

Public Hearing Draft Testimony for the Long Branch Sector Plan

Topic	Type		Testimony	Staff Response
Transportation	1	County Executive	The draft plan is inconsistent with the Purple Line plans for cross-sections and widths for Arliss and Piney Branch Roads from Arliss to University Boulevard. The proposed widening in the Plan doesn't provide for MTA input or required property acquisition needed to accomplish the increased right of way. Additional time and resources area also needed to determine the feasibility of the new streets proposed by the Plan.	Staff will review the cross-section for inconsistencies
	1	Tony Hausner	The restricted left turn access to the community center and swimming pool is problematic and could be addressed (see email with possible solutions) using local streets and a bridge over the Long Branch Stream Valley at Domer Avenue	Staff concurs and a similar option is recommended in the Sector Plan (see p. 33)
	2	Lynn Westrope	Had the following transportation concerns: <ul style="list-style-type: none"> - Opposes expansion of existing pedestrian bridge will create cut-through traffic between Piney Branch and Arliss - Limited access to Super Block (ingress/egress) Concerned about Arliss/Walden/Garland intersection becoming a choke point	The pedestrian bridge is part of a larger redevelopment project that is independent of the Sector Plan. It will only provide vehicular access for parks and emergency vehicles. The Sector Plan is proposing additional connections including private streets to alleviate congestion and improve access to the Super Block.
	2	Brett Rouillier (resident)	Community has a history of traffic impacts and the Plan raised additional transportation concerns including: <ul style="list-style-type: none"> - Failing intersections (Piney Branch at Flower and University Boulevard) - Increased CLV's and impact of increased 	The plan has staged zoning to allow for the construction of the Purple Line and other infrastructure improvements that may alleviate congestion. The impact of the planned road extensions will require additional analysis. There was no increase in width recommended for Winding

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			<p>development</p> <ul style="list-style-type: none"> - Impact of planned road extensions <ul style="list-style-type: none"> o Gilbert Road o Glenville Avenue (designation as a minor arterial inconsistent with community) o Winding Hill Way (widening will create impact) 	Hill Way.
	2	Melinda Ulloa	<p>Area has substandard road conditions</p> <ul style="list-style-type: none"> - other infrastructure improvements needed - dangerous traffic patterns for pedestrians - congested 	The Sector Plan is recommending infrastructure improvements and other design improvement to encourage and support multi-modal travel. This will help to alleviate some of the congestion by encouraging people to walk, bicycle or use transit as a means of transportation.
	2	Johel Garcia (resident)	<p>Supports the Purple Line but thinks a pedestrian overpass is needed</p>	A pedestrian overpass was not studied as a part of this section of the Purple Line. Staff will research the recommendation.
	2	Jose Amador (resident)	<p>Supports Purple Line but fears displacement of existing businesses.</p> <p>Wants something in Plan that will keep rents affordable</p>	The Plan can only provide recommendations dealing with physical development. Phased Zoning and the Optional Method Density Incentives were used in the Plan to provide for continued affordability.

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	2	Greg Baker (MHP)	Opposes extension of Glenville Road	The Glenville Road extension is necessary to support any significant development along Glenville Road. Without the extension, the recommendations proposed are unachievable
	2	Karina Velasco (resident)	Not sure why Purple Line is needed, community has everything it needs The Purple Line will have adverse impacts	The Purple Line is necessary to provide for improved transit access and also to act as an catalyst for economic development in the Long Branch community.
Zoning and Land Use	1	County Executive	Delayed/phased zoning limits opportunities; tying redevelopment to long term/unknown milestones is not recommended	Staff believes that the phased zoning is appropriate in the Long Branch area due to its aging and limited infrastructure. Significant infrastructure investments (i.e. Purple Line, road extensions, etc.) are needed in order to support full development
	1/2	City of Takoma Park	Expedite the rezoning of Piney Branch/Flower Avenue – SW Quadrant from long term to interim development. The site is underutilized and fits the criteria used to select other phase one (interim development) properties. Expressed concern that community affordability be maintained and requests funding for affordable housing preservation and development in the Long Branch area.	Staff will research the feasibility of including Piney Branch/Flower Avenue – SW Quadrant in the interim development phase. The Plan makes recommendations to address affordability utilizing phasing and the CRT Zones Optional Method Density Incentives. Policy changes are beyond the scope of the Sector Plan. <i>Technical corrections will be addressed in a separate document. (see city of Takoma Park resolution)</i>
	1	Ella Angell (resident)	Resident lives in a home behind one of the proposed redevelopment sites (not listed) and is concerned about the impact of the proposed 60 foot heights and mixed use development.	The proposed redevelopment will provide adequate transitions via the CRT Zone and the urban design guidelines
	1/2	Tony Hausner	The plan effectively addresses the usual planning related issues of land use, zoning and housing. However, there are	Staff Concur The Plan proposed phasing as a method to

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			<p>a relatively high percentage of low/moderate income immigrant families within this community and there is a great need to maintain the existing levels of residential and commercial affordability. The county needs to develop new policies to address these issues (several examples provided).</p>	<p>preserve levels of affordability during the interim development phase. Long Term development will reduce the number of market affordable units but will provide an increase in the number of subsidized/mandated affordable units.</p>
	1/2	Lisa Fall	<p>The CRT Zone recommendation along the west-side of Flower Avenue is adjacent to single family homes and would impact the quality of life (parking, noise, trash, etc.) for current residents.</p> <ul style="list-style-type: none"> - CRT Zone is not appropriate for Site 3 west of Flower Avenue, 6 story buildings - Houses are lower than new buildings, so they will appear larger and put houses in shade - Concern about land use compatibility and existing lack of parking <p>The current zoning allows for a maximum of 45 feet and is more appropriate.</p> <p>Also stated that she was unaware of the process and believes that there was insufficient outreach to the members of the Sligo-Branview Neighborhood Association</p>	<p>The CRT Zone provides for transitions into single family communities. Additionally, the urban design guidelines will allow for step downs and other methods to provide for transition.</p> <p>Staff attended several Sligo Branview Neighborhood Association meetings including a regularly scheduled meeting at the Long Branch library.</p>
	1/2	Marilyn Piety (resident)	<p>Provided a list of technical corrections that will be addressed in a separate document;</p> <ul style="list-style-type: none"> - Zoning and density concerns - Superblock – plan insufficiently describes the 	<p>Staff will address technical corrections in a separate document. Staff believes that the urban design guidelines will address compatibility and transition issues.</p>

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			<p>complexity of this site (7 owners, etc.)</p> <ul style="list-style-type: none"> - Superblock should not be part of Phase 1 as it is tied to the Purple Line - CRT with FAR 3 not appropriate/ prefer CRN for for the entire plan area - Concerns about scale and compatibility with surrounding land uses - Proposed affordable apartment building on Arliss not supported 	<p>The Super Block is the focal point of the Long Branch Town Center and its redevelopment is one of the primary goals of the Sector Plan.</p> <p>The CRN is not appropriate for the Super Block due to the its redevelopment potential and proximity to the planned Purple Line Station.</p> <p>Staff provided and encouraged assemblage of the Super Block through the following:</p> <ul style="list-style-type: none"> - Shared public benefits/amenity recommendations - Shared zoning recommendation
	2	Amanda Hurley (resident)	<p>Supports Plans vision but community is not an easy place to live</p> <ul style="list-style-type: none"> - Aging/densly populated and car centric - More green space needed to create a walkable, lively community - Development needs to occur in the short term not 10-20 years out 	<p>Plan provides for improved connectivity and civic space. Additionally, the design guidelines will provide for and address needed physical improvements</p>
	2	Chris Ruhlen, (Goodmark Management)	<p>Previous Master Plan introduced the CROZ which failed to attract reinvestment</p> <p>Proposed FAR is not in line with the 2005 Urban Land Institute study and higher densities and heights needed</p> <p>Phasing of sectional map amendments flawed as it doesn't include all of the Long Branch Town Center within the 1st</p>	<p>The previous zone included an overlay CROZ that may have been too cumbersome to provide development incentive. Additionally, the previous studies recognized the importance of a catalyst (i.e. the Purple Line).</p> <p>The Plan recommends the CRT Zone which provides for a cleaner development process.</p>

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			SMA	Phasing of this zoning is important, as the community will not be able to absorb all of the planned development until infrastructure improvement including the Purple Line are completed.
	2	Bill Kominers (Lerch Early)	<p>Previous Master Plan and CROZ failed to attract significant development primarily due to insufficient height and density</p> <p>Plan recommendations for density/height are insufficient to attract investment</p> <ul style="list-style-type: none"> - Higher densities are needed as indicated by LB Task Force. - 1.5-2.5 FAR won't attract development - Minimum 3.0 FAR required (see ULI Study) - Town Center properties should be focus of development - 15% Optional Method Density Incentive is too much of a financial impediment and Sector Plan fails to illustrate the 22% density bonus 	<p>Staff provided density/height recommendations that are in line with the community's vision and the amount of development that can be supported by existing/planned infrastructure.</p> <p>The Long Branch Town Center is an area that includes the properties comprising the Super Block. These properties are the focal point and the focus of development for this portion of the Sector Plan area and their redevelopment will provide infrastructure improvements (i.e. parking, parks, connections, etc.) needed to support the development of other properties within the Long Branch Town Center.</p> <p>The 15% MPDU bonus is recommended to insure continued affordability within the Long Branch community. Staff applied the same requirement to ALL rezoned properties.</p>
	2	John Halpern (resident)	<p>Supports the Plan vision but believes that the Plan:</p> <ul style="list-style-type: none"> - Has an inadequate provision for public parking - Provides for an unrealistic link between the Plan and redevelopment 	<p>The Sector Plan recommends the development of a variety of parking structures including several structured parking facilities.</p> <p>The community is envisioned as a neighborhood center served by transit with improved pedestrian and cycling connections.</p>

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			<ul style="list-style-type: none"> - Is back loaded and delays too many needed infrastructure improvements - Needs to have a Plan B of public investment in case the Purple Line doesn't happen 	<p>The Plan seeks to encourage multi-modal travel with less reliance on automobiles.</p> <p>The interim development provides for development of two mixed use centers. This development is not predicated on the Purple Line and will provide the community with a number of public amenities.</p>
	2	Melinda Ulloa (resident)	<p>Flower Theatre should be focal point of proposed redevelopment – encourages adaptive reuse of the theater</p> <p>Plan should not be beholden to the Purple Line</p> <p>Quality of life improvement needed</p> <ul style="list-style-type: none"> - Relocation of liquor store - Improved parking/right-of-way improvement - Gathering space/public area 	<p>The Flower Theater is located on the Super Block which is the focal point of the Plan's redevelopment recommendations.</p> <p>The Plan provides for interim development and a number of infrastructure improvements that are not dependent on the Purple Line. The plan recommends a new central civic green urban park as part of Phase I development in the new Town Center.</p>
	2	Pat Harris (Lerch, Early)	<p>Supports staff work but poor land values (lowest in County) make redevelopment expensive and unlikely</p> <ul style="list-style-type: none"> - Land values are lowest in county - Imposes unfair financial burdens to landowners - 15% MPDU only on existing residential development – 22% bonus density not incorporated into FAR 	<p>Staff concurs</p> <p>The Sector Plan provides for staged development and shared public benefits/amenities to address these issues</p> <p>The 15% requirement is applied equally to all rezoned properties in order to maintain levels of affordability within Long Branch</p> <p>Staff will revisit the LEED Gold recommendation</p>

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			<ul style="list-style-type: none"> - Structured/public parking not realistic <p>Gold LEED, significant increase in cost over Silver level</p>	
	2	Perry Berman (HOC)	<p>Support the Plan but there is not enough density allocated to Manchester Manor properties to spur reinvestment (Plan recommends approximately 80 units – existing is 53 units) – would like to use site as hub for services provided by the agency</p> <p>The area needs reinvestment including more residential density and height.</p> <p>Concerned about staging of Plan (HOC properties are in Long Term Development) and thinks that need for additional affordable housing should not wait until after the Purple Line</p>	<p>Staff will revisit the zoning recommendation for the HOC properties.</p> <p>Staging of the Plan is necessary in order to provide for infrastructure improvements need to support the Plan’s overall development recommendations</p>
	2	Bob Elliott (WRIT)	<p>Supports the Sector Plan but concerned that enough density and height have not been allocated to the property located at 8750 Arliss Street (Giant site)</p> <ul style="list-style-type: none"> - Has 3 tenant with 55k square feet of development - Encumbered by a long term lease which will require significant investment to facilitate relocation of the that tenant - LEED Gold and MPDU requirements present a challenge - Would like increased FAR and building height 	<p>The Sector Plan provided FAR’s that were based on community’s vision and the level of development that could be supported by the existing/planned infrastructure improvements</p>

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			(suggested 150 feet in interior of site – stepping down to 60 feet along Arliss)	
	2	Edson Orellana (resident)	Was fearful of displacement and recommended the following: <ul style="list-style-type: none"> - Include local jobs requirement in construction of Purple Line - Pays \$1,318 for rent – can’t afford an increase 	The Sector Plan can only address issues of land use zoning and physical development. The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability
	2	Lynn Westrope	Doesn’t support 5-6 story buildings – limit to maximum of 3 stories Parking shortages need to be addressed – insufficient parking for existing parking dwellers Additional detail needed for Piney Branch Neighborhood Village	Urban design guidelines will address transitions and community compatibility The Plan recommends a number of parking strategies including the development of structured public parking Staff will provide additional detail for the Piney Branch Neighborhood Village
	2	Marc Solomon (FinMarc)	CROZ failed to attract development due to limited density and height All Town Center properties should be allowed to develop in Phase One	Staff provided density/height recommendations that are in line with the community’s vision and the amount of development that can be supported by existing/planned infrastructure. The Long Branch Town Center is an area that includes the properties comprising the Super Block. These properties are the focal point and the focus of development for this portion of the Sector Plan area and their redevelopment will provide infrastructure improvements (i.e. parking, parks, connections, etc.) needed to

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				<p>support the development of other properties within the Long Branch Town Center.</p> <p>The 15% MPDU bonus is recommended to insure continued affordability within the Long Branch community. Staff applied the same requirement to ALL rezoned properties.</p>
	2	William Mentzer, Jr.	Proposed height of Arliss Street townhomes is incompatible with existing single family neighborhood	Staff will draft urban design guidelines that will address compatibility and transition issues.
Parks and Recreation	1	County Executive	<p>Supports the plan recommendation of realignment of Barron Road/Piney Branch Road intersection to deal with access impacts created by the planned Purple Line.</p> <p>Doesn't support the Plan recommendation to relocate recreation facilities to site of current Long Branch Library due to fiscal concerns</p>	Staff presented three options to address the access issues attributed to the Purple Line.. Staff will continue to work with Parks, MTA and Functional Planning to draft a feasible recommendation. Since this testimony was submitted, Parks staff has coordinated closely with MCRD staff about the Smart Growth benefits the relocation would provide.
	2	Carlos Perlozo, (Longbranch Business League)	<p>Need more public restrooms</p> <p>Poor drainage in parks affecting commercial areas</p>	This is an operational issue that is not within the Scope of the Sector Plan. Staff will relay these concerns to the Parks Department
	2	William Mentzer, Jr. (resident)	<p>Recommended new and improved parks should be the priority</p> <p>Concerns about relocating the pool and rec center</p> <ul style="list-style-type: none"> - expensive in times of lean budget - will bring more traffic to Arliss, 	The relocation of the pool and recreation center is long-term recommendations, related to the life cycle upgrades and replacement of the facilities. There are resource impacts with both the current location and relocation. With relocation the pool will be taken out of the floodplain and stream buffer in Long Branch Local Park, while some mature trees will be lost at Long Branch-Arliss Neighborhood Park.

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			Concern about potential removal of mature trees in park adjacent to park, loss of canopy	Furthermore, because the relocated pool and recreation center will be closer to the future Town Center and also the Purple Line station, it is anticipated that more patrons of the pool, recreation center and library will be able to travel by transit, foot and bicycle, thereby reducing vehicle trips and traffic on Arliss.
	2	Zorayda Moreira-Smith (CASA)	Opposes the recommendation for the CASA Welcome Center acquisition	Staff is proposing acquisition of the CASA only after such time that CASA finds a new home. The Welcome Center property is already owned by Montgomery County. The Plan does propose the development of a new center, which will be similar to that of the CASA Welcome Center. The new center would be constructed during the interim development phase and located within the vicinity of the existing Welcome Center.
	2	Karina Velasco (Resident)	Don't take away CASA	Staff is not proposing to take away CASA,
	2	Marilyn Piety	Not enough parkland for the number of people living in the area – more is needed	The Plan proposes additional parkland and open space. Specifically, the plan recommends a new central civic green urban park to accommodate community events and festivals and renovation of existing parks to improve the overall level of service in the area.
Economic Development	1	County Executive	Historic designation of Flower Theater and Shopping Center is unwarranted and a designation of the entire property will create challenges to revitalization. Staff recommended zoning of CRT 2.5, C .5, R 2.0, H 60 feet can't be achieved if the property is assigned a historic designation. Additional height and additional commercial development be permitted on this site.	Staff provides example of how density can be achieved with historic designation. There are many examples of historic sites that have been redeveloped with high density, including the Sears building, Tenallytown and the Greyhound Bus Station in DC.

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			<p>The surface parking lot should have flexibility in its mix of uses.</p> <p>Remove all references to the creation of a business improvement district or community development corporation.</p>	
	2	Historic Preservation Commission	<p>Supports the designation of the Flower Theater and Shopping Center (including the 2.4 acre environmental setting) as a historic resource</p> <ul style="list-style-type: none"> - would like to see it placed immediately on the Locational Atlas 	
	1	Montgomery Preservation	<p>Supports the designation of the Flower Theater and Shopping Center</p> <ul style="list-style-type: none"> - historic resource - valuable resource that should be protected - provides architectural integrity for nearby development - significant and should be considered as a unit for placement on the Locational Atlas of Historic Sites <p>There is also a case for the designation of the Flower Branch, Goodacre/Pine Ridge and Fox Hall apartments</p> <ul style="list-style-type: none"> - contribute to the history of Long Branch and Historic Preservation Staff - Silver Spring Historical Society have uncovered evidence that warrants further study <p>properties could become a garden apartment historic district</p>	<p>Staff concurs</p> <p>The Flower Theater and Shopping Center was evaluated since it had been previously identified in the 2000 East Silver Spring MP. Sufficient data has not yet been submitted in order to evaluate the historic merit of these resources.</p>

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	1/2	Silver Spring Historical Society (advocacy chair)	<p>The SSSH supports the designation of the Flower Theater and Shopping Center (in its' entirety) as a historic resource.</p> <ul style="list-style-type: none"> - Adaptive reuse of the structure should be encouraged <p>Additional research into the potential designation of the Flower Branch, GoodAcre/Pine Ridge and Fox Hall garden apartments</p> <ul style="list-style-type: none"> - represents development very similar to that of the Americana Glenmont 	<p>Staff concurs.</p> <p>The plan includes design guidelines to guide redevelopment of the shopping center.</p> <p>See comments above. Americana Glenmont has been recommended by HPC for Locational Atlas listing but the Planning Board has not yet reviewed or taken such action.</p>
	1	Art Deco Society of Washington	<p>The ADSW supports the designation of the Flower Theater and Shopping Center in its entirety as a historic resource.</p> <ul style="list-style-type: none"> - Flower Theater and Shopping Center show a clear intent and seamlessness - Provides for a neighborhood defining fabric. - Should be preserved to a reasonable depth from the Flower Avenue and Piney Branch Road sides that allows for higher density development - Developer should study the adaptive reuse options that retain the historic fabric of the site. 	<p>Staff Concur</p>
	1/2	George French	<p>Supports the designation of the Flower Theater and Shopping Center as a historic resource</p> <p>Other properties within the Sector Plan area that may be worthy of designation such as ZIGZag shopping center and the Morris Miller Center.</p> <p>There should be a historic district for Long Branch comprised of the Flower Branch, Goodacre/Pine Ridge and Fox Hall apartments with the Flower Theater and Shopping Center as the centerpiece.</p>	<p>Further research would be needed in order to evaluate additional historic resources. See above for additional comments.</p>

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			Retention of these structures, will guarantee continued commercial and residential affordability.	
	1	Cyber Web Latino (small business)	<p>Small business located in the Flower Theater and Shopping Center since 2009 and opposes the historic designation of the shopping center in the County’s Master Plan for Historic Preservation.</p> <p>Concerned that the County’s historic preservation laws will create a “no-win” situation for small businesses located in the center due to increased time and cost of needed repairs and renovations.</p> <p>Referenced previous multiple façade improvements and finds it the timing of the recommendation odd.</p>	<p>Designation does not require the owner to make changes to the property, except in the case of demolition by neglect.</p> <p>The owner of a historic site may benefit from county, state, and federal tax incentives.</p>
	1	Christopher Lancette (former Flower Avenue Market owner and Indian Spring resident)	<p>Disagrees with the Sector Plan recommendations for designating the (entire) Flower Theater and Shopping Center on the Master Plan for Historic Preservation.</p> <ul style="list-style-type: none"> - shopping center has outlived its natural life - designation will stifle potential investment in the center. <p>References the desire of some of the community residents for higher end stores in the area.</p> <p>Recommends that only the Flower Theater be designated as historic.</p>	<p>Historic designation does not preclude redevelopment.</p> <p>There are many examples of revitalized historic theater and shopping centers which are now the centerpiece of vibrant community centers, including downtown Silver Spring, Atlas Theater and Shops, DC, and Cary Park and Shop, in VA.</p>
	2	Dan Reed	<p>Supports the transformation of Long Branch proposed by the Sector Plan</p> <p>Supports the designation and reuse of the Flower Theater as a catalyst for development</p>	

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			<ul style="list-style-type: none"> - historic designation of the Shopping Center requires further discussion 	
	2	Carlos Perozo (Long Branch Business League)	<p>Flower Theater</p> <ul style="list-style-type: none"> - physical improvement of the Theater - needs to be addressed now - designate the Theater not the Shopping Center - don't displace existing businesses 	
	2	Amanda Hurley (resident)	<p>Flower Theater can be catalyst for redevelopment</p> <ul style="list-style-type: none"> - needs good design - can be a great public space (adaptive reuse) - walkability 	
	2	Tina Slater (resident)	<p>Support the designation of the Flower Theatre façade</p> <ul style="list-style-type: none"> - referenced the Flower Theater Project - participated in community led design charettes - community has great ideas to invigorate the space 	
	2	Greg Baker (MHP)	<p>Provide protection for small business while attracting investment</p> <p>Believes the designation of the Flower Theater and Shopping Center may stunt redevelopment</p>	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>
	2	Miriam Lemis (business owner)	<p>Concerned about potential of gentrification and impact of historic designation and redevelopment on existing small businesses</p>	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>

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	2	Gilberto Martinez (resident)	<p>Concern about displacement of latino businesses and services</p> <p>Concern about relocation of CASA</p> <p>Much support for CASA, many families depend of CASA assistance</p>	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p> <p>The relocation is a component of a larger recommendation to address the redevelopment of the New Hampshire Estates Neighborhood Park which occurs in the Long Term Development Phase.</p> <p>Staff has provided for the use (Social Service/Welcome Center) as a major public benefit in Phase One development in the immediate vicinity of the existing CASA center.</p>
	2	Zorayda Moreira-Smith (CASA)	<p>Plan fails to protect existing businesses</p> <p>Additional policy needed</p> <ul style="list-style-type: none"> - Commercial MPDU's - Public market needed - Focus on retention of existing businesses <p>Future meetings MUST have interpreters</p> <p>Submitted Small Business Report to Planning Board</p>	<p>The Sector Plan can only address issues of land use zoning and physical development. Policy issues can only be addressed by the County Executive or County Council</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p> <p>Staff concurs with the recommendation for a public market</p> <p>Staff concurs with need for translation services</p>

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		Robinson Flores (business owner)	Fears impact of Purple Line and Flower Theater development <ul style="list-style-type: none"> - displacement - before/after construction impacts 	
	2	Stacy Silber (Lerch, Early)	The Sector Plan’s Flower Theater and Shopping Center needs the following revisions <ul style="list-style-type: none"> - Reject historic designation of entire complex and environmental setting as it will thwart redevelopment potential - public investment to preserve the façade and upgrade the interior - increase recommended height to 75-80 feet - parking lot recommendations need to be revised - design guidelines should be development by Planning Board not HPC 	
	2	David Rotenstein (architectural historian)	The Historic Preservation Commission’s analysis of the Flower Theater and Shopping Center is incomplete and non-defensible <ul style="list-style-type: none"> - Shop center does not merit designation, - unremarkable for period it was built 	

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			<ul style="list-style-type: none"> - lost much of its character over time - surface lot covers too much of overall property acreage 	
	2	Robert Sponseller (Architect)	<p>Potential for redevelopment of the Flower Theater and Shopping Center has two scenarios</p> <p>Much of site within 3 minute walking distance of planned Purple Line</p> <p>Most compatible area for development is the corner of Flower and Piney Branch</p> <ul style="list-style-type: none"> - existing commercial development on adjacent parcels - achievable FAR is .75 – 2.0 depending on parking and building height 	
	2	Alvara Cabrera	<p>Long time resident that fears displacement</p> <p>Would like to see language in the Plan that supports the use of local work force in the redevelopment efforts and the construction of the Purple Line</p>	
Public Safety	1	County Executive	<p>Additional fire stations will not be required for the Long Branch Plan Area. However, language should be included to provide continuous evaluation of resources as service needs may increase or change in nature.</p>	Staff concurs
	2	Zorayda Moreira-	<p>Improved safety measures needed</p>	Staff concurs

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		Smith (CASA)	<ul style="list-style-type: none"> - multi-lingual signage - walking bridges/overpasses to Purple Line stations - improvements to crosswalks/sidewalks 	
Housing Code and Enforcement	1	County Executive	<p>Supports the language that provides for an increase in the % of Moderately Priced Dwelling Units (MPDU) through the CRT's optional method development.</p> <p>Enhanced code enforcement is already performed in Long Branch and complaints have been dramatically reduced.</p>	Staff concurs
Environment	2	Pat Harris (Lerch, Early)	<p>Gold LEED, significant increase in cost over Silver level</p> <p>Makes development too expensive and creates burden</p>	Staff concurs
	2	Mentzer, Jr	Relocation of rec center and swimming pool will impact the tree canopy	See comments above in the Parks section.
Quality of Life	2	Mr. Edson Orellana (11 year resident, CASA member)	Fears displacement of existing residents due to redevelopment and Purple Line	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>
	2	Greg Baker (MHP)	<p>Robust set of housing policies needed to address community affordability</p> <ul style="list-style-type: none"> - 20% MPDU's near transit needs to be determined - Look at policies in other parts of the country 	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>

Method of Testimony – (1) written, (2) oral – Resolution of the City of Takoma Park will be handled in a separate document

Public Hearing Draft Testimony for the Long Branch Sector Plan

			Would like to see Long Branch as a commercial destination	
	2	Lindolfo (CASA)	<p>Fear of gentrification – wants zero displacement, zero loss of existing business</p> <ul style="list-style-type: none"> - Opposes staged zoning – prefers one SMA with no net loss of affordability 	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>
	2	Zorayda Moreira-Smith (CASA)	<p>Plan allows and encourages displacement and sufficiently fails to address affordable housing</p> <p>MPDU only helps with new construction, not preserving existing properties</p> <p>Montgomery Policy encourages no net loss of affordable housing</p> <p>Plan needs to include:</p> <ul style="list-style-type: none"> - Creation of affordable housing preservation plan - Managed development of intervention/purchase program - Rent stabilization policy - Increase % of MPDU’s required - Targeted use of resources 	<p>The Sector Plan can only address issues of land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p> <p>Proposed policy issues can only be addressed by County Council and/or County Executive</p>
	2	Silver Spring Historical Society (Advocacy Chair)	Urban renewal should not include people removal and the loss of the community vitality and current affordability.	Staff concurs and proposed staged zoning and increased MPDU requirements as a tool to prevent/reduce displacement
	2	George French	<p>The Plan doesn’t do enough for affordable housing</p> <ul style="list-style-type: none"> - Increase % of units in MPDU program 	The Sector Plan had minimal tools to address affordable housing. The Plan can only make recommendations that address land use zoning and physical development.

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			<ul style="list-style-type: none"> - Purple Line will cause increase in rents - Maintain affordability of the “historic” garden apartments - need rent stabilization policy - proposed new development creates wholesale displacement 	<p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p> <p>Proposed policy issues can only be addressed by County Council and/or County Executive</p>
	2	Rosalba Guzman (resident)	Concerned about displacement and potential rent increases	The Plan proposes staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability
	2	Laura Pinto (resident, CASA volunteer)	Concerned about Purple Line impacts <ul style="list-style-type: none"> - Gentrification - Loss of affordable housing 	The Plan proposes staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability
	2	Flor Velasquez (resident)	Instead of building Purple Line – County should use money to redevelop apartments and provide more affordable housing MPDU requirement should be 100% not 15%	<p>Proposed policy issues can only be addressed by County Council and/or County Executive.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>
	2	Tina Slater (resident)	Supports development that provides for an increased number of MPDU’s	Staff concurs, The Plan proposes increased levels of MPDU development to provide for/preserve levels of community affordability

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	2	Laura Pinto (CASA)	Should provide 100% MPDU's rather than 15%	<p>The Plan proposes increased levels of MPDU development to provide for/preserve levels of community affordability.</p> <p>100% MPDU's may be unfeasible to many developers. The CRT Zone only provides a density incentive to developers providing up to 15% in MPDU's.</p> <p>Larger requests may require a change to the CRT Zone. Proposed policy issues (i.e., zoning changes) can only be addressed by County Council and/or County Executive</p>
	2	Tony Hausner	<p>Supportive of Plans recommendations including Quality of Life section but concerned about affordable housing concerns and rising rents</p> <p>County needs to develop tools to address affordability</p>	<p>The Sector Plan had minimal tools to address affordable housing. The Plan can only make recommendations that address land use zoning and physical development.</p> <p>The Plan did propose staged zoning and increased levels of MPDU development to provide for/preserve levels of community affordability</p>
	2	Carlos Perozo (Long Branch Business League)	Parking needed for small businesses	Staff concurs and the Plan recommends increased parking (including structured and shared) to accommodate proposed development

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