



Montgomery Planning East County

March 2026

# Preliminary Recommendations, Briefing #1

## Eastern Silver Spring Communities Plan



# Sharing Preliminary Recommendations

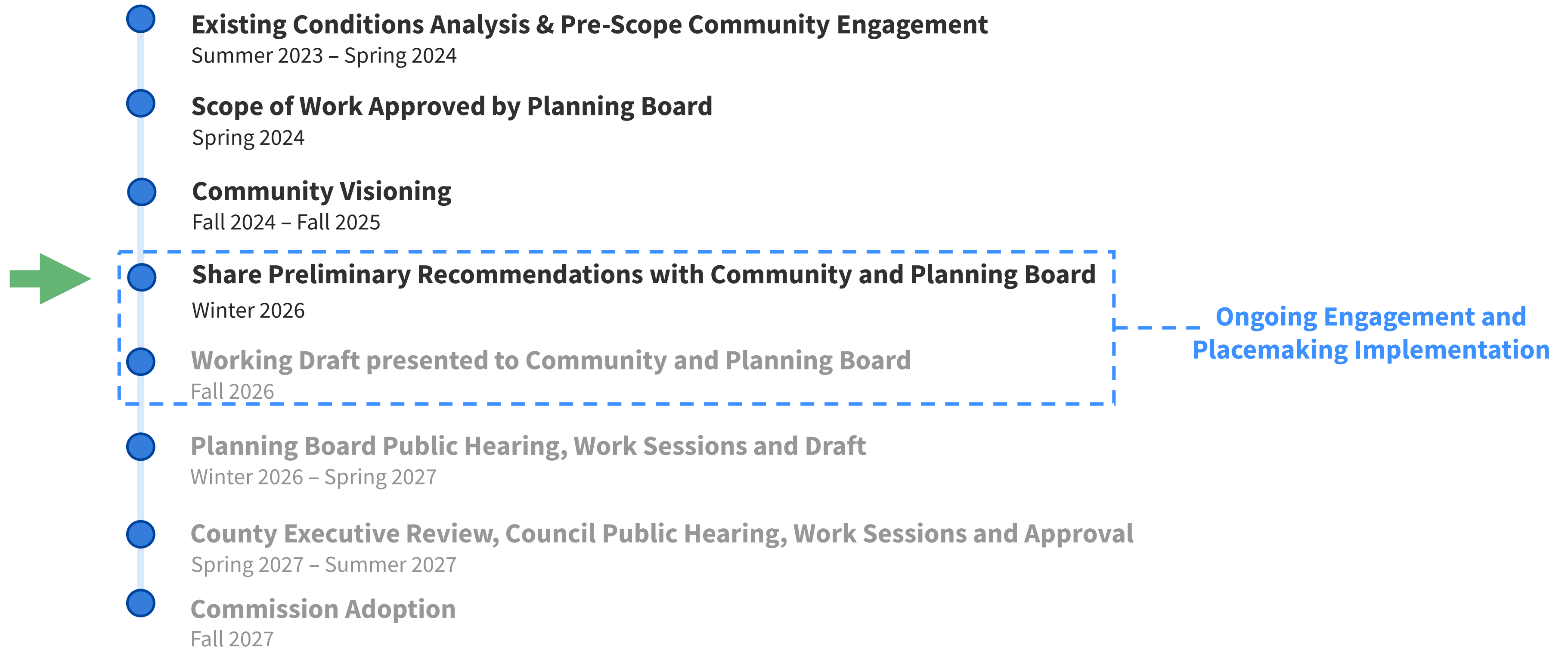
- **March 5: Briefing Part #1 – Plan Overview & Placemaking**
  - Attachment A pages 1-13, Attachments B and C
- **March 12: Briefing Part #2 - Plan-wide recommendations**
  - Attachment A pages 15-48
- **March 19: Briefing Part #3 - District and zoning recommendations**
  - Attachment A pages 49-100

# Part #1 - Plan Overview & Placemaking

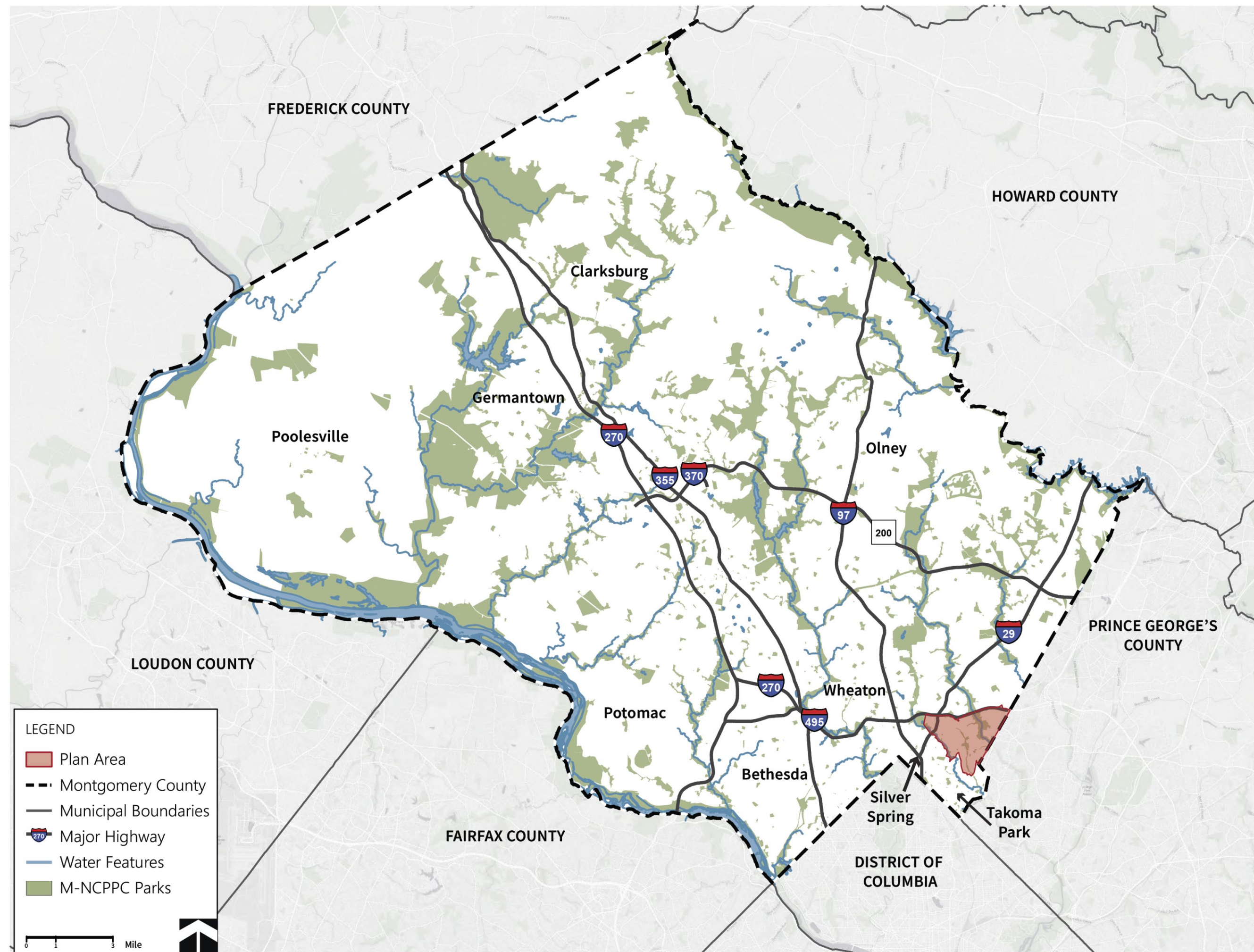
- Eastern Silver Spring Communities Plan Context
- Community Engagement Highlights
- Plan Vision, Framework, and Organization
- Key Recommendations
- Placemaking
- Next Steps

# Plan Context

# Plan Timeline

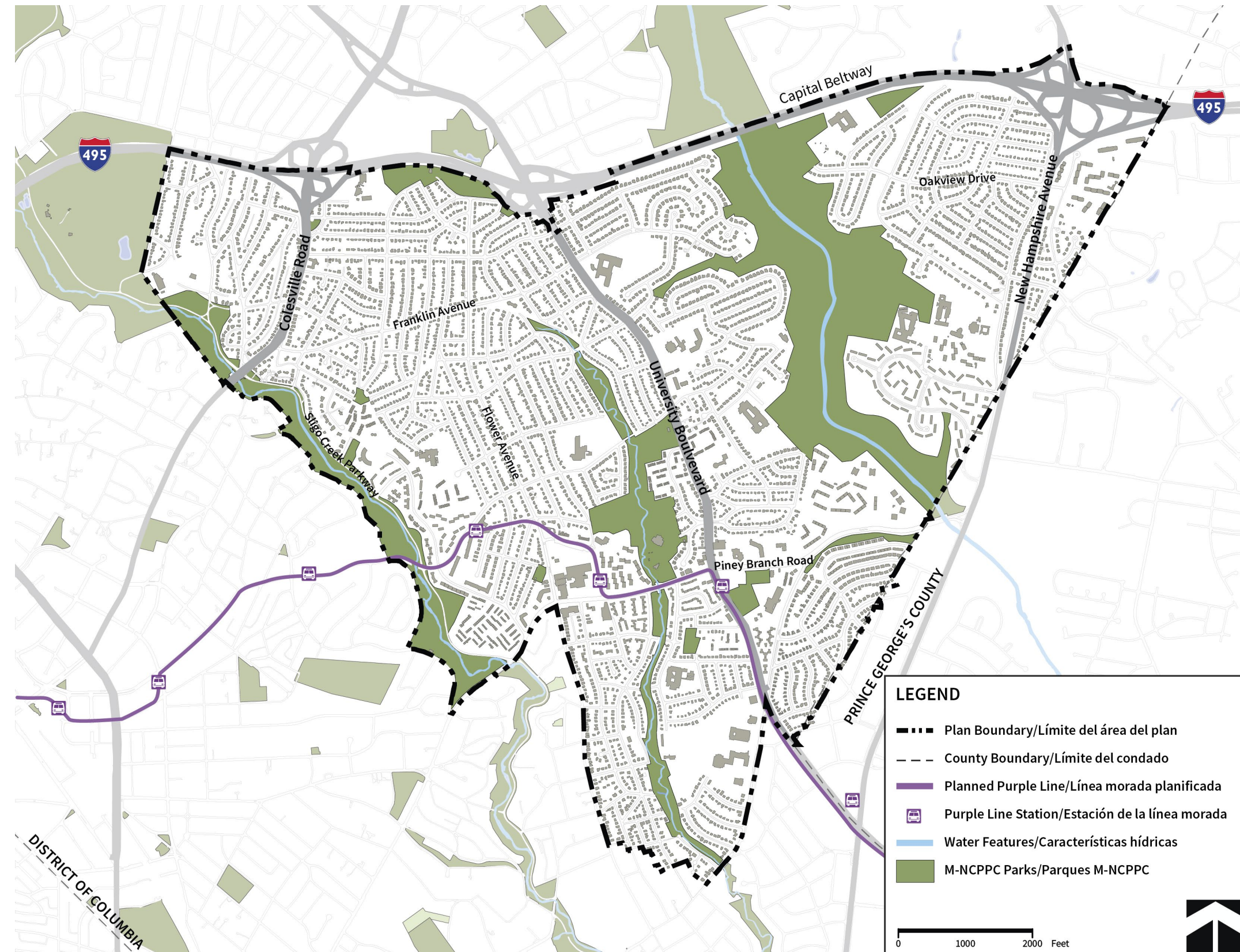


# Plan Context



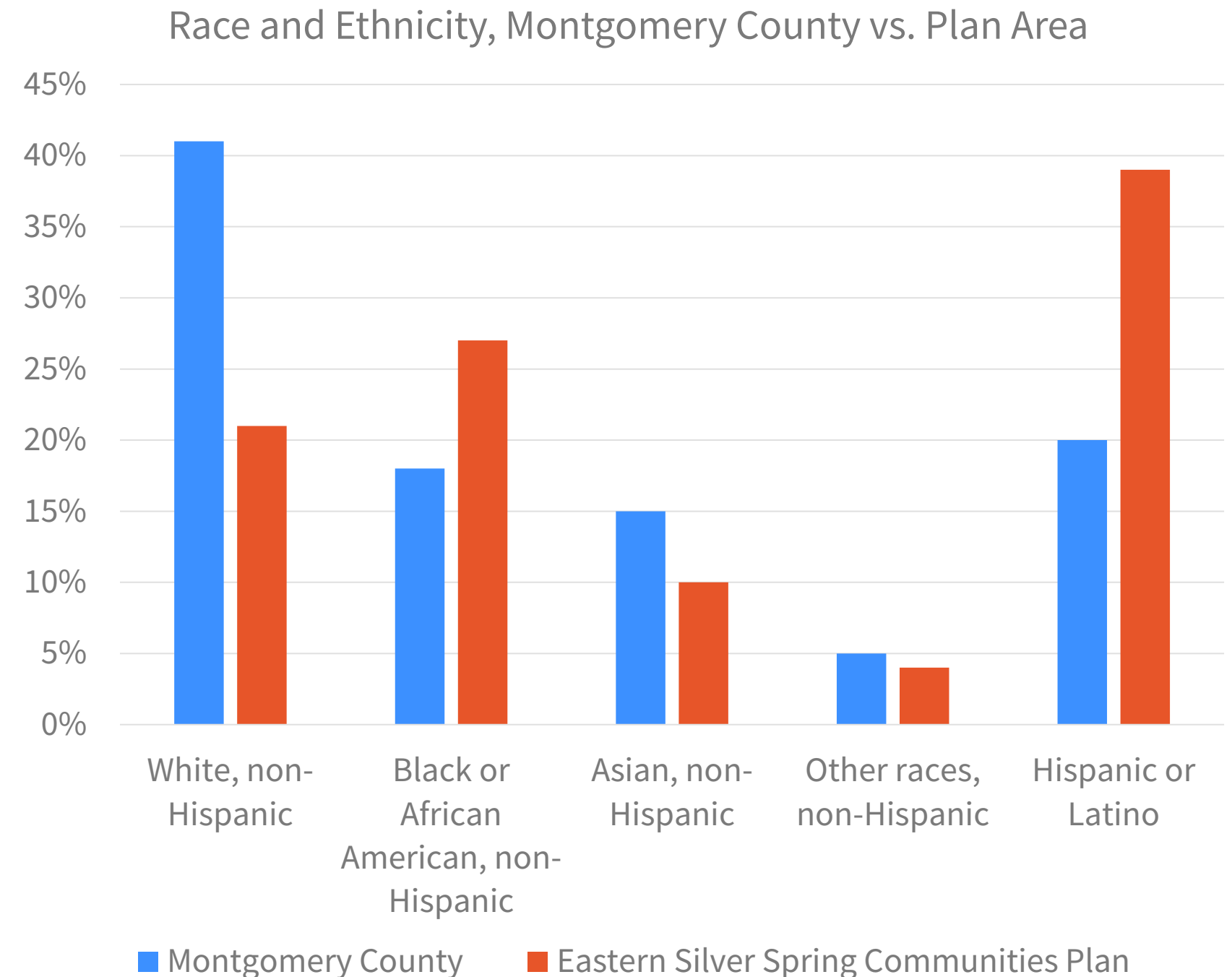
# Plan Area

- Boundary approved by Planning Board in May 2024
- Includes:
  - Sections of three Thrive Montgomery 2050 Growth Corridors
  - Three Purple Line stations
  - Long Branch commercial area
  - Many multifamily and single-family residential neighborhoods
  - Several institutional properties
  - Three stream valley parks



# Plan Area Demographics

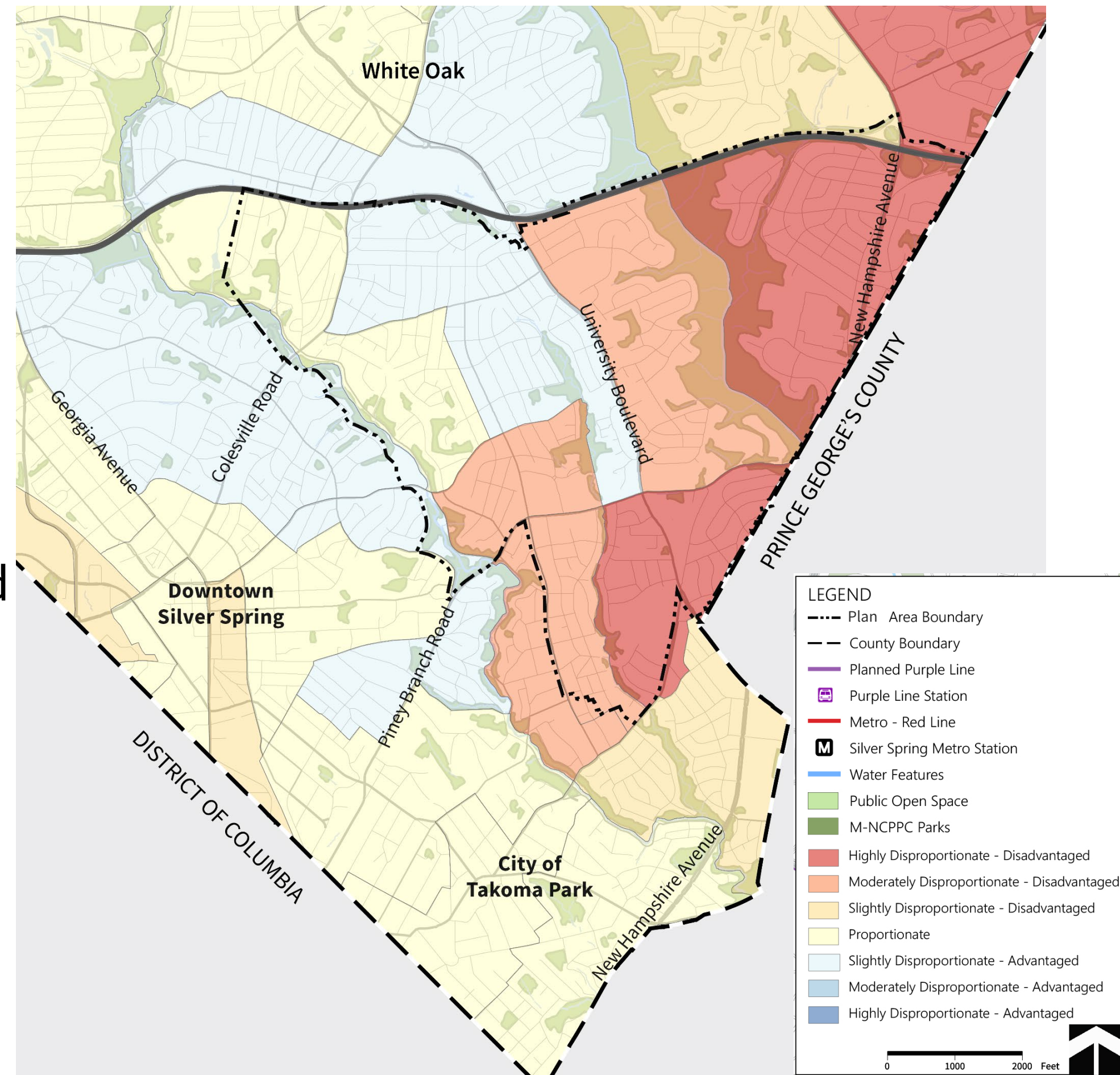
- Approximately 37,000 residents
- 47% of the population is foreign-born
- After English, language most commonly spoken is Spanish (61%)



# Community Equity Index

- Many moderately and highly disproportionate – disadvantaged census tracts within Plan Area
- Composite measure of equity-related indicators by census tract including:
  - Income
  - Education
  - Housing Tenure
  - Poverty rate
  - English language proficiency

Community Equity Index



# Community Engagement

- Since October 2023, heard directly from more than 1,200 community members
- Two phases:
  - **Fall 2023-Spring 2024: Pre-Scope of Work** – plan-wide topics across a larger study area to inform plan boundary
  - **Fall 2024 – Fall 2025: Community Visioning** – began with broad engagement on plan-wide topics, then focused on specific geographic areas

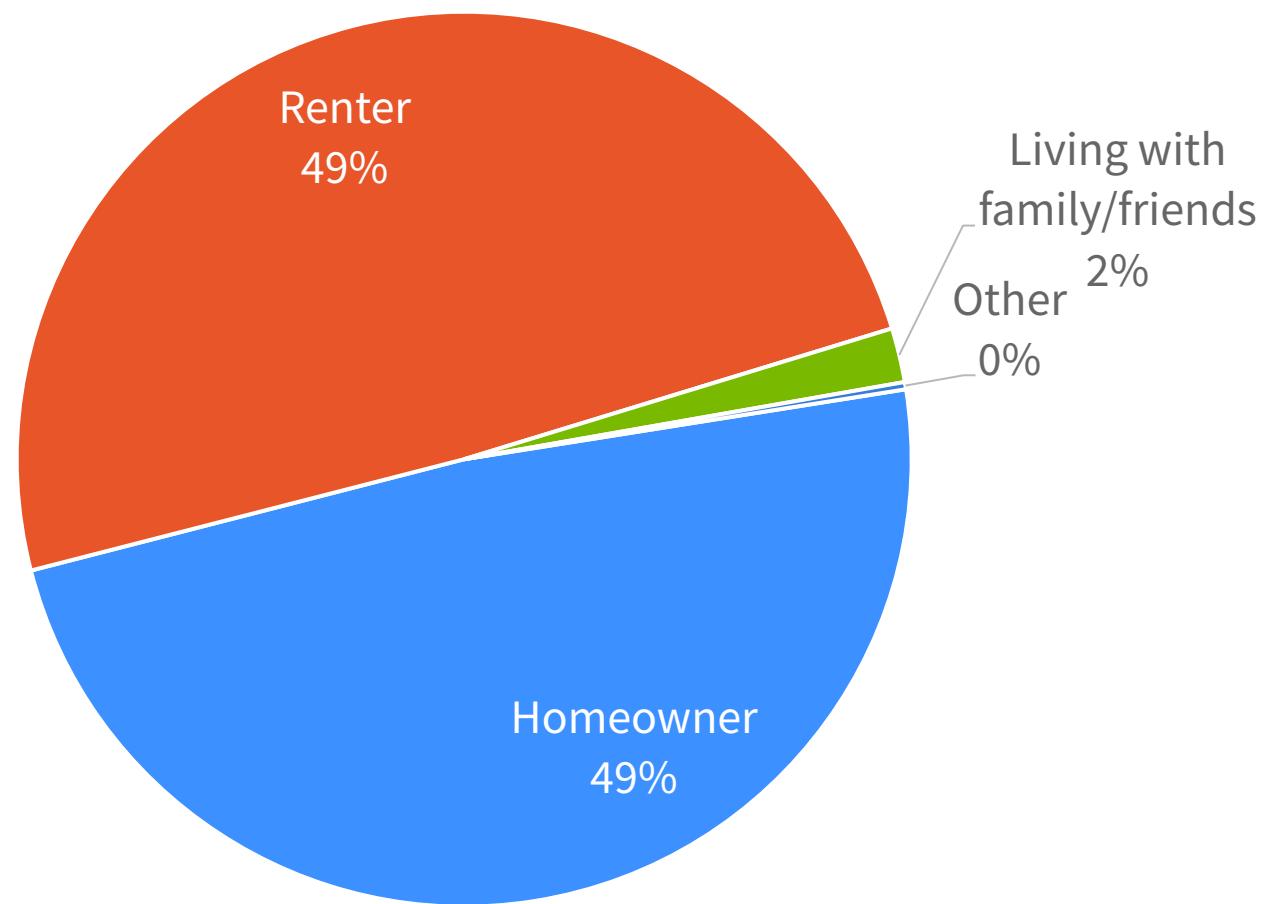


Engagement tower at **Long Branch Festival**, September 2025

# Who We Reached

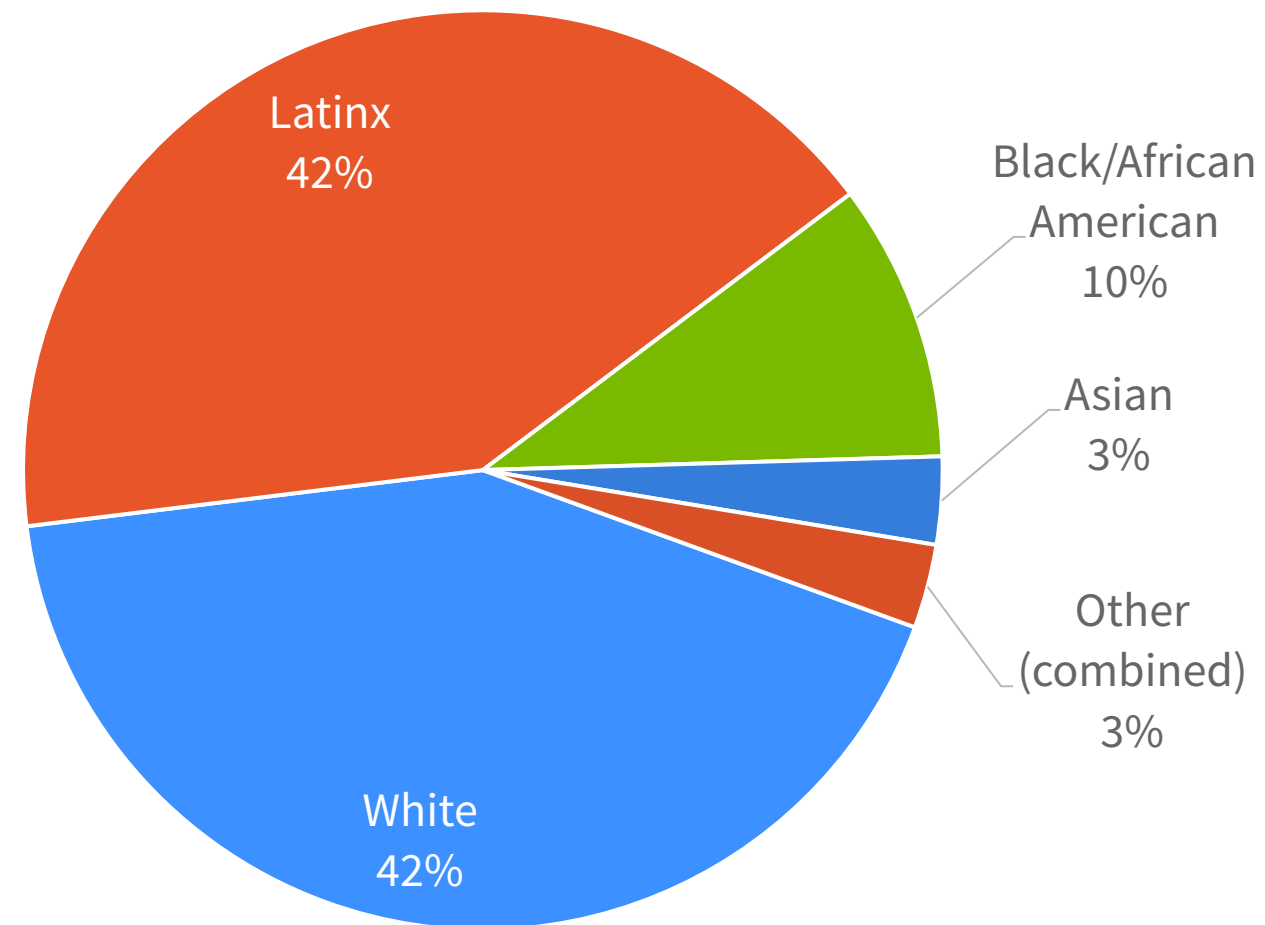
Among participants who shared demographic information:

Housing Status



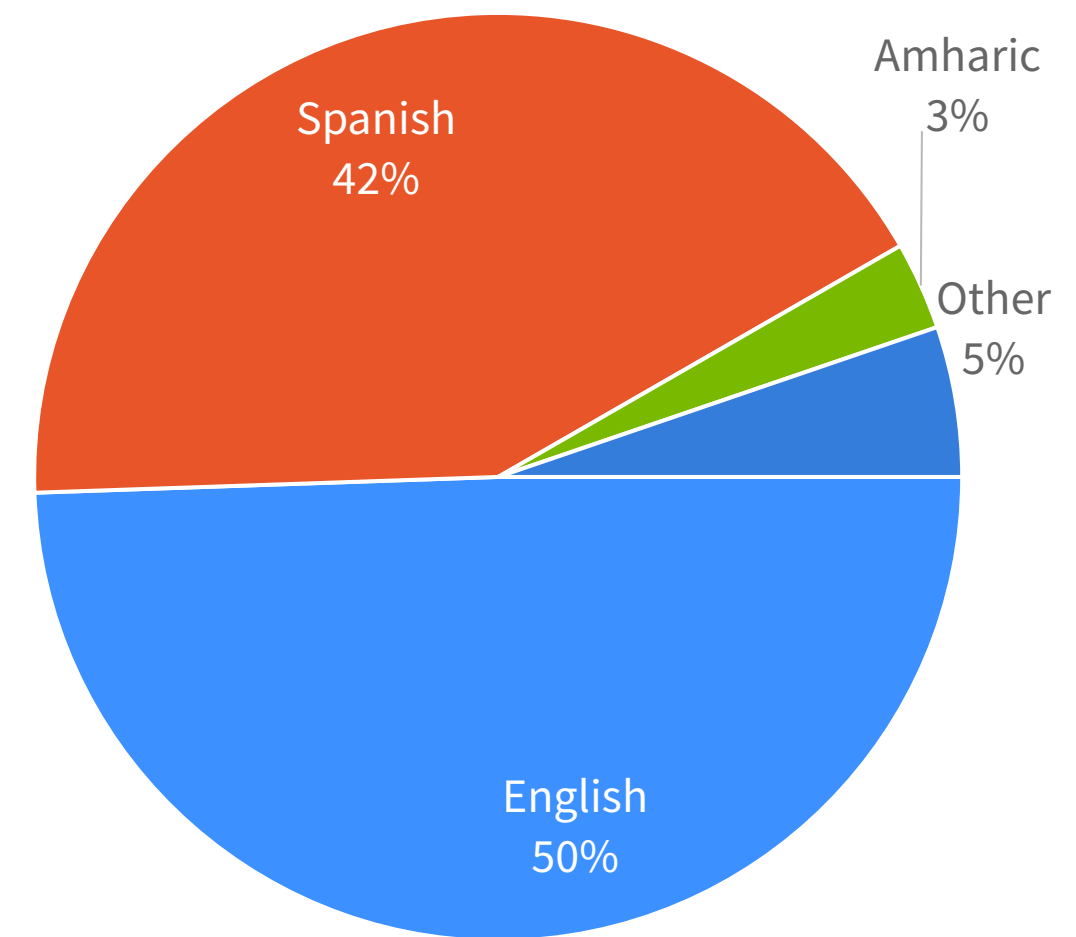
Total responses: 764

Race/Ethnicity



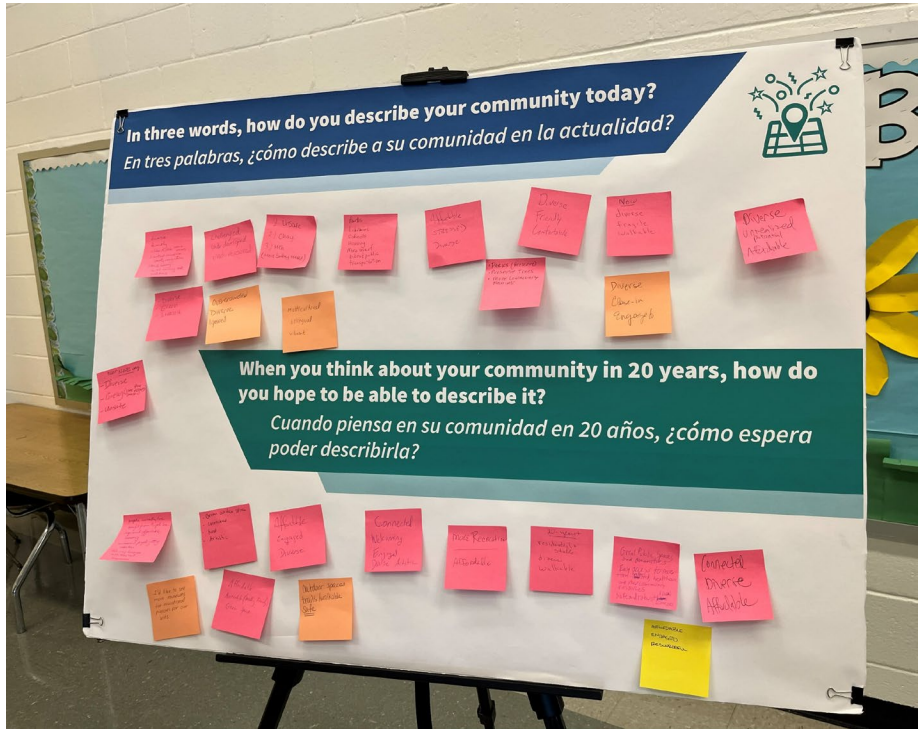
Total responses: 746

Languages spoken



Total responses: 554

# Community Engagement Highlights



**Interactive community conversations** focused on land use, housing, parks and transportation along key corridors in the Plan Area, Colesville Road, University Boulevard (top) and New Hampshire Avenue (bottom)

**Open houses** focused on plan-wide topics (top) and the area around Manchester Place (bottom)

**Community events and pop-ups**, including a graphic recording artist at Long Branch Festival (top) and Health Fair at Clifton Park Baptist Church (bottom)

# Community Engagement Highlights Continued

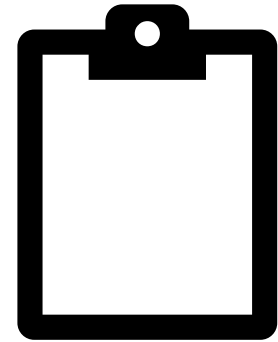


**Focus groups** with parents from New Hampshire Estates Elementary School (shown above) and residents from Northwest Park Apartments (no picture available)

**Walking tours** with Flower Avenue neighbors (top) and Friends of Sligo Creek (bottom)

**Continued conversations with key stakeholders:** CHEER's Long Branch Housing Action Team (top), Long Branch Business League (bottom)

# Online engagement



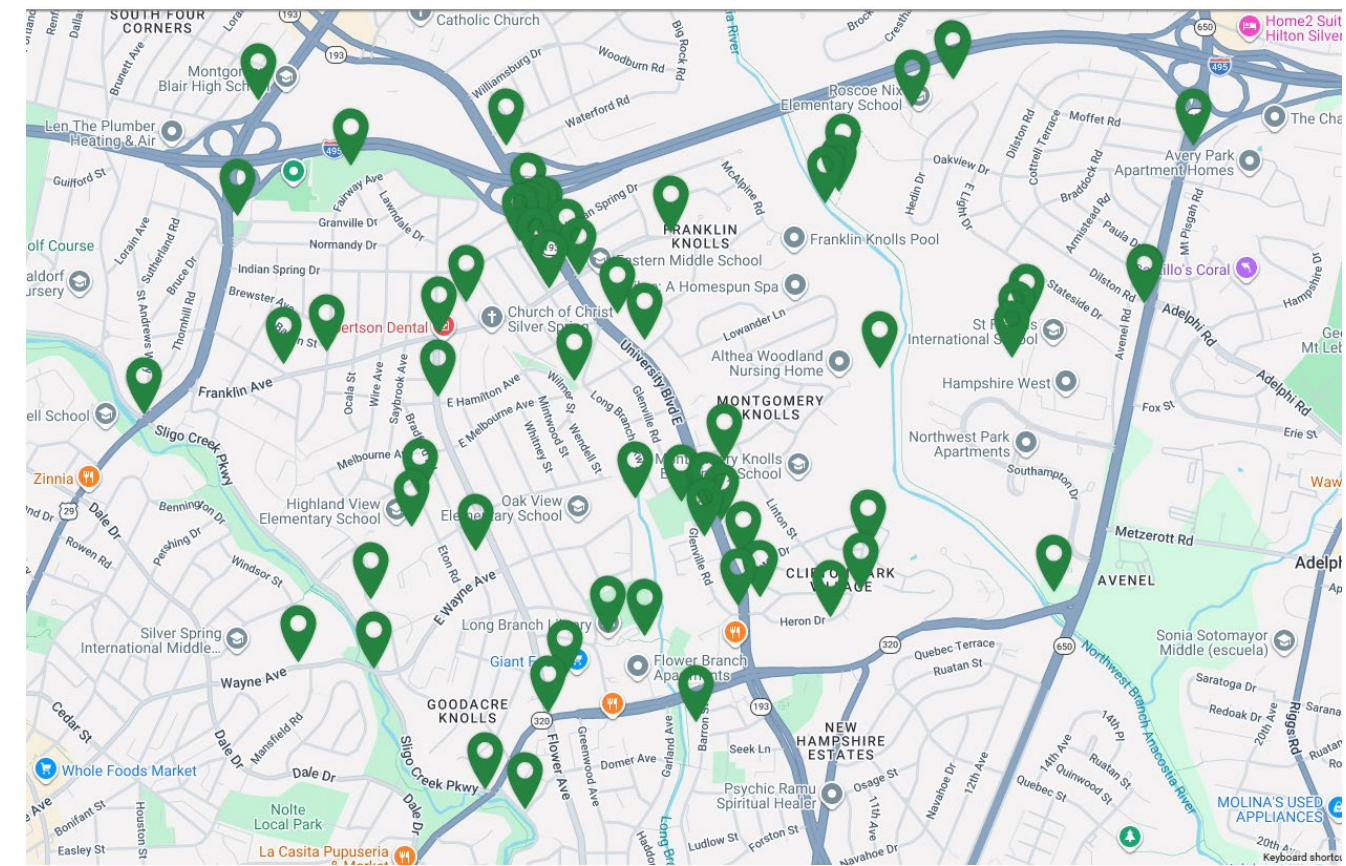
## Two questionnaires

*300 responses*



## Interactive map

*141 comments*



**Interactive map** allowed people to add comments online at specific locations (above) or text responses when they saw questions posted throughout the Plan Area (below)



# Major themes from engagement



## Love and appreciation for the diversity of this community and the parks in this area

People also highlighted the community facilities in this area and the diverse retail and restaurants.



## Need *safe* ways to get around without a car

Many people feel unsafe when walking along and crossing large roadways and in parks, public spaces, and on trails, especially at night.



## Excitement about the opportunities that the Purple Line will bring, as well as concern for the changes it may cause

Residents worry that more amenities will increase housing costs and the area will become unaffordable.

Businesses are concerned that rising rents will require them to move.

# Imagine Long Branch in 25 years, Imagina a Long Branch dentro de 25 años...

**WHAT WOULD YOU WANT TO CHANGE? / ¿QUÉ QUISIERA CAMBIAR?**

- MÁS ILUMINACION EN LAS ESCUELAS Y PARQUES PARA MÁS SEGURIDAD
- MORE SECURITY AROUND PARKS & SCHOOLS
- MÁS CLINICAS MEDICAS
- PEDESTRIAN CROSSING WITH LIGHTS
- MORE WALKABILITY
- QUIERO CAMBIAR LA BASURA DE LONG BRANCH
- CLEANER STREETS!
- DOGS ARE GREAT - PICK UP WASTE!
- WALKABLE!
- LESS LIQUOR STORES,
- MORE COFFEE SHOPS
- BAGEL SHOPS
- FINISH PURPLE LINE
- DAVE & BUSTERS AN ARCADE
- ANIMAL SHELTER EDUCATION ON ANIMAL SAFETY
- MORE VEGAN RESTAURANTS
- MORE FOOD OPTIONS
- MÁS RESTAURANTES Y SUPER MERCADOS CERCA DE LAS CASAS
- LOCAL MARKETS
- BETTER ROADS
- FOOD FOREST
- COMMUNITY GARDENS
- MORE TREES! MÁS ÁRBOLES!
- WE LOVE OUR PARKS!
- NATURE-BASED PLAY
- NATURAL SPACES
- MORE TRAILS & TRAIL MAINTENANCE
- MORE!
- MORE COMMUNITY EVENTS
- LONG BRANCH LIBRARY
- LONG BRANCH COMMUNITY CENTER!
- MORE LANGUAGE LEARNING OPPORTUNITIES
- PUBLIC TRANSIT!
- IT'S FRIENDLY!
- MÁS LUGARES DE RECREACION Y VERDES
- MÁS JUEGOS PARA NIÑOS
- WE LOVE NATURE AND SWINGS!
- AFFORDABLE HOUSING
- MÁS JARDINESZ AREAS VERDES; MÁS EMPLEO PARA LOS NIÑOS
- NIÑOS FELICES Y SEGUROS

**WHAT DO YOU LOVE AND WANT TO KEEP? / ¿QUÉ LE GUSTA HOY QUE QUISIERA MANTENER IGUAL?**

- MORE SECURITY AROUND PARKS & SCHOOLS
- DOGS ARE GREAT - PICK UP WASTE!
- WALKABLE!
- FINISH PURPLE LINE
- DAVE & BUSTERS AN ARCADE
- ANIMAL SHELTER EDUCATION ON ANIMAL SAFETY
- MORE VEGAN RESTAURANTS
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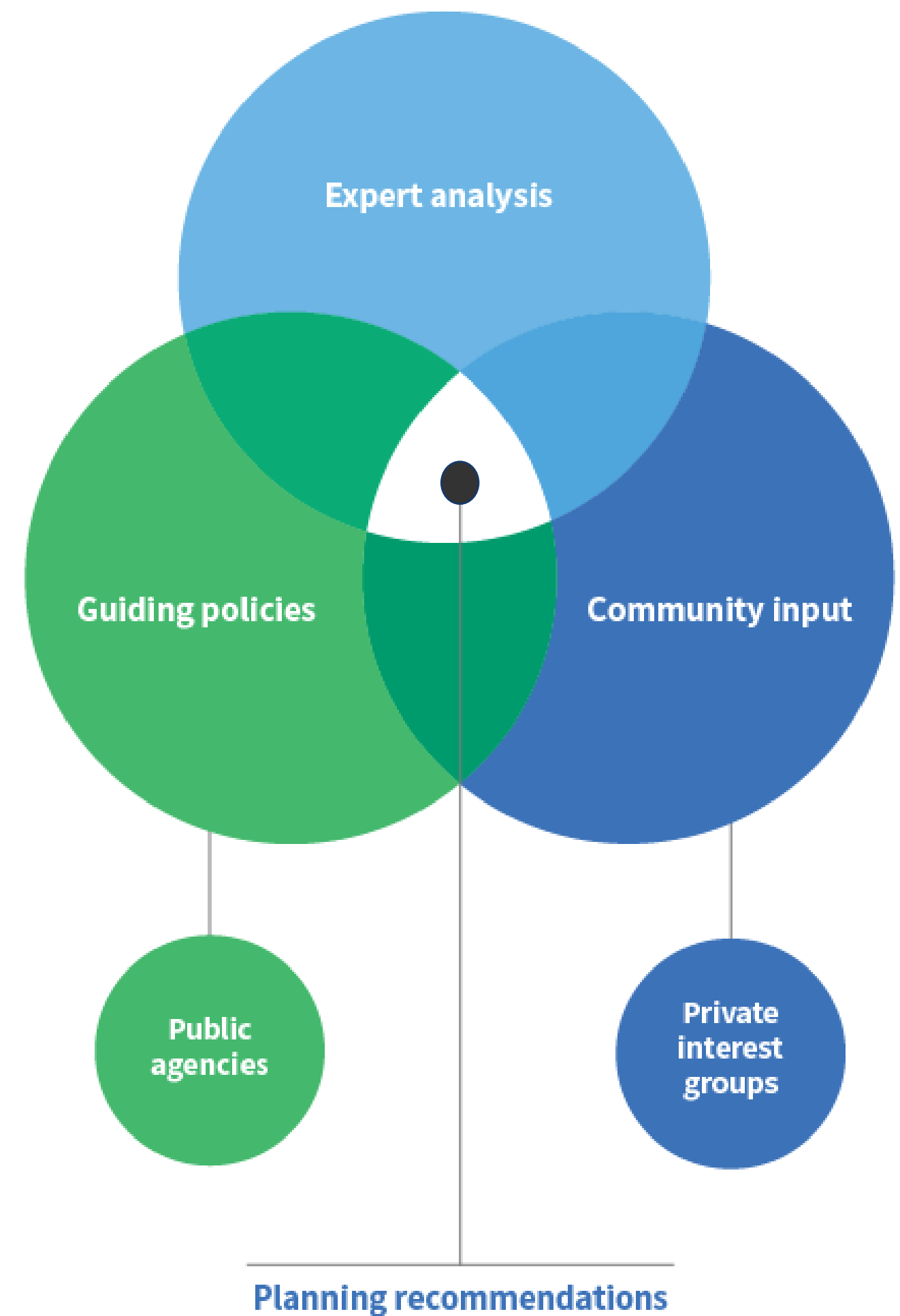


**Montgomery Planning**

L. LEVINE for CROWLEY & CO

Graphic recording from Long Branch Festival 2025

# Preliminary Recommendations



# Plan vision & goals



# Plan Vision

*Better connected, thriving, welcoming, resilient communities that offer residents choices in how they live, work, shop, play and travel.*

## Goals:

**Ensure a high quality of life for all residents**, through great parks, community facilities and safe places to gather

**Strengthen Long Branch as a vibrant mixed-use center**, that celebrates the community's diversity, preserves affordability, uplifts small businesses and offers better access to transit, with two Purple Line stations

**Increase the capacity to address climate resiliency**, adaptation, and greenhouse gas emissions

**Preserve and expand the amount of safe, subsidized and affordable housing**

**Create safer ways to get around and more options**, especially for those walking, biking, rolling and taking transit

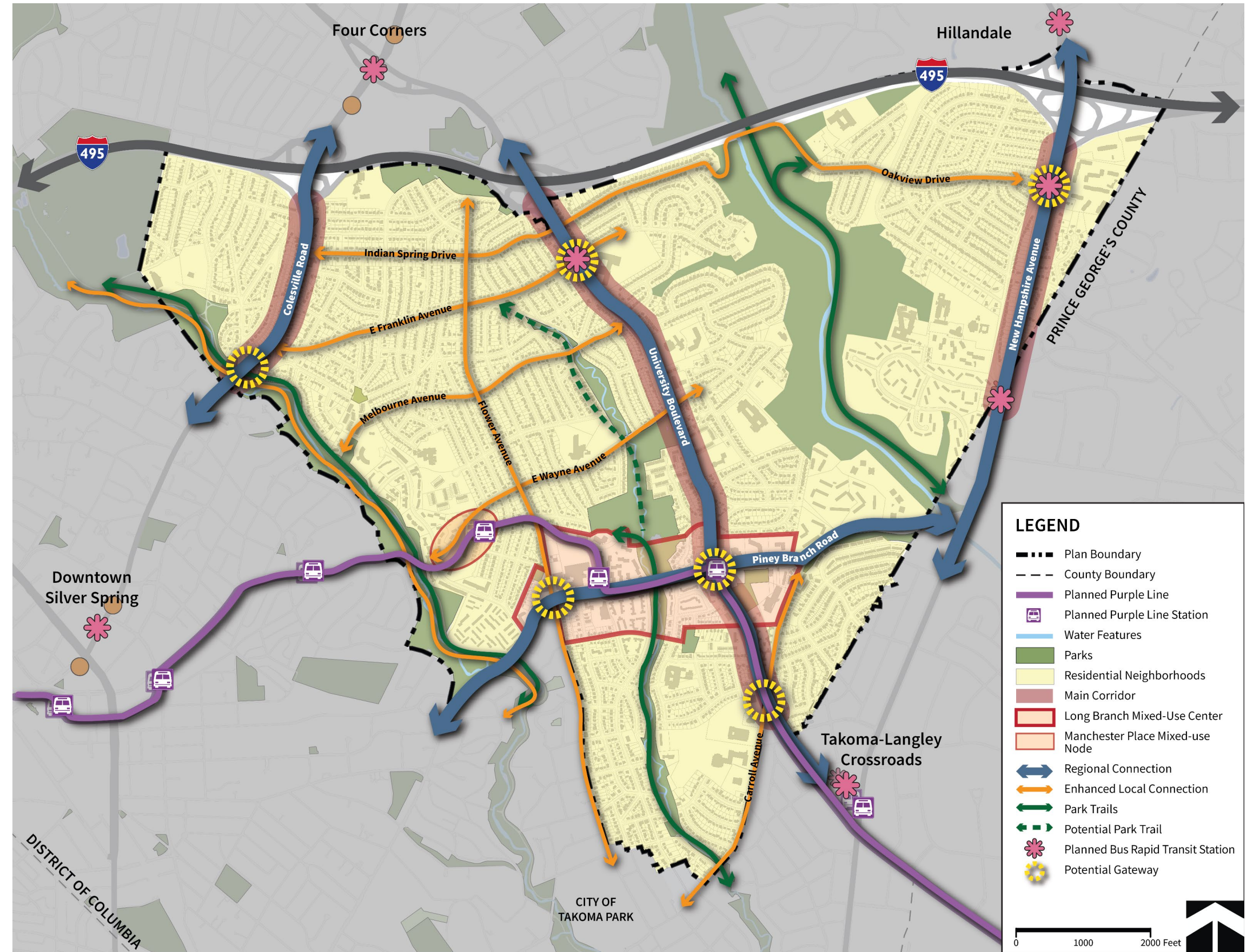
**Build more and different types of housing near transit**

**Ensure that current and future residents alike benefit from the investment and opportunities offered by the Purple Line and Bus Rapid Transit**

# Concept Framework

## Key elements:

- Main corridors
- Regional & local connections
- Mixed-use destinations: Long Branch & Manchester Place
- Residential neighborhoods
- Purple Line and Bus Rapid Transit stations
- Parks & park trails
- Gateways



# Plan-wide Elements

Focus of Planning Board Briefing on March 12



**Land use & zoning**



**Urban design**



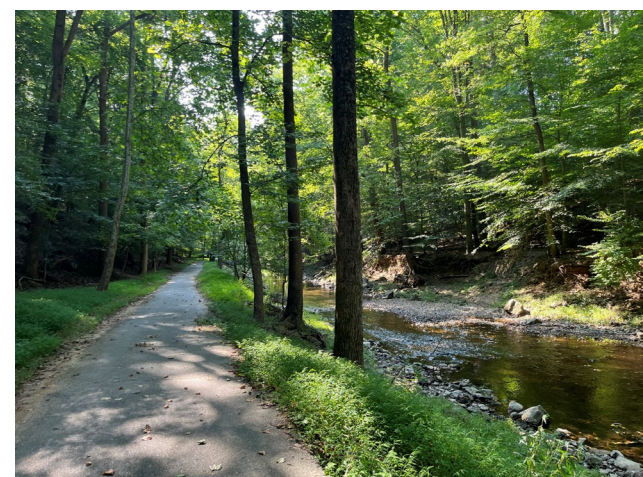
**Housing**



**Transportation**



**Economic development & small businesses**



**Environment**



**Parks & trails**



**Community facilities**



**Schools**



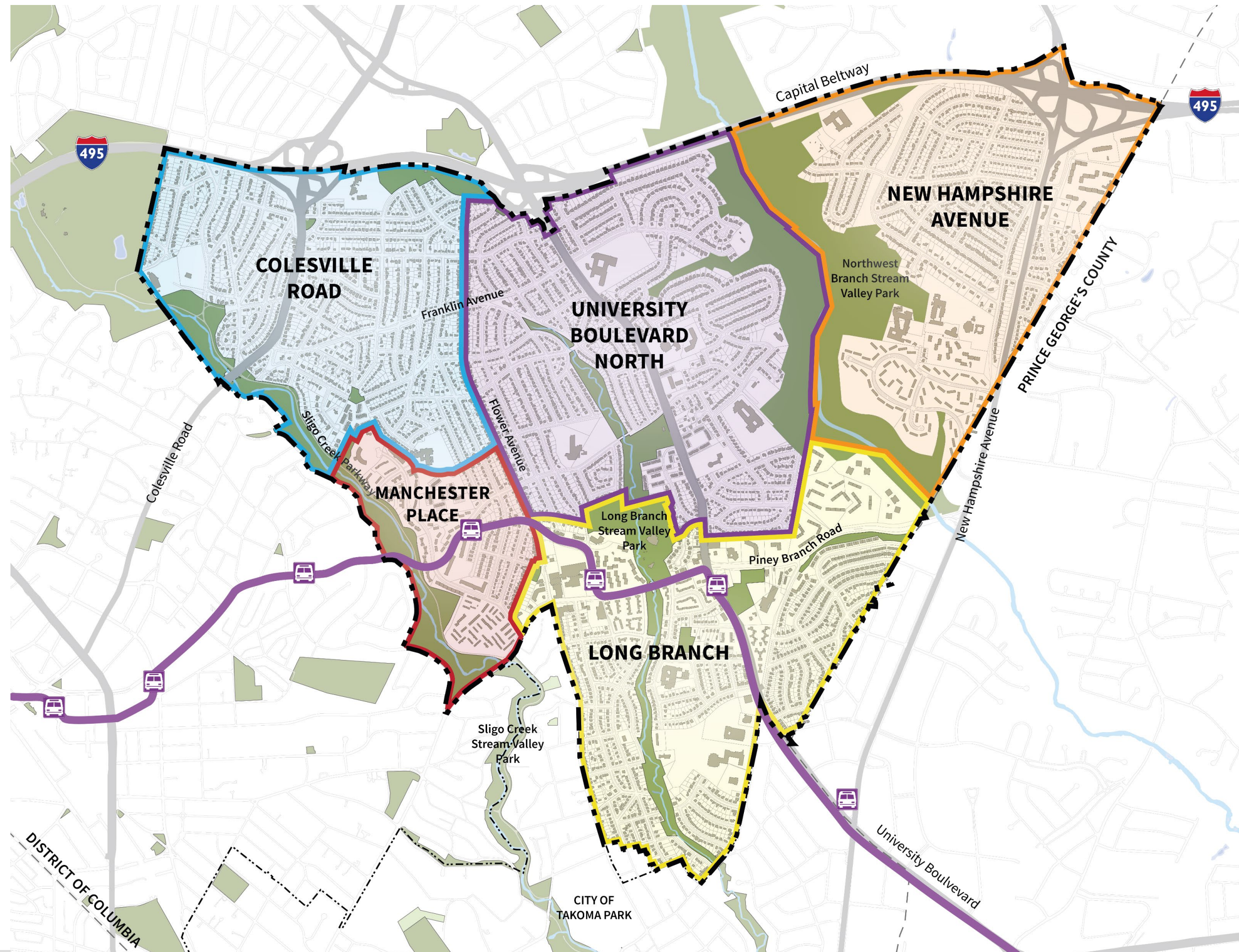
**Historic resources**

# Plan Districts

Focus of Planning Board Briefing on March 19

5 Districts within Plan Area:

1. Long Branch
2. Manchester Place
3. Colesville Road
4. University Boulevard North
5. New Hampshire Avenue



# Key Recommendations:

Leveraging the opportunity of **the Purple Line** and **future Bus Rapid Transit to:**



Create more opportunities for housing, different types of housing, community services and amenities



Retain affordability and ensure that deeply affordable housing is included in new development



Improve pedestrian safety and access to new transit



Support and create opportunities for small businesses in Long Branch

# Placemaking



# Placemaking in ESS: Gathering Spots

- Five locations
- Focal points for community life
- Small scale: approximately 20-500 s.f.
- Temporary: 3-6 months
- Align with Sector Plan recommendations
- Community participation in implementation
- Installation in Spring 2026



# Design Consultant EnviroCollab is a women-owned landscape architecture, urban planning, and creative placemaking firm based in Baltimore, MD.

Ta’Keshia Barnes  
Project Designer

Heidi Thomas  
Principal



Cherisse Otis  
Associate Principal

Evan Constantine  
Associate Designer



Lisa Walker Doughty  
Project Designer

Amy Sametshaw  
Senior Associate



# Design Consultant **enviro|collab**

EnviroCollab is a women-owned landscape architecture, urban planning, and creative placemaking firm based in Baltimore, MD.



# Placemaking Elements



Signage

+



Safety

+



Landscape

+



Amenities

=



## Gathering Spots

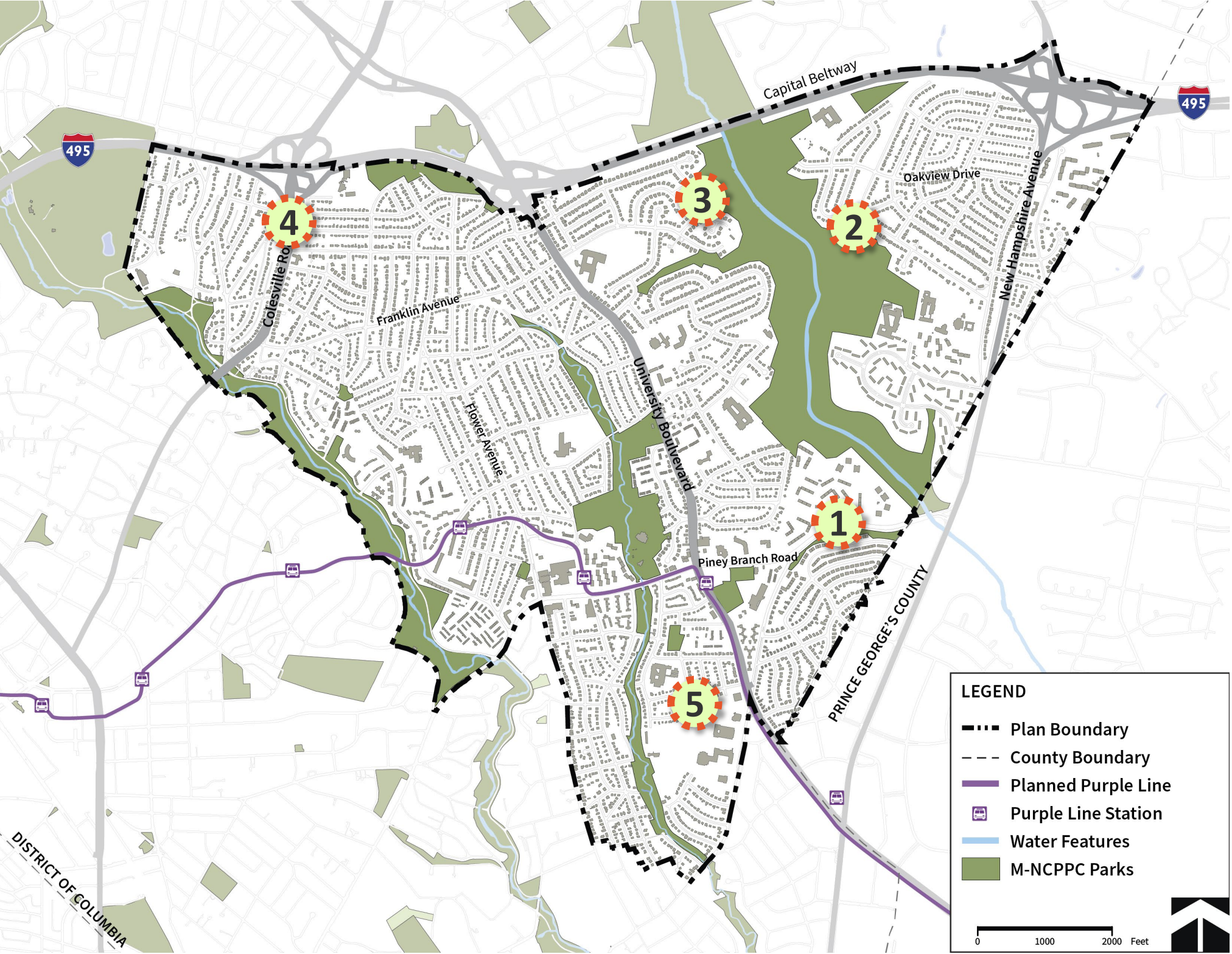
- Storytelling
- Interpretive Signage
- Cultural Icons
- Neighborhood Maps
- Community Resource Stations

### Prioritizing:

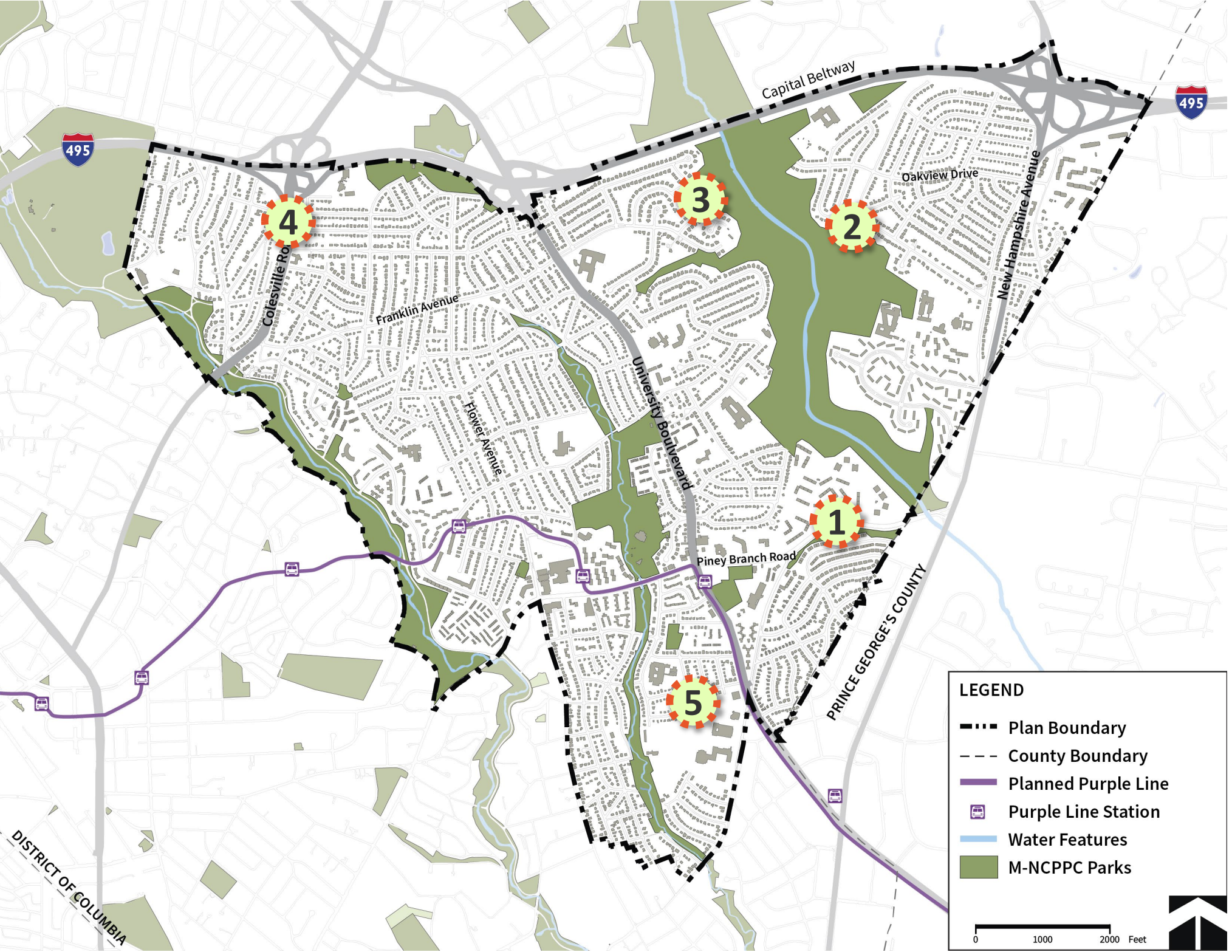
- Accessibility
- Sheltered Seating
- Vertical Visual Interest
- Communication/Community Interaction



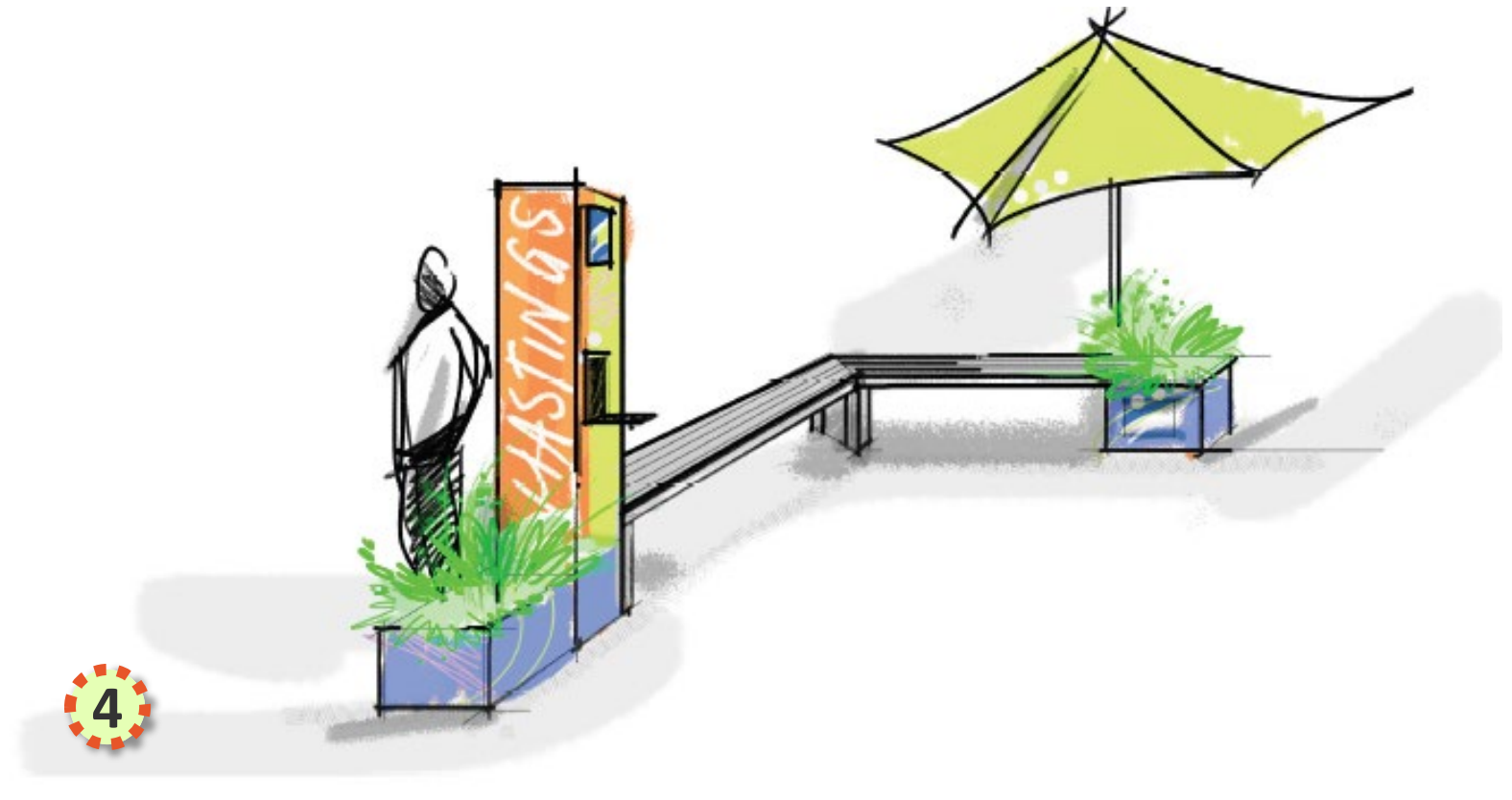
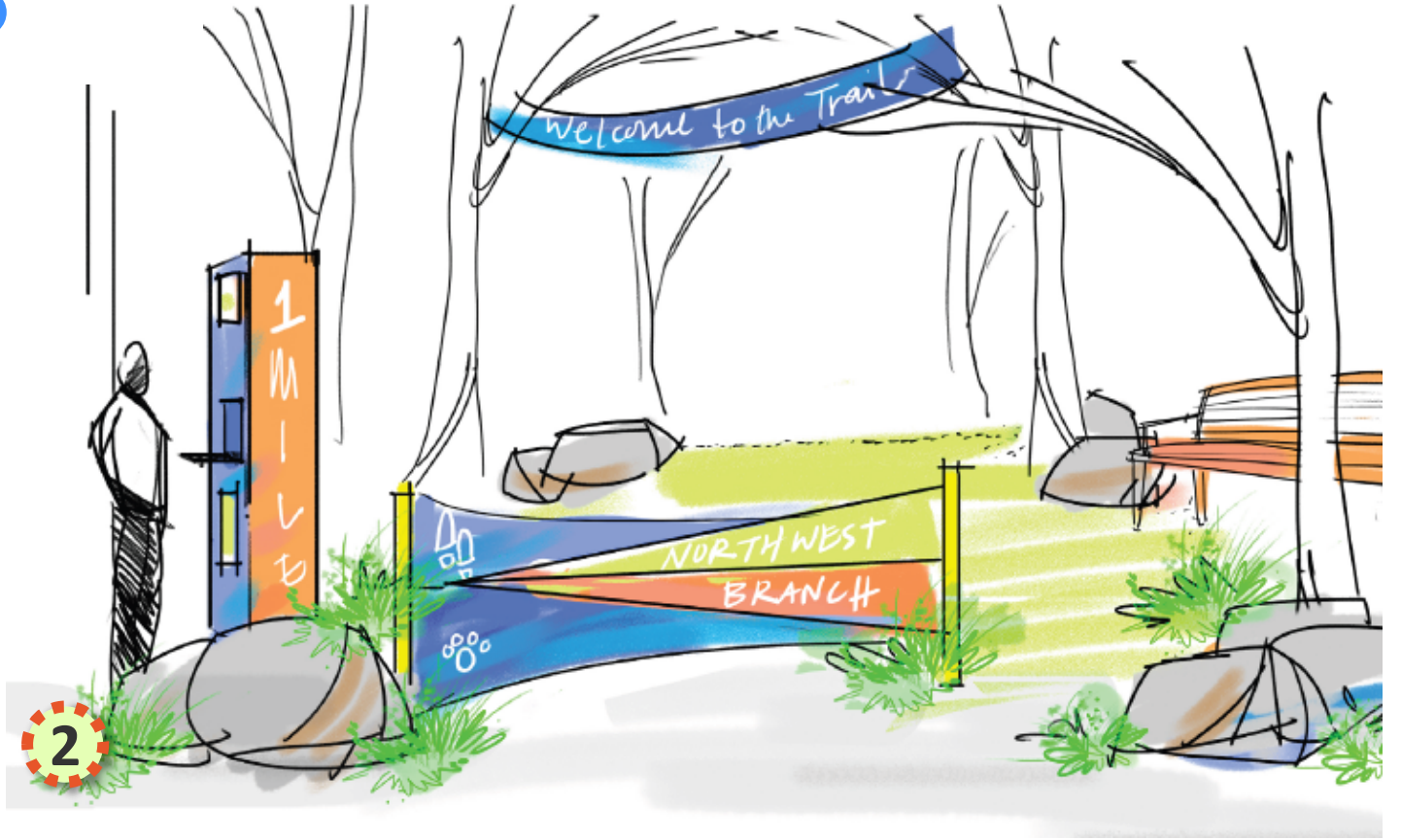
# Map of Gathering Spots



# Map of Gathering Spots



# Concept for Gathering Spots



# Next steps

# Upcoming Briefings

- **March 12: Briefing Part #2 - Plan-wide recommendations**
  - Transportation, housing, environment, parks, schools, community facilities, urban design, and historic preservation.
  - Attachment A pages 15-48
- **March 19: Briefing Part #3 - District and zoning recommendations**
  - District, land use, zoning, and site-specific recommendations
  - Attachment A pages 49-100

# Ongoing Engagement

- Virtual:
  - Explainer and videos of key recommendations
  - Interactive map of zoning recommendations
  - Complete preliminary recommendations
  - Questionnaire to share feedback
- In-person:
  - Upcoming open house on April 21 from 5-8pm at the Long Branch Community Recreation Center, in partnership with CHEER
  - Placemaking “gathering spots”
  - Community meetings - Invite us to your next community meeting!
  - Coordination with community organizations, property owners, agency partners, and others

## Current Phase: Preliminary Recommendations

You've helped us shape these recommendations. Now tell us if we got it right.

Since 2023, community members like you have shared your ideas, priorities, and hopes for the future of Eastern Silver Spring. We've taken what we heard—along with planning best practices, county policies, data analysis, and staff expertise—to create a set of preliminary recommendations. Now we're ready for your feedback.



[Read the preliminary recommendations \(English\)](#)

[Vea las recomendaciones preliminares \(Español\)](#)

## Explore the Preliminary Recommendations



### Read the Explainer

A quick [4-page summary of the recommendations](#).



### Watch the Video Series

Nine [videos focused on key preliminary recommendations](#) (housing, zoning, the environment, etc.)—and why they matter!



### Zoom into the Interactive Zoning Map

Focused solely on zoning preliminary recommendations, take a birds-eye or address specific view via our [Interactive Zoning Map](#).



### Tune In

On March 5, March 12, and March 19 our team is presenting to the Montgomery County Planning Board. [Watch live or on-demand](#).

## We want to hear from you!

Let us know whether the recommendations reflect what you want to see in your community.

[Complete our questionnaire](#)

[montgomeryplanning.org/esscp](https://montgomeryplanning.org/esscp)

# Plan Timeline

