

MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION
STAFF REPORT

Address:	6950 Carroll Ave., Takoma Park	Meeting Date:	2/12/2020
Resource:	Outstanding Resource Takoma Park Historic District	Report Date:	2/05/2020
Applicant:	Bank of America (Monica Young, Agent)	Public Notice:	1/29/2020
Review:	HAWP	Tax Credit:	No
Case Number:	37/03-19EEE	Staff:	Dan Bruechert
PROPOSAL:	Sign Replacement		

RECOMMENDATION

Staff recommends the HPC **approve** the HAWP application.

ARCHITECTURAL DESCRIPTION

SIGNIFICANCE: Outstanding Resource within the Takoma Park Historic District
STYLE: Beaux Arts
DATE: 1927

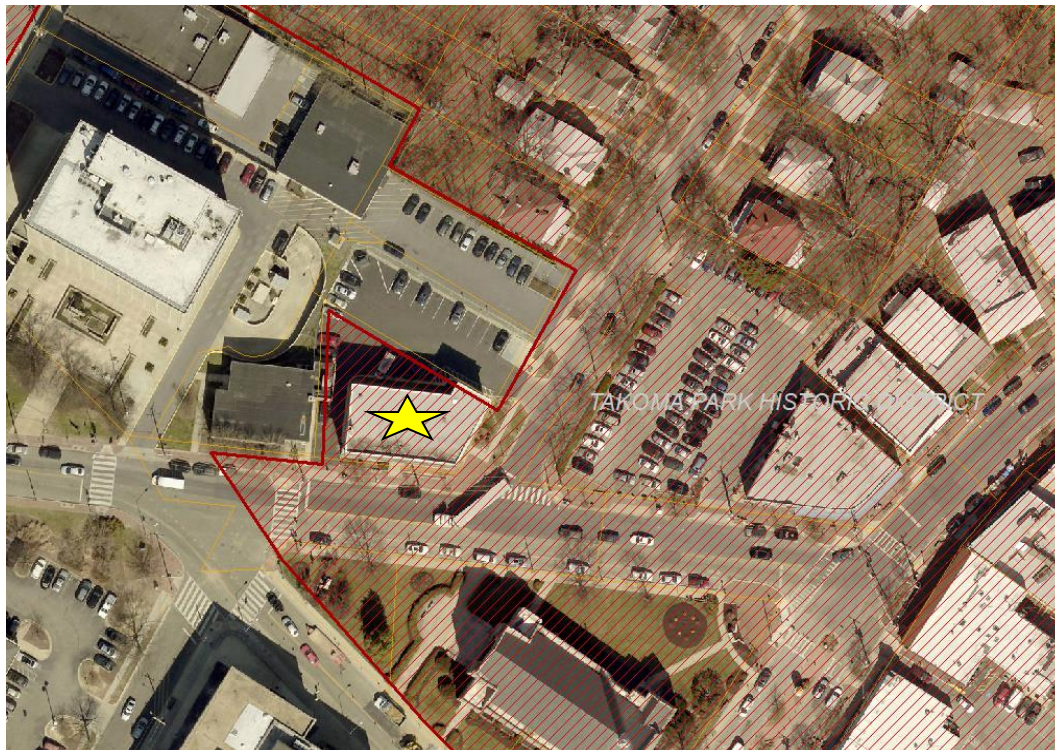


Fig. 1: The subject property is at the edge of the historic district at the intersection of Carroll Ave. and Willow Ave.

PROPOSAL

The applicant proposes to replace two signs.

APPLICABLE GUIDELINES

When reviewing alterations and additions for new construction to Contributing Resources within the Takoma Park Historic District, decisions are guided by the Takoma Park Historic District Design Guidelines (*Guidelines*) and Montgomery County Code Chapter 24A (*Chapter 24A*), and the Secretary of the Interior's Standards for Rehabilitation (*Standards*). As this project is also in one of the two commercial districts in Takoma Park review of the project shall be guided by the *Design Guidelines for Commercial Buildings in the City of Takoma Park, Maryland*.

Takoma Park Historic District Design Guidelines

There are two very general, broad planning and design concepts which apply to all categories. These are:

The design review emphasis will be restricted to changes that are at all visible from the public right-of-way, irrespective of landscaping or vegetation (it is expected that the majority of new additions will be reviewed for their impact on the overall district), and,

The importance of assuring that additions and other changes to existing structures act to reinforce and continue existing streetscape, landscape, and building patterns rather than to impair the character of the district.

Outstanding Resources have the highest level of architectural and/or historical significance. While they will receive the most detailed level of design review, it is permissible to make sympathetic alterations, changes, and additions. The guiding principles to be utilized by the Historic Preservation Commission are the *Secretary of the Interior's Standards for Rehabilitation*

Specifically, some of the factors to be considered in reviewing HAWPs on Outstanding Resources:

Plans for all alterations should be compatible with the resource's original design; additions, specifically, should be sympathetic to existing architectural character, including massing, height, setback, and materials

Emphasize placement of major additions to the rear of existing structures so that they are less visible from the public right-of-way

While additions should be compatible, they are not required to be replicative of earlier architectural styles

Preservation of original and distinctive architectural features, such as porches, dormers, decorative details, shutters, etc..is encouraged

Preservation of original windows and doors, particularly those with specific architectural importance, and of original size and shape of openings is encouraged

Preservation of original building materials and use of appropriate, compatible new materials is encouraged

All changes and additions should respect existing environmental settings, landscaping, and patterns of open space

Montgomery County Code, Chapter 24A Historic Resources Preservation

(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

(d) In the case of an application for work on an historic resource located within an historic district, the commission shall be lenient in its judgment of plans for structures of little historical or design significance or for plans involving new construction, unless such plans would seriously impair the historic or architectural value of surrounding historic resources or would impair the character of the historic district. (Ord. No. 9-4, § 1; Ord. No. 11-59.)

Secretary of the Interior's Standards for Rehabilitation

- 2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, space and spatial relationships that characterize a property will be avoided.
- 9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportions, and massing to protect the integrity of the property and its environment.
- 10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

STAFF DISCUSSION

The applicant proposes to replace the internally illuminated commercial signs on the east and west building elevations with new internally illuminated signs with rectangular 'cabinet' backgrounds.

The existing signs are internally illuminated channel letter signs with the Bank of America logo and a white background panel. The larger, east sign is 21' 3 3/8" × 3' 6 3/4" (twenty-one feet, three and three-eighths inch wide by three feet, six and three-fourths inches tall); and the smaller west sign is 15' 9 3/8" × 2' 7 1/2" (fifteen feet, nine and three-eighths inch wide by two feet, seven and one-half inches tall). Based on a review of permit applications for the subject property, these signs were installed in late 1999 or early 2000.

The proposed signs will have internally illuminated channel letters applied to a "garbo silver" i.e. light grey, rectangular 'cabinet.' The signs will project 6 1/16" (six and one-sixteenth inches) from the building wall. Both the east and west signs will match the dimensions of the existing signs.

The larger, east sign will be installed on top of the entablature which, based on the color of the stone, is not the original building fabric. This location is, however, where signage for the bank building would have been historically located. Staff finds the proposed location for the east sign is appropriate. The

proposed sign, with its surrounding cabinet, will obscure no more of the building materials than the existing sign. Staff finds the materials comply with the *Design Guidelines for Commercial Buildings in the City of Takoma Park, Maryland* (attached) which identifies both acrylic and aluminum as appropriate materials for signs in the commercial areas of the Takoma Park Historic District. Additionally, while the commercial *Design Guidelines* state a preference for externally lit signs, they do permit the use of individually lit characters. Staff finds that the proposed east sign is compatible with the surrounding commercial section of the historic district.

The proposed sign on the western elevation will be installed in the same location as the existing sign, utilizing the same electrical conduit. This sign is near the cornice adjacent to an alley access to the subject property's parking area. Like the proposed sign for the east side, this sign will utilize the existing electrical conduit and mounting points. Staff finds the proposed placement for this sign is appropriate. As with the east sign, Staff finds that the proposed design and materials are compatible with guidance provided in the *Design Guidelines for Commercial Buildings in the City of Takoma Park, Maryland*.

At the December 10, 2019, Façade Advisory Board (FAB), the FAB considered the application and voted to disapprove the application with the following comments (letter attached). The applicant's responses follow:

1. The sign should be made of historically appropriate materials
Bank of America signage is constructed from aluminum and acrylic. The proposed signage complies with the list of materials allowed by the Commission and represents Bank of America's brand. Production drawings are included for more details. We feel internally illuminated signage creates a cleaner look for the building while assisting customers in finding the branch. External lighting, or gooseneck fixtures, require additional building penetrations and increase the busyness of the façade.
2. The sign should be monochromatic
Bank of America prefers to keep full-color signage as its federally trademarked brand colors are important in customer recognition.
*Note: the HPC does not regulate color.
3. Any lighting for the signage should be a warm light temperature.
The specified LED temperature was consciously selected to represent the brand colors at night. Photo examples of illuminated signage provided.
4. Installation needs to reuse existing alterations to the stone.
The installation will utilize existing penetrations for attachment and conduit. Additional penetrations are necessary but will be kept to the minimum. It does appear replacement material was used on the elevation facing Willow Ave. (the east elevation).
5. The Board would like to see examples of Bank of America signs in other historic districts to see how the signage can be modified.
Bank of America only recently rolled out the image in this submittal. Unfortunately, we do not have examples of the new brand image in alternative formats.

Staff finds that the proposed sign will replace one contemporary designed sign with another in matching dimensions. The sign placement is historically appropriate and, while the materials are modern, they are determined to be appropriate by the *Design Guidelines for Commercial Buildings*. As this the proposed signs are replacements, utilizing the existing conduit and wall penetrations will do little damage to the building and would be easily removed in the future. Staff recommends approval of this HAWP.

STAFF RECOMMENDATION

Staff recommends that the Commission **approve** the HAWP under the Criteria for Issuance in *Chapter 24A-8(b)(2), (c), and (d)*, and having found that the proposal will not substantially alter the exterior features of the historic resource and is compatible in character with the district, the *Takoma Park Historic District Guidelines*, and *Design Guidelines for Commercial Buildings in the City of Takoma Park, Maryland*; and the purposes of *Chapter 24A*;

and with the *Secretary of the Interior's Standards for Rehabilitation #2, #9, and #10*,

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 dan.bruechert@montgomeryplanning.org to schedule a follow-up site visit.



APPLICATION FOR
HISTORIC AREA WORK PERMIT
HISTORIC PRESERVATION COMMISSION
301.563.3400

FOR STAFF ONLY:
HAWP# 890705
DATE ASSIGNED _____

APPLICANT:

Name: Bank of America c/o Monica Young with Kerley Signs
Address: 6950 Carroll Ave
Daytime Phone: 301-773-6800

E-mail: monica@kerleysigns.com
City: Takoma Park Zip: 20912
Tax Account No.: 01078220

AGENT/CONTACT (If applicable):

Name: Monica Young
Address: 7650 Preston Dr
Daytime Phone: 301-773-6800

E-mail: monica@kerleysigns.com
City: Landover Zip: 20785
Contractor Registration No.: 16465432

LOCATION OF BUILDING/PREMISE: MIHP # of Historic Property Takoma Park Historic District

Is the Property Located within an Historic District? Yes/District Name Takoma Park
No/Individual Site Name

Is there an Historic Preservation/Land Trust/Environmental Easement on the Property? If YES, include a map of the easement, and documentation from the Easement Holder supporting this application.

Are other Planning and/or Hearing Examiner Approvals /Reviews Required as part of this Application? (Conditional Use, Variance, Record Plat, etc.?) If YES, include information on these reviews as supplemental information.

Building Number: 6950 Street: Carroll Avenue
Town/City: Takoma Park Nearest Cross Street: Willow Avenue
Lot: 1 Block: 5 Subdivision: 0025 Parcel: 0000

TYPE OF WORK PROPOSED: See the checklist on Page 4 to verify that all supporting items for proposed work are submitted with this application. Incomplete Applications will not be accepted for review. Check all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Deck/Porch | <input type="checkbox"/> Shed/Garage/Accessory Structure |
| <input type="checkbox"/> Addition | <input type="checkbox"/> Fence | <input type="checkbox"/> Solar |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Hardscape/Landscape | <input type="checkbox"/> Tree removal/planting |
| <input type="checkbox"/> Grading/Excavation | <input type="checkbox"/> Roof | <input type="checkbox"/> Window/Door |
| | | <input checked="" type="checkbox"/> Other: <u>Signs</u> |

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

Monica Young
Signature of owner or authorized agent

10/29/2019

Date



APPLICATION FOR
HISTORIC AREA WORK PERMIT
HISTORIC PRESERVATION COMMISSION
301.563.3400

FOR STAFF ONLY:

HAWP# _____

DATE ASSIGNED _____

APPLICANT:

Name: Bank of America c/o Monica Young with Kerley Signs
Address: 6950 Carroll Ave
Daytime Phone: 301-773-6800

E-mail: monica@kerleysigns.com
City: Takoma Park Zip: 20912
Tax Account No.: 01078220

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No/Individual Site Name _____

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Town/City: Takoma Park Nearest Cross Street: Willow Avenue
Lot: 1 Block: 5 Subdivision: 0025 Parcel: 0000

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- | | | |
|---|--|--|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Deck/Porch | <input type="checkbox"/> Shed/Garage/Accessory Structure |
| <input type="checkbox"/> Addition | <input type="checkbox"/> Fence | <input type="checkbox"/> Solar |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Hardscape/Landscape | <input type="checkbox"/> Tree removal/planting |
| <input type="checkbox"/> Grading/Excavation | <input type="checkbox"/> Roof | <input type="checkbox"/> Window/Door |
| | | <input checked="" type="checkbox"/> Other: <u>Signs</u> |

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

Monica Young
Signature of owner or authorized agent

10/29/2019

Date

Description of Property: Please describe the building and surrounding environment. Include information on significant structures, landscape features, or other significant features of the property:

Classical style building with large arched windows and detailed cornice.

Description of Work Proposed: Please give an overview of the work to be undertaken:

Remove existing channel letter signs and install two new sets of cabinets with channel letters (75.8 square feet and 41.4 square feet)

Work Item 1: sign on East elevation

Description of Current Condition: 25' x 3'
channel letter
sign

Proposed Work: Install a 21'-3 3/8" x 3'-6.75" channel
letter cabinet sign

Work Item 2: sign on West elevation

Description of Current Condition: 19.1' x 2.3'
channel letter
sign

Proposed Work: Install a 15'-9 3/8" x 2'-7.5" channel
letter cabinet sign

Work Item 3: n/a

Description of Current Condition:

Proposed Work:



Bank of America

OMV Medical, Inc.
OMV
Care Provider Services Company

VAULT
ALARM



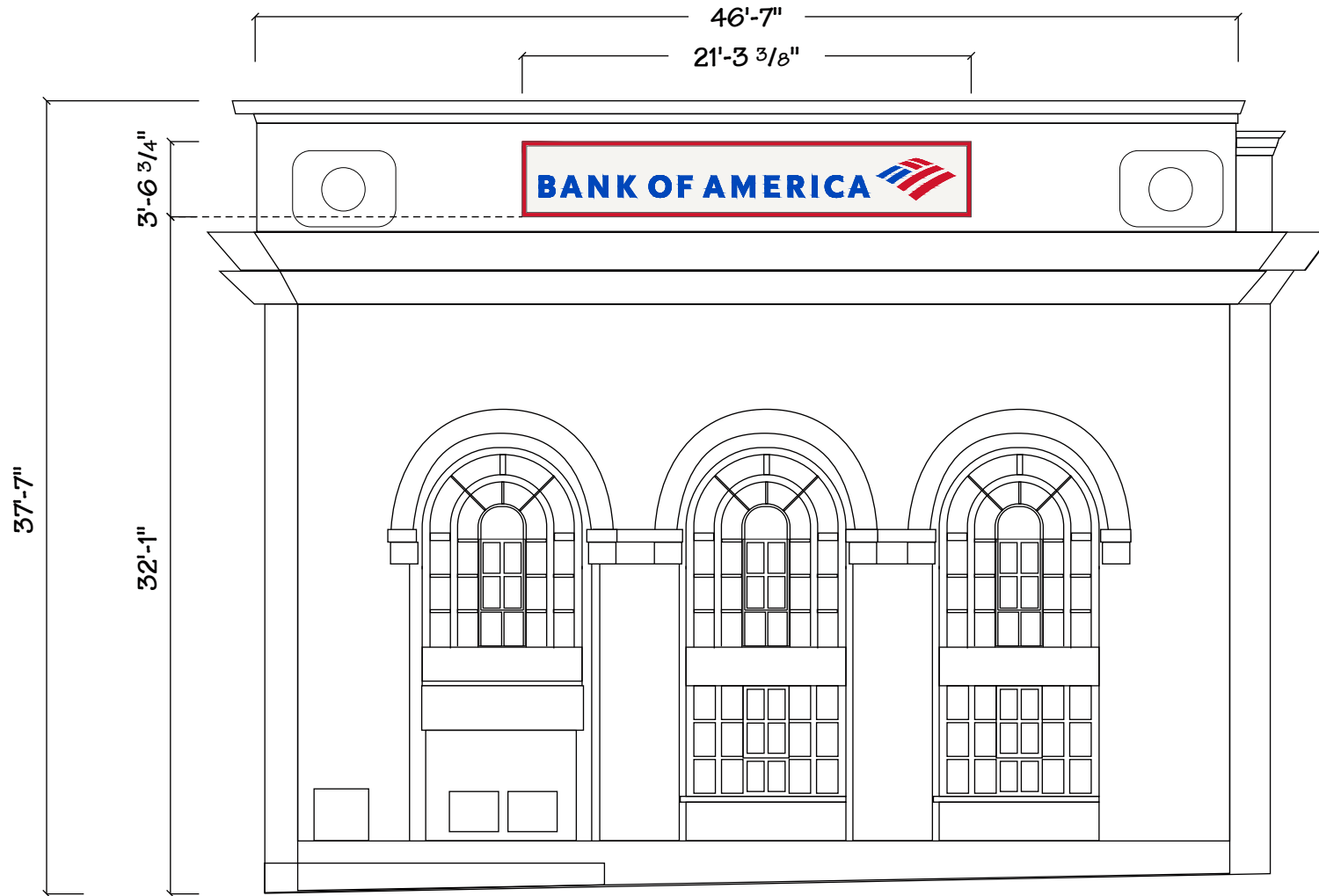
Bank of America



WILLOW

CARROLL

STOP



Front Elevation



Title: Takoma Park Elevations

Date: 10/07/19

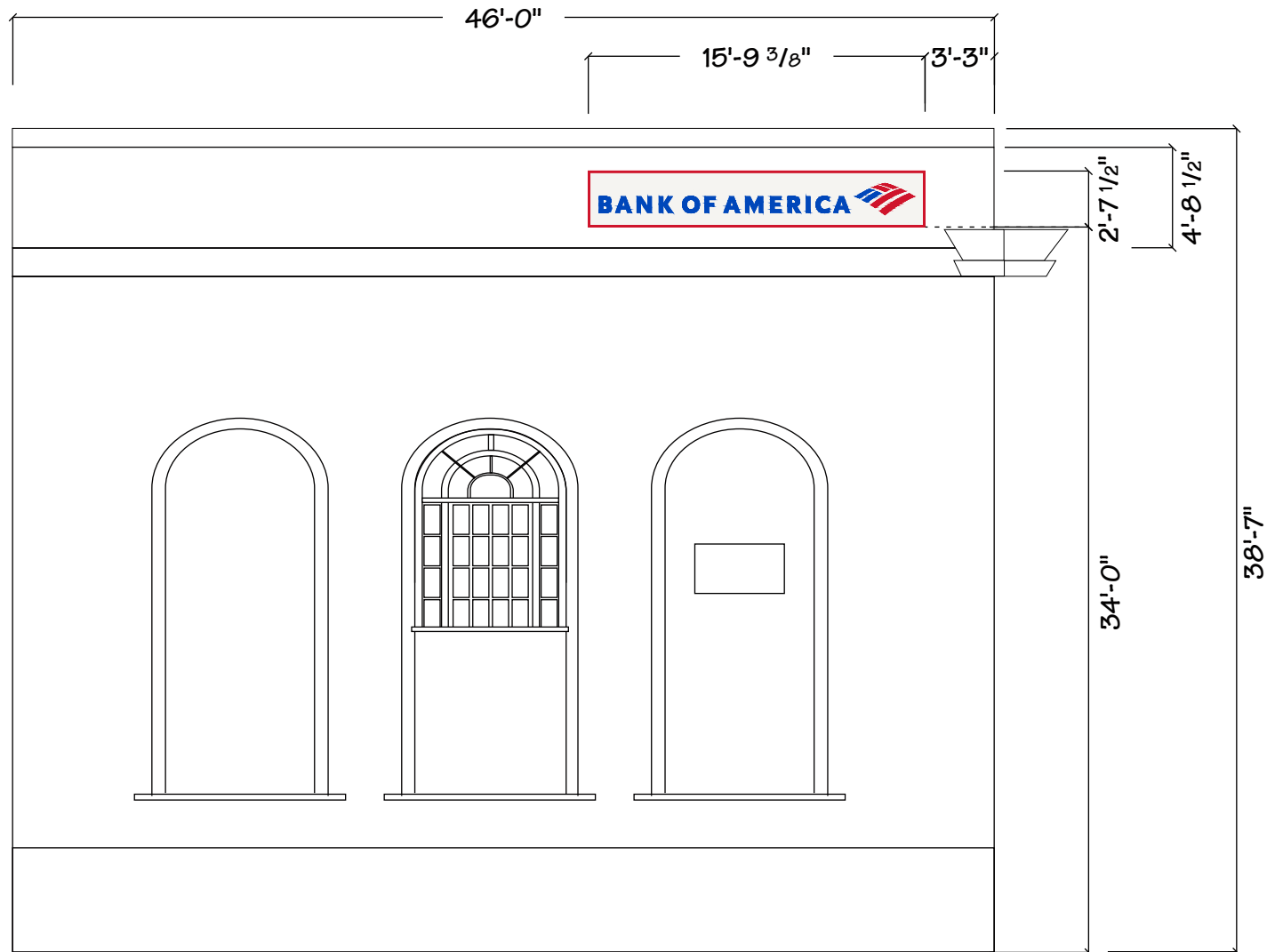
Customer Rep: R.C.

Customer: Bank of America

Drawn by: GLH

Scale: 1/8" = 1'-0"





Rear Elevation



Title: Takoma Park Elevations

Date: 10/07/19

Customer Rep: R.C.

Customer: Bank of America

Drawn by: GLH

Scale: 1/8" = 1'-0"



2655 International Pkwy.
Virginia Beach, VA 23452



Project Title
BANK OF AMERICA

Date **02.01.19**

AGI EoR **M. SMITH**
Lead Drafter **DLR**
Drawn By **KKJ**
Project Mgr. **D. STRIPLING**

General Sign Specifications

☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced
☐ Non-Illuminated
☒ Illuminated
 X.X Volts X.X Amps(+/-)

Location

Windspeed **150 MPH / IBC 2012**

Drawing Revisions	Change	Date	DRAWING REVISIONS				
			1	2	3	4	5
Drawing Revisions	CHANGED RED VINYL CALLOUT, UPDATED LENS ROUTING INSTRUCTIONS, ADDED DISCONNECT SWITCH AND UL LABEL	05.15.19	DLR				
	ANCHOR ROD CENTER TO CENTER DIMENSION ADDED	08.27.19	KKJ				
	UPDATED LED LAYOUT	08.29.19	TLW				

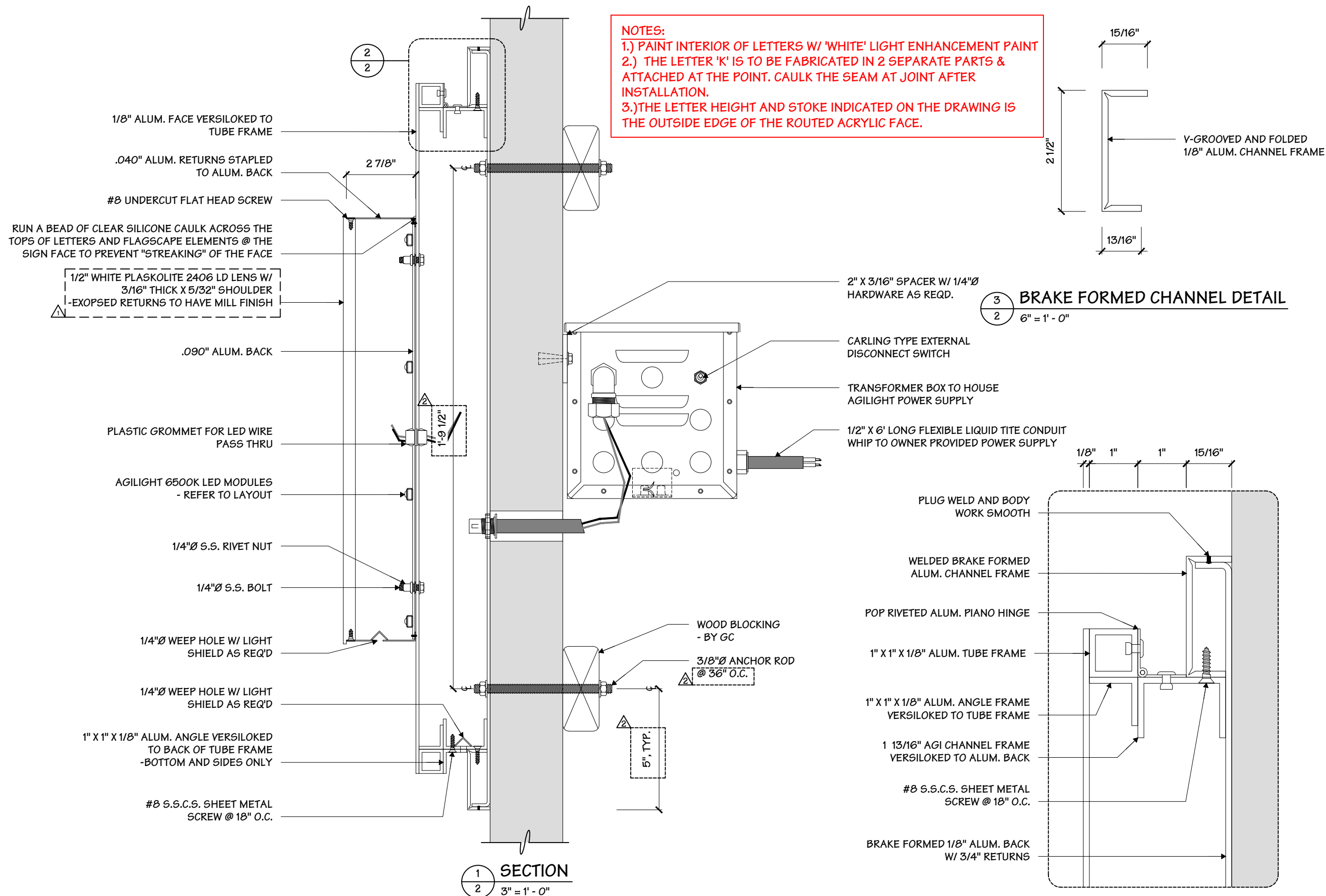
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Code
34747

Type
A

Sign Type **D5ng** 15 PG. #: **2**

NOTES:
1.) PAINT INTERIOR OF LETTERS W/ 'WHITE' LIGHT ENHANCEMENT PAINT
2.) THE LETTER 'K' IS TO BE FABRICATED IN 2 SEPARATE PARTS & ATTACHED AT THE POINT. CAULK THE SEAM AT JOINT AFTER INSTALLATION.
3.) THE LETTER HEIGHT AND STROKE INDICATED ON THE DRAWING IS THE OUTSIDE EDGE OF THE ROUTED ACRYLIC FACE.



2655 International Pkwy.
Virginia Beach, VA 23452



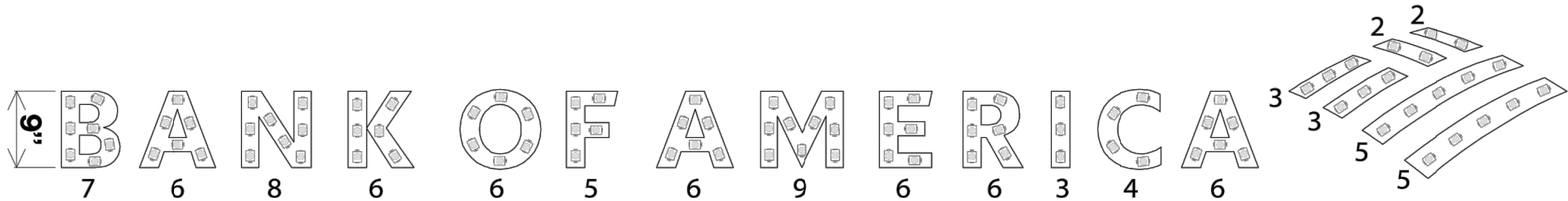
Project Title
BANK OF AMERICA

Date 02.01.19

AGI EoR M. SMITH
Lead Drafter DLR
Drawn By KKJ
Project Mgr. D. STRIPLING

General Sign Specifications
☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced
☐ Non-Illuminated
☒ Illuminated
X.X Volts X.X Amps(+/-)
Location
Windspeed 150 MPH / IBC 2012

- 1) **UNLESS OTHERWISE SPECIFIED:** All layouts are for a single face sign or a single set of letters and the depth of the application considered for the layout is 5 inches.
2) LED module placement is approximate. AgiLight® recommends the sign manufacturer verify the LED placement and quantity to ensure even illumination and brightness expectations are achieved.
3) Estimations are based off the quality of art work and information provided by the customer, this includes: font style, letter height, depth, face material, and any special instructions. Missing information may cause delays in the delivery of estimates, as well as effect product selection, accurate quantities, and brightness.
4) For installation instructions of AgiLight® LED systems please refer to www.AgiLight.com under the TOOLS & DOWNLOADS section or contact an AgiLight® Inside Sales Representative at: +1.866.482.0203



Notes:
Layout based off a 3" depth from face.

33 feet LS-U430-65K-B100-A - 98 Modules
1- PS12-60WSL-100-277V

9" Bank Of America

Face Lit

August 16, 2019

IDV



1074 Arion Circle Suite 116, San Antonio, TX 78216
PH: +1 (866) 482-0203 - Fax: +1 (210) 360-1454
www.AgiLight.com

Drawing Revisions			Change
Drawn By	Date		
△ DLR	05.15.19		CHANGED RED VINYL CALLOUT, UPDATED LENS ROUTING INSTRUCTIONS, ADDED DISCONNECT SWITCH AND UL LABEL
△ KKJ	08.27.19		ANCHOR ROD CENTER TO CENTER DIMENSION ADDED
△ TLW	08.29.19		UPDATED LED LAYOUT
△			
△			
△			
△			
△			
△			

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Code
34747

Type
A

Sign Type
D5ng

16

PG. #:
3



Project Title
BANK OF AMERICA

Date **03.09.19**

AGI EoR **M. SMITH**
Lead Drafter **DLR**
Drawn By **BMA**
Project Mgr. **D. STRIPLING**

General Sign Specifications

☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced
☐ Non-Illuminated
☒ Illuminated
120 Volts _____ Amps(+/-)

Location _____
Windspeed 150 MPH / IBC 2012

Drawing Revisions	Change	Date	Drawn By	Change			
				1	2	3	4
	CHANGED RED VINYL CALLOUT, UPDATED LENS ROUTING INSTRUCTIONS, ADDED DISCONNECT SWITCH AND UL LABEL	5.15.19	DLR				
	UPDATED LED LAYOUT	08.29.19	TLW				

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Code
34768

Type
A

Sign Type **D7ng** 17 PG. #: **1**

2655 International Pkwy.
Virginia Beach, VA 23452

21'-3 3/8"

1 PLAN VIEW
1 3/8" = 1' - 0"

CHANNEL LETTER RETURNS ARE ALUM. COIL
'BRITE BRUSHED CLEAR' BY ALUMET SUPPLY

21'-3 3/8"

2 1/2"

2 1/2"

3'-6 3/4"

BANK OF AMERICA

CABINET FACE IS PAINTED MATTHEWS PAINT
'GARBO SILVER' #MP02650R14405 LVG W/
GLOSS FINISH

ILLUMINATED CHANNEL LETTER W/ 1/2"
WHITE PLASKOLITE 2406 LD W/ FIRST
SURFACE APPLIED 3M #3630-2413
TRANSLUCENT RED W/ 3M #3660M
OVERLAMINATE
- EXPOSED SHOULDER RETURNS TO BE
MILL FINISH

LOW VOLTAGE DISCONNECT
SWITCH AND UL LABEL

2 FRONT ELEVATION
1 3/8" = 1' - 0"

ILLUMINATED CHANNEL LETTER W/ 1/2" CLEAR
ACRYLIC LENS W/ FIRST SURFACE APPLIED
TRANSLUCENT VINYL 3M #3630-8530 'BOA BLUE'
W/ 3M #3660M OVERLAMINATE
- EXPOSED SHOULDER RETURNS TO BE MILL FINISH

RETURN IS PAINTED TO MATCH FACE

3" 3 1/16"
1"

ALUM. CABINET IS PAINTED MAP #MP49696
'RED' ON ALL VISIBLE SURFACES

REVEAL IS PAINTED MAP #MP58477
'DARK GRAY' (PMS 425)

LOW VOLTAGE DISCONNECT
SWITCH
UL LABEL

3 SIDE VIEW
3/4" = 1' - 0"

NOTES:
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ATTACHED AT THE POINT. CAULK THE SEAM AT JOINT AFTER
INSTALLATION.
3.) THE LETTER HEIGHT AND STROKE INDICATED ON THE DRAWING IS
THE OUTSIDE EDGE OF THE ROUTED ACRYLIC FACE.



Date 03.09.19

AGI EoR M. SMITH
Lead Drafter DLR
Drawn By BMA
Project Mgr. D. STRIPLING

General Sign Specifications

☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced

☐ Non-Illuminated

☒ Illuminated

120 Volts Amps(+/-)

Location

Windspeed 150 MPH / IBC 2012

Drawing Revisions		
Drawn By	Date	Change
<u>1</u> DLR	5.15.19	CHANGED RED VINYL CALLOUT, UPDATED LENS ROUTING INSTRUCTIONS, ADDED DISCONNECT SWITCH AND UL LABEL
<u>2</u> TLW	08.29.19	UPDATED LED LAYOUT
<u>3</u>		
<u>4</u>		
<u>5</u>		
<u>6</u>		
<u>7</u>		
<u>8</u>		

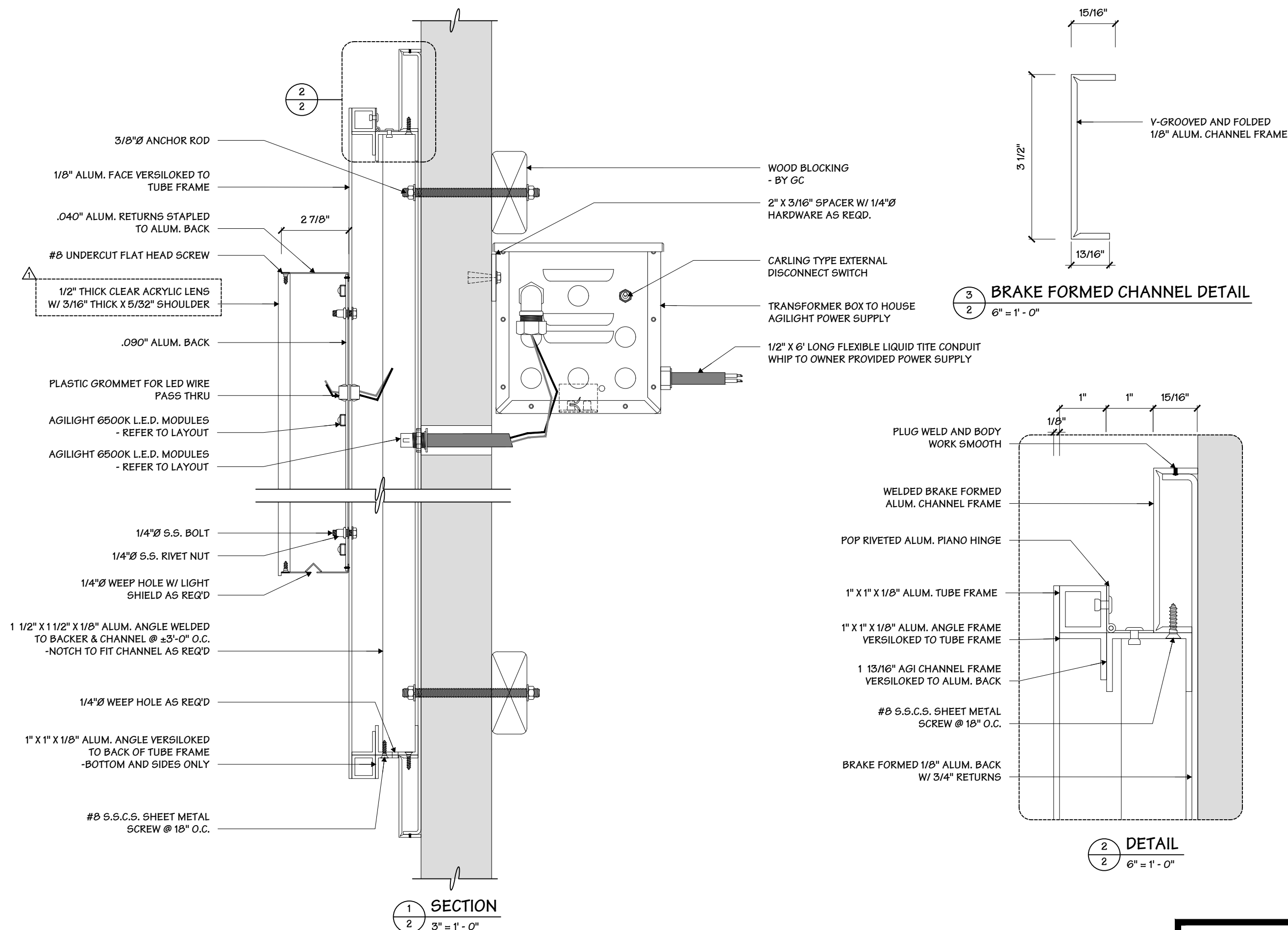
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Code
34768

Type
A

Sign Type	18	PG. #
D7ng		2

PG. #: 2



2655 International Pkwy.
Virginia Beach, VA 23452



Project Title

BANK OF AMERICA

Date 03.09.19

AGI EoR M. SMITH

Lead Drafter DLR

Drawn By BMA

Project Mgr. D. STRIPLING

General Sign Specifications

☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced

☐ Non-Illuminated

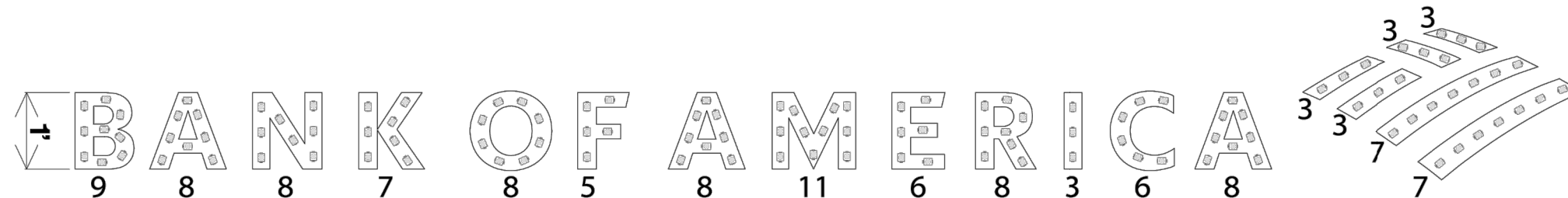
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120 Volts Amps(+/-)

Location

Windspeed 150 MPH / IBC 2012

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Notes:

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1 - PS12-60WSL-100-277V

12" Bank Of America

Face Lit

August 16, 2019

IDV



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Drawing Revisions	Change	Date	ROUTING INSTRUCTIONS				
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3							
4							
5							
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Code 34768

Type A

Sign Type D7ng

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PG. #: 3

2655 International Pkwy.
Virginia Beach, VA 23452

City of Takoma Park

Housing & Community
Development

Telephone: (301) 891-7119
Fax: (301) 270-4568



7500 Maple Avenue
Takoma Park, MD 20912

December 11, 2019

Chairman Sandra Heiler
Historic Preservation Commission
8787 Georgia Avenue
Silver Spring, MD 20910

RE: 6950 Carroll Avenue, Takoma Park, Maryland – parking attendant booth

Dear Ms. Heiler,

The Takoma Park Façade Advisory Board met on December 10, 2019 to review the design proposal for 6950 Carroll Avenue, Takoma Park, Maryland. The proposal is to be considered by the Historic Preservation Commission.

Monica Young, of Kerley Signs, presented the proposal for a replacement signage for Bank of America.

The Takoma Park Façade Advisory Board passed the following resolution:

The Board voted to disapprove the application as submitted with the following comments:

- 1. The sign should be made of historically appropriate materials.**
- 2. The sign should be monochromatic.**
- 3. Any lighting for the signage should be a warm lighting temperature.**
- 4. Installation needs to reuse existing alterations to the stone.**
- 5. The Board would like to see examples of Bank of America signs in other historic districts to see how the signage can be modified.**

Thank you for the efforts of the Commission to preserve the unique architectural character of our historic business district. If you have questions regarding the Board's action, please call me at 301-891-7205.

Sincerely,

Community Development Manager

BANK OF AMERICA

