

**MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION**  
**STAFF REPORT**

<b>Address:</b>	8537 Georgia Ave., Silver Spring	<b>Meeting Date:</b>	11/13/2024
<b>Resource:</b>	Individually Listed Master Plan Site Silver Theater and Shopping Center (#36/7-003A)	<b>Report Date:</b>	11/6/2024
<b>Applicant:</b>	Dan Gan	<b>Public Notice:</b>	10/30/2024
<b>Review:</b>	HAWP	<b>Tax Credit:</b>	n/a
<b>Permit Number:</b>	1088950	<b>Staff:</b>	Dan Bruechert
<b>Proposal:</b>	Sign Installation		

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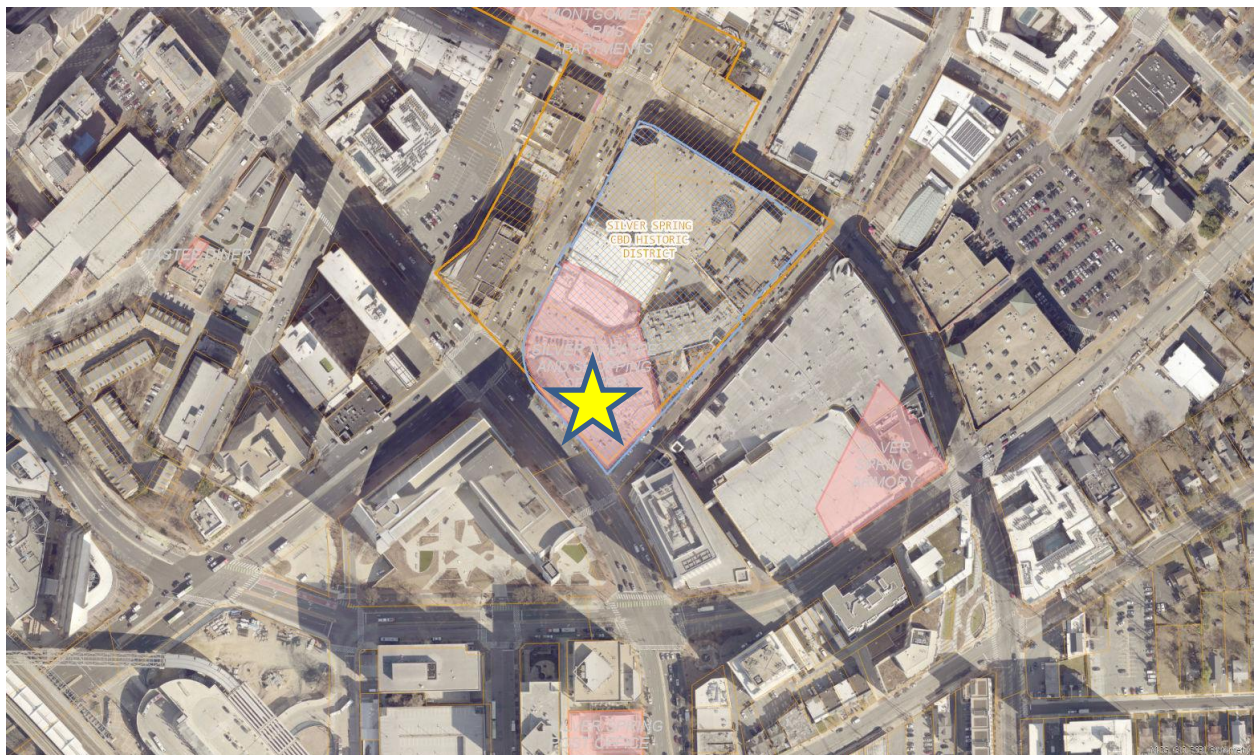
**STAFF RECOMMENDATION**

Staff recommends the HPC approve with **one (1) condition** the HAWP application with final approval authority delegated to staff:

1. The sign installation may not penetrate the wall outside of the existing sign recesses. Detailed installation documents must be submitted to Staff prior to issuance of the HAWP.

**ARCHITECTURAL DESCRIPTION**

**SIGNIFICANCE:** Silver Theater and Shopping Center (Master Plan Site #36/7-003A)  
**STYLE:** Art Deco  
**DATE:** 1937-38



*Figure 1: The subject property is located at the intersection of Georgia Ave. and Colesville Rd.*

From *Places from the Past*:

“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.”

**Staff notes that while the Maryland Historical Trust (MHT) holds an easement on the subject property, the language in the easement explicitly excludes signage from MHT’s purview.**

## **PROPOSAL**

The applicant proposes to install a sign over an unoccupied storefront.

## **APPLICABLE GUIDELINES**

Proposed alterations to individual Master Plan Sites are reviewed under Montgomery County Code Chapter 24A (Chapter 24A) and the *Secretary of the Interior’s Standards for Rehabilitation*. Rehabilitation is defined 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.

### ***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

***Secretary of the Interior’s Standards for Rehabilitation***

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 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**

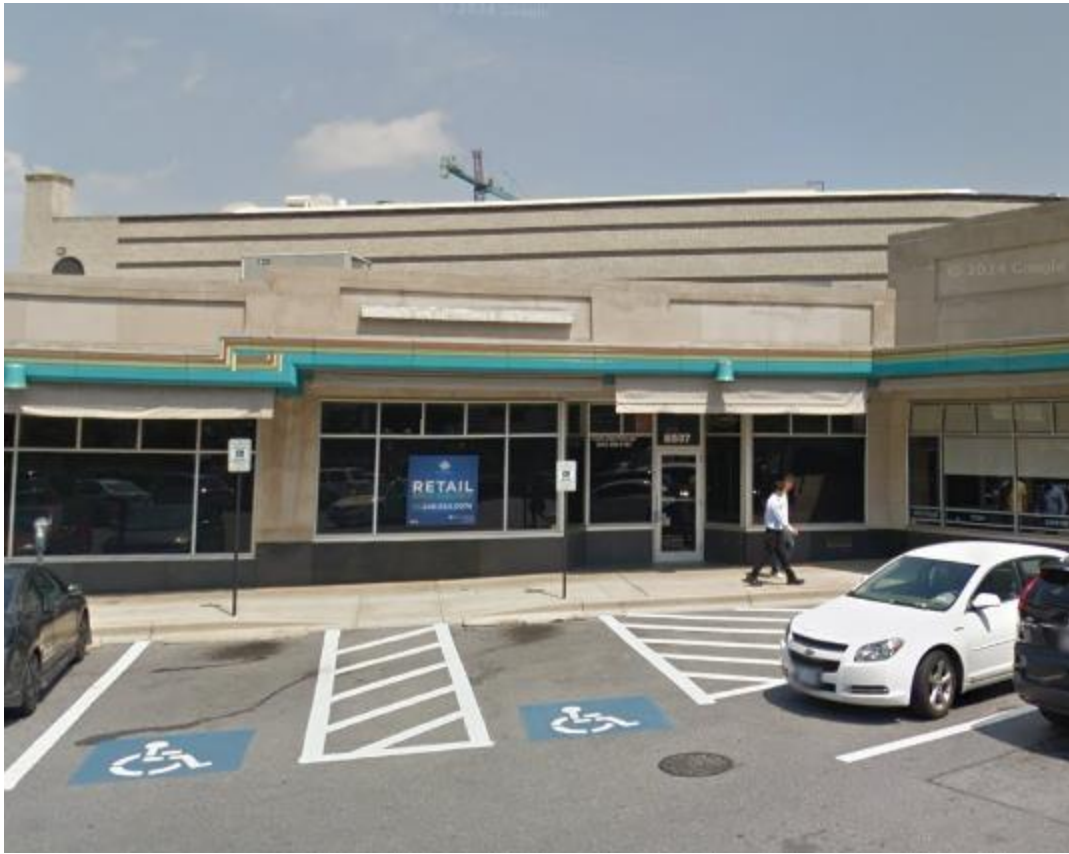
The subject property is an early example of a planned shopping center designed with integrated parking at the intersection of Georgia Avenue and Colesville Rd. Above the storefronts, there is a series of inset panels in the limestone façade. Those panels have historically been used for tenant signage.



**Figure 2: circa 1946 postcard showing the Silver Theater and Shopping Center.**

The applicant proposes to install a new internal illuminated channel sign above the existing storefront. The proposed sign measures 38” × 27’ 6” (thirty-eight inches tall by twenty-seven feet, six inches wide) and the metal raceway the lettering and logo are attached to will extend across both recessed panels (see Figure 4, below).





*Figure 3: The vacant subject storefront showing both recessed panels above.*

Staff finds the sign design is consistent with the design, materials, and size of the signs installed at the Silver Theater and Shopping Center. Staff initially had some reservations about the sign stretching across both recessed panels and considered whether it was preferable to divide the sign in two so that it would not extend outside of the existing sign recesses.



*Figure 4: Proposed mock-up showing the proposed signage.*

In researching the other signs in the shopping center, Staff identified another instance where the sign stretched across two of the sign recesses (see Figure 5, below). While the HPC is not bound by precedent, they are to be informed by their previous decisions. Staff finds that even though it may be



preferable to have the signage limited to the existing recessed panels, the proposed signage will not detract from the overall character of the site per 24A-8(b)(2). Additionally, Staff finds the sign design and materials are compatible with the existing character of the site, per 24A-8(b)(1) and Standard 2. Staff's only outstanding concern with the appropriateness of the proposed sign is whether or not the proposed sign will require any additional wall penetrations to mount and provide electricity to the sign. Typically, applicants are encouraged to utilize existing electrical conduits and mounting holes, if there are any. Staff recommends the HPC include a condition for approval of this HAWP that limits any new wall penetration to the existing sign recesses and prohibits any new holes in the space between the recesses. With this condition, Staff finds the proposed sign will be compatible with *Standards* 9 and 10, as it will not cause permanent damage to the building's exterior and can be removed without causing damage to the historic building.



*Figure 5: The now-closed New York & Company sign that stretched across two of the recessed panels.*

### **STAFF RECOMMENDATION**

Staff recommends that the Commission **approve with one (1) condition** the HAWP application with final approval authority delegated to staff:

1. The sign installation may not penetrate the wall outside of the existing sign recesses. Detailed installation documents must be submitted to Staff prior to issuance of the HAWP; under the Criteria for Issuance in Chapter 24A-8(b)(1) and (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, 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](mailto: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# 1088950
DATE ASSIGNED

APPLICANT:

Name: Dan Gan
Address: 8219 Cryden way
Daytime Phone: 2086005914

E-mail: knksign@hotmail.com
City: District Height Zip: 20747
Tax Account No.: 933137398

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
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: 8537 Street: Georgia Avenue
Town/City: Silver Spring Nearest Cross Street: Colesville RD
Lot: C Block: C Subdivision: Parcel: Downtown Silver

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.

Dan Gan Signature of owner or authorized agent
10/11/2024 Date

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

**Owner's mailing address**  
Michael H Mariam 202-749-4557  
www.roamingroosterdc.com  
3176 Bladensburg RD NE  
Washington DC 20018

**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:

To install a new signage onto existing store front building as per approval rules and regulations by property owner's ( see attachment)

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

Work Item 1: _____	
Description of Current Condition:	Proposed Work:

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/Excavation/Landscaping	*	*		*	*	*	*
Tree Removal	*	*		*	*	*	*
Siding/ Roof Changes	*	*	*	*	*		*
Window/ Door Changes	*	*	*	*	*		*
Masonry Repair/ Repoint	*	*	*	*	*		*
Signs	*	*	*	*	*		*

**SAKIE SIGNS & DISPLAYS**

13413 Dauphine St.  
Silver Spring, MD 20906  
sakiesigns@comcast.net

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Design Proposal for  
Roaming Rooster

8537 GA Ave.

Silver Spring, MD 20910

Sign Type:  
OUTDOOR

Date: 04/14/2024

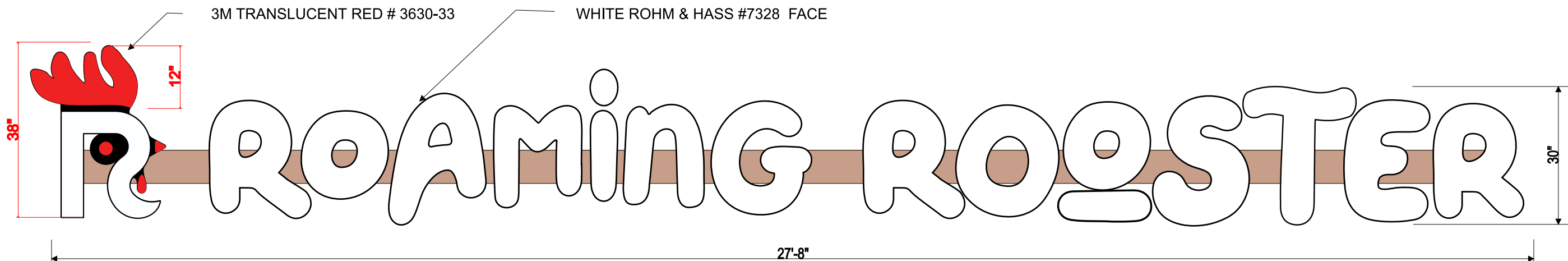
- Approved
- Approved As Noted
- Revised

Ⓛ ALL Electrical components are to be UL approved

This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHERS

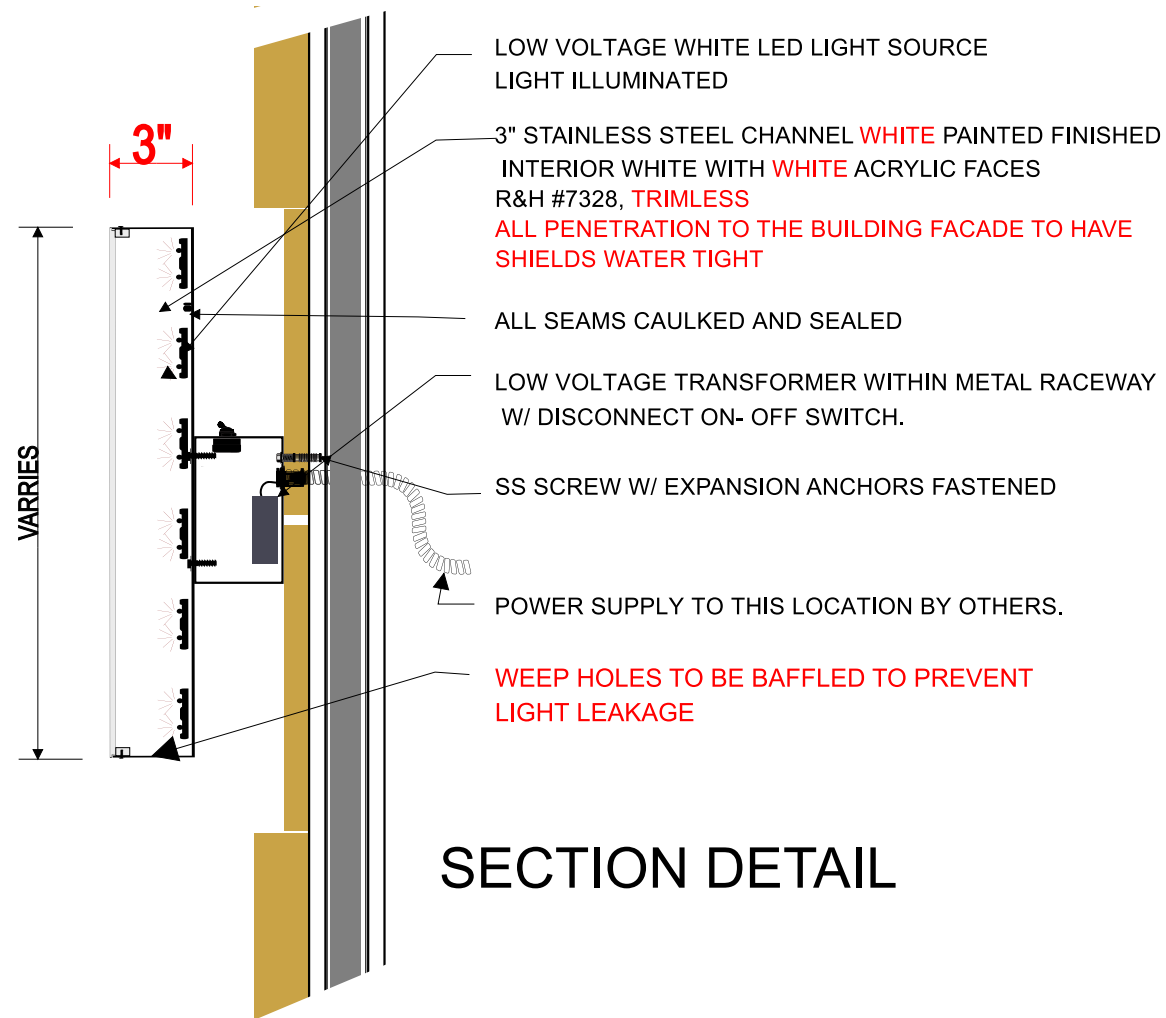
12  
UL# 163582



**SIGN ELEVATION**

SCALE 1/2" = 1'-0", 2'-6" X 27'-8"=69 SQ FT

HOURS OF OPERATION AND OPEN SIGN TO BE ON WINDOWS BY OWNERS.



**SECTION DETAIL**



60'-0"

**BUILDING ELEVATION**



# K & K Sign Service

8219 Cryden Way  
 Forestville, MD 20747  
 301-420-2700  
 knksign@hotmail.com

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## Design Proposal for Roaming Rooster

8537 GA Ave.  
 Silver Spring, MD 20910

Sign Type:  
**OUTDOOR**

Date: 04/14/2024

- Approved
- Approved As Noted
- Revised

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**ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHERS**



SITE PLAN



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Design Proposal for  
**Roaming Rooster**  
 8537 GA Ave.  
 Silver Spring, MD 20910

Sign Type:  
**OUTDOOR**

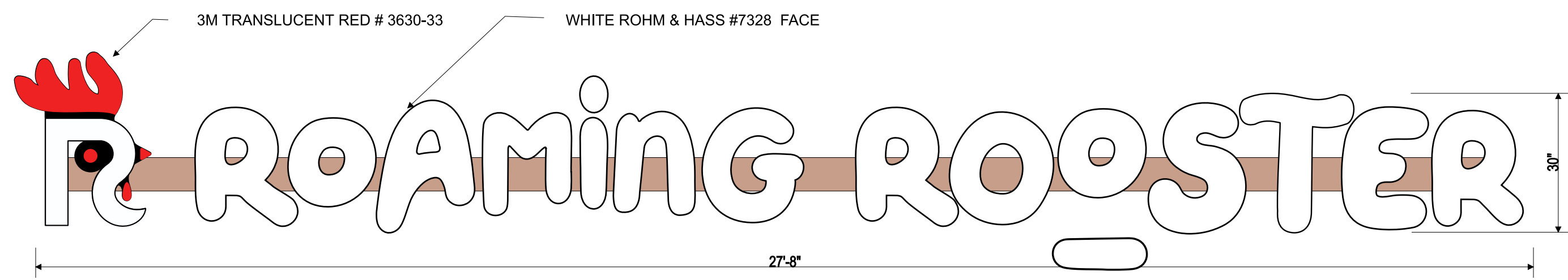
Date: 04/14/2024

- Approved
- Approved As Noted
- Revised

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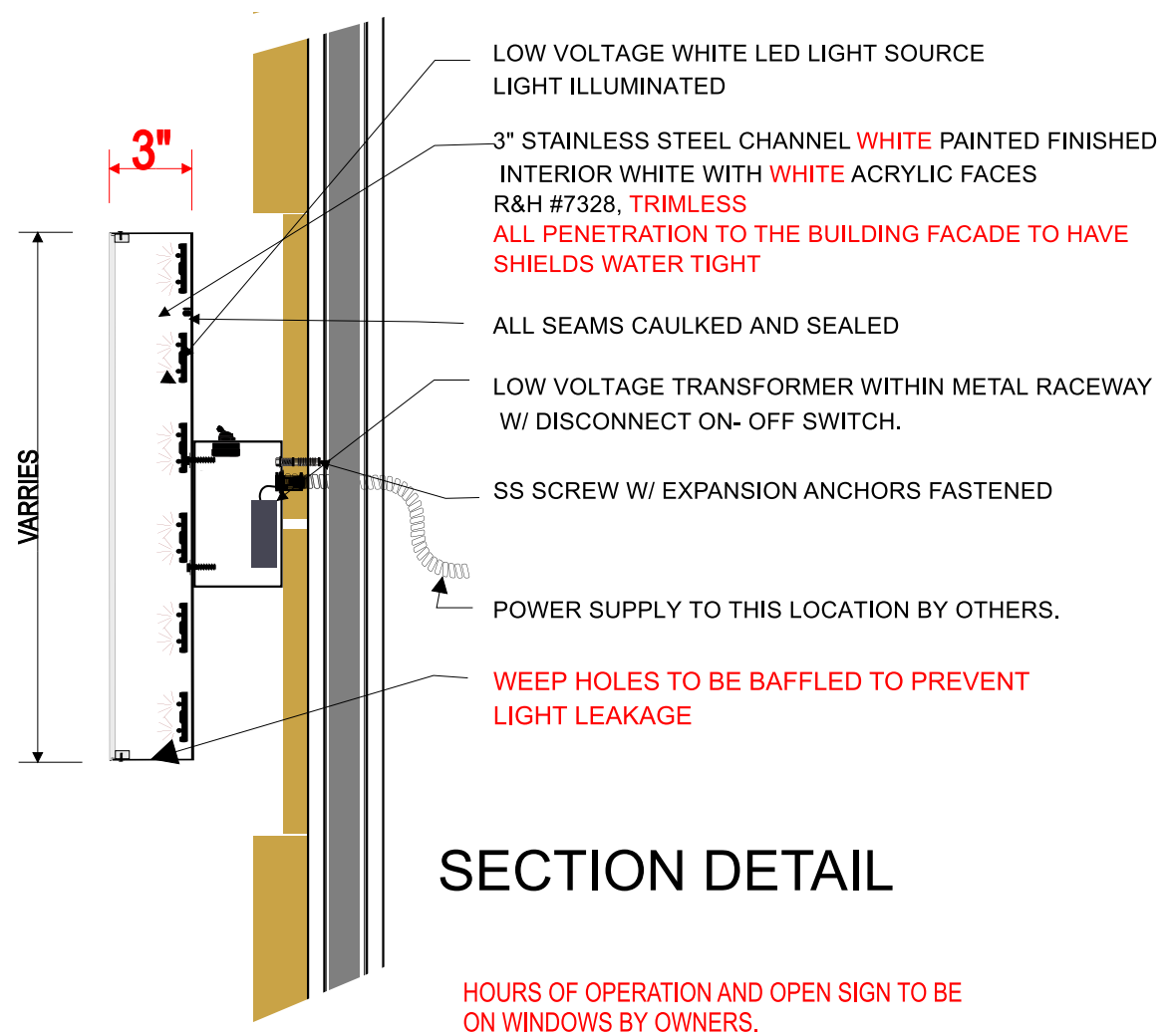
**ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHERS**



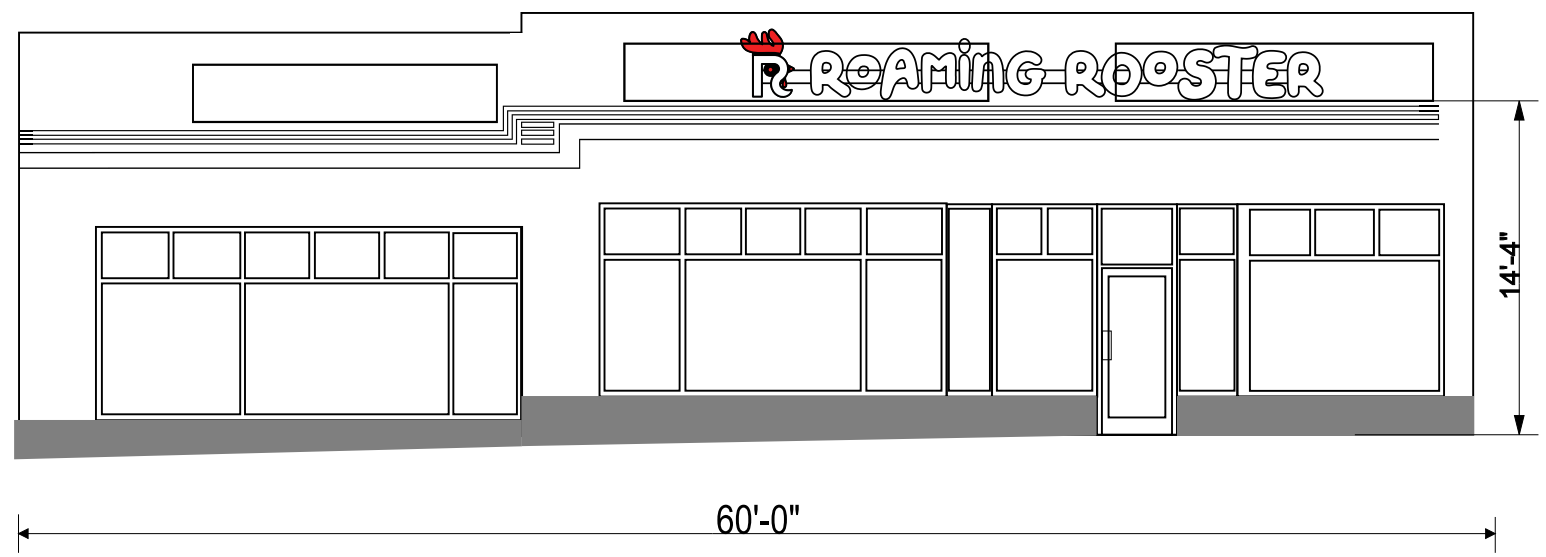
**SIGN ELEVATION**  
 SCALE 1/2" = 1'-0", 2'-6" X 27'-8"=69 SQ FT



EXISTING BUILDING



**SECTION DETAIL**



**BUILDING ELEVATION**  
 SCALE 1/8"=1'0"



DEPARTMENT OF PERMITTING SERVICES

Marc Elrich  
*County Executive*

Rabbiah Sabbakhan  
*Director*

# HISTORIC AREA WORK PERMIT APPLICATION

Application Date: 10/4/2024

Application No: 1088950  
AP Type: HISTORIC  
Customer No: 1326385

## Comments

We are going to add channel letters with raceway mounted on the wall

## 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 8537 GEORGIA AVE  
SILVER SPRING, MD 20910

Othercontact Kim (Primary)

## Historic Area Work Permit Details

Work Type ADD

Scope of Work Add raceway with channel letters on the store front wall



To: Sakie Signs and Displays  
13413 Dauphine St.  
Silver Spring, MD 20906

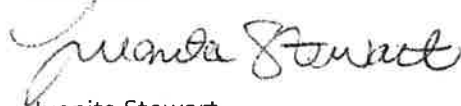
From: Juanita Stewart  
The Peterson Companies  
12500 Fair Lakes Circle Suite 400  
Fairfax, VA 22033

Subject: Approved Signage for Roaming Rooster 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](mailto:jstewart@petersoncos.com) if you have additional questions.

Sincerely,



Juanita Stewart  
Senior Property Manager

Cc: Kelly Price  
Dan Figueroa  
Rob Adkins  
Amelia Carey



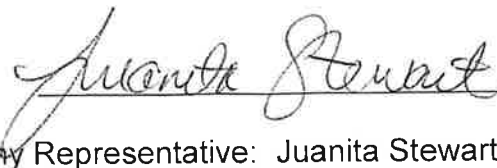
This letter is to certify that Roaming Rooster 8537 Georgia Ave. Silver Spring, MD 20910, Block C, in our best professional opinion, is in compliance with the Comprehensive Sign Plan as administered by Montgomery County, Maryland, dated November 10, 2011.

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 April 14, 2024 are attached and approved with notes, with total area of 69 sq. ft.

Approved By:



Peterson Company Representative: Juanita Stewart

Email & Phone: jstewartl@petersoncos.com

Landlord's Signage Comments:

- Landlord and Tenant responsibilities are as defined in the Lease.
- All modifications to the Landlord approved drawings shall be resubmitted to the Landlord for re-approval. All construction completed without Landlord approval shall be corrected as approved by Landlord at Tenant sole expense.
- Tenant shall be responsible for all permits.
- Plans reviewed and approved by Landlord shall be present on the job site and be accompanied by plans approved for permit. All proposed deviation from the Landlord approved plans shall be numbered and clouded on the plans, and then resubmitted by the Tenant to the Landlord for re-approval prior to any fabrication and / or construction changes taking place in the field.
- Approval of Tenant's signage documents by the Landlord does not release the Tenant and or Tenant's contractors from complying with the lease agreement and all authorities having jurisdiction (AHJ) including but not limited to local, state, national, and mall criteria, acts, codes, and other requirements.
- All Landlord comments on this set of drawings shall apply to the entire document set, even if not repeated on every sheet.
- Tenant's signage contractor is responsible to comply with all Good Neighbor Plan Rules and Regulations.
- Tenant's signage contractor is required to check in with Tenant Coordinator and Property Management prior to the start of signage installation.
- All damage and / or downtime to Landlord's property or other tenant's property during construction (i.e. mall flooring, bulkhead, neutral piers, etc.) shall be repaired to "like-new" condition and reimbursed at Tenant's sole expense.
- All Landlord equipment, component, and / or services feeding other tenant(s) that are existing in the space shall remain visible and accessible to the Landlord. Tenant shall install access panels as required to maintain access and shall be labeled to properly identify systems. Tenant shall coordinate location with Tenant Coordinator.
- The sign and its system of components and devices shall be UL approved and labeled, separately grounded, and in compliance with NEC, UL, and authorities having jurisdiction (AHJ) including but not limited to local, state, national, and acts, codes, and other requirements.

•All signage transformers shall be exterior grade and concealed within the signage or located remotely concealed from view. Transformer noise shall NOT be audible from within the center.

•LED lamping is preferred for all signage illumination and maybe required by Landlord's Design Criteria and / or authorities having jurisdiction (AHJ); neon tubing and raceways are strictly prohibited.

•All illuminated storefront entry lights, show window lights, and show window receptacles shall be separately circuited and controlled by a time switch allowing 7-day / 24-hour programming. System shall be programmed for illumination during property business hours and shall be coordinated with the Tenant Coordinator.

•The sign and its system of components shall be securely fastened and concealed behind tenant's storefront or building facade.

**Exterior Signage Applications:**

•Prior to installation of exterior signage, the sign installer shall place a template on the storefront indicating the sign placement & light location(s), where applicable, and approved by Tenant Coordinator prior to installation.

•Exterior signage shall be manufactured from exterior grade materials, having semi-glass or matte finish, and be waterproof. All attachment systems shall be concealed stainless steel and all building penetrations shall be sealed with exterior grade systems.

•The sign and its system of components shall be securely fastened and concealed behind tenant's storefront or building facade.

•All exterior illuminated storefront signage shall be separately circuited and controlled by a photocell.

•All related roof work, including parapet walls, shall be done by Landlord's required roofing contractor, at Tenant's sole expense. Coordinate all work with Property Management Team.