

36/07-06A 8661 Colesville Rd  
SILVER SPRING CBD HISTORIC



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

July 30, 2007

**Carla Joyner, Director**  
Department of Permitting Services  
255 Rockville Pike  
Rockville, Maryland 20850

RE: Sign Installation  
PNC Bank at City Place, Silver Spring  
Silver Spring CBD Locational Atlas Historic District, #36/07

Ms. Joyner:

I am writing you this letter in response to the applicant's request to install a sign on their above-mentioned property. The owners of the property would like to mount a sign onto the existing wall grid structure above their storefront as per the attached 6/29/07 plans. The Commission reviewed and approved these grids as part of the original HAWP application for the rehabilitation of the building with the knowledge that they would be used to house signs for individual tenants. As long as the proposed new sign comply with the specifications outlined in this original approval, and there will not be any negative impact to the limestone or canopy for its installation, the Commission approves all future sign installation on these grids.

Please accept this letter as **formal approval** from the Historic Preservation office for this project. If you have any questions, please do not hesitate to contact me. Thank you for your assistance in this matter.

Sincerely,

Michele Oaks, Planner Coordinator  
Historic Preservation Section



3131 PENNSY DRIVE  
LANDOVER, MD 20785  
PH. (301)322-3323  
FX. (301)322-8407

July 30, 2007

Mr. Jeff Fuller, Chairman  
Montgomery County Historic Preservation Commission  
1109 Spring Street, Suite 801  
Silver Spring, MD 20910

Reference: PNC Bank at City Place

Mr. Fuller,

Mercantile Bankshares Corporation has merged into and with PNC Financial Services group. As a result it will be necessary to change the signage for the location at 8661 Colesville Road to identify the new entity.

The applicant proposes to remove the existing logo/ letter-set "Mercantile Potomac Bank" and replace it in like kind with a logo/ letter-set with copy to read "PNC Bank" as approved by Mr. Raymond Podlasek of The Raymond Company.

The installation, utilizing the existing wall grid structure approved in August of 2006, would consist of the following:

(1) Set of 5" deep illuminated channels 2'-8" x 17'-31/2" @ 46 square feet.

The convex pan formed logo being 2'-8" in diameter and the PNC Bank letters at 2'-0".

The 1/8" Plexiglas faces to be laminated with translucent vinyl to provide the element of color using PNC Light Blue, PNC Orange, White and PNC Dark Blue.

Illumination (internal) is to be provided for by 15 MM 6500 MA White neon tubing.

Please see the attached drawings and specifications for complete details.

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Erwin". The signature is fluid and cursive, written over a white background.

Charles Erwin, Code Compliance Specialist  
The Jack Stone Companies

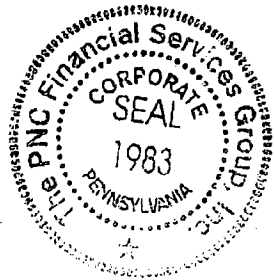


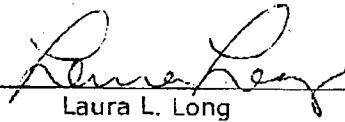
CERTIFICATE

The undersigned, Laura L. Long, Assistant Corporate Secretary of The PNC Financial Services Group, Inc. does hereby certify as follows:

1. Effective March 2, 2007, Mercantile Bankshares Corporation merged with and into The PNC Financial Services Group, Inc.

IN WITNESS WHEREOF, the undersigned has hereunto set her hand and affixed the seal of this Corporation this 7<sup>th</sup> day of May, 2007.



  
Laura L. Long

THE RAYMOND CO.

---

July 18, 2007  
VIA FED EX

Mr. Dennis W. Hartman  
Vice President  
The PNC Financial Services Group  
620 Liberty Ave.  
P2-PTPP-19-3  
Pittsburgh, PA 15222-2719

**RE:           MERCANTILE POTOMAC BANK  
              CITY PLACE  
              SILVER SPRING, MARYLAND**

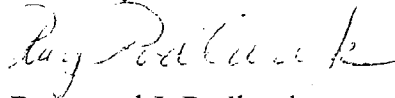
Mr. Hartman,

As Tenant Coordinator for City Place Limited Partnership, I have reviewed the Sign Package you submitted May 4, 2007 for PNC Bank. The package is returned "Approved as Noted". Please incorporate the comments and return to my attention for Landlord final review.

I have also enclosed information related to the existing exterior sign approval by the Historic Preservation Commission. I would be happy to attend a meeting with your representative and HPC staff when appropriate.

Please contact me with any questions, (301)674-6995 (cell).

Sincerely,

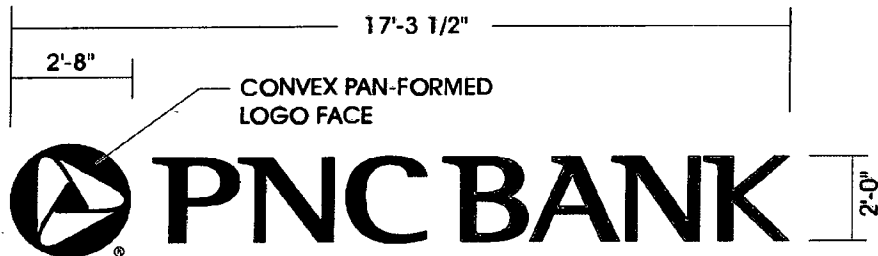


Raymond J. Podlasek

Enclosure

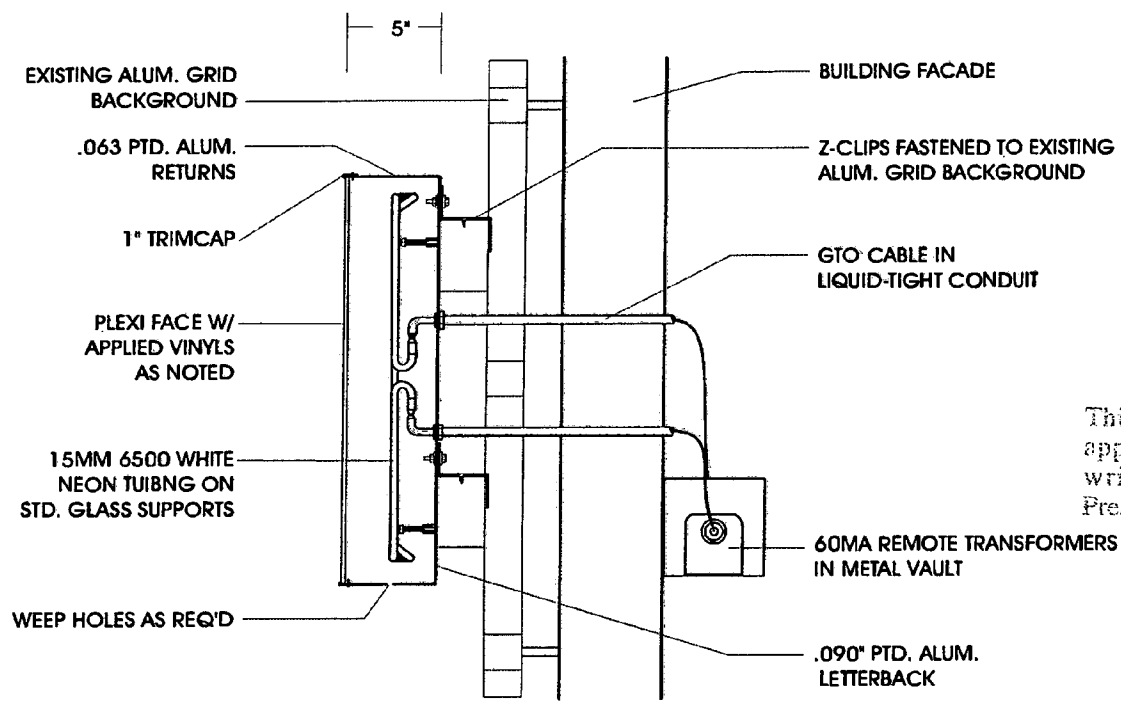
cc: Bryan Oliver, Petrie Ross Ventures w/encl.  
Rose Reinhardt, letter only via Fax

24" FACE-LIT CHANNEL LTRS.



IL-24-B 1/4" = 1'-0"  
 LOC. R1 QTY: (1) SET @ 46.1 SF

- ONE (1) SET OF 5" DEEP INTERNALLY ILLUMINATED CHANNEL LETTERS
- 1/8" CLEAR PLEXI FACES LAMINATED ON BACK W/ TRANSLUCENT PNC LT. BLUE, PNC ORANGE, WHITE & PERFORATED PNC DK. BLUE VINYL AS SHOWN
- LETTERS:
- 1" DK. BLUE TRIMCAPS, .063 RETURNS & .090 BACKS PTD. PNC DK. BLUE
- LOGO DISK:
- 1" ORANGE TRIMCAPS, .063 RETURNS & .090 BACKS PTD. PNC ORANGE
- 15MM 6500 WHITE NEON TUBING
- 60MA 120VOLT REMOTE TRANSFORMERS
- MOUNT TO EXISTING CUSTOM GRID BACKGROUND



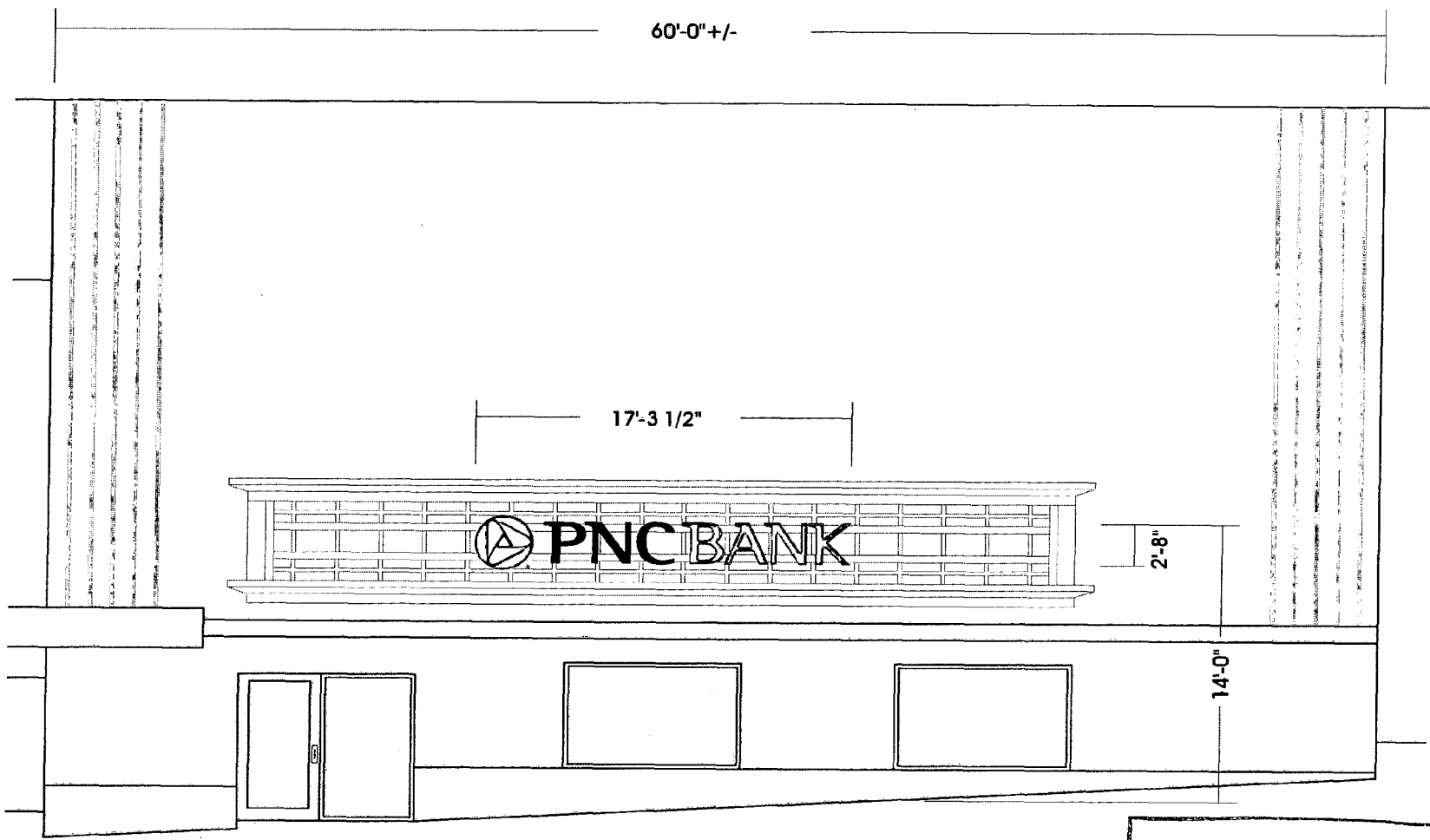
REMOTE CHANNEL LETTER - SECTION NTS

This project must be constructed as shown in these approved plans. Any changes require approval in writing by the Montgomery County Historic Preservation Commission.

APPROVED  
 Montgomery County  
 Historic Preservation Commission  
*Michelle Davis* 1/30/07  
 SILVER SPRING 388

SF #2062

<b>jackstone</b> SIGNS www.jackstone.net	3131 PENNSY DRIVE LANDOVER, MD 20785 PH. (301)322-1323 FX. (301)322-8407	Customer <i>PNC Bank</i> Address <i>8661 Colesville Road</i> City <i>Suite A-100</i> State <i>Silver Spring, MD 20910</i> File Name <i>.../Merc CO/Silver Spring_MD (388)_P</i>	Dwg. No. <i>6788</i> Scale <i>Noted</i> Date <i>6/29/07</i> Designer <i>JJ</i> Contact <i>Jim Dinen</i>	Notice: This drawing is an original design, created by Jack Stone Sign Company and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any unauthorized use or exhibition will result in a design fee.	REVISIONS	Customer Approval (Please Print Full Name) _____  Signature & Date _____
		REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS			_____ _____ _____	



R1 ELEVATION NTS

This project must be constructed as shown in these approved plans. Any changes require approval in writing by the Montgomery County Historic Preservation Commission.

APPROVED  
 Montgomery County  
 Historic Preservation Commission  
*Michelle O'Neil*  
 7/30/07  
 SILVER SPRING 388

SF #2062

<b>jackstone</b> SIGNS www.jackstone.net	3131 PENNSY DRIVE LANDOVER, MD 20785 PH (301)322-3323 FX (301)322-8407	Customer <i>PNC Bank</i> Address <i>8661 Colesville Road</i> City <i>Suite A-100</i> State <i>Silver Spring, MD 20910</i> File Name <i>.../Mere CO/Silver Spring MD (388). P</i>	Dwg. No. <i>6788</i> Scale <i>Noted</i> Date <i>6/29/07</i> Designer <i>LL</i> Contact <i>Jim Dinen</i>	Notice: This drawing is an original design, created by Jack Stone Sign Company and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any unauthorized use or exhibition will result in a design fee.	REVISIONS: _____ _____ _____	Customer Approval (Please Print Full Name) _____ Signature & Date _____
	REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS					



**EXISTING ELEVATION**

**SF #2062**

**SILVER SPRING 388**

<p><b>jackstone</b> SIGNS www.jackstone.net</p>	<p>3131 PENNSY DRIVE LANDOVER, MD 20785 PH. (301)322-3323 FX. (301)322-8407</p>	<p>Customer <i>PNC Bank</i> Address <i>8661 Coleville Road</i> City <i>Suite A-100</i> State <i>Silver Spring, MD 20910</i> File Name <i>...Mere CO/Silver Spring MD (388). P</i></p>	<p>Dwg. No. <i>6788</i> Scale <i>Noted</i> Date <i>6/29/07</i> Designer <i>JL</i> Contact <i>Jon Dines</i></p>	<p><small><b>Notes:</b> This drawing is an original design, created by Jack Stone Sign Company and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any unauthorized use or exhibition will result in a design fee.</small></p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>REVISIONS</b></p> <p>7/11/07 JL add photo</p>	<p>Customer Approval (Please Print Full Name) _____</p> <p>Signature &amp; Date _____</p>
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**REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS**



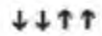
**PROPOSED SIGN LOCATIONS**



Fenton



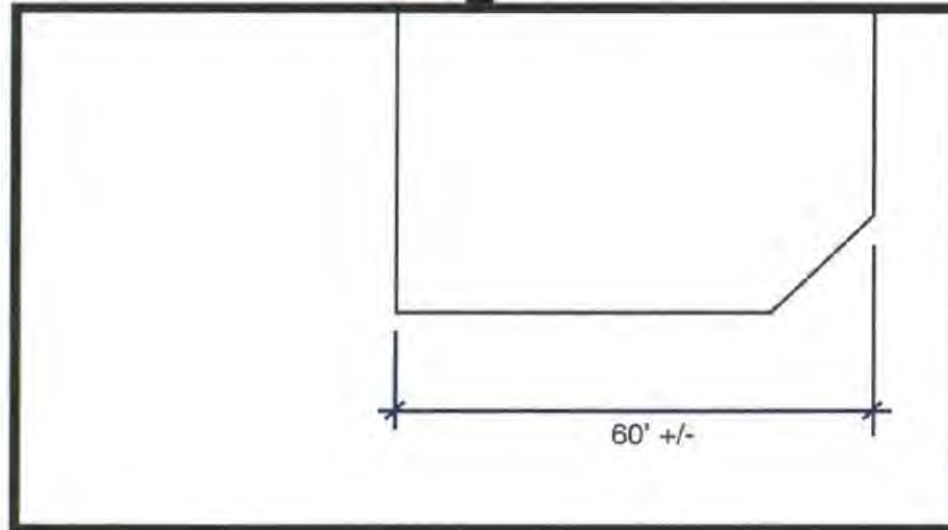
Colesville



Ellsworth



**R1**



60' +/-

PLAN VIEW NTS

SF #2062

SILVER SPRING 388

**jackstone**  
SIGNS  
www.jackstone.net

3121 PENNEY DRIVE  
LANDOVER, MD 20785  
PH (301)325-3123  
FX (301)325-0407

Customer *PNC Bank*  
Address *8061 Colesville Road*  
City *Suite A-100*  
State *Silver Spring, MD 20910*  
File Name *...More CO/Silver Spring MD (388).P*

Dwg. No. *6788*  
Scale *Noted*  
Date *6/29/07*  
Designer *JL*  
Contact *Jim Dittus*

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REQUIRED ELECTRICAL SERVICES TO SIGN LOCATIONS & TO BE PROVIDED BY OTHERS

REVISIONS

Customer Approval  
(Please Print Full Name)

Signature & Date

7650 PRESTON DRIVE • LANDOVER, MD 20785

**KERLEY**  
**SIGNS**  
INC.

301-773-6800



## HISTORIC PRESERVATION COMMISSION

*Douglas M. Duncan*  
County Executive

*Julia O'Malley*  
Chairperson

Date: June 23, 2006

### MEMORANDUM

TO: Robert Hubbard, Director  
Department of Permitting Services

FROM: Michele Oaks, Senior Planner   
Historic Preservation Section, M-NCPPC

SUBJECT: Historic Area Work Permit # **422730** for Sign and Awning Installation

---

The Montgomery County Historic Preservation Commission (HPC) reviewed the attached application for a Historic Area Work Permit (HAWP) at its public hearing on June 21, 2006. This application was **APPROVED with conditions**. The conditions of approval were that:

1. The awnings are not installed. Additional signage could be placed in the wall grid or windows, which could be approved by the HPC's staff.
2. The wall grid will be mounted only using the existing holes that are currently located in the limestone façade in this location. The holes were the result of an awning of the same size, which was previously mounted in this location.
3. The proposed mounting details of the wall grid will be reviewed and approved by HPC's staff prior to installation.

THE BUILDING PERMIT FOR THIS PROJECT SHALL BE ISSUED AND CONDITIONAL UPON ADHERENCE TO THE ABOVE APPROVED HISTORIC AREA WORK PERMIT (HAWP) CONDITIONS AND MAY REQUIRE APPROVAL BY DPS OR ANOTHER TOWN GOVERNMENT AGENCY BEFORE WORK CAN COMMENCE.

Applicant: Mercantile Potomac Bank (Thom Kerley, Agent)

Address: 8661 Colesville Road, Silver Spring (The Hecht Building, Silver Spring CBD LA Historic District #36/07)

With the general condition that the applicant shall present the 3 permit sets of drawings to Historic Preservation Commission (HPC) staff for review and stamping, if applicable, prior to submission for the Montgomery County Department of Permitting Services (DPS) building permits.

This HAWP approval is subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant will contact the Historic Preservation Office if they propose to make any alterations to the approve plans.



CHANNEL LETTERS MOUNTED TO GRID TO MATCH



Proposed New Signage For:

**MERCANTILE POTOMAC BANK**

Location: Fenton Street, Silver Spring MD, Montgomery County

COLORS USED:

- White
- Black
- PMS 371C Green

Historic Preservation Commission  
*Michele Papp*  
*12/23/06*

SALES REP: Tom Kerley  
 DATE: 06/22/2006  
 SCALE: 1/8" = 1'-0"  
 FILE NAME: Fenton st  
 SKETCH# 32212 rev10B  
 ARTIST: RK/LAC

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.

**CUSTOMER'S APPROVAL**

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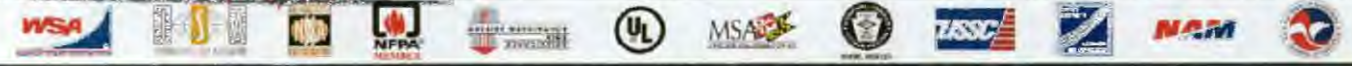
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web: www.kerleysigns.com email: signs@kerleysigns.com

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7650 Preston Drive, Landover, Md. 20785  
 PH: (301)773-6800 FAX: (301)773-3465



RETURN TO DEPARTMENT OF PERMITTING SERVICES  
255 ROCKVILLE PIKE 2ND FLOOR ROCKVILLE MD 20850  
342-777-6370

DPS - #8

HISTORIC PRESERVATION COMMISSION  
301/563-3400

APPLICATION FOR  
HISTORIC AREA WORK PERMIT

Contact Person: Tom Kerley

Daytime Phone No.: 301-773-6800

Tax Account No.: 13-02897540

Name of Property Owner: City Place Limited Daytime Phone No.: 703-749-4500

Address: 1320 Old Chain Bridge Rd., #4, McLean, VA  
Street Number: City: State: Zip Code:

Contractor: Kerley Signs, Inc. Phone No.: 301-773-6800

Contractor Registration No.: 16227723

Agent for Owner: Patricia Rust Daytime Phone No.: 301-773-6800

LOCATION OF BUILDING/PREMISE

House Number: 8661 Street: Colesville Road

Town/City: Silver Spring Nearest Cross Street: Fenton Street

Lot: Block: Subdivision: 1

Lot: Folio: Parcel:

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

CHECK ALL APPLICABLE:

- Construct  Extend  Alter/Renovate  AC  Slab  Room Addition  Porch  Deck  Shed
- Move  Install  Wreck/Raze  Solar  Fireplace  Woodburning Stove  Single Family
- Revision  Repair  Revocable  Fence/Wall (complete Section 4)  Other: Sign/Awnings

1B. Construction cost estimate: \$ 10,000.00

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

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

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

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.

Patricia L. Rust  
Signature of owner or authorized agent

5-31-06  
Date

Approved: X W/CONDITIONS By Chairperson, Historic Preservation Commission

Disapproved: \_\_\_\_\_ Signature: Julia O'Malley Date: 6/23/06

Application/Permit No.: 422730 Date Filed: 5/31/06 Date Issued: \_\_\_\_\_

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

**1. WRITTEN DESCRIPTION OF PROJECT**

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

Historic retail building

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

Install awnings and One (1) set channel letters in accordance with the "City Place Comprehensive Sign Plan" dated March 14, 2003. Signs to be affixed to wall of building according to section thru included in application package

**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**

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

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

**4. MATERIALS SPECIFICATIONS**

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

**5. PHOTOGRAPHS**

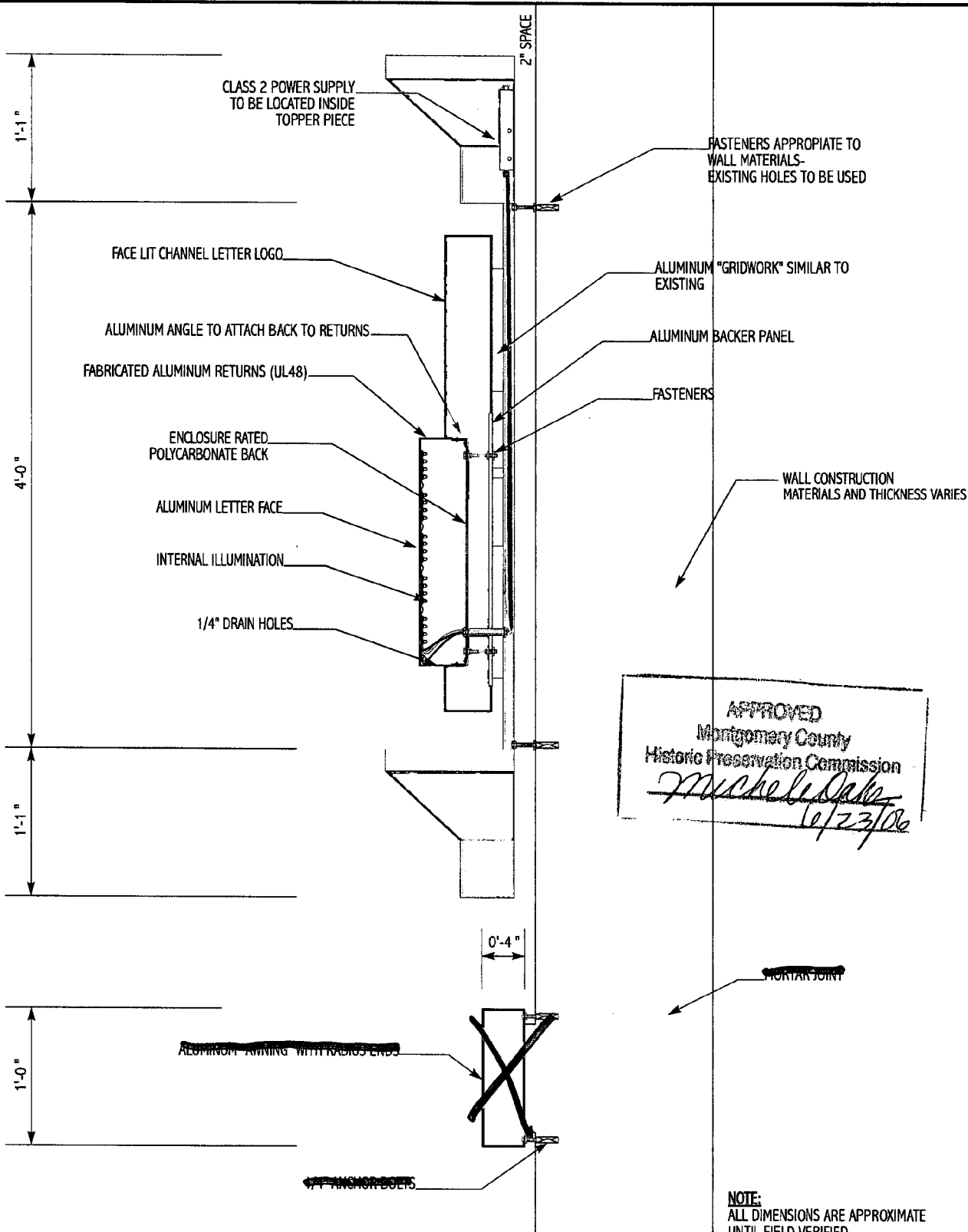
- a. Clearly labeled photographic prints of each facade of existing resource, including details of the affected portions. All labels should be placed on the front of photographs.
- b. Clearly label photographic prints of the resource as viewed from the public right-of-way and of the adjoining properties.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

**6. TREE SURVEY**

If you are proposing construction adjacent to or within the canopy 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, 1301/279-1355).



APPROVED  
 Montgomery County  
 Historic Preservation Commission  
*Michelle Dake*  
 10/23/06

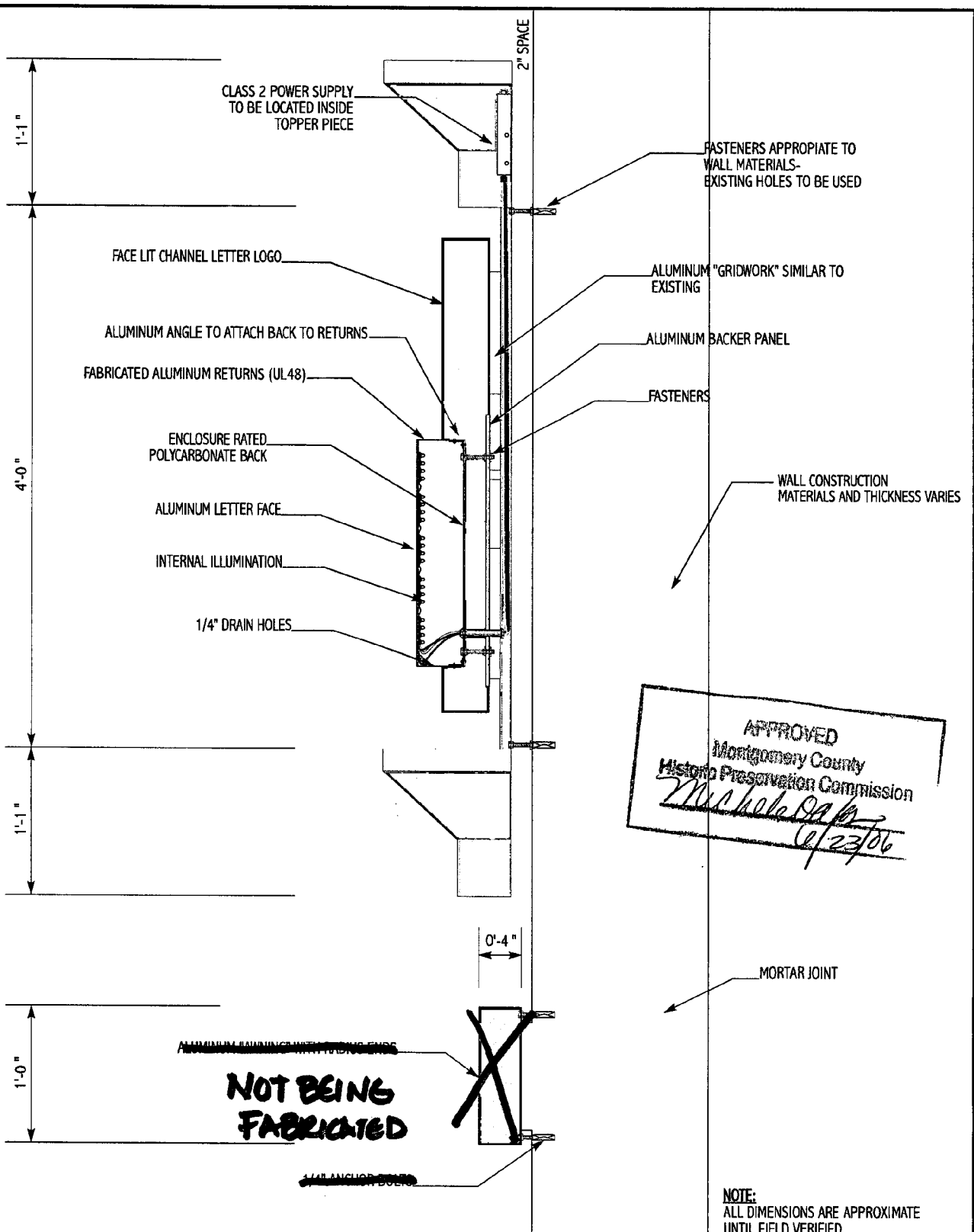
NOTE:  
 ALL DIMENSIONS ARE APPROXIMATE  
 UNTIL FIELD VERIFIED.

Proposed New Signage For:  
**MERCANTILE POTOMAC BANK**  
 Location: Fenton Street, Silver Spring MD  
 Colors Used:  
 Mercantile Green  
 Black  
 White

SALES REP: Tom Kerley  
 DATE: 06/16/2006  
 SCALE: 3/4" = 1'-0"  
 FILE NAME: Fenton st secthru  
 SKETCH#: 32212 rev1  
 ARTIST: Renee King

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 Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please notify salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.  
 CUSTOMERS APPROVAL





APPROVED  
 Montgomery County  
 Historic Preservation Commission  
*M. H. Heale, Chair*  
 6/23/06

NOTE:  
 ALL DIMENSIONS ARE APPROXIMATE  
 UNTIL FIELD VERIFIED.

Proposed New Signage For:  
**MERCANTILE POTOMAC BANK**  
 Location: Fenton Street, Silver Spring MD

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CUSTOMERS APPROVAL

**KERLEY SIGNS**

www.kerleysigns.com    email: ksignt@kerleysigns.com



CHANNEL LETTERS MOUNTED TO GRID TO MATCH



Proposed New Signage For:

**MERCANTILE POTOMAC BANK**

Location: Fenton Street, Silver Spring, MD  
 Montgomery County

COLORS USED:

- White
- Black
- PMS 371C Green

Historic Preservation Commission

*Michelle Oak*  
 01/23/10

SALES REP: Tom Kerley  
 DATE: 06/22/2006  
 SCALE: 1/8" = 1'-0"  
 FILE NAME: Fenton st  
 SKETCH#: 32212 rev10B  
 ARTIST: RK/LAC

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 PH: (301)773-6800 FAX: (301)773-3465

**HISTORIC PRESERVATION COMMISSION STAFF REPORT****Address:** 8661 Colesville Road, Silver Spring**Meeting Date:** 06/21/06**Resource:** The Hecht Building, Silver Spring CBD  
*Locational Atlas Historic District # 36/07***Report Date:** 06/14/06**Review:** HAWP**Public Notice:** 06/07/06**Case Number:** 36/07-06A**Tax Credit:** None**Applicant:** Mercantile Potomac Bank  
(Tom Kerley, Agent)**Staff:** Michele Oaks**PROPOSAL:** Sign and awning installation**RECOMMEND:** Approve with conditions**RECOMMENDATION:** Staff recommends that the applicant approve this HAWP application with the conditions that:

- Delete the awnings w/ in grid area or windows*
1. ~~The aluminum awnings are approved in concept. However, the mounting of the awnings will not negatively impact the limestone façade. Staff will continue to work with the applicant to find a mounting solution.~~
  2. The wall grid will be mounted only using the existing holes that are currently located in the limestone façade in this location. The holes were the result of an awning of the same size, which was previously mounted in this location.
  3. The proposed mounting details of the wall grid ~~and awnings~~ will be reviewed and approved by staff prior to installation.

**BACKGROUND**

Riggs Bank, a previous tenant in the subject storefront on September 8, 2004 received HPC approval to make alterations to the original 2000 storefront design. These alterations were to:

1. Extend one of the existing window openings to the ground to create a door opening and install a new door framing system. The existing granite panel will need to be removed.
2. Replace the existing windows with the new windows.
3. Install an ADA-height automatic teller machine in one of the existing window openings.

The conditions of approval were:

The granite panel will be removed as one piece and stored on site to enable a future reconstruction of the window opening.

The original location of the granite panel will be identified on the back of the panel to ensure correct future placement.

The bank representatives also discussed signage ideas for the building at this meeting, but the bank never brought a formal HAWP proposal for this storefront to the Commission.

### **HISTORIC CONTEXT**

The Hecht Department Store is of national significance as one of the first examples of large-scale suburban commercial development in the country. The building is currently listed in the Locational Atlas, and extensive research has been conducted on the significance of the building. The historic section is a five-story limestone block, which was planned and developed in two stages. In 1947, a three-story block was constructed; in 1950, an additional two stories were added to complete the current five-story configuration. In 1955, the store was doubled in size with a red brick addition along Fenton Avenue. This was demolished in 1985 when the development of City Place was undertaken.

### **ARCHITECTURAL DESCRIPTION**

RESOURCE: Silver Spring Historic District, Locational Atlas Resource #36/7

STYLE: Art Moderne

DATE: 1947, 1950

The Art Moderne building is characterized by a sleek profile, which wraps the corner. The Steel canopy accentuates the curve and the horizontal line, while periodic shallow fluting, which extends the full height of the building contrasts with a vertical rhythm. The major materials are limestone, steel, glass and granite.

### **APPLICABLE GUIDELINES**

The Historic Preservation Commission (HPC) reviews proposed alterations to buildings within a Locational Atlas Historic District as if they were designated on the *Master Plan for Historic Preservation*. As such two major documents are to be utilized as guidelines to assist the Commission in developing their decision. These documents include the *Montgomery County Code Chapter 24A (Chapter 24A)*, and the *Secretary of the Interior's Standards for Rehabilitation (Standards)*. The pertinent information in these documents is outlined below.

#### ***Montgomery County Code; Chapter 24A***

A HAWP permit should be issued if the Commission finds that:

1. The proposal will not substantially alter the exterior features of a historic site or historic resource within a historic district.

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

***Secretary of the Interior's Standards for Rehabilitation:***

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.
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.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
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.

**PROPOSAL:**

The applicants are proposing to:

- Install a linear version of the aluminum grids approved for the rest of the Hecht Building (see circles 9+12), which measures 4' high by 40' 10" long. This grid will be mounted by utilizing the existing holes on the façade, which held an awning of the same size previously (see circle 8 ). No additional holes into the historic limestone will be required for the mounting of this grid. (The wiring for the sign will also be pulled through an existing hole in the façade.)
- Install three (3), aluminum awnings above the storefront's windows and doors. The awnings will measure 1' x 8' and will have a rounded edge – pulling the detail from the larger canopy on the building. The goal of the awnings is to provide pedestrian level signage for the storefront. The applicant is unsure of how the awnings will mount to the façade of the building. The band it proposes to cover projects slightly from the façade. It has been discussed that the awnings could possibly “clip” onto this band. Another possibility is the use of screws in the mortar joints. The mounting detail is still undecided to date.
- Install white vinyl letters with logo and hours of operation on the glass door entrance.

## STAFF DISCUSSION

Since the proposed grid design will be mounted in the existing holes and the design pulls from the design already approved by the Commission for the rest of the building, staff does not object to the grid's installation.

The proposed aluminum "awnings" concern staff, not in their design, as we believe the applicant has taken the building's architecture into consideration, but how these will be mounted onto the building without penetrating into the limestone façade. Since this is a creative challenge the applicant is willing to solve, staff recommends a conditional approval of these "awnings" with the condition that the final design of the mounting will not negatively impact the limestone of the building.

The project's proposed materials and finishes will complement the existing building and will not negatively impact the features that characterize the building's original design. Staff is recommending approval with condition.

## STAFF RECOMMENDATION:

Staff recommends that the Commission **approve with the above-stated conditions** the HAWP application as being consistent with Chapter 24A-8(b)(1) & (2);

and with the *Secretary of the Interior's Standards for Rehabilitation*;

With the general condition that the applicant shall present the 3 permit sets of drawings to Historic Preservation Commission (HPC) staff for review and stamping prior to submission for the applicable Montgomery County Department of Permitting Services (DPS) building permits.

and this HAWP approval is subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant will contact the Historic Preservation Office if any alterations to the approve plans are made prior to the implementation of such changes to the project.



DPS - #8

HISTORIC PRESERVATION COMMISSION  
301/563-3400

# APPLICATION FOR HISTORIC AREA WORK PERMIT

Contact Person: Tom Kerley

Daytime Phone No.: 301-773-6800

Tax Account No.: 13-02897540

Name of Property Owner: City Place Limited Daytime Phone No.: 703-749-4500

Address: 1320 Old Chain Bridge Rd., #4, McLean, VA  
Street Number City State Zip Code

Contractor: Kerley Signs, Inc. Phone No.: 301-773-6800

Contractor Registration No.: 16227723

Agent for Owner: Patricia Rust Daytime Phone No.: 301-773-6800

### LOCATION OF BUILDING/PREMISE

House Number: 8661 Street: Colesville Road

Town/City: Silver Spring Nearest Cross Street: Fenton Street

Lot: \_\_\_\_\_ Block: \_\_\_\_\_ Subdivision: 1

Libel: \_\_\_\_\_ Folio: \_\_\_\_\_ Parcel: \_\_\_\_\_

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

#### 1A. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/Renovate
- Move
- Install
- Wreck/Tear
- Demolition
- Repair
- Revocable

#### CHECK ALL APPLICABLE:

- AC
- Stair
- Room Addition
- Porch
- Deck
- Shed
- Solar
- Fireplace
- Woodburning Stove
- Single Family
- Fence/Wall (complete Section 4)
- Other: Sign/Awnings

1B. Construction cost estimate: \$ 10,000.00

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

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

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

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

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

3A. Height \_\_\_\_\_ feet \_\_\_\_\_ inches

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

- On party line/property line
- Entirely on land of owner
- On public right of way/easement

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

Signature of owner or authorized agent

Date

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

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

Application/Permit No.: 422730 WLET Date Filed: 5/31/06 Date Issued: \_\_\_\_\_

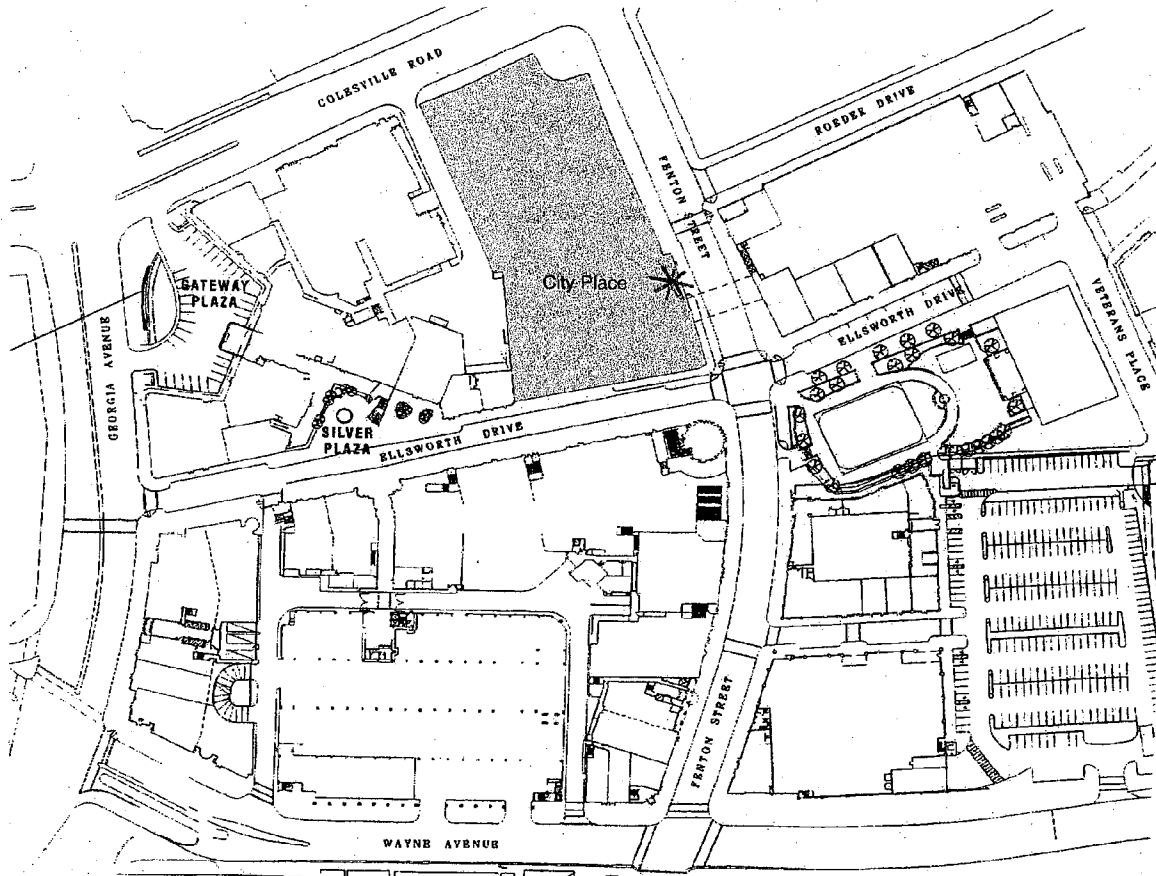
Eds 5/21/06

SEE REVERSE SIDE FOR INSTRUCTIONS

5

**HAWP APPLICATION: MAILING ADDRESSES FOR NOTIFYING**  
[Owner, Owner's Agent, Adjacent and Confronting Property Owners]

<b>Owner's mailing address</b> City Place Limited Partnership c/o Dierman Realty Group 1320 Old Chain Bridge Road Suite 430 McLean, VA 22101	<b>Owner's Agent's mailing address</b> Kerley Signs, Inc. 7650 Preston Drive Landover, Maryland 20785
<b>Adjacent and confronting Property Owners mailing addresses</b>	
LDG, Inc. 8601 Georgia Ave., Suite#200 Silver Spring, MD 20910	Cal Klausner, ET AL 4622 32nd Street Arlington, VA 22207-4404
Zlotnick & Kraft - Montgomery, LLC c/o Gerald P. Grossberg 6624 Wilson Lane Bethesda, MD 20817-5540	Montgomery Arms Development Corp. 10400 Detrick Avenue Kensington, MD 20895-2440
Colesville Joint Venture c/o HBW Group 1055 1st Street Suite 200 Rockville, MD 20850-8400	

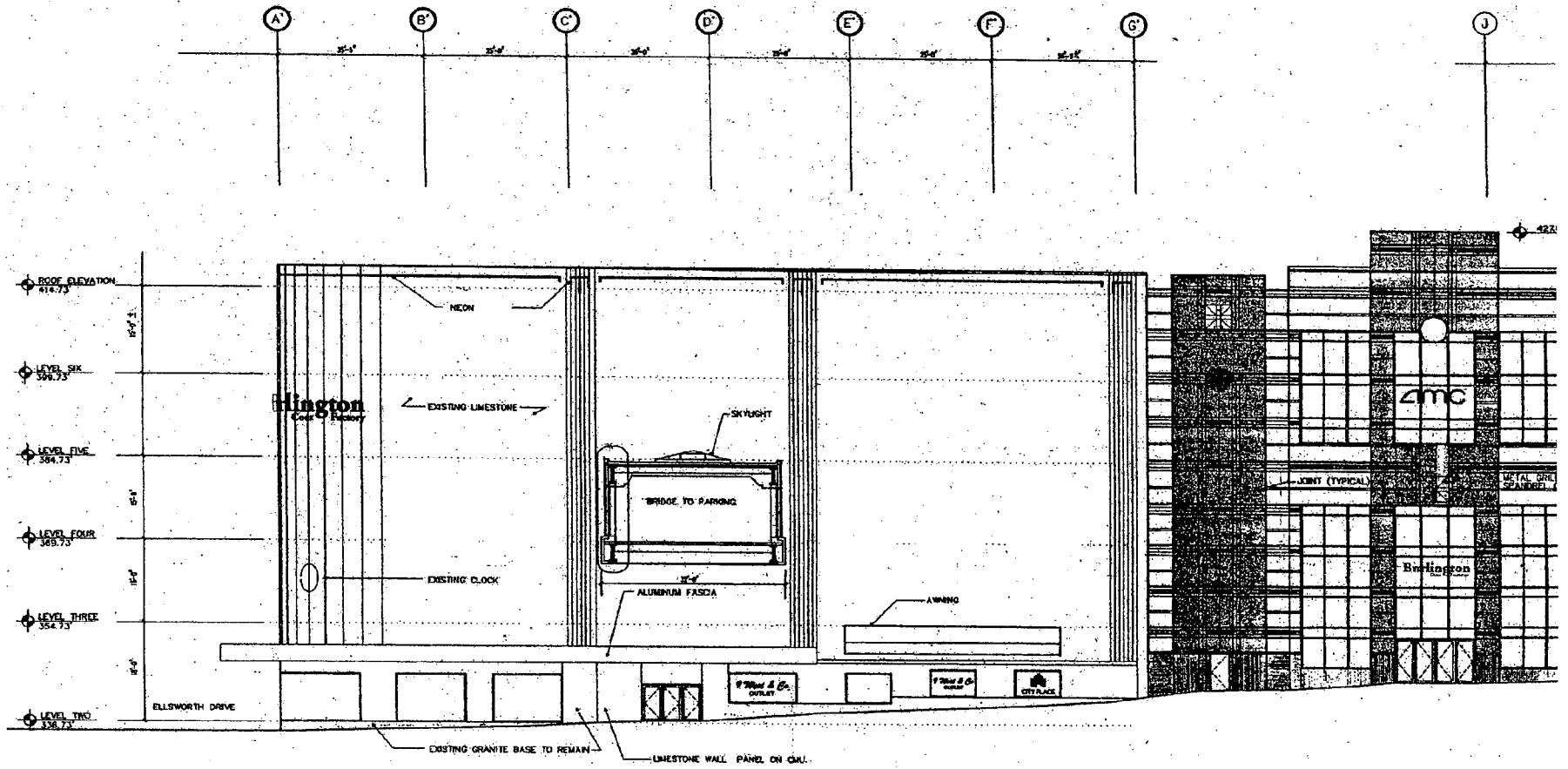


City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004

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1. Downtown Silver Spring Site Map
2. Process for Approvals
2. General Guidelines and Prohibitions
2. Ellsworth Drive and Fenton Street Elevation Criteria
3. Gateway Sign Criteria
3. Blade Sign Criteria
3. Storefront Graphics
3. Address Numerals
3. Hours of Operation
4. Existing Signage
5. Signage – Ellsworth Drive Elevation (not to scale)
6. Signage – Fenton Street Elevation (not to scale)
7. Blade Sign Elevation
8. Storefront Signage Illustration
9. Hours Illustration
10. Sign Type Illustrations
11. Existing Signage Facing Colesville Road
12. Existing Signage at the Corner of Colesville Road and Fenton Street
13. Existing Signage Facing Fenton Street
14. Existing Signage at the Corner of Ellsworth Drive and Fenton Street





**1** EXISTING SIGNAGE -  
**FENTON STREET/ELLSWORTH DRIVE CORNER ELEVATION**  
 NOT TO SCALE

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 Comprehensive Sign Plan  
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 Revised August 5, 2004

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PRIOR TO 2003 CHANGES

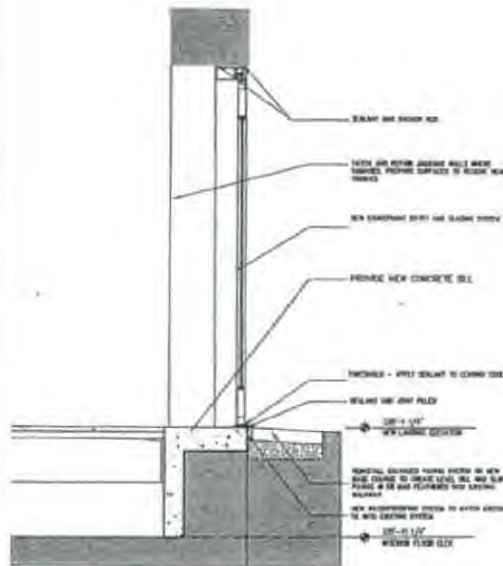
RIGGS  
City Place  
Lanford Package  
8651 Coleridge Road  
Silver Spring, MD

**Project:** City Place  
**Architect:** Little Architects  
**Contractor:** Kinship Group Inc.  
**Date:** 10/14/04

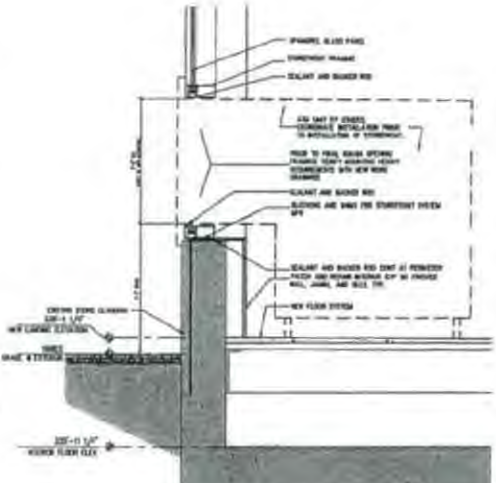
**ELEVATIONS AND DETAILS**

241.8524.00

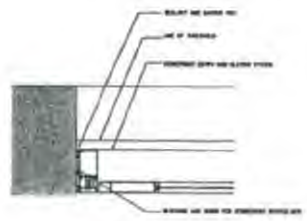
10/14/2004 **A4.2**



**1** **DETAIL ENTRANCE OPENING**  
SCALE: 3/4" = 1'-0"



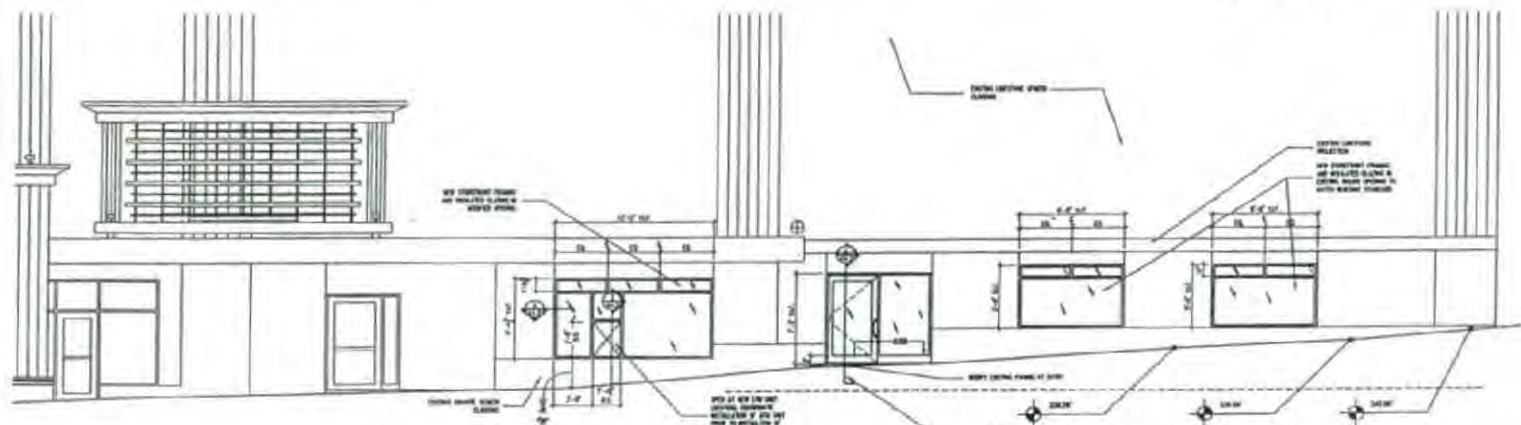
**2** **DETAIL @ ATM**  
SCALE: 1" = 1'-0"



**3** **STOREFRONT JAMB DETAIL**  
SCALE: 3/4" = 1'-0"



**4** **STAIR DETAIL**  
SCALE: 1/2" = 1'-0"



**5** **EXTERIOR ELEVATION**  
SCALE: 3/4" = 1'-0"

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2004 APPROVED ALTERATIONS

CHANNEL LETTERS MOUNTED TO GRID TO MATCH



TOTAL SQUARE FOOTAGE ALLOWED = 121 SF / TOTAL SQUARE FOOTAGE USED BY SIGN = 117.40 SF

Proposed New Signage For:

**MERCANTILE POTOMAC BANK**

Location: Fenton Street, Silver Spring MD

**COLORS USED:**

- White
- Black
- PMS 371C Green

SALES REP: Tom Kerley  
 DATE: 06/13/2006  
 SCALE: 1/8"=1'-0"  
 FILE NAME: Fenton st  
 SKETCH#: 32212 rev10  
 ARTIST: Renée King

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.

**CUSTOMER'S APPROVAL**

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www.kerleysigns.com    info@kerleysigns.com

Proud Members Of:



7650 Preston Drive, Landover, Md. 20785  
 PH: (301)773-6800    FAX: (301)773-3465

10

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**Per Montgomery County Sign Ordinance:**

Storefront signs are signs attached to the glass. Storefront signs shall be limited to 20% of the tenant's available glass area. (See article 55-F of the Montgomery County Code. Storefront signage shall be located only within the areas designated by Landmark.)

**Definitions:**

**Sign Area** - The greatest available area on a chevron or gateway that is designed for mounting signage.

**Permitted Coverage** - The greatest portion (as a percentage) of the sign area on which tenant signage elements may be mounted.

**Tenant Signage** - The element(s) consisting of backing plate, message text, and logo that may be mounted on a chevron or gateway and of a size not to exceed the respective permitted coverage area. The actual size and shape of tenant backing plate shall be measured to determine its respective area for purposes of meeting permitted coverage requirements. If any lettering or logo should extend beyond the perimeter of the backing plate, the area of such lettering or logo not extending beyond the perimeter shall be considered part of the backing plate for considering permitted coverage area.

**GATEWAY SIGN CRITERIA -**

**Tenant B159:**

- 128 sq. ft. Chevron Signage Area
- 25.3 sq. ft. Permitted Coverage at 20%
- 4.0 sq. ft. Made
- 26.25 sq. ft. storefront/wall/canopy

**Tenant B157:**

- 128 sq. ft. Chevron Signage Area
- 25.3 sq. ft. Permitted Coverage at 20%
- 4.0 sq. ft. Made

**Tenant B157:**

- 142.7 sq. ft. Signage Area on building facade
- 28.5 sq. ft. Permitted Coverage at 20% on building facade
- 4.0 sq. ft. Made
- 25 sq. ft. storefront/wall/canopy

**TENANT D:**

- 172.8 sq. ft. Gateway Signage Area
- 34.5 sq. ft. Permitted Coverage at 20%

**TENANT E:**

- 187.0 sq. ft. Gateway Signage Area
- 37.4 sq. ft. Permitted Coverage at 20%

**TENANT F:**

- 187.0 sq. ft. Gateway Signage Area
- 37.4 sq. ft. Permitted Coverage at 20%

**GATEWAY SUMMARY:**

- Total Signage Area: 546.0 sq. ft.
- 410.2 sq. ft. Permitted Sign Area Coverage

**PROJECT SIGN:**

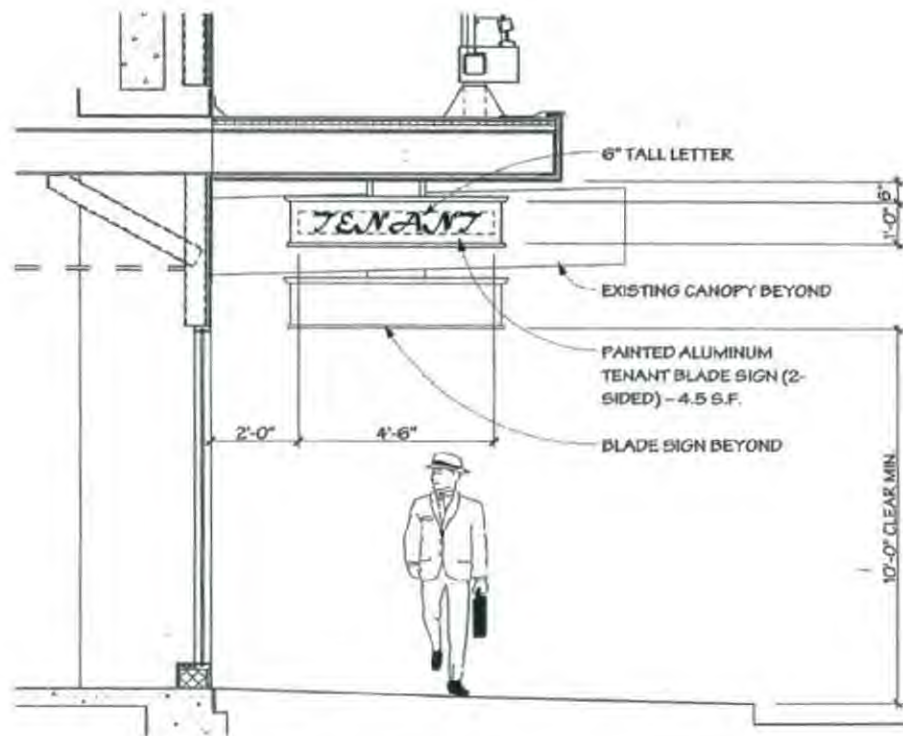
- 280 sq. ft. letters "CITY PLACE"
- 280 sq. ft. Total

**CHEVRON SIGNAGE SUMMARY:**

- Total Frontage: 140'-0" ft.
- Total Total Frontage: 120'-7" ft.
- Total Sign Area: 310 sq. ft.
- Total Permitted Coverage: 267.9 sq. ft.

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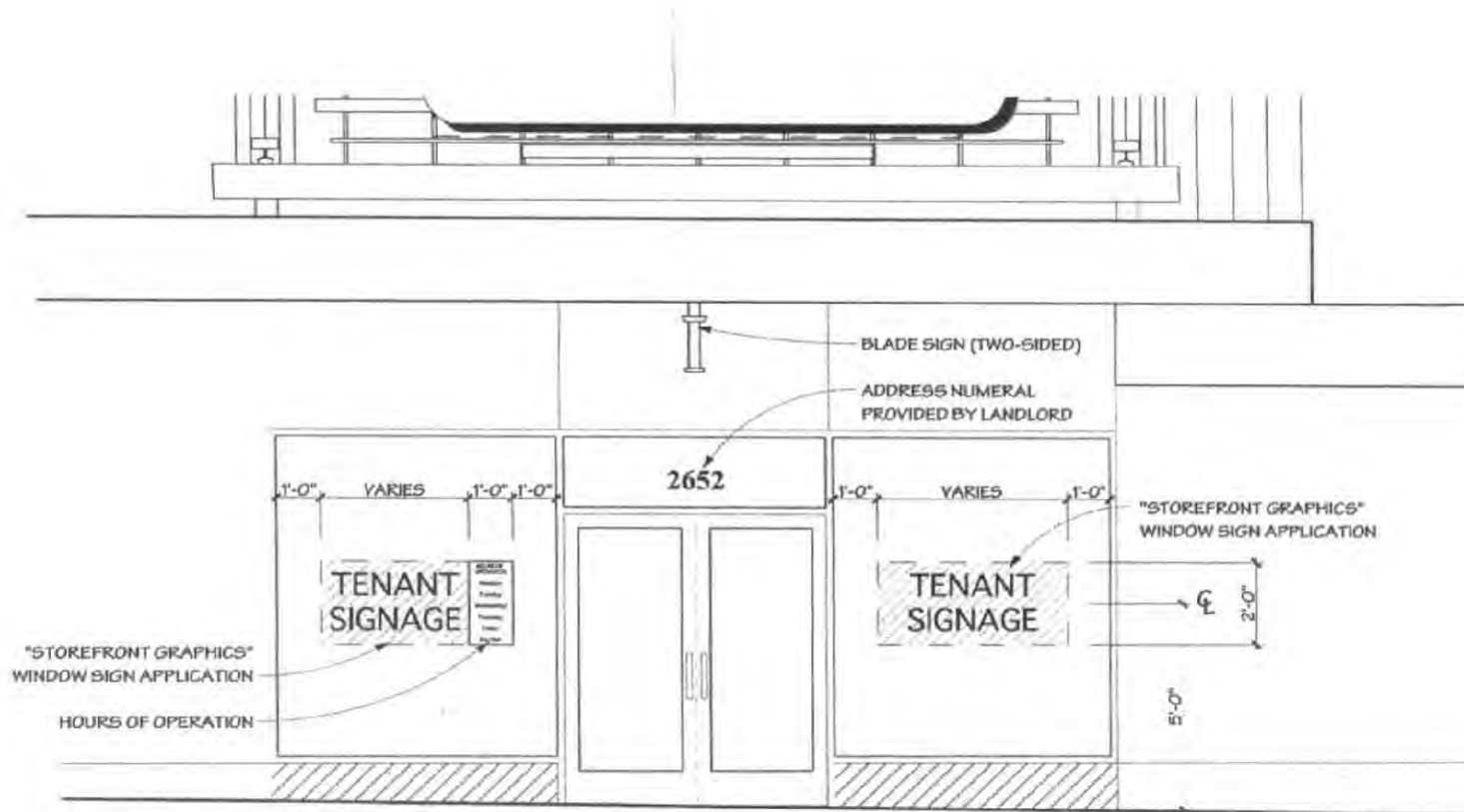
12



1 **BLADE SIGN - TYPICAL**  
NOT TO SCALE

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**1 STOREFRONT GRAPHICS ELEVATION - TYPICAL**  
 NOT TO SCALE

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 Revised August 5, 2004

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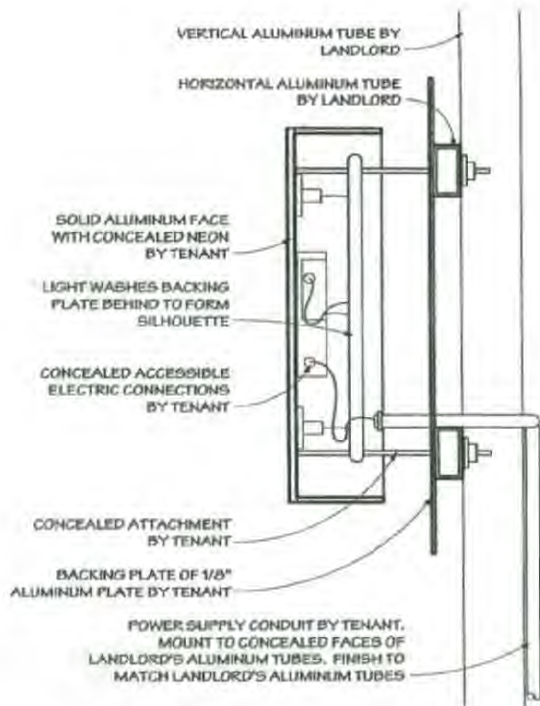


**1 HOURS OF OPERATION**  
NOT TO SCALE

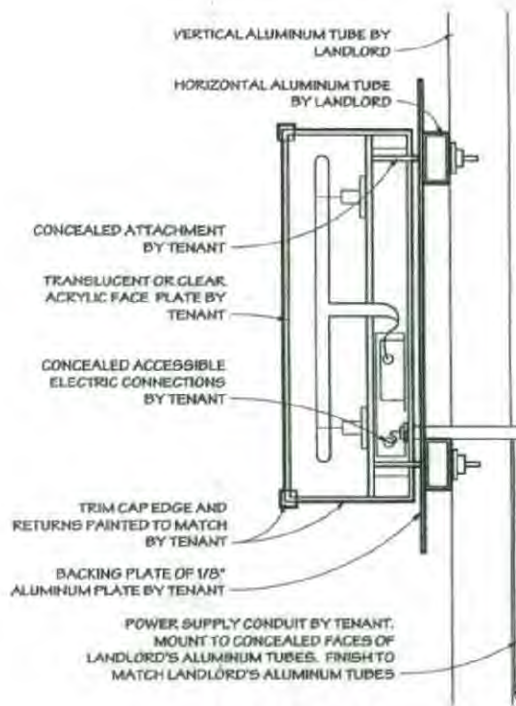
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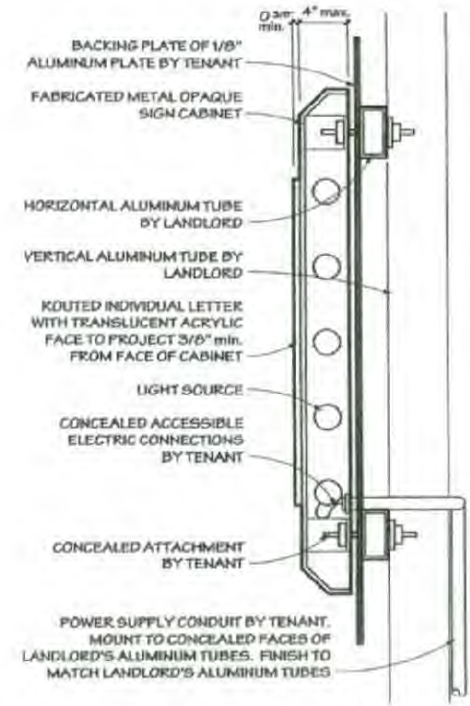




1 SECTION AT CHANNEL LETTER - SILHOUETTE LIGHTING  
NOT TO SCALE



2 SECTION AT CHANNEL LETTER - ACRYLIC FACE  
NOT TO SCALE



3 SECTION AT OPAQUE CABINET WITH ACRYLIC PUSH-THROUGH LETTERS  
NOT TO SCALE

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Silver Spring Historical Society Statement  
Before Historic Preservation Commission, 6/21/06  
On HAWP for Hecht Co. Alteration Regarding Sign & Awning Installation  
Case 3/07-06A

The SSHS has testified before that less is more concerning attachments to the skin of the 1946 Hecht Company building. The Hecht's façade, unfortunately, has been turned into a large billboard. At one hearing, one of the Commissioners referred to the signage backdrops as "cheese wedges." These later morphed into flat grids of extruded aluminum channels or grill work.

The same Commissioner referred to the girdle that wraps the prow of the curved corner as "permanent scaffolding" which hides the beauty of the limestone and original canopy features. The "sleek profile" of the corner, in other words, has been camouflaged. Several of the supports for the current signage and scaffolding are even bolted into and piercing the vertical limestone fluting.

But it would be respectful to the architectural significance to have at least one section of this sleek limestone building unencumbered so as to view the architecture as it was originally intended, replacing the original historic stainless steel or aluminum canopy that was removed, or no canopy at all. The beauty of this building lies in its simplicity and sleekness. It was never intended to have the kind of garish signage that makes it difficult to distinguish from the nearby new buildings with their similarly garish signage.

*and architecturally uninspiring*

We would like to see this part of the facade as clean and pristine as possible. We would propose that the Bank and City Place take an entirely different approach to signage, perhaps instead using neon signage within the plate glass windows, harmonizing with the Art Moderne theme, and which could draw attention to the Bank in its uniqueness. The bank will, after all, be located within a historic Art Deco building of limestone, granite, glass, and steel, with subtle limestone fluting spilling down its sides. We realize there is something to be said for a degree of uniformity of contiguous businesses, but we have the chance here to reserve a section of the building that showcases the building itself. Thus there would be one special section of the building that can stand out in its original simplicity. We think that the bank would be admired for taking such a sensitive and tasteful approach.

We strongly concur with staff's concern that the awnings be mounted without penetrating the limestone. No more holes should be made in the limestone skin nor in the mortar joints. It's hard to see how that can be done, but it's a crucial concern. We strongly concur that any wall attachment use only the existing holes. Finally, while removal of part of the limestone, and addition of the affixed signage, is theoretically temporary, it's highly likely that these alterations will be reversed. We're gratified, of course, that the building has been preserved, but unless one looks very closely, the stunning architectural character of the building eludes them.

**HISTORIC PRESERVATION COMMISSION STAFF REPORT**

**Address:** 8661 Colesville Road, Silver Spring      **Meeting Date:** 06/21/06  
**Resource:** The Hecht Building, Silver Spring CBD      **Report Date:** 06/14/06  
*Locational Atlas Historic District # 36/07*  
**Review:** HAWP      **Public Notice:** 06/07/06  
**Case Number:** 36/07-06A      **Tax Credit:** None  
**Applicant:** Mercantile Potomac Bank      **Staff:** Michele Oaks  
(Tom Kerley, Agent)

**PROPOSAL:** Sign and awning installation

**RECOMMEND:** Approve with conditions

---

**RECOMMENDATION:** Staff recommends that the applicant approve this HAWP application with the conditions that:

1. The aluminum awnings are approved in concept. However, the mounting of the awnings will not negatively impact the limestone façade. Staff will continue to work with the applicant to find a mounting solution.
2. The wall grid will be mounted only using the existing holes that are currently located in the limestone façade in this location. The holes were the result of an awning of the same size, which was previously mounted in this location.
3. The proposed mounting details of the wall grid and awnings will be reviewed and approved by staff prior to installation.

**BACKGROUND**

Riggs Bank, a previous tenant in the subject storefront on September 8, 2004 received HPC approval to make alterations to the original 2000 storefront design. These alterations were to:

1. Extend one of the existing window openings to the ground to create a door opening and install a new door framing system. The existing granite panel will need to be removed.
2. Replace the existing windows with the new windows.
3. Install an ADA-height automatic teller machine in one of the existing window openings.

The conditions of approval were:

The granite panel will be removed as one piece and store on site to enable a future reconstruction of the window opening.

The original location of he granite panel will be identified on the back of the panel to ensure correct future placement.

The bank representatives also discussed signage ideas for the building at this meeting, but the bank never brought a formal HAWP proposal for this storefront to the Commission.

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The Hecht Department Store is of national significance as one of the first examples of large-scale suburban commercial development in the country .The building is currently listed in the Locational Atlas, and extensive research has been conducted on the significance of the building. The historic section is a five-story limestone block, which was planned and developed in two stages. In 1947, a three-story block was constructed; in 1950, an additional two stories were added to complete the current five-story configuration. In 1955, the store was doubled in size with a red brick addition along Fenton Avenue. This was demolished in 1985 when the development of City Place was undertaken.

### **ARCHITECTURAL DESCRIPTION**

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STYLE: Art Modeme  
DATE: 1947,1950

The Art Moderne building is characterized by a sleek profile, which wraps the corner. The Steel canopy accentuates the curve and the horizontal line, while periodic shallow fluting, which extends the full height of the building contrasts with a vertical rhythm. The major materials are limestone, steel, glass and granite.

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

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Since the proposed grid design will be mounted in the existing holes and the design pulls from the design already approved by the Commission for the rest of the building, staff does not object to the grid's installation.

The proposed aluminum "awnings" concern staff, not in their design, as we believe the applicant has taken the building's architecture into consideration, but how these will be mounted onto the building without penetrating into the limestone façade. Since this is a creative challenge the applicant is willing to solve, staff recommends a conditional approval of these "awnings" with the condition that the final design of the mounting will not negatively impact the limestone of the building.

The project's proposed materials and finishes will complement the existing building and will not negatively impact the features that characterize the building's original design. Staff is recommending approval with condition.

## STAFF RECOMMENDATION:

Staff recommends that the Commission **approve with the above-stated conditions** the HAWP application as being consistent with Chapter 24A-8(b)(1) & (2);

and with the *Secretary of the Interior's Standards for Rehabilitation*;

With the general condition that the applicant shall present the 3 permit sets of drawings to Historic Preservation Commission (HPC) staff for review and stamping prior to submission for the applicable Montgomery County Department of Permitting Services (DPS) building permits.

and this HAWP approval is subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant will contact the Historic Preservation Office if any alterations to the approved plans are made prior to the implementation of such changes to the project.



RETURN TO: DEPARTMENT OF PERMITTING SERVICES  
255 ROCKVILLE PIAC, 2ND FLOOR, ROCKVILLE, MD 20850  
301/777-6370

DPS - #8

HISTORIC PRESERVATION COMMISSION  
301/563-3400

APPLICATION FOR  
HISTORIC AREA WORK PERMIT

Contact Person: Tom Kerley

Daytime Phone No.: 301-773-6800

Tax Account No.: 13-02897540

Name of Property Owner: City Place Limited Daytime Phone No.: 703-749-4500

Address: 1320 Old Chain Bridge Rd., #4, McLean, VA  
Street Name: City State Zip Code

Contractor: Kerley Signs, Inc. Phone No.: 301-773-6800

Contractor Registration No.: 16227723

Agent for Owner: Patricia Rust Daytime Phone No.: 301-773-6800

LOCATION OF BUILDING/PREMISE

House Number: 8661 Street: Colesville Road

Town/City: Silver Spring Nearest Cross Street: Fenton Street

Lot: Block: Subdivision: 1

Liber: Folio: Parcel:

PART ONE: TYPE OF PERMIT ACTION AND USE

1A. CHECK ALL APPLICABLE:

- Construct
- Extend
- Alter/Renovate
- Move
- Install
- Wreck/Save
- 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: Sign/Awnings

1B. Construction cost estimate: \$ 10,000.00

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

PART TWO: COMPLETE FOR NEW CONSTRUCTION AND EXTEND/ADDITIONS

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

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

PART THREE: COMPLETE ONLY FOR FENCE/RETAINING WALL

3A. Height \_\_\_\_\_ feet \_\_\_\_\_ inches

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

- On party line/property line
- Entirely on land of owner
- On public right of way/easement

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

Signature of owner or authorized agent

Date

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

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

Application/Permit No.: 422730 WERT Date Filed: 5/31/06 Date Issued: \_\_\_\_\_

5

**HAWP APPLICATION: MAILING ADDRESSES FOR NOTIFYING**  
[Owner, Owner's Agent, Adjacent and Confronting Property Owners]

**Owner's mailing address**

City Place Limited Partnership  
c/o Dierman Realty Group  
1320 Old Chain Bridge Road  
Suite 430  
McLean, VA 22101

**Owner's Agent's mailing address**

Kerley Signs, Inc.  
7650 Preston Drive  
Landover, Maryland 20785

**Adjacent and confronting Property Owners mailing addresses**

LDG, Inc.  
8601 Georgia Ave., Suite#200  
Silver Spring, MD 20910

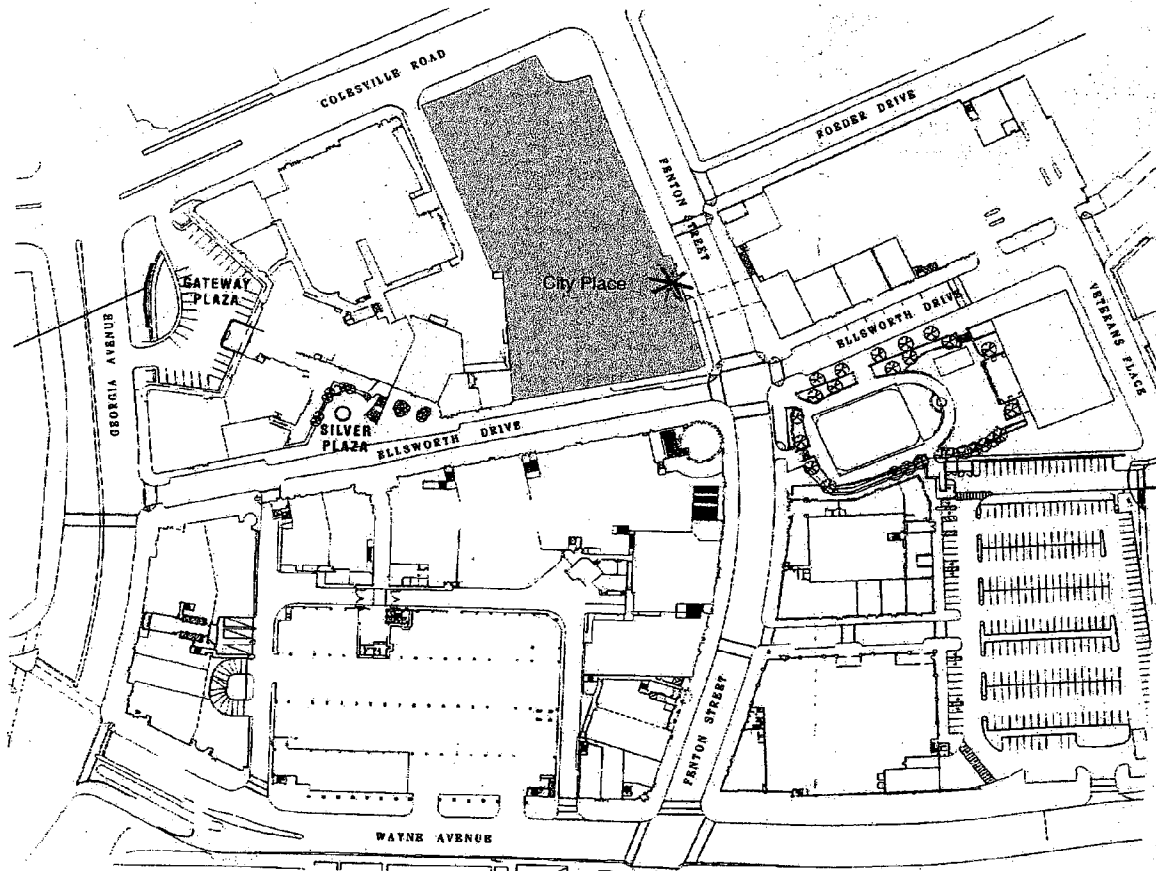
Cal Klausner, ET AL  
4622 32nd Street  
Arlington, VA 22207-4404

Zlotnick & Kraft -  
Montgomery, LLC  
c/o Gerald P. Grossberg  
6624 Wilson Lane  
Bethesda, MD 20817-5540

Montgomery Arms Development Corp.  
10400 Detrick Avenue  
Kensington, MD 20895-2440

Colesville Joint Venture  
c/o HBW Group  
1055 1st Street  
Suite 200  
Rockville, MD 20850-8400

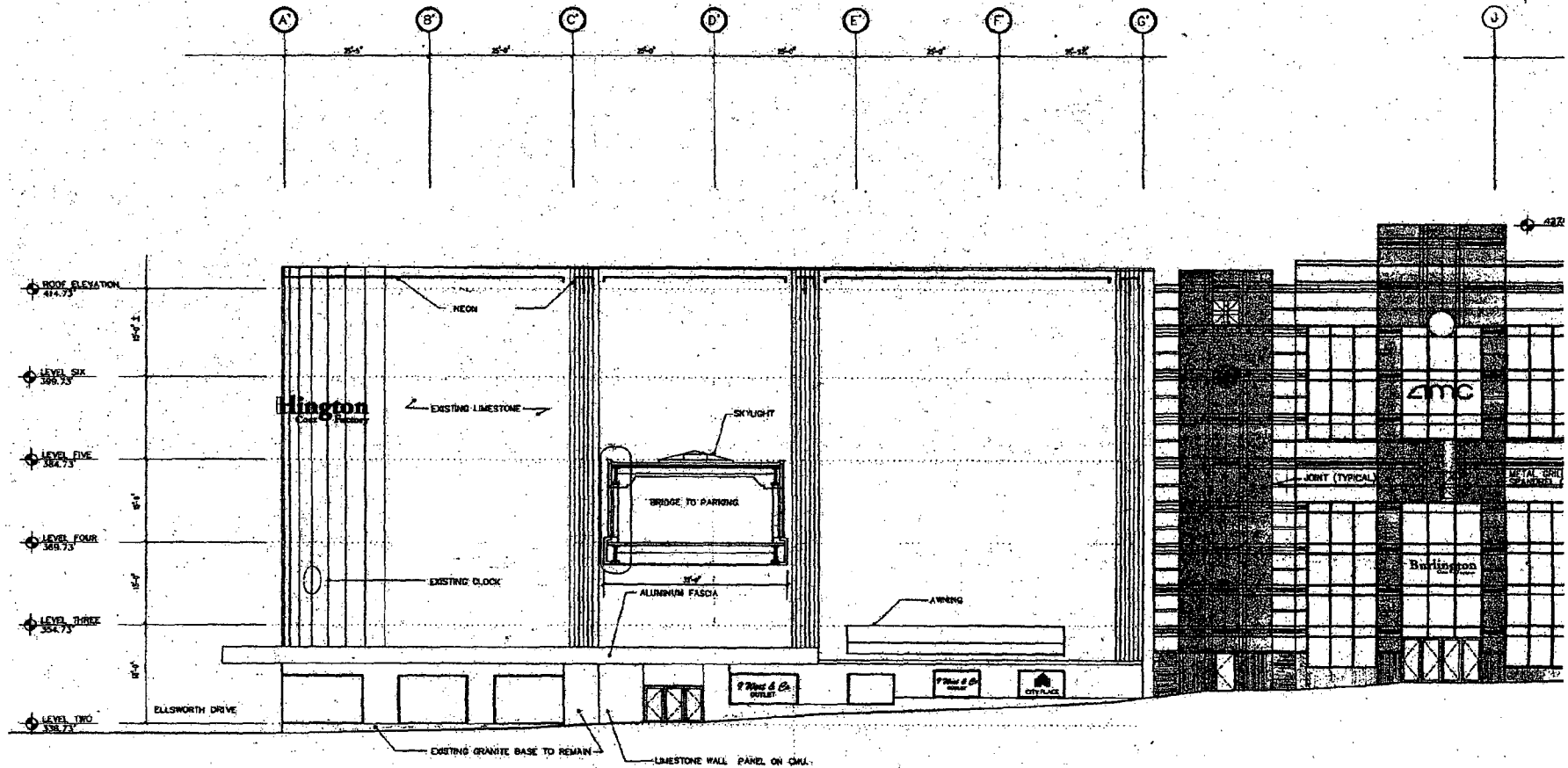




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City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004

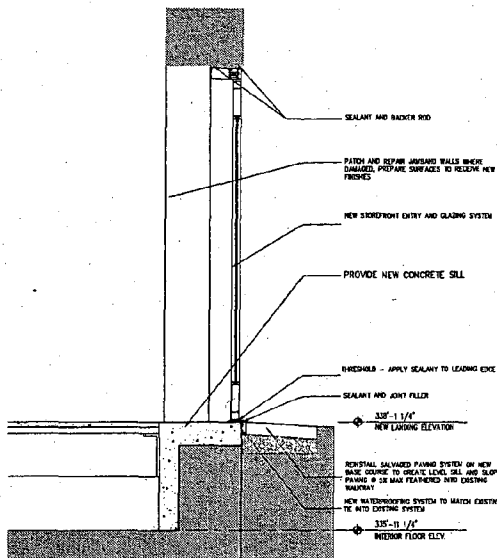


EXISTING SIGNAGE -  
**1** FENTON STREET/ELLSWORTH DRIVE CORNER ELEVATION  
 NOT TO SCALE

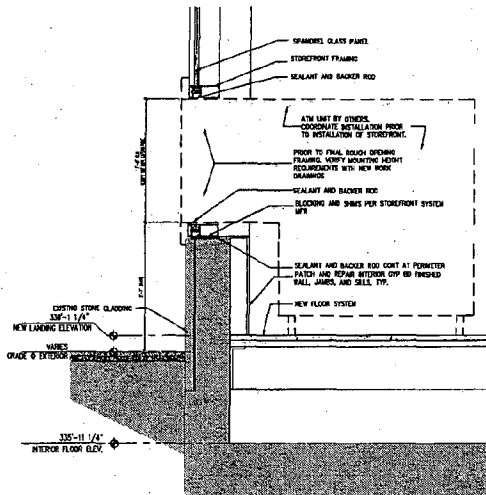
City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004

8

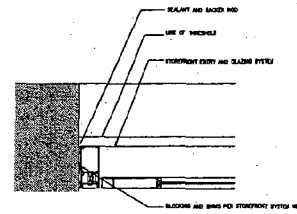
PRIOR TO 2003 CHANGES



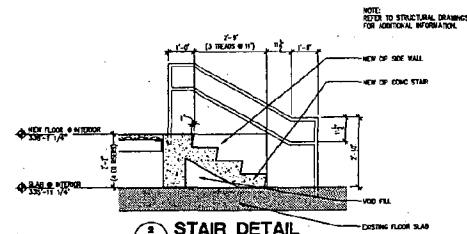
**4**  
**DETAIL**  
**ENTRANCE OPENING**  
 SCALE: 3/4" = 1'-0"



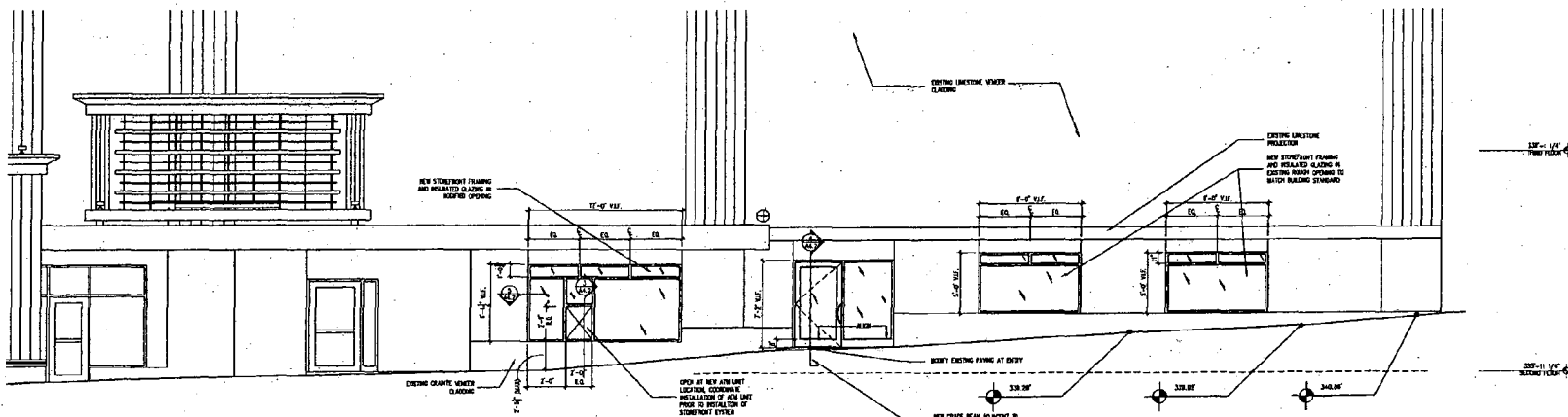
**5**  
**DETAIL @ ATM**  
 SCALE: 1" = 1'-0"



**6**  
**STOREFRONT JAMB DETAIL**  
 SCALE: 1/2" = 1'-0"



**7**  
**STAIR DETAIL**  
 SCALE: 1/2" = 1'-0"



**1**  
**EXTERIOR ELEVATION**  
 SCALE: 1/4" = 1'-0"

**LITTLE**  
 ARCHITECTURAL FIRM, INC.  
 200 West Main Street, Suite 200, Annapolis, MD 21401  
 TEL: 410.293.1111 FAX: 410.293.1112  
 www.littlearch.com

The Architect and the Designer shall be the primary and final authority on all matters relating to the project. The Architect shall be responsible for the design and construction of the project. The Designer shall be responsible for the design and construction of the project.

**RIGGS**  
 ARCHITECTS  
 1000 North Main Street, Suite 100, Silver Spring, MD 20910  
 TEL: 301.584.1111 FAX: 301.584.1112  
 www.riggsarch.com

**SAIC**  
 SYSTEMS ARCHITECTURE, INC.  
 1000 North Main Street, Suite 100, Silver Spring, MD 20910  
 TEL: 301.584.1111 FAX: 301.584.1112  
 www.saic.com

**Encon Group Inc.**

**RIGGS**  
 City Place  
 Landlord Package  
 8661 Coleville Road  
 Silver Spring, MD

NO.	DESCRIPTION	DATE
1	PROJECT COMMENCEMENT	1/1/04
2		
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**ELEVATIONS AND DETAILS**

241,8524.00

07.06.2004 **A4.2**

6

2004 APPROVED ALTERATIONS

CHANNEL LETTERS MOUNTED TO GRID TO MATCH



TOTAL SQUARE FOOTAGE ALLOWED = 121 SF / TOTAL SQUARE FOOTAGE USED BY SIGN = 117.40 SF

Proposed New Signage For:

**MERCANTILE POTOMAC BANK**

Location: Fenton Street, Silver Spring MD

COLORS USED:

- White
- Black
- PMS 371C Green

SALES REP: Tom Kerley  
 DATE: 06/13/2006  
 SCALE: 1/8"=1'-0"  
 FILE NAME: Fenton st  
 SKETCH#: 32212 rev10  
 ARTIST: Renee King

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please inform the salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.

CUSTOMER'S APPROVAL

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web: [www.kerleysigns.com](http://www.kerleysigns.com) email: [signs@kerleysigns.com](mailto:signs@kerleysigns.com)

Proud Members Of:

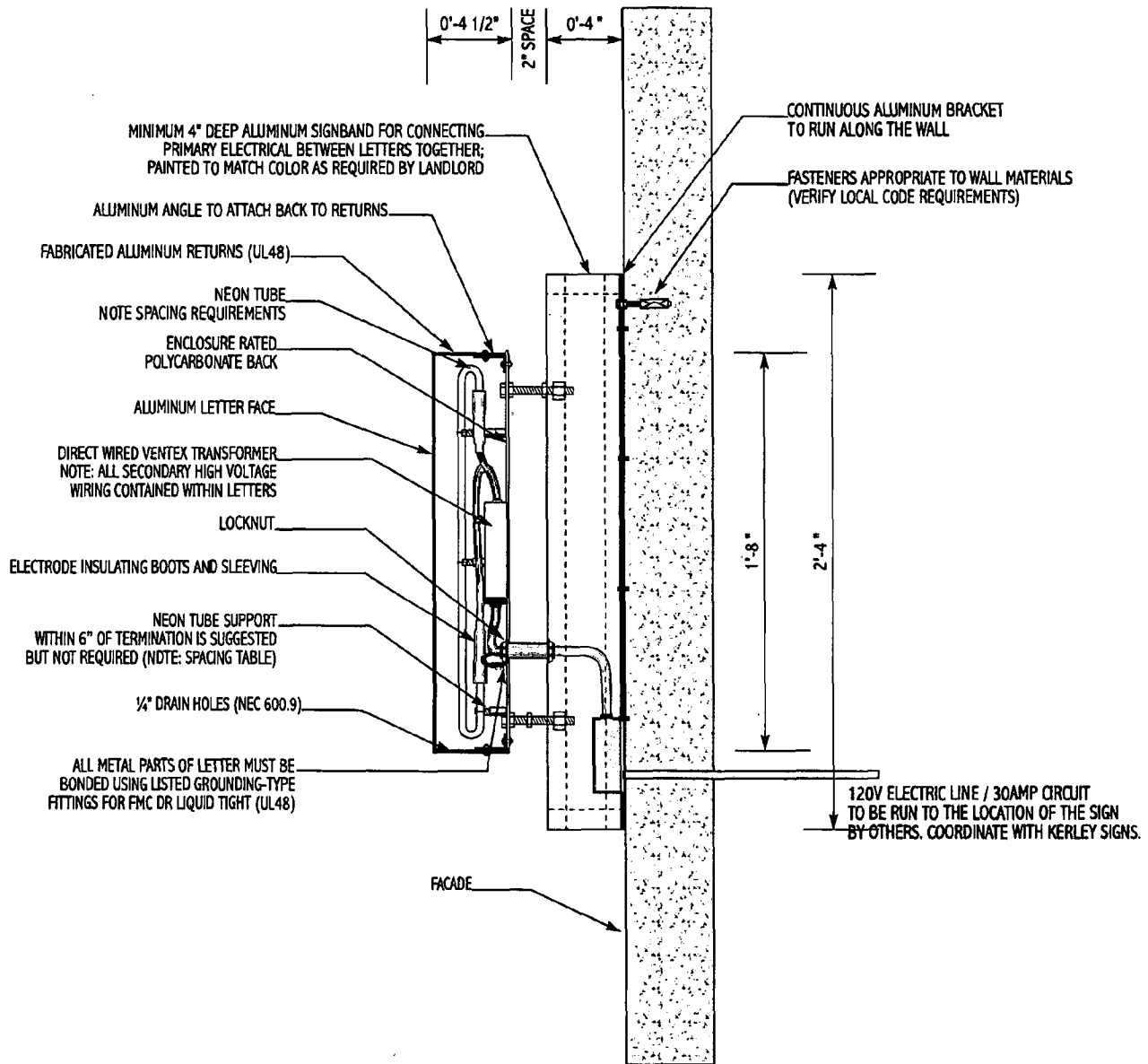


7650 Preston Drive, Landover, Md. 20785  
 PH: (301)773-6800 FAX: (301)773-3465

11

# CHANNEL LETTER SECTION-THRU

## Aluminum Signband / Internal Transformers



Proposed New Signage For:  
**MERCANTILE POTOMAC BANK**

Location: Fenton Street, Silver Spring MD

Colors Used:

SALES REP: Tom Kerley  
DATE: 05/30/2006  
SCALE: 1 1/2" = 1'-0"  
FILE NAME: Fenton sec-thru  
SIGN#:# 32212  
ARTIST: René King

DESIGN PROPERTY OF KERLEY SIGNS, INC.

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Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed, please notify salesperson. Please initial in box provided. Signed copy must be returned to KSI salesperson or mail or fax to office.

CUSTOMER'S APPROVAL

**KERLEY SIGNS**

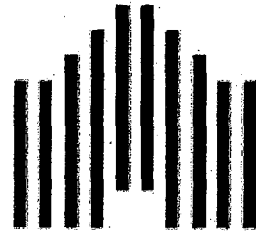
www.kerleysigns.com

email: ksigns@kerleysigns.com

Proud Members Of: WSA



7650 Preston Drive, Landover, Md. 20785  
PH: (301)773-6800 FAX: (301)773-3465



# CITY PLACE

## COMPREHENSIVE SIGN PLAN

14 March 2003

*Owner/Developer*

**City Place Limited Partnership**  
**c/o Dierman Realty Group**  
1320 Old Chain Bridge Road  
Suite 430  
McLean, Virginia 22101

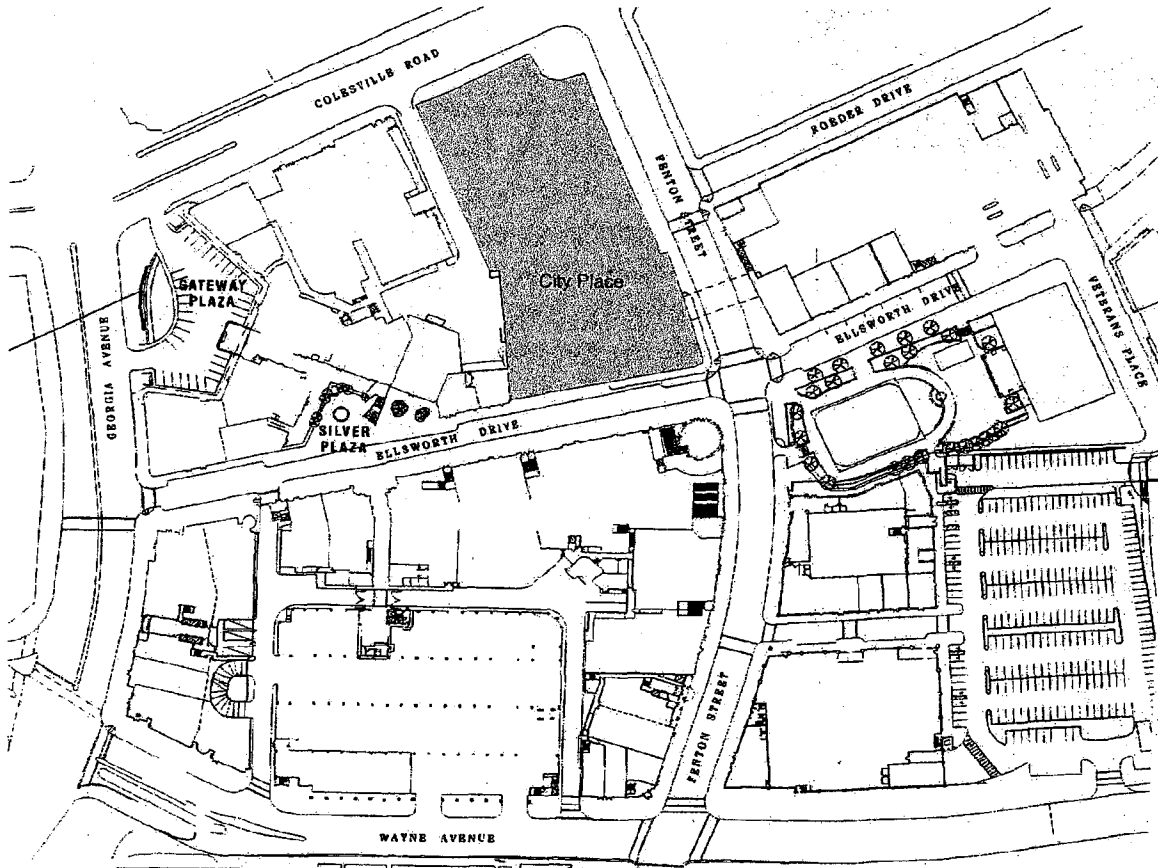
*Project Location*

**City Place**  
Fenton Street & Ellsworth Drive  
Silver Spring, Maryland 20910



*Architects*

**Morris & Ritchie Associates, Inc.**  
1220-C East Joppa Road, Suite 505  
Towson, Maryland 21286



City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004

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## Process for Approvals

Note: All signs, graphics and lettering are subject to the approval of the Landlord. Prior to seeking sign permits through Montgomery County office of Permitting Services, all applications of lighting and exterior furnishings and signage are to be submitted in drawings and specification form, to:

Dierman Realty Group  
1320 Old Chain Bridge Road, Suite 430  
McLean, Virginia 22101  
Attention: John Van Hoven  
703-749-4500

## General Guidelines and Prohibitions

All signs visible from the public right-of-way in the development are subject to the restrictions outlined in the Montgomery County Sign Ordinance, except as amended by this criteria, where variances are granted by the County Sign Review Committee. All signs visible from the right-of-way are to be submitted to Montgomery County for review and approval. General rules regarding square footage allotment and position on building are outlined in Article 59-F of the Montgomery County Code. The restrictions enforced by the Landlord are for the sake of image, quality, and uniform appearance. Tenants are encouraged to seek design consultation where image and graphics are concerned.

Tenants are to install signs on chevrons above storefronts. Several types of fabrication are acceptable. In all cases, it is important to conceal mechanical fasteners and electrical connections. Tenants will want to be aware of maintenance procedures prior to fabrication and installation of signs.

Tenants are encouraged to apply professional window graphics in silver vinyl appliqué. Color may also be acceptable, if the design and execution are professional and appropriate. All such signage must fall within the storefront signage allotment.

Tenants are encouraged to apply pedestrian level graphics, within the storefront square footage allotments. Cast metal and glass graphics signs are helpful in animating the streetscape.

A canopy will be provided by the landlord from which blade signs may be mounted.

Colors and text styles are subject to Landlord's approval for enhanced image coordination and appeal.

All "box-type" signs are prohibited, unless specifically designed as an opaque cabinet (all sides) with individually routed dimensional translucent acrylic "push-thru" letters that project a minimum of 3/8" from the face of the cabinet. Paper signs, crude or primitive signs, (as determined by Landlord), flashing lights, any sign type that may present a hazard to the public or is prohibited by Montgomery County ordinance are prohibited.

Present all ideas, drawings and specifications for proposed signs to the Landlord for approval prior to fabrication and installation. All exterior signs require permits from the Montgomery County Office of Permitting Services.

## Ellsworth Drive and Fenton Street Tenant Signage Criteria

Primary identification signs for tenants shall be mounted on Landlord's chevrons (except for tenant B157 only, who may mount their primary identification sign on the building facade; see pages 5 & 6), and shall be individual internally illuminated letters. More than one tenant may be displayed on a chevron, subject to maximum allowable permitted signage coverage for the chevron. There are many alternatives within this category. Individual letters and graphics can be fabricated in the following ways:

- Solid channel letters "silhouette-lit" with halo from back, see Type 1 on page 10
- Channel letters, internally illuminated, with translucent acrylic faces, see Type 2 on page 10
- Channel letters with "exposed neon" showing at front, see Type 2 on page 10
- Dimensional acrylic "push-thru" letters in opaque cabinet, see Type 3 on page 10

All signs shall incorporate 30-inch maximum letter height and backing plate of tenant's design (**subject to Landlord's approval**).

All applications of signs and graphics are subject to the prior approval of the Landlord. Any portion of the sign which exceeds the defined limits must be approved in advance by the Montgomery County Office of Permitting Services and the Landlord.



Applications of individual letters are to be consistent and uniform in position. Coordinate exact location with architectural façade and wall sections. Concealed electrical connections and accessible on/off switches are required. Letter signs are to include the UL seal of approval on all electrical components.

*SEE PAGE 5 FOR ELLSWORTH DRIVE ELEVATION.*

*SEE PAGE 6 FOR FENTON STREET ELEVATION.*

#### **Gateway Sign Criteria**

The Gateway is located at the corner of Fenton and Ellsworth as shown on pages 5 & 6.

Primary identification signs for tenants shall be individual internally illuminated channel letters.

- Channel letters, internally illuminated, with translucent acrylic faces, see Type 2 on page 10.

Signs shall incorporate a 30-inch maximum letter height and backing plate of Landlord's design.

All applications of signs and graphics are subject to the prior approval of the Landlord. Any portion of the sign which exceeds the defined limits must be approved in advance by the Montgomery County Office of Permitting Services and the Landlord.

Applications of the individual letters are to be consistent and uniform in position. Coordinate exact locations with architectural façade and wall sections.

Concealed electrical connections and accessible on/off switches are required. Letter signs are to include the UL seal of approval on all electrical components.

#### **Blade Sign Criteria**

Landlord will provide blade sign at tenant's expense, for \$800 each, mounted to existing canopy. Blade signs provide additional direction for patrons along the sidewalks. Sign panels are double-sided and are suspended as shown on page 7 and in the elevation

drawing.

Refer to drawings on page 7 for materials and dimensions of the standard unit. Maximum size and placement are as noted in drawing. Sign panel size may not exceed square footage shown.

#### **Storefront/Wall/Canopy Signs**

Additional identification graphics **and signs** may be displayed on the storefront glass, **building wall surfaces, or on canopies (by tenants) projected from the building.** These graphics **and signs** are provided by the tenant at the tenant's expense, and are subject to prior review and approval of the Landlord. Tenants are encouraged to employ professional graphic designers. Suggested fabrication materials **for storefront signs** include silver vinyl cut by computer, silkscreening and painted graphics. Maximum areas are as noted in elevation exhibits on pages 5 and 6.

Window graphics and hour of operation are to be displayed in a zone at 5'-0" from center of graphic to finished floor/sidewalk as shown on page 8. Refer to page 9 for other notes regarding Hours of Operation.

Menus, not to exceed 5 square feet in area, must be displayed in a menu holder within the storefront graphics area. Credit card decals if visible from the public right of way, are subject to the approval by the Landlord. The Tenant must submit storefront graphic design for approval, in advance by the Landlord.

#### **Address Numerals**

Landlord will provide each tenant with 8" tall address numerals to be positioned on center or to right, above the entrance doors as shown on page 8.

#### **Hours of Operation**

Standard hours of operation graphics shall be provided by the Tenant. The standard display format location is shown on page 9 (Locations may vary following architectural conditions, position hours so as to be visible). Note: the "Hours of Operation" signage area is not part of the storefront signage area calculations shown on pages 5 and 6.

Lettering to be precision cut by computer from white opaque matte finish vinyl applied to interior surface of glass. Typeface to be Univers67 Bold capitals and lower case as shown.

#### **Existing Signage**

##### Colesville Road (See Page 11)

Primary tenant identification signs are 30-inch maximum height, individual channel letters, backlit, of uniform color and letter style. "Golds Gym" is a 30-inch high, individual channel, internally illuminated sign with gold translucent acrylic faces.

##### Fenton Street (See Page 13)

Primary tenant identification signs are the same as Colesville Road. Interior to the building, behind the glass, at the Fenton Street entrance is a "Burlington Coat Factory" push-through letter sign at Level 3 and an "AMC" acrylic face box sign within the lobby of AMC on Level 5. Small window interior signage, non-illuminated, exists near Ellsworth for the Nine-West tenant on Level 2.

##### Colesville/Fenton Corner (See Page 12)

Project identification signs are 20-inch high, backlit individual letters matching the Primary Tenant signs in color and letter style. Ruby Tuesday has an exposed neon, corporate letter style, pole mounted sign within the outdoor seating area at their entrance.

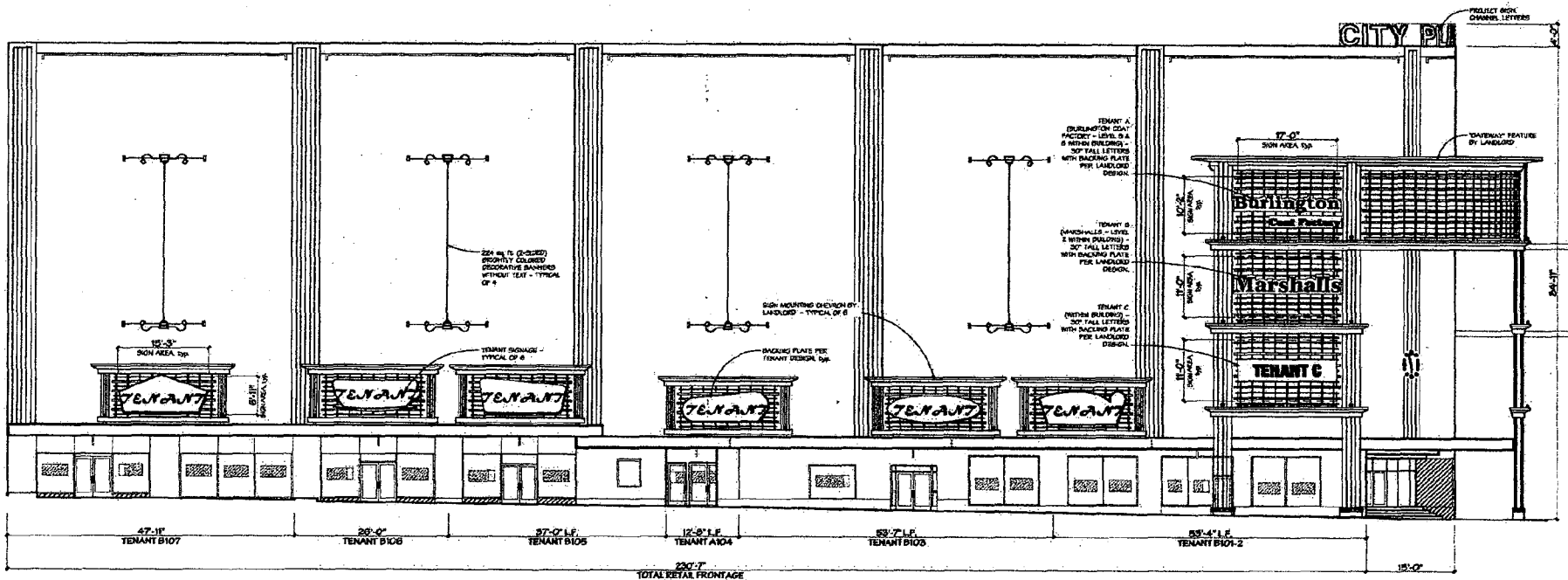
Three Brothers Pizza, Ruby Tuesday and Gold's Gym each have 12-inch high signs mounted on the vertical surface of the awning above their entry.

Three Brothers Pizza has an interior, exposed neon box sign within the show window at their entrance.

##### Fenton/Ellsworth Corner (See Page 14)

Burlington Coat Factory has an existing 36-inch individual, internally illuminated sign with translucent faces and corporate letter style.

Note: Nordstrom Rack signs have been removed from Colesville Road, Fenton Street, and Fenton/Ellsworth corner.



**Per Montgomery County Sign Ordinance:**

- Storefront signs are signs attached to the glass. Storefront signs shall be limited to 20% of the tenant's available glass area. See article 59-F of the Montgomery County Code. Storefront signage shall be located only within the areas designated by Landlord.

**Definitions:**

- Sign Area - The greatest available area on a chevron or gateway that is designed for mounting signage.
- Permitted Coverage - The greatest portion (as a percentage) of the sign area on which tenant signage elements may be mounted.
- Tenant Signage - The element(s) consisting of backing plate, message text, and logos that may be mounted on a chevron or gateway and of a size not to exceed the respective permitted coverage area. The actual size and shape of tenant backing plate shall be measured to determine its respective area for purposes of meeting permitted coverage requirements. If any lettering or logo should extend beyond the perimeter of the backing plate, the area of such lettering or logo so extending beyond the perimeter shall be considered part of the backing plate for considering permitted coverage area.

**Tenant B107:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 21.25 sq. ft. storefront/wall/canopy

**Tenant B108:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 31.75 sq. ft. storefront/wall/canopy

**Tenant B105:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 15.5 sq. ft. storefront/wall/canopy

**Tenant A104:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 12.25 sq. ft. storefront/wall/canopy

**Tenant B103:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 24.5 sq. ft. storefront/wall/canopy

**Tenant B101-2:**

- 105 sq. ft. Chevron Signage Area
- 89.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. Blade
- 37.5 sq. ft. storefront/wall/canopy

**TENANT A:**

- 172.8 sq. ft. Gateway Signage Area
- 125.8 sq. ft. Permitted Coverage at 75%

**TENANT B:**

- 187.0 sq. ft. Gateway Signage Area
- 140.3 sq. ft. Permitted Coverage at 75%

**TENANT C:**

- 187.0 sq. ft. Gateway Signage Area
- 140.3 sq. ft. Permitted Coverage at 75%

**GATEWAY SUMMARY:**

- Total Signage Area: 546.8 sq. ft.
- 410.2 sq. ft. Permitted Sign Area Coverage

**PROJECT SIGN:**

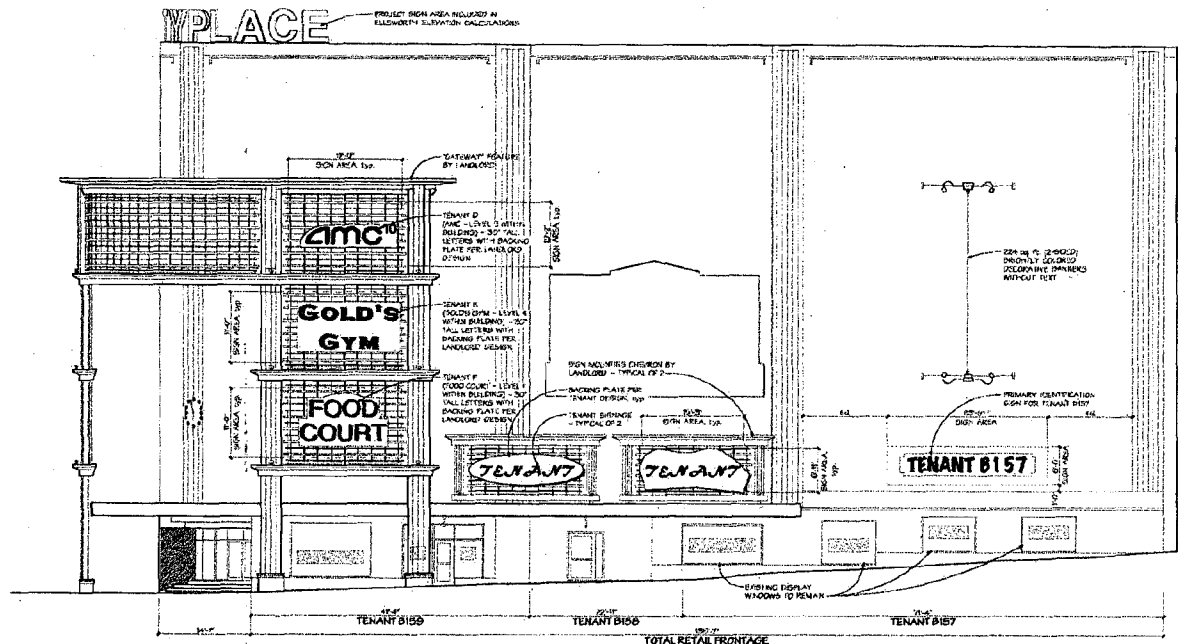
- 280 sq. ft. letters 'CITY PLACE'
- 220 sq. ft. Total

**CHEVRON SIGNAGE SUMMARY:**

- Total Frontage: 245'-7" Lf.
- Total Retail Frontage: 230'-7" Lf.
- Total Sign Area: 650.0 sq. ft.
- Total Permitted Coverage: 535.8 sq. ft.

**1 GATEWAY SIGN CRITERIA - ELLSWORTH DRIVE ELEVATION**  
NOT TO SCALE

City Place  
Comprehensive Sign Plan  
March 14, 2003  
Revised August 5, 2004



**Per Montgomery County Sign Ordinance:**

- Storefront signs are signs attached to the glass. Storefront signs shall be limited to 20% of the tenant's available glass area. See article 33-F of the Montgomery County Code. Storefront signage shall be located only within the areas designated by Landlord.

**Definitions:**

- Sign Area - The greatest available area on a chevron or gateway that is designed for mounting signage.
- Permitted Coverage - The greatest portion (as a percentage) of the sign area on which tenant signage elements may be mounted.
- Tenant Signage - The element(s) consisting of backing plate, message text, and logos that may be mounted on a chevron or gateway and of a size not to exceed the respective permitted coverage area. The actual size and shape of tenant backing plate shall be measured to determine its respective area for purposes of meeting permitted coverage requirements. If any lettering or logo should extend beyond the perimeter of the backing plate, the area of such lettering or logo so extending beyond the perimeter shall be considered part of the backing plate for considering permitted coverage area.

**GATEWAY SIGN CRITERIA -  
CHEVRON STREET ELEVATION**

**Tenant B159:**

- 105 sq. ft. Chevron Signage Area
- 88.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. blade
- 26.25 sq. ft. storefront/wall/canopy

**Tenant B158:**

- 105 sq. ft. Chevron Signage Area
- 88.3 sq. ft. Permitted Coverage at 85%
- 4.5 sq. ft. blade

**Tenant B157:**

- 142.7 sq. ft. Signage Area on building facade
- 121.3 sq. ft. Permitted Coverage at 85% on building facade
- 4.5 sq. ft. blade
- 55 sq. ft. storefront/wall/canopy

**TENANT D:**

- 172.0 sq. ft. Gateway Signage Area
- 129.6 sq. ft. Permitted Coverage at 75%

**TENANT E:**

- 187.0 sq. ft. Gateway Signage Area
- 140.3 sq. ft. Permitted Coverage at 75%

**TENANT F:**

- 187.0 sq. ft. Gateway Signage Area
- 140.3 sq. ft. Permitted Coverage at 75%

TOTAL RETAIL FRONTAGE

**GATEWAY SUMMARY:**

- Total Signage Area 546.8 sq. ft.
- 410.2 sq. ft. Permitted Sign Area Coverage

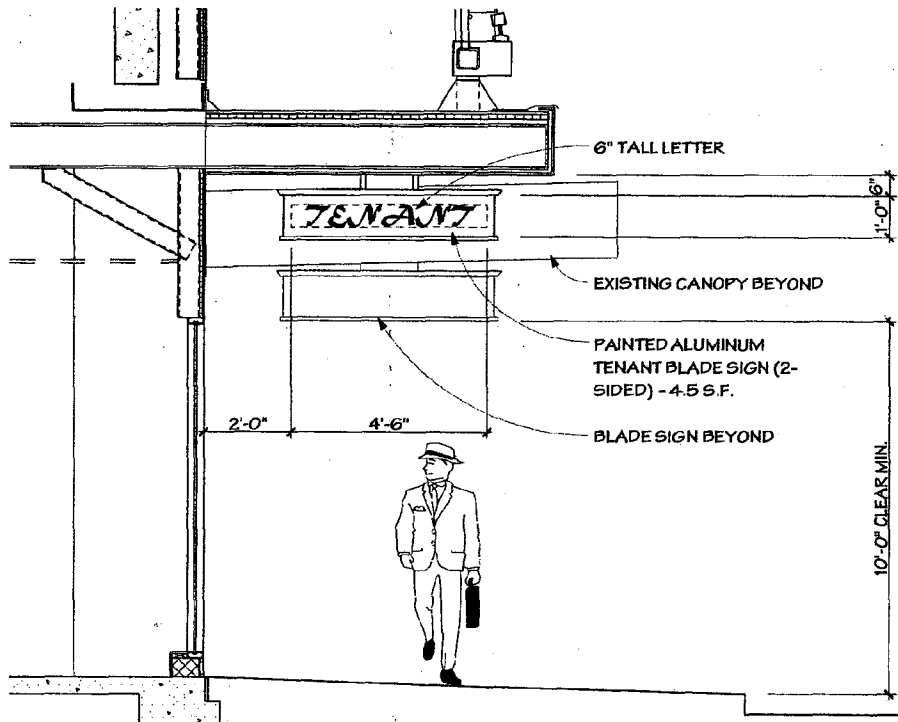
**PROJECT SIGN:**

- 280 sq. ft. letters "CITY PLACE"
- 280 sq. ft. Total

**CHEVRON SIGNAGE SUMMARY:**

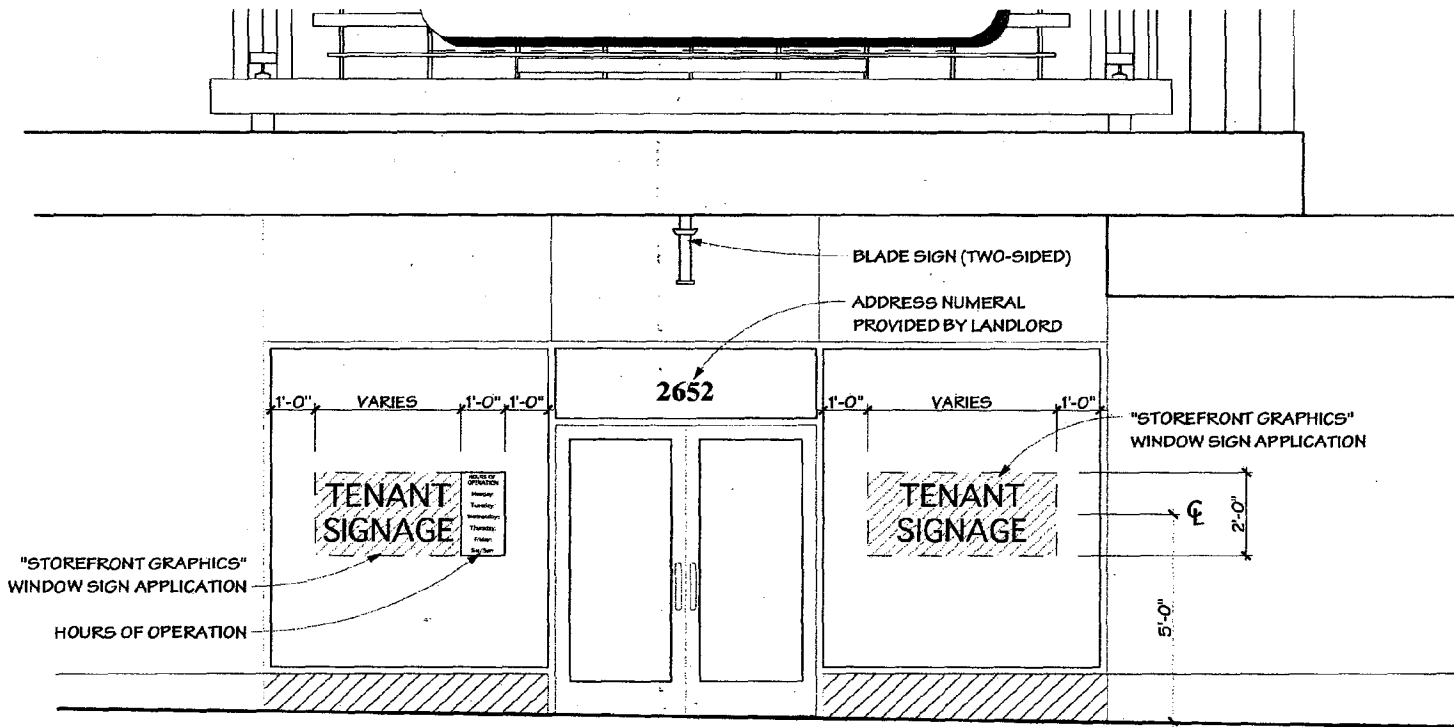
- Total Frontage: 149'-0" Lt.
- Total Retail Frontage: 135'-7" Lt.
- Total Sign Area: 310 s.f.
- Total Permitted Coverage: 267.9 s.f.

City Place  
Comprehensive Sign Plan  
March 14, 2003  
Revised August 5, 2004



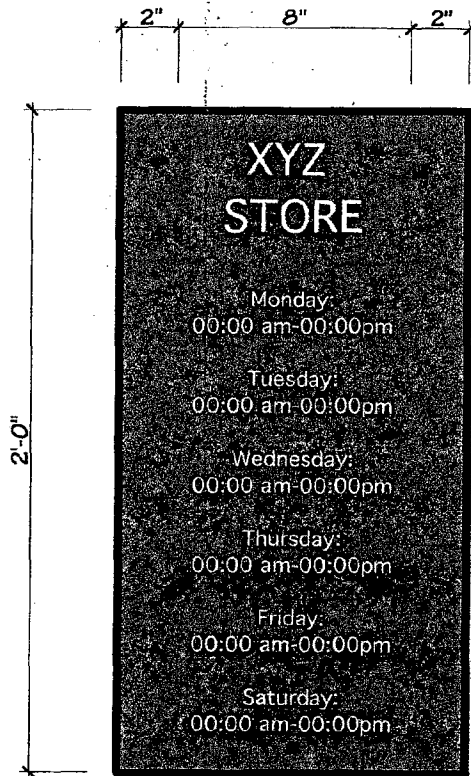
**1** BLADE SIGN - TYPICAL  
NOT TO SCALE

City Place  
Comprehensive Sign Plan  
March 14, 2003  
Revised August 5, 2004



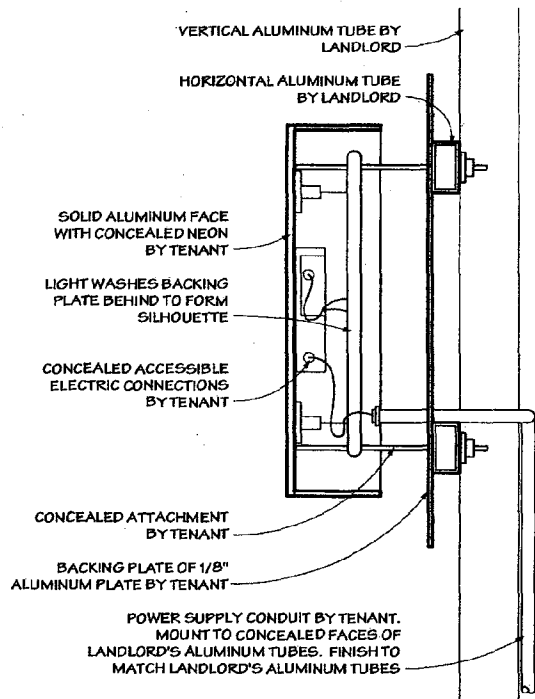
**1 STOREFRONT GRAPHICS ELEVATION - TYPICAL**  
NOT TO SCALE

City Place  
Comprehensive Sign Plan  
March 14, 2003  
Revised August 5, 2004

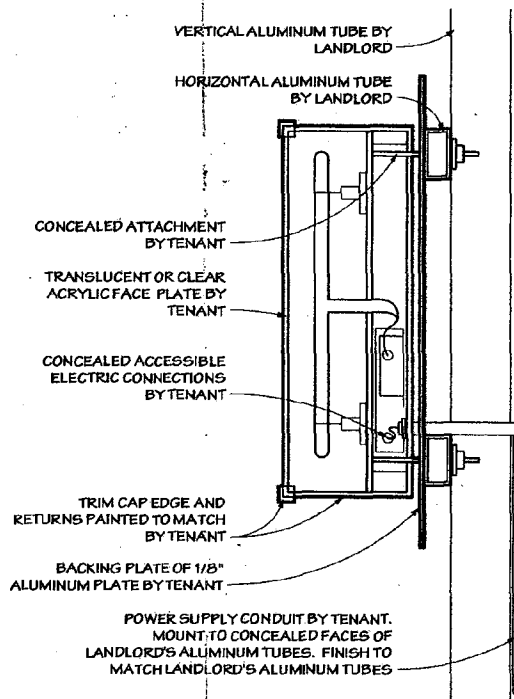


**1 HOURS OF OPERATION**  
 NOT TO SCALE

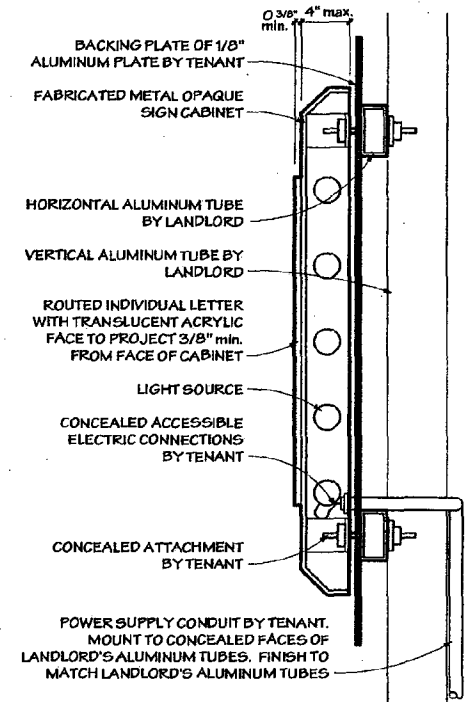
City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004



**1** SECTION AT CHANNEL LETTER - SILHOUETTE LIGHTING  
NOT TO SCALE

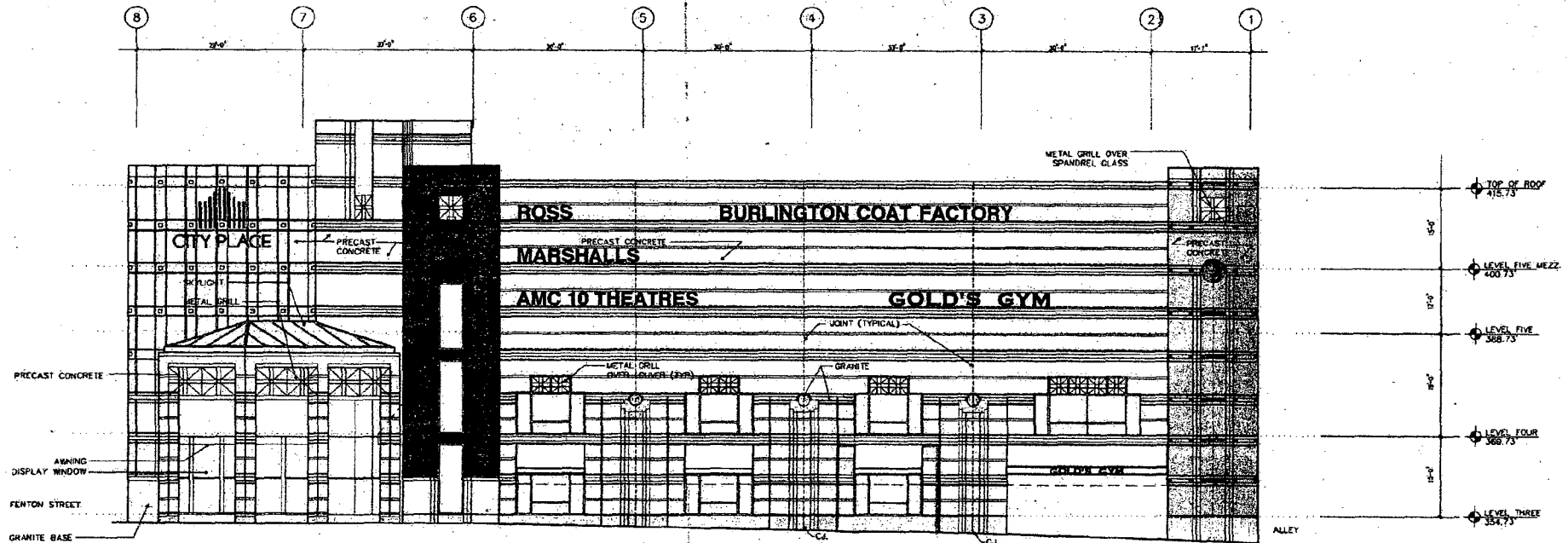


**2** SECTION AT CHANNEL LETTER - ACRYLIC FACE  
NOT TO SCALE



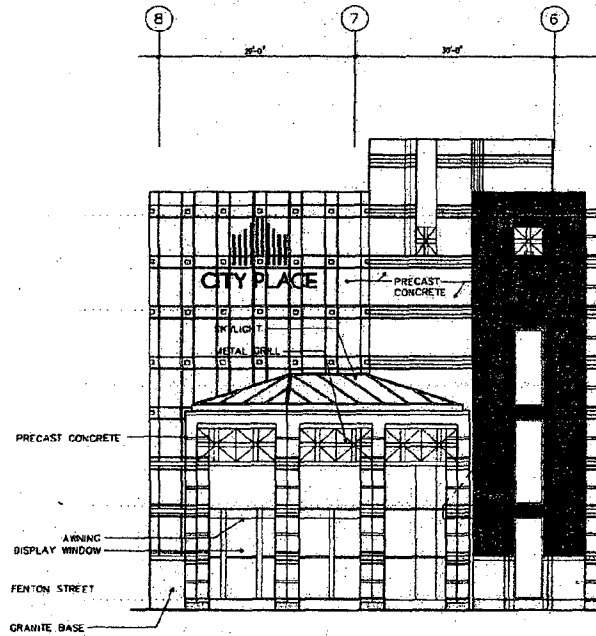
**3** SECTION AT OPAQUE CABINET WITH ACRYLIC PUSH-THROUGH LETTERS  
NOT TO SCALE



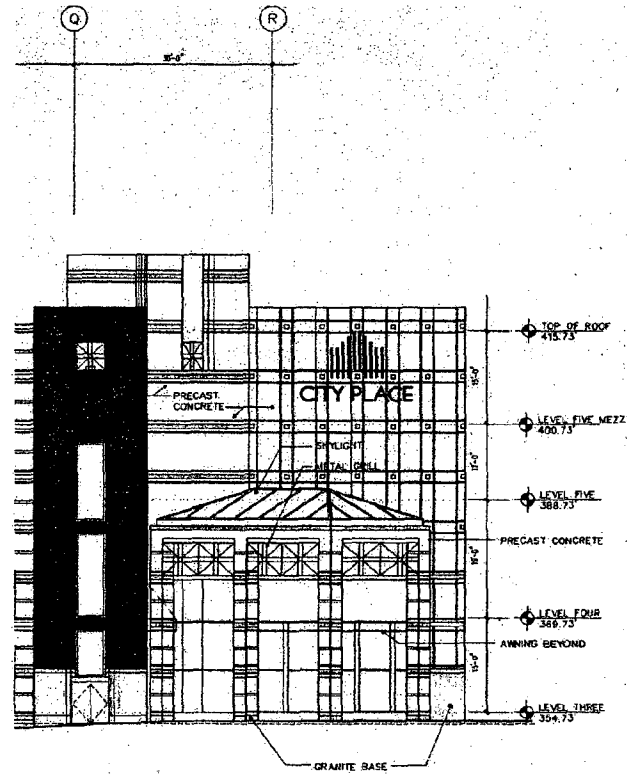


1 EXISTING SIGNAGE -  
 COLESVILLE ROAD ELEVATION  
 NOT TO SCALE

City Place  
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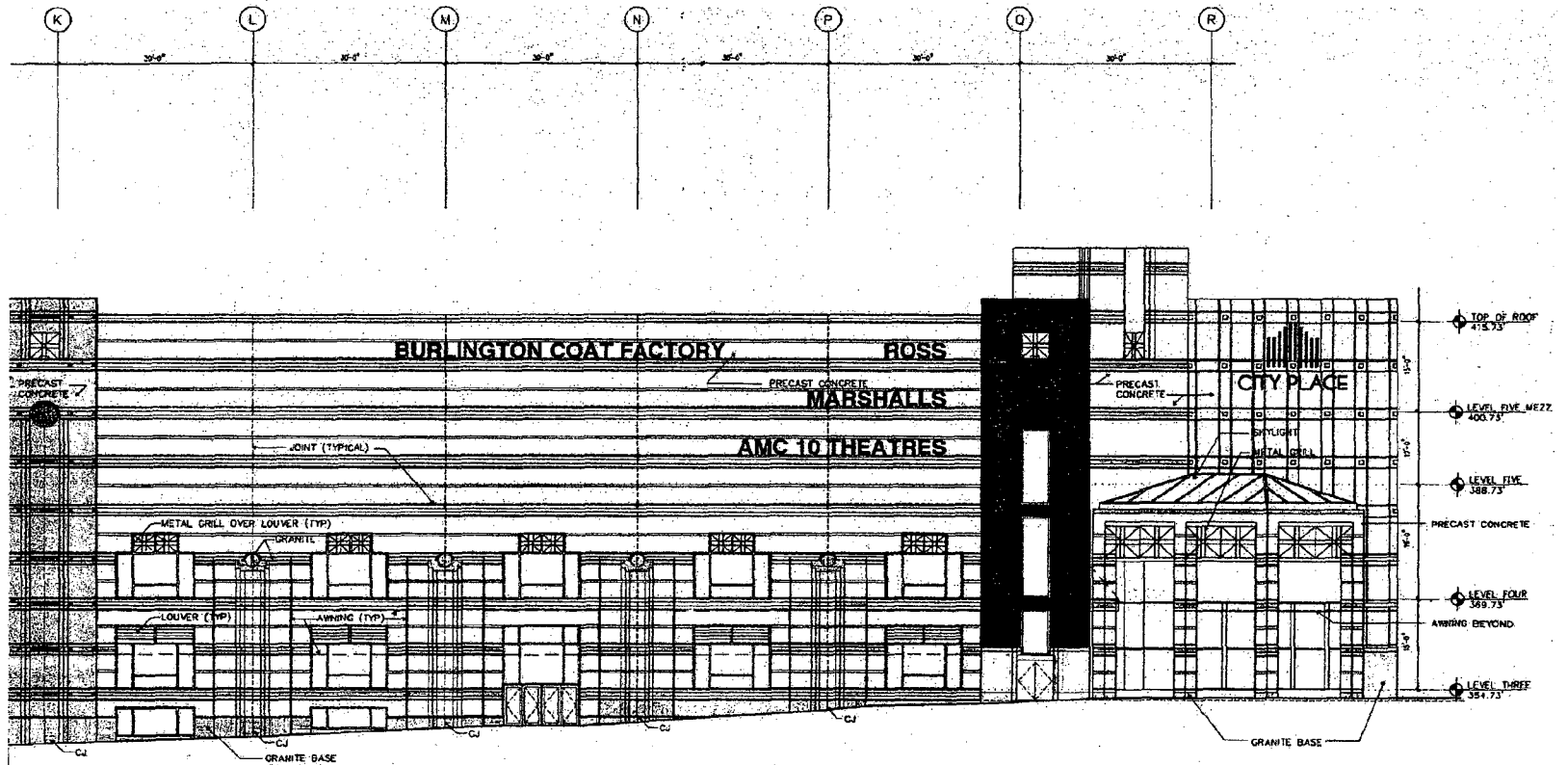


1 EXISTING SIGNAGE - COLESVILLE ROAD/ FENTON ST. CORNER ELEV. NOT TO SCALE



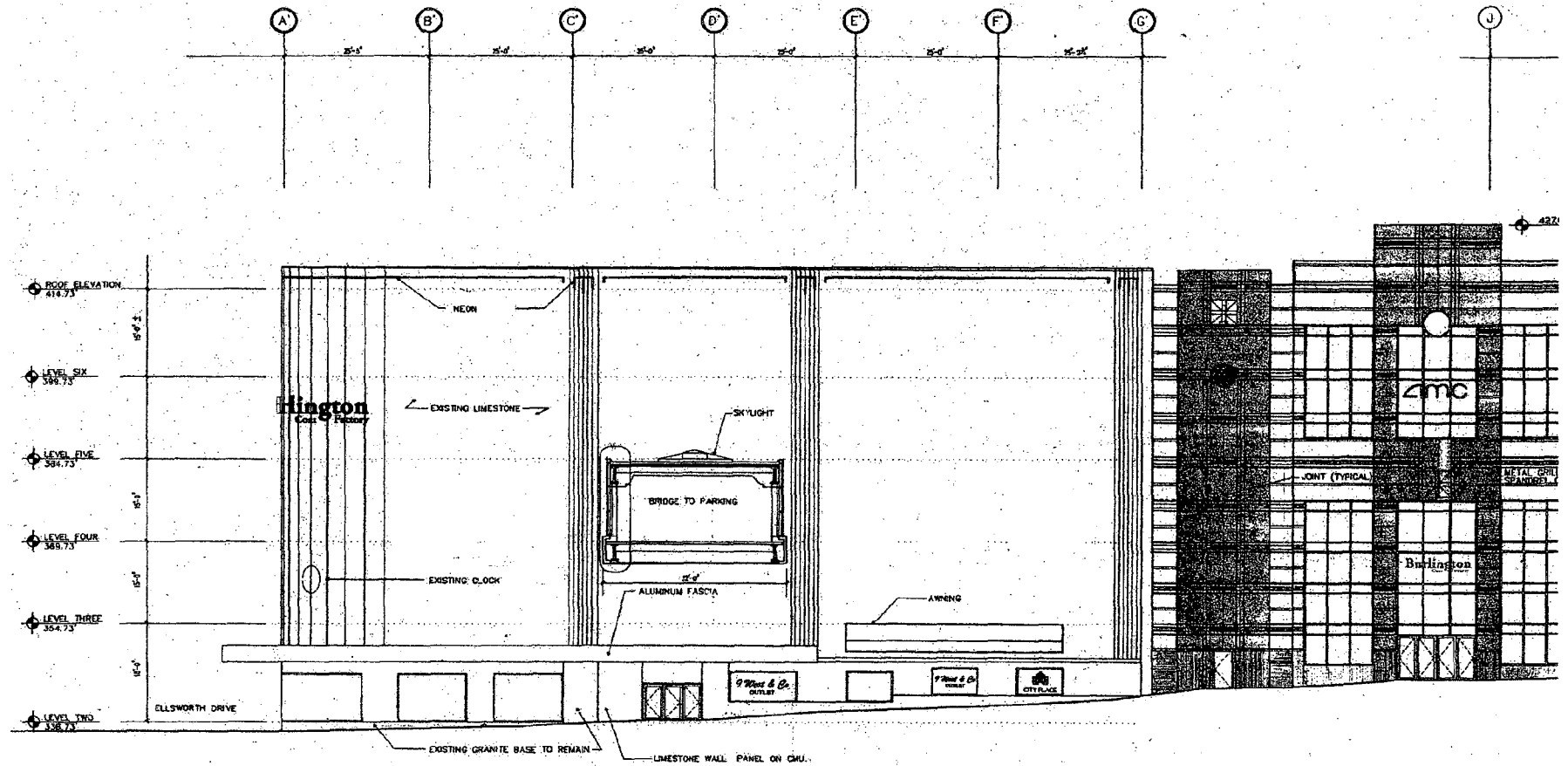
2 EXISTING SIGNAGE - FENTON STREET/COLESVILLE RD. CORNER ELEV. NOT TO SCALE

City Place  
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**EXISTING SIGNAGE -**  
**1 FENTON STREET/COLESVILLE CORNER ELEVATION**  
 NOT TO SCALE

City Place  
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EXISTING SIGNAGE -  
**1** FENTON STREET/ELLSWORTH DRIVE CORNER ELEVATION  
 NOT TO SCALE

City Place  
 Comprehensive Sign Plan  
 March 14, 2003  
 Revised August 5, 2004