

CASE STUDIES

NAME OF PROJECT: SILVER SPRING CORNER/LA.FITNESS

Location: 8616 Cameron Street
Silver Spring, Maryland

Category: Retail – Special Use

Description: Two-story, 48,422 SF building in the heart of the New Downtown Silver Spring, MD, at the intersection of Cameron & Fenton streets. The property is a former Bowl America site.

Opportunity: Silver Spring Corner is a perfect example of Washington Property Company's special talent for identifying under-valued, under-utilized properties that are often overlooked, and then maximizing their potential. The central location in Silver Spring (one of the Washington, DC region's hottest submarkets), convenient access to Metro, and the property's expansive interior space provided the right fundamentals to inspire the WPC team's creative vision for its first retail development in downtown Silver Spring.

Challenges: A \$5 million renovation including demolition and reconfiguring of the interior, re-design of the exterior, new and upgraded utilities and replacement of the entire roof, a section of which was raised to accommodate the tenant's requirements.

Results: L.A. Fitness International, LLC, one of the nation's premiere sports club companies with approximately 135 clubs in operation, chose Silver Spring Corner for its first location in the Washington, DC region.

A sleek modern façade was created for the property incorporating extensive use of glass and metal panels with floor to ceiling glass along Cameron Street on the upper level. Renovation of the entrance now showcases a glass-enclosed, two-story atrium giving high visibility to the space and its landmark signage from Fenton Street, the gateway to the New Downtown Silver Spring.



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