



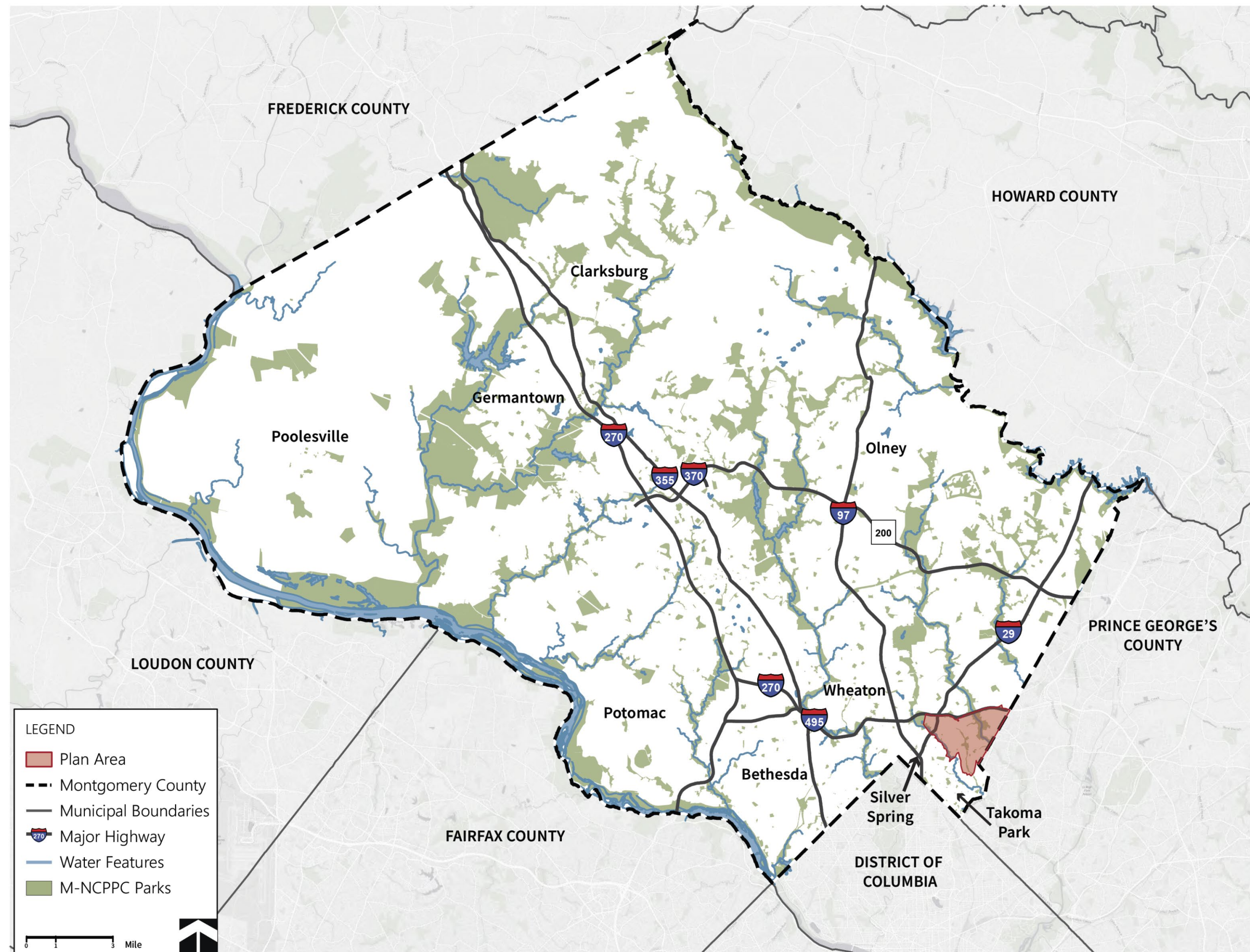
Montgomery Planning DownCounty

2/27/2025

Eastern Silver Spring Communities Plan

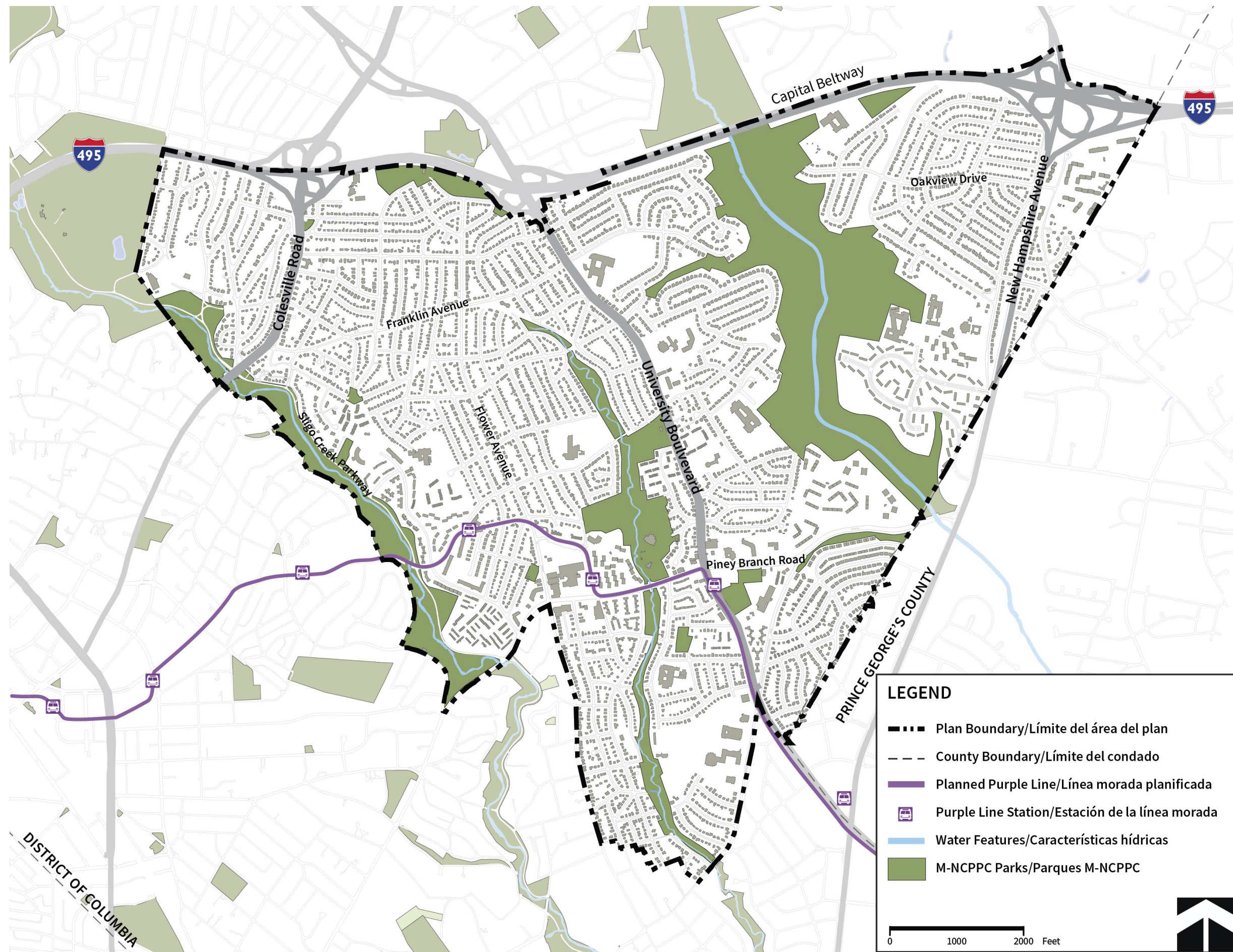
Visioning Update

Plan Context



Plan Area

Planning Board
approved Scope of Work
and Plan Boundary on
May 16, 2024



Plan Timeline

- **Existing Conditions Analysis and Scope of Work**
Fall 2023 – Spring 2024
- **Scope of Work Approved by Planning Board**
Spring 2024
- **Community Visioning**
Fall 2024 – Summer 2025
- **Share Preliminary Recommendations with Community and Planning Board**
Winter 2025
- **Present Working Draft to Planning Board**
Spring 2026
- **Planning Board Public Hearing, Work Sessions and Draft**
Summer 2026 – Fall 2026
- **County Council Public Hearing, Work Sessions and Approval**
Winter 2026 – Spring 2027
- **Commission Adoption**
Spring 2027

COMMUNITY VISIONING

Community Visioning to Date

- Began in Fall 2024
- Partnership with Brick & Story, engagement consultant
- Focus on plan-wide topics
- Reached 700+ community members through:
 - Online questionnaire
 - Community events and pop-ups
 - Open houses
 - Engagement with business owners
- All materials available in English and Spanish; additional languages as requested



Clifton Park Baptist Health Fair, October 2024



Long Branch Festival, September 2024

Long Branch Festival + Community Pop ups

- Interactive engagement with prompts in English and Spanish
- Community members had the opportunity to share:
 - Where they live
 - What their community needs
 - Where the important places in the Plan Area are located
 - What brings them to Long Branch area and how often



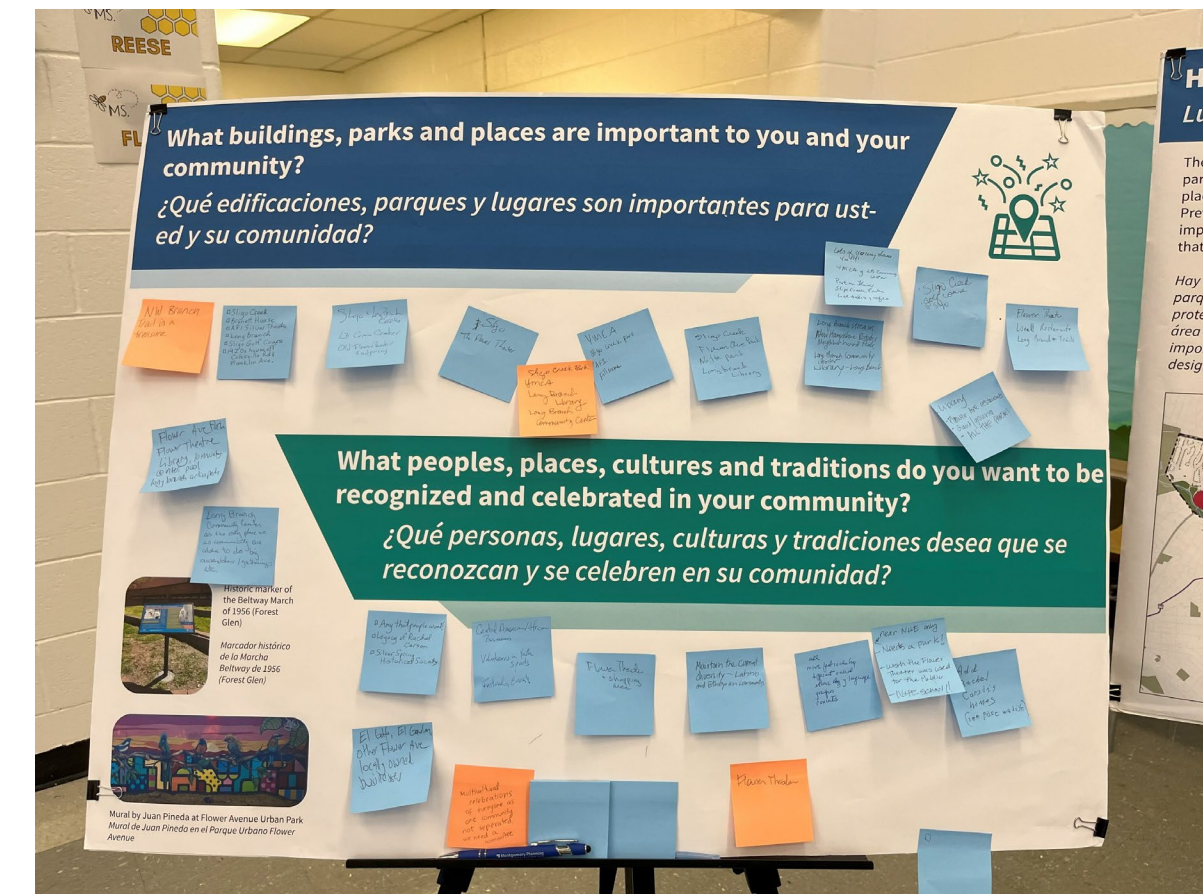
Giant Pop-up, October 2024



Long Branch Festival, September 2024

Fall Open Houses

- Opportunity for all community members to:
 - Interact with entire planning team
 - Learn about master plan process and important planning concepts
 - Provide input on the future of their community
- Promoted through:
 - Digital advertising
 - 12,000+ postcards (sent to every address in Plan Area)
 - 250+ letters to commercial and multifamily property owners

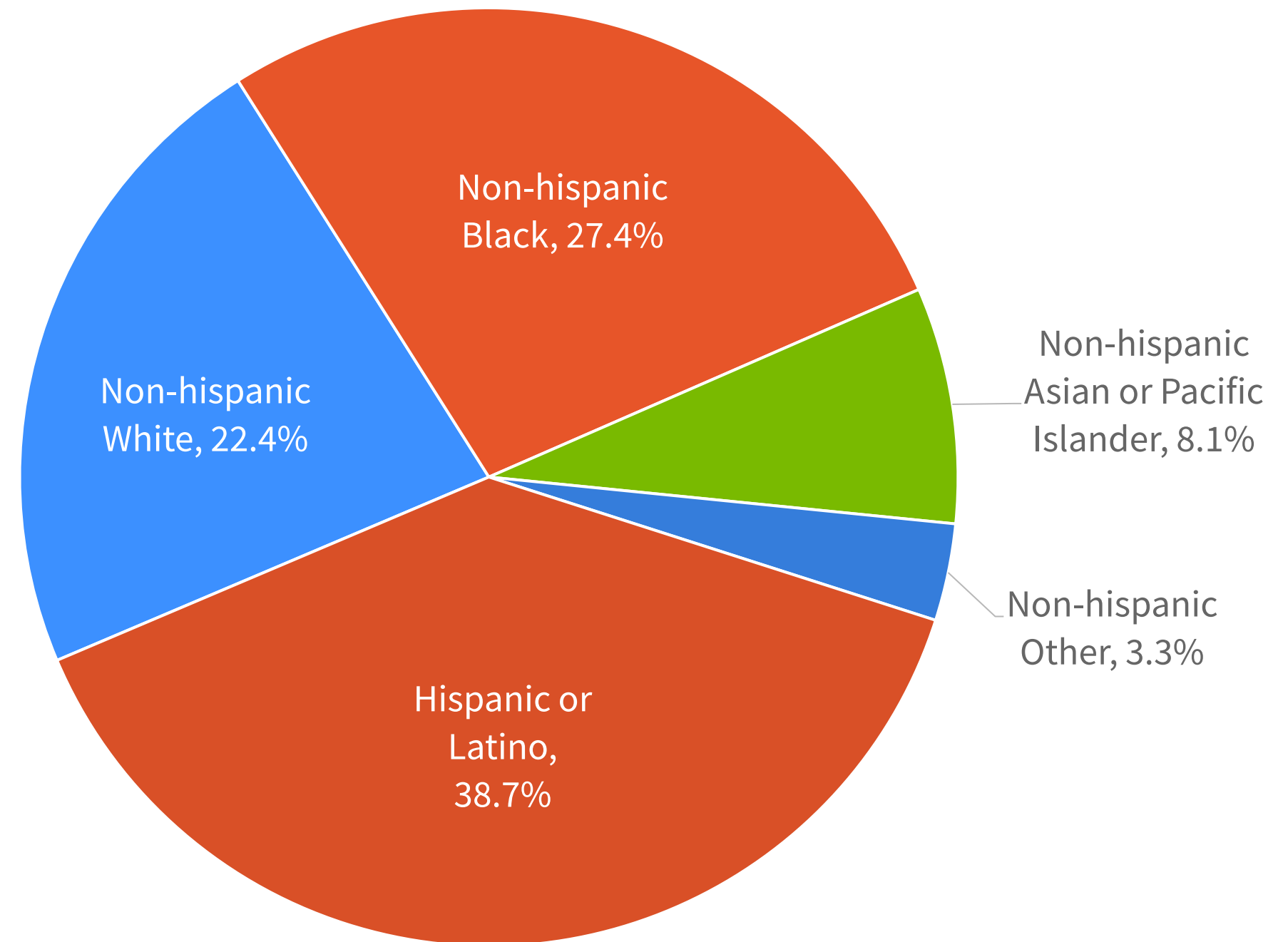


WHO WE REACHED

Study Area Demographics

- Study Area is diverse
- 45% of the population is foreign-born
- Most common foreign language spoken in the Study Area is Spanish (61%)

ESSCP Study Area Race and Ethnicity



Demographics of Who We Reached

- Over 700 community members
- Estimated race and ethnicity:
 - 59% Hispanic/Latino
 - 29% White
 - 9% Black or African
 - Other: Asian, Eastern European and Middle Eastern
- Housing status:
 - 2/3 renters
 - 1/3 homeowners
- Variety of ages represented



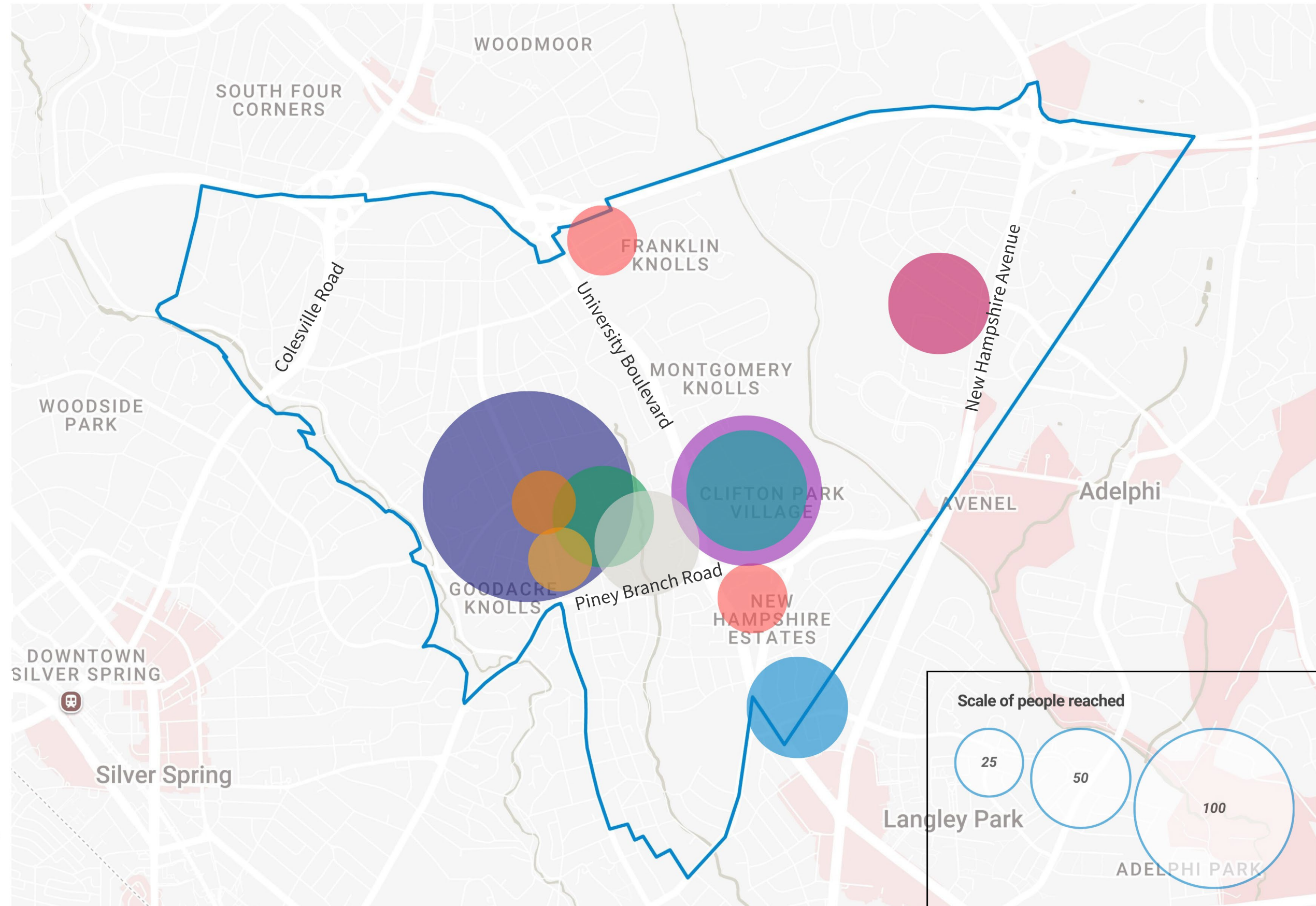
Long Branch Festival, September 2024

ESSCP Fall 2024 Engagement Reach By Engagement Activity

Bubble size reflects number of people reached through each engagement effort.

Fall 2024 Outreach

- Long Branch Festival Pop-Up**
~200 reached
- Crossroads Farmers Market Pop-Up**
~50 reached
- Giant Food Pop-Up**
~50 reached
- Health Fair Pop-Up @ Clifton Park Baptist Church**
~70 reached
- Open House 1 @ Eastern Middle School**
~25 reached
- Open House 2 @ New Hampshire Estates Elementary School**
~25 reached
- Food Distribution Pop-up @ St Camillus Church**
~45 reached
- Food Distribution Pop-Up @ Clifton Park Baptist Church**
~90 reached
- Long Branch Business League Meeting @ El Golfo Restaurant**
~15 reached
- Long Branch Business League Meeting @ El Gavilan Restaurant**
~15 reached
- Door to Door Business Engagement**
~45 reached
- Online Survey (not shown on this map)**
~110 reached

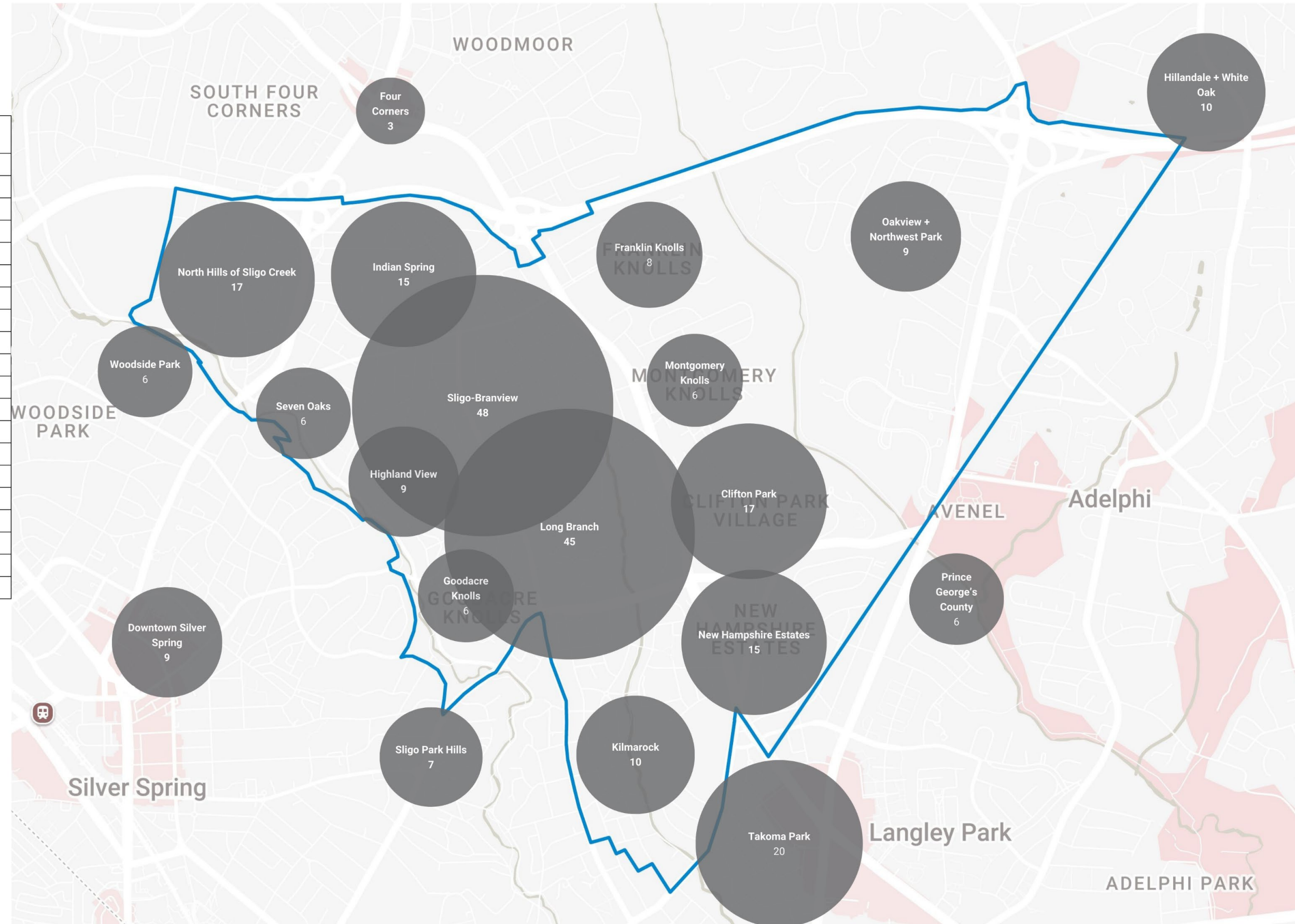


Please note: the numbers represented here are unique touch points, not necessarily unique people engagement. Example: some participants of the Long Branch Business League meetings were the same people reached at both meeting 1 and 2 shown on this map.

ESSCP Fall 2024 Resident Reach: Survey Respondents + Open House Participants + 4 Pop-ups*

ESSC Plan Area

Neighborhoods where people live	Number of Responses
Sligo-Branview	48
Long Branch	45
Takoma Park	20
North Hills of Sligo Creek	17
Clifton Park	17
Indian Spring	15
New Hampshire Estates	15
Hillandale + White Oak	10
Kilmarock	10
Highland View	9
Oakview + Northwest Park	9
Downtown Silver Spring	9
Franklin Knolls	8
Sligo Park Hills	7
Montgomery Knolls	6
Goodacre Knolls	6
Prince George's County	6
Seven Oaks	6
Woodside Park	6
Four Corners	3



*4 Pop-ups included: Long Branch Festival, Clifton Park Baptist Health Fair, Crossroads Farmer's Market, and Giant Grocery Store

WHAT WE HEARD

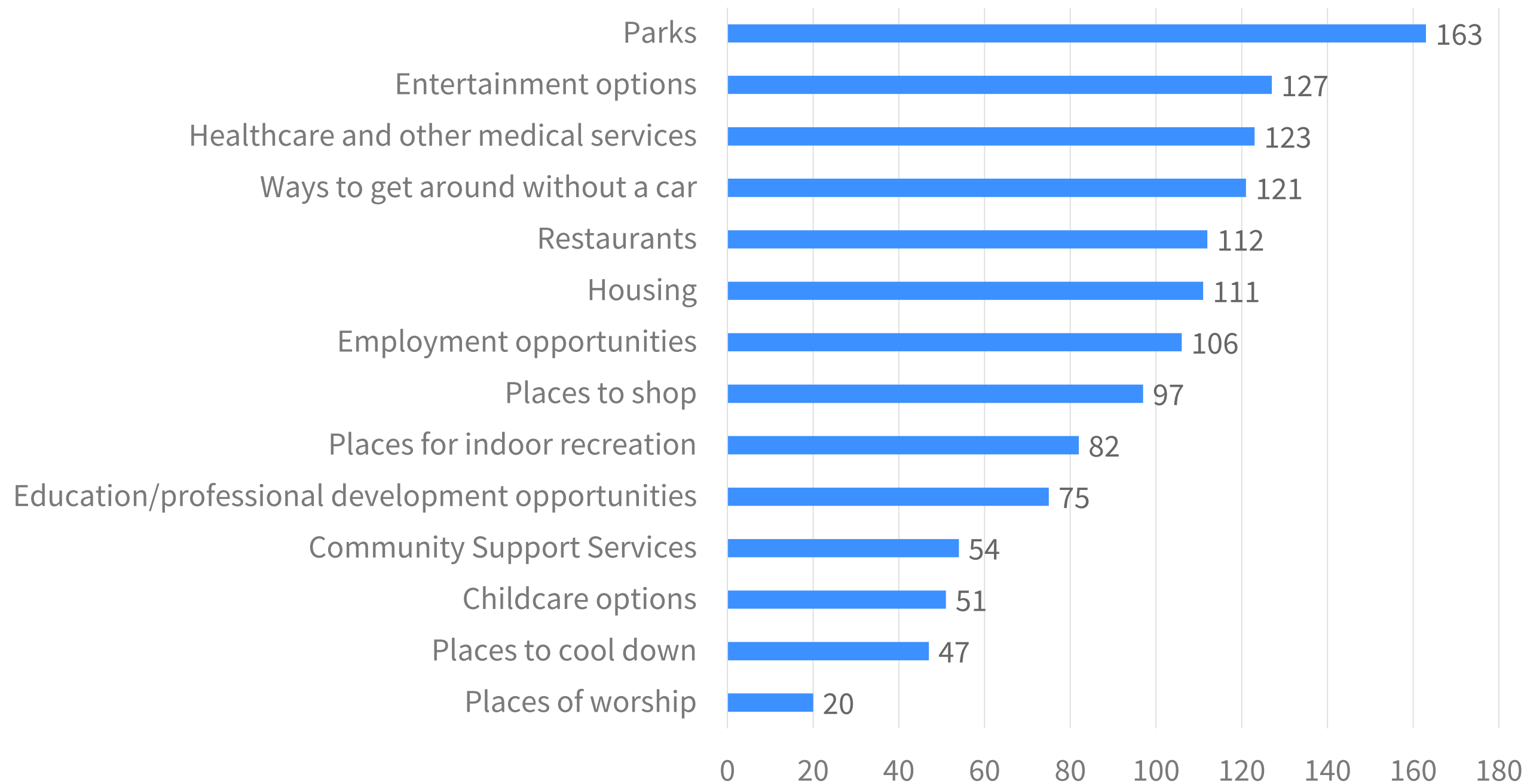
Community Needs

ONLINE SURVEY

OPEN HOUSES

COMMUNITY POP-UP

What does your community need most?



Example of Community Needs “Board” from Long Branch Festival

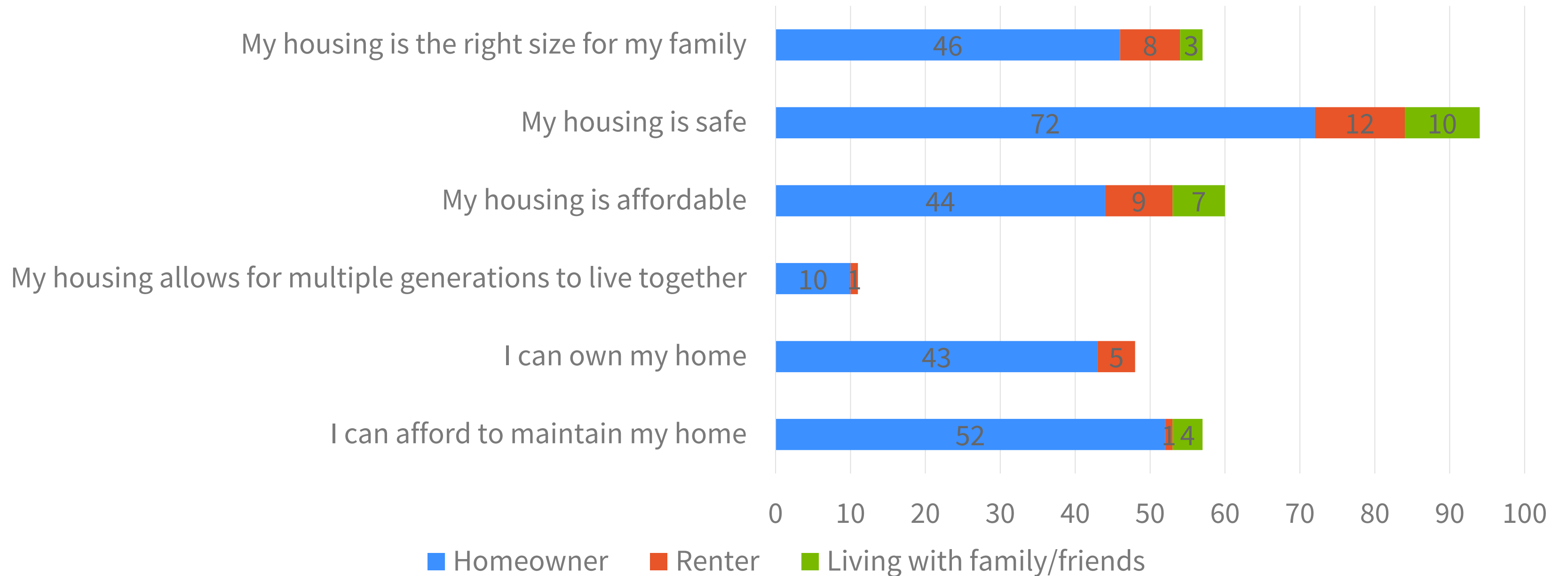
Housing

ONLINE SURVEY

OPEN HOUSES

COMMUNITY POP-UP

When you think of your family's housing needs, what is most important to you?



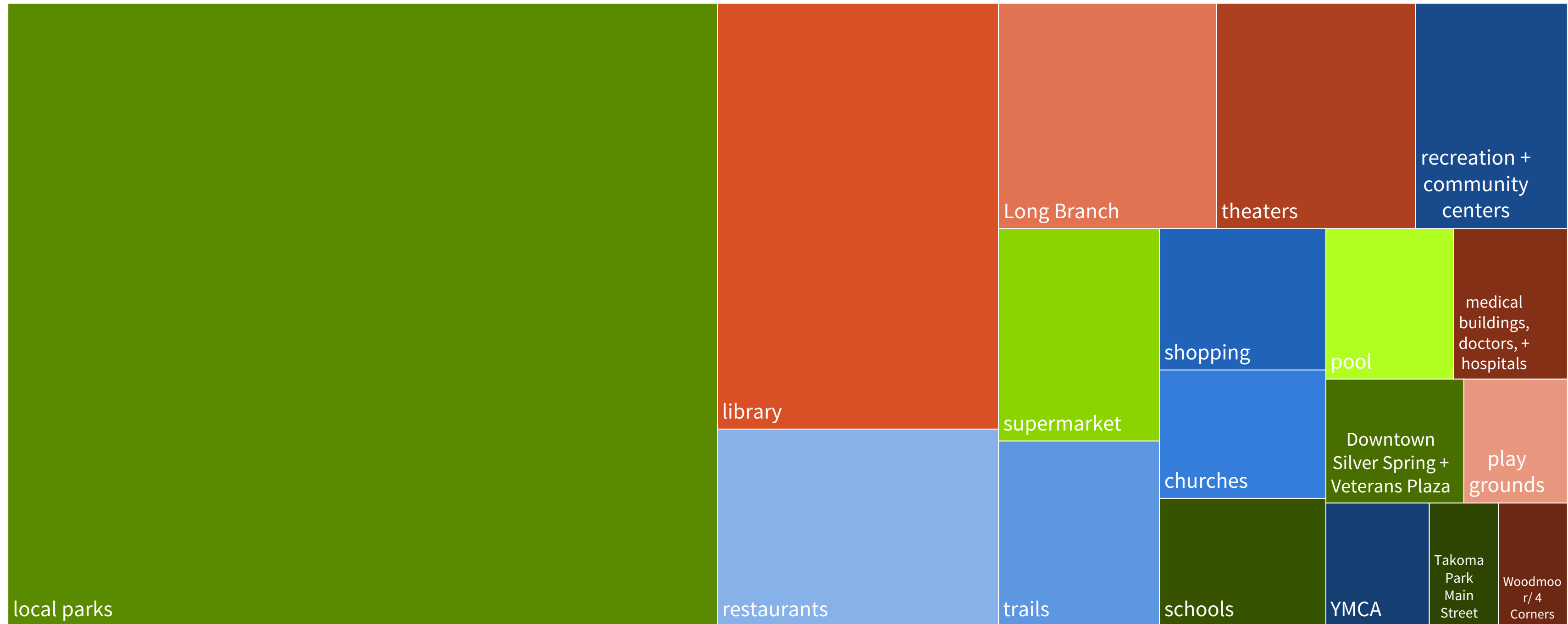
Important Places

ONLINE SURVEY

OPEN HOUSES

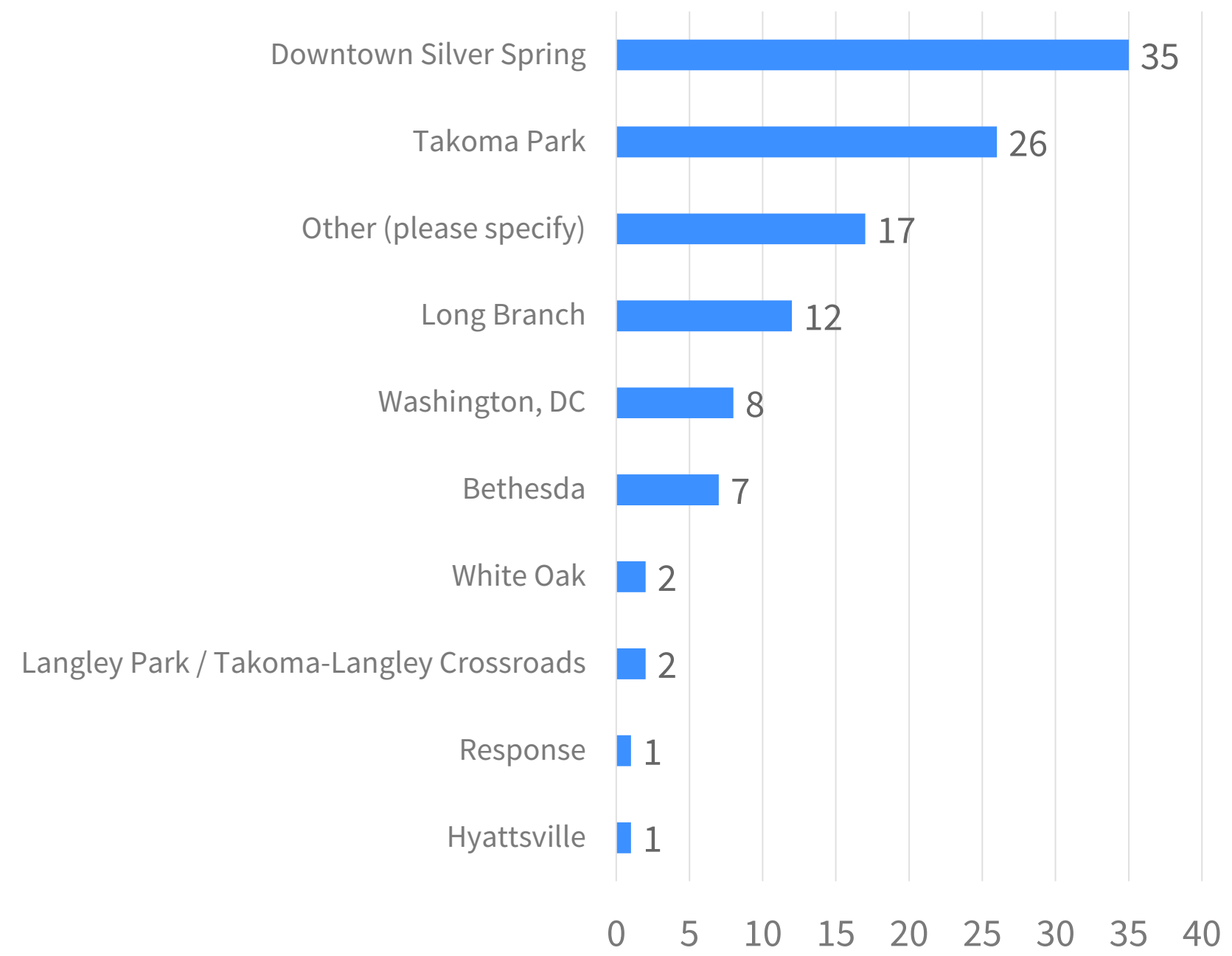
COMMUNITY POP-UP

What buildings, parks and places are important to you and your community?

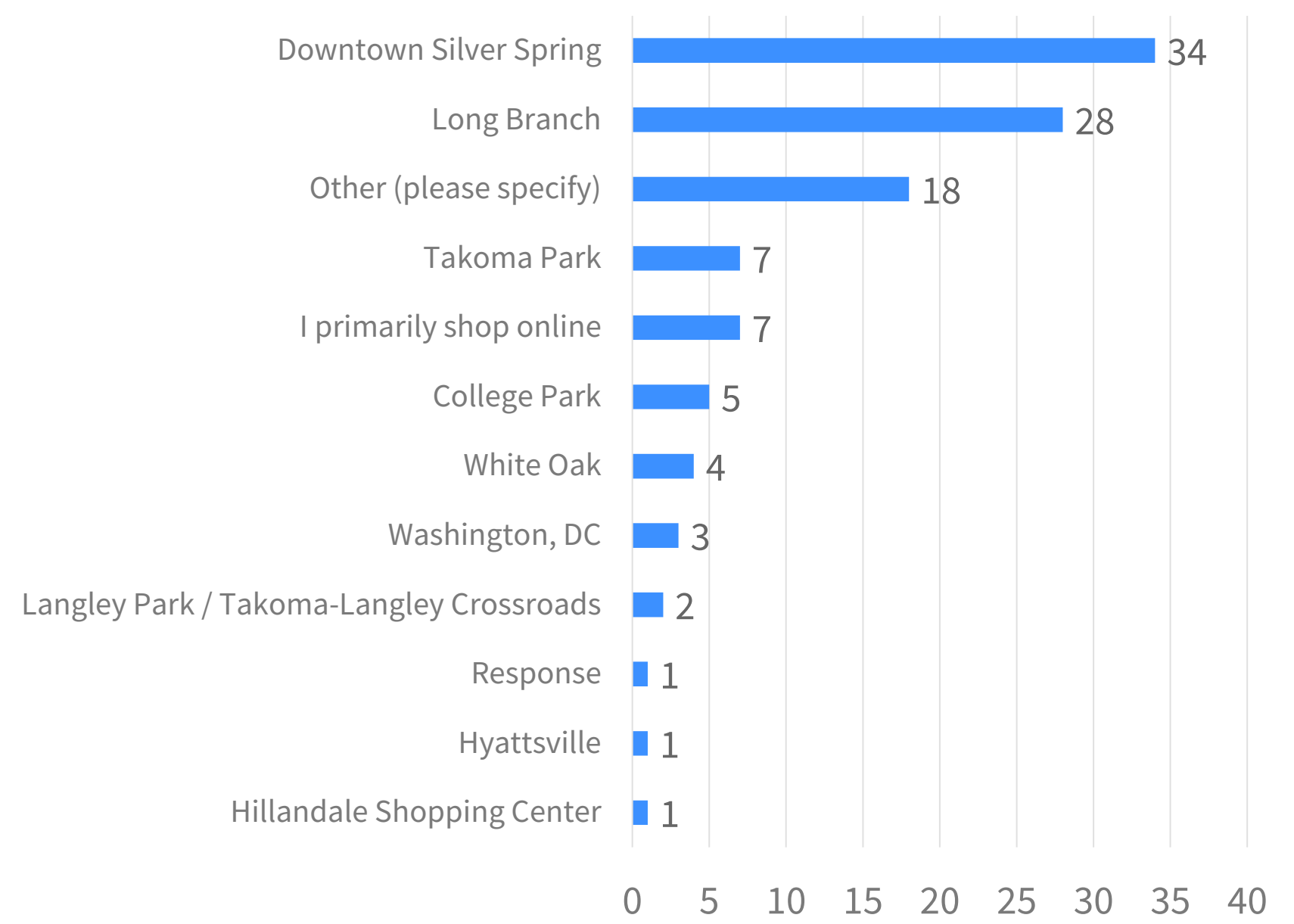


Important Destinations

Where do you most often spend your free time?



Where do you most often go to shop for necessities?

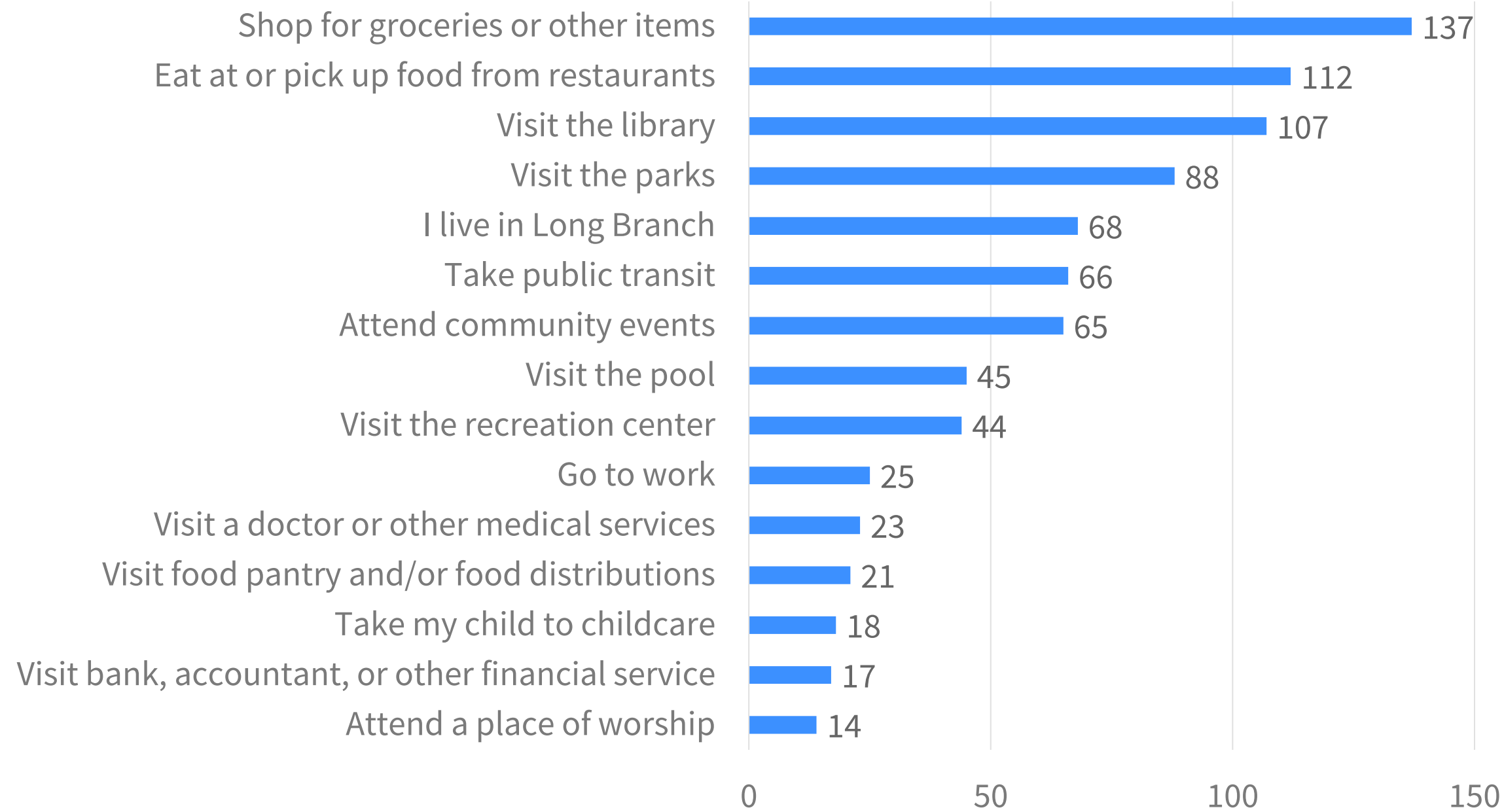


Long Branch

ONLINE SURVEY

COMMUNITY POP-UP

What do you do in Long Branch?



Clifton Park Baptist Health Fair

Transportation

- Concerns about pedestrian safety
- Improved transit, bike and pedestrian facilities on Piney Branch Road
- Challenges getting to/from Eastern Middle School



How can we improve how you get around?
¿Cómo podemos mejorar la forma en que se desplaza?

Add a dot to the map to show us:
Agregue un punto al mapa para mostrarnos:

- Where you'd like to see new sidewalk, improved sidewalk, or crossing
Dónde le gustaría ver una acera nueva, una acera mejorada o un cruce peatonal
- Where it is too dark and you would like better lighting
Dónde está demasiado oscuro y le gustaría una mejor iluminación
- Where you need safer bicycle connections
Dónde necesita conexiones más seguras para bicicletas
- Where would you like improved bus stops or shelters
Dónde le gustaría mejorar las paradas de autobús o los refugios

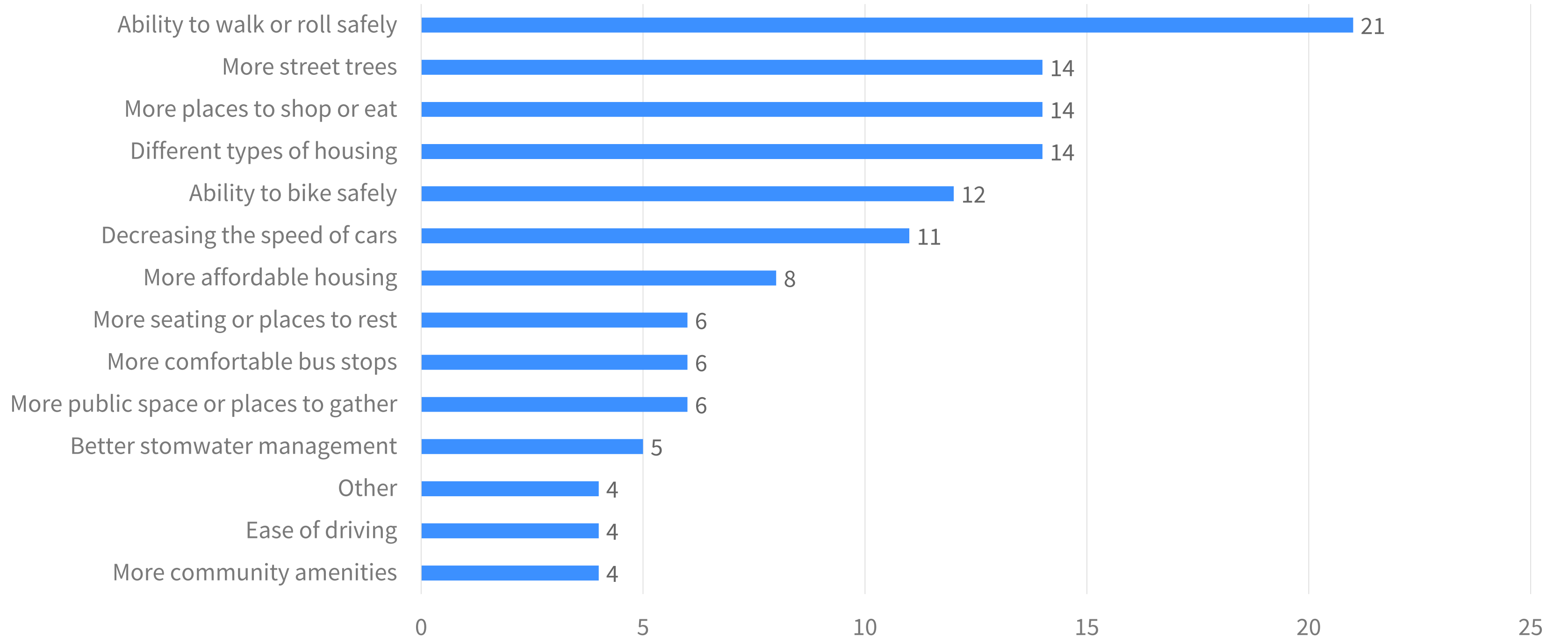
LEGEND

- Plan Boundary/Límite del área del plan
- - - County Boundary/Límite del condado
- Planned Purple Line/Línea morada planificada
- Purple Line Station/Estación de la línea morada
- Water Features/Características hídricas
- M-NCPPC Parks/Parques M-NCPPC

Board from November 2 Open House

Growth Corridors

When you think about the future of Growth Corridors in this area, what is most important to you?

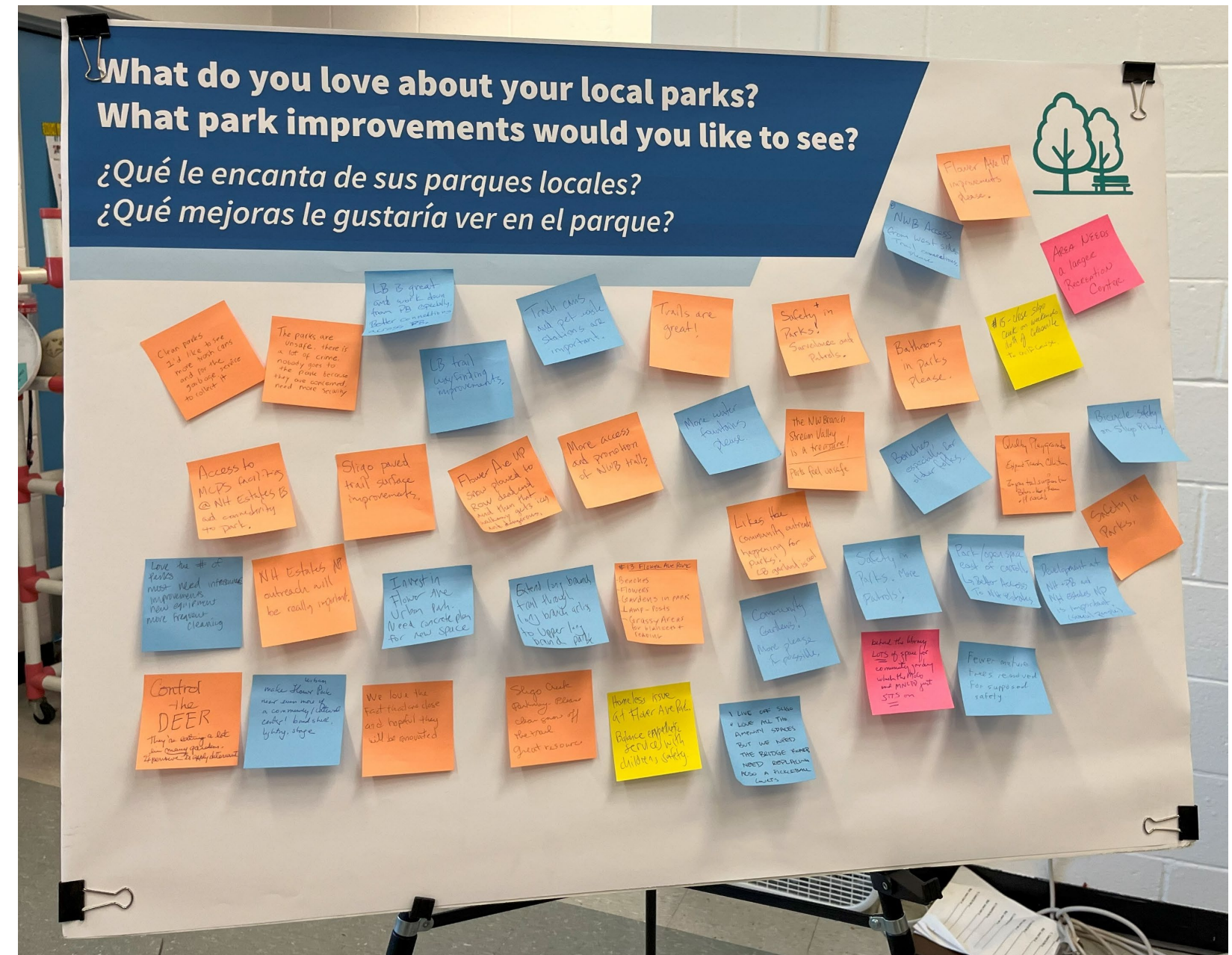
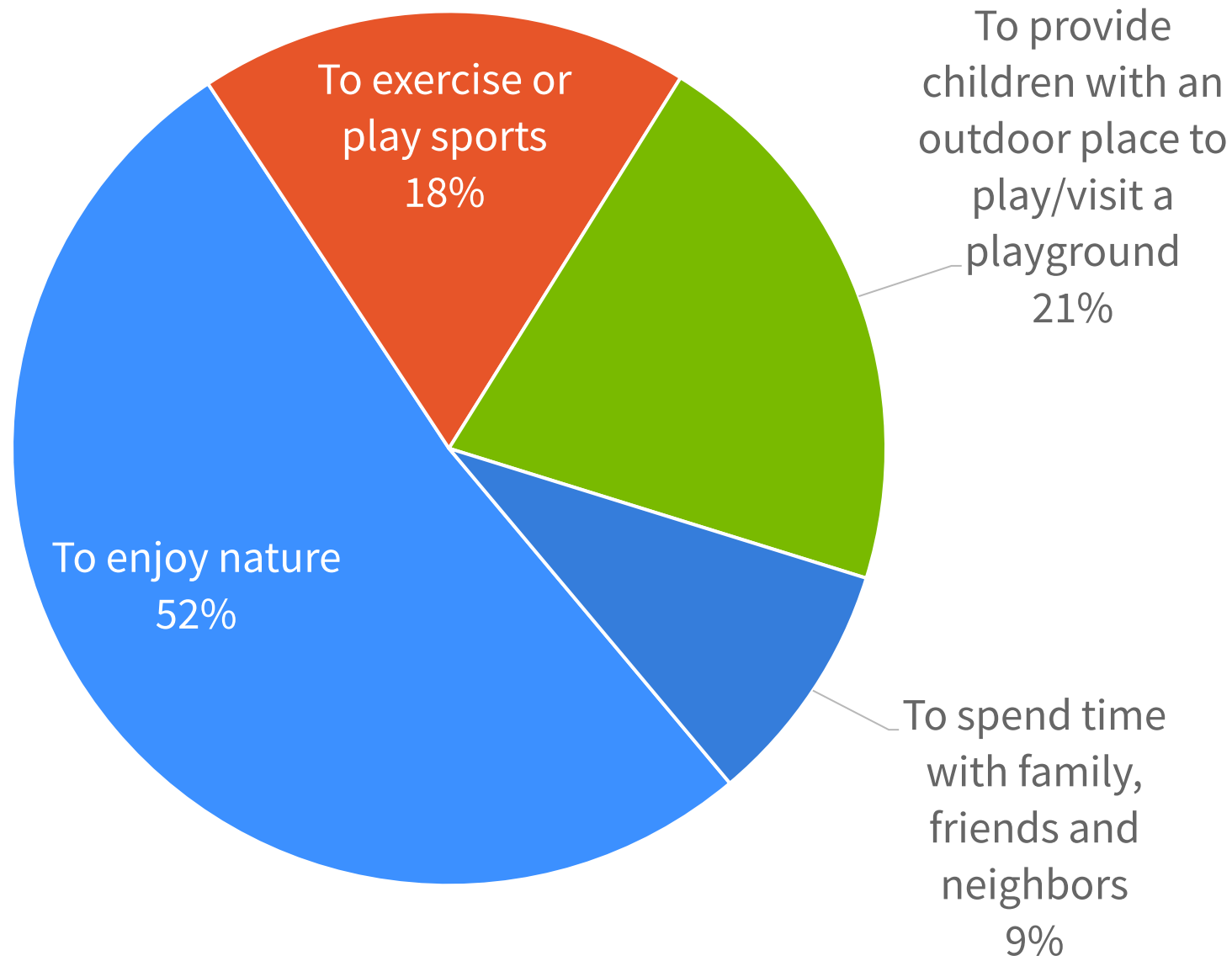


Parks

ONLINE SURVEY

OPEN HOUSES

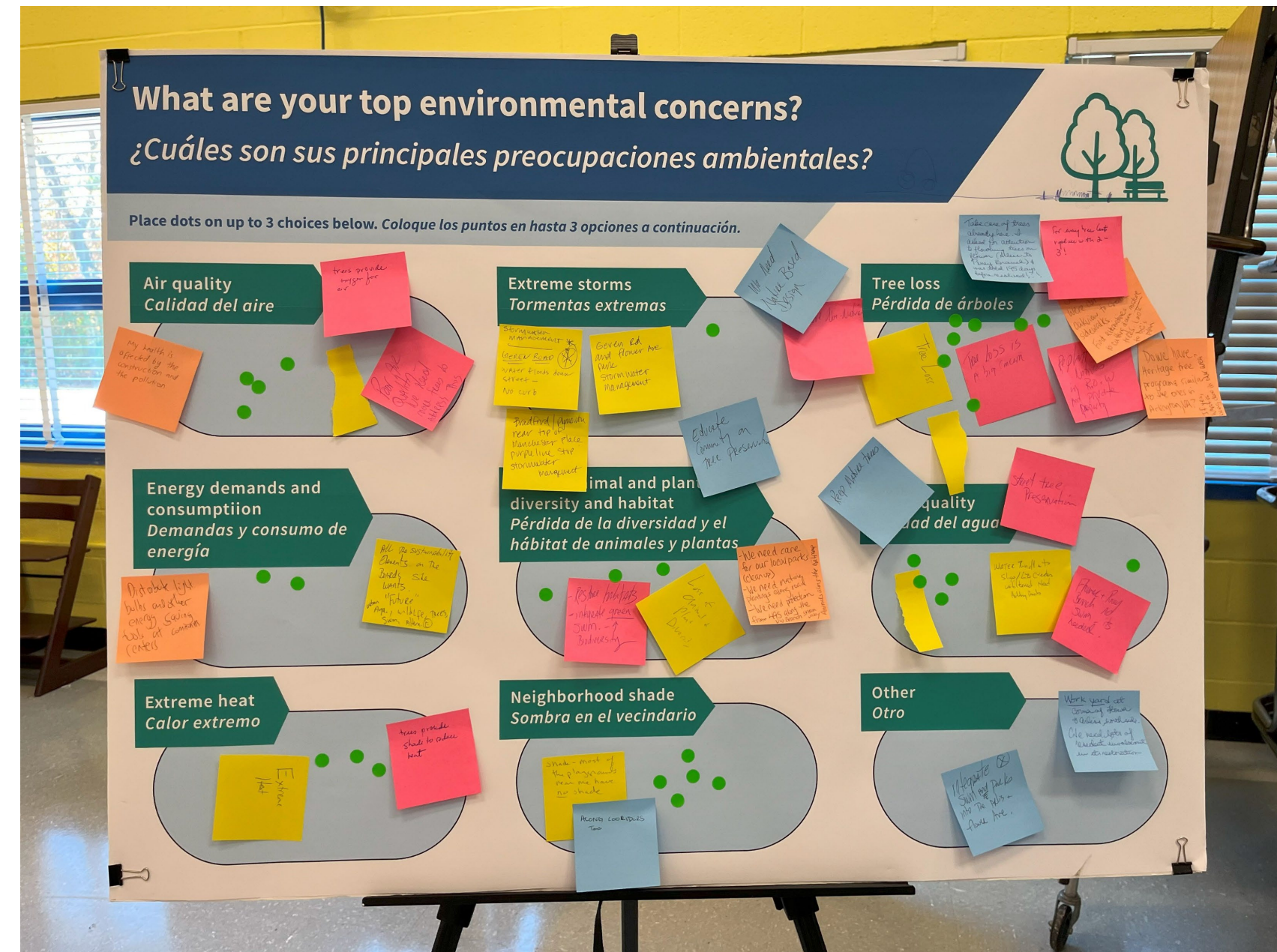
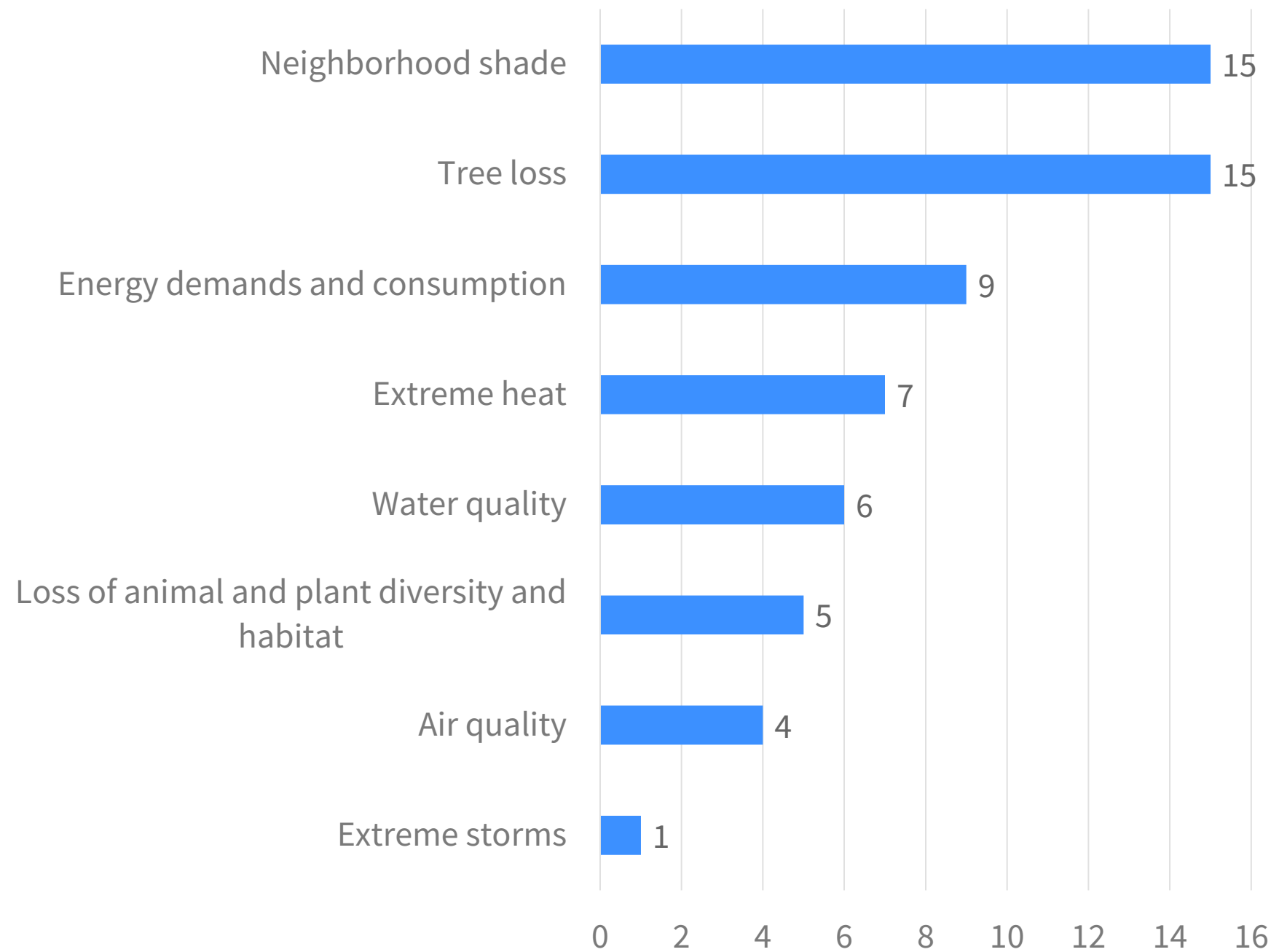
Why do you visit parks?



Board from November 2 Open House

Environment

What are your top environmental concerns?



Environment board from Open House

Businesses

- Conversations with 20+ business owners and Long Branch Business League
- Major themes:
 - Challenges with ongoing Purple Line construction
 - Both hope and concern about Purple Line
 - Challenges of neighborhood
 - Vagrancy
 - Uninviting and unsafe streetscapes
 - 75% of business owners feel their square footage is “just right”



Businesses in Long Branch

What's Next

- Community visioning will continue through the Summer
 - Geographic and topic-based conversations
 - Continued partnership with community organizations and business owners
- Placemaking opportunities
- Preliminary recommendations by Winter 2025