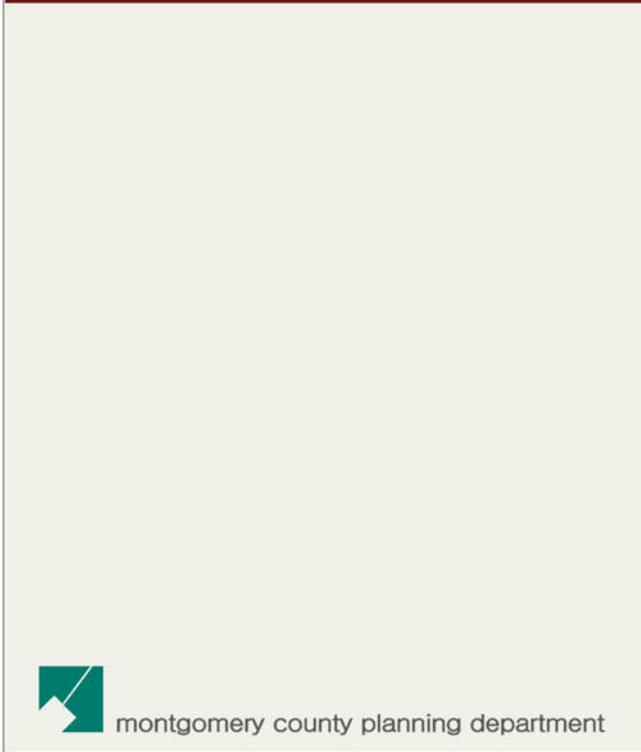


long branch

sector plan planning board draft may 2013



long branch sector plan planning board draft

ABSTRACT

This Plan contains the text and supporting maps for a comprehensive amendment to the 2000 *East Silver Spring Master Plan*, the 2000 *Takoma Park Master Plan*, the *General Plan (on Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties* as amended, the *Master Plan of Highways within Montgomery County* as amended, the *Purple Line Functional Plan*, as amended and the *Master Plan for Historic Preservation in Montgomery County, Maryland*, as amended.

This Plan makes recommendations for land use, transportation, zoning, urban design, environment, and community facilities.

Source of Copies

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Online at montgomeryplanning.org/community/longbranch

Planning Board Draft

long branch sector plan

Prepared by the Montgomery County Planning Department
May 2013

MontgomeryPlanning.org

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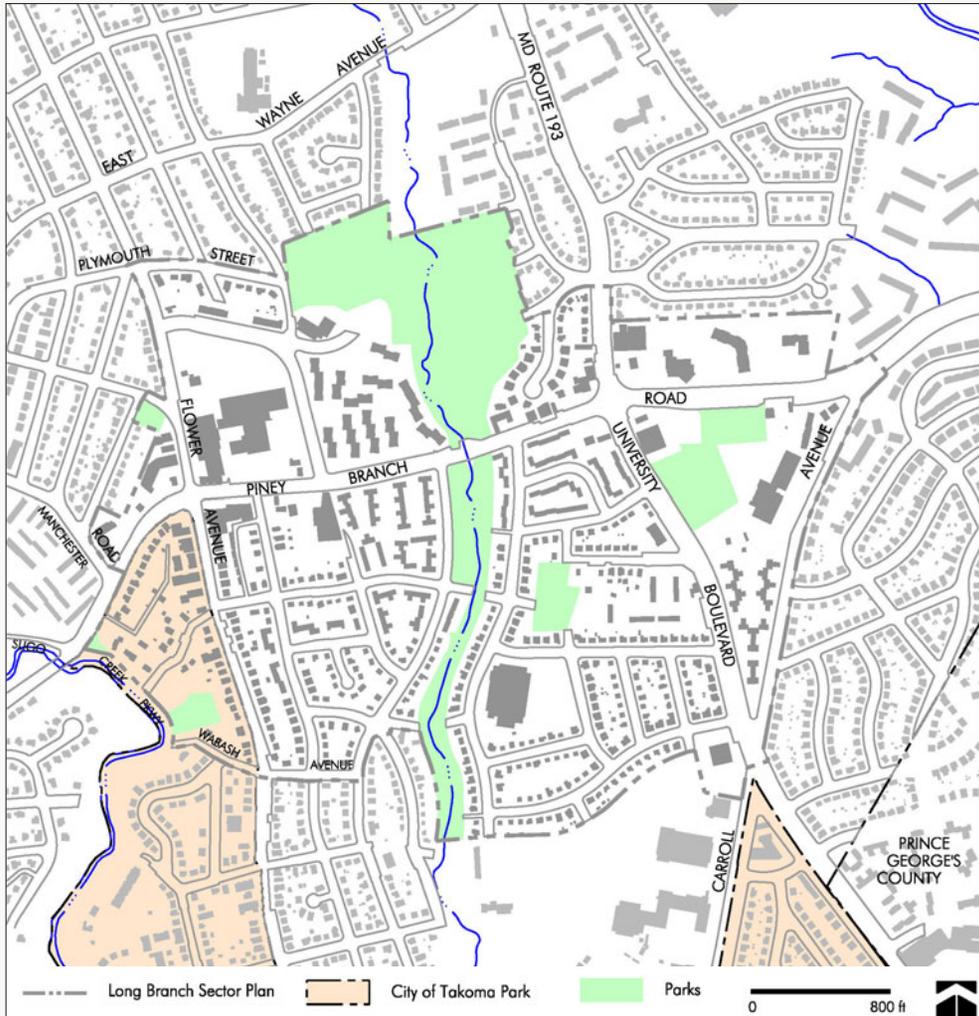
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Map 1 - Sector Plan Boundary

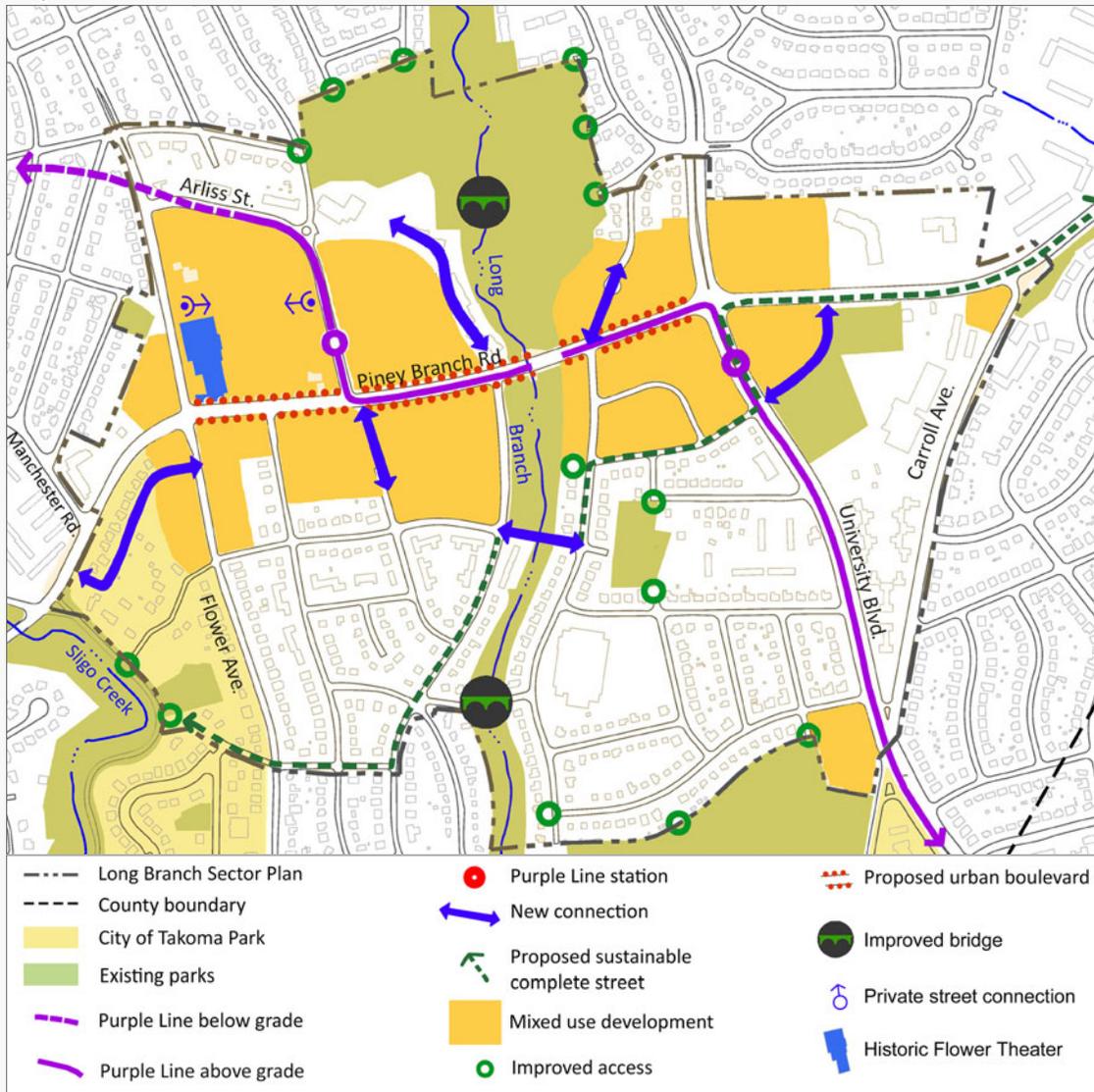


The Long Branch community is located in the eastern portion of Montgomery County, between Langley Park and Silver Spring, less than two miles from Old Town Takoma Park. The boundaries of the approximately 241-acre Plan area are roughly Plymouth Street on the north, Carroll Avenue to the east, Long Branch Creek and Wabash Avenue to the south, and Sligo Creek Parkway and Manchester Road to the west. Its main thoroughfares are Piney Branch Road, University Boulevard, Flower Avenue, and Arliss Street. Together, they provide access to regional employment centers such as the Food and Drug Administration in nearby White Oak, and downtown Washington D.C. Part of the Plan area is also in the City of Takoma Park, including property bounded by Piney Branch Road on the north, Flower Avenue on the east, Wabash Avenue on the south, and Sligo Creek Parkway on the west.

long branch sector plan

The Long Branch Sector Plan envisions a mixed-use, pedestrian-friendly, multi-cultural community that is served by the proposed Purple Line light rail transit system. The Long Branch Sector Plan is one in a series of land use plans for Purple Line station areas in Montgomery County. This proposed 16-mile light rail line between Bethesda and New Carrollton will interconnect activity centers and link to the Washington Metrorail system and other transit. Two Purple Line stations are proposed in Long Branch — one on Arliss Street, just to the north of Piney Branch Road and the other on University Boulevard, just south of its intersection with Piney Branch Road. Both stations provide opportunities to increase mobility for residents, shoppers, and workers and to recast Long Branch as a denser, mixed use, transit-oriented, and pedestrian-friendly place (see Map 2, Sector Plan Vision).

Map 2 - Sector Plan Vision



This Plan also sets the stage for incremental change in Long Branch by protecting its existing community character and the quality of life that both residents and visitors enjoy today. Therefore, the Plan's primary focus is on the commercial and residential areas along Piney Branch Road between Flower Avenue and University Boulevard. The two hubs at either end of Piney Branch Road will help anchor Long Branch and allow a continuous band of development along this corridor. Piney Branch Road will also serve as a gateway boulevard, providing a strong identity; connecting all areas of the greater Long Branch community.

Planning Framework

The 1993 General Plan designates Long Branch as an urban ring community and this Plan reinforces its recommendations to:

- preserve existing neighborhoods
- expand transportation options while accommodating pedestrian needs
- emphasize compact development and housing in transit station areas
- address the needs and desires of a diverse population and local economy

In addition, the 2000 master plans for East Silver Spring and the City of Takoma Park recommended creating a Commercial Revitalization Overlay Zone (CROZ) to foster commercial revitalization. The CROZ was intended to further commercial reinvestment in Long Branch by providing flexibility in development standards, allowing residential uses while limiting others, and guiding design review.

Since 2000, the County Executive has appointed two separate groups to reexamine the Long Branch area. The Long Branch Task Force, as recommended in the East Silver Spring Master Plan, was appointed by the County Executive in 2002 for a three-year term. The task force worked on a series of issues including commercial reinvestment, pedestrian and public safety, improved recreational opportunities, and designating Long Branch as a State Enterprise Zone.

After the task force completed its work, the County Executive appointed the Long Branch Advisory Committee in 2006, for a two-year term. The committee sought additional community input and direction on previous task force recommendations. Accomplishments by the committee included installation of a community center marquee sign, establishment of environmental quality initiatives, and oversight of various volunteer activities.

Additional Studies

Additional studies and programs have been initiated by Montgomery County for the Long Branch area. While not all recommendations have been implemented, this master plan incorporates many of their findings:

Market Study on Existing Conditions in the Long Branch Community

The Montgomery County Department of Housing and Community Affairs (DHCA) retained Economic Research Associates in March 2002 to analyze economic conditions in the commercial district along Flower Avenue and Piney Branch Road. Based on market analyses, the report outlines strategies to strengthen and diversify the commercial district, address physical decline, and establish a pedestrian-scaled neighborhood retail center.

Long Branch Safety Plan

Based upon the work of the Long Branch Task Force, a safety plan was developed in partnership with DHCA and other County departments. It focuses on specific measures that would increase public awareness of safety issues, suggests expanding efforts to make Long Branch a safer and more inviting community for residents and businesses, and establishes a work plan that can be revised regularly as revitalization efforts begin and strengthen.

Montgomery County Pedestrian Safety Initiative

In 2007, the County Executive designated Piney Branch Road, between Flower Avenue and the Montgomery-Prince George's County line, as an area with high incidences of vehicular and pedestrian conflicts. To increase pedestrian safety, County resources, including engineering improvements, public education and enforcement were focused on this area. As a multi-jurisdictional effort, the initiative also includes the City of Takoma Park and the State of Maryland.

Urban Land Institute (ULI) Technical Assistance Panel Report

Sponsored by DHCA in February 2005, ULI conducted a Technical Assistance Report offering proposed land use and real estate development recommendations in the Long Branch area, with a focus on the Super Block, the area surrounded by Arliss Street, Flower Avenue, and Piney Branch Road. There it recommends a mix of land uses that would service the entire community. Further recommendations included increased density and building heights, interconnected pedestrian-friendly streets, enhanced design standards and streetscape improvements, and the creation of a Community Development Corporation (CDC) and a comprehensive parking strategy.

Purple Line Functional Master Plan

The September 2010 Purple Line Functional Master Plan recommends two transit stations in Long Branch, which are incorporated in this Plan as pivotal elements to help shape a new vision for the community.

Community Participation

Throughout the development of the Long Branch Sector Plan the project team and partner community, the City of Takoma Park, met and worked with various individual stakeholders and groups. Participation was also sought from those who normally do not get involved in a planning process.

Initial community outreach began with a listening session in fall 2009 and a subsequent meeting of area tenants, organized by CASA MD, to present and solicit additional input. More community meetings were held during winter 2010, culminating in an intensive workshop in the spring. Here stakeholders refined their input and discussed and developed concepts together for a future Long Branch. At the workshop stakeholders broke into four groups and each generated ideas about the community's future. These included a vision statement, community characteristics, and a future land use map. Each group presented their ideas to all workshop participants, which the project team later refined into two overall concepts for Long Branch. These were presented and discussed at a subsequent community meeting.

Continued community engagement occurred through monthly office hours, staffed by the project team, at the Long Branch Library. Traditional community outreach methods such as flyers, postcards, and websites were also used. Bilingual documents and interpretative services were provided at all public meetings and during project team office hours.

Preliminary recommendations were then presented to the Planning Board at a public meeting held in Long Branch to ensure participation by as many stakeholders as possible. Emerging ideas were presented and discussed with the Planning Board and public together. Additional community meetings were held in spring 2012 to secure even more input.

Community Values and Planning Principles

The overarching goal of this Plan has been to capture the dreams, hopes, and aspirations for Long Branch, as expressed by its residents and stakeholders, but balanced by realistic and achievable objectives. Community values helped shape and balance the Plan's framework and collaboration by residents, stakeholders and elected officials helped to formulate a shared vision and planning principles to guide long term growth in Long Branch.

Community concerns about safety, civic engagement, and health can be influenced by this Plan's land use and zoning recommendations, but also require the participation of County social and service agencies. Concerns about affordable housing, community character, and small business retention and development are more typical land use and zoning topics, but have a social component as well. This Sector Plan seeks to address the Long Branch community's unrealized potential and encourage reinvestment by supporting the following principles:

Community

- Create mixed-use, transit-oriented land uses around transit stations to foster reinvestment and development of commercial and residential uses.
- Use proposed Purple Line stations as unifying elements and to contribute to creating a sense of place.
- Increase public safety in the design of public spaces, parks, and trails.
- Incorporate new and improved parks, schools, streets, and other community amenities when redevelopment occurs.
- Improve the quality of life by supporting efforts to improve safety, civic engagement, and health.

Land Use, Zoning, and Character

- Preserve and improve the community's affordable housing and small scale commercial uses by leveraging proximity to Purple Line stations and supporting the application of flexible zoning, density incentives, and expanded economic development programs.
- Provide various housing options that serve all residents at different life stages and economic levels.
- Preserve and protect historic resources for future generations. Add the Flower Theater (limited to the theater facade, two adjoining shoulders, and second wall plane to a depth of 40 feet from the theater building line) to the Locational Atlas and Index of Historic Sites and implement design guidelines to encourage compatible and appropriate future development nearby.

Mobility

- Provide a full range of travel modes that support connectivity for residents and visitors within and throughout the community.
- Develop a safe and integrated pedestrian and bicycle network, one that connects within and throughout the community and is linked to parks, trails, schools, businesses, and future Purple Line stations.
- Establish Piney Branch Road as an urban boulevard that links the Long Branch community and accommodates all modes of transportation.
- Accommodate new streets and connections to disperse traffic and separate through from local traffic.

Sustainability

- Protect natural features by ensuring that new development limits its impact on the environment.
- Reduce the carbon footprint by increasing tree canopy, reducing impervious surfaces, using native plants in landscaping, increasing pedestrian links, supporting community gardens, and applying LEED standards when reviewing new development or reinvestment projects.
- Enhance the existing park system and improve stewardship through educational partnerships with local schools and community groups.
- Realize a hierarchy of parks and public and private open spaces and facilities that incorporate gathering places of varying sizes, serving all community members and visitors.

long branch today

Long Branch Described

Community

The decades following World War II introduced enormous changes to the Washington region. As the number and size of federal agencies expanded, newcomers flocked to the government boomtown. Returning veterans and newly arrived government workers contributed to the transformation of Washington from capital city into a metropolitan region. Seeking new homes, they joined an exodus to the Maryland and Virginia suburbs. Housing developments in the Washington area mushroomed during this era. In the 1940s and 1950s, Washington, D.C. suburbs were third in the country in terms of growth.

During this time Long Branch developed quickly, primarily as a residential community with numerous starter homes (modestly sized, single-family detached homes), many of which were built with the help of FHA and VA home loan programs. In addition, a number of apartment complexes and individual apartment buildings were constructed and single-family homes were converted to multifamily use. In many instances, multifamily residences were built on parcels originally intended for single-family homes. The development of multifamily housing was important to the area's future growth, as apartments were the first home for many transplants and others new to the area. As Long Branch grew into a desirable place to live, many single-family starter homes were improved with additions, allowing homeowners to remain in the community rather than relocate.

By the 1960s, Long Branch had become an attractive gateway into Montgomery County for new residents, many of whom moved from neighboring Prince George's County and the District of Columbia. This pattern would continue until the 1980s when there would be a large influx of immigrants from Central America. These new residents bypassed initial settlement in Washington, D.C. and instead chose to settle in suburban edge communities, such as Long Branch, which offered a better quality of life, numerous public amenities, and fine government services.

These newest Long Branch residents faced language, cultural, and economic barriers and did not easily assimilate into the community. A rapid change in income levels and racial composition created tension between existing residents and newcomers, resulting in many African-American and White residents moving away from Long Branch. The change in racial makeup would continue as more immigrants began to settle there, primarily due to the community's large supply of entry-level housing (affordable rental units and reasonably priced single-family homes), access to high quality Montgomery County schools, a well-connected public transit system, easy access to major employment centers, and well developed parks and community facilities. Such amenities, which provide an enhanced quality of life, proved very attractive to these new residents.

Currently, Long Branch can be described as a distinct, multi-ethnic community, characterized as both a neighborhood of modest single-family detached homes with well-manicured lawns and an urban place with densely populated multifamily dwellings and well-leased shopping centers. While Long Branch's edges have retained much of their original suburban character, the community's commercial core has taken on the appearance of an aging, yet bustling small downtown.

These higher densities have helped transform Long Branch's commercial core and close-in neighborhoods into a de-facto transit-oriented community. Residents and businesses depend heavily on transit and have some of the highest rates of transit use in the County. Many Long Branch residents typically walk, cycle, or use the area's already impressive transit system (a system that will only improve once the Purple Line is introduced) to patronize the community's shops and public amenities.

The decades following World War II introduced enormous changes to Long Branch's population which is becoming even more diverse, with representation from nearly 50 countries. Hispanics, with origins in Central America, are the dominant ethnic group with smaller, but still diverse populations that hail from Asia, West Africa, and the Caribbean. That diversity is further reflected in the nearly one hundred small businesses that populate the area's shopping centers. These businesses have helped shape a local economy that provides jobs, goods, and services; catering primarily to the local, ethnic population.

While these global entrepreneurs may appear to target a narrowly defined market, many Long Branch businesses are quite popular regionally, including its ethnic groceries and restaurants. These diverse businesses have helped make Long Branch a popular stop along Maryland's International Corridor, which spans Montgomery and Prince George's Counties, and the northern part of the City of Takoma Park.

Land Use, Zoning, and Character

Long Branch remains an attractive place primarily due to its continued affordability and proximity to downtown Silver Spring, the District of Columbia, and employment centers. However, Long Branch has not seen significant physical improvements or major reinvestment, even though it is home to higher population densities than are typical for other parts of Montgomery County. Much of this density is concentrated within aging multifamily dwellings, home to among Montgomery County's lowest income residents. Excessive wear and tear and deferred maintenance have reduced the life expectancy of many of these dwellings, which are predominantly rental and in need of repair and/or reinvestment to remain viable.

There are two distinct commercial areas in Long Branch, located at either end of Piney Branch Road. Both have a suburban character with large parking lots, limited sidewalk connections and little, if any, streetscape enhancements, such as trees and benches. Even though the quality of the physical environment may be lacking, many of Long Branch's shops and stores remain vibrant and well-used. They are home to numerous small businesses that provide much needed shopping, services, and employment opportunities for area residents.

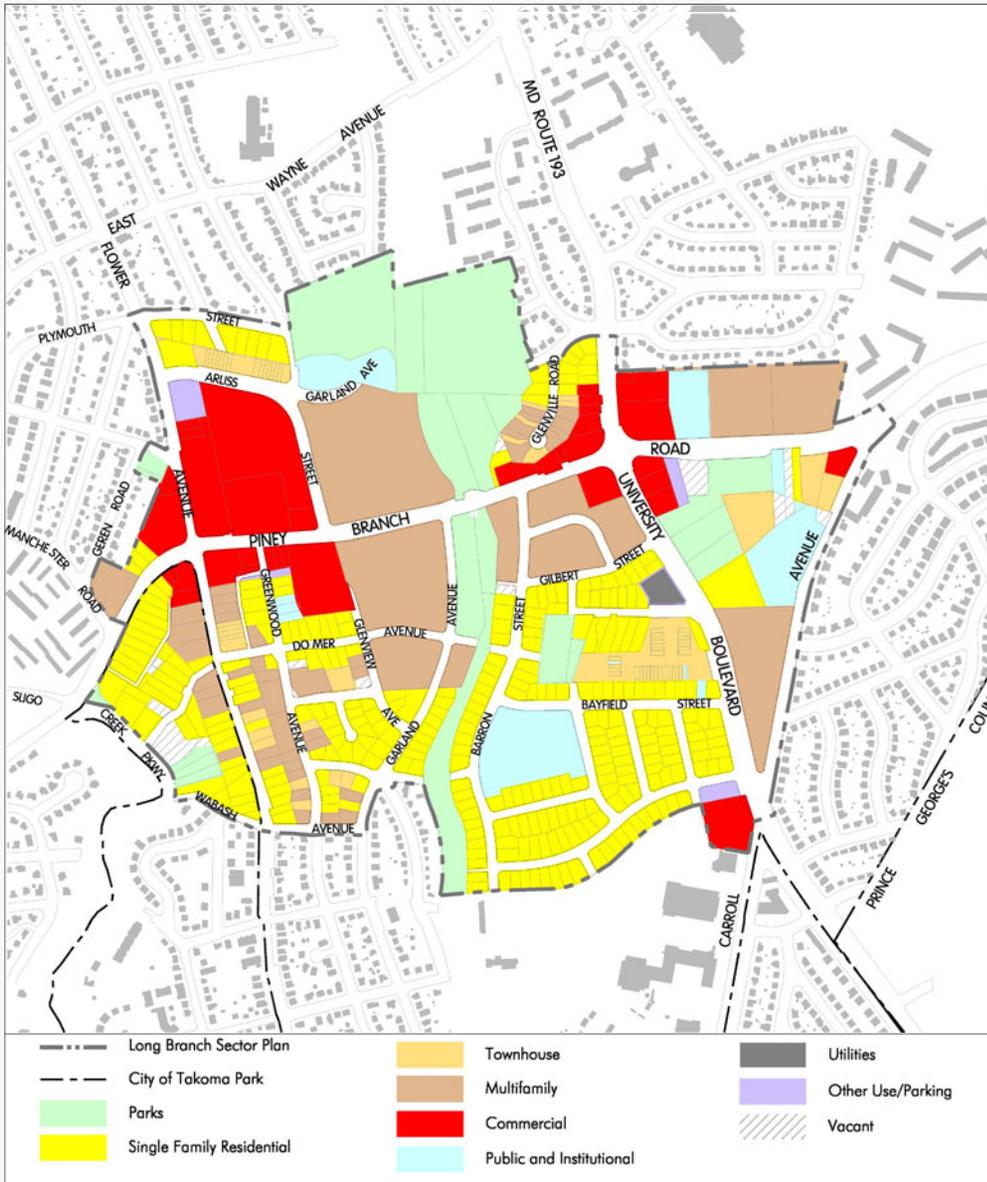


Transit-oriented development (TOD) is a mixed residential and commercial area designed to maximize access to public transport by incorporating features that encourage transit ridership. TODs are typically centered on a transit station or stop, surrounded by higher-density development. TODs are located within a radius of one-quarter to one-half mile of a transit stop—within walking distance for pedestrians.



The central artery of the International Corridor is University Boulevard, from the power lines east of Riggs Road (near 20th Avenue) to the end of the commercial strip just west of Piney Branch Road. Also included are short sections of Riggs Road, New Hampshire Avenue, Holton Lane, Piney Branch Road, and Flower Avenue.

Map 3 - Existing Land Use



Among the challenges faced by Long Branch will be to ensure that rental and ownership costs, for either homes or businesses, remain affordable, while also providing mechanisms to strengthen code enforcement and provide incentives to encourage reinvestment. Current land use and zoning policies have not done enough to encourage reinvestment and may have inadvertently led to decline. Many properties are not zoned appropriately and lack sufficient density to spur private investment. This Sector Plan addresses those issues with recommendations that encourage appropriate levels of reinvestment and support for incremental redevelopment.

Land Use

While Long Branch offers a mix of commercial, residential, and institutional uses, it can be generally characterized as an older, modestly scaled, lower-density community. The housing stock is between 50 and 80 years old and ranges from single-family homes to larger apartment complexes. As a result, many structures predate current building standards and zoning codes and they lack desired amenities (e.g., green space, sidewalks, and adequate parking). In addition, some existing buildings are located within flood plains or stream corridors.

Aging single-story shopping centers, and in some cases converted residences, provide commercial space in the community's core. Many of these stores and businesses serve surrounding neighborhoods and are locally-owned. Long Branch is also home to the historic Flower Theater. Now vacant, it has been a community landmark since its opening in 1950. While the adjacent Flower Center shopping center has benefited from the County's façade improvement program it has unfortunately lost much of its architectural grace and character through that process.

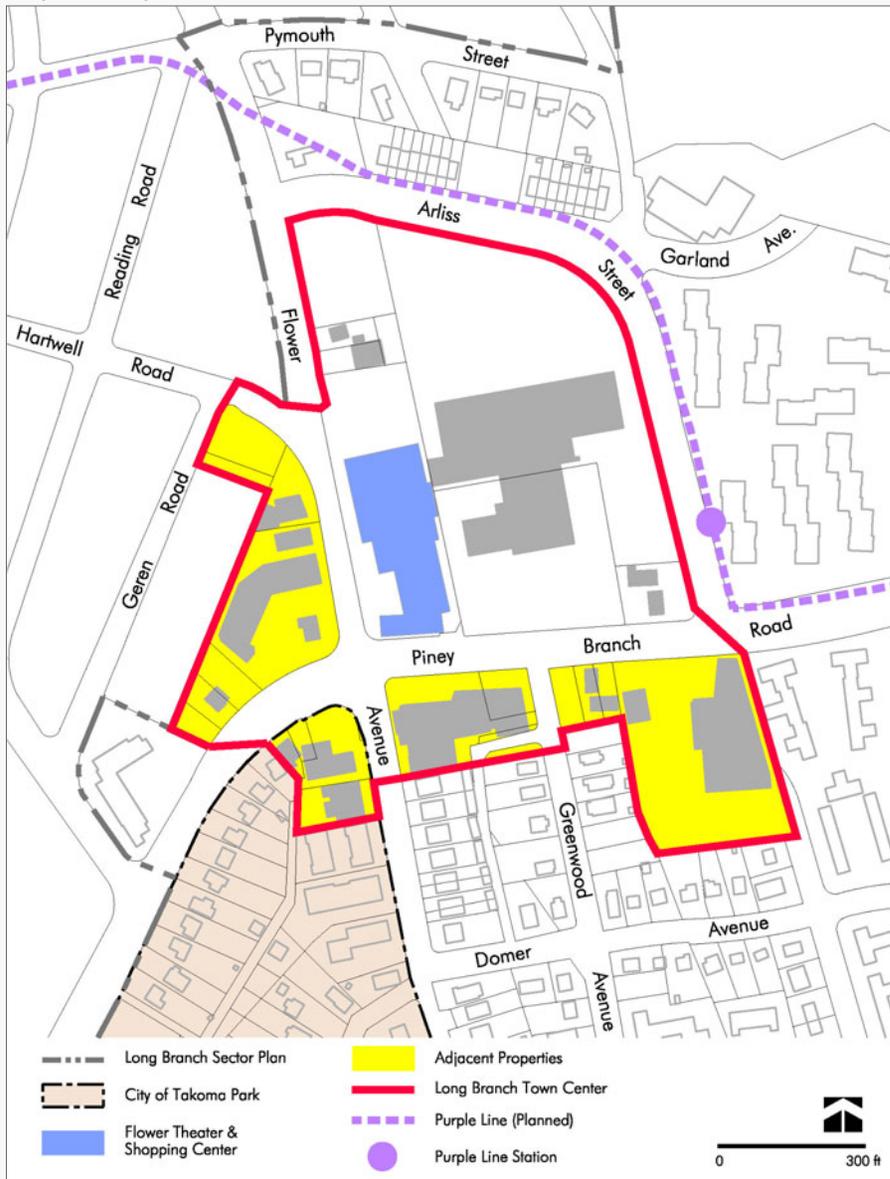
While remaining vibrant, Long Branch lacks the formal public gathering spaces associated with special places. Consequently, area residents have taken it upon themselves to capture informal public spaces that act as de-facto town squares. These include many of the large parking lots along Flower Avenue at Arliss Street and Carroll Avenue at University Boulevard. One such space has taken on a more formal role and is now home to the community's popular holiday market.

The centrally located Long Branch Stream Valley Park is part of a larger 36-acre network of parkland. It is a green spine, which includes a network of links and trails that provide alternate routes throughout the Plan area, particularly to public facilities. While these connections are well used, many are viewed as unsafe.



The trail system provides access to the Long Branch Community Recreation Center, Long Branch Senior Center, Long Branch Library, Long Branch Pool, Rolling Terrace Elementary School, and New Hampshire Estates Elementary School.

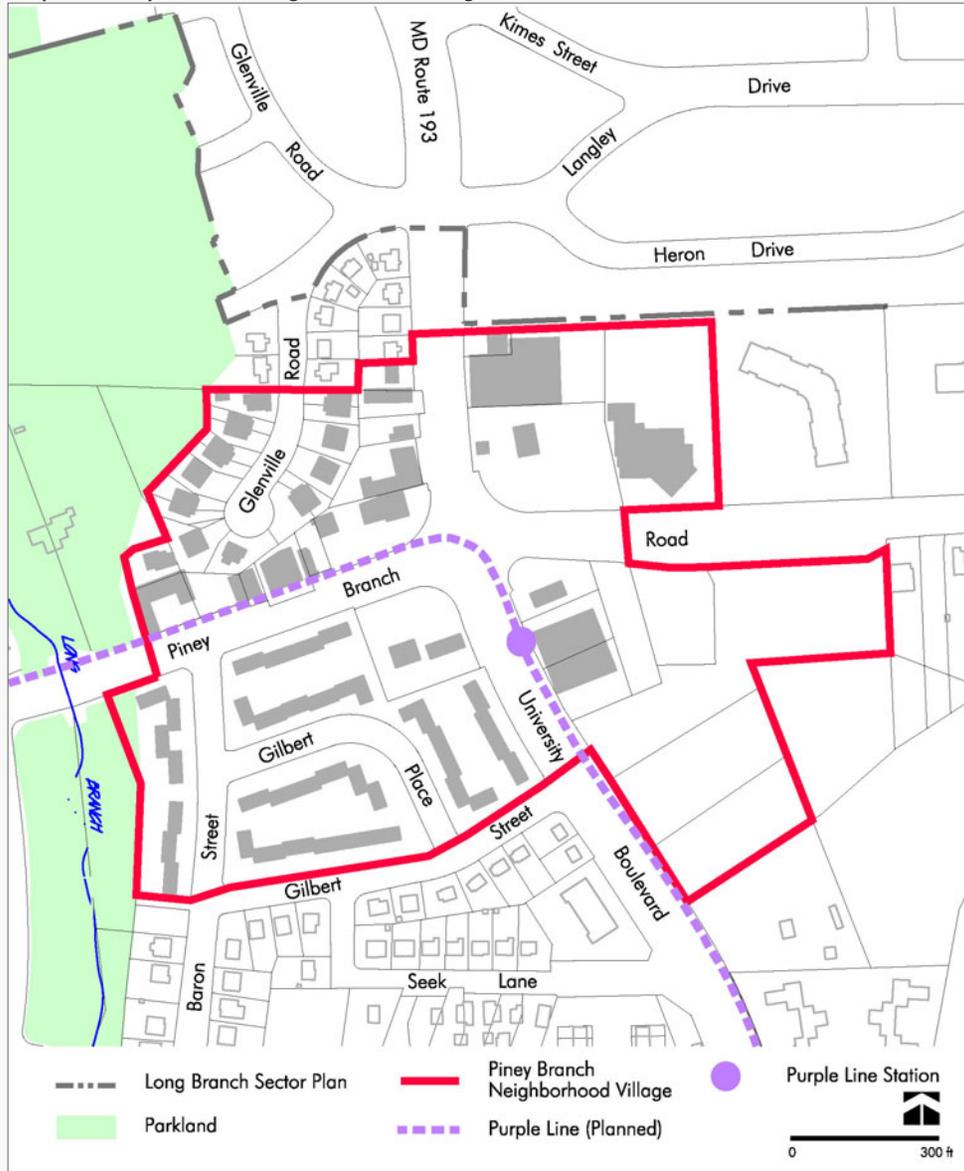
Map 4 - Long Branch Town Center



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 (see Map 4, Long Branch Town Center). 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.

Map 5 - 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 (see Map 5, Piney Branch Neighborhood Village).

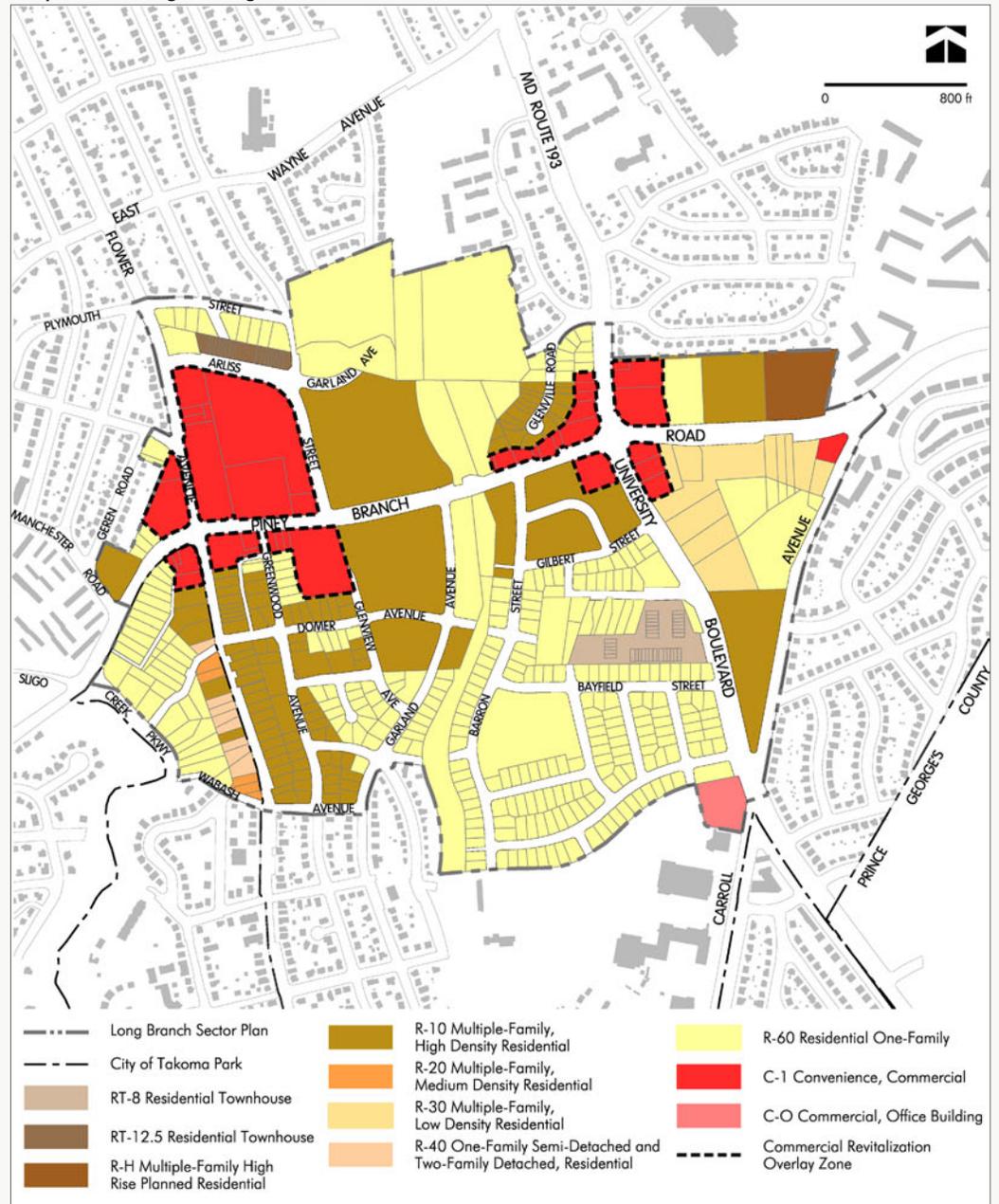
Zoning

As one of the oldest communities in Montgomery County, Long Branch's development pattern has been shaped by the 1928 Zoning Ordinance. Most multifamily units were developed under a residential zone that required a lot area of only 625 square feet per dwelling unit. This liberal standard allowed at least one residential unit on even the smallest of lots. The zone also had minimal requirements for parking, open space, and amenities. In 1954, Montgomery County introduced a series of new zoning districts, followed by changes to minimum lot area requirements in 1958. Since many residential properties in Long Branch could not meet the new requirements they became nonconforming, still reflecting the original pattern of development. As a result, many of today's residential uses in Long Branch are on undersized lots and in some instances they have been converted to office and retail. Redevelopment or expansion has been complicated because current development standards cannot be met and consequently, land assembly is required.

The 2000 East Silver Spring and City of Takoma Park Master Plans acknowledged that current zoning patterns affect the potential for commercial redevelopment. Both introduced the Commercial Revitalization Overlay Zone (CROZ), envisioned for commercially zoned properties in Long Branch to:

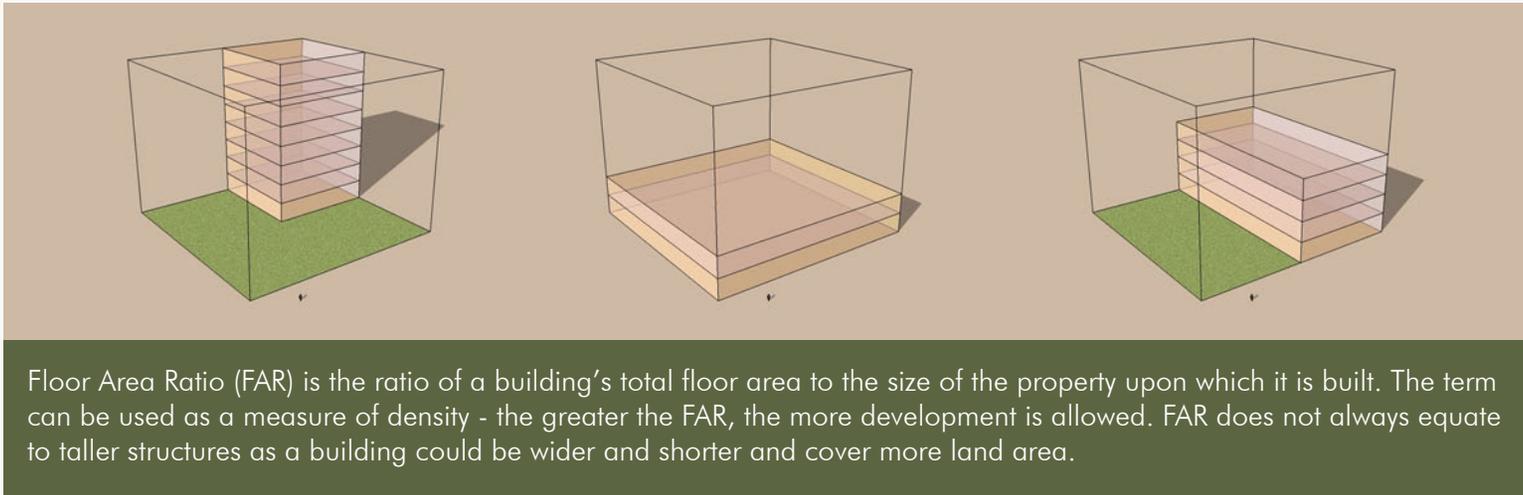
- foster economic vitality and an attractive community character
- enhance the pedestrian environment and circulation for pedestrians, bicyclists and vehicles
- ensure consistency with the Plan vision or specific existing commercial areas
- apply flexible regulations accommodating mixed residential and commercial uses and better design

Map 6 - Existing Zoning



While the application of the CROZ has not been entirely effective in Long Branch, this Plan's recommendations will provide an enhanced and comprehensive blueprint to direct future economic growth and development.

The average floor area ratio (FAR) for commercial development in Long Branch is about 0.35, which is quite low. In 2005, the ULI study commissioned by the DHCA, suggested that a catalytic project, such as the planned Purple Line, combined with increases in FAR through new zoning regulations were necessary to encourage reinvestment and new development. While current zoning regulations do not approach the ULI recommendations, the Sector Plan does support most of its findings and the application of financial incentives to spur redevelopment.



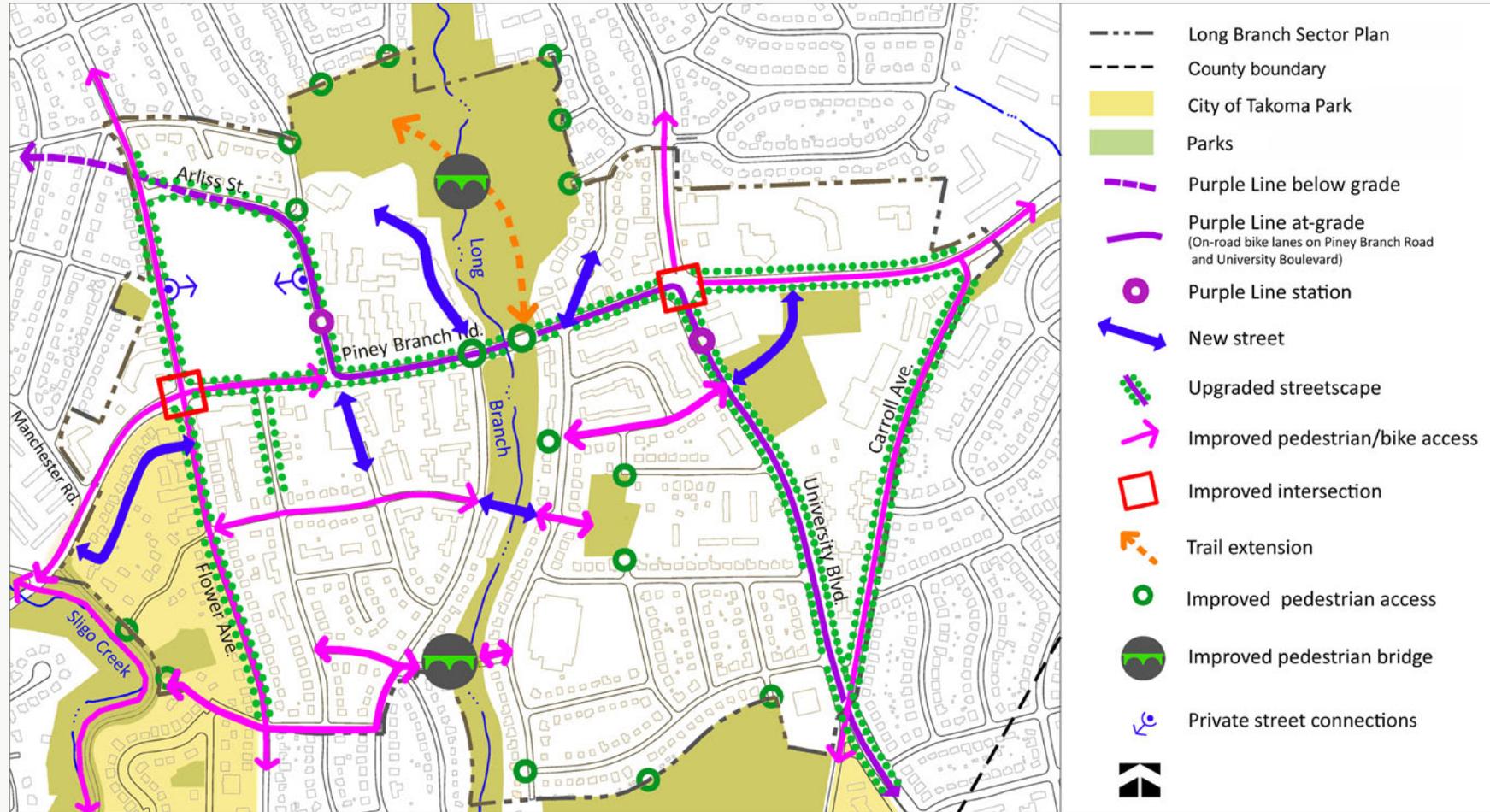
Character

Though surrounded by parks, Long Branch lacks a memorable public realm. In addition to traditional public gathering places, properly designed streets and broad sidewalks can serve as informal public spaces. These are often the first choice for residents and visitors when socializing. Unfortunately, many of Long Branch's streets are designed primarily for the automobile, with narrow or incomplete sidewalks that are minimally buffered from traffic. The combination of heavy traffic, large surface parking lots, buildings that are set well back from sidewalks and a lacking streetscape result in an inhospitable pedestrian environment. The Plan proposes pedestrian-friendly development that will improve Long Branch's character for all users and include well-placed and active gathering places. By creating a linked network of public and private spaces, the Plan supports opportunities to enhance community health, recreation, civic interaction, and collaboration.

Mobility

Today, Long Branch's circulation patterns are disjointed and lack alternatives. Local traffic, even pedestrians and bicyclists, are often forced to use Piney Branch Road or University Boulevard because of missing links in the system. The Sector Plan proposes to enhance connectivity by providing a more balanced transportation system with improved connections, wider sidewalks, safer intersections, new or improved streets, and better access to transit (see Map 7, Mobility).

Map 7 - Mobility



Pedestrian and Cyclists

Sidewalks and bikeways are the primary circulation routes for pedestrians and cyclists in Long Branch and it is important that they function safely and efficiently. But based on a 2008 analysis of crash data, Piney Branch Road between Flower Avenue and the Prince George's County line is one of the County's High Incidence Areas for pedestrian crashes. New and improved sidewalks and bikeways will enhance connections within the broader Long Branch community, filling gaps in an off-road bicycle network that stretches from Long Branch/Takoma Langley Crossroads to Bethesda, the National Institutes of Health, and the Walter Reed Army Medical Center via Silver Spring.

Transit

Long Branch depends upon an efficient transit system and is currently served by six bus routes. The main transit corridors are along University Boulevard, Flower Avenue, and Piney Branch Road. Major transfer points for riders are at the intersections of Piney Branch Road and University Boulevard and Flower Avenue. The planned Purple Line light rail system will help supplement existing transit options and provide direct connections to the Red, Green, and Orange Metrorail lines. Under the Locally Preferred Alternative (LPA), recommended in the Purple Line Functional Plan, two Purple Line stations are to be located in the Plan area:

- Long Branch Station - Arliss Street north of Piney Branch Road intersection
- Piney Branch Road Station - University Boulevard (median) south of Piney Branch Road intersection.

Streets, Intersections, and Rights-of-Way

The majority of master-planned roads within Long Branch are maintained and operated by the Maryland State Highway Administration (SHA), which limits control over many aspects of function and design. The Plan recommends improvements to and the construction of new local streets to address functionality, improve streetscapes, and fill gaps in the existing street network.

Sustainability

The Plan's recommendations unite long-term county and State sustainability goals with site specific recommendations to address and mitigate Long Branch's existing environmental issues. Plan recommendations are designed to improve water quality and plant and wildlife habitats, reduce the heat island effect, and enhance quality of life in support of a sustainable and healthy community. Through the gradual implementation of these recommendations significant performance benefits, impact reduction, and improved quality of life will be realized. All environmental recommendations fall under one or more of the following categories: Water, Ecology, and Energy.

Water

Water quality in Long Branch currently ranges from fair to poor, primarily because of extensive impervious cover (48 percent) and the poor management and treatment of stormwater. Without appropriate treatment, stormwater currently flows over pavement, picking up and depositing debris, oil, soil, solvents, and other pollutants into streams and drainage channels. Since current stormwater management systems are designed to concentrate runoff, accumulated water increases in velocity as it travels and when discharged into streams, banks erode, sedimentation occurs, and water quality is reduced.

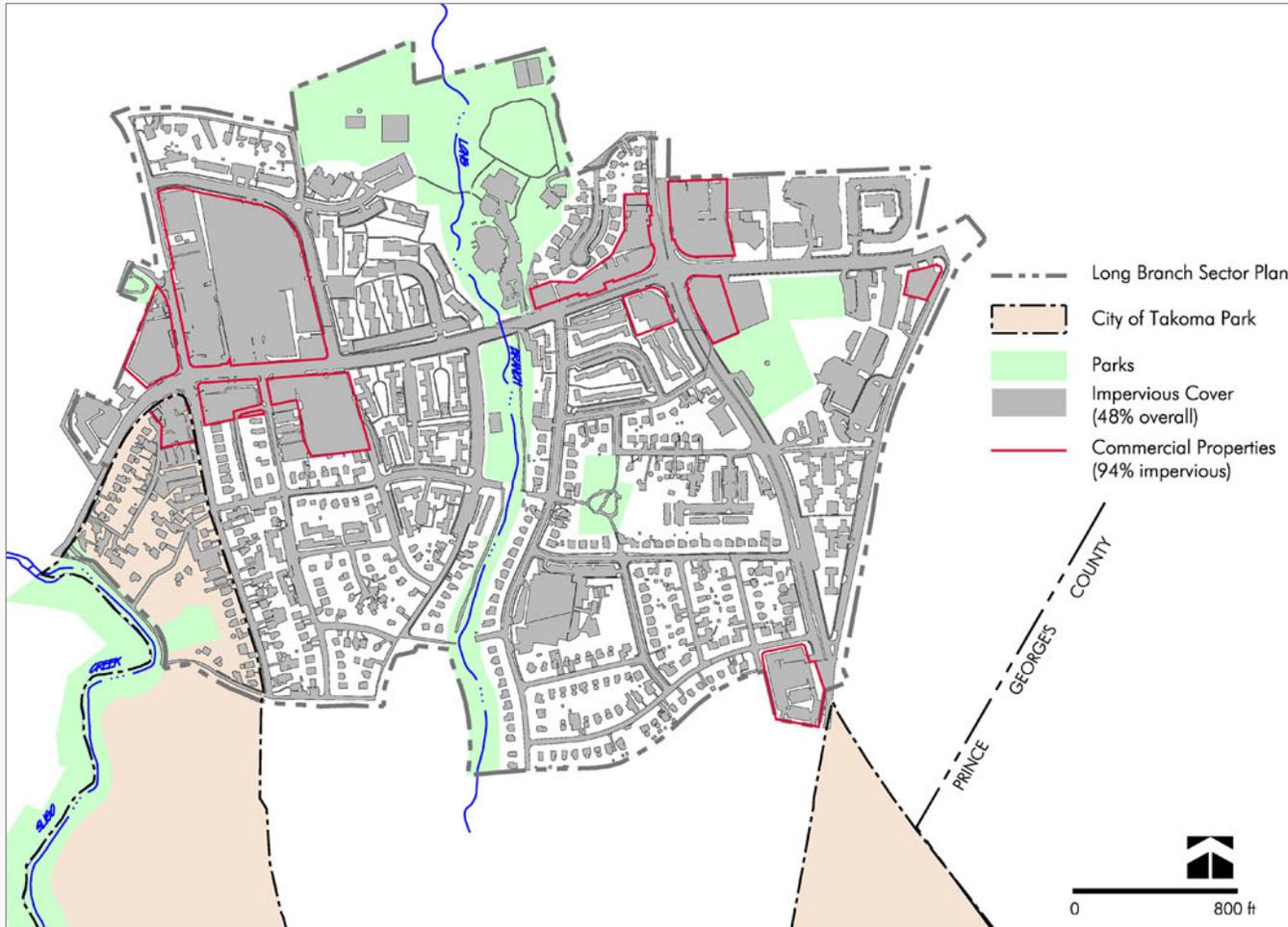
Ecology

Long Branch stream valley, a public park, runs through the heart of the Sector Plan area. It is a desirable amenity, providing an attractive destination for many residents and visitors. It also offers educational opportunities, a cool respite from the summer heat, plant and wildlife habitats, and a naturalized stream channel. However, it is difficult to access, contains unstable slopes and its ecology has been impaired by many invasive plant and animal species. Some residential buildings and park facilities are also scattered within the stream's buffer area. In addition, Long Branch's central commercial core, with an impervious patchwork of buildings and paved parking lots and drives, fragments natural habitats and severely impacts opportunities for migratory nesting, food, and shelter (see Map 8, Stream Valley Buffers and Map 9, Impervious Cover).

Map 8 - Stream Valley Buffers



Map 9 - Impervious Cover



Energy

The majority of homes and commercial buildings within the Plan area were constructed between 1930 and 1970, a time when adequate insulation to reduce energy demand was not considered important. Consequently, many of these buildings require a lot of energy to heat and cool, which is a special concern since most fuel in Montgomery County comes from nonrenewable resources, such as coal, oil, and other fossil fuels. The use of carbon-based fuels can result in significant emissions of greenhouse gases and pollutants.

Community Concerns

Quality of Life

During community outreach forums residents and stakeholders expressed many concerns about quality of life in Long Branch. The Long Branch community currently suffers from a variety of social ills, including higher incidences of crime, poverty, and unemployment than the rest of Montgomery County. While the Plan recognizes these issues, its focus must be on advancing a transformative vision of the physical environment. Therefore, its recommendations are for land use and zoning, and comprehensive strategies that address strengthening the community, improving mobility, and encouraging sustainability to enhance quality of life.

Previous studies commissioned by DHCA have suggested that these issues, along with an aging physical infrastructure and outdated zoning regulations, have inhibited private investment. Consequently, the County and other agencies have allocated considerable resources to the Long Branch area in efforts to improve its physical form and social conditions. However, this Plan further recognizes that a community's social issues cannot be solved through just land use and zoning recommendations and fully supports the efforts of other agencies, organizations, and individuals. The Sector Plan recognizes the community's challenges to improve livability and supports efforts that address improved safety, civic engagement, and health.

Safety

Increased population densities in Long Branch and its shared borders with Takoma Park and Prince George's County can cause response issues for emergency service providers. In the past, the City of Takoma Park and Montgomery County Police Departments have worked with government officials and other area stakeholders to implement the DHCA-sponsored Montgomery County Pedestrian Safety Initiative and Long Branch Safety Plan recommendations. The Safety Plan recommends localized crime prevention efforts, such as:

- extra patrols in troubled areas
- gang outreach and prevention programs
- high school resource officers.

Even with these efforts, safety concerns remain. While the Sector Plan backs the continued implementation of the Long Branch Safety Plan, it also supports recommendations for physical improvements and strategies that begin to address issues such as linguistic barriers, cultural differences, and low crime reporting, including:

- encouraging the application of Crime Prevention Through Environmental Design principles for all public and private projects
- supporting a permanent police sub-station as a CRT Zone optional method density incentive
- implementing the Long Branch Safety Plan
- improved lighting and pedestrian safety improvements.



Civic Engagement

Long Branch citizens expressed a strong desire for improved social connections. While the Plan's recommendations seek to create places where people can mix and build relationships, it also supports other efforts including youth development, a comprehensive approach to social services, and access to recreation, employment, skills training, and after-school programs.

The entire community, including young people, should be involved in helping to create a continuum of services and opportunities, such as:

- developing a network of accessible and affordable child care options
- providing comprehensive social services aligned with educational and civic needs and opportunities
- maximizing public and private funding opportunities
- encouraging multi-agency partnerships and partnerships with local colleges, universities, and trade schools
- providing income-based before- and after-school programs, and summer programs
- encouraging civic engagement to help strengthen Long Branch's identity
- engaging the community in the development and selection of public art.

Health

Both the physical form of development and public policies can constrain or enhance opportunities for a healthy lifestyle. Poorly designed communities can inhibit access to the natural environment (fresh air, clean water and open space) and result in physical ailments (e.g., stress, obesity, diabetes, asthma, and heart disease) in addition to a sense of social isolation. The Sector Plan emphasizes creating a pedestrian-friendly community that provides increased opportunities to walk to school and stores and for open space, social interaction, and active recreation. Other supporting efforts could include:

- identifying potential sites for farmer's markets and community gardens in redevelopment areas
- continuing the implementation of the Pedestrian Safety Initiative and the Long Branch Safety Plan to make a more walkable community
- investigating non-traditional opportunities for ball fields and other active recreational facilities
- supporting Safe Routes to School
- promoting development patterns that encourage physical activity
- supporting reliable access to healthcare for area residents through creative partnerships
- incorporating commercial space for health care services at/near proposed Purple Line transit stations
- activating existing public spaces to encourage greater use and making them safer by improving access
- supporting the County's application to designate the area as a Health Enterprise Zone.



Affordable Housing

The Plan seeks to accommodate mixed income development to support broader economic diversity within the Long Branch community. Such development can provide much needed public benefits and amenities, allow residents to age in place, and increase and improve housing choices. Housing in Long Branch is primarily a mix of single-family detached homes and low-rise, garden-style apartments. Many are considered market-rate, affordable residential units. These units are naturally occurring affordable housing, which is often the case in communities like Long Branch with an older housing stock. The rents are often lower due to neighborhood characteristics, the buildings' age and physical conditions, and other market forces.

The Long Branch Affordable Housing Analysis, completed as part of this Sector Plan process, determined that implementing the Purple Line and the Plan's proposed redevelopment could impact real estate values, drive up prices, and reduce the number of market affordable units, potentially displacing lower-income residents.

The Plan's challenge is to protect housing affordability in Long Branch while also providing mechanisms that strengthen code enforcement and create incentives to reinvestment. To achieve this, the Plan encourages higher density, mixed-use development than can add to existing subsidized units by maximizing use of the CRT Zone's optional method density incentive for MPDUs.

Current MPDU regulations in Montgomery County require new development with 20 or more dwelling units to provide at least 12.5 percent of the units as affordable to households earning up to 65 percent of the area median income. However, the Plan recommends that all new development in Long Branch with at least 20 units provide a minimum of 15 percent MPDUs, adding about 700 MPDUs in the Plan area after full buildout.

Even this goal does not ensure no net loss of affordable housing in Long Branch. The Plan recognizes that maintaining affordability is essential and that higher densities and other incentives are needed to encourage affordable housing units above the minimum. But, the MPDU program should not be viewed as the sole remedy. To resolve this challenge requires a more comprehensive set of recommendations and cooperation with other agencies and policy makers.

Sites 4 and 5 are located within the City of Takoma Park, which has an existing rent stabilization (rent control) program. This program applies only to land within Takoma Park and not to properties beyond the city's boundaries.

The Sector Plan encourages development that increases housing opportunities and results in a no net loss of income-restricted, affordable housing. The following measures in the 2012 Montgomery County Housing Policy support that goal:

- Develop strategies to preserve naturally occurring affordability and preserve existing federal, state, or county financed affordable housing.
- Encourage development that provides for affordable, energy efficient housing including smaller units for singles and three to five bedroom units for larger families, including maximizing solar orientation and design to reduce energy demands.
- Support Alternative Location Agreements (within the Sector Plan area) that result in the development of more than the required number/percentage of MPDUs.
- Encourage the voluntary development of Workforce Housing at and near planned transit facilities.
- Encourage the development of funding mechanisms to provide for rental and condominium fee subsidies to low-and moderate-income residents.
- Provide for the inclusion of affordable housing in all public building projects within the Plan area and establish housing as a preferred use when the County sells property, and encourage public/private partnerships with Housing Opportunities Commission and other affordable housing providers



- Provide technical assistance to landlords and property owners to maintain apartment buildings and building stock.
- Continue to implement Montgomery County programs that provide supportive housing for individuals and families.
- Support the creation of additional programs that provide for the development of housing for extremely low- and moderate-income families.
- Encourage faith-based organizations, non-profit agencies, neighborhood housing groups, and employers to use their existing property or to purchase land and buildings for the production and preservation of housing affordability.

To promote retaining housing affordability as a primary Plan goal, sites that are designated for the Long Term phase may be developed during the Interim Development phase, provided that a minimum of 20 percent affordable units (as defined by the County's General Plan and Housing Policy) are provided and that development is consistent with the Plan's ultimate vision.

Small Business and Workforce Development

Long Branch's nearly 100 small businesses contribute to the area's strength by providing local jobs. Specializing in cuisine, apparel, and various services, and reflecting the community's ethnic diversity, they are a regional draw. However, they also depend on the local community for their survival and are especially vulnerable to rent increases that often accompany redevelopment and transportation improvements, such as the Purple Line. With lower real property ownership rates than typically found in Montgomery County, and with many leases set to expire during the construction of the Purple Line, many Long Branch businesses fear displacement.

DHCA's 2002 ERA Market Analysis and the 2005 Urban Land Institute Technical Assistance Panel outlined strategies to strengthen Long Branch's commercial areas. Both studies found that the presence of diverse, small businesses to be an important community goal, which could be supported through loan and façade improvement programs, technical assistance, and other economic and small business development tools. Implementing these recommendations could further help alleviate concerns about potential small business displacement due to a changing economy in Long Branch.

The Sector Plan recognizes these issues and supports leveraging County and State investments in the Purple Line by:

- facilitating a community development corporation or a business improvement district to foster relationships and act as a liaison between residents, property owners, and government agencies
- using the CRT Zone's optional method density incentives to preserve affordable leases, establishing business incubators and business cooperatives, and building smaller retail spaces in support of small businesses
- supporting efforts by local community organizations to address the commercial revitalization needs of small businesses located in Long Branch
- encouraging an economic development strategy that promotes:
 - small business retention
 - revitalization or adaptive reuse of underused structures
 - enhanced code enforcement and introduction of an area-wide program to provide for a cleaner, safer Long Branch
 - ongoing marketing of small businesses and Maryland's International Corridor
 - renewing and expanding the Long Branch/Takoma Park Enterprise Zone on all CRT-zoned properties.

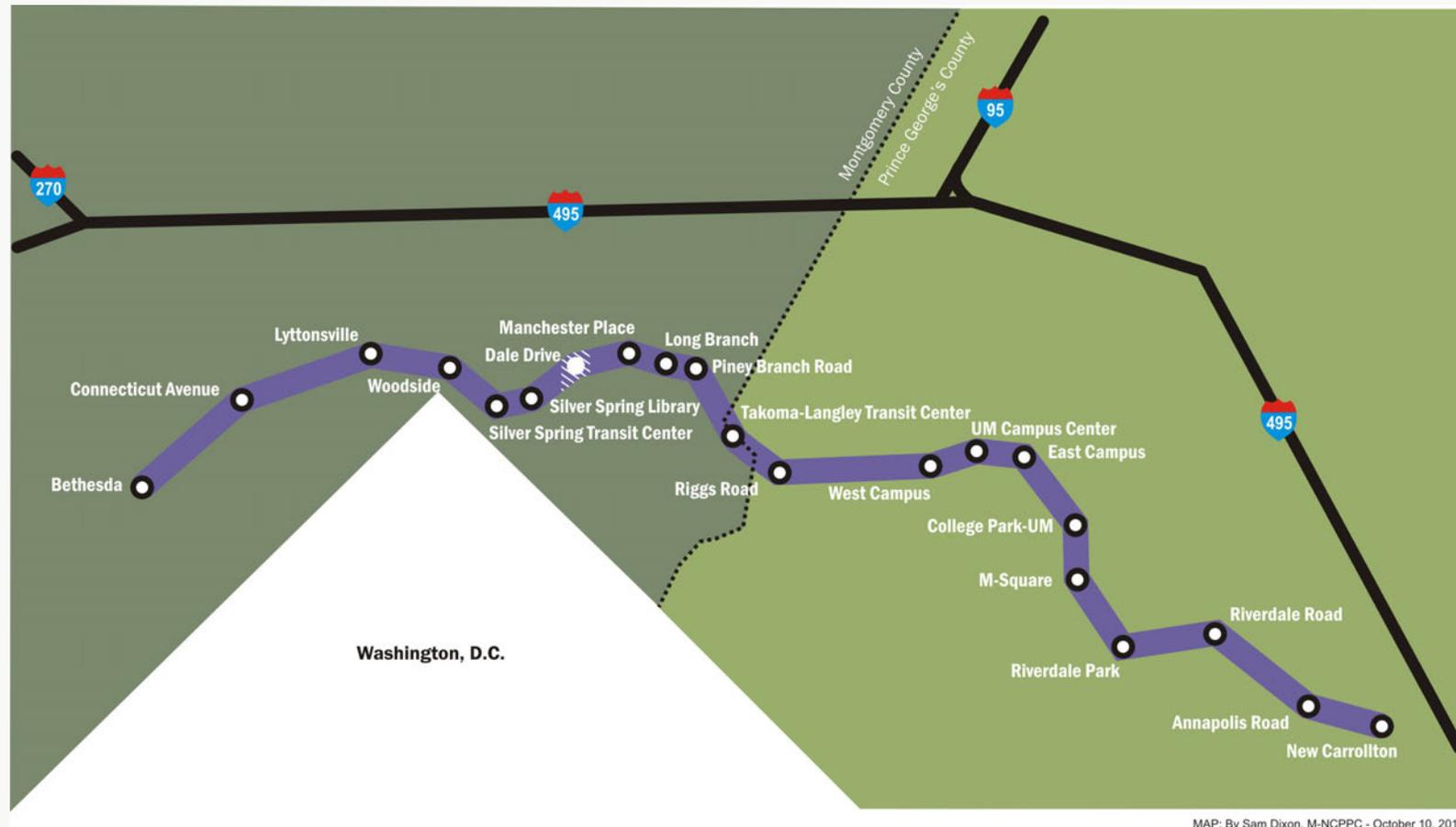


purple line

The Purple Line, as recommended in the approved and adopted Purple Line Functional Plan, will improve upon and increase mobility options in Long Branch by creating a 16-mile transit line that connects with Metrorail and provides better east-west travel. It also represents a significant infrastructure investment that will benefit residents and stakeholders by providing the Long Branch community with an opportunity for smart growth and safe, efficient multi-modal connections (see Illustration 1, Purple Line).

By providing yet another alternative to the automobile, the Purple Line will increase opportunities for transit-oriented development and, as stated in the 2005 ULI Technical Assistance Panel report, act as a catalyst for economic opportunity and reinvestment in Long Branch.

Illustration 1 - Purple Line



During this planning process many residents and stakeholders expressed support for the Purple Line, while others feared being displaced by the redevelopment it would trigger. There was also concern about potential Purple Line impacts on the physical environment—including local streets, sidewalks, and businesses. The most notable impacts are:

- the tunnel that surfaces on Arliss Street, about 350 feet west of its intersection with Garland Avenue
- median lanes dedicated to the Purple Line that limit pedestrian and vehicle crossings
- widening Arliss Street, Piney Branch Road, and University Boulevard, which affects access and the potential for redevelopment.

The Plan proposes leveraging the public's investment in the Purple Line with comprehensive land use, zoning, and design recommendations. These will help realize a balanced approach to redevelopment and address positive changes on the physical landscape and the quality of life in Long Branch. Future development will, therefore, be directed through two Sectional Map Amendments (SMAs). Phase One will allow interim development, before the arrival of the Purple Line, timed to coincide with the Plan's approval and adoption. Phase Two addresses longer term development, when the full funding agreement for the Purple Line is in place.



The first SMA implements the recommendations outlined in Interim Development and proposes rezoning key properties that have the greatest potential for redevelopment. Criteria include size, ownership patterns, the presence of large surface parking lots, and proximity to major intersections and future Purple Line stations. Redeveloping these properties for mixed-use not only enhances commercial and retail opportunities and introduces a potential for office uses in Long Branch, it also provides a mechanism to preserve affordable housing through the County's Moderately Priced Dwelling Unit (MPDU) program. The resulting MPDUs will help alleviate some of the potential displacement of market rate affordable units that may occur in the future, especially as the Purple Line makes Long Branch an even more desirable place.

The second SMA is focused on Long-Term Development and proposes rezoning smaller commercial and older residential and rental properties. This SMA should only be initiated after the full funding agreement has been completed for the section of the Purple Line that contains the Arliss Street and University Boulevard stations. This SMA builds on the development outlined in the first SMA and continues to support the Plan's goal of comprehensive reinvestment. Additionally, the Plan includes a staging policy that encourages the development of additional affordable units.

long branch tomorrow

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

Interim Development - Before the Purple Line

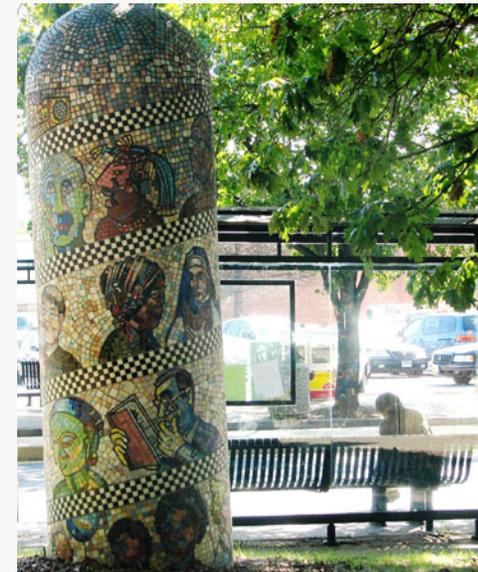
Community

Character

This Plan helps preserve the special features that give Long Branch a distinct sense of place—its single-family neighborhoods, leafy streets, and shopping and commercial areas. However, Long Branch clearly needs a more robust and identifiable downtown to unify all of its parts and to provide residents with a broader mix of land uses. It should provide dynamic gathering spaces, appropriate transitions to established neighborhoods, as well as a mix of uses including housing, retail, support services, and entertainment.

The Plan promotes the development of two distinct nodes—a primary downtown at Long Branch Town Center, near the intersection of Piney Branch Road and Flower Avenue; and a smaller center, the Piney Branch Neighborhood Village at the intersection of Piney Branch Road and University Boulevard. Both are near proposed Purple Line transit stations and each must be distinct. They will include public spaces and will be connected by a much enhanced Piney Branch Road, with street trees, wide sidewalks, pedestrian-scale lighting, and a predominately residential character.

Design guidelines will ensure that both nodes have a human scale, are pedestrian-friendly, incorporate local design character into redevelopment and reinvestment areas, and promote sustainability and Smart Growth principles. They will also address the design potential created by the planned Purple Line and stations. By applying site and building design guidelines and encouraging historic preservation, a design identity can be achieved that runs throughout the Town Center and Neighborhood Village, flowing into surrounding residential neighborhoods.



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 Flower Theater, which opened to the public in 1950, was designed by John J. Zink, a renowned theater architect. The Plan recommends the following.

- Integrate any proposed redevelopment into the Long Branch Town Center.
- Add the Flower Theater to the Locational Atlas and Index of Historic Sites.

While the Flower Theater and Shopping Center meet the criteria of the Preservation Ordinance, the public interest in increased density of development outweighs the benefits of their designation in the Master Plan for Historic Preservation. As such, the Flower Theater, limited to the theater façade, two adjoining shoulders and second wall plane to a depth of 40 feet from the theater building line, are to be placed on the Locational Atlas and the Index of Historic Sites. Redevelopment will be guided by urban design guidelines to ensure redevelopment is compatible with the historic resource.



1962 American Univ Archives Shannon&Luchs collection

Parks

Public parkland and pathways, as well as both public and private open spaces, play important roles in a community's well-being. In urbanizing areas such as Long Branch, parks provide important health, social, aesthetic, economic, and environmental benefits. They enhance the quality of community life by providing visual relief from the built environment, a sense of place, an opportunity to connect with nature, and space to gather, play and celebrate life's milestones. In addition, parkland contributes to the natural environment by providing wildlife habitats, improving air quality, and protecting water quality.

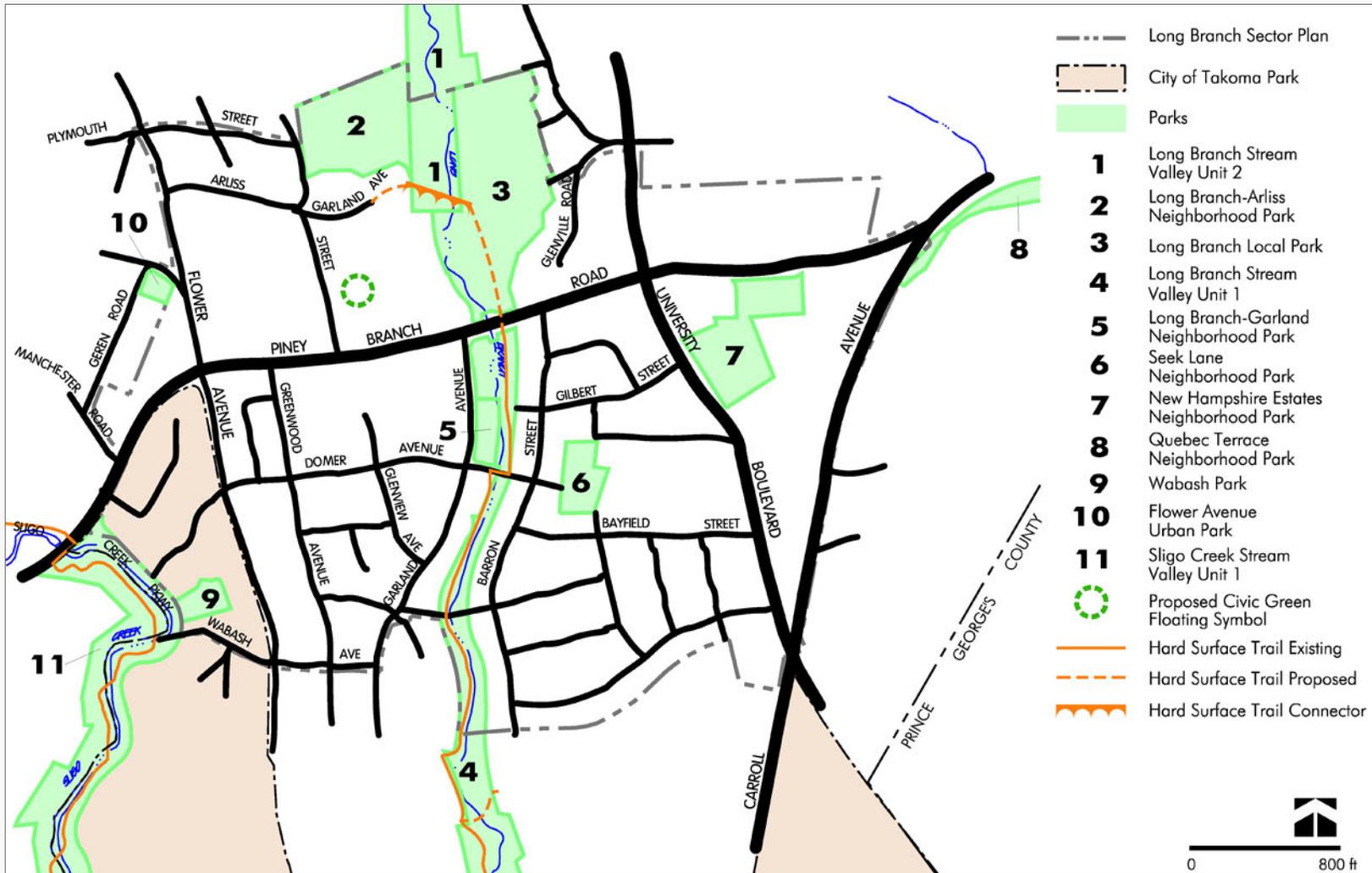
The system of parks and open spaces for Long Branch should be provided through a combination of public and private efforts. Those open spaces that rise to the level of serving as a focal point of community life for the Plan area are typically recommended to be publicly owned and managed parks, while those open spaces serving smaller districts, neighborhoods, or nodes are often recommended as public use spaces owned or managed by the private sector. The parks and open space system should include active recreation, social interaction, access to green space, relaxation and stress relief, public accessibility, educational value, walkability, connectivity, flexibility, and activating uses (see Map 10, Existing and Proposed: Parks and Trails).

To achieve a system of parks, trails, and open spaces, the 2012 Parks, Recreation and Open Space Master Plan (PROS) recommends a hierarchy for all master plans and sector plans.

- For the plan area:
 - active recreation destinations located within or near the plan area, including courts, playgrounds, and lawn areas large enough for pick-up soccer, relaxing on the lawn, festivals or events
 - a central civic green urban park, ranging from ½ to one acre, depending on projected densities, located near a public transit hub, next to activating uses, with a mixture of hard and soft surfaces, including a central lawn area for events
 - an interconnected system of sidewalks and trails to connect parks and open spaces
 - wooded areas that will provide a sense of contact with nature
- For each urban neighborhood:
 - a Neighborhood Green, Urban Buffer Park, or Community Use Urban Recreational Park
- For each block:
 - an urban square, plaza or green area
- For each building:
 - outdoor recreation space
- For each residence:
 - private outdoor space



Map 10 - Existing and Proposed: Parks and Trails



Long Branch is fairly well-served by parks when compared to other down-County communities. The Plan area features approximately 36 acres of existing parkland, ranging in size from Flower Avenue Urban Park (0.61 acres) to Long Branch Local Park (12.4 acres) (see Appendix 14 for summary of parks, trails, and open space). The associated recreational facilities—basketball courts, tennis courts, playgrounds—are well-distributed with most residents having access within a 5 to 10 minute walk. Despite this relatively high level of service for parks, additional parkland is needed in this urbanizing area to serve its growing population, particularly gathering spaces for special events and festivals. Additionally, the Plan area’s existing parks should be renovated to improve safety, discourage crime, encourage more use, and reflect the culture of this diverse community.

Recommendations

- Consider purchasing properties, where feasible and appropriate, that are adjacent to existing parks or meet identified active or passive recreational needs, as documented in the current PROS Plan, to reduce active recreation shortages, create better connections, and expand urban green space.

For Everyone

- The existing central linear park, Long Branch Stream Valley Park, serves the entire Planning Area and contains a series of parks and spaces connected by a north-south trail. Improvements needed to enhance the safety and function of the park, as well as improve transportation circulation for the Plan area, include:
 - widening the Domer Avenue bridge to help improve (multimodal) pedestrian, bicycle, and vehicular transportation circulation in the Plan area.
 - selective removal of invasive vegetation to improve views into and across the park.
 - landscaping, paving, and signage where Piney Branch Road crosses the park and trail to strengthen the views into the park from the road and to alert motorists of trail users who may be crossing the road to access the recreation center and pool.
 - a new loop trail along both sides of the park on Garland Avenue, Barron Street, Piney Branch Road, and Domer Avenue Bridge.
- Connections for pedestrians and cyclists that improve their mobility within and beyond the Plan area.
 - Extend Long Branch Trail north of Piney Branch Road along the pool and recreation center to connect to the Long Branch Pedestrian Bridge and Long Branch-Arliss Neighborhood Park.
 - Improve the Long Branch Trail crossing of Piney Branch Road. As part of Purple Line project, enhance the at-grade signalized crossing at Barron Street with upgraded signs, pavement markings, and other safety features.
 - Establish a non-park trail connector along neighborhood streets that will provide a route for cyclists and pedestrians to link the Long Branch Trail with the Sligo Creek Trail.
 - Establish a non-park recreational trail connector and loop within the Plan area that showcases culture and art reflecting local character, and that connects to the Long Branch Trail, as well as the other parks and open spaces in the Long Branch area.

For the Sector Plan Area

Existing and proposed parks that are to serve the entire plan area should be improved as follows:

- Long Branch Local Park
 - Improve views into the park from surrounding neighborhoods by removing non-native invasive vegetation along the park’s perimeter.
 - Improve pedestrian connections between ballfields and Long Branch Bridge and trail along west side of recreation center.
 - Create a Heart Smart Trail using the existing loop trail around the ballfield.
 - Add local art and cultural amenities

- As part of life-cycle upgrades and replacement during the life of the Plan, consider relocating the Long Branch Pool and Recreation Center outside the stream buffer and closer to the library - the area of highest density and a future nearby Purple Line station.
- Resolve vehicular access issues to the Long Branch Pool and Recreation Center in light of proposed traffic restrictions along Piney Branch Road associated with the Purple Line.

The following additional options should be explored by the Maryland Transit Administration (MTA) as a means to accommodate full turning movements into and from the Pool and Recreation Center:

- Realigning the driveway to the Long Branch Local Park with the planned extension of Glenville Road.
- Adding a left turn lane on Piney Branch Road upon the redevelopment of 8700 Barron street and/or utilizing the proposed multimodal (vehicular, bicycle and pedestrian) bridge at Domer Avenue over Long Branch Stream Valley Park.

- New Hampshire Estates Neighborhood Park

- As part of or immediately following the approval of the Purple Line alignment, design and renovate the park with space for community gatherings and a variety of urban recreation such as pickup soccer, futsal, frisbee, etc.
- Explore educational programming of the park with Montgomery County Public Schools (MCPS) and improve the functional and spatial relationship with New Hampshire Estates Elementary School.
- Pursue a land swap with MTA to mitigate loss of park frontage due to Purple Line construction, as well as from the County, to accommodate the proposed extension of Gilbert Street.
- Ensure that the extension of Gilbert Street includes on-street parking to help serve the park.
- Support extending Gilbert Street through the park to help improve traffic circulation in the Plan area, replace lost parking attributed to the Purple Line along University Boulevard, and improve access to the adjacent property. The builder of Gilbert Street Extended should contribute to the facility planning, detailed design, and construction of the park.
- Divest remnant parkland on the north side of Gilbert Street extended that results from extending the road.
- Recommend the County purchase the remnant parkland as part of the right-of-way for the new road.
- Through land exchanges, expand the park to include the County-owned property to the south, to improve land use synergy with the adjacent school and create the potential for a full-size adult rectangular field.
 - Additionally, as a part of the proposed expansion of the New Hampshire Estates Neighborhood Park, the Plan proposes relocating the use and service currently provided at 734 University Boulevard East to Site #2 (Piney Branch Neighborhood Village) upon development of the new neighborhood service center.
 - This new center should be developed under the CR Zone's incentive density provision to provide social, educational, and naturalization services including but not limited to legal services, vocational training, employment placement, health education, and community outreach.
 - This park redesign and expansion that includes COunty propoerty should not be pursued until after the neighborhood service center is built and operating.
- Ensure the proposed access road includes on-street parking to help serve the park.
- Time park redesign and construction in a way that ensures a neighborhood center is available and operational to serve community needs and does not create a gap in services.

- New Urban Park

- Establish a central Civic Green Urban Park at least one half acre, to be located on an Interim Development (Phase One) site within the area of highest density. The park should be located near the planned Arliss Street Station, have a visible connection to nearby activating uses, and contain a mixture of hard and soft surfaces, including an event space. It should also be owned and operated by MNCPPC Montgomery Parks.

For Each Neighborhood District

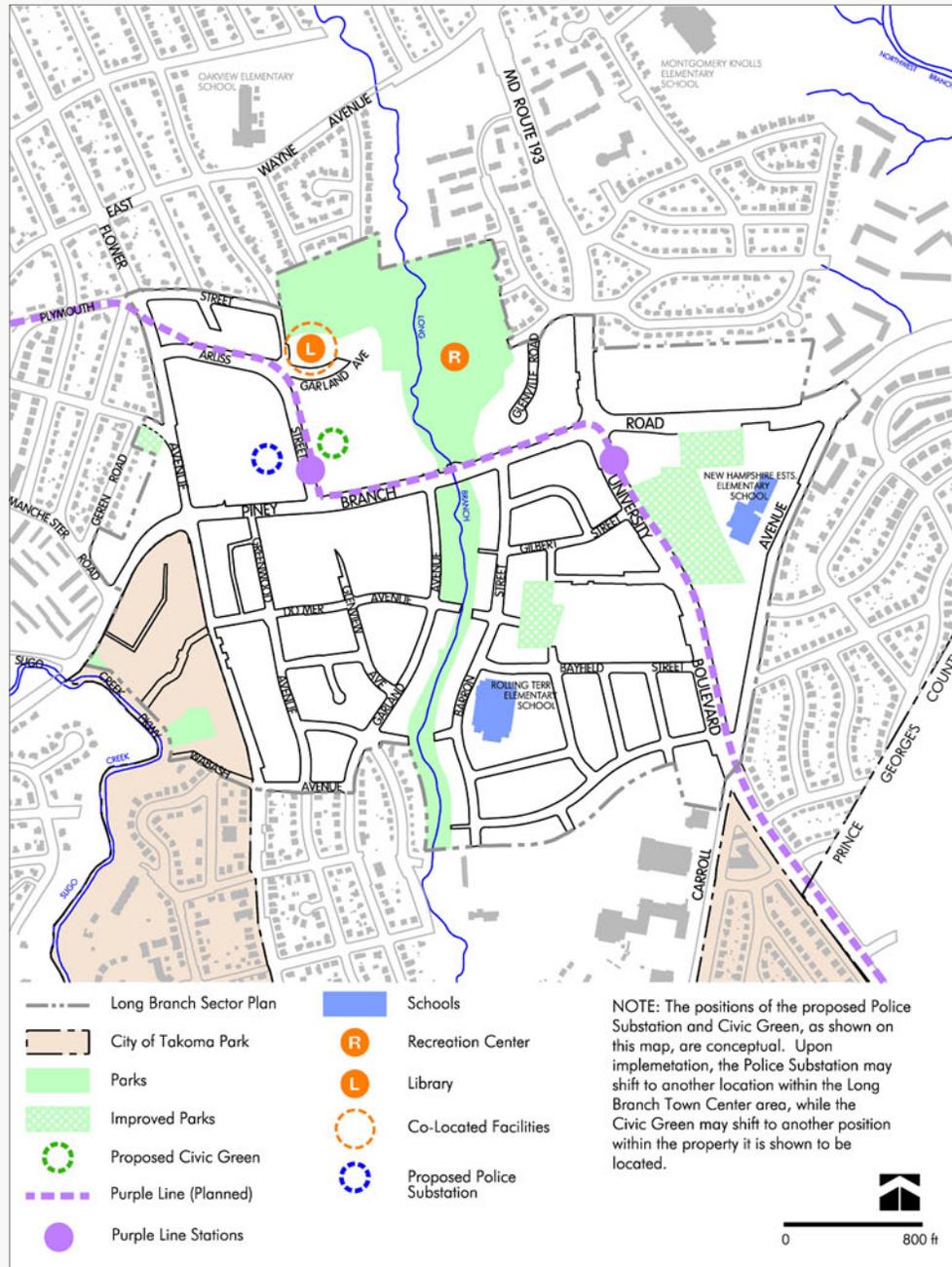
Existing and proposed parks that will primarily serve the Plan area in which they are located, should be improved as follows:

- Long Branch-Garland Neighborhood Park
 - Improve pedestrian and bicycle access to the park by adding a shared use path along Garland Avenue that would also function as part of the recommended loop trail.
 - Consider narrowing or shifting Garland Avenue to the west to expand parkland, provide a more pleasant pedestrian and bicycle experience, and to calm vehicle traffic between Domer Avenue and Piney Branch Road.
- Expand the Flower Avenue Urban Park to include the northernmost portion of the adjacent commercial properties to the south, as part of public use space requirements associated with the redevelopment of those properties. Renovate the park according to the Montgomery County Parks standards, improving connections, equipment, landscaping, and include features that complement the historic theater and visually link the park to the proposed green street through the Town Center area.
- Expand Seek Lane Neighborhood Park to Bayfield Road to functionally link the park with Rolling Terrace Elementary School and to improve views into the park, if properties become available for acquisition.

Public Facilities

A comprehensive network of public facilities is essential to create a livable and sustainable community. Along with parks, schools, community centers, police and fire services, and emergency medical services are fundamental parts of that equation. If planned carefully, they can help enhance existing neighborhoods and public safety, and help energize public spaces, while also supporting new mixed-use development (see Map 11, Existing and Proposed Public Facilities).

Map 11 - Existing and Proposed Public Facilities



This Plan proposes new public amenities and facilities, which should be located to contribute to livable and walkable places for current and future residents, visitors, and employees, especially those less likely to drive, such as young people and the elderly.

Community and Recreation Centers

The planned Purple Line will improve access to community and recreation facilities and will enlarge their service areas. The Plan's redevelopment recommendations will also substantially increase the population in Long Branch. The Department of Recreation will therefore, assess the need for additional facilities based on anticipated changes, including:

- the need for a new recreation center and pool
- opportunities to partner and co-locate indoor recreation with other institutional facilities to result in better access, improved opportunities for physical activity, and increased recreation options.

Public Schools

Long Branch is served by the Downcounty Consortium, with two elementary schools located in the Plan area:

- New Hampshire Estates, constructed in 1988, accommodates grades K-3 and has a preschool program and school-based health center
- Rolling Terrace was constructed in 1954 and accommodates grades K-6.

These schools also provide health and wellness services to area residents through the State of Maryland's School Based Health Center (SBHC) program. This program provides medical care and social services to students and their families. The center often partners with faith groups, local businesses, and volunteers within the Long Branch community.

Both schools are minimally over capacity and are not currently planned for expansion.

Library

The Plan area is currently served by the Long Branch Library, located at 8800 Garland Avenue. Constructed in 1964, the library has seen minor upgrades and renovations, but is currently not slated for expansion. Typically, branch libraries can support about 40,000 residents; the population served by the Long Branch Library is estimated at 20,330.

Safety, Fire and Rescue, and Emergency Medical Services

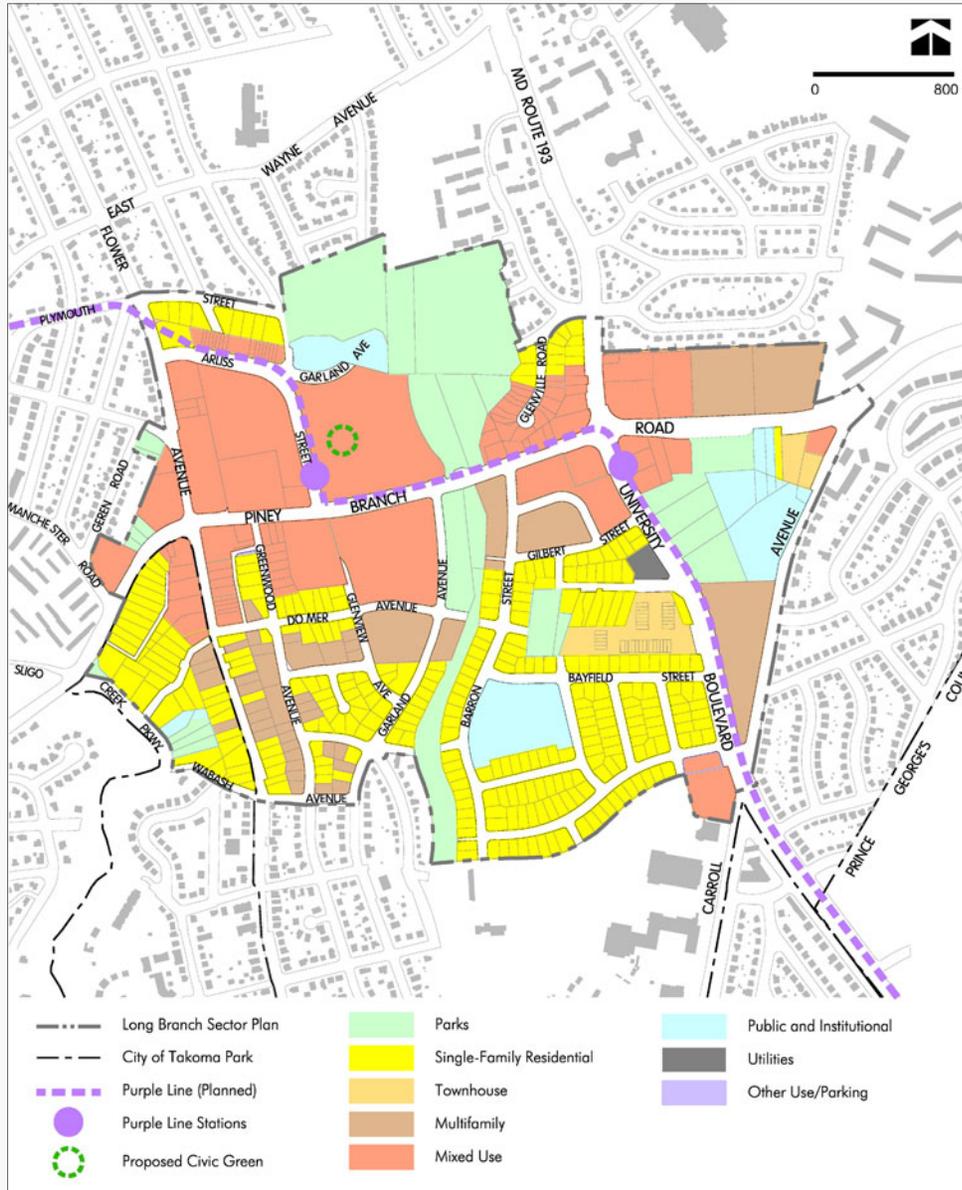
The 3rd District Police Station, located at 801 Sligo Avenue in Silver Spring, serves Long Branch. Its planned relocation to the intersection of New Hampshire Avenue and US 29 will include upgraded work areas, essential security features, and a public meeting space. Police services in Long Branch had previously been supplemented by a temporary police substation located 8505 Piney Branch Road. This station closed in 2012.

Recommendations

- Establish a permanent police substation within the Long Branch Town Center area, using the CRT Zone Optional Method Density Incentive.
- Ensure that development is designed to include Crime Prevention Through Environmental Design (CPTED) principles.
- Support and improve crime prevention and community policing efforts, including neighborhood watches, education, and youth recreation activities and programs that focus on gang prevention.
- Support the continuous evaluation of fire and rescue and emergency medical services at existing stations to provide for adequate and efficient services.

Long Branch is served primarily by two fire stations—Silver Spring Station #16 (at 111 University Boulevard East) and Takoma Park Station #2 (7201 Carroll Avenue). Silver Spring Stations #1 and #19 (8110 Georgia Avenue and 1945 Seminary Road) also serve this area as needed.

Map 12 - Proposed Land Use



Land Use and Zoning

Land Use

The Plan encourages mixed-use, transit-oriented development at the Town Center, the neighboring commercial areas along Flower Avenue and Piney Branch Road, and at the Piney Branch Neighborhood Village (see Map 4, Long Branch Town Center and Map 5, Piney Branch Neighborhood Village). Redevelopment and other new investment, especially that which is triggered by the Purple Line, should result in a well-designed, walkable community of mixed uses and incomes (see Map 12, Proposed Land Use). The two key reinvestment areas—Long Branch Town Center and the Piney Branch Neighborhood Village are both adjacent to planned Purple Line stations and share characteristics making them logical places for development, even before the Purple Line:

- large parcels under single ownership
- smaller parcels with a potential for assemblage
- vacant or underused properties, particularly those located at or near planned transit
- nearby public facilities, parks, and trails or key intersections
- established local-serving retail and other small businesses.

Any proposed redevelopment in Long Branch must expand existing land use patterns through incremental change and preserve appropriate levels of affordability, while also encouraging growth. It must further support housing choice, provide economic opportunities, and improve public amenities within an attractive, safe, pedestrian-scaled environment. The Plan also seeks to protect the character of surrounding single-family neighborhoods by confirming existing uses and R-60 zoning and further recommending appropriate land use transitions to prevent the encroachment of commercial uses into residential areas. These objectives are accomplished by:

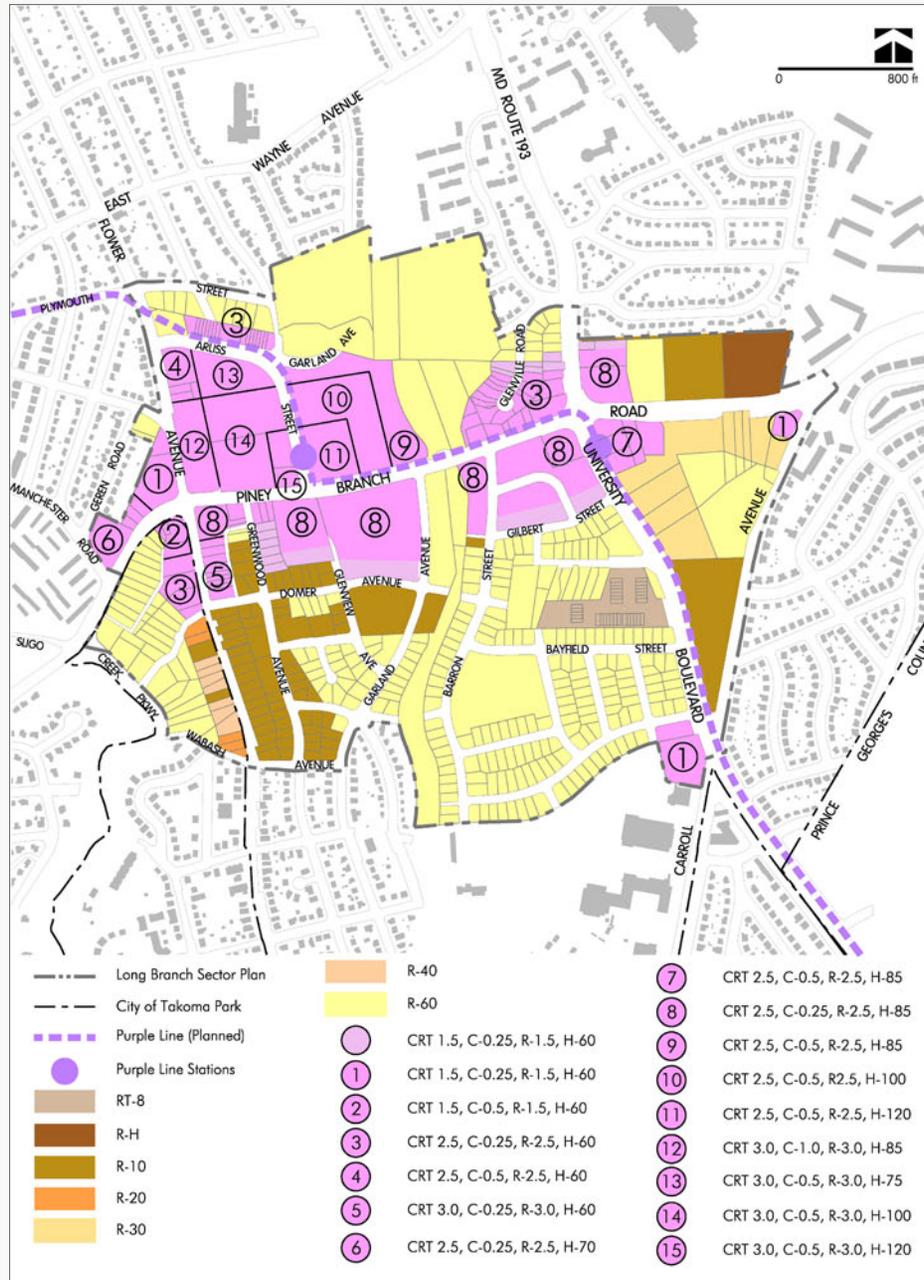
- encouraging infill and reinvestment on large commercial sites and surface parking lots
- improving and incorporating public amenities into new development and redevelopment
- developing mixed-income housing near proposed transit and Purple Line stations and emphasizing housing for special needs populations, including seniors and young people, who can benefit from being near services and shopping
- encouraging more walking and transit use and allowing a more balanced transportation system that relies less on the car
- design guidelines that will be applied to protect and preserve the character, quality, and integrity of existing single-family neighborhoods
- continued Housing Code enforcement in the Plan area and identifying properties that are at risk for deterioration, disinvestment, and/or disrepair
- providing zoning recommendations that reduce building heights and density, where appropriate, to achieve compatibility with existing residential neighborhoods.

Zoning

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.

Map 13 - Proposed Zoning



The CRT Zone provides different development standards under the Standard and Optional Method. The Standard Method allows for development with a maximum FAR of 1.0. The Plan encourages Optional Method development that uses a variety of incentive-based density increases up to a maximum in the recommended zone. Within Long Branch, Optional Method development will be limited to the maximum of the density and height indicated on the zoning map (see Map 13, Proposed Zoning).

Recommendations

- 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.
- Properties will be rezoned to an appropriate CRT Zone, which and will be phased in through two Sectional Map Amendments. This approach will minimize residential displacement and the loss of affordable housing by giving the community time to adjust to changes and allowing time for other strategies to preserve and create affordable housing to be implemented. This approach will also leverage public investments, and to encourage infill development with a maximum 3.0 FAR and heights ranging from 35 to 120 feet.

Sustainability

Water

Controlling stormwater runoff through treatment and reduced impervious cover will improve water quality, and increase habitat and aquatic diversity while improving quality of place. Treatment should meet or exceed minimum standards and include:

- integrated stormwater management techniques that complement the community character. Integrated stormwater management should be applied to but not limited to the following roads, recommended for improvement or that are impacted by the Purple Line:
 - University Boulevard
 - Arliss Road
 - Piney Branch
 - Flower Avenue
- stormwater treatment in sustainable complete streets including:
 - Flower Avenue from Arliss to Wabash Avenue
 - Piney Branch Road from Manchester Road to Carroll Avenue
 - Arliss Road from Flower Avenue to Piney Branch Road
 - University Boulevard from Piney Branch Road to Merrimac Drive
- application of environmental site design (ESD) to minimize impervious areas, including:
 - reduced parking requirements
 - structured parking and shared parking facilities
 - porous pavers, concrete, and other pervious materials
 - harvested rainwater, where feasible
 - medians along Glenville Road
- encouraging residential property owners to construct rain gardens and applying other effective stormwater techniques
- supporting the City of Takoma Park's residential stormwater management programs.

Ecology

Trees are important links between natural and urban environments. Their benefits include increasing the capacity for carbon sequestration, cooling surface temperatures, reducing energy demand, improving stormwater filtration and water quality, increasing real estate values, and improving neighborhood character. To capitalize on these and other advantages:

- increase canopy and subcanopy tree cover to between 25 and 35 percent for commercial areas by planting native, drought tolerant species within open spaces, along stream valley buffers, within parks, along streets, and if practical, within stormwater facilities
- increase canopy and subcanopy tree cover to between 30 and 35 percent for residential and mixed-use areas by:
 - planting trees along the following proposed sustainable complete streets: University Boulevard, Piney Branch Road, Flower Avenue, Glenview Avenue, Wabash Avenue, Barron Street, Arliss Street, Forston Street, and Gilbert Street
 - planting native, drought-tolerant species that also provide wildlife habitats and food
 - preserving, restoring, and enhancing existing forested areas within Long Branch Stream Valley Park, New Hampshire Estates Neighborhood Park, Wabash Park, Long Branch-Arliss Neighborhood Park, Flower Avenue Urban Park, Seek Lane Neighborhood Park, Long Branch Local Park, and Sligo Creek Stream Valley
 - encouraging property owners adjacent to Long Branch Stream Valley to plant native trees and shrubs within the stream valley buffer.



Complete Streets are roadways designed to safely and comfortably accommodate all users, including, but not limited to motorists, cyclists, pedestrians, transit and school bus riders, and emergency responders. Sustainable Complete Streets are “multimodal rights-of-way designed and operated to create benefits relating to movement, ecology (stormwater and trees), and community that together support a broad sustainability agenda embracing the three E’s: environment, equity, and economy.”

Energy

Buildings have high energy demands for heating and cooling, and are constructed of materials that produce byproduct greenhouse gases (GHG). Raw resource extraction, manufacturing, transportation, construction, usage, and end-of-life recycling of building products each generate significant GHG emissions and air pollutants. To reduce GHG emissions, air pollution, and the associated carbon footprint:

- encourage high performance construction with a minimum energy efficiency standards of 17.5 percent below the calculated baseline performance (the standard commercial requirements in codes for energy-efficient design)
- encouraging building reuse and meeting or exceeding a 10.5 percent energy efficiency standard below the calculated baseline performance
- maximizing the use of renewable energy through the use of:
 - solar
 - geothermal
 - biomass and biogas
 - wind
 - district energy (local fuel, heating, and cooling sources produced centrally and distributed to residential or commercial consumers)
- encouraging whole building design to maximize high-performance buildings
- applying techniques to reduce energy demand:
 - passive solar heating and lighting
 - passive cooling using shading and ventilation
 - building orientation
- using recycled and locally produced building materials and supplies
- using deconstruction to facilitate reuse and recycling of building materials
- requiring high albedo (reflective) roofs, except for green roofs.



Whole building design works with a multidisciplinary team to reduce the energy required to operate a building and maximize its energy efficiency, materials, indoor air quality, acoustics, and natural resources protection. Benefits include:

- significantly reduced energy use
- decreased maintenance and capital costs
- less environmental impact
- increased occupant comfort and health
- improved employee productivity.

Mobility

Pedestrian and Cyclists

Currently, it is hard to get to many places in Long Branch, including public facilities. It requires navigating unforgiving environments with missing sidewalks and links, poorly designed connections, and disconnected bike routes. As a result, many residents and visitors use “people’s choice trails” and other shortcuts. While these may provide more efficient connections, they are often unsafe physical environments with poor lighting and visibility.

An improved network of sidewalks, paths, and bikeways is needed to enhance these connections and better link Long Branch to the greater Silver Spring area. This network would improve pedestrian and bicyclist safety and accessibility to shopping, schools, parks, trails, recreational centers, and transit, including access to the proposed Purple Line stations.

A complete bike and pedestrian network would mitigate existing and future mobility problems by providing for and encouraging alternative modes of travel, as well as:

- providing more opportunities to incorporate physical exercise in daily activities
- enhancing streetscapes and the design of places
- supporting compact, transit-served, mixed-use development.

Recommendations

- Create a sidewalk improvement program for the Plan area.
- Improve the pedestrian bridge over the Long Branch Stream Valley at Clayborn Avenue.
- Provide a multi-modal (vehicular and pedestrian) bridge over the Long Branch Stream Valley at Domer Avenue that includes two traffic lanes, a shared use path, and a sidewalk.
- Install a signed, shared on-street roadway along Sligo Creek Parkway.
- Provide bicycle lanes along:
 - Wabash Avenue (between Sligo Creek Parkway and Garland Avenue)
 - Piney Branch Road (between Sligo Creek Parkway and Arliss Street)
 - Flower Avenue (between Arliss Street and [Domer Avenue] Piney Branch)
 - Arliss Street
 - Carroll Avenue.
- Create shared-use paths along:
 - Wabash Avenue (between Sligo Creek Parkway and Garland Avenue)
 - Garland Avenue (between Wabash Avenue and Clayborn Avenue)
 - Clayborn Avenue (between Garland Avenue and Long Branch Trail)
 - Domer Avenue (between Flower Avenue and Barron Street/Seek Lane Local Park)
 - Barron Street (between Domer Avenue and Gilbert Street)
 - Gilbert Street (between Long Branch Trail and University Boulevard)
 - Gilbert Street Extended (between University Boulevard and Piney Branch Road).

Map 14 - Bikeway Classifications

- Pursue State designation of the Plan area as a Bicycle-Pedestrian Priority Area.
- Create a dual bikeway along University Boulevard (between Langley Drive and Piney Branch Road), including a shared use path and a signed shared roadway.
- Improve the design of streets and pedestrian routes to provide better access throughout the community using:
 - new public street connections between neighborhoods and the Town Center
 - new or improved crosswalks that are safer and better links to neighborhoods
 - pedestrian and bicycle paths (such as the walking and recreation loops).

The proposed bike routes will ultimately connect trails in the Sligo Creek and Long Branch stream valleys and can extend bikeways close to the Northwest Trail. They also provide bikeway connections to the two planned Purple Line stations and will connect to employment centers in Silver Spring, Bethesda, and North Bethesda (see Map 14, Bikeway Classifications).

The Plan area includes the following three hard surface hiker-biker trails: Sligo Creek Trail, Long Branch Trail, and Northwest Branch Trail. It will be important to formalize existing natural surface trails between Long Branch Local Park and Long Branch-Wayne Local Park, parallel to the Long Branch Stream (see Map 10, Existing and Proposed: Parks and Trails).

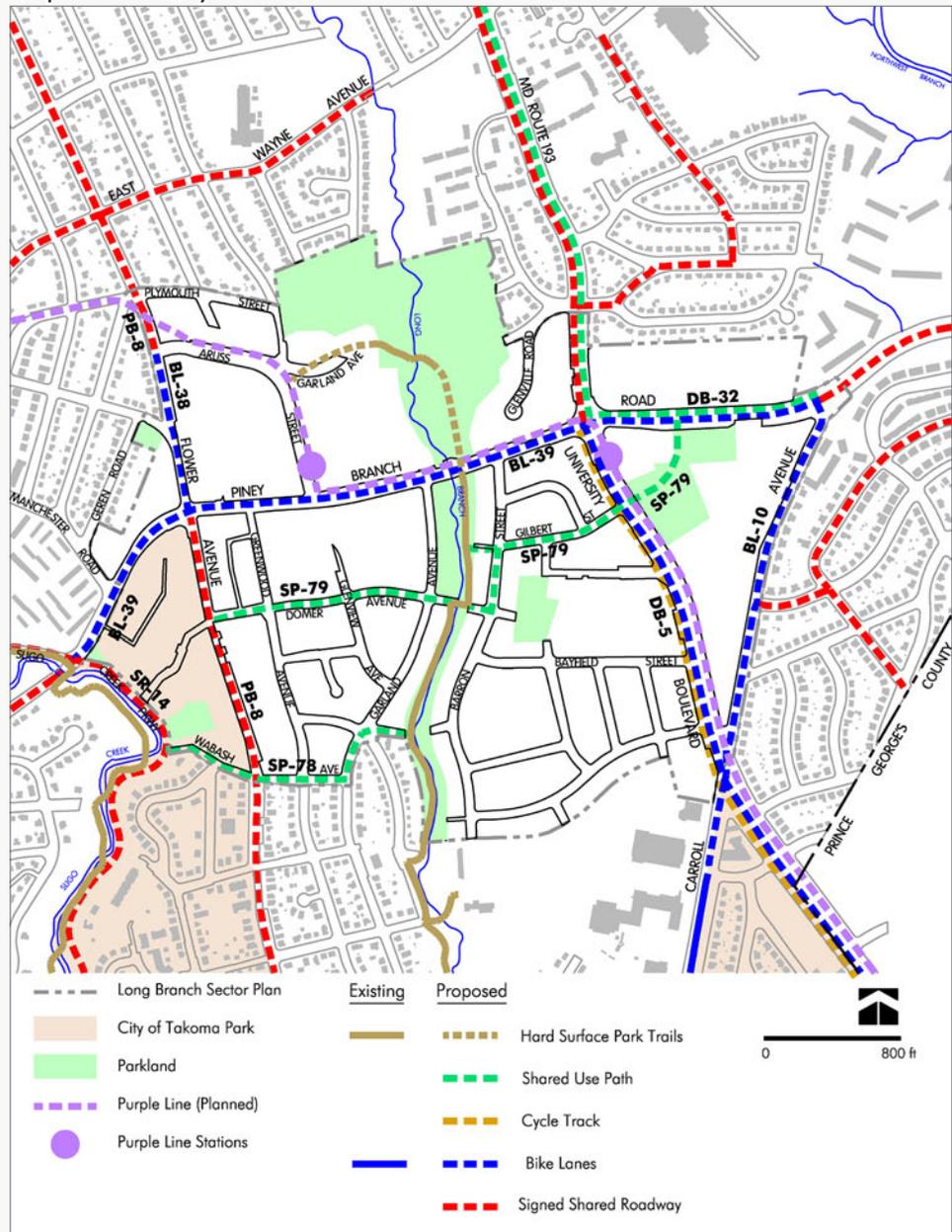


Table 1 - Bikeway Classifications

Route	Name	Type	Plan Limit	Status	Description
DB-5	University Boulevard (MD 193)	Shared-use path and signed shared roadway	Piney Branch Rd to Langley Dr	proposed	Closes a gap in the cross-County on-road and off-road bicycle network between Bethesda and Takoma-Langley Crossroads (TLC). Connects to the Purple Line Stations along University Boulevard and the TLC Transit Center
DB-5	University Boulevard (MD 193)	Interim: bike lanes and shared-use path Ultimate: bike lanes and directional cycle track	Carroll Ave to Piney Branch Rd	proposed	
DB-32	Piney Branch Road (MD 320)	Shared-use path and bike lanes	University Blvd to Carroll Ave	proposed	Provides on-road and off-road bicycle connectivity between Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
BL-10	Carroll Avenue (MD 195)	Bike lanes	Merrimac Dr to Piney Branch Rd	proposed	Connects University Boulevard, Long Branch Trail, and Sligo Creek Trail to Takoma Park Metro Station
BL-39	Piney Branch Road (MD 320)	Bike lanes	Sligo Creek Pkwy to University Blvd	proposed	Connects to Long Branch Purple Line station from adjacent areas and to Sligo Creek Trail and Northwest Branch Trail
BL-38	Flower Avenue	Bike lanes	Domer Ave to Arliss St	proposed	Improves accommodation for bicycles within Long Branch
SP-78	Wabash Avenue	Shared-use path	Sligo Creek Pkwy to Garland Ave	proposed	Closes a gap in the cross-County, off-road bicycle network between Bethesda and TLC. Connects Sligo Creek and Long Branch stream valley trails and connects to Northwest Branch Trail
SP-78	Garland Avenue	Shared-use path	Wabash Ave to Clayborn Ave	proposed	
SP-78	Clayborn Avenue	Shared-use path	Garland Ave to Long Branch Trail	proposed	
SP-79	Gilbert Street	Shared-use path	Long Branch Trail to University Blvd	proposed	Closes a gap in the cross-County off-road bicycle network between Bethesda and TLC and connects Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
SP-79	Gilbert Street Ext.	Shared-use path	University Blvd to Piney Branch Rd	Proposed	
SP-79	Barron Street	Shared-use path	Domer Ave/Seek Lane Local Park to Gilbert St	Proposed	
SP-79	Domer Avenue	Shared-use path	Flower Ave to Barron St/Seek Lane Local Park	Proposed	
PB-8	Flower Avenue	Signed shared roadway	Wabash Ave to Domer Ave	Proposed	Neighborhood connection to Long Branch Town Center
PB-8	Flower Avenue	Signed shared roadway	Arliss St to Plymouth St	Proposed	
SR-14	Sligo Creek Parkway	Signed shared roadway	Wabash Ave to Piney Branch Rd	Existing	Important north-south on-road connection
BL-42	Arliss Street	Bike lanes	Flower Ave to Piney Branch Rd	Proposed	Connects to Purple Line station and redevelopment

Streets, Intersections, and Rights-of-Way

Redevelopment projects and the future Purple Line should reinforce gateways into Long Branch, enhance the pedestrian and biking environment, and encourage and complement street level neighborhood-serving commercial uses (see Map 15, Roadway Classifications).

Recommendations

- Implement a consistent street cross section along Carroll Avenue, between University Boulevard and Piney Branch Road, which includes appropriate traffic calming measures, while still accommodating through traffic.
- Reclassify Flower Avenue between Wabash Avenue and Piney Branch Road as a Business Street (from Arterial) with a minimum right-of-way width of 60 feet.
- Strengthen the existing street network through improved connections that separate local and through traffic and improve street function.
- Reclassify Greenwood Avenue between Domer Avenue and Piney Branch Road as a Business Street with a minimum right-of-way width of 70 feet and a cross section that improves neighborhood connectivity between the north and south sides of Piney Branch Road.
- Use appropriate capacity enhancements at intersections to improve traffic flow.
- Create a clear hierarchy of public and private streets.
- Support the City of Takoma Park's Flower Avenue Green Street Project that will include:
 - new and improved sidewalks
 - streetscaping to enhance safety for pedestrians and transit users
 - low-impact stormwater management techniques.
- Create new private streets subject to the following conditions:
 - Public easements must be granted for the roadways and must be reviewed and approved by the Montgomery County Department of Transportation (MCDOT) and M-NCPPC.
 - Road design must follow or improve on the corresponding Road Code standard (2005.02 modified) for a similar public road, unless approved by MCDOT and the Planning Board at the subdivision review stage.
 - Installation of any public utilities must be permitted within such easement.
 - The roads may not be closed for any reason unless approved by MCDOT.
 - The public access easement must accommodate uses above or below the designated easement area.
 - The County may require the applicants to install appropriate traffic control devices within the public easement and the easement must grant the County the right to construct and install such devices.
 - Maintenance and liability agreements will be required for each easement area. These agreements must identify the applicant's responsibility to maintain all of the improvements within their easement in good fashion and in accordance with applicable laws and regulations.
 - The County will inspect these streets and ensure that each has been constructed in accordance with the corresponding Road Code standard.
 - The applicant is obligated to remove snow and provide repairs to keep the roads in working order and open and if, for any reason, the applicants do not, the County must share the right, but not the obligation, to remove snow and provide repairs.

Map 15 - Roadway Classifications

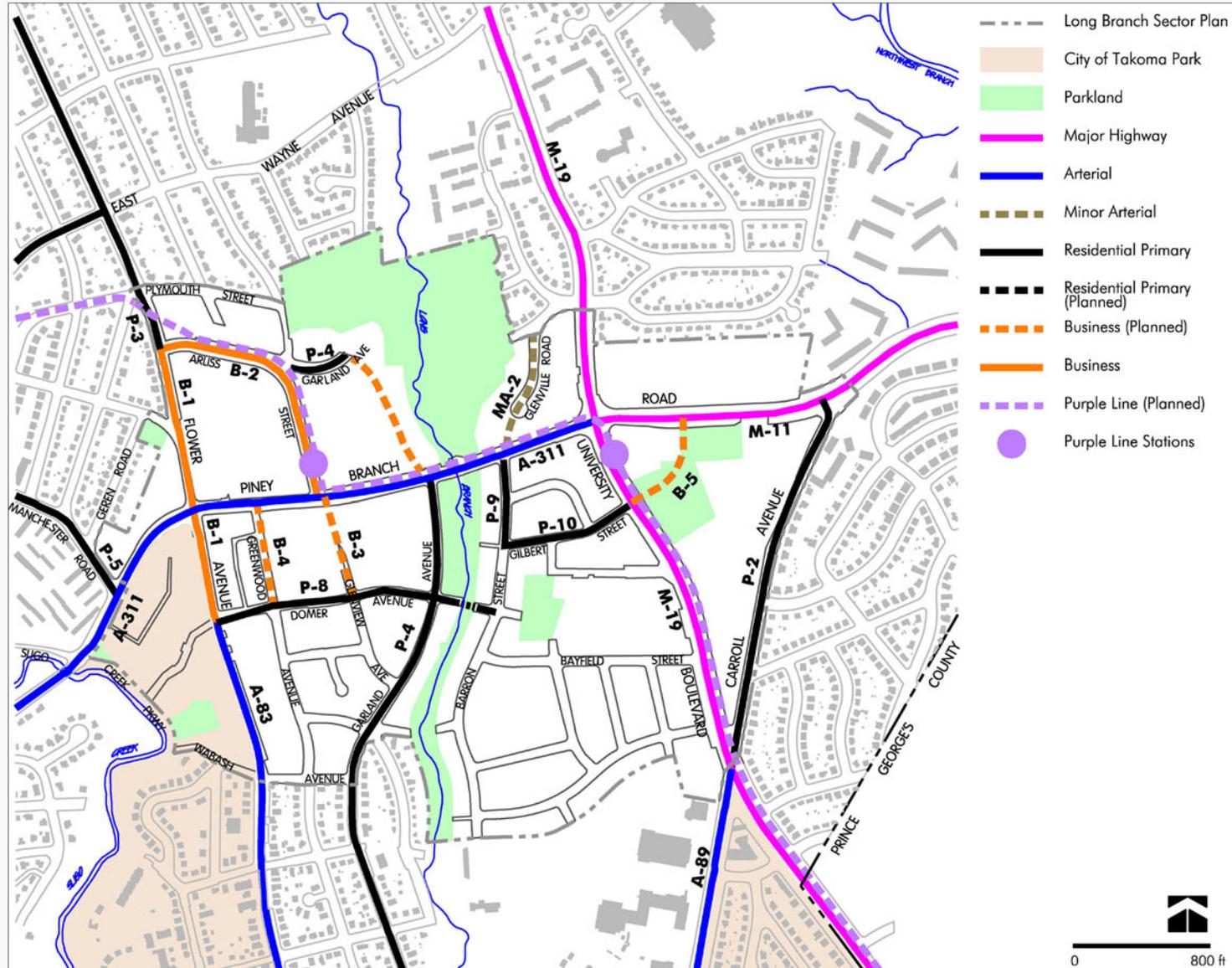
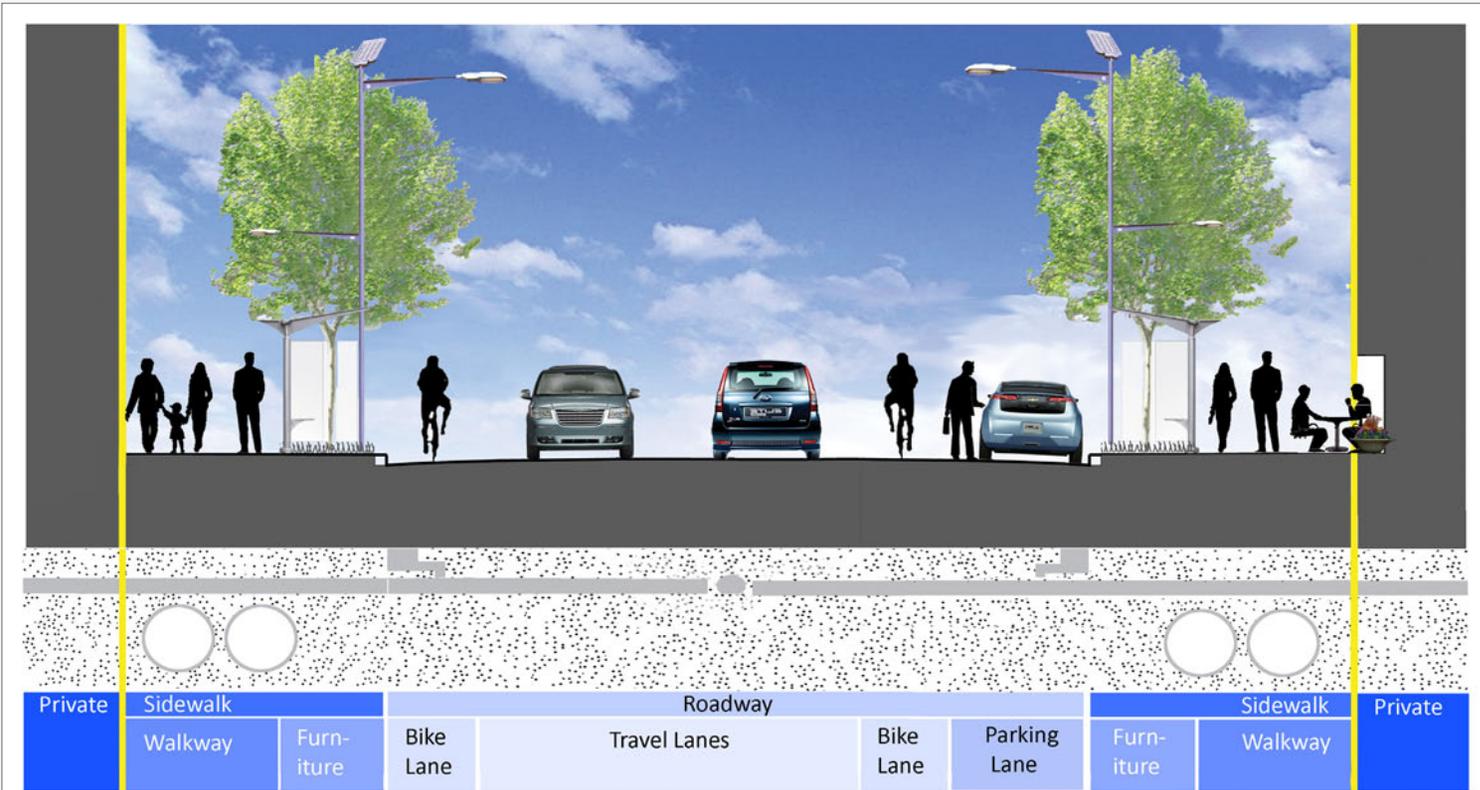


Illustration 2 - Flower Avenue Cross Section between Piney Branch Road and Arliss Street



Flower Avenue is a major business street in Long Branch and streetscape improvements, including wider sidewalks, on-street parking, bike lanes and street furnishings will make it part of Long Branch’s enhanced public realm.

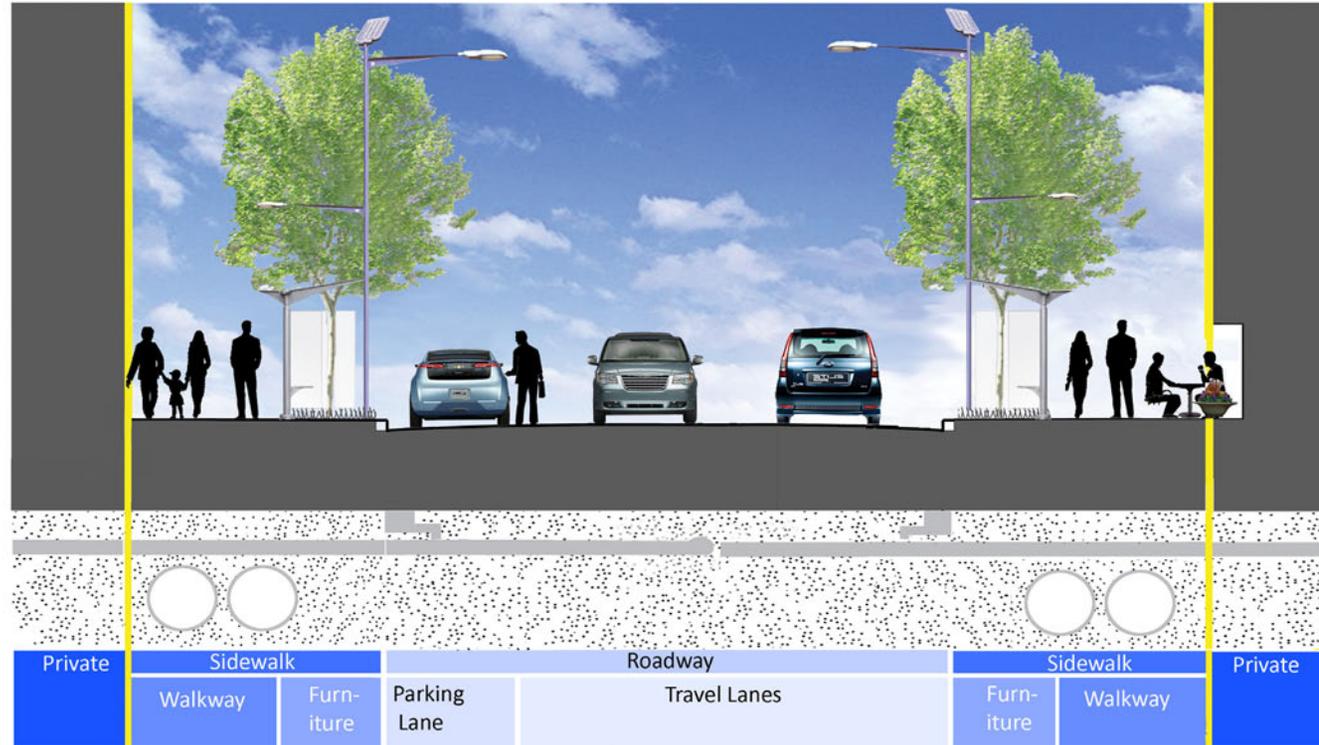
Existing Conditions

- Right-of-way: 70 feet
- Lanes: Two travel lanes with no median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, one midblock crossing, signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 70 feet. Stormwater runoff to be accommodated within the right-of-way using Best Management Practices, where practicable
- Lanes: Two travel lanes with one on-street parking lane to one side. Stormwater runoff to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian/Bike Access: 15-foot wide sidewalks, bike lanes, and additional crosswalks at new intersections

Illustration 3 - Flower Avenue Cross Section between Domer Avenue and Piney Branch Road



Flower Avenue was removed from the State Highway inventory. It will be improved with pedestrian-friendly design and low impact stormwater management techniques.

This section of Flower Avenue, a major business street in Long Branch, will be in the City of Takoma Park. Streetscape improvements, including wider sidewalks, on-street parking, bike lanes, and street furnishings will make it part of Long Branch’s enhanced public realm.

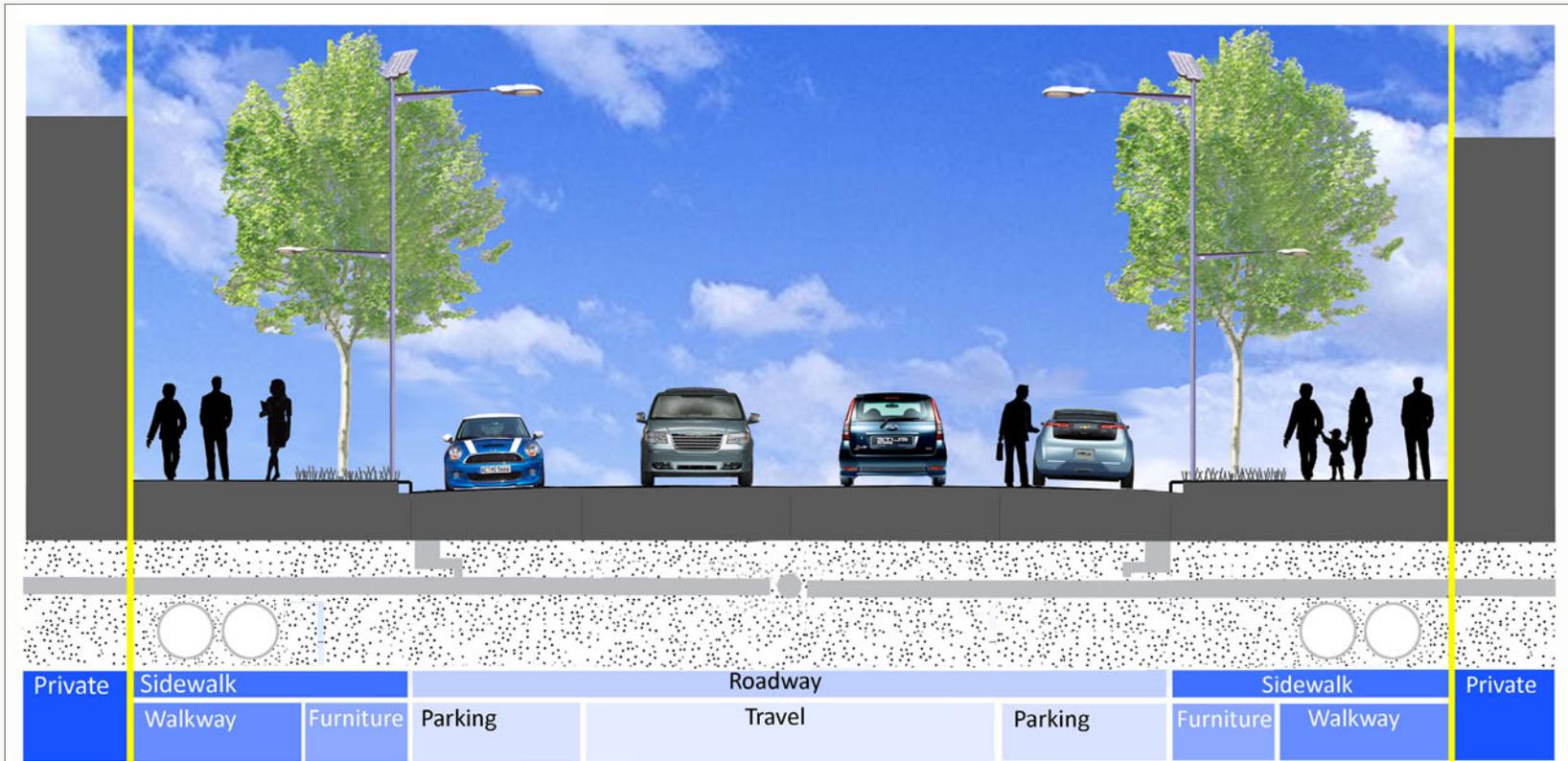
Existing Conditions

- Right-of-way: 60 feet
- Lanes: Two travel lanes with on-street parking to one side, no median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 60 feet. Stormwater management to be accommodated within the right-of-way using Best Management Practices, where practicable.
- Lanes: Two travel lanes with an on-street parking lane to one side. Stormwater management to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian/Bike Access: 10-foot wide sidewalks and additional crosswalks at new intersections
- Streetscape: Street trees planted 30 to 35 feet on center within grates and/or in curb extensions in the parking lane, pedestrian-scale street lighting, benches, bus shelters, bike racks, and trash cans

Illustration 4 - Business Street Cross Section



A proposed business street will help create an interconnected network of streets and sidewalks that will provide easy access for pedestrians and vehicular traffic within the Plan area. These business streets will also provide new frontage for retail opportunities off of Piney Branch Road.

Existing Conditions

- Right-of-way: 50-60 feet
- Lanes: Two travel lanes
- Pedestrian/Bike Access: Sidewalks next to existing travel lanes, limited pedestrian access provided to Piney Branch Road
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 70 feet
- Lanes: Two travel lanes with on-street parking lanes on both sides
- Pedestrian/Bike Access: 15-foot wide sidewalks, an improved crosswalk to Piney Branch Road
- Streetscape: Street trees 30 to 35 feet on center, minimum 5-foot wide tree panels, pedestrian-scale street lighting and street furnishing benches, bike racks, and trash cans

Table 2 - Roadway Classifications

Roadway Facility	Master Plan of Highways Number	Limit	Minimum r.o.w. ¹ (ft.)	Number of Lanes ²	Target Speed
Major					
Piney Branch Road (MD 320)	M-11	University Blvd to Carroll Ave	120	4 Lane divided	35
Piney Branch Road (MD 320)	A-311	Arliss St to University Blvd	112 ³	4 Lane divided w/transitway	30
University Blvd	M-19	Piney Branch Rd to Gilbert St	163 ³	5[6] Lane divided w/transitway	35
University Blvd	M-19	Gilbert St to Seek Ln	150 ^{3,4}	4 Lane divided w/transitway	35
University Blvd	M-19	Seek Ln to Bayfield St	141 ^{4,5}	4 Lane divided w/transitway	35
University Blvd	M-19	Bayfield St to Carroll Ave	142 ³	4 Lane divided w/transitway	35
Arterial					
Flower Avenue (MD 787)	A-83	Wabash Ave to Domer Ave	60	2	25
Carroll Avenue (MD 195)	A-89	Merrimac Dr to University Blvd	90	2	30
Piney Branch Road (MD 320)	A-311	Sligo Creek Pkwy to Flower Ave	80	4	30
Piney Branch Road (MD 320)	A-311	Flower Ave to Arliss St	103	4 Lane divided	30
Piney Branch Road (MD 320)	A-311	Arliss St to University Blvd	112	4 Lane divided w/transitway	30
Business Street					
Flower Avenue (MD 787)	B-1	Domer Ave to Arliss St	70	2	25
Arliss Street	B-2	Flower Ave to Garland Ave	110 ³	2 Lane w/transitway	25
Arliss Street	B-2	Garland Ave to Piney Branch Rd	127 ³	2 Lane w/transitway	25
Glenview Avenue	B-3	Domer Ave to Piney Branch Rd	70	2	25
Greenwood Avenue	B-4	Domer Ave to Piney Branch Rd	70	2	25
Gilbert Street Extension	B-5	University Blvd to Piney Branch Rd	70	2	25
Minor Arterial					
Glenville Road	MA-2	Piney Branch Rd to University Blvd	70	2	25
Primary					
Carroll Avenue	P-2	University Blvd to Piney Branch Rd	70	2	25
Flower Avenue	P-3	Arliss St to Plymouth St	70	2	25
Garland Avenue	P-4	Wabash Ave to Arliss St	60	2	25
Manchester Road	P-5	Piney Branch Rd to Geren Rd	70	2	25
Domer Avenue	P-8	Flower Ave to Barron St	60	2	25
Barron St	P-9	Piney Branch Rd to Gilbert St	70	2	25
Gilbert St	P-10	University Blvd to Barron St	70	2	25

Note: The road sections envisioned in this Plan differ from the sections included in the County's Context Sensitive Road Design Standards because the Standards don't include many elements recommended in this Plan (e.g., transitway, cycle tracks, shared use path, and a four-lane closed section major highway). The implementing agency should refer to the typical section illustrations provided in this Plan for guidance.

¹ Reflects minimum right of way, and may not include lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel. Rights-of-way are considered to be measured symmetrically based upon roadway right-of-way centerline.

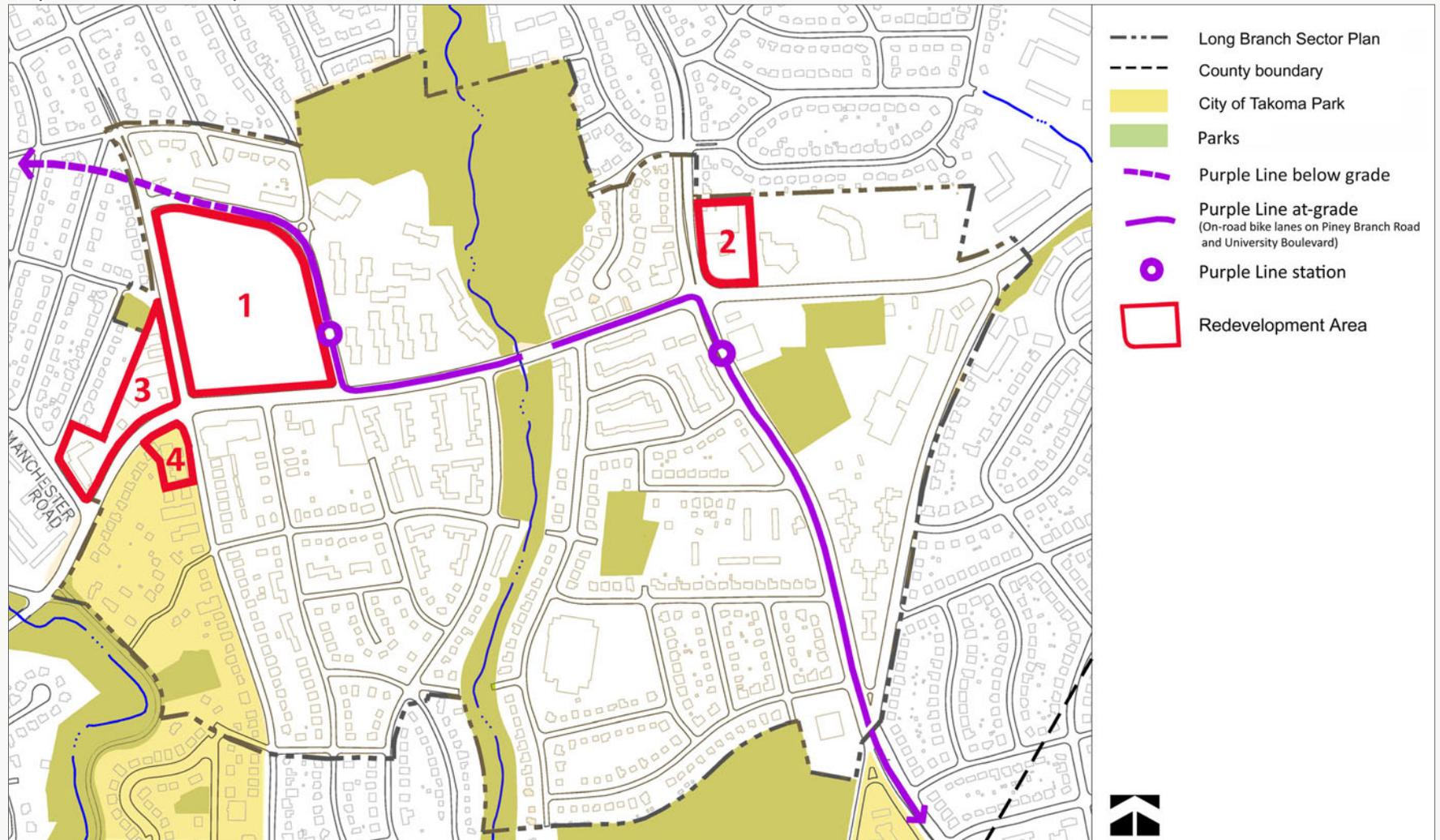
² The recommended number of lanes refers to the number of planned through travel lanes for each segment.

³ Additional right-of-way requirements for the Purple Line will be determined either at the time of final design for the Purple Line or at the time of subdivision using latest project-level plans available for the Purple Line.

⁴ Up to an additional 10 ft is needed to accommodate wider medians and / or turn lanes at the intersections of University Boulevard / Gilbert Street and University Boulevard / Seek Lane.

⁵ Up to an additional 10 feet is needed for a median at the intersection of University Boulevard / Seek Ln.

Map 16 - Interim Development Sites



Interim Development – Specific Sites

1 Long Branch Town Center – includes 8701, 8800, 8805, 8807, 8809 Flower Avenue, 8528 and 8550 Piney Branch Road, and 8750 Arliss Street

Size: 431,010 sf		
	Existing	Proposed
Land Use	commercial use	mixed-use
Zoning	C-1 (Convenience commercial)	Arliss Street Property – CRT 2.5, C .5, R 2.0, H 60 8805-8809 Flower Avenue – CRT 2.5, C.5, R 2.0, H60 Flower Theater and Shopping Center – CRT 3.0, C 1.0, R 3.0, H85 WRIT Property – CRT 3.0, C.5, R 3.0, H70 (across from Arliss Street Townhomes) H100 (along Arliss Street) H120 (at intersection of Arliss/Piney Branch) 8528 Piney Branch Road (Bestway) - CRT 3.0, C .5, R 3.0, H100 8550 Piney Branch Road - CRT 3.0, C.5, R 3.0, H120
Height	varied (18 to 45 feet)	varied 60 to 120 feet
Residential	n/a	1,190 du
Commercial	166, 987 sf	227,751 sf
Parkland	n/a	

Community

- Encourage public/private partnerships to address code enforcement and other community safety and appearance issues.
- Improve community safety and security by encouraging a permanent police substation, along with community meeting space of at least 3,000 square feet.
- Accommodate diverse housing choices to serve mixed-incomes and special populations.
- Retain small businesses and accommodate space for retailers and service providers that serve the entire community at different income levels.
- Encourage public/private partnerships to support affordable space for businesses that provide unique community benefits.
- Provide space for childcare and healthcare facilities.
- Celebrate Long Branch’s international and ethnic mix by establishing a stronger presence on the International Corridor.
- Create a memorable gathering place at a visible location.
- Encourage physical activity and support pedestrian-friendly, street-oriented development.
- Orient new development to planned Purple Line stations.
- Carefully transition development to existing single-family residential neighborhoods.

Land Use and Zoning

- Identify sites and design solutions to increase the parking supply, and apply shared parking programs.
- Place the Flower Theater (limited to the theater facade, two adjoining shoulders, and second wall plane to a depth of 40 feet from the theater building line) on the Locational Atlas and Index of Historic Sites and incorporate them into any proposed redevelopment.
- Encourage infill development and adaptive reuse of existing structures, where appropriate.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Major Public Facilities
 - private street
 - police substation

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement (including bikeshare stations)
 - advance dedication

Sustainability

- Use pervious surfaces where possible to improve stormwater quality.
- Repurpose rooftops to enhance stormwater treatment.
- Reconstruct streets surrounding the Long Branch Town Center—Piney Branch Road, Flower Avenue, and Arliss Street—as sustainable complete streets with improved streetscapes.

Mobility

- Expand the Arliss Street right-of-way to accommodate the planned Purple Line and related streetscape enhancements.
- Support economical and green transportation choices including:
 - car share
 - electric vehicle charging stations
 - bikeshare and bicycle parking facilities.
- Improve access via private streets and pedestrian links by:
 - a private street connecting Arliss Street to Piney Branch Road
 - a private street connecting Flower Avenue to Arliss Street at a new full movement intersection just north of the Purple Line station platform.

2 Piney Branch Neighborhood Village (Northeast) – 618, 640, 642 University Boulevard East and 8818 Piney Branch Road

Size: 3.83 acres		Existing	Proposed
Land Use		commercial and institutional uses	mixed-use
Zoning		C-1 (Convenience commercial) R-60 (Residential, one-family)	618 University Boulevard East – CRT 1.5, C.25, R 1.5, H50 640 University Boulevard East – CRT 1.5, C.25, R 1.5, H50 and CRT 2.5, C.25, R 2.5, H85 642 University Boulevard East – CRT 2.5, C.25, R 2.5, H85 8818 Piney Branch Road – R-60*
Building Height		varied (18 to 45 feet)	varied (50 to 85 feet)
Residential		14,344 sf	441 du
Commercial		29,540 sf	25,000 sf

Community

- Provide diverse housing choices to serve mixed-income and special populations.
- Provide neighborhood retail and services that cater to various income levels.
- Support partnerships between local institutions and community serving organizations.
- Encourage site design that promotes physical activity and supports pedestrian-friendly, street- oriented development.
- Accommodate space for a privately owned, operated, and maintained childcare facility with convenient access to existing and planned transit facilities.
- Incorporate public art and other placemaking features into new development.
- Support the development of a neighborhood service center providing social, educational, and naturalization services.

Land Use and Zoning

- *8818 Piney Branch Road is owned and operated by the Clifton Park Baptist Church as a place of worship. While the owners currently do not plan to redevelop the site for residential or commercial uses, the property is suitable for mixed- use development. The Plan allows for the future development of this site as mixed use with the following CRT Zone: CRT 2.5, C .25, R 2.5 H 85.
- Encourage infill development and adaptive reuse of existing structures, where appropriate.

- Orient new development toward planned Purple Line stations.
- Provide structured or shared parking as a part of new development.

Mobility

- support economical and green transportation choices including:
 - car share
 - electric vehicle charging stations
 - bikeshare and bicycle parking facilities.
- Provide for improved pedestrian and bicycle links to enhance access to adjacent communities and existing and planned transit.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities
- Quality of Building and Site Design
 - public open space

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options (bikeshare stations)
 - transit access improvement (including bikeshare stations)

Long Term Development – Specific Sites

3 Piney Branch Road/Flower Avenue (Northwest) includes 8736-8472 Flower Avenue, 8401 Manchester Road and 8526 Piney Branch Road

Size: 89,429 sf	Existing	Proposed
Land Use	commercial and residential uses	mixed-use
Zoning	C-1 (Convenience commercial) R-10 Residential, multiple-family, high density	8401 Manchester Road (HOC Property) – CRT 2.5, C .25, R 2.5 H 70 * 8526 Piney Branch Road – CRT 2.5, C .25, R 2.5, H 70 8736-8472 Flower Avenue – CRT 1.5, C .25, R 1.5, H 60
Building Height	Varied 16 to 45 feet	varied 60 to 70 feet
Residential	1 du	132 du
Commercial	26,469 sf	27,500 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Preserve space on-site for small neighborhood retail and service uses that cater to the community’s various income levels.
- Incorporate public art and other gateway features into new development.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.

Land Use and Zoning

- *To prioritize housing options in the Town Center that are compatible with adjacent single-family neighborhoods, the Plan recommends a zoning category allowing only the minimum amount of commercial density that may be mapped in the CRT Zone. Since commercial use on this site is unlikely to be compatible with adjacent housing, it is discouraged. In addition, the Plan seeks to limit commercial encroachment into the existing residential community and recommends that any nonresidential uses be limited to the property’s frontage on Piney Branch Road. Ingress and egress for any commercial uses shall also be limited to Piney Branch Road.
- Encourage infill development and adaptive reuse of existing structures.
- Pursue innovative design solutions for increasing parking, including but not limited to, shared parking.

Sustainability

- Provide a vegetated green buffer between new development and the existing single-family community.
- Undertake a drainage study to determine the impacts of and provide mitigation for stormwater runoff from the Flower Avenue Urban Park.
- Use innovate stormwater management techniques to reduce runoff.

Mobility

- Incorporate economical transportation choices, including but not limited to, car share and electric vehicle charging stations.
- Provide improved pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities
- Quality of Building and Site Design
 - structured parking
 - public art

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement (including bikeshare stations)

4 Piney Branch Road/Flower Avenue (Southwest) includes 8630, 8640 Flower Avenue and 8435 Piney Branch Road

Size: 20,671 sf	Existing	Proposed
Land Use	commercial use	mixed use
Zoning	C-1 (Convenience commercial) R-10 Residential, multiple-family, high density R-40 Residential, one-family	CRT 1.5, C 0.5, R 1.5, H 60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	n/a	38 du
Commercial	26,469 sf	12,500 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Incorporate public art and other gateway features into new development.
- Design sites to encourage physical activity and support a pedestrian-friendly development.
- Preserve space on-site for small neighborhood retail and services that cater to the community's various income levels.

Land Use and Zoning

- Use infill development and adaptive reuse of existing structures, where appropriate.
- Provide for shared parking.

Mobility

- Extend Winding Hill Way to Flower Avenue as a public alley.
- Provide improved pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Connectivity between Uses, Activities and Mobility Options
 - advanced dedication
- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities
- Quality of Building and Site Design (shared parking)

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement
- Quality of Building and Site Design
 - public art

Table 3 - Total Interim Development

Land Use	Existing	Holding Capacity	Proposed
Commercial	532,815csf	917,987 sf	574,648 sf
Residential: single-family	372 du	616 du	372 du
Residential: multifamily	1,804 du	3,260 du	2,892 du
• naturally occurring affordable housing	882 du	n/a	938 du
• subsidized housing (includes voucher, tax credit and income restricted units)	567 du	n/a	837 du (includes 270 MPDUs)
Institutional Use	19,217 sf	n/a	19,217 sf
Public Facilities	52,804 sf	n/a	approx. 54,004 sf
Parkland	1,590,376 sf	n/a	1,655,376 sf

Interim development is initiated upon the adoption of the Long Branch Sector Plan through the full funding agreement of the Purple Line. It provides for infrastructure improvements and development that is not predicated upon the construction of the Purple Line. The Sector Plan limits Interim Development to the Long Branch Town Center and the Piney Branch Neighborhood Village. These sites were selected due to their redevelopment potential (large surface parking lots) and their proximity to planned Purple Line stations and densely populated residential areas. Additionally, the redevelopment of these parcels will provide a reservoir of affordable housing via the MPDU program and also needed public facilities, such as parking and community gathering spaces.



Long Term Development - After the Purple Line

The second phase of the Plan focuses on changes anticipated after the construction of the Purple Line. Recommendations address new mixed-use development, particularly for smaller commercial properties and aging apartment complexes. These recommendations continue the goals of compact, pedestrian-friendly development, which enhance community design, land use, zoning, sustainability, and mobility options. This phase will commence upon the full funding agreement of the Purple Line.

Community

DESIGN

The Plan seeks to create redevelopment that fits within the context of the surrounding community and celebrates the uniqueness of Long Branch. It applies the CRT Zone where additional mixed-use development is planned. In the long term any displacement of small businesses or residences resulting from increased real estate values associated with the Purple Line will be offset by encouraging infill development supporting neighborhood-serving retail and services and affordable housing.

Recommendations

- Focus development near Purple Line stations and major intersections.
- Encourage public art at Purple Line stations highlighting Long Branch's cultural and ethnic diversity.
- Reconstruct Piney Branch Road as an urban boulevard; with transit, wide sidewalks flanked by street trees, bicycle lanes, and improved lighting.
- Reconstruct University Boulevard; with transit, wide sidewalks flanked by street trees, bicycle lanes, and improved lighting.
- Enhance pedestrian safety at the Piney Branch Road and University Boulevard intersection by adding wider crosswalks, pedestrian refuges, and audible signals.

AFFORDABILITY

Recommendations seek to increase the number of affordable homes and further expand housing choice in Long Branch by providing options for various types of housing, including MPDUs, live/work units, and accessory dwelling units. Furthermore, increased densities will help support the local economy by attracting new residents with varying income levels. They will shop at existing small businesses and encourage new retail and commercial uses to locate within Long Branch, creating local jobs.

The Purple Line may well result in increased housing values and raised rents however, the Plan seeks to address affordability and displacement issues through a comprehensive strategy that includes the MPDU program, increased funding and programming to create affordable housing, and introducing housing where it currently doesn't exist—on historically commercial properties. By maximizing MPDUs, particularly by redeveloping aging garden apartment complexes, the Plan guarantees continued affordability rather than just relying on market forces.

Recommendations to help preserve affordability are:

- CRT Zone Optional Method Density Incentives
- promoting and enhancing energy efficiency for existing and new development
- preserving and creating affordable housing through the targeted use of tax credits and other financing tools that support public/private partnerships
- encouraging live/work units in appropriate locations
- providing a range of unit sizes, including those accommodating larger families
- supporting a range of on-site services, facilities, and programs targeted to affordable or subsidized units
- encouraging the retention of small businesses and neighborhood serving commercial uses.

Land Use and Zoning

The Plan's second phase encourages the development of smaller properties and aging garden apartments with mixed uses that are compatible with the surrounding community. The attention is on properties that require a catalytic push, from the implementation of the Purple Line, to make development economically feasible.

The Plan's phasing ensures appropriate sequencing and is designed to minimize potential displacement of residents and small businesses. Consequently, incremental development, with appropriate transitions, will allow the community to plan for and absorb change in an orderly manner, while maximizing affordability.

Phasing will also allow a comprehensive approach for selected properties with a mix of low to medium density housing that does not presently conform to the development standards of the R-10, R-20 or R-30 Zones. This can be achieved by:

- applying the CRT Zones to provide for and facilitate reinvestment and the development of smaller commercial properties and aging residential complexes
- using the Optional Method Density Incentive provision of the CRT Zone to encourage property assemblage and adaptive reuse
- using zoning and design to guarantee adequate transitions between proposed and existing development, particularly when residential properties are being rezoned.

Mobility

Improved access to transit and integrated transportation connections are major Plan goals. Purple Line construction will improve access to premium transit, reduce congestion, and improve walkability. It also offers opportunities to connect bikeways to the two planned Purple Line stations—Long Branch Station and University Boulevard Station. Other transportation recommendations support safer, more attractive and efficient pedestrian and bicycle routes, and provide fully integrated multi-modal connections.

Recommendations

- Create a dual bikeway on University Boulevard between Carroll Avenue and Piney Branch Road (the Purple Line will accommodate bike lanes along University Boulevard).
- Provide an interim shared-use path along the east side of University Boulevard between Carroll Avenue and Piney Branch Road.
- Transition from shared-use paths to directional cycle tracks, as appropriate.
- Create bike lanes on Piney Branch Road between Arliss Street and University Boulevard.
- Create a dual bikeway along Piney Branch Road between University Boulevard and Carroll Avenue that includes a shared use path and bike lanes.
- Create shared-use paths along Gilbert Street Extended between University Boulevard and Carroll Avenue.
- Extend Long Branch Trail north of Piney Branch Road to connect to the Long Branch Pedestrian Bridge and Long Branch-Arliss Neighborhood Park.
- Improve the visibility and safety of the Long Branch Trail crossing at the intersection of Barron Street and Piney Branch Road with signage and pavement markings.

Transit

The Plan supports implementing the Purple Line Locally Preferred Alternative, as shown in the 2010 Purple Line Functional Master Plan. Long Branch residents and employees currently rely on public transit and the Purple Line will only increase transportation opportunities. This Plan seeks to leverage the Purple Line to maximize opportunities for reinvestment or new development. The ultimate goal is to create a pedestrian-friendly, transit-oriented area of mixed-use development.

Recommendations

- Use techniques such as high-visibility crossings, controlled traffic movements, and additional green time for pedestrian crossings, where operationally feasible, to provide safe access to Purple Line stations located in the median on University Boulevard and Arliss Street.
- Improve access to existing bus stops and future Purple Line stations, recreational and institutional uses, and area neighborhoods by studying the implementation of a full pedestrian crossing signal on Piney Branch Road at Garland Avenue.
- Improve pedestrian crossing and provide a vehicular bridge crossing of the Long Branch Stream Valley at Domer Avenue.
- Where there is insufficient public right-of-way, locate bus shelters on private properties via easements.
- Consider bilingual wayfinding signs to identify safe and direct paths to and from the Purple Line stations.
- Supplement transit choice by continuing local bus service to future Purple Line stations.

STREETS, INTERSECTIONS, AND RIGHTS-OF-WAY

The Plan seeks to accommodate the Purple Line and enhance the overall transportation network, including pedestrian and biking environments.

Recommendations

- Modify the University Boulevard street cross section between Carroll Avenue and Piney Branch Road to accommodate the Purple Line (within a dedicated median lane), bike lanes, cycle tracks, and a shared-use path.
- Implement a new cross section for Piney Branch Road between University Boulevard and Carroll Avenue to include a median, street trees, bike lanes, a wide sidewalk, and a shared-use path.
- Provide a Piney Branch Road right-of-way, between Flower Avenue and Arliss Street, that is at least 103 feet wide, to accommodate a median; between Arliss Street and University Boulevard it should be at least 112 feet wide to accommodate the Purple Line in a dedicated median lane.
- Provide for an Arliss Street right-of-way, between Piney Branch Road and Flower Avenue, that is at least 100 feet wide to accommodate the Purple Line in a dedicated lane.
- Extend Domer Avenue across Long Branch via a pedestrian, bicycle, and vehicular bridge.
- The proposed Gilbert Street and Domer Avenue extensions will impact the existing community and parkland. However, these can be minimized through remedial design and traffic calming. Any impacts are outweighed by the public benefits of improved east-west bicycle and pedestrian connectivity; enhanced security; improved access for fire, safety and emergency vehicles; and interim access to the Long Branch Pool and Recreation Center.
- Extend Gilbert Street (between University Boulevard and Piney Branch Road) with a minimum right-of-way of 70 feet and a business street cross section. Extending Gilbert Street will provide access to a redeveloped Site #12, mitigate the proposed left turn prohibitions from Piney Branch Road, and provide on-street parking for some park users. Gilbert Street Extended is envisioned as a new public, master-planned street, necessary in part to mitigate the impacts on traffic circulation associated with the Purple Line and adjacent redevelopment. While it also provides additional parking for New Hampshire Estates Park users, the extension requires traversing existing park property, resulting in small, isolated parcels with no recreational value. The road, most or all of which is located within a public right-of-way, may be included as a County capital improvement project. However, certain aspects of the design and construction of the road and park may be borne by the public sector, the private sector, or a combination of both.
- Public parking will be allowed on Gilbert Street Extended as proposed, on both sides of the street, which could help replace parking lost to impacts associated with the Purple Line.
- Extend Glenville Road to Piney Branch Road and reclassify it as a Minor Arterial (between University Boulevard/Langley Drive and Piney Branch Road) with a minimum right-of-way of 70 feet.
- Extend Winding Hill Way (City of Takoma Park right-of-way) as public alley extending to Flower Avenue with a minimum right-of-way width of 20 feet.
- Reclassify Glenview Avenue as a Business Street with a minimum right-of-way width of 70 feet and extend it to Piney Branch Road to improve neighborhood connectivity.

Illustration 5 Arliss Street Cross Section at Tunnel



Arliss Street is a major business street in Long Branch with the Purple Line light rail transit proposed to operate on the side of Arliss Street.

The Long Branch Sector Plan gives priority to the Purple Line planning, engineering, and design process and recognizes that its integration within the Arliss Street right-of-way will result in an atypical cross section width due to site-specific transit station and area circulation needs.

Existing Conditions

- Right-of-way: 70 feet
- Lanes: Two travel lanes with a center, shared left turn lane and on-street parking on both sides
- Pedestrian/Bike Access: 10-foot wide sidewalks adjacent to parking lanes, one crosswalk at Garland Avenue, no bikeway recommendations
- Streetscape: Street trees, concrete sidewalks, good pedestrian lighting, decorative paving at crosswalks, benches, and trash cans

Plan Recommendations

- Right-of-way: 110 feet
- Lanes: Two travel lanes with a center turn lane, Purple Line transitway tunnel on south and west sides
- Pedestrian/Bike Access: 15-foot wide sidewalks, street trees, 5-foot wide on-street bike lanes on each side of travel lanes
- Streetscape: Shade trees along sidewalks, distinctive pedestrian lights, transit shelters, ample seating, special paving, bike racks, and trash cans

Illustration 6 Arliss Street Station Street Level



Arliss Street is a major business street in Long Branch with the Purple Line light rail transit proposed to operate on the side of Arliss Street.

The Long Branch Sector Plan gives priority to the Purple Line planning, engineering, and design process and recognizes that its integration within the Arliss Street right-of-way will result in an atypical cross section width due to site-specific transit station and area circulation needs.

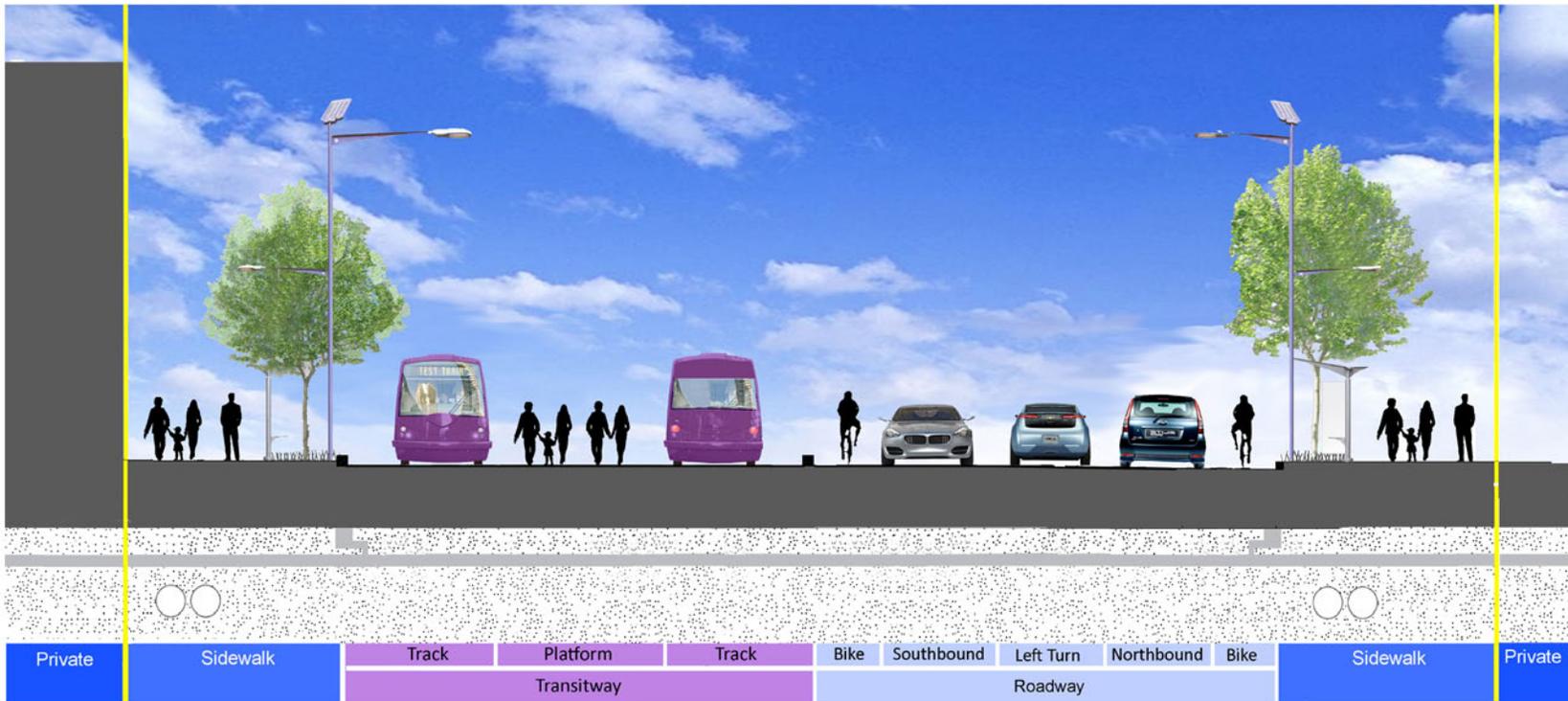
Existing Conditions

- Right-of-way: 70 feet
- Lanes: Two travel lanes with a center, shared left turn lane and on-street parking on both sides
- Pedestrian/Bike Access: 10' wide sidewalks adjacent to parking lanes, one crosswalk at Garland Avenue, no bikeway recommendations
- Streetscape: Street trees, concrete sidewalks, good pedestrian lighting, decorative paving at crosswalks, benches, and trash cans

Plan Recommendations

- Right-of-way: 126 feet
- Lanes: Two travel lanes with center turn lane, Purple Line transitway on south and west sides
- Pedestrian/Bike Access: 15-foot wide sidewalks, street trees, 5-foot wide on-street bike lanes on each side of travel lanes
- Streetscape: Shade trees along sidewalks, distinctive pedestrian lights, transit shelters, ample seating, special paving, bike racks, and trash cans

Illustration 7 Arliss Street Cross Section at Purple Line Station



Arliss Street is a major business street in Long Branch with the Purple Line light rail transit proposed to operate on the side of Arliss Street.

The Long Branch Sector Plan gives priority to the Purple Line planning, engineering, and design process and recognizes that its integration within the Arliss Street right-of-way will result in an atypical cross section width due to site-specific transit station and area circulation needs.

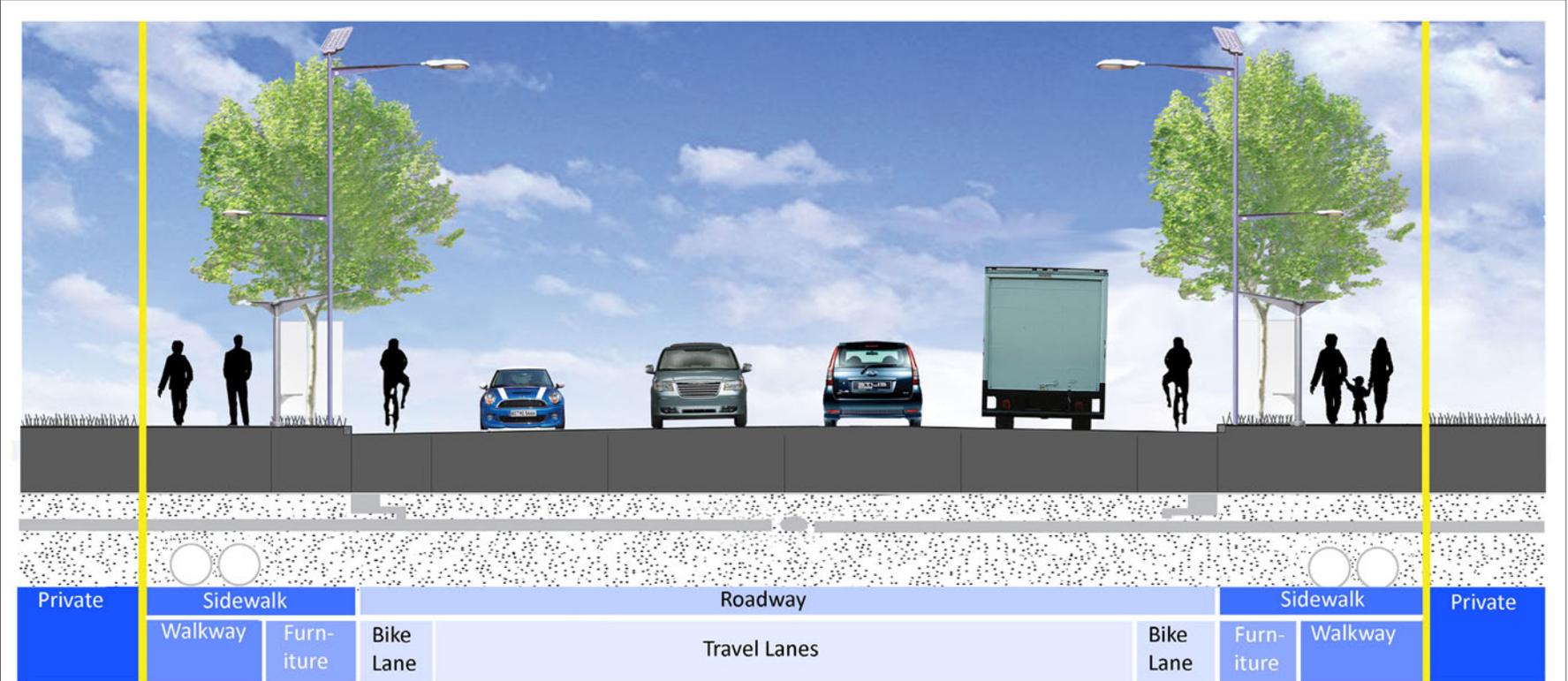
Existing Conditions

- Right-of-way: 70 feet
- Lanes: Two travel lanes with a center, shared left turn lane and on-street parking on both sides
- Pedestrian/Bike Access: 10' wide sidewalks adjacent to parking lanes, one crosswalk at Garland Avenue, no bikeway recommendations
- Streetscape: Street trees, concrete sidewalks, good pedestrian lighting, decorative paving at crosswalks, benches, and trash cans

Plan Recommendations

- Right-of-way: 126 feet
- Lanes: Two travel lanes with center turn lane, Purple Line transitway on south/west side
- Pedestrian/Bike Access: 15-foot wide sidewalks, street trees 5-foot wide on-street bike lanes on each side of travel lanes
- Streetscape: Shade trees along sidewalks, distinctive pedestrian lights, transit shelters, ample seating, and special paving, bike racks, and trash cans

Illustration 8 Piney Branch Cross Section between Flower Avenue and Sligo Creek Parkway



This section of Piney Branch Road is a major thoroughfare within the Plan area. The Plan recommends pedestrian/bike friendly improvements, making it an urban boulevard serving more than one mode of travel. Bike lanes will serve to connect existing bike trails along Sligo Creek, Long Branch, and Northwest Branch.

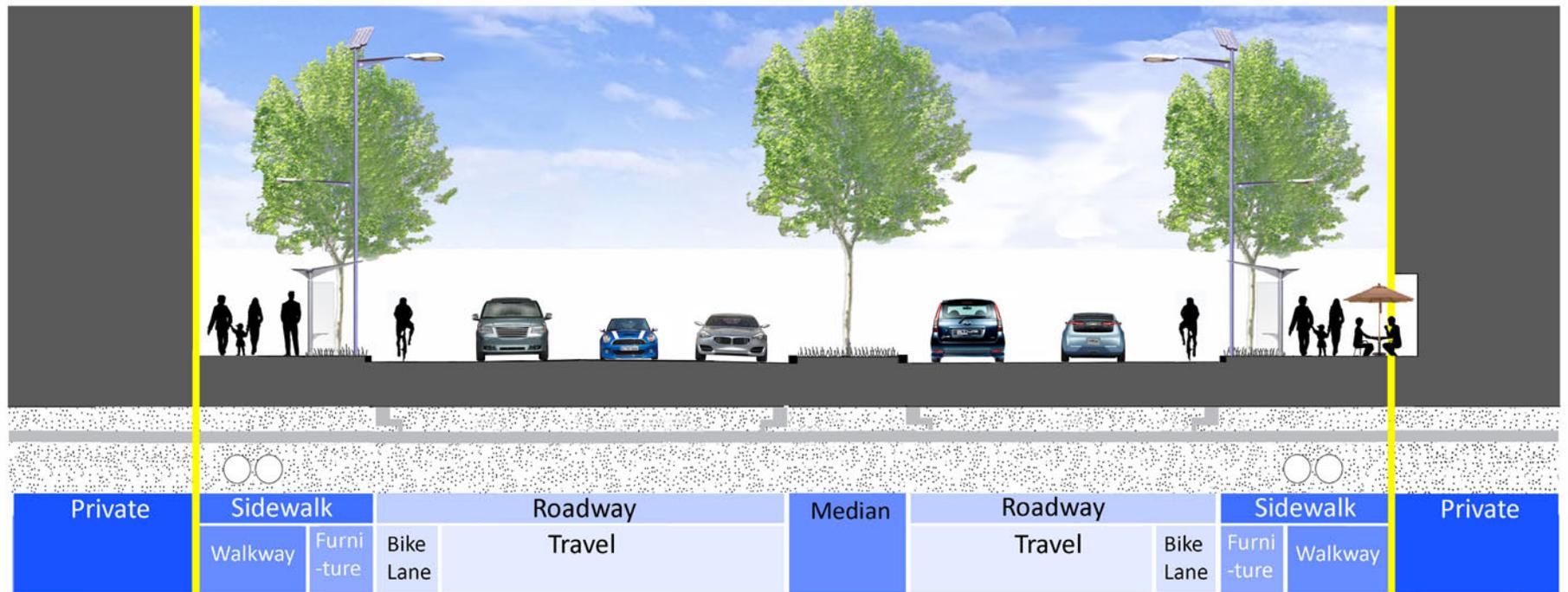
Existing Conditions

- Right-of-way: 80 feet
- Lanes: Four travel lanes with no median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, one midblock crossing, signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 80 feet
- Lanes: Four travel lanes that transition to two through lanes at Sligo Creek Parkway, stormwater runoff to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes, 15-foot wide sidewalks
- Streetscape: Street trees 30 to 35-feet on center, pedestrian scale street lighting, benches, bus shelters, bike racks, and trash cans, where appropriate

Illustration 9 Piney Branch Cross Section between Flower Avenue and Arliss Street



This section of Piney Branch Road is a major thoroughfare within the Plan area and it carries significant through-traffic. The Purple Line will not operate along this segment, which is in need of pedestrian-friendly improvements to create an urban boulevard that serves more than one mode of travel.

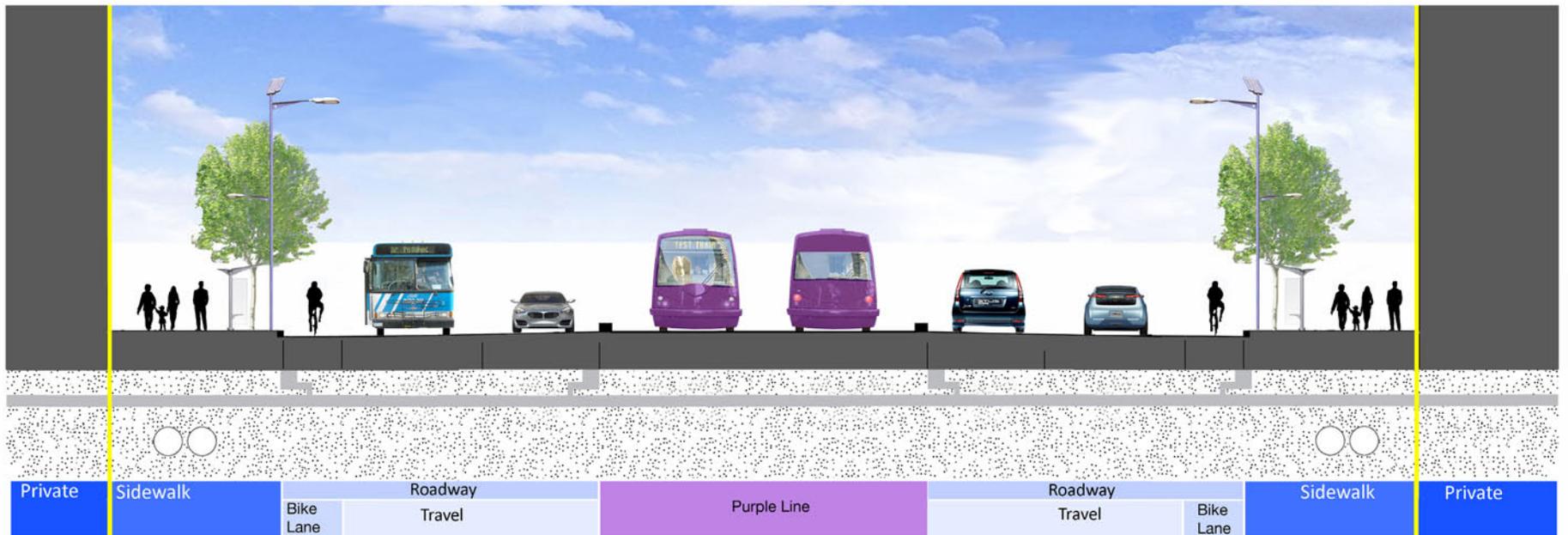
Existing Conditions

- Right-of-way: 80 feet
- Lanes: Four travel lanes with no median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, one midblock crossing
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 103 feet
- Lanes: Four travel lanes with a wide planted median to be used for stormwater management, dedicated left turn lane in median where required, stormwater runoff to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes, 15-foot wide sidewalks, additional crosswalks at new intersections
- Streetscape: Street trees planted 30 to 35-feet on center, pedestrian-scale street lighting, benches, bus shelters, bike racks, and trash cans, where appropriate

Illustration 10 Piney Branch Road with Purple Line



This section of Piney Branch Road is a major thoroughfare within the Plan area and it carries significant through traffic. The Purple Line will operate in its median between Arliss Street and University Boulevard. This section of Piney Branch Road also needs pedestrian-friendly improvements to create an urban boulevard that serves more than one mode of travel.

The Long Branch Sector Plan gives priority to the Purple Line planning, engineering and design process and recognizes that its integration within the Piney Branch right-of-way will result in an atypical cross section width due to site-specific and area traffic circulation needs.

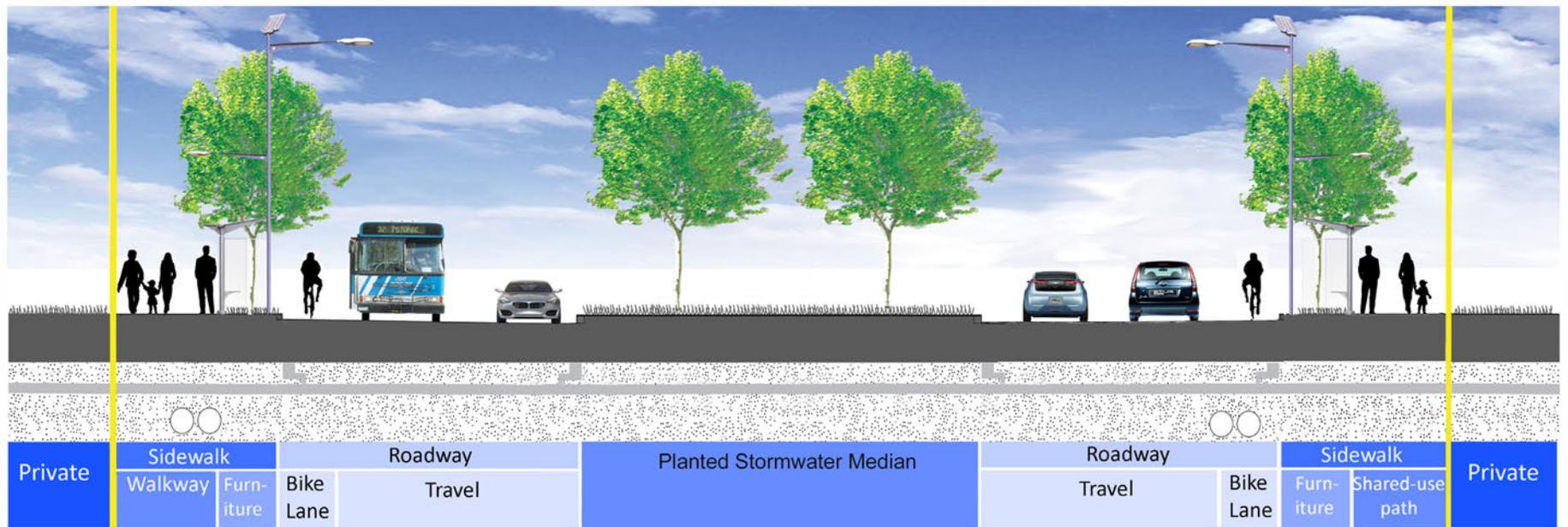
Existing Conditions

- Right-of-way: 80 feet
- Lanes: Two travel lanes with no median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, one midblock crossing, signed shared on-street bikeway
- Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

- Right-of-way: 112 feet
- Lanes: Four travel lanes with Purple Line in median, stormwater runoff to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian /Bike Access: Bike lanes, 15-foot wide sidewalks
- Streetscape: Street trees planted 30 to 35 feet on center, pedestrian -scale street lighting, benches, bus shelters, bike racks, and trash cans, where appropriate

Illustration 11 Piney Brancy Road between University Boulevard and Carroll Avenue



This section of Piney Branch Road is a major highway within the Plan area and carries significant through traffic. Pedestrian improvements will help transform it into an urban boulevard that serves more than one mode of travel.

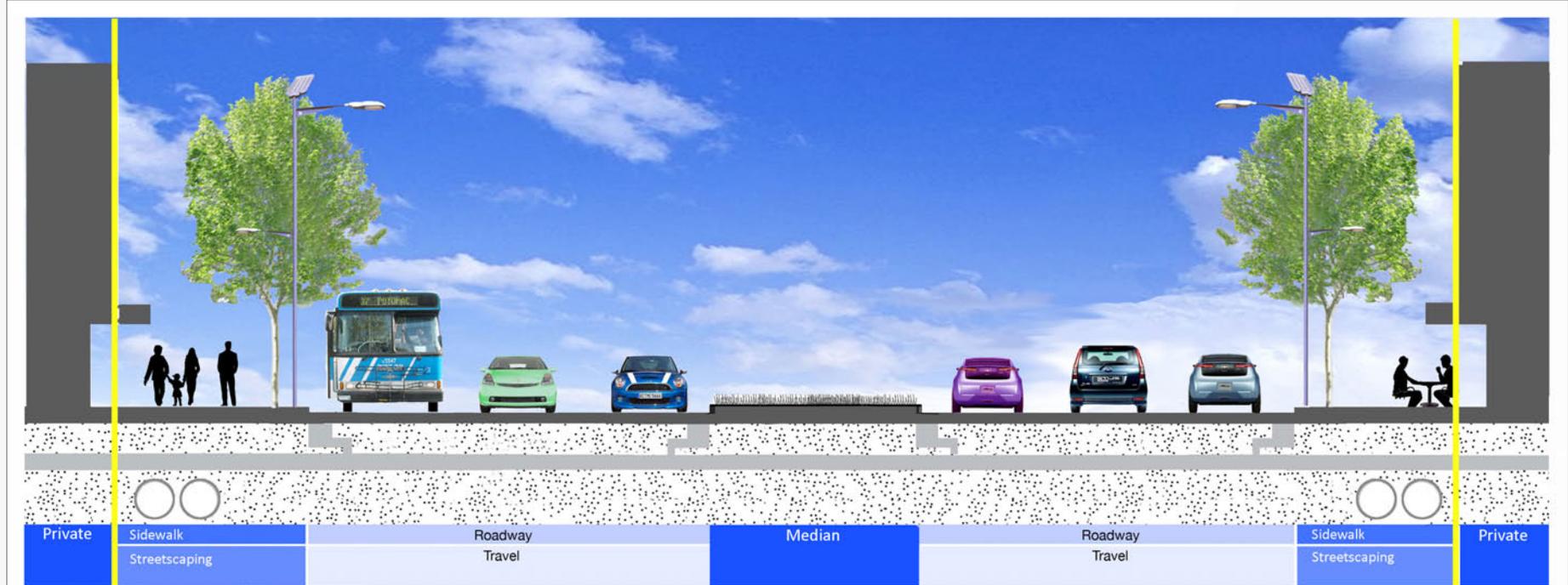
Existing Conditions

Right-of-way: 120 feet
 Lanes: Four travel lanes with painted median
 Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, proposed signed shared on-street roadway
 Streetscape: Narrow concrete sidewalks, some lighting, sparse seating (at bus stops)

Plan Recommendations

Right-of-way: 120 feet
 Lanes: Four travel lanes with a wide tree planted median, dedicated left turn lanes where appropriate. Stormwater management within medians
 Pedestrian/Bike Access: Bike lanes, 10-foot wide sidewalks, shared-use path on the south side
 Streetscape: Street trees planted 30 to 35-feet on center in 5-foot wide tree panels, double row of street trees staggered in median, street lighting, benches, trash cans, and bike racks where appropriate

Illustration 12 University Boulevard Cross Section between Langley Drive and Piney Branch Road



University Boulevard is a major thoroughfare within the Plan area and carries significant through traffic.

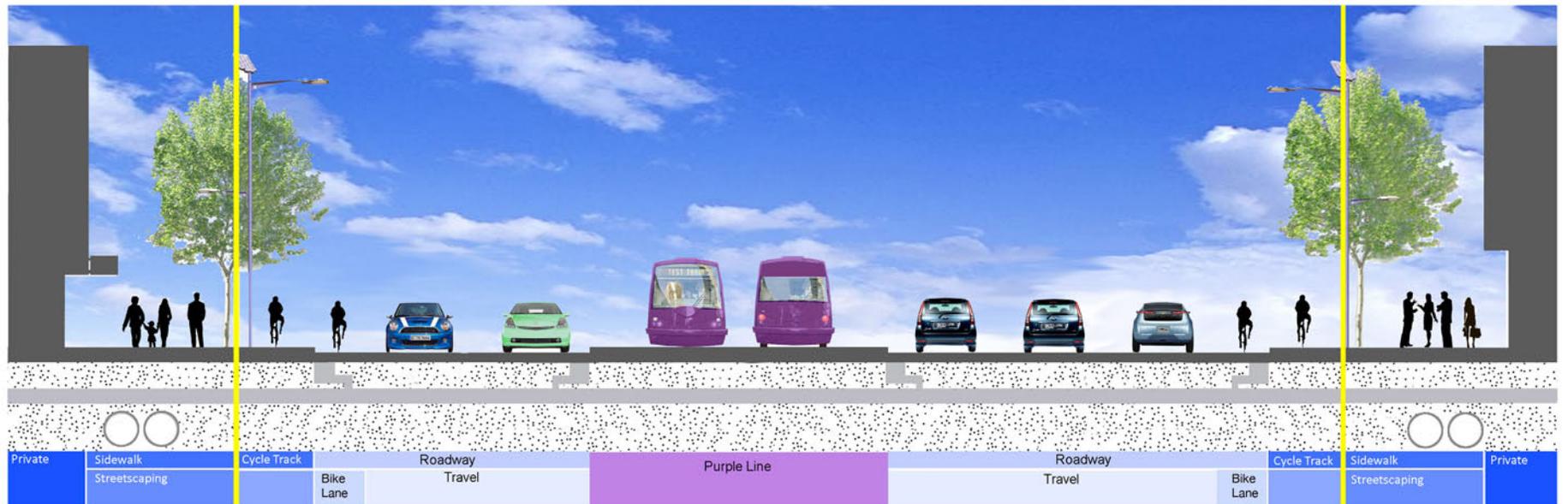
Existing Conditions

- Right-of-way: 120 feet
- Lanes: Three travel lanes with concrete or grass median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, shared use path and signed shared on street roadway
- Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

- Right-of-way: 120 feet
- Lanes: Six travel lanes (three in each direction), stormwater management to be accommodated within the right-of-way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Shared use path and signed shared on-street bikeway, 15-foot sidewalk with street trees
- Streetscape: Shade trees planted along sidewalks and in medians, distinctive pedestrian-scale street lighting, ample seating, special paving, and street furnishings

Illustration 13 University Boulevard Cross Section between Piney Branch Road and Gilbert Street



University Boulevard is a major thoroughfare within the Plan area and carries significant through traffic. The Purple Line will operate in the median. The Long Branch Sector Plan gives priority to Purple Line planning, engineering, and design process and recognizes that its integration within the University Boulevard right-of-way will result in an atypical cross section width due to site-specific and area traffic circulation needs.

Existing Conditions

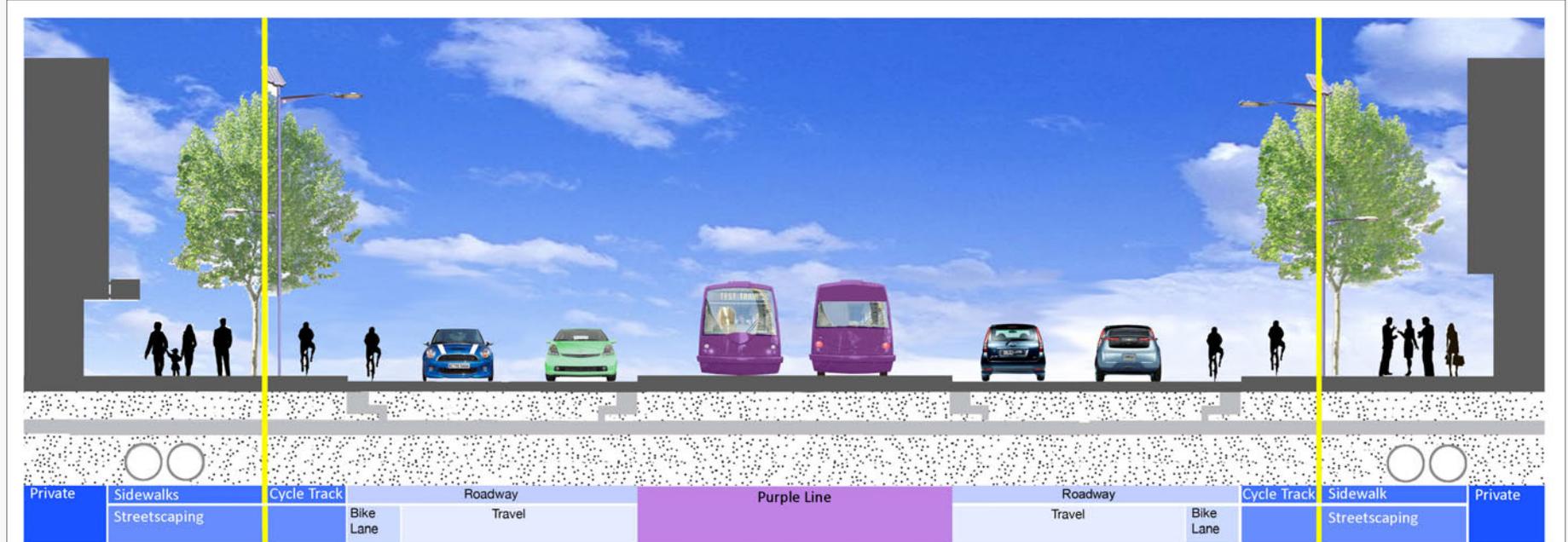
- Right-of-way: 120 feet
- Lanes: Three travel lanes with concrete or grass median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, shared use path and signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

- Right-of-way: 163 feet
- Lanes: Five travel lanes (three northbound and two southbound) with reserved lanes for the Purple Line, stormwater management to be accommodated within the right of way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes and directional cycle tracks, 15-foot sidewalk with street trees
- Streetscape: Shade trees planted along sidewalks within medians, distinctive pedestrian-scale street lights, ample seating, special paving, street furnishings, and bike parking facilities

The Plan also recommends that when reconstructing University Boulevard electric and overhead wires be relocated to alleys, rear of properties, or below grade

Illustration 14 University Boulevard Cross Section between Gilbert Street and Seek Lane



University Boulevard is a major thoroughfare within the Plan area and carries significant through traffic. The Purple Line will operate in the median. The Long Branch Sector Plan gives priority to Purple Line planning, engineering, and design process and recognizes that its integration within the University Boulevard right-of-way will result in an atypical cross section width due to site-specific and area traffic circulation needs.

Existing Conditions

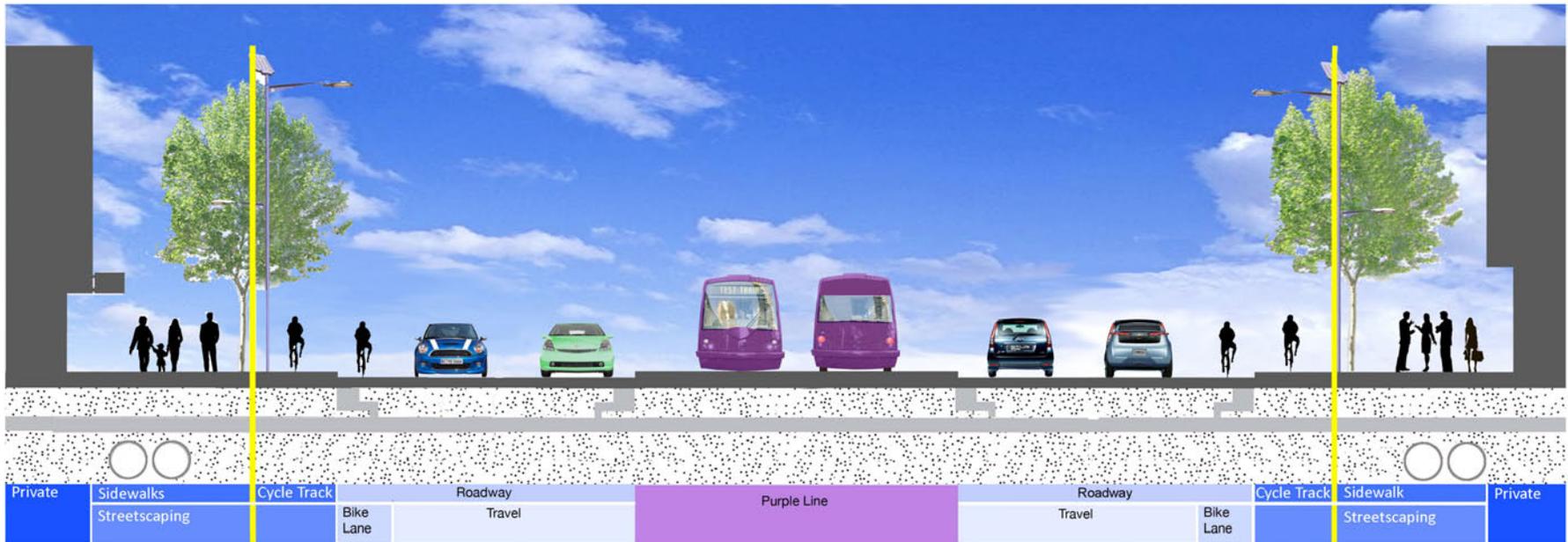
- Right-of-way: 120 feet
- Lanes: Three travel lanes with concrete or grass median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, shared use path and signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

- Right-of-way: 150 feet
- Lanes: Five travel lanes (three northbound and two southbound) with reserved lanes for the Purple Line, stormwater management to be accommodated within the right of way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes and directional cycle tracks, 15-foot sidewalk with street trees
- Streetscape: Shade trees planted along sidewalks within medians, distinctive pedestrian-scale street lights, ample seating, special paving, street furnishings, and bike parking facilities

The Plan also recommends that when reconstructing University Boulevard electric and overhead wires be relocated to alleys, rear of properties, or below grade

Illustration 15 University Boulevard Cross Section between Seek lane and Bayfield Street



University Boulevard is a major thoroughfare within the Plan area and carries significant through traffic. The Purple Line will operate in the median. The Long Branch Sector Plan gives priority to Purple Line planning, engineering, and design process and recognizes that its integration within the University Boulevard right-of-way will result in an atypical cross section width due to site-specific and area traffic circulation needs.

Existing Conditions

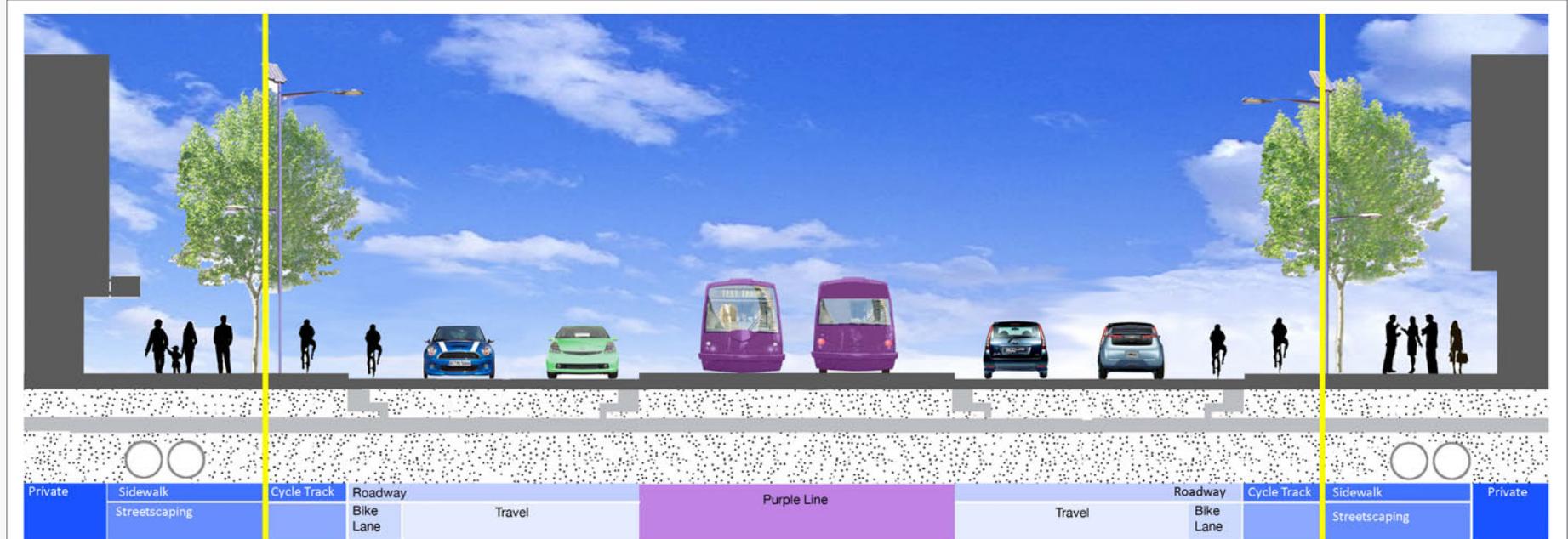
- Right-of-way: 120 feet
- Lanes: Three travel lanes with concrete or grass median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, shared use path and signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

- Right-of-way: 141 feet
- Lanes: Five travel lanes (three northbound and two southbound) with reserved lanes for the Purple Line, stormwater management to be accommodated within the right of way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes and directional cycle tracks, 15-foot sidewalk with street trees
- Streetscape: Shade trees planted along sidewalks within medians, distinctive pedestrian-scale street lights, ample seating, special paving, street furnishings, and bike parking facilities

The Plan also recommends that when reconstructing University Boulevard electric and overhead wires be relocated to alleys, rear of properties, or below grade

Illustration 16 University Boulevard Cross Section between Bayfield Street and Carroll Avenue



University Boulevard is a major thoroughfare within the Plan area and carries significant through traffic. The Purple Line will operate in the median. The Long Branch Sector Plan gives priority to Purple Line planning, engineering, and design process and recognizes that its integration within the University Boulevard right-of-way will result in an atypical cross section width due to site-specific and area traffic circulation needs.

Existing Conditions

- Right-of-way: 120 feet
- Lanes: Three travel lanes with concrete or grass median
- Pedestrian/Bike Access: Sidewalks adjacent to travel lanes, widely spaced crosswalks, shared use path and signed shared on-street roadway
- Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

- Right-of-way: 142 feet
- Lanes: Five travel lanes (three northbound and two southbound) with reserved lanes for the Purple Line, stormwater management to be accommodated within the right of way using Best Management Practices, where practicable
- Pedestrian/Bike Access: Bike lanes and directional cycle tracks, 15-foot sidewalk with street trees
- Streetscape: Shade trees planted along sidewalks within medians, distinctive pedestrian-scale street lights, ample seating, special paving, street furnishings, and bike parking facilities

The Plan also recommends that when reconstructing University Boulevard electric and overhead wires be relocated to alleys, rear of properties, or below grade

Illustration 17 Gilbert Street Extended Cross Section



The Gilbert Street extension, to be located within the southeastern quadrant of the Piney Branch Road/University Boulevard intersection, will help relieve future congestion at the University Boulevard intersection. This new roadway extension would improve access and parking options for the adjacent New Hampshire Estates Neighborhood Park, post-Purple Line. It will also create new pedestrian and bike connections to the east and west of University Boulevard, as well as provide potential retail frontage.

Plan Recommendations

- Right-of-way: 70 feet
- Lanes: Two travel lanes with on-street parking lanes on both sides
- Pedestrian/Bike Access: 15-foot wide sidewalks buffered by on-street parking, 10-foot wide shared use path on the south side, crosswalks across University Boulevard connecting to the proposed Purple Line station. Also provides a bikeway connection between Northwest Branch Trail, Long Branch, and Sligo Creek Trails
- Streetscape: Street trees planted 30 to 35-feet on center, within minimum 5-foot wide tree panels, pedestrian-scale street lights and benches, bike racks, and trash cans, where appropriate

Illustration 18 Glenville Road and Glenview Avenue Cross Section

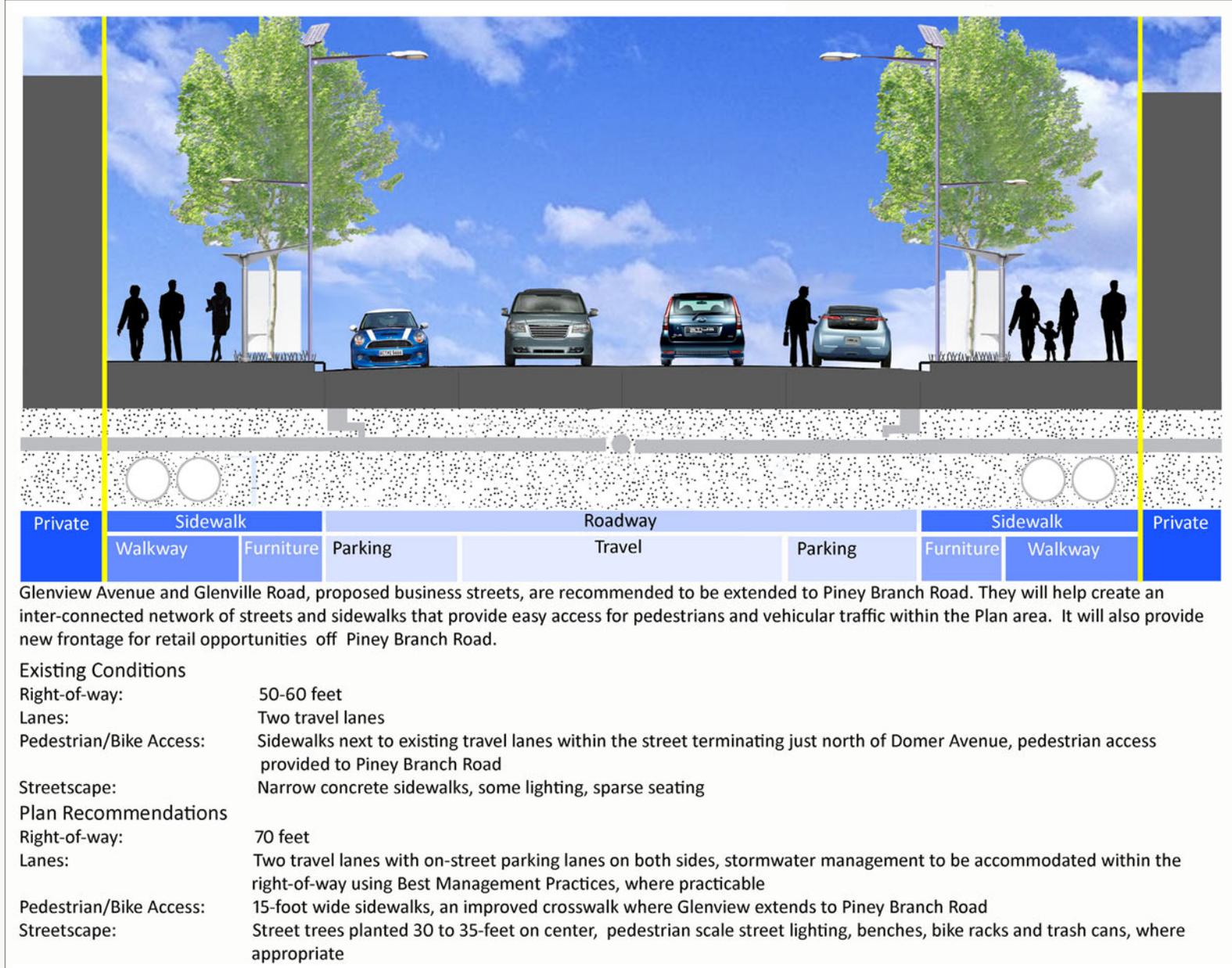
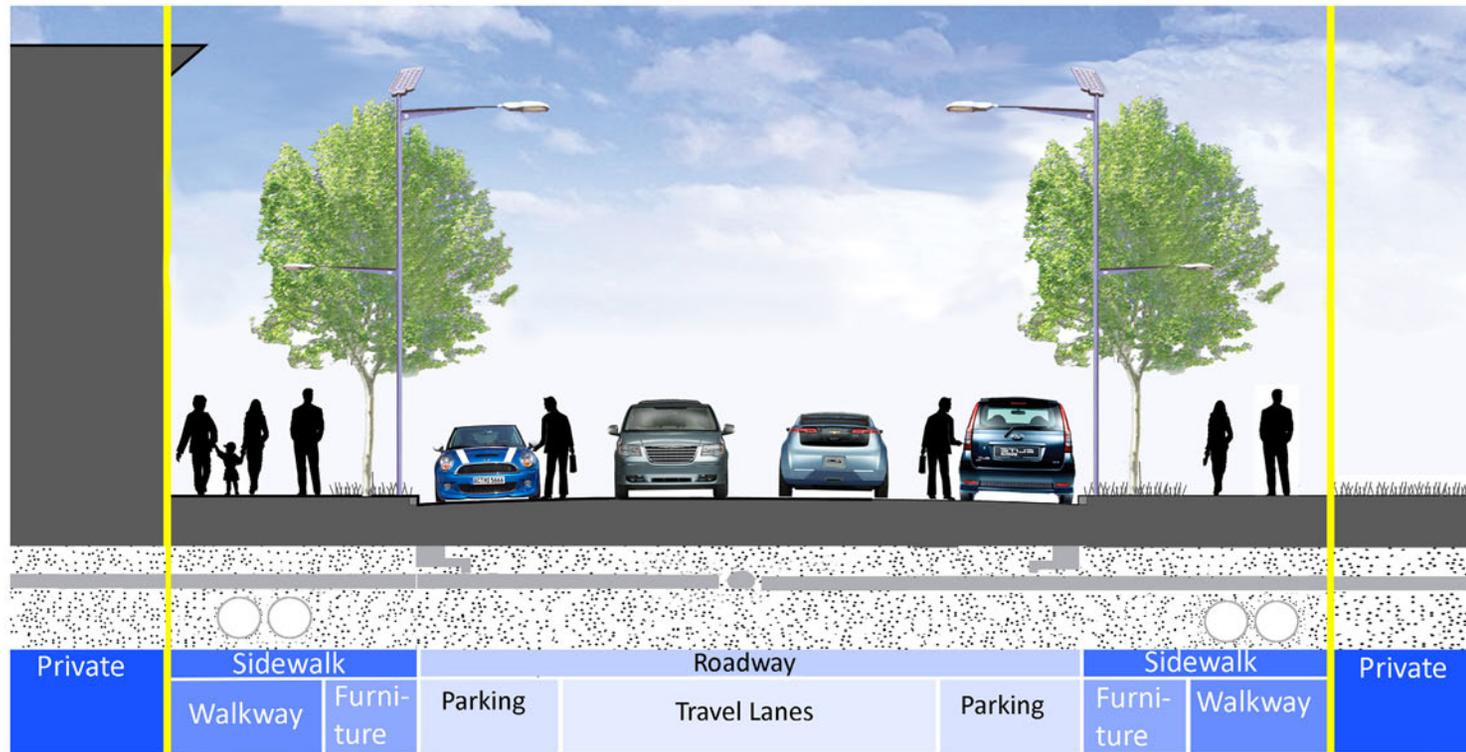


Illustration 19 Garland Street Extension



The Garland Avenue extension is to be located between Piney Branch Road and Arliss Street. This extension will help provide access the future development at the Flower Branch Apartments (Site 9) and the Long Branch Library.

Plan Recommendations

- Right-of-way: 60 feet
- Lanes: Two travel lanes with on-street parking lanes on both sides
- Pedestrian/Bike Access: 15-foot wide sidewalks buffered by on-street parking, crosswalks across Piney Branch Road
- Streetscape: Street trees planted 30 to 35-feet on center within minimum 5-foot wide tree panels, pedestrian-scale street lights and benches, bike racks, and trash cans, where appropriate

INTERSECTIONS

Major intersections within the Plan area are currently operating below the Silver Spring/Takoma Park Policy Area congestion standard of 1,600 CLV, except for the University Boulevard/Piney Branch Road intersection. It currently operates slightly above the congestion standard during the evening peak hour. A traffic analysis completed as part of the Purple Line AA/DEIS indicated that this intersection will operate with a Level of Service F in year 2030, with or without the Purple Line. Analysis of the intersection for future development scenarios indicates that the following modifications could improve intersection capacity, safety, and traffic/pedestrian flow.

Recommendations

- Reconfigure University Boulevard/Piney Branch Road intersection to:
 - accommodate the Purple Line station within the University Boulevard median just south of Piney Branch Road
 - eliminate left turns from Piney Branch Road to University Boulevard in both directions. Relocate left turns from eastbound Piney Branch Road to northbound University Boulevard via Gilbert Street Extended
 - improve pedestrian/bicyclist safety and accessibility to the Piney Branch Road Purple Line station and to the New Hampshire Estates Neighborhood Park and provide additional time for pedestrian/bicycle crossings.
- Reconfigure the Piney Branch Road/Arliss Street intersection to accommodate an extension of Glenview Avenue.
- Provide a traffic signal at Arliss Street and Garland Avenue to enhance access to the Long Branch Library.
- Provide a traffic signal at the intersection of Piney Branch Road and Garland Avenue.
- Provide a traffic signal at the intersection of University Boulevard and Gilbert Street.

Sustainability

Long term recommendations for sustainability build on public investments in parks and the natural environment. The following recommendations not only help improve the environment, but also encourage walking and cycling, allowing people to get to public amenities and transit more easily. They also address infrastructure improvements required to accommodate the Purple Line and that could not be undertaken prior to its construction.

Recommendations

- Extend the Long Branch Trail north of Piney Branch Road to connect to the Long Branch Pedestrian Bridge and Long Branch-Arliss Neighborhood Park.
- Improve the visibility and safety of the Long Branch Trail crossing at the intersection of Barron Street and Piney Branch Road with signage and pavement markings.

ENVIRONMENT

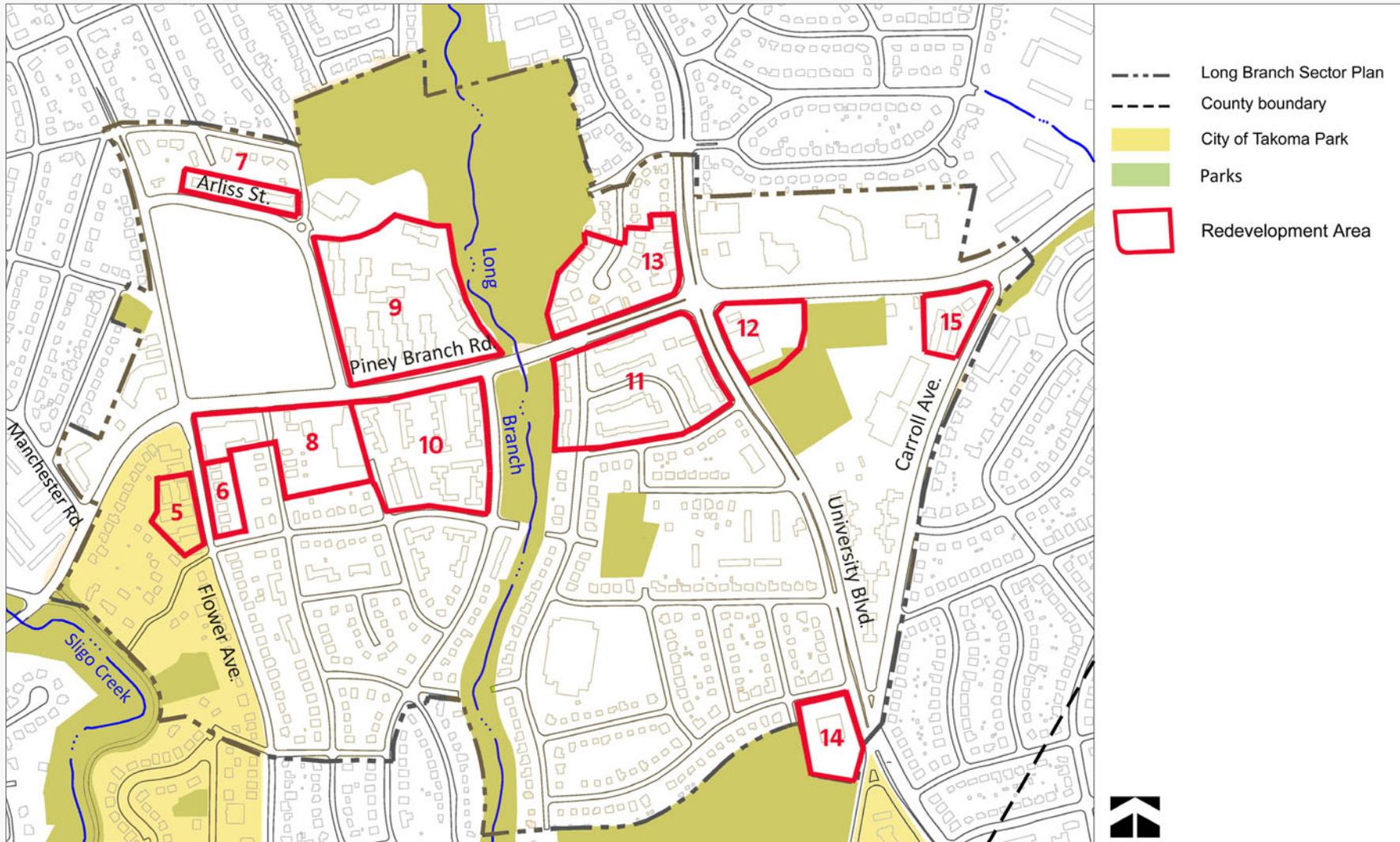
The Plan supports LEED certification for all new development and redevelopment and encourages the introduction of green building principles where feasible and appropriate.

Recommendations

- Utilize land gained from expanded rights-of-way, necessary to accommodate the Purple Line, to enhance a comprehensive stormwater management system.



Map 17 - Long Term Development Sites



Long-Term Development – Specific Sites

5 West Flower Avenue includes 8600-8630 Flower Avenue

Size: 70,086 sf	Existing	Proposed
Land Use	commercial and residential uses	mixed use
Zoning	C-1 (Convenience commercial) R-10 Residential, multiple-family, high density R-40 Residential, one-family	CRT 2.5, C 0.25, R 2.5, H60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	82 du	158 du
Commercial	5,025 sf	17,500 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Preserve space on-site to provide for small neighborhood retail, office, and service uses that cater to the community's various income levels.
- Provide live/work development, where appropriate.

Land Use and Zoning

- Provide streetscape improvements appropriate to the Flower Avenue Green Street Project.
- Provide for structured and shared parking.

Sustainability

- Use innovative stormwater management techniques to reduce runoff.

Mobility

- Extend Winding Hill Way to Flower Avenue as a public alley.
- Provide a private street connecting Winding Hill Way to Flower Avenue (8606 and 8608 Flower Avenue).
- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Connectivity between Uses, Activities, and Mobility Options
 - streetscape
- Diversity of Uses and Activities
 - affordable housing
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities and Mobility Options
 - transit access improvement
- Diversity of Uses and Activities
 - small business opportunities
 - live/work units
- Quality of Building and Site Design
 - public art

6 East Flower Avenue includes 8601-8627 Flower Avenue

Size: 20,671sf	Existing	Proposed
Land Use	commercial and residential uses	mixed use
Zoning	C-1 (Convenience commercial) R-10 Residential, multiple-family, high density	CRT 3.0, C 0.25, R 3.0, H 60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	53 du	125 du
Commercial	n/a	12,300 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Preserve space on-site for small neighborhood retail, office, and service uses that cater to the community's various income levels.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Provide live/work development, where appropriate.

Land Use and Zoning

- Provide streetscapes that supports the Flower Avenue Green Street Project.
- Provide innovative design solutions for increasing parking, including but not limited to, shared parking.

Sustainability

- Use innovative stormwater management techniques to reduce runoff.

Mobility

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement
- Diversity of Uses and Activities
 - small business opportunities
 - live/work units

7 Arliss Street Townhouses includes 8801-8839 Arliss Street

Size: 70,086 sf	Existing	Proposed
Land Use	residential use	mixed use
Zoning	RT 12.5 Residential, townhouse	8801- 8839 Arliss Street – CRT 2.5, C .25, R 2.5, H 40 (along rear property line) 8801- 8839 Arliss Street – CRT 2.5, C .25, R 2.5, H 60
Building Height	varied 16 to 45 feet	maximum 60 feet
Residential	53 du	96 du
Commercial	n/a	13,000 sf

Community

- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Provide appropriate transitions to existing single-family neighborhoods.
- Provide diverse housing types.

Land Use and Zoning

- Limit new development to less intrusive commercial uses (These are defined as small, neighborhood-serving, retail and office uses with limited trip generation rates. Special exceptions and limited uses, as designated by the CRT Zones, are not encouraged). In addition, commercial development is only appropriate on Arliss Street to prevent encroachment into the existing single-family residential community.
- Consider live/work units.
- Maintain the existing vegetated buffer on Site #7, which may need to be supplemented. It provides an appropriate transition between new development and the existing single-family homes along Plymouth Avenue.
- Maintain a maximum 40-foot building height along the rear property line

of Site #7 to allow an appropriate transition to adjacent single-family homes.

Mobility

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
 - live/work units

Additional categories that support Plan recommendations include:

- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

8 South Piney Branch Road (Flower Avenue to Glenview Avenue) includes 8801-8547 Piney Branch Road, 8605-8617 Greenwood Avenue

Size: 244,712 sf	Existing	Proposed
Land Use	commercial, residential, institutional uses	mixed use
Zoning	C-1 (Convenience commercial) R-60 Residential, one-family	CRT 2.5, C 0.25, R 2.25, H 60 8605-8617 Greenwood Avenue (and abutting Domer Avenue properties) – CRT 1.5, C .25, R 1.5, H 50* 8801-8547 Piney Branch Road – CRT 2.5, C .25, R 2.5, H 85
Building Height	Varied 16 to 45 feet	varied 50 to 85 feet
Residential	2 du	516 du
Commercial	54,705 sf	47,822 sf
Institutional	1,420 sf	n/a

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Preserve space on-site for small neighborhood retail, services, and institutional uses that cater to the community's various income levels.

Land Use and Zoning

- *To prioritize housing options in the Town Center that are compatible with adjacent single-family neighborhoods, the Plan recommends a zoning category allowing only the minimum amount of commercial density that may be mapped in the CRT Zone. Since commercial use on this site is unlikely to be compatible with adjacent housing, it is discouraged. In addition, the Plan seeks to limit commercial encroachment into the existing residential community and recommends that all nonresidential uses be limited to the property's frontage on Piney Branch Road. Ingress and egress for any commercial uses shall also be limited to Piney Branch Road.
- Concentrate the highest densities and orient new development toward the planned Purple Line station.
- Limit commercial uses along Greenwood Avenue and Glenview Avenue.
- Provide for structured and shared parking.

Mobility

- Extend Glenview Avenue to Piney Branch Road via a new business street.
- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Connectivity between Uses, Activities and Mobility Options
 - advance dedication (8547 Piney Branch Road)
- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities and Mobility Options
 - transit access improvement
- Diversity of Uses and Activities
 - small business opportunities
- Quality of Building and Site Design
 - public art

9 Flower Branch Apartments 8648 Piney Branch Road

Size: 437,151 sf	Existing	Proposed
Land Use	residential use	mixed-use
Zoning	R-10 Residential, multiple-family, high density	CRT 2.5, C .25, R 2.5, H 85 CRT 2.5, C.25, R 2.5, H 100 CRT 2.5, C.25, R 2.5, H 120
Building Height	varied 16 to 45 feet	varied 85 to 120 feet
Residential	362 du	739 du
Commercial	n/a	110,100 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Incorporate public art into streetscape improvements.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.

Land Use and Zoning

- Concentrate the highest densities and orient new development toward the planned Purple Line station.
- Maximize the use of MPDUs as part of any optional method development.
- Provide structured and shared parking.

Sustainability

- Establish a new central Civic Green Urban Park, a minimum of one-half acre, to function as the Plan area's central gathering space, to be located on an Interim Development (Phase One) site within the area of highest density near the corner of Piney Branch Road and Arliss Street, with the following criteria:
 - the park should be located near the planned Arliss Street Station
 - have a visible connection to nearby activating uses
 - contain a mix of hard and soft surfaces, including an event space.

Mobility

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.

- Provide bicycle parking at this site.
- Provide a private street connecting Garland Avenue to Arliss Street at a new full movement intersection, just to the north of the Purple Line station platform.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Quality of Building and Site Design
 - public art
- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement
- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

10 Goodacre Apartments includes 8617-8619 Piney Branch Road

Size: 197,762 sf	Existing	Proposed
Land Use	residential use	mixed use
Zoning	R-10 Residential, multiple-family, high density	8617-8619 Piney Branch Road (along Domer Avenue) - CRT 1.5, C .25, R 1.5, H 50* 8617-8619 Piney Branch Road - CRT 2.5, C .25, R 2.5, H 85
Building Height	varied 16 to 45 feet	varied 50 to 85 feet
Residential	155 du	421 du
Commercial	n/a	86,072 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Provide appropriate transitions into the existing single-family neighborhoods.
- Continue to provide a neighborhood service center/community meeting room.

Land Use and Zoning

- *To prioritize housing options in the Town Center that are compatible with adjacent single-family neighborhoods, the Plan recommends a zoning category allowing only the minimum amount of commercial density that may be mapped in the CRT Zone. Since commercial use on this site is unlikely to be compatible with adjacent housing, it is discouraged. In addition, the Plan seeks to limit commercial encroachment into the existing residential community and recommends that all nonresidential uses be limited to the property's frontage on Piney Branch Road. Ingress and egress for any commercial uses shall also be limited to Piney Branch Road.
- Maximize use of MPDUs as part of any optional method development.
- Provide structured and shared parking.

Mobility

- Extend Glenview Avenue to Piney Branch Road via a new business street.
- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Connectivity between Uses, Activities and Mobility Options
 - advance dedication
- Diversity of Uses and Activities
 - affordable housing
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities and Mobility Options
 - transit access improvement
- Quality of Building and Site Design
 - public art

11 Fox Hall Apartments includes 8700 Barron Street, 8714 Gilbert Street, and 8715 Piney Branch Road

Size: 166,356 sf	Existing	Proposed
Land Use	residential use	mixed use
Zoning	R-10 Residential, multiple-family, high density	8714 Gilbert Street - CRT 1.5, C .25, R 1.5, H 50* 8700 Barron Street - CRT 2.5, C .25, R 2.5, H 85 8715 Piney Branch Road - CRT 2.5, C .25, R 2.5, H 85
Building Height	varied 16 to 45 feet	varied 50 to 85 feet
Residential	155 du	678 du
Commercial	n/a	83,500 sf

Community

- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Provide diverse housing types to serve mixed income and special populations.
- Incorporate public art into any proposed streetscape improvements.
- Provide appropriate transitions into the existing single-family neighborhoods.
- Continue to provide a neighborhood service center/community meeting room.

Land Use and Zoning

- *To prioritize housing options in the Town Center that are compatible with adjacent single-family neighborhoods, the Plan recommends a zoning category allowing only the minimum amount of commercial density that may be mapped in the CRT Zone. Since commercial use on this site is unlikely to be compatible with adjacent housing, it is discouraged. In addition, the Plan seeks to limit commercial encroachment into the existing residential community and recommends that all nonresidential uses be limited to the property’s frontage on Piney Branch Road. Ingress and egress for any commercial uses shall also be limited to Piney Branch Road.
- Maximize use of MPDUs as part of any optional method development.
- Provide structured and shared parking.

Sustainability

- Provide a vegetated buffer between proposed mixed-use development and the Long Branch Stream Valley Park.

Mobility

The proposed Gilbert Street and Domer Avenue extensions will have some impacts on the existing community and parkland, which can be minimized through remedial design and/or traffic calming. Any impacts are outweighed by the public benefits of improved east-west bicycle and pedestrian connectivity; enhanced security; improved access for fire, safety, and emergency vehicles; improved local circulation for area residents; interim access to the Long Branch Pool and Recreation Center; access to Site #12; and additional parking for the New Hampshire Estates Neighborhood Park.

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement
- Quality of Building and Site Design
 - public art
- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

12 Piney Branch Road/University Boulevard (Southeast) includes 8801-8823 Piney Branch Road and 706 University Boulevard East

Size: 97,363 sf	Existing	Proposed
Land Use	commercial, industrial, open space, recreation use	mixed-use
Zoning	C-1 (Convenience commercial)	CRT 2.5, C 0.5, R 2.5, H 85
Building Height	varies 16 to 45 feet	maximum 85 feet
Residential	n/a	254 du
Commercial	33,215 sf	40,000 sf

Community

- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Provide diverse housing types to serve mixed income and special populations.
- Preserve space on-site for small neighborhood retail and service uses that cater to various income levels.

Land Use and Zoning

- Concentrate the highest densities and orient new development toward the planned Purple Line station.
- Provide structured and shared parking.

Sustainability

- Provide a vegetated buffer between proposed mixed-use development and the New Hampshire Estates Neighborhood Park.

Mobility

- Extend Gilbert Street to connect University Boulevard to Piney Branch Road. Any remaining portion of the New Hampshire Estates Neighborhood Park shall be rezoned during the second SMA (Long-Term Development) to the same zone as Site #12.
- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Connectivity between Uses, Activities and Mobility Options
 - transit access improvement
- Diversity of Uses and Activities
 - small business opportunities
- Quality of Building and Site Design
 - structured parking

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities and Mobility Options
 - transit access improvement
- Diversity of Uses and Activities
 - small business opportunities
- Quality of Building and Site Design
 - public art
- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

Piney Branch Road/University Boulevard (Northwest) includes 8800-8814 Glenville Road, 8801-8817 Glenville Road, 8712-8736 Piney Branch Road and 627-649 University Boulevard, East

Size: 185,344 sf	Existing	Proposed
Land Use	commercial use	mixed-use
Zoning	C-1 (Convenience commercial) R-10 (Residential, multiple-family high density)	627 University Boulevard, East – CRT 1.5, C .25, R 1.5, H 50 8812-8814 Glenville Road – CRT 1.5, C .25, R 1.5, H 50 * 8815-8817 Glenville Road – CRT 1.5, C .25, R 1.5, H 50* 8801-8810 Glenville Road – CRT 2.5, C .25, R 2.5, H 60* 8801-8817 Glenville Road – CRT 2.5, C.25, R2.5, H 60* 8712-8736 Piney Branch Road – CRT 2.5, C .25, R 2.5, H 60 629-649 University Boulevard, East – CRT 2.5, C .25, R 2.5, H 60
Building Height	Varies 16 to 45 feet	maximum 60 feet
Residential	78 du	325 du
Commercial	34,195 sf	44,600 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Provide for neighborhood retail and service uses that cater to various income levels.
- Provide well-designed streetscapes incorporating public art along Piney Branch Road, Glenville Road, and University Boulevard.
- Preserve space on-site for small neighborhood serving retail and service uses along Piney Branch Road and University Boulevard.
- Support partnerships between local institutions and community serving organizations.

Land Use and Zoning

- *To prioritize housing options in the Town Center that are compatible with adjacent single-family neighborhoods, the Plan recommends a zoning category allowing only the minimum amount of commercial density that may be mapped in the CRT Zone. Since commercial use on this site is unlikely to be compatible with adjacent housing, it is discouraged. In addition, the Plan seeks to limit commercial encroachment into the existing residential community and recommends that all nonresidential uses be limited to the property's frontage on Piney Branch Road. Ingress and egress for any commercial uses shall also be limited to Piney Branch Road.

- Maximize use of MPDUs as part of any optional method development.
- Encourage property assemblage to create a well-designed, mixed-use development with structured or shared parking.
- Glenville Road should be designed as a minor arterial with a 70-foot right-of-way and with traffic calming, from University Boulevard to Piney Branch Road. It should also accommodate a new driveway serving the Long Branch Pool and Recreation Center. Glenville Road Extended may be constructed in two phases:
 - Phase one: a stub street extending north from Piney Branch Road at Barron Street with a driveway to the pool and recreation center. It should be implemented as part of the Purple Line construction. The pool and recreation center driveway should intersect with Glenville Road north of Glenville's intersection with Piney Branch Road.
 - Phase two: extend the stub street north from the pool and recreation center driveway to University Boulevard. This extension should be implemented along with the redevelopment of Site #13.
- Limit commercial development on properties that are adjacent to existing single-family residences and provide appropriate transitions toward existing single-family neighborhood.

Sustainability

- Maintain and improve access to Long Branch Stream Valley Park.
- Provide a vegetated buffer between proposed mixed-use development and the Long Branch Stream Valley Park.

Mobility

- Extend Glenville Road to Piney Branch Road.
- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - small business opportunities
 - affordable housing
- Quality of Building and Site Design
 - structured parking
- Major Public Facility (construction of the Glenville Road extension)

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - advance dedication
 - through-block connections
 - trip mitigation
- Quality of Building and Site Design
 - public art

1.4 Carroll Avenue and Piney Branch Road includes 8875 Piney Branch Road

Size: 97,110 sf	Existing	Proposed
Land Use	commercial use	mixed use
Zoning	C-O (Commercial, office building)	CRT 1.5, C 0.25, R 1.5, H 60
Building Height	36 to 42 feet	maximum 60 feet
Residential	n/a	114 du
Commercial	31,072 sf	32,000 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Incorporate public art and other gateway features into new development.
- Provide well-designed streetscapes along Piney Branch Road and Carroll Avenue.
- Provide appropriate transitions toward existing single-family neighborhoods.

Land Use and Zoning

- Preserve space on-site for small neighborhood retail and service uses that cater to various income levels.

Sustainability

- Provide a vegetated buffer between proposed mixed-use development and the existing single-family community

Mobility

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities

Additional categories that support Plan recommendations include:

- Quality of Building and Site Design
 - public art
- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

15 Forston Street and University Boulevard, East includes 831 University Boulevard, East and 815 Forston Street

Size: 20,320 sf	Existing	Proposed
Land Use	commercial use and vacant	mixed-use
Zoning	C-1 (Convenience commercial) R-60 (Residential, one-family)	815 Forston Street – CRT 1.5, C .25, R 1.5, H 50 831 University Boulevard – CRT 1.5, C .25, R 1.5, H 60
Building Height	varies 16 to 42 feet	maximum 60 feet
Residential	n/a	23 du
Commercial	1,380 sf	7,500 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design sites to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Incorporate public art and other gateway features into new development.
- Provide well-designed streetscapes along Piney Branch Road.
- Provide appropriate transitions towards existing single-family neighborhoods.

Land Use and Zoning

- Preserve space on-site for small neighborhood retail and service uses that cater to the community's various income levels.

Sustainability

- Provide a vegetated buffer between proposed mixed-use development and the Long Branch Stream Valley Park.

Mobility

- Improve pedestrian and bicycle connections to adjacent neighborhoods, transit, and community facilities.
- Provide bicycle parking at this site.

The following CR Zone incentive density categories should be used as part of any optional method development:

- Diversity of Uses and Activities
 - affordable housing
 - small business opportunities

Additional categories that support Plan recommendations include:

- Quality of Building and Site Design
 - public art
- Protection and Enhancement of the Natural Environment
 - green wall
 - vegetated areas
 - habitat preservation and restoration

Table 4 - Total Long Term Development

Land Use	Existing	Holding Capacity	Proposed	
			Interim	Long Term
Commercial	532,815 sf	917,987 sf	520,502 sf	707,760 sf
Residential: single-family	372 du	616 du	372 du	357* du
Residential: multifamily	1,804 du	3,260 du	2,892 du	6,665 du
• naturally occurring affordable housing	882 du	n/a	938 du	n/a
• subsidized housing (includes voucher, tax credit and rent restricted units)	567 du	n/a	837 du (includes 270 MPDUs)	1,624 du (including 787 MPDUs)
Institutional Use	19,217 sf	n/a	19,217 sf	19,217 sf
Public Facilities	52,804 sf	n/a	approx. 54,004 sf	approx. 54,004 sf
Parkland	1,590,376 sf	n/a	1,655,376 sf (includes approx. 65,000 sf of new park land)	1,720,376 sf (includes approx. 65,000 sf of new parkland)

Long Term development occurs after the Purple Line is funded and will help maximize the County’s investment. It will expand the land use pattern by rezoning the remaining commercial properties to the CRT Zones along with selected residential properties. This rezoning will preserve appropriate levels of affordability while encouraging development that could provide for improved public amenities within an attractive, pedestrian scale environment.

implementation

The Plan's recommendations will be implemented through the CRT Zones, to encourage mixed-use development and promote increased diversity of housing choice, environmentally sound buildings, active streets that connect communities, and innovative design.

These zones are designed to:

- implement the goals and objectives of applicable master and sector plans
- target opportunities for reinvestment in commercial strips and surface parking lots
- reduce auto dependence by encouraging development that integrates a combination of housing types, mobility options, services, and amenities
- encourage an appropriate balance of employment and housing opportunities, and compatible relationships with adjoining neighborhoods
- provide certainty with regard to maximum density and building heights in each zone while allowing flexibility in site design and use mix
- define the facilities and amenities required by private development to support the allowed optional method densities and heights.

The CRT Zones provide both a standard and an optional method of development. The standard method limits overall density to a 1.0 FAR (Floor Area Ratio). The optional method provides an opportunity for earned additional density, which creates an incentive for a project to provide public benefits and amenities. Projects in reinvestment areas are proposed for CRT Zone designation and can achieve additional density using the optional method because of their proximity to public transit that uses a dedicated right-of-way.

The CRT Zones require public use space for development of a certain size and configuration. Public use spaces may be privately owned and may be located on-site, but must be accessible to the public. The requirement may also be satisfied by off-site physical improvements to parks or public use space or by payments that support public use space elsewhere in Long Branch. This Plan assumes that much of the public space system will be obtained through this requirement.

Public benefits provided under the optional method are drawn from among seven categories outlined in the Zoning Ordinance. The public benefits identified below should be considered priorities during project development and review of optional method projects in the CRT Zones. This list is not mandatory, and it does not preclude consideration of other benefits listed in the CRT Zones to achieve the maximum permitted FAR. The requested benefits should be analyzed to ensure they are the most suitable for a particular location, are consistent with the Plan's vision, and that they satisfy the changing needs of the area over time. When selecting these benefits, the Planning Board should consider community needs as a determining factor.

For Long Branch, these categories and public benefits are important to successful revitalization:

- Connectivity between Uses, Activities, and Mobility Options
- Diversity of Uses and Activities
- Quality of Building and Site Design.

Urban design guidelines will be applied to facilitate implementation. The guidelines are designed to guide developers, citizens, regulatory reviewers, and the Planning Board as they design, analyze, and approve projects devised over the life of this Plan. The CRT Zones require optional method projects to address design guidelines during the regulatory review process.

Capital Improvements Program

The following infrastructure projects will enable Long Branch to evolve into a mixed-use, transit-oriented community and should be funded through the Capital Improvements Program.

Some projects may be completed using the Amenity Fund and with private sector participation, including:

Table 5 - Capital Improvement Program

Project Name	Category	Lead Agency	Coordinating Agency/Group	Cost Estimate
Piney Branch Road/University Boulevard Reconstruction	Mobility	MTA and SHA	M-NCPPC	TBD
Purple Line/Station Construction	Mobility	MTA	Montgomery County , SHA and M-NCPPC	TBD
Sidewalk Improvement	Mobility	Montgomery County	M-NCPPC, City of Takoma Park and Private	TBD
Intersection Improvements (Piney Branch Road – Arliss and University Boulevard)	Mobility	MTA, Montgomery County and SHA	M-NCPPC and MTA	TBD
Glenville Road Extension (design and construction)	Mobility	MTA and Montgomery County	M-NCPPC, Montgomery County and Private	TBD
Long Branch Local Park (acquisition of land)	Mobility	M-NCPPC Montgomery Parks		TBD
• Design and Construction of driveway	Mobility	MTA and M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks	TBD
Gilbert Street Extension	Mobility	Montgomery County	M-NCPPC, MTA and Private	TBD
Domer Avenue Extension and Bridge reconstruction	Mobility	Montgomery County	M-NCPPC	TBD
Bridge Reconstruction (Long Branch and Clayborn Avenue)	Mobility	Montgomery County	M-NCPPC	TBD
Police Substation	Community	Montgomery County		TBD
Commercial Façade Improvement Program (funding and technical assistance)	Community	Montgomery County		TBD
Way- finding Signage	Community	Montgomery County	MTA	TBD
New Hampshire Estates Park	Sustainability		M-NCPPC Montgomery Parks	TBD
• Concept Planning and Public Outreach		M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks	TBD
• Facility Plan		MTA	M-NCPPC Montgomery Parks	TBD
• Detailed Design		MTA	M-NCPPC Montgomery Parks	TBD
• Construction		Montgomery County and SHA	M-NCPPC Montgomery Parks	TBD
Central Civic Green (Planning and Design)	Sustainability	Private	M-NCPPC Montgomery Parks and Private	TBD
Long Branch Trail Extension (Planning, Design and Construction)	Sustainability	M-NCPPC Montgomery Parks	M-NCPPC Montgomery Parks	TBD
Long Branch Trail Extension (at –grade crossing – Barron Street)	Sustainability and Mobility	MTA	M-NCPPC Montgomery Parks	TBD
Public Art	Community	MTA and Private	Montgomery County	TBD
Public Parking (structure d parking at Long Branch Town Center	Community	Montgomery County and Private	Montgomery County	TBD

May 2013

Planning Board Draft

long branch sector plan



Montgomery County Planning Department
M-NCPPC

8787 Georgia Avenue
Silver Spring, MD 20910

MontgomeryPlanning.org



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