

37/3-00G 7320 Carroll Avenue ^m
(Takoma Park Historic District)













CASE WITHDRAWN

BY APPLICANT.

WAITING FOR

SIGN

ORDINANCE.

III-C

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 7320 Carroll Avenue, Takoma Park	Meeting Date: 03/08/00
Resource: Contributing Resource Takoma Park Historic District	Report Date: 03/01/00
Review: HAWP	Public Notice: 02/23/00
Case Number: 37/03-2000G	Tax Credit: No
Applicant: Yevette Cashwell (Renee Yates, Agent)	Staff: Michele Naru
PROPOSAL: Install new illuminated sign	RECOMMEND: Approval w/cond.

PROJECT DESCRIPTION

SIGNIFICANCE: Contributing Resource in Takoma Park Historic District.
STYLE: Art Deco/Commercial
DATE: c. 1920- 1940

This commercial business is located in the Takoma Park Historic District. This structure was designed in the Art Deco style. Notable details include the stepped roof parapet, lozenges and rectangular-shaped decorative motifs. The brick walls are laid up in stretcher bond.

PROPOSAL

The applicant proposes to fabricate and install a internally illuminated sign. The sign will be flush mounted into the brick facade.

The sign will be constructed of white plexi-glass with a cabinet and the 1-1/2" face molding painted dark bronze. The sign will measure 10' in length and 26" in height.

STAFF DISCUSSION

The Takoma Park Historic District was established in June of 1992 when the County Council adopted an Amendment to the *Montgomery County Master Plan for Historic Preservation*. The amendment included design standards for Takoma Old Town (#2592 and #2701) and Takoma Junction (#1985-30).

In 1999, the City of Takoma Park revised the existing facade ordinances, to update them with regard to the County's new sign ordinance, and to promote a single ordinance with an enhanced

review process for the two commercial areas.

The applicants existing sign proposal is problematic. The proposed sign does not meet the guidelines set forth in the Takoma Park Revised Facade Ordinance. The proposal does not comply in the following areas:

1. **Signs should be placed where they conceal the least amount of architectural detail.**

The applicant is proposing to install the 10' X 1'-2" sign on the front facade obstructing the view of the lozenge detail—a prominent design element that characterizes the site. Staff would encourage the applicant to explore placing a sign in the fascia of the cornice, hanging a non-illuminated sign from the ceiling of the entry, or installing signs into the three panels under the cornice. It is believed that originally the storefront sign was located in one of these three areas, evidenced by the existing “Gooseneck” lighting fixture mounted above the cornice detail.

2. **Signs must be compatible with or complementary to the character of the facade.**

Historically, signboards were located in the storefront’s fascia, pediment or display windows. Staff would encourage the applicant to look at these options when selecting a location for the sign placement.

3. **Exterior wall mounted signs may not be luminous but may be illuminated as described in Section H - Lighting.**

The proposed sign is internally illuminated. Staff would encourage the applicant to explore the use of “Gooseneck Lighting” which is already being used on this facade.

Staff would encourage the applicant to work with staff during the design process to formulate a more compatible solution to the applicant’s signage problem.

STAFF RECOMMENDATION

Staff recommends that the Commission *approve with conditions* the HAWP application as being consistent with Chapter 24A-8(b)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,

and with the Secretary of the Interior Guideline #5:

Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.

and with the conditions:

1. The existing sign design is not approved.
2. The applicant will work with staff to design a sign that will comply with the City of Takoma Park's Facade Ordinance. The revised plan will be brought back to the commission as a *continued HAWP*.

with the general condition that **the applicant shall present the 3 permit sets of drawings to HPC staff for review and stamping prior to submission for building permits**, and that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant will arrange for a field inspection by calling the DPS Field Services Office at (240) 777-6210 prior to commencement of work and not more than two weeks following completion of work.



RETURN TO: DEPARTMENT OF PERMITTING SERVICES
255 ROCKVILLE PIKE, 2nd FLOOR, ROCKVILLE, MD 20850
240/777-6370

DPS - #8

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR
HISTORIC AREA WORK PERMIT

Contact Person: Jevelle Cashwell
Daytime Phone No.: 301853 5100

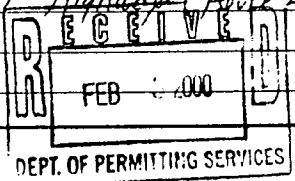
Tax Account No.: _____
Name of Property Owner: Renee A. Yates Daytime Phone No.: 202-723-7536
Address: 808 Dahlia Street, NW Washington, DC. 20012
Street Number City State Zip Code

Contractor: _____ Phone No.: _____

Contractor Registration No.: _____
* Agent for Owner: [Signature] Daytime Phone No.: 202-723-7536
301-853-5100

LOCATION OF BUILDING/PREMISE

House Number: 7320 CARROLL AVENUE Street: T
Town/City: TAKOMA PARK Nearest Cross Street: EASTWEST HIGHWAY (ROVER 410)
Lot: _____ Block: _____ Subdivision: _____
Liber: _____ Folio: _____ Parcel: _____



PART ONE: TYPE OF PERMIT ACTION AND USE

- 1A. CHECK ALL APPLICABLE:
- Construct
 - Extend
 - Alter/Renovate
 - Move
 - Install
 - Wreck/Raze
 - Revision
 - Repair
 - Revocable
- 1B. Construction cost estimate: \$ _____
- 1C. If this is a revision of a previously approved active permit, see Permit # _____

- CHECK ALL APPLICABLE:
- A/C
 - Slab
 - Room Addition
 - Porch
 - Deck
 - Shed
 - Solar
 - Fireplace
 - Woodburning Stove
 - Single Family
 - Fence/Wall (complete Section 4)
 - Other: Outside Business Name Signage

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

- 2A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____
- 2B. Type of water supply: 01 WSSC 02 Well 03 Other: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

- 3A. Height _____ feet _____ inches
- 3B. Indicate whether the fence or retaining wall is to be constructed on one of the following locations:
- On party line/property line
 - Entirely on land of owner
 - On public right of way/easement

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

[Signature]
Signature of owner or authorized agent

2/3/00
Date

Approved: _____ For Chairperson, Historic Preservation Commission

Disapproved: _____ Signature: _____ Date: _____

Application/Permit No.: 211210 Date Filed: 2/9/2000 Date Issued: _____

ADJACENT AND CONTIGUOUS OWNERS @ 7320 CARROLL AVE

1) KAPL W + G KESLER
6 LEE AVE
THOMAS PARK 20912

2) RONALD W. LENT

7325 CARROLL AVE
THOMAS PARK 20912

3) HELEN P. WAINING

7327 CARROLL AVE
THOMAS PARK 20912

4) CITY OF THOMAS PARK

7321 CARROLL AVE
THOMAS PARK 20912

5) SUMN D. PAPP

203

MANE CIRCLE

THOMAS PARK 20912

6) HEMKUND CORP

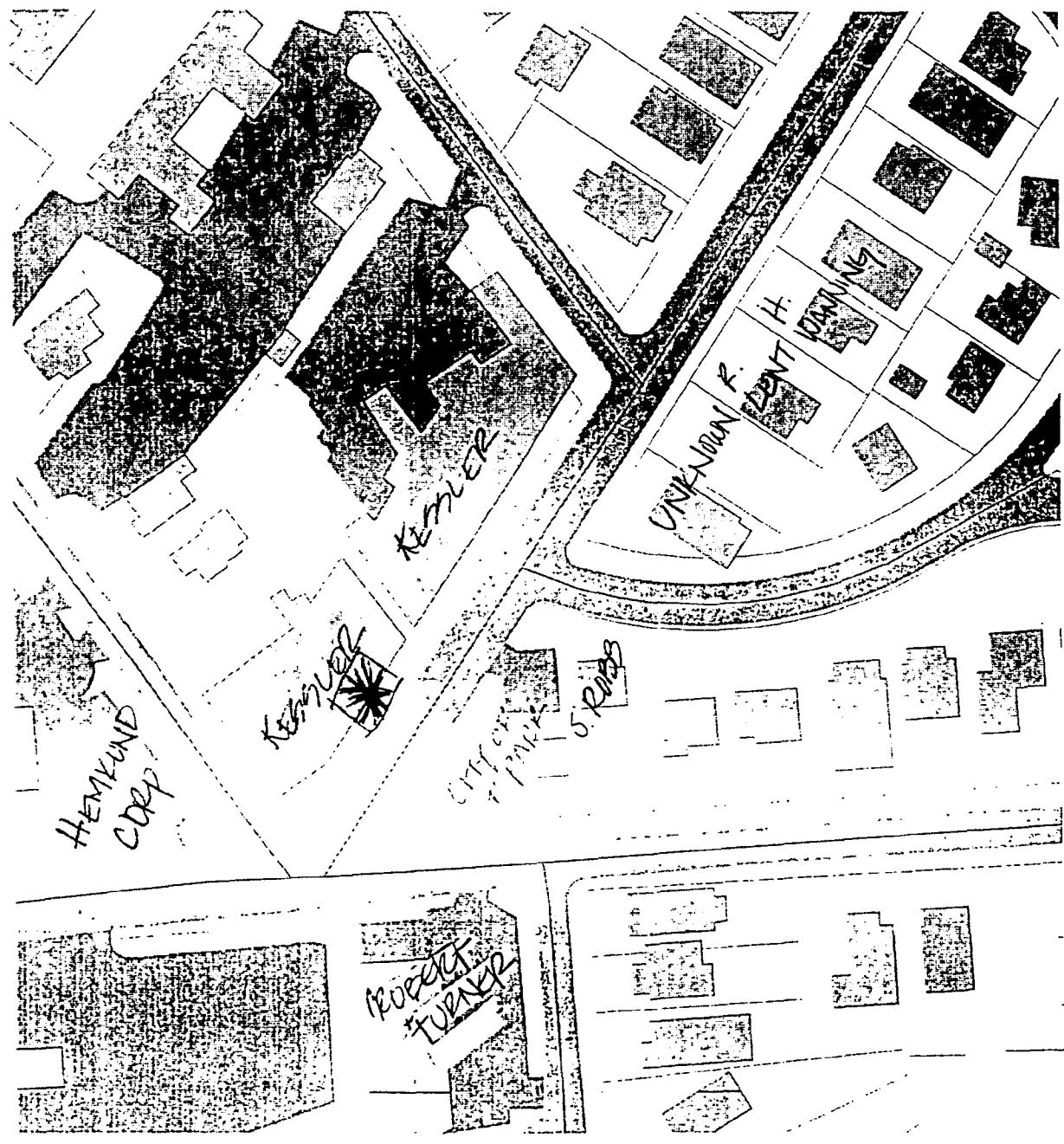
7222 CARROLL AVE

THOMAS PARK 20912



4) ROBERTA TURNER
201 ETHAN ALLEN AVE
TAKOMA PARK 20912

SIGN PROPOSAL FOR 7320 CARROLL AVE TAKOMA PARK HISTORIC DISTRICT



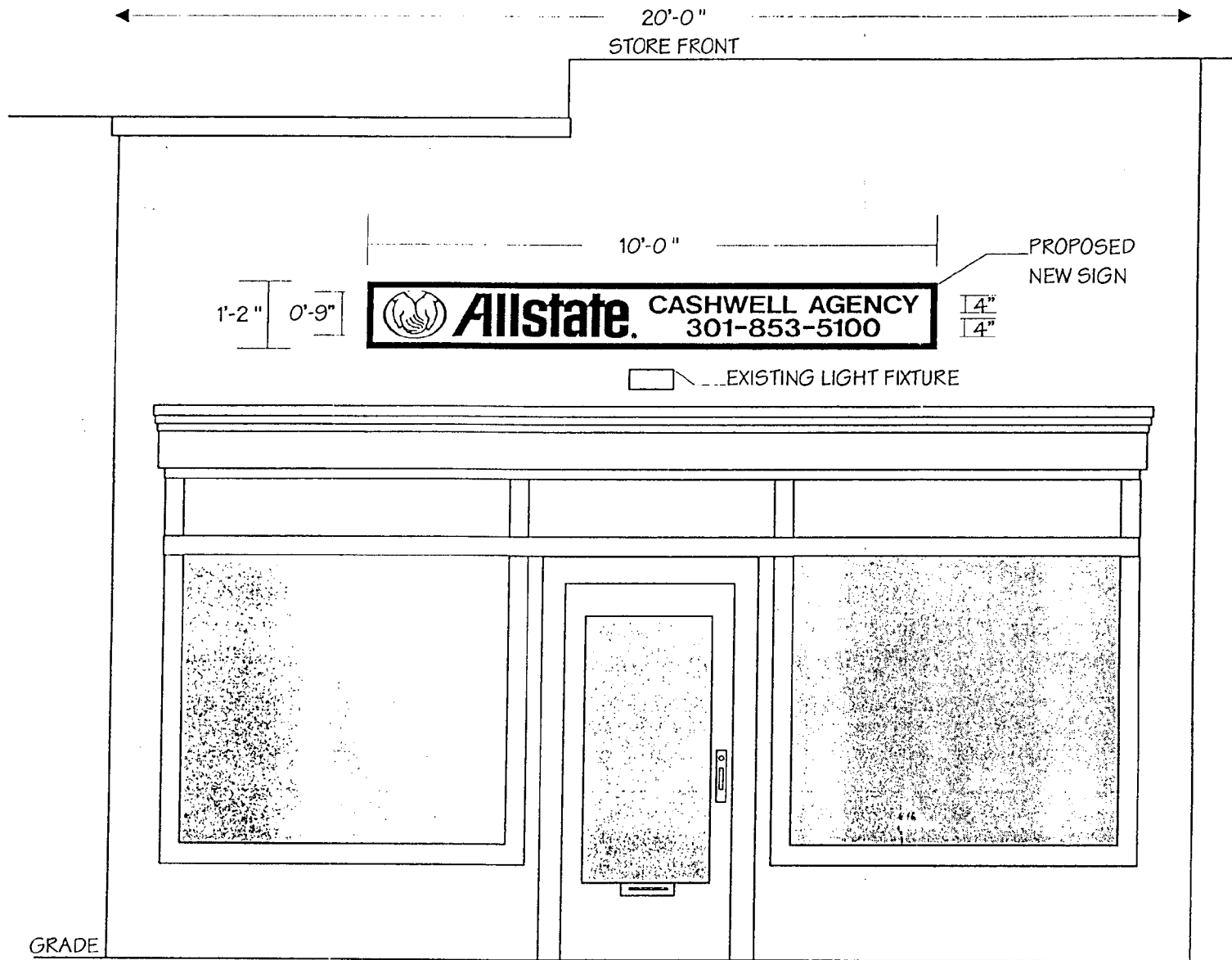
Casual User Application
 Notice: The planning, design, and construction of this project is the responsibility of the client. The City of Takoma Park is not responsible for the design, construction, or maintenance of this project. The City of Takoma Park is not responsible for the design, construction, or maintenance of this project. The City of Takoma Park is not responsible for the design, construction, or maintenance of this project.



Scale: 1" = 100'

Legend

- Street Centerline
- ▭ Building
- ▭ Bridge
- ▭ Parking Lot
- ▭ City Area
- ▭ Historic - Line
- Cultural
- ▭ Field Joint
- ▭ Park
- ▭ Park Path
- ▭ Path
- ▭ ROW
- ▭ Historic - Path
- ▭ Paved



FABRICATE & INSTALL 1 S/F INTERNALLY ILLUMINATED SIGN FLUSH MOUNTED TO BRICK FASCIA

-8" DEPTH ON CABINET

-WHITE PLEX FIELD

-TRANSLUCENT BLUE COPY TO MATCH 2114 BLUE

-CABINET & 1/2" FACE MOLDING PAINTED DARK BRONZE



Scale: 3/8"=1'-0"

Customer: ALLSTATE

Date: 12-28-99

7320 CARROLL AVENUE

WO#: 15771 C

TACOMA PARK, MARYLAND

Drawn by:

K. LEWIS

Sales Rep: V. CORBETT

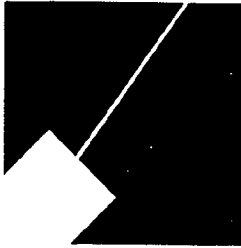
Revised:

8197 Euclid Court Manassas Park, Virginia (703)368-1986 All Rights Reserved

5



M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

FAX TRANSMITTAL SHEET

Historic Preservation Section
Department of Park & Planning

Telephone Number: (301) 563-3400

Fax Number: (301) 563-3412

TO: YEVETTE CASHWELL FAX NUMBER: 301-853-9711

FROM: MICHELE NARU

DATE: 2/29/00

NUMBER OF PAGES INCLUDING THIS TRANSMITTAL SHEET: 4

NOTE:

YEVETTE --- ATTACHED IS THE STAFF REPORT
I WOULD BE SUBMITTING TO THE COMMISSION
FOR YOUR PROPOSED SIGN. MY ADVISE WOULD BE
TO POSTPONE THIS HAWP TO OUR MARCH 22ND
MEETING TO GIVE US TIME TO WORK WITH
YOUR SIGN DESIGNER & THE ALLSTATE REPRESENTATIVE
TO GENERATE A DESIGN THAT WILL
COMPLY WITH TAKOMA PARK'S FACADE
ORDINANCE. I NEED TO HAVE A DECISION
TO PROCEED OR POSTPONE BEFORE 4PM. TODAY.

Allstate
You're in good hands.

5/22/00

FAXED
5/22/00

ATTN: Michelle NARU

301 563 3412

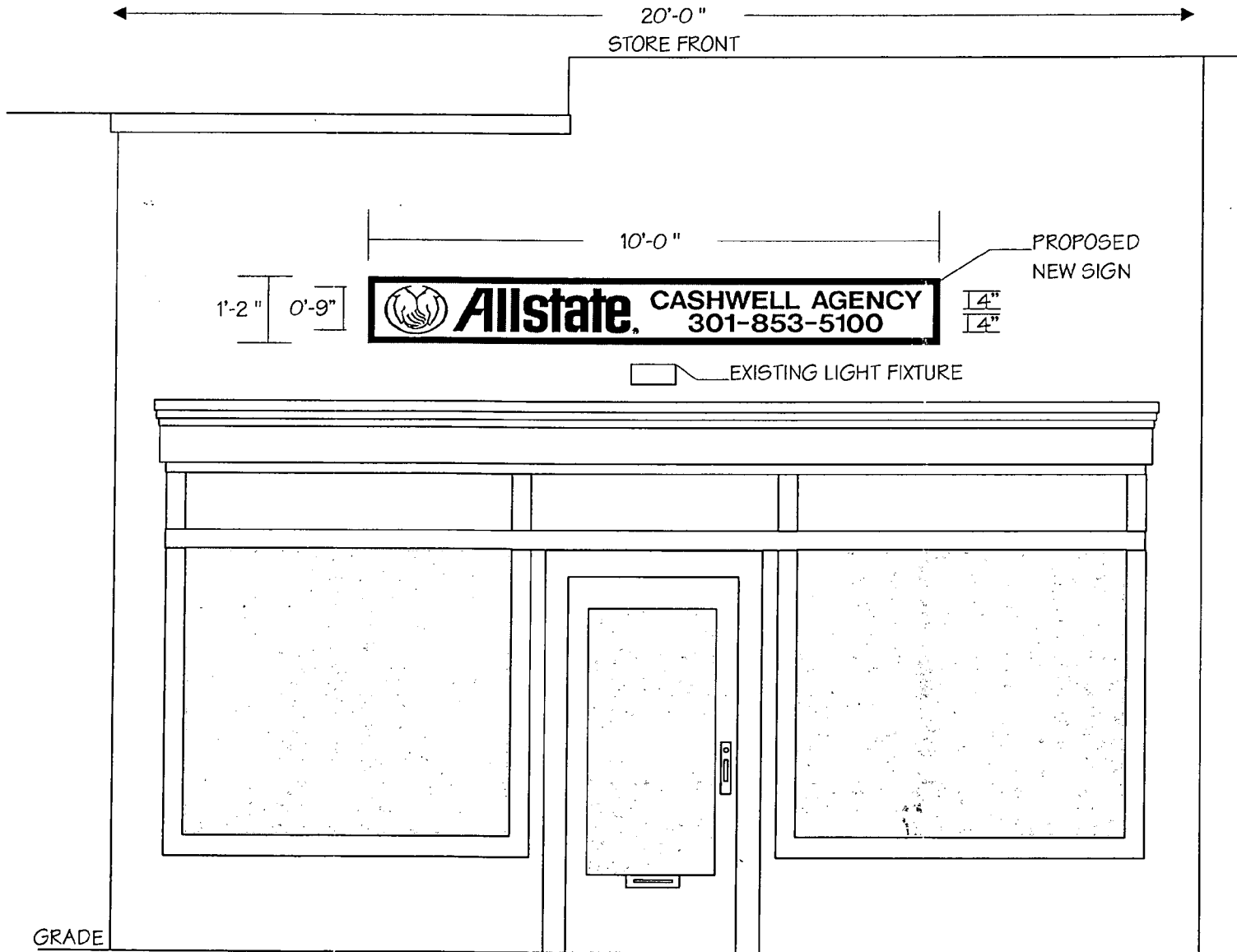
Dear Mrs NARU

As you suggested, I am writing this faxed document requesting postponement of my item on tonight's agenda as my sign designer has NOT provided alternative sign designs as yet.

I will get back in touch with you when it is propitious to move forward in this matter.

Thanks for your assistance!

Yvette Castwell
Exclusive Agent



FABRICATE & INSTALL 1 S/F INTERNALLY ILLUMINATED
SIGN FLUSH MOUNTED TO BRICK FASCIA
-8" DEPTH ON CABINET
-WHITE PLEX FIELD
-TRANSLUCENT BLUE COPY TO MATCH 2114 BLUE
-CABINET & 1/2" FACE MOLDING PAINTED DARK BRONZE



Scale: 3/8"=1'-0"	Customer: ALLSTATE	
Date: 12-28-99	7320 CARROLL AVENUE	
WO#: 15771 C	TACOMA PARK, MARYLAND	
Drawn by:		
K. LEWIS	Sales Rep: V. CORBETT	Revised:

SIGN PROPOSAL FOR 7320 CARROLL AVE TAKOMA PARK HISTORIC DISTRICT



Casual User Application

Notice:
The planimetric, property, and topographic information shown on this map is based on copyrighted Map Products from Montgomery County Department of Park and Planning of the Maryland-National Capital Park and Planning Commission, and may not be copied or reproduced without permission from MNCPPC.

Property lines are compiled by adjusting the property lines to topography created from aerial photography and should not be interpreted as actual field surveys. Planimetric features were compiled from 1:14400 scale aerial photography using stereo photogrammetric methods.

This map is created from a variety of data sources, and may not reflect the most current conditions in any one location and may not be completely accurate or up to date. All maps features are approximately within five feet of their true location. This map may not be the same as a map of the same area plotted at an earlier time as the data is continuously updated. Use of this map, other than for general planning purposes is not recommended.

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MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING
THE MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION
© T. Google/Avast - One Spring Street 2200-750



Scale: 1" = 100'

Legend

- Street Centerlines
- Buildings
- Bridges
- Parking Lots
- lots, drives
- Hydrology - Line
- Cultural
- field court
- pool
- Pavement Polygon
- pavement
- ROW
- Hydrology - Poly
- Parcels

ADJACENT AND CONFRONTING OWNERS
@ 7320 CARROLL AVE

1) KARL W + G KESSLER
6 LEE AVE
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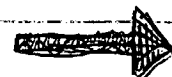
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203
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201 ETHAN ALLEN AVE

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RETURN TO: DEPARTMENT OF PERMITTING SERVICES
255 ROCKVILLE PIKE, 2nd FLOOR, ROCKVILLE, MD 20850
240/777-6370

DPS - #8

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301/563-3400

**APPLICATION FOR
HISTORIC AREA WORK PERMIT**

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Street Number City State Zip Code

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Contractor Registration No.: _____

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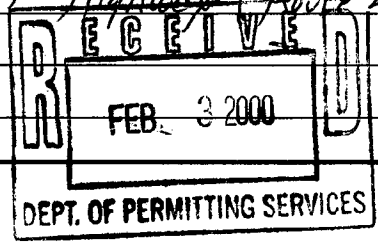
LOCATION OF BUILDING/PREMISE

House Number: 1320 CARROLL Avenue Street: T

Town/City: TAKOMA PARK Nearest Cross Street: EASTWEST Highway (Route 410)

Lot: _____ Block: _____ Subdivision: _____

Liber: _____ Folio: _____ Parcel: _____



PART ONE: TYPE OF PERMIT ACTION AND USE

- 1A. CHECK ALL APPLICABLE:
- Construct Extend Alter/Renovate A/C Slab Room Addition Porch Deck Shed
 - Move Install Wreck/Raze Solar Fireplace Woodburning Stove Single Family
 - Revision Repair Revocable Fence/Wall (complete Section 4) Other: Outside Business Name Signage
- 1B. Construction cost estimate: \$ _____
- 1C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

- 2A. Type of sewage disposal: 01 WSSC 02 Septic 03 Dther: _____
- 2B. Type of water supply: 01 WSSC 02 Well 03 Dther: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

- 3A. Height _____ feet _____ inches
- 3B. Indicate whether the fence or retaining wall is to be constructed on one of the following locations:
- On party line/property line
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 - On public right of way/easement

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

Signature of owner or authorized agent

2/3/00
Date

Approved: _____ For Chairperson, Historic Preservation Commission

Disapproved: _____ Signature: _____ Date: _____

Application/Permit No.: 211210 Date Filed: 2/9/2000 Date Issued: _____

**THE FOLLOWING ITEMS MUST BE COMPLETED AND THE
REQUIRED DOCUMENTS MUST ACCOMPANY THIS APPLICATION.**

1. WRITTEN DESCRIPTION OF PROJECT

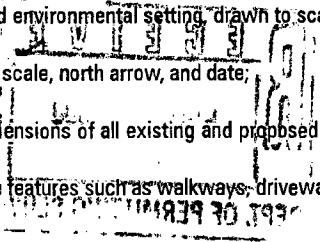
a. Description of existing structure(s) and environmental setting, including their historical features and significance:

b. General description of project and its effect on the historic resource(s), the environmental setting, and, where applicable, the historic district:

2. SITE PLAN

Site and environmental setting, drawn to scale. You may use your plat. Your site plan must include:

- a. the scale, north arrow, and date;
- b. dimensions of all existing and proposed structures; and
- c. site features such as walkways, driveways, fences, ponds, streams, trash dumpsters, mechanical equipment, and landscaping.



3. PLANS AND ELEVATIONS

You must submit 2 copies of plans and elevations in a format no larger than 11" x 17". Plans on 8 1/2" x 11" paper are preferred.

- a. **Schematic construction plans**, with marked dimensions, indicating location, size and general type of walls, window and door openings, and other fixed features of both the existing resource(s) and the proposed work.
- b. Elevations (facades), with marked dimensions, clearly indicating proposed work in relation to existing construction and, when appropriate, context. All materials and fixtures proposed for the exterior must be noted on the elevations drawings. An existing and a proposed elevation drawing of each facade affected by the proposed work is required.

4. MATERIALS SPECIFICATIONS

General description of materials and manufactured items proposed for incorporation in the work of the project. This information may be included on your design drawings.

5. PHOTOGRAPHS

- a. Clearly labeled photographic prints of each facade of existing resource, including details of the affected portions. All labels should be placed on the front of photographs.
- b. Clearly label photographic prints of the resource as viewed from the public right-of-way and of the adjoining properties. All labels should be placed on the front of photographs.

6. TREE SURVEY

If you are proposing construction adjacent to or within the dripline of any tree 6" or larger in diameter (at approximately 4 feet above the ground), you must file an accurate tree survey identifying the size, location, and species of each tree of at least that dimension.

7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS

For **ALL** projects, provide an accurate list of adjacent and confronting property owners (not tenants), including names, addresses, and zip codes. This list should include the owners of all lots or parcels which adjoin the parcel in question, as well as the owner(s) of lot(s) or parcel(s) which lie directly across the street/highway from the parcel in question. You can obtain this information from the Department of Assessments and Taxation, 51 Monroe Street, Rockville, (301/279-1355).

PLEASE PRINT (IN BLUE OR BLACK INK) OR TYPE THIS INFORMATION ON THE FOLLOWING PAGE.
PLEASE STAY WITHIN THE GUIDES OF THE TEMPLATE, AS THIS WILL BE PHOTOCOPIED DIRECTLY ONTO MAILING LABELS.



RETURN TO: DEPARTMENT OF PERMITTING SERVICES
255 ROCKVILLE PIKE, 2nd FLOOR, ROCKVILLE, MD 20850
240/777-6370

DPS - #8

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR
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Contact Person: Yvette Cashwell
Daytime Phone No.: 301 853 5100

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Street Number City State Zip Code

Contractor: _____ Phone No.: _____

Contractor Registration No.: _____

* Agent for Owner: [Signature] Daytime Phone No.: 202-723-7536
301-853-5100

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Town/City: TAKOMA PARK Nearest Cross Street: EASTWEST Highway (Route 410)
Lot: _____ Block: _____ Subdivision: _____
Liber: _____ Folio: _____ Parcel: _____

PART ONE: TYPE OF PERMIT ACTION AND USE

- 1A. CHECK ALL APPLICABLE:
- | | | | | | | | | |
|------------------------------------|---|---|--|------------------------------------|---|--|-------------------------------|-------------------------------|
| <input type="checkbox"/> Construct | <input type="checkbox"/> Extend | <input type="checkbox"/> Alter/Renovate | <input type="checkbox"/> A/C | <input type="checkbox"/> Slab | <input type="checkbox"/> Room Addition | <input type="checkbox"/> Porch | <input type="checkbox"/> Deck | <input type="checkbox"/> Shed |
| <input type="checkbox"/> Move | <input checked="" type="checkbox"/> Install | <input type="checkbox"/> Wreck/Raze | <input type="checkbox"/> Solar | <input type="checkbox"/> Fireplace | <input type="checkbox"/> Woodburning Stove | <input type="checkbox"/> Single Family | | |
| <input type="checkbox"/> Revision | <input type="checkbox"/> Repair | <input type="checkbox"/> Revocable | <input type="checkbox"/> Fence/Wall (complete Section 4) | | <input checked="" type="checkbox"/> Other: <u>Outside Business Name Signage</u> | | | |
- 1B. Construction cost estimate: \$ _____
- 1C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

- 2A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____
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[Signature] Signature of owner or authorized agent 2/3/00 Date

Approved: _____ For Chairperson, Historic Preservation Commission
Disapproved: _____ Signature: _____ Date: _____
Application/Permit No.: 211 310 Date Filed: 2/9/2000 Date Issued: _____