

31/6-95C 10408 Montgomery Ave
Kensington Historic District

31/6-95C

10408 Montgomery Ave.
Kensington H.D.

"This is the place"

3-14-95

Doyle Peck - owner of

The Bookstore

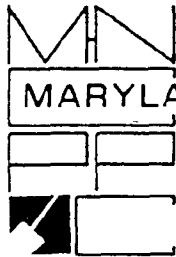
will probably call with questions.

They have turned the sign
off.

I spoke w/ the bookstore
manager - Rhona

R.D.

Case 3/6-95C



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

DATE: 3-9-95

MEMORANDUM

TO: Robert Hubbard, Chief
Division of Development Services and Regulation
Department of Environmental Protection (DEP)

FROM: Gwen Marcus, Historic Preservation Coordinator
Design, Zoning, and Preservation Division
M-NCPPC

SUBJECT: Historic Area Work Permit

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

_____ Approved _____ Denied

X Approved with Conditions: _____

The lighted sign at "This is The Place Bookstore"
shall never be lit up. It shall remain unlit at all times.

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

Applicant: Michael Gonzalez, Owner Agent To Speedy Sign A-Rama 1331 B. Rockville Pike
Rockville, MD. 20852

Address: ^{"This is The Place Bookstore"} 10408 Montgomery Ave, Kensington, MD. 20895

***THE APPLICANT MUST ARRANGE FOR A FIELD INSPECTION BY CALLING DEP/FIELD SERVICES (217-6240) FIVE DAYS PRIOR TO COMMENCEMENT OF WORK AND WITHIN TWO WEEKS FOLLOWING COMPLETION OF WORK.



RETURN TO: Department of Environmental Protection
 Division of Development Services and Regulation
 250 Hungerford Drive, Rockville, Maryland 20850
 (301) 217-6370

Historic Preservation Commission
 (301) 495-4570

**APPLICATION FOR
 HISTORIC AREA WORK PERMIT**

CONTACT PERSON Michael Gonzales
 DAYTIME TELEPHONE NO. (301) 309-3700
 TAX ACCOUNT # _____
 NAME OF PROPERTY OWNER FelSec Temp Servi DAYTIME TELEPHONE NO. (301) 949-3110
 ADDRESS 10408 Montgomery Ave, Kensington, MD 20895
CITY STATE ZIP CODE
 CONTRACTOR Speedy Sign & X RAMA, USA TELEPHONE NO. (301) 309-3700
 CONTRACTOR REGISTRATION NUMBER _____
 AGENT FOR OWNER Michael Gonzales DAYTIME TELEPHONE NO. (301) 309-3700

LOCATION OF BUILDING/PREMISE

HOUSE NUMBER 10408 STREET Montgomery Avenue
 TOWN/CITY Kensington NEAREST CROSS STREET Kensington Parkway
 LOT P3 BLOCK 2 SUBDIVISION Kensington Park
 LIBER _____ FOLIO _____ PARCEL _____

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CIRCLE ALL APPLICABLE: Construct Extend Alter/Renovate Repair Move Wreck/Raze Install Revocable Revision Fence/Wall (complete Section 4) Single Family Other SIGN
 CIRCLE ALL APPLICABLE: A/C Slab Room Addition Porch Deck Fireplace Shed Solar Woodburning Stove
 1B. CONSTRUCTION COST ESTIMATE \$ 41900
 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.

Michael Gonzales Signature of owner or authorized agent 2/16/95 Date

APPROVED X w/ conditions For Chairperson [Signature] Date 3/9/95

DISAPPROVED _____ Signature _____ Date _____

APPLICATION/PERMIT NO: 9502160068 DATE FILED: _____ DATE ISSUED: _____

SEE REVERSE SIDE FOR INSTRUCTIONS

**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:

Modern Two Story office Bldg.

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

Install lighted sign box on face of Bldg
for this is your place bookstore

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.

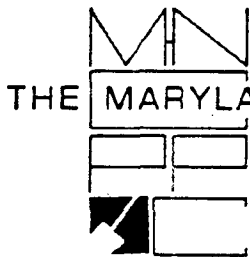
6. TREE SURVEY

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, (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.



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

DATE: 3-9-95

MEMORANDUM

TO: Historic Area Work Permit Applicants

FROM: Gwen Marcus, Historic Preservation Coordinator
Design, Zoning, and Preservation Division
M-NCPPC

SUBJECT: Historic Area Work Permit Application - Approval of
Application/ Release of Other Required Permits

Enclosed is a copy of your Historic Area Work Permit application, approved by the Historic Preservation Commission at its recent meeting, and a transmittal memorandum stating conditions (if any) of approval.

You may now apply for a county building permit from the Department of Environmental Protection (DEP), at 250 Hungerford Drive, Second Floor, in Rockville. Please note that although your work has been approved by the Historic Preservation Commission, it must also be approved by DEP before work can begin.

When you file for your building permit at DEP, you must take with you the enclosed forms, as well as the Historic Area Work Permit that will be mailed to you directly from DEP. These forms are proof that the Historic Preservation Commission has reviewed your project. For further information about filing procedures or materials for your county building permit review, please call DEP at 217-6370.

If your project changes in any way from the approved plans, either before you apply for your building permit or even after the work has begun, please contact the Historic Preservation Commission staff at 495-4570.

Please also note that you must arrange for a field inspection for conformance with your approved HAWP plans. Please inform DEP/Field Services at 217-6240 of your anticipated work schedule.

Thank you very much for your patience and good luck with your project!

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 10408 Montgomery Avenue Meeting Date: 3/08/95
Resource: Kensington Historic district Review: HAWP/RETROACTIVE
Case Number: 31/6-95C Tax Credit: No
Public Notice: 2/23/95 Report Date: 3/01/95
Applicant: Michael Gonzales Staff: Robin D. Ziek
(Agent for Owner)
PROPOSAL: Install lighted sign RECOMMEND: APPROVE

BACKGROUND

RESOURCE: Kensington Historic District
STYLE: 2-story Commercial building/duplex
DATE: ca. mid-20th century
SIGNIFICANCE: Secondary Resource

*"This is the place
Bookstore
Rhonda Munns, Agr.
(301) 933-1943*

PROJECT DESCRIPTION: Installation of lighted sign box on the building, above the storefront window.

STAFF INTRODUCTION

The owner of a bookstore in Kensington hired Michael Gonzales, of "Speedy Sign-A-Rama, USA" to construct and install a business sign to advertise the bookstore. Prior to this, the business had a handwritten sign in the window. The new sign is a light box which measures 12'L x 2'9"H x 8"D and is wired for electricity. The sign operates on a timer, and is "on" from 5 p.m. to 10:00 p.m. The bookstore operates into the evening, with closing hours ranging from 6:00 pm to 9:00 pm.

Mr. Gonzales is coming before the HPC for a retroactive HAWP because the County cited the owner for failure to apply for a sign permit. Mr. Gonzales has explained that he asked the electrician to pull all the necessary permits. The electrician, however, pulled only the electrical permit.

When Mr. Gonzales discovered that he had to apply for a County sign permit, he made that application. It was at this point that he also learned that a HAWP was required.

Therefore, Mr. Gonzales, taking responsibility for the required permits, is appearing before the HPC with this request.

*Approved w/ conditions - Sign not be illuminated
in the future.
Applicant agrees to this.*

①

STAFF DISCUSSION

The property is at the edge of the commercial district of Kensington. The immediate vicinity includes new buildings and old buildings, with the street and sidewalk providing continuity from the commercial district into the historic residential portion of Montgomery Avenue. The immediately adjacent properties are both late 19th c. structures: a commercial building to the north, and a residential structure to the south. The confronting properties are outside of the historic district boundaries and are both 20th century: a one-story storefront building of similar appearance to the project building, and a drive-through for a bank.

The signage in this vicinity is not uniform. There are signs applied directly on shop windows, signs applied to the sides of buildings, and free-standing signs. The signs vary greatly in size, choice of material, and design of the verbiage. Included is the use of simple flat boards, neon, and lighted sign boxes.

Therefore, the new sign appears to be approvable for the following reasons: it is consistent with signage in the vicinity, the building is a secondary resource located at the edge of the commercial portion of the historic district, and the installation is architecturally compatible with the structure in that the sign is sized to the window opening and is installed on a portion of wall which is plain brick.

STAFF RECOMMENDATION

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

In the case of an application for work on an historic resource located within an historic district, the commission shall be lenient in its judgment of plans for structures of little historical or design significance or for plans involving new construction, unless such plans would seriously impair the historic or architectural value of surrounding historic resources or would impair the character of the historic district.

and with Standard 10:

New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

and subject to the general condition that the applicant arrange for a field inspection by calling the Montgomery County Department of Environmental Protection (DEP), Field Services Office, five days prior to commencement of work and within two weeks following completion of work.



RETURN TO: Department of Environmental Protection
 Division of Development Services and Regulation
 250 Hungerford Drive, Rockville, Maryland 20850
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Telesec - Perri Powell
 949-9440

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6. TREE SURVEY

SPEEDY SIGN*RAMA, USA (301) 309-3700
APPROVED BY: _____ DATE: _____

- Black on Ivory Acrylic

2'9"



THIS IS THE PLACE
BOOKSTORE

12'

DARK BRONZE ALUMINUM CABINET
FLUO. LIGHTS
ONE BALLAST
IVORY ACRYLIC FACE
BLACK LETTERING.

5

10408 ~~The~~ Montgomery Avenue
This is the Place Bookstore

Photos
page 2

Lot beside
10408 Montgomery
Ave (Left Side)



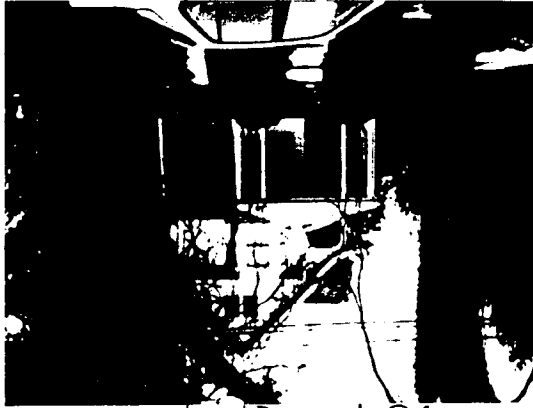
10408 Montgomery
Avenue - Sign
Installed.



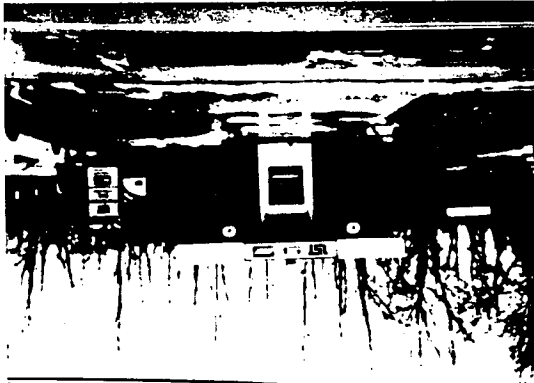
10410 - 10412 Mont-
gomery Avenue to
the right of 10408



7



Private residence at
10408 Montgomerie
Avenue near
to the left



Bank across and
to the right of
10408 Montgomerie
Avenue



Directly across
the street at
10405 Montgomerie
Avenue

10408 Montgomerie Avenue
This is the place Book store

Photos
page 2

HAWP APPLICATION: ADDRESSES OF ADJACENT & CONFRONTING PROPERTY OWNERS

The First National Bank of
MD. % Corp Facilities DIV.
P.O. Box 1596 BANC 109-820
Baltimore, MD 21203
RE:
10415 Montgomery Ave

Kensington Station Joint Venture
10405 Montgomery Avenue
Kensington, MD 20895

RE:
10405 Montgomery Avenue

Stuben G. Granger
RR 3 Box 297
Dallas, PA 18612

Ref: 10404 Montgomery Ave.

Farmers Banking & Trust Co.
% Corporate Facilities DIV.
P.O. Box 1596 BANC 109-820
Baltimore, MD 21203
RE:
10420 Montgomery Ave.

Sallay A. Mulbert
10400 Montgomery Ave
Kensington, MD 20895

Ref:
10400 Montgomery Ave.

Stuben G & U.W. Granger
RR 3 Box 297
Dallas, PA 18612

Ref:
10410 Montgomery Ave.

March 1, 1995
Kensington LAP Meeting
Attendees: Basle, Gurney, Shulman, Stuart
Visitors: Collins, Gonzales

Discussion concerned two new signs placed at 10408 Montgomery Avenue (Telesac property) without HAWPs.

A retroactive application for one sign was submitted after the County sent a citation. All members agreed that the Bookstore sign is too large and should not be illuminated for the following reasons:

1. The sign is larger than those on all other stores with similar frontage in the historic business district.

2. Not one sign on any small business in the historic district is illuminated. The large First National Bank building has a sign that potentially can be lighted, but to my knowledge, is never lit; and this sign faces only the railroad.

3. The Bookstore is visible from houses in the historic residential area at the end of Montgomery Ave. and on Kensington Pkwy. and illuminates an area adjacent to a primary residential resource. The lighted sign visually extends the lit-up shopping center area and invites additional illuminated signage. The site of the sign at the end of Montgomery Ave. is a sensitive area of preservation for the core of original Kensington residential development.

4. Montgomery County zoning laws in Article 59-F (p.7059) indicate that signage regulations are "intended to avoid excessive competition and clutter in their demand for public attention". Clearly large, illuminated signs cause more clutter and excessive competition when compared to the more modest signs typical of the historic district. It is surprising that signage in the historic business district, although quite varied, is muted, modest, and harmonious. The Bookstore sign breaks precedence by its imposing presence, which if followed by other businesses, would destroy the ambience of the historic business district.

5. Staff report suggests approval because signs in Kensington vary greatly in size, material, and design. However, no sign in Kensington is as large as the Bookstore's for the size of the frontage. The report suggests that lighted signs are currently included in the mix. This is not so except for the Bank sign which is never lit. A recently changed Telesac sign on the same property does exist but this sign is in violation of the HAWP ordinances and should be cited. There is no neon sign in the historic area and no other illuminated signs.

To summarize,

The sign is inappropriate. Its size should be reduced and illumination should be prohibited. Allowing the sign to remain as is would be a serious threat to the character of the historic district and inconsistent with guidelines of Chapter 24 A-8(d).

These opinions represent those of all members of LAP. Charles Stuart indicated that if the size of the sign is in compliance with the County code, it may be permissible, but at the very least, without illumination.

The other illuminated sign on the Telesac building should be reviewed by the HPC. There is much opposition to both of these signs by the citizens of Kensington.

W. Shulman, Chairman

FAX COVER SHEET

NATIONAL INSTITUTES OF HEALTH
Clinical Hematology Branch, NIDDK
Bethesda, MD 20892
FAX NO. (301) 402-4078
TEL. NO. (301) 496-4787

TO : *Robbin Zick*
FAX NO.: *495-1307*
TEL. NO.:

FROM: *Dr. Ray Shulman*

DATE: *3/8*

NO. OF PAGES (Incl. Cover Sheet)= 2

Message:

5-10 Sign is "ON"

2/28/95

Kensington MD

store open until 6 PM
8 T-Th
9 Fri
6 Sat

County Code 59-F Signs

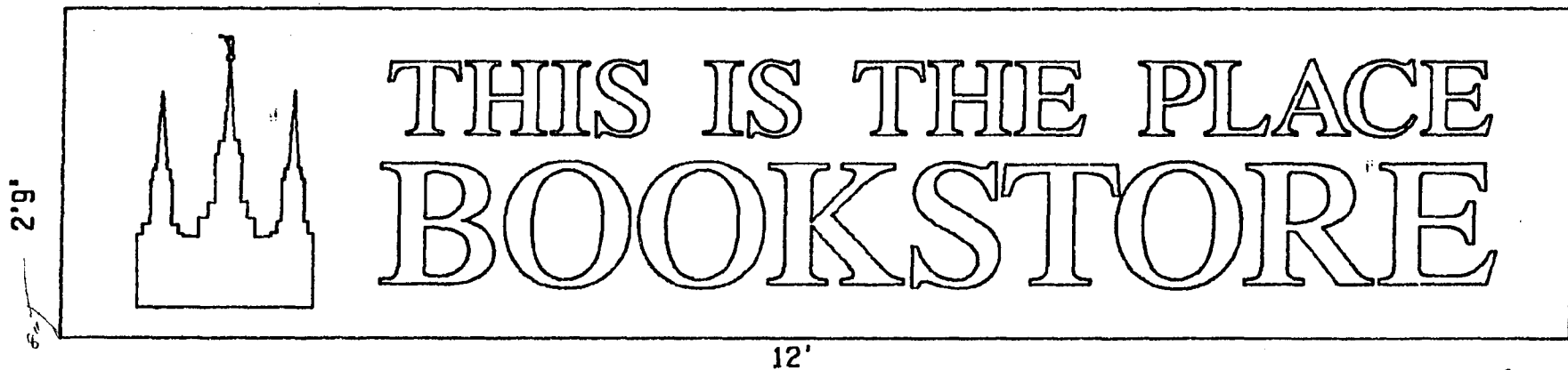
59-F-1.22 Total sign area of 2 sq ft
each linear foot of bldg. frontage
flat signs go anywhere on wall

59-F-1.64. Light shall be directed/shielded
so that the light intensity or
brightness shall not adversely affect
surrounding or facing premises

Sign = 4.36 sq ft 12'0" x 2.75'

SPEEDY SIGN*RAMA, USA (301) 309-3700
APPROVED BY: _____ DATE: _____

- Black on Ivory Acrylic



DARK Bronze Aluminium Cabinet
Flou. Lights.
one Ballast
Ivory Acrylic FACE
Black Lettering.

FILE:C:\SIGNS\THIIS001 SCALE FACTOR: 0.75 INCHES = 1 FOOT



10410 - 10412 Mont-
gomery Avenue to
the right? 10408



10408 Montgomery
Avenue - Sign
Installed -



Parking Lot beside
10408 Montgomery
Ave (left side)

~~Photo~~
photos
page 2

10408 Montgomery Avenue
This is the place on shore

10408 Montgomery Avenue
This is the Place Book Store

Photos
page 2

Directly Across
The street at
10405 Montgomery Ave



Bank Across and
To the left of
10408 Montgomery
Avenue



Private residence at
10400 Montgomery
Avenue next
to parking lot



40. Wayne L. Krontz 10200 Kensington Pkwy Kensington, MD
- 21 Bernadette C. Brooks, 3602 Kent Street Kensington MD
- 22 W M A R 3602 Kent St Kensington MD
- 22 Mary Ann Hayes 10116 Kensington Parkway Kensington MD.
- 24 Jo Ann W. Price 10206 Kensington Pkwy. Kensington, Md. 20895
- 25 Susan J. Palmer 10208 Kensington Pkwy Kensington Md 20895
- 26 Steve Palmer 10208 Kensington Pkwy. Kensington, MD 20895
- 27 Alexia Peterson 10216 Kensington Pkwy. Kensington MD 20895
- 28 Stephen Peterson 10216 Kensington Pkwy Kensington MD 20895
- 29 Sally A. Hulse 10400 Montgomery Ave. Kensington MD 20895
- 30 Molly Perkins Hawk 4004 Dresden St, Kensington, Md. 20895
- 31 Ben Middleton 10220 Carroll place " "
- 32 Sheryl Bask 3511 Pipers Mill Dr. Kensington.
- 33 Patricia McPherson 10213 Montgomery Ave. Kensington Md. 20895
- 34 Harry McPherson 10213 Montgomery Ave " "
- 35 Edith Ray Saul 10310 Fawcett St.
- 36 Lucy H. Birchby 10314 Fawcett St.
- 37 KB Caulfield 10405 Fawcett St. Kensington.
- 38 Suley Uberman 10403 Fawcett St Kensington
- 39 Edward Lively 10304 Kensington Pkwy. Kensington, Md.
- 40 Barbara H. Wagner 3915 Baltimore St. Kensington MD 20895
- 41 Sheila Dinn 10109 Hadley Place Kensington MD 20895
- 42 Susan Kelly 10320 Fawcett St. Kensington MD 20895

TO: THE HPC FOR KENSINGTON, MD

3/4/95

We, the undersigned, as **residents** of the historic section of Kensington, MD. **object** to the following **two illuminated signs** recently installed: THIS IS THE PLACE and TELE SEC.

(1) **Neither** party involved **received** an **HPC permit** prior to the installation of the signs.

(2) The **design and size** of the signs is not consistent with the style of Antique Row which we are trying to maintain, especially since they are next to the residential area of Montgomery Avenue.

(3) The **glare** from the illumination of these signs continues all night and is annoying to the residents.

(4) The presence of these signs **detracts from** our **property values**.

- 1 Carol M. Collins 10312 Kensington Pkwy Kensington MD
- 2 John M. Allen " "
- 3 Gene Shulman 10221 Montgomery Ave Kensington MD
- 4 Joseph J. Kennedy 10303 Montgomery Ave Kensington MD
- 5 Thomas Kennedy 10303 Montgomery Ave Kensington MD
- 6 Carol S. Sharp 10226 Carroll Pl Kensington Md 20895
- 7 Harriet B. Berlin 9911 Old Spring Rd. 20895
- 8 Bea A. Agostino 10204 Kensington Pkwy Kensington 20895
- 9 John C. Ratker 10308 Montgomery Ave, Kensington
- 10 Lucia J Ratker 10308 Montgomery Ave, Kensington 20895
- 11 Judy Hanks - Henn 10234 Carroll Place, Kensington 20895
- 12 Catherine S Kelly 10304 Kensington Pkwy - Kensington MD 20895
- 13 T J Malley 10019 Frederick Ave "
- 14 Julie O'Malley 10019 Frederick Ave "
- 15 Steve B Heath 10400 Montgomery Ave
- 16 Luna Morris 10225 Montgomery Ave
(James Morrison) 10225 Montgomery Ave
- 17 James Morris 10225 Montgomery Ave
- 18 Wh Stewart 10211 Montgomery Ave
- 19 Mary Stewart " " "

HAWP APPLICATION ADDRESSES OF ADJACENT & CONFRONTING PROPERTY OWNERS

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