

PUBLIC HEARING
(PRELIMINARY) DRAFT

AMENDMENT TO THE
MASTER PLAN FOR HISTORIC PRESERVATION
IN MONTGOMERY COUNTY, MARYLAND

PERPETUAL BUILDING ASSOCIATION BUILDING, #36-56

An amendment to the *Master Plan for Historic Preservation*; being also an amendment to the *Silver Spring CBD Sector Plan (1993, amended 2000)*; and an amendment to the *General Plan for the Physical Development of the Maryland-Washington Regional District within Montgomery County, Maryland*.

Prepared By:

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760
January 2008

Reviewed By:

THE MONTGOMERY COUNTY EXECUTIVE
(Date to be Established)

Approved By:

THE MONTGOMERY COUNTY COUNCIL
(Date to be Established)

ABSTRACT

TITLE: Public Hearing (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation*: Perpetual Building Association Building

AUTHOR: The Maryland-National Capital Park and Planning Commission

SUBJECT: Public Hearing (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation*: Perpetual Building Association Building

DATE: January 2008

PLANNING AGENCY: The Maryland-National Capital Park and Planning Commission

SOURCE OF COPIES: The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

ABSTRACT: This document contains the text, with supporting maps, for an amendment to the *Master Plan for Historic Preservation in Montgomery County*, being also an amendment to the *Silver Spring CBD Sector Plan (1993, amended 2000)*; and an amendment to the *General Plan (On Wedges and Corridors) for the Physical Development of the Maryland- Washington Regional District Within Montgomery and Prince George's Counties*. This amendment recommends designation of one individual site on the *Master Plan for Historic Preservation*, thereby extending to it the protection of County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

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MASTER PLAN AMENDMENT PROCESS

Master Plans provide policy guidance concerning the private and public use of land, for use and reference by private landowners, public agencies, and interested parties generally. Every master plan amendment also amends the General Plan for Montgomery County. The process of initiation, review, and adoption of amendments is generally as follows:

Public Hearing (Preliminary) Draft Amendment

This document is a formal proposal to amend an adopted master plan. It is prepared by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission. Before proceeding to publish a final draft of the amendment, the Planning Board must hold a public hearing. After the close of the record of this public hearing, the Planning Board holds an open worksession to review the testimony, and to determine whether to make any revisions to the Public Hearing (Preliminary) Draft.

Planning Board (Final) Draft Amendment

This document contains the Planning Board's final recommendations. It is transmitted to the County Council for review. In addition, the County Executive is sent a copy and has sixty days in which to provide comments on the amendment.

The County Council typically schedules a public hearing on the Planning Board (Final) Draft Amendment. After the close of record of this public hearing, the Council holds an open worksession to review the testimony, and then adopts a resolution approving, modifying, or disapproving the amendment.

Failure of the County Council to act within the prescribed time limits constitutes approval of the plan amendment as submitted to the body that fails to act.

Adopted Amendment

The amendment approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the amendment officially amends the various master plans cited in the Commission's adoption resolution.

HISTORIC PRESERVATION MASTER PLAN AMENDMENT

The *Master Plan for Historic Preservation* and the *Historic Preservation Ordinance*, Chapter 24A of the Montgomery County Code, are designed to protect and preserve Montgomery County's historic and architectural heritage. When an historic resource is placed on the *Master Plan for Historic Preservation*, the adoption action officially designates the property as an historic site or historic district, and subjects it to the further procedural requirements of the Historic Preservation Ordinance.

Designation of historic sites and districts serves to highlight the values that are important in maintaining the individual character of the County and its communities. It is the intent of the County's preservation program to provide a rational system for evaluating, protecting and enhancing the County's historic and architectural heritage for the benefit of present and future generations of Montgomery County residents. The accompanying challenge is to weave protection of this heritage into the County's planning program so as to maximize community support for preservation and minimize infringement on private property rights.

The following criteria, as stated in Section 24A-3 of the *Historic Preservation Ordinance*, shall apply when historic resources are evaluated for designation in the *Master Plan for Historic Preservation*:

(1) Historical and cultural significance:

The historic resource:

- a. has character, interest, or value as part of the development, heritage or cultural characteristics of the County, State, or Nation;
- b. is the site of a significant historic event;
- c. is identified with a person or a group of persons who influenced society; or
- d. exemplifies the cultural, economic, social, political or historic heritage of the County and its communities; or

(2) Architectural and design significance:

The historic resource:

- a. embodies the distinctive characteristics of a type, period or method of construction;
- b. represents the work of a master;
- c. possesses high artistic values;
- d. represents a significant and distinguishable entity whose components may lack individual distinction; or
- e. represents an established and familiar visual feature of the neighborhood, community, or County due to its singular physical characteristic or landscape.

IMPLEMENTATION OF THE MASTER PLAN FOR HISTORIC PRESERVATION

Once designated on the *Master Plan for Historic Preservation*, historic resources are subject to the protection of the Ordinance. Any substantial changes to the exterior of a resource or its environmental setting must be reviewed by the Historic Preservation Commission and an historic area work permit issued under the provisions of the County's Preservation Ordinance, Section 24A-6. In accordance with the *Master Plan for Historic Preservation* and unless otherwise specified in the amendment, the environmental setting for each site, as defined in Section 24A-2 of the Ordinance, is the entire parcel on which the resource is located as of the date it is designated on the Master Plan.

Designation of the entire parcel provides the County adequate review authority to preserve historic sites in the event of development. It also ensures that, from the beginning of the development process, important features of these sites are recognized and incorporated in the future development of designated properties. In the case of large acreage parcels, the amendment will provide general guidance for the refinement of the setting by indicating when the setting is subject to reduction in the event of development; by describing an appropriate area to preserve the integrity of the resource; and by identifying buildings and features associated with the site which should be protected as part of the setting. It is anticipated that for a majority of the sites designated, the appropriate point at which to refine the environmental setting will be when the property is subdivided.

Public improvements can profoundly affect the integrity of an historic area. Section 24A-6 of the Ordinance states that a Historic Area Work Permit for work on public or private property must be issued prior to altering an historic resource or its environmental setting. The design of public facilities in the vicinity of historic resources should be sensitive to and maintain the character of the area. Specific design considerations should be reflected as part of the Mandatory Referral review processes.

In the majority of cases, decisions regarding preservation alternatives are made at the time of public facility implementation within the process established in Section 24A of the Ordinance. This method provides for adequate review by the public and governing agencies. In order to provide guidance in the event of future public facility implementation, the amendment addresses potential conflicts existing at each site and suggests alternatives and recommendations to assist in balancing preservation with community needs.

In addition to protecting designated resources from unsympathetic alteration and insensitive redevelopment, the County's Preservation Ordinance also empowers the County's Department of Environmental Protection and the Historic Preservation Commission to prevent the demolition of historic buildings through neglect.

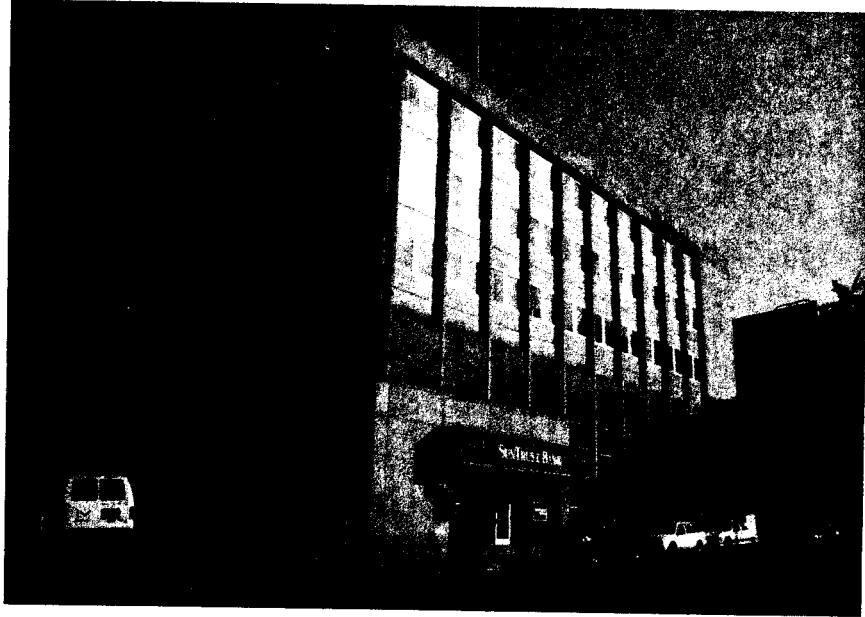
The Montgomery County Council passed legislation in September 1984 to provide for a tax credit against County real property taxes in order to encourage the restoration and preservation of privately owned structures located in the County. The credit applies to all properties designated on the *Master Plan for Historic Preservation* (Chapter 52, Art. VI). Furthermore, the Historic Preservation Commission maintains up-to-date information on the status of preservation incentives including tax credits, tax benefits possible through the granting of easements on historic properties, outright grants and low-interest loan programs.

THE AMENDMENT

The purpose of this amendment is to designate one individual site on the *Master Plan for Historic Preservation*, thereby extending to it the protection of County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

36/56 Perpetual Building Association Building, 8700 Georgia Avenue

- The Silver Spring branch office of the Perpetual Building Association opened to the public in January 1958. The Perpetual institution and its descendants, through mergers and acquisitions, have occupied the building continuously since its construction 50 years ago.
- Once the largest savings and loan association in the region, the Perpetual Building Association played a significant role in nurturing home ownership for the growing population in the region. The post World War II era was a period of tremendous growth in the Washington DC area. Savings and loans contributed greatly to the expansion of the construction activity. Washington had five times the average investment in building and loans than the rest of the country. The structure at 8700 Georgia Avenue is highly representative of the economic status of the Silver Spring community, and exemplifies a financial institution that was integral to the commercial history of Montgomery County.
- The Silver Spring Branch of the Perpetual Building Association Building opened to the public in 1958. The monumental structure, constructed with granite and steel, and located at a corner lot with primary entrances on Georgia Avenue and Cameron Street, serves as an important visual anchor in the community. The building has a high level of integrity.
- The Perpetual Building Association Building was a branch bank and represents a new building type for Montgomery County. Perpetual was one of only about 12% of Savings and Loans that had branch offices by the end of 1960. By establishing a recognizable design for its bank buildings, the Perpetual Building Association was creating a recognizable design known today as branding. The bank designs for individual branches were modified to suit the specific site. The Silver Spring building is built on a smaller scale than the main DC office.
- Meets criteria 1(a), having character, interest or value as part of the development, heritage or cultural characteristics of Silver Spring and Montgomery County; and 2(e) representing an established and familiar visual feature of the neighborhood.
- The recommended environmental setting is the entire parcel on which the resource is located, being Parcel N190, Lot P13(see attached map). The setting excludes the right of ways for Georgia Avenue and Cameron Street.



Perpetual Building Association Building (1958)





Perpetual Building Association Building, 8700 Georgia Avenue
Environmental Setting