



Long Branch Sector Plan – Staff Draft Presentation



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Staff Report Date 12-06-2012

Description

- The Long Branch community is located in the eastern portion of Montgomery County, between Langley Park and Silver Spring.
- The Sector Plan area is approximately 241 acres and its boundaries 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.
- The Plan contains text and supporting maps and will amend following: 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 Georges' Counties, Master Plan of Highways within Montgomery County and the Countywide Bikeways Functional Master Plan

Summary

Staff recommends approval of the Staff Draft Sector Plan as the Public Hearing Draft, and that a Public Hearing be set for January 24, 2013.

Long Branch Sector Plan
Staff Draft
December 2012

Logo

Montgomery County Planning Department
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Long Branch Sector Plan
Staff 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, and the *Countywide Bikeways Functional Master Plan* 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 20910-3760

Online at montgomeryplanning.org/community/longbranch

Long Branch Sector Plan
Staff Draft

Prepared by the Montgomery County Planning Department
December 2012

montgomeryplanning.org

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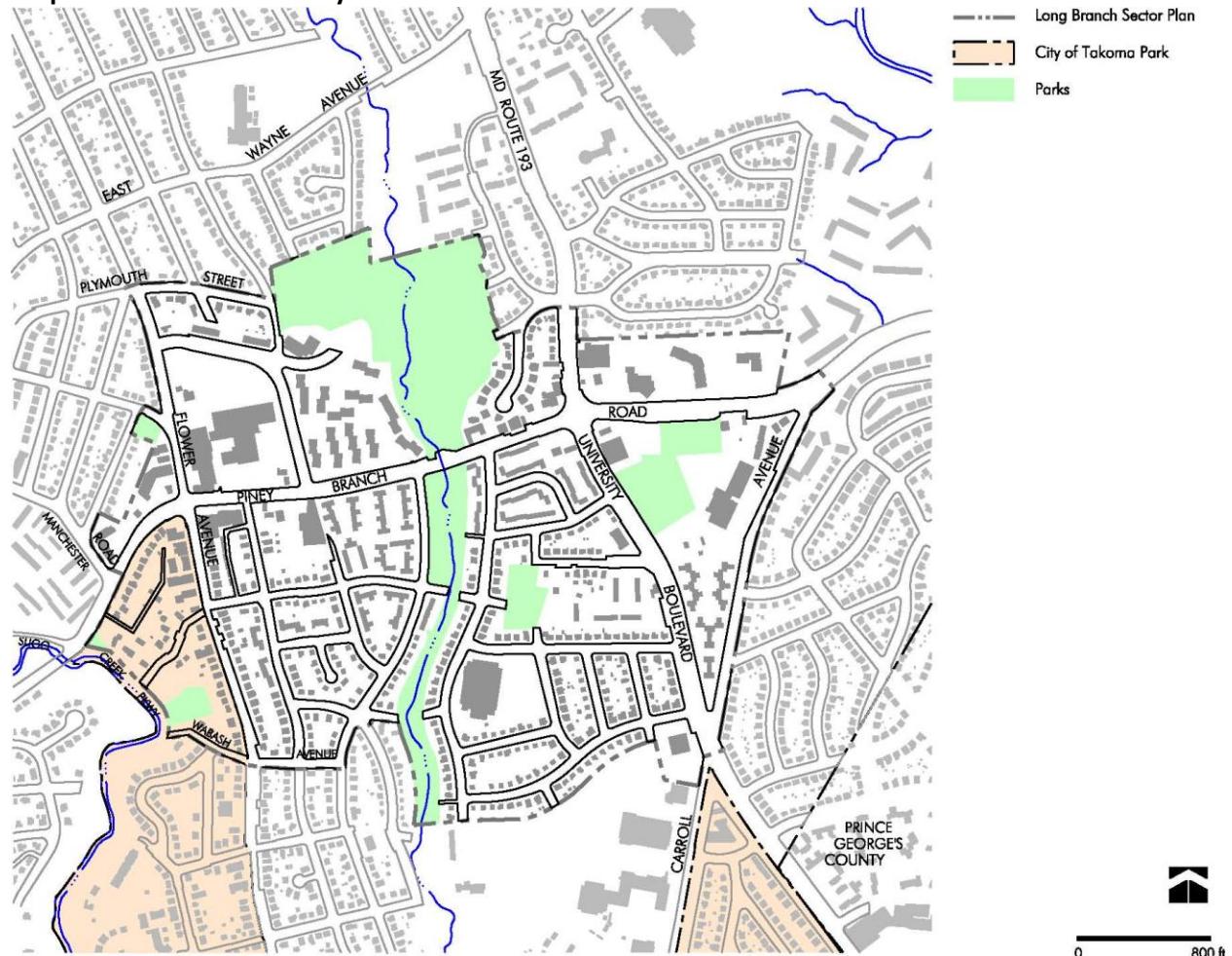
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Long Branch Sector Plan

Map 1 Sector Plan Boundary



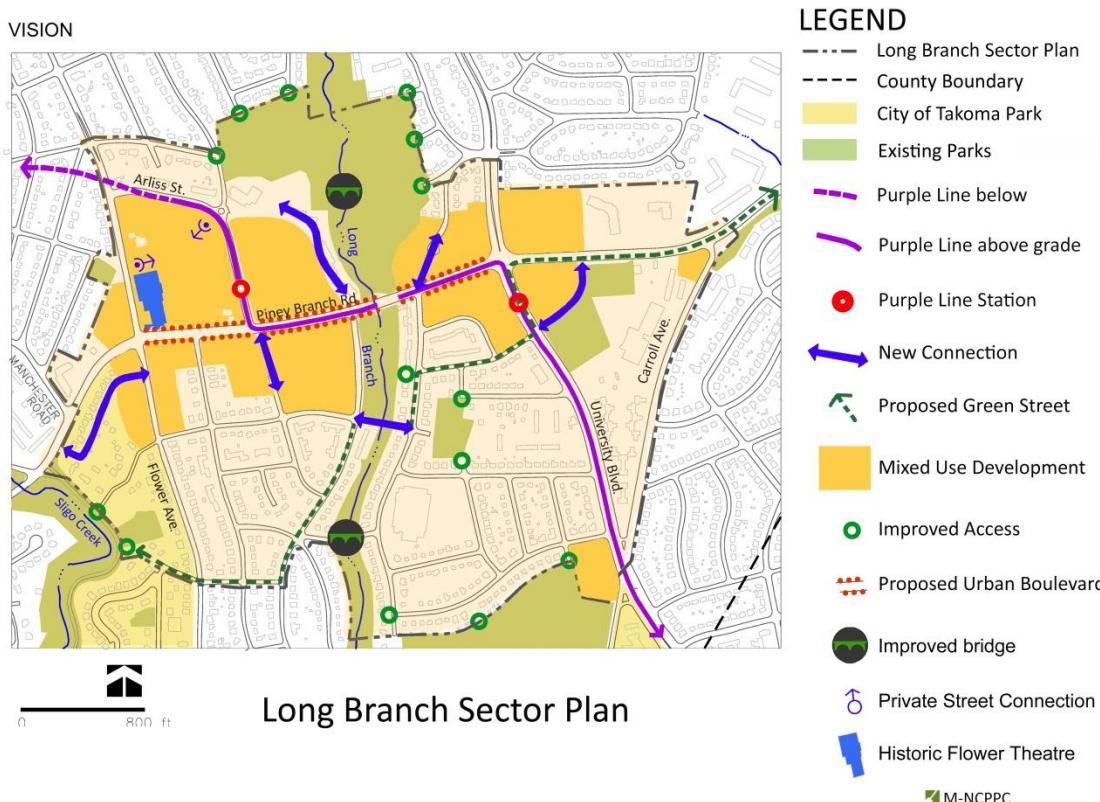
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The Long Branch community is located in the eastern portion of Montgomery County, between Langley Park and Silver Spring, less than two miles from Old Town Takoma Park. The boundaries of the approximately 241-acre Plan area are roughly Plymouth Street 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.

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 use 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.
- Preserve and protect historic resources for future generations. Designate the Flower Theatre as a historic resource 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 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.

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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.

Long Branch's population 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.

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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.

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.

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.

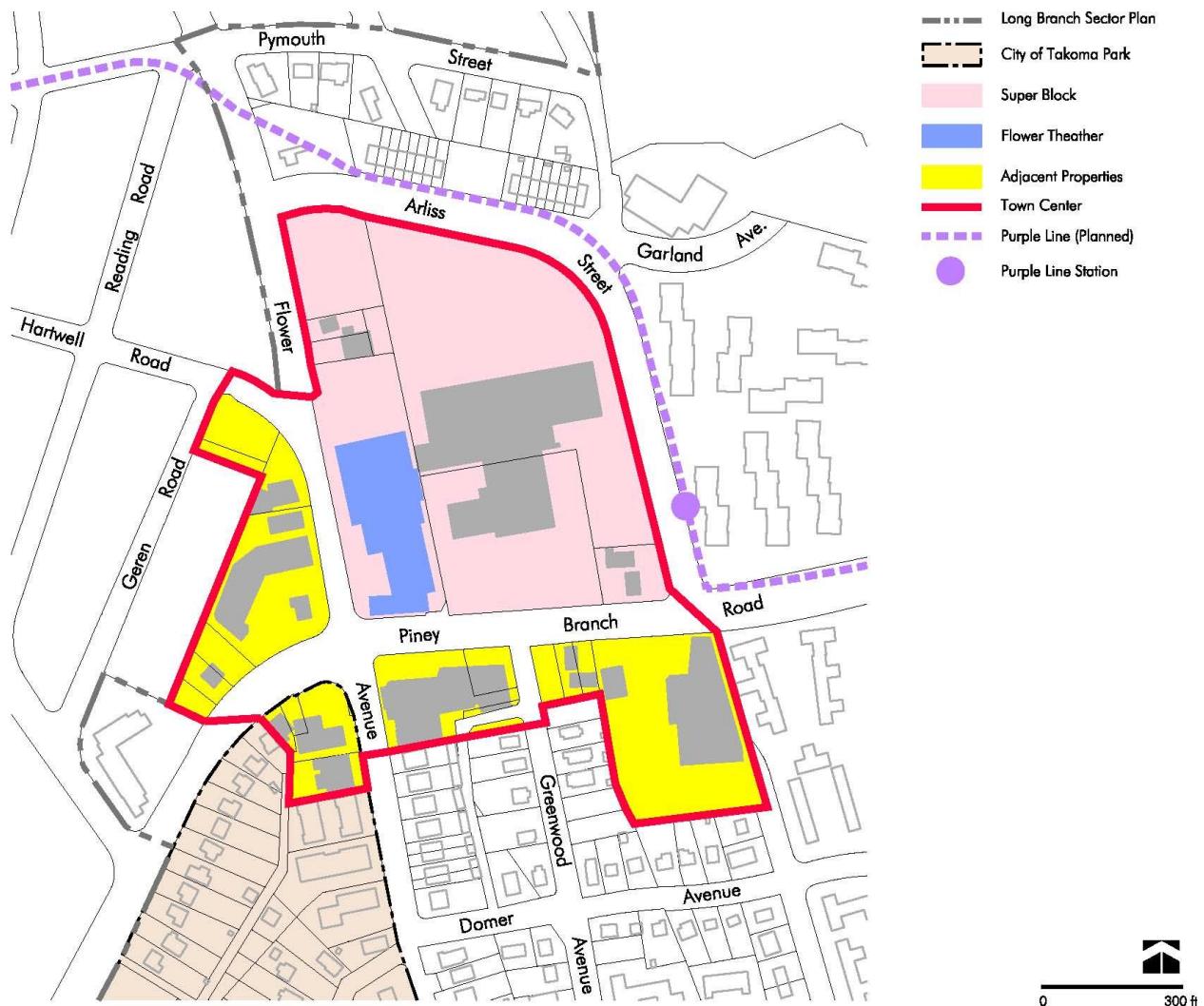
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The trail system provides access to the Long Branch Community Recreation Center, Long Branch Senior Center, Long Branch Library, Long Branch Pool, Rolling Terrace Elementary School, and New Hampshire Estates Elementary School.

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 3, 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:

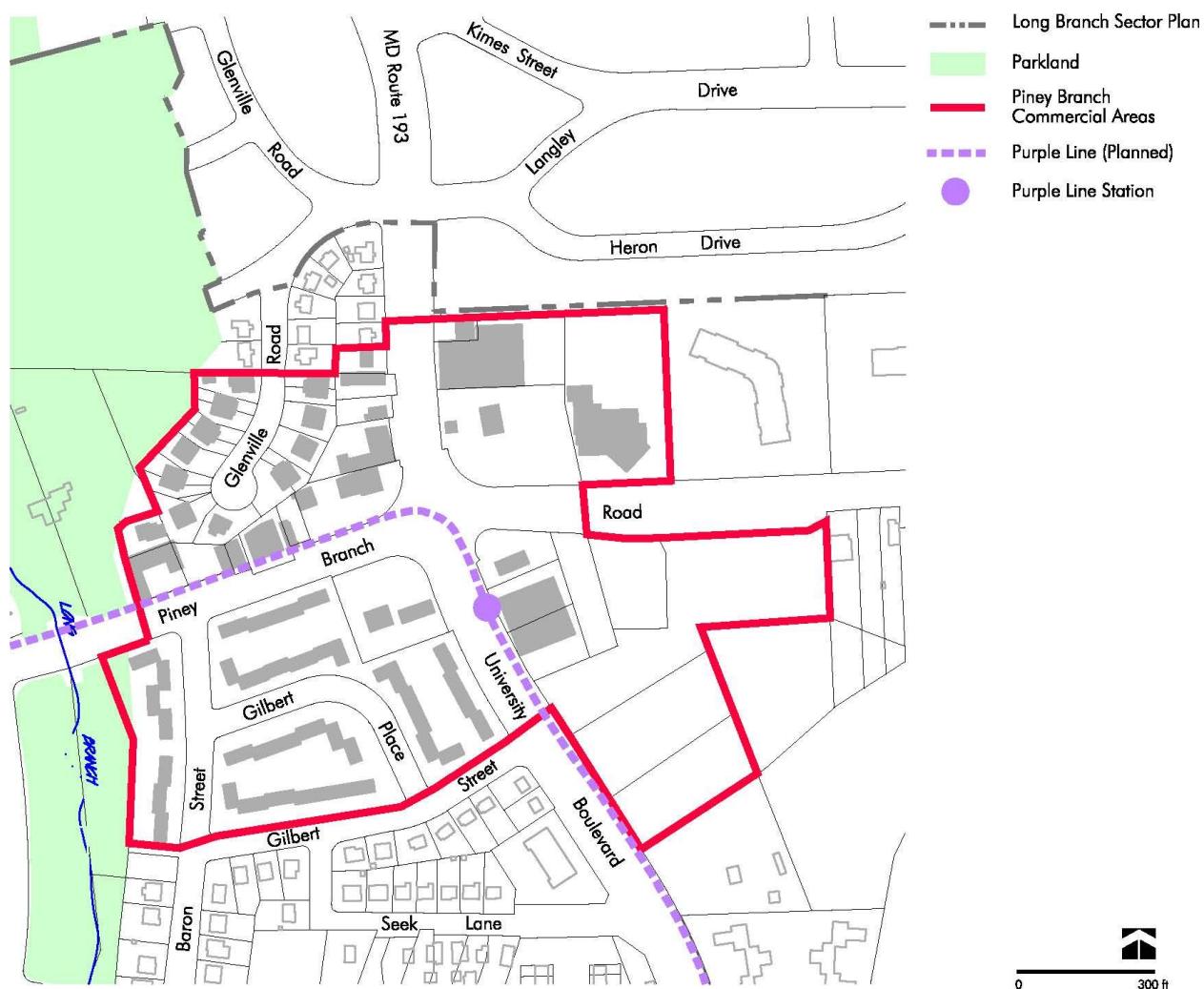
- Their surface parking lots can accommodate infill development.
- They are near densely populated neighborhoods.
- They share a diverse customer base.
- They will be served by the planned Arliss Street Purple Line station.
- The area is anchored by the Flower Theater and Shopping Center, a historic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

Map 3 Long Branch Town Center



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 4, Piney Branch Neighborhood Village).

Map 4 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

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.

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Floor Area Ratio (FAR) is the ratio of a building's total floor area to the size of the property upon which it is built. The term can be used as a measure of density - the greater the FAR, the more development is allowed. FAR does not always equate to taller structures as a building could be wider and shorter and cover more land area.

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 5, Mobility).

Map 5 Mobility

Long Branch Mobility



Pedestrian and Cyclists

Sidewalks are the primary circulation routes for pedestrians and cyclists in Long Branch and it is important that they function safely and efficiently. New and improved sidewalks 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 (median) 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.

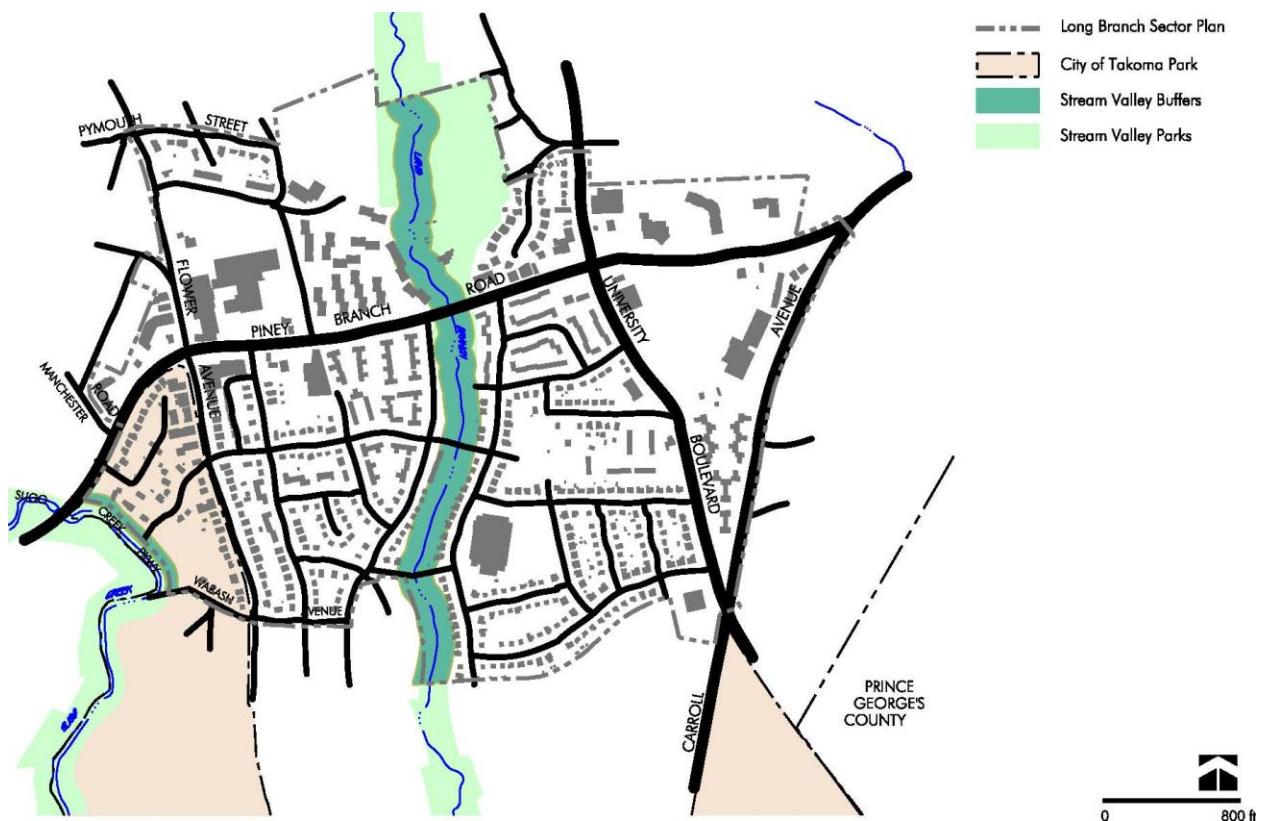
Water

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.

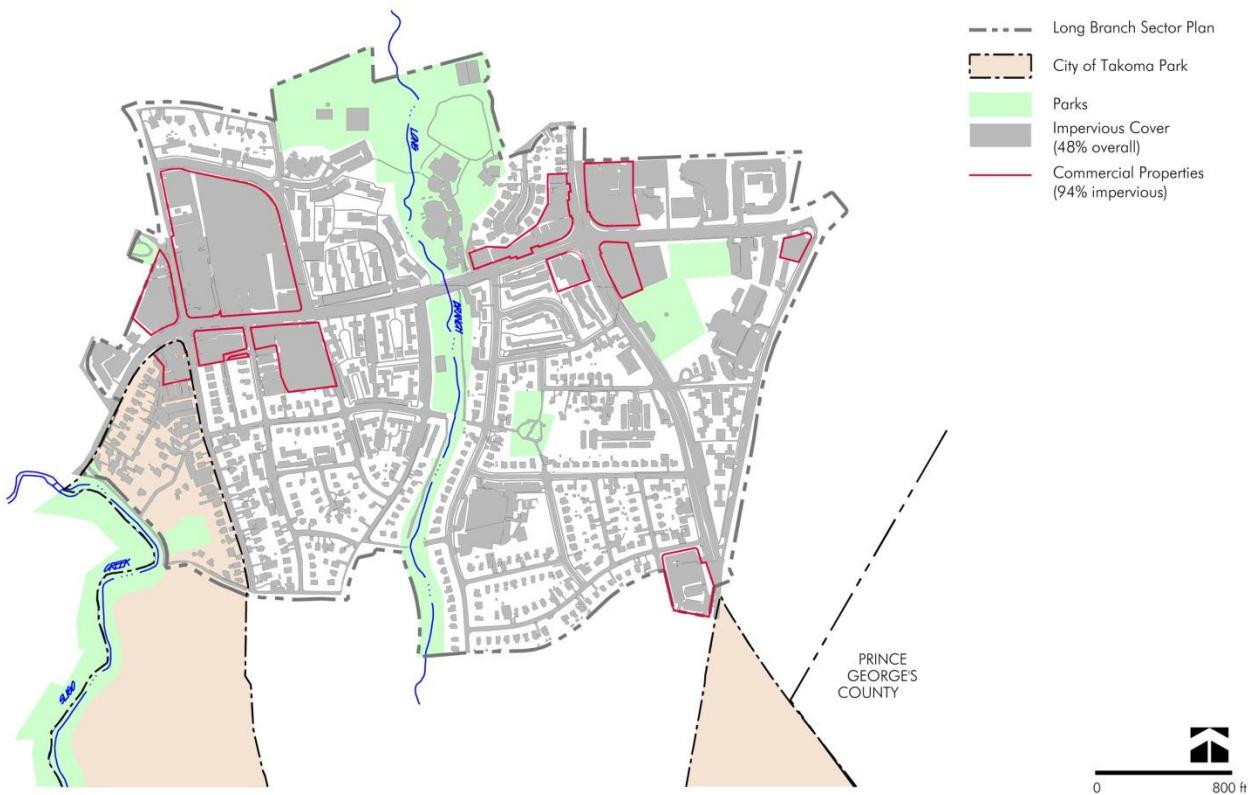
Ecology

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 6, Stream Valley Buffers and Map 7, Impervious Cover).

Map 6 Stream Valley Buffers



Map 7 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 Health Enterprise Zone.

Affordable Housing

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. The Plan recognizes the need and importance of such housing and that the Purple Line could impact real estate values; driving up prices and jeopardizing affordability. Therefore, the Sector Plan recommends supplementing affordable housing through redevelopment using the CR Zone's affordable housing benefit and the County's MPDU program to ensure no net loss. It further recommends:

- strengthening code enforcement
- prioritizing or streamlining the permit process for Green Build or LEED developments
- encouraging diverse housing choices through:
 - public/private partnerships for mixed-income housing projects
 - the development of housing for special needs populations
 - providing a range of on-site services, facilities, and programs for residents of affordable or subsidized housing
 - protecting single-family neighborhoods by supporting revitalization efforts by the City of Takoma Park and DHCA.

Insert sidebar:

Housing Mix

Of the 2,212 dwelling units in Long Branch:

- 1,689 are apartments
- 76 percent are rentals
- 567 are subsidized

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:

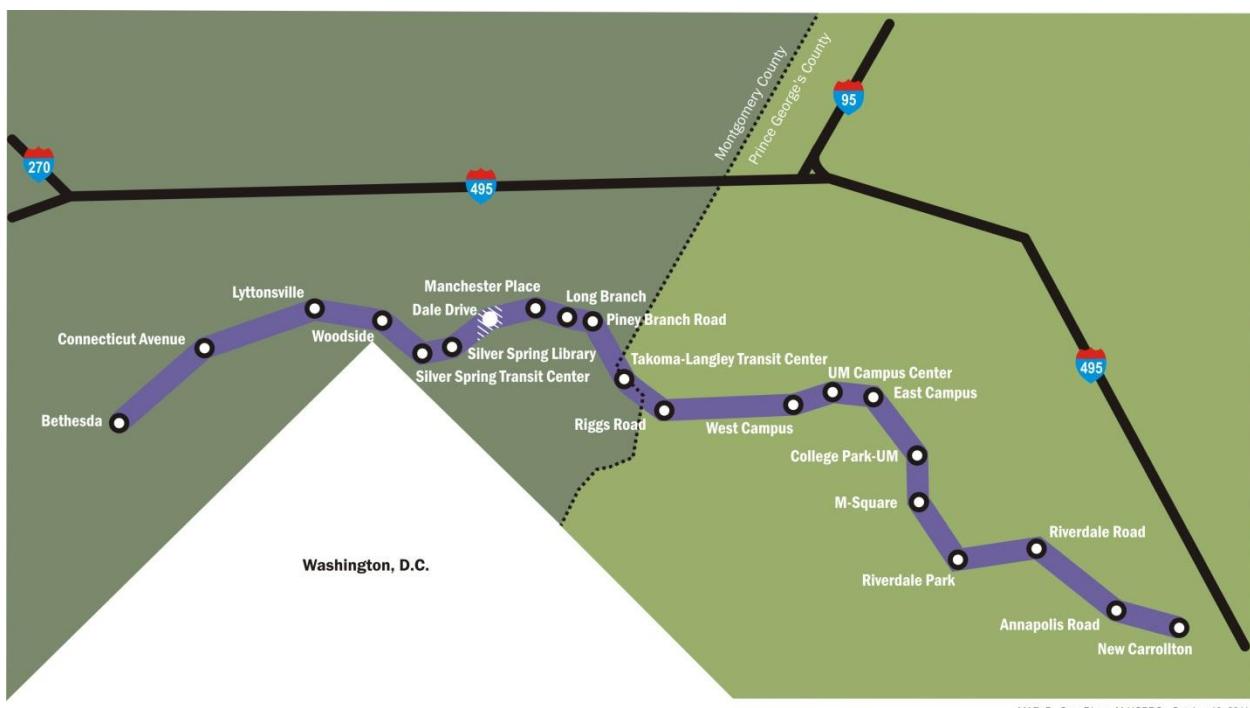
- facilitating a community development corporation or a business improvement district to foster relationships and act as a liaison between residents, property owners, and government agencies
- using the CRT Zone's optional method density incentives to preserve affordable leases, establishing business 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.

This 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. 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. It builds on the development outlined in the first SMA and continues to support the Plan's goal of comprehensive reinvestment.

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

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

Design guidelines for the complex will be adopted to clarify future redevelopment efforts and to guide the Historic Preservation Commission (HPC) in evaluating proposals for the site. Recognizing that new programmatic requirements may necessitate alterations to the historic resource, the HPC must balance the public interest in preserving the site with the benefit of the complex's sympathetic redevelopment and associated reuse.

North parking lot

- Development of the north parking lot is encouraged. The setback for any new construction should equal or exceed the setback of the theater. Building massing should allow clear sightlines to the shopping center and theater complex.

Building façades

- Retention of original building fabric, including ribbed metal cornices, black marble skirting, limestone facing and blond brick, storefront windows and doors, terrazzo, and other character-defining building elements is encouraged. Removal of non-historic façade treatments and rehabilitation of historic features, or introduction of compatible new features, where necessary, is encouraged.

Flower Theater

- The Flower Theater retains a high level of integrity and the HPC must exercise strict scrutiny in reviewing proposals to alter it. Alterations that would adversely affect character defining features, such as its façade and façade details, roofline, neon "Flower" signage, marquee, poster boxes, ticket booth, vertical ribbed sheathing and horizontal ribbed cornice, terrazzo flooring, decorative brick, and storefront glazing, are discouraged. Removal of non-historic façade treatments and rehabilitation of historic features, or the introduction of compatible new features, where necessary, is encouraged. The two retail bays flanking the theater should receive similar consideration.

Giant, Woolworth, and Arcaded Stores

- These elements of the complex retain their integrity. The HPC should exercise strict scrutiny in reviewing proposals to alter the original building fabric and moderate scrutiny in evaluating proposals related to deteriorated, altered, or non-historic building materials. Removal of non-historic façade treatments and rehabilitation of historic features, or the introduction of compatible new features, where necessary, is encouraged.

Whelan Drug Store (County Liquor Store)

- Because this element of the retail complex retains a lower level of integrity, the HPC must exercise flexibility and discretion in evaluating proposed changes to the Whelan Drug Store. The reintroduction of appropriate retail windows, guided by photographic documentation, is encouraged.

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 habitat, 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 8, Existing and Proposed: Parks and Trails).

Map 8 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 $\frac{1}{2}$ to two acres, 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

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 X](#) 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 include:
 - selective removal of invasive vegetation to improve views into and across the park
 - a wider pedestrian crossing and a place to watch and listen to the waterfall at the bridge crossing the stream at the end of Domer Street
 - landscaping, paving, and signage where Piney Branch Avenue 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 Street 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 showcasing culture and art that reflects the local character, and connecting 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.

- Improve pedestrian connection 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.
- Resolve vehicular access issues to the Long Branch Pool and Recreation Center, as well as bicycle and pedestrian access, in light of the proposed traffic restrictions along Piney Branch Avenue caused by the Purple Line. The following list of options should be explored by the Maryland Transit Administration to allow full turning movements into and out of the facilities:
 - aligning the driveway with Barron Street (traffic signal) and also add a new left turn lane for eastbound Piney Branch Road into the driveway
 - widening and improving the new Long Branch Pedestrian Bridge (to be built by DHCA in 2013) to allow vehicular access to the pool and recreation center from Arliss Street and the library parking lot
 - developing preliminary concepts and cost estimates for relocating the community center and pool to a new public facility campus on the west side of the stream valley at the current library site and Long Branch-Arliss Neighborhood 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 MCPS and improve functional and spatial relationship with New Hampshire Estates Elementary School.
 - Pursue land swap with MTA to mitigate loss of park frontage from Purple Line construction as well as from the County to accommodate the proposed access road.
 - Acquire the County-owned property to the south of the park as part of the land swap(s) to improve land use synergy with the adjacent school and expand the park to potentially allow for a full-size adult rectangular field.
 - Ensure access road includes on-street parking to help serve the park.
- New Urban Park
 - Establish a new Civic Green Urban Park to function as the Plan area's central civic gathering space in the area of highest proposed density, near the transit station at the corner of Piney Branch Road and Arliss Street, with the following criteria:
 - minimum of $\frac{1}{2}$ acre, to be owned by the M-NCPPC Department of Parks
 - the responsibility for owning, managing, operating, and programming the space should be determined during the development review process.
 - location and design will be determined as a part of the required sketch plan.

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.

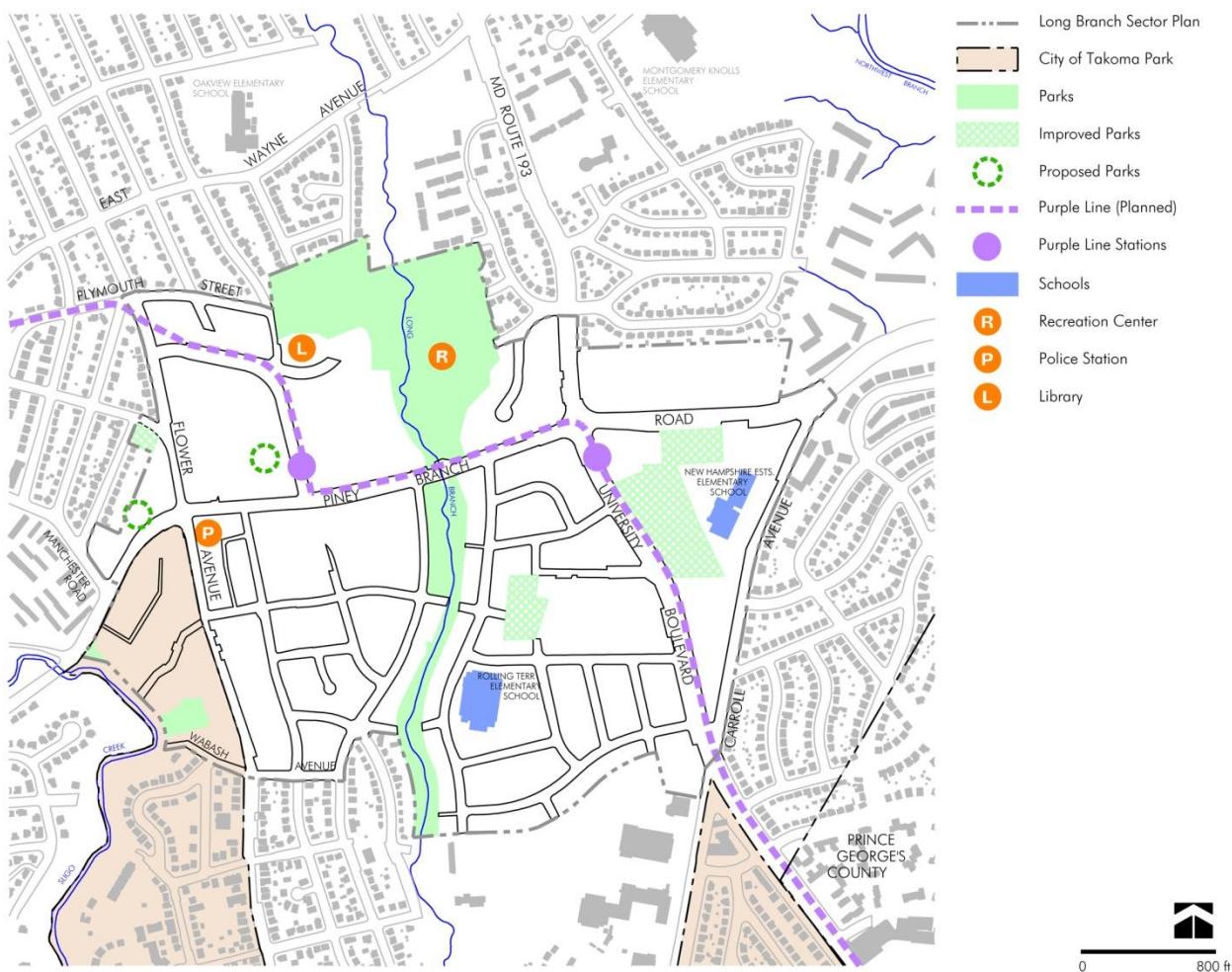
- Long Branch-Garland Neighborhood Park
 - Improve pedestrian and bicycle access to the park by adding a shared use path along Garland Avenue that would also function as part of the recommended loop trail.

- 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.
- Affirm the *East Silver Spring Master Plan* recommendation to acquire 8426 Piney Branch Road for a future park (aka Piney Branch Road Urban Park). Provide green buffers to future development and include art and cultural amenities.
- Renovate Flower Avenue Urban Park with improved connections and equipment, landscaping, and other features that will complement the historic theater 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 9, Existing and Proposed Public Facilities).

Map 9 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 increase the population in Long Branch. The Department of Recreation will assess the need for additional facilities based on anticipated changes, including:

- the need for a new recreation center
- opportunities to partner and co-locate indoor recreation with other institutional facilities to result in better access, improved opportunity 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, 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, using the CRT Zone Optional Method Density Incentive.
- Design to include of 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.

Fire, Rescue and Emergency Medical Services within Long Branch are provided by the Silver Spring Fire Station #1 at 8110 Georgia Avenue (newly constructed in 2006) and the Takoma Park Station #2 at 7201 Carroll Avenue. There are currently no recommendations for new fire stations or for renovations of any existing stations. Instead, equipment will be periodically replaced and station maintenance will occur as needed.

Land Use and Zoning

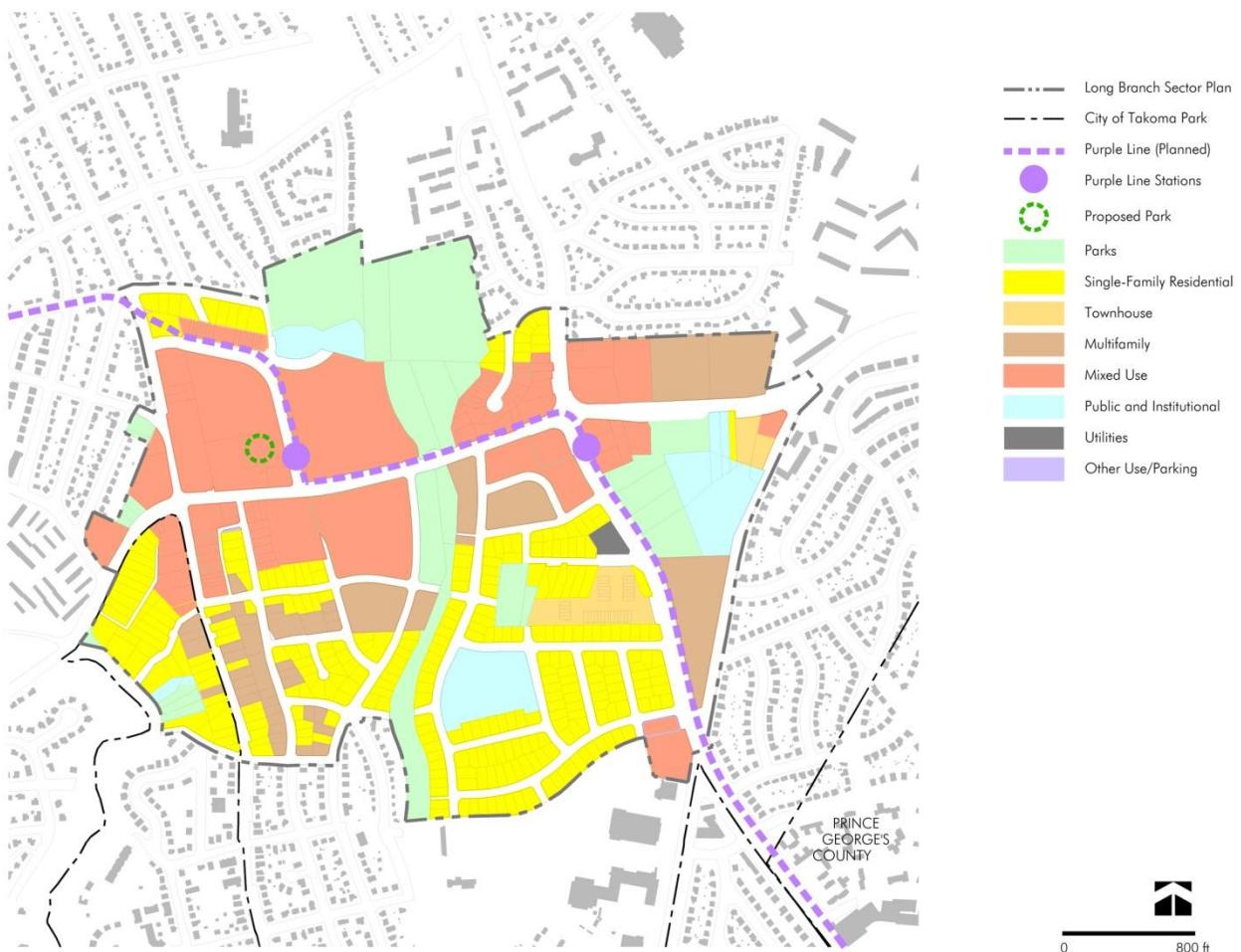
Land Use

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 3, Long Branch Town Center and Map 4, Piney Branch Neighborhood Village).

Redevelopment and other new investment, especially that triggered by the Purple Line, should result in a well-designed, walkable community of mixed uses and incomes (see Map 10, 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.

Map 10 Proposed Land Use



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 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
- providing appropriate transitions between reinvestment areas and existing single-family residential neighborhoods
- improving and incorporating public amenities into new development and redevelopment
- retaining street-fronting neighborhood services and local retail, where possible
- developing mixed-income housing near proposed transit stations and emphasizing housing for special needs populations (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.
- providing transitions to surrounding single-family communities using:
 - clear gradations in height from taller buildings located to create density near transit to lower buildings at the edges, especially where buildings integrate with surrounding residential areas
 - new development and redevelopment integrated into the surrounding community with gradual transitions from a ground floor business focus in the Town Center to a residential focus in the surrounding neighborhoods.

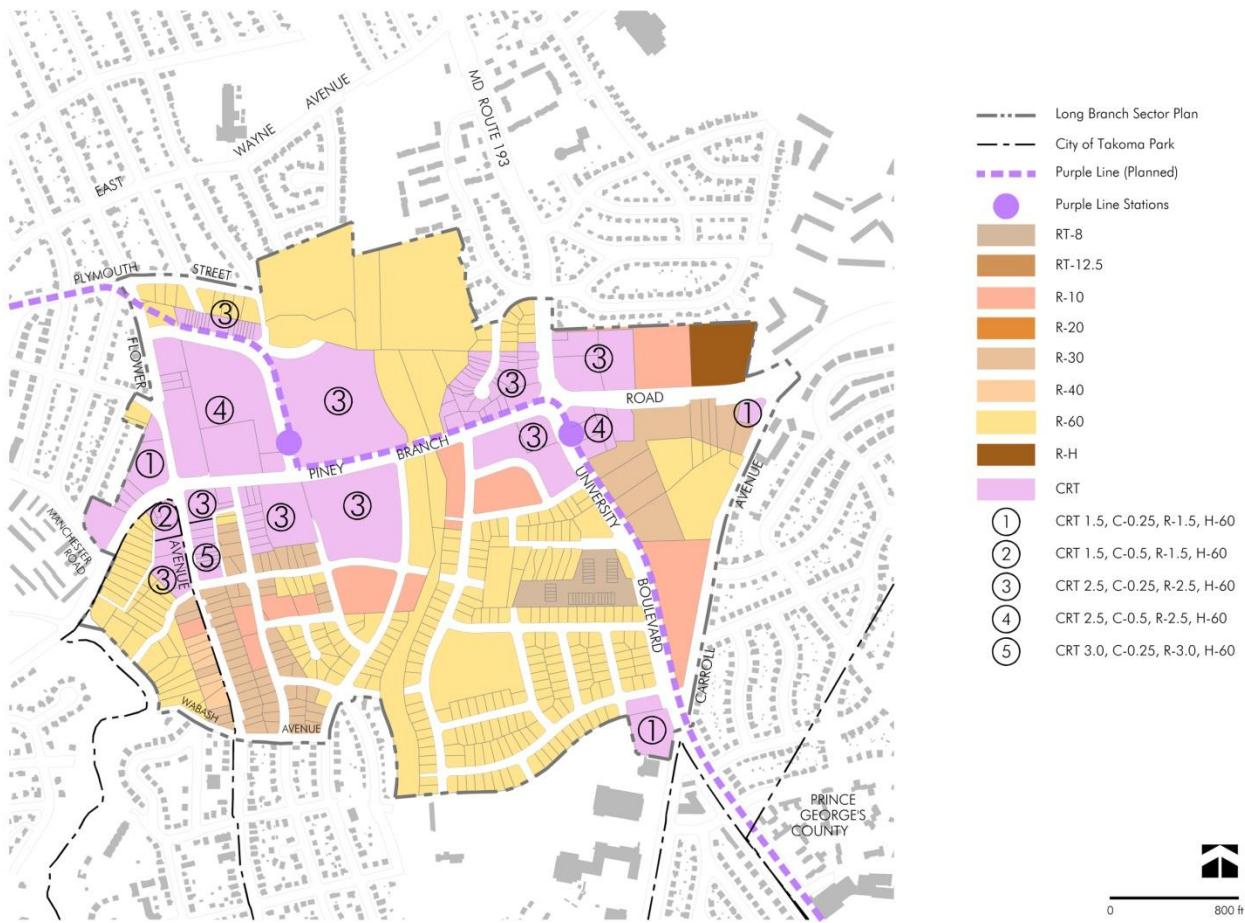
Zoning

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 sights 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.

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 11, Proposed Zoning).

Map 11 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.
- Commercial properties will be rezoned to an appropriate CRT Zone and will be phased through two Sectional Map Amendments to minimize residential displacement and the loss of affordable housing, to leverage public investments, and to encourage infill development with a maximum 3.0 FAR and heights ranging from 35 to 60 feet.

Sustainability

Water: Preserve, protect and restore impaired aquatic resources to improve community health and biodiversity.

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

- integrated stormwater management techniques that complement the community character. Integrated stormwater management should be located but not limited to the following roads recommended for improvement or 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 to treat stormwater.
- encouraging property owners to construct rain gardens and applying other effective stormwater techniques
- supporting the City of Takoma Park's residential stormwater management programs.

Ecology: Improving and conserving the quality of natural resources and their function

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 habitat 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.

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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: Applying principals that optimize energy conservation, cost-benefit ratios, and sustainability

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
- a minimum LEED gold or equivalent building certification
- 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

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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 at Clayborn Avenue.
- Improve the bridge over the Long Branch Stream at Domer Avenue.
- Expand and improve the bridge connecting the Long Branch Library and the community center.
- Install a signed, shared on-street bikeway along Sligo Creek Parkway.
- Install bicycle lanes along Piney Branch Road, Flower Avenue, Arliss Road, and 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) with a connection to the Long Branch Trail
 - Barron Street (between Domer Avenue and Gilbert Street)
 - Gilbert Street (between Barron Street and University Boulevard)
 - Access Road (between University Boulevard and Piney Branch Road).

- Designate the Plan area, with Maryland State Highway Administration, as a Bicycle-Pedestrian Priority Area.
- 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 12, Bikeways).

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 8, Existing and Proposed: Parks and Trails).

Map 12 Bikeways

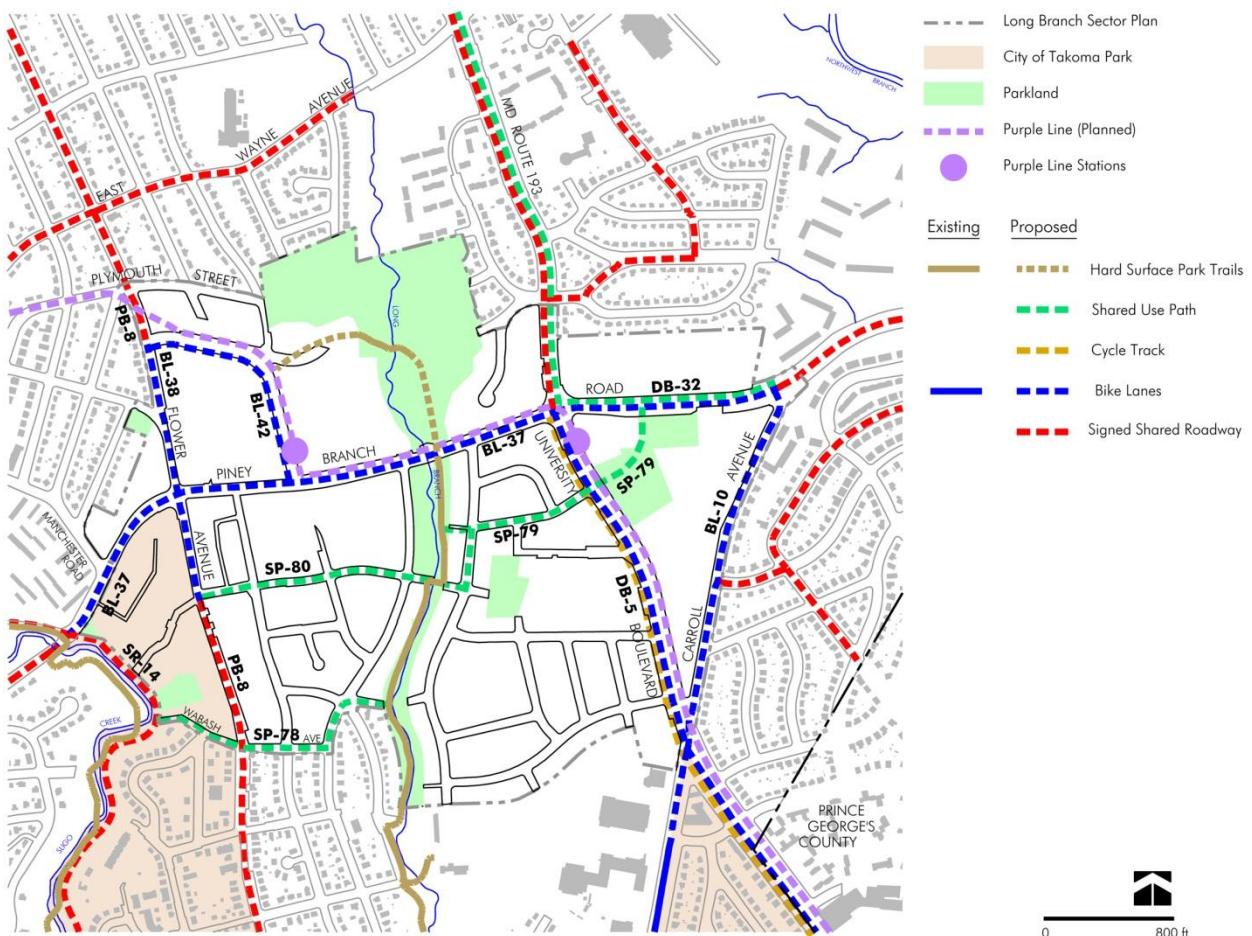


Table 1 Bikeway Classifications

Route Number	Name	Type	Plan Limits	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	Provides on-road and off-road bicycle connectivity between Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
DB-32	Piney Branch Road (MD 320)	Shared use path and bike lanes	University Blvd to Carroll Ave	Proposed	Connects University Boulevard, Long Branch Trail, and Sligo Creek Trail to Takoma Park Metro Station
BL-10	Carroll Avenue (MD 195)	Bike lanes	Merrimac Dr to Piney Branch Rd	Proposed	Connects to Long Branch Purple Line station from adjacent areas and to Sligo Creek Trail and Northwest Branch Trail
BL-39	Piney Branch Road (MD 320)	Bike lanes	Sligo Creek Pkwy to University Blvd	Proposed	Improves accommodation for bicycles within Long Branch
BL-38	Flower Avenue	Bike lanes	Domer Ave to Arliss St	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	Wabash Avenue	Shared-use path	Sligo Creek Pkwy to Garland Ave	Proposed	Connects to the Purple Line Station along University Boulevard and the TLC Transit Center
SP-78	Garland Avenue	Shared-use path	Wabash Ave to Clayborn Ave	Proposed	Provides on-road and off-road bicycle connectivity between Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
SP-78	Clayborn Avenue	Shared-use path	Garland Ave to Long Branch Trail	Proposed	Provides on-road and off-road bicycle connectivity between Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
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 the Purple Line Station along University Boulevard

SP-79	Gilbert Street Ext.	Shared-use path	University Blvd to Piney Branch Rd	Proposed	connects Northwest Branch Trail and Long Branch Trail/Sligo Creek Trail
SP-79	Barron Street	Shared-use path	Domer Ave/Seek Lane Local Park to Gilbert St	Proposed	
SP-80	Domer Avenue	Shared-use path	Flower Ave to Barron St/Seek Lane Local Park	Proposed	Connects Long Branch Trail and Flower Avenue/Sligo Creek Trail
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 St	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 retail (see Map 13, Roadways).

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 70 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 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 annexation of Flower Avenue for the Flower Avenue Green Street Project that will include:
 - new and improved sidewalks
 - streetscaping

- bike lanes
- 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-NCPBC.
 - 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 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 13 Roadways

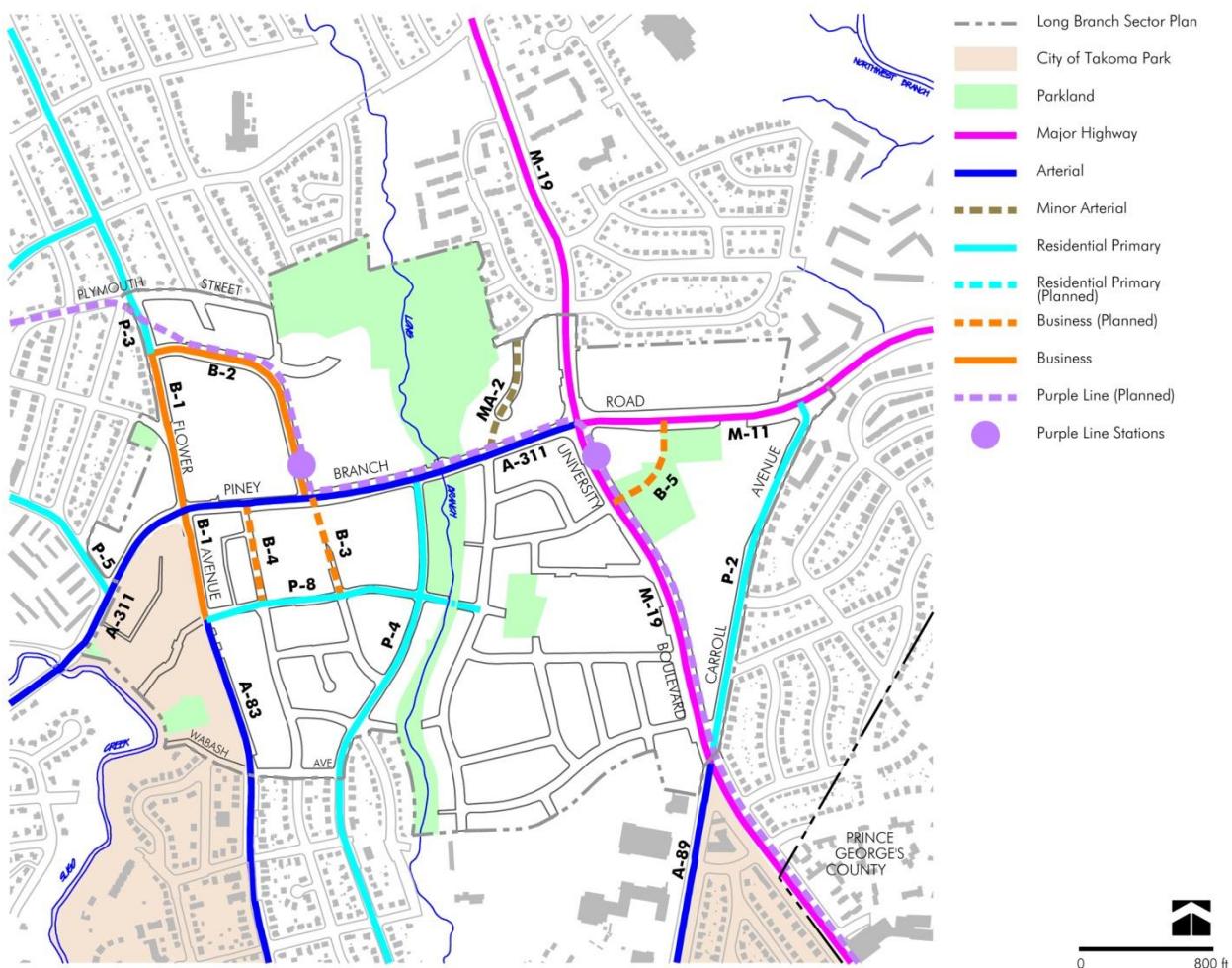
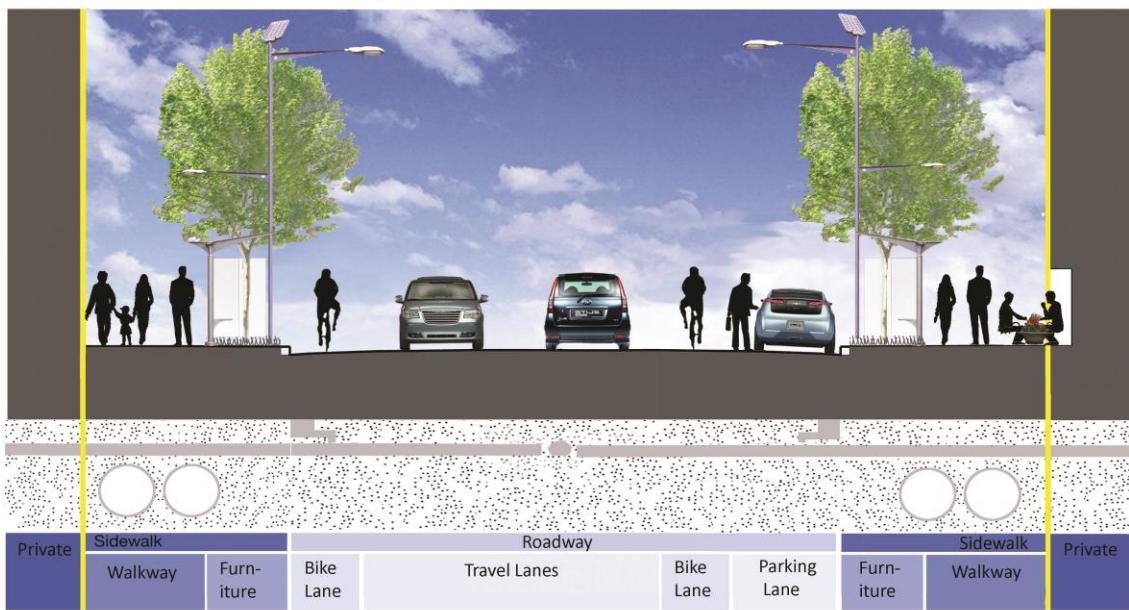


Illustration 2 Flower Avenue Cross Sections (A, B)

Flower Avenue between Piney Branch Road and Arliss Street



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

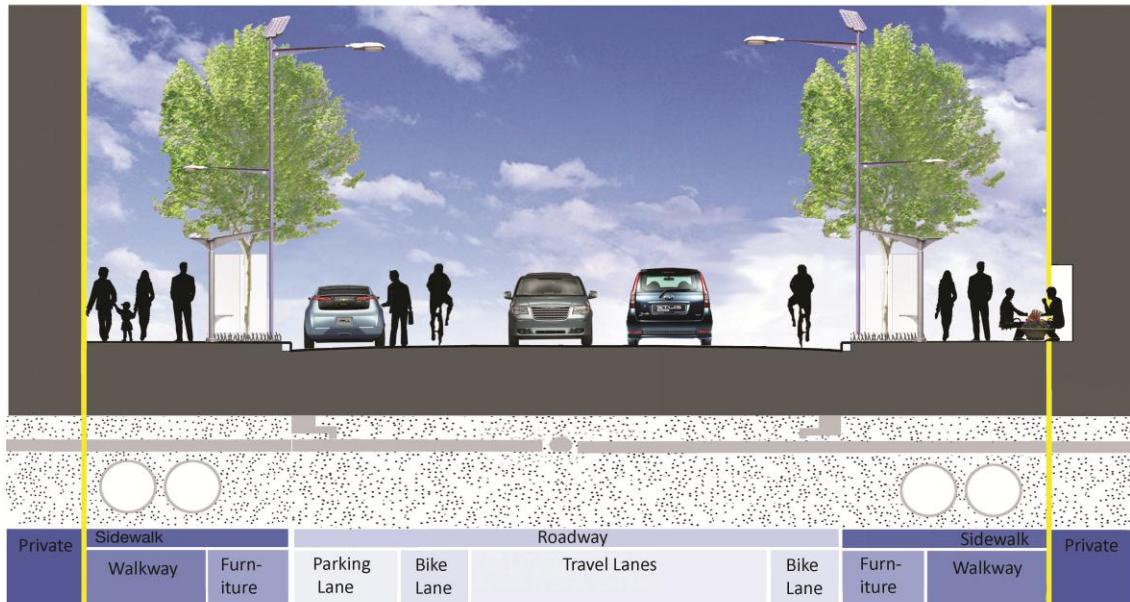
Existing Conditions

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-road bikeway
Streetscape:	Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

Right of way:	70 feet
Lanes:	Two travel lanes with on-street parking lane to one side
Pedestrian/Bike Access:	15' wide sidewalks, bike lanes and additional crosswalks at new intersections
Streetscape:	Street trees 30'-35' on center, minimum 5' wide tree panels, pedestrian street lighting, benches, bus shelters, bike racks and trash cans

Flower Avenue between Domer Avenue and Piney Branch Road



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

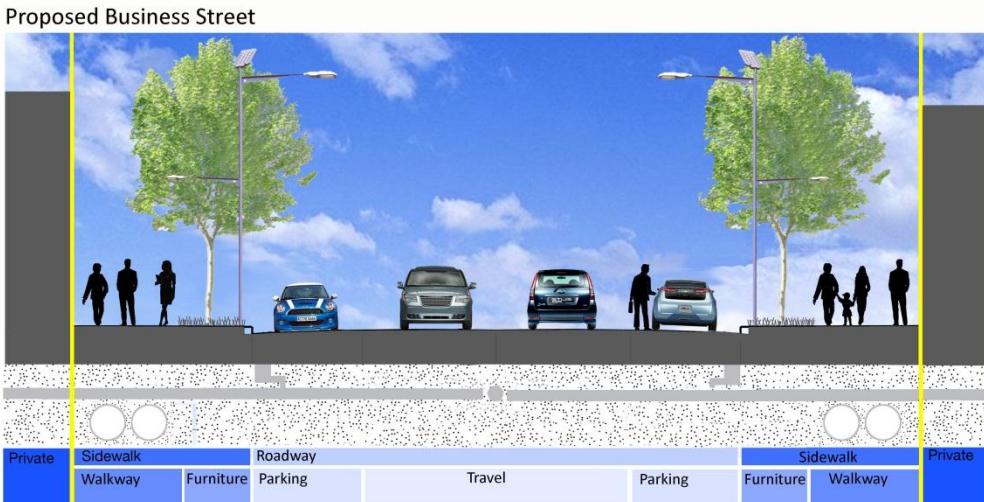
Existing Conditions

Right of way:	70 feet
Lanes:	Two travel lanes with no median
Pedestrian/Bike Access:	Sidewalks adjacent to travel lanes; widely spaced crosswalks, proposed signed-shared on-street bikeway
Streetscape:	Narrow concrete sidewalks, some lighting, sparse seating
Plan Recommendations	
Right of way:	70 feet
Lanes:	Two travel lanes with on-street parking lane to one side
Pedestrian/Bike Access:	15' wide sidewalks, bike lanes and additional crosswalks at new intersections
Streetscape:	Street trees 30'-35' on center, minimum 5' wide tree panels, pedestrian street lighting, benches, bus shelter, bike racks and trash cans

insert sidebar:

Flower Avenue is currently a State highway but south of Piney Branch Road within the Plan area it is recommended to be removed from the State Highway inventory. Once removed, it will be improved with pedestrian-friendly design and low impact stormwater management techniques. A proposed City of Takoma Park project that will expand the existing right-of-way will impact properties on the east side of Flower Avenue.

Illustration 3 Business Street Cross Section



A proposed business street will help create an inter-connected network of streets and sidewalks that will provide easy access for pedestrians and automobile traffic within the Sector Plan area. These business streets will also provide new frontage for retail opportunities off 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' wide sidewalks, an improved crosswalk to Piney Branch Road
Streetscape:	Street trees 30'-35' on center, 5' wide minimum tree panels, pedestrian street lighting and street furnishings; benches, bike racks and trash cans

Table 2 Roadway Classifications

Roadway Facility	Master Plan of Highways Number	Limits	Minimum r.o.w. ¹ (feet)	Number of Lanes ²	Target Speed	Design Standard ³
Major						
Piney Branch Road (MD 320)	M-11	University Blvd to Carroll Ave	120	4 Lane divided	35	2008.02 Modified
University Boulevard (MD 193)	M-19	Carroll Ave to Piney Branch Rd	120 ⁴	6 Lane divided w/transitway	35	2008.02 Modified
University Boulevard (MD 193)	M-19	Piney Branch Rd to Langley Dr	120	6 Lane divided	35	2008.01 Modified
Arterial						
Flower Avenue (MD 787)	A-83	Wabash Ave to Domer Ave	60	2	25	2004.20 Modified
Carroll Avenue (MD 195)	A-89	Merrimac Dr to University Blvd	90	2	30	2004.22 Modified
Piney Branch Road (MD 320)	A-311	Sligo Creek Pkwy to Flower Ave	80	4	30	2004.02 Modified
Piney Branch Road (MD 320)	A-311	Flower Ave to Arliss St	103	4 Lane divided	30	2004.06 Modified
Piney Branch Road (MD 320)	A-311	Arliss St to University Blvd	112	4 Lane divided w/transitway	30	2004.06 Modified
Business Street						
Flower Avenue (MD 787)	B-1	Domer Ave to Arliss St	70	2	25	2005.01 Modified
Arliss Street	B-2	Piney Branch Rd to Flower Ave	100	2 Lane w/transitway	25	2005.03 Modified
Glenview Avenue	B-3	Domer Ave to Piney Branch Rd	70	2	25	2005.02 Modified
Greenwood Avenue	B-4	Domer Ave to Piney Branch Rd	70	2	25	2005.02 Modified
Gilbert Street Extension	B-5	University Blvd to Piney Branch Rd	70	2	25	2005.02 Modified
Minor Arteria						
Glenville Road	MA-1	Piney Branch Rd to University Blvd	70	2	25	2004.20 Modified
Primary						
Carroll Avenue	P-2	University Blvd to Piney Branch Rd	70	2	25	2003.12 Modified
Flower Avenue	P-3	Arliss St to Plymouth St	70	2	25	2003.10 Modified

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.

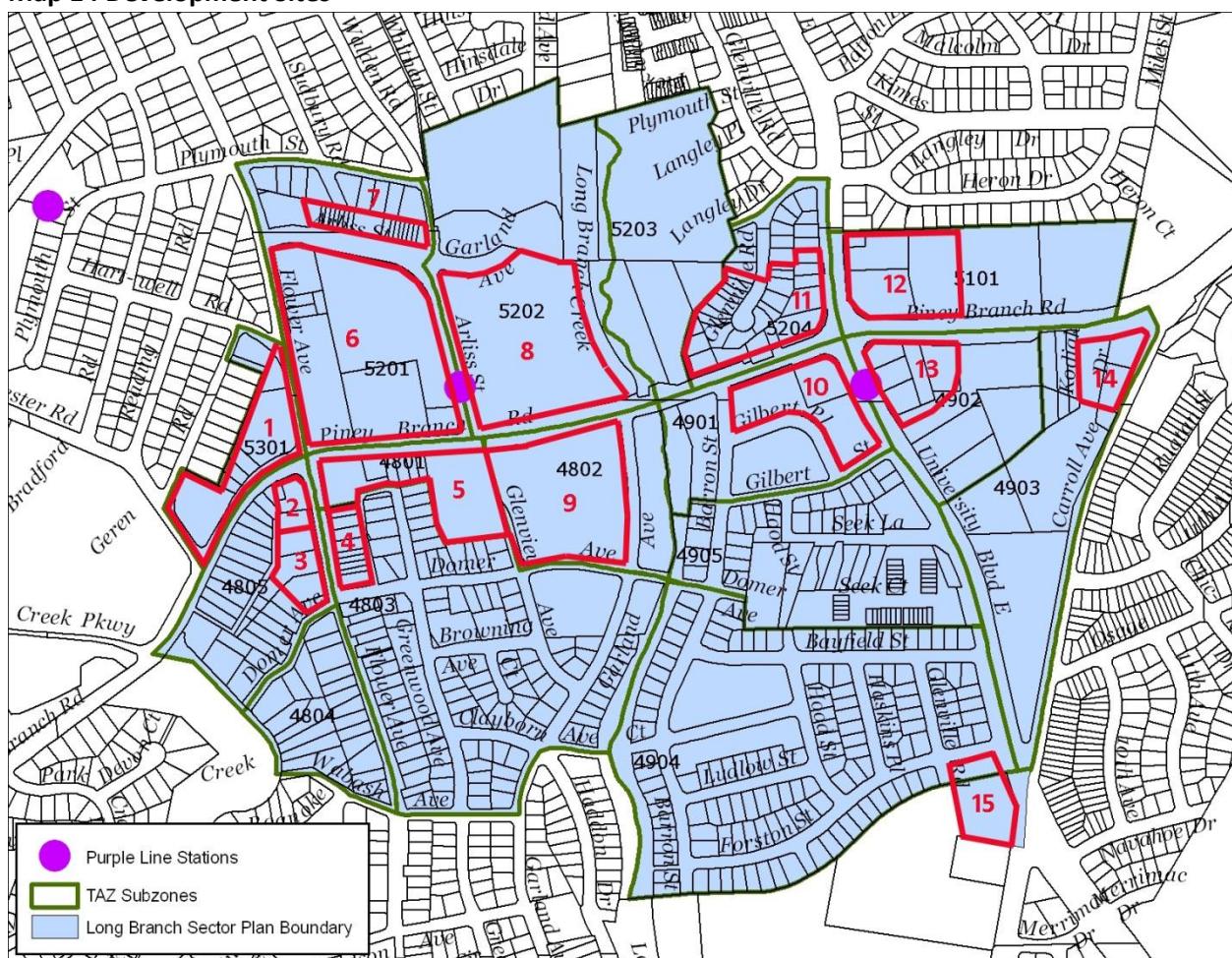
² The recommended number of lanes refers to the number of planned through travel lanes for each segment.

³ Reflects the most representative roadway cross-section, which may be modified as appropriate.

⁴ This proposed minimum right-of-way does not include any additional right-of-way that may be required to accommodate the Purple Line. 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.

Garland Avenue	P-4	Wabash Ave to Piney Branch Rd	60	2	25	2003.11 Modified
Manchester Road	P-5	Piney Branch Rd to Geren Rd	70	2	25	2003.11 Modified
Domer Avenue	P-8	Flower Ave to Barron St	60	2	25	2003.11 Modified

Map 14 Development Sites



Interim Development – Specific Sites

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)	CRT 2.5, C 0.5, R 2.0, H 60
Height	varied (18 to 45 feet)	maximum 60 feet
Residential	n/a	721 du
Commercial	166, 987 sf	213,360 sf
Parkland	n/a	½ - 1 acre central civic green

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 providing 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, including the construction of a public parking facility and applying shared parking programs.
- Designate the Flower Theater and Shopping Center and its environmental setting as a historic resource in the Master Plan for Historic Preservation and incorporate them as part of 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
 - public parking
- Diversity of Uses and Activities
 - small business opportunities
 - affordable housing
- Quality of Building and Site Design
 - structured parking
 - public open space

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options
 - transit access improvement (including bikeshare stations)
 - advance dedication
- Quality of Building and Site Design
 - historic resource protection (Flower Theatre at 8701 Flower Avenue)
- Retained Buildings (Flower Theater)

Sustainability

- Encourage environmental site design and development including, but not limited to LEED, ESD, and other community greening efforts.
- 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
- Establish a new urban park as Long Branch's central civic gathering space that is:
 - at least $\frac{1}{2}$ acre
 - owned, operated, and maintained by the Parks Department
 - with its exact location and design determined during development review.

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 parking facilities.
- Improve access via private streets and pedestrian links via:
 - a private street connecting Arliss Street to Piney Branch Road
 - a private street connecting Flower Avenue to Garland Avenue.

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

Size: 3.83 acres	Existing	Proposed
Land Use	commercial and institutional	Mixed use
Zoning	C-1 (Convenience commercial) R-60 (Residential, one-family)	CRT 2.5, C 0.25, R 2.5, H60
Building Height	varied 18 to 20 feet maximum 45 feet	maximum 60 feet
Residential	14,344 sf	367 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.
- Market Montgomery County programs that provide assistance to low and moderate income residents and small businesses.
- 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

- Encourage infill development and adaptive reuse of existing structures, where appropriate.
- Orient new development to planned Purple Line stations.
- Provide structured or shared parking as a part of new development.

Sustainability

- Encourage environmentally sensitive development including but not limited to LEED, ESD, and other community greening efforts.
- Provide a publicly accessible green space of at least ¼ acre.

Mobility

- support economical and green transportation choices including:
 - car share
 - electric vehicle charging stations
 - bikeshare and 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
 - structured parking
 - public open space

Additional categories that support Plan recommendations include:

- Connectivity between Uses, Activities, and Mobility Options (bikeshare stations)
- Diversity of Uses and Activities
 - care centers
 - small business opportunities (at 8818 Piney Branch Road)

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	938 du		938 du
• subsidized housing (includes voucher, tax credit and rent restricted units)	567 du		697 du (includes 130 MPDUs)
Institutional Use	19,217 sf	n/a	
Public Facilities	52,804 sf	n/a	approx. 54,004 sf
Parkland	1,590,376 sf	n/a	1,655,376 sf

Long Term Development – After the Purple Line

The second phase of the Plan focuses on changes anticipated after the construction of the Purple Line and stations. 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's design goals seek to create redevelopment that fits within the context of the surrounding community and celebrates the uniqueness of Long Branch. The Plan applies the CRT Zone where additional mixed-use development is planned. Additionally, in the long term, any displacement of small businesses and residences created by increased real estate values associated with the Purple Line will be offset by encouraging infill development and community design that supports neighborhood-serving retail and services.

Recommendations

- Focus development near Purple Line stations and major intersections.
- Accommodate a public space (approximately $\frac{1}{4}$ acre) adjacent to the Purple Line station planned for the Piney Branch Neighborhood Village.
- 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

The Plan's recommendations seek to increase the number and affordability of 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 business 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 in the redevelopment of 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.

Staging will also allow a comprehensive approach to properties with a mix of low to medium density housing that presently do not conform to 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. 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.
- Create shared-use paths along Piney Branch Road (between University Boulevard and Carroll Avenue) and along the Access Road (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 and vehicular bridge crossing of the Long Branch Stream at Domer Avenue.
- If 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.
- Create the Piney Branch Road right-of-way between Flower Avenue and Arliss Street to be at least 103 feet wide, accommodating 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.
- Create the Arliss Street right-of-way between Piney Branch Road and Flower Avenue to be at least 100 feet wide to accommodate the Purple Line in a dedicated median lane.
- 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.
- 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 to Piney Branch Road to improve neighborhood connectivity.

Illustration 4 Arliss Street Cross Section

Arliss Street between Garland Street and Piney Branch Road



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

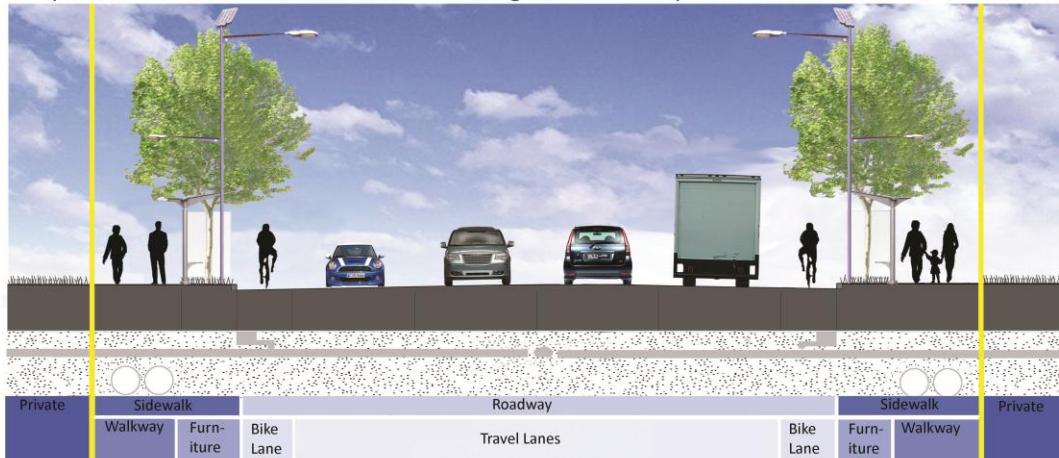
The Long Branch Sector Plan gives priority to Purple Line planning, engineering and design process and recognizes that the Purple Line integration within the Arliss Street right of way will not have a typical section width due to site-specific transit station and area circulation needs.

Existing Conditions

Right of way:	70 feet
Lanes:	Two travel lanes with two-way left turn median 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:	94 feet
Lanes:	Two travel lanes and on-street bike lanes on both sides with the Purple line in the median
Pedestrian/Bike Access:	15' wide sidewalks , crosswalks at Garland Avenue and midblock at the Purple Line Station
Streetscape:	Street trees along sidewalks, minimum 5' wide tree panels, distinctive pedestrian lights, transit shelters, ample seating and special paving., bike racks

Illustration 5 Piney Branch Cross Sections (A-D)

Piney Branch Road between Flower Avenue and Sligo Creek Parkway



This section of Piney Branch Road is a major thoroughfare through the Long Branch Sector Plan area. The plan recommends pedestrian/bike friendly improvements to make the roadway an urban boulevard that serves more than one mode of travel. It recommends bike lanes that will serve as a connection between 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, proposed signed shared on-road bikeway
Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

Right of way: 80 feet

Lanes: Four travel lanes transitioning to two through lanes at Sligo Creek Parkway

Pedestrian/Bike Access: Bike lanes, 15' wide sidewalks

Streetscape: Street trees 30'-35' on center, minimum 5' wide tree panels, pedestrian street lighting, street furnishings such as benches, bus shelters, bike racks, and trash cans where appropriate

Piney Branch Road between Flower Avenue and Arliss Street



This section Piney Branch Road is a major thoroughfare through the Long Branch Sector Plan and carries significant traffic through Long Branch. The Purple Line will not operate along this segment of Piney Branch Road, which is in need of pedestrian friendly improvements to make the street 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; proposed signed/shared on-road bikeway
Streetscape: Narrow concrete sidewalks, some lighting, sparse seating

Plan Recommendations

Right of way: 103 feet

Lanes: Four travel lanes with wide planted median to be used for stormwater recharge. Dedicated left turn lane in median where required

Pedestrian/Bike Access: Bike Lanes, 15' wide sidewalks, additional crosswalks at new intersections

Streetscape: Street trees 30'-35' on center, minimum 5' wide tree panel, pedestrian street lighting, street furnishings such as benches, bus shelters, bike racks and trash cans where appropriate

Piney Branch Road between Arliss Street and University Boulevard (with Purple Line)



This section of Piney Branch Road is a major thoroughfare through the Long Branch Sector Plan area and carries significant traffic passing through Long Branch. The Purple Line light rail will operate in the median of Piney Branch Road between Arliss Street and University Boulevard. This section of Piney Branch Road is in need of pedestrian improvements to make the street an urban boulevard that serves more than one mode of travel.

The Long Branch Sector Plan gives priority to Purple Line planning, engineering and design process and recognizes that the Purple Line is to be integrated within the Piney Branch right of way. It will not have a typical section width due to site-specific and area traffic circulation needs.

Existing Conditions

Right of way: 80 feet

Lanes: Four travel lanes with some median

Pedestrian/Bike Access: Sidewalks adjacent to travel lanes; widely spaced crosswalks, one midblock crossing, proposed signed shared on-road 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

Pedestrian /Bike Access: Bike lanes, 15' wide sidewalks

Streetscape: Street trees 30'-35' on center, minimum 5' wide tree panel, pedestrian street lighting, street furnishings such as benches, bus shelters, bike racks and trash cans where appropriate

Piney Branch Road between University Boulevard and Carroll Avenue



This section of Piney Branch Road is major highway through the Long Branch Sector Plan area and carries significant traffic passing through Long Branch. This is in need of pedestrian improvements to make this street 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-road bikeway
 Streetscape: Narrow concrete sidewalks, some lighting, sparse seating (at bus stops)

Plan Recommendations

Right of way: 120 feet
 Lanes: Four travel lanes with wide tree planted median. Dedicated left turn lanes where appropriate. Medians could act as stormwater recharge area (detail to be determined).
 Pedestrian/Bike Access: Bike lanes, 10' wide sidewalks, shared use path on the south side
 Streetscape: Street trees in 5' wide tree panels, 30'-35' on center, double row of street trees staggered in median, street lighting, street furnishings, such as benches, trash cans and bike racks, where appropriate

Illustration 6 University Boulevard Cross Section

University Boulevard between Piney Branch and Carroll Avenue



University Boulevard is a major thoroughfare through the Long Branch Sector Plan area and carries significant traffic passing through Long Branch. The Purple Line light rail transit will operate in the median of this boulevard. The Long Branch Sector Plan gives priority to Purple Line planning, engineering and design process and recognizes that the Purple Line is to be integrated within the University Boulevard right of way. It will not have a typical section width due to site-specific and area traffic circulation needs.

Existing Conditions

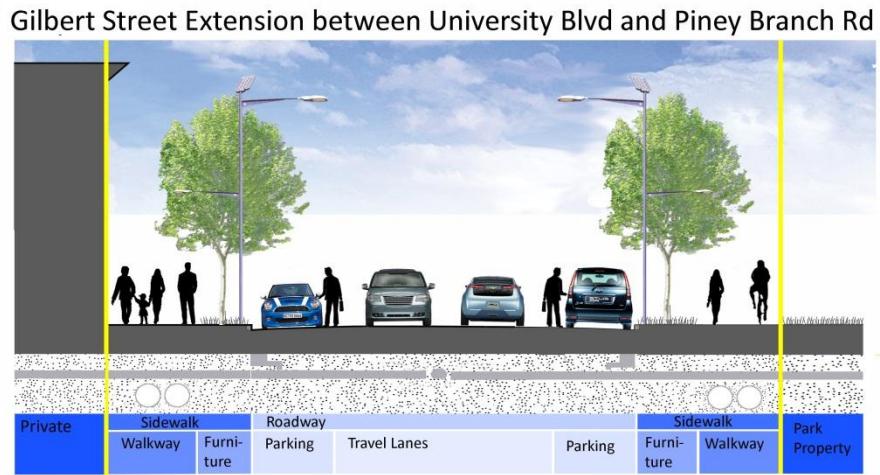
Right of way: 120 feet
 Lanes: Three travel lanes with concrete or grass median
 Pedestrian/Bike Access: Sidewalks adjacent to travel lanes; widely spaced crosswalks, proposed shared use path and signed-shared roadway
 Streetscape: Narrow concrete sidewalks, some pedestrian lighting, sparse seating

Plan Recommendations

Right of way: 120 feet with 15 feet public improvement easement on private property to replace existing parking, curb and gutter
 Lanes: Six travel lanes (three in each direction) with reserved center travel way for the Purple line
 Pedestrian/Bike Access: Dedicated off-road directional cycle track with 2 foot buffer next to the outside travel lane, bike lanes adjacent to outside travel lanes, 15' dedicated public improvement easement on private property for sidewalk and street trees
 Streetscape: Shade tree planting along sidewalks in 5' wide tree panels and in the medians, distinctive pedestrian street lights, ample seating special paving and street furnishings

The Plan also recommends reconstructing University Boulevard to relocate electric and overhead wires to alleys, rear of properties or below grade and to provide bike parking

Illustration 7 Gilbert Street Extended Cross Section

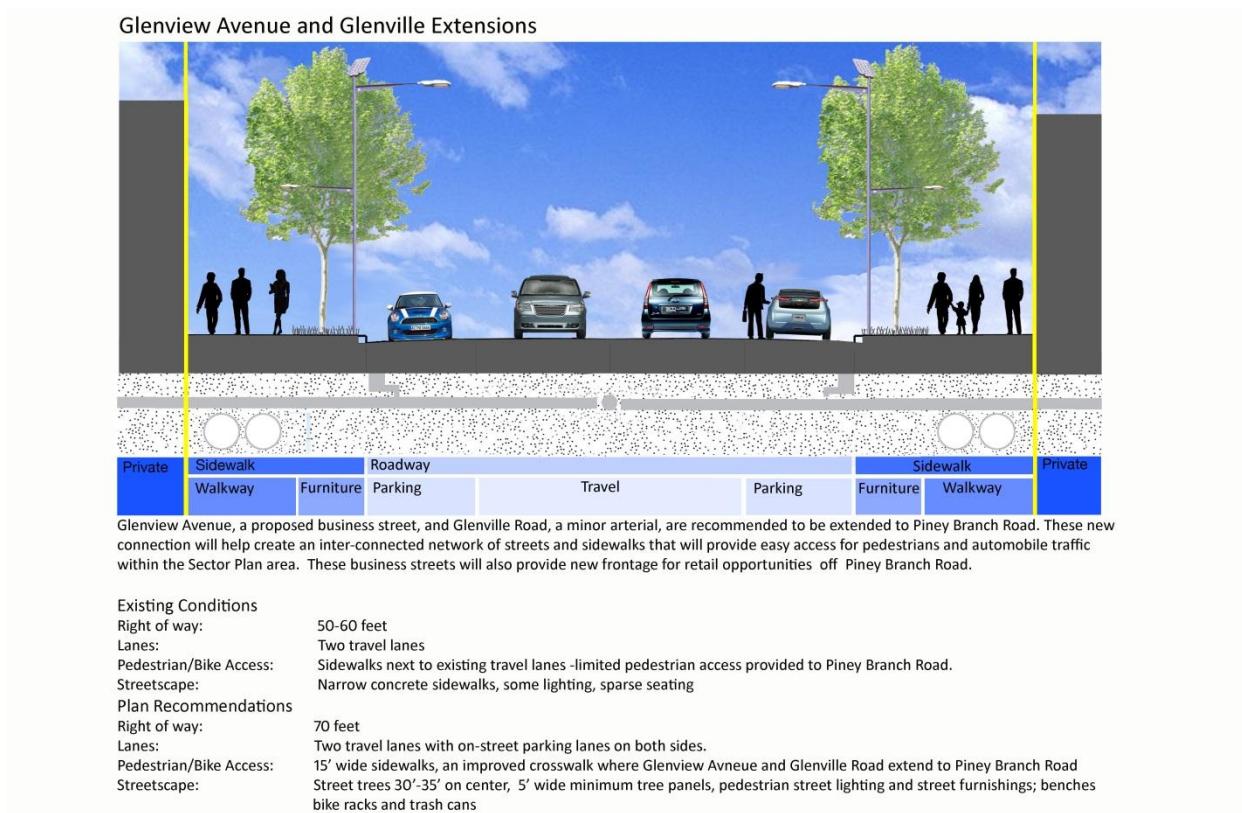


Gilbert Street extension, to be located within the southeastern quadrant of the Piney Branch Road-University Boulevard intersection, will help relieve future congestion at the University Blvd intersection. This new road-way extension would improve access and parking options for the adjacent Longbranch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

Plan Recommendations

- Right of way: 70 feet
 Lanes: Two travel lanes with on-street parking lanes.
 Pedestrian/Bike Access: 15' wide sidewalks buffered by on-street parking, 10' wide shared-use path on southside, crosswalks across University Boulevard connecting to proposed Purple Line station, will provide a bikeway connection between Northwest Branch Trail and Long Branch and Sligo Creek Trails
 Streetscape: Street trees 30'-35' on center, minimum 5' wide tree panels, pedestrian street lights and street furnishings such as benches, bike racks and trash cans

Illustration 8 Glenville Avenue and Glenview Road Cross Section



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 the current east-west split-phase signal operation on Piney Branch Road
 - improve pedestrian/bicyclist safety and accessibility to the Piney Branch Road Purple Line median station and to the New Hampshire Estates Neighborhood Park and providing 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.

Sustainability – A Place for People

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.
- Existing and proposed parks serving the entire Long Branch community should be addressed as follows:
 - Long Branch Local Park
 - Resolve vehicular access issues to the Long Branch Pool and Recreation Center, as well as bicycle and pedestrian access, in light of the proposed traffic restrictions along Piney Branch Road caused by the Purple Line. The following list of options should be explored by the Maryland Transit Administration to allow full turning movements into and out of the facilities.
 - Align the driveway of the Long Branch Pool and Recreation Center with Barron Street and also add a new left turn lane for eastbound traffic along Piney Branch Road.
 - Widen and improve the new Long Branch Pedestrian Bridge to allow vehicular access to the Long Branch Pool and Recreation Center from Arliss Street.
 - Develop preliminary concepts and cost estimates to relocate the Long Branch Pool and Recreation Center to a new public facility campus on the west side of the Long Branch Stream Valley, at the current site of the Long Branch Library.
 - New Hampshire Estates Neighborhood Park
 - In conjunction with the approved Purple Line alignment and design, renovate and reclassify the park as an urban park, accommodating community gatherings and various recreation options.
 - In conjunction with MCPS, explore options to program the park for education and improve its functional and spatial relationships with New Hampshire Estates Elementary School.
 - Pursue a land swap to mitigate any parkland lost to the Purple Line or the proposed access road.
 - Ensure that the proposed access road (see Mobility and Character section) allows on-street parking mitigate any loss of parkland caused by Purple Line construction.
 - Consider a land swap to acquire 734 University Boulevard East to replace any parking lost to the Purple Line and to improve synergy with the adjacent New Hampshire Estates Elementary School.

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.
- Maximize the benefits of improved air quality, reduced energy and transportation time costs, and a lowered carbon footprint associated with enhanced transit service and less reliance on the car.

Long Term Development – Specific Sites

Piney Branch Road/Flower Avenue (Northwest Quadrant) includes 8736-8472 Flower Avenue and 8426 Piney Branch Road

Size: 89,429 sf	Existing	Proposed
Land Use	commercial	mixed use
Zoning	C-1 (Convenience commercial)	CRT 1.5, C 0.25, R 1.5, H 60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	1 du	89 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 services 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.
- Support partnerships between local institutions and community serving organizations.

Land Use and Zoning

- 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.
- Encourage environmentally sensitive development including but not limited to LEED, ESD, and other community greening efforts.
- Undertake a drainage study to determine the impacts of and provide mitigation for stormwater runoff from the Flower Avenue Urban Park.
- Use innovative stormwater management techniques to reduce runoff.
- Affirm the *East Silver Spring Master Plan* recommendation to acquire 8426 Piney Branch Road for a future park (Piney Branch Road Urban Park), which should:
 - provide vegetated buffers
 - incorporate public art and other cultural amenities.

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.

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)

Piney Branch Road/Flower Avenue (Southwest Quadrant) includes 8640 Flower Avenue and 8435 Piney Branch Road

Size: 20,671 sf	Existing	Proposed
Land Use	commercial	Mixed use
Zoning	C-1 (Convenience commercial)	CRT 1.5, C 0.5, R 1.5, H?
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	n/a	15 du
Commercial	7,257 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 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.

Sustainability

- Encourage LEED certified development and other community greening efforts.

Mobility

- Extend Winding Hill Way to Flower Avenue.

- Provide improved 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:

- 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

West Flower Avenue includes: 8600-8630 Flower Avenue

Size: 70,086 sf	Existing	Proposed
Land Use	commercial	mixed use
Zoning	C-1 (Commercial convenience) R-10 (Residential, townhouse)	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	82 du	175 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 uses, and services 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

- Encourage LEED certified development and other community greening efforts.
- Use innovative stormwater management techniques to reduce runoff.

Mobility

- Extend Winding Hill Way to Flower Avenue.
- 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.

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

East Flower Avenue includes 8601-8627 Flower Avenue

Size: 49,797sf	Existing	Proposed
Land Use	commercial	Mixed use
Zoning	C-1 (Convenience commercial) R-10 (Residential, townhouse)	CRT 3.0, C 0.25, R 3.0, H 60
Building Height	Varied 16 to 45 feet	maximum 60 feet
Residential	53 du	150 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 uses, and services 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 streetscape that supports the Flower Avenue Green Street Project.
- Provide innovative design solutions for increasing parking, including but not limited to, shared parking.

Sustainability

- Encourage LEED certified development and other community greening efforts.
- Use innovative stormwater management techniques to reduce runoff.

Mobility

- 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
- Diversity of Uses and Activities
 - small business opportunities
 - live/work units

Arliss Street Townhouses includes 8801-8839 Arliss Street

Size: 43,631 sf	Existing	Proposed
Land Use	vommercial	Mixed-Use
Zoning	RT 12.5 (Residential, townhouse)	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	varied 16 to 45 feet	maximum 50 feet
Residential	15 du	48 du
Commercial	n/a	13,000 sf

Community

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

Land Use and Zoning

- Limit new development to less intrusive commercial uses.
- Consider live/work units.

Sustainability

- Encourage LEED certified development and other community greening efforts.
- 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.

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
 - vegetated wall
 - vegetated area
 - habitat preservation and restoration

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

Size – 244,712	Existing	Proposed
Land Use	commercial, residential, institutional	mixed use
Zoning	C-1 (Convenience Commercial) R-60 (Residential, one-family)	CRT 2.5, C 0.25, R 2.25, H 60
Building Height	Varied 16 to 45 feet	maximum 50 feet
Residential	2 du	462 du
Commercial	54,705 sf	60,000 sf
Institutional	1,420 sf	n/a

Community

- Provide diverse housing types to serve mixed income and special populations.

- Design site 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

- Concentrate the highest densities and orient new development to the site of the planned Purple Line station.
- Limit commercial uses along Greenwood Avenue and Glenview Avenue.
- Provide for structured and shared parking.

Sustainability

- Encourage LEED certified development and other community greening efforts.

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.

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

Flower Branch Apartments 8648 Piney Branch Road

Size: 437,151 sf	Existing	Proposed
Land Use	commercial	Mixed-Use
Zoning	R-10 (Residential, one-family)	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	varied 16 to 45 feet	maximum 60 feet

Residential	362 du	889 du
Commercial	n/a	110,000 sf

Community

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

Land Use and Zoning

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

Sustainability

- Encourage LEED certified development and other community greening efforts.
- 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 a private street connecting Garland Avenue to Piney Branch Road.

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
 - vegetated wall
 - vegetated area
 - habitat preservation and restoration

Goodacre Apartments includes 8617- 8619 Piney Branch Road

Size: 197,762 sf	Existing	Proposed
Land Use	commercial	mixed use
Zoning	R-10 (Multiple-family, high density residential)	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	varied 16 to 45 feet	maximum 60 feet
Residential	155 du	395 du
Commercial	n/a	50,000 sf

Community

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

Land Use and Zoning

- Maximize use of MPDUs as part of any optional method development.
- Provide structured and shared parking.
- Limit commercial uses along Garland Avenue, Glenview Avenue, and Domer Avenue.

Sustainability

- Encourage LEED certified development and other community greening efforts.

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.

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

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

Size: 166,356 sf	Existing	Proposed
Land Use	commercial	mixed use
Zoning	R-10 (Residential townhouse)	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	varied 16 to 45 feet	maximum 60 feet
Residential	123 du	332 du
Commercial	n/a	41,100 sf

Community

- Design site 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 residential community.
- Continue to provide a neighborhood service center/community meeting room.

Land Use and Zoning

- Maximize use of MPDUs as part of any optional method development.
- Limit commercial uses along Barron Street and Gilbert Street.
- Provide structured and shared parking.

Sustainability

- Provide a vegetated buffer between proposed mixed-use development and the Long Branch Stream Valley Park.
- Encourage LEED certified development and other community greening efforts.

Mobility

- 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
 - vegetated wall
 - vegetated area
 - habitat preservation and restoration

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

Size: 97,363 sf	Existing	Proposed
Land Use	commercial, industrial, open space, recreation	mixed use
Zoning	C-1 (Convenience commercial)	CRT 2.5, C 0.5, R 2.5, H 60
Building Height	varies 16 to 45 feet	maximum 60 feet
Residential	n/a	169 du
Commercial	33,215 sf	40,000 sf

Community

- Design site 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 services that cater to the community's various income levels.

Land Use and Zoning

- Concentrate the highest densities and orient new development to the site of 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.
- Encourage LEED certified development and other community greening efforts.

Mobility

- Provide a new access road connecting University Boulevard to Piney Branch Road.
- 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:

- Connectivity between Uses, Activities and Mobility Options
 - advance dedication
- Diversity of Uses and Activities
 - small business opportunities
 - 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
- Quality of Building and Site Design
 - public art
- Protection and Enhancement of the Natural Environment
 - vegetated wall
 - vegetated area
 - habitat preservation and restoration

Piney Branch Road/University Boulevard (Northwest Quadrant) 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 and residential	mixed use
Zoning	C-O (Commercial, office building) C-1 (Convenience commercial) R-10	CRT 2.5, C 0.25, R 2.5, H 60
Building Height	Varies 16 to 45 feet	maximum 50 to 60 feet
Residential	78 du	356 du
Commercial	34,195 sf	46,000 sf

Community

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

Land Use and Zoning

- 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.
- Appropriately locate residential uses along Glenville Road and only allow limited, less intrusive commercial uses until an adequate vehicular connection between Glenville Road and Piney Branch Road is established.
- Limit commercial development in properties adjacent to existing single-family residences and provide appropriate transitions into the 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.

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 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

Fortson Road/University Boulevard includes 831 University Boulevard and 815 Fortson Street

Size: 97,110 sf	Existing	Proposed
Land Use	commercial and vacant	mixed use
Zoning	C-O (Commercial, office) R-60 (Residential, one-family)	CRT 1.5, C 0.25, R 1.5, H 60

Building Height	36 feet, maximum 42 feet	maximum 60 feet
Residential	n/a	95 du
Commercial	31,072 sf	32,000 sf

Community

- Provide diverse housing types to serve mixed income and special populations.
- Design site to encourage physical activity and support pedestrian-friendly, street-oriented development.
- Incorporate public art and other gateway features into new development.
- Provide well-designed streetscape along University Boulevard.
- Provide appropriate transitions into existing single-family communities.

Land Use and Zoning

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

Sustainability

- Encourage LEED certified development and other community greening efforts.
- 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.

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
 - vegetated wall
 - vegetated area
 - habitat preservation and restoration

Carroll Avenue/Piney Branch Road

Size: 20,320 sf	Existing	Proposed
Land Use	commercial	mixed use

Zoning	C-1 (Convenience commercial)	CRT 1.5, C 0.25, R 1.5, H 60
Building Height	varies 16 to 42 feet	maximum 50 feet
Residential	n/a	19 du
Commercial	1,380 sf	7,500 sf

Community

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

Land Use and Zoning

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

Sustainability

- Encourage LEED certified development and other community greening efforts.
- 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.

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

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Table 4 Total Long Term Development

Land Use	Existing	Holding Capacity	Proposed	
			Interim	Long Term
Commercial	532,815 sf	917,987 sf	574,648 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	5,804 du
• naturally occurring affordable housing	882 du	n/a	882 du	0
• subsidized housing (includes voucher, tax credit, and rent restricted units)	567 du	n/a	697 du (includes 130 MPDUs)	1,132 du (includes 565 MPDUs)
Institutional use	19,217 sf	n/a	n/a	
Public facilities	52,804 sf	n/a	55,804	
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)

*Redevelopment of Arliss Street Townhouses

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 height 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 the Plan's identified reinvestment areas are proposed for CRT Zones 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 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 with private sector participation, including:

Mobility

- Piney Branch Road and University Boulevard reconstruction
- Construction of the planned Purple Line and stations
- Sidewalk Improvement Program
- Planning, design, and construction of Long Branch trail extension
- Intersection Improvements at:
 - Arliss Street at Piney Branch Road
 - University Boulevard at Piney Branch Road
- Construction of Glenview Avenue extension
- Construction of Glenville Road extension
- Construction and improvement of bridges over Long Branch Stream at:
 - Long Branch (between Long Branch Library and community center)
 - Domer Avenue (vehicular bridge)
 - Clayborn Avenue (pedestrian bridge)

Community

- Planning for and construction of a permanent police substation
- Funding and technical assistance for a commercial façade improvement program
- Construction and placement of wayfinding signage

Sustainability

- Planning and design of Long Branch Urban Park (renovated New Hampshire Estates Neighborhood Park)
- Planning and design of central civic green