



Studio Plaza, Preliminary & Site Plans, 120130020 & 820130010



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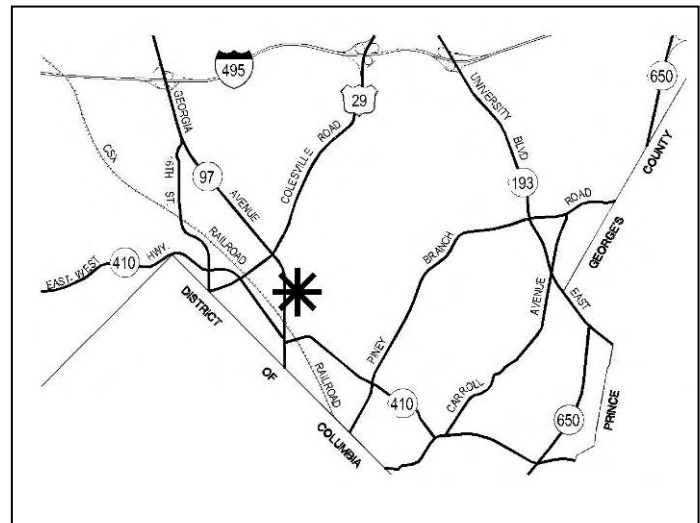


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Completed: 2.11.13

Description

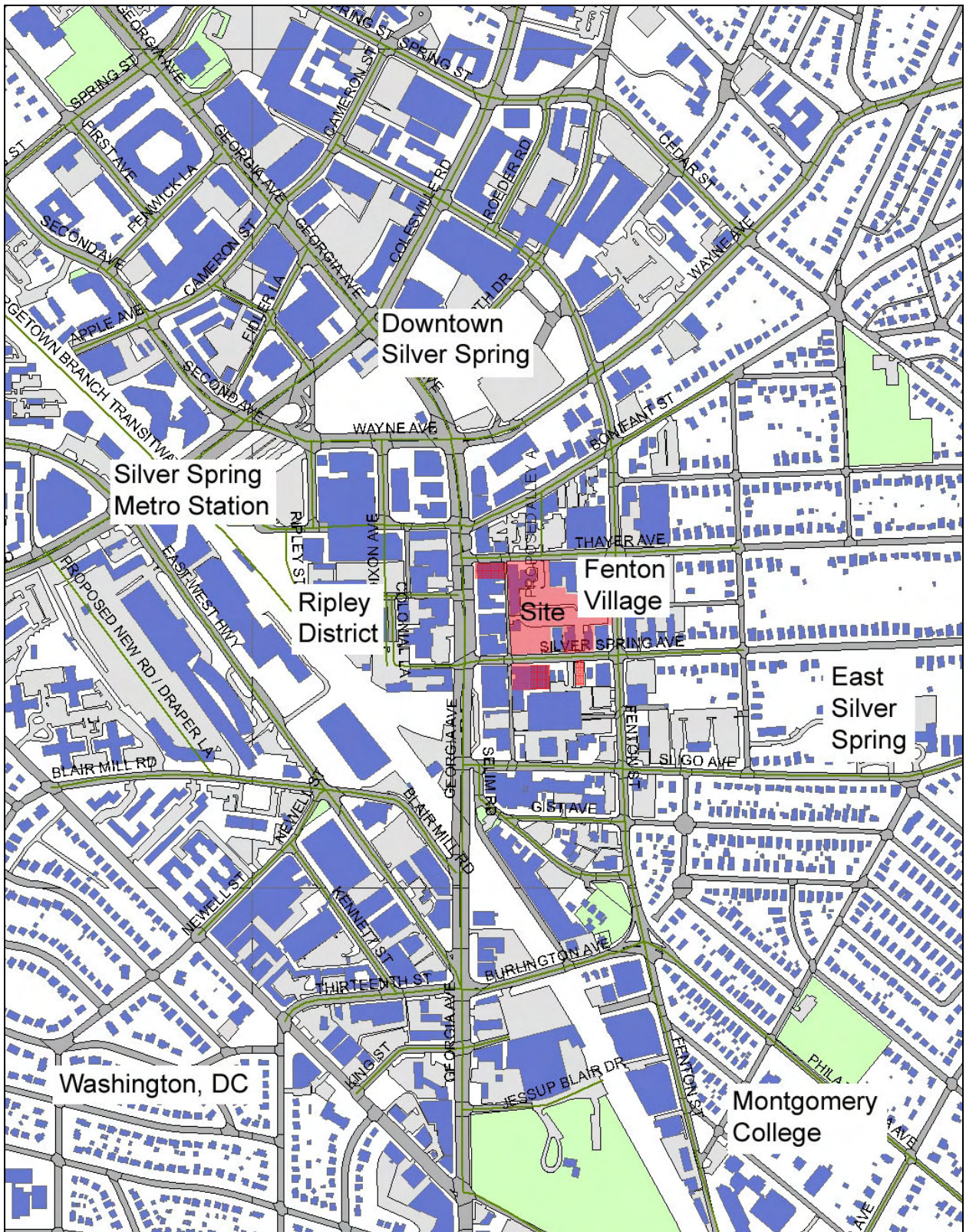
- Located on the block bound by Thayer Avenue, Fenton Street, Silver Spring Avenue, and Mayro Lane, Silver Spring
- CBD-1/Fenton Village Overlay Zone, Silver Spring CBD Sector Plan
- Preliminary Plan: 4.2 ac., 2 lots for a maximum of 739,553 sf., with 625,373 square feet of residential development, incl. 749 du & 15% MPDUs, and 114,180 sf. commercial uses
- Site Plan: 3.8 ac. mixed-use multi-family building with 418,069 sf., including 10,500 sf. of retail and 415 du, incl. 15% MPDU & WFHU
- Fairfield Investment Co.
- Submitted 9.11.12



Summary

- Staff recommends **APPROVAL WITH CONDITIONS** of Preliminary Plan and Site Plan
- Applicant has a General Development Agreement with Montgomery County to redevelop public Parking Lot 3 in downtown Silver Spring
- The approved Project Plan included multiple lots under joint ownership for density transfer
- The Project Plan raised issues of compatibility, particularly with regard to building height and massing
- Community concerns about design of the project and compatibility with the surrounding community
- Decisions to be made, issues to be resolved

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Vicinity Map

SITE DESCRIPTION

Vicinity

The subject property is 5.11 acres and is located on the western edge of the Fenton Village area of the Silver Spring CBD and is generally bound by Thayer Avenue to the north, Silver Spring Avenue to the south, Fenton Street to the east, and Mayor Lane to the West, though the site also includes properties across those public rights-of-way.

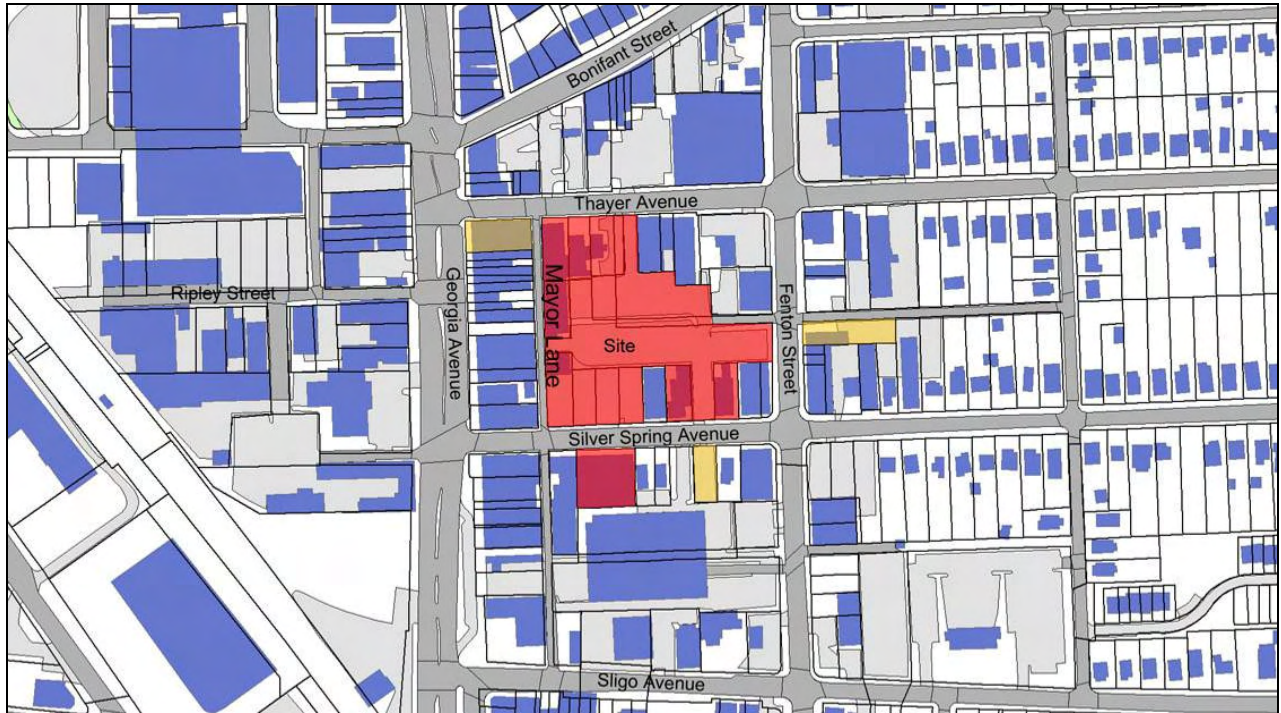
The surrounding development includes small commercial and retail buildings of up to four stories, including a Safeway supermarket at the intersection of Thayer Avenue and Fenton Street, and the structured County Parking Garage 4 one block south. The buildings are populated by a diversity of restaurants, ethnic grocers, convenience and specialty retail, and small commercial enterprises.

A five-minute walk from the site will bring you to the Silver Spring Metro Station, the Ripley District and the master-planned Metropolitan Branch Trail, Downtown Silver Spring, the Takoma Park Campus of Montgomery College, and the shops of South Silver Spring.

North and west of the site the density of development increases along the metro and rail tracks and into the core of the CBD. South and east of the site, low-rise commercial development gives way to the single-family neighborhoods of Takoma Park and East Silver Spring.

Site Analysis

The site is composed of 32 properties, totaling 222,582 square feet (5.11 acres), currently occupied by a mix of one- and two-story office and retail buildings, a private surface parking lot, and County Parking Lot 3. The parking lot is currently accessible from each of the surrounding streets, with the exception of Georgia Avenue. Access to the western edge of Parking Lot 3 is from Mayor Lane, a 20-foot-wide public alley that runs behind the retail buildings lining Georgia Avenue. The site grade drops approximately 15 feet from Thayer Avenue to Silver Spring Avenue and about 13 feet from Mayor Lane to Fenton Street. The site is zoned CBD-1, and lies within the Fenton Village Overlay Zone.



Site Map



Aerial Photo Looking North

PROJECT DESCRIPTION

Background

General Development Agreement

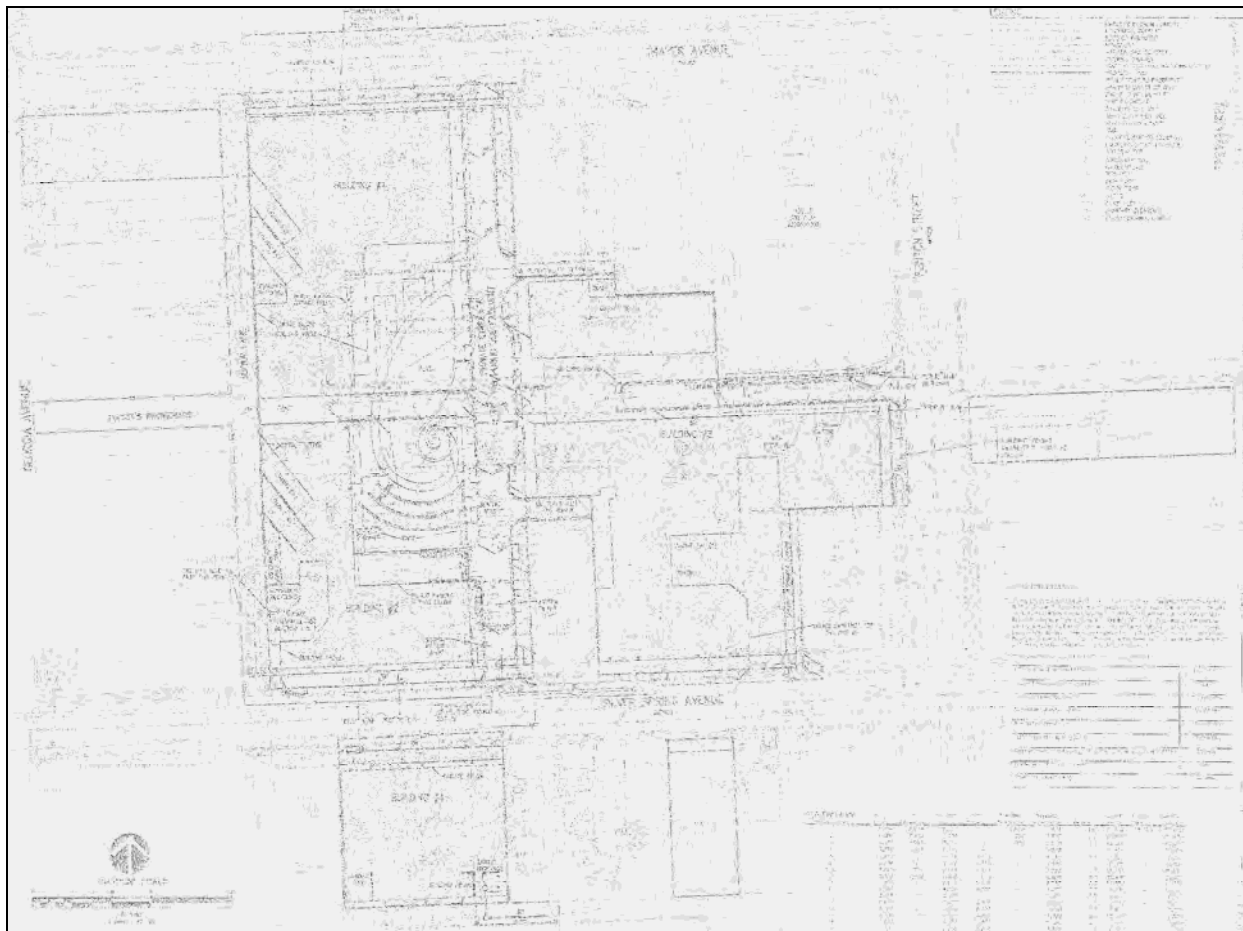
The Applicant and Montgomery County, Maryland, have entered into a General Development Agreement (GDA) for the redevelopment of Public Parking Lot 3. The GDA was executed October 24, 2008, and sets the terms and conditions for the inclusion of County Parking Lot 3 into the proposed Studio Plaza development. Key elements of the GDA include:

- County will transfer ownership of Public Parking Lot 3 to the Applicant for a mixed-use redevelopment
- Applicant will construct on site an underground public parking garage containing 152 replacement parking spaces from the surface lot
- The Applicant will transfer ownership of the public parking garage to the County on a condominium basis
- The Applicant will contribute \$50,000 toward the cost of a “Revenue Collection System”
- The County will own, operate, and maintain the public parking garage
- The public parking garage must be built in the first phase of development and within 24 months of Land Settlement
- The minimum amount of residential development attributable to the County Land shall be 50 percent of the maximum achievable density of that land
- The Applicant will provide a minimum of 15 percent of the units attributable to County Land as Workforce Housing
- The Applicant will provide a minimum of 15 percent of the units attributable to County Land as MPDUs
- The Applicant must provide at least 50 percent of the private parking required by the Zoning Code, unless the Planning Board approves a smaller amount.

Previous Approvals

Project Plan

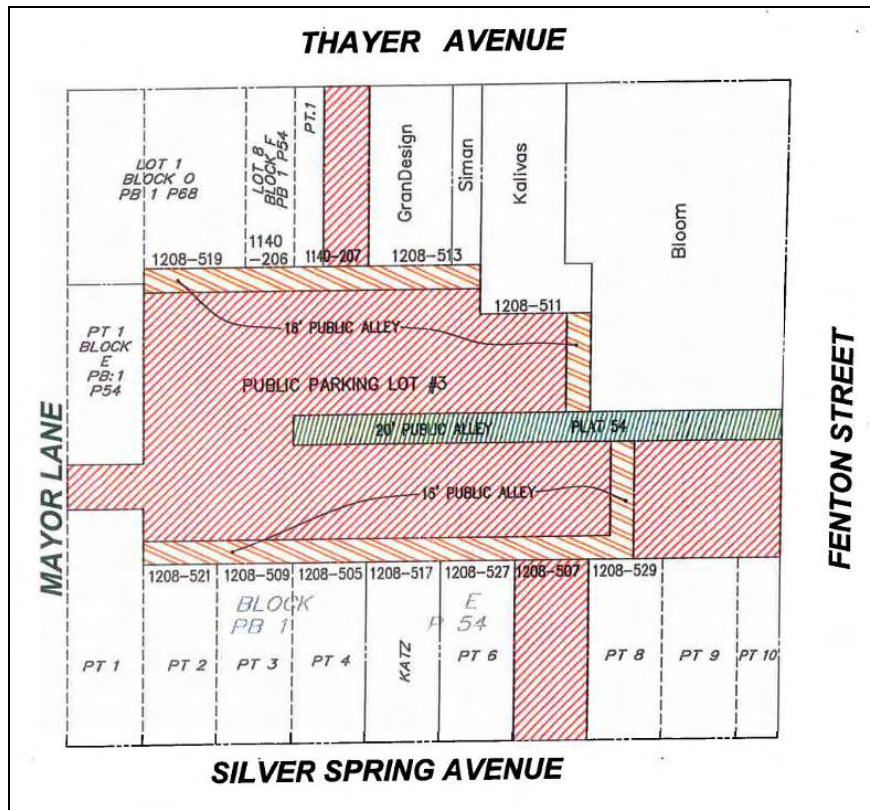
On May 28, 2009, the Planning Board approved Project Plan 920070010 (MCPB 09-104, dated September 15, 2009) for a multi-building mixed-use development, including, but not limited to, residential, retail, office, and/or hotel uses, with a maximum base density – exclusive of any residential density bonuses – of 626,781 gross square feet, to allow the Applicant the greatest flexibility in terms of future programming. The approved project plan also included a new private drive connecting Thayer Avenue to Silver Spring Avenue, a public plaza, a through-block pedestrian connection, public art, and streetscape improvements, as well as the new underground public parking garage



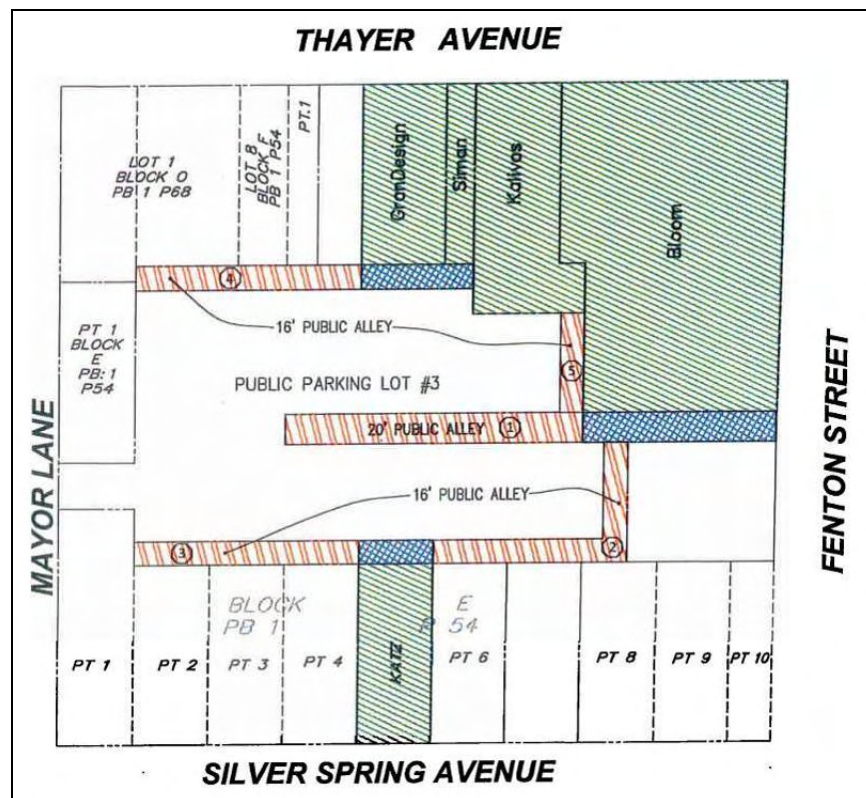
Project Plan 920070010

Abandonment of Public Alleys within Parking Lot 3

On December 8, 2009, the County Council voted to approve abandonment petition AB-719, to abandon several public alleys within the County Parking Lot 3. As illustrated below, the central location of the public alleys within the block meant that, were they not to be abandoned, there would be major impacts on the design and feasibility of the project. Legal challenges to the abandonments followed.



Parking Lot 3, Previous Condition



Parking Lot 3, Abandonment (alleys retained in blue, those abandoned in orange)

Validity Period Extension

For an approved Project Plan, Zoning code Section 59-D-2.7 establishes the duration of the validity period and the actions required to validate the plan. An approved Project Plan remains valid for up to 25 months from the mailing date of the Planning Board's resolution, provided the Planning Board approves a Site Plan for the project within that timeframe. If the validity period expires without the approval of a Site Plan, the Project Plan expires and must be resubmitted. The Resolution for the Studio Plaza Project Plan was mailed to parties of record on September 15, 2009. The Validity Period would expire on October 15, 2011.

Legal challenges to the abandonments were preventing the Applicant from moving forward with Site Plan review. At the Applicant's request, on January 13, 2011, the Planning Board approved an extension of the validity period for this project, from October 15, 2011, until 24 months from the date of final un-appealable abandonment of the private alleys within Montgomery County Silver Spring Parking Lot 3, provided a complete site plan application is submitted within 18 months from the date of that final abandonment.

In approving the extension, the Planning Board stipulated that should the final un-appealable abandonment not occur by October 14, 2014, the validity period will expire. The abandonment became "final and un-appealable" on December 19, 2011. The Court of Special Appeals' mandate in the abandonment appeal was issued December 2, 2011, and the parties had 15 days from the date of the issuance of the mandate in which to file a petition for *writ of certiorari* to the Court of Appeals. That 15-day period ended on a Saturday, extending the deadline to the next business day, which was Monday, December 19, 2011. Because no petition was filed by December 19, 2011, the abandonment became "final and un-appealable" on that date. The Project Plan will remain valid provided the Planning Board approves a site plan by December 19, 2013. Approval of this site plan will validate the entire Project Plan.

Proposal

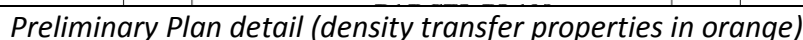
On September 11, 2012, the Applicant submitted a preliminary and site plan application. The preliminary plan addresses the project site as a whole, while the site plan covers only the first phase of the project.

Preliminary Plan

The preliminary plan proposes to consolidate 24 parts of lots and 5 public alleys (to be abandoned at Record Plat) into two new lots. Lot 1, 135,637 square feet in area, which consists of Parking Lot 3 and selected adjoining properties, will accommodate the first two phases of development, including the phase proposed in the current site plan application. Lot 2, 13,750 square feet in area, is located across Silver Spring Avenue, and is planned for a future phase 3.

Two existing recorded lots, one located at the intersection of Georgia Avenue and Thayer Avenue and the second located on the east side of Fenton Street between Thayer Avenue and Silver Spring Avenue, and one part of lot, located on the south side of Silver Spring Avenue near Fenton Street, were included in the Project Plan for density transfer purposes, but are not included in the proposed subdivision, and no new development is envisioned on these sites.

The new lots will be limited to a total of 739,553 square feet of density, with residential density bonuses for providing MPDUS. The total includes 625,373 square feet of residential development, including a maximum of 749 total dwelling units, of which at least 15 percent must be MPDUs, and 114,180 square feet of commercial uses, including 36,180 square feet of retail and 78,000 square feet of office.



The Site Plan is the first phase of development on the site, on proposed Lot 1. The phase proposes one mixed-use multi-family apartment building with a total gross floor area of 418,069 sf., with 10,500 sf. of retail and up to 415 dwelling units, including 61 MPDUs (15% of the non-workforce housing units, and 10 workforce housing units (based on 15% of the units attributable to County Land: for a detailed calculation, see Appendix F).

The 110-foot tall proposed building runs the entire depth of the block, along the east side of Mayor Lane between Thayer Avenue and Silver Spring Avenue. The site plan includes a new private drive connecting those streets just to the east of the proposed building. The building will have its primary residential entrance from Silver Spring Avenue, with a secondary entry from Thayer Avenue. The ground-floor retail is limited to the intersection of Thayer Avenue and the proposed new street. Along the western edge of the public plaza, there are townhouse-like units integrated into the building with entrances directly on both the plaza and the internal corridor.

The site contains two underground parking garages: a private garage located under the building footprint and adjacent portions of the new private drive, for residents' use, with access from Silver Spring Avenue; and a public garage located under the public plaza and the adjacent portion of the new private drive, with access from the new private drive and the public plaza.

Service access is provided from Mayor Lane. This access includes trash and recycling rooms at the alley level for the use of the adjacent existing businesses on Georgia Avenue. Currently, there are numerous dumpsters within the Mayor Lane public right-of-way.



Illustrative site plan

Public Space and Amenities

The project provides 35,100 sf. of on-site public use space – almost 90 % of the public use space required for the whole project– and 23,750 sf. of public amenity space. The on-site public use space consists primarily of a 12,415 sf. landscaped central green, enclosed on three sides by the proposed building and bound by the new private drive on the fourth. Through this green runs a paved pedestrian pathway, “Mayor’s Promenade”, which connects Georgia Avenue to Fenton Street.



Plaza detail plan

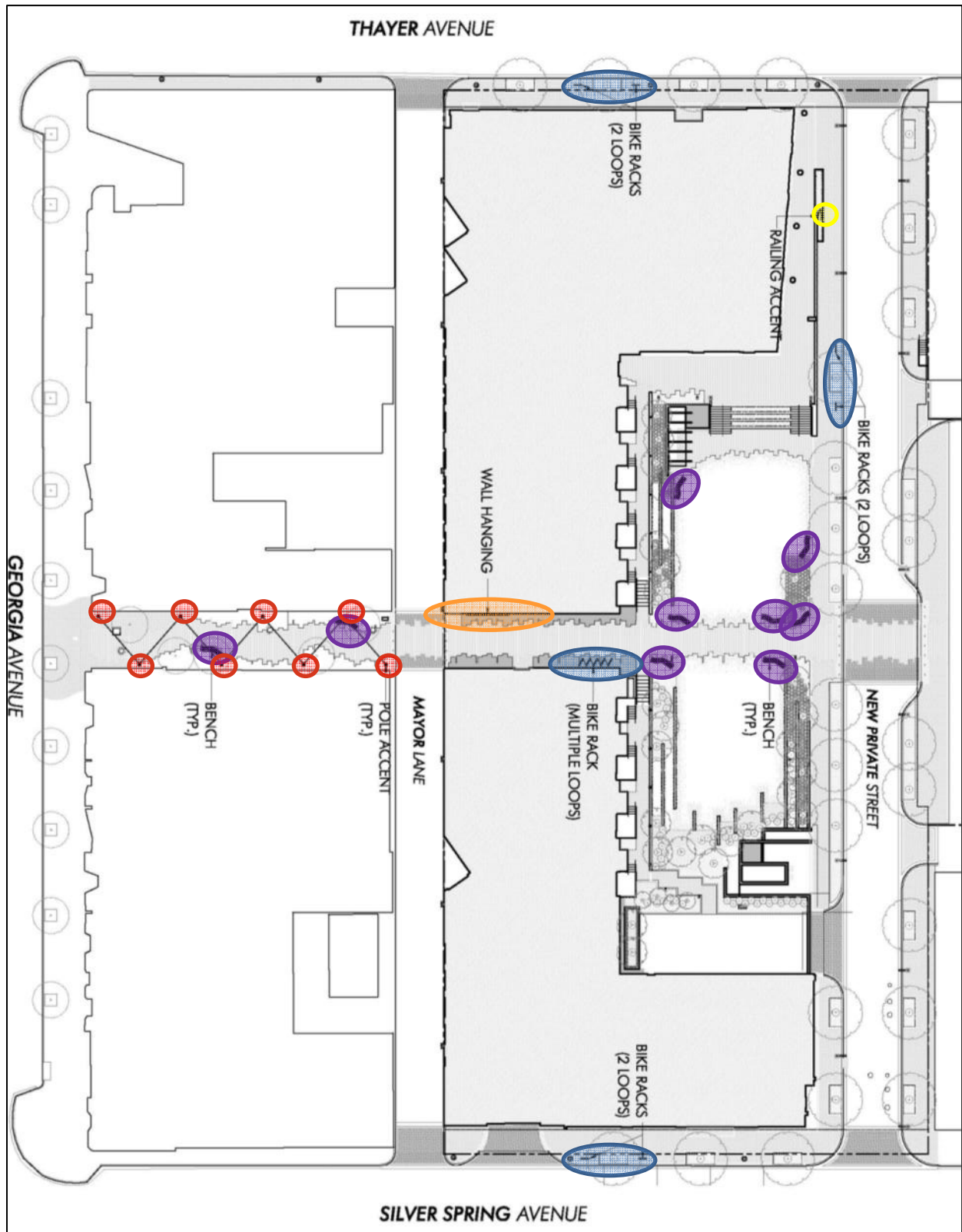
At the western edge of the site, Mayor's Promenade passes under the building at ground level. For the majority of this section, the underside of the building above is about 28' above the promenade. Toward the center of this area, the clear height drops to 19' to accommodate an elevated interior hallway. This portion of the hallway is treated with ample transparent glazing and light structural elements, so that it is transparent (except beneath it). At night, this will be illuminated to function as an attractive lantern element that will promote security. At the ground level, this pass-through section is further activated by windows for the adjacent townhouse units and doorways for bike storage and building egress.



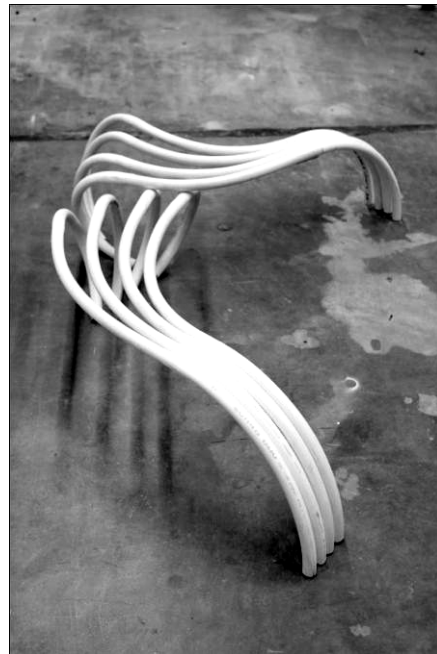
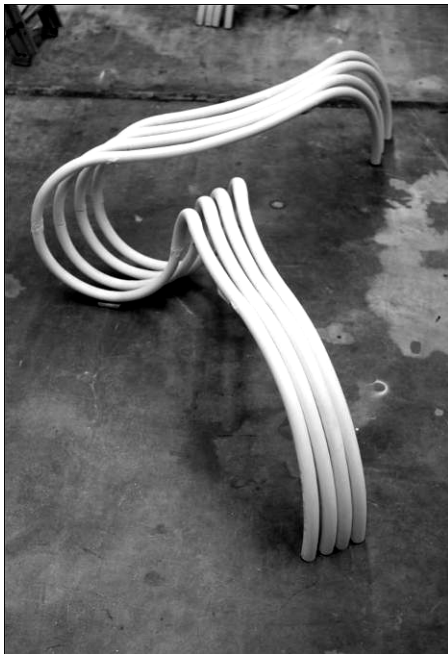
Site section of Mayor's Promenade

Along Mayor's Promenade and distributed about the central green, the project provides a series of spectacular public artworks by renowned local artist Dan Steinhilber. Both sculptural and functional, these uncommon artworks will greatly enrich the experience of the central green, providing rich focal points integrated into the design of the space. The pieces include lampposts, bike racks, and seating fashioned from powder-coated tubular steel elements. (See following pages.)

The remainder of the public use space includes on-site sidewalks and a portion of the proposed new private drive that can be closed to traffic for events. Access to the remaining public alleys on the site, as well as the entrance to the underground parking garage, will not be limited by such closure of the private drive. Off-site amenities include streetscape improvements along the frontage of the proposed building, as well as significant improvements to Mayor Lane, including undergrounding of utilities. Recreation facilities include the plaza, seating areas, and sidewalks, as well as interior facilities.



Proposed art locations



Public Art prototypes

Architecture

The maximum 110' height for the building is focused on the interior of the block and the southwest corner of the building.



Georgia Avenue elevation, looking east



Georgia Avenue elevation looking east, view down Mayor's Promenade

Along Thayer and Silver Spring Avenues, the primary mass of the building façades steps down to about 90' and about 100', respectively. Behind this primary mass, the façade steps back and uses lighter materials to reduce visual impact.



Silver Spring Avenue elevation, including view north down proposed new street



Thayer Avenue elevation, including view south down new street



Public use space view, looking west with new street in foreground



View west down Mayor's Promenade through public use space, with townhouse units

COMMUNITY OUTREACH

The Applicant has met all proper signage, noticing, and submission meeting requirements. Staff has received extensive correspondence on this matter (see Appendix E). In addition to private citizens, staff received e-mails from Councilmember Valerie Ervin, the East Silver Spring Citizens Association (ESSCA), Montgomery Preservation, Inc., the Silver Spring Urban District Advisory Committee, the Silver Spring Historical Society, the Silver Spring Citizens Advisory Board, and the Greater Silver Spring Chamber of Commerce. Though there were several e-mails in support of the proposal, the great majority registered their opposition to several elements of the plan.

Compatibility: height, massing, and articulation

Summary of comments

The proposed 110' building height and uninterrupted massing are incompatible with the lower building height and modular scale and character of existing development in Fenton Village. The design should be revised to more significantly break up the massing of the buildings.

Staff response & resolution



Site in context of Georgia Avenue and Fenton Village

The site is located in a transition area between Georgia Avenue, Fenton Village, and the East Silver Spring neighborhood beyond. Current development in this section of the CBD consists primarily of 25-30'-tall buildings. The *Silver Spring CBD Sector Plan* envisions higher density development in this area, and changed the zoning to encourage additional height and density. Further, to make certain that there would be a gradual transition between Georgia Avenue and Fenton Village, the sector plan created the Fenton Village Overlay Zone, which includes this property. The height recommendations included in the zone allow 90' on Georgia Avenue, up to 110' between Georgia Avenue and Fenton Street (only to accommodate workforce housing), and limit height to 60' on the west side of Fenton Street. The proposed building height meets the requirements of the overlay zone and is compatible with the planned future development of this area. Staff worked with the Applicant to address the building height on Silver Spring and Thayer Avenues, specifically to reduce the primary building façades to around 90', the maximum allowed for the adjacent buildings on Georgia Avenue.

Future redevelopment of this area will mitigate the visual impact of the building massing from Fenton Village, as at least three new buildings now in various stages of planning or development will block street-level views. From Georgia Avenue, the view illustrated on page 15 above would be mitigated were the commercial properties on the east side of Georgia Avenue to redevelop. While staff discussed internally and with the Applicant the idea of breaking the proposed building into two separate buildings, staff concluded that given the allowable building height and the size of the block, the visual mitigation from Georgia Avenue would be minimal.

"Public" nature of proposed public use space

Summary of comments

The design of the public use space, particularly the way the space connects to Silver Spring Avenue and Thayer Avenue, does not invite or encourage use by the larger community.

Staff response & resolution

Staff shares this concern, and has worked with the Applicant to balance the private development potential of the project with the public need of the public space to be accessible and inviting to the larger community.

Under the guidance of the *Silver Spring CBD Green Space Plan*, staff has worked with the Applicant to revise the original design of the space, which included significant amounts of hardscape and large sculptural objects for seating, to be more open, flexible, and green. The *Green Space Plan* recommends for this site a ½-acre green space that has a strong connection to the adjacent streets. At Project Plan, citing the negative economic impacts so large a space would have on the proposed development, staff agreed to revisit the issue at Site Plan. The Applicant is now proposing a more open, flexible, and green space, that is about 12,400 sf. in size (about 0.29 acre). Staff is satisfied with the overall size of the space.

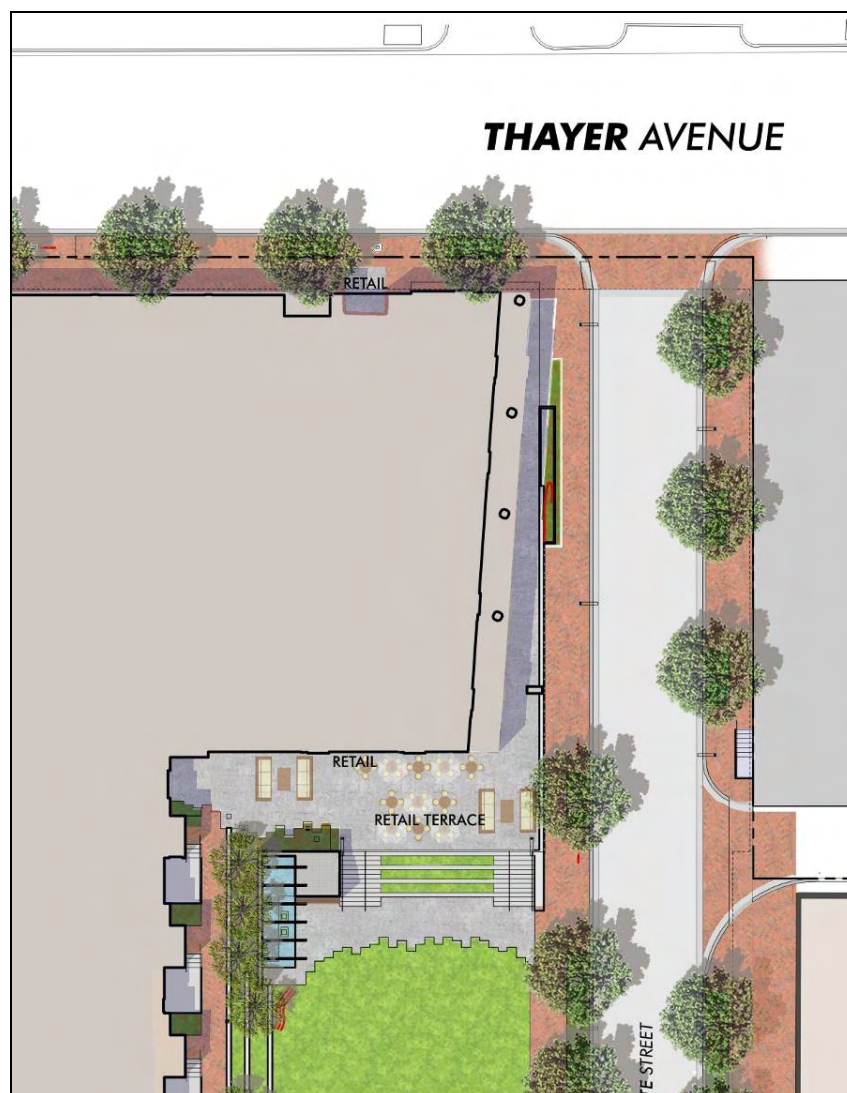
With regard to access to the space from the adjacent Silver Spring and Thayer Avenues, there are a number of factors that must be addressed in designing the space. These include an

overall grade change of about 15 feet from Thayer Avenue down to Silver Spring Avenue, the need to maintain vehicular access to two public alleys remaining on the site, the Mayor's



Proposed public use space

Promenade through-block connection, and the entrance to the new public parking garage, all of which must be accommodated on the new private drive that parallels the public space. To address these issues, the Applicant's design placed the garage entrance on the downhill end of the street, near Silver Spring Avenue, partially buried under the public space. The pedestrian access to the public space from Silver Spring Avenue is thus the sidewalk along the new private drive. At mid-block, the Mayor's Promenade access from Georgia Avenue across the public space and new street remains relatively flat. This is a reasonable approach not only because of the centrality of the through-block connection between Georgia Avenue and Fenton Street, but also in that it allows the public space to occupy a mid-grade between the extremes of the upper and lower avenues. Because the elevation of the Promenade is several feet lower than that of the Thayer Avenue sidewalk, the public space terraces up to meet it. Access to the public space from Thayer Avenue is thus accomplished by one of two means: along the ground-floor retail there is an elevated paved terrace with steps down to the green public space; and along the new private drive there is a sloping sidewalk leading down to the Promenade.



Site plan detail of retail setback

In response to the goal of improving visual and pedestrian access from Thayer Avenue, the Applicant has pulled back the ground-floor retail façade. This allows between 8 feet and about 15 feet between the retail and the railing next to the downward-sloping sidewalk along the new private drive. Because the residential units cantilever over this space, structural columns extend up from the terrace, but allow a minimum clear path of 3 feet. Staff is recommending a minimum clear path of 5 feet between the columns and the railing along the new street.

Impact of additional density

Summary of comments

Development of the size and scale of the proposal will have negative impacts on small businesses, traffic, and schools in the neighborhood.

Staff response & resolution

While it is certain that the proposed development will have impacts on the adjacent businesses, they need not necessarily be bad. The addition of 415 dwelling units, including 61 MPDUs and 10 WFHUs, and only 10,000 sf. of retail, could well mean additional custom for many of the neighborhood businesses in Fenton Village and along the route between the development and the Metro station.

Transportation staff has studied the projected traffic impact of the proposed development and found that it passes the local and policy-area adequate public facilities tests. (See the transportation analysis in the preliminary plan findings below.)

Finally, the project will be making any applicable schools facility payment for middle schools in the Blair cluster, to mitigate the impact of new residents on schools.

Parking location and availability

Summary of comments

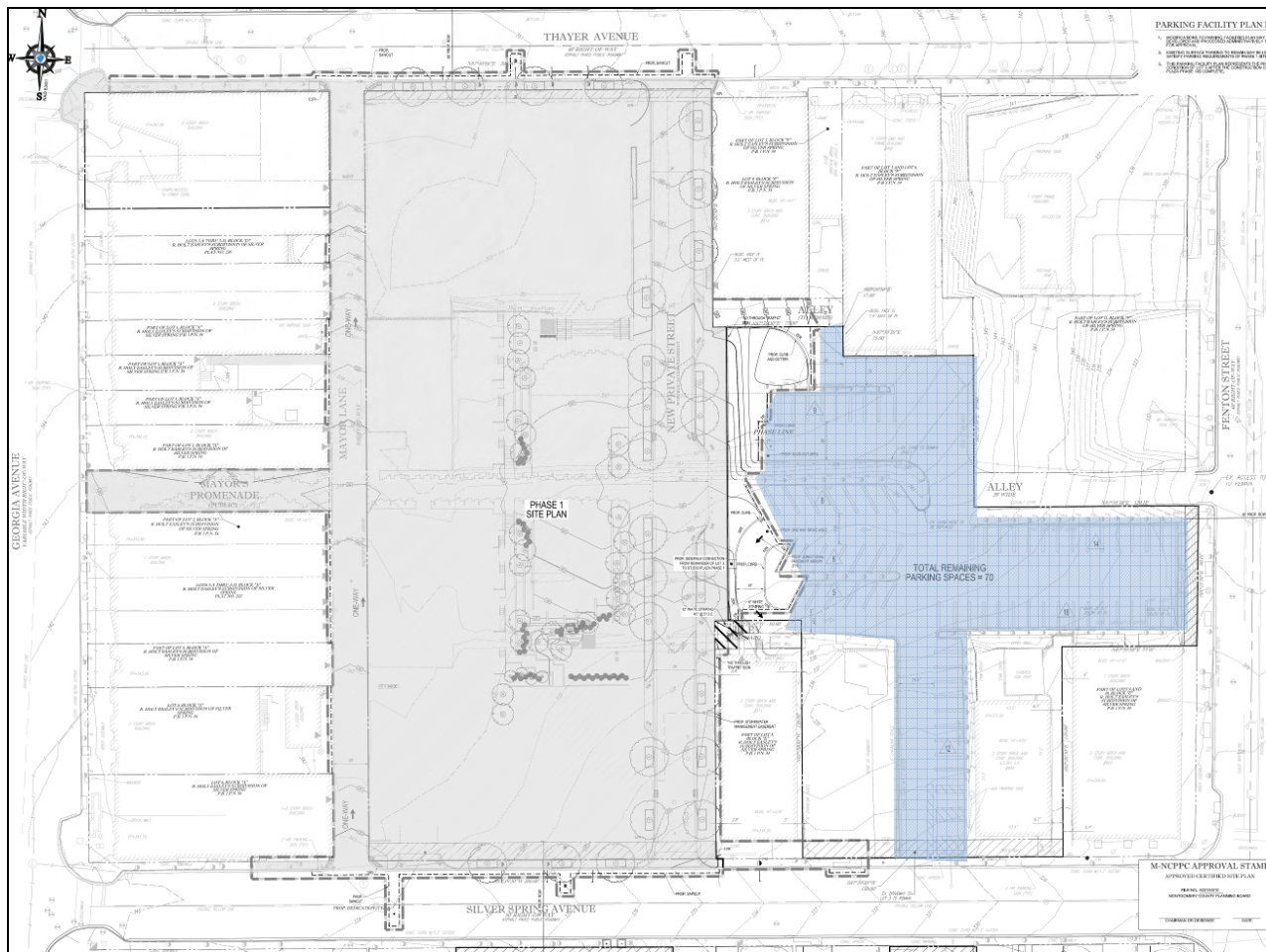
Relocation of spaces from the surface parking lot to an underground garage further away from Fenton Street will have a negative impact on the Fenton Village businesses.

Staff response & resolution

About half of the 152 existing surface parking spaces in Parking Lot 3 will be removed by the phase I site plan development. These 152 existing spaces will be replaced by the Applicant in an underground garage, per the GDA. The remaining surface parking spaces in Parking Lot 3 will be available until development of Phase 2, by which time the parking garage will be open. On-street parking in Fenton Village and the existing structured County Parking Garage 4, located one block south, will remain available, even after the remaining surface spaces in Parking Lot 3 are replaced by redevelopment in Phase 2 of the Studio Plaza development. Further, the new residents envisioned by this development and other developments in Fenton Village, have the potential to dramatically increase pedestrian traffic past local businesses beyond existing foot traffic from East Silver Spring and North Takoma Park.



Parking Lot 3



phase 1 site parking facility plan

Design quality

Summary of comments

The building massing is monolithic and the architecture is of dubious merit.

Staff response & resolution

Staff has worked with the Applicant's design team to moderate the visual impact of what, in the near term, will be a very tall, very long building amidst many smaller and lower buildings. The revised design uses glass and other lighter material and design elements to moderate the visual effect of the building massing on Georgia Avenue and Fenton Street. Additionally, the Applicant has revised the design of the building façades on the side streets, Thayer Avenue and Silver Spring Avenue, to break down the scale of the 110' maximum building height to closer to 90', using step-backs and different materials.

Amount and location of street-level retail

Summary of comments

The lack of retail space along Silver Spring Avenue will negatively impact Fenton Village's ability to remain a mixed-use neighborhood.

Staff response & resolution

While staff generally agrees that opportunity for street-level retail is a high-priority in the CBD as a whole, and Fenton Village in particular, staff does not believe that every building must provide it. The proposed building design limits uses along Silver Spring Avenue to a lobby entrance, internal private amenity space, and parking entrance. Along this block of Silver Spring Avenue, there are a number of existing businesses. The larger Studio Plaza plan includes at least two more buildings on this street. Staff is willing to support this building not having ground-floor retail on Silver Spring Avenue with the expectation that future development along the block would provide those opportunities. Further, the design of the entrances and amenity spaces uses a storefront-type language that provides visual interest from the street while reciprocating with more "eyes on the street".

Accommodation of the existing adjacent GranDesign Building

Summary of comment

The structure and function of the existing building, located at 912 Thayer Avenue, will be significantly impacted by construction of the new private drive and the underground parking garages.

Staff response & resolution

The Applicant and the owner of the GranDesign building have been working together to address these impacts and have provided recommended condition language, which staff has included in modified form as a Site Plan condition.

FINDINGS

Preliminary Plan

Sector Plan

The Silver Spring CBD Sector Plan sets forth a vision for the redevelopment of downtown Silver Spring based on six themes:

- Transit-oriented downtown
- Commercial downtown
- Residential downtown
- Civic downtown
- Green downtown
- Pedestrian-friendly downtown.

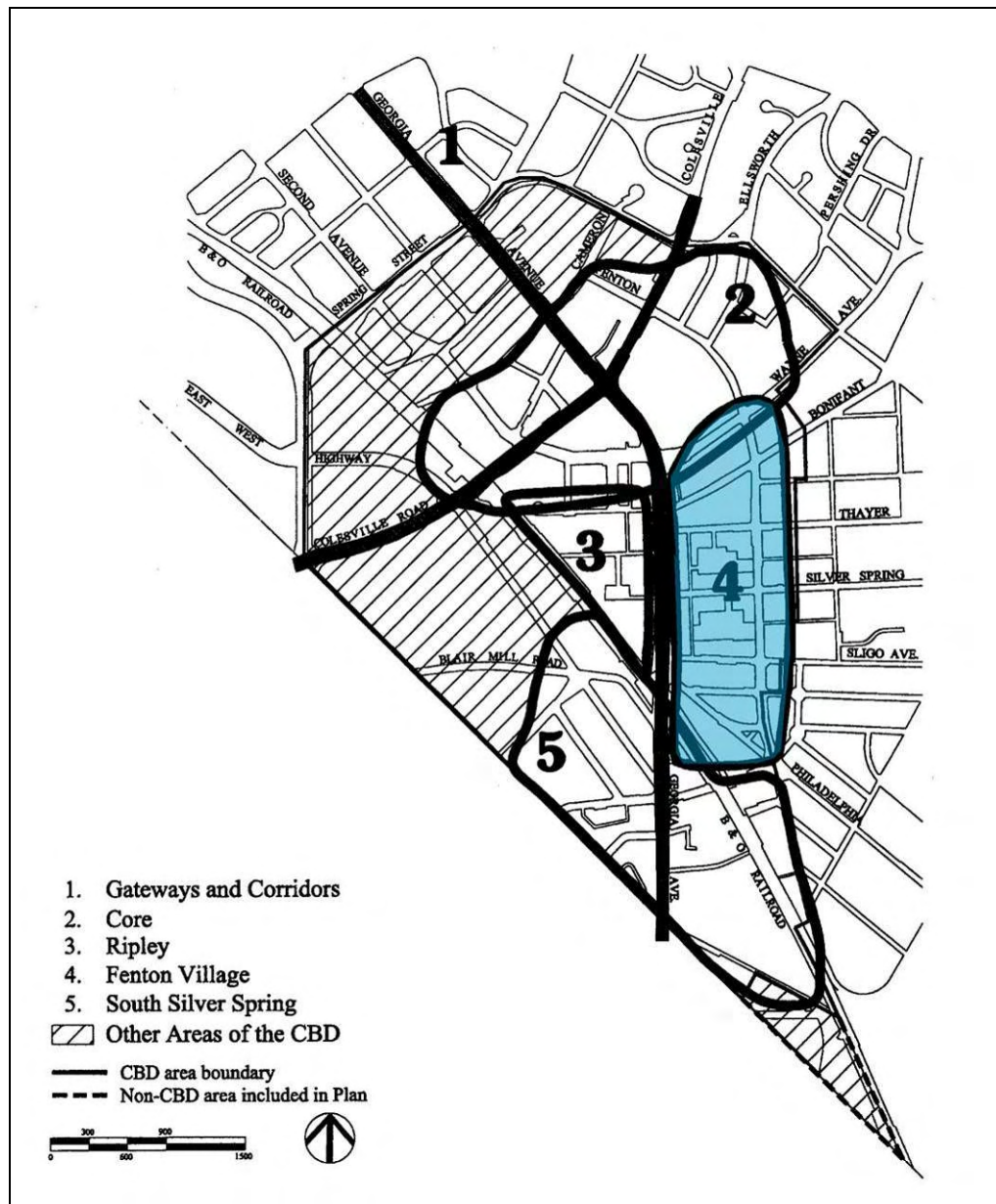
This proposal meets the goals of each of these themes. The site is located approximately one-quarter mile from the future Silver Spring Transit Center, which will contain local and regional rail and numerous bus lines. It is also within a 2-minute walk of the future Purple Line station to be located at the intersection of Fenton Street and Wayne Avenue. The project proposes a vertical mix of uses, with multi-family residential and office uses above retail, restaurant, and other street-activating ground floor uses. Central to the design is a large public green space composed of lawn, shade trees, shrubs and groundcovers. Highlighting the civic nature of the central green will be a significant public art component integrated with the design and configuration of the private drive and pedestrian mews that bisects it, helping it to reach out to the adjacent streets and the neighborhoods beyond. Finally, this urban infill project will expand and improve the street and pedestrian network and experience in Fenton Village, with through-block connections, attractive streets, and recreation, retail, and entertainment opportunities. Sidewalks along each street contained within or adjacent to the site will be upgraded street trees, upgraded street lights, and other improvements required as part of the Silver Spring streetscape standard.

The Silver Spring CBD Sector Plan further identifies five “Revitalization Areas”, including Fenton Village, of which it said:

Pedestrian traffic in Fenton Village has declined due to a variety of real and perceived problems including lack of demand for the goods and services offered in Fenton Village, inadequate pedestrian circulation, concerns about security, the ability to attract office workers from the nearby Core, and the area’s deteriorating visual image.

The area is also physically disjointed, due to a lack of significant renovation or infill development in recent years. In more unified shopping districts, retailers benefit from the combined drawing power of the individual stores. In Fenton Village, the disjointed patterns of commercial activity and the lack of a resident population dilutes pedestrian traffic – a key component to retail vitality.

This project specifically addresses those issues.

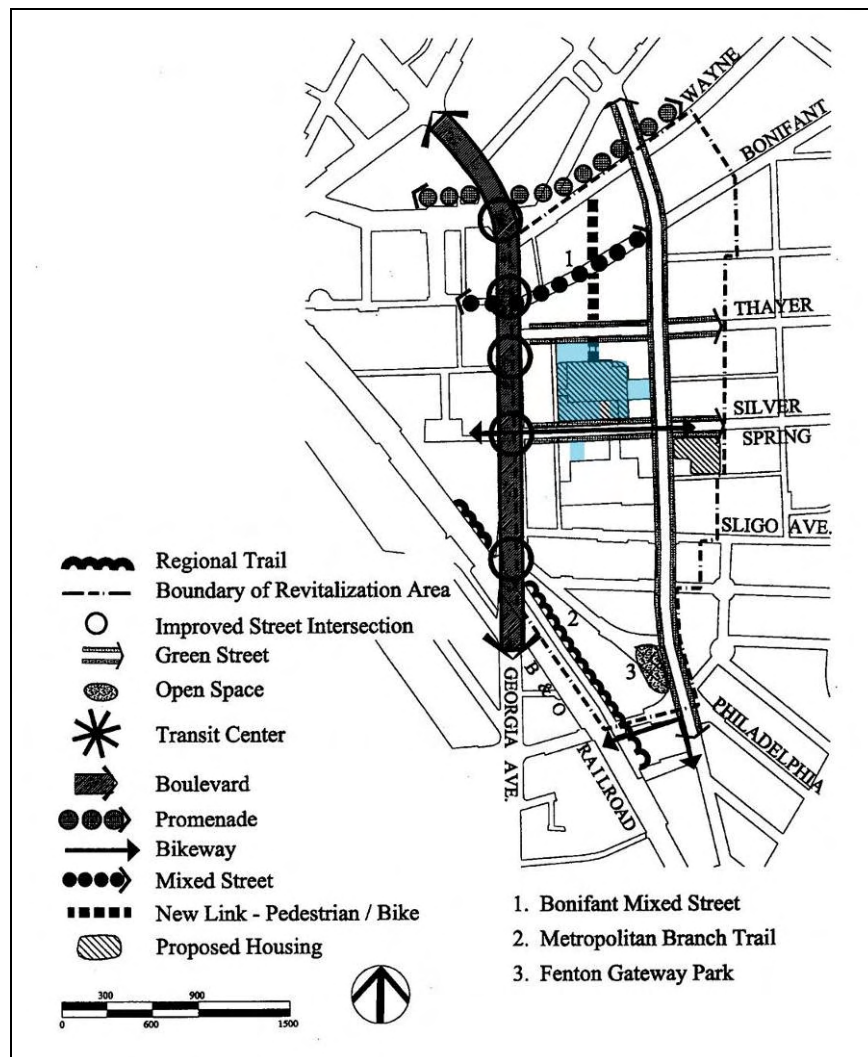


Silver Spring CBD Revitalization Areas

With the objective to “Revitalize Fenton Village by positioning it to benefit from redevelopment on the Urban Renewal site, facilitate housing that will upgrade the physical environment and bring in new residents, and provide a pedestrian-friendly environment that encourages people to stroll and stay”, the Sector Plan also made recommendations specific to Fenton Village.

The Plan increased the zoning in Fenton Village from CBD-0.5 to CBD-1, doubling the maximum density from FAR 1.5 to 3.0, identified locations for new housing (including this proposed site)

and open space, and established an overlay zone to help ensure compatibility. This plan proposes to fulfill the vision and goals of the Sector Plan.



Fenton Village Concept Plan

Roads and Transportation Facilities

Sector-Planned Roadways and Bikeways

In accordance with the 2000 *Silver Spring CBD Sector Plan* and 2005 *Countywide Bikeways Functional Master Plan*, the master-planned designated roadways and bikeways are as follows:

1. Thayer Avenue is designated as a business street, with a 60-foot wide right-of-way and no bikeway.
2. Silver Spring Avenue is designated as a business street, with a 70-foot wide right-of-way with an on-road bikeway.

3. Fenton Street is designated as an arterial road, with an 80-foot wide right-of-way and no bikeway on this section.
4. Mayor Lane is a public alley, with a 20-foot wide right-of-way.

Adequate Public Facilities Review

A traffic study (dated December 21, 2012) was submitted by the consultant for the Applicant for the subject application per the *LATR/PAMR Guidelines* since the proposed development was estimated to generate **30** or more peak-hour trips during the typical weekday morning (6:30 a.m. – 9:30 a.m.) and evening (4:00 p.m. – 7:00 p.m.) peak periods. The traffic study determined traffic-related impacts of the proposed development on nearby roadway intersections during weekday morning and evening peak periods.

• **Trip Generation**

The peak-hour trip generation estimate for the proposed Studio Plaza development was based on trip generation rates included in the *LATR/PAMR Guidelines*. A site trip generation summary is presented in Table 1, showing that the proposed development would generate net new 297 peak-hour trips during weekday morning peak period and net new 351 peak-hour trips during weekday evening peak period. The site is presently improved with vacant parcels, approximately 34,180 square feet of office space, and a public parking lot.

**TABLE 1
SUMMARY OF SITE TRIP GENERATION
PROPOSED STUDIO PLAZA DEVELOPMENT**

Trip Generation	Morning Peak-Hour			Evening Peak-Hour		
	In	Out	Total	In	Out	Total
36,180 SF Retail	10	8	18	37	35	72
78,000 SF Office	93	16	109	16	93	109
749 Multi-Family Residential Units	45	180	225	158	67	225
Total Site Trips	148	204	352	211	195	406
Existing Office (Removed), 34,180 SF	46	9	55	9	46	55
Net New Site Trips	102	195	297	202	149	351

- **Local Area Transportation Review**

A summary of the capacity analysis/Critical Lane Volume (CLV) analysis results for the study intersections for the weekday morning and evening peak-hours within the respective peak periods from the traffic study are presented in Table 2.

As shown in Table 2, under Total (Build) traffic conditions, CLV values for intersections included in the study were estimated to be well below the Silver Spring CBD Policy Area Policy Area congestion standard (1,800 CLV). Based on this analysis, the subject application satisfies the LATR requirements of the APF test.

**TABLE 2
SUMMARY OF CAPACITY CALCULATIONS
PROPOSED STUDIO PLAZA DEVELOPMENT**

Intersection	Traffic Conditions					
	Existing		Background		Total	
	AM	PM	AM	PM	AM	PM
Georgia Ave/Bonifant St	789	768	924	874	940	898
Georgia Ave/Thayer Ave	671	770	730	858	749	905
Fenton St/Thayer Ave	621	836	700	949	715	980
Fenton St/Bonifant St	610	816	701	918	715	939
Fenton St/Silver Spring Ave	581	832	633	905	734	1012
Fenton St/Sligo Ave	751	1033	771	1071	819	1119
Georgia Avenue/Ripley St	594	578	668	644	685	663
Georgia Ave/Silver Spring Ave	645	730	704	809	829	971
Georgia Ave/Silver Sligo Ave	641	817	679	873	698	971
Mayor Lane/Silver Spring Ave	139	238	175	277	178	291
Mayor Lane/Thayer Ave	143	201	165	226	288	339

Source: Wells + Associates Inc.. Traffic Impact Analysis for Studio Plaza; December 21, 2012.

Silver Spring CBD Policy Area Congestion Standard: 1,800 CLV

- **Policy Area Mobility Review**

To satisfy the PAMR requirements of the APF test, and per the policy in place that offer a PAMR trip credit for CBD developments, a development located within the Silver Spring CBD Policy Area is required to mitigate 5 percent (5%) of “new” peak-hour trips generated by the development using Countywide trip generation rates, and is then offered a credit on the PAMR trip mitigation requirement equivalent to any reduction in peak-hour trips achieved by the development as a result of its location within the CBD. A summary of the PAMR calculations for the proposed development is shown in Table 3.

TABLE 3
PAMR MITIGATION REQUIREMENT CALCULATION
PROPOSED STUDIO PLAZA DEVELOPMENT

	Morning Peak-Hour	Evening Peak-Hour
A. Proposed Density – (Countywide Rates) Residential – 749 HRDU's Retail – 36,180 SF Pass-by trips (40% of retail) Office – 78,000 SF Existing (Removed) Total “Net New” Trips (A1)	228 70 (28) 125 (45) 350	267 278 (111) 132 (88) 478
B. PAMR Mitigation Requirement (B1 = A1 x 0.05)	18	24
C. Proposed Density – (CBD Rates) Residential – 749 HRDU's Retail – 36,180 SF Office – 78,000 SF Existing Total “Net New” Trips (C1)	225 18 109 (55) 297	225 72 109 (55) 351
D. Trip Credit for CBD Location Trip Credit (D1 = A1 – C1)	53	127
E. Adjusted PAMR Mitigation Requirement (E1 = D1 – B1) [PAMR: Excess/Pass = +ve; Deficit/Fail = -ve]	+35 (Pass PAMR)	+33 (Pass PAMR)

As shown in Table 3, using Countywide trip generation rates, the density proposed on the site would generate 350 “new” peak-hour trips during the weekday morning peak period and 478 “new” peak-hour trips during the weekday evening peak period (Line A1). With the need to mitigate 5% of the “new” peak-hour trips, the PAMR mitigation requirement for the development are 18 peak-hour trips during the weekday morning peak period and 24 peak-hour trips during the weekday evening peak period (Line B1).

Using the Silver Spring CBD trip generation rates, as shown in Table 3 and Table 1, the density proposed on the site would generate 297 “new” peak-hour trips during the weekday morning peak period and 351 “new” peak-hour trips during the weekday evening peak period (Line C1).

The PAMR CBD trip credit, which is the difference in “new” trips between the Countywide and CBD trip generation for the density proposed on the site, are 53 peak-hour trips during the weekday morning peak period (equivalent to 15% mitigation) and 127 peak-hour trips during the weekday evening peak period (equivalent to 27%, Line D1). With the above credits, it is seen that the PAMR mitigation requirement for the proposed development is fully mitigated during the morning peak-hour (18 trip PAMR mitigation requirement vs. 35 trip CBD PAMR credit) as well as during the evening peak-hour (24 trip PAMR mitigation requirement vs. 127 trip CBD PAMR credit) (Line E1).

Based on the above analysis, the subject application satisfies the PAMR requirements of the APF test.

Other Public Facilities and Services

Other public facilities and services are available and will be adequate to serve the proposed dwelling units. The subject property will be served by public water and sewer connections. Gas, electric and telecommunications services are also available to serve the property. Police stations, firehouses, and health services are currently operating within the standards set by the Growth Policy Resolution currently in effect. The application has been reviewed and approved by the Montgomery County Fire and Rescue Service (MCFRS) who has determined that the property has adequate access for emergency vehicles.

For FY13, projects within the Blair cluster must make a school facilities payment at the middle school level. This project will comply with that requirement, as applicable, as determined by Montgomery County Department of Permitting Services (MCDPS).

Environment

Noise

A Phase I Noise Analysis was completed on January 9th, 2013. This study was based on existing information at the time and not final architectural plans. The projected sound volumes outlined in the Phase I Noise Analysis indicate that a significant portion of Studio Plaza facades directly facing or perpendicular to Georgia and Silver Spring Avenue will be impacted by noise levels above the County’s standard of 65 dBA Ldn.

When well-developed plans are completed, a Phase II Noise Analysis is necessary to determine if and where noise levels exceed Montgomery County’s standards. The Phase II study is necessary to determine whether the proposed building construction will be capable of

maintaining indoor noise levels below 45 dBA Ldn. The Phase II study will also outline appropriate measures needed to mitigate any sound levels in excess of County standards.

Environmental Guidelines

The Natural Resource Inventory/Forest Stand Delineation (NRI/FSD) (420063580) was approved on November 25, 2008. The NRI/FSD identified two onsite specimen trees and one offsite specimen tree with no existing onsite forest, stream, or buffers.

Forest Conservation Plan

A Preliminary Forest Conservation Plan (PFCP-920070010) was approved by the Planning Board on March 13, 2009. The net tract area was 4.41 acres with an afforestation requirement of 0.66 acres to be met both onsite (0.27 acres in landscaping credit) and offsite (0.39 acres in fee-in-lieu).

A revised Preliminary Final Forest Conservation Plan (120130020) was submitted on September 11, 2012. The net tract was decreased by 0.16 acres as a result of a reduction in offsite impacts. The Applicant proposes to meet the total afforestation requirements of 0.64 acres through a fee-in-lieu payment under the Forest Conservation Law.

Stormwater Management Concept

The MCDPS Stormwater Management Section conditionally approved the Stormwater Management Concept for the Application January 21, 2009. The stormwater management concept consists of a waiver of on-site channel protection measures due to existing shallow storm drain inverts. On-site water quality control will be met via green roofs, flow based filters, and a hydrodynamic separator.

Compliance with the Subdivision Regulations and Zoning Ordinance

This application has been reviewed for compliance with the Subdivision Regulations of Montgomery County Code Chapter 50. The application meets all applicable sections. Access and public facilities will be adequate to support the proposed lots and uses. The proposed lots meet the requirements of the zone, and the size, width, shape and orientation of the lots are appropriate for the location of the subdivision.

The proposed subdivision was reviewed for compliance with the dimensional requirements for the CBD-1 and Fenton Village Overlay zones as specified in the Zoning Ordinance. The lots as proposed will meet all the dimensional requirements for area and density in that zone. Proposed on-site Public Use Space for the project as a whole exceeds the minimum requirement of 20%. A summary of this review is included below. The application has been reviewed by other applicable county agencies, all of whom have recommended approval of the plan.

Preliminary Plan Data Table (Entire Site)

PLAN DATA	Zoning Ordinance Development Standard	Proposed for Approval by the Preliminary Plan
Minimum Lot Area	18,000 sf.	222,592 sf.
Maximum Non-Residential Floor Area per Zoning	445,184	114,180
Maximum Residential Floor Area per Zoning	667,776	625,373
Maximum Residential Dwelling Units	n/a	749
MPDUs	12.5%	15%
TDRs	n/a	
Site Plan Required	Yes	

Site Plan

- 1. The site plan conforms to all non-illustrative elements of a development plan or diagrammatic plan, and all binding elements of a schematic development plan, certified by the Hearing Examiner under Section 59-D-1.64, or is consistent with an approved project plan for the optional method of development, if required, unless the Planning Board expressly modifies any element of the project plan.*

The site plan is consistent with the approved project plan. It retains the overall disposition of buildings, the new private drive, and the central green and pedestrian promenade. The gross floor area of the development is within the maximum established by the project plan. The project plan included conditions addressing accommodation of adjacent properties. This site plan meets the conditions for the property adjacent to this phase 1 site plan area, 911 Silver Spring Avenue. The Project Plan conditions for the Kalivas and Gerecht properties, which are not immediately adjacent to the phase 1 development, will be addressed during the future site plan for phase 2.

- 2. The site plan meets all of the requirements of the zone in which it is located, and where applicable conforms to an urban renewal plan approved under Chapter 56.*

The proposed uses are allowed in the CBD-1 Zone, as modified by the Fenton Village Overlay Zone (FVOZ) and the site plan fulfills the purposes of the zone by providing higher-density mixed-use zoning near transit.

As the project data table below indicates, the site plan meets all of the development standards of the zone.

CBD-1/FVOZ Development Standards

Development Standard	Permitted/ Required	Approved for entire Project, per Project Plan 920070010	Proposed for Preliminary Plan 120130020	Proposed for Phase 1, Site Plan 820130010	Remaining for future site plans
Min. Site Area (square feet)					
Gross Tract Area	18,000	222,592	222,592	165,809	56,783
Prior Dedication	n/a	41,971	42,021	25,072	n/a
Proposed Dedication	n/a	8,283	8,423	5,100	
Net Lot Area	n/a	172,338	172,148	135,637	
Max. Density					
Base density (square feet)	667,776	626,781	626,781	334,573	292,208
Base FAR	3	2.82	2.82	1.50	1.31
Non-residential density (square feet)	n/a	n/a	114,180	10,500	103,680
Base residential density (square feet)			512,601	334,073	178,528
Bonus residential density for providing 15% MPDUs (square feet)			112,772	73,496	39,276
Total density, (square feet)			739,553	418,069	321,484
Total FAR			3.32	1.87	1.44
Dwelling units, total	n/a		749	415	334
Dwelling units, @ 15% MPDU			n/a	61	n/a
Dwelling units, WFHU*				10	
MPDU, min. % of non- WFHU	12.5	15	15	15	n/a
Max. Building Height (feet)					
Building, if project min. 33 % residential	90	90	n/a	110	n/a
– to accommodate WFHU	110	110			

Min. Setbacks (feet)					
East Property Line	n/a	0	n/a	0	n/a
North Property Line		0		0	
West Property Line		0		0	
South Property Line		0		0	
Public Use Space, Min.					
On-Site Public Use Space (% of Net Lot Area)	20	23.2	n/a	20.4	2.8
On-Site Public Use Space (square feet)	34,429	39,938		35,100	4,838
Off-Site Amenity Space (% of Net Lot Area)	n/a	22.6		13.8	8.8
Off-Site Amenity Space (square feet)		38,905		23,750	15,155
Total Public Use & Amenity Space (% of Net Lot Area)	20	45.8		34.2	11.6
Total Public Use & Amenity Space (square feet)	n/a	78,843		58,850	19,993

* based on the number of units attributable to County land (see Appendix F)

3. *The locations of buildings and structures, open spaces, landscaping, recreation facilities, and pedestrian and vehicular circulation systems are adequate, safe, and efficient.*

The building and structures of the proposed development are located directly along the public streets, which is appropriate for the character envisioned by the Sector Plan. This location provides easy access to the building from adjoining sidewalks, open spaces, and parking. The location of the building and structures are adequate and efficient, while addressing the aesthetic concerns of the area, and do not pose any safety concerns on the site.

The project provides a 12,415 sf. landscaped central green, enclosed on three sides by the building and bound by the new private drive on the fourth. Through this green runs a paved pedestrian pathway, "Mayor's Promenade", which connects Georgia Avenue to Fenton Street. The space is located centrally to the block, with access to adjacent streets via a new sidewalk and terraced plaza. The location of the open space is adequate for the surrounding community, has been designed to encourage pedestrian activity and visual surveillance to promote safety, and presents an efficient balance between private development and public space.

Streetscape improvements, including trees, lighting, and underground utilities are provided along the new and existing adjacent streets to enhance the pedestrian

environment. Interior lighting will create enough visibility to provide safety but not so much as to cause glare on the adjacent roads or properties. The provided recreation facilities, both on-site and in the vicinity, include open space, seating, and pedestrian paths. The landscaping, site details, and recreation facilities adequately and efficiently address the needs of the proposed use and the recommendations of the Sector Plan, while providing a safe and comfortable environment.

Pedestrian access from adjacent sidewalks adequately and efficiently integrates this site into the surrounding area. Safety is enhanced by several improvements, including new and upgraded sidewalks and ground-floor building design that features regular entrances and windows. The vehicular circulation design efficiently directs traffic into and through the site with minimal impacts to pedestrian circulation. As designed, the paved area for both pedestrians and vehicles reduces imperviousness on site from the existing conditions. This balance of design with the site, the recommendations of the Master Plan, and the needs of the use is an efficient and adequate means to provide a safe atmosphere for pedestrians, cyclists, and vehicles.

4. *Each structure and use is compatible with other uses and other site plans and with existing and proposed adjacent development.*

The site is located in a transition area between Georgia Avenue, Fenton Village, and the East Silver Spring neighborhood beyond. Current development in this section of the CBD consists primarily of 25-30'-tall buildings. Site Plans approved by the Planning Board for buildings near Fenton Street and along Thayer Avenue provide additional residential and ancillary retail uses, and range in height from 60 to 90 feet. The *Silver Spring CBD Sector Plan* envisioned higher density development in this area, and changed the zoning to encourage additional height and density. The proposed structure is compatible with the planned future development of this area.

The massing of the is mitigated through building stepbacks, primarily at the entrances from Thayer and Silver Spring Avenues, and the use of materials and will be further mitigated by future development on this site and surrounding sites, which will be of a comparable scale. Future phases of the project will include building heights that conform to the maximum allowed under the Fenton Village Overlay Zone, with a maximum height along Fenton Street of 65 feet and up to 110' closer to Georgia Avenue.

5. *The site plan meets all applicable requirements of Chapter 22A regarding forest conservation, Chapter 19 regarding water resource protection, and any other applicable law.*

The development complies with the applicable requirements of the Forest Conservation Law. The Applicant will meet the total afforestation requirements through a fee-in-lieu payment.

The MCDPS Stormwater Management Section conditionally approved the Stormwater Management Concept on January 21, 2009. The stormwater management concept consists of a waiver of on-site channel protection measures due to existing shallow storm drain inverts. On-site water quality control will be met via green roof, flow based filters, and a hydrodynamic separator.

RECOMMENDATION AND CONDITIONS

Preliminary Plan

Staff recommends approval of Studio Plaza preliminary plan 120130020, for creation of two lots, for a maximum of 739,553 square feet of development, with a maximum 625,373 square feet of residential development, including a maximum of 749 total dwelling units, of which at least 15 percent must be MPDUs, and 114,180 square feet of commercial uses, including 36,180 square feet of retail and 78,000 square feet of office, subject to the following conditions:

1. The proposed development must comply with the conditions of approval for Project Plan 920070010 as listed in the Planning Board resolution No. MCPB 09-104, dated September 15, 2009.
2. This Preliminary Plan is limited to 2 lots for a maximum of 739,553 square feet of development, with a maximum 625,373 square feet of residential development, including a maximum of 749 total dwelling units, of which at least 15 percent must be MPDUs, and 114,180 square feet of commercial uses, including 36,180 square feet of retail and 78,000 square feet of office.
3. Prior to recordation of any plat, for the properties identified as parcels 1, 20, and 27 on the Preliminary Plan, the Applicant must record a document in the County Land Records that identifies that a portion of the density attributable to those parcels was utilized for Preliminary Plan 120130020. All record plats associated with this preliminary plan must reference these documents.
4. The certified Preliminary Plan must contain the following note:

Unless specifically noted on this plan drawing or in the Planning Board conditions of approval, the building footprints, building heights, on-site parking, site circulation, and sidewalks shown on the Preliminary Plan are illustrative. The final locations of buildings, structures and hardscape will be determined at the time of issuance of site plan approval. Please refer to the zoning data table for development standards such as setbacks, building restriction lines, building height, and lot coverage for each lot. Other limitations for site development may also be included in the conditions of the Planning Board's approval.

5. The Applicant must comply with the conditions of approval for the revised preliminary Forest Conservation Plan no. 120130020, approved as part of this Preliminary Plan, subject to the following conditions:
 - a. Final Forest Conservation Plan must include detailed and specific tree protection measures for off-site trees affected by the Limits of Disturbance (LOD).
 - b. A fee-in-lieu which satisfies the 0.64 acre afforestation requirement must be submitted by applicant then approved by M-NCPPC staff prior to any clearing, grading or construction activity within the project area.
 - c. The Final Forest Conservation plan must be signed by the plan preparer and Applicant, and the Applicant must provide and sign the developer's certificate.
 - d. The sediment and erosion control plan and stormwater management plan must be submitted with the revised Final Forest Conservation Plan to ensure consistency with the Limits of Disturbances (LODs) and the associated tree/forest preservation measures.
 - e. The Applicant must satisfy all conditions prior to Montgomery County Department of Permitting Services (MCDPS) issuance of sediment and erosion control permits.
6. The Applicant must satisfy all conditions prior to Montgomery County Department of Permitting Services (MCDPS) issuance of sediment and erosion control permits.
7. The Planning Board has accepted the recommendations of the Montgomery County Department of Transportation ("MCDOT") in its letter dated February 1, 2013, and does hereby incorporate them as conditions of the Preliminary Plan approval. Therefore, the Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDOT provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.
8. Prior to Certification of the Preliminary Plan, remove all references to "Private Street" from the Preliminary Plan.
9. Prior to recordation of plat(s), the Applicant must satisfy the provisions for access and improvements as required by MCDOT.
10. The Planning Board has accepted the recommendations of the Montgomery County Department of Permitting Service ("MCDPS") – Water Resources Section in its stormwater management concept letter dated January 21, 2009, and does hereby incorporate them as conditions of the Preliminary Plan approval. Therefore, the Applicant must comply with each of the recommendations as set forth in the letter, which may be amended by MCDPS – Water Resources Section provided that the amendments do not conflict with other conditions of the Preliminary Plan approval.

11. The Applicant must dedicate and show on the record plat(s) the following dedications:
 - a. Thirty feet from the existing pavement centerline along the Subject Property frontage for Thayer Avenue.
 - b. Thirty-five feet from the existing pavement centerline along the Subject Property frontage for Silver Spring Avenue. For the property identified as part of Lot 7, recorded in Plat 54, dated January 23, 1904, a plat showing this dedication must be recorded in the land records of Montgomery County prior to issuance of any building permit for proposed Lot 2.
 - c. Forty feet from the existing pavement centerline along the Subject Property frontage for Fenton Street.
12. The Applicant must construct all road improvements within the rights-of-way shown on the approved Preliminary Plan to the full width mandated by the master plan and/or to the design standards imposed by all applicable road codes.
13. The record plat must show necessary easements.
14. The Adequate Public Facility (“APF”) review for the Preliminary Plan will remain valid for eighty-five (85) months from the date of mailing of this Planning Board Resolution.
15. The Subject Property is within the Blair High School cluster area. The Applicant must make a School Facilities Payment to MCDPS at the middle school level at the high-rise unit rates for all units for which a building permit is issued and a School Facilities Payment is applicable. The timing and amount of the payment will be in accordance with Chapter 52 of the Montgomery County Code.
16. No clearing, grading or recording of plats prior to certified site plan approval for each phase.
17. For each phase of development, final approval of the number and location of buildings, dwelling units, on-site parking, site circulation, sidewalks, and bikepaths will be determined at Site Plan.
18. In the event that a subsequent site plan approval substantially modifies the subdivision shown on the approved Preliminary Plan with respect to lot configuration or location or right-of-way width, or alignment, the Applicant must obtain approval of a Preliminary Plan amendment prior to certification of the site plan.

Site Plan

Staff recommends approval of Phase I Studio Plaza site plan 820130010, for one mixed-use multi-family apartment building with a total gross floor area of 418,069 sf., including 10,500 sf. of retail and up to 415 dwelling units on 3.8 gross acres. The total number of dwelling units includes 61 MPDUs and 10 WFHUs, in addition to 344 market rate units. All site development

elements shown on the site and landscape plans stamped “Received” by the M-NCPPC on December 13, 2012, are required except as modified by the following conditions.

1. Preliminary Plan Conformance

The proposed development must comply with the conditions of approval for Preliminary Plan 120130020. This includes but is not limited to all references to density, rights-of-way, dedications, easements, transportation conditions, DOT conditions, and DPS stormwater conditions.

2. Density

This Site Plan is limited to a maximum gross floor area of 418,069 sf., including 10,500 sf. of retail and up to 415 dwelling units. The total number of dwelling units includes 61 MPDUs and 10 WFHUs, in addition to 344 market rate units.

3. Moderately Priced Dwelling Units (MPDUs)

- a. The proposed development must provide 15 percent of the total number of non-WFHUs as MPDUs on-site in accordance with Chapter 25A. The Applicant is receiving a 22 percent residential density bonus for providing 15 percent MPDUs on-site.
- b. The MPDU agreement to build shall be executed prior to the release of any building permits, except sheeting and shoring permits.

4. LEED Certification

The Applicant must achieve a LEED (Leadership in Energy and Environmental Design) Certified Rating Certification at a minimum. The Applicant must make good faith efforts to achieve a LEED Silver rating. Before the issuance of any use and occupancy certificate, the Applicant must inform M-NCPPC staff of the LEED Certification Level for which they are applying. If this level is less than a Silver rating, before the issuance of the final use and occupancy certificate the Applicant must provide to staff a written report for public record purposes only from the Applicant’s LEED consultant analyzing the feasibility of achieving a LEED-Silver rating, to include an affidavit from a LEED-Accredited Professional identifying the minimum additional improvements required to achieve the LEED Silver rating, including their associated extra cost. Submission of this report constitutes compliance with this condition.

5. Maintenance of Public Amenities

The Applicant is responsible for maintaining all on-site publicly accessible amenities including, but not limited to, the public use space, the new private drive, public art, and associated landscaping and site furnishings, unless provided by contract with another party.

6. Site Design

- a. At the northeast corner of the building, the Applicant must provide a minimum of 5’ clear passage between the outside face of the exterior columns adjacent to the retail portion of the building and the railing adjacent to the sidewalk of the new

private drive, beginning at the corner of Thayer Avenue and the new private drive and ending at the stair into the public use space.

- b. The exterior architectural character, proportion, materials, and articulation must be substantially similar to the schematic elevations shown on Sheets A3.00, A3.01, and A3.02 of the submitted architectural drawings, as determined by Area 1 staff.
- c. For the adjacent GranDesign building, located at 912 Thayer Avenue:
 - i. The Applicant must place bollards or other buffering and protective measures (e.g., planters) along the north side of the public alley located on the south side of the GranDesign property to protect the building. The number, type, and location of these measures must be illustrated on the Certified Site Plan.
 - ii. Prior to initial occupancy of any Phase 1 improvements, the Applicant must enter into a written agreement with the owners of the GranDesign building to address:
 - 1. whether GranDesign's rear building entrance will remain in its current location on the west side of the building or will be relocated to the south side of the building;
 - 2. all interior and exterior improvements (e.g., stairs or a ramp) that must be made to the GranDesign building related to any relocation of the rear building entrance.
 - iii. The Applicant must note on the Certified Site Plan that the rear building entrance options and design will be determined by agreement between the Applicant and GranDesign prior to initial occupancy permit of any Phase I improvements, and that either option may be incorporated without amending the site plan.
 - iv. All other details relating to the selection and implementation of these alternatives solutions will be by private agreement.

7. Public Use and Amenities

- a. Provide a minimum of 35,100 sf. of on-site public use space, as illustrated on the Certified Site Plan.
- b. Exclusive of the public use space required in Condition 7.a. above, provide a minimum of 23,750 sf. of on-site and off-site public amenity space, as illustrated on the Certified Site Plan.
- c. The Applicant must provide the Silver Spring streetscape standard improvements along the site frontage.
- d. Provide the Silver Spring streetscape standard on the north side of Silver Spring Avenue between the western site boundary and the existing streetscape improvements near Georgia Avenue. Streetscape improvements on private property not controlled by the Applicant are subject to the approval the owner of that private property.
- e. All streetscape improvements must conform to the Silver Spring Streetscape guidelines, as amended, and include undergrounding of utilities.

- f. The Applicant shall provide soil panels within the Plaza and along the New Private Drive with a minimum soil volume of 700 cubic feet – preferably 1,000 cubic feet – per tree to allow trees to reach maturity.

8. Private Lighting

- a. The lighting distribution and photometric plan with summary report and tabulations must conform to IESNA standards for residential development.
- b. All onsite down- light fixtures must be full cut-off fixtures.
- c. Deflectors shall be installed on all fixtures causing potential glare or excess illumination, specifically on the perimeter fixtures abutting the adjacent residential properties.
- d. The height of the light poles shall not exceed the height shown on the Certified Site Plan, including the mounting base.

9. Public Art

- a. Provide for and install the public art concept designed and produced by artist Dan Steinhilber, as presented to the Planning Department’s Art Review Panel on December 12, 2012, and illustrated in the Certified Site Plan.
- b. Any significant changes to the concept presented on December 12, 2012, must be presented to the Art Review Panel and approved by Area 1 staff before Certified Site Plan.
- c. Significant changes to the concept, as determined by Area 1 staff, proposed after Certified Site Plan, will require a Site Plan Amendment.

10. Noise

The Applicant must attenuate for all noise levels that exceed 45 dBA Ldn indoor and noise levels exceeding 65 dBA Ldn outdoor.

11. Surety

Prior to issuance of first building permit (exclusive of sheeting and shoring) within each relevant phase of development, Applicant must provide a performance bond(s) or other form of surety in accordance with Section 59-D-3.5(d) of the Montgomery County Zoning Ordinance with the following provisions:

- a. Applicant must provide a cost estimate of the materials and facilities, which, upon staff approval, will establish the initial surety amount.
- b. The amount of the bond or surety shall include plant material, on-site lighting, recreational facilities, site furniture, and entrance piers within the relevant phase of development.
- c. Prior to issuance of the first building permit, Applicant must enter into a Site Plan Surety & Maintenance Agreement with the Planning Board in a form approved by the Office of General Counsel that outlines the responsibilities of the Applicant and incorporates the cost estimate.

- d. Surety shall be tied to the development program, and completion of plantings and installation of particular materials and facilities covered by the surety for each phase of development will be followed by inspection and reduction of the surety.

12. Development Program

The Applicant must construct the proposed development in accordance with a development program that will be reviewed and approved prior to the approval of the Certified Site Plan. The development program must include the following items in its phasing schedule:

- a. Street lamps and sidewalks must be installed before any use and occupancy permit. Street tree planting may wait until the next growing season.
- b. On-site amenities including, but not limited to, the public use space, Mayor's Promenade, sidewalks, benches, trash receptacles, and bicycle facilities must be installed prior to release of any final residential building occupancy permit.
- c. Clearing and grading must correspond to the construction phasing to minimize soil erosion and must not occur prior to approval of the Final Forest Conservation Plan, Sediment Control Plan, and M-NCPPC inspection and approval of all tree-save areas and protection devices.
- d. The development program must provide phasing for installation of on-site landscaping and lighting.
- e. The development program must provide phasing of dedications, stormwater management, sediment and erosion control, afforestation, trip mitigation, and other features.

13. Certified Site Plan

Prior to approval of the Certified Site Plan the following revisions must be made and/or information provided subject to Staff review and approval:

- a. Include the final forest conservation approval, stormwater management concept approval, development program, inspection schedule, and site plan resolution on the approval or cover sheet.
- b. Add a note to the site plan stating that "M-NCPPC staff must inspect all tree-save areas and protection devices prior to clearing and grading".
- c. Modify data table to reflect development standards enumerated in the staff report.
- d. Ensure consistency off all details and layout between site plan and landscape plan.
- e. The recreation calculations for this phase of development.
- f. Submit for staff approval a Noise Analysis that assesses the noise levels projected to exceed Montgomery County levels (65 dBA Ldn) for the facades directly facing or perpendicular to Georgia Avenue.
- g. Illustrate pedestrian safety measures to be included in Mayor Lane.
- h. Remove references to "Private Street."

APPENDICES

- A. Preliminary Plan
- B. Forest Conservation Plan
- C. Site Plan
- D. Agency Letters
- E. Correspondence
- F. WFHU calculation (by Applicant)



DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Isiah Leggett
County Executive

Richard Y. Nelson, Jr.
Director

December 19, 2012

Mr. Elza Hisel-McCoy
Area 1 Division
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Studio Plaza
Preliminary Plan No. 120130020
Site Plan No. 820120010

Elza
Dear Mr. ~~Hisel-McCoy~~:

The Montgomery County Department of Housing and Community Affairs (DHCA) has reviewed the above referenced revised preliminary and site plans. DHCA recommends Approval of the plans, with the following comments and recommendations:

1. Density: The General Development Agreement between the applicant and Montgomery County dated October 24, 2008 (GDA) includes a formula for calculating the Workforce Housing requirement for the project. In response to DHCA's Development Review Committee (DRC) comments, the applicant has provided a detailed description of how they have calculated the overall density, the Workforce Housing density, and the MPDU density for the project in a letter dated November 27, 2012. DHCA accepts the applicant's methodology, and suggests that the applicant's description (or a summary thereof) be made part of the public record.
2. Bedroom Distribution: The bedroom distribution of the Workforce units and the MPDUs shown on the site plan is correct given the market unit bedroom distribution. DHCA requests that the site plan approval include a condition that the final bedroom distribution, MPDU and Workforce locations, and MPDU and Workforce unit layouts be reviewed and approved by DHCA prior to certified site plan approval.
3. Streetscape Improvements:
 - a. DHCA requests that M-NCPPC include the infill portions of Fenton Village Pedestrian Linkage's project as a part of the public amenity in this and/or subsequent site plans.

Division of Housing

Moderately Priced
Dwelling Unit
FAX 240-777-3709

Housing Development
& Loan Programs
FAX 240-777-3691

Landlord-Tenant Affairs
FAX 240-777-3691

Licensing & Registration Unit
240-777-3666
FAX 240-777-3699

100 Maryland Avenue, 4th Floor • Rockville, Maryland 20850 • 240-777-3600 • www.montgomerycountymd.gov/dhca



- b. Final design should have a uniform treatment for trash and recycling for all businesses that back to Mayor's Lane.
- c. DHCA requests that M-NCPPC consider the safety of pedestrians in the final design of this area. Pedestrian Safety is a high priority. The County Executive just celebrated the fifth anniversary of his Pedestrian Safety Initiative. One of the goals of the initiative is "Ensure that all areas of the County provide safe and convenient travel options for pedestrians." Pedestrians currently use Mayor's Lane as a passageway and in all likelihood will continue this use.

Sincerely,



Lisa S. Schwartz
Senior Planning Specialist

cc: C. Robert Dalrymple, Linowes and Blocher LLP
Heather Dlhopsky, Linowes & Blocher LLP
Bryan Condie, Fairfield Residential
Christopher J. Anderson, Manager, Single Family Housing Programs, DHCA
Roylene M. Roberts, Chief, Neighborhood Revitalization, DHCA
Rogers D. Stanley, Senior Planning Specialist, Neighborhood Revitalization, DHCA



DEPARTMENT OF TRANSPORTATION

Isiah Leggett
County Executive

Arthur Holmes, Jr.
Director

January 28, 2013

Ki Kim, Planner/Coordinator
Area 1 Planning Division
The Maryland-National Capital
Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

RE: Preliminary Plan No. 1-20130020
Site Plan No. 8-20130010
Project Plan No. 9-20070010
Studio Plaza Traffic Impact Study

Dear Mr. Kim:

We have completed our review of the Local Area Transportation Review and Policy Area Mobility Review dated December 21, 2012, and prepared by Wells & Associates, Inc. Total development evaluated by the analysis includes:

	Residential	Retail	Office
• Phase 1	415 units	10,500 SF	-6,900 SF (<i>removed</i>)
• Phase 2	334 units	13,680 SF	
• Phase 3		12,000 SF	50,720 SF
• NET	749 units	36,180 SF	43,820 SF (<i>78,000 SF total, w/ existing</i>)

We offer the following comments:

Local Area Transportation Review (LATR)

1. We note that table 4-1 (page 28) and Table 5-1 (page 37) contain Countywide rates and Silver Spring CBD Rates referenced from MNCPPC, Local Area Transportation Review Guidelines, July 2011. Rates should be based on current LATR and PAMR Guidelines, of which the most recent approved guidelines are dated February 2012. Please confirm that the correct trip generation rates were used for this document.

Division of Traffic Engineering and Operations

100 Edison Park Drive, 4th Floor • Gaithersburg, Maryland 20878
Main Office 240-777-2190 • TTY 240-777-6013 • FAX 240-777-2080
trafficops@montgomerycountymd.gov

2. The Sligo Ave approach to US 29 is incorrectly shown as consisting of a left-turn lane and a right-turn lane. The actual lane designations are a left-turn lane and a shared left/right-turn lane.
3. Show the lengths of turn lanes and their respective tapers along with Poisson-based queue lengths.
4. We defer to the Maryland State Highway Administration for comment regarding state-maintained roadways, including US 29 (Georgia Avenue).


Policy Area Mobility Review (PAMR)

5. Assuming trip mitigation will still be adequate after any revisions to trip generation rates as per LATR comment #1: we concur with the findings of the PAMR, which states that the reduced trip generation rates of the CBD satisfy the 5% mitigation requirement of the Silver Spring CBD Policy Area.
6. Regarding pedestrians and bicycle impacts:
 - a. Table 2-2 (page 18) – Clarify how the “Distance of Pedestrian Crossing” was measured. As per Montgomery County Standards, they are to be measured from the curb to the edge of the far travel lane/curb extension.
 - b. Table 2-2 (page 18) – The maximum walk time should not correspond to the green and yellow time. Montgomery County calculates the pedestrian clearance time as the crossing distance divided by 3.5 ft/s minus the vehicle clearance time for that phase (Yellow + Red).
 - c. Provide a more thorough assessment of existing pedestrian facilities, including information about ADA accessibility, and whether facilities appear to meet current standards (APS/CPS, adequate sidewalk width, pedestrian ramps, etc.).
 - d. Amend the Pedestrian Impact Statement to include discussion on:
 - i. Justification for the lack of pedestrian facilities along Mayor Lane
 - ii. Impact of mid-block termination of Private Street A at Thayer Ave & Silver Spring Ave
 - iii. Impact of termination of Mayor’s Promenade at alley just west of Fenton St.
 - iv. Discuss ped crossing across Mayor Lane, noting operations, signing, markings, and sight distance around building corners.
 - v. Note whether any capital or operating modifications are necessary, such as at mid-block ped crossings, as a result of the project.

Mr. Ki Kim
Preliminary Plan No. 1-20130020
January 28, 2013
Page 3

Thank you for the opportunity to review this report. If you have any questions or comments regarding this letter, please contact Andrew Bossi, our Development Review Area Engineer for this project, at andrew.bossi@montgomerycountymd.gov or (240) 777-2197.

Sincerely,



Gregory M. Leck, Manager
Development Review Team

m:\correspondence\fy13\traffic\active\120130020, studio plaza, tis ltr.doc

cc: Bryan Condie Fairfield Investment
Bob Dalrymple Linowes & Blocher
Christ Kabatt Wells & Assc.
Daniel Duke Bohler Engineering
Robert Kronenberg M-NCPPC Area 1
Elza Hisel-McCoy M-NCPPC Area 1
Catherine Conlon M-NCPPC DARC
Preliminary Plan folder
Preliminary Plan letters notebook

cc-e: Gary Erenrich MCDOT
Fred Lees MCDOT DTEO
Khursheed Bilgrami MCDOT DTEO
William Haynes MCDOT DTEO
Bruce Mangum MCDOT DTEO
Kamal Hamud MCDOT DTEO
Devang Dave MCDOT DTEO
Andrew Bossi MCDOT DTEO



DEPARTMENT OF TRANSPORTATION

Isiah Leggett
County Executive

Arthur Holmes, Jr.
Director

February 1, 2013

Elza Hisel-McCoy, Planner Coordinator
Area 1 Planning Division
The Maryland-National Capital
Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

RE: Preliminary Plan No. 120130020
Project Plan No. 920070010
Studio Plaza


Dear Mr. Hisel-McCoy:

We have completed our review of the Project Plan plus the amended Preliminary Plan (that was signed and sealed on November 27, 2012) as well as supplemental information provided by the applicants' representatives. An earlier version of the preliminary plan was reviewed by the Development Review Committee at its meeting on October 15, 2012.

Typically our review comments and required public improvements address the full limits of the Preliminary Plan. Because this Preliminary Plan provides details only on the part of the project for the pending [Phase 1] Site Plan (and does not identify the locations of future buildings and site access for the remaining phases of the project), we are providing comments for that part of the project that is currently pending. In conjunction with the Department of Permitting Services, we (MCDOT) will provide additional comments regarding driveway locations and frontage improvements when Site Plan(s) are submitted for the remaining phases of the development.

We recommend approval of these plans subject to the following comments:

All Planning Board Opinions relating to this plan or any subsequent revision, project plans or site plans should be submitted to the Department of Permitting Services in the package for record plats, storm drain, grading or paving plans, or application for access permit. Include this letter and all other correspondence from this department.

Division of Traffic Engineering and Operations

100 Edison Park Drive, 4th Floor • Gaithersburg, Maryland 20878
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trafficops@montgomerycountymd.gov

Design Exception Requests

Design Exception 1: Loading Spaces Reduction

This Design Exception request proposes to reduce the number of off-street truck loading spaces required under the Executive Branch's "Off-Street Loading Space" policy for the proposed building located between Mayor Lane and the new private street on Lot 1.

The M-NCPPC preliminary plan and MCDOT Development Review Fee application forms originally proposed the development to result in 24,180 square feet of commercial use and 749 residential units. The November 27, 2012 amended preliminary plan and the applicants' attorneys' responses to the DRC comments now propose 10,500 square feet of non-residential uses area (9,146 square feet of retail) and 410-415 residential units.

Under the original site proposal, the Executive Branch's policy would have required the applicant to provide one WB-50 truck loading space [fifty five (55) feet long, fourteen (14) feet wide, and fourteen (14) high] for the plus four (4) SU-30 truck loading spaces [each thirty (30) feet long, twelve (12) feet wide, and fourteen (14) feet high] to serve the residential units.

Under the current proposal, the policy requires the applicant to now provide four (4) off-street SU-30 truck loading spaces to serve the residential units; a truck loading space is not required for sites in a Central Business District if the retail floor area is below 20,000 square feet.

The applicant has proposed providing two SU-30 truck loading spaces to serve the project (as well as the relocated dumpsters for the properties on the west side of Mayor Lane) under a privately managed program.

RESPONSE: We support approval of the applicant's request subject to execution and recordation of a County-approved Restricted Access Easement document which establishes the applicability, maintenance, and operations of the coordinated on-site management of the jointly used loading docks. That document/plan must also consider the needs of waste collection, mail / deliveries, retail, residents, the needs of the properties between Georgia Ave & Mayor La, and any other services that may need to utilize these facilities. The Department of Permitting Services will also need to approve the location of these truck loading spaces and their associated internal truck turning movements – prior to issuance of the building construction permits.

Design Exception 2: Private Garage Driveway Location

This Design Exception request proposes to reduce the minimum separation between the eastern curb return of Mayor Lane and the western curb return for the proposed private garage entrance on Silver Spring Avenue. Our policy for locating driveways for private access to commercial, industrial, multifamily residential and cluster development recommends providing a one hundred (100) foot minimum tangent distance between the curb returns of existing and adjacent (or opposite) driveway aprons; the applicants are proposing a tangent distance of approximately seven (7) feet.

The entrance to the proposed private garage was originally proposed to be located on Mayor Lane.

RESPONSE: We support approval of the applicant's request considering the urban environment of the site, Mayor Lane's classification and use as a one-way northbound alley, our expectation that there will be limited daily turning movements on Mayor Lane, and that the private garage entrance will not necessitate an eastbound left turn lane. The applicant has also addressed our concerns about pedestrian activity this location: the most recent draft submission shows a wider area between the garage access and Mayor La as well as improved alignment between the crosswalk ramps at each end of Mayor La.

With respect to the private garage ingress, a left-turn lane will not be required at this time. However, we reserve the right to remove on-street parking as necessary to provide a new auxiliary turn lane should such a lane be required in the future.

Design Exception 3: Private Garage Entrance Location on the New Private Street

This Design Exception request proposes to allow the entrance to the proposed public parking garage on the new private street to be offset from an existing alley by approximately twenty (20) feet.

RESPONSE: We approve this request on the understanding that the opposite alley driveway serves only as a service access to the rear of the existing building. Access locations to serve the part of the property on the east side of the new private street should be addressed as part of the future Site Plan submission.

Design Exception 4: Reduced Curb Return Radii

The plan views reflect curb return radii at the intersections with Silver Spring and Thayer Avenues that are less than our standard thirty (30) foot radii. These changes were not specifically requested as Design Exceptions. However, after reviewing the proposed vehicle turning movement diagrams, we accept the proposed reduced radii.

General Preliminary and Project Plan Review Comments

1. This project is subject to the terms and conditions of a General Development Agreement between Michael, LLC [its successors and assigns] and Montgomery County, Maryland dated October 6, 2008, for the public-private initiative to construct the proposed public parking garage and mixed use development on Montgomery County Public Parking Lot No. 3.
2. Necessary dedication of right-of-way along Fenton Street, Silver Spring Avenue, Thayer Avenue, and Mayor Lane in accordance with the master plan and applicable MCDOT Context Sensitive Roadway Design Standards. We recommend the following dedications and general comments regarding multi-modal facilities for this project:
 - a. 70' along Silver Spring Avenue (Business Street, CSRD Std. 2005.02 with on-street bike lanes). Per discussion with operations staff: it is anticipated that bike lanes may be accommodated within the 2005.02 standard pavement section; no additional pavement is necessary. Note that these bike lanes may impact one lane of on-street parking.
 - b. 60' along Thayer Avenue (Business Street). The pavement may remain at the existing width of approximately 41'. Provide a 1' Public Improvement Easement (PIE) to provide for widening the sidewalk from 5' to 6'.
 - c. 80' along Fenton Street (Arterial Road, CSRD Std. 2004.24). Confirm the right-of-way line as shown on the submitted preliminary plan, which does not appear to correspond to the centerline, with the eastern edge running through an existing building.
 - d. 20' along Mayor Lane (Commercial Alley, CSRD Std. 201.01).
 - e. Provide a proposed typical cross-section for each public roadway. A minimum of 6' width of continuous pedestrian walkway – with no surface structures such as stormwater management structures or utility vaults – must be maintained within the public right-of-way.
 - f. Show the centerline along all public roads.
 - g. Include details of any stormwater management devices within the public right-of-way. Information should be provided on capacity, overflow treatments, maintenance needs, tripping hazards, and space for provision of parking meters &/or street signs.
3. Grant necessary slope and drainage easements. Slope easements are to be determined by study or set at the building restriction line.

4. Size storm drain easement(s) prior to record plat. No fences will be allowed within the storm drain easement(s) without a revocable permit from the Department of Permitting Services and a recorded Maintenance and Liability Agreement.
5. Drainage information provided on November 9, 2012, indicates reduced flow in 2 of the 3 drainage areas, and a 4% increase in flow in Drainage Area 3. Each of the six storm drain study points showed adequate drainage capacity for 10-year storm conditions. Prior to approval of the record plat by the Department of Permitting Services, the applicant's consultant will need to submit inlet efficiency & spread computations for any new or otherwise adversely impacted inlets.
6. With regards to sight distances at the proposed entrances:
 - a. Silver Spring Ave and Thayer Ave are both classified as Business Streets. While this would typically require a minimum 200' of sight distance, in discussion with our operations staff and in consideration that this is an urban central business district: we are willing to accept a minimum 150' of sight distance.
 - b. In discussion with our traffic operations staff we are willing to accept the driveway positions, proposed metered on-street parking spaces, and subsequent sight distance measurements per the revised preliminary plan dated November 27, 2012. The sight distances appeared to be 148' to the right from the private street and 147' to the left from the private garage access.
 - c. Prior to approval of the record plat by the Department of Permitting Services, submit a completed, executed and sealed MCDOT Sight Distances Evaluation certification form for the proposed driveways and intersections for our review and approval. Note that these forms should indicate how much sight distance is available; not only that standard requirements are met.
7. Ensure that the length of any bump-outs complies with MCDPS details. Note that if longer bump-outs are necessary they may impact the number of on-street parking spaces provided. We do not specifically require any bump-outs but would be willing to support bump-outs at locations deemed preferable by Park & Planning.
8. Private common driveways and private streets shall be determined through the subdivision process as part of the Planning Board's approval of a preliminary plan. The composition, typical section, horizontal alignment, profile, and drainage characteristics of private common driveways and private streets, beyond the public right-of-way, shall be approved by the Planning Board during their review of the preliminary plan.

9. The proposed new private street must be sufficiently wide to accommodate two-way vehicular traffic. Private streets are to be designed to allow an SU-30 truck to circulate without crossing the centerline nor the curb line.
10. In accordance with Section 49-33(e) of the Montgomery County Code, sidewalks are required to serve the proposed subdivision. Sidewalks are to be provided on both sides of the proposed public streets unless the applicant is able to obtain a waiver from the appropriate government agency.
11. For safe simultaneous movement of vehicles, we recommend a driveway pavement width of no less than twenty four (24) feet to allow vehicles to enter and exit the site without encroaching on the opposing lanes. This pavement width will permit an inbound lane width of fourteen (14) feet and an exit lane width of ten (10) feet.
12. Curb radii for intersection type driveways should be sufficient to accommodate the turning movements of the largest vehicle expected to frequent the site. As noted in the Design Exceptions – and following discussions with our traffic operations staff - we consider the turning movement diagrams shown in the revised preliminary plan dated November 27, 2012, to be adequate.
13. Provide on-site disabled access facilities, parking spaces, ramps, etc. in accordance with the Americans with Disabilities Act.
14. For any parking facility containing more than fifty (50) parking spaces, the applicant needs to furnish bicycle parking facilities as required Section 59 E-2.3 of the Montgomery County Code. Accordingly, the applicant should provide either bike lockers or inverted "U" type bike racks.
15. With regards to the public parking lot (that will remain until a future Site Plan is submitted to develop the east side of the new private street), at site plan address the following comments:
 - a. Clarify how the remaining surface parking drive aisles will interact with Private Street A, noting grade changes & access points.
 - b. Provide for turn-arounds at the ends of the drive aisles in the remaining surface parking lots (or otherwise ensure smooth circulatory flow).
 - c. The existing curb from the Silver Spring Ave access appears to terminate at the R/W for the southern alley, leaving the Katz property's stairwell (and any other objects / structures) apparently exposed in open pavement. This pavement also appears to be traversable by the general public & it is not clear how it would function with regards to service access to the Katz property. The plan will need to clarify:

- i. How structures & objects within the service alley will be protected.
 - ii. How the alley will function in providing service access to the Katz property.
 - iii. How parking circulation will operate within the public lot.
 - iv. If accessible to general traffic, how traffic will operate through the alley.
 - d. Coordinate with our Parking Management Division (Messrs. Jeremy Sounders and/or Joseph Madison) regarding the design and staging as of the public parking facilities. Messrs. Souders and Madison may be contacted at 240-777-8740).
 - e. Note that the revised preliminary plan dated November 27, 2012, appears to provide adequate clarification of the parking facility.
16. The owner will be required to submit a recorded covenant for the operation and maintenance of private streets, storm drain systems, and/or open space areas prior to MCDPS approval of the record plat. The deed reference for this document is to be provided on the record plat.
17. Relocation of utilities along existing roads to accommodate the required roadway improvements shall be the responsibility of the applicant.
18. If the proposed development will alter any existing street lights, signing, and/or pavement markings, please contact Mr. Dan Sanayi of our Traffic Engineering Design and Operations Section at 240-777-2190 for proper executing procedures, including for development of any necessary traffic control plans as part of construction. All costs associated with such relocations shall be the responsibility of the applicant.
19. Coordinate with Mr. Dan Sanayi (240-777-2190) on the traffic control plan for the relocation of utilities.
20. If the proposed development will alter or impact any existing County maintained transportation system management component (i.e., traffic signals, signal poles, handboxes, surveillance cameras, etc.) or communication component (i.e., traffic signal interconnect, fiber optic lines, etc.), please contact Mr. Bruce Mangum of our Transportation Systems Engineering Team at 240-777-2190 for proper executing procedures. All costs associated with such relocations shall be the responsibility of the applicant.

21. Trees in the County rights of way – spacing and species to be in accordance with the applicable MCDOT standards. Tree planning within the public right of way must be coordinated with Brett Linkletter, Chief of the Division of Highway Services, Tree Maintenance Section at 240-777-7651.
22. Prior to approval of the record plat by the Department of Permitting Services, the applicant will need to enter into a Traffic Mitigation Agreement (TMAg) with the Planning Board and this Department. Within MCDOT, the applicant should coordinate with Ms. Sandra Brecher, Chief of the Division of Transit Services/Commuter Services Section. Ms. Brecher may be contacted at 240-777-5800. The following items should be coordinated with Commuter Services and potentially incorporated into the TMAg:
 - a. The draft TMAg includes the provision for a bikesharing station. On the preliminary and site plan, show proposed location for at least one bikesharing docking station. The space should be able to accommodate a 19-dock station 52 feet x 6 feet in dimension to enable this form of transportation to be used by residents, employees and visitors at the Project. The location of this docking station will be selected by the Applicant with approval of MCDOT, based upon the requirements of the bikesharing system and in a highly-visible, convenient and well-lit location on the Project.
 - b. Provide no more than the minimum number of parking spaces required for the residential and retail uses proposed for this Phase of the project. Provide flexibility in design of parking areas to enable mixed uses to share parking for most efficient use for this and especially for future phases that may include office use.
 - c. In the Public Plaza, provide pavilions that have electric and water connections. Provide kiosks to provide opportunity for transportation information displays.
 - d. In designing residential lobby area(s) incorporate display space into lobbies and other high pedestrian activity areas and opportunity for information on each level of private parking facility. Include connections for electronic (LCD) display screens and Real Time Transit Information Signs in lobbies, elevators, and parking facilities. This will enable outreach to building residents, employees, visitors, etc. Include concierge or reception desk with an area where transit information and pass sales can be transacted – e.g., obtaining transit information, loading of SmarTrip cards.
 - e. Design building frontages/lobbies to provide two-way visibility for transit vehicles and taxis, etc. along Silver Spring and Thayer Avenues.
23. Permit and bond will be required as a prerequisite to DPS approval of the record plat. The permit will include, but not necessarily be limited to, the following improvements:

Mr. Elza Hisel-McCoy
Project Plan No. 920070010
Preliminary Plan No. 120130020
February 1, 2013
Page 9

- A. Street grading, paving, curbs and gutters, sidewalks and pedestrian ramps, storm drainage and appurtenances, and street trees, as applicable in accordance with the Silver Spring Streetscape Plan along Silver Spring Avenue, Thayer Avenue, Fenton Street, and Mayor Lane as discussed in comment no. 2.

NOTE: the Public Utilities Easement is to be graded on a side slope not to exceed 4:1.

- B. Enclosed storm drainage and/or engineered channel (in accordance with the MCDOT Storm Drain Design Criteria) within the County rights-of-way and all drainage easements.

NOTE: Additional improvements to the existing public storm drain system may be required as a result of the supplemental analysis requested in comment no. 5.

- C. Ensure that any unneeded curb cuts are removed.
- D. Permanent monuments and property line markers, as required by Section 50-24(e) of the Subdivision Regulations.
- E. Erosion and sediment control measures as required by Section 50-35(j) and on-site stormwater management where applicable shall be provided by the Developer (at no cost to the County) at such locations deemed necessary by the Department of Permitting Services (DPS) and will comply with their specifications. Erosion and sediment control measures are to be built prior to construction of streets, houses and/or site grading and are to remain in operation (including maintenance) as long as deemed necessary by the DPS.
- F. Developer shall provide street lights in accordance with the specifications, requirements, and standards prescribed by the MCDOT Division of Traffic Engineering and Operations.

Thank you for the opportunity to review this preliminary plan. If you have any questions or comments regarding this letter, please contact Andrew Bossi, our Development Review Area Engineer for this project, at andrew.bossi@montgomerycountymd.gov or (240) 777-2197.

Sincerely,



Gregory M. Leck, Manager
Development Review Team

Mr. Elza Hisel-McCoy
Project Plan No. 920070010
Preliminary Plan No. 120130020
February 1, 2013
Page 10

cc: Bryan Condle Fairfield Investment Co.
Daniel Duke Bohler Engineering
John Wojdak Bohler Engineering
C. Robert Dalrymple Linowes & Blocher
Robert Kronenberg M-NCPPC Area 1
Ki Kim M-NCPPC Area 1
Catherine Conlon M-NCPPC DARC
Preliminary Plan folder
Preliminary Plan letters notebook

cc-e: Amy Butler Stevens DPS SWFMP
Atiq Panjshiri DPS RWPR
Sam Farhadi DPS RWPR
Rick Brush MCDPS WRM
Bill Campbell MCDPS WRM
Marie LaBaw MCFRS
Bruce Johnston MCDOT DTE
Aruna Miller MCDOT DTE
Sande Brecher MCDOT DTS
Beth Dennard MCDOT DTS
Brett Linkletter MCDOT DHS
Rick Siebert MCDOT DPM
Jeremy Souders MCDOT DPM
Joseph Madison MCDOT DPM
Dan Sanayi MCDOT DTEO
Fred Lees MCDOT DTEO
Khursheed Bilgrami MCDOT DTEO
Bruce Mangum MCDOT DTEO
Andrew Bossi MCDOT DTEO

Hisel-McCoy, Elza

From: Ann Lafferty <lafferty_ann@yahoo.com>
Sent: Saturday, September 29, 2012 11:04 AM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Commenting on Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

TO: Elza Hissel-McCoy, Planning Staff
Françoise Carrier, Chair, The Planning Board
Montgomery County Council Members

I am writing in regard to the Studio Plaza plans, as presented this month to ESSCA. After reviewing the drawings, I feel compelled to share my serious concerns for how this project would change my neighborhood.

Having lived in East Silver Spring for 26 years, I am opposed to the height and density of the project. An 11 story apartment building will add more traffic to the already congested Fenton Street and surrounding streets, which are already generally over used. In addition, Studio Plaza would be so much taller than the surrounding area, as to change the nature of our community, blocking the view of the sky and dwarfing the existing cityscape. The increase in the number of inhabitants would add more crowding to the local elementary schools, which my 2 children attended, and I note that East Silver Spring Elementary was recently expanded *again*. The reduction of parking spaces, replacing them with the 300 or so underground spots, would negatively impact the small businesses that are on Georgia Avenue, Fenton Street, and Thayer Avenue - I would not be as inclined so patronize them. These are long standing small businesses, highly valued by the community, such as Arina's Shoe Repair, Tailoring and Alternations Center, Kefa Cafe, and Silver Spring Books. I am concerned that their rents would rise, they would close their businesses, and be replaced by large chain stores such as H & M, and the community would loose this rich and unique diversity.

I recently drove past a more appropriately-sized apartment complex at the corner of 13th Street and Eastern Avenue. It is 4 stories tall and such a building would be much more in keeping with the tenor and feel of our neighborhood.

Thank you,
Ann Lafferty
812 Violet Place
Silver Spring, MD 20910

Hisel-McCoy, Elza

From: Mike Johnsen <mjohnsen@earthlink.net>
Sent: Saturday, September 29, 2012 1:18 PM
To: Ann
Cc: north-takoma@yahoogroups.com Park; Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Re: [NTP] Commenting against Studio Plaza development

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks for alerting me to the project, Ann (I was wondering what was going on there) -- But... can I comment if I support the project (albeit with caveats)? Maybe I'm in the minority, and certainly the developer needs to make changes to access and design (I would want a publicly-owned park, not private) a large apartment complex with retail seems to make environmental and economical sense. It supports the concept of livability (<http://www.dot.gov/livability>) as it is within walking distance of Metro and services - and would support current businesses in the area with more customers & foot traffic. Downtown Silver Spring is, without question, urban; young people want to live near transit and services so there is demand. There are great schools in our area, so new folks moving into SS are likely to stay and start families so it would be nice if the apartment complex included units other than efficiencies and 1 & 2 bedroom units. We need to think about how to smartly grow our area and this type of development, I think, makes sense.

Mike Johnsen

On Sep 29, 2012, at 11:17 AM, Ann wrote:

Hi Neighbors - if you have are concerned about the density and size (11 stories) of the Studio Plaza apartment development (Silver Spring Ave to Thayer Ave), and would like to know:

- * when to sent the email by (COB Oct 5)
- * some ideas of what to put in the email
- * who to send the email to (elza.Hisel-McCoy@mncppc-mc.org ; mcp-chairman@mncppc-mc.org ; county.council@montgomerycountymd.gov)

please let me know!

Ann Lafferty
812 Violet Place

[Reply via web post](#) [Reply to sender](#) [Reply to group](#) [Start a New Topic](#) [Messages in this topic \(1\)](#)

RECENT ACTIVITY:

Hisel-McCoy, Elza

From: stephanie murphy <zzmurphy@hotmail.com>
Sent: Saturday, September 29, 2012 5:27 PM
To: mjohnsen@earthlink.net; lafferty_ann@yahoo.com
Cc: north-takoma@yahoogroups.com; Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: RE: [NTP] Commenting against Studio Plaza development

Follow Up Flag: Follow up
Flag Status: Flagged

Before we argue about whether this is the best way to "grow" our community, we perhaps need to ask: Do we need to grow our community?

Stephanie Murphy

CC: north-takoma@yahoogroups.com; elza.Hisel-McCoy@mncppc-mc.org; mcp-chairman@mncppc-mc.org; county.council@montgomerycountymd.gov
To: lafferty_ann@yahoo.com
From: mjohnsen@earthlink.net
Date: Sat, 29 Sep 2012 13:18:08 -0400
Subject: Re: [NTP] Commenting against Studio Plaza development

Thanks for alerting me to the project, Ann (I was wondering what was going on there) -- But... can I comment if I support the project (albeit with caveats)? Maybe I'm in the minority, and certainly the developer needs to make changes to access and design (I would want a publicly-owned park, not private) a large apartment complex with retail seems to make environmental and economical sense. It supports the concept of livability (<http://www.dot.gov/livability>) as it is within walking distance of Metro and services - and would support current businesses in the area with more customers & foot traffic. Downtown Silver Spring is, without question, urban; young people want to live near transit and services so there is demand. There are great schools in our area, so new folks moving into SS are likely to stay and start families so it would be nice if the apartment complex included units other than efficiencies and 1 & 2 bedroom units. We need to think about how to smartly grow our area and this type of development, I think, makes sense.

Mike Johnsen

On Sep 29, 2012, at 11:17 AM, Ann wrote:

Hi Neighbors - if you have are concerned about the density and size (11 stories) of the Studio Plaza apartment development (Silver Spring Ave to Thayer Ave), and would like to know:

- * when to sent the email by (COB Oct 5)
- * some ideas of what to put in the email
- * who to send the email to (elza.Hisel-McCoy@mncppc-mc.org ; mcp-chairman@mncppc-mc.org ; county.council@montgomerycountymd.gov)

please let me know!

Ann Lafferty

Hisel-McCoy, Elza

From: Doreen Cantor Paster <doreencp@sunnydoor.net>
Sent: Saturday, September 29, 2012 6:19 PM
To: Hisel-McCoy, Elza
Subject: Comments on Studio Plaza project in DTSS

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. Hisel-McCoy,

I am writing to voice my concerns about the Studio Plaza project to be located on Fenton Street in downtown Silver Spring. I was happy when I first learned about this project, and believe that this area needs new development to bring the vibrancy of the redeveloped area further south and to benefit both existing and new merchants. However, the project plans are not at all what I had hoped. First, it is much too big and out of scale with the surrounding neighborhood. Second, it is just ugly (sorry for my bluntness) and uninviting.

The project as currently planned would be a harsh interruption to the neighborhood look and feel. At least on both the Thayer Avenue and Silver Spring Avenue sides of the project, there should be a significant step-down as this new development approaches the existing structures in the neighborhood to preserve the pleasant look and feel of these streets.

I am not an expert in development and so cannot speak to the precise public space requirements. However, for space to be considered public, it should be designed and look as if it is for the public - not primarily for the building tenants. The design should be changed so that this space is obvious, accessible, and welcoming to the neighborhood.

I don't know how to better explain that the project is ugly, but it is. It is just a big uncreative rectangular blob! It looks like a prison. No one should have a building that looks like this in a residential community. There are many examples of attractive complexes and it should not be difficult to do a better job than this developer has done.

Thank you very much for the opportunity to comment and for your attentive review of this project.

Doreen Paster
703 Hankin Street
Silver Spring, MD 20910

Hisel-McCoy, Elza

From: Neil G <njgamson@gmail.com>
Sent: Saturday, September 29, 2012 8:41 PM
To: Hisel-McCoy, Elza; MCP-Chair
Subject: Studio Plaza apartment development

Follow Up Flag: Follow up
Flag Status: Flagged

My comments on the Studio Plaza project in Silver Spring:

I think it's a good thing, since it is an example of smart urban growth. We need more projects like this proposed one, instead of exurban sprawl in the outer county areas.

Neil Gamson
7318 Piney Branch Road
Takoma Park

Hisel-McCoy, Elza

From: Rhoda Schulzinger <rschulzinger@verizon.net>
Sent: Sunday, September 30, 2012 2:27 PM
To: Hisel-McCoy, Elza
Subject: citizen concerns: proposed development for Studio Plaza on Fenton Street

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Elza,

I write as a resident of East Silver Spring about the proposed development for Studio Plaza on Fenton Street, around the corner from where I have lived for over 20 years. During this time, the neighborhood has obviously seen tremendous changes – most for the good, but often only after extensive community input. This is another example where the community needs to be heard so that the new development benefits both US and the developer!

Here are my concerns:

1. The current proposed design is a single block long and does NOT fit into the feel of the rest of the surrounding area. A step down on both SS & Thayer Ave would help enormously and perhaps even more needs to be done.
2. The public space is too small and violates the county regulations about what is required. Also to qualify as "public," it must truly be available to the public and not just to residents.
3. I gather that all public parking will be underground and that to enter it, one must go onto Silver Spring Ave and then turn into a new street parallel to the public space and then go underground. This seems to discourage use of public parking and I recommend that it be accessible from Fenton Street.
4. The current proposal has no retail on Silver Spring Ave and very little on Thayer. Without such attractions, the building does nothing to activate those streets for our community. This runs counter to other pending developments, most notably the new designs for the public library and First Baptist. Just having more apartments is not what our neighbor needs or deserves!
5. The facade is truly ugly and must be modified to fit into the neighborhood.

Thanks for your involvement in this project. I hope to hear about major improvements that will benefit the citizens of East Silver Spring.

Rhoda Schulzinger
705 Hankin Street

Hisel-McCoy, Elza

From: Karen Burke <karen@otrons.com>
Sent: Monday, October 01, 2012 3:02 PM
To: Hisel-McCoy, Elza
Cc: MCP-Chair; 'county.council@montgomerycountymd.gov'
Subject: Studio Plaza plans in Silver Spring

Follow Up Flag: Follow up
Flag Status: Flagged

TO: Elza Hissel-McCoy, Planning Staff
Françoise Carrier, Chair, The Planning Board
Montgomery County Council Members

I am writing in regard to the Studio Plaza plans, as presented this month to ESSCA. I have serious concerns for how this project would change my neighborhood.

I have lived in Takoma Park near the intersection of Georgia and Rte. 410 for the past fifteen years and I have lived in this area for approximately 18 years. While some of the changes have been wonderful, the increase in traffic and congestion has been horrendous. I am opposed to the density of the project. An 11 story apartment building will add more traffic to the already congested Fenton Street and surrounding streets, which are already generally over used. The reduction of parking spaces, replacing them with the 300 or so underground spots, would negatively impact the small businesses that are on Georgia Avenue, Fenton Street, and Thayer Avenue. As it is now, I find it difficult to go to local businesses such as Tailoring and Alternations Center. The parking lot at Whole Foods is overrun on the weekends after 10 am.

I am strongly opposed to the project.

Karen Burke
O'TooleRothwell
1350 Connecticut Avenue, NW
Suite 200
Washington, DC. 20036
202 775-1550
202 775-0008 fax
<http://www.otrons.com>

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Hisel-McCoy, Elza

From: Karen Burditt <kr.burditt@gmail.com>
Sent: Monday, October 01, 2012 4:43 PM
To: Hisel-McCoy, Elza
Cc: MCP-Chair; county.council@montgomerycountymd.gov
Subject: Studio Plaza Public comments K. Burditt
Attachments: K Burditt Studio Plaza coments 100112.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Mr. Hisel-McCoy,
Please find attached my comments for the Studio Plaza project. I attended one of the Fairfield/Hillerson public presentations and saw more renderings than those submitted for Planning approval. I feel strongly that Studio Plaza is incompatible with Fenton Village, and as currently designed will have a negative impact on my community and the health of Fenton Village. Please see the attached document for a full listing of my comments and thoughts on Studio Plaza and Fenton Village.

I feel strongly about the potential for Fenton Village, and the needs of the adjacent neighborhoods. Thank you for this opportunity to provide comments.

Karen Burditt, R.A., AIA
808 Violet Place
Silver Spring MD 20910
301-565-0868
kr.burditt@gmail.com

Karen Burditt , R.A., AIA
808 Violet Place
Silver Spring MD 20910

Studio Plaza Comments

I am a resident of East Silver Spring and I am also an architect. I work for a Washington DC firm, Esocoff & Associates architects, which specializes in award winning multifamily hi rise developments in DC. I am very familiar with the type of project like Studio Plaza. An infill project like this can be done with a sensitivity and appreciation for the existing fabric of the site. An infill project like this can take into account the surrounding communities concerns and preferences while still preserving a profit margin for the owner. An infill project like this can strive for compatibility while bringing new opportunities to the existing area.

Studio Plaza does none of these. It is singularly incompatible with the existing fabric and nature of Fenton Village. With its height, massing and design, Studio Plaza turns it back, literally on the community, and connects more strongly with the new Hi rises on Ripley or in South Silver Spring. Studio Plaza promotes itself as the new definition of Fenton Village, and that is what it will do – redefine Fenton Village, and not for the better.

Studio Plaza has been developed to max out the zoning defined limits for the greatest profit for the Development Team, not for the improvement of the community. That Development Team has shown a disregard for the existing context of small scale buildings and the surrounding residential community. Studio Plaza takes the maximum allowed and in return gives nothing back to the community. It provides only that which is required by the regulations, so as to obtain its greatest density. Those elements that it is required to provide are designed in a manner as to alienate the community and minimize the project costs.

I would argue separately that the height limit allowed in Fenton Village is inappropriate, or that giving developers added density and height for providing the very elements they should provide, lays open the sham of a height restriction. I would also argue that concentrating on Hi rise residential buildings creates a Hi rise suburb, not an urban community. The very elements that have made Fenton Village a walkable commercial district serving adjacent neighborhoods will be eliminated by a use ratio that favors residential over commercial, and private over public.

I will address Studio Plaza directly though: it is simply the worst implementation of zoning rules that could be submitted by a Development Team. Since the public presentation this past summer, I have carefully considered what the elements were that created such a strong public backlash that day.

Height/Density/Massing

Maxing out the height and density in a single massive block wide tower is that worst case example, one that Planners never like to admit or caution against when they proposed changing the existing zoning. An assumption is made that a Developer will show sensitivity in their development, and that their architects will provide variety in the massing. This has not happened. Studio Plaza looms over the historic storefronts on Georgia Avenue, it will tower over the side street neighbors, including the World Building, currently the tallest building nearby. A single block wide building, 11 stories tall, with one continuous façade will define not only Georgia Avenue but Fenton Village as well for years to come. The following are remedies to the current design;

- The height needs to be reduced to 80'-90' to be more compatible.
- The massing needs to be broken up so that the Georgia Avenue façade reads as several distinct masses not one single mass. A width that is more compatible with the existing buildings.
- Setbacks need to be added to alleviate the overall appearance as well as give relief to the side streets. Setbacks with a minimum 20' would be appropriate.
- The same setbacks can create roof terraces to add a building amenity along with interest at the roof line. Narrow balconies are neither functional nor attractive.

Façade Detailing

This is not the finest piece of design to come to Silver Spring, which is short on current examples anyhow. This building is ugly, with only the barest lip service given to the Mid Century modern detailing of some of the existing fabric of Fenton Village. This building has been designed in a style that is the current 'trend' in the development and architectural worlds. It will go out of fashion as quickly as the glass box of recent years. A timeless quality should be strived for because this building will be around for 50+ years.

The façade divisions are repetitive and minimal. The fact that this block wide building reads as one single building is clearly evident. No significant attempt has been made to vary the façade detailing or reference any other stylistic motif. It's a dressed up apartment tower not much different than a 60's era tower, with a few extra flourishes. Additionally, the value engineering process during the design phase will likely cause a cheapening or minimizing of the details. The Planning Staff should require a Materials Board that will be used throughout the construction phase to insure they build what was promised.

Public Space

The public space as currently designed is anything but public. It clearly reads as a private space for the residents of the building, particularly with the townhouse stoops fronting on the 'public space'. It will read even more so when Phase 2 is built and is also 11 stories tall. At that point, the 'public space' will be an uninviting, too small, and surrounded by hi rise buildings.

- The lack of multiple retail spaces fronting the plaza means that the public will have no reason to visit it. If the single retail tenant chooses to close of their window then there will be retail fronting the public space. What controls will be in place to insure appropriate street friendly retail and that the public space facing windows will be left clear?
- The building amenity spaces fronting the plaza eliminate commercial opportunities on the plaza.
- The townhouse stoops fronting the plaza will deaden the liveliness. Commercial should be the prominent public space frontage, followed by building amenity space.
- Mid block, side street access is not conducive to pedestrian flow on Georgia or Fenton.
- The Mayor's Lane connection has been made uninviting by the need to pass under/through the 11 story building and crossing a now dark service alley.
- If the owner has to host events to attract the public – then there is evidently a problem. Will the public space be used at all on weekdays at noon?

Residential Use vs Commercial/Office Use

This building is predominantly residential with only one commercial area fronting Thayer Avenue. The Silver Spring Avenue frontage is taken up by the residential lobby and residential amenity spaces. Putting a resident only coffee bar or E-lounge at the Silver Spring avenue presents a 'look but don't touch' attitude to the public. Why aren't the residents required to leave their building to visit a small local coffee house or café. Is that not the point to Fenton Village as a service oriented commercial

district serving the neighborhood? Look to the Ethiopian community for examples of a community that is thriving over cups of coffee.

The resident only health club commits the same error, by taking up valuable street frontage with a resident only activity. Would this activity not be better on the second floor overlooking the plaza? Street frontage should be commercial with minimal building entrance and all resident amenity spaces placed on the second floor facing the public space.

Public Parking

The underground public parking will be undesirable for people wishing to shop on Georgia and Fenton Street. The current parking lot is open, easy to use and feels relatively safe. An underground garage, accessed through a mid block elevator core, and off street vehicular entrance is not intuitive to the person seeking public parking. This will lead to further congestion on Fenton, Georgia and in the adjacent residential neighborhoods. It will also lead to a potential decrease in customers for the long time Fenton Village businesses, who should be supported, not punished.

Fenton Village

Fenton Village is evolving on its own into a thriving commercial district of small and locally owned and operated businesses. It has always been the closest place to get your car fixed; it has always been the place a small business can find a suitable selection of small office space at an affordable rent. It has always been the place to find art supplies, a hair salon or barber, or to get your shoes repaired. Now that the Ethiopian community has embraced Fenton Village it has a thriving restaurant and coffee shop scene, in addition to the established restaurants. In a natural and organic way Fenton Village has evolved and found its way through the long years of decline. On its own Fenton Village could continue to prosper. It does not need hi density high rise housing that will chase out the small offices, eliminate the easy parking, and will bring a homogenized population of young single professionals into an existing diverse community.

I believe that Fenton Village could have a future as a small scale commercial area specializing in small local owned businesses, with an arts centric focus. Fenton Village could be the counterpoint to the retail area in Downtown Silver Spring with its national franchises and theaters. Two separate but supporting commercial anchors, and both destinations in their own right. To achieve that Fenton Village must be different; it must look different and feel different. It must have the low scale that makes Takoma, Del Ray and Kensington so special. There are elements I feel are necessary to encourage an organic growth in Fenton Village:

- 70' height limits mid block, 50' on Fenton
- Smaller building footprints and massing
- Setbacks creating roof terraces
- Ground floor commercial with affordable rents to encourage local businesses.
- Gallery space and arts incubators.
- A mix of residential and small office space.
- Emphasis on attracting tech and visual media businesses to tie into the existing video tech community.

Communities that are given the space and support to grow organically are usually the strongest and longest living communities. Forcing an existing community into the 'one size fits all' currently popular philosophy is a recipe for disaster. I grew up in Rockville in the 70's. I know that "Urban Renewal", no

matter how well intentioned, can and will fail. Even if it goes by another trendier name Urban Renewal is still the destruction of what was existing for the fashion of now.

Last, I would like to speak out in support of the special and historic aspects of Fenton Village. The Georgia Avenue storefronts that were the original commercial strip in Silver Spring and are candidates for Historic Preservation. Georgia Avenue is a jewel in the rough – a continuously operating commercial core for over 100 years with most of its original buildings in place. As the National Trust for Preservation said – it is ripe for a facade brush up. Many communities are creating what we already have in place in Fenton Village a small scale commercial core. Also, the Mid Century Modern collection of small scale commercial buildings on Fenton Avenue and the surrounding side streets. These buildings also create a unique commercial core worth protecting and celebrating.

With more developments coming to Fenton Village it is imperative that we get it right now. Studio Plaza will be the defining building in Fenton Village, and as currently designed that will be an unfortunate reality for a very long time. If allowed Studio Plaza can be the defining negative feature that could hold back Fenton Village revival.

I would strongly urge you to tell the Fairfield/Hillerson Design Team to go back to the drawing board with their Studio Plaza Submission. What they have prepared may have met the maximum letter of the regulations but it does not meet the intention, hope, or context of the regulations, the Planning Staff and the community. Studio Plaza, and all of its elements, is incompatible with the fabric and heart of Fenton Village, now and in the future.

Hisel-McCoy, Elza

From: Steve Knight <srk@dmsas.com>
Sent: Monday, October 01, 2012 5:47 PM
To: Hisel-McCoy, Elza
Cc: MCP-Chair; county.council@montgomerycountymd.gov
Subject: Studio Plaza Comments

Follow Up Flag: Follow up
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Dear Mr. McCoy,

My name is Steve Knight and I have been a resident and homeowner in East Silver Spring for thirteen years. I am writing to provide my comments for the Studio Plaza Project. I attended the community meeting held back in the summer and have studied what I can of this project rather carefully. I also serve as Treasurer for the East Silver Spring Civic Association, ESSCA, and as such consider myself to be relatively well-informed on many of the development projects planned for our community. I am also an associate with a high profile, Washington DC-based architecture and planning firm that has had a great deal of experience working in contextually sensitive environments planning, designing and seeing built projects of a type and scale similar to Studio Plaza. As you will see in my comments below, all reflect my troubling concerns with this project as currently designed and configured. I do, however, feel that a successful project can be crafted that is compatible with the fabric of the neighborhood and responsive to my neighbors' concerns and would greatly welcome such an addition to our community. I would be more than happy to sit down with you to continue a dialog to figure out a plan that meets these concerns, if helpful to your efforts. I thank you for your time, your service to our community and for listening.

Sincerely,
Steve Knight
808 Violet Place
Silver Spring, MD
301-565-0868

Height/Massing/Setbacks

- The overall height and mass of the project is incompatible with the existing fabric of Fenton Village and adjacent East Silver Spring.
- The height and scale of the building relative to the historic 2 story Georgia Avenue storefronts to the west is an extreme contrast. The building dwarfs and devalues the architectural fabric of Georgia Avenue, Silver Spring's "Main Street".
- The building is too tall as it fronts the side streets, Thayer and Silver Spring Avenues. The building needs to step down in height as it fronts onto these two streets. A more realistic maximum height would be 80'-90'.
- The lower heights described in the previous bullet can and should be achieved with meaningful and appreciably deep massing changes and setbacks; i.e., a setback anything less than a typical 30' unit depth is will be inadequate in this regard.

Open Space/Public Space

- The read and viability of the plaza as a "public space" is questionable at best.
- As currently configured, the plaza will be viewed by the surrounding community as a private amenity for the residents of the building. The dimensions, proportions and location create a space that feels much more like a private courtyard than a public plaza.
- The space lacks connectivity to the surrounding neighborhood, both in terms of quantity of connections and the width/dimension of those connections. The overly narrow alleys that connect the public space to Thayer and Silver Spring Avenues further-reinforce its read as a private space.
- The lack of retail and/or other publicly accessible uses fronting onto the public space further reinforces the read of it as a private courtyard.
- The use of the public space as primary entrance for the private row house type units further accentuates the 'private space' impression.
- When Phase 2 of the project is constructed the ratio of building height 110' to the width of the plaza will further diminish the scale of the center space. The lack of sunlight, except during the noon hours, will also limit the popularity of the space with the public.

Ground Level Retail

- There is no retail on Silver Spring Avenue. A project of this scale and magnitude should add to, and not detract from, the life of the existing streets that abut it. A good public street needs viable retail on both sides to be successful and we strongly suggest the current disposition of residential amenity space be reworked to accommodate retail on Silver Spring Avenue.
- Related to the previous point, the private building amenity spaces fronting on Silver Spring Avenue, visible from street, convey a "look, but don't touch" attitude to the community.

Architectural Character & Compatibility with Existing Fenton Village Buildings

- The scale, texture and detailing of the proposed building is incompatible with the surrounding community.
- Given its sheer size, this project will subvert the organic, eclectic and albeit fragile character of Fenton Village.
- While the current design supposedly takes cues from some of the existing mid-century architecture of Fenton Village (with, presumably, good intentions), I believe this approach has frankly been carelessly carried out. To simply take elements from the existing two story neighborhood buildings (glass curtain wall bays, fin wall elements and cantilevered roofs) and enlarge them five-fold only serves to trivialize the existing fabric and does not produce architecture that is compatible with the surrounding community.
- While the fabric of Fenton Village as it is now is hard to read and perhaps "missing some teeth", I strongly believe what is extant celebrates warmth, friendliness and familiarity. The architecture of the current design does not mirror these qualities and appears to only take cues from much of the overly aggressive design style currently in vogue. I do not believe such a large project rendered in such an obviously trendy vocabulary will stand the test of time as a viable center piece to a healthy Fenton Village.
- I believe the architecture of this project should be reworked from the start in a manner that embraces the qualities of Fenton Village made in the previous point. As is clear from the current architect's body of work, we are confident that they are up to the task.
- The massing should be broken up into two distinct buildings above the second floor, with comparable façade changes.

- The project should be re-rendered in a variety of architectural styles/variety of facades, such that its scale and mass can be more in keeping with the organic, eclectic and developed-over-time characteristics of the fabric of the surrounding neighborhood. Put another way, the facades of this project need to be broken down into smaller bite-sized pieces that can more appropriately sit next to the lower and smaller scale buildings of Fenton Village. This approach has been used successfully on many projects in nearby Washington DC and I strongly encourage the Developer and Design Team study these closely for clues on how to rework this project.

Public Parking

- I am greatly concerned about the usefulness of the current disposition of structured parking intended to serve the public.
- I do not see how existing businesses fronting both Fenton St. and Georgia Avenue can survive without parking that is more convenient and accessible.
- With the tenets of pedestrianism and smart growth duly noted and recognizing Fenton Village's characterization as a neighborhood center, many of the existing businesses do in Fenton Village depend on a regional catchment area for customers and this draw relies to some degree on convenient and accessible parking.
- The public parking entry to the project should therefore be more conspicuously located. Wayfinding and a clearly visible "desire line" to the public parking are non-existent in the current design.



DAVID M. SCHWARZ ARCHITECTS

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Check out our new website!

Hisel-McCoy, Elza

From: Jim Higgins <jimhiggs@yahoo.com>
Sent: Wednesday, October 03, 2012 10:35 AM
To: Hisel-McCoy, Elza
Cc: MCP-Chair; county.council@montgomerycountymd.gov
Subject: Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

To whom it may concern,

My name is Jim Higgins and I am a homeowner in the East Silver Spring area. I am writing to voice some concerns about the Studio Plaza project and development in Fenton Village in general.

I have either worked or lived in Downtown Silver Spring since 1983 and have witnessed dramatic changes to the neighborhood over the years. Most of these changes have been welcome and it has been exciting to benefit from all the new dining, shopping and entertainment additions to the area.

One of the most charming aspects of the area is the old-time feel of the neighborhood and local architecture. I own a 1928 bungalow and enjoy the sense of a small-town community. I fear that the massive scale of the Studio Plaza project, and others planned for the area, will ruin the very nature of the community that attracted me in the first place. I recognize that development needs to occur, but I believe that the scale needs to be more in line with the surrounding community. The business district is called Fenton Village, not Fenton Canyon, and the 11 story Studio Plaza project will be the first of many high-rise buildings that will overwhelm the surrounding neighborhood.

The proposed green space for Studio Plaza is hidden and not very accessible to the public. The height of the building will cast a shadow, both literally and figuratively, over the neighborhood just east of Fenton Street, and the increased density and removal of open air parking will deter people from visiting the many great small businesses that make Fenton Village so special.

Development of the area is essential and inevitable, but I believe that the scale has to reflect the nature of the surrounding neighborhood. I would like to see a height restriction of 6 stories east of Georgia Avenue and south of Wayne Avenue, and a limit on how many buildings are allowed at this height. The county stuck to its guns many years ago regarding local height restrictions when it made the owner of a building (at the corner of Wayne and Cedar) tear off the top floor because it exceeded the master plan limit. I also remember Doug Duncan single-handedly pulling the plug on the mega-mall/wave pool project that was planned for the downtown Silver Spring area. I shudder to think about what the area would be like now had that project proceeded. I would like to encourage that same mentality to the development of Fenton Village.

Thank you for your time and attention and I encourage you to keep Downtown Silver Spring a vibrant and unique community.

James J. Higgins

806 Violet Place
Silver Spring, MD 20910

Hisel-McCoy, Elza

From: Karroper@aol.com
Sent: Wednesday, October 03, 2012 2:20 PM
To: Hisel-McCoy, Elza
Subject: Studio Plaza Comments

Follow Up Flag: Follow up
Flag Status: Flagged

Elza,

The sheer size of the Studio Plaza development, by default will be the defining project for Fenton Village. The current site plan is so out of character for Fenton Village that it would reframe Fenton Village in an undesirable way counter to what the Master Plan envisioned.

The following are ESSCA's specific objections and suggestions on the Studio Plaza site plan:

Massing: The building needs to step down considerably on both Silver Spring and Thayer Avenues. Sixty to seventy feet maximum would be ideal. The maximum height on Georgia Ave may be 90 feet, but the maximum on Fenton Street is only 60 feet, so the buildings need to start stepping down as they move east. The step downs must be set back enough so as to appear as a complete building to a pedestrian – my guess would be the setback needs to be 20-30 feet. The five foot setback that the developer is suggesting is meaningless.

Originally, the building fronting Thayer was planned as an office building, which helped break up the mass. We would like to see them keep the concept of two separate buildings even though it is now all residential.

Public Space: This design does not qualify as public space, as it is not obvious to or inviting of the public. The front stoop entrances onto the public space added to the private lighting and security will scream PRIVATE Courtyard. The scale of the building, especially after Phase II is built, will further isolate the space and make it appear even more private.

Even the developer has suggested programming the space to draw people in to it. If it has to be programmed, it is not public space. Programming this space would destroy the whole ambiance of Fenton Village which is an open grid unlike the central mall in downtown Silver Spring. There is not one focused center and creating one would distract from the other streets and small businesses in Fenton Village, much as the downtown has taken the focus off of the businesses in Fenton Village and the rest of the CBD. We oppose any programming of this space.

The public space would better serve the public if it fronted one of the existing streets, like Fenton Street and had a pedestrian walk straight through to Mayor Lane with retail lining the walk instead of front stoops.

Design: This has to be the ugliest building yet presented for Fenton Village! The dozens of people we have spoken to in the community all had the same reaction – ugly, ugly, horrific, and more ugly. The massive size of this project would define Fenton Village as hideous and detract from any other development. We deserve better.

As you know, we have worked tirelessly and even supported extra density for the Baptist Church project in order to get a better design which is more compatible with the character of the existing community and Fenton Village.

One of the defining characteristics of Fenton Village is warmth. This design is neither warm nor inviting.

Parking: The public parking is not conveniently accessible and will adversely affect the businesses on Fenton and Georgia Avenue. There needs to be parking access from Fenton Street.

Retail: This project originally had 20,000 feet of retail. Now that it has only 10,000 feet, we are in danger of becoming a crowded bedroom community instead of an urban district. The residential amenities need to be located on the interior part of the new street and the Silver Spring Ave frontage needs to be retail to activate and relate to the rest of Fenton Village.

This project is turned in on itself and does nothing to enhance the surrounding village. It needs to be rethought and reoriented to relate to the rest of the city instead it is acting like closed off shopping mall.

Thank you for your consideration of our concerns.

Sincerely,
Karen Roper
ESSCA Chair for Planning, Zoning & Public Works Committee

Hisel-McCoy, Elza

From: Erik Voeten <ev42@georgetown.edu>
Sent: Thursday, October 04, 2012 10:54 AM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Studio Plaza development

Follow Up Flag: Follow up
Flag Status: Flagged

As a nearby resident, I want to send comments in support of the Studio Plaza development. High density housing projects near mass transportation is the only sensible development option for the greater DC area and Montgomery County; for both environmental and pragmatic reasons. This is not an area that is currently aesthetically pleasing or of any real historic value. It is a very convenient area for residential development. Greater population density here should take the pressure of other areas. It should also be good for local businesses along Fenton and Bonifant.

--

Erik Voeten
7403 Buffalo Avenue
Takoma Park MD.

Hisel-McCoy, Elza

From: Whitford Remer <whitremer@gmail.com>
Sent: Thursday, October 04, 2012 4:57 PM
To: Hisel-McCoy, Elza
Cc: county.council@montgomerycountymd.gov; MCP-Chair
Subject: Comments from Whit Remer on Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Elza,

I write this afternoon to have following comments placed into the administrative record concerning the permitting and construction of the future "Studio Plaza" building in Fenton Village.

I currently reside at 806 Violet Place, Silver Spring, MD 20910. I hold a Masters Degree in Urban and Regional Planning from the University of New Orleans and a Law Degree from Loyola University New Orleans. After reviewing the proposed plans for the Studio Plaza development, I submit both professionally and personally that the plans do not conform in height or compatibility of the current neighborhood fabric or design standards necessary to accommodate future growth.

My wife and I moved to Silver Spring around 16 months ago from the New Orleans area. We decided to move to East Silver Spring for a number of reasons; ranking high on that list was the mixed use design of the downtown area. The small business, large array of ethnic foods, and transition of the area all made East Silver Spring and Fenton Village attractive. While we welcome planned development in the area, we insist that this development must both meet the needs of the changing Downtown area, but also stay true to the reasons that made the area attractive to us in the first place. Again, we welcome mixed use and higher density development in the downtown area. However, the Studio Plaza, at a height of 11 stories simply does not conform to the current landscape or frankly the scale that needs to be designed to accommodate future growth. It's simply too big, too quick.

Let me be clear. My wife and I are the exact type of residents that Silver Spring is trying to attract. We are young professionals looking to make this area our home. We love the restaurants, metro access, and downtown amenities. But the city and its planners must recognize that too much too quick will do a disservice to both those who have called this area home for decades and those people, like myself, who are worried that the allure of the Fenton Village area will soon be drowned out by overzealous development.

I am not asking you to delay or halt development of Fenton Village. However, I am respectfully submitting that 11 stories in this area is not in the best interest of Downtown Silver Spring and Fenton Village.

Thank you for considering my comments in your decision.

Best,

Whit Remer

Hisel-McCoy, Elza

From: Dan Morales <DanMorales@gilday.com>
Sent: Friday, October 05, 2012 10:15 AM
To: Hisel-McCoy, Elza
Subject: RE: Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

To Elsa Hisel-McCoy,

In general I support this project. I love the fact that the Studio Plaza project will bring much needed life to Fenton Village and hopefully expand the vital center around Ellsworth Drive. I also love the proposed new street, alley access, and public space for how they will increase connectivity, although I wish the public space were more green. Unfortunately the architectural design does not make similar contributions due to its monolithic massing and its singular architectural vocabulary. I think its scale is a bit too big, but because of the existing zoning in place, I recognize it's a by right proposal. What I wish is that they try to break up the massing into smaller pieces, especially given its location immediately behind the fine-grained fabric of Silver Spring's historic main street on Georgia Avenue. Much like the new street and extension of Mayor's lane break down what is a large city block, the building mass would improve greatly with the same treatment. They could break it up with several different facade treatments and cornice heights. I worked with ESSCA in helping to break down both the Silver Spring Park project on Fenton and Silver Spring avenue and the Baptist Church project where we got these concessions through an exchange for increased density, but I understand we have no such leverage here. As for parking issues, I think if anything, they ought to reduce the amount of parking to encourage residents to use public transit. As more people move in to the downtown area, services will increase thus reducing the need for cars, especially if the Purple line goes forward. While no project is perfect, I think I speak for many of the newer residents that we'd love a vibrant Fenton village, and this project will definitely contribute to that end. My hope is that it doesn't feel like a Pentagon City, or a Ballston with mega block buildings that make you feel like an ant and have a bland anywhere USA feel. Thanks for listening, and good luck.

DANIEL MORALES, AIA
GILDAY RENOVATIONS

9162 Brookville Road
Silver Spring, MD, 20910
301.565.4600 x95
www.gilday.com

Hisel-McCoy, Elza

From: Ernest Bland <ebland@ebapc.com>
Sent: Friday, October 05, 2012 3:21 PM
To: Hisel-McCoy, Elza
Cc: Ernest Bland
Subject: Studio Plaza - Fenton Village Project Plan - 920070010 COMMENTS

Follow Up Flag: Follow up
Flag Status: Flagged

Mr. Hisel-McCoy,

I am writing to express my concern related to the Studio Plaza (Project Plan - 920070010). I had previously seen presentations from the prior development team that indicated a concept that appears to differ from that which is now proposed by the new team. The most recent presentation in July 2012 indicated a more enclosed and less public submission which appears to be a departure from what had been previously designed and presented.

Concerns include the following:

Height/Massing/Setbacks

- The overall height and mass is incompatible with existing Fenton Village and adjacent East Silver Spring structures; does not seem to reflect the Planning Board's prior direction.
- The dimensions, proportions and location of the plaza create a space that feels much more like a private courtyard rather than a public plaza.
- Solution should remain in keeping with Planning Board direction related to; "...setbacks, vertical stepping, and other design measures, must afford existing, immediately-adjacent buildings sufficient access to light and air." The current configuration; immediate height at the sidewalk would impact on and off site access to light and air.

Open Space/Public Space

- The overly narrow alleys that connect the public space to Thayer and Silver Spring Avenues further reinforce its read as a private space.
- The use of the public space as primary entrance for the private row house type units further accentuates the 'private space' impression.

Retail on Ground Floor

- The lack of retail and/or other publically accessible uses fronting onto the public space further reinforces the read of it as a private courtyard.
- Infusion of retail and plaza and grade levels would encourage activity on the site and possibly alleviate some of the on-site security concerns.

Parking

- Concern exists related to the underground location of the public parking and its impact to the existing longstanding Fenton Village businesses and patrons. On Fenton, Silver Spring Avenue and Georgia Avenue.
- The public parking entry should be more conspicuously located. Wayfinding and a clearly visible "desire line" to the public parking are non-existent in the current design.

Security

- The access to the development via Mayor Lane is a security concern due to the tunnel effect created beneath the structure used to connect the Plaza and Mayor Lane; this is a security concern
- The underground parking presents a security concern for many of the business patrons; this is especially true in the after dark hours.

According to the Fenton village Overlay as referenced in the Silver Spring CBD Sector Plan, "...the overlay zone would be structured to ensure that the new development is compatible with nearby uses and that it incorporates critical design elements such as, streetscaping and useful public space." Hopefully, consideration will be given for augmentation of the current plan in an effort to provide Fenton Village with a major development in keeping with the spirit of the initial design and the Sector Plan and Master Plan for East Silver Spring.

Thank you for your time and attention.

EB

Ernest Bland, AIA

EBA Ernest Bland Associates, P.C.

802 Sligo Avenue

Silver Spring, MD 20910

(301) 589 4811 Office

(301) 589 3810 Fax

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Hisel-McCoy, Elza

From: Ljpearsall <ljpearsall@aol.com>
Sent: Friday, October 05, 2012 3:56 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Opposed to Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. Hisel-McCoy,

I live on Takoma Avenue and very close to where this building will be located. I am shocked to see these design renderings, and am writing to voice my opposition to Studio Plaza for many reasons.

It presents as a massive wall destroying the existing scale of Fenton Village and interfering with the interpretation of the human-scale and historic streetscape of Georgia Avenue. In order to resolve the massing problems in a compatible manner, this building should be broken up into more than one structure with much lower heights and a smaller overall footprint. This presents a terrible precedent as envisioned.

There has clearly been no effort by the developer in earlier planning stages to consider how this will impact the livability of the surrounding community. Our infrastructure cannot support this with respect to traffic or parking, congestion in general. I don't understand how this design got this far in the process. Silver Spring is already extremely dense, and this impacts us all including the services the county must provide. This isn't planning, it is passing along what the developer wants to maximize his profits.

The style presented is a fad and will not withstand the test of time.

The small ethnic businesses along Fenton are doing very well, they are sustainable. The social value of retaining small independent ethnic businesses is important to the quality of life in our community and adds interest in the area. There is reasonable concern that projects such as this will drive small businesses out.

The development along Fenton should be acting as a transitional buffer to the neighborhoods in East Silver Spring; human-scale development is needed here. I believe that is the role of MC planning, to thoughtfully protect our wonderful neighborhoods.

Your assistance in improving this project is much needed and appreciated.

Sincerely,

Lorraine J. Pearsall
7708 Takoma Avenue
Takoma Park, MD 20912

Hisel-McCoy, Elza

From: Paul Chrostowski <paul.chrostowski@gmail.com>
Sent: Friday, October 05, 2012 4:15 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Opposition to Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

Mr. Hisel-McCoy

I am writing this to voice my opposition to the proposed design for the Studio Plaza project. I live and work near the end of Fenton Street in Takoma Park and regularly have occasion to walk Fenton Street along its length into downtown Silver Spring. Fenton Street and the Fenton Village neighborhood make a real community with its own character. The proposed Studio Plaza project with its total lack of sensitivity to the nature of the neighborhood would destroy this character, negatively impact small businesses and change this neighborhood into just another smaller version of Roslyn, Bethesda or even San Jose. Please direct your efforts to improving this project and preserving the unique character of Fenton Village.

Paul C Chrostowski
7708 Takoma Avenue
Takoma Park MD 20912

Post Office Box 4661
Rockville, MD 20849-4661
Web: www.montgomerypreservation.org
Email: mpi@montgomerypreservation.org

Montgomery Preservation Inc.

Promoting the Preservation, Protection and Enjoyment of Montgomery County's Rich Architectural Heritage
and Historic Landscapes

October 5, 2012

elza.Hisel-McCoy@mncppe-mc.org
via electronic Mail

re: Studio Plaza Development

Dear Planning Staff:

Montgomery Preservation Inc, (MPI) is concerned with the size and scale of the Studio Plaza project as well as its negative impact on preservation of Silver Spring. It is planned for a location that is predominately low retail structures that are small independent businesses. Its impact as a precedent will forever change the character of Silver Spring's historic commercial core, now called Fenton Village.

Fenton Village is the last portion of central Silver Spring to develop and it retains much of the original fabric of Silver Spring's early and mid-20th century commercial development. The historic character of Fenton Village is most evident along its edges, Georgia Avenue and Fenton Street.

Historic character, as evident in Fenton Village, is an organic growth that is varied, eclectic and takes place over time. The first wave of commercial development occurred along Georgia Avenue in the first few decades of the 20th century while the second wave occurred in mid 20th century, with a sweep of mid century modern commercial buildings along Fenton Street. These two edges define much of what is remaining of the Silver Spring commercial core and both edges are currently filled with local and small business serving the surrounding communities, just as they have for nearly 100 years.

The historic section of Fenton Village that will be the most profoundly impacted by Studio Plaza is the Georgia Avenue edge, the commercial businesses fronting the Studio Plaza project. Many of these one and two story buildings are original commercial structures dating from 1915 to 1926, most with original facades and roofs evident. Studio Plaza, at 110', will tower over these historic commercial buildings. It will subvert the historic fabric and character of Fenton Village. Studio Plaza's block wide massing will contradict the existing fabric of the adjacent small retail businesses. The proposed contemporary façade of Studio Plaza will overpower the finer-scaled detailing of these existing buildings.

The context that is so important to a historic building and a historic community will be devalued and lost with a project like Studio Plaza that is completely out of scale to Fenton Village.

MPI recommends that the planning staff require the Studio Plaza Development Team reduce the height and massing of their project to something that is more compatible with the existing fabric of Fenton Village and more respectful of Silver Spring's historic commercial district. MPI also recommends that the façade of Studio Plaza be more sympathetic to the existing scale of adjacent buildings


MPI further recommends that all infill projects that are proposed for Fenton Village be carefully reviewed and judged for compatibility with the existing historic fabric of Fenton Village.

Other original commercial neighborhoods have naturally evolved into vibrant destination commercial districts, such as Takoma and Del Ray. Some neighborhoods, like Logan Circle, have revived spectacularly with carefully scaled infill commercial and residential projects. Fenton Village, if allowed to retain its lower scale and with sympathetic infill, could easily be a similar commercial destination.

While maintaining the historic character and context and preserving one of the oldest suburban commercial districts extant in Montgomery County, Fenton Village could be a unique counterpoint to the newer denser development in Downtown Silver Spring. Many of the newer residential/retail/office structures on the west side of Georgia have vacant retail space while Fenton Village with smaller independent stores is occupied, in use, and providing a widely diverse commercial area.

Let's protect and keep what works.

Sincerely,



Judith Christensen
Executive Director

Hisel-McCoy, Elza

From: Edward Drozd <edwardmdrozd@gmail.com>
Sent: Friday, October 05, 2012 4:59 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Comments on the Studio Plaza development

Follow Up Flag: Follow up
Flag Status: Flagged

Hello,

I am a resident of 510 New York Avenue in Takoma Park, and nearly every weekend I walk up Fenton Street to patronize business on Fenton Street and in Downtown Silver Spring. I would like to voice my support for this proposed development. I believe it is an excellent use of currently underutilized space within easy walking distance of a Metro station that not only is an example of mixed-use transit-oriented development, but will also provide additional commercial and retail space in a rapidly-developing area.

Currently, when I walk up Fenton Street from just south of Montgomery College, I walk past an astonishing number of vacant lots and surface parking lots very close to the Metro station and termini of many bus routes from throughout the District and the County. A large amount of underutilized land that is so transit-accessible discourages businesses and people from moving into the area. Vacant lots and surface parking lots do not convey a sense of a vibrant community. Nor do they convey a sense of security; vacant lots do not provide the eyes on the ground that would deter crime. I think it is vital that the County encourage the type of dense development in the central business district that Studio Plaza exemplifies.

I realize that a number of my neighbors oppose this development because it is too big, or overshadows the area, or the time isn't right for development, etc. I disagree. The existing low-rise commercial buildings on Georgia Avenue will continue to present a varied and interesting streetscape. Just to the north in Silver Spring there are many (relatively) tall buildings, and tall buildings are currently being constructed on East-West Highway and Georgia Avenue. In addition, adding more residents and commercial and retail space on the end of Fenton Street will only make the area more of a destination, helping businesses and improving the variety of retail alternatives in the area.

Silver Spring is developing, becoming more dense and a regional destination. I fully support continuing to increase the density in the areas currently zoned for higher density. Especially in areas so well-served by transit.

Thank you.

Edward M. Drozd

Studio Plaza Development Comments; George French, 510 Albany Ave., Takoma Park, MD 20912

As a member and former official of the Silver Spring Historical Society my primary concern is for the protection of Main Street, Georgia Avenue Heritage Buildings. I do not support any proposal that allows our "historic" Main street façades to be demolished. This also includes the mid-century modernist buildings on Fenton and Bonifant streets, the 1930s rowhouses on Bonifant, and the cottages on Silver Spring Ave. These structures are also prime establishments for small eclectic multicultural businesses that need places to thrive in this economy and in our CBD.

In this respect, the proposed Studio Plaza is out of character with the rest of Fenton Village concerning massing, height, architecture, style, ambiance and context. This project is also out of proportion to the original commercial heritage corridors of Fenton Village.

We are creating Main streets and the Main Street concept throughout the County and across the nation. We have our original Main streets here in Silver Spring. Let's protect them. We can start with our heritage Main streets and Fenton Village to preserve a sense of place. Please plan to protect them with a commercial Historic District or include Fenton Village with the developing Silver Spring Park Historic District.

MCP-CTRACK

From: Freeman, Yvette <Yvette.Freeman@montgomerycountymd.gov>
Sent: Friday, October 05, 2012 5:35 PM
To: MCP-Chair
Cc: Hisel-McCoy, Elza
Subject: Letter Re: Studio Plaza
Attachments: Studio.Plaza.Ltr.10.5.12.pdf

RECEIVED
0801
OCT 08 2012

OFFICE OF THE CHAIRMAN
THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

Please see the attached letter with comments about the Studio Plaza project, from the Silver Spring Urban District Advisory Committee.

Yvette J. Freeman

Chief of Operations

Silver Spring Urban District

8110 Georgia Ave., 3rd Floor

Silver Spring, MD 20910

240-773-0298 (o)

240-773-0281 (f)

yvette.freeman@montgomerycountymd.gov



SILVER SPRING URBAN DISTRICT ADVISORY COMMITTEE

October 5, 2012

Honorable Ike Leggett
Executive Office Building
101 Monroe Street, 2nd Floor
Rockville, MD 20850

Subject: Studio Plaza - Fenton Village
Project Plan - 920070010

Dear County Executive Leggett:

On behalf of the Silver Spring Urban District Advisory Committee, I am writing to express the Committee's concern related to the referenced project. Previous design team presentations for this project, once referred to as the "Hillerson or Lot 3 Project" illustrated a concept that appears to differ from that which is now proposed. The most recent presentation on July 19, 2012 indicated what appears to be a departure from what had been previously reviewed by our committee. Our concerns include the following:

Height/Massing/Setbacks

- The overall height and mass is incompatible with existing Fenton Village and adjacent East Silver Spring. This is especially ominous at the Silver Spring Avenue and Thayer Avenue frontage. Stepping or terracing of the façade may be more favorable.
- Solution should remain in keeping with Planning Board direction related to; "...setbacks, vertical stepping, and other design measures, must afford existing, immediately-adjacent buildings sufficient access to light and air." The current configuration; immediate height at the sidewalk would impact on and off site access to light and air.

Open Space/Public Space

- Proposed new street(s) appear to be narrower than Thayer and Silver Spring thus impacting pedestrian access and continuity. There is no street parking and the thoroughway seems constricted to accommodate general and delivery traffic.
- The use of the public space as primary entrance for the private row house type units further accentuates the 'private space' impression; this is a departure from the prior submission.

Silver Spring Urban District Office
8110 Georgia Avenue, 3rd Floor, Silver Spring, MD 20910

Parking

- Concern exists related to the underground location of the public parking and its impact to the existing longstanding Fenton Village businesses and patrons. The pedestrian access from Thayer and Silver Spring Avenues via narrow new streets leads to obscure and inconspicuous parking for patrons. This raises a security concern for the proposed underground parking without eyes from the street or retail. This appears to have been removed from the plaza as compared to the initial submission.
- Way finding and lines of sight will likely need to be reinforced in the planning and design

Security

- The access to the development via Mayor's Lane is a security concern due to the tunnel effect created beneath the structure used to connect the Plaza and Mayor's Lane. This is a security concern by virtue of the fact there is no retail activity at this level as compared to similar concepts at other locations. Lighting, cameras, activities are possible methods of mitigation; however they are not pronounced in the current plan.
- The underground parking presents a challenge related to security for many of the business patrons; this is especially true in the after dark hours. It has been suggested at Town Meetings that the planning process include input from County Police. Perhaps there could be a collective effort by the Developer, the County's Parking Division, and the Fenton Village community to create an environment with additional features that may encourage a more inviting and comfortable parking facility that is easily identified.

According to the Fenton Village Overlay as referenced in the Silver Spring CBD Sector Plan, "...the overlay zone would be structured to ensure that the new development is compatible with nearby uses and that it incorporates critical design elements such as, streetscaping and useful public space." The Committee feels that this should be a well-designed development respectful of the business community and public interests while remaining in keeping with the intentions of the Master Plan. Therefore, this Committee respectfully suggests consideration be given for augmentation of the proposed plan in an effort to provide Fenton Village with a major development in keeping with the spirit of the initial design and the Sector Plan and Master Plan for East Silver Spring.

Sincerely,



Ernest Bland, RA,
Chair
Silver Spring Urban District Advisory Committee

cc: Francoise Carrier, Chair
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910

Hisel-McCoy, Elza

From: Marcia Stickle <marcipro@aol.com>
Sent: Friday, October 05, 2012 4:03 PM
To: Hisel-McCoy, Elza; Hisel-McCoy, Elza; MCP-Chair;
County.council@montgomerycountymd.gov;
councilmember.ervin@montgomerycountymd.gov;
richard.romer@montgomerycountymd.gov
Cc: sshistory@yahoo.com; mareardon3@yahoo.com; marcipro@aol.com; Whipple, Scott;
Kelly, Clare
Subject: Fenton Village Preservation/Studio Plaza: Silver Spring Historical Society Statement,
10/1/12
Attachments: Fenton_Village_Preservation_SSHS_10-1-12.pdf
Follow Up Flag: Follow up
Flag Status: Flagged

TO: Chair & Commissioners, Planning Board, & Elza Hisel McCoy, MNCPPC Planner, & County Council Members, 10/1/12

FR: Jerry A. McCoy, Silver Spring Historical Society, sshistory@yahoo.com, 301-537-1253
Marcie Stickle & George French, SSHS, marcipro@aol.com, 301-585-3817

RE: SSHS Statement about Fenton Village Preservation and Studio Plaza Project, 10/1/12, Attached
Pertinent Supporting Materials Will Be Attached and/or Sent under Separate Cover

**Celebrate & Promote Silver Spring's Original Main Street Georgia Avenue Commercial District
Heritage Tourism Is Engine for Economic Development, "Sense of Place Economics"
Silver Spring Historical Society Statement
Jerry A. McCoy, SSHS President & Founder**

**Celebrate & Promote Silver Spring's Original Main Street Georgia Avenue Commercial District
Heritage Tourism Is Engine for Economic Development, "Sense of Place Economics"
Don't Pillage Fenton Village
Silver Spring Historical Society Statement
Jerry A. McCoy, SSHS President & Founder**

We are so fortunate in Silver Spring to retain our Original Main Street Georgia Avenue Commercial District. Our authentic Main Street, in commercial and residential operation for almost 100 years, is enlivened by our distinctive multi-cultural small independent businesses in unique structures built to last by Silver Spring's Founding Families at the beginning of the 20th century. Our original Moms & Pops and institutions infused these structures with bustling enterprise just as do today's vibrant Moms & Pops and institutions in the 21st Century.

Montgomery County celebrates and promotes S.S.'s Original Main Street through the County's very first Main Street Heritage Trail, the Silver Spring Heritage Trail, unveiled to much fanfare, pomp and circumstance, April 2010. County Executive Ike Leggett & Main Street Champion Council Member Valerie Ervin were lead speakers at the event. Participants and supporters included U.S. Congressional, and State/County/Local representatives, Community organizations, descendants of the original founding families, small independent businesses, and individuals. [Pertinent material/visuals attached or under separate cover for this SSHS submission.]

The Urban Land Institute in a 2006 Walking Tour of Silver Spring along Ga. Ave. & Colesville Rd. and in Fenton Village, recommended as its number one point, to **"Maintain Silver Spring's unique and historic character."** SSHS presented many Power-Point presentations in community forums. (S.S.'s Main Street was born at the intersection of Ga. & Sligo Aves.)

<http://www.visitmontgomery.com/things-to-do/details/silver-spring-heritage-trail/>

Any development within Fenton Village behind our Heritage Main Street and its vital side streets, extending from Wayne through Sligo Aves., needs to respect the sense of our Village, with structures that do NOT overwhelm either the heritage architectural Ga. Ave. structures, or Fenton Village, with its distinctive mid-century Modern buildings; rather it should celebrate Main Street and the Village itself.

There must be a creative, much lower key/scaled design for Studio Plaza that accentuates, interacts with, in the form of a beautiful backdrop, and at a respectful distance from our Original Main Street, as well as harmonizing and blending in with our Village. Currently, only Mayor's Lane divides Main Street Silver Spring from the Studio Plaza project. It's as if a huge disconnected Mountain looms and shadows over Main Street, and invades the Village, turning inwards.

Positive and friendly development needs to turn outward and engage Main Street and our Village.

We believe Studio Plaza architects are capable of achieving these results. We request as soon as possible that the architects/developer/ and owner revisit their plans.

The name "Studio Plaza" itself invokes a much smaller, friendlier, community-oriented project.

SSHS also enthusiastically endorses Montgomery Preservation Inc.'s Statement.

Jerry A. McCoy, SSHS, sshistory@yahoo.com, P.O. Box 1160, S.S., Md. 20910-116

Hisel-McCoy, Elza

From: Marcia Stickle <marcipro@aol.com>
Sent: Friday, October 05, 2012 4:54 PM
To: Hisel-McCoy, Elza; MCP-Chair; County.council@montgomerycountymd.gov; councilmember.ervin@montgomerycountymd.gov; richard.romer@montgomerycountymd.gov
Cc: marcipro@aol.com; sshistory@yahoo.com; kr.burditt@gmail.com
Subject: SSHS Fenton Village Statement Attachment; SSHS Survey & Report to Urban Land Institute, Including Photos, 9/2006, Main Streets Silver Spring!
Attachments: SSHS_Survey_for_Urban_Land_Institute.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Sent: Fri, Oct 5, 2012 4:48 pm

SSHS Fenton Village Statement Attachment; SSHS Survey & Report to Urban Land Institute, Including Photos, 9/2006, Main Streets Silver Spring!

TO: Chair & Commissioners, Planning Board, & Elza Hisel McCoy, MNCPPC Planner, & County Council Members, 10/1/12

FR: Jerry A. McCoy, Silver Spring Historical Society, sshistory@yahoo.com, 301-537-1253

Marcie Stickle & George French, SSHS, marcipro@aol.com, 301-585-3817

RE: SSHS Statement about Fenton Village Preservation and Studio Plaza Project, 10/1/12, Attached
Pertinent Supporting Materials Will Be Attached and/or Sent under Separate Cover, Part of Submission

Fenton Village 2012 Attachment: SSHS Survey & Report to Urban Land Institute, Including Photos, 9/2006, Main Streets Silver Spring

Enclosed is Silver Spring Historical Society Survey & Report to the Urban Land Institute, with Photos, for ULI's September 2006 Walking Tour Visit.

Note Support Letters from: The National Trust for Historic Preservation, Preservation Maryland, and Montgomery Preservation Inc.

SSHS participated in the 2 meetings after ULI's Walking Tour (Tour which took place during the work day).

"Targeted Investment Zones," within Mo Co "Certified Heritage Areas" in Maryland was also supported by several State and County officials at that time.

ULI Washington

A Technical Assistance Panel Report

Developing a Retail Strategy for Silver Spring

Sponsored by: Silver Spring Regional Service Center, Montgomery County, Maryland

September 26-27, 2006



P.O. Box 1160 • Silver Spring, Maryland • 20910-1160

September 5, 2006

Urban Land Institute Technical Assistance Panel
c/o Gary Stith, Director
Silver Spring Regional Service Center
8435 Georgia Avenue
Silver Spring, MD 20912

ULI Technical Assistance Panel:

Downtown Silver Spring is fortunate to possess a wide variety of historic commercial structures located on our two "Main Streets," Georgia Avenue and Colesville Road. A walk along either of these busy thoroughfares allows both residents and visitors alike to experience a virtual time capsule of Silver Spring's rich heritage.

Buildings fronting these two roadways were constructed during each of the last nine decades of the 20th century into the 21st, and collectively symbolize our community's past while serving as its visual identity. Silver Spring's Central Business District has the unique ingredients for Heritage Tourism and it is our organization's desire that it be designated as a Heritage Tourism Management Area Targeted Investment Zone and Historic District. Currently the CBD falls within the Montgomery County Heritage Tourism's "Technological and Innovation Cluster."

In 1998, Silver Spring's 1927 Maryland National Guard Armory, a designated Montgomery County Master Plan for Historic Preservation site, was demolished for revitalization of the CBD. Out of this demolition came a legal requirement that Montgomery County create a walking tour of historic Silver Spring. This walking tour will consist of signage and brochures. The Silver Spring Regional Services Center is set to begin working with our organization on this significant venture.

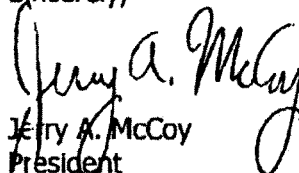
Georgia Avenue contains the greatest concentration of early to mid 20th century commercial structures extant in Montgomery County. Silver Spring's early business pioneers crafted these predominately one and two-story brick buildings that exhibit a variety of revival architectural styles: Colonial, Georgian, Spanish, Mediterranean, and Classical. Examples include the 1915 Silver Spring Volunteer Fire Dept. #1 (8131 Georgia), the 1924 Silver Spring Building Supply Company (8222-26 Georgia), the 1925 Silver Spring National Bank (8252 Georgia), the 1927 Maryland News Building (8081 Georgia), and the restored 1945 Baltimore & Ohio Railroad Station (8100 Georgia), listed in the National Register of Historic Places.

Structures located on Colesville Road between Georgia Avenue and Fenton Street were constructed in the Art Deco, Streamline Moderne, and International Style genres. Examples found here are the 1938 Silver Theatre and Silver Spring Shopping Center, the 1941 Montgomery Arms Apartments, and the 1950 J.C. Penney Co., soon to be adaptively reused as the Birchmere Music Club. Located next to the future Birchmere are a row of one and two-story early 1940s limestone-clad commercial structures, listed in Montgomery County's Locational Atlas and Index of Historic Sites, that await façade restoration.

All of these historic structures embody not only Silver Spring's past but also its future. The majority of the commercial tenants found in these buildings are small independent businesses (SIBs) that have been negatively affected by the revitalized "core." Development pressures currently endanger both their businesses and the buildings they occupy. These independent businesses and institutions resonate with the same enterprising spirit exhibited by our community's founders and these SIBs are deserving of increased assistance.

Please consult the supplemental reference materials provided which will offer you a greater insight into the wealth of history found in Downtown Silver Spring. If you have any questions about historic Silver Spring, feel free to contact me.

Sincerely,



Jerry A. McCoy
President

301.537.1253

sshistory@yahoo.com

www.sshistory.org

The mission of the Silver Spring Historical Society is to create and promote awareness and appreciation of Silver Spring's heritage through sponsorship of educational activities and the preservation and protection of historical sites, structures, art facts and archives.



September 6, 2006

Urban Land Institute Technical Assistance Panel
c/o Gary Stith, Director, Silver Spring Regional Services Center
8435 Georgia Avenue
Silver Spring, Maryland 20912

Dear Members of the ULI Technical Assistance Panel:

I am writing on behalf of the National Trust to thank you for your efforts to evaluate Silver Spring's central business district and also to briefly offer the National Trust's perspective on the value of the historic properties in the heart of Silver Spring.

We concur with our partner organizations, Preservation Maryland, Montgomery Preservation, Inc. and the Silver Spring Historical Society, that the historic downtown area of Silver Spring is distinguished by its architectural character and historic fabric, especially along Georgia Avenue and Colesville Road. These early- and mid-Twentieth Century commercial buildings are tangible links to Silver Spring's history, symbols of the area's entrepreneurial spirit, as well as key assets to the local community with significant potential as economic generators.

We believe that Silver Spring's original "Main Streets" are worthy of careful preservation and revitalization, and should be formally designated as a historic district as well as a cultural heritage tourism "Targeted Investment Zone." Together, these complementary designations would serve to protect and enhance the historic structures and, importantly, assist the many independent small businesses that add vitality and interest. As you craft your recommendations, we encourage you to consider the significant potential of Silver Spring's historic buildings and independent businesses in the area's ongoing revitalization.

Thank you in advance for considering the views of the National Trust.

Sincerely,


Robert Nieweg
Director and Regional Attorney
Southern Field Office

Protecting the Irreplaceable



1785 MASSACHUSETTS AVENUE, NW • WASHINGTON, DC 20036
202.588.6000 • FAX: 202.588.6038 • TTY: 202.588.6200 • WWW.NATIONALTRUST.ORG



Preservation Maryland

August 31, 2006

Urban Land Institute Technical Assistance Panel
c/o Gary Stith
Director, Silver Spring Regional Services Center
8435 Georgia Avenue
Silver Spring, MD 20912

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Re: Historic Downtown Silver Spring

Dear members of the Technical Assistance Panel:

As you visit Silver Spring to help evaluate its potential for continued revitalization, I hope that you will keep in mind the historic resources that make this part of Silver Spring unique in Montgomery County. Historic downtown Silver Spring, particularly Georgia Avenue and Colesville Road, retains much of the character of early Silver Spring and the entrepreneurial spirit that led the city to prosperity and prominence.

The downtown neighborhoods that you will visit are filled with early 20th century commercial and institutional buildings that retain a high degree of historic integrity and that are rapidly being rehabilitated for new uses. The streetscape is human in scale and is enlivened by a number of ethnically and socially diverse businesses. These buildings, particularly those that have been recently rehabilitated and put to new uses such as the 1945 B & O Railroad Station (8100 Georgia Avenue) and the 1927 Maryland News Building (8081 Georgia Avenue), tell Silver Spring's story to visitors and residents alike. They exemplify a wide variety of early 20th century architectural styles and are a direct link to the founders of modern day Silver Spring.

The continued revitalization of Silver Spring's Central Business District should respect the historic resources and independent businesses that currently define the character of the Georgia Avenue and Colesville Road neighborhoods. These places have great potential for the type of success found along other historic main streets throughout Maryland, such as Frederick; Cumberland; Federal Hill, Hampden, and Fells Point in Baltimore; and Barracks Row in Washington D.C. Many of these neighborhoods combine the best local independent businesses such as those found in the Central Business District with compelling national restaurants and retailers to draw visitors from around the region.

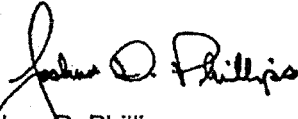
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Society for the Preservation of Maryland Antiquities
24 West Saratoga Street, Baltimore, Maryland 21201-4227
telephone: 410-685-2886 e-mail: PM@PreservationMaryland.org fax: 410-539-2182

Urban Land Institute Technical Assistance Panel
August 31, 2006
Page 2

I urge you to strongly consider the value of the existing historic buildings and businesses in downtown Silver Spring as you make recommendations regarding the best target market for city retailers and additions to the current business mix and streetscape. With thoughtful additions and incentives for current property and business owners Silver Spring will be among Maryland's most successful main street communities. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Joshua D. Phillips". The signature is fluid and cursive, with the first name "Joshua" being the most prominent.

Joshua D. Phillips
Director of Preservation Services

C: Ed McMahon, ULI Fellow
William H. Hudnut III, ULI Fellow

Montgomery Preservation Inc.

September 5, 2006

Urban Land Institute Technical Assistance Panel
c/o Gary Stith/Director, Silver Spring Regional Services Center
8435 Georgia Ave.
Silver Spring, MD 20910

RE: ULI visit to downtown Silver Spring

Members of the Technical Assistance Panel:

As president of Montgomery Preservation, Inc. (MPI), I am very pleased to learn that the Urban Land Institute is coming to Silver Spring this month to survey the city's older buildings with an eye toward their potential for a Main Street program. As you know, MPI owns the Silver Spring B & O Train Station. As a result of our ownership of this locally designated, National Register of Historic Places-listed property, we have researched and learned a great deal about the history of downtown Silver Spring and its remaining older buildings. We see ourselves as a pioneer of a future Georgia Avenue Main Street Historic District. We are just the first to fully restore a historic building and make it part of the daily life of this main street it fronts on.

From our front door, we can see many of the buildings along Georgia Avenue between Wayne Avenue and Eastern Avenue that can become part of such a historic Main Street Historic District through such programs as a targeted façade improvement program coupled with existing historic tax credit programs to encourage owners of older buildings to restore altered ground floors to the original distinctive architecture so plainly visible on the second stories and at roof lines.

When the Downtown Silver Spring project was completed and brought shoppers and diners back to Silver Spring, people observed that there was less spillover of patrons to existing retail establishments than had been hoped. At the same time, there have been rent increases of these existing businesses that have threatened their survival unless and until they could increase their business. In addition, new businesses have moved into some of these older buildings and are helping to bring about a critical mass of music-oriented restaurants that could be a distinctive, small-scale counterpart to the Birchmere when it brings its larger venue to Colesville Road. For that project, the restoration and reuse of the J.C. Penny façade will add a unique ambience to the project and will accentuate the value of the existing Colesville Road Main Street Historic District.

MPI believes that the establishment of a Main Street program can more quickly and effectively prevent the loss of existing profitable business overcome by rent increases and also encourage more new businesses to move in. The older buildings that these businesses occupy can voluntarily be returned to their original historic façades and an identity as a retail and heritage tourism destination can be created.

I understand that there will be a stakeholders meeting on September 26th. MPI would like to participate in this meeting, listening to others while also presenting its ideas. I am also

president of the Montgomery County Civic Federation (MCCF) and a member of its Planning and Land Use (PLU) Committee. MCCF and its PLU Committee have been concerned for some time with the survival of existing "mom and pop" businesses in the Silver Spring and Wheaton CBDs as well as in Bethesda's Woodmont Triangle. MCCF has long been interested in historic buildings, including a number of the more significant buildings in the Silver Spring CBD. I look forward to participating in this process representing both MPI and MCCF.

Yours truly,

/s/

Wayne Goldstein, President
Montgomery Preservation, Inc.
Historic B&O Railroad Station
8100 Georgia Ave., Silver Spring, Md
Waynemgoldstein@hotmail.com,
301-942-8079

Georgia Avenue Building Survey, Silver Spring, Researched and Compiled by the Silver Spring Historical Society & Jerry A. McCoy, President, sshistory@yahoo.com, 301-537-1253, 9/6/06, Revised 9/18/06

East Side of Georgia Avenue (Odd Numbered)	Year of Construction *MD Dept. of Assessments & Taxation	Business Located Therein on 9/3/2006
Wayne Avenue intersects		
8435	1927*	Auras Building and Silver Spring Regional Service Center (originally Silver Spring Masonic Lodge No. 215)
8433	1927*	Perla Hair Salon
8431	1927*	Checks Cashed
8429	1927*	Gentleman of Distinction
8423	1927 dated photograph	Orchid Nails
8419	1927 dated photograph	E. Harlan Scott Salon
8417	1927 dated photograph	Taqueria El Mexicano Rest.
8411	1937*	Tian Jin Palace Chinese
8401	1928*	Bombay Gaylord Indian Cuisine and Quarry House (basement)
Bonifant Street intersects		
8315	1934 ("Drug Store Chain Erecting Structure," <i>Washington Post</i> , 12/24/1933)	Chevy Chase Bank
8305-01	1934 ("Sanitary Grocery Erects Building," <i>Washington Post</i> , 12/24/1933)	Langano Ethiopian Restaurant
Thayer Avenue intersects		
8241	1927 (dated photograph). Constructed as the Heizer Building.	La Bamba (1 st floor), Napoli (2 nd), Moren Watchmaker, and Holy Cross Cardia (basement)
8235	1927*	Half Moon (closed), New business coming
8233	1927*	Crown Wigs
8231	1928*	Rodeo Restaurant, Music
8229	1933*	Rodeo Restaurant, Music
8227	1927*	Alanni Hair Design
8225A	1927*	Braids & Beauty by Lalia
8225	1922*	Accent Designs
8223	1926 (dated photograph)	Pinto Thai; originally S.S. Home Bakery

8221	1927*	Tijuana's Mexican Cafe
Mayor's Promenade (Mayor Lane statue)		
8219	1927*	Pawn Shop
8217	1927*	Afrikutz Barber Shop
8215	1927*	Peruvian Chicken & Steak
8213	1927*	Radio Shack
8211	1927*	Benjamin Moore Regal Paint Center
8209	1917*	Plaza Artist Materials
8207	1917*	Stairway to upstairs apts.
8205	1917*	Plaza Artist Materials
8203	1938*	Hertz
8201	1917 (dated photograph)	Bell Flowers
Silver Spring Avenue intersects		
8131	1915 (cornerstone)	Silver Spring Volunteer Fire Dept. #1 (former)
8129	1917 (dated photograph)	AAMCO Transmissions
8127	1917 (dated photograph)	Miller's Newstand
8125	1917 (dated photograph)	Julie's Unisex Hair Salon (earliest known location Silver Spring Post Office)
8123	1917 (dated photograph)	Taste of Jerusalem
8121	1965*	World Building
8113	1964*	Georgia Blue Catering/Carry Out
8101	1946*	Quality Time Learning Center (originally Gifford's Ice Cream)
Sligo Avenue intersects		
8085	1927 (dated photograph)	Salon Kisash
8083	1927 (dated photograph)	Stairway to upstairs apts.
8081	1927 (dated photograph)	Jackie's Restaurant (8085-81 originally E. Brooke Lee's <i>Maryland News</i> bldg., S.S.'s first newspaper, countywide)
8077	1932*	My Le Vietnamese Cuisine
8075	1932*	Stairway to upstairs apts.
Philadelphia Avenue intersects		
West Side of Georgia Avenue (Even Numbered)	Year of Construction *MD Dept. of Assessments & Taxation	Business Located Therein on 9/3/2006
Wayne Avenue intersects		

8484	1984*	The Plaza at Station Square
8412	1936*	DaVista Silver Spring Dialysis (originally New Deal Silver Spring U.S. Post Office)
8408	?	Armed Forces Recruiting Center (closed)
8404	1938*	Law Office Rubin & Rubin
8402	1928*	Piratz Tavern
Bonifant Avenue intersects		
8252	1925	Bethel World Church (originally Silver Spring National Bank, Proctor & Faulconer, architects, bldrs.
Empty lot		Bethel World Church
8242	1923*	Bethel World Church (originally SECO Theater, S.S.'s first movie theater, Proctor & Faulconer: architects, bldrs.
8240	1935*	Dale Music: Proctor & Faulconer, architects, bldrs
8238	1932*	Bethel World Church; Proctor & Faulconer, architects, bldrs.
8236	1930*	CD/Game Exchange, Proctor & Faulconer, architects, bldrs.
8230	1941	Pyramid Atlantic (originally Little Tavern corporate headquarters, flagship site)
Ripley Street intersects		
8222-26	1924	Open Door (8222), closed, Super Pawnbroker (8226), closed (originally Silver Spring Building Supply Company, 1 st floor, North Washington Realty Co., 2 nd floor) James Herbert Cissel & E. Brooke Lee collaboration, 1922 & on
8220	?	Meineke Muffler
8216	1922*	Champion Billiards (closed)
8210 (rear)	?	Progress Place
8208	1951*	Enterprise Car Rental
8206	1951*	Mattress Warehouse
8202	1951*	Armed Forces Recruiting Center
8200	1951*	Golden House Chinese
Silver Spring Avenue		

intersects		
8126	1925 ("Program of Construction Extends into Maryland," <i>Washington Post</i> , 12/14/1924, p. R4)	Dor-Ne Corset Shoppe (originally Hunter Bros. Hardware)
8122	1946 ("2 nd Quonset Hut for Silver Spring," <i>Silver Spring Standard</i> , 4/26/1946, p. 1)	Quality Time Learning Center (originally part of Maloney's Hardware; which also constructed quonset huts.
8120	1949 ("1912 Gives Way to 1949," <i>Silver Spring Shopper</i> , 7/13/1949)	Universal Martial Arts Center (originally part of Maloney's Hardware; also International Harvester Mo Co hdqrs.)
8110	2006	Silver Spring Fire Dept./Montgomery Fire Station #1
8100	1945	Baltimore & Ohio Railroad Station, Metropolitan Branch

96% of the buildings on the east side of Georgia Avenue between Wayne Avenue and Philadelphia Avenue were constructed pre 1950.

70% of the buildings on the west side of Georgia Avenue between Wayne Avenue and the underpass were constructed pre 1950.

Jerry A. McCoy, Silver Spring Historical Society, 9/18/06,
PO Box 1160, Silver Spring, Md. 20910-1160,
(301) 537-1253, <http://www.sshistory.org>, sshistory@yahoo.com,

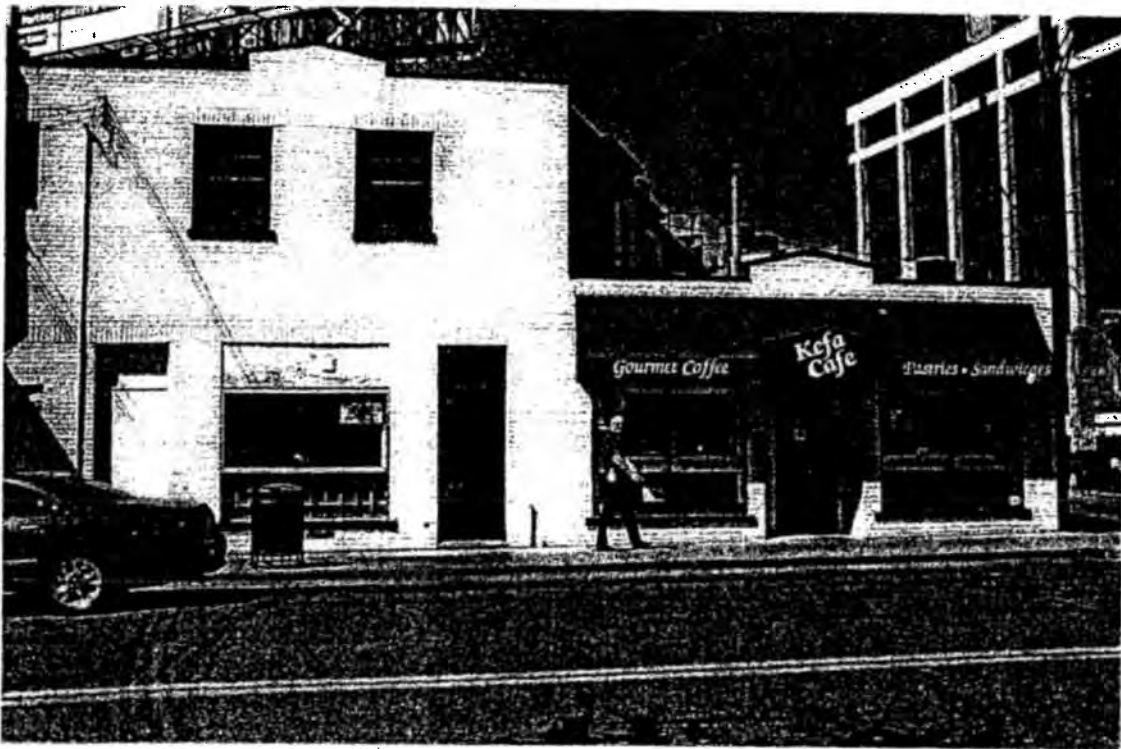
MISSION STATEMENT

"The mission of the Silver Spring Historical Society (SSHS) is to create and promote awareness and appreciation of Silver Spring's heritage through sponsorship of educational activities and the preservation and protection of historical sites, structures, artifacts and archives."



1927 Masonic Temple Bldg., Ga. & Wayne Aves., 8435 Ga. Ave., 1927 cornerstone under decorative panel; tallest bldg. in downtown S.S. when completed; ground floor served as Chevrolet and Nash auto showroom; S.S. Masonic Lodge # 215 on upper 2 floors. Carved into the Georgia granite cornerstone is the Freemasonry symbol of a carpenter's square and compass, representing interaction of mind and matter, reading: 1927, Silver Spring Lodge # 215, AF & AM. Significant items were placed into the cornerstone. Note 8417 to 8423 Ga. Ave. replicates the Masonic Temple's architectural style with gold brick and limestone medallions and other features.

963 Bonifant (N)





Bell Flowers, 1917, 8201 Ga. Ave.; Silver Spring's First Armory & Fire Station, 1915, 8131 Ga. Ave.; both at Silver Spring Ave.; AAMCO Transmissions, 1917, 8129 Ga.



8417 to 8423 Ga. Ave., 1933, by registered Mo Co architects, builders, engineers Frank Baker Proctor and John Matthew Faulconer, early residents of Silver Spring, Woodside Park. Note that this building matches the 1927 Masonic Temple of gold brick with limestone and medallion features a few doors down at Ga. and Wayne Aves. Also note the tree-lined and shaded human-scale streetscape, with 1- to 2-story work/live buildings.



8135 Ga. Ave. at Bonifant, 1934, originally People's Drug Store, now Chevy Chase Bank; Art Deco, limestone, widespread search conducted to arrive at Silver Spring site.
8305 - 8301 Ga. Ave., 1934, originally Sanitary Grocery, now Langano's Ethiopian Restaurant (featuring jazz music). Langano's bldg. features a distinctive gold, yellow, brown brick deep wall running along Thayer Ave.



8222 - 8225 Ga. Ave., 1922-1927, John Dolan, builder and plasterer; co-founder and a life-long director of 1910 Silver Spring National Bank; co-founder 1915 Fire Station; Woodside Park, S.S., resident, built his home. 8223 Ga. was Silver Spring's first bakery, The Silver Spring Home Bakery, 1926, now Pinto Thai Restaurant, see below also.



Historic Block on Locational Atlas of Historic Sites on Colesville Rd. between Ga. Ave. & Fenton Street, Silver Spring Voice Column, 2/06, by Jerry A. McCoy, "Silver Spring Then & Again: Main Street of History: Georgia Ave. and Colesville Rd."
http://www.silverspringvoice.com/archives/copy/2006/02/features_thenAgain0206.html

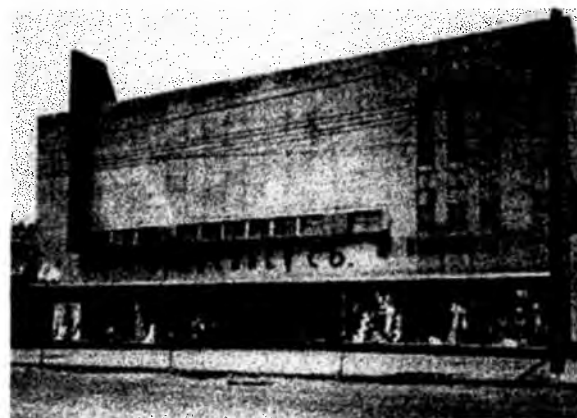


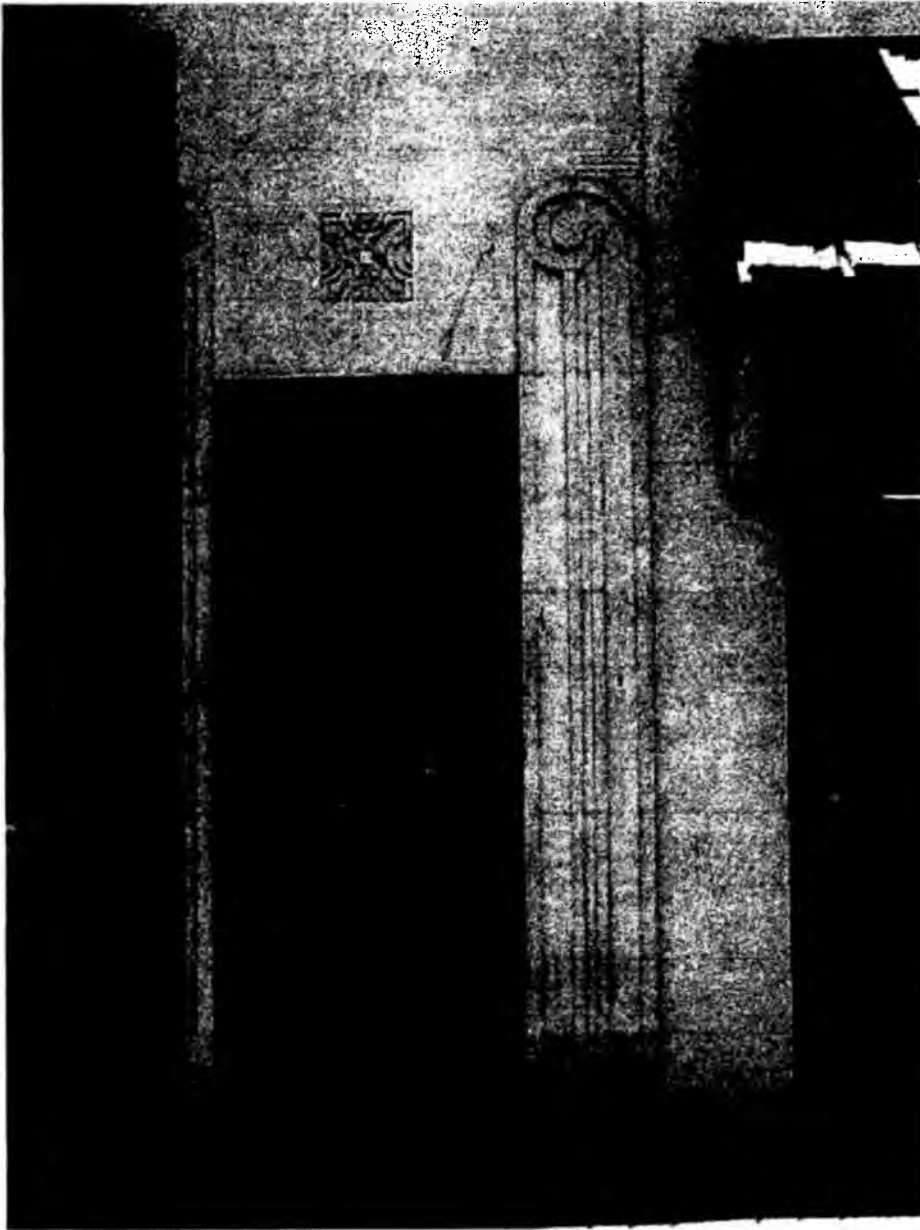
Photo by Dave Stovall

(Above) **North Side of Colesville Road Looking East From Georgia Avenue, 1971.** Starting from the left, the Colesville Road businesses (with addresses) are Osterman Optometrists (8614), Fredland Jewelers (8616), Simco Shoes (8618), Baker's Shoes (8622), Dinette Center (8624), Palacio Women's Clothes (8626) and Shirley's Women's Clothes (8630).

J. C. Penney Co., 8664 Colesville Road. Silver Spring store #1334 opened on August 17, 1950, under the management of Lincoln E. Martin. In 1956 the store was remodeled, and the selling area increased from 20,014 to 38,097 sq. ft. The address was also changed to 8656 Colesville Road. Photo taken 1950. Courtesy J. C. Penney Museum and Archives.

NOTE: Historic J.C. Penney's store planned to be future site of the Silver Spring Birchmere Music Hall, a public-private venture among the County, The Birchmere, and the Lee Development Group, as of 9/06, when County announced.





Locational Atlas of Historic Sites Historic block on Colesville Rd. between Ga. Ave. and Fenton Street; note graceful Art Deco details in limestone, 8632 Colesville Rd.

Appendix F:

Criteria for Tax Credit Expansion

One benefit of the Maryland Heritage Areas Program is the expansion of the Heritage Preservation Tax Credit. The credit can be extended to certain rehabilitation projects for structures that are not designated as a historic property (1) within a National Register or by local law and (2) that are not located within a local or National Register historic district. Undesignated, National Register eligible properties are permitted to receive the tax credit only within the TIZ boundaries. Non-historic structures may be eligible to receive the tax credit within the heritage area boundary as a whole if the Montgomery County Heritage Alliance can demonstrate that the rehabilitation will have a significant effect on the development of the heritage area. In order to receive the expanded tax credit, a property or rehabilitation project must be certified by MHAA as contributing to the significance of the CHA.

National Register Eligible Properties

The Alliance should work with state and local historic preservationists to determine which properties within the TIZs are eligible for National Register listing. The list below provides some suggested sources for beginning such an investigation:

- Properties included in *The Underground Railroad in Montgomery County, Maryland: A History and Driving Guide* by Anthony Cohen (Montgomery County Historical Society) that are not already included on the NRHP or designated locally.
- Properties included in *A Walking Tour of the Historic Sites of Sandy Spring, Maryland* by Greater Sandy Spring Green Space, Inc., that are not already included on the NRHP or designated locally. This includes the original firehouse on MD 108, which could serve as an interesting site for a commercial use.
- Properties included in the Maryland Commission on African American History and Culture *Inventory of African American Historical and Cultural Resources* (available at http://www.sailor.lib.md.us/docs/af_am/montgoco.html) that are not included in the NRHP or locally designated.

Non-Historic Properties

In order to be considered by MHAA for certification, a rehabilitation of a non-historic structure must significantly enhance the cultural, historical, or architectural quality of the heritage

area and visitor experience. In order to be recommended to MHAA for approval, it must meet the following conditions of the Montgomery County Heritage Area:

Uses

- All uses must support the goals and objectives of the MCHA as stated in this plan or subsequent plan amendments.
- All uses must be compatible with local existing or anticipated zoning and land use regulations.
- Rehabilitations should create or improve a heritage area attraction (John Poole House, Sandy Spring Museum) or visitor service (bicycle rental near a heritage trail, restaurant near a historic district).
- All uses must be directly or indirectly related to heritage or cultural tourism. Not every use will include extensive interpretive activity, but all will support the creation and maintenance of a distinct heritage and cultural experience. Some examples of permitted uses are listed below (non inclusive):
 - Gourmet, organic, or locally owned/operated food shops
 - Equestrian services, including tack shops and horseback riding stables
 - Local businesses that enhance and reinforce local character, including antique shops, boutiques, crafts/artisan products shops, etc.
 - Art-related uses, including performance art, fine arts, music, gallery space, and artist/artisan supply stores
 - Dining establishments and restaurants with the exception of fast food chains
 - Recreation services, including bicycle rental, retail shops for recreation gear, kayak or canoe rental, etc.
 - Transportation services within/through the heritage area, including tour buses, car rental, shuttle services, etc.
 - Independently owned inns and bed and breakfasts

- General uses unrelated to heritage tourism will not be permitted to receive the tax credits unless

Appendix E: Target Investment Zones Supplemental Information

Program Parameters

A Target Investment Zone (TIZ) is a specific area within the Certified Heritage Area (CHA) that is a priority for private investment. It is meant to encourage measurable results within a relatively short period of time. To that end, while all of the CHA is eligible for funding of various heritage tourism/development activities, there are a number of specific program benefits associated with TIZ designation:

- Grants and loans for acquisition, development, preservation, or restoration
- Loans from revenue bond proceeds to be used for economic development
- Heritage Preservation Tax Credit for structures not already designated locally or in the National Register of Historic Places

Poolesville

Boundaries

The boundaries, working clockwise from the eastern edge of Poolesville, are as follows:

- Beginning at a point just south of the intersections of MD Route 107/Whites Ferry Road and Wootton Avenue;
- Running northwest along Wootton Avenue paralleling MD 107 to a point just west of West Willard Road, then proceeding northward at approximately the existing town gateway (approaching from the west on MD 107) to the northern side of MD 107/Whites Ferry Road;
- From this point eastward and parallel to Whites Ferry Road until just before Elgin Road;
- Proceeding northward and parallel to the west side of Elgin Road until just beyond the intersection of Elgin Road and Route 109;
- From this point proceeding southward again parallel to Elgin Road on the east side until just north of Whites Ferry Road/MD 107; and

- Finally running eastward and parallel to the north side of Whites Ferry Road/MD 107 till the point of beginning.

Infill Development and Architecture

Existing Buildings

- Preserve and maintain original facades and storefronts. Every effort should be made to preserve original elements, particularly along the streets' edges.
- Original elements that are too deteriorated to restore should be replaced with new elements matching the original design and intent.
- Maintain/create a pedestrian-oriented atmosphere with window displays. Window display areas both attract customers and provide visual interest. This can be a means of street side interpretation as well.
- Restoration of historic structures should be based on historic documentation. Avoid new shapes, forms, and designs that are awkward with the original architecture.
- The use of awnings, color, signs, and finer details are encouraged where appropriate to create a special identity or attraction.
- Color palettes should be established that are consistent with historic precedence.

New or Infill Development

- Reinforce the existing adjacent built environment by using compatible new or infill development.
- Building uses should lend to the visitor experience and resident population.
- Complement existing buildings and their patterns through the use of scale and massing.
- Particularly at the street level, new architecture should be consistent with existing building styles.
- Use materials consistent with those of existing buildings; in particular, encourage wood, brick, stone, and

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special circumstances render a particular project important to the development of the heritage area. General uses that will not typically be recommended to MHAA for approval under the non-historic properties tax credit include:

- Gasoline stations and automobile engine/body repair shops
- Most national or major regional, franchise or chain, corporate establishments, including retail, convenience and chain grocery stores, chain drug stores, and fast food chains
- Those uses that would not be used by visitors; for example, general contractors, architects, graphic designers, plumbing, etc.

Characteristics of Physical Improvements

- All rehabilitations must be compatible with the architectural, historical, and cultural character of the area. This includes retaining the scale, massing, setbacks, and architectural character of the project's surrounding streetscape. It also includes designing features that complement existing historic structures.
- All rehabilitations must meet local permit and review requirements.
- Projects should eradicate prominent visual blight by significantly improving the condition of a non-historic structure.

Economic Benefits

Projects must generate economic activity in the heritage area. This may include generation of new jobs, increased tax benefits, and/or greater visitation numbers.

Hisel-McCoy, Elza

From: Marcia Stickle <marcipro@aol.com>
Sent: Friday, October 05, 2012 5:01 PM
To: Hisel-McCoy, Elza; councilmember.ervin@montgomerycountymd.gov; County.council@montgomerycountymd.gov; richard.romer@montgomerycountymd.gov; "mcp-chair mcp-chair"@mncppc-mc.org
Cc: marcipro@aol.com; sshistory@yahoo.com; kr.burditt@gmail.com
Subject: Fenton Village Project: SSHS Historic Main Street Silver Spring 1931 Plat
Attachments: DSCN8858.JPG; DSCN8856.JPG

Follow Up Flag: Follow up
Flag Status: Flagged

SSHS Historic Main Street Silver Spring for SSHS Submission on Fenton Village Project 1931 Plat Map

Attached.

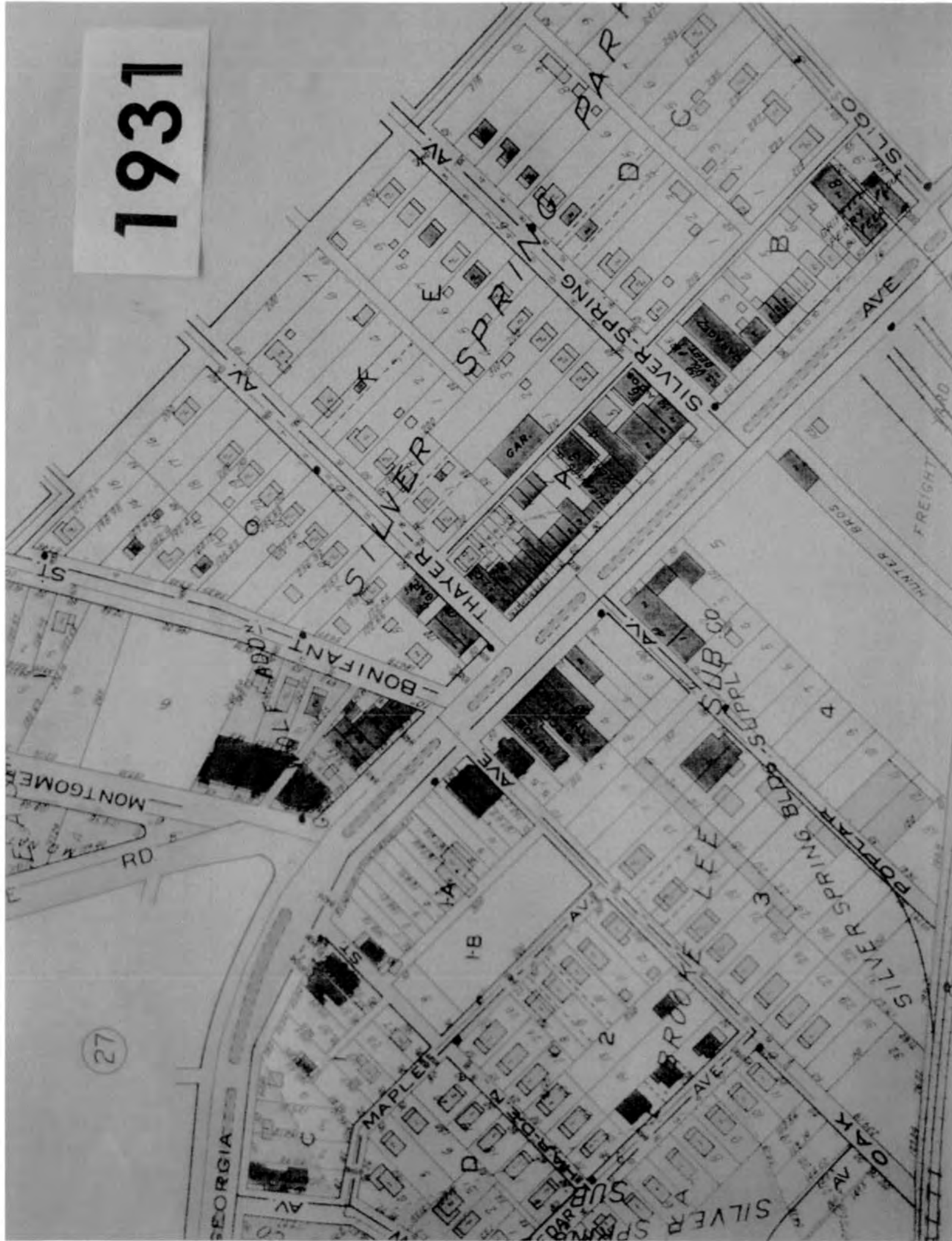
Jerry A. McCoy, President
Silver Spring Historical Society
PO Box 1160
Silver Spring, Maryland 20910-1160
(301) 537-1253
sshistory@yahoo.com

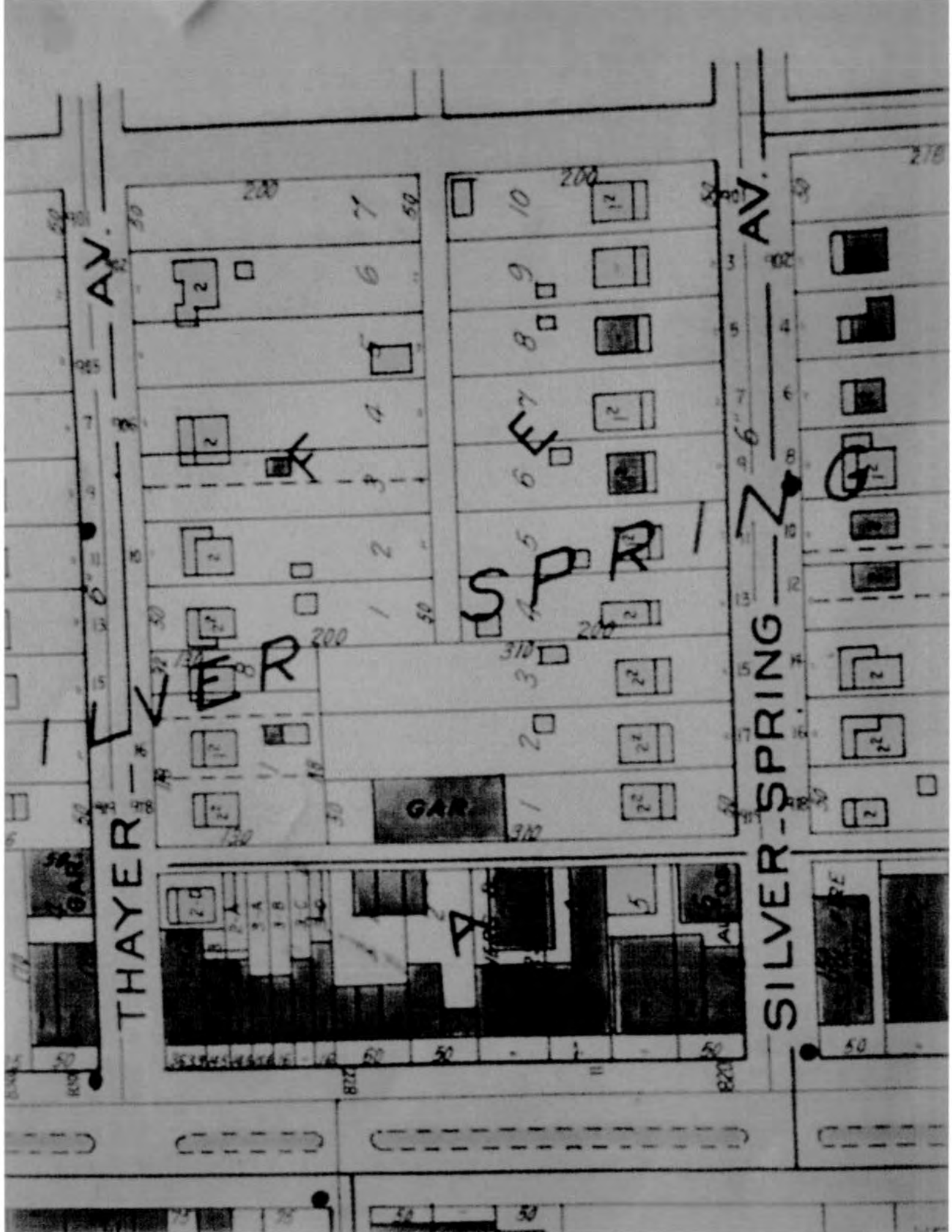
Silver Spring: Then & Again BLOG
Historic Silver Spring BOOK
Downtown Silver Spring BOOK
Facing History and Ourselves AWARDEE
DC Office of Planning Excellence in Historic Preservation AWARDEE
Paths to the Present SILVER SPRING VIDEO TOUR
HistoryPin

MISSION STATEMENT

The mission of the all volunteer 501(c)(3) Silver Spring Historical Society is to create and promote awareness and appreciation of downtown Silver Spring's heritage through sponsorship of educational activities and the preservation and protection of historical sites, structures, artifacts and archives.

27





AV.

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AV.

SILVER SPRING

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G

Hisel-McCoy, Elza

From: Marcia Stickle <marcipro@aol.com>
Sent: Friday, October 05, 2012 6:33 PM
To: Hisel-McCoy, Elza; County.council@montgomerycountymd.gov; MCP-Chair
Cc: marcipro@aol.com
Subject: Fenton Village SSHS Attachment; Silver Spring Heritage Trail Unveiling Ceremony April 2011!
Attachments: Attachment; Heritage_Trail_Map.jpg;
Heritage_Trail_Ceremony_Ike_&_Rev_Dandy_&_McCoy_April_2011.JPG
Follow Up Flag: Follow up
Flag Status: Flagged

From: Marcia Stickle <marcipro@aol.com>
To: "<Elza.Hisel-McCoy Elza.Hisel-McCoy""@mncppc-mc.org>; "<Elza.McMcoy-Hisel Elza.McMcoy-Hisel""@mncppc-mc.org>; "<MCP-Chair MCP-Chair""@mncppc-mc.org>; "<County.council County.council""@montgomerycountymd.gov>; "<councilmember.ervin councilmember.ervin""@montgomerycountymd.gov>; "<richard.romer richard.romer""@montgomerycountymd.gov>
Cc: sshistory@yahoo.com; kr.burditt@gmail.com; marcipro@aol.com
Subject: Fenton Village SSHS Attachment; Silver Spring Heritage Trail Unveiling Ceremony April 2011!
Date: Fri, 5 Oct 2012 16:55:05 -0400

Silver Spring Heritage Trail Unveiling Ceremony April 2010!

County Council President Valerie Ervin's Press Release, April 2010, and viewing some Silver Spring Heritage Trail Unveiling Ceremony, April 2010, visuals, attached. We received very fine press coverage from the County, and other press outlets. The County's very first Main Street Heritage Trail info is posted on Montgomery County's Convention and Visitors' Bureau website, including as "always open & always free"! Marcie & George, SSHS, 301-585-3817

[PDF]

Council Vice President Ervin, County Executive Leggett Will Help ...

File Format: PDF/Adobe Acrobat - [Quick View](#)

Apr 13, 2010 ... interesting fun walk throughout *downtown Silver Spring*, it also will help ... said Jerry A. McCoy, founder and president of the Silver ...

www.valerieervin.org/media/.../ValerieErvin_PressRelease_20100413.pdf

<http://www.visitmontgomery.com/things-to-do/details/silver-spring-heritage-trail/>

Silver Spring Heritage Trail Map PDF Trail Signs Unveiling Ceremony, 4/17/10, Saturday, 1 PM, 8435 Ga. Ave. at Wayne Ave., Silver Spring

Original Announcement !

Silver Spring Heritage Trail Signs Unveiling Ceremony, 4/17/10, Saturday, 1 PM, Great Video & Photo Opportunity!
Silver Spring Regional Services Center, Original 1927 Masonic Temple

8435 Ga. Ave. at Wayne Ave., Silver Spring, Md. [Silver Spring Metro Red Line]

Participants: Montgomery County Executive Isiah (Ike) Leggett
Montgomery County Council Vice President Valerie Ervin, D-5th
Montgomery County Council Member Marc Elrich, D-At Large,
& Mara Parker, Elrich Staff Member
Montgomery County Council Member Dutchy Trachtenberg, D-At Large,
& Alan Bowser, Trachtenberg Chief of Staff, Former Silver Spring Citizens Advisory Board
Member
Montgomery County Council Members
U.S. Congressman Chris Van Hollen Invited, Representative Participated
Maryland State Representatives including State Senator Jamie Raskin, Delegates Sheila Hixson &
Tom Hucker, D-20th
Silver Spring Historical Society Jerry A. McCoy, President & Founder, Marcie Stickle & George
French, Marilyn Slatick, Board
Silver Spring Regional Services Center Representative Mel Tull
Historic Preservation Commission Staff Representative Scott Whipple, HPC Supervisor, & Tom
Jester, Acting HPC Chair
Auras Design Inc. Representatives Rob Sugar & Sharri Wolfgang
Montgomery Preservation Inc. Representative Eileen McGuckian
Maryland Historical Trust Invited
National Trust for Historic Preservation Invited
Descendants of Silver Spring's early 1900s Pioneers & Settlers including
The Lutes Family; Architect Howard Wright Cutler Family; Moses Sclar Family Invited;
Architects Faulconer & Proctor Families Invited;
Samuel Lytton Friends & Family, Founder of Lyttonville, Silver Spring, Before the Civil
War: Charlotte Coffield, Patricia Tyson, Elmorla Stewart
Lyttonville Civic Association, & in memory of Gwendolyn Coffield and Lawrence
Tyson
Small Independent Silver Spring Business Owners including Mr. Jim Dandy/Reverend Samuel
Myers, Presented "Words of Wisdom," The Benediction
Charlie Koiner, & Other Guests of Honor, See Attached Buy Local Silver Spring List
Silver Spring Citizens Advisory Board Member Former Chair Debbie Spielberg

The Silver Spring Heritage Trail is the first official Montgomery County Main Street Heritage Trail;
a joint endeavor between the County, specifically, the County Executive's Office,
the County Council, the Silver Spring Regional Services Center, the Silver Spring Historical
Society, and the Montgomery County Historic Preservation Commission Staff.

**The Silver Spring Heritage Trail is the County's legal requirement from the 1998 loss through demolition
of the historic 1927 Silver Spring National Guard Armory on Wayne Avenue for redevelopment of the
core of Silver Spring's Central Business District. Attached Photo is Courtesy of Silver Spring Regional
Services Center & SSSH**

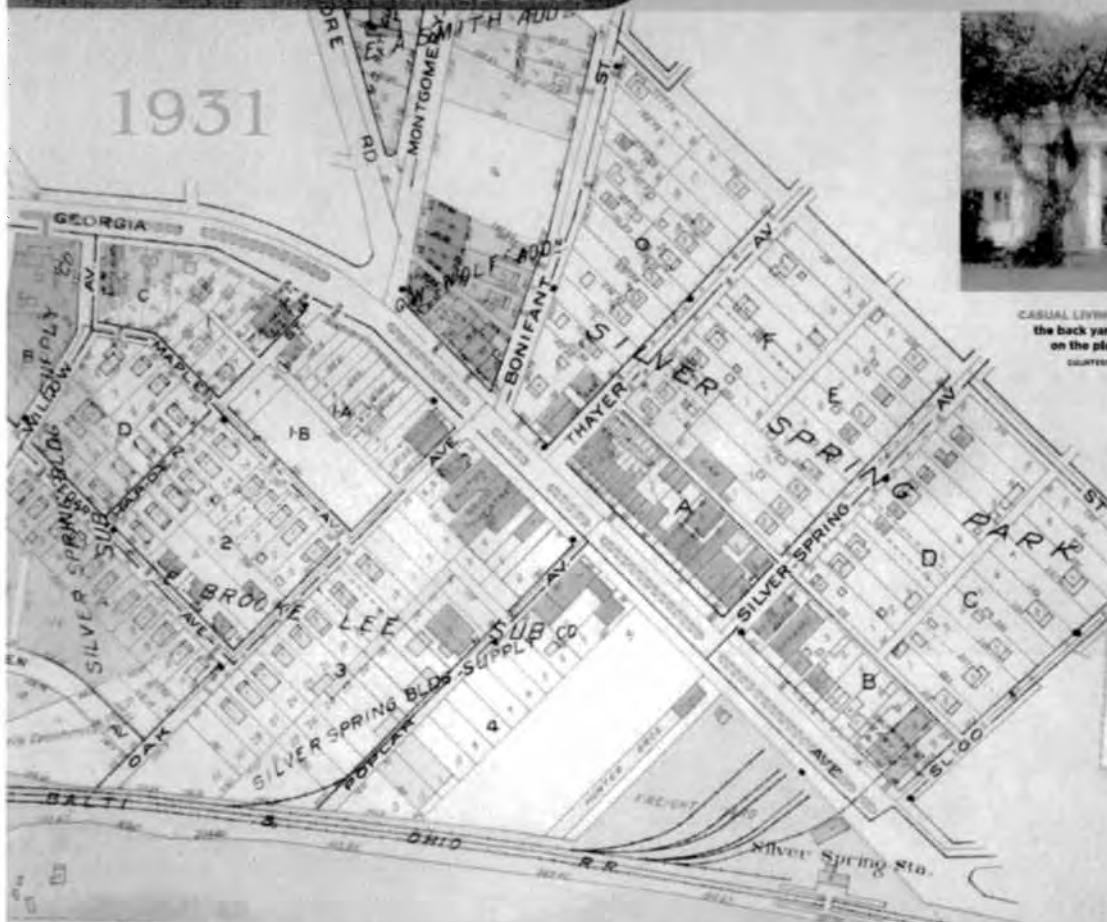
Stroll One of Silver Spring's Original Main Streets, Georgia Avenue!
Discover where Silver Spring's Central Business District was born!
And Its First Newspaper, "The Maryland News"!
Discover where Silver Spring's first Department Store was located!
Discover where Silver Spring's first Bank was located!
Discover where Silver Spring's first Bakery was located!
These Pioneering Structures are Enlivened "now and then" by
multi-cultural small independent businesses and a variety of institutions!
Experience Adaptive Reuse at Its Best! Heritage Tourism is economic development,
also known as "Sense of Place Economics"!

Marcie Stickle, Silver Spring Historical Society, Advocacy Chair, 301-585-3817
(Voice Mail & Direct), MarciPro@aol.com

You Are Here

MAPPING SILVER SPRING'S SUCCESS

SILVER HERITAGE GEORGIA AVENUE



CASUAL LIVING ON GEORGIA AVENUE. Circa 1910 view of the back yard of the The Elms (shaded yellow in area 1-A on the plat), home of Gist Blair and Frank L. Hewitt. COURTESY SILVER SPRING HISTORICAL SOCIETY AND JAMES HEWITT



EVER-EVOLVING CORNER. In 1932 a private residence at 8424 Georgia Avenue was converted to use as a funeral home. In 1938 the home was removed for construction of a new funeral home, illustrated in this 1940 Chesapeake and Potomac Telephone Company of Baltimore City directory. This structure was razed in the early 1980s for construction of 8484 Georgia Avenue. COLLECTION OF THE MARYLAND SHAPESHIFT ARCHIVE PHOTO FREE LIBRARY BALTIMORE

PLATTING A COURSE. A portion of Plate 30 from *Atlas of Montgomery County, Volume One*, published 1931. Note the area between Georgia Avenue & Fenton Street, today known as Fenton Village, consisted mostly of single family homes, and was called Silver Spring Park. This neighborhood name also applied to the area east of Fenton; today it is part of the more extensive area named East Silver Spring. COLLECTION OF SILVER SPRING HISTORICAL SOCIETY

BRICK IS ENDURING. In 1931, the Lansdale, Pa. engineer Frank H.M. Klinge published the *Atlas of Montgomery County: Volume One*. Real estate atlases were created to assist fire insurance companies in assessing the risk associated with insuring a specific property. (Brick buildings, shaded in red on the plat, weren't as likely to burn, so were a lower risk.) These historic atlases, commonly known as plat maps, provide important and detailed information to researchers wishing to understand the history and evolution of a community.

The 1931 plat map depicts buildings on a portion of original "Main Street" Georgia Avenue. The majority of the buildings on Georgia Avenue between Wayne and Eastern avenues were built in the first half of the 20th century.

These one- to three-story durable brick buildings continue to be used nearly a century later. Virtually intact in 2009, these structures are enlivened by multicultural small independent businesses and institutions offering goods and services to the community, just as when originally constructed. Addition of subsequent commercial and institutional structures presents a veritable timeline of Silver Spring's history and architectural styles from the early 1900s to the present.

THE SITE OF THE 1937 SILVER SPRING POST OFFICE, 8412 Georgia Avenue, was previously occupied by a single family home known as The Elms. Built ca. 1897, the wood frame house was occupied by Gist Blair, who served as Silver Spring's first postmaster from 1899 to 1906. It was later the home of Silver Spring's second postmaster, Frank L. Hewitt, and his family during the 1920s.



WWII PATRIOTISM. 8406-08 Georgia Avenue as it looked in 1943. "Back the Attack" was a WWII victory exhibit sponsored by The Washington Post and held on the grounds of the Washington Monument. The sign in the window of Frank L. Hewitt's Citizens Building & Loan Association features a quote by General Dwight D. Eisenhower that reads: "We are playing in the big leagues. You can't hit a home run by bunting. You have to step up there and take your cut at the ball." The analogy referred to the all-out Allied invasion of Italy on September 3, 1943, rather than individual attacks on "stepping stones" such as Sardinia, Corsica, or Crete. PHOTO BY NELLE HEWITT STIMULCONE

"A PLACE BY THE SIDE OF THE ROAD" is how Frank L. Hewitt (1877-1944) described Silver Spring when he arrived in 1903, establishing Hewitt Real Estate & Insurance. This local pioneer and life-long civic leader laid the foundation for our vibrant community today.
Silver Spring's second postmaster (1906-14)
Captain, Co. K, Maryland National Guard (1908)
Captain, 10th Infantry American Expeditionary Forces (1917-18)
First president, Silver Spring Lion's Club
First president, Silver Spring Chamber of Commerce
Founder, Citizens Building & Loan Association (1928)
CA 1929 PHOTO COURTESY NELLE HEWITT STIMULCONE



A New Deal in Town

THE FIRST POST OFFICE

SILVER HERITAGE
GEORGIA AVENUE



TOTAL RECALL. Artist and Russian immigrant Nicolai Cikovsky interviewed 79-year-old Blair Lee, former U.S. Senator (D-Md.), born here in 1857. Lee had many memories of what the community, then named Silgo, looked like. The main crossroads of Silgo were Washington & Brookeville Turnpike and Ashton, Colesville & Silgo Turnpike (Georgia Avenue and Colesville Road). The Eagle Inn, on the right side of the mural, stood on the southwest corner of this intersection. PHOTO BY CHAP PY



HANDLED WITH CARE. Removed from the Silver Spring post office in 1981, the mural was located by Silver Spring Historical Society founder Jerry A. McCoy in 1994. When postal employees unrolled the mural for the first time, it was covered with Japanese tissue paper to protect the painting's surface. Friends of the Silver Spring Library raised \$25,000 to conserve the mural, rededicated at the Silver Spring Library July 7, 1997. PHOTO BY JERRY A. MCCOY

FINAL PREPARATIONS. Workers apply finishing touches to the mural "The Old Tavern" in December 1937. Post office murals were traditionally installed above the postmasters' office doors. PHOTO BY NATIONAL ARCHIVES

Welcome to Historic Silver Spring. Georgia Avenue, one of our two original main streets, was constructed in the early 19th century as the Seventh Street Turnpike, a dirt road connecting Washington City to Brookeville, Md. A village named Silgo, established in the 1820s by Chesapeake & Ohio Canal workers from County Silgo, Ireland, was located at the corner of Georgia and Colesville Road, our other main street.

A mica-flecked spring discovered in 1840 by U.S. presidential advisor Francis Preston Blair while riding his horse alone, inspired the name of Blair's estate Silver Spring, constructed near the spring's site.

Silver Spring's original Baltimore & Ohio Railroad station, built in 1878, formed the nucleus from which today's community radiated. The majority of these early-to-mid 20th century buildings still grace Georgia Avenue and Colesville Road and their many side streets. Explore the area and discover the fascinating history of the pioneering entrepreneurs, businesses, and institutions that developed our vibrant and diverse community.

Learn more about Historic Downtown Silver Spring at www.sshistory.org

SILVER SPRING DURING THE CIVIL WAR.

If you had used our post office between 1937 and 1981 you would have seen a mural depicting a possible Civil War scenario.

Opened on March 1, 1937, the Georgian Revival style Silver Spring post office at 8412 Georgia Avenue was the first Federal building constructed in Montgomery County. Inside the lobby was a 5'8" x 15'11" oil-on-canvas mural titled *The Old Tavern*, by Nicolai Cikovsky. This artwork was a product of the U.S. Treasury Department's Section of Painting and Sculpture, created by President Franklin D. Roosevelt's New Deal administration to incorporate murals and sculpture in new post office construction. The purpose of the program was to employ out-of-work artists and educate the American public about their culture and history.

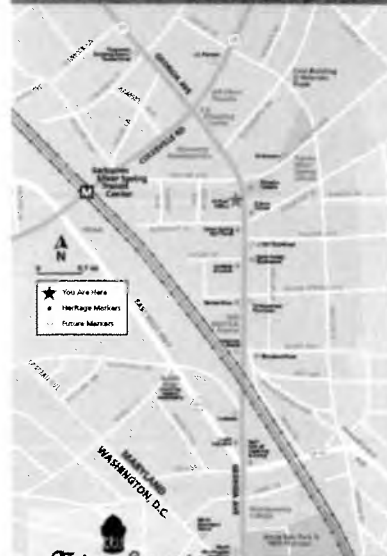
The mural depicts Civil War Union soldiers who have picked up their mail at the Eagle Inn, a tavern that stood on the corner of Georgia Avenue and Colesville Road. When Cikovsky was asked about the inclusion in the mural of an African-American soldier, seen holding his rifle in one hand and a letter in the other, his reply was, "... he is intended to symbolize the result of the Civil War—namely the liberation of his race." As a matter of fact, over 209,000 African-Americans joined the Union Army to serve during the Civil War. This mural now hangs in the Silver Spring Library.



GREETINGS FROM HOME. A civic landmark, the Silver Spring post office was featured on a "flap"-textured postcard published 1946 by Curtains-Chicago. The postcard's message was written by Harold W. Thatcher, who lived in Silver Spring on Greenbrier Drive, and mailed to his son Sanford who was away at camp. COLLECTION BY JERRY A. MCCOY



CENTURY HABITS. A souvenir envelope features the 100th anniversary postmark commemorating the 1899 establishment of Silver Spring's post office. Cachet and postmark were designed by Jerry A. McCoy. The 15¢ airmail stamp was first issued in Silver Spring May 3, 1963. Featuring Montgomery Blair, who served as President Abraham Lincoln's postmaster general, the stamp commemorates the International Postal Conference centennial. Initiated by Blair, son of Silver Spring's founder Francis Preston Blair, the I.P.C. established uniform mail rates and weights between nations. COLLECTION BY JERRY A. MCCOY



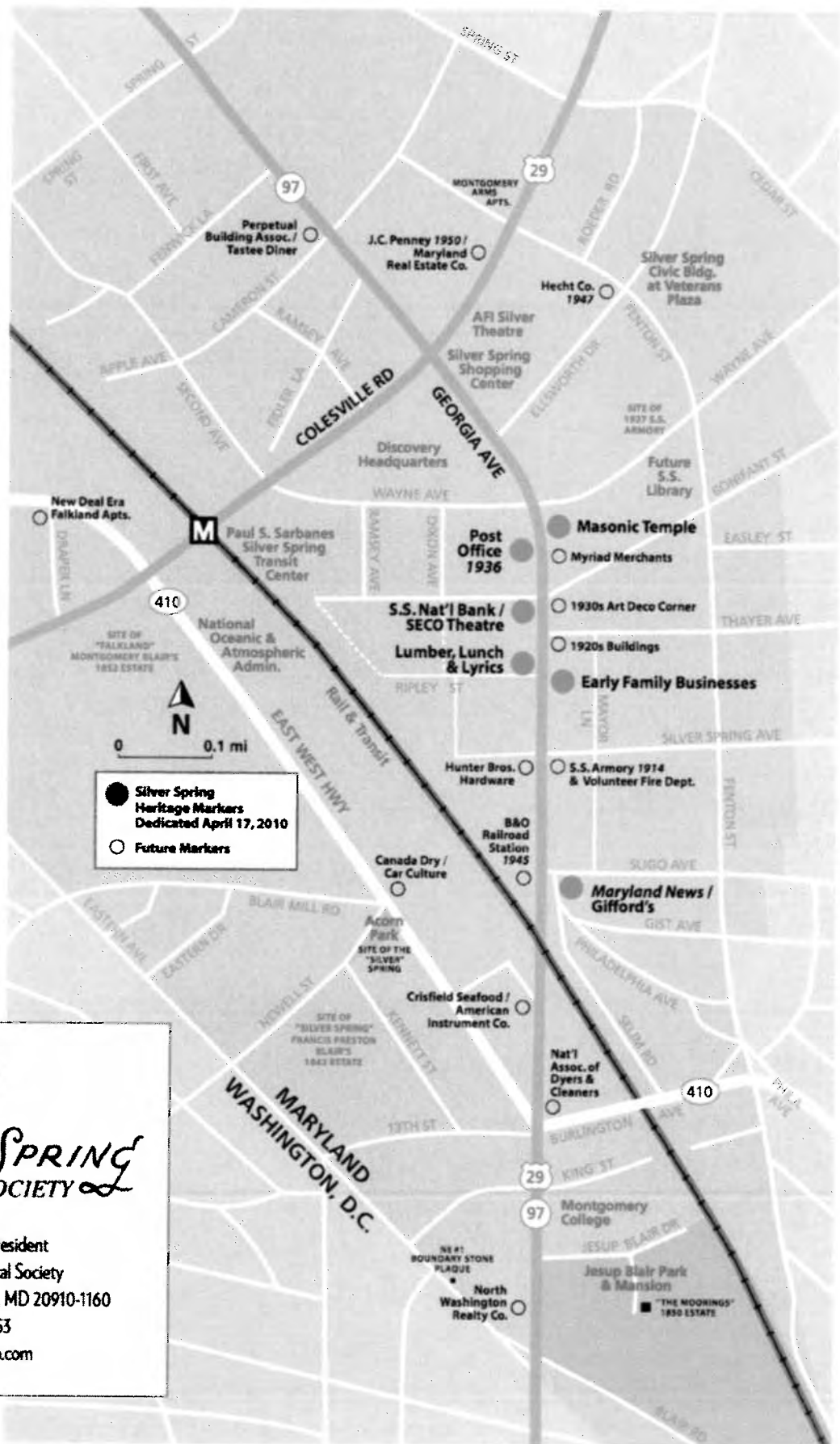
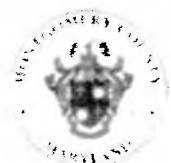
ALL TEXT COPYRIGHT 2002
SILVER SPRING HISTORICAL SOCIETY


SILVER SPRING HERITAGE TRAIL UNVEILING CEREMONY

Sat., April 17, 2010
1:00 pm

Silver Spring
Regional Center

8435 Ga. Ave.
at Wayne Ave.





SILVER SPRING HISTORICAL SOCIETY

Jerry A. McCoy, President
Silver Spring Historical Society
PO Box 1160 • Silver Spring, MD 20910-1160
(301) 537-1253
sshhistory@yahoo.com

Hisel-McCoy, Elza

From: Ronald Murphy <murphy_ronald@hotmail.com>
Sent: Friday, October 05, 2012 7:11 PM
To: Hisel-McCoy, Elza
Subject: Studio plaza

Follow Up Flag: Follow up
Flag Status: Flagged

I wish to express my disapproval of this project. It is too large, it is too tall, and there will be too many people living there. The negative impact on the community is just too much. A project on a smaller scale would be better. A green space would be best.

Sincerely,

Ron Murphy

Sent from my iPhone

Hisel-McCoy, Elza

From: james.mills.iii <james.mills.iii@gmail.com>
Sent: Saturday, October 06, 2012 12:34 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Concerns regarding the Fenton Village Studio Plaza project

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. Elza Hisel-McCoy, Mr. Francois Carrier and members of the County Council -

We are writing to respectfully request your considerations regarding the Studio Plaza project in Fenton Village.

To ensure sensible development of the area we would ask the project to be scaled back from the 11 story building plan to a more realistic 8 stories and require more commercial space. We are not anti-development, we just want sensible development. The county has planned for Fenton Village to be all high rise residential towers, even on Georgia Ave. We prefer a lower, less dense, and more Takoma like neighborhood commercial area. There are more projects in the pipeline for Fenton Village and if you can adjust plans for the Studio Plaza project this will help set expectations and plans for more community friendly and sustainable growth.

Specific concerns that we, and many members of our community have include:

- Studio Plaza is incompatible with the existing fabric of Fenton Village; in height, scale and massing.
- No retail on Silver Spring Ave. Not enough retail facing the public space
- The underground public parking provided to support the Georgia Avenue and Fenton Street stores is inconvenient and inadequate.
- The public space would not have enough retail to encourage visitors and be underused and thus unappealing.
- The public space is not really public but a private courtyard for the building residents.
- The 415 residential parking spaces are inadequate for the approx. 622 residents and their guests. The overflow residential need will use up the public parking or flow into the surrounding residential area.
- Studio Plaza's height, mass, and facades would have a negative impact on the context of the historic Georgia Avenue storefronts, most are the original buildings from the first Silver Spring commercial core back in 1915.
- There are no setbacks to alleviate the height or mass.
- The façade is designed in the current trend/fashion of architecture and will be dated in a few years. It is also incompatible with the existing fabric of Fenton Village. Lastly we do not find the design aesthetically attractive.

We appreciate your consideration in this matter and your service to our community.

Respectively,
James Mills and Elizabeth Painter

809 Philadelphia Ave

Hisel-McCoy, Elza

From: Melanie Isis <mlisis@rcn.com>
Sent: Sunday, October 07, 2012 10:40 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov
Subject: Studio Plaza Project - Comments

Follow Up Flag: Follow up
Flag Status: Flagged

I am a resident of the Blair subdivision of downtown Silver Spring, where I have lived at 837 Gist Avenue since 1988. I love the neighborhood and convenience of living here, and sense of community.

I have waited for years to see Fenton Village develop. It's been a very long process however I do want development simply for development's sake. I do not want an eleven story, one-block large apartment building constructed between Thayer Avenue and Silver Spring Avenue. A building of this height will dwarf everything else and is too tall for this location. Nothing on the east side of Georgia Avenue between Sligo Avenue and Colesville Road is this high, nor is such height needed in Fenton Village. I support Smart Growth but increased density can be accomplished with a building of 6 stories or so, like hundreds of apartment buildings in New York City and Paris. They create plenty of density without dwarfing pedestrians and adjacent properties. Six stories of apartments will create plenty of density with hundreds of new householders joining the community. Six stories will ensure that the new residents do not overwhelm Fenton Village with traffic, trash, and noise.

I am also leery of the commercial space requirements in Studio Plaza. The new high rises constructed along East-West Highway have been operating for several years yet have many vacant retail spaces. The rents must be too high for entrepreneurs to consider, despite the best-laid plans and requirements of M-NCPPC. The vacant spaces are evidence of a miscalculation. There is no point in creating them unless the spaces are affordable; vacant space is worse than no space at all. What types of retail businesses does Studio Plaza envision for the Studio Plaza space? Are the proposed rents affordable to the potential tenants? Fenton Village does not need more vacant commercial space. Each vacancy hurts existing businesses nearby, reducing their ability to attract customers.

I urge you to reduce the height of Studio Plaza to 6 stories and carefully consider what space requirements and rents are needed by entrepreneurs and small businesses, and requiring Studio Plaza to design the commercial spaces with rents that will be affordable.

Sincerely,

Melanie Isis

MCP-CTRACK

From: Rodriguez, Reemberto <Reemberto.Rodriguez@montgomerycountymd.gov>
Sent: Tuesday, October 16, 2012 6:45 PM
To: MCP-Chair
Subject: From the Silver Spring Citizens Advisory Board re Studio Plaza Proposed Development
Attachments: Studio Plaza Letter.pdf

I am transmitting the attached letter at the request of the Silver Spring Citizens Advisory Board.

Thanks.

Reemberto Rodríguez, Director
Silver Spring Regional Center

RECEIVED
OCT 17 2012

OFFICE OF THE CHAIRMAN
THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION



SILVER SPRING CITIZENS ADVISORY BOARD

October 17, 2012

RE: STUDIO PLAZA DEVELOPMENT IN FENTON VILLAGE (SILVER SPRING)

Dear County Executive Leggett:

The Silver Spring Citizens Advisory Board recommends making changes to the proposed Studio Plaza development in Silver Spring, specifically as it relates to the architectural treatment of the massing and facade articulation. While we recognize the need to increase density around public transit - as this project certainly does with its proximity to the existing Silver Spring Metro station and planned Purple Line - and we commend the proposed new street, alley access, and public space for how they will increase connectivity and promote community as envisioned in the Green Space Guidelines for the Silver Spring CBD, we do have serious concerns that the architectural design does not make similar contributions due to its monolithic massing and its singular architectural vocabulary.

The proposal by Fairfield Investment Company and Robert Hillerson shows one continuous 12-story building mass and facade treatment extending the full length of the block between Silver Spring Avenue (to the south) and Thayer Avenue (to the north), despite the block being cut in two by the extension of Mayor's Lane into the public space. We feel the scale of the project could be mitigated by breaking down the mass into smaller facets, especially given its location immediately behind the fine-grained fabric of Silver Spring's historic main street on Georgia Avenue. The "mega-block" quality of the architectural design as shown would have a deleterious effect on the surrounding neighborhood much like a lot of recent large-scale developments in areas like Ballston, in Arlington County, Virginia.

There are many local examples where breaking down the massing has been successfully done. In fact, the rendering of a prototypical massing for this site is in the county's own Green Space Guidelines illustrates this specific point. The county's massing model shows the Studio Plaza site built out with several different facade treatments and building heights, in keeping with the character of the surrounding Fenton Village neighborhood. And while we recognize that there will be more large-scale developments in the near future, we feel it is important for such a prominent development as Studio Plaza to set the right tone as we go forward. Something similar was recently achieved through the East Silver Spring Civic Association (ESSCA) with the Baptist Church site on Fenton Street between Bonifant Street and Wayne Avenue. The developer initially proposed a block-long building of uniform height and style. Following community input, he agreed to redesign the building to be read as four distinct buildings with varying heights through setbacks and varying architectural styles along the street facades.

Continue next page

*From the Silver Spring Citizens Advisory Board
Re: Studio Plaza Development in Fenton Village (Silver Spring)
(continued)*

We encourage the developer of Studio Plaza and the county planners to follow the recommendations illustrated for this site in the Green Space Guidelines for the Silver Spring Central Business District. We believe that building on the eclectic character of the surrounding Fenton Village neighborhood will help preserve the sense of place that makes our community unique.

Sincerely,

A handwritten signature in black ink, appearing to read "Evan Glass", with a stylized, flowing script.

Evan Glass
Chair, Silver Spring Citizens Advisory Board

cc:
All members of County Council;
Françoise Carrier, Planning Board Chair;
Rose Krasnow, Interim Director of Planning, M-NCPPC



MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

VALERIE ERVIN
COUNCILMEMBER
DISTRICT 5

November 15, 2012

Françoise Carrier, Chair
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave
Silver Spring, MD 20910

Dear Chair Carrier,

I am writing to you today regarding the current plans for the Studio Plaza development in Silver Spring. I appreciate the work your staff has done on this plan, but wanted to make you aware of ongoing community concerns with the project.

As you know, the Silver Spring Urban District sent a letter expressing concerns about the development, specifically pertaining to the current plan for height, massing, parking, public safety, and open space components of the project. The Silver Spring Citizens Advisory Board submitted comments regarding the "architectural treatment of the massing" and articulation of the development's façade. Both organizations feel strongly that this project should respect the input of area residents and businesses and be consistent with land use plans for Silver Spring and Fenton Village. Residents from the East Silver Spring Citizens Association have also contacted me offering suggestions on how to improve upon the current design.

The County Council strongly supports the principles of smart growth and transit-oriented development. However, the key to achieving the vision of Fenton Village is to create walkable streets with usable open space, while remaining sensitive to the transition between the commercial district and the adjacent single-family neighborhoods. I do not believe that the current plan for Studio Plaza achieves these goals.



I am concerned about the allocation of open/green space, pedestrian orientation, and massing reflected in the current design. As the district councilmember representing Silver Spring, I know that the residents and business owners want to ensure a welcoming, pedestrian-friendly environment. I respectfully request that staff and the Planning Board provide guidance, oversight and development approvals consistent with the input from the community.

Thank you for your time and consideration. Please contact my office at 240-777-7960 if you have any questions.

Sincerely,



Valerie Ervin
Councilmember – District 5

- c: Rose Krasnow, Interim Planning Director, Maryland-National Capital Park & Planning Commission
Robert Kronenberg, Planning Area 1 Chief, Maryland-National Capital Park & Planning Commission
Reemberto Rodriguez, Director, Silver Spring Regional Service Center
Evan Glass, Chair, Silver Spring Advisory Board
Ernest Bland, Chair, Silver Spring Urban District

Hisel-McCoy, Elza

From: Whitford Remer <whitremer@gmail.com>
Sent: Thursday, December 20, 2012 3:08 PM
To: Hisel-McCoy, Elza
Subject: Please submit to the record: comments for studio plaza

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Elza,

I have reviewed the latest renderings and site plans for the proposed Studio Plaza development in Fenton Village, Downtown Silver Spring. I write to you as an urban planner, lawyer, and resident of the neighborhood of the proposed construction site. I am excited about the prospects of new development to the area, but have some concerns with the latest proposal. As young professionals my wife and I have are concerned that the growth of apartments are outpacing business, retail, and commercial growth in the area. At 11 stories, the addition of this many units to the historic Fenton Village does not appear to fit within the existing fabric of the neighborhood. Furthermore, future growth scenarios of residential units far outpace work and play options in the neighborhood.

Elza, lets be serious there are like two bars in downtown Silver Spring. Current plans for studio Plaza and other development will add hundreds more units in the next year or two. I understand that you can't control the market of bars, shops, and retail-- but you can control the gateway of how many-- and how fast-- residents are packed into downtown. Until this unit and surrounding units provide more opportunities to live, work, play, eat, and grow-- I can't be supportive. The size is too big-- too nonconforming-- too fast.

If the developer reduces the size of the building and plans to add more of what I will call the "goodstuff" to the project, it's simply not in our best interest to support the current design. Otherwise, I think the building actually looks pretty attractive.

Best,

Whit Remer,
MURP, JD



RECEIVED

DEC 21 2012

OFFICE OF THE CHAIRMAN
THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

0949

MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

VALERIE ERVIN
COUNCILMEMBER
DISTRICT 5

December 20, 2012

Françoise Carrier, Chair
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave
Silver Spring, MD 20910

Dear Chair Carrier,

I have reviewed the changes made to the Studio Plaza development in Silver Spring and believe that the green space expansion and architectural changes have dramatically improved the project. I appreciate the ongoing discussions that Fairfield Residential is having with members of the community and am confident that the plans submitted to the Board at the end of January will reflect the changes needed to make this project successful. I am satisfied with the progress made thus far.

Thank you for your time and consideration. Feel free to contact my office at 240-777-7960 if you have any questions.

Sincerely,

Valerie Ervin
Councilmember – District 5

- c: Rose Krasnow, Interim Planning Director, Maryland-National Capital Park & Planning Commission
Robert Kronenberg, Planning Area 1 Chief, Maryland-National Capital Park & Planning Commission
Reemberto Rodriguez, Director, Silver Spring Regional Service Center
Evan Glass, Chair, Silver Spring Advisory Board
Ernest Bland, Chair, Silver Spring Urban District

STELLA B. WERNER OFFICE BUILDING • 100 MARYLAND AVENUE, ROCKVILLE, MARYLAND 20850
240/777-7960 OR 240/777-7900 • TTY 240/777-7914 • FAX 240/777-7989

WWW.MONTGOMERYCOUNTYMD.GOV/COUNCIL

♻️ PRINTED ON RECYCLED PAPER

Hisel-McCoy, Elza

From: Peter & Connie Johnson <peterdavjohnson@yahoo.com>
Sent: Tuesday, December 25, 2012 5:17 PM
To: Hisel-McCoy, Elza
Subject: Studio Plaza project in Silver Spring

Follow Up Flag: Follow up
Flag Status: Flagged

I'm writing to express my concern about this project planned for Silver Spring. Having looked at the plans, it seems that the building is much to tall and massive and will overwhelm the area. Also, I'm concerned about the amount of traffic such a large project will bring to an already busy area. Thank you for your concern.

Sincerely,
Connie Johnson
741 Sligo Ave.
Silver Spring, MD 20910

Hisel-McCoy, Elza

From: Ann Lafferty <lafferty_ann@yahoo.com>
Sent: Sunday, December 30, 2012 12:54 PM
To: Hisel-McCoy, Elza; MCP-Chair
Cc: county.council@montgomerycountymd.gov;
councilmember.ervin@montgomerycountymd.gov;
ike.leggett@montgomerycountymd.gov
Subject: commenting on Studio Plaza
Attachments: Fenton St Village - good arch & bad traffic.doc

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. Hisel-McCoy and Ms. Carrier:

As a 26+year resident of East Silver Spring, I have had a front row seat on the development in my neighborhood. I have seen the positive and negative aspects. With this background, I am writing to beseech you to change the plans for Studio Plaza as presented on earlier in December.

Having reviewed the previous drawings with the most recent, I do note some minimal changes. However, here are my current objections:

Stepdowns on Silver Spring Ave & Thayer Ave - insufficient, actually meaningless, no change from previous
Singular style - solid building, one block in length, is not in keeping with area, too dense
Public parking garage - location of entrance (off new side street) and of pay stations (inside green space, far from car entrance) promotes itself as private, neighborhood public parking spaces effectively decreased
Architecture style - looks like flashy Ocean City style rather gateway to a liveable, stable community

We already have at least 2 stunning examples of bad architecture. Have you ever been driving east bound on Rt 410 and been stuck at a red light at the intersection with Georgia Avenue? What is the visual picture that you see? What I see is very unattractive set of concrete rectangles (Montgomery College performance building). Similarly, on Sligo Avenue at the intersection with Georgia, the view at the stop light: the back of the Veridian - what an incredible eye-sore: parking garage floors topped by bland brick. My neighbor calls these 2 "Soviet style". (She's even madder than I am). Truthfully I feel that the Planning Board let my community down on these two.

Another item that is of grave concern is the number of construction sites in a small area - Adele, Senior Housing, Library, Baptist Church - which means a huge amount of traffic problems in an area that is already congested with traffic. Note: Fenton Street - which used to be a pot-hole obstacle course - was just recently repaved. Please consider the impact of the construction on us.

I have attached a Word document with photos I have taken - please pardon my amateur photo skills - which show examples of good developments as well as the traffic nightmare we have today.

I see on your website that your mandate is to: "...maintain and improve quality of life in our community. Acting upon such issues as growth, transportation,...historical preservation...[which] affects your everyday life".

In summary, I challenge you to answer my question:

How is your vision to improve the existing East Silver Spring community visible in the Studio Plaza development?

Sincerely,
Ann Lafferty
812 violet Place
Silver Spring MD 20910

GOOD DEVELOPMENT in SILVER SPRING

Galaxy Apartments
8025 13th Street
Silver Spring, MD 20910

Orion Condos
8005 13th Street
Silver Spring, MD 20910

Desirable features that we want for Fenton Village:

- Not tall
- Garage entrance is inviting – wide, well lit, and not underground
- Cheerful colors
- Interesting artwork
- Neither building takes up the whole block
- Visual variety in one block
- Visually pair with neighborhood homes across Eastern Avenue
- Greenery
- Plaza area with benches and play ground is open, accessible to public, and inviting



Orion
Greenery



Galaxy
Mural art and Garage



Orion (left) and Galaxy (right)
Height scales with neighborhood (not shown)
Colorful and cheerful
Visually differences break up the block



Orion open space
Accessible to public from sidewalk
Used by neighbors who are not residents

Ann Lafferty
812 Violet Place
SS

Traffic in Silver Spring is already congested!
View at corner of Fenton Street and Sligo Avenue
Dec 2012, weeknight, 6pm



Fenton Street looking toward Philadelphia Ave
Oncoming lane backed up all the way (north bound)



Fenton Street looking toward Wayne Ave
Outgoing lane backed up all the way (north bound)

Ann Lafferty
812 Violet Place
SS

Hisel-McCoy, Elza

From: Karroper@aol.com
Sent: Wednesday, January 02, 2013 12:04 PM
To: Hisel-McCoy, Elza
Subject: Studio Plaza Comments
Attachments: Birds_Eye_Alternate_Massing.pdf; Birds_Eye_Current_Massing.pdf;
Studio_Plaza_Comments122812.doc

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Elza,

Happy New Year.

Attached are the ESSCA Comments on the latest Studio Plaza rendition. I also, attached two drawings. One shows the current massing and the other is an alternative, which we believe would be more compatible to the surrounding community - both now and in with the future planned development.

We hope you will consider these comments in your evaluation and recommendation regarding the Studio Plaza.

Thanks
Karen

Studio Plaza Comments
ESSCA Planning, Zoning and DPWT Works Committee
12.28.12

Karen Roper, Chair
Karroper@aol.com

To be entrusted to redevelop the County's property and such a large swath of our community, namely Parking Lot 3, demands a level of civic stewardship and deference to the existing and surrounding community. We simply do not see either of these characteristics in the developer's dismissive attitude towards the community or in the scant changes of the previous and current design iterations. We demand and deserve a more appropriate development and architectural response in such a large, significant and therefore community character-defining project.

Below are our objections to the current design and suggested solutions to make the project more compatible with the character of Fenton Village.

Massing

There is zero change between the previous and current iterations regarding one of the most objectionable issues with this project: its height fronting Silver Spring and Thayer Avenues, two important arteries that are the very fabric and definition of our community's commercial center: Fenton Village.

No structure in Fenton Village, either extant or planned, comes anywhere close to the breadth and height of Studio Plaza. At 11/12 stories in height and at over 400' in length, this building's massive scale and monolithic read will dwarf and overpower everything around it.

The massing of this project is NOT compatible with other planned developments in Fenton Village. The new developments, which have been made public, including projects at the Adele, at the corner of Thayer Ave. and Fenton St., 814 Thayer, the Baptist Church site, the Silver Spring Park project at the corner of Fenton St. and Silver Spring Ave. have integrated setbacks and stepdowns to their massing that are proportional to their size and scale and that are appropriate to the existing and intended character of Fenton Village and the surrounding neighborhood.

While the master and sector plans call for changes and significant additions to Fenton Village, much of what is here currently will remain, and these buildings should also be factored into what will make new development compatible with the community. Consider the historic Fire Station across Silver Spring Avenue, the one- and two-story storefront buildings fronting Georgia Avenue and the other two story office/retail buildings intended to remain on Silver Spring Ave. and Fenton Street.

Solution: The minimal setbacks offered, 5' deep at a height of 90, are ineffective and simply not in the spirit of the DRC requirement nor compatible with planned development. Because of its size and scale the building's massing setbacks and stepdowns must be proportionally increased. We believe 70' maximum height and approximately 65' depth (the full depth of the wings), to be appropriate for the portions of this building fronting Thayer and Silver Spring Avenues.

Public Space

The public space is not obviously public – thus the public is unaware that this space is available for their use, and therefore does not meet the definition of public space. The retail wrapping the corner of Thayer Ave and Street A and ending at the top of stairs above the space does nothing to inform the public that this is not a private courtyard – ringed as it is with townhouse front stoops. The developer is pursuing procedures to program the space to draw in the public. This acknowledgement that the space needs to be programmed to inform the public of its existence as public space, is counter to the public space requirement both in spirit and definition.

Solution: Truncate the corner of the Thayer Ave building and the new Street A to provide a more direct visual and physical opening for the public to “come upon.”

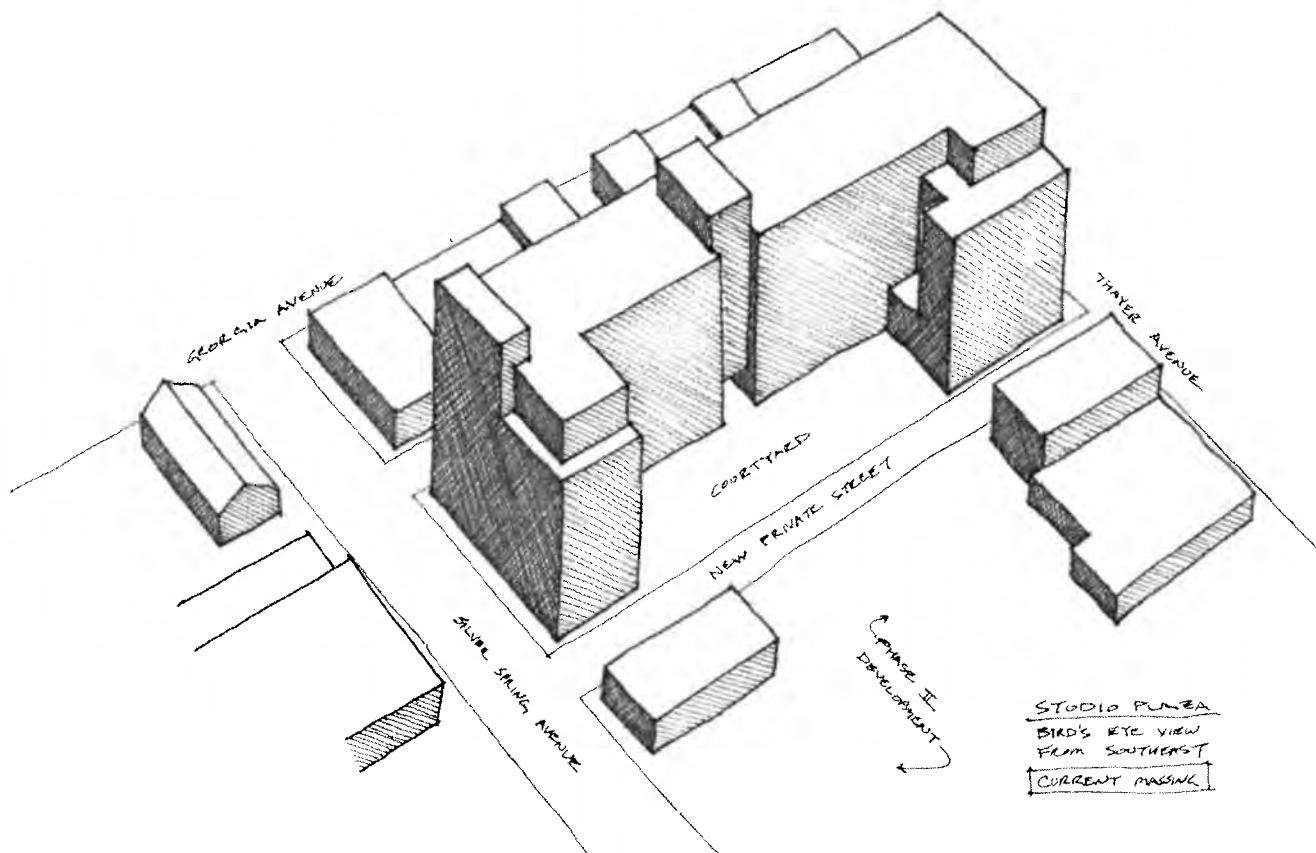
Architecture

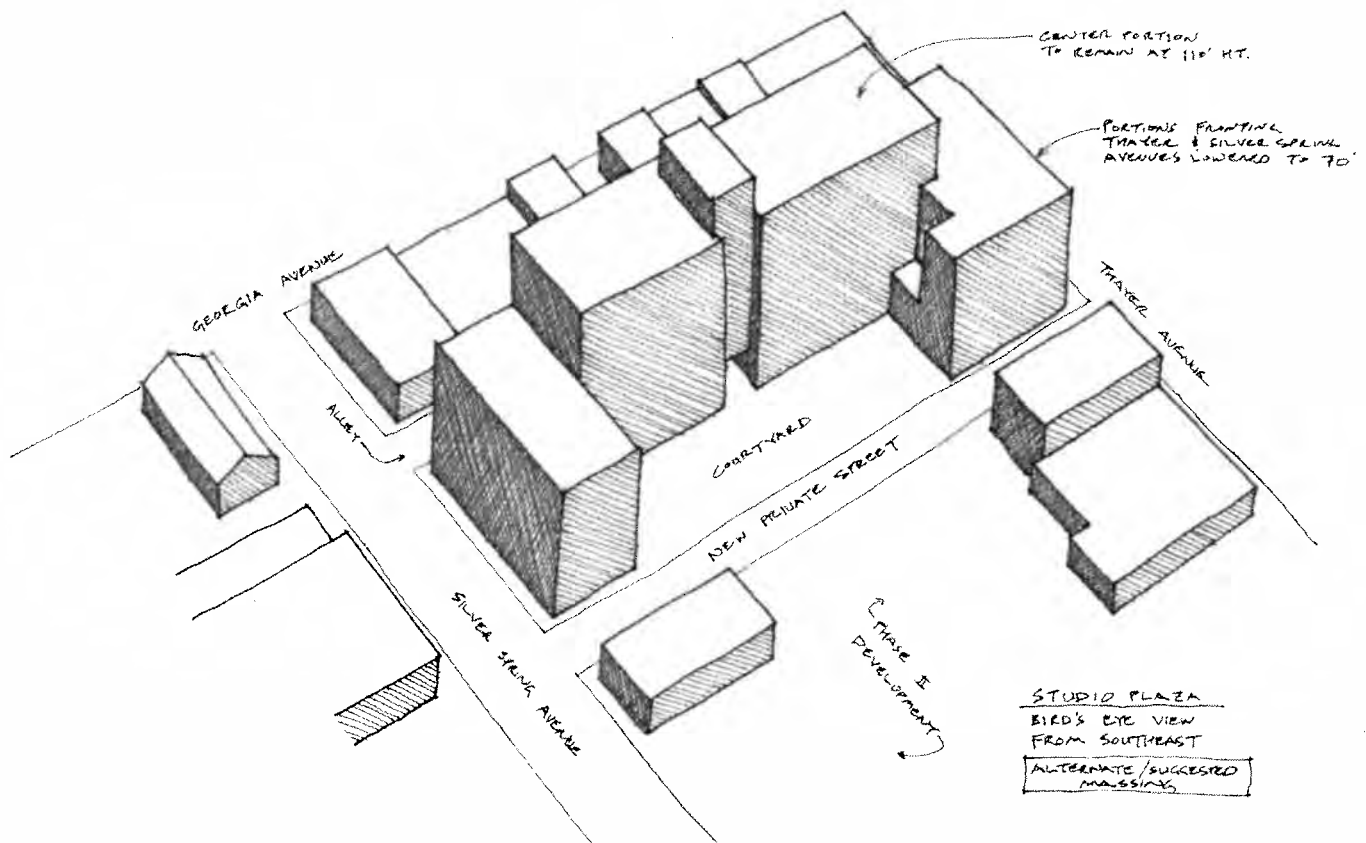
While the amount of color contrast between the exterior facade elements has been decreased to present a design that is marginally less jarring, noisy and confused, the project still reads as one monolithic architectural piece.

Yes there is a “variety” of elements (glass curtain wall, at least two other glass/metal panel curtain wall systems and at least 2 or 3 kinds of brick), but this variety only further creates a design that is confusing. In other words, the revised design is “neither fish nor fowl”: it has neither one consistent architectural read nor does it read as a series of distinct facades that would appear to have been developed over time, something that would be more compatible with the surrounding community. Rather, the current design attempts to use variety to ameliorate the building's massive scale. In other words, the frenetic material palate of the current iteration is a statement of the project's intrinsic problem (scale, breadth and height) rather than an effective solution.

Studio Plaza as currently rendered, is a confusing monolith. A monolith does nothing to reinforce the warmth and inviting character of Fenton Village. Studio Plaza does little to further the stated goals of compatibility of the master and sector plans for Fenton Village.

Solution: We strongly recommend the architectural approach be revised to a multi-facade read. Specifically, we recommend the architecture of the building components fronting Thayer and Silver Spring Avenues be revised to have different architectural reads and that the extent of these facades coincide with the massing changes described in the previous section. The middle section could retain the current architectural read.





Hisel-McCoy, Elza

From: Steve Knight <srk@dmsas.com>
Sent: Friday, January 04, 2013 6:28 PM
To: Hisel-McCoy, Elza
Cc: MCP-Chair; county.council@montgomerycountymd.gov
Subject: Comments Regarding Studio Plaza

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. McCoy,

My name is Steve Knight and I have been a resident and homeowner in East Silver Spring for thirteen years. I am writing for the second time to provide my comments for the Studio Plaza Project. I attended the community meeting held back in the summer and am aware of the recent changes to the project. As I said when I wrote to you previously, I also serve as Treasurer for the East Silver Spring Civic Association, ESSCA, and consider myself to be relatively well-informed on many of the development projects planned for our community. I am also an associate with a high profile, Washington DC-based architecture and planning firm that has a great deal of experience working in contextually sensitive environments planning, designing and seeing built projects of a type and scale similar to Studio Plaza.

As you will see in my comments below, it is clear to me there is little to no change in the current design iteration of Studio Plaza and that this latest version furthermore does little to nothing to address the concerns previously raised by me and my neighbors. I do remain optimistic, however, that a successful project can be crafted that is compatible with the fabric of the neighborhood with adjustments to its massing, architecture and courtyard.

Studio Plaza is incomparably larger than every other building in the neighborhood, be it high or low rise, office or residential, extant or planned. Yes, there may be other buildings as tall, if not taller, than Studio Plaza, however, none comes anywhere close to the length measured along the broad side facing Georgia Avenue. And while the Ripley and Solaire buildings on the opposite side of the Georgia Avenue may be as large, they at least present themselves to Georgia Avenue with their narrow sides only, which is a major distinction in how large buildings are read by and impact their environment.

The Fenton Village Master Plan calls for keeping the character of Fenton Village. More than style, eclecticism or anything else, this implies that new development should be more sympathetic in scale and massing to the fabric of the existing neighborhood. Neither the new design iteration nor the previous one in any way reflect this.

This does not mean that Studio Plaza has to be substantially reduced to a low- or mid-rise building to be compatible. Rather, discrete changes at least need to be made to the massing to make it as such. And ideally, changes to the project's architectural approach and courtyard connections are needed as well. Here are some specific complaints and recommendations:

Massing

The 10/11 story height fronting Silver Spring and Thayer Avenues is incompatible with the surrounding and adjacent structures, both extant and planned. While there is much change envisioned by the master and sector plans for Fenton Village, neighborhood-character-defining buildings such as the historic Fire Station and other historic low rise buildings along Georgia and Silver Spring Avenues as well as nearby Fenton Street will remain for some time. Any new project's relationship with these buildings should be a major determinant of neighborhood compatibility and the 10/11 story wings fronting these streets do not achieve this.

Furthermore, the 450' long, 11' story west facade is incompatible with the eclectic assemblage of historic one and two story buildings fronting Georgia Avenue. While the new building is pulled back somewhat from these buildings, given Georgia Avenue's dimensional width and stature as a major boulevard, this disparity will be highly visible to many.

Also, the depths of the setbacks and stepdowns of the current design are insufficient. Any reasonable sight line study from the opposite side of Thayer or Silver Spring Avenue will bear this out. At merely 5' or 10' deep, the setbacks offered will make the sheer size of this building no less compatible with the scale of the surrounding neighborhood. Setbacks of appreciable depth should be developed, on the order of one unit or one double loaded bar in depth, depending on the corresponding height reduction. The building needs to step down in height and have its 450' long breadth (along Georgia Avenue) reduced to be more compatible with the surrounding neighborhood.

Architecture

Studio Plaza's overly frenetic architectural expression and material palate is what one would call a "statement of a problem" and not a solution to a problem. This project uses an overabundance of materials and details (glass curtain wall, at least two other glass/metal panel systems and at least 2 or 3 kinds of brick) to combat its most objectionable quality, being much too large a neighbor in a finer grained context. In other words, it attempts to use variety to "break itself down" or "warm itself up". While the amount of color contrast between the exterior facade elements has been decreased to present a design that is marginally less jarring, noisy and confused, the project still reads as one monolithic architectural piece and albeit a very confusing one indeed.

I strongly recommend the architectural approach be revised to a multi-facade read. Specifically, the facades of the wings fronting Thayer and Silver Spring Avenues should be revised to have different architectural reads or styles. Furthermore, the extent of these facades should coincide with the massing changes described above. This approach would be much more architecturally compatible with the neighborhood.

Courtyard

I continue to be disturbed by the developer's characterization of the central courtyard as "a public space". The slot of space provided, accessed by narrow alley-like connections to the streets and surrounded by an 11' apartment block will present itself to the community as nothing more than a private residential amenity, no matter what sort of programming or management the life of this space undergoes. In other words, "if it looks like a duck and quacks like a duck... ". And unfortunately this duck reads as nothing more than a private amenity for the 415 souls living adjacent to it and will not be perceived by the community as the village square the neighborhood will so desperately need after much of the impending development in the area is complete.

This space needs broader, wider connections to the surrounding fabric to be successful as a public space. In the age of the internet one can easily become a good student of some of the physical characteristics that make for successful public space. Consider Place De Vosges in Paris, Lincoln Park and Farragut Square in the District and our own Silver Spring Veteran's Plaza closer to home. These successful public places share carefully considered height and width dimensions and a generosity in the breadth of their connections to the surrounding urban fabric. The quality of these characteristics is directly proportional to the efficacy of these places being truly public, welcoming and accessible to all. These are surely lessons the Studio Plaza developer and architect can learn from these and other examples to make the courtyard a truly public space, if they intend for it to be as such.

Rarely does one get the opportunity to see fully rendered the breadth of one's mistakes before they actually happen. The design of Studio Plaza as currently rendered, at almost 450' long and 11 stories tall, is a crystal clear example of just such a mistake. Hopefully the "horse has not left the barn" and the planning staff will see fit to offer a recommendation that includes remedies to some of Studio Plaza's intrinsic errors. As I offered previously, I would be more than happy to sit down with you to continue a dialog to figure out a plan that meets these concerns, if helpful to your efforts. I thank you for your time, your service to our community and for listening.

Sincerely,
Steve Knight
808 Violet Place
Silver Spring, MD



DAVID M. SCHWARZ ARCHITECTS

STEVE KNIGHT

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T 202.862.0777

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Hisel-McCoy, Elza

From: mkgately@gmail.com
Sent: Monday, January 07, 2013 12:47 PM
To: Hisel-McCoy, Elza; MCP-Chair; county.council@montgomerycountymd.gov;
councilmember.ervin@montgomerycountymd.gov;
ike.leggett@montgomerycountymd.gov; Steven Missimer

Follow Up Flag: Follow up
Flag Status: Flagged

Hello All,

Just for the record, I'd like to state that I am not pleased with the latest plan for Studio Plaza in downtown Silver Spring. Though the recent article in the "Gazette" states "residents are pleased with the changes" this just isn't true, so far, in my experience. Most everyone in my neighborhood in Fenton Village, with whom I've spoken, has strong reservations to say the least.

I don't feel that such a monolithic building belongs on the East side of Georgia Avenue. It's not in keeping with the spirit of Fenton Village. I believe that it won't take very long for such a large structure to become as much of an eye sore as "The World Building" which looks horribly out of place, unattractive, and outdated. I'm sure it was once a state-of-the-art project as well.

Traffic density on Fenton Street has already reach the supersaturation point and we're already experiencing gridlock. The kind of proposed addition to the population does not make sense for Fenton Village and is best left to the West side of Georgia Avenue. And construction of Studio Plaza along with the Adele will make life impossible.

Steve Knights proposal is preferable in every way. However, I would still like to see buildings that are 6 or 7 stories maximum on the east side of Georgia Avenue. It would be such a shame if Fenton Village turned into another Crystal City, which in my opinion, is a soulless and unappealing place to live.

Many thanks for your time,

Maureen Gately

--

~M.

Hisel-McCoy, Elza

From: Karen Burditt <kr.burditt@gmail.com>
Sent: Monday, January 07, 2013 6:13 PM
To: Hisel-McCoy, Elza; Hisel-McCoy, Elza
Cc: county.council@montgomerycountymd.gov
Subject: Studio Plaza Comments - Karen Burditt 1/7/13
Attachments: K Burditt Studio Plaza comments 010713.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. McCoy,

I am a resident of East Silver Spring and I am writing to you a second time in regards to the project Studio Plaza. I attended the December 13 community presentation by the Studio Plaza development team. That presentation was to show changes made in response to the DRC review in October. As you will see from the attached comments, I feel the changes made were cosmetic and did not address the issues raised by the DRC and the many community comments. Studio Plaza is singularly incompatible with the existing and future fabric of Fenton Village. Studio Plaza, by its large scale will overwhelm the historic context of Fenton Village and have a negative impact on the thriving, diverse, small business incubator.

Please review my attached comments, and I request that you do everything in your power to force the Studio Plaza development team to make meaningful and significant changes to Studio Plaza before they are permitted to proceed. I am not opposed to new development in Fenton Village, I am opposed to bad development in Fenton Village.

Thank you for your time and attention to the attached comments,

Karen Burditt, R.A. AIA
808 Violet Place
Silver Spring, MD 20910

Karen Burditt , R.A., AIA
808 Violet Place
Silver Spring MD 20910
January 7, 2012

Studio Plaza Comments – December 13 Community Presentation

This is the second round of comments I have written on the proposed Studio Plaza development. I am a nearby resident of East Silver Spring, and as a registered architect I am very familiar with the multifamily residential market. I have been closely following the various Fenton Village developments because I understand and support what a unique place Fenton Village is. Fenton Village is very close to losing the opportunity to continue growing in a diverse and healthy manner and the cause of this will be the Studio Plaza development.

I attended the December 13, 2012 presentation by Fairfield Development. I wish I could say that Studio Plaza had been improved after the last round of comments by the community and the DRC but it has not. The revisions made to Studio Plaza are cosmetic and do not reflect any real attempt by the development team to address the concerns of the community or the DRC. No significant change has been made to the height, mass, width, or foot print of the building, as requested in previous community comments. It is still 110' tall, 420' wide, with 415 units, and only a token area of ground floor commercial. Studio Plaza is still too tall, too wide and too dense.

Simply put Studio Plaza is incompatible with the existing and proposed fabric of Fenton Village. No other building in Fenton Village, or in downtown Silver Spring has a width over 420' that faces a major street. No other building in Fenton Village, or East Silver Spring, has a unit count over 400. While there will be 110' residential buildings in Fenton Village, they sit at the edges of the district and won't tower in the center of an otherwise low rise commercial area the way Studio Plaza well. In fact if you look at the Silver Spring CBD there are no other residential buildings that have a continuous elevation that is 420' in width. You have to look across the railroad tracks to find residential buildings approaching the width, height and density in one building like Studio Plaza. Additionally, there is no other lot available within Fenton Village that will allow a building as wide and as tall to be built. While many developable lots can be as tall, none can have as large a footprint as Studio Plaza. No other potential Fenton Village development can have 415 units in a single building, served by a single corridor. Studio Plaza is not only incompatible with the current fabric of Fenton Village, but with the future fabric of Fenton Village.

The following corrections need to be made to make Studio Plaza a more compatible building and a better building;

- Reduce the height. The original Master Plan called for 90' a better height that allows more flexibility in footprint size. A lower height will work better with the lower heights on Fenton Street, as well as the historic storefronts on Georgia Avenue.
- Require meaningful setbacks on the side streets that are at least as deep as the side bays. This will diminish the overwhelming block like quality of the building. It will provide a more interesting roof line and allow for roof amenity spaces for potentially larger units.
- Require the building be broken into at least 2 distinct blocks from the third floor up, so that the overall breadth of the building is reduced to a more reasonable appearance. The Garage and Ground through Third Floors could be continuous.

- Require that the façade(s) be broken up into distinct differing elevations to create the impression of smaller scale buildings in a district of small buildings of varying ages. The 'main' facades should actually be the entry facades facing the side streets. Traditionally, the main entry façade is the façade of greatest importance and finer detailing to indicate the importance of entry. The current broad side of Studio Plaza is being treated by the Architect as a canvas to illustrate their own particular architectural aesthetic. This will result in a trendy façade that will be dated before the last unit is rented.
- Reducing the density will be achieved by lowering the height and requiring setbacks. The 415 unit count on this building is extremely high for Silver Spring much less Fenton Village. Only the Veridian comes close to that count and it has had an issue with vacancies. There should be an awareness and concern that every residential development in the greater DC area is targeting the same demographic audience and producing the same sized units. This creation of a bubble is a recipe for a disaster, as each Developer races to be the first one finished and not the last. With 6 projects in Fenton Village alone, in the approvals pipeline, this is over 1,500 units. Include the Ripley District and you add another 1,000 units. Almost all of these units are studios to 1 bedrooms, with the same amenities and finishes. There are very few larger units, and only one building is expressly for moderate income and elderly tenants. This is a bubble for Silver Spring and a bubble for the greater DC area. Lower densities are more manageable.
- Require more commercial space in Studio Plaza. Along with all the residential units, only one development project has designed a meaningful level of small scale commercial space – that is the Bonifant Senior Housing. Fenton Village is going to be overloaded with residential, while losing valuable square footage of commercial space. Studio Plaza has only one area for retail facing Thayer Avenue. There should be retail space facing Silver Spring Avenue and the Plaza area as well. To keep all the residents in Silver Spring you have to provide commercial support and opportunities for them.
- Require a development plan for Phase 2 be developed prior to approving Phase 1. When asked about Phase 2 Fairfield Development would not commit that it would be office or commercial stating it would dependent on the market at the time. This means that Fairfield Development is stripping out the current value of the property, in this residential bubble, leaving the rest of the site to sit empty. Worse, they won't promise it won't become yet more residential, which goes against their previous plan submission. Fairfield is going to strip mine the value of the land and leaves the community to suffer for it.
- Public Space – This public space is a going to function as a private amenity for the residents. Without commercial or office space fronting the plaza there will be no reason for the community to visit a small square hemmed in by 11 story residential towers. There is talk of programming the space for activities, but it can't be programmed every day of the year, winter and summer. Fairfield even stated at the December 13 presentation that the planned benches are designed to discourage people from sitting for extended periods, "Only to check their emails" was the phrase used. Short of requiring the space be used for a Day Care playground or water feature for children, it will be another underutilized 'pocket park' that was exchanged for the real profit of added height and density.
- Parking – I am concerned that the adjacent commercial businesses are going to suffer from the loss of easy parking. Every effort should be made to ensure the garage is visible, accessible, and safe. An entrance at either Thayer or Silver Spring would be preferred to the Plaza entrances.
- Construction Staging – the county needs to develop a coordinated plan for all the construction projects in Fenton Village. There could be up to eight projects under construction at the same time – an overwhelming amount for a small area like Fenton Village and East Silver Spring. That

much construction could gridlock Fenton Village enough to drive business away from the greater Silver Spring CBD. Fairfield Development displayed no planning, or even interest, in their construction staging. When asked where they would require their construction workers to park they identified the garage across Silver Spring Avenue. When informed that the garage was mostly closed, Fairfield commented that their workers would probably use the available street parking. This is in contrast to Redbrick and Donohoe who both have plans for where their workers will park or be bused from. The Studio Plaza construction staging needs to be clearly planned to limit the impact on the surrounding businesses and residential area of East Silver Spring.

I would also like to speak specifically to the December 13 presentation. Again, because I am in this business, I recognize the 'tricks of trade'. The December 13 presentation was skillfully manipulated by the Developer to avoid criticism and elicit positive comments on cosmetic changes. During the December 13 presentation the Fairfield representative stated that there would be no changes made to the height, width, mass, setbacks, footprint, unit count, or uses. What would be discussed at the presentation would be façade elevations and the public space. The development team then proceeded to spend an extraordinary amount of time describing the plaza and its elements. The architect then did a before and after demonstration of the façade changes. These changes, while cosmetic, were an improvement and received positive feedback. But nothing about the changes addressed the serious flaws that Studio Plaza has. The presentation was a deliberate attempt to illicit positive feedback without providing real and meaningful changes requested by the DRC or the community.

I am frustrated that Fairfield Development is using the review and approvals process to brow beat the community and the Planning Department into accepting a substandard development. Studio Plaza is a terrible project and will be an eyesore and blight on Fenton Village for the next five decades. At its worse it could suck the very air out of a revitalizing Fenton Village. The simple fact is that Studio Plaza is incompatible with Fenton Village, the existing and the proposed buildings. For this reason alone the Planning Department should vote against Studio Plaza. The community is relying on the Planning staff to protect the community from ill-advised and incompatible developments. Because this project was approved years ago is even more reason to re-evaluate it for today's trends and sensibilities. Silver Spring has changed, Fenton Village is changing, and the community's expectations have changed as well.

Fenton Village is evolving on its own into a thriving commercial district of small and locally owned and operated businesses. On its own Fenton Village could continue to prosper into a destination district like the Bloomingdale District and H Street are doing. The most popular place for the young new residents to gather in Fenton Village is Quarry House, the old Fenton Village dive bar. Those young people like Quarry House because it is old Silver Spring and not the new homogenized tower they have moved into. Mandalay is the most popular restaurant, Kefa Kafe is the most popular coffee shop and Fenton Café is a popular new café in one of the mid-century buildings on Fenton Street. All of them established businesses in small scale buildings. Celebrate the existing Fenton Village, protect it, support it, and ensure that new development is compatible.

As I said in my previous comments, with more developments coming to Fenton Village it is imperative that we get it right now.

Thank you,
Karen Burditt, R.A., AIA

Hisel-McCoy, Elza

From: Karen Burditt <kr.burditt@gmail.com>
Sent: Monday, January 07, 2013 6:39 PM
To: Hisel-McCoy, Elza
Subject: Development in Fenton Village

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr. McCoy,

I just sent you my comments on Studio Plaza but I also wanted to comment on something that happened in December in regards to Fenton Village. In addition to the Studio Plaza presentation I also attended the 900 Thayer (formerly the Adele) and the Bonifant Senior Housing presentations. The difference between those two presentations and the Fairfield presentation was night and day.

Both of the other development teams were more interested in the community opinion and in working with the community. Both teams had taken the time to learn something about Fenton Village and reacted to what they had learned. They also had obviously heard about the mistakes Studio Plaza had made and made great effort to not repeat those mistakes.

I would like to commend both the 900 Thayer team and the Bonifant Senior Housing team for better presentations, better scaled and better detailed projects. In particular I think the Bonifant Senior Housing presentation should be the baseline standard for all community presentations for Silver Spring. The depth of their research, their attention to detail, and the materials board were all welcome and helpful exhibits.

Also, both teams spoke to the construction staging that will occur and impact the community. Donohoe stated that their crews will have to park in the Wayne Street garage while Redbrick will bus their crews any from a distant lot. These two simple details show an understanding of the impact that any construction project can have on a community. When 6-8 projects are going at the same time in a small area that attention to detail is even more critical. All concurrent construction projects in Fenton Village must be coordinated to mitigate the hardship on the surrounding businesses and residential community.

One last thought, in my work as an architect on multifamily hi rise projects I am currently involved with a project in Arlington County. I have never dealt with a county planning department that is so strict, so focused on the details, and so intent on ensuring the projects are built as originally proposed. Even DC, with its ANC committees is nothing compared to Arlington County's process. Because the Arlington review and approval process is so strict, and their monitoring during construction is equally strict, the community has faith that the projects will not be changed or cheapened between the approval and the opening day. In East Silver Spring the common reference is The Crescent - as the building that turned out so much more boring than original presented. We would like to trust our Planning Department to protect our interests.

Montgomery County is not demanding of better design from its developers and it should be. No community should have to accept something as awful as Studio Plaza, when something as good as Bonifant Senior Housing is possible. I would encourage the Planning Department to develop a process that demands better design, better presentations, and an end product as good as promised.

I felt it was worth acknowledging the two other presentations in December, and when the time comes I will gladly offer my support to these projects (with some conditions of course). Good work should be rewarded just as something bad, like Studio Plaza, should be stopped.

Thank you,
Karen Burditt, R.A., AIA
808 Violet Place
Silver Spring MD 20910

Post Office Box 4661
Rockville, MD 20849-4661
Web: www.montgomerypreservation.org
Email: mpi@montgomerypreservation.org

Montgomery Preservation Inc.

Promoting the Preservation, Protection and Enjoyment of Montgomery County's Rich Architectural Heritage
and Historic Landscapes

January 21, 2013

elza.Hisel-McCoy@mncppc-mc.org
via electronic Mail

re: Studio Plaza Development

Dear Planning Staff:

Montgomery Preservation Inc (MPI) has reviewed the revised elevations for Studio Plaza, as presented to the community on December 13, 2012. The changes made by the Developer are minor and have not impacted the major issues that we addressed in our previous correspondence of October 5, 2012. (See attached)

The size and scale of Studio Plaza continues to be completely incompatible with the scale and texture of Fenton Village. It will have a profoundly negative effect on the context of the historic storefronts along Georgia Avenue and the historic Fire Station #1 at the corner of Silver Spring Avenue and Georgia Avenue. Studio Plaza is of such an imposing height and width that it will also impact the context of the mid century buildings on Fenton Street.


It is the opinion of Montgomery Preservation Inc. that no single commercial residential project should be in a position to have so profound a negative impact on a community. It is the role of the Planning staff to not only plan new development but to also protect the existing communities within the county. Fenton Village is the original historic commercial district of Silver Spring and as such deserves greater attention and protection. It is the responsibility of the Planning Department to ensure that new development is compatible and that the developers who choose to profit from existing communities do so with a respect and sensitivity to the historic fabric.

In regards to specific solutions, the 110' height of Studio Plaza still needs to be reduced. The 402' width of Studio Plaza needs to be broken up into separate and distinct elevations more in keeping with the scale of Fenton Village. There also needs to be further setbacks along the side streets to respect the scale of adjacent properties. The elevations need to be more sympathetic in appearance to the existing fabric of Fenton Village and in particular the Georgia Avenue historic commercial corridor. Other current development proposals have shown greater sensitivity to the existing scale and fabric of Fenton Village. Montgomery Preservation Inc. believes that Studio Plaza should be required to show equal care.

Montgomery Preservation Inc. recommends that the Planning Department take strong and decisive actions to prevent this project from going forward in its current design state. No project as ill conceived as this should go forward with the approval of the Planning Department. Montgomery Preservation Inc. wants Fenton Village to become the thriving small scale commercial district that it once was.

Let's protect and keep what works.

Sincerely.

A handwritten signature in cursive script, reading "Judith A. Christensen".

Judith Christensen
Executive Director

Attachments: Montgomery Preservation letter of October 5, 2012



February 8, 2013

Francois Carrier, Chair
and members of the Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Re: Letter in Support of Studio Plaza – Preliminary Plan No. 120130020 and Site Plan No. 820130010

Dear Chair Carrier and members of the Planning Board:

On behalf of The Greater Silver Spring Chase Chamber of Commerce, we are submitting this letter in strong support of the Studio Plaza project. The Chamber has long supported efforts to energize and revitalize the Fenton Street area of Silver Spring and we believe this project is an important first step. As we have often said, “We’re not done yet, with the revitalization of Silver Spring,” and projects like this are critical to the continued redevelopment of the Silver Spring Central Business District.

The Studio Plaza project will replace the surface parking spaces in Public Parking Lot 3 as well as a number of aging buildings surrounding the parking lot with a dynamic, mixed-use redevelopment that includes significant public spaces, including a public plaza. The project will create new vehicular and pedestrian connections, linking the surrounding streets and providing public access to the plaza area. By replacing existing surface parking spaces with an underground parking garage, the project will continue to provide public parking for both its residents, patrons and neighboring businesses. The proposed building provides an attractive and open façade towards Georgia Avenue and its U-shape, open toward the east, provides welcoming access in that direction. We understand that future phases of the project are anticipated to step down in height and complete the Mayor’s Promenade pedestrian linkage from Georgia Avenue to Fenton Street.

This type of activating project is a dynamic boost to the Silver Spring community and an encouraging step forward for a recovering economy. We ask that the Planning Board enthusiastically approve this project and provide whatever assistance is possible to allow the project to move forward to construction and occupancy as quickly as possible.

Thank you for your consideration of our comments. We look forward to welcoming Studio Plaza to our community.

Sincerely,


Jane Redicker
President

cc: Rose Krasnow, M-NCPPC
Robert Kronenberg, M-NCPPC
Elza Hisel-McCoy, M-NCPPC

GranDesign Building, LLC.

February 6, 2013

Mr. Elza Hisel-McCoy
Development Review Division
M-NCPPC
8787 Georgia Avenue
Silver Spring, MD 20910

RE: Studio Plaza Development. Progress to find solutions that meet GranDesign Building concerns regarding our building's safety and good continuous functioning as well as permanent modifications during the upcoming construction process.

We at GranDesign Building want to first of all reiterate our support for the Studio Plaza Development that is now slated to start Site Construction in the early summer. In the past we have expressed our concerns that this very worthwhile project not affect our building well standing and continuous function. We appreciate the County's concerns on our behalf. We will try to keep you fully informed as to our progress in this endeavor.

This is to bring you up to date in our efforts. Since late Fall we at GranDesign Building have been contacted by Fairfield Residential to work out mutually satisfactory arrangements as it regards the upcoming major construction process and its overall impact on the GranDesign building.

We are happy to inform you that have been pleased with the efforts so far. At the moment we are working simultaneously on engineering solutions for the impact that the project's construction will have on the GranDesign building and funding to be provided by the developers that will cover the costs of such studies and solutions. We are also working with Fairfield Residential to come up with satisfactory solutions for egress during construction as well as the permanent changes to the building's façade and the relocation of the rear exit door from the West side of our building to the South side which will include both interior and exterior modifications, sidewalks, planters as well as funding by the developers for these studies and solutions. The biggest expected impact to the building will be the building of a three level adjacent underground garage and the providing of a new exposed foundation for the building's West and South facades. The exposure is due to the sloping of the new street that will run between Thayer and Silver Spring Avenues. The slope will lower the building's Southwest corner by four feet. The new foundation will be covered by continuous, esthetically pleasing planters. In addition the lowered corner will require the partial reconstruction of the rear interior stairs and exit area that will accommodate a relocated (to the south wall) emergency exit as well as planters and five foot wide sidewalks along the modified West and South facades. The new planters will also act as a buffer to heavy duty truck traffic that bothered us in previous proposals. We will let you know of our progress in these efforts as it evolves. As mentioned before, the construction of the garage will of course have its own impact and we are working with Fairfield

GranDesign Building, LLC.

Page Two, Elza Hisel-McCoy

Residential structural engineers and our own on that as well. We have had and are continuing to schedule meetings with the developers' engineers as well as our own to find the best solutions.

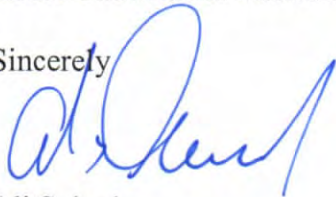
That being said, we would like to include following condition on the site plan as it relates to the GranDesign Building.

a. The Applicant must place bollards or other buffering and protective measures (e.g. planters) along the north side of the public alley located at the rear of the GranDesign property (to protect the south side of the GranDesign building), with such bollards to be reflected on the Certified Site Plan.

b. Prior to initial occupancy of any Phase I improvements, the Applicant must enter into a written agreement with the owners of the GranDesign building to address whether GranDesign's rear entrance will remain in its current location (west side of GranDesign building) or will be relocated to the rear of the building (south side of GranDesign building) and to address all interior and exterior improvements (including stairs or a ramp) that must be made to the GranDesign building to provide for safe, accessible and attractive entryway into that building. The Certified Site Plan will note that the entrance option and design will be determined by agreement between the Applicant and GranDesign prior to initial occupancy of any Phase I improvements, and the Certified Site Plan will allow for either option to be later incorporated. All other details relating to the selection and implementation of these alternative solutions will be by private agreement.

Again, thank you for all parties' continuous cooperation that will go a long way to insure a successful outcome.

Sincerely,



Ali Sohrab
Principal

Cc: Marc Ghidotti, Fairfield Residential
Bryan Condie, Fairfield Residential

Hisel-McCoy, Elza

From: Dlhopsky, Heather - HXD <HDLhopolsky@linowes-law.com>
Sent: Friday, February 08, 2013 9:21 AM
To: Hisel-McCoy, Elza
Subject: RE: Draft Studio Plaza conditions

Elza,

We had included the below table in our response letter to DHCA's DRC comments (and it was also included on the Site Plan that we submitted to you on December 13, 2012). If this suits your needs, it is probably cleanest to use the same table we have been using throughout, but if you need me to re-format please let me know.

Workforce Housing Unit Density Required per GDA:

- 1) $37,703 \text{ gsf} \div 104,434 \text{ gsf} = 0.3610$
- 2) $0.3610 \times 50\% = 0.1805$
- 3) $0.1805 \times 0.15 = 0.0271$
- 4) $0.0271 \times 334,073 \text{ gsf} = 9,053 \text{ gsf}$
- 5) $9,053 \text{ gsf} \div 987 \text{ gsf} = 9.17 \text{ WFHUs required}$
- 6) 10 WFHUs required

- 1 = The Gross Tract Area of the County Land included in Phase I Site Plan (37,703 gsf) \div the Gross Tract Area of the Land included in Phase I Site Plan (104,434 gsf)
- 2 = Quotient of #1 x 50% (the required minimum Residential Density on the County Land)
- 3 = Product of #2 x 15% (the required amount of Workforce Housing on the County Land)
- 4 = Product of #3 x 334,073 gsf (the proposed residential square footage, excluding MPDU bonus density, in Phase I Site Plan)
- 5 = Product of #4 \div 987 gsf (average unit size)
- 6 = Quotient of #5 rounded up = Number of WFHUs required per the GDA

Heather Dlhopsky
 Linowes and Blocher LLP
 (301) 961-5270
hdlhopolsky@linowes-law.com

From: Hisel-McCoy, Elza [<mailto:Elza.Hisel-McCoy@montgomeryplanning.org>]
Sent: Thursday, February 07, 2013 5:32 PM
To: Dlhopsky, Heather - HXD
Subject: RE: Draft Studio Plaza conditions

Please provide a walk-through (table) of how you came up with 10 WFHUs. Thanks!

Elza

Elza Hisel-McCoy, Assoc. AIA, LEED-AP
 Planner Coordinator
 Area One
 Montgomery County Planning Department
 M-NCPPC