

EXPEDITED
MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION
STAFF REPORT

Address:	931 Ellsworth Drive, Silver Spring	Meeting Date:	12/18/2019
Resource:	Master Plan Site #36/07 (Silver Theatre and Shopping Center)	Report Date:	12/11/2019
Applicant:	Bob Biroonak	Public Notice:	12/4/2019
Review:	HAWP	Tax Credit:	N/A
Case Number:	36/07-19A	Staff:	Michael Kyne
PROPOSAL:	Signage installation		

STAFF RECOMMENDATION:

- ☐ Approve
☒ Approve with conditions

- Any required mounting hardware (i.e., bolts) will be installed in the masonry joints, not directly into the limestone.

ARCHITECTURAL DESCRIPTION

SIGNIFICANCE: Individually Listed Master Plan Site: Silver Theatre and Shopping Center
STYLE: Moderne w/ Art Deco Details
DATE: 1937-38

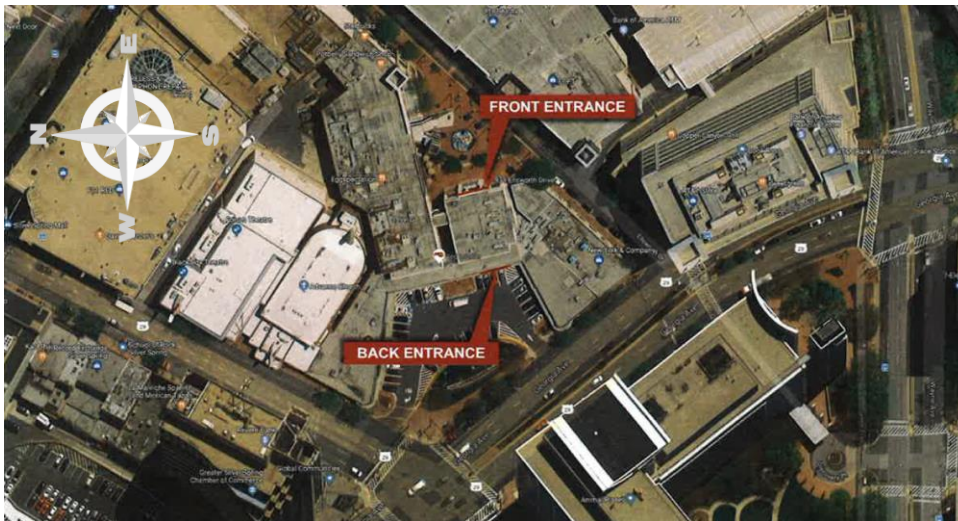


Fig. 1: Subject property, with front (east) and rear (west) entrances labelled (provided by applicant).

PROPOSAL:

The applicant proposes to install internally lit signage at the front (east) and rear (west) entrances of the subject property. Vinyl graphic signage will also be installed on the building's rear (west) windows.

Staff notes that, while the Maryland Historical Trust (MHT) holds an easement on the subject property, the easement specifically excludes MHT's required review and approval of signage.

APPLICABLE GUIDELINES:

IV. The Expedited Staff Report format may be used on the following type of cases:

2. Modifications to a property, which do not significantly alter its visual character.
6. Signs that are in conformance with all other County sign regulations.

Montgomery County Code; Chapter 24A-8

- (b) The commission shall instruct the director to issue a permit, or issue a permit subject to such conditions as are found to be necessary to insure conformity with the purposes and requirements of this chapter, if it finds that:
 - (1) The proposal will not substantially alter the exterior features of an historic site or historic resource within an historic district; or
 - (2) The proposal is compatible in character and nature with the historical, archeological, architectural or cultural features of the historic site or the historic district in which an historic resource is located and would not be detrimental thereto or to the achievement of the purposes of this chapter; or
 - (3) The proposal would enhance or aid in the protection, preservation and public or private utilization of the historic site or historic resource located within an historic district in a manner compatible with the historical, archeological, architectural or cultural value of the historic site or historic district in which an historic resource is located; or
 - (4) The proposal is necessary in order that unsafe conditions or health hazards be remedied; or
 - (5) The proposal is necessary in order that the owner of the subject property not be deprived of reasonable use of the property or suffer undue hardship; or
 - (6) In balancing the interests of the public in preserving the historic site or historic resource located within an historic district, with the interests of the public from the use and benefit of the alternative proposal, the general public welfare is better served by granting the permit.
- (c) It is not the intent of this chapter to limit new construction, alteration or repairs to any 1 period or architectural style.

Secretary of Interior's Standards for Rehabilitation

The Secretary of the Interior defines rehabilitation as "the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features, which convey its historical, cultural, or architectural values." The *Standards* are as follows:

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

STAFF RECOMMENDATION:

Staff recommends that the Commission **approve** the HAWP application under the Criteria for Issuance in Chapter 24A-8(b), (1), & (2) having found that the proposal will not substantially alter the exterior features of the historic resource and is compatible in character with the district and the purposes of Chapter 24A;

and with the *Secretary of the Interior's Standards for Rehabilitation* #2 and #9;

and with the general condition that the applicant shall present the **3 permit sets of drawings, if applicable to Historic Preservation Commission (HPC) staff for review and stamping** prior to submission for the Montgomery County Department of Permitting Services (DPS) building permits;

and with the general condition that final project design details, not specifically delineated by the Commission, shall be approved by HPC staff or brought back to the Commission as a revised HAWP application at staff's discretion;

and with the general condition that the applicant shall notify the Historic Preservation Staff if they propose to make **any alterations** to the approved plans.

Once the work is completed the applicant will contact the staff person assigned to this application at 301-563-3400 or michael.kyne@montgomeryplanning.org to schedule a follow-up site visit.



HISTORIC PRESERVATION COMMISSION
301/563-3400

DPS - #8

APPLICATION FOR HISTORIC AREA WORK PERMIT

Contact Email: Bob@artdisplayco.com Contact Person: Bob Biroonak
Daytime Phone No.: 240-778-9809
Tax Account No.: _____
Name of Property Owner: _____ Daytime Phone No.: _____
Address: _____
Street Number City Street Zip Code
Contractor: Art Display Company Phone No.: 240-765-1400
Contractor Registration No.: _____
Agent for Owner: bob Biroonak Daytime Phone No.: 240-778-9809

LOCATION OF BUILDING/PREMISE

House Number: 931 Street Ellsworth Drive
Town/City: Sliver Springs Nearest Cross Street: Georgia Ave
Lot: _____ Block: _____ Subdivision: _____
Liber: _____ Folio: _____ Parcel: _____

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

- ☐ Construct ☐ Extend ☐ Alter/Renovate
☐ Move ☐ Install ☐ Wreck/Raze
☐ Revision ☐ Repair ☐ Revocable

CHECK ALL APPLICABLE:

- ☐ A/C ☐ Slab ☐ Room Addition ☐ Porch ☐ Deck ☐ Shed
☐ Solar ☐ Fireplace ☐ Woodburning Stove ☐ Single Family
☐ Fence/Wall (complete Section 4) ☐ Other: Signs

1B. Construction cost estimate: \$ 6500.00

1C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

2A. Type of sewage disposal: 01 ☐ WSSC 02 ☐ Septic 03 ☐ Other: _____
2B. Type of water supply: 01 ☐ WSSC 02 ☐ Well 03 ☐ Other: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

3A. Height _____ feet _____ inches
3B. Indicate whether the fence or retaining wall is to be constructed on one of the following locations:
☐ On party line/property line ☐ Entirely on land of owner ☐ On public right of way/easement

I hereby certify that I have the authority to make the foregoing application, that the application is correct, and that the construction will comply with plans approved by all agencies listed and I hereby acknowledge and accept this to be a condition for the issuance of this permit.

Signature of owner or authorized agent

Date

Approved: _____ For Chairperson, Historic Preservation Commission

Disapproved: _____ Signature: _____ Date: _____

Application/Permit No.: _____ Date Filed: _____ Date Issued: _____

Edit 6/21/99

SEE REVERSE SIDE FOR INSTRUCTIONS

**THE FOLLOWING ITEMS MUST BE COMPLETED AND THE
REQUIRED DOCUMENTS MUST ACCOMPANY THIS APPLICATION.**

1. **WRITTEN DESCRIPTION OF PROJECT**

- a. Description of existing structure(s) and environmental setting, including their historical features and significance:

Installation two illuminated signs per county sign permit
Numbers 896640 and 896639

- b. General description of project and its effect on the historic resource(s), the environmental setting, and, where applicable, the historic district:

2. **SITE PLAN**

Site and environmental setting, drawn to scale. You may use your plat. Your site plan must include:

- a. the scale, north arrow, and date;
- b. dimensions of all existing and proposed structures; and
- c. site features such as walkways, driveways, fences, ponds, streams, trash dumpsters, mechanical equipment, and landscaping.

3. **PLANS AND ELEVATIONS**

You must submit 2 copies of plans and elevations in a format no larger than 11" x 17". Plans on 8 1/2" x 11" paper are preferred.

- a. *Schematic construction plans*, with marked dimensions, indicating location, size and general type of walls, window and door openings, and other fixed features of both the existing resource(s) and the proposed work.
- b. Elevations (facades), with marked dimensions, clearly indicating proposed work in relation to existing construction and, when appropriate, context. All materials and fixtures proposed for the exterior must be noted on the elevations drawings. An existing and a proposed elevation drawing of each facade affected by the proposed work is required.

4. **MATERIALS SPECIFICATIONS**

General description of materials and manufactured items proposed for incorporation in the work of the project. This information may be included on your design drawings.

5. **PHOTOGRAPHS**

- a. Clearly labeled photographic prints of each facade of existing resource, including details of the affected portions. All labels should be placed on the front of photographs.
- b. Clearly label photographic prints of the resource as viewed from the public right-of-way and of the adjoining properties. All labels should be placed on the front of photographs.

6. **TREE SURVEY**

If you are proposing construction adjacent to or within the dripline of any tree 6" or larger in diameter (at approximately 4 feet above the ground), you must file an accurate tree survey identifying the size, location, and species of each tree of at least that dimension.

7. **ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS**

For ALL projects, provide an accurate list of adjacent and confronting property owners (not tenants), including names, addresses, and zip codes. This list should include the owners of all lots or parcels which adjoin the parcel in question, as well as the owner(s) of lot(s) or parcel(s) which lie directly across the street/highway from the parcel in question.

HAWP APPLICATION: MAILING ADDRESSES FOR NOTIFYING
[Owner, Owner's Agent, Adjacent and Confronting Property Owners]

Owner's mailing address

12500 Fair Lakes Circle, Ste 400
Fairfax VA 22033

Owner's Agent's mailing address

401 Hampton Park Blvd
Capital Heights, MD 20743

Adjacent and confronting Property Owners mailing addresses



DEPARTMENT OF PERMITTING SERVICES

Marc Elrich
County Executive

Hadi Mansouri
Acting Director

HAWP APPLICATION

Application Date: 11/22/2019

Application No: 897653
AP Type: HISTORIC

Affidavit Acknowledgement

The Contractor is the Primary applicant authorized by the property owner
This application does not violate any covenants and deed restrictions

Primary Applicant Information

Address 931 ELLSWORTH DR
SILVER SPRING, MD 20910
Othercontact Art Display (Primary)

Historic Area Work Permit Details

Work Type ADD
Scope of Work one new sign to the rear of the building per sign permit number 896640

To: Art Display
401 Hampton Park Blvd
Capital Heights, MD 20743

From: Juanita Stewart
The Peterson Companies
12500 Fair Lakes Circle Suite 400
Fairfax, VA 22033

Subject: Approved Signage for The Eleanor, in Silver Spring, MD

Enclosed is a copy of the exterior signage marked "Approved as Noted". It is necessary that you ensure all building penetrations are properly sealed from all elements. Please attach this to your signage permit application packet to Montgomery County.

Please contact me (301)203-4185 or jstewart@petersoncos.com if you have additional questions.

Sincerely,



Juanita Stewart
Property Manager

Cc: Kelly Price
Kristin Perry
Dan Figueroa



This letter is to certify that The Eleanor, 931 Ellsworth Dr. Silver Spring, MD 20910, Block C, in our best professional opinion, is in compliance with the Comprehensive Sign Plan as administered by Montgomery County, Maryland, dated November 10, 2011.

Tenant is considered a:

- ☐ In-Line Retail Tenant, Under 10,000 SF
- ☐ In-Line Retail Tenant, Over 10,000 SF
- ☒ Restaurant Tenant
- ☐ Second Floor Service-Type Tenant
- ☐ Second Floor Retail Tenant
- ☐ Office Tenant, Building O
- ☐ Hotel Tenant, Building H
- ☐ Cinema Tenant, Building B
- ☐ Grocery Tenant, Building A

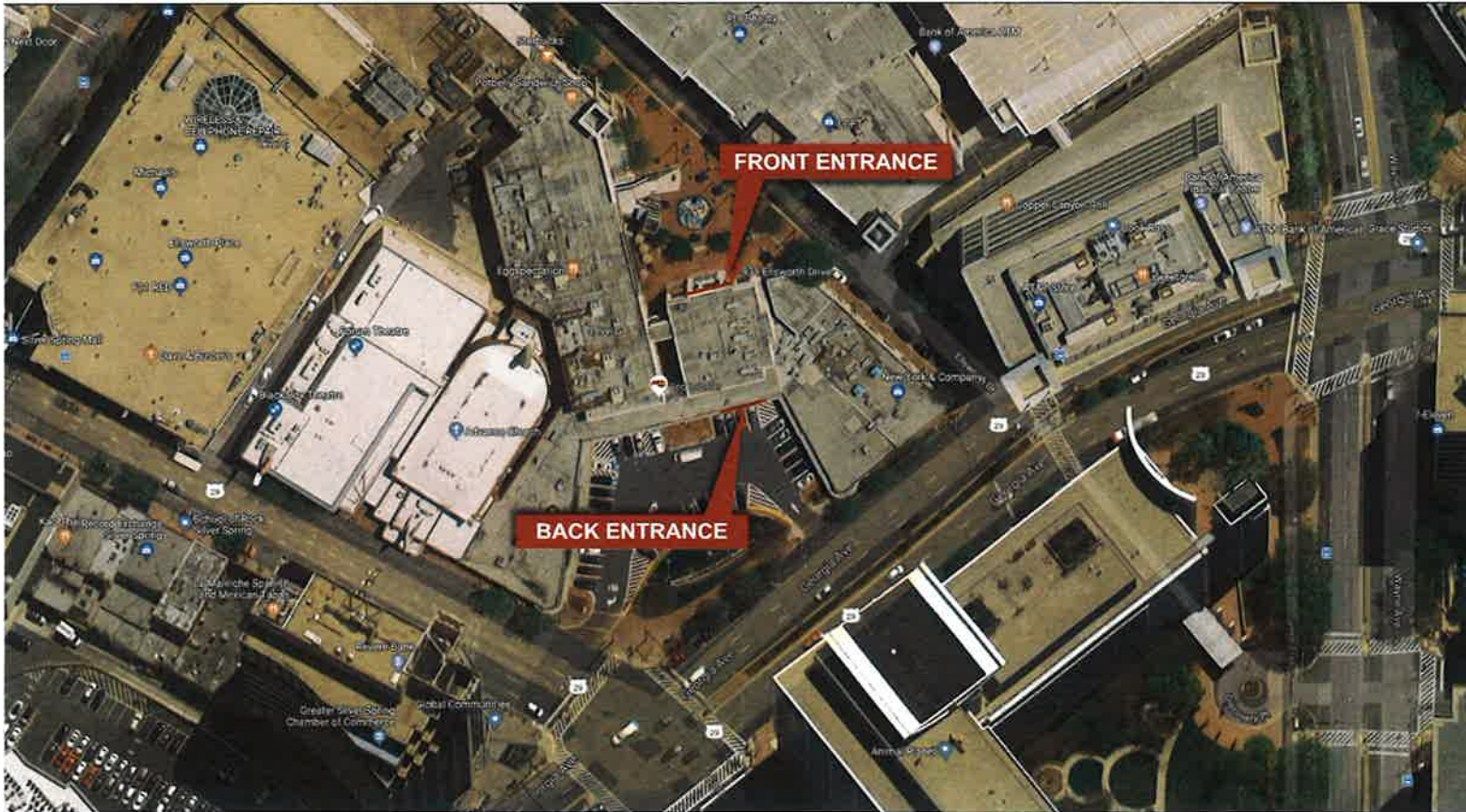
Tenant Signage Plans dated October 24, 2019 are attached and approved with notes, with total area of 96 sq. ft.

Approved By:



Peterson Company Representative: Juanita Stewart

Email & Phone: jstewartl@petersoncos.com



401 Hampton Park Boulevard
 Capitol Heights, MD, 20743
 phone 240.765.1400
 fax 240.765.1401
 www.artdisplayco.com

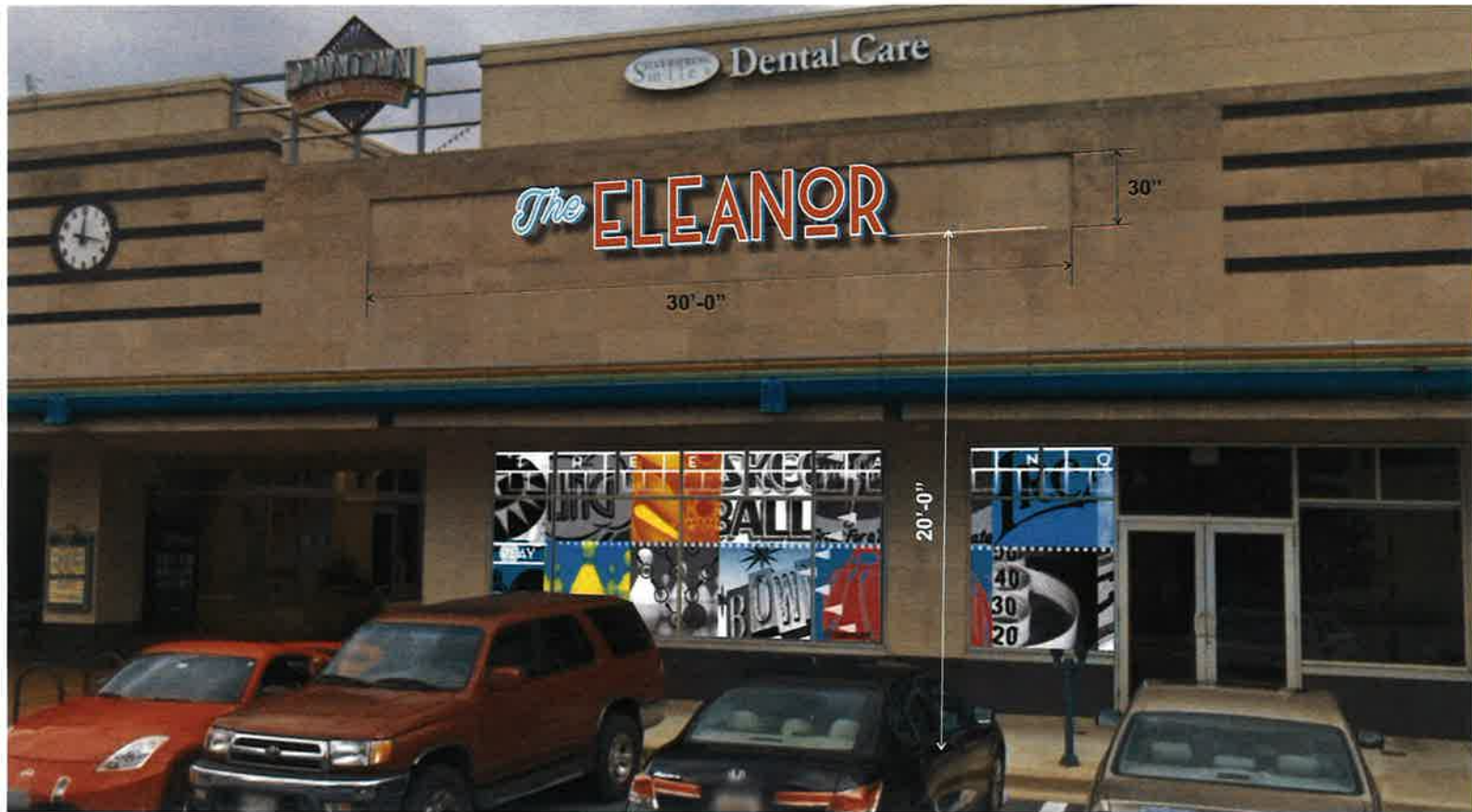
Project: Elenor (channel letters)
 Client: The Elenor
 Address: 931 Ellsworth Dr., Silver Spring, MD
 Building File: 6016-03vs Elenor (channel letters)

Designer: Vlad Solo
 Designer/Artist: Ben Biroonak

Revisions	
1. 10/15/19 vs.	
2. 10/23/19 vs.	
3. 10/24/19 vs.	

Approved by:
 Client: _____
 Sales & PM: _____
 Production: _____
 Measurements per: _____
 Field check: _____

NOTES:
 Designs and sketches are sole property of Art Display Company and may not be used or reproduced without permission. Sketch colors are limited by printing technology and may not reflect the exact colors of the finished product. Signs shown in photos may not represent actual size and proportion to building.
 © ALL Electrical components are to be U.S. approved.
 All electrical components are intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATIONS IS OTHER.



BACK ENTRANCE



401 Hampton Park Boulevard
Capital Heights, MD, 20743
phone 240.765.1400
fax 240.765.1401
www.artdisplayco.com

Project
Client
Address
Display File

Elenor (channel letters)
The Elenor
931 Ellsworth Dr., Silver Spring, MD
6016-03vs Elenor (channel letters)

Designer
Representative

Vlad Solo
Ben Biroonak

Revisions

1. 10/15/19, vs.	
2. 10/23/19, vs.	
3. 10/24/19, vs.	

Approved by:

Client	
Sales & PM	
Production	
Measurements per:	
Field check	

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Ⓢ All Electrical components are to be UL approved.

All electrical components are intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. **ALL REQUIRED ELECTRICAL SERVICE TO BE INSTALLED BY OTHERS.**



FRONT ENTRANCE (EXISTING CONDITIONS)



401 Hampton Park Boulevard
Capital Heights, MD, 20743
phone: 240.765.1400
fax: 240.765.1401
www.artdisplayco.com

Project: Elenor (channel letters)
Client: The Elenor
Address: 931 Ellsworth Dr., Silver Spring, MD
Displaying Map: 6016-03vs Elenor (channel letters)

Designer: Vlad Solo
Project Manager: Ben Biroonak

Revisions	
1. 10/15/19 vs	
2. 10/23/19 vs	
3. 10/24/19 vs	

Approved by: _____
Client: _____
Sales & PM: _____
Production: _____
Measurements per: _____
Field check: _____

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Ⓜ ALL Electrical components are to be UL approved
All electrical components are mandated to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. (UL RECORDED ELECTRICAL SERVICE TO DISCUSSION BY OTHER)



FRONT ENTRANCE (PROPOSED)



401 Hampton Park Boulevard
Capitol Heights, MD, 20743
phone 240.765.1400
fax 240.765.1401
www.artdisplayco.com

Project: Elenor (channel letters)
Name: The Elenor
Address: 931 Ellsworth Dr., Silver Spring, MD
Drawing Title: 6016-03vs Elenor (channel letters)

Design by: Vlad Solo
Document/Date: Ben Biroonak

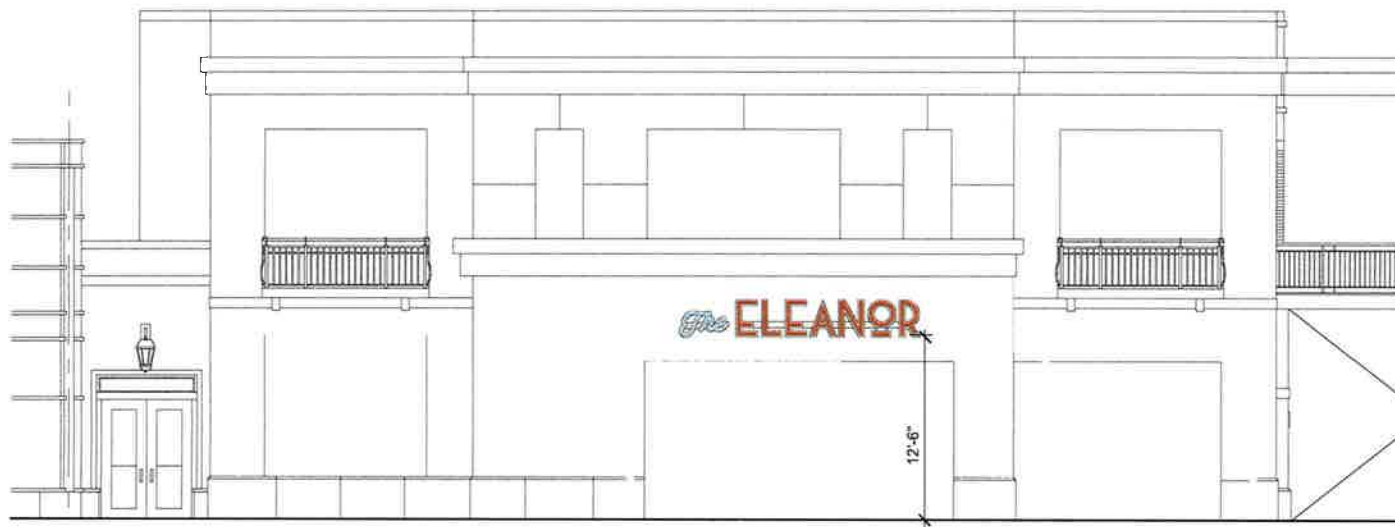
Revisions
1. 12/15/19 vs.
2. 12/23/19 vs.
3. 12/24/19 vs.

Approved by:
Client: _____
Sales & PM: _____
Production: _____
measurements per:
field check: _____

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© All Electrical components are to be UL approved.
All electrical components are intended to be installed in accordance with the requirements of article 408 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. (ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHER)

EXTERIOR ELEVATION

1/8" = 1'-0"



401 Hampton Park Boulevard
Capitol Heights, MD, 20743
phone: 240.765.1400
fax: 240.765.1401
www.artdisplayco.com

Project:
Client:
Address:
Drawing File:

Elenor (channel letters)
The Elenor
931 Ellsworth Dr., Silver Spring, MD
6016-03vs Elenor (channel letters)

Designer:
Prepared by:

Vlad Solo
Ben Biroonak

Revisions:

1.10/13/19 vs.	
2.10/23/19 vs.	
3.10/24/19 vs.	

Approved by:

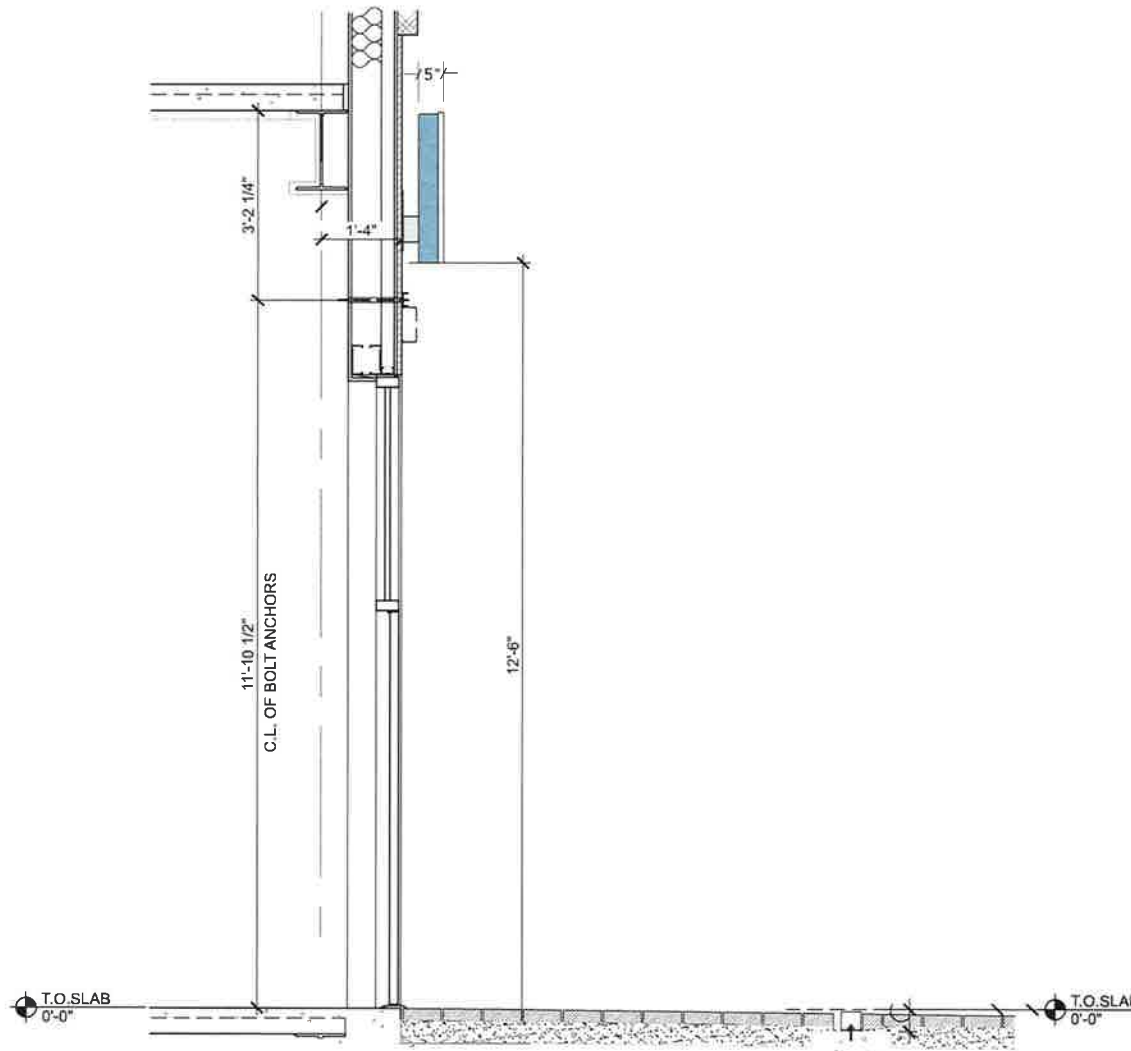
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all electrical components are intended to be installed in accordance with the requirements of article 620 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. **ALL REQUIRED ELECTRICAL SERVICE TO SIGN VULNERATION BY OWNER!**

WALL SECTION

1/2" = 1'-0"



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Project: Elenor (channel letters)
Client: The Elenor
Address: 931 Ellsworth Dr., Silver Spring, MD
Drawing File: 6016-03vs Elenor (channel letters)

Designer: Vlad Solo
By: Vladimir, Miro

Revisions	
1, 10/15/19 vs.	
2, 10/23/19 vs.	
3, 10/24/19 vs.	

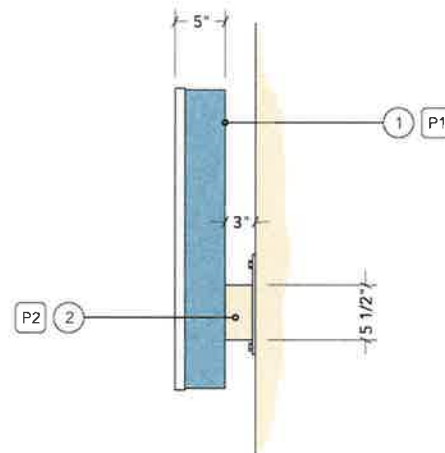
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All electrical components are intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. **ALL REQUIRED ELECTRICAL WORK TO BE COMPLETED BY A LICENSED ELECTRICIAN**

A1 Channel letters - Front View
Scale: 3/16" = 1'-0"



A2 Channel letters - Side View
Scale: 1" = 1'-0"



Internally illuminated channel letters

QTY: (1X) SINGLE-FACED

Specifications

1. 5" deep fabricated aluminum channel letters, 3/16" thick White translucent acrylic faces. White trim cap. Sides painted P1. Internally illuminated White at night. Vinyl graphics applied to acrylic faces.
2. 5 1/2"h x 3 1/2"w fabricated aluminum raceway painted P2.
3. Installation
Channel letters mounted to wall with 3/8"x4" sleeve anchor bolts. ADC to make final connection only to existing electrical feed

Colors & finishes

P1, Pantone 3245C



P2, Matthews® Turkish Towel
MP03241 (for back entrance).
For front entrance TBD.



V1, Pantone Warm Red C



V2, Pantone 3245C



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Address: 931 Ellsworth Dr., Silver Spring, MD
Drawing title: 6016-03vs Elenor (channel letters)

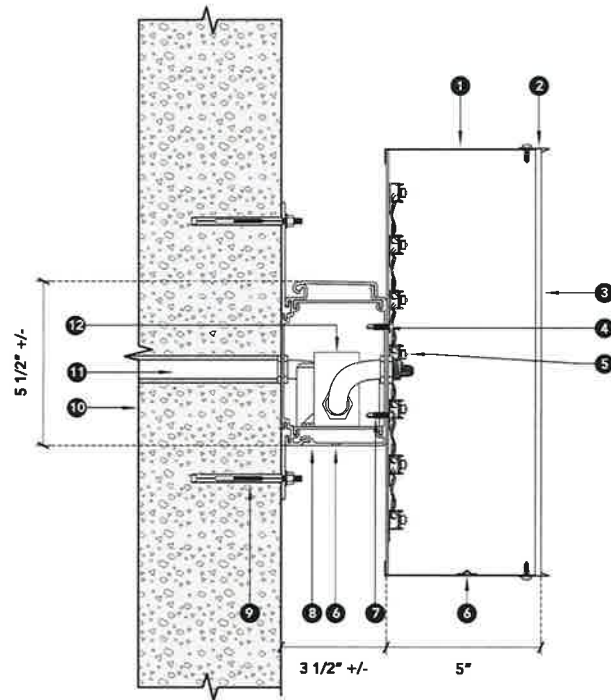
Designer: Vlad Solo
Illustrator: Ben Biroonak

Revisions
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Production: _____
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Face-lit Channel Letters | Raceway-Mount
Side Section Detail
Scale: NTS



SPECIFICATIONS

- ① Returns: .040" aluminum coil stock
- ② Trim caps: 1" finished to match returns
- ③ Faces: 3/16" translucent white acrylic
Vinyl overlay: n/a
- ④ Backs: .063" aluminum
- ⑤ Illumination: White LED modules
- ⑥ Weep holes: 1/4" diam. with covers
- ⑦ Fasteners (letters to raceway): Self-tapping screws through letter backs
- ⑧ Raceway: 3 1/2" x 5 1/2" aluminum extrusion; Cover at top; Integrated mounting clips;
Paint all to match existing wall
- ⑨ Fasteners (raceway to existing wall): 3/8"x4" sleeve anchor bolts
- ⑩ Existing wall: concrete
- ⑪ Primary electrical feed: Wired to installation site by others
- ⑫ LED power supplies: Enclosed in raceway with connections to primary feed
made in junction box as needed



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Drawing #s: 6016-03vs Elenor (channel letters)

Designer: Vlad Solo
Representative: Ben Biroonak

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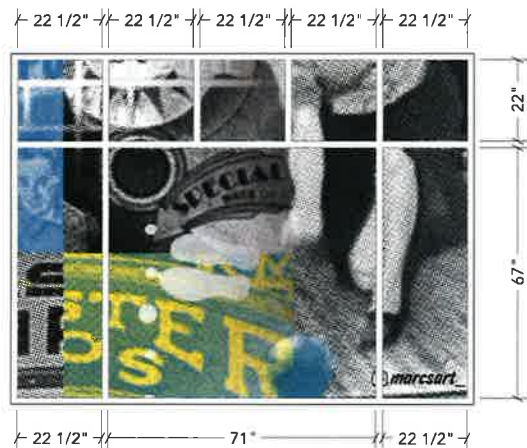
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C1 Window murals - Front View
Scale: 3/8" = 1'-0"



Window murals

QTY: (3X) SINGLE-FACED

Specifications

1. Digitally printed vinyl graphics to be first surface applied to glass windows.



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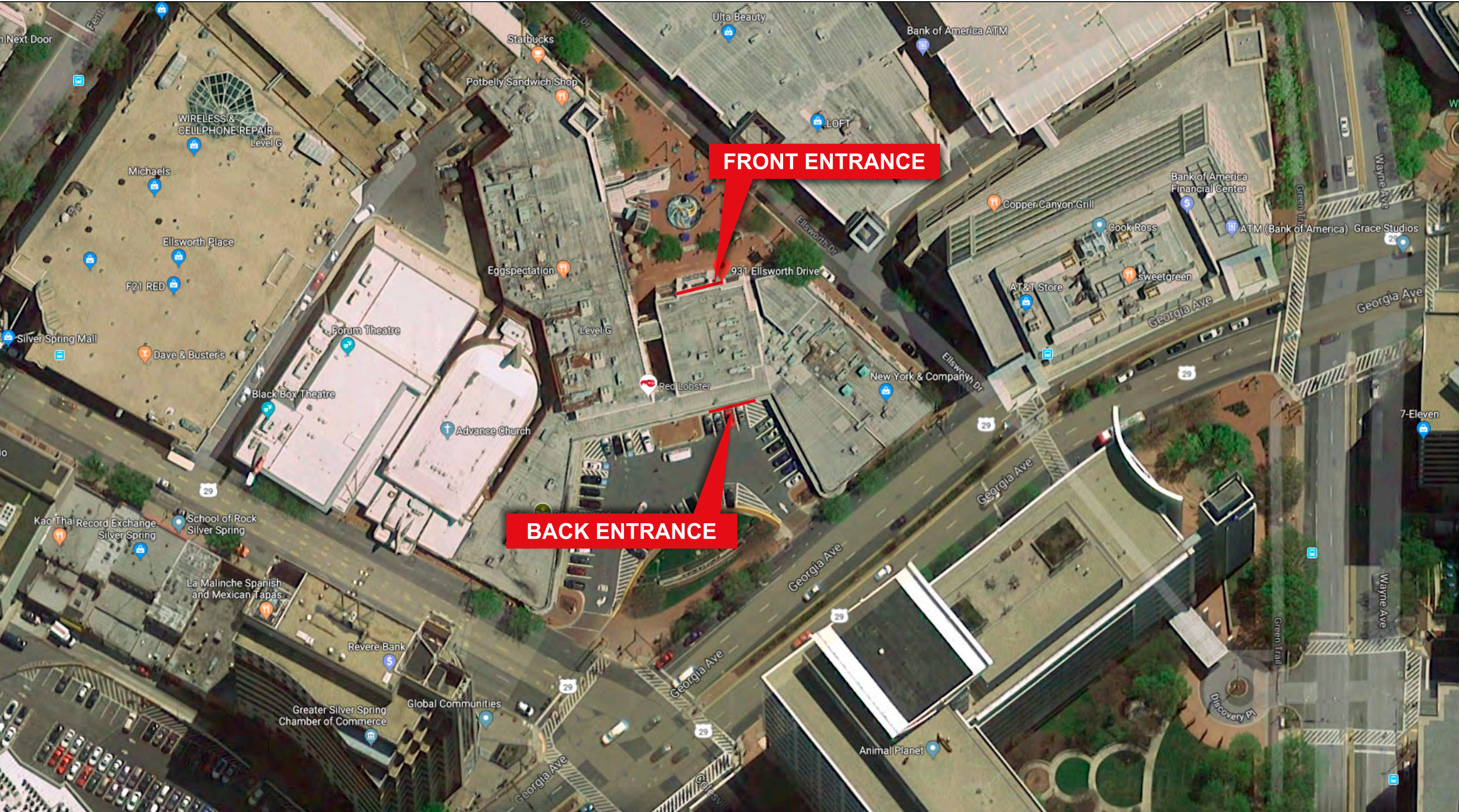
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931 Ellsworth Dr., Silver Spring, MD
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Designer: Vlad Solo
Representative: Ben Biroonak

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Client The Elenor
Address 931 Ellsworth Dr., Silver Spring, MD 20910
Drawing File 6016-05vs Elenor (channel letters)

Designer Vlad Solo
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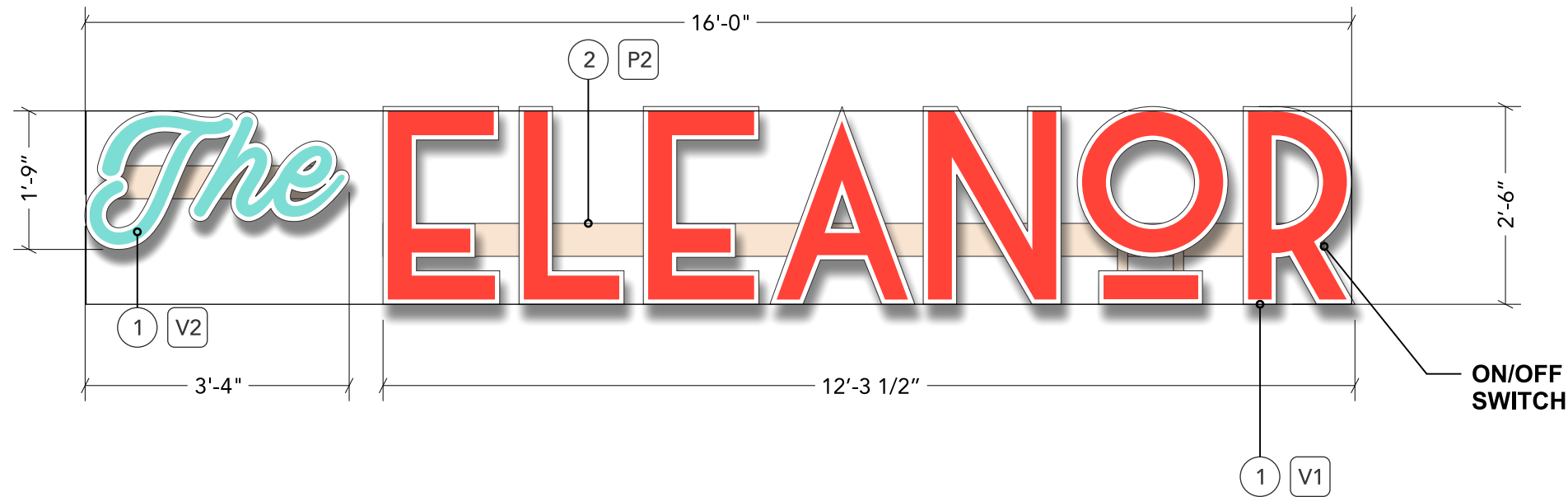
Revisions	
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Production _____
measurements per: _____
field check _____

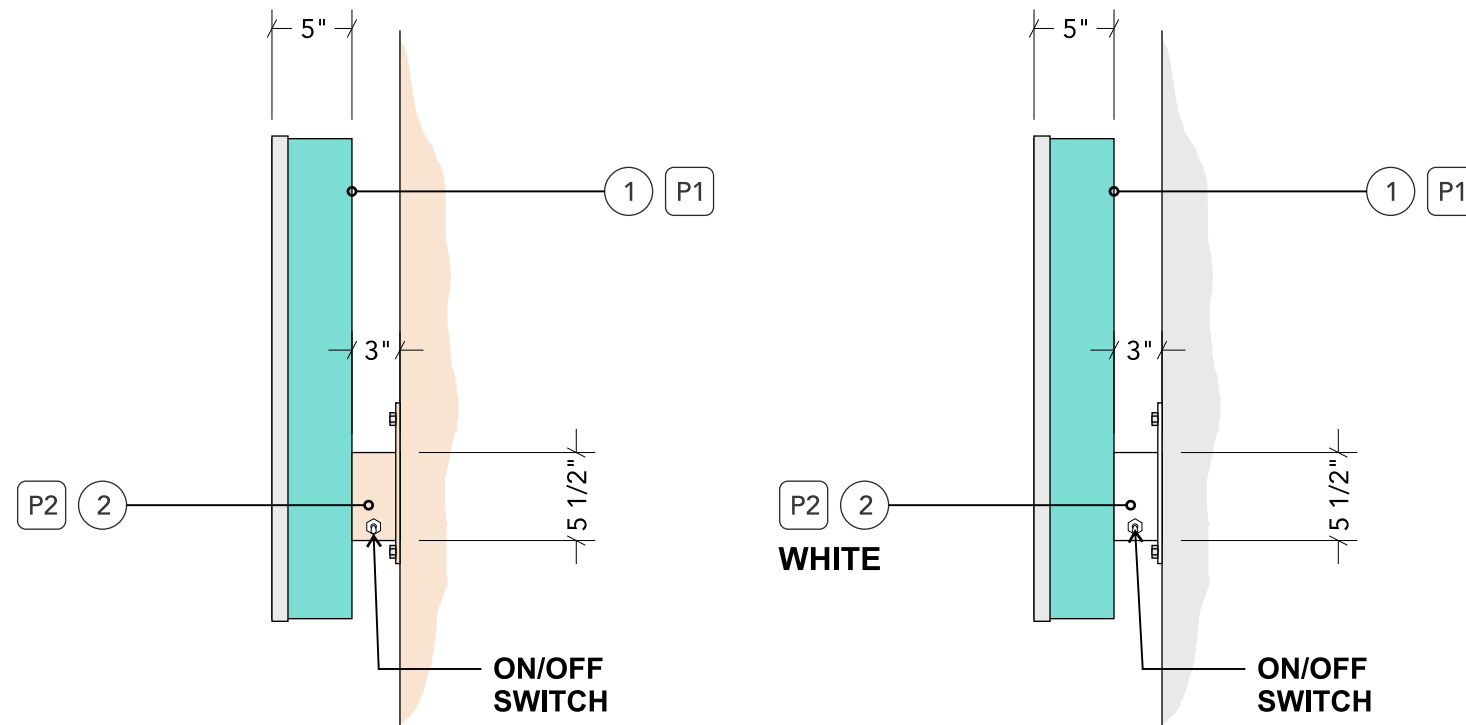
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A1 Channel letters - Front View
Scale: 1/2" = 1'-0"

38.66 Sq. feet (total 77.32)



A2 Channel letters - Side View
Scale: 1" = 1'-0"



Internally illuminated channel letters

QTY: (2X) SINGLE-FACED

Specifications

1. 5" deep fabricated aluminum channel letters. 3/16" thick White translucent acrylic faces. White trim cap. Sides painted P1. Internally illuminated White at night. Vinyl graphics applied to acrylic faces.

2. 5 1/2"h x 3 1/2"w fabricated aluminum raceway painted P2.

3. Installation

Channel letters mounted to wall with 3/8"x4" sleeve anchor bolts. ADC to make final connection only to existing electrical feed

Colors & finishes

P1. Pantone 3245C.

P2. Matthews® Turkish Towel MP03241 (for back entrance).

White (for front entrance).

V1. Pantone Warm Red C.

V2. Pantone 3245C.



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Client The Elenor
Address 931 Ellsworth Dr., Silver Spring, MD 20910
Drawing File 6016-05vs Elenor (channel letters)

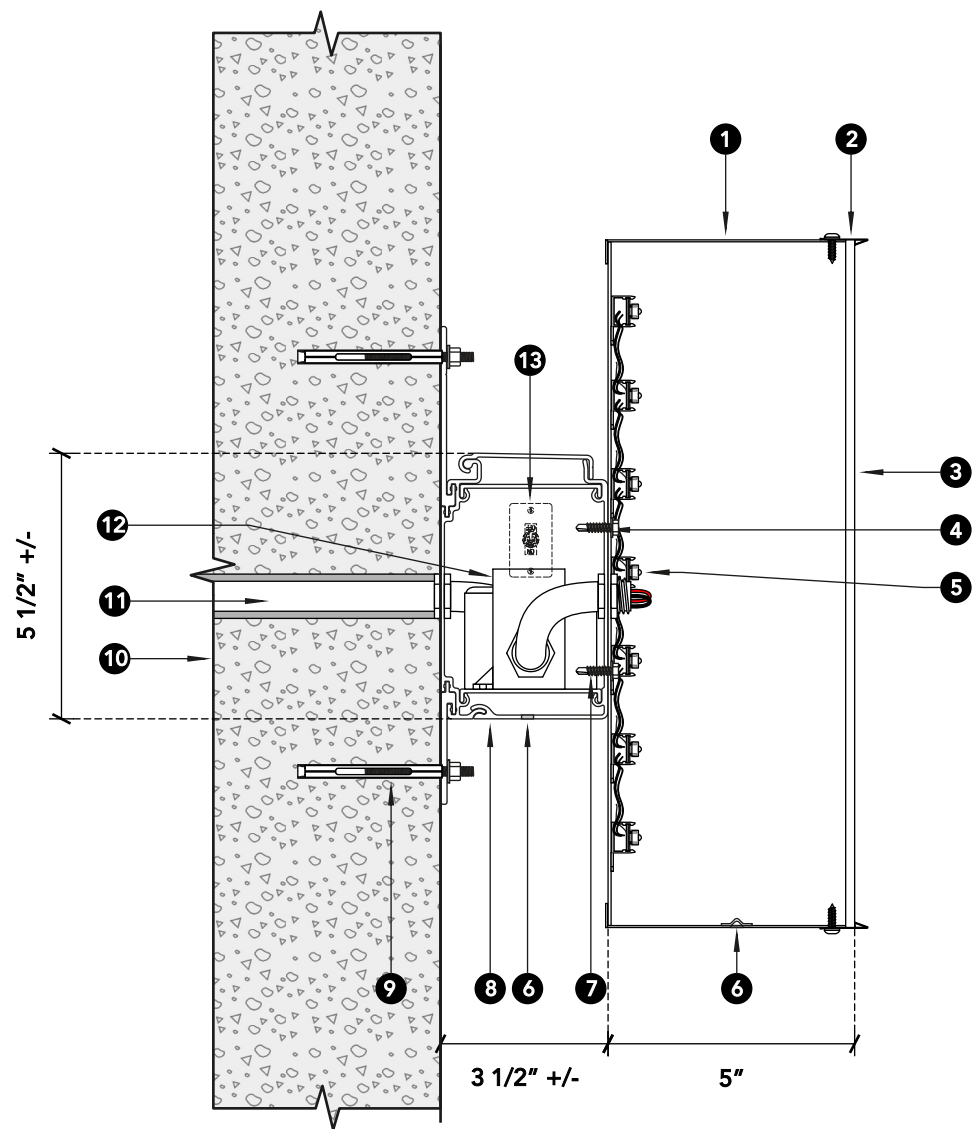
Designer Vlad Solo
Representative Ben Biroonak

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Face-lit Channel Letters | Raceway-Mount
Side Section Detail
Scale: NTS



SPECIFICATIONS

- 1 Returns: .040" aluminum coil stock
- 2 Trim caps: 1" finished to match returns
- 3 Faces: 3/16" translucent white acrylic
Vinyl overlay: n/a
- 4 Backs: .063" aluminum
- 5 Illumination: White LED modules
- 6 Weep holes: 1/4" diam. with covers
- 7 Fasteners (letters to raceway): Self-tapping screws through letter backs
- 8 Raceway: 3 1/2" x 5 1/2" aluminum extrusion; Cover at top; Integrated mounting clips;
Paint all to match existing wall
- 9 Fasteners (raceway to existing wall): 3/8"x4" sleeve anchor bolts
- 10 Existing wall: concrete
- 11 Primary electrical feed: Wired to installation site by others
- 12 LED power supplies: Enclosed in raceway with connections to primary feed
made in junction box as needed
- 13 On/Off switch



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FRONT ENTRANCE (EXISTING CONDITIONS)



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FRONT ENTRANCE (PROPOSED)



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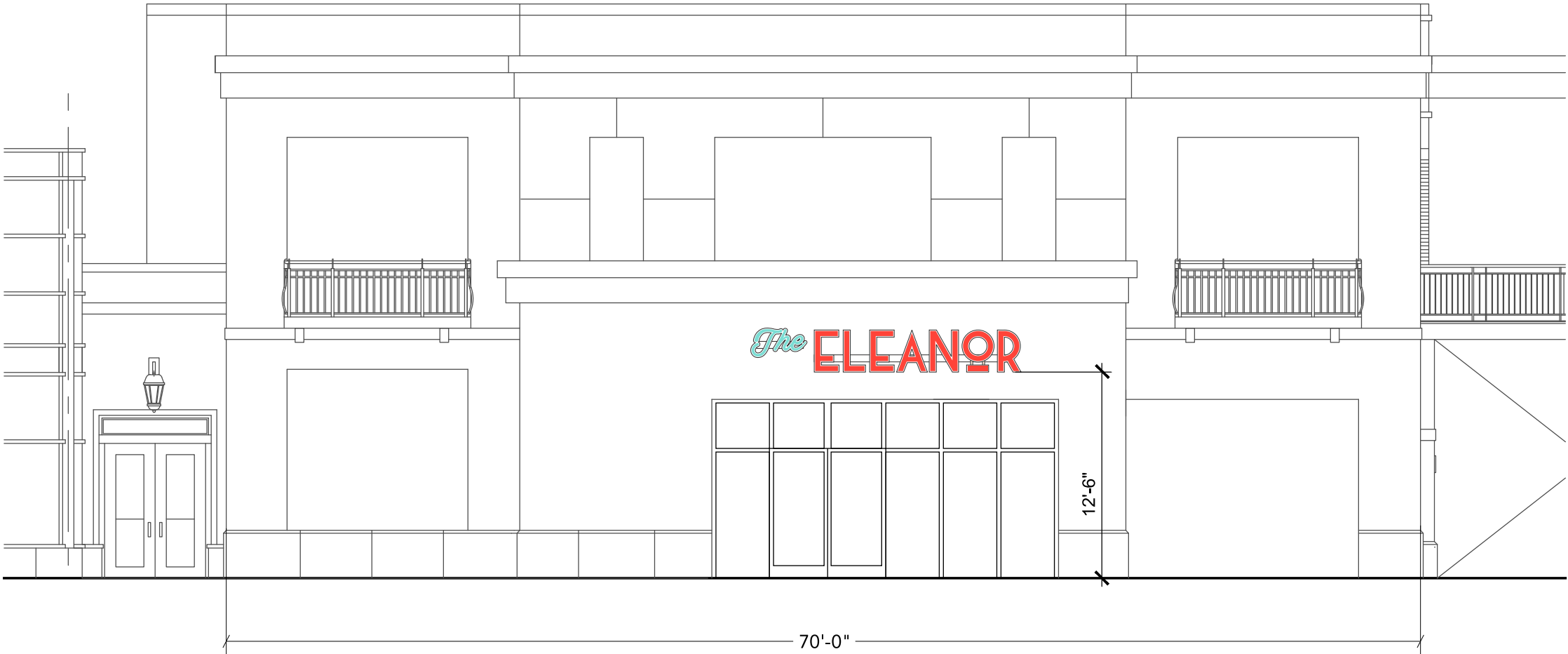
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FRONT ELEVATION

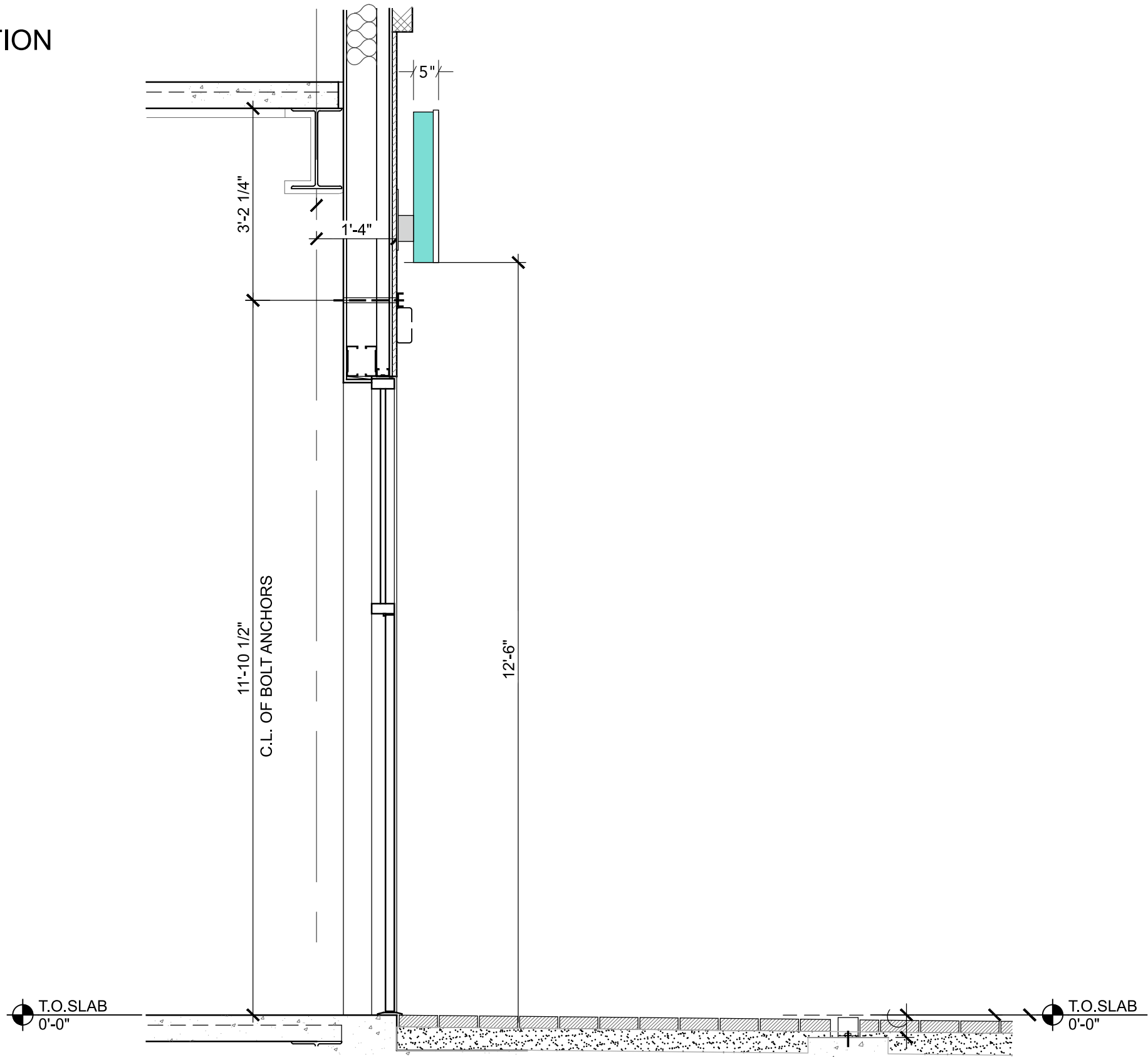
1/8" = 1'-0"

38.66 Sq. feet



FRONT ENTRANCE WALL SECTION

1/2" = 1'-0"



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BACK ENTRANCE (EXISTING)



BACK ENTRANCE (PROPOSED)



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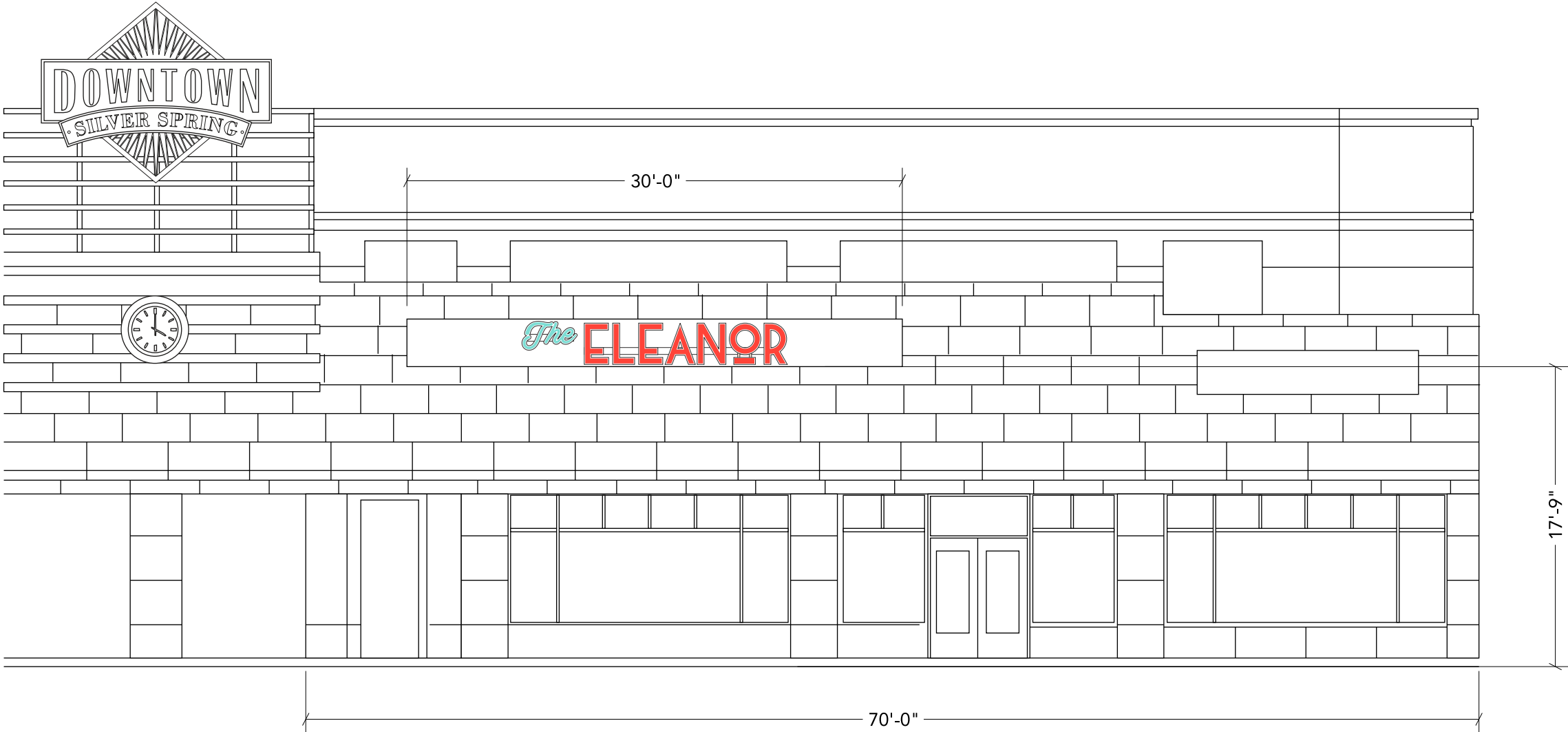
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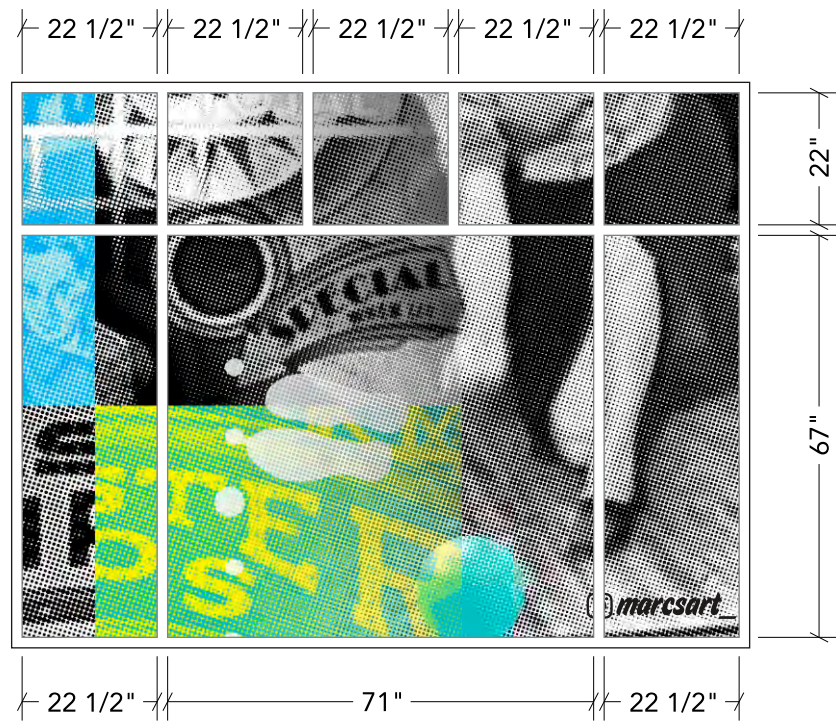
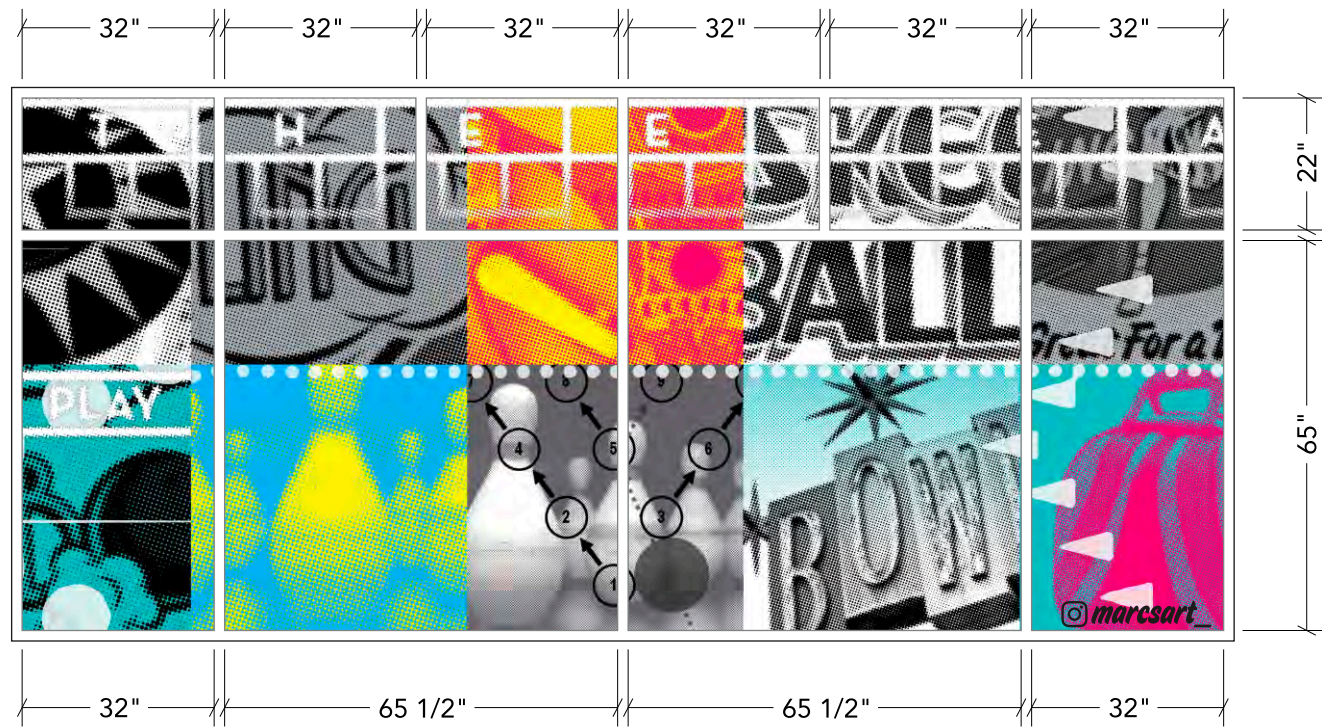
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BACK ELEVATION

1/8" = 1'-0"

38.66 Sq. feet





Artwork location \\adc1\Shared\ PROJECTS\Eleanor, The\Customer Art\ELEANOR1.pdf

Window murals

QTY: (3X) SINGLE-FACED

Specifications

1. Digitally printed vinyl graphics to be first surface applied to glass windows.



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BACK ENTRANCE (PROPOSED)



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