



December 18, 2009

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Glenn Kreger, Acting Chief, Vision Division *GK*
Bill Barron, Team Leader, South Central Transit Corridor Team
Vision Division

FROM: Kathleen A. Reilly, AICP, Planner Coordinator (301/495-4614)
South Central Transit Corridor Team
Vision Division *[Signature]*

SUBJECT: Proposed Scope of Work for the Long Branch Sector Plan

RECOMMENDATION: Approve the Scope of Work

BACKGROUND

The attached Scope of Work begins the Sector Plan development process. The Scope of Work defines the Plan's boundaries and areas to be studied; its purpose, goals, and objectives and issues to be addressed; and community involvement in the planning process. This document also provides information on the project schedule and budget.

SUMMARY

The Long Branch area is located in eastern Silver Spring along Piney Branch Road between Flower Avenue and University Boulevard and encompasses portions of the City of Takoma Park. Existing development in Long Branch is composed of older one-story neighborhood commercial areas, single-family and low-rise multifamily housing. Neighborhood commercial areas are primarily locally owned commercial retailers serving the community's diverse population.

This Sector Plan will be one in a series of land use plans for stations on the Purple Line, a proposed 16-mile transitway between Bethesda and New Carrollton. Two Purple Line stations are proposed in Long Branch. Design and development of these stations offers an opportunity to generate a new vision for Long Branch that enhances the quality of life for residents and workers, maintains affordable housing and diversity in the community and encourages transit-oriented mixed-use development.

The Scope of Work sets forth overarching goals of connectivity, design, environment, and quality of life to achieve this vision. These goals will be addressed through such objectives as pedestrian and transit links, street activating uses, community focal points, watershed protection, energy efficiency, small business retention and preservation of the community diversity.

The project team will work with residents, business owners, community and civic organizations, non-profit groups, the City of Takoma Park, and other stakeholders. The Plan will also be coordinated with State and County agencies. The outreach program will be tailored to the needs of the community. Staff will hold periodic public meetings with stakeholders to develop and refine the Plan's vision and will have office hours in the community to allow stakeholders opportunities to discuss Plan topics.

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Attachment