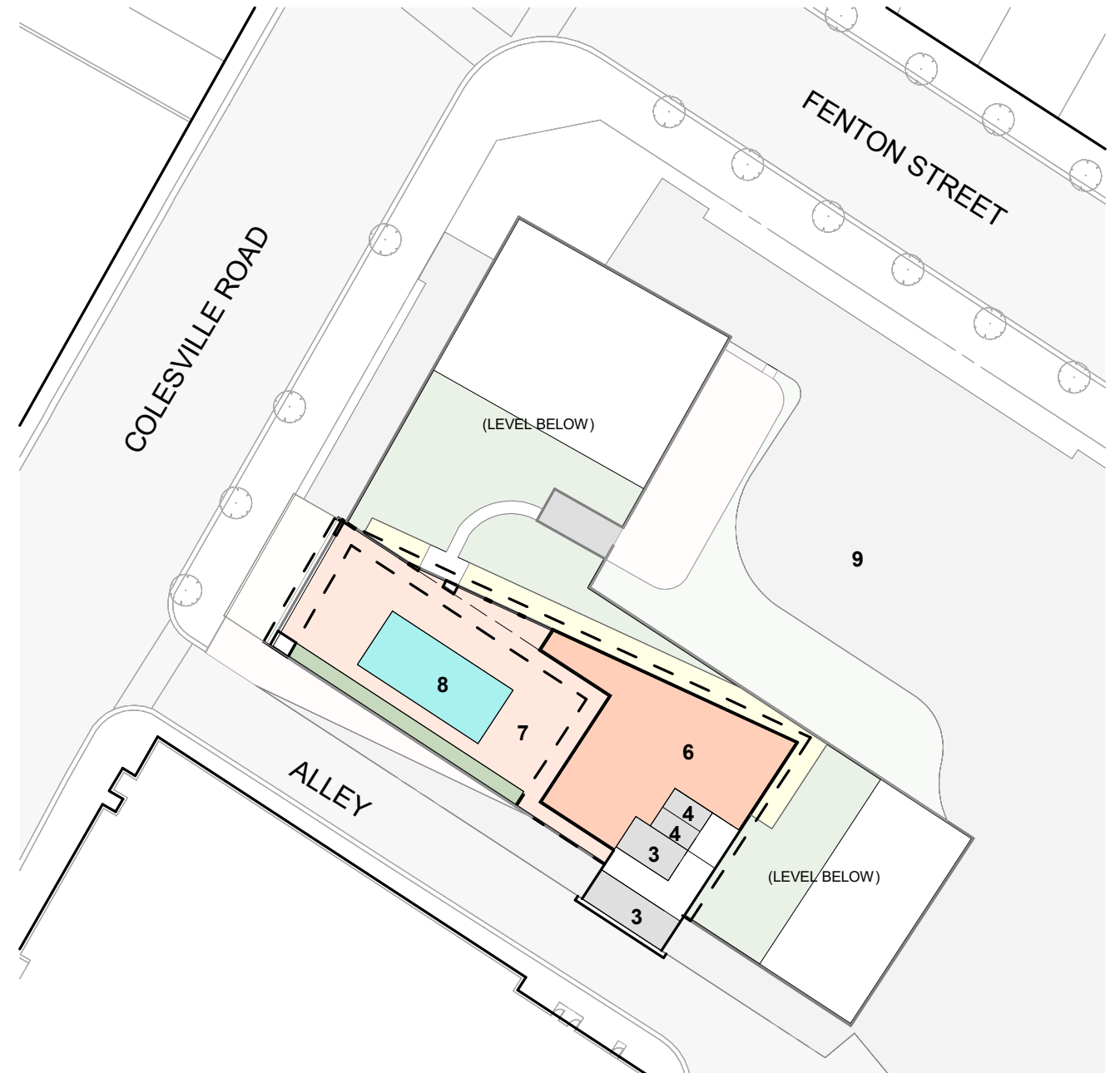
KEYNOTE LEGEND

Note: Not all program elements occur at every level.

- 1 RESIDENTIAL UNITS
- 2 RESIDENTIAL CORRIDOR
- 3 VERTICAL CIRCULATION
- 4 BACK OF HOUSE / BUILDING SERVICES
- 5 RESIDENTIAL UNIT TERRACES
- 6 INDOOR RESIDENT AMENITY / LOBBY
- 7 OUTDOOR RESIDENT AMENITY
- 8 POOL
- 9 EXISTING ELLSWORTH PLACE DEVELOPMENT (BELOW)
- 10 GREEN ROOF AREA
- 11 RESIDENTIAL BALCONY



TYPICAL RESIDENTIAL PLAN



RESIDENTIAL AMENITY / ROOF PLAN

KEYNOTE LEGEND

Note: Not all program elements occur at every level.

- 1 RESIDENTIAL UNITS
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- 9 EXISTING ELLSWORTH PLACE DEVELOPMENT (BELOW)
- 10 GREEN ROOF AREA
- 11 RESIDENTIAL BALCONY

Density & Open Space Implications (Conversion of Existing Plus New)

\$158,000 additional cost for not
crediting approved existing conditions

Procedure:

- New Sketch Plan
- Amended Preliminary Plan
- New Site Plan

(In line with precedents, such as Park Potomac & CCL Block B)

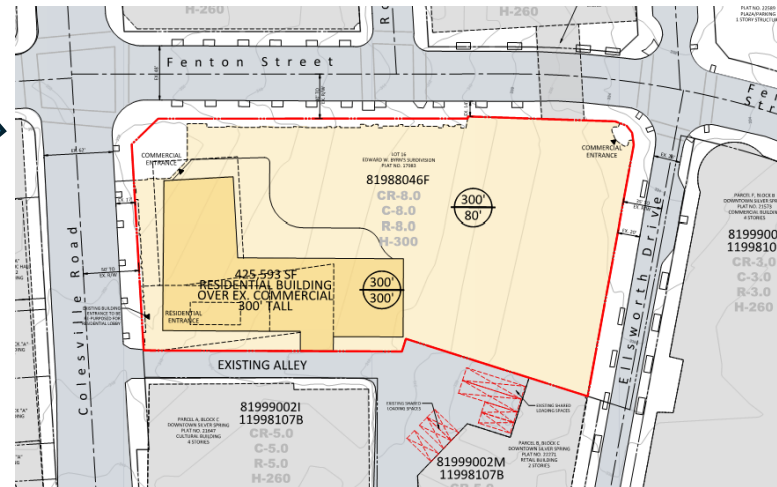
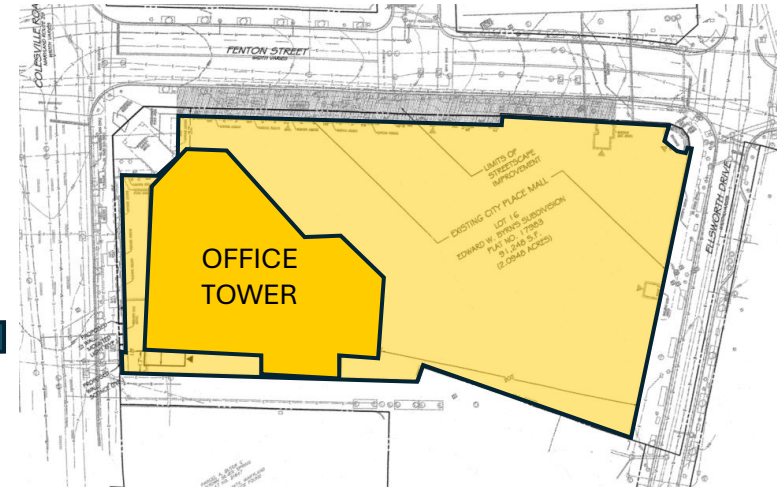
Density – Existing

- Approved November 30, 2022
 - Preliminary Plan & APF Validity Period extended until 5/16/25
 - For
 - Existing retail 491,235sf (including 91,772sf of cellar space)
 - Potential conversion of 51,273sf of retail to office
 - Approved but unbuilt additional office = 248,034sf
 - Total approved existing GFA = 647,497 sf

491,235sf existing retail
- 91,772sf cellar space
399,463sf existing GFA
+ 248,034sf approved office
647,497sf approved GFA
valid until 5/16/25

Density – Proposed

- Sketch Plan Request
 - Maintain existing 491,235sf (399,463sf GFA) retail
 - Convert 248,034sf of office to residential
 - Add 177,559sf residential
 - Total Sketch Plan density = 825,056sf GFA



Density – Credit

Applicant's Position

399,463sf existing retail

248,034sf approved &
unbuilt
conversion

+ 177,559sf new residential

825,056sf GFA proposed

Proposed new FAR = 1.72

Staff's Position

399,463sf existing retail

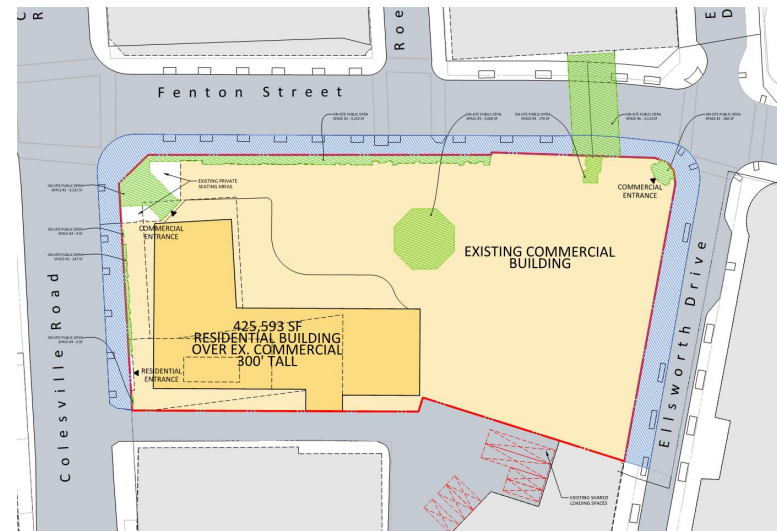
+ 425,593sf new residential

825,056sf GFA proposed

Proposed new FAR = 4.13

Open Space – Existing & Proposed

- Sketch Plan Request
 - Maintain existing approved Public Open Space @ 9,028sf
 - Payment of \$250,000 toward remaining requirement and for public benefit points



Open Space – Legacy Provisions

Project is governed by and complies with Section 7.7.1.C.4:

If any expansion exceeds Section 7.7.1.C.2, then the entire expansion must satisfy the applicable standards and procedures for the current zoning.

Open Space – Credit

Staff's Position

9,125sf required

- 4,789sf credit for existing

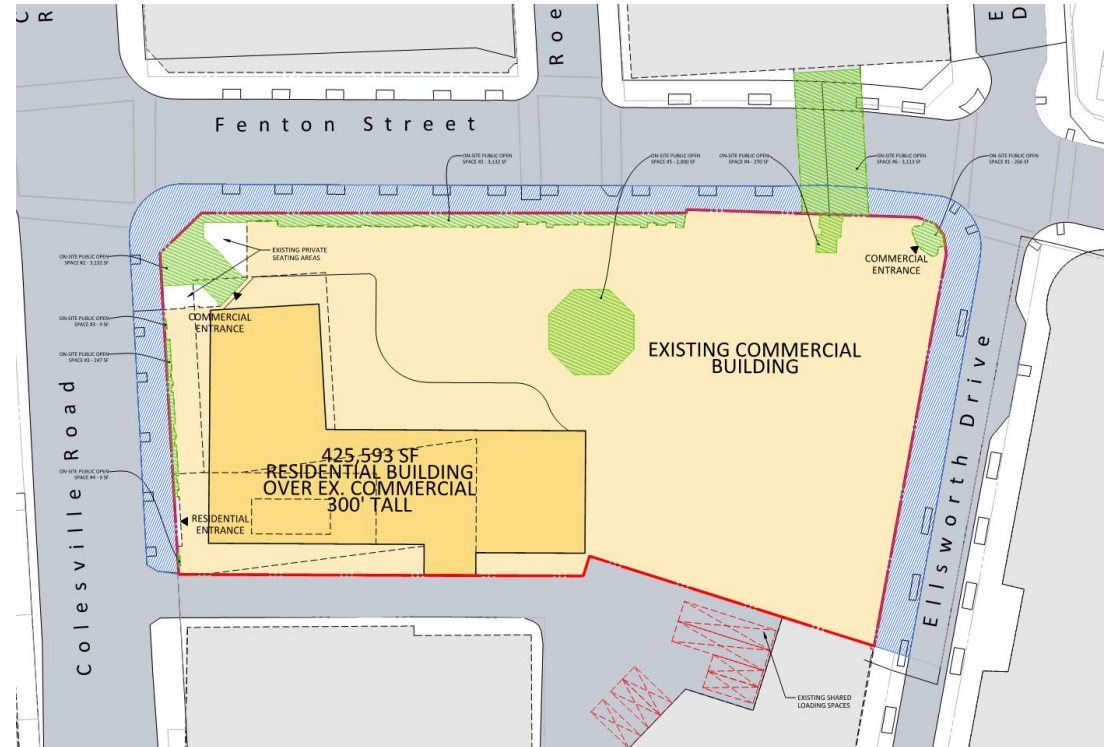
4,336sf remaining

Applicant's Position

9,125sf required

- 9,028sf existing

97sf remaining



Open Space – Payment

Applicant's Position

1.72 additional FAR

x 97sf additional open space

x \$20 fee-in-lieu

\$3,336.80 plus 7.8 public benefit points for additional \$246,632.20

Staff's Position

4.13 additional FAR

x 4,336sf additional Open Space

x \$20 fee-in-lieu

\$358,153.60 w/no public benefit points