



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

MCPB
Item # 10
1/10/08

MEMORANDUM

DATE: January 2, 2008

TO: Montgomery County Planning Board

FROM: Clare Lise Kelly, Research & Designation Coordinator (301-563-3402) *CLK*
Historic Preservation, Countywide Planning Division

VIA: Scott Whipple, Historic Preservation Supervisor *SW*
Mary Dolan, Chief
Countywide Planning Division

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

STAFF RECOMMENDATION

Designate the Perpetual Building Association Building, 8700 Georgia Avenue, Silver Spring (Resource #36-56), on the *Master Plan for Historic Preservation*.

BACKGROUND

On May 4, 2007, the Historic Preservation Commission received a nomination for historic designation of the Perpetual Building Association building from the Silver Spring Historical Society. The HPC reviewed this nomination at meetings on June 27, and August 15, 2007. Based on this review, they have recommended that the Perpetual Building Association building be designated on the Master Plan, finding that it meets criteria 1a and 2e. The rationale for this recommendation is reflected in the attached Public Hearing (Preliminary) Draft Amendment. The owner of the property filed a project plan which involves demolishing the existing building. Planning Board review of the plan is on hold until a decision is made on historic designation.

In 2002, the Historic Preservation Section of the Montgomery County Planning Department contracted with a consulting firm to undertake a survey of the Silver Spring Central Business District (CBD) to ascertain which properties in the CBD—above and beyond those already designated on the *Master Plan for Historic Preservation*—may have historic or architectural

significance. An excerpt of the final report is attached. A total of 205 properties were surveyed for the project. As a result of the study, a number of individual properties and three thematic historic districts were identified by the consultant as being of potential historic and/or architectural significance. The Perpetual Building Association Building was identified in this survey as being eligible for National Register review. The building was not analyzed in the survey since it had not at the time reached the 50-year guideline for its age. The survey highlighted the building at 8700 Georgia as “an excellent example of bank architecture of the period, constructed of limestone and polished granite, and should be evaluated as a building highly representative of its type, as well as for its role in the history of Silver Spring.”

The Maryland Historical Trust has determined that Perpetual Building Association Building is eligible for listing in the National Register.

DISCUSSION

The report by EHT Tracerics dated December 31, 2007, provides a history and significance of the Silver Spring Branch Office of the Perpetual Building Association Building. This report supplements the Maryland Historical Trust Inventory Form prepared by the Silver Spring Historical Society. Both documents are attached. Staff summarizes below the salient points regarding the history and architecture of the resource.

History:

Economy and Banking

The post World War II era was a period of tremendous growth in the Washington DC area. In Maryland, no community grew more in this era than Silver Spring, which was second in population to Baltimore. Savings and loan institutions contributed greatly to the expansion of the construction activity. Unlike banks, savings and loans were member-owned institutions that provided mortgages to homeowners. Washington had five times the average investment in building and loans than the rest of the country. The Perpetual Building Association was a leading Savings and Loan institution in the United States. The Perpetual institution and its descendants, through mergers and acquisitions, have occupied the building continuously since its construction 50 years ago.

The Perpetual Building Association had its origins in 1881 as St. George's Society, a social club in Washington DC whose members cooperated in pooling resources to buy residences. The organization evolved into Perpetual Savings Bank and later Perpetual Building Association. By 1936, the institution became the largest savings and loan institution in the country. In the post-Depression era, savings and loans banks, in conjunction with the Federal Home Loan Bank Board, made home ownership possible for many Americans who otherwise could not afford to purchase a house. When Perpetual opened its first office in Silver Spring, in 1953, savings and loans institutions were quickly becoming the largest source of home mortgage lending in the country.

Architecture:

Building Type

Perpetual's main office in Washington DC was located at 1111 E Street, NW. The bank opened

a branch in Silver Spring in 1953, at leased space in the Masonic Lodge, 8435 Georgia Avenue. Two years later, Perpetual opened a branch office in Bethesda, at 7401 Wisconsin Avenue. In 1958, Perpetual's Silver Spring branch opened at the corner of Cameron Street and Georgia Avenue.

The Silver Spring office of the Perpetual Building Association Building was a branch building, representing a new building type for Montgomery County in this era. Branch banks were regulated by federal and state laws. Perpetual was able to establish branch banks under a grandfather clause. The concept of using architecture to promote a corporate identity was new for this time. By establishing a recognizable design for its bank buildings, it was creating an advertisement for its business. The bank designs for individual branches were based on the headquarters building.

Style

An early example of modern architecture, the design of the Perpetual Building harkens to the clean lines of modern architecture, using geometric elements representative of the post-World War II era. The building is finished in polished granites at the street level and limestone on the upper levels. The durable material and classically derived style give the building a permanence and monumentality highly representative of mid-20th century bank architecture.

The Perpetual Building Association design was the work of the Bank Building and Equipment Corporation of America, known throughout the state and the nation for its high-caliber bank design, in collaboration with Washington DC architect Robert O. Scholz, best known for his Washington DC Art Deco apartments. A coherent corporate image was established in the group of Perpetual buildings in the District and Maryland. The flagship building in District was demolished. The Bethesda building has been incorporated into another building. The Silver Spring building remains a free-standing structure with a high level of integrity.

PUBLIC COMMENT

The Planning Board has received numerous letters supporting designation of the Perpetual Building from professional organizations and experts in the field, including the National Trust for Historic Preservation; Preservation Maryland; Art Deco Society of Washington; Recent Past Preservation Network; Historic Takoma, Inc.; and University of Maryland. Additional letters of support have been received from residents and civic groups. Letters of opposition are from the owner and two individuals. Letters received to date are attached.

In a letter dated December 28, 2007, the owners of the property contend that the evidence presented to the HPC was not sufficiently compelling to support historic designation. The owners cite the need for the HPC to hold two worksessions before it came to its recommendation. In response, staff notes that, like the Planning Board, it is not unusual for the HPC to hold more than one worksession on a host of items under consideration, including historic designation. At the conclusion of the final worksession, the HPC voted 4 to 2 in favor of designating this resource. A resource need meet only one criterion to be eligible for designation. The HPC found that it meets two criteria.

The nominators have responded to the comments of the HPC and have, since the HPC review, hired a professional and reputable preservation firm to present the history and significance of the resource. Their report of December 31, 2007 is attached.

CONCLUSION

There is a 50-year threshold that is a general rule-of-thumb for how old buildings should be before they are considered for historic designation. When the Silver Spring CBD survey was completed in 2002, the Perpetual Building Association Building had not yet reached 50-year age guideline for review. Five years later, the building, which opened January 1958, has come of age. Experts in Maryland's modern architecture, Isabelle Gournay and Mary Corbin Sies, of University of Maryland have described Silver Spring's Perpetual Building as "one of the best examples of commercial modernism from the 1950s in the Mid-Atlantic Region" and "the best of its kind in the Maryland suburbs." In the opinion of the Maryland Historical Trust the resource is eligible for National Register designation.

The Perpetual Building has a high level of integrity. It has become increasingly uncommon to find buildings from the 1950s that retain such a level of integrity, either in Silver Spring or, as pointed out by Gournay and Corbin Sies, in the State of Maryland.

Staff finds that the Perpetual Building Association Building at 8700 Georgia Avenue merits designation on the *Master Plan for Historic Preservation*. Staff agrees with the nominator of this resource, finding that the building has both historic and architectural significance, meeting Criteria 24A-3(b)(1)a. and d., as well as 24A-3(b)(2)a. c. and e.

Attachments:

1. Amendment to the *Master Plan for Historic Preservation*: Perpetual Building Association Building
2. EHT Traceries report, 12-31-2007
3. Revised Maryland Historical Trust Inventory Form, Silver Spring Historical Society
4. Silver Spring Central Business District Historic Sites Survey Report, excerpt
5. Correspondence Received

CRITERIA

- (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.
- (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. (Ord. No. 9-4, § 1.)

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.

ELECTED AND APPOINTED OFFICIALS

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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

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. 36-56

1. Name of Property (indicate preferred name)

historic Perpetual Building Association (Perpetual Building)

other SunTrust / 8700 Georgia Avenue

2. Location

street and number 8700 Georgia Avenue __ not for publication

city, town Silver Spring __ vicinity

county Montgomery

3. Owner of Property (give names and mailing addresses of all owners)

name 8700 Georgia Ave. Ltd. Partnership, c/o Grady Management

street and number 8630 Fenton Street #625 telephone (301) 587-3330

city, town Silver Spring state MD zip code 20910

4. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Courthouse liber 6758 folio 343

city, town Rockville, MD tax map JN23 tax parcel N190 tax ID number 13-00959163

5. Primary Location of Additional Data

- ☐ Contributing Resource in National Register District
☐ Contributing Resource in Local Historic District
☐ Determined Eligible for the National Register/Maryland Register
☐ Determined Ineligible for the National Register/Maryland Register
☐ Recorded by HABS/HAER
☐ Historic Structure Report or Research Report at MHT
☒ Other: Silver Spring Historical Society

6. Classification

Category	Ownership	Current Function		Resource Count	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> agriculture	<input type="checkbox"/> landscape	Contributing	Noncontributing
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> commerce/trade	<input checked="" type="checkbox"/> recreation/culture	<u>1</u>	<input type="checkbox"/> buildings
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> defense	<input type="checkbox"/> religion	<input type="checkbox"/>	<input type="checkbox"/> sites
<input type="checkbox"/> site		<input type="checkbox"/> domestic	<input type="checkbox"/> social	<input type="checkbox"/>	<input type="checkbox"/> structures
<input type="checkbox"/> object		<input checked="" type="checkbox"/> education	<input type="checkbox"/> transportation	<input type="checkbox"/>	<input type="checkbox"/> objects
		<input type="checkbox"/> funerary	<input type="checkbox"/> work in progress	<u>1</u>	<input type="checkbox"/> Total
		<input type="checkbox"/> government	<input type="checkbox"/> unknown		
		<input checked="" type="checkbox"/> health care	<input type="checkbox"/> vacant/not in use		
		<input type="checkbox"/> industry	<input checked="" type="checkbox"/> other:		
				Number of Contributing Resources previously listed in the Inventory <u> </u>	

7. Description

Inventory No. 36-56

Condition

<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated
<input type="checkbox"/> good	<input type="checkbox"/> ruins
<input type="checkbox"/> fair	<input type="checkbox"/> altered

The Perpetual Building Association Building (1958) possesses a high degree of architectural and design integrity representative of the Modernized Classicism style popularized during the mid 20th Century. The building, located at 8700 Georgia Avenue in Silver Spring, Maryland, was designed by prominent Washington, DC architect Robert O. Scholz and the nationally renowned Bank Building and Equipment Corp. of America of St. Louis, Missouri. The building possesses high artistic values and represents an established and familiar visual feature in Silver Spring's urban landscape due to its singular, freestanding presence, making it a unique contributing historical resource in both Silver Spring and Montgomery County.

The 1958 Perpetual Building Association Building is a freestanding, five-story office building with a rectangular footprint, and flat roof with off-center mechanical penthouse. A driveway and parking area wraps around the western and northern ends of the lot. The design of the Perpetual Building Association is a good example of Modernized Classicism. The tripartite division of base, middle, and top is clearly articulated on the building as a whole. The principle façade on Georgia Avenue is a nearly symmetrical design following the Classical tradition; however the Cameron Street elevation presents a Modern aesthetic. In keeping with the longstanding tradition of bank architecture, the overall design incorporates monumentality while the details and how the materials are used reflect principles of Modernism. The exterior of the building maintains a high degree of integrity.

The Georgia Avenue façade has a double-height base defined by a red Carnelian granite veneer comprised of approximately 4-foot square panels attached to the steel-framed structure in stack bond pattern. Carnelian granite, quarried near Milbank, SD, was formed during the Early Proterozoic age and is some of the oldest stone found in North America. The variegated hues and the polished surface of this granite is as bright and durable looking today as when it was applied to the structure half a century ago.

Simple rectilinear planters, which also incorporate red Carnelian granite veneers, flank the Georgia Avenue entrance. Positioned between the planters and the entrance doors are rectangular display windows with minimal aluminum frames that incorporate thin linear bands and shallow grooves. The portal incorporates a shallow recess established by angled walls faced with polished diamond gray granite panels cut to the same dimensions as the red Carnelian granite and also attached in stack bond. The original aluminum entrance surround incorporated a central pair of full-height glass doors flanked by full-height sidelights and transom windows set in an a:b:a pattern. The original frame has been replaced by one of light-gray extruded metal. However, the fenestration pattern and aluminum "8700" (originally "8710") street numbers were retained. The original aluminum canopy, which incorporated a fascia with linear bands and shallow grooves and supported an aluminum sans serif "PERPETUAL BUILDING ASSOCIATION" sign above the outer edge, and three spandrel panels set in an a:b:a pattern, has been encapsulated by a box-like canopy. A large horizontal window divided into nine lights in three rows of a:b:a rises above the entrance and is flanked by the square diamond gray granite panels.

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. 36-56

Name Perpetual Bank
Continuation Sheet

Number 7 Page 1

The shaft of the Georgia Avenue façade incorporates three identical stories. The ends are solid, clad with rectangular limestone panels laid in stack bond. The central portion is subdivided into six bays of green-tinted rectangular windows set between simple limestone projections. The spandrels are clad with polished, rectangular panels of the diamond gray granite. The single-light aluminum frame windows operate by centered vertical pivot hinges. The top of the building is downplayed by continuing the limestone cladding treatment of the shaft terminated by a simple copingstone.

The subtle a-symmetry of the Georgia Avenue façade is established by the red granite veneer at the base pulled back approximately two-feet from the north (right) corner of the building. At the shaft, the width of the limestone wall at the right is a couple feet wider than its counterpart at the left. Finally, the large limestone penthouse situated at the northeast corner of the roof sits back only a few inches from the façade.

Expressions of Modern architecture are apparent across the a-symmetrical Cameron Street façade and the west elevation; the former is divided into eleven bays and the latter incorporates five. The easternmost bay on Cameron Street is solid wall with a shallow water table established at the top edge of the lowest square panels of the red Carnelian granite. The following six bays are identical and feature double-height, trapezoid-shape windows (tinted green) with aluminum frames and four horizontal muntins. These large and unconventional windows reinforce the sense of monumentality established by the large granite panels and an impression typical of traditional bank architecture. The last four bays incorporate a secondary entrance articulated by the diamond gray granite polished panels set as if this granite plane is sliding across the red panels and continuing around the corner as far as the second bay. From the southwest, the entrance reads more like a volume, however, the lighter color granite denies the solidity of the corner and highlights one of the preeminent tenets of the International Style. The recessed portal replicates the details used at the Georgia Avenue entrance, however the canted walls are sheathed with the red Carnelian granite, the original doors were not flanked by sidelights, and the canopy is not surmounted by a large window [as on the Georgia Ave. entrance]. The original doors have been replaced by a single aluminum frame door flanked by uneven sidelights and surmounted by a box-like canopy, built onto the original marquee, as the canopy does also onto the original marquee of the Georgia Ave. entrance.

The bays at the base are further demarcated by strips of unpolished limestone. This stone detail continues above the base and becomes the limestone projections that separate the window bays. On the Cameron Street and west elevations the pivot windows are ganged in pairs by a flat aluminum mullion. Historic photographs indicate that the Cameron Street façade and the west elevation were originally crowned by large sans serif pin-mounted aluminum letters that read: "PERPETUAL." The penthouse is not visible from the southwest, only a flagpole with a substantial setback.

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. 36-56

Name Perpetual Bank
Continuation Sheet

Number 7 Page 2

The tripartite division is repeated on the north elevation and the materials are also carried through, but the red Carnelian granite is used across projection at grade that accommodated functional aspects of the original building program. A driveway enters at the western end of the lot (along Cameron Street) wraps around the building with diagonal parking for twenty vehicles along the north elevation, with exit on to Georgia Avenue.

The design of the Perpetual Building presents a Modern American bank that respects the past. Manifestations of a traditional past and progressive future suggest subversion, but taken as a whole it is an engaging relationship. The double-height base and the use of granite with rich veins suggest monumentality and lushness. On the other hand, the polished finish, slight projections, and stack bond highlight the notion of skin and conjure the image of thin layers sliding across slick planes. The horizontality of the entrances is also in stark contrast to the verticality of the base.

The minimalist limestone projections around the windows of the upper stories recall an arcade comprised of a giant order, whereas the solidity of the spandrels, in terms of material and finish, defy the traditional notion of light in-fill panel. Although the windows read as punched openings, their aluminum frames and pivot hinges advocate Modern design. Antithetical to the Modern movement, the limestone strips along the dark granite base read as applied ornament. Nonetheless, they are used in a manner similar to the iconic I-beams attached to the exterior of several buildings created by master architect Ludwig Mies van der Rohe, for example the Lake Shore Apartments (1952) in Chicago. The gray granite employed to highlight the Cameron Street entrance slides around to the west elevation and as such denies the solidity of the corner by the introduction of the light color surrounded by the dark granite veneer. Finally, the tripartite construction of base-middle-top is clearly articulated as a whole while the individual elements suggest an irregular arrangement of shapes, lines, and planes. Although symmetry is denied, balance prevails.

Many of the building's interior features appear to be original, including:

- Highly polished Terrazzo floors in entrance vestibules and stairwells;
- Roseate marble walls in elevator lobby, office and front hallways, north and south stairwells to the second floor; and wrapping the front structural columns to above the height of the window sills (also marble) on the 3 office floors;
- Marble and granite staircases from lowest level to second floor with brushed aluminum or stainless steel continuous handrail and balustrade; brushed aluminum or stainless steel elevator doors, "Cutler" mail chutes, wall-mounted ashtrays, water fountains, and register grilles;
- Original vault, 1958 clock, built-in file and sliding-door cabinets within the outside walls, and rectangular marble planter in the bank's great hall.

8. Significance

Inventory No. 36-56

Period	Areas of Significance	Check and justify below			
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input checked="" type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input type="checkbox"/> industry	<input type="checkbox"/> philosophy	
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government	
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion	
<input type="checkbox"/> 2000-	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science	
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input checked="" type="checkbox"/> social history	
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation	
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other: _____	

Specific dates	1958	Architect/Builder	Robert O. Scholz / Bank Building and Equipment Corp. of America
-----------------------	------	--------------------------	---

Construction dates	1957
---------------------------	------

Evaluation for:

☐ National Register

☒ Maryland Register

☐ not evaluated

Perpetual meets Criteria 24(a)(b) 1 a, c, d, for historical and cultural significance.

Perpetual meets Criteria 24(a)(b) 2 a, b, c, e, for architectural/design significance.

SUMMARY STATEMENT OF SIGNIFICANCE:

The 1958 Perpetual Building Association Building possesses a high degree of historical and cultural significance due to the role it played in nurturing home ownership for the burgeoning population in Silver Spring and Montgomery County in the mid 20th Century. The construction of 8700 Georgia Avenue represents the pinnacle of Perpetual's building boom that occurred during the tenure of President Edward C. Baltz, a national and international leader in the savings and loan association industry. The location of the Perpetual Building Association on a prominent corner lot contributed to cementing the reputation of the intersection of Georgia Avenue and Cameron Street as the "Financial District" of Silver Spring, which it remains today. Designed by prominent Washington, DC architect Robert O. Scholz and the nationally renowned Bank Building and Equipment Corp. of America, St. Louis, Missouri, the Perpetual Building is the finest example of mid 20th century Modernized Classicism commercial architecture in Silver Spring. It possesses a high degree of architectural and design integrity through its utilization of high quality surface materials and overall design.

The Historic Building Survey Silver Spring Central Business District - December 2002, Montgomery County, states that the Perpetual Building is a candidate for further evaluation for National Register and Master Plan designation:

"Candidates for Further Evaluation

"During the survey and research, the survey team discovered a number of properties that appear to merit immediate National Register evaluation upon reaching 50 years of age. Alternately, these structures may also be evaluated for local Master Plan designation prior to reaching 50 years of age, as there is no County 50-year evaluation requirement,

"Perpetual American Savings Bank (8700 Georgia Avenue). This building, constructed in 1958, is an excellent example of bank architecture of the period, constructed of limestone and polished granite, and should be evaluated as a building highly representative of its type, as well as for its role in the history of Silver Spring."

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Name Perpetual Bank
Continuation Sheet

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The Perpetual Building Association was founded in Washington, DC, in 1881, as the St. George's Society, a group of poker-playing Englishmen who pooled their resources to help members buy new homes in the nation's capital. Evolving into Perpetual Savings Bank, the institution became the largest savings and loan association in the United States in 1936, financing the growth of communities not only in metropolitan Washington but also throughout the United States.

Perpetual's success was spearheaded by Edward C. Baltz (1889-1974), a native Washingtonian who started working for the association in 1908. Baltz began his career with Perpetual by sweeping the office's floor and stocking its two pot-bellied stoves and retired six and a half decades later in 1973 having served as president and chairman. Baltz was considered a national and international leader in the savings and loan association industry. He served as vice president of the International Union of Building Societies and Savings and Loan Associations and president of the United States Building and Loan League, having been elected to these positions in the late 1930s.

The early leaders in the savings and loan industry contributed to a social phenomenon that altered the lives of countless working class and middle class Americans. Member-owned savings and loan associations were first organized in Pennsylvania in 1831. Before these institutions gained a foothold, most home mortgage loans were for about 5 years, with a "balloon" payment due at the end of the term that many moderate income borrowers could not meet. The savings and loans (or building and loans) offered an alternative: long-term (usually 30-year) mortgages. By the early 20th century savings and loans were making it possible for many people to afford homes. The savings and loans also encouraged thrift among their members, who basically pooled their savings to make home loans to other members.

In the 1930s the New Deal built upon this foundation and institutionalized it, creating the Federal Home Loan Bank Board to regulate the savings and loan associations and insure savings deposits, and allowing over two-thirds of American households to own their own homes. In 1953, when Perpetual first opened an office in Silver Spring, savings and loans were fast becoming the largest source of home mortgage lending.

Perpetual initially leased office space in Silver Spring's Masonic Lodge No. 215, located at 8435 Georgia Avenue. Five years later a half-page advertisement in the January 12, 1958 *Washington Post* (p. E-3) touted the next-day opening of "Perpetual's Magnificent New Silver Spring Office . . . to serve the people of Silver Spring and Montgomery County." Among its many amenities, the advertisement highlighted the building's auditorium as being "provided as a service for all civic and community groups...that must meet and decide on important issues."

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The *Washington Building Congress* in a February 1957 profile, "Perpetual Building Association Still Growing in its 76th Year of Service" (Bulletin V 20, #5) celebrating Perpetual's Diamond anniversary, describes new locations and Silver Spring's new building under construction, with photographs provided by the Bank Building & Equipment Corporation of America: "Robert O. Scholz & Co., Inc., are the architects and builders of this structure...." and that "Perpetual's contributions to the advancement of the building industry and to the civic progress of the Washington area since its establishment literally cannot be measured. It has financed the construction of tens of thousands of homes, scores of churches and schools, and many buildings occupied by business and civic enterprises.... Increasing home ownership is the basic objective of Perpetual. To accomplish this the Association cooperates actively at all times with organizations such as the Building Congress, as well as with individual architects and builders. 'Dedicated to Thrift,' Perpetual promotes family savings through every medium of publicity and during its entire existence has operated with this theme in mind: 'The American Home--The Safeguard of American Liberties.'"

Prominent Washington, DC architect Robert O. Scholz designed Perpetual's new Silver Spring office in partnership with the renowned St. Louis Bank Building and Equipment Corp. of America. Scholz had previously designed Perpetual's main office in Washington, DC at 1111 E Street, NW (since demolished), as well as its Bethesda office, opened in 1955 at 7401 Wisconsin Avenue. Renovated in 1988 by Keyes Condon Florance, the Bethesda office was incorporated into new construction and today these Class A office buildings are collectively known as Bethesda Crescent. The budget for 8700 Georgia Avenue was \$1.5 million (\$10.5 million in 2007 dollars).

Perpetual in Silver Spring has a special monumentality about it: Not only does it retain its free-standing nature with parking on 2 sides as originally planned for patrons' convenience, but also, polished diamond gray and red carnelian granite and limestone (and Modern windows) surround the whole structure; there is an "equality" about all its facades; in fact, even mechanical equipment on one side is contained/ obscured within a red carnelian blockhouse. Steps lead down on this side also to the auditorium originally constructed to serve the community; now adaptively reused by an arts and entertainment non-profit organization. It is the only Montgomery County Perpetual building to retain its original free-standing nature.

Scholz (1895-1978) was born in New York and studied art and engineering at the Armour Institute of Technology in Chicago. Between the ages of 16 and 22, Scholz worked in the architectural offices of H. Clyde Miller. He came to Washington in 1918 to work for the U.S. Navy designing yards and dock buildings. Scholz also worked for Washington, DC architects Howard Etchison (1919-21) and was associated with prominent DC architect George N. Ray (1921-22), most noted for his neo-classically designed commercial buildings, before starting his own firm in 1922. In 1928, Scholz partnered with developer David A. Baer. Together they

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Name Perpetual Bank
Continuation Sheet

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established a reputation as one of the leading architect/developer teams in Washington, DC during the 1920s. In 1934, Scholz opened the Robert O. Scholz Company Inc., in operation for forty-four years.

Scholz designed the Gothic Revival-style Alban Towers apartments (1928), located at the corner of Massachusetts and Wisconsin Avenue, NW (listed in the National Register of Historic Places and the District of Columbia Historic Inventory). This landmark structure is featured in James M. Goode's classic study, *Best Addresses: A Century of Washington's Distinguished Apartment Houses*. Scholz was also the original architect of Colonial Revival homes constructed in Arlington Forest (1939) as well as its accompanying Arlington Forest Shopping Center, located in Arlington, VA. This neighborhood is a Historic District designated on both the National Register of Historic Places and the Virginia Landmarks Register. Hans Wirz and Richard Striner credit Scholz in their book *Washington Deco: Art Deco in the Nation's Capital* as being one of seven major architects of art deco buildings, both residential and commercial, in Washington, DC.

For the Perpetual Building Association, Scholz' Modernized Classicism design utilized clean, articulated lines and solid surface materials that symbolized permanence and protection, characteristics that were important to relay to the public. The exteriors of all three of Perpetual's office buildings featured diamond gray and red Carnelian granite on the exterior of the first two floors and limestone on the remaining three. Quarried near Milbank, SD, Carnelian granite was formed during the Early Proterozoic age and is some of the oldest stone found in North America. The variegated hues and the polished surface of the Carnelian granite used in the construction of 8700 Georgia Avenue are as bright and durable looking today as they were fifty years ago.

The prominent siting of the Perpetual Building as a freestanding structure on the northwest corner of Georgia Avenue (Maryland Route 97) at Cameron Street established this structure as a prominent visual feature not only to motorists and pedestrians traversing this major transportation artery but also to the Silver Spring community as a whole. The presence of the 1958 Perpetual Building Association at this location served as the major force in cementing the reputation of the intersection of Georgia Avenue and Cameron Street as being Silver Spring's "Financial District," thus fostering the continued economic growth and prosperity of the community.

Silver Spring is fortunate to have such a distinctive and high quality building designed by Robert O. Scholz. In Washington, DC, the planned George Washington University Historic District includes three Scholz-designed structures; 2150 Pennsylvania Avenue, NW, 2212 I Street, NW, and 2222 I Street, NW. The District of Columbia Preservation Office is extending the already established Greater 14th Street Historic District, which will include Scholz's Eddystone Apartments, 1301 Vermont Avenue, NW. The annual bus tour "Washington's Wonderful Art Deco Architecture," conducted by Linda B. Lyons, Education Chair of the Art Deco Society of

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Continuation Sheet

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Washington, includes the George Washington University structures as well as the Scholz's 1701 Massachusetts Avenue, NW and the General Scott Apartments, located at #1 Scott Circle, NW.

The 1958 Perpetual Building Association Building has been recognized by the Recent Past Preservation Network, an organization that promotes preservation education and advocacy to encourage contextual understanding of the modern built environment, as an important mid 20th century Maryland building. This structure is not only a Silver Spring cultural and architectural landmark but also an important building representative of the mid century growth of Montgomery County.

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Name Perpetual Bank
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10. Geographical Data

Acreage of surveyed property 17,710 sf
Acreage of historical setting _____
Quadrangle name _____

Quadrangle scale _____

Verbal boundary description and justification

11. Form Prepared by

name/title	Jerry A. McCoy / President		
organization	Silver Spring Historical Society	date	April 28, 2007
street & number	PO Box 1160	telephone	(301) 537-1253
city or town	Silver Spring	state	MD 20910

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
Maryland Department of Planning
100 Community Place
Crownsville, MD 21032-2023
410-514-7600

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East façade on Georgia Avenue
George French, photographer
May 2007

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South façade on Cameron Street
George French, photographer
May 2007

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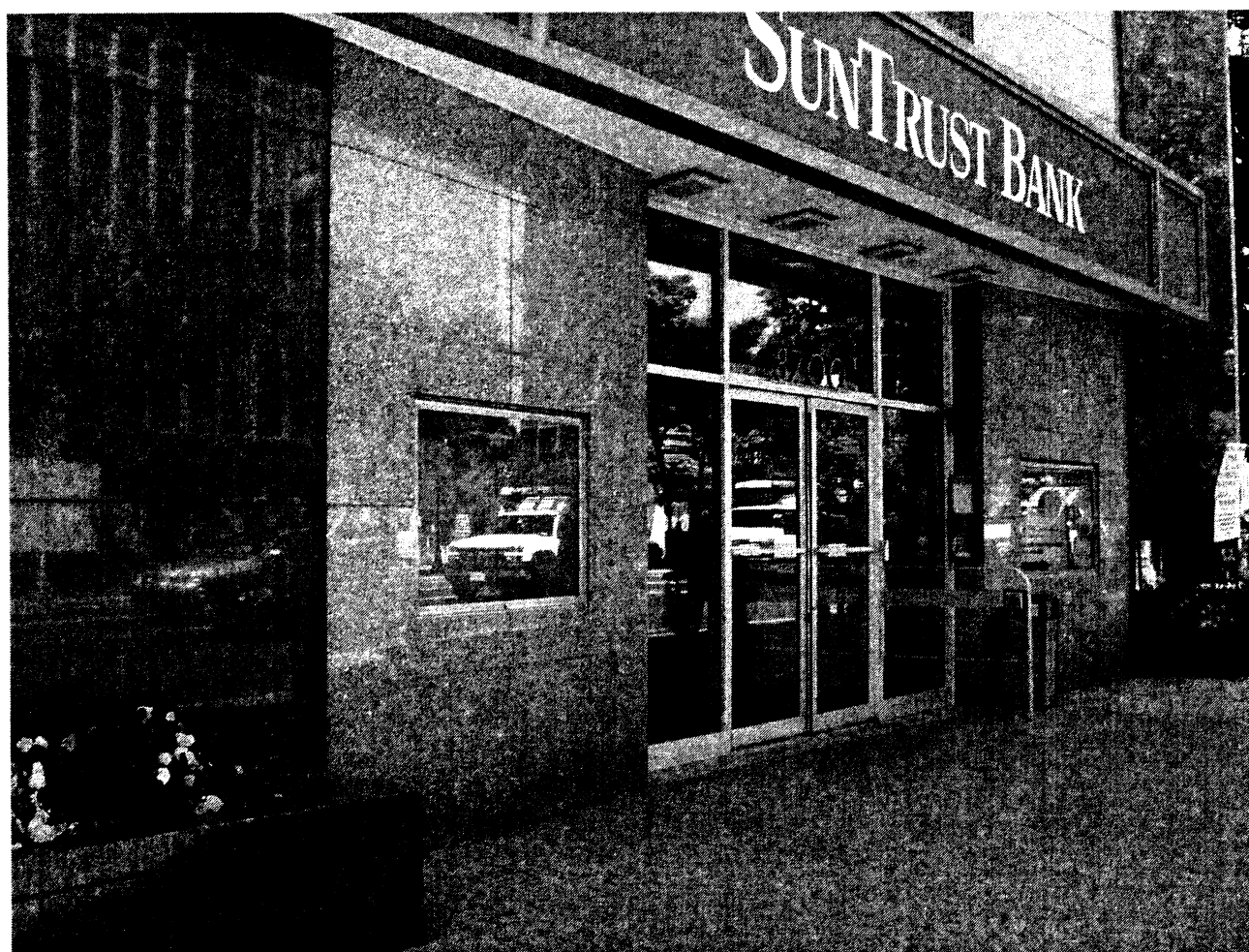
North façade
George French, photographer
May 2007

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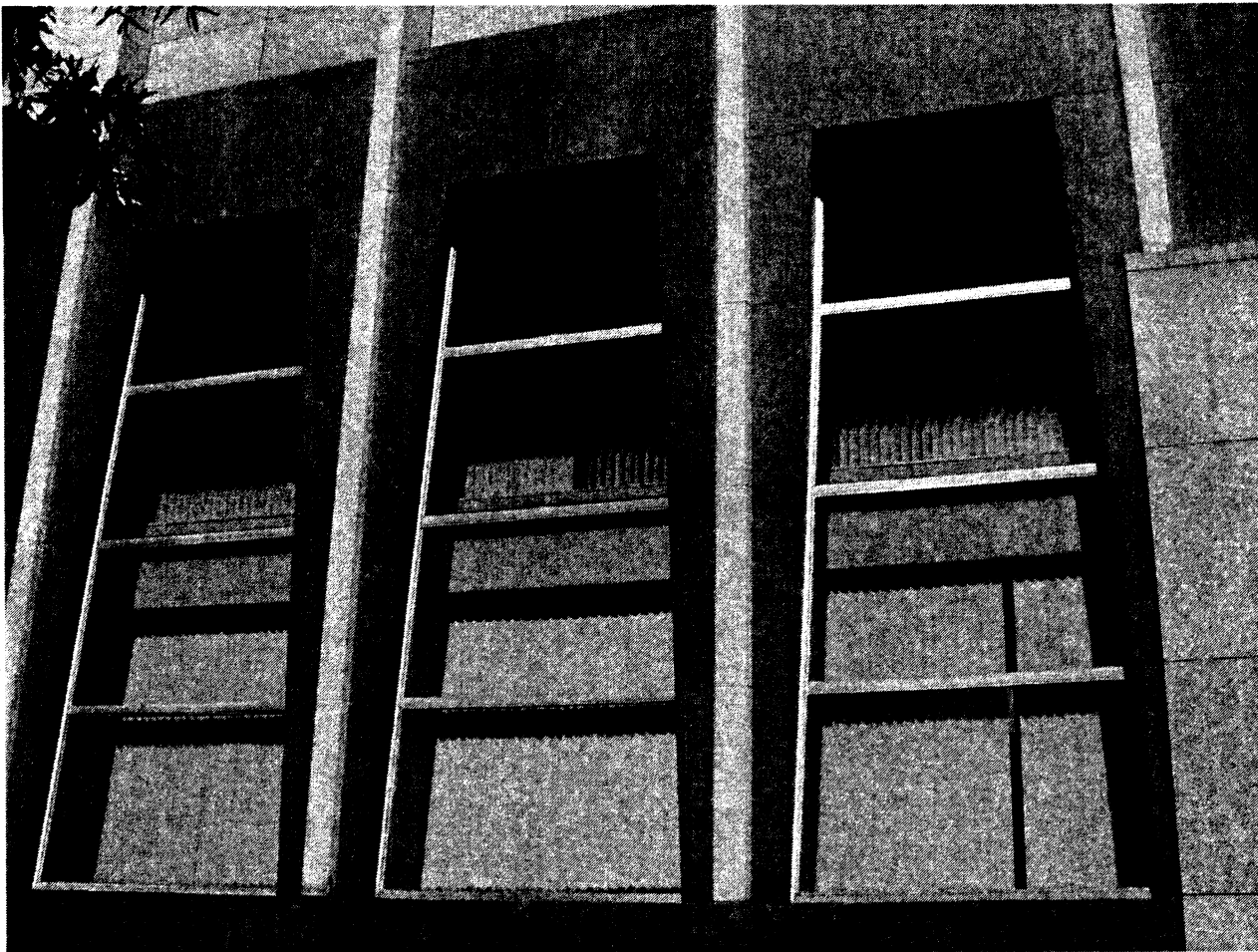
Detail, Main entrance, Georgia Avenue
George French, photographer
May 2007

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Continuation Sheet

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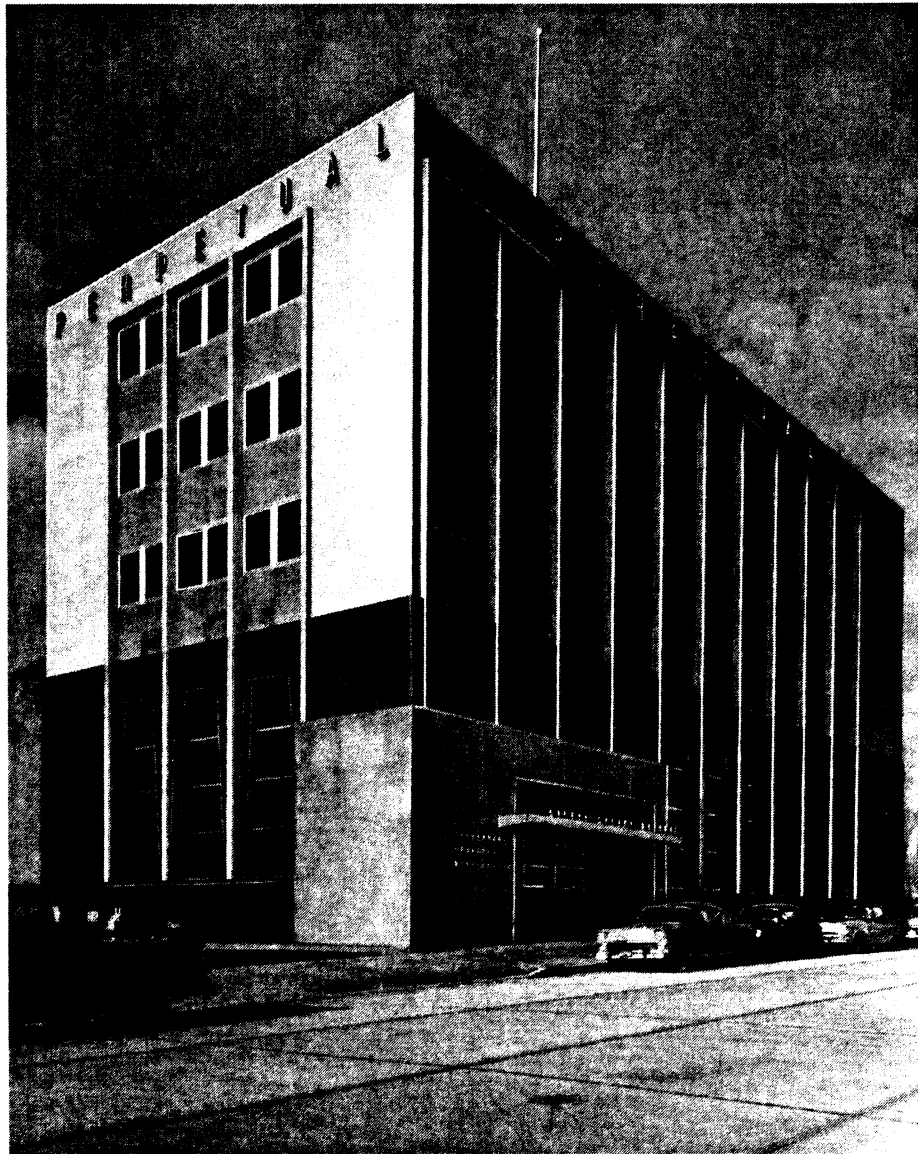
Detail, South façade, Cameron Street
George French, photographer
May 2007

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Cameron Street side of Perpetual Building

Photo taken January 8, 1958 by Paul
Schmick, The Evening Star. Courtesy
Washingtoniana Division, DC Public Library.

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Name Perpetual Bank
Continuation Sheet

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Display Ad 46 -- No Title
The Washington Post and Times Herald (1954-1959), Jan. 12, 1958, ProQuest Historical Newspapers The Washington Post (1877 - 1990)
pg E3

PERPETUAL'S magnificent new SILVER SPRING OFFICE

OPENS TOMORROW, JANUARY 13

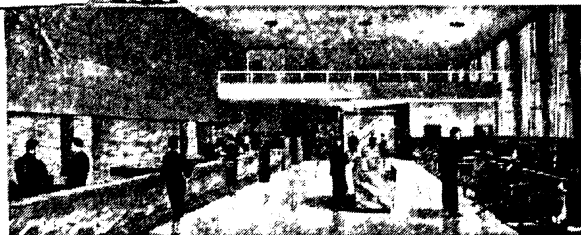


CUSTOMER LOUNGE
A cozy, comfortable
and efficient place
to wait for your
business.



**TELEPHONE
BOOTH**
These have been
designed to
eliminate waiting and
long lines.

For years we at Perpetual have dreamed of building a new office to serve the people of Silver Spring and Montgomery County. We wanted to include all the facilities to give the very best service and best service, and to give real benefit to the community. Now the dream is realized. We leave our old quarters this week and move four blocks up Georgia Avenue to Cameron Street, where our impressive new building will be open Monday, January 13. From parking lot to drive entrance, it's everything a public-spirited institution should be. You can be proud of it, now, because you helped build it and it's at your service. Stop in on Monday, or any day. See how beautiful a savings and loan institution can be. You'll be very welcome.



MAIN LOBBY Impressive
and beauty of design make this a
pleasing place to do
business. The lobby is
unobstructed.



TAKE DEPOSIT MONEY
Enjoyed within the privacy
of your own home.

DIRECTORS
Edward C. Rabe
William H. Egan
William L. King
W. S. McPherson
Theodore W. Owen

PERPETUAL BUILDING ASSOCIATION

GEORGIA AVENUE and CAMERON STREET

THOMAS S. HARTMAN, President and Manager
JAMES S. BARNHART, Assistant Secretary and Building Manager

OTHER SERVICES
RETIRED SAVINGS: Cash, with a 4% interest rate.
ANNUITIES: 4% cash value fund.
FUTURE DEPOSITS: 4% cash value fund.
DOWNPAYMENTS: 4% cash value fund.

MEMBER OF:
Federal Home Loan Bank System
Federal Savings and Loan Insurance Corporation
Savings and Loan Association



CITY AUDITORIUM
Provided as a service
for all civic and
community groups.
It is available
to all groups who
want to hold
events on important
local events.



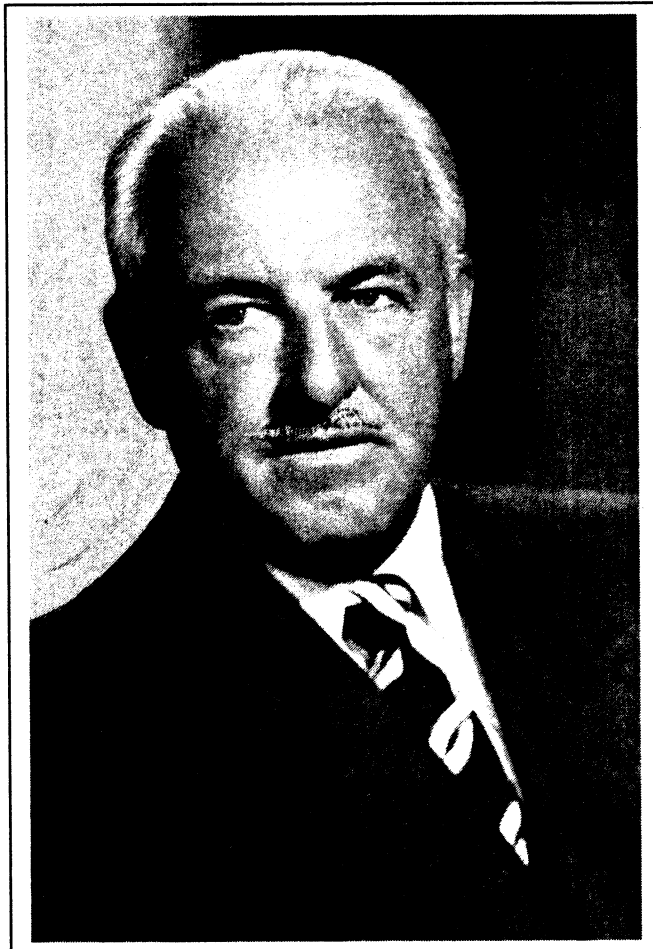
**OFFICE
DESIGN**
An open floor
plan gives you where
you want to do
your business.

Maryland Historical Trust Maryland Inventory of Historic Properties Form

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A handwritten signature in cursive script, appearing to read "Robert O. Scholz". The signature is written in dark ink on a light background.

Robert O. Scholz, photographed 1959 by Miller of Washington.
Courtesy Washingtoniana Division, DC Public Library.

Signature from Scholz' 1951 application for registration to
practice architecture in the District of Columbia.
Courtesy Pamela Scott.

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The Washington Post
Daily Edition

Business

SUNDAY, DECEMBER 18, 1955 C7

Washington Success Story

Perpetual Finds Second \$100 Million Is Easier

Behind Its Growth Lies Kindly Spirit Of President Baltz

By S. Oliver Goodman
Financial Editor

The first \$100 million is the hardest.

And Edward C. Baltz, president of Perpetual Building Association, has figures to prove that.

It took 87 years for Perpetual to amass \$100 million in assets and only seven more years to reach the \$200 million level.

Figures alone can't tell the story of Perpetual. Behind the institution's growth to the largest mutual association in the Nation lies the friendly and kindly personality of Eddie Baltz, its chief officer.

His helpfulness, humaneness and civic-mindedness seem to have seeped down to the entire staff of Perpetual. And the public senses it and loves it.

Has One Regret

Looking back over his 48 years with Perpetual, Baltz has one regret. "Back in the old days," he recalled, "I knew all our employees and most of the customers by their first name. Now I don't. That's the penalty of getting big."

When Baltz started his career with Perpetual in 1908, the institution had four employees and about 1500 savings and borrowing members. Today Perpetual has 185 employees and some 100,000 customers.



By Bob Burchette. Staff Photographer

EDWARD C. BALTZ
... "A penalty in getting big"

Article continued next page

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Washington Post 12-18-1955
Article continued
from previous page

Since its founding, the institution has rung up a record of doubling in assets every 10 years. For 73 years, it has done business in the same downtown spot—the block between E and F sts. on 11th st. nw. Since October, 1953, it has occupied a monumental seven-story building that extends the entire block between 11th and 12th sts.

It also operates two large branches, one in Bethesda and the other in Silver Spring, Md. **Early Start Recalled**

President Baltz likes to point out that Perpetual is the "most truly mutual association" in the country. It doesn't even have a charter.

The institution traces its start to a social group which met in the early 1880s, played cards and called itself St. George's Society. A "kitty" was set up which grew to substantial proportions. One of the members had difficulty financing a home purchase, so the other members extended him a loan out of the "kitty" at a small interest rate. This worked out well and St. George's Society was in business.

The informal manner of doing business has continued to this day. Regulations are made up as time goes on to fit the institution's own needs.

Asked to pinpoint the reasons for Perpetual's tremendous growth, Baltz smiles and says: "It's fairly simple. We've been fortunate in getting capable people to work for us. We've tried to be a service business, with a friendly and personal approach to customers."

Pleanty of Service

This means, Baltz added, helpfulness beyond the mere making of a loan. Like advising a would-be borrower out of buying beyond his means. Helping a deserving customer to get a second trust loan on

favorable terms. Explaining in plain language the sometimes complex mortgage terms.

"At times," Baltz chuckled, "a customer will even come to us for advice on stocks. We try to be helpful by steering him to a proper source."

Unselfishness is another trait at Perpetual. Baltz has been chairman of the D. C. Savings Bond Division since 1949 and much of his time and the association's advertising money have been spent in promoting sale of Savings Bonds.

Baltz doesn't think it's unselfish to promote sales of Savings Bonds. "Anything that promotes thrift," he said "helps business in general. People with a nestegg of Savings Bonds are more inclined to buy houses, cars, television or most anything."

In Washington business circles, Baltz is a power not only because of savings-loan leadership but in other activities as well. He is vice president of the Firemen's Insurance Co., and a director of the following: National Bank of Washington, Home Owners Mutual Insurance Co., Keystone Automobile Club, Washington Board of Trade, Better Business Bureau, D. C. Title Insurance Co., Barber & Ross, and is a former vice chairman of the Federal Home Loan Bank of Greensboro.

Likes Boating, Fishing

He is currently board chairman of the President's Cup Regatta Association. The latter reflects his great devotion for boating and fishing. Many of his leisure hours are spent in Chesapeake and Florida waters and he can spin some salty tales.

His office furnishings reflect his love for the open waters. On one wall is a painting of a full-rigged sailing ship. In another conspicuous spot is

mounted a fancy fish hook with the inscription: "The Eddie Baltz Special . . . Not for Loan." His ceiling fixture is in the shape of a tiller and the lights are in the form of a ship's lantern. On another wall is an elaborate barometer.

There's still another side to President Baltz . . . Eddie the mechanic. When the business day is over, this character slips down a steep stairway from his office to Perpetual's tool department. There he fashions cabinets and other things. Currently he's making a fish tackle box. So far he's spent more than six months on it . . . An hour at a time.

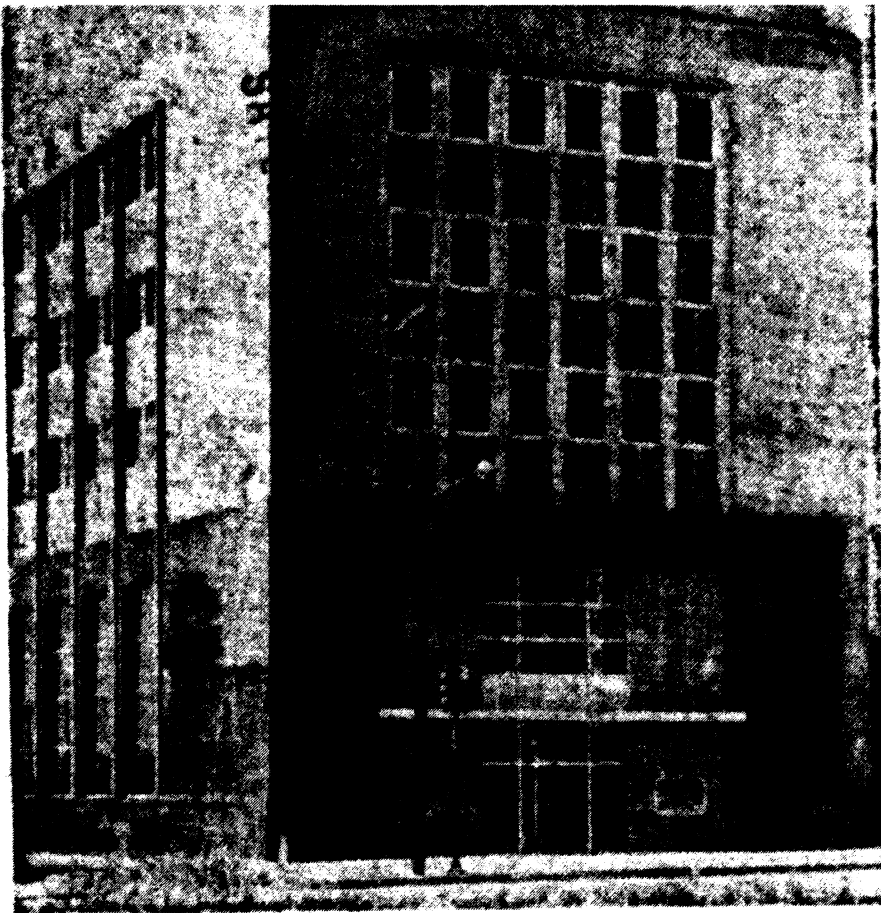
But don't get the idea that Eddie is slow. No indeed. It's just that he's a perfectionist.

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Across Georgia avenue at the Cameron street intersection, fast becoming Silver Spring's "Little Wall Street," is the five-story Perpetual Building Association office.

Washington Evening Star, March 2, 1961
Staff photo by Walter Cates

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WASHINGTON BOARD OF TRADE NEWS

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ation of the Mem-
the following new
proved by the Board
member for member-
of Trade:

J. H. Ashmeade,
Mac Asbill, Suth-
rennan; Mac Asbill,
ill & Brennan; Ker-
Ice Cream Co.; John
n Signs, Inc.; Louis
Realty Co., Inc.;
District Plastering,
Helter, Clodfelter's;
nyon Radio Supply

Royale Angus Steak
oyer, Insurance As-
meth Dahl-Hansen,
Agency; John D.
Lloyd W. Dennis,
William S. DeShazo;
Price Waterhouse &
Haughton Elevator
ses, Margot Lane;
etr. Petroleum Co.;
Southern Whole-
Fontana, Fontana
k T. Fuqua, Fuqua
North C. Gatewood,
dies; Simon Albert,
Co., Inc.

Samuel D. Gor-
vard Liquor, Inc.;
John C. Grimberg
Hartsough, AT&T;
eggs Ice Cream Co.;
z; Robert E. Hotz,
brick; Newton K

Powell, The Henry H. Meyer Co., Inc.;
Jim Randolph, Pepperidge Farm, Inc.;
Laurence E. Richardson, Jr., The Wash-
ington Post Broadcast Div.; John W.
Robertson, Jr., Campbell Photo Serv-
ices, Inc.; C. L. Rockey, The Trane Co.;
Charles R. Rudolph, Chesapeake &
Colorado Corp.; Edward H. Sanders,
Allied Plywood Corp.

Theodore R. Scheeman, Peoples Life
Ins. Co. of Wash., D. C.; Morris Seltzer,
Darsel Graphic Art Services, Meyer H.
Sharlin, Dominion Electric Supply Co.,
Inc.; Harold E. Sheffers, WUST; John
Kelso Shipe, Asbestos Covering & Roof-
ing Co., Inc.; Benjamin E. Skinker;
Ellis E. Snee, W. R. Winslow Co.; Willis
B. Snell, Sutherland, Asbill & Brennan;
F. A. Spurr, C. & P.; Raymond J.
Sullivan, Sullivan's Technical Services.

George R. Tait; John S. Tetlow, R. M.
Thornton, Inc.; Kenneth Merrill Thomp-
son, C. & P.; Ralph O. True, Jr., U. S.
Govt.; Warren W. VanSclver, Adver-
tisers Mat Service; Joe Vires; Samuel
A. Wilen, Biltmore Laundromat; Eddie
S. Yazge, Printing by Yazge; R. L.
Young, C. & P.

John S. Maki, Spencer R. Howard,
Atchison & Keller, Inc.; Ira Goodman,
James S. Osborne, Auto Repair City,
Inc.; G. W. Schaffner, Bradley Co., Inc.;
Edwin T. Pairo, Chatelain, Gauger &
Nolan; Thomas A. Evans, Dr. William
P. Argy, The D. C. Society for Crippled
Children.

Lewis S. Dyson, Dyson Meat Supply
Co.; Hugh J. Loftus, Leroy W. Link,
Eastern Overall Cleaning Co. of Md.,
Inc.; Earl W. Dorfman, Richard J. Rid-
dell, Historic Figures, Inc.; Julius C.
Cohen, Julian C. Cohen Scrap Metal Co.

James T. F. McNey, Ned Rodman, Mc-
Ney Motors, Inc. Gordon W. Bonnette,
Jr., Old Colony Laundry Co., Inc.;
Gideon Hadary, Marvin W. Robinson,
Panamerican Investment, Inc.

GNCC To Issue New Publications Soon

The Washington Convention and Vis-
itors Bureau this month will add three
new publications to its distribution. The
pamphlets are designed as an addition-
al service to GNCC subscribers and to
convention delegates and pleasure vis-
itors to the city.

The publications, which will be off
the press the latter part of January,
are a guide to restaurants, "Where to
Eat," a guide to business establishments,
"Where to Buy," and a "Convention
Services Guide," listing such businesses
as offer special services to conventions.
Only such establishments as are sub-
scribers to the Convention and Visitors
Bureau are listed in the publications.

Perpetual Opens in Silver Spring

Perpetual Building Association is
about to unveil its third and newest
office building of the Washington area,
in Silver Spring, Md.

Edward C. Baltz, president of Per-
petual, has announced that the \$1,500,-
000 structure will be open for business
and public inspection starting Monday,
January 13, at 9 a.m.

Perpetual's customers and visitors will
find the general design of the new
edifice, at Georgia Avenue and Cameron
Street, in Silver Spring, almost identi-
cal with that of the firm's main office
building at Eleventh and E Streets,
N. W., in downtown Washington, and a
branch at Wisconsin and Montgomery
Avenues, in Bethesda, Maryland.

Washington Board of Trade News
January 1958

Kelly, Clare

From: marcipro@aol.com
Sent: Friday, May 04, 2007 4:02 PM
To: Kelly, Clare; sshistory@yahoo.com
Cc: mareardon3@yahoo.com; woodsdepk@earthlink.net; Waynemgoldstein@hotmail.com
Subject: Perpetual Building Association Building: Silver Spring Historical Society Nominates to the Master Plan for Historic Preservation

TO: Clare Kelly, Historic Preservation Planner, 5/4/07
FR: Jerry A. McCoy, Silver Spring Historical Society President; on his behalf by:
Marcie Stickle, Silver Spring Historical Society Advocacy Chair
RE: Perpetual Building Association Building Nomination

The Silver Spring Historical Society nominates the Perpetual Building Association Building to the Montgomery County Master Plan for Historic Preservation.

Jerry A. McCoy, sshistory@yahoo.com, 301-537-1253,
on his behalf by
Marcie Stickle, MarciPro@aol.com, 301-585-3817

Jerry A. McCoy, President
Silver Spring Historical Society
PO Box 1160
Silver Spring, Maryland 20910-1160
(301) 537-1253, sshistory@yahoo.com
<http://www.sshistory.org>

MISSION STATEMENT

"The mission of the Silver Spring Historical Society (SSHS) is to create and promote awareness and appreciation of Silver Spring's heritage through sponsorship of educational activities and the preservation and protection of historical sites, structures, artifacts and archives."

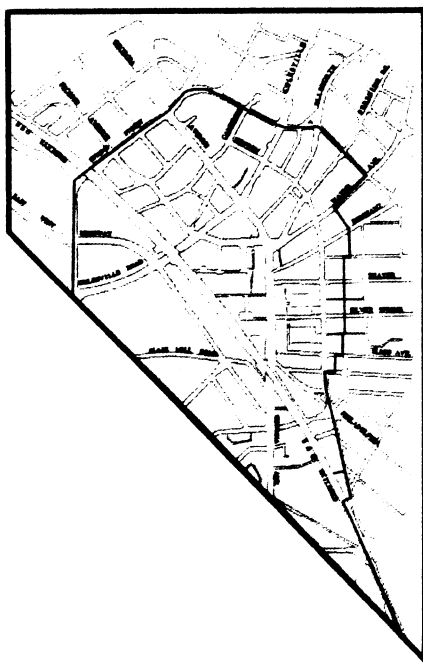
AOL now offers free email to everyone. Find out more about what's free from AOL at AOL.com.

5/4/2007

①

Historic Sites Survey Report Silver Spring Central Business District

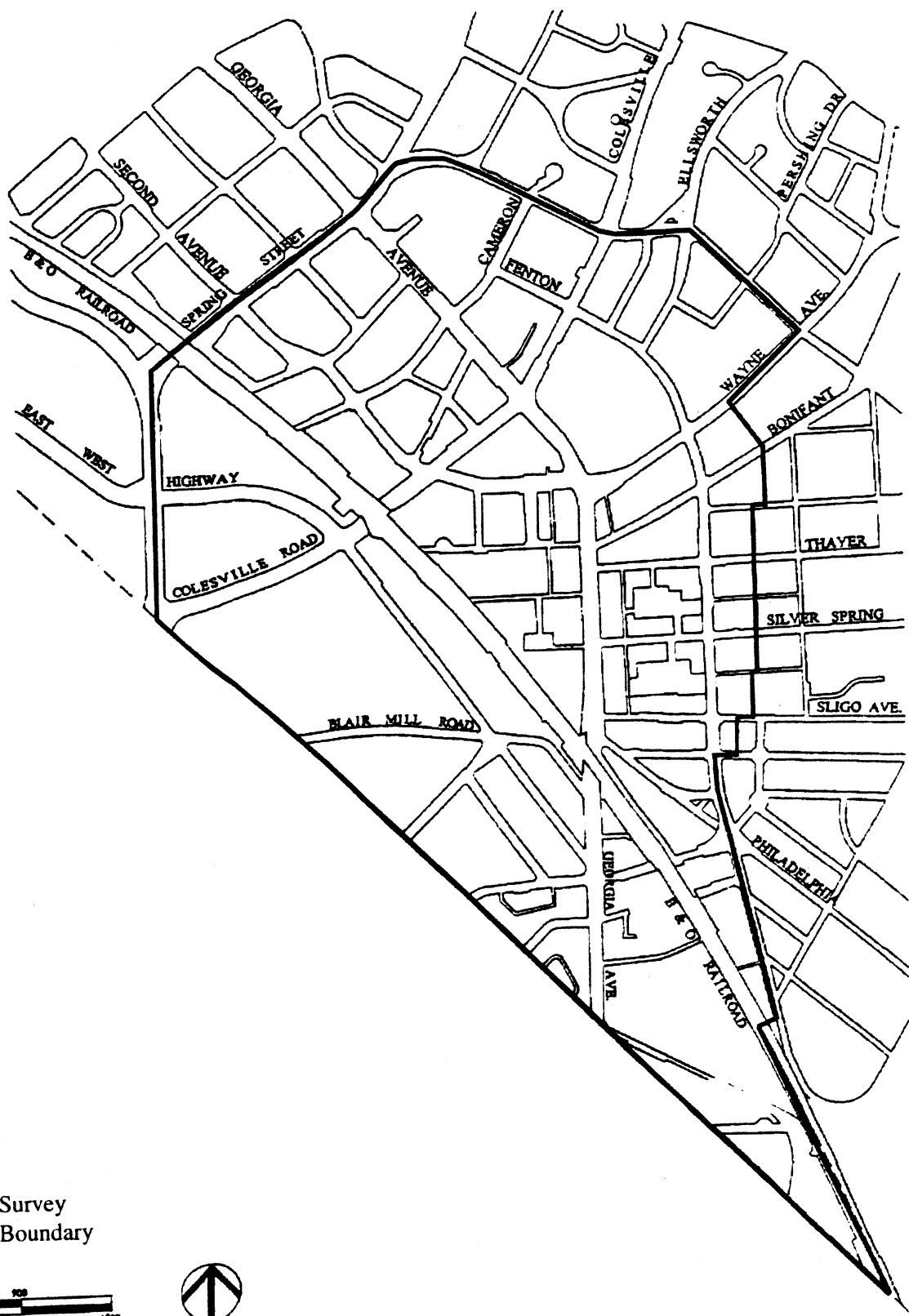
DECEMBER 2002



Prepared for
The Maryland-National Capital Park and Planning Commission
Montgomery County Historic Preservation Section
1109 Spring Street, Suite 801
Silver Spring, Maryland 20910

Prepared by
Potomac-Hudson Engineering, Inc.
4833 Rugby Avenue, Suite 100
Bethesda, MD 20814





— Survey Boundary

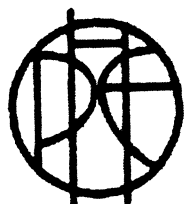


Figure 1: Silver Spring CBD Survey Boundaries

Source:

M-NCPPC Silver Spring CBD Sector Plan, 2000

1.0 INTRODUCTION

The Silver Spring Central Business District Historic Resources Survey was undertaken for the Countywide Planning Division, Historic Preservation Section of the Maryland-National Capital Park and Planning Commission (M-NCPPC) of Montgomery County, Maryland. The survey area was defined by M-NCPPC to be the Silver Spring Central Business District Sector Plan boundaries as indicated in Figure 1. Objectives of the survey were to:

- 1) Prepare a historic context through documentary research in order to identify historically significant themes relating to the CBD;
- 2) Develop a list of buildings over fifty years old located within the CBD and analyze their historical significance and integrity based upon National Register criteria;
- 3) Document those buildings with a low degree of integrity that are clearly not eligible for the National Register on Maryland Historical Trust Eligibility Review Forms;
- 4) Document those buildings that are eligible for the National Register on Maryland Inventory of Historic Properties (MIHP) forms;
- 5) Prepare a narrative for a walking tour brochure of the CBD and identify appropriate historic and current photographs for its use; and
- 6) Prepare capsule summaries with text suitable for use in the future development of a signage program for the CBD that highlights points of historic and cultural interest.

A total of 205 properties over 50 years old were surveyed as presented in Table 1. In addition, public meetings were held in order foster community awareness and participation in the study. The first public meeting was held on April 29, 2002 in the early stages of the study, and a second meeting was held on November 12, 2002 to present the preliminary findings of the study. Information provided by the public and other interested parties was taken into consideration prior to finalizing the study findings.

David C. Berg served as Principal Investigator for the project and was responsible for executing the project and defining work assignments for resource staff members, with the exception of the Quality Assurance Manager. Ms. Susan Peters contributed as a historian and field surveyor, assisting with historical research, writing, and fieldwork. The Quality Assurance Manager, Ms. Donna Hole, provided an independent review of project work and technical advice regarding the project.

Remaining buildings within the commercial district that needed evaluation include the J.C. Penney building, the Canada Dry Bottling Plant, the Silver Spring National Bank, the Fenton building, the Old Armory (Fire Department), and the buildings between Georgia Avenue and Fenton Avenue on the north side of Colesville Road. The Silver Spring Historical Society recently completed the evaluation of the Canada Dry Bottling Plant. The Silver Spring National Bank, the Old Armory, and the J.C. Penney building are further evaluated elsewhere in this report.

A reconnaissance survey of the buildings on Colesville Road, including both the north side of the road and buildings further east on the south side Colesville Road (Fenton building and north), showed a variety of Streamline and Art Deco architectural styles all with a basic limestone front and various degrees of stylistic interpretations. In almost every case, these commercial storefronts have been modified by degrees that have included the elimination of architectural details, the replacement of windows and doors as well as the addition of vinyl and aluminum, and wholesale interior changes. Because of the demolition of buildings at the corner of Georgia Avenue, the construction of City Place on the south side of Colesville Road, there remain few buildings of outstanding architectural significance and integrity. Even those properties of individual note, such as J.C. Penney and the Silver Theater and Shopping Center, have seen significant alterations.

There remains no significant concentration of buildings streetscapes, and spaces that offer a historic sense of place, and therefore, no potential for properties within this area of the CBD to constitute a commercial historic district. This, however does not preclude the potential for some of the individual buildings to merit individual National Register listing.

Another aspect that should be considered is that the scope of this survey was to evaluate properties based upon National Register guidelines, which generally uses a 50-year cutoff date unless a strong case can be made for "exceptional significance". Montgomery County historic preservation code, however, does not include this 50-year guideline, and it is possible that evaluating buildings in this area using County criteria may result in slightly different results.

Candidates for Further Evaluation

During the survey and research, the survey team discovered a number of properties that appear to merit immediate National Register evaluation upon reaching 50 years of age. Alternately, these structures may also be evaluated for local Master Plan designation prior to reaching 50 years of age, as there is no County 50-year evaluation requirement.

- Weller Dry Cleaners (Fenton Street). This business, constructed around 1960 and still owned by Charles Weller, is a Streamlined style business with unique features of colored porcelain clad panels and original streamline marquee and signage that may be eligible for the National Register upon reaching 50 years of age. It is a rare example of such late 1950s commercial architecture having survived into the 21st century with a great degree of physical integrity.

- Perpetual American Savings Bank (8700 Georgia Avenue). This building, constructed in 1958, is an excellent example of bank architecture of the period, constructed of limestone and polished granite, and should be evaluated as a building highly representative of its type, as well as for its role in the history of Silver Spring.
- Arts Building (7961 Eastern Avenue). This building, constructed in 1956, is a three-story, high style representative of International Style architecture that possesses a high degree of integrity.
- 8787 Georgia Avenue (M-NCPPC building). Although not yet 50 years old, the unique architectural quality of this building can already be appreciated. This building should also be considered for both Master Plan designation and National Register listing upon reaching 50 years of age.

4.3 National Register Recommendations

The Silver Spring Tire Corp.

The Silver Spring Tire Corp. is a one-story, flat roofed, brick building with Art-Deco styling at the northwest corner of East-West Highway and Georgia Avenue. In plan, it is unusual, constructed basically of two rectangles attached at an obtuse angle to maximize street frontage on both streets. The front façade of the building forms an inverted “V” shape as a result of this construction. The front consists of six bays, two on the left side of the “V” and four on the right. The building generally consists of large pane windows in pairs and triplets on the showroom sides facing Georgia Avenue, and multi-pane steel sash windows along East-West Highway and the rear of the building. The single showroom window on the front façade is about three feet from the ground level and consists of an opening about twelve feet wide and six feet high. The top third or so of the opening is covered with vinyl, and the lower two thirds have a pair of large single glass panes. Sashes are aluminum. The windows on the east façade along Georgia Avenue are nearly identical, except that they are larger, being less than two feet from ground level. One of the Georgia Avenue windows is larger, having three large showroom panes. A single glass entrance door opening on the Georgia Avenue side, although extant, has been altered to give it an appearance of a fixed pane window.

The windows have stepped concrete surrounds and are flanked by large limestone Art-Deco pilasters. The tops of the pilasters have ornate floral carvings. On top of the window surrounds, alternating recessed and protruding bricks in stretcher course create a dentil pattern between the pilasters. At the roofline of the front façade facing the acute angled corner of the intersection of Georgia Avenue and East-West Highway, the dentil pattern is repeated, but in header course. The roofline parapet is capped with stepped brick followed by a stone cornice capped with aluminum