MCPB
Item No. 5
Date: 07-22-13

Long Branch Sector Plan Design Guidelines

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Date of Staff Memo: 7/18/13

Description

Worksession No. 9

Staff recommendation: Review and Approve the Long Branch Sector Plan Draft Design Guidelines for transmittal to the County Council.

Background

Staff has held a total of eight worksessions at the Planning Board to review, receive comment and final approval of the recommendations before transmitting to the County Council. Below is a summary of those worksessions:

- February 21, 2013 - Worksession 1 - Plan vision, phasing and historic presentation.
- March 7, 2013 - Worksession 2 - Phasing and Historic Preservation.
- March 21, 2013 - Worksession 3 - Strategy to address the impact of the Purple Line along Arliss Street and presented recommendations for development of Long Branch Town Center and Piney Branch Neighborhood Village.
- April 4, 2013 – Worksession 4 - Affordable housing analysis and a strategy to address affordability. Revised language for phasing recommendations.
- April 11, 2013 – Worksession 5 - Language revisions, strategies for addressing impact of Purple Line on Arliss Street and land use and zoning recommendations.
- May 16, 2013 - Worksession 7 - Revised recommendations for transportation, parks, trails and open space.
- May 23, 2013 - Worksession 8 - Completed presentation from May 16, 2013 and resolved remaining issues for Mobility Parks, Trails and Open Space.

Discussion

The Design Guidelines will assist in implementing the recommendations in the approved and adopted Long Branch Sector Plan. The Design Guidelines, comprised of text, maps, illustrations and photos, are not regulations. They illustrate the plan vision and how recommendation can be met, encouraging creative designs that create an attractive public realm.

This worksession will focus on the overall structure of the Design Guidelines, including universal principles and site specific recommendations in regards to transitions between existing single-family residential zones and proposed CRT zones properties. They are organized as follows:

Contents

Purple Line
- Universal Principles
- Route
- Stations
- Tunnel

Specific Sites
- Long Branch Town Center
- Piney Branch Neighborhood Village

Maps and Illustrations

After the Draft guidelines are approved by the Planning Board, they will be transmitted to the County Council. When the Sector Plan is approved and adopted, the Planning Board will resume work on the Design Guidelines to reflect the approved and adopted Sector Plan. At that time, the Planning Board will hold a public hearing and take into consideration testimony approving the design guidelines for use.

Attachments:
Draft Long Branch Design Guidelines

DRAFT

long branch

sector plan ▪ july 2013

Design Guidelines

montgomery county planning department

the maryland-national capital park and planning commission ▪ MontgomeryPlanning.org

Abstract
This document contains design guidelines that should be used by property owners, community members, the City of Takoma Park, and planners to implement the vision and recommendations of the approved and adopted *Long Branch Sector Plan* (2013).

Source of Copies
The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Online at: MontgomeryPlanning.org/community/longbranch

Staff Draft
Long Branch Sector Plan
Design Guidelines
July 2013

Prepared by the Montgomery County Planning Department
July 2013

Approved by the Montgomery County Planning Board
Date TK

Contents

Introduction

The draft *Long Branch Design Guidelines* illustrate how Sector Plan recommendations could be achieved through design. They represent the County's, the City of Takoma Park's, and the community's design aspirations for Long Branch.

Urban design is concerned with the physical characteristics of an area, and these Guidelines consider the design implications of planning decisions in the public realm. An urban design strategy should serve as an integrating tool to coordinate how various development proposals will affect a community physically, with a principal focus on the public realm**:** the public faces of buildings, spaces for public use, and the streets, sidewalks, parks and plazas that provide the outdoor public venue for everyday activities.

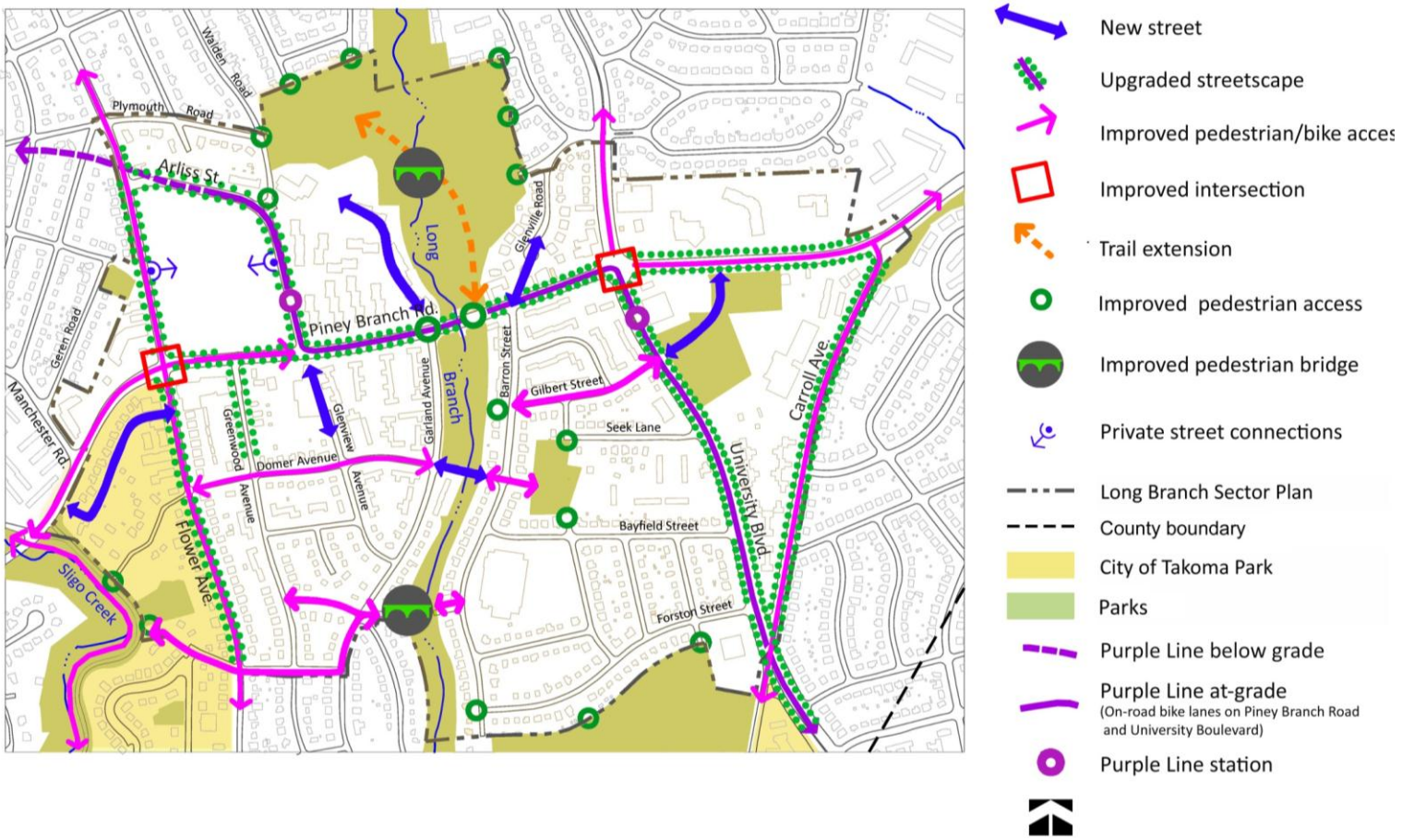
The guidelines assist in implementing recommendations in approved and adopted master plans or sector plans by encouraging urban building attitudes on properties being considered for redevelopment, and by promoting the creation of safe pedestrian environments and attractive gathering places defined by buildings.

Connections

The circulation pattern in Long Branch is disjointed and lacks alternatives. The major roads in the Plan area—Piney Branch Road and University Boulevard—serve regional as well as local traffic. Ninety percent of the traffic using these roads is commuter traffic passing through the Plan area. Without alternatives, local traffic, including pedestrians, are forced to use these roads for short trips within the Plan area.

Map 1 Mobility

Map 7 (page 18) in the Planning Board Draft of the Long Branch Sector Plan illustrates the gaps and opportunities for connection in the current street and path system



The existing streets are characterized by narrow sidewalks (six feet wide in many cases) directly adjacent to the travel lanes. On Piney Branch Road and University Boulevard this arrangement is extremely pedestrian unfriendly. In addition, the sidewalks lack the shade provided by street trees. Existing crosswalks are few and inadequate—painted lines on asphalt.

The Sector Plan proposes to enhance connectivity by providing a more balanced transportation system with improved connections, wider sidewalks, safer intersections, new or improved streets, and better access to transit (Plan, page 18).

The Plan recommends upgrading existing streets and building new streets with the elements described below.

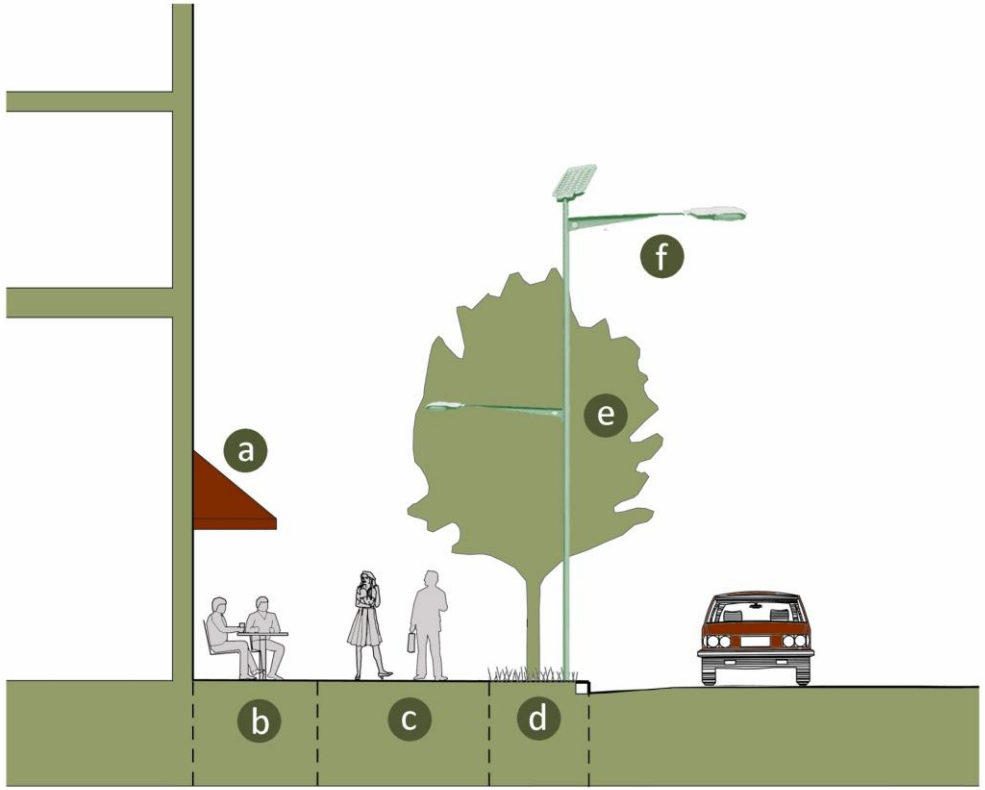
Universal Principles

Wide Sidewalks

Sidewalks on all the streets in Long Branch Sector Plan Area will be at least 15 feet wide, and should include:

- specialty paving such as brick, concrete pavers, or scored concrete with special banding
- tree grates flush with the sidewalk where café seating is desirable or where sidewalks are reduced by existing conditions to 10 feet wide to provide extra walking area
- shade trees at least 30 feet on center
- street furnishings that include:
  - pedestrian scale lighting either separate from or integrated with street lighting
  - benches at least four feet wide, though size can vary according to location. Locate benches adjacent to building entrances and wherever adequate sidewalk space and an appropriate setting exist to increase the overall amount of seating on the block
  - waste receptacles large enough to provide adequate storage and located at street intersections, in open spaces, and at building entrances.

Illustration 1 The Pedestrian Realm



a awnings: add color and signage

b café seating zone: distinct from walking areas

c sidewalk: distinct from seating areas

d tree panel: pervious, shrubs and perennials

e shade trees:
- elms, oaks, London Planes
- one species per street

f pedestrian-scale lighting:
- major streets: combination poles
- business and private streets: single pole

Crosswalks and Medians

All crosswalks will include the following features:

- 10 to 12 feet wide
- separated from the roadway asphalt by concrete bands
- specialty paving such as bricks, cobbles, or concrete pavers

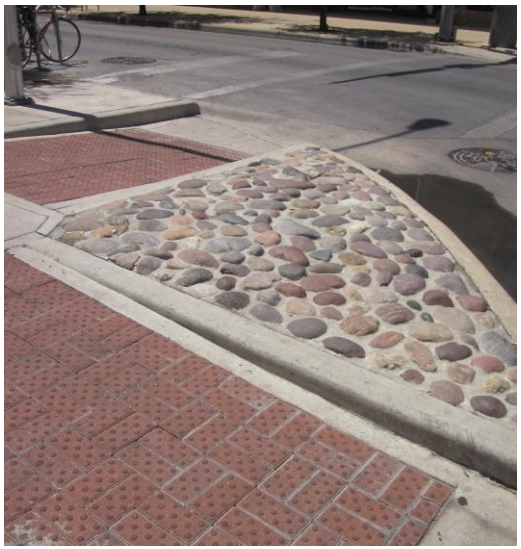
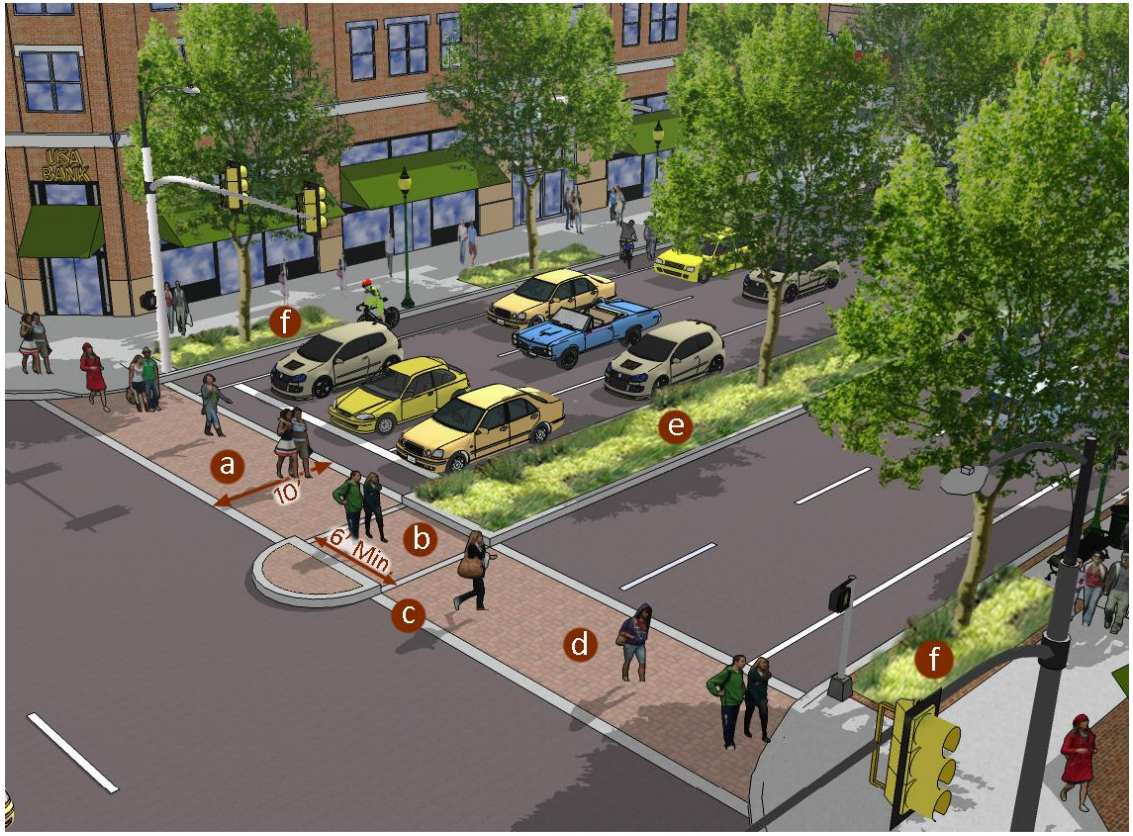


Illustration 2 Crosswalks and Medians



a minimim 10-foot wide crosswalk

b minimum 6-foot wide pedestrian refuge in median

c 12-inch wide concrete band

d specialty paving in crosswalk

e stormwater bioretention in median

f bioretention in tree panels

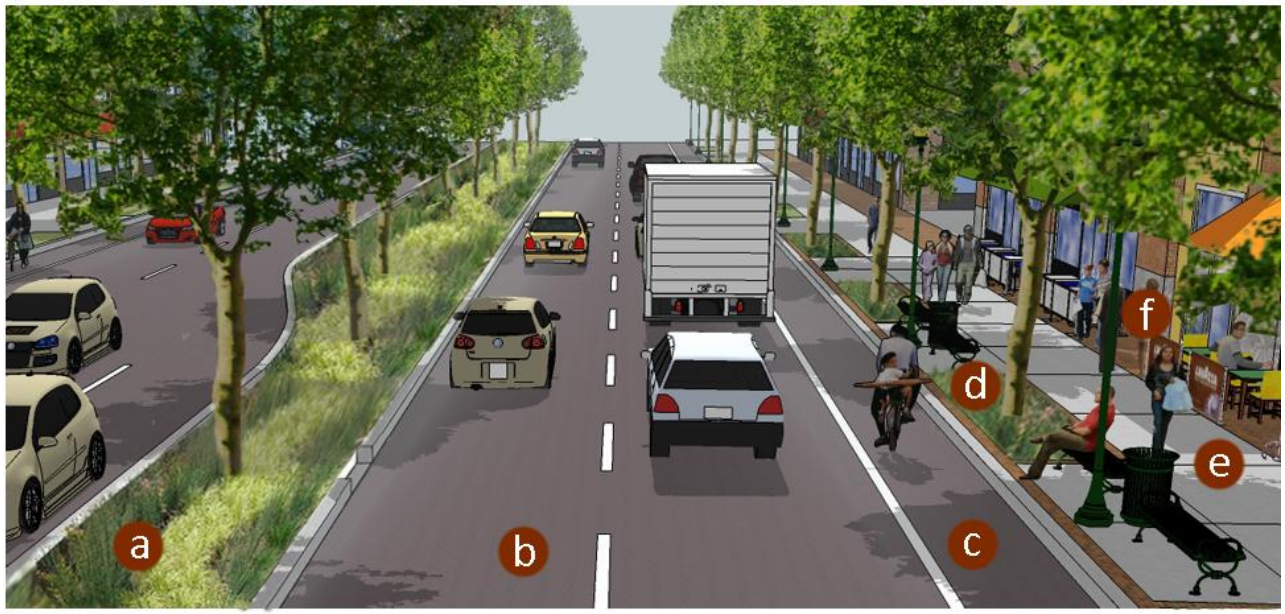
Where medians are proposed, include:

- an at least six-foot wide pedestrian refuge
- shade trees planted 30 feet on center between intersections, where medians are at least 12 feet wide
- low plantings such as perennials and ornamental grasses where medians are less than 12 feet wide
- Storm water management according to Best Management Practices, where practicable

Vehicle Lanes

- Vehicle lanes will be clearly marked and will include separate on-street bike lanes that are a minimum of 5 feet wide.
- 70-foot rights-of-way on public streets and 60-foot rights-of way on private streets, which can accommodate on-street bike routes and left turn lanes where appropriate.

Illustration 3 Vehicle Lanes



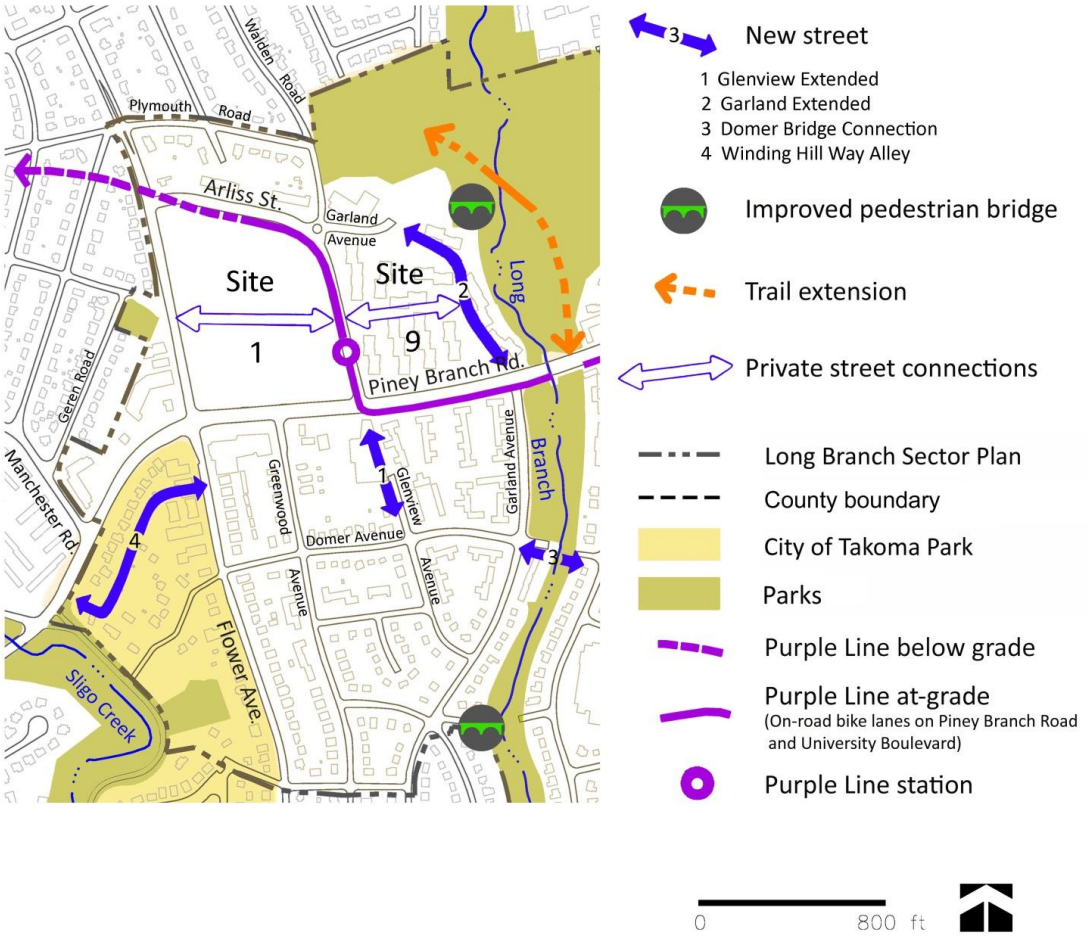
a stormwater median
b 11-foot travel lanes
c 5-foot bike lane
d planted tree panel
e 15-foot wide sidewalk
f cafe zone

Variations

Long Branch Town Center

In the Long Branch Town Center Area, the Plan proposes extending two public streets and a number of new private streets and connections to provide route options (Plan, page 62).

Map 2 Long Branch Town Center Proposed Streets



Glenview Avenue Extended
The extension of Glenview Avenue will run from Domer Avenue to Piney Branch Road at its intersection with Arliss Street. The extension will create a 100 percent corner at this important location in the Long Branch Town Center area. The extension will have a 70-foot right-of-way, two travel lanes with on-street parking, 15-foot wide sidewalks, and streetscaping.

Garland Avenue Extended
The extension of Garland Avenue from Piney Branch Road through the Flower Branch Apartment property, adjacent to the Long Branch Stream Valley, to the Garland Avenue stub adjacent to Long Branch Library will provide a much needed local connection between Piney Branch Road and Arliss Street. The extension will have a 70-foot right-of-way, two travel lanes with on-street parking, 15-foot wide sidewalks, and streetscaping.

Private Street at Site 1
This Plan-recommended private green street from Flower Avenue to Arliss Street, would create two smaller blocks, allowing more direct pedestrian and vehicular connections between Flower Avenue and the planned Arliss Street Purple Line station. Its new street frontage and access will create new commercial opportunities.

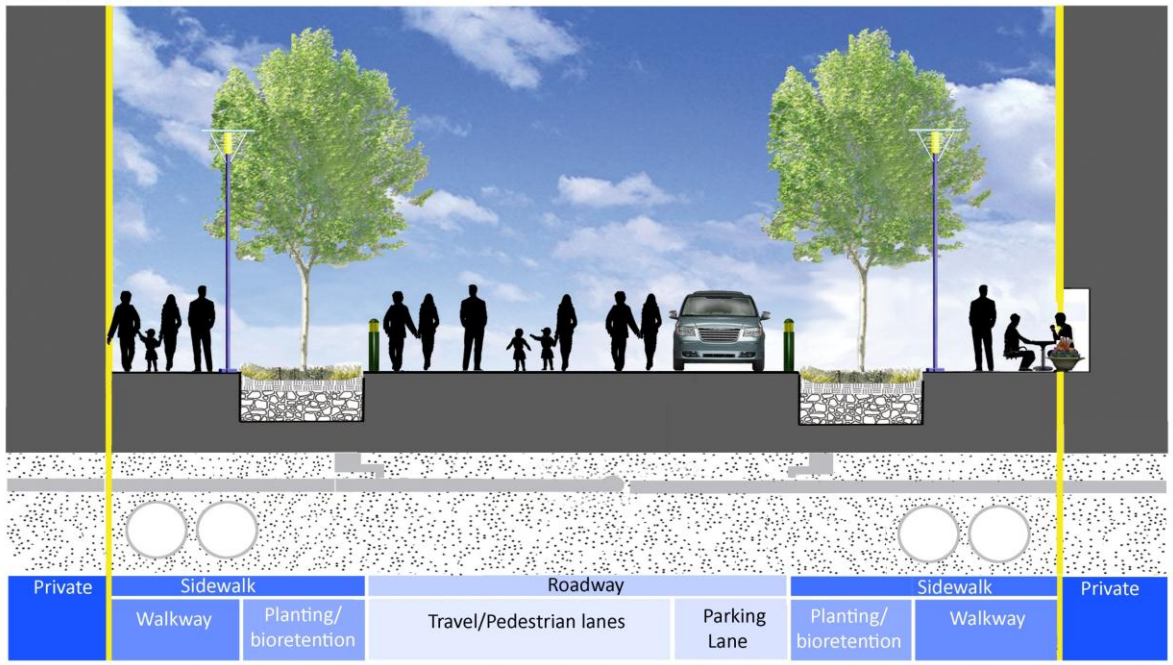
This street should be a green street that can also serves as part of a larger public open space. It should have a 60-foot right-of-way with 10-foot wide travel lanes instead of the standard 11 feet. Narrowed travel lanes help limit the speed of cars. An eight-foot wide parking lane on at least one side of the street will buffer sidewalks that should be at least 16-feet wide.

These standards should help the street function as public space, creating it as a wide pedestrian mews that can be closed to automobile traffic for special events. The standards communicate to drivers that the street is part of the pedestrian realm, encouraging them to slow down. They will allow the private street to be used as a pedestrian area that can be closed to automobile traffic on special occasions.

The street and sidewalk should be designed as a single space and should include:
- travel lanes and sidewalks of the same material, and should be brick, cobble or other special paving
- travel lanes flush with the sidewalks, and separated with bollards.

The private street's green features should include:
- pervious paving
- biorention planters designed to avoid conflicts with pedestrian traffic
- trees planted 25 feet on-center instead of the standard 30 feet on-center
- street trees will be planted in continuous green panels
- building walls that define the street space should support climbing plants using structures integrated into facade design.

Illustration 4 Private Street Cross Section, Sites 1 and 9



The private street will run through sites 1 and 9, creating a vehicular and pedestrian connection between Flower Avenue and Garland Street Extended. Streetscape improvements include wider sidewalks, at-grade travel lanes with special paving, on-street parking, street furnishings and sustainable features that should include pervious paving, stormwater recharge and "green" walls along the street facade. Private street on site 9 may be primarily pedestrian, depending on access need of future development.

Plan Recommendations

Right-of-way:	60 feet. Stormwater management to be accommodated within the right-of-way using Best Management Practices, where practicable.
Lanes:	Two travel lanes with an on-street parking lane to one side. Stormwater management to be accommodated within the right-of-way using Best Management Practices, where practicable
Pedestrian/Bike Access:	15-foot wide sidewalks separated from travel lanes by decorative bollards
Streetscape:	Street trees planted 30 to 35 feet on center within grates and/or green panels, pedestrian-scale street lighting, benches, bus shelters, bike racks, and trash cans

Private Street at Site 9

The Plan recommends a private street connecting the new private street on Site 1 across Arliss Street to Garland Street Extended. This new private street may be either a pedestrian/vehicular connection or pedestrian only depending on the redevelopment project.

As a pedestrian/vehicular connection it should have a 60-foot right-of-way with 10-foot wide travel lanes. It should also include:

- trees planted 30 feet on center
- special paving in the travel lanes
- special paving in the sidewalks.

As a pedestrian only connection, it should be at least 45-feet wide and include:

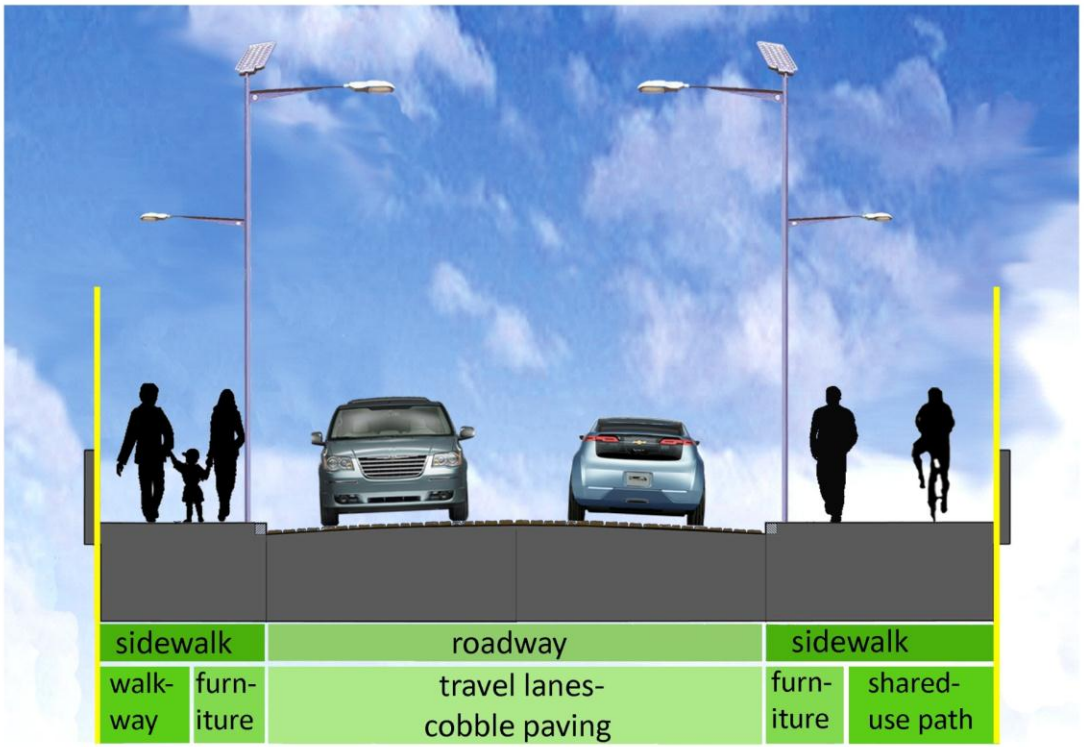
- Closer to Arliss Street, the cross section should be predominantly hardscape with
  - decorative paving
  - street trees planted 40 feet on-center and tree grates flush with paving
  - decorative pedestrian lighting.
- Approaching Garland Street Extended, the cross section should become predominantly green and include:
  - special paving
  - trees planted 25 feet on-center
  - green planting areas between the walkway and the building face
  - integrated bio retention areas .

Domer Avenue Bridge

The proposed Domer Avenue Bridge will extend the street across Long Branch, creating a vehicular and pedestrian connection between the east and west sides of the Plan area. This new connection will provide a safe travel pedestrian-friendly alternative for residents with the following design features:

- rough-textured paving materials in the vehicle travel lanes that that signal to drivers to slow down
- an eight-foot sidewalk on one side and a 10-foot wide shared use path on the other to accommodate bicyclists
- decorative railings
- street furnishings including lamps, trash cans, special sidewalk paving

Illustration 5 Domer Avenue Bridge Cross Section



The proposed Domer Avenue bridge will extend Domer Avenue across Long Branch,creating a vehicular and pedestrian connection between the west and east sides of the Sector Plan area. This new connection will provide a safe travel alternative for local residents.

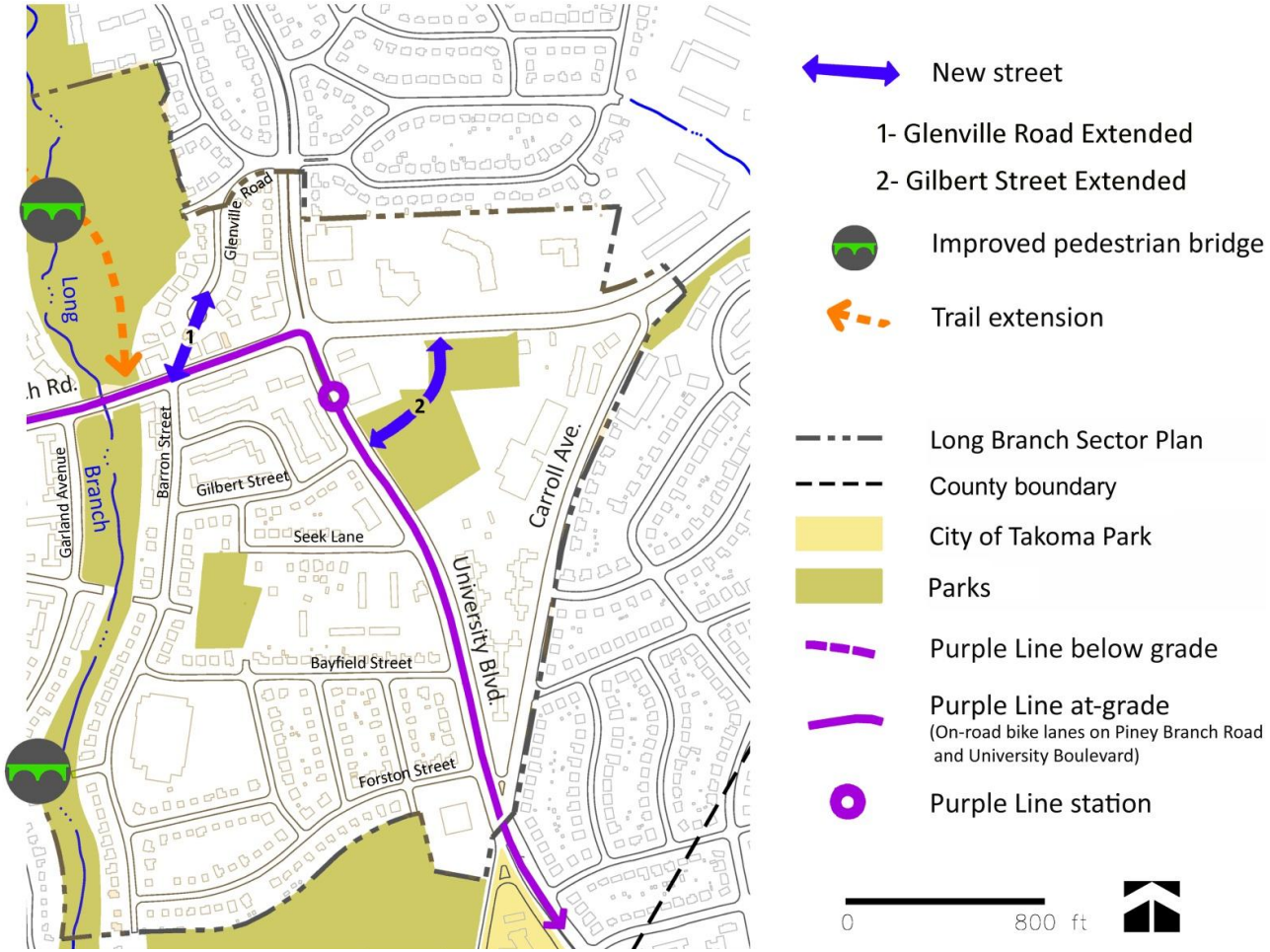
Plan Recommendations

Right-of-way:	60 foot wide necking down to a 40-foot wide bridge
Lanes:	two travel lanes
Pedestrian/Bike Access:	8-foot wide sidwalks, shared use path
Streetscape:	speed bumps and cobble paving or similar to limit vehicular speeds, pedestrian street lighting, benches, trash cans

Piney Branch Neighborhood Village

The circulation pattern at the intersection of Piney Branch Road and University Boulevard is disjointed with no alternative routes for the local population. The major roads running through the Piney Branch Neighborhood Village Area are Piney Branch Road and University Boulevard. The intersection is a major bus transfer point in Montgomery County. As with Long Branch Town Center Area, 90 percent of the traffic using these roads is commuter traffic passing through the Plan area.

Map 3 Piney Branch Neighborhood Village Proposed Streets



The Plan proposes two new public streets that will provide alternative access for the residents and businesses in and around Piney Branch Neighborhood Village. The first proposed is an extension of Glenville Road in the northwest corner, which currently ends in a cul-de-sac. The second is an extension of Garland Road to connect the park and properties to the north.

Glenville Road Extended
The Plan recommends extending Glenville Road to Piney Branch Road and aligning it with Barron Street on the south side. The extension will align with Gilbert Street on the west side of University Boulevard and extend in an arc to the northeast, ending at Piney Branch Road.

This will provide:

- a new access point for the Long Branch Park and recreation center, which will lose significant access after the Purple Line is built
- local access to all the properties in the northwest quadrant of the Piney Branch Neighborhood Village. Without this extension, the properties can't be efficiently redeveloped
- a new pedestrian and vehicular access point to Piney Branch Road, creating a new route option and associated visibility that ensures safety.

Gilbert Street Extended
This new road will provide:

- access for future development in the southeast quadrant of Piney Branch Neighborhood Village
- relief at the intersection of Piney Branch Road and University Boulevard
- on-street parallel parking for New Hampshire Estates Park
- building frontage on the park, connecting the park and adjacent properties
- an additional crosswalk for pedestrians travelling to the future Gilbert Street Purple Line station.

Other Streets in Piney Branch Village Neighborhood
Other streets should include an at least eight-foot wide landscape strip between the back of sidewalk and building facade to emphasize the more residential character of this part of the Plan area.

Buildings

Today, the built environment in the Long Branch Sector Plan area is typical suburban development, composed of one-story strip retail buildings and three- to four- story garden apartments, with one- and two story single-family homes at the edge of the Plan area. The commercial buildings, mostly service retail, are set back from the street to accommodate surface parking.

Map 4 Long Branch Town Center and Piney Branch Neighborhood Village Impervious Surface

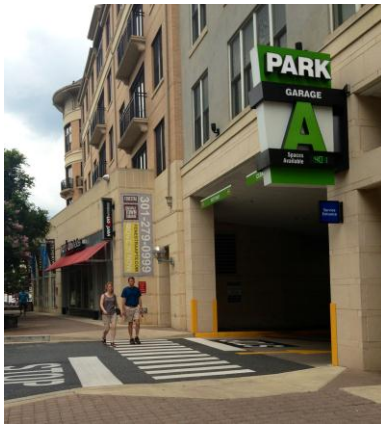
Map 9 (page 21) in the Planning Board Draft of the Long Branch Sector Plan shows how much of the area is impervious surface and devoted to cars

The Plan proposes a range of buildings heights, with the tallest in the Long Branch Town Center at the intersection of Arliss Street and Piney Branch Road. Heights will step down to maintain compatibility with adjacent single-family homes. Building facades should be pulled to the street, use visually appealing materials and façade design, and have uses that enliven the street with store windows, doors, and pedestrian activity.

Universal Principles

Building Heights and Setbacks

- Locate maximum building heights of 120 feet at the northwest and northeast quadrants of the intersection of Arliss Street and Piney Branch Road to focus the greatest densities at the planned Purple Line station.
- Build other Town Center buildings with maximum heights of 85 feet.
- Step-down building heights to a 45-foot maximum next to single-family houses.
- Locate structured parking on the site's interior and shielded from streets by liner buildings, with activating uses such as retail and sidewalk cafes.
- Use build-to lines to create a consistent building façade along the street.
- Vary from the build-to lines only in special circumstances, such as:
  - five-foot setbacks to accommodate café seating
  - public open spaces and pocket parks that serve the public.
- Do not pull building facade back from the street to create entry forecourts or front yards.

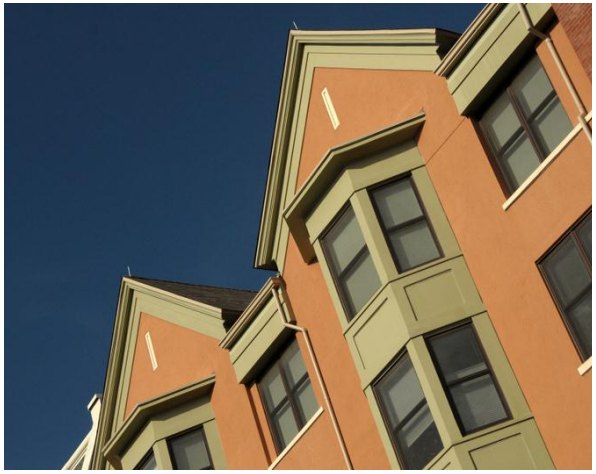



Façade Features and Street Activation

- Create eyes on the street with strategically located windows and doors.
- Use balconies where appropriate.
- Use signage to create character and set a tone. Signs should:
  - be artistic and distinctive
  - be integrated into the building façade
  - complement the architecture.
- Locate all main entries to residential buildings on the primary street.
- Ground floor commercial facades should be designed with at least 60 percent glazing.
- Allow café seating in front of retail establishments.
- Use distinctive materials that will lend a unique character Plan area.
- Vary building heights to achieve visual interest.

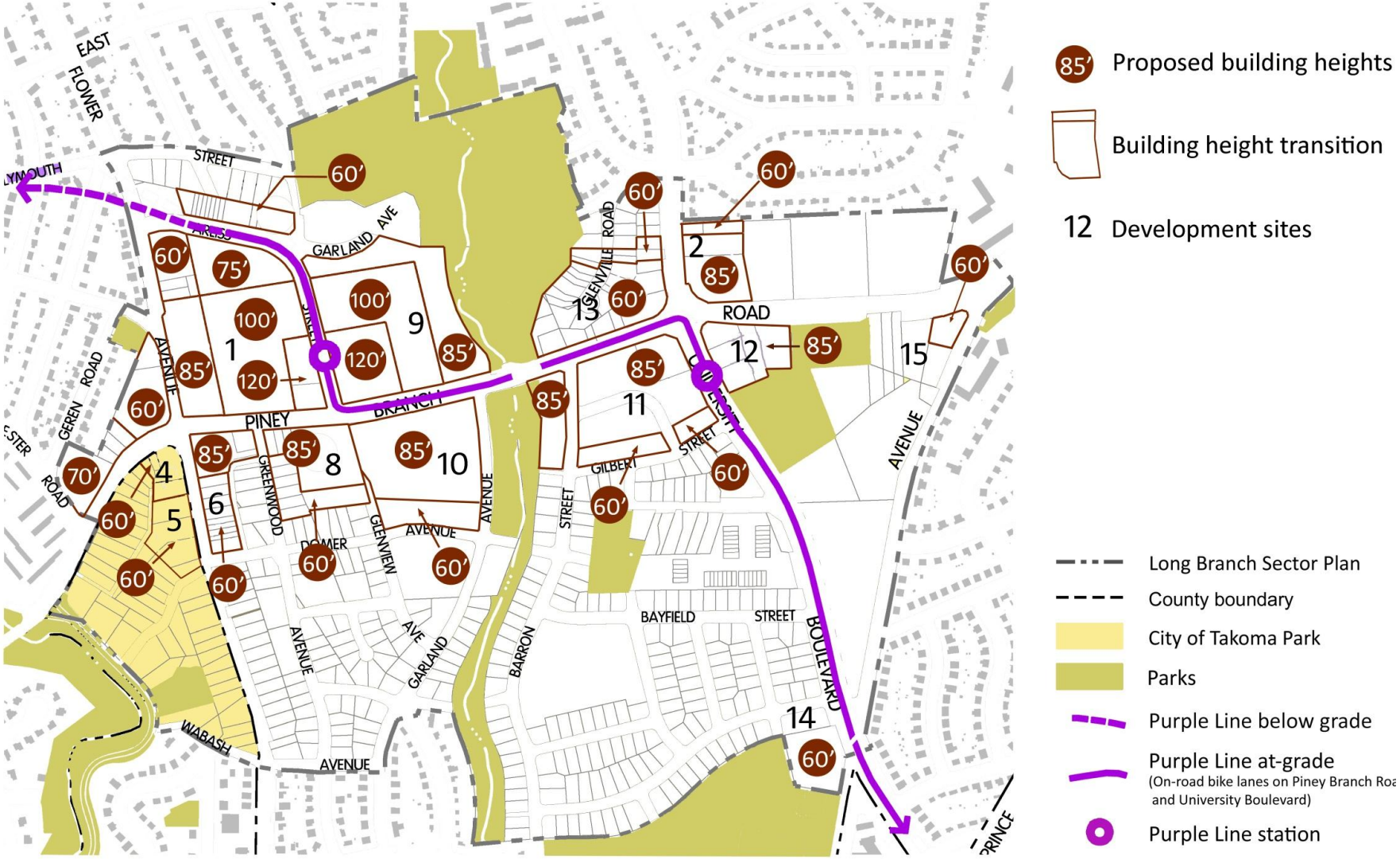
Transitions

- Step buildings down to a maximum height of 45-feet at the edges of CR zoned properties.
- Screen off-street parking located behind CR zoned properties from adjacent single-family residential properties with fencing or evergreen hedges at least six feet tall.
- Avoid blank walls facing residential communities; use windows and balconies to create a human scale.
- Building walls facing residential neighborhoods should avoid bright colors or shiny finishes.


Map 5 Proposed Building Heights

The Plan proposes on Site 1: CRT 3.5 zoning, 60- to 120-foot building heights and on Site 9: CRT 2.5 zoning, 85- to 120-foot building heights



Variations

Long Branch Town Center

The Plan recommends that the Town Center be redeveloped as a "distinct node;" a place with a human scale, that is pedestrian-friendly, and has a local design character (Plan, page 28). To that end, these guidelines address integrating new development, historic preservation, and placemaking in the Town Center.

Integrating New Development

Sites 1 and 9 are the focal points of the Town Center. Currently, Site 1 is developed in an auto-oriented pattern, with two one-story grocery stores and a gas station facing Arliss Street, and a one-story commercial building, a single-family home operating as a business, and the Flower Theatre and Shopping Center facing Flower Avenue. There is no inner block connectivity on Site 1.

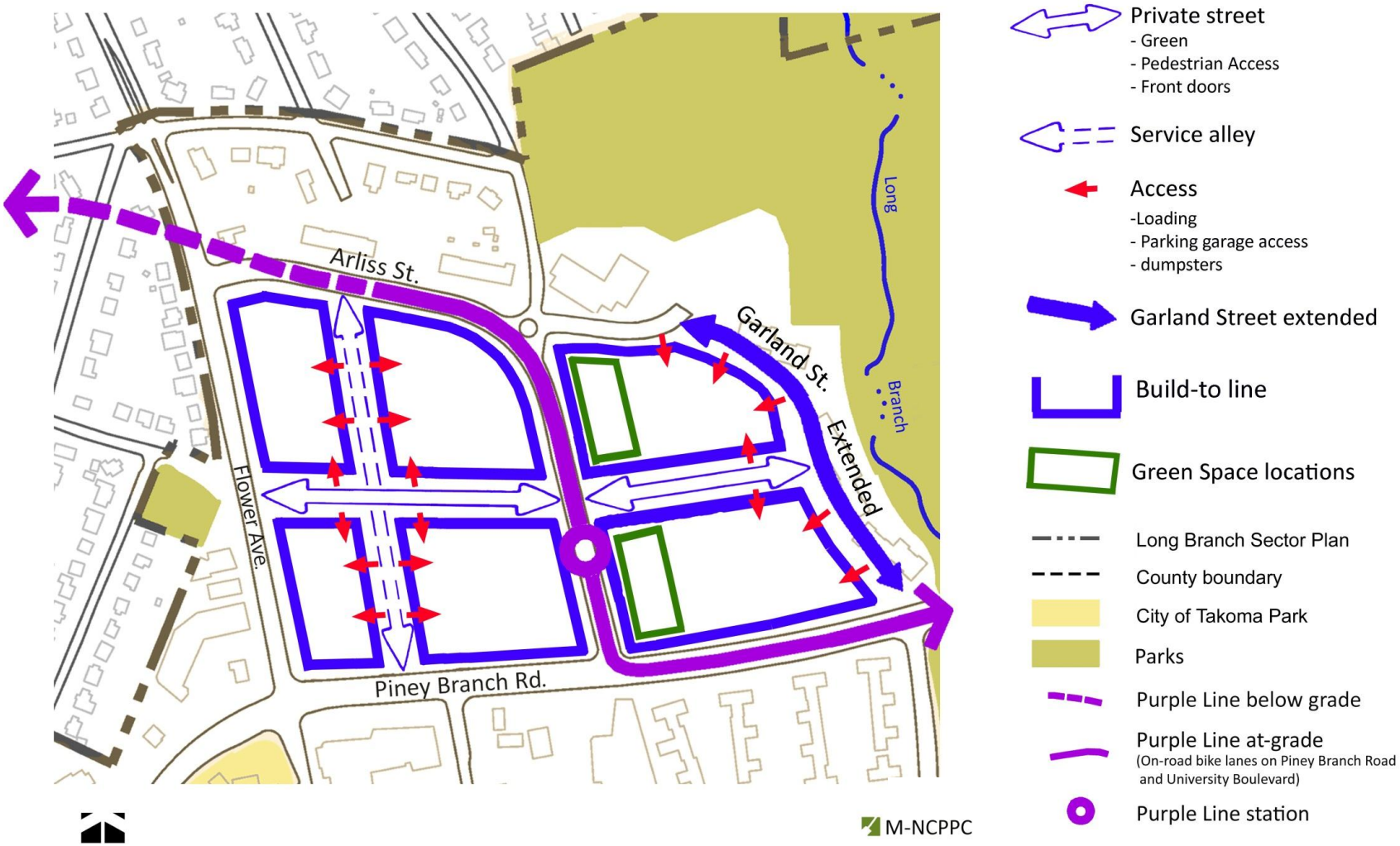
Across Arliss Street, the Flower Branch Apartments (Site 9) are recommended redevelopment, which should include a connection to Garland Street Extended, and to Site 1.

Redevelopment on Sites 1 and 9 should be coordinated and designed as a whole that incorporate connections, public parks and space, and mixed uses. The proposed private street between Flower Avenue and Arliss Street should act as a central spine along which new development can be organized, pulling activity into and through the center of the block. New development should also make appropriate transitions to surrounding residential neighborhoods, paying attention to building height and ensuring lively edge streets.

New development should:

- be focused on Flower Avenue, the Arliss Street Purple Line station, and on the proposed private street
- locate service, loading, and parking entrances of off alleys, where feasible
- locate service entries internal to the side, not on Arliss Street, Flower Avenue, or Piney Branch Road
- intersect the private street with the proposed civic space

Illustration 6 Long Branch Town Center Proposed Development Pattern



Historic Preservation

The Plan recommends placing the Flower Theatre building façade, two adjoining shoulders, and second wall plane to a depth of 40 feet on the *Locational Atlas and Index of Historic Sites* and incorporating it into redevelopment (Plan, page 29). The Plan also recommends mixed-uses that serve the immediate neighborhood and community-wide planning and redevelopment goals, including housing near mass transit.

Develop the Flower Theatre site so that the historic theater retains its prominence along the Flower Street frontage. The theatre block's Flower Avenue exposures—west façade fronting Flower Avenue and the north and south facades extending back to the rear wall plane—should be preserved with no substantial alteration to the original building fabric. Exterior changes are subject to review under Section 24A-10 of the Montgomery County Code.

New development behind the preserved entry and flanks should face directly onto the private street proposed for Site 1, which will give the preserved Flower Theater new prominence as a corner building.

To make best use of this prominence and to support community development goals, new development should:

- create a second face to the preserved shoulders of the theater
- locate entries directly on the private street
- include retail uses
- accommodate café seating
- provide service and parking areas that can serve mixed uses and support market viability
- minimize service and vehicular openings in the ground plane along primary frontages
- locate parking and loading entries on secondary streets.

New development on either side of the building may be taller than the theater building (up to 85 feet) but must be behind the theater's rear wall plane to maintain the theatre as the dominant visual feature along Flower Avenue. New construction may extend in front of the rear wall plane of the Flower Theatre at the corner of Flower Avenue and Piney Branch Road, but should respect the front building line and not encroach in front of that line.

Redevelopment of the theater should also ensure that historic features are preserved and enhanced. Its Art Deco design motifs and color palette should form the basis for exterior architectural finishes in the new construction to complement the existing theatre building.
Insert detail photos of art deco

Illustration 7 Flower Theater Historic Re-Use

a Heights may step up to 85-feet behind 2nd wall plane (40-feet) of theater

b Preserve main facade

c Limit new construction to 25' heights for 1st 40 feet

d Preserve shoulders

e Facade of theater to become build-to line for future development

Placemaking

The Flower Theatre is a focal point in the Long Branch Town Center and could be the basis for placemaking elements in the Town Center and along the Flower Avenue corridor. For example, the theater's marquee could be lit or its poster boxes could contain illustrated interpretive panels on the area's past.

Additional placemaking efforts should include street furniture, wayfinding and interpretive signage, and public art incorporated into new development.

Piney Branch Neighborhood Village

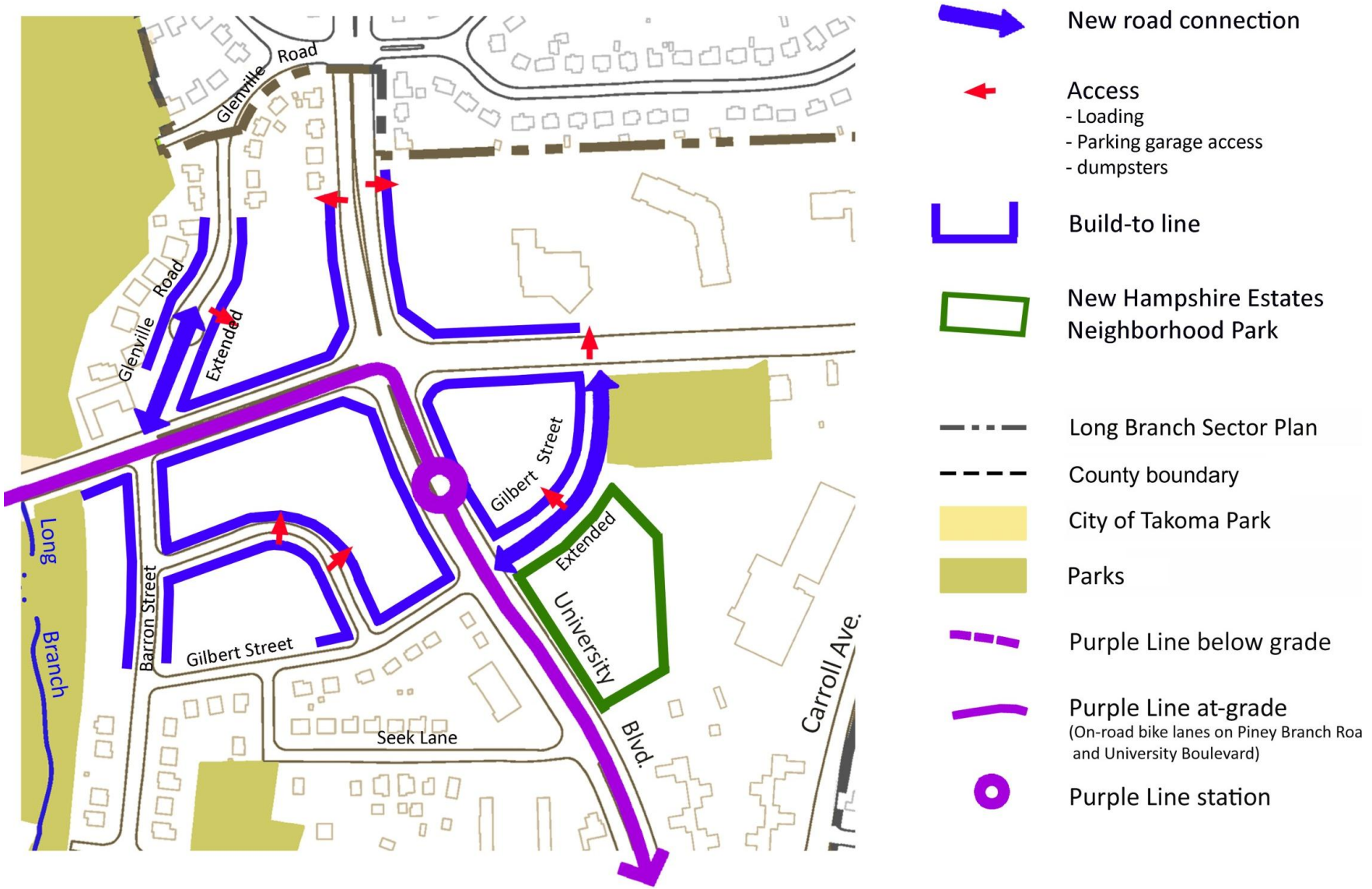
Long Branch's smaller commercial area is a transit transfer point and should be redeveloped as a distinct community node, with a public space and pedestrian-friendly street connections to surrounding uses.

The New Hampshire Estates Neighborhood Park, which is to be renovated after the Purple Line Station is built, is presently cut off from existing commercial establishments to the north. The Plan proposes extending Gilbert Street (see Guidelines, page 11) to become the northern edge of the park and will provide parking that will be lost to Purple Line construction.

The renovated park should be connected to new development so that the two function together, supporting and adding life to each other with:

- buildings facing Gilbert Street Extended sited to create and define the street space, and facing across the street to the park
- buildings on Gilbert Street Extended that have ground floor entries, and windows and balconies facing the park
- building façades that incorporate elements or themes related to the park
- at least 12-foot wide crosswalks from the park across Gilbert Street
- at least 12-foot wide crosswalks across University Boulevard to the Gilbert Street Purple Line station
- street and park furnishings of a shared vocabulary and distinct from street furnishings in the rest of Piney Branch Neighborhood Village.

Illustration 8 Piney Branch Neighborhood Village Proposed Redevelopment Pattern



Parks and Open Spaces

The Plan area is already well served by large public parks that include play grounds, baseball and soccer fields. However, the Plan's recommended densities call for a series of smaller urban open spaces to serve residents and employees in the Town Center and Neighborhood Village.

Further, the 2012 *Parks, Recreation and Open Space* (PROS) *Plan* recommends a park hierarchy for all master and sector plans.

In the Long Branch Plan area, public and private open spaces will include:

- a central civic green of at least ½ acre
- smaller neighborhood parks
- small urban parks at the block level.

These spaces will be a major part of the public realm in the Plan area. The open spaces that are intended to serve as focal points of community life should be located where a variety of activities and uses intersect. These places are typically at the highest concentrations of density and are near transit stations, libraries, community centers, or places of worship.

Universal Principles

Configuration and Location of Open Space

- Locate parks and open space in areas where two or more pedestrian paths converge.
- Locate near retail, office, and residential uses.
- The space should open onto at least one street—it should feel like an extension of the sidewalk and not a separate space.
- If separated from the street by a grade change, walls, or plant material, there should be several, easily accessible points of entry into and out of the open space.
- Views into and out of the open space from the surrounding streets and sidewalks should be clear and unobstructed.
- The open space should be a "positive" space with the character of a room with a floor, ceiling, and walls.
- Enliven the walls of the open space with entries at ground floor level, and with windows and balconies that look directly onto the space.
- Design with CPTED principals to ensure a space that will feel safe for all users.

Site Details

- Enliven space with public amenities such as fountains, kiosks, food venders, and interactive sculpture.
- Incorporate differentiated spaces that create shared and intimate areas.
- Include public seating.
- Include green elements such as trees, shrubs, perennials, and lawn areas.
- Design spaces to accommodate programed events such as outdoor concerts, movies, or markets.
- Include artwork on a permanent or rotating basis.

Trail Connections

- Establish sidewalks and bikeways that connect to the Long Branch Trail, as well as other Long Branch area parks and open spaces.
- Design pavement markings, signage, bike racks, seating, landscaping, and art along the trail to reflect local character.
- Include mileage markers similar to heart-smart trail medallions.

Variations

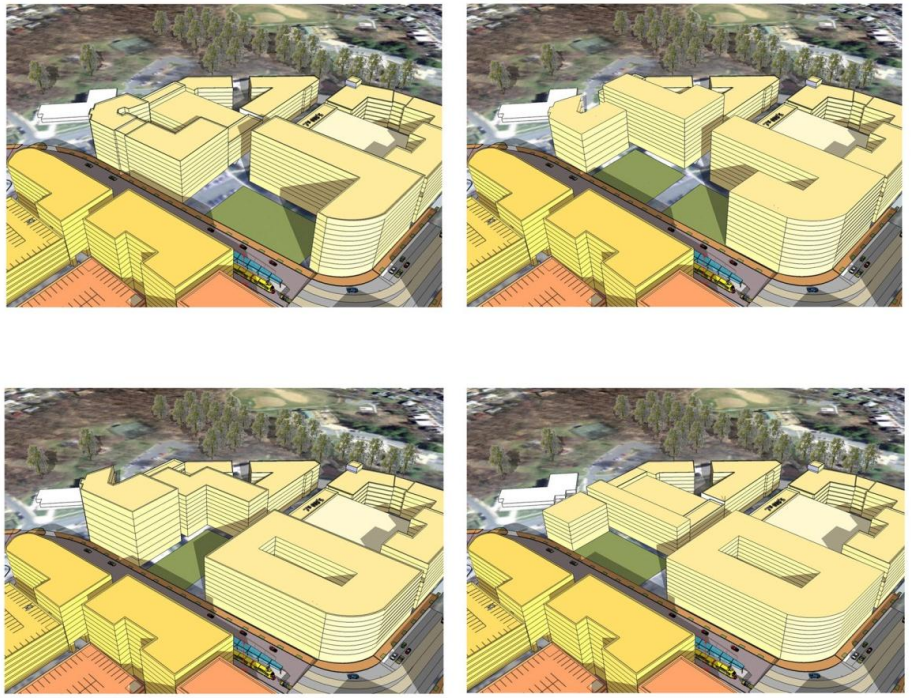
Long Branch Town Center, Civic Green

New development in the Town Center will incorporate a civic green to serve the existing and future, employees, residents, and shoppers using the Town Center. The green should be located next to the proposed Arliss Street Purple Line station and connected to surrounding parks.

The civic green should be:

- at least ½ acre
- mostly lawn
- activated with commercial and retail uses on at least two sides
- integrated with the proposed private street/pedestrian way
- adjacent to the future Purple Line Station on Arliss Street
- integrated with planned private streets
- enlivened with public amenities, such as a fountain
- shaded with trees
- fitted with electricity, lighting, Wi-Fi, tent structures, etc.

Illustration 9 Civic Green Configurations



Long Branch Local Park

- Redesign and relocate the playground to be more visible from the adjacent neighborhood, streets, and recreation center.
- When the pool and recreation center is relocated, establish a community open space that can accommodate a variety of informal activities.

Flower Avenue Urban Park

Through redevelopment, consider a redesign that:

- activates the commercial edge with an outdoor plaza with seating and tables
- improves the playground area with a new natural play design element
- improves landscaping to add green elements but keep visibility unobstructed
- updates and adds artwork to the existing sculptures.

Piney Branch Neighborhood Village, New Hampshire Estates Neighborhood Park

New development in the Piney Branch Neighborhood Village should include renovation of New Hampshire Avenue Neighborhood Park. This public park and new development in the southeast quadrant of the Piney Branch/University Boulevard intersection should be viewed as two parts of a whole. As outlined under the buildings section of these guidelines, the new development on the access road should form a wall or face for the park. The park should also be connected to the proposed Purple Line Station to be located on University Boulevard just south of Piney Branch Road visually as well as physically. Gilbert Street Extended will provide parking and will have three wide crosswalks to encourage pedestrian movement between the redevelopment at University Boulevard/Piney Branch Road and the park. The park should act as the "front yard" of new development at this corner.




The open space should be:

- mostly green – today the existing lawn is the scene of pick up soccer games. This lawn area can be continue to function in this capacity in the re-configured park.
- activated with commercial and retail uses on Gilbert Street Extended
- integrated into the wide, tree-lined sidewalks on Gilbert Street and University Boulevard
- connected to the future Purple Line station at University Boulevard and Piney Branch Road through new crosswalk at Gilbert Street and University Boulevard
- enlivened with a bandstand or other facility for public performances.

Specific uses and design features could include:

- spaces that meet urban residential recreational and social needs such as community gardens, picnic shelters, skateboarding, and grass volleyball courts
- a healing garden as additional way to provide community medical services and education.

Seek Lane Neighborhood Park

Through redevelopment, consider a redesign that:

- creates a natural play and environmental learning area adjacent to the existing playground
- creates a safe crossing area on Bayfield Street from the school to the park
- improves park infrastructure with electrical service and amphitheater seating to create an outdoor classroom.

Purple Line

Universal Principles

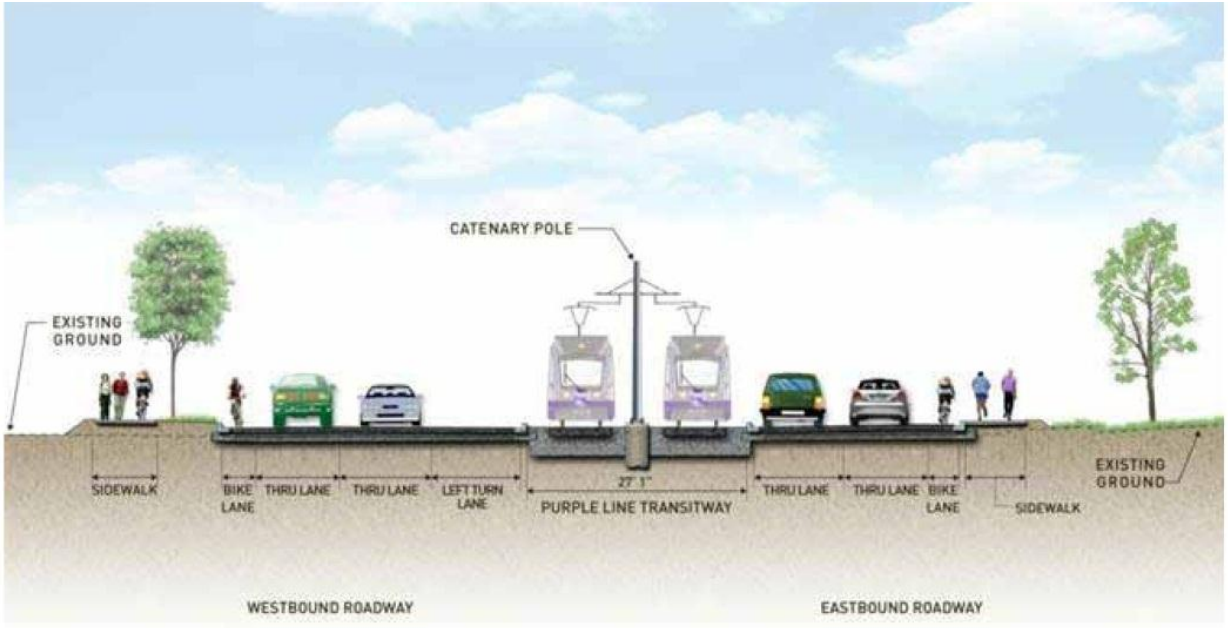
The 2010 Purple Line Functional Plan identifies two stations in the Long Branch Plan area at Arliss Street in the Long Branch Town Center and at Gilbert Street in the Piney Branch Neighborhood Village. The Functional Plan calls for walk-up access and adjacent six-foot sidewalks at both stations.

The guidelines build on those recommendations, and recognize that the design of the route and stations is ongoing.

Variations

Route

The Purple Line light rail will run in the median of Arliss Street, Piney Branch Road, and University Boulevard. MTA standards will expand the right-of-way and require a curb and fencing to keep cars and pedestrian out of the travel way.



Courtesy of MTA

The expanded travel way adds up to 30-feet to accommodate between six and eight travel sections in the cross sections of Arliss Street, Piney Branch Boulevard, and University Boulevard. This cross section creates a long crosswalk condition. Further, the required fencing can be unattractive and visually and physically divides the street.

The following strategies should be employed to lessen the impact of the Purple Line on the public realm.

- Limit fencing to block sections far from crosswalks.
- Consider using decorative fencing material.
- Consider planting grass or other ground cover in between the tracks to lessen the impact of the widened cross section.

Stations

The two Purple Line stations in the Long Branch Sector Plan area should be designed to:

- integrate with the urban fabric by:
  - using similar paving material in the station platforms and adjacent sidewalks
  - creating a seamless flow from sidewalks to the station platform
  - designing station canopies and furnishings in similar materials to the surrounding built environment
- give priority to pedestrian access. Vehicular drop off areas or kiss-and-rides should be a secondary consideration only after pedestrian access has been prioritized.

These stations provide an excellent opportunity to create a sense of place and arrival for these two different parts of the Plan area. Stations should:

- use art to create a unique sense of arrival at each station:
  - embedded art, such as murals or decorative paving
  - canopies, railings, kiosks may incorporate art works or be part of the artwork itself
  - iconic art that marks arrival and creates individuality related to place.

Tunnel

The Purple line will descend underground at a tunnel entrance on Arliss Street. Its design will have an effect on the surrounding urban fabric.

Use the following strategies to lessen its negative impact.

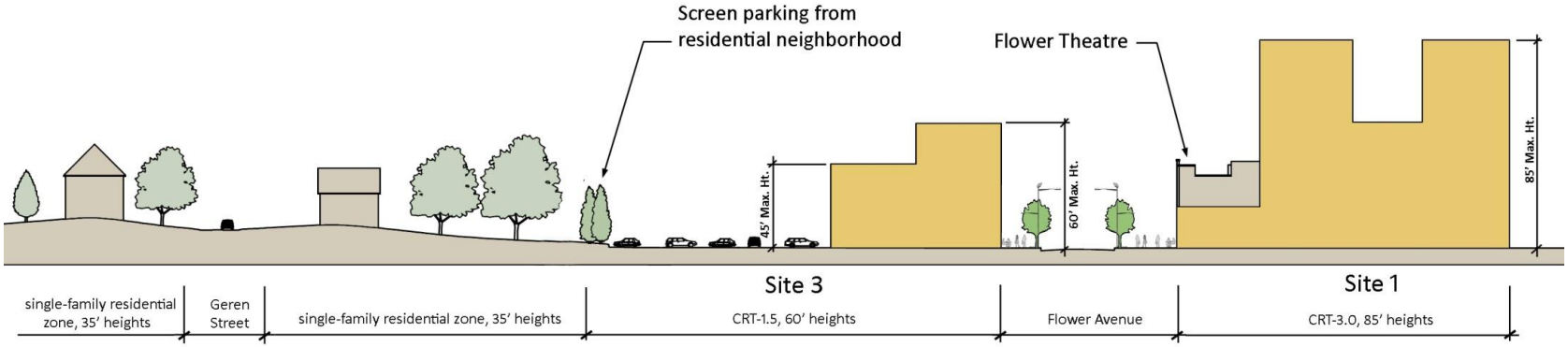
- Use artwork on the walls and railings surrounding the tunnel entrance.
- Use decorative concrete designs in the portal walls to lessen the impact of large surfaces of concrete.
- Use a crossing arm and lighting to prevent accidental entry by car or pedestrian traffic.

Specific Sites

Long Branch Town Center

Sites in the Long Branch Town Center will have the most density, need to accommodate the Purple Line, and are envisioned for mixed uses. Redevelopment should create active pedestrian streets, connections to public spaces, and should incorporate the historic Flower Theater.

Illustration 10 Sites 3 and 1 Cross Section



Site 3 Piney Branch Road/Flower Avenue (northwest)

- Maximum 70-foot building heights at corner of Manchester Road and Piney Branch Road, stepping down to a 45-foot maximum adjacent to single-family homes on Geren Road.
- Maximum 70-foot building heights at the intersection of Piney Branch Road and Flower Avenue.
- Orient commercial uses toward Piney Branch Road.
- Incorporate a gateway feature at corner of Piney Branch Road and Flower Avenue that marks the gateway with an architecturally significant building or iconic art.

- At Piney Branch Road and Flower Avenue, building setbacks should allow a landscape strip that emphasizes the residential character of this section of Piney Branch Road.

Site 1 Long Branch Town Center

- Tallest buildings located at south east corner of site at intersection of Arliss and Piney Branch Road (120 feet tall maximum).
- Next tallest building along Piney Branch Road to corner of Flower Avenue (80 feet tall maximum).
- Maximum 70-foot building heights along Arliss Street.
- A private street connecting Flower Avenue to Arliss Street that:
  - connects communities to the west and north along Flower Avenue to Arliss Street
  - provides a visual connection to the Purple Line station
- Integrate future development with the existing Long Branch Library and future recreation center and pool by:
  - pedestrian path connections
  - designing the library and recreation center to be visible from the Arliss Street Purple Line station or from the planned civic green
  - designing the library and recreation center to face Arliss Street and become part of the street-defining wall
  - locating the library and recreation center main entrances with access to Arliss Street or the intersection of Arliss Street and Garland Avenue intersection.

Site 7 Arliss Street Townhouses

- Maximum 60-foot building height, stepping down to a 45-foot maximum at the rear, adjacent to single-family homes.
- Incorporate an evergreen screen along the rear property line with an aesthetically attractive, opaque eight-foot tall fencing to screen from single-family homes on Plymouth Street.

Illustration 11 Sites 1 and 7 Cross Section

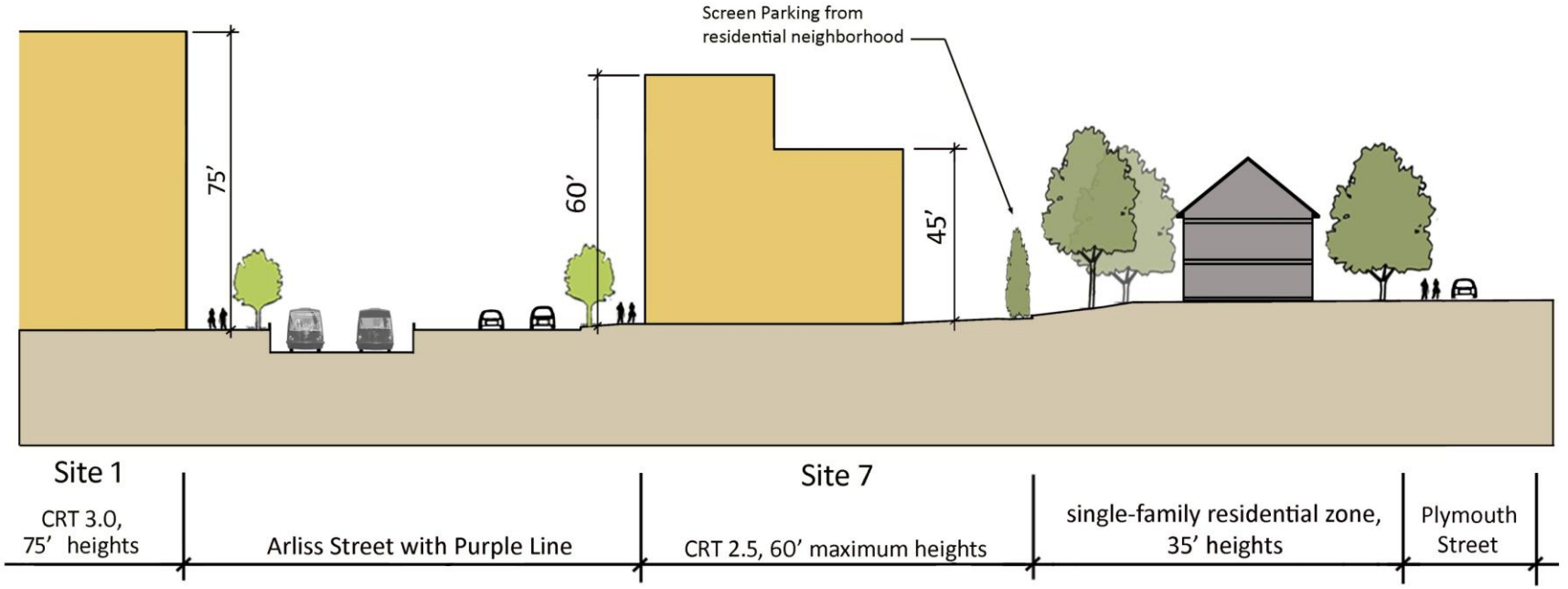
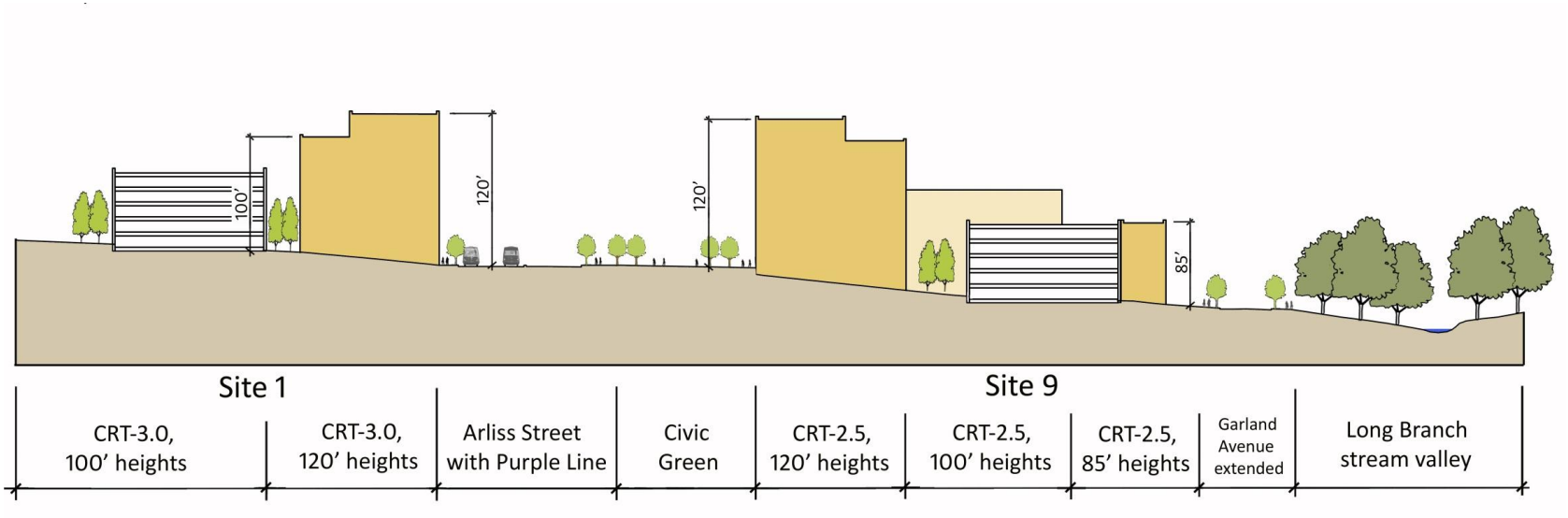


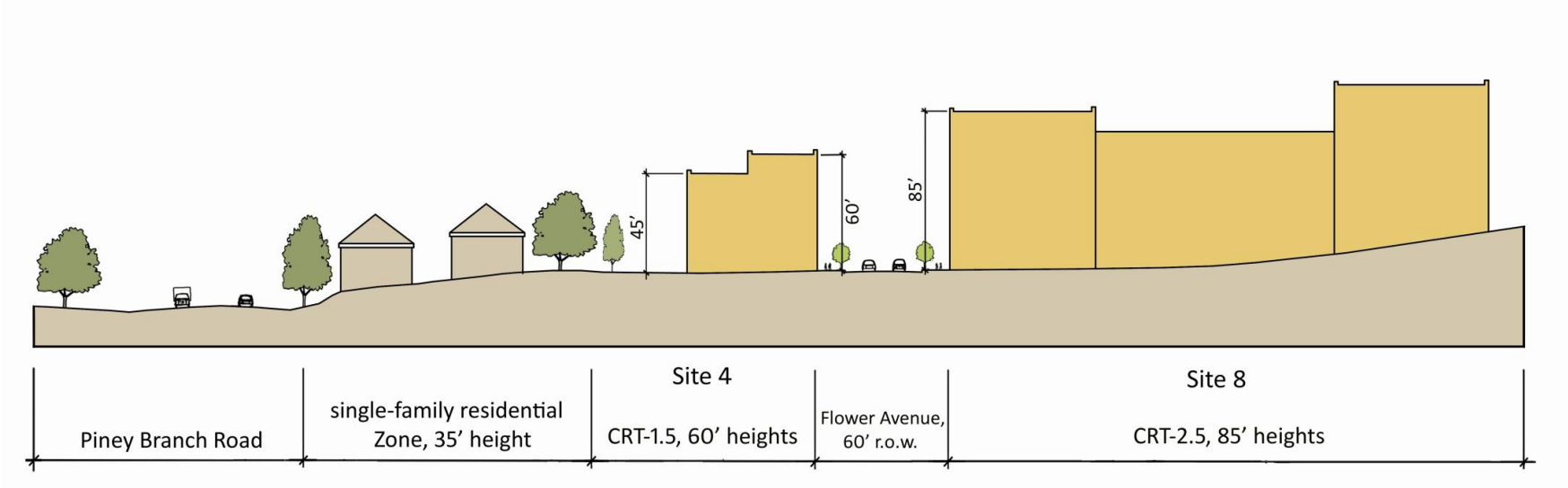
Illustration 12 Sites 1 and 9 Cross Section



Site 9 Flower Branch Apartments

- Maximum 120-foot building heights at the intersection of Arliss Street and Piney Branch Road, stepping down to a 70-foot maximum next to the library and along Piney Branch Road frontage.
- Include a minimum ½-acre green space adjacent to the Purple Line station (see Parks and Open Spaces page 33).
- Include a private street or pedestrian connection east-west between Garland Road Extended and green open space.
- Locate parking on the site's interior, screened from road per CRT Zone requirements. Screen parking structures from streets using liner buildings.
- Incorporate a landscape strip along Piney Branch Road that emphasizes its residential character.

Illustration 13 Sites 4 and 8 Cross Section



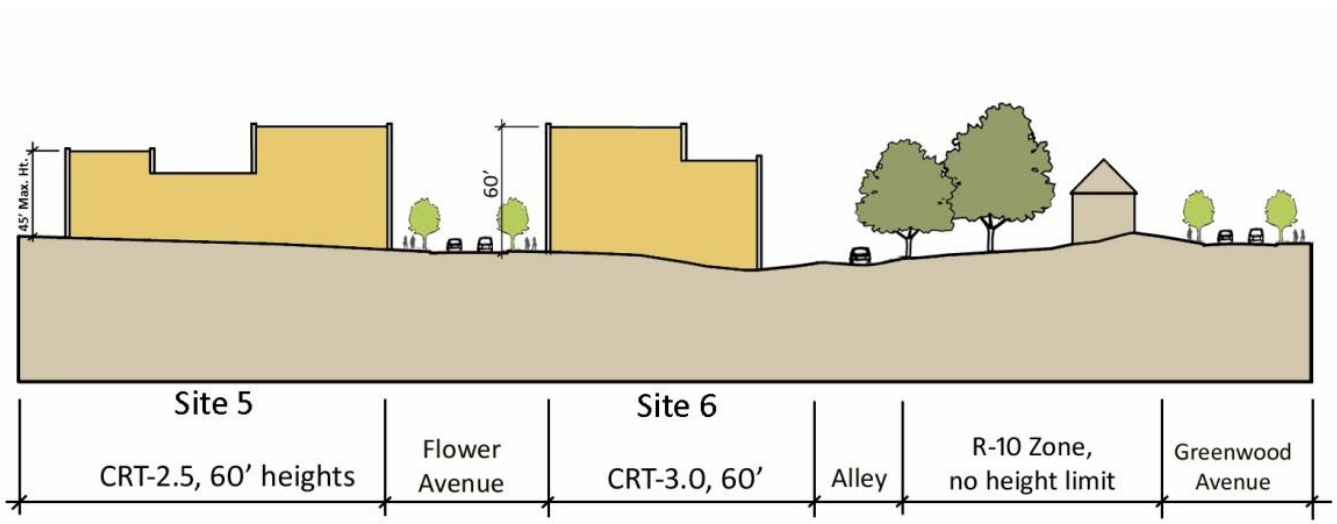
Site 4 Piney Branch Road/Flower Avenue (southwest)

- Maximum 70-foot building height, stepping down to a 45-foot maximum adjacent to single-family homes.
- Incorporate a gateway feature at corner of Piney Branch Road and Flower Avenue.

Site 8 South Piney Branch Avenue

- Maximum 85-foot building heights , stepping down to a 45-foot maximum next to the existing single-family homes to the south on Greenwood and Domer Avenues. Where adjacent properties have been recommended for CRT zoning and 70-foot building heights, no step down is required.

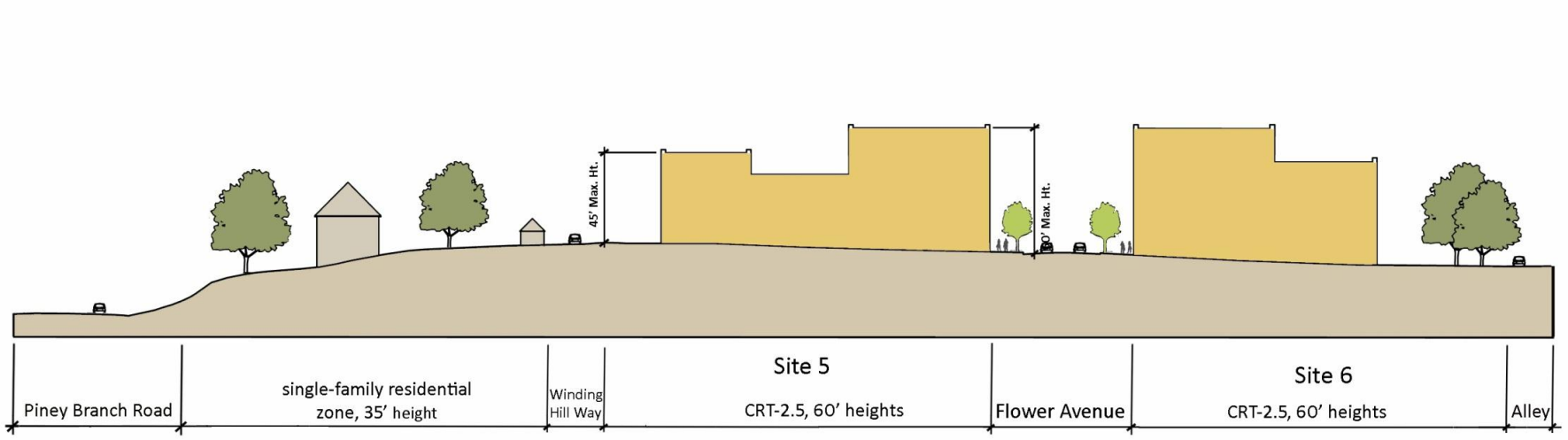
Illustration 14 Sites 5, 6, and Greenwood Avenue Cross Section



Site 5 West Flower Avenue

- Maximum 70-foot building height, stepping down to a 45-foot maximum adjacent to single-family homes.
- Incorporate a gateway feature at corner of Piney Branch Road and Flower Avenue.

Illustration 15 Sites 5, 6, and Piney Branch Boulevard



Site 6 East Flower Avenue

- Maximum 70-foot building height, stepping down to a 45-foot maximum adjacent to single-family homes.
- Incorporate a landscape strip that emphasizes the residential character of this section of Flower Avenue.

Illustration 16 Site 8 and Domer Avenue Cross Section

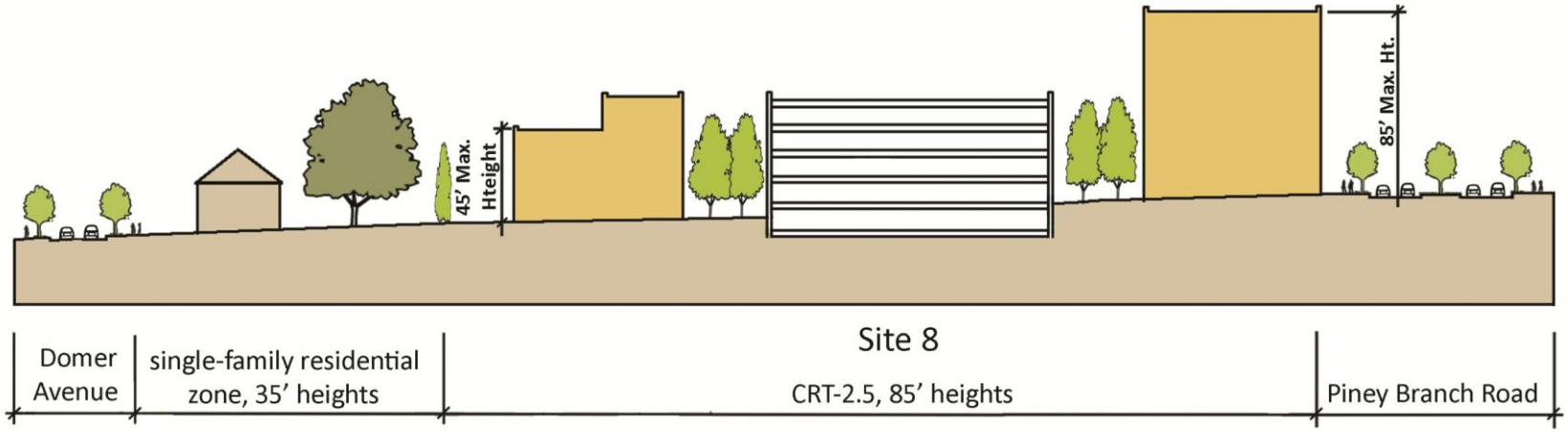
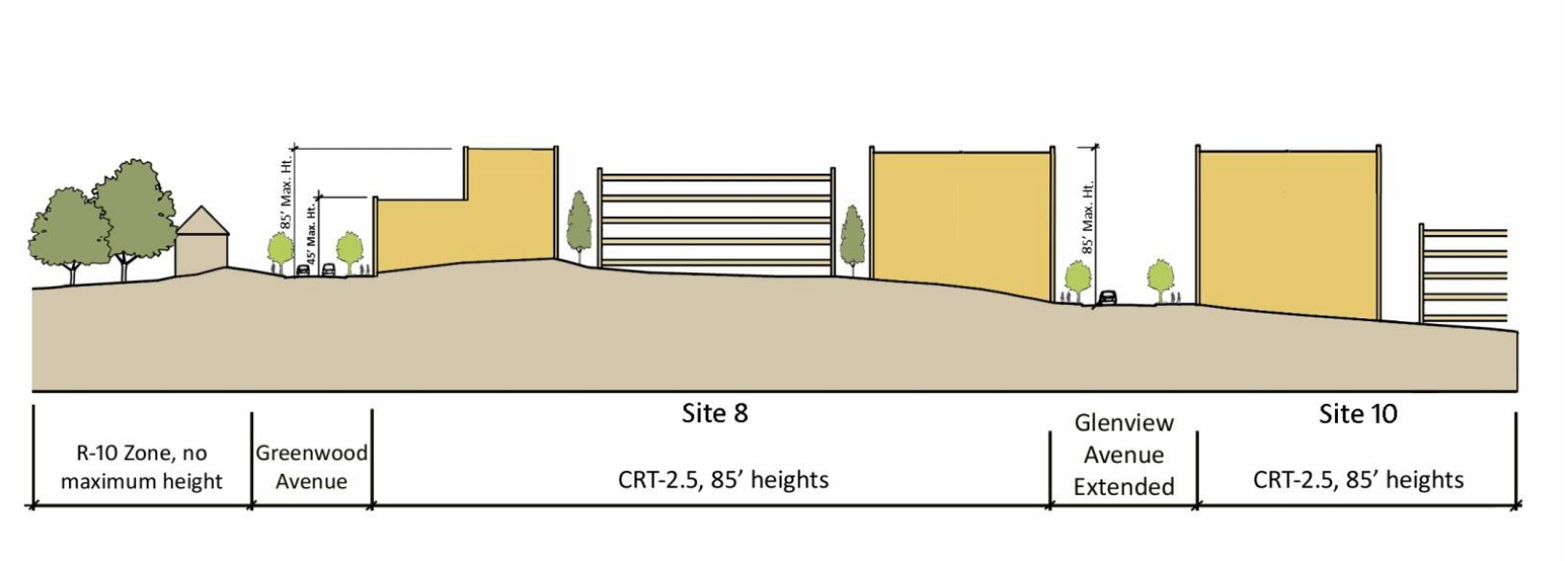


Illustration 17 Sites 8 and 10 Cross Section



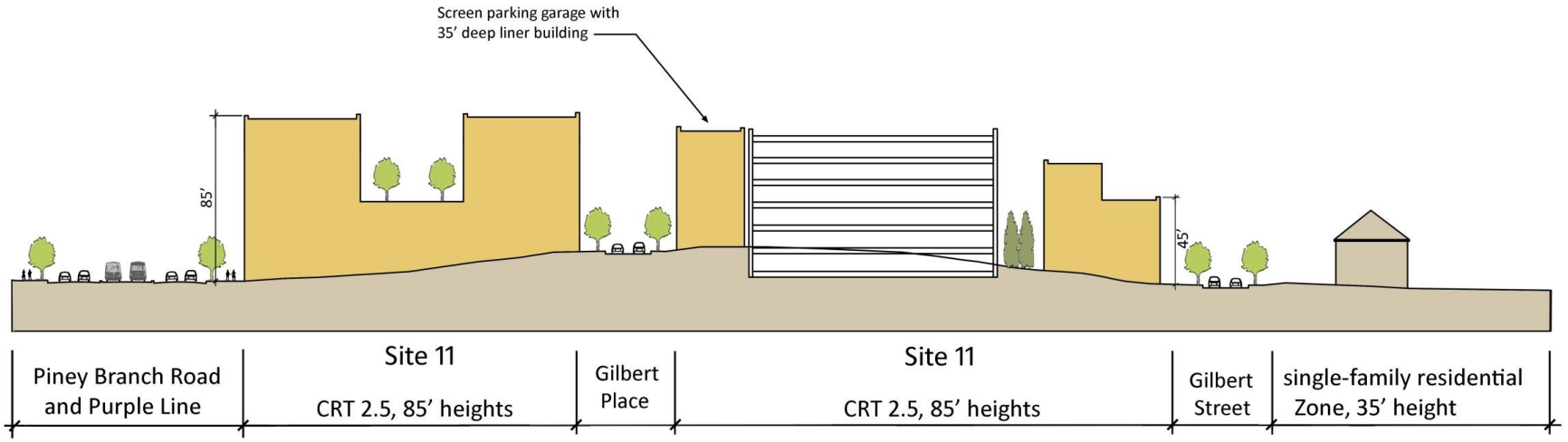
Site 10 Goodacre Apartments

- Maximum 85-foot building heights stepping down to a 45-foot maximum next to existing single- family homes to the southeast on Greenwood and Domer Avenues. Where adjacent properties have been recommended for CRT zoning and 70-foot building heights, no step down is required.

Piney Branch Neighborhood Village

Sites in the Piney Branch Neighborhood Village should create a distinct place at the intersection of Piney Branch Road and University Boulevard, and accommodate the Purple Line route and station.

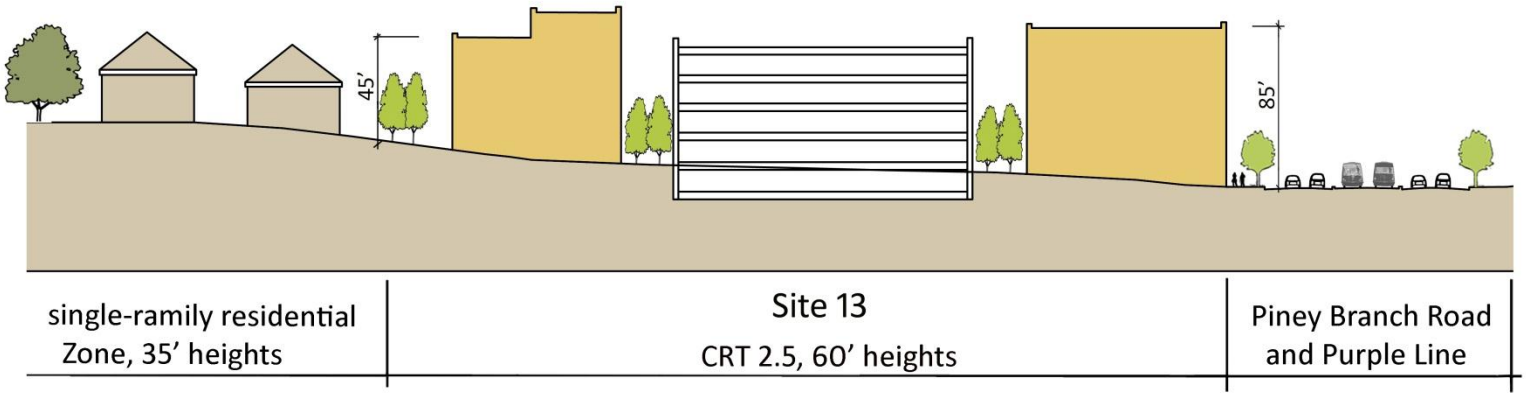
Illustration 18 Sites 11, 13, and Gilbert Street Cross Section



Site 11 Fox Hall Apartments

- Maximum 85-foot building heights, stepping down to a 70-foot maximum along the site's Piney Branch Road frontage to the west.
- Step building heights down to a 45-foot maximum next to single-family homes at the intersection of Gilbert Street and University Boulevard.
- Step building heights down to a 60-foot maximum next to the existing garden apartments on Barron Street and Gilbert Place.

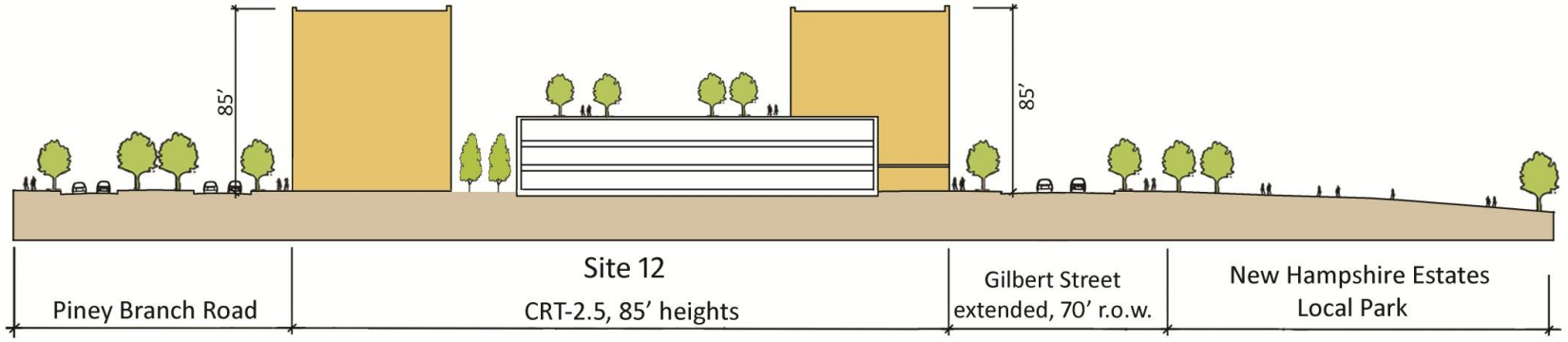
Illustration 19 Site 13 Cross Section



Site 13 Piney Branch Road/University Boulevard (northwest)

- Maximum 85-foot building heights stepping down to a 45-foot maximum next to single-family homes on Glenville Road.
- Extend Glenville Road to Piney Branch Road as a part of redeveloping this quadrant.

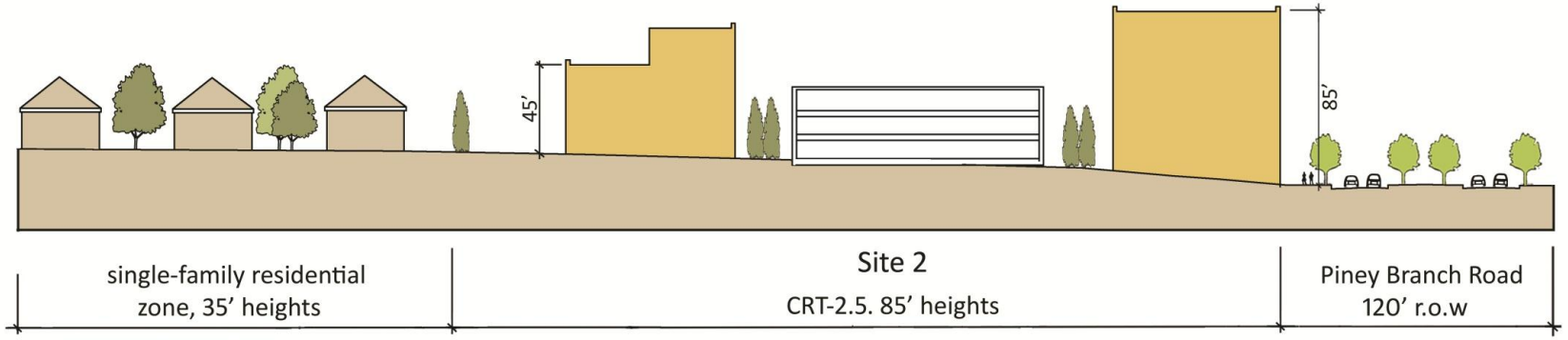
Illustration 20 Site 12 and New Hampshire Estates Local Park Cross Section



Site 12 Piney Branch Road/University Boulevard (northeast)

- Maximum 85-foot building heights
- Incorporate the CRT Zone-required 10 percent public use space either at the intersection of Piney Branch Road and University Boulevard or at the corner of the access road and University Boulevard.

Illustration 21 Site 2 Cross Section

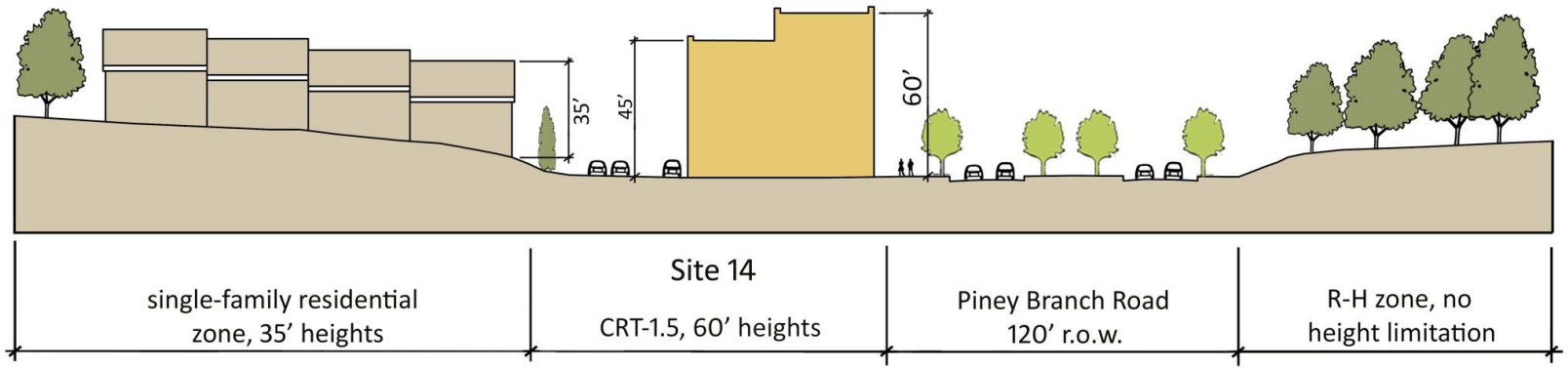


Site 2 Piney Branch Road/University Boulevard (northeast)

- Maximum 85-foot building heights, stepping down to a 45-foot maximum next to the single-family homes to the north on Heron Drive.

Other Sites

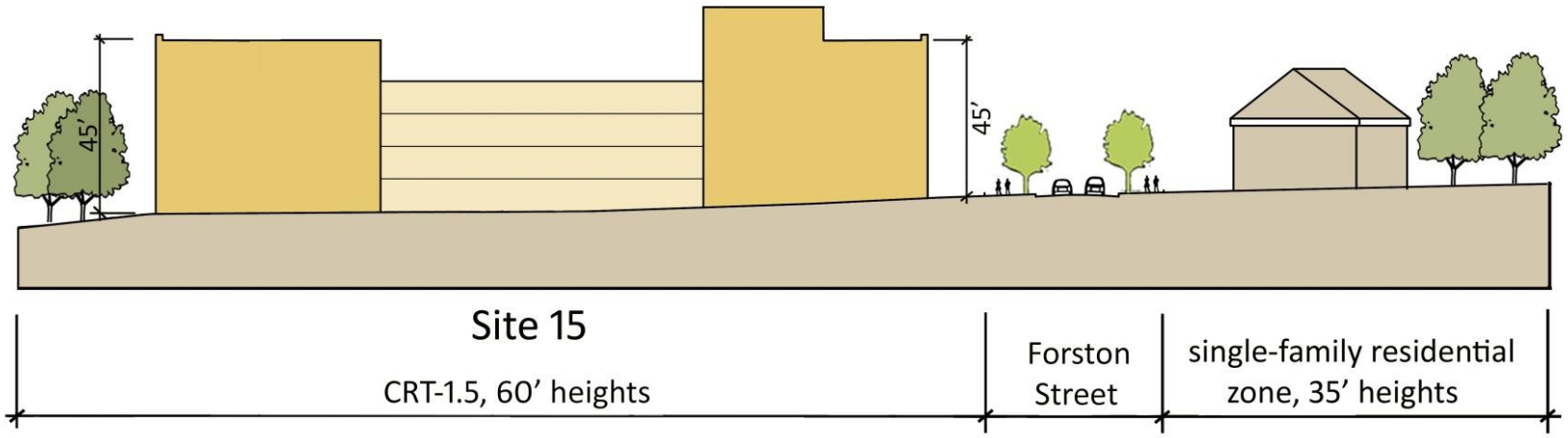
Illustration 22 Site 14 Cross Section



Site 14 Carroll Avenue and Piney Branch Road

- Maximum 60-foot building at the intersection of Piney Branch Road and University Boulevard, stepping down to a 45-foot maximum next to townhouses on Carroll Avenue.

Illustration 23 Site 15 Cross Section



Site 15 Forston Street and University Boulevard East

- Maximum 60-foot building heights at the intersection of Carroll Avenue and University Boulevard, stepping down to a 45-foot maximum next to townhouses on Forston Street.