

# Success Story: Revitalization and Transit-Oriented Development

# Silver Spring



In the 2000 Silver Spring CBD Sector Plan, Montgomery County planners created a framework to remake downtown Silver Spring that allowed mixed uses and created active streetscapes leading to the Metro station.

The sector plan was implemented through a public/private partnership between a private developer, the county, and the state and focused on a 22.5-acre parcel that became the heart of the Downtown Silver Spring redevelopment project, now a wildly successful retail area.

The project benefited from creation of an urban renewal area, which allowed for assemblage of land, and a green tape policy, in which the county expedited all reviews.

The site includes Ellsworth Drive, a mixed use street flanked by stores and restaurants. On weekends and for special events, the street is closed to vehicular traffic and used as a pedestrian mall or public gathering space.

The county's urban renewal plan for Silver Spring emphasized the role of cultural activities. The historic Silver Theatre on Georgia Avenue, which had fallen into disrepair and was slated for demolition, was revitalized by the American Film Institute, and is now a draw for movie buffs.

Downtown Silver Spring offers a rich mix of transportation options, with a pedestrian-friendly network of streets, four trail systems, Capital Bikeshare, the Metro Red Line, the MARC Brunswick Line, two bus systems, and the VanGo Circulator. In the future, the Purple Line and a Bus Rapid Transit system will add to the mix.

The community also has evolved into a thriving employment hub, retail district and residential community. Thanks to its proximity to Washington, D.C., corporations and government agencies have a large presence downtown, and developers built more than 2,500 new residences between 2000 and 2011, with many more units on the way. Future plans include a new library and 155 dwelling units, 20 percent of which are designated as affordable, at a site immediately adjacent to a future Purple Line stop.

Downtown Silver Spring is also a state-designated Enterprise Zone and Arts & Entertainment District, which offer a variety of incentives to businesses, developers and artists.

## More information:

- [Montgomery Planning - Silver Spring](#)
- [Montgomery County Neighborhood Revitalization](#)
- [Silver Spring CBD Sector Plan](#)

