



Montgomery Planning Eastern Silver Spring Communities Plan

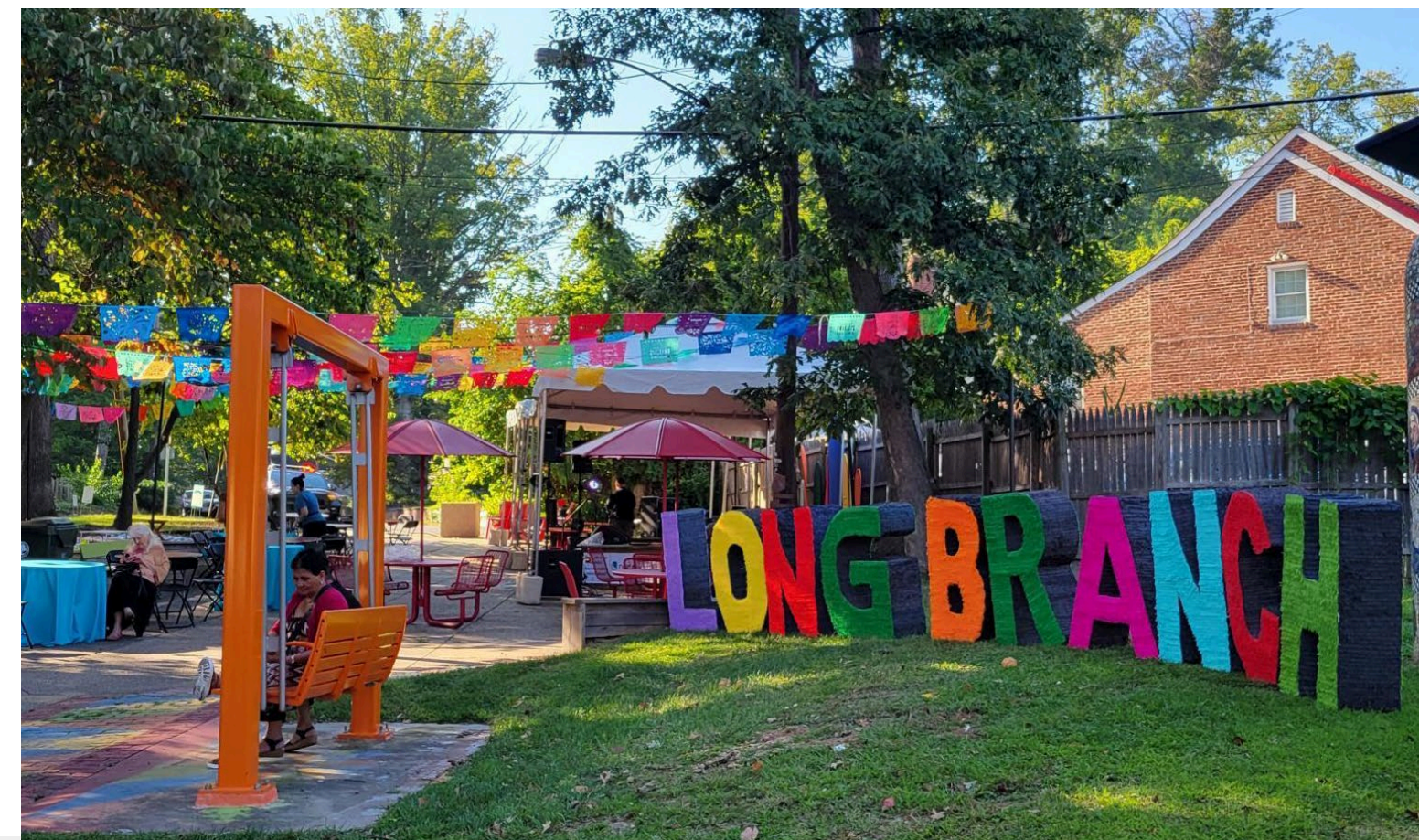
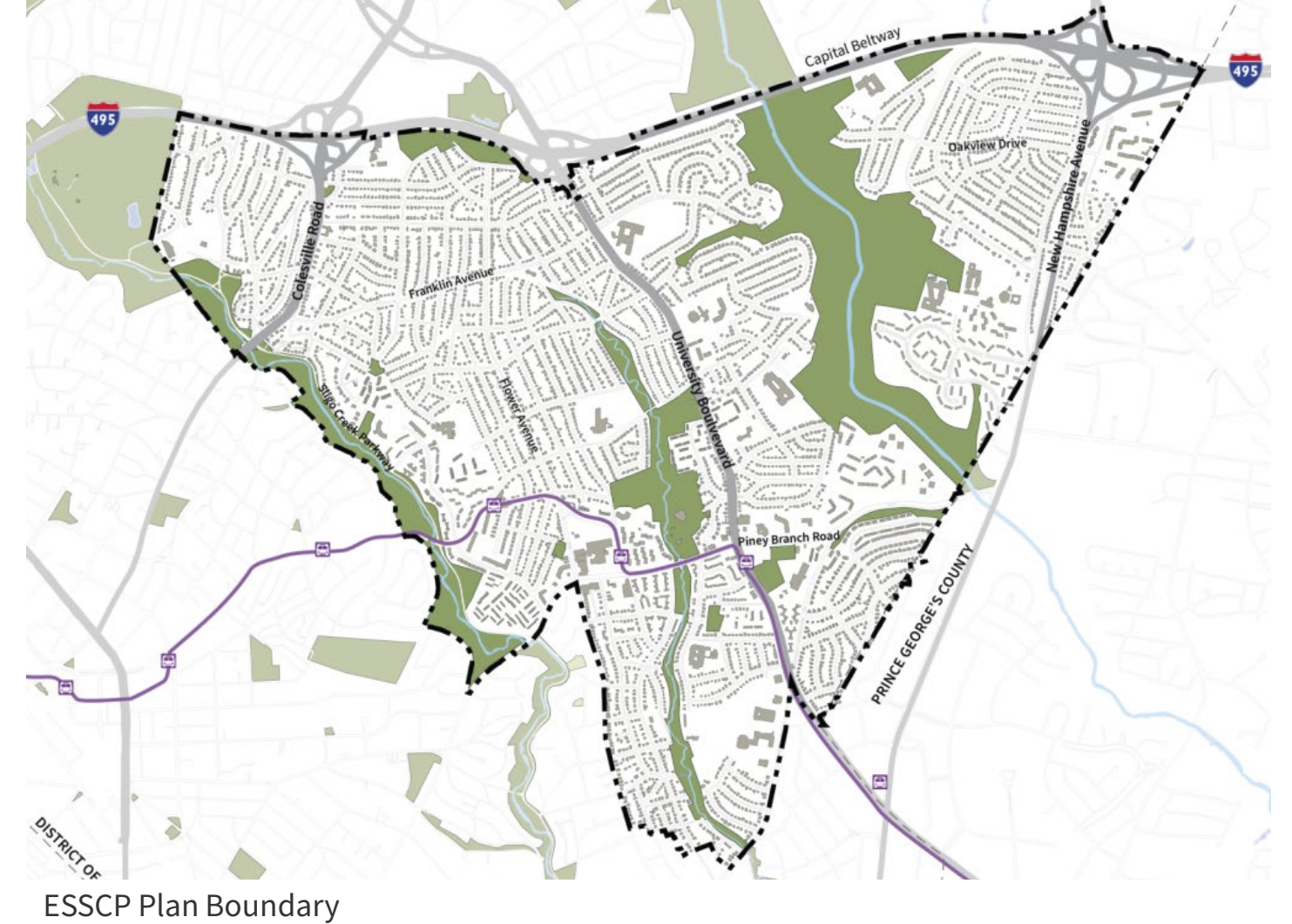
# Long Branch Festival Community Engagement Summary

September 15, 2025



# Long Branch Festival

- Engagement for the Eastern Silver Spring Communities Plan began in October 2023. Since then, the planning team has been gathering community input at community events and meetings, and through online surveys and other methods, to learn about what community members want to see happen in the Plan Area in the next 20 years.
- The planning team returned to the Long Branch Festival in 2025 to ask community members to share thoughts about initial ideas and work with a graphic recording artist to share what they would like to see happen in Long Branch.
- The Long Branch Festival is an annual event that seeks to celebrate the dynamic neighborhood, businesses, and culture of Long Branch.



# What We've Heard and What the Plan can Recommend

To get additional feedback, the planning team shared what they heard through engagement so far and what the plan is able to recommend, and asked community members: What are we getting right? What are we missing?

**Community members have concerns about residents and business owners having to relocate or being displaced if properties are redeveloped after the Purple Line opens.**

Community members agree with those concerns, calling for affordable housing and to preserve small businesses.

**Community members want more parks, entertainment options, restaurants, community services, and ways to get around without a car.**

Community members commented that they also wanted community gardens, public pools, and better access to parks, among other things.

**Need for affordable and safe housing.**

Community members agreed and called for more affordable housing in better condition.

**Long Branch is an important destination for those who live nearby, for shopping, eating, and visiting the library and community center.**

Community members listed amenities that they would like to see in Long Branch such as better library access, community spaces, bike lanes, public toilets, movie theatres, and more safety in the parks.

**What we've heard from the Long Branch community + What the Plan can recommend**  
**Lo que hemos escuchado de la comunidad de Long Branch + Las recomendaciones que puede hacer el plan**

Planners create master plans, in consultation with community members, to identify where and how improvements can happen in a specific geographic area and prioritize those benefits. These amenities and improvements happen through public investment and private development over 20+ years.

Los planificadores crean planes maestros, con la colaboración de la comunidad, para identificar dónde y cómo se pueden implementar mejoras en un área geográfica específica y priorizar esos beneficios. Estas comodidades y mejoras se logran mediante la inversión pública y el desarrollo privado durante más de 20 años.

What we've heard Lo que hemos escuchado	What the plan can recommend Lo que el plan puede recomendar
<p>Concerns about safety and wanting to feel safer when you walk around Long Branch, especially at night and crossing streets.</p> <p>Preocupaciones sobre la seguridad y el deseo de sentirse más seguros al caminar por Long Branch, especialmente por la noche y al cruzar las calles.</p>	<ul style="list-style-type: none"> <li>Wider sidewalks</li> <li>Planted buffers between sidewalks and the road</li> <li>More safe places to cross busy roads</li> <li>More lighting</li> <li>Aceras más anchas</li> <li>Zonas verdes de amortiguación entre la acera y la calle</li> <li>Más lugares seguros para cruzar calles principales</li> <li>Más iluminación</li> </ul>
<p>Concerns from residents and business owners about having to move or being displaced if properties are redeveloped after the Purple Line opens.</p> <p>Preocupaciones de los residentes y propietarios de negocios acerca de tener que mudarse o ser desplazados si las propiedades se reurbanizan después de que se abra la Línea Púrpura.</p>	<ul style="list-style-type: none"> <li>Encouraging property owners who want to redevelop their properties to create spaces for existing businesses.</li> <li>Celebrating businesses that have been in Long Branch for many years, by creating a legacy business program.</li> <li>Prioritizing affordable housing for residents of lower income (for their current contracts or leases) of larger size.</li> <li>Exploring ways to encourage property owners who want to redevelop their properties to create spaces for existing businesses.</li> <li>Celebrating businesses that have been in Long Branch for many years, by creating a legacy business program.</li> <li>Prioritizing affordable housing for residents of lower income (for their current contracts or leases) of larger size.</li> <li>Exploring maneras de animar a los propietarios que quieren hacer renovaciones a crear espacios para negocios existentes.</li> <li>Celebrar a los negocios más antiguos de Long Branch creando un programa de negocios con legados.</li> </ul>
<p>Need for affordable and safe housing</p> <p>Necesidad de viviendas asequibles y seguras</p>	<ul style="list-style-type: none"> <li>Prioritize deeper levels of affordability when development occurs</li> <li>No net loss of affordable housing - ensuring that the number of affordable places to live recommended by the plan matches or exceeds the number that exist in the area today</li> <li>Creating opportunities for affordable housing providers, religious institutions and non-profit organizations to build more affordable housing</li> <li>Collaborating with the Department of Housing and Community Affairs to ensure safe housing conditions</li> <li>Prioritizar niveles más altos de asequibilidad durante la reurbanización.</li> <li>No perder ninguna vivienda asequible: garantizar que la cantidad de viviendas asequibles recomendadas por el plan es igual a o supere la cantidad actual en la zona.</li> <li>Crear oportunidades para que los proveedores de vivienda asequible, las instituciones religiosas y las organizaciones sin fines de lucro construyan más viviendas de bajo costo.</li> <li>Colaborar con el Departamento de Vivienda y Asuntos Comunitarios para garantizar condiciones de vivienda seguras.</li> </ul>

Share your thoughts: What are we getting right? What are we missing?  
 Comparta sus ideas: ¿Qué le parece correcto? ¿Qué nos falta?

**What we've heard from the Long Branch community + What the Plan can recommend**  
**Lo que hemos escuchado de la comunidad de Long Branch + Las recomendaciones que puede hacer el plan**

Planners create master plans, in consultation with community members, to identify where and how improvements can happen in a specific geographic area and prioritize those benefits. These amenities and improvements happen through public investment and private development over 20+ years.

Los planificadores crean planes maestros, con la colaboración de la comunidad, para identificar dónde y cómo se pueden implementar mejoras en un área geográfica específica y priorizar esos beneficios. Estas comodidades y mejoras se logran mediante la inversión pública y el desarrollo privado durante más de 20 años.

- Public investment could be an improvement to a road or county-owned property, funded by the county's Capital Improvement Program (CIP).
- Private development could include a property owner who decides to redevelop their property and in doing so, must follow recommendations in the master plan, which might include a new pedestrian connection, improved sidewalk or a community gathering space.

Over the last two years, we've been talking to community members to hear about their experiences living, working and spending time in the Plan Area. This is what we've heard from the Long Branch community and how we can address what we've heard within the plan.

El Departamento de Planificación crea planes maestros, con la colaboración de la comunidad, para identificar dónde y cómo se pueden implementar mejoras en un área geográfica específica y priorizar esos beneficios. Estas comodidades y mejoras se logran mediante la inversión pública y el desarrollo privado durante más de 20 años.

- La inversión pública podría incluir una mejora a una calle o propiedad del condado, financiada por el Programa de Mejoras de Capital (CIP) del condado.
- El desarrollo privado podría ser que un dueño de edificio decide renovar su propiedad y, al hacerlo, debe seguir las recomendaciones del plan maestro, como incluir una nueva conexión peatonal, una acera mejorada o un espacio de reunión comunitaria.

Durante los últimos dos años, hemos estado hablando con miembros de la comunidad para conocer sus experiencias viviendo, trabajando y paseando en el Área del Plan. Esto es lo que hemos escuchado de la comunidad de Long Branch y cómo podemos abordar lo que hemos escuchado dentro del plan.

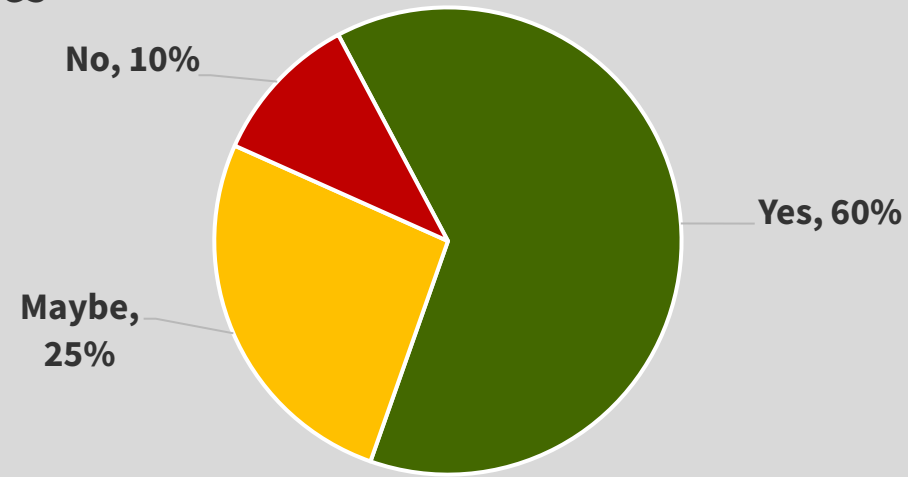
What we've heard Lo que hemos escuchado	What the plan can recommend Lo que el plan puede recomendar
<p>Long Branch is an important destination for those who live nearby, for shopping, eating and visiting the library and community center.</p> <p>Long Branch es un destino importante para quienes viven cerca, para ir de compras, comer y visitar la biblioteca y el centro comunitario.</p>	<ul style="list-style-type: none"> <li>Maintain, grow and improve access to the important amenities that already exist in Long Branch through private development, collaboration with Montgomery County agencies and partnerships with nonprofit organizations</li> <li>Mantener, ampliar y mejorar el acceso a los servicios importantes que ya existen en Long Branch mediante desarrollo privado, colaboración con agencias del Condado de Montgomery y alianzas con organizaciones sin fines de lucro.</li> </ul>
<p>Community members want more parks, entertainment options, restaurants, community services and ways to get around without a car.</p> <p>Los miembros de la comunidad quieren más parques, opciones de entretenimiento, restaurantes, servicios comunitarios y formas de moverse sin un automóvil.</p>	<ul style="list-style-type: none"> <li>More sidewalks, wider sidewalks and more places to walk, roll &amp; bike safely</li> <li>A new community green space</li> <li>Improvements to existing parks</li> <li>Zonificación de usos mixtos en áreas que actualmente solo permiten usos residenciales, lo que permitirá más tipos de usos, como opciones de entretenimiento, restaurantes y servicios comunitarios.</li> <li>Más aceras, aceras más anchas y más lugares para caminar, patinar y andar en bicicleta de forma segura.</li> <li>Un nuevo espacio verde comunitario.</li> <li>Mejoras en los parques existentes.</li> </ul>

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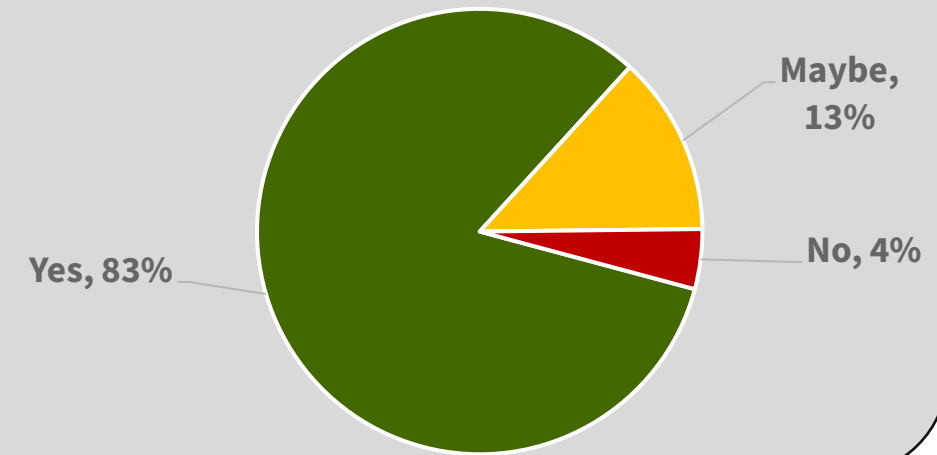
# Types of Land Use Changes

We asked community members what types of changes they would be willing to accept in Long Branch, in order to see improvements to safety, ways to get around without a car, new amenities and more housing that often come through redevelopment. Community members were asked to vote yes, maybe or no on the following ideas:

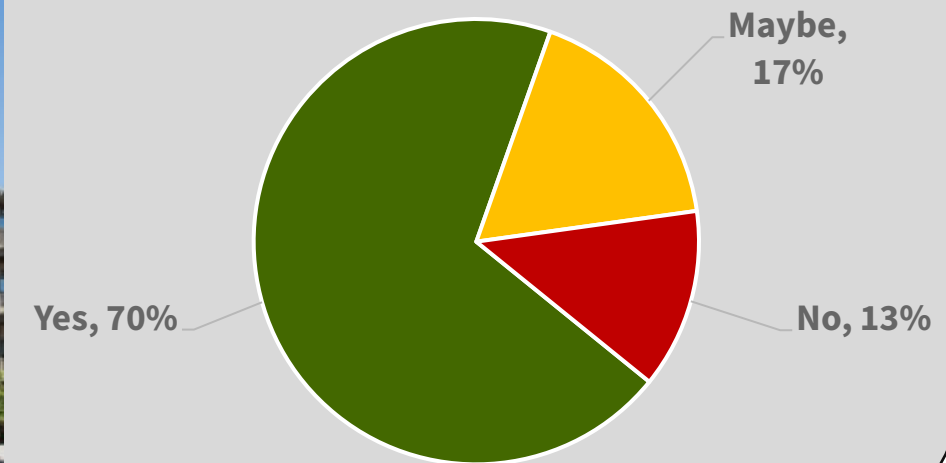
## More housing at institutional properties



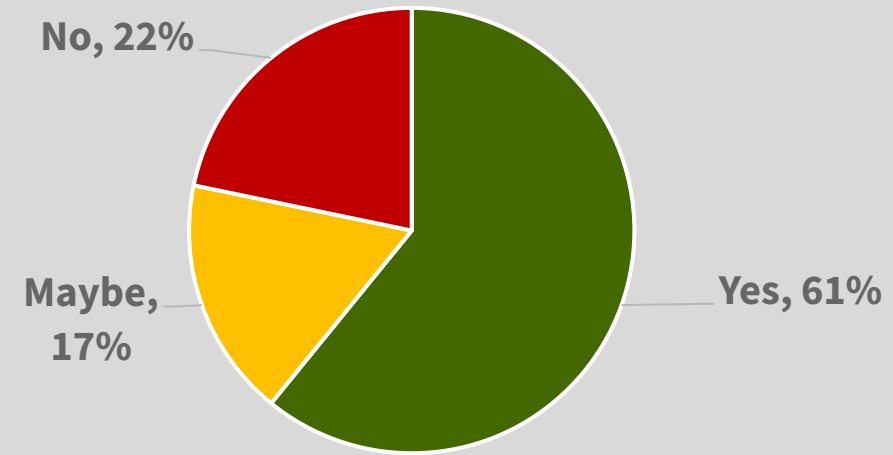
## Small neighborhood retail in single-family neighborhoods



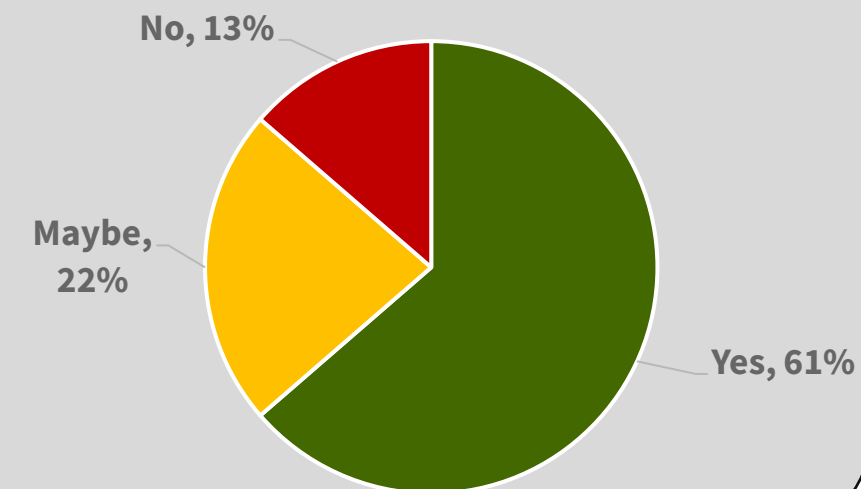
## Taller apartment buildings, with more units



## Duplexes, triplexes and quadplexes in single-family neighborhoods



## Mixed-use buildings that have retail on the first floor and apartments above





# Next Steps and Acknowledgments

- The input gathered at the Long Branch Festival and other engagement events will help the planning team develop Preliminary Recommendations. These will be shared with the community in Winter 2026, for additional feedback and input, before the Working Draft is shared with the Planning Board in Fall 2026.
- Thank you to the Long Branch Business League for including us in the Long Branch Festival.

