DEMOGRAPHIC UPDATE
for the new
Silver Spring Community Library

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OVERVIEW

Plans are being developed to replace the existing Silver Spring Community Library on Colesville Road—currently the oldest and second smallest in the County—with a larger and more urban facility in downtown Silver Spring.

The future library will be at the north end of the Fenton Village area on a site bounded by Wayne Avenue, Fenton Street, and Bonifant Street. As currently envisioned, the new 38,000+ square foot, multi-story, urban library will have updated and expanded shelving, meeting rooms, and other space to serve the needs and interests of a large, diverse, and growing community. Details are set out in the *2005 Program of Requirements* (POR) prepared by staff at the Montgomery County Department of Public Libraries.

As presently designed, the future Silver Spring library will serve nearly 87,000 County residents in its immediate service area, but will be half the size of the newly-opened Rockville Library, which was built with an estimated service area population of 53,000. Current capacity estimates appear to have been based on limited market information that pre-dates the recent surge in commercial and residential development that have transformed Silver Spring into a vibrant, downtown destination.

This year, Silver Spring Library staff is updating the *Program of Requirements* to reflect the broader markets that the new urban library will serve. The Research & Technology Center of the Montgomery County Planning Department has prepared this report at the request of Silver Spring Library staff to provide a more complete and up-to-date statistical profile of residents and other groups that are likely to use the new library. The data suggest that the new Silver Spring Library will need to meet the needs of a large, diverse, and growing base of prospective users drawing from the dual markets of the surrounding residential area and the downtown Silver Spring business district.

On the cover: Concept drawing of proposed Purple Line transit stop at future Silver Spring Library. Used with permission of Maryland MTA and KGP Design Studio.

SUMMARY OF ANALYSIS

The new Silver Spring Library will draw from a dual market area that includes residents of surrounding neighborhoods as well as downtown visitors drawn to Silver Spring as a destination.

- Unlike a typical suburban branch library—used mostly by local residents—the new Silver Spring library will also serve people who work, shop, dine, run errands, socialize or commute in the revitalized downtown. As a result, it is likely to experience comparatively high levels of daytime and evening traffic throughout the week.

- Book and media circulation data show that the existing library on Colesville Road draws 31 percent of its users from outside the conventional 2-mile primary service area. Most likely, many patrons are combining trips to Silver Spring (commuting, shopping, etc.) with visits to the library.

A large, diverse user base and attractive location will generate strong demand for Silver Spring Library services from the start.

- Almost 87,000 people—nearly one in ten Montgomery County residents—currently live in the 2-mile primary service area of the new library. Surrounding residential neighborhoods are among the most diverse communities in the County, with tremendous variety in such characteristics as age, ethnicity, education, household type, income, and housing stock.

- Greater community diversity generally translates into increased space requirements, because a full spectrum of programs, services, and spaces, along with more extensive collections of materials, are needed to meet more varied community interests.

- An additional source of potential library demand—previously overlooked—is generated by downtown Silver Spring's workplace, commercial, and arts destinations. Destination traffic includes roughly 30,000 jobs in the Silver Spring Central Business District (CBD) and 28,000 daily commute trips through the Silver Spring Metrorail Station. The growing array of downtown jobs, commuters, and other attractions adds small businesses, professionals, service workers, students, and other groups to the mix of prospective library users.

- With its upgraded space and more convenient, transit-oriented downtown location, the new facility almost certainly will attract a higher intensity of use among people who currently live, work, shop, or commute in Silver Spring.

Continued urbanization and demographic changes in Silver Spring are likely to intensify the level of library demand over time.

- The population in the primary library service area will grow 13 percent to nearly 100,000 residents by 2010 and to 113,000 residents by 2030. Nearly all new

residential development near the new library will be at higher densities, with 2,578 multifamily units currently approved for development in the Silver Spring CBD.

- As the number of people increases, demographic trends also suggest a rise in the proportion of elderly and children (notably, late teens and toddlers) in the library's projected user base.

- Continuing economic development will increase the number and variety of jobs and business establishments in the Silver Spring CBD. Nearly 900,000 square feet of new commercial space has been approved for construction in the Silver Spring CBD for an estimated 2,375 net new jobs within walking distance of the new library.

- Planned transit developments will increase the visibility and accessibility of the new library, which will be within easy walking distance for the expected 97,000 commuters using the new Silver Spring Transit Center. A proposed Purple Line mass transit stop located immediately in front of the new library would greatly facilitate access by potential users in Bethesda, Langley Park, the University of Maryland and other large residential areas.

SOURCES OF LIBRARY DEMAND FOR NEW FACILITY

Introduction

The Silver Spring Library, located in a densely populated area and near a re-emerging central business district, serves a broader public than was previously documented in the *2005 Program of Requirements*. As the accompanying map and table of library materials circulation attests, significant number of Silver Spring Library patrons travel there from outside the immediate area. The conventional 2-mile library service radius covers a very large user service base; factoring in its proximity to an up-and-coming downtown Silver Spring, the future facility also will serve a large secondary base of users who live outside this 2-mile primary service area. In other words, the new library will serve a dual market that includes not just local residents, but also the previously overlooked demand of those drawn to downtown Silver Spring to work, commute, shop, dine, and seek entertainment.

Library circulation records indicate that the existing library on Colesville Road serves a substantial secondary area that extends into Bethesda, Rockville, and White Oak as well as Washington, D.C. and Prince George's County. Patrons living outside the 2-mile primary circulation area accounted for nearly one-third—31 percent—of circulation traffic at the existing library. Users living outside the immediate area probably are combining visits to the library with other trips to Silver Spring such as working, commuting, socializing, or running errands. The map on the next page illustrates the location of the popular zip codes feeding into the Silver Spring Library's circulation.

**Silver Spring Community Library**
August 25, 2007 - October 24, 2007
Source: M-NCPPC Research & Technology Center analysis of Silver Spring Community Library data

Zip Code	Area	Circulation	Share
Primary service area			
20901	Silver Spring, MD	18,654	17%
20912	Silver Spring, MD	7,348	7%
20910	Silver Spring, MD	49,660	45%
Subtotal		**75,662**	**69%**
Outside primary service area			
20902	Silver Spring, MD	3,579	3%
20903	Silver Spring, MD	1,410	1%
20904	Silver Spring, MD	4,188	4%
20815	Bethesda, MD	1,218	1%
20850	Rockville, MD	3,951	4%
20852	Rockville, MD	1,143	1%
20011	Washington, DC	1,110	1%
20012	Washington, DC	1,356	1%
Other zip codes		16,353	15%
Subtotal		**34,308**	**31%**
Total Circulation		**109,970**	

The local user base within a 2-mile radius of the future library is quite sizable, serving potential demand from 87,000 residents. As currently planned, the Silver Spring Library will be half the size of the newly opened Rockville Library, which was built with an estimated service area population of 53,000. Current capacity estimates appear to have been based on limited market information that pre-dates the recent surge in commercial and residential development that have transformed Silver Spring into a vibrant, downtown destination. Improved physical spaces, services, resources, and other library amenities, along with a more accessible location within walking distance of transit and downtown attractions, are likely to boost use at the new library. Furthermore, population forecasts anticipate that the number of residents living in the primary service area will be nearly 100,000 by 2010, and will grow to 113,000 by 2030.

Existing Silver Spring Library Circulation by Zip Codes

MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK & PLANNING COMMISSION
8787 Georgia Avenue, Silver Spring, Maryland 20910-3760
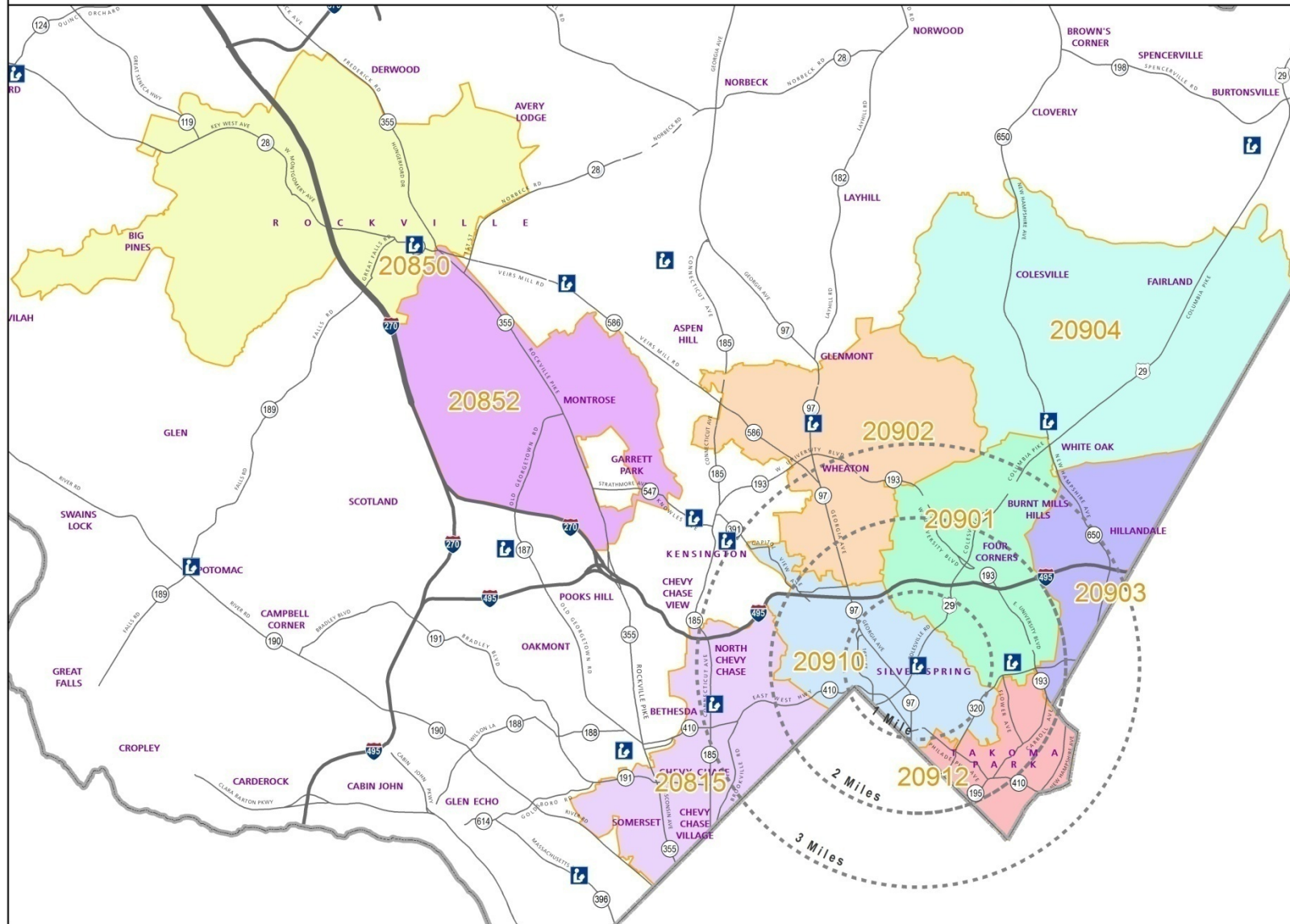
The new library can be expected to function more like a busy, central downtown library than a suburban branch library. Capacity estimates for the new Silver Spring Library, therefore, should reflect the dual market structure of the surrounding residential area and the downtown destination traffic that the facility will serve. The future library's new location inside the central business district will be close to an established job center; a major regional mass transit hub; a civic center; and a growing mix of retail, consumer services, arts, and entertainment destinations. In addition to its large and diverse residential base, the Silver Spring Library also will serve professional and service workers, shoppers, commuters, college students, entrepreneurs, and others who live outside the area.

Despite being relatively small and peripherally located, the existing Colesville Road facility experiences a fairly high level of use. It is reasonable to expect that the new downtown, transit- and pedestrian-oriented Silver Spring library—surrounded by a vibrant mix of high-density housing, retail, employment centers, restaurants, and other attractions—will experience an even higher intensity of use.

The Research & Technology Center generated and analyzed statistics on two key market areas for the new Silver Spring library—the primary service area (residents living within a 2-mile radius) and the downtown destination service base (the local workforce, transit riders, and downtown service consumers). Detailed data on both groups are presented in the next section.
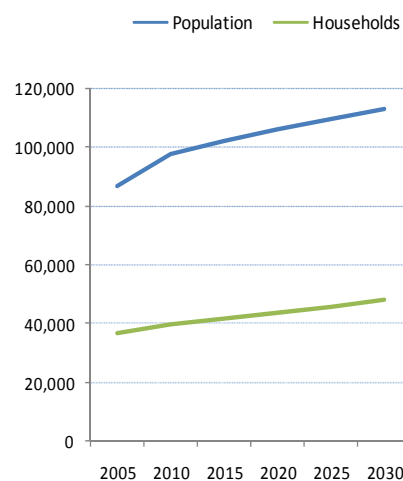
PRIMARY SERVICE AREA

In general, the level of demand that can be expected at a given library is a function of the size, composition, and projected growth of the population that is likely to use the facility, as well as the specific location, amenities, and other attributes of the library itself. As a basis for the library demand study, a demographic profile of population and households within a 2-mile radius of the new Silver Spring library site was generated using data from the 2005 Census Update Survey.

Population

- Almost 87,000 people—nearly one in ten Montgomery County residents—live within 2 miles of the new Silver Spring library.

- Silver Spring's population base already exceeds the 53,000 people in the Rockville service area, but the Silver Spring facility, as currently designed, will be half the size of the newly opened Rockville Library.

Population & Household Growth (2005 to 2030)
Silver Spring Community Library Service Area
Source: M-NCPPC Research & Technology Center, Round 7.1 COG Forecast

- The Round 7.1 of the Metropolitan Washington Council of Governments' forecast indicates that this population base will grow significantly over the next 25 years. Between 2005 and 2010, the Silver Spring Library Service Area will add an estimated 11,000 new residents, a 13 percent increase over the current population of 86,500. By 2030, the local population is expected to have grown by 31 percent over current levels for a total of 113,000 residents living within 2 miles of the new library.

Housing Structure Types

- Silver Spring features a wider range of housing structure types than the County as a whole. Along with well-established, comparatively affluent, and well-educated single-family residential areas, the primary service area also includes one-quarter of the County's existing high-rise apartments, and is slated to add significantly more multi-family housing in the near future.

- In 2005, just over half of the housing stock in the area, 19,245 garden and high-rise apartments, are multi-family households. This atypical concentration of multi-family housing compared to other planning areas essentially defines the community's demographic characteristics.

- Multi-family units often offer an affordable housing option and thereby attract singles, young couples, and new residents. Silver Spring's multi-family units are also an option for empty-nesters seeking to down-size their household space befitting a 2-person household in an amenity laden, urban setting.

- A comparatively high proportion of multi-family dwellings typically will generate higher population densities and a more diverse base of potential library users than would be expected in a suburban enclave of detached single-family homes.

- With less living space than a conventional single-family home, residents in multi-family units may have less space to store books and other media on hand, and rely more heavily on public spaces to socialize.

- The forecast anticipates most new households in the Silver Spring area will be in higher density, multifamily dwellings in mixed-use settings.

Age

- Users of the new library will have a wide variety of age-related needs and interests. As in the County as a whole, the community includes pre-school and school age children, working-age adults and elderly residents.

- The new Silver Spring Library service area currently has a comparatively higher proportion of young adults ages 20 to 29 (15.2 percent versus 12.3 percent) and a somewhat smaller proportion of residents over the age of 65 (9.5 percent versus 11.2 percent) than the County as a whole.

- All age groups will increase in population over the next 25 years, but there is little change in the proportions of residents in each age cohort over time with the exception of the aging of the baby boomers into their senior years.

- Growth will be strongest among residents age 65 and over. Forecast data for the Silver Spring Library service area indicate that elderly residents will become an increasingly large share of the community user base, with residents age 65 and older accounting for 34 percent of population growth between 2005 and 2030.

Population Growth by Age Group (2005 to 2030)
New Silver Spring Community Library Service Area
Source: M-NCPPC Research & Technology Center; COG Round 7.1 Forecast

Age Group	Population		Share of New Population	Growth in Age Group
	2005	2030	2005 to 2030	2005 to 2030
0 to 4	6%	7%	8%	32%
5 to 9	7%	7%	6%	25%
10 to 14	7%	6%	4%	14%
15 to 19	5%	6%	9%	42%
20 to 29	13%	12%	6%	12%
30 to 44	24%	22%	13%	14%
45 to 64	26%	25%	19%	19%
65 to 74	5%	9%	24%	136%
75+	6%	7%	10%	43%
Total	**86,610**	**113,000**	**26,390**	

- The aging of the baby boomers is seen in the increased percentage share of the elderly over the next decades. By 2030, residents age 65 and older will account for 16 percent of the population, up from 11 percent in 2005.

Educational Attainment

- The new Silver Spring library service area includes large numbers of both well-educated residents and less educationally advantaged residents.

- Nearly 39 percent of area residents age of 25 and older hold a graduate degree, compared to 35 percent of adults in the County as a whole. These are likely to be lifelong learners who also will encourage their children to become regular library users.

- At the same time, the library also will serve a significant number of less well-educated residents. Roughly 28 percent of adult residents do not have a college education. Nearly 4,100 residents—7 percent of the adult population—lack a high school diploma. These proportions are roughly similar to the County population as a whole. This group that may benefit greatly from the library's community services and adult education programs.

Race and Hispanic Origin

- Silver Spring is a majority-minority community, with minority residents (those part of a group other than single-race, non-Hispanic white) comprising 53 percent of the population in the new library's primary service area compared to 44 percent of the County's population overall.

- Nearly 30 percent of area residents are African-American, compared to fewer than 17 percent of residents countywide.

- The proportion of Asian-American residents is around 10 percent, below the 13 percent Asian population share for the County as a whole.

- Hispanics (who may be of any race) account for 14 percent of local residents, roughly the same as the countywide share of the population.

- Greater community diversity generally translates into increased space requirements, because a full spectrum of programs, services, and spaces, along with more extensive collections of materials, are needed to meet more varied community interests.

Foreign Born / Foreign Language Speakers

- The new library will serve a large immigrant population, suggesting that demand for English as a Second Language (ESL) and other foreign-language services will be substantial. It is likely that other library-based services–including community meeting space and educational, career and business development resources–will be vital to these residents.

- Nearly 12,000 households—32 percent of all households in the library service area—are headed by foreign-born individuals.

- Nearly 30,000 area residents—36 percent of the service population—speak a language other than English at home. 10 percent of the local population—8,600 residents—are self-described as not English-proficient.

Family and Non-family Households

- Reflecting its relatively large proportion of multifamily housing, households in the primary Silver Spring Library service area generally are smaller in size than in the County as a whole, with more singles and fewer families and married couples.

- The average household size is 2.34 persons compared to 2.66 for all of Montgomery County. With multi-family units making up 52 percent of the housing stock, the smaller average household size of high-rise units (1.73) and garden apartments drive down the overall average household size.

- Singles living alone account for 32 percent of the population, compared to 24 percent in the County as a whole.

- The proportion of single-family parent households, 11 percent, is roughly the same as the percentage countywide.

- The number of households in the area (37,020 in 2005) will increase by roughly 8 percent to 40,000 by 2010. By 2030, the number of households will have grown by 31 percent to 48,000.

Resident Workforce

- With over 45,000 employed residents in the Silver Spring area, the library will serve around 10 percent of Montgomery County's resident workforce. (This figure represents the number of working adults who live in the surrounding community, not the number of jobs based in Silver Spring.)

- More than one-third of the area's 45,500 working residents commute to jobs in Washington, D.C.

- Silver Spring residents are almost twice as likely as residents countywide to use public transit. Reflecting smaller household sizes and higher rates of transit usage, the average number of cars per household is 1.5, compared to 1.9 in the County as a whole. This suggests that a pedestrian- and transit-oriented library would be an especially good fit with the local community.

- The Silver Spring library will serve a greater proportion of working women–
76 percent, compared to 68 percent countywide. Nearly 80 percent of Silver Spring mothers with pre-school children work, compared to 69 percent in the County as a whole. Busy parents of small children are likely to prefer the convenience of being able to fit library visits in with other errands and entertainment trips.

Household Income

- Associated with Silver Spring's mix of single-family and multi-family housing, is a range of median incomes by structure type. For 2004, median incomes for garden and high-rise households are in the low to mid $40,000 contrasted with the median income of over $100,000 for detached, single family houses. The library will serve residents with a wide range of incomes.

- The predominance of affordable multi-family units in the area's housing stock and its correlated lower median household incomes influences the overall median household figure. At $63,590, the 2004 median household income in the new Silver Spring Library service area is substantially lower than the $83,880 County median. The area's lower median income may be attributed to the availability of affordable multi-family units which generally attract single-earner households, or young residents who have not yet entered their prime earning years. Both populations may leverage library resources more heavily to advance their economic position.

- At the other end of the spectrum, over one-third of the households have incomes above the County's median figure. By far, single-family households in Silver Spring have a disproportionate share of higher income as the 2004 median income figures are $104,075 for single-family detached homes and $68,085 for townhouses.

- Housing costs eat up a large share of income for many local residents. This is especially true for renters, 41 percent of whom spend more than 30 percent of their income on housing. The availability of free or low-cost resources and services at the library will be especially valuable to these residents.

Primary Service Area for the New Silver Spring Library
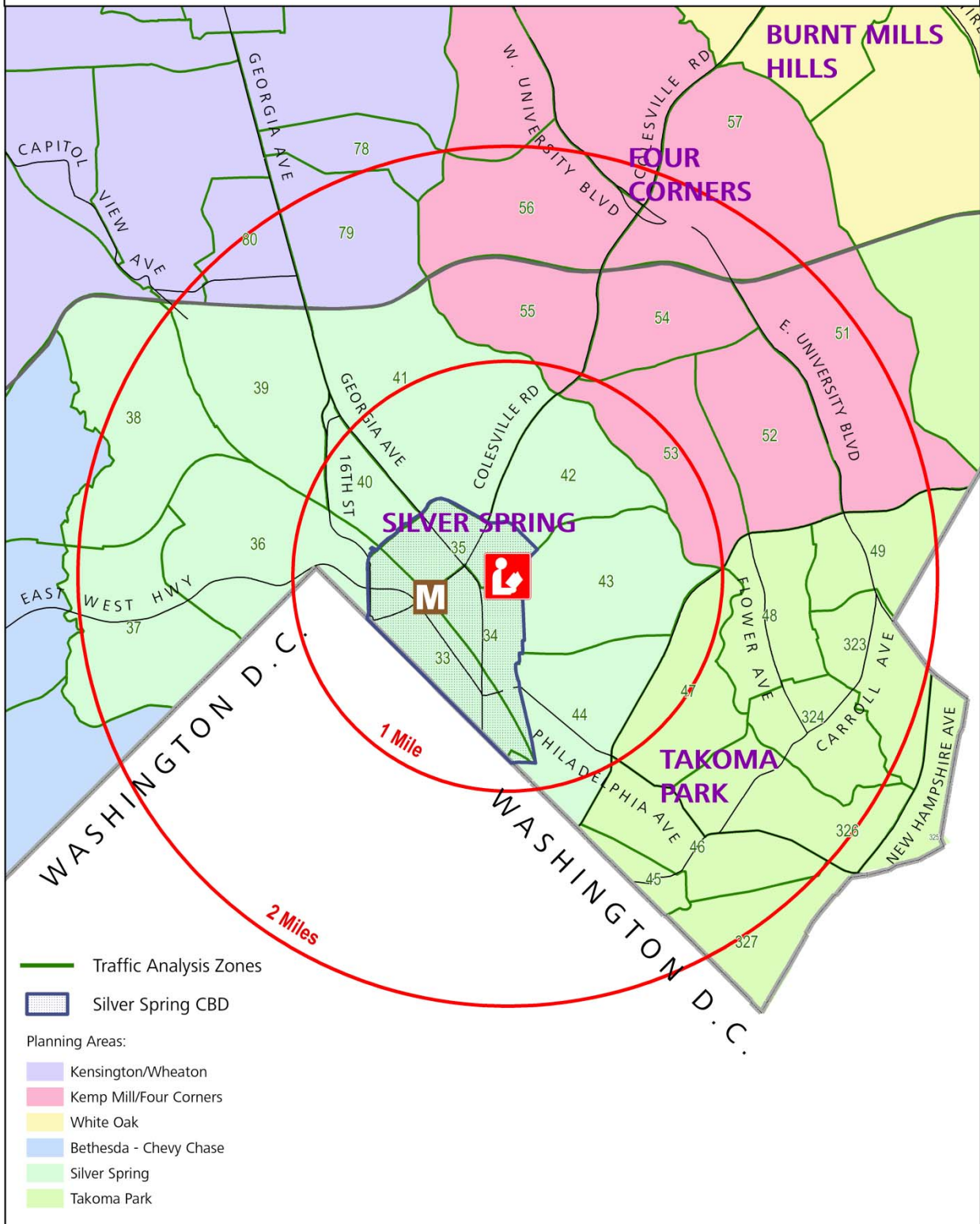
New Silver Spring Community Library Service Area

Montgomery County, MD.   **2005 Census Update Survey**

Library Service Area includes traffic zones 33 to 49; 51 to 57; 78 to 80; and 323 to 327	SINGLE-FAMILY DETACHED	TOWN-HOUSE	GARDEN APT.	HIGH-RISE	ALL TYPES
Household Population	44,310	4,970	20,815	16,515	86,610
% Female	52.2%	51.9%	51.9%	56.4%	52.9%
Age Distribution:					
% 0-4 Years Old	7.8%	4.4%	7.5%	3.6%	6.7%
% 5-17 Years Old	17.5%	16.1%	15.5%	12.5%	16.0%
% 18-29 Years Old	8.7%	17.4%	18.9%	27.4%	15.2%
% 30-44 Years Old	24.3%	21.0%	32.5%	24.7%	26.2%
% 45-64 Years Old	31.3%	34.0%	20.8%	18.3%	26.4%
% 65-74 Years Old	5.2%	4.9%	2.5%	4.4%	4.4%
% Over 74 Years Old	5.2%	2.2%	2.3%	9.1%	5.1%
Average Age (years)	37.5	37.5	33.0	37.9	36.5
Race:					
% White	72.0%	34.1%	31.3%	35.9%	53.5%
% Black	13.5%	46.1%	39.4%	55.7%	29.3%
% Asian or Pacific Islander	9.7%	15.3%	10.1%	6.2%	9.5%
% Other	4.8%	4.5%	19.2%	2.2%	7.7%
Hispanic or Latino and Race [1]					
% Hispanic or Latino[1]	8.4%	18.7%	27.8%	12.0%	14.3%
% Not Hispanic White	66.5%	28.5%	23.2%	28.7%	46.7%
Language Spoken at Home					
Persons 5 Years and Older	40,855	4,750	19,250	15,920	80,775
% Speak Language Other than English	29.1%	51.5%	54.4%	31.2%	36.5%
% Speak English less than "Very Well"	5.2%	13.2%	24.4%	8.5%	10.7%
Educational Attainment:					
Persons 25 Years and Older	30,660	3,345	13,940	11,915	59,860
% Less than High School Diploma	3.2%	8.2%	14.9%	7.1%	6.8%
% High School Graduate	17.8%	18.3%	28.4%	28.4%	22.3%
% Associate or Trade School	2.2%	16.8%	5.7%	4.9%	4.3%
% Bachelor's Degree	30.1%	22.7%	24.4%	28.2%	28.1%
% Grad, Professional or Doctoral	46.8%	33.9%	26.6%	31.5%	38.6%
Number of Employed Residents [2]	22,835	2,455	11,450	8,695	45,435
% Females Who Are Employed [2]	73.6%	75.4%	86.0%	73.3%	76.4%
Women with Children Under Age 6	3,555	*	1,750	*	6,270
% Employed[2]	74.1%	*	82.0%	*	79.1%
Work Location:					
% Montgomery County	43.6%	39.9%	48.0%	36.7%	43.1%
% Prince George's County	8.2%	9.2%	5.2%	9.9%	7.9%
% Elsewhere in Maryland	5.0%	6.8%	2.5%	3.0%	4.1%
% Washington, D.C.	34.8%	39.7%	33.5%	39.6%	35.7%
% Virginia	7.6%	4.4%	10.3%	10.0%	8.6%
% Outside MD-VA-DC	0.8%		0.5%	0.9%	0.7%
Work Trip:					
% Driving	69.2%	71.3%	61.7%	57.0%	65.1%
% Alone	62.7%	65.7%	57.8%	52.9%	59.8%
% Carpool	6.5%	5.6%	3.9%	4.0%	5.3%
% Public Transit or Rail	21.7%	24.3%	32.8%	36.4%	27.4%
% Walk/Bicycle/Other	3.6%	2.2%	2.9%	5.3%	3.7%
% Work at Home	5.5%	2.3%	2.5%	1.3%	3.8%
Average Commuting Time to Work (minutes)					
Overall	29.1	32.2	31.9	29.6	30.1
By Car	25.6	29.4	28.0	26.4	26.5
By Public Transit	41.6	41.6	40.9	36.9	40.2

Left margin labels: POPULATION (upper section), LABOR FORCE (lower section)

* Insufficient data for reliable estimates.
[1] *Those of Hispanic origin may be of any race.*
[2] *Ages 16 and older and employed full- or part-time.*

Source: 2005 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC December 2007.

New Silver Spring Library *(continued)*
2005 Census Update Survey

		SINGLE-FAMILY DETACHED	TOWN-HOUSE	GARDEN APT.	HIGH-RISE	ALL TYPES
	Households by Structure Type	15,815	1,960	9,600	9,645	37,020
	% Total Households by Structure Type	42.7%	5.3%	25.9%	26.0%	100.0%
	Average Household Size	2.80	2.53	2.17	1.73	2.34
	Tenure:					
	% Rental	5.6%	15.9%	84.9%	91.1%	49.0%
	Average Monthly Costs:					
	Homeowner	$1,555	$1,285	$1,168	$1,046	$1,476
	Renter	$1,369	*	$899	$1,078	$1,010
	Residence in April 2000:					
	% in Same Home	72.2%	69.1%	35.8%	33.8%	52.9%
	% Elsewhere in County	10.3%	14.8%	22.8%	24.1%	17.3%
	% Elsewhere in Maryland	2.5%	3.9%	10.3%	6.4%	5.5%
	% D.C or Northern Virginia	6.2%	5.6%	7.9%	9.7%	7.5%
	% Outside Metro Area	8.8%	6.6%	23.2%	26.0%	16.8%
	Median Years in Same Home	11	9	3	3	5
	Average Age of Household Head	51.4	51.2	43.7	46.5	48.1
H	% Households with Foreign Born Head					
O	or Spouse	22.4%	40.6%	45.1%	32.5%	31.8%
U	% Households Speaking Spanish	12.1%	19.7%	22.3%	8.3%	14.0%
S	Households by Type:					
I	% Family Households	83.3%	74.1%	52.7%	37.0%	62.8%
N	% Married-Couple	72.6%	52.6%	30.7%	26.1%	48.6%
G	% Single-Parent	8.6%	16.9%	15.8%	10.1%	11.3%
	% Nonfamily Households	16.7%	25.9%	47.3%	63.0%	37.2%
	% Householder Living Alone	13.6%	23.4%	38.8%	56.4%	31.8%
	Persons in Households:					
	% 1 Person	13.6%	23.4%	38.8%	56.4%	31.8%
	% 2 Persons	34.9%	37.4%	27.4%	24.3%	30.3%
	% 3 Persons	21.3%	17.4%	20.6%	11.5%	18.4%
	% 4 Persons	21.0%	12.1%	7.9%	6.1%	13.2%
	% 5+ Persons	9.2%	9.6%	5.3%	1.7%	6.3%
	Average Number of Cars	2.0	1.8	1.3	1.0	1.5
	% of Households with Computers	92.9%	91.7%	83.6%	78.3%	86.8%
	% of these visiting M-NCPPC website	37.4%	28.3%	22.4%	23.9%	30.2%
	2004 Household Income Distribution:					
	% Under $15,000	1.5%	2.0%	10.7%	12.3%	6.8%
I	% $15,000 to $29,999	3.5%	7.8%	20.2%	14.6%	11.0%
N	% $30,000 to $49,999	8.3%	21.9%	25.9%	34.1%	20.4%
C	% $50,000 to $69,999	11.7%	20.8%	19.9%	17.6%	15.9%
O	% $70,000 to $99,999	22.1%	20.5%	14.3%	17.1%	18.7%
M	% $100,000 to 149,999	30.5%	18.2%	7.7%	3.1%	16.7%
E	% $150,000 to 199,999	13.3%	6.0%	1.0%	0.9%	6.4%
	% $200,000+	9.1%	2.8%	0.3%	0.3%	4.2%
	2004 Median Household Income	$104,075	$68,085	$45,075	$41,945	$63,590
	% of Households Spending More Than					
	30% of Income on Housing Costs:					
	% Homeowners	10.5%	18.8%	6.8%	24.7%	11.7%
	% Renters	36.4%	*	37.5%	45.5%	41.2%

Insufficient data for reliable estimates.

Source: 2005 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC December 2007.

New Silver Spring Library Service Area & Montgomery County

Montgomery County, MD.   **2005 Census Update Survey**

Library Service Area includes traffic zones 33 to 49; 51 to 57; 78 to80; and 323 to 327	**Montgomery County**	**New Silver Spring Community Library**
Household Population	931,000	86,610
% Female	52.9%	52.9%
Age Distribution:		
% 0-4 Years Old	6.8%	6.7%
% 5-17 Years Old	19.1%	16.0%
% 18-29 Years Old	12.3%	15.2%
% 30-44 Years Old	23.1%	26.2%
% 45-64 Years Old	27.5%	26.4%
% 65-74 Years Old	5.8%	4.4%
% Over 74 Years Old	5.4%	5.1%
Average Age (years)	36.9	36.5
Race:		
% White	64.0%	53.5%
% Black	16.6%	29.3%
% Asian or Pacific Islander	13.4%	9.5%
% Other	6.0%	7.7%
Hispanic or Latino and Race [1]		
% Hispanic or Latino [1]	13.9%	14.3%
% Not Hispanic White	55.7%	46.7%
Language Spoken at Home		
Persons 5 Years and Older	868,000	80,775
% Speak Language Other than English	35.3%	36.5%
% Speak English less than "Very Well"	9.7%	10.7%
Educational Attainment:		
Persons 25 Years and Older	624,025	59,860
% Less than High School Diploma	7.8%	6.8%
% High School Graduate	22.3%	22.3%
% Associate or Trade School	6.3%	4.3%
% Bachelor's Degree	28.6%	28.1%
% Grad, Professional or Doctoral	35.0%	38.6%
Number of Employed Residents [2]	526,830	45,435
% Females Who Are Employed [2]	68.2%	76.4%
Women with Children Under Age 6	67,840	6,270
% Employed [2]	68.5%	79.1%
Work Location:		
% Montgomery County	59.9%	43.1%
% Prince George's County	5.1%	7.9%
% Elsewhere in Maryland	4.8%	4.1%
% Washington, D.C.	21.5%	35.7%
% Virginia	7.5%	8.6%
% Outside MD-VA-DC	1.1%	0.7%
Work Trip:		
% Driving	77.4%	65.1%
% Alone	72.0%	59.8%
% Carpool	5.3%	5.3%
% Public Transit or Rail	15.5%	27.4%
% Walk/Bicycle/Other	2.8%	3.7%
% Work at Home	4.4%	3.8%
Average Commuting Time to Work (minutes)		
Overall	31.0	30.1
By Car	29.4	26.5
By Public Transit	48.5	40.2

Population is indicated vertically on the left side of the upper portion of the table; *Labor Force* on the lower portion.

* Insufficient data for reliable estimates.
[1] *Those of Hispanic origin may be of any race.*
[2] *Ages 16 and older and employed full- or part-time.*

Source: 2005 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC December 2007.

	Montgomery County	New Silver Spring Community Library
Households by Structure Type	350,000	37,020
% Total Households by Structure Type	100.0%	100.0%
Average Household Size	2.66	2.34
Tenure:		
% Rental	25.7%	49.0%
Average Monthly Costs:		
Homeowner	$1,687	$1,476
Renter	$1,167	$1,010
Residence in April 2000:		
% in Same Home	57.8%	52.9%
% Elsewhere in County	21.8%	17.3%
% Elsewhere in Maryland	4.5%	5.5%
% D.C or Northern Virginia	4.0%	7.5%
% Outside Metro Area	12.0%	16.8%
Median Years in Same Home	6	5
Average Age of Household Head	50.6	48.1
% Households with Foreign Born Head or Spouse	34.8%	31.8%
% Households Speaking Spanish	12.5%	14.0%
Households by Type:		
% Family Households	74.2%	62.8%
% Married-Couple	61.8%	48.6%
% Single-Parent	10.2%	11.3%
% Nonfamily Households	25.6%	37.2%
% Householder Living Alone	23.5%	31.8%
Persons in Households:		
% 1 Person	23.5%	31.8%
% 2 Persons	30.8%	30.3%
% 3 Persons	17.5%	18.4%
% 4 Persons	17.1%	13.2%
% 5+ Persons	11.0%	6.3%
Average Number of Cars	1.9	1.5
% of Households with Computers	89.0%	86.8%
% of these visiting M-NCPPC website	28.9%	30.2%
2004 Household Income Distribution:		
% Under $15,000	4.2%	6.8%
% $15,000 to $29,999	7.3%	11.0%
% $30,000 to $49,999	14.5%	20.4%
% $50,000 to $69,999	15.0%	15.9%
% $70,000 to $99,999	18.6%	18.7%
% $100,000 to 149,999	20.9%	16.7%
% $150,000 to 199,999	8.8%	6.4%
% $200,000+	10.7%	4.2%
2004 Median Household Income	$83,880	$63,590
% of Households Spending More Than 30% of Income on Housing Costs:		
% Homeowners	16.9%	11.7%
% Renters	40.7%	41.2%

(Vertical row labels at left: HOUSING, INCOME)

* Insufficient data for reliable estimates.

Source: 2005 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC December 2007.

Silver Spring's economic, cultural, and physical environment has changed dramatically since 2000. A revitalizing downtown Silver Spring now boasts a large and growing job base, an expanding regional transit hub, and a lively mix of retail, dining, arts, entertainment, and community services. (See attached *Proposed Silver Spring Library* vicinity map.)

Embedded in this busy, multi-use, urban environment, the new Silver Spring library will experience more intensive levels of demand than would be found in a conventional, suburban branch library. One reason is that the user base will expand: The future library will serve not only Silver Spring's large, diverse residential communities, but also people who come downtown to work, shop, commute, go to school, eat out, and more. In addition, various "downtown destination" users may be more likely to access the library at certain hours and days, affecting peak capacity requirements.

This section examines this "downtown destination" component of the library's new service area in greater detail. It profiles three main groups of people—area workers, commuters, and consumers—that a revitalized downtown has attracted in growing numbers since 2000.

The Silver Spring Workforce

Expansion in technology, federal contracting, health services, non-profit and other industry sectors has generated fairly steady growth in job and commercial space throughout the metropolitan region.

Offering more affordable lease rates than downtown Washington D.C., the Silver Spring CBD has captured a significant share of this growth in recent years, adding around 1 million square feet of non-residential space since 2000. Low vacancy rates are spurring additional development, with 860,000 square feet of non-residential space—translating into an estimated 2,375 potential new jobs—currently in the pipeline.

More than 30,000 people currently work in the Silver Spring CBD. The overwhelming majority (80 percent) work in office buildings, with the remainder in retail space (15 percent) and industrial, flex and other space (5 percent).

Class A Commercial Space
Silver Spring Central Business District and Washington, D.C.
Source: CoStar Group, 4th Quarter 2007 Office Space Statistics

	Silver Spring CBD	Washington, DC
Total square footage	3,710,167	19,184,726
Direct Vacancy Rate	2.00%	3.50%
Full Service Direct Lease Rate	$33.95	$51.41

At-Place Employment
Silver Spring Central Business District
Source: M-NCPPC Research & Technology Center;
COG Round 7.1 Cooperative Forecast

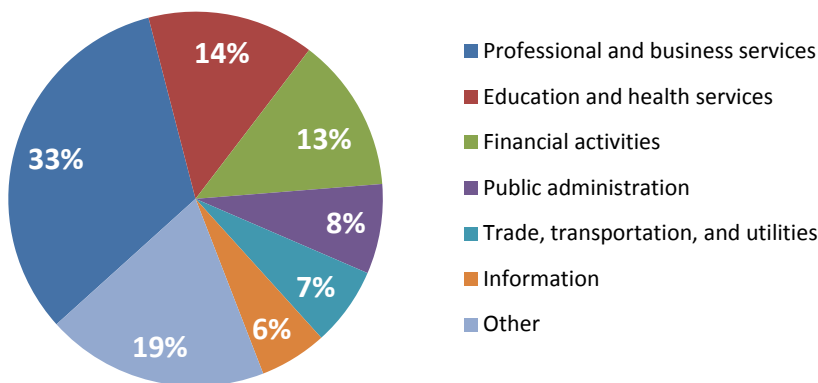|	2005	2010	2020	2030
Office	24,318	25,151	26,466	28,162
Retail	4,715	5,092	5,258	5,487
Industrial	516	532	564	611
Other	885	1,100	1,238	1,304
Total	**30,434**	**31,875**	**33,526**	**35,564**

Proposed Silver Spring Library Vicinity Map

Nearly 900,000 square feet of new commercial space has been approved for construction in the CBD, which will add an estimated 2,375 net new jobs within walking distance of the new library in the next few years, 65 percent of which will be office-based and 13 percent in retail space. The job base is forecast to grow by more than 1,400 (4.7 percent) to between 2005 and 2010 and to 35,500 by 2030.

Downtown Silver Spring's job base is highly diversified, with a mix of professional and trade service employment.

- Professional and business services comprise the single largest job sector, accounting for more than one-third of employment in the Silver Spring CBD. This includes large numbers of people working in industries that generally employ high concentrations of very well-educated, high-income workers, such as computer systems design, management consulting, scientific research and technical services.

- Another one-third of CBD jobs are based in education and health services, financial services, and government sectors. These industries have large numbers of people with advanced professional backgrounds. An example is the National Oceanic and Atmospheric Administration (NOAA), which employs several hundred people on a site adjacent to the Silver Spring Metro. However, these industries also typically employ many people in less skilled and lower paid occupations, such as home health care workers.

- Retail, restaurant and related trade industries, which currently supply 7 percent of local jobs, generally employ less economically and educationally advantaged workers, many of whom are likely to be less skilled immigrants and young people.

Downtown Silver Spring Job Base (2007)
Source: M-NCPPC Research & Technology Center; Dun & Bradstreet

Legend:
- Professional and business services
- Education and health services
- Financial activities
- Public administration
- Trade, transportation, and utilities
- Information
- Other

Pie chart values: 33%, 14%, 13%, 8%, 7%, 6%, 19%

- Downtown Silver Spring is beginning to develop a cluster of media and communications businesses (part of the Information sector), most notably the Discovery Communications headquarters. More recently, National Public Radio (NPR) is contemplating relocating its main facility to Silver Spring. These Information sector industries are adding digital and broadcast media experts, content specialists, and other highly skilled technical and creative employees to the downtown mix.

- Entrepreneurs form yet another potentially important group of future library users. Key features of the revitalized downtown Silver Spring—including a critical mass of innovative industries and talent, growing market opportunities, affordable commercial space, business and financial support services (including the County-run Silver Spring Innovation Center), and a stimulating urban environment—are especially attractive to people seeking to start new ventures.

In short, the demographic profile of people working in downtown Silver Spring is likely to be very similar to that of employed local residents—a mix of highly educated, higher income professionals with diverse skills sets, and cultural backgrounds, and lower skilled, lower paid and/or younger workers; it is likely that immigrants will make up a significant share of both groups. The local workforce, therefore, can be expected to seek a range of services and resources at the new library that is generally similar to that of local residents. One exception is that the library may need to contemplate adding business reference capacity and other services (such as networking and seminar space) to meet demand from local entrepreneurs.

Library traffic from area workers probably would be heaviest during lunch hours and just after the close of the work day.

Top Employment Industries (4-digit NAICS)

Silver Spring Central Business District

Source: M-NCPPC Research & Technology Center analysis of Dun & Bradstreet data

2007 NAICS US Title	Jobs	Establishments
Computer Systems Design & Related Services	2,352	75
Home Health Care Services	1,848	12
Insurance Carriers	1,702	9
Management, Scientific, & Technical Consulting Services	1,675	105
Administration of Economic Program	895	20
Investigation & Security Services	801	40
Business, Professional, Labor, Political Organizations	800	55
Administration of Environmental Quality Programs	735	6
Communications Equipment Manufacturing	643	5
Scientific Research & Development Services	619	26

Silver Spring Central Business District

as of November, 2007

Source: *Pipeline of Approved Development,* M-NCPPC Research & Technology Center

Project Name	General Land Use	Square Feet	Total Jobs	Jobs by Type			
				Office	Retail	Industrial	Other
Colesville Road Hilton/Hampton/Homewood Suites Ho	Hotel	141,972	**(459)**	(568)	-	-	109
Downtown Silver Spring	Mixed Used/Hotels	88,178	**210**	-	53	-	157
836 Bonifant Street	Office	3,409	**15**	15	-	-	-
City Place	Office	299,307	**1,197**	1,197	-	-	-
Easter Seals	Office/Other	41,400	**123**	80	-	-	43
Easley Subdivision (The Adele)	Office/Retail	33,220	**118**	81	38	-	-
United Therapeutics	Office/Retail/R & D	25,770	**320**	78	32	210	-
1200 East West Hwy	Retail	10,600	**27**	-	27	-	-
Blair	Retail	918	**2**	-	2	-	-
Cameron House	Retail	7,330	**18**	-	18	-	-
Jordan & Smith's Addition (930 Wayne)	Retail	1,741	**-**	-	-	-	-
Silver Spring Gateway	Retail	53,027	**133**	-	133	-	-
8711 Georgia Ave Office Building	Retail/Office	152,740	**670**	659	11	-	-
Total Remaining Commercial Development		**859,612**	**2,375**	**1,542**	**314**	**210**	**309**
			100%	65%	13%	9%	13%

Project Name	General Land Use	Dwelling Units
Frazier Property	Multi-family housing	10
Silver Spring Gateway	Multi-family housing	468
Williams and Willste Building (The Auroras)	Multi-family housing	135
1200 Blair Mill Road Condominiums	Multi-family housing	96
1200 East/West Highway	Multi-family housing	247
The Galaxy	Multi-family housing	321
8021 Georgia Avenue	Multi-family housing	210
Easley Subdivision	Multi-family housing	96
814 Thayer Avenue	Multi-family housing	52
Midtown Silver Spring	Multi-family housing	317
Downtown Silver Spring	Multi-family housing	222
Portico	Multi-family housing	158
Cameron House	Multi-family housing	246
Total Remaining Residential Development		**2,578**

Transit Users

Already one of the Washington, D.C. metro region's busiest mass transit hubs, downtown Silver Spring will experience a significant boost in commuter and other transit-based traffic in the next decade.

- Located a short walk from the new library site, the Silver Spring Metro station is one of the busiest in the entire Metrorail system. An average of 14,000 commuters currently access Metro by way of the Silver Spring station each morning and evening, for a total of 28,000 daily commute trips. The new Silver Spring Transit Center will centralize Metrorail, Metrobus, MARC, Ride-On and other services and would have an estimated combined transit ridership of 97,000.

- As shown in the accompanying vicinity map, two out of three proposed alignments of the Purple Line light rail or bus rapid transit system include a station stop at the new Silver Spring library. This new mass transit link, which would carry an estimated 29,000 to 47,000 riders, would bring potential users from Bethesda, Langley Park, the University of Maryland, and other large residential areas to the library's front door. Purple Line commuters and transit-users may be more likely to include college students, immigrants, minorities, and young professionals than transit links to suburban areas outside the Beltway.

The demographic profile of current transit commuters is likely to be generally similar to that of working adults in the primary library service area. Along with highly-paid professionals and government workers employed in downtown Washington, D.C., this group also is likely to include younger workers, students, immigrants, and other low- to middle-income individuals.

Commuters may be far more likely to visit a library that is conveniently located on the way to or from work than to use their own community libraries. A drop-off box allowing patrons to return borrowed materials on the way to or from their commute connections would enhance transit-related library use. Future transit expansions may generate a surge in weekday library use, especially at the end of the day when people are running errands on the way home.

Consumer Base

Rather than competing for users, public libraries benefit from proximity to downtown retail, entertainment and similar downtown attractions—and vice versa. Since 2000, a variety of redevelopment projects have visibly transformed the Silver Spring CBD into a more attractive and vibrant urban destination, with additional redevelopment currently underway or planned. Key projects include the following:

- The American Film Institute opened a state-of-the-art moving image exhibition, education, and cultural center in the restored 1938 Silver Theatre. The new **AFI Silver Theatre and Cultural Center** also features 32,000 square feet of new construction housing two stadium theatres, office and meeting space, and reception and exhibit areas.

- **Discovery Communications** relocated its world headquarters to a 550,000 square foot landmark building on the 3.4 acre "Silver Triangle" formed by Georgia Avenue, Colesville Road, and Wayne Avenue in the core of the Silver Spring CBD. The project includes two public open spaces—Discovery Garden and the Discovery Plaza—and an art wall.

- The **Downtown Redevelopment Project** established a heavily-trafficked retail/entertainment complex along Ellsworth Avenue immediately to the north of the new Silver Spring Library site. The complex currently includes a WholeFoods Market, The Majestic (a 20-screen movie theatre), Borders Books & Music, and a DSW shoe store, along with 4,500 dining seats in a wide array of restaurants and night spots. Across from this complex, a 42,000 square foot **Civic Building** will house the County's Silver Spring Regional Center, the Round House Theater School, and other community spaces. **Veterans Plaza** will provide an ice rink and community open space. A new 2,000-seat hall that will showcase a diverse range of musical performances also is planned.

- **Montgomery College** opened a Health Sciences Building on Georgia Avenue and is converting a former bakery into space for the School of Art and Design at Montgomery College. A new Cultural Arts Center will add a 500-seat music and dance theatre and a 100-seat instructional theatre.

- **South Silver Spring** is emerging as a lively, mixed use neighborhood with high tech businesses, arts enterprises, a coffee house, restaurants, and major new high density residential buildings. Formerly occupied by large industrial and warehouse uses, the area is being made into a more pedestrian-friendly environment with a network of lighted paths connecting housing and commercial uses such as the new Arts Alley.

These and other projects—along with the major transit projects described in the previous section—have enhanced downtown Silver Spring's image and accessibility with significant improvements in traffic and pedestrian circulation, streetscaping, and parking (including a multi-story garage located directly across the street from the new library site on Wayne Avenue).

Revitalization has brought more people into downtown Silver Spring, and enabled them to do more once they are there. A library errand can be combined with a visit to the doctor, meeting a friend for dinner, catching a movie, or a trip to the store. This may help Silver Spring capture a larger share of the regional retail and entertainment market—bringing in new visitors (and potential library patrons) who might otherwise go to Bethesda, Rockville or Washington, D.C.

Perhaps more importantly, a livelier location will encourage people who already are in the area—residents, workers and commuters—to spend more of their free time downtown, including at the library.