

Long Branch Sector Plan

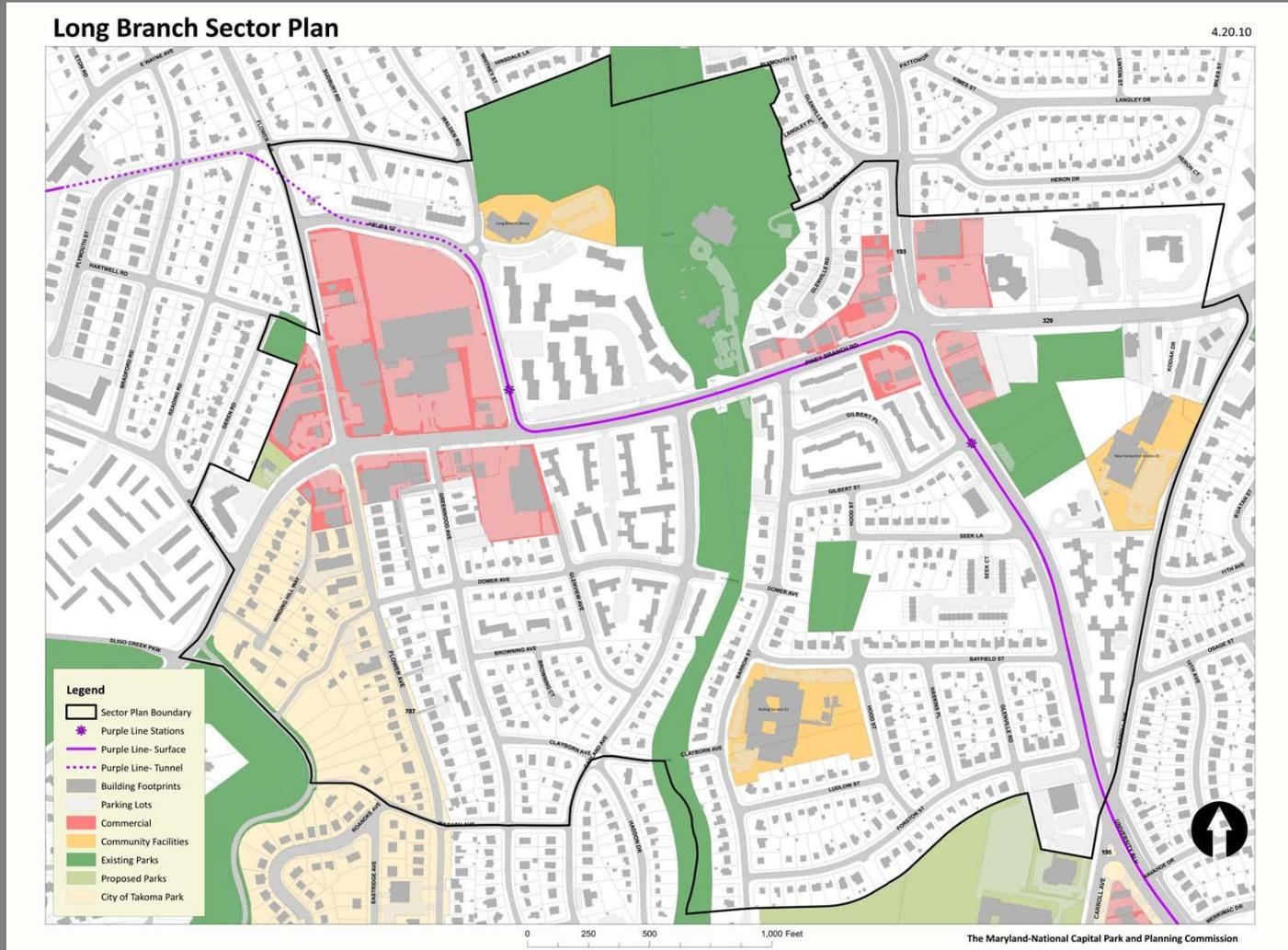


- Existing Conditions
- Work Shop April 21, 2010
- Common Elements
- Alternatives
- Next Steps



Long Branch Sector Plan

Existing Conditions



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Existing Conditions



Buildings

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Existing Conditions



Streets

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Existing Conditions



Open Space

Long Branch Sector Plan

Table 1 (Sarah, Brent, Jon, Joe) Staff: John M.
Tina, Tom, Gary, Steve, Mel

April 21st Workshop



VISION

- Clean healthy vibrant beautiful and safe community that supports family businesses & diversity.
- Locally serving development with a range of services that provides a coherent compatible and interesting architectural design
- Good relationship to surrounding residential development and transportation that focuses on local access and separates dominant through traffic

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Table 2 (Lynn, Tony, Jim, Gabe)
Staff: Rachel, Cherian

April 21st Workshop



VISION

- Vibrant, Clean, Safe
- Community identity
- A community that is not a drain on county resources and neighborhood resources
- Full range of services to meet people's needs
 - health
 - recreation
 - social
- A good/balanced retail mix
- Expanded stream valley park to protect stream that gives space for recreation and gathering, strolling

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Table 2

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CHARACTERISTICS

- New apartments bring people closer to transit, commercial, retail
- Live work and play in this area
- Mixed neighborhood (uses & income) in core area
- Maintain affordability through land trust
- Proximity to Wash DC, schools, transportation
- Address crime
- Wider stream valley
- Additional parking; located in back
- Density (office/retail/grocery) at MD193 and Piney Branch Road
- Beautification \$\$ to fix up existing dwellings
- Mechanism relocate tenants during renovations & same tenants return when renovations completed
- Locate more health services- medical

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Table 3 (Marilyn, Rose, Anita, Detta, Nellie)
Staff: John C, Lisa

April 21st Workshop



VISION

- Long Branch will be brought up to today's planning, zoning, and design standards with a vibrant commercial center that is walk-able throughout while maintaining sustainable economics and ethnic diversity.



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Table 3

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CHARACTERISTICS

- Six story buildings or under
- Maintain existing uses - library, community center, Giant
- Smaller buildings by stream so more park
- Adaptive reuse - Flower Theater
- Redevelop higher density around Purple Line stops
- More short term retail parking
- Change street grid, more sidewalks, curbs
- Green spaces for people to congregate and sit
- Code enforcement
- Expand stream buffer as redevelopment occurs
- Reuse CASA building if relocated
- Security and safety
- More restaurants and small businesses
- Age and character of buildings is area's charm
- Assemble commercial lots
- Remove liquor store
- Street activating uses



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Table 4 (Lindsay, Carlos, Mario, Irma, Rutilio, Jesus, Juana, Emily, Brent) Staff: Ilona, Luis, Brooke

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Vision

- Es verde para caminar y pasar un buen rato, la area se vea mas bonita, mas limpia, y ordenada
- La comunidad sea bien conectado y seguro
- La vida sea mas economica
- Mantener vivienda asequible



Vision

- A green place for walking and having a good time
- Make it more beautiful, cleaner and ordered
- Well connected and safe community
- Make life more affordable
- Maintain affordable housing

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Common Elements

- Mixed Use Development in two core areas
- Urban Plaza
- Access to Transit
- Walking and Biking throughout
- Intersections that work
- Housing- mix & variety in size & type
- Public gathering spaces
- Improve Parks – expand land, water fountains, restrooms & playing fields
- Code Enforcement
- Safety

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Alternative No. 1 Vision

Long Branch will be vibrant safe community that:

- supports major reinvestment of mixed use
- emphasizes a range of local commercial services
- separates pedestrian and vehicular traffic
- balances new design with the surrounding existing residential community

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Alternative No. 1 Characteristics

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4.20.10



Reinvestment

- 10-12 Story Multi-family
- 5-6 stories reinvestment
- 2-3 stories next to neighborhood
- Reuse Flower Theatre

Connections

- Complete Streets
- New Roadway Connections
- Improved Intersections

Open Space

- Expanded Stream Valley Park
- 2 Green Parks/ 4 Urban parks
- Playing Fields
- New Trails



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Alternative No. 2 Vision

Long Branch will be a walkable community with a vibrant commercial center that maintains sustainable economic and ethnic diversity. All reinvestment will be brought up to current planning , zoning and design standards. Long Branch will provide a variety of recreational opportunities and public services for all residents.

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Alternative No. 2

Characteristics

Reinvestment

- Expand two commercial Cores
- 5-6 stories –large commercial core
- New multi-family housing – large commercial core
- Renovate ex. Multi-family Housing
- New Public Services – Library, Health Clinic

Open Space

- Public Gathering Spaces
- 1 Lg. Urban Park/ 2 small parks
- Playing Fields – 2 Renovated
- New Trails

Connections

- Improved Road Network
- Complete Streets
- Improved Intersections

Long Branch Sector Plan

4.20.10



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Next Steps

- Obtain feedback and comments from community
- Determine development numbers for each alternative – amount housing units, commercial square footage
- Develop Transportation model to test each alternative
- Test school capacity based on housing units
- Return to community with staff recommended alternative early summer

E-mail MCP-LongBranch@mncppc-mc.org

More Information: www.montgomeryplanning.org/community/longbranch