

Exuberant Googie Weller's & Its Signage: For ALL of Us! Deserving of Master Plan Designation
Enlivening Adaptive Reuse! Designed by Noted Architect & S.S. Resident Ted Englehardt!
Testimony by Marcie Stickle, Montgomery County Council, 4/25/23

Commencing early 2000's, my Partner and I, SSHS Board Members, along with Community Members, worked with and on behalf of our Multi-Cultural Moms & Pops/Small Independent Businesses/SIBs/Siblings/ to make certain they Thrived not just Survived in the Revitalization of Downtown S.S. Linking arms in our Initiative, we all worked together through the very effective, active S.S. Regional Services Center Neighborhood Committee!

Councilwoman Valerie Ervin was a champion of this cause working alongside community members, including preservationists/adaptive re-users such as ourselves! This Initiative led to recommending "Targeted Investment Zones" within Heritage Areas; providing Mo Co Impact Assistance Funding; creating "Buy Local Silver Spring"; Latino Economic Development Center; founding of Fenton Village & Fenton Village Taste the World Days! See 2 lovely "Buy Local" Brochures! Addis Ababa Restaurant & Weller's Dry Cleaners are posted within, along with other multi-cultural SIBs!

George French & I/SSHS provided slide shows to the community, one was at the Nora School, very well attended. "Multi-Cultural SIBs to Thrive in their Original Human Scale Buildings Built to Last along S.S.'s Original Main Streets & Adjacent Side Streets," as personified in our Fenton Village! Heritage Tourism is Economic Development is the clarion call.

Montgomery Preservation Inc. & SSHS were Champions, linking with others!
S.S.'s Original Main Streets are Georgia Ave. & Colesville Road & their adjacent side streets.

Versatile S.S. Architect Englehardt & Potomac Valley Architects were located at 912 Thayer Ave in the immediate neighborhood!

We enjoyed dining so much at Addis Ababa over the years, promoting to others.
We enjoyed also vibrant Weller's Presence on the Landscape, & for its services.
"Eye Appeal Is Buy Appeal"! Glass Window Walls serve as beguiling Display Windows!

We/SSHS were invited to participate 2006 in 2 Urban Land Institute Meetings on "Developing a Retail Strategy for Silver Spring." Working together with Jerry A. McCoy, SSHS President, we submitted to a Survey & Report with Photos to ULI. **Eloquent support letters from The National Trust for Historic Preservation, Preservation Maryland, and Montgomery Preservation Inc. were included.**

"Targeted Investment Zones," within Mo Co "Certified Heritage Areas" in Maryland was also supported by a number of State and County officials at that time.

Quoting from ULI Report, ULI Washington, A Technical Assistance Panel Report Developing a Retail Strategy for Silver Spring
Sponsored by: Silver Spring Regional Service Center, Montgomery County, Maryland
September 26-27, 2006; See # 1 Recommendation below:

"The panel hopes that the recommendations provided in this report will stimulate ongoing action that will result in the revitalization of Silver Spring. In developing its recommendations, the panel created the following guiding principles that it hopes will be espoused by all stakeholders as they move forward:

"Maintain Silver Spring's unique and historic character";

Relating to impacts of Purple Line Construction on Bonifant St.'s multi-cultural small independent business; in more recent years, I participated in meetings held on Bonifant St. at the businesses themselves. Concerned State & County Officials always actively participated!

Please take the next step, and as the HPC and their superb Expert Staff has researched, and advises, I enthusiastically request the County Council approve an Amendment to the Master Plan for Historic Preservation designating Weller's and its Signage as a Master Plan Historic Site for ALL of us!

Thank you! Marcie Stickle, 510 Albany Ave., Takoma Park, MD 20912, 301-587-5955
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