

37/03-03DDD 7050 Carroll Avenue
Takoma Park Historic District




THE MARYLAND-NATIONAL CAPITAL PARK & PLANNING COMMISSION

Date: December 18, 2003

MEMORANDUM

TO: Robert Hubbard, Director

FROM: Gwen Wright, Coordinator 
Historic Preservation

SUBJECT: Historic Area Work Permit # 322982

The Montgomery County Historic Preservation Commission (HPC) has reviewed the attached application for a Historic Area Work Permit (HAWP). This application was **APPROVED**. The HPC staff will review and stamp the construction drawings prior to the applicant's applying for a building permit with DPS.

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

Applicant: Leslie Riehl

Address: 7050 Carroll Avenue, Takoma Park, MD 20912

This HAWP approval is subject to the general condition that, after issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant arrange for a field inspection by calling the Montgomery County DPS Field Services Office at 240-777-6210 or online at <http://permits.emontgomery.org> prior to commencement of work and not more than two weeks following completion of work



RETURN TO: DEPARTMENT OF PERMITTING SERVICES
255 ROCKVILLE PIKE 2nd FLOOR, ROCKVILLE MD 20850
7-0777-6370

DPS - #8
10.6

HISTORIC PRESERVATION COMMISSION
301/563-3400

APPLICATION FOR
HISTORIC AREA WORK PERMIT

Contact Person: Leslie Riehl
Daytime Phone No.: 301-270-6070

RECEIVED
OCT 22 2003
Division of Casework Management

Tax Account No.: 13-4247863
Name of Property Owner: Leslie Riehl - tenant Daytime Phone No.: 301-270-6070
Address: 7050 Carroll Ave Takoma Park, MD 20912
Street Number City State Zip Code
Contractor: Sakie Signs Phone No.: see attached
Contractor Registration No.: _____
Agent for Owner: _____ Daytime Phone No.: _____

LOCATION OF BUILDING/PREMISE

House Number: 102 Street: 7050 Carroll Ave.
Town/City: Takoma Park Nearest Cross Street: Tulip Ave.
Lot: _____ Block: _____ Subdivision: _____
Liber: _____ Folio: _____ Parcel: _____

PART ONE: TYPE OF PERMIT ACTION AND USE

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

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: [Signature] Date: 12-18-03
Application/Permit No.: 322982 Date Filed: 10/29/03 Date Issued: _____

SEE REVERSE SIDE FOR INSTRUCTIONS

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

1. WRITTEN DESCRIPTION OF PROJECT

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

- SEE ATTACHED DRAWING & PHOTO
- ALL LETTERS COMPLY WITH TACOMA OLD TOWN ORDINANCE / HISTORIC GUIDELINES
- USES EXISTING LIGHT SOURCE FROM ALL PREVIOUS TENANT SIGNS AS APPROVED WITH BLDG. PERMIT // DISCONTINUOUSLY

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

1. TOTALLY APPROPRIATE TO NEW BUILDING - TERTIARY ASSET - AS DESCRIBED IN ATLAS
2. SAME AS ALL PREVIOUS SIGNS AT SAME LOCATION - SIMPLY NEW NAME ONLY.

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 drieline of any tree 6" or larger in diameter (at approximately 4 feet above the ground), you must file an accurate tree survey identifying the size, location, and species of each tree of at least that dimension.

7. ADDRESSES OF ADJACENT AND CONFRONTING PROPERTY OWNERS

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

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

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

Owner's mailing address	Owner's Agent's mailing address
LESLIE RIEHL STATE FARM INSURANCE 7050 Carroll Ave. Takoma Park, MD 20912	
Adjacent and confronting Property Owners mailing addresses	
- TRAVIS PRICE ARCHITECTS 7050 Carroll Ave Takoma Park, MD 20912	
→ UNIFIED TECHNOLOGIES → ARTFUL FRAMING 7050 Carroll Ave Takoma	
→ BENNY GOODMAN APTS 7044 Carroll Ave.	
→ SAM FITNER - 7054 Carroll Ave.	

Takoma Tower
 7053 Carroll Ave

HISTORIC PRESERVATION COMMISSION STAFF REPORT

Address:	7050 Carroll Ave., Takoma Park	Meeting Date:	12/17/03
Applicant:	Leslie Riehl	Report Date:	12/10/03
Resource:	Non-Contributing Resource Takoma Park Historic District	Public Notice:	12/03/03
Review:	HAWP	Tax Credit:	None
Case Number:	37/03-03DDD RETROACTIVE	Staff:	Anne Fothergill
PROPOSAL:	Sign installation	RECOMMEND:	Approval

PROJECT DESCRIPTION

SIGNIFICANCE: Non-Contributing Resource in the Takoma Park Historic District
STYLE: Modern
DATE: c. 1985-1989
7050 Carroll Avenue is a modern commercial building in the Old Town section of Takoma Park. It was built approximately 15 years ago. The new sign was installed a few months ago when the new tenant, State Farm, moved in to the commercial space.

PROPOSAL

The applicant is seeking retroactive approval of the State Farm sign that was already installed on this commercial building. The sign is 8' wide and 21 inches tall. The sign was placed under an existing awning and the sign/awning design matches the other parallel sign on the building. Both signs on the building (State Farm and the other tenant to the right) are neon light signs mounted on a painted black plywood background. See Circles 6 + 7 .

STAFF DISCUSSION

It is never optimal when the HPC must review a retroactive Historic Area Work Permit application. Unfortunately this situation appears to be a breakdown in communication by DPS. The applicant applied for a sign permit almost a year ago but wasn't advised until 10 months later that a HAWP was required.

This sign is on a Non-Contributing Resource, is virtually identical to the other sign on this building, does not adversely affect the District, and was approved by the Takoma Park Façade

Advisory Board (see Circle 10). The sign is in compliance with the Takoma Park *Guidelines* which state: "Signage materials shall be in harmony with the rest of the façade materials...Signs shall be placed where they conceal the least amount of architectural detail...Signs may be a maximum of thirty (30) inches high..." (see Circles 11 + 12). It is for all these reasons that staff recommends retroactive approval of this sign.

STAFF RECOMMENDATION

Staff recommends that the Commission **approve** the HAWP application as being consistent with Chapter 24A-8 (b) 2:

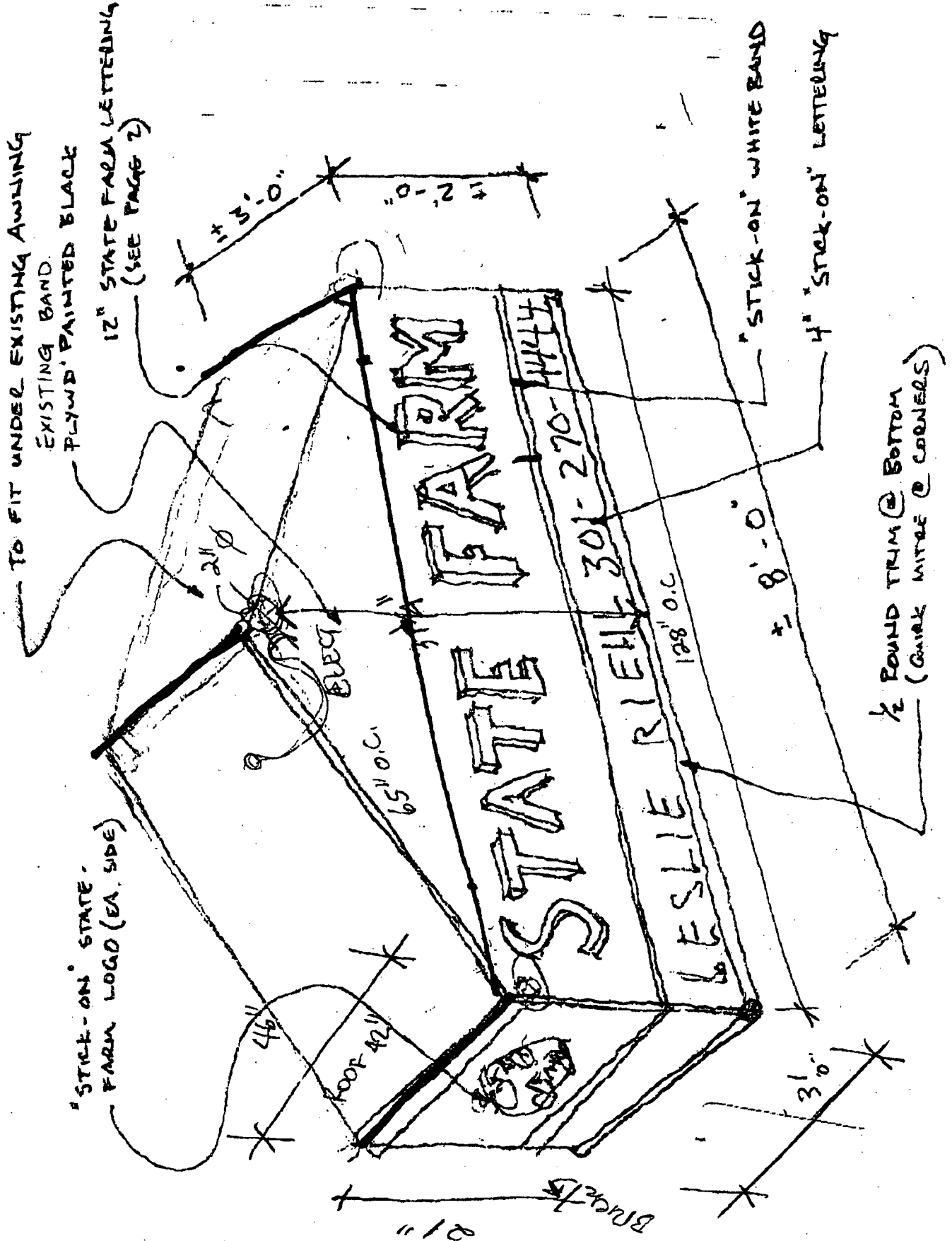
The proposal is compatible in character and nature with the historical, archeological, architectural or cultural features of the historic site or the historic district in which an historic resource is located and would not be detrimental thereto or to the achievement of the purposes of this chapter,

and with the general condition applicable to all Historic Area Work Permits that **the applicant will present 3 permit sets of drawings to HPC staff for review and stamping prior to submission for permits (if applicable)**. After issuance of the Montgomery County Department of Permitting Services (DPS) permit, the applicant will arrange for a field inspection by calling the DPS Field Services Office at (240) 777-6370 or online at www.permits.emontgomery.org prior to commencement of work and not more than two weeks following completion of work.

SEP- 3-58 SAT 20:54

Designed by Lewis Price

P.02



P r o p o s a l

Sakie Signs & Displays

Neon Specialist

13413 Dauphine St.

Silver Spring, Maryland 20906

(301) 942-4367

sakie@hotmail.com

To: Travis Price Architect
7050 Carrol Avenue
Takoma Park, Md. 20912
Phone: 301.270.9222
Fax: 301.270.4209

Attn: Allen
Approved By:
Sales: Sakie
Date: March 26, 2002
Invoice#: 00009

We here by submit specifications and estimates for:

6.02.35p

To fabricate and install one (1) sign to fit under existing awning, using existing structure. Signage to be made of MDO plywood background painted black with returns on each side.

- "STATE FARM" to be individual aluminum channel letters illuminated with single stroke neon with red plastic face, mounted on a plywood background. Transformer will be in the raceway behind the plywood.
- "LESLIE RIEHL 301-270-4444" to be made of white die cut vinyl letters.
- Each side of sign return to have the State Farm logo.

All for the total sum of \$2,540.00

*Electrical to sign location by others

*Permit fee and permit service fee not included in price.

A 50% deposit is required at the agreement of job and the rest to be paid at finish of job. (See below)

Authorize Signature

Please carefully proofread each sketch and send back approval signature. A

50% deposit is required on all orders before production begins. \$1270.00

Customer signature _____ Date _____

(6) The width of front valance of awnings should not exceed one foot (1'-0") and size of stripping at one foot (1'-0") maximum.

(7) Rigid or fixed awnings, sun screens, or permanent canopies are not permitted on any portion of the building front, i.e., wooden shingle mansard awnings.

(8) Signs, symbols or designs painted or sewn onto awnings are permitted.

(9) If graphics are to be placed on an awning, they should be on the awning valance and centered over the storefront.

6. SHOPFRONTS

(a) A shopfront as a part of the building facade shall be defined to include: the building face, porches, the entrance area leading to the door, side-lights, transoms, display platforms, devices including lighting and signing designed to be viewed from the public right-of-way and/or the areas visible to the public prior to entering the interior portion of the structure.

(b) General Provisions.

(1) Shopfronts, entrances, signs, lighting, sun protection, porches, security grilles, etc., shall be compatible, harmonious, and consistent with the original scale and character of the structure.

(2) All extraneous and unused hardware, signing, and equipment shall be removed.

(3) All broken, rotten, or damaged elements shall be removed and replaced with elements that are harmonious with the design of the building and with the neighborhood.

(4) Textured or colored glass and ribbed or patterned metal are not permitted as acceptable replacement materials for shopfront windows.

(5) At such time as sign panels covering or replacing shop cornices are removed or deemed to need replacement, they shall be taken down and the cornice restored.

(6) Grates, bars, and grilles shall be designed so as to be as inconspicuous as possible. They shall be kept painted and free of rust. In all cases they shall be kept open during the normal daylight business hours of the community. Non-metal grilles and screens shall be prohibited. Enclosures and housings for security grilles and screens shall be as inconspicuous as possible and shall be compatible with the design of the shopfront.

(7) Solid or permanently enclosed or covered shopfront windows shall not be permitted. Where the window treatment of the first floor is to be modified, such that the window openings will be made smaller, these new openings will not be smaller in size than the openings of the second or third floor windows of the subject structure.

7. SIGNS

(a) Signage materials shall be in harmony with the rest of facade materials and be easily maintained, such as: treated fabric; natural or painted wood; metal; cut-out letters of metal, wood, or plastic; and individual painted letters.

(b) Signs should be placed where they conceal the least amount of architectural detail.

(c) Signs may be a maximum of thirty (30) inches high and project not more than eight (8) inches from the outside face of the exterior wall. All signs shall be designed to be harmonious with the design of the building facade and the neighboring structures. The maximum allowable sign area shall be two times the frontage of the building in feet.

(d) Lettering applied to ground floor show windows or entrance doors shall not exceed three (3) inches in height and the text limited to identification of the business. Signs identifying the occupant shall be permitted at rear entrance doors but shall not exceed six (6) square feet in size and shall be nonluminous.

(e) Signs may be painted on the inside surface of the shopfronts but must be designed to be compatible with the design of the entire facade. Signs painted on the facade or on the inside glass should be limited to lettering no greater than six (6) inches in height. When these signs are the only identifying sign for the property, they can use twelve (12) inch lettering. These signs shall not exceed twenty-percent of the area of the shopfront window.

(f) Non-illuminated secondary signs shall be permitted for the identification of commercial tenants occupying the upper floors of a building. Such signs shall not project any higher than the entry door lintel to the building. These signs shall be designed to be harmonious with the facade of the building.

(g) "Temporary" signs may be displayed within shopfront windows provided that these signs are not larger than one-fourth the square footage area of the window in which they are displayed and are on display not more than 30 consecutive days.

(h) Only signs identifying the business on the premises shall be permitted.

(i) When the rehabilitation work is undertaken on building fronts, all new flat signs will be erected parallel to the face of the building and shall be incorporated in the design of the shopfront. If the shopfront design includes a cornice, the sign shall be incorporated in the cornice design or shall be placed in the shop window. If a shopfront cornice is not used, the sign shall be placed either in the shop window or on the portion of the building facade above the shop window and below the sill of the second floor windows.

(j) Flat signs may not be luminous but may be illuminated by any acceptable method listed below in the Lighting section.

(k) Flashing or moving signs other than barber poles shall not be permitted.

(l) Rooftop signs, above the parapet of the building, billboards, or outdoor advertising signs painted or mounted on the buildings shall not be permitted.

(m) No signs will be permitted to be mounted at right angles to the face of the building except those which illustrate graphically or in a logo form the business within, e.g., scissors for haircutters and Boar's head for Boar's Head restaurant.

(n) No signs painted on buildings will be permitted.

8. LIGHTING

(a) Exterior lighting shall be limited to lighting fixtures designed to be in harmony with the character of the buildings and the Takoma Old Town streetscape design theme. Such fixtures shall be mounted in the entrance ways and on the front facade of the building. Flood

Fothergill, Anne

From: Leslie Riehl [leslie.riehl.hye4@statefarm.com]
Sent: Thursday, November 13, 2003 3:57 PM
To: Fothergill, Anne
Subject: Agenda

Anne-

Please schedule me for the December 17th agenda.

Thank you,

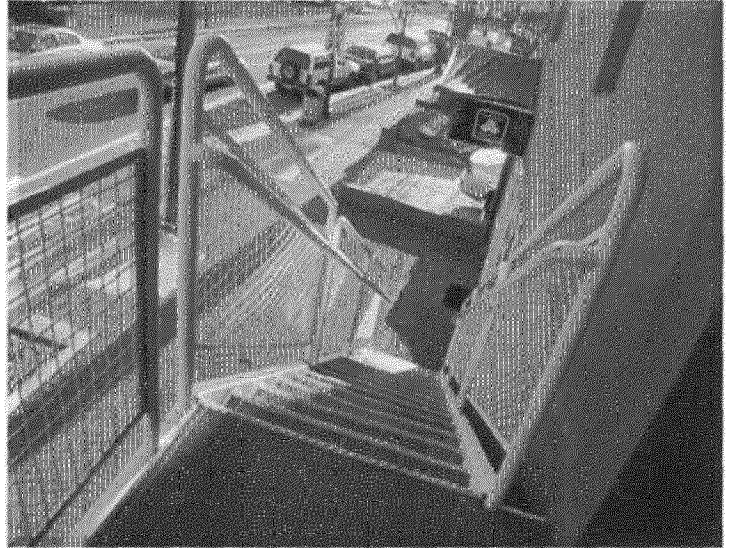
Leslie

Leslie Riehl, Agent
State Farm Insurance Companies
Providing Insurance and Financial Services
7050 Carroll Ave
Takoma Park, MD 20912
301-270-6070

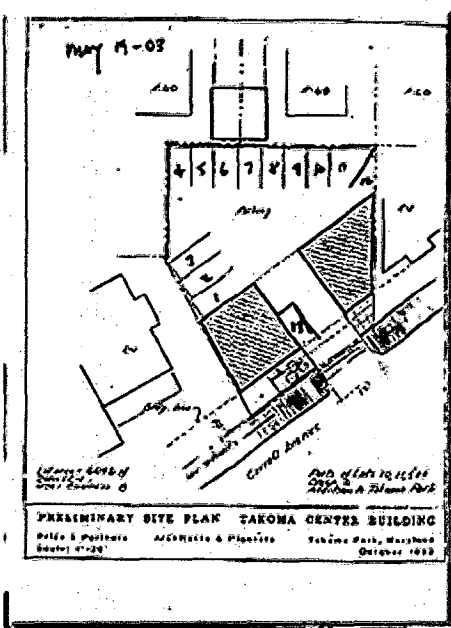
LESLIE RIEHL - State Farm Signage



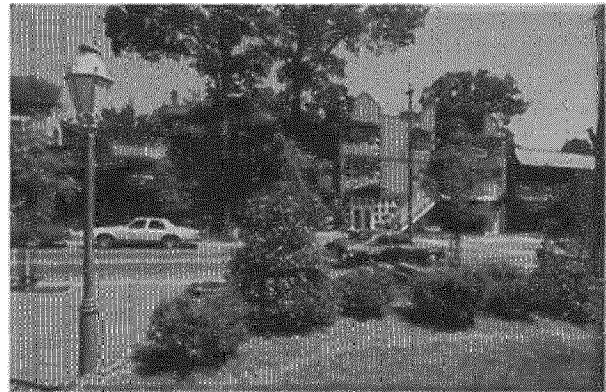
Oct 2003



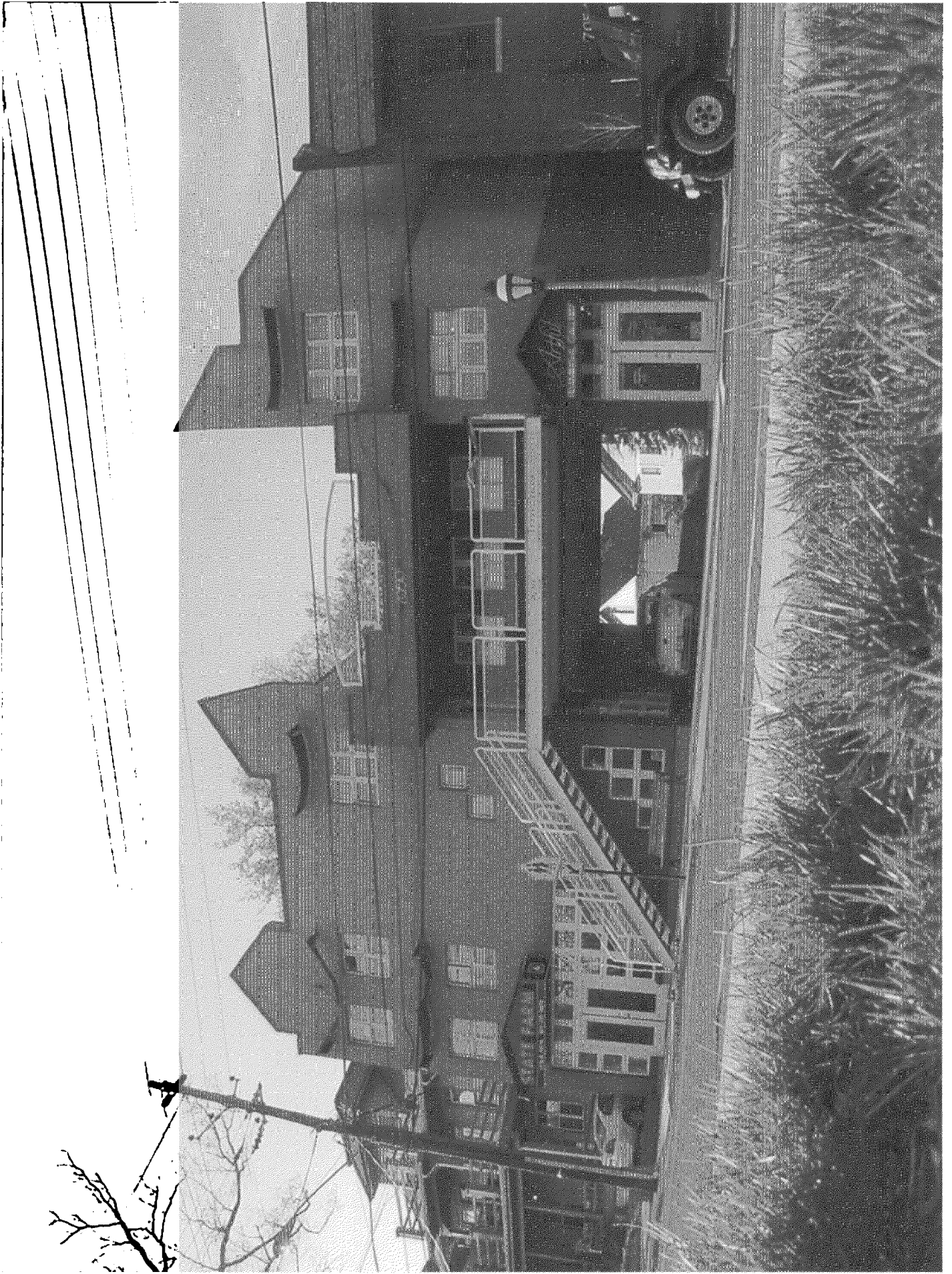
Oct 2003



Oct 2003



Oct 2003



Fothergill, Anne

From: Moran, Mark [Mark.Moran@montgomerycountymd.gov]
Sent: Wednesday, December 17, 2003 10:38 AM
To: Fothergill, Anne
Subject: RE: HPC 37/03-03DDD 7050 Carroll Avenue

-----Original Message-----

From: Fothergill, Anne [mailto:Anne.Fothergill@mncppc-mc.org]
Sent: Wed 12/17/2003 9:47 AM
To: Sara Daines
Cc: Moran, Mark
Subject: RE: HPC 37/03-03DDD 7050 Carroll Avenue

Ann Fothergill:

The sign was erected without a sign permit from Montgomery County over a year ago. That is why I am involved in this issue. A Notice of Violation and a \$500.00 Civil Citation was issued to Leslie Riehl. She was found not guilty in District Court because she told the Judge that she had submitted the application and was just waiting for approval. She admitted not having a permit at the time of the trial. Our position was that the judge must have been confused or mis-heard the defendant so the County Attorney's Office submitted a request for reconsideration which was denied by the same judge. Since citations are for the day they were issued only I can and plan to issue additional citations if the permit is denied by HPC. Otherwise I will insure that a County Permit is obtained. Please let me know the results of the hearing. Thanks.

Mark Moran

Investigator

Fothergill, Anne

From: Leslie Riehl [leslie.riehl.hye4@statefarm.com]
Sent: Monday, December 08, 2003 12:43 PM
To: Fothergill, Anne
Subject: RE: Historic Preservation Commission

Anne,

Here's what I have thus far...

- 1) the height of the sign is 21" high
- 2) I'm checking with the previous landlord to see if he has any photos of the previous signs.
- 3) The Artful Framing sign is also neon and lit just like mine.
- 4) I have not obtained a sign permit from DPS. I completed an application January 2003. I wasn't advised until 10/22/03 by DPS that I need to complete an application from HPC and receive approval from HPC first before DPS can approve the permit. My pending permit number with DPS is 322982. I want to make it clear that I had been in contact with DPS about a dozen times in ten months and October 22nd was the first I had been advised to contact the HPC.

Is there any other information you need to help support my case? Thanks!

Leslie

Leslie Riehl, Agent
 State Farm Insurance Companies
 Providing Insurance and Financial Services
 7050 Carroll Ave
 Takoma Park, MD 20912
 301-270-6070

-----Original Message-----

From: Anne.Fothergill@mncppc-mc.org [mailto:Anne.Fothergill@mncppc-mc.org]
Sent: Monday, December 08, 2003 12:08 PM
To: Leslie Riehl
Subject: Historic Preservation Commission

hi--I am working on the staff report for your sign and needed some clarification...

- 1) In your sign design it is hard for me to read the height of the sign. I see that is is 8 feet wide but I can't read the height measurement.
- 2) You mentioned that the previous tenant had generally the same sign (materials, dimensions, lighting), any chance you have any photos of that?
- 3) Is the Artful Framing sign also lit like yours?
- 4) And finally you mentioned that you were able to get a building permit for the sign--is that right? And in that process DPS did not mention that you needed a Historic Area Work Permit at that time?

I just have to put all this detail in my report, so thanks in advance for your reply. And so you know, the Takoma Park Facade Advisory Committee is meeting tonight and will discuss your sign.

12/17/2003

City of Takoma Park, Maryland

HOUSING AND
COMMUNITY DEVELOPMENT

TELEPHONE 301-891-7119
FAX 301-270-4568



7500 MAPLE AVENUE
TAKOMA PARK, MD 20912

10 December 2003

Ms. Susan Velasquez, Chair
Historic Preservation Commission
1109 Spring Street, Suite 801
Silver Spring, Maryland 20910

RE: HPC Case No. 37/03-03DDD Retroactive
7050 Carroll Avenue, Takoma Park

Dear Ms. Velasquez:

The Takoma Park Facade Advisory Board met on Tuesday, December 9, 2003, to review the retroactive HAWP application submitted by the owner of 7050 Carroll Avenue. While we regret the limited opportunity our Board and the Historic Preservation Commission have had to comment on the sign prior to its installation, we found the sign to be in general conformance with the design guidelines developed for the Old Town/Takoma Junction area.

The sign neither "obscures nor detracts" from architectural details of the building. Its "simple and straightforward design" emphasizes the stark lines of the structure. Had the Board had the opportunity to work with the owner, our members would have addressed their concerns regarding the type, height and size of font used on the sign before its installation. Overall, the sign met with the general approval of the Facade Advisory Board.

We look forward to working with the Commission and its staff to improve our business community's awareness of the importance of preserving the architectural character of the Takoma Historic Preservation District and, as is evidenced in this particular situation, of the need to obtain a Historic Area Work Permit Review prior to the installation of a sign or the modification of a storefront.

Sincerely,

John Urciolo
Chair, Takoma Park Facade Advisory Board

CC: Anne Fothergill, Historic Preservation Planner