

# WHAT THIS PLAN ACCOMPLISHES

- **The Plan’s recommendations are market-oriented, economically feasible, and offer meaningful incentives for long-term revitalization of the CBD.** Realistic recommendations based on Silver Spring’s market niches encourage and support private and public sector investments that contribute to downtown revitalization.
- **Land use and zoning recommendations promote activating uses such as housing, offices, retail, culture, and recreation.** To function and thrive, the downtown must offer a mix of uses to a variety of people.
- **This Plan promotes upgrading the CBD’s appearance to attract investment and activity.** An attractive environment is valuable to both businesses and residents. Street trees, lighting, and a safe pedestrian environment will contribute to downtown revitalization.
- **This Plan promotes the CBD as a center of community civic and cultural life.** Downtowns draw people to work and shop, but also to gather and socialize. Silver Spring lacks activities to bring people downtown. Improved community facilities will also add value to CBD businesses and residences.
- **This Plan advocates public amenities** including providing an open space system in downtown Silver Spring. The Commission must oversee and ensure incorporation of historic structures, parks and recreation facilities, bike trails, and pedestrian connections into downtown development.
- **This Plan promotes downtown revitalization supported by significant and continuing public sector resources.** Public investment in facilities, plans, and programs that leverage and complement private investment will ensure a strong and long-term revitalization.
- **This Plan identifies five Revitalization Areas in the CBD:** Corridors and Gateways, the Core, Ripley District, South Silver Spring and Fenton Village, and tailors recommendations to the unique needs of each area.

## PLAN HIGHLIGHTS

In the past year, businesses, property owners, and residents have reached consensus on an appropriate future for downtown Silver Spring. Redevelopment projects already underway, and recommendations made in this Plan will reshape the CBD into a varied, attractive, and active downtown.

This Plan recognizes that downtown revitalization can’t be completed by a single project, but needs to be an effort of the entire community. Plan recommendations create opportunities for commercial and residential development of varying size and character.

The Plan first describes themes and an overall vision for downtown Silver Spring, and then addresses larger functional issues such as transportation, housing, and public facilities. Specific recommendations address the issues and opportunities in five targeted downtown locations. Finally, the Plan identifies Next Steps that should be taken to implement the recommendations.

## IN SUMMARY

- This Plan confirms the general vision of the 1993 Sector Plan to **rejuvenate Silver Spring's Core as a varied and active town center**, but it redirects the vision from a regional mall with major comparison shopping to a community-oriented downtown of mixed housing, retail, and employment options. Downtown uses, such as regional offices and speciality shops, will serve a broad market.
- This Plan recommends new **zoning initiatives designed to encourage redevelopment** in the major revitalization areas of the downtown: the Core, the Ripley District, South Silver Spring, and Fenton Village.
- The Plan's goal to create a thriving downtown residential community is supported by zoning incentives and redevelopment opportunities designed to **emphasize townhouses and garden apartments** rather than high-rise construction, while providing high-rise potential for the long-term near the Transit Center.
- **Proposed land use impacts on the circulation system are consistent with the 1993 Sector Plan.** Computer modeling has found that within the CBD, land uses and transportation are generally in balance, and the transportation recommendations are essentially the same as in the 1993 Sector Plan.
- This Plan recognizes the County's role as developer through the **strategic siting and programming of community facilities** to encourage and complement private sector development.
- This Plan promotes **reusing and incorporating historic resources** into new projects to preserve Silver Spring's unique past, giving texture and depth to the CBD's redevelopment.
- Stormwater management is the CBD's most important environmental issue. This Plan recommends **new stormwater management options to improve water quality that will not discourage redevelopment.** Such measures can reduce development costs compared to traditional stormwater management structures or required waiver fees.
- **Parcel-specific issues in the Core's urban renewal area are governed by the Adopted Urban Renewal Plan**, which was amended during this planning process to ensure its consistency with this Plan.