

EXPEDITED
MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION
STAFF REPORT

Address:	7400 Wisconsin Avenue, Bethesda	Meeting Date:	12/15/2021
Resource:	Master Plan Site #35/014-005A Bethesda Post Office	Report Date:	12/8/2021
Applicant:	UP Fitness (Nick Marchetti, Agent)	Public Notice:	12/1/2021
Review:	HAWP	Tax Credit:	No
HAWP Number:	974673	Staff:	Michael Kyne
PROPOSAL:	New sign installation		

STAFF RECOMMENDATION:

- Approve
 Approve with conditions

- The proposed signage will be installed entirely within the entablature of the building, and it will only be attached with adhesives, per the November 15, 2017 approval of the signage to be replaced.¹

ARCHITECTURAL DESCRIPTION:

SIGNIFICANCE: Individually Designated Master Plan Site (35/014-005A)
STYLE: Classical Revival
DATE: Circa 1938

¹ Link to the November 15, 2017 staff report: <https://montgomeryplanning.org/wp-content/uploads/2017/02/I.P.-7400-Wisconsin-Avenue-Bethesda.pdf>

Link to the November 15, 2017 audio/video transcript, with conditions of approval stipulated at minute 2:11:16: http://mncppc.granicus.com/MediaPlayer.php?publish_id=04114dad-cecc-11e7-95a0-00505691de41



Fig. 1: Subject property.

PROPOSAL:

The applicant proposes the following work items at the subject property:

- Removal of the existing “TRUEBODY” signage from the entablature at the front/left side of the building.
 - Existing signage is 126” wide by 15” high.
 - Existing signage consists of individually cut, non-illuminated letters, affixed entirely within the entablature of the building via adhesives only, per the conditions of approval at the November 15, 2017 HPC meeting.
- Installation of new “ULTIMATE PERFORMANCE” signage in the same location as the existing “TRUEBODY” signage.
 - Proposed signage to be 143” wide by 14” high.
 - Proposed signage to consist of individually cut, non-illuminated letters, affixed entirely within the entablature of the building via adhesives only, per the condition of approval outlined on Page 1 of this staff report.
 - The applicant’s agent agreed to the stipulated condition of approval by means of a December 3, 2021 phone call with staff.
- Removal of the existing “GET FIT STAY FIT” signage from the stone façade at the front/left side of the building (below the existing “TRUEBODY” signage).
 - This signage will not be replaced.

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 ensure 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 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 proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction shall 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 RECOMMENDATION:

Staff recommends that the Commission **approve with the condition specified on Page 1** the HAWP application under the Criteria for Issuance in Chapter 24A-8(b) (1) and (2), having found that the proposal, as modified by the condition, will not substantially alter the exterior features of the historic resource and is compatible with 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 an electronic set 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.



APPLICATION FOR HISTORIC AREA WORK PERMIT HISTORIC PRESERVATION COMMISSION 301.563.3400

FOR STAFF ONLY: HAWP# 974673 DATE ASSIGNED

APPLICANT:

Name: UP Fitness Address: 7400 Wisconsin Ave Daytime Phone:

E-mail: katie.fletcher@upfitness.com City: Bethesda Zip: 20814 Tax Account No.: 07-00490661

AGENT/CONTACT (if applicable):

Name: Nick Marchetti Address: 5115 Pegasus Ct Daytime Phone: 301-682-2349

E-mail: nick@amisigns.com City: Frederick Zip: 21704 Contractor Registration No.:

LOCATION OF BUILDING/PREMISE: MIHP # of Historic Property 35/014-005A

Is the Property Located within an Historic District? Yes/District Name No/Individual Site Name Main Post Office

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: 7400 Street: Wisconsin Ave Town/City: Bethesda Nearest Cross Street: Montgomery Lane Lot: Block: P-13 Subdivision: 0023 Parcel: N458

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:

- Checklist of work types: New Construction, Addition, Demolition, Grading/Excavation, Deck/Porch, Fence, Hardscape/Landscape, Roof, Shed/Garage/Accessory Structure, Solar, Tree removal/planting, Window/Door, Other: Sign

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.

Signature of owner or authorized agent Date 11/17/21

Adjacent and Confronting Properties:

Bethesda, MD 20814

7450 Wisconsin Avenue

4709 Montgomery Avenue

7340 Wisconsin Avenue

7401 Wisconsin Avenue

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

7400 Wisconsin Ave is known as the Bethesda Post Office, or the Main Post Office. The building has a stone exterior. There is some very simple landscaping across the front of the building, including low-lying evergreen bushes.

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

We are proposing an exterior building sign. The new tenant is Ultimate Performance (UP) Fitness. The proposed sign would be constructed of individual letters, "ULTIMATE PERFORMANCE."

The materials would be 1/4" T acrylic Letters, painted white. The sign is non-illuminated and will be installed onto the building with studs and glue. We plan to minimize the number of studs, using 1-3 per letter.

The location of the sign will be on a flat concrete surface, below the roof line, and above the stone facade. This location was used by the previous tenant for their signage.

Work Item 1: Install New Sign

Description of Current Condition: Previous sign has been removed; however, you can still see remnants of the adhesive, and some shadowing from previous signage

Proposed Work: Install new signage at the same location on the building.

Work Item 2: _____

Description of Current Condition:

Proposed Work:

Work Item 3: _____

Description of Current Condition:

Proposed Work:

**HISTORIC AREA WORK PERMIT
CHECKLIST OF
APPLICATION REQUIREMENTS**

Proposed Work	Required Attachments	2. Site Plan	3. Plans/ Elevations	4. Material Specifications	5. Photographs	6. Tree Survey	7. Property Owner Addresses
	1. Written Description						
New Construction	*	*	*	*	*	*	*
Additions/ Alterations	*	*	*	*	*	*	*
Demolition	*	*	*		*		*
Deck/Porch	*	*	*	*	*	*	*
Fence/Wall	*	*	*	*	*	*	*
Driveway/ Parking Area	*	*		*	*	*	*
Grading/Exc avation/Land scaing	*	*		*	*	*	*
Tree Removal	*	*		*	*	*	*
Siding/ Roof Changes	*	*	*	*	*		*
Window/ Door Changes	*	*	*	*	*		*
Masonry Repair/ Repoint	*	*	*	*	*		*
Signs	*	*	*	*	*		*



DEPARTMENT OF PERMITTING SERVICES

Marc Elrich
County Executive

Mitra Pedoeem
Director

HISTORIC AREA WORK PERMIT APPLICATION

Application Date: 11/17/2021

Application No: 974673
AP Type: HISTORIC
Customer No: 1292264

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

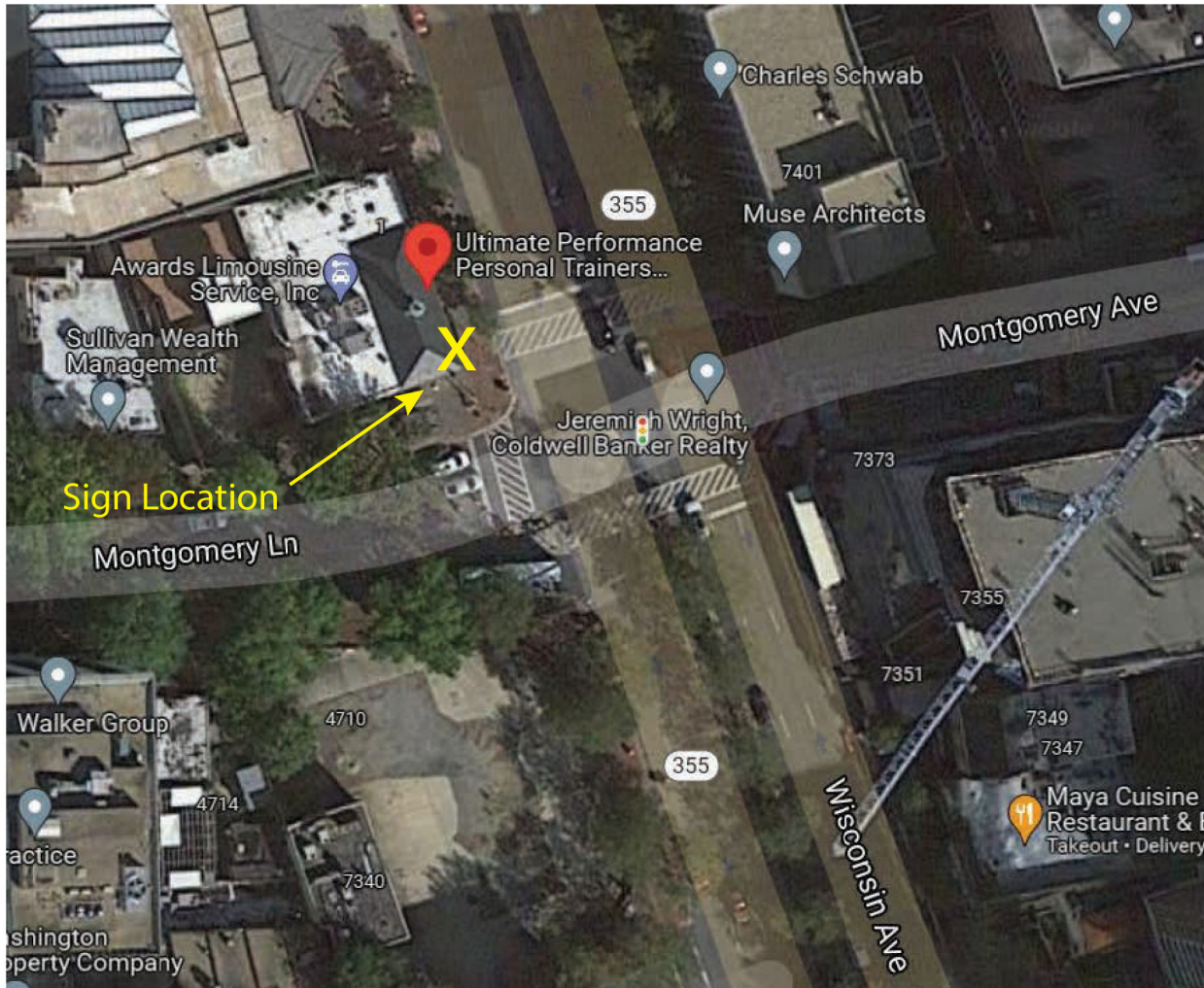
Address 7400 WISCONSIN AVE
BETHESDA, MD 20814

Othercontact Marchetti (Primary)

Historic Area Work Permit Details

Work Type ADD

Scope of Work Install a sign on the building. Non-illuminated acrylic letters to be attached to building façade with studs, and glue.



This proof represents the final product as closely as possible. Approval of this visual representation and any details in this document, in writing, will move this project into the production queue. The project will then be completed to the listed specifications. Once final approval is granted, this proof will be used as the production and installation standard.

Job Type Sign Package

Proof

Address 7400 Wisconsin Ave,
Bethesda, MD 20814

Provided For:



Salesperson: Nick Marchetti
nick@amisigns.com ext. 10

PPE?
Y | N

Page: 4 of 5

Notes

Designer: Zack Golden
zack@amisigns.com ext. 11

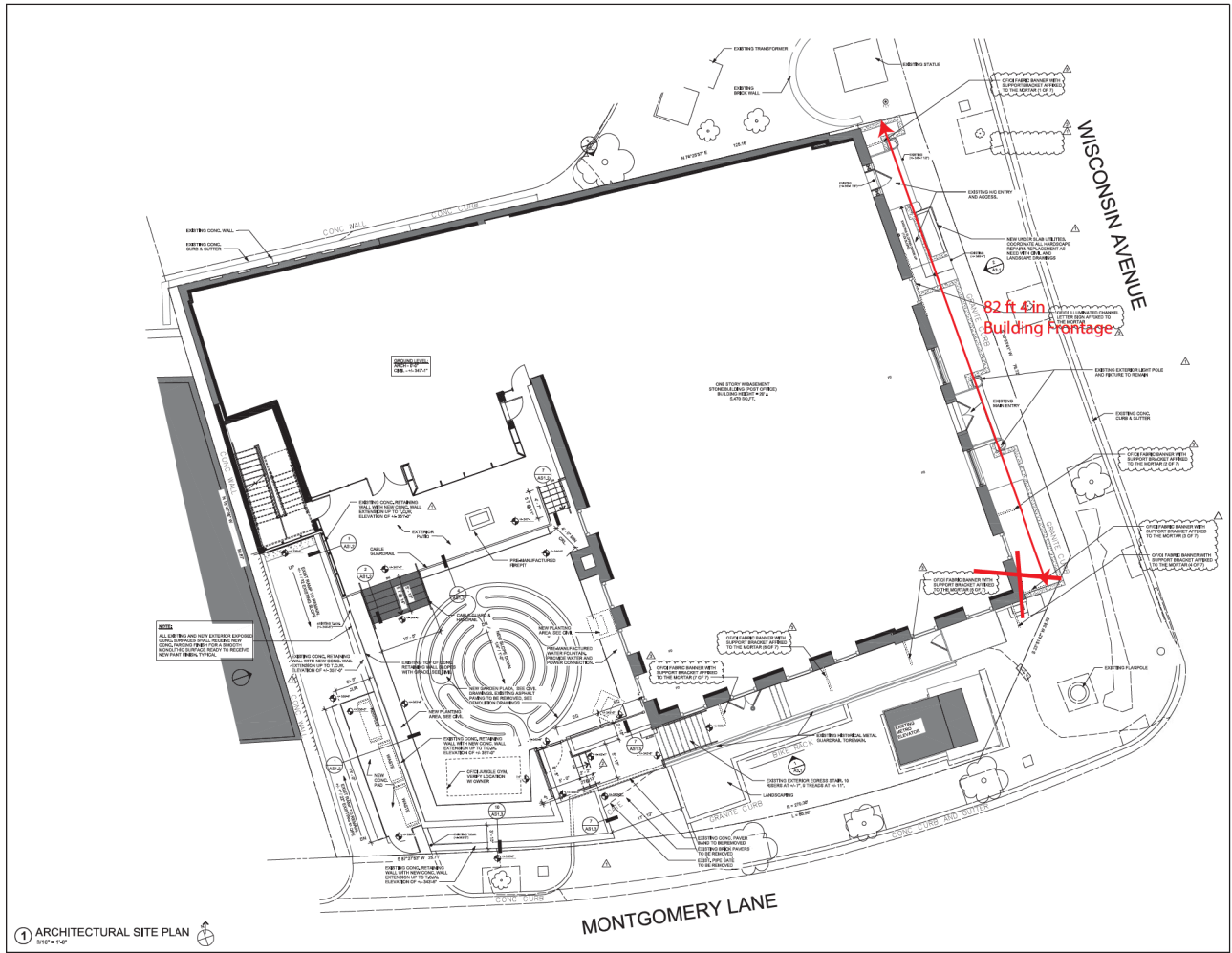
Scale: 1" = 10"

11/8/2021

Masks Are to Be Worn During Installations

Production/Install: Cole Turpie
cole@amisigns.com ext. 12

Exterior Building Sign (Location on Site Plan)
 1/4" T Acrylic Letters, White



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Job Type Sign Package

Proof

Address 7400 Wisconsin Ave,
Bethesda, MD 20814



Salesperson: Nick Marchetti
nick@amisigns.com ext. 10

PPE?
Y N

Page: 5 of 5

Notes

Designer: Zack Golden
zack@amisigns.com ext. 11

Scale: 1" = 10"

11/8/2021

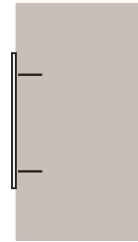
Masks Are to Be Worn During Installations

Production/Install: Cole Turpie
cole@amisigns.com ext. 12

Exterior Building Sign
1/4" T Acrylic Letters, White

Mounting: Studs &
Adhesive

Side View
Mounted directly
to building



Front View

13.9 ft²



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Job Type Sign Package

PPE?
Y | N

Scale: 1" = 10"

Proof

Page: 1 of 5

11/8/2021

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Bethesda, MD 20814

Notes

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cole@amisigns.com ext. 12

Masks Are to Be Worn During Installations

Mock-Up: Exterior Building Sign
 1/4" T Acrylic Letters, White



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Job Type Sign Package

PPE?
 Y | N

Scale: 1" = 10"

Proof

Page: 2 of 5

11/8/2021

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 Bethesda, MD 20814

Notes

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 nick@amisigns.com ext. 10

Designer: Zack Golden
 zack@amisigns.com ext. 11

Production/Install: Cole Turpie
 cole@amisigns.com ext. 12

Masks Are to Be Worn During Installations

**Mock-Up: Exterior Building Sign
(With Measurements)**
1/4" T Acrylic Letters, White



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Job Type Sign Package

PPE?
Y | N

Scale: 1" = 10"

Proof

Page: 3 of 5

11/8/2021

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Masks Are to Be Worn During Installations

Real Property Data Search

Search Result for MONTGOMERY COUNTY

[View Map](#)
[View GroundRent Redemption](#)
[View GroundRent Registration](#)

Special Tax Recapture: None

Account Identifier: District - 07 Account Number - 00490661
Owner Information

Owner Name:	7400 WISCONSIN LLC	Use:	COMMERCIAL
Mailing Address:	7101 WISCONSIN AVE, STE 700 BETHESDA MD 20814-	Principal Residence:	NO
		Deed Reference:	/41305/ 00138

Location & Structure Information

Premises Address: 7400 WISCONSIN AVE
BETHESDA 20814-0000

Legal Description: EDGEMOOR

Map: HN22	Grid: 0000	Parcel: N458	Neighborhood: 20007.16	Subdivision: 0023	Section:	Block: P13	Lot:	Assessment Year: 2020	Plat No:	Plat Ref: / 864
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Town: None

Primary Structure Built	Above Grade Living Area	Finished Basement Area	Property Land Area	County Use
1946	9531		13,211 SF	673

Stories	Basement	Type	Exterior	Quality	Full/Half Bath	Garage	Last Notice of Major Improvements
		MAIN POST OFFICE	/	C3			

Value Information

	Base Value	Value	Phase-in Assessments
		As of 01/01/2020	As of 07/01/2021
Land:	2,045,800	2,267,000	As of 07/01/2022
Improvements	254,200	144,400	
Total:	2,300,000	2,411,400	2,374,267
Preferential Land:	0	0	2,411,400

Transfer Information

Seller: UNITED STATES OF AMERICA	Date: 03/15/2011	Price: \$4,025,000
Type: ARMS LENGTH IMPROVED	Deed1: /41305/ 00138	Deed2:
Seller:	Date:	Price: \$0
Type:	Deed1: /00680/ 00052	Deed2:
Seller:	Date:	Price:
Type:	Deed1:	Deed2:

Exemption Information

Partial Exempt Assessments:	Class	07/01/2021	07/01/2022
County:	000	0.00	
State:	000	0.00	
Municipal:	000	0.00 0.00	0.00 0.00

Special Tax Recapture: None

Homestead Application Information

Homestead Application Status: No Application

Homeowners' Tax Credit Application Information

Homeowners' Tax Credit Application Status: No Application

Date:
