



SILVER SPRING CITIZENS ADVISORY BOARD

May 27, 2013

The Honorable Isiah Leggett Montgomery County Executive 101 Monroe Street Rockville, MD 20850	Council President Nancy Navarro Montgomery County Council 100 Maryland Ave Rockville, MD 20850	5 th District Councilmember Valerie Ervin Montgomery County Council 100 Maryland Ave Rockville, MD 20850
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SSCAB's ADVICE RE: OPEN CITYPLACE PROPOSED REDEVELOPMENT

Dear County Executive Leggett, Council President Navarro, and Council Member Valerie Ervin,

At its May 13, 2013 board meeting, the Silver Spring Citizens Advisory Board received a presentation by Petrie Ross Ventures LLC, proposing a redesign and redevelopment of Silver Spring's City Place Mall, to be renamed "Ellsworth Place, Silver Spring." A roomful of community members attended the meeting, and they, along with the Board, voiced excitement that major action would finally be taken to improve the mall. We are writing to communicate this Board's support for the plan, to urge that the project be expedited to the extent possible and to memorialize some of the questions and concerns that were raised at the meeting.

First, we very much appreciate the efforts of Mr. Petrie and his firm to lure the most attractive mix of tenants to the property despite the challenges presented by mall's current layout. To this end, we specifically support the proposal's request to add two additional entrances, one on Ellsworth Drive and the other on Colesville Road. These additions are not only crucial to attract tenants but will also improve the site's integration into the surrounding community.

Second, we understand the current financing constraints that emphasize large, national anchor tenants with long financial history; at the same time, we urge Mr. Petrie to aggressively search among our region's large contingent of local talent, ranging from food offerings to other retail. The community would be very supportive of efforts to increase the percentage of local and regional tenants, and would request that tenant selection complement rather than compete with existing nearby small businesses.

Finally, we are pleased that Petrie Ross Ventures has kept in mind Silver Spring's status as an Arts and Entertainment District. We hope that arts and entertainment tenants and programming can be expanded

within the new Ellsworth Place, and note particularly the community's desire for a tenant that can provide a community gathering place similar to that provided by the former Borders bookstore. Our neighbors in the District and Takoma Park have local access to these opportunities and we are confident that the Silver Spring community would support a similar tenant at the revitalized mall.

We thank you for your consideration as these plans are presented to the Planning Board and look forward to your assistance as we seek an updated mall that meets community needs while continuing to reflect our rich diversity.

Sincerely,



Evan Glass

Chair, Silver Spring Citizens Advisory Board

cc:
County Council
Francoise Carrier, Chair, M-NCPPC
Diane Schwartz Jones, Director, DPS