

35/14-01 7155 Wisconsin Ave.
(Farm Women's Market)

HISTORIC PRESERVATION COMMISSION

of

MONTGOMERY COUNTY

**8787 Georgia Avenue
Silver Spring, Maryland 20910**

301-563-3400

Case No. 35/14/01-01A

Received July 14, 2001

Public Appearance September 12, 2001

Before the Montgomery County Historic Preservation Commission

Application of Montgomery Farm Women's Cooperative Market (Carol Carrier, Agent)
7155 Wisconsin Avenue, Bethesda

DECISION AND OPINION OF THE COMMISSION

Decision of the Commission: DENY the Applicant's proposal to install artificial siding.

Commission Motion: At the September 12, 2001 meeting of the Historic Preservation Commission, Commissioner O'Malley presented a motion to deny the application to install artificial siding. Commissioner Watkins seconded the motion. Commissioners Spurlock, Williams, O'Malley, Velasquez, Watkins, Harbit, and Breslin voted in favor of the motion. Commissioners Lesser and DiReggi were absent. The motion passed 7-0.

BACKGROUND:

The following terms are defined in Section 24A-2 of the Code:

Appurtenances and environmental setting: The entire parcel, as of the date on which the historic resource is designated on the Master Plan, and structures thereon, on which is located a historic resource, unless reduced by the District Council or the commission, and to which it relates physically and/or visually. Appurtenances and environmental settings shall include; but not be limited to, walkways and driveways (whether paved or not), vegetation (including trees, gardens, lawns), rocks, pasture, cropland and waterways.

Commission: The historic preservation commission of Montgomery County, Maryland.

Director: The director of the department of permitting services of Montgomery County, Maryland or his designee.

Exterior features: The architectural style, design and general arrangement of the exterior of an historic resource, including the color, nature and texture of building materials, and the type and style of all windows, doors, light fixtures, signs or other similar items found on or related to the exterior of an historic resource.

Historic District: A group of historic resources which are significant as a cohesive unit and contribute to the historical, architectural, archeological or cultural values within the Maryland-Washington Regional District and which has been so designated in the master plan for historic preservation.

Historic resource: A district, site, building, structure or object, including its appurtenances and environmental setting, which is significant in national, state or local history, architecture, archeology or culture.

On July 14, 2001, Carol Carrier as agent for Montgomery Farm Women's Cooperative Market completed an application for a Historic Area Work Permit (HAWP) to install vinyl siding on a commercial market building. On July 31, 2001, Carol Carrier requested postponement of the Historic Preservation Commission hearing until September 12, 2001.

7155 Wisconsin Avenue, Bethesda is designated an individual resource, added to the Master Plan For Historic Preservation In Montgomery County in 1986. This amendment includes historic preservation review guidelines which are intended to guide the HPC's decisions in specific HAWP cases.

The designation lists the structure as:

- Built in 1935 – a long, narrow 1 ½-story frame building with a hipped roof.
- Started as a Depression-era self-help project by upper county farm families..

The Farm Women's Market is a familiar landmark in downtown Bethesda, clearly seen from Wisconsin Avenue, the principal street in Bethesda. Much of the original town has been replaced by high-rise buildings. The historic structure is notable for being an intact remnant of its period of significance.

The style and materials chosen by the builders in the 1930's evoke a time of depression and drought when families in rural Montgomery County were working together to create new markets for their farm produce.

EVIDENCE IN THE RECORD:

A written staff recommendation on this case was prepared and sent to the Commission on September 5, 2001. At the September 12, 2001 Historic Preservation Commission meeting, staff person Perry Kephart Kapsch showed 35MM slides of the site and presented an oral report on the staff recommendation. Staff recommended denial of the proposed siding installation, as it was not consistent with the historic and architectural character of the individually designated *Master Plan* site.

Staff's specific concerns about the proposed artificial siding installation that constituted reasons for the denial recommendation were:

1. 7155 Wisconsin Avenue, Bethesda is designated an individual resource, added to the Master Plan For Historic Preservation In Montgomery County in 1986. As an individually designated site, changes to the historic resource are subject to the highest level of review.
2. The installation of artificial siding is not justified in order to maintain the property. Both local and state tax credit programs are available to defray the cost of repairing and painting the existing wood siding. The local incentive of 10%, and state incentive of 25% of the cost of maintenance underscore the importance of retaining and preserving the material integrity of historic properties.
3. Installation of an out-of-period material would substantially decrease the historic value of the commercial building. As an intact example of commercial buildings from the period of significance, it is important that the structure with its original building materials be preserved.
4. As is true for most structures, the walls and trim, together with the roof and windows, form the majority of the exterior area and architecture of the building. Covering a significant portion of the historic exterior with an out-of-period material would destroy the historic integrity of the building with such a large percentage of the surface no longer intact.
5. Use of artificial siding can cause irreparable damage to the historic wood cladding when moisture is trapped against the wood layer by the impermeable artificial siding layer.
6. The addition of artificial siding is not recommended as a method of mitigating lead paint situations. Information on the proper methods of dealing with lead paint on historic structures is widely available.
7. Where wood siding from the era of construction has been maintained, it has been shown to be a long lasting and effective cladding for historic buildings. Artificial siding does not have the comparable record for durability. In the case of original siding that is too deteriorated to be retained, new wood siding material to match

the original is available.

8. The market building is a familiar landmark along Wisconsin Avenue, the main street in Bethesda. Much of the original town has been replaced by high-rise buildings. The historic structure is notable for being an intact remnant of its period of significance.

Staff also pointed out that the applicants are to be commended for their concern that the historic market be maintained, but application of artificial siding over, or instead of, historic materials cannot be considered a satisfactory solution.

The applicant's agent, Carol Carrier, came forward to testify. She introduced herself as a director of the Montgomery Farm Women's Cooperative Market. She explained that the condition of the wood siding and its maintenance was only one of the problems they are having at the market. She noted that the market is a wonderful place, serving also as a community meeting place. She explained that farming is somewhat of a dying industry in Montgomery County. As the market is a co-operative, although the members have the opportunity to make money selling their products, not a lot of money is going in for maintenance and improvement of the building. Many of the problems they are now facing are those that have caught up with them over the years. They have little internal direction to do maintenance. One of the Board of Directors' goals was to have siding put on the building to slow down some of the deterioration of the building. Another big issue was the condition of the windows, but she was trying to work with one project at a time.

Commissioner Velasquez opened the discussion by noting how familiar and beloved the Farm Women's Market is to everyone. She reminisced that when she moved to Bethesda in 1961, she used to walk to the Market. In her opinion, given the affection of the community for the structure, and for the market enterprise, and speaking as a preservationist, the installation of artificial or aluminum siding would ultimately damage the existing wood siding on the building. She noted how important it was that the building be preserved. She acknowledged the expense of scraping and painting wood siding, but noted that there is a 25% state tax credit to offset the costs.

The applicant responded that they would need someone to work along with them to get the tax credit.

Commissioner Velasquez indicated that HPC staff was available to help.

Staff explained that there was a local preservation group, Montgomery Preservation, Inc., who might be available to provide advice or assistance, as they had been involved in working to save the farmstead of one of the founders of the market, Macie King.

CRITERIA FOR APPROVAL AND FINDINGS OF THE COMMISSION:

The criteria, which the Commission must evaluate in determining whether to deny a Historic Area Work Permit application, are found in Section 24A-8(a) of the Montgomery County Code, 1984, as amended.

Section 24A-8(a) provides that:

The Commission shall instruct the director to deny a permit if it finds, based on the evidence and information presented to or before the commission that the alteration for which the permit is sought would be inappropriate or inconsistent with, or detrimental to the preservation enhancement or ultimate protection of the historic site, or historic resource within an historic district, and to the purposes of this chapter.

In analyzing whether the criteria for issuance of a Historic Area Work Permit have been met, the Commission also evaluates the evidence in the record in light of generally accepted principles of historic preservation, including the Secretary of the Interior's Standards for Rehabilitation and Guidelines, adopted by the Commission on February 5, 1987. In particular Standards #2, #5, #6, #9 and #10 are applicable in this case:

- Standard 2: The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided.
- Standard 5: Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be retained and preserved.
- Standard 6: Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
- Standard 10: New additions and adjacent or related new construction will 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.

Based on this, the Commission finds that:

1. 7155 Wisconsin Avenue, Bethesda is designated an individual resource, added to the Master Plan For Historic Preservation In Montgomery County in 1986. For this reason, it is essential to preserve the historic character of this resource, including the wood siding, and to maintain its integrity. As an individually designated site, changes to the historic resource are subject to the highest level of review.

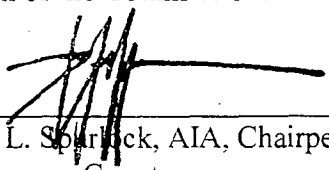
2. The use of artificial siding on the market building is not justified in order to maintain the property. Both local and state tax credit programs are available to defray the cost of repairing and painting the existing wood siding. Distinctive construction techniques or examples of craftsmanship are to be retained and preserved.
3. Changes to the exterior siding of the subject property would be counter to good preservation practices as they require a major change in a resource specifically designated in the Master Plan for its architectural details, and a change to a familiar historic landmark in Bethesda.
4. The use of artificial siding on the property is not warranted for structural or durability reasons. Wood siding from the era of construction has been shown to be a long lasting cladding. Historic features are to be repaired and not replaced.
5. The concerns as to lead paint removal can be addressed by other methods that would not require use of artificial siding.
6. Use of artificial siding could irreparably damage the wood siding and architectural details.

CONCLUSION:

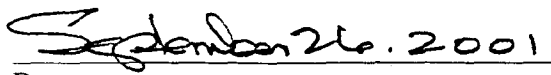
The Commission was guided in its decision by Chapter 24A, by Historic Preservation Review Guidelines in the Amendment to the Approved and Adopted Master Plan for Historic Preservation in Montgomery County, Maryland, and by the Secretary of the Interior's Standards for Rehabilitation.

Based on the evidence in the record and the Commission's findings, as required by Section 24A-8(a) of the Montgomery County Code, 1984, as amended, the Commission must **deny** the application of Montgomery County Farm Women's Cooperative Market for a Historic Area Work Permit (HAWP) to install artificial siding on the commercial structure at 7155 Wisconsin Avenue, Bethesda:

If any party is aggrieved by the decision of the Commission, pursuant to Section 24A-70(h) of the Montgomery County Code, an appeal may be filed within thirty (30) days with the Board of Appeals, which will review the Commission's decision de novo. The Board of Appeals has full and exclusive authority to hear and decide all appeals taken from the decision of the Commission. The Board of Appeals has the authority to affirm, modify, or reverse the order or decision of the Commission.



Steven L. Sparlock, AIA, Chairperson
Montgomery County
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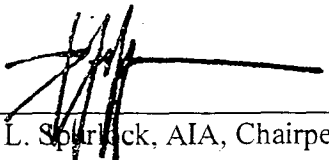
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5. The concerns as to lead paint removal can be addressed by other methods that would not require use of artificial siding.
6. Use of artificial siding could irreparably damage the wood siding and architectural details.

CONCLUSION:

The Commission was guided in its decision by Chapter 24A, by Historic Preservation Review Guidelines in the Amendment to the Approved and Adopted Master Plan for Historic Preservation in Montgomery County, Maryland, and by the Secretary of the Interior's Standards for Rehabilitation.

Based on the evidence in the record and the Commission's findings, as required by Section 24A-8(a) of the Montgomery County Code, 1984, as amended, the Commission must **deny** the application of Montgomery County Farm Women's Cooperative Market for a Historic Area Work Permit (HAWP) to install artificial siding on the commercial structure at 7155 Wisconsin Avenue, Bethesda:

If any party is aggrieved by the decision of the Commission, pursuant to Section 24A-70(h) of the Montgomery County Code, an appeal may be filed within thirty (30) days with the Board of Appeals, which will review the Commission's decision de novo. The Board of Appeals has full and exclusive authority to hear and decide all appeals taken from the decision of the Commission. The Board of Appeals has the authority to affirm, modify, or reverse the order or decision of the Commission.



Steven L. Sparlock, AIA, Chairperson
Montgomery County
Historic Preservation Commission



Date



RETURN TO: DEPARTMENT OF PERMITTING SERVICES
256 ROCKVILLE PIKE, 2nd FLOOR, ROCKVILLE, MD 20850
240/777-8370

DPS - #8

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR HISTORIC AREA WORK PERMIT

Contact Person: Carol Carrier

Daytime Phone No.: 301-253-0903

Tax Account No.: 00430521

22017 Griffith Dr.
Gaithersburg, MD 20882

Name of Property Owner: Montgomery Farm Women's Cooperative Market

Daytime Phone No.: 301-253-0903

Address: 7155 Wisconsin Ave. Bethesda, Maryland 20814
Street Number City Street Zip Code

Contractor: Keane Contracting Phone No.: 240-375-2234

Contractor Registration No.: 51306

Agent for Owner: Eddy Johnson Daytime Phone No.: 240-375-2234

Address: 1501 Ednor Rd, Silver Spring, MD

LOCATION OF BUILDING/PREMISE

House Number: 7155 Street: Wisconsin Ave.

Town/City: Bethesda Nearest Cross Street: Willow Lane

Lot: _____ Block: _____ Subdivision: _____

Liber: CKW no 612 Folio: 360 Parcel: P 699

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/renovate
- Move
- Install
- Wreck/tear
- Revision
- Repair
- Revocable

CHECK ALL APPLICABLE:

- AC
- Slab
- Room Addition
- Porch
- Deck
- Shed
- Solar
- Fireplace
- Woodburning Stove
- Single Family
- Fence/Wall (complete Section 4)
- Other: Vinyl siding

1B. Construction cost estimate: \$ _____

C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____

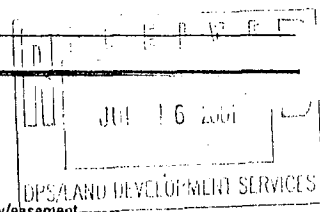
B. Type of water supply: 01 WSSC 02 Well 03 Other: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

3A. Height _____ feet _____ inches N/A

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.

Carol Carrier
Signature of owner or authorized agent # 253528 7-14-01
Date

Approved: Denied
For Chairperson, Historic Preservation Commission 9/12/01
35/14/01-01A

**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:

See attached

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

See attached

2. SITE PLAN

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

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

3. PLANS AND ELEVATIONS can omit as per Terry Kapsch, Historic Society

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

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

4. MATERIALS SPECIFICATIONS

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

Builders Pride - D4 - white siding, 806 - PVC Sherwood Green trim

5. PHOTOGRAPHS

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

6. TREE SURVEY

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

7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS

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

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



RETURN TO: DEPARTMENT OF PERMITTING SERVICES
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Contractor Registration No.: 51306

Agent for Owner: Eddy Johnson Daytime Phone No.: 240-375-2234

Address: 1501 Ednor Rd, Silver Spring, MD
LOCATION OF BUILDING/PREMISE

House Number: 7155 Street: Wisconsin Ave.

Town/City: Bethesda Nearest Cross Street: Willow Lane

Lot: _____ Block: _____ Subdivision: _____

Liber: CKW no 412 Folio: 360 Parcel: P 699

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/renovate
- Move
- Install
- Wreck/tear
- Revision
- Repair
- Revocable

CHECK ALL APPLICABLE:

- A/C
- Slab
- Room Addition
- Porch
- Deck
- Shed
- Solar
- Fireplace
- Woodburning Stove
- Single Family
- Fence/Wall (complete Section 4)
- Other: Vinyl siding

1B. Construction cost estimate: \$ _____

C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____

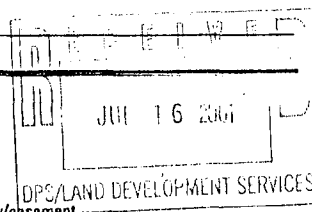
B. Type of water supply: 01 WSSC 02 Well 03 Other: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

3A. Height _____ feet _____ inches N/A

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.

Carol Carrier #253528 7-14-01
Signature of owner or authorized agent Date

Approved: _____ For Chairperson, Historic Preservation Commission

35/14/01-01A

**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:

See attached

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

See attached

2. SITE PLAN

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

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

3. PLANS AND ELEVATIONS can omit as per Terry Kapsch, Historic Society

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

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

4. MATERIALS SPECIFICATIONS

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

Builders Pnde - D4 - white siding, 806 - PVC Sherwood Green trim

5. PHOTOGRAPHS

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

6. TREE SURVEY

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

7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS

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

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PLEASE STAY WITHIN THE GUIDES OF THE TEMPLATE, AS THIS WILL BE PHOTOCOPIED DIRECTLY ONTO MAILING LABELS.

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:	7155 Wisconsin Avenue, Bethesda	Meeting Date:	09/12/01
Applicant:	Montgomery Farm Women's Cooperative Market (Carol Carrier, Agent)	Report Date:	09/05/01
Resource:	<i>Master Plan Site #35/14-01,</i> Farm Women's Market	Public Notice:	08/29/01
Review:	HAWP	Tax Credit:	Yes
Case Number:	35/14/01-01A	Staff:	Perry Kephart Kapsch
PROPOSAL:	Install vinyl siding	RECOMMEND:	Deny

PROJECT DESCRIPTION

SIGNIFICANCE: Individual Master Plan Site
STYLE: Craftsman
DATE: 1935

Hipped roof, 1½ story, 11-bay, rectangular frame commercial structure with lapped novelty wood siding, composite shingle roofing, and a centered front gabled entry vestibule. The entry bay has a circular window in the front gable, and paired front doors flanked by 6/6 double-hung windows. These windows and the 12/12 windows on all four sides are covered by green and white aluminum awnings. There is an exterior stove chimney on the north end of the front (west) façade.

PROPOSAL

The applicant proposes to install vinyl siding over the existing wood siding.

STAFF DISCUSSION

The Farm Women's Market is a familiar landmark in downtown Bethesda that was designated to the Master Plan for Historic Preservation in 1986 as:

- 1935--long, narrow 1½-story frame building with a hipped roof.
 - Started as a Depression self-help project by Upper County farm families.
- As an individually designated *Master Plan* site, it is subject to the highest level of review.

Vinyl cladding is not consistent with the historic or architectural character of the historic market, which is a substantially intact example of commercial buildings from the period of significance (1935), and is clearly visible from Wisconsin Avenue, the principal street in Bethesda. As much of the original town of Bethesda has been demolished and replaced with high-rise buildings, retention of a historic building in as intact a condition as possible takes on even greater significance.

The style and materials chosen by the original builders evoke a time when families in rural Montgomery County were working to survive. As physical remnants of that era, the style original materials remind the public of the tradition behind the present day farm women's cooperative.

As with many structures, the walls and trim, together with the roof and windows, form the majority of the exterior area and architecture of the building. Covering a significant portion of the total historic exterior with an out-of-period material destroys the integrity of the building and should not be approved.

The applicant is to be commended for the concerns expressed that the house be properly maintained, but the use of vinyl siding cannot be considered as a satisfactory maintenance practice. Covering of original cladding material with vinyl can cause irreparable damage to the historic wood cladding when moisture is trapped against the wood layer by the vinyl layer.

Concerns with regard to lead paint removal are brought into proper perspective in numerous publications. Information on the proper methods of dealing with lead paint on historic structures is widely available. The addition of vinyl siding is not recommended as a method of mitigating lead paint situations.

Where wood siding from the era of construction has been maintained, it has been shown to be a long lasting and effective cladding for historic buildings. Vinyl siding does not have a comparable record for durability. In the case of original siding that is too deteriorated to be retained, new wood siding material to match the original is available. A HAWP is not required to paint original siding or to replace it **in kind** – that is, to replace wood with wood, and there are knowledgeable craftsmen in this area qualified to maintain the historic cladding.

The argument that the expense of maintaining painted wood cladding justifies the elimination of historic materials should not be considered. Both local and state tax credit and refund programs are available to defray the cost of repairing and painting the wood siding. The financial incentives offered at both the state and county level of government underscore the importance of retaining and preserving the material integrity of historic sites and districts.

STAFF RECOMMENDATION

Staff recommends that the Commission *deny the* HAWP application as required by Chapter 24A-8(a):

The Commission shall instruct the director to deny a permit if it finds, based on the evidence and information presented to or before the commission that the alteration for which the permit is sought would be inappropriate or inconsistent with, or detrimental to the preservation enhancement or ultimate protection

of the historic site, or historic resource within an historic district, and to the purposes of this chapter,
and with the Secretary of the Interior Guidelines #2, #5, #6, and #9:

The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided.

Distinctive features, finishes, and construction techniques or example of craftsmanship that characterize a property shall be retained and preserved.

Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary physical, or pictorial evidence.

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.



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

DPS - #8

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR HISTORIC AREA WORK PERMIT

Contact Person: Carol Carrier

Daytime Phone No.: 301-253-0903

Tax Account No.: 00430521

2207 Griffith Dr
Gaithersburg, MD 20878

Name of Property Owner: Montgomery Farm Women's
Cooperative Market

Daytime Phone No.: 301-253-0903

Address: 7155 Wisconsin Ave. Bethesda, Maryland 20814
Street Number City State Zip Code

Contractor: Keene Contracting Phone No.: 240-315-2234

Contractor Registration No.: 51306

Agent for Owner: Edly Johnson Daytime Phone No.: 240-315-2234

Address: 1501 Ednor Rd. Silver Spring, MD

LOCATION OF BUILDING/PREMISE

House Number: 7155 Street: Wisconsin Ave.

Town/City: Bethesda Nearest Cross Street: Willow Lane

Lot: _____ Block: _____ Subdivision: _____

Liber: CKW no 612 Folio: 360 Parcel: P1699

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/Renovate
- Move
- Revision
- Repair
- Wreck/Raze
- Revocable

CHECK ALL APPLICABLE:

- AC
- Slab
- Room Addition
- Porch
- Deck
- Shed
- Solar
- Fireplace
- Woodburning Stove
- Single Family
- Fence/Wall (complete Section 4)
- Other: Vinyl siding

1B. Construction cost estimate: \$ _____

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

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A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____

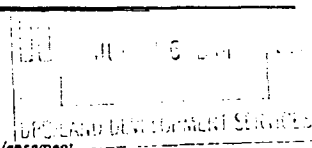
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3A. Height _____ feet _____ inches N/A

3B. Indicate whether the fence or retaining wall is to be constructed on one of the following locations:

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- Entirely on land of owner
- On public right of way/assessment



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.

Carol Carrier 7-14-01
Signature of owner or authorized agent Date

Approved: _____ For Chairperson, Historic Preservation Commission

35/14/01-01A

4

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See attached

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

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

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4. MATERIALS SPECIFICATIONS

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Builders Pride - D4 - white siding, 800 PVC Sherwood Green trim

5. PHOTOGRAPHS

- a. Clearly labeled photographic prints of each facade of existing resource, including details of the affected portions. All labels should be placed on the front of photographs.
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5

7. Adjacent and Confronting property owners to The Montgomery Farm Women's Cooperative Market:

7201 Wisconsin Ave. owned by Central Properties LTD PTNSP
c/o CRC Commercial
6305 Ivy Lane suite 202
Greenbelt, MD 20770-1465

7121 Wisconsin Ave. owned by Columbia Realty Venture LLC
c/o Columbia Realty MGT INC
5301 Wisconsin Ave. NW #600
Washington DC 20015-2044

7200 Wisconsin Ave. owned by Artery Plaza Assoc. LTD PTSP
c/o Chriss Hulett
2345 Crystal Dr.
Arlington, VA 22202

7140 Wisconsin Ave. owned by C & G Associates
c/o Midland Co.
1228 31st St. NW
Washington DC 20007

7126 Wisconsin Ave. owned by C & G Associates
c/o Midland Co.
1228 31st St. NW
Washington DC 20007

Public Parking Facility no. 24 owned by Montgomery County, MD
101 Monroe St.
Rockville, MD

7235 Wisconsin Ave. (faces Willow Ln.) owned by
Potomac Land & INV CO
7235 Wisconsin Ave.
Bethesda, MD 20814

1. WRITTEN DECSCRIPTION OF PROJECT

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

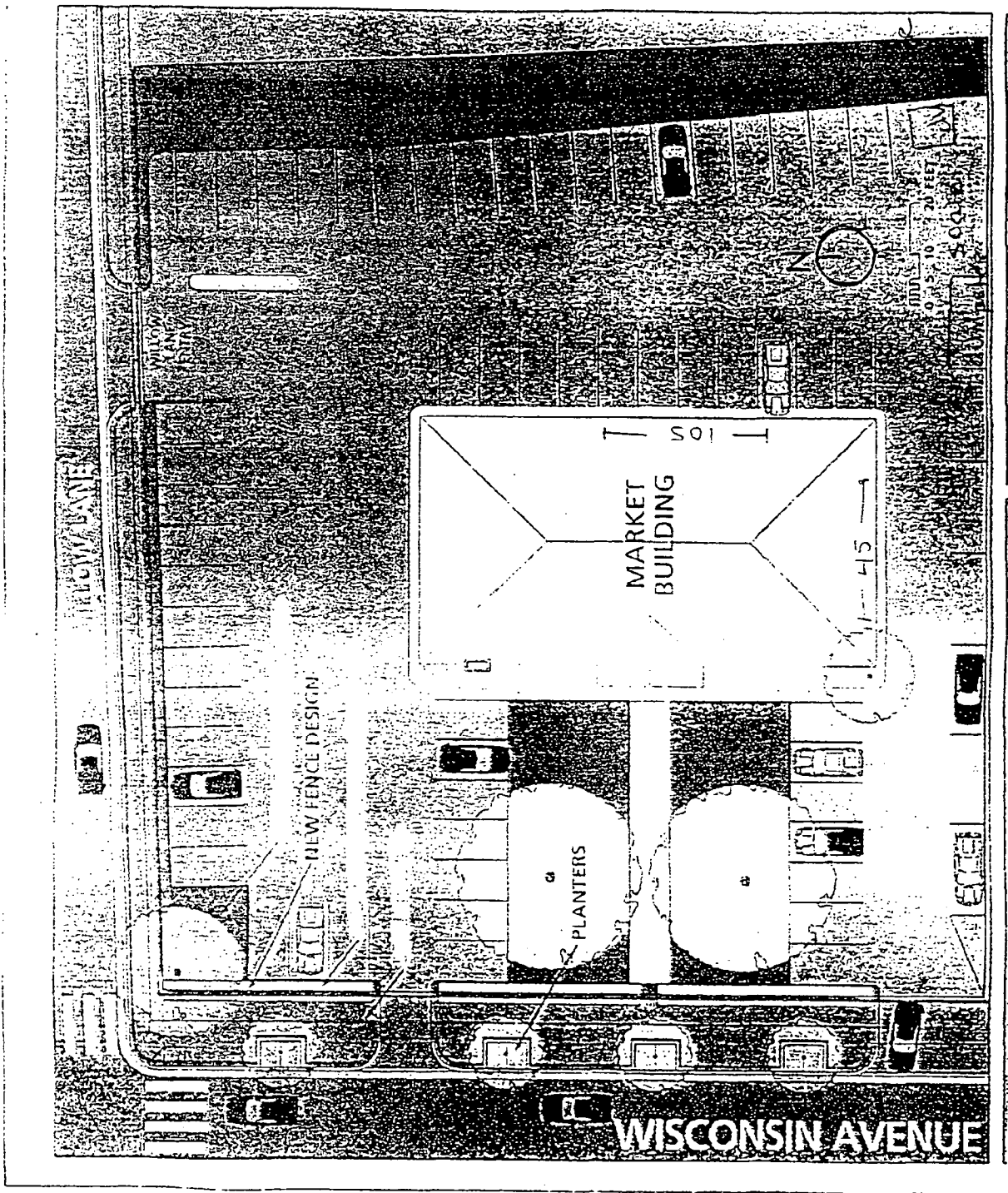
The Montgomery Farm Women's Cooperative Market is sited amid high rise office and commercial buildings in the heart of downtown Bethesda, MD. The cooperative market serves the community by providing fresh seasonal produce, flowers and home-style foods as it has since 1932 when Montgomery County farm women organized an outlet to sell their farm products in an effort to relieve the poor economic conditions brought about by the Depression and a drought. The organization was originally guided and supported by the Extension Service of the University of Maryland in cooperation with Montgomery County and the United States Department of Agriculture.

The building itself remains the original 105 x 45 foot rectangular frame structure on a concrete foundation. Painted white with green trim and aluminum awnings, stately sycamore trees grace the green space facing Wisconsin Ave. Asphalt parking space surrounds three sides of the building with decorative fencing on Wisconsin Ave. and Willow Lane.

After sixty nine years of continuous service as a farm market, the cooperative is still heralded as an example of support to the agricultural community as well as providing a meeting place for friends and neighbors. The market cooperates with Bethesda Urban Partnership as well as smaller community groups to enhance Bethesda. We provide an oasis of personal retail service on a very human scale to the "big city" environment that has become downtown Bethesda.

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

In an effort to maintain the structural integrity of a nearly seventy year old wood building, we are applying for permission to clad the building's wood with vinyl siding in a similar clapboard with a wood texture in the same white with green trim as the original. Visually the building would bear no change. The market has reached a tenuous situation regarding the expense of the maintenance of painting and wood repair. Application of vinyl siding would stave off further deterioration to the structure. We are not seeking to make any further changes to the landscaping or the rest of the site.



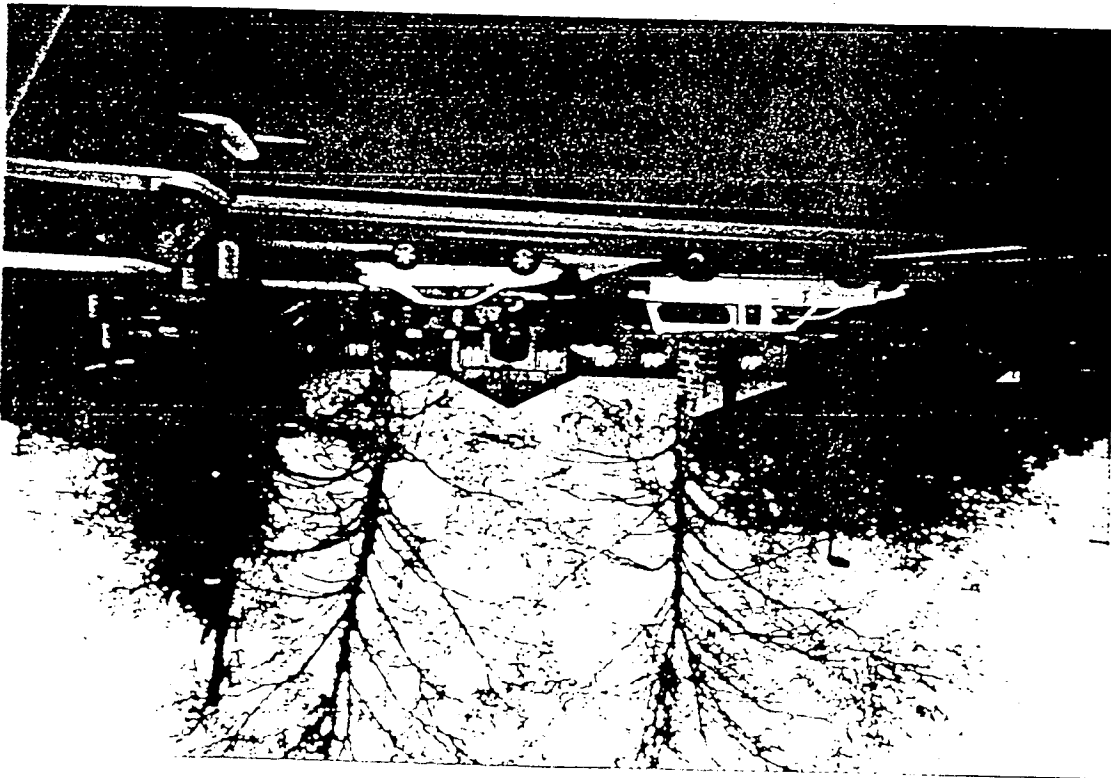
5-17-01

5. Photographs

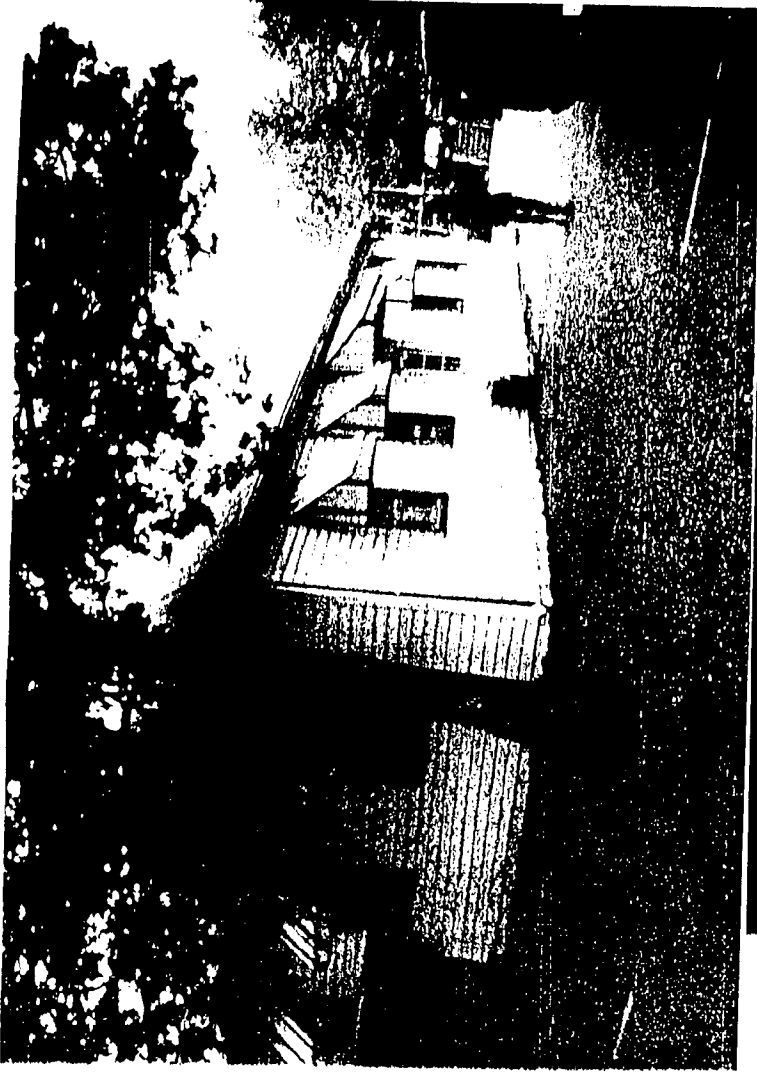


front
facing west
onto
Wisconsin Ave.

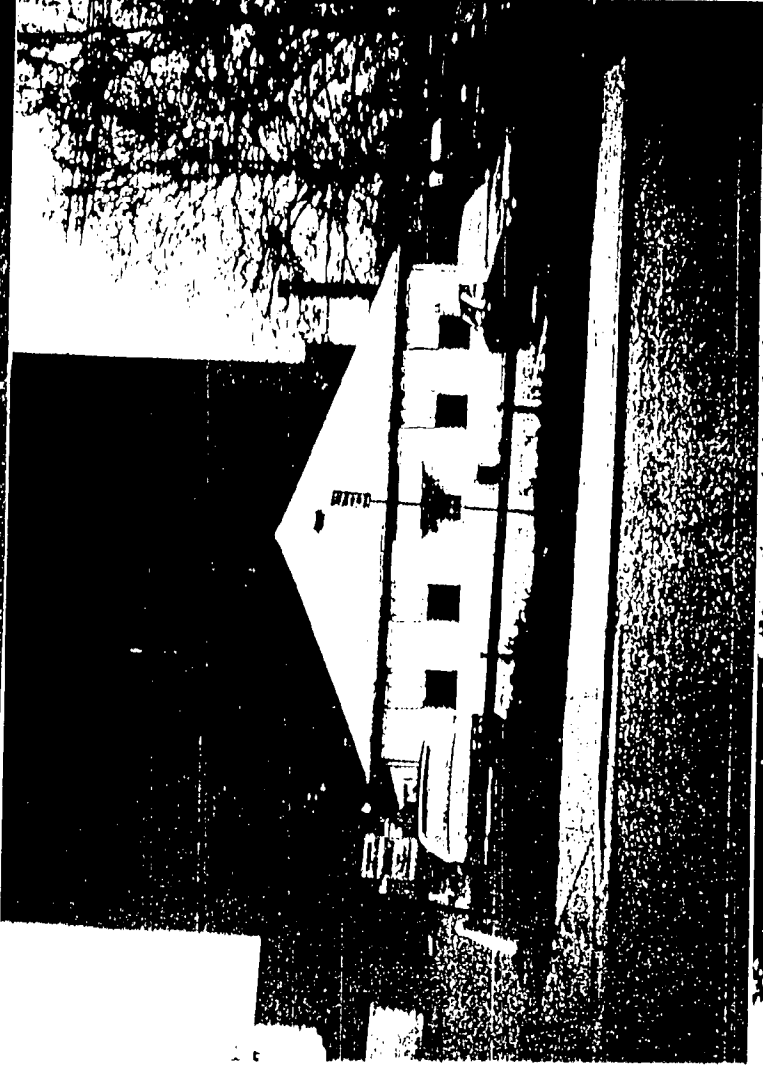
Vinyl siding and trim to be applied to
all sides of the building



front
facing west
onto
Wisconsin Ave.



South
facing
7201 Wisconsin Av



North
facing
Willow Lane





East
facing
Public Parking
Facility no. 24



East
facing
Public Parking
Facility no. 24

Would it be Bethesda without 'the market'?

JOURNAL 10/5/87

Face it. The world is fast becoming one closely held mega-franchise in which we are 1) greeted at our tables by young girls named Kathy, as in "Hello, my name is Kathy. I'll be your waitress," 2) served precision-weighted all-beef hamburgers (cooked medium — regardless of our preference), and 3) handed a check in an Average Elapsed Time of 24 minutes ("Have a nice day. Please come again.").

And there's nothing we can do about it.

No act of Congress can keep the Merger Kings from buying up old bars, prying authentic antiques from the walls and replacing them with authentic recreations, hanging vast amounts of shrubbery from the ceiling, and charging you for \$2.50 for a lukewarm draft. No act of God can keep the Profit Pharaohs from tearing down old family-owned enterprises (Est. 1925) to build businesses designed to see black by the end of the second quarter.

So, when you chance upon a place where the waitress doesn't feel compelled to tell you her name (and suspects you're smart enough to guess her occupation), or you happen upon a joint where the bartender will point you out the door if you want to see plants, or you stumble upon a business where a "second quarter" is something you save for a rainy day, you remember it.

The Montgomery Farm Women's Market in Bethesda is one such place. It is an anachronism which, together with the old Bethesda Post Office, sticks out like two red kernels on an ear of Silver Queen. Without the Farm Women's Market and a few other notable landmarks (Hot Shoppes and the old Bethesda movie theater, now the Cinema 'n' Drafthouse come to mind), you could hang a sign at either end of Bethesda reading, "Welcome to Rosslyn." Someday, the Hyatt and other edifices might achieve similar status, but we're not taking any bets.

So county efforts to protect the Farm Women's Market from rising tax assessments are much appreciated. The market, which opened in late 1932 to give up-county farm women a means of eking out an income during the Depression, is experiencing a rapid increase in its property tax assessments, largely because of its development potential. The assessed value of the land and building jumped from \$1.5 million in 1984 to \$2.3 million in 1987. That meant the property tax bill jumped 19 percent this year, from \$21,167 to \$25,189.

The prospect of steadily increasing land values places pressure on the 155 owners of the site to sell the market, if some suitable solution can't be found.

The county's course of action seems logical. County officials are looking for available programs that might benefit the market: If some program, or combination of programs, won't work, county officials say they may formulate legislation that could give tax breaks to the Farm Women's Market and other county historic sites, possibly in exchange for easements that would ensure the sites aren't appreciably changed. Such comprehensive legislation would prevent the county from giving the appearance of handing preferential treatment to one business, and would establish a method by which other historic sites could stave off financial threats that are not of their own making.

So, come to think of it, maybe there's something we can do about the Merger Kings after all.

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35/14

montgomery history

Farm Women's Market: birth and early years

by William Offutt

Special to the Gazette

In Montgomery County, the big story in 1930 was not the spreading Depression. Nor was it the population boom to more than 40,000 that the 1930 census had revealed. The big story was the drought.

Old-timers compared it to the summer of 1864 when Jubal Early's Confederate army had marched through the seared corn fields and past the dry stream beds. The summer of 1930 saw less than half the normal amount of rainfall and included 11 days when temperatures topped 100 degrees. Rock Creek barely trickled, wells ran dry and crops withered.

In 1930, more than 300 pieces of property were sold at auction for delinquent taxes. Many farmers organized, demanding lower taxes and an end to programs such as WSSC's water and sewer projects.

Blanche Corwin, agent for the University of Maryland's Extension Service, held a series of meetings with several groups of farm women. These led to a decision to attempt to sell farm produce and products directly to suburbanites.

Club women, civic activists, educators, and many others expressed interest and support. The women planned as the county suffered through another dry silent spring. No frogs croaked.

Molly Gladhill, one of the pioneers, recalled, "We worked on it for a year, at least, before we had the first sales day." That came on Feb. 2, 1932.

The women had chosen Bethesda as the site and brought their folding tables and their baked goods, eggs, jellies and pickled relish, along with their hopes, to a small vacant store on Wisconsin Avenue just south of Leland Street. Mrs. Walter

Tuckerman and Mrs. B. Peyton Whalen were among the Bethesda Leaders who saw to it that handbills were distributed and posted in store windows. The farm women's menfolk helped them unpack and then disappeared

to Imirie's Garage or down to Georgetown, hiding their knowing smiles, but hoping for the best.

The day was very cold and blustery. Lunchtime temperature was 32 degrees. But the aproned women sold almost everything.

News spread quickly on the party lines and two weeks later, augmented with a few friends they tried again. The customers flocked to their tables, smiled and bought. That night there was money to count in two dozen farm houses.

The sales quickly became weekly events, looked forward to by both a cadre of sellers and a larger group of Bethesda-area housewives happy to serve someone else's homemade pie and have a steady supply of fresh brown eggs.

The women leased a small store on Leland Street and established a Wednesday and Saturday schedule that they still follow. By the spring, a tent appeared in front of the store because so many had joined the effort. They were taking in more than \$1,000 a week at a time when many men didn't make \$2 a day and a Coke cost a nickel.

Obviously a more formal organization was soon needed. That was when the trouble started.

The women began discussing the formation of a co-operative and a permanent site in the middle

of Bethesda. Opponents emerged to both of those ideas. The operation outgrew the small store and moved into a large tent on the northeast corner of

Leland and Wisconsin. They purchased a big ice-box and the customers kept coming.

At the end of August 1932, after a series of noisy meetings, the university fired Blanche Corwin and the majority of sellers decided to form a co-op and elected Mrs. James D. King as their first president. The Corwin loyalists, most of whom opposed the co-op idea, started their own separate market and soon had stores in both Bethesda and Takoma Park.

The co-op leaders agreed to rent the building that still houses them for \$125 a month and moved into it in December 1932. Two years later, under the leadership of Mrs. Julian Waters, they borrowed \$30,000 from a Baltimore bank and bought the building and property. By then the co-op was taking in \$10,000 each month.

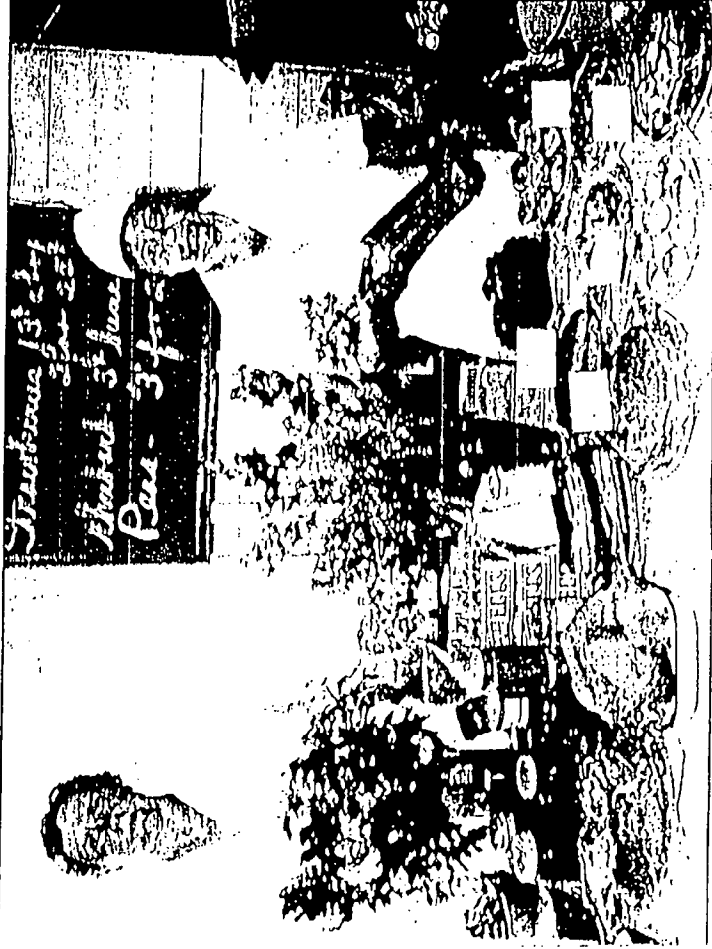
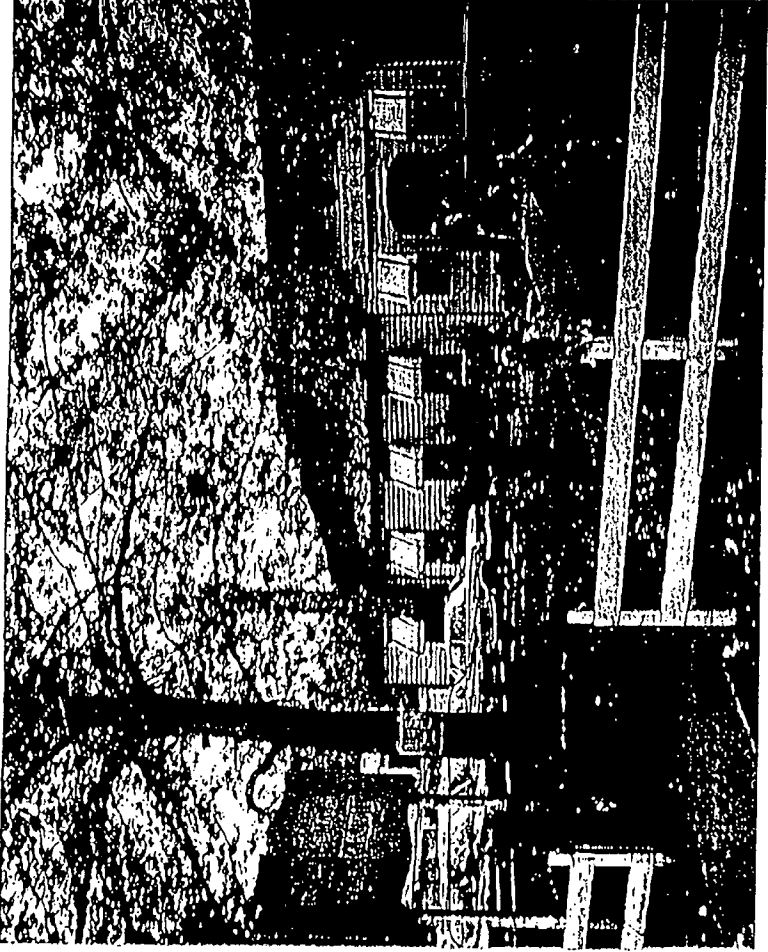
They never looked back. The competing market disappeared in the second World War and many of its loyal sellers, including Mrs. A.A. Potter, soon became co-op members.

The market saved farms, helped pay for children's educations and got barns painted. It also improved the long-strained relations between the suburbs and the country. It still serves many purposes and is an institution which our much changed county can be rightfully proud.

PHOTO ON
NEXT PAGE

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13



Top, exterior of the Farm Women's Market on Wisconsin Avenue, Bethesda, May 23, 1968. Below, Working inside the market.

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14

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:	7155 Wisconsin Avenue, Bethesda	Meeting Date:	09/12/01
Applicant:	Montgomery Farm Women's Cooperative Market (Carol Carrier, Agent)	Report Date:	09/05/01
Resource:	Capitol View Park Historic District	Public Notice:	08/29/01
Review:	HAWP	Tax Credit:	Yes
Case Number:	35/14/01-01A	Staff:	Perry Kephart Kapsch
PROPOSAL:	Install vinyl siding.		
RECOMMEND:	Deny		

PROJECT DESCRIPTION

SIGNIFICANCE: Individual Master Plan Site
STYLE: Craftsman
DATE: 1935

Hipped roof, 1½ story, 11-bay, rectangular frame commercial structure with lapped novelty wood siding, composite shingle roofing, and a centered front gabled entry vestibule. The entry bay has a circular window in the front gable, and paired front doors flanked by 6/6 double-hung windows. These windows and the 12/12 windows on all four sides are covered by green and white aluminum awnings. There is an exterior stove chimney on the north end of the front (west) façade.

PROPOSAL

The applicant proposes to install vinyl siding over the existing wood siding.

STAFF DISCUSSION

The Farm Women's Market is a familiar landmark in downtown Bethesda that was designated to the Master Plan for Historic Preservation in 1986 as:

- 1935--long, narrow 1½-story frame building with a hipped roof.
- Started as a Depression self-help project by Upper County farm families.

As an individually designated *Master Plan* site, it is subject to the highest level of review. Vinyl cladding is not consistent with the historic or architectural character of the historic market, which is a substantially intact example of commercial buildings from the period of significance (1935), and is clearly visible from Wisconsin Avenue, the principal street in Bethesda. As much of the original town of Bethesda has been demolished and replaced with high-rise buildings, retention of a historic building in as intact a condition as possible takes on even greater significance.

The style and materials chosen by the original builders evoke a time when families in rural Montgomery County were working to survive. As physical remnants of that era, the style original materials remind the public of the tradition behind the present day farm women's cooperative.

As with many structures, the walls and trim, together with the roof and windows, form the majority of the exterior area and architecture of the building. Covering a significant portion of the total historic exterior with an out-of-period material destroys the integrity of the building and should not be approved.

The applicant is to be commended for the concerns expressed that the house be properly maintained, but the use of vinyl siding cannot be considered as a satisfactory maintenance practice. Covering of original cladding material with vinyl can cause irreparable damage to the historic wood cladding when moisture is trapped against the wood layer by the vinyl layer.

Concerns with regard to lead paint removal are brought into proper perspective in numerous publications. Information on the proper methods of dealing with lead paint on historic structures is widely available. The addition of vinyl siding is not recommended as a method of mitigating lead paint situations.

Where wood siding from the era of construction has been maintained, it has been shown to be a long lasting and effective cladding for historic buildings. Vinyl siding does not have a comparable record for durability. In the case of original siding that is too deteriorated to be retained, new wood siding material to match the original is available. A HAWP is not required to paint original siding or to replace it **in kind** – that is, to replace wood with wood, and there are knowledgeable craftsmen in this area qualified to maintain the historic cladding.

The argument that the expense of maintaining painted wood cladding justifies the elimination of historic materials should not be considered. Both local and state tax credit and refund programs are available to defray the cost of repairing and painting the wood siding. The financial incentives offered at both the state and county level of government underscore the importance of retaining and preserving the material integrity of historic sites and districts.

STAFF RECOMMENDATION

Staff recommends that the Commission *deny the* HAWP application as required by Chapter 24A-8(a):

The Commission shall instruct the director to deny a permit if it finds, based on the evidence and information presented to or before the commission that the alteration for which the permit is sought would

be inappropriate or inconsistent with, or detrimental to the preservation enhancement or ultimate protection of the historic site, or historic resource within an historic district, and to the purposes of this chapter,

and with the Secretary of the Interior Guidelines #2, #5, #6, and #9:

The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize the property will be avoided.

Distinctive features, finishes, and construction techniques or example of craftsmanship that characterize a property shall be retained and preserved.

Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary physical, or pictorial evidence.

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:	7155 Wisconsin Avenue, Bethesda	Meeting Date:	09/12/01
Applicant:	Montgomery Farm Women's Cooperative Market (Carol Carrier, Agent)	Report Date:	09/05/01
Resource:	<i>Master Plan Site #35/14-01,</i> Farm Women's Market	Public Notice:	08/29/01
Review:	HAWP	Tax Credit:	Yes
Case Number:	35/14/01-01A	Staff:	Perry Kephart Kapsch
PROPOSAL:	Install vinyl siding.	RECOMMEND:	Deny

PROJECT DESCRIPTION

SIGNIFICANCE: Individual Master Plan Site
STYLE: Craftsman
DATE: 1935

Hipped roof, 1½ story, 11-bay, rectangular frame commercial structure with lapped novelty wood siding, composite shingle roofing, and a centered front gabled entry vestibule. The entry bay has a circular window in the front gable, and paired front doors flanked by 6/6 double-hung windows. These windows and the 12/12 windows on all four sides are covered by green and white aluminum awnings. There is an exterior stove chimney on the north end of the front (west) façade.

PROPOSAL

The applicant proposes to install vinyl siding over the existing wood siding.

STAFF DISCUSSION

The Farm Women's Market is a familiar landmark in downtown Bethesda that was designated to the Master Plan for Historic Preservation in 1986 as:

- 1935--long, narrow 1½-story frame building with a hipped roof.
- Started as a Depression self-help project by Upper County farm families.

As an individually designated *Master Plan* site, it is subject to the highest level of review.

Vinyl cladding is not consistent with the historic or architectural character of the historic market, which is a substantially intact example of commercial buildings from the period of significance (1935), and is clearly visible from Wisconsin Avenue, the principal street in Bethesda. As much of the original town of Bethesda has been demolished and replaced with high-rise buildings, retention of a historic building in as intact a condition as possible takes on even greater significance.

The style and materials chosen by the original builders evoke a time when families in rural Montgomery County were working to survive. As physical remnants of that era, the style original materials remind the public of the tradition behind the present day farm women's cooperative.

As with many structures, the walls and trim, together with the roof and windows, form the majority of the exterior area and architecture of the building. Covering a significant portion of the total historic exterior with an out-of-period material destroys the integrity of the building and should not be approved.

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

DPS - #8

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR HISTORIC AREA WORK PERMIT

Contact Person: Carol Carrier

Daytime Phone No.: 301-253-0903

Tax Account No.: 00430521

22617 Griffith Dr.
Gaithersburg, MD 20882

Name of Property Owner: Montgomery Farm Women's Cooperative Market Daytime Phone No.: 301-253-0903

Address: 7155 Wisconsin Ave. Bethesda, Maryland 20814
Street Number City Street Zip Code

Contractor: Keane Contracting Phone No.: 240-315-2234

Contractor Registration No.: 51306

Agent for Owner: Eddy Johnson Daytime Phone No.: 240-315-2234

Address: 1501 Ednor Rd, Silver Spring, MD

LOCATION OF BUILDING/PREMISE

House Number: 7155 Street: Wisconsin Ave.

Town/City: Bethesda Nearest Cross Street: Willow Lane

Lot: _____ Block: _____ Subdivision: _____

Liber: CKW no 612 Folio: 360 Parcel: P699

PART ONE: TYPE OF PERMIT ACTION AND USE

IA. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/Renovate
- Move
- Install
- Wreck/Raze
- Revision
- Repair
- Revocable

CHECK ALL APPLICABLE:

- A/C
- Stab
- Room Addition
- Porch
- Deck
- Shed
- Solar
- Fireplace
- Woodburning Stove
- Single Family
- Fence/Wall (complete Section 4)
- Other: Vinyl siding

IB. Construction cost estimate: \$ _____

C. If this is a revision of a previously approved active permit, see Permit # _____

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

A. Type of sewage disposal: 01 WSSC 02 Septic 03 Other: _____

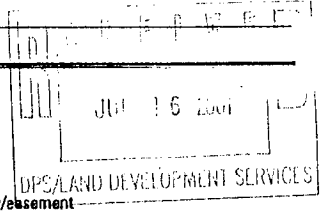
B. Type of water supply: 01 WSSC 02 Well 03 Other: _____

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

3A. Height _____ feet _____ inches N/A

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.

Carol Carrier 7/25/01 7-14-01
Signature of owner or authorized agent Date

Approved: _____ For Chairperson, Historic Preservation Commission

35/14/01-01A

(4)

**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:

See attached

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

See attached

2. SITE PLAN

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

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

3. PLANS AND ELEVATIONS can omit as per Terry Kapsch, Historic Society

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

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

4. MATERIALS SPECIFICATIONS

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

Builders Pnde - DH - white siding, 806 - PVC Sherwood Green trim

5. PHOTOGRAPHS

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

6. TREE SURVEY

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

7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS

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

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

5

7. Adjacent and Confronting property owners to The Montgomery Farm Women's Cooperative Market:

**7201 Wisconsin Ave. owned by Central Properties LTD PTNSP
c/o CRC Commercial
6305 Ivy Lane suite 202
Greenbelt, MD 20770-1465**

**7121 Wisconsin Ave. owned by Columbia Realty Venture LLC
c/o Columbia Realty MGT INC
5301 Wisconsin Ave. NW #600
Washington DC 20015-2044**

**7200 Wisconsin Ave. owned by Artery Plaza Assoc. LTD PTSP
c/o Chriss Hulett
2345 Crystal Dr.
Arlington, VA 22202**

**7140 Wisconsin Ave. owned by C & G Associates
c/o Midland Co.
1228 31st St. NW
Washington DC 20007**

**7126 Wisconsin Ave. owned by C & G Associates
c/o Midland Co.
1228 31st St. NW
Washington DC 20007**

**Public Parking Facility no. 24 owned by Montgomery County, MD
101 Monroe St.
Rockville, MD**

**7235 Wisconsin Ave. (faces Willow Ln.) owned by
Potomac Land & INV CO
7235 Wisconsin Ave.
Bethesda, MD 20814**

1. WRITTEN DECSRIPTION OF PROJECT

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

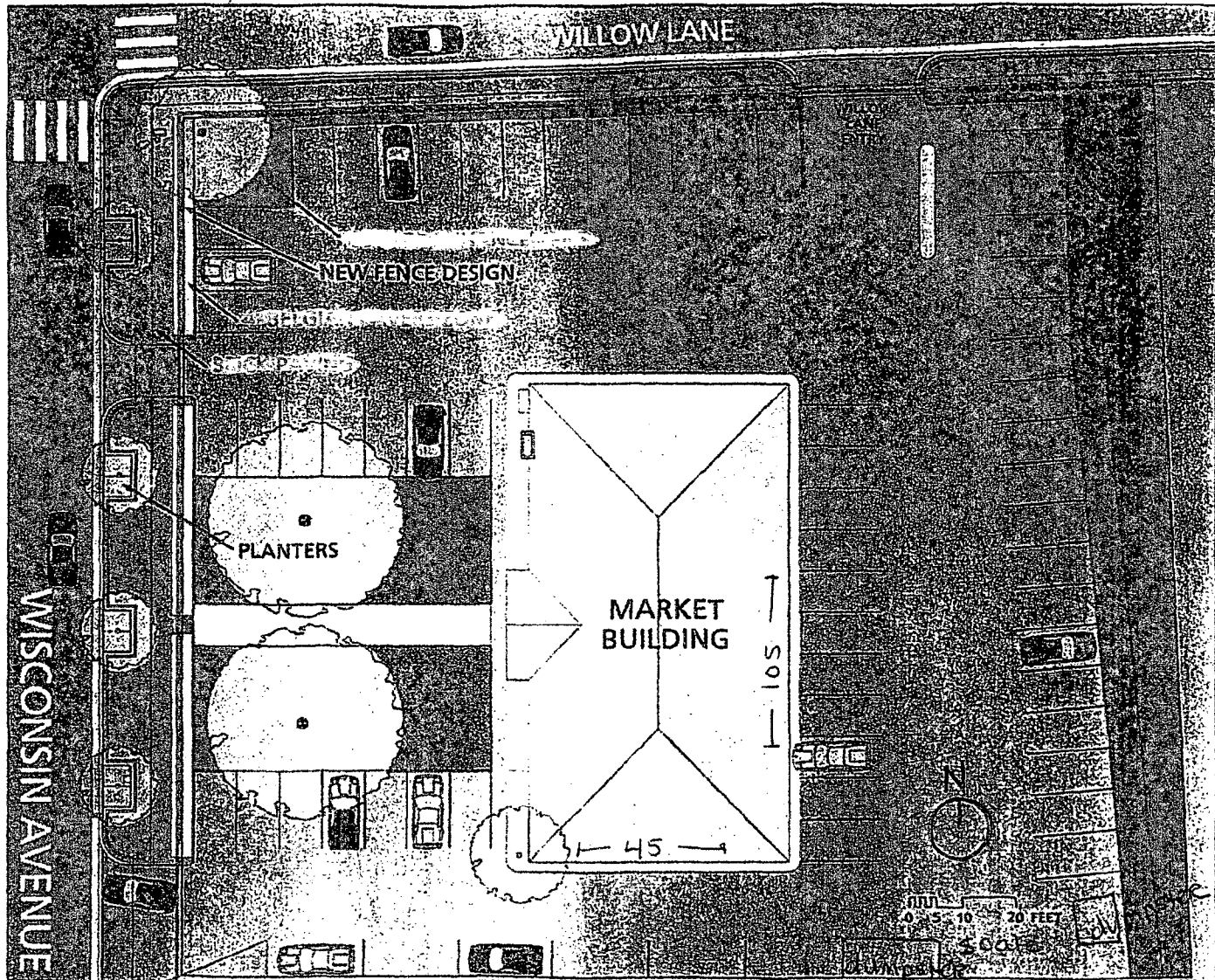
The Montgomery Farm Women's Cooperative Market is sited amid high rise office and commercial buildings in the heart of downtown Bethesda, MD. The cooperative market serves the community by providing fresh seasonal produce, flowers and home-style foods as it has since 1932. when Montgomery County farm women organized an outlet to sell their farm products in an effort to relieve the poor economic conditions brought about by the Depression and a drought. The organization was originally guided and supported by the Extension Service of the University of Maryland in cooperation with Montgomery County and the United States Department of Agriculture.

The building itself remains the original 105 x 45 foot rectangular frame structure on a concrete foundation. Painted white with green trim and aluminum awnings, stately sycamore trees grace the green space facing Wisconsin Ave. Asphalt parking space surrounds three sides of the building with decorative fencing on Wisconsin Ave. and Willow Lane.

After sixty nine years of continuous service as a farm market, the cooperative is still heralded as an example of support to the agricultural community as well as providing a meeting place for friends and neighbors. The market cooperates with Bethesda Urban Partnership as well as smaller community groups to enhance Bethesda. We provide an oasis of personal retail service on a very human scale to the "big city" environment that has become downtown Bethesda.

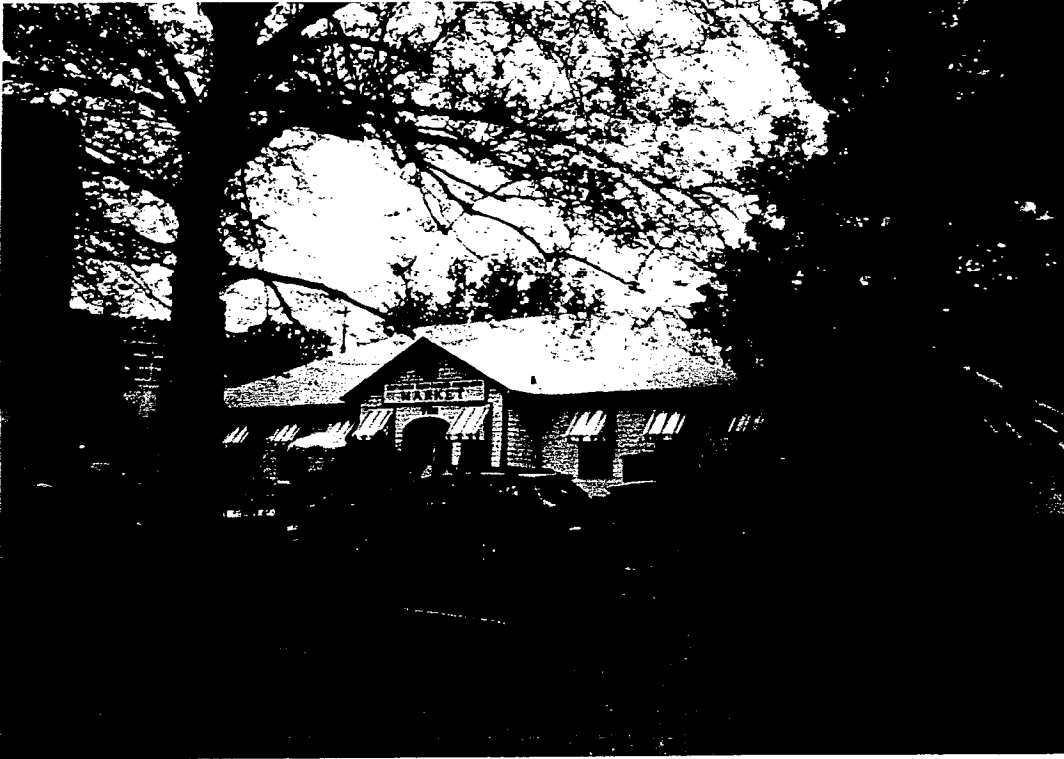
b. General description of project and its effect on the historic resource(s), the environmental setting, and where applicable, the historic district:

In an effort to maintain the structural integrity of a nearly seventy year old wood building, we are applying for permission to clad the building's wood with vinyl siding in a similar clapboard with a wood texture in the same white with green trim as the original. Visually the building would bear no change. The market has reached a tenuous situation regarding the expense of the maintenance of painting and wood repair. Application of vinyl siding would stave off further deterioration to the structure. We are not seeking to make any further changes to the landscaping or the rest of the site.



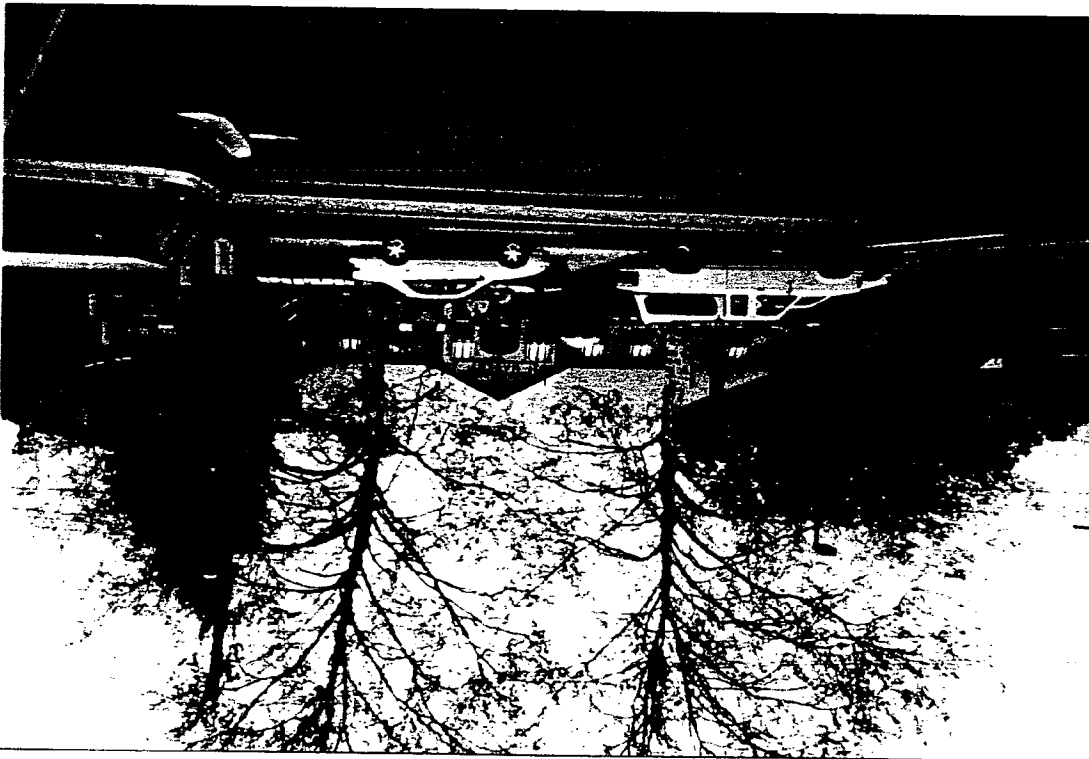
5-17-01

5. Photographs

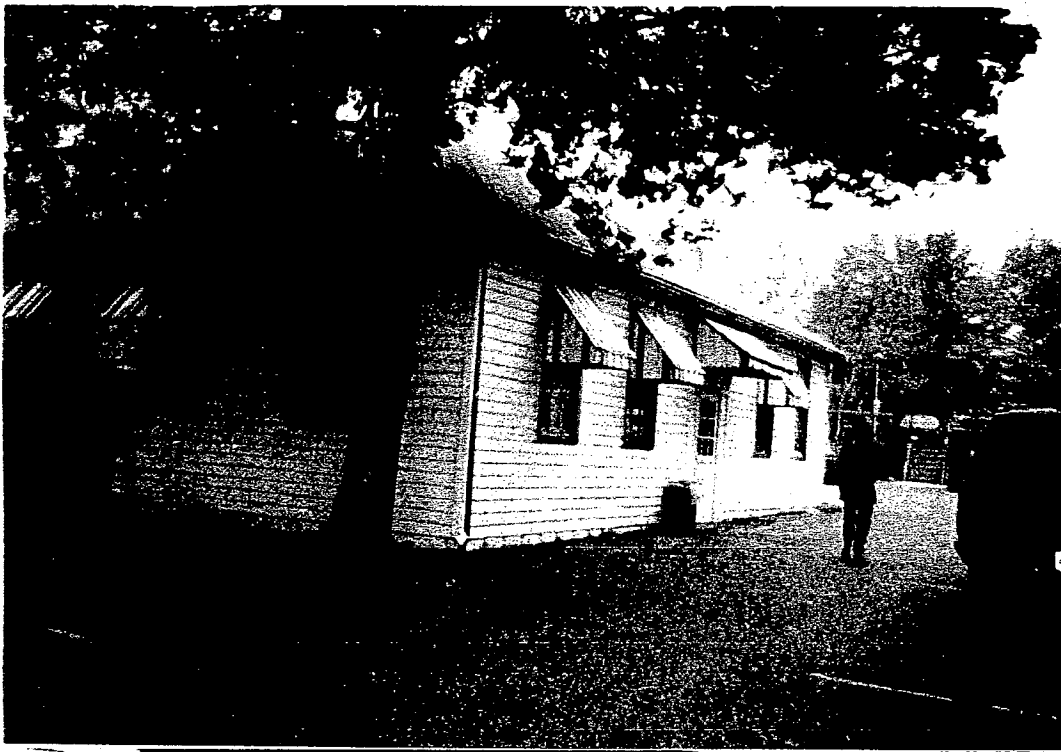


front
facing west
onto
Wisconsin Ave.

Vinyl siding and trim to be applied to
all sides of the building



front
facing west
onto
Wisconsin Ave.



South
facing
7201 Wisconsin Ave



North
facing
Willow Lane





East
facing
Public Parking
Facility no. 24



East
facing
Public Parking
Facility no. 24

Would it be Bethesda without 'the market'?

JOURNAL 10/5/87

Face it. The world is fast becoming one closely held mega-franchise in which we are 1) greeted at our tables by young girls named Kathy, as in "Hello, my name is Kathy. I'll be your waitress," 2) served precision-weighted all-beef hamburgers (cooked medium — regardless of our preference), and 3) handed a check in an Average Elapsed Time of 24 minutes ("Have a nice day. Please come again.").

And there's nothing we can do about it.

No act of Congress can keep the Merger Kings from buying up old bars, prying authentic antiques from the walls and replacing them with authentic recreations, hanging vast amounts of shrubbery from the ceiling, and charging you for \$2.50 for a lukewarm draft. No act of God can keep the Profit Pharaohs from tearing down old family-owned enterprises (Est. 1925) to build businesses designed to see black by the end of the second quarter.

So, when you chance upon a place where the waitress doesn't feel compelled to tell you her name (and suspects you're smart enough to guess her occupation), or you happen upon a joint where the bartender will point you out the door if you want to see plants, or you stumble upon a business where a "second quarter" is something you save for a rainy day, you remember it.

The Montgomery Farm Women's Market in Bethesda is one such place. It is an anachronism which, together with the old Bethesda Post Office, sticks out like two red kernels on an ear of Silver Queen. Without the Farm Women's Market and a few other notable landmarks (Hot Shoppes and the old Bethesda movie theater, now the Cinema 'n' Drafthouse come to mind), you could hang a sign at either end of Bethesda reading, "Welcome to Rosslyn." Someday, the Hyatt and other edifices might achieve similar status, but we're not taking any bets.

So county efforts to protect the Farm Women's Market from rising tax assessments are much appreciated. The market, which opened in late 1932 to give up-county farm women a means of eking out an income during the Depression, is experiencing a rapid increase in its property tax assessments, largely because of its development potential. The assessed value of the land and building jumped from \$1.5 million in 1984 to \$2.3 million in 1987. That meant the property tax bill jumped 19 percent this year, from \$21,167 to \$25,189.

The prospect of steadily increasing land values places pressure on the 155 owners of the site to sell the market, if some suitable solution can't be found.

The county's course of action seems logical. County officials are looking for available programs that might benefit the market. If some program, or combination of programs, won't work, county officials say they may formulate legislation that could give tax breaks to the Farm Women's Market and other county historic sites, possibly in exchange for easements that would ensure the sites aren't appreciably changed. Such comprehensive legislation would prevent the county from giving the appearance of handing preferential treatment to one business, and would establish a method by which other historic sites could stave off financial threats that are not of their own making.

So, come to think of it, maybe there's something we can do about the Merger Kings after all.

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35/14

montgomery history

Farm Women's Market: birth and early years

by William Offutt

Special to the Gazette

In Montgomery County, the big story in 1930 was not the spreading Depression. Nor was it the population boom to more than 40,000 that the 1930 census had revealed. The big story was the drought.

Old-timers compared it to the summer of 1864 when Jubal Early's Confederate army had marched through the seared corn fields and past the dry stream beds. The summer of 1930 saw less than half the normal amount of rainfall and included 11 days when temperatures topped 100 degrees. Rock Creek barely trickled, wells ran dry and crops withered.

In 1930, more than 300 pieces of property were sold at auction for delinquent taxes. Many farmers organized, demanding lower taxes and an end to programs such as WSSC's water and sewer projects.

Blanche Corwin, agent for the University of Maryland's Extension Service, held a series of meetings with several groups of farm women. These led to a decision to attempt to sell farm produce and products directly to suburbanites.

Club women, civic activists, educators, and many others expressed interest and support. The women planned as the county suffered through another dry silent spring. No frogs croaked.

Molly Gladhill, one of the pioneers, recalled, "We worked on it for a year, at least, before we had the first sales day." That came on Feb. 2, 1932.

The women had chosen Bethesda as the site and brought their folding tables and their baked goods, eggs, jellies and pickled relish, along with their hopes, to a small vacant store on Wisconsin Avenue just south of Leland Street. Mrs. Walter

Tuckerman and Mrs. B. Peyton Whalen were among the Bethesda Leaders who saw to it that handbills were distributed and posted in store windows. The farm women's menfolk helped them unpack and then disappeared

to Imirie's Garage or down to Georgetown, hiding their knowing smiles, but hoping for the best.

The day was very cold and blustery. Lunchtime temperature was 32 degrees. But the aproned women sold almost everything.

News spread quickly on the party lines and two weeks later, augmented with a few friends they tried again. The customers flocked to their tables, smiled and

bought. That night there was money to count in two dozen farm houses.

The sales quickly became weekly events, looked forward to by both a cadre of sellers and a larger group of Bethesda-area housewives happy to serve someone else's homemade pie and have a steady supply of fresh brown eggs.

The women leased a small store on Leland Street and established a Wednesday and Saturday schedule that they still follow. By the spring, a tent appeared in front of the store because so many had joined the effort. They were taking in more than \$1,000 a week at a time when many men didn't make \$2 a day and a Coke cost a nickel.

Obviously a more formal organization was soon needed. That was when the trouble started.

The women began discussing the formation of a co-operative and a permanent site in the middle

of Bethesda. Opponents emerged to both of those ideas. The operation outgrew the small store and moved into a large tent on the northeast corner of

Leland and Wisconsin. They purchased a big ice-box and the customers kept coming.

At the end of August 1932, after a series of noisy meetings, the university fired Blanche Corwin and the majority of sellers decided to form a co-op and elected Mrs. James D. King as their first president. The Corwin loyalists, most of whom opposed the co-op idea, started their own separate market and soon had stores in both Bethesda and Takoma Park.

The co-op leaders agreed to rent the building that still houses them for \$125 a month and moved into it in December 1932. Two years later, under the leadership of Mrs. Julian Waters, they borrowed \$30,000 from a Baltimore bank and bought the building and property. By then the co-op was taking in \$10,000 each month.

They never looked back. The competing market disappeared in the second World War and many of its loyal sellers, including Mrs. A.A. Potter, soon became co-op members.

The market saved farms, helped pay for children's educations and got barns painted. It also improved the long-strained relations between the suburbs and the country. It still serves many purposes and is an institution which our much changed county can be rightfully proud.

PHOTO ON
NEXT PAGE

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13



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Photos courtesy of Montgomery County Historical Society
Top, exterior of the Farm Woman's Market on Wisconsin Avenue, Bethesda, May 23, 1968. Below, Working inside the market.

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Montgomery Farm Women's
Cooperative Market
7155 Wisconsin Ave.
Bethesda, MD 20814
July 31, 2001

Historic Preservation Commission
8787 Georgia Ave.
Silver Spring, MD 20910
Attn: Perry Kapsch

Dear Ms. Kapsch;

As per our telephone conversation this morning I am requesting to postpone the HPC hearing concerning the Farm Women's Market until September 12, 2001. I understand this is agreeable with the commission. I appreciate your help on our behalf on this matter.

I may be reached by 'phone at (301) 253-0903, fax at (301) 253-4821, or mail at 22617 Griffith Dr., Gaithersburg, MD 20882.

Sincerely,

Carol Carrier

Hi Carol - I'm on my way out of town
Here's a list to start with - I'll
talk w/ you next week -

Gave your name to:

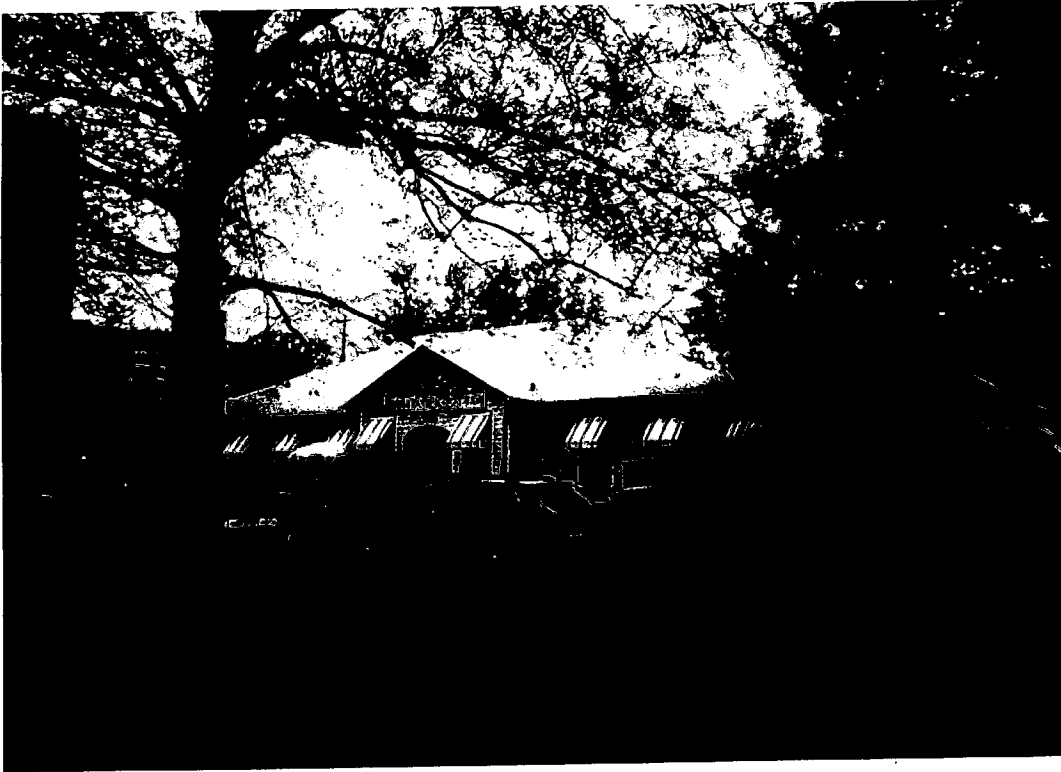
Merie Hoey - Montgomery Preservation

Pat Baptiste -- Person who knows
lots of people in Bethesda.

Perry.

301 563.3407

5. Photographs



front
facing west
onto
Wisconsin Ave.

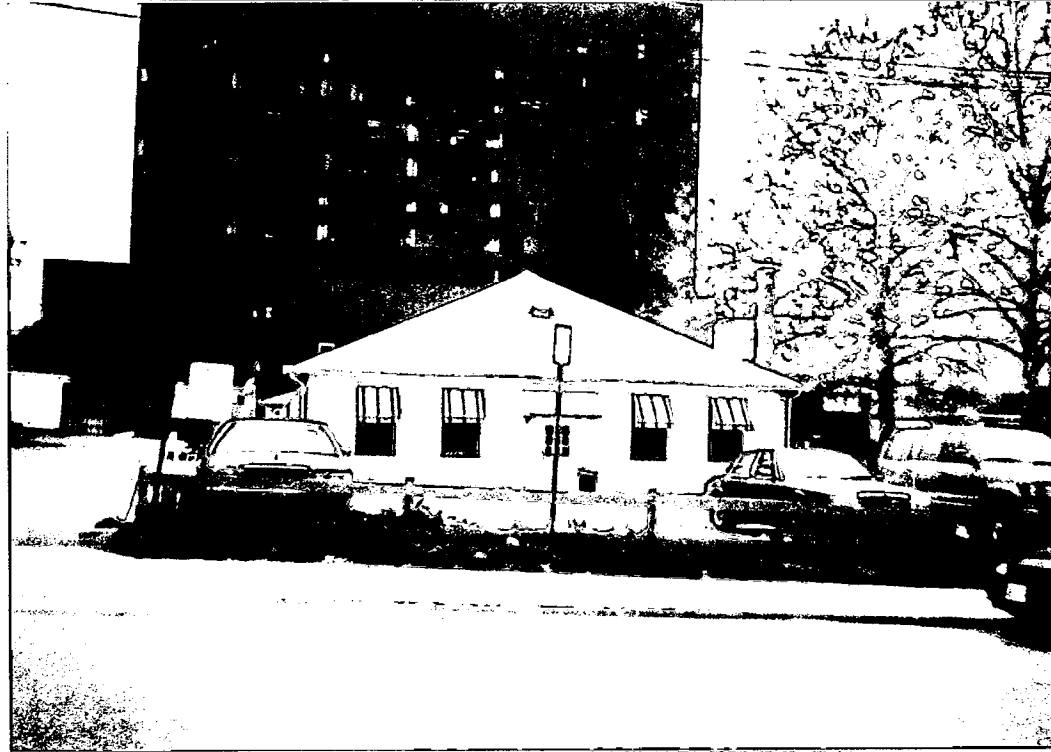
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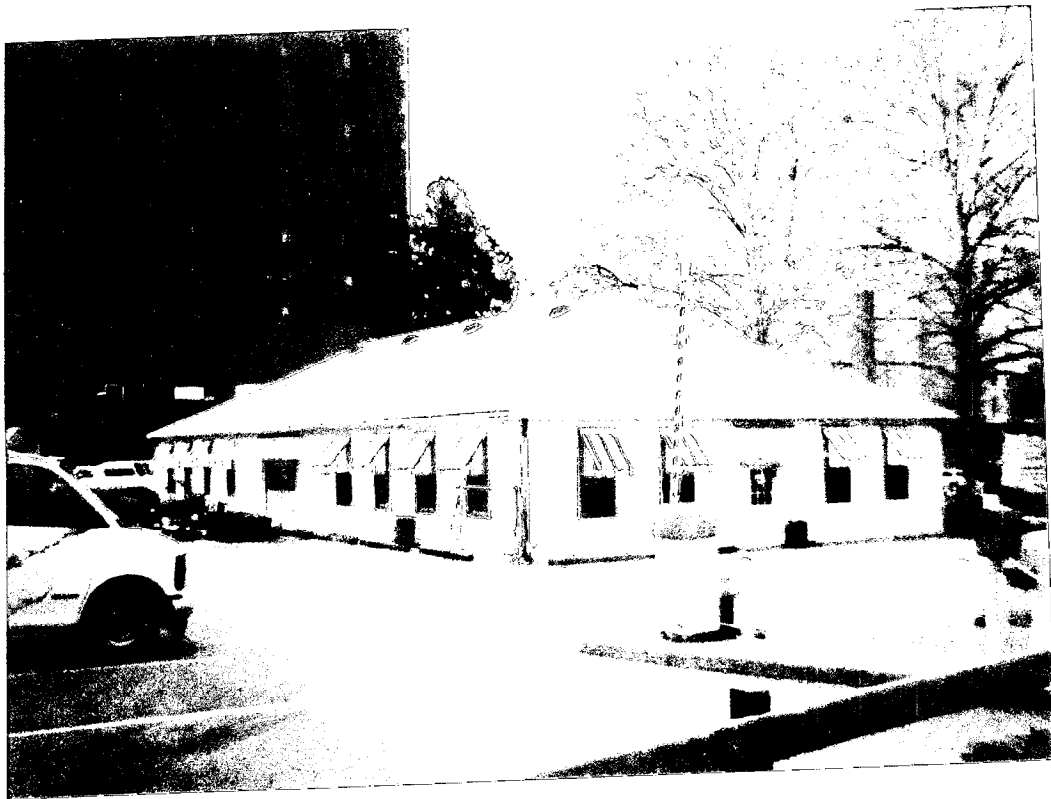


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