

37/3-99K 6937 Laurel Avenue  
(Takoma Park Historic District)

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

Date: 5/14/99

**MEMORANDUM**

TO: Robert Hubbard, Director  
Department of Permitting Services

3713-99K

FROM: Gwen Wright, Coordinator *RDZ*  
Historic Preservation

SUBJECT: Historic Area Work Permit

The Montgomery County Historic Preservation Commission has reviewed the attached application for an Historic Area Work Permit. This application was:

Approved  Denied

Approved with Conditions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

and HPC Staff will review and stamp the construction drawings prior to the applicant's applying for a building permit with DPS; and

THE BUILDING PERMIT FOR THIS PROJECT SHALL BE ISSUED CONDITIONAL UPON ADHERENCE TO THE APPROVED HISTORIC AREA WORK PERMIT (HAWP).

Applicant: John Urciolo

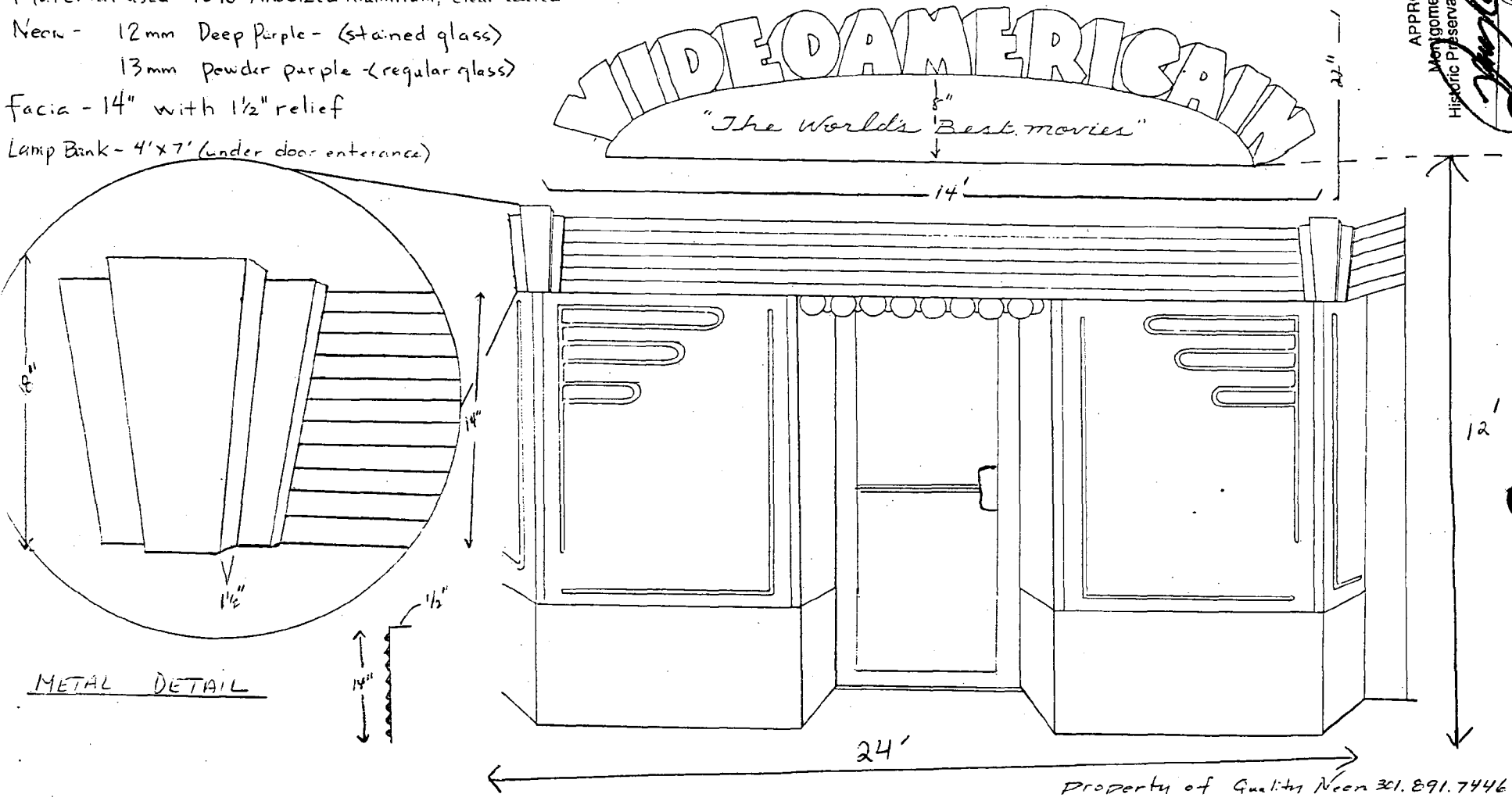
Address: 6935 Laurel Avenue, Takoma Park, MD 20912

and subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant arrange for a field inspection by calling the DPS Field Services Office at (301)217-6240 prior to commencement of work and not more than two weeks following completion of work.

C:\preserve\hawp\dps.ltr *Re: 6937 Laurel Avenue.*

Sign Raceway - 14' long / 8" in center  
 Channel letters - 14" height / font - "Animal Silence"  
 Material used - .040 Anodized Aluminum, clear-coated  
 Neon - 12mm Deep Purple - (stained glass)  
 13mm Powder purple - (regular glass)  
 Facia - 14" with 1/2" relief  
 Lamp Bank - 4' x 7' (under door entrance)

New Sign Mounted onto existing angle-iron Sign Mounts



APPROVED  
 Montgomery County  
 Historic Preservation Commission  
 [Signature]  
 12/11/19



N10 DEPARTMENT OF PERMITTING SERVICES  
250 HUNGFORD DRIVE, 2nd FLOOR ROCKVILLE, MD 20850  
301/217-6370

DPS - #8

**HISTORIC PRESERVATION COMMISSION  
301/563-3400**

**APPLICATION FOR  
HISTORIC AREA WORK PERMIT**

Contact Person: John R. Ucciolo  
Daytime Phone No.: 301 270-4442/3

Tax Account No.: 01075102  
Name of Property Owner: John R. Ucciolo Daytime Phone No.: 301 270-4442  
Address: 6935 LAUREL AVE TAKOMA PARK, MD 20912  
Street Number City Street Zip Code  
Contractor: QUALITY NECN Phone No.: 301 891 7446  
Contractor Registration No.: \_\_\_\_\_  
Agent for Owner: \_\_\_\_\_ Daytime Phone No.: \_\_\_\_\_

**LOCATION OF BUILDING/PREMISE**

House Number: 6937 Street: LAUREL AVENUE  
Town/City: TAKOMA PARK Nearest Cross Street: CARROLL AVENUE  
Lot: 52 Block: A Subdivision: GILBERT + NEED  
Liber: \_\_\_\_\_ Folio: \_\_\_\_\_ Parcel: \_\_\_\_\_

**PART ONE: TYPE OF PERMIT ACTION AND USE**

1A. CHECK ALL APPLICABLE:  Construct  Extend  Alter/Renovate  A/C  Slab  Room Addition  Porch  Deck  Shed  
 Move  Install  Wreck/Raze  Solar  Fireplace  Woodburning Stove  Single Family  
 Revision  Repair  Revocable  Fence/Wall (complete Section 4)  Other: SIGN + FRONT FACADE  
1B. Construction cost estimate: \$ 4000 - 5000  
1C. If this is a revision of a previously approved active permit, see Permit # N/A

**PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS**

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

**PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL**

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

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

[Signature] Signature of owner or authorized agent 3/27/99 Date

Approved: X For Chairperson Historic Preservation Commission  
Disapproved: \_\_\_\_\_ Signature: [Signature] Date: 5/14/99  
Application/Permit No.: 9904070074 Date Filed: 4/7/99 Date Issued: \_\_\_\_\_

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

**1. WRITTEN DESCRIPTION OF PROJECT**

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

OWNER WANTS TO INSTALL A NEW SIGN  
AND MAKE FRONT FACADE ALTERATIONS TO  
6937 LAUREL AVE - FORMER SITE OF PARK  
PHARMACY WHICH HAD A NEW SIGN PRIOR TO THEIR  
CLOSING BUSINESS - TENANT (VIDEOL AMERICAN) IS  
CURRENTLY LOCATED IN 6925 LAUREL AVE AND WANT TO  
EXPAND INTO THE NEW SPACE.

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

THE HISTORIC ISSUE IS NOT THE NEW SIGN BUT  
RATHER THE ART DECO THEATRE LOOK PROPOSED WITH  
THE SIGN (PARK PHARMACY SIGN WHICH IS SIMILAR IN  
SIZE WAS ON SITE FOR OVER 40 YEARS)

**2. SITE PLAN**

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

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

**3. PLANS AND ELEVATIONS**

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

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

**4. MATERIALS SPECIFICATIONS**

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

**5. PHOTOGRAPHS**

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

**6. TREE SURVEY**

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

**7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS**

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

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

## HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 6937 Laurel Avenue Meeting Date: 5/12/99  
Resource: Takoma Park Historic District Review: HAWP  
Case Number: 37/3-99K Tax Credit: No  
Public Notice: 4/28/99 Report Date: 5/5/99  
Applicant: John R. Urciolo Staff: Robin D. Ziek  
PROPOSAL: New sign; Shopfront alterations RECOMMEND: Approval

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RESOURCE: Outstanding Resource in Takoma Park Historic District  
STYLE: Spanish Colonial Revival  
DATE: c1910s

This particular store, at 6937, is the center element of a long two-story brick commercial building in Takoma Old Town (6931-6939 Laurel Avenue) and was the site, until recently of Park Pharmacy. The building is buff brick, with a ceramic tile roof. The first floor includes several individual shops and a bank. There are individual doors between projecting shopfront window bays along the entire facade leading. These doorways lead into the shops or, alternately, into a stairwell up to second story space. The second story windows are 6/6, roughly paired over the shopfront windows, although there are only 5 projecting bays. The Park Pharmacy sign has been taken down, and a new sign is proposed (below).

The shopfronts were renovated in 1983, at which point a continuous decorative fascia board in a Post-Modern mode was added above the shopfronts. The front doors were replaced, but the projecting shop windows were retained. The base of the stores is black tile.

### PROJECT DESCRIPTION

The applicant proposes to install a large shop sign with the name "VIDEOAMERICAN" over the display bays and entry door (see Circle 10). This will be installed at the same location as the previous Park Pharmacy sign.

In addition, the applicant propose an Art Deco-style installation over the existing fascia board to highlight the entertainment aspect of the business. The aluminum fascia would be applied over the existing fascia, and be marked with a keystone motif at the corners. Neon stripes would be installed on the shopfront windows, and make-up lightbulbs would be installed over the doorway.

### STAFF DISCUSSION

The existing building is Spanish Colonial style in its overall design, with a powerful roofline which is a unifying element along this strip of Laurel Avenue. The shopfront windows provide high visibility for the various businesses, which change over time. The current proposal seems to alter only those aspects which have been changed in the past. For example, the continuous fascia board was a new design element in 1983. At this point, the applicant would like to highlight the individual business in this store to draw people's attention. Staff notes that the major elements such as the overall building material, the black tile base, and the size and

(see Circle 11)

①

configuration of the shopfront windows themselves will not change. These are all elements which are used along the street for all the shops in this building.

Staff feels that the proposed alterations will not alter historic fabric and that the basic style of the building will remain. It seems appropriate that the shopfronts may change to some degree as the businesses change. As this may be a matter of degree, it is staff's opinion that the proposed changes are moderate and will not adversely affect either the specific resource or the district.

### **STAFF RECOMMENDATION**

Staff recommends that the Commission find this proposal consistent with the purposes of Chapter 24A-8(b)2:

The proposal is compatible in character and nature with the historical, archeological, architectural or cultural features of the historic site, or the historic district in which an historic resource is located and would not be detrimental thereto or to the achievement of the purposes of this chapter;

and with Secretary of the Interior's Standards for Rehabilitation #2:

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

and subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant arrange for a field inspection by calling the DPS Field Services Office at (301) 217-6240 prior to commencement of work and not more than two weeks following completion of work.

# APPLICATION FOR HISTORIC AREA WORK PERMIT

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Daytime Phone No.: 301 270-4442/3

Tax Account No.: 01075102

Name of Property Owner: John R. Urciolo Daytime Phone No.: 301 270-4442

Address: 6935 Laurel Ave TAKOMA PARK, MD 20912  
Street Number City Street Zip Code

Contractor: QUALITY NEON Phone No.: 301 891 7446

Contractor Registration No.: \_\_\_\_\_

Agent for Owner: \_\_\_\_\_ Daytime Phone No.: \_\_\_\_\_

## LOCATION OF BUILDING/PREMISE

House Number: 6937 Street: LAUREL AVENUE

Town/City: TAKOMA PARK Nearest Cross Street: CARROLL AVENUE

Lot: 52 Block: A Subdivision: GILBERT + WOOD

Liber: \_\_\_\_\_ Folio: \_\_\_\_\_ Parcel: \_\_\_\_\_

## PART ONE: TYPE OF PERMIT ACTION AND USE

- 1A. CHECK ALL APPLICABLE:
- |                                    |                                  |  |  |   |  |  |                               |                               |
|------------------------------------|----------------------------------|--|--|---|--|--|-------------------------------|-------------------------------|
| <input type="checkbox"/> Construct | <input type="checkbox"/> Extend  | <input checked="" type="checkbox"/> Alter/Renovate | <input type="checkbox"/> A/C                             | <input type="checkbox"/> Slab   | <input type="checkbox"/> Room Addition     | <input type="checkbox"/> Porch         | <input type="checkbox"/> Deck | <input type="checkbox"/> Shed |
| <input type="checkbox"/> Move      | <input type="checkbox"/> Install | <input type="checkbox"/> Wreck/Raze                | <input type="checkbox"/> Solar                           | <input type="checkbox"/> Fireplace                                    | <input type="checkbox"/> Woodburning Stove | <input type="checkbox"/> Single Family |                               |                               |
| <input type="checkbox"/> Revision  | <input type="checkbox"/> Repair  | <input type="checkbox"/> Revocable                 | <input type="checkbox"/> Fence/Wall (complete Section 4) | <input checked="" type="checkbox"/> Other: <u>SIGN + FRONT FACADE</u> |  |  |                               |                               |

1B. Construction cost estimate: \$ 4000-5000

1C. If this is a revision of a previously approved active permit, see Permit # N/A

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

[Signature] Signature of owner or authorized agent 3/27/99 Date

Approved: \_\_\_\_\_ For Chairperson, Historic Preservation Commission

Disapproved: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(3)



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**6. TREE SURVEY**

**ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS**

John R. Urciolo (Applicant)	Lot 52 (Site)
Carleton & Carleton	Lots 11, 12, 13
KC Associates	Lots 1-6
Takoma Park SDA Church	Eastern/Carroll/Laurel Aves.
John Urciolo	Lot 9
John R. Urciolo	Lots 49, 50, 51
Washington Theological Union	Corner Eastern & Laurel Aves.

5

Carleton & Carleton  
7014 Westmoreland Avenue  
Takoma Park, Maryland 20912

KC Associates  
7000 Carroll Avenue  
Takoma Park, Maryland 20912

Takoma Park SDA Church  
6810 Eastern Avenue, N.W.  
Washington, D.C. 20012

John R. Urciolo  
6935 Laurel Avenue - #100  
Takoma Park, Maryland 20912

Attn: David Kloosterhuis  
Bus. Mgr.

Washington Theological Union  
6896 Laurel Street, NW  
Washington, D.C. 20012

SIGN CONTRACTOR

When



- CHANNEL LETTERS
- WINDOW SIGNS
- REPAIR
- CUSTOM NEON
- WHOLESALE

Counts

WESLEY MILLER  
KAREN WALTERS

(301) 891-7446  
Silver Spring, MD

7

Lakonia Mall

# shopping center



EXHIBIT " B "

112 SPACES

LOT #1

56 Reserved  
20 Customer

86

LOT #2

21 Spaces

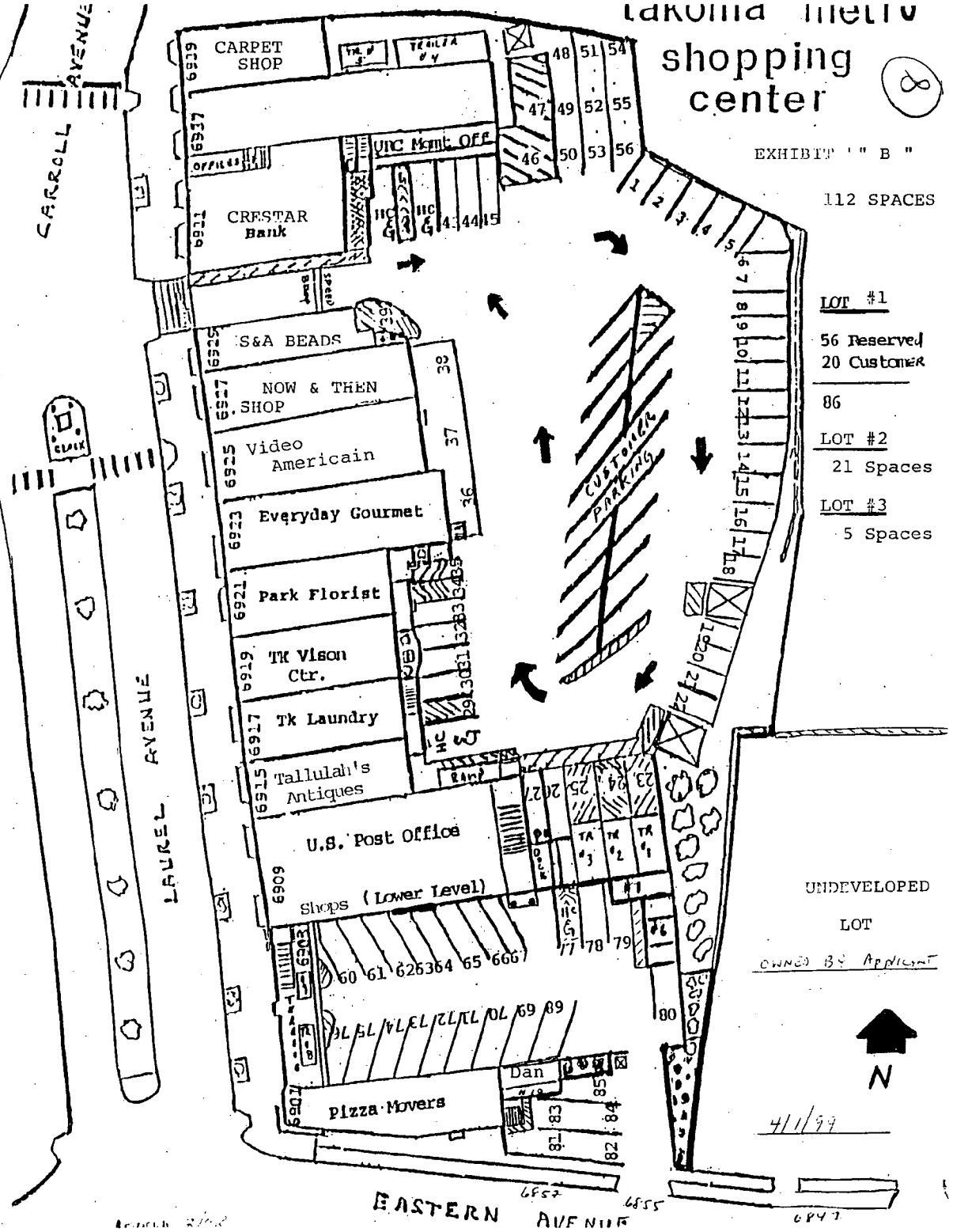
LOT #3

5 Spaces

CARROLL AVENUE

LAUREL AVENUE

EASTERN AVENUE



UNDEVELOPED

LOT

OWNED BY Applicant



4/1/99

March 2/92

ADJACENT AND CONTIGUOUS  
PROPERTY OWNERS

D.C.

M.D.

WASHINGTON  
THEOLOGICAL  
UNIVERSITY

7<sup>TH</sup> DAY  
ADVENTIST  
CHURCH

LOTS 1-6

LAUREL ST

LAUREL AVE

LAUREL AVE

EASTERN AVE

7<sup>TH</sup> DAY  
ADVENTIST  
LAUREL  
CENTER

LOTS 49, 50, 51

LOT 52

LOT 9

LOTS  
11-12-13

6501

6525

6535

7001

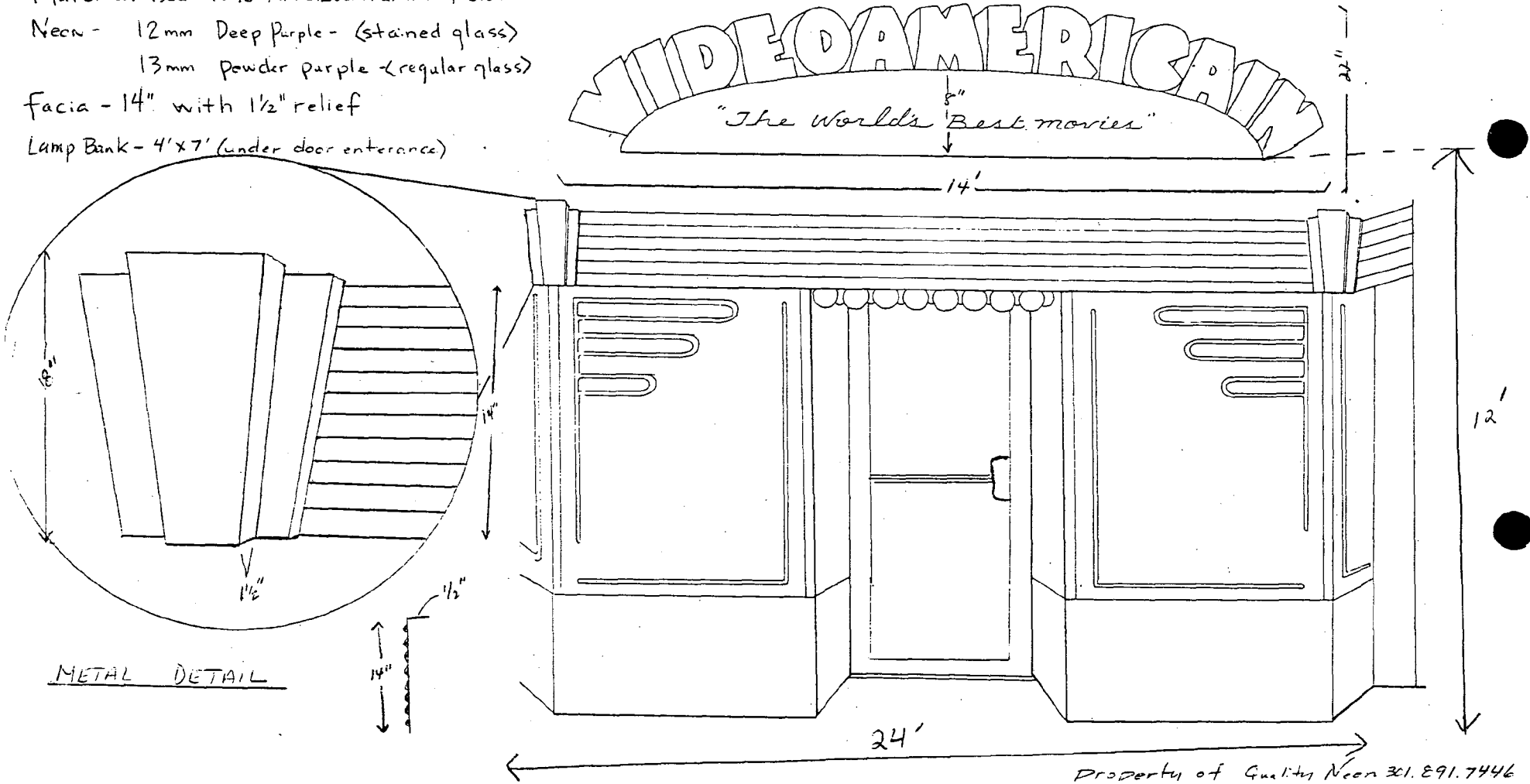
LOT 52

John R. Vaccaro  
APPLICANT

9

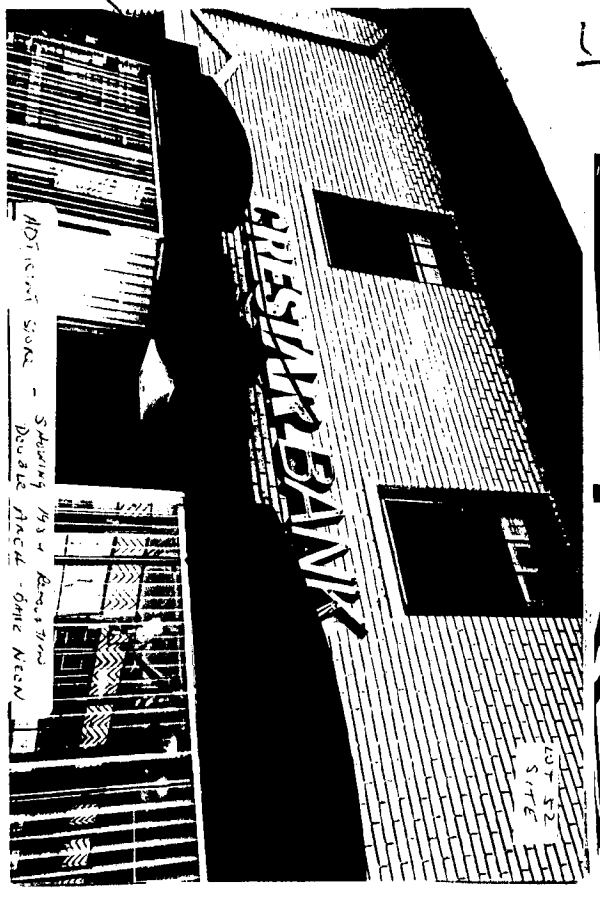
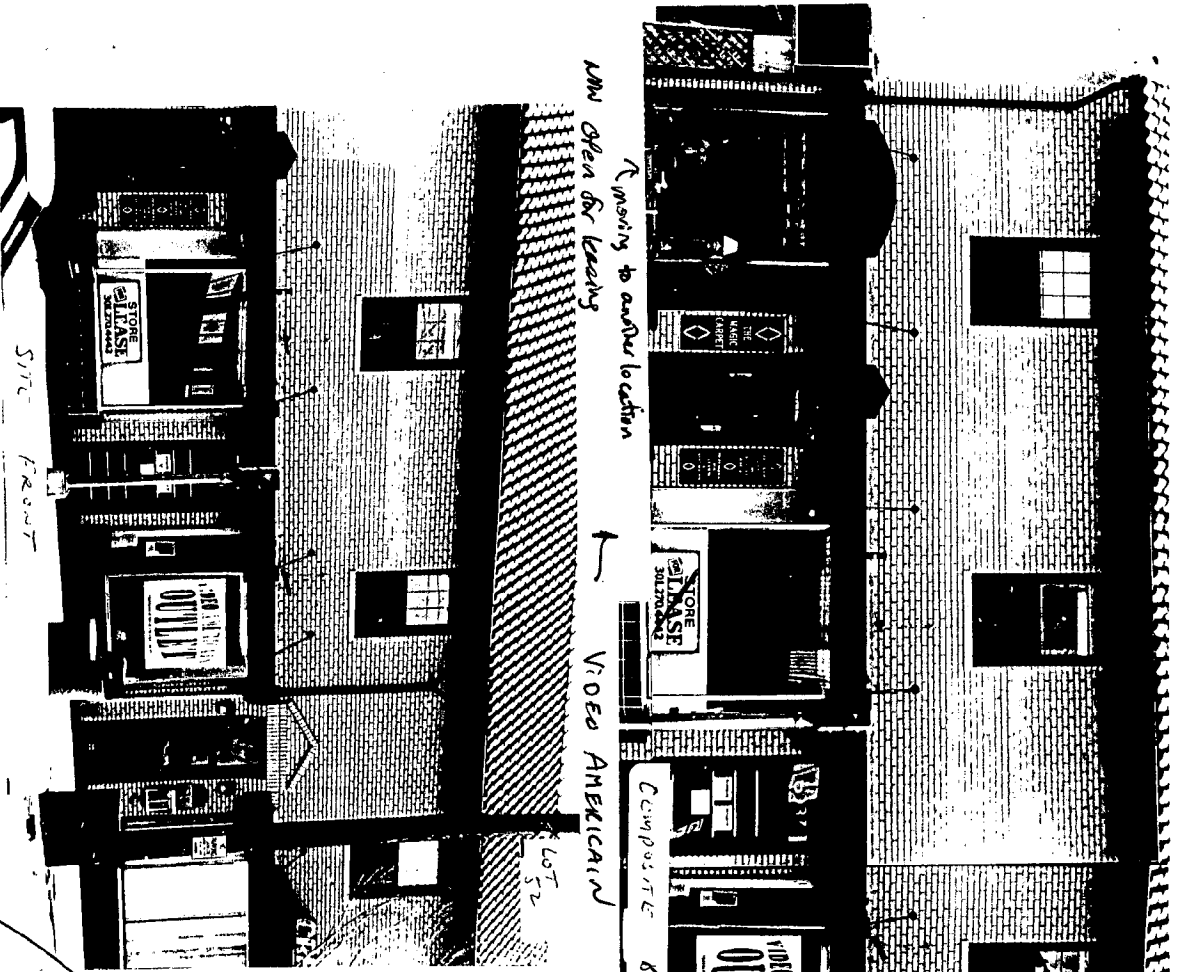
Sign Raceway - 14' long / 8" in center  
 Channel letters - 14" height / font - "Animal Silence"  
 Material used - .040 Anodized Aluminum, clear-coated  
 Neon - 12mm Deep Purple - (stained glass)  
           13mm powder purple - (regular glass)  
 Facia - 14" with 1/2" relief  
 Lamp Bank - 4' x 7' (under door entrance)

New Sign Mounted onto existing angle-iron Sign mounts

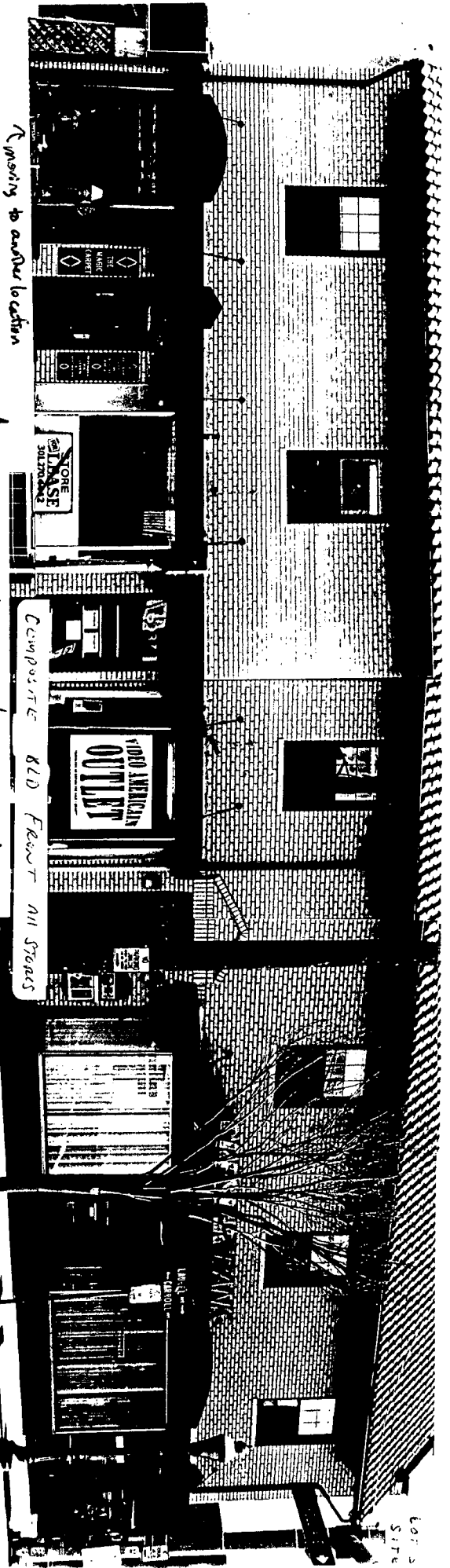


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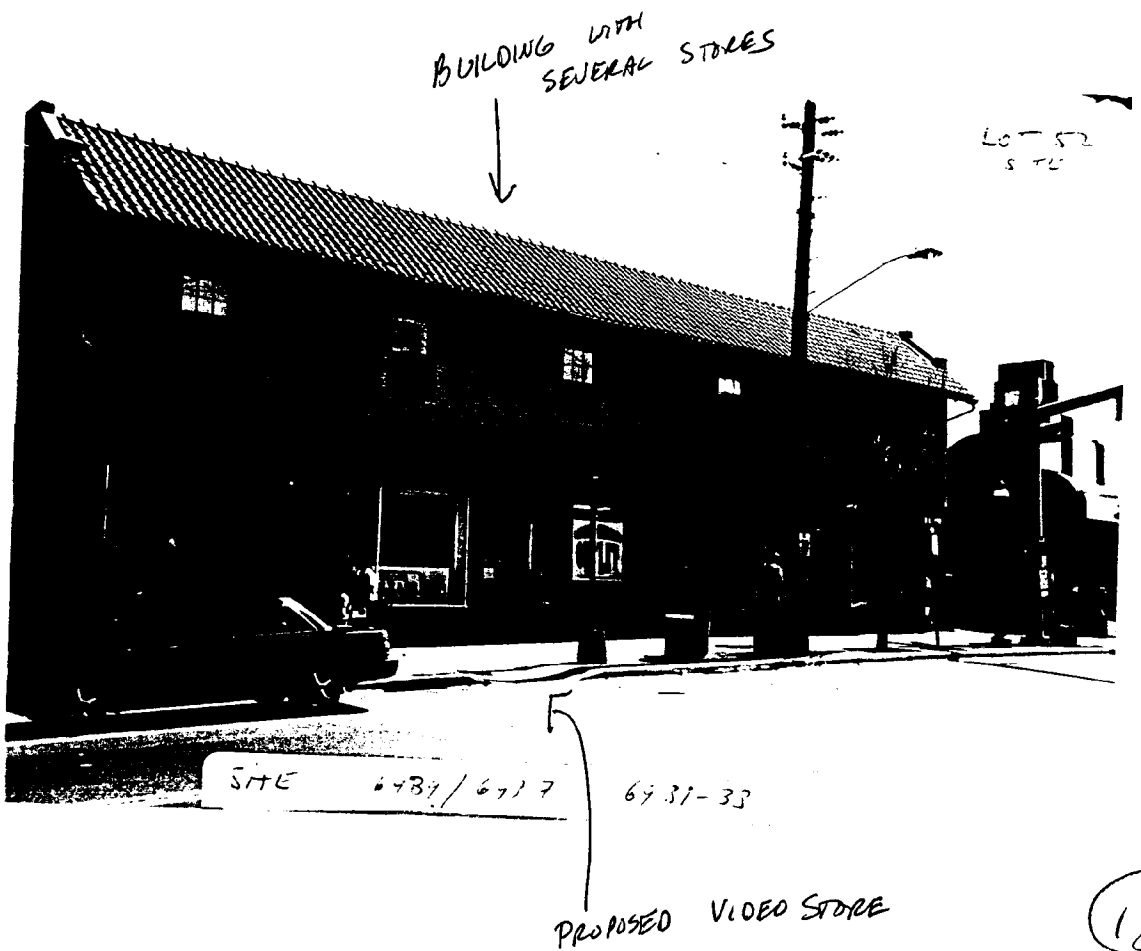
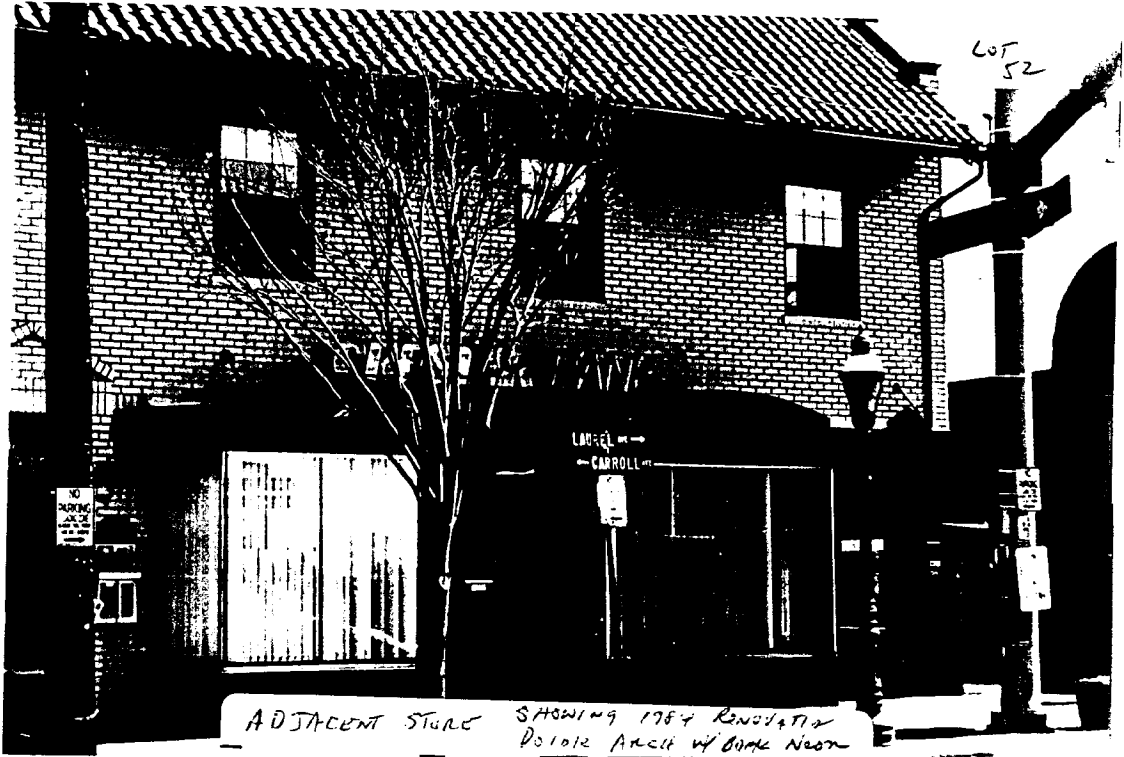
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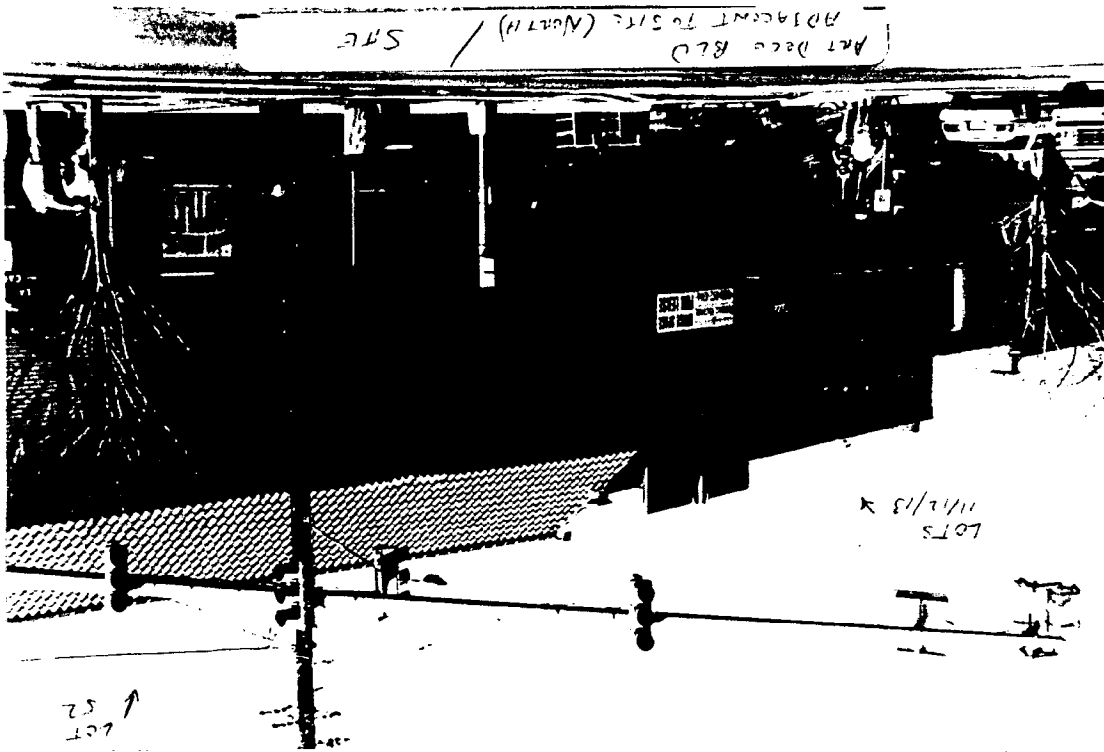
1983 PASQUA BOARD







13





LOTS  
47/52/51

ADJACENT SITE (SOUTH) HP APPROVED 1996



LOTS  
47/52/51

CROWE / ALUM DETAILS OF ADJACENT BLDG  
1996 HP APPROVED

**IMPORTANT MESSAGE**

For Robin  
 Day 3/24 Time 8:55 A.M. / P.M.  
 M Wesley Miller  
 Of Quality Neon  
 Phone 301-891-7446  
Area Code Number Extension  
 FAX  
 MOBILE John Orsida: 3.270.4442  
Area Code Number Extension

Telephoned	Returned your call	RUSH	
Came to see you	Please call	<input checked="" type="checkbox"/> Special attention	
Wants to see you	Will call again	Caller on hold	

Message Reinstalling Park Pharmacy  
sign - same size  
"Video America"  
Grant opinion April 13  
for April 28  
 Signed Due for

NOTES \_\_\_\_\_

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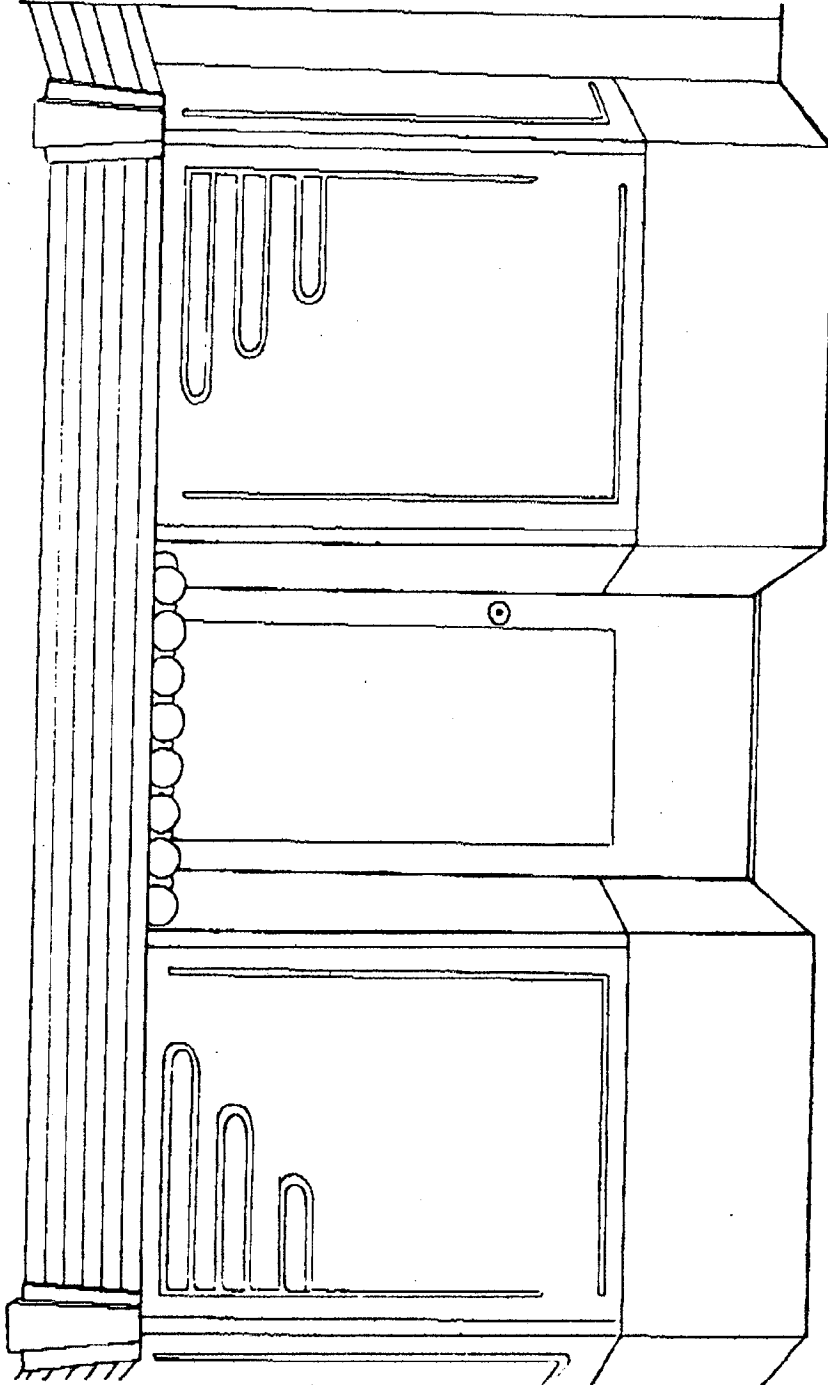
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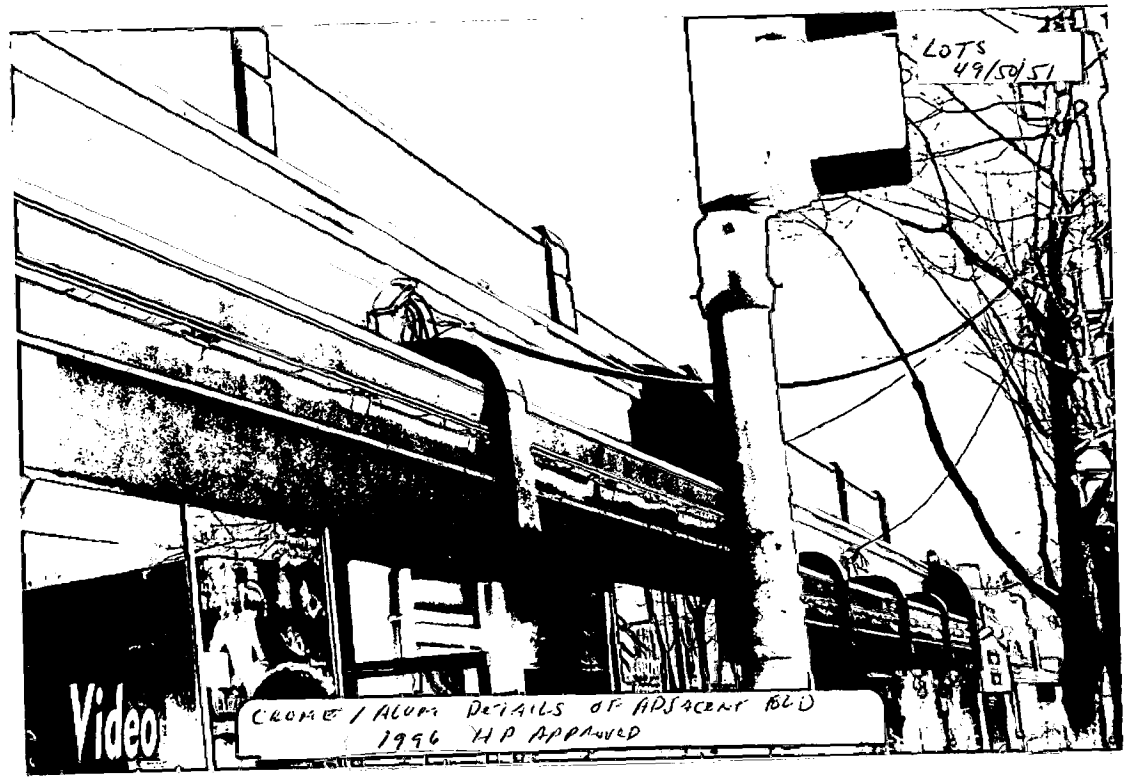
Sign to be Mounted  
to Existing Iron.  
0.40 Alum. anodized  
clear finish "Silver"  
Exposed NEON "Purple"  
Sign is Same  
Size as old one

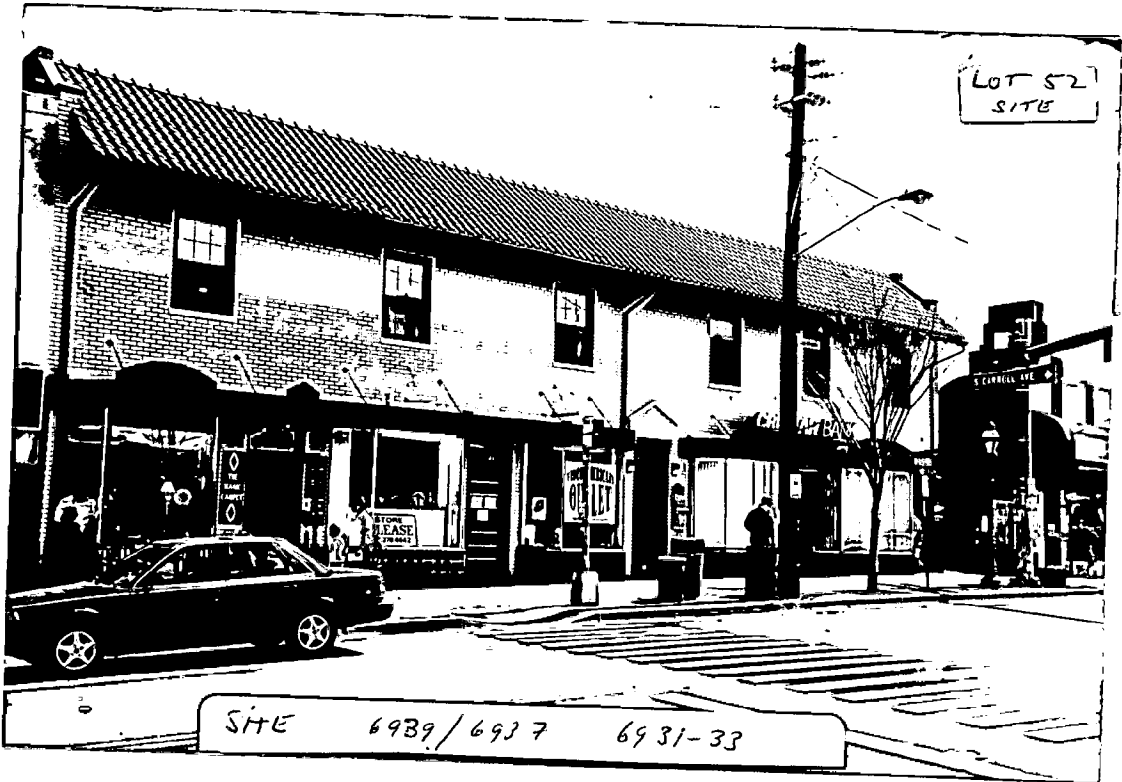
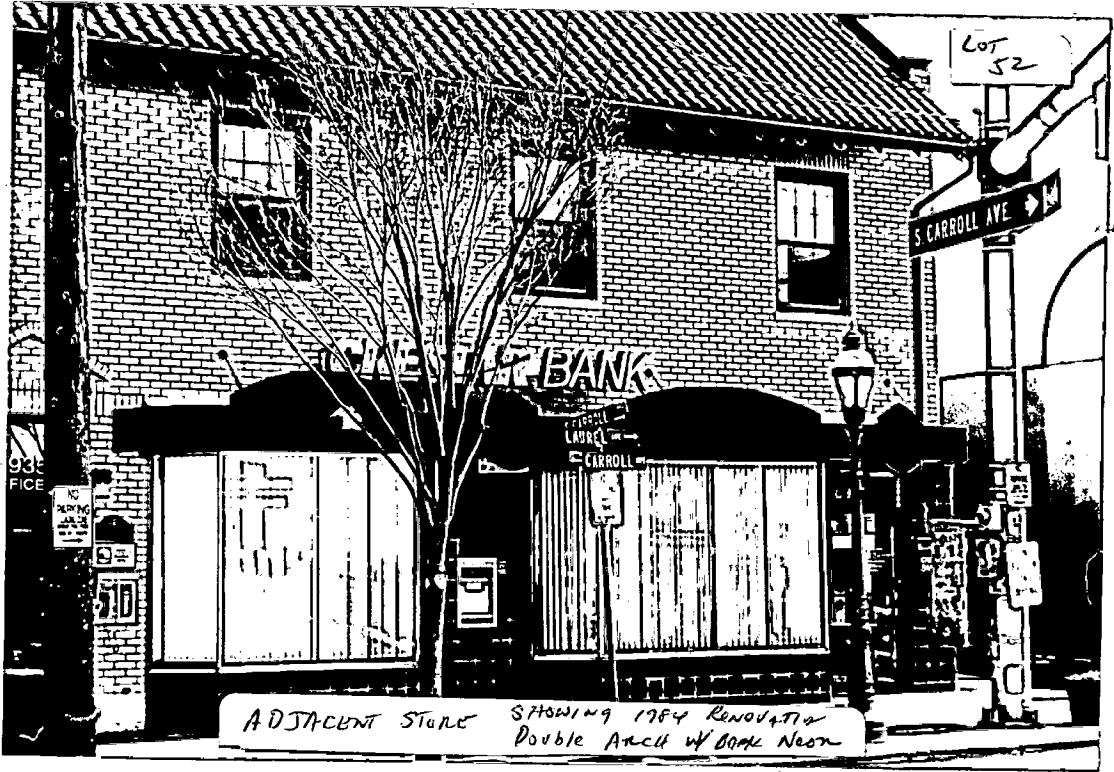
**VIDEOAMERICAN**  
"The World's Best movies"



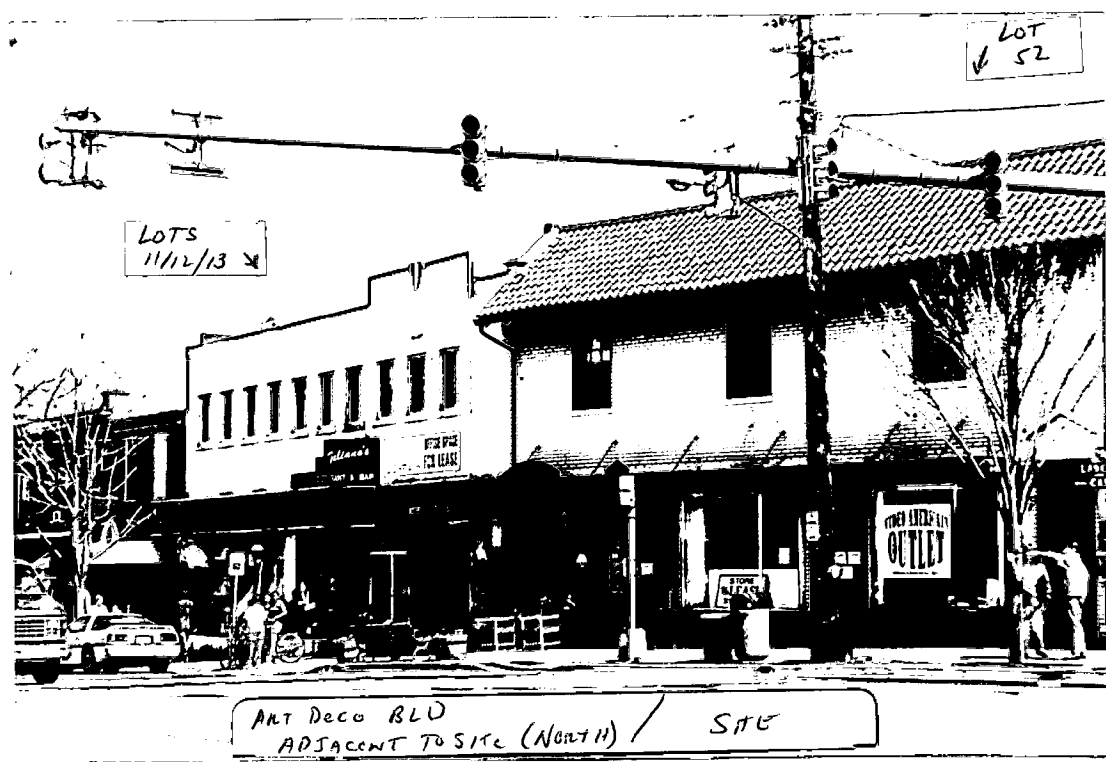
Robin Ziek

Exhibit Elevations - Video American, Tahlequah Park  
Property of Quality Neom 301.891.7446











COMPOSITE BLD FRONT ALL STORES



SITE FRONT



ADJACENT STORE - SHOWING 1984 RENOVATION DOUBLE ARCH - ONE NEON.