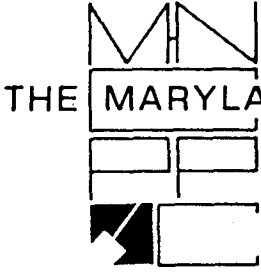


35/14-4-94A 7719 Wisconsin Avenue
Bethesda Theater



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

DATE: 9/29/94

MEMORANDUM

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

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

SUBJECT: Historic Area Work Permit

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

Approved Denied
 Approved with Conditions: _____

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

Applicant: Bethesda Cinema Inc.

Address: 7719 Wisconsin Avenue, Bethesda MD

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

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address: 7719 Wisconsin Avenue	Meeting Date: 9/28/94
Resource: Bethesda Theater	Review: HAWP/Alteration
Case Number: 35/14-4-94A	Tax Credit: No
Public Notice: 9/14/94	Report Date: 9/21/94
Applicant: Bethesda Cinema Inc.	Staff: David Berg
PROPOSAL: Window replacement Install new sign Replace & repair stone and brickwork	RECOMMEND: Approve

BACKGROUND

Designed by noted theater architect John Eberson and built in 1938, the Bethesda Theater is an Art-Deco movie theater complex with blond brick banded at the upper level in black. The building features a marquee topped by a distinctive aluminum tower. The building, previously known as the Bethesda Cinema 'n' Draft House and now as the Theatre Cafe, still retains most of its original appearance. The applicant proposes to restore some key features that were original to the building.

The proposed work consists of both maintenance and some minor alterations to the facade of the theater. The maintenance includes replacing broken glass on the West Elevation, painting the marquee, tower, and front doors, re-pointing the brickwork, and repairing and re-grouting the cast stone caps that are at the top of the brick facade.

The first alteration includes the removal of the existing glass and aluminum mullions from the South Elevation window and replacing them with a single large pane of glass.

The second alteration consists of removing plywood panels at the base of the West and South Elevations and restoring missing marble panels. The replacement marble resemble the original extant marble as close as is possible.

The third alteration includes the removal of a plywood box that exists above the right side West Elevation windows and installing a sign that reads, "Critic's Corner Cafe". The sign will be compatible in design with the Art-Deco style of the theater and will be lit from the back.



STAFF DISCUSSION

Most of the proposed work consists of ordinary maintenance and does not generally require a Historic Area Work Permit. This work includes the re-pointing of brickwork, painting of existing features, replacment of broken glass, and repair of the cast stone caps.

The original design of the theater had large one piece glass window openings on the West and South Elevations. Staff therefore feels that the removal of the mullions from the South Elevation window and the installation of a single large pane of glass is more in keeping with the original design of the structure and is therefore an improvement.

Staff feels that the replacement of the marble base pieces is also an improvement since it will restore a lost original feature to the building facade.

Staff feels that the size, placement, and design of the new sign is in character with the historic resource and will enhance the character of the facade.

Staff has discussed the project with the applicant and has agreed to inspect the mortar to be used for the re-pointing of the brick and the marble pieces prior to installation to insure their compatibility with the historic fabric.

STAFF RECOMMENDATION

Staff recommends that the Commission find the proposal consistent with the purposes of Chapter 24A-(b)3:

The proposal would enhance or aid in the protection, preservation and public or private utilization of the historic site, or historic resource located within an historic district; in a manner compatible with the historical, archeological, architectural or cultural value of the historic site or historic district in which an historic resource is located;

and with 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.

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

APPLICATION FOR HISTORIC AREA WORK PERMIT

TAX ACCOUNT # 51453596

NAME OF PROPERTY OWNER Tenant Bethesda Cinema, Inc. TELEPHONE NO. 301-656-3283
 (Contract/Purchaser) ADDRESS 7719 Wisconsin Ave. Maryland (Include Area Code) 20814

CITY STATE ZIP
 CONTRACTOR To be determined. TELEPHONE NO. To be determined.

PLANS PREPARED BY Placemakers CONTRACTOR REGISTRATION NUMBER _____ TELEPHONE NO. 301-652-7890
 (Include Area Code) REGISTRATION NUMBER To be determined.

LOCATION OF BUILDING/PREMISE
 House Number 7719 Street Wisconsin Avenue
 Town/City Bethesda Election District 7

Nearest Cross Street Middleton Lane

Lot P-1 Block 2 Subdivision Westboro
 Liber 1976 Folio 184 Parcel Book 16 P Lat 836, June 1937.

1A. TYPE OF PERMIT ACTION: (circle one)
 Construct Extend/Add Alter/Renovate Repair Circle One: A/C Slab Room Addition
 Wreck/Raze Move Install Revocable Revision Fence/Wall (complete Section 4) Other Re-glazing

1B. CONSTRUCTION COSTS ESTIMATE \$ 8,000

1C. IF THIS IS A REVISION OF A PREVIOUSLY APPROVED ACTIVE PERMIT SEE PERMIT # N.A.

1D. INDICATE NAME OF ELECTRIC UTILITY COMPANY PEPCO

1E. IS THIS PROPERTY A HISTORICAL SITE? Yes

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

4A. HEIGHT _____ feet _____ inches

4B. Indicate whether the fence or retaining wall is to be constructed on one of the following locations:
 1. On party line/Property line _____
 2. Entirely on land of owner _____
 3. On public right of way/easement _____ (Revocable Letter Required).

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 (agent must have signature notarized on back) _____ Date 9-7-94

APPROVED _____ For Chairperson, Historic Preservation Commission

OISAPPROVED _____ Signature _____ Date _____

APPLICATION/PERMIT NO: 9409070120 FILING FEE: \$ _____
 DATE FILED: _____



SUPPLEMENTAL APPLICATION FOR HISTORIC AREA WORK PERMIT

REQUIRED ATTACHMENTS

1. WRITTEN DESCRIPTION OF PROJECT

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

Art Deco Movie Theaters built in 1938, designed by noted theater architect, John Eberson; features distinctive tower, marquee and banded brick facade. The building covers 90% of the site and is located on Wisconsin Avenue between the commercial district to the West and residential neighborhood to the East. The entire 17,497 sq. ft. site is the environmental setting.

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

The project consists of replacement of glass; broken in a fire and other broken glass. The existing glass and mullions on the South elevation will be replaced with one pane of glass to better resemble the original design. The marquee, pylon, and existing entry doors will be re-painted. The cast stone caps for the walls will be re-grouted, and the brick will be "pointed" in a color to match the existing mortars. A new sign will be provided for the "Critic's Corner Cafe" and the "Theatre Cafe".

2. Statement of Project Content:

Short, written statement that describes:

- a. the proposed design of the new work, in terms of scale, massing, materials, details, and landscaping:

The new work will simply replace existing glass and repair existing brickwork and will have no effect on the scale, massing, details and landscaping. The painted surfaces will be re-painted; but there will be no material changes.

- b. the relationship of this design to the existing resource(s):

No change except for the South elevation where existing glass panels will be removed and replaced with one pane of glass to conform to the original design.

- c. the way in which the proposed work conforms to the specific requirements of the Ordinance (Chapter 24A):

The work to be performed does not change the Historic Preservation Designation Criteria # 1a, b, c, d or 2a, b, c, d, e.

3. Project Plan:

Site and environmental setting, drawn to scale (staff will advise on area required). Plan to include:

- a. the scale, north arrow, and date;
- b. dimensions and heights of all existing and proposed structures;
- c. brief description and age of all structures (e.g., 2 story, frame house c.1900);
- d. grading at no less than 5' contours (contour maps can be obtained from the Maryland-National Capital Park and Planning Commission, 8787 Georgia Avenue, Silver Spring; telephone 495-4610); and
- e. site features such as walks, drives, fences, ponds, streams, trash dumpsters, mechanical equipment, and landscaping.

4. Tree Survey: If applicable, tree survey indicating location, caliper and species of all trees within project area which are 6" in caliper or larger (including those to be removed).

5. Design Features: Schematic construction plans drawn to scale at 1/8" = 1'-0", or 1/4" = 1'-0", indicating location, size and general type of walls, window and door openings, roof profiles, and other fixed features of both the existing resource(s) and the proposed work.
6. Facades: Elevation drawings, drawn to scale at 1/8" = 1'-0", or 1/4" = 1'-0", clearly indicating proposed work in relation to existing construction and, when appropriate, context. All materials and fixtures proposed for 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.
7. Materials Specifications: General description of materials and manufactured items proposed for incorporation in the work of the project.
8. Photos of Resources: Clearly labeled color photographic prints of each facade of existing resource, including details of the affected portions. All labels should be placed on the front of photographs.
9. Photos of Context: Clearly labeled color photographic prints of the resource as viewed from the public right-of-way and from adjoining properties, and of the adjoining and facing properties.

Color renderings and models are encouraged, but not generally required.

Applicant shall submit 2 copies of all materials in a format no larger than 8 1/2" x 14"; black and white photocopies of color photos are acceptable with the submission of one original photo.

10. Addresses of Adjacent 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. If you need assistance obtaining this information, call the Department of Assessments and Taxation, at 279-1355.

1. Name Margaret G.H. Gilece
 Address 6605 Boxford Way
 City/Zip Bethesda, MD 20817
2. Name Beta Corporation c/o Fedder and Gartten, P.A.
 Address 2300 Charles Ctr. SO. 36 SO. Charles St.
 City/Zip Baltimore, MD 21201

6

- 3. Name Alvin J. Steinburg
Address 3538 Raymoor Rd.
City/Zip Kensington, MD 20895

- 4. Name F & H Partnership/Bowis Investment Realty Corp.
Address 974 Millwood Lane
City/Zip Great Falls, VA 22066

- 5. Name Bethesda Place LTD. PTNSHP,
Address 5530 Wisconsin Ave., #1000
City/Zip Chevy Chase, MD 20815

- 6. Name _____
Address _____
City/Zip _____

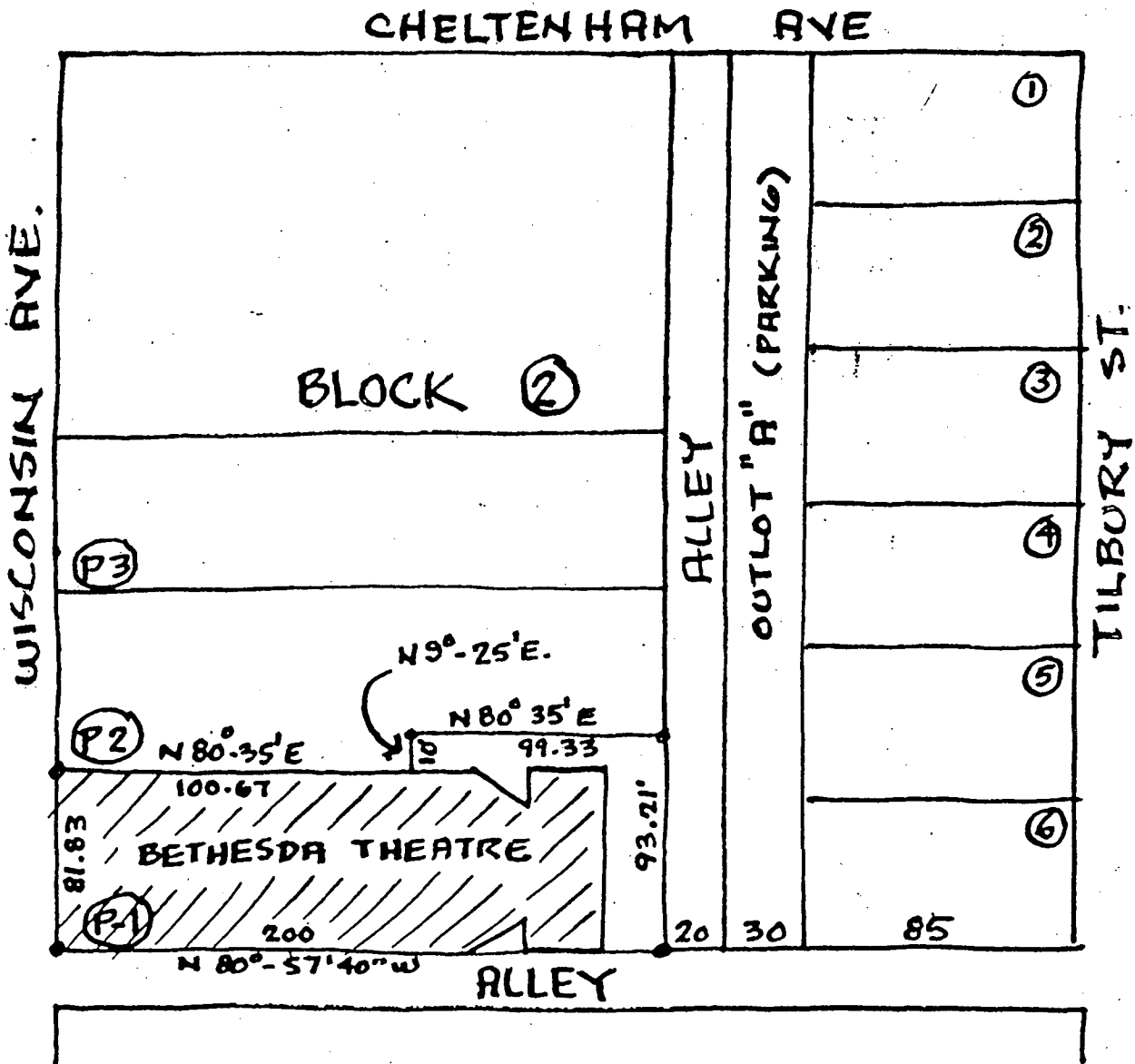
- 7. Name _____
Address _____
City/Zip _____

- 8. Name _____
Address _____
City/Zip _____

1757E

7

BETHESDA THEATRE
 7719 WISCONSIN AVE
 BETHESDA, MD.

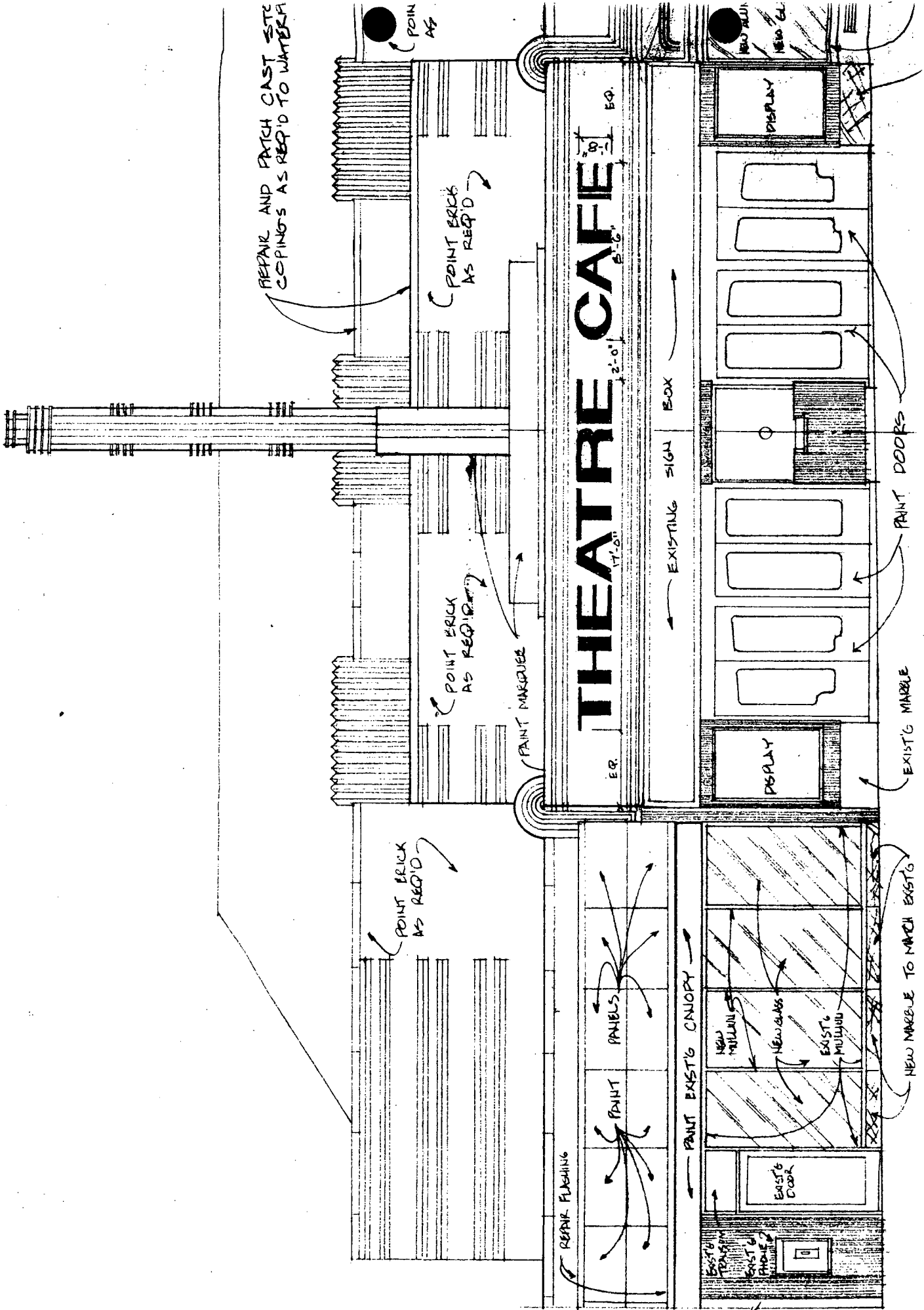


PLOT PLAN
 NOT TO SCALE

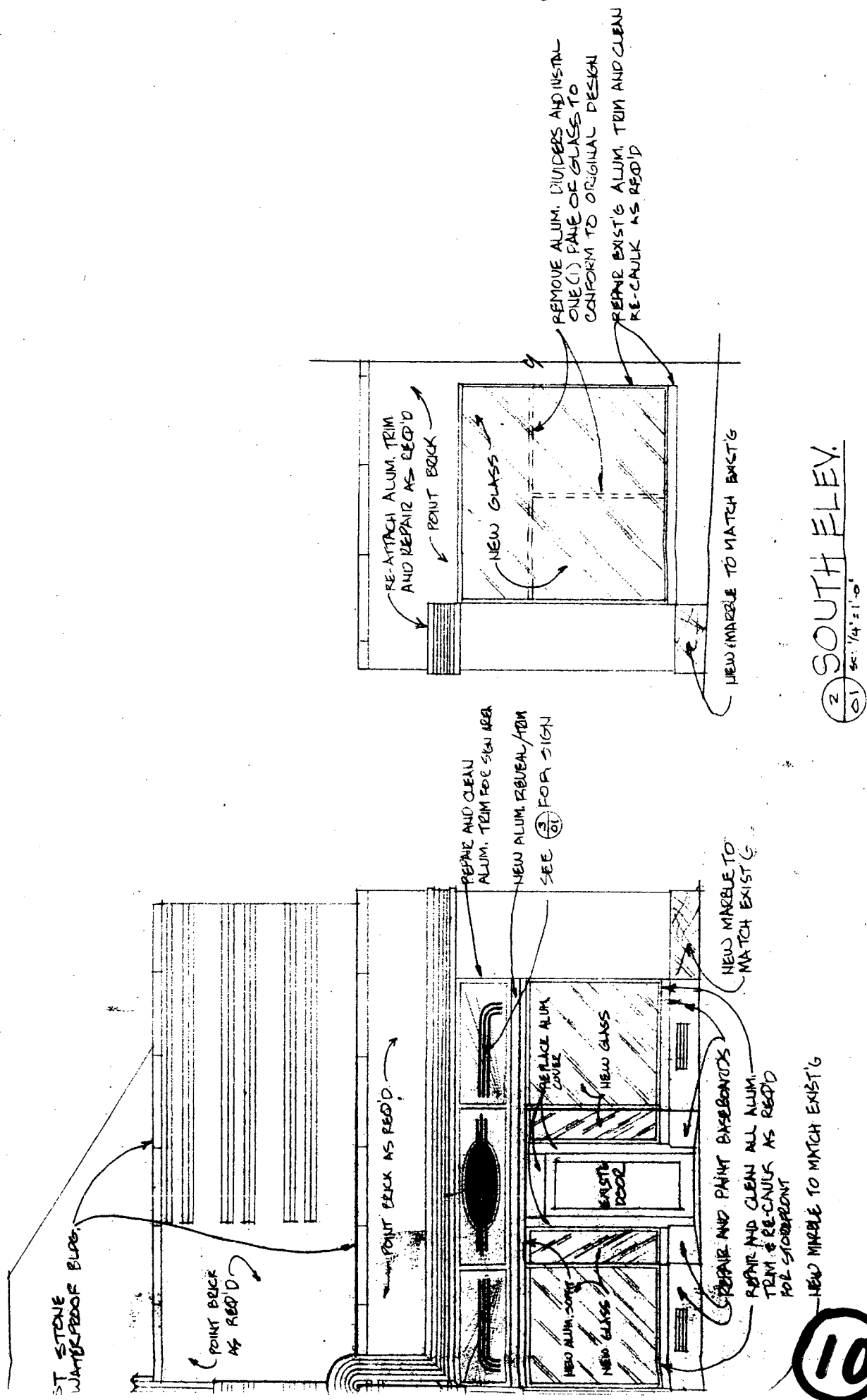
LOT (P-1) - BLOCK ② - WESTBORO SUB DIV.
 COMPOSITE TAKEN FROM MONTGOMERY
 COUNTY DEED BOOKS:

- © BOOK 23 PLAT 1430 DATED JULY 1941
- ℒ BOOK 16 PLAT 836 DATED JUNE 1937

8

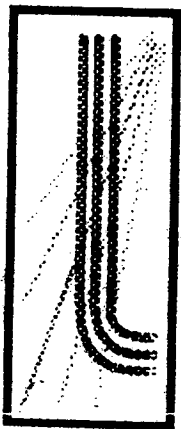
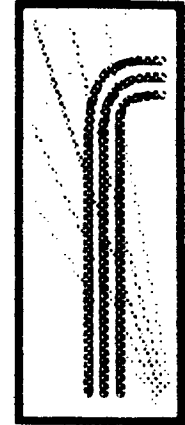


WEST ELEV.



(2) SOUTH ELEY.
 (01) 55: 7/4" x 1'-0"

10

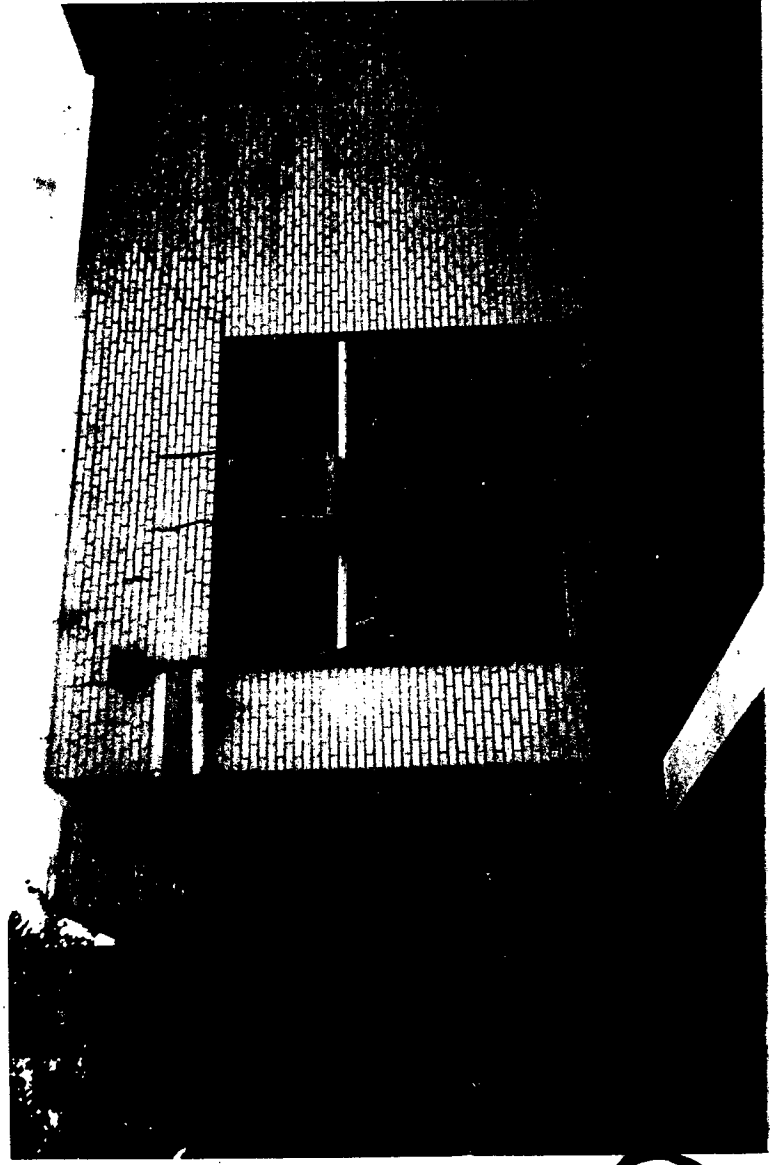


3 SIGN ELEV.
01 sci: Y221-0

11



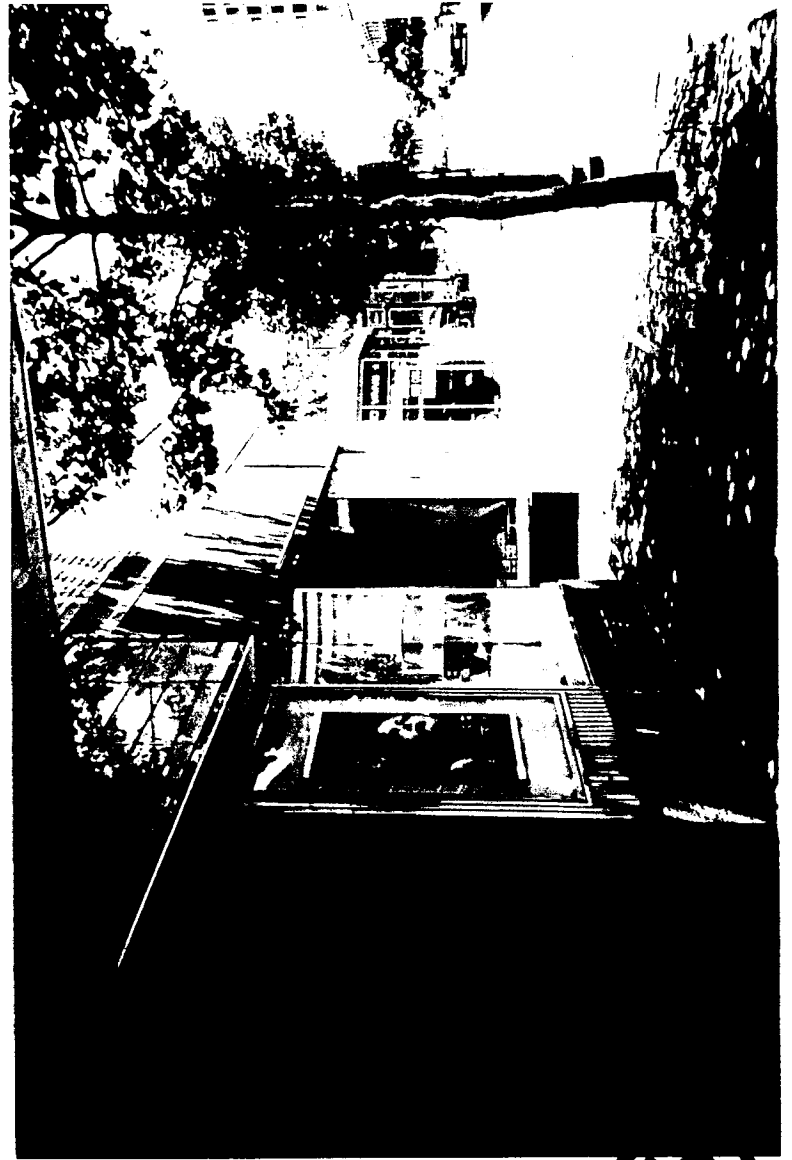
1. Wisconsin View



2. Alley Window



3. Left Side



4. Right Side

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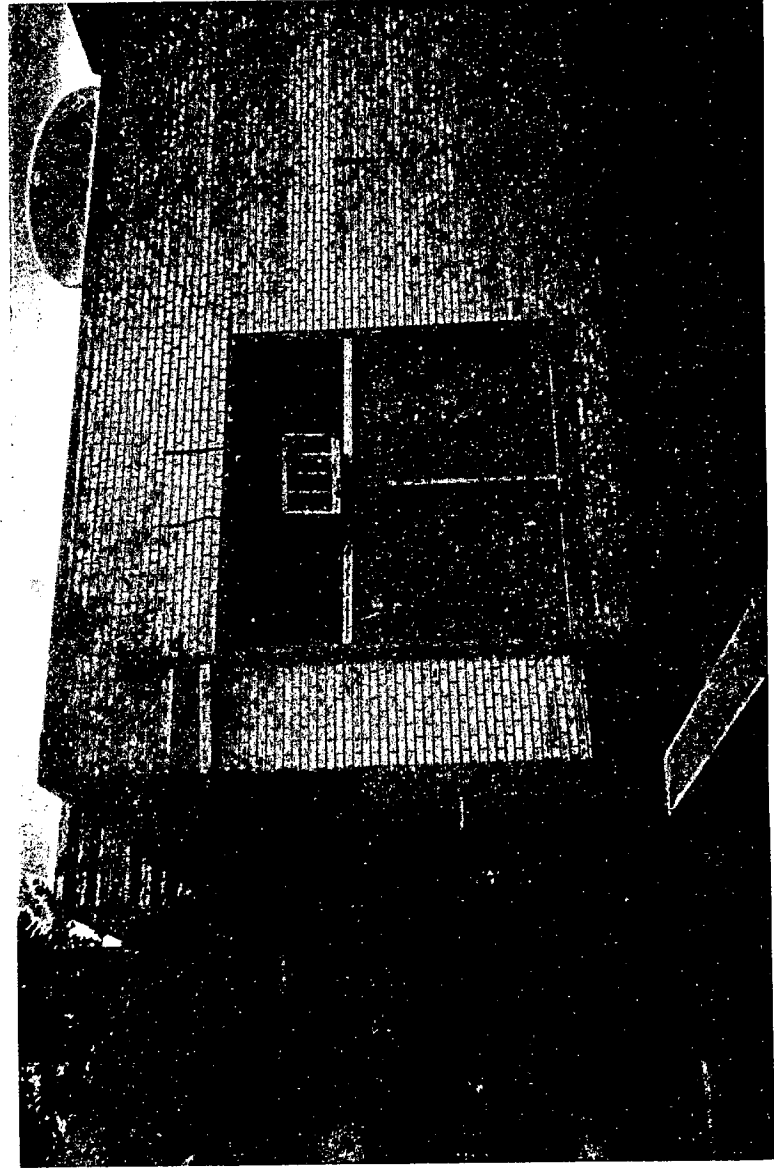
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City/Zip Chevy Chase, MD 20815
6. Name _____
Address _____
City/Zip _____
7. Name _____
Address _____
City/Zip _____
8. Name _____
Address _____
City/Zip _____

1757E



1. Wisconsin View



2. Alley Window



3. Left Side



4. Right Side



3. Left Side



4. Right Side



1. Wisconsin View



2. Alley Window



Historic Preservation Commission

51 Monroe Street, Suite 1001, Rockville, Maryland 20850
217-3625-0370

250 HUNTERBURN DRIVE, ROCKVILLE

APPLICATION FOR HISTORIC AREA WORK PERMIT

TAX ACCOUNT # 751453596

NAME OF PROPERTY OWNER Tenant Bethesda Cinema, Inc. TELEPHONE NO. 301-656-3283
(Contract/Purchaser)

ADDRESS 7719 Wisconsin Ave. Maryland 20814
CITY STATE ZIP

CONTRACTOR To be determined. TELEPHONE NO. To be determined.

PLANS PREPARED BY Placemakers CONTRACTOR REGISTRATION NUMBER _____
TELEPHONE NO. 301-652-7890
(Include Area Code)

REGISTRATION NUMBER To be determined.

LOCATION OF BUILDING/PREMISE

House Number 7719 Street Wisconsin Avenue

Town/City Bethesda Election District 7

Nearest Cross Street Middletown Lane

Lot P-1 Block 2 Subdivision Westboro
Book 23 P Lat 1430, July 1941.
Liber 1976 Folio 184 Parcel Book 16 P Lat 836, June 1937.

1A. TYPE OF PERMIT ACTION: (circle one)

Construct	Extend/Add	Alter/Renovate	<u>Repair</u>	Circle One: A/C	Slab	Room Addition
Wreck/Raze	Move	Install	Revision	Porch	Deck	Fireplace
				Fence/Wall (complete Section 4)	Shed	Solar
					Woodburning Stove	Re-Glazing

1B. CONSTRUCTION COSTS ESTIMATE \$ 8,000

1C. IF THIS IS A REVISION OF A PREVIOUSLY APPROVED ACTIVE PERMIT SEE PERMIT # N.A.

1D. INDICATE NAME OF ELECTRIC UTILITY COMPANY PEPCO

1E. IS THIS PROPERTY A HISTORICAL SITE? Yes

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

4A. HEIGHT _____ feet _____ inches

4B. 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 _____ (Revocable Letter Required).

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

[Signature] Signature of owner or authorized agent (agent must have signature notarized on back) 9-7-94 Date

APPROVED _____ For Chairperson, Historic Preservation Commission

DISAPPROVED _____ Signature [Signature] Date 9/29/94

APPLICATION/PERMIT NO: 44109070120 FILING FEE: \$ _____

DATE FILED: _____ PERMIT FEE: \$ _____

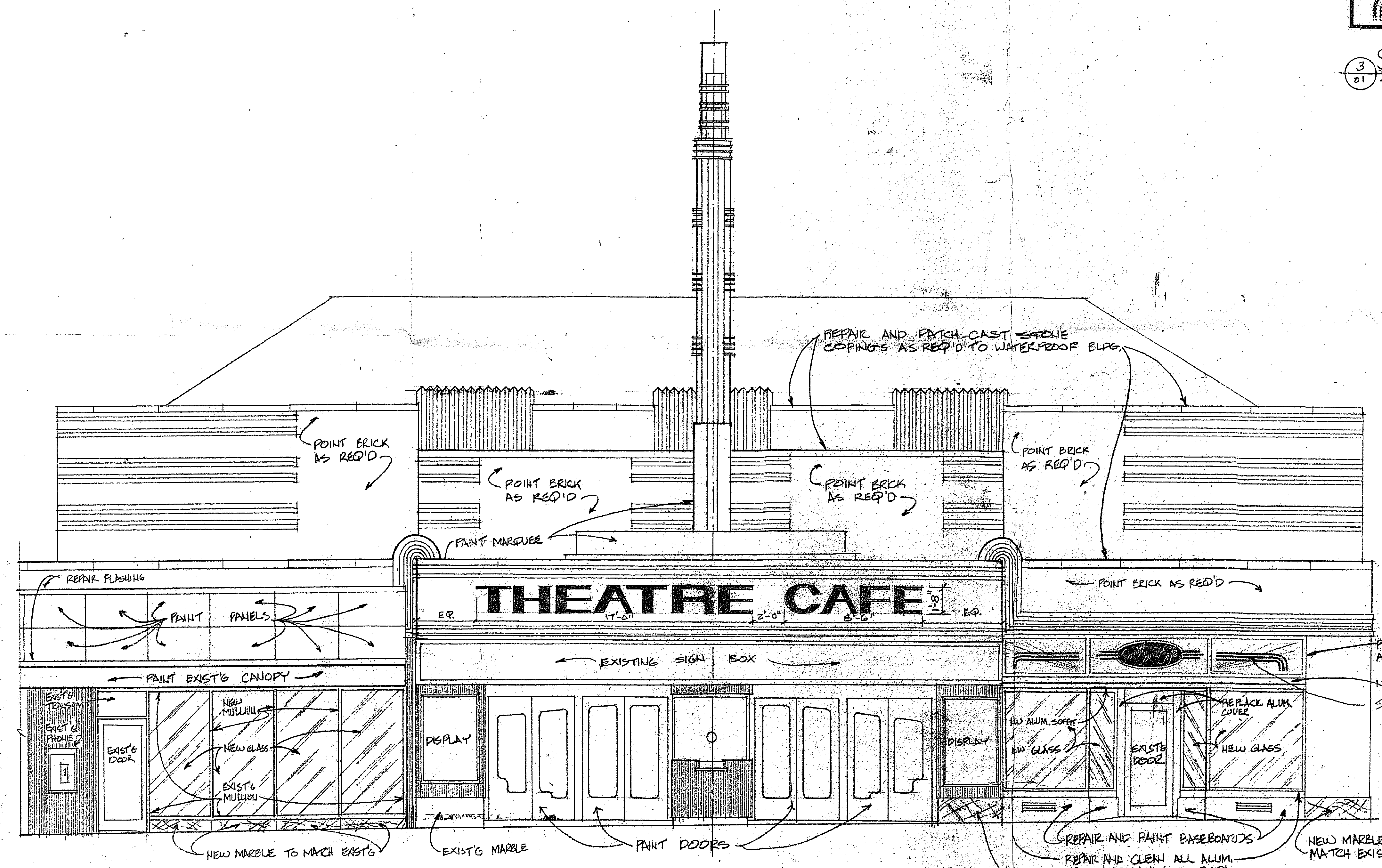
DATE ISSUED: _____ BALANCE \$ _____

OWNERSHIP CODE: _____ RECEIPT NO: _____ FEE WAIVED: _____

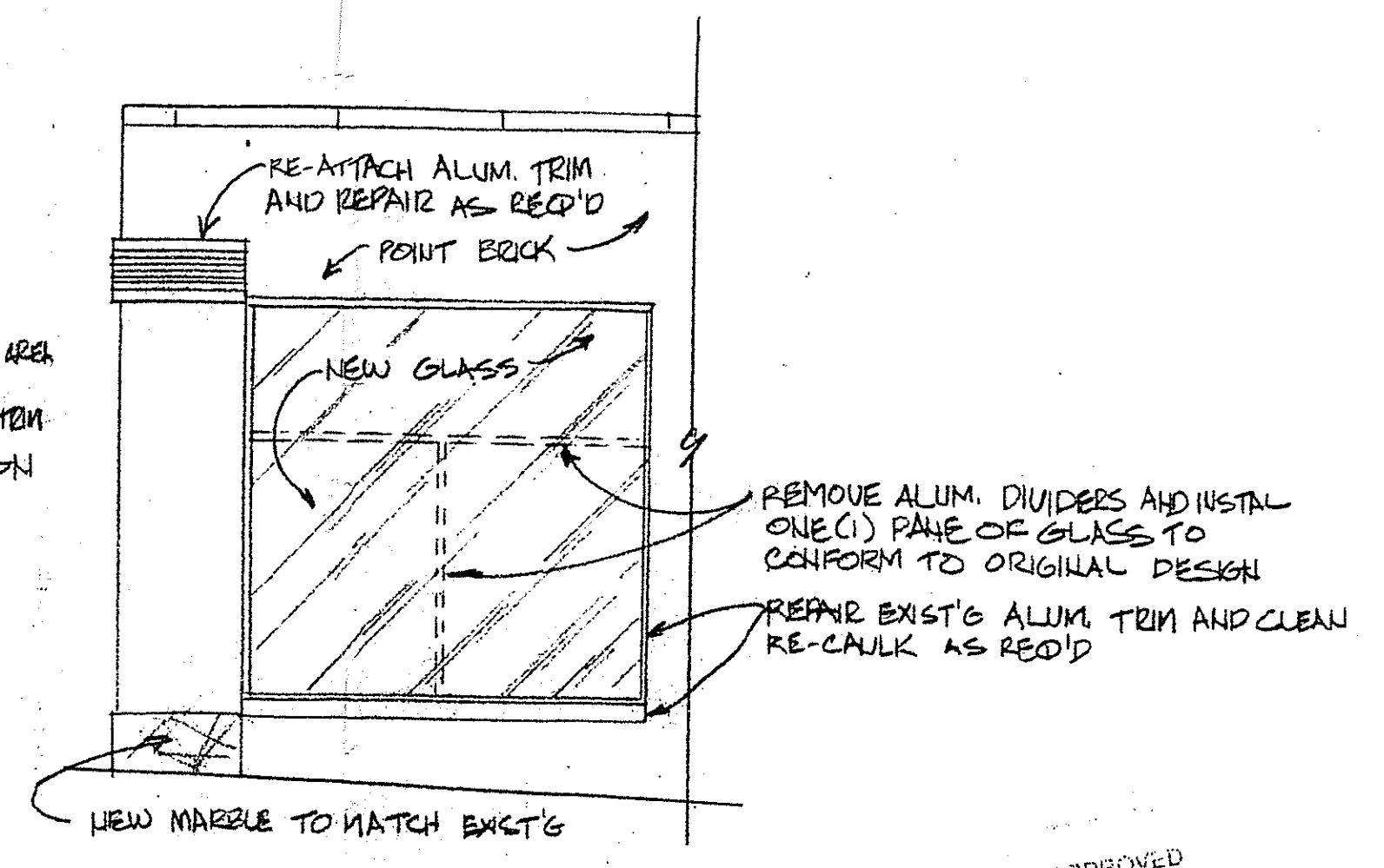
SEE REVERSE SIDE FOR INSTRUCTIONS



3 SIGN ELEV.
SC: 1/2"=1'-0"



1 WEST ELEV.
SC: 1/4"=1'-0"



2 SOUTH ELEV.
SC: 1/4"=1'-0"

APPROVED
Montgomery County
Historic Preservation Commission

BETHESDA THEATRE CAFE	
SCALE: 1/4"=1'-0"	APPROVED BY:
DATE: 9/7/94	DRAWN BY: J.L.W.
FACADE REPAIRS	
PLACEMAKERS DESIGN GROUP	
DRAWING NUMBER 01 OF 01	