

2044
CANADA DEY BLDG
1993 REVIEW

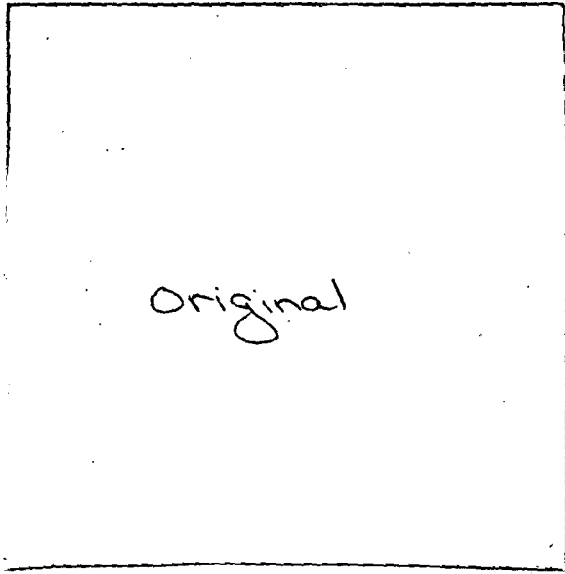
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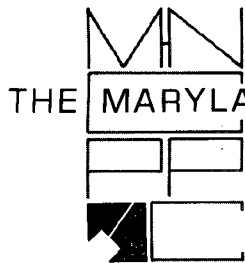
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universal
No. F5-15115

Canada Dry Potomac
1201 E.-W. Hwy Corp.
S.S., MD.
ATTN: Richard Wolfe






THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

May 5, 1993

MEMORANDUM

TO: Historic Preservation Commission

FROM: Gwen Marcus, Historic Preservation Coordinator 

SUBJECT: Canada Dry Discussion at May 12th HPC Meeting

Please bring the materials on the Canada Dry Building which were passed out at the April 28th HPC meeting. These materials, prepared by citizens in Silver Spring, describe the history and architecture of the structure. If you do not have the packet of materials, please let staff know as soon as possible and we will provide you with a copy.

As noted previously, the Canada Dry Building was discussed by the HPC and the Planning Board in the mid-1980s. Neither body recommended that this structure be placed on the Locational Atlas, and it is not on the Atlas now. The structure is not recommended for preservation in the recently approved Silver Spring CBD Sector Plan. The County Council did have some discussion of the building during their deliberations on the Sector Plan, but chose not to include language on the preservation of this resource.

On May 20th, the Planning Board will be considering a Project Plan for the Canada Dry Building site. This plan calls for demolition of the existing structure and construction of a high-rise apartment building in its place. Elements of the architectural motifs found in the Canada Dry Building will be incorporated into the design of the new building, particularly the entrance. However, the new project does not propose any substantive preservation. Drawings of the proposed new building will be available for the HPC to see at the May 12th meeting.

The HPC's purpose in discussing the Canada Dry Building at this time is to decide whether or not to comment on the Project Plan at the May 20th Planning Board hearing. Although this has been scheduled as a discussion item only, there will be several individuals attending the May 12th HPC meeting who may want to speak on this issue - including citizens and representatives of the property owner.

2 conditions:

- ① complete documentation of the structure produced to the standards of the Historic American Buildings Survey including drawings and photos
- ② demolition permit for building not be granted until a building permit for the new development has been obtained and financing is in place for the new construction

TO: Gwen Marcus

FROM: Mary Reardon *May*

DATE: June 9, 1993

Enclosed is a hard copy of the letter faxed on June 2 to Gus Bauman. This version includes Richard Levine's signature (he was out of town earlier) and includes the Silver Spring-Takoma Traffic Coalition among the groups supporting our request.

8007 Eastern Avenue, #110
Silver Spring, MD 20910
June 4, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman:

At the May 20 hearing on the Canada Dry residential project (#9-92003), the Montgomery County Historic Preservation Commission proposed in testimony that a provision be included to preclude demolition of the Canada Dry bottling plant until the owners were ready to construct the new project on the site. A similar provision, the HPC pointed out, was made for the Silver Theatre and Shopping Center when plans for the Silver Triangle project were presented to the Board.

Your motion to support the HPC's proposal failed, and we would like to request a reconsideration of the motion. As you indicated, it seemed like a fair proposal, and we would like all five Board members to have an opportunity to read the testimony presented on May 20, particularly the HPC's, and make a decision on this.

The principal reason for this request is that we believe the decision to reject the HPC's suggestion was based on a misunderstanding of the Commission's intent. The intent was definitely not to buy time for a citizen petition for historic designation of the Canada Dry bottling plant (nor is this our intent now). The intent was rather to protect the building until demolition became necessary, recognizing that plans for the project could change over time, that several years may elapse before the project is begun, and that a different plan could evolve in the long run. The building, in short, should not be demolished for nothing. HPC Commissioner Ken Norkin, who testified at the hearing, confirmed this in a conversation with one of the signatories of this letter following the hearing. During the Planning Board's discussion on May 20, the HPC representatives were unable to clarify their intent, since the discussion occurred when the public testimony had concluded.

Commissioner Norkin supports our request for reconsideration by the full board and with clarification and recognition of the Commission's intent.

We recognize that since the project plan as approved requires the developer to save part of the current building, this may provide some deterrent to demolishing the building before site plan approval (though there is no guarantee of this). But after site plan approval, should Canada Dry vacate the premises, it is unclear there would be any motivation to save the building beyond what the site plan specifies

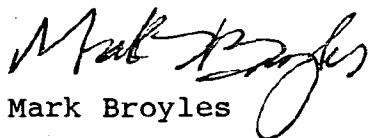
saving. If several years elapse before groundbreaking, we will have a vacant lot on the premises during that period (landscaping of the lot is a poor substitute for preservation). And if this particular project is never built, we will have lost a building that experts have acknowledged as architecturally significant, and the loss will have been for nothing.

The undersigned have worked to research the history of the Canada Dry building and background on the architect, and have studied the project plan. The Allied Civic Group joins us in requesting a reconsideration of the demolition provision. Also supporting the request is the Silver Spring-Takoma Traffic Coalition board, North Woodside Montgomery Hills Citizens Association, and Dane Konop, president of Seven Oaks-Evanswood Citizens Association.

One further clarification is in order, given the comments of Mr. Kominers at the May 20 hearing. The Canada Dry building never received a comprehensive review--not by the HPC, not by the Planning Board, and certainly not by the County Council which simply declined to add language to the Silver Spring Sector Plan on Canada Dry given the late hour in which it was proposed. No formal petition was ever filed, and until very recently there was precious little in Planning Commission files on the building. Over the last 10 years, in-depth research had focused on buildings at risk--notably the Silver Theatre and Shopping Center. Mr. Kominers' view is that the Canada Dry building was rejected for Atlas placement after thorough review--a truer statement is that it was passed over for lack of a thorough review. We make this point not to build a case for historic designation but simply to dismiss the notion that any County entity ever had an opportunity to thoroughly assess the value of the building and the work of its architect.

We hope you will give careful consideration to our request to provide protection for the Canada Dry building until the owners' plans for the site are firm.

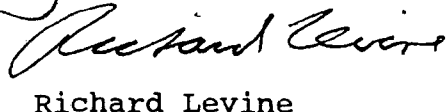
Sincerely,


Mark Broyles


Joyce Nalewajk


Jamie Karn


Mary Reardon


Richard Levine

Cc: Ken Norkin
Gwen Marcus
Jean Kaufman

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WRITER'S DIRECT DIAL NUMBER

(301) 650-7071

June 16, 1993

Mr. Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Opposition to Request for Reconsideration; Project Plan
No. 9-92003 -- Canada Dry Residential (the "Project
Plan");

Dear Mr. Bauman:

The purpose of this letter is to object, on behalf of Canada Dry Potomac Corporation (the "Applicant"), to the request for reconsideration of the above-referenced Project Plan filed on June 2, 1993 by Mark Broyles, Jamie Karn, Joyce Nalewajk and Mary Reardon (the "Request"). The grounds for reconsideration set forth in the Request clearly do not meet the criteria for reconsideration set forth in Section 11 of the Montgomery County Planning Board Rules of Procedure. The request should be denied.

Section 11 of the Planning Board Rules states as follows:

The Board may review a request to reconsider, provided sufficient grounds are demonstrated. Such grounds may include:

- (1) a clear showing that the action of the Board did not conform to relevant law or its rules of procedure; or
- (2) evidence indicating that certain pertinent and significant information relevant to the Board's decision was not presented at the public hearing before the Board or otherwise contained in the record, together with a

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statement detailing why such information was not timely presented; or

- (3) such other appropriate compelling basis as determined by the Board.

The Request is intended to secure reconsideration of the motion made at the public hearing held on May 20, 1993, which granted conditional approval of the Project Plan. The Request then seeks to have the Planning Board adopt the proposal made at the public hearing by the Historic Preservation Commission ("HPC") that approval of the Project Plan be conditioned upon a prohibition against demolition of the existing Canada Dry building "until the owners were ready to construct the new project on the site." (Request, p. 1.) According to the Request, its authors believe that "the decision to reject HPC's suggestion was based on a misunderstanding of the Commission's intent" and they "would like to have all five Board members to have an opportunity to read the testimony presented on May 20." Later in the letter, the authors allege that my comments at the hearing with respect to previous review of the Canada Dry building for historical significance require "clarification." (Request, p. 2.)

Each of the three grounds for reconsideration briefly summarized above fail to meet the criteria of Section 11 of the Rules of Procedure and reconsideration should be denied.

I. Desire to Have All Five Planning Board Members Render A Decision on an Application Is Invalid Grounds for Reconsideration

The authors of the Request would "like to have all five Board members to have an opportunity to read the testimony...and make a decision on this" (Request, p. 1). Such a desire is entirely inappropriate as grounds for reconsideration.

Section 59-D-2.4 of the Montgomery County Zoning Ordinance (1984, as amended) ("Zoning Ordinance") states that the Planning Board shall act on project plans "by majority vote of those present and voting and based upon the evidence and testimony contained in the record..." The three Board members present represented an adequate quorum of the Board. The 3-0 vote approving the Project Plan fully complies with the Zoning Ordinance provision governing project plan review, thus obviating any argument that the Board did

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"not conform to relevant law or its rules of procedure" as set forth in subsection A(1) of Section 11.

Further, all those Board members present at the public hearing heard all of the evidence presented by the various parties who testified. To grant reconsideration on the grounds that all members of the Board were not present could result in requests for reconsideration by dissatisfied parties of all Planning Board decisions rendered by less than the full Board--not a desirable precedent. Such a result is certainly not contemplated by the Board's Rules of Procedure or its quorum requirements. Reconsideration on the grounds that two members of the Board were absent from the hearing on the Project Plan would not only be improper, but a potential violation of the Applicant's procedural due process rights.

II. HPC's Position Regarding Demolition Was Clearly Conveyed And Duly Considered By The Board

With respect to the Request's assertion that the HPC was "unable to clarify" the intent of its proposal, there is no evidence in the record that the Board was unclear as to the intent of HPC. Neither can it be claimed that HPC, and all other interested parties, were not accorded an opportunity, prior to and at the public hearing, to present their views on all aspects of the Project Plan, including the demolition issue.

The Board considered the demolition issue at length. The Request is devoid of

evidence indicating that certain pertinent and significant information relevant to the Board's decision was not presented at the public hearing...or otherwise contained in the record...

as required by Section 11 of the Rules of Procedure. As the Request states, the HPC "proposed...preclu[sion] of demolition of the Canada Dry bottling plant until the owners were ready to construct the new project..." and the "motion to support the HPC's proposal failed." (Request, p. 1.) These statements in and of themselves clearly demonstrate that HPC's position regarding demolition was presented, that discussion of the proposal ensued, that a motion was made, and that the motion failed. After such exhaustive treatment, reconsideration of the issue is both

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unnecessary and improper, in light of the criteria established for reconsideration.

III. The Record Accurately Reflects Previous Review Of The Canada Dry Building For Historical Significance

With respect to previous review of the historical significance of the Canada Dry building and my comments thereon at the public hearing, "clarification" is not "in order." (Request, p. 2.)^{1/}

The appendix to the May 20, 1993 Staff Report on the Project Plan contains detailed memoranda and letters addressing the designation issue from Mary Reardon, Richard Guy Wilson, Richard Longstreth, the Art Deco Society of Washington, and the Allied Civic Group. While the memoranda and letters contain opinions on the alleged historical aspects of the existing Canada Dry building, they also demonstrate that each of the writers recognized that the building has not been placed on Locational Atlas and Index of Historic Sites in Montgomery County ("Locational Atlas"). Further, the Staff Report contains a letter from Robert Marriott, Planning Director, to Council President Praisner explaining the status of the building and referencing a memo, also contained in the Report, from Jean Kaufman, which affirmatively states that the building was considered for addition to the Locational Atlas in 1984 and was rejected.

The Board was, therefore, fully apprised by its Staff, on the record, of its own previous review of the Canada Dry building for historical significance, and of the outcome of that review. My comments at the public hearing were consistent with the factual statements of the Staff and others. Other documentary evidence presented on behalf of the Applicant also supported the factual representations. In any event, clarification of my comments could have been made at the public hearing and cannot constitute grounds for reconsideration. There is, however, no suggestion (or reason to suggest) that the subject comments were in any way inaccurate.

^{1/} The authors of the Request expressly state that they do not wish to "build a case for historic designation." Thus, their inclusion of the above-mentioned "clarification" in the request for reconsideration seems both confusing and superfluous.

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Finally, notwithstanding that the Canada Dry building is not on the Locational Atlas and has not been designated for historic preservation, the Opinion approving the Project Plan contains (despite the protests of the Applicant) a condition (No. 3(d)) requiring "[i]ncorporation of elements of the original Canada Dry building facade such as the rotunda, the yellow brick, and the curved wall." Consequently, the concerns of the writers of the Request clearly were considered by the Board in its deliberation on the Project Plan and were actually incorporated into the conditions of approval.

Reconsideration of the historic designation issue is inappropriate, as the Request fails to point to any "pertinent and significant information...not presented at the public hearing before the Board." (Rules of Procedure, Section 11 A(2).)

Based upon the foregoing, we respectfully request that the Board deny the request for reconsideration set forth in the June 2, 1993 letter from Ms. Reardon, Ms. Nalewajk and Messrs. Karn and Broyles. As stated above, the Request focuses exclusively on historic preservation issues which were addressed in the Staff Report and were the subject of extensive and comprehensive evidence, testimony, and Board discussion at the public hearing. The criteria for reconsideration have not been satisfied.

Thank you for your consideration of this matter.

Very truly yours,

LINOWES AND BLOCHER



William Kominers

WK:emh

cc: Mr. Richard Wolfe
Mr. Ersin Ureksoy
Mr. Mark Broyles, et al.
Mr. Robert Marriott
Ms. Jean Kaufman
Ms. Gwen Marcus
Thomas G. Kennedy, Esquire
Joseph P. Blocher, Esquire

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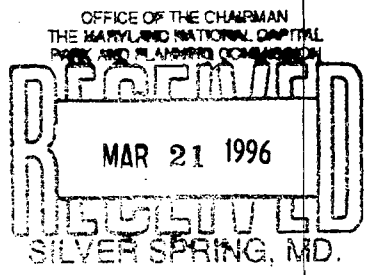
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3/21/96

ALLIED CIVIC GROUP

March 20, 1996

William H. Hussmann, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910-3760
FAX: (301) 495-1320



RE: Site plan amendment, File No. 8-95019
Canada Dry Residential

Dear Mr. Hussmann:

I have been asked by John Robinson, President of the Allied Civic Group, to reiterate the organization's position on the Canada Dry bottling plant, which occupies the site of the proposed plan for residential redevelopment. While the Allied Civic Group supports development of housing in the Silver Spring Central Business District, we also consider the Canada Dry building to be an important element of Silver Spring's historical resources and physical character. As we stated in previous testimony, we believe that a significant part of the building should be preserved.

A "significant portion of the building," it was generally agreed by individuals and civic groups favoring preservation, would include the rotunda and enough of the building to incorporate the curved corners at the front. By this we did not mean simply incorporating similar design elements, but rather the actual physical elements. At the project plan hearing on May 20, 1993, Gus Bauman, then Planning Board Chairman, specifically urged going beyond discussing the incorporation of design elements reminiscent of the building, but rather including a condition that the actual elements be incorporated in the new structure (p. 165 of transcript). This is obviously a very important distinction.

The discussion that ensued focused on incorporation of physical elements of the building, and the rotunda was singled out by Mr. Bauman as particularly worthy of preservation. Mr. Silverman, speaking for the applicant, stated that the rotunda would likely be the element he would focus on, if he were to choose just one element. In light of this, Mr. Robinson and I--and others who favored preservation--interpreted the language in Condition 3d to mean incorporation of a significant physical portion of the building. While we recognize that the condition does not call for full preservation of the building, we concluded, in light of the Board's discussion, that simply using some of the bricks, or providing a design element reminiscent of the bottling plant, would not fulfill this condition.

One approach that would fulfill the condition would be preservation of the rotunda, and rebuilding a portion of the length of the adjoining yellow brick walls, each ending in a curved corner. This approach would retain much of the straight-on view of the front of the building. And it could result in a tasteful and unique structure that would reference Silver Spring's history in a tangible way.

The Allied Civic Group and others presented a number of arguments and evidence favoring preservation at the time of the project plan hearing. Among the highlights:

- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, and corner rotunda with glass brick work.

- A building in New York designed by the architect of the Canada Dry building--Walter Monroe Cory--was declared a landmark by the New York Landmarks Preservation Commission in 1988 (Starrett-Lehigh building).
- A letter to the Planning Board from prominent architectural historical Robert A.M. Stern, host of the PBS series "Pride of Place," states that the Canada Dry plant "is an aesthetically important building and a fine example of the Streamline Moderne style..." Stern also wrote that the work of building's architect "is now firmly established as an important part of twentieth-century architecture in America."
- Richard Guy Wilson, Chairman of the Department of Architectural History at the University of Virginia and author of The Machine Age in America, wrote that the Canada Dry building is worthy of preservation on aesthetic merits alone and is a continuation of important trends in industrial building design that began in the 1930s.
- Several civic groups testified or wrote in favor of preservation of a significant portion of the building--including Woodside Park Civic Association, Seven Oaks-Evanswood Civic Association, Woodside Civic Association, and the Silver Spring-Takoma Traffic Coalition.

The Planning Commission file on this project contains letters from architectural historians and civic groups as well as the results of research conducted in 1993 by several Allied Civic Group members on the work of the Canada Dry plant architect. I am attaching a brief summary of information researched in 1993.

The fact that the Canada building was never placed on the Master Plan for Historic Preservation is sometimes used to justify a disregard for its merits. But some 10 years ago, when the Silver Spring historic district was being considered, most of the attention and research was focused on the Silver Theatre and Shopping Center, which were threatened by CBD development plans. At that time, there was too little information on the Canada Dry building for a thorough review. But we believe that the information and the comments from experts that surfaced in 1993 have confirmed that the Canada Dry bottling plant is a valuable architectural resource and that a decision to demolish it should not be taken lightly.

Unless the site plan provides for incorporating significant physical elements of the Canada Dry building, it is not fulfilling the intent of the condition 3 on page 5 of the staff opinion. I urge you to review the relevant parts of the transcript of the project plan hearing and ensure that the site plan conforms to the spirit and intent of Mr. Bauman's amendment (which was accepted) and the ensuing discussion.

Sincerely,



Mary Reardon
Chair, ACG Historic Preservation
Committee

[8007 Eastern Avenue
Silver Spring, MD 20910
202-219-0566]

CC: Brooke Farquhar
Gwen Marcus

Attachment

SIGNIFICANCE

Period: Twentieth century, first half

Areas of significance: Architecture, Industry

Constructed: 1946 Architect: Walter Monroe Cory

- * Silver Spring rose to commercial prominence in the era of the streamlined Art Deco architectural style--the "Moderne." Silver Spring's Art Deco commercial and industrial buildings constructed in the 1930s and 1940s played a key role in Silver Spring's historical development. The Silver Theatre and Shopping Center, built in 1938, began a building boom that shaped the character of downtown Silver Spring and Montgomery County. The opening of the Moderne-style Canada Dry bottling plant in 1946 was followed the next year by the opening of the streamlined Hecht's retail facility. The northern side of the Colesville Road retail district--across from the Silver Theatre--was completed by 1950.
- * The Canada Dry bottling plant is one of the most prominent and unique features viewed by Metro riders as they approach Silver Spring, and is an introduction and a preview to the Deco theme that is important in defining the character and historical foundation of Silver Spring.
- * Hans Wirz and Richard Striner, in their book Washington Deco, state in a section on industrial buildings that "Washington's Art Deco achieved its purest expression in the field of industrial design," and that "the use of glass brick was a virtual craze that began in the mid-1930s and continued into the 1950s". Wirz and Striner place the Canada Dry bottling plant among the Washington area's "fine examples of industrial Deco buildings using glass bricks."
- * Richard Longstreth, Associate Professor of Architectural History at George Washington University, calls the Canada Dry building "a superb example of streamline design put to industrial use--without question the best example of its kind in the county and certainly one of the very best in the greater Washington area."
- * The Art Deco Society has stated that the Canada Dry plant is "thematically akin" to the Hecht's department store in its "sweeping central corner," and that the Hecht's store is in turn a simplification of the Hecht's warehouse on New York Avenue, "the most important commercial Deco building in the Washington area."
- * The Canada Dry building's architect, Walter Monroe Cory, is in the process of being recognized as an important designer of industrial buildings, according to Richard Guy Wilson, author of The Machine Age in America and Chairman of the Department of Architectural History at the University of Virginia. In a letter to the Montgomery County Planning Board, Wilson states the Canada Dry building is worthy of preservation on aesthetic merits alone and is a continuation of important trends in industrial building design that began in the 1930s.
- * Walter Monroe Cory and his brother Russell J. Cory were among a handful of American architects to be included in the Museum of Modern Art's 1932 exhibition on the "International Style"--Henry-Russell Hitchcock and Philip Johnson were joint curators.
- * Prominent architectural historian Robert A.M. Stern, author of New York 1930: Architecture and Urbanism Between the Two World Wars and host of the PBS TV series "Pride of Place," states in a letter that the Canada Dry plant "is an aesthetically important building and a fine example of the Streamline Modern style..." The work of the building's architect, says Stern, "is now firmly established as an important part of twentieth-century architecture in America."

- * The New York firm of Cory and Cory specialized in industrial buildings, working largely in New York City. Prominent buildings designed by the Cory brothers:
 - * Starrett-Lehigh building, New York City, 1931
 - * Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey, 1941
 - * E.R. Squibb & Sons Building, Brooklyn, New York, 1926
 - * Frank G. Shatuck Co. Building, New York City, 1926
 - * Cashman Laundry Corporation, New York City, 1932
 - * New York Dock Trade Facilities Building, Brooklyn, New York, 1929
- * The Starrett-Lehigh building, designed by Russell G. and Walter Monroe Cory in 1931, was declared a landmark by the New York Landmarks Preservation Commission in 1988. The building is described in the American Institute of Architects Guide to New York City as a "landmark of modern architecture."
- * The Cory brothers' Cashman Laundry building in the West Bronx was also included in the AIA Guide, which describes it as a "stylistic little brother" to the Starrett-Lehigh building.
- * The Cory brothers' Johnson and Johnson complex in New Jersey has been described in glowing terms in prominent architectural periodicals and praised for its high standards of architectural design and landscaping and its functional efficiency. The Johnson and Johnson buildings "considered among the finest of their kind in the U.S.," according to the New York Times obituary on Russell G. Cory.
- * From 1942, Walter Monroe Cory maintained a practice on his own, special in industrial buildings, particularly for the beverage industry. He designed a number of bottling plants around the country, including plants and executive offices for the Coca-Cola Company as well as his work for Canada Dry.
- * According to Bernice Thomas, an architectural historian at the National Gallery who is researching bottling plants, the prominent corner entry rotunda with glass blocks became a kind of logo of bottling plants in the Moderne period. The cantilevered stairway inside was also a frequent feature in bottling plants, as are a circle pattern on the floor of the entry vestibule (likely representing soft-drink bubbles). The Coca-Cola bottling plant on Dana Avenue in Cincinnati is, according to Thomas, similar in appearance to the Canada Dry plant; the Coca-Cola building was placed on the National Register of Historic Places in 1987.
- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, corner rotunda with prominent use of glass block, cantilevered stairway inside a rotunda, and bowed canopy over the doorway.
- * The Canada Dry building, with its yellow brick and glazed tile and its dramatic glass block rotunda, is a standout in the Silver Spring community, located at the intersection of East-West Highway across from Acorn Park, which is on the County's Master Plan for Historic Preservation. The building's strategic location along a major thoroughfare has made it a familiar feature to residents of Silver Spring and Takoma Park. Traveling east from the center of Silver Spring, one encounters the Canada Dry structure as a kind of gateway or marker to the East-West Highway corridor of Silver Spring's old industrial district, which includes a Deco Coca-Cola plant.

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"An Industrial Community," Architectural Forum, 74:430ff, June 1941 (Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey).

"A Trio of Modern Plants," Architectural Forum, 75:331ff, November 1941 (Johnson & Johnson complex, New Brunswick, New Jersey).

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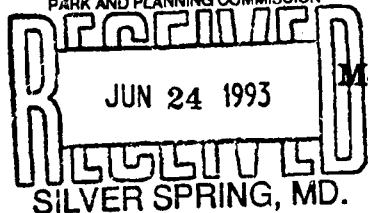
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Carter
6/24
P.M.

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION



**Statement by
Commissioners Kenneth P. Norkin & Ellen Pratt Harris
Montgomery County Historic Preservation Commission**

**Planning Board Work Session
June 24, 1993**

As the authors and presenters of May 20, 1993, public hearing testimony on the historic merits of the Canada Dry bottling plant, we support the request currently before you to reconsider the two conditions the Historic Preservation Commission had proposed for the Canada Dry project plan.

We believe this request meets the requirements of Section 11 (3) of Planning Board rules which allow matters to be reconsidered for "such other appropriate compelling basis as determined by the board."

To remind you of the issue at hand, the Historic Preservation Commission proposed that the Canada Dry project plan be approved subject to the following two conditions:

- That there be complete documentation of the structure produced to the standards of the Historic American Building Survey (HABS) including drawings and photographs.
- That a demolition permit for the Canada Dry building not be granted until a building permit for the new development has been obtained and financing is in place for the new construction.

Chairman Bauman moved that these conditions be accepted. The motion failed to win support of a majority of Board members in attendance.

It is a statement made by Board Member Ruthann Aron during discussion on the motion that we believe provides the "compelling basis" for you to reconsider the issue. Specifically, Board Member Aron described our proposed demolition permit condition as an attempt to buy time for historic designation.

Because this comment came during discussion of a motion, at which time no further public comment was allowed, we could not correct this serious mischaracterization when it was made. We believe that left unchallenged and uncorrected, this misstatement affected the vote that evening. We are correcting it now.

The HPC is not attempting to delay demolition in order to buy time for a historic designation of the Canada Dry bottling plant.

The HPC proposed making demolition of the Canada Dry building conditional on the owner's obtaining a building permit and financing in order to prevent unnecessary loss of a building now known to have historical and architectural merit and to protect the community against the property becoming a vacant lot for 5, 10, 15 or more years should the owner fail to deliver the currently proposed project.

In addition, we want to keep the building standing so that should this project never materialize, some other project proposed by this or another owner could preserve the existing structure, with or without designation.

This is similar to what happened at the Silver Theatre and Shopping Center complex, where the owners sought demolition of the structures far in advance of any approvals to build the proposed retail bridge over Georgia Avenue ... approvals never obtained on a project that will never be built.

Where would we be today if the shopping center and theatre had come down only to be replaced by a vacant, albeit landscaped, lot?

Canada Dry presents both similar and different conditions. The HPC recognizes and accepts that the owner has arrived at the current project plan stage secure in the knowledge that failure of previous bodies to designate the site as historic constituted some type of approval to proceed to this point. We also recognize that when the issue before the Planning Board is a project plan or a site plan developed under these specific circumstances, historic designation – however worthy – is procedurally untenable.

But a new project plan would start a new process: One that could include preservation of the building ... perhaps as an optional method condition, or by some other method which creative planners, developers or government bodies could devise.

With all of these issues in mind:

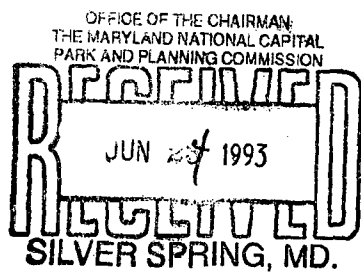
- We ask the Board to recognize that the project described in the Canada Dry project plan might never be built.
- We ask the Board to agree there is no compelling reason to allow the lot to become vacant.
- We ask the Board to concur that just as market changes may be cited by owners as reason not to proceed with their projects – as we have seen throughout Silver Spring – history is also being constantly written, changing our perception of the world. Finding value today or in the future in what was overlooked in the past is not unconstitutional inconsistency. It is historical evolution, pure and simple.

We ask the Board to reconsider and accept the two conditions we proposed on the Canada Dry project plan:

- Delayed demolition so that the building does not come down until absolutely necessary for the current plan to proceed, and
- Detailed documentation so that if the building comes down, we will at least have a complete record of what we have lost.

Thank you.

maurus
6/24
P.M.



8007 Eastern Avenue, #110
Silver Spring, MD 20910
June 23, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman:

Early this month, you received a letter filed by several citizens, including myself, requesting reconsideration of a motion regarding a condition to approval of the Canada Dry Residential Project. Specifically, the motion, proposed by the Historic Preservation Commission (HPC), would condition approval on delaying demolition of the existing Canada Dry bottling plant until the owners were ready to construct the new project. In light of the comments in a letter sent to you on June 16 by Mr. William Kominers on behalf of the Canada Dry Potomac Corporation, I would like to clarify the intent of our request that the Planning Board reconsider and adopt the motion.

First, the desire to have all five Planning members make a decision was not the reason for our request to reconsider, and nowhere is this stated in our letter. We merely made the statement that we would like all five to have the opportunity to review the testimony and make a decision on this--but it was not stated or intended as grounds for reconsideration.

Second, the "principal reason" for our request, as we indicated, was what we believe to be a misunderstanding of the HPC's intention in proposing to effect a delay in demolishing the Canada Dry bottling plant. One of the Board members stated that the HPC's intent was to buy time for historic designation, and the proposal was rejected with this misinterpretation prevailing. The HPC representatives did not feel they could clarify their position at the time, since the public comment period was over. It is true, as Mr. Kominers states, that the HPC had an opportunity to present their view earlier, but they could not have anticipated that their intent would be construed this way, and unless they had chosen to speak out of turn, they were unable to clarify it.

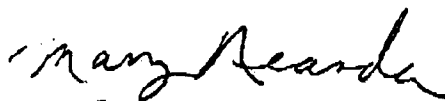
As we stated in our letter, Commissioner Norkin of the HPC confirmed in a conversation with a signatory of our letter that the HPC representatives were unable to correct the record and clarify their intent, since public testimony had already concluded.

The HPC's actual intent was to avoid having a vacant lot on the site for an indefinite period of time and to establish that this project plan is indeed going forward, before

demolishing a building that the HPC believes merits some protection. In other words, the HPC wants to avoid demolishing the building for nothing--and so do we. This is an issue separate from historic designation (no historic designation petition has even been filed).

Not only are we as a community being asked to grant a considerable amount of density in this optional method project, but we are also being asked to grant it with little idea of when and whether the project will be carried out. A number of similar project plans were approved years ago for the Silver Spring CBD and have yet to be built. Recent research and expert comments indicate the Canada Dry building is architecturally and historically valuable. To require that a significant part of the original building be saved, and that demolition of any part of it be held off while redevelopment plans are refined and confirmed, seems like a reasonable part of the optional method bargain.

Sincerely,



Mary Reardon

Cc: Thomas Kennedy
Jean Kaufman
Gwen Marcus
Ken Norkin

ka
4/24
pm

301 891 3632

8/5/24/93 13:23

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

RECEIVED
JUN 24 1993
SILVER SPRING, MD

Statement by
Commissioners Kenneth P. Norkin & Ellen Pratt Harris
Cottery County Historic Preservation Commission

Planning Board Work Session
June 24, 1993

As authors and presenters of May 20, 1993, public hearing testimony on the merits of the Canada Dry bottling plant, we support the Commission's request to present to you today before you to reconsider the two conditions the Historic Preservation Commission had proposed for the Canada Dry project plan.

We believe this request meets the requirements of Section 11 (3) of the Board rules which allow matters to be reconsidered for "such other adequate compelling basis as determined by the board."

To remind you of the issue at hand, the Historic Preservation Commission requested that the Canada Dry project plan be approved subject to the following two conditions:

- That there be complete documentation of the structure produced to the standards of the Historic American Building Survey (HABS) including drawings and photographs.
- That a demolition permit for the Canada Dry building not be granted until a building permit for the new development has been obtained and financing is in place for the new construction.

Chairman Bauman moved that these conditions be accepted. The motion failed to win support of a majority of Board members in attendance.

It is a statement made by Board Member Ruthann Aron during discussion on the motion that we believe provides the "compelling basis" for you to reconsider the issue. Specifically, Board Member Aron described our proposed demolition permit condition as an attempt to buy time for historic designation.

Because this comment came during discussion of a motion, at which time no further public comment was allowed, we could not correct this serious mischaracterization when it was made. We believe that left unchallenged and uncorrected, this misstatement affected the vote that evening. We are correcting it now.

The HPC is not attempting to delay demolition in order to buy time for a historic designation of the Canada Dry bottling plant.

The HPC proposed making demolition of the Canada Dry building conditional on the owner's obtaining a building permit and financing in order to prevent unnecessary loss of a building now known to have historical and architectural merit and to protect the community against the property becoming a vacant lot for 5, 10, 15 or more years should the owner fail to deliver the currently proposed project.

In addition, we want to keep the building standing so that should this project never materialize, some other project proposed by this or another owner could preserve the existing structure, with or without designation.

This is similar to what happened at the Silver Theatre and Shopping Center complex, where the owners sought demolition of the structures far in advance of any approvals to build the proposed retail bridge over Georgia Avenue ... approvals never obtained on a project that will never be built.

Where would we be today if the shopping center and theatre had come down only to be replaced by a vacant, albeit landscaped, lot?

Canada Dry presents both similar and different conditions. The HPC recognizes and accepts that the owner has arrived at the current project plan stage secure in the knowledge that failure of previous bodies to designate the site as historic constituted some type of approval to proceed to this point. We also recognize that when the issue before the Planning Board is a project plan or a site plan developed under these specific circumstances, historic designation – however worthy – is procedurally untenable.

But a new project plan would start a new process: One that could include preservation of the building ... perhaps as an optional method condition, or by some other method which creative planners, developers or government bodies could devise.

With all of these issues in mind:

- We ask the Board to recognize that the project described in the Canada Dry project plan might never be built.
- We ask the Board to agree there is no compelling reason to allow the lot to become vacant.
- We ask the Board to concur that just as market changes may be cited by owners as reason not to proceed with their projects – as we have seen throughout Silver Spring – history is also being constantly written, changing our perception of the world. Finding value today or in the future in what was overlooked in the past is not unconstitutional inconsistency. It is historical evolution, pure and simple.

We ask the Board to reconsider and accept the two conditions we proposed on the Canada Dry project plan:

- Delayed demolition so that the building does not come down until absolutely necessary for the current plan to proceed, and
- Detailed documentation so that if the building comes down, we will at least have a complete record of what we have lost.

Thank you.

DRAFT

June 9, 1993

Arthur M. Reed
President
North Woodside-Montgomery Hills Citizens Association
9106 Warren Street
Silver Spring, MD 20910-2140

Dear Mr. Reed:

Thank you for your letter of May 27 regarding the Canada Dry Project Plan. We appreciate your comments with respect to the historical importance of the existing building. A request for reconsideration of the opinion will be discussed by the Planning Board on June 24.

You raise several concerns regarding the adequacy of amenities packages for projects developed under the optional method of development in CBD Zones. It is important to clarify that amenities are not required as a "payment". They are required to "create an environment capable of supporting the greater densities and intensities permitted by the optional method of development". The Planning Board reviews and approves these proposals and ensures that the amenities do create the desirable environment. As an example, I encourage you to visit the Silver Spring Metro Center (NOAA) project on East West Highway, in Silver Spring. The construction of phases 3 and 4 is currently being completed. Several amenities are also under construction. These include the East West Highway promenade; the Discovery Park; the Science and History Center; two major sculptures; access to MARC Rail; and a Daycare Center. I believe that this project is a good example of amenities packages that are provided under the optional method.

If you need further assistance with respect to this or other Silver Spring projects, please contact Jean Kaufman at 495-4573 or Doug Wrenn at 495-4173.

Sincerely,

Gus Bauman
Chairman

GB:JK:sla

6/2
Given to let
Seitz know of
PB's decision
on this issue.
OK M

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930777 DATE RECEIVED: 06/01/93

CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/17/93

AGENDA DATE: Was on agenda 5/30

TO: Bauman

FROM: Martin Seitz

SUBJECT:

Letter from Pres., Woodside Park Civic Assn., Inc, supports preservation of Canada Dry Bottling Plant in Silver Spring.



TRANSMITTED TO: Pl. Dept. (GB)

COPIES TO: Kaufman/Marcus/Wrenn

DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

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PLANNING DIRECTOR'S OFFICE

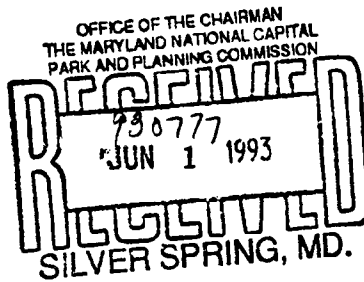
DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

WOODSIDE PARK CIVIC ASSOCIATION, INC.



WOODSIDE PARK
SILVER SPRING, MD 20910
"PRESERVE THE PARK"

May 17, 1993

Gus Bauman
Chairman, Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman:

The Canada Dry Bottling Plant on East-West Highway has been a distinct landmark in downtown Silver Spring for several generations. Unfortunately, the residential project proposed for this site does not provide for preservation of any of the existing building.

The Woodside Park Civic Association has traditionally supported preservation of significant structures and historic districts in the residential and commercial areas of our community. At a general membership meeting of our association on May 12, we discussed the proposed Canada Dry project, and the result was a strong vote to support preservation of the existing building.

I am aware that several experts in the field of architectural history have stated in letters to the Planning Commission that the Canada Dry building merits protection. We obviously have something of value here that even those outside Montgomery County recognize. I strongly urge that any redevelopment plans for the site provide for substantial enough preservation so that the existing building retains its significant features and remains a prominent sight on the Silver Spring landscape. Our association would be pleased to work with County planners, the Canada Dry owners, and other Silver Spring citizens to arrive at a workable solution.

Sincerely,

Martin Seitz
Martin Seitz
President

Martin G. Seitz
1317 Woodside Parkway
Silver Spring, MD 20910

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930777 DATE RECEIVED: 06/01/93

CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/17/93

AGENDA DATE: Was on agenda 5/30

TO: Bauman

FROM: Martin Seitz

SUBJECT:

Letter from Pres., Woodside Park Civic Assn., Inc, supports preservation of Canada Dry Bottling Plant in Silver Spring.



TRANSMITTED TO: Pl.Dept./GB

COPIES TO: Kaufman/Marcus/Wrenn

DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

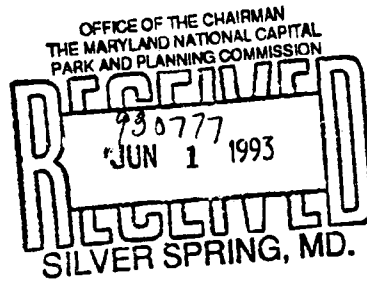
DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

WOODSIDE PARK CIVIC ASSOCIATION, INC.



WOODSIDE PARK
SILVER SPRING, MD 20910
"PRESERVE THE PARK"

May 17, 1993

Gus Bauman
Chairman, Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

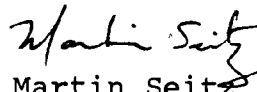
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I am aware that several experts in the field of architectural history have stated in letters to the Planning Commission that the Canada Dry building merits protection. We obviously have something of value here that even those outside Montgomery County recognize. I strongly urge that any redevelopment plans for the site provide for substantial enough preservation so that the existing building retains its significant features and remains a prominent sight on the Silver Spring landscape. Our association would be pleased to work with County planners, the Canada Dry owners, and other Silver Spring citizens to arrive at a workable solution.

Sincerely,


Martin Seitz
President

Martin G. Seitz
1317 Woodside Parkway
Silver Spring, MD 20910

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930789 DATE RECEIVED: 06/02/93

CORRESPONDENCE TYPE: letter DATE OF LETTER: 06/02/93

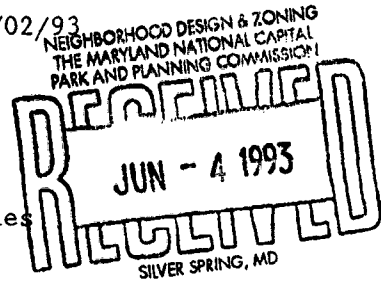
AGENDA DATE:

TO: Bauman

FROM: M.Reardon/J.Nalewajk/J.Karn/M.Broyles

SUBJECT:

Letter re re PB decision re historic preservation of Canada Dry
Bottling Plant; requests reconsideration of motion.



TRANSMITTED TO: Pl.Dept./MCPB

COPIES TO: Kaufman/Marcus/Wrenn/Kennedy

DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

For PB review?

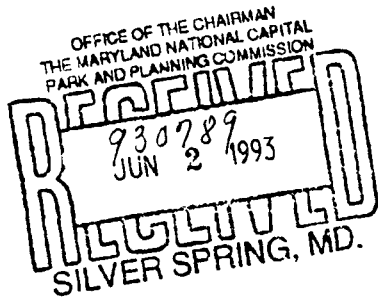
PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:



8007 Eastern Avenue, #110
Silver Spring, MD 20910
June 2, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman:

At the May 20 hearing on the Canada Dry residential project (#9-92003), the Montgomery County Historic Preservation Commission proposed in testimony that a provision be included to preclude demolition of the Canada Dry bottling plant until the owners were ready to construct the new project on the site. A similar provision, the HPC pointed out, was made for the Silver Theatre and Shopping Center when plans for the Silver Triangle project were presented to the Board.

Your motion to support the HPC's proposal failed, and we would like to request a reconsideration of the motion. As you indicated, it seemed like a fair proposal, and we would like all five Board members to have an opportunity to read the testimony presented on May 20, particularly the HPC's, and make a decision on this.

The principal reason for this request is that we believe the decision to reject the HPC's suggestion was based on a misunderstanding of the Commission's intent. The intent was definitely not to buy time for a citizen petition for historic designation of the Canada Dry bottling plant (nor is this our intent now). The intent was rather to protect the building until demolition became necessary, recognizing that plans for the project could change over time, that several years may elapse before the project is begun, and that a different plan could evolve in the long run. The building, in short, should not be demolished for nothing. HPC Commissioner Ken Norkin, who testified at the hearing, confirmed this in a conversation with one of the signatories of this letter following the hearing. During the Planning Board's discussion on May 20, the HPC representatives were unable to clarify their intent, since the discussion occurred when the public testimony had concluded.

Commissioner Norkin supports our request for reconsideration by the full board and with clarification and recognition of the Commission's intent.

We recognize that since the project plan as approved requires the developer to save part of the current building, this may provide some deterrent to demolishing the building before site plan approval (though there is no guarantee of this). But after site plan approval, should Canada Dry vacate the premises, it is unclear there would be any motivation to save the building beyond what the site plan specifies

saving. If several years elapse before groundbreaking, we will have a vacant lot on the premises during that period (landscaping of the lot is a poor substitute for preservation). And if this particular project is never built, we will have lost a building that experts have acknowledged as architecturally significant, and the loss will have been for nothing.

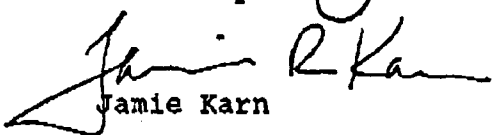
The undersigned have worked to research the history of the Canada Dry building and background on the architect, and have studied the project plan. The Allied Civic Group joins us in requesting a reconsideration of the demolition provision. Also supporting the request is North Woodside Montgomery Hills Citizens Association and Dane Konop, president of Seven Oaks-Evanswood Citizens Association.

One further clarification is in order, given the comments of Mr. Kominers at the May 20 hearing. The Canada Dry building never received a comprehensive review--not by the HPC, not by the Planning Board, and certainly not by the County Council which simply declined to add language to the Silver Spring Sector Plan on Canada Dry given the late hour in which it was proposed. No formal petition was ever filed, and until very recently there was precious little in Planning Commission files on the building. Over the last 10 years, in-depth research had focused on buildings at risk--notably the Silver Theatre and Shopping Center. Mr. Kominers' view is that the Canada Dry building was rejected for Atlas placement after thorough review--a truer statement is that it was passed over for lack of a thorough review. We make this point not to build a case for historic designation but simply to dismiss the notion that any County entity ever had an opportunity to thoroughly assess the value of the building and the work of its architect.

We hope you will give careful consideration to our request to provide protection for the Canada Dry building until the owners' plans for the site are firm.

Sincerely,


Mark Broyles


Jamie Karn


Joyce Nalewajk

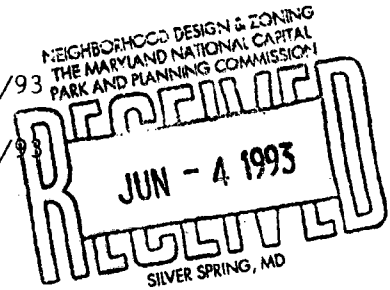

Mary Reardon

(0) 202-219-0494

Cc: Ken Norkin
Gwen Marcus

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930788 DATE RECEIVED: 06/01/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/27/93
AGENDA DATE:
TO: Bauman
FROM: Arthur M. Reed



SUBJECT:

Letter from Pres., North Woodside-Montgomery Hills Citizens Assn.,
urges historic preservation of Canada Dry Bottling Plant, Silver Spring.

TRANSMITTED TO: Pl.Dept./GB
COPIES TO: Kaufman/Marcus/Wrenn
DATE DUE:

[X] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:
RESPONSIBLE STAFF:
DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

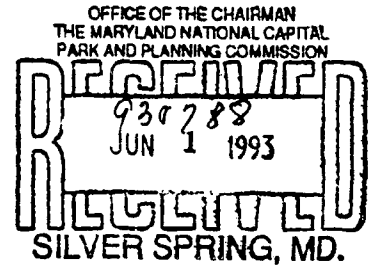
North Woodside-Montgomery Hills Citizens Association

9106 Warren Street, Silver Spring, Maryland 20910-2140

Phone: (301) 587-3270

27 May 1993

Gus Bauman, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910



Dear Mr. Bauman:

The citizens of the North Woodside-Montgomery Hills Citizens Association have examined the proposed Project Plan for the Canada Dry Bottling Plant site at 1201 East-West Highway in Silver Spring, and would like to make two brief comments on said Project Plan.

First, based on the general aesthetics of the existing building, its age, and the fact that its architect, Walter Monroe Cory, is considered to be a significant designer of industrial buildings, we would hope that significant Historic Preservation be included in the project. To this end, we would urge that action be taken to insure that the existing building not be demolished until an actual project is ready for construction. This will allow the Planning Board and the citizens of Montgomery County to push for the inclusion of historic preservation in the project during the later stages of project approval which are realistically years away.

Second, we would request that the Planning Board develop rigorous enforceable standards for the "amenities packages" which are required as part of projects which are developed under the Optional Method of Development. These amenities packages are the "payment" which the citizens and the County receive for allowing substantially higher project densities—presumably increasing the developers' profits. Such amenities packages as have been included in many projects to date are an insult to the citizenry of the County, and to add insult to injury, many of these amenity packages are never provided or tend to disappear. Yet somehow, developers manage obtain and retain occupancy permits for these projects without meeting their obligations to the County and its citizens.

If we may help by providing further information on these subjects, please feel free to contact me at the above address and phone number, or during the day at either of the following two business numbers (703) 602-6621 or (301) 227-4309.

Sincerely,

Arthur M. Reed, President

6/3
Given to
prepare
reply.

OK^M

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930788 DATE RECEIVED: 06/01/93

CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/27/93

AGENDA DATE:

TO: Bauman

FROM: Arthur M. Reed

SUBJECT:

Letter from Pres., North Woodside-Montgomery Hills Citizens Assn.,
urges historic preservation of Canada Dry Bottling Plant, Silver Spring.

TRANSMITTED TO: Pl. Dept. (GB)

COPIES TO: Kaufman/Marcus/Wrenn

DATE DUE:

[X] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

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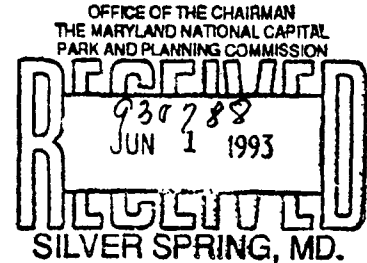
North Woodside-Montgomery Hills Citizens Association

9106 Warren Street, Silver Spring, Maryland 20910-2140

Phone: (301) 587-3270

27 May 1993

Gus Bauman, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910



Dear Mr. Bauman:

The citizens of the North Woodside-Montgomery Hills Citizens Association have examined the proposed Project Plan for the Canada Dry Bottling Plant site at 1201 East-West Highway in Silver Spring, and would like to make two brief comments on said Project Plan.

First, based on the general aesthetics of the existing building, its age, and the fact that its architect, Walter Monroe Cory, is considered to be a significant designer of industrial buildings, we would hope that significant Historic Preservation be included in the project. To this end, we would urge that action be taken to insure that the existing building not be demolished until an actual project is ready for construction. This will allow the Planning Board and the citizens of Montgomery County to push for the inclusion of historic preservation in the project during the later stages of project approval which are realistically years away.

Second, we would request that the Planning Board develop rigorous enforceable standards for the "amenities packages" which are required as part of projects which are developed under the Optional Method of Development. These amenities packages are the "payment" which the citizens and the County receive for allowing substantially higher project densities—presumably increasing the developers' profits. Such amenities packages as have been included in many projects to date are an insult to the citizenry of the County, and to add insult to injury, many of these amenity packages are never provided or tend to disappear. Yet somehow, developers manage obtain and retain occupancy permits for these projects without meeting their obligations to the County and its citizens.

If we may help by providing further information on these subjects, please feel free to contact me at the above address and phone number, or during the day at either of the following two business numbers (703) 602-6621 or (301) 227-4309.

Sincerely,

Arthur M. Reed, President

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930730 DATE RECEIVED: 05/20/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/18/93
AGENDA DATE: 5/20 #23,24
TO: Bauman
FROM: Melanie Isis/Les Bodian
SUBJECT:
Letter supports preservation of Canada Dry Building, Silver Spring



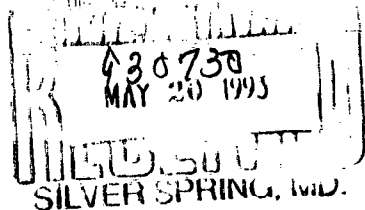
TRANSMITTED TO: Pl. Dept./MCPB
COPIES TO: Kaufman/Marcus
DATE DUE:

- PREPARE REPLY FOR CHAIRMAN'S SIGNATURE
 REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:
RESPONSIBLE STAFF:
DIVISION:
REMARKS FROM DIRECTOR'S OFFICE:



837 Gist Avenue
Silver Spring, MD 20910

May 18, 1993

Mr. Gus Bauman
Chairman
Montgomery County Planning Board
MNCPPC Building
8787 Georgia Avenue
Silver Spring, MD 20910


Dear Mr. Bauman:

We are writing to urge you to reconsider the Planning Board's decision to demolish the Canada Dry bottling plant on East West Highway in downtown Silver Spring. We believe the Canada Dry building is an outstanding example of Streamline Art Deco architecture and should be preserved on its architectural merit. It is also one of the nicer structures in the downtown area, despite its rundown condition.

Instead of tearing down the building, we propose that it be adapted and reused for a different purpose, perhaps through a design competition organized by MNCPPC. One concept which we have already suggested to Doug Wrenn is for the building to be converted to house an indoor pool and related athletic facilities. The large windows would permit lots of daylight to enter the structure, making the interior a pleasant place to swim during winter or summer. In addition, the pool would be a major amenity for downtown Silver Spring, and complement the nearby office and residential developments.

The Canada Dry building should be preserved and function to benefit the residents of downtown Silver Spring, either as a public facility or privately owned, profit-making enterprise.

Sincerely,


Melanie Isis and Les Bodian

cc: The Honorable Marilyn Praloner
The Honorable Nell Potter

Melanie L. Isis
837 Gist Avenue
Silver Spring, MD 20910

TO: Gwen Marcus
Historic Preservation Planner
Maryland-National Capital Park and Planning Commission

FROM: Mary Reardon *MR*

DATE: April 27, 1993

RE: Canada Dry Bottling Plant

Attached is a preliminary statement of the significance of the Canada Dry Bottling Plant on East-West Highway in Silver Spring, prepared by four residents of Silver Spring and Takoma Park. As this statement is preliminary in nature, there are a number of other sources we have not yet researched.

In 1988, a building designed by the architect, Walter Monroe Cory, with his brother Russell G. Cory, was declared a landmark by the New York Landmark Preservation Commission. This structure, the Starrett-Lehigh Building in Manhattan, is referenced in the AIA's Guide to New York City as "a landmark of modern architecture." The Cory brothers were among a handful of American architects included in the 1932 Museum of Modern Art exhibition on the "International Style."

The Canada Dry building incorporates many features of the best of the "Moderne" style. I've enclosed a copy of the cover of the book Depression Modern, which features the inside of a rotunda similar to Canada Dry's.

We are aware that the owner hopes to develop high-rise housing on the site, and that the project plan does not provide for preservation. While we support the construction of housing in the Silver Spring central business district, there are a number of high-rise housing projects already planned or approved in the CBD. Preserving the Canada Dry building, in other words, would not preclude a generous amount of housing on other sites in downtown Silver Spring. We would like to see a preserved and renovated Canada Dry building used for housing, as old factories have been in other cities. Whether or not the use would be housing, we would like to work with the Planning Commission to come up with a use that best serves the community while preserving a familiar and striking visual feature of the Silver Spring landscape for citizens to enjoy.

PRELIMINARY STATEMENT OF SIGNIFICANCE

Canada Dry Bottling Plant
1201 East-West Highway
Silver Spring, MD 20910

Owner: Canada Dry Potomac Corporation

Current use: Bottling plant

Area of site: 3 acres

Construction date: 1946

Architect: Walter Monroe Cory

Statement submitted by:
Mark Broyles, Joyce Nalewajk, and Mary Reardon of Silver Spring
Richard Levine of Takoma Park

DESCRIPTION

Canada Dry Bottling Plant

1201 East-West Highway, Silver Spring, MD

General Description:

The building appears to have two main levels, the grade level having a floor-to-ceiling height of approx. 20 ft, and the upper level having a floor-to-ceiling height of approx. 10-12 ft. The structural system appears to be cast-in-place reinforced concrete column and beam with integral floor slabs.

The upper level is smaller in footprint than the lower, one-story level. Curvilinear corners on the upper level mark the points where the upper level turns back over the roof of the lower. The exterior curtain walls are composed of yellow Norman brick in a running bond pattern, and steel industrial sash windows in continuous ribbon configuration with wide metal vertical mullions and tripartite horizontal divisions (some operable awning units are evident).

A significant corner entry rotunda is articulated with yellow structural glazed tile in stack and running bond patterns surrounding a 25 x 15 ft vertical void glazed with glass block. The glass block-glazed opening is subdivided into vertical bays by metal mullions and two large steel columns on either side of a low central entry vestibule. The door is flanked by a pair of rounded concrete columns which support a bowed concrete slab canopy extending out over the doorway.

On top of the masonry parapet above the corner rotunda are 48 in. metal letters spelling "Canada Dry" and supported by an open metal frame. A similar "Canada Dry" display is positioned on a side of the building facing and visible from the Metro tracks.

Though not a tall building, it achieves a slight sense of verticality through the wide, rounded column of glass bricks extending upward over the front entrance on the main facade. This verticality is balanced by the horizontal ribbon-windows along the two symmetrical wings extending from the rounded central facade. Inside the entry rotunda (sketch attached), a dramatic spiraling open stair to the upper level cantilevers from the curved wall opposing the entry vestibule, and features terrazzo treads and risers and a handsome open metal guardrail ending along a balcony on the upper level. The dramatic effect of the stair is heightened by the exposed yellow structural glazed tile on the interior curved wall of the rotunda. The glass block glazed wall of the rotunda's interior facade lends the space a luminous quality.

Condition of Structure:

The condition of the concrete structure and the roofing could not be readily ascertained. As the building is currently in use, it is presumed that the structure and roof membrane are basically sound.

The exterior curtain wall is in reasonably good condition; the yellow brick that comprises most of the wall seems sound and free of serious cracks, staining, mortar or unit failure, and moisture-related problems. Some staining is apparent at the structural tile parapet directly above the glass block.

The steel industrial sash windows have been painted several times; the paint and glazing is in poor condition and some oxidation is evident, particularly at corners and sills. The original window configuration is largely unaltered at the upper level; some alterations to the original fenestration are evident at the grade level units. On the wall east of the rotunda, brown brick infill partially obscures the grade level windows. Much of the glass is painted or treated from the interior, and unit air conditioners have been installed at various windows. No storm or double glazed units are apparent.

The interior of the rotunda is in quite good condition, with what appear to be original terrazzo floors (featuring a pattern of circles), structural glazed tile walls, and spiraling stairway and guardrail.

SIGNIFICANCE

Period: Twentieth century, first half

Areas of significance: Architecture, Industry

Constructed: 1946

Architect: Walter Monroe Cory

- * Silver Spring rose to commercial prominence in the era of the streamlined Art Deco architectural style--the "Moderne." Silver Spring's Art Deco commercial and industrial buildings constructed in the 1930s and 1940s played a key role in Silver Spring's historical development. The Silver Theatre and Shopping Center, built in 1938, began a building boom that shaped the character of downtown Silver Spring and Montgomery County. The opening of the Moderne-style Canada Dry bottling plant in 1946 was followed the next year by the opening of the streamlined Hecht's retail facility. The northern side of the Colesville Road retail district--across from the Silver Theatre--was completed by 1950.
- * The Canada Dry bottling plant is one of the most prominent and unique features viewed by Metro riders as they approach Silver Spring, and is an introduction and a preview to the Deco theme that is important in defining the character and historical foundation of Silver Spring.
- * Hans Wirz and Richard Striner, in their book Washington Deco, refer to the Canada Dry bottling plant as among the "fine examples of industrial Deco buildings using glass bricks."
- * Richard Longstreth, Associate Professor of Architectural History at George Washington University, calls the Canada Dry building "a superb example of streamline design put to industrial use--without question the best example of its kind in the county and certainly one of the very best in the greater Washington area."
- * The Art Deco Society has stated that the Canada Dry plant is "thematically akin" to the Hecht's department store in its "sweeping central corner," and that the Hecht's store is in turn a simplification of the Hecht's warehouse on New York Avenue, "the most important commercial Deco building in the Washington area."
- * The Canada Dry building's architect, Walter Monroe Cory, is in the process of being recognized as an important designer of industrial buildings, according to Richard Guy Wilson, author of The Machine Age in America and Chairman of the Department of Architectural History at the University of Virginia. In a letter to the Montgomery County Planning Board, Wilson states the Canada Dry building is worthy of preservation on aesthetic merits alone and is a continuation of important trends in industrial building design that began in the 1930s.
- * Walter Monroe Cory and his brother Russell J. Cory were among a handful of American architects to be included in the Museum of Modern Art's 1932 exhibition on the "International Style"--Henry-Russell Hitchcock and Philip Johnson were joint curators.
- * The New York firm of Cory and Cory specialized in industrial buildings, working largely in New York City. Prominent buildings designed by the Cory brothers:
 - * Starrett-Lehigh building, New York City, 1931
 - * Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey, 1941
 - * E.R. Squibb & Sons Building, Brooklyn, New York, 1926
 - * Frank G. Shattuck Co. Building, New York City, 1926
 - * Cashman Laundry Corporation, New York City, 1932
 - * New York Dock Trade Facilities Building, Brooklyn, New York, 1929

- * The Starrett-Lehigh building, designed by Russell G. and Walter Monroe Cory in 1931, was declared a landmark by the New York Landmarks Preservation Commission in 1988. The building is described in the American Institute of Architects Guide to New York City as a "landmark of modern architecture."
- * The Cory brothers' Cashman Laundry building in the West Bronx was also included in the AIA Guide, which describes it as a "stylistic little brother" to the Starrett-Lehigh building.
- * The Cory brothers' Johnson and Johnson facility in New Jersey has been described in glowing terms in prominent architectural periodicals and praised for its high standards of architectural design and landscaping and its functional efficiency.
- * Walter Monroe Cory designed several bottling plants around the country, including work for the Coca-Cola Company as well as Canada Dry.
- * According to Bernice Thomas, an architectural historian at the National Gallery who is researching bottling plants, the prominent corner entry rotunda with glass blocks became a kind of logo of bottling plants in the Moderne period. The cantilevered stairway inside was also a frequent feature in bottling plants, as are a circle pattern on the floor of the entry vestibule (likely representing soft-drink bubbles). The Coca-Cola bottling plant on Dane Avenue in Cincinnati is, according to Thomas, similar in appearance to the Canada Dry plant; the Coca-Cola building was placed on the National Register of Historic Places in 1987.
- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, corner rotunda with prominent use of glass block, cantilevered stairway inside a rotunda, and bowed canopy over the doorway.
- * The Canada Dry building, with its yellow brick and glazed tile and its dramatic glass block rotunda, is a standout in the Silver Spring community, located at the intersection of East-West Highway across from Acorn Park, which is on the County's Master Plan for Historic Preservation. The building's strategic location along a major thoroughfare has made it a familiar feature to residents of Silver Spring and Takoma Park. Traveling east from the center of Silver Spring, one encounters the Canada Dry structure as a kind of gateway or marker to the East-West Highway corridor of Silver Spring's old industrial district, which includes a Deco Coca-Cola plant.

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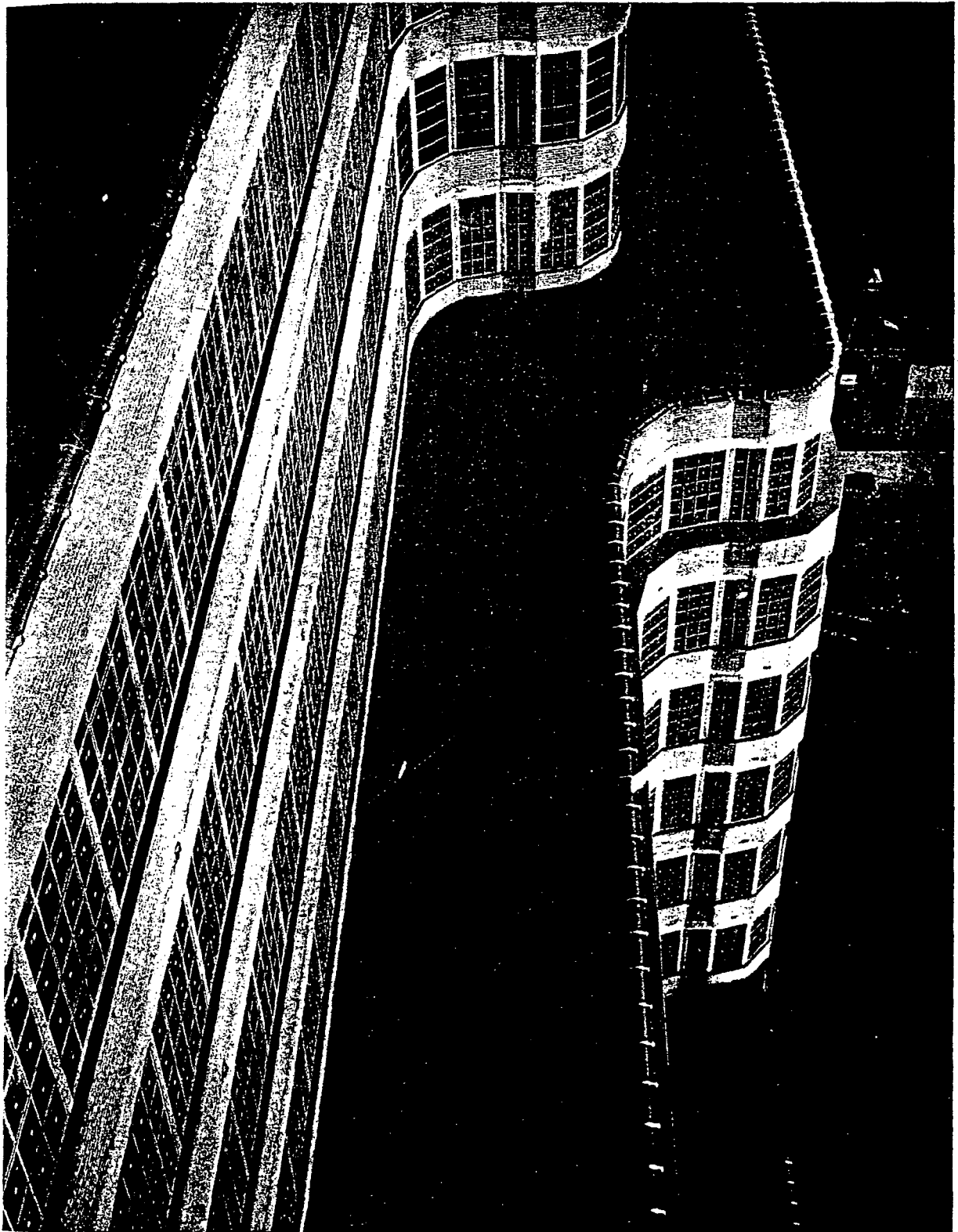
PREPARED BY

Mark Broyles
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(301) 588-7524 (day & eve.)

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7420 Cedar Avenue, Takoma Park, MD 20912
(301) 585-5929

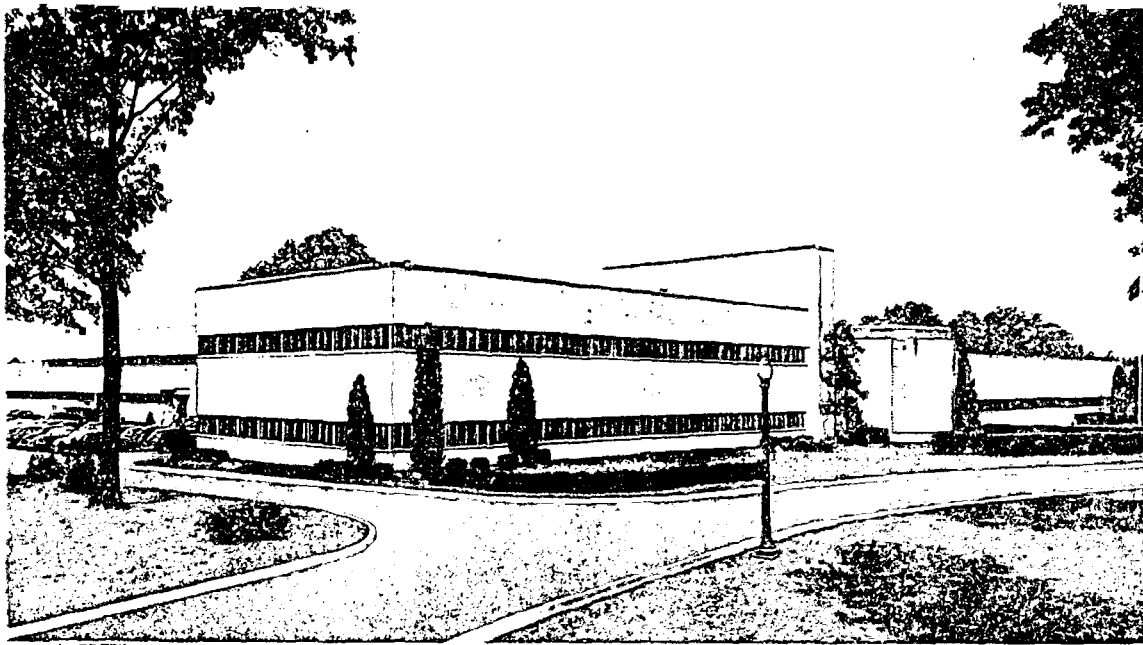
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8418 Queen Anne's Dr., Silver Spring, MD 20910
(301) 587-5780

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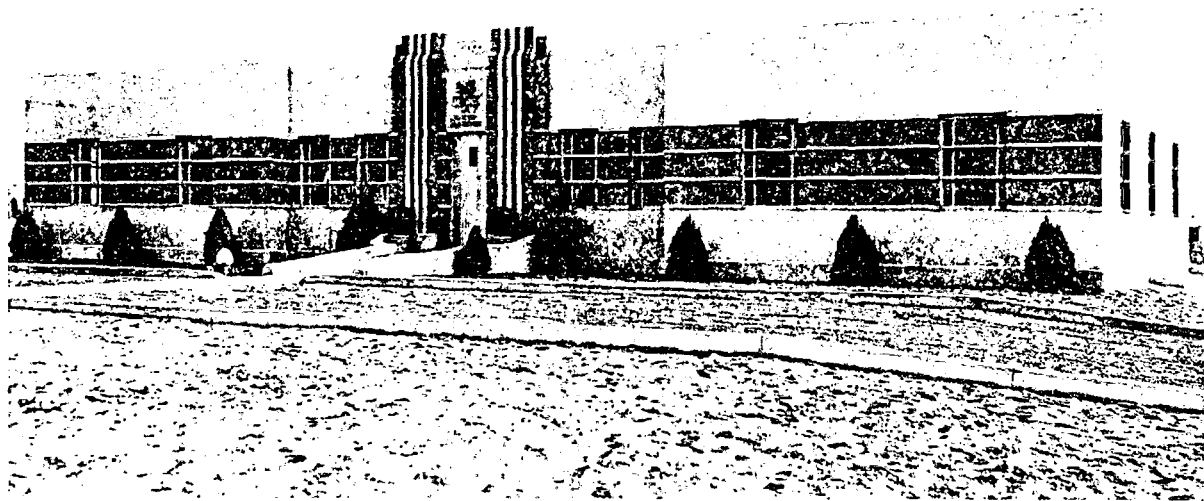


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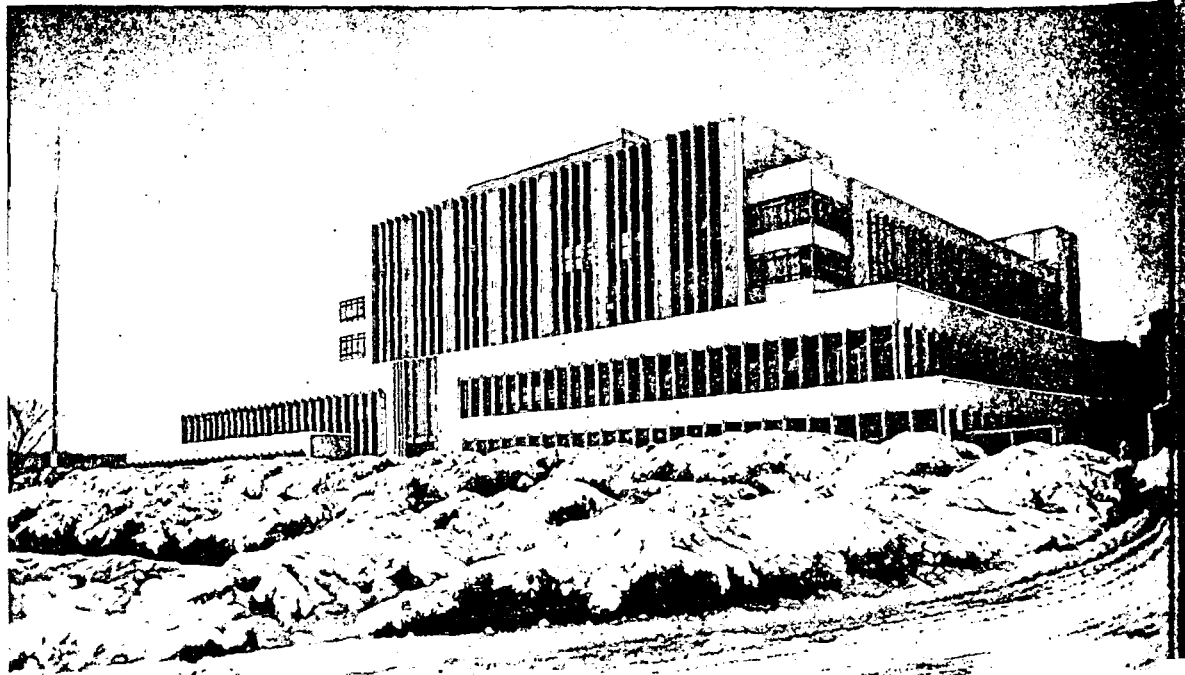
STARRETT-LEHIGH BUILDING, NEW YORK
RUSSELL G. AND WALTER M. CORY,
YASUO MATSUI, ASSOCIATE ARCHITECTS



Municipal Incinerator (opposite page, right), Shreveport, Louisiana, Jones, Roessle, Olschner, & Wiener, architects, 1935. The first building of its kind planned by architects. Right (below): Grain Elevators, W. K. Kellogg Co., Battle Creek, Michigan, Albert Kahn, architect, 1938.



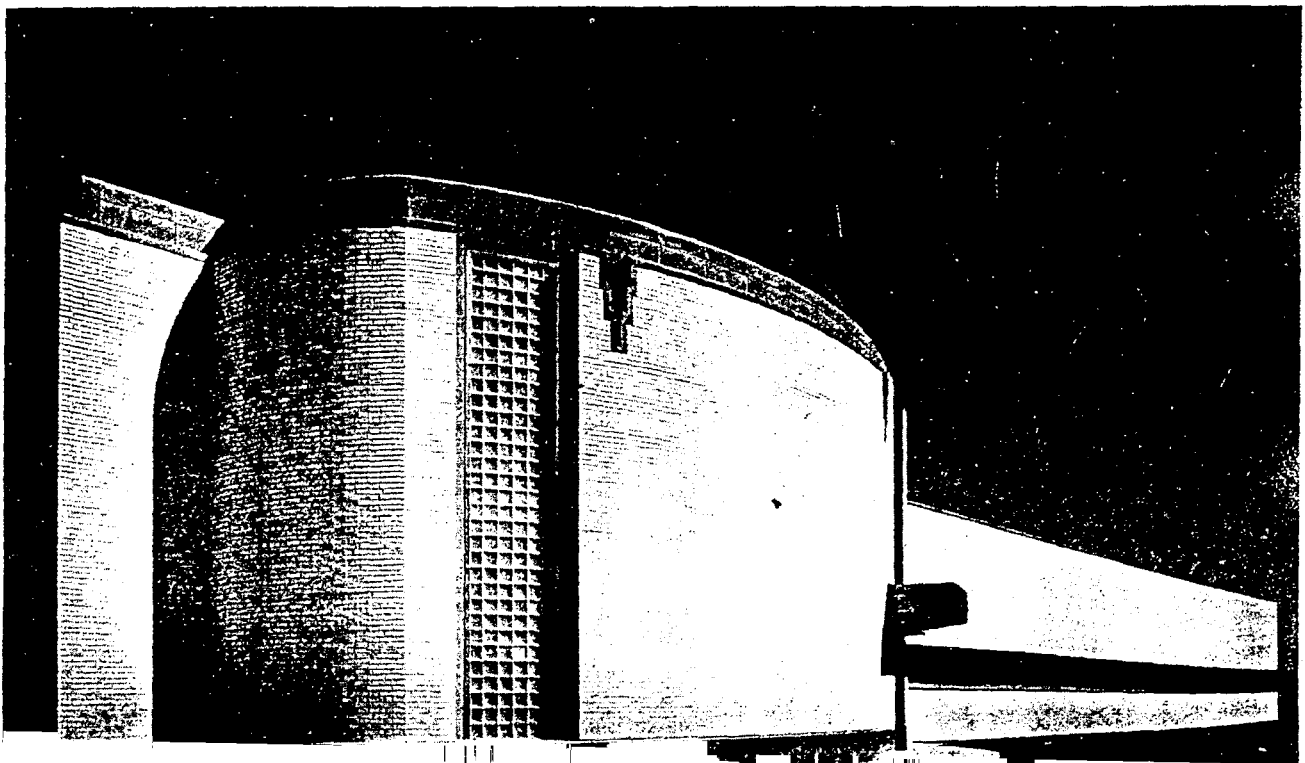
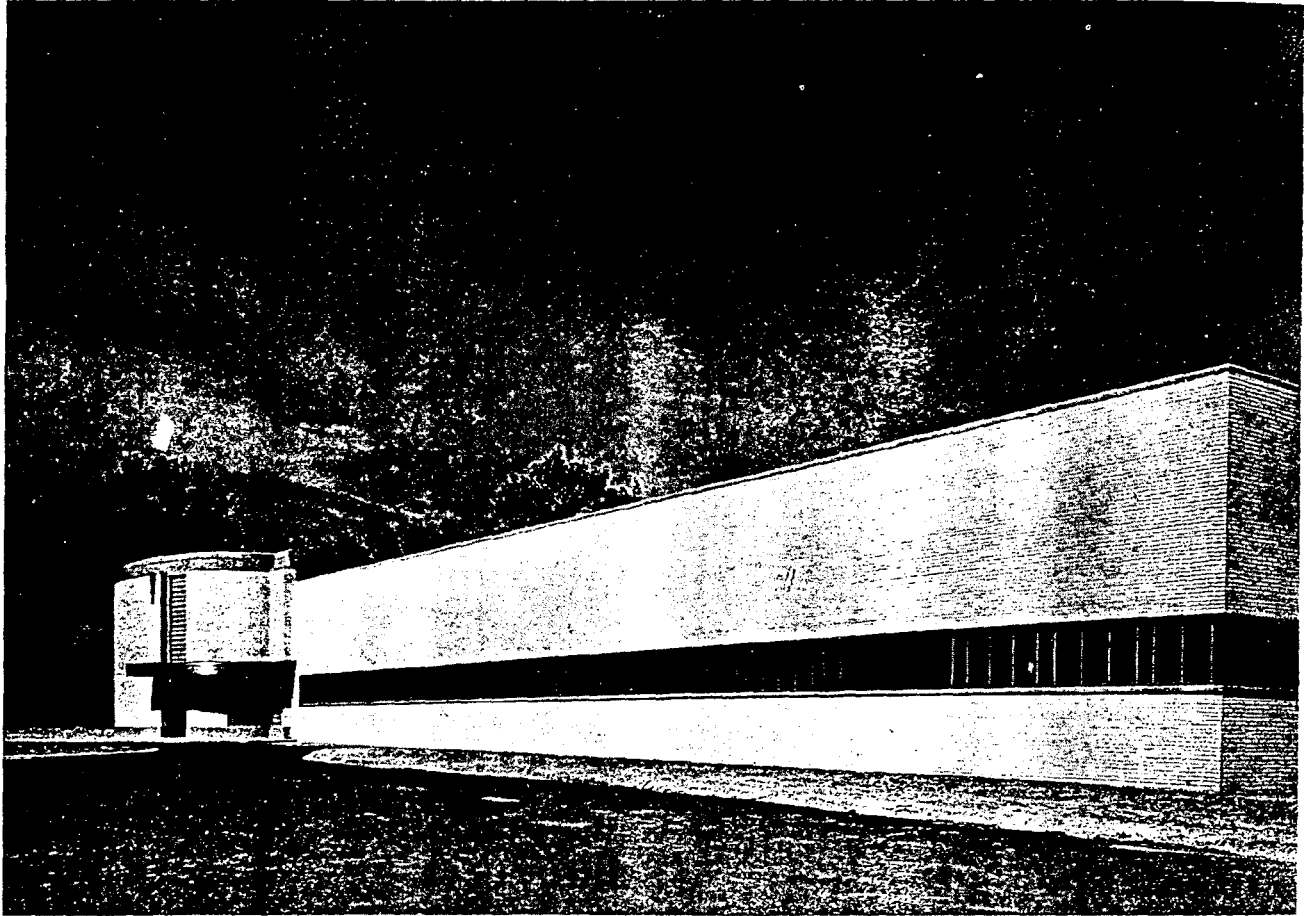
Johnson & Johnson's Industrial Tape Building (top), New Brunswick, New Jersey, R. G. and W. M. Cory, architects, 1940. Center: Wyatt Clinic and Research Laboratories Building, Tucson, Arizona, Leland W. King, Jr., architect, 1935. Right: Forest Products Laboratory, Madison, Wisconsin, Holabird & Root, architects, 1933.



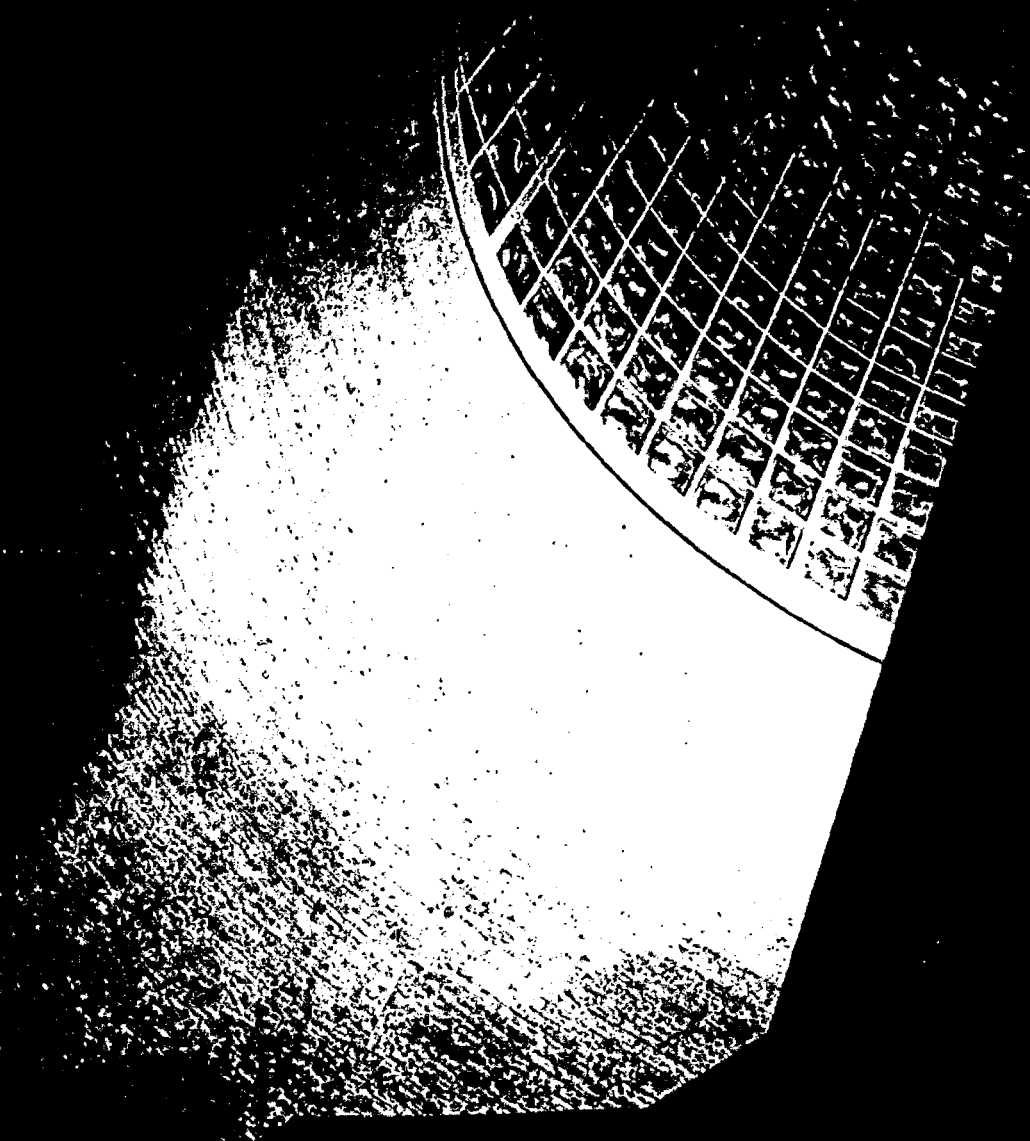
By Cory & Cory 1940

BUILDING FOR DEFENSE ... AN INDUSTRIAL COMMUNITY

features a tape plant of modern design. Johnson & Johnson subsidiaries build three factories in the woods as an air raid and explosion precaution.



DEPRESSION MODERN THE THIRTIES STYLE IN AMERICA



MARTIN GREIF



AMERICAN STUDIES PROGRAM

9 April 1993

Gus Bauman, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910

Dear Mr. Bauman,

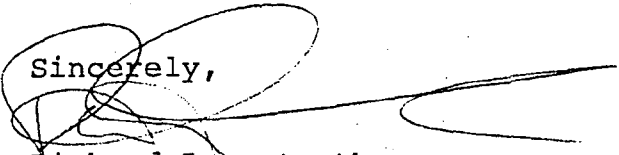
I am writing to urge you in the strongest possible terms to take such steps as are necessary to ensure that the Canada Dry bottling plant on East-West Highway in Silver Spring be given full consideration for landmark status. As an architectural historian who has studied work of this genre for over twenty years, I believe it merits protection. The building is a superb example of streamlined design put to industrial use -- without question the best example of its kind in the county and certainly one of the very best in the greater Washington area. The architect was a well-known practitioner in his day, one of the few American-born to be included in the Museum of Modern Art's seminal "Modern Architecture" exhibition of 1932.

It is my understanding that the Historic Preservation Commission considered this property for designation a decade ago and rejected it due to a lack of assessment and information. I do not know why the matter has languished since then, but feel proper study of this building for preservation purposes is long overdue. Certainly a work of this significance should not be allowed to be destroyed without so much as basic assessment by any local entity with a creditable preservation program.

It is a great pity the matter has been left until now, but the building in question is just too important to ignore whatever the current circumstances.

Should you have any questions concerning the matter, please do not hesitate to contact me.

Sincerely,



Richard Longstreth
Associate Professor of Architectural History

cc: Jean Kaufman, Gwen Marcus, J. Rodney Little, Arnold Berke

U N I V E R S I T Y O F V I R G I N I A
S C H O O L O F A R C H I T E C T U R E

April 6, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave.
Silver Spring, MD. 20910

Dear Mr. Bauman,

I am writing you to urge the preservation of the Canada Dry Bottling Plant located on East-West Highway and Blair Mill Road in Silver Spring, Maryland. This is an excellent example of commercial architecture of the post-depression era, well designed and evocative. The architect, Walter Monroe Cory, has a reputation as an important designer of industrial buildings and although no book has yet been written on his work, he is in the process of being recognized.

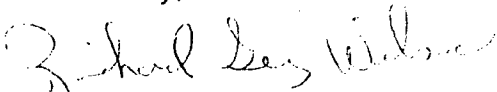
This is an important building that played an important role in the industrial and commercial history of the Washington-Maryland area. It is worthy of being preserved on its aesthetic merits alone, but also it serves as an important urban design element.

I base these observations upon my career in architectural history and the numerous books and articles I have written and over 20 years of teaching. Perhaps most important is my book, The Machine Age in America, which deals with this type of architecture. Although the Canada Dry Building is Post World War II, it is a continuation of trends that started in the 1930s.

I have enclosed my resume for your review.

I urge you and the Board to designate this building as a landmark and please include it in the hearing record.

Sincerely,

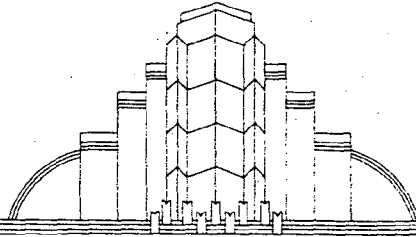


Richard Guy Wilson
Commonwealth Professor and Chair
Department of Architectural History

RGW/bl

cc: Jean Kaufman
Montgomery County Planning Board

Mary Reardon
8007 Eastern Ave
Silver Spring, MD 20910



ART DECO SOCIETY of WASHINGTON

April 20, 1993

Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Md. 20910

Dear Mr. Bauman:

We have just received copies of letters that were recently sent to the Planning Board by distinguished scholars advocating evaluation of the Canada Dry bottling plant in Silver Spring for designation on Montgomery County's Locational Atlas and Master Plan. It has come to our attention that Silver Spring residents are also advocating protection for the building. We would like to take this opportunity to point out that our society included the Canada Dry bottling plant in its 1984 survey of Art Deco buildings in Silver Spring. We recommended Master Plan designation for this important building in 1984 and we stand by that recommendation today. We strongly urge preservation staff to bring this matter before the Historic Preservation Commission and the Planning Board as soon as possible.

Sincerely,

Richard Striner
Founder and Board Member

cc: Lauren Adkins
William Myhre, Esq.
Mary Reardon ✓
Gwen Marcus

THE WOODSIDE CIVIC ASSOCIATION

SILVER SPRING, MARYLAND 20910

Memorandum

To: Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, Md. 20910

From: Webb Smedley, Development Review Coordinator
Woodside Civic Association
8704 Second Avenue
Silver Spring, Md. 20910

Through: Edmund Rennolds, President
Woodside Civic Association

Ref: Canada Dry Project Plan #9-92003

The Woodside Civic Association includes residents of the Old Woodside neighborhood which exists along the northern edge of the Central Business District between Spring St, the CSX/Metro right of way, 16th Street and Georgia Avenue.

The Woodside Civic Association has looked favorably in the past upon the addition of housing in the Silver Spring Central Business District. Our association submitted generally favorable comments on the Draper Triangle and Alexander House projects which have now been completed. We also reviewed some of the other residential projects which have not gone into the construction phase.

Given that interest in developing housing in the CBD is be increasing, we believe the optional method should only be approved for projects of exceptional and unique value. We are particularly concerned that every effort be made to ensure that historic elements be retained to preserve some uniqueness in Silver Spring's identity. For this reason, we have supported the compromise optional method Silver Triangle project, which would preserve the Silver Theatre and shopping center. In the case of the CSX housing project, adjacent to the Canada Dry site, we were a part of a successful community effort insisting on preservation of the historic train station. While many have scorned these as architecturally insignificant, all have gained support of well known preservationists as well as many residents of the greater Silver Spring community.

It would be easy to discard the Canada Dry Bottling plant in favor of a continuation of the modern streetscape initiated by the five phases of the NOAA project. We are compelled to speak out against such complaisance for several reasons:

1. The architect of this building, Walter Monroe Cory, is an important designer of commercial architecture in the mid 20th century.
2. The familiar "Canada Dry" sign, as well as the rounded columns of

glass and brick have greeted rail and roadway arrivals to Silver Spring for nearly 50 years. The building is strategically located on the southern edge of the CBD. It is a landmark in the fullest sense of the word.

3. Potential for incorporation of much of the building into a larger scale redevelopment project clearly exists as it existed in the case of the CSX project, but the developers have not chosen to review options for redevelopment involving historic preservation.

4. The Historic Preservation Commission, despite ambiguous positions in the past, voted last week to recognize the value of this building.

Given these facts, we believe that approval of the use of the optional method for this site should be contingent upon incorporation of this historic structure in the new development. We urge the Planning Board not to approve the project plan and we urge the developer to develop an alternate housing proposal featuring this unique structure.

Thank you for considering our viewpoint on this plan.

8418 Queen Annes Drive
Silver Spring, MD 20910
May 20, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
MNCPPC Building
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman;

The Canada Dry Bottling Plant is a major landmark in Silver Spring. I ask the Planning Board to protect it as such, and stop its impending demolition.

Architecturally, the Canada Dry is a visually breathtaking building, a streamlined, sculptural mass sheathed in yellow brick. Ribbon windows punctuate this mass, with a glass brick tower accentuating the front entry rotunda. It is truly the finest industrial example of the streamline Moderne style in all Montgomery County. It was designed by a master architect, Walter Monroe Cory of New York, who specialized in industrial design, particularly in bottling plants.

Historically, the Canada Dry building marked a critical point in Silver Spring's economic and physical development. Built in 1946, it marked Silver Spring's emergence as a major player in the metropolitan area's economy. Developers, businessmen and politicians had worked hard after World War I to stimulate growth in Silver Spring, but it wasn't until after the Second World War that their wildest dreams reached fruition. Post-War Silver Spring aggressively competed with Washington for residents, government offices, industry, and retail; in 1946, the Washington Star would announce: "Silver Spring Building Hits All-Time High."

Silver Spring's post-war growth had been assisted by improved

transportation corridors. During the 1920s and 30s, the state built East West Highway and other roads. Silver Spring's train station was transformed from a commuter stop to a regional transportation hub for westward-bound rail. A new train station (now a Montgomery County Master Plan Site) was built in 1945 to reflect this new status.

The design of the Canada Dry plant reflects the importance that transportation had in the soft drink company's decision to build their regional bottling plant in Silver Spring. The company chose a site on the opposite side of the tracks from the new train station, fronting on East West Highway and Blair Mill Road and adjacent to parking for the southeast- or Washington-bound track. The architect designed the plant to be seen from two vantage points. The building's entrance rotunda, crowned by metal letters spelling "Canada Dry," faces the junction of East-West and Blair Mill Roads. From the railroad tracks, the design focuses on the plants' upper floors: the architect set another "Canada Dry" sign on top of the first floor roof, and stepped the curvilinear-cornered second floor back, enlivening the roofline. Today, this rear, railroad facade serves as the gateway to Silver Spring for those arriving by rail, a familiar landmark for railroad train and Metro riders alike.

The construction of the Canada Dry Bottling Plant in Silver Spring symbolized the triumph of modern industry over agriculture and rural estates in the local economy, and the final transformation of "Silver Spring" estate from bucolic farm to industrial zone. The plant's large size, modern architectural style, and orientation--facing "Silver Spring" mansion--changed the character of the Blair and Lee estates on which it sat.

A few years after the Canada Dry Bottling plant was built, historic "Silver Spring" mansion--Silver Spring's most famous 19th C. landmark--was demolished for construction of Blair Station Post Office. I urge the Planning Board not to let the Canada Dry building--a 20th century industrial landmark--be likewise demolished.

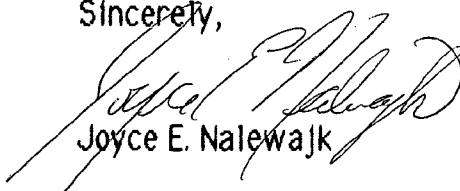
As a citizen, I ask the Planning Board to ensure that quality characterizes Silver Spring's built environment. Historic preservation is today an integral part of urban planning. Your role as regards historic preservation should be to save what are the architecturally, historically, and/or aesthetically most important buildings from our past. Your role should not be to save only those buildings that are politically, legally, and

logistically easy to preserve. Too many important Silver Spring buildings have already been torn down, either because preservation was then uncommon or because it was politically too "difficult" to save them. The fact that ~~the fact that the Silver Spring mansion was demolished~~ "Silver Spring" mansion was demolished should be an embarrassment to Montgomery County. The fact that Falkland Apartments was not protected in the recent Sector Plan despite being recognized as greater Washington's finest historic garden apartment complex is likewise an atrocity.

Canada Dry is logistically not any easy building to preserve, but it is far too important not to. Silver Spring residents have recognized this building's architectural importance for years. Noone tried to "save" the building earlier because it was not previously endangered; citizens instead focused their efforts on saving buildings that were immediately threatened, such as the Silver Theater and Shopping Center. I ask the Planning Board now, in ~~the~~ Robert Stern's words, to "stop the threatened demolition of Walter Cory's Canada Dry bottling factory and to protect it as the landmark that it most surely is."

Thank you for your time, attention, and concern.

Sincerely,


Joyce E. Nalewajk

The Canada Dry Ginger Ale Bottling Plant in the Context of Industrial Development along East-West Highway, Silver Spring

[a brief overview]

by Joyce Nalewajk

The Canada Dry Ginger Ale, Inc., Company bottling plant was the largest and architecturally most significant industrial building constructed in Silver Spring's "industrial zone" on the west of the B&O Railroad tracks, along East-West Highway. This industrial area was created after East-West Highway was cut through Falkland and Silver Spring, the Blair and Lee family estates, shortly after 1929. E. Brooke Lee, then a member (and once speaker) of the Maryland House of Delegates, evidently played a major role in the state's construction of East-West Highway, designed as a "Silver Spring-Bethesda Boulevard" to connect the eastern and western parts of the county. East-West Highway's peculiar route in Silver Spring--where it interrupts its east-west course to run north-south, paralleling the B&O tracks between Colesville Road and Georgia Avenue--opened up the Silver Spring and Falkland estate land west of the railroad tracks for industrial development.

East-West Highway was completed about 1933, but no industrial construction occurred alongside it until the 1940s. During the 1930s, garden apartment complexes arose on Blair and Lee family land set further back from the railroad tracks: Spring Gardens, built on part of Silver Spring, and the Falkland Apartments, built on part of Falkland. These apartments were located on new state and local roads cut through lands owned by the Blairs, Lees, and their neighbors in the 1920s and 1930, including 16th Street Extended, Colesville Road Extended, and Blair Mill Road.

From the 1940s through the 1950s, an industrial zone arose alongside East West Highway that rivalled and even surpassed Silver Spring's older industrial area on the east side of the tracks. Most of this new construction occurred after the 1944 death of former Senator Blair Lee I, who continued to reside in the historic mansion on Silver Spring estate until his death at 87. The earliest industrial buildings on Silver Spring estate --the American Instrument Company and Walsh Motor Co.-- were built on Georgia Avenue. Bottling plants, scientific instrument companies, government laboratories, printshops, auto sales, services and supplies, and

utility company warehouses soon arose along East West Highway, not far from the railroad tracks. Eventually, government office buildings, apartments, and a hotel filled the western part of Silver Spring estate, near Eastern Avenue.

The most imposing new industrial building built along East West Highway's industrial corridor was the Bottling Plant built for Canada Dry Ginger Ale, Inc. At four stories tall, clad in yellow brick, the structure was taller than any other building in the area. Its Art Moderne front, curved and fashionably adorned with glass bricks, fronted on the junction of East West Highway and Blair Mill Road and directly faced the historic Silver Spring mansion.

The Canada Dry building loomed over the historic "French chateau style" estate house, permanently altering Silver Spring estate's secluded, residential character and destroying the likelihood that a Lee descendent would once again reside in the mansion. E. Brooke Lee, Blair Lee's son, had purchased a farm in Damascus that he renamed "Silver Spring." By 1950, the original Silver Spring mansion was leased as a designer's show house for period furnishings sold by P. J. Nee, an exclusive Washington furniture store. About 1950-54, it was demolished and a new Silver Spring branch post office, Blair Station, was constructed on its site. Potential opposition to Silver Spring mansion's demise was probably curtailed by the May, 1955 dedication of the tiny Acorn Park, commemorating the spring after which the estate was supposedly named.

After the Lees and Blairs moved away from their family estates, Silver Spring and Falkland were developed between the B&O railroad tracks and 16th Street for industrial, commercial, office, and high-density residential construction. The demand for such construction was fueled in part by a post World War II population boom, and in part by the federal government's Post War fear of having government agencies concentrated in Washington.

New construction was also fueled by a local movement to build Silver Spring into a regionally powerful city rivalling Baltimore and Washington D.C. itself. Nowhere was this more apparent than in the grandiose plans for Silver Spring's B&O train station. Efforts began in the late 1920s to transform Silver Spring station from a local commuter stop into a nationally significant station--renamed "North Washington Station"--that

would surpass Washington's Union Station in its draw. During the 1930s, Union Station lost its exclusive status as sole provider of trains to Chicago to Silver Spring, which became a required stop for all trains headed west on the B&O's main line. To reflect Silver Spring's new regional status, Silver Spring's original train station was replaced in 1945 by a new brick building, designed in the colonial revival style; the structure is now a Montgomery County Master Plan Site.

The Canada Dry plant was one of the first--and physically the most prominent--regional industries to locate in Silver Spring, as Silver Spring fiercely competed with the Washington, D.C. for new businesses, industries, government departments, and residents. Built as the main bottling plant for the greater Washington region, Canada Dry Inc. chose a location next to the railroad tracks (to which it built a spur), and almost directly behind Silver Spring's new B&O station. By locating in Silver Spring, Canada Dry expressed its confidence in Silver Spring--and the B&O's Silver Spring station--as a regional economic force. As the most prominent new industrial plant to locate directly on the B&O railroad tracks, its construction in 1946 may have also spurred "Planning officials" to study "establishment of an industrial area which has tentatively set to follow the B&O Railroad line" in Montgomery County, reported in the Washington Post.

Sources available on request; they include site plans from Sanborne and Klinge Atlases 1931-1959, subdivision plans from Montgomery County Land Records, and numerous articles 1920-1964 from the Washington Star, Washington Post, Montgomery County Sentinel and the Silver Spring Record.

[It is possible that Silver Spring's Canada Dry Bottling Plant was financed in part by the U.S. Recovery Administration, who published a 1935 study on The Bottled Soft Drink Industry? Research on this issue is in progress.]

WOODSIDE PARK CIVIC ASSOCIATION, INC.

WOODSIDE PARK
SILVER SPRING, MD 20910
"PRESERVE THE PARK"

1317 Woodside Parkway
Silver Spring, MD 20910
May 17, 1993

Gus Bauman
Chairman, Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

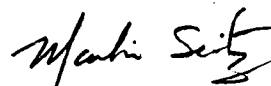
Dear Mr. Bauman:

The Canada Dry Bottling Plant on East-West Highway has been a distinct landmark in downtown Silver Spring for several generations. Unfortunately, the residential project proposed for this site does not provide for preservation of any of the existing building.

The Woodside Park Civic Association has traditionally supported preservation of significant structures and historic districts in the residential and commercial areas of our community. At a general membership meeting of our association on May 12, we discussed the proposed Canada Dry project, and the result was a strong vote to support preservation of the existing building.

I am aware that several experts in the field of architectural history have stated in letters to the Planning Commission that the Canada Dry building merits protection. We obviously have something of value here that even those outside Montgomery County recognize. I strongly urge that any redevelopment plans for the site provide for substantial enough preservation so that the existing building retains its significant features and remains a prominent sight on the Silver Spring landscape. Our association would be pleased to work with County planners, the Canada Dry owners, and other Silver Spring citizens to arrive at a workable solution.

Sincerely,



Martin Seitz
President

**TESTIMONY OF THE SILVER SPRING - TAKOMA TRAFFIC COALITION
ON THE PROPOSED CANADA DRY RESIDENTIAL PROJECT**

MAY 20, 1993

Chairman
~~Council~~ President, and ladies and gentlemen of the *Planning Board* ~~County Council~~, my name is Jamie Karn. I reside at 726 Dartmouth Avenue, Silver Spring, Maryland. I am an architect, and a board member and co-chair of the Design Review Committee of the Silver Spring - Takoma Traffic Coalition (STC).

The STC strongly supports the preservation of the 1946 Canada Dry Bottling Plant, and its designation as an historic landmark. This building has a significant place in architectural and local history. The proposed recreation or replication of the features or style is not preservation, and is not satisfactory. We support a creative redevelopment of the building and the balance of the site for residential use (artist studio/residences, condominiums, etc.), but we consider preservation of the existing building to be a higher priority than any of the amenities.

This may be our only opportunity to give testimony concerning the proposed development project, so I will go forward with our responses to the scheme that is currently under consideration. The STC favors the recent modifications to the Canada Dry Residential Project. The reduction in height and the enlargement of the promenade and park are all to the community's advantage. The conditions for approval recommended by the Park and Planning staff do temper the impact of this project somewhat. We consider many of these conditions essential to avoiding an oppressive structure, and to insuring that the proposed amenities are indeed beneficial to the public.

The staff report seems to suggest that the traffic generated by the 576 new residential units of this project will not cause problems on the streets. The siting near the Metro Station does not guarantee that the residents will use the Metro more than their automobiles. This project will generate substantial traffic. This increase should be considered together with the increases generated by the CSX project and the East-West Plaza. Together, they may cause major congestion on East-West Highway. We are not convinced that this is a non-problem.

Regarding the buildings, we feel strongly that the elevations shown thus far lack adequate articulation and modulation. The staff recommendations for stepbacks and articulation of the blocks as multiple discrete towers will substantially improve the massing of the project. Furthermore, we ask for the development of an articulated roof profile/skyline. The existing towers appear as extruded masses lopped off at an arbitrary height. The shafts and caps of this building can and should contribute to a richer skyline for Silver Spring. The design should be revised to produce an uplifting, rather than oppressive, profile and roofline.

We concur with the staff in favoring street fronting individual entrances for the few duplex units on the first level. These units should also be modulated to provide a semblance of discrete townhouses grouped together. These characteristics of small scale urban residences are critical in providing a user-friendly edge for the park.

The recommended conditions by the staff for the park amenity will make it richer and attract more visitors. However, we have reservations about the safety and popularity of the park after Blair Mill Road is closed off and the CSX Crossing and EastWest Plaza projects are completed. The park will feel isolated; perhaps too isolated for use by anyone other than the adjacent project residents. These same reservations apply to the "mixed street" upgrading at Blair Mill Road. When the road is closed by a cul de sac, as is planned, it will become primarily a service drive for the East-West Plaza project. This amenity will be appreciated primarily by the tenants of East-West Plaza driving to and from their parking decks. The park and "mixed street" are clearly left-over space dressed up to stand in as amenities. We have doubts about their long term value to the community.

We have questions also about public access to and use of the proposed community center. Situated as it is, in the base of the residential building, well back from Blair Mill Road, and screened by the duplexes from East-West Highway, this public facility has little chance of attracting public attention. As condition #6 suggests, the county should take responsibility for programming/scheduling the facility, and strict requirements for signage, access and parking (as many spaces as would typically be required by zoning for this use) should be agreed to before site plan approval. More equitably, if this is to be a public amenity, traded for tremendous financial benefit to the developer, the center should be relocated to a public site at the front corner of the building. The duplexes could be shifted to a more private site away from the intersection.

The STC favors residential development in downtown Silver Spring. We do not believe, however, that the "optional method" doubled densities sought under CBD-R2 are necessarily beneficial to the community. As part of its overall vision for Silver Spring, the new Sector Plan includes the CBD-R2 zoning for many sites, including the Canada Dry Site. However, if FAR 1,2, or 3 is the optimal land-use and density for a site, as determined by the best efforts of our planners, then developers should have to pay dearly for the privilege of exceeding that density. The additional height, density, and traffic effect every pedestrian and driver who pass by, as well as every neighborhood resident. Community airspace, air quality, sunlight, views and freedom of movement are reduced. These quality of life factors should not be traded away without substantial return to the citizens of Silver Spring.

This project (as well as the CSX project, the unmanifest community space in the Lee Building, the now uncertain museum at the NOAA development, and the park and outdoor cafe at City Place), call into question the validity of the "optional method" of development. Developers are allowed to increase (even double) their building densities at a huge financial benefit in exchange for amenities that prove to have a disproportionately small lasting benefit for the community. Thus far, it appears that the developers are profiting more than the community in these "optional method" deals. This project appears to be more of the same.

The STC asks that the County Council and Planning Commission support the designation of the Canada Dry bottling plant as an historic landmark. Failing that we recommend downsizing of the project as needed to accomodate staff recommendation #3, and a substantial upgrading of the amenities package.

Thank you.

Public Hearing on Canada Dry Residential Project #9-92003
Montgomery County Planning Board, May 20, 1993
Testimony of Mary Reardon (Individual)

My name is Mary Reardon, and I live in downtown Silver Spring--near the Canada Dry bottling plant.

Long before I knew anything of the history of the Canada Dry plant, I regarded it as an architectural treasure, with its curved corners, yellow brick, and stunning rotunda. In Silver Spring, we are in the process of redeveloping the downtown core with our Art Deco Theatre and Shopping Center as the centerpiece. Canada Dry, the first prominent building seen as the Metro approaches the Silver Spring station, provides a preview of the architectural theme of downtown Silver Spring.

The Board has seen letters to the chairman from prominent architectural historians, including Robert A.M. Stern, director of Columbia University's Graduate Program in Historic Preservation and creator of the television series "Pride of Place." These letters, in glowing terms, affirm the significance of the building as an example of the industrial streamline Moderne style, and the importance of the work of the architect, Walter Monroe Cory.

Stern: "...the plant is an aesthetically important building and a fine example of the Streamline Modern style....I urge you to work to stop the threatened demolition of Walter Cory's Canada Dry bottling factory and to protect it as the landmark that it most surely is."

Richard Longstreth, Assoc. Prof. of Architectural History, George Washington Univ.: "The building is a superb example of streamlined design put to industrial use--without question the best example of its kind in the county."

Richard Guy Wilson, Chair, Dept. of Architectural History, Univ. of Virginia; author of The Machine Age in America: "This is an excellent example of commercial architecture of the post-depression era, well designed and evocative...worthy of being preserved on its aesthetic merits alone."

By coincidence, one of Walter Cory's buildings is pictured in the May issue of Gourmet magazine, in an article featuring the historic Chelsea district of New York City.

Along with other citizens, I did some research on the building and the architect, in preparation for a petition on historic designation. Although nothing formal has been filed, we did provide the Historic Preservation Commission with some results of our research. We found out some interesting facts:

- * Cory, the architect, along with his brother Russell designed a building in New York--the Starrett-Lehigh warehouse terminal--that was declared a landmark 5 years ago by the New York Landmarks Preservation Commission. This is the building pictured in Gourmet magazine's tour of the Chelsea district.

- * Two of Cory's buildings receive high praise in the American Institute of Architects Guide to New York City.

- * Walter Cory and his brother were among a handful of American architects included in the Museum of Modern Art's 1932 exhibit on the "International Style" of architecture.

- * Newly constructed Cory buildings received rave reviews over the years in the leading architectural journals.

Cory's Canada Dry building is an important part of the fabric of Silver Spring history. The construction of the bottling plant in 1946 coincided with Silver Spring's rise to

commercial prominence--the era of the streamline "Moderne" style that the building exemplifies. Its local significance is unquestionable.

I have heard the comment made that citizens are taking up this issue rather late in the process, and I would like to address this. I'll begin with the comment that I hope this hearing is a meaningful part of the process, and that what is said tonight will influence the Board's decisions on this project.

In the 1980's, the Canada Dry building was recommended for inclusion in the proposed Silver Spring historic district--recommended by the Art Deco Society and the planning staff. Back then, with a debate raging between preservationists and developers over the future of the Georgia Avenue-Colesville Road neighborhood, attention was focused on the Silver Theatre and Shopping Center. Those were the buildings at risk, and that was where preservationists and architectural historians focused their attention and resources. No comprehensive review was done on Canada Dry, so the Historic Preservation Commission had little information to go on when deciding whether to include it in the designated historic district.

During the Silver Spring Sector Plan hearings, no major citizen lobbying was done on the issue of Canada Dry. It wasn't overlooked--there was testimony citing the Canada Dry building as worth preserving. But it was among the comments on a mass of complex issues in the plan. And again, citizens concentrated their attention on the most immediately pressing issues--the downtown core, and road improvements that impact public safety. In any case, it is not essential for historic designation that the Sector Plan recommend it.

Now the Canada Dry building is at risk, and we have made it a priority. In fact, it is often the case that community

activists move at the time of an impending and specific threat involving a building, neighborhood safety, or any number of concerns. We pursue civic activities as volunteers--in addition to jobs and other responsibilities. We don't always have the luxury of heading off a problem before it occurs. In many cases of historic designation all across the country, landmark status was pursued in the 11th hour, for buildings that deserved attention earlier.

In the present case, we worked with planning staff during project review in an attempt to get the developer to include preservation as a public amenity. When it became clear that we were not going to succeed, we began doing the background research to support a petition for historic designation. It is very likely the only way to get significant preservation--to preserve the important features of the building and to preserve it as a prominent landmark.

The owners of the Canada Dry plant have proposed the incorporation of elements of the building into the project, and replicating some of its features. This is not preservation. But if a building is worth memorializing in this way, it must be worth preserving.

I realize that County officials want to encourage housing in the Silver Spring CBD. It's a goal we can all support, and I hope we end up with housing on this site. But there are ample opportunities and proposals for housing projects in the CBD--two major projects a stone's throw from the proposed Canada Dry building. Preservation need not be sacrificed for housing here.

Historians are starting to take notice of the work of the Canada Dry plant's architect, Walter Cory. This is confirmed by the historians who wrote letters. It would be a tragedy if, in a future book on Cory, the caption under the photo of the Canada Dry Building in Silver Spring, Maryland reads: "Demolished in the 1990's."

DESCRIPTION

Canada Dry Bottling Plant

1201 East-West Highway, Silver Spring, MD

General Description:

The building appears to have two main levels, the grade level having a floor-to-ceiling height of approx. 20 ft, and the upper level having a floor-to-ceiling height of approx. 10-12 ft. The structural system appears to be cast-in-place reinforced concrete column and beam with integral floor slabs.

The upper level is smaller in footprint than the lower, one-story level. Curvilinear corners on the upper level mark the points where the upper level turns back over the roof of the lower. The exterior curtain walls are composed of yellow Norman brick in a running bond pattern, and steel industrial sash windows in continuous ribbon configuration with wide metal vertical mullions and tripartite horizontal divisions (some operable awning units are evident).

A significant corner entry rotunda is articulated with yellow structural glazed tile in stack and running bond patterns surrounding a 25 x 15 ft vertical void glazed with glass block. The glass block-glazed opening is subdivided into vertical bays by metal mullions and two large steel columns on either side of a low central entry vestibule. The door is flanked by a pair of rounded concrete columns which support a bowed concrete slab canopy extending out over the doorway.

On top of the masonry parapet above the corner rotunda are 48 in. metal letters spelling "Canada Dry" and supported by an open metal frame. A similar "Canada Dry" display is positioned on a side of the building facing and visible from the Metro tracks.

Though not a tall building, it achieves a slight sense of verticality through the wide, rounded column of glass bricks extending upward over the front entrance on the main facade. This verticality is balanced by the horizontal ribbon-windows along the two symmetrical wings extending from the rounded central facade. Inside the entry rotunda (sketch attached), a dramatic spiraling open stair to the upper level cantilevers from the curved wall opposing the entry vestibule, and features terrazzo treads and risers and a handsome open metal guardrail ending along a balcony on the upper level. The dramatic effect of the stair is heightened by the exposed yellow structural glazed tile on the interior curved wall of the rotunda. The glass block glazed wall of the rotunda's interior facade lends the space a luminous quality.

Condition of Structure:

The condition of the concrete structure and the roofing could not be readily ascertained. As the building is currently in use, it is presumed that the structure and roof membrane are basically sound.

The exterior curtain wall is in reasonably good condition; the yellow brick that comprises most of the wall seems sound and free of serious cracks, staining, mortar or unit failure, and moisture-related problems. Some staining is apparent at the structural tile parapet directly above the glass block.

The steel industrial sash windows have been painted several times; the paint and glazing is in poor condition and some oxidation is evident, particularly at corners and sills. The original window configuration is largely unaltered at the upper level; some alterations to the original fenestration are evident at the grade level units. On the wall east of the rotunda, brown brick infill partially obscures the grade level windows. Much of the glass is painted or treated from the interior, and unit air conditioners have been installed at various windows. No storm or double glazed units are apparent.

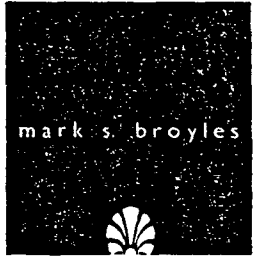
The interior of the rotunda is in quite good condition, with what appear to be original terrazzo floors (featuring a pattern of circles), structural glazed tile walls, and spiraling stairway and guardrail.

CANADA DRY BOTTLING PLANT

E.V. HIGHWAY / BLAIR MILL RD, SILVER SPRING

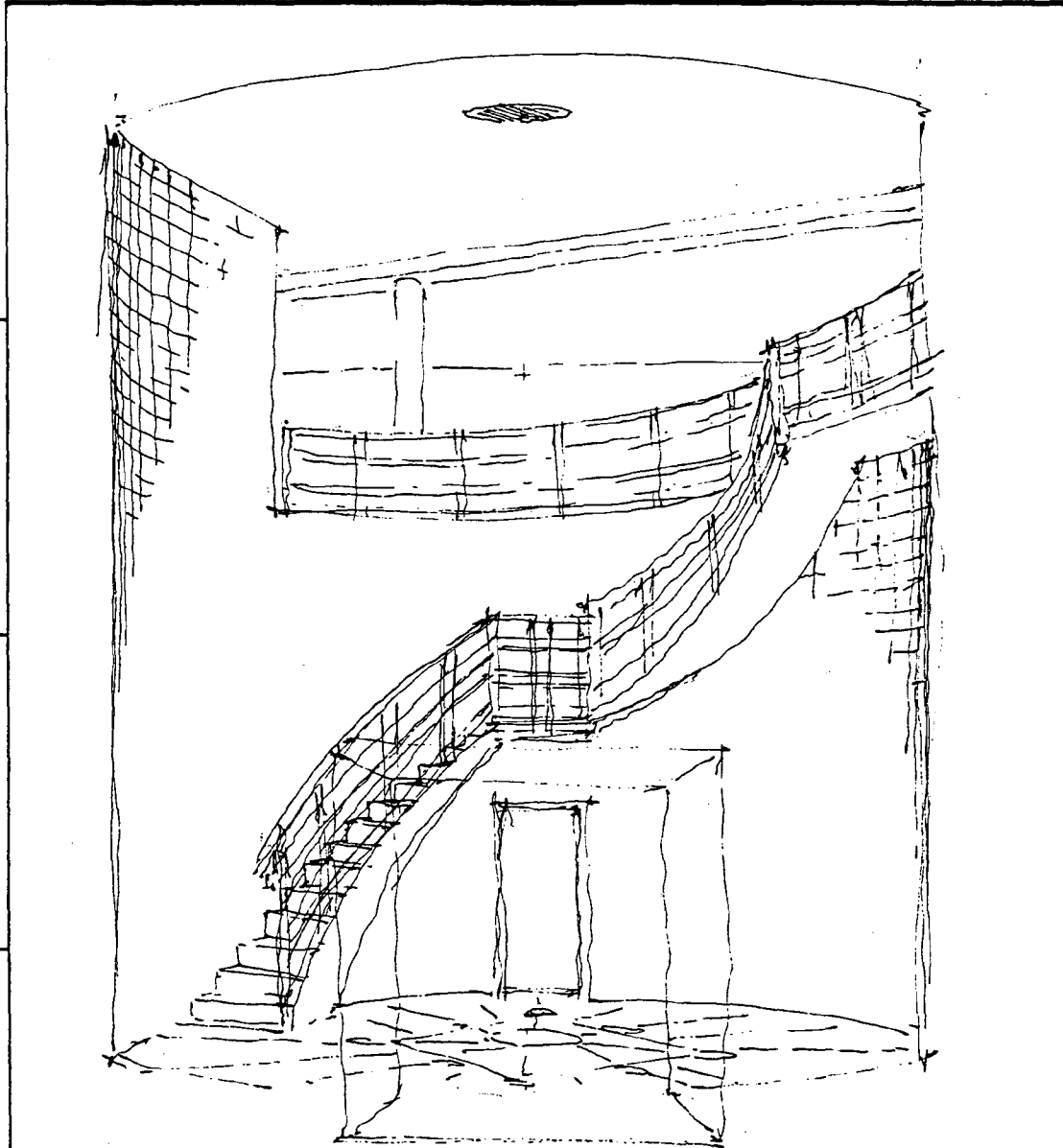
SKETCH OF ENTRY ROTUNDA

04.28.93



architect aia

625 Ray Drive
Silver Spring, Maryland
20910
301 588 7524



SIGNIFICANCE

Period: Twentieth century, first half

Areas of significance: Architecture, Industry

Constructed: 1946

Architect: Walter Monroe Cory

- * Silver Spring rose to commercial prominence in the era of the streamlined Art Deco architectural style--the "Moderne." Silver Spring's Art Deco commercial and industrial buildings constructed in the 1930s and 1940s played a key role in Silver Spring's historical development. The Silver Theatre and Shopping Center, built in 1938, began a building boom that shaped the character of downtown Silver Spring and Montgomery County. The opening of the Moderne-style Canada Dry bottling plant in 1946 was followed the next year by the opening of the streamlined Hecht's retail facility. The northern side of the Colesville Road retail district--across from the Silver Theatre--was completed by 1950.
- * The Canada Dry bottling plant is one of the most prominent and unique features viewed by Metro riders as they approach Silver Spring, and is an introduction and a preview to the Deco theme that is important in defining the character and historical foundation of Silver Spring.
- * Hans Wirz and Richard Striner, in their book Washington Deco, state in a section on industrial buildings that "Washington's Art Deco achieved its purest expression in the field of industrial design," and that "the use of glass brick was a virtual craze that began in the mid-1930s and continued into the 1950s". Wirz and Striner place the Canada Dry bottling plant among the Washington area's "fine examples of industrial Deco buildings using glass bricks."
- * Richard Longstreth, Associate Professor of Architectural History at George Washington University, calls the Canada Dry building "a superb example of streamline design put to industrial use--without question the best example of its kind in the county and certainly one of the very best in the greater Washington area."
- * The Art Deco Society has stated that the Canada Dry plant is "thematically akin" to the Hecht's department store in its "sweeping central corner," and that the Hecht's store is in turn a simplification of the Hecht's warehouse on New York Avenue, "the most important commercial Deco building in the Washington area."
- * The Canada Dry building's architect, Walter Monroe Cory, is in the process of being recognized as an important designer of industrial buildings, according to Richard Guy Wilson, author of The Machine Age in America and Chairman of the Department of Architectural History at the University of Virginia. In a letter to the Montgomery County Planning Board, Wilson states the Canada Dry building is worthy of preservation on aesthetic merits alone and is a continuation of important trends in industrial building design that began in the 1930s.
- * Walter Monroe Cory and his brother Russell J. Cory were among a handful of American architects to be included in the Museum of Modern Art's 1932 exhibition on the "International Style"--Henry-Russell Hitchcock and Philip Johnson were joint curators.
- * Prominent architectural historian Robert A.M. Stern, author of New York 1930: Architecture and Urbanism Between the Two World Wars, states in a letter that the Canada Dry plant "is an aesthetically important building and a fine example of the Streamline Modern style..." The work of the building's architect, says Stern, "is now firmly established as an important part of twentieth-century architecture in America."

- * The New York firm of Cory and Cory specialized in industrial buildings, working largely in New York City. Prominent buildings designed by the Cory brothers:
 - * Starrett-Lehigh building, New York City, 1931
 - * Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey, 1941
 - * E.R. Squibb & Sons Building, Brooklyn, New York, 1926
 - * Frank G. Shattuck Co. Building, New York City, 1926
 - * Cashman Laundry Corporation, New York City, 1932
 - * New York Dock Trade Facilities Building, Brooklyn, New York, 1929
- * The Starrett-Lehigh building, designed by Russell G. and Walter Monroe Cory in 1931, was declared a landmark by the New York Landmarks Preservation Commission in 1988. The building is described in the American Institute of Architects Guide to New York City as a "landmark of modern architecture."
- * The Cory brothers' Cashman Laundry building in the West Bronx was also included in the AIA Guide, which describes it as a "stylistic little brother" to the Starrett-Lehigh building.
- * The Cory brothers' Johnson and Johnson complex in New Jersey has been described in glowing terms in prominent architectural periodicals and praised for its high standards of architectural design and landscaping and its functional efficiency. The Johnson and Johnson buildings "considered among the finest of their kind in the U.S.," according to the New York Times obituary on Russell G. Cory.
- * From 1942, Walter Monroe Cory maintained a practice on his own, special in industrial buildings, particularly for the beverage industry. He designed a number of bottling plants around the country, including plants and executive offices for the Coca-Cola Company as well as his work for Canada Dry.
- * According to Bernice Thomas, an architectural historian at the National Gallery who is researching bottling plants, the prominent corner entry rotunda with glass blocks became a kind of logo of bottling plants in the Moderne period. The cantilevered stairway inside was also a frequent feature in bottling plants, as are a circle pattern on the floor of the entry vestibule (likely representing soft-drink bubbles). The Coca-Cola bottling plant on Dana Avenue in Cincinnati is, according to Thomas, similar in appearance to the Canada Dry plant; the Coca-Cola building was placed on the National Register of Historic Places in 1987.
- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, corner rotunda with prominent use of glass block, cantilevered stairway inside a rotunda, and bowed canopy over the doorway.
- * The Canada Dry building, with its yellow brick and glazed tile and its dramatic glass block rotunda, is a standout in the Silver Spring community, located at the intersection of East-West Highway across from Acorn Park, which is on the County's Master Plan for Historic Preservation. The building's strategic location along a major thoroughfare has made it a familiar feature to residents of Silver Spring and Takoma Park. Traveling east from the center of Silver Spring, one encounters the Canada Dry structure as a kind of gateway or marker to the East-West Highway corridor of Silver Spring's old industrial district, which includes a Deco Coca-Cola plant.

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Testimony on Project Plan #9-92003

Canada Dry Residential

**Maryland-National Capital Planning Commission
Montgomery County Planning Board**

May 20, 1993

Allied Civic Group

Mr. Chairman and members of the Board:

My name is Mary Reardon. I'm a resident of Silver Spring and I'm speaking tonight for the Allied Civic Group.

Our organization has two general concerns about the proposed Canada Dry residential project. First, we want any redevelopment on the site to be an asset to Silver Spring, and second, we want to preserve a significant part of the existing building. We address our comments first to some major points in the Planning Commission Staff Report on the project plan.

We agree with the staff's condition that the developer consider ways to reduce the actual and perceived bulk of the project. Reduction of the maximum height has done nothing to reduce bulk-- and may even have increased the perception of bulk. We have maintained all along that the overall size of the project is too large. While it is true that the size is comparable to existing and proposed high-rise development along East-West Highway, this skirts the question of the optimum overall scale of high-rise development along East-West Highway.

We certainly support housing development in the Silver Spring CBD, and we recognize the need for more housing to enliven the streets, and to take advantage of the Metro. But we urge planners to carefully consider the traffic impacts and the visual appeal of a very dense area of very large optional method residential projects. In close proximity to this project will be the Silver Spring Crossing and East-West Plaza residential projects, both optional method projects. While residential development does not have the same impact on traffic as commercial, common sense tells you that the combined traffic impact of these projects will be noticeable.

The staff's provision that the proposed townhouses along Blair Mill Road have individual street-fronting entrances is a good

idea, and addresses a concern that some civic activists have also raised about the character of Blair Mill. We note also that the size of the urban park has been increased by about a third from the original proposal. This is an improvement, but the value of the park as a community amenity is somewhat questionable, situated as it is along a street that will become a cul de sac, and set back from areas of major pedestrian traffic. This feature raises the question of safety in the park after dark, even with lighting. It also raises a possible dilemma as far as the townhouse entrances are concerned. On the one hand, street-facing entrances are desirable to enliven Blair Mill Road, but on the other, the presence of the park might partially conceal the entrances from street view, detracting from safety of residents entering their homes after dark.

The promenade along East-West Highway will be an asset. Much of East-West Highway between Colesville and Blair Mill Road has been rather forbidding for pedestrians. The proposed 38 foot sidewalk with two rows of trees, and lawn panel at the curb, will be a definite improvement. But it is unclear how much of the square footage factored into the amenities is over and above code for sidewalks, and how much would be provided by the developer even in a standard method project in order to make the project reasonably attractive.

A paved crosswalk at East-West Highway and Blair Road is a welcome idea, and long overdue. We hope that the end result on this stretch of East-West Highway will be compatible with the pedestrian promenade envisioned in the Sector Plan.

The value of the mixed street concept for Blair Mill Road is unclear, since Blair Mill will eventually be not a through street but merely lead to a driveway for the East-West Plaza project. The community facility--located back near the railroad tracks--is not positioned to draw the attention or interest of the community beyond the tenants of the three proposed residential projects in

the area. Ten parking spaces, for example, would not be sufficient for a community group planning an event there. As a public, community amenity, this feature is of questionable value.

The Canada Dry building is, in the words of the staff report, "an attractive Art Moderne building and one of the the remaining markers of Silver Spring's past and architectural heritage." We agree, and for that reason we believe it should be preserved. You have received letters from several prominent architectural historians urging that the building be saved and declared a landmark.

The Allied Civic Group membership is on record in support of preservation. But what is proposed in the project plan report--replication of elements of the bottling plant--is not preservation. The rough sketch included in the report is not preservation. What is preservation? It is saving enough of a building to maintain its identity, its major features, and its visual prominence.

The Canada Dry building is a landmark of Silver Spring's commercial and industrial history, and an excellent example of industrial architecture of the period. Genuine preservation should be a major public amenity of this project--not only to preserve a valuable historic and architectural resource but also to provide visual relief within the high rise environment that is contemplated for this area of Silver Spring. For residents of the high rise apartments in the vicinity, preservation would provide a sense of the community's identity--a place to live, not just space to live.

Given the size of this project, the community should expect a substantial package of amenities that ensures the project will be an asset to Silver Spring. Amenities have too often disappointed citizens once a project was approved and completed. As our comments on the proposed amenities indicate, we have serious

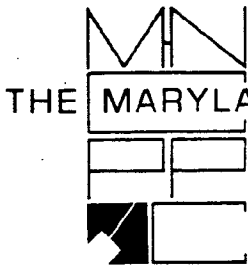
reservations about the value of the package. Perhaps the expense of the community facility and the mixed street would be better applied to preservation. Ideally, some of the open space also, might better be swapped for preservation, although we realize that the optional method approve process does not permit this kind of flexibility regarding open space. That is unfortunate, because very often these urban parks are parks only in the broadest sense of the term. Open space manicured with a few trees and street furniture does not necessarily constitute a park.

During project review, a group of citizens worked with Planning staff in an attempt to make preservation part of the amenities package. The efforts have failed to convince the developer to consider preservation. The next step is to explore the option of historic designation of the building. I have worked with several other citizens in preparing a preliminary statement of the significance of the building and the work of its architect. We have provided the Historic Preservation Commission with the information we compiled. Since efforts at preservation have been unsuccessful, the Board of the Allied Civic Group voted almost unanimously to support historic designation of the Canada Dry building.

What this would mean for the proposed project is unclear at this point. But the Allied Civic Group would welcome the opportunity to work with planning staff and with other citizens toward a solution that would, in the long run, be beneficial to the owners and to the community. Whatever the outcome, there are a number of other large residential projects proposed for the area. When those projects are completed, downtown Silver Spring will have no shortage of rental housing.

In reviewing projects in general, we urge planners to consider individual projects not in isolation but in the context of plans for surrounding areas. For example, the CSX, Canada Dry, and

East-West Plaza projects should be viewed in relation to each other as the amenities packages, streetscape, and other elements are considered. Planners should provide materials to civic groups, along with each project plan, to facilitate their assessment of individual projects in the context of overall plans for the vicinity.



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

OFFICE OF
THE GENERAL COUNSEL

(301) 495-4646
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REQUEST FOR RECONSIDERATION

June 24, 1993

TO: MONTGOMERY COUNTY PLANNING BOARD
FROM: Thomas G. Kennedy, *TGR*
Associate General Counsel
RE: Reconsideration Request For Project Plan 9-92003;
Canada Dry Project

I. BACKGROUND

Parties Seeking Reconsideration:

REQUEST #1

By: Mark Broyles, Jamie Karn, Joyce Nalewajk, and Mary Reardon

REQUEST #2

By: North Woodside-Montgomery Hills Citizens Association

Action Sought To Be Reconsidered:

Project Plan # 9-92003

Date of Opinion: May 24, 1993

Action Taken: Approval of the Project Plan

Planning Board Vote:

Motion To Approve the Project Plan With Conditions

Commissioners voting in favor of the motion:

Aron, Bauman, and Richardson

Commissioners voting against the motion:

None

Commissioners Absent:

Baptiste and Floreen

Summary of Proponents Grounds For Reconsideration:

Proponents of these requests seek Board reconsideration for the purpose of revising the conditions of approval. The revisions would provide that the existing Canada Dry building could not be demolished until such time as the owners were ready to construct the new project. Testimony presented by various speakers including the HPC at the public hearing suggested that demolition be conditioned upon the applicant first securing building permits and financing for the new project.

Proponents claim that the Board misunderstood the intent of the HPC's testimony and that the HPC should be able to fully clarify its position so that the Planning Board may better understand HPC's proposition. Therefore, it is argued, the Board should allow the HPC an additional opportunity for testimony at a time when all five Board members are present.

Chairman Bauman proposed a condition that would have essentially precluded demolition of the existing building until the project received site plan approval and the applicant demonstrated an intent to move forward. This proposal to specifically delay demolition of a structure not included on the historic atlas or historic master plan was not supported by a majority of Boardmembers then present.

A compromise condition (Condition 3.d) was reached by Board members that provides:

"The following compatibility features must be studied and incorporated into the building design prior to site plan approval:

(d) Incorporation of elements of the original Canada Dry building facade such as the rotunda, the yellow brick, and the curved wall."

The Board reasoned that this condition, supported by all three Boardmembers, would likely have the practical effect of allowing the Board to have an opportunity to review the project in the context of a site plan review, prior to the time the existing building is disturbed. At the time of site plan review, the Applicant should be able to provide more detail concerning when the project would be initiated.

The Applicant, through legal counsel, has objected to the

possible reconsideration request.

II. RULES APPLICABLE TO RECONSIDERATION REQUEST

In accordance with the approved and adopted rules and procedures for the Montgomery County Planning Board, any party of record may make a written request to the Planning Board seeking to have the Board reconsider its determination on an action taken by the Board. Such a written request is to be received by the Planning Board within ten days of the date that an opinion reflecting the action in question is mailed out by the Commission.

The written request alone shall be the basis upon which the Board will consider whether reconsideration is warranted, although a Boardmember may seek clarifications from staff or other persons present to aid in her/his consideration. Neither the proponent of a reconsideration request or a party in opposition to the request should have an expectation that they may speak to the request, except only if called upon by a Board member to respond to a question. Proponents of reconsideration requests are encouraged to be thorough in drafting a written request, in that they may not be able to embellish upon the request when it is reviewed by the Board.

The Planning Board agenda routinely reserves time to allow the Board to consider any reconsideration requests that may have been transmitted to the Board. No notice need be sent of the Board's consideration of a reconsideration request, nor is any particular reference required to be made on the printed agenda of a particular request. Staff attempts to advise the party requesting reconsideration of the date for which it is scheduled for Board consideration.

Staff will forward to the Board a reconsideration request shortly after its receipt by the Commission. Ordinarily, staff does not make a recommendation to the Board relative to whether the Board should or should not support a reconsideration request, except in those cases where a legal flaw occurred (for instance a party entitled to notice did not receive notice of the public hearing). When the item is called by the Chairman, any Board member may pose questions about points raised in the letter. Thereafter, only a Board member that voted in favor of the motion (action) for which reconsideration is being requested may make a motion to reconsider. If a motion is made to reconsider, any Board member may second the motion. As always, to succeed, the motion carries if supported by a majority of Board members then present and voting.

If no motion is made or a motion fails either for lack of a second or insufficient votes, the prior action stands unaltered in all respects, including time for administrative appeals.

If a motion to reconsider carries, no further action or consideration will occur at that time. Rather, the prior action is extinguished and staff will schedule the matter for public hearing, upon due notice, at a later date. The Board, at that time, would essentially "start from scratch".

Grounds for reconsideration, as specified in the rules, are as follows:

1. the Boards action did not conform to relevant laws or procedures;
2. the Board was not timely provided pertinent and significant information relevant to the Board's ability to take the action at issue, a statement explaining why the information was not provided is likewise required;
3. other compelling reasons.

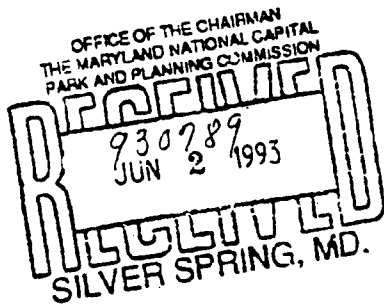
The Planning Board in its sole discretion is responsible for determining if the grounds stated by the proponent of reconsideration warrant reconsideration.

Any and all materials submitted as part of the reconsideration request are not part of the administrative record of the public hearing, unless already submitted into the record prior to its closing.

III. ATTACHMENTS

1. Letters seeking reconsideration. circles ⑤ and ⑦
2. Planning Board opinion. circle ⑧
3. Letter from applicant's attorney circle ⑱

canada.dry



8007 Eastern Avenue, #110
Silver Spring, MD 20910
June 2, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Dear Mr. Bauman:

At the May 20 hearing on the Canada Dry residential project (#9-92003), the Montgomery County Historic Preservation Commission proposed in testimony that a provision be included to preclude demolition of the Canada Dry bottling plant until the owners were ready to construct the new project on the site. A similar provision, the HPC pointed out, was made for the Silver Theatre and Shopping Center when plans for the Silver Triangle project were presented to the Board.

Your motion to support the HPC's proposal failed, and we would like to request a reconsideration of the motion. As you indicated, it seemed like a fair proposal, and we would like all five Board members to have an opportunity to read the testimony presented on May 20, particularly the HPC's, and make a decision on this.

The principal reason for this request is that we believe the decision to reject the HPC's suggestion was based on a misunderstanding of the Commission's intent. The intent was definitely not to buy time for a citizen petition for historic designation of the Canada Dry bottling plant (nor is this our intent now). The intent was rather to protect the building until demolition became necessary, recognizing that plans for the project could change over time, that several years may elapse before the project is begun, and that a different plan could evolve in the long run. The building, in short, should not be demolished for nothing. HPC Commissioner Ken Norkin, who testified at the hearing, confirmed this in a conversation with one of the signatories of this letter following the hearing. During the Planning Board's discussion on May 20, the HPC representatives were unable to clarify their intent, since the discussion occurred when the public testimony had concluded.

Commissioner Norkin supports our request for reconsideration by the full board and with clarification and recognition of the Commission's intent.

We recognize that since the project plan as approved requires the developer to save part of the current building, this may provide some deterrent to demolishing the building before site plan approval (though there is no guarantee of this). But after site plan approval, should Canada Dry vacate the premises, it is unclear there would be any motivation to save the building beyond what the site plan specifies

saving. If several years elapse before groundbreaking, we will have a vacant lot on the premises during that period (landscaping of the lot is a poor substitute for preservation). And if this particular project is never built, we will have lost a building that experts have acknowledged as architecturally significant, and the loss will have been for nothing.

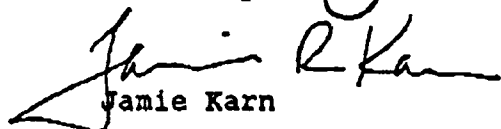
The undersigned have worked to research the history of the Canada Dry building and background on the architect, and have studied the project plan. The Allied Civic Group joins us in requesting a reconsideration of the demolition provision. Also supporting the request is North Woodside Montgomery Hills Citizens Association and Dane Konop, president of Seven Oaks-Evanswood Citizens Association.



One further clarification is in order, given the comments of Mr. Kominers at the May 20 hearing. The Canada Dry building never received a comprehensive review--not by the HPC, not by the Planning Board, and certainly not by the County Council which simply declined to add language to the Silver Spring Sector Plan on Canada Dry given the late hour in which it was proposed. No formal petition was ever filed, and until very recently there was precious little in Planning Commission files on the building. Over the last 10 years, in-depth research had focused on buildings at risk--notably the Silver Theatre and Shopping Center. Mr. Kominers' view is that the Canada Dry building was rejected for Atlas placement after thorough review--a truer statement is that it was passed over for lack of a thorough review. We make this point not to build a case for historic designation but simply to dismiss the notion that any County entity ever had an opportunity to thoroughly assess the value of the building and the work of its architect.

We hope you will give careful consideration to our request to provide protection for the Canada Dry building until the owners' plans for the site are firm.

Sincerely,


Mark Broyles


Jamie Karn


Joyce Malewajk

Mary Reardon

(0) 202-219-0494

Cc: Ken Norkin
Gwen Marcus

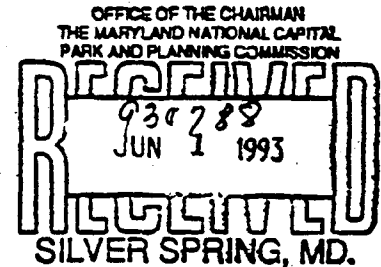
North Woodside-Montgomery Hills Citizens Association

9106 Warren Street, Silver Spring, Maryland 20910-2140

Phone: (301) 587-3270

27 May 1993

Gus Bauman, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910



Dear Mr. Bauman:

The citizens of the North Woodside-Montgomery Hills Citizens Association have examined the proposed Project Plan for the Canada Dry Bottling Plant site at 1201 East-West Highway in Silver Spring, and would like to make two brief comments on said Project Plan.

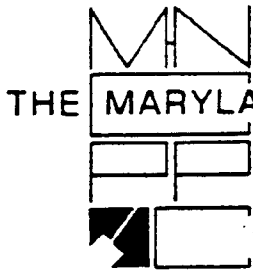
First, based on the general aesthetics of the existing building, its age, and the fact that its architect, Walter Monroe Cory, is considered to be a significant designer of industrial buildings, we would hope that significant Historic Preservation be included in the project. To this end, we would urge that action be taken to insure that the existing building not be demolished until an actual project is ready for construction. This will allow the Planning Board and the citizens of Montgomery County to push for the inclusion of historic preservation in the project during the later stages of project approval which are realistically years away.

Second, we would request that the Planning Board develop rigorous enforceable standards for the "amenities packages" which are required as part of projects which are developed under the Optional Method of Development. These amenities packages are the "payment" which the citizens and the County receive for allowing substantially higher project densities—presumably increasing the developers' profits. Such amenities packages as have been included in many projects to date are an insult to the citizenry of the County, and to add insult to injury, many of these amenity packages are never provided or tend to disappear. Yet somehow, developers manage obtain and retain occupancy permits for these projects without meeting their obligations to the County and its citizens.

If we may help by providing further information on these subjects, please feel free to contact me at the above address and phone number, or during the day at either of the following two business numbers (703) 602-6621 or (301) 227-4309.

Sincerely,

Arthur M. Reed, President



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

MONTGOMERY COUNTY PLANNING BOARD

OPINION

Project Plan #9-92003
Canada Dry Residential
CBD-2 Zone
East-West Highway and Blair Mill Road
Silver Spring

Date Mailed: May 24, 1993

Action: (Motion was made by Commissioner Aron, seconded by Commissioner Richardson, with a vote of 3-0, Chairman Bauman voting for. Commissioners Floreen and Baptiste were absent.)

On February 19, 1993, Canada Dry Potomac Corporation submitted an application for the optional method of development in the CBD-2 Zone. The application includes 645,000 square feet of residential and retail space.

On May 20, 1993, the Project Plan #9-92003 was brought before the Montgomery County Planning Board for a public hearing pursuant to Chapter 59 of the Montgomery County Zoning Ordinance. At the public hearing, the Montgomery County Planning Board heard testimony and received evidence submitted in the record on the application. Based on the oral testimony, written evidence submitted for the record, and the staff report, the following findings and conditions are hereby adopted.

FINDINGS

1. Conforms With the Purpose and Development Standards of the CBD-2 Zone

The Planning Board finds that Project Plan #9-92003 meets all of the purposes and requirements of the CBD-2 Zone. A summary follows that compares the development standards shown in the application with the development standards required in the CBD-2 Zone.

DATA SUMMARY: CANADA DRY RESIDENTIAL

| STANDARD | PERMITTED/REQUIRED | PROVIDED |
|--|--------------------|--|
| Lot Area | 22,000 s.f. | 131,950 s.f. |
| Net Lot Area | | 123,475 s.f. |
| FAR | 5.0 | 4.88 |
| Overall Floor Area | | |
| a. Retail | N/A | 6,240 s.f. |
| b. Community | | 4,050 s.f. |
| c. Residential | N/A | 634,710 s.f. |
| EFFICIENCY | | 30 Units |
| 1 BR | | 246 Units |
| 1 BR+D | | 27 Units |
| 2 BR | | 175 Units |
| 2 BR+D | | 89 Units |
| 2 BR Duplex | | 9 Units |
| Total | | 576 Units |
| MPDU | 15% - 87 Units | 87 Units |
| Grand Total | | 645,000 s.f. (4.88 FAR) |
| Building Height | 143 ft. | 143 ft. |
| Parking | | |
| a. residential | 624 spaces | |
| b. retail | 27 spaces | |
| c. total | 651 spaces | 651 spaces |
| Minimum Public Use Space (% of net lot area) | 20% (24,464 s.f.) | 22.5% (27,730 s.f.) |

DATA SUMMARY: AMENITY AREA CALCUALTIONS
(Approximate Numbers)

| ON SITE AMENITIES AND PUBLIC USE SPACE | PERCENT OF NET LOT AREA |
|--|-------------------------|
| Community Park | 20,150 s.f. (16.3%) |
| Community Room | 4,050 s.f. (3.3%)* |
| East-West Promenade | 7,580 s.f. (6.1%) |
| Total | 31,780 s.f. (25.7%) |

| OFF-SITE AMENITIES | PERCENT OF NET LOT AREA |
|--|-------------------------|
| Blair Mill Mixed Street, (38 x 600 = 22,800 s.f.) | 22,800 s.f. (18.5%) |
| Sidewalks within the public R. O. W. | 4,980 s.f. (4.0%) |
| Crosswalks | 1,760 s.f. (1.4%) |
| Total | 29,540 s.f. (23.9%) |

* The Community Room is considered an amenity not a public use space.

2. Conforms to the Silver Spring CBD Sector Plan

The Planning Board finds that Project Plan #9-92003 is in conformance with the Silver Spring Sector Plan. The land use, circulation, and landscape design objectives described in the Sector Plan have been met by the Canada Dry Residential project.

3. Compatibility with the Neighborhood

The Planning Board finds that the Project Plan will be compatible with existing and potential development in the general neighborhood because of its location, size, intensity, staging, and operational characteristics.

4. Will Not Overburden Existing or Proposed Public Services

The proposed development will not overburden existing public services nor those programmed for availability, concurrently with each stage of development.

The proposed project plan for Canada Dry Residential and the pending project plans are within the development ceiling for the Silver Spring CBD.

5. Is More Efficient and Desirable than the Standard Method of Development

The Planning Board finds that, with the proposed amenities, this optional method project will be more efficient and desirable than the standard method of development.

This proposal is for high-density housing to replace an industrial facility in proximity to Metro. A good amenity package is provided to support the increased densities. These amenities will greatly benefit the future residents of the surrounding area by creating an identifiable neighborhood with a central open space and a focus for the community. In addition, the bicycle and pedestrian circulation systems in the CBD would be improved.

6. Includes Moderately-Priced Dwelling Units

The application includes moderately-priced dwelling units.

CONDITIONS

Staff recommends APPROVAL of Project Plan #9-92003 subject to the following conditions:

1. Allocation of Jobs

The Project Plan is limited to 25 jobs, 20 in retail.

2. Traffic Impact and Mitigation Agreement

Prior to receipt of building permits, the applicant must sign a Traffic Mitigation Agreement with the Planning Board and MCDOT and begin construction of road improvements in accordance with the requirements of Preliminary Plan #1-92097.

3. Compatibility and Human Scale Features

The following compatibility features must be studied and incorporated into the building design prior to site plan approval:

- a. The massing of the building should be studied for ways to reduce the actual and perceived height and bulk of the project. Areas to be studied include variety and articulation with a vertical emphasis in the facade treatment to break the continuity of the building, treatment of the top floors, and incorporation of stepbacks into the building configuration;
- b. The townhouses must have individual, street fronting main entrances. The elevation treatment of the townhouse units should consist of details which are reminiscent of attractive urban row housing;
- c. Stepbacks should be used to provide usable landscaped rooftops where appropriate; and
- d. Incorporation of elements of the original Canada Dry building facade such as the rotunda, the yellow brick, and the curved wall.

4. Improvement to Canada Dry Park

Prior to site plan approval, the applicant must include the following in the park design:

- a. Attractive garden with year-round interest and permanent planting including trees. The park must be designed around a locally symbolic theme; reminiscent of the history of the area such as the spring, the Canada Dry facility, the old train station, or the Civil War;
- b. The park must include a progression of interactive art elements, which would start at East-West Promenade and draw people through

the park and to the community center, such as water features, a sculpture garden, or pavement art. These should be designed to incorporate play activities for children;

- c. The park design must be coordinated with CSX Realty with respect to the adjacent Silver Spring Crossing Park so as to create an attractive integrated green space;
- d. Adequate depth of soil to support the planting and trees (i.e. 4'-0" for major trees);
- e. Brick paved walk, 7-8 feet wide, adjacent to the townhouses;
- f. Grass and decomposed granite surfaces with attractive planting areas;
- g. Park benches and chairs, street lights, bicycle racks, and other street furniture; and
- h. Mitigation of the noise from the tracks by measures such as planted berms, an art wall, or a water feature.

5. Public Art Program

Prior to approval of the site plan, the applicant must provide additional information concerning the commitment to a public art program, to include the following:

- a. Progressive art through the park starting with a gateway feature at East-West Promenade and including a sequence of several features. The art should be contextual, playful, and interactive and designed to draw people through the park; and
- b. A collaborative process with consultation from staff must be established to ensure an integration of ideas and concepts between the artists and the project team for the purpose of achieving a comprehensive treatment of the art elements.

Prior to approval of the site plan, the applicant must provide final designs in the form of appropriate visual material to illustrate the art program for review by the Art Panel and the Planning Board.

6. Improvements to the Community Facility

Prior to approval of the site plan, the applicant must include the following items in the design of the Community Facility:

- a. The total area for the facility must be 4,000 square feet at a minimum;
- b. Adequate storage areas, restrooms, and a warming kitchen;

- c. Hard surface floor, preferably wood, with a painted shuffleboard area;
- d. A public announcement (PA) system, audio loop, a built-in screen, and built-in AM/FM receiver;
- e. Good natural and artificial light and window coverings;
- f. Tables and stackable chairs;
- g. Security system for the facility;
- h. Ten designated parking spaces;
- i. Acoustical ceiling or a similar treatment;
- j. A prominent entrance and a sign. The facility must be notably visible from East-West Highway; and
- k. Ability to subdivide the space.

The applicant shall include photographic exhibits of the existing structure in the community facility. The applicant must provide for the maintenance and administration of the facility and advertise its availability to the community or enter into an agreement with a government agency, such as the Recreation Department, to program the facility.

7. Streetscape Improvements on East-West Highway

Prior to approval of the site plan, the applicant must include the following in the promenade along the property's frontage on the north-eastern side of East-West Highway in accordance with the streetscape guidelines for Silver Spring CBD as follows:

- a. The sidewalk width must be 38 feet minimum from the curb to the building and consist of a 6 foot wide intermittent lawn panel at the curb and two ten foot wide brick paved paths separated by a 12 foot central planting area. The planting area must include attractive landscaping with year round interest;
- b. All driveways along East-West Highway must have continuous brick paving and be separated from pedestrian areas by bollards rather than curbs;
- c. Two rows of street trees, four-inch caliper, 30 feet on center maximum;
- d. Adequate depth of soil (i.e. 4' - 0") to support the proposed street trees;
- e. Washington Globe street lights 60 feet on center; and

f. Benches, trash receptacles, and other streetscape elements.

8. Improvements to Blair Mill Mixed Street

Prior to building permits for Phase I, the applicant must be under contract for construction of a mixed street at Blair Mill Road. The mixed street will be provided as a through-street unless the cul-de-sac is built prior to implementation. Prior to approval of the site plan and subject to MCDOT approval, the applicant must incorporate the following elements into the design of Blair Mill Mixed Street in accordance with the streetscape guidelines for Silver Spring CBD:

- a. Continuous brick and other high quality paving materials within the roadway including special patterns and designs;
- b. The roadway configuration should include two travel lanes and two intermittent parking lanes;
- c. Continuous 13-foot width sidewalk with street trees along the property's frontage on the north side of the roadway;
- d. Street trees, 30 feet on center maximum, 4-inch caliper, at the sidewalk along the frontage of the property;
- e. Adequate depth of soil to support the proposed landscaping (i.e. 4'-0" of soil for major trees);
- f. Washington Globe street lights 60 feet on center along the frontage of the property;
- g. Traffic slowing measures, such as neck-downs and raised crosswalks;
- h. Attractive sign at the corner of Blair Mill Road and East-West Highway indicating the special character of the street and limiting traffic speed to 5 mph; and
- i. All necessary new curbs and stormwater facilities.

9. Paved Crosswalks

Prior to approval of the site plan, the applicant must provide a specially paved crosswalk area on East-West Highway at Blair Mill Road, subject to SHA and MCDOT approvals to include the following:

- a. An eight foot wide bikeway crossing; and
- b. A fifteen foot wide pedestrian crossing.

The two crossings must be clearly identified and separated.

10. Access Driveway

Prior to site plan approval, the applicant must provide a shared driveway at East-West Highway, along the property's northern boundary. The final design must be approved by Foulger-Pratt, SHA, and MCDOT. The applicant will be responsible for all improvements associated with the new driveway configuration. A continuous sidewalk connection must be provided along that driveway and the service area, linking the northern lobby to East-West Highway.

11. Demolition of the Canada Dry Building

Prior to demolition permit, the applicant must provide an interim landscape plan for the site for staff's approval.

12. Phased Development

A final phasing plan must be submitted prior to site plan approval, if development is to be built in two phases. An interim landscape plan for the undeveloped areas and the future park must be provided. The phasing plan should follow these guidelines:

a. Phase I

The first phase should consist of the southern or northern high rise building, associated parking, main entrance, and the following amenities:

- o East-West Highway promenade; and
- o Canada Dry Park.

b. Phase II

In the second phase, the second high rise building would be constructed along with associated parking, the remaining internal open space, and Blair Mill Mixed Street and sidewalk.

The community facility will be built with the southern building.

13. Internal Open Space

Prior to site plan approval, the applicant must incorporate the following into the design of the internal open space:

- a. A multi-age playground;
- b. Planting and trees; and
- c. Benches and sitting areas.

14. Maintenance

This project will be part of the Silver Spring Urban District for maintenance of amenity features in the public right-of-way of East-West Highway and Blair Mill Road.

15. Underground Utilities

All new and existing utilities along the east side of East-West Highway and the north side of Blair Mill Road in front of the project must be located underground. In accordance with these requirements, the following conditions also apply:

- a. All utility connections requested to serve the proposed new development will be made underground;
- b. Transition of service from overhead to underground in the area of the project must be provided by this applicant if not otherwise provided by others;
- c. Detailed requirements for placement of utilities underground will be addressed at site plan. Drawings for any improvements required by MCDOT or SHA, including signal work, must be reviewed concurrently with utility drawings; and
- d. Location of underground utilities must be coordinated with all affected utilities and public agencies. Location of the underground garage must be approved by SHA and WSSC with respect to location of existing or future underground improvements.

LAW OFFICES

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WRITER'S DIRECT DIAL NUMBER

(301) 650-7071

June 16, 1993

Mr. Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910

Re: Opposition to Request for Reconsideration; Project Plan
No. 9-92003 -- Canada Dry Residential (the "Project
Plan");

Dear Mr. Bauman:

The purpose of this letter is to object, on behalf of Canada Dry Potomac Corporation (the "Applicant"), to the request for reconsideration of the above-referenced Project Plan filed on June 2, 1993 by Mark Broyles, Jamie Karn, Joyce Nalewajk and Mary Reardon (the "Request"). The grounds for reconsideration set forth in the Request clearly do not meet the criteria for reconsideration set forth in Section 11 of the Montgomery County Planning Board Rules of Procedure. The request should be denied.

Section 11 of the Planning Board Rules states as follows:

The Board may review a request to reconsider, provided sufficient grounds are demonstrated. Such grounds may include:

- (1) a clear showing that the action of the Board did not conform to relevant law or its rules of procedure; or
- (2) evidence indicating that certain pertinent and significant information relevant to the Board's decision was not presented at the public hearing before the Board or otherwise contained in the record, together with a

Mr. Gus Bauman
June 16, 1993
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statement detailing why such information was not timely presented; or

- (3) such other appropriate compelling basis as determined by the Board.

The Request is intended to secure reconsideration of the motion made at the public hearing held on May 20, 1993, which granted conditional approval of the Project Plan. The Request then seeks to have the Planning Board adopt the proposal made at the public hearing by the Historic Preservation Commission ("HPC") that approval of the Project Plan be conditioned upon a prohibition against demolition of the existing Canada Dry building "until the owners were ready to construct the new project on the site." (Request, p. 1.) According to the Request, its authors believe that "the decision to reject HPC's suggestion was based on a misunderstanding of the Commission's intent" and they "would like to have all five Board members to have an opportunity to read the testimony presented on May 20." Later in the letter, the authors allege that my comments at the hearing with respect to previous review of the Canada Dry building for historical significance require "clarification." (Request, p. 2.)

Each of the three grounds for reconsideration briefly summarized above fail to meet the criteria of Section 11 of the Rules of Procedure and reconsideration should be denied.

I. Desire to Have All Five Planning Board Members Render A Decision on an Application Is Invalid Grounds for Reconsideration

The authors of the Request would "like to have all five Board members to have an opportunity to read the testimony...and make a decision on this" (Request, p. 1). Such a desire is entirely inappropriate as grounds for reconsideration.

Section 59-D-2.4 of the Montgomery County Zoning Ordinance (1984, as amended) ("Zoning Ordinance") states that the Planning Board shall act on project plans "by majority vote of those present and voting and based upon the evidence and testimony contained in the record..." The three Board members present represented an adequate quorum of the Board. The 3-0 vote approving the Project Plan fully complies with the Zoning Ordinance provision governing project plan review, thus obviating any argument that the Board did

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June 16, 1993
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"not conform to relevant law or its rules of procedure" as set forth in subsection A(1) of Section 11.

Further, all those Board members present at the public hearing heard all of the evidence presented by the various parties who testified. To grant reconsideration on the grounds that all members of the Board were not present could result in requests for reconsideration by dissatisfied parties of all Planning Board decisions rendered by less than the full Board--not a desirable precedent. Such a result is certainly not contemplated by the Board's Rules of Procedure or its quorum requirements. Reconsideration on the grounds that two members of the Board were absent from the hearing on the Project Plan would not only be improper, but a potential violation of the Applicant's procedural due process rights.

II. HPC's Position Regarding Demolition Was Clearly Conveyed And Duly Considered By The Board

With respect to the Request's assertion that the HPC was "unable to clarify" the intent of its proposal, there is no evidence in the record that the Board was unclear as to the intent of HPC. Neither can it be claimed that HPC, and all other interested parties, were not accorded an opportunity, prior to and at the public hearing, to present their views on all aspects of the Project Plan, including the demolition issue.

The Board considered the demolition issue at length. The Request is devoid of

evidence indicating that certain pertinent and significant information relevant to the Board's decision was not presented at the public hearing...or otherwise contained in the record...

as required by Section 11 of the Rules of Procedure. As the Request states, the HPC "proposed...preclu[sion] of demolition of the Canada Dry bottling plant until the owners were ready to construct the new project..." and the "motion to support the HPC's proposal failed." (Request, p. 1.) These statements in and of themselves clearly demonstrate that HPC's position regarding demolition was presented, that discussion of the proposal ensued, that a motion was made, and that the motion failed. After such exhaustive treatment, reconsideration of the issue is both

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June 16, 1993
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unnecessary and improper, in light of the criteria established for reconsideration.

III. The Record Accurately Reflects Previous Review Of The Canada Dry Building For Historical Significance

With respect to previous review of the historical significance of the Canada Dry building and my comments thereon at the public hearing, "clarification" is not "in order." (Request, p. 2.)^{1/}

The appendix to the May 20, 1993 Staff Report on the Project Plan contains detailed memoranda and letters addressing the designation issue from Mary Reardon, Richard Guy Wilson, Richard Longstreth, the Art Deco Society of Washington, and the Allied Civic Group. While the memoranda and letters contain opinions on the alleged historical aspects of the existing Canada Dry building, they also demonstrate that each of the writers recognized that the building has not been placed on Locational Atlas and Index of Historic Sites in Montgomery County ("Locational Atlas"). Further, the Staff Report contains a letter from Robert Marriott, Planning Director, to Council President Praisner explaining the status of the building and referencing a memo, also contained in the Report, from Jean Kaufman, which affirmatively states that the building was considered for addition to the Locational Atlas in 1984 and was rejected.

The Board was, therefore, fully apprised by its Staff, on the record, of its own previous review of the Canada Dry building for historical significance, and of the outcome of that review. My comments at the public hearing were consistent with the factual statements of the Staff and others. Other documentary evidence presented on behalf of the Applicant also supported the factual representations. In any event, clarification of my comments could have been made at the public hearing and cannot constitute grounds for reconsideration. There is, however, no suggestion (or reason to suggest) that the subject comments were in any way inaccurate.

^{1/} The authors of the Request expressly state that they do not wish to "build a case for historic designation." Thus, their inclusion of the above-mentioned "clarification" in the request for reconsideration seems both confusing and superfluous.

LINOWES AND BLOCHER

Mr. Gus Bauman
June 16, 1993
Page 5

Finally, notwithstanding that the Canada Dry building is not on the Locational Atlas and has not been designated for historic preservation, the Opinion approving the Project Plan contains (despite the protests of the Applicant) a condition (No. 3(d)) requiring "[i]ncorporation of elements of the original Canada Dry building facade such as the rotunda, the yellow brick, and the curved wall." Consequently, the concerns of the writers of the Request clearly were considered by the Board in its deliberation on the Project Plan and were actually incorporated into the conditions of approval.

Reconsideration of the historic designation issue is inappropriate, as the Request fails to point to any "pertinent and significant information...not presented at the public hearing before the Board." (Rules of Procedure, Section 11 A(2).)

Based upon the foregoing, we respectfully request that the Board deny the request for reconsideration set forth in the June 2, 1993 letter from Ms. Reardon, Ms. Nalewajk and Messrs. Karn and Broyles. As stated above, the Request focuses exclusively on historic preservation issues which were addressed in the Staff Report and were the subject of extensive and comprehensive evidence, testimony, and Board discussion at the public hearing. The criteria for reconsideration have not been satisfied.

Thank you for your consideration of this matter.

Very truly yours,

LINOWES AND BLOCHER

William Kominers
William Kominers

WK:emh

cc: Mr. Richard Wolfe
Mr. Ersin Ureksoy
Mr. Mark Broyles, et al.
Mr. Robert Marriott
Ms. Jean Kaufman
Ms. Gwen Marcus
Thomas G. Kennedy, Esquire
Joseph P. Blocher, Esquire

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**Testimony
of the
Montgomery County
Historic Preservation Commission**

**Planning Board Public Hearing
May 20, 1993**

Chairman Bauman and Members of the Board, good evening.

I am Ellen Pratt Harris ... and I am Kenneth Norrin.

We are commissioners on the Montgomery County Historic Preservation Commission, and we are here tonight to comment on the historic preservation aspects of the proposed project plan for the Canada Dry bottling plant site.

The HPC believes that the project plan currently before you should be modified to provide for preservation of a structure which new research indicates may be worthy of protection under the County's Historic Preservation Ordinance.

In light of the significant new information we have received, we hope that time and constitutionally acceptable process remain available to achieve preservation of this historically and architecturally important building.

Out of respect for procedure and due process, we are not here tonight to propose Master Plan designation for the Canada Dry building. Out of respect for preservation, we're not here to discuss process at all. We're simply here to speak on behalf of a building slated for destruction and to seek your assistance in finding a creative means by which it can continue to stand.

The developer concedes the historic significance of Canada Dry when he proposes to pay homage to its design features in the new building. Also, we note one of the new project's proposed amenities is Canada Dry Park, described in the staff report as reminiscent of the area's history.

We suggest that if the building is worth remembering, it is worth keeping.

- continued -

**May 20, 1993
HPC Testimony
Canada Dry Project Plan
Page 2**

When the Canada Dry building was first constructed, it was the most imposing industrial building along East West Highway's industrial corridor and remains today as a significant feature as one approaches Silver Spring on the train line. Canada Dry was one of the first regional industries in Silver Spring, expressing confidence in Silver Spring as a regional economic force. Designed by Walter Cory in 1946, it is a fine example of the Streamline Modern Style, with its prominent rounded corner entry of glass block, brick facades and horizontal bands of windows. Cory, along with his brother and partner, built numerous industrial buildings that are now recognized as being architecturally significant. It is only recently that the style of this period has gained respect as an important era of American architectural history.

In light of this, we would ask that the current developers take another look at redesigning the project to include the existing building either in its entirety or in part.

If, instead, we are forced to proceed with the current plans that call for demolition of this building, the Historic Preservation Commission requests that the following conditions be placed on the project plan:

- First, we ask for complete documentation of the structure produced to the standards of the Historic American Building Survey (HABS) including drawings and photographs.
- Second, we ask that a demolition permit for the Canada Dry building not be granted until a building permit for the new development has been obtained and financing is in place for the new construction.

The Historic Preservation Commission would also like to ask that the possibility of the Canada Dry building's designation on the Master Plan still be considered should the current project plan not go forward.

TO: Gwen Marcus

FROM: Mary Reardon

DATE: April 28

RE: Comments of Linowes & Blocher on Canada Dry

I have just read the letter from Linowes and Blocher to the Council regarding the Canada Dry property. Since the HPC meeting is tonight, I would like to take issue with some of their comments.

- * It is not true that preservation of the building was never raised in testimony on the Sector Plan. My own testimony, and the testimony of the Allied Civic Group, recommended preservation.
- * It is not true that the Sector Plan "recommends" redevelopment of the property. It simply says that if the Canada Dry bottling operation relocates, the site should be redeveloped as housing. Also, this in itself does not constitute a recommendation for demolishing the building--a renovated building with additional structures on the site could be used in a smaller housing development.
- * The Canada Dry Building was never subjected to a "comprehensive review" on historic significance. When the Silver Spring historic district was being considered, most of the attention was focused on the Silver Theatre and Shopping Center. While the Preservation Commission rejected the Canada Dry for designation, Planning Commission staff presumed "that evaluation was based on the limited research submitted by the Art Deco Society. Based on the advice of academic consultants and the expert testimony the Board received on the site, staff recommends the Board remand the site back to the Preservation Commission for further study and re-evaluation."

In light of the project plan that would demolish the building, citizens took it upon themselves to do some research, and the research to date indicates that the architect is significant. Also, recent letters from architectural historians urge placing the building on the Master Plan. Often, it is when a property is threatened that citizens move to research it more thoroughly than before the threat. That is what is happening here. Master Plan designation was expedited for Montgomery Arms after a redevelopment plan was filed. True, Montgomery Arms was already on the Atlas, but it was because of the threat that Master Plan designation was pursued at the time.

- * The fact that the building is worth "replicating" and imitating, and being memorialized in photos in the new building, indicates that it is worth preserving. This incorporation of the very limited "elements" of the building Linowes and Blocher discusses is sham preservation but it is also an acknowledgement of the value of the current building.

- * As to the objection that the recommendation was raised late in the process, there are probably numerous items in the Sector Plan that were done this way. L&B, on behalf of their client, made a case in their letter that I'm sure was considered carefully by the Council. There is probably no other citizen besides the owner of this property who would object to a recommendation of preservation.

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930676 DATE RECEIVED: 05/07/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 05/03/93
AGENDA DATE: 5/20
TO: Bauman
FROM: Robert A. M. Stern

SUBJECT:

Letter supports preservation and designation as historic site of
Canada Dry Bottling Plant in Silver Spring.

TRANSMITTED TO: Pl. Dept./GB
COPIES TO: Kaufman/Rifkin/Marcus/Wrenn
DATE DUE:

- PREPARE REPLY FOR CHAIRMAN'S SIGNATURE
 REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

For inclusion in PB agenda packet for 5/20.

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:
RESPONSIBLE STAFF:
DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

211 West 61st Street, New York, New York 10023 212-246-1980

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

May 3, 1993

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MAY 7 1993

Mr. Gus Bauman, Chairman
Montgomery County Planning Board
Montgomery National Capital Park & Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

SILVER SPRING, MD.

Robert A.M. Stern Architects

Dear Mr. Bauman:

I am writing to lend a strong voice of support to the preservation and legally mandated protection of the Canada Dry bottling plant in Silver Spring, Maryland. As designed by the New York-based architect Walter Monroe Cory and completed in 1946, the plant is an aesthetically important building and a fine example of the Streamline Modern style, a prototypically American hybrid that combined the solidity of traditional, classical monumentality with the symbolic technological morphology of the European Modernism of the 1920's and 1930's. In the 1930's and 1940's Streamline Modernism was the "wave of the future" in the design not only of buildings but also railroad trains, airplanes, motor cars and an infinite number of everyday objects from pop-up toasters to staplers. Though the style first emerged as a vivid reflection of Depression Era hopes and aspirations, after World War II it continued to be pursued, retaining its sculptural integrity and a fresh sense of a technology-based optimism. The Canada Dry plant is an excellent example of the style in its synthesis of Classical composition and Modernist elements, including horizontal strip windows, curved corners, and a large expanse of glass brick which defines the principal entrance.

The building is further distinguished as a part of the life's work of Walter Cory, who together with his brother Russell G. Cory, built numerous architecturally significant industrial buildings. Among their most important works was the Starrett-Lehigh Building (1931) in New York, on which they were assisted by Yasuo Matsui. The Starrett-Lehigh building incorporated a structural system that was one of the period's most technically advanced examples of reinforced-concrete, column-and-slab construction. From an aesthetic point of view, it came as close as any American building of its time to the stylistic tenets of the European-based International Style, as Henry-Russell Hitchcock and Philip Johnson defined them in their seminal "Modern Architecture: International Exhibition," held at the Museum of Modern Art in 1932. The year 1932 also saw the completion of the Corys' Streamline Modern Cashman Laundry which brought a measure of aesthetic sophistication to a small-scale, light-industrial facility located in the Bronx, New York.

Mr. Gus Bauman, Chairman
Montgomery Planning Board
May 3, 1993
Page 2 of 2

Robert A.M. Stern Architects

I have long admired the work of the Corys and wrote about it in my book, New York 1930. Until recently the work was to a large extent bypassed by historians. But it is now firmly established as an important part of twentieth-century architecture in America. I urge you to work to stop the threatened demolition of Walter Cory's Canada Dry bottling factory and to protect it as the landmark that it most surely is.

Sincerely,



Robert A.M. Stern

RAMS:gm

stern\canadry.a26

Robert A.M. Stern
Biographical Data

Robert A.M. Stern Architects

Robert A.M. Stern is a practicing architect, teacher and writer. Mr. Stern, founder and Senior Partner in the firm of Robert A.M. Stern Architects of New York, is a Fellow of the American Institute of Architects and received the Medal of Honor of its New York Chapter in 1984.

A professor at the Graduate School of Architecture, Planning, and Preservation at Columbia University and presently Director of the Historic Preservation Department, Mr. Stern served from 1984 to 1988 as the first director of Columbia's Temple Hoyne Buell Center for the Study of American Architecture. He has lectured extensively in the United States and abroad. He is the author of several books, including New Directions in American Architecture (Braziller, 1969; revised edition, 1977); George Howe: Toward a Modern American Architecture (Yale University Press, 1975); with John Massengale and Gregory Gilmartin, New York 1900 (Rizzoli, 1983); with Tom Mellins and Gregory Gilmartin, New York 1930 (Rizzoli, 1987); and most recently, Modern Classicism (London: Thames & Hudson; New York: Rizzoli, 1988).

Five books on Mr. Stern's work have been published: Robert Stern, edited by David Dunster, with an introduction by Vincent Scully (London, Academy Editions, 1981); Robert A.M. Stern Buildings and Projects 1965-1980, edited by Peter Arnell and Ted Bickford (New York, Rizzoli, 1981); Robert A.M. Stern: Buildings and Projects 1981-1985, edited by Luis F. Rueda (New York, Rizzoli, 1986); Robert A.M. Stern: Modernità e Tradizione, edited by Lucia Funari (Rome: Edizioni Kappa, 1990), with an introduction by Paolo Portoghesi; The American Houses of Robert A.M. Stern, with an introduction by Clive Aslet (New York: Rizzoli, 1991); and Robert A.M. Stern: Buildings and Projects 1987-1992 edited by Elizabeth Kraft (New York: Rizzoli, 1992) with an introduction by Vincent Scully.

Mr. Stern's work has been exhibited at numerous galleries and universities and is in the permanent collections of the Museum of Modern Art, the Metropolitan Museum of Art, the Deutsches Architekturmuseum, the Denver Museum of Art, and the

211 West 61st Street, New York, New York 10023 212-246-1980

Robert A.M. Stern
Biographical Data

Robert A.M. Stern Architects

Art Institute of Chicago. In 1982 Mr. Stern was the subject of a one-man exhibition at the Neuberger Museum of the State University of New York at Purchase. In 1980 he designed the section devoted to the 1970's in the Forum Design Exhibition held in Linz, Austria. In 1976 and 1980 he was among the architects selected to represent the United States at the Venice Biennale.

In 1986 Mr. Stern hosted "Pride of Place: Building the American Dream," an eight-part, eight-hour documentary television series aired on the Public Broadcasting System.

Mr. Stern is a graduate of Columbia University (B.A., 1960) and Yale University (M. Architecture, 1965).

SIGNIFICANCE

Period: Twentieth century, first half

Areas of significance: Architecture, Industry

Constructed: 1946

Architect: Walter Monroe Cory

- * Silver Spring rose to commercial prominence in the era of the streamlined Art Deco architectural style--the "Moderne." Silver Spring's Art Deco commercial and industrial buildings constructed in the 1930s and 1940s played a key role in Silver Spring's historical development. The Silver Theatre and Shopping Center, built in 1938, began a building boom that shaped the character of downtown Silver Spring and Montgomery County. The opening of the Moderne-style Canada Dry bottling plant in 1946 was followed the next year by the opening of the streamlined Hecht's retail facility. The northern side of the Colesville Road retail district--across from the Silver Theatre--was completed by 1950.
- * The Canada Dry bottling plant is one of the most prominent and unique features viewed by Metro riders as they approach Silver Spring, and is an introduction and a preview to the Deco theme that is important in defining the character and historical foundation of Silver Spring.
- * Hans Wirz and Richard Striner, in their book Washington Deco, state in a section on industrial buildings that "Washington's Art Deco achieved its purest expression in the field of industrial design," and that "the use of glass brick was a virtual craze that began in the mid-1930s and continued into the 1950s". Wirz and Striner place the Canada Dry bottling plant among the Washington area's "fine examples of industrial Deco buildings using glass bricks."
- * Richard Longstreth, Associate Professor of Architectural History at George Washington University, calls the Canada Dry building "a superb example of streamline design put to industrial use--without question the best example of its kind in the county and certainly one of the very best in the greater Washington area."
- * The Art Deco Society has stated that the Canada Dry plant is "thematically akin" to the Hecht's department store in its "sweeping central corner," and that the Hecht's store is in turn a simplification of the Hecht's warehouse on New York Avenue, "the most important commercial Deco building in the Washington area."
- * The Canada Dry building's architect, Walter Monroe Cory, is in the process of being recognized as an important designer of industrial buildings, according to Richard Guy Wilson, author of The Machine Age in America and Chairman of the Department of Architectural History at the University of Virginia. In a letter to the Montgomery County Planning Board, Wilson states the Canada Dry building is worthy of preservation on aesthetic merits alone and is a continuation of important trends in industrial building design that began in the 1930s.
- * Walter Monroe Cory and his brother Russell J. Cory were among a handful of American architects to be included in the Museum of Modern Art's 1932 exhibition on the "International Style"--Henry-Russell Hitchcock and Philip Johnson were joint curators.
- * Prominent architectural historian Robert A.M. Stern, author of New York 1930: Architecture and Urbanism Between the Two World Wars, states in a letter that the Canada Dry plant "is an aesthetically important building and a fine example of the Streamline Modern style..." The work of the building's architect, says Stern, "is now firmly established as an important part of twentieth-century architecture in America."

- * The New York firm of Cory and Cory specialized in industrial buildings, working largely in New York City. Prominent buildings designed by the Cory brothers:
 - * Starrett-Lehigh building, New York City, 1931
 - * Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey, 1941
 - * E.R. Squibb & Sons Building, Brooklyn, New York, 1926
 - * Frank G. Shattuck Co. Building, New York City, 1926
 - * Cashman Laundry Corporation, New York City, 1932
 - * New York Dock Trade Facilities Building, Brooklyn, New York, 1929

- * The Starrett-Lehigh building, designed by Russell G. and Walter Monroe Cory in 1931, was declared a landmark by the New York Landmarks Preservation Commission in 1988. The building is described in the American Institute of Architects Guide to New York City as a "landmark of modern architecture."

- * The Cory brothers' Cashman Laundry building in the West Bronx was also included in the AIA Guide, which describes it as a "stylistic little brother" to the Starrett-Lehigh building.

- * The Cory brothers' Johnson and Johnson complex in New Jersey has been described in glowing terms in prominent architectural periodicals and praised for its high standards of architectural design and landscaping and its functional efficiency. The Johnson and Johnson buildings "considered among the finest of their kind in the U.S.," according to the New York Times obituary on Russell G. Cory.

- * From 1942, Walter Monroe Cory maintained a practice on his own, special in industrial buildings, particularly for the beverage industry. He designed a number of bottling plants around the country, including plants and executive offices for the Coca-Cola Company as well as his work for Canada Dry.

- * According to Bernice Thomas, an architectural historian at the National Gallery who is researching bottling plants, the prominent corner entry rotunda with glass blocks became a kind of logo of bottling plants in the Moderne period. The cantilevered stairway inside was also a frequent feature in bottling plants, as are a circle pattern on the floor of the entry vestibule (likely representing soft-drink bubbles). The Coca-Cola bottling plant on Dana Avenue in Cincinnati is, according to Thomas, similar in appearance to the Canada Dry plant; the Coca-Cola building was placed on the National Register of Historic Places in 1987.

- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, corner rotunda with prominent use of glass block, cantilevered stairway inside a rotunda, and bowed canopy over the doorway.

- * The Canada Dry building, with its yellow brick and glazed tile and its dramatic glass block rotunda, is a standout in the Silver Spring community, located at the intersection of East-West Highway across from Acorn Park, which is on the County's Master Plan for Historic Preservation. The building's strategic location along a major thoroughfare has made it a familiar feature to residents of Silver Spring and Takoma Park. Traveling east from the center of Silver Spring, one encounters the Canada Dry structure as a kind of gateway or marker to the East-West Highway corridor of Silver Spring's old industrial district, which includes a Deco Coca-Cola plant.

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"An Industrial Community," Architectural Forum, 74:430ff, June 1941 (Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey).

"A Trio of Modern Plants," Architectural Forum, 75:331ff, November 1941 (Johnson & Johnson complex, New Brunswick, New Jersey).

Architectural Record 71:30ff, January 1932 (Starrett-Lehigh Building, New York).

"Planning for Laundry Efficiency," Architectural Record 72:252 ff, October 1932 (Cashman Laundry Corporation, Bronx, New York).

Architecture 53:40ff, February 1926 (E.R. Squibb & Sons Building, Brooklyn and Frank G. Shattuck Co. Building, Manhattan).

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SIGNIFICANCE

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 - * E.R. Squibb & Sons Building, Brooklyn, New York, 1926
 - * Frank G. Shattuck Co. Building, New York City, 1926
 - * Cashman Laundry Corporation, New York City, 1932
 - * New York Dock Trade Facilities Building, Brooklyn, New York, 1929

- * The Starrett-Lehigh building, designed by Russell G. and Walter Monroe Cory in 1931, was declared a landmark by the New York Landmarks Preservation Commission in 1988. The building is described in the American Institute of Architects Guide to New York City as a "landmark of modern architecture."

- * The Cory brothers' Cashman Laundry building in the West Bronx was also included in the AIA Guide, which describes it as a "stylistic little brother" to the Starrett-Lehigh building.

- * The Cory brothers' Johnson and Johnson complex in New Jersey has been described in glowing terms in prominent architectural periodicals and praised for its high standards of architectural design and landscaping and its functional efficiency. The Johnson and Johnson buildings "considered among the finest of their kind in the U.S.," according to the New York Times obituary on Russell G. Cory.

- * From 1942, Walter Monroe Cory maintained a practice on his own, special in industrial buildings, particularly for the beverage industry. He designed a number of bottling plants around the country, including plants and executive offices for the Coca-Cola Company as well as his work for Canada Dry.

- * According to Bernice Thomas, an architectural historian at the National Gallery who is researching bottling plants, the prominent corner entry rotunda with glass blocks became a kind of logo of bottling plants in the Moderne period. The cantilevered stairway inside was also a frequent feature in bottling plants, as are a circle pattern on the floor of the entry vestibule (likely representing soft-drink bubbles). The Coca-Cola bottling plant on Dana Avenue in Cincinnati is, according to Thomas, similar in appearance to the Canada Dry plant; the Coca-Cola building was placed on the National Register of Historic Places in 1987.

- * The Canada Dry building contains important features that characterized the era of the Moderne style that coincided with Silver Spring's coming of age--notably the curvilinear corners, strip windows, corner rotunda with prominent use of glass block, cantilevered stairway inside a rotunda, and bowed canopy over the doorway.

- * The Canada Dry building, with its yellow brick and glazed tile and its dramatic glass block rotunda, is a standout in the Silver Spring community, located at the intersection of East-West Highway across from Acorn Park, which is on the County's Master Plan for Historic Preservation. The building's strategic location along a major thoroughfare has made it a familiar feature to residents of Silver Spring and Takoma Park. Traveling east from the center of Silver Spring, one encounters the Canada Dry structure as a kind of gateway or marker to the East-West Highway corridor of Silver Spring's old industrial district, which includes a Deco Coca-Cola plant.

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"An Industrial Community," Architectural Forum, 74:430ff, June 1941 (Johnson & Johnson Industrial Tape Building, New Brunswick, New Jersey).

"A Trio of Modern Plants," Architectural Forum, 75:331ff, November 1941 (Johnson & Johnson complex, New Brunswick, New Jersey).

Architectural Record 71:30ff, January 1932 (Starrett-Lehigh Building, New York).

"Planning for Laundry Efficiency," Architectural Record 72:252 ff, October 1932 (Cashman Laundry Corporation, Bronx, New York).

Architecture 53:40ff, February 1926 (E.R. Squibb & Sons Building, Brooklyn and Frank G. Shattuck Co. Building, Manhattan).

"Interiors for Interiors, or a Stitch in Time," Interiors 102:20ff, September 1942 (Johnson & Johnson, New Brunswick, New Jersey).

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The Canada Dry Ginger Ale Bottling Plant in the Context of Industrial Development along East-West Highway, Silver Spring

[draft]

by Joyce Nalewajk

The Canada Dry Ginger Ale, Inc., Company bottling plant was the largest and architecturally most significant industrial building constructed in Silver Spring's "Industrial zone" on the west of the B&O Railroad tracks, along East-West Highway. This industrial area was created after East-West Highway was cut through Falkland and Silver Spring, the Blair and Lee family estates, shortly after 1929. E. Brooke Lee, then a member (speaker?) of the Maryland House of Delegates, evidently played a major role in the state's construction of East West Highway, designed as a "Silver Spring-Bethesda Boulevard" to connect the eastern and western parts of the county. East-West Highway's peculiar route in Silver Spring--where it interrupts its east-west course to run north-south, paralleling the B&O tracks between Colesville Road and Georgia Avenue--opened up the Silver Spring and Falkland estate land west of the railroad tracks for industrial development.

East-West Highway was completed about 1933, but no industrial construction occurred alongside it until the 1940s. During the 1930s, garden apartment complexes arose on Blair and Lee family land set further back from the railroad tracks: Spring Gardens, built on part of Silver Spring; and the Falkland Apartments, built on part of Falkland. These apartments were located on new state and local roads cut through lands owned by the Blairs, Lees, and their neighbors in the 1920s and 1930, including 16th Street Extended, Colesville Road Extended, and Blair Mill Road.

From the 1940s through the 1950s, an industrial zone arose alongside East West Highway that rivalled and even surpassed Silver Spring's older industrial area on the east side of the tracks. Nearly all of this new construction occurred after the 1944 death of former Senator Blair Lee I, who continued to reside in the historic mansion on Silver Spring estate until his death at 87. The earliest industrial buildings on Silver Spring estate --the American Instrument Company and Walsh Motor Co.-- were built on Georgia Avenue. Bottling plants, scientific instrument companies, government laboratories, printshops, auto sales, services and supplies, and

utility company warehouses soon arose along East West Highway, not far from the railroad tracks. Eventually, government office buildings, apartments, and a hotel filled the western part of Silver Spring estate, near Eastern Avenue.

The most imposing new Industrial building built along East West Highway's Industrial corridor was the Bottling Plant built for Canada Dry Ginger Ale, Inc. At four stories tall, clad in yellow brick, the structure was taller than any other building in the area. Its Art Moderne front, curved and fashionably adorned with glass bricks, fronted on the junction of East West Highway and Blair Mill Road and directly faced the historic Silver Spring mansion.

The Canada Dry building loomed over the historic "French chateau style" estate house, permanently altering Silver Spring estate's secluded, residential character and destroying the likelihood that a Lee descendent would once again reside in the mansion. E. Brooke Lee, Blair Lee's son, had purchased (date?) a farm in Damascus that he renamed "Silver Spring." By 1950, the original Silver Spring mansion was leased as a designer's show house for period furnishings sold by P. J. Nee, an exclusive Washington furniture store. About 1950-54, it was demolished and a new Silver Spring branch post office, Blair Station, was constructed on its site. Potential opposition to Silver Spring mansion's demise was probably curtailed by the May, 1955 dedication of the tiny Acorn Park, commemorating the spring after which the estate was supposedly named.

After the Lees and Blairs moved away from their family estates, Silver Spring and Falkland were developed between the B&O railroad tracks and 16th Street for industrial, commercial, office, and high-density residential construction. The demand for such construction was fueled in part by a post World War II population boom, and in part by the federal government's Post War fear of having government agencies concentrated in Washington.

New construction was also fueled by a local movement to build Silver Spring into a regionally powerful city rivaling Baltimore and Washington D.C. itself. Nowhere was this more apparent than in the grandiose plans for Silver Spring's B&O train station. Efforts began in the late 1920s to transform Silver Spring station from a local commuter stop into a nationally significant station--renamed "North Washington Station"--that

would surpass Washington's Union Station in its draw. Probably during the 1930s, Union Station lost its exclusive status as sole provider of trains to Chicago to Silver Spring, which became a required stop for all trains headed west on the B&O's main line. To reflect Silver Spring's new regional status, Silver Spring's original train station was soon replaced by a new brick building, designed in the colonial revival style.

The Canada Dry plant was one of the first--and physically the most prominent--regional industries to locate in Silver Spring, as Silver Spring fiercely competed with the Washington, D.C. for new businesses, industries, government departments, and residents. Built as the main bottling plant for the greater Washington region, Canada Dry Inc. chose a location next to the railroad tracks (to which it built a spur), and almost directly behind Silver Spring's new B&O station. By locating in Silver Spring, Canada Dry expressed its confidence in Silver Spring--and the B&O's Silver Spring station--as a regional economic force. As the most prominent new industrial plant to locate directly on the B&O railroad tracks, its construction in 1946 may have also spurred "Planning officials" to study "establishment of an industrial area which has tentatively set to follow the B&O Railroad line" in Montgomery County, reported in the Washington Post.



AMERICAN STUDIES PROGRAM



9 April 1993

Gus Bauman, Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Maryland 20910

Dear Mr. Bauman,


I am writing to urge you in the strongest possible terms to take such steps as are necessary to ensure that the Canada Dry bottling plant on East-West Highway in Silver Spring be given full consideration for landmark status. As an architectural historian who has studied work of this genre for over twenty years, I believe it merits protection. The building is a superb example of streamlined design put to industrial use -- without question the best example of its kind in the county and certainly one of the very best in the greater Washington area. The architect was a well-known practitioner in his day, one of the few American-born to be included in the Museum of Modern Art's seminal "Modern Architecture" exhibition of 1932.

It is my understanding that the Historic Preservation Commission considered this property for designation a decade ago and rejected it due to a lack of assessment and information. I do not know why the matter has languished since then, but feel proper study of this building for preservation purposes is long overdue. Certainly a work of this significance should not be allowed to be destroyed without so much as basic assessment by any local entity with a creditable preservation program.

It is a great pity the matter has been left until now, but the building in question is just too important to ignore whatever the current circumstances.

Should you have any questions concerning the matter, please do not hesitate to contact me.

Sincerely,



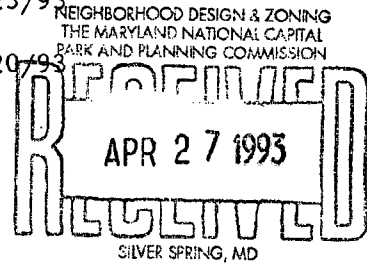
Richard Longstreth
Associate Professor of Architectural History

cc: Jean Kaufman, Gwen Marcus, J. Rodney Little, Arnold Berke

4/23
Given to let
Striner know
of status of
bottling plant.
OK M

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930613 DATE RECEIVED: 04/23/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 04/20/93
AGENDA DATE:
TO: Bauman
FROM: Richard Striner



SUBJECT:

Letter supports designation of Canada Dry Bottling Plant in Silver Spring as historic site.

TRANSMITTED TO: Pl. Dept. /GB
COPIES TO: Kaufman/Rifkin/Marcus/Wrenn
DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

For inclusion in PB agenda packet at time of hearing.

PLANNING DIRECTOR'S OFFICE

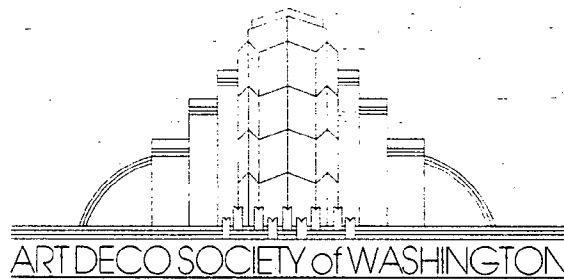
DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

41
FYI
R.



ART DECO SOCIETY OF WASHINGTON

April 20, 1993

Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Md. 20910

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PLANNING COMMISSION

930613
APR 23 1993

SILVER SPRING, MD.

Dear Mr. Bauman:

We have just received copies of letters that were recently sent to the Planning Board by distinguished scholars advocating evaluation of the Canada Dry bottling plant in Silver Spring for designation on Montgomery County's Locational Atlas and Master Plan. It has come to our attention that Silver Spring residents are also advocating protection for the building. We would like to take this opportunity to point out that our society included the Canada Dry bottling plant in its 1984 survey of Art Deco buildings in Silver Spring. We recommended Master Plan designation for this important building in 1984 and we stand by that recommendation today. We strongly urge preservation staff to bring this matter before the Historic Preservation Commission and the Planning Board as soon as possible.

Sincerely,

Richard Striner
Founder and Board Member

cc: Lauren Adkins
William Myhre, Esq.
Mary Reardon
Gwen Marcus

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930613 DATE RECEIVED: 04/23/93

CORRESPONDENCE TYPE: letter DATE OF LETTER: 04/20/93

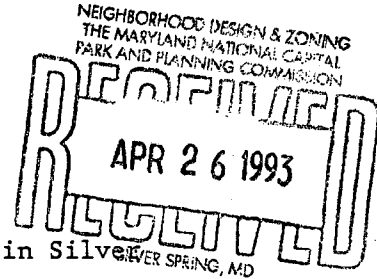
AGENDA DATE:

TO: Bauman

FROM: Richard Striner

SUBJECT:

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TRANSMITTED TO: Pl. Dept./GB

COPIES TO: Kaufman/Rifkin/Marcus/Wrenn

DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

For inclusion in PB agenda packet at time of hearing.

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:



ART DECO SOCIETY of WASHINGTON

April 20, 1993

Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Md. 20910

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

930613
APR 23 1993

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Sincerely,

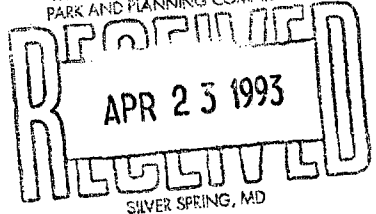
Richard Striner
Founder and Board Member

cc: Lauren Adkins
William Myhre, Esq.
Mary Reardon
Gwen Marcus



ART DECO SOCIETY OF WASHINGTON

NEIGHBORHOOD DESIGN & ZONING
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION



April 20, 1993

Gus Bauman
Chairman
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, Md. 20910

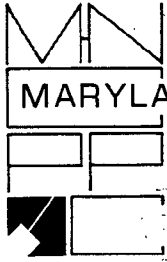
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Richard Striner
Founder and Board Member

cc: Lauren Adkins
William Myhre, Esq.
Mary Reardon
Gwen Marcus ✓



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue • Silver Spring, Maryland 20910-3760

April 22, 1993

The Honorable Marilyn Praisner
President
Montgomery County Council
100 Maryland Avenue
Rockville, MD 20850

Dear Ms. Praisner:

At the conclusion of the County Council's April 20 worksession on CBD zoning text amendments, Council Member Krahnke requested additional information regarding the Canada Dry site on East-West Highway in Silver Spring. Attached is a memorandum from Jean Kaufman of the planning staff which addresses this concern. Since the Canada Dry project is a pending plan, the Planning Board cannot discuss it outside of a public meeting. However, the attached memorandum describes how the Board has dealt with this building previously.

Given that the Canada Dry building is not under the protection of the Historic Preservation Ordinance, and given the property owner's willingness to incorporate design elements of the building into the new development, the planning department feels that the language in the proposed Sector Plan (pp. 143-149) is adequate.

Please contact Glenn Kreger or me if we can provide additional information on this subject.

Sincerely,

Robert W. Marriott, Jr.
Planning Director

GK:gk:/c:canada.grk

Enclosure

cc: Planning Board
Ralph Wilson
Bill Kominers
Jean Kaufman
Gwen Marcus



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

April 21, 1993

MEMORANDUM

TO: Glenn Kreger, Principal Planner
Community Planning Division

FROM: Jean Kaufman, Principal Planner
Design, Zoning, and Preservation Division

SUBJECT: Canada Dry, Project Plan #9-92003

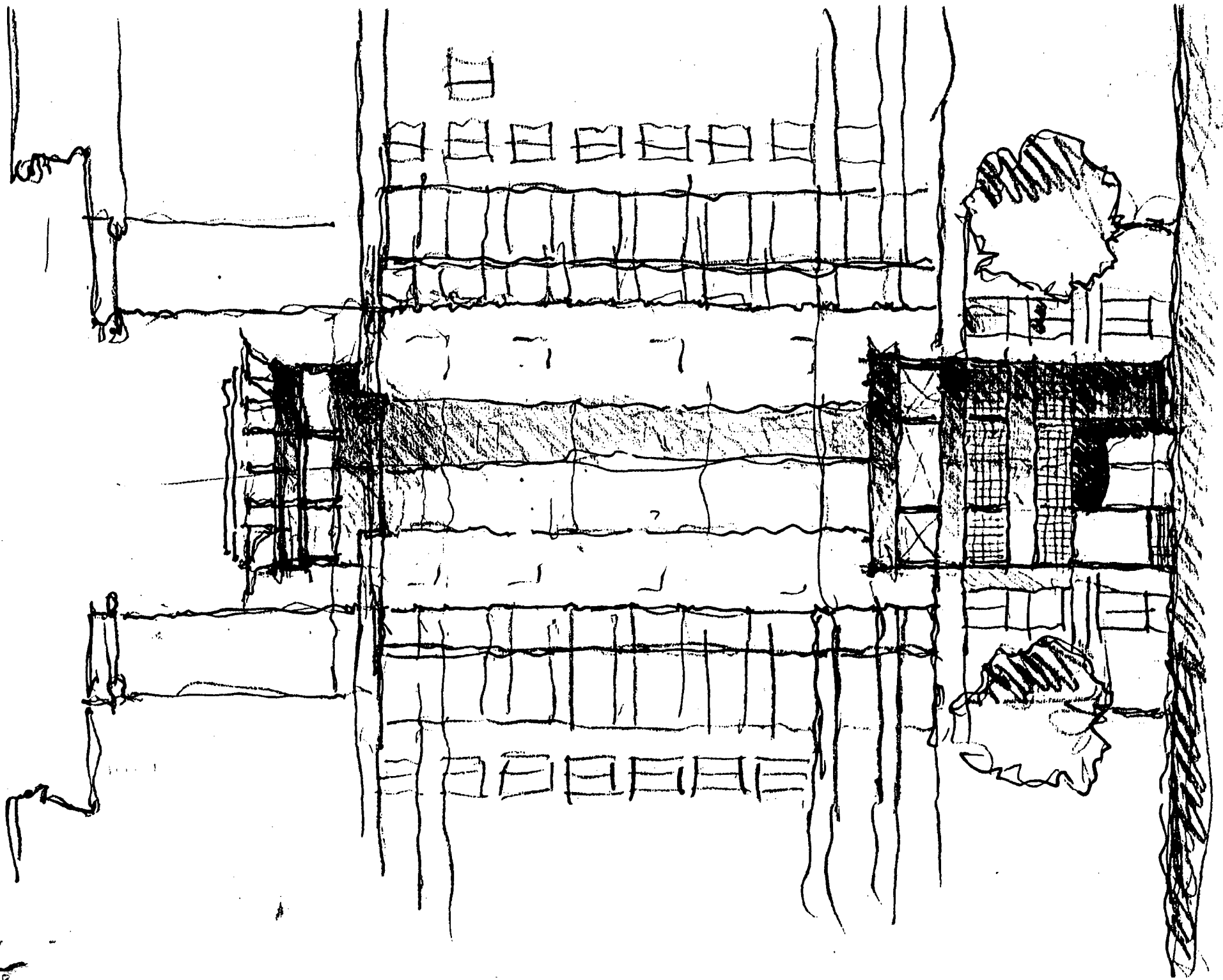
The existing Canada Dry building was considered for addition to the Locational Atlas in 1984. The Planning Board chose not to place it on the Atlas. As a result, the building is not under the protection of the Historic Preservation Ordinance. However, this is an attractive Arte Moderne building and one of the remaining markers of Silver Spring's past and architectural heritage.

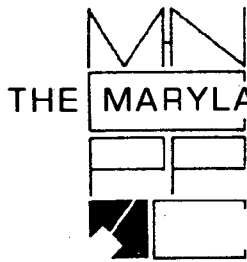
The Canada Dry project plan is currently being reviewed by staff. The applicant proposes to incorporate elements of the existing facade into the new development in order to invoke the past of Silver Spring, thereby promoting a sense of place. The proposal calls for incorporating the rotunda into the main entrance, as shown in the attached sketch. In addition, the art features in the proposed Canada Dry Park would also be reminiscent of the building through the use of materials such as cast glass, yellow brick or curved surfaces which would be incorporated in both the art and the park's furnishings.

JK:sla

Attachment

cc: Gwen Marcus





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

April 21, 1993

MEMORANDUM

TO: Glenn Kreger, Principal Planner
Community Planning Division

FROM: Jean Kaufman, Principal Planner
Design, Zoning, and Preservation Division

SUBJECT: Canada Dry, Project Plan #9-92003

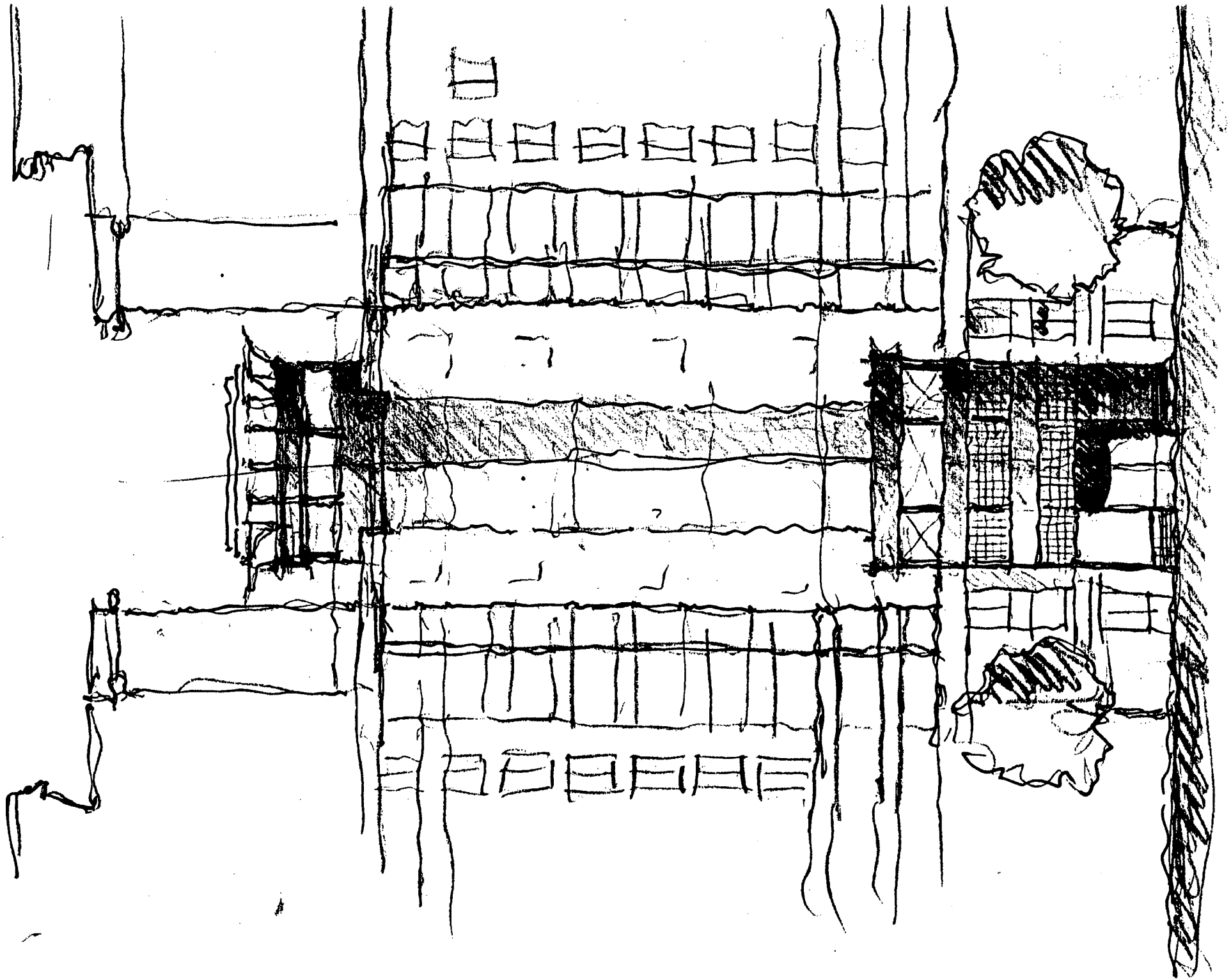
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JK:sla

Attachment

cc: Gwen Marcus



4/13
Jwen to draft
reply letting
Wilson know sta-
tus of bottling
plant.
OK M
HB

Info Only

ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930517 DATE RECEIVED: 04/12/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 04/06/93
AGENDA DATE:
TO: Bauman
FROM: Richard Guy Wilson



SUBJECT:

Letter supports preservation of Canada Dry Bottling Plant at East-West Highway and Blair Mill Rd. in Silver Spring.

TRANSMITTED TO: Pl. Dept./MCPB *Bauman* (Kaufman cpd by sdr)
COPIES TO: Banach/Marcus/Wrenn/Kreger

*4/14
P4E
RK*

DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:

RESPONSIBLE STAFF:

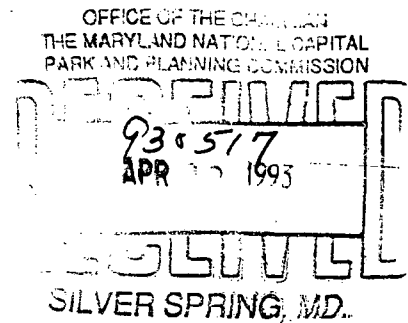
DIVISION:

REMARKS FROM DIRECTOR'S OFFICE:

U N I V E R S I T Y O F V I R G I N I A
S C H O O L O F A R C H I T E C T U R E

April 6, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave.
Silver Spring, MD. 20910



Dear Mr. Bauman,

I am writing you to urge the preservation of the Canada Dry Bottling Plant located on East-West Highway and Blair Mill Road in Silver Spring, Maryland. This is an excellent example of commercial architecture of the post-depression era, well designed and evocative. The architect, Walter Monroe Cory, has a reputation as an important designer of industrial buildings and although no book has yet been written on his work, he is in the process of being recognized.

This is an important building that played an important role in the industrial and commercial history of the Washington-Maryland area. It is worthy of being preserved on its aesthetic merits alone, but also it serves as an important urban design element.

I base these observations upon my career in architectural history and the numerous books and articles I have written and over 20 years of teaching. Perhaps most important is my book, The Machine Age in America, which deals with this type of architecture. Although the Canada Dry Building is Post World War II, it is a continuation of trends that started in the 1930s.

I have enclosed my resume for your review. - NOT ENCLOSED. RK

I urge you and the Board to designate this building as a landmark and please include it in the hearing record.

Sincerely,

Richard Guy Wilson
Commonwealth Professor and Chair
Department of Architectural History

RGW/bl

cc: Jean Kaufman
Montgomery County Planning Board

Mary Reardon
8007 Eastern Ave
Silver Spring, MD 20910

9-12003

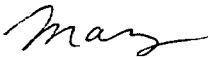
Jean:

Enclosed is the memo I faxed to you, which has been slightly revised and has a few additional points. As I said, the version I had sent you was not the latest draft. Please substitute this for the earlier memo.

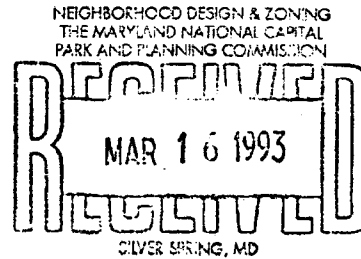
When I discussed the rebuilding of the Canada Dry building walls adjacent to the rotunda as an alternative to moving them, I was, of course, considering that as a last resort. Ideally, much of the building would be saved and used--probably excluding the long extending segments (loading docks?) that are not part of the main building.

Gwen Marcus probably has material on the historical significance of the Canada Dry Building, including the comments of Richard Guy Wilson of the University of Virginia--which you may have already seen.

Thanks for giving us the opportunity to comment and for your thoughtful attention to our concerns.



Mary Reardon



TO: Jean Kaufman
Neighborhood Design & Zoning Division
Maryland-National Capital Park and Planning Commission

FROM: Mary Reardon
Silver Spring-Takoma Traffic Coalition

DATE: March 10, 1993

RE: Canada Dry, Project Plan #9-92003

The following comments were developed by the design committee of the Silver Spring-Takoma Traffic Coalition. The committee's comments on the Canada Dry proposal were approved by the Traffic Coalition board, which had asked that the committee review the Canada Dry plans in light of Traffic Coalition concerns. Those concerns include the scale of the project, the quality of the amenities package, preservation of the Canada Dry building, and integration of the project plan with the goals of the Silver Spring CBD Sector Plan.

Scale

The project is without doubt much larger than many community residents would prefer. While the plan apparently attempts to balance height with bulk in the construction of the towers, it has too much of both. The large towers that are planned will likely appear enormous when viewed from an oblique angle--e.g., approaching from the south--and may even have the appearance of one very large building. A broad base building, and towers that are more slender, would perhaps be a more attractive solution. A project of this size, while not commercial, will in any case impact the area's traffic volume, particularly when added to the large approved residential projects in close proximity--East-West Plaza and Silver Spring Crossing. Given the size of this project, the community should expect a generous amenities package.

On-site Amenities

1) Retail promenade. We would like to see more detail on how this fits into the Sector Plan's vision for the "East-West Promenade" district. One question is how this project plan's "retail promenade" differs from what the Sector Plan is recommending. Would a retail promenade of this sort have to be done in any case, by any developer of this site? Is what the Canada Dry developer is proposing in line with the Sector Plan's vision?

Also, would a developer who is planning ground-floor retail and a structure of this size provide some kind of "promenade" as a given--in order to make the retail attractive? How much more setback does the plan provide over what would be provided by standard method? In short, how much of this should be considered an amenity?

2) Linear & Community Park. A linear park along Blair Mill Road is a good idea. But the community park is not a substantial amenity. We understand that the plans have been altered to accommodate more green space. Nevertheless, the plans we reviewed provide for a park that is quite small and whose location--up against the Metro tracks--does not make for an attractive setting. Also, the location of the park is removed from public streets, and it is questionable whether it will be used by many citizens other than the residents of the Canada Dry project. A community park should not appear to be a backyard to the project so that community residents assume it is private space.

Our review of the plans also raised a question of how much of the community park is inside or outside the property line. If part of it is outside, who would develop it? We look forward to seeing the revised plans with additional green space indicated, and hopefully a clearer picture of how much park is on the project site.

3) **Community Facility.** A community facility is a welcome idea. But the community facility, like the park, is too removed from public streets to be considered a genuine public amenity. While the apartment complex residents will be aware of it, others in the community will probably not.

4) **Railroad Buffer.** This should not be considered as part of an amenities package. This is something the developer would have to provide to solve the problem of exposure of apartments to the railroad. As public space, it is unusable.

Off-site Amenities

It is unclear how much of this would actually be provided by the developer. For example, how much of the cost of renovating Acorn Park would be borne by the developer?

Preservation

This is an extension of discussion of the amenities, since preservation would be a substantial and valuable amenity. The Canada Dry building is part of the remaining physical markers of Silver Spring's industrial history. Citizens have exerted considerable effort to ensure that redevelopment of the core of Silver Spring would not sacrifice the community's unique physical character and would treat the community's historic resources with sensitivity. Similar concerns apply here. The Canada Dry building carries out the Moderne theme exhibited by the Silver Theatre and Shopping Center. While we realize the building will not be saved in its entirety, a significant portion should be incorporated into the new project.

One possibility is to move the facade of the building so that it fronts on the community park and becomes part of the community facility. Another possibility, which would address our concern about the location of the park, is to have the facade at the corner of Blair Mill and East-West Highway, perhaps as the entrance to the community center and as part of it, or for lobby and reception area. Outside public space in front could relate across East-West Highway to Acorn Park, another historic resource. This project is an opportunity to reintegrate Acorn Park into the community. While the public space might amount to less than is currently envisioned, the trade-off in location and in exploitation of historic resources would offset it. Integration of the Greyhound bus station into an office project in downtown D.C. drew national attention. The Canada Dry project is an opportunity to create something the community can point to with pride. Saving a substantial portion of the Canada Dry building in a prominent place in the project would also soften the perception of density.

As to how much of the building should be saved: certainly the rotunda area in front, and enough of the adjacent walls to reach two of the curved corners, which are among the unique features of this and many other Moderne buildings. The inside of the rotunda, with its circular stairway, is a notable feature of the building. (Attached are some photos that appear in Depression Modern: The Thirties Style in America by Martin Greif, illustrating buildings that have features similar to Canada Dry's.)

Integration of Project Plan with Sector Plan Goals

We share the goals of the Sector Plan to create a pedestrian promenade in this district, and the plan's general goal of creating a pedestrian-scale environment. The mixed street concept that is being discussed for application here is a good idea. Hopefully the space will relate to Acorn Park in an effort to integrate the park into other community public space.

More detail is needed on the relationship of this project to the other planned residential projects in terms of pedestrian access and public space and other amenities. Pedestrian access between projects is important--not just for apartment residents but for the public. More detail is needed on how the retail

promenade fits in with the Sector Plan's "green promenade" along East-West Highway and other goals for this district.

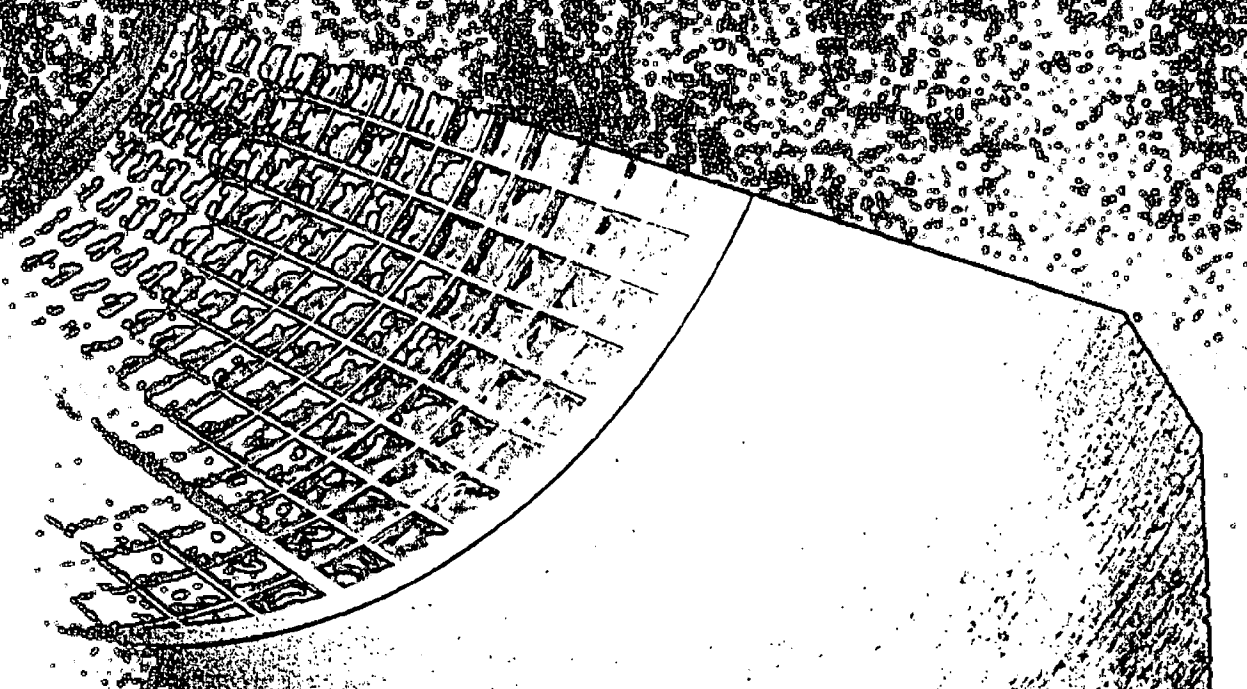
The underpass under the tracks should be better maintained--with or without this project--and efforts should be made to ensure safety.

The plan illustrations we reviewed were unclear on whether entrance to the townhouses along Blair Mill Road are located on the street or are facing inward. Without street entrances, Blair Mill would function more as an alley than as a street, defeating the purpose of using low-rise buildings to encourage pedestrian activity on the streets. The text of the plan indicates there would "frequent entrances," but it is difficult to determine from the drawings what this means.

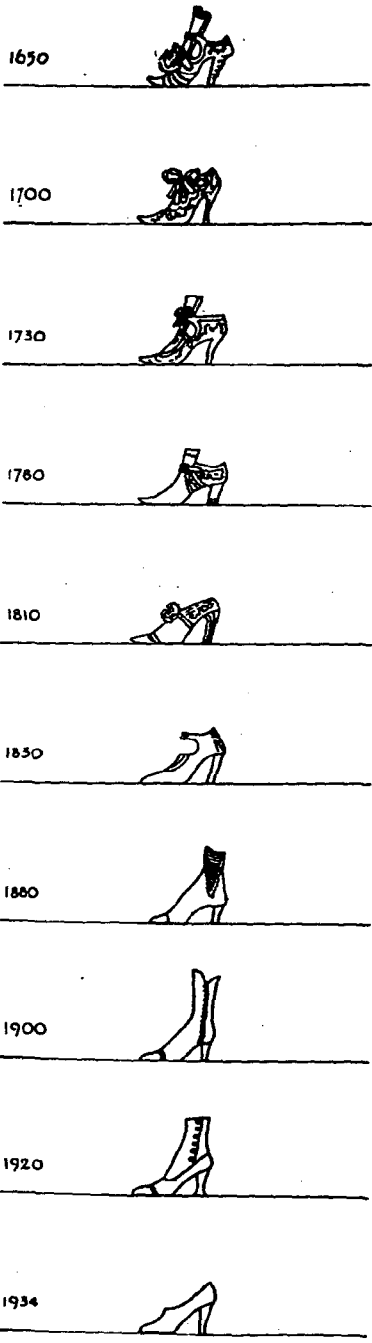
As Silver Spring develops, we feel it is important that the new structures fit in with the old as well as the new. In this regard, it important for this development to relate to Acorn Park and older remnants of Silver Spring's industrial history (e.g., the Coke building), as well as to the new NOAA buildings.

This memo is intended to call your attention to the concerns of the members of our coalition. As reflected in a number of our comments, we do not feel the information in the project plan proposal was complete or, in some areas, very clear. We would be happy to communicate with you further as plans for the project proceed. If you have any questions about these comments, they may be directed to design committee members Mark Broyles (301/588-7524), Jamie Karn (301/585-7966; 202/338-2323; or Mary Reardon 301/585-7914; 202/219-0494).

DEPRESSION MONITOR
THE THIRTIES STYLE IN AMERICA



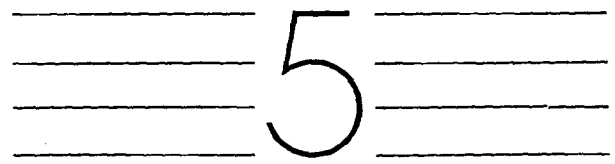
MARTIN GREIF



without morals. And, as an added mark of wantonness, the demimondes, when not in step-ins, seemed always to wear modernistic diamond clips on the straps of diaphanous nightgowns. It must have been painful to turn over in bed.

All the virtuous girls, of course—loyal wives, jilted sweethearts, innocent shopgirls, and all the other virgins—came out of sensible colonial bungalows, where they wrung their worried hands in chintz-covered sitting rooms or peered anxiously through lace-curtained windows, awaiting the return of fallen or transfigured heroes. And they never slept in beds. They only occasionally died in them.

Helped along by Hollywood, although gradually becoming moribund, the modernistic craze lasted into the early '30s. And well it should, since a 1932 automobile would have been designed in 1929, a 1932 skyscraper in 1928. But very early on, with the Depression deepening and the future looking bleak, with America tightening its belt and starting to think thin, the modernistic became a term of derision. After all, when William Van Alen, architect of the Chrysler Building, was called the "Ziegfeld of his profession," it wasn't meant to be a compliment.

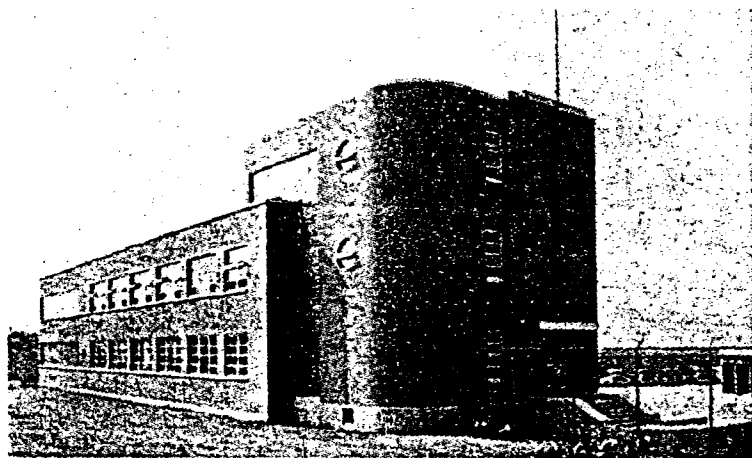


The style which in its day was called Modern, but which I have chosen to call Depression Modern, developed out of several sources: economic, social, and artistic. But, essentially, it was a direct response to the vogue for the modernistic. It was, in fact, its very antithesis. The modernistic was a collection of motifs applied superficially to objects

AN APPRECIATION

for the sole effect of novelty. In its quest for sophistication, for mere smartness, it masqueraded as something "modern." It was, however, merely eclectic, a watered-down borrowing of elements from the past which its predecessor, Art Deco, had earlier ransacked for its own magnificent needs. Depression Modern, on the other hand, was an art stripped bare of all ornamentation, an art in which the American home and office and factory—and everything in them—were built for just one purpose: to work, and to look as though they worked.

Ideally, the Depression Modern style was spare. Although the earliest examples did exhibit a certain amount of decorative detail, the style became purer and purer, until, finally, a Depression Modern house, or airplane, or chair, or chemical plant could be said to be without a single detail that could be called extraneous, without any embellishment, without a line that did not seem inevitable. There was nothing in Depression Modern to distract the eye or the mind. It was clean and uncluttered, direct and innocent.



Administration building of Federated Metals Company, Hammond, Indiana, designed and built by The Austin Company, 1937.

The objectives of Depression Modern were efficiency, economy, and right appearance. Frequently these objectives were met; frequently they were not. Because the style was so directly related to the world of commerce, its chief designers and innovators were often required to compromise their ideals—sometimes against their will, more frequently with their consent. Many of these men and women became millionaires. Others did not. All of them shaped not only the world of the '30s, but our present day as well. In creating Depression Modern, a style which survived unchallenged until the late 1940s, they contributed, ultimately, to many contemporary wonders of technology. But, at their worst, they also planted some of the seeds that blossomed into the present *age de merde*. Consequently, both sides of Depression Modern—its achievements and its failures—are reflected in the photographs in this book.

Few generations have better understood themselves and their times than did the designers of the '30s. They knew what they were creating, they knew why they were creating it, and they even had a premonition of what their place in history would be because they had created it. They knew that they

hated the modernistic. They knew that they were on to something different. And they knew that it was modern. Given the clarity and consistency of their vision and the number of primary sources in which their thoughts appeared, one wonders why popular history has included and continues to include them under the collective umbrella of the term Art Deco. Especially when they thought completely otherwise.

In support of this thought, one could quote from the published writings, or speeches, or notebooks of Raymond Loewy, Donald Deskey, Russel Wright, Walter Dorwin Teague, Vahan Hagopian, Dorothy Liebes, Marianne Willisch, Gilbert Rohde, or other designers of the Depression. But we can discover a great deal about the '30s just as well by taking a look at what was being taught in American schools of the period.

Astonishingly, a most wonderful description of the Depression Modern style has been preserved in the pages of a mere schoolgirl's notebook. It is correct in almost every point, even though it was taken down in childish Palmer penmanship by a teenage student in 1937. This is how the world of modern design looked to a homemaking class in a St. Paul, Minnesota, high school almost forty years ago:

Different times and different countries have their own art. Modern is only a relative term. Things may be old-fashioned today and in the future be modern.

What is modern and what is not modern is mainly governed by our ideals of beauty at that particular time.

Art of today must be created today. It must express the life about us. Ours is a complex age. It is much more complex than any previous age. Invention, machinery, industry, science and commerce are characteristic of today. Individuals must have a way of relaxing from this complexity. Thus, we seek to surround ourselves with those things which have the effect of simplicity and which allow us to relax and forget our restlessness.

The modern trend in design is an expression of a desire for honesty of materials, an escape from some of the imitative and over-decorated periods of the past.

What is more natural and sensible, than to make the home simple, restful and easy to care for, to counteract the many demands of our social and business activities?

Design—style is the expression of the times. Modernism is the style of reason, of square, of circle and horizontal line. Good forms and decoration together with good construction will always appeal.

The smart modern today is as lightly and delicately scaled as are the Sheraton, Hepplewhite, and Adam designs in Georgian furniture, while still adhering to its original principle, that of functionalism.

Materials—these new ideas demand new materials. One of the most conspicuous of these is glass which is used of itself, for itself, but not always by itself.

It may be used as transparent glass, mirrors, and Vitrolite, which is black glass. Other new materials are Celanese and rayon, Monel metal—copper and nickel alloy—Bakelite—paper and rosin—lacquer fabrics, cork plates, linoleums, rubber flooring, aluminum, wall paper—Japanese veneer—French straw paper.

Modernism is recognized by:

Simplicity

Unbroken lines

Use of pure colors

Contrasts in light and shadow

Honesty in materials: steel is steel, copper is copper and paint is recognized as paint and not made to resemble marble.

"Ours is a complex age." There is something poignant about these words, offered as they are as an explanation for the simplicity characteristic of the style of the 1930s. One wonders whether our St. Paul schoolgirl actually believed them or whether she was simply taking down, verbatim, her teacher's words. So removed in time from energy shortages, space exploration, and the threat of nuclear devas-

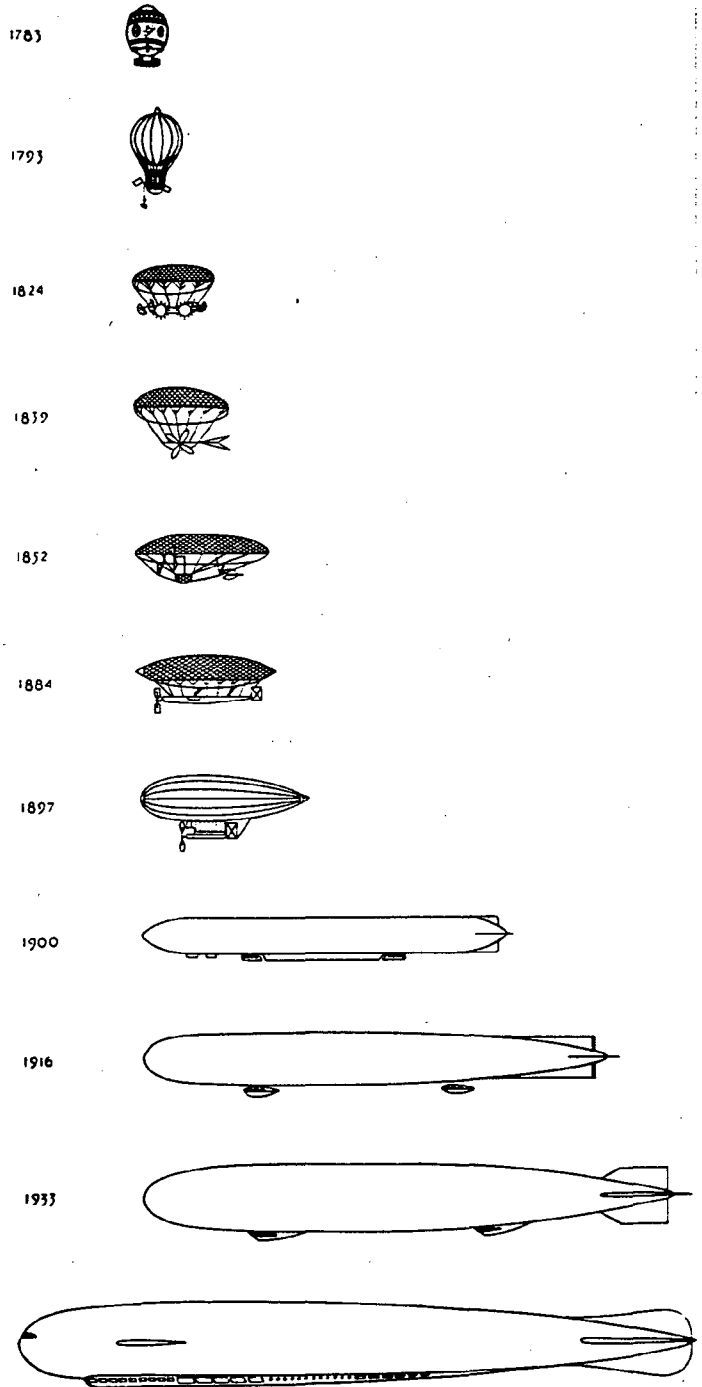
AN APPRECIATION

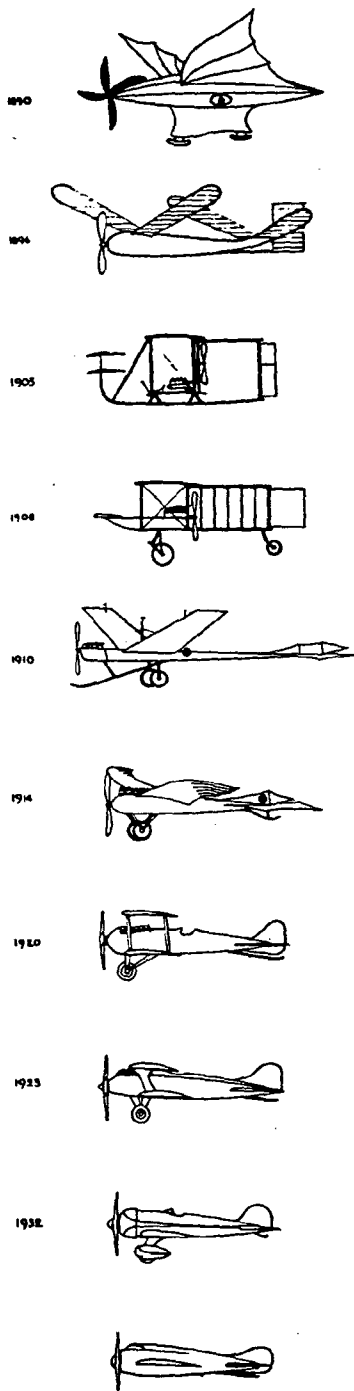
tation, her thought suggests that simplicity in design was an escape, a refuge from the material world of the Depression, rather than a celebration of it, as was more likely the case.

On the contrary, most contemporary designers of the 1930s believed that in their time, nearly two hundred years after the start of the Industrial Revolution, America had for the first time shown a substantial accomplishment in relating machine-inspired design to a machine-inspired way of life. They believed that an earlier world, having come to an end in October 1929, placed them at the threshold of a new American era, one in which they, finally, were able to come to grips with the world of the machine. They believed that in creating new shapes and forms, simple and unornamented, they would succeed in adjusting humanely to a machine-driven world as their predecessors, in aping the eclectic styles and fashions of earlier periods, had failed.

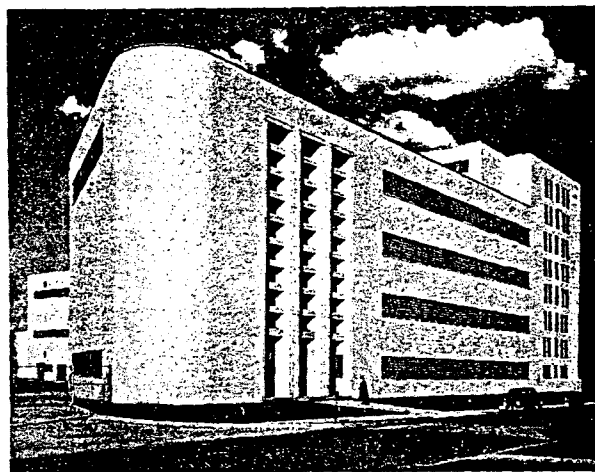
The result of this belief, I think, was a succession of unusually shaped, but aesthetically pleasing, structures and objects that appeared during the Great Depression from coast to coast, in large city and small town, from Maine to California. Considering how the pioneering efforts of Sullivan and Wright had been largely ignored in their own country, the wide acceptance of the Depression Modern style marked probably the first—and, I lament, the last—time in America in which the purely functional was made to appear beautiful. It was surely the last successful attempt to realize the decorative inherent in the functional. And this was especially true of American industry, contemporary design having had its purest expression in the machine itself and then, logically, in its architectural counterpart, the factory.

The Church and Dwight factory, pictured in these pages, is a case in point. The owners of this company, makers of Arm & Hammer Baking Soda,





wanted a structure reflecting the purity of their product, and The Austin Company, consequently, designed a white brick, air-conditioned building in which the only ornament was its pattern of fenestration, a pattern dictated largely by function. The basic curve of the factory, that which gives it its singular shape, is purely functional: it is built around a seven-story industrial tank, necessary for the production of the company's product. To our eyes, the building appears as stark, as simple, and as primitively beautiful as it did in 1938. It could have been built only in a day that boasted of the essentially simple lines of its complex macadam



Church and Dwight factory, 1938.

parkways and cloverleaves, its bridges, and the massive, concrete dams of TVA.

"We achieve a high degree of simplicity because we are a primitive people," the designer Walter Dorwin Teague wrote in 1939. "We have reverted again to a primitive state of human development. We are primitives in this new machine age. We have no developed history behind us to use in our artistic creations. We have no theories, no vocabulary of ornament, behind us to use in our work. That is why so much of our modern work today has a certain stark and simple quality that

AN APPRECIATION

relates it very closely to the primitive work of Greece and the primitive work of Egypt and the primitive work of most people who were discovering their techniques and their tools."

"We should be very careful to deny ourselves the luxury of decoration in the things that we do," Teague cautioned, "because we have no decoration today that is significant to us, that has a meaning. The Greeks, in their great day, in the design of the Parthenon, had at their command a vocabulary of ornament that they had inherited through years of work, that had become significant to them and was very useful in the creation of their internal rhythm. *But we have no ornament.*"

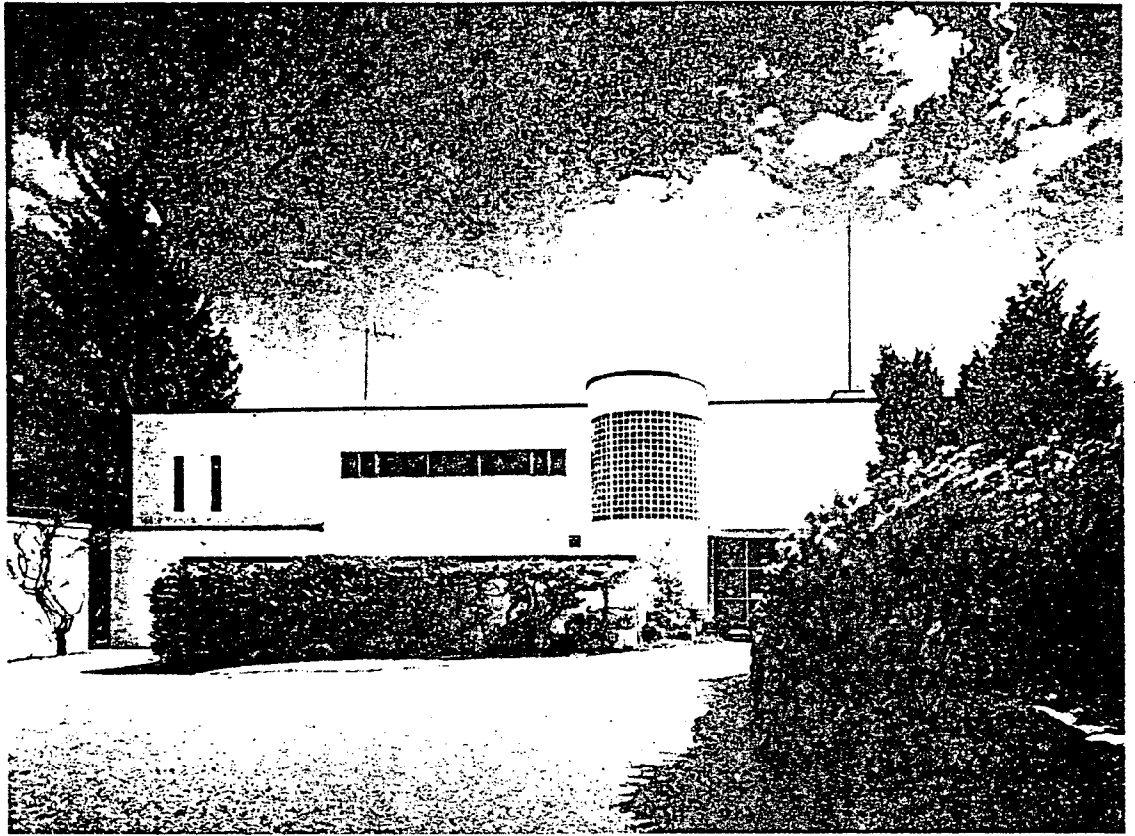
He was correct, of course. But the absence of an ornament for the modern day did not mean that lesser minds could not find one. And find one they did. Washing machines and apartment house façades, typewriters and gas pumps, space heaters and vacuum cleaners yielded their new unbroken surfaces to the strange cult of the "three little lines," three parallel lines intended to suggest "modernity" to the consumer, three parallel lines marring surfaces everywhere in America. Few objects of the '30s escaped the plague of this unholy trinity, suggesting one reason why the Depression Modern

Interior of bar-lounge car, designed by Raymond Loewy for the Pennsylvania Railroad, 1936.



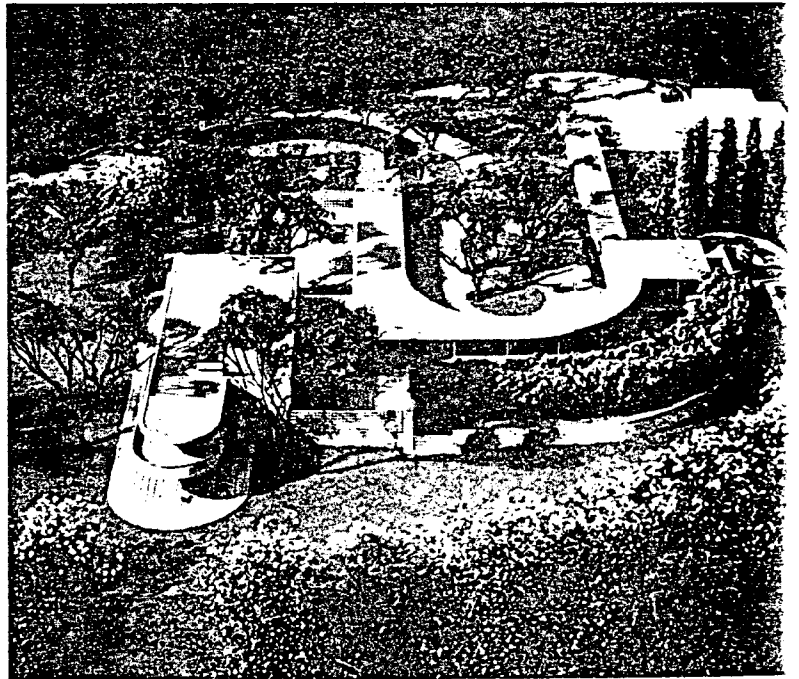
style is so frequently, and incorrectly, mistaken for the modernistic dilution of Art Deco. But these lines were far more than the modernistic zigzag gone straight. They were intended as a catch-all ornament for a day which rightly had no ornament.

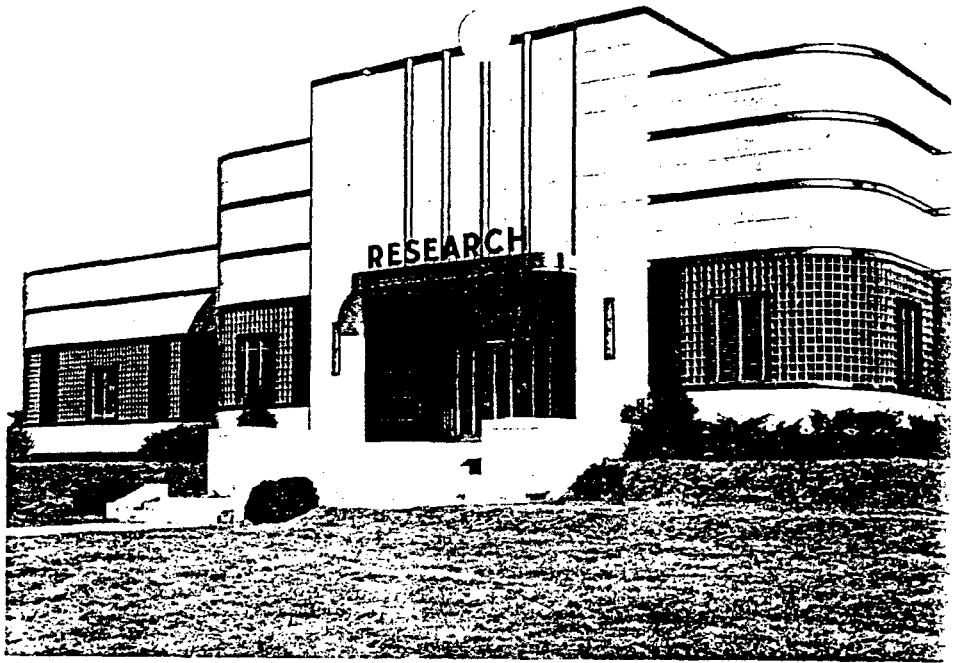
Teague and his colleagues Norman Bel Geddes, Raymond Loewy, George Sakier, Russel Wright, Lurelle Guild, Eleanor LeMaire, and many others called themselves industrial designers, the very term "decorator" having become associated, pejoratively, with the effete luxuriousness of the antediluvian past. Most of them believed in "the rhythm of design," in the idea that the design of a period reflected, unconsciously, the spirit of an age. And in this belief they were undoubtedly correct. For it is a characteristic of any period that all of its creations have a certain family resemblance, an underlying unity of form which does not spring uniquely from the imagination of the artist, but rather reflects the surrounding world and especially the prevailing modes of production. The world of the 1930s was especially fond of a particular line, a curved line, recurring again and again, a line with a sharp parabolic curve at the end, which it called the "streamline." And it was the streamline which contemporary designers considered the characteristic "rhythm" of the age.



So intense was reaction to the Ulrich Kowalski house (opposite and above), designed in 1934 by Edward Durrell Stone, that zoning ordinances in Mt. Kisco, New York, were modified to prevent "further desecration of the community."

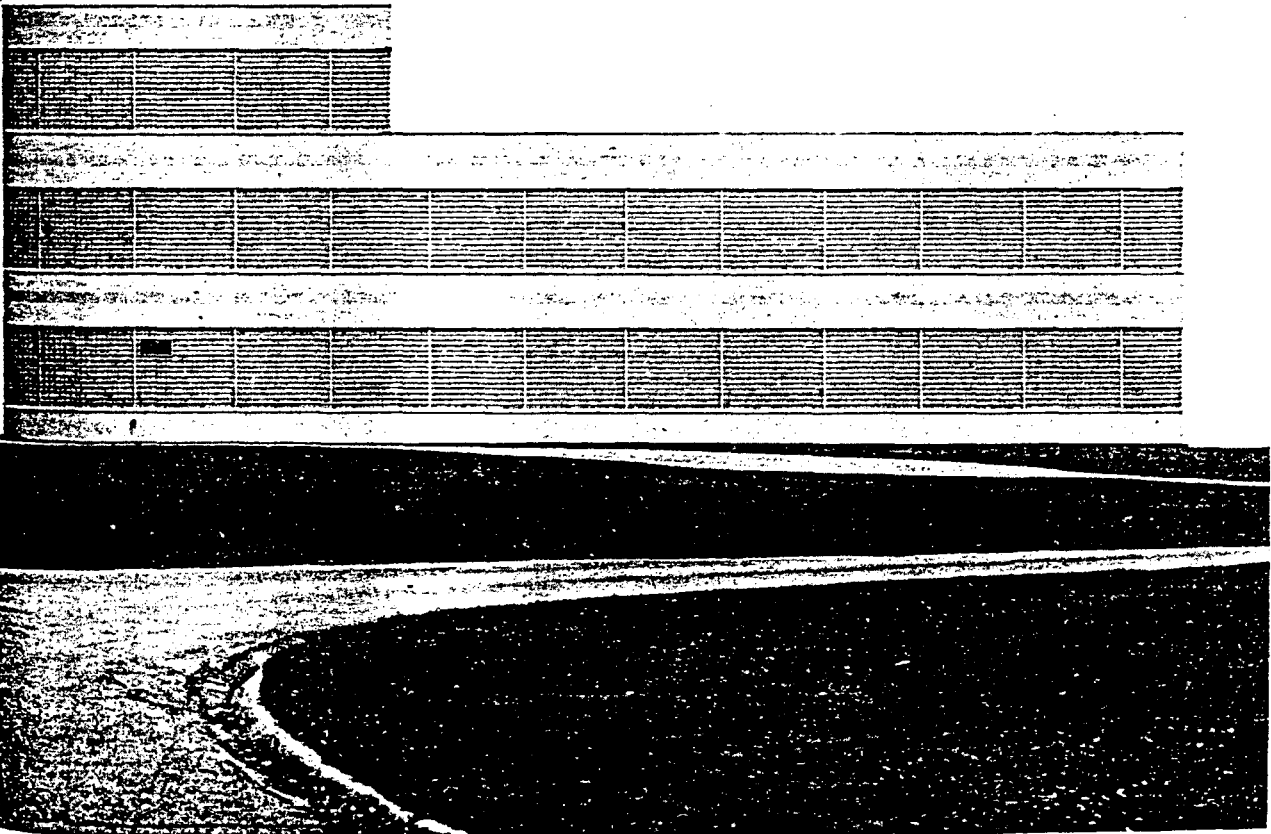
Architectural model of the house of Mrs. Charles I. Liebman, Mt. Kisco, New York, designed in 1937 by Stone but never built.

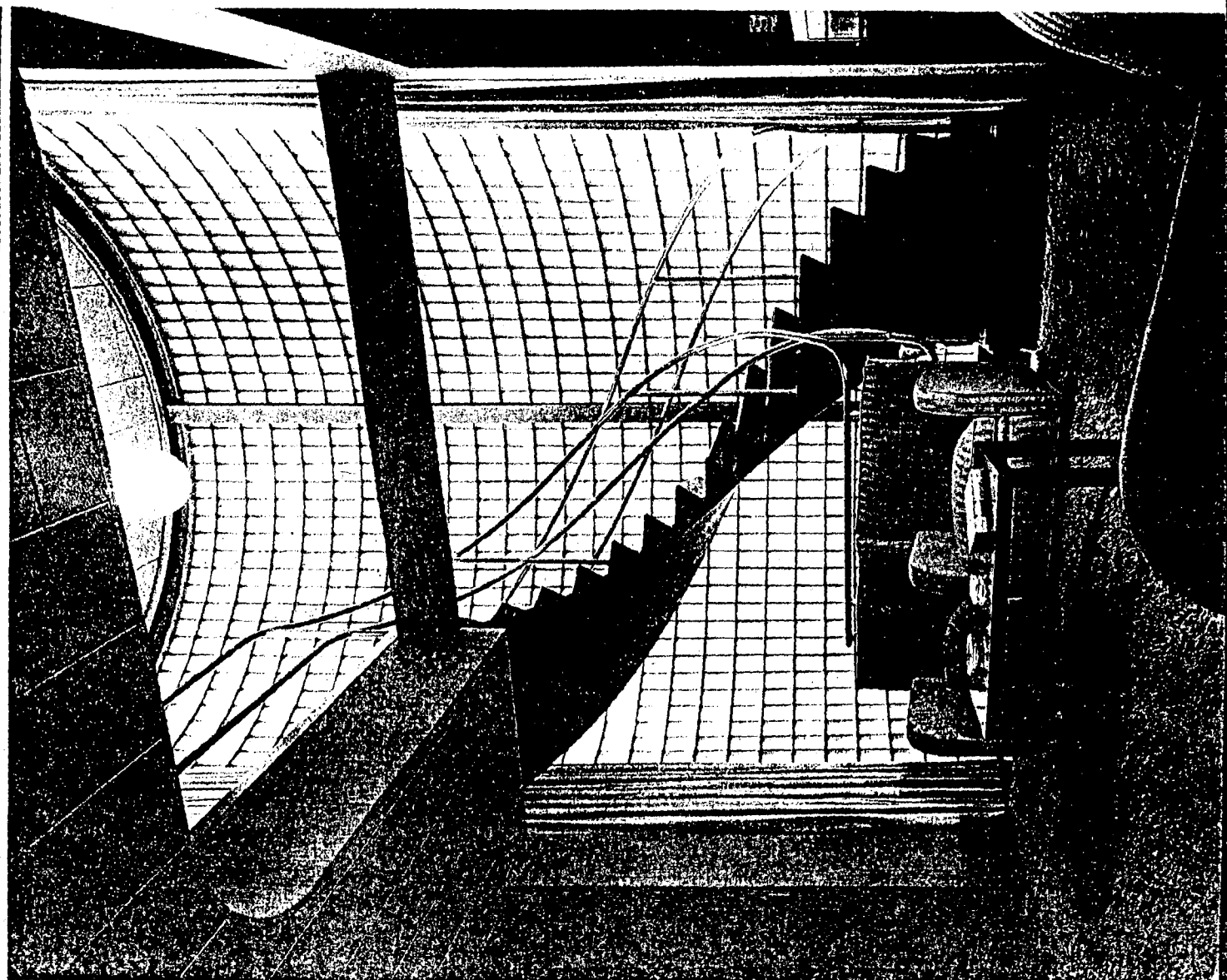
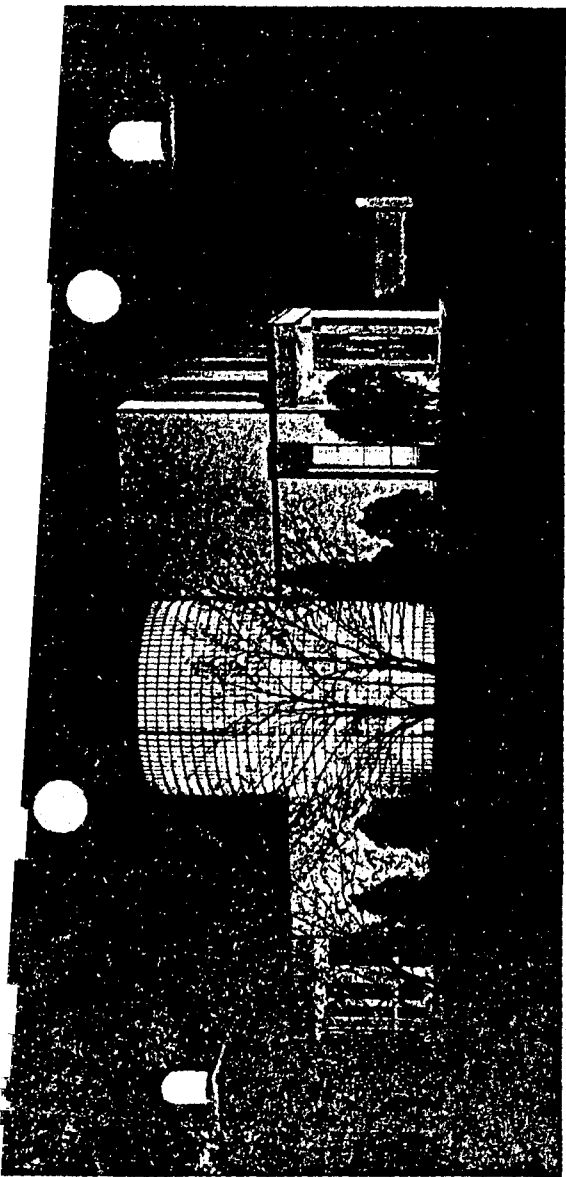




Research laboratory of American Rolling Mill Co. (above),
R Middletown, Ohio, design and construction by The Austin
Company, 1937.

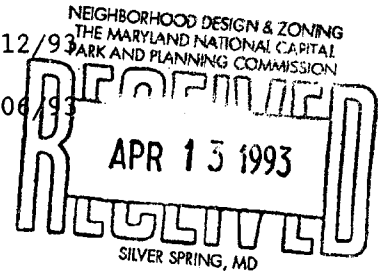
Alpha





ROUTING SLIP
MONTGOMERY COUNTY PLANNING BOARD
CHAIRMAN'S OFFICE

FILE NUMBER: 930517 DATE RECEIVED: 04/12/93
CORRESPONDENCE TYPE: letter DATE OF LETTER: 04/06/93
AGENDA DATE:
TO: Bauman
FROM: Richard Guy Wilson



SUBJECT:

Letter supports preservation of Canada Dry Bottling Plant at East-West Highway and Blair Mill Rd. in Silver Spring.

TRANSMITTED TO: Pl. Dept./MCPB (Kaufman cpd by sdr)
COPIES TO: Banach/Marcus/Wrenn/Kreger
DATE DUE:

[] PREPARE REPLY FOR CHAIRMAN'S SIGNATURE

[] REPLY; CC TO CHAIRMAN

REMARKS FROM CHAIRMAN'S OFFICE:

PLANNING DIRECTOR'S OFFICE

DATE RECEIVED BY PDO: DATE SENT TO DIVISION:
RESPONSIBLE STAFF:
DIVISION:

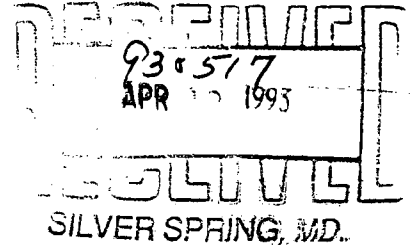
REMARKS FROM DIRECTOR'S OFFICE:

UNIVERSITY OF VIRGINIA
SCHOOL OF ARCHITECTURE

April 6, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave.
Silver Spring, MD. 20910

OFFICE OF THE CHAIRMAN
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION



Dear Mr. Bauman,

I am writing you to urge the preservation of the Canada Dry Bottling Plant located on East-West Highway and Blair Mill Road in Silver Spring, Maryland. This is an excellent example of commercial architecture of the post-depression era, well designed and evocative. The architect, Walter Monroe Cory, has a reputation as an important designer of industrial buildings and although no book has yet been written on his work, he is in the process of being recognized.

This is an important building that played an important role in the industrial and commercial history of the Washington-Maryland area. It is worthy of being preserved on its aesthetic merits alone, but also it serves as an important urban design element.

I base these observations upon my career in architectural history and the numerous books and articles I have written and over 20 years of teaching. Perhaps most important is my book, The Machine Age in America, which deals with this type of architecture. Although the Canada Dry Building is Post World War II, it is a continuation of trends that started in the 1930s.

I have enclosed my resume for your review. - NOT ENCLOSED. RK

I urge you and the Board to designate this building as a landmark and please include it in the hearing record.

Sincerely,

Richard Guy Wilson
Commonwealth Professor and Chair
Department of Architectural History

RGW/bl

cc: Jean Kaufman
Montgomery County Planning Board

Mary Reardon
8007 Eastern Ave
Silver Spring, MD 20910

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THE MARYLAND NATIONAL CAPITAL
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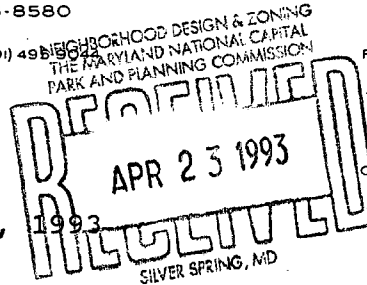
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14 W. PATRICK STREET
FREDERICK, MARYLAND 21701
(301) 695-0244
TELECOPIER (301) 698-9107

9175 GUILFORD ROAD
COLUMBIA, MARYLAND 21046
(410) 740-3337
TELECOPIER (410) 740-3432

WRITER'S DIRECT DIAL NUMBER

(301) 650-7071

April 22, 1993



Honorable Marilyn J. Praisner
President
Montgomery County Council
Stella B. Werner Council Office Building
100 Maryland Avenue
Rockville, Maryland 20850

HAND DELIVER

Re: Final Draft Silver Spring CBD Sector Plan Amendment --
Canada Dry Property

Dear Ms. Praisner:

The purpose of this letter is to object, on behalf of our client Canada Dry Potomac Corporation ("Canada Dry"), to the inclusion within the Silver Spring CBD Sector Plan ("Sector Plan") of any language recommending or requiring preservation of all or a part of the Canada Dry Plant Building ("Canada Dry Building") located at 1201 East-West Highway in Silver Spring ("Subject Property").

This matter was brought up at the April 20, 1993 worksession on the Sector Plan, without any notice to the property owner. Canada Dry strenuously objects to any preservation requirement for the following reasons, which are discussed in more detail below:

1. Historical value and possible preservation of the Canada Dry Building was considered and rejected in the earlier review of possible historic sites in the Silver Spring CBD.
2. The new recommendation has been raised at the very last minute, without consideration of the effect on the site or the process of the Sector Plan's review, and without any notice to the property owner.

Honorable Marilyn J. Praisner

April 22, 1993

Page 2

3. An application for Optional Method of Development for residential use in accordance with the Sector Plan's current recommendations has been pending for over four (4) months.
4. The Optional Method application proposes inclusion of design elements and materials that are to be reminiscent of the existing building, as well as a photographic display of the existing building.
5. Redevelopment of the Subject Property with any in-place or relocated preservation is practicably impossible.

The Subject Property is in the "East-West Promenade" District of the CBD. The Sector Plan recommends that, in the event Canada Dry moves from the site, the land should be "redeveloped as a multi-family residential project under the CBD-R2 zone" (Sector Plan, p. 149). We believe that it is both inappropriate and entirely too late in the plan amendment process to suggest making such a new and significant addition to the recommendation as a requirement for preservation.

The Subject Property has previously been the subject of a comprehensive review under the County Historic Preservation Ordinance as a part of the Silver Spring CBD Historic Resources amendment to the Master Plan for Historic Preservation which addressed individual Silver Spring sites. Designation of the Subject Property was rejected, as was its inclusion on the Locational Atlas (see below). In reliance upon said finding, the Subject Property is now the subject of an application for project plan for optional method of development, File No. 9-92003 (the "Project Plan").

The Project Plan, which proposes multi-family residential development, is currently pending before the Montgomery County Planning Board, and is scheduled for public hearing in May. The Project Plan has been the subject of lengthy discussion with the Planning Board Technical Staff to devise potential means by which the proposed building may incorporate design elements that are reminiscent of the existing Canada Dry Building. The suggestions have included the use of glass block, brick of a color which relates to that used in the existing building, and curved elements similar to those in the existing building. Further, the amenity package proposed will likely incorporate within the Community

Honorable Marilyn J. Praisner
April 22, 1993
Page 3

Facility integral to the project, an exhibit or series of photographs depicting the original Canada Dry Building.

The proposed project itself cannot physically accommodate preservation of any of the existing Canada Dry Building. Excavation for parking and the location of the two residential elements do not permit retaining any part of the existing building. Similarly, the site design and the economics of this residential project do not permit for relocation of any portion of the existing structure.

As stated above, the Canada Dry Building was subjected to a comprehensive review for historic significance and potential preservation by the Montgomery County Historic Preservation Commission ("HPC") and the Planning Board in 1984-86. At that time, both the HPC and the Planning Board expressly determined that the Canada Dry Building was not appropriate for designation on either: (1) the Locational Atlas and Index of Historical Sites in Montgomery County, Maryland ("Atlas") or, (2) the Master Plan for Historic Preservation. The Approved and Adopted Silver Spring CBD Historic Resources Amendment to the Master Plan for Historic Preservation (Council Resolution No. 10-1706, January 28, 1986, Planning Board Resolution NO. 86-5, February 6, 1986) declined to include designation of the Canada Dry Building.

That the Canada Dry Building should not be the subject of the formal preservation process, has been inherent in all of the versions of the Silver Spring CBD Sector Plan amendments proposed since 1986. At the same time, each of the drafts has recognized and recommended redevelopment for the Subject Property, with no requirement for preservation. Further, none of the written materials, public testimony or debate and discussion by and among the Planning Board and County Council in the course of the current Sector Plan amendment proceeding have recommended designation of the Canada Dry Building on the Atlas or Master Plan for Historic Preservation or preservation of any part of the existing building.

Prior to the evaluation in 1984-1986, there was an effort by the Washington Metropolitan Area Transit Authority to acquire the Subject Property. The acquisition effort was defeated solely by Canada Dry itself because the County chose not to oppose the acquisition on any grounds, including historic preservation.

We believe that it is both inappropriate and patently unfair at this point, one week prior to adoption of the Sector Plan, to

LINOWES AND BLOCHER

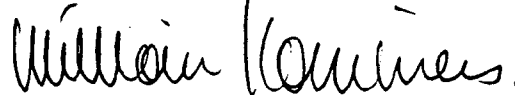
Honorable Marilyn J. Praisner
April 22, 1993
Page 4

inject this new issue into the Council's consideration of the Plan, particularly in light of the exhaustive proceedings before the HPC and the Planning Board in 1984-86. Further, Canada Dry has proceeded in good faith to file and process the Project Plan application, the design of which proposes to incorporate certain design elements of the existing building into the proposed building. Therefore, we would strongly urge the Council to retain the current language of the Sector Plan recommending redevelopment of the Subject Property in accordance with the CBD-R2 Zone, without the addition of recommendations or requirements pertaining to historic preservation.

In the event that the Subject Property is to be a topic for discussion at the April 27, 1993 Council meeting, or at future Council meetings regarding the Silver Spring CBD Sector Plan, we would respectfully request the opportunity to participate in the discussion, since no opportunity for comment has yet been afforded to Canada Dry due to the late date upon which the historic preservation issue has been raised.

Thank you for your consideration of these matters.
Very truly yours,

LINOWES AND BLOCHER



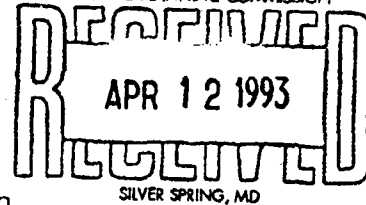
William Kominers

cc: Council Members
Mr. Richard Wolfe
Mr. Ralph Wilson
Ms. Jean Kaufman
Mr. Glenn Kreger
Ms. Gwen Marcus
Mr. Sandy Silverman
Joseph P. Blocher, Esquire

2911 005
SS.MP

U N I V E R S I T Y O F V I R G I N I A
S C H O O L O F A R C H I T E C T U R E

NEIGHBORHOOD DESIGN & ZONING
THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION



April 6, 1993

Gus Bauman, Chairman
Montgomery County Planning Board
Maryland-National Capital Park and Planning Commission
8787 Georgia Ave.
Silver Spring, MD. 20910

Dear Mr. Bauman,

I am writing you to urge the preservation of the Canada Dry Bottling Plant located on East-West Highway and Blair Mill Road in Silver Spring, Maryland. This is an excellent example of commercial architecture of the post-depression era, well designed and evocative. The architect, Walter Monroe Cory, has a reputation as an important designer of industrial buildings and although no book has yet been written on his work, he is in the process of being recognized.

This is an important building that played an important role in the industrial and commercial history of the Washington-Maryland area. It is worthy of being preserved on its aesthetic merits alone, but also it serves as an important urban design element.

I base these observations upon my career in architectural history and the numerous books and articles I have written and over 20 years of teaching. Perhaps most important is my book, The Machine Age in America, which deals with this type of architecture. Although the Canada Dry Building is Post World War II, it is a continuation of trends that started in the 1930s.

I have enclosed my resume for your review.

I urge you and the Board to designate this building as a landmark and please include it in the hearing record.

Sincerely,

Richard Guy Wilson
Commonwealth Professor and Chair
Department of Architectural History

RGW/bl

cc: Jean Kaufman
Montgomery County Planning Board

Mary Reardon
8007 Eastern Ave
Silver Spring, MD 20910

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THE MARYLAND NATIONAL CAPITAL
PARK AND PLANNING COMMISSION
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FAX Transmittal Sheet

TO: GWEN MARCK

Agency/Company: M.N.C.P.P.C.

Fax phone #: 301-495-1307

Date: 4-1-93

FROM: MARY REARDON

Fax phone #: 202-219-0308

Office phone #: 202-219-0494

Number of pages being sent (including this page): 2

MESSAGE:

Thanks for your help yesterday.
I'll call you later.

If all pages are not received,
please call sender at office phone number 202-219-0494

TO: Jean Kaufman
Neighborhood Design & Zoning Division
Maryland-National Capital Park and Planning Commission

FROM: Mary Reardon
Silver Spring-Takoma Traffic Coalition

DATE: April 1, 1993

RE: Canada Dry, Project Plan #9-92003

Cc: Gwen Marcus, Mark Broyles, Jamie Karn, Janet Naumburg

This is to sum up our conversation at the Planning Commission yesterday (March 31). We listed the significant elements of the Canada Dry building as 1) the rotunda, 2) the yellow brick, and 3) the curved corners. I understand that if a residential project is constructed on the site, the present building cannot be saved in its entirety. You also indicated that any part of the facade cannot be preserved in its current location--that it would have to be moved to accommodate preservation.

Given such constraints, the preferred route I indicated to you would be to preserve the facade of the rotunda, move it (perhaps to be part of the community center), and to reconstruct the adjoining front walls--with curved corners--that now face the corner of East-West Highway and Blair Mill Road. It would probably be more realistic to construct new walls that are narrower than the present ones. Curved corners in reconstructed walls would then be closer to the rotunda center. A preservation architect should be engaged to guide reconstruction and choice of materials, particularly if the developers insist on reconstructing the rotunda. In my opinion, reconstruction of the rotunda would not be true preservation and would not result in the appearance of a true art deco-period building.

In addition to what we discussed, I would hope that the Canada Dry sign would be considered part of the rotunda and preserved along with it. This, of course, would only be appropriate with meaningful preservation. Also, the ribbon effect created by the windows on the Canada Dry building constitute an important element, and I would hope that reconstructed walls would include this element as well.

I informed Mark Broyles and Jamie Karn of our conversation, and that the timetable for further comments on this is tight. Mark is taking another look at photos of the building and he or Jamie will likely have some comments in the next few days. Mark did indicate hopes not only that a significant part of the facade be preserved, but also that the finished product would look like a natural buildout from the facade of the old building, to produce a harmonious whole.

Although the Art Deco Society has not taken a position on this as an organization, there are individual members of the society who would like to see Canada Dry preserved. I hope that the developer will agree that preservation would be a desirable part of an amenities package. It's certainly a truer amenity than, for example, the railroad buffer, and it could be something that the developer and the community would be proud of.

The work of the architect, by the way--Walter Monroe Cory--was mentioned in a book called Depression Modern, which covers Moderne-style buildings. A photograph of one of his buildings--the Johnson & Johnson Industrial Tape Building in New Jersey--appears in the book.

I'm grateful for your taking the time to discuss this with me yesterday and fill me in on the progress of the review process.