CHAPTER 9
SPECIFIC MASTER PLAN AREA ISSUES

These questions were asked only of residents of the one or two master plan areas directly affected by each issue.

Georgetown Branch - Capital Crescent Trail: Current Usage
West Silver Spring area residents only

• Fifty-one percent were familiar with the Georgetown Branch - Capital Crescent Trail. Sixty-five percent of these report that they use this trail.

• Among those who know about the trail but do not use it, the primary reasons were: "no time," 31 percent; "not close," 27 percent; and "no interest," 18 percent.

Brookville Road Industrial Area
North and West Silver Spring residents only

• *Seventy percent of the West and North Silver Spring residents are familiar with the Brookville Road area.* Almost half, 47 percent, report that they patronize the area. Probably due to proximity, a larger proportion of North Silver Spring residents visit the Brookville Road area than West Silver Spring residents, 51 percent compared to 45 percent.

• *Retail and automotive businesses accounted for the highest percentages of those who patronize the area, about 54 percent and 37 percent respectively.* Industrial uses and restaurants attract 25 percent and 18 percent each. Among the responses that did not fit broad categories, gymnastics received fairly frequent mention. Because only a small proportion of the total population participates in this activity, lower percentages still indicate fairly heavy usage. More than half of those who visit the area, patronize at least two types of businesses. Retail and automotive consistently receive the most responses.

• *Among those who do not patronize businesses in the Brookville area, "no particular reason" was the most frequent response, 37 percent, followed by "no need," 32 percent.* Another 11 percent consider the area inconvenient; North Silver Spring residents are most likely to choose this answer.

- *Among those who patronize Brookville Road businesses, convenience is far and away the most common reason they like the area, 50 percent.* Access to a particular business is second, 16 percent, and "no particular reason" is third, 14 percent.

- The most frequent complaint about the area by those who use it is that it is "unattractive," 35 percent. West Silver Spring residents are particularly likely to deem it unattractive, 38 percent do. Another large percentage find "nothing in particular" to dislike about the area, 23 percent. Traffic was the third specific reason for disliking the area, 14 percent. Many of the "other" comments referred to truck traffic rather than general traffic, and there was concern about where tow trucks and the vehicles that had been towed were parked.

Montgomery Hills Shopping District
North and West Silver Spring Residents Only

- *Fifty-seven percent of the residents of North and West Silver Spring Planning Areas are familiar with this area.* (Because of its visibility in the area, staff suspects that others know it but do not think of it as "Montgomery Hills.") Fifty-two percent of West Silver Spring residents said they were not familiar with the area compared to 29 percent of North Silver Spring residents. Of those who are familiar with the area, most patronize it, 83 percent. In North Silver Spring, 86 percent of those who know it, use it.

- *Among the 10 percent of respondents who know the area but do not use it, "no need" is the most frequent reason for not patronizing Montgomery Hills shopping district, 40 percent.* Twenty-two percent find it inconvenient and 23 percent mention a variety of other reasons for not shopping there. However, these answers represent a very small number of respondents.

- *The majority of those who shop in Montgomery Hills, shop there at least once a week, 64 percent.* Another 29 percent shop there at least once a month. North Silver Spring respondents visit the area most, 82 percent weekly and an additional 16 percent at least monthly. This means that almost all North Silver Spring residents shop in Montgomery Hills at least once a month. West Silver Spring residents use Montgomery Hills resources less often, probably because most live farther away. Eighty-eight percent shop in Montgomery Hills at least monthly but less than half of these, 41 percent, shop there weekly.

- *The primary reason respondents like shopping in Montgomery Hills is convenience, 48 percent.* Thirty-two percent cited a specific store or restaurant as the reason they like the area and 13 percent like the selection. In North Silver Spring, half are drawn by convenience, while 30 percent are attracted by a specific store or restaurant. West Silver Spring residents are also drawn by convenience, 45 percent, but more than in North Silver Spring, 34 percent, come for a specific store or restaurant.

- *"Traffic" is the principal dislike among those who visit Montgomery Hills shopping district, 39 percent.* Sixteen percent said that they did not dislike anything in particular, while 13

Table 9-1   Are you familiar with the Georgetown Branch - Capital Crescent Trail?

Question 9.3	Assigned Master Plan Area West Silver Sp		Total	
	Count	Col %	Count	Col %
Not familiar	1015	48.6%	1015	48.6%
Familiar, do not use	375	18.0%	375	18.0%
Familiar, use	687	32.9%	687	32.9%
Don't know	11	.5%	11	.5%
Total	2088	100.0%	2088	100.0%

Table 9-2   Why do you not use the Georgetown Branch - Capital Crescent Trail?

Question 9.31	Assigned Master Plan Area							
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %
No time	55	25.5%	33	25.0%			118	31.4%
Not close	46	21.2%	33	25.0%			102	27.2%
No interest	50	23.0%	33	25.0%			66	17.7%
Other	38	17.5%	33	25.0%			52	13.8%
Hard to get to	16	7.3%			17	100.0%	11	3.0%
Don't know	8	3.6%					26	6.9%
Don't like it	4	1.8%						
Total	216	100.0%	131	100.0%	17	100.0%	375	100.0%

Table 9-3   Are you familiar with the Brookville Road Industrial Area?

Question 11	Assigned Master Plan Area				Total	
	North Silver Sp		West Silver Sp			
	Count	Col %	Count	Col %	Count	Col %
Not familiar	504	26.6%	699	30.1%	1202	28.5%
Familiar, patronize	962	50.8%	1035	44.5%	1997	47.4%
Familiar/don't patronize	388	20.5%	564	24.3%	952	22.6%
Don't know	39	2.1%	26	1.1%	65	1.5%
Total	1893	100.0%	2323	100.0%	4216	100.0%

percent disliked the parking and 10 percent think the area looks rundown. "Traffic" was more of a problem to West Silver Spring residents, 49 percent, than North Silver Spring residents. The next largest percentage of West Silver Spring residents said they dislike "nothing in particular," 22 percent. North Silver Spring residents disliked "traffic" most, 32 percent, followed by "parking," 19 percent; "rundown condition," 12 percent; and "doesn't have the stores I want," 11 percent. Thirteen percent of North Silver Spring residents said that there was nothing in particular they disliked.

Takoma Park/Langley Crossroads Shopping Center
Asked only of East Silver Spring and Takoma Park Residents

- *Ninety-two percent of East Silver Spring and Takoma Park residents are familiar with the Takoma Park/Langley Crossroads Shopping Center.* Sixty-three percent of these shop there.

- *Grocery shopping is the most common activity of those who use the Takoma Park/Langley Crossroads shopping center, 63 percent.* Thirty percent go to the drug store. Respondents mentioned as many as four types of shopping they do at this center. In addition to visiting the grocery store and drug store, these include a wide variety of items with no clear front runner.

Table 9-4   What types of businesses do you patronize at the Brookville industrial area?

	Assigned Master Plan Area								Total Respondents	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
Question 11.1	# of Respondents Respondent %		# of Respondents Respondent %		# of Respondents Respondent %		# of Respondents Respondent %		# of Respondents Respondent %	
Retail	499	51.9%	33	50.0%	205	43.1%	621	60.0%	1358	53.5%
Automotive	334	34.8%	33	50.0%	52	11.0%	516	49.9%	936	36.9%
Other	246	25.5%			271	56.9%	149	14.4%	665	26.2%
Industrial	194	20.2%			188	39.4%	241	23.3%	623	24.5%
Restaurant	193	20.1%			26	5.5%	235	22.7%	454	17.9%
Recycling	124	12.9%					96	9.3%	220	8.7%
Don't know	8	.8%					17	1.6%	25	1.0%
Total Respondents	962	166.2%	66	100.0%	476	156.0%	1035	181.2%	2538	168.7%

Table 9-5   Why do you not patronize businesses at the Brookville industrial area?

	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
Question 11.2	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
No particular reason	154	39.7%			52	100.0%	202	35.8%	408	34.5%
No need	111	28.5%	99	54.5%			196	34.8%	405	34.2%
Inconvenient	50	12.9%	49	27.3%			52	9.2%	151	12.8%
Other			33	18.2%			24	4.3%	57	4.8%
Safety	26	6.7%					26	4.6%	52	4.4%
No time	8	2.0%					37	6.6%	45	3.8%
Rundown	12	3.0%					26	4.6%	38	3.2%
Not familiar	20	5.1%							20	1.7%
Don't know	8	2.0%							8	.7%
Total	388	100.0%	181	100.0%	52	100.0%	564	100.0%	1185	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 9-6   What do you like most about the Brookville Road Industrial area?

Question 11.3	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Convenient	444	46.1%			162	33.9%	551	53.2%	1156	45.5%
Other	79	8.2%			218	45.9%	123	11.9%	421	16.6%
Particular bussiness	124	12.9%	66	100.0%			195	18.9%	386	15.2%
Nothing in particular	196	20.4%			70	14.7%	85	8.2%	351	13.8%
Mix/variety	77	8.0%			26	5.5%	17	1.6%	120	4.7%
Don't know	34	3.5%					63	6.1%	97	3.8%
Traffic	8	.8%							8	.3%
Total	962	100.0%	66	100.0%	476	100.0%	1035	100.0%	2538	100.0%

Table 9-7   What do you like least about the Brookville Road Industrial area?

Question 11.4	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Unattractive	299	31.3%	33	50.0%	96	26.2%	392	37.9%	820	33.9%
Nothing in particular	246	25.7%	33	50.0%	218	59.5%	214	20.7%	711	29.4%
Traffic	152	16.0%			52	14.3%	120	11.6%	325	13.4%
Other	131	13.8%					163	15.8%	294	12.2%
Don't know	28	2.9%					73	7.1%	101	4.2%
Parking	35	3.6%					18	1.7%	52	2.2%
Safety	31	3.3%					17	1.6%	48	2.0%
Inconvenient	20	2.1%					26	2.5%	46	1.9%
Particular business	13	1.4%					11	1.1%	25	1.0%
Total	955	100.0%	66	100.0%	367	100.0%	1035	100.0%	2423	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 9-8   Are you familiar with the Montgomery Hills shopping district?

| | Assigned Master Plan Area | | | | Total | |
| | North Silver Sp | | West Silver Sp | | | |
Question 12	Count	Col %	Count	Col %	Count	Col %
Not familiar	550	29.0%	1214	52.3%	1764	41.8%
Familiar, don't go there	191	10.1%	228	9.8%	419	9.9%
Familiar, go there	1129	59.6%	849	36.6%	1978	46.9%
Don't know	24	1.2%	32	1.4%	55	1.3%
Total	1893	100.0%	2323	100.0%	4216	100.0%

Table 9-9   Why do you rarely or never go to the Montgomery Hills shopping district?

| | Assigned Master Plan Area | | | | | | | | Total | |
| | North Silver Sp | | SS CBD | | East SS & TP | | West Silver Sp | | | |
Question 12.1	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
No need	64	33.3%	66	100.0%	52	40.0%	104	45.6%	286	46.4%
Inconvenient	50	26.3%			52	40.0%	40	17.7%	143	23.2%
Other	53	28.0%			26	20.0%	45	19.6%	124	20.2%
No time							39	17.1%	39	6.3%
Parking	16	8.2%							16	2.6%
Don't know	8	4.1%							8	1.3%
Total	191	100.0%	66	100.0%	131	100.0%	228	100.0%	615	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 9-10 About how often do you go to the Montgomery Hills shopping district?

| Question 12.2 | Assigned Master Plan Area | | | | Total | |
| | North Silver Sp | | West Silver Sp | | | |
	Count	Col %	Count	Col %	Count	Col %
At least once/week	916	81.7%	350	41.2%	1266	64.3%
At least once every 2 weeks	110	9.9%	198	23.3%	308	15.7%
At least once a month	71	6.3%	182	21.4%	253	12.8%
At least once every 2 months	8	.7%	75	8.9%	83	4.2%
At least once every 3 months	8	.7%	11	1.3%	19	1.0%
At least once every 6 months			32	3.8%	32	1.6%
Don't know	8	.7%			8	.4%
Total	1121	100.0%	849	100.0%	1970	100.0%

Table 9-11 What one thing do you like most about the Montgomery Hills shopping district?

| Question 12.3 | Assigned Master Plan Area | | | | Total | |
| | North Silver Sp | | West Silver Sp | | | |
	Count	Col %	Count	Col %	Count	Col %
Convenient	556	49.5%	381	44.8%	937	47.5%
Specific store/restaurant	338	30.0%	291	34.3%	629	31.9%
Selection	134	11.9%	127	15.0%	261	13.2%
Other	28	2.4%	50	5.9%	78	3.9%
Nothing in particular	42	3.8%			42	2.1%
Don't know	27	2.4%			27	1.4%
Total	1124	100.0%	849	100.0%	1973	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 9-12   What one thing do you like least about the Montgomery Hills shopping district?

Question 12.4	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Traffic	359	32.0%	33	18.2%	218	67.6%	416	49.0%	1027	41.5%
Nothing in particular	140	12.5%	49	27.3%	52	16.2%	183	21.6%	425	17.2%
Parking	209	18.7%			52	16.2%	50	5.9%	312	12.6%
Rundown	138	12.3%	66	36.4%			66	7.8%	270	10.9%
Doesn't have stores I want	121	10.8%					40	4.8%	161	6.5%
Other	83	7.4%					57	6.7%	140	5.6%
Layout/Access	47	4.2%					24	2.9%	72	2.9%
Don't know	8	.7%	33	18.2%					41	1.6%
Safety	16	1.4%					11	1.3%	27	1.1%
Total	1121	100.0%	181	100.0%	323	100.0%	849	100.0%	2474	100.0%

Table 9-13   Are you familiar with the Takoma Park/Langley Crossroads shopping center?

Question 13	Assigned Master Plan Area East SS/TP		Total	
	Count	Col %	Count	Col %
Not familiar	618	7.3%	618	7.3%
Familiar, don't go there	2901	34.2%	2901	34.2%
Familiar, go there	4923	58.0%	4923	58.0%
Don't know	52	.6%	52	.6%
Total	8495	100.0%	8495	100.0%

Table 9-14   What type of shopping do you do at the Takoma Park/Langley Crossroads shopping center?

Question 13.1	Assigned Master Plan Area								Total Respondents	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp			
	# of respondents	Respondent %	# of respondents	Respondent %	# of respondents	Respondent %	# of respondents	Respondent %	# of respondents	Respondent %
Grocery			66	50.0%	3157	64.1%	6	17.9%	3229	63.4%
Other			33	25.0%	2442	49.6%			2475	48.6%
Drug store	8	100.0%	66	50.0%	1465	29.8%			1538	30.2%
Clothes			33	25.0%	742	15.1%			775	15.2%
Hardware/small appliances			33	25.0%	297	6.0%			330	6.5%
Furniture/home furnishings			33	25.0%	164	3.3%			197	3.9%
Don't know					109	2.2%	26	82.1%	135	2.7%
Total Respondent	8	100.0%	131	200.0%	4923	170.1%	32	100.0%	5094	170.4%