



Montgomery Planning

SPRING 2025

Community Conversation

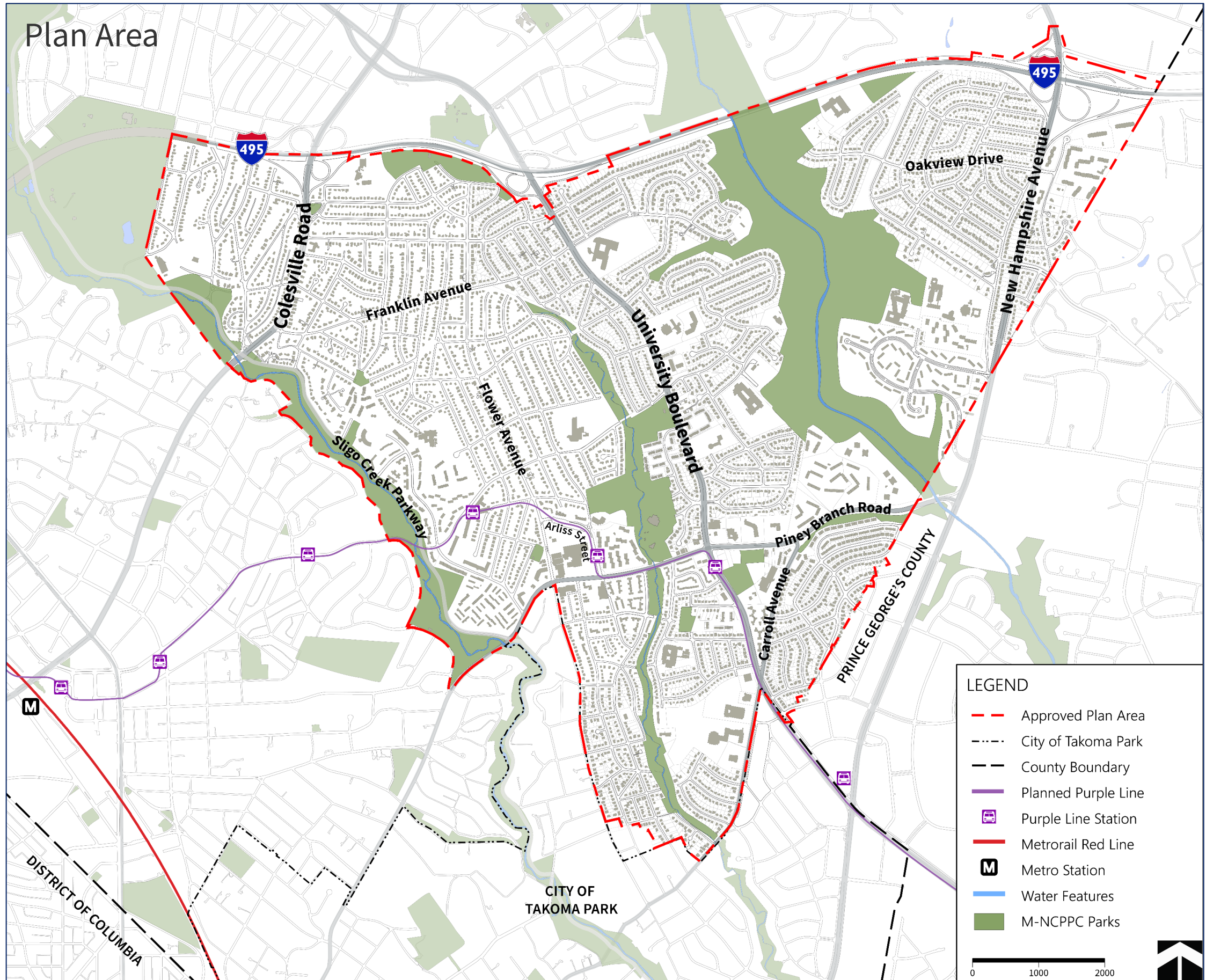
Eastern Silver Spring Communities Plan



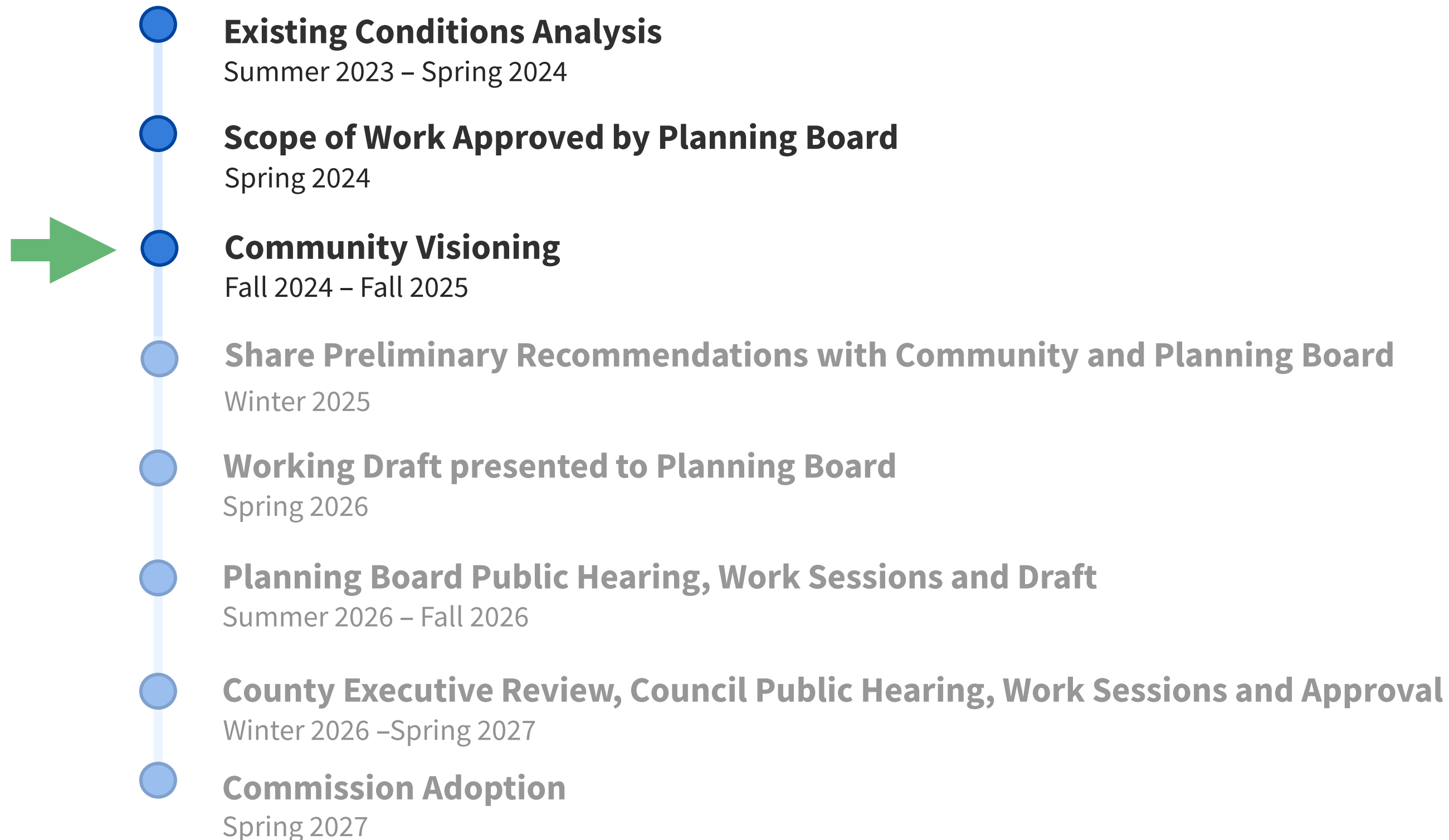


EASTERN SILVER SPRING

Communities Plan
Plan de Comunidades

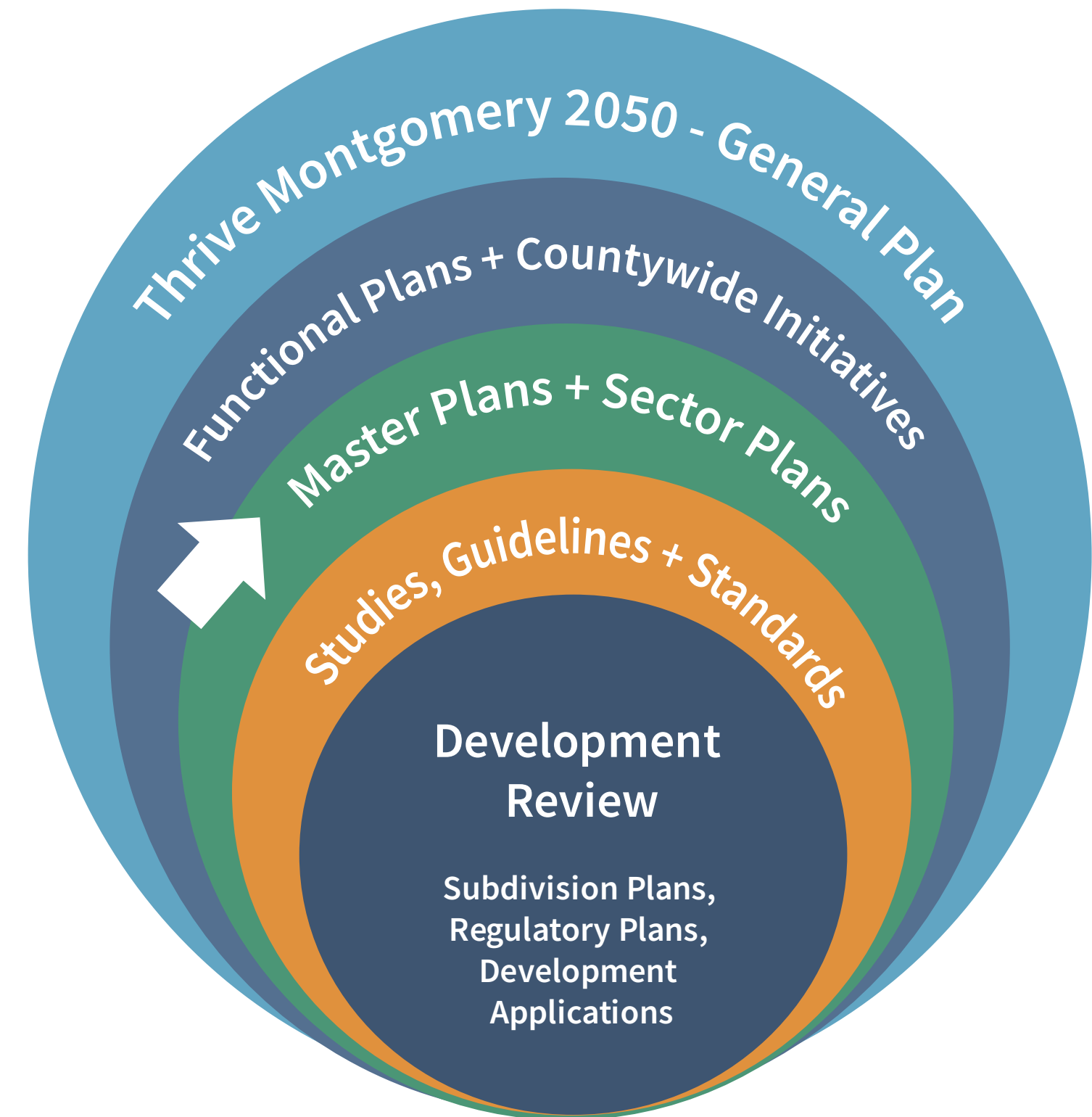


Plan Timeline



Montgomery Planning

- County's Planning Department
 - Reviews applications for development
 - Develops plans, studies and guidelines



What **does** a Master Plan do?

- Creates a **long-term vision** for the future and recommendations to achieve vision
- Guides private development and public investment for 20+ years
- A master plan covers:
 - Land Use
 - Zoning
 - Transportation
 - Community Facilities
 - Schools
 - Parks & Trail Systems
 - Housing
 - Historic Preservation
 - Pedestrian Networks
 - Environmental Issues
 - & More

What **doesn't** a Master Plan do?

- **Master Plans cannot:**

- Ensure redevelopment or reinvestment happens
- Bring specific retailers / commercial uses to an area
- Fund capital improvement projects
- Address school redistricting or construction
- Address roadway operational issues (stop lights, stop signs, etc.)
- Address code enforcement / crime / foreclosures

How are Master Plans implemented?

- Plans create, identify and advocate for private and public investment opportunities, but do not immediately enact change.
- **Implementation:**
 - **Public investment** (county's capital improvement program)
 - **Private development** (through the development review process)



Thrive Montgomery 2050

In 2022, the County Council adopted *Thrive Montgomery 2050*, Montgomery County's General Plan.

Thrive Montgomery 2050 outlines a vision for the future of the county.



Thrive Montgomery 2050's Priorities



Focus on growth in downtowns, activity centers, and along major corridors



Prioritize racial equity and social justice



Increase the County's economic competitiveness



Emphasize walking, biking, and transit



Embed social connections and public health into planning



Enhance public and private spaces through design

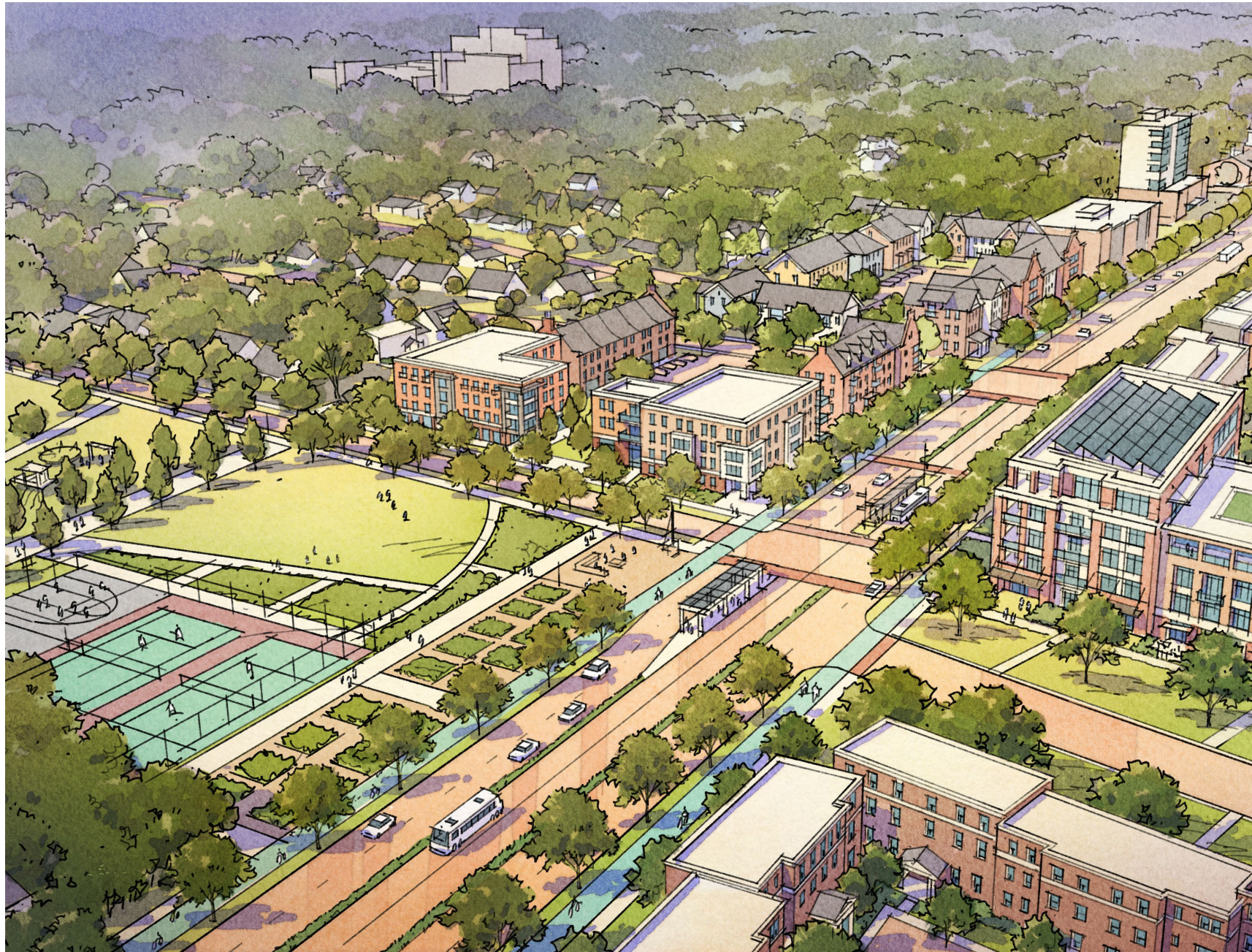


County-wide environmental sustainability



Build more housing

What does this mean for the Eastern Silver Spring Communities Plan?



Thrive Montgomery 2050 tells us **what** we need to address in this Plan.

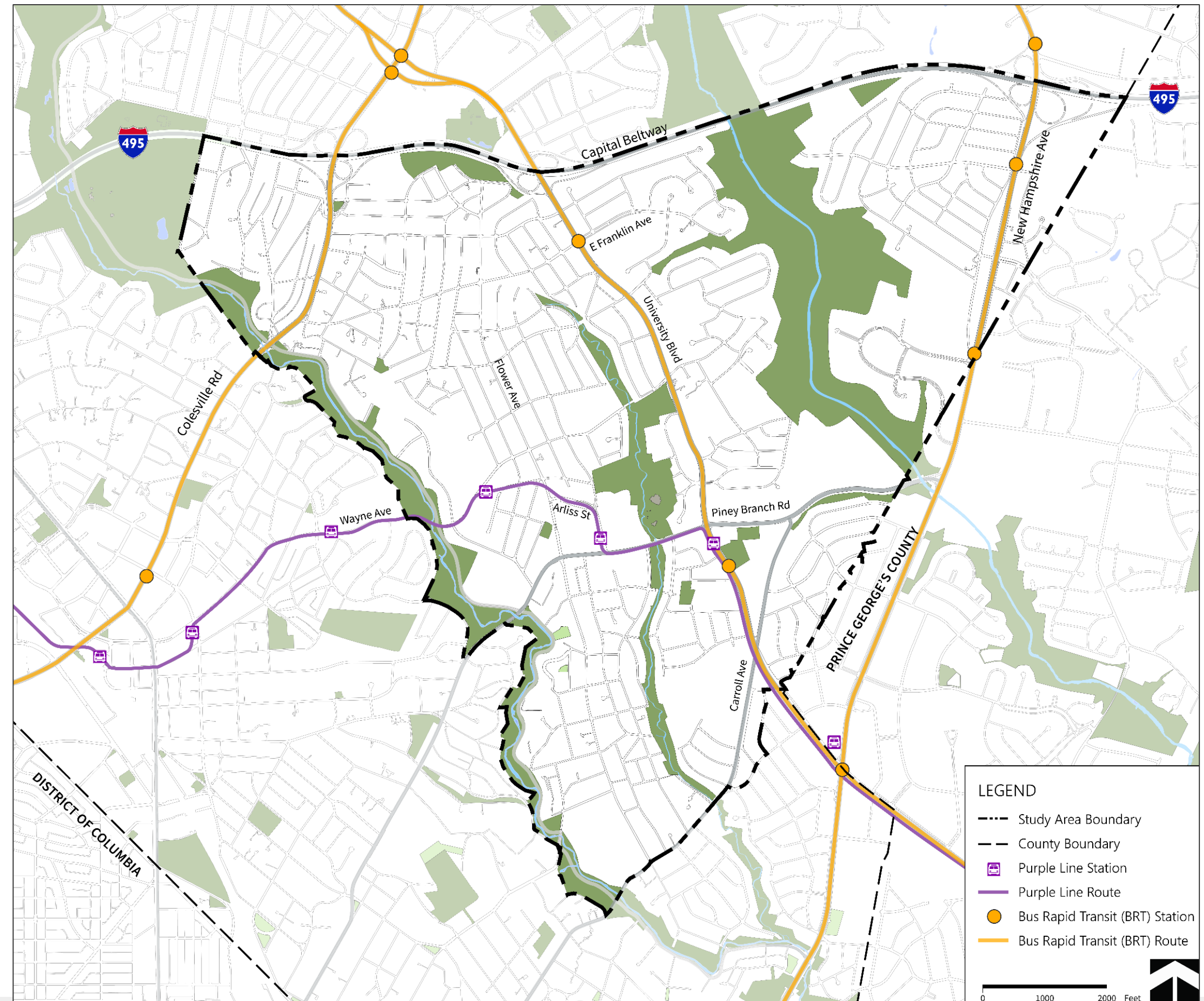
This Plan will:

- determine **how** we address these priorities within the Plan Area
- Achieve the goals of *Thrive Montgomery 2050* but at a local level

Planned Transit Infrastructure

Change is coming to this area, with new transportation infrastructure:

- Purple Line is under construction
- Bus Rapid Transit is in service on Colesville Road; planned for University Boulevard and New Hampshire Avenue



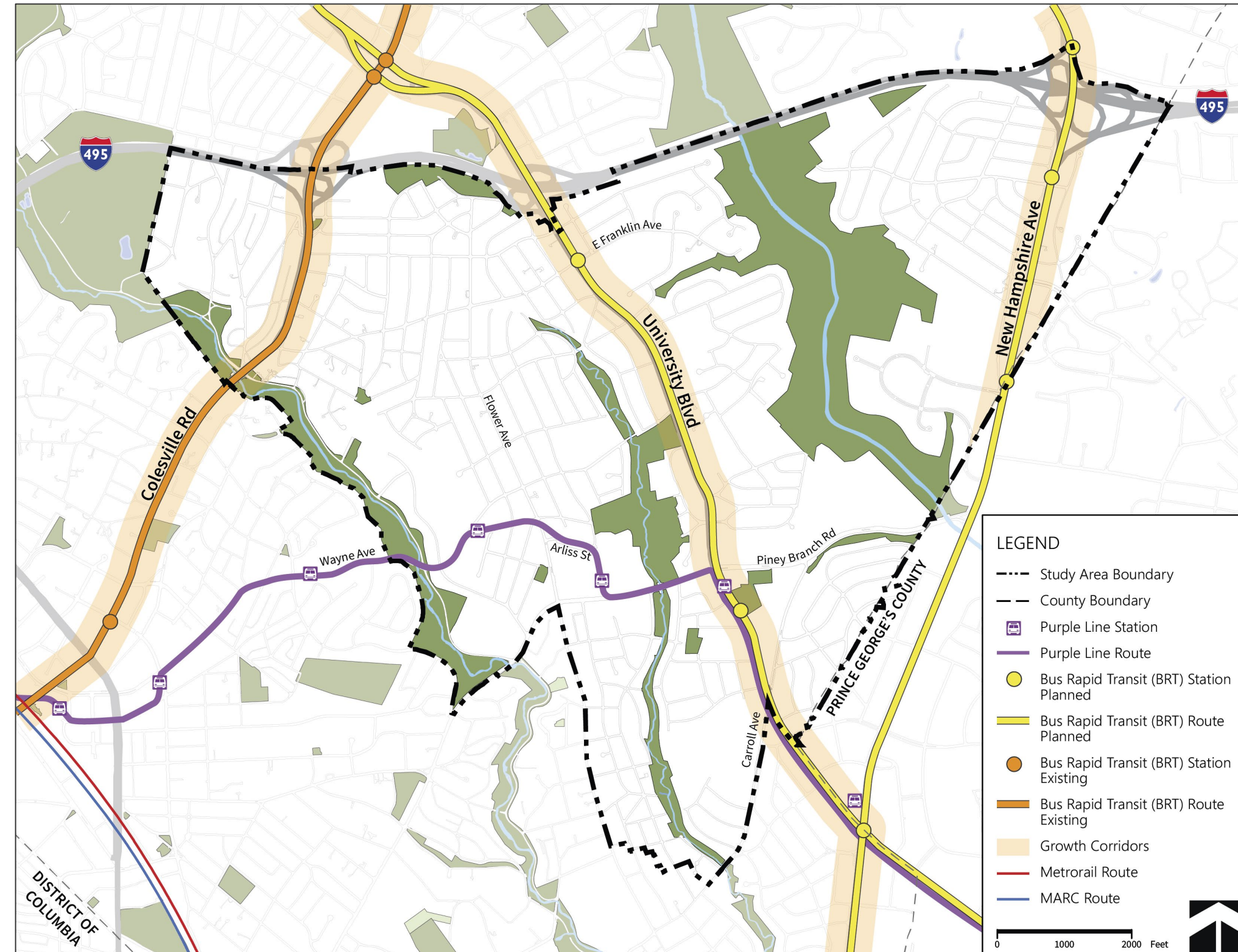
Need for More Housing

- Montgomery County is experiencing a serious housing shortage:
 - Housing prices and rents have skyrocketed in recent years
 - So expensive that current residents and prospective residents aren't choosing Montgomery County
 - Not enough housing being built to meet the demand
- **Housing in the Plan Area is more affordable than other parts of the county but its still too expensive for many who live here.**



Growth Corridors

- Three corridors within the Plan Area have been identified for growth by *Thrive Montgomery 2050*:
 - Colesville Road
 - University Boulevard
 - New Hampshire Avenue
- This Plan will make recommendations about growth, land use and zoning along these corridors.



Community Engagement So Far

- Direct feedback from 1,000 + people
- Through several types of engagement, including:
 - Meetings with community groups
 - “Pop-ups” at community events and food distributions
 - Door-knocking and “pop-ups” at multifamily properties
 - Online questionnaire and interactive map
 - Two public open houses (Oct. 23, Nov. 2)
 - Focus groups
 - Interviews with business owners
- All materials available in English and Spanish; interpretation additional languages when needed



Clifton Park Baptist Church Food Distribution,
November 2023



Long Branch Festival, September 2024

What We've Heard So Far

People love their local parks and trails, the Long Branch Library, the Long Branch Community Recreation Center and the diverse retail and restaurants.

People want to be able to get around without a car *safely*.

People feel excited about the opportunities that the Purple Line will bring, but they are also concerned about the changes it may cause.

Group Agreements

- One person speaks at a time. Respect the person who is speaking and listen.
- Respect everyone as a human being with good intentions.
- Step up, step back. If you find you are dominating a conversation, take a pause and make room for others to contribute
- Ask questions if there is something that doesn't make sense!

Interactive Visioning!

TABLE 1: GETTING AROUND

Destinations,
connections & ways to
travel

TABLE 2: CHANGE & GROWTH

Places to go and places
along the corridor in the
future

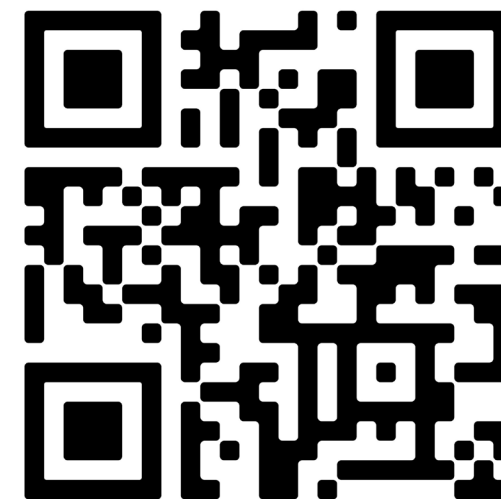
TABLE 3: PARKS & COMMUNITY FACILITIES

Places for recreation,
enjoying nature and
gathering

Staying Connected



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