



# **MONTGOMERY VILLAGE FOUNDATION, INC.**

10120 APPLE RIDGE ROAD  
MONTGOMERY VILLAGE, MARYLAND 20886-1000

(301) 948-0110 FAX (301) 990-7071 [www.montgomeryvillage.com](http://www.montgomeryvillage.com)

**Commercial Architectural Review Committee  
Meeting Agenda  
North Creek Board Room  
20125 Arrowhead Road  
February 1, 2019  
9:15am**

**9:15-9:20AM**

1. Call Meeting to Order (Judi Kranz)
2. Administrative Matters (Judi Kranz)
  - Approval of Meeting Minutes from December 7, 2018
  - Residents Time

**9:20-10:00AM**

3. Review of CARC Design Guidelines Update (Katherine Webb)
  - Review of Memorandum summarizing feedback
  - Discussion

**10:00-10:05AM**

4. In House Reviews and Letters (Katherine Webb)
  - Atlantic Realty Company – Village Center Redevelopment Decision Letter
5. Next CARC meeting – scheduled for April 5, 2019

**Minutes of Meeting**  
**MONTGOMERY VILLAGE FOUNDATION**  
**Commercial Architectural Review Committee**  
**December 7, 2018**

A regular meeting of the Montgomery Village Foundation Commercial Architectural Review Committee was held at 9:15 a.m. on Friday, December 7, 2018 at the North Creek Board Room, Montgomery Village, Maryland.

**Members Present**

Gary Unterberg, Vice Chair  
Randy Creaser  
Wendy Hess  
Dave Post  
George Smith  
Alex Vespoli  
Katherine Webb, Director, MVF  
Architectural Standards

**Members Absent**

Judi Kranz, Chairperson

Jerome Leonard, MVF Board of Directors Liaison

**Others Present**

Dave Humpton, EVP, Montgomery Village Foundation  
Jeff Certosimo, Director of Development, Atlantic Realty Company  
Thomas Dinneny, Architect and Vice President, Davis Carter Scott  
Adam Schulman, Principal, Atlantic Realty Company  
Zack Bosse, Assistant Project Manager, Atlantic Realty Company  
Ryan David, Principal, Urban Engineering  
Armando Alas, Project Manager, Urban Engineering  
Erika Hottinger, Architectural Standards Administrator, Montgomery Village Foundation  
Martha Cruz, Architectural Standards Administrator, Montgomery Village Foundation  
Emily Wilberg, Recording Secretary

**I. Call Meeting to Order**

Mr. Unterberg, Vice Chairperson, presided. He called the meeting to order at 9:15 a.m. with a quorum present. Ms. Hess was welcomed as a new CARC committee member.

**II. Applications to Review- Renovation to Montgomery Village Center**

Jeff Certosimo, Director of Development for Atlantic Realty, addressed the Committee regarding the renovation to the Montgomery Village Center. This is the third time ARC has been before the CARC Committee; the site plans had been revised based on committee input and have been approved by the County. It is currently in the permitting process. There will be two phases in this redevelopment; the first phase is renovating the façade of the retail space, installing the park, opening up the main street area, and remodeling the monument signs. Phase one also includes apartment flats over the retail spaces, but those facades were not presented to the CARC at this meeting – they will come back to get those approved in the near future. Phase Two will include building the residential portion behind the commercial center, including 39 townhouses and 34 two-over-twos. ARC will need to submit to the county for Site Plan approval for Phase 2, and will also come back to the CARC for approval before they begin that phase.

### **Loading Dock/Rear of Center**

At the last Village Center presentation to the CARC in April, the Committee had requested to see the elevations for the loading dock area in the rear of the center, and to see how this area will be screened. While the developer did not have elevation renderings, they described their plan for that area and referenced the Site Plan and Landscaping Plan. The portion of the rear of the center where Global Foods is currently located will be torn down to make room for townhomes and an employee parking lot. As a result, the rear loading dock areas for Big Lots and the new grocer, Aldi, will be exposed. To screen this area, two islands will be built on either side of a new sidewalk, and shrubs, trees, and other landscaping will be added to them, serving both as rain gardens and natural screening for residents using the new park and frequenting the businesses in the back of the center. Repairs will be made to cracking concrete and broken light fixtures, and some renovations will be done to meet the loading needs of Big Lots and Aldi. Mr. Certosimo said that they would be open to repainting the area so that the brick color in the rear matched the new brick color of the rest of the building. However, more extensive façade updates to the loading dock area were not possible at this time. The Committee requested more specific details regarding the stormwater management plans and the landscape plantings. As this area will be converted back to residential units, it was suggested to add a wall or other sound mitigation materials at some point in either Phase 1 or Phase 2.

## **Lighting**

The Committee had also requested more information on lighting at the April meeting. It was noted that the site plan has been approved by the County, and this lighting plan fulfills County requirements. There will be more than 30 new poles and wall packs added with a plan to reuse and retrofit the current fixtures. This is in addition to the lighting from the stores. There are currently no plans for wall sconces along the storefronts. It was noted that the park has six perimeter light poles but none inside the park. Mr. Post asked that they consider additional lighting in the park for pedestrians, and a request was made to consider activating the new Main Street area using more wall sconce lighting. Clarification was made that the wall packs will be used in the rear only and not along the Main Street. Mr. Schulman from ARC noted that they have heard community feedback and will be sure that the new Main Street area will be well-lit for convenience and security.

## **Façade**

Mr. Dinneny continued the presentation. Confirmed retail tenants currently include Aldi, Big Lots, and Suntrust Bank. Several current tenants will remain including the veterinarian and the daycare. The national stores have specific design element requirements; the same colors and façade details will be continued throughout the center. The Committee viewed the proposed materials and colors that include stone and painted brick. The apartment flats are part of phase one but details are not yet known; these plans will come again before the Committee before construction is started.

## **Main Street Thoroughfare**

Part of the current shopping center will be demolished to allow Centerway Road to be continued through to the rear of the center, creating a Main Street that will have restaurants and café table seating on the sidewalks. It was suggested to consider canvas awnings as individual stores and restaurants are confirmed to help activate this space. The signage for each individual tenant will come before the CARC separately. At one time it had been discussed to have this Main Street made of a different material but that had not been approved by the County. It was suggested to consider a scoring pattern or a different color on the sidewalk to add interest and also to consider edging borders.

## Monument Signs

There are three monument signs—two to replace the signs currently in place along Montgomery Village Avenue, and one to replace the current sign along Watkins Mill Road. The materials echo the façade of the center by using painted brick and stone with the store logos to be placed in the middle. The color of the painted brick on the sign will match the color of the Big Lots façade. The entire sign will be backlit. It was suggested to reconsider the proposed font for “Montgomery Village Center;” some alternatives will be sent to Ms. Webb for the committee’s review. Once the CARC approves the design of the monument signs it will be sent to the County for approval. Specific store signage will be submitted separately by tenants and will be reviewed in house by AS Department staff as is the practice for all sign approvals in the Village. It was also noted that ARC does not own the sign on the corner of Montgomery Village Avenue and Stedwick Road, by the CVS, or the sign by the Post Office, and therefore is not able to make changes to those signs.

Mr. Unterberg moved to approve the plans for the Montgomery Village Center renovation as follows. The motion was seconded and passed unanimously.

- *Monument sign- approved as presented provided alternative fonts are submitted for separate approval.*
- *Colors/Materials- approved as presented.*
- *Loading Area - approved provided all walls are painted to match the new brick color on the front of the center; repairs are made to all components of the loading dock; and landscaping in the adjacent islands is significantly increased from what was presented to buffer the new loading area from view by pedestrians, cars, and center plaza users. Once these modifications are made, they must be brought back to the CARC for review before Phase 1 completion so that the committee can confirm the loading dock is in harmony with the aesthetics of the surrounding area.*
- *Main Street area - approved with a strong recommendation to further activate the area by scoring or coloring the concrete sidewalks and open spaces intended for outdoor dining, adding decorative wall sconce lighting, and adding decorative planters.*
- *Individual signage for the tenants will be submitted for CARC approval, with colorful canopies to be encouraged for those tenants along the new Main Street.*
- *The lighting plan is approved, with a strong suggestion to add pedestrian lighting to the Center Plaza area.*
- *Apartment Flats- the design for these will need to come to the CARC for separate approval before construction begins.*

- *Phase 2 Plans will be presented at a future date*

### **III. MVF Office Buildings Color Change**

Ms. Webb noted that the MVF office building at 10120 Apple Ridge Road is scheduled to be painted in Spring 2019, and that she and Mr. Smith have been working with the Recreation and Parks Department to update the building's color scheme at that time. They presented two color options for the CARC's review and approval.

Mr. Post moved to approve MVF Office Building color change option #2, McCormick #145 "Jamestown" for siding and Sherwin Williams SW 7632 "Modern Gray" for trim. The motion was seconded and passed unanimously.

### **IV. Overview of CARC Design Guidelines**

The CARC Design Guidelines document has been updated for clarity and to include current practices, processes, colors, and materials. The Committee Guidelines were removed to a separate document under MVF Board review that will be provided as an orientation document for new committee members. Committee members are asked to review the revised Design Guidelines and to send any comments or changes to Ms. Webb. Feedback on the revisions will be discussed at the meeting scheduled for February 1, 2019.

### **V. In House Reviews and Letters**

- a. Bank of America, Montgomery Village Center
- b. Lake Marion Community Center Exterior Paint
- c. Manna Hair Salon, Goshen Crossing Center
- d. McDonald's Village Center Renovations
- e. V&G Hair Design, 19394 Montgomery Village Avenue

### **VI. Administrative Matters**

#### **a. Approval of Meeting Minutes from September 7, 2018**

Mr. Post moved to approve the September 7, 2018 minutes as presented. The motion was seconded and passed unanimously.

#### **b. Reaffirmation of Email vote on Goshen Plaza McDonalds**

Mr. Creaser moved to reaffirm the email approval of the Goshen Plaza McDonalds. The motion was seconded and passed unanimously.

**c. Residents Time**

There were no residents present.

**VII. Next Meeting**

The next CARC meeting is scheduled for February 1, 2019. Ms. Webb will send the scheduled dates for CARC meetings in 2019 to committee members with the understanding that dates may be changed if needed.

**VIII. Adjournment**

There being no further business, the meeting was adjourned at 10:55 a.m. The reports, authorizations and other documents presented at the meeting have been initialed for identification and attached hereto or filed in the office of the Montgomery Village Foundation.

Emily Wilberg  
Recording Secretary



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January 24, 2019

## MEMORANDUM

TO: Commercial Architectural Review Committee (CARC) Members

FROM: Katherine Webb, Director of Architectural Standards

SUBJECT: Feedback on Edits to the Commercial Architectural Design Guidelines and Review Process Document

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**Background:** In early 2018, the AS Director and MVF's EVP informed the CARC that one of the objectives for 2018 was to update the Commercial Architectural Design Guidelines and Review Process Manual. The manual had last been updated in 1999, and needed revisions to reflect current practice and updated materials and aesthetics. At the December 7, 2018 CARC Meeting, the AS Director presented edits she and the EVP had made to the manual. The AS Director asked the committee to review the edits in advance of the February 1, 2019 committee meeting, during which the committee would have a more robust discussion of the manual edits and vote on whether to recommend the MVF Board of Directors approve the manual revisions.

Below are comments that committee members shared with the AS Director as of January 24, 2019, organized by section. Not all committee members were able to provide comments for inclusion in this memo, so the below does not reflect the entirety of the committee's feedback. (*Please note that the edited manual was provided to the CARC members as part of the December 7, 2018 meeting packet*):

### *Introduction*

- Should we include condominiums in addition to apartment buildings in the committee's scope?

### *Committee Guidelines Section*

- Is this section no longer needed, or is it a separate document?

### *Project Submission Requirements*

- Should we use "must" rather than "should" throughout? This could help clarify the requirements.
- If a plan is brought to CARC before the permit process and the permit process results in a change to design, do property owners need to resubmit an application? If so, should we make this requirement explicit?

### *Fences and Barriers*

- Are we comfortable not requiring approval for temporary fencing? Or should we require minimal information such as type and height be submitted?

### *Flag Poles*

- Does the CARC have jurisdiction over the flags that are flown on a pole? And if we don't, are we able to restrict the number of flags to two?
- Is the second bullet regarding number of flag poles on a property really necessary since the CARC approves all of them?

### *Landscape Design*

- Should we require owners to obtain CARC approval if they want to replace dead or diseased landscaping plants 100% in-kind?
- The tree sizes seem too restrictive. We should re-word that section to allow for situations where smaller or larger sizes are appropriate.

### *Mechanical Equipment*

- In the bullets, we use both "may be" and "shall be." Should we be consistent?

### *New Construction*

- Is the first paragraph necessary?

**Action Needed:** Discussion of the above comments (and any additional ones) regarding the edits and a motion to recommend the edited Commercial Architectural Design Guidelines and Review Process document be approved by the MVF Board of Directors.



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December 18, 2018

Atlantic Realty Company  
Attn: Jeff Certosimo  
8150 Leesburg Pike #1100  
Vienna, VA 22182

Re: Application for exterior renovation to Montgomery Village Center Shopping Center

Dear Mr. Certosimo,

Thank you for your cooperation with the Montgomery Village Foundation Commercial Architectural Review process, and for your and your colleagues' attendance and presentation at the December 7<sup>th</sup>, 2018 Commercial Architectural Review Committee (CARC) meeting. At that meeting, the CARC reviewed your application to renovate the Montgomery Village Center shopping center, located on Montgomery Village Avenue and Watkins Mill Drive.

**The CARC has approved your submitted application as follows:**

1. Monument sign- approved as presented provided alternative fonts are submitted for separate approval.
2. Colors/Materials- approved as presented.
3. Loading Area - approved provided all walls are painted to match the new brick color on the front of the center; repairs are made to all components of the loading dock; and landscaping in the adjacent islands is significantly increased from what was presented to buffer the new loading area from view by pedestrians, cars, and Center Plaza users. Once these modifications are made, they must be brought back to the CARC for review before Phase 1 completion so that the committee can confirm the loading dock is in harmony with the aesthetics of the surrounding area.
4. Main Street area - approved with a strong recommendation to further activate the area by scoring or coloring the concrete sidewalks and open spaces intended for outdoor dining, adding decorative wall sconce lighting, and adding decorative planters.
5. Individual signage for the tenants will be submitted for CARC approval, with colorful canopies to be encouraged for those tenants along the new Main Street.
6. The lighting plan is approved, with a strong recommendation to add pedestrian lighting to the Center Plaza area.

7. Apartment Flats- the design for these will need to come to the CARC for separate approval before construction begins.
8. Phase 2 Plans will be presented at a future date.

Again, thank you for your time and cooperation with the architectural review process. We are looking forward to seeing the finished product and witnessing the positive impact it will have on our community. We wish you the best of luck with your renovations.

Sincerely,



Katherine Webb  
Director of Architectural Standards  
Montgomery Village Foundation  
[kwebb@mvf.org](mailto:kwebb@mvf.org)  
240-243-2345

cc: David B. Humpton, EVP, MVF  
Adam Schulman, Principal, Atlantic Realty Company  
Erika Hottinger, AS Administrator, MVF  
Martha Cruz, AS Administrator, MVF  
CARC Committee Members