



Long Branch Town Center Redevelopment

(P150700)

Category	General Government	Date Last Modified	05/09/18
SubCategory	Economic Development	Administering Agency	County Executive
Planning Area	Silver Spring and Vicinity	Status	Planning Stage

EXPENDITURE SCHEDULE (\$000s)

Cost Elements	Total	Thru FY18	Rem FY18	Total 6 Years	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Beyond 6 Years
Planning, Design and Supervision	300	-	75	225	225	-	-	-	-	-	-
TOTAL EXPENDITURES	300	-	75	225	225	-	-	-	-	-	-

FUNDING SCHEDULE (\$000s)

Funding Source	Total	Thru FY18	Rem FY18	Total 6 Years	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Beyond 6 Years
Current Revenue: General	300	-	75	225	225	-	-	-	-	-	-
TOTAL FUNDING SOURCES	300	-	75	225	225	-	-	-	-	-	-

APPROPRIATION AND EXPENDITURE DATA (\$000s)

Appropriation FY 20 Approp. Request	-	Year First Appropriation	FY15
Cumulative Appropriation	300	Last FY's Cost Estimate	300
Expenditure / Encumbrances	-		
Unencumbered Balance	300		

PROJECT DESCRIPTION

This project provides for planning needed to support redevelopment in the Long Branch Sector Plan area. The construction of the Purple Line will influence the development potential of the sector plan area on both a short- and long-term basis. Two Purple Line stations are planned in Long Branch - one on Arliss Street, just to the north of Piney Branch Road, and the other on University Boulevard, just south of its intersection with Piney Branch Road. The County will coordinate through a multi-departmental approach that will include the Office of County Executive, Department of Transportation, Department of Housing and Community Affairs and the Silver Spring Regional Service Center. Activities will also be planned in partnership with the Maryland Transit Administration (MTA), property owners and businesses in this sector plan area with input from the surrounding community. The State will have the primary responsibility for coordinating efforts to mitigate impacts of the Purple Line in Long Branch. As such, efforts are needed to help ensure that the multitude of businesses in Long Branch can prosper during the construction of the Purple Line, and just as importantly, after it is operational. In order to minimize any disruption that may affect the Long Branch business community, a multi-prong approach will be implemented through: 1) marketing assistance that highlights the availability and presence of existing businesses during construction; 2) training, available to all businesses along the Purple Line, that will focus on adjusting to a new marketplace and developing business opportunities during construction; 3) signage that will direct patrons to shops, restaurants and available parking; and 4) technical assistance designed to strengthen existing companies. This strategy is consistent with the Purple Line Corridor Community Development Agreement's goal to help locally established businesses prosper both during and after the

construction period and to minimize disruptions during construction.

LOCATION

In the vicinity of the Long Branch Sector Plan area, including Bonifant Street, Silver Spring, Maryland.

ESTIMATED SCHEDULE

The provision of marketing and technical assistance to local businesses impacted by construction of the Purple Line will be undertaken in FY18 and FY19.

PROJECT JUSTIFICATION

The Long Branch community is a very diverse, high density multi-ethnic community. It has been designated as a revitalization area by the County and as an Enterprise Zone by the State of Maryland. The project objective would be to minimize any disruption that may affect the Long Branch business community during construction of the Purple Line, as well as help locally established businesses prosper during and after the construction period.

FISCAL NOTE

Expenditures are realigned to support the County Executive's initiative to aid in the revitalization of the Long Branch community now that the Purple Line project is proceeding.

COORDINATION

The Office of the County Executive, Department of Housing and Community Affairs, Department of Transportation, Maryland Transit Administration, Maryland State Highway Administration, Purple Line Transit Partners, Long Branch Advisory Committee, Long Branch Business League, and Montgomery Housing Partnership.