

DHCA - Kensington Streetscaping, Facade  
Changes, Signage (Marian Herschenson)

August 18, 1997

TO: Marilyn Clemens, Urban Designer, Georgia Avenue Team  
✓Gwen Wright, Historic Preservation  
Brenda Sandberg, Environmental Planning  
George Vaughn, Transportation Planning

VIA: Khalid Afzal, Team Leader, Georgia Avenue Team KA

FROM: Don Downing, Planning Coordinator, Georgia Avenue Team

SUBJECT: Mandatory Referral - Kensington Commercial Revitalization Project  
(Howard Avenue) Phases I-III.

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I have attached the referral letter from the Department of Housing and Community Affairs and a map showing the project location. I have the full application, including the detailed Concept Plan and the applicants written comment and summary. Phase I, one and one-half block of Howard Avenue east of Armory Avenue, is at 50% construction drawings; Phases II and III are at the concept stage. This referral covers all three stages.

The Mandatory Referral should address:

1. Relation to and conformance with the Kensington Sector Plan.
2. Conformance to the Development Standards of the Zoning Ordinance.
3. Compatibility with nearby commercial and residential areas.
4. Relation to Historic Preservation Requirements.
5. Transportation and site access.
6. Environmental Protection.

#### Review Schedule

August 18 11 AM - 1 PM -- Overview of Project and Field Visit  
August 21 Meet with Marian Hershenson, DHCA  
August 27 11 AM - Staff strategy and recommendations.  
September 5 Final staff comments due to Don  
September 12 Packet Due to Director's office  
September 18 Planning Board (30 minute item)  
September 22 Letter to DHCA  
September 24 Historic Preservation Commission Action

cc: Gene Brooks  
Tanya Schmieler

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







# Kensington Business District


## Strategies for Revitalization

John Pickard Associates      Urban Design, Planning  
 with Andrew Winters AIA      Architecture  
 RPR Economic Consultants      Market Analysis  
 Gorve Slade Associates      Traffic Engineering

North: 




Date:

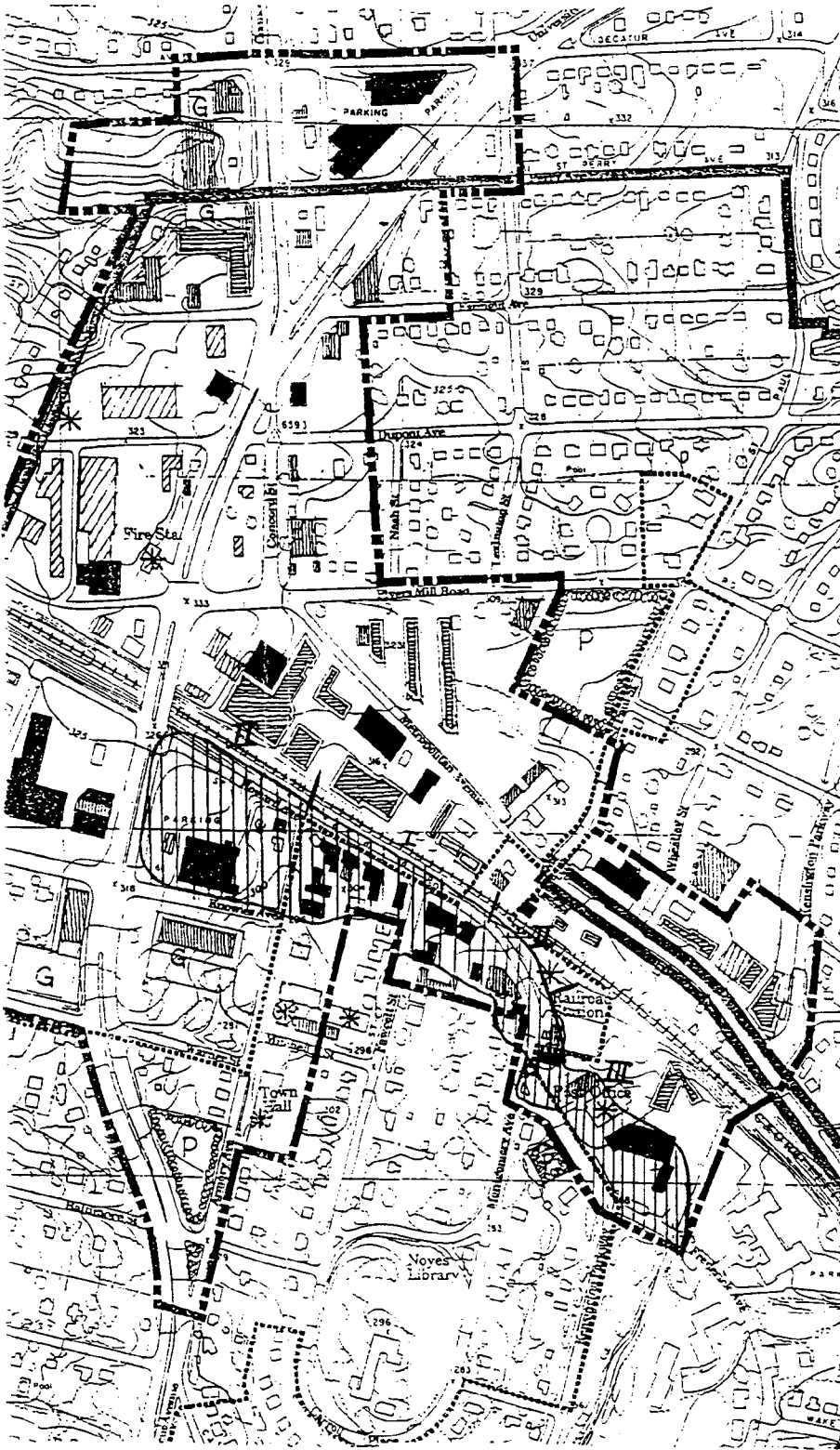
-  Retail
-  Mixed Use
-  Office
-  Auto Repairs / Gas Stations
-  Warehouse/Showroom/Industry
-  Institutional Uses
-  Parking Garages
-  Park

ATTACHMENT 4  
 KENSINGTON STREETSCAPE  
 EXISTING LAND USE  
 PROJECT AREA 

### Exhibit 1 Existing Land Use



-  CBD Commercial Area
-  Town Limits
-  Historic District



KHALID APZAL

→ DD 8/5/97

Packet From  
Chairman 8/14/97



DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS

Douglas M. Duncan  
County Executive

August 1, 1997

Elizabeth B. Davison  
Director

William H. Hussmann, Chairman  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Re: Kensington Commercial Revitalization  
Project, Mandatory Referral

Dear Mr. Hussmann:

Under the Mandatory Referral procedures, we are submitting the final concept plan with supporting documents for the Phase I Kensington streetscape (Capital Project No. 769616) for your comment and approval. Phase I extends for one and one-half blocks on Howard Avenue, running easterly from its intersection with Armory Avenue. We are also submitting the concept plan for Phases II and III. For efficiency purposes, we ask that the Planning Board's decisions and recommendations apply to all three phases of the project.

The Kensington Commercial Revitalization Project is located within the Town of Kensington. Phase I falls entirely in the Kensington Historic District. Staff of the Department of Housing and Community Affairs has worked closely with the Kensington Commercial Revitalization Committee (appointed by the Town Council) and staff of the Historic Preservation Commission in developing the design for this work. The design process benefitted from the input of the community in public meetings and by the use of comment sheets to respond to design alternatives on display at the Town Hall. The Revitalization Committee has unanimously approved the design and the Town Council has unanimously passed a resolution endorsing the design.

The Phase I streetscape replaces worn and broken sidewalks and several cherry trees that are in fair to poor condition with: 1) new concrete sidewalks with a dimpled surface, which is traditional to Kensington; 2) Washington Globe streetlights, similar to the old Kensington gas lights, in that both are post-top lights; and 3) "Shademaster" honey locust trees. The cherry trees, which are merely surviving, are low branching and provide neither the ambiance nor the shade appropriate to a commercial area. The "Shademaster" has an open lacy look and is tolerant of harsh urban conditions. Existing Victorian style benches, now in place, will be reused in the new design.

William H. Hussmann  
August 1, 1997  
Page 2

As with other commercial revitalization programs, this streetscaping is being undertaken in connection with expected private reinvestment in the area. In a Memorandum of Agreement executed by the County and the Town, the Town accepted maintenance responsibilities for the completed streetscape.

We are anxious to move forward on this project. My staff is available to discuss this project and the design with your staff and the Board. Should you have questions, please do not hesitate to contact Marian Hershenson at (301) 217-3647.

Sincerely,

*Joe Gelley* Acting Director  
FOR

Elizabeth B. Davison  
Director

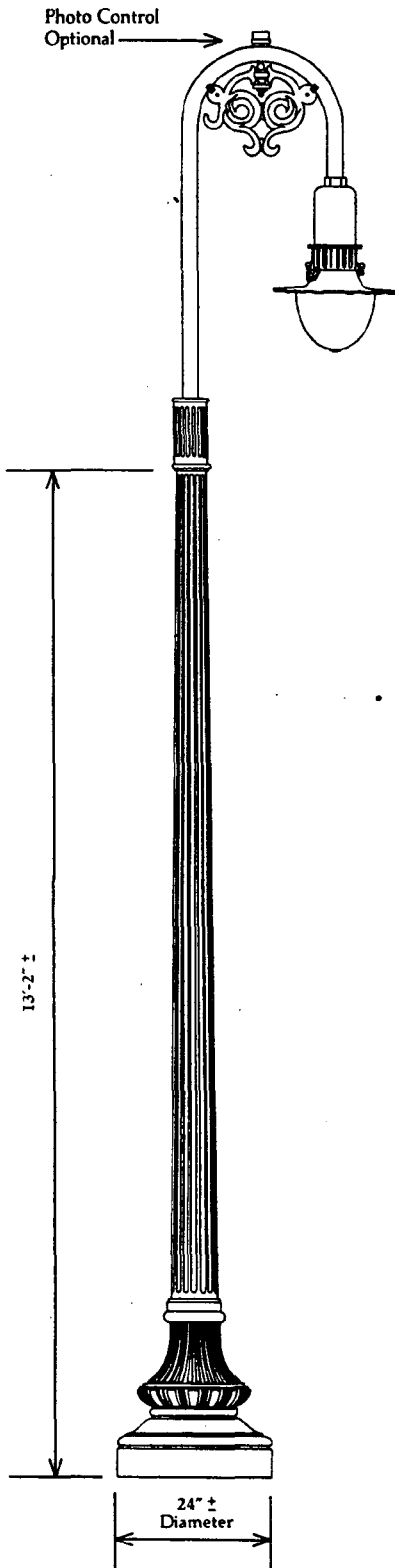
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S:\DHCD\COMMDEV\THOMP\OFFICE\MNDATORY.MVH

Enclosures

CC: KHALID AFZAL

1st Choice

Washington #16 (13'-2" ±) Post  
 Dorchester Single Crook  
 Dorchester — 110 Globe Luminaire



### LUMINAIRE SPECIFICATIONS

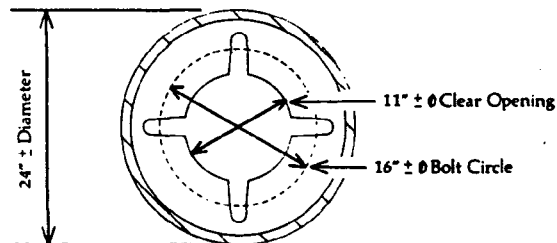
Style:	Dorchester — 110 Globe
Height:	27" ±
Width:	20" ±
Material:	Cast Aluminum
Globe/Panels:	Polycarbonate or Acrylic
Finish:	Finish Paint
Wattage/Lamping:	Mercury Vapor (100 or 175 Watt) High Pressure Sodium (100 or 150 Watt) Metal Halide (175 Watt) Incandescent
Distribution:	Symmetric Asymmetric
Voltage:	120, 208, 240, 277 or 480

### CROOK SPECIFICATIONS

Style:	Dorchester Single
Height:	5'-3" ±
Width:	22" ± C <sub>L</sub> of Post to C <sub>L</sub> of Luminaire
Material:	Aluminum Pipe w/Cast Aluminum Ornamentation
Finish:	Iron Oxide Red — Prime Paint
Options:	Crook Height May Vary Also Available as a Twin Unit Photo Control — Twist Lock Type

### LAMP POST SPECIFICATIONS

Style:	Washington #16 Standard
Height:	13'-2" ±
Light Center:	15'-4" ±
Base:	24" ± Diameter
Material:	1 Piece, Heavy Wall Cast Iron, per A.S.T.M., A 48-83 Class 30
Finish:	Iron Oxide Red — Prime Paint
Access Door:	Located in Base
Anchor Bolts:	(4) 1" × 30" + 4" Hook (Fully Galvanized)
Bolt Projection:	3" Required Above Foundation
Bolt Circle:	16" ± Diameter
Options:	Post Height Available as a Villa or Washington 10'-0", 11'-0", 12'-0", 13'-0", 13'-2", 14'-5", 16'-2" or 17'-1" ±. Also Available in Washington Style Utilizing Steel Shafts in a Variety of Heights.



ANCHOR BOLT DETAIL

SPRING CITY ELECTRICAL MFG. CO.

P.O. Drawer A, Spring City, PA 19475 • Phone 215-948-4000 • Fax 215-948-5577

2ND Choice

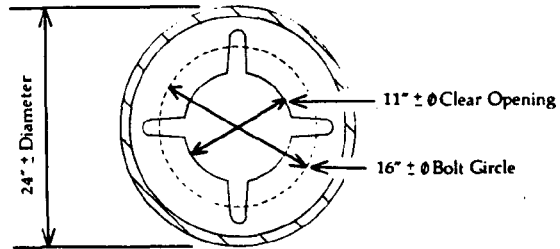
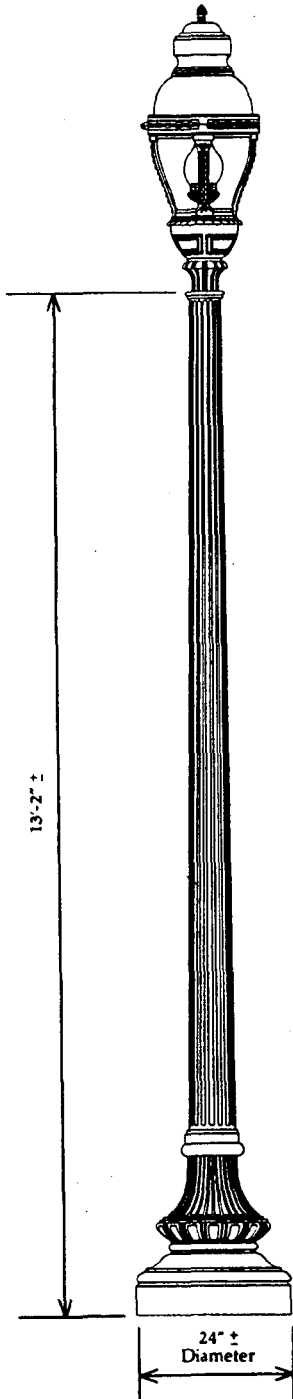
Washington #16 (13'-2" ±) Post  
Reading Luminaire

### LUMINAIRE SPECIFICATIONS

Style: Reading  
 Height: 43" ±  
 Width: 16 1/2" ±  
 Material: Cast Aluminum  
 Globe/Panels: Polycarbonate — Clear  
 Finish: Finish Paint  
 Wattage/Lamping: Mercury Vapor (100 or 175 Watt)  
 High Pressure Sodium (70, 100 or 150 Watt)  
 Metal Halide (175 or 250 Watt)  
 Incandescent  
 Distribution: Cut Off Type III Reflector  
 Cone Optics — Symmetric  
 Cone Optics — Asymmetric  
 Voltage: 120, 208, 240, 277 or 480

### LAMP POST SPECIFICATIONS

Style: Washington #16 Standard  
 Height: 13'-2" ±  
 Light Center: 15'-6" ±  
 Base: 24" ± Diameter  
 Material: 1 Piece, Heavy Wall Cast Iron, per A.S.T.M.,  
 A 48-83 Class 30  
 Finish: Iron Oxide Red — Prime Paint  
 Access Door: Located in Base  
 Anchor Bolts: (4) 3/4" x 24" + 3" Hook (Fully Galvanized)  
 Bolt Projection: 3" Required Above Foundation  
 Bolt Circle: 16" ± Diameter  
 Options: Post Height Available as a Villa or Washington 10'-0", 11'-0", 12'-0",  
 13'-0", 13'-2", 14'-5", 16'-2" or 17'-1" ±.  
 Also Available in Washington Style Utilizing Steel Shafts in  
 a Variety of Heights.



ANCHOR BOLT DETAIL

SPRING CITY ELECTRICAL MFG. CO.

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3rd Choice

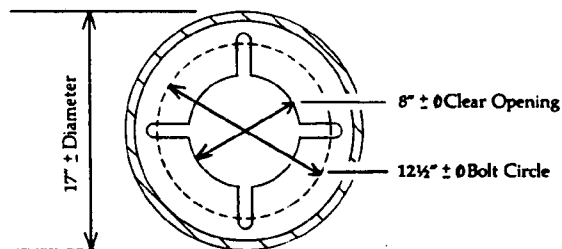
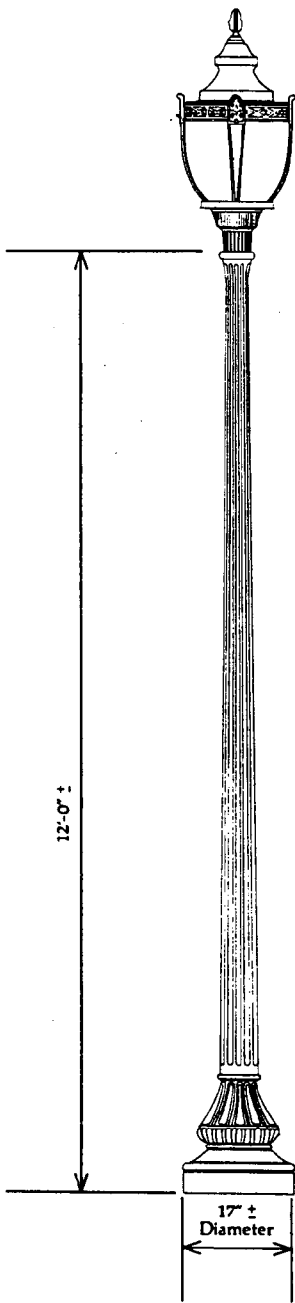
Washington 12'-0" ± Pedestrian Post  
Bryn Mawr/Tarboro — 118 Globe w/Finial Luminaire

### LUMINAIRE SPECIFICATIONS

Style: Bryn Mawr/Tarboro — 118 Globe — w/Finial  
 Height: 36" ± (w/Out Finial 32" ±)  
 Width: 18 1/4" ±  
 Material: Cast Aluminum  
 Globe/Panels: Polycarbonate  
 Finish: Finish Paint  
 Wattage/Lamping: Mercury Vapor (100 or 175 Watt)  
 High Pressure Sodium (70, 100 or 150 Watt)  
 Metal Halide (175 Watt)  
 Incandescent  
 Distribution: Symmetric  
 Asymmetric  
 Voltage: 120, 208, 240, 277 or 480  
 Options: Finial Optional  
 Other Options Available

### LAMP POST SPECIFICATIONS

Style: Washington #12 Pedestrian  
 Height: 12'-0" ±  
 Light Center: 13'-5" ±  
 Base: 17" ± Diameter  
 Material: 1 Piece, Heavy Wall Cast Iron, per A.S.T.M.,  
 A 48-83 Class 30  
 Finish: Iron Oxide Red — Prime Paint  
 Access Door: Located in Base  
 Anchor Bolts: (4) 3/4" × 24" + 3" Hook (Fully Galvanized)  
 Bolt Projection: 3" Required Above Foundation  
 Bolt Circle: 12 1/2" ± Diameter  
 Options: Post Height Available as a Villa or Washington 10'-0", 11'-0", 12'-0",  
 13'-0", 13'-2", 14'-5", 16'-2" or 17'-1" ±.  
 Also Available in Washington Style Utilizing Steel Shafts in  
 a Variety of Heights.



ANCHOR BOLT DETAIL

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Bethesda

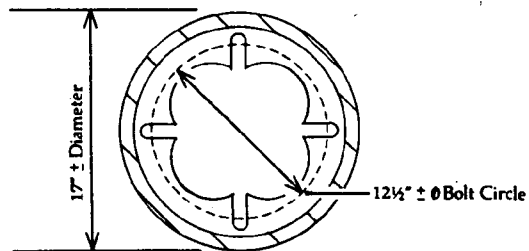
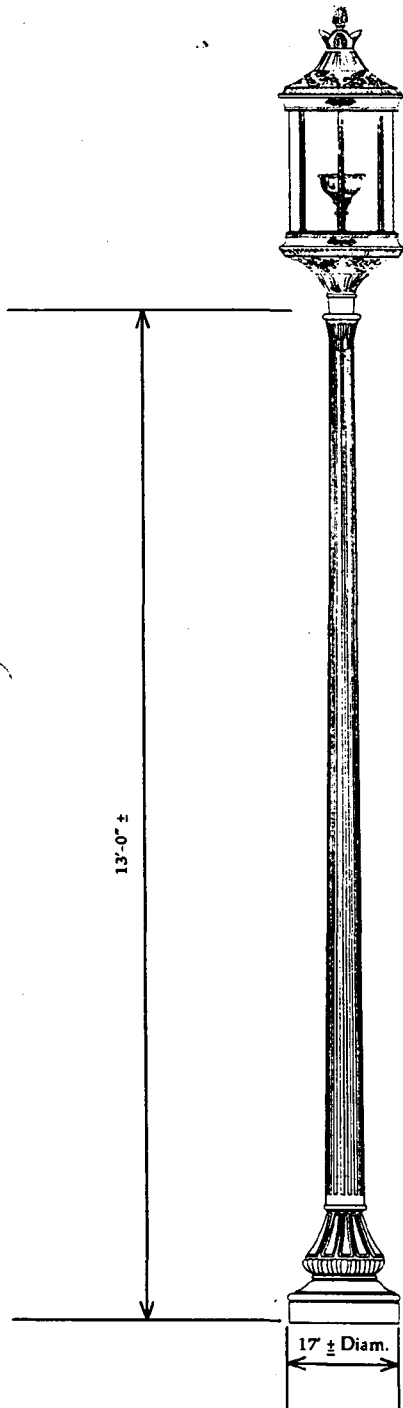
Washington 13'-0" ± Pedestrian Post  
Bethesda Luminaire

### LUMINAIRE SPECIFICATIONS

- Style: Bethesda
- Height: 47" ±
- Width: 20" ±
- Material: Cast Aluminum
- Globe/Panels: Clear Acrylic
- Finish: Finish Paint
- Wattage/Lamping: Mercury Vapor (100, 175 or 250 Watt)  
High Pressure Sodium (70, 100, 150 or 250 Watt)  
Metal Halide (175 or 250 Watt)  
Incandescent
- Distribution: Reflector System — Symmetric or Asymmetric
- Voltage: 120, 208, 240, 277 or 480
- Options: Photo Control-Button Type

### LAMP POST SPECIFICATIONS

- Style: Washington #13 Pedestrian
- Height: 13'-0" ±
- Light Center: 15'-9" ±
- Base: 17" ± Diameter
- Material: 1 Piece, Heavy Wall Cast Iron, per A.S.T.M.  
A 48-83 Class 30
- Finish: Iron Oxide Red — Prime Paint
- Access Door: Located in Base
- Anchor Bolts: (4) 3/4" x 24" + 3" Hook (Fully Galvanized)
- Bolt Projection: 3" Required Above Foundation
- Bolt Circle: 12 1/2" ± Diameter
- Options: Post Height Available as a Villa or Washington 10'-0", 11'-0", 12'-0", 13'-0",  
13'-2", 14'-5", 16'-2" or 17'-1" ±.  
Also Available in Washington Style Utilizing Steel Shafts in  
a Variety of Heights.



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Rockville

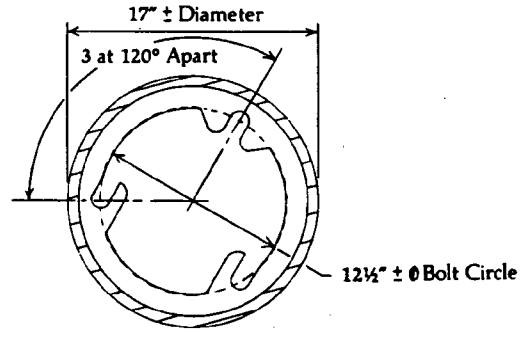
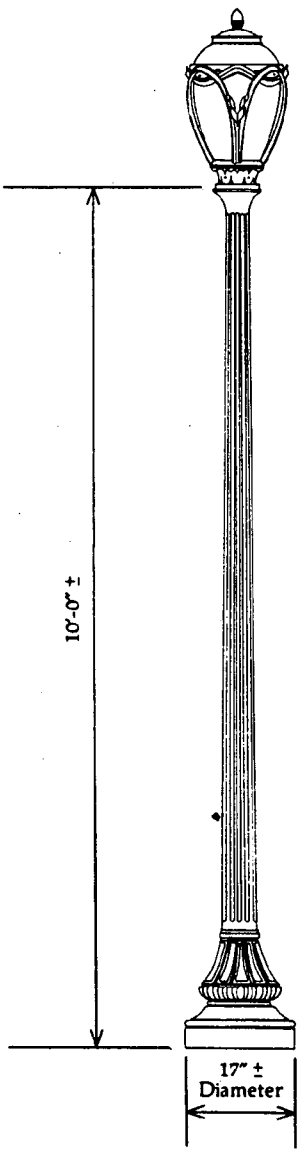
Villa 10'-0" ± Pedestrian Post  
Lincoln Luminaire

### LUMINAIRE SPECIFICATIONS

Style: Lincoln (Central Park)  
 Height: 27" ±  
 Width: 17 1/2" ±  
 Material: Cast Aluminum  
 Globe/Panels: Polycarbonate or Acrylic  
 Finish: Finish Paint  
 Wattage/Lamping: Mercury Vapor (100, 175 or 250 Watt)  
 High Pressure Sodium (50, 70, 100 or 150 Watt)  
 Metal Halide (175 Watt)  
 Incandescent  
 Distribution: Symmetric  
 Asymmetric  
 Voltage: 120, 208, 240, 277 or 480

### LAMP POST SPECIFICATIONS

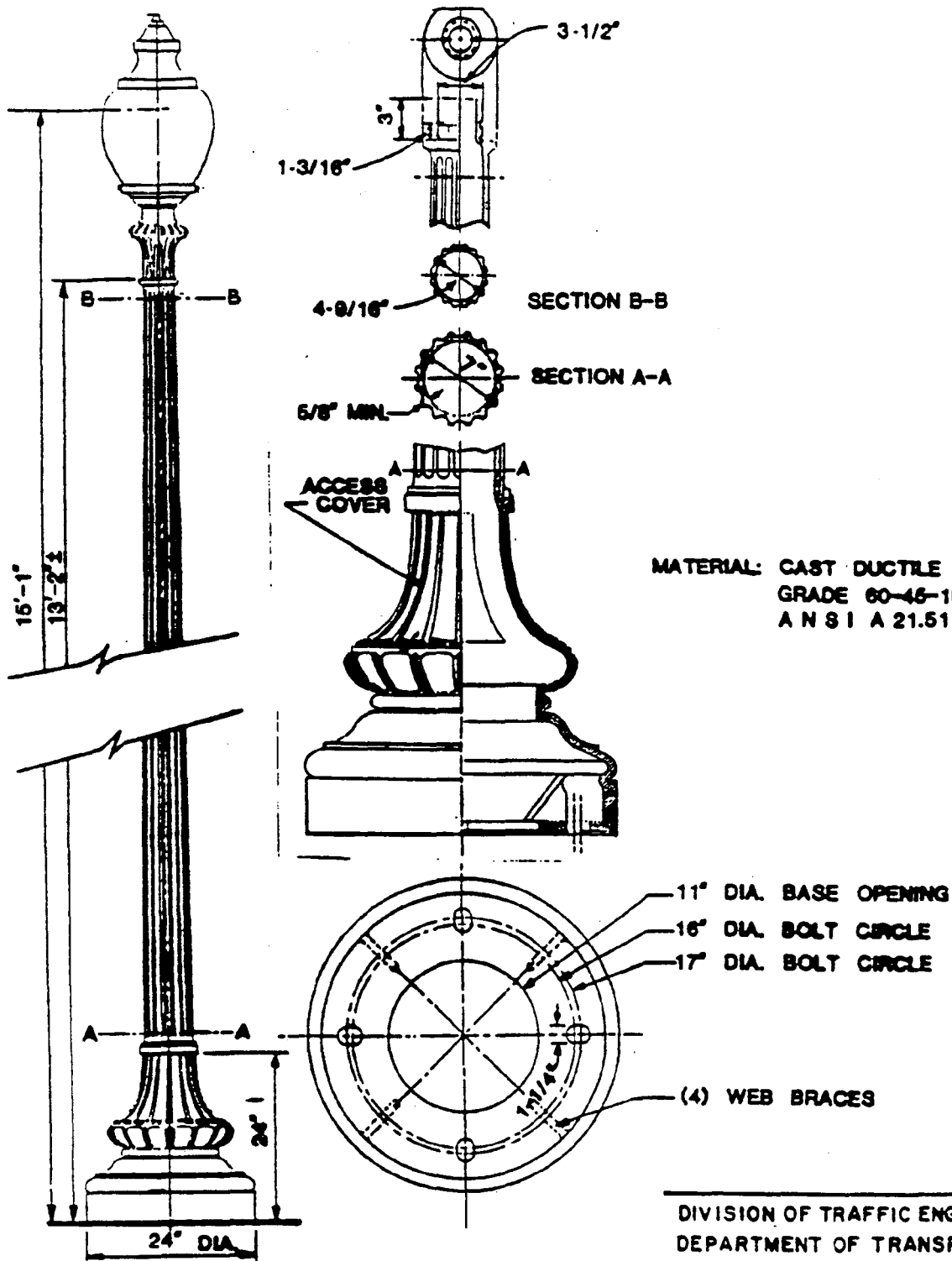
Style: Villa #10 Pedestrian  
 Height: 10'-0" ±  
 Light Center: 11'-7" ±  
 Base: 17" ± Diameter  
 Material: 1 Piece, Heavy Wall Cast Iron, per A.S.T.M.,  
 A 48-83 Class 30  
 Finish: Iron Oxide Red — Prime Paint  
 Access Door: Located in Base  
 Anchor Bolts: (3) 3/4" x 24" + 3" Hook (Fully Galvanized)  
 Bolt Projection: 3" Required Above Foundation  
 Bolt Circle: 12 1/2" ± Diameter  
 Options: Post Height Available as a Villa or Washington 10'-0", 11'-0", 12'-0",  
 13'-0", 13'-2", 14'-5", 16'-2" or 17'-1" ±.  
 Also Available in Washington Style Utilizing Steel Shafts in  
 a Variety of Heights.



ANCHOR BOLT DETAIL

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MATERIAL: CAST DUCTILE IRON,  
GRADE 60-45-10 OR  
ANSI A 21.51

DIVISION OF TRAFFIC ENGINEERING  
DEPARTMENT OF TRANSPORTATION  
MONTGOMERY COUNTY, MARYLAND

SILVER SPRING  
DECORATIVE LAMP POST

Kensington Historic Society  
FAX COVER SHEET

TO: Gwen Marcus Wright - HPC  
Montgomery County Dept. of Park & Planning

Date: 09/03/97

FAX #: 301-495-1370  
PHONE #: 301-495-4570

From: Barry Peoples - Pres. Kensington Historic Society

FAX #: 301-942-2880 Home/Office # 1-800-759-5755 or 301-942-4820  
Voice Mail # 1-800-231-2466 x8740

TOTAL # OF PAGES, INCLUDING COVER SHEET 8

Please leave a message on my dial to verify clear delivery.

MESSAGE: Gwen -

Thank-you for meeting with Lynn Raufaste, Chairperson of the KHS preservation committee, and myself with regard to our concerns about the Kensington revitalization project.

As we discussed yesterday we agree whole heartedly with the revitalization of Kensington and appreciate everyone's hard work. We agree and fully support all major aspects of the project. Adding additional trees, adding new street lights, refinishing the sidewalks with the dimpled design.

We differ on the small but important fine points. 1) The luminaire selected. 2) Maintaining healthy trees. 3) Differing the trees on a block by block basis.

On point #1 Commissioner's Clemmer suggested using the "uniformity of signage" and uniformity of unique "gooseneck lamps illuminating those signs, you're still in a special area." (See Commissioner Clemmer's comments from Feb. 26, 1997 page 26-27. Attachment A) with the use of the Washington pole with a gooseneck luminaire, Kensington can ride on the Montgomery County's lighting and yet allow for the luminaire unique to Kensington. Both Rockville and Bethesda are presently using this exact strategy. (See letter from Tom Shoemaker - Senior Engineer Technician - Traffic Control and Lighting Engineering - Mont. County - Attachment B) This would allow for a cost effective solution while still allowing us to maintain "Kensington as an interesting and unique area because it does have this commercial area with-in it." (Commissioner Trumble-Page 30, 2/26/97)

Page 2 of 2

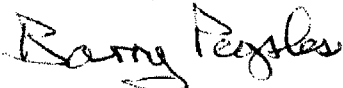
09/03/97

Points 2 + 3. We can save tax dollars and not expose ourselves to problems of future disease, insects that attack one tree, and maintain some of the green canopy by utilizing all healthy trees and adding street trees of the committee's choice on each block. "This block by block identity would allow for unique visual identity, and the garden aspect of the history of the town can be expressed in its urban environment, and the streetscape will not resemble the typical streetscape upgrade of uniform trees." (See Landscape Architect Judy Hanks-Henn letter - Attachment C )

Ms. Herschensen and the revitalization committee have put a lot of hard work into this project and I'm sure they want to optimize the tax dollars available. Ms. Herschensen refers to the "intimate design," the "charms" and that she "would like to emphasize this garden theme." of this garden community. She also stated that "our construction budget is very small." By utilizing existing healthy trees instead of spending precious tax dollars to remove healthy trees and then not needing to spend even more tax dollar on replacing those existing healthy trees, we hopefully will have enough funds to spend on "the key design element to increase visibility by signs on Conn. Ave. entry signs and also quadrant signs." There may even be funds available for signs showing store locations.

Thank-you so much for helping the KHS and LAP and concerned citizens. (See Barbara Wagner's letter to George Kousoulas, Chairperson MCHPC - 6/24/97. - Attachment D). We ask for your support with this "fine-tuned" plan that will allow us to minimize the tax dollars needed by maintaining all healthy existing trees, for a revitalization not redesign, and allowing us to maintain our uniqueness and charm with the gooseneck luminaires.

Sincerely!



Barry Peoples - Pres.  
Kensington Historic Society

Attachments

Page 1 of 2

1 MS. HERSCHESEN: But you -- were you principally  
2 talking about my -- and that little bit of street that's on  
3 the other --

4 MS. SODERBERG: Mm-hmm.

5 MS. HERSCHESEN: Okay.

6 CHAIRMAN KOUSOULAS: Paula? Gregg?

7 \*MR. CLEMMER: One of the things that -- when I go  
8 and visit there, I was never aware of the shops down around  
9 the curve. And it struck me as -- listening to my fellow  
10 Commissioners talk -- that what you need are some definite  
11 common threads to put out a little discovery for your  
12 visitors.

13 And -- the uniformity in signage -- and I think \*  
14 about several New England towns have gotten this very  
15 striking gilt wood side, so that, when you see one you know  
16 that, first off, it's very striking, very pretty. Very --  
17 it's not tacky -- very professionally done.

18 But I don't care what kind of signage you get.  
19 But have a common scene in your -- in you signs, announcing  
20 what kind of store this is.

21 And as you proceed either up the street or down  
22 the street, you know you're still in this special district,  
23 by the style of the sign.

24 A small little thing, but it strikes me it'd be a  
25 little thread that'd go through, a little underlying current

Attachment A  
Page 2 of 2

27

1 of a sign.

2 But the sign's also telling you that, we're still  
3 here, we haven't stopped yet, there's still another antique  
4 store around the corner. Keep discovering. \*

5 I also really like the gooseneck lamps, and that's  
6 another common element. You put those all through the  
7 district, and you're telling them that this is a little  
8 different.

9 As long as you keep seeing those gooseneck lamps  
10 illuminating those signs, you're still in a special little  
11 area.

12 Some specific things to take home. Sounds like  
13 you've already got it, but particularly on the signs, you  
14 can announce what kind of business is behind this sign. But  
15 you're also showing by the style of sign that you're still  
16 in this little historic district that's been set off.

17 And just to -- out in left field, and I don't even  
18 know if the zoning code allows this, but this would really  
19 be a neat addition for your gas station owner; I can't think  
20 what the fellow's name is.

21 MS. HERSCHENSEN: Orr.

22 MR. CLEMMER: Orr, yeah. He might want to explore  
23 getting -- and this is expense -- getting those gas tanks  
24 out and putting in the old style of gas tanks, with the  
25 glass bowls. But I don't know if they've outlawed that

Attachment B

August 25, 1997

Mr. Barry Peoples  
Kensington Historic Society

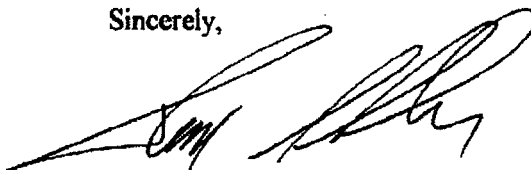
RE: Kensington street lighting

As discussed in the our meeting today, It would be more cost effective to if Kensington would use a standard Washington pole and make the luminaire the decorative part of the lighting of the town. Using this method would allow for the town of Kensington to rider on the Montgomery County's lighting maintenance contract as done by the city of Gaithersburg and the City of Rockville, also this would keep the cost of the streetscaping down due to using a pole that is decorative and standard.

If you should have any specific questions regarding this matter, please contact me at (301) 217-2209.

Thank you for better lighting in Montgomery County.

Sincerely,



Tom Shoemaker, Senior Engineer Technician  
Traffic Control and Lighting Engineering



Attachment C

August 25, 1997

To Whom It May Concern  
RE: The Kensington Revitalization Proposal

Dear Sirs or Madams,

I am a local resident of the Historical District of Kensington. Like so many residents, I value my family life. When searching for a home to raise children, my husband and I chose Kensington. Raising children in an Victorian town, an idealized notion of domestic Americana, can be a spiritual experience. Understanding and creating idealized environments is my professional realm, as I am a registered Landscape Architect, and urban designer by training and practice.

Recently I was approached by the Kensington Historical Society regarding their concerns on the proposals for the Howard Avenue Revitalization Plan. **Their desire is to preserve Kensington as something apart from cookie cutter imagery.** I would like to express my sympathy towards this design goal.

While everyone agrees the efforts being made in this revitalization project have resulted in some beautiful and exciting proposals, the Kensington Historical Society reviews the proposal with eyes that scrutinize the designs for their sympathy with Kensington's historic legacy.

There are two design elements the KHS feels that weaken the imagery of Kensington as a Victorian Garden Suburb: one is the use of a uniform street tree species, and the other is the light fixture's design. As an urban designer I feel these concerns can be addressed in a tasteful and appropriate manner.

The street trees make the first, and the biggest visual impact in any streetscape. The proposal on the board is for the use of a single variety of tree. The KHS would rather try using a different species in each commercial block. By giving each block a different species three things can happen: The blocks can have an unique visual identity, and the garden aspect of the history of the town can be expressed in its urban environment, and the streetscape will not resemble the typical streetscape upgrade of uniform trees.

The light fixture proposed, while attractive, does not reflect the Kensington's history. A more 'custom' fit would be to have a street fixture whose steel post echoed the railroad station's shepherd hook configuration. There are plenty of manufacturers that can supply this type of design.

While there are so many positive aspects to the revitalization efforts, and made by so many contributors, the Kensington Historical Society wishes to engage further enthusiasm in finding those ways to enhance the imagery of historic Kensington in those two particular design elements of trees and lighting that will give Kensington its visual historical identity in the next generation.

As a designer that lives in Kensington, I can clearly understand and sympathize with the goals and design approach proposals of the KHS.

Sincerely,



Judy Hanks-Henry, Landscape Architect

Attachment D  
Page 1 of 2

3915 Baltimore Street  
Kensington, MD 20895  
June 24, 1997

Mr. George Kousoulas, Chairperson  
Montgomery County Historic Preservation Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Dear Mr. Kousoulas:

At its meeting of Saturday June 21st, the Kensington Local Advisory Panel (LAP) reviewed and discussed the letter submitted to you by the President of the Kensington Historical Society. The LAP as a group, with the exception of Charles Stuart, who asked to be identified as the one dissenting member, concurred with the Kensington Historical Society letter and voted to transmit the following recommendations from the LAP regarding the Kensington Commercial Revitalization Project: You will probably recognize these comments as essentially identical to those of the LAP's discussion with the HPC April 9, 1997.

1. Foremost, the LAP believes that the final project should be a revitalization rather than a redesign. All agree that the completed project should be a revitalized but historically-accurate reflection of the Howard Avenue business district as it evolved over the past one hundred years.
2. A variety of new trees should be added along Howard Avenue. The existing healthy street trees should be retained and new trees selected to complement these. Each tree variety should be selected to meet the criteria of each specific space. Trees should continue to be spaced at uneven intervals. Finally, it is our understanding that there is no additional cost to maintaining a variety of tree specimens.
3. We understand that it is cost-effective to select a single street lamp design. However, we do not believe it should be the Washington Globe. In reviewing the project designer's street lamp recommendations, we noted that four of the six were gooseneck-type lamps. We believe there are several advantages to selecting the gooseneck design currently in place at the railroad station: First, the design is historically-accurate. Second, it will provide a consistent type of lighting the entire length of Howard Avenue. Third, this design will shield the second-story apartments from light. Fourth, it will provide a unique type of

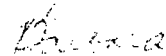
Attachment A  
Page 2 of 2

street lamp to the county's only revitalization project within a historic district. Also, it is our understanding that historic districts across the United States are selecting street lamps of the gooseneck design, thus insuring their continuing availability. We suggest that Montgomery County add the gooseneck design to the County's inventory.

- 4 We urge the County to install dimpled sidewalks along Howard Avenue. Again, they are historically accurate and will provide a consistent sidewalk from the railroad station along the length of Howard.

Thank you for considering these advisory comments. Of course, we will be happy to meet with the HPC to discuss these recommendations.

Sincerely,



Barbara H. Wagner  
Chairperson,  
Kensington LAP

cc: George Basle  
Carol Dedes  
Marian Hershenson  
Bob Ritzman  
Michael Sean Scanlon  
Charles Stuart  
James Wagner  
Gwen Marcus Wright

Gwen, 8/29

Please review.

We'd like to meet  
with you at 3 PM  
on Tuesday.

Robin has been a  
big help.

Don

DRAFT - Not spell checked yet.

MCPB  
Item #  
9/18/97

MEMORANDUM

DATE: DRAFT - August 29, 1997  
TO: Montgomery County Planning Board  
FROM: Don Downing, AICP, Planning Coordinator,  
Georgia Avenue Team (301/495-4555)

CASE NUMBER: xxxxxx  
REVIEW TYPE: Mandatory Referral  
APPLYING FOR: Mandatory Referral Review of Kensington Commercial Revitalization  
Project Phases I to III.

PROJECT NAME: Kensington Commercial Revitalization Project Phases I to III  
REVIEW BASIS: Article 28, Chapter 7-112 of Regional District Act

ZONE: C-2, C-1, O-M and C-T  
LOCATION: Howard Avenue between Connecticut Avenue and Frederick Avenue  
MASTER PLAN: Kensington Sector Plan, 1978

APPLICANT: Department of Housing and Community Affairs  
FILING DATE: August 1, 1997

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**STAFF RECOMMENDATION: APPROVAL with conditions.**

The staff recommends approval of Phase I of the Kensington Commercial Revitalization Project with the following conditions. Also, recommend that the concept plan for Phases II and III should be substantially revised to reflect the following conditions and submitted for final planning staff and Planning Board review.

1. Concerning Phase I renewal area from Armory Avenue to 195 feet east of Fawcett Street.
  - A. If the Washington Globe light is used, a cutoff design should be used to restrict light intrusion into second floor apartments in the project area.
  - B. Use of a consistent species of tree is preferred to establish continuity and linkage of the commercial areas in Phase I. If required by HPC, only healthy undamaged existing trees may be preserved and integrated with the new trees. Existing trees may need expanded, amended soil areas to thrive.
2. Modify the concept plan for the Phase II entry area from Connecticut Avenue to Armory Avenue.
  - A. Retain the large trees on the north side. Flowering trees and seasonal plantings may be interspersed to replace the rather formal hedges.
  - B. Plant the same species large trees (Green Ash), smaller flowering trees and parking lot screening along the south side. Large shade trees will be in scale with the Safeway complex.
  - C. Prepare a traffic safety study to insure that accidents will not occur as cars turn onto Howard Avenue. The parking along the south side of Howard Avenue should be at a safe distance from Connecticut Avenue.
3. Modify the concept plan for the Phase II MARC station area on Montgomery Avenue beginning 195 feet east of Fawcett Street to Kensington Parkway.
  - A. Retain the large maple tree and the boxwood hedge at the Prevention of Blindness park plaza. Modifications that save most of the hedges are acceptable. The Town Clock could be placed near the sidewalk.
  - B. Prepare a study of pedestrian crossing options including Montgomery Avenue at either the entry to or exit from the MARC parking lot to the south side, or extend the sidewalk along the north side wall about 70 feet west of the MARC exit and place a crosswalk to the south side. The Town and DHCA should work with the Department of Public Works and Transportation to design measures that will assure safety for pedestrians crossing in this area.
  - C. Provide new sidewalks at the two new curb locations south of the MARC station entry.

- D. Do not replace the new east side sidewalk north of the Kensington Parkway crosswalk.
4. Modify the concept plan for the Phase III transition area on Kensington Parkway, from Montgomery Avenue to 110 feet west on Frederick Avenue.
- A. Retain or rebuild the sidewalk in front of Johnsons' Garden center. Do not build a new sidewalk next to the old one, as shown in the Concept Plan. If the sidewalk must be widened, retain most of the grass strip along Kensington Parkway and Frederick Avenue. The grass strip is suitable for this transition area between residential and commercial; the grass strip should be wide enough for tree planting.
  - B. Some Cherry Trees along Kensington Parkway are healthy enough to be saved. Integrate the Honey Locust trees with the healthy Cherry trees in the transitional area.
  - C. Extend the sidewalk along the north side of Frederick Avenue to the apartment buildings east of Johnsons'. The sidewalk should be standard concrete.

#### SUMMARY OF ISSUES

1. Should the Washington Globe lantern be used in this project, rather than the "gooseneck" lantern used at the MARC station?
2. Should the Honey Locust "Shademaster" trees be used throughout the project rather than a mix of existing and new street trees?
3. Are pedestrian crosswalk locations properly located to meet pedestrian access and safety needs in the project area?
4. Do the entry landscaping, signs and arch meet the design and streetscape objectives of the Kensington Sector Plan?
5. Do the street furnishings, benches and trash receptacles, fit into the character of the area?
6. Will there be adequate private investment in facade and building improvements? What are the intended design and character of these improvements?

## PROJECT DESCRIPTION

The Howard Avenue east area is part of the Kensington Antique Row. In recent years the area has experienced weak sales and increased vacancies. From Connecticut Avenue drivers and potential customers do not have clear awareness or a daily reminder of the Antique Row area. The old sidewalks, scattered trees, standard street lighting, store vacancies, and minimal street furniture suggests an area in decline. Some buildings are in need of maintenance, paint and facade improvements. In general, the area has only average attractiveness as a shopping environment. The area does not emphasize or enhance the qualities expected in a historic district.

The Concept Plan provides sidewalks, street lights, street trees, benches, trash receptacles, directional and directory signage, and the enhancement of an existing mini-park. The Plan provides additional on-street parking and also substitutes equal amounts of on-street parallel parking for a perpendicular arrangement. The elements were chosen for appropriateness to a commercial area, which has a village scale and is in an historic area.

Sidewalks throughout the project will be concrete with a dimpled finish and brushed borders and range from six to seventeen feet. The 16-foot Washington Globe post-top light is recommended and is comparable to early gas lights in Kensington. The existing five foot long benches are made of wrought iron and teakwood, with a design that is used in the Enid Haupt Victorian garden at the Smithsonian.

The project is in 3 phases. Following is a block by block description of the land use, beginning at Connecticut Avenue and extending to Frederick Avenue.

**Connecticut Avenue to Armory Avenue (Phase II):** The area south of Howard Avenue contains a Safeway grocery store and parking lot, as well as a retail building on the corner of Armory Avenue. Along the north side of Howard Avenue is a buffer strip for the MARC rail line.

**Armory Avenue to 195 feet east of Fawcett Street (Phase I):** The area south of Howard Avenue contains a gasoline station and a series of retail shops, some with second floor apartments.

**Montgomery Avenue beginning 195 feet east of Fawcett Street to Kensington Parkway (Phase II):** The area southwest of Montgomery Avenue contains a landscaped patio area in front of the Prevention of Blindness building, a bank and several retail businesses. The area north east of Montgomery Avenue contains the MARC rail station and parking lot, a bank drive through and the Kensington Station shopping center.

**Kensington Parkway, from Montgomery Avenue to 110 feet west on Frederick Avenue (Phase III):** The area north of Kensington Parking way contains retail shopping, as well as office and US Post Office uses. The Johnson Garden Center is at the intersection of Frederick Avenue.



## COMMUNITY CONTEXT

The Sector Plan for The Town of Kensington (1978) addressed the land use and character of the Town. Several of the Sector Plan goals (from page 56) are:

1. Kensington's traditional character as a mainly single-family residential "small-town" community should be maintained.
2. The visual appearance of the Kensington business area should be improved to enhance the total character of the town.

The history of the Town of Kensington is an important part of the Plan (page 27+). The Plan states that "a number of residential and non-residential uses in Kensington have historic significance". The Plan recommends that a historic preservation program be developed for Kensington (page 63). The Commercial Land Use recommendations seek in part to "enable the stores on Howard Avenue ... to maintain their competitive position in relation to ... regional shopping centers (page 63)." The Plan specifically recognizes the significant and unique cluster of antiques shops and related businesses which contribute to a small-town flavor. Recommended improvements to the area include street furniture, landscaping, parking, pedestrian access and directional signs (page 66).

The report, "Kensington Business District Strategies for Revitalization" (page 28, Pickard, 1991), identifies goals of Town residents for the Business District. The community sees the future of the Kensington commercial area as a 'Retail Village Center'. The report lists priority goals for the Kensington Business District, including the following three goals which are related to the Howard Avenue east project:

- 1) Promote a building improvement/facade easement program.
- 2) Establish a streetscape program with landscaped 'Gateways' to Kensington at key locations on Connecticut Avenue, and a program of sidewalk improvements, landscaping and lighting.
- 3) Recognize and reinforce Kensington's history and origins.

The land use within the project area is described above in the project description. The project begins on the west at Connecticut Avenue, a major highway corridor which divides the Town into east and west halves. Along the north of the project is the MARC rail line, which divides the Town into north and south halves. The MARC rail station is a historic resource which serves as the focal point for the commercial part of the historic district in this area. The land use north of the rail line is a mix of retail and industrial uses with access on Metropolitan Avenue. The ability to view the areas across both sides of the rail tracks is important to the historic character of the area.

The land use south of the project area varies from office to retail to residential neighborhoods and parks in The Town of Kensington. Parks and gardens are themes that are repeated throughout the village. The area east of the project, along Frederick Avenue, contains many residents in several apartment buildings. Howard Avenue east, Montgomery Avenue and Kensington Parkway are part of the retail village center and the antique shopping that serves the Kensington area. The area is linked to the surrounding community by walkable neighborhoods and sidewalks.

The history of The Town of Kensington is an important part of the community context. Development of the town began in the 1870s with the opening of the B&O Railroad. By 1891 a new rail station was established to serve a growing commuter population. In 1894, a bill creating a municipal corporation was enacted. The commercial uses along Howard Avenue were generally built between 1890 and 1930. Following recommendations of the Kensington Sector Plan of 1978, the Kensington Historic District was established. Work permits for remodeling and external modifications within the Historic District must be approved by the Montgomery County Historic Preservation Commission. Resources of the historic district are primarily from the Victorian period to the 1930's.

This project was prepared by the Department of Housing and Community Affairs in cooperation with the Revitalization Committee of The Town of Kensington. During preparation of the project concept plan many groups were consulted including business, residential and historic organizations. The project staff met with the Historic Preservation Commission on two occasions. Members of the HPC provided observations concerning early drafts of the plan, but did not provide official findings or directions. The Town Council has reviewed and approved the concept plan and the specifics of the Phase I project extending from Armory Avenue to 195 feet east of Fawcett Street (see attached resolution). Some of the recommendations of the HPC Local Advisory Panel differ from the final concept plan as approved by the Town Council and submitted to us by DHCD.

The purpose of this review is to provide Planning Board recommendations to the Department of Housing and Community Affairs, in conformance with the mandatory referral law. This law is intended to insure that public agency projects are reviewed in the context of relevant Master Plans, that the public has the opportunity to comment to the Planning Board and that the Board's comments are provided at an early stage so that projects can be modified if needed. Planning Board recommendations should also be presented to the Historic Preservation Commission which has work permit authority over those parts of the project that are located within the Kensington Historic District. The HPC will meet to review and act on the Phase I project on September 24, 1997.

## ANALYSIS

### 1. Conformance with the Sector Plan for the Town of Kensington:

The project conforms with the intent of the Sector Plan to maintain a small town character, improve the appearance of the Kensington business area, to support the Howard Avenue shopping area and to create an improved streetscape environment.

### 2. Project Design:

#### Street Lighting

The Town and DHCA propose use of the Washington Globe lantern rather than the gooseneck lamp used at the Kensington MARC rail station. The Kensington Historical Society and the HPC Local Advisory Panel argue that the Washington Globe is not the preferred way of fitting into the historic character of the Town of Kensington. They believe that the gooseneck lamp creates both a unique style and an appropriate historic image. There is also concern that second floor residents along Howard Avenue need to be shielded from commercial street lights.

The old latterns at the Prevention of Blindness Building would be a good candidate for the project, except that long term parts and repairs may be difficult. The Town and DHCA have the same concern with the "gooseneck" lamp.

DHCA has asked DPWT whether they could stock and maintain the "gooseneck" lamp (see attached letters). The Town believes that a contract the the County DPWT to maintain the latterns is more efficient. DPWT stocks parts to maintain the Washington Globe, but does not plan to add another style to be maintained.

Staff does not have a strong preference for one lantern or the other and recognizes that the Historic Preservation Commission must make the final determination for those areas within the Kensington Historic District. Whatever lattern the HPC approves for Phase I should be included in subsequent phases.

#### Street Trees

Staff conducted a field survey and evaluated the project design on a block by block basis. Our recommendations reflect those areas where existing trees should be saved and possibly interspersed with new trees.

The project proposes use of Honey Locust "Shademaster" trees in the Phase I area along Howard Avenue rather than a mix of trees in each block. The Town and LAP historic groups strongly prefer to save existing trees and mix in a variety of species throughtout the

project area. They see a mix of trees as better relating to the mix of trees found in the residential area and are concerned that a uniform pattern would be overly structured.

Staff strongly prefers the recommendations of the Town of Kensington and the DHCA in the Phase I area. We believe that the business climate will be harmed and town residents will be disappointed if a mix of unhealthy, damaged trees are retained. The Town arborist evaluated each of the seven trees in the Phase I area and found most to be damaged, with three in poor and four in fair condition. His recommendation is to remove "all these trees at one time and replace them with a variety that will be tolerant to the existing stressful conditions." If HPC requires use of existing trees, then staff recommends that they save one or two of the "best" trees in fair condition and establish continuity by adding a uniform species throughout the project area.

Along Kensington Parkway and Fredrick Avenue, the project should be sensitive to the relation between the south side residential and park character, with tall trees, and north side commercial environment. Staff believes that the healthy cherry trees could be saved and that some Honey Locusts are acceptable under the power lines. Since this is a transitional area, it is appropriate to use a mix of tree types.

The project should preserve most or all of the green strip in front of Johnson's. The existing landscaping is attractive. If a new sidewalk requires some widening, then some green area should be preserved for future tree planting. Also, staff questions the appearance of a dimpled new sidewalk next to old concrete, which would cause a problem of variable condition and maintenance.

#### Other Streetscape Elements

The entry landscaping, signs and arch seem to fit into the general design and streetscape objectives of the Kensington Sector Plan. The street furnishings, benches and trash receptacles, seem to fit into the character of the area.

Staff supports the preferences of The Town of Kensington and the Department of Housing and Community Affairs, but recognizes that the Historic Preservation Commission must make the final determination concerning many of these elements for those areas within the Kensington Historic District.

#### Facade and Building Improvements

The DHCA is working with property owners to establish a facade improvement program. If established, owners would be able to share with DHCA the cost of improvements. Concepts for improvements were presented to DHCA for informal comment, but actual project applications within the Kensington Historic District would need to be approved by the HPC on a case by case basis.

Staff supports establishment of a facade improvement program and recognizes that the Historic Preservation Commission must make the final determination for approval of specific projects within the Kensington Historic District. Staff suggests that some buildings could be modified to better fit within the range of commercial styles included in the project area. Improvements would help maintain the viability of the commercial area.

### Plaza Design

Phase II of the project shows a plaza on the south side where Howard Avenue becomes Montgomery Avenue. All existing plant materials would be removed, the plaza area expanded, a town clock installed and new landscaping put in place.

Staff would like to see a new design for this area that preserves the largest tree and preserves most of the boxwood hedge. Honey Locust trees could be included to create a continuity with Howard Avenue streetscaping.

Staff strongly objects to removing the large healthy Maple tree near the front of the Prevention patio. The area should be designed to preserve the large tree to retain shade on plaza and near-by paving. The project should not remove the boxwood hedge, which has an established character; but could consider providing a path through the hedge to the expanded plaza area.

### Pedestrian Crosswalk Locations

Recommend that a crosswalk be shown from the sidewalk at either the exit from or entry to the MARC station parking lot to the expanded plaza on the south side of Montgomery Avenue, alternatively the walk and crosswalk could be shifted 70 feet to the east of the MARC exit. A design to protect the pedestrian crossing is needed. Staff recommends that other crosswalk locations be approved as shown.

The crosswalk from Post Office to park seems reasonable, since the park is used by Town residents as a pathway. Town should address speed and safety of mid-block crossing. Consider speed bumps, parking on both sides and other measures which will help slow traffic near the mid-block cross walk.

### 3. Compatibility with nearby commercial and residential areas:

The Town is concerned about both redevelopment and pedestrian access in this area. The Kensington Historic District also extends across Metropolitan Avenue. Residents have expressed a desire for pedestrian access across the rail line to businesses and residents along and near Metropolitan Avenue. A sidewalk extends from the MARC parking lot exit toward the railroad tracks. Pedestrians cross the tracks from the area on either side of St. Paul Street and extending past the Mizell Lumber Company.

The redevelopment of the Metropolitan Avenue area and possible establishment of a formal access way across the tracks should be subject of future study.

The relation to nearby neighborhoods south of the project is discussed above.

4. Historic preservation requirements:

The Phase I area is located within the Kensington Historic District. HPC will consider approval of the Phase I project on September 24, 1997. DHCA is working with building owners to establish a facade improvement program. Individual improvement applications will be subject to HPC approval.

The project seeks to respond to the varied dates for commercial development in this area. The HPC members informally advised that only modest changes be made to building facades. Issues concerning streetscape elements have addressed both historic context and contemporary community character. The application accepted the advise of the historic advisory groups to use a dimpled concrete sidewalk pattern, which is used at other locations in the Town.

The Washington Globe is said to represent a portion of the period when Kensington was developing. The "gooseneck" lamp is a more recent addition to the historic MARC rail station and is preferred by the historic advisory groups.

The Honey Locust street tree was selected by DHCA to provide continuity, easy maintenance, and visibility for merchants. It does not seem to have historic precedence, except that a continuous row of trees where in place along armory Avenue prior to 1909. The historic advisory groups strongly prefer a mix of trees as better relating to the residential pattern.

**CONCLUSION:** The staff recommends approval of the Mandatory Referral for the Kensington Commercial Revitalization Project subject to the conditions identified at the beginning of this report. Staff recommends that Phases II and III be redesigned in accordance with staff recommendations and a new concept plan submitted to the Planning Board for final review.

APPENDIX or OMIT --

SUMMARY OF PROJECT RECOMMENDATIONS, BY AREA

Connecticut Avenue to Armory Avenue (Phase II):

The project proposes to create a gateway entry from Connecticut Avenue that includes identifying signs announcing "Antique Row and Specialty Shops," a low wall and/or plantings, and a gateway arch. Flowering trees and shrubs are proposed along both sides of Howard Avenue. A sidewalk with street trees, new lights, parallel parking and a Ride-On bus stop will be provided along the south side of Howard Avenue. This area is located outside the Kensington Historic District.

Armory Avenue to 195 feet east of Fawcett Street (Phase I):

A new sidewalk and street trees are provided along the south side of Howard. Groundcover is provided in the area at the beginning of the brick wall along the north side of Howard Avenue. Cascading plants are provided along the brick wall throughout the project.

Montgomery Avenue beginning 195 feet east of Fawcett Street to Kensington Parkway (Phase II):

The project provides an expanded plaza area in front of the Prevention of Blindness Building. The plaza would include a town clock, benches, trash receptacles, trees, shrubs, and groundcover. The existing trees and shrubs would be replaced. Parking would be redesigned in this area to provide parallel spaces on both sides of Montgomery Avenue. Beyond the plaza on the south side of Montgomery Avenue a sidewalk, lights and one street tree are provided. Along the north side of Montgomery Avenue, a sidewalk is added next to the wall between the entry and exit from the MARC station parking lot. Two crosswalks are shown in this area, one at the MARC station entry and one at the Kensington Parkway intersection. Most of the Phase II area is located within the Kensington Historic District.

Kensington Parkway, from Montgomery Avenue to 110 feet west on Fredrick Avenue (Phase III):

The project provides a sidewalk, lights, and street trees. In-street landscaping is provided at the intersection of Montgomery Avenue and Kensington Parkway. A crosswalk to the park is provided on the south side of Kensington Parkway. The south side also has a residential character with large old trees and includes both the ----- and ----- parks. The Phase III area is located outside of the Kensington Historic District.

DRAFT - Not spell checked yet.

MCPB  
Item #  
9/18/97

MEMORANDUM

DATE: DRAFT - August 29, 1997  
TO: Montgomery County Planning Board  
FROM: Don Downing, AICP, Planning Coordinator,  
Georgia Avenue Team (301/495-4555)

CASE NUMBER: xxxxxx  
REVIEW TYPE: Mandatory Referral  
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LOCATION: Howard Avenue between Connecticut Avenue and Frederick Avenue  
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FILING DATE: August 1, 1997

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STAFF RECOMMENDATION: APPROVAL with conditions.

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- D. Do not replace the new east side sidewalk north of the Kensington Parkway crosswalk.
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2. The visual appearance of the Kensington business area should be improved to enhance the total character of the town.

The history of the Town of Kensington is an important part of the Plan (page 27+). The Plan states that "a number of residential and non-residential uses in Kensington have historic significance". The Plan recommends that a historic preservation program be developed for Kensington (page 63). The Commercial Land Use recommendations seek in part to "enable the stores on Howard Avenue ... to maintain their competitive position in relation to ... regional shopping centers (page 63)." The Plan specifically recognizes the significant and unique cluster of antiques shops and related businesses which contribute to a small-town flavor. Recommended improvements to the area include street furniture, landscaping, parking, pedestrian access and directional signs (page 66).

The report, "Kensington Business District Strategies for Revitalization" (page 28, Pickard, 1991), identifies goals of Town residents for the Business District. The community sees the future of the Kensington commercial area as a 'Retail Village Center'. The report lists priority goals for the Kensington Business District, including the following three goals which are related to the Howard Avenue east project:

- 1) Promote a building improvement/facade easement program.
- 2) Establish a streetscape program with landscaped 'Gateways' to Kensington at key locations on Connecticut Avenue, and a program of sidewalk improvements, landscaping and lighting.
- 3) Recognize and reinforce Kensington's history and origins.

The land use within the project area is described above in the project description. The project begins on the west at Connecticut Avenue, a major highway corridor which divides the Town into east and west halves. Along the north of the project is the MARC rail line, which divides the Town into north and south halves. The MARC rail station is a historic resource which serves as the focal point for the commercial part of the historic district in this area. The land use north of the rail line is a mix of retail and industrial uses with access on Metropolitan Avenue. The ability to view the areas across both sides of the rail tracks is important to the historic character of the area.

The land use south of the project area varies from office to retail to residential neighborhoods and parks in The Town of Kensington. Parks and gardens are themes that are repeated throughout the village. The area east of the project, along Frederick Avenue, contains many residents in several apartment buildings. Howard Avenue east, Montgomery Avenue and Kensington Parkway are part of the retail village center and the antique shopping that serves the Kensington area. The area is linked to the surrounding community by walkable neighborhoods and sidewalks.

The history of The Town of Kensington is an important part of the community context. Development of the town began in the 1870s with the opening of the B&O Railroad. By 1891 a new rail station was established to serve a growing commuter population. In 1894, a bill creating a municipal corporation was enacted. The commercial uses along Howard Avenue were generally built between 1890 and 1930. Following recommendations of the Kensington Sector Plan of 1978, the Kensington Historic District was established. Work permits for remodeling and external modifications within the Historic District must be approved by the Montgomery County Historic Preservation Commission. Resources of the historic district are primarily from the Victorian period to the 1930's.

This project was prepared by the Department of Housing and Community Affairs in cooperation with the Revitalization Committee of The Town of Kensington. During preparation of the project concept plan many groups were consulted including business, residential and historic organizations. The project staff met with the Historic Preservation Commission on two occasions. Members of the HPC provided observations concerning early drafts of the plan, but did not provide official findings or directions. The Town Council has reviewed and approved the concept plan and the specifics of the Phase I project extending from Armory Avenue to 195 feet east of Fawcett Street (see attached resolution). Some of the recommendations of the HPC Local Advisory Panel differ from the final concept plan as approved by the Town Council and submitted to us by DHCD.

The purpose of this review is to provide Planning Board recommendations to the Department of Housing and Community Affairs, in conformance with the mandatory referral law. This law is intended to insure that public agency projects are reviewed in the context of relevant Master Plans, that the public has the opportunity to comment to the Planning Board and that the Board's comments are provided at an early stage so that projects can be modified if needed. Planning Board recommendations should also be presented to the Historic Preservation Commission which has work permit authority over those parts of the project that are located within the Kensington Historic District. The HPC will meet to review and act on the Phase I project on September 24, 1997.

## ANALYSIS

### 1. Conformance with the Sector Plan for the Town of Kensington:

The project conforms with the intent of the Sector Plan to maintain a small town character, improve the appearance of the Kensington business area, to support the Howard Avenue shopping area and to create an improved streetscape environment.

### 2. Project Design:

#### Street Lighting

The Town and DHCA propose use of the Washington Globe lantern rather than the gooseneck lamp used at the Kensington MARC rail station. The Kensington Historical Society and the HPC Local Advisory Panel argue that the Washington Globe is not the preferred way of fitting into the historic character of the Town of Kensington. They believe that the gooseneck lamp creates both a unique style and an appropriate historic image. There is also concern that second floor residents along Howard Avenue need to be shielded from commercial street lights.

The old latterns at the Prevention of Blindness Building would be a good candidate for the project, except that long term parts and repairs may be difficult. The Town and DHCA have the same concern with the "gooseneck" lamp.

DHCA has asked DPWT whether they could stock and maintain the "gooseneck" lamp (see attached letters). The Town believes that a contract the the County DPWT to maintain the latterns is more efficient. DPWT stocks parts to maintain the Washington Globe, but does not plan to add another style to be maintained.

Staff does not have a strong preference for one lantern or the other and recognizes that the Historic Preservation Commission must make the final determination for those areas within the Kensington Historic District. Whatever lattern the HPC approves for Phase I should be included in subsequent phases.

#### Street Trees

Staff conducted a field survey and evaluated the project design on a block by block basis. Our recommendations reflect those areas where existing trees should be saved and possibly interspersed with new trees.

The project proposes use of Honey Locust "Shademaster" trees in the Phase I area along Howard Avenue rather than a mix of trees in each block. The Town and LAP historic groups strongly prefer to save existing trees and mix in a variety of species throughtout the

project area. They see a mix of trees as better relating to the mix of trees found in the residential area and are concerned that a uniform pattern would be overly structured.

Staff strongly prefers the recommendations of the Town of Kensington and the DHCA in the Phase I area. We believe that the business climate will be harmed and town residents will be disappointed if a mix of unhealthy, damaged trees are retained. The Town arborist evaluated each of the seven trees in the Phase I area and found most to be damaged, with three in poor and four in fair condition. His recommendation is to remove "all these trees at one time and replace them with a variety that will be tolerant to the existing stressful conditions." If HPC requires use of existing trees, then staff recommends that they save one or two of the "best" trees in fair condition and establish continuity by adding a uniform species throughout the project area.

Along Kensington Parkway and Fredrick Avenue, the project should be sensitive to the relation between the south side residential and park character, with tall trees, and north side commercial environment. Staff believes that the healthy cherry trees could be saved and that some Honey Locusts are acceptable under the power lines. Since this is a transitional area, it is appropriate to use a mix of tree types.

The project should preserve most or all of the green strip in front of Johnson's. The existing landscaping is attractive. If a new sidewalk requires some widening, then some green area should be preserved for future tree planting. Also, staff questions the appearance of a dimpled new sidewalk next to old concrete, which would cause a problem of variable condition and maintenance.

#### Other Steetscape Elements

The entry landscaping, signs and arch seem to fit into the general design and streetscape objectives of the Kensington Sector Plan. The street furnishings, benches and trash receptacles, seem to fit into the character of the area.

Staff supports the preferences of The Town of Kensington and the Department of Housing and Community Affairs, but recognizes that the Historic Preservation Commission must make the final determination concerning many of these elements for those areas within the Kensington Historic District.

#### Facade and Building Improvements

The DHCA is working with property owners to establish a facade improvement program. If established, owners would be able to share with DHCA the cost of improvements. Concepts for improvements were presented to DHCA for informal comment, but actual project applications within the Kensington Historic District would need to be approved by the HPC on a case by case basis.

Staff supports establishment of a facade improvement program and recognizes that the Historic Preservation Commission must make the final determination for approval of specific projects within the Kensington Historic District. Staff suggests that some buildings could be modified to better fit within the range of commercial styles included in the project area. Improvements would help maintain the viability of the commercial area.

### Plaza Design

Phase II of the project shows a plaza on the south side where Howard Avenue becomes Montgomery Avenue. All existing plant materials would be removed, the plaza area expanded, a town clock installed and new landscaping put in place.

Staff would like to see a new design for this area that preserves the largest tree and preserves most of the boxwood hedge. Honey Locust trees could be included to create a continuity with Howard Avenue streetscaping.

Staff strongly objects to removing the large healthy Maple tree near the front of the Prevention patio. The area should be designed to preserve the large tree to retain shade on plaza and near-by paving. The project should not remove the boxwood hedge, which has an established character; but could consider providing a path through the hedge to the expanded plaza area.

### Pedestrian Crosswalk Locations

Recommend that a crosswalk be shown from the sidewalk at either the exit from or entry to the MARC station parking lot to the expanded plaza on the south side of Montgomery Avenue, alternatively the walk and crosswalk could be shifted 70 feet to the east of the MARC exit. A design to protect the pedestrian crossing is needed. Staff recommends that other crosswalk locations be approved as shown.

The crosswalk from Post Office to park seems reasonable, since the park is used by Town residents as a pathway. Town should address speed and safety of mid-block crossing. Consider speed bumps, parking on both sides and other measures which will help slow traffic near the mid-block cross walk.

### 3. Compatibility with nearby commercial and residential areas:

The Town is concerned about both redevelopment and pedestrian access in this area. The Kensington Historic District also extends across Metropolitan Avenue. Residents have expressed a desire for pedestrian access across the rail line to businesses and residents along and near Metropolitan Avenue. A sidewalk extends from the MARC parking lot exit toward the railroad tracks. Pedestrians cross the tracks from the area on either side of St. Paul Street and extending past the Mizell Lumber Company.



The redevelopment of the Metropolitan Avenue area and possible establishment of a formal access way across the tracks should be subject of future study.

The relation to nearby neighborhoods south of the project is discussed above.

4. Historic preservation requirements:

The Phase I area is located within the Kensington Historic District. HPC will consider approval of the Phase I project on September 24, 1997. DHCA is working with building owners to establish a facade improvement program. Individual improvement applications will be subject to HPC approval.

The project seeks to respond to the varied dates for commercial development in this area. The HPC members informally advised that only modest changes be made to building facades. Issues concerning streetscape elements have addressed both historic context and contemporary community character. The application accepted the advise of the historic advisory groups to use a dimpled concrete sidewalk pattern, which is used at other locations in the Town.

The Washington Globe is said to represent a portion of the period when Kensington was developing. The "gooseneck" lamp is a more recent addition to the historic MARC rail station and is preferred by the historic advisory groups.

The Honey Locust street tree was selected by DHCA to provide continuity, easy maintenance, and visibility for merchants. It does not seem to have historic precedence, except that a continuous row of trees were in place along armory Avenue prior to 1909. The historic advisory groups strongly prefer a mix of trees as better relating to the residential pattern.

**CONCLUSION:** The staff recommends approval of the Mandatory Referral for the Kensington Commercial Revitalization Project subject to the conditions identified at the beginning of this report. Staff recommends that Phases II and III be redesigned in accordance with staff recommendations and a new concept plan submitted to the Planning Board for final review.

APPENDIX or OMIT --

SUMMARY OF PROJECT RECOMMENDATIONS, BY AREA

Connecticut Avenue to Armory Avenue (Phase II):

The project proposes to create a gateway entry from Connecticut Avenue that includes identifying signs announcing "Antique Row and Specialty Shops," a low wall and/or plantings, and a gateway arch. Flowering trees and shrubs are proposed along both sides of Howard Avenue. A sidewalk with street trees, new lights, parallel parking and a Ride-On bus stop will be provided along the south side of Howard Avenue. This area is located outside the Kensington Historic District.

Armory Avenue to 195 feet east of Fawcett Street (Phase I):

A new sidewalk and street trees are provided along the south side of Howard. Groundcover is provided in the area at the beginning of the brick wall along the north side of Howard Avenue. Cascading plants are provided along the brick wall throughout the project.

Montgomery Avenue beginning 195 feet east of Fawcett Street to Kensington Parkway (Phase II):

The project provides an expanded plaza area in front of the Prevention of Blindness Building. The plaza would include a town clock, benches, trash receptacles, trees, shrubs, and groundcover. The existing trees and shrubs would be replaced. Parking would be redesigned in this area to provide parallel spaces on both sides of Montgomery Avenue. Beyond the plaza on the south side of Montgomery Avenue a sidewalk, lights and one street tree are provided. Along the north side of Montgomery Avenue, a sidewalk is added next to the wall between the entry and exit from the MARC station parking lot. Two crosswalks are shown in this area, one at the MARC station entry and one at the Kensington Parkway intersection. Most of the Phase II area is located within the Kensington Historic District.

Kensington Parkway, from Montgomery Avenue to 110 feet west on Fredrick Avenue (Phase III):

The project provides a sidewalk, lights, and street trees. In-street landscaping is provided at the intersection of Montgomery Avenue and Kensington Parkway. A crosswalk to the park is provided on the south side of Kensington Parkway. The south side also has a residential character with large old trees and includes both the ----- and ----- parks. The Phase III area is located outside of the Kensington Historic District.

→ 24<sup>th</sup> Agenda Not 10<sup>th</sup>  
for Kensington Project.

8/21/97

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Res. Lights.

Havein worked with Marilyn on  
Jovaneech lights for Danvers  
which are really nice &  
would work here BUT... They are  
no longer made!

She doesn't want to get  
into that further, & therefore  
wants the Wash. Co. Co. Co.

- Also; orig. lamps were "Pole"  
lamps.

Marilyn also has a lot of experience with  
Tony Rizzetti (sp?) The County Lighting  
Supervisor (?). Talk with her.

DRAFT

MCPB  
Item #  
9/18/97

MEMORANDUM

DATE: DRAFT - August 19, 1997  
TO: Montgomery County Planning Board  
FROM: Don Downing, AICP, Planning Coordinator,  
Georgia Avenue Team (301/495-4555)

CASE NUMBER:  
REVIEW TYPE: Mandatory Referral  
APPLYING FOR: Mandatory Referral Review of Kensington Commercial Revitalization  
Project Phases I to III.

PROJECT NAME: Kensington Commercial Revitalization Project Phases I to III  
REVIEW BASIS: Article 28, Chapter 7-112 of Regional District Act

ZONE: C-2, C-1, O-M and C-T  
LOCATION: Howard Avenue between Connecticut Avenue and Frederick Avenue  
MASTER PLAN: Kensington Sector Plan, 1978

APPLICANT: Department of Housing and Community Affairs  
FILING DATE: August 1, 1997

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STAFF RECOMMENDATION: APPROVAL with conditions.

The staff recommends approval of the Kensington Commercial Revitalization Project with the following conditions:

**PROJECT DESCRIPTION**

The Howard Avenue east area is part of the Kensington Antique Row. In recent years the area has experienced weak sales and increased vacancies. From Connecticut Avenue drivers and potential customers do not have clear awareness or a daily reminder of the Antique Row area. The old sidewalks, scattered trees, standard street lighting, store vacancies, and minimal street furniture suggest an area in decline. Some street crossings may be unsafe due to lack of clear demarcation. Some buildings are in need of maintenance, paint and facade improvements. In general, the area has only average attractiveness as a shopping environment. The area does not emphasize or enhance the qualities expected in a historic district.

The Concept Plan provides sidewalks, street lights, street trees, benches, trash receptacles, directional and directory signage, and the enhancement of an existing mini-park. The Plan provides additional on-street parking and also substitutes an equal amount of on-street parallel parking for a perpendicular arrangement. The elements were chosen for appropriateness to a commercial area, which has a village scale and is in an historic area. Following is a block by block description of the project.

**Connecticut Avenue to Armory Avenue (Phase II):** The area south of Howard Avenue contains a Safeway grocery store and parking lot, as well as a retail building on the corner of Armory Avenue. Along the north side of Howard Avenue is a buffer strip for the MARC rail line. The project proposes to create a gateway entry from Connecticut Avenue that includes landscaping and identifying signs. Provide a sign announcing "Antique Row and Specialty Shops", a low wall and/or plantings, and a gateway arch. Provide flowering trees and shrubs along both sides of Howard Avenue. Provide a sidewalk with street trees, new lights, parallel parking and a Ride On bus stop along the south side of Howard Avenue.

Sidewalks throughout the project are concrete with a dimpled finish and brushed borders and range from six to seventeen feet. The 16 foot Washington Globe post-top light is recommended and is similar to early gas lights in Kensington. Five foot long benches are made of wrought iron and teakwood, with a design that is used in the Enid Haupt Victorian garden at the Smithsonian.

**Armory Avenue to 195 feet east of Fawcett Street (Phase I):** The area south of Howard Avenue contains a series of retail shops, some with second floor apartments. The project provides a crosswalk at Armory Avenue. A new sidewalk and street trees are provided along the south side of Howard. Groundcover is provided in the area at the beginning of the brick wall along the north side of Howard Avenue. Cascading plants are provided along the brick wall throughout the project.

**Montgomery Avenue beginning 195 feet east of Fawcett Street to Kensington Parkway (Phase II):** The area southwest of Montgomery Avenue contains a landscaped/patio area in front of the Prevention of Blindness building, a bank and several retail businesses. The area north east of Montgomery Avenue contains the MARC rail station and parking lot, a bank drive through and the Kensington Station shopping center. The project provides a plaza area in front of the Prevention building. The plaza would include a town clock, benches, trash receptacles, trees, shrubs, and groundcover. Parking would be redesigned in this area to provide parallel spaces on both sides of Montgomery Avenue. Beyond the plaza on the south side of Montgomery Avenue a sidewalk, lights and one street tree is provided. Two crosswalks are shown in this area.

**Kensington Parkway, from Montgomery Avenue to 110 feet west on Frederick Avenue (Phase III):** The area north of Kensington Parkway contains retail shopping, as well as office and institutional uses. The Johnson Enterprises shopping center is at the intersection of Frederick Avenue. The project provides a sidewalk, lights, and street trees. In-street landscaping is provided at the intersection of Montgomery Avenue and Kensington Parkway. A crosswalk to the park is provided on the south side of Kensington Parkway.

## COMMUNITY CONTEXT

The Sector Plan for The Town of Kensington addressed the land use and character of the Town. One of the Plan goals is that "The visual appearance of the Kensington business area should be improved to enhance the total character of the town (Page 56)." The Commercial Land Use recommendations seek in part to "enable the stores on Howard Avenue ... to maintain their competitive position in relation to ... regional shopping centers.(Page 63)" The Plan specifically recognizes the significant and unique cluster of antiques shops and related businesses which contribute to a small-town flavor. Recommended improvements to the area include street furniture, landscaping, parking, pedestrian access and directional signs (Page 66). Additional design concepts are illustrated in Sector Plan Appendix B (page 139+).

The report, "Kensington Business District Strategies for Revitalization" (page 28, Pickard, 1991), identifies goals of Town residents for the Business District. The community sees the future of the Kensington commercial area as a 'Retail Village Center'. The report lists priority goals for the Kensington Business District, including the following three goals which are related to the Howard Avenue east project:

- 1) Promote a building improvement/facade easement program.
- 2) Establish a streetscape program with landscaped 'Gateways' to Kensington at key locations on Connecticut Avenue, and a program of sidewalk improvements, landscaping and lighting.
- 3) Recognize and reinforce Kensington's history and origins.

The land use within the project area is described above in the project descriptions. The project begins on the west at Connecticut Avenue, a major highway corridor which divides the Town into east and west halves. Along the north of the project is the MARC rail line, which divides the Town into north and south halves. The land use north of the rail line is a mix of retail and industrial uses with access on Metropolitan Avenue. The land use south of the project area varies from office to retail to residential neighborhoods in The Town of Kensington.

The history of The Town of Kensington is an important part of the community context. Development of the town began in the 1870s with the opening of the B&O Railroad. By 1891 a new rail station was established to serve a growing commuter population. In 1894, a bill creating a municipal corporation was enacted. The area described in the original charter has not changed. The commercial uses along Howard Avenue were generally built between 1890 and 1930. Following recommendations of the Kensington Sector Plan of 1978, the Kensington Historic District was established. Work permits for remodeling and external modifications within the Historic District must be approved by the Montgomery County Historic Preservation Commission. Resources of the historic district are primarily from the Victorian period to the 1930's.

The purpose of this review is to provide Planning Board recommendations to the Department of Housing and Community Affairs, in conformance with the mandatory referral law. This law is intended to insure that public agency projects are reviewed in the context of relevant Master Plans and that the public have the opportunity to comment to the Planning Board. These comments should also be presented to the Historic Preservation Commission which has work permit authority over those parts of the project that are located within the Kensington Historic District.

## SUMMARY OF ISSUES

1. Should the Planning Board review the mandatory referral, prior to action by the Historic Preservation Commission on the Historic District work permit?

Staff response: The Department of Housing and Community Affairs, The Town of Kensington and the Historic Preservation Commission should have the benefit of the Planning Board's advisory comments prior to the work permit approval action of the HPC.

2. Should the Washington Globe lantern and Honey Locust "Shademaster" trees be used along Howard Avenue, rather than alternatives recommended by others?

DHCA and the Town of Kensington are recommending several design elements which are opposed by others. Some argue that these elements are not the preferred way of fitting into the historic character of the Town of Kensington. There is also concern that second floor residents along Howard Avenue need to be shielded from commercial street lights.

The project proposes use of the Washington Globe lantern rather than the gooseneck lamp used at the Kensington MARC rail station. The project proposes use of Honey Locust "Shademaster" trees along Howard Avenue rather than Zelkovas or a mix of trees in each block.

Staff response: Staff supports the preferences of The Town of Kensington and the Department of Housing and Community Affairs, but recognizes that the Historic Preservation Commission must make the final determination for those areas within the Kensington Historic District.

3. How should the project respond to the desire for pedestrian access ~~use~~ across the rail line to businesses and residents along and near Metropolitan Avenue?

The Town is concerned about both redevelopment and pedestrian access in this area. The Kensington Historic District also extends across Metropolitan Avenue.

Staff response: ?? Possible crosswalk in this area; landscape features; suggest future study.

4. Are pedestrian crosswalk locations properly located to meet pedestrian access and safety needs in the project area?

Staff response: ?? Evaluate each location

5. Do the entry landscaping, signs and arch fit into the design and streetscape objectives of the Kensington Sector Plan?

Staff response: ?? Design review

6. Do the street furnishings, benches and trash receptacles, fit into the historic character of the area?

Staff response: Staff supports the preferences of The Town of Kensington and the Department of Housing and Community Affairs, but recognizes that the Historic Preservation Commission must make the final determination for those areas within the Kensington Historic District.

7. Will there be adequate private investment in facade and building improvements? What will be the public cost? What is the intended design and character of these improvements?

Staff response: Staff supports the preferences of The Town of Kensington and the Department of Housing and Community Affairs, but recognizes that the Historic Preservation Commission must make the final determination for those areas within the Kensington Historic District.

## FINDINGS

1. Conformance with the Sector Plan for the Town of Kensington:

The project conforms with the intent of the Sector Plan improve the appearance of the Kensington business area, to support the Howard Avenue shopping area and to create an improved streetscape environment.

2. Conformance to Development Standards:

Is this relevant since there are no building projects and no change in zoning?

3. Urban design:

- selection of Honey Locust trees, versus other options

- suggestions for entry signs and landscaping



- suggestions for plaza design
  - observations concerning facade improvements
  - relation to second floor housing on Howard Avenue
4. Compatibility with nearby commercial and residential areas:
- relation to the rail station, crossing of the rail line
  - relation to redevelopment along Metropolitan Avenue
  - relation to nearby neighborhoods south of the project
5. Historic preservation requirements:
- response to various building construction periods
  - selection of sidewalk style
  - selection of street light style
  - selection of street furniture
6. Other issues (transportation, site access, environmental protection, parks and open space):
- placement of crosswalks
  - layout of parking
  - relation to park south of Montgomery Avenue

**CONCLUSION:** The staff recommends approval of the Mandatory Referral for the Kensington Commercial revitalization Project Phases I to III subject to the conditions identified at the beginning of this report.









# Kensington Business District Strategies for Revitalization

John Pickard Associates  
with Andrew Winters AIA  
RPR Economic Consultants  
Grove Slade Associates

Urban Design, Planning  
Architecture  
Market Analysis  
Traffic Engineering

North: ↑

Date:

-  Retail
-  Mixed Use
-  Office
-  Auto Repairs / Gas Stations
-  Warehouse/Showroom/Industry
-  Institutional Uses
-  Parking Garages
-  Park





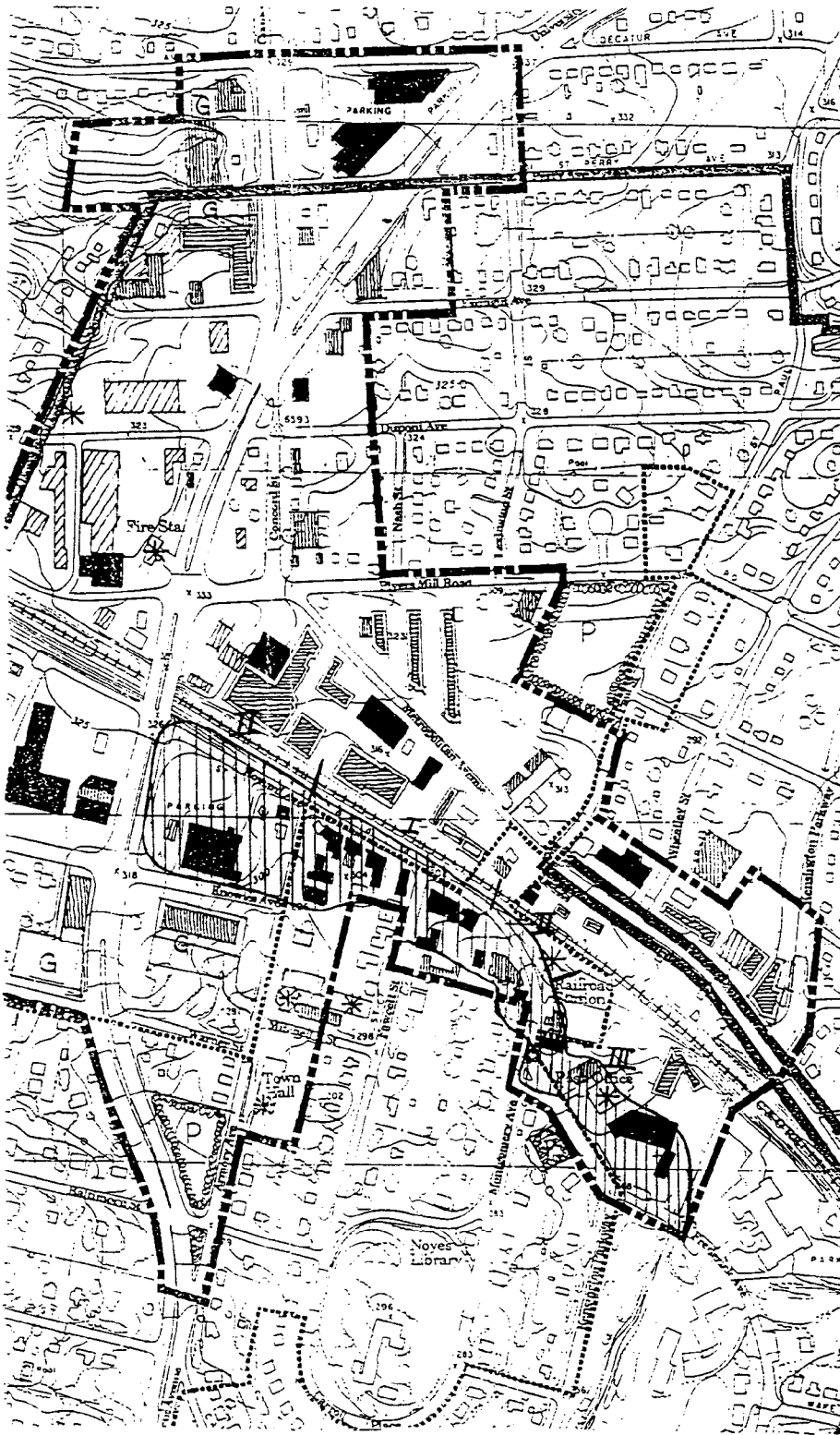
ATTACHMENT 4.  
KENSINGTON STREETScape  
EXISTING LAND USE  
PROJECT AREA 

Exhibit 1  
Existing Land Use



-  CBD Commercial Area
-  Town Limits
-  Historic District



August 25, 1997

Mr. Barry Peoples  
Kensington Historic Society

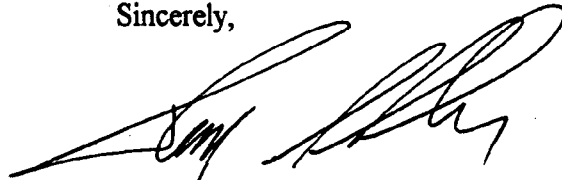
RE: Kensington street lighting

As discussed in the our meeting today, It would be more cost effective to if Kensington would use a standard Washington pole and make the luminaire the decorative part of the lighting of the town. Using this method would allow for the town of Kensington to rider on the Montgomery County's lighting maintenance contract as done by the city of Gaithersburg and the City of Rockville, also this would keep the cost of the streetscaping down due to using a pole that is decorative and standard.

If you should have any specific questions regarding this matter, please contact me at (301) 217-2209.

Thank you for better lighting in Montgomery County.

Sincerely,



Tom Shoemaker, Senior Engineer Technician  
Traffic Control and Lighting Engineering

*Retain 2 cherries + big tree in Doctor's Park  
Retain trees near Johnson's and Ct. Ave. entrance  
different trees on each block*

## HISTORIC PRESERVATION COMMISSION STAFF REPORT

**Address:** Howard Avenue, Kensington

**Meeting Date:** 5/14/97

**Resource:** Kensington Historic District

**Review:** Preliminary Consultation

**Case Number:** Not applicable

**Tax Credit:** No

**Public Notice:** 4/30/97

**Report Date:** 5/7/97

**Applicant:** MC Dept. of Housing and Community Affairs  
Marian Herschenson, Planner

**Staff:** Gwen Wright

**PROPOSAL:** Streetscaping, Facade Changes, Signage

**RECOMMEND:** PROCEED TO  
HAWP

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### BACKGROUND

This issue has been before the HPC on two previous occasions for general discussion (on February 26th and April 9th). The Howard Avenue Revitalization Project is being undertaken by the Montgomery County Department of Housing and Community Affairs, in conjunction with the Town of Kensington and the merchants on Howard Avenue. An advisory committee has been working with Marian Herschenson (from DHCA) and the County-hired consultants on the design concepts for this project. In addition, the Kensington LAP offered suggestions at the April 9th HPC worksession on this issue.

The goal of the project is to establish a comprehensive plan for streetscaping, signage, and facade improvements which will aide in the revitalization and enhancement of the Howard Avenue commercial area. The County will contribute some funds towards initial implementation of streetscape improvements and signage; however, this is a phased project and additional funds will need to be raised to implement the overall plans. In addition, the facade improvements will need to be undertaken by individual property owners - each will come in as a Historic Area Work Permit when and if the owners decide to begin renovations to their facades.

The primary concerns expressed by the HPC and LAP in early discussions on this topic were:

- Maintain the historicity of the Howard Avenue commercial area - highlight the special historic buildings, use materials and fixtures that recall the history of the area, and do not attempt to create a false sense of history by "Victorianizing" structures.
- Use simple landscaping features which enhance the streetscape, but which do not overwhelm the storefronts and/or sidewalks.
- Consistency in lighting fixtures and in signage is very important.
- Maintain a visual connection between the commercial areas on both sides of the railroad tracks - both were part of Kensington's historic commercial area.
- Develop a staging plan so that the most important work can be done first, with priorities developed for future work as funds become available.

## PROPOSAL

The current proposal is essentially an enhancement of what the HPC has seen before. In addition, there are some responses to specific comments and suggestions made at earlier meetings.

Pages 4 through 6 of this report represent the overall concept plan for Howard Avenue from Connecticut Avenue down to Frederick Avenue. Not all of this area depicted is in the Kensington Historic District - in particular the blocks near Connecticut Avenue and the Safeway.

Pages 7 and 8 of this report show a more detailed streetscape plan for two blocks of Howard Avenue (from Armory Avenue to just past Fawcett Street) which **are** within the Kensington Historic District. This area would be the first phase for streetscape implementation.

Pages 9, 10, and 11 of this report show a even greater level of streetscaping detail and depict alternative materials that could be utilized. Please note that the "dimpled" sidewalk treatment emphasized by the LAP is included as an alternative.

Pages 12 and 13 of this report represent one facade renovation concept plan: "a conservative approach to facade renovations with a view towards averting perceptions of commercial underdevelopment. Its efforts are focused on maintenance and removal of stray elements from the front facades, providing a more cohesive sign type for the historic district, and in few cases, replacing the facade materials that seem inappropriate."

Page 14 and 15 of this report represent a second facade renovation concept plan: "a view towards substantial improvements in the commercial buildings of the historic district in order to better serve a growing and increasingly sophisticated consumer market. The proposals are intended to add value to the building both through an increased architectural presence and, in some cases, additional square footage. The changes vary in scope from an additional floor to an enlarged cornice. The proposals respect each individual building's style, and pose the question 'what would this building look like had it been designed for a larger audience?' The long term proposals are typically an extension of the maintenance, signage, and material issues addressed in the immediate proposal, except in a few situations they obviously propose alternate courses of action. In addition, the power lines which are currently draped across will be placed underground."

Pages 16, 17, and 18 of this report depict signage for the commercial area. The logo design was the subject of a great deal of community debate and this logo depicted is the final product of this effort.

## STAFF DISCUSSION

In general, staff feels that the proposed streetscaping, facade improvement, and signage are compatible with the historic nature of the Kensington commercial area and would enhance the overall ambiance of the area. Several points to be noted are:

- The entry feature at Connecticut Avenue is outside the historic district and not subject to HPC review. However, the metal "gateway" arch which several Commissioners supported is being proposed.
- The detailed site plans show that an effort has been made to keep the facades of the contributing historic buildings exposed/not hidden by vegetation. For example, no street trees are proposed in front the historic gas station at 3794 Howard Avenue. Also, there are no street trees in front of 3762 or 3730 Howard Avenue - other historic buildings.

- Staff commends DHCA for exploring the use of the “dimpled” concrete recommended by the LAP. This treatment is proposed in conjunction with 4' x 8' planting areas defined by brick banding (no tree grates). Staff would support this alternative.
- A number of benches are proposed for the sidewalk areas. Staff is concerned about the quantity of benches and has no information on their design characteristics. This is one issue that should be studied and/or discussed further.
- No information has been provided on light fixtures for the streetlights along the sidewalk. The LAP had suggested fixtures similar to the ones being used at the train station and DHCA staff has been exploring where to obtain fixtures of this type. However, more information needs to be provided on this issue.
- In terms of the facade renovation plans, staff feels that the second alternative (on pages 14 and 15) offers an opportunity to do a more complete renovation to the historic buildings along Howard Avenue, while greatly enhancing the non-historic buildings. Simply adding awnings and signage (as shown in the simpler alternative) may not be enough to truly pull the commercial area together. However, not all of the suggestions in the second alternative are appropriate from a historic preservation viewpoint (for example, some of the changes proposed for 3762 Howard Avenue). Some additional thought should be given to the changes proposed for the clearly historic buildings. Overall, staff feels that this plan should be viewed as conceptual only, with all owners given the clear understanding that specific changes are still subject to Historic Area Work Permit review.
- The signage proposals appear to be very appropriate for Kensington’s commercial area.

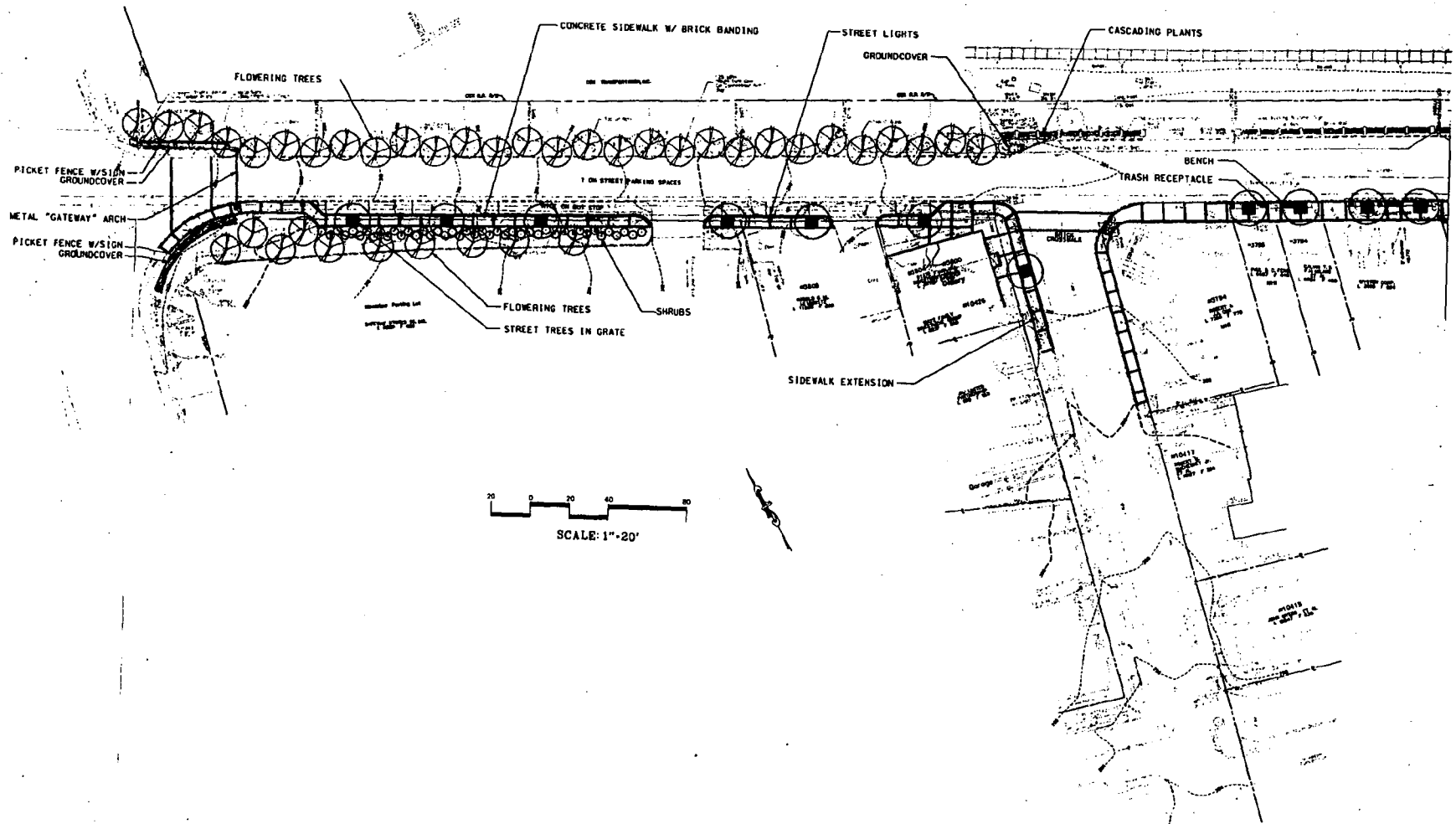
STAFF RECOMMENDATION

The staff recommends that the applicant address several of the issues noted above before proceeding to file a Historic Area Work Permit. Special attention should be given to the following issues:

Benches - quantity and design

Light fixtures - design

Facade renovations suggested for historic buildings on Howard Avenue



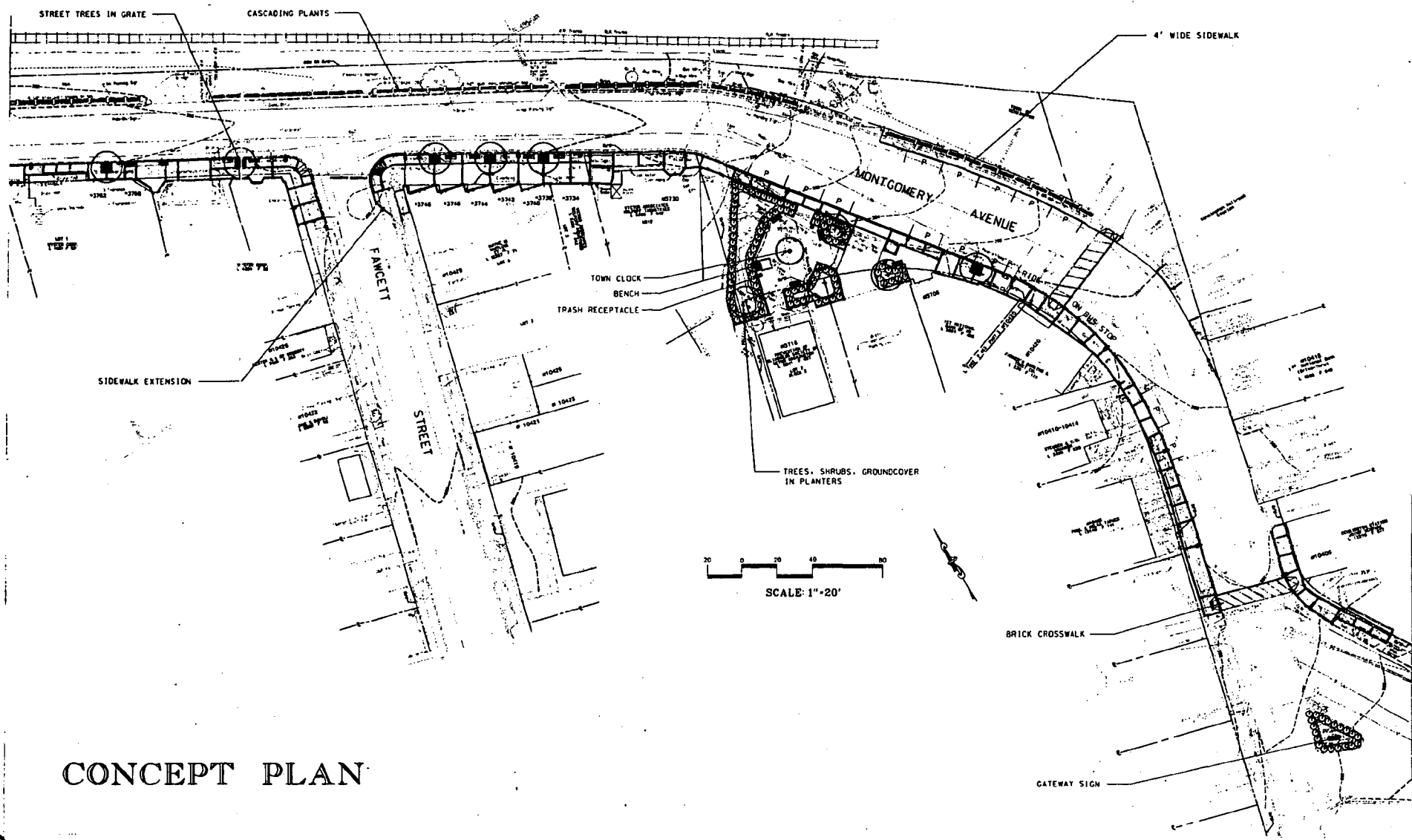
CONCEPT PLAN

14

KENSINGTON STREETScape DESIGN PROJECT  
TOWN OF KENSINGTON, MARYLAND

PREPARED FOR:  
MONTGOMERY COUNTY PLANNING AND COMMERCIAL REVITALIZATION  
51 MONROE STREET, ROCKVILLE, MD 20850

PREPARED BY:  
P.E.L.A. DESIGN, INC.  
2204 MARYLAND AVE. BALTIMORE, MD 21218



# CONCEPT PLAN

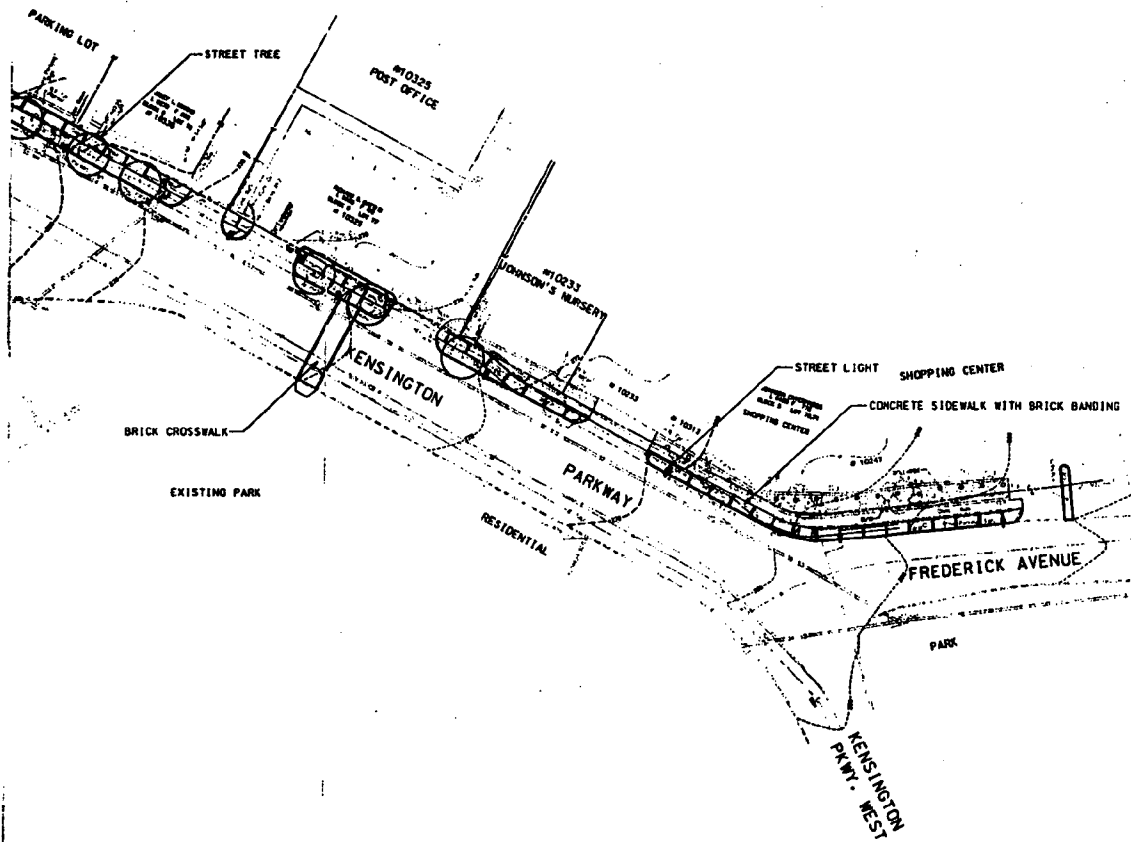
## KENSINGTON STREETScape DESIGN PROJECT TOWN OF KENSINGTON, MARYLAND

PREPARED FOR:  
MONTGOMERY COUNTY PLANNING AND COMMERCIAL REVITALIZATION  
41 MONROE STREET, ROCKVILLE, MD 20850

PREPARED BY:  
P.E.L.A. DESIGN, INC.  
2304 MARYLAND AVE., BALTIMORE, MD 21218

5





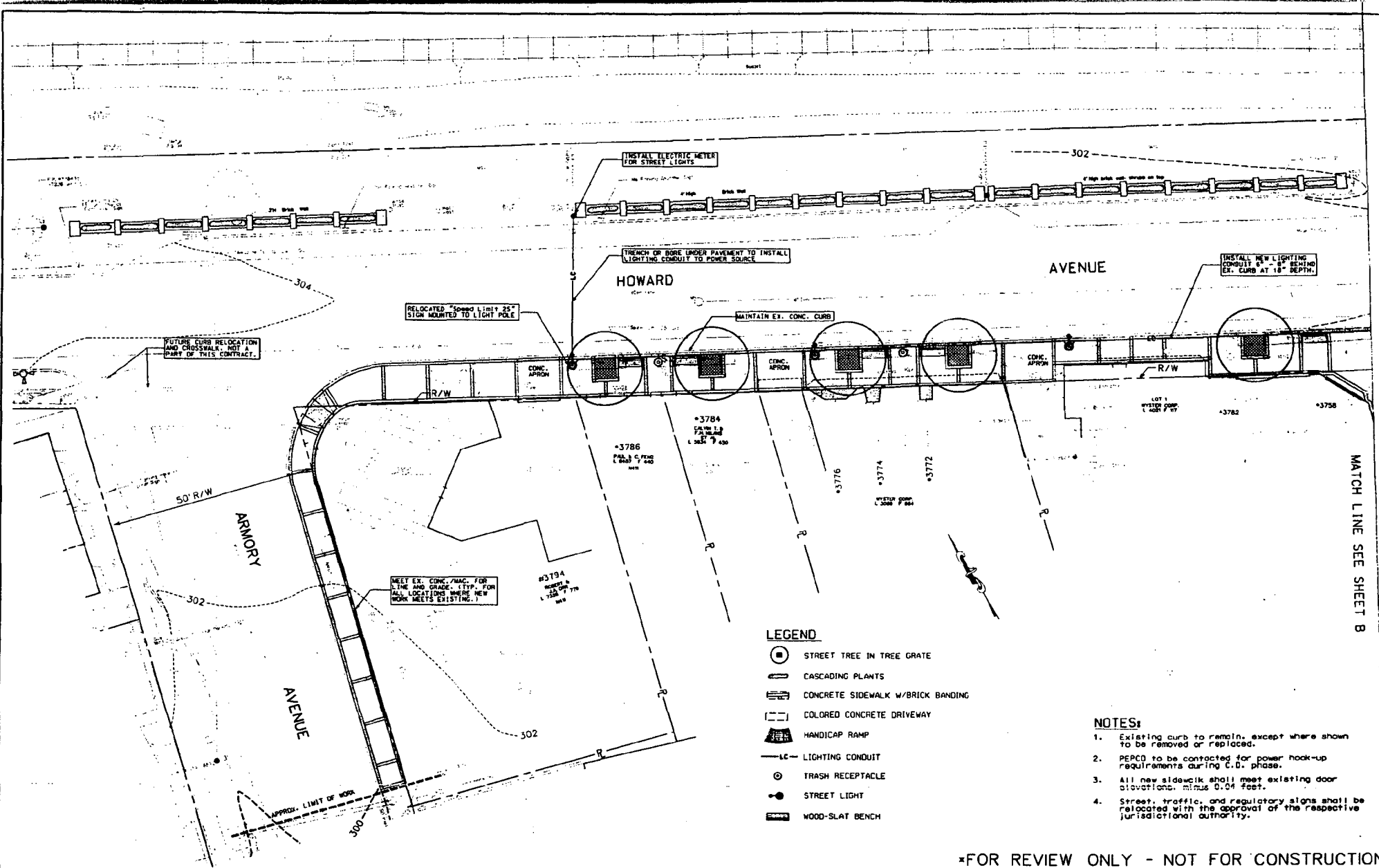
CONCEPT PLAN

KENSINGTON STREETScape DESIGN PROJECT  
TOWN OF KENSINGTON, MARYLAND

PREPARED FOR:  
MONTGOMERY COUNTY PLANNING AND COMMERCIAL REVITALIZATION  
61 MONROE STREET, ROCKVILLE, MD 20850

PREPARED BY:  
P.E.L.A. DESIGN, INC.  
2204 MARYLAND AVE., BALTIMORE, MD 21218

9



- LEGEND**
- STREET TREE IN TREE GRATE
  - CASCADING PLANTS
  - CONCRETE SIDEWALK W/BRICK BANDING
  - COLORED CONCRETE DRIVEWAY
  - HANDICAP RAMP
  - LIGHTING CONDUIT
  - TRASH RECEPTACLE
  - STREET LIGHT
  - WOOD-SLAT BENCH

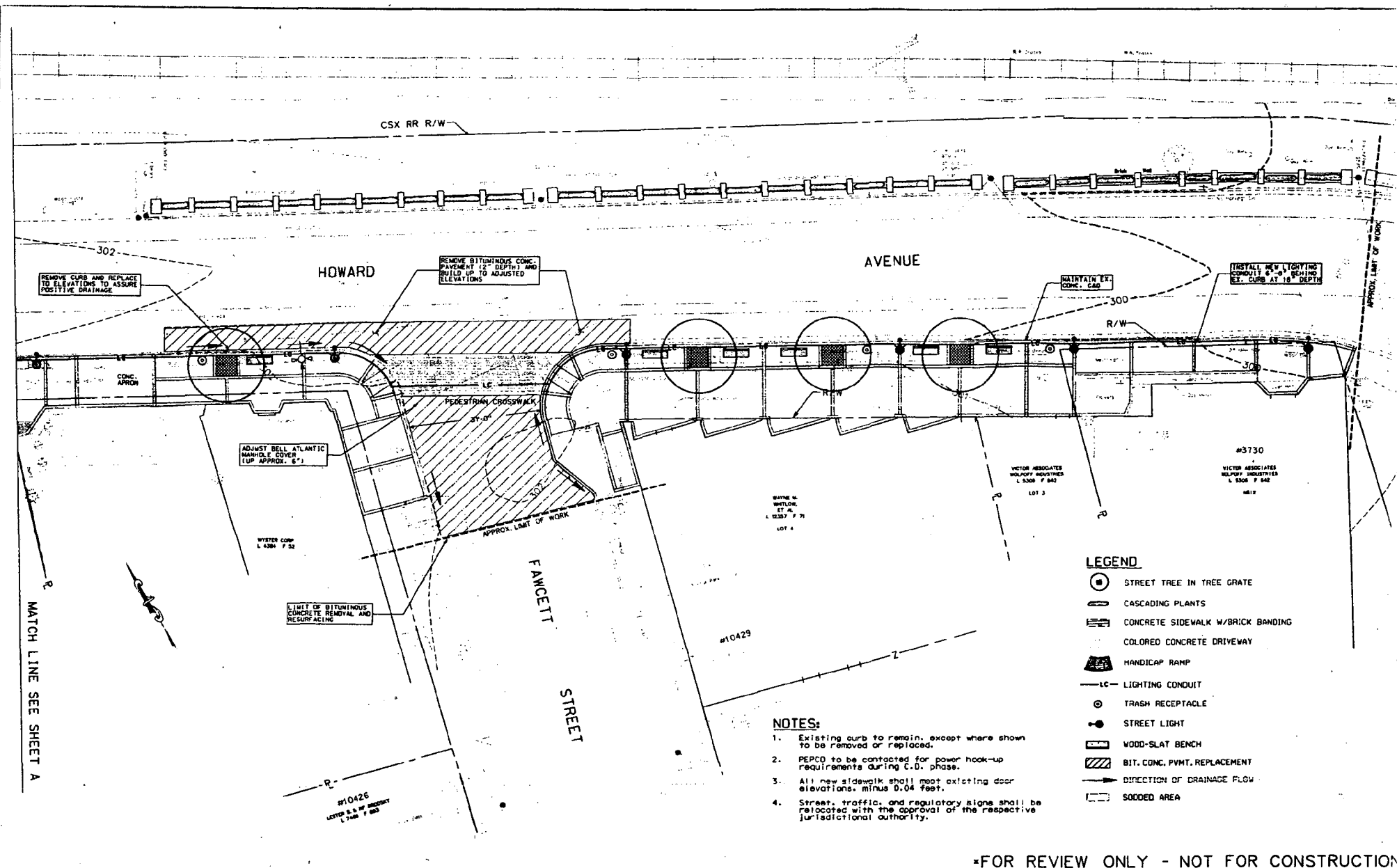
- NOTES:**
1. Existing curb to remain, except where shown to be removed or replaced.
  2. PERCO to be contacted for power hook-up requirements during C.D. phase.
  3. All new sidewalk shall meet existing door elevations, minus 0.04 feet.
  4. Street, traffic, and regulatory signs shall be relocated with the approval of the respective jurisdictional authority.

\*FOR REVIEW ONLY - NOT FOR CONSTRUCTION\*

P.E.L.A. DESIGN, INC. <small>Professional Engineers, Landscape Architects</small> 2204 MARYLAND AVE. SUITE 300	<b>TOWN OF KENSINGTON MARYLAND</b>	APPROVED _____	DESIGNED: TSH	<b>HOWARD AVE. - TOWN OF KENSINGTON STREETSCAPE</b> <small>PELA PROJECT NO.: 95.040.01A</small>	<b>SITE PLAN SHEET A</b>	DATE: 4-16-1997	REVISIONS		DRAW
		SCALE	DATE BY			DESCRIPTION	C-		

7

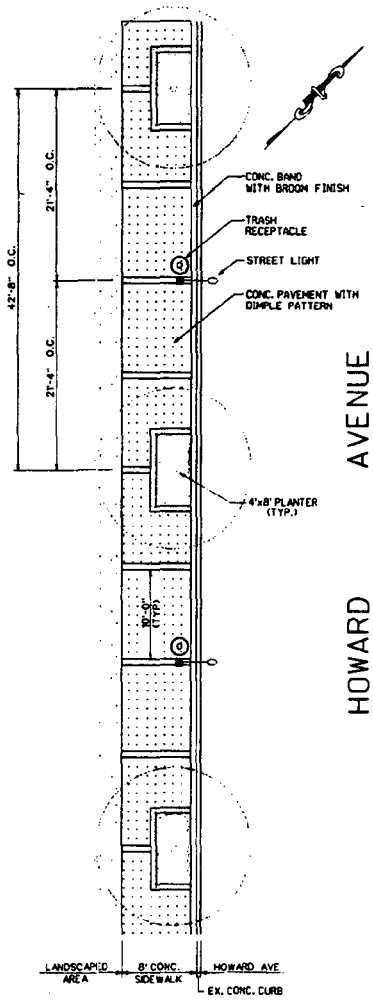
MATCH LINE SEE SHEET B



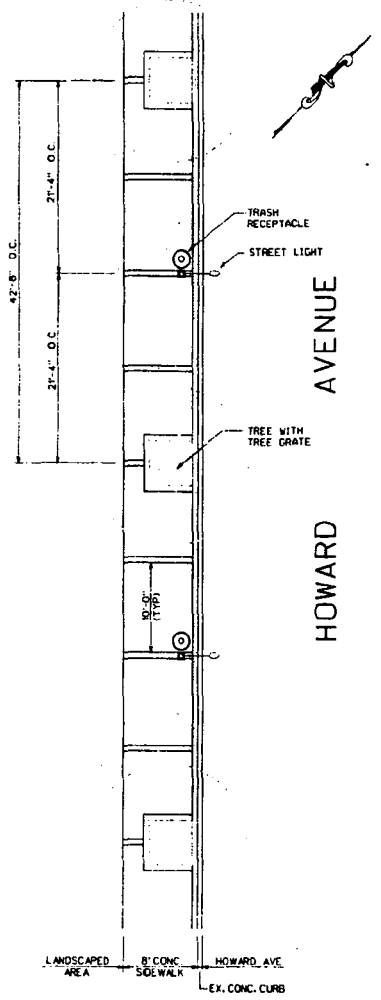
\*FOR REVIEW ONLY - NOT FOR CONSTRUCTION

E.L.A. DESIGN, INC. 2204 MARYLAND AVE. SUITE 300 BETHESDA, MD 20814	<b>TOWN OF KENSINGTON          MARYLAND</b>	APPROVED: _____ <small>DATE</small>	DESIGNED: TSH DRAWN: TSH	<b>HOWARD AVE. - TOWN OF KENSINGTON          STREETSCAPE</b> <small>PELA PROJECT NO.: 95-040-01A          P.L.D. NUMBER: 03/20/2001</small>	<b>SITE PLAN          SHEET B</b>	DATE: 4-16-1997 SCALE: _____ <small>PROJECT NO.: 157</small>	<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th colspan="3">REVISIONS</th> </tr> <tr> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	REVISIONS			DATE	BY	DESCRIPTION							DRAWN: <b>C-3</b>
REVISIONS																				
DATE	BY	DESCRIPTION																		

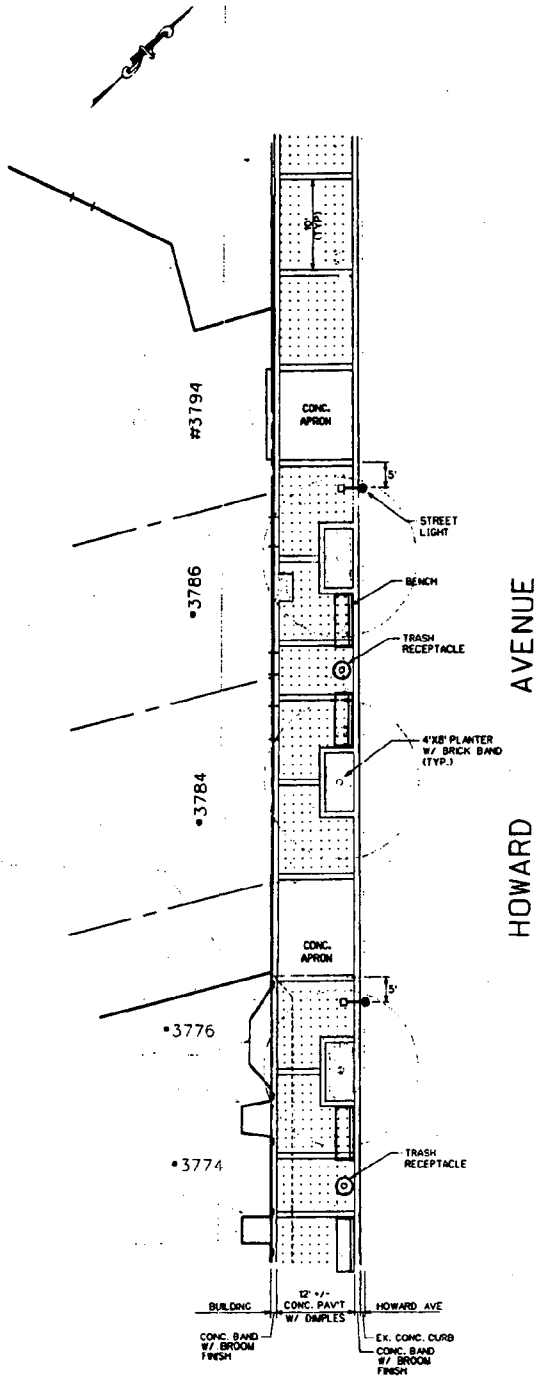
8



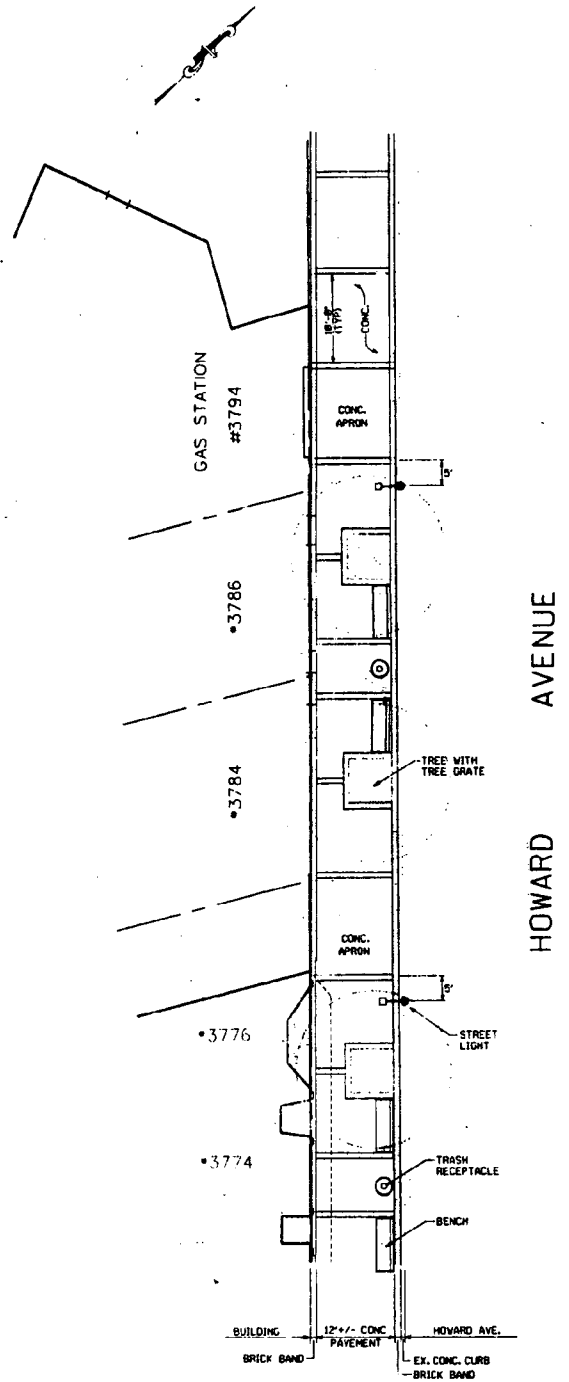
SAFEWAY FRONTAGE-PLAN B  
SCALE: 1/4"=1'-0"



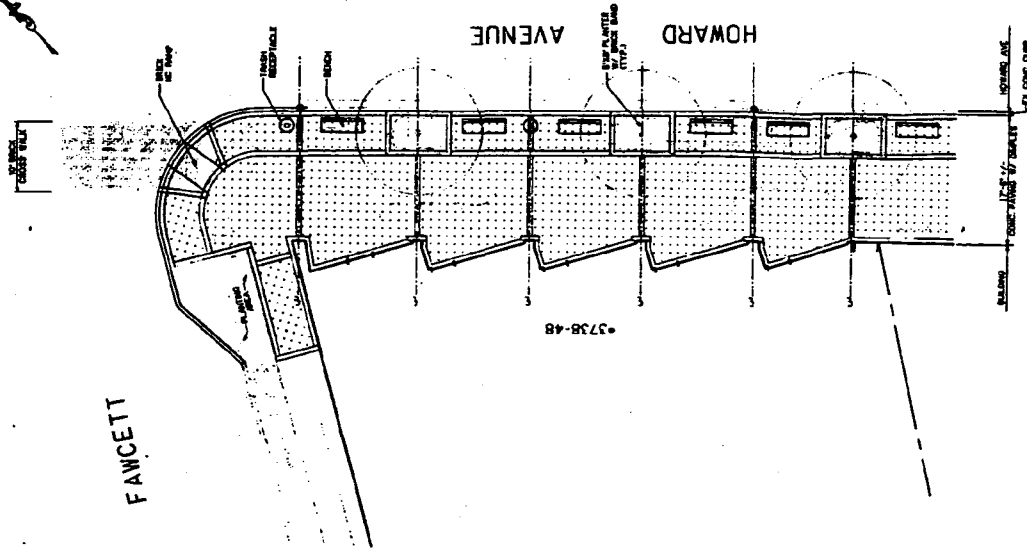
SAFEWAY FRONTAGE-PLAN A  
SCALE: 1/4"=1'-0"



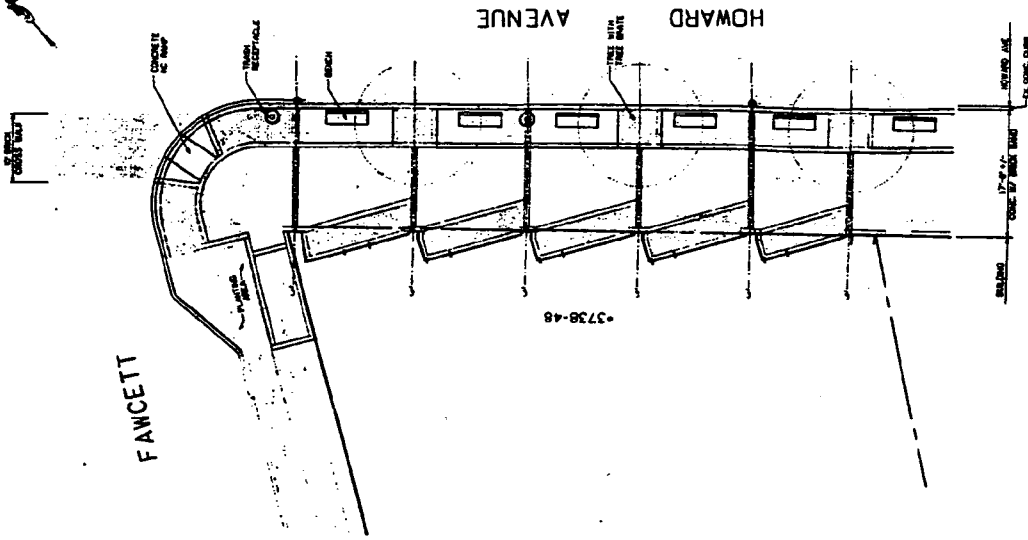
GAS STATION AND ANTIQUE SHOPS FRONTAGE-PLAN B  
SCALE: 1/8" = 1'-0"



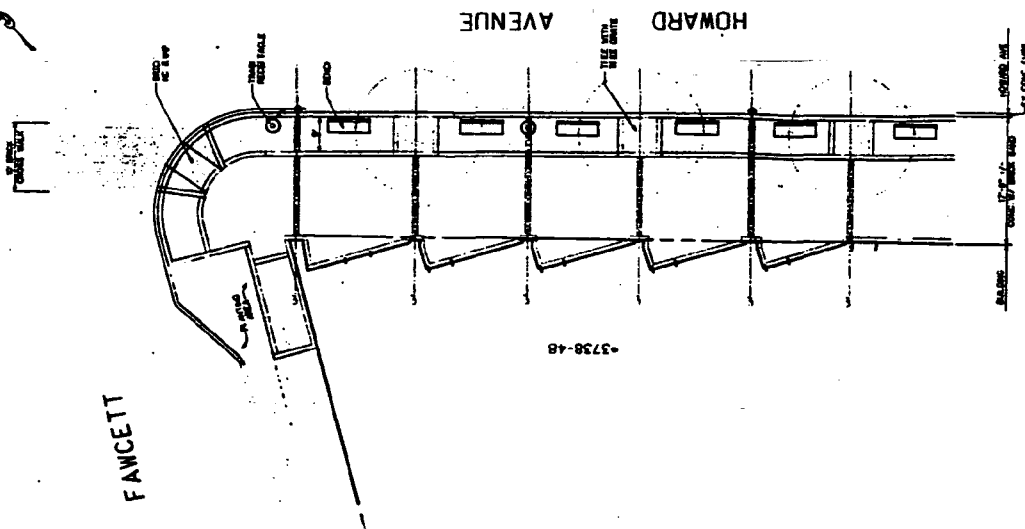
GAS STATION AND ANTIQUE SHOPS FRONTAGE-PLAN A  
SCALE: 1/8" = 1'-0"



BUILDINGS 3738-48 PLAN C  
SCALE 1/4" = 1'-0"



BUILDINGS 3738-48 PLAN B  
SCALE 1/4" = 1'-0"

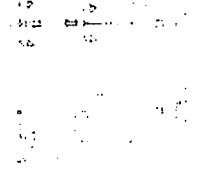


BUILDINGS 3738-48 PLAN A  
SCALE 1/4" = 1'-0"

(11)

**Attachment 1**

The proposal represents a conservative approach to... view towards avoiding... of any elements from the... providing a more context... and in low cases... replacing the facade... materials that seem... inappropriate.



Window sign on existing porch



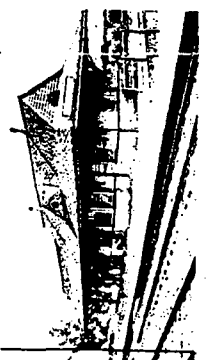
Signs from nearby area can be reused



3788 Howard Street (1/20)



Historic District Address Plaque - recommended model



Historic Kensington Depot

- install standing seam metal roof at ends of existing structure.
- install standing seam metal roof on new structure with a custom ornamental metal bracket below as a trademark of the 'Antique Village' complex.
- replace asphalt roof with standing seam metal roof.
- remove 'ornamental' lighting and install lighting of government style.
- remove boards from front facade.
- install standing seam metal roof on existing brick or stone base below each pair of columns to provide support for the structure.

- install standing seam metal roof on new canopy with a custom ornamental metal bracket below as a trademark of the 'Antique Village' complex.
- replace asphalt roof with standing seam metal roof.
- remove 'ornamental' lighting and install lighting of government style.
- remove boards from front facade.
- install standing seam metal roof on existing brick or stone base below each pair of columns to provide support for the structure.

- use standing seam metal roof in canopy with a custom ornamental metal bracket below as a trademark of the 'Antique Village' complex.
- install recessed lighting in canopy.
- install 'Antique Village' sign for individual merchants below canopy.
- move AC to rear or incorporate into existing series of canopy.
- remove existing sign right of building.
- install historic district address plaque.

- install recessed lighting in canopy.
- install 'Antique Village' sign for individual merchants below canopy.
- move AC to rear or incorporate into existing series of canopy.
- remove existing sign right of building.
- install historic district address plaque.

- use a three color paint scheme to approximate architectural woodwork.
- install recessed lighting in canopy.
- open entrance above garage entrance.
- remove existing door.
- install window AC to rear of building or recess in existing masonry.
- move window AC to rear of building.
- replace station sign with authentic vintage sign or a similarly shaped replica.
- install historic district address plaque.

- remove wood jungle canopy and trim.
- sub-out lower floor to match above.
- install recessed lighting in canopy.
- remove existing door.
- install window AC to rear of building or recess in existing masonry.
- move window AC to rear of building.
- replace station sign with authentic vintage sign or a similarly shaped replica.
- install historic district address plaque.

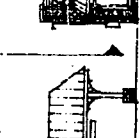
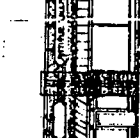
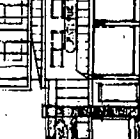
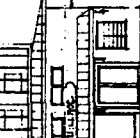
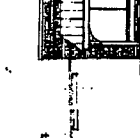
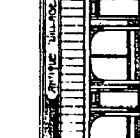
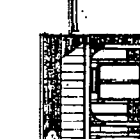
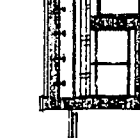
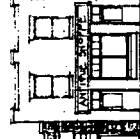
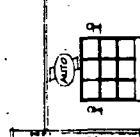
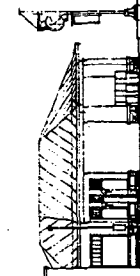
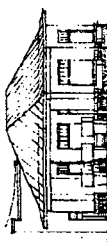
Department of Housing and Community Development  
8 Holmes Street, Suite 307  
Richmond, MD 21250

P.E.L.A. Design, Inc.  
2201 Belmont Boulevard  
Baltimore, MD 21218

Alphaplan Inc.  
421 N. Green St. #205  
Baltimore, MD 21201

PROPOSED HISTORIC DISTRICT  
ELECTION

Year of issue	1997
Year of revision	1997
Scale	1/4" = 1'-0"
Sheet	B1



- #3788 - Gas Station  
Owner - Robert & V.A. Orr
- #3786 - Antique Store  
Owner - Paul & C. Fung
- #3786 - Rug Store  
Owner - Calvin T. & P.H. Milane et al.
- #3772-75 Antique Village  
Owner - Wynter Corp.
- #3785 - Antique Village  
Owner - Wynter Corp.
- #3785 - Antique Village  
Owner - Wynter Corp.
- Driveway Structure  
Owner - Wynter Corp.



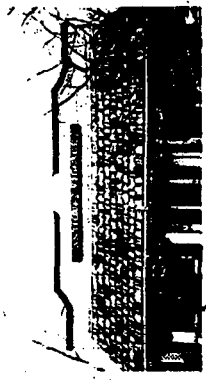
View of Building at 2728-28 Fawcett Street with Exterior Signs

- Demolish curb and stoops
- Install historic details
- address plaque
- water pipe and valves to right entry to full width of sidewalk
- Install a sign with address above the cornice to match the brick plan, mount sign on right side, move gas meter to other side of facade
- move water gas meter back to entry to re-establish building's original appearance from adjoining
- Install a sign at rear of building
- Install recessed lighting at both entrances
- Install recessed lighting at entrance and above second stairs and porch
- Install display lighting
- Install historic details
- address plaque

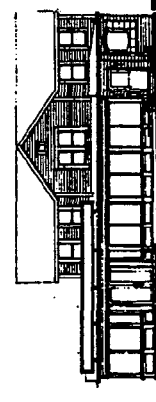
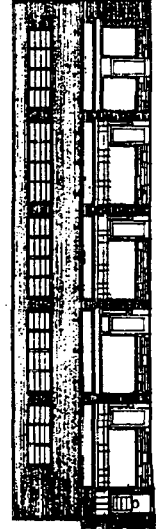
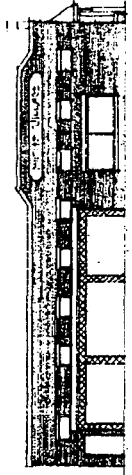
- remove air conditioner
- Install a sign to rear of building
- Install a sign over wood entrance
- Install a sign with address above the cornice to match the brick plan, mount sign on right side, move gas meter to other side of facade
- move water gas meter back to entry to re-establish building's original appearance from adjoining
- Install a sign at rear of building
- Install recessed lighting at both entrances
- Install recessed lighting at entrance and above second stairs and porch
- Install display lighting
- Install historic details
- address plaque

- remove single canopy and replace divided light fixture with double light fixture
- Install a sign to rear of building
- Install a sign over wood entrance
- Install a sign with address above the cornice to match the brick plan, mount sign on right side, move gas meter to other side of facade
- move water gas meter back to entry to re-establish building's original appearance from adjoining
- Install a sign at rear of building
- Install recessed lighting at both entrances
- Install recessed lighting at entrance and above second stairs and porch
- Install display lighting
- Install historic details
- address plaque

- rebuild canopy to below brick ceiling
- Install a sign to rear of building
- Install a sign over wood entrance
- Install a sign with address above the cornice to match the brick plan, mount sign on right side, move gas meter to other side of facade
- move water gas meter back to entry to re-establish building's original appearance from adjoining
- Install a sign at rear of building
- Install recessed lighting at both entrances
- Install recessed lighting at entrance and above second stairs and porch
- Install display lighting
- Install historic details
- address plaque



Reduce height of canopy and sign to express ornamental fabrications



2728 - Antique Store  
Owner - Victor Associates, Maryland Rehabilitation Street

2734 - Antique Store  
Owner - Victor Associates, Maryland Rehabilitation Street

2738-40 Howard Street  
Owner - Mary Walters et al.

2750 - Antique Village  
Owner - Wyse Corp.

Fawcett Street

This proposal represents a conservative approach to facade renovations in the historic district. The proposed work is limited to the removal of inappropriate commercial signs and the installation of historic signs. The work is limited to the removal of inappropriate commercial signs and the installation of historic signs. The work is limited to the removal of inappropriate commercial signs and the installation of historic signs.

Department of Housing and Community Development  
Division of Community Development  
11 Metro Street, Suite 301  
Baltimore, MD 21202

P.E.L.A. Design, Inc.  
220 Maryland Avenue, Suite 200  
Baltimore, MD 21202

ArchPlan, Inc.  
Architectural Services  
1000 North Avenue, Suite 200  
Baltimore, MD 21202

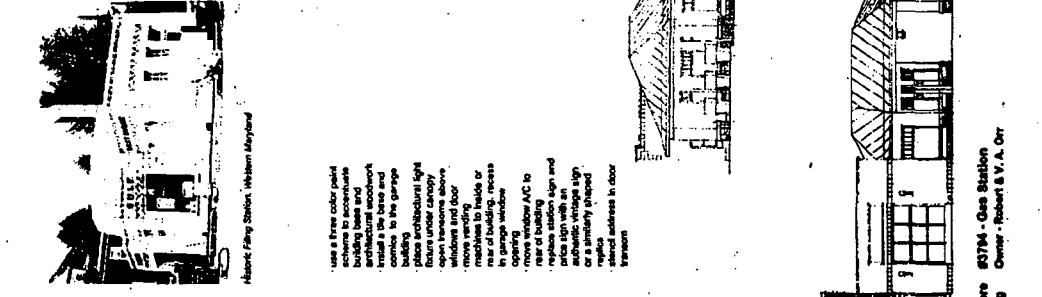
NO. 1	DATE	REVISION
1	11/11/01	CONCEPT DESIGN
2	11/11/01	PROPOSED SIGNATURE ELEVATION

B2

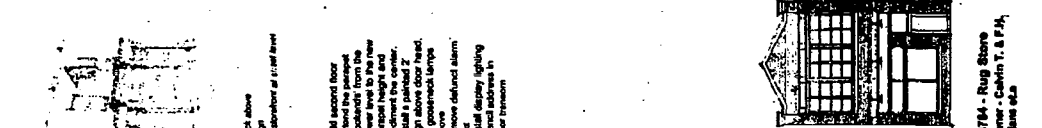


The proposed...  
 Department of Housing and Community Development  
 Division of Community Development  
 31 Avenue Street, 4th Floor  
 Baltimore, MD 21202

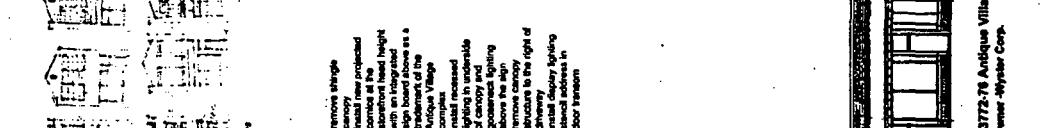
The changes vary in scope from an additional floor to an enlarged canopy. The...  
 P.E.L.A. Design, Inc.  
 200 West...  
 Adelphi, Inc.  
 100 A...  
 PROVIDED STREETCROSS SECTION  
 C1



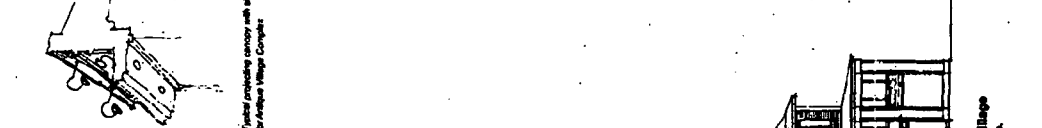
use a three color paint scheme to accommodate building lines and architectural woodwork...  
 Department of Housing and Community Development



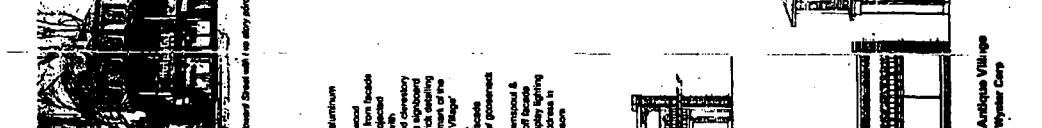
Remove wood shingle canopy and windows...  
 Department of Housing and Community Development



Add second floor...  
 Department of Housing and Community Development



Remove vertical canopy from upper floor and repair...  
 Department of Housing and Community Development



Remove structure driveway structure...  
 Department of Housing and Community Development



Remove building...  
 Department of Housing and Community Development

This proposal represents a view towards substantial improvements in the commercial buildings of the historic district in order to meet the growing and sophisticated consumer market. The proposals are intended to be a first step in an increased architectural presence and in some cases, additional square footage.

The changes vary in scope from an additional floor to an enlarged cornice. The proposals are intended to be individual buildings a first, and pose the question, "What would the building look like if it were designed for a larger audience?"

The long term proposals are typically an extension of the building's cornice, entrance, signage, and materials. In the immediate proposal, except in few situations they obviously propose a new architectural action. In addition, the cornice lines which are currently dropped across will be placed underground.

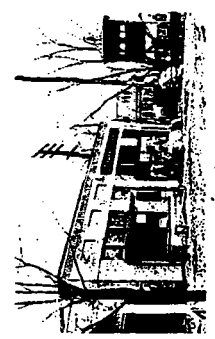
Department of Housing and Community Development  
 Division of Community Development  
 81 Morris Street, Suite 301  
 Baltimore, MD 21205

P.E.L.A. Design, Inc.  
 2700 Woodrow Wilson Ave  
 Baltimore, MD 21208

Asaplan, Inc.  
 601 E. Enoch Ave  
 Baltimore, MD 21201

PROPOSED STREETSCAPE  
 Elevation  
 No. 1000  
 No. 1000  
 No. 1000  
 No. 1000

C2



Or ADP store with a canopy shelter, projecting awning



Shaded projecting cornice, in character with the period  
 -hangs sign from cornice  
 -suspense sign with slope in recess



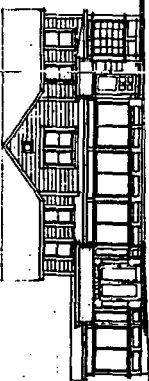
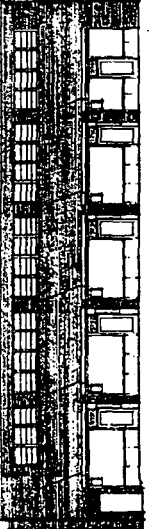
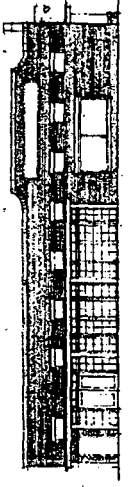
Information signs located on wall space of entrance  
 -change cornice of entrance  
 -add panel above and below storefront

- remove single canopy
- use a projected cornice with integrated sign and lighting as the Antique Village complex.
- install recessed lighting
- add a new canopy
- install "The Antique Village above canopy and on top
- install a new stone facing to a glass sun room enclosure.
- restore original brick
- install a new door
- stand address in door transom

- remove single canopy and replace divided light door and display window at storefront
- door and window to match existing
- remove transom and install a new canopy
- remove canopy from rear of building
- develop the SOA
- install a new stone facing at the top of the upper
- replace or paint wall portions between upper level windows.
- canopy at top of storefront openings.
- continuous with building above
- learn for individual or building signage.
- stand address in each door transom

- Add second floor, and develop storefront with #3734 Howard Road
- cornice with storefront and pedimented center
- install a pediment 2' x 4'
- add a new window above
- remove air conditioner
- install a new door
- stand address in door transom

- identify exterior
- add a new window above
- cornice at both sides for signage
- move gas meter off
- straighten path to right
- install a new window above
- remove existing
- move lattice glass
- install a new door
- stand address in door transom



#3760 - Antique Village  
 Owner - Wyater Corp.

Fawcett Street

#3738-48 Howard Street  
 Owner - Barry Whitlow et al.

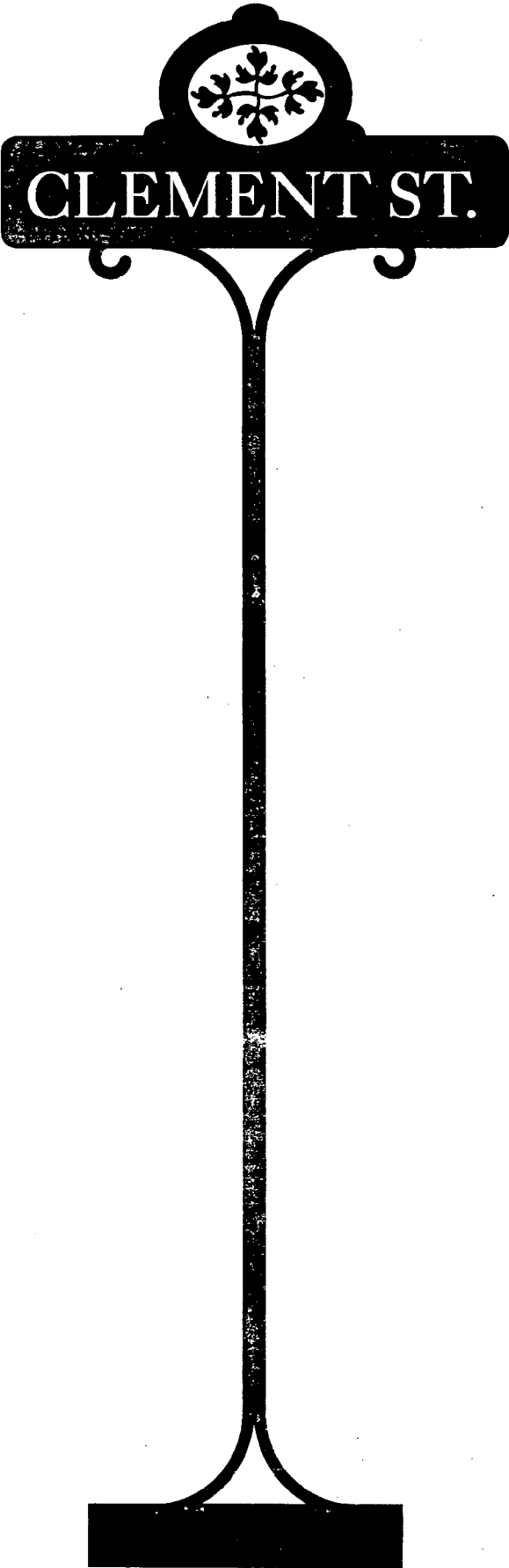
#3734 - Antique Store  
 Owner - Victor Associates,  
 Whiggin, Baltimore.

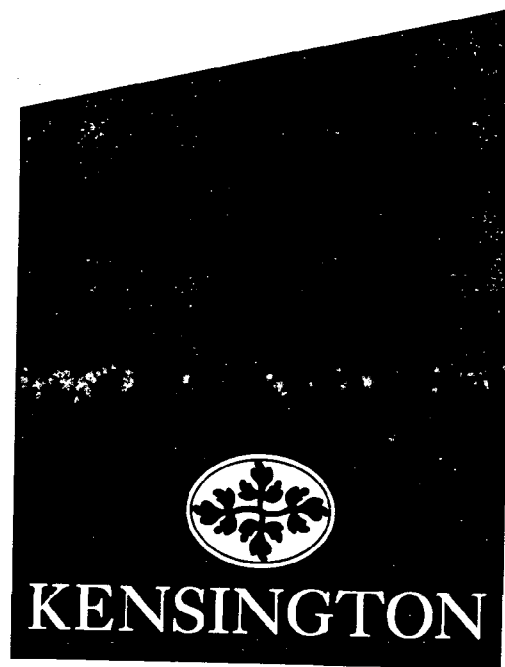
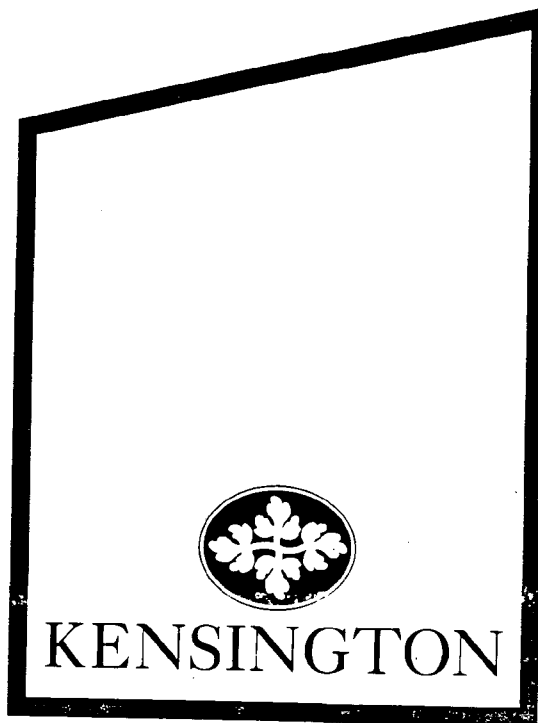
#3730 - Antique Store  
 Owner - Victor Associates,  
 Whiggin, Baltimore.



ENTRY SIGN  
COLOR OPTION #1

16





FLAGS  
COLOR OPTION = 1

18