Downtown Silver Spring: Revitalizing a Central Business District

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Regional Context

Metrorail (Red Line)

Montgomery County General Plan

Wedges and Corridors Geographic Components

Silver Spring

Urban Ring

Silver Spring

Wedge

Corridor
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

- 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

- 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
Optional Method Streetscape

Roundhouse Theater / AFI / Silver Theatre

Silver Shopping Center Renovation

Veterans Plaza & Civic Building
Lessons Learned

- Three Things Required:
  1. Entrepreneurial Skill
  2. Public Leadership
  3. Market Support
Lessons Learned (cont.)

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
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.)

5. Have **One** Entity Manage the Design and Construction of All Project Elements

   - Marginalize Single Issue Groups
   - Builds Capacity
7. Why Do It?

Unsurpassed in its Potential to Provide Diversified Opportunities for:

- Economic Development
- Public Enjoyment
- Civic Identity
Development Activity

Key:
- **Recently Completed**
- **Under Construction**
- **Approved in Pipeline**
- **Planning Phases**

Recently Completed

Under Construction

Approved in Pipeline

Planning Phases