



Fairland and Briggs Chaney MASTER PLAN

COUNCIL APPROVED DRAFT

DECEMBER
2023



 **Montgomery Planning**

www.montgomeryplanning.org/fairlandbriggschaney

ABSTRACT

The Fairland and Briggs Chaney Master Plan contains the text, supporting maps, and appendices 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; the 2018 *Bicycle Master Plan*; and the 2023 *Pedestrian 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

The Maryland-National Capital Park and Planning Commission
Montgomery Planning
2425 Reedie Drive
Wheaton, MD 20902

Online at montgomeryplanning.org/fairlandbriggschaney

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The Commission is charged with preparing, adopting and amending or extending The General Plan (*Thrive Montgomery 2050*) for the physical development of the Maryland-Washington Regional District in Montgomery and Prince George's counties. The Commission operates in each county through Planning Boards appointed by those county governments. The Planning Boards are responsible for preparing all local plans, zoning ordinances, and subdivision regulations and the administration of the bi-county park system.

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Fairland and Briggs Chaney

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COUNCIL APPROVED – DECEMBER 2023

M-NCPPC

Prepared by the Montgomery County Planning Department
MontgomeryPlanning.org

TABLE OF CONTENTS

Chapter 1.	Executive Summary.....	1
Chapter 2.	Introduction.....	4
2.A	Plan Context.....	4
2.B	Plan Visions.....	4
2.C	History of Fairland and Briggs Chaney.....	9
2.D	Fairland And Briggs Chaney Today.....	14
2.E	Community Engagement.....	39
2.F	Plan Framework.....	41
Chapter 3.	Plan Wide Recommendations.....	44
3.A	Land Use and Design.....	44
3.B	Housing.....	49
3.C	Transportation.....	51
3.D	Community Health and Culture.....	66
3.E	Parks and Public Open Space.....	68
3.F	Environment.....	73
3.G	Community Facilities.....	74
3.H	Historic Preservation and Cultural Resources.....	76
Chapter 4.	District Recommendations.....	78
4.A	Columbia Pike Corridor District.....	79
4.B	Main Street District.....	102
4.C	Residential Neighborhoods.....	117
Chapter 5.	Plan Implementation.....	126
5.A	Managing Growth.....	126
5.B	Sectional Map Amendment.....	127
5.C	Optional Method of Development Public Benefits.....	127
5.D	Community Advisory Committee.....	128
5.E	Design Guidelines.....	128
5.F	Capital Improvements Program.....	129
5.G	Maryland Planning Visions.....	132
Chapter 6.	References.....	134
6.A	Acronyms.....	134
6.B	Glossary.....	134
6.C	Community Demographic Profile.....	137
6.D	Energized Public Spaces (EPS) Analysis.....	138
6.E	Web Links.....	140

MAPS

Map 1: Regional Context	5
Map 2: Fairland and Briggs Chaney Master Plan Area	8
Map 3: Fairland and Briggs Chaney Study Area	17
Map 4: Plan Area Equity Focus Areas	18
Map 5: Plan Area Pedestrian Level of Comfort	25
Map 6: Plan Area Bicycle Level of Traffic Stress	26
Map 7: Plan Area Elementary School Service Areas	28
Map 8: Plan Area Middle School Service Areas	28
Map 9: Plan Area High School Service Areas	29
Map 10: Plan Area Community Facilities	31
Map 11: Plan Area Water Quality by Subwatershed (2021)	34
Map 12: Plan Area Heat Anomalies	35
Map 13: Plan Area Historic Sites and Heritage Areas	38
Map 14: Concept Framework Plan	43
Map 15: Existing Land Uses	45
Map 16: Planned Land Uses	46
Map 17: Existing Zoning	47
Map 18: Recommended Zoning	48
Map 19: Existing and Planned Roadways	56
Map 20: Existing Bikeways	59
Map 21: Existing and Planned Bikeways	60
Map 22: Existing and Planned Transit	64
Map 23: Inner and Outer Active Transportation Loops	71
Map 24: Existing and Planned Parks and Open Space	72
Map 25: Plan Districts	78
Map 26: Old Columbia Pike and Briggs Chaney Activity Center Detail	81
Map 27: Old Columbia Pike and Briggs Chaney Activity Center Recommended Zoning	82
Map 28: Old Columbia Pike and Fairland Activity Center Detail ..	86
Map 29: Old Columbia Pike and Fairland Activity Center Recommended Zoning	87
Map 30: Columbia Pike and Musgrove Activity Center Detail	92
Map 31: Columbia Pike and Musgrove Activity Center Recommended Zoning	93
Map 32: Old Columbia Pike and East Randolph Activity Center Detail	98
Map 33: Old Columbia Pike and East Randolph Activity Center Recommended Zoning	99
Map 34: Briggs Chaney (North) Activity Center Detail	108
Map 35: Briggs Chaney (North) Activity Center Recommended Zoning	109
Map 36: Briggs Chaney (South) Activity Center Detail	114
Map 37: Briggs Chaney (South) Activity Center Recommended Zoning	115
Map 38: Residential Neighborhoods District (North) Detail	120
Map 39: Residential Neighborhoods District (South) Detail	121
Map 40: Residential Neighborhoods District (North) Recommended Zoning	122
Map 41: Residential Neighborhoods District (South) Recommended Zoning	124
Map 42: Energized Public Space (EPS) Analysis	139
Map 43: EPS Experience Improvement and Experience Areas	139

FIGURES

Figure 1: Existing Land Use Chart and Table	15
Figure 2: Population Profile by Race and Ethnicity	16
Figure 3: Commercial Space in the Plan Area by Year Built (sf)	20
Figure 4: Share of Commercial Space in the Plan Area, by Use	20
Figure Xa: Street-Level Conceptual Illustration of Briggs Chaney Road at Old Columbia Pike	83
Figure 5: Conceptual Illustration of the Columbia Pike and Musgrove Activity Center	91
Figure 6: Conceptual Illustration of the Old Columbia Road and East Randolph Activity Center	97
Figure Xb: Street-Level Conceptual Illustration of East Randolph Road at Old Columbia Pike	100
Figure Xc: Elevated Conceptual Illustration of Tech Road at Columbia Pike	101
Figure Xd: Street-Level Conceptual Illustration of Tech Road at Columbia Pike	101
Figure Xe: Elevated Conceptual Illustration of the Main Street District	103
Figure 7: Conceptual Illustration of the Main Street District (Option 1)	103
Figure 8: Conceptual Illustration of the Main Street District (Option 2 with possible education campus)	104

TABLES

Table 1: Private Employment Change in Fairland and Briggs Chaney and Montgomery County	21
Table 2: Existing Transportation Metrics (2015)	24
Table 3: Master Plan Historic Sites	35
Table 4: Montgomery County Burial Sites Inventory Cemeteries in the Plan Area Vicinity	37
Table 5: Street Classification and ROW Recommendations (sorted by County Classification)	55
Table 6: Bicycle Facility Recommendations	61
Table 7: Old Columbia Pike and Briggs Chaney Activity Center Zoning Recommendations	83
Table 8: Old Columbia Pike and Fairland Activity Center Zoning Recommendations	88
Table 9: Columbia Pike and Musgrove Activity Center Zoning Recommendations	94
Table 10: Old Columbia Pike and East Randolph Activity Center Zoning Recommendations	100
Table 11: Briggs Chaney (North) Activity Center Zoning Recommendations	110
Table 12: Briggs Chaney (South) Activity Center Zoning Recommendations	116
Table 13: Residential Neighborhoods District (North) Zoning Recommendations	123
Table 14: Residential Neighborhoods District (South) Zoning Recommendations	125
Table 15: Capital Improvement Program Priorities	130

Chapter 1. Executive Summary

The Montgomery County Planning Department (Montgomery Planning) 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 Colesville Road/Columbia Pike (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. Compact development is defined in this Plan as a pattern of land development focused on centers of activity where site elements, including buildings, circulation, parking, environmental features, and gathering spaces, are configured efficiently on a site and located close to nearby sites to allow safe and comfortable access by a range of travel modes (driving, walking, biking, rolling, and transit). This Plan seeks to build upon the early successes of the U.S. 29 Flash BRT service by embracing a future for a more complete, equitable, transit-oriented, and compact community.

The Plan also seeks to build upon the vision of the 2014 *White Oak Science Gateway Master Plan* and 2012 *Burtonsville Crossroads Neighborhood Plan*,

whose plan areas book-end this master plan area and are intrinsically linked along the U.S. 29 corridor. 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 incorporates the goals and policies of *Thrive Montgomery 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.

KEY RECOMMENDATIONS

- 1 Develop Community Gateways and Activity Centers that have a more compact building footprint, mixed-use centers focused on frequent transit service, safe pedestrian and bicycle 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 Establish 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.

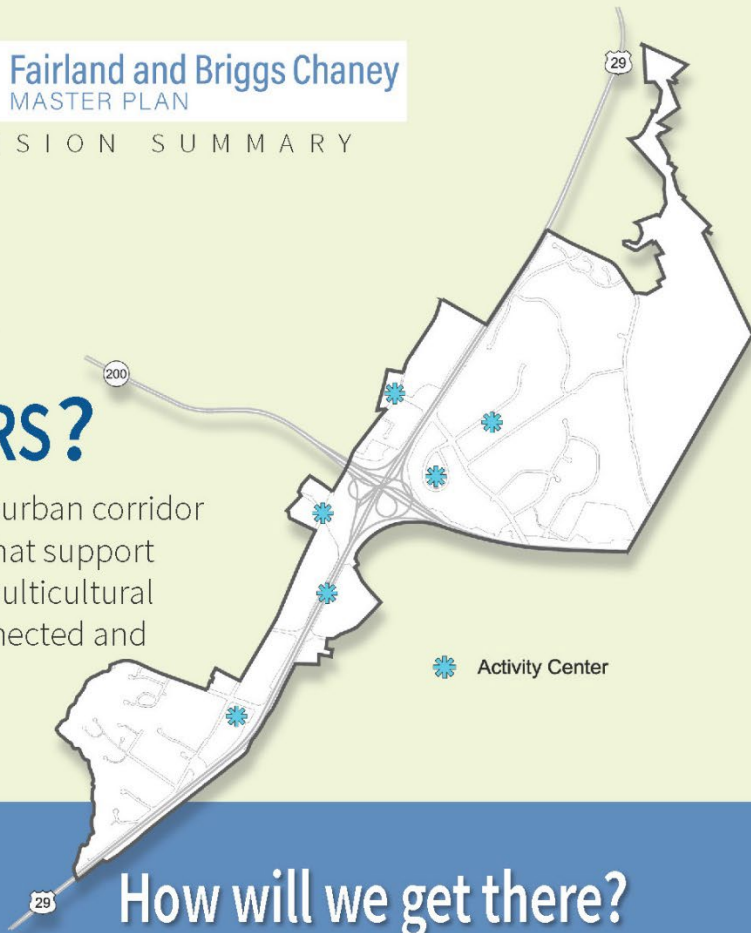


Fairland and Briggs Chaney MASTER PLAN

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.



How will we get there?



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*. The relationship between these communities is strongly influenced by the future development and transportation network.

2.A.1. Thrive Montgomery 2050

The countywide General Plan, known as *Thrive Montgomery 2050*, or *Thrive*, provides a general framework and guiding principles for the Fairland and Briggs Chaney Master Plan. *Thrive* 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*, 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* (Equitable Communities, Economic Health, and Environmental Resilience) and implements the county's forward-thinking policies including, but not limited to, Racial Equity and Social Justice¹, Vision Zero, Complete Streets, Complete Communities, and Climate Mitigation and Resilience².

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

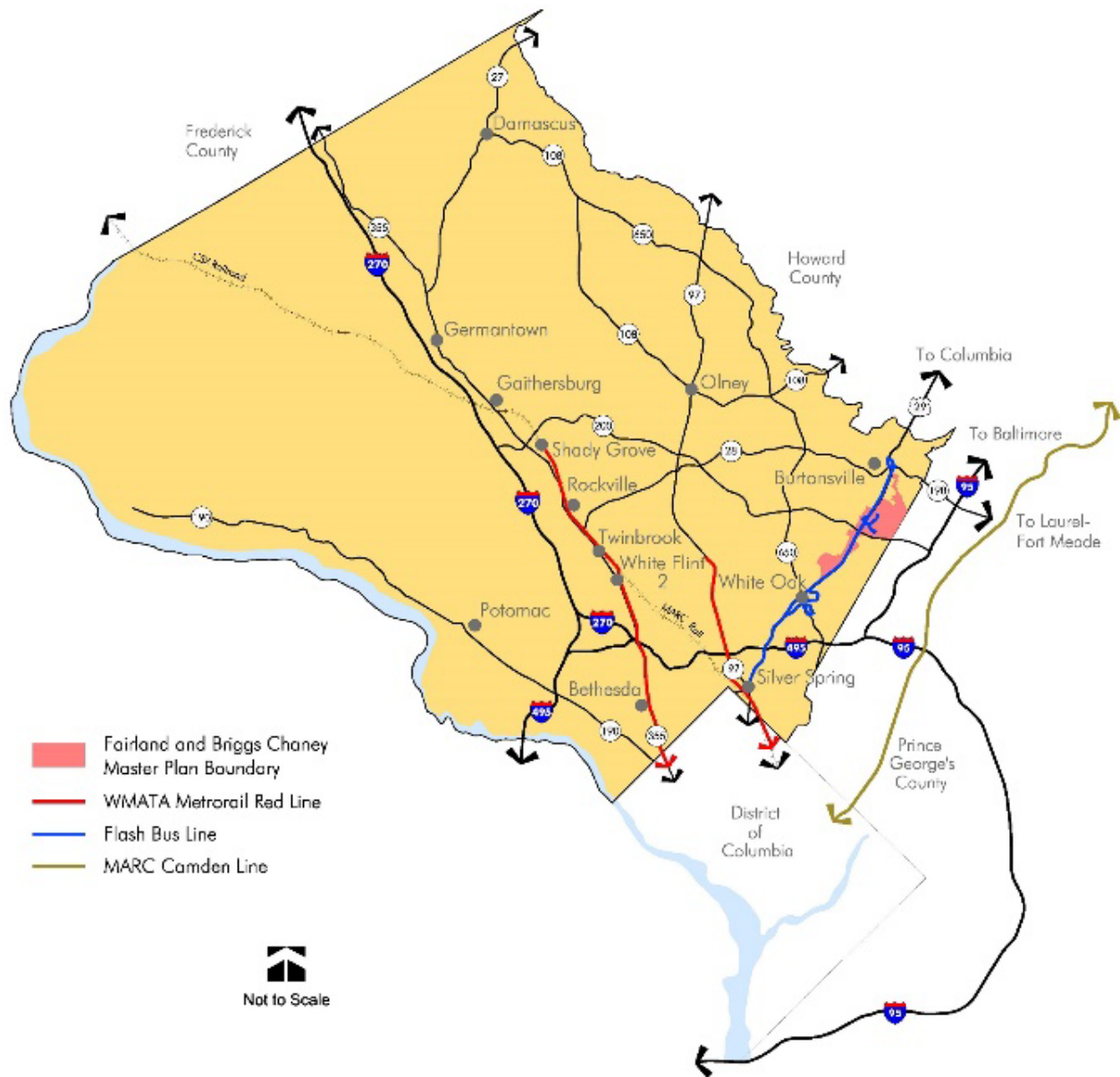
The Plan envisions a future for the Fairland and Briggs Chaney community that is socially connected and embraces the diverse languages, ethnicities, and cultures that contribute to its unique cultural tapestry. Community members benefit from accessible and diverse educational opportunities that advance cultural understanding and build community capacity. Regional networks

¹ Montgomery County's Racial Equity and Social Justice Law (Bill 27-19) 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.

² Montgomery County's Climate Action Plan is Montgomery County's strategic plan to cut greenhouse gas (GHG) emissions 80

percent by 2027 and 100 percent 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.

Map 1: Regional Context



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 in nearby White Oak Science Gateway and Burtonsville communities, as well as throughout the region.

While U.S. 29 continues to function as part of the regional highway network, 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 greater pedestrian safety and 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 new, compact, mixed-use development near BRT stations and planned

Activity Centers that 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 one connected with emerging activity centers of the White Oak Science Gateway, Burtonsville, and Konterra in Prince George's County through 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.

2.B.5. State Planning Visions

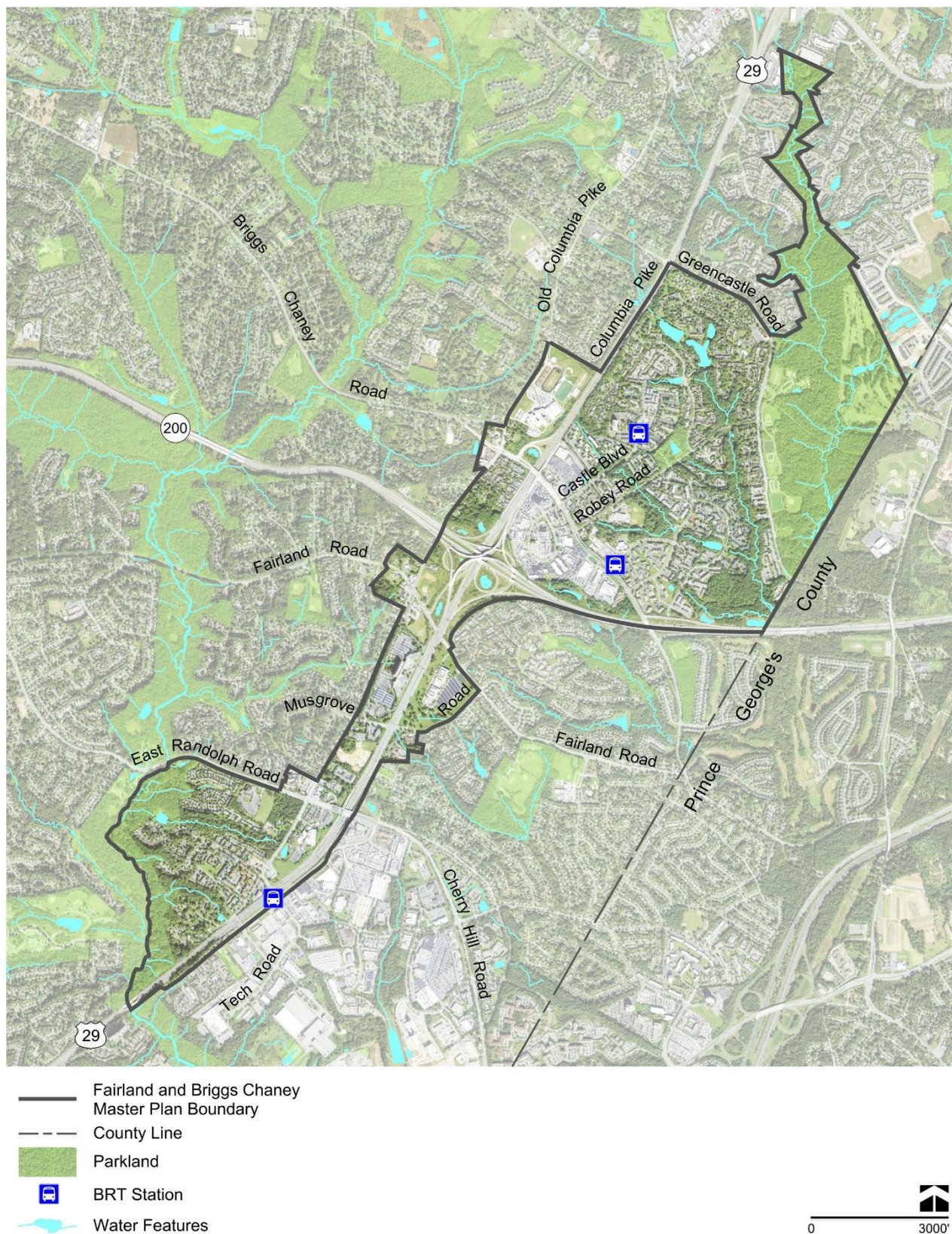
The State of Maryland has adopted 12 Planning Visions that reflect the State's ongoing aspiration to develop and implement sound growth and

development policy. These visions address the following topics:

- Quality of Life and Sustainability
- Public Participation
- Growth Areas
- Community Design
- Infrastructure
- Transportation
- Housing
- Economic Development
- Environmental Protection
- Resource Conservation
- Stewardship
- Implementation Approaches

Find out more about how this Plan seeks to implement the State's 12 Planning Visions through its policies and recommendations in Section 5.G.

Map 2: Fairland and Briggs Chaney Master Plan Area



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.



Historic Columbia Pike (former U.S. 29) in 1950.

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 as a policy to encourage a pattern of development that was not entirely automobile dependent. The 1981 Plan sought to concentrate development of higher densities where it could be served by transit and avoid growth in areas that relied on single-occupancy vehicle travel and the resulting traffic congestion that the area had experienced in previous years.

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 has purchased or obtained land dedications to protect sensitive areas such as the Paint Branch Stream Valley Park and Little Paint Branch Stream Valley located in Fairland Recreational Park. The Briggs Chaney Community Garden is Parks' second community garden, acquired in 1962, and over the course of 14-years has played a pivotal role in the establishment of Parks' Community Garden Program. The Briggs Chaney Community Garden is within the Upper Paint Branch Stream Valley Park and is within the Special Protection Area, which is a designation that ensures this area is protected to preserve trees, animals, and the natural habitat. The garden is surrounded by a natural surface trail loop: Countryside Community Gardens Loop and the Steuben Way Trail. There is currently limited crossing with safe pedestrian connections to other trails along Briggs Chaney Road. However, this garden is in an incredibly diverse community resource located within the study area (see Map 3) with foreign-born residents originating from Cameroon, Bangladesh, India, Congo, Central America, and many other countries across the globe. With 119 individual garden plots (625 square feet or less), this landmark has historically provided a culturally enriched and sacred space that not only benefits East County residents, but the County as a whole.

Local recreational needs are analyzed based on user survey data, ballfield team demand, and future population forecasting. The information is published every 5 years in the Parks Recreation and Open Space Plan (PROS) for use by Montgomery Parks and the public. This information was used to identify the numbers and types of recreational amenities needed for a planning area – in this case for Planning Area 6 - Eastern County which includes Cloverly, Fairland and White Oak. Over the years, areas such as

Fairland were identified for new ballfields, playgrounds and courts thus leading to the identification of parkland and private property needed to supply these public amenities. The Edgewood Neighborhood Park was acquired 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. Most of the parkland and community open spaces in Fairland and Briggs Chaney, either purchased by Montgomery Parks or obtained by land dedication from private developers, help to meet the recreational demand but tends to rely heavily on access by vehicles.

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.

WEDGES AND CORRIDORS GEOGRAPHIC COMPONENTS
FIGURE 8



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 steer 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 (TDRs) 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 TDRs program permits an increase in maximum residential density for properties located in a TDRs 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 TDRs Overlay zones today, one of which has been realized through residential development at a greater density than its underlying zone. Two other TDRs 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 TDRs 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 percent 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.

2.D.2. Demographic Context

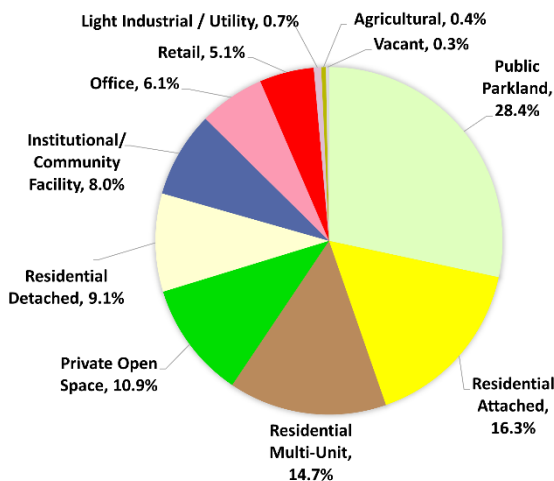
Based on the U.S. Census Bureau’s 2021 American Community Survey (ACS) 5-year estimates, there were an estimated 46,026 residents in the Fairland and Briggs Chaney Study Area, which comprises the census tracts in which the Master Plan is located (See Map 3 for the distinction between the Master Plan Area and Study Area). The distribution of the age of residents during this same time period largely mirrored the county, with residents aged 45-64 comprising the largest group (26 percent), as similarly observed at the county level (27 percent). Families accounted for most households (66 percent), which is consistent with the countywide profile (64 percent).

The plan area 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 (ACS, 2021). 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 percent of the Study Area population is comprised of people of color (compared to 58 percent throughout the county), and about 40 percent of the residents are foreign-born

(compared to 32 percent in the county). The overall breakdown on the demographic profile within the Study Area is 50 percent Black, 18 percent Asian or Pacific Islander, 16 percent White, and 13 percent Hispanic (ACS, 2021).

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%
	1,612	87%

Public Right-of-Way	231	13%
Master Plan Area	1,844	100%

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

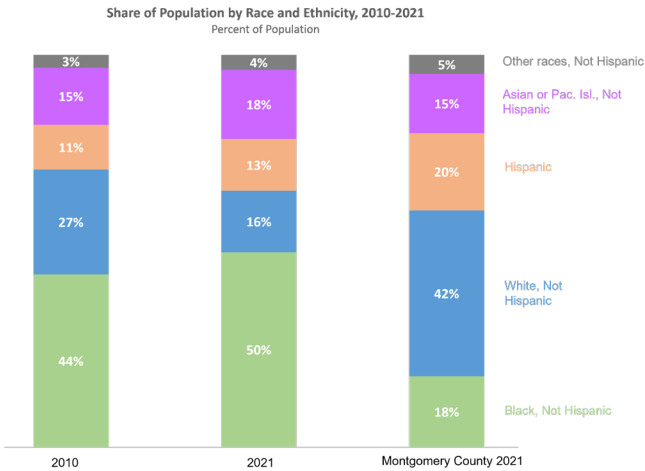
This present-day community composition is quite different than the countywide profile, where 42 percent of the Study Area population is White, 20 percent of the population is of Hispanic ethnicity, and 18 percent of the population identifies as

Black or 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 percent of the total population (ACS, 2021) (Figure 2).



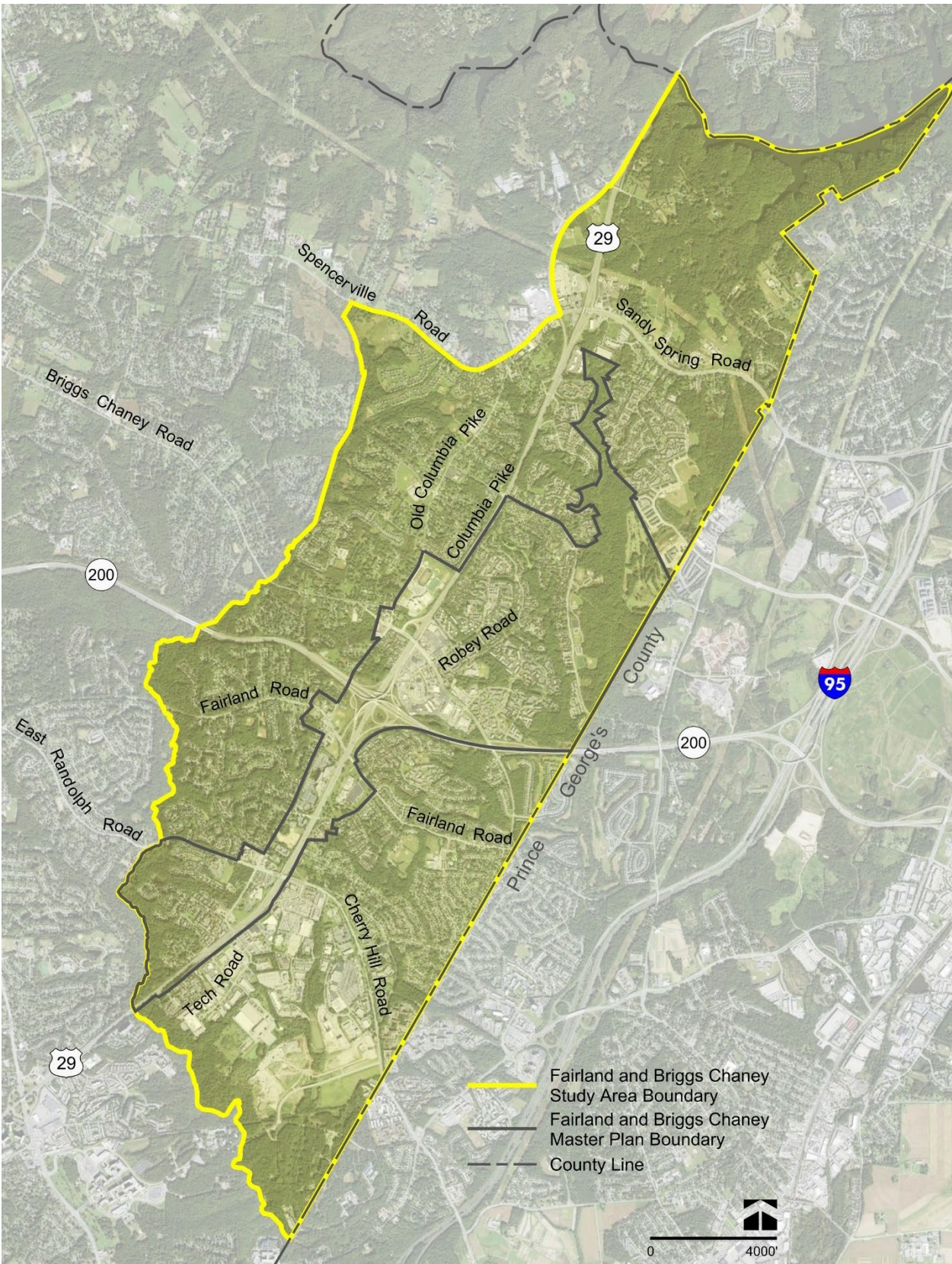
Community members at the East County Community Recreation Center

Figure 2: Population Profile by Race and Ethnicity



Source: 2010 Decennial Census, 2021 American Community Survey 5-year estimates, U.S. Census Bureau

Map 3: Fairland and Briggs Chaney Study Area



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 \$147,476, which is lower than the county average of \$190,837. The residential homeownership rate of 60 percent in the Fairland and Briggs Chaney Study Area is lower than the county rate, where 65 percent of residents are homeowners. Furthermore, the cost burden among renters in the Fairland community (i.e., households spending more than 30 percent of their income on housing costs) is higher than for renters at the county level. In the Fairland and Briggs Chaney Study Area, 60 percent of renters are cost burdened, compared to 50 percent at the county level (ACS, 2021).

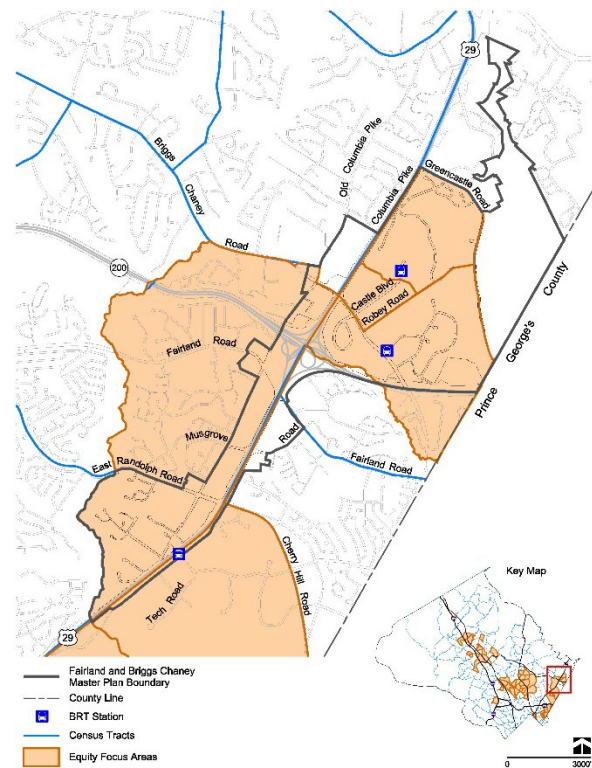
Similar patterns persist when looking at average household income by race as well. For example, the average annual income for a White household in the Study Area is \$125,323, while at the county level, the average White household earns \$196,565 per year. This pattern in earnings in the Study Area is similar across all racial categories when compared to countywide data. Perhaps most notable however is the average household income for Hispanic residents, \$72,761 per year, compared to \$112,150 per year at the county level (ACS, 2021).

This uneven socioeconomic landscape is further underscored when examining the county's Equity Focus Areas (EFAs), which in Montgomery County are characterized by high concentrations of lower-income people of color who may also speak English less than very well. Communities located within EFAs may struggle with 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 percent of the residents in the Study Area live within an EFA. This is a stark contrast when compared to the county, where approximately 25 percent of residents live in an EFA.

For more information on the plan area's demographic profile as of 2021, see section 6.C (Community Demographic Profile).

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

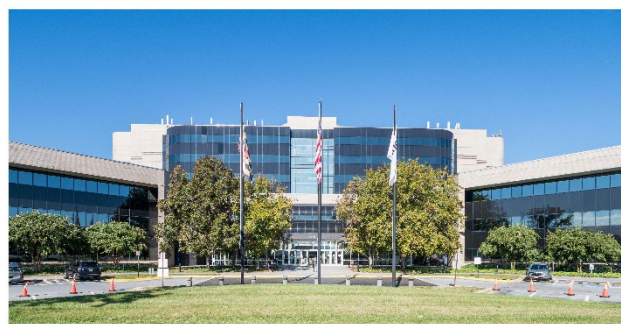
Fairland is an employment hub in the county, accounting for nearly 5,000 private sector jobs in 2021 (ACS, 2021). However, it is not a typical employment hub since most of these jobs are concentrated in just three sites within the plan area: the Verizon campus, the General Conference of Seventh Day Adventists World Headquarters, and the properties that comprise the Auto Sales Park. These sites account for about 155 acres (or 10 percent) 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 percent 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 (CoStar, 2022).

Additionally, the plan area's total commercial space (about 2.5 million square feet) consists of about 61 percent office space, which faces an uncertain future as people and employers shift toward remote working in the post-COVID era. More specifically, the Verizon properties (2 sites) and the General Conference of Seventh-Day Adventists World Headquarters make up about 95 percent of the total office space in the plan area (CoStar, 2022).



Verizon Washington DC office building



World Headquarters of the Seventh-day Adventist Church

Outside of these office areas, the plan area's few local-serving office and retail buildings have seen little leasing activity over the last several years to

generate a consistent assessment of its status of commercial real estate in the area.

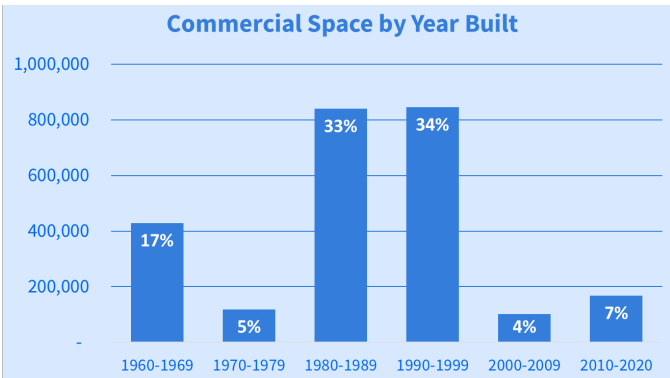
Most of the non-office commercial space is located at the Auto Sales Park and the Briggs Chaney Marketplace shopping center, both of which have been close to fully occupied in recent years.

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.

Employment

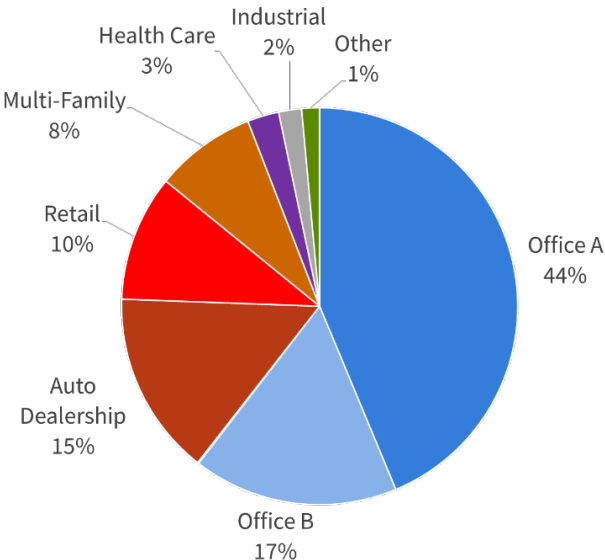
Reflecting its stagnant commercial real estate market, employment in the plan area has declined for the last decade. From 2010 to 2021, the plan area lost 27 percent of its private sector jobs, falling from nearly 5,000 jobs to just over 3,500 jobs. Montgomery County also lost private sector jobs during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

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



Source: CoStar, 2022.

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



Source: CoStar, 2022.

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 were generally small businesses, employing fewer than five people (and sometimes none), often operating out of homes providing various kinds of professional and personal services (MDL, 2021).

One resource supporting business development within the plan area is ultraMontgomery, the

Table 1: Private Employment Change in Fairland and Briggs Chaney and Montgomery County				
	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 (MDL) Quarterly Census of Employment and Wages microdata; private employers only, 2nd month of 2nd quarter of 2010 and 2021.

County's broadband economic development program that launched in 2014 to help develop robust and high-speed networks that connect business, academic and federal institutions along major corridors (e.g., U.S. 29 and the ICC) and transit-oriented communities. Business owners specifically aligned in six target market sectors: Bio Health / Sciences; IT and Cybersecurity; Financial Services; Advanced Manufacturing; Corporate / Regional HQ; and Entrepreneurship and Innovation may engage with ultraMontgomery to expand gigabit infrastructure, build public-private partnerships, and source seed money.

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 2022 *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 for Planning 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 41,000 housing units by 2030 to meet future housing demand from population and job growth. 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 attached residential units, and 300 detached residential units. There are only around 300 true income-restricted affordable rental units in the plan area, which comprise around 7 percent 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 rental housing in the area, all market-rate rental 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 percent of the Washington, D.C. metropolitan region's area median income (AMI).

The plan 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 percent 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 area.



Looking south along U.S. 29 (Columbia Pike) from Briggs Chaney Road bridge

There is Flash Bus Rapid Transit (BRT) service in the plan area between Burtonsville and Silver Spring. 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.



Ride On Flash BRT Castle Boulevard Orange Line Station

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, Montgomery Planning 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), 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 the Colesville Road/Columbia Pike (U.S. 29) Flash BRT service in October 2020.

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.



People walking along Briggs Chaney Road

The county measures non-vehicular access and mobility in three ways: Pedestrian Level of Comfort (PLOC), Bicycle Level of Traffic Stress

(LTS), and Predictive Safety Analysis. 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.

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.

The Predictive Safety Analysis tool is designed to assist planners, engineers, and other decision-makers in evaluating the potential for traffic safety risks in areas of the county that are particularly prone to traffic crashes and fatalities. The tool applies a data-driven methodology that assesses the existing conditions of a roadway segment or intersection with a high crash risk, with the goal of

prioritizing safety improvements more efficiently and equitably. The tool also identifies several "equity focus areas" sprinkled throughout the county, one of which overlaps with the current boundaries of the Plan. The tool identifies several areas within the Plan boundary as high-risk, high-crash areas, many of which are located along Columbia Pike (U.S. 29), Old Columbia Pike, and Briggs Chaney Road - among others. Staff will identify pedestrian and bicycle improvements on intersections & accessibility, including protected crossings, upgraded sidewalks, sidepaths, and more significant buffers for bicyclists traveling on afflicted roads.

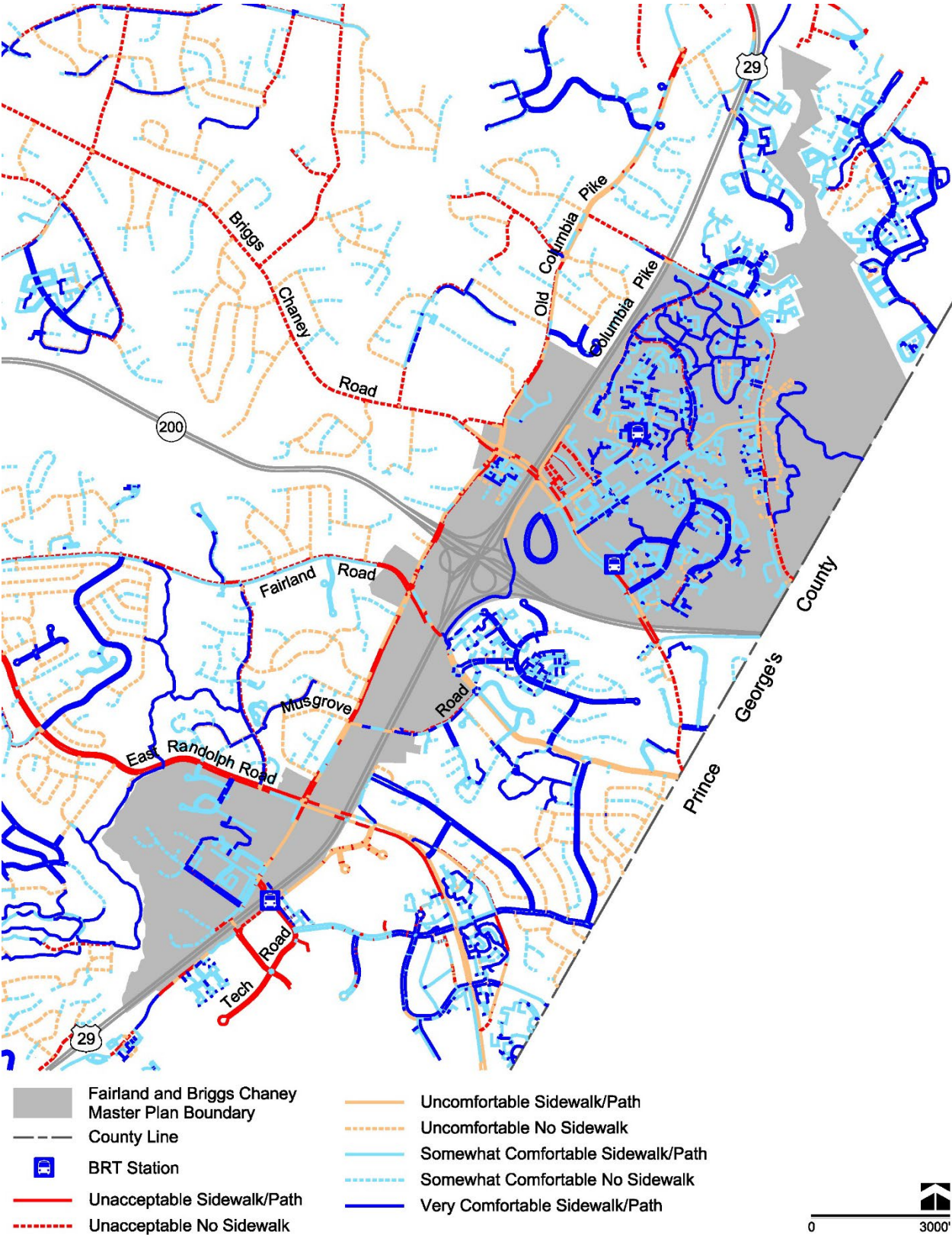


Pedestrian crossing on Briggs Chaney Road bridge

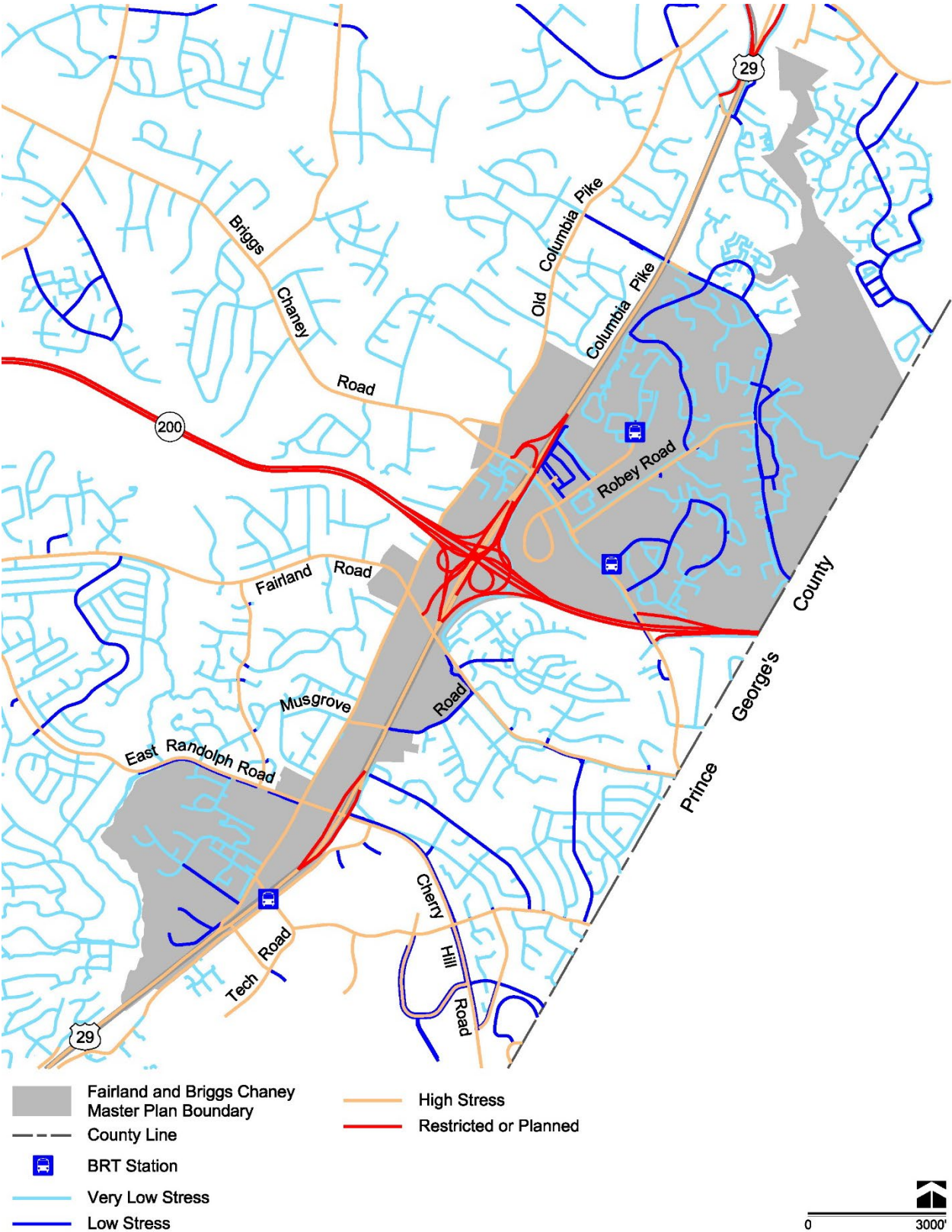
Table 2: Existing Transportation Metrics (2015)

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%

Map 5: Plan Area Pedestrian Level of Comfort



Map 6: Plan Area Bicycle Level of Traffic Stress



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 either within the boundary of the study area or in adjacent neighborhoods (e.g., White Oak Library).

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.



Eastern Montgomery Regional Services Center

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.



Briggs Chaney Flash BRT Station (foreground); East County Community Recreation Center (background)

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.



Greencastle Elementary School

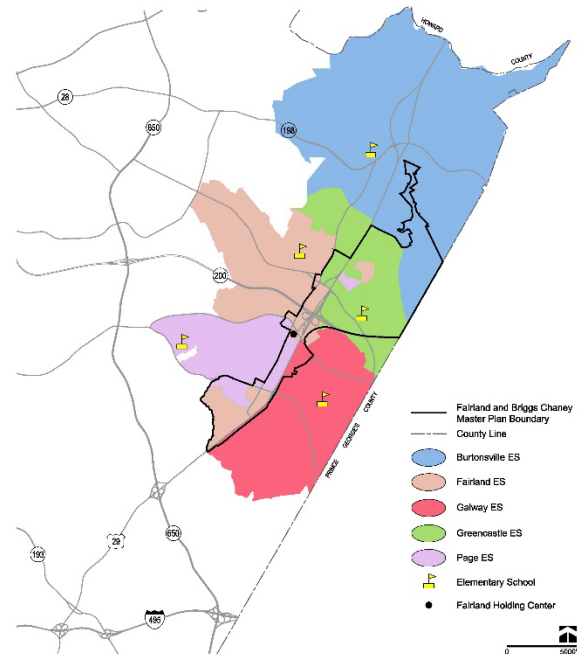


Paint Branch High School

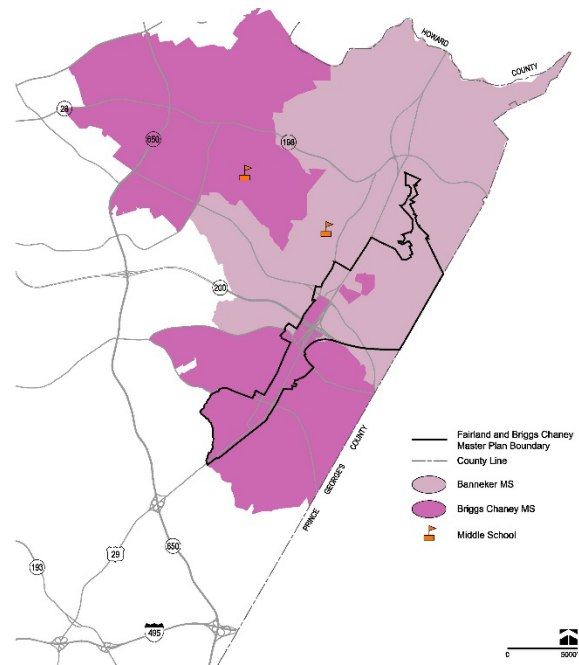
In the current 2022-2023 school year, the enrollment at a few of these schools, including Blake and Paint Branch high schools, Benjamin Banneker Middle School, Greencastle Elementary School, and Page Elementary School, exceed the capacity of their built facilities, necessitating the use of relocatable 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.

Map 7: Plan Area Elementary School Service Areas



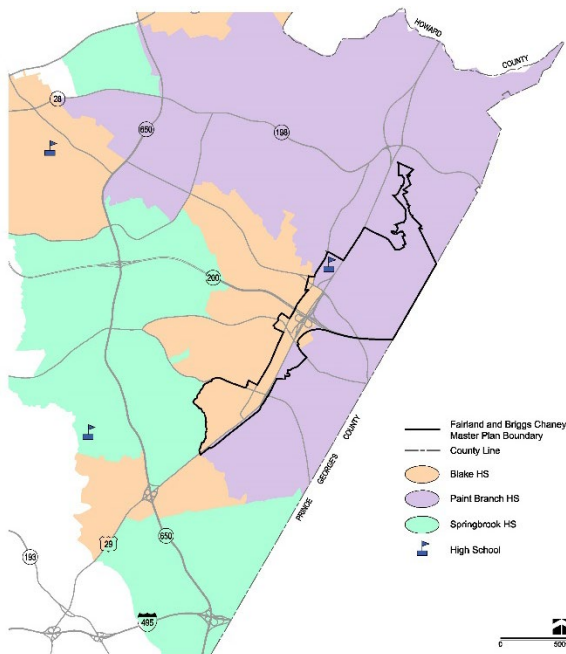
Map 8: Plan Area Middle School Service Areas



The Montgomery County Public Schools (MCPS) Department of Facilities Management develops facility plans and capacity-relief strategies to meet the needs of changing public school enrollment. They consider capital and non-capital solutions 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 projections in the Superintendent's Recommended FY 2024 Capital Budget and Amendments to the FY 2023-2028 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 whether a capital or non-capital solution should be considered in a future CIP.

Map 9: Plan Area High School Service Areas



Banneker Middle School's enrollment projections do not meet the seat deficit threshold to be considered for a capital or non-capital solution. 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, if necessary. 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 opened 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.

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.



Burtonsville Volunteer Fire Department, Station 15

Public Safety

District 3 of the Montgomery County Police Department serves the plan area. Police station 3D

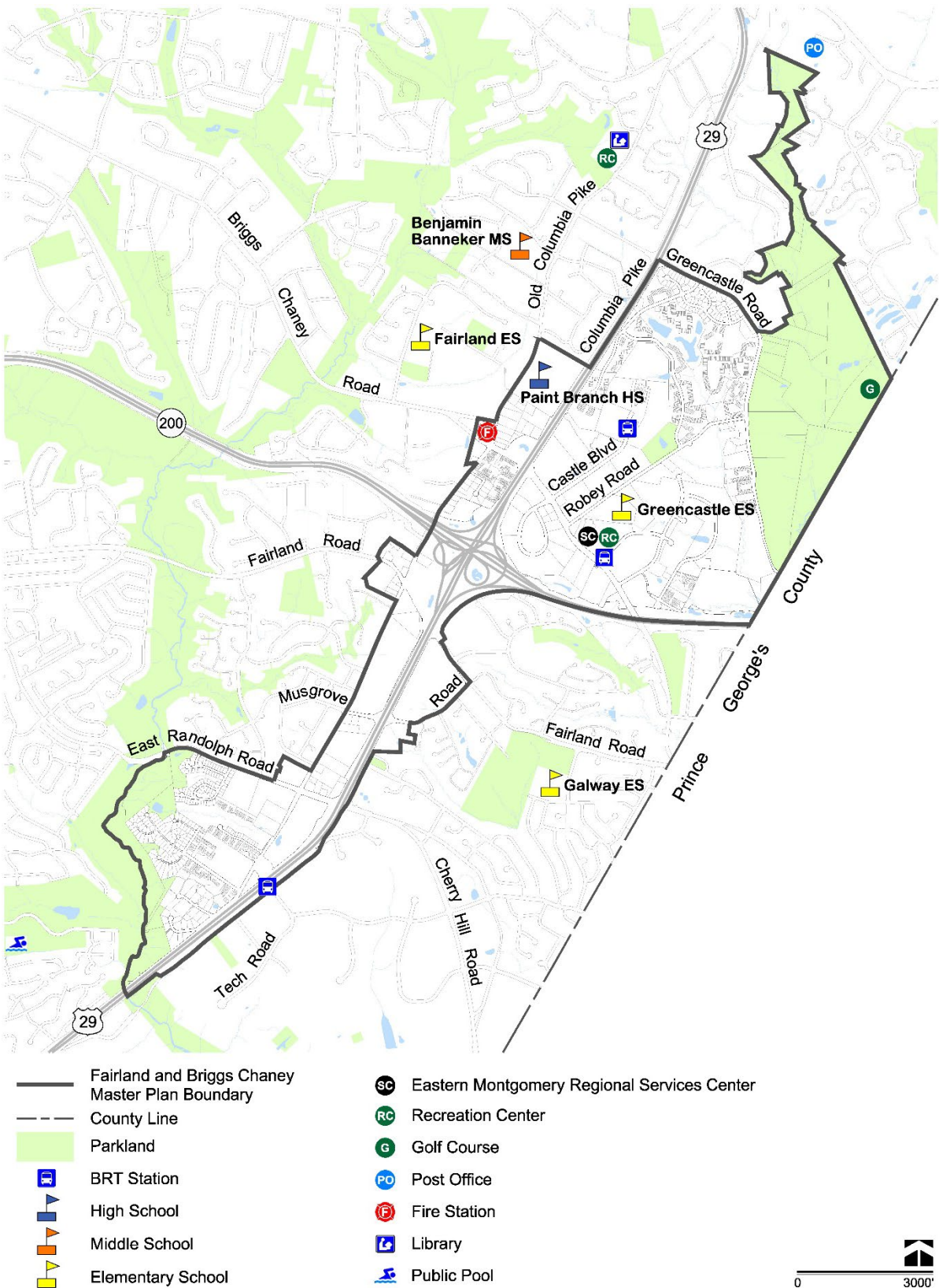
is located near the intersection of Columbia Pike (U.S. 29) and New Hampshire Avenue at 1002 Milestone Drive in Silver Spring. While the allocation of public safety resources and facilities is beyond the purview of this Plan, there is a recognition that perception and reality of personal and property 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.

Map 10: Plan Area Community Facilities



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 area 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 area have below average walkability to parks and open spaces (see References section 6.D).

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.



Fairland Recreational Park trail sign

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.



Edgewood Neighborhood Park playground

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 area 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 travel 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.

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).

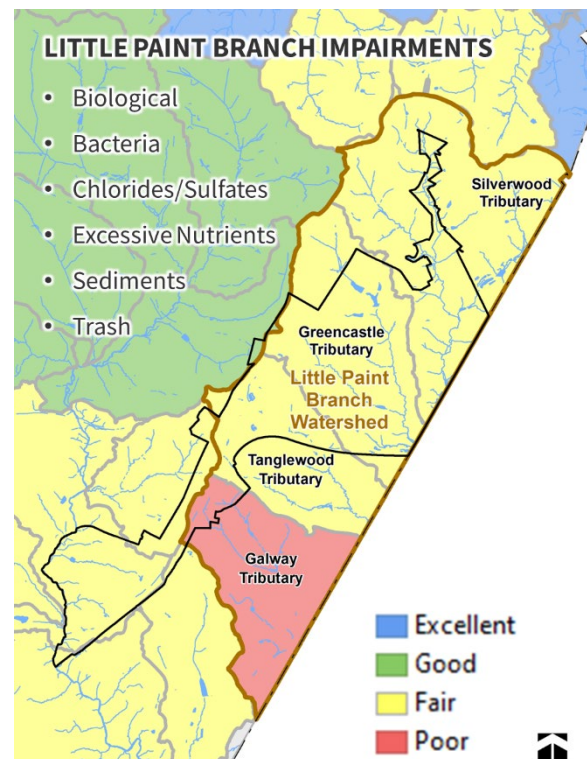
Furthermore, much of the residential and commercial development within the plan area took place at a time when environmental standards were minimal, and this master plan process is an opportunity to regain some ground environmentally. Modern stormwater management and natural systems-based, or biophilic,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

The predominant risk from climate change in the plan area is extreme heat. Residents, workers, and visitors in 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.

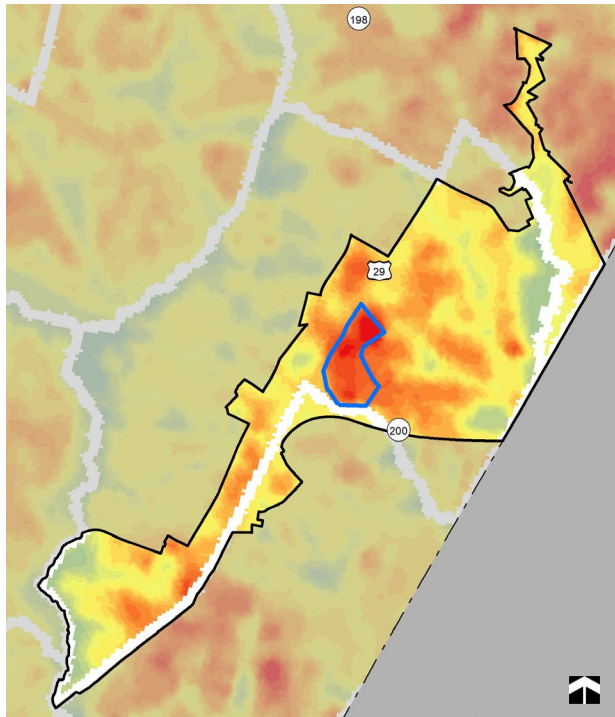
The Briggs Chaney corridor should be a focus for mitigating urban heat island conditions. Although Briggs Chaney Road has some street tree planting, there are many additional opportunities for shade and other cooling measures. Private property in lawn areas between the road right-of-way and parking lots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

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 11: Plan Area Water Quality by Subwatershed (2021)



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 historic sites in the study 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 (see Map 13).

Cemeteries

There are eight cemeteries in the vicinity of the plan area as shown in Table 4. Of these, only the St. Mark's Episcopal Church Cemetery and Union Cemetery continue to accept new burials.



Sarah Lee Withers (left) and Malinda Jackson (right)

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

Archaeological Sites

Twenty-nine archaeological sites are located within the Fairland Study Area. Most sites are within stream valley parks, known largely due to where archaeologists have had the opportunity to investigate 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 (34/010)



St Mark's Episcopal Church Historic Cemetery (HP-135)



Julius Marlow House Master Plan Historic Site (34/008)



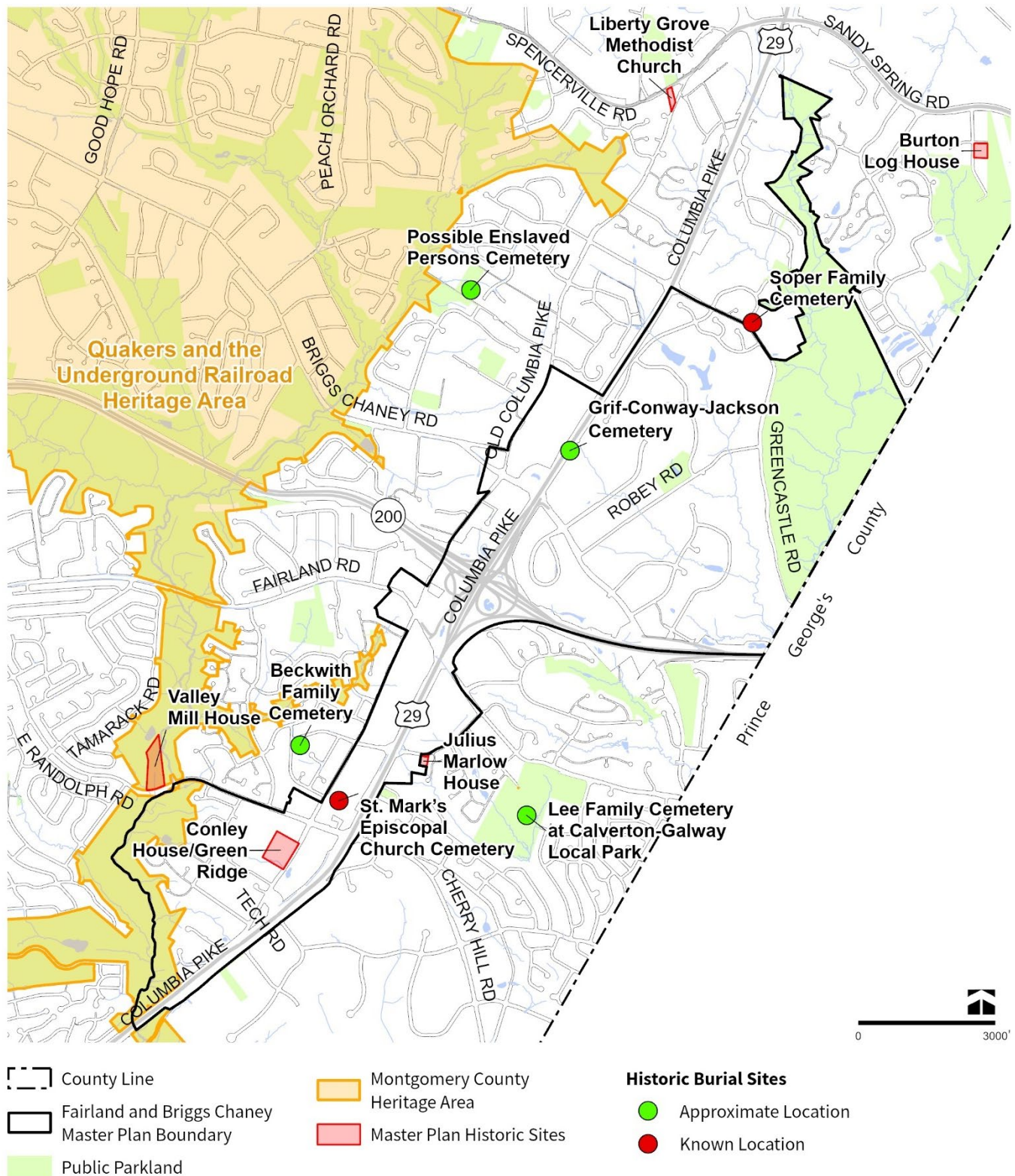
Valley Mill House Master Plan Historic Site (34/007)

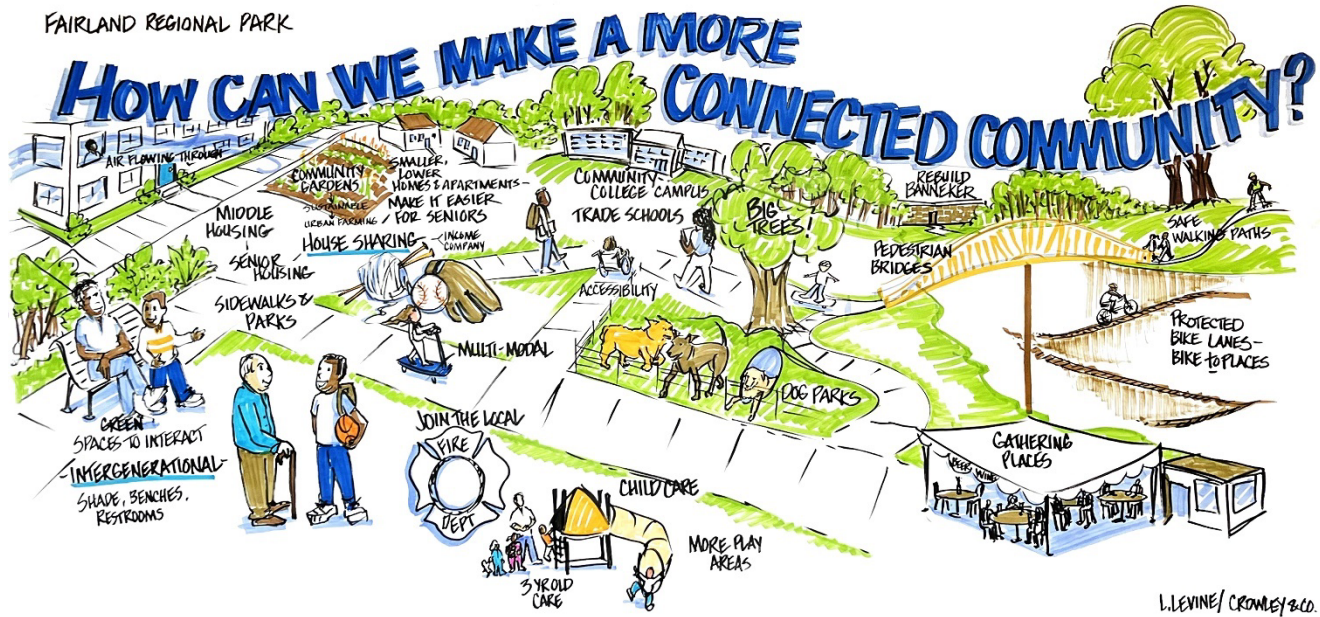
Table 4: Montgomery County Burial Sites Inventory Cemeteries in the Plan Area Vicinity

Inventory Number	Name	Description and Notes
HP-251	Beckwith Family Cemetery	Small family cemetery in yard of detached residential home according to a 1963 deed. No markers.
HP-199	Lee Family Cemetery at Calverton-Galway Local Park	Small African American family cemetery on parkland. No markers.
HP-28	Merson Family Cemetery	Family cemetery with an estimated 70 burials dating from at least 1892 to 1974.
HP-290	Possible Enslaved Persons Cemetery	Approximate cemetery location based on local history book.
HP-310*	Conway-Jackson Cemetery	Approximate cemetery location based on local history book.
HP-198	Soper Family Cemetery	Small family burial ground in use from 1867-1899
HP-135*	St. Mark's Episcopal Church Cemetery	Church cemetery with approximately 200 graves in use from 1862 to present
HP-148	Union Cemetery	Still active community cemetery begun in 1850
HP-NA	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, Montgomery Planning sought input from residents, business owners, property owners, service providers, county and state agencies, and elected and appointed officials, among others.



Plan outreach through door-to-door canvassing

The overall engagement strategy for this master plan was focused on putting people first. Community outreach is an ongoing process, which requires Montgomery Planning 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.



Visioning workshop at Greencastle Lakes Community Center



*Artist's illustrative summary of visioning workshop feedback.
Credit: Daniel Skibicki*

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.



A comment table at the Fairland and Briggs Chaney Placemaking Festival, October 21 and 22, 2022.



Attendees at the Fairland and Briggs Chaney Placemaking Festival, October 21 and 22, 2022.

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.

2.F.1. Policy Framework Statements

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 Resilient 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.

2.F.2. Concept Framework Plan

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.

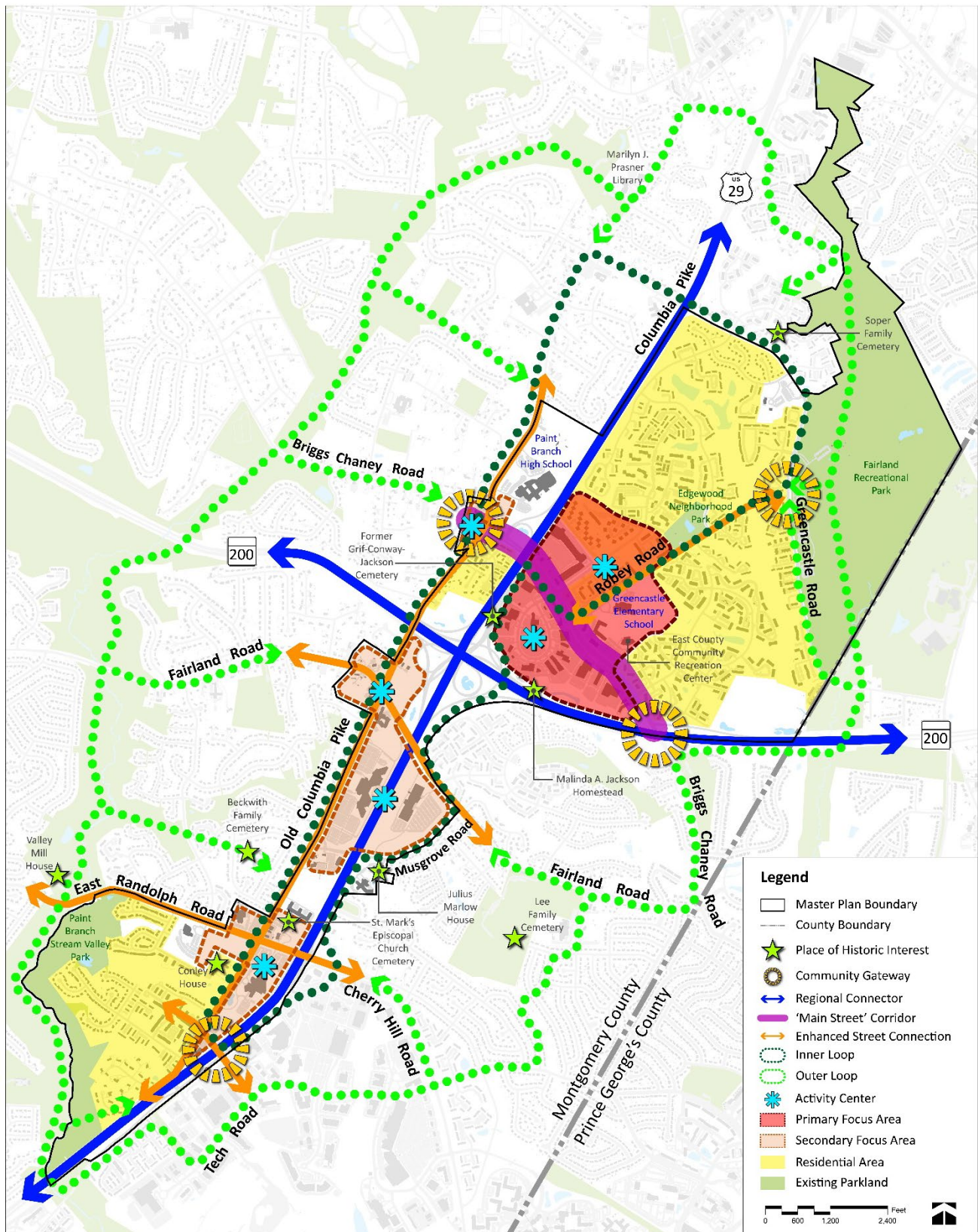
Elements of the Concept Framework include:

- 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 District 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 new development pattern that is 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:

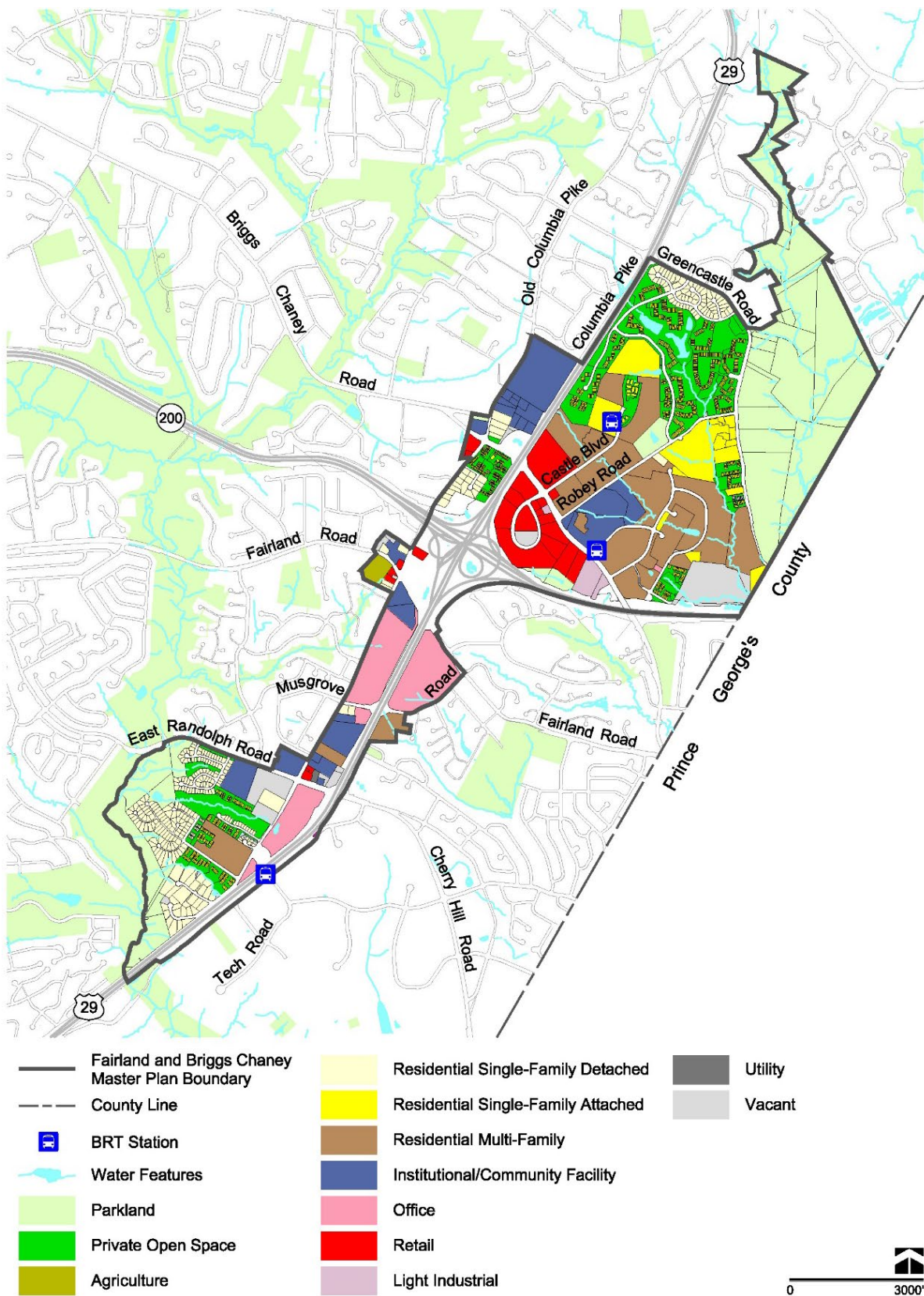
- Leverage new development opportunities at major intersections to improve the public realm and pedestrian environment and increase access to neighborhood services and amenities.
- Support the establishment of Complete Streets and a safe pedestrian network.

- Enhance the inventory of community destinations by improving design quality and safety of parks, plazas, 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.

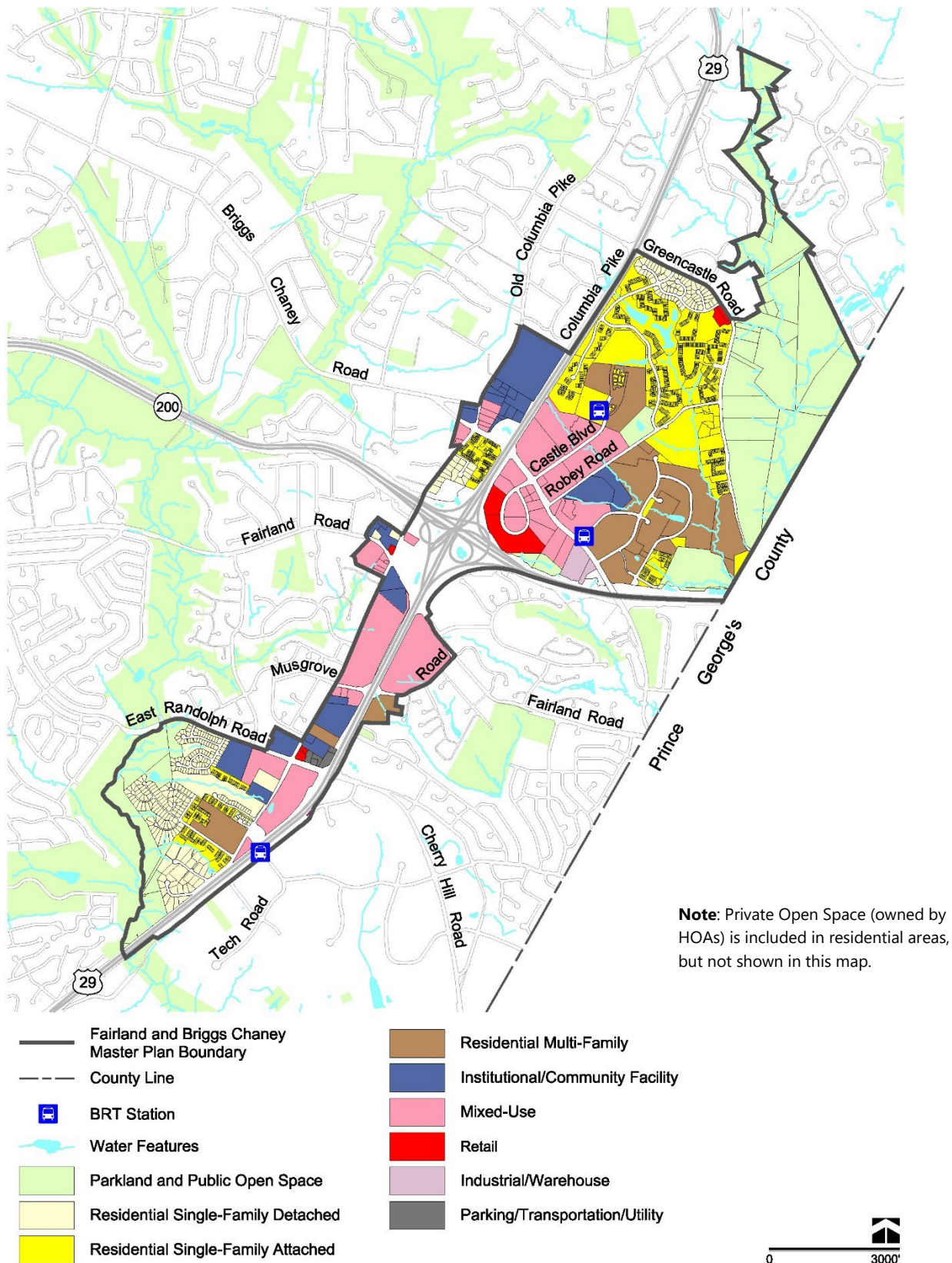


Silver Plaza on Ellsworth Drive in downtown Silver Spring

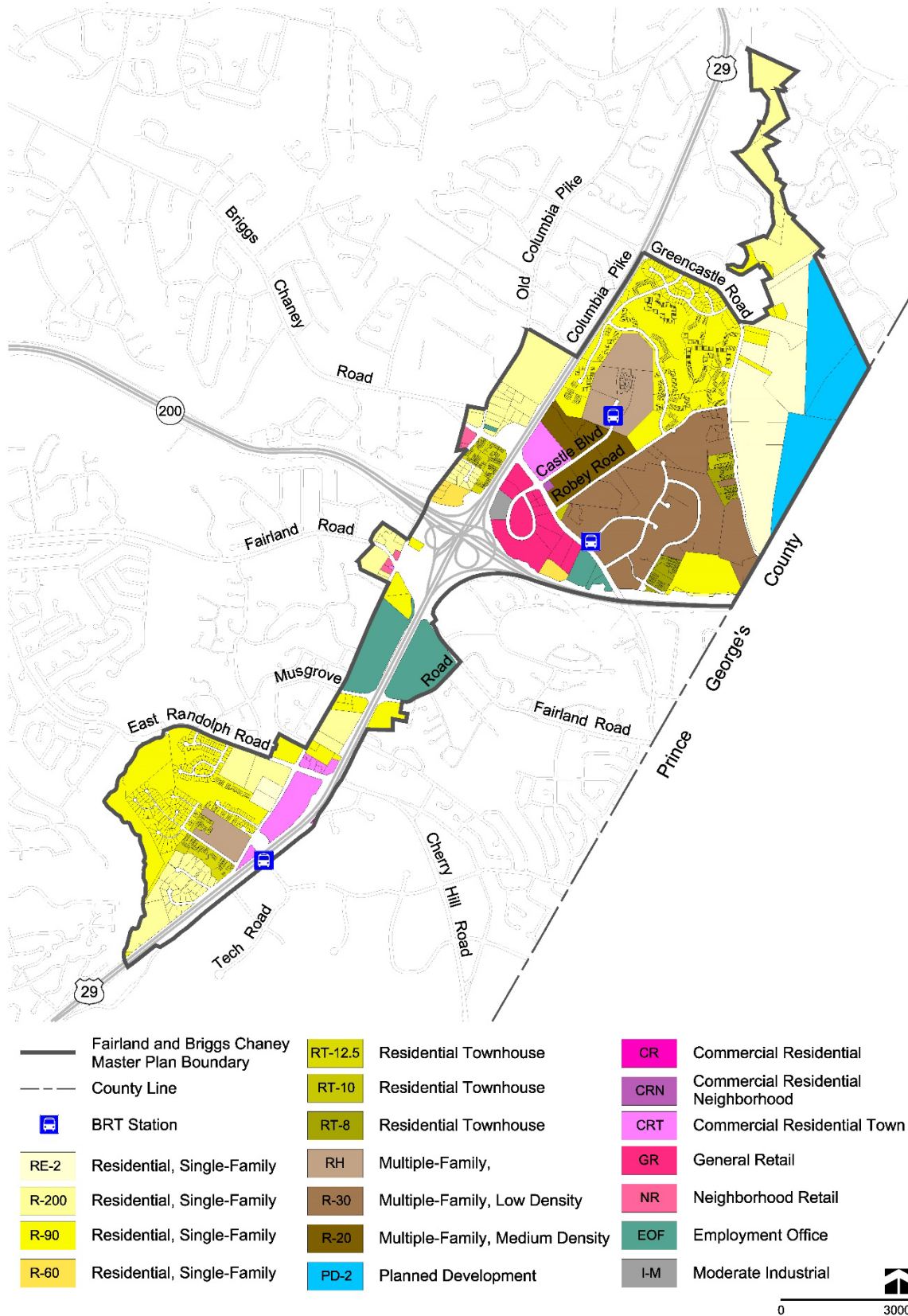
Map 15: Existing Land Uses



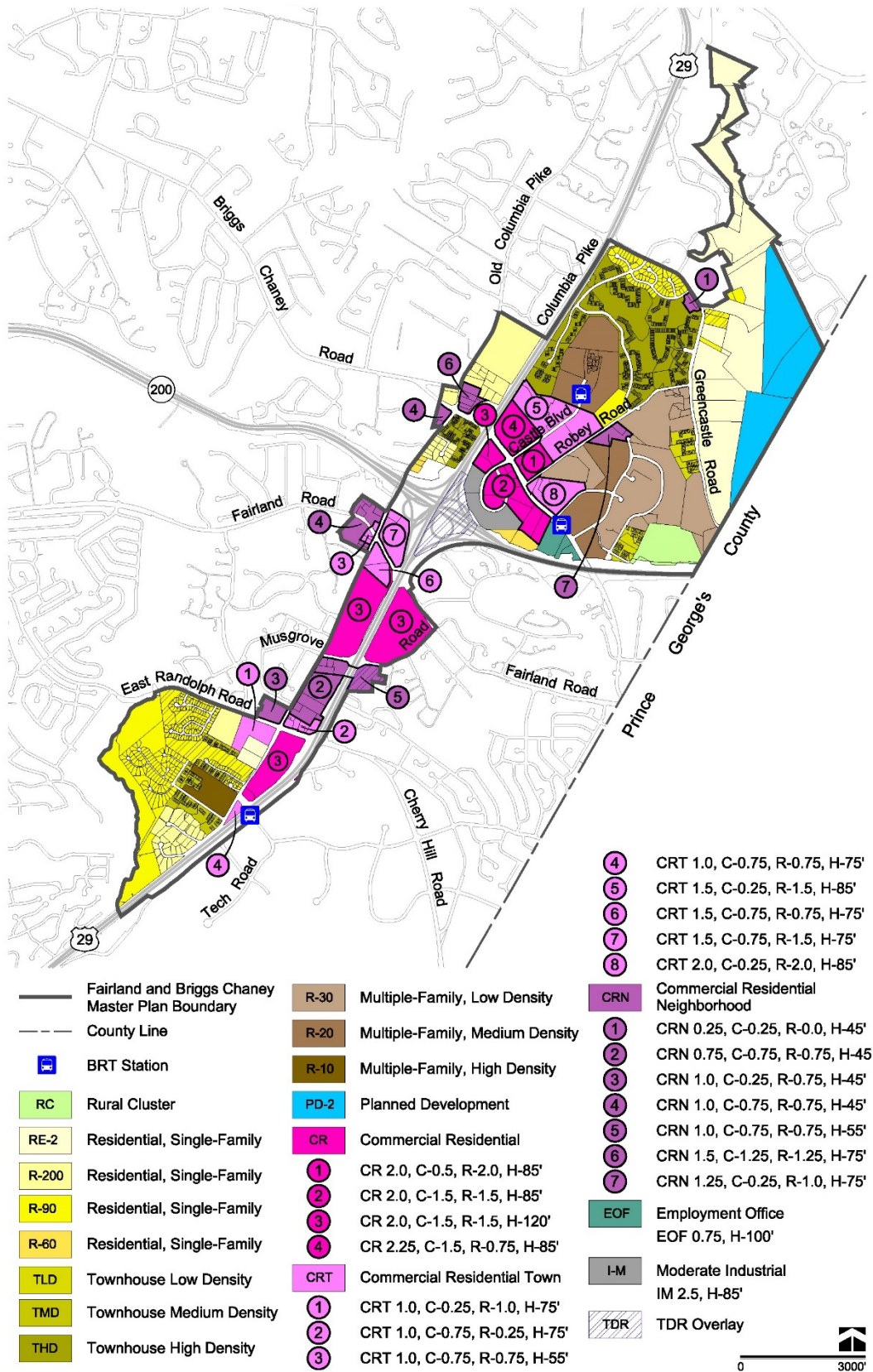
Map 16: Planned Land Uses



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. Minimize the impact of 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 within the plan area, except for properties in the Briggs Chaney (South) Activity Center, to minimize the influence of auto-oriented uses beyond the Auto Sales Park.

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 encourages providing a range of housing unit types for a

diversity of households, including families, seniors, and persons with disabilities, to allow more households to meet their housing needs.

This 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'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* is consistent with the *Housing Element of 2011* and builds upon a foundation of progressive housing policy laid out in several recent county 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*.



Townhomes near downtown Silver Spring

This Plan also responds to the 2020 *Montgomery County Housing Needs Assessment*, which found that the county population is aging, less likely to own their home, and in need of a range of housing for all abilities, incomes, occupancy types, and sizes.

The housing goals for this Master Plan are guided by the following policies and practices found in previous and recent plans including, *Thrive*, 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*, 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 Montgomery County Department of Housing and Community Affairs 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

percent Moderately Priced Dwelling Units (MPDUs).

2. Prioritize residential development projects with MPDUs and two- and three-bedroom units a top public benefit for the Optional Development Method in the Commercial/Residential family of zones (CR) to provide larger and additional affordable housing units within the plan area (see also Section 5.C).
3. Add more housing units and housing types to accommodate a diversity of incomes and households including families, seniors, and persons with disabilities.
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.
6. When public properties are redeveloped with a residential component, provide a minimum of 30 percent MPDUs, with 15 percent affordable to households earning at the standard MPDU level of 65-70 percent or less of Area Median Income (AMI) and 15 percent affordable to households earning at or below 50 percent of AMI.
7. When feasible, developers of private residential projects should work with nonprofit partners and the Montgomery County Department of Housing and Community Affairs (MCDHCA) to reach

deeper levels of affordability by providing affordable housing below 65 percent of the Area Median Income (AMI).

8. In the event of redevelopment, priority should be given to existing eligible residents for the units under market-affordable rental agreements. Property owners should work with the MCDHCA and tenants so that eligible residents receive support and assistance to mitigate the impacts of 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 Colesville Road/Columbia Pike (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 to reduce 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.

- Address 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. The CSDG provides a targeted framework for evaluating the sufficient spacing needed for protected intersections based on the classification of the identified road and the area type. For example, protected crossings on neighborhood connectors within a Downtown or Town Center context have a maximum spacing of 600 feet. In contrast, a suburban area type increases the spacing measurement to a high of 1,200 feet.
 - c. Block lengths exceeding 300 feet in any dimension are 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.
 - a. The recommendation for a grade-separated interchange at Tech Road/Industrial Parkway as recommended by the 2014 *White Oak Science Gateway Plan* should be amended to be placed only at Industrial Parkway. This plan recommends that an additional needs and/or facility study be conducted to explore the need for this interchange in light of current policies and priorities. If it is not found to be needed, the *White Oak Science Gateway Plan* and supporting *White Oak Local Area Transportation Improvement Program* should be amended.
 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). This intersection should be improved to protected intersection standards.
 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 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 adding protected crossings (see also Recommendation 3.C.3.7).
 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, provide dedicated transit lanes, 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 and service access points should be located on alleys, Downtown Streets, Town Center Streets, and other side streets.
11. Establish electric car charging and car sharing stations that are evenly distributed throughout the plan area. This may be accomplished through public-private partnerships within each Activity Center.
12. Continue to accommodate freight traffic along U.S. 29 in support of the highway's designation as a federal freight corridor.



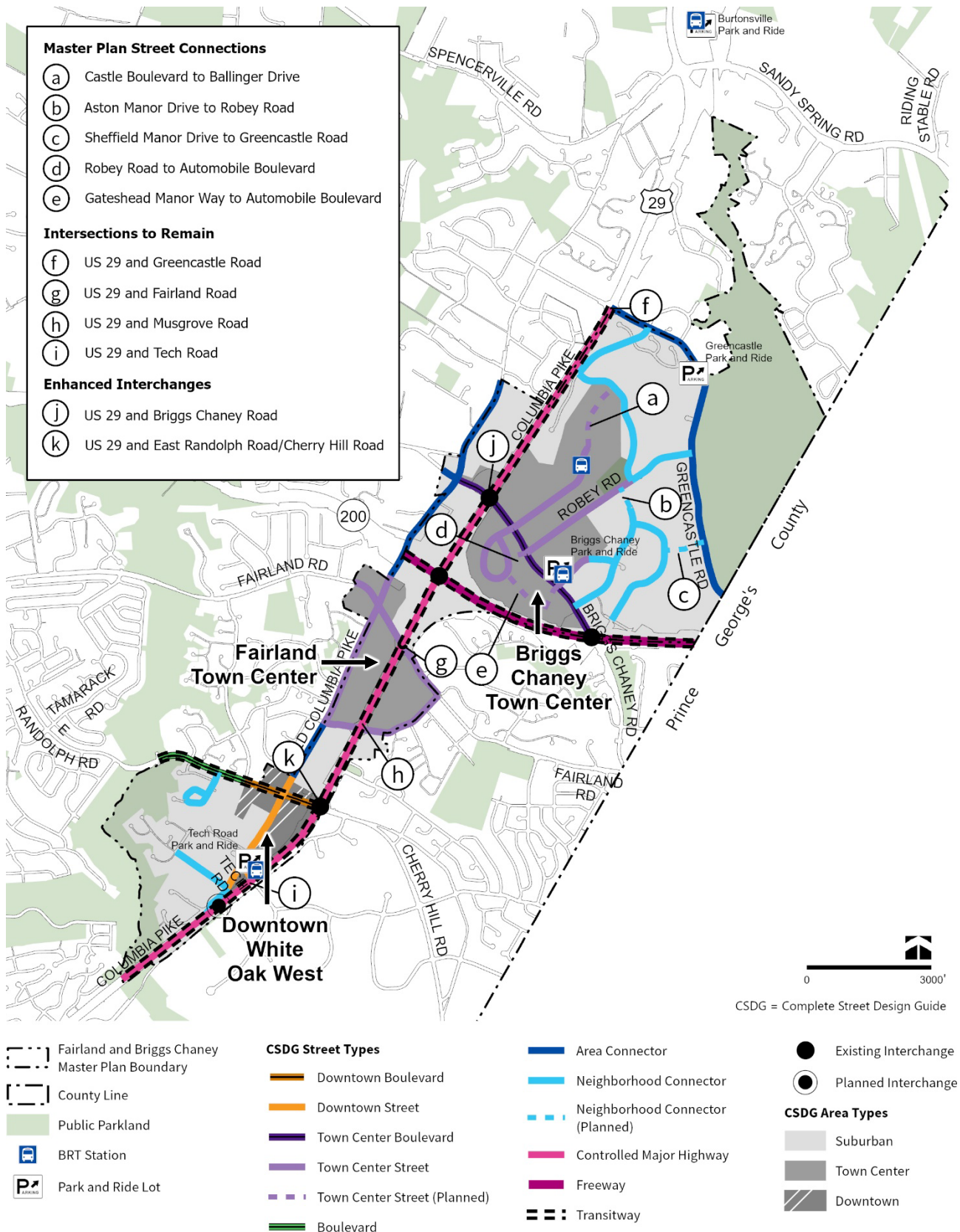
Castle Boulevard at Briggs Chaney Road

Table 5: Street Classification and ROW Recommendations (sorted by County Classification)						
Street	From (east or north)	To (west or south)	Minimum Planned ROW (ft)	Existing Lanes	Planned Lanes	Target Speed (mph)
Downtown Boulevard						
East Randolph Road	Columbia Pike	Serpentine Way	120	4	4	25
Downtown Street						
Old Columbia Pike	150 feet south of Ruxton Road	Featherwood Street	80	2	2	25
Tech Road	Columbia Pike	Old Columbia Pike	80	4	4	25
Boulevard						
East Randolph Road	Serpentine Way	Paint Branch/western plan boundary	80	5	4	35
Town Center Boulevard						
Briggs Chaney Road	Intercounty Connector (MD 200)	Old Columbia Pike	120	4	4	30
Town Center Street						
Automobile Boulevard	Briggs Chaney Road	Automobile Boulevard	80	2	2	25
Castle Boulevard (proposed) (a)	Ballinger Drive	Fairland Crossing Apartments	80	2	2	25
Castle Boulevard	Fairland Crossing Apartments	Briggs Chaney Road	80	2	2	25
Fairland Road	Musgrove Road	western plan boundary	80	2	2	25
Gateshead Manor Way	Parkford Manor Drive	Briggs Chaney Road	70	2	2	25
Gateshead Manor Way (proposed) (e)	Briggs Chaney Road	Automobile Boulevard	70	2	2	25
Musgrove Road	Fairland Road	Old Columbia Pike	80	2	2	25
Old Columbia Pike	400 feet south of Edfinn Road	Musgrove Road	80	2	2	30
Robey Road	Ballinger Drive	Briggs Chaney Road	70	2	2	25
Robey Road (proposed) (d)	Briggs Chaney Road	Automobile Boulevard	70	2	2	25
Area Connector						
Briggs Chaney Road	Old Columbia Pike	western plan boundary	80	2	2	25
Greencastle Road	Columbia Pike (U.S. 29)	eastern plan boundary	80	2	2	25
Old Columbia Pike	northern plan boundary	400 feet south of Edfinn Road	80	2	2	25
Old Columbia Pike	Musgrove Road	150 feet south of Ruxton Road	80	2	2	25
Neighborhood Connector						
Aston Manor Way (proposed) (b)	Robey Road	Colgate Way	70	2	2	25
Aston Manor Way	Colgate Way	Briggs Chaney Road	70	2	2	25
Ballinger Drive	Wexhall Drive	Robey Road	70	2	2	25
Featherwood Street	Old Columbia (Old U.S. 29)	Loft Lane	70	2	2	25
Gateshead Manor Way	Aston Manor Drive	Parkford Manor Drive	70	2	2	25
new street (proposed) (c)	Greencastle Road	Sheffield Manor Drive	70	2	2	25
Old Columbia Pike	Featherwood Street	Cedar Hill Drive	80	2	2	25
Robey Road	Greencastle Road	Ballinger Drive	70	2	2	25
Sheffield Manor Drive	Aston Manor Drive	Guilford Run Lane	70	2	2	25
Stratford Garden Drive	East Randolph Road	Stratford Garden Drive	70	2	2	25
Wexhall Road	Greencastle Road	Ballinger Drive	70	2	2	25
Controlled Major Highway						
Columbia Pike (U.S. 29)	Greencastle Road	Paint Branch stream / southern plan boundary	200	6	6 + 2 Transit Lanes	45-55
Freeway						
Intercounty Connector (MD 200)	eastern plan boundary	western plan boundary	300	6	6	55<

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.
4. **Bold** rows are recommended amendments to the Complete Street Design Guide street type classifications for a given street segment.
5. Letters in parentheses next to proposed streets refer to letter call-outs on Map 19: Existing and Planned Roadways.

Map 19: Existing and Planned Roadways



3.C.3. Bicycle and Pedestrian Network Recommendations

1. Establish a continuous trail and path network, as illustrated in the Concept Framework Plan (Section 2.F) and Map 23, connecting Activity Centers, neighborhoods, parks, open spaces, community facilities, and bus stops within and beyond the plan area.
 - a. Depending on location and property ownership, responsible parties may include Montgomery County Department of Transportation, Montgomery Parks, and Homeowners' Associations and other private property owners. Completion of the network may be through capital expenditures in the public right-of-way, public park improvement projects, grants or funding to private property owners, and/or conditions of approval for applicable private development (see also Section 3.E.2).
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.



I-95 bridge with trees and landscaping in Philadelphia, PA

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. Possible methods might include through public easements, shared access agreements, and wayfinding signage.
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 (see Map 21). 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

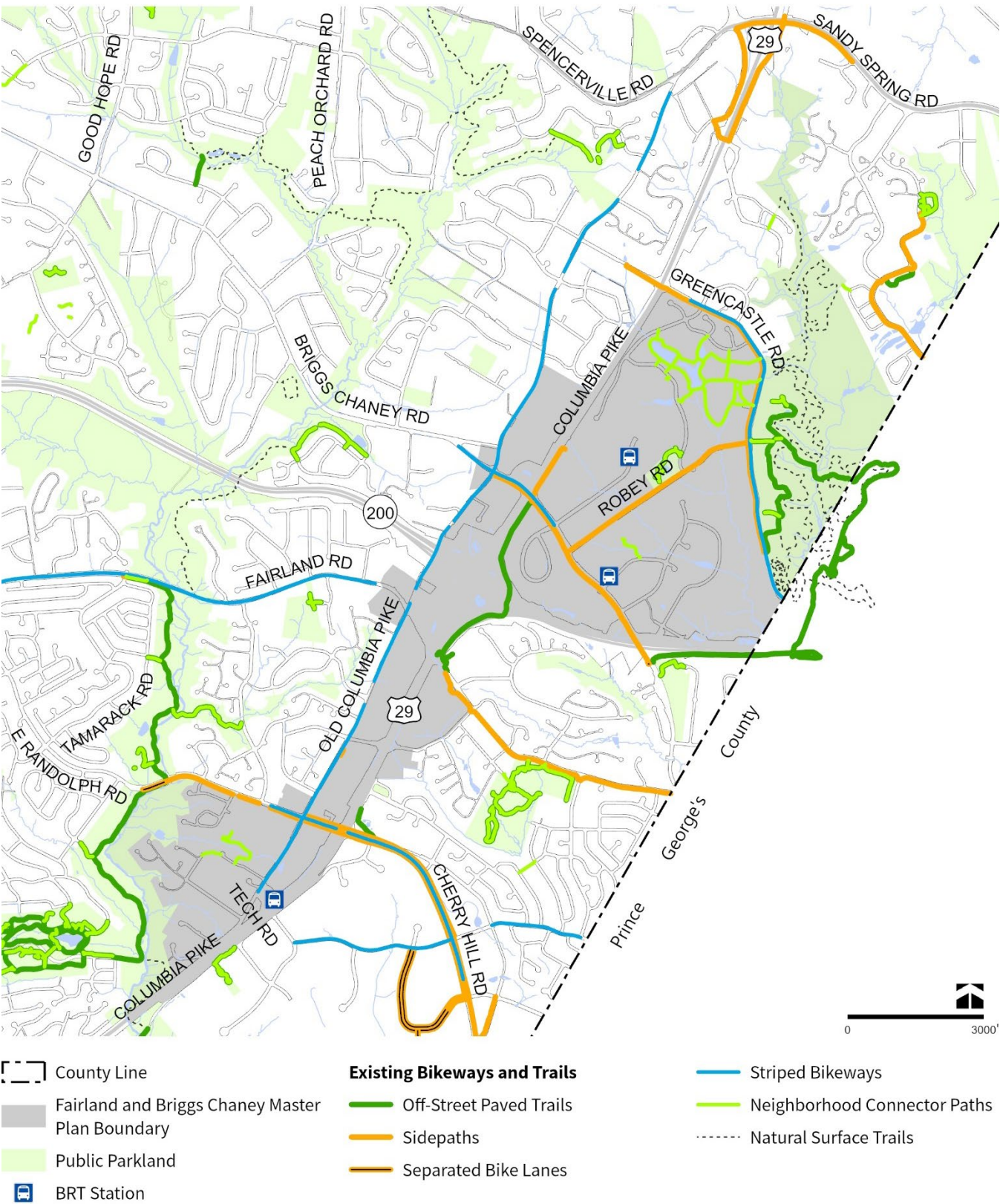
plan area communities to central Montgomery County and Prince George's County.

6. Micro-mobility is expected to grow within the plan area for travel modes such as bicycles, scooters, electric-assist bicycles, and electric scooters. More micro-mobility parking corrals should be provided so they are widely and conveniently available and riders learn to see them as an easy way to park the devices safely, conveniently, and in a way that does not hinder pedestrian access. Corrals should be built in accordance with MCDOT location and design specifications, including concrete pads, u-racks, scooter racks, lighting, and charging capability for both e-scooters and e-bikes. Improve the distribution of secure short-term bicycle parking facilities at existing public and commercial facilities, consistent with requirements outlined in Section 6.2.4C of the Montgomery County Zoning Ordinance. While new development projects are required to adhere to the code's bicycle parking calculations, current facilities lack sufficient bicycle parking. Providing safe bicycle facilities encourages cycling as a viable transportation option for all.
7. Improve major intersections to protected intersection standards. Priority should be given to intersections with a history of

injuries and fatalities to pedestrians and cyclists and along high-injury segments of roadways. This includes but is not limited to: Tech Road and U.S. 29, Fairland Road and U.S. 29, Fairland Road and Old Columbia Pike, East Randolph Road and Old Columbia Pike, Greencastle Road and U.S. 29, and all intersections on Briggs Chaney Road from Old Columbia Pike to Aston Manor Drive (see also Recommendation 3.C.2.6).

8. 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 (see also Section 4.B.2).
9. Add new pedestrian and bicycle connections across U.S. 29 to improve connectivity between each side of U.S. 29. Each connection should be designed to be safe, convenient, comfortable, accessible, and to fit contextually with land uses along each approach to the connection. Connections should ideally be implemented as part of private development.

Map 20: Existing Bikeways



Map 21: Existing and Planned Bikeways

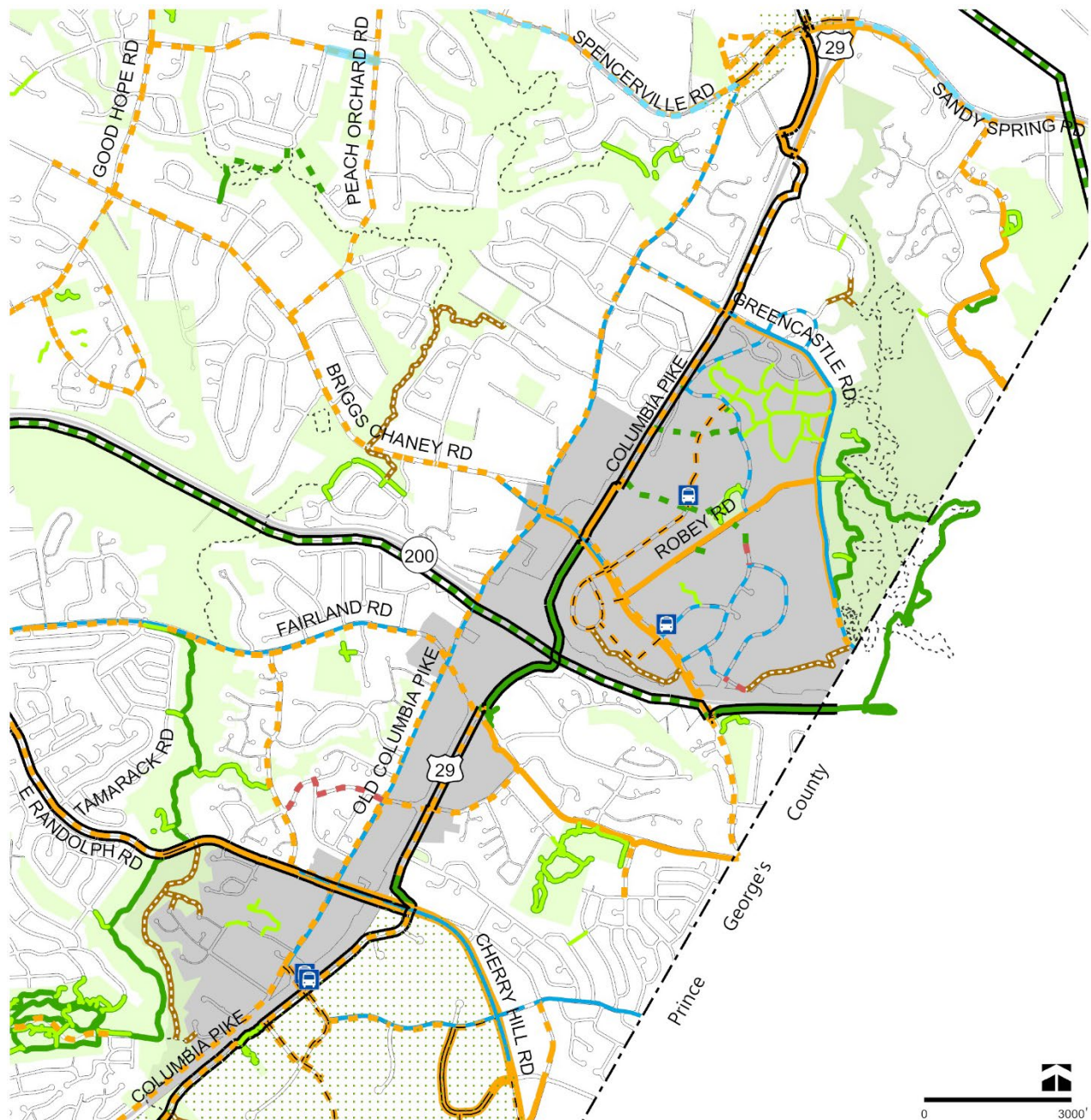


Table 6: Bicycle Facility Recommendations					
Street	From (east or north)	To (west or south)	Facility Type	Bikeway Type	Tier
Aston Manor Drive (1)	northern end of street (circle)	Sheffield Manor Road	Shared Road	Neighborhood Greenway	5
Aston Manor Drive (2)	Sheffield Manor Drive	Briggs Chaney Road	Striped Bikeway	Conventional Bike Lane (both sides)	5
Automobile Boulevard	Briggs Chaney Road	Automobile Boulevard	Separated Bikeway	Separated Bike Lane (both sides)	4
Ballinger Drive	Wexhall Drive	Robey Road	Striped Bikeway	Buffered Lane (both sides)	5
Briggs Chaney Road	Eastern Plan Boundary	Western Plan Boundary	Separated Bikeway	Sidepath (both sides)	3
Castle Boulevard	Ballinger Drive	Briggs Chaney Road	Separated Bikeway	Separated Bike Lane (both sides)	3
Columbia Pike (U.S. 29) (1)	Northern Plan Boundary	Briggs Chaney Road	Separated Bikeway	Sidepath (Breezeway) (east side)	5
Columbia Pike (U.S. 29) (2)	Briggs Chaney Road	Fairland Road	Trail	Off-Street Trail (Breezeway) (east side)	4
Columbia Pike (U.S. 29) (3)	Fairland Road	Deer Park Drive	Separated Bikeway	Sidepath (Breezeway) (east side)	5
East Randolph Road (1)	Columbia Pike (U.S. 29)	Serpentine Way	Separated Bikeway	Separated Bike Lane (both sides) (Breezeway south side)	3
East Randolph Road (2)	Serpentine Way	Western Plan Boundary	Separated Bikeway	Sidepath (both sides) (Breezeway south side)	5
Fairland Road	Musgrove Road	Western Plan Boundary	Separated Bikeway	Sidepath (both sides)	4
Gateshead Manor Drive	Aston Manor Drive	Automobile Boulevard	Striped Bikeway	Buffered Bike Lane	5
Greencastle Road	Eastern Plan Boundary	Old Columbia Pike	Striped Bikeway	Conventional Bike Lane (both sides); Sidepath (south side)	3
Guilford Run Lane (1)	Sheffield Manor Drive	Aston Manor Drive	Striped Bikeway	Conventional Bike Lane	5
Guilford Run Lane (2)	eastern end of street	Sheffield Manor Drive	Shared Road	Neighborhood Greenway	5
Intercounty Connector (MD 200)	Eastern Plan Boundary	Western Plan Boundary	Trail	Off-Street Trail (Breezeway) (South Side)	3
Musgrove Road	Fairland Road	Old Columbia Pike	Separated Bikeway	Sidepath	5
Old Columbia Pike (east side)	Northern Plan Boundary	Tech Road	Striped Bikeway; Separated Bikeway	Buffered Bike Lane (both sides); Sidepath (west side)	4
Robey Road	Greencastle Road	Automobile Boulevard	Separated Bikeway	Sidepath (east side)	5
Sheffield Manor Drive	Aston Manor Drive	Guilford Run Lane	Striped Bikeway	Buffered Bike Lane (both sides)	5
Tech Road	Eastern Plan Boundary	Old Columbia Pike	Separated Bikeway	Separated Bike Lane (both sides)	1
Wexhall Drive	Greencastle Road	Ballinger Drive	Striped Bikeway	Buffered Bike Lane (both sides)	5
Park Trails and Neighborhood Connectors (the facilities below may be on public or private property, or a mix of both)					
unnamed trail (Paint Branch Stream Valley Park)	East Randolph Road	Old 29er Trail	Trail	Natural Surface Trail	n/a
unnamed path (Fairland Recreational Park)	Blackburn Road	Wexhall Drive	Trail	Natural Surface Trail	n/a
unnamed path	Sir Thomas Drive	Robey Road	Trail	Neighborhood Connector	n/a
unnamed path	Robey Road	Aston Manor Drive	Trail	Neighborhood Connector	n/a
unnamed path	Edgewood Neighborhood Park	Columbia Pike (U.S. 29) sidepath	Trail	Neighborhood Connector	n/a
unnamed path	Ballinger Drive	Columbia Pike (U.S. 29) sidepath	Trail	Neighborhood Connector	n/a
unnamed path	Greencastle Road	Guilford Run Lane	Trail	Natural Surface Trail	n/a
unnamed path	Briggs Chaney Road	Automobile Circle	Trail	Natural Surface Trail	n/a
unnamed path	Cedar Hill Drive	Old 29er Trail	Trail	Natural Surface Trail	n/a

Notes:

1. Facility and Bikeway Types are recommended for both sides of a street, unless otherwise indicated.
2. Numbered streets represent a section of the street within the plan area.
3. Tier represents the level of prioritization for completion of a recommended bikeway. Tier 1 are bikeways in the following Bicycle and Pedestrian Priority Areas (BiPPAs): Downtown Bethesda, Downtown Silver Spring, Friendship Heights, Life Sciences Center, Wheaton, White Flint, and White Oak, as well as neighborhood greenways leading into these areas; Tier 2 are bikeways in all other BiPPAs; Tier 3 are remaining neighborhood greenways and the highest demand bikeways outside of BiPPAs; Tier 4 are all remaining bikeways that are anticipated to be completed in the life of the Plan; Tier 5 are bikeways that are unlikely to be constructed in the life of the Plan.

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 a 'transit-first' 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 over single-occupancy vehicles.
 - b. Build high-quality, dedicated Bus Rapid Transit (BRT) lanes on U.S. 29 and Briggs Chaney Road through the master plan corridor and connect to transitways beyond. As studies are conducted for future phases of the corridor's Flash BRT system, median-running dedicated transit lanes should be prioritized in order to match the expected future BRT lane configuration south of Tech Road.
 - c. Complete high-quality, frequent BRT service on East Randolph Road, connecting to rail stations, BRT transitways, and local bus routes. Determination on the preferred location for a future Randolph Road BRT station interchange with the U.S. 29 Flash BRT service, either at the Tech Road intersection with U.S. 29 or the East Randolph Road/Cherry Hill Road U.S. 29 overpass, should be made at the time of its planning and design. Dedicated BRT lanes should be strongly considered for the future Randolph Road BRT route.
 - d. MDOT SHA and Howard County Office of Transportation should build the extension of the U.S. 29 Flash BRT service north from Burtonsville to Columbia, MD and greater Howard County, in coordination with MCDOT and Montgomery Planning.
 - e. Expand on the BRT stations recommendations of the *Master Plan of Highways and Transitways* (MPHOT) to establish additional or enhance existing 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). Proposed new BRT stations at U.S. 29 would provide access to BRT routes running in mixed or dedicated lanes on U.S. 29 without the need for bus vehicles to divert from the highway. Facility feasibility studies should be conducted to determine the phasing of implementation to ensure land use supports the construction of proposed new stations. Major new developments within a quarter-mile of a proposed new station location producing 200 or more peak-hour person trips should conduct a feasibility study to determine if stations are warranted (see Map 22).
 - f. Enhance future station designs or modify 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 stations 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, electric vehicle charging stations at park-and-ride lots, bicycle storage, green space, shade, and solar panels.
4. All BRT stations should include short- and long-term bike parking to meet parking

goals set by the Bicycle Master Plan, with a minimum of 20 long-term and 6 short-term spaces.

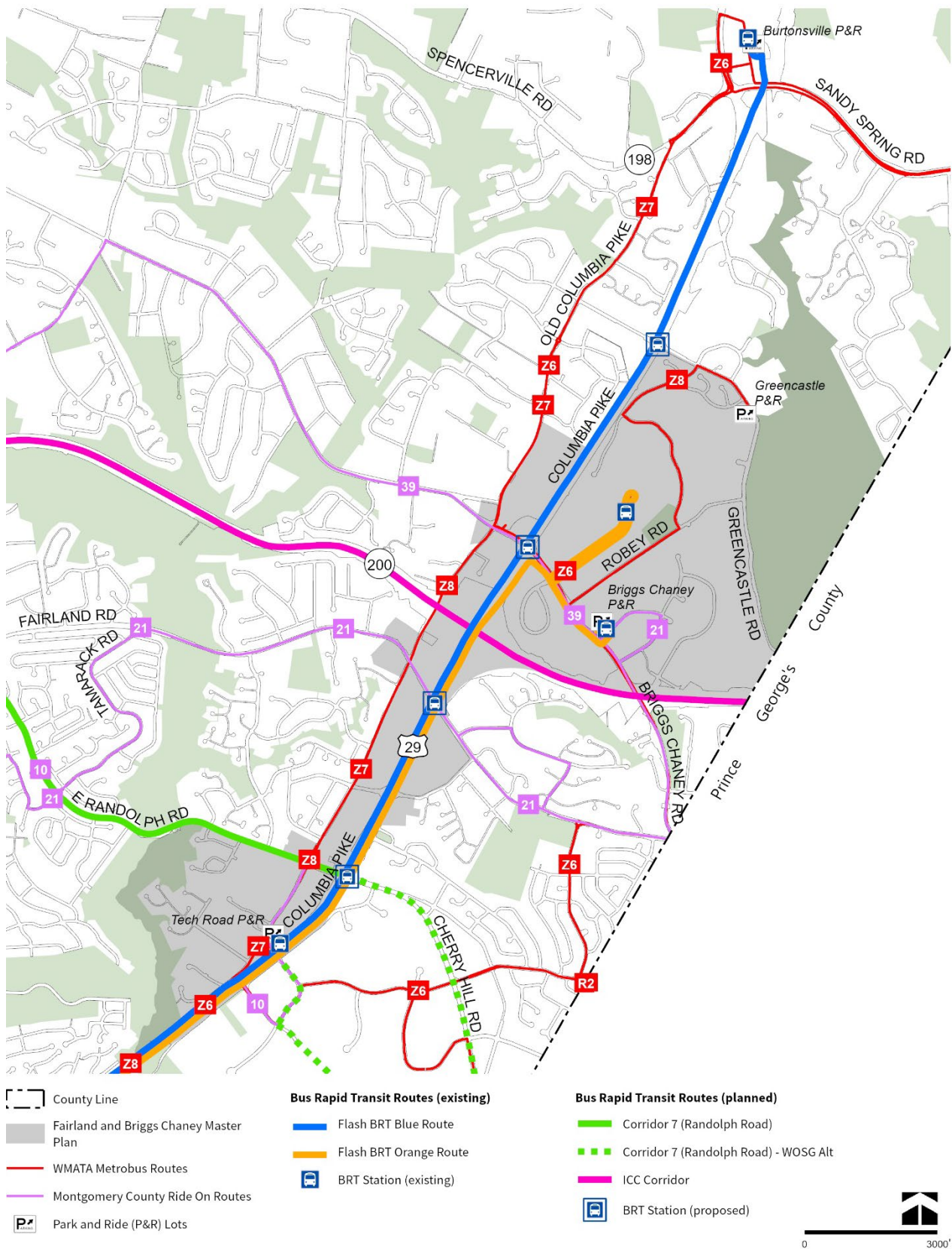


Bus Station in a highway median in Minneapolis, MN



Median Bus Rapid Transit station in Richmond, VA

Map 22: Existing and Planned Transit



3.C.5. Transportation Analysis

In the fall of 2020, the County Council adopted a new Growth and Infrastructure Policy (GIP) that focuses on two primary tasks:

- Identify opportunities to incorporate the county's Vision Zero travel safety objectives into the Local Area Transportation Review process, and
- Reintroduce a policy area-level-review to evaluate a master plan's balance between transportation capacity and land-use travel demand.

The policy area-level metrics to evaluate the transportation adequacy of master plans are composed of five transportation system performance measures. These metrics and how they are derived and interpreted are briefly described below. For the purposes of this Plan, these metrics were calculated for the Fairland/Colesville Policy Area, in which the plan area is situated.

Accessibility is defined as the number of jobs that can be reached in the Washington, D.C. metropolitan region within 45 minutes by auto and by transit at the time of buildout. Adequacy is achieved if the master plan improves average accessibility, based on a Traffic Analysis Zone-level, population-weighted average, for the plan area relative to the currently adopted master plan.

Travel time is defined as the average time by auto and by transit, considering all trip purposes during all times on a weekday at time of buildout, reported as vehicle hours traveled (VHT) and person hours traveled (PHT), respectively.

Adequacy is achieved if the master plan improves average travel time for the plan area relative to the currently adopted master plan.

Vehicle miles traveled (VMT) per capita is defined as the sum of the weekday VMT from trips that both start and end within the plan area and half the weekday VMT from trips that either start or end within the plan area. Adequacy is achieved if the Plan improves (i.e., reduces) average VMT per capita for the plan area relative to the currently adopted plan.

Non-auto-driver mode share (NADMS) is defined as the non-auto-driver mode share for the journey to work in the plan area. This is the meaning of the measure in current master plans, the 2020-2024 GIP³, and the goals used by the county regulating transportation demand management. Adequacy is achieved if the Plan confirms the relevant pre-established journey-to-work NADMS goal for the plan area.

Low-stress bicycle accessibility is defined as the percentage of potential bicycle trips that can be accommodated on a low-stress (LTS-2)⁴ bikeway network. Adequacy is achieved if the Plan meets or improves the average for the percentage for the county at the time of buildout.

Transportation System Performance Metrics

The transportation performance metrics pertaining to job accessibility for the year 2045 adopted plan scenario (i.e., the 1997 Fairland Master Plan, updated with current zoning district) and the year 2045 proposed plan scenario (this Master Plan) indicates an approximate six percent decrease in accessibility by auto, yet an increase in

³ <https://montgomeryplanning.org/wp-content/uploads/2020/11/20210101-Text-of-the-2020-2024-Growth-and-Infrastructure-Policy-with-Maps.pdf>

⁴ LTS-2 is defined as bicycle travel network "appropriate for most adults" or "appropriate for most children" (Consistent with the approach for Objective 2.1 of Bicycle Master Plan – "Countywide Connectivity.").

job accessibility by transit of about 14 percent. This divergence is due in part to a shift in projected land use development within the plan area from employment-oriented development to a more residential-heavy mix of development because of a change in recommended zoning districts in the Plan. Recommendations for enhanced transit service, through dedicated transit lanes and additional stations on U.S. 29, explains much of the increase in projected job accessibility by transit.

The transportation performance metrics pertaining to travel time (VHT and PHT) and VMT per capita analyzed for the year 2045 adopted plan scenario (i.e., the 1997 Fairland Master Plan updated with current zoning district) and the year 2045 proposed plan scenario (this Master Plan) each show a slight improvement, with an approximate four percent decrease in VHT and PHT and a nearly nine percent decrease in VMT. These projections indicate that this Master Plan achieves transportation adequacy for these metrics at buildout.

The projected change in NADMS from the currently adopted plan to the proposed plan indicate a policy area-level rise in non-automobile mode share by about four percent, to a projected 29.08 percent by 2045. This estimate is nearly consistent with the recommended 30 percent NADMS goal of the proposed plan, a difference that is expected to be resolved by even a slight shift in travel behavior rather than policy-based solutions. With additional effort to encourage travel within the policy area, this Master Plan is expected to be able to achieve adequacy for this metric at buildout.

As previously stated, the low-stress bicycle accessibility metric is derived from the application of Montgomery Planning's Bicycle Travel Demand Model. Using this tool, this Plan's recommendations are projected to increase year

2045 countywide connectivity from 82.7 percent to 83.0 percent. Low-stress bicycle accessibility in the Fairland/Colesville Policy Area is projected to increase from 92 percent to 95 percent. These results indicate that this Plan achieves adequacy for this metric at buildout.

3.C.6. Travel Demand Management

1. This Plan recommends a 30 percent Non-Auto Driver Mode Share (NADMS) for all new development, residential and commercial, in all designated town center and downtown areas of the Plan based on the area's future transit service and connectivity opportunities. The NADAMS goal for suburban designated areas is 25 percent.

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 are to:

- 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 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, which 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 and 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. This plan supports 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. This plan supports the establishment of a pilot program for community education and engagement in the planning process.



Selling produce at a Farmers Market

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. Fairland Recreational Park, in particular, is identified as an underutilized park within the county's extensive park system and in need of improved access, amenities, and engagement with local and regional populations.

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 continuous trail and path network, as illustrated in the Concept Framework Plan (Section 2.F) and Map 23, connecting Activity Centers, neighborhoods, parks, open spaces, community facilities, and bus stops within and beyond the plan area. Depending on location and property ownership, responsible parties may include Montgomery County Department of Transportation, Montgomery Parks, and Homeowners' Associations and other private property owners. Completion of

the network may be through capital expenditures in the public right-of-way, public park improvement projects, grants or funding to private property owners, and/or conditions of approval for applicable private development (see also Section 3.C.3).



Bicycle and pedestrian tunnel under MD 200 (ICC)



Trail signage on Paint Branch Trail

2. Establish a network of public open spaces along the plan area's trail and path network, depicted in Map 23, 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.
3. For development under the Optional Method of Development, require a minimum of 10 percent contiguous public open spaces for the establishment of anchor destinations within Activity Centers during redevelopment.
4. 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.
5. 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.
6. 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.
7. 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.



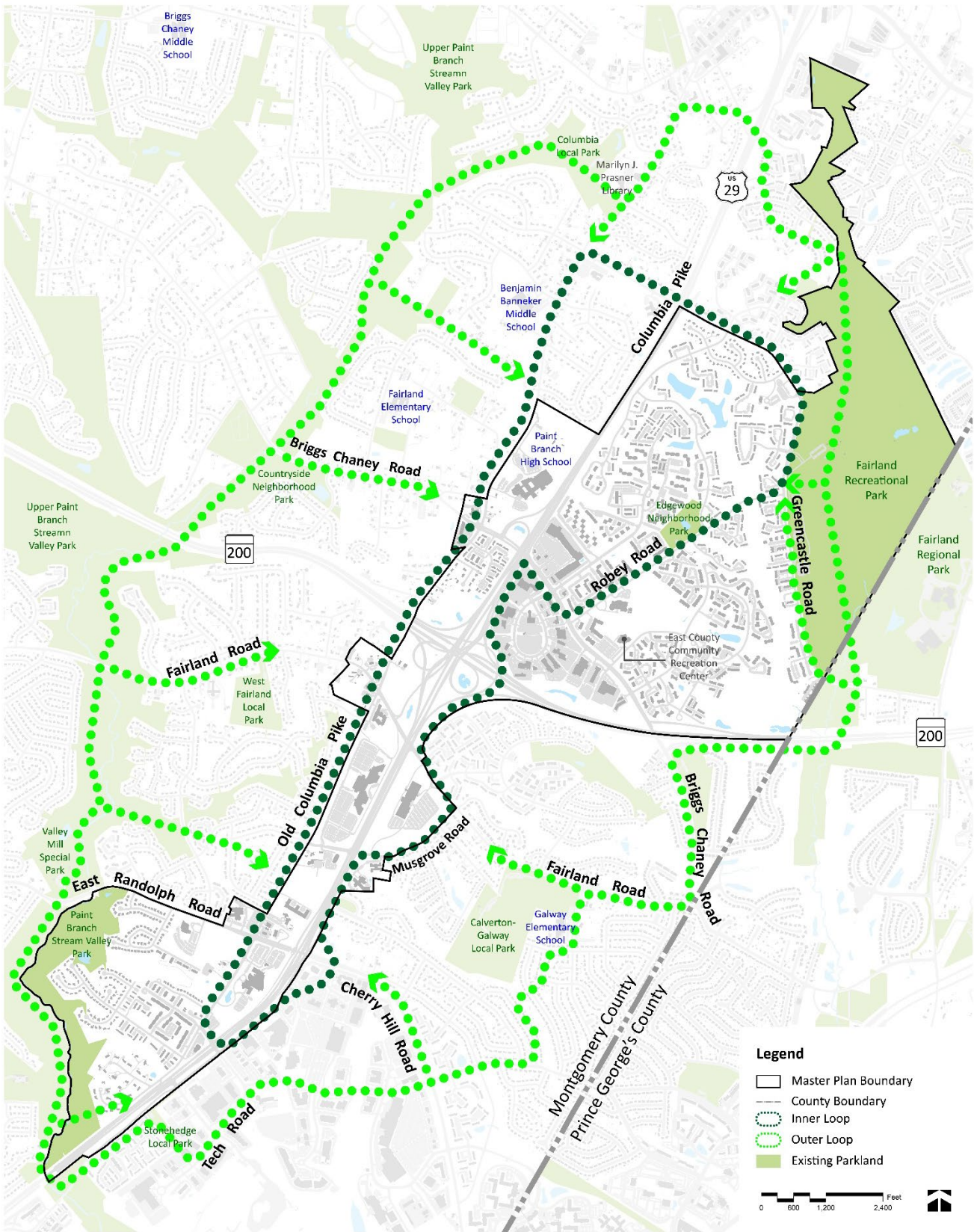
Basketball players in a park

8. Montgomery Parks, MCDEP, and other food system centric local government agencies and organizations should work

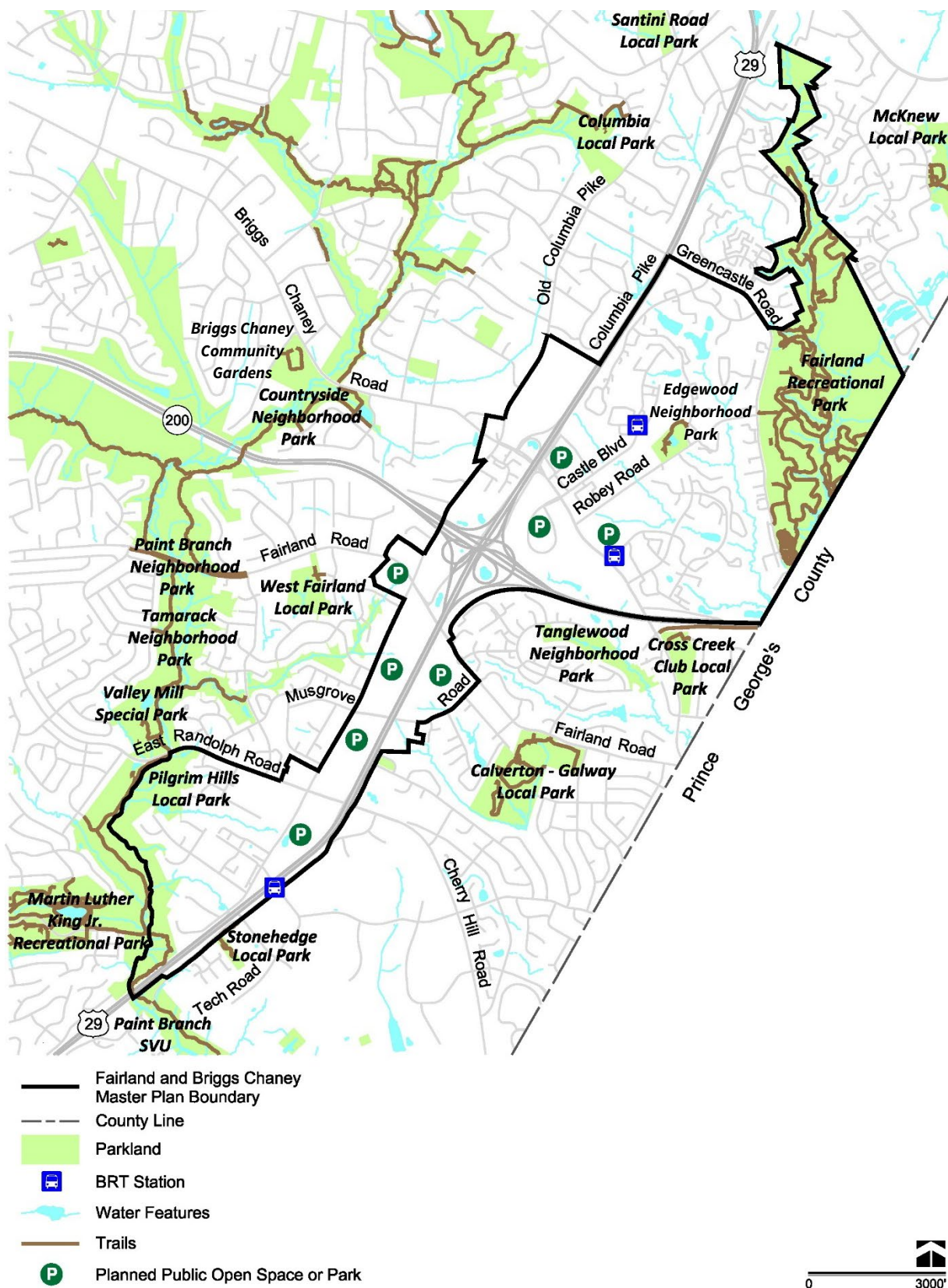
to enhance Edgewood Neighborhood Park as a resource for local food production and education in the community. Recommended park improvements include:

- 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).
9. 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.
10. 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 23: Inner and Outer Active Transportation Loops



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 following recommendations are consistent with the county's Climate Action Plan (CAP) and seek to:

- Improve environmental quality by protecting sensitive areas, enhancing exceptional natural habitats, and ensuring the highest quality of landscape design and maintenance.
- Incorporate 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.
- Remedy historical injustices and unfair practices that created environmental challenges for those most sensitive to a changing climate and least able to adapt.
- Encourage building and landscape 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 percent tree canopy coverage.
- b. Areas of surface parking lots on public and private properties should provide at least 50 percent tree canopy coverage, inclusive of any tree canopy area required by parking standards under the Zoning Ordinance.
- 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.



Parking lot at Verizon offices with shade and solar panels

2. Undertake design efforts to retain small forests and large individual trees as

development takes place to increase shade.

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. Strive to use modern green infrastructure practices using nature-based solutions on all newly developing and redeveloping properties. Practices should accomplish the retention of stormwater runoff for the benefit of onsite plantings, particularly shade trees. Consider the use of silva cells, which allow for the healthy growth of tree roots without impacting surrounding sidewalks and parking lots.
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.



*Stormwater management and trees in a parking lot.
Source: Toronto Botanical Garden, Toronto, Canada*

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, Montgomery County Office of Emergency Management and Homeland Security, Montgomery County Public Schools, Montgomery County Fire and Rescue Service, Montgomery County Department of Permitting Services, Montgomery College, and the Montgomery County Department of Recreation, and other public and non-governmental services agencies.
2. Consider adding more community-serving programming and opportunities at the East County Community Recreation Center, such as public library programs, before- and after-school care, new parent activities, and senior programs.



East County Community Recreation Center

3. Consider enhancing the grounds around the East County Community Recreation Center to include outdoor recreation amenities, such as public open spaces, outdoor athletic fields, play spaces, nature trails, community gardens, and pollinator gardens.
4. 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.
5. 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.

6. 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, such as either a vacant office or commercial space, or a place of worship site seeking to relocate or close, into an adaptive reuse school facility.
 - c. MCPS should pursue 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 continued identification, education, designation, preservation and use of historic sites and districts to enhance the quality of life in the plan area. These recommendations safeguard the community's cultural heritage, while honoring the

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.

past and strengthening a sense of community for its residents.

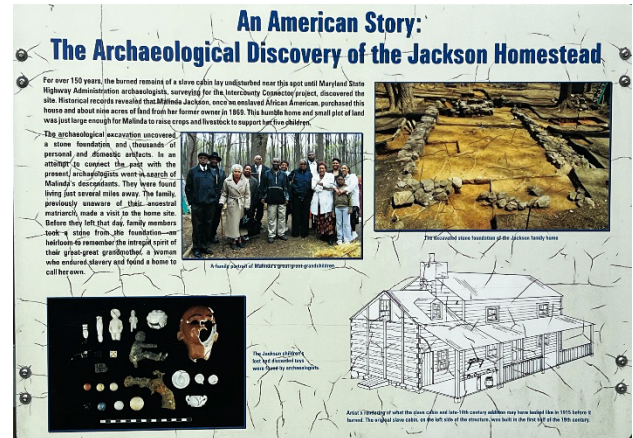
3.H.2. Historic Preservation and Cultural Resources Recommendations

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. Specifically, Montgomery Planning should look for opportunities to partner with MCDOT SHA and adjacent landowners to conduct investigations that refine the location of the Conway Jackson Cemetery.
3. Commemorate the Briggs Chaney Road bridge as the Malinda Jackson Memorial Bridge through elements such as street signage, interpretive exhibits, or public art.

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) in the late 1800s and early 1900s and later purchased property after her emancipation.



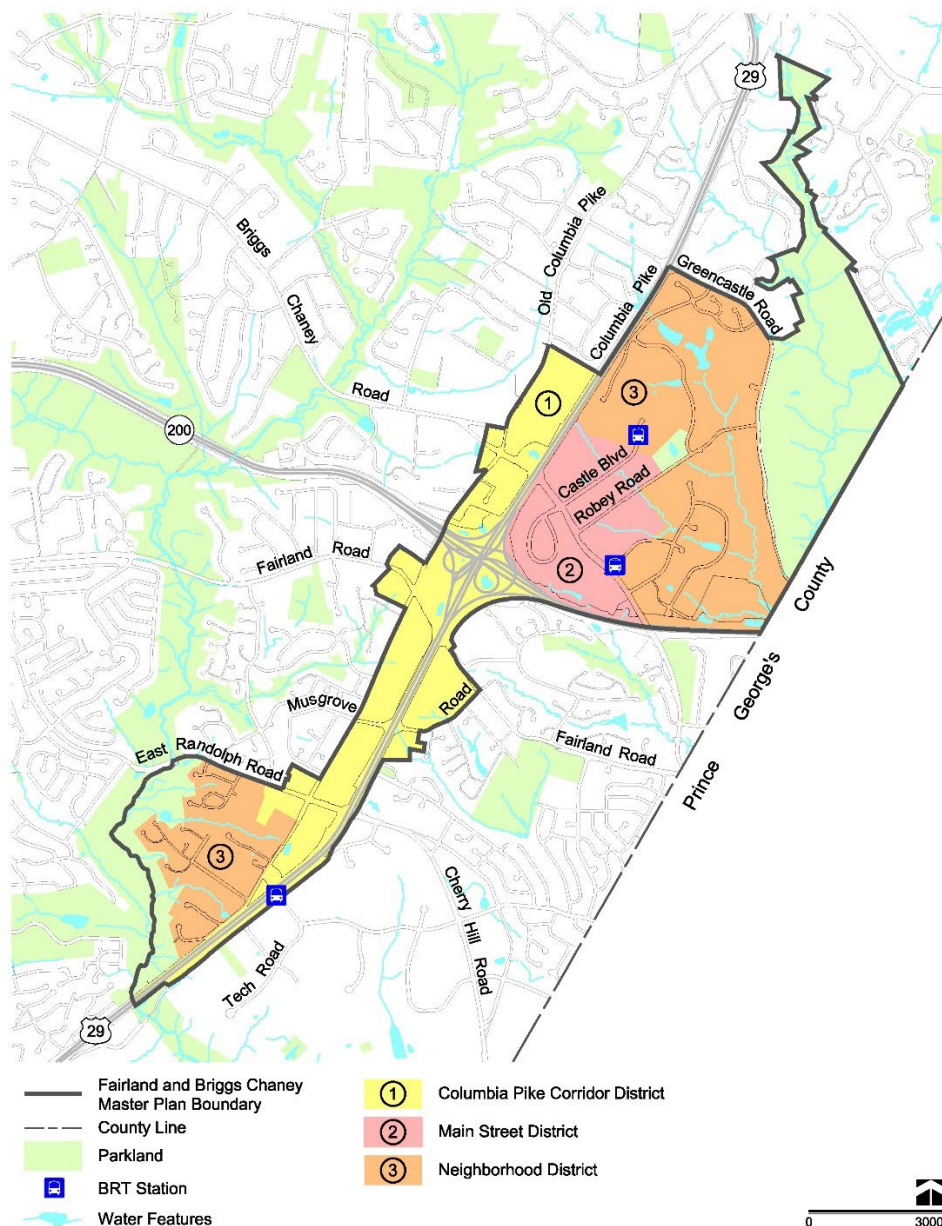
Interpretive sign for the Jackson Homestead

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

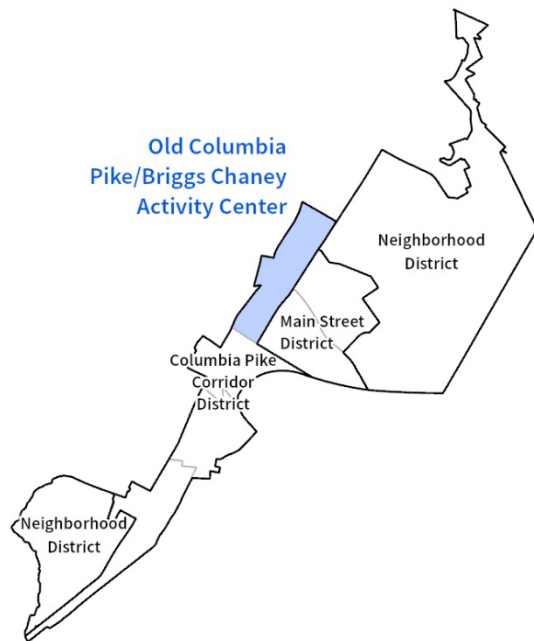
The Plan envisions development of compact, neighborhood-focused development along Old Columbia Pike within about a five-minute walk of Activity Centers located around intersections with Briggs Chaney Road, Fairland Road, Musgrove Road, and East Randolph Road. Public art installations, unique architectural 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 enhance the streetscape by adding shade and ornamental tree plantings. 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 (TDRs) 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 small-scale, 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.



Briggs Chaney Center shopping center

This Activity Center is consistent with the Neighborhood Centers of the *Thrive Montgomery*

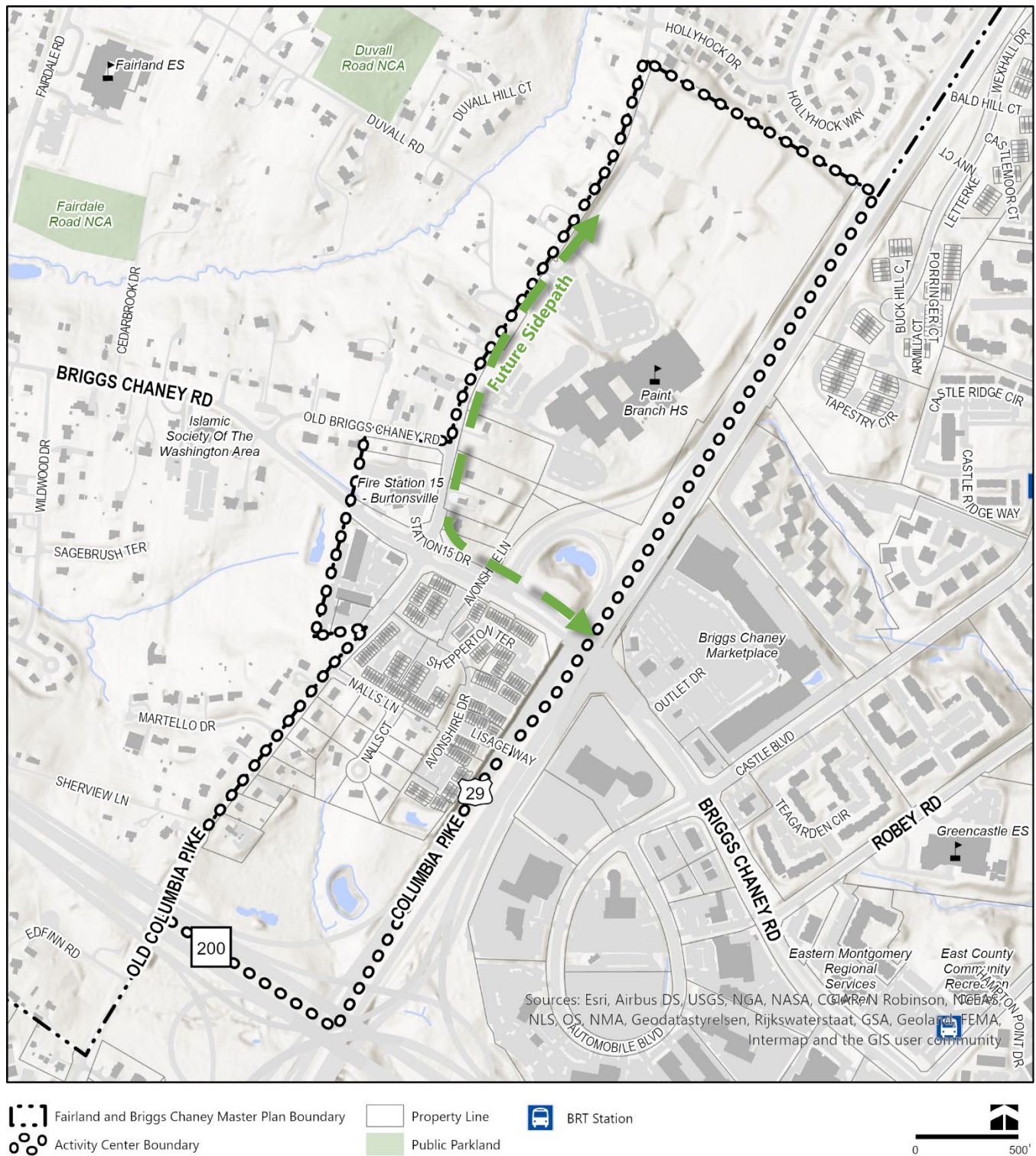
2050 Growth Map, which are the lowest intensity centers containing a small number of neighborhood-serving uses and located in rural areas and low-density residential neighborhoods.

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

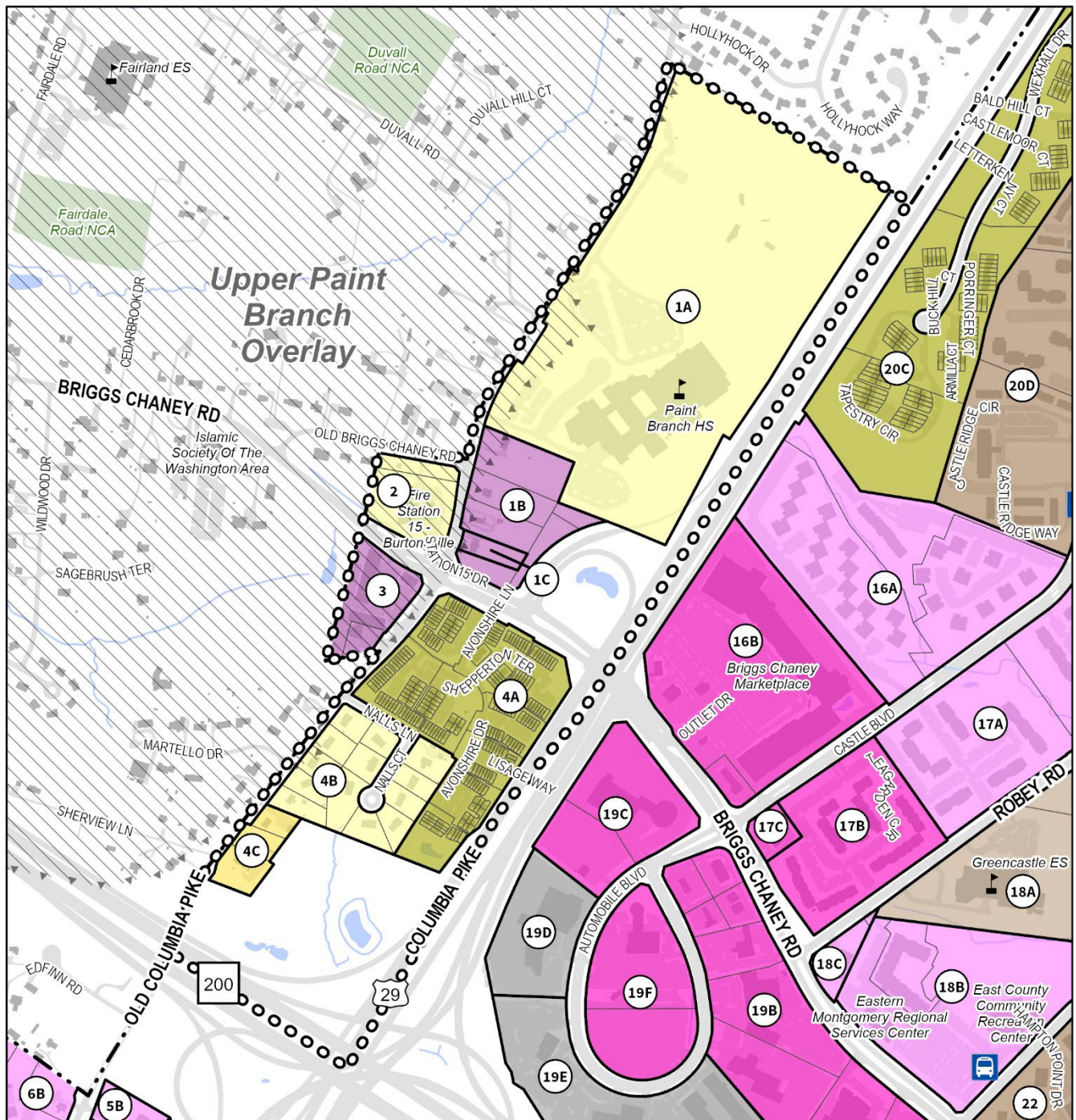
Recommendations

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, trash and recycle collection, 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), to provide 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).
3. Conduct traffic calming work along Old Columbia Pike and Briggs Chaney Road, between Paint Branch High School and the west side of Briggs Chaney Road bridge over Columbia Pike (U.S. 29) to increase bicycle and pedestrian comfort and safety along these roadways.

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



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



- | | | | |
|---|----------------------------|---------------------------------|-------------------------------------|
| Fairland and Briggs Chaney Master Plan Boundary | Rural Cluster | Townhouse Medium Density | Commercial Residential Town |
| Activity Center Boundary | Residential, Single-Family | Townhouse High Density | Commercial Residential Neighborhood |
| TDR Overlay Zone | Residential, Single-Family | Multiple-Family, Low Density | Employment Office |
| Other Overlay Zone | Residential, Single-Family | Multiple-Family, Medium Density | Moderate Industrial |
| BRT Station | Residential, Single-Family | Multiple-Family, High Density | Map Number |
| | Townhouse Low Density | Commercial Residential | |



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-65	Allow for small-scale, mixed-use development
1C	EOF-1.5 H-75	CRN-1.5 C-1.25 R-1.25 H-65	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

Figure Xa: Street-Level Conceptual Illustration of Briggs Chaney Road at Old Columbia Pike



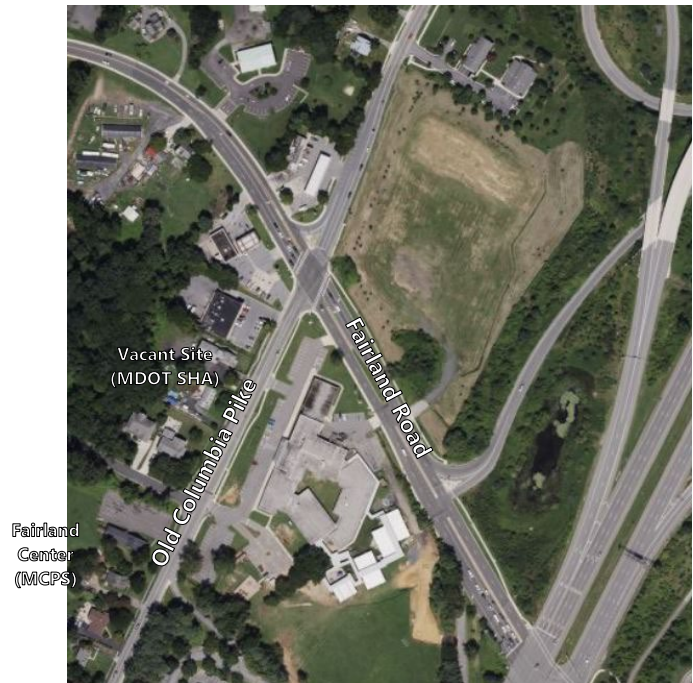
4.A.4. Old Columbia Pike and Fairland Activity Center



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.

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



*Aerial view of Old Columbia Pike and Fairland Road.
Source: Google Maps*

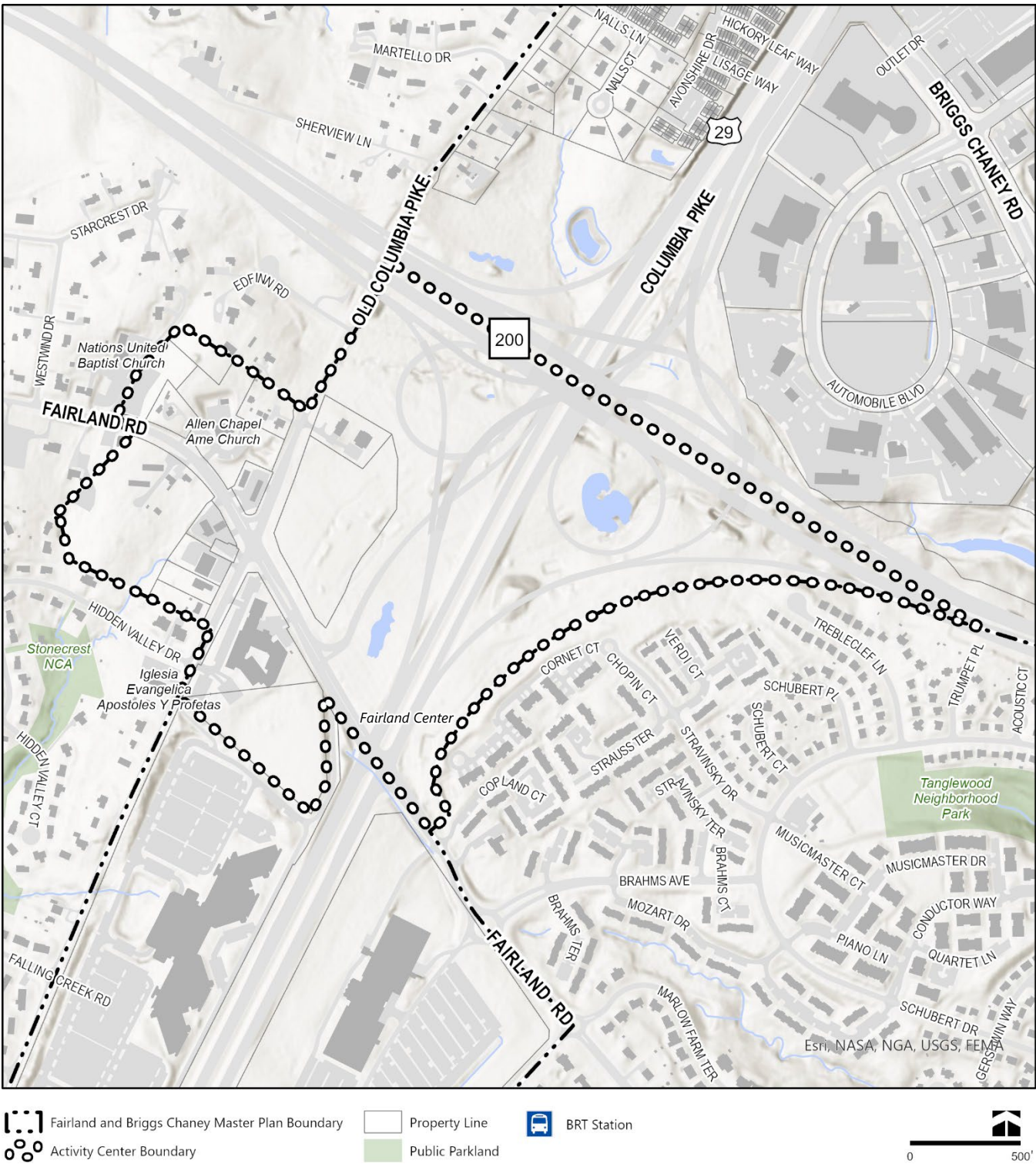
Recommendations

1. Encourage new development to create a compact building footprint with 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

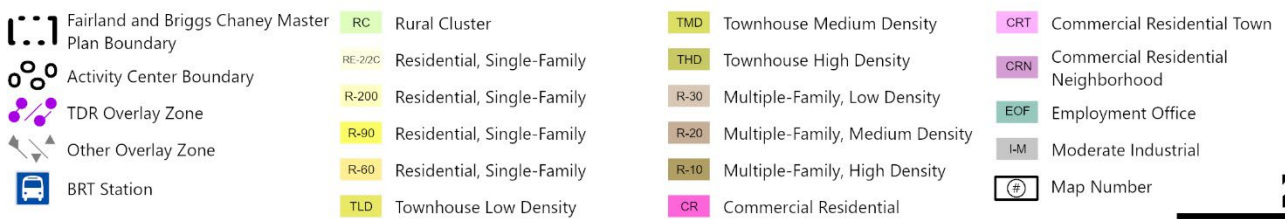
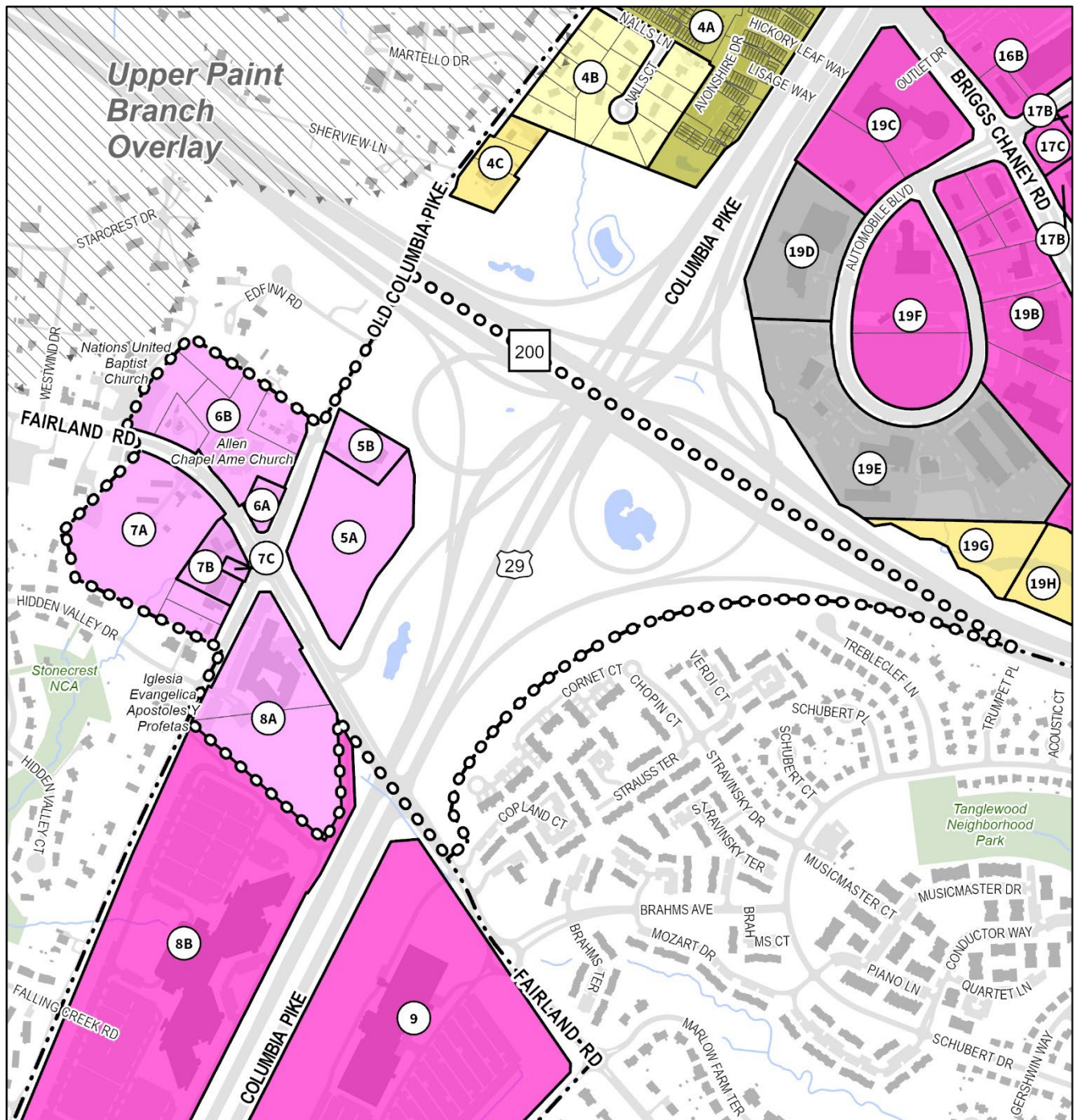
meeting space. The Fairland Center is one of the five holding facilities MCPS utilizes to host schools that are undergoing major capital projects or large-scale addition projects. MCPS intends to maintain its use

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



0 500'

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

Map Number	Existing Zoning	Recommended Zoning	Justification
5A	R-90	CRT-1.5 C-0.75 R-1.25 H-75	Allow for medium-density, mixed-use development <u>Note:</u> Location is in the Public Right-of-Way.
5B	R-90	CRT-1.5 C-0.75 R-1.25 H-75	Allow for medium-density, mixed-use development
6A	NR-0.75 H-45	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
6B	R-200	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
7A	R-200	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
7B	NR-0.75 H-45	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
7C	CRT-0.75 C-0.75 R-0.25 H-35	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
8A	R-90	CRT-1.25 C-0.75 R-1.25 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.



Verizon's Fairland Data Center

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.

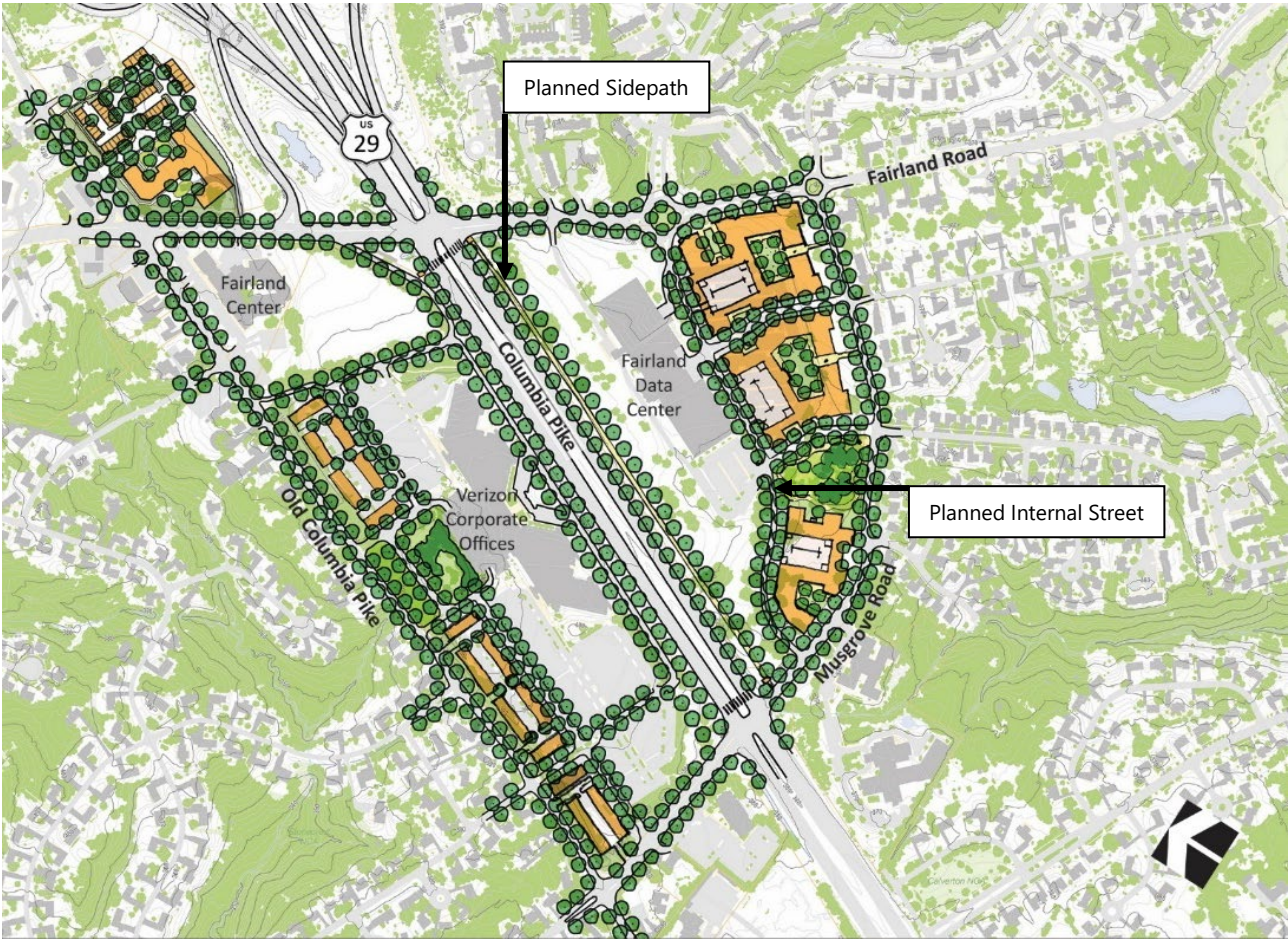
Figure 5 shows a conceptual illustration for a possible realization of the Plan's vision in this Activity Center.

Recommendations

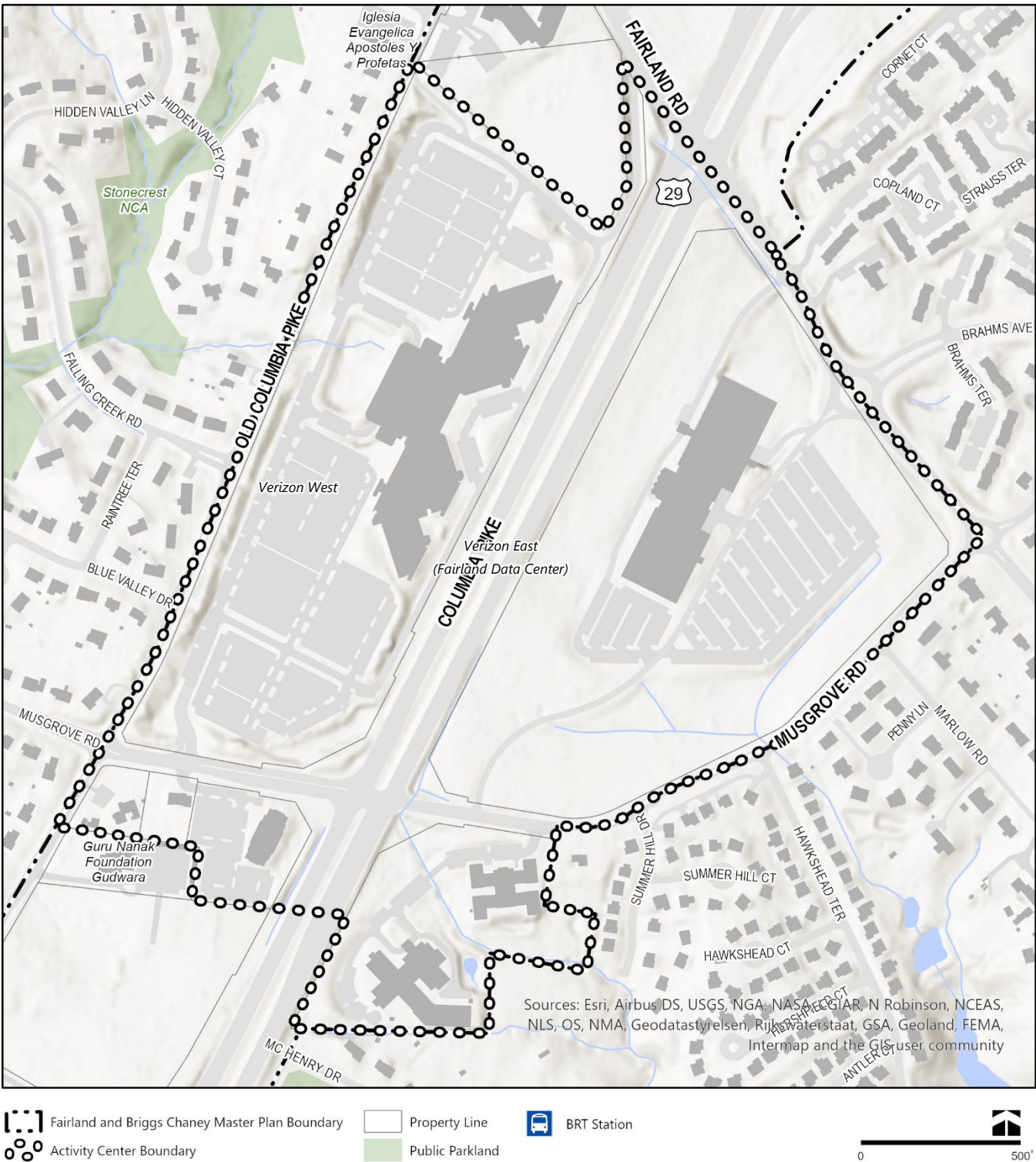
1. This Plan encourages infill development of surface parking spaces at 13100 Columbia Pike (Verizon West), while retaining the existing corporate headquarters building and operations.
2. Apply the 'Town Center' context area of the Complete Street Design Guide (CSDG) to encompass the portion of this 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 emphasizes a compact building footprint with a significant housing component and a mix of other neighborhood serving land uses.
 - a. In the event of major redevelopment of this property, a new BRT station should be considered to serve the U.S. 29 Flash BRT 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 recommends 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, a compact building footprint with a mix of neighborhood serving uses and a significant housing component is highly recommended for this property.
 - a. In the event of major redevelopment of this property, a new BRT station should be considered to serve the U.S. 29 Flash BRT 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), establishing roughly equal new development blocks, as a part of major redevelopment to alleviate new traffic impacts on the residential portion of Musgrove Road. Any such street connections or frontage roads shall adhere to all applicable intersection spacing and design requirements.
 - 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.
 6. Improve the safety and comfort of east-west travel across U.S. 29 within the Activity Center for non-vehicular modes of travel (i.e., walking, biking, rolling, use of assistive devices for those who are differently-abled, etc.). Potential improvements might include a grade-separated crossing of U.S. 29 or at-grade intersection improvements at the intersections with Fairland Road and Musgrove Road. Improvements should be explored and provided by any major development application, or through a public-private partnership as scope, proportionality, and circumstances warrant, fronting the east and west sides of U.S. 29.

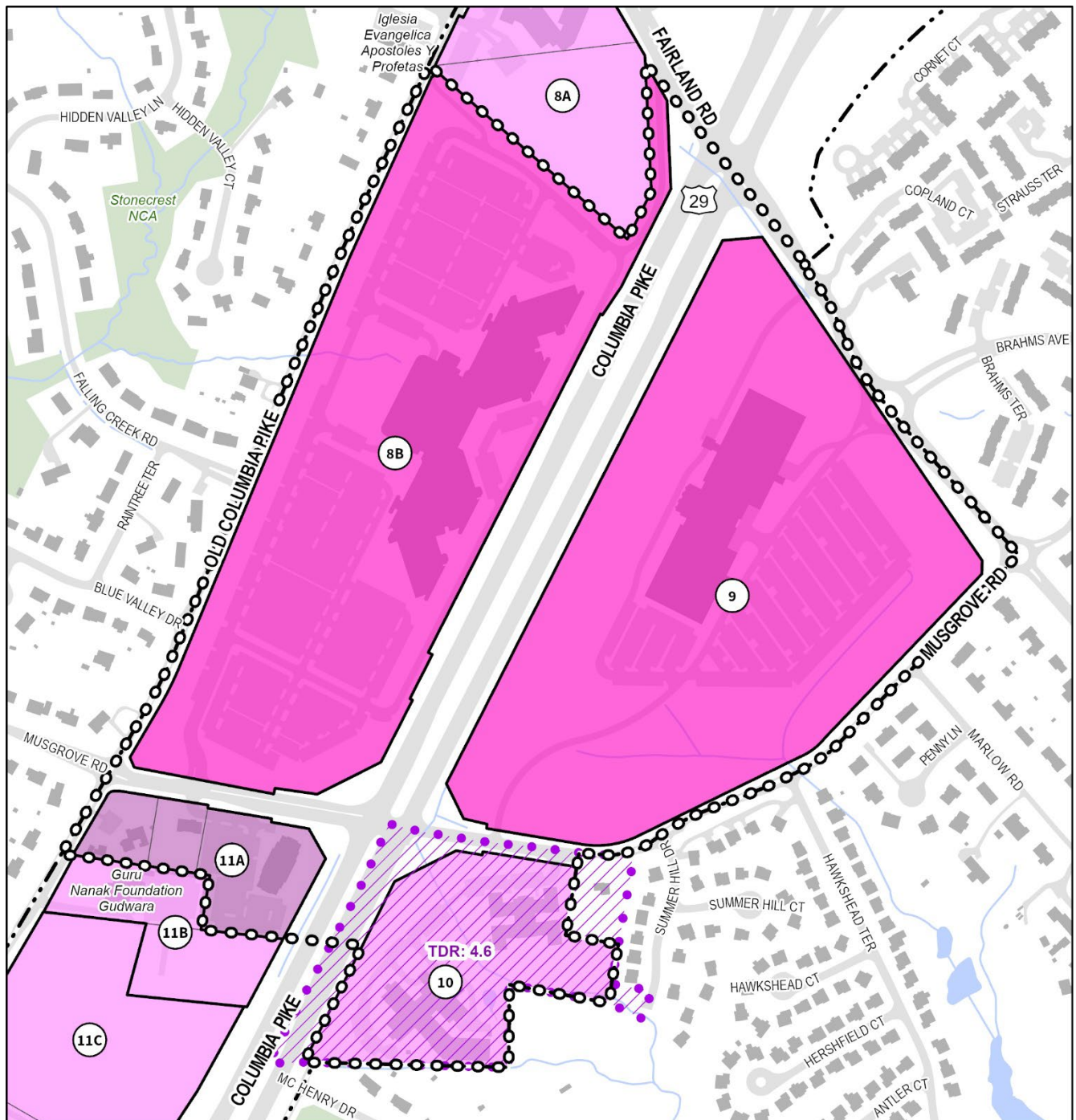
Figure 5: Conceptual Illustration of the Columbia Pike and Musgrove Activity Center



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 | CRT Commercial Residential Town |
| Activity Center Boundary | RE-22C Residential, Single-Family | THD Townhouse High Density | CRN Commercial Residential Neighborhood |
| TDR Overlay Zone | R-200 Residential, Single-Family | R-30 Multiple-Family, Low Density | EOF Employment Office |
| Other Overlay Zone | R-90 Residential, Single-Family | R-20 Multiple-Family, Medium Density | IM Moderate Industrial |
| BRT Station | R-60 Residential, Single-Family | R-10 Multiple-Family, High Density | Map Number |
| | TLD Townhouse Low Density | CR Commercial Residential | |

0 500'

Table 9: Columbia Pike and Musgrove Activity Center Zoning Recommendations

Map Number	Existing Zoning	Recommended Zoning	Justification
8B	EOF-0.75 H-100 T	CR-2.0 C-1.5 R-1.5 H-120	Allow for high-density, mixed-use development
9	EOF-1.5 H-75	CR-2.0 C-1.5 R-1.5 H-120	Allow for high-density, mixed-use development
10	R-90	CRT-1.25 C-0.75 R-1.25 H-65	Allow for small-scale, mixed-use development
11A	R-90	CRT-1.25 C-0.75 R-1.25 H-65	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.



U.S. 29 Flash BRT Station at Tech 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.

Figures 6, Xb, Xc, and Xd show conceptual illustrations 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 service 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. Future development should also seek to provide compatible transitions to the neighboring properties.
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 service and planned East Randolph Road BRT route through pedestrian-friendly street frontages and building design,

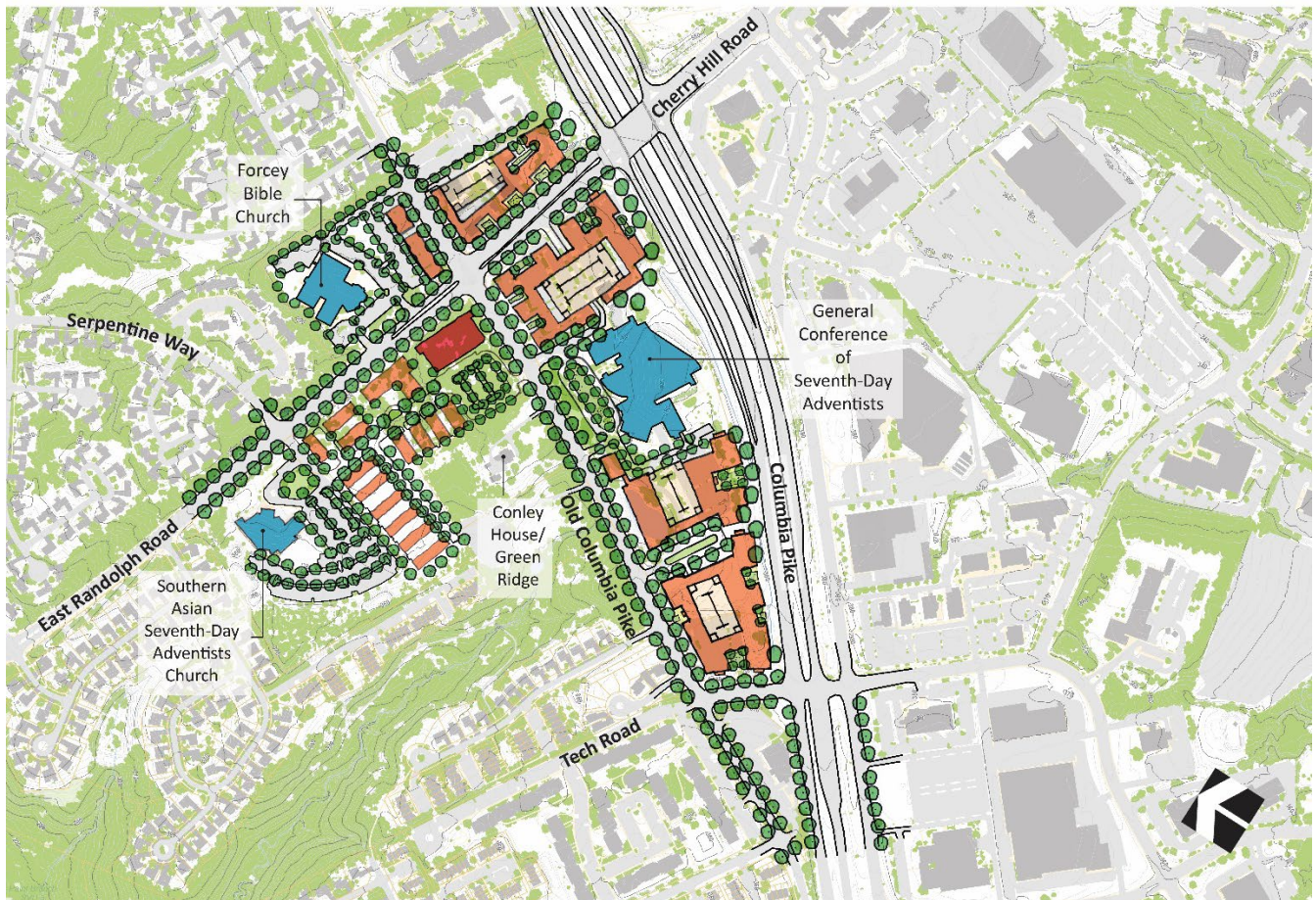
active ground-floor uses, publicly accessible open space, and a mix of uses that allows living, working, shopping, and gathering near transit.

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

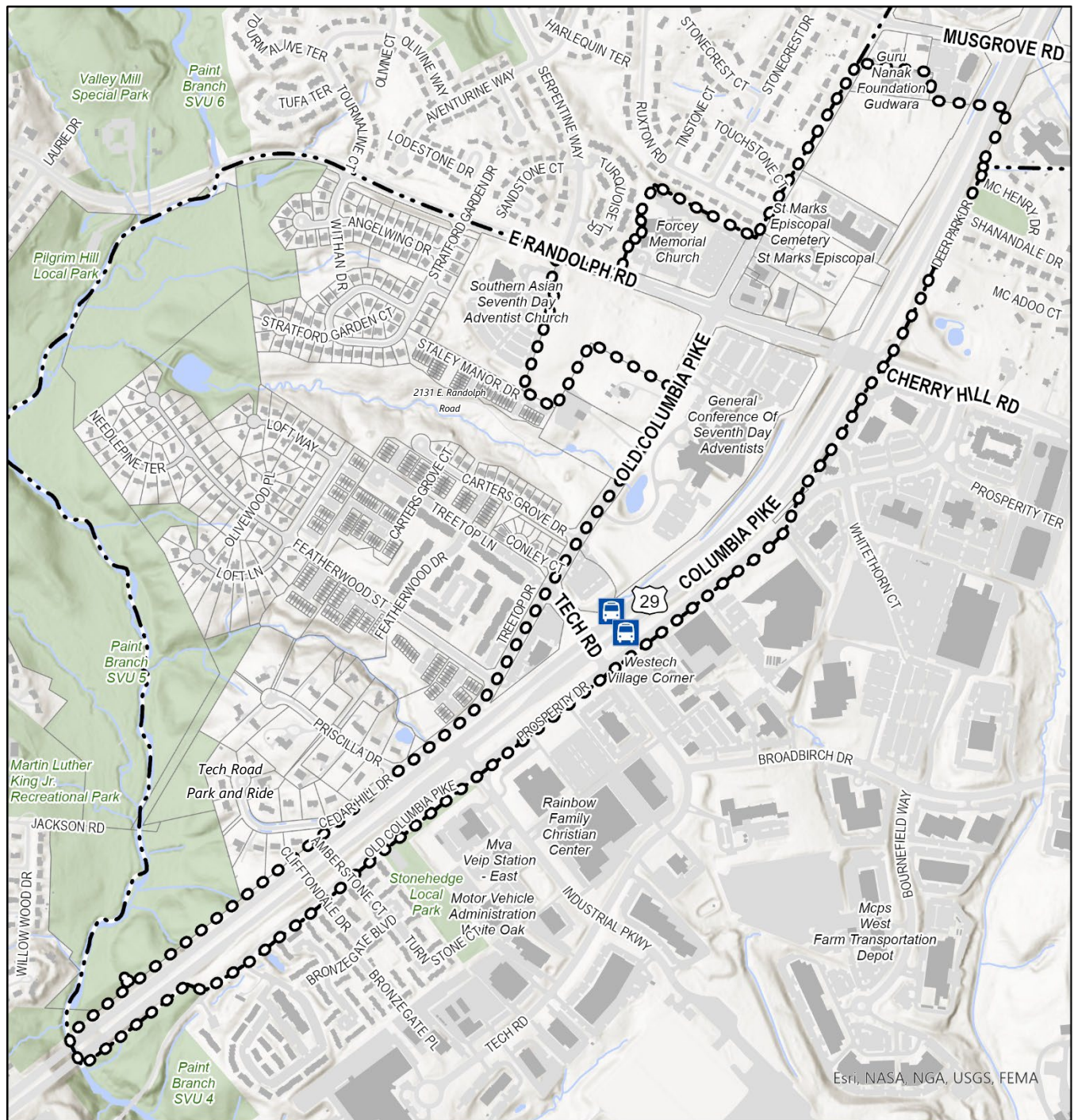
facility is sized to meet current and future bus ridership demands. Development of the Park and Ride lot should be designed as a Community Gateway on Columbia Pike (U.S. 29) in this part of the master plan and support the U.S. 29 Flash BRT service.

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 service.

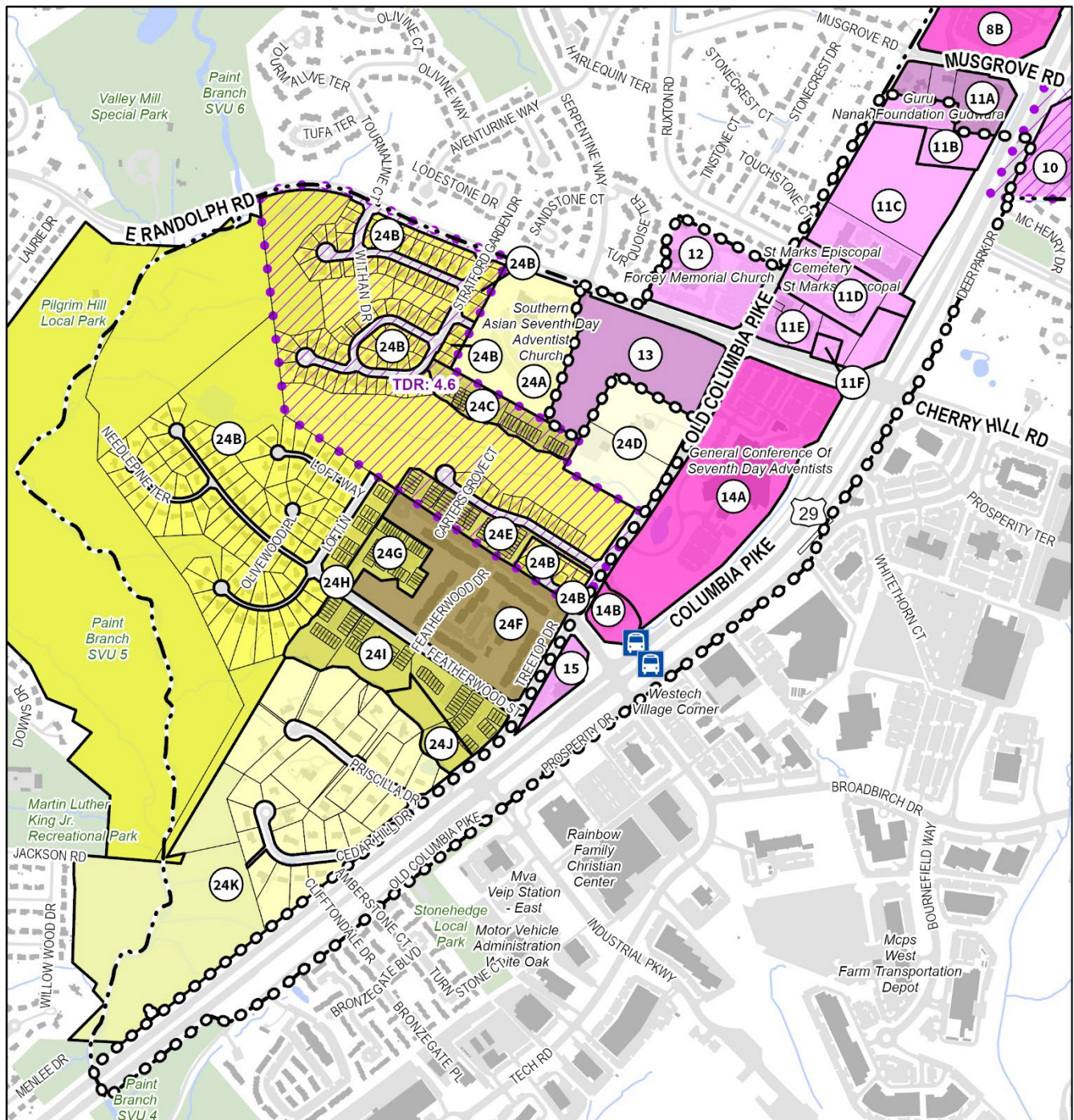
Figure 6: Conceptual Illustration of the Old Columbia Road and East Randolph Activity Center



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



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



- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> Fairland and Briggs Chaney Master Plan Boundary Activity Center Boundary TDR Overlay Zone Other Overlay Zone BRT Station | <ul style="list-style-type: none"> RC Rural Cluster RE-22C Residential, Single-Family R-200 Residential, Single-Family R-90 Residential, Single-Family R-60 Residential, Single-Family TLD Townhouse Low Density | <ul style="list-style-type: none"> TMD Townhouse Medium Density THD Townhouse High Density R-30 Multiple-Family, Low Density R-20 Multiple-Family, Medium Density R-10 Multiple-Family, High Density CR Commercial Residential | <ul style="list-style-type: none"> CRT Commercial Residential Town CRN Commercial Residential Neighborhood EOF Employment Office IM Moderate Industrial Map Number |
|--|--|--|---|



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

Map Number	Existing Zoning	Recommended Zoning	Justification
11B	R-90	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
11C	R-200	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
11D	R-90	CRT-1.25 C-0.75 R-1.25 H-55	Allow for small-scale, mixed-use development
11E	CRT-0.75 C-0.75 R-0.25 H-35	CRT-1.25 C-0.75 R-1.25 H-75	Increase allowable FAR and building height.
11F	CRT-0.75 C-0.75 R-25 H-45	CRT-1.25 C-0.75 R-1.25 H-75	Increase allowable FAR and building height.
12	R-90	CRT-1.25 C-0.25 R-1.0 H-55	Allow for small-scale, mixed-use development
13	R-200	CRN-1.0 C-0.0 R-1.0 H-75	Allow for higher-density residential 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	EOF-1.5 H-75	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. <u>Note:</u> Location is in the Public Right-of-Way.
15	CRT-0.75 C-0.75 R-0.25 H-35	CRT-1.25 C-0.75 R-1.25 H-75	Increase allowable FAR and building heights

Figure Xb: Street-Level Conceptual Illustration of East Randolph Road at Old Columbia Pike



Figure Xc: Elevated Conceptual Illustration of Tech Road at Columbia Pike



Figure Xd: Street-Level Conceptual Illustration of Tech Road at Columbia Pike



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 U.S. 29 Flash BRT service, 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 Xe, 7, and 8 show conceptual illustrations for a possible realization of the Plan's vision for this District.

Figure Xe: Elevated Conceptual Illustration of the Main Street 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)

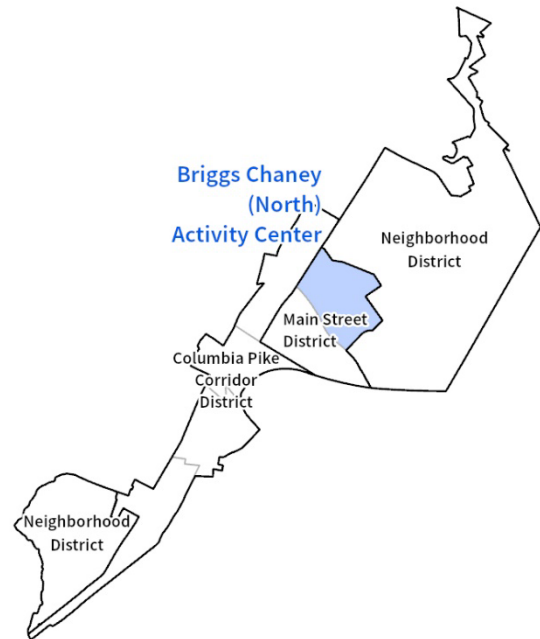


4.B.2. District Recommendations

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. The U.S. 29 Flash BRT Blue Line service should be connected at the lower highway level on U.S. 29, with pedestrian access provided via stairs and elevators from the Briggs Chaney Road bridge level. Infrastructure leading to the station will provide safe, comfortable, and convenient access to the new station from the bridge without deviating from dedicated transit lanes on U.S. 29. 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 enhance the streetscape by adding shade and ornamental tree plantings. 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 (see also Section 3.C.3).
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.



Briggs Chaney Marketplace

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 U.S. 29 Flash BRT Orange Line station and park and ride facility should be retained and integrated into any new development, improving transit access, convenience, and comfort.

Recommendations

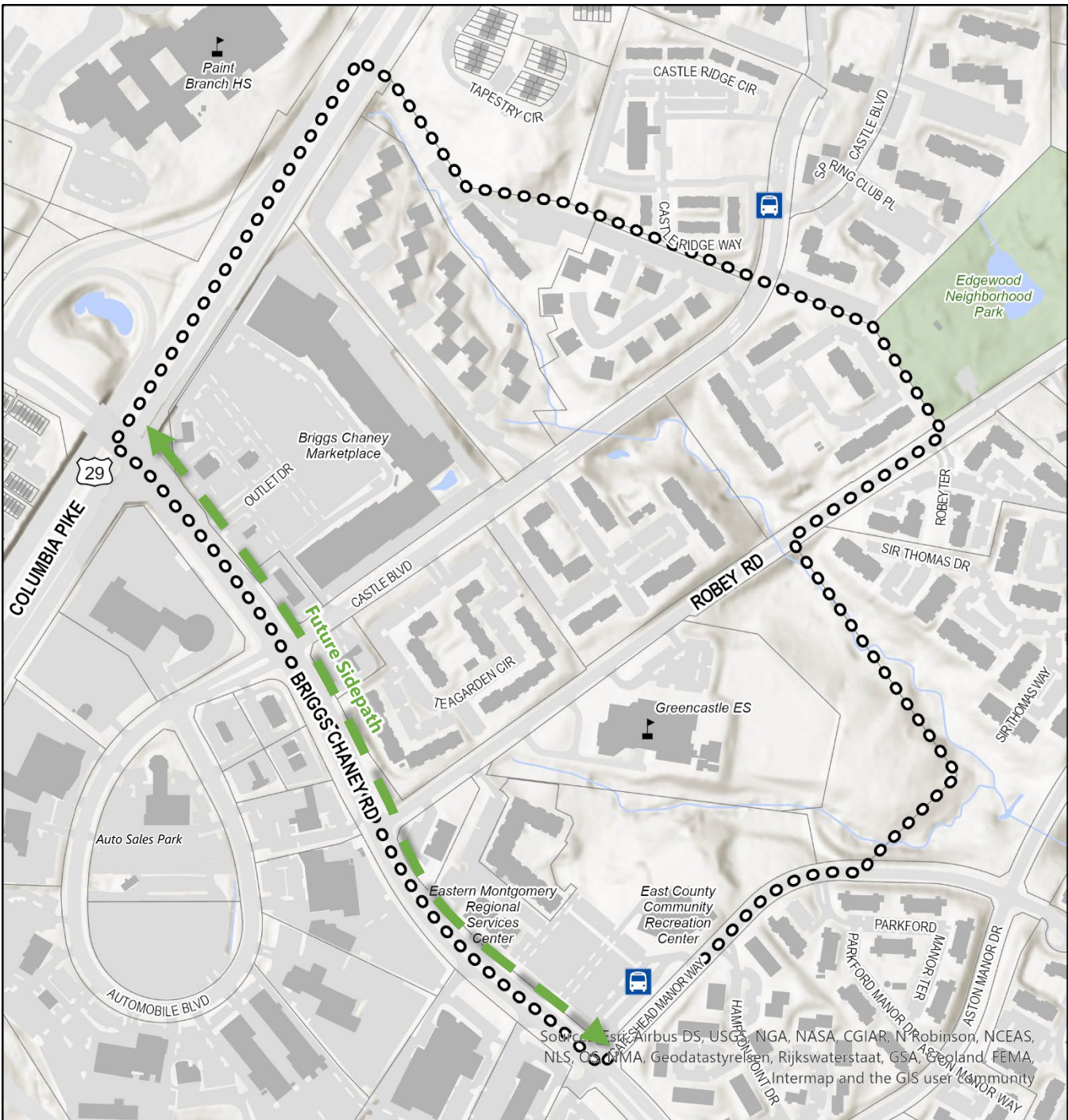
1. Create a sidepath along the north side of Briggs Chaney Road, between the east side of the Briggs Chaney Road bridge over Columbia Pike (U.S. 29) and the East County Community Recreation Center property that provides a safe and comfortable pedestrian connection between the bridge and points east of 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 will meet the regulated design standards of MCDOT (see also Map 34), and above grade utility lines should be placed underground to increase shade from tree canopy or shade structures.

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 redevelopment of the Briggs Chaney Marketplace to infill surface parking lots with compact development (i.e., multiple stories, parking garages) with active storefronts that provide a mix of uses, outdoor seating, a grid of internal streets creating short blocks, strategically placed shade trees and/or shade structures.
 - b. Provide a centrally located public open space or plaza area with public art, activated by surrounding storefronts.
 - 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.

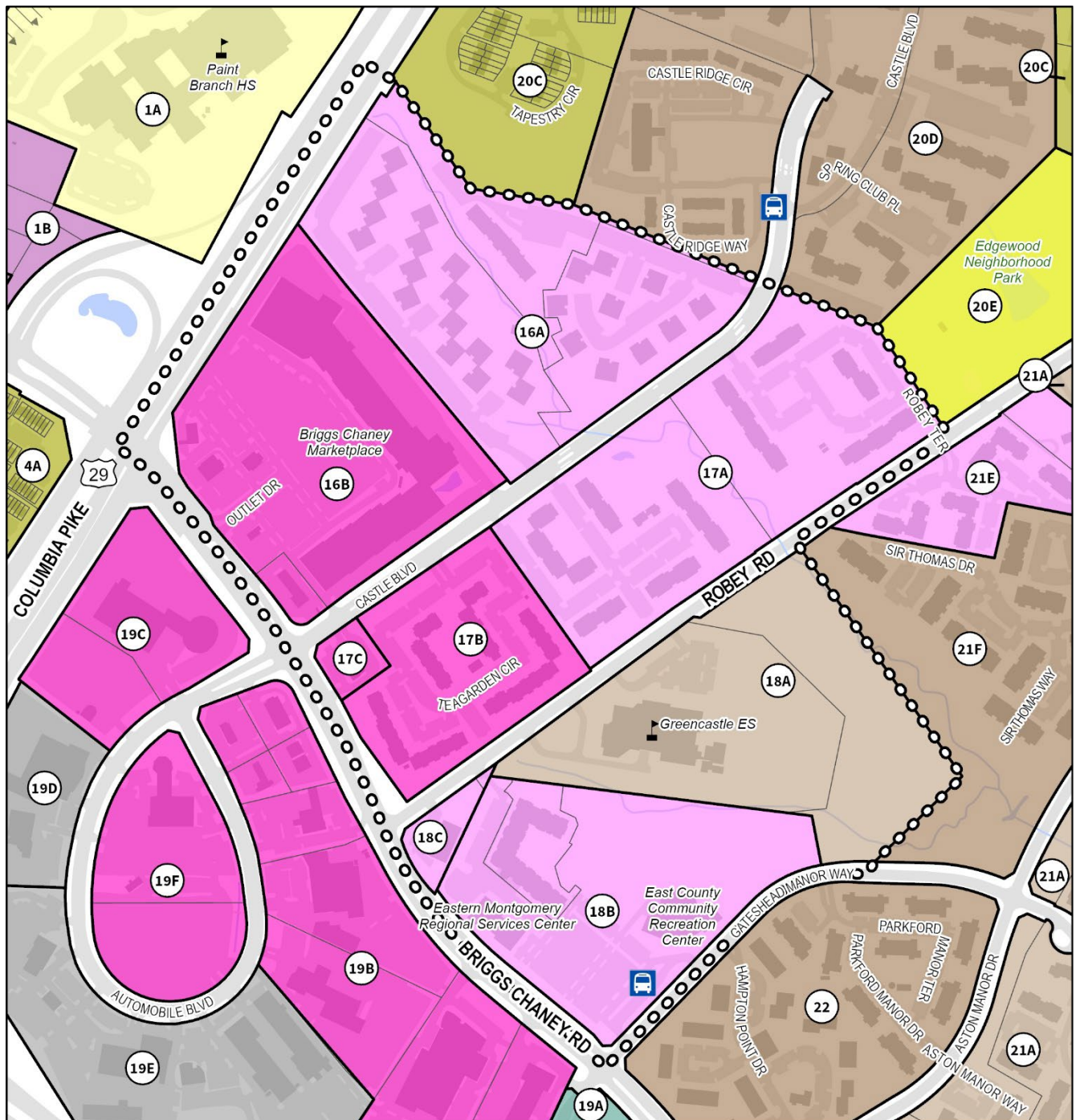
- d. Leverage the inclusion of the Briggs Chaney Marketplace as a Maryland Enterprise Zone (EZ) to retain and expand existing businesses in concert with the property's redevelopment.
4. Montgomery County Public Schools (MCPS) should work in coordination with the Montgomery County Department of General Services 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. Any redevelopment of public properties that include the Eastern Montgomery Regional Services Center, U.S. 29 Flash BRT Orange Line station and park and ride facility, East County Community Recreation Center, and associated surface parking lots should provide adequate transitions between new development and existing neighborhoods through appropriate building heights and development intensities.
 7. 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.
 8. Conduct traffic calming work along Briggs Chaney Road, between the west side of Briggs Chaney Road bridge and the Intercounty Connector (MD 200) to increase bicycle and pedestrian comfort and safety along the roadway.

Map 34: Briggs Chaney (North) Activity Center Detail



Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OSMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

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



Fairland and Briggs Chaney Master Plan Boundary
 Activity Center Boundary
 TDR Overlay Zone
 Other Overlay Zone
 BRT Station

RC Rural Cluster
RE-22C Residential, Single-Family
R-200 Residential, Single-Family
R-90 Residential, Single-Family
R-60 Residential, Single-Family
TLD Townhouse Low Density

TMD Townhouse Medium Density
THD Townhouse High Density
R-30 Multiple-Family, Low Density
R-20 Multiple-Family, Medium Density
R-10 Multiple-Family, High Density
CR Commercial Residential

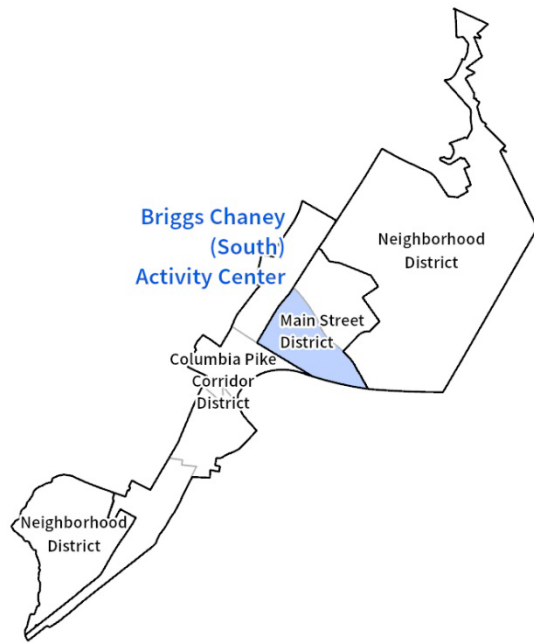
CRT Commercial Residential Town
CRN Commercial Residential Neighborhood
EOF Employment Office
IM Moderate Industrial
 Map Number

0 500'

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 (i.e., multiple stories) auto-related uses located at the southwest portion of the site, away from Briggs Chaney Road.



Auto Sales Park on 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 the following, where applicable. These recommendations should be considered when commensurate to the scope and size of a proposed development:
 - a. Restricted access (on platted properties) along the south side of Briggs Chaney Road will be considered for removal with the redevelopment of auto sales and service uses. Permitted

access encourages building frontage along Briggs Chaney Road and could require structured parking or service access from Briggs Chaney Road instead of solely depending on access to Automobile Boulevard.

Improvements to onsite circulation patterns seek to improve safety and separate occasional service drop-offs from regular visits.

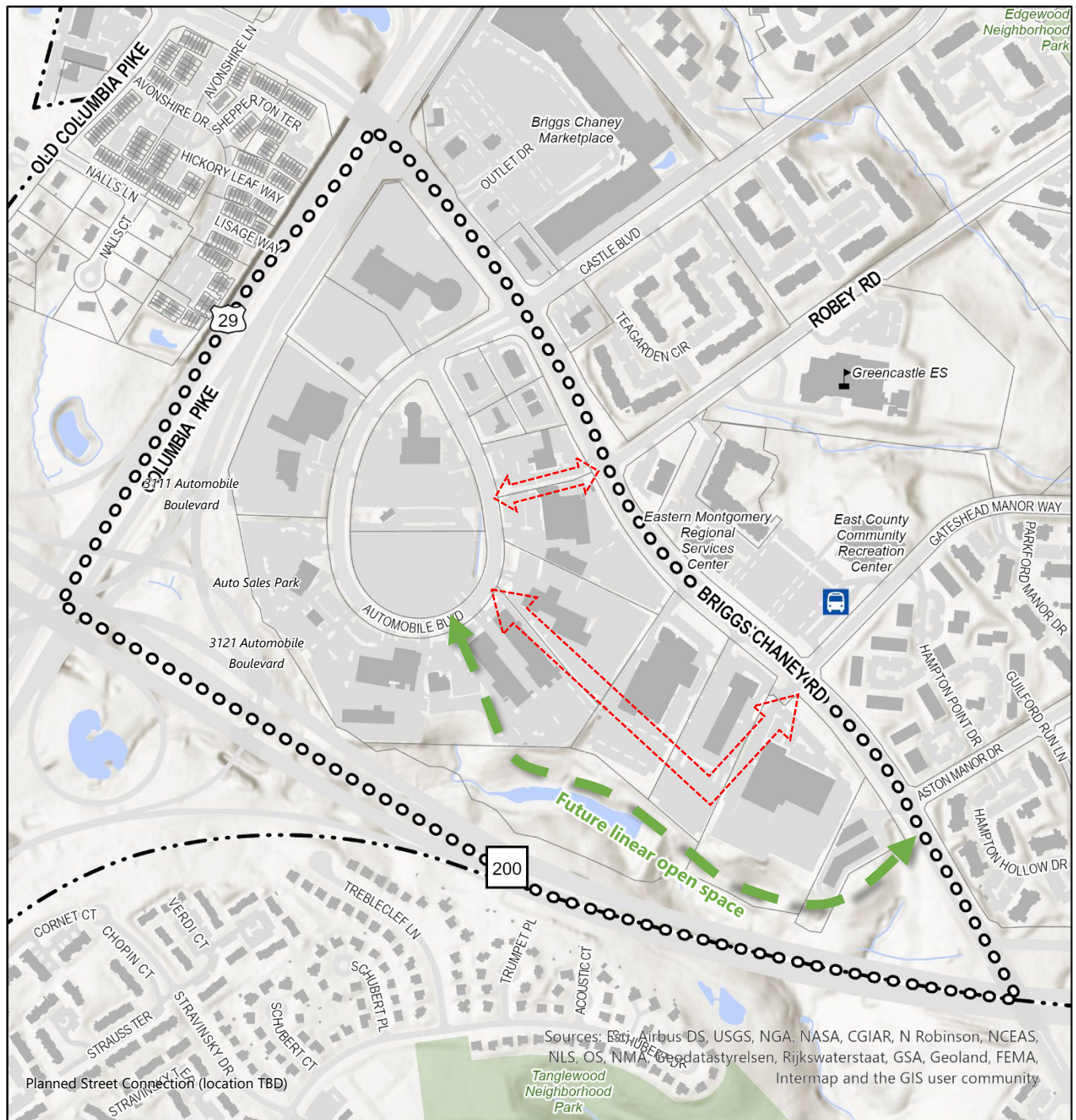
- b. Whenever most feasible, encourage property owners and tenants to consolidate uses and combine common activities between sites, such as storing inventory, parking for employees and customers, displaying vehicles, washing cars, collection of trash and recycling, and loading inventory.
 - c. Apply '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.

Comprehensive or large-scale redevelopment of one or more Auto Sales Park properties should include the following, where applicable. These recommendations are not applicable in minor or targeted development projects.

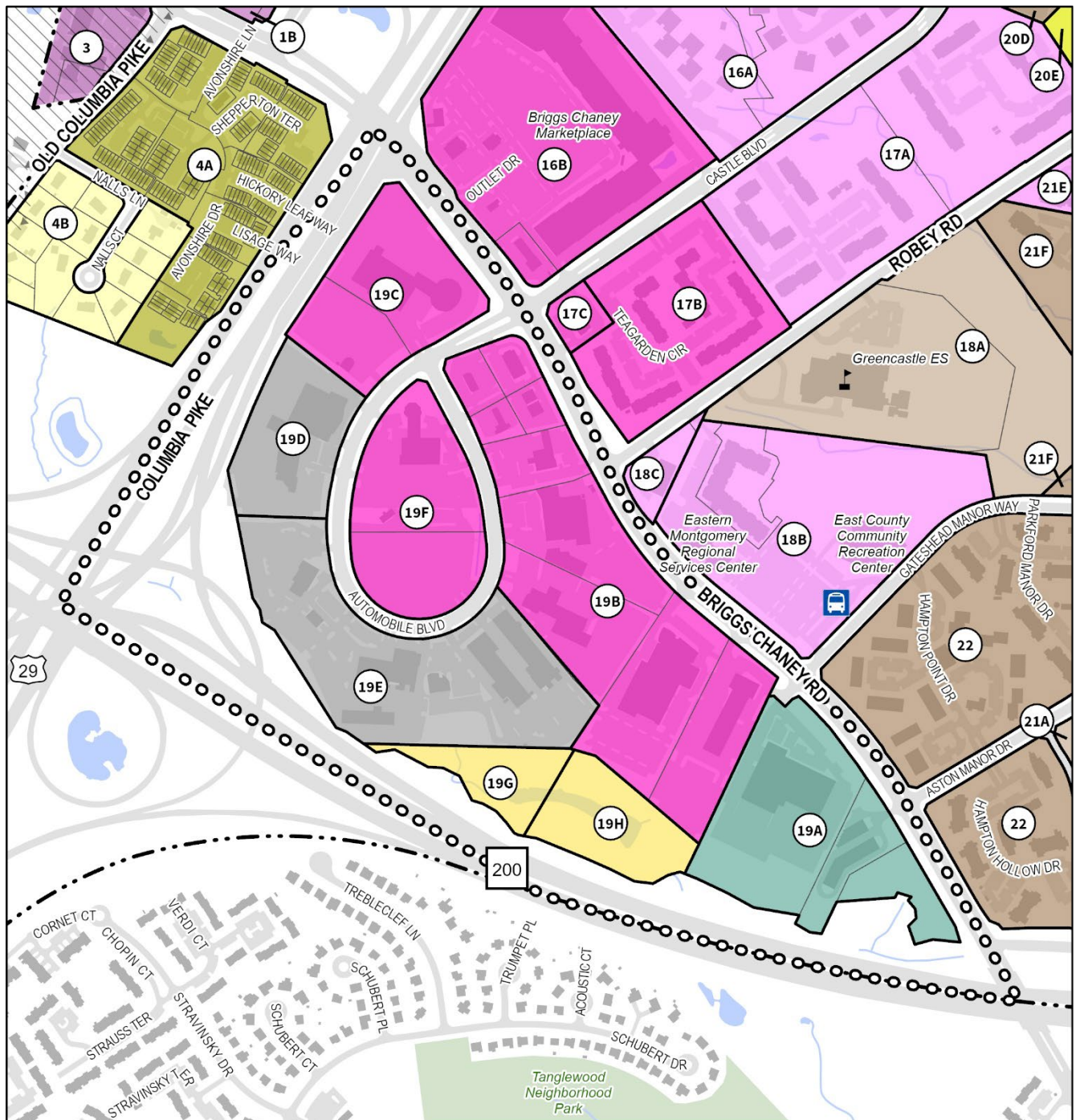
- a. Structured parking and storage facilities, services areas, trash collection, loading and repair shops should be located toward the rear of properties and/or back up to Columbia Pike (U.S. 29) and the Intercounty Connector (ICC or MD 200). Major views of these areas should be blocked by a heavily 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 that functions as a cohesive park-like setting, reduces heat island effects, and creates a connected public gathering space. Montgomery Parks will make recommendations on the ownership of new public open spaces at the time of development application. If the size and scope of development cannot sufficiently accommodate the entire 3-acres onsite, the required public open

- space will be located directly adjacent to neighboring public open space or green space along the property boundary.
- 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). Above-grade utility lines should be relocated below grade.
 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 U.S. 29 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



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



- | | | | |
|---|-----------------------------------|--------------------------------------|---|
| Fairland and Briggs Chaney Master Plan Boundary | RC Rural Cluster | TMD Townhouse Medium Density | CRT Commercial Residential Town |
| Activity Center Boundary | RE-22C Residential, Single-Family | THD Townhouse High Density | CRN Commercial Residential Neighborhood |
| TDR Overlay Zone | R-200 Residential, Single-Family | R-30 Multiple-Family, Low Density | EOF Employment Office |
| Other Overlay Zone | R-90 Residential, Single-Family | R-20 Multiple-Family, Medium Density | IM Moderate Industrial |
| BRT Station | R-60 Residential, Single-Family | R-10 Multiple-Family, High Density | Map Number |
| | TLD Townhouse Low Density | CR Commercial Residential | |

0 500'

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.



Homes on Sheffield Manor Drive



Greencastle Lakes HOA path and stormwater pond



Spring Parc Apartments

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.

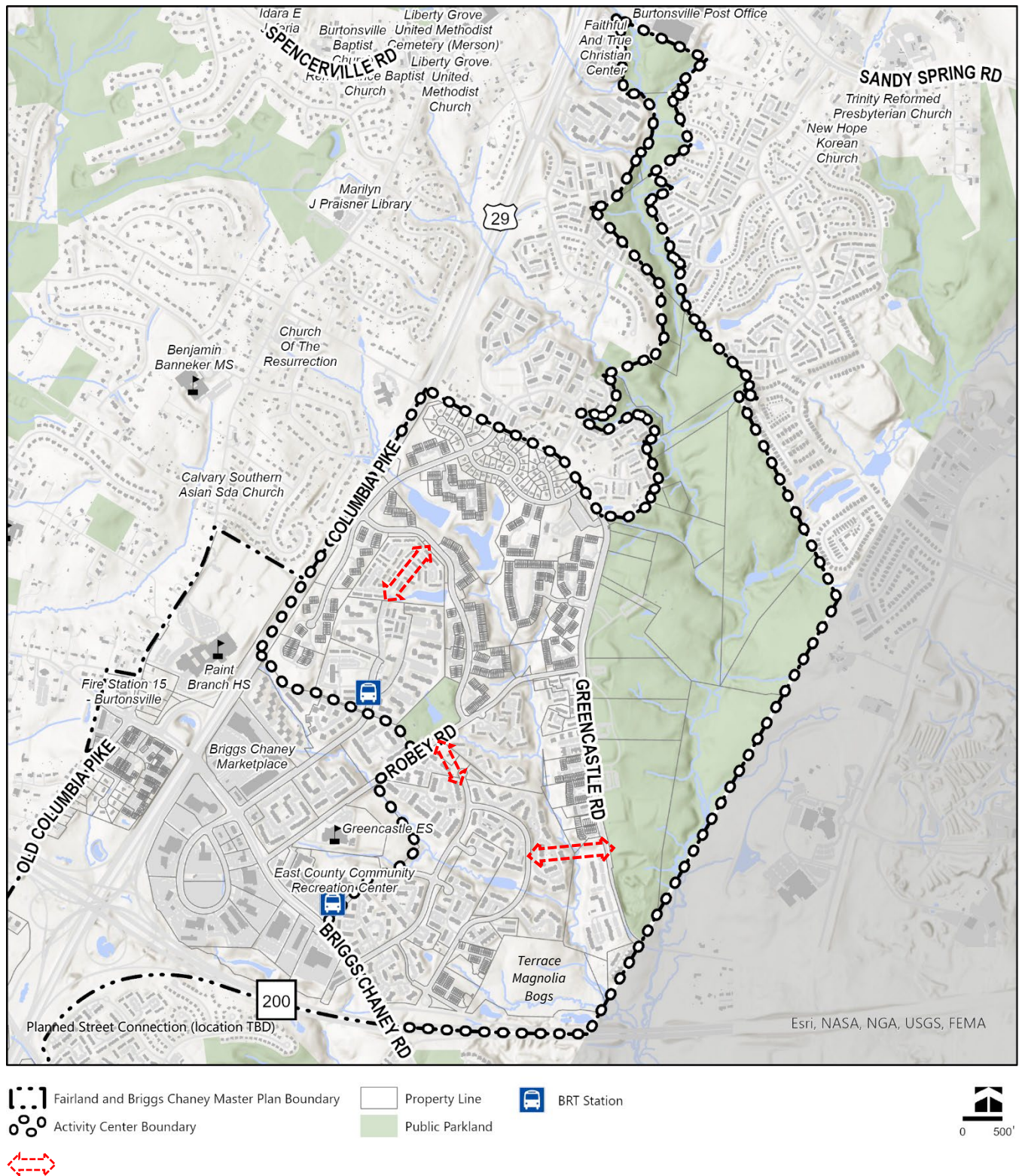
4.C.2. District Recommendations

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

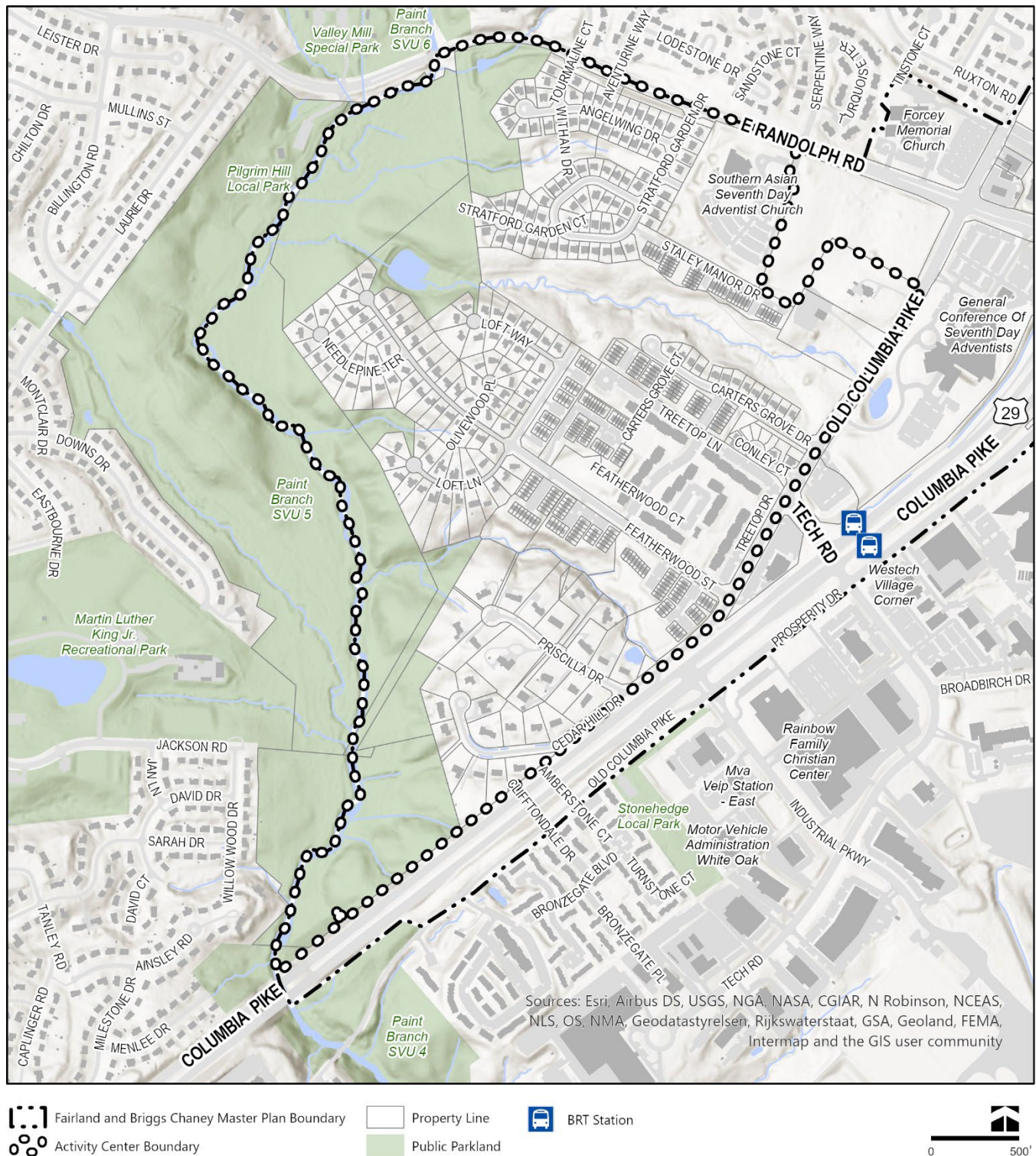
development review process, should include a search for and identification of this specific ecosystem. The uphill hydrology that feeds the seep areas should be protected from erosion and sedimentation.

- b. These ecosystems should be protected from development where mapped by the NRI/FSD.
- 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.

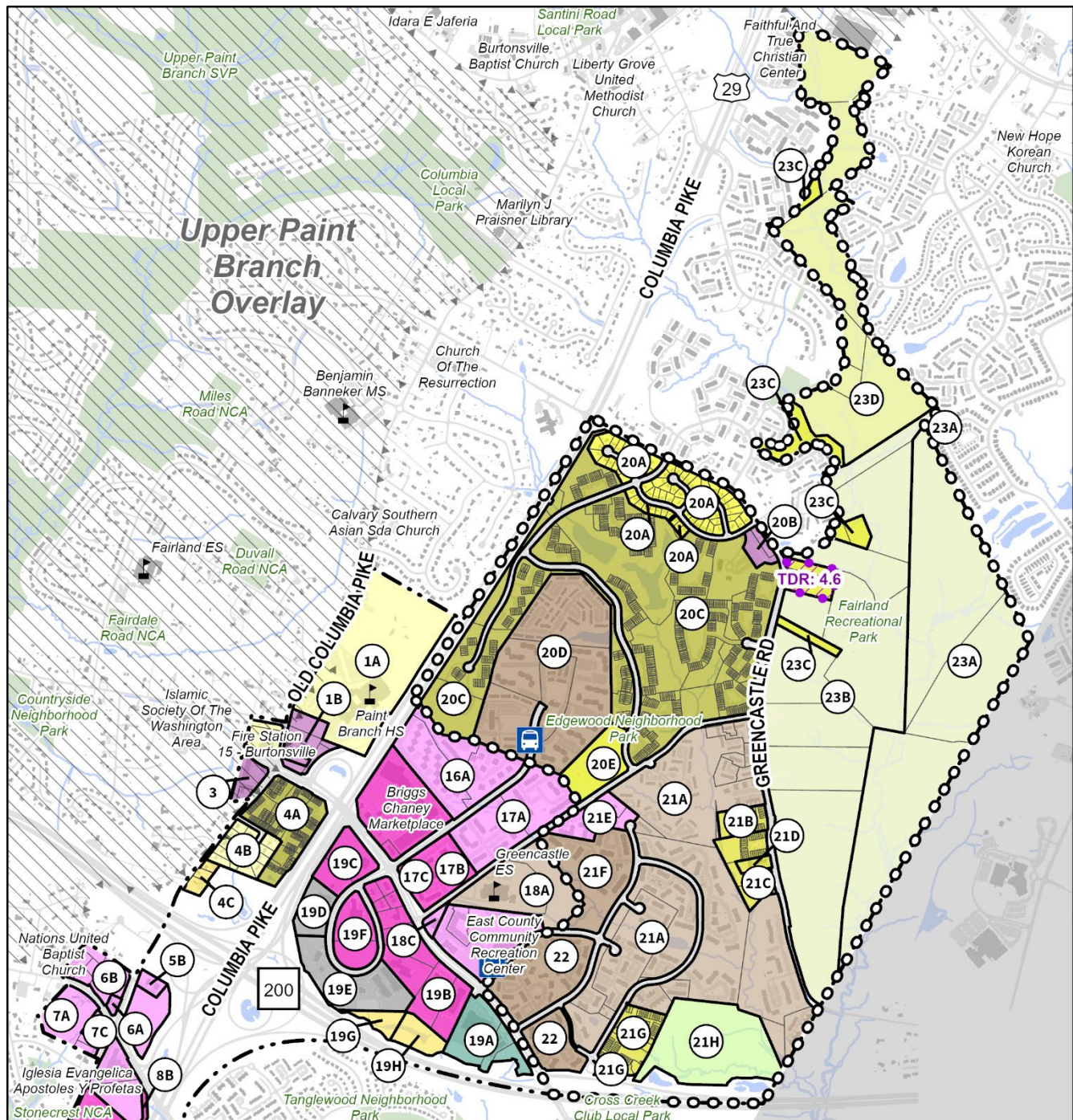
Map 38: Residential Neighborhoods District (North) Detail



Map 39: Residential Neighborhoods District (South) Detail



Map 40: Residential Neighborhoods District (North) Recommended Zoning



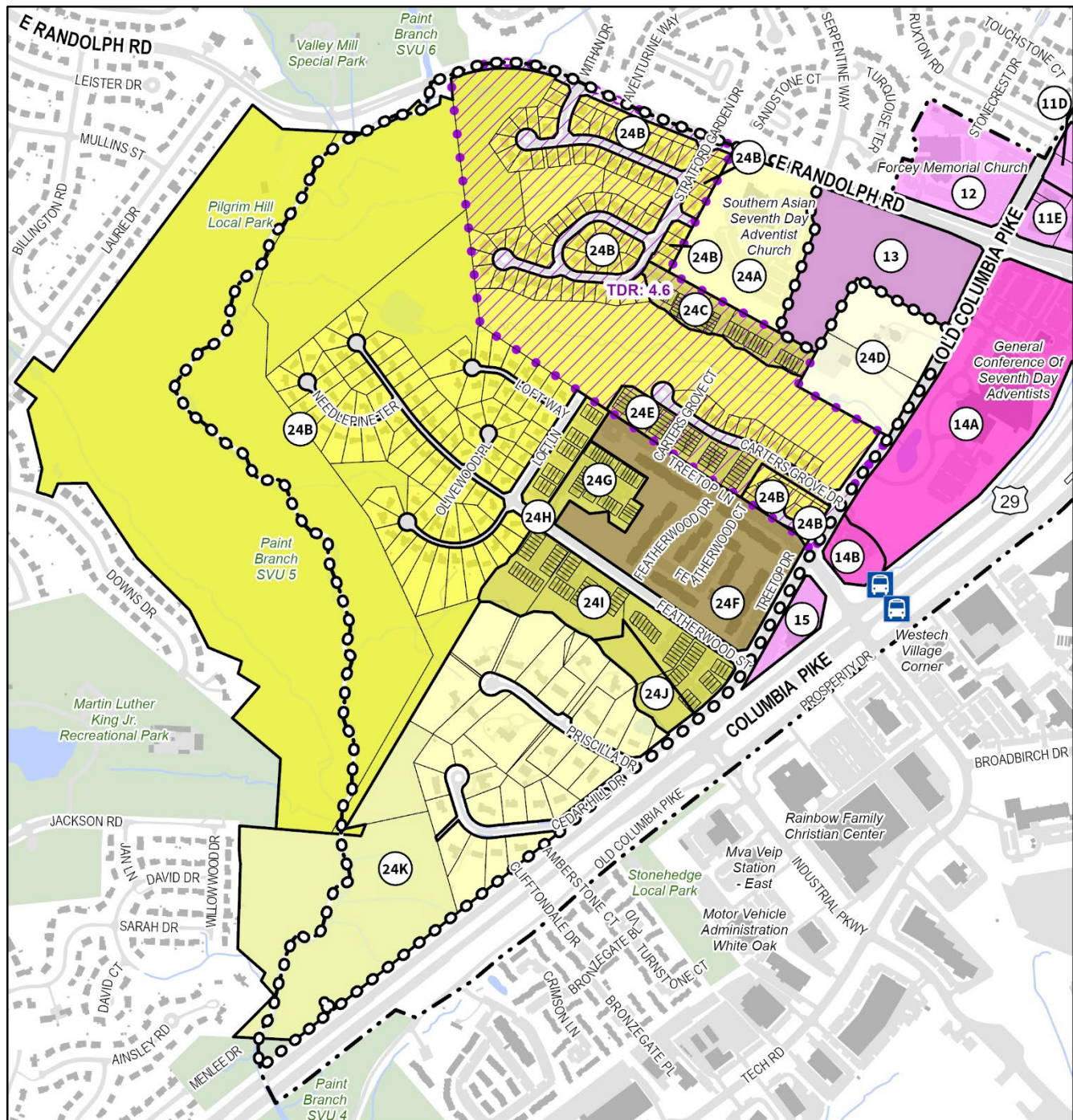
- | | | | |
|---|-----------------------------------|--------------------------------------|---|
| [---] Fairland and Briggs Chaney Master Plan Boundary | RC Rural Cluster | TMD Townhouse Medium Density | CRT Commercial Residential Town |
| [---] Activity Center Boundary | RE-20C Residential, Single-Family | THD Townhouse High Density | CRN Commercial Residential Neighborhood |
| [---] TDR Overlay Zone | R-200 Residential, Single-Family | R-30 Multiple-Family, Low Density | EOF Employment Office |
| [---] Other Overlay Zone | R-90 Residential, Single-Family | R-20 Multiple-Family, Medium Density | I-M Moderate Industrial |
| [---] BRT Station | R-80 Residential, Single-Family | R-10 Multiple-Family, High Density | [#] Map Number |
| | TLD Townhouse Low Density | CR Commercial Residential | |



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	CRT-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
23A	PD-2	RE-2	Replace pre-2014 Planned Development zone with a low-density residential zone to reflect adjacent zone in the Public Park.
23B	RE-2	RE-2	Confirm existing zone
23C	R-90	R-90	Confirm existing zone
23D	R-200	R-200	Confirm existing zone

Map 41: Residential Neighborhoods District (South) Recommended Zoning



- | | | | |
|---|---|--|--|
| [Dashed Line] Fairland and Briggs Chaney Master Plan Boundary | [Green Box] RC Rural Cluster | [Yellow Box] TMD Townhouse Medium Density | [Pink Box] CRT Commercial Residential Town |
| [Dotted Line] Activity Center Boundary | [Light Green Box] RE-200 Residential, Single-Family | [Light Yellow Box] THD Townhouse High Density | [Light Pink Box] CRN Commercial Residential Neighborhood |
| [Purple Dotted Line] TDR Overlay Zone | [Yellow Box] R-200 Residential, Single-Family | [Brown Box] R-30 Multiple-Family, Low Density | [Teal Box] EOF Employment Office |
| [Blue Dotted Line] Other Overlay Zone | [Yellow Box] R-90 Residential, Single-Family | [Brown Box] R-20 Multiple-Family, Medium Density | [Grey Box] I-M Moderate Industrial |
| [Bus Icon] BRT Station | [Yellow Box] R-60 Residential, Single-Family | [Brown Box] R-10 Multiple-Family, High Density | [Circle with #] Map Number |
| | [Yellow Box] TLD Townhouse Low Density | [Pink Box] CR Commercial Residential | |

0 500'

Table 14: Residential Neighborhoods District (South) Zoning Recommendations

Map Number	Existing Zoning	Recommended Zoning	Justification
24A	R-200	R-200	Confirm existing zoning
24B	R-90	R-90	Confirm existing zoning
24C	R-90	TMD	Proposed zoning is consistent with existing development pattern
24D	RE-2C	RE-2C	Confirm existing zoning
24E	R-90	TMD	Proposed zoning is consistent with existing development pattern
24F	R-H	R-10	Update high-density apartment zone from pre-2014 to similar multi-unit residential zone
24G	RT-12.5	TMD	Update attached residential zone from pre-2014 to similar attached residential zone
24H	R-90	TLD	Update attached residential zone from pre-2014 to similar attached residential zone compatible with abutting detached residential development
24I	RT-12.5	TMD	Update attached residential zone from pre-2014 to similar attached residential zone
24J	R-200	TMD	Update zone to reflect existing development pattern and property ownership boundary
24K	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 the 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 fully realize future development. 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, Montgomery Planning 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 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 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, 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., MCDHCA, MCDOT,

MCHHS, MCDPS, MCDEP, MCFRS, 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., MCDHCA, MCDOT, MCHHS, MCDPS, MCDEP, MCFRS, 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 Montgomery Planning 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 15 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	Plan References	Category	Lead and (Coordinating) Agency
Facility and Needs Study for Industrial Parkway Interchange	3.C.2.4	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Musgrove Road and Columbia Pike Protected Intersection	3.C.2.5	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Briggs Chaney Road 'Road Diet' and Traffic Calming Study	3.C.2.8, 4.A.3.3, 4.B.3.8	Transportation	MCDOT (M-NCPPC)
Fairland Road 'Road Diet' Study	3.C.2.8	Transportation	MCDOT (M-NCPPC)
East Randolph Road 'Road Diet' Study	3.C.2.8	Transportation	MCDOT (M-NCPPC)
Old Columbia Pike 'Road Diet' and Traffic Calming Study	3.C.2.8, 4.A.3.3	Transportation	MCDOT (M-NCPPC)
Feasibility Study for Roundabouts on Briggs Chaney Road	3.C.2.9	Transportation	MCDOT (M-NCPPC)
Neighborhood Connection Trails	3.C.3.3, 3.E.2.1	Parks and Open Space, Transportation	MCDOT (M-NCPPC, Private HOAs)
Areawide Short-Term Bike Parking Improvements	3.C.3.6	Transportation	MCDOT (M-NCPPC)
Install Protected Intersections at High-Injury Intersections in the Plan Area	3.C.3.7	Transportation	MCDOT (MDOT SHA, M-NCPPC)
U.S. 29 BRT Phase 2 Corridor Study (Tech Road to Burtonsville)	3.C.4.1.a-g	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Study U.S. 29 BRT route along Robey Road and Greencastle Road	3.C.4.2	Transportation	MCDOT (M-NCPPC)
Plan Area Food System Study	3.D.1	Community Health	M-NCPPC (Montgomery County Office of Food Systems Resilience, Montgomery County Food Council, Montgomery Countryside Alliance)
Promote Green Job Opportunities, consistent with the <i>Montgomery County Climate Action Plan</i> and <i>High Road Inclusion Framework for an Equitable, Climate-Ready Economy</i>	3.D.2.3	Economic Development	MCDEP/WorkSource Montgomery (M-NCPPC)
Bi-County Fairland Recreational/Regional Park Study	3.E.2.6	Parks and Open Space	M-NCPPC / Prince George's County Parks and Recreation
Commemorate Briggs Chaney Road bridge as Malinda Jackson Memorial Bridge	3.H.2.3	Historic Preservation & Transportation	MCDOT (M-NCPPC)
Improve Greencastle Elementary School Trail to Gateshead Manor Way	4.B.3.4	Community Facilities, Transportation	MCPS

Medium-Term (5-10 years)

Project Name	Plan References	Category	Lead and (Coordinating) Agency
Plan Area Continuous Trail and Path 'Inner' and 'Outer' Loops	Concept Framework Plan, 3.C.3.1	Transportation, Parks and Open Space	M-NCPPC (MCDOT)
Public art and gateway features as a part of roadway projects within Briggs Chaney Road right-of-way	3.A.2.3	Land Use, Design & Transportation	MCDOT (M-NCPPC)
Complete Columbia Pike (U.S. 29) intersection safety improvements	3.C.2.6, 3.C.3.9, 4.A.5.6	Transportation	MCDOT (MDOT SHA, M-NCPPC)

East Randolph Road/Cherry Hill Road/Columbia Pike (U.S. 29) Bridge Bike and Pedestrian improvements	3.C.2.7	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Briggs Chaney Road / U.S. 29 overpass bike and pedestrian improvements (within bridge span)	3.C.2.7, 3.C.3.2.a	Transportation	MCDOT (MDOT SHA, M-NCPPC)
U.S. 29 BRT Dedicated Lanes and Station Enhancements and Additions	3.C.4.1.b, 3.C.4.1.e	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Complete an alignment and design study for the Randolph Road BRT lanes	3.C.4.1.c	Transportation	MCDOT (M-NCPPC)
U.S. 29 BRT extension to Howard County	3.C.4.1.d	Transportation	MDOT SHA / Howard County DOT (MCDOT)
Mobility Hubs and Enhanced Weather Protection for BRT Stations and Park and Ride Lots	3.C.4.1.f, 3.C.4.3	Transportation	MCDOT (MDOT SHA, M-NCPPC)
East County Resilience Hub and Environmental Learning Center	3.G.2.1	Community Facilities, Environment	Montgomery County (M-NCPPC)
East County Community Recreation Center Community-Serving Programs and Opportunities	3.G.2.2	Community Facilities	MCDOR
East County Community Recreation Center Outdoor Enhancements	3.G.2.3	Community Facilities, Recreation	MCDOT (MCDGS)
East County Community Recreation Center Expansion	3.G.2.4	Recreation	MCDGS (MCDOR)
Utility Undergrounding along Old Columbia Pike and Tech Road	4.A.2.3	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Sidewalk along Old Columbia Pike and Briggs Chaney Road	4.A.3.1	Transportation	MCDOT (M-NCPPC)
Utility Undergrounding along Briggs Chaney Road	4.B.2.4	Transportation	MCDOT (M-NCPPC)
Briggs Chaney Road "Main Street" BiPPA Improvements	4.B.2.6	Transportation	MCDOT (M-NCPPC)
"Main Street" District Roadway Stormwater and Treescape Retrofits	4.B.2.8	Transportation, Environment	MCDOT (M-NCPPC)
Linear pathway between Paint Branch H.S. and East County Community Recreation Center along north side of Briggs Chaney Road	4.B.3.1	Parks and Open Space, Transportation	MCDOT (M-NCPPC)
Greencastle Road Sidewalk Extension to Little Paint Branch Trail	4.C.2.9	Transportation	MCDOT (M-NCPPC, PG-DPW&T)
Long-Term (More than 10 years)			
Project Name	Plan References	Category	Lead and (Coordinating) Agency
Street Connection – Sheffield Manor Drive to Greencastle Road	3.C.2.2	Transportation	MCDOT (M-NCPPC)
Street Connection – Aston Manor Drive to Robey Road	3.C.2.2	Transportation	MCDOT (M-NCPPC)
Street Connection – Castle Boulevard/Terrace to Ballinger Drive	3.C.2.2	Transportation	MCDOT (M-NCPPC)
Street Connection – Robey Road to Automobile Boulevard	3.C.2.2	Transportation	MCDOT (M-NCPPC)
Street Connection – Gateshead Manor Way to Automobile Boulevard	3.C.2.2	Transportation	MCDOT (M-NCPPC)
U.S. 29/Briggs Chaney Road bridge expansion with linear park and/or plaza element	3.C.3.2	Transportation	MCDOT (MDOT SHA, M-NCPPC)
U.S. 29 Breezeway	3.C.3.5	Transportation	MCDOT (MDOT SHA, M-NCPPC)
Inter-County Connector (MD 200) Breezeway	3.C.3.5	Transportation	MCDOT (MDOT SHA, M-NCPPC)
U.S. 29 BRT Station at Musgrove Road or Fairland Road	4.A.5.3.a, 4.A.5.5.a	Transportation	MCDOT (MDOT SHA, M-NCPPC)

5.G MARYLAND PLANNING VISIONS

The State of Maryland has adopted 12 Planning Visions that reflect the State's ongoing aspiration to develop and implement sound growth and development policy. The following list describes how this Plan seeks to implement the State's 12 Planning Visions through its policies and recommendations.

Quality of Life and Sustainability

This plan seeks to improve quality of life and sustainability for those living, working, and visiting the plan area by reducing the impacts of 'urban heat' through increased tree canopy and shade requirements, increasing access to healthy food and food production, and expanding public transit service and the ability to travel more safely and comfortably by walking, cycling, and rolling.

Public Participation

This plan employed innovative techniques to engage with the Fairland and Briggs Chaney community during the initial visioning and drafting of the Plan, including virtual listening sessions, citizen surveys via in-person door knocking, informational community pop-ups, and visioning workshops in a variety of venues and formats. The plan also calls for the establishment of a Community Advisory Committee to help guide implementation of various plan recommendations and community improvements. Additional information can be found in Section 2.E (Community Engagement) and 5.D (Community Advisory Committee).

Growth Areas

This plan seeks to concentrate growth in established population and business activity centers, focused along major transportation corridors and at neighborhood crossroads. Additionally, the entire plan area, except for a portion of Fairland Recreational Park, is within the

county's Priority Funding Areas, which are existing communities and places designated by local governments indicating where they want state investment to support future growth.

Community Design

This plan supports compact, mixed-use walkable design consistent with existing community character and located near available or planned transit options, through enhanced streetscapes, public art installations, and historic and cultural interpretation and wayfinding.

Infrastructure

This plan supports growth within established population and business centers, with adequate water resources and infrastructure that will accommodate population and business expansion in an orderly, efficient, and environmentally sustainable manner.

Transportation

This plan supports a well-maintained, multimodal transportation system that facilitates the safe, convenient, affordable, and efficient movement of people, goods, and services within and between population and business centers.

Housing

This plan supports a range of housing densities, types, and sizes that provide residential options for residents of all ages, incomes, and abilities.

Economic Development

This plan supports economic development that promotes employment opportunities for all income levels within the capacity of the State's natural resources, public services, and public facilities.

Environmental Protection

This plan supports the protection of land and water resources, including the Chesapeake and coastal bays, through greater stormwater infiltration and pollution control and increased tree canopy for better air quality and comfort.

Resource Conservation

This plan seeks to conserve waterways, forests, open space, and natural systems within the established public stream valley park system and connecting private lands.

Stewardship

This plan establishes responsibility by government, business entities, and residents for the creation of sustainable communities by collaborating to balance efficient growth with resource protection.

Implementation

This plan integrates strategies, policies, programs, and funding for growth and development, resource conservation, infrastructure, and transportation across the local, regional, state, and interstate levels to achieve these Visions.

Chapter 6. References

6.A ACRONYMS

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

AMI – Area Median Income

BRT – Bus Rapid Transit

EFA – Equity Focus Area

FBC – Fairland and Briggs Chaney

MCDEP – Montgomery County Department of Environmental Protection

MCDGS – Montgomery County Department of General Services

MCDHCA – Montgomery County Department of Housing and Community Affairs

MCDOR – Montgomery County Department of Recreation

MCDOT – Montgomery County Department of Transportation

MCDPS – Montgomery County Department of Permitting Services

MCFRS – Montgomery County Fire and Rescue Service

MCHHS – Montgomery County Department of Health and Human Services

MCOCPP – Montgomery County Office of Community Partnerships

MCOEMHS – Montgomery County Office of Emergency Management and Homeland Security

MCPS – Montgomery County Public Schools

MDL – Maryland Department of Labor

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

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).

Compact Development – A pattern of land development focused on centers of activity where site elements including buildings, circulation, parking, environmental features, and gathering spaces are configured efficiently on a site and located close to nearby sites to allow safe and

comfortable access by a range of travel modes (driving, walking, biking, rolling, and transit) (Montgomery Planning).

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).

Low-income housing – As defined by the State of Maryland, low-income housing is housing that is affordable for a household with an aggregate

annual income below 60 percent of area median income (AMI).

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).

Moderately Priced Dwelling Unit – Montgomery County's inclusionary zoning program which requires 12.5 to 15 percent of all new units in developments with 20 or more units to be affordable to moderate income households (65 to 70 percent of AMI).

Naturally Occurring Affordable Housing – Housing that is not income-restricted to occupants but due to the age and quality of the buildings are affordable to households earning below 80 percent of the Washington, D.C. metropolitan region's area median income (AMI).

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*).

Workforce housing – The State of Maryland defines workforce housing as rental housing affordable for a household income between 50 and 100 percent of AMI or homeownership housing between 60 and 120 percent of AMI except for Maryland Mortgage Program target areas (60-150% AMI). In Montgomery County, Workforce Housing generally refers to the Workforce Housing program (WFHU), which are units set aside as affordable to households earning between 80 and 120 percent AMI.

6.C COMMUNITY DEMOGRAPHIC PROFILE

Fairland and Briggs Chaney Study Area Demographic Profile, 2021

Prepared March 31, 2023

Fairland and Briggs Chaney Study Area Demographic Profile, 2021	Area	Area MOE	Area %	County	MOE	County %
POPULATION						
Total population (% of County)	46,026	2,910	100%	1,057,201	-	100%
Total Households	15,596	800	-	383,308	1,061	-
Foreign born	18,343	NA	40%	340,873	3,956	32%
Age Distribution						
0-4 years	3,236	522	7%	64,174	72	6%
5-17 years	8,226	670	18%	182,184	1,833	17%
18-34 years	9,499	708	21%	212,677	1,045	20%
35-44 years	6,471	522	14%	146,600	1,464	14%
45-64 years	11,906	634	26%	286,470	1,465	27%
65 years and older	6,688	580	15%	165,096	1,578	16%
Race and Hispanic Origin Combined						
Not Hispanic	39,925	2,423	87%	848,985		80%
White	7,206	828	16%	447,683	1,116	42%
Black	22,847	2,275	50%	190,282	1,487	18%
Asian or Pacific Islander	8,111	75	18%	159,799	38	15%
Other race (1)	1,761	52	4%	51,221	59	5%
Hispanic or Latino (2)	6,101	1,369	13%	208,216	NA	20%
HOUSEHOLD INCOME						
Average Household Income						
Average Household Income	\$ 147,476			\$ 190,837		
White Non-Hispanic	\$ 125,323			\$ 196,565		
Black	\$ 102,918			\$ 105,403		
Hispanic	\$ 72,761			\$ 112,150		
Asian	\$ 129,635			\$ 158,875		
HOUSING						
Housing Units	16,394	808		401,942	268	
Occupied Housing Units	15,596	800		383,308	1,061	
Tenure						
Owner-occupied	9,391	643	60%	250,746	2,394	65%
Renter-occupied	6,205	575	40%	132,562	2,029	35%
Tenure by Race						
White Non-Hispanic						
Owner-occupied	2,318	286	69%	145,294	1,548	76%
Renter-occupied	1,022	228	31%	46,612	1,364	24%
Black						
Owner-occupied	3,805	481	49%	29,020	1,228	42%
Renter-occupied	3,984	501	51%	39,801	1,381	58%
Hispanic						
Owner-occupied	1,134	298	66%	30,121	1,120	55%
Renter-occupied	573	218	34%	24,868	988	45%
Asian (3)						
Owner-occupied	1,803	315	78%	38,876	911	71%
Renter-occupied	499	169	22%	16,164	1,017	29%
Households by Type						
Family households	11,419	746	73%	267,285	2,113	70%
Nonfamily households	4,177	474	27%	116,023	2,029	30%
Households Spending More Than 30% of Income on Housing Costs						
Homeowners with a mortgage	1,539	302	22%	47,589	1,746	27%
Renters	3,495	525	60%	61,945	2,138	50%

Source: Research & Strategic Projects tabulation of 2017-2021 American Community Survey 5-year estimates, Tables: B01001, B03002, B19025, B25002, B25003, B11001, B25091, B25070 (March 2023).

MOE = Margin of Error

Notes:

- (1) "Other race" includes: American Indian and Alaska Native alone, Some Other Race alone, Two or More Races.
- (2) Those of Hispanic origin may be of any race.
- (3) For Tenure by Race the category "Asian" includes those who identify as Asian Alone (ACS table B25003D) only. Hawaiian and
- (4) "Area %" is the given population as a percentage of the relevant area total unless otherwise indicated.

6.D 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 racial equity and social justice 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 percent of the county's land area but including over 40 percent of the county's residents and over 60 percent of its jobs.

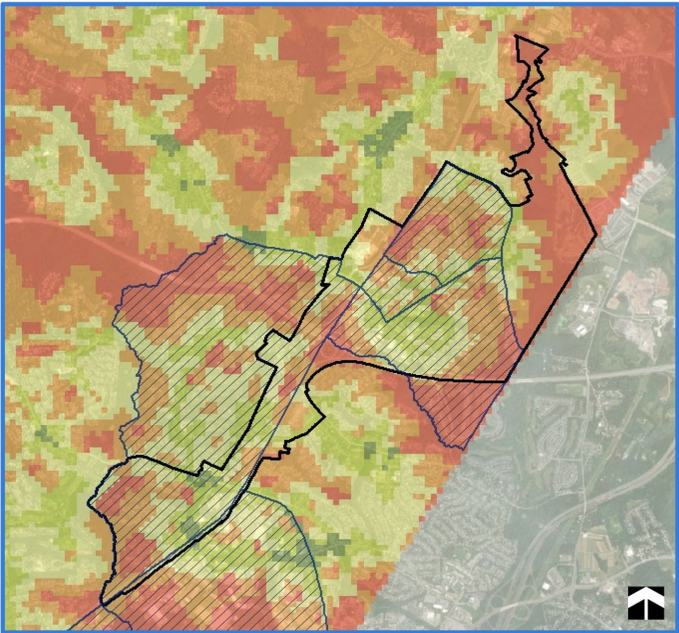
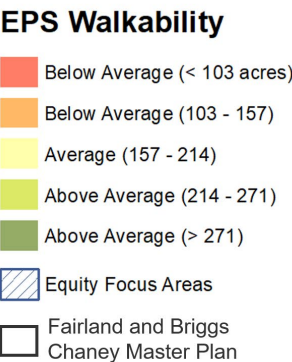
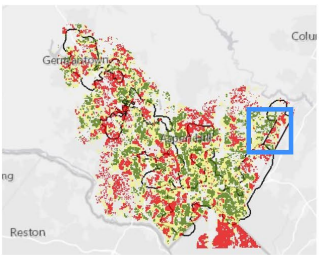
Maps 42 and 43 show the results of EPS Analysis for the plan area, where areas with low experience scores are spatially clustered. Experience scores were determined by calculating the ratio and scoring of accessible public space experiences to the number of people capable of walking to them from a specific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

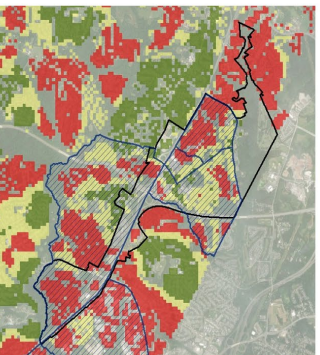
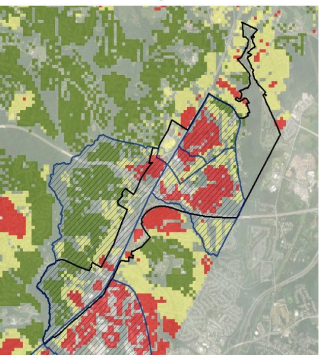
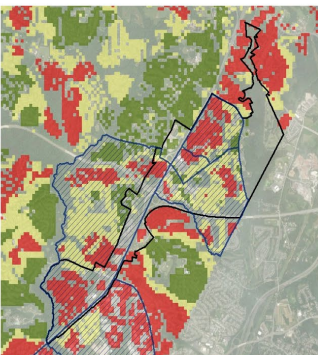
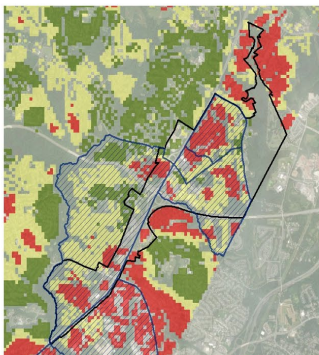
EPS Experience Improvement Areas (EIAs) and Experience Areas (EAs)

Consolidated

Active

Contemplative

Social



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.E WEB LINKS

- Fairland and Briggs Chaney Master Plan update webpage
<https://www.montgomeryplanning.org/fairlandbriggschaney>
- Fairland and Briggs Chaney Housing Market Assessment Study, July 2022.
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
- 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
<https://montgomeryplanning.org/planning/communities/upcounty/fairland/fairland-master-plan-1997/>
- 2010 Countywide Water Resources Plan
http://www.montgomeryplanning.org/environment/water_resources_plan/index.shtm
- 2013 Countywide Transit Corridors Functional Master Plan
https://www.montgomeryplanning.org/transportation/highways/documents/countywide_transit_corridors_plan_2013-12.pdf
- 2018 Technical Update to the Master Plan of Highways and Transitways
<https://montgomeryplanning.org/wp-content/uploads/2018/01/Master-Plan-of-Highways-and-Transitways-Approved-and-Adopted.pdf>
- 2018 Montgomery County Bicycle Master Plan
<https://montgomeryplanning.org/wp-content/uploads/2019/09/Bicycle-Master-Plan-Web-Version.pdf>
- 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/>
- 2022 Park, Recreation, and Open Space (PROS) Plan
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>
- Guidelines for Environmental Management of Development in Montgomery County, 2000
http://www.montgomeryplanning.org/environment/forest/guidelines_0100/toc_environ_guide.shtm
- Maryland Department of Planning Priority Funding Areas webpage
<https://planning.maryland.gov/Pages/OurProducts/pfamap.aspx>
- Montgomery Housing Needs Assessment, July 2020. <https://montgomeryplanning.org/wp-content/uploads/2020/07/MoCo-HNA-July-2020.pdf>