

# Downtown Silver Spring:

*Revitalizing a Central Business District*



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# Regional Context

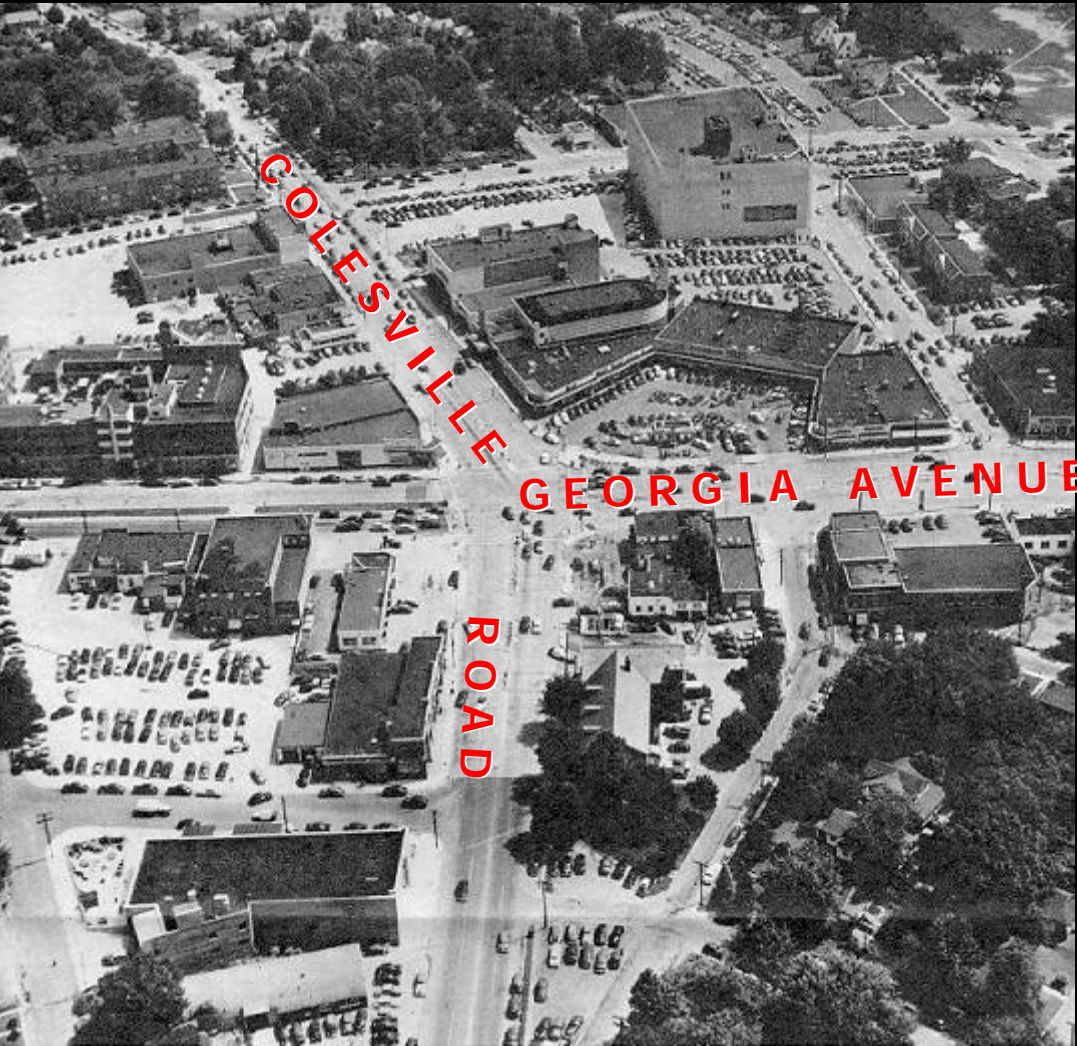


Metrorail (Red Line)



Montgomery County General Plan  
Wedges and Corridors

# Historical Context



- Former Regional Retail Destination
- General Decline in the 60's and 70's
- Limited Post-Metro Development
- Failed Mall Proposals

Downtown Silver Spring (1950's)

# The "Before" Picture



**Silver Spring CBD Core (1978)**



**Georgia Avenue (1999)**



**Silver Shopping Center**

# A New Strategy

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- **Achieved Consensus on Vision for the CBD**
- **Replaced “Silver Bullet” Approach with Multiple Projects / Incremental Approach**
- **Communicated an Ongoing Public Commitment and Comprehensive Strategy**

# Tools

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- **Public/Private Partnerships, Including Urban Renewal**
- **Enterprise Zone**
- **Green Tape Zone**
- **Zoning Incentives, e. g., Overlay Zones**
- **Arts & Entertainment District**
- **Use of Public Property to Stimulate Redevelopment**
- **Business Assistance Programs**

# Major Redevelopment Initiative





**Roundhouse Theater / AFI / Silver Theatre**



**Silver Shopping Center Renovation**



**Optional Method Streetscape**



**Veterans Plaza & Civic Building**



# Lessons Learned

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- **Three Things Required:**
  - 1. Entrepreneurial Skill**
  - 2. Public Leadership**
  - 3. Market Support**

# Lessons Learned *(cont.)*

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## 1. “Pick a Partner Not a Plan”

## 2. “Do Things That Reduce Risk”

- Flexibility in Planning & Zoning
- Public Funding in Place – “Return on Investment”
- Land Acquisition / Tax Incentives

# Lessons Learned *(cont.)*

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## 3. Public Sector Focus on the Things They Know How to Do

- Public Facilities
- Historic Preservation
- Infrastructure Improvements

## 4. Private Sector Focus on the Things They Know How to Do

- Design
- Leasing
- Construction
- Management

# Lessons Learned *(cont.)*

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5. Have One Entity Manage the Design and Construction of All Project Elements
  
6. Broaden Community Input Process / Structure
  - Marginalize Single Issue Groups
  - Builds Capacity

# Lessons Learned *(cont.)*

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## 7. Why Do It ?

**Unsurpassed in its Potential to Provide Diversified Opportunities for:**

- ❖ **Economic Development**
- ❖ **Public Enjoyment**
- ❖ **Civic Identity**

# Development Activity

