

**MARYLAND HISTORICAL TRUST
DETERMINATION OF ELIGIBILITY FORM**

NR Eligible: yes _____
no X

Property Name: Montgomery Hills Shopping Center Inventory Number: M: 36-23
Address: 1901-1921 Seminary Road Historic district: _____ yes X no
City: Silver Spring Zip Code: 20910 County: Montgomery
USGS Quadrangle(s): Kensington
Property Owner: Samuel Striner (See Attached List) Tax Account ID Number: 01029856
Tax Map Parcel Number(s): P1A Tax Map Number: JP11
Project: MD 97: Forest Glen Road to 16th Street (MO224M11) Agency: State Highway Administration
Agency Prepared By: EHT Traceries
Preparer's Name: John Liebertz Date Prepared: 1/22/2013
Documentation is presented in: _____
Preparer's Eligibility Recommendation: _____ Eligibility recommended X Eligibility not recommended
Criteria: A B C D Considerations: A B C D E F G
Complete if the property is a contributing or non-contributing resource to a NR district/property:
Name of the District/Property: _____
Inventory Number: _____ Eligible: _____ yes Listed: _____ yes
Site visit by MHT Staf _____ yes X no Name: _____ Date: _____

Description of Property and Justification: *(Please attach map and photo)*

DESCRIPTION OF PROPERTY

Montgomery Hills Shopping Center is located at 1901-1921 Seminary Road and 9414-9416 Georgia Avenue in Montgomery County, Maryland. The shopping center is bounded by Georgia Avenue to the east, Seminary Road to the south, Selway Lane to the west, and two commercial properties to the north. The property includes all of Block J of Montgomery Hills, which was subdivided in 1928. Robert Benner and George E. Good, the original developers, designated the block for commercial purposes. The main block of buildings at 1901-1919 Seminary Road and 9416 Georgia Avenue were constructed between 1929 and 1931, the one-story addition at 9414 Georgia Avenue was built between 1936 and 1941, and the one-story store at 1921 Seminary Road was added circa 1950.

ARCHITECTURAL DESCRIPTION

Primarily constructed between 1929 and 1931, the Montgomery Hills Shopping Center consists of seven attached commercial buildings with residential units above and to the rear of a number of the businesses. (1) The early suburban shopping center is

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visually unified by the application of Tudor Revival-style elements. The overall site plan contributes to the stores' individuality as the eastern and western ends of the development are stepped back from its center, orientated towards Seminary Road. The three two-story western stores (1911, 1913, and 1919 Seminary Road) have simple rectangular forms with front-gabled roofs. The subsequent eastern store (1907 Seminary Road) has an ell-shaped form, with a front-gabled roof and side-gabled ell. The southern slope of the side-gabled roof is pierced with a single cat's ear (or pointed arch) dormer. The easternmost two-story store (1901 Seminary Road) is square in plan. The building is comprised of a front-gabled roof fronting Georgia Avenue on its southern half and a flat roof on its northern half. The southern slope of the gable roof has two cat's ear dormers matching the adjacent building.

Constructed between 1936 and 1941, a one-story masonry addition to the north – presently numbered 9414 Georgia Avenue – has a flat roof. This is adjacent to a two-story building at 9416 Georgia Avenue, which is capped by a shed roof. The structural system of the two-story building is unknown. The 1931 Real Estate map indicates a wood-frame building at this location, but vinyl siding presently obscures the underlying structural system. Due to the design and appearance of the building, however, it is likely that the developers incorporated the existing wood-frame building into the shopping center. Constructed circa 1950, the westernmost store at 1921 Seminary Road was not part of the original development, and therefore, does not reflect the appearance of the other buildings. The one-story wood-frame building has a rectangular plan with a shed roof of asphalt shingles.

All seven buildings are set on a parged concrete foundation. A combination of cladding and stucco obscures the underlying masonry structural system. The first stories are differentiated by pent roofs of asphalt shingles, diagonal entryways, projecting bays, and cladding material. The second story of the primary elevations facing Seminary Road and Georgia Avenue are largely repetitive with the application of stucco and decorative half-timbering, unifying the center and mimicking the quaintness of an English village. The buildings at 1909 and 1913 Seminary Road, however, the stucco and half-timbering are covered with vinyl and asbestos sidings on the second story. The half-timbering remains on the upper gable end of the building at 1913 Seminary Road. The roofs have simple wood fascia cornices and are covered with asphalt shingles. Brick chimneys with corbelled caps pierce the roofs toward the rear alley.

The following materials distinguish the first story of each storefront. The one-story building at 1921 Seminary Road is clad with aluminum siding. The store at 1919 Seminary Road features stretcher-bond brick cladding and an ashlar stone veneer on its angled entryway. The buildings at 1907, 1911, and 1913 Seminary Road have stretcher-bond brick veneers. The building at 1901 Seminary Road has stucco applied on its first story. The one-story addition and the two-story frame buildings to the north have stretcher-bond brick cladding. On the one-story addition, between the modern storefront windows and cornice, is a small band of false half-timbering, continuing the stylistic appearance of the shopping center.

Fenestration on the first story of the buildings primarily consists of single-leaf doors and fixed single-light storefront windows. The store at 1921 Seminary Road features a replacement metal door, a fixed, 24-light, wood window, and a 6/6 wood window. On the southern elevation, 1901-1919 Seminary Road each has two single-leaf doors accessing the respective businesses. The two buildings fronting Georgia Avenue each have one single-leaf door. The majority of the doors, however, have been replaced with modern aluminum-framed glass or metal doors. Original Tudor Revival-styled doors with vertical wood planks and iron straps remain intact on the buildings at 1913 and 1919 Seminary Road.

On the second story of the primary elevations, fenestration consists of paired or ribbons of three or four, 1/1 windows. The ribbons of windows were typical in gable ends of Tudor Revival-styled buildings. The majority of the windows, however, have been replaced with vinyl sash. All the paired windows on the highly visible corner store at 1901 Seminary Road hold 6/6 vinyl sashes. The building at 1907 Seminary Road has had two paired 1/1 windows removed and replaced with a large, single-light, fixed window. The upper gable ends of 1907 and 1919 Seminary Road retain their original four-light and three-light casement windows.

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These windows may reflect the original appearance of the windows on the second story as they are more stylistically accurate to the Tudor Revival style.

Architecturally less important and partially visible from the public right-of-way, the rear of the buildings contains an amalgamation of additions intruding into the alley. The later-constructed building at 1921 Seminary Road contains a small auto garage in the northern half of the building. Opening onto Selway Lane, the garage's original roll-up door is partially intact. Largely completed by 1959, the rear additions on the buildings at 1901-1919 Seminary Road reflect the residential use and lack of an individual owner with a singular development plan. The wood-frame and masonry additions are primarily one-story high and capped with shed or flat roofs. For example, the rear of 1913 Seminary Road has a one-story concrete block addition with a rooftop deck accessed by a wood stair. The majority of the openings on the rear additions contain replacement single-leaf doors and single or paired 1/1 and 6/6 vinyl replacement windows.

HISTORIC CONTEXT

The land located to the north of Silver Spring was first subdivided in the late nineteenth century. While the Washington, Woodside, and Forrest Glen streetcar line increased transportation to the region in 1898, early subdivisions continued to have limited success. Reasons included long travel times via the streetcar or Baltimore & Ohio Railroad, and the ready availability of land with the needed amenities like roads and water lines in the northern parts of Washington, D.C. Due to the lack of supporting development, commercial and industrial businesses were restricted to the intersections of major thoroughfares. (2)

Before the 1920s, community planning and cultural expectations further impeded commercial ventures. A number of subdivisions restricted commercial businesses within their development. Wealthy suburbanites, who had first moved to the newly established suburbs, had the time and income to travel into Washington, D.C. on trains and streetcars to shop for the variety and quantity of goods to which they were accustomed. The downtown businesses then shipped the packages back to their residences via the streetcar. Any immediate amenities were available at the long-established corner stores. The commercial needs of the area, however, quickly shifted with the development of middle-class subdivisions. (3)

In the mid-1920s and 1930s, the automobile had a dramatic impact on the transformation of Silver Spring. Between 1920 and 1930, vehicle ownership increased threefold from 56,000 to over 150,000 within the District of Columbia. (4) The existing road infrastructure, however, could not accommodate automobiles in large numbers. The roads evolved from colonial trails and nineteenth-century turnpikes and had limited improvement possibilities. During this period, Maryland's State Roads Commission primarily addressed hazardous conditions, steep grades, unsafe curves, line of sight issues, and completed right-of-way purchases for existing narrow roads. (5) Coupled with such basic improvements to the roads and infrastructure, the automobile allowed the middle-class to move farther away from their places of business. By 1925, Georgia Avenue became the third most important arterial road into the capital city, running through the center of Silver Spring. (6) In addition, public transportation into the District of Columbia relied heavily on the public bus after the official termination of the Washington and Rockville Railway Company (successor of the Washington, Woodside, and Forrest Glen) at Georgia and Eastern avenues in 1927. (7) These transportation improvements allowed the middle class to reside in the 80 subdivisions platted in Montgomery County in the 1920s. Twenty-five of the subdivisions were located within Silver Spring and three subdivisions – North Woodside, Woodside Park, and Montgomery Hills – were in close proximity to the Montgomery Hills Shopping Center along Georgia Avenue. (8)

These residential subdivisions offered space, distance from the urban environment, and reprieve from urban issues such as sanitation quality. Further, the developments offered the Caucasian middle class a degree of segregation not found in Washington, D.C. as the deeds contained stipulations regarding the selling of land to minorities. In order to further appeal to prospective

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homeowners, developers included amenities such as pools, clubs, landscaped areas, and dedicated commercial areas. (9)

Throughout the country, the 1920s subdivision developers started to realize the importance of including neighborhood shopping centers within their subdivision plans. The potential middle-class residents could not afford the same degree of luxury or time commitment dedicated to traveling into major cities as the wealthy elite. Therefore, developers not only planned the location of the neighborhood stores in relation to the housing, but also carefully selected the merchants in order to allow maximum convenience, services, and goods to homeowners. (10) As a result, access to everyday goods was within the community.

These early suburban shopping centers consisted of a half-dozen stores that were designed to complement the architectural style of the community, typically Tudor Revival and Colonial Revival—popular styles that were commonly dressing the residential buildings. The design of the stores provided a continuity not seen in the earlier freestanding businesses and allowed the buildings to blend into the suburban landscape. These buildings replaced earlier utilitarian buildings that were perceived as eyesores by residents. (11) Examples of purpose-built early suburban shopping centers in Montgomery County include the Montgomery Hills Shopping Center and Leland Shopping Center (Bethesda). (12) The shopping centers served as the transition between pre-1920 freestanding single stores, unplanned strips of commercial stores within designated lots in a subdivision, and the neighborhood shopping centers of the 1930s, such as Arthur B. Heaton's Park and Shop in Cleveland Park, Washington, D.C. (13) The 1920s early suburban shopping centers were still orientated towards the surrounding residential and pedestrian environment, accounting for their residential-styled design. On the other hand, the 1930s neighborhood shopping centers were driven by the automobile; the building's plan was orientated towards the major thoroughfare, designed for speed and efficiency, and provided ample parking in the front. (14) In the Washington, D.C. region, the influx of federal employees and the dramatic rise of population between 1930 and 1940 led to the necessity of larger destination regional shopping centers, such as the Silver Spring Shopping Center. Whereas the neighborhood shopping centers catered to the everyday needs of local residents, the regional shopping center provided the specialty shops and entertainment services previously frequented in downtown Washington, D.C. (15)

Montgomery Hills Shopping Center

Montgomery Hills Shopping Center is representative of the development of pre-suburban shopping centers within large subdivision developments in Montgomery County in the 1920s. Robert Benner and George E. Good purchased the land from the Childs family and platted the residential subdivision of Montgomery Hills on August 25, 1928. (16) Advertisements for the subdivision stated:

Montgomery Hill is one of the carefully restricted residential sections within a short distance of the Nation's Capital, with paved and lighted streets, convenient schools and stores, high elevation and other unusual features. Building is rigidly restricted as to type and cost as will readily be noted by even the casual observer on visiting the electric kitchen home. (17)

The developers reserved Block J, at the intersection of Seminary Road and Georgia Avenue, for commercial development. (18) The location allowed for ease of accessibility for the surrounding residents, but considered the burgeoning importance of the automobile; albeit, in a limited fashion as the buildings were not orientated towards Georgia Avenue. Benner and Good sold the lots to business owners with certain stipulations. Deed of covenants for Block J stated that "The Montgomery Hills Company shall have the exclusive right to construct any building which may be erected on said premises; plans and specifications to be approved by said company." (19) Early businesses included a bakery, tavern, delicatessen, pharmacy, barber shop, and grocery store. (20) Richard J. Dietle received one of the first properties sold as noted in the Washington Post:

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A business site in Montgomery Hills was sold for the Montgomery Hills Co. to Richard J. Dietle, a baker of Silver Spring, for approximately \$3500. It is understood that the contract also included the erection of a modern bakery for the purchaser by the seller. The new bakery is expected to cost about \$12,000. (21)

The developers, however, lacked the foresight of the planners of a 1930s neighborhood shopping center. Benner and Good planned the shopping center to serve the immediate members of Montgomery Hills and neighboring subdivisions. As a result, the current parking lot was designated as a landscaped area/park with curbside parking serving the businesses. As stated in a deed of conveyance:

All that part of said lot south of the building restriction line with a frontage on Seminary Road, on said plat of said subdivision, shall be used for park purposes, the expense of the construction of said part to be at the cost of said Montgomery Hills Company. (22)

This use, however, may have never come to fruition as parking would have been essential for automobiles, especially along the highly traveled Georgia Avenue. Further, the staggered setback of the buildings from the street reflects the pedestrian-minded orientation of the commercial development, rather than one devoted to the automobile-owning customer. Later developments had planned their shopping centers along arterial roads to capitalize on the daily traffic; however, the importance of placing Montgomery Hills Shopping Center along Georgia Avenue is diminished since it had not planned for parking for additional cars and consumers outside of its residential periphery who were commuting through the area.

Linking it to earlier freestanding, pre-1920 commercial businesses as well as the residential neighborhoods surrounding, the shopping center had apartment units above and to the rear of the stores. As stated in an advertisement of the Washington Post:

BARBER SHOP, two chairs: 1005 Seminary road, Silver Spring, Md; good place for right man. Living quarters in rear. (23)

The incorporation of residential housing is not typical of post-1930s shopping centers, which are commonly one-story commercial blocks. A number of the apartments at Montgomery Hills Shopping Center now serve as offices.

The development was constructed in three phases. The main block 1901-1919 Seminary Road was constructed between 1929 and 1931. The staggered design, while cohesively one block, also read as individual units much like contemporaneous row houses. At that time, the Childs family owned the property to the northeast of the commercial center, currently comprised of a portion of 9416 Georgia Avenue. In 1936, the Childs family purchased LOT 1-A, the building at 1901 Seminary Road. (24) In all likelihood, they constructed the one-story addition to the building (presently 9414 Seminary Road) and incorporated the two-story wood-frame building into the shopping center. The final development occurred circa 1950, with the construction of the one-story frame building at 1921 Seminary Road. The additions anchor the original main block but read as separate buildings of later construction.

INTEGRITY ASSESSMENT

Constructed initially between 1929 and 1931, Montgomery Hills Shopping Center retains a low level of integrity as a late 1920s shopping center due to continued development to Georgia Avenue, numerous alterations to character-defining features of the property, and a removal of historic material.

The property has low integrity of location and setting. The buildings remain in their original location along Georgia Avenue and

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Seminary Road and the size of the parcel remains intact. The location of the commercial center is reflective of the rapid suburbanization of the Silver Spring region starting in the mid-1920s.

The shopping center, while oriented to Georgia Avenue and Seminary Road, did not initially incorporate parking for those traveling along these primary thoroughfares. Rather, the original plans called for a landscaped area/park to separate the property from the street. Although the addition of a parking lot shows the shopping center's transition into the automobile age, it removes the planners' original pedestrian orientation that is supported by the staggered setback of the buildings and has altered the immediate setting of the property. Further, the lack of planned parking as part of the original setting restricts a comparison with post-1930s commercial shopping centers, which were planned around parking areas.

Moreover, development along Georgia Avenue has greatly changed since the buildings' date of construction. The design of Montgomery Hills Shopping Center relative to the location and setting was originally associated with the suburban developments surrounding. With additional commercial construction and the increased automotive traffic, the setting between the subdivisions and the shopping center has diminished as the property now relates more to the commuters along Georgia Avenue. In the 1950s and 1960s, the planning and construction of Interstate 495 (I-495) led to additional construction in proximity to Montgomery Hills Shopping Center. This coincided with the "post-World War II and Early Freeway Suburbs," a period of mass production and new modern materials. Construction of the on and off ramps of the highway's cloverleaf were located on undeveloped land approximately one-quarter of a mile north of the shopping center. As part of the planning for the highway, and to meet the growing number of freeway suburbs to the north, Georgia Avenue was widened in 1951-1952, resulting in a loss of street frontage and parking in the area. As stated in the Report of the State Roads Commission of Maryland:

Georgia Avenue, State Route 97, has been rebuilt as an urban dual lane highway.... This highway replaces the old 20 ft. roadway and serves as an adequate artery for the heavy traffic volumes from eastern metropolitan Montgomery County to the District of Columbia. (25)

Similar improvements were completed to the south of Montgomery Hills Shopping Center with the extension of 16th Street to Georgia Avenue in 1959. The new route improved traffic on Georgia Avenue, but led to the demolition of a number of dwellings in North Woodside, including five buildings fronting Georgia Avenue. (26)

The addition of I-495, the widening of Georgia Avenue, and extension of 16th Street altered the area's sense of suburbanization, disjointed previously adjacent subdivisions, prompted new development, and prompted commercial developments to cater to passing commuters instead of the surrounding residents. The smaller shopping centers and rows of commercial buildings (constructed between 1928 and 1957) nearby that serve the surrounding automobile subdivisions were impacted by the construction of the Safeway and People's Drug Store at 9440 and 9520 Georgia Avenue, respectively, in 1966. Located directly to the north of Montgomery Hills Shopping Center, the large box-form commercial buildings required demolition of a wood-framed church, its associated cemetery, and a large open field. (27) For these reasons, the context of Montgomery Hills Shopping Center as a small collection of businesses serving its immediate residential neighborhood no longer exists.

Montgomery Hills Shopping Center has low integrity of design, workmanship, and materials. While the design intent of the developers is still largely visible despite additions, the loss of workmanship and materials diminishes the building's integrity. The main block of the shopping center remains generally intact and identifiable as the original structure. Yet, the one-story addition at 1901 Seminary Road was completed by 1941, connecting the development to the two-story building at 9416 Georgia Avenue and enlarging the structure. Lot number 7 of Montgomery Hills Shopping Center, comprised of the one-story building at 1921 Seminary Road, was constructed circa 1950, likely outside of the purview of the original developers. The design of the circa 1950

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building is not complementary to the Tudor Revival style and detracts from the desired uniformity. Other additions are limited to the rear of the buildings, which is common for commercial buildings.

The shopping center's Tudor Revival-styled design, including its decorative half-timbering and fenestration pattern, have been compromised but are still evident. The design of corner buildings at 1901 Seminary Road has undergone major alterations as its highly visible first story lacks any fenestration along Georgia Avenue. Window and entry openings along this elevation would have attracted passing motorists to the goods offered for sale and was a significant means of advertisement for shopping centers along major thoroughfares like Georgia Avenue. In addition, the building's first-story cladding was parged based on the materials of the adjacent building. On the buildings at 1913 and 1917 Seminary Road, the stucco and half-timbering on the second stories were removed or covered with asbestos and vinyl siding, respectively. The majority of the doors have been replaced, but original doors with vertical wood planks and metal straps remain at 1913 and 1919 Seminary Road. Similarly, a number of the storefront windows have been replaced with large, metal-framed plate glass. On the second story of the buildings, the window fenestration pattern remains generally intact, but the majority contain 1/1 vinyl-sash replacements. In addition, two non-original, large, single-light windows pierce the second story of 1907 Seminary Road. Original casement windows in the upper gable ends of 1919 and 1907 Seminary Road suggest the presence of casement windows throughout the complex, more in line with the Tudor Revival style. The 1987 Maryland Inventory of Historic Properties Form denotes that a number of the pent roofs were covered with slate. (28) All of the slate has been replaced with asphalt shingle. In addition, a number of the roofs appear to be covered by modern awnings.

Montgomery Hills Shopping Center has moderate integrity of feeling and association. The shopping center represents early planned neighborhood shopping centers associated with middle-class subdivisions. The removal of the Tudor Revival-styled elements, however, disconnects its association with the subdivision as the buildings were designed to blend with the residential character of the neighborhood. The incongruous design of the building at 1921 Seminary Road further detracts from the direct association of planned cohesiveness in the larger development. In addition, the historic importance of the center is lessened due to its lack of a planned parking lot.

DETERMINATION OF ELIGIBILITY

Montgomery Hills Shopping Center is located at 1901-1921 Seminary Road and 9414-9416 Georgia Avenue in Silver Spring, Montgomery County, Maryland. The site is not eligible for listing in the National Register of Historic Places as it fails to represent the property's 1929-1941 period of development. This period incorporates the construction of the main block and the one-story addition connecting the center to the likely wood-frame building at 9416 Georgia Avenue. These later additions to the shopping center are relevant since its design matches the Tudor Revival style established on the main block.

Montgomery Hills Shopping Center fails to adequately represent the early suburban shopping centers from the 1920s or the neighborhood shopping centers from the 1930s on the periphery of Washington, D.C. First, the center was not the first Tudor Revival-styled shopping center that catered to middle-class residents in Montgomery County. In Bethesda, Leland Shopping Center was completed in 1927, establishing the principles later utilized by Benner and Good. Further, the later addition of the current unplanned parking lot removes its context as an early suburban shopping center serving the immediate community. The construction date of the current parking lot is unknown, but was likely essential by the mid-twentieth century. At the same time, dedicated parking lots were one of the critical components of the later neighborhood shopping centers. Neighborhood shopping centers were a response to rise of middle-class, automobile-suburbs. The businesses served the everyday needs of the nearby residents and individuals who commuted to and from Washington, D.C. by means of the automobile. The lack of a planned

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parking lot diminishes its relevance to the burgeoning automobile culture, and its placement along Georgia Avenue as the stores would have been less accessible to passing commuters. In addition, one of the key characteristics of early suburban shopping centers included their stylistic blending with the surrounding residential architecture. Therefore, the lack of integrity of design, materials, and workmanship diminishes the property's association with community planning. Thus, Montgomery Hills Shopping Center is not eligible under Criterion A. The shopping center is not associated with any person or group of persons of outstanding importance to the community, state, or nation. Therefore, it is not recommended eligible under Criterion B.

Montgomery Hills Shopping center is not eligible for listing in the National Register of Historic Places under Criterion C as an intact 1920s early suburban shopping center. While the design intent remains evident, the shopping center in its totality is not an excellent example of the Tudor Revival style or a commercial shopping center as a building type. Constructed between 1929 and 1941, numerous aspects of the original center have been altered, demolished, or covered, including parts of the decorative half-timbering and stucco, slate shingle roofs, original storefronts, windows and doors, and rear additions. The architectural unity of the shopping center is further lessened by the construction of the one-story store at 1921 Seminary Road. The ownership of the buildings by individual owners contributed to the array of changes to each structure, allowing for the incongruous removal of character-defining features from the primary elevations and unplanned amalgamation of rear additions. Further, the attachment of residential units to the shopping center recalls the older model of commercial development, rather than a forerunner to the regional shopping center. In addition, the construction of the large commercial development to the north of the center detracts from the context of Montgomery Hills Shopping Center as a small neighborhood shopping center serving the surrounding community in the 1930s.

The shopping center was not evaluated for its archeological potential under Criterion D.

BOUNDARY JUSTIFICATION

Montgomery Hills Shopping Center is located at 1901-1921 Seminary Road and 9414-9416 Georgia Avenue. The seven buildings are situated on approximately .89 acres of land. The property contains a parking lot to the north and a rear alley to the south of the building. All seven buildings have been historically associated with Block J of the Montgomery Hills subdivision.

- (1) The construction date for the buildings was determined by comparing deeds, plats, aerial photographs, and Montgomery County, Maryland, Real Estate Atlas.
- (2) Andrea Rebeck, *Montgomery County in the Early Twentieth Century: A Study of Historical and Architectural Themes* (Silver Spring, Maryland: Montgomery County Historic Preservation Commission, 1987), 2-4; KCI Technologies, "Suburbanization Historic Context and Survey Methodology, Montgomery and Prince George's Counties, Maryland," (Maryland Department of Transportation, 1999), B-30.
- (3) Lizabeth Cohen, "From Town Center to Shopping Center: The Reconfiguration of Community Marketplaces in Postwar America," *American Historical Review* 101, no. 4 (October 1996): 1051; Rebeck, 10-11.
- (4) Stephanie Ann Seachrist, "Silver Spring: Residential Development of a Washington Suburb," (Newark, Delaware: University of Delaware, 1990), 32.
- (5) Anne E. Bruder, *Tomorrow's Roads Today: Expressway Construction in Maryland, 1948-1965* (Baltimore, Maryland: Maryland State Highway Administration, 2010), 6.
- (6) Seachrist, 38.
- (7) The streetcar line failed to resume ridership after a planned temporary closure due to the construction of an underpass for Georgia Avenue in 1924. Seachrist, 33.; LeRoy O. King, *100 Years of Capital Traction: The Story of Streetcars in the Nations*

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- Capital (Dallas, Texas: Taylor Publishing Company, 1972), 120.
- (8)Rebeck, Appendix – Residential Subdivisions Platted in Montgomery County between 1920 and 1930.
- (9)Rebeck, 6.
- (10)Meredith L. Clausen, "Northgate Regional Shopping Center-Paradigm for the Provinces," Journal of the Society of Architectural Historians 43 no. 2 (May 1984): 45-46.
- (11)Longstreth, "The Neighborhood Shopping Center in Washington, D.C., 1930-1941," 8.
- (12)Maryland Historical Trust Inventory Form, "Leland Shopping Center," Bethesda, Montgomery County, Maryland, M: 35-14-8; Maryland Historical Trust Inventory Form, "8202-8210 Piney Branch Road, Silver Spring, Montgomery County, Maryland, M: 37-8.
- (13)Longstreth, "The Neighborhood Shopping Center in Washington, D.C., 1930-1941," 12.
- (14)Richard Longstreth, "The Neighborhood Shopping Center in Washington, D.C., 1930-1941," Journal of the Society of Architectural Historians 60 (March 1992): 6.
- (15)Longstreth, "The Neighborhood Shopping Center in Washington, D.C., 1930-1941," 7-9.
- (16)The shopping center catered not only to the residents of Montgomery Hill, but to adjacent subdivisions such as North Woodside located directly to the south. "Montgomery Hill: Georgia Avenue Extended & Brookville and Tenleytown Road, North of Silver Spring, Montgomery County, Maryland," August 16, 1928, Maryland State Archives.
- (17)Washington Post, "Montgomery Hill's Home Opens Today," Washington Post, September 25, 1932, Proquest Historical Newspapers.
- (18)Maryland Inventory of Historic Properties Form, "Montgomery Hills Shopping Center," Silver Spring, Montgomery County, Maryland, M: 36-23.
- (19)Montgomery County Circuit Court, "George E. Good and Robert W. Brenner to Richard J. Dietle," January 7, 1929, Maryland State Archives, PBR 474, p.162-163.
- (20)Washington Post, "Display Advertisement," Washington Post, May 24, 1957; "Classified Advertisement, Washington Post, June 27, 1931; "Beer License Transfer Hearing Tomorrow, Washington Post, August 25, 1940; "Neighbor Sues Woman Grocer for \$50,000, Charging Slander," Washington Post, June 4, 1935, Proquest Historical Newspapers.
- (21)Washington Post, "Silver Spring Bakery," Washington Post, December 30, 1928, Proquest Historical Newspapers.
- (22)Montgomery County Circuit Court, "George E. Good and Robert W. Brenner to Richard J. Dietle."
- (23)Washington Post, "Classified Advertisement," Washington Post, March 16, 1939, Proquest Historical Newspapers.
- (24)Montgomery County Circuit Court, "George E. Good and Robert W. Brenner to Rose Childs, Anna E. Childs, and Joseph Childs," July 31, 1936, Maryland State Archives, CKW 632, p.425-426.
- (25)State Roads Commission, Report of the State Roads Commission of Maryland: Operating Report for the Fiscal Years 1951-1952 (Baltimore, 1952), 137.
- (26)The demolition of residential buildings is evident from the examination of historic aerial photography. Washington Post, "16th St. Extension Found Helpful," Washington Post, July 29, 1959, Proquest Historical Newspapers.
- (27)For more information see, Frank H.M. Klinge, Montgomery County, Maryland, Real Estate Atlas, 1 (Lansdale, Pennsylvania, 1931, updated to 1935), Montgomery County Historical Society; State Roads Commission of Maryland, "Georgia Avenue Extended Colesville Road to Seminary Avenue," August 29, 1950, Plat No. 8907, <http://www.mdlandrec.net> (accessed January 21, 2013).
- (28)Maryland Inventory of Historic Properties Form, "Montgomery Hills Shopping Center," Silver Spring, Montgomery County, Maryland, M: 36-23.

MARYLAND HISTORICAL TRUST REVIEW

Eligibility recommended _____ Eligibility not recommended _____

Criteria: ___ A ___ B ___ C ___ D Considerations: ___ A ___ B ___ C ___ D ___ E ___ F ___ G

MHT Comments:

Reviewer, Office of Preservation Services_____
Date_____
Reviewer, National Register Program_____
Date

Montgomery Hills Shopping Center, M: 36-23

Property Owners

Owner: Degeng Zhen and Chen Zhaowen
Tax Account ID Number: 01029641
Tax Map Parcel Number: 2A
Tax Map Number: JP11

Owner: Degeng Zhen and Chen Zhaowen
Tax Account ID Number: 01029652
Tax Map Parcel Number: 3
Tax Map Number: JP11

Owner: Antonio Mastrangelo
Tax Account ID Number: 01029504
Tax Map Parcel Number: 4
Tax Map Number: JP11

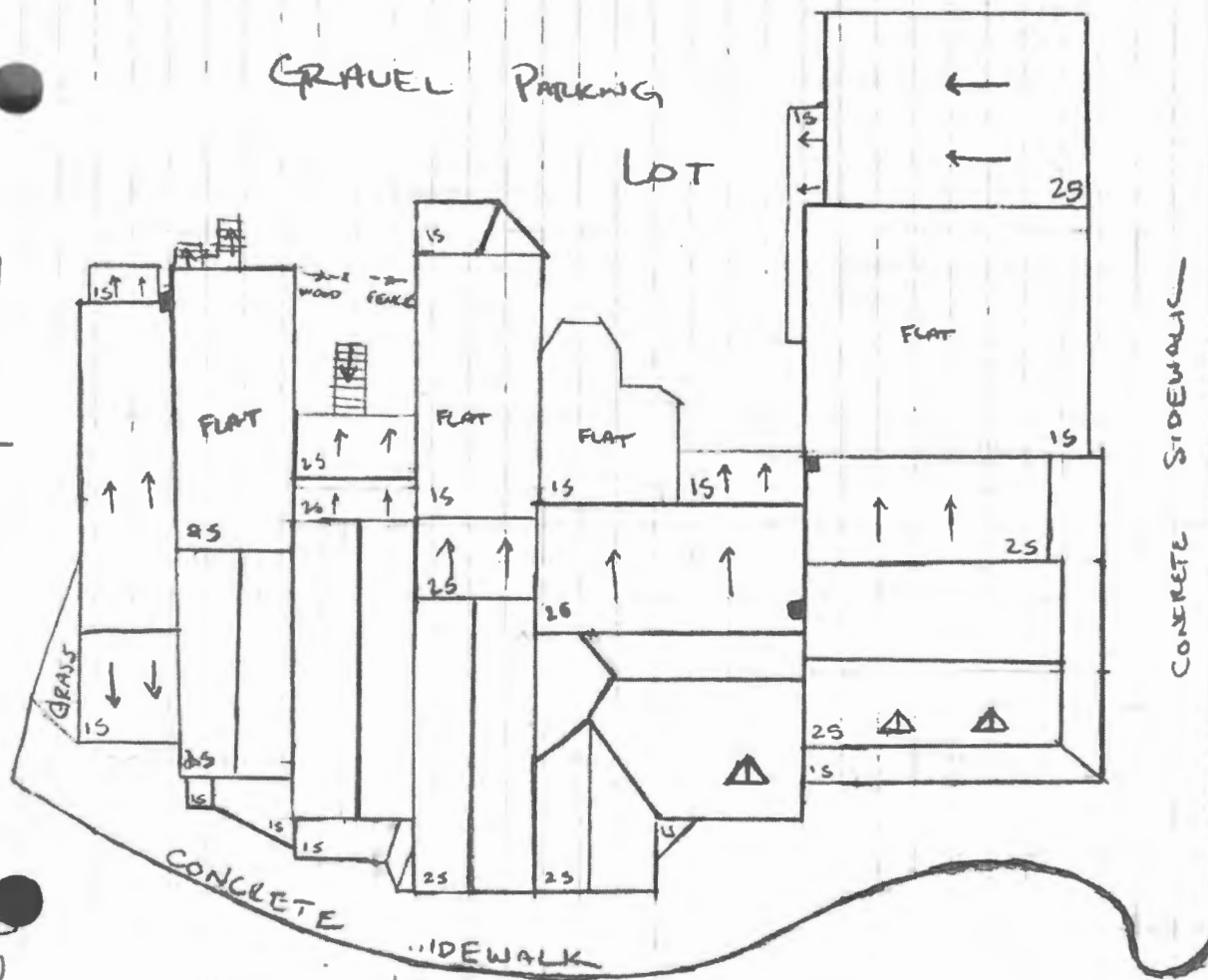
Owner: John Roeder
Tax Account ID Number: 01029630
Tax Map Parcel Number: 5
Tax Map Number: JP11

Owner: Ghashgae LLC
Tax Account ID Number: 01029275
Tax Map Parcel Number: 6
Tax Map Number: JP11

Owner: Lecent Wilson
Tax Account ID Number: 01029071
Tax Map Parcel Number: 7
Tax Map Number: JP11

SELWAY LANE

GRAVEL PARKING LOT



ASPHALT PARKING LOT

CONCRETE SIDEWALK

SHRUBS
CONCRETE
SIDEWALK

SEMINARY ROAD

GEORGIA AVENUE

N

Date _____
I.D. # M 36:23

Address 1901 - 1921 SEMINARY ROAD; 9414 - 9416 GEORGIA AVE
(MONTGOMERY HILLS SHOPPING CENTER)

Not to Scale



Montgomery Hills Shopping Center (M: 36-23)

Montgomery County, Maryland

Kensington Quadrangle, USGS Topographic Map, 1965, Revised 1979

EHT Tracerics, 2013



<p>PROJECT NO. MO224A11 DIGITAL PHOTOLOG*</p> <p>MONTGOMERY COUNTY, MARYLAND</p>	<p>M: 36-23, Montgomery Hills Shopping Center</p> <p>Photographer: EHT Tracerics</p> <p>Date: January 9, 2013</p>
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1. M 36-23_2013-01-09_01	View of South and West Elevations of Montgomery Hills Shopping Center, Looking NE
2. M 36-23_2013-01-09_02	View of South and East Elevations of Montgomery Hills Shopping Center, Looking NW
3. M 36-23_2013-01-09_03	View of East and North Elevations of Montgomery Hills Shopping Center, Looking SW
4. M 36-23_2013-01-09_04	View of South Elevation of 1913-1919 Seminary Road (Montgomery Hills Shopping Center), Looking NE
5. M 36-23_2013-01-09_05	View of South Elevation of 1901-1911 Seminary Road (Montgomery Hills Shopping Center), Looking NW
6. M 36-23_2013-01-09_06	View of West and North Elevations of Montgomery Hills Shopping Center, Looking SE
7. M 36-23_2013-01-09_07	View of North Elevation of 1913-1915 Seminary Road (Montgomery Hills Shopping Center), Looking S
8. M 36-23_2013-01-09_08	View of North Elevation of 1901-1911 Seminary Road (Montgomery Hills Shopping Center), Looking SE
9. M 36-23_2013-01-09_09	View of West Elevation of 9416 Georgia Avenue (Montgomery Hills Shopping Center), Looking E

*All photographs printed on Epson Ultra Premium Photo Paper with Epson Ultra Chrome K3 Ink.



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

E+T TRACERIES

02/2013

MDSHPO (DIGITAL)

SOUTH AND WEST ELEVATIONS, LOOKING NORTHEAST

1 OF 9

M 36-23-2013-01-09_01



M:36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

ENT TRACERIES

1/2013

MD SHRO (DIGITAL)

SOUTH AND EAST ELEVATIONS, LOOKING NORTHWEST

#2 & 9

H 36-23-2013-01-09-02



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

EHT TRACERIES

01/2013

MDSHPO (DIGITAL)

EAST AND NORTH ELEVATIONS, LOOKING SOUTHWEST

#3 OF 9

M 36-23_2013-01-09_03



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

ENT TRACERIES,

1/2013

MDSHPO (DIGITAL)

SOUTH ELEVATION OF 1913-1919 SEMINARY ROAD, LOOKING
#4 OF 7 NORTHEAST

M36-23-2013-01-09-4



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1911 SEMINARY ROAD

SILVER SPRING, MD

E+T TRACERIES

1/2013

MDSHR0 (DIGITAL)

SOUTH ELEVATION OF 1901-1911 SEMINARY ROAD, LOOKING
NW

#5 OF 9

M 36-B-2018-01-09-05



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

EHT TRACERIES

1/2013

MD SHPO (DIGITAL)

WEST AND NORTH ELEVATIONS, LOOKING SOUTHEAST

6 OF 9

M 36-23-2013-01-09-06



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

EHT TRACERIES

1/2013

MD SHPO (DIGITAL)

NORTH ELEVATION OF 1913-1915 SEMINARY ROAD, LOCUS
SOUTH

#7 OF 9

M36-23-2013-01-09-07



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SILVER SPRING, MD

ENT TRACERIES

1/2013

MD SHRO (DIGITAL)

NORTH ELEVATION OF 1901-1911 SEMINARY ROAD

#8 OF 9

M 36-23-2013-01-09-08



M: 36-23

MONTGOMERY HILLS SHOPPING CENTER

1901-1921 SEMINARY ROAD

SKULL SPRING, MD

EHT TRACERICS

1/2013

MDSHPD (DIGITAL)

WEST ELEVATION OF 9416 GEORGIA AVE, LOOKING EAST

M 36-23-2013-01-09-09

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Survey No.

~~M: 36/20~~

M: 36-23

1. Name of Property (indicate preferred name)

historic

Montgomery Hills Shopping Center

and/or common

2. Location

street & number

1901-1921 Seminary Road

___ not for publication

city, town

Silver Spring

___ vicinity of

state

Maryland

county

Montgomery

3. Classification

Category

Ownership

Present Use

___ district)

___ public

___ agriculture

___ museum

☒ building(s)☒ private☒ commercial

___ park

___ structure

___ both

___ educational

___ private residence

___ site

___ entertainment

___ religious

___ object

___ government

___ scientific

___ industrial

___ transportation

___ military

___ other:

4. Owner of Property (give names and mailing addresses of all owners)

name

Multiple Ownership, List on file, M-NCPPC

street & number

telephone no:

city, town

Silver Spring

state and zip code

Maryland 20910

5. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Courthouse

Tax Map and Parcel

Multiple: on file M-NCPPC

city, town Rockville state Maryland

Liber and Folio

Multiple: on file M-NCPPC

6. Primary Location of Additional Data

- ___ Individually Listed in the National Register
- ___ Contributing Resource in National Register District
- ___ Contributing Resource in Local Historic District
- ___ Determined Eligible for the National Register
- ___ Recorded by HABS/HAER
- ___ HSR or Research report at MHT
- ___ Other:

Montgomery Hills Shopping Center -- Current Owners

1901 Seminary Road: Lot P1A	Benjamin & I. Striner P.O. Box 3099 Silver Spring, Md. 20910
1905 Seminary Road Lot 2A , Lot 3	Leah. B. Rosin, Et Al Trust c/o Anne Olshaw 7829 Lomgley Ridge Road McLean, Va. 22102
1909 Seminary Road Lot 4	Antonio & M. Mastrangelo 10210 McKenney Avenue Silver Spring, Md. 20910
1915 Seminary Road Lot 5	John A. & M. H. Roeder 10715 Glenhaven Drive Silver Spring, Md. 20910
1919 Seminary Road Lot 6	Anne L. Dietle 1917 Seminary Road Silver Spring, Md. 20910
1921 Seminary Road Lot 7	Gladys Appleby Trust 1803 Pass-a-Grille Way St. Petersburg, Fla. 33706

Condition

☐ excellent
☒ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved date of move _____

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

The Montgomery Hills Shopping Center consists of six individual but attached buildings given a uniform appearance by the use of Tudor style elements. The two-story buildings are masonry on the first floor and "half-timber" and stucco on the second floor. They are stepped forward and back from Seminary Road, and are given additional individuality through the use of pent roofs (some covered with slate), diagonal entryways, and a variety of facing materials on the first floor storefronts. Some are all brick; some are all stone; and others are brick with blocks of stone set in the brick or surrounding the entry openings. Those doors which have not been replaced with newer ones of aluminum and glass are heavy, bevel-edged, vertical wood plank doors with wrought iron strap hinges and hardware to give an "old English" appearance.

Windows on the second stories are arranged for the most part in pairs or groups of three or four, and a few have six-over-six, double-hung wood sash. Most, however, now contain one-over-one sash. One of the pairs of windows has been replaced with a single large piece of glass. Brick chimneys project from the roofs at the rear of the buildings, where an irregular group of additions project into what used to be an alley.

The three western store buildings present their gable ends to the street (Seminary Road). The next two stores to the east appear as one ell-shaped structure, and the easternmost building is nearly double the width of the others. Its southern half has a gable roof fronting Georgia Avenue, and a flat roof on the northern half. North of this store is a one-story brick addition with large, flush, plate glass show windows, a band of "half-timbering" above, topped by a mansard-roofed parapet. To the north of this is a two-story frame structure with a flat roof. Its storefront consists of large glass show windows set in a plain brick wall. The second story of the facade is covered with stucco and "half-timbering."

The area between the buildings and Seminary Road was originally set aside as a park. For many years it has served as a parking lot.

8. Significance

Survey No. M: 36-23

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates	c. 1930	Builder/Architect
check:	Applicable Criteria: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D	
	and/or	
	Applicable Exception: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G	
	Level of Significance: <input type="checkbox"/> national <input type="checkbox"/> state <input checked="" type="checkbox"/> local	

Prepare both a summary paragraph of significance and a general statement of history and support.

The Montgomery Hills Shopping Center is significant for several reasons. Of the several Tudor revival style neighborhood shopping facilities that once existed in Montgomery County, it is the largest one still operating as such and still retaining most of its original architectural features. Its massing is complex yet clearly intelligible. On the detail level it offers much to the pedestrian. Its commercial function is still intact, offering retail space priced to support neighborhood-oriented businesses (currently it houses a bank, florist, veterinarian, hair salon, restaurant, tavern, real estate and other small offices, and residential apartments). From a community planning point of view, it was part of a movement among the developers of early 20th century middle-class subdivisions to provide convenient shopping facilities as part of their developments.

This trend was important in the development of Montgomery County. The earliest subdivisions relied on existing commercial centers in the city of Washington to supply the needs of their residents. Subdivisions such as Chevy Chase deliberately banned commercial development as unfitting the prestigious nature of its fine residential neighborhoods. As more modest subdivisions began to grow in the 1910s and 1920s, "corner stores" similar to those found in nearly every urban neighborhood began to appear. Primarily grocery stores, these were isolated commercial structures in otherwise residential neighborhoods.

Realizing that shopping facilities were not only inevitable and necessary, but could be used as an asset in promoting home sales, a few of the more forward-thinking developers took it upon themselves to design and

(continued)

build a block of stores in a portion of their development set aside through deed covenants for commercial uses (zoning did not take effect in Montgomery County until 1928).

The developers and builders of Montgomery Hills, Robert W. Benner and George E. Good, were among this group. In December of 1927 they bought a large tract of land from the Childs family¹ (who took back a \$45,000 mortgage) and platted their subdivision of Montgomery Hill [sic] on August 25, 1928 (Plat 4/381). Their deeds for residential lots contained the covenant "...it being understood by all concerned that all of Block "J" is reserved for business purposes...."² In Block J, Lot 3 was the first to be sold, on January 8, 1929 (Deed 474/162), and it contained the covenant "That the Montgomery Hills Company shall have the exclusive right to construct any building which may be erected on said premises; plans and specifications to be approved by said Company." Such a building was to cost a minimum of \$11,750, compared to houses which had a minimum cost of \$9,000. Plat 4/401 recorded October 17, 1929 amended the lot lines for Lots 1 and 2, creating instead a larger Lot 1-A and a smaller Lot 2-A. On July 21, 1930, Rich J. Dietle bought Lot 6, and his Deed 508/408 contained the same covenant regarding the construction of a building. The October 30, 1931 telephone directory carried for the first time the listing of R. J. Dietle, baker, Montgomery Hills, Md. (Dietle's Silver Spring bakery had been listed for several years). The February 13, 1931 deed (518/166) selling Lots 2-A and 3 to Herman and Yetta Rosin contained covenants prohibiting them from operating "a retail bakery or drugstore for five years." This non-competition clause was designed to protect neighboring shopkeepers, and the Rosins were given a similar one in return. Thus it appears that the buildings housing the Dietle bakery and other businesses, such as a drug store and District Grocery Store (DGS), were constructed in late 1930.

On a local level, the Montgomery Hills Shopping Center is of interest because of some of the businesses it housed. In addition to the drug store, grocery store, and bakery, it had a barber shop with a singing Italian barber, and a confectionary store & ice cream parlor.³ With the repeal of Prohibition at the end of 1933, Dietle's bakery became Dietle's Tavern, one of the first licensed in Montgomery County after decades of being "dry."⁴ Still housed in 1917 Seminary Rd. its license, No. 050, hangs on the wall behind the bar. Hills Tavern, now Danny's Restaurant, 1909 Seminary Rd., was one of the first restaurants in Montgomery County to serve pizza. The DGS store

(continued)

located at 1905 Seminary Rd. passed out of the Rosins' ownership and became the new home of the Snider family's Montgomery Hills DGS. From this location, the Sniders sold groceries, providing credit and free delivery, from 1946 until 1961 when they built their new store immediately to the west.⁵

Ironically, the developers of this neighborhood shopping center and its surrounding residential area did not thrive as well as their commercial occupants. The Depression slowed home sales and forced many people who had bought lots and built homes in Montgomery Hills to abandon them. Benner and Good could not meet their financial obligations, and the Childs family repossessed the land. The Benner family even lost the home Robert Benner built in his own development (1112 Rookwood Rd.), and were forced to move into the apartment over the barber shop. Nevertheless, Benner declined to declare bankruptcy, and though never regaining his property, he continued to make payments on it for many years.

Thus this unassuming neighborhood shopping center was the scene of considerable local early 20th century history, ranging from architectural and planning issues to items of interest in the fledgling commercial world of Montgomery County.

1. Deed 448/59 recorded December 9, 1927. The right-of-way for the Washington, Woodside, and Forest Glen Railway, when abandoned, reverted to the Childs, and they deeded it to Benner and Good on July 19, 1928, Deed 464/179.
2. Deed 510/118 recorded August 18, 1930.
3. Interview with Pat Benner Haynie, daughter of Robert W. Benner.
4. Interview with Anne Dietle, daughter-in-law of Rich "Pop" Dietle.
5. Interview with David Snider.

Interviews with Anne Dietle, Pat Benner Haynie, and David Snider.
C & P Telephone directories. Klinge Atlas for 1931. Subdivision
plats, land records and tax assessment records for Montgomery Co.

10. Geographical Data

Acreage of nominated property 21,775 sq. ft.

Quadrangle name _____

Quadrangle scale _____

UTM References do NOT complete UTM references

A

--	--	--	--	--	--	--	--	--	--

Zone Easting Northing

B

--	--	--	--	--	--	--	--	--	--

Zone Easting Northing

C

--	--	--	--	--	--	--	--	--	--

D

--	--	--	--	--	--	--	--	--	--

E

--	--	--	--	--	--	--	--	--	--

F

--	--	--	--	--	--	--	--	--	--

G

--	--	--	--	--	--	--	--	--	--

H

--	--	--	--	--	--	--	--	--	--

Verbal boundary description and justification

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title Andrea Rebeck

organization Mont. Co. Hist. Pres. Comm. date 9/87. Updated 5/1998.

street & number _____ telephone _____

city or town Rockville, state Maryland

The Maryland Historic Sites Inventory was officially created by
an Act of the Maryland Legislature to be found in the Annotated
Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and
record purposes only and do not constitute any infringement of
individual property rights.

return to: Maryland Historical Trust
Shaw House
21 State Circle
Annapolis, Maryland 21401
(301) 269-2438

Maryland Historical Trust State Historic Sites Inventory Form

Magi No.

DOE ___yes ___no

1. Name (indicate preferred name)

historic

and/or common Montgomery Hills Shopping Center

2. Location

street & number 1901-1919 Seminary Road ___ not for publication

city, town Silver Spring ___ vicinity of congressional district 13

state Maryland county Montgomery

3. Classification

Category	Ownership	Status	Present Use	
___ district	___ public	<input checked="" type="checkbox"/> occupied	___ agriculture	___ museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	___ unoccupied	<input checked="" type="checkbox"/> commercial	___ park
___ structure	___ both	___ work in progress	___ educational	___ private residence
___ site	Public Acquisition	Accessible	___ entertainment	___ religious
___ object	___ in process	___ yes: restricted	___ government	___ scientific
	___ being considered	<input checked="" type="checkbox"/> yes: unrestricted	___ industrial	___ transportation
	<input checked="" type="checkbox"/> not applicable	___ no	___ military	___ other:

4. Owner of Property (give names and mailing addresses of all owners)

name See attached list - multiple owners

street & number telephone no.:

city, town state and zip code

5. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Court House liber

street & number folio

city, town Rockville, state Maryland

6. Representation in Existing Historical Surveys

title

date ___ federal ___ state ___ county ___ local

pository for survey records

city, town state

7. Description

Survey No. M:36-23

Condition

☐ excellent
☒ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved date of move _____

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

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8. Significance

Survey No. M: 36-23

Period	Areas of Significance—Check and justify below			
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<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates c. 1930 Builder/Architect _____

check: Applicable Criteria: ☐ A ☐ B ☐ C ☐ D
and/or
Applicable Exception: ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Level of Significance: ☐ national ☐ state ☒ local

Prepare both a summary paragraph of significance and a general statement of history and support.

The Montgomery Hills Shopping Center is significant for several reasons. Of the several Tudor revival style neighborhood shopping facilities that once existed in Montgomery County, it is the largest one still operating as such and still retaining most of its original architectural features. Its massing is complex yet clearly intelligible. On the detail level it offers much to the pedestrian. Its commercial function is still intact, offering retail space priced to support neighborhood-oriented businesses (currently it houses a bank, florist, veterinarian, hair salon, restaurant, tavern, real estate and other small offices, and residential apartments). From a community planning point of view, it was part of a movement among the developers of early 20th century middle-class subdivisions to provide convenient shopping facilities as part of their developments.

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build a block of stores in a portion of their development set aside through deed covenants for commercial uses (zoning did not take effect in Montgomery County until 1928).

The developers and builders of Montgomery Hills, Robert W. Benner and George E. Good, were among this group. In December of 1927 they bought a large tract of land from the Childs family¹ (who took back a \$45,000 mortgage) and platted their subdivision of Montgomery Hill [sic] on August 25, 1928 (Plat 4/381). Their deeds for residential lots contained the covenant "...it being understood by all concerned that all of Block "J" is reserved for business purposes..."² In Block J, Lot 3 was the first to be sold, on January 8, 1929 (Deed 474/162), and it contained the covenant "That the Montgomery Hills Company shall have the exclusive right to construct any building which may be erected on said premises; plans and specifications to be approved by said Company." Such a building was to cost a minimum of \$11,750, compared to houses which had a minimum cost of \$9,000. Plat 4/401 recorded October 17, 1929 amended the lot lines for Lots 1 and 2, creating instead a larger Lot 1-A and a smaller Lot 2-A. On July 21, 1930, Rich J. Dietle bought Lot 6, and his Deed 508/408 contained the same covenant regarding the construction of a building. The October 30, 1931 telephone directory carried for the first time the listing of R. J. Dietle, baker, Montgomery Hills, Md. (Dietle's Silver Spring bakery had been listed for several years). The February 13, 1931 deed (518/166) selling Lots 2-A and 3 to Herman and Yetta Rosin contained covenants prohibiting them from operating "a retail bakery or drugstore for five years." This non-competition clause was designed to protect neighboring shopkeepers, and the Rosins were given a similar one in return. Thus it appears that the buildings housing the Dietle bakery and other businesses, such as a drug store and District Grocery Store (DGS), were constructed in late 1930.

On a local level, the Montgomery Hills Shopping Center is of interest because of some of the businesses it housed. In addition to the drug store, grocery store, and bakery, it had a barber shop with a singing Italian barber, and a confectionary store & ice cream parlor.³ With the repeal of Prohibition at the end of 1933, Dietle's bakery became Dietle's Tavern, one of the first licensed in Montgomery County after decades of being "dry."⁴ Still housed in 1917 Seminary Rd. its license, No. 050, hangs on the wall behind the bar. Hills Tavern, now Danny's Restaurant, 1909 Seminary Rd., was one of the first restaurants in Montgomery County to serve pizza. The DGS store

(continued)

located at 1905 Seminary Rd. passed out of the Rosins' ownership and became the new home of the Snider family's Montgomery Hills DGS. From this location, the Sniders sold groceries, providing credit and free delivery, from 1946 until 1961 when they built their new store immediately to the west.⁵

Ironically, the developers of this neighborhood shopping center and its surrounding residential area did not thrive as well as their commercial occupants. The Depression slowed home sales and forced many people who had bought lots and built homes in Montgomery Hills to abandon them. Benner and Good could not meet their financial obligations, and the Childs family repossessed the land. The Benner family even lost the home Robert Benner built in his own development (1112 Rookwood Rd.), and were forced to move into the apartment over the barber shop. Nevertheless, Benner declined to declare bankruptcy, and though never regaining his property, he continued to make payments on it for many years.

Thus this unassuming neighborhood shopping center was the scene of considerable local early 20th century history, ranging from architectural and planning issues to items of interest in the fledgling commercial world of Montgomery County.

1. Deed 448/59 recorded December 9, 1927. The right-of-way for the Washington, Woodside, and Forest Glen Railway, when abandoned, reverted to the Childs, and they deeded it to Benner and Good on July 19, 1928, Deed 464/179.
2. Deed 510/118 recorded August 18, 1930.
3. Interview with Pat Benner Haynie, daughter of Robert W. Benner.
4. Interview with Anne Dietle, daughter-in-law of Rich "Pop" Dietle.
5. Interview with David Snider.

Survey No. M:36-23

10. Geographical Data

Quadrangle scale _____

[illegible]

11. Form Prepared By

city or town Rockville, state Maryland

PS-2746

Montgomery Hills Shopping Center -- Current Owners:

1901 Seminary Road: Block J Lot P1A	Benjamin & I. Striner P. O. Box 820, Woodmoor Station Silver Spring, MD 20901 Liber 1621 Folio 208 Area: 4,618 SF	
1905 Seminary Road: Lot 2A	John D. & L. B. Rosin et al c/o Nathan H. Olshan et al 7829 Langley Ridge Road McLean, VA 22101 Liber 2431 Folio 175 Area: 2,918 SF	
1905 Seminary Road: Lot 3	John D. & L. B. Rosin et al c/o Nathan H. Olshan et al 7829 Langley Ridge Road McLean, VA 22101 Liber 2431 Folio 175 Area: 2,339 SF	
1909 Seminary Road Lot 4	Daniel H. Giovannoni et al 1909 Seminary Road Silver Spring, MD 20910 Liber 5897 Folio 485 Area: 3,244 SF	301-588-4110
1915 Seminary Road Lot 5	John A. Jr. & M. H. Roeder 1915 Seminary Road Silver Spring, MD 20910 Liber 2653 Folio 466 Area: 3,319 SF	301-587-6099
1919 Seminary Road Lot 6	Anne L. Dietle 1917 Seminary Road Silver Spring, MD 21910 Liber 4432 Folio 671 Area: 3,141 SF	

Map for Montgomery Hills Shopping Center (36/23)



Compiled on April 29, 1998 at 4:17 PM

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MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

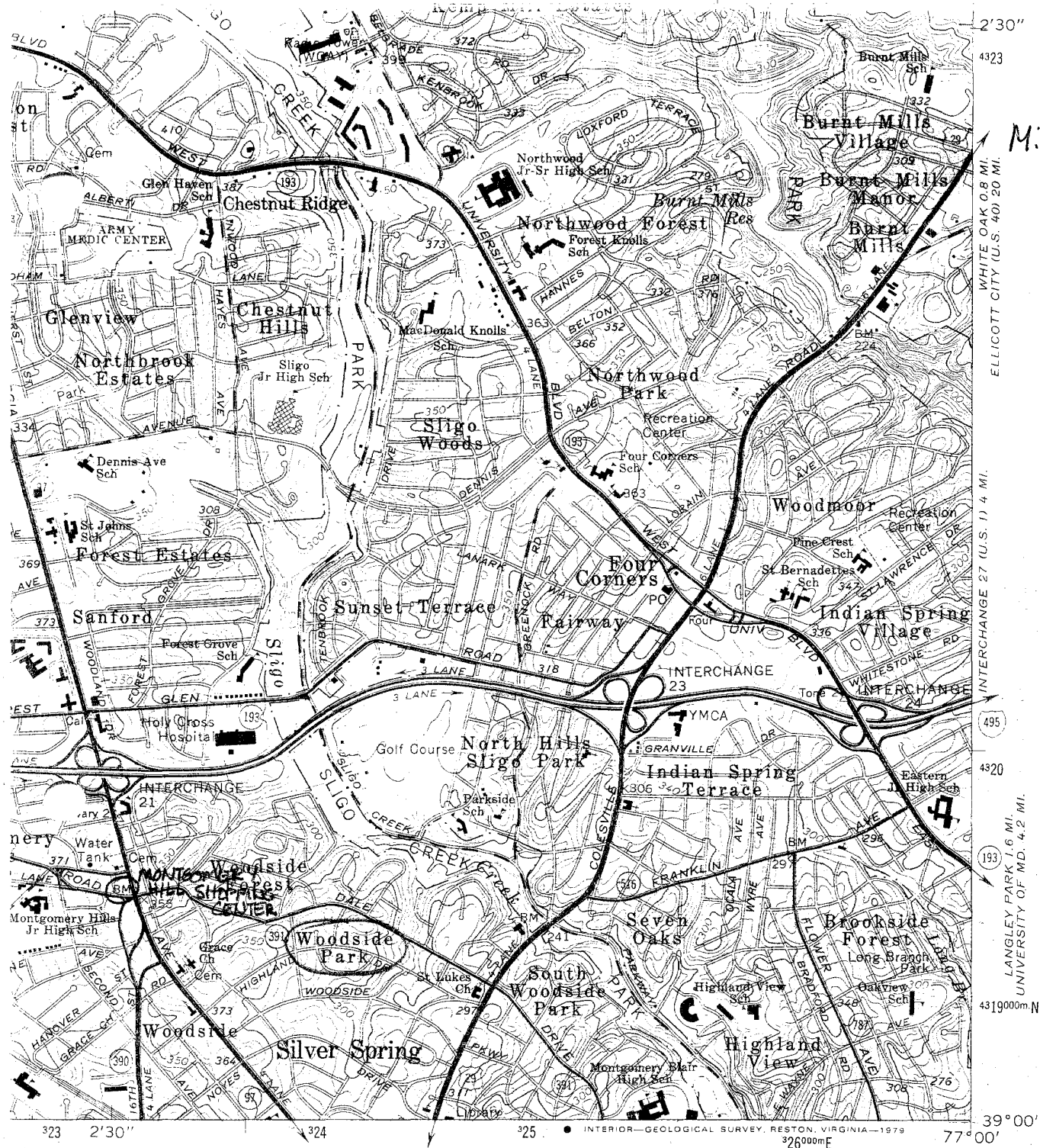
Key Map



N



Graphic Scale 0 100 200 Feet



SILVER SPRING (R.R. STA.) 0.8 MI.
WASHINGTON (U.S. 240) 7 MI.

ROAD CLASSIFICATION

Heavy-duty ——— Light-duty ———
Medium-duty ——— Unimproved dirt ———
○ Interstate Route ○ U.S. Route ○ State Route

QUADRANGLE LOCATION

Boundary lines shown in purple compiled from latest information available from the controlling authority
Purple tint indicates extension of urban areas
Revisions shown in purple and woodland compiled from aerial photographs taken 1977 and other source data. This information not field checked. Map edited 1979

KENSINGTON, MD.

N3900—W7700/7.5.

1965

PHOTOREVISED 1979
DMA 5562 II SE—SERIES V833

(WASHINGTON EAST)
5561 IV NW



3623 Montgomery Hills Shopping Center
1905 ¹⁹²¹ Seminary Rd.
5/7/98
J. DeLaurentis



M: 36-23

Montgomery Hills Shopping

Center

1901-1921 Seminary Road

Silver Spring, MD

Andrea Rebeck

1987

South elevation



M: 36-23

Montgomery Hills Shopping

Center

1901-1921 Seminary Road

Silver Spring, MD

Andrea Rebeck

1987

Looking Northwest



M:36-23

Montgomery Hills Shopping
Center

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South elevation



M:36-23

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Looking Northwest