M: 35-14-02 1929
Madonna of the Trails
7400 Wisconsin Avenue (MD 355)
Bethesda

Erected on Wisconsin Avenue in 1929, the Bethesda Madonna is one of twelve statues commissioned by the Daughters of the American Revolution (DAR) to commemorate this country's westward pioneer movement. The statues were placed along the westward trail from Bethesda, Maryland to Upland, California and are dedicated to the spirit and courage of American pioneer women.

The original statue was commissioned in 1911 and sculpted by Jo Davidson. Twelve copies were cast in concrete and placed along the pioneer road to the west. In March, 1982, this statue was moved and carefully stored to prevent harm during the construction of the Bethesda Metro station. The statue should be set down in the public plaza on top of the station.

M:35-14-2

FOR ADDITIONAL INFORMATION

See correspondence dated October 1986

ACTION TAKEN

The purpose of this amendment is to designate the following sites, located within the Bethesda Central Business District, on the Master Plan.

M: 35/14-1	Montgomery County Farm Women's Cooperative
M: 35/14-2	Madonna of the Trails
M: 35/14-4	Bethesda Theater Complex
M: 35/14-5	Bethesda Post Office
M: 35/14-6	Wilson's Store & Post Office

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

M:35-14-2

FOR ADDITIONAL INFORMATION

See correspondence dated December 9, 1985

ACTION TAKEN

Final Draft Amendment.....to designate the following sites, located within the Bethesda Central Business District, on the Master Plan

M: 35/14-1	Montgomery County Farm Women's Cooperative
M: 35/14-2	Madonna of the Trails
M: 35/14-4	Bethesda Theater Complex
M: 35/14-5	Bethesda Post Office
M: 35/14-7	Wilson's Store & Post Office (Community Paint and Hardware)

M: 35-14/2

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

RECEIVED
JUL 29 1985
MARYLAND HISTORICAL TRUST

July 19, 1985

M E M O R A N D U M

TO: Interested Parties

FROM: Staff of the Montgomery County Planning Board

The enclosed notice of public hearing gives the date, time, and location of a Planning Board public hearing on historic resources which may be of interest to you or be located within your area.

If you should wish to testify concerning these resources, please contact the Community Relations Office at 495-4600 or send written testimony to Norman L. Christeller, Chairman, Montgomery County Planning Board at the above address.

Attachment

M:35-14-2

NOTICE OF PUBLIC HEARING

Pursuant to Chapter 24A of the Montgomery County Code, entitled "Preservation of Historic Resources" adopted July 24, 1979, Ordinance No. 9-4, Section 24A-10 (Moratorium on Alteration and Demolition), the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission hereby gives notice that it will hold a public hearing as follows:

Thursday
August 8, 1985
at
1:30 P.M.
in the
Montgomery Regional Office
The Maryland-National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, Maryland 20907

to make a finding as to the significance of the following site listed on the Locational Atlas and Index of Historic Sites in Montgomery County (M-NCPPC, 1976):

Community Paint & Hardware #35/14-2
7152 Wisconsin Avenue
Bethesda, Maryland

pursuant to application for partial demolition and relocation by the owner.

The Planning Board, after due consideration of the recommendations of the Historic Preservation Commission and other testimony, will make a finding as to whether the above resource will be included in the Master Plan for Historic Preservation. If not included, a demolition permit to substantially alter could be issued. Where the Planning Board determines the resource will, in all likelihood, be included in the master plan, a permit can be withheld for a maximum period of six months or until the resource is designated, at which time the application will be governed by the procedures established in Section 24A-7. Or the permit can be issued subject to conditions which the Planning Board, on advice from the Preservation Commission, finds will further the purposes of the Ordinance in preserving historical importance of the resource.

If not included in the Master Plan for Historic Preservation, the resource may be removed from the Locational Atlas. If removed, the site will no longer be subject to the provision of Chapter 24A-10 (Moratorium on Alteration and Demolition). The site will remain on the Maryland Historical Trust's Inventory.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Persons wishing to testify should call 495-4600. If you are unable to attend, write your concerns to the Montgomery County Planning Board at 8787 Georgia Avenue, Silver Spring, Maryland 20907 and they will be made part of the public hearing record.

Mable Granke
Vice Chair, MCPB

MG:MR:ms

M: 35-14/2

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

RECEIVED
DEC 28 19
MARYLAND HISTORICAL TRUST

MEMORANDUM

December 9, 1985

TO: Richard Ferrara, Director
Department of Housing and Community Development
John L. Menke, Director
Department of Environmental Protection
J. Rodney Little, Director
State Historic Preservation Office
Priscilla Schwab, Chairperson
Historic Preservation Commission

FROM: Melissa C. Banach, Coordinator
Community Planning North

SUBJECT: Final Draft Amendment to the Master Plan for Historic Preservation: Bethesda CBD Historic Sites

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I am pleased to transmit to you this Final Draft Amendment to the Master Plan for Historic Preservation.

This document contains the recommendation of the Montgomery County Planning Board on the designation of individual sites in the Bethesda CBD.

Should you have any questions concerning this amendment, please do not hesitate to contact Marty Reinhart at 495-4565.

MCB:MR:dws
Attachment

M:35-14-2

Site	Name
35/14-2	Madonna of the Trails

- Erected on Wisconsin Avenue in 1929, the Bethesda Madonna is one of twelve statues commissioned by the Daughters of the American Revolution (DAR) to commemorate this Country's westward pioneer movement. The statues were placed along the westward trail from Bethesda, Maryland to Upland, California and are dedicated to the spirit and courage of American pioneer women.

- Designated on the Master Plan without an environmental setting as part of an amendment adopted in 1981, the Bethesda Madonna was subsequently removed from its original location during the construction of the Metro system. The Madonna will be returned to a site on the north side of the Bethesda Post Office in the winter of 1985-86. The statue and its immediate surroundings will be maintained in perpetuity under the Bethesda Metro Center's Site Plan Enforcement Agreement #8-81075.

Site	Name	Location	Associated Acreage
35/14-4	Bethesda Theater Complex (Cinema 'n Draft House)	7715-7723 Wisconsin Avenue	17,497 sq.ft.

- 1938--Art Deco movie theater complex featuring symmetrical single bay store facades of blond brick banded at the upper level in courses of black. The store fronts flank a marquee topped by a distinctive tower reminiscent of a stylized New York City skyscraper.

- One of two theaters in the County designed by the firm of noted theater architect, John Eberson, the complex is a good, representative example of Eberson's work in neighborhood theater design.

- This site is designated with the entire 17,497 sq. ft. parcel as the environmental setting. If redeveloped, the intention of designation is to seek the preservation and integration of the theater's significant exterior architectural features including the marquee, distinctive marquee tower and the complex's banded brick facades as well as preserve primary views of the marquee and tower from the street.

- The amendment further recognizes a public interest in retaining the theater's use and in preserving original/historic, interior features. If redeveloped under an

Coleman, Margaret Marshall and Anne Dennis Lewis
1984 Montgomery County: A Pictorial History. Norfolk: Donning Co.

With no hydrants available, Montgomery firefighters filled their tanks from a stream near a narrow dirt road lined with log houses. Courtesy of Malcolm Walters

In 1911 the Daughters of the American Revolution renamed the National Road the National Memorial Highway and commissioned a statue, the *Madonna of the Trails*, by sculptor Jo Davidson. Twelve copies were cast in concrete and placed along the pioneer road to the west. This madonna stood near the intersection of Wisconsin Avenue and Old Georgetown Road in Bethesda.

Copies were also placed in Washington, Pennsylvania; Wheeling, West Virginia; Springfield, Ohio; Richmond, Indiana; Vandalia, Illinois; Lexington, Missouri; Council Grove, Kansas; Lamar, Colorado; Albuquerque, New Mexico; Springerville, Arizona; and Upland, California.

In March 1982 the Montgomery statue was moved and carefully stored to prevent harm during the construction of the Bethesda subway station. The monument will be restored to Bethesda following the completion of the Metro station and set down in the public plaza planned for the area on top of the station. Courtesy of Malcolm Walters