

MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION
STAFF REPORT

Address:	8529 Georgia Avenue, Silver Spring	Meeting Date:	1/10/2024
Resource:	Master Plan Site #36/7-1 <i>Silver Theatre and Shopping Center</i>	Report Date:	1/3/2024
Applicant:	Jeff LaBrier	Public Notice:	12/27/2023
Review:	HAWP	Tax Credit:	N/A
Case Number:	1053885	Staff:	Dan Bruechert
Proposal:	Sign installation		

STAFF RECOMMENDATION

Staff recommends that the Historic Preservation Commission (HPC) **approve** the HAWP application.

ARCHITECTURAL DESCRIPTION

SIGNIFICANCE: Master Plan Site #36/7-1, *Silver Theatre and Shopping Center*
STYLE: Moderne/Art Deco
DATE: c. 1937-8

Excerpt from *Places from the Past*:

SILVER THEATRE AND SHOPPING CENTER (1937-8) 36/7-1
SE Corner of Georgia & Colesville

The Silver Theatre and Shopping Center complex, which opened in 1938, is a rare example of an early planned neighborhood shopping center with parking integrated into the complex. The complex was planned to include all the retail uses required by residents of the surrounding neighborhoods, and to accommodate 50,000 patrons. The Silver Theatre had a seating capacity of 1,100. The complex was one of the first in the region to recognize the importance of and to design for the automobile: parking areas were provided at both the front of the complex and at the rear with a connecting underpass for both cars and pedestrians. Many of the stores had double entrances and could be entered from the front or the rear parking areas. The complex originally included a gas station island, no longer standing.

Architecturally, it reflects a fine example of streamlined Moderne styling with Art Deco detailing, designed by John Eberson, a national theater architect who also designed the Bethesda Theatre (1938). Eberson rejected earlier and more traditional commercial designs in favor of a thoroughly modern style—streamlined Moderne with Art Deco detailing. Early 20th century streamlining was symbolic of the dynamic industrial and technological advances of the period, and was characterized by sleek mechanical curves and allusions to machines, such as trains and ships. The Silver Theatre, in particular, makes reference to nautical design themes. The Silver Theatre and Shopping Center was built at a time when Montgomery County was experiencing unprecedented

growth. The complex was built in response to this development trend and vividly symbolizes the forces that changed and shaped 20th-century Montgomery County



Figure 1: Subject building, as marked by the blue star.

PROPOSAL

The applicant proposes to install a new sign above the storefront.

APPLICABLE GUIDELINES

In accordance with section 1.5 of the Historic Preservation Commission Rules, Guidelines, and Procedures (Regulation No. 27-97) ("Regulations"), in developing its decision when reviewing a Historic Area Work Permit application for an undertaking at a Master Plan site, the Commission uses section 24A-8 of the Montgomery County Code ("Chapter 24A"), *the Secretary of the Interior's Standards for Rehabilitation* ("Standards"), and pertinent guidance in applicable master plans. While the Maryland Historical Trust (MHT) holds an easement over the subject property, the language of the easement excludes signage from the easement's restrictions.

The pertinent information in these documents is outlined below.

Montgomery County Code; Chapter 24A-8

- (a) The commission shall instruct the director to deny a permit if it finds, based on the evidence and information presented to or before the commission that the alteration for which the permit is sought would be inappropriate, inconsistent with or detrimental to the preservation, enhancement or ultimate protection of the historic site or historic resource within an historic district, and to the purposes of this chapter.
- (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 the 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.” Because the property is a Master Plan Site, the Commission’s focus in reviewing the proposal should be the *Secretary of the Interior's Standards for Rehabilitation*. The *Standards* are as follows:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
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.
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 DISCUSSION

The subject building is part of the Silver Theatre and Shopping Center, a c.1937-8 Moderne-style commercial building with Art Deco detailing. The building is located at the corner of Georgia Avenue and Ellsworth Drive. The subject storefront is currently unoccupied, and the optometrist office fronting Georgia Ave. is relocating to a new commercial storefront to the subject address. The existing signage will be removed.



Figure 2: The applicant proposes to install signage above the storefront behind the yellow star.

The applicant proposes to install a new sign comprised of internally illuminated letters installed on a single raceway. The sign materials, dimensions, colors, and installation methods are identical to the existing sign facing Georgia Ave. (see below).



Figure 3: The existing sign facing Georgia Ave. (to be removed) is identical to the one proposed in this HAWP.

Staff supports the applicant's proposal to install the proposed signage as consistent with the character of the building and is necessary for commercial tenants to identify their location. Staff finds the proposed signage will not detract from the character of the commercial strip and is consistent in appearance, size, materials, and illumination as an existing sign at the subject property. Staff further notes the wide variety of signage used at the subject property (see the historical images below). Staff recommends the HPC approve the proposed sign under 24A-8(b)(1), (2) and Standards 2, 9, and 10.



Figure 4: Undated (c. 1940s) photograph looking north on Georgia Ave.



Figure 5: Undated photo looking south towards the subject property (then operating as a Kresge's).

STAFF RECOMMENDATION

Staff recommends that the Commission **approve** the HAWP; under the Criteria for Issuance in Chapter 24A-8(b)(1) (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 in character 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 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 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# _____
DATE ASSIGNED _____

APPLICANT:

Name: Jeff LaBrier
Address: 3622 East St.
Daytime Phone: 301-384-1300

E-mail: jlabrier@arksigns.com
City: Hyattsville, MD Zip: 20785
Tax Account No.: _____

AGENT/CONTACT (if applicable):

Name: _____
Address: _____
Daytime Phone: _____

E-mail: _____
City: _____ Zip: _____
Contractor Registration No.: _____

LOCATION OF BUILDING/PREMISE: MIHP # of Historic Property _____

Is the Property Located within an Historic District? Yes/District Name Ellsworth
 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: 8529 Street: Georgia Ave.
Town/City: Silver Spring Nearest Cross Street: Ellsworth
Lot: _____ Block: _____ Subdivision: _____ Parcel: _____

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 checked="" type="checkbox"/> New Construction | <input type="checkbox"/> Deck/Porch | <input type="checkbox"/> Shed/Garage/Accessory Structure |
| <input checked="" 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>Sign</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.

Jeff LaBrier

12/20/23

Signature of owner or authorized agent

Date

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

Owner's mailing address
PFA C SILVER SPRING LC
C/O PETERSON RETAIL MNGMT LC
12500 FAIR LAKES CIR STE 430
FAIRFAX, VA 22033

Owner's Agent's mailing address

Adjacent and confronting Property Owners mailing addresses

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

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

My Eye Dr. is re-locating their space in the same building. Existing signs will be removed and new sign installed. See attached artwork.

Work Item 1: Sign

Description of Current Condition:
Vacant Space

Proposed Work:
Install new My Eye Dr. sign.

Work Item 2: _____

Description of Current Condition:

Proposed Work:

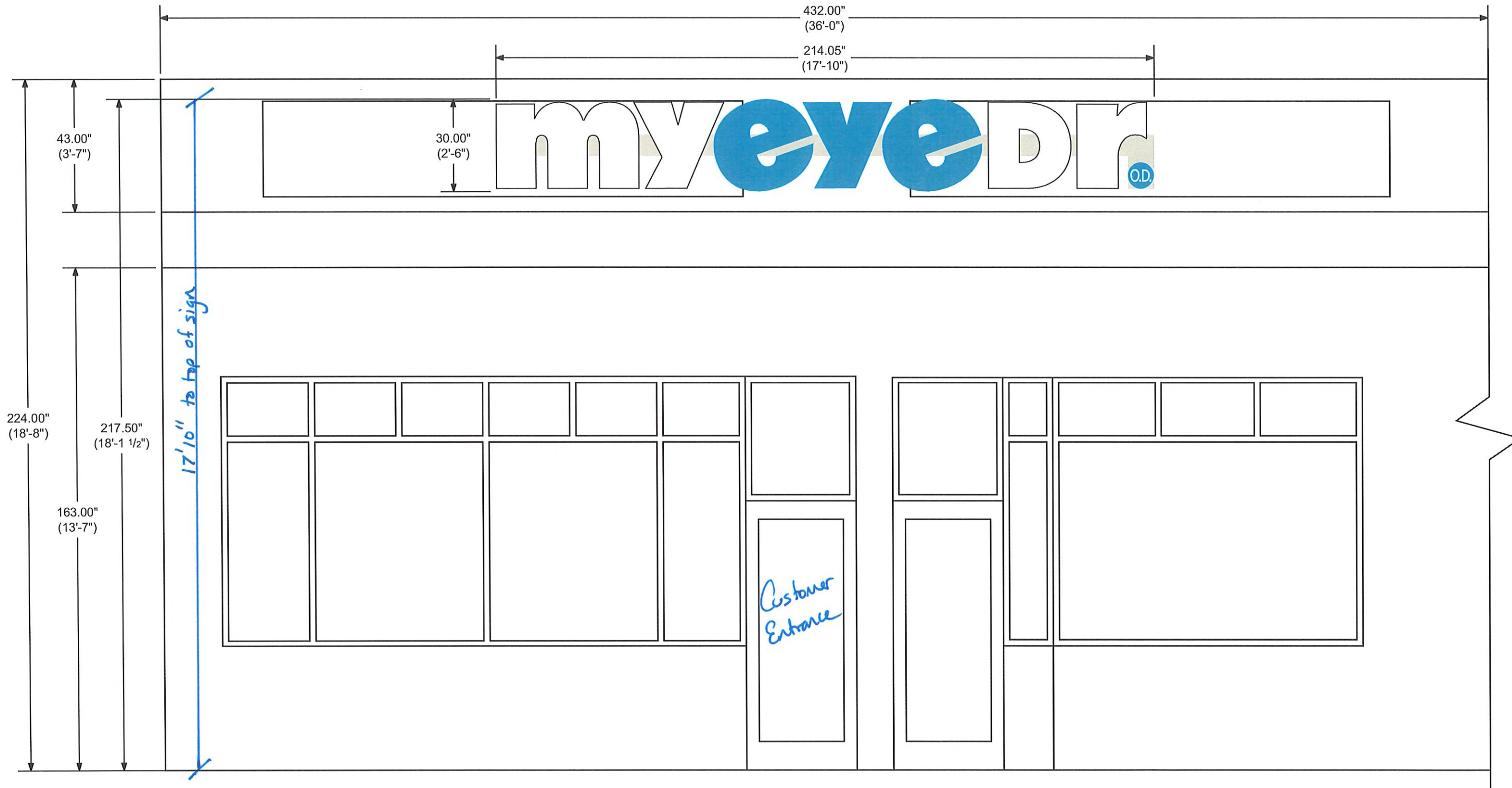
Work Item 3: _____

Description of Current Condition:

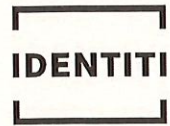
Proposed Work:

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

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



Scale: 3/8" = 12"



425 N Martingale Rd
18th Floor
Schaumburg, IL 60173
Office 847.301.0510
identiti.net

W.O. No. 32164
Address 937 Ellsworth Dr
City, ST Silver Spring, MED 20910

Orig. Draft 08.09.2023
Project Mgr. N/A
Designer IDV

Rev. Art Steph Chan
Rev. Date 12.15.2023
Page Rev. 006

Color Palette

Face: White Acrylic
Vinyl: 3M 3630-147 Lt European Blue
Trim & Return: PMS Black C

Raceway: SW 9551 Skipping Rocks

Sign Type:
LED Channel Letterset -
Front-Lit, Raceway Mounted

Signage:
S1
South Elevation

To: Identiti
425 N Martingale Rd.
18th Floor
Schaumburg, IL 60173

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

Subject: Approved Signage for My Eye Doctor, 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
Senior Property Manager

Cc: Kelly Price
Michael Leon
Dan Figueroa
Robert Adkins



This letter is to certify that My Eye Doctor 8529 Georgia Ave, 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:

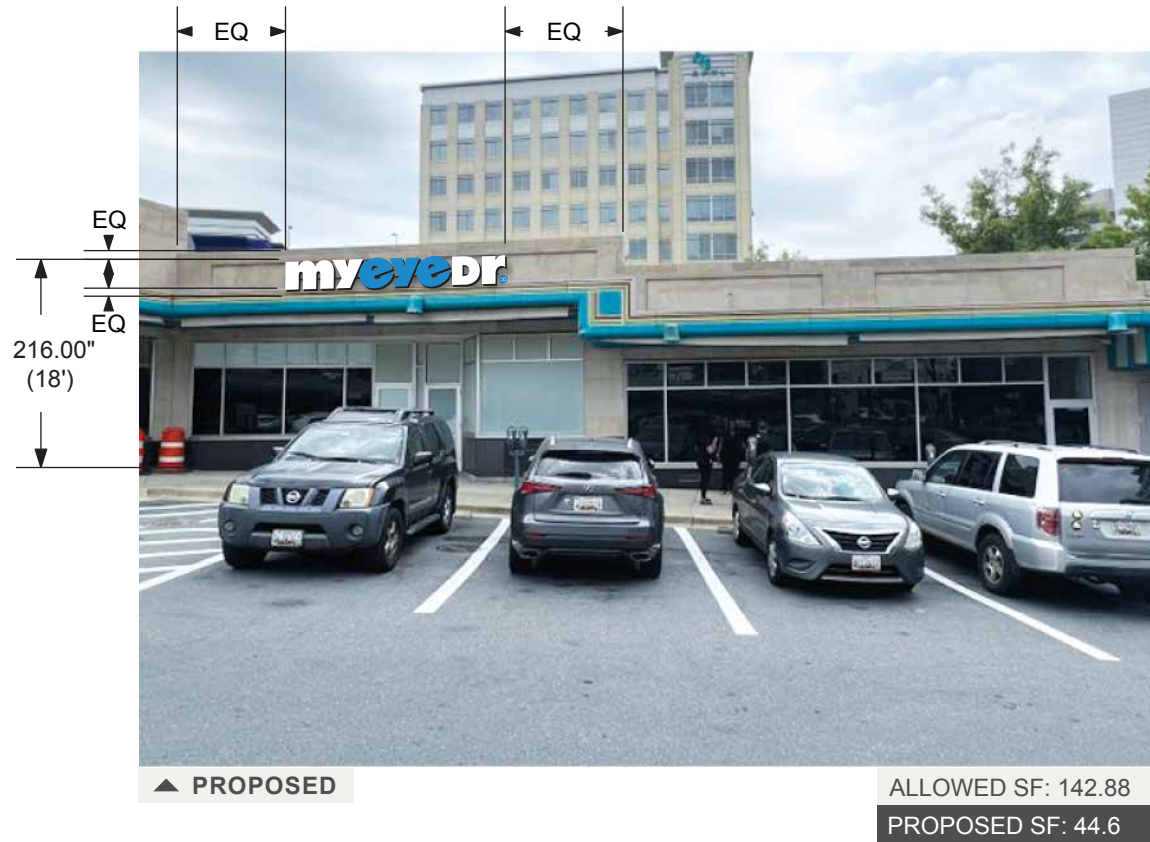
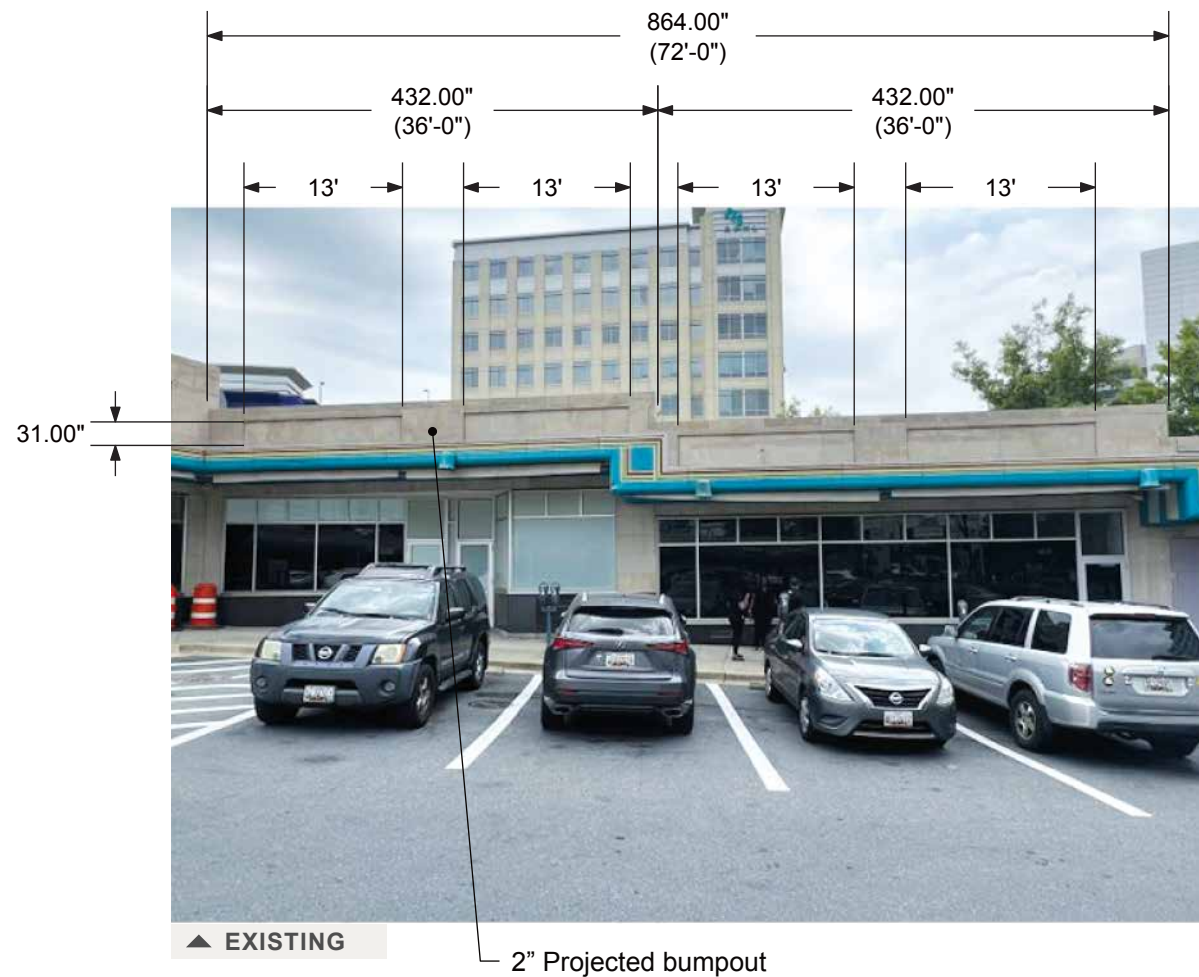
- In-Line Retail Tenant, Under 10,000 SF
- In-Line Retail Tenant, Over 10,000 SF
- Restaurant Tenant
- Second Floor Service-Type Tenant
- Second Floor Retail Tenant
- Office Tenant, Building O
- Hotel Tenant, Building H
- Cinema Tenant, Building B
- Grocery Tenant, Building A

Tenant Signage Plans dated August 28, 2023 are attached and approved with notes, with total area of 46.9 sq. ft.

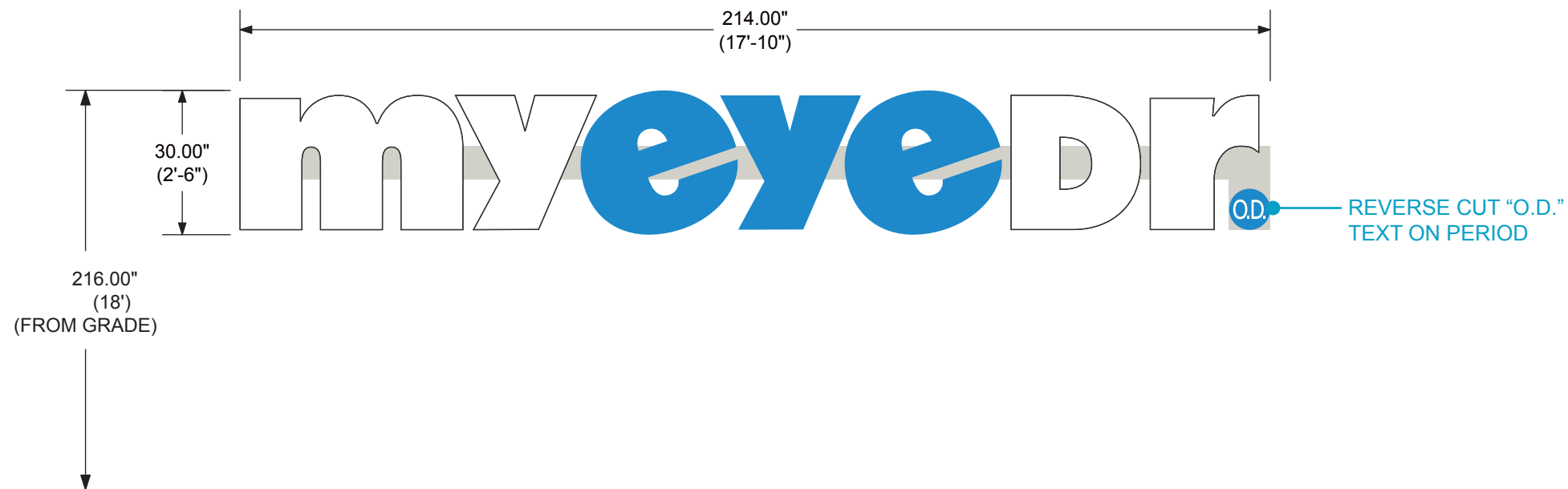
Approved By: *Juanita Stewart*

Peterson Company Representative: Juanita Stewart

Email & Phone: jstewartl@petersoncos.com



*****NO POWER IS RUNNING TO THIS SIGN BAND. GC WILL NEED TO MAKE ACCOMODATIONS TO HAVE POWER*****



Scale: 3/8" = 12'



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Orig. Draft 08.09.2023
Project Mgr. N/A
Designer IDV

Rev. Art YP
Rev. Date 12.12.2023
Page Rev. 005

Color Palette

- Face: White Acrylic
- Vinyl: 3M 3630-147 Lt European Blue
- Trim & Return: PMS Black C
- Raceway: SW 9551 Skipping Rocks

Sign Type:
LED Channel Letterset -
Front-Lit, Raceway Mounted

Signage:
S1
South Elevation



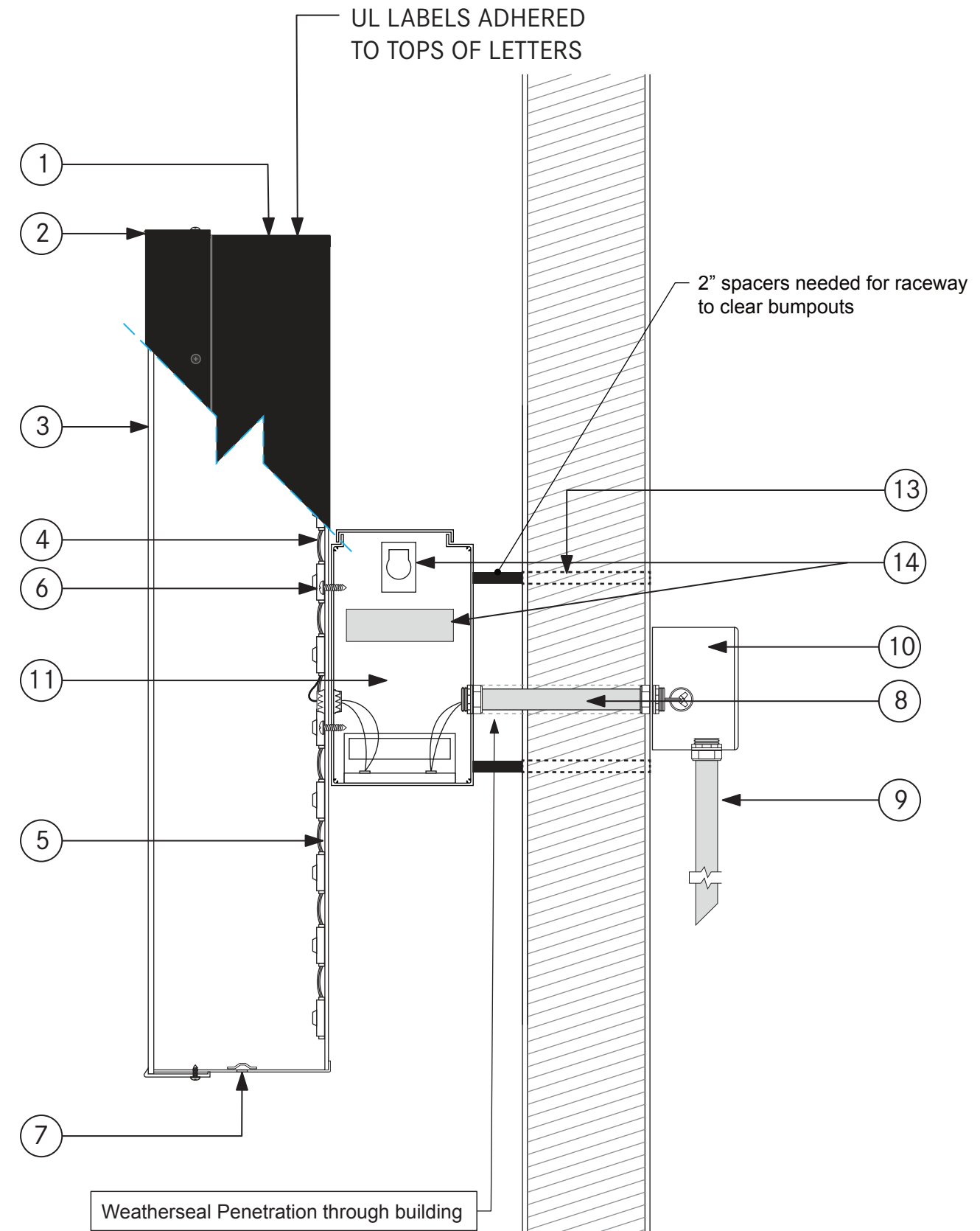
REVERSE CUT "O.D."
TEXT ON PERIOD

LETTER SPECIFICATIONS

- ① 0.040 ALUMINUM RETURNS (4.5" DEPTH): BLACK
- ② 1" TRIM CAP: (WITH JEWELITE WASHER HEAD PHILLIPS SCREWS) BLACK
- ③ 3/16" ACRYLIC FACE: #7328 WHITE WITH FIRST SURFACE APPLIED VINYL
- ④ LED UNITS (WHITE): ALL LEDS TERMINATED WITH WIRENUTS
- ⑤ 0.063 ALUMINUM BACK: [ANYTHING OVER 24" TO BE 0.090] PRECOAT WHITE FINISH
- ⑥ MOUNTING HARDWARE: APPROPRIATE TO SECURE LETTERS TO STRUCTURE
- ⑦ WEEP HOLES W/ LIGHT BAFFLES

RACEWAY SPECIFICATIONS

- ⑧ WATERPROOF FLEXIBLE CONDUIT: GROUNDED WALL PASS-THRU (WATER TIGHT SEAL)
- ⑨ PRIMARY POWER CIRCUIT (PROVIDED/PERMITTED BY OTHERS) TO BE PLACED WITHIN 5 FEET OF CENTER OF SIGN
- ⑩ CONDUIT: SECONDARY ELECTRICAL RUN (WHEN NEEDED)
- ⑪ 6" x 4" DEPTH UL LISTED EXTRUDED RACEWAY W/ UL HOUSING W/ PWR SUPPLY (QTY VARIES)
- ⑫ RACEWAY COLOR: PAINTED TO MATCH FACADE
- ⑬ MOUNTING HARDWARE: APPROPRIATE TO SECURE TO FACADE (SUPPLIED WITH 3/8" THREADED SPEED CLIPS)
- ⑭ DISCONNECT SWITCH AND SERVICE LABEL



Scale: NTS



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Orig. Draft 08.09.2023
Project Mgr. N/A
Designer IDV

Rev. Art MM
Rev. Date 08.28.2023
Page Rev. 003

Color Palette

- Face: White Acrylic
- Raceway: SW 9551 Skipping Rocks
- Vinyl: 3M 3630-147 Lt European Blue
- Trim & Return: PMS Black C

Sign Type:
LED Channel Letterset -
Front-Lit, Raceway Mounted

Signage:
S1
Sign Specification

LEGEND

S1 (South) Front Elevation - Wall Sign

V1 Entry Door Vinyl

SIGNAGE CRITERIA

Code:
 One wall sign is allowed for each customer entrance. The sign must be located on the same elevation as the customer entrance.
 The sign area allowance is based on two square feet of sign area for each linear foot of tenant frontage. 2 Sq. Ft. Per 1 Ft. of Tenant's Storefront Width.
 Window vinyl may only take up 15% of each respective window

Landlord restrictions:
 N/A

S1 71' 5 1/4" x 2 SF = 142.88 SF

V1 N/A



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Orig. Draft 08.09.2023
Project Mgr. N/A
Designer IDV

Rev. Art YP
Rev. Date 11.08.2023
Page Rev. 004

Customer



Plan View:
Site Plan
 Exterior