Brandt Pike Target Revitalization Study

The City is contracting with Burton Planning Services, a planning and economic development consultant, to study the Brandt Pike corridor. A grant from the Montgomery County Land Bank helped to fund this effort. In collaboration with the Chamber of Commerce, the City will be meeting with residents and property and business owners to gather input on the best strategies for the area.

The area to be studied is State Route 201 (Brandt Pike) from Kitridge Road to Longford Road (highlighted in red). According to Assistant City Manager Scott Falkowski, the area “has a high concentration of retail, office and housing developments and is the backbone of the City’s growth and stability.”

The plan includes an existing conditions analysis, economic and market studies and a final revitalization plan and implementation strategy. The existing conditions analysis will look at environmental factors, transportation, land use and zoning issues. The economic and market analysis will be focused on business and service inventories, demographics, housing and commercial analysis. Each segment will include stakeholder and public input through a variety of mediums, potentially including online input, surveys, informal in-person meetings and official committee and council meetings.

The finalized plan will take into account all analysis data and include realistic recommendations to move forward with short-term, mid-term and long-term goals. It could include funding opportunities, maps, code revisions or other strategies to be used throughout the target area.

The study will be an ongoing, nine-month project through February 2017. The completed project will conclude with a presentation to the City and a report with graphics, exhibits and recommendations.

For more information or to participate in a short survey about the project, visit www.discoverbrandtpike.com.