



# long branch

montgomery county planning department

Planning  
Board

TOUR



thursday, february 7, 2013

## plan vision

A vision answers the question, "Where do we want to go?" It articulates broadly how a community sees itself, defines its dreams and hopes for the future, and is a reminder of what stakeholders are trying to achieve. This Plan builds on the ideas generated through the planning process and the public's desire to strengthen a sense of community.

Long Branch's vision is structured around four organizing topics:

Community – Creating a strong sense of place and identity through design, parks, and public facilities

Land Use and Zoning – Addressing compatibility issues and providing redevelopment incentives

Sustainability – Creating a place for people that also supports and enhances natural systems

Mobility – Providing options for getting around and integrating connections

# stop one

## Long Branch Town Center

West of the stream valley is Long Branch's commercial core and its most identifiable area, home to many of the community's ethnically diverse businesses. This core and adjacent commercial centers along Flower Avenue and Piney Branch Road (between Arliss Street and Flower Avenue) present the greatest opportunities for positive change:

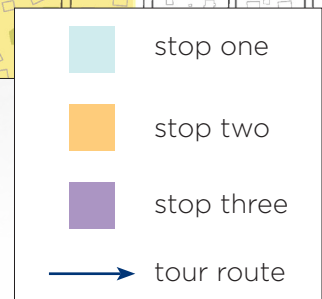
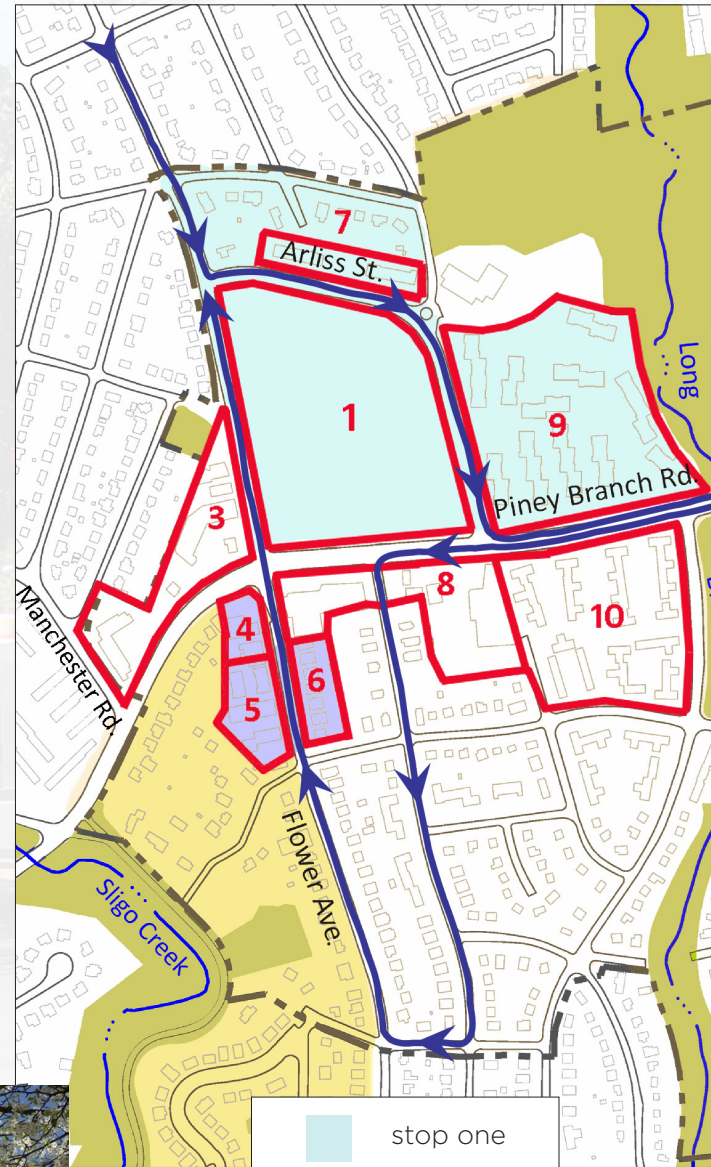
- Their surface parking lots can accommodate infill development.
- They are near densely populated neighborhoods.
- They share a diverse customer base.
- They will be served by the planned Arliss Street Purple Line station.
- The area is anchored by the Flower Theater and Shopping Center, a historic community landmark.

Historic buildings also contribute significantly to community identity by providing continuity and helping support a sense of place; especially when integrated within the fabric of a community. The historic Flower Theater and Shopping Center in Long Branch



are fine examples of a post-war planned commercial/entertainment complex executed in a modernist style. The environmental setting, 8701-8733 Flower Avenue, is a 2.4-acre parcel, which also includes the parking area located in front of the retail building and the parking lot to the north. Designed by Frank Grad and Sons of Newark, NJ and Washington, DC as separate buildings, but unified through materials and detailing, it is representative of the functional nature of modernist architecture. To build on those features, the Plan recommends:

- Integrating the complex into the redevelopment of the Long Branch Town Center.
- Designating the Flower Theater and Shopping Center on the Master Plan of Historic Plan for Historic Preservation.

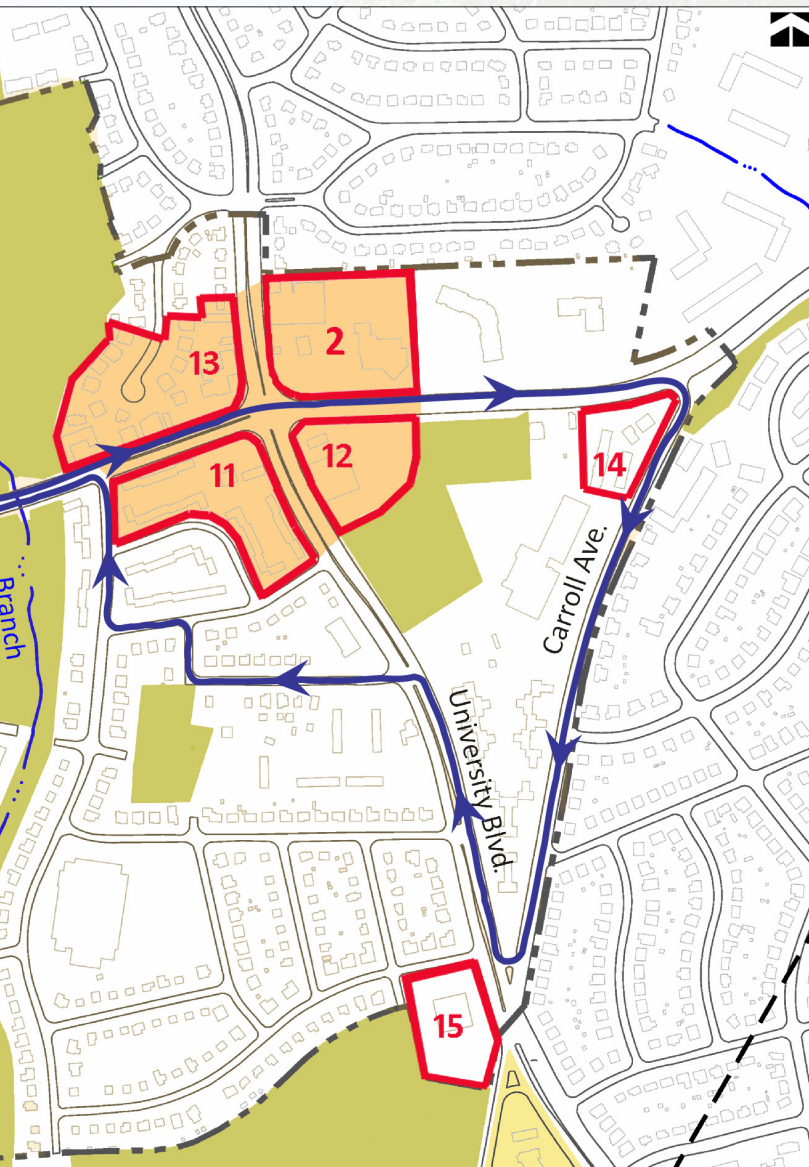




stop two

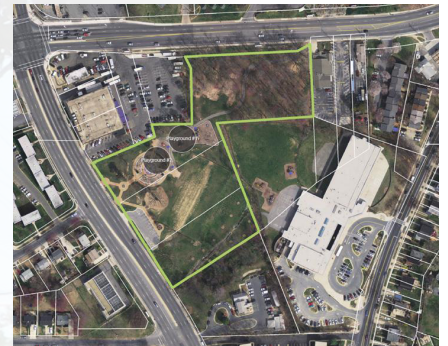
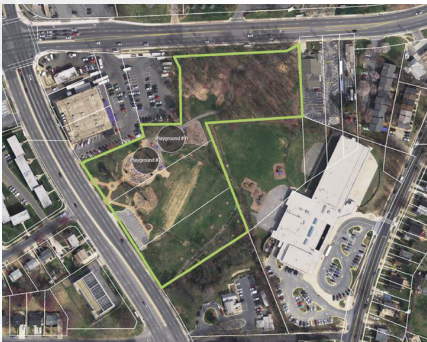
## Piney Branch Neighborhood Village

Long Branch's smaller commercial area is currently located east of the Long Branch stream valley, at the intersection of University Boulevard and Piney Branch Road. It is home to one of the largest transit transfer points in Montgomery County and contains a number of local and commuter serving businesses.



Green streets provide the elements of a public right-of-way—street, sidewalks, crosswalks, trees, bus stops, bicycle lanes, street lighting—but also divert stormwater into landscaped areas. Diverted stormwater is slowed and filtered, plants are watered naturally, and the water is cleaned. By including sidewalks, crosswalks, bus stops, and bicycle lanes green streets also support environmental improvement by lessening the need for automobiles.

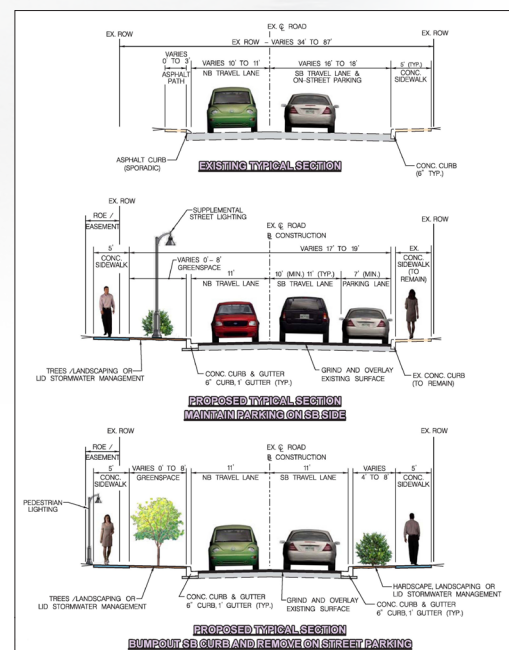
The 4.74-acre New Hampshire Estates Neighborhood Park is located along University Boulevard and Piney Branch Road, adjacent to the New Hampshire Estates Elementary School and within walking distance of the planned Purple Line. It includes a play field, several playgrounds, an urban plaza, and parking.

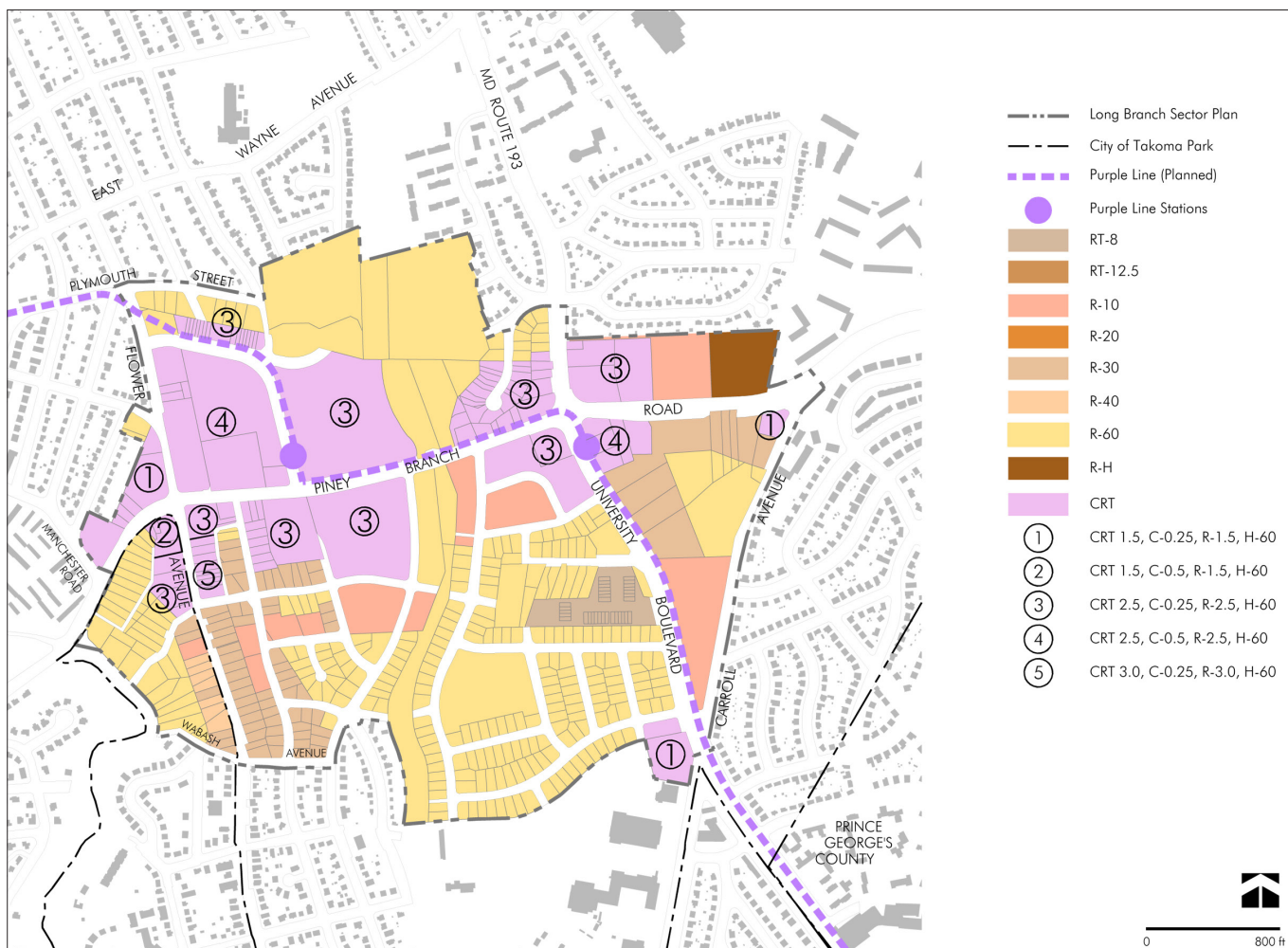


stop three

## City of Takoma Park, Flower Avenue Green Street

Flower Avenue, between Carroll Avenue and Piney Branch Road, is designated as a State highway, but does not function one. The State plans to remove it from their inventory and will pay the City to make street and sidewalk improvements that will transform it into a green street.





The Plan recommends applying the CRT Zones at sufficient densities to provide incentives for private reinvestment, to support the development of a town center, and to provide needed public amenities, such as a central civic green, enhanced parks, and parking. The highest densities are envisioned near planned Purple Line stations.

The key features of the CRT Zone enable the creation of small downtown, mixed-use, and pedestrian-oriented settings, and support land uses appropriate at the edges of larger, more intense downtowns. In addition, the zone limits the size and scale of ground floor retail establishments to preserve a smaller, town center scale. Density incentives are available to sites near transit, including light rail, Metro, MARC, and bus. To promote a more urban development pattern, parking is not allowed directly in front of a building, between the façade and street.

- Apply the CRT Zones to provide for mixed-use development, concentrate commercial uses, promote property assembly, and encourage additional businesses to locate within key investment areas in Long Branch.
- Reconfirm existing single-family residential zones in established single-family neighborhoods to maintain a varied residential character.
- Commercial properties will be rezoned to an appropriate CRT Zone and will be phased through two Sectional Map Amendments to minimize residential displacement and the loss of affordable housing, to leverage public investments, and to encourage infill development with a maximum 3.0 FAR and heights ranging from 35 to 60 feet.