



Montgomery Planning East County

March 19, 2026

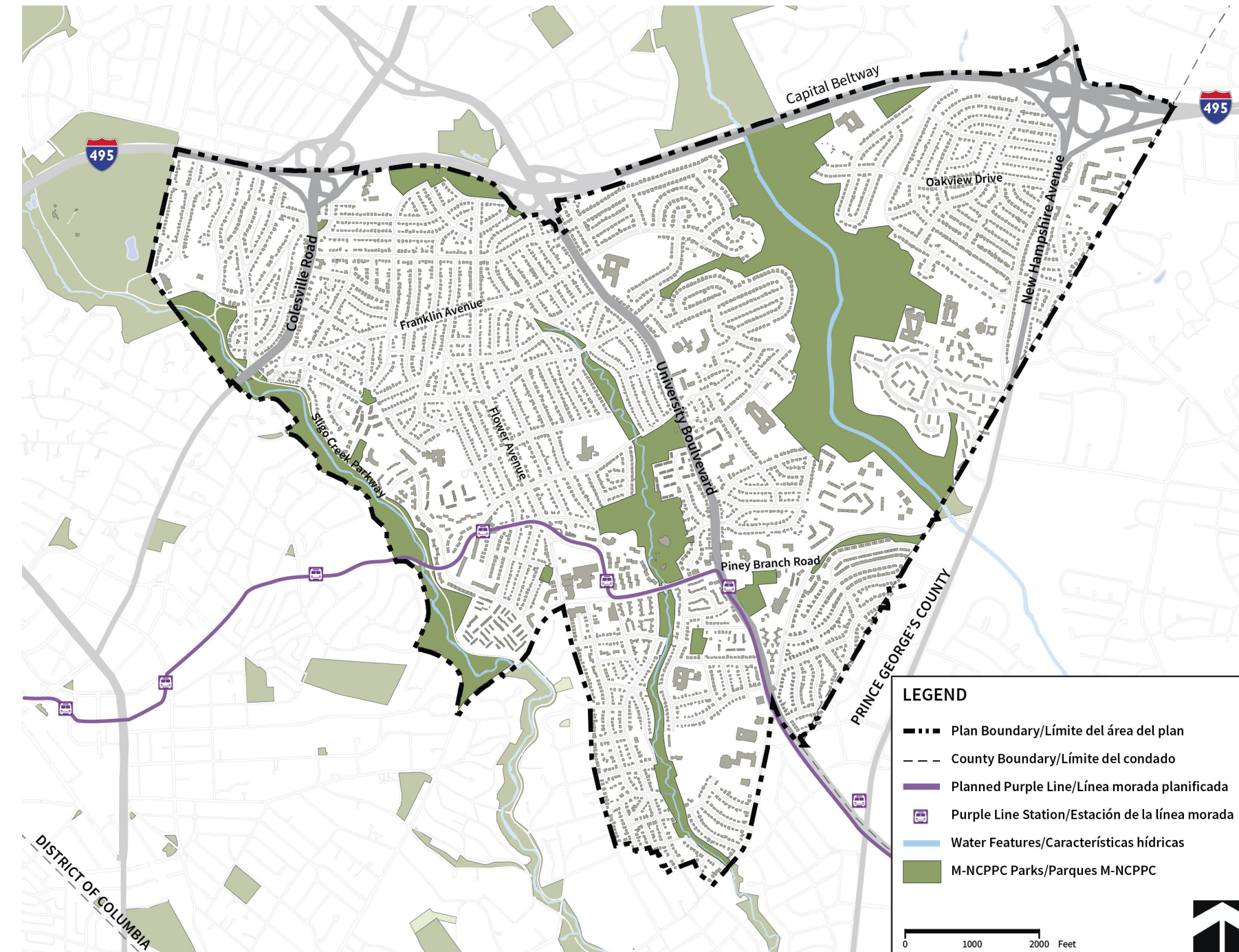
Preliminary Recommendations Briefing #3

Eastern Silver Spring Communities Plan



Part 3 – Plan-wide recommendations

- Urban design & historic resources, housing, transportation
 - Break for discussion
- Economic development & small businesses, environment, parks & trails, community facilities
 - Next steps & discussion



Attachment A, page 15

Urban design & historic resources

Urban design: Attachment A, page 16

Historic resources: Attachment A, page 47

Urban Design & Historic Resources: Context

- 87% of structures were built between 1933 -1963
- Auto-oriented design
- Few public spaces, beyond public parks
- Pedestrian connectivity is fragmented



Bestway Market on Piney Branch Road



Businesses on University Boulevard



Flower Theater on Flower Avenue



Shops and Restaurants on Flower Avenue



Tanglewood Apartments



Homes in Oakview

Urban Design & Historic Resources: What We Heard

Desire to **celebrate the diversity of the community** and for more places to gather

Need to **feel safer in public spaces, parks and along trails**, especially at night

Desire for **better connections** across busy roadways and to nearby destinations

Desire for **improved streetscapes**, that include **safe, comfortable sidewalks** and buffers, separating pedestrians from the roadway

Community conversations included discussions about building types along corridors and types of placemaking





Vibrant and Well-Connected Communities

Public Realm Experience & Livability

Corridors:

- Provide high quality streetscapes for all modes of travel
- Focus tallest buildings along the street and transition in height and scale to surrounding neighborhoods

Neighborhoods:

- Expand diversity of housing types and maintain house-like scale and appearance
- Provide sidewalks on key streets that integrate into a broader pedestrian network

Open Space:

- Establish a hierarchy of public and privately-owned public open spaces that are easily identifiable, accessible, and provide activated uses



Illustrative concept rendering depicting public open space and infill housing along University Boulevard



Example of a triplex



Example of activated public open space

Public Realm Street Grid & Movement

Streets:

- Establish a hierarchy of interconnected streets and trails that are accessible, inviting, green, and safe
- Explore the creation of shared streets at key public places

Blocks:

- Create a finer network of streets that supports compact development, walkability, and increased connectivity
- On larger blocks, include active mid-block connections such as paths and shared streets

Utilities and Services:

- Reduce surface parking, encourage structured and shared parking
- locate parking facilities and utilities away from public view.



Illustrative concept rendering depicting a conversion of surface parking into a plaza



Examples of shared streets and mid-block connections

Building Form

- Locate new buildings close to the street
- Orient primary face and entrances towards the street
- Provide active ground floor uses
- Provide variation in building type, massing, and scale
- Encourage infill development on underutilized sites
- Locate civic and institutional buildings on prominent sites that are highly visible and easily accessible



Illustrative concept rendering depicting buildings located close to the street with active ground uses and a lively public realm



Left: Buildings close to the street with active uses, and institutional buildings in prominent locations. **Right:** Scale transition

Historic Resources

- Designate the Snow House, 9013 Flower Avenue, as a Historic Site in the Master Plan for Historic Preservation.
- Educate owners of historic properties on the benefits of local, state, and federal historic preservation tax credit programs.



The Margaret Snow House, 9013 Flower Avenue. Source: Montgomery Planning

- Collaborate with and support local partners to explore interpretation of sites and areas that recognize the diversity, heritage, and history of the Eastern Silver Spring community. Potential areas of focus could include but not be limited to: Latino/a history, mid-century architecture, and the New Hampshire Estates duplex community.

Housing



Attachment A, page 22

Housing: Context

- The Plan Area includes single-family homes, townhouses, and multifamily buildings, offering a range of housing choices for different household needs, aligning with the vision for housing in Thrive 2050.
- Housing in the Plan Area is generally more affordable than other parts of the county, but many households still struggle to afford it.
- Families and individuals often share units to manage high rental costs.
- Nearly two-thirds of the county’s 84 “troubled” or “at-risk” multifamily rental properties are in the Plan Area—mostly small, aging multi-family buildings .



Housing: What We Heard

Key Partnerships: CHEER & Long Branch Housing Action Team

Housing needs identified by **renters & multi-family residents**

- High quality affordable apartments
- Reducing displacement
- Larger apartments in new developments

Housing needs identified by **single-family homeowners**

- Balance existing neighborhood qualities with opportunities for growth
- More affordable housing
- Mixed opinions on types of new development and where it should occur



- Major concerns about **affordability and displacement**
- **Overcrowding and poor living conditions** in many multifamily buildings, including mold, pests and inadequate maintenance
- Need to support vulnerable residents

Housing: *Affordable Housing and No Net Loss*

Support Preservation and Displacement Mitigation. Maintain affordability and support right-to-return with relocation assistance.

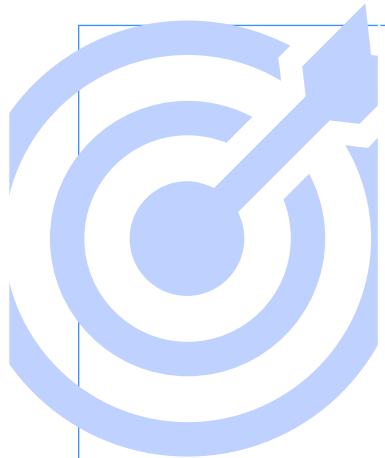
Encourage Delivery of Deeply Affordable Housing. Coordinate with DHCA, HOC, and developers to include units affordable to households earning below 50% AMI.

Expand Affordable Housing Supply. Increase income-restricted units for low- and moderate-income households.

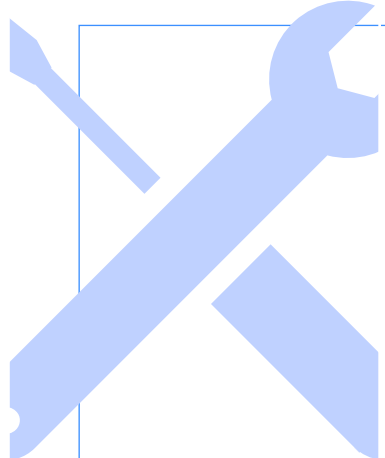
Promote Use of Funding and Incentives to Support Affordability. Use tools like HIF contributions and PILOT to support affordability and educate property owners.



Housing: *Preservation and Housing Quality*



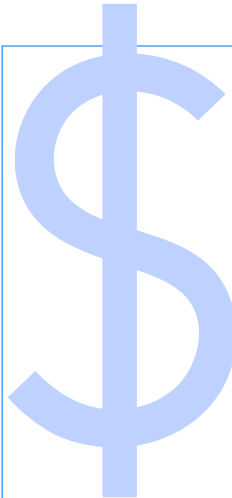
Target Priority Buildings for Preservation



Support Small Building Upgrades with Affordability Protections



Ensure Consistent Code Enforcement



Use Financial Incentives to Preserve Affordability



Housing: *Diversity of Housing Types*

- **Accommodate a Range of Household Needs.** Encourage a mix of building types and unit sizes to support families with children, multigenerational households, and seniors.
- **Incentivize Larger MPDUs.** Promote the inclusion of two- and three-bedroom MPDUs in all eligible residential developments.
- **Expand Entry-Level Ownership Options.** Encourage development of duplexes, townhouses, and small condo buildings to create ownership opportunities for renters.

Housing on *Publicly Owned Property*



Require 30% MPDUs in public property redevelopment.



Explore co-location of housing on underutilized public sites.

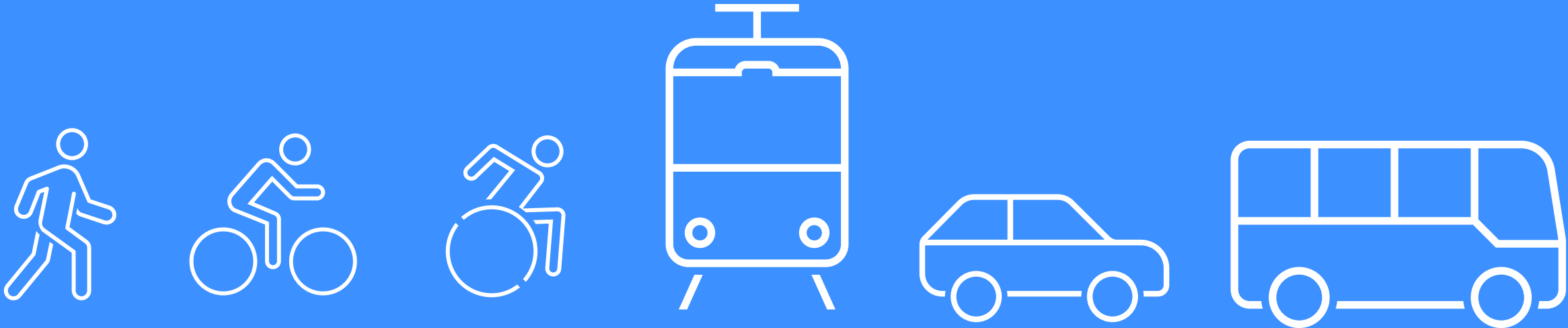


Prioritize acquisition of multifamily properties when they become available for sale to preserve affordability.



County-owned properties in the Plan Area include the Long Branch Library (top) and the CASA Welcome Center (bottom)

Transportation



Attachment A, page 25

Transportation: Context

- Served by 4 major roads - 3 of these roads are high injury network corridors
- 15 Ride On routes, 5 Metrobus routes, 1 Bus Rapid Transit (BRT) Route - No stops
- 3 Purple Line stations under construction, with 2 planned BRT routes
- Existing bikeways are along trails
- Major roads are uncomfortable for pedestrians and many neighborhood streets lack sidewalks



University Boulevard



Northampton Drive



New Hampshire Avenue



*Piney Branch Road Purple Line Station
(Under Construction)*

Transportation: What We Heard

Main takeaway:

People want to be able to walk safely to nearby destinations.

Need for sidewalks on streets without them; wider, unobstructed sidewalks on main corridors; and additional protected crossings.

- Identified specific locations for: new or improved sidewalks and crossings, places to bike safely, bus stops, and lighting
- We also heard about where people want to go, which varied by neighborhood, and included Downtown Silver Spring, Takoma Park, Takoma Langley Crossroads, and White Oak



Transportation solution activity at the 2025 New Hampshire Avenue Community Conversation (above); Walk with Flower Avenue neighbors in June 2024

Streets and Intersections

Key recommendations:

- **New streets/street connections** in the Manchester Place, Long Branch, and New Hampshire Avenue Districts
- **Enhance speed management** along Colesville Road, University Boulevard and New Hampshire Avenue
- **Signalize, close, or restrict median breaks** to prevent unsafe turns and improve overall traffic flow and safety
- **Create safer signalized intersections**
- **Protected intersections** at all intersections with existing or planned bike facilities



Bicycle and Pedestrian Network

Key recommendations:

- **Construct a bicycle and pedestrian connection** over the Northwest Branch Trail, adjacent to I-495 to connect the Franklin Knolls and Oakview neighborhoods
- **Support the SHA Pedestrian Safety Action Plan (PSAP)** for New Hampshire Avenue and develop an interim bicycle network along Avenel Road, Mount Pisgah Road, and the residential service roads of New Hampshire Avenue to complement the PSAP
- **Reconfirm the 2018 *Bicycle Master Plan* recommendations** with updates on Flower Avenue, Wayne Avenue, and E Indian Spring Drive
- **Expand Capital Bikeshare and micromobility options**, scooters and dockless e-bikes, in the plan area at future Purple Line and BRT stations
- **Still under development:** concepts to improve connectivity along New Hampshire Avenue interchange



Pedestrian Network

Key recommendations:

- **Sidewalks on neighborhood streets** (prioritized for each district)
- **New pedestrian connections** from surrounding neighborhoods to parks/trails, corridors, and Purple Line Stations
- **Wider sidewalks** on the corridors, with street buffers
- **Provide protected pedestrian crossings** that are consistent with the maximum spacing for protected crossings on all street types (consistent with County spacing requirements)
- **Install branded wayfinding** to enhance navigation to key destinations
- **Underground existing and new utility lines**

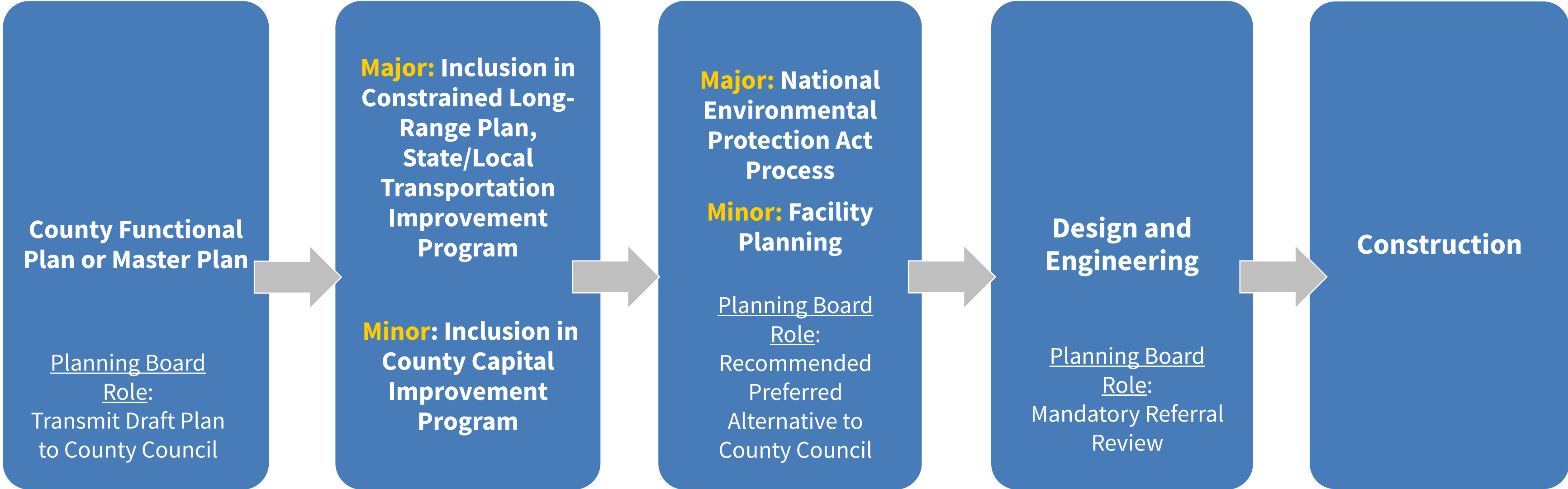


Transit Context

University Boulevard
 (current stage: not yet funded)

New Hampshire Avenue
 (current MCDOT stage: planning phase)

Colesville Road
 (current MCDOT stage: 35% design for median hybrid lane concept)



Transit

Key recommendations:

- Support the implementation of BRT along Colesville Road, University Boulevard, and New Hampshire Avenue:
 - Colesville Road:
 - Consider retention of the BRT station, south of I-495, with the redevelopment of properties along the corridor.
 - University Boulevard:
 - Reconfirm the stations and route
 - Convert one travel lane in each direction, between I-495 and Piney Branch Road, for dedicated transit lanes



Discussion

Economic development & small businesses



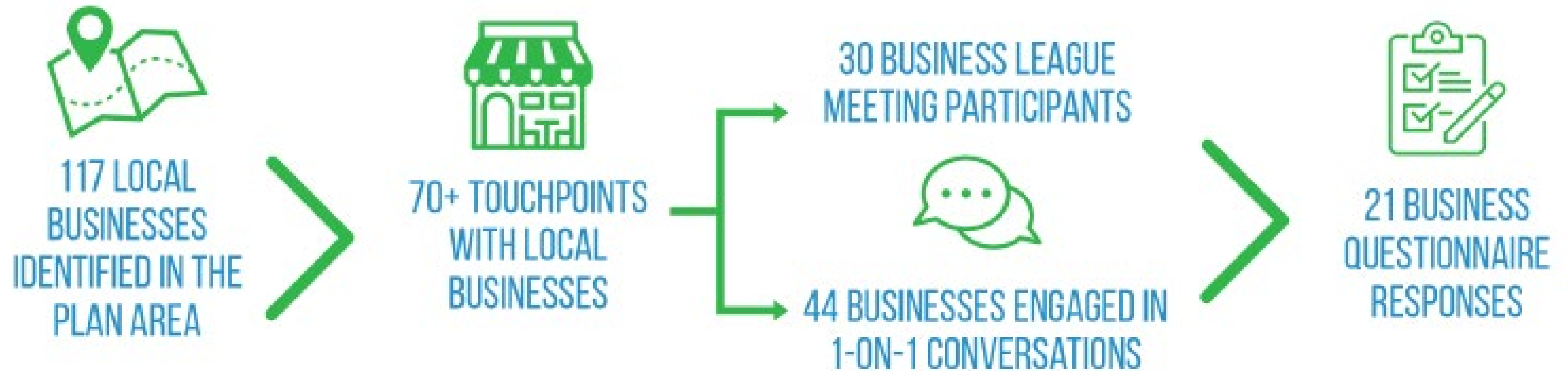
Attachment A, page 28

Small Businesses: Context

- Long Branch is an existing commercial destination, with:
 - Long-tenured, culturally important businesses
 - Low vacancy
 - Aging commercial buildings
 - No recent redevelopment activity



Engagement with Small Businesses



Small Businesses: What We Heard

- Mix of concern and excitement about the Purple Line
- Majority of business owners (75%) feel their square footage (retail) is “just right”
- Challenges: traffic, vagrancy in front of their businesses, and sidewalks that aren’t conducive or attractive for pedestrian traffic
- Many people drive to local businesses, but people also walk, bike, and arrive on various bus lines
- Largest barriers to success in Long Branch: (1) Purple Line construction, (2) high rent costs, (3) parking accessibility, and (4) limited vacant properties



**Key Partner:
Long Branch Business League**

Economic development & small businesses

Key recommendations:

- Incentivize preservation of small businesses and local entrepreneurship.
- Create a place-management organization
- Establish a Commercial Land Trust
- Create a legacy or international business marketing program highlighting unique offerings of the retail centers.
- Emphasize code enforcement of commercial property to prevent deferred maintenance.

Environment

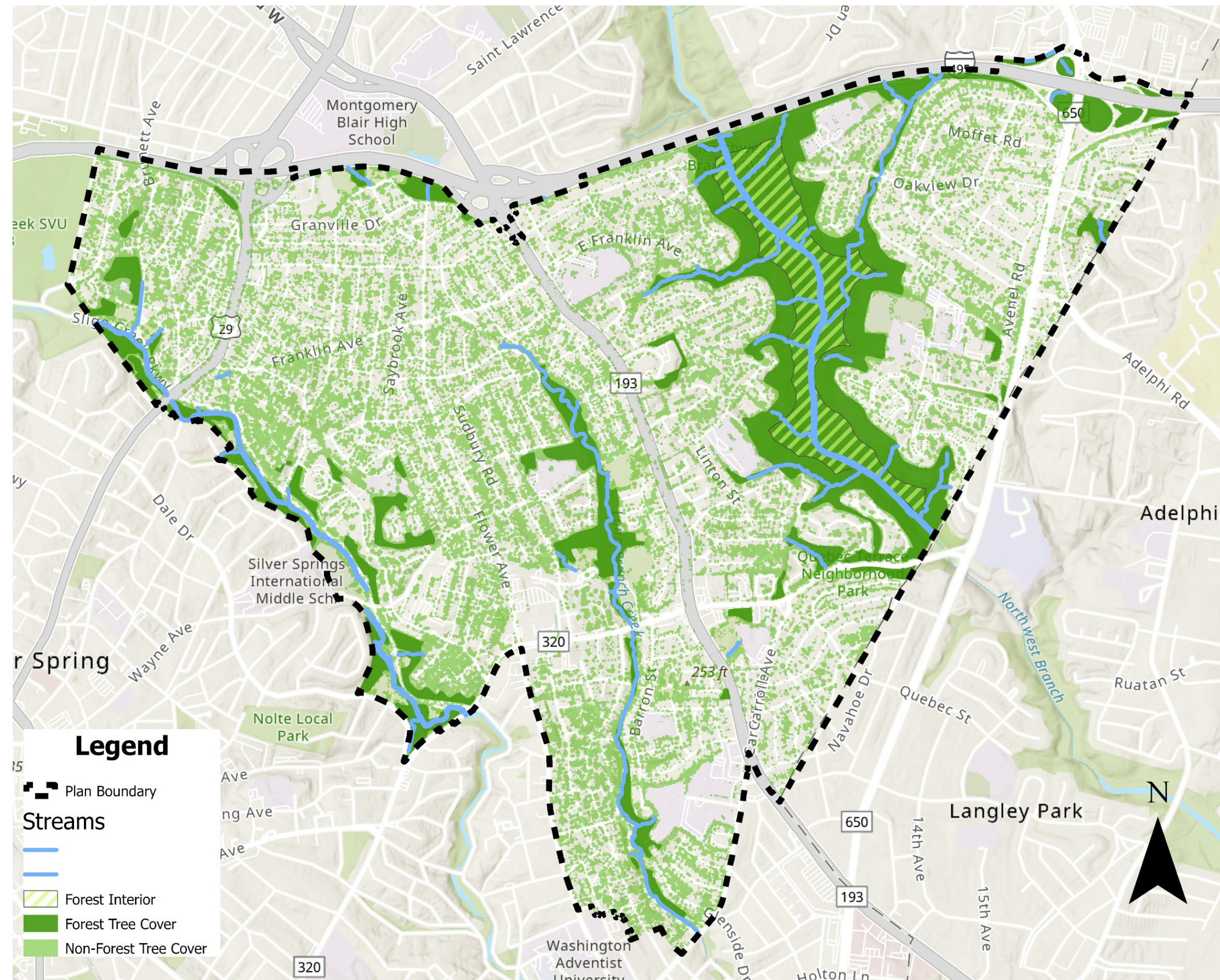


Attachment A, page 30

Environment: Context

The Plan Area includes:

- 36% impervious surface
- 25% non-forest tree cover
- 15% forest cover
- Over 30,000 linear feet of streams within the Sligo Creek and Northwest Branch watersheds



Environment: What We Heard

Desire for **more trees, shade and green spaces**

Need to **protect stream valley parks**, as environmental assets

Concerns about **tree loss, stormwater management, flooding and erosion**

Need for **more ways to grow food in the Plan Area** and address food insecurity

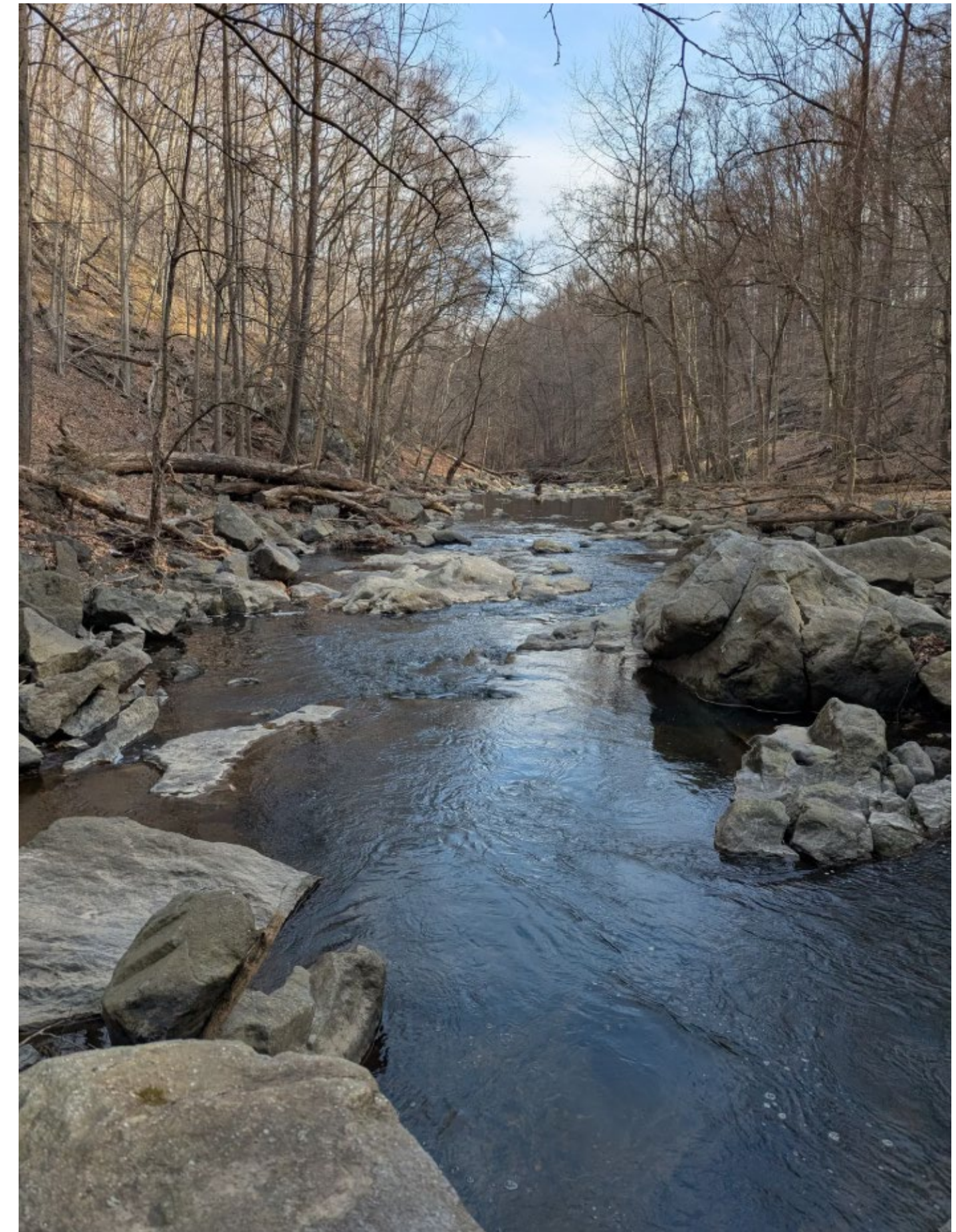


*CHEER Garden Tour, Sept. 2025 (above),
Friends of Sligo Creek Walking Tour, June 2025 (below)*

Protect and Restore Natural Resources

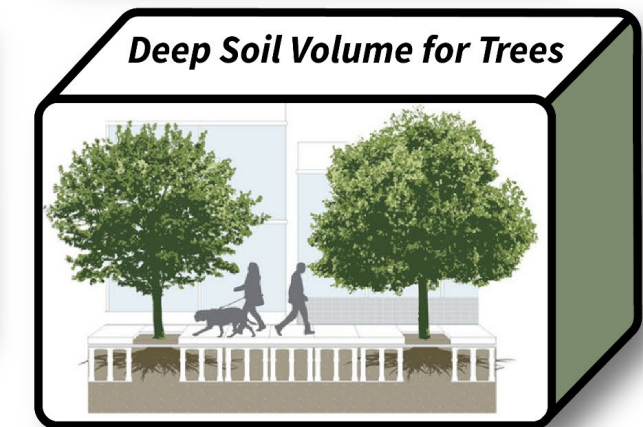
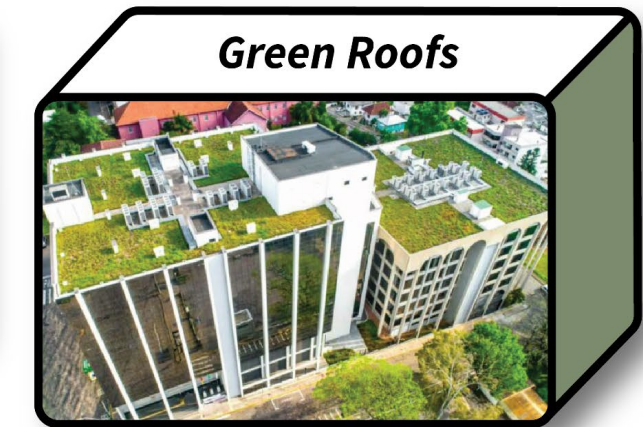
Protect, restore, and create habitat to improve climate resiliency, mitigate climate change, and improve health and wellness for all beings.

- Preserve and restore forests, especially those adjacent to parkland
- Protect and restore aquatic resources
- Plant native trees and shrubs



Northwest Branch

Nature-Based Design Solutions



Include Nature-Based Solutions throughout urban landscapes on public and private properties

Benefits



Healthier & Cooler Streets

- **Exploring ways to make streets healthier** and reduce impacts from high-traffic roadways, such as harmful pollutants and noise for those living along and near main corridors and highways
- **Proposed network of cool streets** to offer shaded, comfortable pedestrian paths and sidewalks, connecting the existing network of stream valley parks, neighborhood parks and trails, and other important destinations.



Illustrative rendering depicting treelined streets

Green Buildings

Create healthy and resilient places to live.

Sustainable Building Design

- Encourage exceeding the County's minimum energy standards
- On Commercial-Residential (CR) zones use Incentive Zoning points in the category of Green Buildings to achieve high performing, energy efficient buildings.
- To the extent possible, optimize building and site orientation to maximize passive and active solar energy
- Use on-site alternative energy generation such as solar and geothermal, micro-grids, co-generation, energy hubs, etc.



Anne M. Lynch Homes at Old Colony, a public housing development in South Boston, Massachusetts

Food Security

Shorten supply chains, reduce food waste, lower carbon emissions, support a local economy, and improve the environment

Improve Food Security

- Allow commercial food kitchens, food processing, and rooftop farms as accessory commercial uses in the Plan area.
- Increase capacity for local food growth and independence through increased opportunities for community gardening and agricultural efforts.
- Support the establishment of healthy corner stores, farmers markets, and other food access points.



Hydroponic greenhouse at Clifton Park Baptist Church



CHEER's community gardens throughout the Kilmarock neighborhood

Parks & trails



Attachment A, page 37

Parks: Context

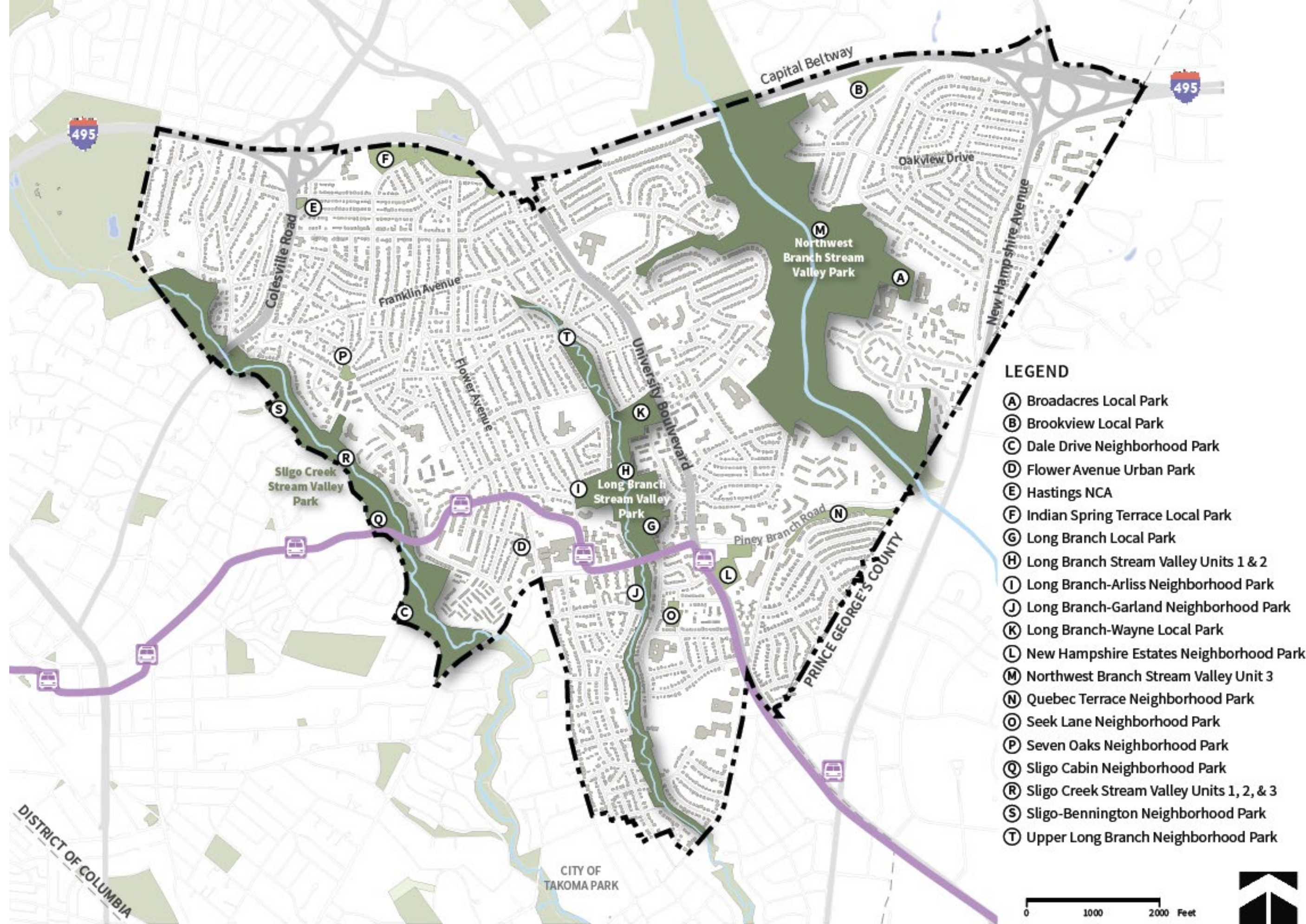
- **Park Amenities:** Most adequate, with gaps in the NE
- **Park System:** majority of parkland dedicated to 3 Stream Valley Parks and associated trails
- **Best Natural Area:** Northwest Branch Stream Valley
- **Ongoing improvements:** Park Renovations, Long Branch Parks Initiative, trail grants and restoration projects



Northwest Branch Stream Valley Park

Parks in the Plan Area

- 20 M-NCPPC parks
- ~ 387 acres of parkland
- 3 Stream Valley Parks
- ~7.3 miles of paths & trails



Note: Park acres do not include school sites.

What We Heard: Parks & Trails

Love and appreciation for local parks and trails, especially Sligo Creek

Desire for **new and improved amenities, especially community gathering spaces**

Need for **environmental protection** of the stream valley parks (including managing erosion, invasive vines, and trash)

Need to **feel safer** in parks and on trails



Colesville Road Community Conversation, May 2025 (above); Walking tour with Friends of Sligo Creek, June 2025 (below)



**Key Partners:
Friends of Sligo Creek &
Neighbors of Northwest
Branch**

New Parks & Public Spaces

- **Repurpose** existing parkland
- **Expand** existing **parkland** + formalize rights-of-way (ROW)
- **Collaborate with other** public space **providers** and community organizations
- **Create new public spaces** through redevelopment of large sites



Repurpose Hasting Neighborhood Conservation Area as Neighborhood Park



Example of Civic Green, Crown Park, Gaithersburg, MD

Park Accessibility, Stewardship & Safety

- **Improve park access, visibility, community interaction, and connections**
- **Strengthen** natural and cultural **stewardship** through partnerships
- **Promote community pride** through **public art**
- **Design safer parks, public spaces and trails** with Crime Prevention Through Environmental Design principles, **clear wayfinding**, and **lighting** when appropriate.



Bruce Drive Connection to Sligo Creek Trail



Broadacres Local Park, entry through school parking lot



Stream Clean-Up Volunteer Event



People's choice natural surface trail located at the west side of NW Branch Stream Valley Park

Parks & Public Spaces – Key Recommendations

New Park Experiences:

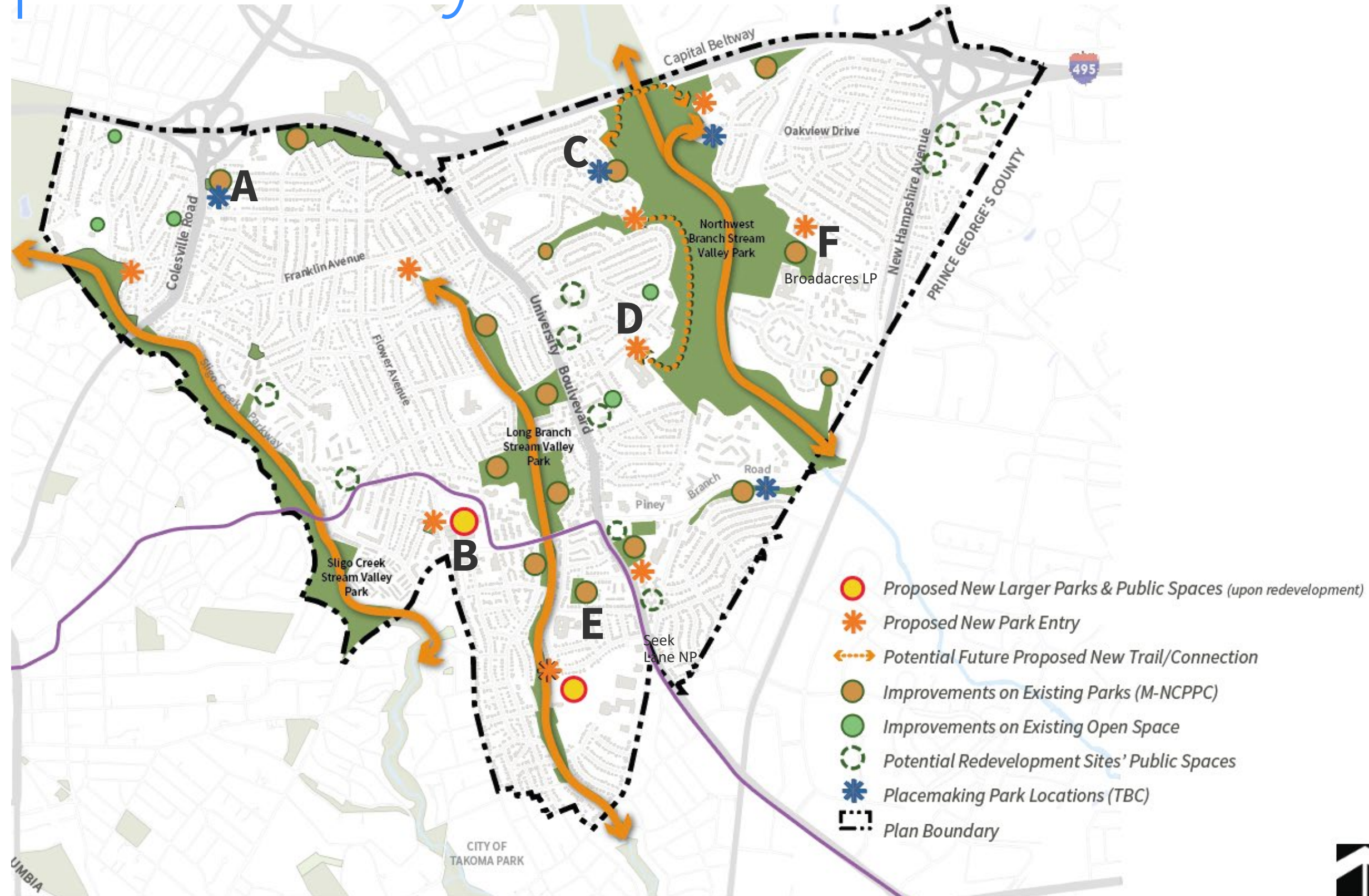
- A. Hastings Neighborhood Park
- B. Long Branch Civic Green
- C. Franklin Knolls Neighborhood Park

New Potential Trail:

- D. West side of Northwest Branch SVP

New Park Entries:

- E. Seek Lane Neighborhood Park
- F. Broadacres Local Park



Community facilities



Attachment A, page 40

Community Facilities: Context

- Private Facilities
 - Numerous privately owned and operated public facilities including the YMCA and 11 places of worship
- Public Facilities
 - Montgomery County operated facilities include eight schools and the following:
 - Long Branch Community Recreation & Senior Center
 - Long Branch Library
 - Long Branch Pool

**Fire, Safety and Rescue services are located, just outside the Plan boundary*



Community Facilities: What We Heard

Long Branch Community Recreation Center, Pool and Library are well-used; **need for more, improved community facilities and gathering spaces**

Need for **more safe, welcoming spaces for youth**

Desire for **greater police presence**, due to crime and safety concerns



Community facility activity at New Hampshire Avenue Community Conversation, April 2025 (top) and interactive activity at a focus group with parents at New Hampshire Estates Elementary School, May 2025 (bottom)

Community Facilities

Key recommendations:

- Ensure the provision of high-quality, modern, and efficient public services
- Strengthen the role of privately-owned public serving institutions
- Foster partnerships between public agencies and private community-serving organizations
- Encourage co-location of community facilities and compatible uses, including housing
- Encourage local civic institutions to add programming, services, and infill development, where possible
- Support the evaluation of fire, safety, rescue service within the Plan area including the potential including the creation of a 7th Police District



Schools

- Plan Area is currently served by 7 ESs (3 paired schools), 4 MSs, 3 HSs. 8 of the school sites are located within the Plan boundary.
- Recommendations address site design considerations for certain schools within Plan Area
- Potential enrollment impact of Plan's land use/housing recommendations will be analyzed in later phase.



Schools in the Plan Area include Eastern Middle School (top) and New Hampshire Estates Elementary School (bottom)

Ideas under development

Ongoing Study & What to Expect in the Working Draft

- Details of the Overlay Zone - specifications for the CRN zone proposed along corridors and near Purple Line stations and modifications of the incentive zoning menu
- Ways to improve connectivity along New Hampshire Avenue across I-495 – Consultant VHB is developing three possible options to consider
- Additional housing and market research from the Research & Strategic Projects Division and the National Center for Smart Growth, to help provide context for the recommendations
- More graphics, including maps, street sections and diagrams that help explain the recommendations in a visual way

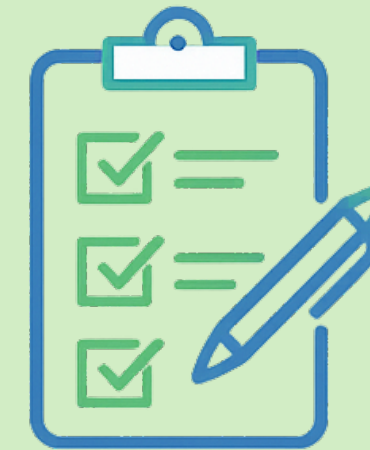
Next steps

Share Your Thoughts with Us!



**Join us at our
upcoming Open House!**

Tuesday, April 21 from 4-8pm
Long Branch Community
Recreation Center



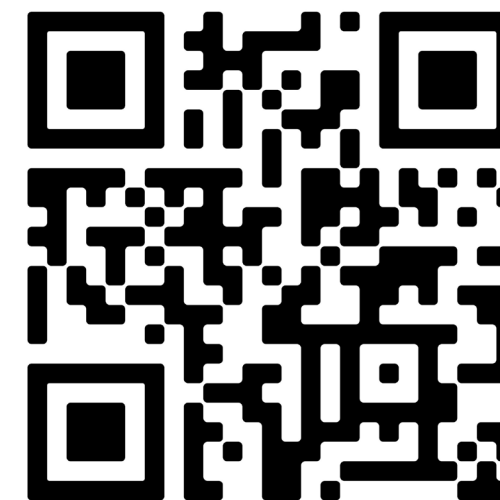
**Tell us what
you think!**

Complete our online
questionnaire

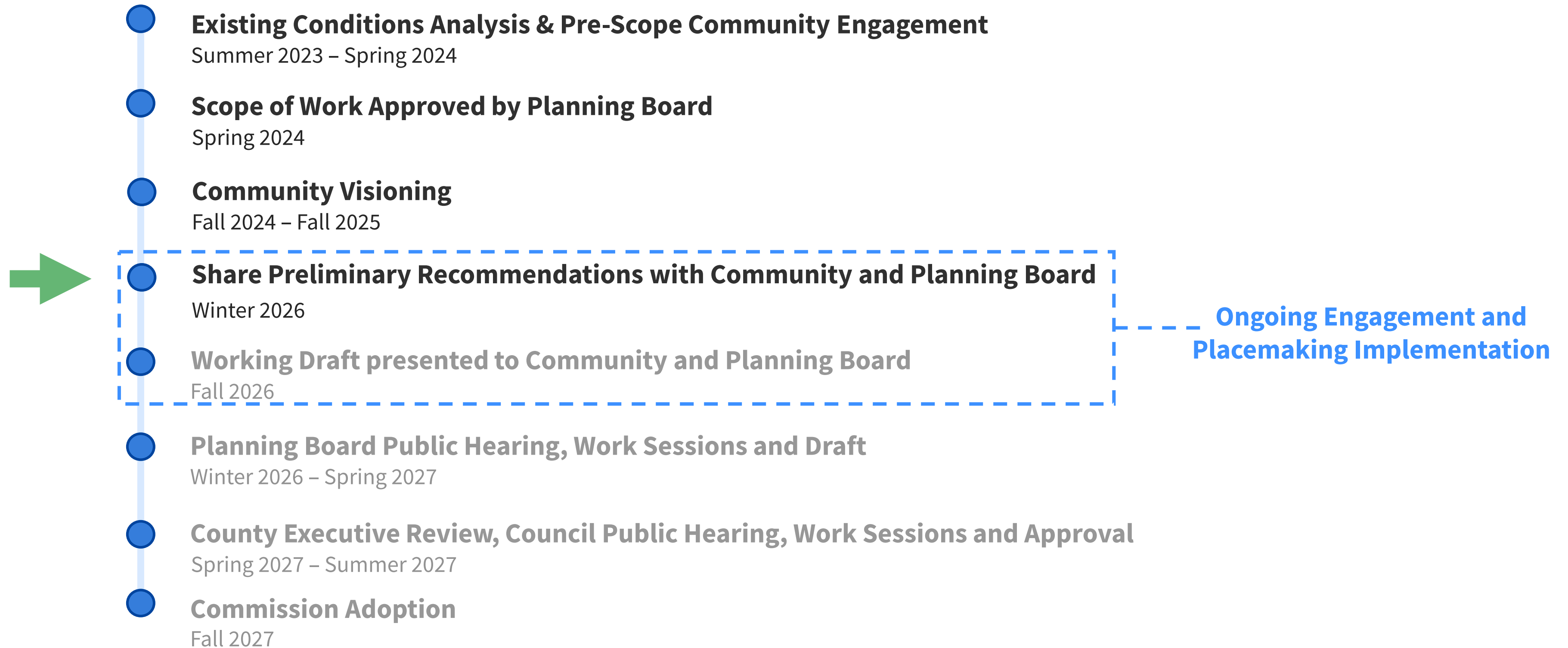


**Visit our website to
learn more!**

montgomeryplanning.org/easternsilverspring



Plan Timeline



Discussion