900 Olney - Sandy Spring Road, Sandy Spring [RETROACTIVE] HPC Case No. 28/11-08/8 Sandy Spring Historic District



Rfuller @ Mgr Rfuller @ Nichols contracting. com



HISTORIC PRESERVATION COMMISSION

Isiah Leggett County Executive

William Kirwan

Chairman

Date: 6/27/13

MEMORANDUM

TO:

Diane Schwartz Jones, Director

Department of Permitting Services

FROM:

Anne Fothergill

Planner Coordinator

Historic Preservation Section-Planning Department

Maryland-National Capital Park & Planning Commission

SUBJECT:

Historic Area Work Permit #519484—signage installation (revision)

The Montgomery County Historic Preservation Commission (HPC) has reviewed the attached application for a Historic Area Work Permit (HAWP) and this application was **approved** by the HPC on June 26, 2013.

THE BUILDING PERMIT FOR THIS PROJECT SHALL BE ISSUED CONDITIONAL UPON ADHERENCE TO THE ABOVE APPROVED HAWP CONDITIONS AND MAY REQUIRE APPROVAL BY DPS OR ANOTHER LOCAL OFFICE BEFORE WORK CAN BEGIN.

Applicant:

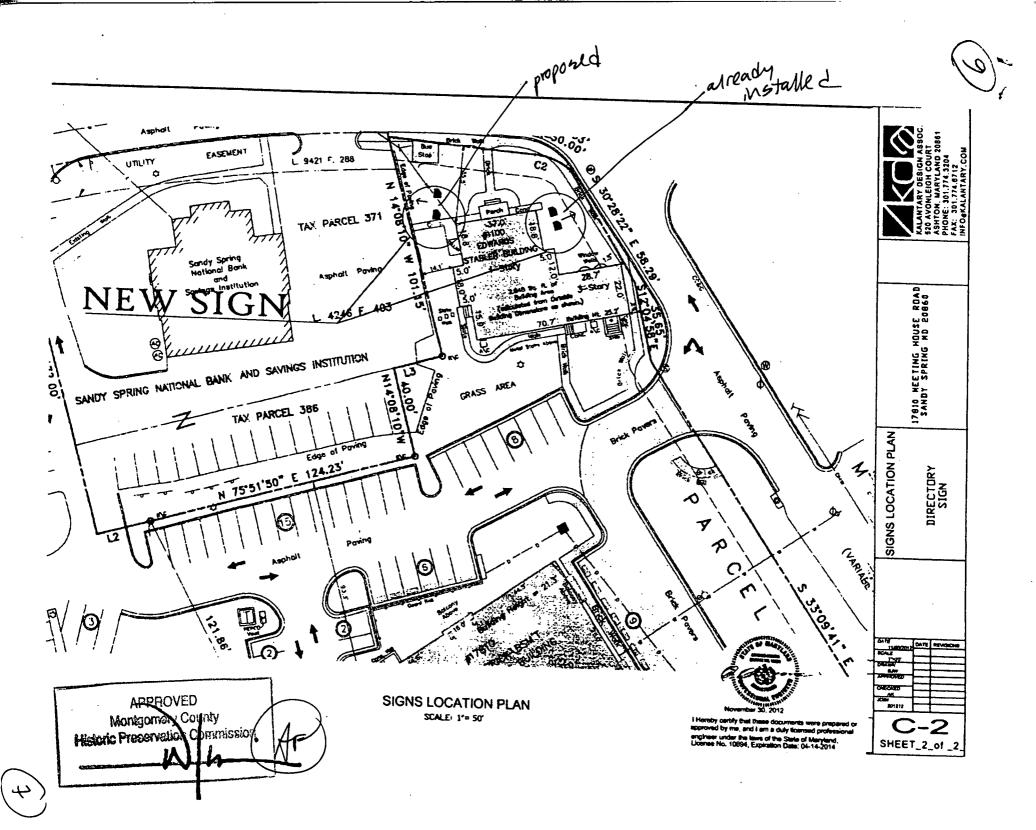
Stabler 1848 LLC

Address:

900 Olney-Sandy Spring Road

This HAWP approval is subject to the general condition that the applicant will obtain all other applicable Montgomery County or local government agency permits. After the issuance of these permits, the applicant must contact this Historic Preservation Office if any changes to the approved plan are made. Once the work is completed the applicant will contact the staff person assigned to this application at 301-563-3400 to schedule a follow-up site visit.





MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:

900 Olney-Sandy Spring Road, Sandy Spring

Meeting Date:

6/26/13

Resource:

Outstanding Resource

Sandy Spring Historic District

Report Date:

6/19/13

Applicant:

Stabler 1848 LLC (Tyler Nichols, Agent)

Public Notice:

6/12/13

Review:

HAWP

Tax Credit:

None

Case Number:

28/11-09B

Staff:

Anne Fothergill

PROPOSAL:

Sign Installation

STAFF RECOMMENDATION:

Staff recommends that the HPC approve the HAWP application.

ARCHITECTURAL DESCRIPTION

SIGNIFICANCE:

Outstanding Resource within the the Sandy Spring Historic District

STYLE:

Colonial Revival

DATE:

c1904

HISTORIC CONTEXT

Established in 1848, the Montgomery Mutual Fire Insurance Company was the earliest insurance company in Montgomery County. The 1904 building housed the company before new quarters were built on Meeting House Road. There have been two additions to the building on the south and east sides.

BACKGROUND

The Historic Preservation Commission approved the installation of one ground sign in December 2012. At that meeting the applicants had a preliminary consultation with the HPC to discuss installation a similar sign in a second location. The HPC supported the second sign and communicated that support to the Board of Appeals for the applicants' variance application. The approved sign has now been installed and the applicants have been granted a variance for the second sign.

PROPOSAL

The applicant is proposing to install a free standing sign of the same design that the HPC approved in the December 2012 application: a ground lit, 6' tall, 7.5' wide sign fabricated of 6"x6" Azek posts, a 7.5' x 3' x 3' treated architectural finish plywood painted signboard, a flat metal roof and 12"x68" signage fabricated of 1/4" architectural finish wood. The sign would be located northwest of the building, adjacent to the walkway from the parking lot to the building. The sign will exactly match the one that has already been installed. See plans and photo in Circles

APPLICABLE GUIDELINES

In accordance with the Historic Preservation Commission Rules, Guidelines, and Procedures (Regulation No. 27-97) ("Regulations"), the Commission uses several documents to assist it in developing its decision when reviewing a Historic Area Work Permit application for an undertaking within the Sandy Spring Historic District. As established by section 1.5 of the Regulations, these documents include section 24A-8 of the Montgomery County Code ("Chapter 24A") and the Secretary of the Interior's Standards and Guidelines for Rehabilitation ("Standards"). The pertinent information in these documents, incorporated in their entirety by reference herein, is outline below.

Sec. 24A-8. Same-Criteria for issuance.

- (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 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.
- (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 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." Of the ten standards for rehabilitation, incorporated in their entirety by reference herein, the following most directly applies to the application before the commission:

Standard #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.

STAFF DISCUSSION

The applicants have come to the Commission a few times with proposals to enhance the visibility of signage to guide customers to tenants in the building. A bus stop, with related street furniture, traffic control signs, and utility poles located in front of the property detract from the visibility of signage.

Montgomery County sign codes regulate the size and number of signs a property is allowed. In previous reviews, the Commission was not supportive of the applicants adding additional signage to the building, but did support a second ground sign. The applicants have received a variance to allow the installation of the second sign.

The HPC previously found that this proposed sign was consistent with the HPC's criteria for approval. Staff finds that the proposed sign would be consistent with the Secretary's Standards and that the proposal would not substantially alter exterior features of the resource and is compatible with the character of the district.

STAFF RECOMMENDATION

Staff recommends that the Commission approve the HAWP application as being consistent with Chapter 24A-8(b)(2) and (d);

and with the Secretary of the Interior's Standards for Rehabilitation;

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 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 <u>contact the staff person</u> assigned to this application at 301-563-3400 or anne.fothergill@mncppc-mc.org to schedule a follow-up site visit.





DPS - #

HISTORIC PRESERVATION COMMISSION 301/563-3400

APPLICATION FOR HISTORIC AREA WORK PERMIT

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Tag Account No.:			<u> </u>
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508 Michel	a Contract	/ Cay) Steel Zip Code
Contractor Resistation No.	2	35 238	There No.: 501-250 - 268)
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☐ Revision ☐ Repair		☐ Fence/i	Well (complete Section 4) C Other: Sign
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SEE REVERSE SIDE FOR INSTRUCTION

To: Historic Preservation Commission

From: Nichols Management

Subject: "Stabler 1848, LLC." 900 Olney Sandy Spring Rd

To whom it may concern,

On behalf of the Stabler 1848, LLC. We are requesting an amendment to historic work area permit #519484 so that it is consistent with the preliminary consultation to add a second sign on the property. On the 9th of May, The variance for the second sign was approved for the property by the sign board and Roger Waterstreet at DPS.

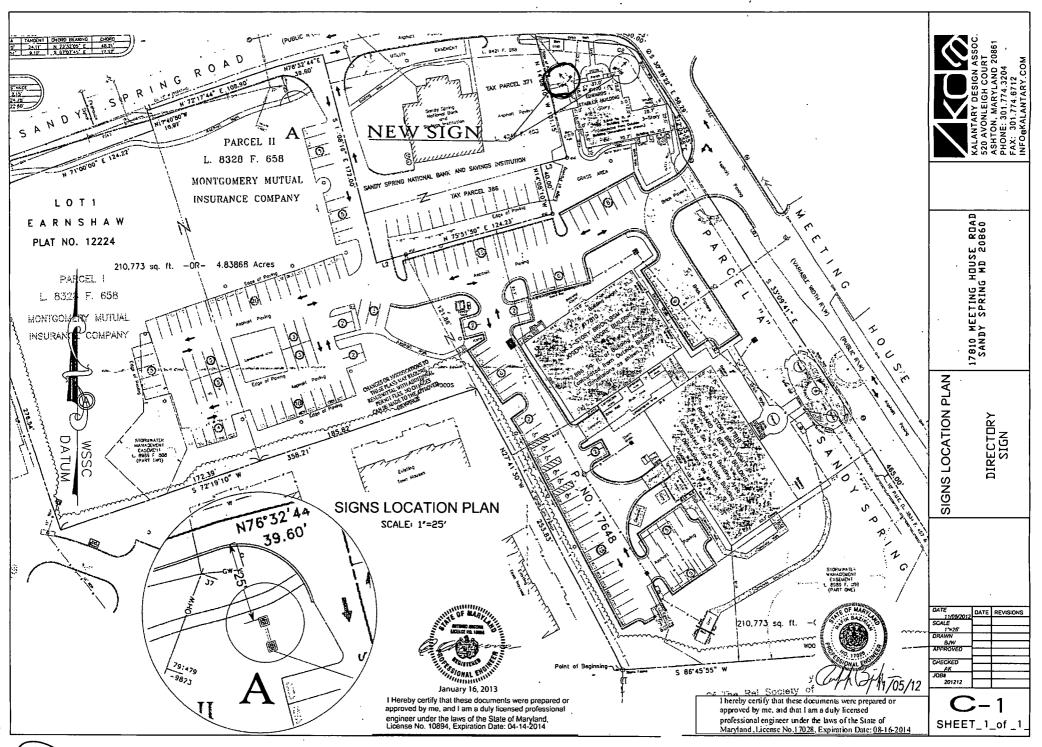
Please find the application and requested documents attached

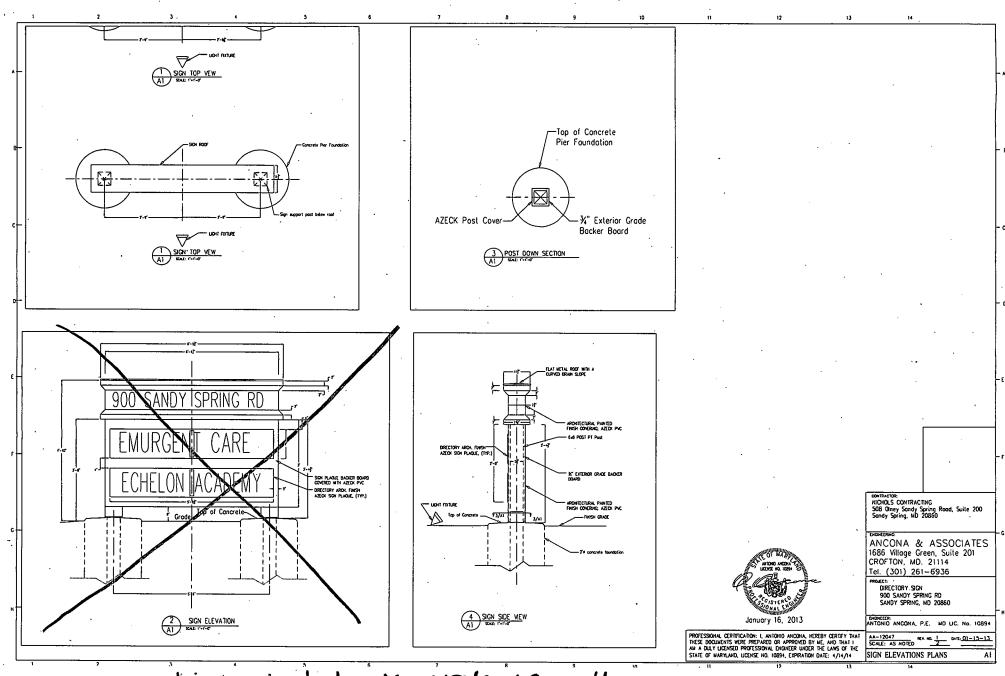
Thanks,

Tyler Nichols

Nichols Management

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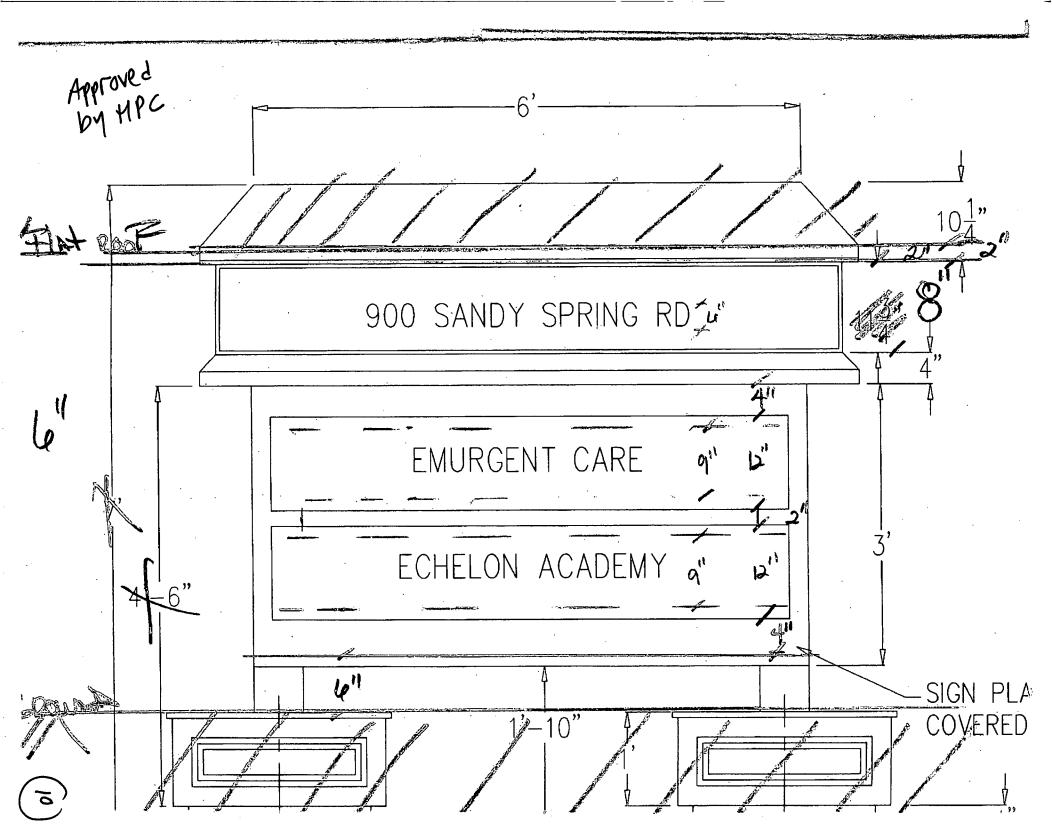


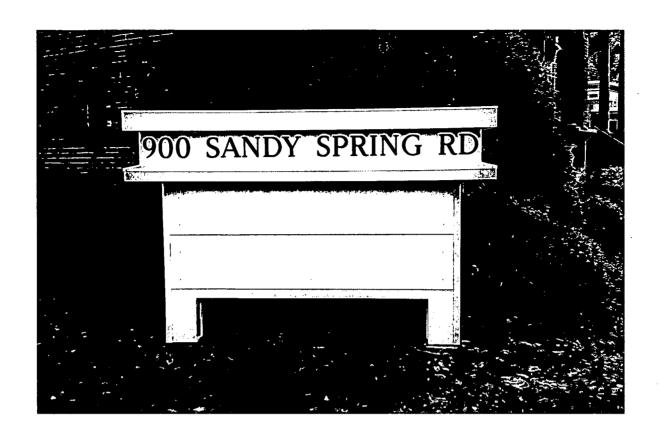


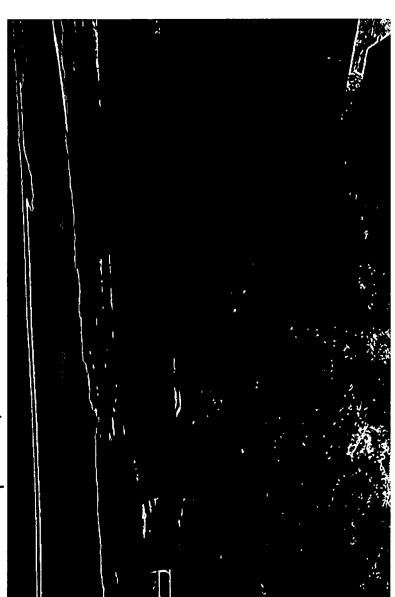
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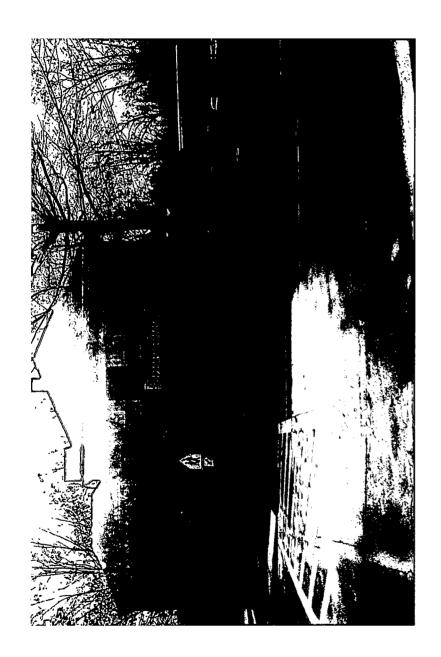


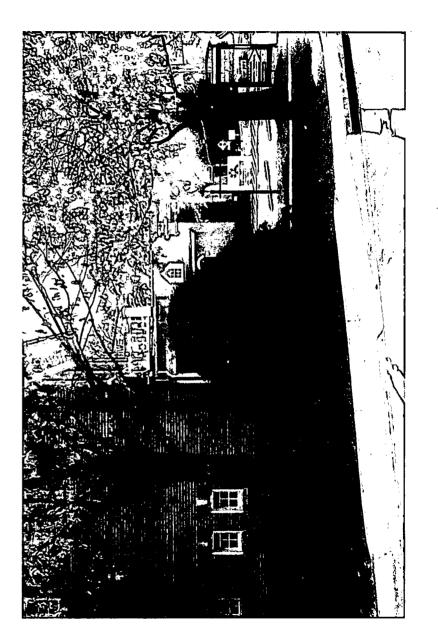


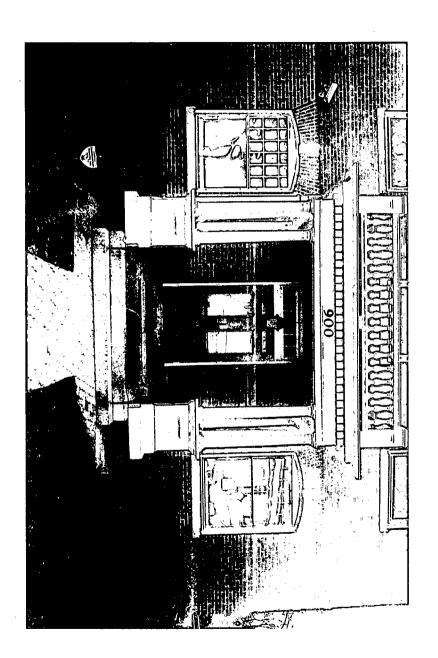


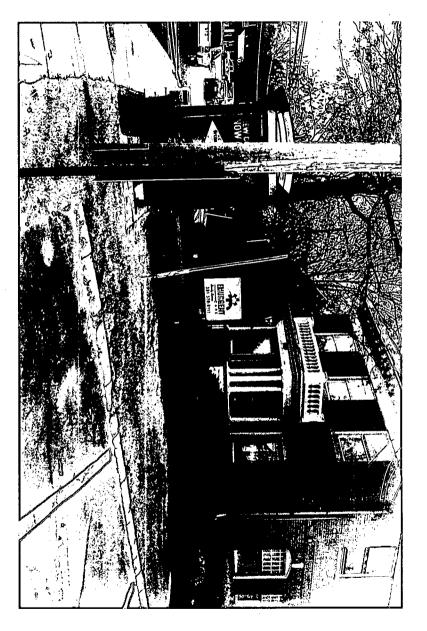
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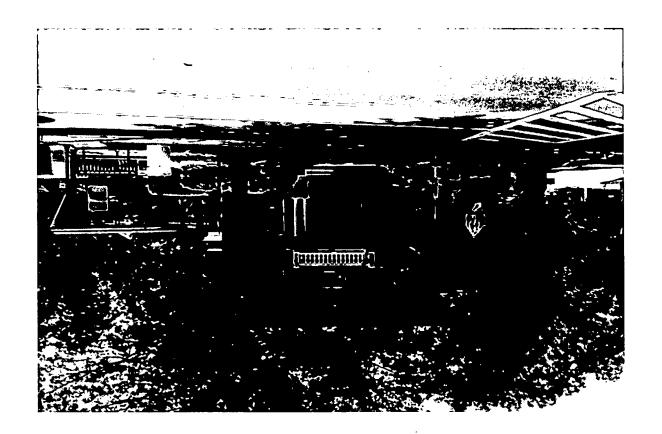












Fothergill, Anne

From:

Fothergill, Anne

Sent:

Monday, May 06, 2013 4:00 PM

To:

'Michelle Layton'

Subject:

RE: Fwd: Permitting for signs

Attachments:

I.I - 900 Olney Sandy Spring Road, Sandy Spring.PDF; II.A - 900 Olney-Sandy Spring

Road, Sandy Spring.PDF

I pulled the file and in December the applicants were approved for revisions to their approved ground sign. The approved sign is ground lit. If you think that what they are installing is not what is shown on this plan (attached) we can have DPS go out and inspect.

Also, the applicants got HPC support for a second ground sign on the other side but it requires a variance. I am attaching information on that as well.

I have emailed the property manager for a status update and will let you know what I find out. Hopefully they are all set and in compliance.

thanks, Anne

From: Michelle Layton [mailto:mulayton@gmail.com]

Sent: Monday, May 06, 2013 9:33 AM

To: Fothergill, Anne

Subject: Re: Fwd: Permitting for signs

Thanks in advance!

MIchelle

On Mon, May 6, 2013 at 8:10 AM, Fothergill, Anne <anne.fothergill@montgomeryplanning.org> wrote:

I will look it up but my guess is ground lighting was approved. Stay tuned.

Anne

From: Michelle Layton [mailto:mulayton@gmail.com]

Sent: Friday, May 03, 2013 9:39 AM

To: Fothergill, Anne

Subject: Fwd: Fwd: Permitting for signs

Hi Anne,

Long time no speak. I hope that you are well. Things are brewing in Sandy Spring as Fred Nichols continues to put up inappropriate signage all over Sandy Spring for his buildings. I am forwarding a note from Barry Newton, who notes that the sign for the Insurance Building will have lighting. This is the building that we went to the HPC about.

Can you tell me if lighting was approved for the sign that he is erecting? Also, it does not look like the sign that was approved. (brick, brass plating to match his other sign for the Montgomery Mutual Building)

It is becoming quite difficult to be a community member in Sandy Spring as he continues to push every line for signage.

Thanks in advance for your help here.

Best,

Michelle

----- Forwarded message -----

Date: Thu, May 2, 2013 at 4:20 PM Subject: Re: Fwd: Permitting for signs To: Jennifer Fajman < jennifer@fajman.org>

Cc: Michelle Layton <mulayton@gmail.com>, Kathy Virkus <kathyvirkus@mris.com>, Brooke Farquhar

<brookefarquhar@yahoo.com>, Miche Booz <mbooz@michebooz.com>, "Douglas B. Farquhar"

<DFarquhar@hpm.com>, "donna selden@verizon.net" <donna selden@verizon.net>, terryatcedars@aol.com,

ELIZABETH GARRETTSON

bethlorne3@msn.com>, Nadine Mort <nadine.mort@gmail.com>, Leslie

Cronin <lesliecro@verizon.net>, Gary Letcher <grletcher@yahoo.com>, roger@fajman.org, Sylvia

<ashton.sylvia@verizon.net>

I noticed today that said new sign has a trench and some electrical conduit in front of it. This almost certainly presages lighting to come. Do we care?

Barry

Fothergill, Anne

From:

Fothergill, Anne

Sent:

Monday, May 06, 2013 3:57 PM

To:

'Babi Meekins'

Subject:

RE: 900 Olney Sandy Spring Road Signage

Hello,

A neighbor called concerned about the current sign installation—can you give me an update on what is happening

there?

Also, what is the status of the variance for the 2nd sign?

thanks, Anne

From: Babi Meekins [mailto:BMeekins@nicholsmanagementinc.com]

Sent: Friday, November 30, 2012 2:44 PM **To:** Fothergill, Anne; Antonio Ancona **Cc:** Fred Nichols; obrochta18@gmail.com

Subject: RE: 900 Olney Sandy Spring Road Signage

Andrew at Ancona Associates will make these changes and forward them to all today. Thank you,

Babi Meekins

Director of Management and Leasing

Nichols Management, Inc.

508 Olney Sandy Spring Road

Suite 102

Sandy Spring, MD 20860

(301) 924-5258 | Fax (301) 924-5245

Direct (240) 324-9853 Cell (301) 706-3306

bmeekins@nicholsmanagementinc.com

From: Fothergill, Anne [mailto:Anne.Fothergill@montgomeryplanning.org]

Sent: Friday, November 30, 2012 12:50 PM

To: Antonio Ancona; Babi Meekins

Cc: Fred Nichols

Subject: RE: 900 Olney Sandy Soring Road Signage

I would recommend that you submit a site plan just of the subject property that clearly shows the location of both signs.

Thanks,

Anne

From: Fothergill, Anne

Sent: Friday, November 30, 2012 12:47 PM

To: 'Antonio Ancona'; bmeekins@nicholsmanagementinc.com

Cc: Fred Nichols

Subject: RE: 900 Olney Sandy Soring Road Signage

The site plan does not show the location of the revised sign at the conner of Meeting House Road or the new sign at the right of the building at 900 Olney Sandy Spring Road.

Also, the posts should be noted as a paintable material (Azek, etc.), not pressure treated wood.

Anne

From: Antonio Ancona [mailto:anconaa@gmail.com]

Sent: Friday, November 30, 2012 12:16 PM **To:** bmeekins@nicholsmanagementinc.com

Cc: Fothergill, Anne; Fred Nichols

Subject: Re: 900 Olney Sandy Soring Road Signage

Babi,

Here are the sign drawings.

Thank you,

Tony

On Fri, Nov 30, 2012 at 10:09 AM, < bmeekins@nicholsmanagementinc.com > wrote:

Thank you Tony!

Sent from my Verizon Wireless BlackBerry

From: Antonio Ancona <anconaa@gmail.com>

Date: Fri, 30 Nov 2012 09:59:24 -0500

To: Fothergill, Anne< Anne. Fothergill@montgomeryplanning.org>

Cc: bmeekins@nicholsmanagementinc.com

bmeekins@nicholsmanagementinc.com>; Fred

Nichols nichols nichols nichols nichols nicholscontracting.com>

Subject: Re: 900 Olney Sandy Soring Road Signage

We are trying to get it ready by 12:00 Noon.

Tony'

On Fri, Nov 30, 2012 at 9:29 AM, Fothergill, Anne < Anne. Fothergill@montgomeryplanning.org > wrote:

It looked like our file doesn't have current conditions photos so I would take the front from a few angles showing the proposed sign locations.

From: bmeekins@nicholsmanagementinc.com [mailto:bmeekins@nicholsmanagementinc.com]

Sent: Friday, November 30, 2012 9:22 AM

To: Tony Ancona

Cc: Fred Nichols; Fothergill, Anne

Subject: Fw: 900 Olney Sandy Soring Road Signage

Tony, is noon possible to have this ready for Anne? Anne, what photos will you need?

Sent from my Verizon Wireless BlackBerry



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HISTORIC PRESERVATION COMMISSION

Isiah Leggett County Executive

Leslie Miles Chair

February 22, 2013

Ms. Babi Meekins Nichols Management, Inc. 508 Olney Sandy Spring Road, Suite 102 Sandy Spring, MD 20860

RE:

HPC Preliminary Consideration of Additional Signage

900 Olney-Sandy Spring Road, Sandy Spring

Dear Ms. Meekins:

The Historic Preservation Commission held a preliminary consultation on December 19, 2012 to consider a proposal for the installation of second sign at the above referenced property, a resource located in the Sandy Spring Master Plan Historic District. The Commission indicated their preliminary support for a second sign – similar in design to the one approved for a Historic Area Work Permit on December 19, 2013, and in the location shown on the attached site plans – should the Department of Permitting Services approve a variance allowing the installation of additional signage at this property.

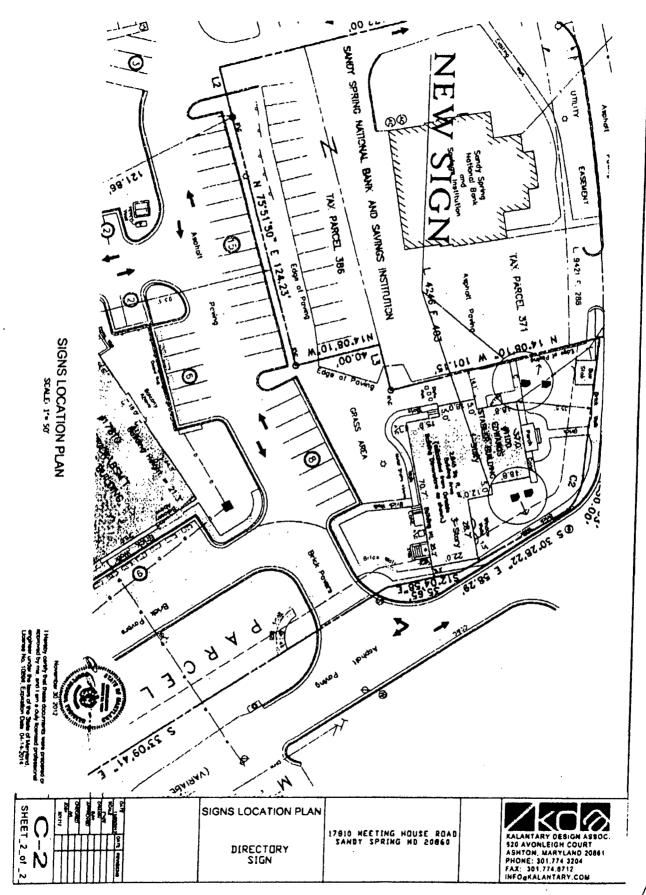
The Commission indicated that such a sign in the proposed location would be consistent with the Secretary of the Interior's Standards for Rehabilitation and that the proposal would not substantially alter exterior features of the resource, and therefore is compatible with the character of the historic district.

Please feel free to contact me at scott.whipple@montgomeryplanning.org or 301.563.3404 if you have questions or if I can be of assistance in the future.

Sincerely opurs,

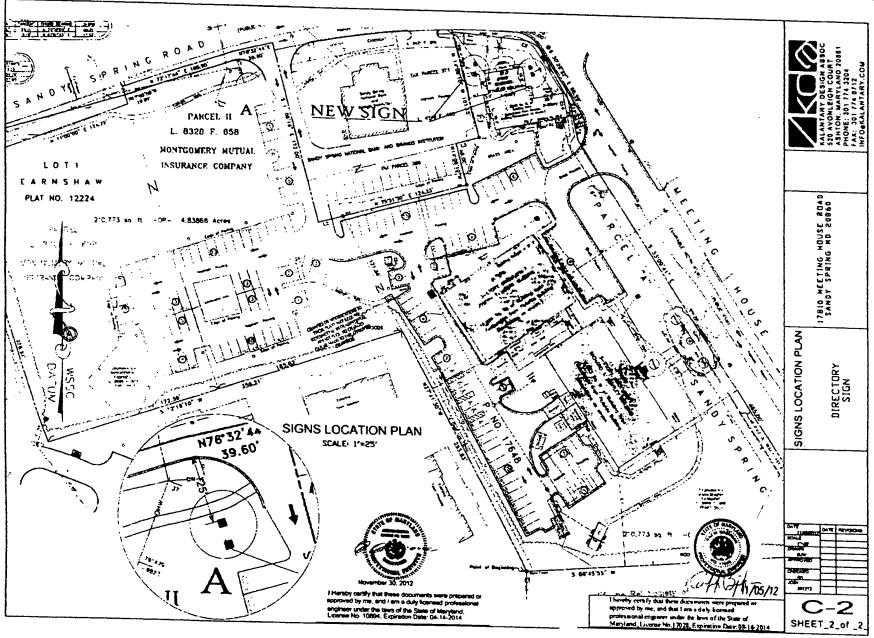
Scott Whipple, Supervisor Historic Preservation Section

* * * *



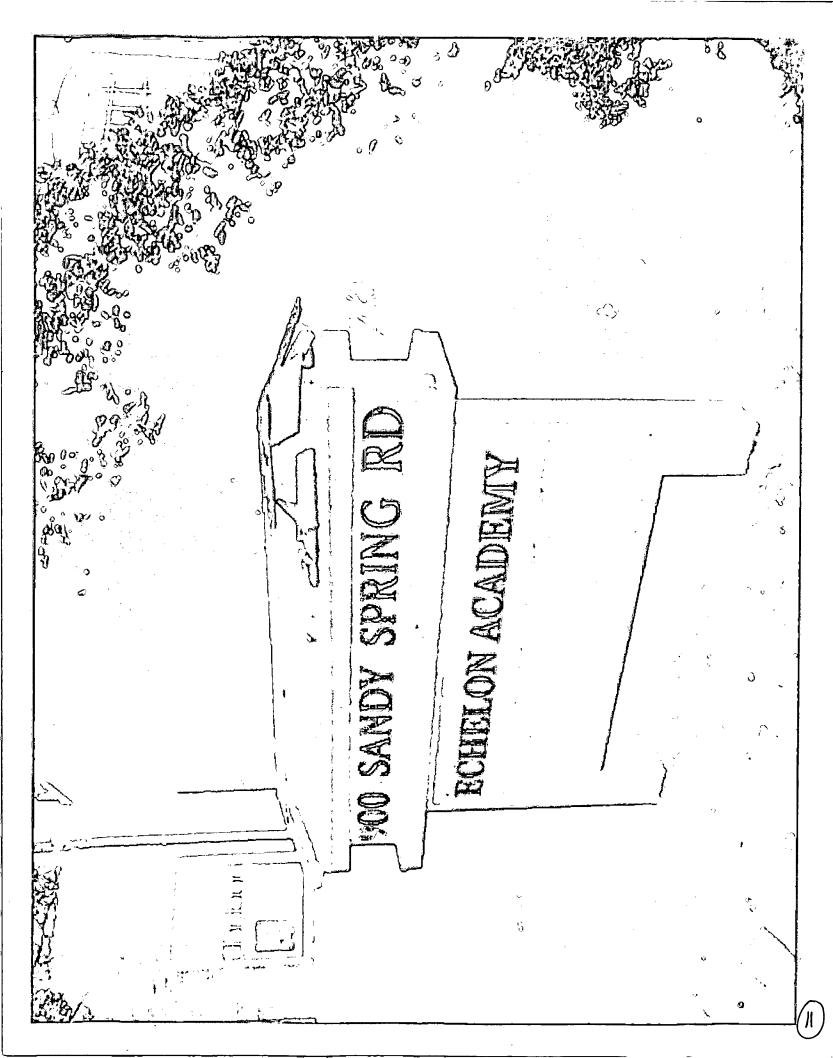
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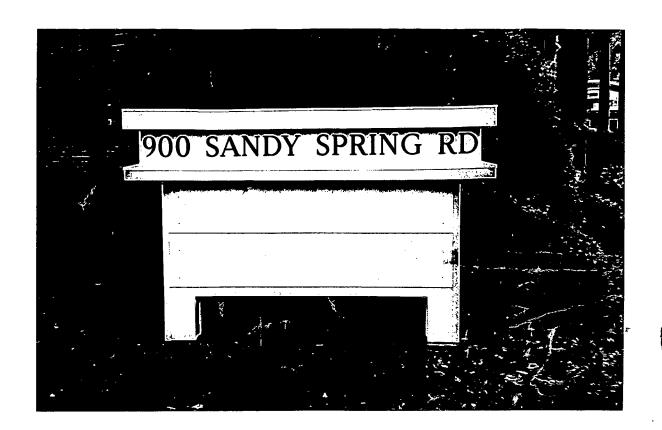












Whipple, Scott

From:

Babi Meekins < BMeekins@nicholsmanagementinc.com>

Sent:

Tuesday, December 18, 2012 1:41 PM

To:

Whipple, Scott

Cc:

Fred Nichols; Antonio Ancona

Subject:

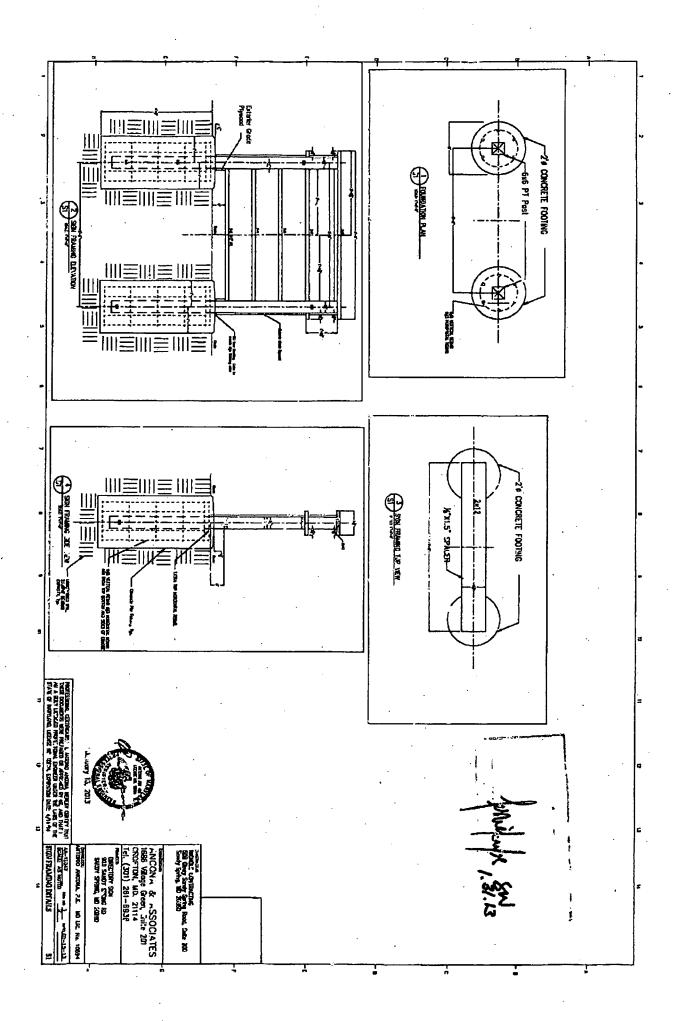
Sign revision 900 Olney jSandy Spring Rd.

Attachments:

Revision to sign design.pdf

Scott, Thank you for your comments today. I have attached a revision to the proposed sign in response. Please let me know if this hand sketch will suffice for the meeting tomorrow or if you will need something further. If you have any questions regarding the attached, please call me. We have eliminated the roof and replaced it with a 2" flat roof. Additionally, we significantly reduced the height of the sign to 4" 6". I welcome you input. Thank you,

Babi Meekins
Director of Management and Leasing
Nichols Management, Inc.
508 Olney Sandy Spring Road
Suite 102
Sandy Spring, MD 20860
(301) 924-5258 | Fax (301) 924-5245
Direct (240) 324-9853 Cell (301) 706-3306
bmeekins@nicholsmanagementinc.com



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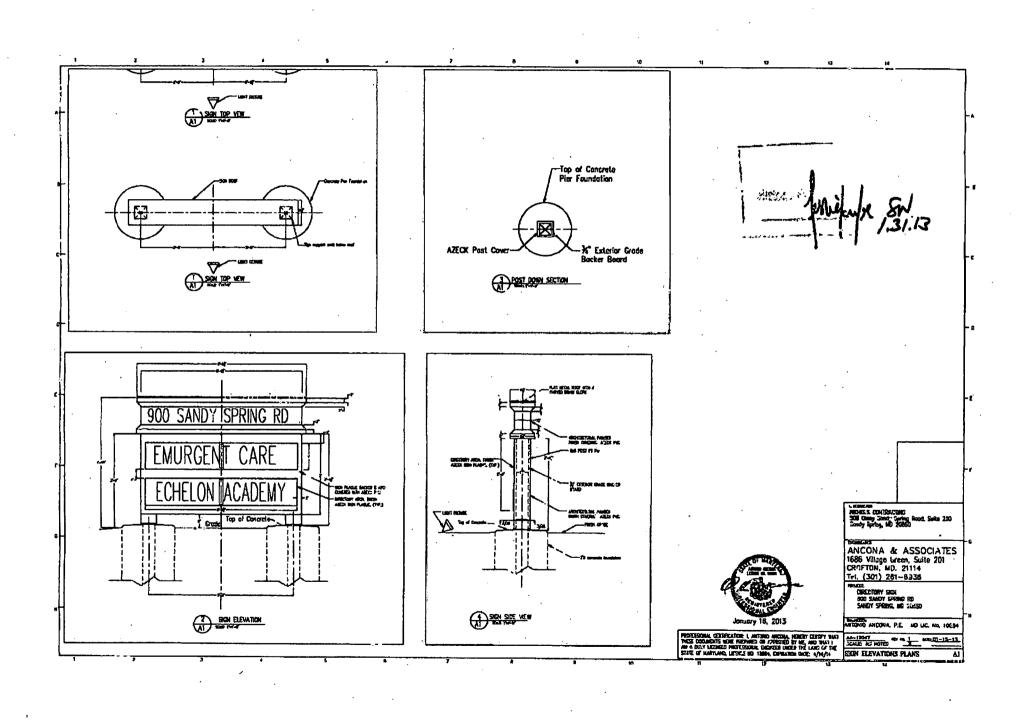
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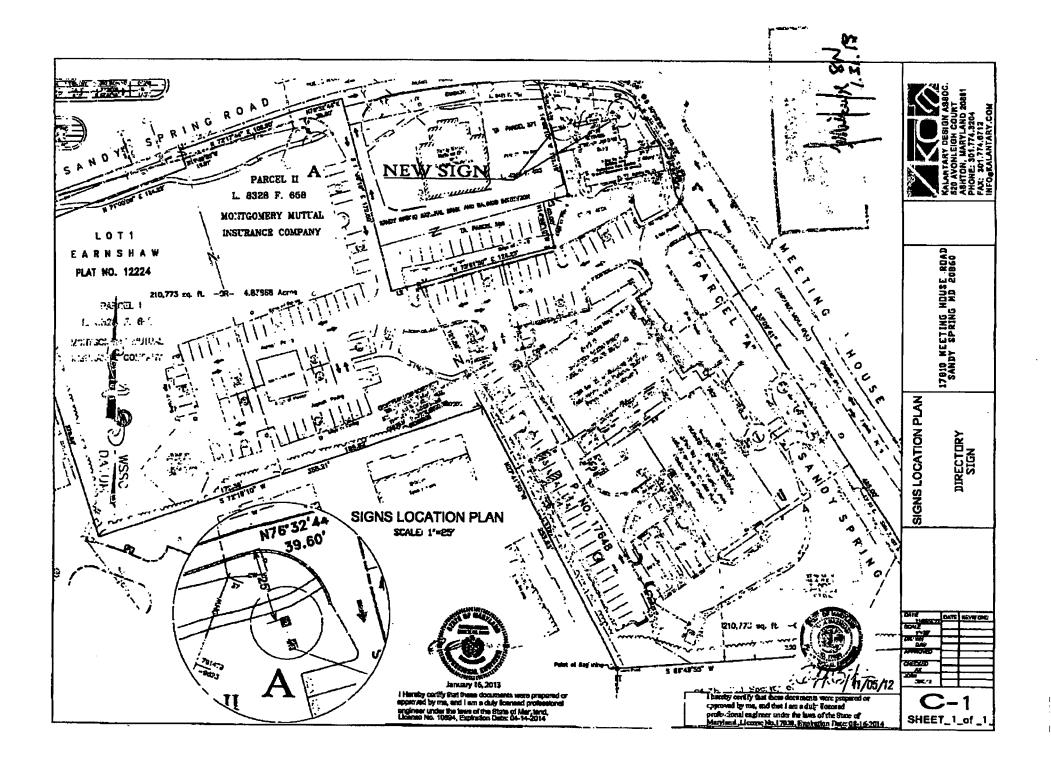
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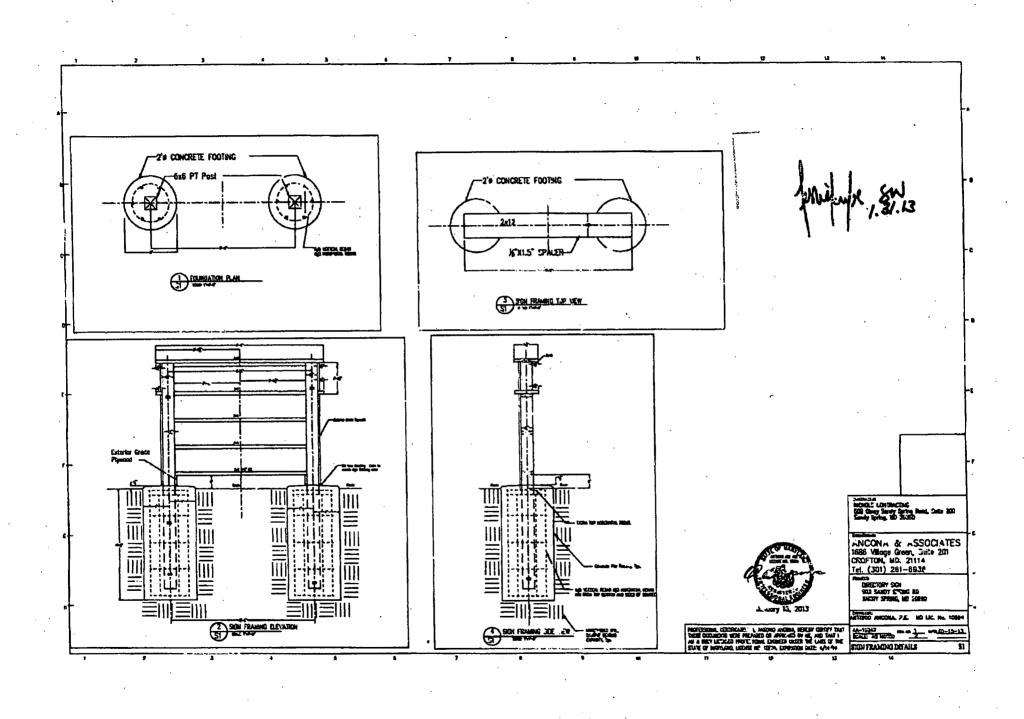






APPLICATION FOR HISTORIC AREA WORK PERMIT

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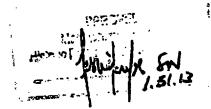
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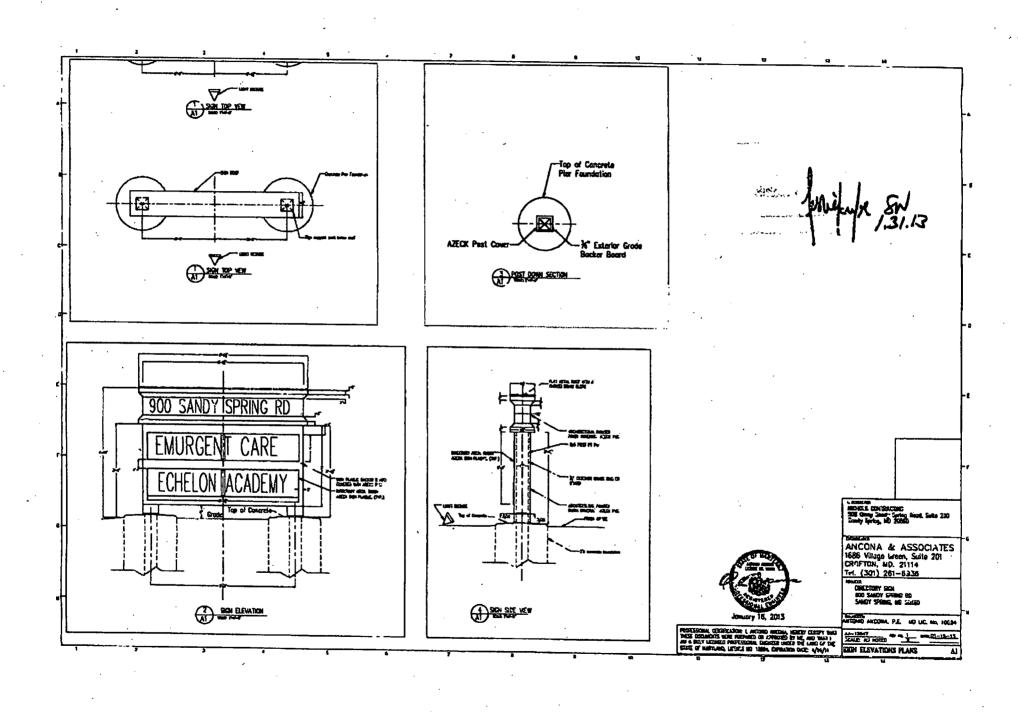
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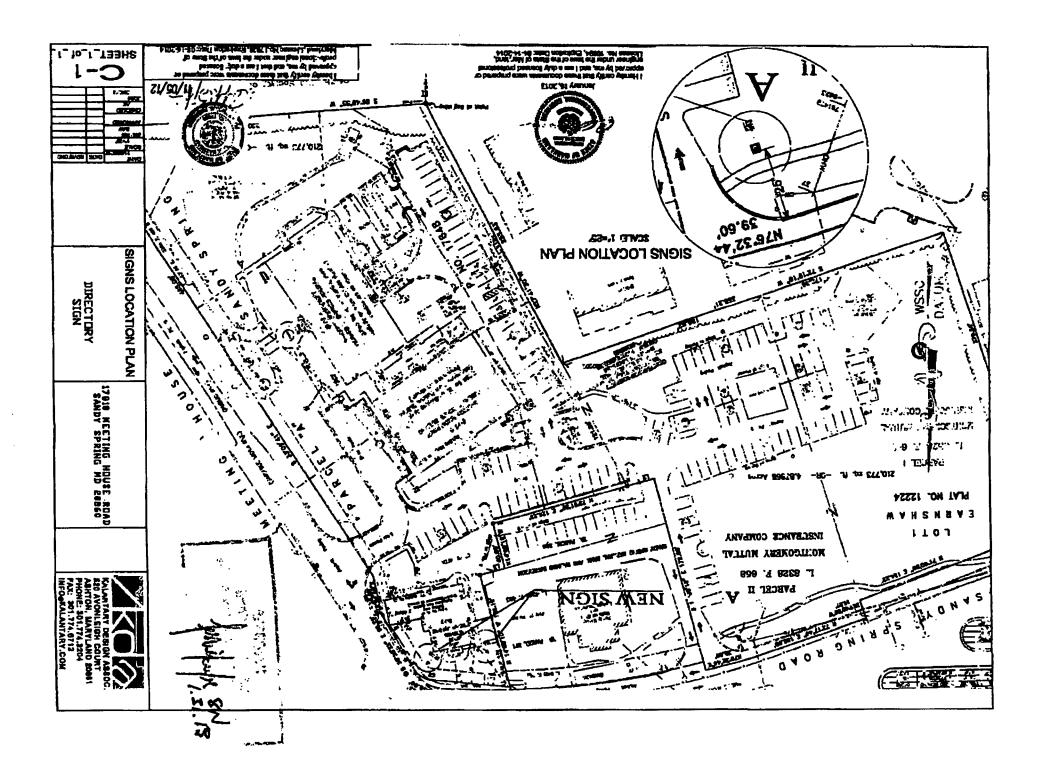
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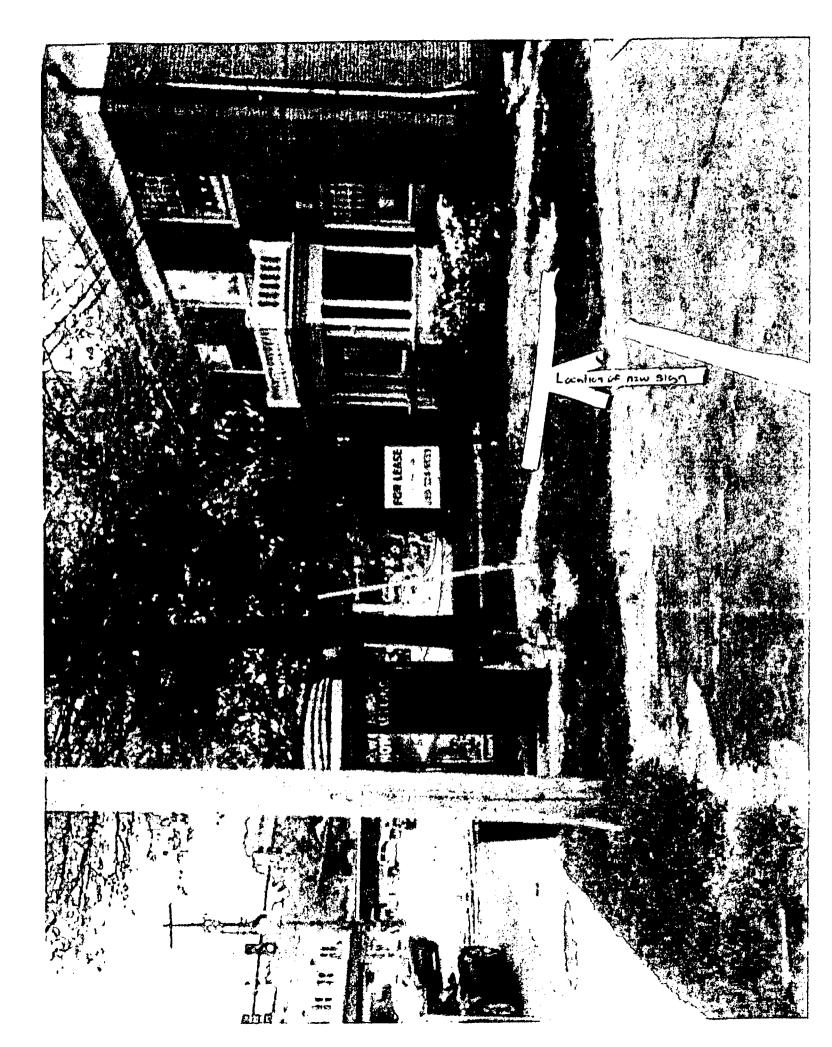
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MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 900 Olney-Sandy Spring Road, Sandy Spring

Meeting Date:

12/19/2012

Resource:

Applicant:

Outstanding Resource

Report Date:

12/12/2012

ource:

Sandy Spring Historic District

Nichols Management (Babi Meekins, Agent)

Public Notice:

12/05/2012

Review:

J

HAWP

Tax Credit:

None

Case Number:

28/11-09B REVISION

Staff:

Scott Whipple

PROPOSAL:

Sign Installation

STAFF RECOMMENDATION:

Staff is recommending that the HPC approve this HAWP application.

ARCHITECTURAL DESCRIPTION

SIGNIFICANCE:

Outstanding Resource within the the Sandy Spring Historic District

STYLE:

Colonial Revival

DATE:

c1904

HISTORIC CONTEXT

Established in 1848, the Montgomery Mutual Fire Insurance Company was the earliest insurance company in Montgomery County. The 1904 building housed the company before new quarters were built on Meeting House Road. There have been two additions to the building on the south and east sides. A photo of the building dated 1928 is in circle _______.

BACKGROUND

PROPOSAL:

The applicant is proposing a revision to the approved sign design and location. The applicant proposes a free standing 6' tall, 7.5' wide sign fabricated of 6"x6" Azek posts, a 7.5' x 3' x ½" treated architectural finish plywood painted signboard, a cap covered with standing seam MTI roofing, and 12"x68" signage fabricated of ½" architectural finish wood (circle ______). The sign would be ground lit. The sign would be relocated slightly from the previously approved location to provide greater visibility.

APPLICABLE GUIDELINES:

In accordance with the Historic Preservation Commission Rules, Guidelines, and Procedures (Regulation No. 27-97) ("Regulations"), the Commission uses several documents to assist it in developing its decision when reviewing a Historic Area Work Permit application for an undertaking within the Sandy Spring Historic District. As established by section 1.5 of the Regulations, these documents include section 24A-8 of the Montgomery County Code ("Chapter 24A") and the Secretary of the Interior's Standards and Guidelines for Rehabilitation ("Standards"). The pertinent information in these documents, incorporated in their entirety by reference herein, is outline below.

Sec. 24A-8. Same-Criteria for issuance.

- (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 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.
- (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 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." Of the ten standards for rehabilitation, incorporated in their entirety by reference herein, the following most directly applies to the application before the commission:

Standard #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.

STAFF DISCUSSION

During the HPC's previous deliberations over the design of signage, the HPC's consideration focused on this proposed sign's materials and size. The HPC approved a combination of traditional materials and materials with the appearance of traditional materials and the approved installation was reduced slightly in size from what had been proposed.

The revised proposal is slightly narrower and slightly taller than the approved sign, and the materials are generally consistent with those the Commission has approved previously.

Staff finds that these changes are consistent with the Secretary's Standards and that the proposal would not substantially alter exterior features of the resource and is compatible with the character of the district.

STAFF RECOMMENDATION:

Staff recommends that the Commission approve the HAWP application, finding that:

• the application is consistent with Chapter 24A-8(b)(1)-(2) and The Secretary of the Interior's Standards for Rehabilitation No. 9

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 the applicant shall notify 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 scott.whipple@montgomeryplanning.org to schedule a follow-up site visit.



November 28, 2012

Ms. Anne Fothergill Planner Coordinator M-NCPPC **Montgomery County Planning Department Functional Planning and Policy Division** Historic Preservation Section 8787 Georgia Avenue, Suite 206 Silver Spring, MD 20910

Re: Signage at 900 Olney-Sandy Spring Rd, Sandy Spring

Dear Ms. Fothergill,

The purpose of this letter is to request a revision to the monument sign already approved by Historic Preservation Commission at the above referenced location. We are requesting this revision to provide more visible signage for the tenants to the building. It has been determined by the occupants of the building that the previously approved signage would not provide adequate visibility with metal tenant name plates against a brick wall. The proposed sign will be taller but less wide than the one previously approved and it will be ground lit as the other was approved.

I have attached a site plan that indicates the location of this sign at the corner of the property fronting the intersection of Meeting House Road and Olney Sandy Spring Road as well as an architectural drawing of the sign for your use and information.

Please consider this request for HPC's December 19 meeting.

If you have any questions or need additional information, please let me know.

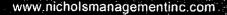
Sincerely,

Stabler 1848, LLC

By:

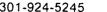
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Director of Management and Leasing

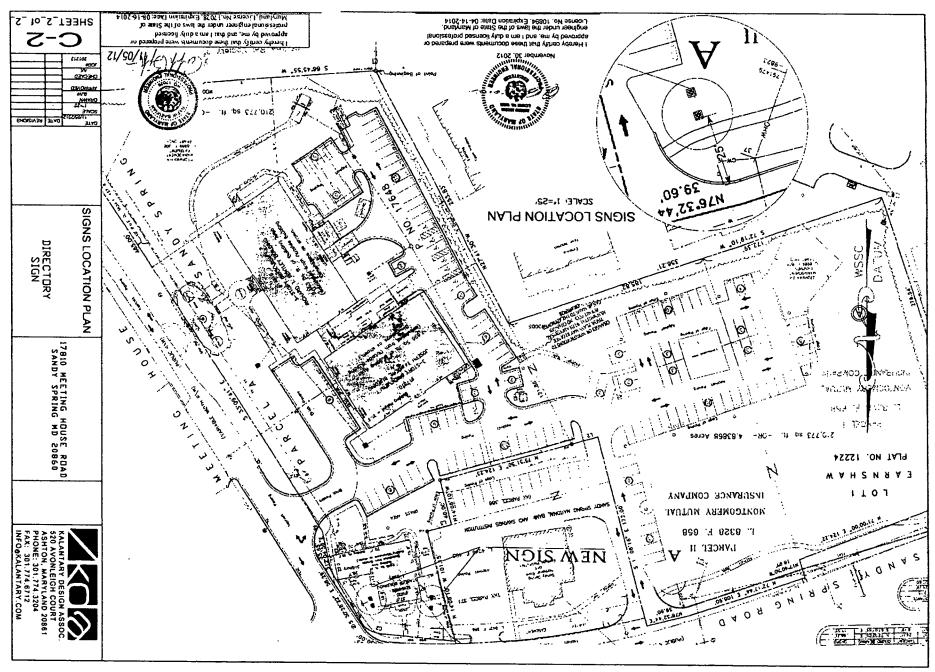


Office: 301-924-5258 Fax: 301-924-5245

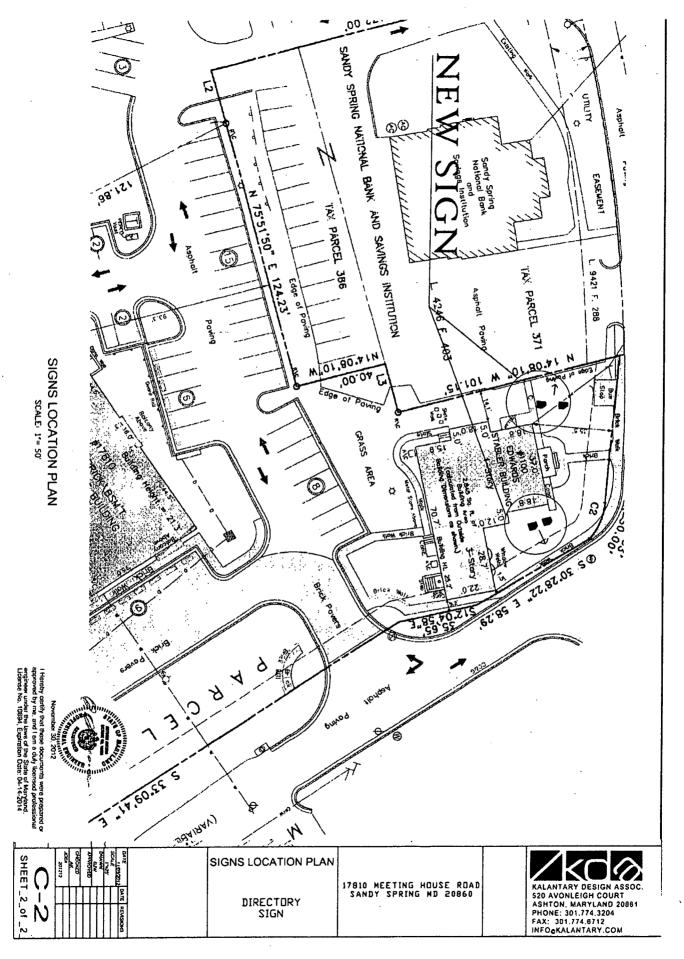






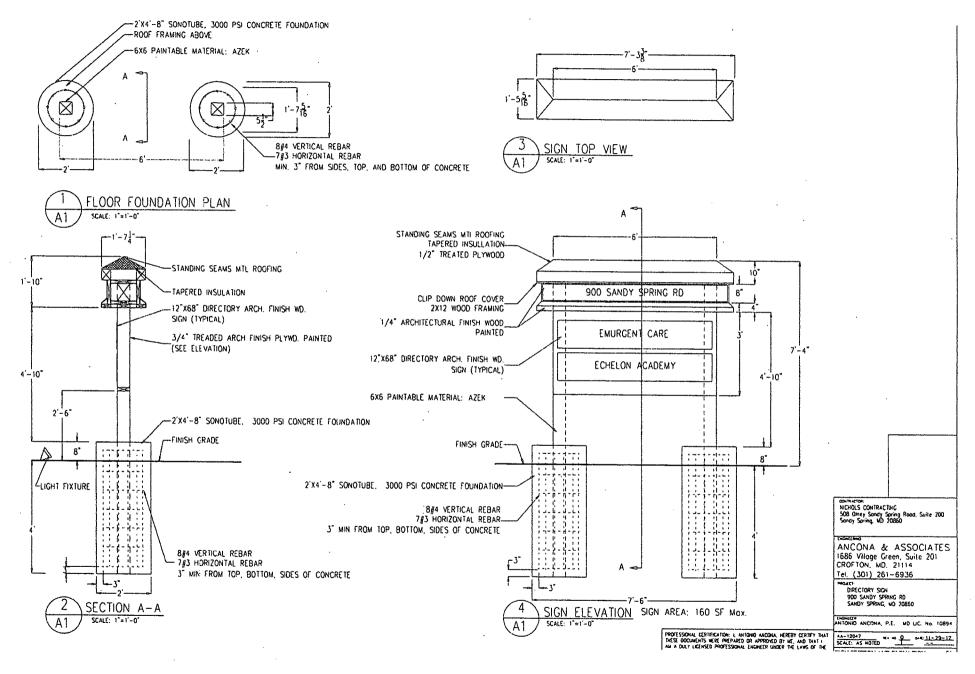












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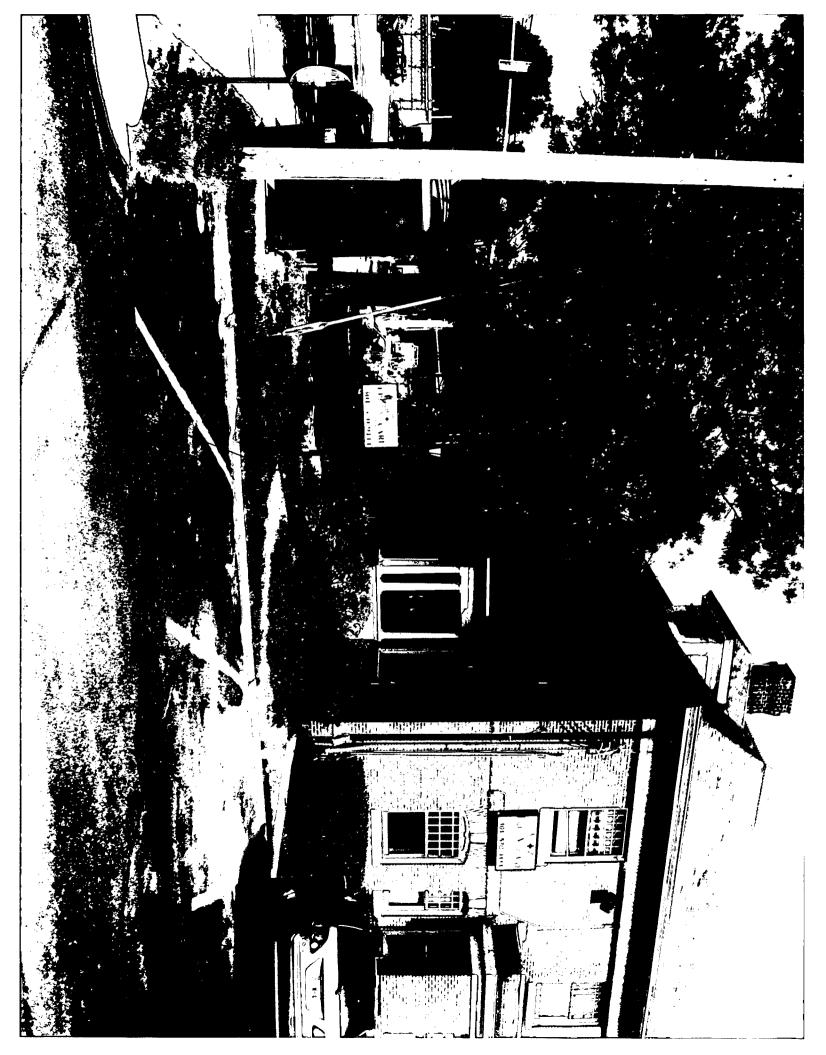
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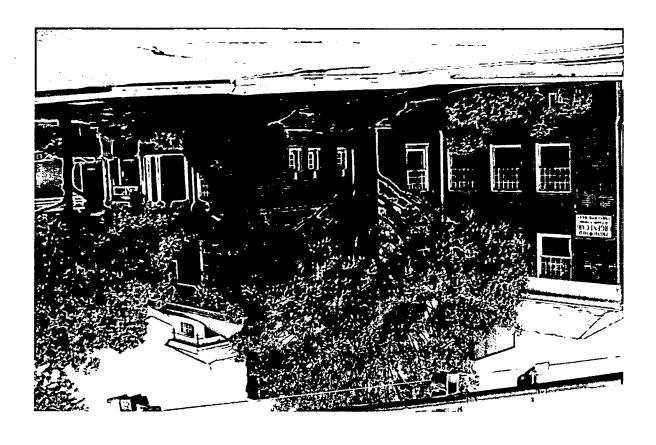
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CROFTON, MD. 21114
Tel. (301) 261-6936

DIRECTORY SICN 900 SANDY SPRING RO SANDY SPRING, ND 70860

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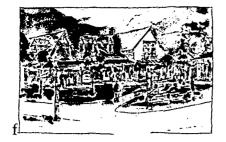












Sandy Spring-Ashton Rural Preservation Consortium

We are pro-Master Plan, not anti-development

MCCF Community Hero Award, January 2009

www.ssarpc.org ~~ SSARPC. Post Office Box 518, Ashton, MD 20861

April 9, 2012

Montgomery County Historic Preservation Commission 8787 Georgia Avenue Silver Spring, Maryland 20910

Dear Historic Preservation Commission,

We are writing on behalf of the Sandy Spring-Ashton Rural Preservation Consortium (SSARPC). As our name implies, the SSARPC's mission is to support development in Ashton and Sandy Spring that conforms to the 1998 Ashton/Sandy Spring Master Plan, in order to preserve the historic rural villages that are Sandy Spring and Ashton.

The SSARPC is in agreement with the conditions given by the Historic Preservation Staff in the matter of I-D 900 Sandy Spring Road. We agree that the applicant should be allowed to attach the railing to the property as shown in the historic photographs provided in the Staff Report. We appreciated the detail that was noted by the Commission for the materials and style of the railing at the July 2011 hearing and hope that the applicant fulfills the materials requirements put forth by the Commission at that hearing.

There is one item that we hope that the Commission will take into consideration when ruling on the railing issue for the Insurance Building. On page 20 of the Staff Report, the photo (1928) shows a sign attached to the front of the railing. We are attaching an earlier photo of the same building (marked 1899) that shows no sign on the railing. Another attached photo (undated) shows no signage on the railing. It is our hope that the Commission will make clear to the applicant that this is not a viable place for signage for his building. The earlier photos show no sign, so it our belief that it should take precedence in usage of the space.

Additionally, the HPC has already ruled on the amount of signage that can be used on that property. It does not include signage on or hanging from the portico.

Latu Danna Seldin

The SSARPC appreciates Staff's review of this property and hopes that the HPC considers our recommendation when making its decision in this matter.

Sincerely,

Michelle Layton and Donna Selden

Co-chairs Sandy Spring Ashton Rural Preservation Consortium

A Visit to Old Sandy Spring

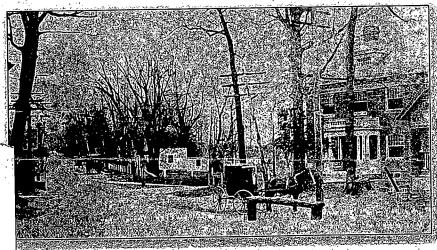


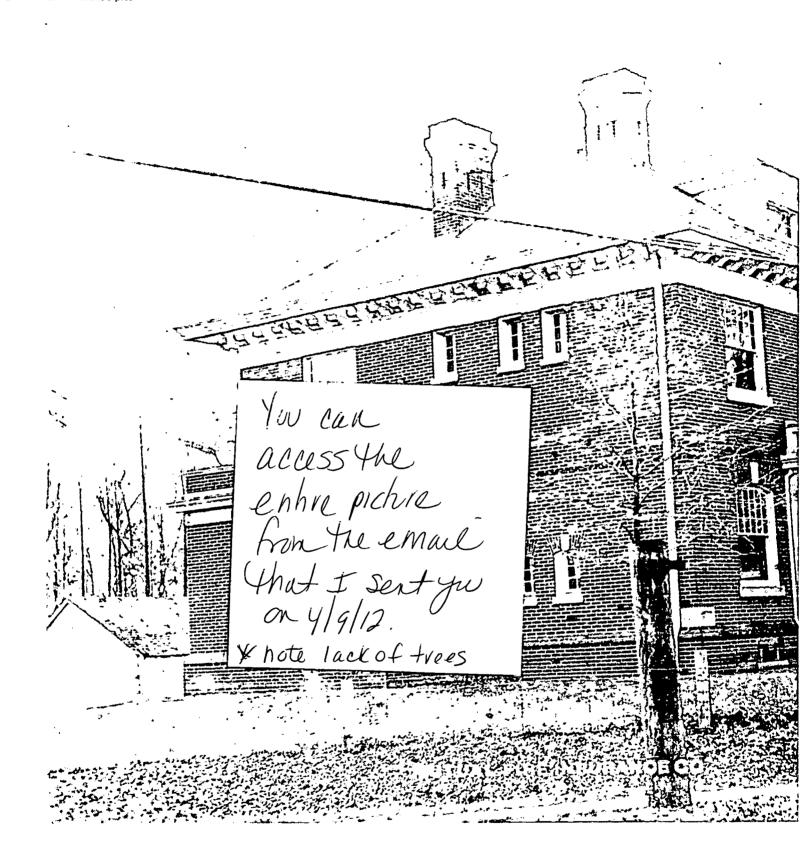
Neighbors socialize before the mellow tall house (above) that stood before the Sandy Spring Store

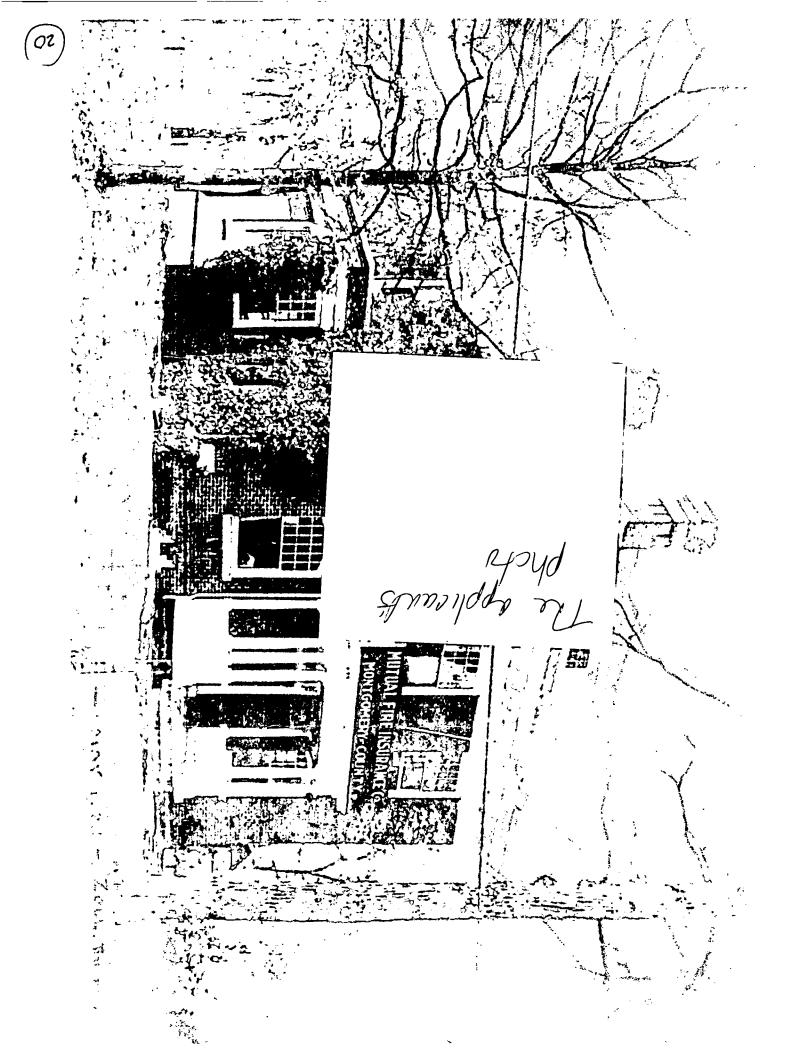
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sing this book as your time machine, let your mind travel back to the Sandy Spring of the late 1800s. Now look about you at that vastly different—yet in some ways familiar—community of more than a century ago.

The familiarity results in part from the main roads serving that older Sandy Spring. That's because they run along the paths of today's main arteries—Georgia Avenua. New Hampshire Avenue, and Route 108. But back then they are unpaved and rutted, and alternately muddy and dusty. They are called turnpikes: A boom known as a pike blocks your way until you "turn" it by paying a penny or two, at toll gates at Sandy Spring, Olney, and Ednor.







Fothergill, Anne

From:

Fotheraill, Anne

Sent:

Tuesday, March 01, 2011 4:20 PM

To:

'mark.moran@montgomerycountymd.gov', 'Matthew Bonifant'

Subject:

temporary banner at 900 Olney-Sandy Spring Road

Attachments:

HPC Temporary Sign Letter 2011 03 01 doc

Mr. Moran,

Our office has received Mr. Bonifant's attached letter regarding signage on this building and find it reasonable to allow the banner temporarily until DPS issues their sign permit which is expected in 3-4 weeks. However, if there is a delay with the sign permit and the building owner does not have it by April 1, 2011, Mr. Bonifant must contact our office and it is possible that we will need to take any proposed extensions to the Historic Preservation Commission for approval.

In terms of the second request of item B in the letter, after this initial temporary installation until April 1, the banner cannot be put up on the building for short periods of time during promotional campaigns without the installation requiring HPC approval each time. Perhaps you or someone else at DPS can advise Mr. Bonifant and his tenant on other methods of promotion that don't require a sign permit or other permits.

We understand that Mr. Bonifant intends to comply with the required conditions of his approved Historic Area Work Permit and we appreciate you working with all of us on this. Please let me know if you have any questions - I will be out of town starting late tomorrow morning.

thanks, Anne Fothergill

Anne Fothergill
Planner Coordinator
Functional Planning and Policy Division | Historic Preservation Section
Maryland-National Capital Park and Planning Commission
301-563-3400 phone | 301-563-3412 fax
http://www.montgomeryplanning.org/historic
1400 Spring Street, Suite 500 W
Silver Spring, MD 20910

18623 Brooke Road Sandy Spring, MD 20860 P 301.924.5258 F 301.924.5245

Stabler 1848, LLC

Memo

To: Anne Fothergill – Historic Preservation Commission Staff

From: Matt Bonifant - Nichols Management, Inc. c/o Stabler 1848, LLC

Date: March 1, 2011

Signage at 900 Olney-Sandy Spring Road

Anne-

I have attached for your review pictures of the four signs currently located at 900 Olney-Sandy Spring Road.

A. The first sign is pursuant to existing HAWP #398052 and will not be moved or changed in any way.

B. The second sign (located on Page 2) is the temporary sign we are seeking HPC's approval on. This banner is 2' tall by 8' wide and is tied to the columns on the front portico. We are asking to keep this sign up temporarily while we still wait for Department of Permitting Service approval on our sign permit. We anticipate having approval within 3-4 weeks. After such time, the banner will be removed and only put back for short periods of time during promotional campaigns by the Tenant, but never for more than a week at a time or more than 2 weeks per month.

C. The third and fourth signs are located in two of the front windows in the building. Neither of these signs are affixed to the building in any way and are removed each evening at the close of business. We are hoping to get approval to have these signs displayed, during the tenant's business hours, for the remainder of their time in the Premises. At the conclusion of their tenancy, the signs will convey with the Tenants and any signs from any new tenants would then need to get HPC's approval at that time.

If you have any questions or concerns, please let me know.

Matthew Bonifant, Property Manager

CC: Dr. Tiffany McCalla

CC: Alan Foote

MEMORANDUM

TO:

Historic Preservation Commission

From:

Scott Whipple, Historic Preservation Supervisor

RE:

Reconsideration of HPC Case 28/11-09B RETROACTIVE

Signage Installation, 900 Olney-Sandy Spring Road, Sandy Spring Historic District

Date:

July 7, 2010

Pursuant to a motion approved at the Historic Preservation Commission's June 23, 2010 meeting, the Commission will reconsider HPC Case 28/11-09B RETROACTIVE for the limited purpose of allowing the applicant to provide rebuttal evidence to testimony received at the June 9 meeting.

Background:

At the HPC's regularly scheduled meeting on June 9, the Commission unanimously approved with conditions the application of Stabler 1848, LLC (the "Applicants") for the installation of signage at 900 Olney-Sandy Spring Road, Sandy Spring (CONTINUED 28/11-09B RETROACTIVE). Vice-Chairman Miles made the motion. During consideration of the application, the Commission received testimony from Matt Bonifant, representing the Applicant, and from Michelle Layton, co-chair of the Sandy Spring-Ashton Rural Preservation Consortium. No party cross-examined a witness or submitted rebuttal evidence. Subsequent to the Commission's decision on the application, the Applicant made staff aware, first verbally on the night of the meeting and later via the attached memo, that he had wanted an opportunity to provide rebuttal evidence to Ms. Layton's testimony.

Section 1.4(e) of the HPC's regulations reads as follows:

<u>Cross-Examination</u> – Every party has the right of reasonable cross-examination of witnesses who testify, and may submit rebuttal evidence. Repetitious questions and examination on irrelevant matters is not permitted. Cross-examination is subject to reasonable regulation by the Commission including the designation of specific persons to conduct cross-examination on behalf of other parties.

Reconsideration:

At the HPC's regularly scheduled meeting on June 23, 2010, the Commission unanimously approved a motion to reconsider HPC Case 28/11-09B RETROACTIVE for the limited purpose of allowing the Applicant to provide rebuttal evidence to testimony received at the June 9 meeting. Vice-Chairman Miles made the motion, noting that the Commission had inadvertently failed to provide the Applicant with an opportunity to offer rebuttal evidence on June 9. Staff contacted the Applicant via email on June 24, 2010 to notify him that the motion had been approved. The Applicant and interested parties have also received formal notification in accordance with section 1.3 of the HPC's regulations. The Commission will reopen the record for the limited purpose of receiving rebuttal testimony from the Applicant and then act on the application. A staff report follows.



18623 Brooke Road Sandy Spring, MD 20860 P 301.924.5258 F 301.924.5245



Stabler 1848, LLC

Memo

To:

Anne Fothergill - Historic Preservation Staff

From

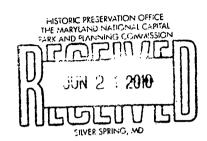
Matt Bonifant - Stabler 1848, LLC

Date:

June 17, 2010

Re:

June 9th HPC Meeting



Anne-

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I am very troubled by what took place last week at the HPC meeting and part of this overall process in general. I have enjoyed working with you on this project and feel as though you have provided insightful information. That said, something occurred at the meeting that made me feel as though I was not being treated fairly and that due process was not taken seriously. After Michelle Layton got up and spoke in opposition to the proposed signage, grossly exaggerating several points I may add, I was not provided an opportunity to rebut. I specifically wanted to call to the Commission's attention the facts about the community meeting she referenced in her dialogue. The community meeting that she referenced was a prelude to a design charette for downtown Sandy Spring. While it is true that during the meeting, MICHELLE mentioned the design of my signs should be historic in nature and be used as a template for all signage in Sandy Spring, the community itself took a much different stance. Their main concern is that Sandy Spring does not offer services which the community so desperately needs. The problem with the condition of materials on this HAWP is that you are making the most important service provided to a struggling community difficult to find. This will only further inhibit this community to thrive. I wanted to make this point very clear to the Commission. I am not asking for a major alteration to the HAWP, only that the tenant sign's materials change to what I brought in. Frankly, the real point is that I had my hand raised THE ENTIRE TIME Michelle spoke and during the deliberation and was never recognized. At the very least, I should have been afforded the chance to rebut Michelle misguided and skewed comments and present to the Commission the true feelings of the community.

Furthermore, I very much take offense to the fact that the very person who has repeatedly showed up in opposition to our proposed signage actually showed up in a picture that was in the actual staff report. How and why was Ms. Layton made aware of or invited to the Staff's site visit? Why was I as not only the Property Manager but also the agent for the partnership working on the signage not made aware of the site visit? Furthermore, how could her presence have NOT affected Staff's decisions/opinions?

I would appreciate a prompt response to my concerns as the partnership is considering appealing the decision to the County Board of Appealish light of the details presented above.

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Majthew J. Bonifant, Property Manager, Stabler 1848, LLC



Sandy Spring-Ashton Rural Preservation Consortium

We are pro-Master Plan, not anti-development

MCCF Community Hero Award, January 2009

www.ssarpc.org ~~ SSARPC, Post Office Box 518, Ashton, MD 20861

July 12, 2010

Tom Jester, Chairman Historic Preservation Commission 8787 Georgia Avenue Silver Spring, MD 20910

Dear Mr. Jester,

We are writing in response to the reopening of case number 28/11-09B Stabler 1848 LLC. It is our hope that the HPC will continue to support Staff's recommendation regarding the signage for the Montgomery Mutual Insurance building and uphold the unanimous decision made by the HPC on June 9, 2010.

As per the letter from Mr. Matt Bonifant, Property Manager, Stabler LLC, we agree that he should be given his due process to rebut our testimony. There are, however, two points in his letter that we would like to address.

- 1- The meeting at the site, to which he refers, was requested by the SSARPC in order for Staff to see the signage area in relation to the building and the street.
- 2- Statements about signage, in our testimony (5J, the last paragraph) were based on testimony given earlier in the hearing by Mr. Bonifant. (5G, paragraph 1)

Once the Staff's recommendations are implemented, this signage could be a model for Sandy Spring.

Please accept the recommendations made by Staff regarding the signage for the Montgomery Mutual Insurance building.

Thank you,

Michelle Layton and Donna Selden Co-chairs Sandy Spring Rural Preservation Consortium Attached is a letter from the applicants at 900 Olney-Sandy Spring Road. The HPC recently approved with conditions their application to install a brick sign wall in front of the building. They would like the HPC to reconsider their sign nameplate material (sample shown at the HPC meeting on June 9th). If the HPC supports this material, staff will remove that specific condition of approval. If not, the applicants will be placed on the July 14th HPC agenda.

July 14th

Stabler 1848, LLC

Memo

To: Anne Fothergill – Historic Preservation Staff

From: Matt Bonifant - Stabler 1848, LLC

Date: June 17, 2010

Re: June 9th HPC Meeting



Anne-

I am very troubled by what took place last week at the HPC meeting and part of this overall process in general. I have enjoyed working with you on this project and feel as though you have provided insightful information. That said, something occurred at the meeting that made me feel as though I was not being treated fairly and that due process was not taken seriously. After Michelle Layton got up and spoke in opposition to the proposed signage, grossly exaggerating several points I may add, I was not provided an opportunity to rebut. I specifically wanted to call to the Commission's attention the facts about the community meeting she referenced in her dialogue. The community meeting that she referenced was a prelude to a design charette for downtown Sandy Spring. While it is true that during the meeting, MICHELLE mentioned the design of my signs should be historic in nature and be used as a template for all signage in Sandy Spring, the community itself took a much different stance. Their main concern is that Sandy Spring does not offer services which the community so desperately needs. The problem with the condition of materials on this HAWP is that you are making the most important service provided to a struggling community difficult to find. This will only further inhibit this community to thrive. I wanted to make this point very clear to the Commission. I am not asking for a major alteration to the HAWP, only that the tenant sign's materials change to what I brought in. Frankly, the real point is that I had my hand raised THE ENTIRE TIME Michelle spoke and during the deliberation and was never recognized. At the very least, I should have been afforded the chance to rebut Michelle misguided and skewed comments and present to the Commission the true feelings of the community.

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I would appreciate a prompt response to my concerns as the partnership is considering appealing the decision to the County Board of Appeals in light of the details presented above.

Marthew J. Bonifant, Property/Manager, Stabler 1848, LLC

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Stabler 1848, LLC

Memo

To:

Anne Fothergill - Historic Preservation Staff

From:

Matt Bonifant - Stabler 1848, LLC

Date:

June 17, 2010

Re:

June 9th HPC Meeting



Anne-

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I would appreciate a prompt response to my concerns as the partnership is considering appealing the decision to the County Board of Appeals in light of the details presented above.

Marthew J. Bonfant, Property/Manager, Stabler 1848, LLC

Stabler 1848, LLC

Memo

To: Anne Fothergill – Historic Preservation Staff

From: Matt Bonifant - Stabler 1848, LLC

Date: June 16, 2010

Re: June 9th HPC Meeting

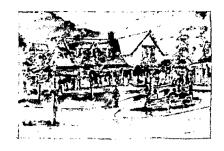
Anne-

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I would appreciate a prompt response to my concerns as the partnership is considering appealing the decision to the County Board of Appeals in light of the details presented above.

Matthew J. Bonifant, Property Manager, Stabler 1848, LLC



Sandy Spring-Ashton Rural Preservation Consortium

We are pro-Master Plan, not anti-development

MCCF Community Hero Award, January 2009

www.ssarpc.org ~~ SSARPC, Post Office Box 518, Ashton, MD 20861

June 6, 2010

Tom Jester, Chairman Historic Preservation Commission 8787 Georgia Avenue Silver Spring, MD 20910

Dear Mr. Jester,

We are writing to express our support of the Staff Report for case number 28/11-09B Stabler 1848 LLC. Since the historic Montgomery Mutual Insurance building is within the boundary of the Historic District, we find that the conditions requested by Staff to be reasonable and compliant with the Sandy Spring/Ashton Master Plan and Rural Village Overlay Zone in its message to establish rural village character and rural village setting.

The Sandy Spring/Ashton Master Plan and the Rural Village Overlay Zone consistently speak of rural village character and rural village setting. It is the belief of the Sandy Spring Ashton Rural Preservation Consortium (SSARPC) that the current proposal by the applicant does not reflect the intent of the Master Plan and the Rural Village Overlay Zone to establish and maintain the rural character of the area, especially the Historic District.

However, the recommendations proposed by Staff definitely help to bring the rural historic character back to a Sandy Spring that is in the midst of trying to revitalize while maintaining its historic tone.

Specifically, we agree that the brick wall ground sign is acceptable as long as the size is amended to include only the tenants of the building and that the sign plates are constructed of a high quality, weathering brass material that matches the existing brass plaque that already appears on the building. (Edward Stabler Building)

We have found in the past that specifics, with no loopholes, are necessary with this applicant, so we would propose that it be noted that the weathered brass be reminiscent of the plaque that is currently there with black outlining, not the gold brass that is currently on another building in the same complex. The brass Bentley Building signage is very difficult to read. The black outlining will insure uniformity and ease for passing cars and patrons of the Stabler Building.

Additionally, we believe that there should be no sign and balustrade over the front door of the building and feel that the existing post sign and proposed brick ground sign with lighting to be sufficient and respectful of the historic nature of the building and district.

We understand that the applicant has shown a photo that incorporates the use of a sign with a balustrade on top of the portico. We believe that the two ground signs and perhaps a weathered

brass plaque by the door of the Emergency Medical Center will provide subtle signage for this historic building

Please accept the recommendations made by Staff for regarding the signage for the Montgomery Mutual Insurance building.

Thank you,

Michelle Layton and Donna Selden Go-chairs Sandy Spring Rural Preservation Consortium

MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:

900 Olney-Sandy Spring Road, Sandy Spring

Meeting Date:

6/9/10

Resource:

Outstanding Resource

Sandy Spring Historic District

Report Date:

6/2/10

Applicant:

Stabler 1848 LLC (Matt Bonifant, Agent)

Public Notice:

5/26/10

Review:

HAWP

Tax Credit:

None

Case Number:

CONTINUED 28/11-09B RETROACTIVE

Staff:

Anne Fothergill

Proposal:

Sign wall and lighting installation

STAFF RECOMMENDATION

Staff recommends that the HPC approve this application with the following conditions:

- 1. All signs and lighting currently on the building must be removed except for the existing sign on the rear (south) elevation.
- 2. The brick wall will only identify the tenants in this building (not surrounding buildings) and the wall width will be reduced to allow adequate room for only those sign nameplates. Final wall size to be reviewed and approved by staff.
- 3. The tenant name plates on the new brick wall will be brass, bronze, brushed steel or brushed nickel. Final material selection to be reviewed and approved by staff prior to installation.
- 4. The sign and balustrade over the front door is not approved.

PROPERTY DESCRIPTION

SIGNIFICANCE:

Outstanding Resource within the Sandy Spring Historic District

ARPALA

STYLE:

Colonial Revival

DATE:

c. 1904

Established in 1848, the Montgomery Mutual Fire Insurance Company was the earliest insurance company in Montgomery County. The 1904 building housed the company before new quarters were built on Meetinghouse Road. There have been two additions to the building on the south and east sides. A photo of the building dated 1928 is in Circle 66.

BACKGROUND

The applicants installed three illuminated box signs on the front (north), left (east), and right (west) elevations, one hanging box sign at the front entrance, and one flat PVC sign with gooseneck lamps on the rear (south) elevation without HPC approval. The applicants previously received approval from the HPC for the sign post in the front yard and that currently does have a sign (not shown in photos).

The Notice of Violation (NOV) from the Department of Permitting Services' inspector is in Circle 56

The applicants came to the HPC in December 2009. At that time, the Commission recommended that the applicants continue the application and come back with a proposal for ground level signage. The transcript is in Circles 25-49. The previous proposal is in Circles 50-55. Photos of existing conditions are in Circles 20-24 and 59-65.

PROPOSAL

The applicants are proposing:

- 1) to remove all of the existing illuminated box signs
- 2) to install a 4' tall, 1' thick, and 11' 7" wide brick wall in front of the building at the northeast corner of the property. The tenants for this building and the building behind this building will be identified with name plates to match the existing sign wall on the adjacent property (see Circle 2'). The wall will be lit with ground lighting. One bush will be relocated and another trimmed to accommodate the wall in this location.
- 3) to install one 2' x 8' sign above the front door on the north elevation. The sign will be 3/4" thick wood veneer on MDO plywood. The applicants are proposing to install a synthetic balustrade above the front portico where the sign will be located.
- 4) the existing PVC sign and two gooseneck lights will remain on the rear (south) elevation (circle 14/20).

The Sandy Spring-Ashton Rural Preservation Consortium will be submitting a letter prior to the HPC meeting.

APPLICABLE GUIDELINES

When reviewing alterations and new construction within the Sandy Spring Historic District several documents are to be utilized as guidelines to assist the Commission in developing their decision. These documents include *Montgomery County Code Chapter 24A* (Chapter 24A) and the Secretary of the Interior's Standards for Rehabilitation (Standards). 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 insure conformity with the purposes and requirements of this chapter, if it finds that:
 - The proposal will not substantially alter the exterior features of an historic site or historic resource within an historic district; or
 The proposal is compatible in character and nature with the historical, archeological,
 - (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 one period or architectural style.
- (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. 17559.)

Secretary of the Interior's Standards for Rehabilitation:

Standard #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.

STAFF DISCUSSION

The Design Guidelines for Historic Sites and Districts in Montgomery County, Maryland state:

A new sign should be compatible with the building to which it is attached.

- 15.2 Signs should be subordinate to the overall building and its site.
- · Scale signs to fit with the facade of the building.
- 15.3 A sign should be in character with the materials, color and detail of the building or site.
- Simple letter styles and graphic designs are encouraged.
- 15.4 Use indirect lighting on signage.
- Direct lighting at signage from an external, shielded lamp.
- A warm light, similar to daylight, is appropriate.
- Strobe lighting and internal illumination is inappropriate.
- 15.5 Avoid damaging or obscuring architectural details or features when installing signs.
- Minimize the number of anchor points when feasible
- Mount signage to fit within existing architectural features.

The National Park Service's Preservation Brief #25 on signs states:

New Signs and Historic Buildings

The following points should be considered when designing and constructing new signs for historic buildings:

• signs should be viewed as part of an overall graphics system for the building. They do not have to do all the "work" by themselves. The building's form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.

- new signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs. sign placement is important: new signs should not obscure significant features of the historic building. (Signs above a storefront should fit within the historic signboard, for example.)
- new signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
- sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.
- new signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and signloads should be properly calculated and distributed.

The Department of Permitting Services (DPS) provided information to staff about the number of signs allowed on this building. According to DPS, this building can have one sign per customer/public entrance and the sign must be located on the same building elevation as the entrance and must face either a street or parking area. There are entrances on the front, rear, and right (west) sides of this building. It is not clear if the west side door is used by the public/customers.

The applicants are proposing to remove the illuminated box signs which are inappropriate and incompatible for this building. Staff and the Commission recognize the need for visible signage for the primary business in this building (emergency medical clinic) and have tried to balance the applicants' visibility needs with the guidelines for signage on historic buildings and in historic districts. Ground signage is the best solution for signage in historic districts as it has the least amount of impact on the historic building and still provides visibility and identification for the business.

The applicants proposal for one brick wall with attached name plates for the tenants is a reasonable solution. However, staff has two main concerns about the wall as proposed. One is the size—the applicants are proposing tenant name plates for the businesses in this building as well as with a separate building located behind this one. Staff proposes that the width of the wall be reduced to accommodate the name plates for only the tenants in this building (at the time of the staff report, staff finds there are two tenants). Therefore, the wall's overall width would be reduced substantially to fit just two name plates. The other concern is with the proposed name plates. The material should be more appropriate than the plastic that is used on the other wall and staff recommends brass, bronze, brushed steel or brushed copper. The wall will be ground lit which is an appropriate and recommended solution for lighting the signs.

Staff recommends that the proposed sign and synthetic balustrade above the front entry not be approved. These would be very visible and incompatible alterations to the front of the building. There is an existing, approved sign post in the front yard which identifies the primary tenant, and the applicants could put a spot light on that sign for increased visibility. However, if more tenant identification was needed, the HPC might consider a small brass or wood sign on either side of the front door similar to the one on the back of the building (see photo in Circles 20/233 ion).

Staff has not recommended that the sign on the rear elevation be replaced. While staff would prefer that the rear/south sign be wood or metal and not PVC, the existing sign is relatively small, it is very thin so it almost appears to be a metal sign, is located above the basement level on the rear elevation, and it has the least amount of impact on the building and the historic district.

The modern illuminated sign boxes that were installed are inappropriate and incompatible with the historic building and historic district. Staff is recommending approval of the HAWP application with four conditions.

STAFF RECOMMENDATION

Staff recommends that the Commission approve the HAWP application with the conditions listed on page one as being consistent with Chapter 24A-8(b)(1) & (2);

and with the Secretary of the Interior's Standards for Rehabilitation;

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 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 anne.fothergill@mncppc-mc.org to schedule a follow-up site visit.

MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 900 Olney-Sandy Spring Road, Sandy Spring Meeting Date: 12/2/09

Resource: Outstanding Resource Report Date: 11/25/09

Sandy Spring Historic District

Applicant: Stabler 1848 LLC (Matt Bonifant, Agent) Public Notice: 11/18/09

Review: HAWP Tax Credit: None

Case Number: 28/11-09B RETROACTIVE Staff: Anne Fothergill

Proposal: Signage and lighting installation

STAFF RECOMMENDATION

Staff recommends that the HPC approve this application with the following conditions:

1. All signs and lighting currently on the building must be removed except for the existing sign on the rear (south) elevation.

- 2. Wood veneer on plywood is not approved for any of the new signs; the new signs must be solid wood or metal. Final material selection to be reviewed and approved by staff prior to installation.
- 3. The 2' x 8' sign over the front door is not approved.
- 4. The sign on the east elevation is not approved.
- 5. The sign on the west elevation is approved only if there is a customer entrance on the west side.
- 6. The applicants may install a wood or metal sign not to exceed 18" x 24" next to the front door; final sign design and location must be approved by staff prior to installation.
- 7. All signs will be attached into the mortar and not into the bricks.

PROPERTY DESCRIPTION

SIGNIFICANCE: Outstanding Resource within the Sandy Spring Historic District

STYLE: Colonial Revival

DATE: c. 1904

Established in 1848, the Montgomery Mutual Fire Insurance Company was the earliest insurance company in Montgomery County. The 1904 building housed the company before new quarters were built on Meetinghouse Road. There have been two additions to the building on the south and east sides. A photo of the building dated 1928 is in Circle 32.

BACKGROUND

The applicants installed three illuminated box signs on the front (north), left (east), and right (west) elevations, one hanging box sign at the front entrance, and one flat PVC sign with gooseneck lamps on the rear (south) elevation without HPC approval. The applicants previously received approval from the HPC for the sign post in the front yard and that currently does have a sign (not shown in photos).

The Notice of Violation (NOV) from the Department of Permitting Services' inspector is in Circle

72

The NOV requires the applicants to remove the signage. At the time of the staff report the signs had not been removed from the building.

PROPOSAL

The applicants are proposing to remove all of the existing illuminated box signs. The existing sign at the rear entrance will remain.

The applicants propose to install the following signs which are all ¾" thick wood veneer on MDO plywood:

1 & 2) Front (north) elevation (circle 10): one 3' x 5' sign at far left between the 1st and 2nd flo and one 2' x 8' sign hanging at the front entrance with two gooseneck lamps above each sign
Left (east) side elevation (circle $\underline{\hspace{1cm}}$): one 3' x 5'sign sign at the far left between the 1 and 2^{nd} floor with two gooseneck lamps above the sign
4) Right (west) side elevation (circle 12): one 3' x 5'sign between the 1st and 2nd floor with two gooseneck lamps above the sign
The applicants propose that the existing PVC sign (sign # 5) and two gooseneck lights remain on the resolution (circle).

The Sandy Spring-Ashton Rural Preservation Consortium has concerns about signage on this building and will be submitting a letter prior to the HPC meeting.

APPLICABLE GUIDELINES

When reviewing alterations and new construction within the Sandy Spring Historic District several documents are to be utilized as guidelines to assist the Commission in developing their decision. These documents include *Montgomery County Code Chapter 24A* (Chapter 24A) and the Secretary of the Interior's Standards for Rehabilitation (Standards). The pertinent information in these documents is outlined below.

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- (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 one period or architectural style.
- (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:

Standard #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.

STAFF DISCUSSION

The Design Guidelines for Historic Sites and Districts in Montgomery County, Maryland state:

A new sign should be compatible with the building to which it is attached.

- 15.2 Signs should be subordinate to the overall building and its site.
- Scale signs to fit with the facade of the building.
- 15.3 A sign should be in character with the materials, color and detail of the building or site.
- Simple letter styles and graphic designs are encouraged.
- 15.4 Use indirect lighting on signage.
- Direct lighting at signage from an external, shielded lamp.
- A warm light, similar to daylight, is appropriate.
- Strobe lighting and internal illumination is inappropriate.
- 15.5 Avoid damaging or obscuring architectural details or features when installing signs.
- Minimize the number of anchor points when feasible
- Mount signage to fit within existing architectural features.

The National Park Service's Preservation Brief #25 on signs states:

New Signs and Historic Buildings

The following points should be considered when designing and constructing new signs for historic buildings:

- signs should be viewed as part of an overall graphics system for the building. They do not have to do all the "work" by themselves. The building's form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- new signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- sign placement is important: new signs should not obscure significant features of the historic building. (Signs above a storefront should fit within the historic signboard, for example.)
- new signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
- sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.
- new signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and signloads should be properly calculated and distributed.

Staff reviews a retroactive application as if it is a proposal, not work that has already been completed. The County's Notice of Violation, which was issued when the County realized these signs had been installed without a Historic Area Work Permit or a Sign Permit, required the applicants to remove the signage but at the time of the staff report the signs had not been removed. After discussion with staff, the applicants are proposing to remove the illuminated box signs and install four new signs in the same general locations for a total of five signs on the building and one sign in the yard.

Staff recognizes the need for visible signage for the primary business in this building (emergency medical clinic) and that many people looking for the business may be in cars and not on foot and that may have an impact on the size and location of the proposed signs. However, it is important that any signs on this building be appropriate and compatible in material, design, style, location, and overall number of signs. In this review, staff has tried to balance the applicants' visibility needs with the guidelines for signage on historic buildings in historic districts.

The Department of Permitting Services (DPS) provided information to staff about the number of signs allowed on this building. According to DPS, this building can have one sign per customer/public entrance and the sign must be located on the same building elevation as the entrance and must face either a street or parking area. There are entrances on the front, rear, and right (west) sides of this building. It is not clear if the west side door is used by the public/customers. DPS indicated to the applicant that they might get a variance if the HPC approved additional signs.

Staff recommends that the applicants install solid wood or metal signs on the building instead of the proposed wood veneer on plywood. Staff has not seen the material but the applicants will bring a sample to the HPC meeting and perhaps the Commission will find the material approvable in locations that are above the first floor and cannot be seen up close and touched.

Staff encouraged the applicants to consider free-standing wood or metal signs in the front and side yards. This is the best solution for signage in historic districts as it has the least amount of impact on the historic building and still provides visibility and identification for the business. There is an existing sign post that has an approved sign hanging from it, and the applicants could put a spot light on that sign for more visibility.

Staff does not support the proposed sign on the left (east) side for a number of reasons. Because it is set back, the sign on the north side will be visible when approaching from the east. Additionally, it should be noted that the proposed east side sign is actually for the secondary tenant, which appears to not be an all-hours business. There is no entrance on this side of the building and staff would not support a variance for a sign on this side. Additionally, if the aforementioned west side door is not used for public use, staff would not support a variance to allow a sign on that side.

Staff recommends that the existing sign at the front entry be removed and the proposed sign not be approved, which would allow the insurance company engraved sign band to be visible. The proposed hanging sign obscures the sign band as well as the transom above the front door. One possible solution to identify the front entrance would be a small sign (18" x 24" maximum) on either side of the front door. While this would increase the number of signs to two on the front elevation, it would be more compatible and the HPC may support it. If the HPC supports the additional small, wall-mounted sign, staff could work with the applicants and DPS on the sign permit variance.

Staff has not recommended that the sign on the rear elevation be replaced. While staff would prefer that the rear/south sign be wood or metal and not PVC, the existing sign is relatively small, it is very thin so it almost appears to be a metal sign, is located above the basement level on the rear elevation, and it has the least amount of impact on the building and the historic district.

The modern illuminated sign boxes that were installed are inappropriate and incompatible with the historic building and historic district. Staff appreciates the applicants' efforts to work with staff and propose signage that is more appropriate for this building. Staff recommends reducing the number of signs and using a more compatible sign material to make this application approvable while allowing the businesses to get the visibility they need.

Staff is recommending approval of the HAWP application with seven conditions.

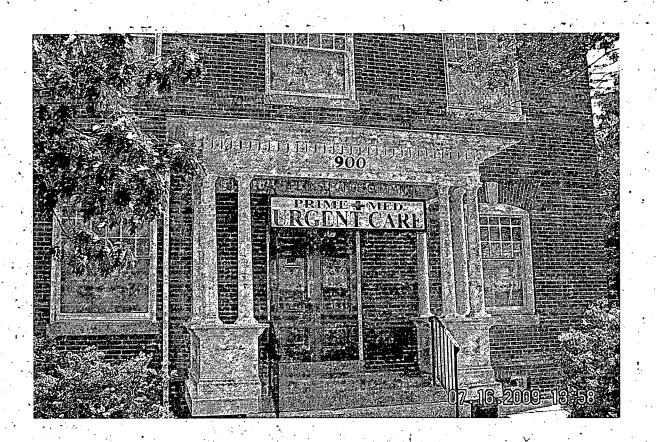
STAFF RECOMMENDATION

Staff recommends that the Commission approve the HAWP application with the conditions listed on page one as being consistent with Chapter 24A-8(b)(1) & (2);

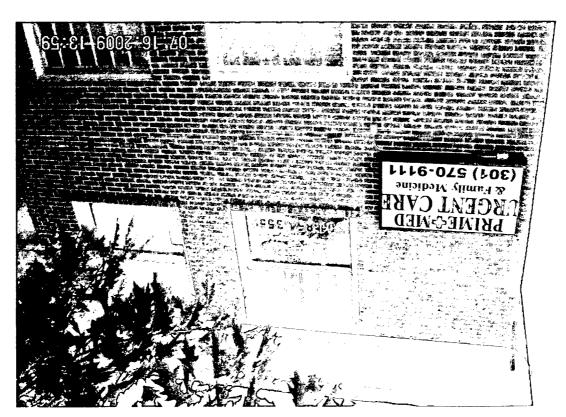
and with the Secretary of the Interior's Standards for Rehabilitation;

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 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 anne.fothergill@mncppc-mc.org to schedule a follow-up site visit.

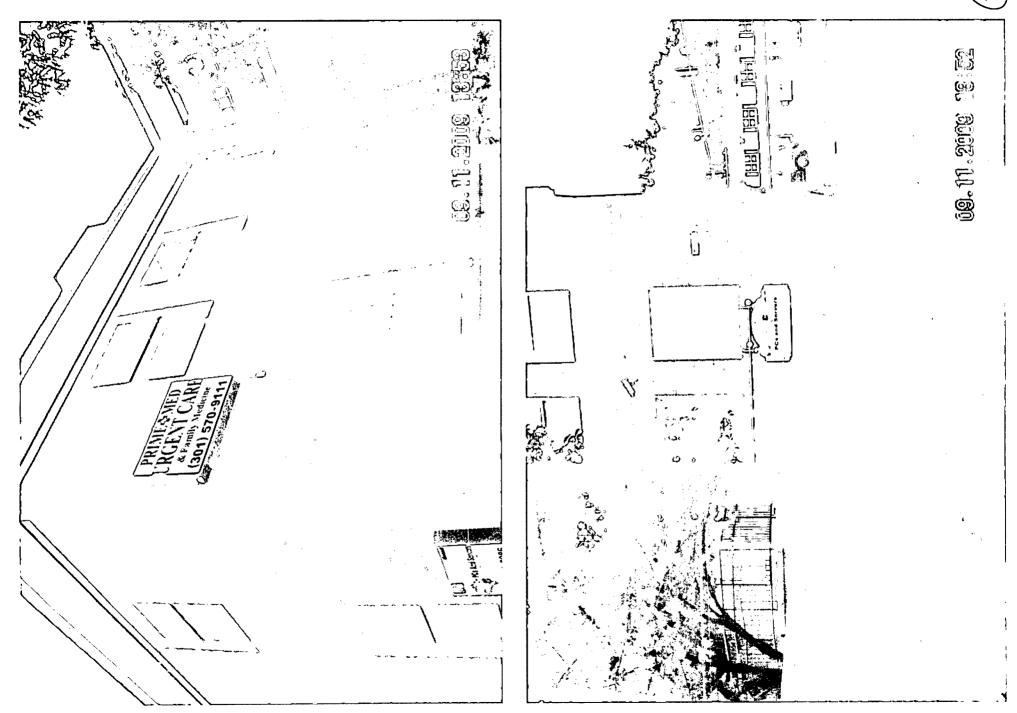












#6. Tree Survey

Tree #1

25' H, 8" D, Oak Tree on the far east of the north side of the building

Tree #2

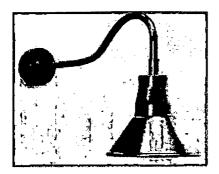
15' H, 8" D, Oak Tree center of the north side of the building

Tree #3

30' H, 10" D, Oak Tree far west of the north side of the building

^{*}None of these trees will be affected by the installation of the new signs but were cataloged nonetheless.

Love It Lighting



Product: Illustrated Fixture 21/857 OS

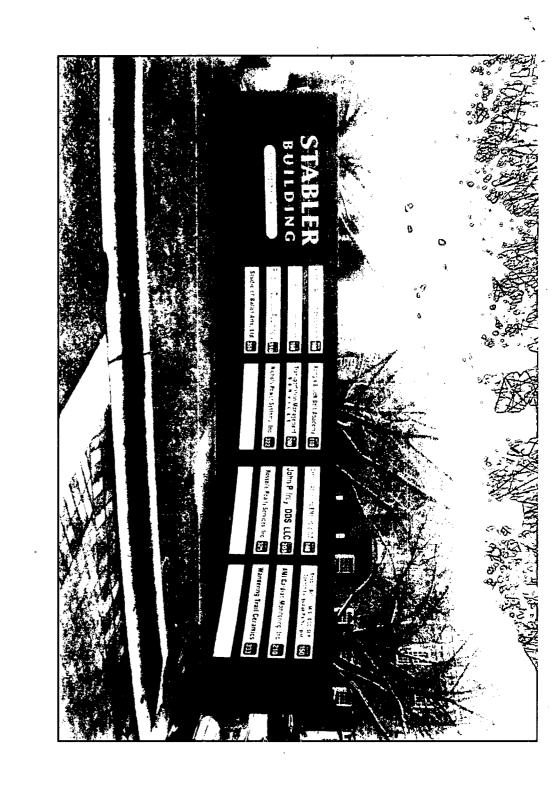
Description: Outdoor All Aluminum Gooseneck Lighting Down Reflector Shade on a Gooseneck Wall Bracket, OAD Height 17" Extension 27", Maximum Wattage 1/200

Finish: Black

Head: 9 1/2 Diameter Down Reflector, 11 Ht. 1/200 Watts

Mount: Gooseneck wall Bracket, Extends 22" Height 6", 90 Degree bend. Cast Canopy

for 4" Octagonal Box



Subject:

FW: HPC hearing

----Original Message----

From: Roy Glixon (SDS) [mailto:rglixon@synergetic.us]

Sent: Monday, December 14, 2009 3:49 PM

To: Fothergill, Anne Subject: FW: HPC hearing

Hi Anne,

Michelle Layton was nice enough to forward me information about the sign review process at "900 Olney Sandy Spring Rd" in Sand Spring.

As a tenant in the building, I have not been part of the 'process" with respect to the view. We are the small computer store in the back named "PCs and Servers". We have no signage facing Route 108 but were instructed by our landlord to install 2 signs; one above the door and a sign on the east side of the build.

I do understand and appreciate that the sign above our door appears to be on its way to the approval process.

Regarding a potential replacement of our small sign facing east, a lot of big decisions will affect our small business.

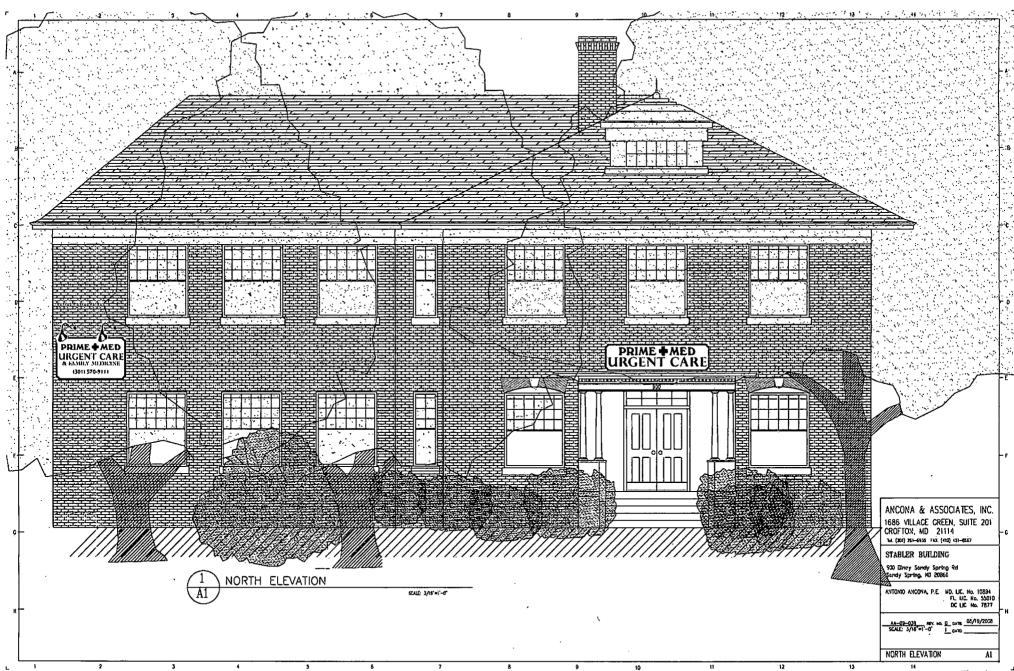
We have been in this location for almost 2 years. Although our sign is lit, it is facing a side street and is small. It has not been a bother for anyone until the medical practice erected larger lit signs which face Route 108. I feel caught in the cross-fire; if they hadn't done so, we problem would continue to enjoy our small lit sign without disturbing our neighbors.

I do know that if sign changes are to be made, that I will have to brunt the cost of these changes as I have with the 2 existing signs which were installed.

If there is any-way that you could see clear to let us keep our sign, perhaps under a grandfather or that it does not face 108, I would appreciate your consideration.

It has been very difficult for us to be in this business complex; with no signage possible on Route 108, improvement to business has been a burden; we are fighting for our survival.

roy



revision I



Sandy Spring-Ashton Rural Preservation Consortium

We are pro-Master Plan, not anti-development

MCCF Community Hero Award, January 2009

www.ssarpc.org ~~ SSARPC, Post Office Box 518, Ashton, MD 20861

December 2, 2009

Montgomery County Historic Preservation Commission 8787 Georgia Avenue Silver Spring, Maryland 20910

Dear Historic Preservation Commission,

We are writing on behalf of the Sandy Spring-Ashton Rural Preservation Consortium (SSARPC). As our name implies, the SSARPC's mission is to support development in Ashton and Sandy Spring that conforms to the 1998 Ashton/Sandy Spring Master Plan, in order to preserve the historic rural villages that are Sandy Spring and Ashton.

For the most part, the SSARPC is in agreement with most of the conditions given by the Historic Preservation Staff in the matter of I-D 900 Sandy Spring Road. We agree that the sign on the south side should remain, while the sign on the east side should be removed. If in fact the door on the west side of the building is a customer entrance, then the SSARPC has no problem with a sign on that side of the building. To date, there are trees blocking the walkway and no indication that it is a public entrance. Perhaps a smaller sign closer to the door might direct customers to that entrance.

It is mostly the north side of the building with which we take some issue. The original proposal by the applicant asks that there be two signs on the front of the building. One attached to the wall, while another hung below the frame of the portico. (Circle 10) A newer plan, received November 30, 2009, shows the portico sign placed on top of the building. We believe that one sign hanging from the portico entrance to the Prime Med Urgent Care business should remain and the sign attached to the building should be removed.

One might say that since the photo of the Insurance building in 1928 (Circle 32) shows the sign at the top of the portico, there is historical precedent for placement there. We believe that in 1928 the sole use of the building was the Insurance Company. In 2009, there are multiple uses for this property providing various service and office spaces. A sign at the top of the portico might lead one to believe that the entire building is for the Prime Med Urgent Care tenant rather than the entryway for one particular business.

If, however, the HPC sees that the sign can remain on top, we feel that it should be a nicely designed sign of painted solid wood with some kind of border relief or a metal sign, which should be framed by a wrought iron decorative frame more reminiscent of historic signage. It should look handcrafted. Additionally we would like to see it smaller.

The applicant already has an approval for a freestanding sign. A sign using removable slats, perhaps hanging and lit, should be used and placed at the front of the building.

This would make it easy to change as tenants change, would give the tenant business in the back some exposure and would maintain the look of a historic district building rather that a historic building with multiple signs attached to it.

To date, the front of the building has been cleared so that the <u>post sign is quite visible from the</u> road, even at night. Lighting on the freestanding sign could further enhance visibility.

Alternatively, another approach would be to replicate the design of the sign used for the Montgomery Mutual building (behind the property), This would provide consistency in signage for the office spaces and service providers in the two buildings, creating a campus feel in the historic and rural district.

The SSARPC appreciates Staff's review of the signage for this property and hopes that the HPC considers our recommendations when making its decision in this matter.

Sincerely,

Michelle Layton and Donna Selden Co-chairs Sandy Spring Ashton Rural Preservation Consortium November 30, 2009

Members of the Historic Preservation Commission 8787 Georgia Avenue Silver Spring, MD 20910

Dr. Neil Budhrani PrimeMed Urgent Care Systems, LLC 900 Olney-Sandy Spring Road Sandy Spring, MD 20860

Re: Building Signage

Dear Members-

I am writing to you as a tenant of the old Montgomery Mutual building and as a small business owner. I have been in my current location at 900 Olney-Sandy Spring Road for about 6 months now and can say, without a doubt, that the signs on and around the building are my most powerful and effective advertising tool. Given that we are an Urgent Care Center providing a service to the community in a very busy flu season, these signs have assisted our patients in locating us very easily. I understand the importance of adhering to some design regulations, but street visibility of the current signs that as they are installed has been a significant help in maintaining my practice in Sandy Spring.

I also understand that the county code for signs allows for only one sign per wall so long as it has a public entrance on it. Please let this serve as my formal notice that indeed the entrance on the west side of the building, closest to the parking lot, is a public entrance and exit and used often by my patients.

If you have any questions or comments please feel free to contact my office.

M

Sincerely,

Dr. Neil Budhrani

November 30, 2009

Members of the Historic Preservation Commission 8787 Georgia Avenue Silver Spring, MD 20910

Dr. Neil Budhrani.
PrintcMed Urgent Care Systems, LLC 900 Olney-Sandy Spring Road Sandy Spring, MD 20860

Rc. Building Signage

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Dr. Neil Bud	Ihrani			
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Sincerely,				
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Subject:

FW: signs

From: Waterstreet, Roger [mailto:Roger.Waterstreet@montgomerycountymd.gov]

Sent: Friday, October 30, 2009 12:34 PM

To: Fothergill, Anne **Subject:** RE: signs

Anne,

Thanks for your message. I have spoken to Matt. The sign regulations allow one wall for each customer/public entrance. The wall sign must be located on the same building elevation as the entrance and must face either a street or parking area. The sign area allowance is based on the width of the <u>building frontage</u> (building elevation which has customer entrance and faces either street or parking area). Two square feet of sign area is allowed for each linear foot of building frontage. Example, a building frontage of 20 linear feet would allow a wall sign up to 40 square feet in area. A maximum height (measured ground to top of sign) of 26 feet is allowed.

Roger Waterstreet
Department of Permitting Services
240-777-6254

From:

Matthew Bonifant [MBonifant@NicholsContracting.com]

Sent:

Thursday, September 24, 2009 11:40 AM

To:

Fothergill, Anne

Subject:

RE: signage application

Yes. The postponement seems like the best way to go.

Thanks.

Matt

240-372-0853

From: Fothergill, Anne [mailto:Anne.Fothergill@mncppc-mc.org]

Sent: Thursday, September 24, 2009 11:23 AM

To: Matthew Bonifant

Subject: signage application

Hi Matt,

Please reply to this to confirm that we will postpone the HPC's review of this application until October 28, 2009. I will work on forwarding you some sign companies that may be helpful. thanks, Anne

Anne Fothergill
Planner Coordinator
Historic Preservation Section
Urban Design and Preservation Division
Montgomery County Planning Department
The Maryland-National Capital Park and Planning Commission
1109 Spring Street, Suite 801
Silver Spring, MD 20910
301-563-3400 phone
301-563-3412 fax

http://www.montgomeryplanning.org/historic

From:

Fothergill, Anne

Sent:

Tuesday, September 15, 2009 8:19 AM

To:

'Ryan Fuller'

Subject:

RE: 900 Olney-Sandy Spring Road

Hi Ryan (and Matt),

As we discussed this morning, the Historic Preservation Commission (HPC) generally does not support modern box signs on historic buildings like the one at 900 Olney-Sandy Spring Road. What they have supported in the past are signs made of an appropriate and compatible material in various locations including free-standing in the lawn, on sign posts (like the one that was approved for this property a few years ago that currently does not have a sign hanging from it), hanging from brackets attached to the building, and wall-mounted to the façade of the building—all with lighting if desired by the applicants.

Below are 6 things for your review and consideration, and following that is some specific guidance on your signage.

- 1) The Sandy Spring Ashton Rural Preservation Consortium recommended that you look at this web site for ideas: http://www.hooksandlattice.com/custom-blade-sign-brackets.html.
 - 2) See "Encouraged Signs" and also note the technical guidance on how to install a sign on a brick building and what to avoid doing:

http://www.barracksrow.org/public/MainStreetCommittees/PDF docs/signguide.pdf

- 3) Pasted below is a photo of a large flat wood sign with lighting.
- 4) This site has some helpful images of dos and don'ts: http://www.bennington.com/HPC/pdfs/Time and Place/business signage.pdf
- 5) The Montgomery County design guidelines state:

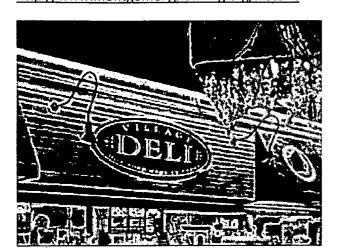
A new sign should be compatible with the building to which it is attached.

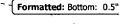
- 15.2 Signs should be subordinate to the overall building and its site.
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- Strobe lighting and internal illumination is inappropriate.
- 15.5 Avoid damaging or obscuring architectural details or features when installing signs.
- Minimize the number of anchor points when feasible
- Mount signage to fit within existing architectural features.

http://www.montgomeryplanning.org/viewer.shtm#http://www.montgomeryplanning.org/historic/documents/03 Rehabilitation low.pdf

6) The National Park Service's Preservation Brief #25 with guidance on signs states:

Montgomery County Planning Department
The Maryland-National Capital Park and Planning Commission
1109 Spring Street, Suite 801
Silver Spring, MD 20910
301-563-3400 phone
301-563-3412 fax
http://www.montgomeryplanning.org/historic







Sandy Spring-Ashton Rural Preservation Consortium

We are pro-Master Plan, not anti-development

MCCF Community Hero Award, January 2009

www.ssarpc.org ~~ SSARPC, Post Office Box 518, Ashton, MD 20861

September 10, 2009

David Rotenstein, Chairman Historic Preservation Commission 8787 Georgia Avenue Silver Spring, MD 20910

Dear Mr. Rotenstein,

We are writing to express our concern regarding the electrical signage on the north, east and west sides of the old Montgomery Mutual Insurance building in the Historic District of Sandy Spring. Since the building is clearly within the boundaries of the Historic District, it would seem that any signage should reflect the nature of the historic district. Currently, there are 4 signs attached to the building via electrical lines and, in our opinion, do not conform to appropriate signage reflective of a rural, historic area, nor are they distinctive of the type of signs that would have been present when the building was used as the headquarters for the Insurance Company before the turn of the century. There is also one sign hung on the building in the back that may or may not conform depending on Historical Preservation requirements.

The Sandy Spring/Ashton Master Plan and the Rural Village Overlay Zone consistently speak of rural village character and rural village setting. It is the belief of the Sandy Spring Ashton Rural Preservation Consortium (SSARPC) that these electrical signs do not reflect the intent of the Master Plan and the Rural Village Overlay Zone to establish and maintain the rural character of the area, especially the Historic District.

Additionally, the Sandy Spring Museum and the Sandy Spring Civic Association are currently working on designing signage for the village center. It would be wonderful if there were some consistency in the signage so that the small town of Sandy Spring can maintain its quaint rural nature.

While we would not be so presumptuous as to impose designs on fixtures for buildings we do not own, perhaps the owners could consider attractive, decorative blade-sign brackets, signs illuminated, if at all, by gooseneck light fixtures like those depicted at the following website: http://www.hooksandlattice.com/custom-blade-sign-brackets.html.

Please ask the businesses that have placed their signs on this historic building to remove them and replace them with those appropriate to a rural, historic village or ones that might be consistent with the ones currently being designed. Thank you.

Sincerely,
Michelle Layton
Donna Selden
Co-chairs, Sandy Spring Ashton Rural Preservation Consortium



#5. Photographs

