


**MEMORANDUM**

April 23, 2014

TO: Planning, Housing and Economic Development Committee

FROM: Jacob Sesker, Senior Legislative Analyst 

SUBJECT: FY15-20 CIP: General Government (Economic Development)—Long Branch Town Center Redevelopment

**ATTENDEES**

The following individuals will participate (depending upon availability):

- From DHCA: Rick Nelson
- From CEX: Reemberto Rodriguez
- From DGS: Ronnie Warner
- From OMB: Pofen Salem

**INTRODUCTION**

Long Branch Town Center Redevelopment is in the capital budget of the County Executive. However, the project's implementation would involve other implementing departments, including Housing and Community Affairs (DHCA), General Services (DGS), and Economic Development (DED).

**LONG BRANCH TOWN CENTER REDEVELOPMENT-NO.150700 (PDF at © 1)**

	Est FY14	FY15-20 Total	FY15	FY16	FY17	FY18	FY19	FY20
<b>Total</b>	\$0.000	\$0.300	\$0.100	\$0.200	\$0.000	\$0.000	\$0.000	\$0.000

*Recommended funding source: Current revenue*

*Total FY15-20 request: \$0.300*

*Recommended FY15 appropriation: \$0.100*

*Recommended FY16 appropriation (est.): \$0.200*

This project provides for the public improvements necessary to support the redevelopment of the super block bounded by Arliss Street, Flower Avenue, and Piney Branch Road. Planning may address new streets, utilities, streetscaping, public amenities, and parking.

The PHED Committee discussed this item in February. At that time, the Committee requested that the Executive return in April with more details regarding use of funds.

On March 17, the Executive transmitted adjustments to the project, including a shift of \$200,000 from FY15 to FY16 (and a corresponding reduction to the FY15 appropriation request). The Executive's March 17 budget adjustment transmittal letter provided the following additional details:

*The project is amended to defer design activities to allow adequate time to consider business community input gained through DHCA-funded outreach, evolving property owner plans for the targeted properties, as well as likely Purple Line impacts now that federal funds have been proposed for the project. Potential grant opportunities will also be considered. Some funding will remain in FY15.*

The "grant opportunities" referred to above include a TIGER grant application led by the University of Maryland National Center for Smart Growth Research and Education, along with Montgomery County and Prince George's County. The grant would fund several initiatives, including small business protection, affordable housing preservation, and planning work related to last mile connections. **The money in this PDF has been identified as a part of the County's match/contribution to this work.**

## ***SCHEDULE***

The planning, design, and supervision had been delayed from FY13 to FY15. The proposed expenditure in Long Branch had been delayed due to a lawsuit among the property owners, the recession delaying the private sector investment, and the timing of the Purple Line transit project.

The PDF transmitted in January requested the full appropriation in FY15. The March PDF changes the estimated schedule:

*The project is delayed to provide time for assessment of Purple Line impact on local community development and the community input derived from the partnership efforts between Department of Housing and Community Affairs and Long Branch Business League.*

## ***TESTIMONY/COMMENTS***

The following comment was provided by M-NCPPC: *"We support this CIP project in coordination with review of future projects, especially those utilizing the Optional Method Density Incentive in the CR Zones."*

### ***STAFF RECOMMENDATION***

**Concur with Executive, with slight modification.** The project location is identified in the PDF as “the site bounded by Arliss Street, Flower Avenue, and Piney Branch Road in Silver Spring, Maryland.” Staff recommends that the language be changed to include “in the vicinity of the site...”

#### Attachments:

March version of PDF#150700: © 1

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## Long Branch Town Center Redevelopment (P150700)

Category General Government  
 Sub Category Economic Development  
 Administering Agency County Executive (AAGE03)  
 Planning Area Silver Spring

Date Last Modified 3/6/14  
 Required Adequate Public Facility No  
 Relocation Impact None  
 Status Planning Stage

	Total	Thru FY13	Est FY14	Total 6 Years	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	Beyond 6 Yrs
<b>EXPENDITURE SCHEDULE (\$000s)</b>											
Planning, Design and Supervision	300	0	0	300	100	200	0	0	0	0	0
Land	0	0	0	0	0	0	0	0	0	0	0
Site Improvements and Utilities	0	0	0	0	0	0	0	0	0	0	0
Construction	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>300</b>	<b>0</b>	<b>0</b>	<b>300</b>	<b>100</b>	<b>200</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>FUNDING SCHEDULE (\$000s)</b>											
Current Revenue: General	300	0	0	300	100	200	0	0	0	0	0
<b>Total</b>	<b>300</b>	<b>0</b>	<b>0</b>	<b>300</b>	<b>100</b>	<b>200</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### APPROPRIATION AND EXPENDITURE DATA (000s)

Appropriation Request	FY 15	100
Appropriation Request Est.	FY 16	200
Supplemental Appropriation Request		0
Transfer		0
Cumulative Appropriation		0
Expenditure / Encumbrances		0
Unencumbered Balance		0

Date First Appropriation	FY 15
First Cost Estimate	
Current Scope	FY 13
Last FY's Cost Estimate	300

### Description

This project provides for the public improvements necessary to support the redevelopment of the super block bounded by Arliss Street, Flower Avenue, and Piney Branch Road. This block is poorly organized and has an under-developed commercial area that was reviewed by an Urban Land Institute panel which recommended that this block be intersected by new streets and reoriented as a Town Center for the Long Branch community. The development of the Purple Line will influence the development potential of the site. Planning will include new streets, utilities, streetscaping, public amenities, and parking necessary for the redevelopment of this area as a higher density mixed-use Town Center with retail at street level and residential above.

The Infrastructure will be planned in partnership with the Mass Transit Administration, property owners and businesses in this super block with input from the surrounding Long Branch community. M-NCPPC will assist by developing land use regulations that will facilitate this redevelopment effort.

### Location

The site bounded by Arliss Street, Flower Avenue, and Piney Branch Road in Silver Spring, Maryland

### Estimated Schedule

The project is delayed to provide time for the assessment of the Purple Line impact on local community development and the community input derived from the partnership efforts between the Department of Housing and Community Affairs and Long Branch Business League.

### Justification

The Long Branch Community is a very diverse, high density community with a large immigrant population. This community is underserved by the commercial center that is the focus of the community at the intersection of Flower Avenue and Piney Branch. The Long Branch community has been designated as a revitalization area by the County and has been designated as an Enterprise Zone by the State of Maryland. The objective of the redevelopment effort is to provide better services to the community and expand the availability of affordable housing. The effort to create a Town Center for Long Branch must be a public/private partnership to effectively accomplish these goals. This project was recommended by the Long Branch Task Force, The Long Branch Advisory Committee, and is supported by the Silver Spring Citizens Advisory Board. Related studies include: Urban Land Institute (ULI) Washington, "A Technical Assistance Panel Report, the Long Branch Community"; and the Long Branch Task Force 3rd Annual Report, May 2005.

### Other

This project will comply with the standards of the Department of Transportation (DOT), Department of General Services (DGS), Maryland State Highway Administration (MSHA), Manual on Uniform Traffic Control Devices (MUTCD), American Association of State Highway Officials (AASHTO), and Americans with Disabilities Act (ADA).

### Disclosures

A pedestrian impact analysis will be performed during design or is in progress.

### Coordination

Department of Housing and Community Affairs, DOT, Department of Permitting Services, M-NCPPC, Long Branch Advisory Committee, Maryland Transit Administration (MTA), Maryland State Highway Administration (MSHA), Department of General Services