



# Fairland and Briggs Chaney MASTER PLAN

PUBLIC HEARING DRAFT

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2023



 **Montgomery Planning**

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## ABSTRACT

The Fairland and Briggs Chaney Master Plan contains the text and supporting maps for a comprehensive amendment to portions of the approved and adopted 1997 *Fairland Master Plan*. It also amends *Thrive Montgomery 2050*, the county's General Plan; the 2013 *Countywide Transit Corridors Functional Master Plan*; the 2018 *Master Plan of Highways and Transitways*, as amended; and the 2018 *Bicycle Master Plan*.

The Fairland and Briggs Chaney Master Plan extends along five linear miles of Columbia Pike (U.S. 29), between Paint Branch Stream Valley Park and Greencastle Road, and includes the entirety of Fairland Recreational Park. This Plan focuses on enhanced transit service and its connectivity with community uses, enhanced comfort and safety for all users living, working, or visiting the plan area, and strategic redevelopment opportunities to strengthen existing neighborhoods and amenities. Recommendations are provided for land use, zoning, housing, transportation, community health, parks, trails and open space, the environment, community facilities, and historic preservation.

In Montgomery County, master and sector plans convey land use policy for defined geographic areas and should be interpreted together with relevant countywide functional plans and county laws and regulations. Plans provide comprehensive recommendations for the use of public and private land and should be referred to by public officials and private individuals when making land use decisions. Public and private land use decisions that promote plan goals are essential to fulfilling a plan's vision.

Master and sector plans look ahead 20 years from the date of adoption, although they are intended to be revised every 10 to 15 years. Moreover, after a plan is adopted, circumstances will change, and the specifics of a plan may become less relevant over time. Plans do not specify all development possibilities. They often include illustrative sketches intended to convey a sense of desirable future character rather than detailed recommendations for a particular design.

## SOURCES OF COPIES

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# Fairland and Briggs Chaney MASTER PLAN

**PUBLIC HEARING DRAFT - MARCH 2023**

M-NCPPC

Prepared by the Montgomery County Planning Department

[MontgomeryPlanning.org](http://MontgomeryPlanning.org)

# Table of Contents

Chapter 1.	Executive Summary.....	1
Chapter 2.	Introduction.....	3
2.A	Plan Context.....	3
2.B	Plan Visions .....	4
2.C	History of Fairland and Briggs Chaney .....	7
2.D	Fairland And Briggs Chaney Today .....	11
2.E	Community Engagement.....	30
2.F	Plan Framework .....	31
Chapter 3.	Plan Wide Recommendations .....	34
3.A	Land Use and Design.....	34
3.B	Housing.....	39
3.C	Transportation.....	41
3.D	Community Health and Culture .....	53
3.E	Parks and Public Open Space.....	54
3.F	Environment.....	59
3.G	Community Facilities.....	60
3.H	Historic Preservation and Cultural Resources.....	62
Chapter 4.	District Recommendations .....	63
4.A	Columbia Pike Corridor District.....	64
4.B	Main Street District.....	84
4.C	Residential Neighborhoods .....	98
Chapter 5.	Plan Implementation.....	106
5.A	Managing Growth.....	106
5.B	Sectional Map Amendment .....	107
5.C	Optional Method of Development Public Benefits.....	107
5.D	Community Advisory Committee .....	108
5.E	Design Guidelines .....	109
5.F	Capital Improvements Program .....	109
Chapter 6.	References.....	112
6.A	Acronyms .....	112
6.B	Glossary .....	112
6.C	Energized Public Spaces (EPS) Analysis.....	113
6.D	Web Links.....	116



## MAPS

Map 1: Regional Context .....	3
Map 2: Fairland and Briggs Chaney Master Plan Area .....	6
Map 3: Fairland and Briggs Chaney Study Area .....	13
Map 4: Plan Area Equity Focus Areas .....	15
Map 5: Plan Area Pedestrian Level of Comfort .....	19
Map 6: Plan Area Bicycle Level of Traffic Stress .....	20
Map 7: Plan Area Elementary School Service Areas .....	22
Map 8: Plan Area Middle School Service Areas .....	22
Map 9: Plan Area High School Service Areas .....	22
Map 10: Plan Area Community Facilities .....	25
Map 11: Plan Area Water Quality by Subwatershed (2021) .....	26
Map 12: Plan Area Heat Anomalies .....	27
Map 13: Plan Area Historic Sites and Heritage Areas .....	28
Map 14: Concept Framework Plan .....	33
Map 15: Existing Land Uses .....	35
Map 16: Planned Land Uses .....	36
Map 17: Existing Zoning .....	37
Map 18: Recommended Zoning .....	38
Map 19: Existing and Planned Roadways .....	46
Map 20: Existing Bikeways .....	48
Map 21: Existing and Planned Bikeways .....	49
Map 22: Existing and Planned Transit .....	52
Map 23: Inner and Outer Active Transportation Loops .....	56
Map 24: Existing and Planned Parks and Open Space .....	58
Map 25: Plan Districts .....	63
Map 26: Old Columbia Pike and Briggs Chaney Activity Center Detail .....	66
Map 27: Old Columbia Pike and Briggs Chaney Activity Center Recommended Zoning .....	67
Map 28: Old Columbia Pike and Fairland Activity Center Detail ..	70
Map 29: Old Columbia Pike and Fairland Activity Center Recommended Zoning .....	71
Map 30: Columbia Pike and Musgrove Activity Center Detail .....	76
Map 31: Columbia Pike and Musgrove Activity Center Recommended Zoning .....	77
Map 32: Old Columbia Pike and East Randolph Activity Center Detail .....	81
Map 33: Old Columbia Pike and East Randolph Activity Center Recommended Zoning .....	82
Map 34: Briggs Chaney (North) Activity Center Detail .....	89
Map 35: Briggs Chaney (North) Activity Center Recommended Zoning .....	90
Map 36: Briggs Chaney (South) Activity Center Detail .....	95
Map 37: Briggs Chaney (South) Activity Center Recommended Zoning .....	96
Map 38: Residential Neighborhoods District (North) Detail .....	100
Map 39: Residential Neighborhoods District (North) Recommended Zoning .....	101
Map 40: Residential Neighborhoods District (South) Detail .....	103
Map 41: Residential Neighborhoods District (South) Recommended Zoning .....	104
Map 42: Energized Public Space (EPS) Analysis .....	115
Map 43: EPS Experience Improvement and Experience Areas ....	115

## FIGURES

Figure 1: Existing Land Use Chart and Table .....	12
Figure 2: Plan Area and County Population Profile .....	14
Figure 3: Commercial Space in the Plan Area by Year Built (sf) ....	16
Figure 4: Share of Commercial Space in the Plan Area, by Use ....	16
Figure 5: Conceptual Illustration of the Columbia Pike and Musgrove Activity Center .....	75
Figure 6: Conceptual Illustration of the Old Columbia Road and East Randolph Activity Center .....	80
Figure 7: Conceptual Illustration of the Main Street District (Option 1) .....	85
Figure 8: Conceptual Illustration of the Main Street District (Option 2 with possible education campus) .....	85

## TABLES

Table 1: Private Employment Change in Fairland and Briggs Chaney and Montgomery County, 2010 to 2021 .....	16
Table 2: Existing Transportation Metrics (2015) .....	19
Table 3: Master Plan Historic Sites .....	27
Table 4: Montgomery County Burial Sites Inventory Cemeteries in the Plan Area Vicinity .....	28
Table 5: Street Classification and ROW Recommendations .....	45
Table 6: Bicycle Facility Recommendations .....	50
Table 7: Old Columbia Pike and Briggs Chaney Activity Center Zoning Recommendations .....	68
Table 8: Old Columbia Pike and Fairland Activity Center Zoning Recommendations .....	72
Table 9: Columbia Pike and Musgrove Activity Center Zoning Recommendations .....	78
Table 10: Old Columbia Pike and East Randolph Activity Center Zoning Recommendations .....	83
Table 11: Briggs Chaney (North) Activity Center Zoning Recommendations .....	91
Table 12: Briggs Chaney (South) Activity Center Zoning Recommendations .....	97
Table 13: Residential Neighborhoods District (North) Zoning Recommendations .....	102
Table 14: Residential Neighborhoods District (South) Zoning Recommendations .....	105
Table 15: Capital Improvement Program Priorities .....	110

# Chapter 1. Executive Summary

The Montgomery County Planning Department initiated a multi-year planning process to update a portion of the 1997 *Fairland Master Plan* in the spring of 2021. The Fairland and Briggs Chaney Master Plan is a corridor-focused master plan that seeks to establish a renewed vision for a portion of the Columbia Pike (U.S. 29) corridor over the next 10 to 20 years. The Plan serves as the updated guide for future growth and development, transportation investments, community facilities, parks, and recreation amenities, historic preservation, and environmental features specific to this community, while simultaneously advancing the goals and objectives initiated by other related county plans.

Introduction of the U.S. 29 Flash Bus Rapid Transit (BRT) service in 2020 is one of several recent indicators that this community is shifting from an auto-dependent, suburban community into an evolving suburb that encourages the development of compact, mixed-use Activity Centers and shared public spaces near transit. This Plan seeks to build upon the early successes of the U.S. 29 Flash BRT by embracing a future for a more complete, equitable, transit-oriented, and compact community. The updated vision for this community keeps pace with market demands, while prioritizing linkages to other related strategic plans.

Anticipating potential significant impacts from future development and a growing population in the eastern region of the county, this Plan also seeks to address inequities pertaining to housing opportunities, impacts from and resiliency to climate change, enhancements to underutilized properties through infill development and redevelopment, and improvements to existing

systems (e.g., parks, circulation, and food) to meet the needs of residents, workers, and visitors. This Plan also prioritizes the goals and policies of *Thrive Montgomery Plan 2050*, the General Plan for Montgomery County.

The main objectives of this Master Plan are to realize:

- 1. Equitable Communities:** The Plan considers racial equity and social justice as essential themes of its purpose and implementation. Attention to past injustices in planning policy and public investment, particularly in the East county, as well as present inequities in the public and personal realm, informed the development of the Plan to support a stronger social network that embraces the advantages of a multi-racial and multi-cultural community.
- 2. Economic Health:** The Plan seeks to ensure a vibrant, strong, and competitive economy by attracting and maintaining major employers, continuing to enhance nearby federal and institutional campuses, supporting local small businesses and innovation, and attracting and retaining a high-quality, diverse workforce.
- 3. Environmental Resilience:** The Plan seeks to apply the best available strategies to fight climate change and mitigate the impacts of both planned changes and unexpected events in the community while continuing to preserve and enhance our natural resources.



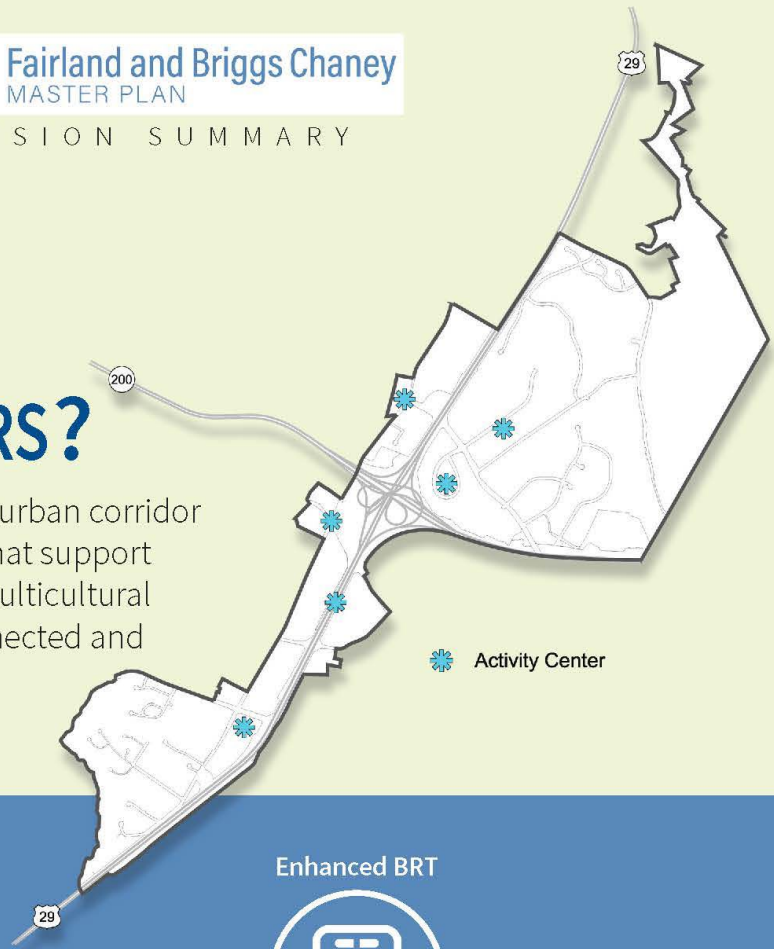


## Fairland and Briggs Chaney MASTER PLAN

### VISION SUMMARY

# WHAT MIGHT FAIRLAND AND BRIGGS CHANEY BE LIKE IN 20 YEARS?

An evolving and connected suburban corridor with compact activity centers that support a healthy local economy and multicultural community that is socially connected and environmentally resilient.



## KEY RECOMMENDATIONS

- 1 Establish Community Gateways and Activity Centers as compact, mixed-use centers focused on frequent transit service, safe pedestrian movement, expanded housing and shopping choices, greater tree canopy and 'cool' surfaces at summer hot spots, attractive community gathering spaces, and cultural and historic landmarks.
- 2 Prioritize U.S. 29 (Columbia Pike) as a 'transit-first' corridor that provides frequent and convenient regional connections from the plan area to Silver Spring, Washington D.C., and Howard County.
- 3 Complete a continuous network of trails and paths connecting Activity Centers, neighborhoods, parks, and community facilities, both within and beyond the Master Plan Area.
- 4 Establish a Resilience Hub in East county as a community center for daily community needs and a destination for reliable electricity, water, temporary shelter, food, indoor heating and cooling, social services, and fellowship during public emergencies.
- 5 Support a healthy community food system that includes healthy grocery and dining destinations, farmers' markets, and community gardens.

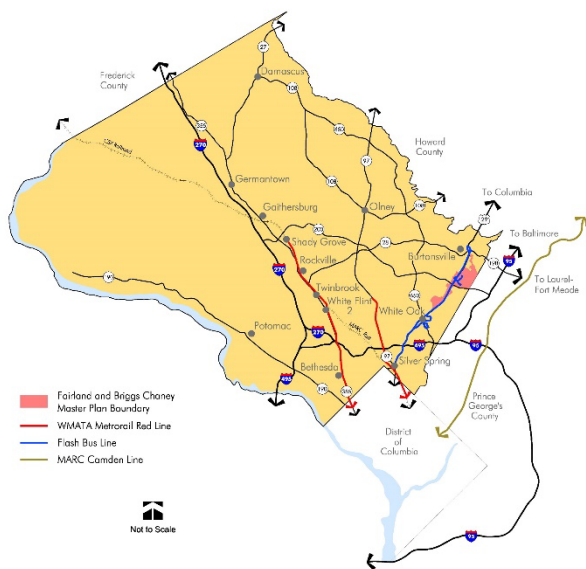


# Chapter 2. Introduction

## 2.A PLAN CONTEXT

The Fairland and Briggs Chaney Master Plan is an update to a portion of the 1997 *Fairland Master Plan* area that covers a small area in eastern Montgomery County. The plan area consists of approximately 1,800 acres along a 5-mile stretch of Columbia Pike (U.S. 29) between Silver Spring and Washington, D.C. to the south and the communities of Burtonsville and Howard County to the north. Other abutting master plans considered in this Plan include the 2014 *White Oak Science Gateway Master Plan* and 2012 *Burtonsville Crossroads Neighborhood Plan*.

Map 1: Regional Context



### 2.A.1. Thrive Montgomery 2050

The countywide General Plan, known as *Thrive Montgomery 2050*, provides a general framework and guiding principles for the Fairland and Briggs Chaney Master Plan. *Thrive Montgomery 2050* embraces new realities in the county, addresses historic inequities from past land use patterns, and shifts the way we think about how the county can grow and evolve, directing that growth to corridors and redevelopment opportunities.

Increasing racial equity and social justice is a central goal of *Thrive Montgomery 2050*, which recognizes the need to repair past injustices that have disproportionately impacted people of color in the county by identifying opportunities for greater community investment, economic mobility, social resilience, and environmental health in the Fairland and Briggs Chaney community.

The Fairland and Briggs Chaney Master Plan is guided by the three objectives strongly emphasized throughout *Thrive Montgomery 2050* (Equitable Communities, Economic Health, and Environmental Resilience) and implements the county's forward-thinking policies including, but not limited to, Racial Equity and Social Justice<sup>1</sup>, Vision Zero, Complete Streets, Complete Communities, and Climate Mitigation and Resilience<sup>2</sup>.

<sup>1</sup> Montgomery County's Racial Equity and Social Justice Law (Bill 27-19) went into effect in March 2020 and requires the Planning Board to consider racial equity and social justice impacts when preparing Master Plans, thereby improving access to quality housing, education, jobs, transportation, parks, recreation, and other community assets.

<sup>2</sup> Montgomery County's Climate Action Plan, completed in June 2021, is Montgomery County's strategic plan to cut greenhouse gas (GHG) emissions 80% by 2027 and 100% by 2035. The Climate Action Plan details the effects of a changing climate on Montgomery County and includes strategies to reduce GHG emissions and climate-related risks to the County's residents, businesses, and the built and natural environment.

## 2.B PLAN VISIONS

The thematic visions expressed below are consistent with the Plan's main objectives and revisit the plan area's historical legacy as a modern-day "Corridor City."

### 2.B.1. An Equitable Community

The Plan envisions a future for the Fairland and Briggs Chaney community that is socially connected and embraces the diverse languages, ethnicities, and cultures that contribute to its unique cultural tapestry. Community members benefit from accessible and diverse educational opportunities that advance cultural understanding and build community capacity. Regional networks create working partnerships between community stakeholders and provide a better quality of life, with measurable improvements in the overall health and well-being of residents.

Efficient transportation systems, a range of housing opportunities, and accessible parks and public amenities contribute to greater social equity and access to healthy food and recreational activities, quality education, economic mobility, and other privileges typically enjoyed only by people of historically privileged social status and wealth. These systems work together to enhance a greater sense of belonging, create close-knit communities, and give residents the resources they need to age in place, work close to home, and lead happier and more productive lives.

### 2.B.2. An Economically Healthy Community

The U.S. 29/Columbia Pike corridor in the future emerges as a significant gateway in Montgomery County that physically and experientially connects local Activity Centers with surrounding neighborhoods and the broader region. Compact, mixed-use development, served by multi-modal infrastructure and high-frequency transit, makes living, working, shopping, and gathering more

comfortable, convenient, and accessible for all ages and abilities.

Job opportunities and neighborhood-scale commercial destinations are located near a range of housing types, transit, and public amenities. Columbia Pike and MD 200 (the Intercounty Connector) serve to increase multi-modal access between major employers within the Fairland and Briggs Chaney community and workers living throughout the region.

Future transportation improvements on Columbia Pike prioritize transit service over single-occupancy vehicle travel, with the advent of dedicated lanes for the county's Flash Bus Rapid Transit (BRT) service. New and proposed BRT routes complement existing services by providing a cohesive transportation network within the plan area, throughout the county, and regionwide. In addition to transit, the Plan visualizes Columbia Pike as a multi-modal corridor that promotes pedestrian mobility through walking, biking, and rolling as a complement to current and proposed transit facilities.

### 2.B.3. An Environmentally Resilient Community

The Plan envisions that new, compact development near BRT stations and planned Activity Centers address the county's challenge of reducing its "carbon footprint" in the transportation sector. Outdated buildings and facilities are retrofitted with sustainable and resilient technologies, increasing their energy efficiency and generation potential.

The design of new mixed-use developments maximizes the greatest potential for redevelopment and the installation of green infrastructure that filters and stores stormwater and provides cooler, greener public spaces. Neighborhood circulation systems improve connections to natural-surface trails and shaded



pathways while these systems provide essential filters for stormwater runoff and a physical connection to nature. A community Resilience Hub serves as a civic resource equipped with cooling stations, food distribution services, educational programs, and public facilities for residents in the event of emergencies.

This Plan also envisions improved quality of life for its residents, workers, and visitors because necessary improvements to the public realm are made in a more equitable and inclusive manner that benefits all segments of the community.

While green open space is preserved at the peripheries of the plan area, new mixed-use development along U.S. 29 and Briggs Chaney Road balances the built environment with the need to maintain and enhance green space and natural systems (e.g., tree canopy, water quality, stream valleys, and sensitive areas) in these more urbanized corridors, while also becoming more adaptable to climate change.

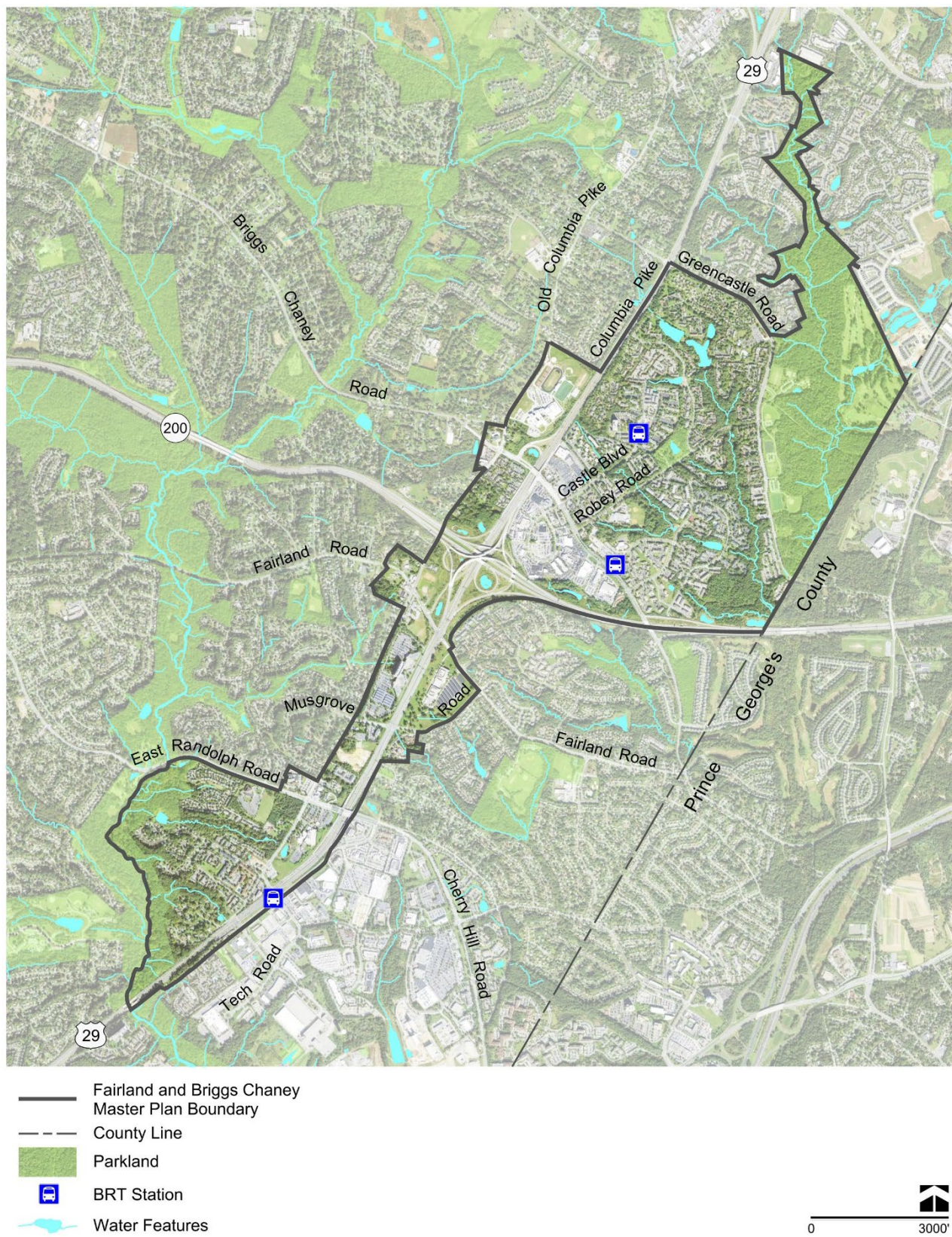
The natural and built systems work in harmony to provide a healthy and safe place to live. Sustainable construction practices preserve natural resources while meeting the needs of new residents, and new construction of a range of housing typologies adheres to the county's housing goals and Climate Action Plan.

#### **2.B.4. A Complete Community in 2050**

Realization of the visions described above, accomplished through a combination of public improvements, private investment and development, community collaboration, and individual action, will enable a future for the plan area as a more complete, equitable, transit-oriented, and compact community. A complete Fairland and Briggs Chaney community is a well-connected community, with high-quality transit, accessible and comfortable parks, trails and pathways, thriving households and businesses,

attractive places to gather for all ages, and a sustainable environment; a community that improves quality of life for all.

Map 2: Fairland and Briggs Chaney Master Plan Area





## 2.C HISTORY OF FAIRLAND AND BRIGGS CHANEY

### 2.C.1. Early History

Before European colonization, many Indigenous populations concentrated along rivers and streams in and around the plan area, using inland areas as hunting grounds, sources for raw materials, or for small impermanent campsites during winter months. Since the 'fall line' marked the furthest inland navigable points, this was where Europeans established trading ports like Georgetown, Bladensburg, and Baltimore.

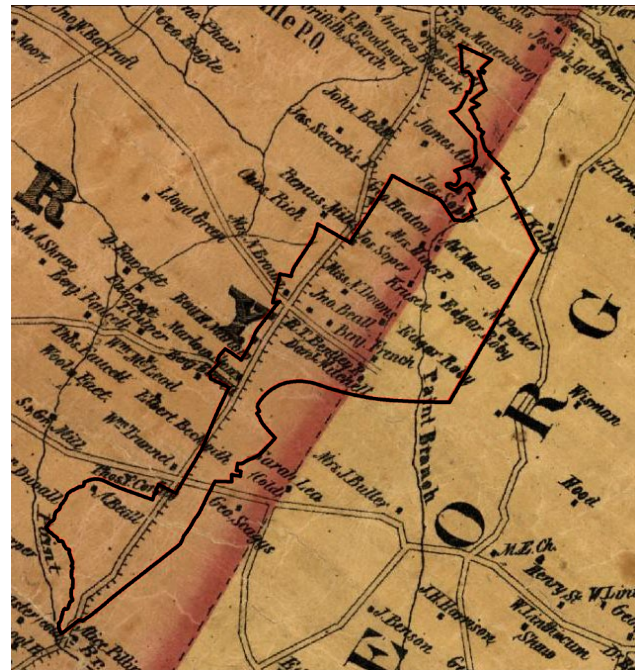
Concentrated European and enslaved African settlements of Maryland began when some 40,000 people migrated to Maryland between 1634 and 1681. The colony's early economy focused on tobacco and relied initially on a mix of indentured and enslaved labor. As European settlement expanded in the 1600s, conflicts erupted with the Indigenous people who suffered from the effects of warfare, disease, and ecological disruption. Many Native American groups in eastern North America, including the Piscataway, Susquehannock, and Nanticoke of Maryland suffered severe demographic collapses and withdrew into the interior of the continent. Other members of these tribes stayed, and their descendants live in Maryland today.

Mills were an important part of the area's economy in the 18<sup>th</sup> century due to their steep topography along the 'fall line', especially as agriculture in the county began to shift from tobacco to wheat. Area mills included grist mills, sawmills, and woolen mills.

The Columbia Pike, which runs through the center of the plan area, was built around 1810 to connect the Washington, D.C. with Burtonsville. Its crossroads in the vicinity of the plan area were developed later. The 1865 Martinet and Bonds

map of Montgomery County shows Briggs Chaney Road, along with Fairland and Randolph roads, crossing Columbia Pike (now 'Old Columbia Pike') at that time.

White families owned most of the land in the Fairland area during the 19<sup>th</sup> century, yet African American families also owned property in the area. The 1880 U.S. Census lists 32 African American residents near the vicinity of Fairland Road and Old Columbia Pike. Their legacy and their struggles must be celebrated and honored by future generations to recognize how past injustices shape the present and inform the future.



1865 Martinet and Bonds Map of Plan Area

Suburban residential development began in the Fairland area in the 1920s and 1930s. Several examples of bungalows and four-square houses of this era can be seen today along Old Columbia Pike. Fairland was too far from rail lines or streetcars to have been affected by the earliest wave of suburban growth in places like Takoma Park, Kensington, and Chevy Chase, but the successful mass production of automobiles in the first decades of the 20th century made Fairland



more accessible. Away from Old Columbia Pike, the Fairland area retained its rural agricultural character through the 1940s.

As suburban development of farmlands and woodlands progressed in the Fairland area, some property deeds included racially restrictive covenants. Two subdivision plats created from the farmland of William Briggs, along Briggs Chaney Road west of Columbia Pike in 1937 and 1943, expressly forbade sale to African Americans. However, most of the current plats in the Fairland area were drawn after the U.S. Supreme Court found the enforcement of racial covenants to be unconstitutional in its landmark ruling in the 1948 *Shelley v. Kraemer* case.

A period of significant transformation began in 1955 with the realignment of the Columbia Pike (U.S. 29) corridor. Construction of this new roadway transformed the Fairland community from its rural farmlands and small-town crossroads into a widespread, low-intensity suburb. A realigned U.S. 29 resulted in significant community impacts, including the destruction of an African American cemetery, yet the area also saw a rise in Black homeownership to exceed the rate of white homeownership in Fairland around this same timeframe.

### **2.C.2. Recent History and Equity Impacts**

As a key to understanding the development patterns and lived experiences in the plan area today, it is useful to review the policies, decisions, and circumstances of the past. Only in this way can the community hope to begin to repair past injustices that have disproportionately impacted people of color in the county by identifying opportunities for greater community investment, social resilience, and environmental health in the Fairland and Briggs Chaney community for tomorrow.

In 1964, “...On Wedges and Corridors,” *The General Plan for Maryland – Washington Regional District in Montgomery and Prince George’s Counties* set forth a vision for the county and laid the groundwork for all subsequent planning efforts. The 1964 Plan developed the concept of concentrating development along transportation corridors alternating with low-density residential and open space wedges. Fairland, east of U.S. 29 and between Greencastle and Fairland roads, was depicted as the edge of a corridor city to be centered on the I-95 corridor in Prince George’s County.

The corridor city concept was further developed in the first master plan adopted specifically for the Fairland area, the 1968 *Fairland-Beltsville Plan*, which refined the concepts outlined in the 1964 Plan.

In 1969, the Montgomery County Council revised the 1964 Plan to reflect new information and changes in planning policy and theory, particularly the introduction of development staging strategies in master plans and transportation policy. The 1969 *General Plan Update* did not alter planned higher-density, compact land uses in the *Fairland-Beltsville Plan* and, as a result, property owners were able to seek high-rise and garden apartment zoning in accordance with the *Fairland-Beltsville Plan’s* recommendations.

By the 1970s, about 150 acres of multi-family and townhouse zoning changes were approved in the Briggs Chaney Road area alone. However, inadequate provision for sewers to support the development across the county resulted in a 1970 moratorium on new sewer construction in the county that lasted until 1978, hampering new development for nearly a decade.

The 1981 *Master Plan for Eastern Montgomery County*, initiated in anticipation of the end of the development moratorium and changing market

conditions, envisioned rapid growth in eastern Montgomery County but abandoned the corridor city idea from the 1968 Plan. The 1981 Plan instead recommended a variety of housing types and densities and established policies for environmental and agricultural land preservation.

The concept of 'transit serviceability' was introduced in the 1981 Plan. It's defined as a policy of encouraging a pattern of development that is not entirely automobile dependent. The 1981 Plan also introduced the innovative Moderately Priced Dwelling Unit (MPDU) ordinance, designed to incorporate income-restricted affordable housing within market-rate housing development. The Transferable Development Rights (TDR) Program is another 1981 Plan initiative. The program facilitated agricultural land preservation by transferring allowable density to more urbanizing, 'smart growth' areas. Eastern Montgomery County was designated a receiving area for TDRs and was among the first master plan areas to incorporate receiving areas from rural portions of the county to support agricultural preservation.

By the mid-to-late 1980s, growth in eastern Montgomery County, as well as countywide, again threatened to outpace necessary infrastructure, such as roads, libraries, sewers, emergency services, and schools. By 1986, the Fairland/White Oak Policy Area was in a development moratorium due to a lack of road capacity.

In response to this rapid growth, the County Council passed legislation to manage growth, known as the Annual Growth Policy (AGP), that would be reviewed and adopted each year. The AGP set levels of growth capacity for each county policy area to ensure that new development would not outpace the provision of a transportation network, schools, and other public facilities in any planning area.

Infrastructure improvements throughout the 1980s, 1990s, and 2000s that were intended to address the community's needs included investment in transportation facilities, schools, and parks. The Maryland Department of Transportation State Highway Administration (SHA) expanded U.S. 29 to six lanes between New Hampshire Avenue and Sandy Spring Road (MD 198), in cooperation with funding from the Montgomery County Department of Transportation (MCDOT) and private developers. James Hubert Blake High School opened in 1998, about five miles west of Fairland, to relieve crowding in nearby schools; the Northeast Consortium of schools was formed to facilitate balancing student attendance. The East County Community Recreation Center was also built in 1998. The Intercounty Connector (ICC), or MD 200, was under consideration for construction beginning in the 1950s, and fell in and out of favor through the 1970s, 80s and 90s, before construction began in 2006. The first section of the ICC opened in 2011.

Montgomery Parks acquired property for Edgewood Neighborhood Park in 1985 and the park's construction was completed soon after. Acquisition of property to establish Fairland Recreational Park began in 1967 and its current boundaries were established by 1990 when a playground, athletic fields, and courts were added to meet the needs of the growing community.

Despite plan-area road capacity improvements in the 1980s, traffic congestion in the area served by U.S. 29, New Hampshire Avenue, and MD 198 reached unacceptable levels. In 1990, the County Council adopted the *Trip Reduction Amendment* to the 1981 Plan as an interim measure to reduce potential growth until a comprehensive master plan addressing the transportation infrastructure could be undertaken. As a result, development within the plan area peaked during the 1980s and slowed after 1990.

The 1993 *General Plan Refinement of the Goals and Objectives for Montgomery County* amended the 1964 and 1969 general plans.

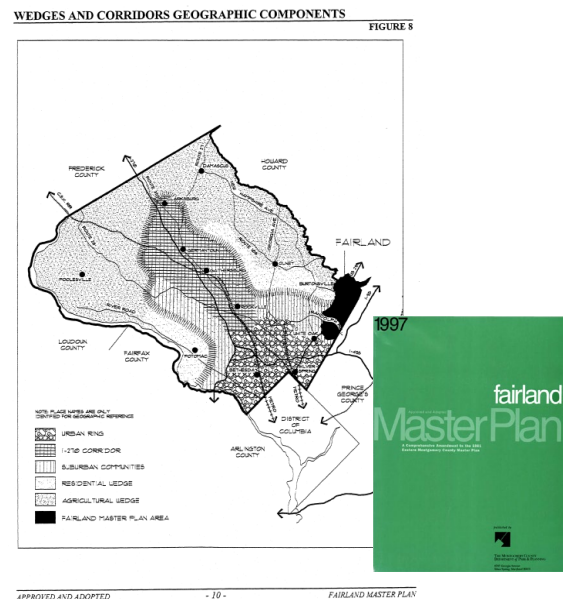
While the 1964 General Plan envisioned compact, corridor cities along I-270, I-95, and U.S. 29, subsequent planning decisions discussed above, including the 1993 Refinement, disregarded and ultimately removed the growth corridor along U.S. 29 and I-95 in the eastern portion of the county. The excision of the U.S. 29 corridor contributed to effectively directing new public and private investment away from East county and toward the established urban ring and I-270 corridor.

As a result, the I-270 corridor has benefited from successive cycles of investment and reinvestment, even as other corridors – including Georgia Avenue, where Metrorail’s Red Line was built – were largely left behind. This recurring pattern aggravated the racial and economic disparities between the eastern and western parts of the county that remain today.

Applying the 1993 General Plan vision, the 1997 *Fairland Master Plan* focused on safe and attractive transportation improvements, community facilities, and low-density land uses, all within a suburban context. Bridging the physical divides in the community due to the numerous stream valleys and expanded U.S. 29 highway was a primary focus of the 1997 Plan. The 1997 Plan also designated the Patuxent watershed as an Environmental Preservation Area, and recommended part of the Paint Branch and Little Paint Branch watersheds as Environmental Restoration Areas.

While the focus on environmental protection and improved connections and amenities for low-density neighborhoods in the 1997 Plan was an understandable reaction to public infrastructure capacity constraints, the loss of potential investment, community amenities, and economic

opportunity due to a lack of development has left the Fairland area behind compared to other areas of the county.



Graphic except from 1997 *Fairland Master Plan*. Former plan boundary highlighted in black.

In fact, the plan area has, more than other economically active areas of the county and across the region, become increasingly concentrated with housing for lower-income residents and has not kept pace with commercial investment and public improvements. The Fairland and Briggs Chaney Master Plan seeks to stem this trend in public disinvestment and concentration of lower-income households in eastern Montgomery County, while celebrating its multi-cultural population and business community, and livable neighborhoods.

Several countywide policy changes since 1997 have affected how development and transportation infrastructure needs are evaluated. In 2007, the County Council eliminated the policy area-based transportation adequacy test for new development (Policy Area Mobility Review, PAMR) and reinstated the Transportation Policy Area Review (TPAR). In 2016, the County Council adopted changes to the Subdivision Staging

Policy, eliminating the Transportation Policy Area Review as a policy area-wide test for transportation adequacy, then adopted changes to the Growth and Infrastructure Policy (formerly known as the Subdivision Staging Policy) in 2020 that further redefined how transportation adequacy is measured for new development.

Two countywide policies that continue to be applied in the plan area since their adoption in the 1970s are the Moderately-Priced Dwelling Unit (MPDU) and Transferable Development Rights (TDR) programs. The MPDU program requires housing developments of a certain size set aside dwelling units, either for sale or for rent, for occupants that satisfy a defined income range. Any qualifying housing development within the plan area is subject to the MPDU requirements as specified in the Montgomery County Zoning Ordinance. For more information on the MPDU program see the Housing Context section (1.D.5), below.

The county's TDR program permits an increase in maximum residential density for properties located in a TDR Overlay zone while removing a commensurate amount of development density from land in the Agricultural Reserve (AR) zone. This program is designed to compensate landowners in the AR zone for extinguishing their development rights, therefore preserving low-density, rural lands in the county's Agricultural Reserve, and focusing development in areas of the county prioritized for more increased density.

The plan area contains four TDR Overlay zones today, one of which has been realized through residential development at a greater density than its underlying zone. Two other TDR Overlay zones within the plan area are now situated completely within the public right-of-way of MD 200 (the Intercounty Connector) and public parkland, respectively. New TDR Overlays are not proposed in this Plan since the focus of its zoning

recommendations is on mixed-use development and supporting private investment and development in this area of the county that has historically experienced lower market demand compared to other areas of the county.

## **2.D Fairland And Briggs Chaney Today**

### **2.D.1. Land Use Context**

The Fairland and Briggs Chaney community of today is composed of residential neighborhoods with a mix of housing types and densities and clusters of commercial retail and service businesses (some of which are major employers, such as Verizon, Auto Sales Park dealerships, and the General Conference of Seventh-Day Adventists). Paint Branch Stream Valley Park borders the plan area to the southwest and the entirety of Fairland Recreational Park is located at the northeast extent of the plan area, contiguous to Fairland Regional Park located in Prince George's County.

About half of the plan area is residential, of which just over 10% is protected as private open space through cluster development or homeowners' association management. Several places of worship, including the headquarters of the General Conference of Seventh Day Adventists, and two public schools, Greencastle Elementary School and Paint Branch High School, are also situated within the plan area.

Communities surrounding the plan area are primarily detached residential neighborhoods, with the commercial and industrial properties of the White Oak Science Gateway located to the south.

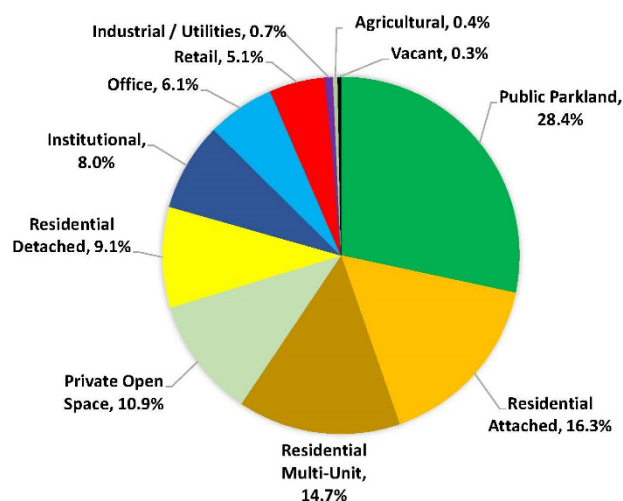
In addition to the zoning districts applicable in the plan area that regulate the use and development of property, several zoning overlays add to the abilities and restrictions of land within its boundaries. Transferable Development Rights



(TDRs) Overlay zones, described above, are present in the plan area. Additionally, a portion of the Upper Paint Branch Special Protection Area Overlay Zone applies to properties in the vicinity of the Old Columbia Pike and Briggs Chaney Road intersection, which requires protections beyond standard environmental laws, regulations, and guidelines for land development and certain uses.

Figure 1, below, shows the proportion of existing land use by area at the time the Plan was written. Maps 15 and 17 show the existing land uses and zoning districts, respectively, for the plan area.

**Figure 1: Existing Land Use Chart and Table**



Existing Land Use	Acres	Percent
Public Parkland	457	28.4%
Residential Attached	263	16.3%
Residential Multi-Unit	238	14.7%
Private Open Space	175	10.9%
Residential Detached	147	9.1%
Institutional	129	8.0%
Office	99	6.1%
Retail	82	5.1%
Industrial / Utilities	11	0.7%
Agricultural	7	0.4%
Vacant	5	0.3%
	<b>1,612</b>	<b>87%</b>
Public Right-of-Way	231	13%
Master Plan Area	<b>1,844</b>	<b>100%</b>

Source: Montgomery Planning GIS, 2022. 'Private Open Space' is primarily located in homeowners' associations' common areas.

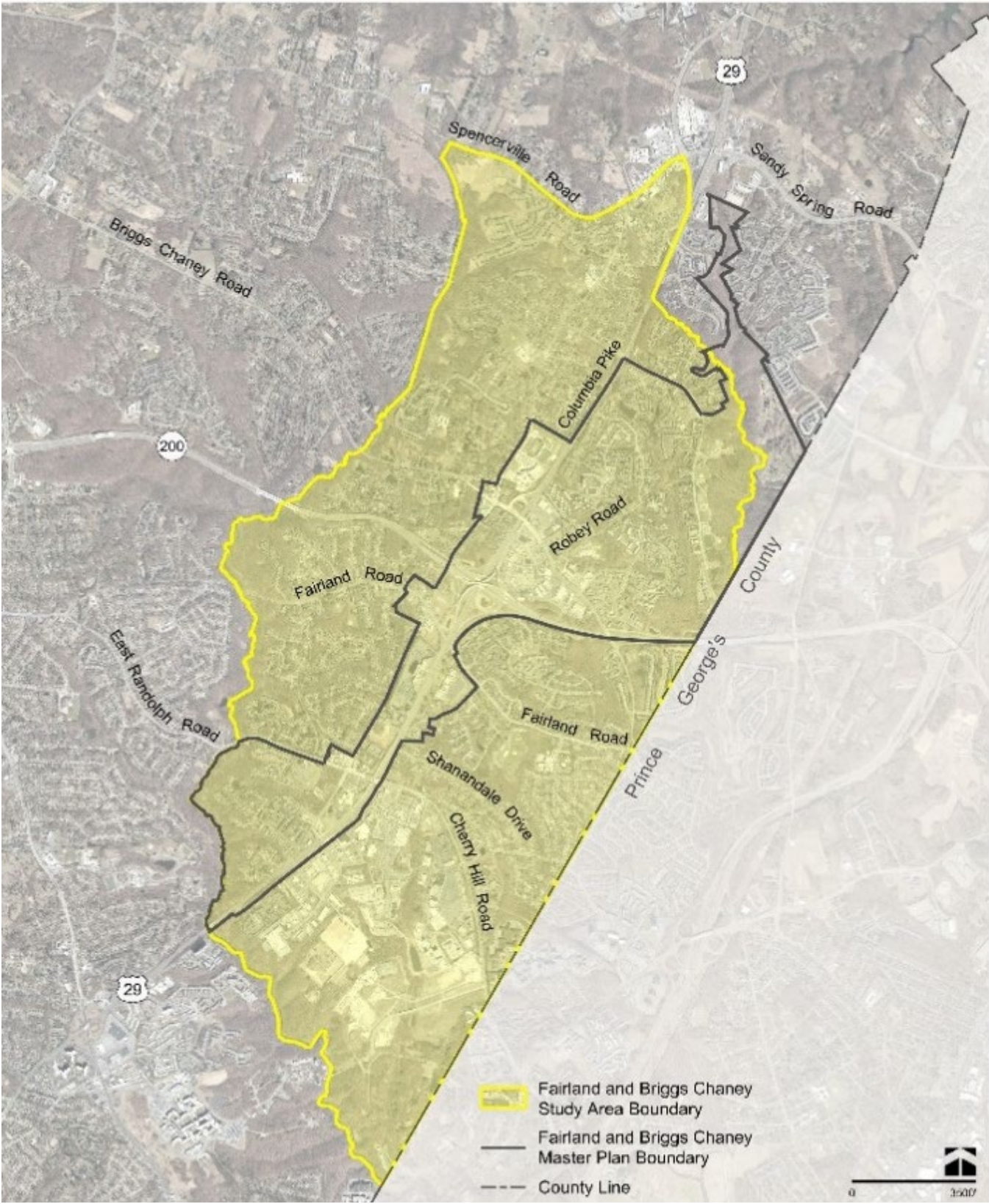
## 2.D.2. Demographic Context

Based on population estimates from the U.S. Census Bureau's 2018 American Community Survey (ACS), there were an estimated 36,873 residents in the Fairland and Briggs Chaney Study Area, which comprises the census tracts in which the Master Plan is located (See Map 3). The distribution of the age of residents largely mirrors the county, with residents aged 45-64 comprising the largest group (26.7% percent), as similarly observed at the county level (27%). Families account for most households (65.3%), which is consistent with the countywide profile (69.9%).

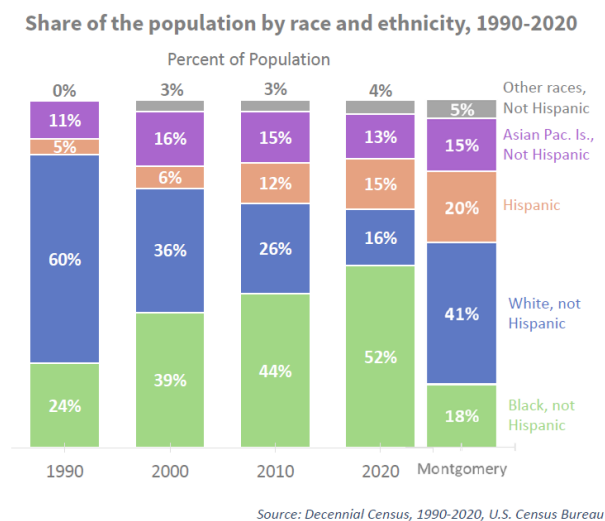
The plan area boundary itself consists of a diverse population of about 15,000 residents, with five dominant languages spoken including Amharic, English, French, Spanish, and Vietnamese among the nearly 7,000 housing units. The community's greatest assets of a multilingual workforce, rich cultural heritage, affordable housing, large employers, environmental resources, and geographic placement between two major cities in the Baltimore-Washington Metropolitan Area are foundational to its standing as a popular gateway into Montgomery County.

Over 80% of the Study Area population is comprised of people of color (compared to 59% throughout the county), and about 40% of the residents are foreign-born (compared to 30% in the county). The White population makes up about 16% of the community, with Hispanics and Asian or Pacific Islanders accounting for 15% and 13% of residents in the Study Area, respectively.

Map 3: Fairland and Briggs Chaney Study Area



**Figure 2: Plan Area and County Population Profile**



This present-day community composition is quite different than the countywide profile, where 41% of the Study Area population is White, 20% of the population is of Hispanic ethnicity, and 18% of the population is African American. The percentage of those in the county who identify as Asian or Pacific Islander is comparable to the community in the Study Area, comprising 15% of the total population (See Figure 2).

While racial and ethnic diversity is a strength of the plan area, which is seen as an affordable and desirable area of the county for residents with lower-incomes and those arriving from other parts of the U.S. or other countries, there are racial and ethnic disparities when examining the community's rate of homeownership, household income, and wages compared to county-level data. For example, the average household income for residents in the Study Area is \$102,052, which is lower than the county average of \$144,723. The

residential homeownership rate of 54.4% in the Fairland and Briggs Chaney Study Area is lower than the county rate, where 65.4% of residents are homeowners. Furthermore, the cost burden among renters in the Fairland community (i.e., households spending more than 30% on housing costs) is higher than for renters at the county level. In the Fairland and Briggs Chaney Study Area, 60% of renters are cost burdened, compared to 49% at the county level.

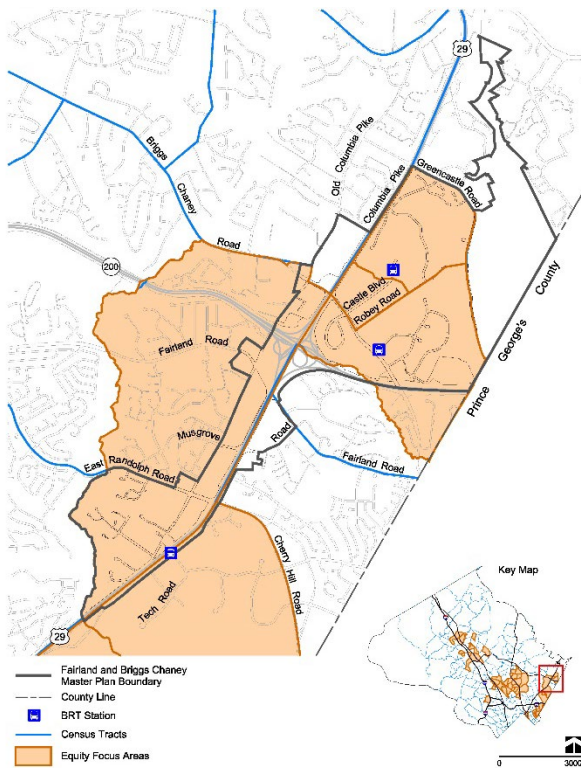
Similar patterns persist when looking at average household income by race as well. For example, the average annual income for an African American household in the Study Area is \$90,431, while at the county-level, the average African American household earns \$95,949 per year. This pattern in earnings is similar across all racial categories when compared to countywide data. Perhaps most notable however is average household income for Hispanic residents, \$56,049 per year, compared to \$98,140 per year at the county level.

This uneven socioeconomic landscape is further underscored when examining the county's Equity Focus Areas<sup>3</sup> (EFAs). Communities located within EFAs may experience the highest inequities when it comes to access to transportation, job opportunities, environmental and recreational amenities, and other resources that support a high quality of life. Five out of the seven Census Tracts that comprise the Study Area are considered EFAs, as shown in Map 4. In addition, approximately 60% of the residents in the Study Area live within an EFA. This is a stark contrast when compared to the county, where approximately 25% of residents live in an EFA.

<sup>3</sup> Equity Focus Areas are parts of Montgomery County that are characterized by high concentrations of lower-income people of color, who may also speak English less than very well.



**Map 4: Plan Area Equity Focus Areas**



### 2.D.3. Racial and Social Equity Context

Consideration of racial equity and social justice is a primary objective of this Plan and a requirement of Montgomery County's Code (Chapter 33A, Planning Procedures, Section 33A-14). While the 1997 *Fairland Master Plan* did not discuss racial equity and social justice, this Plan seeks to embrace and celebrate the advantages of a multi-racial and multi-cultural community, while addressing past inequities that have had a negative impact on the community.

According to *Thrive Montgomery 2050*, to address racial segregation and economic inequality established from past zoning and land use planning, deliberate mechanisms need to be introduced to create racially and economically inclusive communities. Plans must consider the social and economic consequences of efforts to integrate. Communities that have historically faced challenges need special attention paid to

community development and stabilization to ensure that existing social networks and institutions are strengthened.

### 2.D.4. Economic Context

Fairland is a significant employment hub in the county, accounting for nearly 5,000 private sector jobs in 2021. However, it is not a typical employment hub since most of these jobs are concentrated in just three sites within the plan area: the Verizon campus, the General Conference of Seventh Day Adventists World Headquarters, and the properties that comprise the Auto Sales Park. These sites account for about 155 acres (or 10%) of the plan's 1,612 acres of total property area. Due to the lack of diversity in employers, a recent employment decline, and stagnation in commercial real estate activity, the Fairland and Briggs Chaney corridor's future as a commercial center remains uncertain.

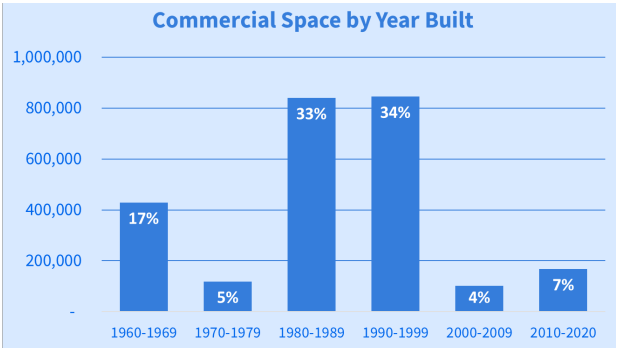
#### *Commercial Real Estate*

While the Fairland and Briggs Chaney community grew rapidly in the 1980s and 1990s, commercial real estate activity has stagnated in recent decades. Only 62,500 square feet of commercial space was built in Fairland since 2000, which amounts to 3% of the total nonresidential square footage in the plan area. As Figure 3 shows, most of the plan area's commercial corridor was constructed between 1980 and 1999, and little space has been added since.

Additionally, the plan area's existing commercial space is heavily concentrated in office space, which faces an uncertain future as people and employers shift to remote work in the post-Covid era. Two-thirds of the commercial space is currently used as offices, and most of this space is owned and occupied by Verizon or the General Conference of Seventh Day Adventists World Headquarters.



**Figure 3: Commercial Space in the Plan Area by Year Built (sf)**



Source: CoStar, 2022.

Outside of these office areas, the plan area’s few local-serving office and retail buildings have seen too little leasing activity over the last several years to generate a consistent assessment of its status of commercial real estate in the area.

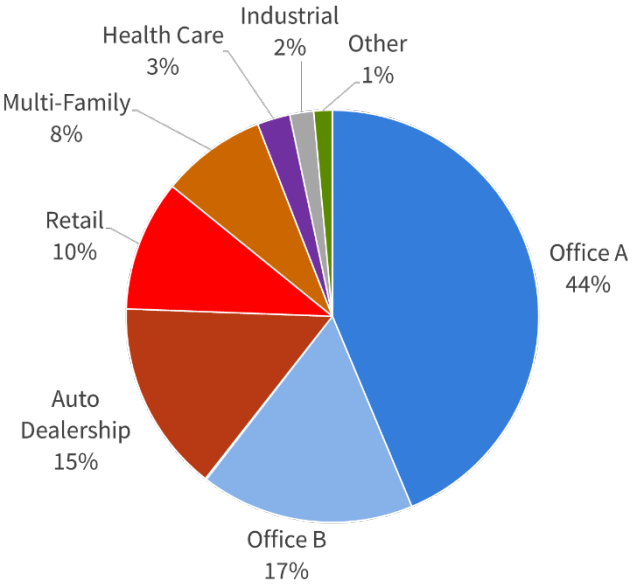
Most of the non-office commercial space is located at the Auto Sales Park and the Briggs Chaney Marketplace shopping center, both of which have been close to fully occupied in recent years.

With most of its economic activity concentrated in a few sites, commercial real estate in the plan area is in a precarious position. While none of the plan area’s major employers have expressed plans to relocate, losing any of them would bring a significant reduction in employment without clear replacement tenants for their buildings.

Table 1: Private Employment Change in Fairland and Briggs Chaney and Montgomery County, 2010 to 2021				
	2010	2021	Change	% Change
Fairland and Briggs Chaney	4,919	3,576	-1,343	-27%
Montgomery County	358,601	343,051	-15,550	-4%

Source: Maryland Dept. of Labor Quarterly Census of Employment and Wages microdata; private employers only, 2<sup>nd</sup> month of 2<sup>nd</sup> quarter of 2010 and 2021.

**Figure 4: Share of Commercial Space in the Plan Area, by Use**



Source: CoStar, 2022.

### Employment

Reflecting its stagnant commercial real estate market, employment in the plan area has declined for the last decade. From 2010 to 2021, the plan area lost 27% of its private sector jobs, falling from nearly 5,000 jobs to just over 3,500 jobs. Montgomery County also lost private sector jobs during this time, but at a much slower rate of 4%.

The bulk of these job losses were due to the reduction in employment at the Verizon complex, which reduced its workforce by half—from 3,000 to 1,500—between 2010 and 2021. The Auto Sales Park maintained roughly the same level of employment during this period.

However, the plan area is home to a dynamic entrepreneurial community, which spurred a net gain of 24 private business establishments from 2010 to 2021. These are generally small businesses, employing fewer than five people (and sometimes none), often

operating out of homes providing various kinds of services, professional and personal services.

#### *Lower-income Concentration and Disinvestment*

In addition to job losses and lack of demand for commercial space, the plan area has also seen an increased concentration of lower-income households in its residential areas over the last two decades. Montgomery Planning's *Neighborhood Change in the Washington D.C. Region* study found that two census tracts that fall entirely or partly within the plan boundaries have seen increasingly disproportionate concentrations of lower-income residents compared to the rest of the county. These trends work to reinforce each other and contribute to some problems residents have observed in the area today, such as the lack of sufficient retail options, limited and aging public amenities, a lack of attention to building code enforcement, and a feeling of not being safe in the community. *Thrive Montgomery 2050* and Montgomery Planning's Equity Agenda emphasize that county resources should be prioritized in areas experiencing lower-income household concentration to spur investment.

#### **2.D.5. Housing Context**

In 2019, the Metropolitan Washington Council of Governments (MWCOG) established regional housing targets to address a growing supply gap and affordability issues in the region. To meet our housing goals and obligations, the county needs an additional 10,000 housing units by 2030 to meet future housing demand from population and job growth. This is beyond the existing 31,000 housing units already forecasted through the completed MWCOG forecast process. In this context, the Fairland and Briggs Chaney Master Plan allows for the creation of new housing units in the plan area to help meet our housing goals.

Within the plan area, there are over 4,000 multifamily units, 2,000 single-family attached units, and 300 single-family detached units. There are only around 300 true income-restricted affordable units in the plan area, which comprises around 7% of the area's multifamily rental housing stock. While the 1997 *Fairland Master Plan* encouraged dispersal of Moderately Priced Dwelling Units (MPDUs) to prevent localized areas of high density, very few MPDUs remain in the plan area due to their expiration and lack of recent new housing development in the area. While there is little true income-restricted affordable housing in the area, all the market units in the area are naturally occurring affordable housing, meaning that generally due to their age and quality, they are affordable to households earning below 80% of the Washington, D.C. metropolitan region's area median income (AMI).

The area's for-sale market is also one characterized by its general affordability as compared to the county. Prices for units sold are generally lower than the county's median sold price, as well as lower than nearby areas like Colesville and White Oak. While the area is generally characterized by its affordability, of note, households in the Fairland and Briggs Chaney area are more likely to be cost burdened than in the county. These cost-burdened households spend more than 30% of their income on housing and may have difficulty affording other necessities including transportation, food, clothing, and medical care. This Plan recognizes the hardships of these cost-burdened households, and its recommendations aim to increase the amount of market and affordable housing to ensure that all residents have access to safe, stable, and price-appropriate housing.

#### **2.D.6. Transportation Context**

The Fairland and Briggs Chaney community has grown largely as a corridor community along

Columbia Pike (U.S. 29), with nodes of activity found at the key crossroads of its major east-west routes. Development has occurred in sync with an increase in highway capacity, in many ways the result of the county's growth policies that tied development with adequate transportation capacity. Today, U.S. 29 is the third busiest road in Montgomery County (after I-270 and I-495) and serves as one of three main vehicular north-south links in the Washington-Baltimore region.

Over the years, U.S. 29 has advanced in line with the 1997 *Fairland Master Plan*'s goal of transforming the road into a limited access highway, with major grade-separated interchanges constructed at East Randolph Road, MD 200, (the Intercounty Connector), and Briggs Chaney Road. MD 200 was completed in 2011 through the plan area, and offers an additional high-speed expressway connection, east to I-95 and Prince George's County, and west to Gaithersburg and I-270. Despite these improvements, traffic congestion on the overall corridor has and will continue to increase due to continued regional population and job growth largely beyond the plan boundary.

There is FLASH Bus Rapid Transit (BRT) service in the plan area from Burtonsville to the north and Silver Spring to the south. BRT is a core component of the area's transit network, and the Plan recommends it be enhanced and expanded. The plan area is also served by local bus services with Washington Metropolitan Area Transit Authority (WMATA) Metrobus routes and Montgomery County Ride On.

The existing character of the U.S. 29 corridor is a controlled, major highway with limited access points. The highway is a major commuter route as well as being identified by the Federal Highway Administration (FHWA) as a federal freight corridor. As of 2022, traffic volumes ranged from 60,000 to nearly 70,000 vehicles per day,

indicating the highway's importance for vehicle travel. However, U.S. 29 is also a barrier to local east-west travel, by automobile or otherwise, and is unsafe for trips other than motor vehicles. Multi-modal improvements along and across the highway will strengthen critical connections in the region's transportation system as well.

Per the county's Vision Zero Plan, a portion of the U.S. 29 corridor is designated as a High Injury Network, or a road with five or more severe or fatal collisions. While the crash rate is considered low compared to other similar roads outside of the plan area, Planning Staff will continue to coordinate with other relevant stakeholders to ensure Vision Zero's goal of zero traffic injuries and fatalities along the U.S. 29 corridor.

The plan area is also crossed by five significant arterial-style roads. Four of these roads run east/west: Greencastle Road, Briggs Chaney Road, Fairland Road, and East Randolph/Cherry Hill Road. Old Columbia Pike runs north-south parallel to Columbia Pike. These roads similarly accommodate heavy vehicular volumes but limit and endanger non-automobile movement. Bike and pedestrian infrastructure along these roads are limited, inadequate, and often in disrepair. Most major intersections present clear safety risks across all modes of travel, but particularly so for vulnerable pedestrians and cyclists. The large traffic volumes and paved surfaces additionally result in significant air, noise, heat, and water pollution throughout much of the plan area.

Overall travel measures differ little from typical countywide measures (as calculated for a 2015 base year) for auto accessible jobs (accessible in 45 minutes), transit accessible jobs (accessible in 45 minutes), average vehicle hours traveled (VHT), average person hours travelled (PHT), per capita vehicle miles traveled (VMT), and non-auto driver mode share (NADMS). In no small part, this is due to the proximity to these major highways and

significant transit resources. However, transit-related figures (accessible jobs, PHT, and NADMS) are likely lower than true present conditions as the analysis predates the initiation of FLASH BRT service in October 2020.

Table 2: Existing Transportation Metrics (2015)		
Travel Metric	Countywide	Plan Area
Auto Accessible Jobs	1.1 Million	1.1 Million
Transit Accessible Jobs	130,000	28,000
VHT (Mins)	17	17
PHT (Mins)	50	60
VMT Per Capita	13	12
NADMS	32%	24%

While regional connectivity for the Master Plan Area is high, local connectivity is limited. The existing road pattern is characterized by fragmented, disconnected communities often ending in cul-de-sacs. The prior piecemeal developments did not provide robust connections to existing communities and did not accommodate for any possible future connectivity. As a result, the existing road network is a challenge to navigate, particularly from a bike and pedestrian perspective. On paper these are short distances, but they require lengthy detours in and out of cul-de-sacs. Environmental barriers, namely deep stream valleys, further restrict efforts to provide new connectivity.

The county measures non-vehicular access and mobility in two ways: Pedestrian Level of Comfort (PLOC) and Bicycle Level of Traffic Stress (LTS) analyses. Both provide a distinct framework for analyzing the county's pedestrian and bike networks for adequacy, missing connections, and ways in which the county can invest in proper infrastructure. The PLOC examines the width, typology (pedestrian-only and shared-use paths), traffic volumes on adjacent thoroughfares, and countywide sidewalks/sidepaths quality. The analysis tool combines safety and comfort in promoting an enjoyable pedestrian environment

for walking and rolling. As shown in Map 5, pedestrian level of comfort is categorized as Very Comfortable (dark blue), Somewhat Comfortable (light blue), Uncomfortable (orange), and Undesirable (red). Pathways are mapped as solid lines and streets without sidewalks or pathways are mapped as dotted lines.

**Map 5: Plan Area Pedestrian Level of Comfort**

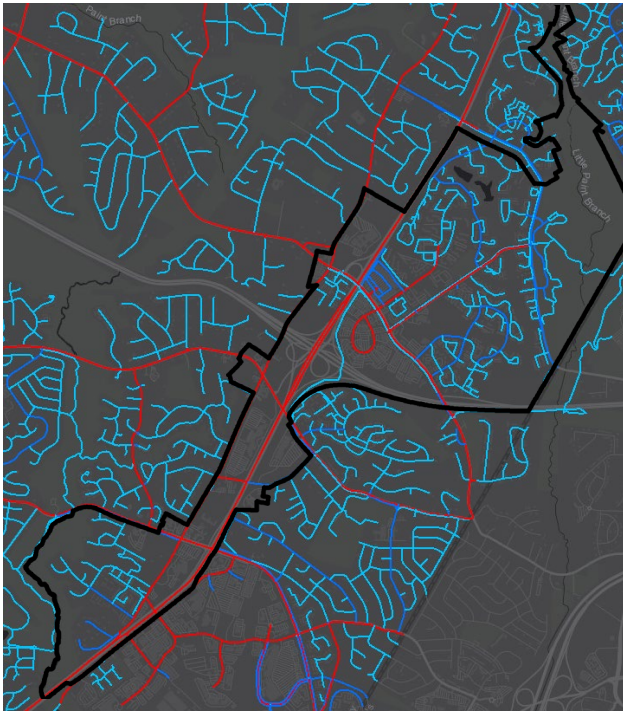


Source: Montgomery County Pedestrian Master Plan. Pedestrian Level of Comfort Map, [mcatlas.org/pedplan](http://mcatlas.org/pedplan)

The Bicycle LTS combines the same tenets from the PLOC in developing a quantitative approach to determine the level of "stress" cyclists encounter on roadways. As seen in Map 6, tolerance levels are categorized into Very Low Stress (light blue), Low Stress (dark blue), and High & Moderate Stress (red). These tolerance levels are based on various roadway attributes, such as traffic volume, traffic speed, and intersection crossings – among other factors. The figures below illustrate the levels of pedestrian and bicycle comfort throughout the plan area.



**Map 6: Plan Area Bicycle Level of Traffic Stress**



Source: Montgomery County Bicycle Master Plan.  
Bicycle Stress Map, [mcatlas.org/bikestress](http://mcatlas.org/bikestress)

### **2.D.7. Community Facilities Context**

The Fairland and Briggs Chaney community is well served by community facilities, including community centers, libraries, schools, and emergency services. These facilities, shown on Map 10, are within the boundary of the plan area and in nearby locations.

#### *Regional Services Center*

The Eastern Montgomery Regional Services Center is the local governmental office for the plan area. The Regional Services Center strengthens communication between the community and Montgomery County government and identifies priorities, programs and policies for the local community.

The Eastern Montgomery Regional Services Center is located on Briggs Chaney Road and is part of a

county-owned site that includes the East County Community Recreation Center, Briggs Chaney Park and Ride station for the U.S. 29 BRT, as well as a private, senior residential community, Willow Manor.

For more discussion on the Eastern Montgomery Regional Services Center as a community hub, see the Community Health and Culture section, below.

#### *Recreation Centers*

The East County Community Recreation Center is the only such center situated within the plan area and is easily accessible to residents in the northern portion. The White Oak Community Recreation Center is closer to residents at the south end of the plan area and the Marilyn J. Praisner Community Recreation Center is located just north of the plan area, on Old Columbia Pike. All are open to residents of the plan area, though access other than by personal vehicle could be improved via dedicated transit service and improved bike and pedestrian improvements.

#### *Libraries*

There are no libraries within the plan area. However, the Marilyn J. Praisner (Burtonsville) Library is less than a half mile north of the plan area and the White Oak Library is less than a mile south of the plan area.

#### *Schools*

The Fairland and Briggs Chaney plan area is located within the Northeast Consortium and served by Blake High School and Paint Branch High School. As part of the Northeast Consortium, high school students living in the plan area have an option to attend either Blake, Paint Branch or Springbrook high schools. Students are guaranteed to attend the high school serving the base area that they live in but may apply to

different signature programs offered at the other high schools within the consortium.

Elementary school students attend either Fairland Elementary School, Galway Elementary School, Greencastle Elementary School, or William T. Page Elementary School based on their addresses. For middle school, students matriculate to either Benjamin Banneker Middle School or Briggs Chaney Middle School.

In the current 2022-2023 school year, the enrollment at a few of these schools, including Blake and Paint Branch high schools, Benjamin Banneker Middle School, Greencastle Elementary School, and Page Elementary School, exceed the capacity of their built facilities, necessitating the use of relocatable classrooms. However, Page Elementary School is expected to see classroom additions completed by the start of the 2023-2024 school year and Paint Branch High School has the ability for future expansion. Greencastle Elementary School is also in the process of receiving classroom additions and is awaiting approval of construction funds to meet a completion date by the 2025-2026 school year.

The Montgomery County Public Schools (MCPS) Division of Capital Planning and Real Estate develops facility plans and capacity-relief strategies to meet the needs of changing public school enrollment. The division generally considers classroom additions when the six-year projection of a Capital Improvements Program (CIP) period indicates that student enrollment is expected to exceed capacity by 200 seats for high schools, 150 seats for middle schools, and 92 seats for elementary schools.

According to the latest projections in the Superintendent's Recommended FY 2024 Capital Budget and Amendments to the FY2023-2028 CIP, both Blake and Paint Branch high schools are expected to exceed that threshold by the 2028-2029 school year. A feasibility study was

scheduled in FY 2022 to determine the scope and cost for classroom additions at these schools, yet due to fluctuation in enrollment trends year to year, MCPS will instead continue to monitor the projections to determine when funding should be considered for the project.

Banneker Middle School's projections do not meet the seat deficit threshold to be considered for a classroom addition. However, the facility has been identified for a feasibility study in the FY 2023-2028 CIP to address the needs of its aging infrastructure through a major capital project, which often opens the opportunity for a capacity increase as well. Once the feasibility study is complete, a recommendation regarding scope, timeline and funding will be considered in a future CIP.

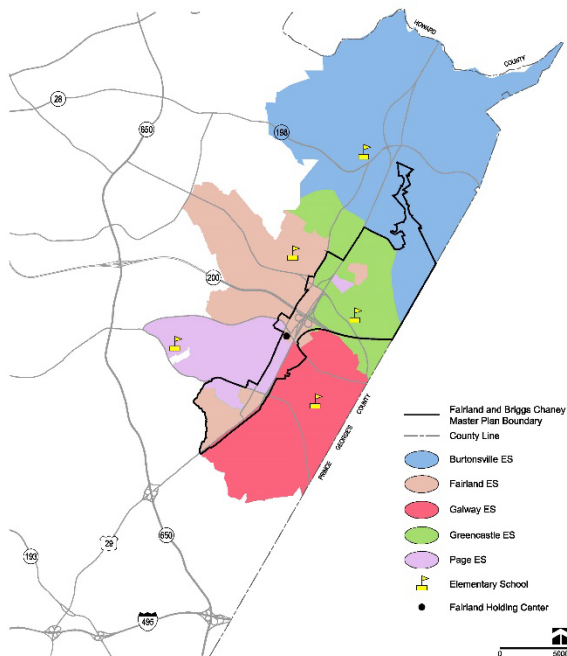
#### *Montgomery College*

Access to higher education and/or continuing education is essential for residents in the plan area to realize economic mobility and career advancement. As highlighted by the 2021 *Montgomery College East County Presence Feasibility Study*, many eastern Montgomery County residents face economic challenges. The region has a high cost of living, and many jobs do not pay a living wage. Training and advanced degrees are key to higher earnings. The study estimated that over 3,200 students commute from East county to a Montgomery College campus, often with long travel times when using public transit. The University of Maryland – College Park and other, more distant higher education destinations pose similar challenges for residents in this area of East county to reach.

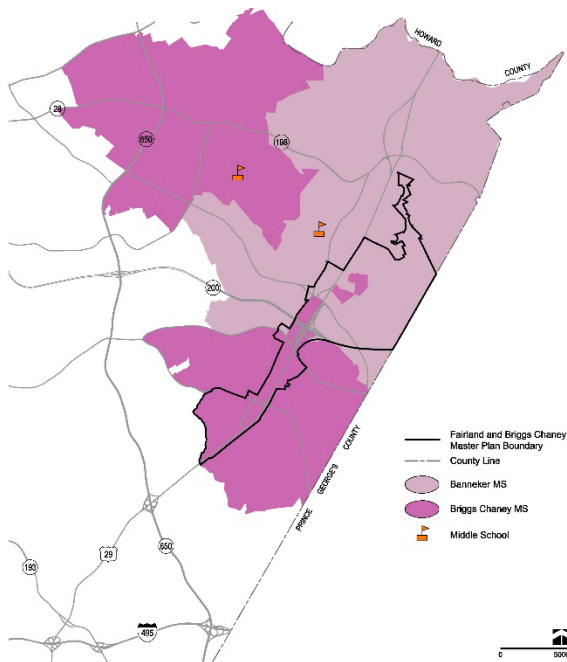
In the fall of 2023, Montgomery College will open the East County Education Center (ECEC), a leased building on Broadbirch Drive, just southeast of the plan area. The 55,193-square-foot space will feature classrooms, training labs, and student-advising space, while offering both credit and

non-credit courses. The new center is the first step in Montgomery College's expansion into East county and expects to serve more than 1,000 students in the first year.

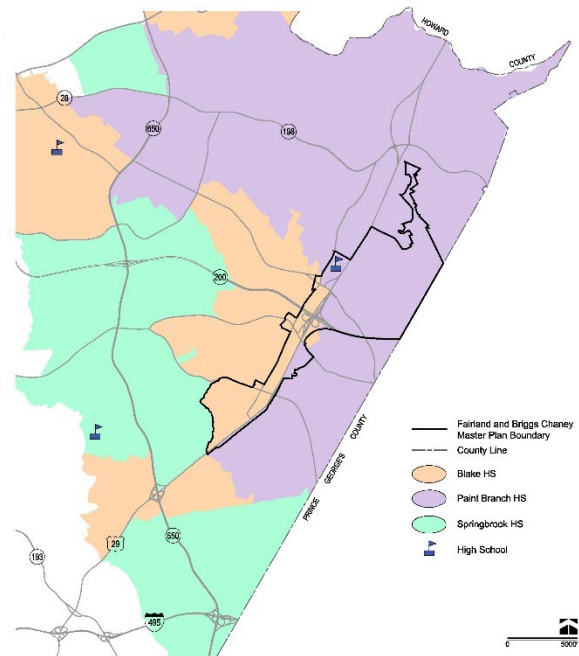
**Map 7: Plan Area Elementary School Service Areas**



**Map 8: Plan Area Middle School Service Areas**



**Map 9: Plan Area High School Service Areas**



### *Fire, Rescue, and Emergency Medical Services*

The plan area is primarily served by Fire Station 15 of the Burtonsville Volunteer Fire Department, located at 13900 Old Columbia Pike. The station was built in 1995 and a new addition was completed in 2011. Station 15 responds to over 5,000 emergency calls per year serving over 50,000 residents of Burtonsville and Silver Spring, as well as several neighboring cities in Howard County and Prince George's County. Other stations in the vicinity of the plan area include the Hillandale Volunteer Fire Department's stations 12 and 24, Prince George's County Fire/EMS Station 41, and the Laurel Volunteer Fire Department's Station 10.

### *Public Safety*

District 3 of the Montgomery County Police Department serves the plan area. Police station 3D is located near the intersection of Columbia Pike (U.S. 29) and New Hampshire Avenue at 1002

Milestone Drive in Silver Spring. While the allocation of public safety resources and facilities is beyond the purview of this plan, there is a recognition that perception and reality of personal and property safety is intricately linked to the success and comfort of the community's residents, workers, businesses, and visitors.

### *Public Parks and Open Space*

Parks and open space comprise about 40 percent of the plan area. Portions of Paint Branch Stream Valley Park and the entirety of Fairland Recreational Park and Edgewood Neighborhood Park comprise about 460 acres within the plan area. Another 180 acres is maintained as Privately Owned, Publicly Available Open Space (POPS) among several residential neighborhoods in the plan area.

While the neighborhoods within the plan area have excellent proximity to high-quality parkland and open spaces, access to these places is lacking for many residents. Adding and improving connections between home and work and nearby green spaces and amenities must address the steep topography, private property barriers, major roadways, and sensitive environmental features present in the plan area.

### Energized Public Spaces

Montgomery Parks' 2018 *Energized Public Spaces (EPS) Plan*, maps and scores the community's access to parks and open spaces by identifying and quantifying Parks resources and facilities and how they can best meet the community's needs. The EPS Plan measures how accessible a variety of public space amenities are from a given spot in the plan via walking. The EPS Plan's methodology and approach to mapping outdoor experiences contributes to the Fairland and Briggs Chaney Master Plan as well as park-specific plans and park planning studies in the EPS Study Area. The EPS

Plan also contributes to the County Council's racial equity and social justice efforts.

Results of the EPS Plan's analysis show the plan area particularly lacks active, contemplative, and social experiences. The analysis also shows many areas within the plan boundary have below average walkability to parks and open spaces. (see References section 6.C)

### Paint Branch Stream Valley Park

Paint Branch Stream Valley Park consists of approximately 1,000 acres of public parkland along the steeply sloped forested edges of the Paint Branch Stream. The portion of the Stream Valley Park located within the plan area boundary is called Paint Branch Stream Valley Unit 5, which is about 129 acres. The hard-surface Paint Branch Trail runs through Unit 5 along the west side of Paint Branch Stream, south from Fairland Road and connects to the popular Martin Luther King, Jr. Recreational Park. A natural-surface trail, the Old 29er Trail, runs southeast under U.S. 29 from Paint Branch Trail to Old Columbia Pike and is expected to be extended as a natural-surface trail into Paint Branch Stream Valley Unit 4. Hiking and biking are allowed on these trails.

### Fairland Recreational/Regional Park

The M-NCPPC's Fairland Recreational Park and Fairland Regional Park straddle the border between Montgomery and Prince George's counties and are managed as two separate parks due to their location in each county. The two parks were acquired and dedicated over time beginning in 1975.

On the Montgomery County side, the parkland was acquired and dedicated over time beginning in 1967. Of the 322 acres in Fairland Recreational Park, only 39 acres are developed with athletic fields and courts. The remaining parkland is preserved in its natural state, including Little Paint



Branch Stream and its large, forested stream valley. The park serves to protect sensitive stream valley flora and fauna while allowing people to immerse themselves in nature along a system of trails. The level edges along Greencastle Road contain the high-intensity activities and destination amenities and parking lots.

The main access to the park is on Greencastle Road. Park amenities include picnic shelters and playgrounds, basketball and tennis courts, athletic fields, restrooms, and a newly opened bicycle skills course called The Pit, which is a regional mountain biking facility that draws visitors from around the state. There are 1.4 miles of hard-surface trails and 3-plus miles of natural-surface trails that wind through the park. Hiking, biking, and horseback riding are allowed on the trails.

In Prince George's County, Fairland Regional Park includes the golf maintenance center and pro shop, the Fairland Sports and Aquatics Complex, the Gardens Icehouse Ice Rink, as well as baseball, softball, and soccer fields. Admission to the indoor aquatics center, fitness center, and ice rink are open to both Montgomery and Prince George's county residents.

Although the majority of the 18-hole Gun Powder Golf Course is located on the Montgomery County side of Fairland Recreational Park, it is operated and maintained by the Prince George's County Department of Parks and Recreation. The entrance to the golf course is at 14300 Old Gun Powder Road.

#### Edgewood Neighborhood Park

Edgewood Neighborhood Park is located at 13900 Robey Road. It is 9.65 acres and was acquired in 1985. It is comprised of a large, forested area and pond and park amenities including a picnic shelter, playground, access trail, scenic viewing platform at the pond, sculptural feature near the pond, and a small parking lot. A community

garden serving 25 families will open in Spring 2023.

#### Public Pools

While there are no public pools in the plan area, Martin Luther King Jr. Recreational Park includes an outdoor and an indoor pool operated by the Montgomery County Department of Recreation and is located just west of the southern portion of the plan boundary, off New Hampshire Avenue via Columbia Pike (U.S. 29).

The Fairland Sports and Aquatics Complex in Prince George's County is operated by the Prince George's County Department of Parks and Recreation and located just east of the plan area, at Fairland Regional Park in Prince George's County. The complex allows access to the indoor pool and other facilities for Montgomery County residents, though Prince George's County residents are given priority for class registrations.

### **2.D.8. Environmental Context**

The plan area is situated in a unique area of the county, with a long and varied history. Among the interesting natural features in Fairland, its presence within the fall zone stands out. This drop-off between the Piedmont Plateau (which comprises most of Montgomery County) and the Coastal Plain (which makes up most of Prince George's County) extends north to south from Baltimore past the Potomac River-area known as Great Falls.

Due to the extreme topography associated with this fall zone area, extensive natural areas have been preserved. However, their topography is a barrier in many places to micro-mobility and the trail and path connections that the Plan envisions. Creative strategies should be developed to overcome this challenge and create pedestrian connectivity within green areas, while maintaining environmental protection.

Map 10: Plan Area Community Facilities



Paint Branch and Little Paint Branch are the primary subwatersheds, both draining to the Anacostia River. Little Paint Branch had excellent water quality in the early 1980s and early master plans for this area had the goal of maintaining this resource. Nevertheless, water quality declined by the late 1990s, with only the Silverwood tributary maintaining good water quality. Recent monitoring indicates that, despite the 1997 *Fairland Master Plan* recommendation to minimize additional imperviousness and use modern environmental guidelines for development, this subwatershed has also declined to fair water quality. (see Map 11)

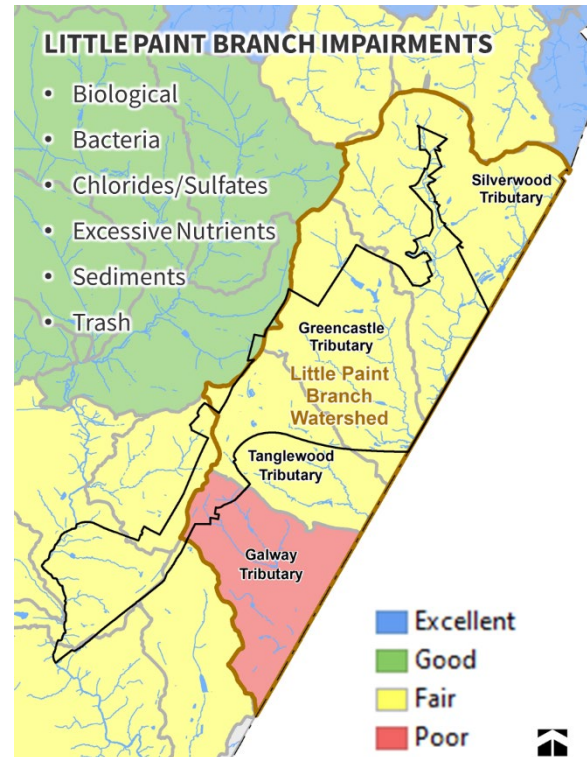
Furthermore, much of the residential and commercial development within the plan area took place at a time when environmental standards were minimal, and this master plan process is an opportunity to regain some ground environmentally. Modern stormwater management and natural systems-based, or biophilic, design should be considered whenever possible.

The predominant risk from climate change in the plan area is extreme heat. Residents, workers, and visitors of the plan area experience three times the extreme heat days than the county average (*Montgomery County Climate Action Plan, 2021*). Extreme heat impacts health and well-being and presents challenges for vulnerable groups and individuals who have less adaptability to dangerous climate conditions. The vulnerability score for the population in the plan area is much higher than the county average as well.

The Briggs Chaney corridor should be a focus for mitigating urban heat island conditions. Although Briggs Chaney Road has some street tree planting, there are many additional opportunities for shade and other cooling measures. Private property in lawn areas between the road right-of-way and parking lots and along the perimeter of large

properties often lack trees and should be targeted for planting.

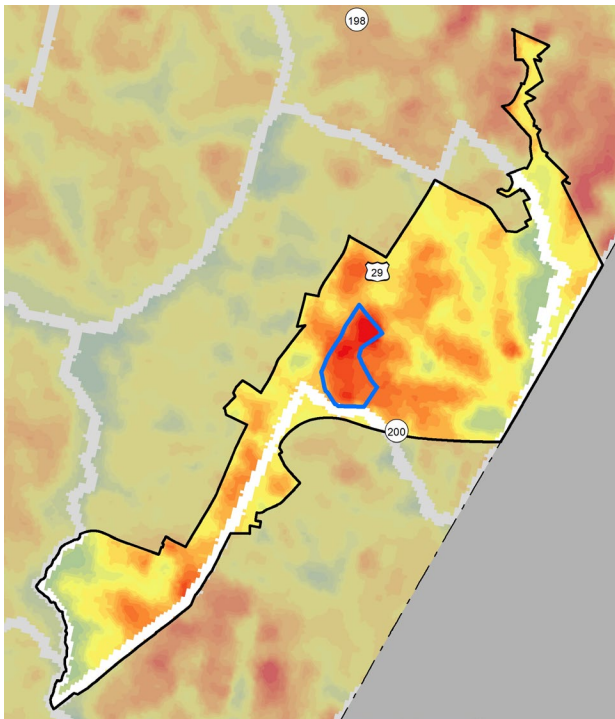
**Map 11: Plan Area Water Quality by Subwatershed (2021)**



Building energy usage and transportation account for most of the county's greenhouse gas emissions. The building energy-use intensity in the plan area is much higher than the national average. According to newly enacted county legislation (Bill 16-21, Building Energy Performance Standards), about 155 buildings must be improved by 2038.



**Map 12: Plan Area Heat Anomalies**



Source: Montgomery County and National Oceanic and Atmospheric Administration, 2022.

## 2.D.9. Historic and Cultural Resources Context

### *Master Plan Historic Sites*

Montgomery County has designated three sites historic in the plan area: The Conley House/Green Ridge, Julius Marlow House, and Valley Mill House (see Table 3). The plan area does not contain Master Plan for Historic Preservation districts or Locational Atlas sites or districts.

The Quakers and the Underground Railroad Heritage Area passes through a portion of the plan area along Paint Branch Stream Valley Park, which is part of a larger system of stream valleys and historic areas identified with this historical period.

**Table 3: Master Plan Historic Sites**

MHP Number	Name	Description
34/010	Conley House/Green Ridge	Classical revival house built in 1910; within plan area
34/008	Julius Marlow House	Farmhouse built ca. 1800 associated with Edmonston, Duvall, Marlow families; adjacent to plan area
34/007	Valley Mill House	1794 House of miller Peter Kemp; adjacent to plan area

### *Cemeteries*

There are eight cemeteries in the vicinity of the plan area as shown in Table 3. Of these, only the St. Mark's Episcopal Church Cemetery and Union Cemetery are still in use.

### *Archaeological Sites*

Twenty-nine archaeological sites are located within the Fairland Study Area. That most sites are within stream valley parks is largely due to where archaeologists have had the opportunity to look, rather than actual locations of past human occupation. Unrecorded sites may exist on the grounds of the Julius Marlow and Conley houses, for example. Three of the archaeological sites within the current plan boundaries are prehistoric sites of unknown period; another is the Jackson Homestead site, an African American household headed by Malinda Jackson between 1869 and 1915. The Jackson Homestead site was found eligible for the National Register of Historic Places during archaeological work for the Intercounty Connector (MD 200) project. The house burned down in 1915, yet many household objects, including numerous toys, other personal items, and objects possibly related to spiritual practices were found. These provide an unusually detailed window onto the material lives of an African American family of more than 100 years ago.





*Conley House/Green Ridge Master Plan Historic Site*



*St Mark's Episcopal Church Cemetery*



*Julius Marlow House Master Plan Historic Site*



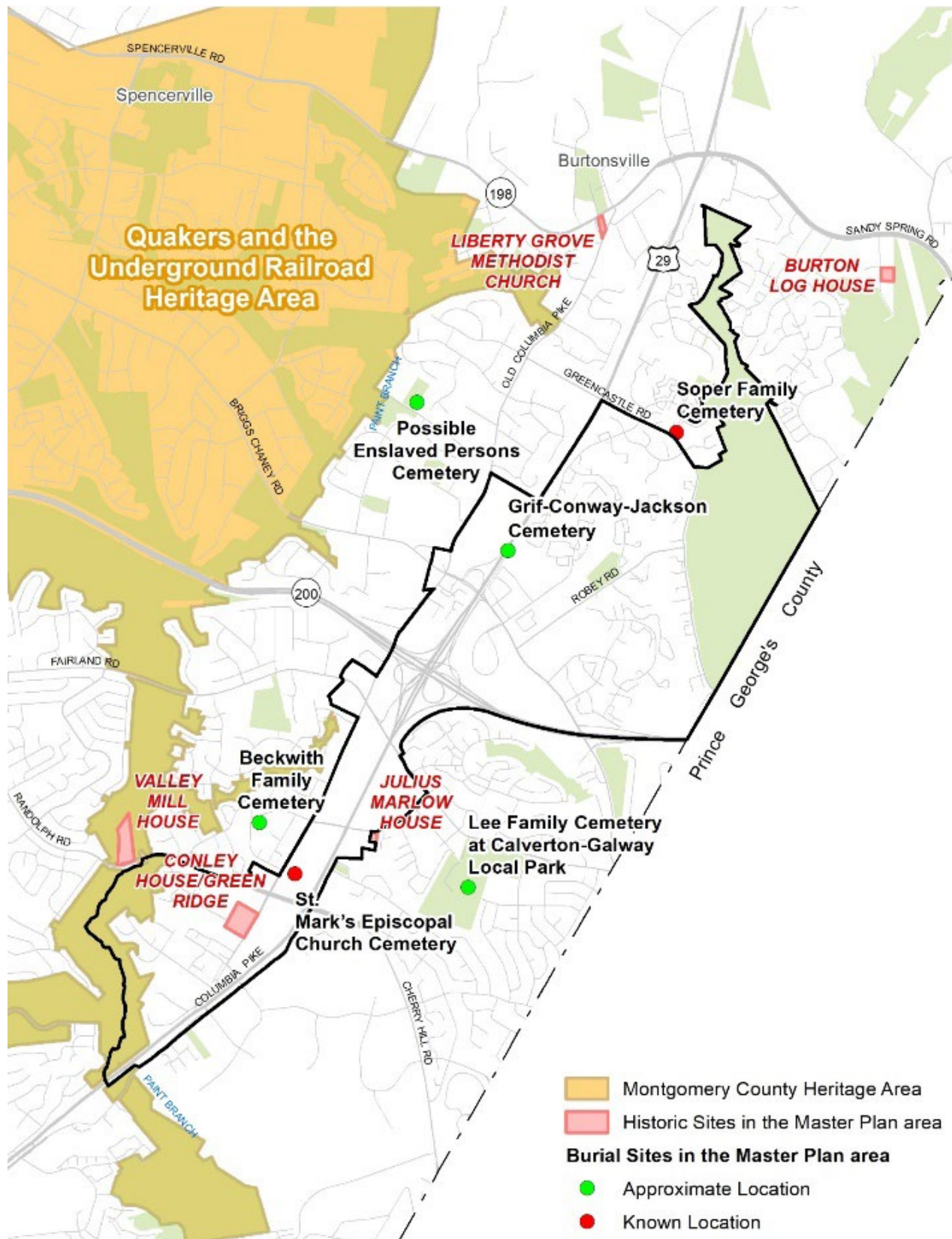
*Valley Mill House*

**Table 4: Montgomery County Burial Sites Inventory Cemeteries in the Plan Area Vicinity**

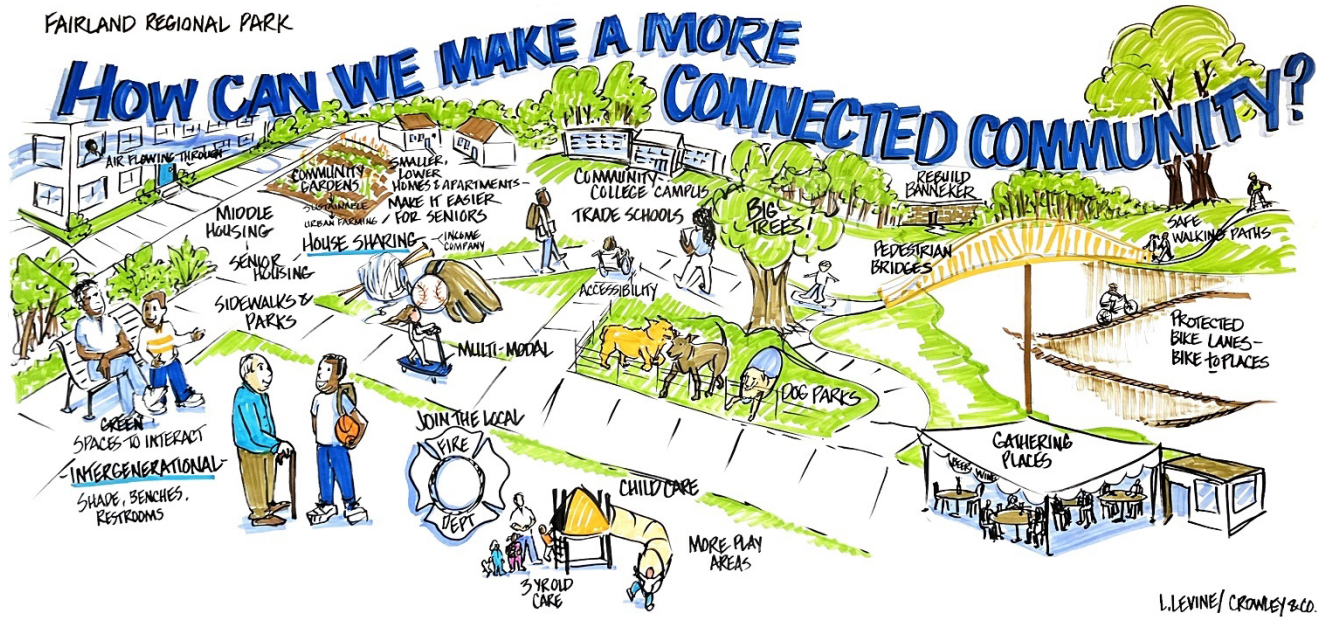
<b>Inventory Number</b>	<b>Name</b>	<b>Description and Notes</b>
<b>HP-251</b>	Beckwith Family Cemetery	Small family cemetery in yard of single-family home according to 1963 deed. No markers.
<b>HP-199</b>	Lee Family Cemetery at Calverton-Galway Local Park	Small African American family cemetery on parkland. No markers.
<b>HP-28</b>	Merson Family Cemetery	Family cemetery with an estimated 70 burials dating from at least 1892 to 1974.
<b>HP-290</b>	Possible Enslaved Persons Cemetery	Approximate cemetery location based on local history book.
<b>HP-310*</b>	Conway-Jackson Cemetery	Approximate cemetery location based on local history book.
<b>HP-198</b>	Soper Family Cemetery	Small family burial ground in use from 1867-1899
<b>HP-135*</b>	St. Mark's Episcopal Church Cemetery	Church cemetery with approximately 200 graves in use from 1862 to present
<b>HP-148</b>	Union Cemetery	Still active community cemetery begun in 1850
<b>HP-NA</b>	Duvall Family Cemetery	Approximate location based on 1865 deed reservation.

\*Located within the Master Plan Area

Map 13: Plan Area Historic Sites and Heritage Areas







Artist's interpretation of community feedback from the Fairland Recreational Park Outdoor Visioning Workshop

## 2.E COMMUNITY ENGAGEMENT

Meaningful public participation is a vital part of the planning process, allowing agencies and stakeholders to effectively understand and meet the needs of the community.

Despite the many restrictions of in-person meetings brought on by the COVID-19 pandemic, the master plan team safely met the challenge by joining forces with the community. The team utilized a variety of engagement tools for virtual in-person settings while adhering to social distancing requirements. Beginning with Montgomery Planning's first virtual speaker series in May and June of 2021, to conducting the department's first door-knocking canvassing campaign in the summer of 2021, to hosting four virtual community listening sessions in November 2021, and attending numerous other in-person community events – the Fairland and Briggs Chaney Master Plan team employed multiple tools and tactics to successfully engage and facilitate community conversations during the pandemic. Throughout the plan's community engagement

efforts, Planning Staff sought input from residents, business owners, property owners, service providers, county and state agencies, and elected and appointed officials, among others.

The overall engagement strategy for this master plan was focused on putting people first. Community outreach is an ongoing process, which requires Planning Staff to maintain partnerships with community stakeholders through continuous community engagement – especially with diverse and underrepresented groups. To ensure residents felt they were well informed, engaged, and had a real stake in their community, the Plan's engagement strategy sought to:

- Make it easy for people to participate by meeting them where they are.
- Encourage frequent visits and participation in community-led events.
- Place the emphasis on meaningful conversations and storytelling.
- Spotlight community contributors and leaders.

This intentional engagement process provided stakeholders the spaces to share their concerns, perspectives, and visions for the future. In the 1997 *Fairland Master Plan*, racial equity and social justice were not strongly emphasized in the planning process. However, in this updated process, attaining equitable communities was not only a primary objective, but intentionally captured in every aspect of this Plan.

A major element of the engagement strategy was the Fairland and Briggs Chaney Placemaking Festival, held over two days in October 2022 during the drafting of the Plan's preliminary recommendations. In 2022, Montgomery Planning contracted the Dallas-based Better Block Foundation to help implement the Fairland and Briggs Chaney Placemaking Festival to engage with the community. The Better Block Foundation is an urban design nonprofit that educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods.

The goal of the two-day festival sought to test out ideas identified by the community to inform the Master Plan recommendations by reimagining a portion of the Briggs Chaney Park and Ride parking lot in the area adjacent to the Eastern Regional Services building shared by the Eastern Montgomery Regional Services Center, East County Community Recreation Center, Department of Transportation, and Willow Manor at Fairland into a public gathering space. Feedback and ideas from the community manifested in a community celebration to test out a public gathering place with several elements such as recreation activities, landscaping, lighting, art, local vendors, music and live performances. Major recommendations that came from the placemaking festival include incorporating additional gathering spaces that accommodate all generations and abilities and exploring

placemaking opportunities on large properties undergoing redevelopment and/or underutilized parking lots.

## 2.F PLAN FRAMEWORK

This Plan seeks to strengthen the community along the Columbia Pike (U.S. 29) corridor in this portion of eastern Montgomery County by increasing equity, economic health, and environmental resilience to meet the needs of current and future residents, businesses, and visitors.

The plan's policy framework seeks to achieve:

- A **Complete Community**, by seeking to identify and correct past inequitable development policies to make the Fairland and Briggs Chaney community more whole and connected by integrating and expanding centers of housing, retail, and office development with parks and open space to make 15-minute living a reality for as many people as possible.
- A **Resilient Economy**, by promoting public and private investment, economic development, business development, and job growth within the plan area and surrounding communities to leverage and attract future private investment in community facilities and redevelopment.
- More **Diverse and Affordable Housing Options**, by supporting racial and economic equity and diversity in housing to help rectify past discriminatory housing policies.
- Greater **Transit Service and Ridership**, by enhancing the existing U.S. 29 Flash BRT service with dedicated lanes on Columbia Pike, new, transit-oriented development at



existing BRT stations, and improved safety and access to BRT stations.

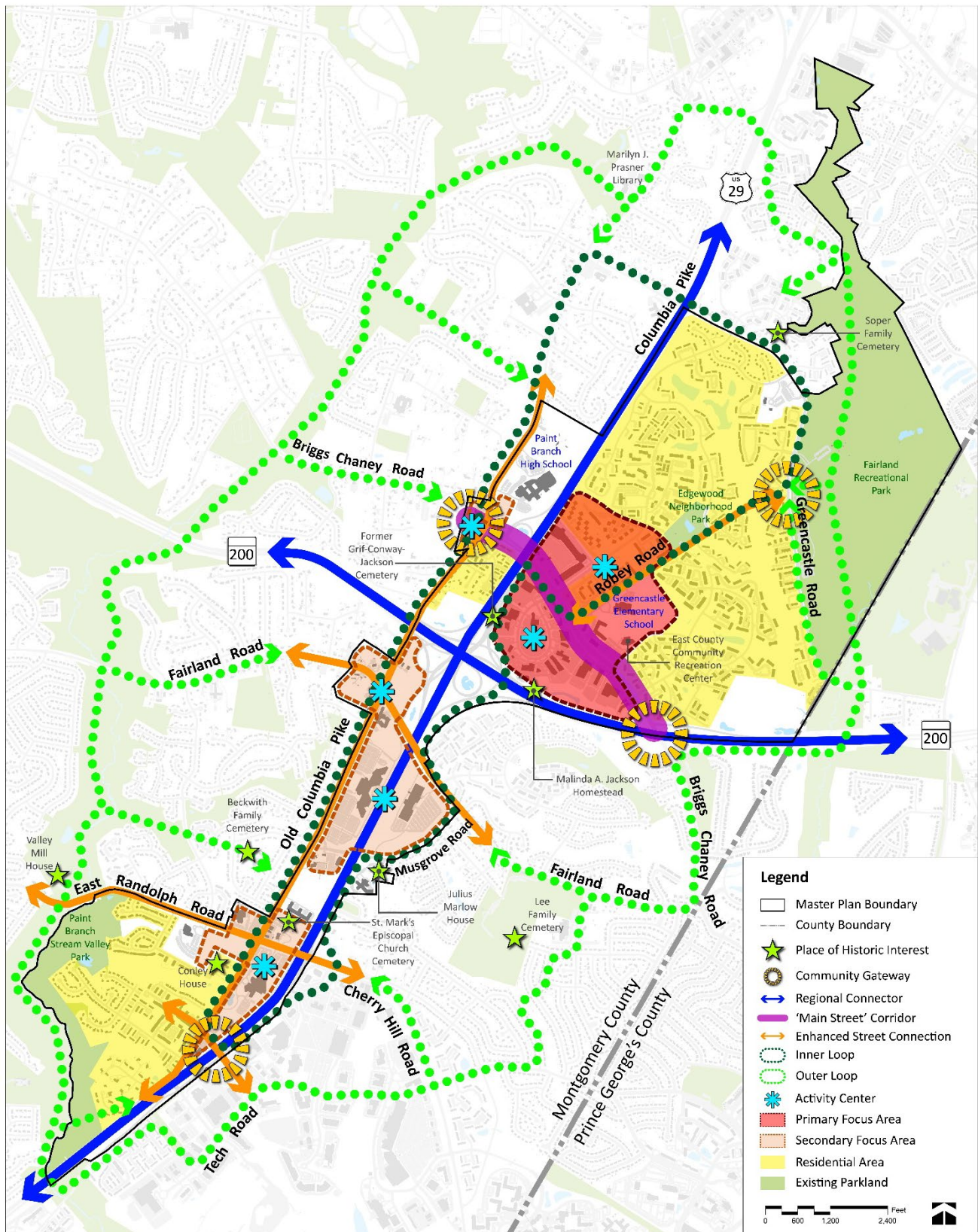
- Greater **Connectivity for Active Travel Modes**, by prioritizing a safer, more comfortable, and continuous network of trails and paths for walking, biking, and rolling through county parks, along roadways, and through private common spaces connecting Activity Centers and neighborhoods with public parklands.
- A **Healthy and Resilience Environment**, by reducing the emission of greenhouse gases across all sectors in the community and mitigating the effects of urban heat and extreme weather events on people and the environment.
- A **Vibrant Arts and Cultural Environment**, by connecting local artists and cultural institutions to parks, open space and environment, recreational programming, and private development to leverage authentic working partnerships, strengthen pride of place, and create more attractive and interesting destinations.
- An **Integrated and Innovative Local Food System**, by establishing a network of community gardens, farmers' markets, food production and education facilities within the community.

The plan's Concept Framework graphic lays out the overall vision for physical and experiential elements of the Master Plan in how land use, transportation, parks, and other community amenities fit together as a cohesive whole. The framework identifies key elements of the existing community landscape, overlaid by aspirational elements to be realized through implementation of the Master Plan's policies and recommendations.

Elements of the Concept Framework include:

- Creating an enhanced 'main street' corridor on Briggs Chaney Road as the spine of a Primary Focus Area for future urban-style development.
- Establishing Secondary Focus Areas for future neighborhood-scale development.
- Identifying key Activity Centers within Primary and Secondary Focus Areas with distinctive plan visions and potential for future private development and public improvements.
- Maintaining existing residential areas while enhancing connections to nearby public open spaces and Activity Centers.
- Completing a network of active transportation trails and paths encircling the plan area with Activity Center connections.
- Enhancing existing roadways and street connections through safer crossings and multi-modal improvements.
- Increasing access to parkland.
- Enhancing Community Gateways that incorporate public art installations, unique architectural elements, and community gathering spaces that help convey a sense of 'arriving' at these locations.
- Celebrating places of historic interest in the community.

Map 14: Concept Framework Plan



# Chapter 3. Plan Wide Recommendations

This chapter includes the goals and recommendations for the plan area in general among all applicable policy themes. For district- or property-specific recommendations, refer to the Districts section below. Background contexts are provided for each policy theme in the Introduction chapter above.

## 3.A LAND USE AND DESIGN

### 3.A.1. Land Use and Design Goals

This Master Plan envisions a more compact, walkable, and vibrant community with an emphasis on greater living, shopping, and employment opportunities at key Community Gateways and Activity Centers, served by high-frequency, rapid bus service, or BRT, and active community gathering spaces. (See the Concept Framework Plan and District recommendations)

When considering properties with the greatest potential for future development, the Plan seeks to leverage opportunities that specifically address the following criteria.

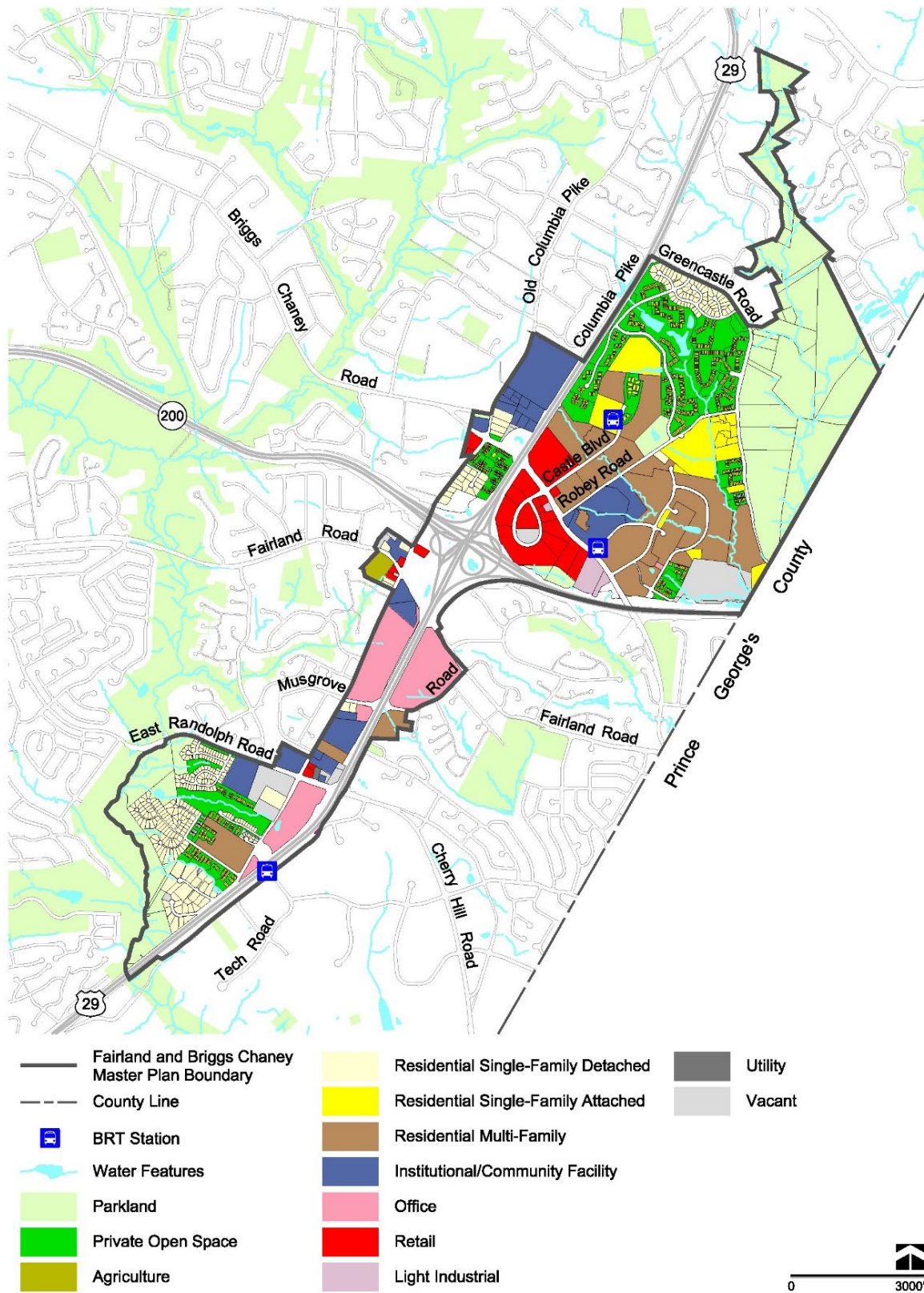
- Prioritize redevelopment at major intersections to improve the public realm and pedestrian environment and increase access to neighborhood services and amenities.
- Support the establishment of Complete Streets and a safe pedestrian network.
- Increase the inventory, design, and environmental safety of parks, plazas, community destinations, and public open space.
- Retrofit outdated auto-centric, suburban properties to more neighborhood-

focused/compact centers, easily accessible by non-automobile modes.

- Encourage more efficient use of land by replacing surface parking lots and single-story buildings with multi-story, mixed-use buildings, structured parking, and public green space.
- Support the collocation of community resources near commercial, employment, light industrial, and residential uses.

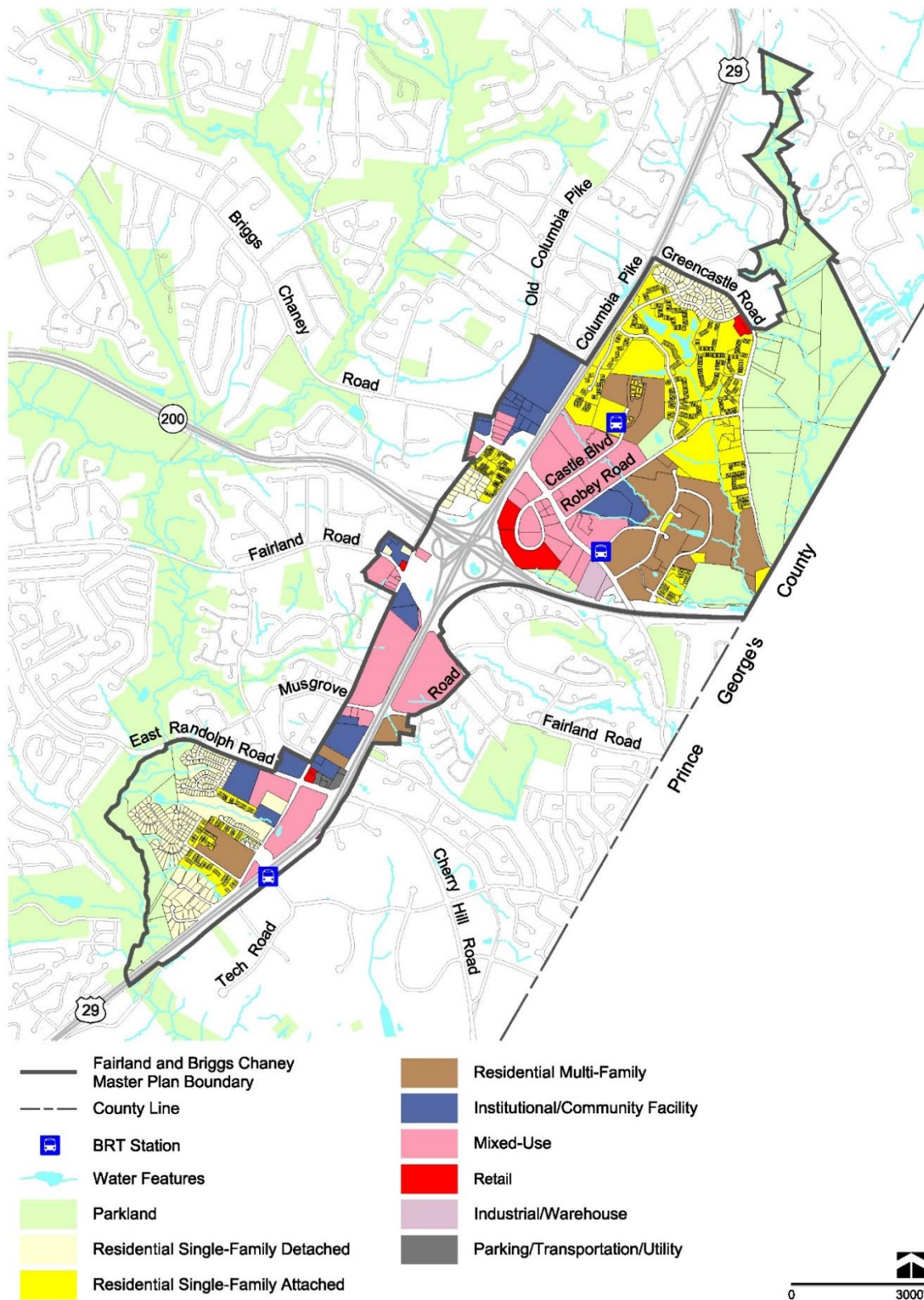


Map 15: Existing Land Uses

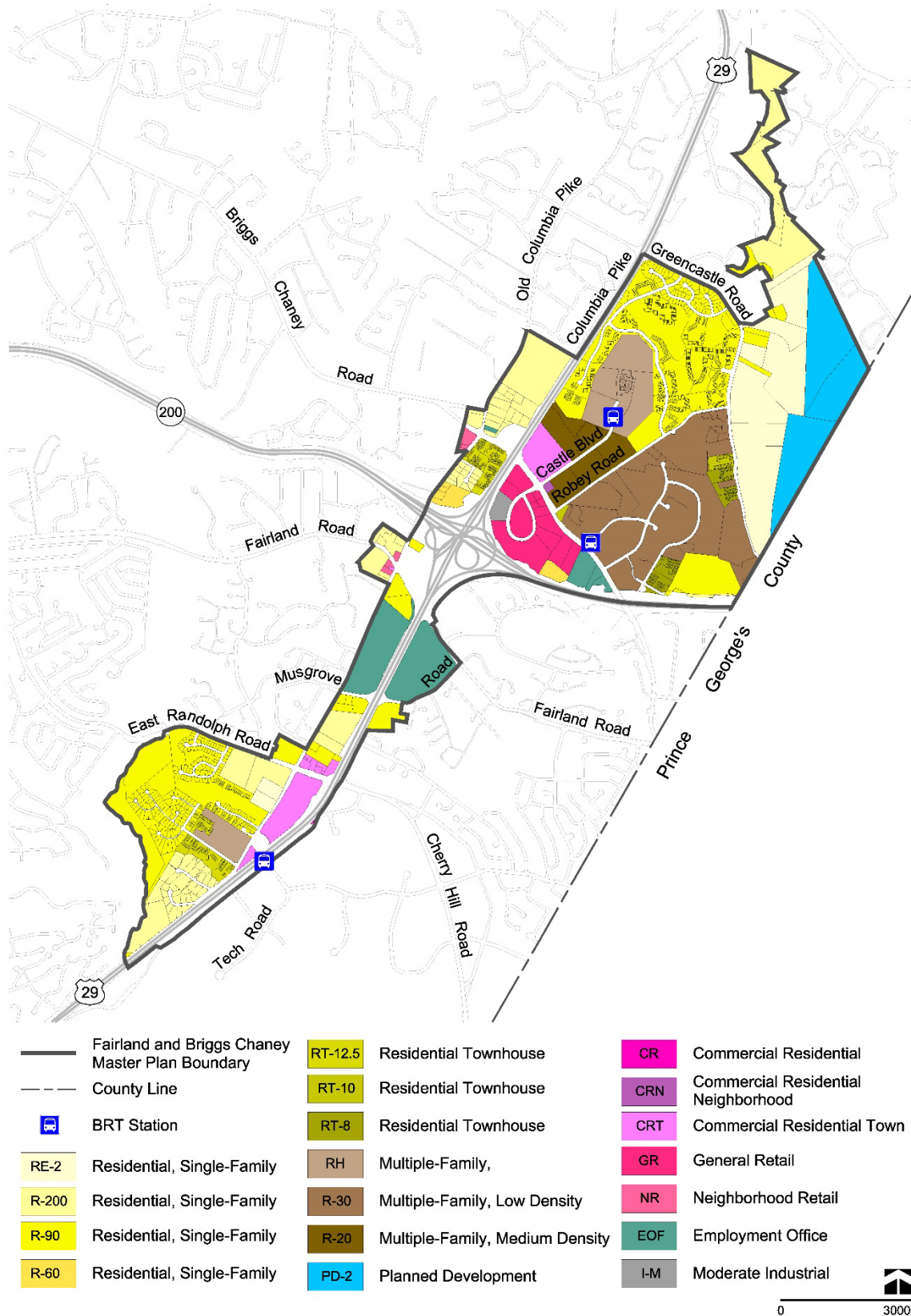




Map 16: Planned Land Uses

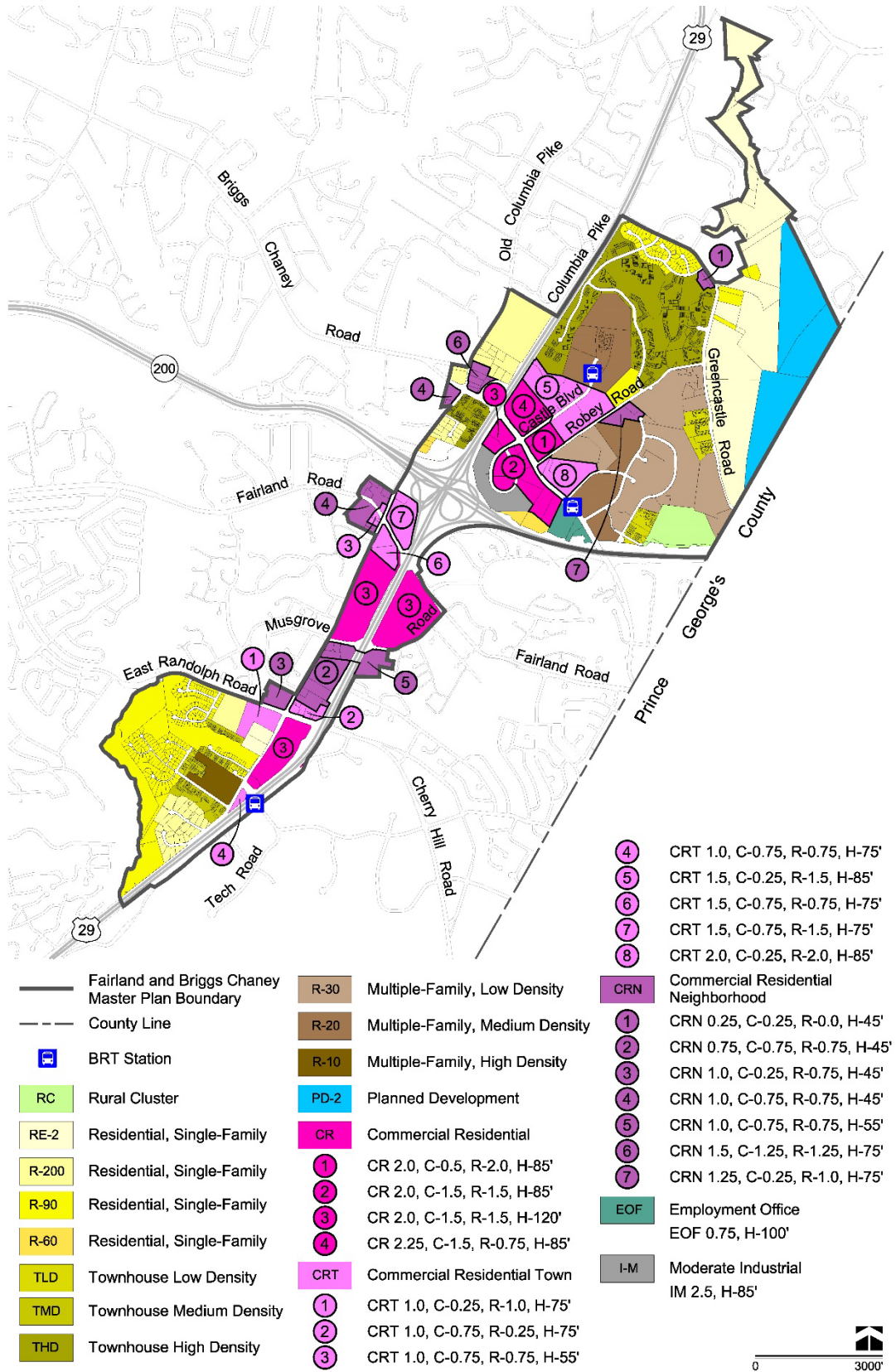


Map 17: Existing Zoning





Map 18: Recommended Zoning



### **3.A.2. Land Use and Design Recommendations**

1. Adopt the zoning recommendations in this plan through a Sectional Map Amendment and ensure that future development within the plan area is guided by the plan-wide, district-based policies and recommendations. Zoning recommendations are included for individual properties in Chapter 4: District Recommendations, below.
2. Develop and adopt design guidelines for private development and public improvements. These design guidelines should illustrate the form and function of elements along corridors, streetscapes, pathways, open spaces, and community gathering spaces. Recommended elements of the design guidelines are included in the Implementation chapter of this Plan.
3. Establish Community Gateways and Activity Centers, as illustrated in the Concept Framework Plan, through private development and public investment. Activity Centers should consist of compact, high-density mixed-use development, focused on frequent transit service and community gathering spaces. Community Gateways should include public art installations, unique architectural elements, and community gathering spaces that help convey a sense of 'arriving' at these locations.
4. Encourage the inclusion of 'third places' as a part of proposed development on private property for community gathering places, sports fields and/or courts, and

areas for organized events and/or casual socialization.

5. Support locating buildings closer to the street with parking and services behind or to the sides of buildings to promote a pedestrian-oriented public realm in Activity Centers.
6. Promote context-sensitive infill development at bus station park and ride locations within the plan area to support a transit-oriented community (see Chapter 4: District Recommendations for details).
7. Discourage new drive-throughs to prioritize the pedestrian environment and Vision Zero goals over auto-oriented development.
8. Discourage vehicle or equipment sales, storage, rental, and service uses, as well as warehouse uses, outside of the Auto Sales Park area to minimize the influence of auto-oriented development.

## **3.B HOUSING**

### **3.B.1. Housing Goals**

The Fairland and Briggs Chaney Master Plan envisions a vibrant, mixed-income community where the benefits of living in an increasingly economically, socially, and racially diverse area is achieved. To achieve this vision, the Plan recommends adding both market-rate housing, as well as new income-restricted housing. This Plan aims to balance this production of new housing with the preservation of existing naturally occurring affordable housing, where possible. This preservation and production strategy seeks to retain the existing zoning of many of the naturally occurring affordable housing sites, and to rezone select properties to maximize density near BRT



transit stations. This Plan also prioritizes providing a range of unit types for a diversity of households, including families, seniors, and persons with disabilities, to allow more households to meet their housing needs.

The Plan represents one of the first opportunities to implement the vision for housing laid out in *Thrive Montgomery 2050*, the 2022 update to the county's General Plan that lays out a long-range policy framework that guides future land use and growth. *Thrive Montgomery 2050's* housing recommendations, found in the Housing for All chapter, have wide ranging policies to help make housing more affordable and attainable, including increasing housing production (including affordable housing production), and preserving existing affordable and attainable housing. The vision laid out in *Thrive Montgomery 2050* is consistent with the *Housing Element of 2011* and builds upon a foundation of progressive housing policy laid out in several recent master plans, including *the Bethesda Downtown Plan*, *the Veirs Mill Corridor Master Plan*, *Forest Glen Montgomery Hills Sector Plan* and *the Silver Spring Downtown and Adjacent Communities Plan*.

The housing goals for this Master Plan are guided by the following policies and practices found in previous and recent plans including, *Thrive Montgomery 2050*, the *Housing Element of 2011*, and recent master plans. The intent of this Plan is to ensure consistency with current best practices in planning and housing policy. These goals, as aligned with *Thrive Montgomery 2050*, include:

- Facilitate the development of a variety of housing types, especially in areas near BRT transit stations and lines.
- Support creative housing options including personal living quarters and/or micro units; "missing middle" housing types such as tiny houses, cottages,

duplexes, multiplexes, and small apartment buildings; shared housing, cooperative housing, co-housing, live-work units, and accessory dwelling units (ADUs), to help meet housing needs and diversify housing options.

- Increase the number of income-restricted affordable housing units, especially for lower-income households.
- As properties redevelop, Montgomery Planning and DHCA would work with the applicants through the development review process to replace the naturally occurring affordable housing units with income-restricted housing at a mix of incomes attainable to a range of households.
- Discourage the deterioration of housing through the enforcement of housing codes.

### **3.B.2. Housing Recommendations**

1. Aligned with current county policy, new developments should provide at least 12.5% Moderately Priced Dwelling Units (MPDUs).
2. Prioritize MPDUs and two- and three-bedroom units for residential development projects as a top public benefit for the Optional Development Method in the Commercial/Residential family of zones (CR) to provide additional affordable housing that is needed within the plan area.
3. Add more housing units and housing types to meet the diversity of incomes and households including families, seniors, and

persons with disabilities that currently reside within the plan area.

4. Preserve existing naturally occurring affordable housing where possible and strive for no net loss of naturally occurring affordable housing in the event of redevelopment.
5. Explore and leverage partnerships and incentives to preserve and expand housing affordability in the plan area and to enable properties to redevelop as mixed-income communities serving a broad spectrum of incomes when appropriate.
6. When public properties are redeveloped with a residential component, provide a minimum of 30% affordable housing units, striving for at least 25% of the affordable units at or below 50% of Area Median Income (AMI).
7. When feasible, developers of private residential projects should work with nonprofit partners and the Department of Housing and Community Affairs (DHCA) to reach deeper levels of affordability by providing affordable housing below 65% of the Area Median Income (AMI).
8. In the event of redevelopment, property owners should work with the DHCA and tenants so that eligible residents receive support and assistance to mitigate impacts of temporary relocation.
9. Support the development of permanent and temporary supportive housing for unhoused populations in the plan area.
10. New housing developments in the plan area should strive to increase the quality and quantity of housing units that are

accessible to people with disabilities and older adults.

### 3.C TRANSPORTATION

#### 3.C.1. Transportation Goals

This Master Plan envisions a sustainable, equitable, safe, and resilient transportation future. A future where priority is placed on the movement of people over personal vehicles, both within and between communities. Ultimately, the Plan envisions the Columbia Pike corridor centered on high-quality transit with safe connectivity for those who walk, bike, and roll; where neighborhoods and major destinations are connected by high-quality trails and paths; and travel is a safe and enjoyable experience for all.

The county's significant investments in the Flash Bus Rapid Transit (BRT) system along the U.S. 29 corridor, as a complement to the existing local bus network, and advocacy of Vision Zero initiatives signals the prioritization of transit service over single-occupancy vehicles to reduce commute times and traffic volumes on U.S. 29. The Plan's corridor-focused vision seeks to leverage infill development opportunities at prime intersections with BRT stops to enhance neighborhood connectedness and overall resiliency.

Another major aspect of the plan area's transportation vision is a contiguous trail and path network, building from recommendations from the Bicycle and Pedestrian master plans. Such a network would expand upon existing trails and paths on public parkland, public rights-of-way, and private property, of both natural- and hard-surface construction, through the completion of missing connections. As illustrated in the Concept Framework Plan, an outer and inner loop of continuous pathways, accessible by radial connectors, might consist of natural-surface and paved trails, boardwalks, and side paths. Public

amenities could be provided as a part of this network, including resting areas, community gathering and event spaces, linear parks, community gardens, historical and cultural wayfinding, and public art, with connections provided via radial paths to Activity Centers along Columbia Pike (U.S. 29) and Old Columbia Pike. This concept is a continuation of the 1997 *Fairland Master Plan*, which recommended such a pathway along Old Columbia Pike up to MD 198.

The transportation goals for this Plan are:

- Provide realistic solutions for transportation cost-burdened residents beyond driving
- Make transit services more efficient and frequent which would reduce the travel times for lower-income and vulnerable populations that are more dependent on public transit within the Master Plan Area
- Provide amenities for walking and rolling to serve the needs of all ages and abilities, from wheelchair access to bicycle pathways and bicycle racks to areas accessible to skateboarding
- Prioritize the needs and trip patterns of vulnerable populations and reduce barriers to accessing transit
- Promote economic development by providing high-quality transit connectivity to major regional job, housing, and Activity Centers
- Promote sustainable, resilient transportation options

### **3.C.2. Street Network Recommendations**

1. Apply the 'Downtown' and 'Town Center' area and street types of the Complete Street Design Guide (CSDG) to Activity

Centers in the plan area, as shown in Map 19.

2. New street connections should be achieved in conjunction with future development projects and/or capital improvement projects to further enhance multimodal circulation throughout the plan area, to achieve the vision of Complete Communities, specifically adding the following connections (see also Map 19 and Table 4):
  - a. Castle Boulevard to Ballinger Drive
  - b. Aston Manor Drive to Robey Road
  - c. Sheffield Manor Drive to Greencastle Road
  - d. Robey Road to Automobile Boulevard
  - e. Gateshead Manor Way to the southernmost point of Automobile Boulevard
3. New development applications should provide reasonable new public street connections to enhance neighborhood multimodal interconnectivity.
  - a. New developments resulting in cul-de-sac and non-through roads are strongly discouraged.
  - b. For nonresidential streets, applicants should provide a grid of streets based on the "Maximum Spacing for Protected Crossings" in the Complete Streets Design Guide (CSDG) for each street type.
  - c. The creation of new "super blocks" that result in a block exceeding 300 feet in any dimension is similarly discouraged.

4. Remove from the *Master Plan of Highways and Transitways* proposed grade-separated interchanges on Columbia Pike (U.S. 29), previously recommended by the 1997 *Fairland Master Plan*, at the following intersections (see also Map 19): Greencastle Road, Fairland Road, Musgrove Road, and Tech Road. These existing signalized intersections should remain at-grade and should be improved for greater safety, mobility, and comfort for all transportation users as recommended in this Plan. The recommendation for a grade-separated interchange at Tech Road/Industrial Parkway as recommended by the 2018 *White Oak Science Gateway Plan* should be amended to be placed only at Industrial Parkway.
5. Retain the signalized intersection of Musgrove Road and Columbia Pike (U.S. 29). Previous plans and studies have considered eliminating this intersection to reduce the number of road crossings on Columbia Pike (U.S. 29). This Plan affirms the intersection as a valuable access point for the land uses and neighborhoods on either side of Columbia Pike (U.S. 29).
6. Configure all existing at-grade intersections on Columbia Pike (U.S. 29) within the plan area to maximize non-automobile mode safety and comfort (see also Map 19). Practical solutions may include shrinking the footprint of an intersection through travel-lane narrowing or elimination, removing left turn lanes, providing median pedestrian refuges, and protected crossings.
7. MCDOT and MDOT SHA should seek opportunities to maximize safety, comfort, and rights-of-way for bicycle, pedestrian, and rolling travel on the East Randolph Road/Cherry Hill Road bridge and the Briggs Chaney Road bridge by converting space dedicated to vehicles to non-vehicular use and buffers, eliminating unprotected pedestrian crossings (e.g., 'hot rights'), and slowing travel speeds through road design. (see also Map 19)
8. Montgomery Planning and MCDOT should study the feasibility of implementing road diets on main arterials within the plan area, such as Briggs Chaney Road, Fairland Road, East Randolph Road, and Old Columbia Pike, to slow speeds, provide wider street buffers, calm traffic, and create new space for safe and comfortable pedestrian and bike movement. If found to be feasible at these or other locations, a determination should be made on how they should be constructed.
9. Montgomery Planning and MCDOT should study the feasibility of implementing roundabouts in lieu of signalized intersections to reduce the use of turning lanes, improve intersection throughput, increase road safety, and reduce paved surfaces. Suggested intersections for study include Castle Boulevard/Briggs Chaney Road, Robey Road/Briggs Chaney, Robey Road/Greencastle Road, and Briggs Chaney Road/Old Columbia Pike. If found to be feasible at these or other locations, a determination should be made on how they should be constructed.
10. Consolidate, relocate, or remove driveways on Downtown Boulevards, Town



Center Boulevards, Boulevards, Area Connectors, and across separated bike lanes. If needed, driveways should be located on alleys, Downtown Streets, Town Center Streets, and other side streets.

11. Establish a network of electric car charging and car sharing stations that are evenly distributed throughout the plan area. This can be accomplished by leveraging public property and private development within each Activity Center.

Table 5: Street Classification and ROW Recommendations							
Roadway	From	To	County Classification	Minimum Planned ROW (ft)	Existing Lanes	Planned Lanes	Target Speed (mph)
Aston Manor Way	Robey Road	Colgate Way	Neighborhood Connector (proposed)	70	2	2	25
	Colgate Way	Briggs Chaney Road	Neighborhood Connector	70	2	2	25
Automobile Boulevard	Briggs Chaney Road	Automobile Boulevard	Town Center Street	80	2	2	25
Ballinger Drive	Wexhall Drive	Robey Road	Neighborhood Connector	70	2	2	25
Briggs Chaney Road	Intercounty Connector (MD 200)	Old Columbia Pike	Town Center Boulevard	120	4	4	30
	Old Columbia Pike	Old Briggs Chaney Road	Area Connector	80	2	2	25
Castle Boulevard	Ballinger Drive	Fairland Crossing Apartments	Town Center Street (proposed)	80	2	2	25
	Fairland Crossing Apartments	Briggs Chaney Road	Town Center Street	80	2	2	25
Columbia Pike (US 29)	Greencastle Road	Paint Branch/southern Plan boundary	Controlled Major Highway	200	6	6 + 2 Transit Lanes	45-55
East Randolph Road	Columbia Pike	Serpentine Way	Downtown Boulevard	90	4	4	25
	Serpentine Way	Paint Branch/western plan boundary	Boulevard	80	5	4	35
Fairland Road	Musgrove Road/Marlow Farm Terrace	Westwind Drive	Town Center Street	80	2	2	25
Featherwood Street	Old Columbia (Old US 29)	Loft Lane	Neighborhood Connector	70	2	2	25
Gateshead Manor Way	Aston Manor Drive	Parkford Manor Drive	Neighborhood Connector	70	2	2	25
	Parkford Manor Drive	Briggs Chaney Road	Town Center Street	70	2	2	25
	Briggs Chaney Road	Automobile Boulevard	Town Center Street (proposed)	70	2	2	25
Greencastle Road	Columbia Pike (US 29)	eastern plan boundary	Area Connector	80	2	2	25
Intercounty Connector (MD 200)	eastern plan boundary	western plan boundary	Freeway	300	6	6	55<
Musgrove Road	Fairland Road	Old Columbia Pike	Town Center Street	80	2	2	25
new street (proposed)	Greencastle Road	Sheffield Manor Drive	Neighborhood Connector	70	2	2	25
Old Columbia Pike	Hollyhock Drive	Edfinn Road	Area Connector	80	2	2	25
	Edfinn Road	Musgrove Road	Town Center Street	80	2	2	30
	Musgrove Road	Ruxton Road	Area Connector	80	2	2	25
	Ruxton Road	Featherwood Street	Downtown Street	80	2	2	25
	Featherwood Street	Cedar Hill Drive	Neighborhood Connector	80	2	2	25
Robey Road	Greencastle Road	Ballinger Drive	Neighborhood Connector	70	2	2	25
	Ballinger Drive	Briggs Chaney Road	Town Center Street	70	2	2	25
	Briggs Chaney Road	Automobile Boulevard	Town Center Street (proposed)	70	2	2	25
Sheffield Manor Drive	Aston Manor Drive	Guilford Run Lane	Neighborhood Connector	70	2	2	25
Stratford Garden Drive	East Randolph Road	Stratford Garden Drive	Neighborhood Connector	70	2	2	25
Tech Road	Columbia Pike (US 29)	Old Columbia Pike	Downtown Street	80	2	2	25
Wexhall Road	Greencastle Road	Ballinger Drive	Neighborhood Connector	70	2	2	25

Notes:

1. On Downtown Streets, Town Center Streets, and Neighborhood Connectors, safety and utility for pedestrians and bicyclists will have the highest priority when determining space allocation within the right-of-way. Street trees should be allocated adequate space in which to thrive and expand the tree canopy.
2. Minimum planned rights-of-way do not include lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel. Additional rights-of-way may also be needed to accommodate spot master planned and required pedestrian, bicycle and transit facilities, including protected intersections, the envelopes of transit stations, pedestrian crossing refuges, and footprints associated with grade separation. Rights-of-way are considered by default to be measured symmetrically based upon right-of-way centerline.
3. The number of existing and planned through lanes for each segment, not including lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel.

FAIRLAND AND BRIGGS CHANEY MASTER PLAN

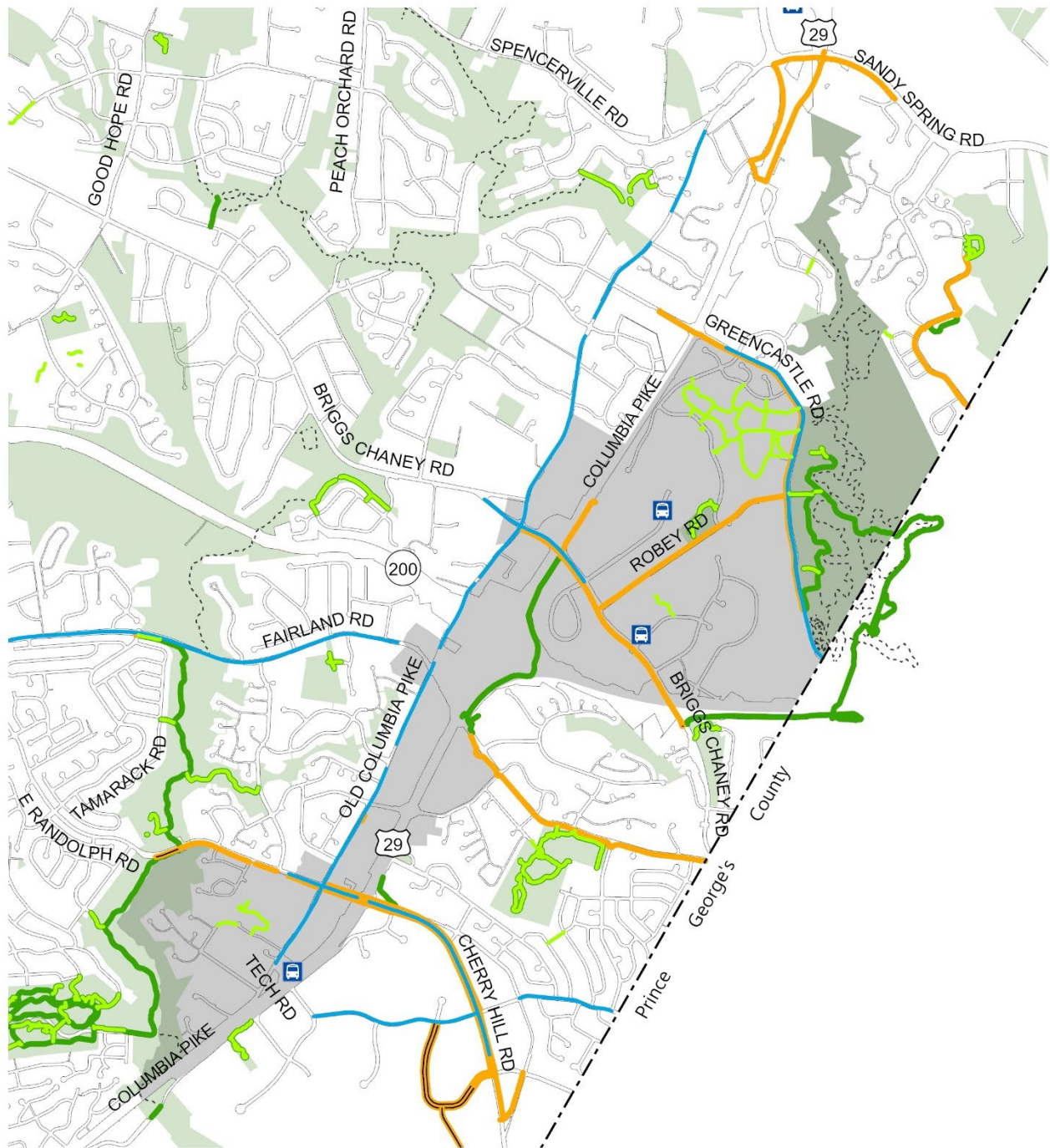




### **3.C.3. Bicycle and Pedestrian Network Recommendations**

1. Establish a continuous trail and path network, as illustrated in the Concept Framework Plan, connecting Activity Centers, neighborhoods, parks, open spaces, community facilities, and bus stops within and beyond the plan area.
2. Expand the Briggs Chaney Road bridge over Columbia Pike (U.S. 29) to include a wide, linear pathway and/or public plaza, with small-scale retail, entertainment, shade trees and landscaping, and other activated uses to improve the safety, comfort, and interest of the Briggs Chaney Road crossing over Columbia Pike. This project should be considered for federal planning and construction grants to support reconnecting the communities on either side of U.S. 29 for greater safety, comfort, and activation of the streetscape for all travel modes.
  - a. As an interim measure, reconfiguration of the existing road facilities at the bridge should be explored by MCDOT and Montgomery Planning and implemented to create a safer and more comfortable bridge crossing experience in the heart of the plan area.
3. Establish publicly accessible trail connections through HOA common area properties, other private property, public parkland, and road rights-of-way to connect neighborhoods, Activity Centers, public parks, and recreation centers.
4. Provide sidewalks or sidepaths along all public roads, as required by Montgomery County Code Chapter 49 and/or the Complete Streets Design Guide. Achieve at least a Pedestrian Level of Comfort score of 2 or better on all roads within the plan area.
5. Complete the Breezeway Network along U.S. 29 and MD 200 within the plan area, as recommended by the Bicycle Master Plan. These breezeways would provide a continuous 'bike highway' connecting the Burtonsville commercial center with the Viva White Oak development and points south, as well as providing an important east-west link for plan area communities to central Montgomery County and Prince George's County.
6. Enhance micro-mobility options within the plan area by expanding existing Capital Bikeshare infrastructure, enabling the use of private e-scooter share services, and accommodating expanded use of mobility scooters for older residents and those with disabilities.

Map 20: Existing Bikeways



County Line

Fairland and Briggs Chaney Master Plan Boundary

Public Parkland

BRT Station

#### Existing Bikeways and Trails

Off-Street Paved Trails

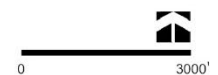
Sidepaths

Separated Bike Lanes

Striped Bikeways

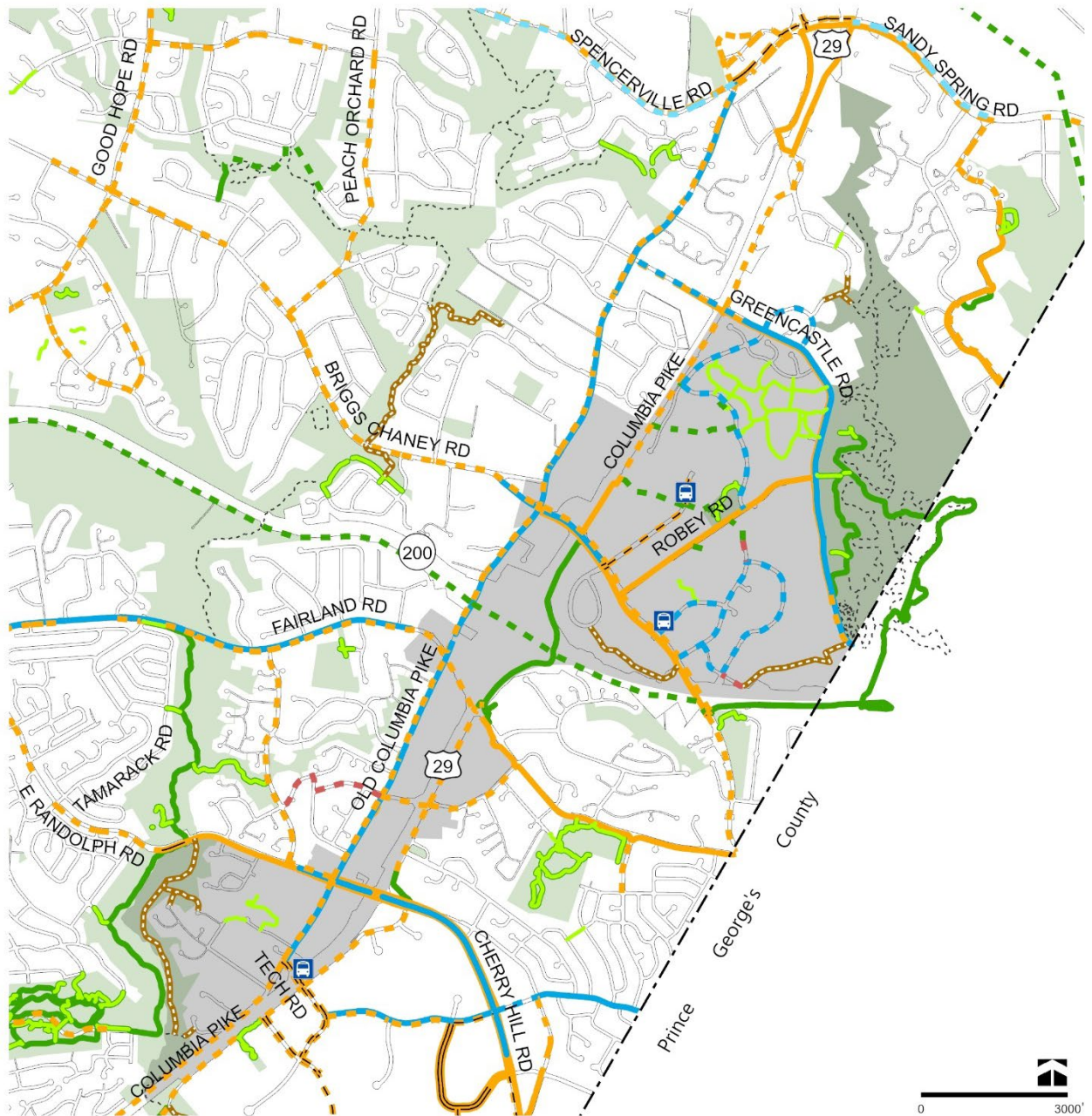
Neighborhood Connector Paths

Natural Surface Trails





Map 21: Existing and Planned Bikeways



County Line

Fairland and Briggs Chaney Master Plan Boundary

Public Parkland

BRT Station

#### Existing Bikeways and Trails

Off-Street Paved Trails

Sidepaths

Separated Bike Lanes

Striped Bikeways

Bikeable Shoulders

Neighborhood Connector Paths

Natural Surface Trails

#### Planned Bikeways and Trails

Off-Street Paved Trails (proposed)

Sidepaths (proposed)

Separated Bike Lanes (proposed)

Striped Bikeways (proposed)

Bikeable Shoulders (proposed)

Shared Roads (proposed)

Natural Surface Trails (proposed)

Table 6: Bicycle Facility Recommendations				
Street	From	To	Facility Type	Bikeway Type
Aston Manor Drive	Sheffield Manor Drive	Briggs Chaney Road	Striped Bikeway	Conventional Bike Lane
Ballinger Drive	Wexhall Drive	Robey Road	Striped Bikeway	Conventional Bike Lane
Briggs Chaney Road (1)	Intercounty Connector Trails	Old Columbia Pike	Separated Bikeway	Sidepath (north side)
Briggs Chaney Road (2)	Intercounty Connector Trails	Old Columbia Pike	Separated Bikeway	Sidepath (south side)
Castle Boulevard	Castle Ridge Circle	Briggs Chaney Road	Separated Bikeway	Separated Bike Lane
Columbia Pike (US 29) (1)	Northern Plan Boundary	Southern Plan Boundary	Separated Bikeway	Sidepath (east side)
Columbia Pike (US 29) (2)	Briggs Chaney Road	Fairland Road	Trail	Off-Street Trail (east side)
East Randolph Road/Cherry Hill Road	Plum Orchard Drive	Serpentine Way	Striped Bikeway	Conventional Bike Lane
East Randolph Road	Columbia Pike	Fairland Road	Separated Bikeway	Sidepath
Fairland Road (1)	Old Columbia Pike	East Randolph Road	Striped Bikeway	Conventional Bike Lane
Fairland Road (2)	Briggs Chaney Road	East Randolph Road	Separated Bikeway	Sidepath
Gateshead Manor Drive	Aston Manor Drive	Briggs Chaney Road	Striped Bikeway	Buffered Bike Lane
Greencastle Road (1)	Eastern Plan Boundary	Old Columbia Pike	Striped Bikeway	Conventional Bike Lane
Greencastle Road (2)	Eastern Plan Boundary	Old Columbia Pike	Separated Bikeway	Sidepath
Guilford Run Lane	Sheffield Manor Drive	Aston Manor Drive	Striped Bikeway	Buffered Bike Lane
Intercounty Connector (MD 200)	Prince George's County Line	Cloverly Policy Area	Trail	Off-Street Trail
Musgrove Road	Fairland Road	Old Columbia Pike	Separated Bikeway	Sidepath
Old Columbia Pike (1)	Tolson Place	Tech Road	Striped Bikeway	Conventional Bike Lane
Old Columbia Pike (2)	Tolson Place	Tech Road	Separated Bikeway	Sidepath
Robey Road	Greencastle Road	Briggs Chaney Road	Separated Bikeway	Sidepath
Sheffield Manor Drive	Guilford Run Lane	Aston Manor Drive	Striped Bikeway	Buffered Bike Lane
Tech Road	Broadbirch Drive	Old Columbia Pike	Separated Bikeway	Separated Bike Lane
Wexhall Drive	Greencastle Road	Ballinger Drive	Striped Bikeway	Buffered Bike Lane
Little Paint Branch Trail	N/A	N/A	Trail	Off-Street Trail
Greencastle Trail	Little Paint Branch Trail	Greencastle Road	Trail	Off-Street Trail
Edgewood Neighborhood Park Paths	N/A	N/A	Trail	Off-Street Trail
Stonehedge Local Park Paths	N/A	N/A	Trail	Off-Street Trail

### 3.C.4. Transit Network Recommendations

1. MCDOT and MDOT SHA should jointly produce a comprehensive corridor study and plan that considers the following recommended solutions to realize the Plan's vision for Columbia Pike (U.S. 29) north of Tech Road:
  - a. MCDOT and MDOT SHA, as transportation implementation agencies, and Montgomery Planning, through the review of development applications, should prioritize transit movement on U.S. 29.
  - b. Build high-quality, dedicated BRT lanes on U.S. 29 through the master plan corridor and connect to transitways beyond. This Plan

recommends a preference for median-running dedicated transit lanes on to match this expected future BRT lane configuration south of Tech Road. However, interim design alternatives consistent with the implementation of dedicated lanes to the south of the plan area are acceptable as a staged approach. The plan emphasizes flexibility in implementation for the near term as the studies are conducted for future phases of the corridor's FLASH BRT program.

- c. Complete high-quality, frequent BRT service on East Randolph Road, connecting to rail stations, BRT transitways, and local bus routes. A future East Randolph Road/Cherry Hill



Road BRT station at U.S. 29 should be constructed as an interchange station with the existing U.S. 29 Flash BRT service to accommodate efficient transfers. Dedicated BRT lanes should be considered for this future BRT route.

- d. MDOT SHA and MCDOT should build the extension of the Flash BRT route north from Burtonsville to Columbia and greater Howard County.
- e. Expand on the BRT stations proposal recommendation from the *Master Plan of Highways and Transitways* (MPHOT) to establish or enhance BRT stations at key Columbia Pike intersections: Tech Road (existing), East Randolph Road/Cherry Hill Road (proposed), Fairland Road (proposed), Briggs Chaney Road (proposed) and Greencastle Road (proposed). Facility feasibility studies should be conducted to determine the phasing of implementation to ensure land use supports the construction of new stations. Major new developments within a quarter-mile of a proposed station location producing 200 or more peak-hour person trips should conduct a feasibility study to determine if stations are warranted. (see also Map 22)
- f. Enhance existing BRT stations to provide greater all-weather protection, access, and comfort.
- g. MDOT SHA should explore tools and policies that reduce the demand for

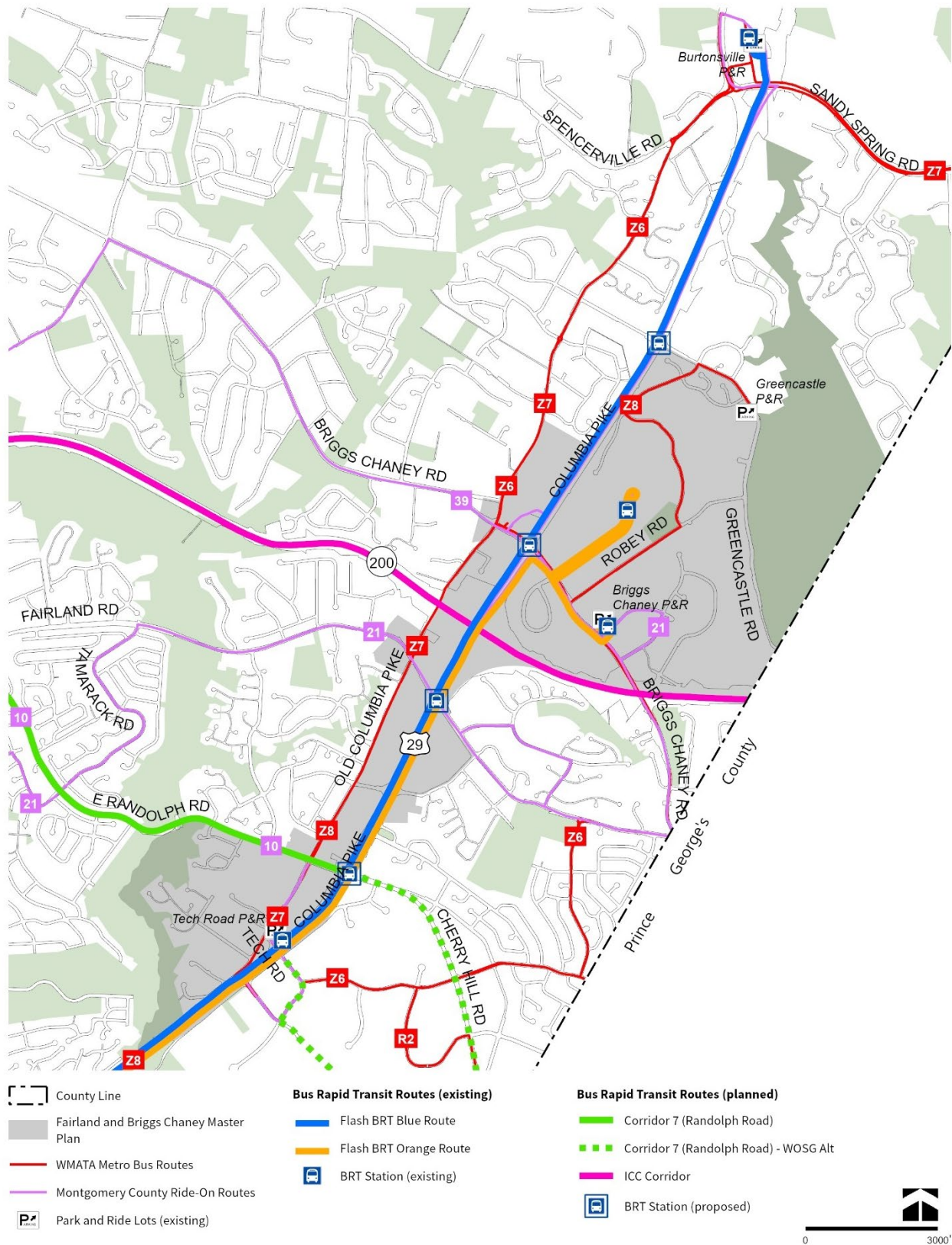
single-occupancy vehicle travel, such as incentive programs for the use of public transit, carpooling, or non-automobile travel modes, establishing high-occupancy vehicle lanes in the place of existing travel lanes on U.S. 29 and distance- or congestion-based pricing programs.

2. MCDOT should study re-routing the U.S. 29 Flash BRT service along Robey Road and Greencastle Road to replace the existing alignment on Castle Boulevard. In addition to the existing BRT station at the East County Community Recreation Center, new BRT stations should be considered along this route at or near the intersections of Robey Road/Ballinger Road and Robey Road/Greencastle Road, and at the Greencastle Road Park and Ride lot.
3. Enhance existing BRT stops and park-and-ride facilities as “mobility hubs” for multi-modal, last-mile connectivity options to transform and contribute to the character of the surrounding neighborhood, including public artworks, interpretative signage, adequate seating, charging stations, bicycle storage, green space, shade, and solar panels.

### **3.C.5. Travel Demand Management**

1. This Plan recommends a 30% Non-Auto Driver Mode Share (NADMS) for all new development, residential and commercial, in the plan area based on the area’s future transit service and connectivity opportunities.

Map 22: Existing and Planned Transit



### 3.D COMMUNITY HEALTH AND CULTURE

#### 3.D.1. Community Health and Culture Goals

This Master Plan envisions greater systems of accountability that minimize disparities and enhance the well-being of all residents. Networks are sustained and considered successful when public resources are leveraged with working partnerships that reenforce social resilience and foster healthy community development.

The goals of the Plan's community health and culture recommendations apply an equity lens to the living conditions and local economy (e.g., education, business development, employment, housing, and income) of the people that live, work, shop, play, and visit the plan area, especially in the aftermath of a pandemic.

Goals of the Plan's community health and culture recommendations include:

- **Develop Sustainable and Supportive Healthy Food Systems** – space for local food production, manufacturing, distributing, community-scale composting, public training facilities, drinking fountains, wayfinding, signage, solar panels, and greenhouses.
- **Increase Access to Resources and Community Connectedness** – identifiable and accessible Activity Centers, public facilities that strengthen a sense of community, cultural resources, community landmarks, public artworks, outdoor seating, community engagement, and multicultural/multigenerational programming.
- **Support Job Growth & Business Development** – workforce development, financing, increased awareness and

support for local businesses and artists, training opportunities for entrepreneurs, job growth, and increased opportunities to earn higher wages.

#### 3.D.2. Community Health and Culture Recommendations

1. The Montgomery Parks Community Gardens Program, serving as the food systems subject matter expert, should work in collaboration with commercial property owners, farmers' market cooperatives, homeowners' associations, the Montgomery County Food Council, Montgomery County Office of Agriculture, Montgomery County Office of Food Systems Resiliency, community development corporations, community centers, food providers, and distributors to conduct a food system study or assessment of the plan area to identify existing components and areas of potential support for a robust local food system, including growing, processing, distribution, sales, consumption, and waste management.
  - a. One potential area of study could be establishment of a local food system and sustainability hub, or Agriculture-Technology Facility, that includes demonstration and/or community gardens, educational programming, garden-produce sharing, and direct-to-consumer sales, as well as opportunities for research and development of new trends in climate resilient sustainable systems or communities.

2. Once a robust local food system is established, the Montgomery County Department of Environmental Protection (MCDEP), Montgomery County Food Council, Montgomery County Office of Agriculture, and Montgomery County Office of Food Systems Resiliency, should connect with other partners to promote the Fairland and Briggs Chaney local food system to a larger regional network for green job opportunities and industrial, manufacturing, and ‘maker spaces’ for budding food-based businesses.
3. Montgomery Parks and Montgomery Planning should work with MCDEP, WorkSource Montgomery and other partners to promote green job opportunities in the plan area, consistent with the *Montgomery County Climate Action Plan* and *High Road Inclusion Framework for an Equitable, Climate-Ready Economy*.
4. Montgomery Planning should support the establishment of a Community Advisory Committee to help realize community-centered aspects of the Plan. The committee should work in coordination with the Eastern Montgomery Regional Services Center to build greater community understanding, advocacy, and engagement in the planning process, public improvements, and overall community health and well-being. Additional guidance for the committee is provided in the Implementation chapter of this Plan. (see Section 5.D)
5. Montgomery Planning should support the establishment of a pilot program for

community education and engagement in the planning process.

### 3.E PARKS AND PUBLIC OPEN SPACE

#### 3.E.1. Parks and Public Open Space Goals

This Master Plan seeks to expand upon the high-quality parks and open spaces in and around the plan area by recommending new and improved connections between parkland, neighborhoods, and commercial areas. Activating and improving the condition of existing parks is another objective of the Plan to ensure that public parkland and open space is open, inviting, and exciting for area residents, workers, and visitors.

This Plan recognizes that social engagement and community building are basic purposes of parks and recreation amenities, which should strive to serve residents in an equitable way. This Plan promotes vigorous physical activity for all ages, abilities, and cultures. The goal in this Plan is to provide high-quality parks, open spaces, and recreation amenities that are integrated into the community by using a system of publicly and privately owned spaces to deliver the needed amenities and programs.

The goals for public open space in the plan area are as follows:

- Increase access to parks and public open space for the community.
- Create spaces that foster community engagement and social cohesion.
- Focus on the specific needs and desires of an increasingly diverse population and of historically underserved communities.
- Use public parks to tell the story of Montgomery County’s history, culture and natural resources through signage and programming.



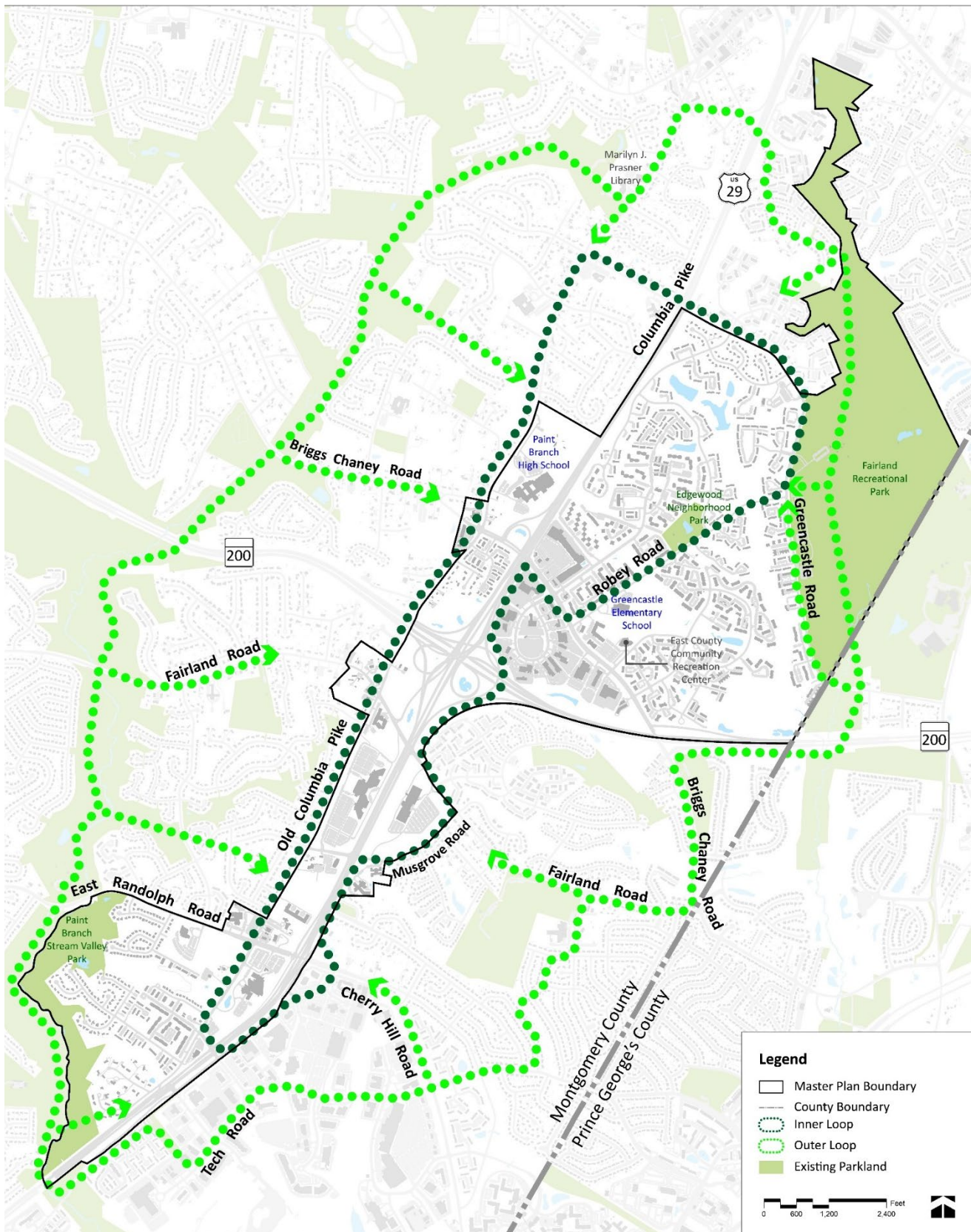
### **3.E.2. Parks and Public Open Space Recommendations**

1. Establish a network of public open spaces that provide a variety of social gathering spaces, recreational amenities, and environmental stewardship. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application.
2. Require a minimum of 10% contiguous public open spaces for the establishment of anchor destinations within Activity Centers during redevelopment.
3. Establish trail or bicycle connections to parks and open spaces from adjacent neighborhoods. A connection that should be considered by Montgomery Parks is access from the Rolling Acres neighborhood into Paint Branch Stream Valley Park and to Martin Luther King, Jr. Recreational Park.
4. Establish a bi-county approach to the planning, improvement, operations, and maintenance of Fairland Recreational Park (operated by Montgomery Parks) and Fairland Regional Park (operated by Prince George's Department of Parks and Recreation). Existing natural resources should be, while additional activities and amenities that serve the diverse community should be considered.
5. Undertake a park study, in partnership with the Prince George's County Department of Parks and Recreation, to formulate recommendations for enhancing Fairland Recreational Park and Fairland Regional Park as a major regional

destination. The park study should consider the following:

- a. Adding more activities and amenities for families and children.
  - b. Establishing better access points into the park from surrounding neighborhoods.
  - c. Expanding and formalizing the existing park access trail from the Bentley Park community on Camley Way.
  - d. Creating a more direct paved pathway and pedestrian bridge between Montgomery County and Prince George's County that traverses the southern portion of the park.
6. Add and enhance amenities in all existing and new parks and open spaces to serve diverse populations and interests by offering a range of recreational opportunities, social gathering spaces, and nature enjoyment, such as designing gathering spaces that accommodate various sports, holiday observations, and cultural or ethnic festivities.
  7. Montgomery Parks, MCDEP, and other food system centric local government agencies and organizations should work to enhance Edgewood Neighborhood Park as a resource for local food production and education in the community. Recommended park improvements include:
    - a. Conformance to ADA guidelines.
    - b. A community garden space with a preference for users within walking or rolling distance (within a 2- to 5-mile radius of the park).

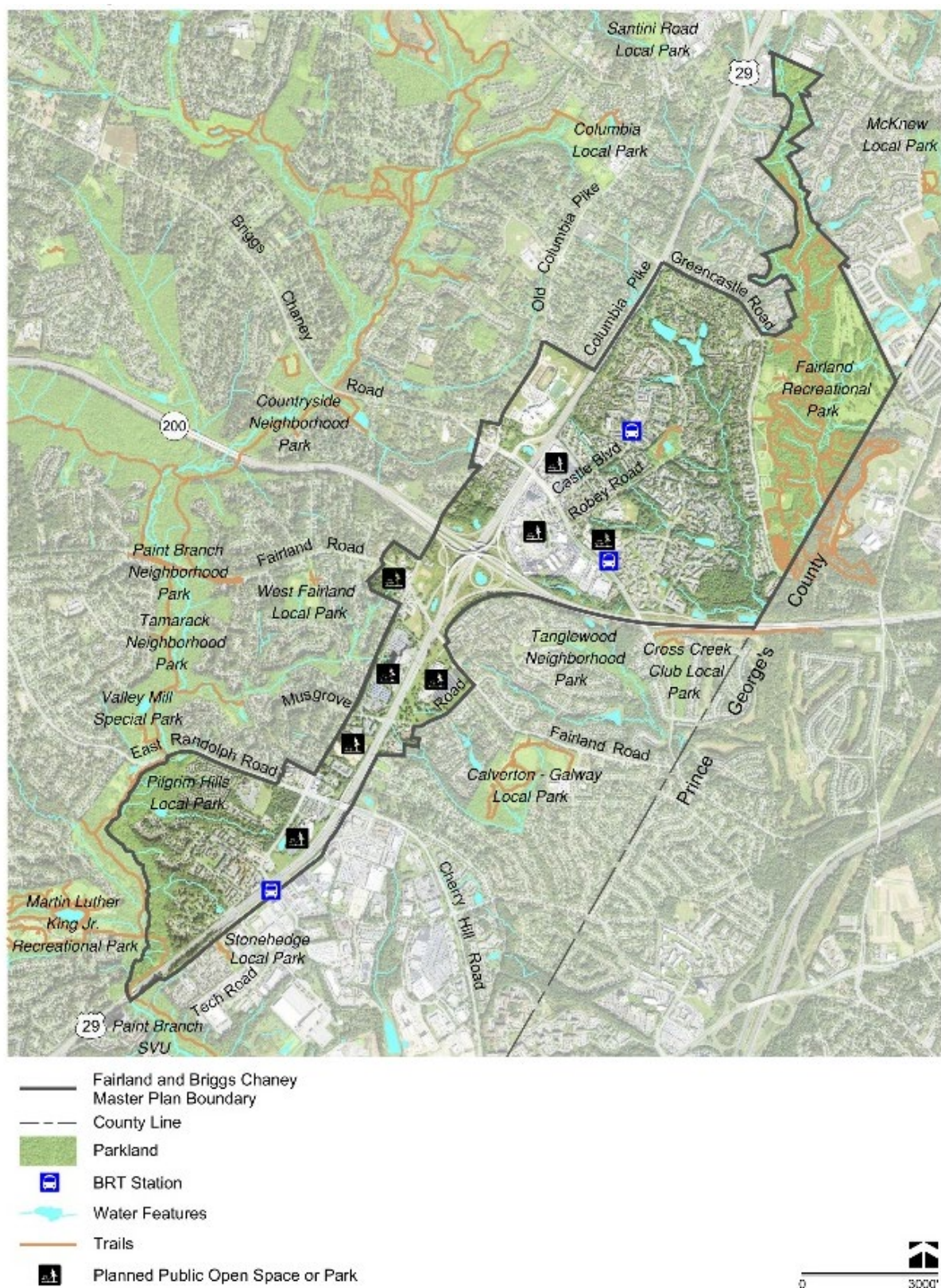
Map 23: Inner and Outer Active Transportation Loops



8. Fill the gaps in services and amenities based on Energized Public Spaces (EPS) analysis to provide a full system of recreational amenities, parks, and open spaces with multiple functions accommodating multiple needs distributed throughout the community.
9. Implement the recommendations of the *Montgomery County Climate Action Plan* as they pertain to parkland and open space in the plan area such as, expanding electric vehicle charging stations and solar infrastructure, introducing community gardens, retaining forests, restoring and enhancing meadows and wetlands, and expanding green stormwater infrastructure and public gathering spaces.



Map 24: Existing and Planned Parks and Open Space





## 3.F ENVIRONMENT

### 3.F.1. Environment Goals

The Plan envisions an environmentally resilient and socially connected community that lives and thrives in a changing climate and world. It seeks to extend the benefits of its exceptional environmental features to the built environment such that there is improved community health with the ability to withstand climate risk.

The Plan seeks to protect natural resources and encourage growth that:

- Improves environmental quality by protecting sensitive areas, enhancing exceptional natural habitats, and ensuring the highest quality of landscape design and maintenance.
- Incorporates the natural environment into the built environment, public pathways, and gathering spaces in a way that ensures its long-term viability and improves quality of life for residents, workers, and visitors.
- Remedies historical injustices and unfair practices that created environmental challenges for those most sensitive to a changing climate and least able to adapt.
- Encourages building and landscaping designs that reduce the use of energy and water and increases resiliency to extreme weather events.

### 3.F.2. Environmental Recommendations

1. Increase tree canopy coverage through the planting of trees and forest stands on private property. Priority should be given to areas with excessive impervious surface and within the public realm.

- a. All public gathering spaces on private property and pedestrian corridors in the public right-of-way should provide a minimum of 60% tree canopy coverage.
  - b. Areas of surface parking lots on public and private properties should provide at least 50% tree canopy coverage.
  - c. Soil volume levels, appropriate tree selections, and water access within planted areas must be sufficient to allow for a healthy and long-lasting canopy.
  - d. Shade trees planted within stormwater treatment areas or other areas not required by code should count toward the Plan's coverage targets.
  - e. Other shade or 'cool' design structures or techniques that reduce heat island effect may be acceptable as an alternative if adequate tree plantings are infeasible.
2. Undertake design efforts to retain small forests and large individual trees as development takes place.
  3. Encourage the introduction of depressed tree islands in parking lots to ensure survivability of trees and plantings and to capture stormwater, using best management practices. Safety of these facilities should be ensured to avoid unintentional harm to people or vehicles.
  4. Repair and enhance stormwater management systems to modern standards through redevelopment to improve and better complement the built environment.

5. Require modern green infrastructure practices using nature-based solutions on all newly developing and redeveloping properties. Practices should prioritize the retention of runoff for the benefit of onsite plantings, particularly shade trees.
6. Encourage on-site energy generation systems such as wind, solar, and geothermal technologies to new and redeveloping buildings and sites.
7. Drastically reduce urban heat island effect to improve community safety, comfort, and experiences in Activity Centers by retaining stormwater within landscaped areas, increasing tree canopy and shade structures, converting impervious surfaces and hardscapes to micro-infiltration areas, and requiring 'cool', (i.e., light-colored or reflective) rooftops, pavements, cool streets, cool facades, and other heat-reducing construction techniques in the public realm.
8. Redevelopment of property within the Upper Paint Branch Special Protection Area Overlay Zone must meet the water quality standards of the overlay zone by employing best management practices for water quality protection to the greatest extent possible.

### 3.G COMMUNITY FACILITIES

#### 3.G.1. Community Facilities Goals

- Increase access to higher education, continuing education, and workforce training and certification for residents and workers in the plan area.
- Preserve the East County Community Recreation Center as a community

resource and promote opportunities to accommodate programming for the community with future renovation or expansion of the building.

- Improve safety and accessibility to community facilities by walking, rolling, and transit.
- Ensure that the public schools serving the plan area have plausible options to be able to accommodate the growth envisioned by this plan.

#### 3.G.2. Community Facilities Recommendations

1. Establish a Resilience Hub and Environmental Learning Center that serves the community and provides a destination with reliable electricity, potable water, temporary shelter, food, indoor heating or cooling, social services, workforce development, training opportunities, and fellowship during public emergencies.
  - a. Potential Hub partners could include: the Eastern Montgomery Regional Services Center, the Montgomery County Department of Health and Human Services, Montgomery County Department of General Services (MCDGS), Office of Emergency Management and Homeland Security (OEMHS), MCPS, FRS, DPS, Montgomery College, and the Montgomery County Department of Recreation, and other public and non-governmental services agencies.
2. The East County Community Recreation Center grounds should be retrofitted to include outdoor recreation amenities such

as open space, an outdoor athletic field, play space, nature trail, community gardens, and pollinator gardens.

3. Consider expanding indoor capacity at the East County Community Recreation Center and explore ways to optimize existing public open space and natural features for additional outdoor programs and amenities.
4. If Montgomery College locates a new full-service campus in East county, several sites could accommodate the size, scale, and operations to support campus activities within the plan area. Possible locations include the Auto Sales Park on Briggs Chaney Road, the Verizon properties on U.S. 29, or a site near the intersection of Columbia Pike (U.S. 29) and East Randolph Road, should one of these sites be available or of interest to the college.
5. Given the lack of additional elementary school sites owned by Montgomery County Public Schools (MCPS) in the vicinity, and the diminishing availability of large parcels of land in general, opportunities to obtain an additional elementary school site should be sought before the actual need arises, including but not limited to the following options:
  - a. MCPS should consider the Fairland Center as an additional elementary school site that can serve the Plan area and vicinity and seek to relocate the holding facility to an alternate location.
  - b. MCPS should consider the possibility of retrofitting a non-traditional site,

## Resilience Hub

*Resilience hubs are defined as community-serving facilities augmented to support residents and coordinate resource distribution and services before, during, and after a natural hazard event or limited food accessibility. These facilities are unique to the communities they serve, have well-established and trusted relationships, provide year-round services and programs, and reduce the burden on local emergency response teams. Financial investments in existing facilities foster greater community cohesion and increase the effectiveness of community-centered institutional programs.*

*Resilience hubs empower strong leadership and help communities to become more self-determining, socially connected, and environmentally resilient. Some of the key components of a resilience hub include: a building that is actively used, adequate staffing and community support (the desire to help or volunteer), resources that meet the community's needs in extreme events, year-round communication/operations, and reliable energy systems.*

such as vacant office or commercial space, into an adaptive reuse school facility, or acquiring a place of worship site seeking to relocate or close.

- c. MCPS should pursue acquisition, reservation, or dedication of land as part of property redevelopment at the Auto Sales Park, the Verizon office and data center, or some other vacant or unoccupied property of appropriate size beyond the Master Plan area.

## **3.H HISTORIC PRESERVATION AND CULTURAL RESOURCES**

### **3.H.1. Historic Preservation and Cultural Resources Goals**

Historic preservation recommendations provide for the identification, designation, preservation and continued use and enhancement of sites and districts of historical or cultural value to enhance the quality of life in the plan area, safeguard its historical and cultural heritage, and foster civic beauty, an appreciation of the past and a sense of place for its residents.

### **3.H.2. Historic Preservation and Cultural Resources Recommendations**

1. Interpret historical and cultural resources using signage along roadways, pathways, trails, and within public facilities (e.g., community centers, libraries, schools, etc.). Based on historical research and community conversations, potential themes for historical and cultural interpretation may include African Americans in Fairland, Farming in Fairland, Fairland Community Institutions, Evolution of Housing in Fairland, The Automobile Transforms Fairland, Sand and Gravel Mining, and Water Milling.
2. Preserve properties listed on the Master Plan for Historic Preservation and the Montgomery County Burial Sites Inventory.
3. Commemorate the Briggs Chaney Road bridge as the Malinda Jackson Memorial Bridge. Ms. Jackson was a former enslaved woman who lived with her family in the vicinity of the current MD 200 highway

interchange with Columbia Pike (U.S. 29) and later purchased the property after her emancipation.

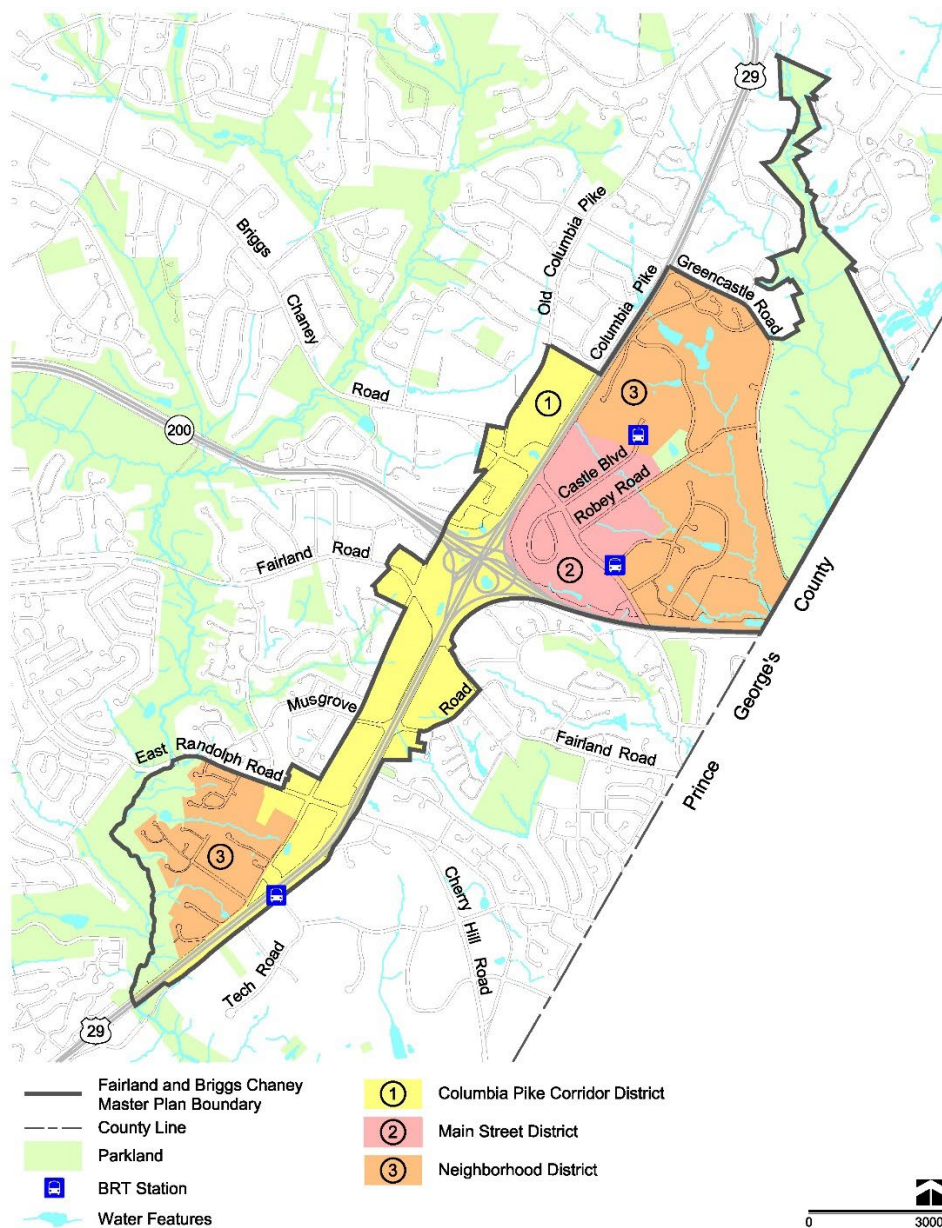


# Chapter 4. District Recommendations

The Fairland and Briggs Chaney Master Plan has three identifiable districts with varying contexts, opportunities and challenges. These districts are Columbia Pike Corridor, Main Street Corridor, and Residential Neighborhoods, as shown in Map 25.

This plan considers land use, zoning, design and potential improvements to the public realm at the district level to evaluate the existing context, develop recommendations that strengthen the corridor and adjoining communities, and explore opportunities for additional density and alternative housing prototypes.

Map 25: Plan Districts



## **4.A COLUMBIA PIKE CORRIDOR DISTRICT**

This district comprises the properties situated along Columbia Pike (U.S. 29) and Old Columbia Pike, including the Secondary Focus Areas and Activity Centers identified in the Concept Framework Plan. Columbia Pike within the plan area is a limited-access highway with both grade-separated interchanges and at-grade signalized intersections. There are no driveways or entrances accessible from Columbia Pike, though several large offices and institutions have a visible presence along the highway, including Paint Branch High School, Verizon, and the General Conference of Seventh Day Adventists World Headquarters. As the 'old road', Old Columbia Pike is a smaller-scale two-lane roadway, with direct access to the neighborhoods, religious institutions, offices, and commercial businesses situated along it.

The development scale in this district today is low-density, suburban commercial businesses and shopping centers, with a handful of larger offices buildings and institutions. Bicycle and pedestrian pathways are present on or parallel to both Columbia Pike and Old Columbia Pike, yet improvements to road crossings, comfort, and connectivity are needed. Both local bus and enhanced bus service is available, yet the predominant mode of travel is by automobile.

### **4.A.1. District Vision**

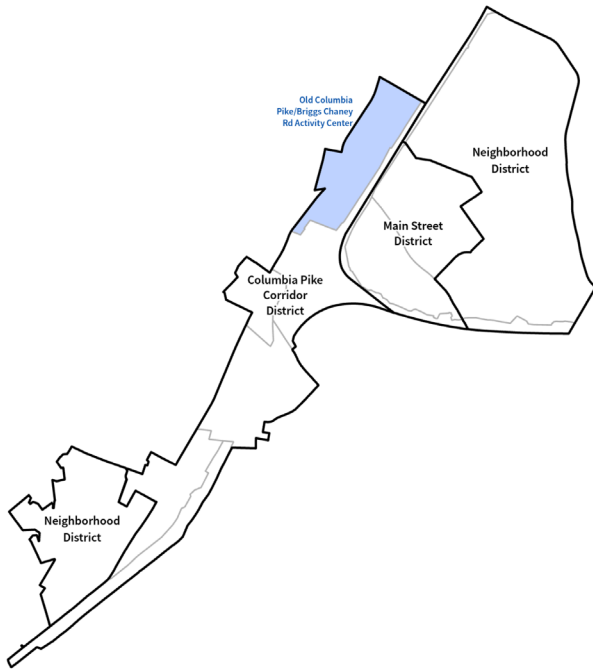
The Plan envisions development of compact, neighborhood-focused development along Old Columbia Pike within about a five-minute walk of Activity Centers located around intersections with Briggs Chaney Road, Fairland Road, Musgrove Road, East Randolph Road, and Tech Road. Public art installations, unique architectural elements, and community gathering spaces should be incorporated at each of these Activity Centers and

at Community Gateways as unique, distinguishing features (See Concept Framework Plan).

### **4.A.2. District Recommendations**

1. This Plan encourages retrofitting and adaptive reuse of landmark buildings (such as Verizon, General Conference of Seventh Day Adventists), green spaces, and pathways along Columbia Pike (U.S. 29) to establish new mixed-use developments (multiple uses integrated either vertically or horizontally on-site) and allow transitions from large, single-use buildings into more compact, walkable, neighborhood-focused developments.
2. New roadway infrastructure projects along Columbia Pike (U.S. 29) and Old Columbia Pike (e.g., sidewalks, paths, intersections, crosswalks, BRT stations, bridges) should include public art and design features that enhance the pedestrian experience and quality of life.
3. Underground utilities along Old Columbia Pike and Tech Road through private development and/or public projects to allow for increased tree plantings and improved streetscapes. Short lengths of targeted utility undergrounding should be considered at major intersections to allow for increase shading and cooling from large canopy trees, where people wait to cross intersections in vehicles and at crosswalks.
4. Revise the Transferable Development Rights (TDR) Overlay zone to exclude the interchange of U.S. 29 and MD 200 right-of-way (Tax Account #00268004).

#### 4.A.3. Old Columbia Pike and Briggs Chaney Activity Center



This area is envisioned as a mixed-use, neighborhood-serving Activity Center through potential future redevelopment of the retail shopping center (Briggs Chaney Center) at the southwest corner and existing homes and medical office at the northeast corner.

This Activity Center is consistent with the Smaller Centers of the Thrive Montgomery 2050 Growth Map, which are generally characterized by low- to medium-density residential neighborhoods, with clusters of commercial activity, including shopping centers and neighborhood-serving retail.

Figures 7 and 8, below, show conceptual illustrations for a possible realization of the Plan's vision in this Activity Center.

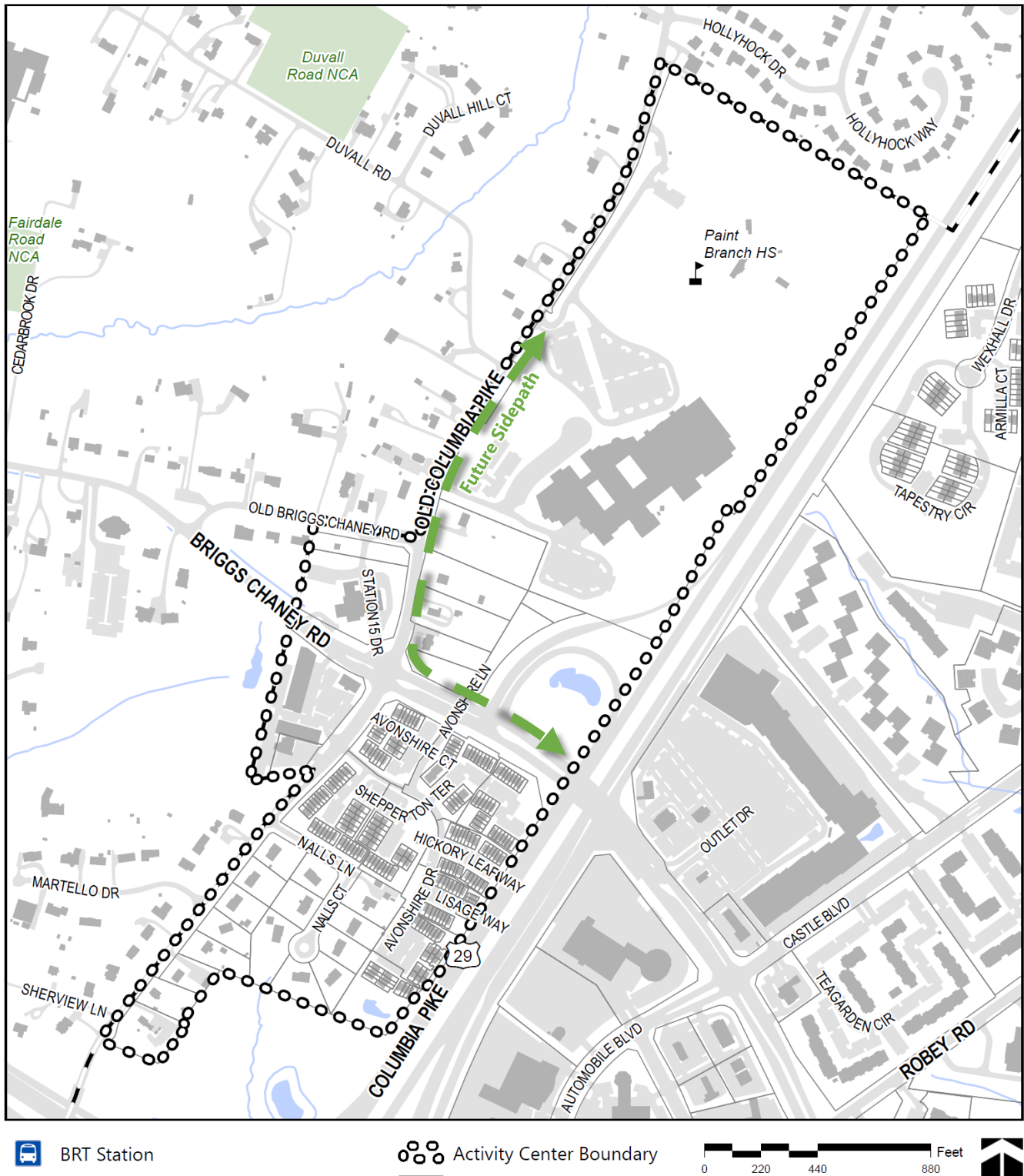
##### Recommendations

1. Encourage redevelopment of properties toward a more compact, mixed-use neighborhood-serving Activity Center,

with new buildings fronting the street and generous, pedestrian-oriented landscape and amenity zones. Parking, refuse and loading areas, and drive aisles should be located behind buildings.

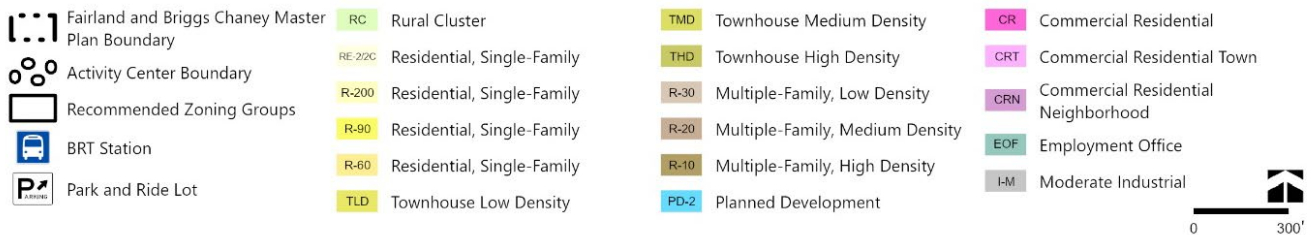
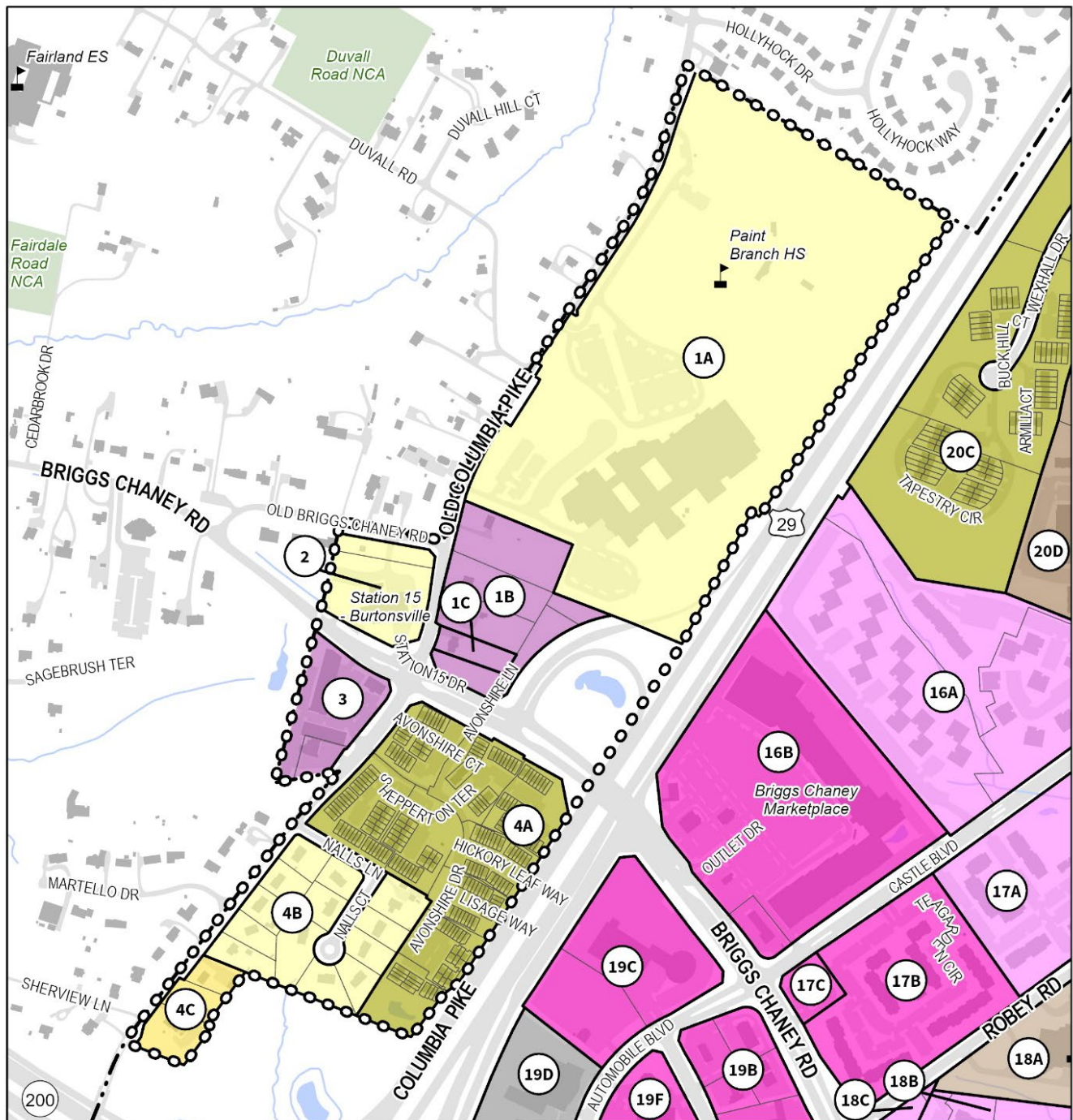
2. Create a sidepath along the east side of Old Columbia Pike and north side of Briggs Chaney Road, between Paint Branch High School and the west side of the Briggs Chaney Road bridge over Columbia Pike (U.S. 29), that provides a safe and comfortable pedestrian connection between the high school and the bridge. The sidepath should be designated for public use and dedicated as public right-of-way when redevelopment occurs on adjacent properties and/or purchased by agreement with affected property owners. Streetscape designs should meet the regulated design standards of MCDOT. (see also Map 26)

Map 26: Old Columbia Pike and Briggs Chaney Activity Center Detail





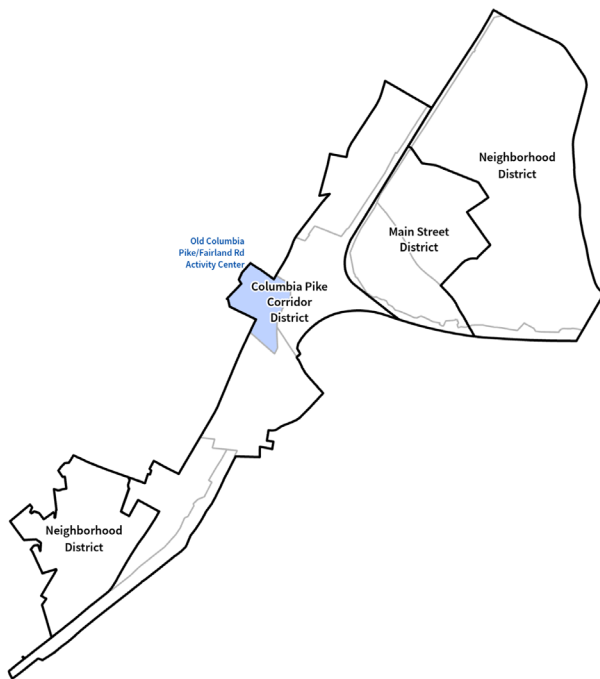
Map 27: Old Columbia Pike and Briggs Chaney Activity Center Recommended Zoning



**Table 7: Old Columbia Pike and Briggs Chaney Activity Center Zoning Recommendations**

Map Number	Existing Zoning	Recommended Zoning	Justification
1A	R-200	R-200	Confirm existing zoning
1B	R-200	CRN-1.5 C-1.25 R-1.25 H-75	Allow for small-scale, mixed-use development
1C	EOF-1.5 H-75	CRN-1.5 C-1.25 R-1.25 H-75	Allow for small-scale, mixed-use development
2	R-200	R-200	Confirm existing zoning
3	NR-0.75 H-45	CRN-1.0 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
4A	RT-12.5	THD	Update similar townhome zone from pre-2014 RT zone.
4B	R-200	R-200	Confirm existing zoning
4C	R-60	R-60	Confirm existing zoning

#### 4.A.4. Old Columbia Pike and Fairland Activity Center



This intersection is envisioned as a mixed-use, neighborhood-serving Activity Center with the potential redevelopment of the existing commercial shopping center south of Fairland Road, two gas stations, and their adjacent properties on the west side of Old Columbia Pike and infill development of a vacant MDOT SHA right-of-way area on the northeast corner of the intersection.

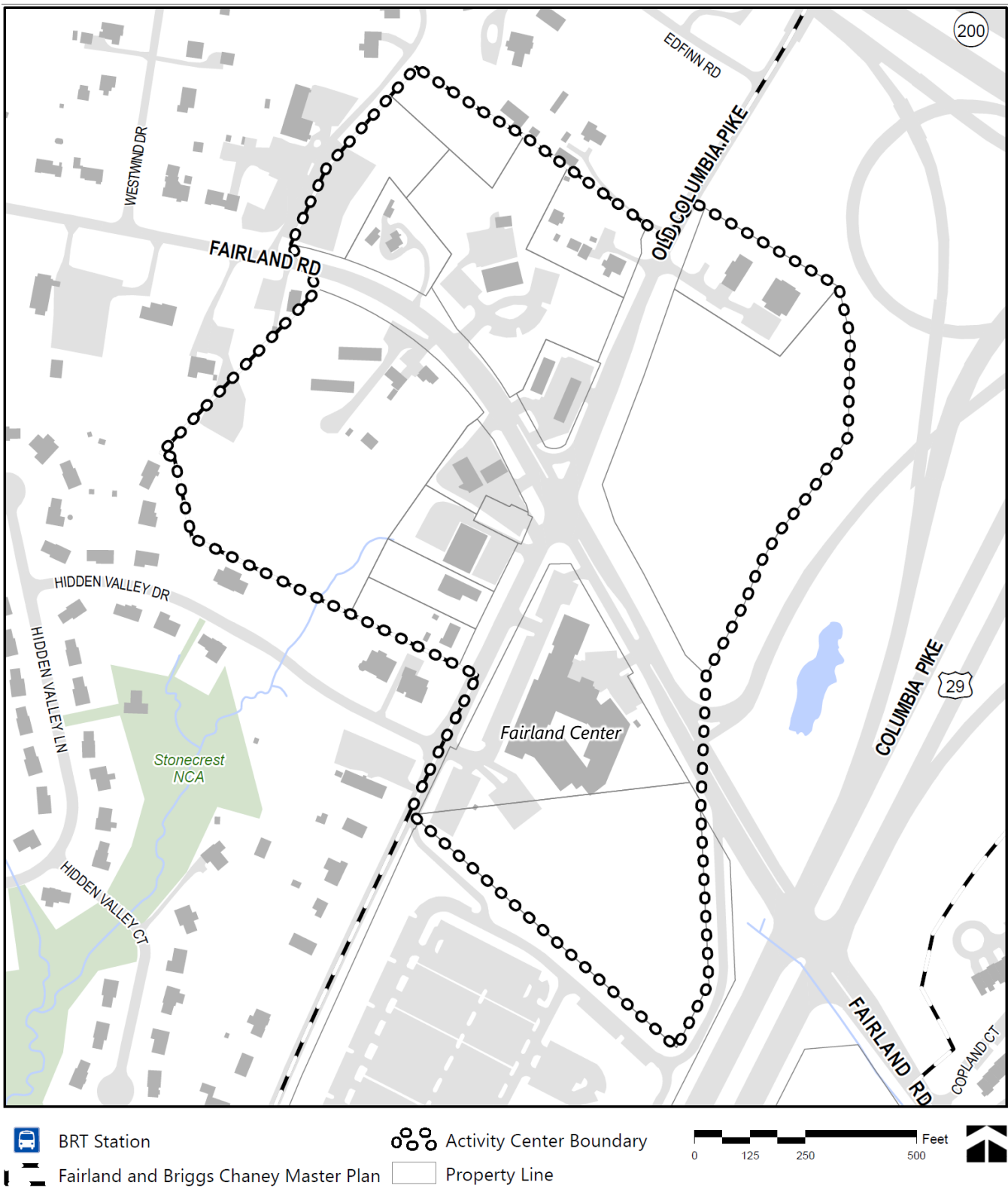
This Activity Center is consistent with the Smaller Centers of the Thrive Montgomery 2050 Growth Map, which are generally characterized by low- to medium-density residential neighborhoods, with clusters of commercial activity, including shopping centers and neighborhood-serving retail.

Figures 7 and 8 show conceptual illustrations for a possible realization of the Plan's vision in this Activity Center.

#### Recommendations

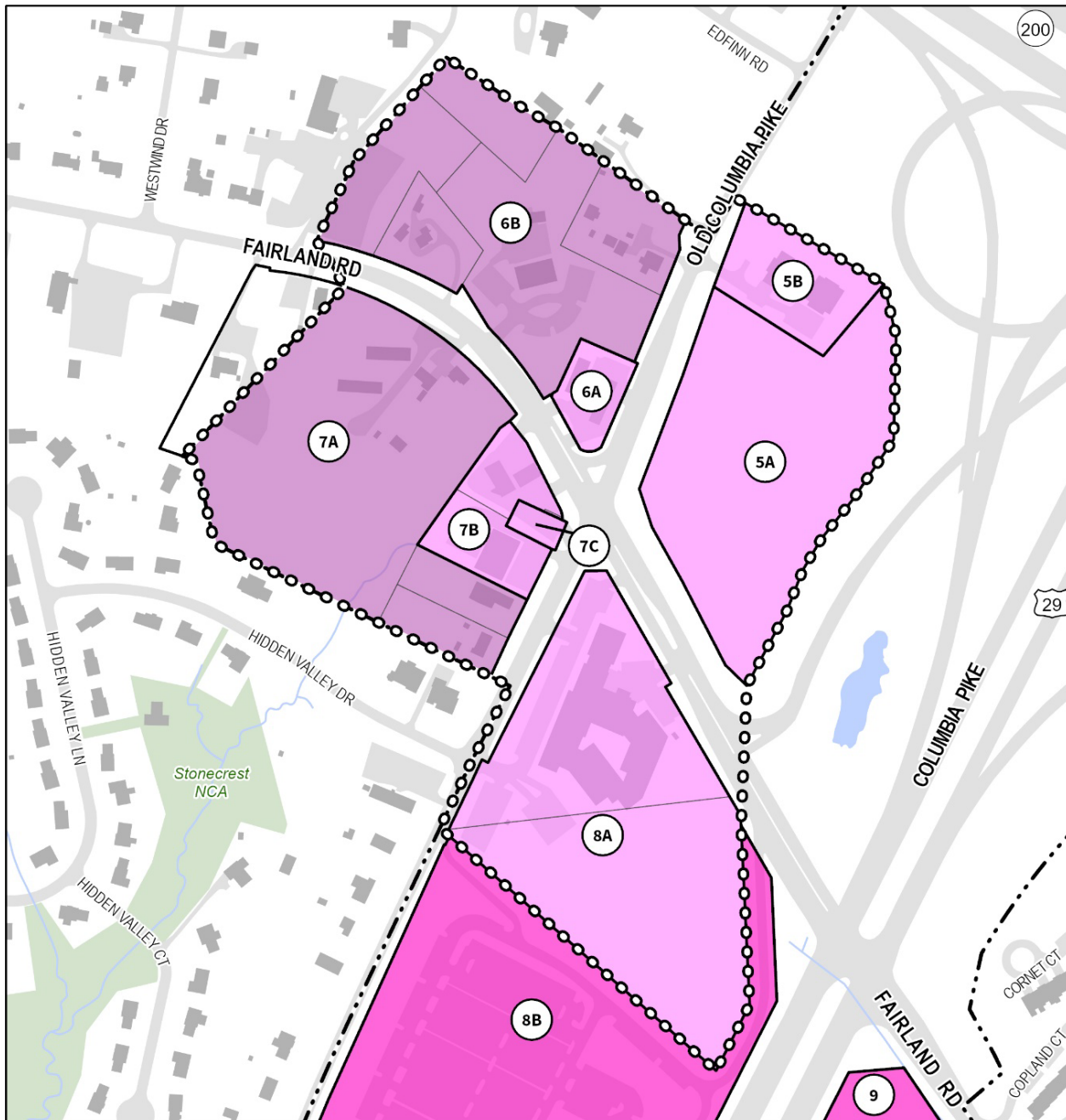
1. Support redevelopment of properties to create a compact, mixed-use, neighborhood-serving Activity Center focused on the intersection of Old Columbia Pike and Fairland Road.
2. Apply the 'Town Center' context area of the Complete Street Design Guide (CSDG) to encompass the entirety of this Activity Center and assign the Town Center Street roadway classification within this context area, as shown in Map 19.
3. If there are extended periods of idle time when Fairland Center is not in use as a holding school, MCPS should consider short-term leasing of the space for other users, with priority given to programs that would benefit the educational opportunities of the surrounding community, such as after school extracurricular activities or community meeting space. The Fairland Center is one of the five holding facilities MCPS utilizes to host schools that are undergoing major capital projects or large-scale addition projects. MCPS intends to maintain its use as a holding facility for the foreseeable future to ensure that there is space to relocate students and staff during construction.

Map 28: Old Columbia Pike and Fairland Activity Center Detail





Map 29: Old Columbia Pike and Fairland Activity Center Recommended Zoning



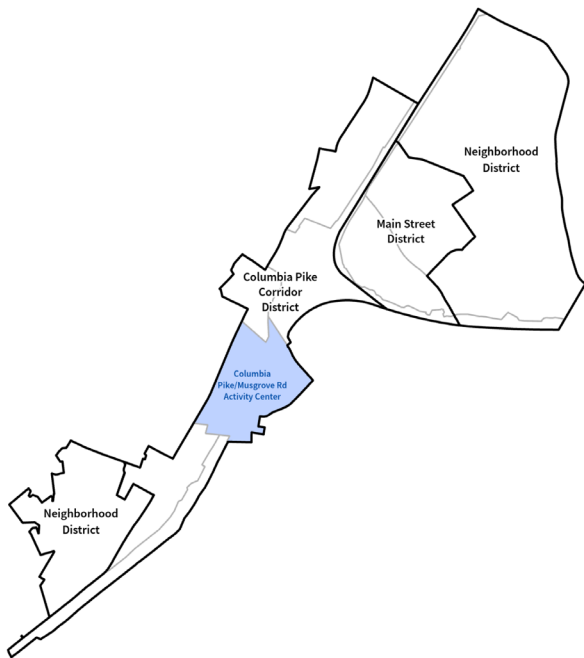
- |   |                                   |                                      |   |
|---|-----------------------------------|--------------------------------------|---|
| Fairland and Briggs Chaney Master Plan Boundary | RC Rural Cluster                  | TMD Townhouse Medium Density         | CR Commercial Residential               |
| Activity Center Boundary                        | RE-22C Residential, Single-Family | THD Townhouse High Density           | CRT Commercial Residential Town         |
| Recommended Zoning Groups                       | R-200 Residential, Single-Family  | R-30 Multiple-Family, Low Density    | CRN Commercial Residential Neighborhood |
| BRT Station                                     | R-90 Residential, Single-Family   | R-20 Multiple-Family, Medium Density | EOF Employment Office                   |
| Park and Ride Lot                               | R-60 Residential, Single-Family   | R-10 Multiple-Family, High Density   | IM Moderate Industrial                  |
|   | TLD Townhouse Low Density         | PD-2 Planned Development             |   |

0 300'

**Table 8: Old Columbia Pike and Fairland Activity Center Zoning Recommendations**

<b>Map Number</b>	<b>Existing Zoning</b>	<b>Recommended Zoning</b>	<b>Justification</b>
5A	Public Right-of-Way	CRT-1.5 C-0.75 R-0.75 H-75	Allow for medium-density, mixed-use development
5B	R-90	CRT-1.5 C-0.75 R-0.75 H-75	Allow for medium-density, mixed-use development
6A	NR-0.75 H-45	CRT-1.0 C-0.75 R-0.75 H-55	Allow for small-scale, mixed-use development
6B	R-200	CRN-1.0 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
7A	R-200	CRN-1.0 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
7B	NR-0.75 H-45	CRN-1.0 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
7C	CRT-0.75 C-0.75 R-0.25 H-35	CRN-1.0 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
8A	R-90	CRT-1.0 C-0.75 R-0.75 H-75	Allow for small-scale, mixed-use development, should this property no longer be needed as a MCPS holding school

#### 4.A.5. Columbia Pike and Musgrove Activity Center



Due to their large size and presence on Columbia Pike (U.S. 29), the properties at 13100 Columbia Pike (Verizon West) and 13101 Columbia Pike (Verizon East) have a significant impact and importance in the plan area. Notwithstanding their existing utility as major employers and regional telecommunications services providers, these properties today are developed with large areas of surface parking and open spaces that are inaccessible and disconnected from their surrounding community.

The Plan envisions both properties for potential commercial and/or residential infill development, or as a major mixed-use, neighborhood-serving Activity Center with a significant housing component, to be retrofitted with or to replace the existing buildings on the properties.

This Activity Center is consistent with the Medium Centers of the Thrive Montgomery 2050 Growth Map, which could include significant clusters of

existing or planned residential density, as well as clusters of commercial density, including large shopping centers and office campuses. Medium Centers are also likely to be close to transit.

Figure 5 shows a conceptual illustration for a possible realization of the Plan's vision in this Activity Center.

#### Recommendations

1. This Plan supports infill development of surface parking spaces at 13100 Columbia Pike (Verizon West), while retaining the existing corporate headquarters building and operations.
2. Apply the 'Town Center' context area of the Complete Street Design Guide (CSDG) to encompass the portion of this Activity Center between Fairland Road and Musgrove Road and assign the Town Center Street roadway classification within this context area, as shown in Map 19.
3. If the entire property at 13100 Columbia Pike (Verizon West) becomes available for redevelopment, this Plan supports a new compact, mixed-use district with a significant housing component.
  - a. In the event of major redevelopment of this property, a new BRT station should be considered to serve the U.S. 29 Flash service at the intersection of either Musgrove Road or Fairland Road and U.S. 29, unless already approved through redevelopment of the Verizon East property.
  - b. A minimum 3-acre contiguous public open space should be provided as part of redevelopment of this property as a public facility to new residents,

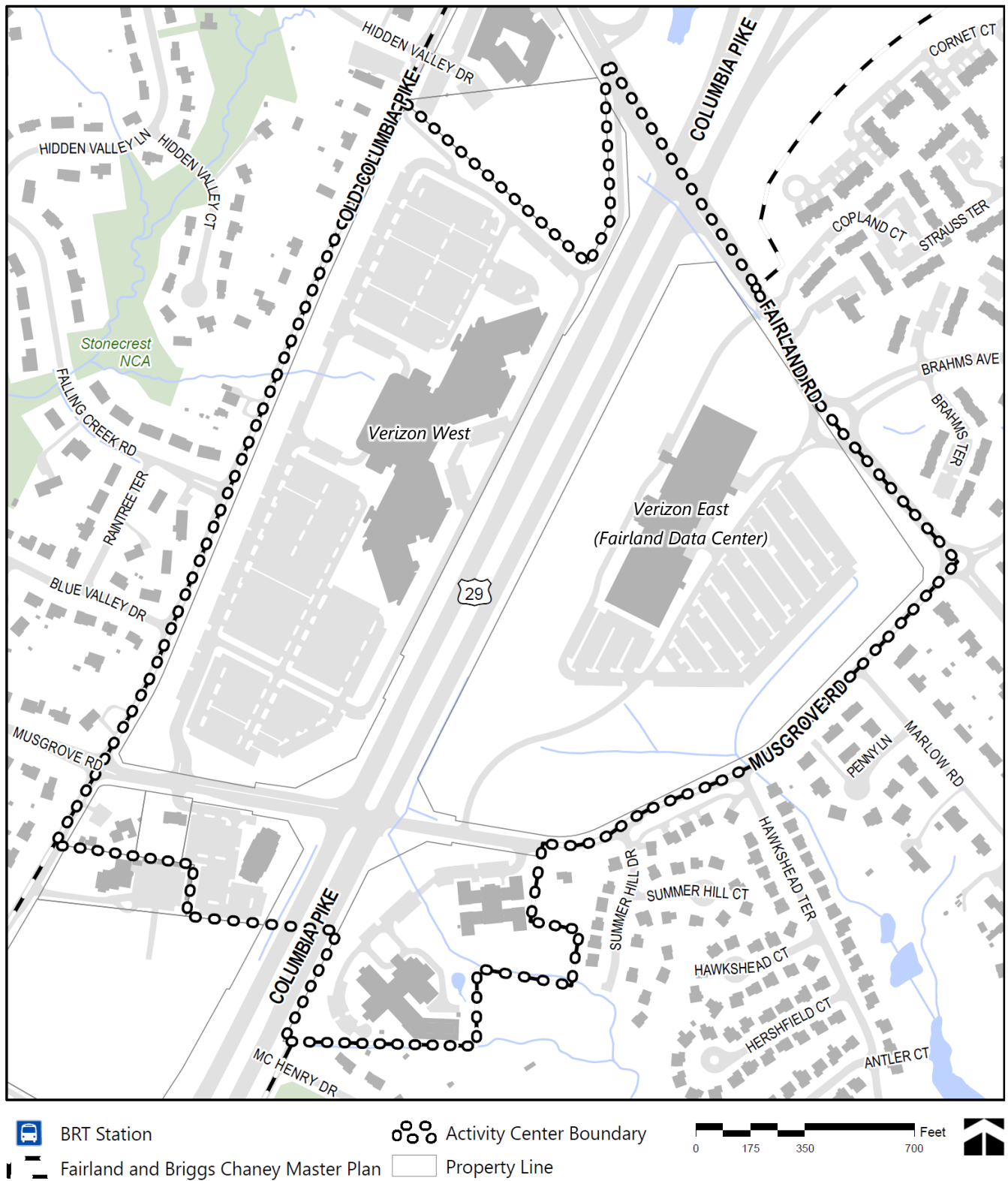
- workers, and visitors within the plan area, unless approved as part of redevelopment of the Verizon East property. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application.
4. This Plan supports adaptive reuse of the Fairland Data Center building at 13101 Columbia Pike (Verizon East), should it no longer be needed as a telecommunications data center, and supports infill development on other portions of the site as mixed-use, community-oriented development. Future infill development should not preclude expansion of the existing data center building or a separate facility elsewhere on the site.
  5. If the entire property at 13101 Columbia Pike (Verizon East) becomes available for redevelopment, this plan supports a new compact, mixed-use district with a significant housing component.
    - a. In the event of major redevelopment of this property, a new BRT station should be considered to serve the U.S. 29 Flash service at the intersection of either Musgrove Road or Fairland Road and U.S. 29, unless already approved through redevelopment of the Verizon West property.
    - b. An internal street connection should be created parallel to Columbia Pike (U.S. 29) as a part of redevelopment to alleviate new traffic impacts on Musgrove Road.
    - c. A minimum 3-acre contiguous public open space should be provided as part of redevelopment of this property as a public facility to new residents, workers, and visitors within the plan area, unless approved as part of redevelopment of the Verizon West property. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application.



Figure 5: Conceptual Illustration of the Columbia Pike and Musgrove Activity Center

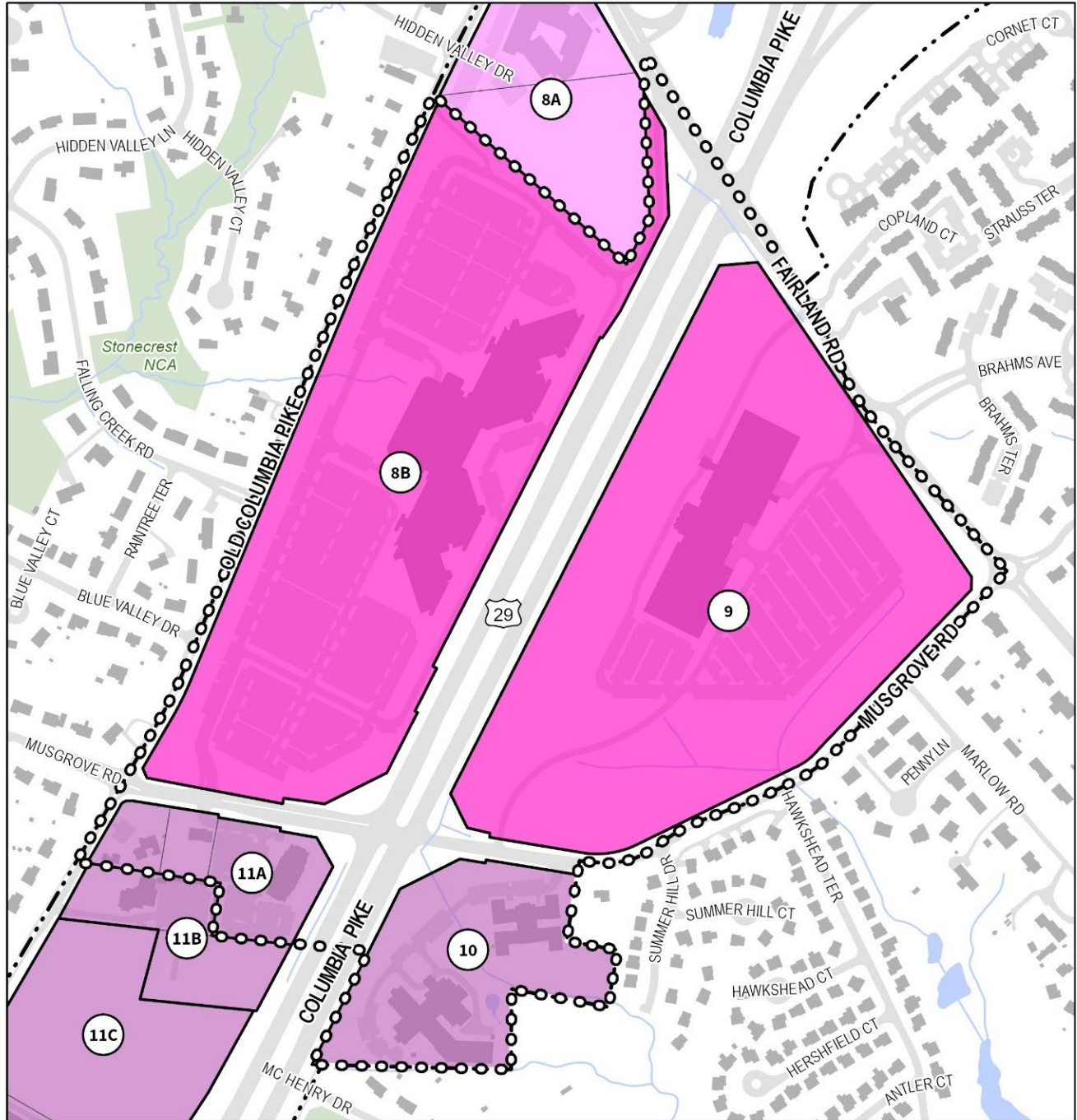


Map 30: Columbia Pike and Musgrove Activity Center Detail





Map 31: Columbia Pike and Musgrove Activity Center Recommended Zoning



- |   |                                   |                                      |   |
|---|-----------------------------------|--------------------------------------|---|
| Fairland and Briggs Chaney Master Plan Boundary | RC Rural Cluster                  | TMD Townhouse Medium Density         | CR Commercial Residential               |
| Activity Center Boundary                        | RE-22C Residential, Single-Family | THD Townhouse High Density           | CRT Commercial Residential Town         |
| Recommended Zoning Groups                       | R-200 Residential, Single-Family  | R-30 Multiple-Family, Low Density    | CRN Commercial Residential Neighborhood |
| BRT Station                                     | R-90 Residential, Single-Family   | R-20 Multiple-Family, Medium Density | EOF Employment Office                   |
| Park and Ride Lot                               | R-60 Residential, Single-Family   | R-10 Multiple-Family, High Density   | IM Moderate Industrial                  |
|   | TLD Townhouse Low Density         | PD-2 Planned Development             |   |



**Table 9: Columbia Pike and Musgrove Activity Center Zoning Recommendations**

<b>Map Number</b>	<b>Existing Zoning</b>	<b>Recommended Zoning</b>	<b>Justification</b>
8B	EOF-0.75 H-100 T	CR-2.0 C-1.5 R-0.5 H-120	Allow for high-density, mixed-use development
9	EOF-1.5 H-75	CR-2.0 C-1.5 R-0.5 H-120	Allow for high-density, mixed-use development
10	R-90	CRN-1.0 C-0.75 R-0.75 H-55	Allow for small-scale, mixed-use development
11A	R-90	CRN-1.0 C-0.75 R-0.75 H-55	Allow for small-scale, mixed-use development



#### 4.A.6. Old Columbia Pike and East Randolph Activity Center



This area is a collection of properties that may contribute to the creation of one or two new Activity Centers through infill development or redevelopment that serve to bring new shopping, services, housing, and amenities to this portion of the plan area.

This Activity Center is consistent with the Medium Centers of the Thrive Montgomery 2050 Growth Map, which could include significant clusters of existing or planned residential density, as well as clusters of commercial density, including large shopping centers and office campuses. Medium Centers are also likely to be close to transit.

Figure 6 shows a conceptual illustration for a possible realization of the Plan's vision in this Activity Center.

#### Recommendations

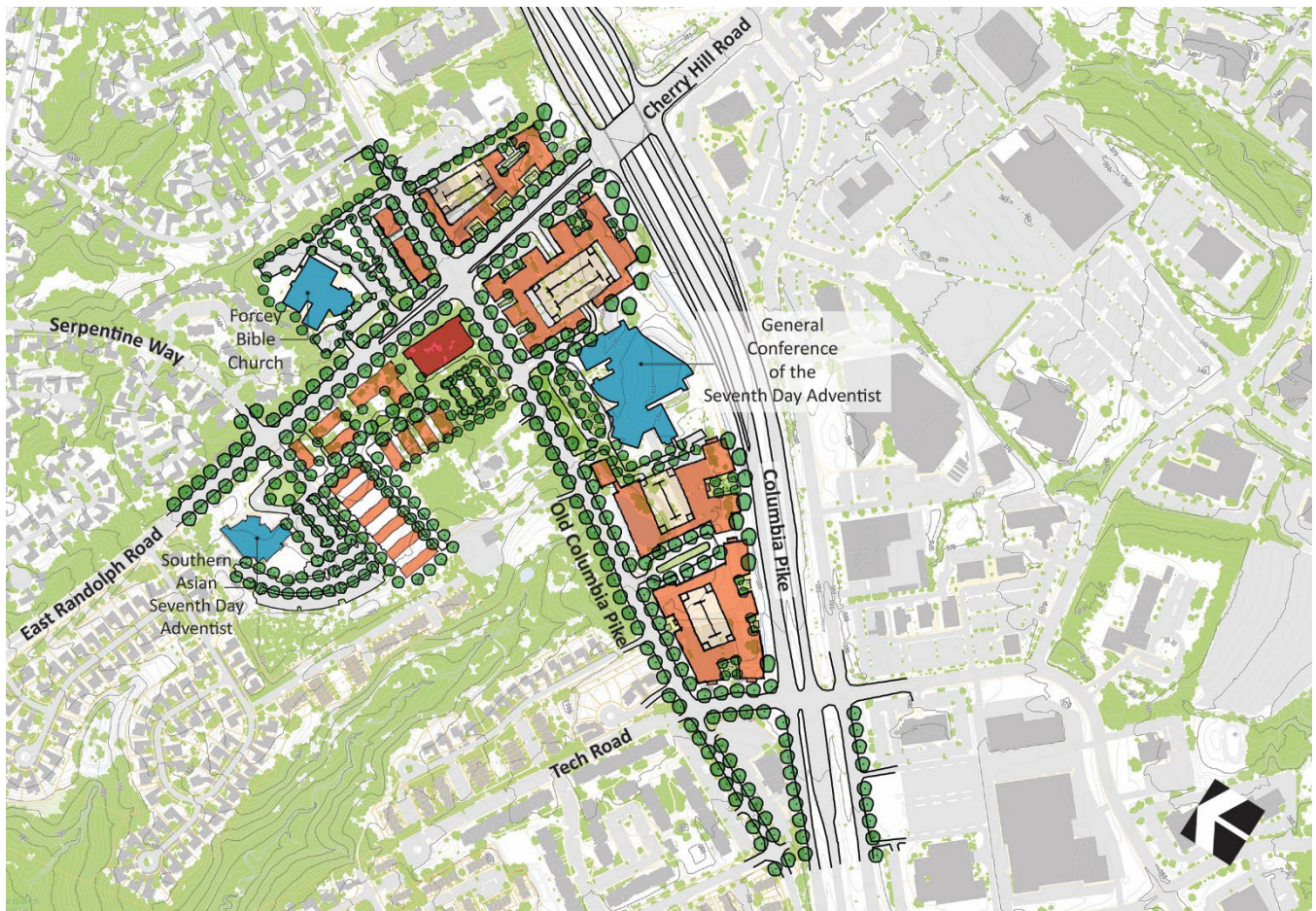
1. Encourage moderate-density, mixed-use, transit-oriented development in this area to support and benefit from the existing U.S. 29 Flash BRT route and a future BRT route along East Randolph Road.
2. Apply the 'Downtown' context area of the Complete Street Design Guide (CSDG) to encompass a portion of this Activity Center and assign the Downtown Boulevard and Downtown Street roadway classifications within this expanded context area, as shown in Map 19.
3. Future development of the unimproved property at 2131 East Randolph Road should provide a pedestrian connection to the Manors of Paint Branch HOA property and, if accepted by the HOA, a connection to the private Staley Manor Drive to provide for non-vehicular access from the HOA property and Rolling Acres neighborhood.
4. Future development on the property at 12501 Old Columbia Pike (General Conference of Seventh-day Adventists) should be designed and oriented to support the existing U.S. 29 Flash BRT and planned East Randolph Road BRT route through pedestrian-friendly street frontages and building design, active ground-floor uses, publicly accessible open space, and a mix of uses that allows living, working, shopping, and gathering near transit.
5. In the event of future development on the property at 12501 Old Columbia Pike, MCDOT should partner with the property owner to develop the Tech Road Park and

Ride lot as an extension of mixed-use development at this high-frequency transit station area. Development at the Park and Ride lot should ensure that transit access, convenience, and comfort is improved, and any replacement public parking facility is sized to meet current and future bus ridership demands. Development of the Park and Ride lot should be designed as a Community Gateway on Columbia

Pike (U.S. 29) in this part of the master plan and support the U.S. 29 Flash BRT transit service.

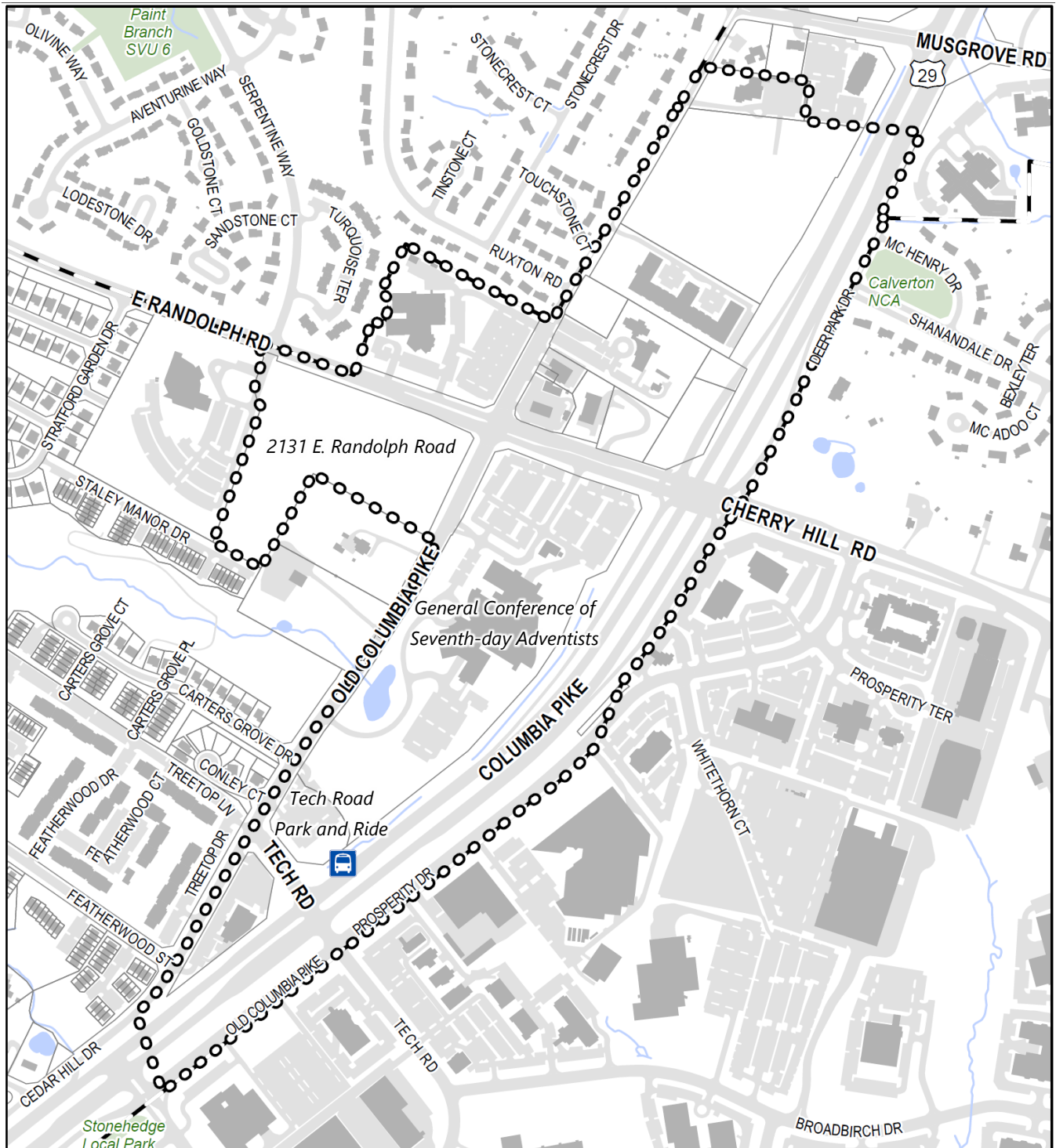
6. Future redevelopment of the property at 12301 Old Columbia Pike should be designed as a Community Gateway on Columbia Pike (U.S. 29) in this part of the master plan and support the U.S. 29 Flash BRT transit service.

**Figure 6: Conceptual Illustration of the Old Columbia Road and East Randolph Activity Center**





Map 32: Old Columbia Pike and East Randolph Activity Center Detail



BRT Station



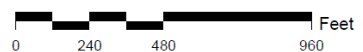
Activity Center Boundary



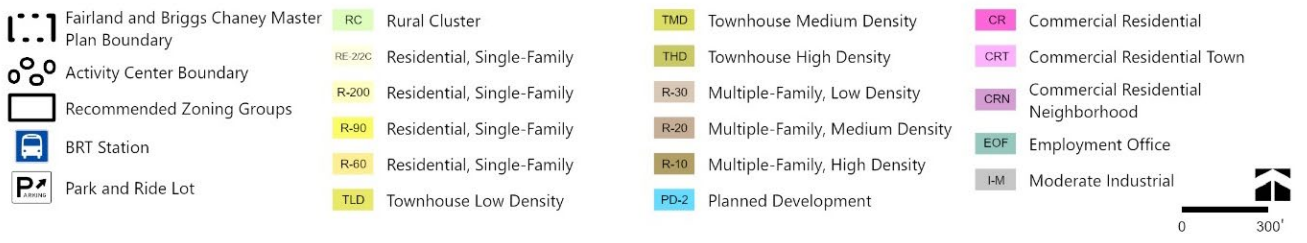
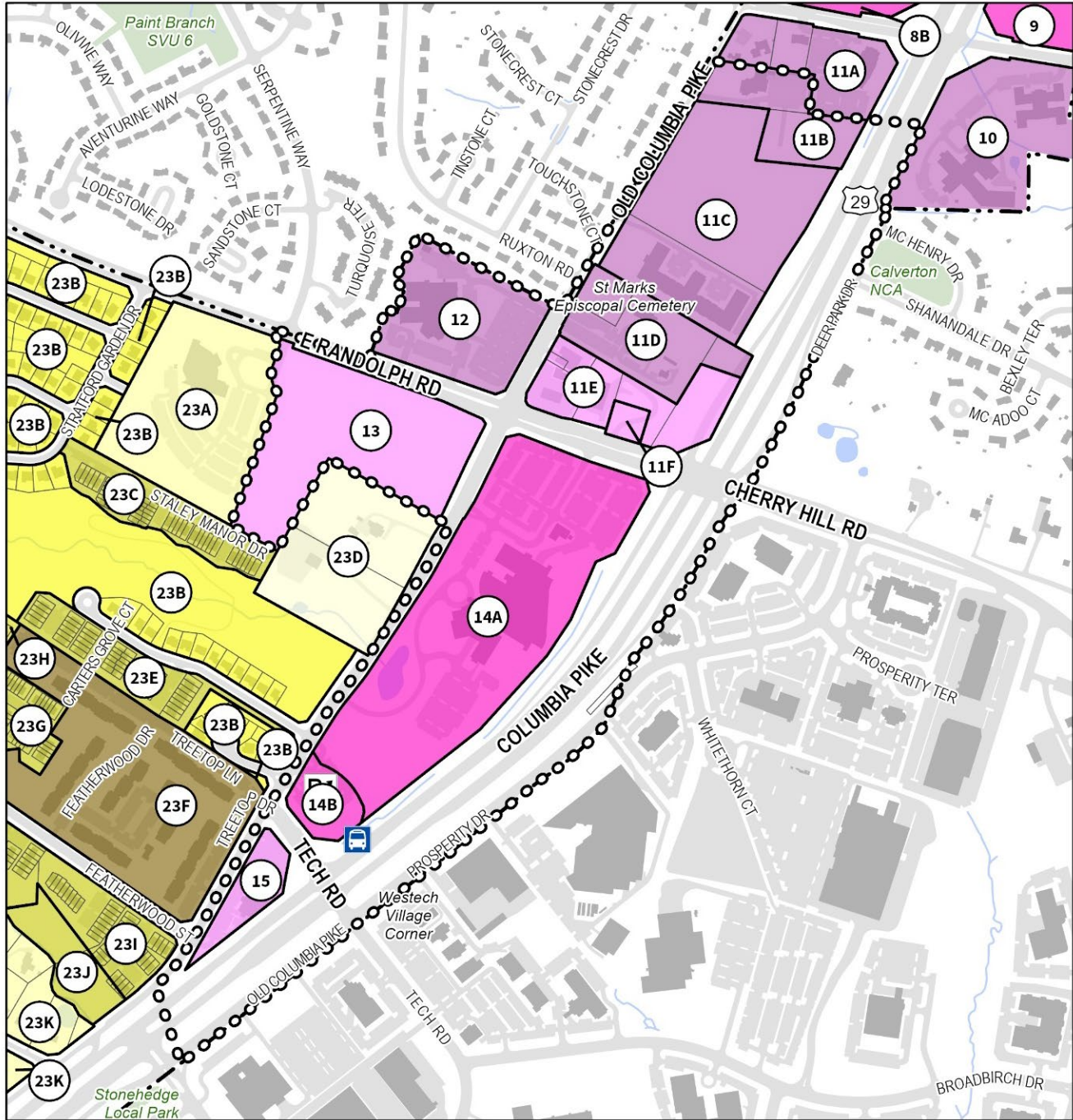
Fairland and Briggs Chaney Master Plan



Property Line



Map 33: Old Columbia Pike and East Randolph Activity Center Recommended Zoning





**Table 10: Old Columbia Pike and East Randolph Activity Center Zoning Recommendations**

Map Number	Existing Zoning	Recommended Zoning	Justification
11B	R-90	CRN-0.75 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
11C	R-200	CRN-0.75 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
11D	R-90	CRN-0.75 C-0.75 R-0.75 H-45	Allow for small-scale, mixed-use development
11E	CRT-0.75 C-0.75 R-0.25 H-35	CRT-1.0 C-0.75 R-0.25 H-75	Increase allowable FAR and building height.
11F	CRT-0.75 C-0.75 R-25 H-45	CRT-1.0 C-0.75 R-0.25 H-75	Increase allowable FAR and building height.
12	R-90	CRN-1.0 C-0.25 R-0.75 H-45	Allow for small-scale, mixed-use development
13	R-200	CRT-1.0 C-0.25 R-1.0 H-75	Allow for small-scale, mixed-use development
14A	EOF-1.5 H-75	CR-2.0 C-1.5 R-1.5 H-120	Allow for high-density, mixed-use development
14B	Public Right-of-Way	CR-2.0 C-1.5 R-1.5 H-120	Allow for high-density, mixed-use development, in conjunction with a public parking facility serving the transit station area.
15	CRT-0.75 C-0.75 R-0.25 H-35	CRT-1.0 C-0.75 R-0.75 H-75	Increase allowable FAR and building heights

## **4.B MAIN STREET DISTRICT**

This district includes properties located along Briggs Chaney Road, between Old Columbia Pike and the Intercounty Connector (MD 200), as well as properties along some roads leading to Briggs Chaney Road, such as Automobile Boulevard, Castle Boulevard, and Robey Road. Notable properties include those in the Auto Sales Park, the Briggs Chaney Marketplace, residential properties on Castle Boulevard, and the Eastern Montgomery Regional Services Center/East County Community Recreation Center site.

Due to a concentration of residential neighborhoods and commercial businesses, the district serves as a sort of downtown for this portion of the plan area, yet its traffic circulation, bicycle and pedestrian facilities, built environment, and public amenities remain rooted in their auto-dominated suburban origins.

Two Bus Rapid Transit (BRT) stations serve the district, providing access to the U.S. 29 Flash BRT Orange Route for area residents, workers, and visitors. Other bus routes serving the district, include the WMATA Metrobus Routes Z6 and Z8 and Montgomery County Ride On Routes 21 and 39.

### **4.B.1. District Vision**

The Plan envisions a compact, mixed-use corridor along Briggs Chaney Road, between Old Columbia Pike and MD 200 that serves as a gateway into the community, focused on the Flash BRT, community gathering spaces, and cultural and historic landmarks. New urban-style development on both sides of Briggs Chaney Road should orient building frontages toward the street and include pedestrian amenity areas, and sidewalks with strategically placed ornamental and shade trees.

Figures 7 and 8 show conceptual illustrations for a possible realization of the Plan's vision for this District.



Figure 7: Conceptual Illustration of the Main Street District (Option 1)



Figure 8: Conceptual Illustration of the Main Street District (Option 2 with possible education campus)



#### 4.B.2. District Recommendations

1. Property redevelopment in this District should be designed as higher-density, mixed-use development that contributes to an active town center area on Briggs Chaney Road and Castle Boulevard.
2. A new U.S. 29 Flash BRT station should be considered at the Columbia Pike (U.S. 29)/Briggs Chaney Road interchange that connects a future dedicated transit lane at the highway level with the bridge level of Briggs Chaney Road. Flash BRT Blue Line service should be provided at the lower highway level, with pedestrian access provided via stairs and elevators from the bridge level. Infrastructure leading to the station should be enhanced to provide safe, comfortable, and convenient access to the new station from the east and west sides of the bridge. A feasibility study by MCDOT should be conducted to determine when future land uses will support the construction of this new station.
3. Encourage new roadway infrastructure projects along Briggs Chaney Road to integrate public art and design features (e.g., Briggs Chaney off-ramp, BRT stations, bridges) that enhance the pedestrian experience and quality of life.
4. Underground utilities along both sides of Briggs Chaney Road through private development and/or public projects to allow for increased tree plantings and improved streetscapes. Short lengths of targeted utility undergrounding should be considered at major intersections to allow for increase shading and cooling from large canopy trees, where people wait to cross intersections in vehicles and at crosswalks.
5. Expand the 'Town Center' context area of the Complete Street Design Guide (CSDG) to encompass the Briggs Chaney District and Castle Boulevard neighborhood and assign the Town Center Boulevard and Town Center Street roadway classifications within this expanded context area (see Map 19).
6. Advance investment in Bicycle and Pedestrian Priority Areas (BiPPA) and corridors in the Master Plan Area, particularly along the Briggs Chaney Road 'main street' corridor to prioritize funding and construction that enhances pedestrian and bicyclist traffic, safety, and comfort with improved safe bicyclist and pedestrian access to adjacent neighborhoods.
7. Increase tree canopy coverage through the planting of shade trees and small forest stands on public and private property, such as the Auto Sales Park and Briggs Chaney Marketplace. See also Environment recommendations for targeted tree canopy coverage recommendations.
8. Retrofit road rights-of-way to retain and infiltrate surface water, convert impervious surfaces to infiltration areas, and add shade and ornamental trees to roadway medians and planting strips. Trees should be added, where appropriate, to reduce traffic noise, heighten the aesthetics of the public realm, and provide visual and natural buffers between pedestrians and roadways.



#### 4.B.3. Briggs Chaney (North) Activity Center



This multi-property site is envisioned for compact, mixed-use development with buildings fronting onto existing and new streets, a central publicly accessible private open space amenity, integrated structured parking, and green infrastructure and sustainability features. Ideally, the existing gas station property should be redeveloped as part of any major redevelopment of the Marketplace property for a cohesive design. Through redevelopment, the retail bank and gas station properties should provide a more walkable, urban-style corner at the intersection of Briggs Chaney Road and Castle Boulevard.

This Activity Center is consistent with the Medium Centers of the Thrive Montgomery 2050 Growth Map, which could include significant clusters of existing or planned residential density, as well as clusters of commercial density, including large shopping centers and office campuses. Medium Centers are also likely to be close to transit.

This Eastern Montgomery Regional Services Center and East County Community Recreation Center site has the potential to be a catalyst in the realization of a more compact, walkable, and active Briggs Chaney Road corridor and a primary

indoor and outdoor activity node for this portion of the plan area as well as the surrounding East county community.

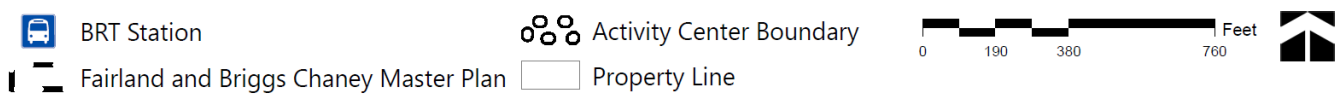
The land use vision for the site is for infill development and redevelopment of the existing surface parking lot and Eastern Montgomery Regional Services Center, respectively, to accommodate a new mixed-use development with market-rate and affordable housing, neighborhood-serving commercial uses, and an expanded Regional Services Center. The existing Flash BRT station and park and ride facility should be retained and integrated into any new development, improving transit access, convenience, and comfort.

##### Recommendations

1. Create a sidepath along the north side of Briggs Chaney Road, between the east side of the Briggs Chaney Road bridge over Columbia Pike (U.S. 29) and the East County Community Recreation Center property, that provides a safe and comfortable pedestrian connection between the bridge and points east of U.S. 29. The sidepath should be designated for public use and dedicated as public right-of-way when redevelopment occurs on adjacent properties and/or purchased by agreement with affected property owners. Streetscape designs should meet the regulated design standards of MCDOT. (see also Map 34)
2. Short-term improvements of the Briggs Chaney Marketplace property should:
  - a. Incorporate green building standards and sustainable construction materials.
  - b. Incorporate design elements that promote safe and comfortable multi-modal access into the site and well-

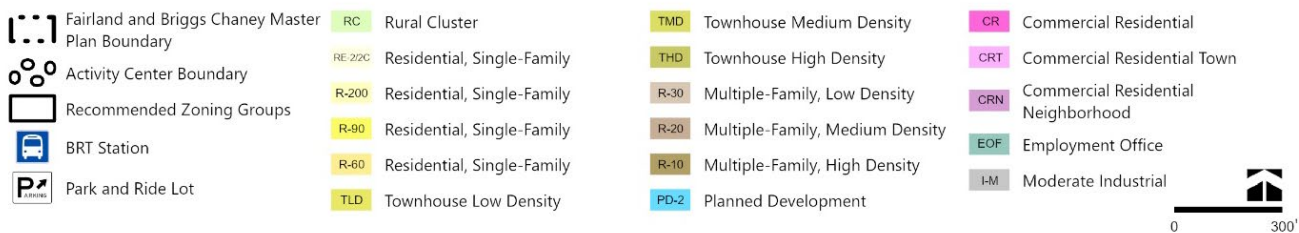
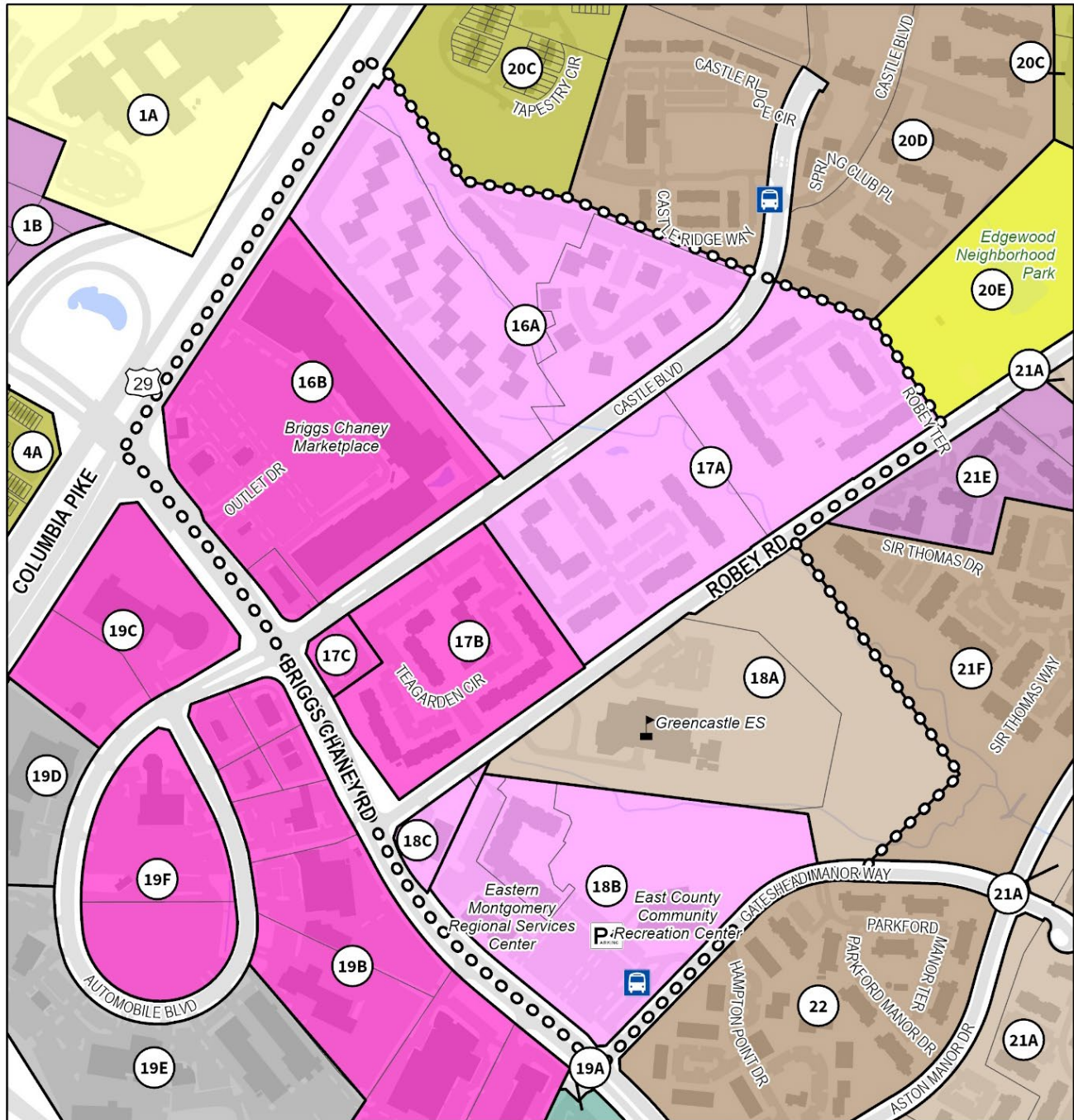
- connected open space and green space amenities, accessible from multiple directions around the site.
3. Long-term redevelopment of the Briggs Chaney Marketplace property should:
    - a. Encourage the transition of the Briggs Chaney Marketplace into a compact, mixed-use, multi-story development with safe and spacious outdoor seating, a compact development scale with a grid of internal streets creating short blocks, strategically placed shade trees and/or shade structures, and active storefronts.
    - b. Provide a centrally located public open space, activated by surrounding uses.
    - c. Support future redevelopment of the commercial property adjacent to the Briggs Chaney Marketplace at the corner of Briggs Chaney Road and Castle Boulevard to create a safer and more activated pedestrian experience at this prominent location within the Briggs Chaney Road 'main street' corridor.
    - d. Leverage the inclusion of the Briggs Chaney Marketplace as a Maryland Enterprise Zone (EZ) to retain and expand existing businesses in concert with the property's redevelopment.
  4. Montgomery County Public Schools (MCPS) should work in coordination with the Montgomery County Department of Recreation to improve the existing hard-surface trail connecting Greencastle Elementary School to Gateshead Manor Way to improve student access to the school and the East County Community Recreation Center, as well as greater pedestrian access between Gateshead Manor Way and Robey Road. Possible improvements include wayfinding signage, safe grade changes and accessible design, and regular maintenance of vegetation and the trail surface.
  5. Support the new construction of higher-density affordable housing and ground-floor commercial uses near the Briggs Chaney Road Park and Ride lot to support compact development near the Primary Activity Center along Briggs Chaney Road. Development at the Park and Ride lot should improve transit access, convenience, and comfort and any replacement public parking facility is sized to meet current and future bus ridership demands. The transit facility should include structured parking and electric-charging infrastructure for cars and buses.
  6. The MCDGS should consider incorporating the private property at the corner of Robey Road and Briggs Chaney Road (3200 Briggs Chaney Road) in future redevelopment scenarios to help establish a cohesive building design and street frontage along the main street.

Map 34: Briggs Chaney (North) Activity Center Detail





Map 35: Briggs Chaney (North) Activity Center Recommended Zoning

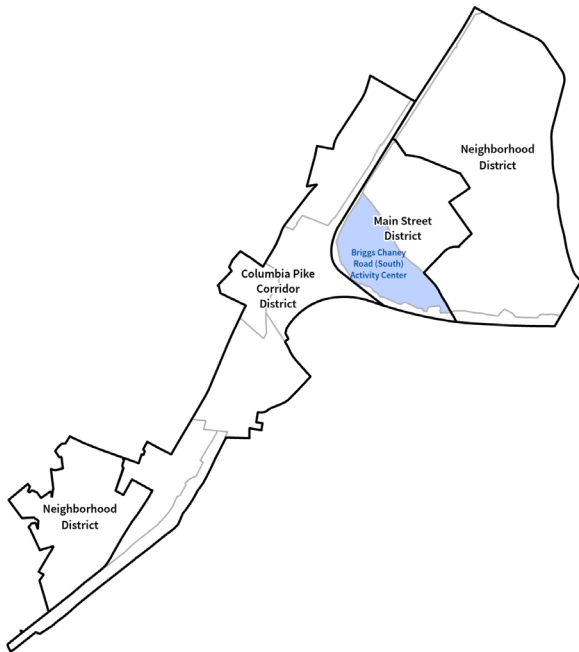




**Table 11: Briggs Chaney (North) Activity Center Zoning Recommendations**

Map Number	Existing Zoning	Recommended Zoning	Justification
16A	R-20	CRT-1.5 C-0.25 R-1.5 H-85	Allow for higher-density, mixed-use development
16B	CRT-2.25 C-1.5 R-0.75 H-75	CR-2.25 C-1.5 R-0.75 H-85	Replace a CRT with CR zone
17A	R-20	CRT-1.25 C-0.25 R-1.0 H-85	Allow for higher-density, mixed-use development
17B	R-20	CR-2.0 C-0.5 R-2.0 H-85	Allow for higher-density, mixed-use development
17C	CRN-0.5 C-0.5 R-0.25 H-35	CR-2.0 C-0.5 R-2.0 H-85	Allow for higher-density, mixed-use development
18A	R-30	R-30	Confirm existing zoning
18B	R-30	CRT-2.0 C-0.25 R-2.0 H-85	Allow for higher-density, mixed-use development
18C	RT-10.0	CRT-2.0 C-0.25 R-2.0 H-85	Allow for higher-density, mixed-use development

#### 4.B.4. Briggs Chaney (South) Activity Center



The long-term vision for the Auto Sales Park, and its adjacent commercial properties along Briggs Chaney Road, is as a transformed neighborhood of mixed-use buildings accessible through a new grid of streets, walkways, and green spaces, with compact, multi-story auto-related uses located at the southwest portion of the site, away from Briggs Chaney Road.

This Activity Center is consistent with the Medium Centers of the Thrive Montgomery 2050 Growth Map, which could include significant clusters of existing or planned residential density, as well as clusters of commercial density, including large shopping centers and office campuses. Medium Centers are also likely to be close to transit.

A new or relocated BRT station should also be considered on Briggs Chaney Road near the entrance to the Auto Sales Park and Briggs Chaney Marketplace to provide greater access to transit for these major land uses and to help support future redevelopment interest. This

Activity Center could also be an appropriate location for an institutional use such as a college, educational training facility, or public school, if the scale of future redevelopment and land assembly allows for it.

In the interim, the near-term vision for the Auto Sales Park is as a continued regional auto sales and service destination that incorporates significant heat mitigation such as a greater degree of pervious surface, shade structures, landscaping, and dense tree canopy. This near-term vision also allows for potential new retail, restaurant, and gathering places for customers and workers integrated among existing businesses, a better managed parking and circulation pattern on Automobile Circle, and strategically placed shade trees within pervious surfaces.

#### Recommendations

1. Short-term improvements to these Auto Sales Park properties should include:
  - a. Consider removing denial of access restrictions on platted properties along the south side of Briggs Chaney Road for future redevelopment of auto sales and service uses that create building frontages that face Briggs Chaney Road and would require structured parking or service access onto the properties from Briggs Chaney Road instead of Automobile Boulevard.
  - b. As feasible, encourage property owners and tenants to consolidate activities in the Auto Sales Park, such as vehicle inventory storage, employee and customer parking, vehicle display areas, refuse storage and collection, and vehicle loading/off-loading.

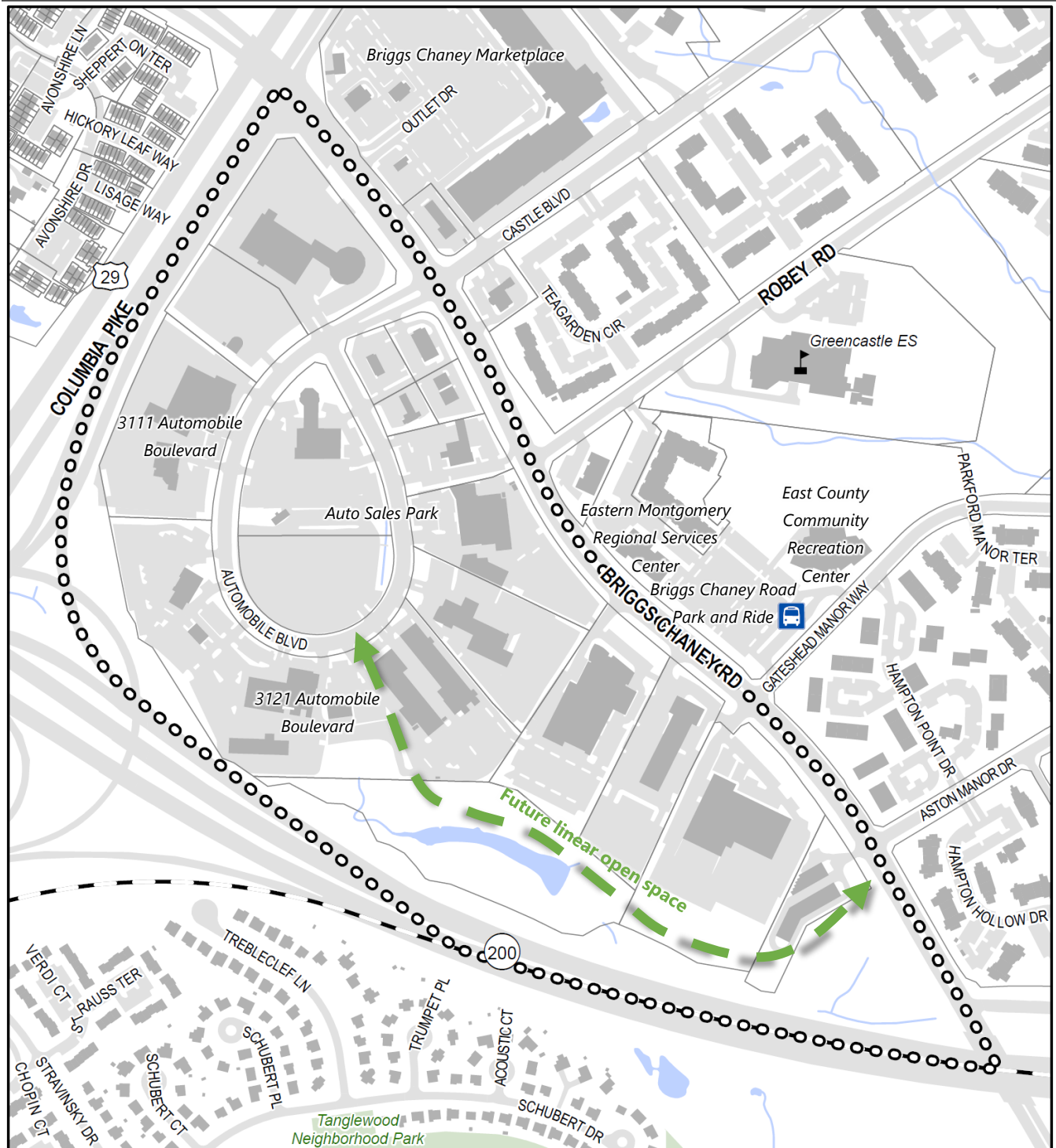
- c. Apply 'main street' design principles on Briggs Chaney Road in conjunction with new development to establish building frontages closer to the street, wide sidewalks, street trees, and other 'cool' streetscape designs to mitigate urban heat island effects and improve the public realm for walking, rolling, and biking.
  - d. Vehicle sales and service businesses should consider structured parking and/or the installation of pervious surfaces for vehicle storage to reduce impervious paving.
  - e. Shade structures and ornamental trees should be maintained and increased within the right-of-way of Automobile Boulevard and Briggs Chaney Road.
2. Realize the Plan's long-term vision for compact, mixed-use development with retail, light-industrial, and residential uses facing Briggs Chaney Road. Redevelopment and consolidation of one or more Auto Sales Park properties should include:
- a. Structured parking and storage facilities, services areas, trash collection, loading and repair shops should be located toward the rear of properties and/or back up to Columbia Pike (U.S. 29) and the Intercounty Connector (ICC or MD 200). Major views of these areas should be blocked by a heavily planted landscape buffer that connects into the inner pathway loop and other natural resources.
- Structured parking should replace surface parking lots whenever feasible.
- b. Extend Robey Road to Automobile Boulevard as a 'Town Center Street' as defined by the Complete Street Design Guide. (see also Map 19)
  - c. Extend Gateshead Manor Way to the southernmost point of Automobile Boulevard as a 'Town Center Street' as defined by the Complete Street Design Guide. (see also Map 19)
  - d. Provide a minimum 3-acre contiguous public open space as a part of future major redevelopment. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application.
  - e. Include as part of targeted infill redevelopment of automobile-oriented uses in the Auto Sales Park retail, green infrastructure, urban heat mitigation elements and public amenities that enhance the customer and employee experience.
3. To mitigate urban heat island effects, better manage stormwater, and provide publicly accessible open space in the Auto Sales Park, provide a linear open space amenity from within Automobile Circle that connects with existing open spaces and future trails along MD 200 (the ICC), continuing east along the ICC to connect with the Fairland Regional Park trail system in Prince George's County. The linear amenity should include shade trees, vegetated swales for collecting and conveying stormwater, and pedestrian

amenities, such as outdoor furniture, shade structures, and wayfinding signs. (see also Map 36)

4. Consider future redevelopment of a portion of the Auto Sales Park for new public facilities or institutional uses in East county, such as a new college campus, an educational training facility, or a public-school site. If an institutional use is not developed at the Auto Sales Park site, a portion of the area along Briggs Chaney Road should still be considered for redevelopment into a mixed-use neighborhood with a new grid of streets defining small, public open spaces and walkable blocks interspersed throughout this new neighborhood.
5. MCDOT should study the potential for a new or relocated Flash BRT station on Briggs Chaney Road near the entrance to the Auto Sales Park and Briggs Chaney Marketplace that can provide greater access to transit for these major land uses and to help support future redevelopment interest.
6. Allow a floating zone to be requested by the property owners of 3111 and 3121 Automobile Boulevard to apply a CR zone consistent with adjacent properties, should the property owner instead choose to develop according to the CR zone.



Map 36: Briggs Chaney (South) Activity Center Detail



BRT Station



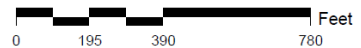
Activity Center Boundary



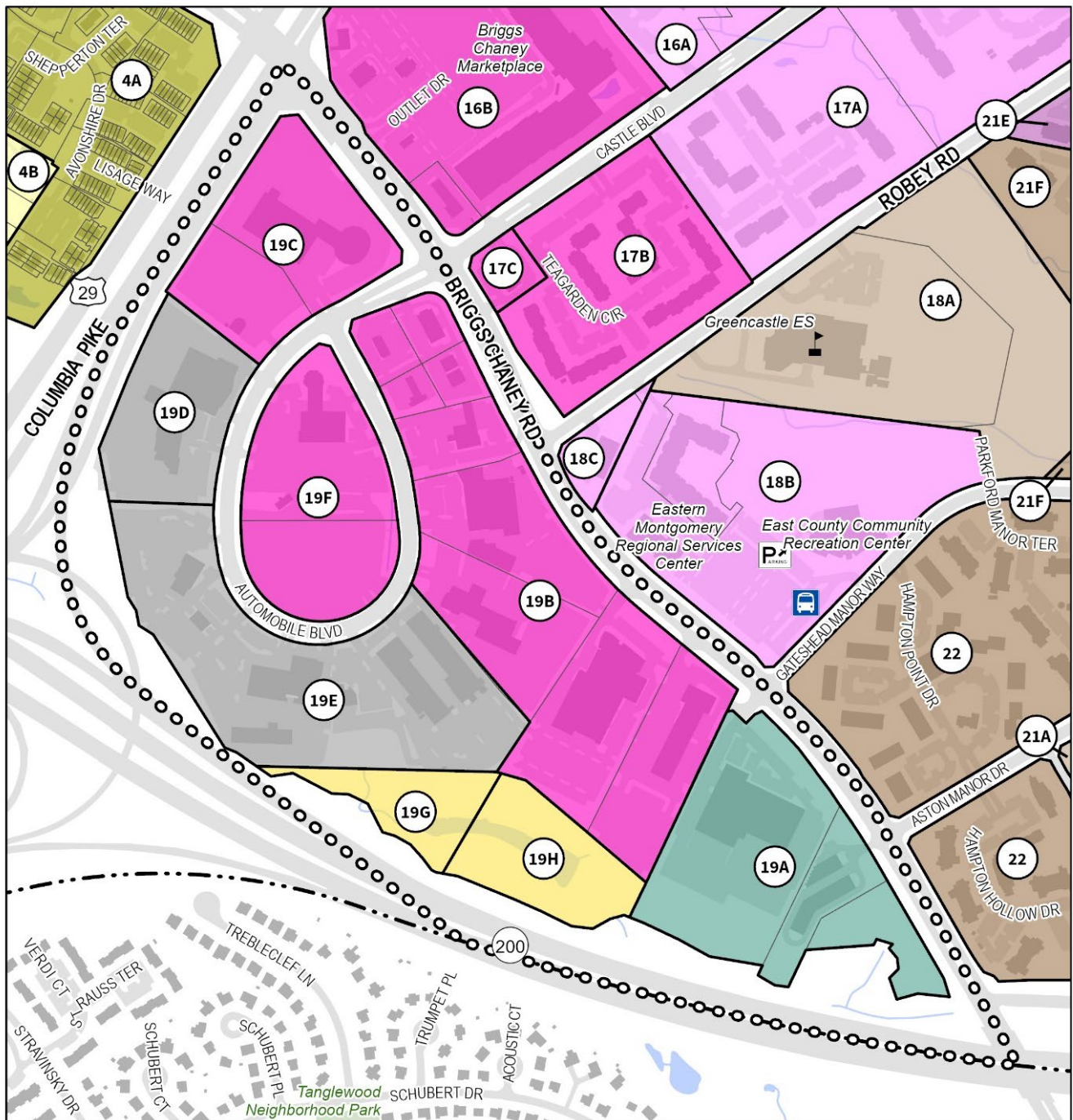
Fairland and Briggs Chaney Master Plan



Property Line



Map 37: Briggs Chaney (South) Activity Center Recommended Zoning



- |   |                                  |                                      |                                     |
|---|----------------------------------|--------------------------------------|-------------------------------------|
| Fairland and Briggs Chaney Master Plan Boundary | Rural Cluster                    | Townhouse Medium Density             | Commercial Residential              |
| Activity Center Boundary                        | Residential, Single-Family       | Townhouse High Density               | Commercial Residential Town         |
| Recommended Zoning Groups                       | R-200 Residential, Single-Family | R-30 Multiple-Family, Low Density    | Commercial Residential Neighborhood |
| BRT Station                                     | R-80 Residential, Single-Family  | R-20 Multiple-Family, Medium Density | EOF Employment Office               |
| Park and Ride Lot                               | R-60 Residential, Single-Family  | R-10 Multiple-Family, High Density   | IM Moderate Industrial              |
|   | TLD Townhouse Low Density        | PD-2 Planned Development             |                                     |



**Table 12: Briggs Chaney (South) Activity Center Zoning Recommendations**

Map Number	Existing Zoning	Recommended Zoning	Justification
19A	EOF-0.75 H-100 T	EOF-0.75 H-100	Update the zone from a pre-2014 "T" zone
19B	GR-1.5 H-85	CR-2.0 C-1.5 R-1.5 H-85	Allow for higher-density, mixed-use development
19C	GR-1.5 H-85	CR-2.0 C-1.5 R-1.5 H-120	Allow for higher-density, mixed-use development
19D	IM-2.5 H-50	IM-2.5 H-85	Retain the maximum allowable density and increase the maximum allowable height for consistency with adjacent zones while retaining a focus on industrial, auto sales/service, and employment uses
19E	GR-1.5 H-85	IM-2.5 H-85	Increase the maximum allowable density and retain the maximum allowable height for consistency with adjacent zones while retaining a focus on industrial, auto sales/service, and employment uses
19F	GR-1.5 H-85	CR-2.0 C-1.5 R-1.5 H-85	Allow for higher-density, mixed-use development
19G	GR-1.5 H-85	R-60	Remove split zoning by applying the lower-density zone, consistent with the existing public stormwater management facility and future public open space access that is shared by 19H
19H	R-60	R-60	Confirm existing zoning



## 4.C RESIDENTIAL NEIGHBORHOODS

This district comprises two areas of primarily residential neighborhoods within the plan area, including Rolling Acres and Greencastle Lakes, among others.

The southern portion of the district contains the residential neighborhoods bounded by Columbia Pike (U.S. 29) and Old Columbia Pike to the east, East Randolph Road to the north, and Paint Branch Stream Valley Park to the west. Neighborhoods include a mix of detached, attached, and multi-unit residential housing types for both ownership and rental occupancy. The Southern Asian Seventh-day Adventist Church is also located within this plan district.

The northern portion of the district contains the residential neighborhoods bounded by Greencastle Road to the north and east, Briggs Chaney Road and the Main Street District boundary to the south, and Columbia Pike (U.S. 29) to the west. The southern portion is comprised of a mix of detached, attached, and multi-unit residential housing types for both ownership and rental occupancy. Several homeowners' associations own and manage common open space areas within their communities that preserve stream valleys and steep slopes within the district.



### 4.C.1. District Vision

The Plan seeks to maintain the essential character of residential neighborhoods within the plan area, with a set of recommendations that aim to improve the quality of life and vitality of these established communities.

### 4.C.2. District Recommendations

1. Establish, expand, and improve access from residential neighborhoods to nearby Activity Centers, parkland, and recreational amenities by establishing publicly accessible trails through existing barriers, such as fence structures, steep topography, private property, and HOA common-use areas.
  - a. Methods for establishing trail connections may include dedication or conveyance of land as a part of redevelopment, public maintenance agreements, pedestrian bridges, wetland boardwalks, property



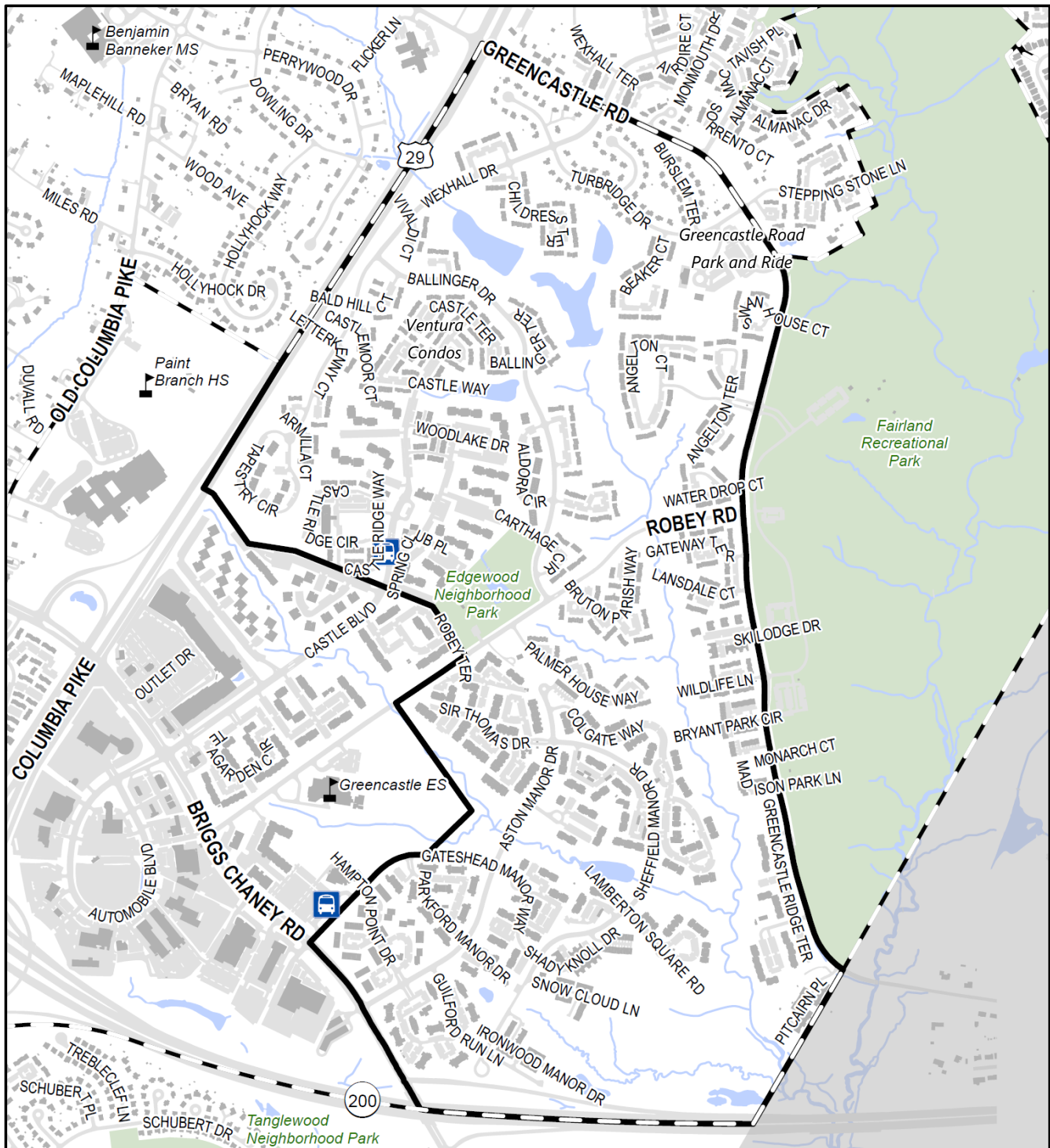
acquisition, public access agreements, and/or trail easements, as appropriate.




2. Retain, enhance, and expand existing public open space and stream valley connections as part of the redevelopment of residential neighborhoods on private property. Trail access easements should be retained to provide for internal and external connections.
3. Montgomery Planning should work with development applicants, civic leaders, commercial property owners, HOAs, and other residential neighborhoods to establish neighborhood connector paths that overcome physical barriers, where feasible, through public maintenance agreements, property acquisition or dedication, public access agreements, and/or trail easements, as appropriate.
4. Extend Castle Boulevard to connect with Ballinger Drive, contingent on redevelopment of the Ventura Condo properties. (see also Map 19)
5. Development at the Greencastle Park and Ride property should be in conjunction with a public parking facility sized to meet current and future bus ridership demands.
6. Any future development at the county-owned Greencastle Road Park and Ride property and Greencastle Lakes HOA common use property on Greencastle Road should be compatible with the surrounding low-density residential neighborhood and should accommodate the existing stormwater management requirements.
7. Redevelopment of the Vineyards Condominiums property on Aston Manor

Drive should include a road connection between Aston Manor Drive and Robey Road to increase vehicle and pedestrian access and neighborhood mobility. (see also Map 19)

8. Redevelopment of either the Dring's Reach Apartments property (3401 Robey Terrace) or property at 13901 Robey Road should include a road connection between Aston Manor Drive and Robey Road to increase vehicle access and neighborhood mobility. (see also Map 19)
9. Protect globally rare and critically imperiled fall line Terrace Magnolia Bogs present in a property owned by MDOT SHA, north of the ICC. In the event of proposed development on this property, efforts to protect these areas should include the following:
  - a. The Natural Resource Inventory/Forest Stand Delineation (NRI/FSD,) like any development review process, should include a search for and identification of this specific ecosystem. The uphill hydrology that feeds the seep areas should be protected from erosion and sedimentation.
  - b. These ecosystems should be protected using Special Protection Area-type buffers.
  - c. A management plan for this area should be required as part of the development process if any kind of disturbance takes place on this property.

Map 38: Residential Neighborhoods District (North) Detail

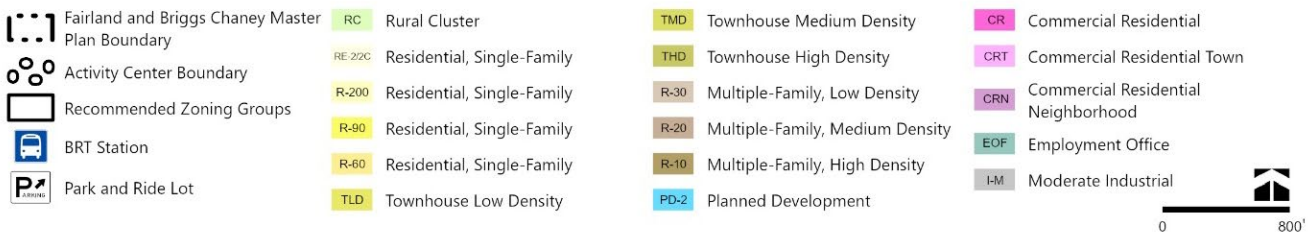
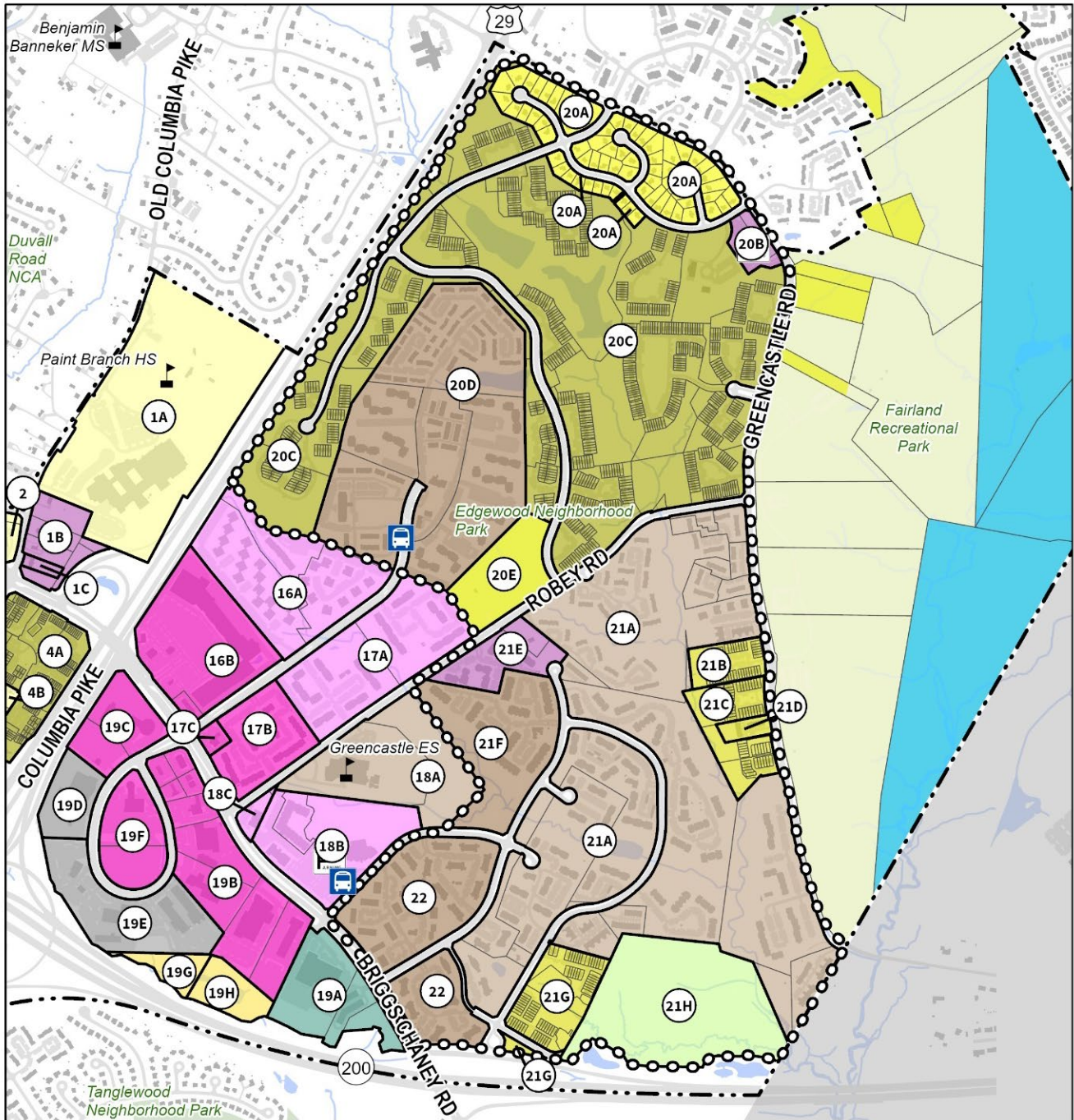


-  BRT Station
-  Fairland and Briggs Chaney Master Plan
-  District Boundary





Map 39: Residential Neighborhoods District (North) Recommended Zoning

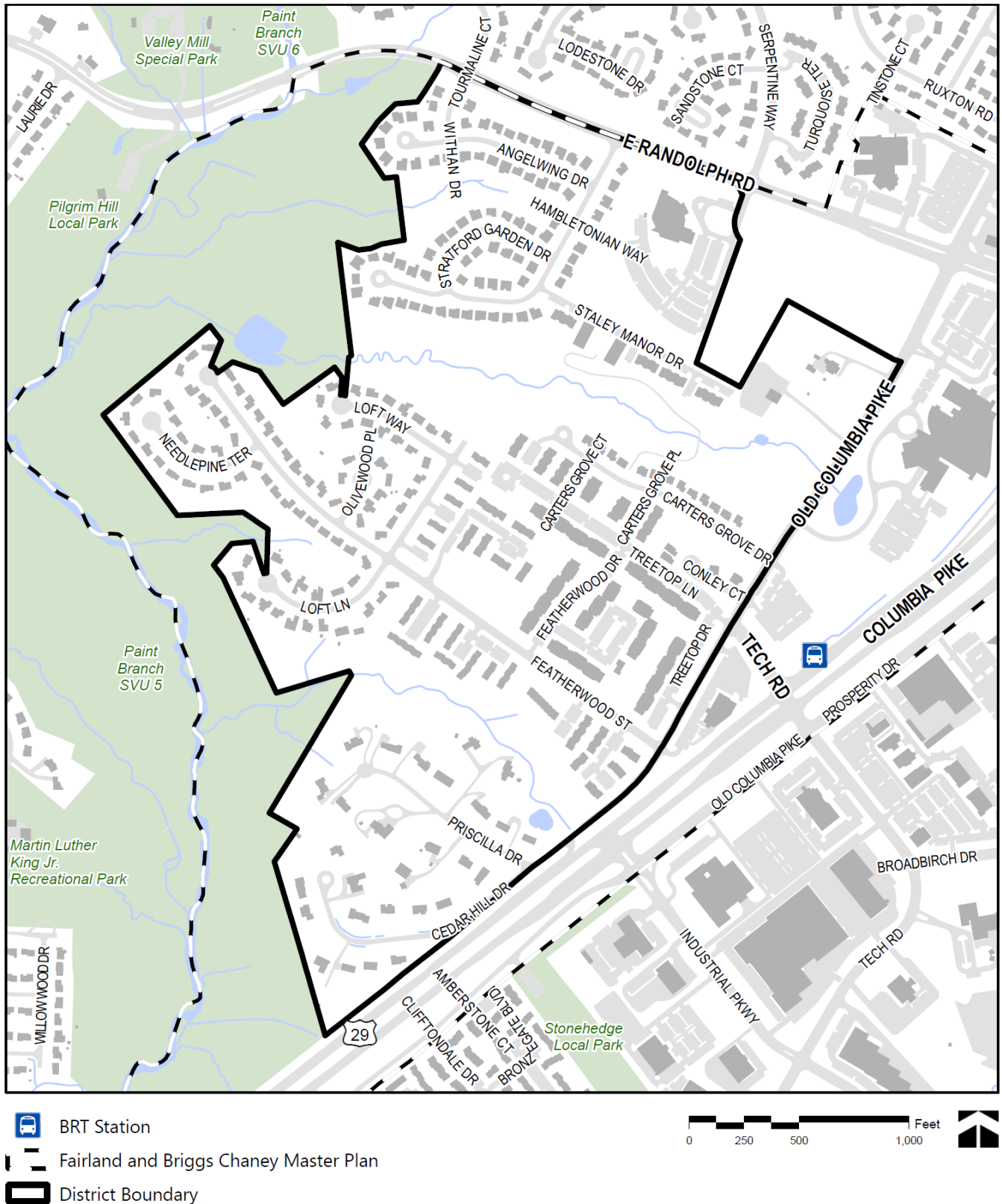


**Table 13: Residential Neighborhoods District (North) Zoning Recommendations**

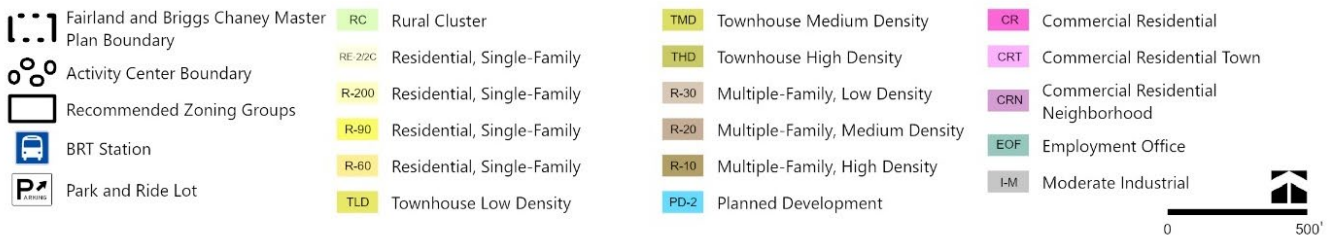
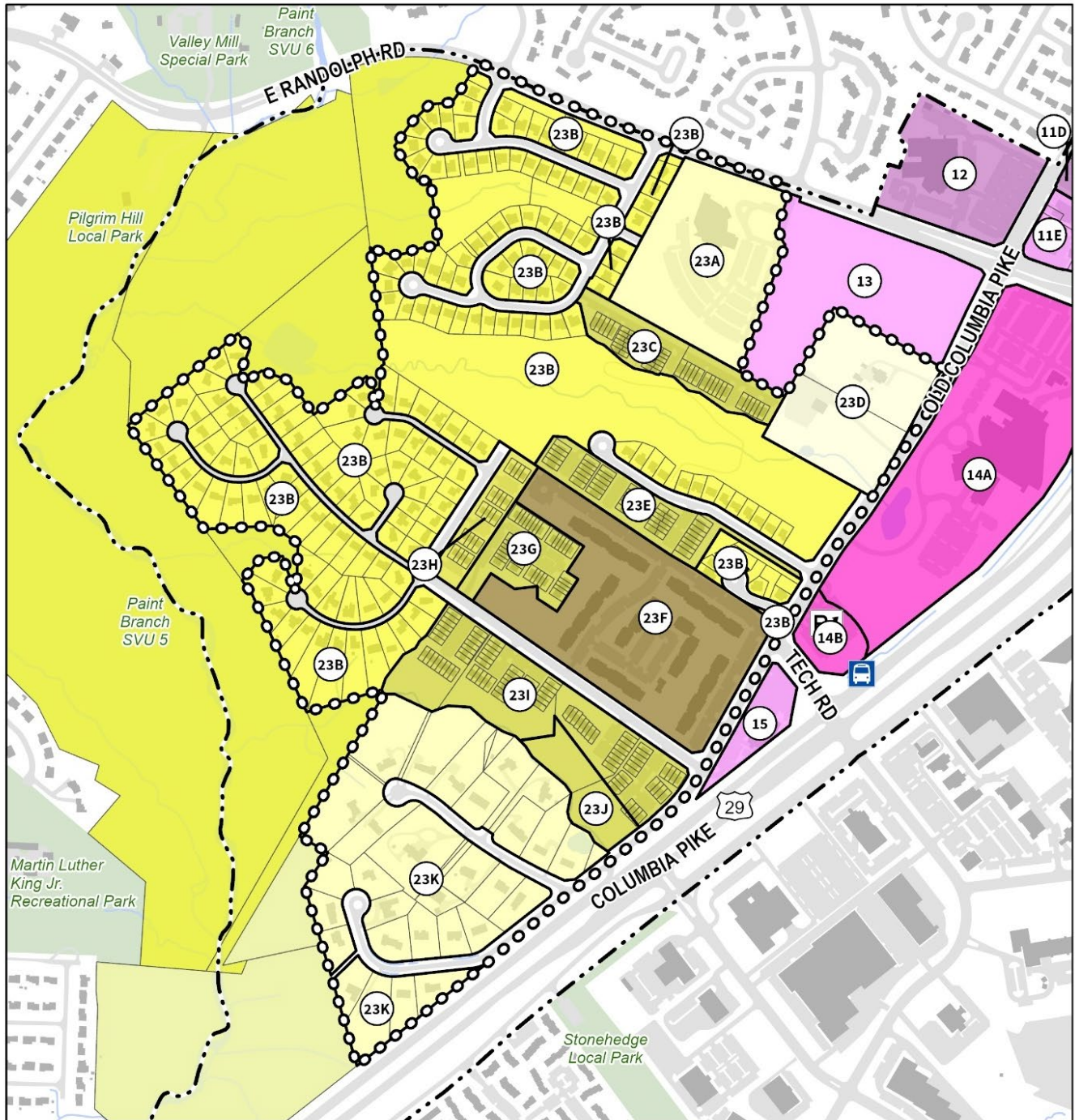
Map Number	Existing Zoning	Recommended Zoning	Justification
20A	R-90	R-90	Confirm existing zoning
20B	R-90	CRN-0.25 C-0.25 R-0.0 H-45	Allow small-scale commercial on this existing park and ride lot and stormwater management parcel
20C	R-90	THD	Proposed zoning is consistent with existing development pattern
20D	R-H	R-20	Update high-density apartment zone from pre-2014 to similar multi-unit residential zone
20E	R-90	R-90	Confirm existing zone
21A	R-30	R-30	Confirm existing zone
21B	RT-10.0	TLD	Update attached residential zone from pre-2014 to similar attached residential zone
21C	RT-8.0	TLD	Update attached residential zone from pre-2014 to similar attached residential zone
21D	R-30	TLD	Update attached residential zone from pre-2014 to similar attached residential zone
21E	R-30	CRN-1.25 C-0.25 R-1.0 H-75	Allow for small-scale, mixed-use development
21F	R-30	R-20	Allow higher-density residential development
21G	RT-8.0	TLD	Update attached residential zone from pre-2014 to similar attached residential zone
21H	R-90/R-200	RC	Apply a low-density residential cluster zone to protect sensitive environmental features and stormwater management facilities in the event of future disposition by the State of Maryland for private development
22	R-30	R-20	Allow higher-density residential development



Map 40: Residential Neighborhoods District (South) Detail



Map 41: Residential Neighborhoods District (South) Recommended Zoning



**Table 14: Residential Neighborhoods District (South) Zoning Recommendations**

Map Number	Existing Zoning	Recommended Zoning	Justification
23A	R-200	R-200	Confirm existing zoning
23B	R-90	R-90	Confirm existing zoning
23C	R-90	TMD	Proposed zoning is consistent with existing development pattern
23D	RE-2C	RE-2C	Confirm existing zoning
23E	R-90	TMD	Proposed zoning is consistent with existing development pattern
23F	R-H	R-10	Update high-density apartment zone from pre-2014 to similar multi-unit residential zone
23G	RT-12.5	TMD	Update attached residential zone from pre-2014 to similar attached residential zone
23H	R-90	TLD	Update attached residential zone from pre-2014 to similar attached residential zone compatible with abutting detached residential development
23I	RT-12.5	TMD	Update attached residential zone from pre-2014 to similar attached residential zone
23J	R-200	TMD	Update zone to reflect existing development pattern and property ownership boundary
23K	R-200	R-200	Confirm existing zoning



# Chapter 5. Plan Implementation

## 5.A MANAGING GROWTH

Growth and change in any area of Montgomery County must be managed and timed with the delivery of the infrastructure necessary to support it. The county's Growth and Infrastructure Policy (GIP)—formerly Subdivision Staging Policy (SSP)—is the current methodology used to establish the policies and procedures for administration of the Adequate Public Facilities Ordinance (APFO). The APFO requires the examination of public facilities—roads and transportation facilities, sewer and water service, schools, police stations, firehouses, and health clinics—to ensure that they meet the needs of a development during the subdivision approval process.

County master plans identify where growth is appropriate and at what levels or densities this growth should occur. Each master plan conducts a high-level analysis of the infrastructure needed to accommodate the master plan's vision, like the GIP, which may result in recommended capital improvements to be implemented by either the county or state government or the private sector.

While the size of this plan area is relatively minor compared to that of the county, the Plan's recommended zoning may result in a considerable number of new housing units in the future and, therefore, new residents and students. This potential population growth may require advance planning to accommodate a projected number of new students at new or expanded school facilities, the roadways and intersections that are able to handle any additional volume of traffic, and enhanced transit service to provide long-distance travel options beyond the car. Water and sewer service is available in the area and no additional libraries, recreation centers,

police stations, or firehouses are expected to be needed.

Many of the recommendations in this Plan do, however, require public or private investment to realize. These items are enumerated below. One prominent example is the construction of dedicated transit lanes to accommodate Bus Rapid Transit (BRT) service along Columbia Pike (U.S. 29). Not only will this recommended transportation improvement require thorough study and engineering designs, but construction costs and impacts to the local community are substantial and require coordination and funding commitments at all levels of government.

### 5.A.1. School Capacity

When a master plan is underway, the Montgomery Planning Department collaborates with MCPS on the plan's potential impact on public school enrollment. To estimate the potential impact over a 15- to 20-year period, a maximum build-out scenario is hypothesized in which the residential capacity of each parcel is built out to the full extent allowed, and the number of students that can be generated from that scenario is calculated.

Based on this Plan's maximum build-out scenario over the next 15 to 20 years, school enrollment impact is estimated to be:

- 400 to 750 additional high school students
- 300 to 600 additional middle school students
- 750 to 1,150 additional elementary school students

It is difficult to gauge the actual number of residential units that will be built, and the pace of



development will occur. Furthermore, master plans envision a 20- to–30-year timeline, whereas MCPS uses six-year projections to determine their capital budget and CIP. Therefore, a plan’s estimated enrollment impact alone will not warrant immediate action by MCPS to request capital investment in schools serving the area. Instead, MCPS will continue to monitor actual enrollment trends as residential development appears and reflect the change in their projections annually. In the meantime, the Montgomery Planning will continue to evaluate the projected utilization levels of schools through the Annual Schools Test and impose Utilization Premium Payments appropriately on residential units proposed in school service areas projected to be overutilized.

In that light, the high schools and the middle schools serving the plan area should be able to accommodate the Plan’s estimated enrollment impact with appropriate and timely capital improvements to the existing facilities. The elementary schools, on the other hand, will mostly be at the maximum capacities that MCPS will operate at once the capital projects scheduled in the current CIP are complete. Therefore, opportunities to obtain an additional elementary school site that can accommodate the expected demand from this Plan should start being sought before the actual need arises.

## **5.B SECTIONAL MAP AMENDMENT**

A Sectional Map Amendment (SMA) is a comprehensive rezoning process that classifies properties within the plan area to correspond with the zoning recommendations contained in the master plan. Following approval by the Montgomery County Council, the master plan is forwarded to The Maryland-National Capital Park and Planning Commission for adoption of the SMA. The SMA applies the master plan’s recommended zoning to the official zoning map

of Montgomery County. Once adopted by the Commission, the master plan amends the master or sector plans and any functional plans cited in the Commission’s adoption resolution.

## **5.C OPTIONAL METHOD OF DEVELOPMENT PUBLIC BENEFITS**

The Commercial Residential Town (CRT) and Commercial Residential (CR) zones in the plan area allow for higher density under the county’s optional method of development but require public amenities to support the additional density. Ensuring the right mix of public benefits is key to realizing the Plan’s goals of a more equitable, economically healthy, and environmentally resilient community.

Pursuant to the general considerations of Optional Method Public Benefits by the Montgomery County Zoning Ordinance, in approving any density incentive based on the provision of public benefits, the Planning Board may consider, among other factors, the recommendations and objectives of the applicable master plan (Zoning Code Section 4.7.1.B.1).

The Plan prioritizes the following public benefits:

- Dwelling Unit Mix
- Enhanced Accessibility for Seniors or the Disabled
- Major Public Facilities
- Small Business Opportunities
- Tree Canopy
- Public Art
- Vegetated Area
- Energy Conservation and Generation

Any future updates to the public benefits standards or guidelines amend this plan. However, the Plan’s intent to improve equity and

affordability, environmental resilience, and community beautification should continue as the primary goal of providing public benefits under the optional method of development within the plan area.

Property owners and/or developers are strongly encouraged to work with community organizations and stakeholders to ensure that public benefits and amenities, provided as part of the optional method of development, contribute to meeting the needs of the community identified in this Plan.

## **5.D COMMUNITY ADVISORY COMMITTEE**

This Plan supports the creation of an advisory group to help realize its community objectives. Montgomery Planning should initiate the formation of a new advisory committee should be initiated by the Planning Department, with a staff liaison working in close coordination with civic, business, and neighborhood groups within the plan area.

The committee should work in coordination with the Eastern Montgomery Regional Services Center to build greater community understanding, advocacy, and engagement in the planning process, public improvements, and overall community health. Members of the committee should include representatives from the various constituencies interested in implementing- various aspects of the Plan, including residents, business owners, property owners, social services organizations, and civic leaders.

Suggested initiatives of the advisory committee: could include:

- Interact with property owners and developers to ensure development is contributing to and meeting the needs of the community identified in this Plan.

- Seek to enhance commercial properties in the plan area by communicating and advocating with responsible county departments (e.g., Department of Housing and Community Affairs, Montgomery County Department of Transportation, Health and Human Services, Department of Permitting Services, Department of Environmental Protection, Montgomery County Fire and Rescue Services, etc.) to help ensure consistent enforcement of property maintenance, building code, fire code, and parking standards. Efforts should seek to improve business success, customer and employee safety, health and comfort, efficient traffic and pedestrian circulation, green space maintenance, heat island mitigation, and aesthetics.
- Seek to improve multi-unit residential properties in the plan area by communicating and advocating with responsible county departments (e.g., Department of Housing and Community Affairs, Montgomery County Department of Transportation, Health and Human Services, Department of Permitting Services, Department of Environmental Protection, Montgomery County Fire and Rescue Services, etc.) to help ensure consistent enforcement of property maintenance, building code, fire code, and parking standards to improve resident safety, health, and comfort.
- Explore potential partnerships, civic advocacy initiatives, financial resources, and development opportunities to support the implementation of transportation infrastructure and access improvements on private property in the

plan area, in coordination with community stakeholders, and affected homeowners' associations and other property owners.

- Support initiatives to increase community education and engagement in the planning process.

## 5.E DESIGN GUIDELINES

The Plan recommends adopting design guidelines for private development and public projects to implement the environmental, experiential, aesthetic, and functional recommendations of the Plan that are linked to quality-of-life standards for developable properties within the master plan area. These design guidelines should illustrate a vision along corridors, streetscapes, pathways, and community landmarks throughout the entire plan area, but also specific to the district goals and objectives.

Suggested elements of the design guidelines should seek to:

- Transform the Columbia Pike (U.S. 29) corridor into a greener, more accessible, place that provides tree canopy and shade along pedestrian pathways, human-scale building and roadway design, public artworks, and architecture that compliments surrounding neighborhoods.
- Establish streetscapes within the plan area, consistent with the county's Complete Street Design Guide, which improve pedestrian and bicycle safety and comfort, limit unprotected vehicle turning movements, install pedestrian-scale lighting, right-size the number and width of travel lanes, and increase and/or provide buffer space between travel paths and sidewalks that allows for shade trees.

- Design guidelines for new parks and public open spaces will re-state the Plan's intent, size, and function of these spaces. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application.
- Increase shade, landscaping, pervious surfaces, and tree plantings appropriate to dealership business operations on properties within the Auto Sales Park and adjacent auto-related businesses.

## 5.F CAPITAL IMPROVEMENTS PROGRAM

The Capital Improvements Program (CIP), funded by County Council and implemented by county agencies, establishes how and when public construction projects and studies are completed. The CIP cycle occurs every two years when regional advisory committees discuss proposed items for the CIP. Proposed CIP projects are also reviewed by Planning Department Staff and the Planning Board of the Maryland-National Capital Park and Planning Commission for recommendations on transportation and school CIP priorities to the County Council.

Table 14 shows a list of potential CIP projects that may be needed to implement the Plan's vision.

**Table 15: Capital Improvement Program Priorities**

**Short-Term (1-5 years)**

Project Name	Category	Lead Agency	Coordinating Agency
Study U.S. 29 Dedicated BRT lanes, north of Tech Road to Burtonsville Park and Ride station	Transportation	MCDOT	M-NCPPC
Study additional U.S. 29 BRT stations (i.e., East Randolph Road, Fairland Road, Greencastle Road, Briggs Chaney Road bridge)	Transportation	MCDOT	M-NCPPC
Study U.S. 29 BRT route along Robey Road and Greencastle Road	Transportation	MCDOT	M-NCPPC
Fairland Recreational Park Study	Parks and Open Space	M-NCPPC (Parks Department)	Prince George's County Parks and Recreation
Trail improvements between East County Community Recreation Center and Greencastle Elementary School	Recreation, Environment	MCPS	MCDOR
Establish a trail connections program for HOA-owned and other private property. May include dedication or conveyance of land as a part of redevelopment, public maintenance agreements, property acquisition, public access agreements, and/or trail easements.	Parks and Open Space, Transportation	M-NCPPC (Planning Department)	Private
Enhance/Expand Capital Bikeshare stations	Transportation	MCDOT	M-NCPPC
Study Feasibility of road diets on Major Arterials	Transportation	MCDOT	M-NCPPC
Study Feasibility of roundabouts on Briggs Chaney Road	Transportation	MCDOT	M-NCPPC
Commemorate Briggs Chaney Road bridge as Malinda Jackson Memorial Bridge	Transportation	MCDOT	M-NCPPC

**Medium-Term (5-10 years)**

Project Name	Category	Lead Agency	Coordinating Agency
Complete U.S. 29 BRT extension to Howard County	Transportation	MCDOT/ Howard County DOT	M-NCPPC
Complete Columbia Pike (U.S. 29) intersection safety improvements	Transportation	MDOT SHA	MCDOT, M-NCPPC
Complete East Randolph Road/Columbia Pike (U.S. 29) bridge pedestrian safety improvements	Transportation	MDOT SHA	MCDOT, M-NCPPC
Right-of-way low-impact stormwater retrofits and increased tree and landscaping maintenance	Transportation, Environment	MCDOT	M-NCPPC
Build planned Bicycle Master Plan facilities	Transportation	MCDOT	M-NCPPC
Linear pathway between Paint Branch H.S. and East County Community Recreation Center along north side of Briggs Chaney Road	Parks and Open Space, Transportation	MCDOT	M-NCPPC
Complete a continuous, circumferential trail and path network (inner and outer loops and connections)	Transportation, Parks and Open Space	M-NCPPC (Planning and Parks Departments)	MCDOT
East County Community Recreation Center Expansion	Recreation	MCDGS	MCDOR



East County Resilience Hub and Environmental Learning Center	Community Health, Environment	MCDGS	M-NCPPC, Montgomery College
Public art and gateway features as a part of roadway projects within Briggs Chaney Road right-of-way	Transportation	MCDOT	M-NCPPC
<b>Long-Term (More than 10 years)</b>			
<b>Project Name</b>	<b>Category</b>	<b>Lead Agency</b>	<b>Coordinating Agency</b>
Randolph Road Dedicated BRT Lanes	Transportation	MCDOT	M-NCPPC
U.S. 29/Briggs Chaney Road bridge expansion with linear park and/or plaza element	Transportation	MCDOT	MDOT SHA, M-NCPPC
Build U.S. 29 Breezeway	Transportation	MCDOT	M-NCPPC
Build ICC (MD 200) Breezeway	Transportation	MDOT SHA	M-NCPPC
New Street Connection – Sheffield Manor Drive to Greencastle Road	Transportation	MCDOT	M-NCPPC, Private
Street Extension – Aston Manor Drive to Robey Road	Transportation	MCDOT	M-NCPPC, Private
Street Extension – Castle Boulevard/Terrace to Ballinger Drive	Transportation	MCDOT	M-NCPPC, Private
Street Extension – Robey Road to Automobile Boulevard	Transportation	MCDOT	M-NCPPC, Private
Street Extension – Gateshead Manor Way to Automobile Boulevard	Transportation	MCDOT	M-NCPPC, Private

# Chapter 6. References

## 6.A ACRONYMS

**ACS** – American Community Survey (U.S. Census Bureau)

**BRT** – Bus Rapid Transit

**DHCA** – Montgomery County Department of Housing and Community Affairs

**DPS** – Montgomery County Department of Permitting Services

**EFA** – Equity Focus Area

**FBC** – Fairland and Briggs Chaney

**FRS** – Montgomery County Fire and Rescue Service

**HHS** – Montgomery County Department of Health and Human Services

**MCDEP** – Montgomery County Department of Environmental Protection

**MCDGS** – Montgomery County Department of General Services

**MCDOR** – Montgomery County Department of Recreation

**MCDOT** – Montgomery County Department of Transportation

**MCPS** – Montgomery County Public Schools

**MDOT SHA** – Maryland Department of Transportation, State Highway Administration

**M-NCPPC** – Maryland-National Capital Park and Planning Commission

**Montgomery Parks** – Montgomery County Parks Department, an agency of the Maryland-National Capital Park and Planning Commission

**Montgomery Planning** – Montgomery County Planning Department, an agency of the Maryland-National Capital Park and Planning Commission

**MPDU** – Moderately Priced Dwelling Unit

**MTA** – Maryland Transit Administration

**MWCOG** – Metropolitan Washington Council of Governments

**OCP** – Montgomery County Office of Community Partnerships

**OEMHS** – Montgomery County Office of Emergency Management and Homeland Security

**POPS** – Privately Owned, Publicly Available Open Space(s)

**RSC** – Regional Services Center

**TDR** – Transferable Development Rights

**WMATA** – Washington Metropolitan Area Transit Authority

## 6.B GLOSSARY

**Breezeway** – Part of a network of special bikeways that are envisioned to carry a high number of bicyclists, primarily for longer, faster trips to central business districts (CBDs), transit stations, activity hubs and job centers. Breezeways may be designed as trails, sidepaths, separated bike lanes, and neighborhood greenways. (*Montgomery County Bicycle Master Plan*)

**Carbon footprint** - The total greenhouse gas emissions caused by an individual, event, organization, service, place, or product, expressed as carbon dioxide equivalent. (Wikipedia)

**Complete Streets** - Roadways that are designed and operated to provide safe, accessible, and healthy travel for all users of our roadway system, including pedestrians, bicyclists, transit riders, and motorists. (MCDOT Complete Streets Design Guide)

**Complete Communities** - Places that include the range of land uses, infrastructure, services and amenities that allow them to meet a wide range of needs for a variety of people. (*Thrive Montgomery 2050*)

**Environmental Preservation Area** – A geographic area where existing environmental resources are of such high quality and/or sensitive nature that they shall be protected through a combination of predominantly low-density

residential and agricultural land uses and conservation easements/public acquisition. (Montgomery Planning)

**Environmental Restoration Area** – A geographic area where, in general, past practices have significantly degraded environmental resources. Restoration efforts are required to assure a minimum quality or to achieve stated goals, standards or policies of federal, state or local government. (Montgomery Planning)

**Green Infrastructure** – The range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, reuse, absorb, or slowly release stormwater and reduce flows to sewer systems or to surface waters. (U.S. Environmental Protection Agency)

**Micro-mobility** – Any small, low-speed, human- or electric-powered transportation device, including bicycles, scooters, electric-assist bicycles, electric scooters (e-scooters), and other small, lightweight, wheeled conveyances. (U.S DOT Federal Highway Administration)

**Park(s)** – M-NCPPC Parkland operated by the Montgomery County Parks Department.

**Privately Owned, Publicly Available Open**

**Space(s)** – Privately owned open spaces open and accessible for public use.

**Public Open Space(s)** - Any open spaces accessible for public use regardless of ownership.

**Resilience Hub** - A community-serving facility augmented to support residents and coordinate resource distribution and services before, during, and after a natural hazard event or limited food accessibility. (*Montgomery County Climate Action Plan*)

**Road Diet** - A road diet reduces the number and width of travel and turning lanes to reduce the

speed of traffic and crossing distances, and to provide additional space for other modes of travel. Available space could be used to install safety infrastructure that protects pedestrians and bicycle movement as well as additional transit infrastructure. Road diets also reduce paved-surface area, which reduce the heat island effect and the impact of stormwater outflow. (U.S. Department of Transportation, Federal Highway Administration).

**Sidepaths** – Sidepaths are shared-use paths located parallel to and within the road right-of-way. They provide two-way travel routes designated for walking, bicycling, jogging and skating.

**Special Protection Area** - A geographic area where existing water resources or other environmental features relating to those water resources are of high quality or unusually sensitive and proposed land uses would threaten the quality or preservation of those resources or features in the absence of special water quality protection measures which are closely coordinated with appropriate land use controls. (Montgomery Planning)

**Third Places** – Public places on neutral ground where people can gather and interact and are able to host regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work. Maybe on public or private property. (Ray Oldenburg, *The Great Good Place*)

## 6.C ENERGIZED PUBLIC SPACES (EPS) ANALYSIS

The 2017 and 2022 *Parks, Recreation and Open Space (PROS) Plan* introduced and refers to a policy document that focuses on the delivery of parks and open spaces in higher density areas of the county - the 2018 *Energized Public Spaces Functional Master Plan* (EPS Plan) and its

associated 2019 *Designing Public Spaces Design Guidelines*. The EPS Plan applies an innovative methodology and framework to identify areas with the highest need for parks and open spaces and recommends opportunities to increase the amount and quality of parks and open space in those communities.

This Plan promotes public spaces as platforms where people can share experiences and build a sense of community. As participants noted during this Plan's listening and visioning sessions, the Fairland and Briggs Chaney community needs more parks and access to parks for physical activity. The EPS Plan implemented data analysis, a new user-friendly metric, and scenario-testing layers to support this need and enhance our park planning analysis during the planning process.

The main purpose of the EPS Plan is to create outdoor spaces where people of all ages, ethnicities, incomes, and tenures can meet, play, relax, exercise, and enjoy nature in areas where more people live and work. These parks and open spaces will integrate the public network of streets, transit options, and other infrastructure, creating a framework around which sustainable future development can occur. In summary, the overarching goals of the *Energized Public Spaces Functional Master Plan* are to:

- Identify where parks and open space are needed most to serve dense populations within walking distance.
- Prioritize parks and open spaces for implementation using social equity and other factors.
- Propose innovative tools and new funding sources to activate and connect parks, renovate and repurpose existing facilities, develop new facilities, and create new parks and open spaces.

To reach these goals, an innovative GIS-based methodology was used to identify areas with low levels of service for parks and open space and to remedy the shortages in a systematic way. This methodology is employed to prioritize and distribute parks and open spaces equitably across the EPS Study Area.

Analysis was completed for the plan area to identify Experience Improvement Areas (EIA), areas within Montgomery County that are identified as the highest residential and mixed-use densities in the county, covering approximately 17% of the county's land area but including over 40% of the county's residents and over 60% of its jobs.

Maps 42 and 43 show the results of EPS Analysis for the plan area, where areas with low experience scores are spatially clustered. Experience scores were determined by calculating the ratio and scoring of accessible public space experiences to the number of people capable of walking to them from a specific location.

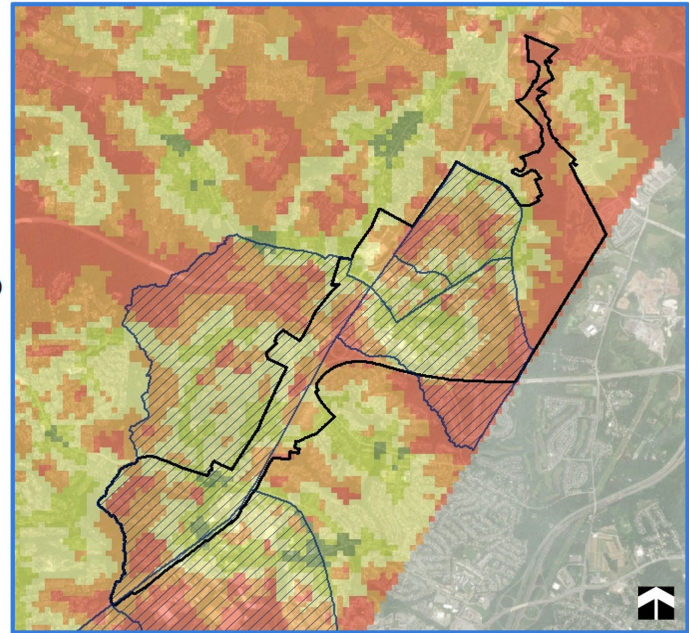
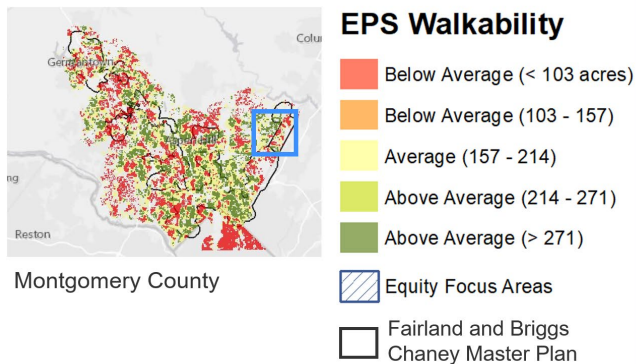
As indicated in these figures, people living in the red areas lack access to parks and open spaces that provide active, contemplative, and social experiences. This Plan addresses the low level of service in these areas by proposing new open spaces within private new development, new amenities within existing parkland, and more access to parks and open spaces from residential neighborhoods.



## Map 42: Energized Public Space (EPS) Analysis

### Fairland and Briggs Chaney Master Plan

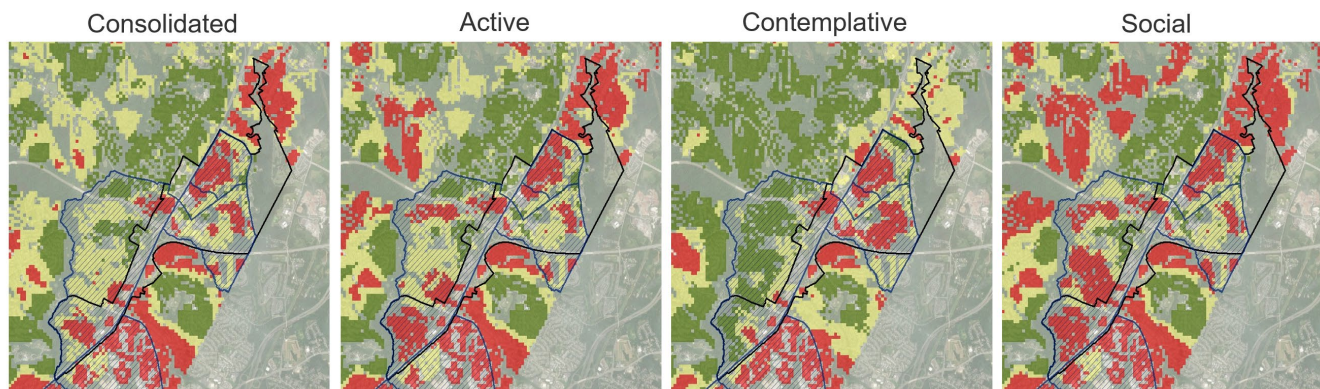
#### Energized Public Space (EPS) 10-minute Walkability Analysis



## Map 43: EPS Experience Improvement and Experience Areas

### Fairland and Briggs Chaney Master Plan

#### EPS Experience Improvement Areas (EIAs) and Experience Areas (EAs)



Experience Type	Experience Points Per Person	People in EIAs	People in Medium EAs	People in High EAs
All - Consolidated	2.25	58.21 %	37.12 %	4.67 %
Active	0.71	56.68 %	35.64 %	7.68 %
Contemplative	0.82	62.89 %	31.34 %	5.77 %
Social	0.72	57.76 %	35.55 %	6.69 %



## 6.D WEB LINKS

- Fairland and Briggs Chaney Master Plan project webpage  
<https://www.montgomeryplanning.org/fairlandbriggschaney>
- Countywide Bikeways Functional Master Plan  
[http://www.montgomeryplanning.org/transportation/bikeways/A\\_A/contents.shtm](http://www.montgomeryplanning.org/transportation/bikeways/A_A/contents.shtm)
- Countywide Water Resources Plan, 2010  
[http://www.montgomeryplanning.org/environment/water\\_resources\\_plan/index.shtm](http://www.montgomeryplanning.org/environment/water_resources_plan/index.shtm)
- 2018 Energized Public Spaces Functional Master Plan (EPS Plan) and its associated 2019 Designing Public Spaces Design Guidelines  
<https://montgomeryparks.org/projects/directory/energized-public-spaces-functional-master-plan/>
- Fairland and Briggs Chaney Housing Market Assessment Study, 2022.  
[https://montgomeryplanningboard.org/wp-content/uploads/2022/07/FBC-Housing-Market-Assessment-Staff-Report\\_CL\\_7-22-22\\_FINAL.pdf](https://montgomeryplanningboard.org/wp-content/uploads/2022/07/FBC-Housing-Market-Assessment-Staff-Report_CL_7-22-22_FINAL.pdf)
- Fairland and Briggs Chaney Master Plan Existing Conditions Report to the Planning Board  
[https://montgomeryplanning.org/wp-content/uploads/2022/04/FBC\\_Exist\\_Conds\\_Report\\_website.pdf](https://montgomeryplanning.org/wp-content/uploads/2022/04/FBC_Exist_Conds_Report_website.pdf)
- Fairland and Briggs Chaney Master Plan Vision Workshops – Community Comments & Feedback  
<https://montgomeryplanning.org/planning/communities/upcounty/fairland/fairland-master-plan-1997/fairland-briggs-chaney-mp/equitable-community-engagement/>
- 1997 Fairland Master Plan  
[http://www.montgomeryplanning.org/community/plan\\_areas/eastern\\_county/master\\_plans/fairland/fairland\\_toc.shtm](http://www.montgomeryplanning.org/community/plan_areas/eastern_county/master_plans/fairland/fairland_toc.shtm)
- Guidelines for Environmental Management of Development in Montgomery County, 2000  
[http://www.montgomeryplanning.org/environment/forest/guidelines\\_0100/toc\\_environ\\_guide.shtm](http://www.montgomeryplanning.org/environment/forest/guidelines_0100/toc_environ_guide.shtm)
- 2022 Park, Recreation, and Open Space (PROS) Plan  
[https://montgomeryparks.org/wp-content/uploads/2022/07/PROS-Plan\\_Final-Submission.pdf](https://montgomeryparks.org/wp-content/uploads/2022/07/PROS-Plan_Final-Submission.pdf)
- 2030 Strategic Plan for Parks and Recreation in Montgomery County  
<https://montgomeryparks.org/wp-content/uploads/2018/04/v2030-exec.summary-508update.pdf>