

Montgomery Village Foundation, Inc.

Commercial Architectural Design Guidelines and Review Process Manual

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INTRODUCTION

On December 22, 1995, Kettler Brothers, Inc. and the Montgomery Village Foundation (MVF) signed a Declaration of Assignment, assigning all rights and powers for non-residential architectural control to MVF. The MVF Board of Directors established the Commercial Architectural Review Committee (CARC) to assist the Board in carrying out this function. The guidelines established in this document are intended to protect the special character of Montgomery Village and the investment of residential and business owners in the community. This document outlines the procedures and criteria for evaluating proposals for development or modification of non-residential properties in the Village, including multi-family residential buildings. They are intended to accommodate the needs of non-residential property owners through the consistent application of reasonable guidelines, while protecting the community's architectural integrity.

Montgomery Village as it exists today is a result of over 50 years of planning and development by Kettler Brothers, Inc., the Montgomery Village Foundation, Inc., and numerous design professionals and governmental agencies, with guidance and input from residents and business owners. Throughout the process, it has always been the intent that Montgomery Village be a community comprised of neighborhoods, many with their own architectural character, but all with unifying and consistent elements. Key to the viability of these neighborhoods and the community as a whole, has been continuing efforts to foster and support compatible non-residential development. The role of the CARC is to review any modification made to the exterior of a non-residential property in Montgomery Village, including, but not limited to, façade updates, color and/or material changes to building exteriors, architectural design modifications, landscaping, exterior lighting, and signage to see how changes made to these properties and buildings blend into existing communities and the Village as a whole. The CARC reviews renovations made to MVF facilities or new construction of an MVF facility, provided the renovations are to major buildings and signage. Park amenities such as playground equipment, pools, and pool amenities are not subject to these guidelines or CARC review and approval.

Issues such as whether a new development allows for and provides adequate public facilities; conforms to the Master Plan; provides appropriate infrastructure such as roads, water, and sewer; and protects the environment, are not subject to CARC review. Rather, these issues are under the purview of the Montgomery County Planning Department, and would be addressed during the Montgomery County development review process.

The Design Guidelines serve as a reference and guide to the CARC members, staff and applicants. While not all encompassing, they are intended to clarify the process and provide a framework for maintaining the architectural integrity, quality and character of the Village without inhibiting creativity and innovation. MVF realizes that many projects have unique circumstances that may be evaluated on their own merit. Therefore, applications to the CARC are reviewed on a case-by-case basis, factoring in the specific attributes of the property in question as well as these Design Guidelines. The CARC meets on an as-needed basis, but generally meetings are held every other month on the first Friday at

9:00am in the North Creek Board Room – 20125 Arrowhead Road.

The guidelines presented in this manual are subject to periodic review and updating by the Montgomery Village Foundation Board of Directors and its Commercial Architectural Review Committee. Keep this manual as a ready reference guide. Additional information or guidance is available from the Montgomery Village Foundation Office, 10120 Apple Ridge Road, by calling 301-948-0110, or by visiting www.montgomeryvillage.com.

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TABLE OF CONTENTS

Introduction	
Applicant’s Representations and Responsibilities/MVF Disclaimers.....	6
Application Submission and Review.....	7
Project Submission Requirements	9
Design Guidelines	
Awnings and Canopies.....	12
Banners	13
Communications Equipment	14
Exterior Lighting	15
Fences and Barriers	16
Flag Poles	17
Landscape Design.....	18
Mechanical Equipment	19
New Construction, Renovation, Expansion or Replacement of Existing Structure	20
Parking and Roadways	22
Service Areas	23
Signage and Graphics.....	24
Temporary Facilities	26

APPLICANT'S REPRESENTATIONS AND RESPONSIBILITIES/ MVF DISCLAIMERS

1. An application for CARC review and approval must be submitted prior to making any exterior alterations, changes, additions or renovations to existing properties (including lighting and new or revised signage), or initiating any new construction.
2. When an applicant files an application with the CARC or otherwise initiates the design review process with the CARC, the applicant is explicitly representing on its own behalf and on the behalf of the applicant's architect, engineer, contractors, sub-contractors, etc., that all information submitted is true and accurate. The applicant and the applicant's agents, representatives and employees assume all responsibility for the accuracy of all submissions, including, but not limited to, all dimensions, grades, elevations, utility locations and other pertinent features of the site or plans.
3. The applicant and the applicant's agents, representatives and employees are responsible for compliance with all Federal, State, county and local laws. This includes, but is not limited to, the responsibility to obtain all necessary permits and approvals from the proper authorities. MVF and the CARC assume no responsibility for review of submissions for compliance with applicable laws or regulations.
4. The applicant, its agents, representatives and employees are solely responsible for the design, structural integrity, proper construction and safety of the proposed addition, change or modification, both during and after construction. MVF and the CARC assume no responsibility for said matters, including without limitation the structural, mechanical or electrical design, construction means and methods, or technical suitability of materials or systems.
5. The commercial architectural design guidelines, the review process, and the standards of approval set forth in this is Manual are intended to be applied consistently for the benefit of applicants and the MVF community. However, no provision in this Manual creates an entitlement to its application for an applicant or any other person; there may be circumstances in which the CARC determines that it is reasonable for the CARC not to apply a guideline, procedural step, or standard that is set forth in this Manual. In such a case, the CARC's action does not constitute abandonment of the provision, or a waiver of its application in the future.
6. The applicant shall be responsible for conveying to its agents, representative and employees, including, but not limited to applicant's architect, engineer, contractors, sub-contractors and their agents and employees, all applicable requirements of the Commercial Architectural Design Guidelines and Review Process and all decisions of the CARC, with respect to approval of all changes, additions and modifications.

APPLICATION SUBMISSION AND REVIEW

GENERAL:

The CARC will review all application submitted and will make every effort to make a decision within 30 days after an application is submitted. To facilitate the expeditious handling of any submitted application, applicants should be as thorough and complete in their submissions as possible.

APPLICATION SUBMISSION:

To be considered at the next CARC meeting, applicants need to submit their applications to the MVF Director of Architectural Standards at least 10 working days prior to the meeting date. Applications can be obtained by contacting the MVF Office at 10120 Apple Ridge Road, calling 301-948-0110, or by visiting <https://montgomeryvillage.com/eform/submit/commercial-architectural-review-> to apply online. The applications shall contain the information and documents set forth in the Project Submission Requirements, which recognize that the level of detail and documentation may vary depending on the size and complexity of the proposed project. Applicants are encouraged to contact the MVF Director of Architectural Standards if they have any questions regarding the preparation or submission of the application.

MVF STAFF REVIEW:

Upon submission of an application, the Director will first determine whether the application contains sufficient information and the necessary documents so that the application can be forwarded to the CARC for review. If additional information is needed, the Director will promptly notify the applicant and explain what additional information needs to be submitted in order to further process the application. The Director will also conduct a preliminary review of the application with Architectural Standards Department staff and the MVF Design Consultant to make a recommendation to the CARC for their consideration. In some cases, in order to expedite the review process, the Director may request modifications be made to the application in advance of CARC review. This feedback will be given when it is clear that a proposed modification is not in line with the Design Guidelines and/or is not harmonious with the Village aesthetic. In rare cases, the result of the staff review may be a concept approval, so that the applicant may continue the process of obtaining permits or hiring personnel for the modification. A concept approval by staff is not in lieu of an official approval of an application from the committee.

Once the application is ready for review, the Director will forward it to the CARC. The Director will also inform the applicant of the time and location of the next CARC meeting when the application will be reviewed and extend an invitation for a representative of the applicant to attend the meeting.

To expedite the review process, applications for new signage and minor exterior modifications will be reviewed in-house by the Architectural Standards Director, Design Consultant, and staff. A decision letter will be issued following the in-house review, and the

results of the review will be presented to the CARC at the committee's next meeting. Please see the Design Guidelines for "Signage and Graphics" for additional information on factors that are considered when reviewing signage in the Village.

CARC REVIEW:

Upon receiving an application for review, the CARC will conduct its review in open session and in accordance with established guidelines, giving due consideration to the information and documents contained in the application. All applications will be reviewed on a case by case basis, factoring in the specifics of the property in question, in addition to the design guidelines. The CARC may also consult with other MVF committees, if necessary. Upon request, applicants may give a presentation before the CARC.

CARC DECISION:

Upon completion of its review of an application, the CARC shall render a decision, which shall occur in open session. An application may be approved, approved with modifications, denied, or denied for lack of information. A simple majority vote of the members present and voting shall determine the CARC's action. **A tie vote shall be deemed "Denied."** The Director shall promptly notify the applicant, in writing, of the CARC's final decision.

REQUEST FOR CARC REVIEW OF STAFF DECISIONS:

When an application was reviewed in-house and the applicant is not satisfied with the decision rendered, an applicant may request that the full CARC review the application, following the same procedure discussed above. The CARC shall entertain any request to review an application that was initially reviewed in-house. Upon request, an applicant may give a presentation before the CARC.

APPEAL TO THE MVF EXECUTIVE COMMITTEE:

If an applicant is not satisfied with the CARC's decision, the applicant may appeal the decision to the MVF Executive Committee. To do so, an applicant must notify the MVF Director of Architectural Standards, in writing, within 30 days after the CARC's decision. The Executive Committee will make every effort to hear the appeal and render a decision within 30 days. Upon request, the Executive Committee shall allow the applicant to make a presentation. During its meeting, the Executive Committee may require the attendance and input of the CARC Chairperson or others.

PROJECT SUBMISSION REQUIREMENTS

The Project Submission Requirements identify the documents and information required to be submitted to the CARC for the review and approval process for projects such as new construction, additions, redevelopment or other modifications, as well as for projects of limited scope and complexity such as minor modifications to existing signage, landscaping, exterior lighting, fencing, etc. The CARC may request additional documents and information as necessary to adequately evaluate the applicant's proposal. For clarification of submission requirements, an applicant should contact the Architectural Standards Director at 301-948-0110. Applications can be submitted via email to the Director or by visiting <https://montgomeryvillage.com/eform/submit/commercial-architectural-review-> to submit online. In some cases, the CARC may request that the applicant provide hard copies of plans as well. If that is the case, the applicant will be notified in advance of the meeting.

Please note: It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project that have a significant aesthetic impact, those changes will need to be re-submitted to CARC for review and additional approval.

I. General Submission Requirements for New Commercial Structures and Modifications to Existing Structures

1. Project Application Form
2. Site Plan, preferably at a minimum scale of 1" = 30' and a contour interval of no less than two feet. The site plan should show all existing and proposed:
 - Property lines, rights-of-way and easements
 - Significant site features and existing uses of the site and areas adjacent to the proposed development
 - Location and size of existing tree masses and specimen trees
 - Buildings
 - Streets, parking and service areas
 - Utilities
 - Preliminary grading, limits of clearing and tree save areas
 - Site data including size and parking requirements
 - Master Plan composite at appropriate scale so that the entire plan is able to be viewed on one page.
3. Architectural Drawings, preferably at a minimum scale of 1/8" = 1'0". Drawings should show all exterior building elevations indicating height, massing and materials. Visible roof projections and mechanical equipment locations should be shown.
4. Landscape Plan showing location, size and type of all plant material.

5. Lighting Plan showing location, type, and photometrics of all proposed exterior lighting.
6. Signage Drawing showing location and general appearance (including illumination) of all proposed signage.

7. Specifications and other Descriptive Information

Provide drawings, color renderings, cut sheets, manufacturers' product information, photographs, color boards, material samples and any other information necessary to illustrate the design intent and character of the following:

- Exterior colors and materials
- Lighting
- Signage
- Utility, mechanical, communication and security equipment

8. Information on the status of governmental approvals and permitting. CARC approval should be sought prior to or concurrently with governmental approvals, not after.

II. General Submission Requirements for Projects of Limited Scope and Complexity

1. Project Application Form
2. Descriptive data sufficient to describe the location, design, materials, appearance, extent and character of the proposed construction. Drawings, Specifications and other Descriptive Information should be provided as appropriate based on the proposed scope of the work. Generally, the data should be of the quality and level of detail as that required for New Commercial Structures and Modifications to Existing Structures. For example, the Submission Requirements for replacement of an existing free-standing sign would generally consist of:
 - Site Plan showing existing and proposed location of the sign and any required modifications to the site
 - Landscape Plan showing new landscaping and/or any proposed modification to the existing landscaping
 - Signage Drawings showing in detail the location, design, lighting, materials and colors of the proposed sign
 - Color boards and material samples for all components of the proposed sign
3. Information on the status of governmental approvals and permitting. CARC approval should be sought prior to or concurrently with governmental approvals, not after.

Design Guidelines



AWNINGS AND CANOPIES

Awnings and Canopies should be compatible with and complement the building to which they are attached. The size, color and location must be appropriate for architectural character of the building and the site. Awnings and Canopies must be professionally constructed, installed and maintained. Colors and awning design will be considered on a case by case basis.

Guidelines

- Awnings and Canopies should be simple and consistent in shape and form.
- Colors and textures must be compatible with the palette of the building. Patterns and multiple colors will generally not be permitted.
- Signage may be permitted on an Awning or Canopy. Repetitive signage or advertising will generally not be allowed.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

BANNERS

Banners are considered temporary signs that are displayed on private property for less than 30 days. Banners may be considered by the CARC as temporary signage announcing public, charitable, education, or religious events or to call attention to community events. Banners must be maintained at all times and must not be erected or placed in the public right-of-way without a permit from Montgomery County. Banners must be secured at all times so they do not move in the wind, or appear to be loose. These guidelines do not supersede Montgomery County regulations regarding temporary signage, as stipulated in the Montgomery County Zoning Ordinance, Chapter 59, Article 59-6, Division 6.7. Signs.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

COMMUNICATIONS EQUIPMENT

Communications Equipment such as satellite dishes and antennae shall be located so as to be as inconspicuous as possible to public view. Requirements for communications equipment should be anticipated as much as possible and provisions made during the design phase for new construction. The amount, size and location of this equipment must not detract from the architectural character and site compatibility.

Guidelines

- Whenever possible, equipment should be located toward the center of the building roof and be screened to eliminate visibility from the ground and adjacent buildings. Primary consideration will be given in location and screening relative to residential areas.
- Dishes and antennae should be selected for color compatibility with the background color or be painted appropriately.
- Illumination or usage as signage or advertising is prohibited.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

EXTERIOR LIGHTING

All exterior lighting should be selected and located to complement the overall character and quality of the development. The source and color should be compatible with the site layout and building architecture. Building entrances should be lit and parking lot and pedestrian lighting provided to promote public safety and illuminate major vehicular entrances and pedestrian circulation elements. Lighting should be designed to create a consistent level of illumination without creating glare or impact on adjacent residential areas.

Guidelines

- All parking lots, loading areas, service areas and security lights, whether wall mounted or free standing, must be concealed source fixtures and be cut-off type to direct lighting downward.
- Special effect or overall architectural lighting of buildings will be considered on a case by case basis.
- Decorative fixtures may be permitted where they are part of an overall architectural concept.
- Bollards with integral light fixtures are encouraged for pedestrian walkways.
- The finish on all fixtures, poles and supports should be of a duranodic aluminum or other material in a dark bronze to black color. Finishes to match mullion treatment or other architectural features will be considered.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

FENCES AND BARRIERS

Temporary Fencing - fencing during construction procedures required by governmental agencies or as required to ensure public safety shall be permitted and does not require advance CARC approval. All such fencing shall be removed once construction is substantially complete.

Permanent Fencing - permanent fencing may be provided within the property boundaries where required to screen mechanical or electrical equipment or to accommodate public safety. Perimeter or property line fencing, walls or barriers is generally prohibited. However, exceptions may be considered by the CARC based on security or safety considerations.

Guidelines

- All approved chain link fencing must be vinyl coated.
- Permanent fencing and barriers are encouraged to be of masonry, wood, or metal construction.
- Height should be limited to 6 feet.
- Fences and Barriers should be located to minimize public view and must be screened by appropriate landscaping.
- Fence colors will be considered on a case by case basis.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

FLAG POLES

Flags and flag poles should be located and sized based on the scale and massing of the surrounding development. Flags should be proportionally sized for the pole.

Guidelines

- Generally, no more than two flags should be flown on any pole.
- No more than three flag poles should be permitted in any development without the specific consent of the CARC.
- The color of the flag poles should match the parking lot light poles or a major element of the building, whichever is more appropriate.
- Flags should generally be limited to the official flags of the United States of America, the State of Maryland, and Montgomery Village/Tree City USA. Other flags will be considered on a case by case basis.
- Flags should be flown in a traditional manner in accordance with accepted protocol.
- The use of flags for advertising or identification generally will not be permitted.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

LANDSCAPE DESIGN

A qualified professional should prepare all landscape plans submitted to the CARC. This plan should show the location, size, spacing and type of landscaping to be incorporated in the project. In general, the proposed landscape design should:

- Complement the landscaping of adjacent areas and the existing landscaping of natural areas to remain.
- Reduce the visual impact of large paved areas from surrounding areas and approaches.
- Take advantage of natural topography and vegetation.
- Provide visual interest through the use of color, texture and massing.
- Complement and reinforce the building architecture.

Guidelines

- Reference for standard sizing and grading of all proposed plant material should be the latest edition of "American Standard Nursery Stock."
- Seeding or sodding is required for all open areas. A minimum 4" layer of topsoil will be required for all areas to be seeded.
- Installation of all landscape material will be in accordance with the approved plan. At the time of installation, minimum tree sizes should be:
 - Deciduous Canopy or Shade Trees - 3 to 3 ½ inches in caliper
 - Deciduous Ornamental Trees - 2 to 2 ½ inches in caliper
 - Evergreen Trees - 7 to 9 feet in height
- Existing landscaping required by the CARC to remain shall be protected during construction operations and maintained in a healthy condition at all times. Any damaged, dead, or diseased material must be replaced with material of comparable size and quantity unless otherwise approved by the CARC.
- Any landscape material that dies or becomes diseased at any time after occupancy must be replaced as soon as possible with material comparable in size and quantity.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

MECHANICAL EQUIPMENT

Mechanical and Electrical Equipment including that required by public utility companies shall be as unobtrusive as possible and screened from view. The primary consideration will be the view from adjacent properties and public ways: however, applicants must minimize views on-site as much as is practical. Equipment may be located on the ground or the building roof. Primary consideration should be given to screening through the utilization of architectural elements of the building, but other methods such as fences, walls, berms and landscaping may be utilized. Noise-producing equipment must be located or screened to eliminate impact on adjacent residential areas.

Guidelines

- Rooftop equipment may be screened with parapets or other screening devices compatible in style and color to the building and adjacent surfaces.
- Equipment located on the ground may be screened using fencing, walls and earth berm in conjunction with landscape materials appropriately sized and spaced.
- All screening devices should be professionally designed, constructed and maintained.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

NEW CONSTRUCTION, RENOVATION, EXPANSION OR REPLACEMENT OF EXISTING STRUCTURE

Changing economic conditions, lifestyles, and demographic patterns will inevitably lead to requirements for modifications to existing commercial structures. This will result in significant renovation or expansion and in some cases demolition and reconstruction as the useful life of a building ends. All new development and redevelopment shall be consistent with the approved land use and minimize negative aesthetic impact on adjacent properties, as well as the community as a whole.

Guidelines

- Building and site development plans should consider compatibility with the scale, massing, character, location, and materials of existing buildings and surrounding development.

Redevelopment must be sensitive to existing neighborhoods.

- The architecture of the buildings must be considered on all sides. The architectural concept must be appropriately detailed on all building façades. In reviewing applications, the CARC will consider all views of the building from roadways and surrounding properties.
- The scale of the project should be given careful consideration, especially in large buildings. Large uninterrupted expanses of façade must be avoided.
- The architectural and site planning characteristics should be consistent throughout each development. The CARC will consider this consistency carefully when reviewing applications for renovation and expansion. Contrasting architectural styles will generally not be permitted within an individual development.
- Transitions should be incorporated at changes in materials and planes.
- A variety of materials is acceptable, including, but not limited to:
 - Brick masonry
 - PVC trim
 - Metal trim
 - Hardi plank siding
 - Cement siding
 - Metal “storefront” material and glass
 - Exterior Insulation and Finish Systems (EIFS) Architectural block
 - Pre-finished metal fascia and roof systems
 - Pre-cast architectural concrete
 - Wood shakes
 - Resin
 - Faux stone

Generally unacceptable materials include:

- Aggregate finish concrete panels
 - Plywood or plywood-based products
 - Vinyl siding
 - Painted or natural concrete block
-
- Site plan must respect established landscaping and natural buffers. The CARC may require that existing trees be saved and/or replaced with plantings comparable in size, quality and quantity.
 - Service areas should be designed to be integral with the building.
 - All accessory buildings must be of similar materials and compatible architectural character.
 - Additional criteria are established in other sections of these Guidelines.

Approval by the CARC does not supersede any approval or permitting requirement(s) by agencies having jurisdiction over the property.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

PARKING AND ROADWAYS

Parking areas and roadways should be located and designed to minimize visibility of expansive paved areas from adjacent property and approaches. Landscaping and berming should be used whenever possible to screen parking areas. Entrance, parking and pedestrian circulation elements should preserve natural site features, including topography and vegetation, whenever possible. Adequate buffering, landscaping, and/or berming must be provided where parking is adjacent to residential property and in other locations as required by the CARC.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

SERVICE AREAS

All Service Areas, including those utilized for delivery and trash collection, shall be located as discretely as possible and screened from public view. All such facilities shall be designated to be compatible with the building design, constructed of similar materials, and be suitably landscaped to minimize visual impact.

Guidelines

- Loading and service areas shall be located and screened as necessary to shield them from road ways and adjacent properties.
- Trash dumpsters shall be screened with walls, fences and landscaping and be located to minimize odor and impact on adjacent properties. The CARC may require trash and recycling facilities to be installed within buildings to decrease impact to neighboring properties.
- All enclosures shall be constructed of masonry or masonry and wood, or other substantial material. Chain link fencing is not allowed.
- Noise-producing equipment must be located or screened to eliminate impact on adjacent residential areas.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

SIGNAGE AND GRAPHICS

The purpose of these guidelines is to assist MVF and the CARC in the regulation of the size, location, height and construction of all commercial and residential signs placed for public observance in Montgomery Village. The guidelines are intended to protect property values and to preserve and strengthen the ambiance and character of the various communities and the Village as a whole.

All signage must comply with the requirements of the current Montgomery County, Maryland Zoning Ordinance, Chapter 59, Article 59-6, Division 6.7. Signs. The criteria established in these "Guidelines" is intended to complement the Ordinance. The more restrictive requirement in either document shall apply.

I. DESIGN GUIDELINES

The CARC recognizes that adequate and appropriate signage is critical to the viability of business operations. Proposed signage must be conforming in size and quantity with the County Ordinance and should be consistent with and complement the architecture and character of the overall development. All signs will be reviewed on an individual basis, taking into consideration design, color, materials, illumination, placement, landscaping, relationship to adjacent projects, and number of signs already existing on the property. All signs within one complex should be coordinated with the architecture in such a manner that the overall appearance is harmonious in form and proportion. Generally, signage must be professionally prepared and constructed. A variety of colors, including brand colors and logos, will be permitted within commercial centers. Free standing signage should be landscaped to allow for a harmonious appearance.

CARC approval is not required for the following operations which are not considered as creating a sign:

1. Replacing copy - the changing of the advertising copy on an approved painted or printed sign or on a theater marquee and similar approved signs which are specifically designed for the use of replaceable copy.
2. Maintenance - painting, repainting, cleaning or other normal maintenance and repair of a sign or a sign structure, unless a structural or color change is made.

II. LIMITS OF ILLUMINATION

- A. The light from any illuminated sign or from any light source, including the interior of a building, should be so shaded, shielded or directed that the light intensity or brightness will not adversely affect surrounding or facing premises, nor adversely affect safe vision of operators of vehicles moving on public or private roads, highways or parking areas. Light shall not shine or reflect onto residential properties.

- B. Generally, signs that have blinking, flashing or fluttering lights or other illuminating devices which have a changing light intensity, brightness or color, or which are so constructed and operated as to create an appearance or illusion of writing or printing are not encouraged. An exception may be made by the CARC, particularly for movement showing the date, time and temperature. Other exceptions may be granted on a case by case basis, and in coordination with the Montgomery County Department of Permitting Services. Nothing contained in this section shall be construed as preventing the use of lights or decorations related to religious and patriotic festivities. Beacon lights or search lights will not be permitted as a sign or for advertising purposes.
- C. No exposed reflective type bulbs and no strobe lights or incandescent lamps which exceed fifteen (15) watts should be used on the exterior surface of any sign so as to expose the fact of the bulb, light or lamp to any public street or adjacent property.

III. ENFORCEMENT

All signs not conforming to the Montgomery County code and the approval granted by the CARC will be referred to the Montgomery County Department of Permitting Services for action as allowed for by the provisions of the Montgomery County Sign Ordinance.

IV. APPLICATION

Each package for submission must contain the following information as applicable:

- A. Color elevations drawn to scale showing the sign design, including all dimensions.
- B. Site Plan showing the location of said signage and how it relates to existing buildings both on the site and adjacent to the site.
- C. Lighting and Landscaping Plan detailing the fixture to be utilized and the type of plants and size as well as placement of plant materials.
- D. For temporary signs, the application must include information on length of time signage is to be required on the site.
- E. Names of materials and colors to be utilized on the sign. The CARC may request samples of materials and colors.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.

TEMPORARY FACILITIES

Construction field offices, storage sheds, trailers, exterior storage yards, temporary toilet facilities and temporary directional signage are permitted during construction only. Offices and storage facilities should be relocated inside the building as soon as is practical, and all temporary facilities must be removed when the project is substantially complete.

Guidelines

- All temporary facilities shall be located as inconspicuously as possible. In particular, they should be located as far as practical from property lines bordering residential areas.
- Fencing, landscaping or other screening may be required.
- Proper maintenance and servicing of temporary facilities will be required. All areas of the construction site shall be maintained in a neat and orderly manner, and all debris promptly removed.

It shall be the responsibility of the applicant to comply with all rules, regulations and ordinances and to procure the necessary approvals of all governmental agencies having jurisdiction over the project. Should governmental agencies require changes be made to a project, which have a significant aesthetic impact, those changes must be re-submitted to CARC for review and additional approval.