

36/44 CANADA DRY DESIGNATION ADMIN.

G: FORMS/TRANSMIT.  
FDA.  
DOC

GAITHERSBURG  
**Marriott**

620 Perry Parkway, Gaithersburg, Maryland 20877 (301) 977-8900

✓ NOTICE TO MONTGOMERY JOURNAL

✓ LETTER TO OWNER

✓ LETTER TO ALL INTERESTED PARTIES  
(INCLUDING ANYONE WHO HAS  
SENT A LETTER)

✓ PDA DISTRIBUTED

✓ PH. NOTICE TO COMMUNITY RELATIONS

✓ GET DENISE SMITH TO GET RECORDER

2 copies to C.R. ✓

Queen will sign Transmittal Letters ...

45 to Denise

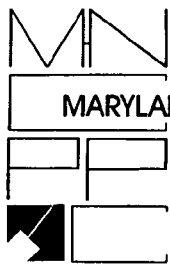
Information Desk



A casual restaurant with complete buffet  
and a la carte menu.

Let the  
GAITHERSBURG **Marriott**  
cater to your every need.

8787 Georgia Avenue · Silver Spring, Maryland 20910-3760



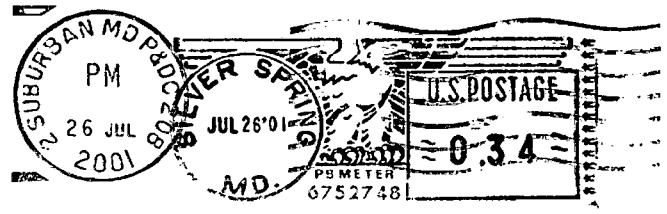
THE  
MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING  
COMMISSION



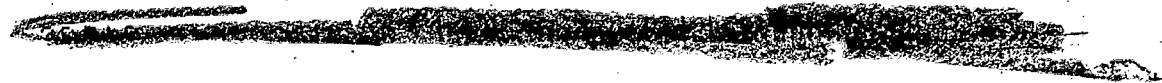
FORWARDING ORDER EXPIRED

FOE  
1205

Mr. Randy Boehm  
7426 Buffalo Avenue  
Takoma Park, MD 20912

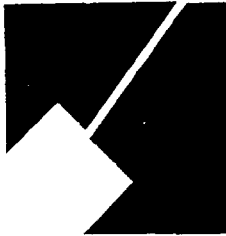


*Robin*





M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

July 25, 2001

Dear Property Owner or Interested Party,

The Montgomery County Historic Preservation Commission will hold a public hearing on the date, time, and location listed on the enclosed Notice of Public Hearing to evaluate the historic and architectural significance of the Canada Dry bottling plant at 1201 East-West Highway in Silver Spring. This property is not currently identified on the County's inventory of potential historic resources – the *Locational Atlas and Index of Historic Sites*; however, it has been nominated for possible historic designation by the Silver Spring Historical Society.

The Historic Preservation Commission meeting will begin at 7:30 p.m. and will be held in the Maryland-National Park and Planning Commission auditorium at 8787 Georgia Avenue in Silver Spring.

Following the public hearing, the Historic Preservation Commission will hold a worksession, currently scheduled for September 12. At this worksession, the Commission will make a recommendation to the Montgomery County Planning Board on whether to add the site to the *Locational Atlas*, and/or place the site on the *Master Plan for Historic Preservation*, based on the criteria set forth in Chapter 24A-3 of the Montgomery County Code. If the property is forwarded to the Montgomery County Council for review, and if it is ultimately included in the *Master Plan*, all construction, exterior alterations, and demolition plans would be reviewed by the Historic Preservation Commission before issuance of any permits. Properties that are designated on the *Master Plan* are eligible for State and local tax credits for repair, maintenance and/or restoration projects.

You are encouraged to attend the public hearing. If you wish to testify, you must sign up that night using sign-up sheets that will be provided at the meeting. Alternatively, you may submit written comments to the Historic Preservation Commission at the address listed above.

Should you have any questions, please feel free to contact me at 301/563-3400.

Sincerely,



Robin D. Ziek

Historic Preservation Planner

## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Historic Preservation Commission hereby gives notice that it will hold a public hearing on the following:

**ADDITION TO  
THE LOCATIONAL ATLAS AND INDEX OF HISTORIC SITES  
AND/OR TO  
THE MONTGOMERY COUNTY MASTER PLAN FOR HISTORIC PRESERVATION  
OF THE  
CANADA DRY BOTTLING PLANT**

**WEDNESDAY**

**August 15, 2001**

**at 7:30 p.m.**

**in the**

**Montgomery Regional Office Auditorium**

**8787 Georgia Avenue**

**Silver Spring, Maryland**

to take testimony on whether or not the following property, which, at present, is not identified on the Locational Atlas and Index of Historic Sites in Montgomery County, should be included in the Locational Atlas and/or the Master Plan for Historic Preservation:

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

The Montgomery County Historic Preservation Commission will review the architectural and historical significance of this resource according to the criteria listed in the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code. The Commission will formulate a recommendation on whether or not this property merits historic designation and will transmit that recommendation to the Montgomery County Planning Board.

If ultimately designated on the Master Plan, the property will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of properties.

If ultimately not included on the Locational Atlas or the Master Plan for Historic Preservation, the resource would not be subject to the provisions of Chapter 24A.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Persons wishing to testify should attend the meeting and sign up to testify at the door. If you are unable to attend, write your concerns to the Montgomery County Historic Preservation Commission at 8787 Georgia Avenue, Silver Spring, Maryland, 20910 and they will be made part of the public hearing record.

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Montgomery County Department of Park and Planning  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760

**MEMORANDUM**

DATE: November 28, 2001  
TO: See Below  
FROM: Denise Smith, Director's Office  
SUBJECT: Transcripts

<u>Staff Member</u>	<u>Subject</u>	<u>Date</u>
Stephanie Oberle	Brookside Gardens Master Plan PH	11/15/01
Cathy Conlon	Forest Conservation Regulations PH	11/15/01
✓ Robin Ziek	Canada Dry Bottling Plant PH	11/15/01

The attached transcripts (copy) are for your files. The originals have been given to the Technical Writers. Let me know if any corrections are needed. Thanks.

Attachment  
h:\wp\forms\transcpt.mem

cc: Ann Daly (with original transcripts)

MONTGOMERY COUNTY PLANNING BOARD

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

----- X  
:  
PUBLIC HEARING - DRAFT :  
AMENDMENT TO THE MASTER PLAN :  
FOR HISTORIC PRESERVATION - :  
CANADA DRY BOTTLING PLANT :  
:  
----- X



A hearing in the above-entitled matter was held on  
November 15, 2001, commencing at 7:35 p.m., in the MRO  
Auditorium at 8787 Georgia Avenue, Silver Spring, Maryland  
20910, before:

BOARD CHAIR

Arthur Holmes, Jr.

BOARD VICE-CHAIR

Wendy Collins Perdue

BOARD MEMBERS

Meredith K. Wellington  
Allison Bryant  
John M. Robinson



*Deposition Services, Inc.*

APPEARANCES

<u>STATEMENT OF:</u>	<u>PAGE</u>
GWEN WRIGHT	3
SCOTT REILLY	4
STEVEN SPURLOCK	6
KIM WILLIAMS	7
STACY SILBER	13
ROBERT HARRIS	24
ROBERT DALRYMPLE	25
DAN MEIJER	30
RAY TIMMERMANN	32
ELNORA HARVEY	34
BRYANT FOULGER	38
JERRY McCOY	43
MARY REARDON	47
LORRAINE PEARSALL	52
MARCIE STICKLE	56
MARIA HOEY	60
LINDA LYONS	64
WAYNE GOLDSTEIN	68
CHARLES WOLFF	70
BARRY SOORENKO	72
ARNOLD KOHN	74
ROBYN RASOR	78
ELISE BUTLER	81
ANTHONY LANIER	87
GEORGE FRENCH	89
NANCY URBAN	92
JUDY REARDON	94
CAROLYN WEBER	97
BILL BURCH	100
MARILYN SITES	103
PATRICK SIDWELL	103
BONNIE ROSENTHAL	106
AMY CONNER	108

P R O C E E D I N G S

1  
2 MS. PERDUE: Good evening -- Montgomery County  
3 Planning Board. We have one item, and that's a public  
4 hearing of -- on historic preservation for the Canada Dry  
5 Bottling Plant. This is a public hearing. It is not a  
6 worksession, so there will not be any decision made this  
7 evening or even discussion, other than questions.

8 MS. WRIGHT: Thank you. For the record, I'm Gwen  
9 Wright, historic preservation supervisor of the Countywide  
10 Planning Division. With me is Robin Ziek, historic  
11 preservation planner in the Historic Preservation Section.  
12 Tonight is a public hearing, and for the record, we'd like  
13 to enter the following document into the public hearing  
14 record by reference: the Master Plan for Historic  
15 Preservation as approved, adopted, and amended; the  
16 Preliminary Draft Amendment to the Master Plan for Historic  
17 Preservation for the Canada Dry Bottling Plant; Chapter 24A  
18 of the Montgomery County Code; the nomination form submitted  
19 on this property by the Silver Spring Historical Society;  
20 and, all correspondence received to date.

21 As mentioned, this is the public hearing. We  
22 anticipate worksession will be in December, although we have  
23 not gotten a firm date on that committed. You will receive  
24 -- the Planning Board will receive a packet prior to the  
25 worksession with a staff recommendation and a response to

1 public hearing testimony as you typically do with all Master  
2 Plan public hearings. And with that, I have no further  
3 staff comments at this time, and I guess we can just hear  
4 from our -- who is here to testify.

5 MS. PERDUE: We have a number of speakers this  
6 evening. Our first speaker is Scott Reilly.

7 MR. REILLY: Madam Vice Chairman, members of the  
8 Montgomery County Planning Board, good evening. For the  
9 record, my name is Scott Reilly. I'm assistant chief  
10 administrative officer for Montgomery County, Maryland and  
11 tonight I'm testifying on behalf of County Executive Douglas  
12 Duncan. The County Executive opposes the designation of the  
13 Canada Dry building and site in the Master Plan for Historic  
14 Preservation. Instead, he recommends that the Planning  
15 Board and the site purchaser discuss the possible retention  
16 of some of the architectural features of the existing  
17 building as part of the development approval process.

18 We recognize that the Canada Dry building has some  
19 architectural interest that may be of significance to the  
20 Silver Spring community. The curved glass block corner  
21 feature with the Canada Dry sign is interesting and  
22 represents the historical architectural style that was used  
23 in the design of several buildings throughout downtown  
24 Silver Spring. However, the historic designation of this  
25 site has been reviewed and rejected many times. We believe

1 that the significant architectural feature of this building  
2 can be preserved, while allowing the site to be redeveloped  
3 and contribute to the economic rebirth of Silver Spring.

4 The site, as you know, is located on East-West  
5 Highway between the NOAA developed to the north and  
6 Discovery's Creative and Technology Center and the future  
7 location of the Innovation Center to the south. There must  
8 continue to be a balance between the desire to preserve  
9 elements of Silver Spring's past and the need to renew our  
10 downtown for the future.

11 It has been suggested that the proposed historic  
12 designation of the Canada Dry site is analogous to the  
13 designation and reuse of the Silver Theatre. We were very  
14 fortunate that a viable reuse by the American Film Institute  
15 allowed us to preserve the theater as a piece of our past.  
16 However, the preservation of the Silver Theatre came at  
17 great public expense. We cannot make the same financial  
18 commitment to every potentially historic building in Silver  
19 Spring. We need to do everything we can to encourage the  
20 private sector to redevelop this key site. It is one of the  
21 few remaining large pieces of land left in downtown.

22 Again, the County Executive recommends that the  
23 Canada Dry site not be designated in the Master Plan for  
24 Historic Preservation. I would further request that the  
25 county and Planning Board staff work with any developer --



1 redeveloper of the Canada Dry site to find ways of  
2 preserving any of the significant architectural features of  
3 the building where practical.

4 We want to thank you for your consideration of  
5 this recommendation and for allowing us to comment on the  
6 amendment.

7 MS. PERDUE: Next speaker is Kim Williams and  
8 Steven Spurlock.

9 MR. SPURLOCK: Good evening Vice Chair Perdue and  
10 members of the Montgomery County Planning Board. My name is  
11 Steven Spurlock and I'm the Chairman of the Montgomery  
12 County Historic Preservation Commission. The Historic  
13 Preservation Commission strongly recommends that the Canada  
14 Dry Bottling Plant be designated on the County's Master Plan  
15 for Historic Preservation. The Commission voted unanimously  
16 to recommend this property for historic designation because  
17 the site meets the criteria for designation as set forth in  
18 Chapter 24A-3 of the Montgomery County Code. Section (a) of  
19 this part of the code describes the purpose of the Master  
20 Plan for Historic Preservation; that is, to designate  
21 historic sites and describe their boundaries, to propose  
22 means to integrate historic preservation into the planning  
23 process, and to advance the goals of historic preservation.

24 HPC Commissioner Kim Williams will now discuss the  
25 application of the designation criteria in terms of Canada

1 Dry, and I will then discuss our other obligations in  
2 melding the preservation interests of the county with the  
3 overall planning process.

4 MS. WILLIAMS: Thank you. Good evening. My name  
5 is Kim Williams. I'm an architectural historian and a  
6 private consultant specializing in historic preservation. I  
7 currently serve as a Commissioner on the Historic  
8 Preservation Commission. I would like to highlight the  
9 principal architectural reasons why the HPC unanimously  
10 supports this proposed designation.

11 To begin, I would like you to know that the  
12 building is currently 55 years old, and thus meets the 50-  
13 year cut off date for evaluating historic properties  
14 established by the National Park Service. This 50-year date  
15 has been adopted by the Historic Preservation Commission as  
16 a rule for evaluating 20th century properties. When the  
17 Historical Atlas was compiled and published in 1976, the  
18 Canada Dry Bottling Plan did not meet the 50-year cutoff  
19 date and was, thus, not considered for inclusion in the  
20 Atlas at that time. Today, however, the building exceeds  
21 the 50-year cutoff date and has been determined eligible for  
22 listing on the Master Plan for Historic Preservation for the  
23 following reasons.

24 First, the building meets criteria 1(a) and 1(d);  
25 that is, "it has character, interest, or value as part of

1 the development, heritage, or cultural characteristics of  
2 the county, and exemplifies the cultural, economic, social,  
3 political, or historic heritage of the county." Built and  
4 opened in 1946, the Canada Dry Bottling Plant represents a  
5 rare example of the post-War industrial development of the  
6 county. Prior to the mid-20th century, industry in  
7 Montgomery County was limited to agricultural and mining  
8 activities. Granaries, mills and bank barns are typical  
9 structures which represent these industries, and, as such,  
10 several have been designated to preserve this aspect of the  
11 county's history.

12           These early industries reflect the capitalization  
13 of the county's natural resources, both for self-  
14 consumption, as well as for exportation. After World War  
15 II, as our residential market expanded, new industries were  
16 established using imported products, transported via the  
17 railroad, for the manufacture of goods for the growing local  
18 community. The Canada Dry Bottling Plan survives as an  
19 excellent example of this type of post-War industry.

20           Secondly, the building qualifies for designation  
21 under criteria 2(a), 2(b), and 2(c); that is it "embodies  
22 the distinctive characteristics of a type, period, or method  
23 of construction;" "it represents the work of a master;" and  
24 "it possesses high artistic value."

25           The Canada Dry Bottling Plant is a period building

1 designed by a master architect in a distinctive style. In  
2 designing the Silver Spring Bottling Plant, the Canada Dry  
3 Corporation chose a notionally prominent architect from New  
4 York, Walter Monroe Cory, to design an image building that  
5 would announce to the public that the company was in the  
6 forefront of the economy. Its choice of the Art Moderne  
7 style of architecture -- a building style which looked  
8 forward to a new way of living -- did just that. The Art  
9 Moderne style embraced progressive new materials, such as  
10 glass block and neon lighting, in a way that celebrated the  
11 new building technologies, including curtain wall  
12 construction and strip windows. Stylistically, the use of  
13 curving corners -- an expression of speed and streamlining  
14 -- was an Art Moderne design trend found on buildings and  
15 objects ranging from locomotives to kitchen toasters.

16 Thirdly, the building meets criteria 1(e), that  
17 is, the building "represents an established and familiar  
18 visual feature of the neighborhood, community, or county,  
19 due to its singular physical characteristic or landscape."  
20 The Canada Dry Bottling Plant is a well-established  
21 landmark. The building's neon signs were prominently  
22 placed, and are still highly visible from the railroad  
23 tracks as well as the surrounding roads. Indeed, the Canada  
24 Dry Bottling Plant is completely intact and stands out in  
25 this once-industrial section of the county -- south Silver

1 Spring -- adjacent to the railroad tracks, where many of its  
2 industrial neighbors, now gone, once joined it.

3 Our Chairman, Steve Spurlock, will now address the  
4 proposed designation and issues involved in establishing the  
5 environmental setting for this site.

6 MR. SPURLOCK: Thank you. I am a practicing  
7 architect with my own firm and a long-time resident of  
8 Silver Spring. My firm works on commercial and residential  
9 projects of many sizes. As an HPC Commissioner for the past  
10 five years, I've had the opportunity to review and approve a  
11 variety of projects in the county. These projects range  
12 from small additions on private homes to large commercial  
13 ventures such as the ten-story residential tower above the  
14 Bethesda Theatre. We have reviewed and approved projects  
15 involving properties which sit on a site as small as 6,000  
16 square feet and properties which include well over 100  
17 acres. In each case, the Commission has worked to establish  
18 an appropriate environmental setting which will permit new  
19 projects to go forward, while protecting the community  
20 interests in our mutual past. We have a sound historic  
21 preservation program in the county which accommodates new  
22 ideas, population growth and changing building functions.  
23 We are guided by published set of guidelines and criteria.  
24 We believe the consistency in our decisions is an obligation  
25 to the county so that expectations that our decisions will

1 be reasonable, fair, and fall within the context of county  
2 law, will be realized.

3 This law, Chapter 24A, guides all of our  
4 decisions, and assigns historic site designation to the  
5 County Council. But once a site is designated, the  
6 ordinance delegates design review and establishment of an  
7 appropriate environmental setting to the HPC. We are the  
8 only architectural review board for the county, and we  
9 approach our work from a preservation perspective. This is  
10 very good for the county. Through the historic preservation  
11 process, we have saved the very best of buildings and  
12 districts which provide a unique sense of place to our  
13 county. These historic resources are the landmarks which  
14 will help us literally navigate around the county, and  
15 without which we might live anywhere.

16 As HPC Commissioners, we are trained in the  
17 historic preservation process, and have substantial  
18 experience in balancing the complexities of historic  
19 preservation and the changing needs that are reflected in  
20 the projects we review. The rationale for designating the  
21 entire parcel is set out on page seven of the public hearing  
22 preliminary draft which you have before you. The purpose is  
23 to provide the county with adequate review authority to  
24 permit development of a property while preserving the  
25 historic resource in the community. We can do both because

1 we have done both many times over.

2 In our recommendation to you we include a short  
3 statement addressing the proposed environmental setting. We  
4 clearly endorse the development of the Canada Dry site. We  
5 are fully prepared to work with you to further develop this  
6 language to provide more specific guidance to both the  
7 county and a future owner concerning development of the  
8 site.

9 We are eager to work with someone to assure a high  
10 quality proposal which will take full advantage of this  
11 great location, including this significant historic  
12 structure. We also urge you not to limit any future  
13 developer with stipulations that they may not wish to meet.  
14 For example, in the new development above the Silver  
15 Shopping Center, the designation suggests a setback of  
16 approximately 30 feet, but the HPC actually worked with the  
17 developer and approved a setback that was less than --  
18 actually about 18 feet, providing the developer with  
19 additional commercial space.

20 In conclusion, we urge you to recommend the Canada  
21 Dry Bottling Plant for designation as a 20th century  
22 historic site in Silver Spring. It clearly meets the  
23 criteria of our county ordinance and the HPC is qualified  
24 and experienced in working with a future owner to reduce the  
25 environmental setting of the entire parcel to something

1 smaller to accommodate 21st century development.

2 Thank you.

3 MS. PERDUE: Thank you. The next speakers are  
4 Stacy Silber, Robert Erickson, Robert Harris and Craig  
5 Bruch.

6 MS. SILBER: Good evening. For the record, my  
7 name is Stacy Silber, an attorney with the law firm of  
8 Holland & Knight. Bob Harris and I are here on behalf of  
9 AT&T, the owner of the property which is the subject of the  
10 designation request. With us are Robert Erickson and Craig  
11 Bruch from AT&T.

12 We ask that you reject designation of the  
13 property; first, because it is not historically significant;  
14 second, it would be inconsistent with all county and  
15 Planning Board decisions over the last 26 years, as  
16 evidenced most recently by the current Sector Plan for  
17 Silver Spring and prior project, site and preliminary plan  
18 approvals for the property; third, it would directly thwart  
19 budding revitalization efforts in Silver Spring; and,  
20 fourth, any designation of part or all of the property will  
21 result in subrogation to the HPC of your decision-making  
22 authority regarding how and whether the property will be  
23 developed.

24 As background, AT&T purchased the property in 1999  
25 with the intention of demolishing the building and



1 redeveloping part of the site with a long distance/internet  
2 transfers station and providing the remainder for mixed-use  
3 development. Given that every section plan (seven in all)  
4 since at least 1975 recommended redevelopment of the  
5 property and the HPC had previously considered and rejected  
6 preservation, AT&T expected, rightfully so, that it's only  
7 requirement would be to comply with the requirements of the  
8 CBD-2 Zone. Last year, however, the Silver Spring  
9 Historical Society filed an application to list the property  
10 on the Historic Atlas. This was later expanded to include  
11 placement on the Master Plan. In the meantime, after  
12 looking at both reuse and redevelopment options, and  
13 considering intervening market changes, AT&T decided to  
14 locate its property and facilities elsewhere and to sell the  
15 property.

16           Because of the uncertainty created by pending  
17 historic designation requests, few purchasers showed  
18 interest in the property. One initially signed a contract  
19 to buy it, but later terminated the contract because of the  
20 threat of designation. AT&T is now pleased to inform you  
21 that JBG has agreed to buy the property if it is not  
22 declared historic.

23           All this being said, we respectfully submit that  
24 that the Planning Board should encourage redevelopment and  
25 reject designation as the Planning Board and Council has

1 done repeatedly. A property owner deserves such finality  
2 and the public is entitled to this consistency in decision  
3 making.

4           Although we believe that the Planning Board and  
5 Council have already made their position known regarding the  
6 lack of value -- historic value of the Canada Dry building,  
7 the facts themselves make it clear that the subject building  
8 has no historic significance, and does not meet the criteria  
9 of Chapter 24A of the Code. This is supported by research  
10 conducted by Kathrine Kuranda, an architectural historian  
11 with Goodwin & Associates.

12           First, contrary to the suggestions in the  
13 application, the Goodwin & Associates research shows that  
14 the building is not the work of a master architect. As the  
15 designation request indicates, Walter Cory designed the  
16 building, not his brother Russell or the firm of Cory &  
17 Cory. This is an important distinction, because it was  
18 under Russell Cory's leadership at Cory & Cory that such  
19 buildings as the Starrett-Lehigh Building in New York were  
20 designed and patented; some buildings I'm sure you'll be  
21 hearing about later. Russell always served as the firm's  
22 president. Walter was an engineer by training, and started  
23 off in Russell's firm as a draftsman. Walter worked with  
24 his brother between the years of 1924 and 1942, except for a  
25 two-year period when Walter retired to Florida and actually

1 ran a citrus grove.

2 In 1942, four years before this building existed,  
3 the firm of Cory & Cory dissolved, and Walter Cory left to  
4 work on his own. Walter Cory's solo work was not on the  
5 same scale and prestige as was the work done by Russell and  
6 the firm of Cory & Cory. In addition, unlike the firm,  
7 Walter Cory's solo work was not reported in architectural  
8 periodicals. In fact, Walter focused his work on far less  
9 substantial buildings, such as bottling plants.

10 Second, the subject building is similar in overall  
11 form to other basic industrial buildings constructed in the  
12 1940's for the bottling industry. It did not represent a  
13 new architectural style, and was not unique. In fact, by  
14 1946 when the building was constructed, the Art Moderne  
15 Style had existed for years. The building was merely a copy  
16 of other, then common, off-the-shelf bottling plants  
17 constructed by Canada Dry throughout the country. For your  
18 reference, I'm going to be attaching pictures of the  
19 building to my testimony.

20 Third, according to Canada Dry's records, the  
21 company did not select to locate its building in Silver  
22 Spring because of Silver Spring's reputation as an  
23 industrial center. On the contrary, Canada Dry located its  
24 plants in relatively lower rent districts, immediately  
25 outside their primary service area. In reality, what we

1 have in Silver Spring is merely one of Canada Dry's  
2 prototypical buildings, whose purpose was to service the  
3 established Washington, D.C. market and not the local  
4 market.

5 Fourth, the subject building was not built in the  
6 context of industrial development. In fact, Silver Spring  
7 is not known for its industrial development, while there  
8 might be some pockets. Instead, the area was noted for the  
9 scale and architectural quality of its retail development,  
10 which the county has, in fact, preserved. While there may  
11 have been another bottling plant and warehouse in the area  
12 fifty years ago, there is no context today. As such, the  
13 building does not exemplify the cultural, economic, social,  
14 political or historic heritage of the county.

15 Fifth, the preservationists muse about how the  
16 building might be reused. The building has sat vacant for  
17 years, however, and has been listed for sale for months. No  
18 one with reuse plans has made a viable offer, however, or  
19 presented a proposal to AT&T or the previous owner. This is  
20 important because AT&T, at this point, just wants to recoup  
21 its investment and is as willing to sell the property to an  
22 entity willing to preserve the structure, as to one who may  
23 need to demolish the building.

24 The preservation groups may discuss another Canada  
25 Dry building located in Portland I want to point out,

1 because I believe it's distinguishable. First, the  
2 designation request indicates the Portland building has been  
3 placed on the Historic Resource Inventory. Under such  
4 "Inventory", however, the local authority has no control over  
5 if, or whether the building is modified or demolished, but  
6 only must be given 120 days notice before demolition occurs.  
7 In Portland, the owner has the final decision regarding the  
8 demolition and the ultimate control over the redevelopment  
9 of the property. Second, the market supporting such reuse  
10 is very different than the market in Silver Spring. The  
11 Portland building is in a prime location and has excellent  
12 and unusual access to transportation. User demand for the  
13 building has remained high due to very low vacancy rates.  
14 Unfortunately, these factors do not exist in Silver Spring.

15 Finally, although a few features of the building  
16 may have some architectural interest, the building itself is  
17 extremely plain, and does not merit designation. It does  
18 not embody the work of a master, nor does it possess high  
19 artistic value. Also, if we use 50 years as our baseline in  
20 evaluating whether to preserve buildings, this very building  
21 as well as perhaps our own Mr. Harris over here may be next  
22 in line for preservation.

23 (Discussion off the record.)

24 MS. SILBER: The redevelopment of the property,  
25 including demolition of the subject building, was considered

1 by Montgomery County in various ways at least 14 times since  
2 1975. While these reviews have differed in scope or  
3 purpose, preservation of the subject building has never been  
4 required by any of them. I am going to attach a detailed  
5 list of the county's decisions over the years to my  
6 submitted testimony. The information contained in this list  
7 is compelling and we ask that you review the document. In  
8 the interest of time, however, I will try to summarize those  
9 actions.

10 Over the last 26 years, the Planning Board and  
11 Council have reviewed and/or amended the Silver Spring  
12 Sector Plan repeatedly, the latest being adopted just last  
13 year. In all of these plans, the county recommended  
14 redevelopment of the property, allowing demolition of the  
15 subject building. While the Council during this period  
16 designated other Silver Spring sites as historic, the  
17 subject property was identified and discussed, yet never  
18 listed. Consequently, the property was always considered  
19 for redevelopment and, therefore, demolition.

20 In 1984 the Historic Preservation Commission  
21 specifically considered whether the building should be  
22 designated. The Commission unanimously rejected such  
23 request finding that it "met none of the criteria of the  
24 ordinance". The preservation groups may say that the  
25 Commission did not have enough information before it to make

1 a decision. Although we do not agree, even if this were so  
2 at that time, certainly by February 2000, when the Council  
3 adopted the current Sector Plan, the building was 50 years  
4 old and there was virtually the same information that's  
5 before you today.

6 In addition, during this time period, the Planning  
7 Board approved a project plan, site plan and preliminary  
8 plan for the property. The issue of historic preservation  
9 was discussed in depth during the Planning Board's review of  
10 the project plan. In fact, the proponents submitted a  
11 number of letters -- proponents for preservation submitted a  
12 number of letters and supporting information explaining why  
13 they believed the property should be preserved. Many of  
14 these same letters are actually part of the designation  
15 request today. Despite these requests, the Planning Board  
16 rejected preservation, and unanimously approved the project  
17 plan allowing complete demolition of the subject building.

18 During the February 2000 Silver Spring Sector  
19 Plan, the HPC again held hearings on the significance of  
20 various structures within Silver Spring. Despite the  
21 presence this research, again the Council rejected any  
22 designation.

23 The Master Plan for Preservation indicates that in  
24 deciding whether to place a property on the Master Plan for  
25 Historic Preservation, the Planning Board must "balance the

1 importance of the historic property with other public  
2 interests." On balance, preservation is contrary to the  
3 more significant public interest of ensuring the  
4 revitalization in south Silver Spring.

5           While we believe that it is clear that the  
6 property does not meet the criteria of Chapter 24A of the  
7 Montgomery County Code, we recognize that the criteria is  
8 very broad and subjective. Thus, theoretically, anyone  
9 could formulate an argument regarding historic designation  
10 for any older building in Silver Spring. The Master Plan  
11 for Historic Preservation, therefore, requires the Planning  
12 Board to consider these claims and balance them in light of  
13 broad county interests, which include revitalization.  
14 Silver Spring was known for its retail development. As  
15 such, the county has taken steps to ensure that numerous  
16 buildings were preserved; for example, Hechts and the Silver  
17 Theater and Shopping Center complex.

18           Unlike the retail development that has already  
19 been preserved, preservation of the subject building is not  
20 in the public interest. Again, in February 2000, the  
21 Council adopted the Silver Spring Sector Plan and very  
22 clearly delineated that redevelopment was in the public  
23 interest, and not preservation. Specifically, the Council  
24 actively took steps to encourage and ensure that  
25 revitalization took place in south Silver Spring, and more



1 specifically on this property.

2 First, as part of the Sector Plan, the Council  
3 rezoned the property from CBD-R2 to CBD-2. The purpose of  
4 this rezoning was not only to encourage mixed-use  
5 development on the property, but also to facilitate higher  
6 density commercial uses near Metro. We understand that the  
7 preservation groups have a plan that they're going to be  
8 showing you which shows how part of the building could be  
9 preserved. Under any preservation scenario, however, the  
10 density use cannot be accomplished that would support  
11 economic revitalization of this area.

12 The Council provided that with these higher  
13 densities new zoning in these revitalization areas could  
14 include various incentives that: (1) capitalize on the  
15 momentum created by the proposed projects for Silver  
16 Spring's CBD, including what Discovery had already done; (2)  
17 create heightened investor interest and an improved  
18 investment climate in south Silver Spring; (3) position  
19 south Silver Spring to take advantage of their strategic  
20 locations near the Silver Spring Metro station and proposed  
21 multi-modal transit center; and (4) position south Silver  
22 Spring to take advantage of land use options that can be  
23 supported by the current real estate market" Preservation  
24 of all, or even part of the building will not allow a  
25 developer to achieve the redevelopment and densities that

1 the Council has determined to be in the public interest.

2           Second, the 2000 Sector Plan creates an overlay  
3 zone that includes the subject property. The purpose of the  
4 overlay zone is to allow flexibility in development  
5 standards, and allow increases in density. The Council  
6 recognized that there are many large tracts in need of  
7 redevelopment in south Silver Spring, including the subject  
8 property. The overlay zone even encourages demolition by  
9 allowing owners willing to demolish existing buildings to  
10 maintain or transfer development credits.

11           Third, the Sector Plan encourages wide promenades  
12 along East-West Highway with development along the street  
13 frontage, and parking in the rear. Furthermore, under the  
14 standard or optional method of development, 10 to 20 percent  
15 of the property, respectively, must be reserved for public  
16 use space. These requirements shrink the area within which  
17 to place a new building.

18           Finally, if the building is designated, the  
19 message to the development community is that regardless of  
20 prior final decisions, any building is fair game. With the  
21 market as it is, the result will be that developers will not  
22 look to redevelop older, blighted properties in Silver  
23 Spring, but will continue to focus on other areas. This  
24 certainly is not in the public interest.

25           In conclusion, we submit that AT&T's building is

1 not historic and does not meet the requirements of Chapter  
2 24A of the Code. Redevelopment of south Silver Spring and  
3 this property has been the goal of the county since 1975.  
4 It is evidenced in all seven amendments to the Silver Spring  
5 Sector Plan. As such, we ask that you reject designation in  
6 favor of redevelopment. If you were to designate even part  
7 of this property, you would be creating a conflict with  
8 current development plans and would be delegating to HPC  
9 your control over the redevelopment of the property. We ask  
10 that you maintain your authority. Furthermore, a  
11 recommendation to preserve the building will result in the  
12 preservation of a vacant blighted warehouse in the context  
13 of such developments as NOAA, Discovery, and the potential  
14 adjacent incubator space. Any preservation of the building  
15 will not be a reminder of the heyday of Silver Spring;  
16 instead, it will merely be a continued reminder of the  
17 blight that continues to plague south Silver Spring.

18 Thank you.

19 MR. HARRIS: I would simply add to that in  
20 conclusion -- Stacy's done a good job summarizing our  
21 position. I appreciate the HPC's sort of eleventh hour  
22 offer to reduce the setting from what they have proposed all  
23 along, but I don't think that gets us to where we need to  
24 be. The control of the building and whatever environmental  
25 setting would still be in the HPC's hands; not in your

1 hands, and the appeal from there -- an unsatisfactory ruling  
2 by them is simply to the Board of Appeals and to the courts.  
3 You folks don't have the role in that.

4           And I've been there before. I had a client with  
5 an historic building where the HPC was not reasonable as  
6 they propose they would be. They would not allow this  
7 client to replace the windows in that building because they  
8 were going to be built of new wood, although of the same  
9 type as the existing windows, and they were going to have  
10 two panes of glass in them instead of a single pane of  
11 glass. We had to take them to the Board of Appeals where  
12 they said the new windows were not going to smell like the  
13 old ones and, therefore, they needed to preserve the old  
14 ones. Fortunately, the Board of Appeals overturned that  
15 position and we were able to replace those windows, but we  
16 don't want to be there when we're trying to redevelop in  
17 south Silver Spring.

18           Thank you.

19           MS. PERDUE: Thank you. Our next speaker is  
20 Robert Dalrymple.

21           MR. DALRYMPLE: Good evening. For the record, Bob  
22 Dalrymple with the law firm of Linowes and Blocher,  
23 representing JBG Companies. Pete -- of JBG is with me at  
24 the table. JBG is the contract purchaser of this property,  
25 which we would suggest is a very strategic parcel to the

1 overall scheme of redevelopment and economic viability of  
2 south Silver Spring.

3 We're here this evening to urge you to reject  
4 designation entirely or any part of designation of this site  
5 for historic preservation. I guess to throw in as a  
6 footnote I propose designation of Bob Harris for historic  
7 preservation as well. We agree with all of the testimony  
8 that was given on behalf of AT&T. I think in great detail  
9 they set forth a lot of the same arguments that we would  
10 make.

11 JBG also owns the parcels adjacent to this parcel  
12 to the south of Blair Mill Road and JBG does have a vision  
13 for this area. Their vision is consistent with the goals  
14 and objectives of the recently-updated Sector Plan as to  
15 create a mix of uses in this area which have some synergy  
16 which blend together which make good use of the public  
17 spaces and which help each other meet the goals and  
18 objectives that I think everybody wants for this area.

19 This vision does not include designation of this  
20 parcel for historic preservation and we would suggest to you  
21 that designation would very significantly retard the ability  
22 of JBG to move forward on this.

23 They're under tests and studies in the contract  
24 right now. They have had an architect take a look at this  
25 property from the standpoint of how they would accommodate

1 their intended mixed use; primarily residential -- of this  
2 site through preservation, either in whole or part, of the  
3 existing improvements, and there's been nothing to suggest  
4 so far that there would be an economically-viable use of  
5 this land for them to continue with the contract if it is  
6 designated historic.

7           And, in fact, what you all do with this  
8 designation will go a long way towards JBG's deciding  
9 whether they're going to proceed under this contract or not.  
10 It's not a threat; it's reality. This site has been out  
11 there waiting for redevelopment for a long time. You have a  
12 property owner that stepped up and is ready to take the lead  
13 on it and will work with the other property owners around to  
14 try to make some sense of that portion of Silver Spring that  
15 we've all been struggling with for a long period of time.  
16 This is not the time to throw more roadblocks or hurdles in  
17 the way of it.

18           I'm not an expert in historic preservation, but I  
19 can read all of the past analysis of this site from the  
20 standpoint of its use in terms of historic merits of these  
21 improvements. There's been nothing that I have read that  
22 would suggest to me that there is anything about the use or  
23 anything about the improvements which merits protection.  
24 The only thing that's changed since 1984 when this was  
25 considered and determined not to be worthy of preservation

1 is 17 years. At that point in time there was a plan to  
2 redevelop this site and this area that would have made all  
3 this moot because we would have had reuse of those  
4 properties down there, and that didn't occur due to economic  
5 conditions of those times. Since that time, there's been  
6 nothing about those buildings or about that use that now  
7 elevates it to the status of being preserved under the  
8 Historic Preservation Ordinance.

9 I heard earlier that 50 years is the magic period  
10 of time. Well, 50 years doesn't, in and of itself, give  
11 reason to frustrate the redevelopment of south Silver  
12 Spring, and that's exactly what is going to be done if you  
13 continue the designation further.

14 There are significant redevelopment challenges to  
15 that area and I don't need to go into them; you're all aware  
16 of them, you've been living it as well as many of us in the  
17 room have been. The recent Sector Plan Updates were  
18 intended to generate incentive to redevelop there. It was  
19 intended to generate confidence in the process. It was  
20 intended to allow some creative thinking in terms of making  
21 good use of the public spaces, and to have some back and  
22 forth between the uses that would make for a good mixed-use  
23 environmental in that area.

24 The Sector Plan did not envision taking a  
25 significant parcel in that area and burdening it with

1 historic preservation of a facility that has no merit for  
2 preservation. We would ask you to remove the uncertainty  
3 that this designation would cause and we ask you to instead  
4 reinforce your desire to see that area redeveloped.

5 I think when you balance the goals of the Sector  
6 Plan and the need for revitalization and the rather  
7 bootstrap arguments I would suggest for preserving it  
8 through the Historic Preservation Ordinance, I think the  
9 decision is going to become clear to you. Remove the  
10 obstacles, allow this property owner to move forward -- this  
11 contract purchaser to move forward to do something that's  
12 good and right for this area and that will take us into the  
13 next hundred years with a good viable use of that land down  
14 there. We've got one change here; let's not blow it.

15 MR. ROBINSON: Counselor, I have one quick  
16 question. You've mentioned your study of public uses and  
17 alluded to public uses, in time would you be able to provide  
18 us with any details about how you view the concept of public  
19 use?

20 MR. DALRYMPLE: Well, right now we're early in the  
21 tests and studies, but I can tell you that we are very up-  
22 to-date on what the Sector Plan Update and what the zoning  
23 changes are encouraging us to do which is to look more  
24 holistically at the area, potentially to create some  
25 consolidated public use spaces, to allow a better mix of



1 uses and better pedestrian experiences around. There are a  
2 number of tools that have been created through the Sector  
3 Plan and the recent zoning changes that we intend to  
4 explore, but we need to find out first what the rules of  
5 engagement are going to be, and this is a major, major,  
6 major obstacle towards doing that.

7 MR. HOLMES: Any other questions?

8 MR. DALRYMPLE: Thank you.

9 MR. HOLMES: The next speaker is Dan Meijer.

10 MR. MEIJER: Good evening. I am Dan Meijer,  
11 recent elected co-chair of the Gateway Coalition. The  
12 Gateway Coalition consists of business and civic  
13 associations in Maryland and D.C. dedicated to the  
14 revitalization of South Silver Spring and upper Georgia  
15 Avenue in the District of Columbia. We have been publicly  
16 meeting monthly for nearly ten years. At the last monthly  
17 Gateway meeting, most of our members were astonished to  
18 learn that this large abandoned property could actually be  
19 considered for historic preservation. In short, we consider  
20 the designation request to be the unintentional preservation  
21 of urban blight; thus, the question of preservation received  
22 an unfavorable vote.

23 The property has had no significant historical  
24 role in our community. Some of our members, such as myself,  
25 have lived and worked in this area since the 1960's, so I'm

1 not quite historic, but I'm getting there. We cannot recall  
2 any significant event this building has had on our  
3 community.

4 This property is in urgent need of redevelopment.  
5 We are very concerned that the regulations and in particular  
6 those who abuse them that can be imposed upon this property  
7 by the proposed designation of historic, will greatly limit  
8 and restrict its chances for appropriate redevelopment.  
9 This is of particular concern to us now given the recent  
10 economic forecasts. We do not want to live and look at an  
11 eyesore for the next 10 years or more.

12 Although we have been meeting publicly for  
13 approximately the last 10 years, the historic preservation  
14 enthusiasts have only paid attention to our community rather  
15 recently. They have come to our meetings and advocated for  
16 the preservation of two other buildings in south Silver  
17 Spring, the former Institute of Dry Cleaning building,  
18 another large industrial facility, and even the abandoned  
19 1950 Silver Spring Post Office near Acorn Park. Again, we  
20 were astonished that these structures could even be  
21 considered historic.

22 For that reason we have some serious concerns  
23 about their overall agenda for this area. South Silver  
24 Spring is not Williamsburg, Virginia. The area has no  
25 chance of becoming such a tourist attraction. This area is

1 in urgent need of redevelopment and not preservation.

2 We, therefore, ask that the Planning Board  
3 exercise its planning wisdom on deciding this matter as it  
4 relates to the overall vision and revitalization of south  
5 Silver Spring. Can this community afford to set aside such  
6 large parcels aside for eternal preservation? We think this  
7 is unwarranted, unrealistic and impractical and urge the  
8 Planning Board to do the same.

9 Thank you for listening to our views.

10 MR. HOLMES: Thank you. Ray Timmermann.

11 MR. TIMMERMANN: Good evening. My name is Ray  
12 Timmermann. I am the owner of the Sir Speedy Printing  
13 Center here in downtown Silver Spring. I am also the  
14 president of the Greater Silver Spring Chamber of Commerce,  
15 and represent the Chamber this evening.

16 As the representative for Silver Spring  
17 businesses, the Chamber considers the success of downtown  
18 Silver Spring a very high priority. In order for Silver  
19 Spring to return to its status as one of the area's most  
20 successful commercial centers, we must take care to ensure  
21 that decisions are made to allow the success of the  
22 development and the redevelopment to occur.

23 The business community respects Silver Spring's  
24 history, and the desire to preserve it, when preservation is  
25 appropriate and benefits the community. But in this case,

1 we believe it is more important to ensure Silver Spring's  
2 future commercial success and by encouraging new investment,  
3 which will have a great impact on the quality of life for  
4 all of Silver Spring. We are here this evening to support  
5 the Silver Spring that lives and breathes today, and the  
6 future investment that will keep it healthy. We ask that  
7 you not designate the Canada Dry site as historic.

8 Silver Spring is in tenuous times. While we are  
9 fortunate to have new development happening here, we have a  
10 long way to go before we can claim victory over decades of  
11 decay. We ask you to consider the danger that preserving  
12 this piece of the past would pose to jeopardizing the area's  
13 future.

14 The site's location, along the East-West Highway  
15 corridor, is just beginning to see redevelopment. Empty and  
16 abandoned properties are now being considered for new uses,  
17 with retail, office, hotel, residential, and a small  
18 business development that would bring life to this location  
19 and infuse Silver Spring with choice properties in walking  
20 distance to the Metro. Downtown Silver Spring is a large  
21 area that needs a lot of new investment, and we are  
22 concerned that historic designation will give potential  
23 investors no choice but to seek projects elsewhere that are  
24 less costly to develop. The Canada Dry site will remain  
25 abandoned, and continue to be a source of urban blight in

1 the middle of a landscape that is new for new investment.

2 Silver Spring has been waiting a long time for the  
3 kind of interest developers are showing today. This  
4 community, the residents, office workers and the businesses  
5 here deserve a chance to have their community realize its  
6 long-awaited potential.

7 Thank you.

8 MR. HOLMES: Thank you, sir. Bob Blaker. Bob  
9 Blaker. Elnora Harvey.

10 MS. HARVEY: Good evening everyone. My name is  
11 Elnora Harvey and I am the chair of the Silver Spring  
12 Citizens Advisory Board. The board is selected by the  
13 County Executive to represent the views of the citizens of  
14 Silver Spring. On behalf of the board I am here to testify  
15 against the inclusion of the Canada Dry Bottling Plant in  
16 Silver Spring on the county's Historical Atlas. The board  
17 approved a resolution recommending that the Montgomery  
18 County Preservation Historic Commission not approve historic  
19 designation for the former Canada Dry Bottling Plant located  
20 at the intersection of East-West Highway and Blair Mill Road  
21 in Silver Spring. And I want you to know that I live  
22 directly across the street from that plant and it has been  
23 an eyesore. The vote was unanimous with one abstention. I  
24 have provided a written version of my testimony, and I ask  
25 that it be made part of the record of these proceedings.

1           As you know, historic preservation is an issue  
2 that has attracted a great deal of attention in Silver  
3 Spring experiences -- regarding redevelopment. However,  
4 what appears to be ignored is that the historic significance  
5 of Silver Spring is that it was once an important center of  
6 commercial activity and entertainment. In fact, in the 40's  
7 and 50's, Silver Spring was the second largest retail and  
8 entertainment district in the State of Maryland.  
9 Accordingly, we view redevelopment as an effort to restore  
10 Silver Spring to its historical status as an area of  
11 vigorous commercial, retail, and entertainment  
12 opportunities, rather than as a threat to Silver Spring's  
13 history.

14           We urge, therefore, that any decision on historic  
15 designation be made in the context of balancing the  
16 architectural significance of a particular structure against  
17 the opportunity to re-establish Silver Spring to its  
18 historic prominence as a vibrant downtown where people come  
19 to work, shop, and be entertained. I'm not going to read  
20 everything because you have copies of it, because it's  
21 rather lengthy.

22           With regard to the Canada Dry Bottling Plant, we  
23 believe that the balance should weigh against the inclusion  
24 of the building on the Historical Atlas. This building is  
25 an industrial structure that has not operated as a

1 functioning bottling plant for several years. It has  
2 increasingly become a visual eyesore and public nuisance.  
3 The Canada Dry building was built during an era when  
4 warehouses, a lumber yard, a rail yard, and light industry  
5 characterized the area around the B&O railroad tracks in  
6 Silver Spring. The warehouses, lumber yards and industrial  
7 uses have given way to modern office buildings, apartment  
8 buildings and townhouses.

9           The Canada Dry site faces an apartment complex,  
10 it's adjacent to the new NOAA headquarters, and it's across  
11 the street from the Discovery Annex and a soon-to-be-  
12 constructed technology incubator. The Canada Dry building  
13 severely detracts from the look and feel of the more  
14 attractive structures now in place.

15           There have been a number of proposals to use the  
16 site in a manner consistent with surrounding development  
17 that will further support the redevelopment of Silver  
18 Spring. The current owner has proposed using it for a high-  
19 tech center. Another developer has been in negotiations to  
20 purchase the site to construct housing. None of those  
21 proposals will go forward if the use of the site includes  
22 the cost of rehabilitating the Canada Dry Bottling Plant.

23           We want to ensure that private capital is  
24 attracted to Silver Spring and encumbering the building with  
25 an historic designation will discourage investment that will

1 support the community and the county objectives. There is  
2 no realistic possibility that this building will be restored  
3 to its former use or be adapted to a new use. An historic  
4 designation will seal the fate of an important parcel of CBD  
5 real estate.

6 With regard to restoration, some proponents of  
7 historic designation compare the bottling plant to the  
8 Silver Theatre, the so-called crown jewel of the  
9 redevelopment of Silver Spring. However, the Silver Theatre  
10 is unique. It is being restored to its original use as a  
11 grand movie theater. And the state and county have  
12 contributed \$20 million to make that restoration a reality.  
13 No one can seriously believe that public funds will be used  
14 to restore the Canada Dry building to be a functioning  
15 bottling plant. And even if such restoration took place, no  
16 bottling company has shown any interest in operating a  
17 bottling plant in the middle of Silver Spring.

18 If the Canada Dry Bottling Plant receives historic  
19 designation, it will likely remain a vacant, withering  
20 eyesore. There is no evidence of demand to adapt this  
21 structure to a new use. Preserving the building on this  
22 site would impose economic hardship on a new owner, make it  
23 impossible to maintain the structure, and works against  
24 effective use of the zoning envelope of the entire site.

25 In summary, the Silver Spring Citizens Advisory



1 Board asks that you apply common sense and reason to your  
2 decision regarding the Canada Dry Bottling Plant. Some  
3 buildings are worth saving at any cost. Some are worth  
4 saving because the value of historical preservation  
5 outweighs benefits of new development. Other buildings,  
6 like the Canada Dry Bottling Plant in Silver Spring, should  
7 not be preserved because the benefits of proposed  
8 alternatives clearly outweigh the benefits of preservation.

9 On behalf of the citizens of Silver Spring, I  
10 thank you for your attention and your courtesy.

11 MR. HOLMES: As an aside, I think you missed one  
12 sentence.

13 MS. HARVEY: There was some --

14 MR. HOLMES: I'm only kidding you.

15 MS. HARVEY: I saw you earlier. Thank you very  
16 much.

17 MR. HOLMES: Bryant Foulger.

18 MR. FOULGER: I'm glad I didn't submit my  
19 testimony for you to follow. Good evening, Mr. Chairman,  
20 Planning Board members. My name is Bryant Foulger. I'm a  
21 principal of the Foulger Pratt Companies. I've been  
22 developing properties in Silver Spring -- oh, I want to go  
23 on record; Bob Dalrymple is not representing me tonight, and  
24 I want to make sure I don't get a bill, because he and I are  
25 in the same building at the same time.

1 MR. HOLMES: He would do that, too.

2 MR. FOULGER: Yeah, he would. I want to get that  
3 clear. I've been developing properties in Silver Spring now  
4 for over 15 years and I speak tonight as an owner of the  
5 property located immediately adjacent to the Canada Dry  
6 property. Our firm developed the Silver Spring Metro Center  
7 known as the -- otherwise known as the NOAA Headquarters and  
8 we continue to own and manage three of the four buildings  
9 that have been built on that complex. Our firm is also  
10 working with the Peterson Companies on the development of  
11 the downtown Silver Spring Redevelopment Project and we've  
12 also been designated with Mid-Cities Urban as the developer  
13 of the Silver Spring Transit Center and its air rights  
14 private development.

15 Over the past 15 years, we have worked hard --  
16 very hard -- to convince the marketplace that Silver Spring  
17 is a great place to live and work and play. And at time, as  
18 you can imagine, that has been a tough sell. While the  
19 demographics of Silver Spring are impressive, while Silver  
20 Spring's access and transit availability are as good as  
21 there is in the metropolitan area, and while its location  
22 inside the Beltway is very desirable, its appearance and the  
23 impression one gets as one travels through Silver Spring has  
24 been a difficult hurdle to overcome.

25 We were able to overcome that hurdle in the

1 downtown Silver Spring project primarily because we have a  
2 large 22-acre tract that was assembled for the project by  
3 the county. We were, thus, able to create our own  
4 environment. We were able to overcome those same Silver  
5 Spring hurdles with the NOAA project because we were able to  
6 do the same thing; we were able to create -- assemble a  
7 large site that allowed us to create a whole new environment  
8 for NOAA.

9           Much progress has been made in Silver Spring.  
10 Significant joint efforts of the county, the state, the  
11 private sector and the community have all resulted in a new  
12 direction and a wonderful new momentum in Silver Spring.  
13 Much has been done; there remains much still to do and  
14 hurdles still remain.

15           Nearly 10 years ago we obtained the necessary  
16 development approvals for the Silver Spring Metro Center  
17 project. As I mentioned before we had built four phases and  
18 those are all occupied by NOAA. The fifth and final phase  
19 has never been built. It's a 200-unit apartment project.

20           For the past 10 years our firm has had every  
21 incentive and every interest in building our phase five, but  
22 we have been unable to do so because of the economic  
23 conditions and the physical environment that did not allow  
24 us to move forward. Financing was unavailable, and most  
25 importantly, the adjacent Canada Dry Bottling Plant

1 continued to operate as an industrial facility, negatively  
2 affecting our ability to lease the nearly half of our units  
3 that look over the site.

4           You might look at the picture on the right. The  
5 caption there is Canada Dry Bottling Plant, and down below,  
6 view from NOAA. That is what half of the units of our  
7 proposed apartment building would look over, and our ability  
8 to lease with that kind of view was doubted by us and by the  
9 financing community, and so our site -- our residential site  
10 -- has remained undeveloped.

11           And then things have begun to change in Silver  
12 Spring. Silver Spring, with the development of the Downtown  
13 Silver Spring Project, the Discovery Communications  
14 Headquarters building, Discovery's redevelopment of the  
15 Caldor Building, the -- townhouse project, etcetera all  
16 began to create a new interest and vibrancy in Silver  
17 Spring. For the first time in many years, apartment rental  
18 rates reached levels that would support new apartment  
19 construction, and then came the news that AT&T had purchased  
20 the Canada Dry site with the idea of developing the site.  
21 We, then immediately, began planning the construction of our  
22 apartment building.

23           And then things changed again. AT&T decided to  
24 sell the site with its development now on hold. And then  
25 the Historic Preservation Commission proposed designating

1 the entire Canada Dry site historic.

2 As someone who has worked hard, as many have, to  
3 make good things happen in Silver Spring and to bring good  
4 things to Silver Spring, I oppose this designation. My  
5 development experience tells me that if the designation is  
6 approved, the range of possible development scenarios that  
7 conform with the historic designation become extremely  
8 limited. And the more limited the possibilities, the longer  
9 the property will languish and deteriorate and we don't need  
10 any more deteriorating buildings in Silver Spring.

11 As an adjacent property owner who is planning a  
12 new attractive residential building, one that people have  
13 been waiting a long time for, I also oppose the designation.  
14 It will hurt our efforts to finance and lease over 200 new  
15 apartment units, possibly delaying the construction of the  
16 first new apartment units to be built in downtown in many,  
17 many years.

18 I'm not an expert in historic preservation, but I  
19 do have a lot of experience in it. We are, as you know,  
20 working closely with the State Historic Trust, the Historic  
21 Preservation Commission, the county and the Planning Board  
22 to bring about the rehabilitation of the historic Silver  
23 Theatre and the historic Silver Spring Shopping Center.  
24 Work, as you know, is already under way and when completed,  
25 these buildings will have been successfully rehabilitated to

1 their former glory, while housing very modern and desirable  
2 uses.

3           While I am aware of technical requirements and  
4 definitions as to what is historic and what is not, in my  
5 mind what makes those buildings historic is the wonderful  
6 connection that exists between the community and those  
7 buildings. I can't tell you how many times people have come  
8 up to me and said, "I remember as a kid going to the Silver  
9 Theatre." Two days ago it was Coach Morgan Wooton --

10           MR. HOLMES: Can you summarize?

11           MR. FOULGER: I'm summarizing. These buildings  
12 are historically significant, but -- and architecturally  
13 significant, but more than anything, there is a connection  
14 between this community and those buildings. I have never in  
15 all of my time in Silver Spring ever heard anyone say, "I  
16 remember going to the Canada Dry Plant when I was a kid."

17           Thank you.

18           MR. HOLMES: Thank you. Mary Riddon -- Reardon,  
19 I'm sorry, and Jerry McCoy.

20           MR. McCOY: Good evening ladies and gentlemen.  
21 For the record, my name is Jerry A. McCoy. I am a resident  
22 of downtown Silver Spring and the founder and president of  
23 the Silver Spring Historical Society. To my right is  
24 downtown Silver Spring resident Mary Reardon, chair of the  
25 Society's preservation committee. We have prepared a brief

1 presentation in which I will cover the significant  
2 highlights of Silver Spring's Canada Dry Bottling Plant and  
3 its architect, Walter Monroe Cory. Mary will conclude with  
4 additional remarks.

5           Next. The -- of Silver Spring's historic 1946  
6 Canada Dry Bottling Plant has once again placed the Silver  
7 Spring community, as well as Montgomery County, at the  
8 crossroads of balancing historic preservation with new  
9 development. This evening we have the opportunity to  
10 continue the process of placing this architecturally  
11 significant structure on Montgomery County's Locational  
12 Atlas and Index of Historic Sites and the Master Plan for  
13 Historic Preservation.

14           Next. Located at 1201 East-West Highway, the  
15 Canada Dry Bottling Plant is the finest example of  
16 industrial streamlined moderne architecture in Montgomery  
17 County and, perhaps, in Maryland. Designed by New York City  
18 architect Walter Monroe Cory, Cory was nationally renowned  
19 for his specialty in the design of industrial buildings.

20           Next. Canada Dry represents Silver Spring's post-  
21 World War II industrial and commercial growth. The building  
22 features uncluttered design, sweeping lines suggesting  
23 motion, ribbon windows, rounded corners, as well as abundant  
24 use of aluminum and glass brick.

25           Next. The curve is a prominent architectural

1 feature found throughout the building, characteristic of a  
2 streamlined moderne design element. The following year, in  
3 1949, Hecht's opened up its first suburban department store  
4 with its massive curving facade at the corner of Ellsworth  
5 and Fenton, stylistically akin to Canada Dry's glass block  
6 curved facade.

7           Next. Originally partnered in the 1920's with his  
8 brother Russell, the firm's motto was, "Factory's can be  
9 beautiful". Some of the firm's major accomplishments they  
10 were among the handful of American architects in the  
11 Seminole Modern Architecture International Exhibition held  
12 at the Museum of Modern Art in New York City in 1932.  
13 "Walter Monroe Cory's work is now firmly established as an  
14 important part of 20th century architecture in America",  
15 stated Robert A.M. Stern, the esteemed architectural  
16 historian.

17           And the Corys still influence architecture today.  
18 The condo building at 68th Street and Broadway in New York  
19 City is "obviously derivative of the 1931 Starrett-Lehigh  
20 Building designed by the Corys." That comes from the  
21 Architectural Guidebook to New York City.

22           The Starrett-Lehigh Building takes up an entire  
23 city block in the Chelsea District of New York City. This  
24 19 story combination factory/warehouse features nine miles  
25 of ribbon windows with elevators large enough to transport



1 trucks to each floor. It features -- well, simple but  
2 sweeping lines, horizontal ribbon windows and rounded  
3 corners, all found in the Canada Dry building.

4           Next. The Starrett-Lehigh Building in Manhattan  
5 was declared a landmark by the New York Landmarks  
6 Preservation Commission in 1988 and architect Stern has said  
7 of the building that from an aesthetic point of view, it  
8 came as close as any American building of its time to the  
9 stylistic tenets of the European-based international style.

10           Next. Today the Starrett-Lehigh Building is a  
11 center of the newly trendy Chelsea District. Said Stern, it  
12 is one of the most powerful demonstrations of the horizontal  
13 continuities which reinforced concrete, aluminum, and slab  
14 construction made possible; continuities that proponents of  
15 international style deem virtually indispensable to modern  
16 aesthetics. Today, the Starrett-Lehigh Building is used as  
17 film and photo studios. Fashion designers have their  
18 corporation headquarters. Even Martha Stewart has her  
19 corporate offices there. And, you know if Martha is in  
20 there, this Cory-designed building has to be a good thing.  
21 I just had to throw that in.

22           Other major Cory buildings -- the Cory designed  
23 for the Johnson & Johnson Company in New Brunswick, New  
24 Jersey in 1948 two buildings; one was the Johnson & Johnson  
25 Ligature Laboratory, which the 1941 architectural forum

1 deemed probably the most modern monumental defense plant in  
2 the United States --

3 MR. HOLMES: Just a question about that. Didn't  
4 they -- Johnson & Johnson, in terms of building their new  
5 building, didn't they get rid of that? In Brunswick, right?  
6 New Brunswick?

7 MR. MCCOY: Yes.

8 MR. HOLMES: I think they got rid of that, didn't  
9 they?

10 MS. REARDON: There are -- there's at least one of  
11 those New Brunswick buildings still standing today. I know  
12 the ligature building is -- get rid of it, you mean by  
13 demolishing it or --

14 MR. HOLMES: Yeah. Yeah.

15 MS. REARDON: No, I'm not --

16 MR. HOLMES: They did not include it on their  
17 expansion of their new campus. They got rid of it when they  
18 built their new campus, I thought.

19 MS. REARDON: I don't know, but I know that at  
20 least one of these buildings is still standing.

21 MR. HOLMES: Okay.

22 MS. REARDON: We can find that out.

23 MR. MCCOY: And the other building; the Johnson &  
24 Johnson Industrial Tape Building, which was featured in --  
25 Depression Moderne, 30's Style in America, which was

1 published in 1975. And here's a photograph of the  
2 Industrial Tape Building.

3           And then continuing, other major Cory buildings,  
4 the Cashman Laundry Plant, which still exists in the Bronx,  
5 built in 1932. It's referred to as the Starrett-Lehigh's  
6 little brother and Stern describes this building in that it  
7 rebuilt the impact of a self-conscious modernism on a  
8 building type whose aesthetics normally would have been less  
9 highly -- and the building was included in the AIA Guide to  
10 New York City. Lewis Mumford who was the then architecture  
11 critic of the New Yorker said that its cantilevered  
12 construction permitting uninterrupted ribbon windows and  
13 abundant light and air was praised by Lewis Mumford.

14           Next. During our research, we discovered that a  
15 twin of the Canada Dry building exists in Portland, Oregon.  
16 Since 1981 it has been totally renovated and provides office  
17 and warehouse space to that community.

18           Next. Supporters include -- for the preservation  
19 of the Canada Dry Bottling Plant -- the Art Deco Society of  
20 Washington, Montgomery Preservation, Inc., Preservation  
21 Maryland, Allied Civic Group, Montgomery County Civic  
22 Federation, and the Woodside Park Civic Association.

23           And I'll end with a few testimonials specifically  
24 directed to the Canada Dry building. Richard Longstreth,  
25 associate professor of architectural history at George

1 Washington University and past president of the Society of  
2 Architectural Historians, has said that the Canada Dry is a  
3 superb example of streamlined design put to industrial use;  
4 without question, the best example of its kind in the county  
5 and certainly one of the very best in the greater Washington  
6 area.

7 Richard Guy Wilson, who is the Commonwealth  
8 professor and chair of the Department of Architectural  
9 History at the University of Virginia has said that "Canada  
10 Dry is an excellent example of commercial architecture of a  
11 post-Depression era, well designed and evocative. The  
12 architect Walter Monroe Cory has a reputation as an  
13 important designer of industrial buildings. This is an  
14 important building that played an important role in the  
15 industrial and commercial history of the Washington/Maryland  
16 area.

17 And ending with Robert A.M. Stern. He has said  
18 the Canada Dry plant is an excellent example of the  
19 streamlined moderne style in its synthesis of classical  
20 composition and modernist elements, including horizontal  
21 strip windows, curved corners and a large expanse of glass  
22 brick which defines the principal entrance.

23 Concluding, with restoration and adaptive reuse,  
24 Canada Dry will be a magnificent centerpiece for south  
25 Silver Spring's industrial and commercial corridor. And I

1 end with a quote from John Sawhill of the Nature  
2 Conservancy. "In the end our society will be defined not  
3 only by what we create, but by what we refuse to destroy."

4 MS. REARDON: Good evening, Mr. Chairman and  
5 members of the Board. I'm Mary Reardon. I'm preservation  
6 chair of the Silver Spring Historical Society, the  
7 organization that nominated the Canada Dry building to the  
8 Master Plan. I live right near the Canada Dry plant and,  
9 unlike my neighbor, Elnora Harvey, I get a great deal of  
10 pleasure from looking at this building and I can see past  
11 boarded up windows to imagine something that could be really  
12 spectacular.

13 Tonight's hearing is about whether the Canada Dry  
14 building meets the criteria for historic designation in the  
15 County Code -- criteria such as the architectural and  
16 historic merits of the building and the importance of the  
17 work of its architect, Walter Monroe Cory. This is what the  
18 ordinance provides, and this is the intent of the law. This  
19 hearing is not about accommodating the plans of any  
20 developer or potential developer of the site. It's not a  
21 project plan hearing, although listening to some of the  
22 earlier speakers, it almost sounded as if it were a project  
23 plan hearing.

24 It is true that the 1979 Master Plan for Historic  
25 Preservation provides for these criteria to be balanced with

1 other public interests. Nevertheless, it is the intent of  
2 preservation law -- the ordinance -- 24A -- to protect  
3 historic resources that meet the criteria from falling  
4 victim to the demands of the market. Otherwise,  
5 preservation law is meaningless.

6 We have a strong case for county designation of  
7 this site. We even have an informal statement from Maryland  
8 Historic Trust that the building would merit National  
9 Register eligibility. The Silver Spring Historical Society  
10 supports the recommendation of the Historic Preservation  
11 Commission to include the Canada Dry site on the Master Plan  
12 for Historic Preservation. Having said that, we recognize  
13 the legitimate concerns of planners and public officials for  
14 revitalization of south Silver Spring. It is a concern of  
15 ours as well. It was never our intent to tie up the entire  
16 site and prevent it from development. Our intent is to be  
17 flexible, as is the intent of two other organizations  
18 spearheading this designation effort; the Art Deco Society  
19 of Washington and Montgomery Preservation, Inc.

20 We believe that maximum flexibility for use of the  
21 site can be achieved by designating the entire site, as the  
22 HPC recommends. Here are the reasons. First, the Master  
23 Plan designation could include language to accommodate a  
24 development plan that might call for partial preservation.  
25 Second, if a developer were interested in an adaptive re-use

1 project, that developer could benefit from federal and  
2 state, as well as county, preservation tax credits. In  
3 short, full designation would leave options open. The  
4 language, of course, would have to be specific in indicating  
5 the minimum portion of the building that would have to be  
6 preserved. Precise language would be in the interest of  
7 developers, who would then know the parameters up front, and  
8 also in the interest of preservationists, who want to avoid  
9 any open-ended permission to demolish parts of the building.

10 What makes this building aesthetically interesting  
11 and that captures its Streamline Moderne style are its key  
12 architectural features; the walls of yellow brick with  
13 horizontal wraparound windows, the second-story curved  
14 corners, in addition to the rotunda. Can we show that  
15 slide?

16 MR. HOLMES: Could you summarize? Your time has  
17 expired.

18 MS. REARDON: I thought I had five minutes.

19 MR. HOLMES: You have a total of 10 minutes  
20 between the two of you.

21 MS. REARDON: Can anybody cede me time? Because  
22 we're the ones who nominated this, and I think --

23 MR. HOLMES: Marcie --

24 MS. PEARSALL: Lorraine Pearsall.

25 MS. REARDON: Lorraine Pearsall. Thank you. But

1 I want you to see what we're talking about when we -- we  
2 think it would be helpful to specify in the Master Plan what  
3 could be the minimum that would have to be preserved.

4 Any language in the Master Plan to accommodate  
5 development would have to specify preservation of the two-  
6 story section of the building that incorporates those  
7 features. Anything less would be a mockery of preservation.  
8 Preserving this section would leave most of the site  
9 available to redevelopment, and a creative architect could  
10 work with this to produce a successful project.

11 You have heard from the County Executive and you  
12 heard tonight from opponents of the Master Plan inclusion  
13 that this structure has been reviewed and rejected a number  
14 of times by the county since 1975. The fact is that before  
15 1993 there was no more than one paragraph of information  
16 about the Canada Dry building or its architect in county  
17 files. The fact is that the building was never considered  
18 on its own outside of the district collection of buildings  
19 for Atlas or Master Plan placement. The fact is that sector  
20 plans and project plans do not constitute review for  
21 historic designation. Sector plans generally only discuss  
22 buildings already on the Atlas of Historic Sites. These are  
23 not final decisions on the merits of this building and  
24 whether it should be designated. This is the first time the  
25 building has been formally reviewed for historic designation



1 on its own and with sufficient information. Letters last  
2 summer from former HPC Commissioner Eileen McGuckian and  
3 former HPC staffperson Roberta Hahn, who were around in  
4 1984, confirm this and express strong support for Master  
5 Plan designation today.

6 The Canada Dry building should be a source of  
7 pride for Silver Spring and for the county. One of the most  
8 famous architects in the country, Robert Stern, has written  
9 about the work of the architect, has looked at the photos of  
10 the Canada Dry building, and has urged that the building be  
11 preserved. Two of the country's foremost experts on mid-  
12 century commercial industrial architecture have also weighed  
13 in on the side of designation. You have letters from these  
14 professionals on file; some of them sent very recently. One  
15 building designed by the architect, Walter Monroe Cory, has  
16 been featured in recent years in major magazines and is the  
17 centerpiece of a revitalized industrial area of Manhattan.  
18 And these experts, who are not paid experts, will disagree  
19 strongly about what was said earlier about Walter Monroe  
20 Cory by opponents of designation.

21 When the Armory was demolished three years ago,  
22 the county promised to commission an inventory of 20th  
23 century buildings in Silver Spring. The implication of this  
24 mitigation initiative was that no significant buildings  
25 would be summarily demolished; there would be a thorough

1 review and recognition of buildings based on historic  
2 preservation criteria. In effect, the promise of an  
3 inventory, because of the gravity of demolishing the  
4 historic Armory -- the promise of this inventory implied a  
5 moratorium on demolition until the inventory was done --

6 MR. HOLMES: Could you summarize? You've used  
7 your ceded time also.

8 MS. REARDON: It would be ironic if this building  
9 were demolished before the inventory is underway. It is  
10 inconceivable that a building of this caliber could not be  
11 designated. If we can't designate this building, the  
12 implications for county preservation law are grim. We  
13 believe --

14 MR. HOLMES: Ma'am, would you please --

15 MS. REARDON: One sentence -- with some  
16 flexibility in the Master Plan this site can be productively  
17 redeveloped while preserving a valuable county landmark.

18 Thank you.

19 MR. HOLMES: Thank you.

20 MS. REARDON: Thank you for your patience.

21 MR. HOLMES: It's not that we don't want to give  
22 time --

23 MS. REARDON: I understand.

24 MR. HOLMES: -- but we do have a lot of people and  
25 we'd like to get them in also. Marcie Stickle.

1 MS. STICKLE: Imagine yourself in Walter Monroe  
2 Cory's mind, what skill and cleverness you would call upon  
3 in designing the Montgomery County's Canada Dry Ginger Ale  
4 Bottling Plant in Silver Spring to be productive,  
5 utilitarian, and full of grace. Imagine your joy at  
6 selecting your building materials, mixing them together  
7 exuberantly in a recipe to create a functional and artistic  
8 building for all seasons, now to be reused creatively, and  
9 in an economically vital way. Imagine the craftsmanship and  
10 vitality of the men and women who took these elements and  
11 built this structure; steel beams rising proudly into the  
12 sky, skillfully placing brick upon brick, creating  
13 streamlined art deco curves and wings as functional inside  
14 as aesthetically beautiful on the outside. Imagine working  
15 here. Coming through its awesome circular rotunda two  
16 stories high, entering the plant either through the rotunda  
17 or spiraling up cantilevered steps to second floor offices  
18 only last year still bustling with activity. Then heading  
19 across the remarkable dynamic bridge and catwalk; another  
20 architectural treat and feat, leading across and then down  
21 into the vast cavernous bottling arena with incredible reuse  
22 potential.

23 We request and recommend and will be grateful that  
24 the Planning Board take a tour of the Canada Dry building  
25 accompanied by HPC staff Gwen Wright and Robin Ziek and a

1 member of the preservation community. We believe you will  
2 be delightfully surprised. Let your imaginations freely  
3 range. I speak to an exciting collaboration.

4 One; the HPC with a unanimous amendment and  
5 clearly indicates, "development at the site is anticipated  
6 and welcomed." The building has 66,000 square feet and a  
7 setting of 2.93 acres, endless possibilities to work with  
8 this site in conjunction with its elegant centerpiece  
9 building.

10 Two; the historic inventory. Remember the  
11 inventory. The Canada Dry building should already be on  
12 required Maryland Historical Trust -- Historical Inventory  
13 for potential National Register designation of Silver  
14 Spring's CBD to have been initiated in September, 1999.  
15 "With a strong potential for nomination of a thematic Art  
16 Deco district." June 1998. Historic Area Work Permit  
17 signed by Mr. Bryant Foulger. This exciting requirement is  
18 a priority "mitigation" for the loss of our historic 1927  
19 Silver Spring Armory and is to be a blue print, a road map  
20 of our CBD treasures to respect and especially incorporate  
21 into our redevelopment projects, expressing the drama of  
22 combining the best of the old with the best of the new.  
23 Doing so leads to the Renaissance of Silver Spring.

24 It is now November 2001 and although so much hard  
25 work has already going into it by HPC staff, the consultant

1 already chosen, the County Executive has yet to carry out  
2 his legally required commitment, as Bryant Foulger-Pratt  
3 Companies. We ask you to immediately unglue the sticking  
4 place and speak with the County Executive and with Foulger-  
5 Pratt. We ask tonight for a moratorium on demolition of  
6 significant buildings, 50 years of age or older, structures  
7 that will be embraced by the inventory.

8           Rodney Little, MHT director -- Maryland Historical  
9 Trust director, June 1998 to the Silver Spring Redevelopment  
10 manager: "This intensive architectural survey should be one  
11 of the first priorities of the mitigation measures. The  
12 overall redevelopment project would benefit greatly from  
13 this step because it could accelerate the rehabilitation of  
14 buildings that qualify for federal and state historic  
15 preservation tax credits." The Maryland Historical Trust  
16 and the County Executive Office Memorandum of Understanding:  
17 "By September 1999, the County will initiate an intensive  
18 architectural survey of the Silver Spring CBD." We are all  
19 eager to have this inventory kickoff so we can all  
20 collaborate together in this wonderful interplay of the best  
21 of the old and the best of the new.. It flows also into the  
22 Montgomery County Entertainment Master Plan, with the use of  
23 older buildings as exciting venues.

24           We request that the Planning Board require now  
25 that the inventory commence. Give us the green tape go-

1 ahead. Set the stunning precedent with our precious Canada  
2 Dry building, allowing no harm to befall it, raising up and  
3 praising the purchaser and developer who works with it. Let  
4 the collaboration begin. Unleash our mutual energies.

5 Three, heritage tourism. The Canada Dry building  
6 will be an intrinsic part of the State of Maryland Certified  
7 Heritage Tourism Management Area in the railway cluster.

8 Montgomery County was approved for this state certification  
9 fall 2000. Heritage tourism is economic development. David  
10 Edgerly, County Economic Development Chief, and Kelly Groff,  
11 Conference and Visitors Bureau Executive Director, have  
12 pledged to work energetically together with us to promote  
13 heritage tourism in Montgomery County, drawing tourists and  
14 their trade from around the country to visit our vital  
15 treasures. If we destroy our heritage treasures, how will  
16 we ever compose our heritage clusters for trails. We will  
17 have nothing to put into them. Heritage tourism is a  
18 state/county collaboration. The state offers broad economic  
19 and program support through its many agencies to target  
20 investment zones, grants, loans, and much more. Allow this  
21 economic incentive to come to fruition.

22 Adaptive reuse. The bottling plant dressed and  
23 retrofitted for success. A prime example is Canada Dry  
24 West, our twin by Walter Monroe Cory. The Davis Business  
25 Center in Portland, Oregon is a 20-year success story. We

1 have a request --

2 MR. HOLMES: Ma'am, would you summarize. Your  
3 time --

4 MS. STICKLE: Yes, I will. We have requests in to  
5 the DBC to provide us with their retrofitted floor plans for  
6 Canada Dry West, which was able to achieve its level of  
7 success since 1982. They say the distinctive architecture  
8 of the DBC building makes it easy to find and it's at the  
9 center of it all, which is exactly where our Canada Dry --

10 MR. HOLMES: Ma'am, you have three more pages and  
11 you're continuing to read. I will ask you to summarize,  
12 please.

13 MS. STICKLE: I -- let our elegant Canada Dry  
14 building east have this opportunity for success through its  
15 rightful place on the inventory, through its rightful place  
16 in the Heritage Tourism Railway Cluster, it's rightful place  
17 on the Historic Preservation Master Plan, and let us all  
18 proudly carry out our Silver Spring history forward, all in  
19 concert with each other; the best of the old with the best  
20 of the new, promoting each other --

21 MR. HOLMES: Ms. Stickle, please --

22 MS. STICKLE: -- at every opportunity. Thank you.

23 MR. HOLMES: Thank you. Maria Hoey.

24 MS. HOEY: Good evening. For the record, my name  
25 is Maria Hoey. I'm president of Montgomery Preservation,

1 also known as MPI. For those of you not familiar with our  
2 group, our organization is -- consists of individuals,  
3 businesses, and organizations that support our mission to  
4 promote the preservation, protection, and enjoyment of  
5 Montgomery County's architectural heritage and historic  
6 landscapes.

7 I thank you for this opportunity to provide  
8 comments on behalf of MPI's members regarding the inclusion  
9 of the Canada Dry Bottling Plant in the Master Plan for  
10 Historic Preservation. The testimonies presented this  
11 evening have, and will prove, the Canada Dry building's  
12 architectural merits and its contribution to the industrial  
13 development of south Silver Spring. MPI supports this  
14 designation; however, we would be remiss if we did not  
15 address economic development issues as well.

16 MPI would like to tell you about some programs  
17 which happen to be viewed as nationwide models that are  
18 making historic preservation an important and viable  
19 component of community revitalization and economic  
20 development.

21 Tax incentives offered by federal, state, and  
22 local governments are luring developers and private property  
23 owners to historic preservation projects. The 20 percent  
24 federal income tax credit, 25 percent state income tax  
25 credit, and 10 percent county property tax credit reduce the



1 cost of rehabilitating historic properties and provide  
2 enough savings to make rehabilitation more feasible than  
3 tearing down and building new. To be eligible for such  
4 credits, however, a property must be historically  
5 designated.

6 MPI has provided you with copies of this  
7 informative brochure, which was recently published by the  
8 Department of Housing and Community Development and  
9 describes these incentives and provides examples of their  
10 benefits. One example shows how property tax incentives on  
11 a \$100,000 rehab of a commercial building reduced the net  
12 cost of improvements to \$45,550.

13 We have all visited communities where  
14 rehabilitated historic structures have helped fuel  
15 revitalization. Even smaller communities like Ellicott City  
16 and Gaithersburg have used historic buildings to turn their  
17 economies around. Of course, such successes don't just  
18 happen, but require vision, commitment, and incentives to  
19 make them fiscally viable. And that is where these  
20 rehabilitation tax incentives play an important role.  
21 Another program that supports the rehabilitation of  
22 designated historic buildings is the new Maryland Building  
23 Rehabilitation Code. Known as Smart Codes, the program  
24 makes it easier and less costly to rehabilitate existing  
25 buildings, particularly ones that are designated historic.

1           Besides providing the basis for these attractive  
2 incentives, historic buildings provide cities and towns the  
3 character that new buildings often lack. MPI encourages you  
4 to unleash the economic potential of historic preservation.  
5 Your support of designation will avail to developers the  
6 economic benefits that our historic buildings hold. As  
7 renowned architect Arthur Cotton Moore notes: "Preservation  
8 is a carefully considered pro-growth attitude that takes the  
9 most practical and economic position of working with the  
10 equity we already have." MPI encourages you to take  
11 advantage of this equity by supporting the designation of  
12 the Canada Dry building. Such will encourage the  
13 rehabilitation and reuse of this landmark site and trigger  
14 other development projects and investment in south Silver  
15 Spring.

16           Imagine how this unique building could serve those  
17 who live, shop, work, and play in south Silver Spring and  
18 surrounding communities. A trendy restaurant, a popular  
19 brew pub, a spacious fitness center, a sprawling dance club  
20 -- all dynamic uses that this area so badly needs. Plus,  
21 the site still offers ample land on which to build housing  
22 for the many professionals who would love to make  
23 revitalized Silver Spring their home.

24           South Silver Spring hold great promise and the  
25 Canada Dry building and other historic structures in this

1 industrial area provide wonderful revitalization  
2 opportunities. The designation, rehabilitation, and reuse  
3 of this structure will help create a south Silver Spring  
4 that is both a popular tourism destination -- not a  
5 Williamsburg, but a popular place to visit, and a sought-  
6 after place to live and work.

7 MPI asks that you look at this historic building  
8 as the asset that it is. Silver Spring does not need to see  
9 another vacant lot, like the one created by the wrongful  
10 demolition of the Armory.

11 Thank you for considering Montgomery  
12 Preservation's comments.

13 MR. HOLMES: Thank you. Next speakers are Wayne  
14 Goldstein and Linda Lyons.

15 MS. LYONS: We need to decide who goes first.

16 MR. HOLMES: You have a total of 10 minutes  
17 between you.

18 MS. LYONS: Yes, thank you. The Art Deco Society  
19 of Washington fully supports the position of the Silver  
20 Spring Historical Society in recommending to the Montgomery  
21 County Planning Board that the Canada Dry Bottling Plant in  
22 Silver Spring, Maryland be added to the Master Plan for  
23 Historic Preservation of Montgomery County.

24 I speak to you tonight as an architectural  
25 historian, the education chair of the Art Deco Society, and

1 a former preservation chair of the society. I know that the  
2 incontrovertible merits of this building and the procedural  
3 details for its designation will be discussed at length  
4 tonight, and I do not need to repeat them for you yet again.  
5 Therefore, I will address my remarks to a case study from  
6 our archives that demonstrates very effectively, I believe,  
7 the value of reusing a significant Art Deco building in a  
8 larger project that is now one of the most valuable  
9 properties in Washington, D.C. Many of you may know this  
10 building as either 100 New York Avenue, N.W., or as simply  
11 the Greyhound Bus Station Building, one of the most sought-  
12 after Class A office buildings in the city which commands  
13 the highest rentals.

14           The story of how this project came to be the  
15 success that it is is not a simple one, but it speaks well  
16 to the importance of historic preservation, quality design,  
17 and creative and flexible thinking. This is the outcome  
18 that we seek for the Canada Dry Bottling Plant site in  
19 Silver Spring.

20           To quickly review the history of this nationally-  
21 significant building, the original Greyhound Terminal of  
22 1940, designed by the bus station specialists Wischmeyer,  
23 Arrasmith and Elswick of Louisville, Kentucky, epitomized  
24 that era's Streamline Moderne style and evoked the  
25 efficiency and adventure of bus travel, which at that time

1 was something very new and exciting. This particular  
2 terminal in the nation's capital was intended to be the  
3 flagship structure for the ambitious Greyhound company.  
4 During its heyday, and especially during World War II, when  
5 it operated 24 hours a day, it was a major hub in the city's  
6 and the nation's transportation system. Both inside and  
7 out, it was the latest in plan and design and fully supplied  
8 with artistic decoration and extensive services. Alas, as  
9 its use declined after the war, it was modernized in 1976 by  
10 being encased in a cheap covering of indifferent design and  
11 then closed for good in 1987. Preservationists first had to  
12 pioneer the concept of landmarking a structure that could  
13 not actually be seen and then insist on new construction  
14 that would adapt its distinctive features to a new  
15 commercial use.

16 This latter story involved dealing with the  
17 intense development pressure created by the location,  
18 zoning, and the attendant land value of the site -- pressure  
19 that threatened to turn the building into a facade fragment.  
20 Several design proposals that the Art Deco Society was able  
21 to ward off would have literally reduced the terminal to a  
22 sliver of a building. In addition, hoped for public  
23 incentives were not forthcoming in a city that was severely  
24 short of funds at the time. So, I do want to emphasize  
25 there was no city input into this project.

1 But all was not lost, for the right developer and  
2 architect. We expressed our willingness to endorse a  
3 preservation-development compromise, but only if the  
4 compromise saved enough of the building and provided a  
5 sufficiently harmonious design setting to be philosophically  
6 defensible. It was three developers and two architects  
7 later that such a solution was reached. And again, I want  
8 to say, that the solution was not, and is not today, a  
9 burden for its owner and tenants. I'm going to repeat, it  
10 is one of the most sought-after Class A office buildings in  
11 Washington and commands the highest of rentals. To give  
12 credit where it is due, the owners were and still are  
13 Manufacturers Real Estate, now known as Manulife; the  
14 architects were Keyes Condon Florance, now known as  
15 SmithGroup; and the preservation consultant was Hyman  
16 Meyers.

17 MR. HOLMES: And what's his name --

18 MS. LYONS: He still has his name. In this  
19 excellent project, all of the salient features of the  
20 terminal remain standing free and clear, although the new  
21 construction cantilevers over the rear of the terminal and  
22 is supported by some very -- by some skillfully inserted  
23 columns. Only the bus loading docks were not retained. The  
24 new construction consists of a dignified building that  
25 recognizes and salutes the smaller historic building in a

1 respectful manner, creating an overall composition of  
2 harmony and sophistication. In no way is it another jarring  
3 "Red Lion Row" facade project in which the new building  
4 clashes loudly with the mere remnants of historic buildings.  
5 The new building is not only decent and respectful, it is  
6 handsome and strong, yet nothing of consequence was lost.  
7 That is how to do a preservation project and not lose your  
8 shirt.

9 I hope this case study will be helpful to you as  
10 you consider the fate of Silver Spring's Canada Dry Bottling  
11 Plant this evening. Thank you very much for your attention.

12 MR. GOLDSTEIN: I'm Wayne Goldstein. County  
13 Executive Duncan has written a letter to the Board which  
14 says in part: "The Canada Dry building has an architectural  
15 feature that is of significance to the Silver Spring  
16 community. The curved glass block corner feature with the  
17 Canada Dry sign is very interesting and contributes to the  
18 historic architectural style that was used in the design of  
19 several buildings throughout downtown Silver Spring."

20 By these words Mr. Duncan demonstrates the basic  
21 understanding of historic preservation that can be the basis  
22 for his becoming a good architectural historian. Mr. Duncan  
23 also wrote at length about the need for economic  
24 development. Although economic development is critically  
25 important to downtown Silver Spring, the historic

1 preservation ordinance does not deal with non-historic  
2 criteria during the designation process, although there is  
3 language in the guidelines of the Master Plan for Historic  
4 Preservation that contradicts the law.

5           It is appropriate that the Board study the site in  
6 relationship to the Master Plan and to make its  
7 recommendations as to how the vision of the Master Plan can  
8 be best realized on this site. The Board does recall that  
9 plans were presented nearly a decade ago to develop this  
10 site for high-rise housing. However, no housing was built  
11 on this historically undesignated site during the recent  
12 years of a booming economy. The site was also considered as  
13 a new campus for Montgomery College and most recently as a  
14 telecommunications switching station.

15           As you formulate your recommendations, I urge you  
16 to rethink the possibilities of the site. Historic  
17 designation would make available a whole host of tax  
18 credits. There are a number of very successful developers  
19 in Washington and Baltimore who intentionally seek out  
20 designated buildings because they know that the tax credits  
21 provide them with economic protection for their work of  
22 economic revitalization. A particularly resourceful  
23 developer might also figure out a way to access federal  
24 transportation grants like those that are enabling  
25 Montgomery Preservation to restore the B&O Train Station.



1           The designation of the Canada Dry building can  
2 lure these creative businesspeople to Montgomery County.  
3 All of your recommendations will be seriously considered by  
4 the HPC when they review a project for this site. Please  
5 remember, though, that concerns about the presence of  
6 historic preservation on economic development will not  
7 preclude development and should not be the basis for  
8 rejecting the recommendation of designation of this entire  
9 building. At the appropriate time, the HPC will fulfill its  
10 lawful duty to weigh and balance other public interests with  
11 historic preservation.

12           Thank you.

13           MR. HOLMES: Thank you. Our next speaker is  
14 Charles Wolff.

15           MR. WOLFF: Good evening. I'm speaking for the  
16 Montgomery County Civic Federation, and we have discussed  
17 the Canada Dry building twice at our monthly meetings, and  
18 twice we voted in favor of recognizing its historic and  
19 architectural significance.

20           We see no reason why important parts of the Canada  
21 Dry building can't be incorporated profitably into a new  
22 development. We favor preserving, at the very least, the  
23 two-story section where the white collar staff worked. This  
24 section has a square footprint, rounded corners, wrap around  
25 windows and above all, it contains that rotunda which is

1 brightly lit by all its tall glass block windows. This part  
2 is a little gem and it would add interest and charm and  
3 historical context to any new structure.

4           Furthermore, it sits at one end of the site,  
5 giving a developer great flexibility in designing a project.  
6 The square two-story section covers less than eight percent  
7 of the footprint of the entire building, and if you include  
8 the asphalt parking area, it covers less than four percent  
9 of the entire land parcel. So, a developer would have  
10 complete freedom by saving this portion. He'd have complete  
11 freedom to lay out 96 percent of a large site while reusing  
12 the historical asset at one end.

13           Now, we've heard that well this shouldn't be done;  
14 it would kill a project. And I know that it is not a  
15 project hearing, but it's in the back of your minds how this  
16 site is going to be developed. Well, any landowner or  
17 developer who can't make money just two blocks from a Metro  
18 stop in a booming CBD with 96 percent of the land available  
19 to him without restriction lacks imagination or competence  
20 and we'd all be fortunate to see him sell out to a more  
21 capable businessman.

22           The Civic Federation supports revitalization of  
23 Silver Spring. We also support concentrating development  
24 near the Metro stops as long as traffic standards,  
25 reasonable for an urban center, are maintained. Historic

1 preservation doesn't conflict with this. It's beneficial to  
2 a town. It gives a sense of place. People really feel  
3 they're in Silver Spring. Historic preservation increases  
4 property values if it's done well. And seeing familiar old  
5 structures mixed among the new, that's comforting, and this  
6 comfort subconsciously encourages people to return and spend  
7 more money helping a town to prosper.

8           So, the Civic Federation urges you to recommend  
9 historic designation for the Canada Dry building with  
10 special emphasis on the square two-story section that I have  
11 mentioned.

12           In closing, I enjoy seeing this building. For  
13 more than 20 years I've been parking half a block from it  
14 once or twice a month when I eat at the original  
15 Crisfield's. I get out of the car, see the building, I feel  
16 at home. Even though it's forlorn and it's -- there's weeds  
17 growing up and it looks rather poor at the moment, its tall  
18 glassed-in rotunda just radiates great pride. You can  
19 almost feel the architect and you can sense the spirit of  
20 optimism that there was in 1946-7 just after World War II  
21 when they built this structure. So, I hope you'll save it,  
22 or help save it.

23           Thank you.

24           MR. HOLMES: Our next speaker is Barry Soorenko.

25           MR. SOORENKO: Good evening. My name is Barry

1 Soorenko and I own a small business in south Silver Spring  
2 named Photo Group. In 1994 I made an important decision to  
3 move my business from Bethesda to south Silver Spring. I  
4 purchased the property adjacent to the Canada Dry building  
5 and over the last seven years I've seen a great deal of  
6 changes. Most of these changes have been very positive, but  
7 the existence of a large vacant building is not.

8 The Canada Dry warehouse has been an eyesore to  
9 this community and impediment to the revitalization of south  
10 Silver Spring. As one of the first businesses to begin  
11 reinvesting in this area, I must express my strong  
12 opposition to any historic designation of this property. I  
13 support historic preservation, but historic preservation  
14 should not be a roadblock for the desperately  
15 needed redevelopment of this area.

16 Seven years ago I began to renovate the stressed  
17 and abandoned buildings adjacent to this property. I spent  
18 over \$3 million changing chop shops and drug dens into  
19 buildings that house vibrant businesses. But Silver Spring  
20 is still on the edge. The longer this site remains a vacant  
21 blight in this neighborhood, the greater the chance of  
22 redevelopment stalling.

23 I urge everyone to remember what this area looked  
24 like in the very recent past. Do we really want a  
25 distressed warehouse with little distinction to become an

1 impediment to new businesses, restaurants, homes, and retail  
2 that we so desperately need in this area?

3           The historic designation of this property will  
4 prevent or delay an economically feasible use of three acres  
5 in the heart of south Silver Spring. My employees will  
6 still have to be concerned about safely walking to Metro,  
7 will still have to drive five miles to buy a gift, and my  
8 clients will wonder where are all the restaurants.

9           We have a wonderful window of opportunity to  
10 remake this area into a vibrant urban district with  
11 shopping, restaurants, and music. We would be foolish to  
12 believe that we're already there.

13           Thank you.

14           MR. HOLMES: Thank you. The next speaker is  
15 Arnold Kohn.

16           MR. KOHN: Mr. Chairman, and members of the  
17 Commission, thank you for giving me the opportunity to speak  
18 to you today on behalf of the Tower Companies. I'm the  
19 general counsel of the company and we own the Blair tract,  
20 which is a 27-acre tract of land almost directly across the  
21 street from the Canada Dry Bottling Plant.

22           The -- one of the principals of the company,  
23 Jeffrey Abramson, has written a letter to the Commission,  
24 and we ask that it be incorporated into the record. We've  
25 owned this property for more than 40 years and we've

1 developed 1,300 apartments and a nice shopping center with a  
2 Giant and a CVS and small office building, which we  
3 redeveloped, and we've got more planned -- in fact, thanks  
4 in part to you in giving us additional zoning density, we  
5 are eager to -- in a measured way to continue with the  
6 development and redevelopment of the property.

7           The Abramson family owns Tower Construction and  
8 every one of Mr. Abramson's sons as one time or another  
9 lived at The Blairs, along with nieces and nephews and  
10 various people. They've gone to school near there and they  
11 consider it one of their hometown areas, even though they've  
12 since moved away. And they are very skeptical, as am I,  
13 that the development that is -- as a historic structure is  
14 feasible. It just does not seem to us -- if something were  
15 going to be done, it would have been done long before now.  
16 The building has been vacant for a long time and it's --  
17 vacant buildings are an impediment to economic recovery.  
18 They discourage people from moving into the community, they  
19 discourage new businesses from locating nearby, and if the  
20 County Executive, for example, were to come forward with a  
21 plan like he came forward with for the Silver Theatre and  
22 pump millions of dollars into the site, then perhaps  
23 something could be done. But I think strictly as a private  
24 development, it isn't going to happen.

25           And we've heard Mr. Reilly say today that the

1 County Executive is not in favor of the historic  
2 designation. So, I think you're -- if you -- if you  
3 designate the property as a historic site, you're sending  
4 the wrong message, I think, to the business community, to  
5 the people in Silver Spring who are actively trying to  
6 redevelop various parcels and -- because all -- all we can  
7 see and all they can see is a vacant building that has no  
8 real economic viability unless there were substantial  
9 subsidies from some source, which we just don't see coming.

10 So we are opposed to the designation and we, by  
11 the way, have spent almost \$25 million on the Blair project  
12 in the recent years. We've renovated all the apartments.  
13 We're going to be renovating the shopping center. We've  
14 signed a new lease with Giant for another 20 years and we're  
15 very optimistic about Silver Spring. We've owned this  
16 property for 40 years. But we're very pessimistic about the  
17 prospects for the Canada Dry site here if it's not  
18 redeveloped.

19 Thank you very much.

20 MR. HOLMES: Thank you. The next speaker is  
21 Lorraine Pearsall. Ms. Pearsall, I remind you that you  
22 ceded two minutes of your time so you have three minutes  
23 remaining.

24 MS. PEARSALL: Thank you. My name is Lorraine  
25 Pearsall. I'm president of Historic Takoma. Historic

1 Takoma is a 501(c)(3) non-profit United Way organization  
2 that has been active in the community for 22 years. We  
3 strongly support the designation of the Canada Dry Bottling  
4 Plant.

5           The Canada Dry building is a unique slice of old  
6 Silver Spring. It is a visual landmark. Its architectural  
7 merits have been well documented by many and it is certainly  
8 worthy of preservation. In the rush to revitalize Silver  
9 Spring, it is important to retain significant structures  
10 that have a connection to our past and provide visual  
11 interest. Such visual interest lends the character that  
12 makes a community unique and desirable as a place to live.

13           Many communities have recognized the advantages of  
14 retaining old commercial structures and allowing them to be  
15 the seed for new development. Creative redevelopment of the  
16 Canada Dry building will make Silver Spring a more  
17 interesting place. It can be the spice of our  
18 revitalization efforts, the accent, a hook for Heritage  
19 Tourism to our area. Designation of the Canada Dry building  
20 will allow the Historic Preservation Commission to work  
21 closely with a developer for this creative reuse.

22 Designation will also allow the developer to benefit from  
23 significant federal, state, and local tax credits for the  
24 restoration and development efforts. We just need to find  
25 the right developer, and clearly from what we have heard



1 tonight, we have not yet found that developer.

2 We know from our experience that commercial  
3 structures are often the most endangered. In our Takoma  
4 community, we succeeded in saving most of our historic  
5 residences, but we are sad that we cannot save our  
6 significant historic commercial and public buildings. The  
7 loss of these wonderful original structures contributed to  
8 the decline of our main street, particularly in the vicinity  
9 of the Takoma Metro station. It has made our revitalization  
10 in this area that much harder. Silver Spring has already  
11 lost significant buildings. While it is rarely possible to  
12 save them all, it is important to save some of them. The  
13 Canada Dry building is worthy of your consideration.

14 It is sad to think of the possible loss of this  
15 visual landmark. Please allow us through your wisdom and  
16 foresight to retain some of Silver Spring's old character as  
17 it develops its new persona.

18 Thank you.

19 MR. HOLMES: Thank you. Robyn Raysor.

20 MS. RAYSOR: Good evening Mr. Chairman and members  
21 of the Board. My name is Robyn Raysor and I'm speaking  
22 tonight on behalf of the Allied Civic Group, an umbrella  
23 organization representing more than 35 community  
24 organizations and individuals in the down-county area.  
25 Allied Civic Group strongly supports the proposed amendment

1 to add the Canada Dry Plant to the county's Master Plan for  
2 Historic Preservation. However, we consider that only a  
3 portion of the plant actually is of architectural  
4 significance, and urge the Board to specifically designate  
5 the architecturally significant portion only, and to craft  
6 wording that will require future redevelopment of the total  
7 site to incorporate the designated portion into the  
8 redevelopment plan.

9           The purpose of historic preservation is to provide  
10 a visual history of a community that can be referenced over  
11 time. Designation on this Master Plan is designed to ensure  
12 that visual evidence of important periods is maintained for  
13 future generations. This particular site has had a  
14 checkered past as chronicled in the staff's memorandum, and  
15 has finally come of age, and now you must determine its  
16 future. To categorically deny this application is to deny  
17 the relevance of a significant period of Silver Spring's and  
18 the county's development and transition into an  
19 industrial/commercial environment. That is not right. To  
20 deny the application also is dismissing the architectural  
21 legacy of Walter Monroe Cory, an important industrial  
22 designer of the Art Deco period. That also is not right.

23           Arguments for denial of this application center on  
24 the premise that to designate the Canada Dry Plant on the  
25 Master Plan for Historic Preservation would prohibit or

1 discourage redevelopment offers. This simple is not true.  
2 Examples of successful contemporary redevelopment projects  
3 incorporating historic elements can be found across the  
4 country. Locally, the Greyhound Bus Terminal is recognized  
5 as a success story. It is naive to believe the developers  
6 will not seek out a site of this size in an emerging area  
7 such as Silver Spring. They really don't have too many  
8 options and the land parcels simply do not exist.

9 A reasonable solution is to specify those portions  
10 of the plant that truly reflect historic precedence. The  
11 two-story section that illustrates the distinctive character  
12 of the Art Moderne period, including the brick and glass  
13 curved corners, wraparound windows, rotunda, and short  
14 adjoining wing. This solution would also include language  
15 to specifically exclude from the historic designation the  
16 other parts of the rear of the building that are simply  
17 industrial structures with no defining architectural  
18 features.

19 Allied Civic Group restates its previously  
20 recorded strong support for a partial designation of the  
21 Canada Dry plant as historically significant and deserving  
22 of inclusion in the Master Plan for Historic Preservation.  
23 We hope this Board will take a creative approach in their  
24 review of this application and preserve the visual links to  
25 Silver Spring's economic history and also provide the

1 language to facilitate the redevelopment -- the approach  
2 redevelopment around the historic portions of the plant.  
3 This site will be redeveloped. How it gets redeveloped is  
4 up to you, and how you vote tonight will demonstrate your  
5 commitment to this community; its past and its future.

6 Is it in the best interest of Silver Spring to  
7 allow all significant icons of the past to disappear forever  
8 in the interest of expedience, or is a more caring approach  
9 to find ways to integrate the past with the future? The  
10 choice is up to you.

11 Thank you.

12 MR. HOLMES: Thank you. The next speaker is Elise  
13 Butler.

14 MS. BUTLER: Good evening. My name is Elise  
15 Butler and I am the program director with Preservation  
16 Maryland. We're a state-wide non-profit historic  
17 preservation organization dedicated to Maryland's rich and  
18 diverse heritage of buildings, landscapes, and archeological  
19 sites. Through advocacy, outreach, and funding programs,  
20 our organization assists individuals and communities with  
21 efforts to protect and utilize the historic resources around  
22 the state. And we have been active I'm pleased to say in  
23 several projects in Silver Spring, most recently including  
24 the Silver Theater and the B&O Train Station.

25 We support the unanimous recommendations of the

1 Historic Preservation Commission, finding that the Canada  
2 Dry Bottling Plant meets the criteria for listing on the  
3 Master Plan for Historic Preservation contained in Chapter  
4 24A of the County Code.

5           The eventual redevelopment of the site is  
6 important to all of Silver Spring and what I'd like to do  
7 tonight is to lead you through a couple projects around the  
8 state that are examples of successful adaptive reuse. I'd  
9 like to begin my journey in east Baltimore at an industrial  
10 site called the American Can Company. Long vacant, by many  
11 called a white elephant. Today a very successful adaptive  
12 reuse project; a 67 -- I'm sorry, a \$19 million adaptive  
13 reuse project using federal, state, and local tax credits.  
14 It's absolutely the crown jewel in the community. It's the  
15 world headquarters of DAP, Inc. It's home to restaurants.  
16 Friday nights come pick it up at the Can; happy hour. I can  
17 attest to how much fun that is. There are high-tech design  
18 firms, there is life and lights on at the American Can  
19 Company. It has increased property values around the entire  
20 area. It has been a tremendous asset.

21           Next I'd like to jump across the Baltimore Harbor  
22 to a project called Tide Point. It was the Proctor & Gamble  
23 soap factory, again another very large industrial site,  
24 built in 1929, over 400,000 square feet. Whenever I go to  
25 Tide Point, everyone says, "Well, it's hip -- it's hip over

1 there." And I say, "Well, wait a minute; I never thought I'd  
2 hear the word preservation and hip in the same sentence."  
3 But it's hip because there's a lot of high-tech firms, and  
4 there's a lot of excitement about the space. There's been  
5 some very creative interiorscape that was built. Because it  
6 was industrial it provided a lot of opportunity to put  
7 modern wires because -- the computer geeks love it, because  
8 they come in and they can wire up anything anywhere, but yet  
9 the exterior is signature and it really is considered to be  
10 quite hip in what has been a fairly hard scrapple kind of --  
11 area. It's a very industrial area in long decline.

12 Finally, I'm going to give you a sneak preview.  
13 The ribbon cutting occurred yesterday for the Montgomery  
14 Ward building in west Baltimore. It's a one million square  
15 foot industrial site and it will be redeveloped. It will be  
16 part of Baltimore's digital harbor. One state agency has  
17 already committed to office space in it. The developer was  
18 so optimistic about the project he has also acquired other  
19 properties around the area because he is very, very excited  
20 about the opportunity.

21 What these areas have in common is that there's  
22 been a long trend of decline and consequently a tremendous  
23 need for redevelopment. In these cases, developers and  
24 elected officials have viewed the preservation of the  
25 existing historic sites as a key ingredient to the economic

1 rebirth of the entire surrounding area. And, indeed, these  
2 projects have acted as a tremendous catalyst for the  
3 redevelopment of these areas.

4 Just as the historic redevelopment projects have  
5 contributed to the economic rebirth in the surrounding  
6 communities I've just described, the preservation of the  
7 Canada Dry building can contribute to the economic success  
8 of Silver Spring. Montgomery County, through its Master  
9 Plan and development process, provides really a wonderful  
10 and notable framework which once the development process is  
11 initiated, it calls for a sensible balance between  
12 preservation and development interest to ensure the  
13 successful redevelopment of the site.

14 The Canada Dry building is worthy of Master Plan  
15 listing. Given that there is not presently a development  
16 plan under review, it would seem premature to limit the  
17 environmental setting for the site or to not place it on the  
18 Master Plan until adequate information exists upon which to  
19 make these important and informed decisions. Therefore, we  
20 at Preservation Maryland respectfully urge the Planning  
21 Board to approve the listing of the site on the Master Plan  
22 and ensure and full and fair review of any development for  
23 this site.

24 I thank you all very much for your time.

25 MR. HOLMES: Thank you.

1 MR. BRYANT: Yes, I have a question.

2 MS. BUTLER: Certainly.

3 MR. BRYANT: When people come as many of the  
4 speakers have done and talk about examples in other places,  
5 and you talked in terms of -- you said a common element was,  
6 and the common element was the fact that it was old,  
7 deteriorating and empty for a period of time. But I would  
8 suspect when we get to talk in terms of how those examples  
9 you gave are -- really they constitute sort of a industrial  
10 master plan in and of themselves, because they feed off of  
11 one another. But is it not true that Tendeko was done  
12 first --

13 MS. BUTLER: That's right.

14 MR. BRYANT: -- and, therefore, as a result of  
15 that being done and being an adaptive reuse for  
16 residences --

17 MS. BUTLER: That's right.

18 MR. BRYANT: -- people were already there, and  
19 therefore that probably made it even more attractive for  
20 other adaptive uses to come in afterwards.

21 MS. BUTLER: Right, what happened with Tendeko is  
22 it was -- it's a residential project and it's located right  
23 on the water --

24 MR. BRYANT: Yes.

25 MS. BUTLER: -- so it was done along with slips



1 for boats and like a marine-type setting. But I will tell  
2 you the American Can Company for a long time -- it's future  
3 was far from known, because it had been -- and it was the  
4 first -- one of the reasons was because of the environmental  
5 consequences. It was the first successful -- field site in  
6 the state, so it had some pretty serious environmental  
7 issues. So, there were a lot of reasons to walk away from  
8 the American Can Company, and even though Tendeko, which is  
9 a relatively modest, you know, warehouse site, did bring  
10 some new life and vitality to that area, the American Can  
11 Company really represented the first kind of commercial or  
12 retail presence in that area for -- that I can think of in a  
13 very long time. And they always say if you create a  
14 residential core, the retail is always a follower --

15 MR. BRYANT: That's my point.

16 MS. BUTLER: Yeah, sure. Yeah, but it doesn't  
17 happen -- it happens -- you just can't have one project and  
18 -- for instance, I think Tendeko was important because it  
19 was on the water and it was -- it created wonderful loft  
20 spaces, but it has been many, many -- it has been the  
21 combination of these things that has been -- acts as a  
22 motivator and a catalyst.

23 And so that's why the adaptive reuse of these  
24 industrial buildings has acted as signature projects that  
25 have attracted young people, interestingly. Demographically

1 that's been critical, especially in cities where population  
2 is leaving, if you can get young people to come back, that's  
3 a very exciting economic motivator.

4 MR. BRYANT: Thank you.

5 MS. BUTLER: Thank you.

6 MR. HOLMES: The next two speakers are Anthony  
7 Lanier and George French.

8 MR. LANIER: Good evening. My name is Anthony  
9 Lanier and I have been asked to speak on the subject as to  
10 the adaptive reuse of potentially historic buildings in  
11 major redevelopment.

12 We are currently involved in approximately \$350  
13 million of historic redevelopment in Georgetown, and I  
14 traveled all the way from Georgetown to talk about historic  
15 redevelopment in Silver Spring.

16 MR. HOLMES: Welcome.

17 MR. LANIER: Thank you.

18 MR. HOLMES: Watch the manhole covers.

19 MR. LANIER: It's all being fixed. We are well-  
20 known for having supported 90-foot smokestacks and 70-foot  
21 deep construction holes, having carted old building away on  
22 wheels to bring them back onto sites. I would like to say  
23 that while many times historic preservation is felt as a  
24 major impediment in our process, each building we have  
25 completed in the context of historic redevelopment has

1 become a unique building and a success story to itself.

2 As developers, we are made -- or, given the charge  
3 to overcome obstacles or to master compromises for an  
4 optimum outcome and I believe that the Canada Dry building  
5 retention will certainly have a positive impact on a  
6 redevelopment after it's redeveloped. While I understand  
7 that there are certain economic impediments which will  
8 encompass such a development, the outcome will certainly  
9 make it unique and not just another development, and I think  
10 we have the opportunity as developers to leave a positive  
11 legacy, and if you enforce retention of the Canada Bottling  
12 Plant, you will have enforced positive retention of unique  
13 buildings in your community.

14 And so, therefore, I urge you to raise the bar for  
15 the developers and they will find a solution to accomplish  
16 it. Thank you.

17 MR. BRYANT: I'm sorry, you may have said it.  
18 What are the buildings that you've done?

19 MR. LANIER: Well, in -- within the same time  
20 period we have retained the historic incinerator in  
21 Georgetown; a building which was abandoned for 40 years and  
22 I think posed a far larger obstacle for redevelopment that  
23 this bottling plant, since it was on a hill and in the  
24 middle of the site. It had to be retained in its entirety.

25 We've retained -- buildings as Little Taverns,

1 which we've rolled off on wheels and brought back. So, they  
2 also make a unique corner building.

3 (Discussion off the record.)

4 MR. FRENCH: George French. I have lived in the  
5 Silver Spring area since 1952 and I've enjoyed viewing the  
6 blond brick and glass block Canada Dry building from East-  
7 West Highway and the neon signage from locations throughout  
8 Silver Spring for almost 50 years. It is truly a  
9 significant Silver Spring landmark.

10 Several years ago Mary Reardon, who I applaud for  
11 writing an incredible nomination, along with Judy Reardon,  
12 encouraged me to view the inside of the Canada Dry building.  
13 Although I was only able to get inside the entrance and into  
14 the rotunda, I was not disappointed. It is a spectacular  
15 melding of terrazzo, gold brick tiles, glass block,  
16 stainless steel, wrought iron, aluminum, and rich wood. A  
17 truly remarkable Art Deco streamline moderne structure, by a  
18 renowned architect right here in Silver Spring, Maryland.  
19 Let us not lose another part of our community's significant  
20 historic fabric.

21 The Historic Preservation Commission has confirmed  
22 the importance of this Art Deco building by unanimously  
23 approving it for Master Plan designation. I would hope this  
24 Board would follow the exerts' lead and approve it also. It  
25 is worthy of Master Plan designation.

1 My mother wrote and received a reply from County  
2 Executive Doug Duncan, which you have a copy of, about  
3 preserving this building. I quote from this letter -- his  
4 letter. "Our redevelopment effort strives to preserve the  
5 benefits of our past while setting the stage for our future.  
6 The appearance of the Canada Dry building is valued in the  
7 surrounding community, and I am pleased to inform you that  
8 the new owner, AT&T, has already been advised that the  
9 original building should be preserved." What better way --  
10 and it should be preserved, and this is not just significant  
11 architectural features, if possible. What better way to  
12 preserve that than to designate Master Plan status -- what  
13 better way to preserve the building than to designate Master  
14 Plan status.

15 I would hope the Executive would not deceive nor  
16 disappoint my mother, nor the Silver Spring community, by  
17 wavering in his support of the Canada Dry Building,  
18 especially in an election year. I can only assume that the  
19 imposter just not spoke -- who spoke for the Executive -- I  
20 can only assume that an imposter just now spoke for the  
21 Executive because our letter is the real deal.

22 The Gateway Coalition chair originally said that  
23 he would support designation of the Canada Dry building, but  
24 switched his loyalty only because of preservationist works  
25 on saving historic Jessup-Blair Park.

1           And since I have more time, I would like to read a  
2 comment by Jack Carson of Historic Takoma; a couple of  
3 things that he has written. Recent culture -- of the  
4 historic Canada Dry building in Silver Spring serves as  
5 another warning to us that we must be ever vigilant over our  
6 historic resources. Inevitably, many of our historic  
7 properties are portrayed as derelict, useless hulks by  
8 developers and compliant public figures desperate for  
9 redevelopment who asserts that the preservation of such  
10 properties is impeding revitalization. In their minds  
11 demolition is the solution. In fact, studies have  
12 repeatedly shown that historic old -- historically  
13 significant preserved properties to adaptive reuse can  
14 enhance, not detract, from the economic revitalization of a  
15 community.

16           I beseech our elected and appointed officials to  
17 do whatever is necessary to ensure the preservation of the  
18 Canada Dry building so that future generations will have  
19 this architectural treasure to enjoy and appreciate. As a  
20 first step, the county's Historic Preservation Commission  
21 has unanimously nominated the structure to be on the Master  
22 Plan for Historic Preservation. Then let's work on a plan  
23 which calls for this building to contribute to, not fall  
24 victim to, Silver Spring's revitalization. When we lose an  
25 historic property such as the Canada Dry building, we not

1 only lose some of our legacy, but also our sense of  
2 community and ultimately our grasp of the future. Having  
3 lived in the community for over half a century, I've seen a  
4 lot of my history fall prey to the bulldozer. Let's not let  
5 it happen again. And that was by Jack Carson.

6 (Discussion off the record.)

7 MR. HOLMES: Thank you. Nancy Urban.

8 MS. URBAN: Good evening. My name is Nancy Urban.  
9 I'm a resident of Silver Spring and I'm one of the project  
10 managers for the Silver Spring Railroad Station Project,  
11 which is located diagonally across the railroad tracks from  
12 the Canada Dry Bottling Plant.

13 I would like to begin by expressing the hope that  
14 you will be as farsighted in your recommendation regarding  
15 the Canada Dry Bottling Plant as was the Planning Board who  
16 supported the historic designation of the Silver Theatre and  
17 Shopping Center. Your predecessors heard many of the same  
18 arguments opposing the historic designation of those  
19 buildings that you have heard tonight regarding the Canada  
20 Dry building. Thanks in part to the good judgment of those  
21 who sat in your seats in 1993, the Silver Theatre and  
22 Shopping Center exist today as key components in the rebirth  
23 of Silver Spring's downtown.

24 Like the Silver Theatre and Shopping Center, the  
25 Canada Dry building is undeniably worthy of historic

1 designation, and like those buildings, this structure can be  
2 successfully reused. Abandoned bottling plants, with their  
3 vast open spaces, have proven to be extremely flexible  
4 spaces for reuse. Attached to this testimony you will find  
5 a table listing 20 examples of bottling plants all over the  
6 country that have been converted to new uses, including  
7 housing, offices, restaurants, retail, conference hotel and  
8 museum. One example is in Detroit, Michigan where a former  
9 Coca-Cola Bottling Plant has been converted to residential  
10 lofts. In Durham, North Carolina, the 1930 bottling plant  
11 located across from Duke University now houses office space  
12 for Duke University as well as for law and architectural  
13 firms. In Cincinnati, Ohio a former Coca-Cola Bottling  
14 Plant was recycled for use by a publishing company. That  
15 company is so proud of their 1937 Art Deco building, that it  
16 printed a brochure about the building's history. And you've  
17 already heard about the Canada Dry building in Portland,  
18 Oregon that is an exact twin of the building we have here in  
19 Silver Spring. And I wonder, as an aside, if you noticed in  
20 the slides -- the 1955 view of that building -- how  
21 attractive it is with the simple addition of landscaping. I  
22 think our Canada Dry building could be an absolutely  
23 magnificent building.

24 Governor Parris Glendening has said that  
25 "rehabilitating and reusing older buildings is central to



1 Maryland's Smart Growth and Neighborhood Conservation  
2 initiative and must be central to our plans for growth in  
3 the 21st century." Marie Hoey has already told you about  
4 all the state policies which actively encourage new reuse  
5 and rehabilitation of existing building in our older town  
6 centers. Together the tax incentives and the New Maryland  
7 Building Rehabilitation Code that just went into effect this  
8 past June helped level the playing field between new and old  
9 construction.

10 The southern area of the Silver Spring business  
11 district encompassing the historic railroad station, Acorn  
12 Park, and the Canada Dry Bottling Plant has the potential to  
13 become as vital and attractive as the area centered around  
14 the historic Silver Theatre in the heart of the downtown.  
15 The Planning Board can help realize this potential by  
16 recommending the addition of the Canada Dry Bottling Plant  
17 in its entirety, in my opinion, to the county's Master Plan  
18 for Historic Preservation.

19 Thank you.

20 MR. HOLMES: Thank you. Judy Reardon.

21 MS. REARDON: My name is Judy Reardon. I'm a  
22 member of the Silver Spring Historical Society as well as  
23 Montgomery Preservation, and just to establish my  
24 credentials, I have a background in modern European history,  
25 which will become clear when I give my testimony.

1           The Historic Preservation Ordinance, as you know,  
2 states that in considering historic resources, the Planning  
3 Board shall apply criteria in two categories. One,  
4 historical and cultural significance; and, two,  
5 architectural and design significance.

6           I will address in my testimony the second  
7 category, specifically criterion (b) which is that the  
8 resource "represents the work of a master."

9           To document Walter Monroe Cory as a master  
10 architect, we have to go back to the late 1920's when a  
11 young Harvard graduate, Philip Johnson, was named director  
12 of the Department of Architecture in the just-opened Museum  
13 of Modern Art in New York. As you know, Johnson would  
14 become a major star in the firmament of architecture. He's  
15 still practicing today at the age of 95, I believe.

16           What qualified him for the MOMA job were recent  
17 travels in Europe with an architectural historian/critic by  
18 the name of Henry-Russell Hitchcock. They went to Europe to  
19 find examples of a new architectural style that was  
20 beginning to make its mark there and to a lesser extent  
21 beginning to make its mark in the United States.

22           While in Europe they observed the work of and met  
23 several practitioners of this new style, including Walter  
24 Gropius, the designer of the Bauhaus and first director of  
25 the Bauhaus, Ludwig Mies Van der Rohe, and Le Corbusier; all

1 household names -- today.

2           What united the work of all these architects was a  
3 smooth minimalist geometric look devoid of ornamentation,  
4 very severe -- in the words of AT&T's representative today,  
5 plain. Plain would be the highest praise that these  
6 architects would give to design; the highest -- they even  
7 hated Art Deco.

8           We are all familiar with this style because, like  
9 it or not -- and I personally do not like this style, but  
10 taste has nothing to do with it -- this style came to  
11 dominate architecture for much of the 20th century. Now,  
12 back in this country to make this new yet-unnamed style more  
13 widely known here, Johnson and Hitchcock organized an  
14 exhibit at MOMA in 1932. It was called Modern Architecture:  
15 International Exhibition. It documented what Johnson called  
16 the "International Style". This was the first ever use of  
17 the term International Style and it stuck. This exhibit  
18 would become widely recognized as a seminal event, a  
19 watershed, a landmark in the history of 20th century  
20 architecture. The reason is that the architectural world  
21 would be dominated by the values and ideas traceable to the  
22 exhibit and style manifesto that Johnson and Hitchcock  
23 published at the time.

24           Where does Cory fit in? Cory was one of the few  
25 architects who were -- American architects who were

1 represented in this exhibit. There were very few Americans.  
2 "Few established architects have attempted modern design",  
3 said Philip Johnson and the two that they named were  
4 factories by Alfred Kahn in Detroit and the Starrett-Lehigh  
5 Building by the New York firm of Cory & Cory. The Corys'  
6 1931 Starrett-Lehigh Building was included in this seminal  
7 exhibit.

8 MR. HOLMES: Would you summarize your testimony?

9 MS. REARDON: Yes. So, we have the work of Walter  
10 Monroe Cory among the chosen few in the exhibit that  
11 introduced the International Style to this country. This is  
12 evidence beyond doubt of Cory's status of a master architect  
13 and this Canada Dry Bottling Plant is the sole example in  
14 this county, and probably in the State of Maryland. We're  
15 privileged to have this building in our county and we should  
16 preserve it.

17 MR. HOLMES: Thank you. Carolyn Weber.

18 MS. WEBER: Hello. My name is Carolyn Weber. I'm  
19 a lifelong resident of south Silver Spring. I'm also the  
20 senior editor of Design for Builder Magazine which is the  
21 official publication of the National Association of Home  
22 Builders. I support the designation.

23 Growing up in an area where the federal government  
24 is the local industry, the slick yellow bricks and bright  
25 green neon sign of a big factory were an anomaly and made a

1 great impression on me. I didn't know about the Canada Dry  
2 Bottling Plant's architectural significance; just that it  
3 was a really cool symbol of downtown Silver Spring. From  
4 school field trips to the Acorn Park to buying my first car  
5 at the Volkswagen dealer across the street, it was always in  
6 the background. And even now when I catch a glimpse of it  
7 every night from the Metro, I know that I am home.

8 But my hometown is changing; for the better. And  
9 the Canada Dry building holds much more than just  
10 sentimental value. As an editor for a national building  
11 magazine, my job includes traveling the country in search of  
12 new housing trends. One of the hottest is the renewal of  
13 inner and edge cities through the adaptive reuse of historic  
14 structures. Preserving the unique facades of former  
15 industrial buildings and converting the interiors to  
16 residential and mixed-use spaces such as offices, retail,  
17 and restaurants.

18 Former factories with lesser architectural  
19 pedigrees than Canada Dry are getting new leases on life and  
20 proving profitable. Conversions like the Fulton Cotton Mill  
21 Lofts in Atlanta, St. Luke's Hospital in Denver, the  
22 American Beauty Flour Mill in Dallas, the Philip Morris  
23 factor in Richmond, Baltimore's American Can Factory and  
24 dozens of projects in Chicago are fetching top dollars per  
25 square foot. And it's more than location and convenience

1 that's selling and leasing these properties. The history  
2 and the novelty of living or working in a one-of-a-kind  
3 space. These are types of structures that add character and  
4 most importantly value to communities.

5 After years of neglect, Canada Dry is ripe for a  
6 similar transformation. Adaptive reuse units would be a hot  
7 ticket in this already eclectic corridor of East-West  
8 Highway. There is an entire market segment of urban  
9 professionals eager to live in industrial-style atmospheres  
10 which are few and far between in the Washington area. This  
11 is a great location; we need to encourage people to come to  
12 Silver Spring, and just another homogenous monolithic  
13 apartment building is not going to cut it.

14 Detractors say the properties with historic  
15 designations are unappealing to developers. Of course there  
16 is more cost involved in restoring and augmenting an old  
17 building, but a designation opens up a world of financial  
18 opportunities in the form of federal and state historic  
19 rehabilitation tax incentives. Because sprawl and gridlock  
20 have prompted powerful smart growth and back to the city  
21 movements, there are many large-scale developers that deal  
22 primarily in these types of conversions. It is challenging,  
23 but they wouldn't be in the business if it weren't cost-  
24 effective.

25 I am pleased with the commitment to the

1 revitalization of downtown Silver Spring. We do want  
2 development, but not at the expense of our history.  
3 Progress and preservation do not have to be at odds.  
4 America is often criticized for being a disposable society,  
5 and rightly so. Let's move forward without obliterating our  
6 past and turning Silver Spring into just another generic  
7 artificial stucco-clad suburb. Preserving the Canada Dry  
8 building is not a stumbling block to development, but rather  
9 a building block. Let's set an example for our region and  
10 use this landmark property to our advantage.

11 Thank you.

12 MR. HOLMES: Thank you. Bill Burch.

13 MR. BURCH: Members of the Board, good evening.

14 My name is Bill Burch. I'm a businessman who recently  
15 relocated to Silver Spring from Washington, D.C. I  
16 currently have an office in the 7900 block of Georgia  
17 Avenue, close to the Canada Dry Bottling Plant. I'm  
18 testifying tonight in support of the designation of the  
19 Canada Dry Plant as an historical building worthy of  
20 preservation.

21 On my walk to work I pass by the plant regularly  
22 and often admire the building. It's prominent rounded  
23 corner of glass bricks compliments its sleek, low profile.  
24 The edifice of the -- Building at Colesville and Georgia  
25 owes an obvious debt to the bottling plant. When the

1 renovation of the Silver Theatre is complete, the three  
2 together will give downtown Silver Spring a unique local  
3 character.

4           However, I doubt the Board needs further testimony  
5 on the bottling plant's architectural merits. Instead, I'd  
6 like to point out the potential for the plant's  
7 neighborhood. As a recent transplant to Silver Spring I see  
8 the plant and its environs with a fresh pair of eyes. Where  
9 others may see a neglected building that's been declining  
10 over the years, I see a unique building with great design  
11 sitting in an arts district on its way up.

12           A visit to the neighborhood finds -- Blair Mill  
13 Road create an eddy in the traffic on Eastern Highway, and  
14 its relative stillness the Blair Mill Arts Center offers a  
15 haven for culture. On Eastern Avenue the Meredith -- Arts  
16 Center at 115 Eastern Avenue went under, but left an eye-  
17 catching building with a good location for the right  
18 retailer. A halfblock over on Georgia Avenue, Abbey Camera  
19 shows how an older brick building can be updated for modern  
20 usage. Across Georgia a renovation updates 8025 Georgia  
21 Avenue with modern details. On the corner of Georgia and  
22 East-West Highway the handsome old Metro building and yellow  
23 brick and green tiles presides over the intersection from  
24 the northeast corner.

25           Overall, the neighborhood has the potential to



1 develop into a distinctive neighborhood along the lines of  
2 Adams Morgan in the District or Clarendon in Arlington  
3 County.

4 With the heavy traffic on Eastern Avenue, the  
5 bottling plant could be developed for retail. The bottling  
6 plant's large parking lot could easily handle customer for  
7 several stores. A dual use design like situate offices on  
8 the east/southwest corner and shops in the warehouse portion  
9 that lines up along Eastern Avenue. The warehouse portion  
10 could also be turned into office space with an open floor  
11 plan and light wells.

12 The development of the bottling plant in this  
13 neighborhood may take a little time, but it's not a decade  
14 away. The Discovery Channel Headquarters, the Borders  
15 bookstore, and the new Silver Spring library building are  
16 filling in the downtown center. Renovations along the west  
17 side of Georgia Avenue north of the -- underpass show  
18 development spreading out from the city center. With the  
19 bottling plant location on a heavily traveled road, large  
20 parking lot, and proximity to the Silver Spring Metro, the  
21 building is a prime candidate for renovation. All that's  
22 needed is the Planning Board's protection and a little  
23 patience.

24 Thank you.

25 MR. HOLMES: Thank you. Marilyn Sites.

1 MS. SITES: Good evening. My name is Marilyn  
2 Sites. I live at 1317 Woodside Parkway in Silver Spring.  
3 I'm the president of Woodside Park Civic Association, which  
4 represents over 1500 residents in a beautiful neighborhood  
5 just north of this building.

6 At a discussion of this issue at our November 2000  
7 meeting, Woodside Park Civic Association voted unanimously  
8 to support the preservation of the Canada Dry building. We  
9 request that you preserve this historic landmark as proposed  
10 by the Historic Preservation Commission. I will not rehash  
11 all the details that were provided this evening. I just ask  
12 that you remember that once this interesting beautiful  
13 architectural building is demolished, it was gone forever.

14 Thank you. I cede the rest of my time to Patrick  
15 Sidwell.

16 MR. HOLMES: Patrick Sidwell.

17 MR. SIDWELL: Hi, I'm Patrick Sidwell from  
18 Woodside Park. I would like to read a letter from Richard  
19 Longstreth, the past president of the Society of  
20 Architectural Historians.

21 "I'm writing to offer my strong support for adding  
22 the former Canada Dry Bottling Plant to the county's Master  
23 Plan for Historic Preservation. As an architectural  
24 historian, I base my evaluation on extensive study of 20th  
25 century commercial buildings nationwide during the past 35

1 years. I've conducted research on the development of Silver  
2 Spring in the mid-20th century resulting in an essay, two  
3 anthologies, and an article in the leading American journal  
4 devoted to the history of the built environment.

5 I have taken an active role in efforts to preserve  
6 the Silver Spring Shopping Center, the former Hecht Company  
7 store, and the Falkland Apartments. In addition to  
8 directing the graduate program in historic preservation at  
9 G.W. University, I have served on the National Parks  
10 Service's internal review committee for the designation of  
11 national historic landmarks. I currently chair the Maryland  
12 Governor's Consulting Committee on the National Register of  
13 Historic Places.

14 From a historic perspective, the Canada Dry  
15 Bottling Plant is a work of great distinction for its type  
16 and period within the local context, and also for the State  
17 of Maryland. No other building in Montgomery County, save  
18 the Silver Spring Shopping Center, embodies the  
19 characteristics of streamlined modern design so fully.  
20 Examples of comparable quality are, indeed, very rare in  
21 Maryland.

22 The modernism embodied in the Canada Dry plant was  
23 especially important in the realm of industrial architecture  
24 during the 30's and 40's where -- widely held belief that  
25 science, technology, and systemization lay at the heart of

1 creating a better future.

2           The Canada Dry building's exceptional design was  
3 created by an architect of considerable reputation for work  
4 in this sphere. Most of Walter Monroe Cory's buildings were  
5 confined to the New York metropolitan area. We are very  
6 fortunate to have such an excellent example in this region.  
7 This property more than meets the threshold for local  
8 designation. In my personal opinion, too, it easily meets  
9 the criteria for the National Register -- level of state  
10 significance.

11           The generous tax credits available for the  
12 certified rehabilitation of historic buildings at the  
13 federal and now at the state level; former industrial  
14 properties are in high demand. There are numerous  
15 outstanding examples completed or in progress in Baltimore  
16 alone. The Canada Dry building is not only an outstanding  
17 work of architecture, it presents a golden opportunity for  
18 revitalization, creating a one-of-a-kind atmosphere that  
19 carries great appeal to many of the kinds of businesses that  
20 have gravitated to the Washington area in recent years."

21           I also might add that when I was a student at  
22 Montgomery Blair in the 60's, our class made a deal with  
23 Canada Dry to promote their competitor to Pepsi-Cola and  
24 Coca-Cola, which was called Sport Cola. And needless to  
25 say, it didn't do too well.

1 Thank you very much.

2 MR. HOLMES: Thank you. Bonnie Rosenthal.

3 MS. ROSENTHAL: Good evening Mr. Chairman and  
4 members of the Planning Board. My name is Bonnie Rosenthal.  
5 I'm a resident of Silver Spring and I have also been working  
6 professionally in the field of historic preservation for the  
7 last 10 years, both in Silver Spring and the District of  
8 Columbia. Half of those years were as a staff member of the  
9 National Trust for Historic Preservation, and tonight I wish  
10 to present and read a letter from the National Trust for  
11 Historic Preservation on this issue. The letter was written  
12 by Robert Nieweg who is the director of the southern field  
13 office, which covers this region; D.C., Maryland, and  
14 Virginia of the National Trust for Historic Preservation.

15 On behalf of the National Trust for -- well, first  
16 of all, let me tell you the National Trust was chartered by  
17 Congress in 1949 as a private non-profit organization to  
18 further the historic preservation policy of the United  
19 States and to facilitate public participation in the  
20 preservation of our nation's historic resources. With the  
21 strong support of our 250,000 members nationwide, including  
22 more than 12,707 in Maryland, the National Trust works to  
23 protect significant historic sites and to advocate historic  
24 preservation as a fundamental value in programs and policies  
25 at all levels of government.

1 "On behalf of the National Trust for Historic  
2 Preservation I express our strong support for the unanimous  
3 recommendation of the Montgomery County Historic  
4 Preservation Commission to designate the historic Canada Dry  
5 Bottling Plant. We respectfully urge the Planning Board to  
6 affirm the expert judgment of the Historic Preservation  
7 Commission.

8 Traditionally, the National Trust does not take a  
9 position with regard to local designation decisions.  
10 Instead, we typically defer to expert panels with knowledge  
11 of local history and architecture, such as the Montgomery  
12 County Historic Preservation Commission. However, in this  
13 instance we join the Historic Preservation Commission and a  
14 number of nationally renowned architectural historians --  
15 including Robert A.M. Stern, Richard Guy Wilson, and Richard  
16 Longstreth -- who have determined that the Canada Dry  
17 Bottling Plant is worthy of preservation.

18 Maryland is an acknowledged leader in the nation's  
19 smart growth movement. In our view, historic preservation  
20 is a critical element of any successful smart growth  
21 program. To its credit, Maryland has earned a reputation as  
22 an excellent steward of its irreplaceable historic  
23 resources.

24 MR. HOLMES: Ma'am, would you summarize? I know  
25 that we have a copy and we have three other people on the

1 waiting list and I'd like to get to them.

2 MS. ROSENTHAL: Okay. The point is that  
3 designation is the really first step toward the long term  
4 preservation of a community's resources. Preservation can  
5 extend the life of existing structures and the adaptive use  
6 means the community can support new economic growth.

7 We talked about tax credits that certainly the  
8 owners should be aware of. In light of the historic and  
9 architectural significance of this important landmark, that  
10 we encourage the Planning Board to vote to designate the  
11 Canada Dry Bottling Plant.

12 And just a personal comment. The Canada Dry  
13 building has always been a landmark to me that tells me I'm  
14 coming home to Silver Spring when I ride the Metro and I  
15 would very much like to see that building lit up and used  
16 again and Montgomery County should take advantage of that  
17 landmark.

18 Thank you.

19 MR. HOLMES: Thank you. Amy Conner.

20 MS. CONNER: Good evening. My name is Amy Conner.  
21 I am a member of the Art Deco Preservation Committee and I'm  
22 here to read a proposal from a local architect. Proposed  
23 site concept plan for the adaptive reuse of the Canada Dry  
24 Bottling Plant, East-West Highway and Blair Mill Road,  
25 Silver Spring, Maryland. Richard S. Rosen, AIA, architect,

1 8910 Third Avenue, Silver Spring, Maryland.

2           When the status of the Canada Dry Bottling Plant  
3 came to my attention, I was concerned that this wonderful  
4 Art Moderne building would be lost to Silver Spring. Like  
5 the Silver Spring Theatre and the shopping center at Georgia  
6 Avenue and Colesville Road, the bottling plant is a gateway  
7 and symbol of Silver Spring's history, almost catty-corner  
8 with the large Acorn marking the original Silver Spring. I  
9 offer this site concept plan as one way of adapting and  
10 restoring the building while making it part of a viable and  
11 diverse site redevelopment.

12           The proposed site concept plan adaptively reuses  
13 the most significant portions of Canada Dry, maintaining  
14 both signs on Blair Mill and facing the railroad tracks.  
15 Key features of the plan include: Maintaining the corner  
16 glass block entry lobby and stairs of Canada Dry, as well as  
17 the second story curved corners and a portion of the factory  
18 clerestory. This would serve as the entry to a proposed  
19 brew pub/restaurant which could have a second floor and roof  
20 terrace and ground level outdoor dining.

21           A proposed 10-story residential apartment building  
22 with approximately 324 units and structured parking below  
23 grade. The H-shaped apartment building is oriented parallel  
24 to East-West Highway, with northwest and southeast-facing  
25 courtyards, which create a spatial buffer between it and



1 Canada Dry and offer opportunity for meaningful outdoor and  
2 landscaped areas. This configuration would not cast  
3 significant shadows on Canada Dry most of the day. The  
4 building would reflect art moderne and deco building shapes  
5 and motifs.

6 The first floor of the apartment building provides  
7 resident and community accessible retail, with the apartment  
8 building lobby located as part of this one-story base.

9 Parking and service for both residents and the commercial  
10 space is accessible from the existing alley on the north  
11 side of the site.

12 A public park is provided between the  
13 apartments/retail and in front of the Canada Dry building on  
14 the east corner of East-West and Blair Mill Road. The  
15 actual design of this area would be carefully studied if  
16 this concept moved forward.

17 The Canada Dry brew pub is shown to provide an  
18 outdoor dining area near its entrance, which would create an  
19 opportunity for music and dancing, similar to the plaza at  
20 the Bethesda Hyatt Hotel.

21 This site concept plan puts forth a realistic  
22 option for providing residential, retail and dining  
23 opportunities on the Canada Dry site while preserving and  
24 restoring a significant and beloved landmark to useful life.

25 Thank you.

1 MR. HOLMES: Thank you.

2

3 MS. PERDUE: Can you tell me what the FAR would  
4 be --

5 MS. CONNER: No, ma'am. I'm not an architect.

6 MR. HOLMES: Thank you. Steve Gang. Richard  
7 Rosen. Those are -- that was our last speaker.

8 The record will be held open until the 30th of  
9 November and what -- is there a hearing date set yet,  
10 Gwen?

11 MS. WRIGHT: It is going to be probably December  
12 20th, but if some things clear, it may be moved to the 13th.

13 MR. HOLMES: We'll hold the record open until the  
14 30th of November.

15 MR. BRYANT: This is not meant to be pejorative,  
16 but what would be helpful for me -- we heard speaker after  
17 speaker talk in terms of how this site could be developed in  
18 its current mode and the right developer has not come along  
19 yet. I would really be impressed if between now and the  
20 time the record closed you would be able to identify  
21 potential developers who, in fact, have expressed an  
22 interest and would like to see this site be preserved and  
23 are willing to commit to work with this building. I really  
24 would appreciate that. And, again, it's not meant to be  
25 pejorative. It's just meant to look at the reality of south

1 Silver Spring in terms of this development.

2 MR. HOLMES: Thank you.

3 (Whereupon, at 10:25 p.m., the hearing was concluded.)

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

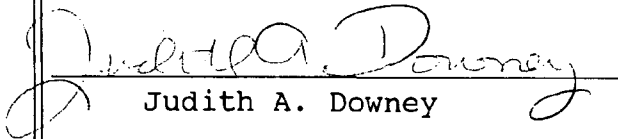
23

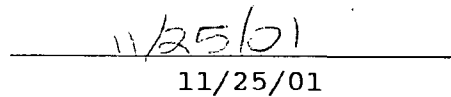
24

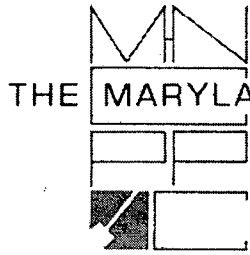
25

C E R T I F I C A T E

DEPOSITION SERVICES, INC., hereby certifies that the foregoing pages represent an accurate transcript of the electronic sound recording of the proceedings before the Montgomery County Planning Board.

  
Judith A. Downey

  
11/25/01



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

## Fax

### Historic Preservation Section

Tel: 301-563-3400

Fax: 301-563-3412

To: AYANA

Montgomery Journal

FAX: 703-846-8462

VOICE: 703-846-8405

From:  Gwen Wright

Please call me to confirm receipt (301-563-3400).

Date: October 12, 2001

Total Pages: 2

Re: Legal Notice for Montgomery County Planning Board

The Montgomery County Planning Board has authorized publication in your newspaper of the enclosed **Notice of Public Appearance**, for an insertion in your **October 15, 2001** issue, subject to the following specifications:

1. Text shall be set in regular classified body light-face type;
2. Headlines shall be set in bold-face capitals;
3. Date and place of hearing to be set as in copy in bold-face capitals and lower case; and
4. Copy should be limited to one-column width or two-columns if notice exceeds 100 lines or one page.

Please furnish me with two copies of the certificate of publication of this notice.

Thank you.

Enclosure

G:\MCPB/Canada Dry/10/15jrn

## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission hereby gives notice that it will hold a public hearing on the following:

**PUBLIC HEARING (PRELIMINARY) DRAFT AMENDMENT  
TO THE  
MASTER PLAN FOR HISTORIC PRESERVATION:  
CANADA DRY BOTTLING PLANT  
1201 EAST-WEST HIGHWAY  
SILVER SPRING, MARYLAND**

**THURSDAY  
November 15, 2001  
during the Board's regular agenda  
in the  
Montgomery Regional Office Auditorium  
8787 Georgia Avenue  
Silver Spring, Maryland**

to take testimony on whether or not the subject property should be added to the *Locational Atlas and Index of Historic Sites* and/or designated as an individual historic site on the Montgomery County *Master Plan for Historic Preservation*. A summary description and map for the potential historic site are included in the Public Hearing (Preliminary) Draft Amendment.

If the site is designated on the *Master Plan for Historic Preservation*, the property will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of properties.

If not included on the *Master Plan for Historic Preservation*, the resource will not be subject to the provisions of Chapter 24A of the County Code.

Immediately following the public hearing, the Planning Board will hold a worksession and make its determination on this Public Hearing (Preliminary) Draft Amendment using Ordinance criteria and considering the purposes of the law. Following the submittal of the Planning Board's recommendations to the County Council, the designation process will continue as described in the Public Hearing (Preliminary) Draft.

The Public Hearing (Preliminary) Draft Amendment is available for public inspection at the Maryland-National Capital Park and Planning Commission's Regional Headquarters, 8787 Georgia Avenue, Silver Spring, Maryland.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Please call the Community Relations Office at (301) 495-4600 the Friday before the hearing for an approximate time. Persons wishing to testify should call (301) 495-4600 to sign up. If you are unable to attend, write your concerns to the Montgomery County Planning Board at 8787 Georgia Avenue, Silver Spring, Maryland, 20910 and they will be made part of the public hearing record.

**Allied Civic Group  
P.O. Box 13238  
Silver Spring, Md. 20911**

August 10, 2001

Mr. Steven Spurlock  
Chairman  
Montgomery County Historic Preservation Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Re: Historic status of Canada Dry building in Silver Spring

Dear Mr. Spurlock:

Allied Civic Group would like to express support for including Silver Spring's Canada Dry Bottling Plant on the Locational Atlas and Index of Historic Sites in Montgomery County, followed by placement on the County's Master Plan for Historic Preservation.

An impressive array of evidence, much of it gathered by the Silver Spring Historical Society, offers compelling proof of the building's distinctive architectural style, the eminence of its designer, Walter Monroe Cory, and its significant role in the economic history of Silver Spring and the County. Prompt placement on the Atlas and inclusion in the Master Plan would be an effective means of protecting the building while eventual ownership and plans for the site are still uncertain.

The Canada Dry Building was threatened with demolition in the past, and Allied Civic Group was among the many community organizations and individuals voicing support for preservation. Our support has only grown stronger in light of the Historical Society's findings on the significance of the architect and the architectural and historical merits of the building. The revitalization of downtown Silver Spring, now proceeding apace, is long overdue, and we believe that it must include structures that give the community its unique character and that reflect its history. The Canada Dry building is one of those structures, and we hope to see a successful adaptive re-use of the building as part of the development of the site.

While the bulk of the building deserves historic designation, we would want to afford prospective owners a degree of flexibility in using the site. For this reason, Allied Civic Group is limiting its support for Master Plan designation to the two-story section of the building that incorporates the architectural features that give the building its distinctive character. This would include the walls with curved corners and wrap-around ribbon windows, the rotunda, and the short wings of the first floor on each side. In our opinion, the plain single-story functional extensions along East-West Highway and along the railroad tracks could be excluded from designation.

With that qualification, Allied Civic Group urges the Commission to include the Canada Dry Building on the Atlas and thereafter to place it on the Master Plan. Representatives of the

Historical Society have informed us that the building may be the only one in the County (and likely in the entire state) designed by Walter Monroe Cory. Given Cory's prominence as a commercial architect, this alone seems sufficient evidence of the building's architectural importance. Added to that is the role played by the building in Silver Spring's and the County's economic history: Its completion was part of the definitive transformation of this part of Silver Spring into a commercial/industrial zone. This imposing, visually pleasing Art Deco structure on one of the County's major east-west thoroughfares has for more than half a century been a familiar "face," providing a sense of continuity with our past.

We hope the Commission will concur with our view that the Canada Dry building, as qualified above, is an eminently worthy candidate for historic designation.

Sincerely,



Cynthia Rubenstein  
President

cc: Blair Ewing, President, Montgomery County Council  
Derick Berlage, Montgomery County Council  
Steven Silverman, Montgomery County Council  
Jerry McCoy, President, Silver Spring Historical Society



**Ziek, Robin**

---

**From:** Karin DuPaul [drg2@qwest.net]  
**Sent:** Sunday, November 18, 2001 10:36 AM  
**To:** forum-l@lists.nationaltrust.org  
**Subject:** [forum-l] Hamm Brewery

Dear Forum Members,

Our community is looking for preservation developers who would be interested in working with the community and the owner to redevelop the Historic Hamm Brewery in Saint Paul MN USA.

The Theodore Hamm Brewery was founded in 1865 and grew to become one of the largest breweries in the country. It stayed in the Hamm family ownership for over one hundred years, then a number of other brewery owned it until Stroh sold it in 1997.

When the Stroh Brewery closed its Saint Paul plant, it signaled the beginning of the Historic Hamm Brewery Neighborhood Initiative. Now community members are working with the owner of the Brewery complex to develop the best use of this historic complex.

It is in the center of one of Saint Paul's most historic neighborhoods, 5 minutes from downtown. The brewery is at the head of Swede Hollow Park, nestled between Dayton's Bluff and Railroad Island neighborhoods, along the Bruce Vento Regional Trail, and numerous ecological amenities, at the end of Old Town Payne Avenue, the commercial heart of East Side Saint Paul.

The Historic Hamm Brewery Neighborhood Initiative is an informal collaborative of interested parties that have come together because we believe that the brewery offers unique opportunities for business and technology development education, arts and entertainment housing and other mixed uses. The older buildings with their high ceilings, natural lighting, and neighborhood surroundings make the brewery an ideal location to be renovated into studios, performance spaces, galleries, classrooms, and other art and educational space. Housing, offices and other functions may find the brewery to be an ideal location.

The Historic Hamm Brewery Neighborhood Initiative seeks to find partners that are interested in pursuing the renovation of part of the brewery complex into a multi-use community in Saint Paul.

The brewery has a number of unique building that could give a business an of air old time elegance and be part of a exciting new business community. Technology, education and arts facilities may also find exciting infastrucor and location to be ideal.

*At a Glance*

- The brewery owner is Everest LLC who saved it from the wrecking ball and is renovating the buildings.
- Spanning 25 acres, the brewery contains about 50 buildings.
- Floor space equals approximately 1.3 million square feet.
- The oldest brewery building dates back to the 1860s.
- Many of the buildings are beautiful Victorians.

- A number of buildings contain large open space rooms with ceilings that are 7-8 stories high amenable to unique configurations.
- A number of buildings are ideal for light industrial use from 10,000 to 100,000 sq. ft.
- The brewery is 5 minutes from Downtown Saint Paul.
- Easy access to I-35E and I-94 and near the proposed Phalen Corridor Industrial Boulevard.
- Located on the Bruce Vento Regional Trail.

To see some of the buildings look at [www.DaytonsBluff.org](http://www.DaytonsBluff.org) Hamm Brewery News, photo tour and design charette photos. If you are interested in finding out more about the Historic Hamm Brewery contact Karin DuPaul at [DRG2@Qwest.net](mailto:DRG2@Qwest.net) or 668 Greenbrier Street, Saint Paul MN 55106, phone 651.776.0550

---

You are currently subscribed to forum-l as: [ziek@mncppc.state.md.us](mailto:ziek@mncppc.state.md.us)

To unsubscribe send a blank email to [unsubscribe-forum-l@lists.nationaltrust.org](mailto:unsubscribe-forum-l@lists.nationaltrust.org).

7<sup>30</sup> pm.

11/15/01

PDZ

## Public Hearing - Draft Amendment

1. County Exec - Scott Reilly      OPPOSES

2. APC.    Kim Williams, Steve Sparlock

3. ATT    Not historically significant  
not consistent with other PB decisions  
unless threat revitalization  
Subjugation to APC.

- 7 sector plans recommend redev.

"Threat of designation"

JBG will buy property if not historic.

No historic significance

Calvinia Coranda - of Goodwin -

Bldg not work of master.

Written not Russell designed the bldg.

Not a new arch. style; not unique.

a copy;

Put the bldg in SS for low rent district --

Not context of industrial dev.

Context today...

Development ≠ demolition ...

(HP)

Need to address most recent sector plan adoption.

Robert Harris - doing everything to make the HPC look  
silly. And set HPC against the P.B.

4. JBCG. - Contract Purchase - Reject.

They have a vision, a goal...  
We'll do something...

5. Dan Meizer Century Coalition - Reject  
Revitalization of S. St. Sp.

6. Ray Timmerman - Reject.  
Speedy Printer Business...

7. NO SHOW

8. Elmora Harvey - SS. Cit. Board Reject

9. Bryant Folger - NO submitted testimony - Reject  
- local developer...

Connection between Community + bldg.

10. Mary Reardon - Jerry McCoy.  
- CBD Survey?

11. Marcie Strickle

- Bringing up CBD Survey

12. Manda Hoey. MPI

Talked about economic benefits... Work with the equity we already  
have

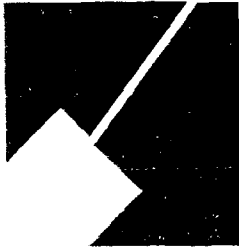
13. Linda Lyons + Wayne Goldstein  
Art Deco Soc. of Wash.
14. Charles Wuff - Supports Designation  
Eloquent speaker  
Preserve 2-story section
15. Garry Serenko - Photographer - Opposes  
Fear ...
16. Arnold Kohn - Opposes Designation Blair Apts.  
1300 apartments  
CVS, Giant, restaurants, etc ...  
Skeptical on whether it's feasible to redevelop an historic  
site
17. Lorraine Pearsall - H.T. Supports designation  
visual landmark.
18. Robyn Raynor - Allied Civic ~~Assoc.~~ Group - 35 community  
organizations -  
Supports !! - focus on the 2-story section  
Very detailed. Strong support ...
19. Elise Butler - Supports  
- gave 3 examples of redevelopment of industrial  
sites.

20. Anthony Lamer + George French - also reading Jack Carson's  
- with humor! letters..
21. Nancy Orban - wife in rehab of other bottling plants
22. Judy Reardon, Ph.D.
23. Carolyn Weber - Senior Editor for Design Magazine. Supports  
designation -
24. Bill Birch - businessman - Supports design.
25. Marilyn Sykes. - ~~13~~ Pres. of Extracurricular Assoc.  
- supports designation.
26. Patrice Sidwell - supports.  
Read Congestrieth's letter
27. Bonnie Rosenthal
28. Amy Connor

Record open until Nov 30.

Hearing probably Dec 20 ; or Dec 13

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

MEMORANDUM

TO: Bruce Romer  
Chief Administrative Officer  
Office of the County Executive

FROM: Gwen Wright, Supervisor *GWR*  
Historic Preservation Section  
County-wide Planning Division, M-NCPPC

SUBJECT: *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, Silver Spring, Maryland.*

---

I am pleased to transmit to you this *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, Silver Spring, Maryland.*

This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

The Montgomery County Planning Board will hold a public hearing on this amendment on Thursday, November 15, 2001, during their regular meeting agenda, in the Auditorium of the Montgomery Regional Office at 8787 Georgia Avenue, Silver Spring.

Should you have any questions concerning this *Public Hearing (Preliminary) Draft Amendment*, please do not hesitate to contact Robin Ziek of our staff at (301)563-3400.

Attachment

**PUBLIC HEARING  
(PRELIMINARY) DRAFT**

**AMENDMENT TO THE APPROVED AND ADOPTED  
MASTER PLAN FOR HISTORIC PRESERVATION IN  
MONTGOMERY COUNTY, MARYLAND**

**CANADA DRY BOTTLING PLANT (#36/44)  
1201 EAST-WEST HIGHWAY  
SILVER SPRING, MARYLAND**

An amendment to the Master Plan for Historic Preservation; an amendment to the 2000 Silver Spring CBD Sector Plan; and an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District within Montgomery County, Maryland.

Prepared By:

**THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION**  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760  
October 2001

Reviewed By:

**THE MONTGOMERY COUNTY EXECUTIVE**  
(Date to be established)

Approved By:

**THE MONTGOMERY COUNTY COUNCIL**  
(Date to be established)



## ABSTRACT

**TITLE:** Public Hearing (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*

**AUTHOR:** The Maryland-National Capital Park and Planning Commission

**SUBJECT:** Public Hearing: (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*

**DATE:** October 2001

**PLANNING AGENCY:** The Maryland-National Capital Park and Planning Commission

**SOURCE OF COPIES:** The Maryland-National Capital Park and Planning Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760

**NUMBER OF PAGES:** 2

**ABSTRACT:** This document contains the text, with supporting maps, for a proposed amendment to the *Master Plan for Historic Preservation in Montgomery County*, being also an amendment to the *2000 Silver Spring CBD Sector Plan* and the *General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District Within Montgomery and Prince George's Counties*. This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

# TABLE OF CONTENTS

	Page
ELECTED AND APPOINTED OFFICIALS.....	iv
MASTER PLAN AMENDMENT PROCESS.....	v
HISTORIC PRESERVATION MASTER PLAN AMENDMENT.....	vi
IMPLEMENTATION OF THE MASTER PLAN FOR HISTORIC PRESERVATION.....	vii
THE AMENDMENT.....	1

## MAPS

1	Locational Map for Canada Dry Bottling Plant.....	2
---	---	---

## ELECTED AND APPOINTED OFFICIALS

### COUNTY COUNCIL

Blair Ewing, President  
Steven Silverman, Vice-President  
Philip Andrews, Council member  
Derick Berlage, Council member  
Nancy Dacek, Council member  
Howard A. Denis, Council member  
Isiah Leggett, Council member  
Marilyn J. Praisner, Council member  
Michael L. Subin, Council member

### COUNTY EXECUTIVE

Douglas M. Duncan

### THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Elizabeth M. Hewlett, Chairman  
Arthur Holmes, Jr., Vice-Chairman

#### *Montgomery County Planning Board*

Arthur Holmes, Jr., Chairman  
Wendy C. Perdue, Vice-Chair  
Allison Bryant  
John M. Robinson  
Meredith K. Wellington

#### *Prince George's County Planning Board*

Elizabeth M. Hewlett, Chairman  
William M. Eley, Jr., Vice Chairman  
James M. Brown  
George H. Lowe, Jr.  
Albert C. Scott

### HISTORIC PRESERVATION COMMISSION

Steven L. Spurlock, Chair  
Susan Velasquez, Vice-Chair  
Steven Breslin  
Douglas A. Harbit  
Nancy Lesser  
Julia O'Malley  
Lynn B. Watkins  
Kimberly Prothro Williams

## **MASTER PLAN AMENDMENT PROCESS**

Master Plans provide policy guidance concerning the private and public use of land, for use and reference by private landowners, public agencies, and interested parties generally. Every master plan amendment also amends the General Plan for Montgomery County. The process of initiation, review, and adoption of amendments is generally as follows:

### Public Hearing (Preliminary) Draft Amendment

This document is a formal proposal to amend an adopted master plan. It is prepared by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission. Before proceeding to publish a final draft of the amendment, the Planning Board must hold a public hearing. After the close of the record of this public hearing, the Planning Board holds an open worksession to review the testimony, and to determine whether to make any revisions to the Public Hearing (Preliminary) Draft.

### Planning Board (Final) Draft Amendment

This document contains the Planning Board's final recommendations. It is transmitted to the County Council for review. In addition, the County Executive is sent a copy and has sixty days in which to provide comments on the amendment.

The County Council typically schedules a public hearing on the Planning Board (Final) Draft Amendment. After the close of record of this public hearing, the Council holds an open worksession to review the testimony, and then adopts a resolution approving, modifying, or disapproving the amendment.

Failure of the County Council to act within the prescribed time limits constitutes approval of the plan amendment as submitted to the body which fails to act.

### Adopted Amendment

The amendment approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the amendment officially amends the various master plans cited in the Commission's adoption resolution.

## HISTORIC PRESERVATION MASTER PLAN AMENDMENT

The *Master Plan for Historic Preservation* and the *Historic Preservation Ordinance*, Chapter 24A of the Montgomery County Code, are designed to protect and preserve Montgomery County's historic and architectural heritage. When an historic resource is placed on the *Master Plan for Historic Preservation*, the adoption action officially designates the property as an historic site or historic district, and subjects it to the further procedural requirements of the Historic Preservation Ordinance.

Designation of historic sites and districts serves to highlight the values that are important in maintaining the individual character of the County and its communities. It is the intent of the County's preservation program to provide a rational system for evaluating, protecting and enhancing the County's historic and architectural heritage for the benefit of present and future generations of Montgomery County residents. The accompanying challenge is to weave protection of this heritage into the County's planning program so as to maximize community support for preservation and minimize infringement on private property rights.

The following criteria, as stated in Section 24A-3 of the *Historic Preservation Ordinance*, shall apply when historic resources are evaluated for designation in the *Master Plan for Historic Preservation*:

(1) Historical and cultural significance:

The historic resource:

- a. has character, interest, or value as part of the development, heritage or cultural characteristics of the County, State, or Nation;
- b. is the site of a significant historic event;
- c. is identified with a person or a group of persons who influenced society;
- d. exemplifies the cultural, economic, social, political or historic heritage of the County and its communities; or

(2) Architectural and design significance:

The historic resource:

- a. embodies the distinctive characteristics of a type, period or method of construction;
- b. represents the work of a master;
- c. possesses high artistic values;
- d. represents a significant and distinguishable entity whose components may lack individual distinction; or
- e. represents an established and familiar visual feature of the neighborhood, community, or County due to its singular physical characteristic or landscape.

## IMPLEMENTATION OF THE MASTER PLAN FOR HISTORIC PRESERVATION

Once designated on the *Master Plan for Historic Preservation*, historic resources are subject to the protection of the Ordinance. Any substantial changes to the exterior of a resource or its environmental setting must be reviewed by the Historic Preservation Commission and an historic area work permit issued under the provisions of the County's Preservation Ordinance, Section 24A-6. In accordance with the *Master Plan for Historic Preservation* and unless otherwise specified in the amendment, the environmental setting for each site, as defined in Section 24A-2 of the Ordinance, is the entire parcel on which the resource is located as of the date it is designated on the Master Plan.

Designation of the entire parcel provides the County adequate review authority to preserve historic sites in the event of development. It also ensures that, from the beginning of the development process, important features of these sites are recognized and incorporated in the future development of designated properties. In the case of large acreage parcels, the amendment will provide general guidance for the refinement of the setting by indicating when the setting is subject to reduction in the event of development; by describing an appropriate area to preserve the integrity of the resource; and by identifying buildings and features associated with the site which should be protected as part of the setting. It is anticipated that for a majority of the sites designated, the appropriate point at which to refine the environmental setting will be when the property is subdivided.

Public improvements can profoundly affect the integrity of an historic area. Section 24A-6 of the Ordinance states that an Historic Area Work Permit for work on public or private property must be issued prior to altering an historic resource or its environmental setting. The design of public facilities in the vicinity of historic resources should be sensitive to and maintain the character of the area. Specific design considerations should be reflected as part of the Mandatory Referral review processes.

In the majority of cases, decisions regarding preservation alternatives are made at the time of public facility implementation within the process established in Section 24A of the Ordinance. This method provides for adequate review by the public and governing agencies. In order to provide guidance in the event of future public facility implementation, the amendment addresses potential conflicts existing at each site and suggests alternatives and recommendations to assist in balancing preservation with community needs.

In addition to protecting designated resources from unsympathetic alteration and insensitive redevelopment, the County's Preservation Ordinance also empowers the County's Department of Environmental Protection and the Historic Preservation Commission to prevent the demolition of historic buildings through neglect.

The Montgomery County Council passed legislation in September 1984 to provide for a tax credit against County real property taxes in order to encourage the restoration and preservation of privately owned structures located in the County. The credit applies to all properties designated on the *Master Plan for Historic Preservation* (Chapter 52, Art. VI). Furthermore, the Historic Preservation Commission maintains up-to-date information on the status of preservation incentives including tax credits, tax benefits possible through the granting of easements on historic properties, outright grants and low-interest loan programs.

## THE AMENDMENT

This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

### **Site #36/44 Canada Dry Bottling Plant** 1201 East West Highway, Silver Spring

The Canada Dry Bottling Plant is an excellent example of Art Moderne factory design, and is relatively unaltered and displays a high level of integrity. It was designed by Walter Monroe Cory, of the New York City architectural firm Cory and Cory. This firm was in the forefront of modern architecture in America, and was well known for industrial/factory design. The Canada Dry Bottling Plant was built in the context of Silver Spring's industrial center, along the railroad tracks, and the sociology of the factory process is clearly defined in the architecture.

This brick and concrete factory, built in 1946, has an interlocking office block and manufacturing wing. The manufacturing function took place on the ground floor, while the administrative offices were on the second story. The building uses blond brick of varying sizes, as well as metal strip windows and glass block. The main entrance at the corner of East-West Highway and Blair Mill Road, protected with a concrete canopy, is marked by a two-story curving wall of glass block. There are decorative concrete panels on either side of the entrance.

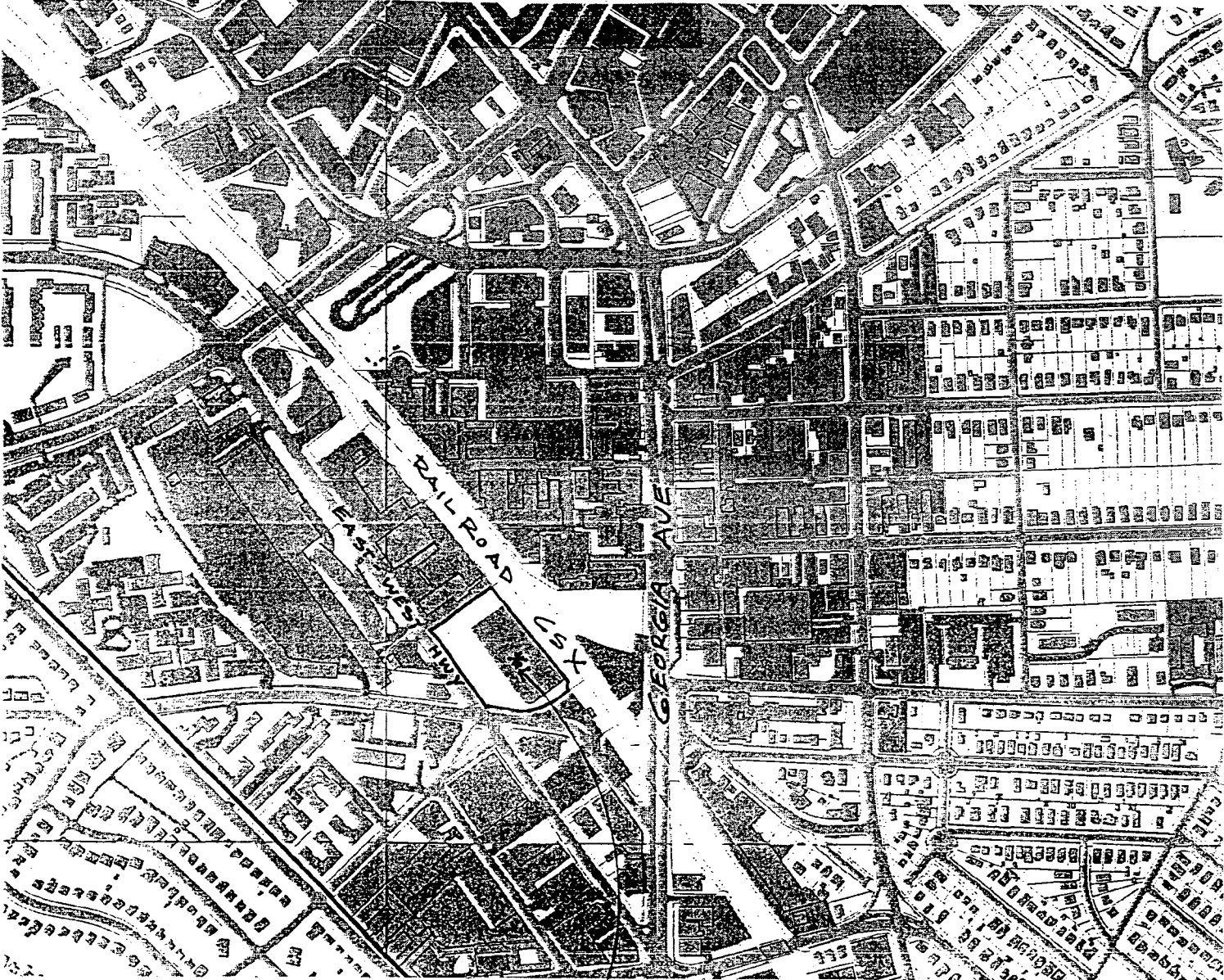
The Canada Dry building is an established and familiar visual feature in Silver Spring. The large neon signs that announce "Canada Dry" face both the railroad tracks and the public streets, and are well-known landmarks. The curving corners and strip windows, along with the use of modern building materials, such as concrete, glass block, and white metal, are all important 20<sup>th</sup> century architectural elements. When this factory was built, in 1946 after WWII, two architectural styles competed to portray the image of America. The Classical Revival style, seen in the Silver Spring Railroad Station, represented an idealization of the past; and the Art Moderne style, an offshoot of the International Style, promoted an exciting new future.

The Canada Dry Bottling Plant is a unique building in the County. When Silver Spring became Montgomery County's commercial center, very little industrial development was permitted. Since down-county development plans regularly included proscriptive language against industrial use (amongst many other proscribed activities and people), industry was a natural match with the railroad. The bottling industry involved a relatively simple production process using relatively heavy materials. These types of plants were built in high population areas near easy transportation. Silver Spring met all the criteria for this industry.

CRITERIA: 1A, 1D, 2A, 2B, 2C, 2E

ENVIRONMENTAL SETTING: 2.93 acres, P815, tax map JN33. *New development at the site is anticipated and welcomed. Page "v" of this amendment describes the rationale for initial designation of the entire parcel as the environmental setting. This environmental setting may be reduced at the time of subdivision and/or development to accommodate rehabilitation of the historic resource and redevelopment of the site to conform with the Master Plan.*

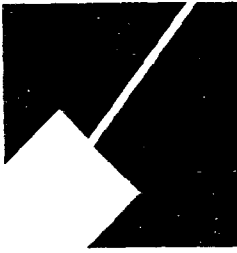
Map of Canada Dry Bottling Plant



CANADA DRY



M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

The Honorable Douglas M. Duncan  
Montgomery County Executive  
Executive Office Building  
101 Monroe Street  
Rockville, MD 20850

Dear Mr. Duncan:

I am pleased to transmit to you this *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, Silver Spring, Maryland.*

This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

The Montgomery County Planning Board will hold a public hearing on this amendment on Thursday, November 15, 2001, during their regular meeting agenda, in the Auditorium of the Montgomery Regional Office at 8787 Georgia Avenue, Silver Spring.

Should you have any questions concerning this *Public Hearing (Preliminary) Draft Amendment*, please do not hesitate to contact Robin Ziek of our staff at (301)563-3400.

Sincerely,

A handwritten signature in cursive script that reads "Gwen Wright".

Gwen Wright  
Historic Preservation Supervisor

GMW:rdz  
Enclosure

cc: The Honorable Blair Ewing

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

The Honorable Blair Ewing  
President  
Montgomery County Council  
Stella B. Werner Council Office Building  
100 Maryland Avenue  
Rockville, Maryland 20850

Dear Mr. Ewing:

I am pleased to transmit to you this *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, Silver Spring, Maryland.*

This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

The Montgomery County Planning Board will hold a public hearing on this amendment on Thursday, November 15, 2001, during their regular meeting agenda, in the Auditorium of the Montgomery Regional Office at 8787 Georgia Avenue, Silver Spring.

Should you have any questions concerning this *Public Hearing (Preliminary) Draft Amendment*, please do not hesitate to contact Robin Ziek of our staff at (301)563-3400.

Sincerely,

A handwritten signature in cursive script that reads "Gwen Wright".

Gwen Wright  
Historic Preservation Supervisor

GMW:rdz  
Enclosure

cc: The Honorable Douglas M. Duncan

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

Dear Property Owner:

The Montgomery County Planning Board will be holding a Public Hearing on the *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation* to consider the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. A copy of the Public Hearing (Preliminary) Draft Amendment is attached.

The public hearing will be held on November 15, 2001 at the Montgomery Regional Office Auditorium at 8787 Georgia Avenue in Silver Spring during the Planning Board's regular agenda. Please call the Community Relations Office at 301-495-4600 the Friday before the hearing for an approximate time.

Following the public hearing on this amendment, the Planning Board will hold a worksession and make its determination on the proposed designation using Ordinance criteria and considering the purposes of the law.

If the property is found to warrant historic designation, it will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of property. If the property is found not to warrant designation, it will not be protected under the County's Ordinance.

The Board's recommendations on historic designation will be forwarded to the County Council as a Planning Board (Final) Draft Amendment. The County Executive also has 60 days to review and comment on the amendment. The County Council will hold a public hearing on this amendment and will make a final determination as to the designation of this individual site on the *Master Plan for Historic Preservation*.

You are invited to testify at the upcoming public hearing and may do so in person by contacting the Community Relations Office at 301-495-4600, or by writing the Planning Board a letter at the address listed in the notice, or both.

Should you have any questions on this matter, please do not hesitate to contact Robin D. Ziek at 301-563-3400.

Sincerely,

A handwritten signature in cursive script that reads "Gwen Wright".

Gwen Wright  
Historic Preservation Supervisor

INSTRUCTIONS FOR TRANSMITTALS OF  
PRELIMINARY AND FINAL  
DRAFT AMENDMENTS  
March 1999

175 copies of the report are made for transmittals. Extras are given back to Clare. Please place a copy of memos/letters in the Clare's Day File and give her another set of copies for the Amendment file. Attached are the mailing labels (File: G:\PRESERVE\CLARE\TRNSLABL).

1. COPIES OF REPORT ONLY

<u>Distribution</u>	<u># of Copies of Report</u>
✓ Archivist, Carol Piper	20
Community Relations	75
✓ Information Desk	6

2. MEMORANDUMS

On letterhead and signed by the Division Chief, are sent to:

<u>Distribution</u>	<u># of Copies of Report</u>
✓ Chief Admin Officer, County Executive (See Attachment #2)	20
✓ Mgr. Regional Transportation Planning	1
✓ Dir, Md Office State Planning	1
✓ Dir, Council of Govts	1
✓ Dir, NCPC (See Attachment #3)	1
✓ Planning Manager, Planning Implementation Section	1
✓ Dir, State Hist Pres Office	1
✓ Chair, HPC (See Attachment #4)	1

*Due: 45 copies to Denise Smith for Planning Board, with staff report, in Nov.*

3. LETTERS

On letterhead and signed by the Planning Board Chairman, are sent to:

<u>Distribution</u>	<u># of Copies of Report</u>
✓ County Executive (See Attachment #5)	1
✓ Copies of County Exec letter to: Park Historian	1

Copies of County Exec letter with NO REPORTS:

- ✓ President, County Council
- Dir, Dept of Transportation
- Chief, Dept of Police
- Dir, Dept of Public Libraries
- Dir, Dept of Fire & Rescue
- Dir, Office of Economic Development
- Dir, Dept of Recreation
- Dir, Office of Mgmt & Budget

<u>Distribution</u>	<u># of Copies of Report</u>
✓ President, County Council (See Attachment #6)	1
✓ Copies of County Council letter to: Legislative Analyst, County Council	15
✓ County Executive	0

Albert J. Genetti, Jr., Director  
Montgomery County Dept. of Public Works and  
Transportation  
Executive Office building  
101 Monroe Street  
Rockville, MD 20850

Col. Charles A. Moose  
Chief  
Montgomery County Police Department  
2350 Research Boulevard  
Rockville, MD 20850

Robert K. Kendal, Director  
Office of Management & Budget  
Executive Office Building  
101 Monroe Street  
Rockville, MD 20850

Harriet Henderson  
Director  
Department of Public Libraries  
99 Maryland Avenue  
Rockville, MD 20850

Jean Arthur  
Legislative Analyst  
Montgomery County Council  
100 Maryland Avenue  
Rockville MD 20850

Roger W. Strock, Division Chief  
Department of Fire and Rescue Services  
Executive Office Building  
101 Monroe Street  
Rockville, MD 20850

The Honorable Douglas M. Duncan  
Montgomery County Executive  
Executive Office Building  
101 Monroe Street  
Rockville, MD 20850

David W. Edgerley  
Director  
Office of Economic Development  
101 Monroe Street  
Rockville, MD 20850

The Honorable Blair Ewing  
President  
Montgomery County Council  
Stella B. Werner Office Building  
100 Maryland Avenue  
Rockville MD 20850

Gregory A. Bayor  
Director  
Department of Recreation  
12210 Bushey Drive  
Silver Spring, MD 20902

James A. Caldwell  
Director  
Dept. of Environmental Protection  
255 Rockville Pike, Suite 120  
Rockville, MD 20850

Robert Hubbard  
Director  
Department of Permitting Services  
250 Hungerford Drive  
Rockville, MD 20850

Mike Dwyer  
Park Historian  
18400 Muncaster Road  
Rockville, MD 20855

G:\preserve\clare\trns\labl.wpd

Updated 5-2001

Ms. Carol Piper  
Archives  
Saddlebrook

Ms. Harriet Tregoning, Secretary of Planning  
Maryland Department of Planning  
301 W. Preston Street  
Baltimore MD 21201-2365

Mr. J. Rodney Little, Director  
State Historic Preservation Office  
Maryland Historical Trust  
100 Community Place  
Crownsville, MD 21032-2023

Douglas Simmons  
Director  
Office of Planning and Preliminary Engineering  
State Highway Administration  
707 North Calvert Street  
Baltimore MD 21202

Steven Spurlock  
Chairperson  
Historic Preservation Commission  
1350 Connecticut Avenue, N.W.  
Washington, DC 20036

Bruce Romer  
Chief Administrative Officer  
Office of the County Executive  
101 Monroe Street  
Rockville, MD 20850

Scott Reilly  
Assistant Chief Administrative Officer  
Office of the County Executive  
101 Monroe Street  
Rockville, MD 20850

Elizabeth Davison  
Director  
Dept of Housing and Community Affairs  
51 Monroe Street  
Rockville, MD 20850

Michael Rogers  
Executive Director  
Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E.  
Suite 300  
Washington, D.C. 20002

Richard L. Friedman  
Executive Director  
North Capital Planning Commission  
1325 G Street, N.W.  
Washington, D.C. 20576



Letters received by HPC &  
Planning Board TO DATE.

10/18/01

Anthony L. Wilner  
8110 Buttercup Lane Wets  
Pasadena, MD 21122

Cynthia Rubenstein  
Allied Civic Group, President  
P.O. Box 13238  
Silver Spring, MD 20911

Anthony L. Wilner,  
Art Deco Society of Washington  
P.O. Box 11090  
Washington, D.C. 20008

Chuck Dolan  
Woodside Park Civic Association, Vice-President  
1509 Dale Drive  
Silver Spring, MD 20910

Tyler Gearhart  
Preservation Maryland, Executive Director  
24 West Saratoga Street  
Baltimore, MD 21201-4227

Dana Lee Dembrow  
The Maryland House of Delegates  
Annapolis, Maryland 21401-1991

I Dean Ahmad, President  
Montgomery County Civic Federation  
4323 Rosedale Avenue  
Bethesda, MD 20814

Wayne Goldstein, Chair  
Preservation Committee  
Art Deco Society of Washington  
P.O. Box 11090  
Washington, D. C. 20008

Mary Reardon  
8007 Eastern Avenue # 110  
Silver Spring, MD 20910

Jack Carson  
Treasure, Historic Takoma Inc.  
Box 5781  
Takoma Park, MD 20913

Marie Hoey  
President, MPI  
15613 Allnutt Lane  
Burtonsville, MD 20866

Nancy Urban  
1325 Dale Drive  
Silver Spring, MD 20910

Daniel Maijer  
929 Gist Avenue  
Silver Spring, MD 20910

Elnora Harvey  
Silver Spring Citizens Advisory Board  
Silver Spring MD 20910

Judy Reardon  
8031 Eastern Avenue #310  
Silver Spring, MD 20910

Silver Spring Historical Society  
Jerry McCoy, President  
800n Thayer Avenue  
Silver Spring, MD 20910

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

TO: Interested Parties

FROM: Montgomery County Planning Board Staff

SUBJECT: *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*

---

The Montgomery County Planning Board will be holding a Public Hearing on the *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation* to consider the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland.

The Public Hearing will be held at the Montgomery Regional Office Auditorium at 8787 Georgia Avenue in Silver Spring, during the Planning Board's regular agenda. Please call the Community Relations Office at (301) 495-4600 the Friday before the hearing for an approximate time.

Following the public hearing on this amendment, the Planning Board will hold a worksession and make its determination on the proposed designation using Ordinance criteria and considering the purposes of the law.

Copies of the Public Hearing (Preliminary) Draft Amendment are available at the Planning Board office at 8787 Georgia Avenue, Silver Spring, Maryland, 20910.

You are invited to testify at the upcoming public hearing and may do so in person by contacting the Community Relations Office at (301) 495-4600, or by writing the Planning Board a letter at the address listed in the notice, or both.

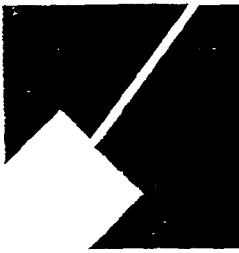
Should you have any questions on this matter, please do not hesitate to contact Robin D. Ziek at (301) 563-3400.

Sincerely,

A handwritten signature in cursive script that reads "Gwen Wright".

Gwen Wright  
Historic Preservation Supervisor

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

October 15, 2001

TO: Interested Parties

FROM: Montgomery County Planning Board Staff

SUBJECT: *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*

---

The Montgomery County Planning Board will be holding a Public Hearing on the *Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation* to consider the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland.

The Public Hearing will be held at the Montgomery Regional Office Auditorium at 8787 Georgia Avenue in Silver Spring, during the Planning Board's regular agenda. Please call the Community Relations Office at (301) 495-4600 the Friday before the hearing for an approximate time.

Following the public hearing on this amendment, the Planning Board will hold a worksession and make its determination on the proposed designation using Ordinance criteria and considering the purposes of the law.

Copies of the Public Hearing (Preliminary) Draft Amendment are available at the Planning Board office at 8787 Georgia Avenue, Silver Spring, Maryland, 20910.

You are invited to testify at the upcoming public hearing and may do so in person by contacting the Community Relations Office at (301) 495-4600, or by writing the Planning Board a letter at the address listed in the notice, or both.

Should you have any questions on this matter, please do not hesitate to contact Robin D. Ziek at (301) 563-3400.

Sincerely,

Gwen Wright  
Historic Preservation Supervisor

## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission hereby gives notice that it will hold a public hearing on the following:

**PUBLIC HEARING (PRELIMINARY) DRAFT AMENDMENT  
TO THE  
MASTER PLAN FOR HISTORIC PRESERVATION:  
CANADA DRY BOTTLING PLANT  
1201 EAST-WEST HIGHWAY  
SILVER SPRING, MARYLAND**

**THURSDAY  
November 15, 2001  
during the Board's regular agenda  
in the  
Montgomery Regional Office Auditorium  
8787 Georgia Avenue  
Silver Spring, Maryland**

to take testimony on whether or not the subject property should be added to the *Locational Atlas and Index of Historic Sites* and/or designated as an individual historic site on the Montgomery County *Master Plan for Historic Preservation*. A summary description and map for the potential historic site are included in the Public Hearing (Preliminary) Draft Amendment.

If the site is designated on the *Master Plan for Historic Preservation*, the property will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of properties.

If not included on the *Master Plan for Historic Preservation*, the resource will not be subject to the provisions of Chapter 24A of the County Code.

Immediately following the public hearing, the Planning Board will hold a worksession and make its determination on this Public Hearing (Preliminary) Draft Amendment using Ordinance criteria and considering the purposes of the law. Following the submittal of the Planning Board's recommendations to the County Council, the designation process will continue as described in the Public Hearing (Preliminary) Draft.

The Public Hearing (Preliminary) Draft Amendment is available for public inspection at the Maryland-National Capital Park and Planning Commission's Regional Headquarters, 8787 Georgia Avenue, Silver Spring, Maryland.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Please call the Community Relations Office at (301) 495-4600 the Friday before the hearing for an approximate time. Persons wishing to testify should call (301) 495-4600 to sign up. If you are unable to attend, write your concerns to the Montgomery County Planning Board at 8787 Georgia Avenue, Silver Spring, Maryland, 20910 and they will be made part of the public hearing record.

Mary Reardon  
8007 Eastern Avenue # 110  
Silver Spring, MD 20910

Jack Carson  
Treasure, Historic Takoma Inc.  
Box 5781  
Takoma Park, MD 20913

Nancy Urban  
1325 Dale Drive  
Silver Spring, MD 20910

Daniel Maijer  
929 Gist Avenue  
Silver Spring, MD 20910

Elnora Harvey  
Silver Spring Citizens Advisory Board  
Silver Spring MD 20910

Judy Reardon  
8031 Eastern Avenue #310  
Silver Spring, MD 20910

Marie Hoey  
President, MPI  
15613 Allnutt Lane  
Burtonsville, MD 20866

Silver Spring Historical Society  
Jerry McCoy, President  
800 Thayer Avenue  
Silver Spring, MD 20910

Anthony L. Wilner  
8110 Buttercup Lane Wets  
Pasadena, MD 21122

Cynthia Rubenstein  
Allied Civic Group, President  
P.O. Box 13238  
Silver Spring, MD 20911

Anthony L. Wilner,  
Art Deco Society of Washington  
P.O. Box 11090  
Washington, D.C. 20008

Chuck Dolan  
Woodside Park Civic Association, Vice-President  
1509 Dale Drive  
Silver Spring, MD 20910

Tyler Gearhart  
Preservation Maryland, Executive Director  
24 West Saratoga Street  
Baltimore, MD 21201-4227

Dana Lee Dembrow  
The Maryland House of Delegates  
Annapolis, Maryland 21401-1991

I Dean Ahmad, President  
Montgomery County Civic Federation  
4323 Rosedale Avenue  
Bethesda, MD 20814

Wayne Goldstein, Chair  
Preservation Committee  
Art Deco Society of Washington  
P.O. Box 11090  
Washington, D. C. 20008

Noticing Addresses

Jerry McCoy, President  
Silver Spring Historical Society  
P.O. Box 1160  
Silver Spring, MD 20910

Stacy P. Silber  
Wilkes Artis  
3 Bethesda Metro Center  
Suite 800  
Bethesda, MD 20814

Craig Bruch  
AT&T  
150 Mount Airy Road  
Room 2S122  
Basking Ridge, New Jersey 07920



Get MCPB agenda  
item # from Denise,  
type on cover memo &  
make 45 copies.  
collate & staple with  
enclosed 45 copies of  
amendment -

11/9 ✓  
Dw

TENTATIVE MCPB AGENDA ITEM

---

SUBJECT:

Public Hearing on *Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant (#36/44)*, located at 1201 East-West Highway, Silver Spring

STAFF RECOMMENDATION:

---

Suggested Agenda Date: November 15, 2001

Suggested Time of Day: evening

Estimated length of time: 2.0 hours

Public Recorder needed yes

Staff Member: Robin D. Ziek County-Wide Planning, Historic Preservation

TENTATIVE MCPB AGENDA ITEM

---

SUBJECT:

Preservation Easement donation by the property owners, James Graham and Victoria Clarke, for 4728 Avenue, Chevy Chase, Somerset Historic district, to retain in unity the 0.746 acre parcel.

STAFF RECOMMENDATION:

Montgomery County should accept the easement donation.

---

Suggested Agenda Date: November 15, 2001

Suggested Time of Day: Consent Calendar

Estimated length of time: 0 hr.

Staff Member: Robin D. Ziek County-Wide Planning, Historic Preservation

11/12/11

plany present kids drawing...

will plan available to any interested potential buyer -

③ Martin Joyce <sup>heard</sup> <sup>puts up</sup> who's trying the list?  
Call Roberta or Nellie - for speakers list. See a Planning Bd

③ Public Hearing: Gov; Nominative; owner; The rest..

7 minutes for HPC? check.

N.B. Dec 3<sup>rd</sup> meeting with Dept. for departmental  
recommendation...

1. Develop HPC testimony -  
Confirmation who will be there...

7 min: - Kim - Hist. Merit - criteria of Ordinance  
Steve Sparlock - Develop. Potential

Steve - <sup>environmental setting issue...</sup> Intro... process.. NOT HPC initiated...

Our job: to work out ~~development~~  
env. setting at the time when  
There is and a development option -  
HPC exists to review alterations! That's  
what we do! The Council does designations, but  
we review changes & alterations - we've  
experienced (S. Theat, Beth Theat)  
Successful -  
Significance of language for specifying  
part of the outcome..

Task to Mary

Ben Forgan  
Randy Mason

New people

Speakers list is too "usual suspects"

includes all business side - Chamber of Commerce  
Attorney General  
Folger.

→ Presentation MD.

Rob Newweg @ Nat'l Trust

20<sup>th</sup> c. resources.

11/21. Called: to tell about 11/15 being Public Hearing only

Marcus Stickle

11/ Dec. work session date \_\_\_\_\_

Maria Hooley

Mary Rendon

Stacey Silber

Bob Harris

Eileen Brennan

Wayne Goldstein - p22 of MP for H.

Can't do all the design decisions until  
you have a project & there isn't  
a project now!

State out the territory

Tactful, Professional,

---

Language for environmental setting -

Washed to corner

No less than 2-story sections ..

- Transition between both old & new should be worked out ~~so~~ gracefully ..
-

Machine is on - Put CD in machine.

Bring up on PC monitor

- creation on counter - flat black box -

One button press "mute video"

Roberta was at  
The noon training  
today too.

- Email: [Kprotwo@erols.com](mailto:Kprotwo@erols.com).

301.652.6019 phone

10/20/01

Charlie Lohr: Speaks about split between staff.  
He says he put the C.B.R. staff recommendation in front  
of you

John Carter - he says they're down the "chat show" - we'll give  
you segment afterwards...

Glenn Kregg - Report description of Canada Day  
Re-zoning: CBD R2 -> CBD 2. Fix: 6:15 PM for  
redevelopment + encourage densification of empty bligs.

2-page summary of testimony

Me  
Alec:

We need:  
New letters of form UGB + ATT -

Planning that can do presentation through Regulatory  
Process - Site plan review -  
Zonance modification area. S.S. Overlay Zone...

Misguk - Presentation

Benjamin: the call is on "growth" Project + wants to  
use P.I.B. to ~~the~~ some part of the bligs...



PHOTOCOPY REQUISITION  
ADMINISTRATIVE SERVICES MRO BUILDING  
PLEASE FILL OUT COMPLETELY - INCOMPLETE ORDERS WILL BE RETURNED

JOB # \_\_\_\_\_

AGENCY \_\_\_\_\_ DATE Oct. 15

DATE JOB NEEDED Oct. 15 PHONE EXTENSION 3408

JOB IDENTIFICATION (TITLE) Public Hearing Report - Carda Lly Plant

PERSON TO CONTACT FOR QUESTIONS (PLEASE PRINT) \_\_\_\_\_

WORK TO BE DONE  
PLEASE CHECK EACH OPERATION NECESSARY TO COMPLETE JOB

- PRINTING/PHOTOCOPYING    COLLATING    CUTTING    DRILLING    FOLDING  
 STAPLING    UPPER LEFT    TWO ON LEFT SIDE  
 ~~GBC Binding~~    HOT BIND    COVERS    FRONT    BACK

**COMPLETED**  
10-15-01-C.A. Coleman

NO. OF PAGES 10 NO. OF COPIES 175 SIZE, COLOR/TYPE OF PAPER 8 1/2 x 11 white

- PRINT ONE SIDE    PRINT BOTH SIDES    HEAD TO HEAD    TUMBLE

ADDITIONAL INSTRUCTIONS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

AUTHORIZED SIGNATURE Robin Zuehl TITLE \_\_\_\_\_

JOB RECEIVED                      JOB COMPLETED                      TOTAL IMPRESSIONS 1,750

DATE 10-15-01                      DATE 10-15-01                      COPY EQUIPMENT USED Dig. Docu

TIME 11:55 A.M.                      TIME 2:10 P.M.

INITIALS C.A. Coleman                      INITIALS C.A.C.

IF JOB NOT COMPLETED, WHY? \_\_\_\_\_

A proposal, which  
was discussed  
with the Planning Bd.  
They want with partial  
Loc. At. protection.  
cor



Craig S. Bruch  
Real Estate Manager  
Global Real Estate

Room 5361C11  
295 North Maple Ave.  
Basking Ridge, NJ 07920  
TEL: 908-221-4790  
FAX: 908 630-1120  
[cbruch@att.com](mailto:cbruch@att.com)

December 20, 2001

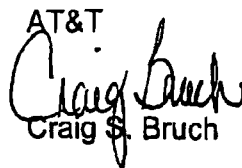
The Honorable Arthur Holmes, Jr.  
Chairman  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

Re: The Canada Dry Building  
1201 East-West Highway

Dear Chairman Holmes:

On behalf of AT&T, we are writing to provide you with our commitment to defer demolition of 1201 East-West Highway (the "Property"). Specifically, AT&T commits to the Planning Board that if the Board rejects full and partial historic designation of the Property to both the Master Plan for Historic Preservation and to the Historic Atlas, AT&T will not demolish the building at this time. Rather, we will defer any demolition until Site and/or Project Plan review.

Sincerely,

AT&T  
  
Craig S. Bruch

**ERS/ISD  
PUBLISHING AND  
COMMUNICATIONS BRANCH**

# Fax

To:

ROBIN ZIEK

From:

MARY REARDON

Agency:

HPC

Agency:

SSHS

FAX:

FAX: 202-694-5638

Phone:

Phone:

202 694-5136

Urgent     For Review     Please Comment     Please Reply     Please Recycle

Number of pages sent (including this page)

2

•Comments:

I think the JBE letter says pretty much the same thing. JOHN CARTER WOULD HAVE IT,

**If all pages are not received, please call sender at the phone number given above.**

**Ziek, Robin**

---

**From:** "Mary Reardon" <mreardon@ers.usda.gov> ["Mary Reardon" <mreardon@ers.usda.gov> at inet]  
**Sent:** Tuesday, July 24, 2001 3:13 PM  
**To:** Ziek, Robin; Wright, Gwen  
**Subject:** Fwd: Canada Dry hearing

Carl's report on conversatin with Stacy Silber, representing AT&T.  
More later.

Received: from relayin.ers.usda.gov  
([151.121.68.19])

by mailbox.econ.ag.gov; Tue, 24 Jul 2001 14:44:38 -0400

Received: from router-3.ers.usda.gov (ers-68-17.ers.usda.gov) by relayin.ers.usda.gov (LSMTP for Windows NT v1.1b)  
with SMTP id <0.000014AE@relayin.ers.usda.gov>; Tue, 24 Jul 2001 14:44:45 -0400

Received: by CBIEXI02WA with Internet Mail Service (5.5.2653.19)  
id <NKC9B1Y0>; Tue, 24 Jul 2001 14:42:00 -0400

Message-ID: <F169A5F8002CD4119EE700D0B741D422EFC48A@CBIEXM01NY>

From: "Spataro, Carl" <cspataro@cov.com>

To: 'Mary Reardon' <mreardon@ers.usda.gov>

Subject: RE: Canada Dry hearing

Date: Tue, 24 Jul 2001 14:43:38 -0400

Importance: high

X-Priority: 1

X-Mailer: Internet Mail Service (5.5.2653.19)

Mary,

I spoke with Stacy. I have to join a conference call right now, so I can't leave a long message. But, in short, she asked if you could contact Gwen to see if we could delay the sending of the notice until 7/26 so that we could talk tomorrow. I expressed that our concern with an agreement that doesn't survive AT&T's ownership is that we can be blindsided by the buyer. I think that they are open to an agreement that would either include the ability to discuss development plans with potential buyers or that would survive AT&T's ownership. I will send some more thoughts and info when I get a chance.

In the meantime, if you think it is appropriate, you may want to talk to Gwen about delaying the notice.

Thanks,

Carl

-----Original Message-----

From: Mary Reardon [mailto:mreardon@ers.usda.gov]

Sent: Monday, July 23, 2001 3:12 PM

To: Spataro, Carl

Subject: Canada Dry hearing

Carl,

I don't know if you've contacted Stacy yet, but here is a recap of what we talked about (even if you've already spoken to her this can serve as a reference).

This is what we want to convey to AT&T:

- 1) We wanted to inform them of our move to schedule a hearing on the designation of the Canada Dry Building, before they received a notice from the HPC.
- 2) We felt we needed to take action to ensure the building has some protection when it changes hands.
- 3) We intend to be reasonable regarding the extent of the site that we would prevent from being redeveloped.
- 4) We would like to know if AT&T has arranged for Stanley Keyser to view the site. There are other possible preservation developers that might be interested (of course we would not contact them until Keyser had an opportunity to look at the site and consider if he is interested).
- 5) We will ask them to contact us (you) in the next few days if they have any questions or want to discuss any aspect of this.

As I said (though this is not for AT&T to know), we will contact the press (exclusively the Montgomery Journal) in a few days and try to generate a story (unless AT&T calls with an offer). The story will not be adversarial--instead, the angle would be the scheduled hearing and our alerting the community to the significance of the building and its architect. I will call Stacy if the Journal says they are going to do a story. I will keep you posted on this. Once the Journal does a story we can send the story to other papers (Gazette, Post) to get more coverage.)

Any offer of an easement from AT&T or a potential buyer would have to be signed before we would put off the hearing again.

ALSO, one thing I didn't mention and that came up at the ARt Deco Preservatin Committee meeting: An option is to nominate the building for National Register status as well. If we do that we would tell AT&T after the nomination was in. More on this later.

Thanks for your input and help.

Mary

FAY

301. 913-9298

Wynne Goldberg

---

APPROVED AND ADOPTED MASTER PLAN  
FOR HISTORIC PRESERVATION  
MONTGOMERY COUNTY, MARYLAND

Amendment to the General Plan for the Physical Development of the  
Maryland-Washington Regional District (adopted 1964), and the  
Master Plan of Highways within Montgomery County, Maryland.

Preparation of this report was financed in part through continuing grant-in-aid assistance made available to the Maryland Historical Trust for survey and planning activities, by the Heritage Conservation and Recreation Service, U.S. Department of the Interior, under the provisions of the National Historic Preservation Act of 1966.

The Maryland-National Capital Park and Planning Commission  
Montgomery County Planning Board  
8787 Georgia Avenue, Silver Spring, Maryland

September 1979



district advisory committees would differ from the Commission's advisory panels, which would have research, evaluation, and "watch-dog" responsibilities for large sub-areas of the County.

#### Types of Districts:

There are two major types of historic resources which are well-suited to district designation: (1) residential and commercial areas illustrating the history of suburban development in the County; and (2) rural areas where the vernacular architecture and agricultural landscape reflect centuries of history. Farming districts, rural villages and especially small crossroads villages deserve special attention. Efforts should be made to assure the continuation of whatever primary functions exist within a district—e.g., farming in the case of rural areas. District designation may also be applied to the historic rural landscape. Most of the rural landscape is seen from the road, thus the protection of byways and scenic roads and their vistas should become an integral part of historic preservation in Montgomery County, as suggested in Scenic Byways, published by Sugarloaf Regional Trails in 1977.

In determining boundaries to historic districts, buffer areas should be included sufficient to protect the district's integrity. Regulations and restrictions necessary to protect the character and special qualities of the district should be developed.

The functions of the districts and how they can best be continued must be a priority concern. Although most districts focus on the architectural and historical features exemplified by the buildings themselves, some districts may have other concerns or foci, such as a market, a vista or prominent natural or man-made feature. Many districts throughout the country have been so popular and successful that their real estate values have risen to a point where long-time residents have been forced out from homes, farms and shops. This displacement must be avoided by efforts to assure the continuation of a healthy mix of people and economic levels.

Historic districts must not become areas where protective concerns override all other activities. Instead, they are living and working areas where special attention is paid to protecting those qualities which make them significant resources for the County. For example, local historic districts in residential areas like Rockville have their architectural and historical qualities protected while all the regular activities go on. Likewise, in rural districts not only can vernacular architecture and important rural settings be protected, but working farms can be sustained to provide close-to-market produce, and rural villages retained to provide local, small-scale goods and services.

#### Procedure for Adding Resources to the Master Plan

→ The Commission should review additional sites on a periodic basis, at scheduled meetings, so that interested parties and property owners can be notified and attend. Sites should be evaluated against the criteria listed above. After receiving the recommendation of the Commission, the Montgomery County Planning Board would hold a Public Hearing to make its determination, using the same criteria, considering the purposes of the ordinance, and balancing the importance of the historic property with other public interests. If the Planning Board decides to place the historic resource on the Master Plan, it will then recommend a Master Plan Amendment to the County. The County Council may hold a hearing before it acts if appropriate. Upon approval by the Council and

Stacy Silber  
30.656.3978

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

PARK PLANNING AND RESOURCE ANALYSIS  
1109 Spring Street, Suite 802, Silver Spring, Maryland 20910-3760  
Tel: 301-650-4370 Fax: 301-650-4371

FAX TRANSMITTAL

Today is: 11/15/01

Pages including this one: 12

TO: Stacey Silber  
\_\_\_\_\_  
\_\_\_\_\_

FROM: Robin Zrek  
\_\_\_\_\_  
\_\_\_\_\_

Fax no: 301.656.3978

Message:

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

**PARK PLANNING AND RESOURCE ANALYSIS**  
1109 Spring Street, Suite 802, Silver Spring, Maryland 20910-3760  
Tel: 301-650-4370 Fax: 301-650-4371

**FAX TRANSMITTAL**

Today is: 11/15/01

Pages including this one: 19

TO: Kim Williams

FROM: Robin Zrek

Fax no: 301-986-7950

Message:

Gwen,

This article from the *Baltimore Sun* mentions Caldor in Silver Spring (considers it "old"! ). Too bad Canada Dry wasn't renovated in time for the story.

Please share with Robin. I e-mailed the text of the article to the Planning Board Chairman's office. I don't like the last line, but at least it links smart growth to re-use of buildings.



Mary Reardon

Search/Archive Site Map About Us Contact Us Home Delivery Advertise

**SunSpot.net** Opinion  
 Maryland's Online Community

NEWS BUSINESS SPORTS ARTS/LIFE OPINION MARKETPLACE

Get a 30-second online response **1.9%** intro APR  
 See Important Terms

**MARKETPLACE**  
 classifieds and more  
 Jobs • Cars • Homes •  
 Apartments • Coupons

- ◆ **Talk about it**  
 Discuss this story
- ◆ **E-mail it**  
 Send this story to a friend
- ◆ **Print it**  
 Printer-friendly version

- ▶ News
- ▶ Business
- ▶ Sports
- ▶ Arts/Life
- ▼ **Opinion**
  - Talk
  - Letters to Editor
  - Editorials
  - Op/Ed
  - Perspective
  - Columnists
  - Cartoons
  - Marc Steiner
- ▶ Marketplace

- OTHER SERVICES**
- ▶ Print Edition
  - ▶ Wireless Edition
  - ▶ Corrections
  - ▶ SunSource Store
  - ▶ Search/Archive
  - ▶ Site Map
  - ▶ About Us
  - ▶ Contact Us
  - ▶ Home Delivery
  - ▶ Advertise
  - ▶ Map/directions
  - ▶ SunDial
  - ▶ FAQs

**Quick search**  
 Type search term(s) for  
 articles, places or events,  
 then hit return

## New life for old buildings

Adaptive reuse: Encouraging redevelopment of vacant structures would lead to smarter growth.

Originally published December 14, 2001

IT'S NOT 34th Street, and it's not quite a miracle. But the things happening at some former area department store sites are pretty amazing.

On York Road, just across the city-county line, the former Caldor's (and before that, Stewart's) is being converted into a Baltimore County government office building. From the looks of its beige stucco-like exterior, big energy-efficient windows and office spaces under reconstruction, you'd never know it's a place where shoppers once bought housewares.

In Silver Spring, a former Caldor's has become a loft-style home for Discovery Communications. The building wasn't simply abandoned after the department store chain went under. It was restored, with many of the pipes and much of the ductwork retained in its interior to give it a post-industrial feel.

Both provide an instructive lesson in how deserted buildings can be revived around the inner ring of suburbs -- and in cities like Baltimore.

There are too many instances of vacant buildings simply going to waste.

Northern Anne Arundel County has a slew of deserted buildings that could be transformed into new uses.

They could benefit from a comprehensive adaptive reuse plan that encourages developers to rebuild instead of building in virginal territory.

Sites that could be candidates in northern Anne Arundel once housed stores such as Montgomery Ward, Hechinger, Computer City, Staples and PetsMart, which have either closed or moved to new locations.

There may be hope.

Anne Arundel County Council members Pamela G. Beidle and

Also

**Small Syria**  
Assac capita as-drc terrori

**Is it for it**  
Ridic deacc plann questi habits

**Roan Middl**  
Autho poter talks.

**Shu Was**  
Mone Admlr longer to nati peopl

**To ri is O**  
ques Lever mayoi gover being candi


Daniel E. Klosterman Jr. have introduced legislation that would provide tax breaks to developers who rebuild.

Another idea being considered by Ms. Beidle involves a zoning plan that would allow new uses for old buildings. It's the first time the current Anne Arundel County Council has taken a serious look at adaptive reuse.

Success stories like those in Baltimore County and Silver Spring -- and at Tide Point and the American Can Co. in Baltimore -- show that architectural trash can become treasure.

Copyright © 2001, *The Baltimore Sun*

**sunspot.net**

 **Talk about it**  
Discuss this story

 **E-mail it**  
Send this story to a friend

 **Print it**  
Printer-friendly v



[Talk](#) | [Letters to Editor](#) | [Op/Ed](#) | [Perspective](#) | [Columnists](#) | [Cartoons](#) | [Marc Steiner](#)  
[News](#) | [Business](#) | [Sports](#) | [Arts/Life](#) | [Opinion](#) | [Marketplace](#)

**Contact us:** Submit feedback, send a letter to the editor, submit a news tip, get subscription info, or place a classified ad.

SunSpot.net is Copyright © 2001 by The Baltimore Sun.  
[Terms of Service](#) | [Privacy Policy](#)

Powered by [Genuity](#).

## Ziek, Robin

---

**From:** Mary Reardon [mreardon@ers.usda.gov]  
**Sent:** Monday, November 19, 2001 1:22 PM  
**To:** Gwen.Wright-DA@mncppc-mc.org; Ziek, Robin  
**Subject:** The Corys

Gwen, Robin,

We can refute what Stacy said about Walter Cory. Turns out the "architecural historian" really misrepresented the facts. But don't tell them that, because they will manufacture more untruths that the Planning Board may believe. Details on this later. I am planning to write a letter for the record answering all of Stacy's points. Could you fax me her testimony? 202-694-5638 Thanks.



## Ziek, Robin

---

**From:** MarciPro@aol.com at inet  
**Sent:** Wednesday, September 19, 2001 7:33 AM  
**To:** Wright, Gwen; Ziek, Robin; tymetraveller@att.net at INET; PHILEEN2@cs.com at INET; director@peerlessrockville.org at INET; JChriste@ci.rockville.md.us at INET; Jachristen@aol.com at INET; Lblami@aol.com at INET; Twverve@aol.com at INET  
**Subject:** NOTE! Canada Dry Bldg! Judy Reardon Letter! Journal, 9/19

NOTE! Canada Dry Bldg! Judy Reardon Letter! Journal, 9/19/01!  
Call for Demolition 'Ironic' Given Past, Journal, 9/19/01, Wed.  
The owner of Silver Spring's Canada Dry bottling plant, AT&T, claims the

building has no architectural merit and deserves to be demolished. It's unclear whether AT&T is aware of the irony of that claim. What's ironic is that while AT&T dismisses the design principles of the building's architect, at one time the company enthusiastically embraced those very principles.

The architect of the Canada Dry building was Walter Monroe Cory, one of the few Americans whose work was represented in the seminal "Modern Architecture: International Exhibition" organized in 1932 by the Museum of Modern Art. One of the organizers was architect Philip Johnson.

Johnson, of course, went on to fame and fortune, and is probably best known for the Seagram Building in New York, likely the best representation of the International Style in this country. It was at the 1932 exhibit that the term "International Style" originated, coined by Johnson to describe the Bauhaus-derived idiom, with its clean, simple lines and minimalist aesthetic.

Fast forward to 1984, when AT&T decided to build a new headquarters in New York. For that job, it chose as architect none other than the now world-renowned Philip Johnson. In doing so, AT&T selected someone who, like Cory, was an early practitioner of the style that dominated architecture worldwide in the second half of the 20th century.

For the important task of projecting its corporate image, AT&T opted for a building in the International Style (though with a postmodern adornment) designed by a pioneer of that style. (Still another irony is that when AT&T sold its headquarters, it relocated to a landmark-designated Art Deco building.)

When it comes to the Canada Dry building, however, suddenly AT&T repudiates the classical tenets of the International Style. In testifying before the Montgomery County Historic Preservation Commission last month against preservation of Canada Dry, AT&T's attorney dismissed the building as "simple" and thus not worthy of historic designation. When I heard this, I wanted to jump up and remind him of the mantra of Johnson's collaborator

on

the Seagram Building, Ludwig Mies van der Rohe: "Less Is More."

The simple lines of the Canada Dry building, complemented by its rounded

contours, ribbon windows, and glass-block rotunda, are an essential, deliberate element of its design, reflecting a style that continues to influence architecture today. AT&T's fickle taste in architecture should not

be an issue in the designation of Canada Dry to the County's Master Plan for

Historic Preservation.

JUDY REARDON

PHOTOCOPY REQUISITION  
ADMINISTRATIVE SERVICES MRO BUILDING  
PLEASE FILL OUT COMPLETELY - INCOMPLETE ORDERS WILL BE RETURNED

JOB # \_\_\_\_\_

AGENCY \_\_\_\_\_ DATE Nov. 2, 2001

DATE JOB NEEDED Nov. 7, 2001 PHONE EXTENSION 3408

JOB IDENTIFICATION (TITLE) Public Hearing Draft - Canada Dry Plant

PERSON TO CONTACT FOR QUESTIONS (PLEASE PRINT) ROBIN ZIEK

WORK TO BE DONE  
PLEASE CHECK EACH OPERATION NECESSARY TO COMPLETE JOB

- PRINTING/PHOTOCOPYING     COLLATING     CUTTING     DRILLING     FOLDING  
 STAPLING     UPPER LEFT     TWO ON LEFT SIDE  
 GBC Binding     HOT BIND     COVERS     FRONT     BACK

**COMPLETED**  
11-7-01-C.A. Coleman

NO. OF PAGES 10 NO. OF COPIES 75 SIZE, COLOR/TYPE OF PAPER 8 1/2 x 11 white

- PRINT ONE SIDE     PRINT BOTH SIDES     HEAD TO HEAD     TUMBLE

ADDITIONAL INSTRUCTIONS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

AUTHORIZED SIGNATURE *Robin D. Ziek*

TITLE HIST. PRES. PLANNER

JOB RECEIVED

JOB COMPLETED

TOTAL IMPRESSIONS 750

DATE 11-2-01

DATE 11-7-01

COPY EQUIPMENT USED Digi Docu

TIME 5:00

TIME 10:10 A.M.

INITIALS W.B.

INITIALS C.A.C.

IF JOB NOT COMPLETED, WHY? \_\_\_\_\_  
\_\_\_\_\_

**PUBLIC HEARING  
(PRELIMINARY) DRAFT**

**AMENDMENT TO THE APPROVED AND ADOPTED  
MASTER PLAN FOR HISTORIC PRESERVATION IN  
MONTGOMERY COUNTY, MARYLAND**

**CANADA DRY BOTTLING PLANT (#36/44)  
1201 EAST-WEST HIGHWAY  
SILVER SPRING, MARYLAND**

An amendment to the Master Plan for Historic Preservation; an amendment to the 2000 Silver Spring CBD Sector Plan; and an amendment to the General Plan for the Physical Development of the Maryland-Washington Regional District within Montgomery County, Maryland.

Prepared By:

**THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION**  
Montgomery County Planning Board  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760  
October 2001

Reviewed By:

**THE MONTGOMERY COUNTY EXECUTIVE**  
(Date to be established)

Approved By:

**THE MONTGOMERY COUNTY COUNCIL**  
(Date to be established)

## ABSTRACT

- TITLE:** Public Hearing (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*
- AUTHOR:** The Maryland-National Capital Park and Planning Commission
- SUBJECT:** Public Hearing: (Preliminary) Draft Amendment to the *Master Plan for Historic Preservation: Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, Maryland*
- DATE:** October 2001
- PLANNING AGENCY:** The Maryland-National Capital Park and Planning Commission
- SOURCE OF COPIES:** The Maryland-National Capital Park and Planning Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910-3760
- NUMBER OF PAGES:** 2

**ABSTRACT:** This document contains the text, with supporting maps, for a proposed amendment to the *Master Plan for Historic Preservation in Montgomery County*, being also an amendment to the *2000 Silver Spring CBD Sector Plan* and the *General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District Within Montgomery and Prince George's Counties*. This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

**TABLE OF CONTENTS**

	Page
ELECTED AND APPOINTED OFFICIALS.....	iv
MASTER PLAN AMENDMENT PROCESS.....	v
HISTORIC PRESERVATION MASTER PLAN AMENDMENT.....	vi
IMPLEMENTATION OF THE MASTER PLAN FOR HISTORIC PRESERVATION.....	vii
THE AMENDMENT.....	1

MAPS

1      Locational Map for Canada Dry Bottling Plant.....	2
--	---

## **ELECTED AND APPOINTED OFFICIALS**

### COUNTY COUNCIL

Blair Ewing, President  
Steven Silverman, Vice-President  
Philip Andrews, Council member  
Derick Berlage, Council member  
Nancy Dacek, Council member  
Howard A. Denis, Council member  
Isiah Leggett, Council member  
Marilyn J. Praisner, Council member  
Michael L. Subin, Council member

### COUNTY EXECUTIVE

Douglas M. Duncan

### THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Elizabeth M. Hewlett, Chairman  
Arthur Holmes, Jr., Vice-Chairman

#### *Montgomery County Planning Board*

Arthur Holmes, Jr., Chairman  
Wendy C. Perdue, Vice-Chair  
Allison Bryant  
John M. Robinson  
Meredith K. Wellington

#### *Prince George's County Planning Board*

Elizabeth M. Hewlett, Chairman  
William M. Eley, Jr., Vice Chairman  
James M. Brown  
George H. Lowe, Jr.  
Albert C. Scott

### HISTORIC PRESERVATION COMMISSION

Steven L. Spurlock, Chair  
Susan Velasquez, Vice-Chair  
Steven Breslin  
Douglas A. Harbit  
Nancy Lesser  
Julia O'Malley  
Lynn B. Watkins  
Kimberly Prothro Williams

## **MASTER PLAN AMENDMENT PROCESS**

Master Plans provide policy guidance concerning the private and public use of land, for use and reference by private landowners, public agencies, and interested parties generally. Every master plan amendment also amends the General Plan for Montgomery County. The process of initiation, review, and adoption of amendments is generally as follows:

### Public Hearing (Preliminary) Draft Amendment

This document is a formal proposal to amend an adopted master plan. It is prepared by the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission. Before proceeding to publish a final draft of the amendment, the Planning Board must hold a public hearing. After the close of the record of this public hearing, the Planning Board holds an open worksession to review the testimony, and to determine whether to make any revisions to the Public Hearing (Preliminary) Draft.

### Planning Board (Final) Draft Amendment

This document contains the Planning Board's final recommendations. It is transmitted to the County Council for review. In addition, the County Executive is sent a copy and has sixty days in which to provide comments on the amendment.

The County Council typically schedules a public hearing on the Planning Board (Final) Draft Amendment. After the close of record of this public hearing, the Council holds an open worksession to review the testimony, and then adopts a resolution approving, modifying, or disapproving the amendment.

Failure of the County Council to act within the prescribed time limits constitutes approval of the plan amendment as submitted to the body which fails to act.

### Adopted Amendment

The amendment approved by the County Council is forwarded to The Maryland-National Capital Park and Planning Commission for adoption. Once adopted by the Commission, the amendment officially amends the various master plans cited in the Commission's adoption resolution.



## HISTORIC PRESERVATION MASTER PLAN AMENDMENT

The *Master Plan for Historic Preservation* and the *Historic Preservation Ordinance*, Chapter 24A of the Montgomery County Code, are designed to protect and preserve Montgomery County's historic and architectural heritage. When an historic resource is placed on the *Master Plan for Historic Preservation*, the adoption action officially designates the property as an historic site or historic district, and subjects it to the further procedural requirements of the Historic Preservation Ordinance.

Designation of historic sites and districts serves to highlight the values that are important in maintaining the individual character of the County and its communities. It is the intent of the County's preservation program to provide a rational system for evaluating, protecting and enhancing the County's historic and architectural heritage for the benefit of present and future generations of Montgomery County residents. The accompanying challenge is to weave protection of this heritage into the County's planning program so as to maximize community support for preservation and minimize infringement on private property rights.

The following criteria, as stated in Section 24A-3 of the *Historic Preservation Ordinance*, shall apply when historic resources are evaluated for designation in the *Master Plan for Historic Preservation*:

(1) Historical and cultural significance:

The historic resource:

- a. has character, interest, or value as part of the development, heritage or cultural characteristics of the County, State, or Nation;
- b. is the site of a significant historic event;
- c. is identified with a person or a group of persons who influenced society;
- d. exemplifies the cultural, economic, social, political or historic heritage of the County and its communities; or

(2) Architectural and design significance:

The historic resource:

- a. embodies the distinctive characteristics of a type, period or method of construction;
- b. represents the work of a master;
- c. possesses high artistic values;
- d. represents a significant and distinguishable entity whose components may lack individual distinction; or
- e. represents an established and familiar visual feature of the neighborhood, community, or County due to its singular physical characteristic or landscape.

## IMPLEMENTATION OF THE MASTER PLAN FOR HISTORIC PRESERVATION

Once designated on the *Master Plan for Historic Preservation*, historic resources are subject to the protection of the Ordinance. Any substantial changes to the exterior of a resource or its environmental setting must be reviewed by the Historic Preservation Commission and an historic area work permit issued under the provisions of the County's Preservation Ordinance, Section 24A-6. In accordance with the *Master Plan for Historic Preservation* and unless otherwise specified in the amendment, the environmental setting for each site, as defined in Section 24A-2 of the Ordinance, is the entire parcel on which the resource is located as of the date it is designated on the Master Plan.

Designation of the entire parcel provides the County adequate review authority to preserve historic sites in the event of development. It also ensures that, from the beginning of the development process, important features of these sites are recognized and incorporated in the future development of designated properties. In the case of large acreage parcels, the amendment will provide general guidance for the refinement of the setting by indicating when the setting is subject to reduction in the event of development; by describing an appropriate area to preserve the integrity of the resource; and by identifying buildings and features associated with the site which should be protected as part of the setting. It is anticipated that for a majority of the sites designated, the appropriate point at which to refine the environmental setting will be when the property is subdivided.

Public improvements can profoundly affect the integrity of an historic area. Section 24A-6 of the Ordinance states that an Historic Area Work Permit for work on public or private property must be issued prior to altering an historic resource or its environmental setting. The design of public facilities in the vicinity of historic resources should be sensitive to and maintain the character of the area. Specific design considerations should be reflected as part of the Mandatory Referral review processes.

In the majority of cases, decisions regarding preservation alternatives are made at the time of public facility implementation within the process established in Section 24A of the Ordinance. This method provides for adequate review by the public and governing agencies. In order to provide guidance in the event of future public facility implementation, the amendment addresses potential conflicts existing at each site and suggests alternatives and recommendations to assist in balancing preservation with community needs.

In addition to protecting designated resources from unsympathetic alteration and insensitive redevelopment, the County's Preservation Ordinance also empowers the County's Department of Environmental Protection and the Historic Preservation Commission to prevent the demolition of historic buildings through neglect.

The Montgomery County Council passed legislation in September 1984 to provide for a tax credit against County real property taxes in order to encourage the restoration and preservation of privately owned structures located in the County. The credit applies to all properties designated on the *Master Plan for Historic Preservation* (Chapter 52, Art. VI). Furthermore, the Historic Preservation Commission maintains up-to-date information on the status of preservation incentives including tax credits, tax benefits possible through the granting of easements on historic properties, outright grants and low-interest loan programs.



## THE AMENDMENT

This amendment considers the addition of an individual historic site to the *Locational Atlas and Index of Historic Sites* and its potential designation on the *Master Plan for Historic Preservation*. The property is the Canada Dry Bottling Plant, at 1201 East-West Highway, Silver Spring, Maryland. If designated on the *Master Plan*, this resource would be protected under the County's Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

### **Site #36/44 Canada Dry Bottling Plant** 1201 East West Highway, Silver Spring

The Canada Dry Bottling Plant is an excellent example of Art Moderne factory design, and is relatively unaltered and displays a high level of integrity. It was designed by Walter Monroe Cory, of the New York City architectural firm Cory and Cory. This firm was in the forefront of modern architecture in America, and was well known for industrial/factory design. The Canada Dry Bottling Plant was built in the context of Silver Spring's industrial center, along the railroad tracks, and the sociology of the factory process is clearly defined in the architecture.

This brick and concrete factory, built in 1946, has an interlocking office block and manufacturing wing. The manufacturing function took place on the ground floor, while the administrative offices were on the second story. The building uses blond brick of varying sizes, as well as metal strip windows and glass block. The main entrance at the corner of East-West Highway and Blair Mill Road, protected with a concrete canopy, is marked by a two-story curving wall of glass block. There are decorative concrete panels on either side of the entrance.

The Canada Dry building is an established and familiar visual feature in Silver Spring. The large neon signs that announce "Canada Dry" face both the railroad tracks and the public streets, and are well-known landmarks. The curving corners and strip windows, along with the use of modern building materials, such as concrete, glass block, and white metal, are all important 20<sup>th</sup> century architectural elements. When this factory was built, in 1946 after WWII, two architectural styles competed to portray the image of America. The Classical Revival style, seen in the Silver Spring Railroad Station, represented an idealization of the past; and the Art Moderne style, an offshoot of the International Style, promoted an exciting new future.

The Canada Dry Bottling Plant is a unique building in the County. When Silver Spring became Montgomery County's commercial center, very little industrial development was permitted. Since down-county development plans regularly included proscriptive language against industrial use (amongst many other proscribed activities and people), industry was a natural match with the railroad. The bottling industry involved a relatively simply production process using relatively heavy materials. These types of plants were built in high population areas near easy transportation. Silver Spring met all the criteria for this industry.

CRITERIA: 1A, 1D, 2A, 2B, 2C, 2E

ENVIRONMENTAL SETTING: 2.93 acres, P815, tax map JN33. *New development at the site is anticipated and welcomed. Page "vii" of this amendment describes the rationale for initial designation of the entire parcel as the environmental setting. This environmental setting may be reduced at the time of subdivision and/or development to accommodate rehabilitation of the historic resource and redevelopment of the site to conform with the Master Plan.*

Good Evening. My name is Maria Hoey and as president of Montgomery Preservation, Inc., also known as MPI, I thank you for this opportunity to provide comments on behalf of our members regarding the inclusion of the Canada Dry Bottling Plant on the Master Plan for Historic Preservation.

In cities and towns across the country, developers with an interest in preserving our heritage and intent on making sound economic investments are preserving historic structures. They realize the tax benefits available to owners of local, state, and federal designated historic sites and are putting their creative genius and business savvy to work to revitalize communities.

Areas throughout Washington DC, and Baltimore, Maryland, in Brooklyn, New York; Hoboken, New Jersey; Alexandria, Virginia; South Miami Beach, Florida; Charleston, South Carolina; Providence, Rhode Island; Norwalk, Connecticut; Houston, Texas, and beyond, are enjoying a rebirth. These cities weren't always grand and were often victims of neglect, poor economies, and decreasing populations, until a few smart leaders unleashed the opportunities hidden in their historic sites. In Seattle, Washington, alone, where the interest in renovated, old spaces continues to grow, one major restoration project has attracted nearly \$1 billion in new investment.

Such successes can happen in Silver Spring, as well. MPI has<sup>added</sup> to its testimony two articles -- "Back to the City 2" and "Taking Credits" -- that show how tax credits and designated historic properties help make projects fiscally possible and encourage revitalization and reinvestment.

Already in Silver Spring, plans to restore the Silver Theater and Shopping Center and the Hechts building are creating excitement and stimulating investment. These historic structures make Silver Spring unique and give it character. These historic structures, thanks to local, state, and federal tax credits, also provide substantial opportunities for investors.

Let's face it, when it comes to Silver Spring, what is most on people's minds is the successful revitalization of this 20<sup>th</sup> century city. You can help ensure that success by designating the Canada Dry Bottling Plant.

Why designate?

Designation opens the door to substantial local, state, and federal tax credits. Designation encourages the preservation and reuse of significant historic structures.

Designation helps retain a community's character and uniqueness.

Why is the Canada Dry Bottling Plant worthy of designation?

On its architectural merits alone, the Canada Dry Bottling Plant clearly meets the criteria for listing on the County's Master Plan for Historic Preservation. Many prominent historians and architects view it as the best example of industrial Art

## Testimony on the Canada Dry Building November 15, 2001

**Carolyn Weber**

Growing up in an area where the federal government is the local industry, the slick yellow bricks and bright green neon sign of a big factory were an anomaly and made a big impression on me. I didn't know about the Canada Dry Bottling Plant's architectural significance, just that it was a really cool symbol of downtown Silver Spring. From school field trips to Acorn Park, to buying my first car at the Volkswagen dealer across the street, it was always in the background. And even now, when I catch a glimpse of it every night from the Metro, I know that I am home.

But my hometown is changing, for the better. And the Canada Dry building holds much more than just sentimental value. As an editor for a national building magazine, my job includes traveling the country in search of new housing trends. One of the hottest is the renewal of inner and edge cities through the adaptive re-use of historic structures. Preserving the unique facades of former industrial buildings and converting the interiors to residential and mixed-use spaces such as offices, retail, and restaurants.

Former factories with lesser architectural pedigrees than Canada Dry are getting a new lease on life and proving profitable. Conversions like the Fulton Cotton Mill Lofts in Atlanta, St. Luke's hospital in Denver, the American Beauty Flour Mill in Dallas, the Philip Morris factory in Richmond, Baltimore's American Can Factory, and dozens of projects in Chicago, are fetching top dollars per square foot. And it's more than location and convenience that's selling and leasing these properties, it's the history and the novelty of living or working in a one-of-a-kind space. These are the types of structures that add character, and most importantly, value to communities.

After years of neglect, Canada Dry is ripe for a similar transformation. Adaptive reuse units would be a hot ticket in this already eclectic corridor of East/West Highway. There is an entire market segment of urban professionals eager to live in industrial-style atmospheres, which are few and far between in the Washington area. This is a great location, we need to encourage people to come to Silver Spring, and just another boring, monolithic apartment building is not going cut it.

Detractors say that properties with historic designations are unappealing to developers. Of course there is more cost involved in restoring and augmenting an old building, but a designation opens up a world of financial opportunities in the form of federal and state historic rehabilitation tax incentives. Because sprawl and gridlock have prompted powerful "smart growth" and "back to the city" movements, there are many large-scale developers that deal primarily in these types of conversions. It is challenging, but they wouldn't be in the business if it weren't cost-effective.

I am pleased with the commitment to the revitalization of downtown Silver Spring. We want development, but not at the expense of our history. Progress and preservation do not have to be at odds. America is often criticized for being a disposable society, and rightly so. Let's move forward without obliterating our past and turning Silver Spring into just another generic, artificial stucco clad suburb. Preserving the Canada Dry building is not a stumbling block to development but rather a building block. Let's set an example for our region and use this landmark property to our advantage.

Canada Day

8/15/02

Gallery Bldg, across from Portrait Gallery

Sept 9<sup>th</sup> - ~~the~~ material due for Planning Bd.

→ Sept 4<sup>th</sup> - meeting with Owen .. 1 pm. book amuse office ..

→ August 27<sup>th</sup> - 1 pm. ~~book amuse~~

- Miguel will book ...

- Owen

Check Calendar on Monday ...

Monday before the wed pre. DEC.

10:30 am

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION

- - - - -X
- HISTORIC PRESERVATION MASTER PLAN :  
EVALUATION :  
1201 East-West Highway, : HPC No. M-36/44  
Silver Spring :
- - - - -X
- HISTORIC AREA WORK PERMIT : HPC No. 35/13-01V  
25 Oxford Street, Chevy Chase :
- - - - -X
- HISTORIC AREA WORK PERMIT : HPC No. 37/3-01GG  
7112 Maple Avenue, Takoma Park :
- - - - -X
- HISTORIC AREA WORK PERMIT : HPC No. 32/5-01A  
9904 Colesville Road, Silver Spring:
- - - - -X
- HISTORIC AREA WORK PERMIT : HPC No. 35/13-01W  
1 East Melrose Street, Chevy Chase :
- - - - -X
- PRELIMINARY CONSULTATION : MP Site No. 17/02  
19501 Darnestown Road, Beallsville :
- - - - -X
- PRELIMINARY CONSULTATION :  
7000 Poplar Avenue, Takoma Park :
- - - - -X

 ORIGINAL

A hearing in the above entitled matters was held on  
Monday, September 24, 2001, commencing at 7:40 p.m., in the

Deposition Services, Inc.

6245 Executive Boulevard  
Rockville, MD 20852  
(301) 831-3344

2300 M Street, N.W.  
Suite 800  
Washington, D.C. 20037  
(202) 785-1239



8787 Georgia Avenue, Silver Spring, Maryland before:

SUSAN VELASQUEZ  
Committee Chairman

LYNNE WATKINS

STEVEN BRESLIN

NANCY LESSER

JULIA O'MALLEY

DOUGLAS HARBIT

ALSO PRESENT:

ROBIN ZIEK, Staff

MICHELE NARU, Staff

GWEN WRIGHT, Staff

PERRY G. KAPSCH, Staff

APPEARANCES:

JOE DEROSA

RENATA GOULD

BOB DALRYMPLE, ESQ.

YA CHANG

JOE MEYERHOFF

ALAN KURKJIAN

JERRY ELSBURY

1 P R O C E E D I N G S

2 MS. VELASQUEZ: Good evening and welcome to the  
3 September 24th, 2001, meeting of the Historic Preservation  
4 Commission. I am Susan Velasquez, Vice-Chair and I would like  
5 our Commissioner and staff to introduce themselves, starting  
6 on my left.

7 MS. LESSER: Nancy Lesser, Bethesda.

8 MR. BRESLIN: Steve Breslin, Bethesda.

9 MS. WATKINS: Lynne Watkins, Silver Spring.

10 MS. O'MALLEY: Julia O'Malley, Kensington.

11 MR. HARBIT: Doug Harbit, Takoma Park.

12 MS. WRIGHT: Gwen Wright, Historic Preservation  
13 Supervisor.

14 MS. NARU: Michele Naru, Historic Preservation  
15 planner.

16 MS. KAPSCH: Perry Gephardt Kapsch, Historic  
17 Preservation planner.

18 MS. ZIEK: Robin Ziek, Historic Preservation  
19 planner.

20 MS. VELASQUEZ: Thank you. The first item on our  
21 agenda is a worksession for the Commission on the Canada Dry  
22 Bottling Plant application, number M-36/44. And I just want  
23 to remind everybody that this is a worksession for the  
24 Commission. No further public testimony will be taken. I do  
25 understand that there are some people here who are available

1 to answer questions, should the Commissioners have a question.  
2 Will you start?

3 MS. ZIEK: Sure. This proposal is to consider the  
4 potential historic designation of the Canada Dry Bottling  
5 Plant. It's a Montgomery County, M-36/44, and it is being  
6 nominated as a historic site by the Silver Spring Historical  
7 Society.

8 The nomination was received in our office in  
9 November of 2000, and the staff held the nomination for many  
10 months while the owner of the property and the Silver Spring  
11 Historic Society met many times to discuss the implications  
12 and discussed their interest and concerns, and then at a  
13 certain point staff felt that there was an obligation to go  
14 forward with the nomination.

15 I think that there is a sense that this property has  
16 been talked about for many years in terms of its potential  
17 historic significance. But this is the first opportunity that  
18 anybody in the County has had the formal, undertaking the  
19 formal designation process. This is Canada Dry's time in the  
20 limelight, as it were, or the beginning, perhaps. We'll see.

21 Anyway, the basic history of the bottling plant is  
22 that it was built in 1946. It was a factor designed by Walter  
23 Monroe Cory. He's an architect in New York City. He had, was  
24 well known in the field of architecture. He and his brother,  
25 Russell Cory had a business of longstanding by 1946. Russell

1 Cory had already died. And the building is designed in the  
2 art moderne category.

3 The Cory brothers were known for embracing the  
4 international style, and one of the, part of the significance  
5 of this is that Canada Dry went to a well known architectural  
6 firm nationally known to design a forward-looking building in  
7 the most modern style of the day. And that's what they  
8 received. That's what they asked for. That's what they  
9 received. And that's what the Canada Dry Bottling Plant  
10 represents in Silver Spring.

11 The building is a factory. It's, I talk about it as  
12 architecture that is explicit in its sociology with the white  
13 color section of the two-story section, which is the office  
14 block, and it is wonderfully dramatic entrance piece, the  
15 lobby; and the blue collar area, which is the factory portion  
16 of the factory.

17 The other thing that is interesting about this is  
18 the building is designed essentially as a skin building, an  
19 exterior. It is designed to have a presence on the street,  
20 which it does have, but the interior spaces are designed to be  
21 complete flexible. And the only truly designed interior space  
22 is the lobby, and everything else could be whatever would  
23 serve the moment, the purposes of the moment.

24 I have some slides. I would like to walk us through  
25 the site a little bit. It's actually very interesting going

1 through the building today. It looks like we are very  
2 grateful to AT&T for facilitating an on-site tour of the  
3 building. They opened up the building. They welcomed us in.  
4 They let the community planners, HPC staff, and community  
5 representatives to talk through the building and get a good  
6 sense of what it is inside and the exterior. And basically,  
7 Canada Dry closed up shop and left, left it looking like you  
8 will see it.

9 This is a corner office off of the factory portion.  
10 This is the famous Canada Dry heading, the neon signs. There  
11 are two of them. One faces the intersection of Blair Mill and  
12 East-West Highway. This is the name that stands as an icon.  
13 And also there is a duplicate Canada Dry in these huge letters  
14 that faces the railroad tracks. So no matter how you were  
15 passing through Silver Spring in this part of town, you would  
16 see Canada Dry. It would just really flash in your face.

17 And this is a view stepping back. The factory  
18 portion is to your left and the two-story office block is at  
19 the corner there. The parking lot is deep between East-West  
20 Highway and the building facade today, reflecting the need at  
21 that point, where the trucks could just drive in, park at the  
22 loading dock, and then pull out again.

23 The area here in the master plan for Silver Spring  
24 there, is a desire to have street-facing retail in this area,  
25 rather than, this is sort of future development. There's been

1 a lot of discussion of what could happen here. And I'll  
2 address that in my comments about my recommendation, staff  
3 recommendation for the Commission.

4 This is the loading dock facing East-West Highway;  
5 another loading area or -- this is the entrance directly into  
6 the factor portion, so I think trucks could probably back  
7 right into the building. This is, pilferage of any form will  
8 result in immediate dismissal. It's on the entry door, that  
9 you just saw through the garage entry that also had a little  
10 door.

11 And this is a view of the office block that  
12 partially extends over the factory area, so you see the one-  
13 story/two-story relationship, as the buildings, in a sense,  
14 those portions of the buildings intertwine, and you see the  
15 strip windows which were a notable feature of the art moderne  
16 style.

17 A new development beyond. This is another view,  
18 looking at the same area, the relationship between the one-  
19 story factory, which is, you are seeing the roof of, and then  
20 the two-story office block.

21 This is inside the factory portion, and you can see  
22 large beams to support the floors above. It is a totally open  
23 floor plan. It's got some really interesting features that  
24 were very specific. I think this is a very big refrigerator  
25 or big, very big beautiful doors. They are solid wood.

1           And this is another view of that with the walkway.  
2 You can see the door that's open there leads into the office  
3 block, and there is this relationship and hierarchy  
4 established between the office block and the supervisors and  
5 the work floor of the factory below.

6           And this is a view standing in the two-story office  
7 block looking across that walkway. It's this straight shot,  
8 and there are some other storage rooms, including the room  
9 where you saw that first sign of the Canada Dry advertisement  
10 on the other side of the walkway.

11           This is a view of the corner, showing the way the  
12 strip windows come together. This is a view of the little  
13 hallway where it is one of the corners, one of the curving  
14 corners on the exterior, which always looks like a very  
15 significant space, but on the interior I think it is  
16 interesting that more likely than not they've squared out  
17 their offices and let this be the special space.

18           I just wanted to see you some of the details of the  
19 work. The brickwork changes. There is a, you can see to the  
20 left where there is this running bond, brick pattern. And  
21 then it's a staff brick. And then they actually move to more  
22 like a tile. And then you move into the glass block, so that  
23 in terms of the details, even though it is all the same color,  
24 and your eye would blend everything together, when you look  
25 closely, this building is filled with architectural details

1 showing the thought that went into it.

2 This is the glass block wall standing inside the  
3 lobby. It is a very difficult space to photograph. It's a  
4 compressed space, and all of the directions are, it is an  
5 upward directional space.

6 This is the staircase that is in that lobby. You  
7 can see it is cantilevered. Another view of that. The door  
8 under there goes into the factory portion. This is after  
9 you've come up the stairs, you are up in the office portion of  
10 the building, lighted by this. It is almost glaring, but it  
11 is also muted at the same time. The glass block filters the  
12 light.

13 And here is just a view of another detail. I think  
14 where people look at this and say it is a very simple factory  
15 building, I think the architect was exuberant in the details  
16 where he could be, and it shows again and again.

17 Here is another detail at the entrance. This is  
18 concrete, but it is formed, and it is active. This is an  
19 interior lamp, art moderne. It is really beautiful. And a  
20 lamp that's hanging in the factory, I took this from the  
21 bridge.

22 The Canada Dry Bottling Plant is vacant now. It is  
23 no longer in operation. Canada Dry doesn't own it. They left  
24 the letters, they left the sign. We're happy about that. We  
25 had thought that another property owner could come in and



1 value that and be such and such a shop at the Canada Dry  
2 building, and in that way celebrate the history of Silver  
3 Spring's past, as well as continue developing a present and a  
4 future in Silver Spring.

5 Canada Dry today is over 50 years old, and this is a  
6 fair and reasonable test of its significance. When the first  
7 discussions were taking place about Canada Dry, Canada Dry was  
8 30 years old. That's much too young, unless it is basically  
9 the work of somebody the caliber of Frank Lloyd Wright, whose  
10 buildings, perhaps the next day, would have had landmark  
11 status.

12 30 years is too young a time to stand the test of  
13 time and to be able to evaluate where it sits and fits in. We  
14 believe, now, Canada Dry is old enough, and that there is a  
15 sense of its place in history.

16 The staff feels that the Silver Spring Historical  
17 Society has provided an in depth nomination form for this as a  
18 master plan site. We always think of research as, this is a  
19 beginning, not an end, but there is, they've provided  
20 information to put it in a context of a national history in  
21 terms of the art moderne style. And also, in terms of the  
22 Silver Spring history, in recognition of this area by the  
23 railroad tracks being one of the few industrial areas in  
24 Montgomery County.

25 I think that Andrea Rebeck's research in 1987

1 pointed out that there were covenants in Montgomery County  
2 protecting most of the, many of the residential areas against  
3 encouragement by industry or commercial uses. It was seen  
4 very much as a way to upgrade your development by including  
5 all of these covenants. And that's a whole other area of  
6 research that I hope somebody will really go into depth  
7 sometime.

8 But it is clear that in terms of industry, the  
9 areas, there were very few restricted areas in Montgomery  
10 County. This is one of them. It is by the railroad tracks.  
11 In that time period people would say, who would want to live  
12 there. I think maybe times have changed, but the Canada Dry  
13 building represents a mind set, and a place in time, and a  
14 philosophy of a certain period.

15 And for all of those reasons, staff would recommend  
16 that the Commission support its designation as a historic site  
17 in the County. I have suggested that you would include some  
18 language in a recommendation recommending this as a master  
19 plan site, that you would include language that would go to  
20 the County Council, go to Planning Board first, of course, and  
21 then to the County Council, that new development is  
22 anticipated at this site, and we don't know what form that  
23 will take. And that at the point where a development proposal  
24 comes forward, you would like to work with that developer to  
25 work out a suitable environmental setting.

1           There have been various proposals that range from,  
2 range from having a new development incorporate some of the  
3 architectural ideas that exist at the site now, through  
4 maintaining just a portion of the building, perhaps just the  
5 office block, to maintaining the whole building and  
6 incorporating it, somehow, into a new development.

7           I think that this is not too early to have these  
8 thoughts in your mind, but this site is no different than many  
9 of the other large property sites, historic sites that you all  
10 have considered, and which have been designated. 300-acre  
11 farms, for example, which have been designed in its entirety,  
12 which have been reduced to an appropriate historic setting at  
13 the time when a developer came through. We've seen sites  
14 reduced rather to a large degree of 300 to 25 acres, for  
15 example.

16           It's possible. You've done it many times. You have  
17 a track record of supporting growth and development and change  
18 in Montgomery County. But I think that we all have the goals  
19 of preservation, preservation of our past and preservation of  
20 what that has meant to us, and how these buildings, which are  
21 really wonderful, can continue to play a role in the County.

22           And so as staff we recommend that you support the  
23 designation of the entire parcel as a historic site, with some  
24 language that recognizes the development potential here. I'll  
25 be happy to answer any questions that you may have. Also,

1 this is the worksession where you all get to discuss all these  
2 ideas and formulate a recommendation.

3 MS. VELASQUEZ: Thank you, Robin. I want to thank  
4 you for an absolutely wonderful report. It is very extensive  
5 work. Commissioners?

6 MS. LESSER: Robin, I have a question. The  
7 recommendation doesn't specifically address whether the sign  
8 or signs, because there are two, would be considered so  
9 integral a part of the historic structure, that they would  
10 receive protection. What is your position on that?

11 MS. ZIEK: Well, I think that I would like to see  
12 the signs, I recommend that the signs be retained. I think  
13 that a business could embrace that as, you know, we are the  
14 great restaurant, blah, blah, blah, at the Canada Dry  
15 building.

16 We did hear some concerns when we discussed this  
17 with AT&T. I would expect that different property owners  
18 would take a different point of view. But we think it could  
19 work. And you might want to include some encouraging  
20 language, or whatever stand you want to say. But staff, we  
21 think it could work. It's Canada Dry name is part of the  
22 icon.

23 I will say that the sister building that the  
24 Historical Society found, didn't keep the name. We were  
25 assuming that it was there, because these buildings are twins.

1 So that was a decision that somebody else made. And I think  
2 that it is a question, but certainly that's something that you  
3 could feel free to address.

4 MS. LESSER: Do you feel that it would, if the  
5 Commission chose to retain the signs, do you feel it would be  
6 necessary in the designation to so specify?

7 MS. ZIEK: Yes, definitely. Designations have a  
8 long history. They are supposed to go on in perpetuity. And  
9 everybody always refers back to the original amendment, which  
10 this would eventually be amended to the master plan. And we  
11 all would keep them on file. We refer back to them. They  
12 give everybody guidance and direction. So as specific as you,  
13 things that you feel are very important, should be mentioned.

14 MS. WRIGHT: And just to add, I mean, that would act  
15 as direction for future Commissions who might be reviewing an  
16 application to remove the sign. It's not to say that a future  
17 applicant couldn't apply to remove the sign. But if you  
18 include language saying that the signs are an important part,  
19 an important part of the historicity of this site, and should  
20 be retained, if that language is in the amendment, it  
21 certainly gives future Commissions direction.

22 MS. LESSER: I have another question. In our last  
23 discussion of the site, there was, there were some slides and  
24 testimony, I believe, on the part of the attorney for the  
25 contract purchaser that because part of the building had been

1 altered to allow for the enlargement of the tracks on the  
2 railroad site, that that somehow constituted an alteration so  
3 severe as to remove its eligibility. I take it you've  
4 considered those arguments?

5 MS. ZIEK: Yes, we have. Actually, we had an  
6 informal consultation with the state, the National Register  
7 administrator at the state level who would be making a  
8 recommendation, if this ever were to come to the National  
9 Register.

10 And his opinion is that it was a small enough  
11 portion, it's at the back of the building, that the building  
12 does, at this point, retains sufficient integrity to  
13 understand it is in its entirety. You can understand the  
14 sense, the philosophy, the design of the building. So it is  
15 our sense that this would clearly merit, well, National  
16 Register nomination and County designation.

17 MS. LESSER: Thank you.

18 MR. BRESLIN: Robin, you didn't get any pictures of  
19 the terrazzo flooring with the bubbles.

20 MS. ZIEK: I know that I tried to, and I looked  
21 through my slides. I remember taking a picture. But when I  
22 look through my slides, nothing looked very good. So I didn't  
23 show you. I could show you something that I think is that.  
24 You know, interior photography is a little hard, and I'm  
25 standing high at the top of the stairs looking down. But the

1 terrazzo is still there and the circles are in the floor.

2 MS. WATKINS: I have no questions.

3 MS. VELASQUEZ: Are there any other questions of  
4 staff, or any questions of any of the applicants or anyone  
5 else? Would we like to formulate a recommendation? We are  
6 recommending to the Planning Commission at this point.

7 MS. ZIEK: It's the Planning Board. Yes.

8 MS. LESSER: I'll start the ball rolling.

9 MS. VELASQUEZ: Okay.

10 MS. LESSER: I strongly support the application.

11 First, I want to thank the Silver Spring Historical Society  
12 and commend them for an outstanding job of research. The  
13 historical information, the supporting letters were  
14 extraordinarily well done and helpful. And I thank the  
15 Society.

16 Secondly, this is an absolutely marvelous site. It  
17 reminds us that there was a time when people cared about all  
18 kind of spaces, not just big houses, but lowly, quote-unquote,  
19 lowly spaces, industrial plants. And I think for no other  
20 reason it should serve as a reminder that we can do better  
21 than we are doing today.

22 But in terms of its eligibility, I think it more  
23 than meets the criteria on a number of different criteria.  
24 And I would very strongly support the application as a master  
25 plan site.

1 MR. HARBIT: Do you need a formal resolution?

2 MS. ZIEK: We need a vote.

3 MS. WRIGHT: Yes.

4 MS. VELASQUEZ: Okay. Can you translate that to a  
5 motion?

6 MS. LESSER: Sure, but does anyone else have any  
7 comments before I begin?

8 MR. HARBIT: I would encourage you to add the  
9 signage in the resolution.

10 MS. LESSER: Yes, I was planning to, and that's why  
11 I asked Robin about that.

12 MS. O'MALLEY: And I just wanted to comment that I  
13 was grateful that AT&T was so helpful in allowing you to come  
14 in and tour it, and that they hadn't made any drastic changes  
15 during the time they owned it.

16 MS. LESSER: Well, if that's the case, Madam  
17 Chairperson, I would move that the Historic Preservation  
18 Commission recommend the Canada Dry Bottling Plant number  
19 36/44 for designation as an individual master plan site under  
20 criteria 1(a), 1(d), 2(a), 2(b), 2(c), and 2(e).

21 I would include in that motion language that the  
22 Commission hopes and expects that there will be new  
23 development at the site, and therefore, the Commission may, in  
24 the future, choose to reduce the environmental setting, but at  
25 this point is recommending that the entire site be designated.



1 And an additional recommendation is that the two signs, the  
2 two Canada Dry signs be specifically called out as part of the  
3 historic structure, and therefore protected under our Historic  
4 Preservation Ordinance.

5 MS. WATKINS: I'll second.

6 MS. VELASQUEZ: Okay. All in favor, please raise  
7 your right hand? All opposed? The motion passes unanimously.  
8 Thank you.

9 MS. LESSER: Thank you very much.

10 MS. VELASQUEZ: Okay. The next thing on the agenda,  
11 the historic area work permits. Have these been duly  
12 advertise?

13 MS. WRIGHT: These were advertised in the Montgomery  
14 Journal of September the 10th, 2001.

15 MS. VELASQUEZ: Is there anyone here to speak in  
16 opposition to case B or case E?

17 MR. HARBIT: Madam Chairperson, I would like to move  
18 that the staff reports be approved for HPC case number  
19 37/3-01GG at 7112 Maple Avenue in Takoma Park, and for case  
20 number 35/13-01W at 1 East Melrose Street, Chevy Chase.

21 MS. O'MALLEY: I second.

22 MS. VELASQUEZ: Okay. All those in favor, please  
23 raise your right hand. The motion passes unanimously. The  
24 next case is case number 32/5-01A in the polychrome houses  
25 historic district for a home located at 9904 Colesville Road,

RESPONSES TO PLANNING BOARD PUBLIC HEARING TESTIMONY  
CANADA DRY BOTTLING PLANT (#36/44)

Page 1

<p>Scott Reilly County Executive</p>	<p>Don't designate, but preserve some significant architectural features</p>	<p>Difficult to require without designation. Planning Board does not typically review architecture so much as footprint in context of site plan.</p>
<p>Steven Spurlock, Chair Historic Preservation Commission</p>	<p>Support designation. Project meets Criteria for designation, and HPC supports redevelopment of the site.</p>	<p>HPC routinely reviews and approves new development in the context of historic sites. Will work with the Planning Board to develop language to pinpoint area of historic concern on the site.</p>
<p>Stacy Silber, attorney for AT&amp;T</p>	<p>Site is not historically significant; inconsistent with previous Council and Planning Board decisions; would harm Silver Spring revitalization efforts; would subrogate the Planning Board to the HPC.</p>	<p>Architectural historians and architects of national prominence, as well as Art Deco Associations in New York and Washington all agree that the site is historically significant. No documentation has been presented by AT&amp;T to support their dismissal of the input from these many prominent professionals. The architects of the Canada Dry Bottling Plant were both engineers, with a national reputation for modern industrial design.</p> <p>Canada Dry was restricted in their choice of industrial sites because Montgomery County did not offer many choices. They chose to be part of the Silver Spring market, in the industrial section of Silver Spring. This was an important element of Montgomery County's development, with manufacturing close to the new residential areas, for jobs and sales. The choice of Art Deco design was an important statement in 1946, when the other style option was Classical Revival.</p> <p>Historic preservation is not about keeping everything. The designation of this site would not be a literal dedication of the property to always be a bottling plant. Zoning law takes precedence, and countless historic sites have been successfully adapted to a new use, thereby preserving an artifact of the past while promoting redevelopment for a new use at the site.</p> <p>The HPC and the Planning Board work together in the county on planning and development when historic sites are involved. Neither public body is independent of the other, as outlined in Chapter 24A of the County Code.</p>

DRAFT 12/12/01

(Silber, cont.)		<p>Historic designation has nothing to do with the fact that this property has not been already re-developed over the years, and may actually be a useful financial tool for redevelopment.</p> <p>An amendment to the <i>Master Plan for Historic Preservation</i> may parallel the approval steps of a new <i>Master Plan</i>, but this is not required. The recent Silver Spring Sector Plan was developed on a fast track, and only those sites already noted on the <i>Master Plan</i> or <i>Locational Atlas</i> were included, due to the rapid schedule, and historic preservation staffing schedule. The comprehensive survey of all sites in the Silver Spring CBD funded as compensation from the County for the demolition of the Armory <i>Master Plan</i> [parking lot] site is anticipated in the near future, but has not been yet begun.</p>
Gateway Coalition (Dan Meijer)	Property has no significant historical role.	The site meets the criteria for designation. HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development.
Ray Timmermann	Designation jeopardizes future economic development of south Silver Spring.	The site has not been re-developed in the past few years due to economic factors totally independent of HP issues. The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development.
Silver Spring Citizens Advisory Board, Elnora Harvey	Poses an opposition between historic designation and economic revitalization.	There is no opposition between historic designation and economic revitalization. The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development. Historic designation affects the exterior only, and has no oversight on interior alterations.
Silver Spring Historical Society, Mary Reardon	Designate two-story section of the building.	The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development. There is no project plan currently under consideration for HPC comment.
Marcie Stickle	Designate	

Art Deco Society of Washington	Designate	
Wayne Goldstein	Designate	
Montgomery County Civic Federation	Designate two-story section of building	The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development.

Historic Takoma	Designate	
Allied Civic Group	Designate	
Preservation Maryland	Designate	
George French	Designate	
Nancy Urban	Designate	
Judy Reardon	Designate	
Carolyn Weber	Designate	

National Trust for Historic Preservation, Robert Nieweg	Designate	
Richard Rosen	Designate and develop the site	Illustrates one scenario for re-development, to be used to attract a developer.

<p>C. Robert Dalrymple</p>	<p>Oppose designation. Statements that site meets the Criteria for designation are fabricated.</p>	<p>Sites meets Criteria 1(a): Exemplifies the expansive mid- 20<sup>th</sup> Century development of Montgomery County, with Silver Spring as the commercial center. The area of South Silver Spring was zoned for industrial development to complement the residential and commercial growth of the premier suburb of Washington at the time.</p> <p>Site meets Criteria 1(d): Exemplifies the growth of full-service suburbs. After the close of WWII, suburban growth was supported with government planning (zoning), and with government financial support (subsidized roads, transit, low-cost housing). South Silver Spring was the only part of town zoned for industrial development. This relates to a long-standing practice in the county, pre-dating zoning – where developers included proscriptive language in their deeds against certain activities and populations.</p> <p>Site meets Criteria 2(a): Exemplifies industrial building type, which was highly celebrated in the early 20<sup>th</sup> century. The factory buildings were seen as examples of progressive thinking and the architectural styles were chosen to illustrate that sociological position. The Art Deco and Art Moderne styles stood in opposition to the concurrent style of choice – the Classical Revival style – as a style which looked to the future rather than to the past.</p> <p>Site meets Criteria 2(b): Walter Cory Monroe was made a full partner in a firm established by his older brother after his apprenticeship period was finished. Both brothers were trained engineers, not atypical in the early part of the century. They were known as designers of factory buildings, and nationally recognized for their contributions for innovative building design and technology. Their work was included in the defining show on modern architecture developed by the Museum of Modern Art in New York.</p>
----------------------------	--	--

(Dalrymple, cont.)		<p>Site meets Criteria 2(c): The building uses materials and methods of construction to illustrate the forward thinking of the Canada Dry company. This includes the use of glass block as a curtain wall, and strip windows which also highlight the non-structural qualities of the exterior walls. The curving lines, and large neon signs are integral elements of the Art Deco style, associated with speed, new development, and progress.</p> <p>Site meets Criteria 2(e): The building and the Canada Dry signs are prominent features from the railroad tracks and from East-West Highway, and mark this entry into Silver Spring. Highly notable features include the curving corners, the glass block curtain wall, and the neon signs. Visibility from the railroad tracks was as important as visibility from the public roads.</p>
Michael Virts	Designate site.	
Richard Wagner	Designate site.	
Jack Carson	Designate site.	
Art Deco Society of New York, Kathryn Hausman	Designate site.	
Nina Patel	Designate site.	
Bruce Lee	Opposed designation as a barrier to redevelopment.	The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development.
Richard Longstreth, George Washington University	Designate site.	"A work of great distinction for its type and period within the local context and also for the State of Maryland."
Barry Soorenko	Opposed designation as a barrier to redevelopment	The HPC supports redevelopment of the site, incorporating all or part of the historic resource into the new development.

G



OFFICE OF THE COUNTY EXECUTIVE  
ROCKVILLE, MARYLAND 20850

Douglas M. Duncan  
County Executive

August 31, 2000

Mrs. Laura French  
13383 Renshaw Road  
Princess Anne, Maryland 21853-3505

Dear Mrs. French:

Thank you for your recent letter. Your concern for downtown Silver Spring and, specifically, the future of the Canada Dry Building is appreciated. Our redevelopment effort strives to preserve the benefits of our past while setting the stage for our future.

X The appearance of the Canada Dry Building is valued in the surrounding community, and I am pleased to inform you that the new owner, AT&T, has already been advised that the original building should be preserved.

Meanwhile, a new downtown Silver Spring has begun to emerge. Strosniders Hardware is open and the Fresh Fields grocery will soon arrive. Construction of the redevelopment project's retail and entertainment core is about to begin. In addition, a transformation of the area around the Canada Dry property has been spurred by Discovery Communications, which has renovated the vacant Caldor department store, across East-West Highway from the Canada Dry building, as high technology office space. Discovery will build a world headquarters in the center of downtown Silver Spring and recently announced a project for more high tech office space near the Canada Dry site.

Again, thank you for sharing your thoughts. I hope you will continue to support the revitalization of downtown Silver Spring.

Sincerely,

Douglas M. Duncan  
County Executive

DMD:vl

HISTORIC PRESERVATION COMMISSION  
MONTGOMERY COUNTY, MARYLAND

-----X  
:  
6 HISTORIC AREA WORK PERMITS :  
:  
7 :  
-----X

A hearing in the above-entitled matter was held on  
Wednesday, August 15, 2001, commencing at 7:45 p.m., in the  
Montgomery Regional Office Auditorium at the Montgomery  
County Department of Park & Planning at 8787 Georgia Avenue,  
Silver Spring, Maryland, before:

STEVEN L. SPURLOCK  
Board Chairman

KIMBERLY PROTHRO WILLIAMS  
JULIA O'MALLEY  
LYNNE B. WATKINS  
STEVEN BRESLIN  
NANCY LESSER  
MARILYN BOYD DEREGGI  
Board Members

ROBIN ZIEK  
PERRY KAPSCH  
MICHELE NARU  
GWEN WRIGHT  
Staff

**COPY**

*Deposition Services, Inc.*



APPEARANCES

GERRY MCCOY  
MARY REARDON  
ROBERT HARRIS  
ROBERT ERICKSON  
ROBERT METZ  
WAYNE GOLDSTEIN  
JUDY REARDON  
MARIA HOEY  
MARCIE STICKLE  
GEORGE FRENCH  
NICOLA HAIN  
MAUREEN THOMPSON

1 We'll next hear the contract purchaser who will have five  
2 minutes and then anyone else who's signed up will have three  
3 minutes or the normal amount, perhaps it's more if you have  
4 an official presentation. Please try to keep it to the time  
5 allocations. We have a lot of people who want to speak and  
6 we do have a very full agenda this evening.

7 So, with that said, would the nominating group  
8 please step forward, proceed. That will be Gerry McCoy and  
9 Mary Reardon.

10 MR. MCCOY: Good evening. We have a power point  
11 presentation. And I understand someone at the control panel.  
12 Okay. Good evening ladies and gentlemen and of the  
13 Commission, for the record my name is Gerry A. McCoy. I am  
14 the President and founder of the Silver Spring Historical  
15 Society and also a resident of Silver Spring. To my right is  
16 Silver Spring resident, Mary Reardon, Chair of the Society's  
17 Preservation Committee. We've prepared a brief presentation  
18 in which I will have rather significant highlights of Silver  
19 Spring's Canada Dry Bottling Plant, and it's architect,  
20 Walter Monroe Cory. Mary will conclude with additional  
21 remarks.

22 The pending sale of Silver Spring's historic 1946  
23 Canada Dry Bottling Plant has once again placed the Silver  
24 Spring community as well as Montgomery County at the  
25 crossroads of balancing historic preservation with new

P R O C E E D I N G S

1  
2 MR. SPURLOCK: Good evening and welcome to the  
3 August 15th meeting of the Historic Preservation Commission.  
4 My name is Steven Spurlock and I'm your Chair person. And,  
5 I'd like to have our Commissioners and staff introduce  
6 themselves starting to my left.

7 MS. WATKINS: Lynne Watkins, Silver Spring.

8 MR. BRESLIN: Steve Breslin, Bethesda.

9 MS. LESSER: Nancy Lesser, Bethesda.

10 MS. WILLIAMS: Kim Williams, Chevy Chase.

11 MS. O'MALLEY: Julia O'Malley, Kensington.

12 MS. WRIGHT: Gwen Wright, Historic Preservation  
13 Coordinator.

14 MS. ZIEK: Robin Ziek, Historic Preservation  
15 Planner.

16 MS. NARU: Michele Naru, Historic Preservation  
17 Planner.

18 MR. SPURLOCK: The first item on our agenda this  
19 evening is a Historic Preservation Master Plan evaluation.  
20 If there's anyone who wishes to speak, our speaker forms are  
21 at the rear. Please fill one of those out. We're going to  
22 deviate slightly from our normal time allocations for this  
23 evening. We're going to hear the nominating group first.  
24 They will have 15 minutes. Then we're going to hear the  
25 owners, friends, the builders, they'll have 15 minutes.

1 development. This evening we have the opportunity to start  
2 the process of placing this architecturally significant  
3 structure on Montgomery County's locational atlas and index  
4 of historic sites and master plan for historic preservation.  
5 Next. Located at 1201 East-West Highway, Canada Dry is the  
6 finest example of industrial streamline modern architecture  
7 in Montgomery County and perhaps in all of Maryland.  
8 Designed by New York City architect Walter Monroe Cory, Cory  
9 was nationally renowned for his specialty in his design of  
10 industrial buildings. Next.

11           The Ridgely partnered in the 1920s with his  
12 brother, Russell, the firm's motto was factories can be  
13 beautiful. Some of the firm's major accomplishments, diverse  
14 bulletin point, back up, please. Oh, you're not going to  
15 deal with the backup. Okay. Well, I'll just read what was  
16 on the previous slide. Some of the Cory brothers major  
17 accomplishments among the handful of American architects,  
18 they were among a handful of American architects invited to  
19 participate in the seminole modern architecture international  
20 exhibition which was held in New York in 1932, curated by  
21 Henry Russell Hitchcock and Philip Johnson. Among the  
22 architects that were invited to that exhibition was no other  
23 than Frank Wade Watt. Walter Monroe Cory's work, according  
24 to architect and architectural historian Robert A. M. Stearn  
25 is now "firmly established as an important part of 20th

1 Century Architecture in America." And the Corys still  
2 influence architecture today.

3 The Condo building located in Manhattan at 68th  
4 Street and Broadway is obviously derivative of the 1931  
5 Starrett Lehigh High Building. And that can be found in the  
6 ARAR Architectural Guide book to New York City. Next please.

7 Here is a photograph today of Cory's 1931 Starett  
8 Lee High Building in Manhattan. This building's been  
9 described as the skyscraper laying on its side. It takes up  
10 an entire city block in the Chelsea District. It is a 19-  
11 story combination factory warehouse which features nine miles  
12 of rivet windows with elevators large enough to transport  
13 trucks to each floor. Next.

14 The Starett Lehigh Building was declared a landmark  
15 by the New York Landmark's Preservation Commission in 1988.  
16 And said architect Stearn from aesthetic point of view it  
17 came as close to any American building at its time to the  
18 stylistic tenets of the European based international style.  
19 Next.

20 Today the Starrett Lehigh Building is in the center  
21 of newly trendy Chelsea District. The October 2nd, 2000  
22 issue of the New Yorker called it the Brill Building "de nos  
23 jours" which means it's comparing the Starrett Lehigh  
24 Building to the Brill Building which was the, at the center  
25 in the late '50s and early '60s of doo wop and rock and

1 roll. And today the Starrett Lehigh Building is occupied by  
2 fashion designers, film and photo studios, art galleries,  
3 dot.coms, at least those that haven't gone out of business  
4 yet. And even Martha Stewart is placing her corporate  
5 headquarters in the building. And if Martha is there then  
6 you know this Cory design building has to be a good thing. I  
7 just had to throw that in.

8           And, next slide, please. And according to Stearn  
9 again, the Starrett Lehigh has one of the powerful  
10 demonstrations of the horizontal continuities which reinforce  
11 concrete, column and slab construction made possible.  
12 Continuities the proponents of the international style deemed  
13 virtually indispensable to modern aesthetics.

14           Two other buildings that the Cory brothers designed  
15 are located in New Brunswick, New Jersey. They were designed  
16 in 1941 for the Johnson and Johnson Company. Design for  
17 Johnson and Johnson was the ligature laboratory which the  
18 1941 issue of Architectural Form described as probably the  
19 most modern mine mental defense plan to the United States.  
20 And also the Corys designed for Johnson and Johnson the  
21 Industrial Tate Building which is noted in March and Price  
22 Depression Modern 30 style In America. And the next slide  
23 shows an image of the Industrial Tate Building.

24           And you can see all of these images very stylistic  
25 similarities between Canada Dry. And in the last building

1 that the Corys designed was the Cashman Laundry Plant located  
2 in the Bronx in 1932. And according to Stearn it revealed  
3 the impact of a self conscious modernism on a building time  
4 whose aesthetics normally would have been less highly keyed.  
5 And its tense lever construction permitted uninterrupted  
6 ribbon windows and abundant light in the area was placed by  
7 Lewis Mumford, the architecture critic of the New York. It  
8 still makes a strike as the little brother to the Starrett  
9 Lehigh Building. Next please.

10           And I like to think the Canada Dry maybe as the  
11 country cousin. It has a less restrained beauty about it,  
12 but it still has common design features that were evident in  
13 all the other previous buildings. Per linear, use of brick  
14 work, aluminum, glass brick, ribbon windows. The interior of  
15 the lobby is quite beautiful and if you have an opportunity  
16 go over there and visit it. I would highly suggest you do  
17 so. It features a Candelabra staircase with aluminum  
18 banister, a trestle floor that has a bubble motif designed  
19 into the overall pattern, with a cathedral light two-story  
20 curve brick glass wall that adds a very beautiful ethereal  
21 glow to the inside of the lobby. Next, please.

22           And we were very excited to discover that there is  
23 a virtual twin of this building that's located in Portland,  
24 Oregon. It's now called the Davis Business Center and it's  
25 been in operation since 1981. And the building was totally

1 rehabbed and today invites office space and warehouse and  
2 storage space with an extensive line of administrative  
3 services that the Davis Corporation provides to the tenants  
4 in the building. Next.

5 In 1971 part of the rear facing of the building was  
6 removed when Metro construction came through. And the arrow  
7 shows the I will call it the raw center block wall that was  
8 exposed when they basically sliced off the rear portion when  
9 they doubled it with the railroad tracks. Next, please.

10 Here's a view of Canada Dry from East-West Highway.  
11 Canada Dry represents Silver Spring Post World War II  
12 industrial and commercial growth. Its neighbor across the  
13 tracks, the Baltimore and Ohio train station opened earlier  
14 that year and it was a completely modern facility which  
15 replaced the original 1878 station. The following year,  
16 1947, Hecht's opened its first suburban department store on  
17 Fenton Street which was architecturally akin to the Canada  
18 Dry Building with the curvature main entrance that they  
19 designed for that building.

20 Now and with a few testimonials that we have  
21 obtained various individuals on Canada Dry. Richard  
22 Longster, Associate Professor of Architectural History at  
23 George Washington University described Canada Dry as a  
24 perfect example of streamline design put to industrial use.  
25 Without question the best example of its kind in the country



1 and certainly one of the best in the Greater Washington area.  
2 Next.

3           Richard Guy Wilson a Commonwealth professor and  
4 chair of the Department of Architectural History at the  
5 University of Virginia described Canada Dry's excellent  
6 example of commercial architecture of the post depression  
7 era, well designed and evocative. The architect Walter  
8 Monroe Cory has a reputation as an important designer of  
9 industrial buildings. This is an important building that  
10 played an important role in the industrial, commercial  
11 history of the Washington-Maryland area. Next, please.

12           And then ending with Mr. Stearn again. Canada Dry  
13 is an aesthetically important building and a fine example of  
14 the streamline modern style. A productivity American hybrid  
15 that combined the solidity of traditional classical  
16 monumentality with a symbolic technical morphology of  
17 European modernism of the '20s and '30s. You can tell he's a  
18 teacher.

19           And then I'd like to end with this quote here by  
20 John Sawhill of the Nature Conservancy. In the end our  
21 society will be defined not only by what we create but by  
22 what we refuse to destroy. With restoration and adaptive  
23 reuse Canada Dry will be a magnificent centerpiece for south  
24 Silver Spring's industrial and commercial corridor. Thank  
25 you.

1 MS. REARDON: I'd just like to underscore a few  
2 things that Gerry said. We're very fortunate to have in  
3 Montgomery County and Silver Spring a building that some of  
4 the country's leading architectural historians consider so  
5 significant architecturally that they agreed to write  
6 statements endorsing preservation. There are testimonials in  
7 favor of preserving the Canada Dry building are appended to  
8 the nomination papers you had.

9 They were not paid consultants fees to do this.  
10 They simply recognize the merits of the building when they  
11 studied photos and were all familiar with the work or  
12 architect Walter Monroe Cory. One of these is Robert A. M.  
13 Stearn whose name is known even outside professional circles.  
14 He was recently a commentator on Rick Burns PBS series on the  
15 history of New York City. Earlier he hosted a PBS series on  
16 architecture. A prolific author, he has written a series of  
17 meticulously researched volumes covering 100 years in the  
18 history of New York and its architecture, a series that has  
19 drawn high praise. Based in New York City, Stearn is a  
20 prominent architect in his own right.

21 Richard Guy Wilson also endorsed preserving the  
22 Canada Dry Building. He is the Architectural History Chair  
23 of the University of Virginia School of Architecture. Among  
24 his numerous works is the highly praised Machine Age in  
25 America published to a company in major 1986 exhibit on Art

1 and Architecture held at the Brooklyn Museum. He was also  
2 curator of that exhibit. The book will be reissued this  
3 wall. Richard Guy Wilson has served as advisor and  
4 commentator for programs on PBS and the History Channel. He  
5 saw the Canada Dry Building recently when visiting the area  
6 and he communicated with Silver Spring Preservation in the  
7 past week and said he wishes them well in their efforts to  
8 have the building designated.

9 Richard Longster is professor of American  
10 Civilization at George Washington University and Director of  
11 their Graduate Program in Historic Preservation. He was  
12 recent past president of the Society of Architectural  
13 Historians and is nationally known among preservationists.  
14 Professor Longster in particular is familiar with the Canada  
15 Dry Building because he lives in the area. He is published  
16 widely and is recognized as an expert in the design and  
17 influence of commercial buildings. City center to regional  
18 ball, architecture of the automobile and retailing in Los  
19 Angeles is the title of one of the books he has written on  
20 that topic.

21 Our Canada Dry Building is the work of an architect  
22 whose buildings in other locations have been preserved and  
23 celebrated. There are citations to Walter Monroe Cory's work  
24 in a number of books on architectural history. Also, popular  
25 magazines such as Gourmet, the New Yorker and New York

1 Magazine have featured Cory's landmark status Starrett Lehigh  
2 Building. I have a few of these with me tonight. New York  
3 Magazine, this is about two years ago. I have several  
4 pictures. I'll pass this around, but several pictures of the  
5 Starrett Lehigh Building and a major article on the Chelsea  
6 District. And the New Yorker in October, Gerry mentioned  
7 this article, actually did a drawing of the Starrett Lehigh  
8 Building and talked about how stylish the building is.

9           This building is the ground rule of the trendy  
10 Chelsea District in Manhattan. A number of Cory buildings  
11 are also in architectural guides to the New York area  
12 including the AIA guide. Silver Spring preservationists have  
13 considerable support in the immediate and surrounding  
14 community for placing the Canada Dry Building on the master  
15 plan. Among the civic and preservation organizations  
16 expressing support are the Art Deco Society of Washington,  
17 Montgomery Preservation, Inc., Preservation Maryland, Allied  
18 Civic Group, Montgomery County Civic Federation and Woodside  
19 Park Civic Association.

20           In the 1980s when the fate of many downtown Silver  
21 Spring buildings was debated, the Canada Dry Bottling Plant  
22 was overlooked for historic designation. Most of the efforts  
23 and research focused at the time on the downtown core where  
24 the Silver Theater and other buildings were threatened with  
25 replacement by high rises. It was hardly more than a

1 paragraph of information available then to the HPC staff on  
2 the Canada Dry Building and its architect. That situation  
3 has improved considerably as a result of the in-depth  
4 research conducted by the Silver Spring Historical Society.  
5 I believe the nomination document before you presents a  
6 strong case for placing the building on the master plan for  
7 historic preservation.

8           We believe that the entire building including the  
9 signs, the neon signs is worthy of historic designation.  
10 First, all of it is part of the original structure. Second,  
11 the identity of the building and its place in Silver Spring  
12 history is its function as a bottling plant. Without the  
13 plant section of the building as well as a two story office  
14 section this identity would be somewhat muted. Third, Gerry  
15 mentioned the twin Canada Dry Building in Portland which has  
16 been preserved in its entirety and successfully reused.

17           We realize, however, that the property is large,  
18 three acres in large. We want to be flexible and we want to  
19 work with the new owners in arriving at a plan that  
20 incorporates preservation while successfully redeveloping the  
21 site with a stylish result that will be beneficial to the  
22 entire community. Thank you.

23           MR. SPURLOCK: Thank you very much. Would the  
24 owners like to step forward, Bob Harris.

25           MR. HARRIS: Good evening. I'm Bob Harris of

1 Holland and Knight. With me tonight is Bob Erickson of AT&T.  
2 We're going to share the time. Bob will speak first.

3 MR. ERICKSON: Good evening. For the record my  
4 name is Robert Erickson. I'm a real estate asset manager for  
5 AT&T and I handle projects throughout the country.

6 I've come here from our corporate offices in New  
7 Jersey to discuss with you how important it is for AT&T that  
8 you do not recommend that 1201 East-West Highway be added to  
9 the locational atlas or to the master plan for historic  
10 preservation. AT&T purchased the property in December of  
11 1999 to build a central office, provide telephone service for  
12 Silver Spring. At the time of the purchase there was no  
13 indication that this property had any historic significance  
14 and every indication that full development was permitted. In  
15 fact, as Bob Harris will discuss, the County had made a  
16 determination of no historic significance on many occasions  
17 over the years, including shortly before AT&T's purchase.

18 Accordingly, our purchase and our development plans  
19 did not contemplate preservation of the building. Due to  
20 changes in AT&T's corporate business plan, however, we  
21 decided that we could not use the property to serve AT&T's  
22 needs and decided to sell it. As we informed your staff and  
23 the historical society, a potential purchaser has recently  
24 signed a contract to buy the site for development. As I am  
25 sure the contract purchaser's representatives will discuss,

1 like AT&T, the purchaser is very concerned about the request  
2 before you tonight. We are particularly concerned about the  
3 timing of this review because we purchased the site, because  
4 we purchased the site after historic designation had been  
5 rejected and because we now have a contract to sell the  
6 property on that basis.

7 We ask that you reject this request as has been  
8 done when considered previously. And that you do so promptly  
9 so that we can complete the sale. On behalf of AT&T we  
10 appreciate your consideration of our request.

11 MR. HARRIS: Good evening, Bob Harris of Holland  
12 and Knight. Thank you for the opportunity to speak. We've  
13 been discussing this property with your staff and with the  
14 parties requesting preservation for several months. And I  
15 appreciate the businesslike manner in which those discussions  
16 have been held. Having since researched their repeated  
17 efforts to have this property designated historic, I also  
18 have to say that I admire their perseverance in the face of a  
19 number of rejections. Nevertheless, we do respectfully  
20 disagree with their request and with the allegations on which  
21 it's based.

22 Due to the limited time we've had filing the  
23 hearing notice within which to prepare for the hearing, even  
24 though we knew there was a request out there, and the limited  
25 time we have to speak tonight, we can only summarize our

1 opposition. We reserve the right to present additional  
2 information if and when this goes to the Planning Board.

3           We want to make three major points. First, the  
4 major recommendation, the many recommendations and approvals  
5 for redevelopment of this property with no historic  
6 preservation requirement should not be reversed.  
7 Redevelopment of this property including demolition of the  
8 subject building has been evaluated by Montgomery County in  
9 various ways at least 15 times since 1975. While these  
10 reviews have sometimes differed in scope or purpose,  
11 preservation of the Canada Dry Building has never been  
12 required by any of them. Demolition and redevelopment have  
13 always been called for. The property owner has a right to  
14 rely upon those determinations and not be subjected to  
15 continued preservation requests contrary to their development  
16 objectives and the County's plans for redevelopment of the  
17 property. At the risk of sounding like a broken record, let  
18 me recite for you the long history.

19           Number one, July '75 sector plan called for multi-  
20 family redevelopment of this property indicating that the  
21 central location of the Canada Dry Building would tend to  
22 discourage the type of redevelopment sought by the plan,  
23 thereby contemplating its demolition.

24           Second, the 1976 locational atlas. While hundreds  
25 of properties throughout the county including others in this



1 immediate area were identified as potentially significant,  
2 this property was not included in the list and has not been  
3 added. Three, in 1984 historic master plan, the HPC there  
4 voted unanimously that the building should not be recommended  
5 for placement on the master plan "as it met none of the  
6 criteria of the Ordinance." And that was on a motion of  
7 Commissioner McGaukien after commenting that the building did  
8 not stand on its own merits given its location and lack of  
9 context.

10           Number four, the January '86 amendment to the  
11 historic master plan. The County amended the master plan  
12 designating four Silver Spring sites for preservation.  
13 Canada Dry was not among them. Five, the 1987 sector plan.  
14 The County reviewed the Silver Spring Sector Plan, amending  
15 it to provide for additional redevelopment opportunities  
16 after giving "particular attention to the issue of historic  
17 preservation." Unlike other sites, however, recommendations  
18 were not made to preserve Canada Dry.

19           Number six, the '89 sector plan studies. The  
20 County undertook a complete study of Silver Spring again.  
21 The plan confirmed five historic sites, identified a new  
22 historic district in the core and also recommended adding the  
23 Silver Spring Garden Apartments and evaluating the Silver  
24 Spring Fire Station. The Canada Dry Building was not  
25 recommended.

1           Seven, the 1990 Sector Plan Amendment. The Plan  
2 replaced the County's plan from '87. It incorporated the  
3 earlier historic resources review including the addition of  
4 four sites to the master plan and three to the atlas. It  
5 made no recommendation for Canada Dry thereby reconfirming  
6 all of the earlier recommendations.

7           Eight, the '93 Sector Plan. This plan provides for  
8 redevelopment of the property under CBD R-2 zoning. Although  
9 someone suggested that this sector plan did not really look  
10 at historic preservation, the HPC held three work sessions in  
11 '92 and '93 to review, specifically to review historic  
12 resources in Silver Spring. The plan itself has an entire  
13 section dealing with the issue including the six sites on the  
14 master plan and three on the atlas. It also has a section on  
15 additional historic resources and recommends evaluating the  
16 fire station for listing on either the atlas or the master  
17 plan. Certainly given the fact that the Canada Dry Building  
18 was obvious to anyone in the area, and had been studied for  
19 potential preservation previously, the HPC, Planning Board,  
20 and County Council were well aware of it and could have  
21 proposed it for preservation had they deemed it significant.  
22 This particularly so given that applicants were requesting  
23 such actions and presented the information about the  
24 building's alleged historic significance.

25           Nevertheless, after specifically reviewing the

1 issue of Canada Dry for the Council, the planning director  
2 indicated that the existing language provided for  
3 redevelopment of the property without preserving the building  
4 was adequate and the Council adopted that position.

5           Number nine, the '93 project plan. Following the  
6 affirmation of redevelopment recommendation for the property  
7 during the sector plan process, the Planning Board  
8 unanimously approved a project plan for development of the  
9 property. The HPC considered whether to recommend  
10 preservation of the building as part of the project plan but  
11 did not do so. Significantly as part of the sector plan and  
12 its subsequent project plan approval, the proponents for  
13 preservation submitted a number of letters and supporting  
14 information explaining why they believed the property should  
15 be preserved. This included information about the architect  
16 of the building and virtually the same assertions that are  
17 being made today about the building's alleged significance.

18           The Planning Board rejected those requests and all  
19 those free and partial preservation. Summarizing then,  
20 number ten was the June '93 subdivision approval for that  
21 project. Number 11 the June '93 reconsideration of the  
22 project plan asked by the preservationists to prevent the  
23 demolition being rejected. Number 12, the June '94 project  
24 plan extension. Number 13, a January '96 project plan  
25 project plan extension and then in May '96 a detailed site

1 plan approval for it. At that time staff advised the  
2 Planning Board that the existing Canada Dry Building, and I  
3 quote "Was considered for addition to the locational atlas in  
4 1984, but the Planning Board chose not to place it on the  
5 atlas." It added "This issue was raised during the approval  
6 of a '93 sector plan but rejected by the Council." The  
7 Planning Board once again rejected the request for  
8 preservation.

9           Fifteen, the last of the litany. February 2000  
10 Silver Spring Sector Plan, very recent. As part of that  
11 update the HPC held hearings on the significance of various  
12 structures within Silver Spring. Despite the presence of all  
13 of the previous research regarding the Canada Dry property  
14 and renewed requests, the plan did not include any  
15 preservation requirement for the property, noting that South  
16 Silver Spring has a deteriorating building style and  
17 particularly deteriorated warehouse buildings. And that the  
18 County has a over arching goal of revitalization. The  
19 Planning Board and County Council and approved and adopted a  
20 sector plan update with no preservation requirement for  
21 Canada Dry and no objection from the HPC. In fact, the  
22 Council added language to the master plan regarding South  
23 Silver Spring calling for redevelopment and revitalization,  
24 rezoning the property to a more flexible zone, adding an  
25 overlay to it to provide a maximum of flexibility to allow

1 and encourage redevelopment. We agree with those  
2 conclusions.

3 I apologize for the repetitive nature of the  
4 testimony, but it's frustrating to a property owner like AT&T  
5 to have a property recommended and approved for redevelopment  
6 with demolition of the existing of the structure numerous  
7 times only to face the same preservation requests again when  
8 they are attempting to sell the property to a developer  
9 committed to revitalizing the area. Were the HPC to reverse  
10 its earlier actions it would seriously discredit the entire  
11 historic preservation process and all its standards. A  
12 property owner deserves finality and the public is entitled  
13 to consistency in decision making.

14 Our second point is that preservation and reuse of  
15 the building would be inconsistent with redevelopment  
16 concepts and is not really feasible. A number of people are  
17 suggesting that the building should be reused either for  
18 telecom purposes or some other technology uses. We do not  
19 believe that's possible. AT&T purchased the property as a  
20 development site with no intention to use the Canada Dry  
21 Building. Nevertheless, over the past six months at the  
22 request of local preservation groups they did consider the  
23 issue. Having done so, they concluded that such reuse is not  
24 feasible. Moreover, AT&T has found since offering the  
25 property for sale, that such reuse conflicts with the

1 purchaser's redevelopment plans as it had with the previously  
2 approved development project on the property.

3           With respect to reusing the property for telecom  
4 functions, we caution the HPC not to be taken in by the  
5 adaptive reuse of some other industrial buildings in other  
6 areas either for Web hosting tech hotels, telecom uses or  
7 other things such as the Starrett Lehigh Building.

8           First, this building bares little resemblance in  
9 terms of size, shape, structural components, ceiling heights,  
10 location and other features to most of those buildings. Each  
11 of these features is inconsistent with the structural and  
12 design requirements for telecom functions.

13           Second, Montgomery County in general and Silver  
14 Spring in particular are not centers for such uses and the  
15 demand for such space would be extremely low even for a good  
16 building and an active economy. Significantly, not only is  
17 the market demand for such space not good, it's terrible.  
18 There is a hugh supply of excess capacity for such space  
19 throughout the Washington Metropolitan Area and literally no  
20 demand in Silver Spring. With severe declines in the  
21 technology and telecom sectors over the past year or two,  
22 there is no prospect in the foreseeable future of a demand  
23 for such space.

24           When AT&T placed the property on the market it  
25 received no interest, whatsoever, from the technology or

1 telecom sector. In the meantime, preservation with such a  
2 reuse concept would simply preclude redevelopment of the site  
3 and revitalization of South Silver Spring while perpetuating  
4 the current blight. While it may be argued that a similar  
5 building was reused in Portland, Oregon, we think the  
6 situation is very distinguishable, a much better market  
7 there, a different use and a totally different situation. We  
8 just don't see how it would work here and we have explored  
9 it.

10 Third point, the property fails to meet the  
11 criteria for designation. Without the credentials of an  
12 architectural historian, I'm reluctant to walk through each  
13 of the criteria. Instead, my comments are more general in  
14 nature. What I would offer in the meantime is my personal  
15 observation. I believe it is at least debatable that the  
16 architect is considered a master. Moreover, even if he were  
17 so classified, not every building of Frank LLOYD Wright  
18 merits protection and certainly not every building of Walter  
19 Cory does. Rather, preservation depends upon the building  
20 itself, its context and other features, all of which we  
21 believe are missing here. It would also normally require  
22 that the building be a particularly significant  
23 representation of the architect's work. Instead, although  
24 containing components of that architectural period and  
25 movement, this is a very simple building.

1           Additionally, unlike the Silver Theater and Silver  
2 Spring Shopping Center, it has no context. In fact, my  
3 recollection of East-West Highway having lived in the area  
4 since childhood is one primarily of a series of car  
5 dealerships and strip retail. The building is not part of or  
6 contiguous to any other art deco, art modern properties such  
7 that Commissioner McGaukien and the HPC concluded in '94 that  
8 it was not worth preserving. To the extent there was ever a  
9 context that disappeared long ago. The only context now  
10 unfortunately is a blighted South Silver Spring in need of  
11 revitalization.

12           This building also does not represent an overall  
13 industrial area nor any significant trend in Montgomery  
14 County's evolution. It was simply a basic, utilitarian  
15 building. Additionally, the building is in substantial  
16 disrepair because the site has been held for redevelopment.  
17 Moreover, a significant portion of the building was  
18 demolished when Metro came through Silver Spring. If there  
19 was ever any integrity to the building it was destroyed at  
20 that time.

21           We respectfully request that you once again do not  
22 propose this building for listing on either the atlas or on  
23 the master plan and that AT&T be allowed to complete its sale  
24 so that the property can be redeveloped as the County has  
25 planned for a long time.



1 Thank you very much.

2 MR. SPURLOCK: Thank you. Next we will hear from  
3 Bob Metz, the contract purchaser.

4 MR. METZ: Good evening. I'm Bob Metz for the law  
5 firm Linowes & Blocher, 1010 Wayne Avenue in Silver Spring.  
6 Our office in 1974 represented Canada Dry when Metro  
7 condemned a portion of it. At no time during that proceeding  
8 was there any mention of historic or significant features of  
9 the Canada Dry site or building and it should be protected.  
10 A little more history, this Commission staff, Bobby Hahn  
11 wrote a memo to the Planning Board on September 7, 1984  
12 urgently requesting that certain sites be placed immediately  
13 on the atlas. They were the old Post Office Building, the  
14 Tastee Diner, the Armory, Masonic lodge, Silver Spring  
15 Railroad Station, Little Tavern and the Silver Spring  
16 Historic District. No mention of Canada Dry.

17 This Commission sent a letter to the Planning Board  
18 on December 18, 1994 reflecting the action of the Commission  
19 approving the sites mentioned in Bobby Hahn's memo. The  
20 preliminary draft amendment to the master plan for historic  
21 preservation in October 1984 included six Silver Spring sites  
22 but did not recommend Canada Dry.

23 The Planning Board sent a letter to the Director of  
24 Environmental Protection on October 8, 1984 recommending six  
25 sites in Silver Spring to be placed on the atlas, but did not

1 include the Canada Dry. The technical staff of the Planning  
2 Commission prepared a report on the Silver Spring CBD  
3 Historic District and historic sites recommendation on May 3,  
4 1985 which were the first time recommended that the Canada  
5 Dry site be placed on the atlas. The technical staff planner  
6 for community planning north by memo June 7, 1985 also  
7 recommend that the site be placed on the atlas. However, the  
8 final draft of June 1985 rejected those recommendations and  
9 did not recommend that the Canada Dry site be placed on the  
10 atlas.

11 The County in January 1986 amended the master plan  
12 for historic preservation, included four Silver Spring sites  
13 but which did not include the Canada Dry site. The County in  
14 1987 amended the Silver Spring CBD Sector Plan and again did  
15 not recommend that the Canada Dry site be designated or  
16 preserved.

17 The 1983 approved and adopted Silver Spring CBD  
18 Master Plan recommended CBD R-2, a residential zone for the  
19 Canada Dry site and stated on page 159 "Eventually if all  
20 approved projects are built in the area, Canada Dry facility  
21 will be surrounded by residential buildings. There are no  
22 plans for the Canada Dry facility to be relocated at this  
23 time. However, should the company decide to move from its  
24 present location, the plan recommends that the site be  
25 redeveloped as a multi-family residential project under the

1 CBD R-2 zone."

2 The plan goes on --

3 MR. SPURLOCK: Could you sum up, please.

4 MR. METZ: Yes. The plan went on to designate six  
5 sites on the master plan, three sites on the atlas, none of  
6 which was Canada Dry. The project plan and the site plan Mr.  
7 Harris went through which had support for historic  
8 preservation from various organizations, the Professor Guy  
9 Wilson, Professor Richard Longstrip and Richard Striner all  
10 recommending and using the same arguments in the record  
11 tonight. The Planning Board rejected those both in the  
12 project plan and in the site plan.

13 Our client, Vargas and Vesmiss as the contract  
14 purchaser, is in the process of preparing plans and obtaining  
15 financing to reinstate the residential project which does not  
16 permit preserving any portion of the building, all in  
17 accordance with the master plan.

18 Thank you.

19 MR. SPURLOCK: Okay. Would Wayne Goldstein like to  
20 step forward, please.

21 MR. GOLDSTEIN: I'll be speaking as representative  
22 of a group. I'm Wayne Goldstein, preservation chair of the  
23 Art Deco Society of Washington. My colleague, Tony Wilmer  
24 could not be here tonight. He wants you to know that having  
25 grown up in Bethesda he continues to be dismayed by the

1 overdevelopment and the loss of our County's heritage in both  
2 his hometown and in Silver Spring. He believes that  
3 resources like the Canada Dry Building need to be designated,  
4 preserved and reused because of the insight they provide into  
5 how people once lived and worked.

6           Tonight we look across the years, 55 of them to be  
7 exact. To a Silver Spring of a different era and  
8 temperament. The Silver Spring of 2001 is full of  
9 ambivalence. Where some of our corporate citizens see  
10 opportunity, massive new office and apartment towers are  
11 rising out of the ground in fact and on paper. Where others  
12 see uncertainty. Lost resources have left behind empty  
13 fields that now symbolize projects that are quiescent or  
14 perhaps even comatose.

15           Oh, but the Silver Spring of 1946, you should have  
16 been there. When where we sit right now could instead be the  
17 center lane of the northern parkway that was to have  
18 connected Washington and Baltimore except that the residents  
19 of adjacent Woodside Park spent 1944 and 1945 fighting a road  
20 that would have divided and destroyed their community.  
21 Instead this site became Park and Planning County  
22 Headquarters in 1956. The Tastee Diner's new streamliner  
23 diner was about to open on Tuesday, August 27th. And you  
24 were cordially invited to enjoy a cup of their fragrant  
25 coffee. Cecil Sax and Post number 41 of the American Legion

1 had had 500 veterans turn up at the Silver Spring Armory for  
2 a meeting dance on February 21st. And on August 8th, their  
3 new commander and his predecessor had posed in front of the  
4 armory and made the local paper's front page. There were  
5 articles in the paper all summer long about the new  
6 Montgomery College that would open in Bethesda on September  
7 16th. In April the Silver Spring standard wanted to know why  
8 the "second largest metropolis in the state lacks even a  
9 passenger airport."

10           The frequent ads sponsored by a dozen real estate  
11 brokers, builders and lenders said "Invest in Silver Spring,  
12 the fastest growing quality suburb of the Nation's Capitol."  
13 1946 was shaping up to be the best year ever. The April  
14 headline said "Grow with Silver Spring." Silver Spring is  
15 the fastest growing community in the United States exclaimed  
16 a local businessman. "Other new businesses building in  
17 Silver Spring are the Canada Dry company with their million  
18 dollar bottling plant, the national electric machine shops  
19 and Hecht's department store. By the time you read this  
20 there will likely be a dozen more." In July the standard  
21 reported that "Some of Silver Spring's biggest commercial  
22 construction jobs will soon be finished if everything  
23 continues to function smoothly. Canada Dry's new plant is  
24 going to be an immense building when it is finally completed.  
25 The structure is laid out in three join sections, all steel

1 beamed. It is being finished exteriorly in a yellowish  
2 brick."

3           However, tomorrow's standard would report that  
4 "Materials and labor are to blame for most of the tieups in  
5 construction. There is a shortage of both." Next Thursday,  
6 April 22nd, the Montgomery County Sentinel would report that  
7 "Silver Spring is state's second largest city and Silver  
8 Spring on the march. The real estate editor of a Washington  
9 paper sees a rosy future for a town which has but recently  
10 come to be known as Maryland's second city. Washington  
11 business interests have faith in the future of Silver Spring.  
12 Many with folding money have practically knocked each other  
13 over in their rush to put up branch stores, he writes.  
14 Canada Dry Ginger Ale, Inc. is finishing its plan on East-  
15 West Highway. Coca Cola has for several years had its county  
16 headquarters in Silver Spring."

17           This picture from 1947 or '48, courtesy of the  
18 Silver Spring Historical Society shows that the Canada Dry  
19 Plant dwarfed the Coca Cola plant just across the road  
20 suggesting both a burgeoning post war market for its products  
21 as well as a decision to concentrate resources in Silver  
22 Spring. This carefully designed industrial building was at  
23 the time one of many symbols of Silver Spring's success. It  
24 now stands as a rare and beautiful reminder of the once  
25 common marriage of art and industry. Although the divorce

1 rate between business and beauty has been high for many  
2 years, this building is a testimony to what we once expected.  
3 It is one of the cornerstones upon which this city can be  
4 renovated and reused and rebuilt.

5           The Art Deco Society asks that you cement the  
6 symbolic historic cornerstone firmly in place by designating  
7 this entire building.

8           Thank you.

9           MR. SPURLOCK: Thank you. Okay. We have Judy  
10 Reardon next, please.

11           MS. REARDON: I'll submit my written testimony  
12 later. I'm Judy Reardon. I live, actually I live near the  
13 Canada Dry Building. I'm a member of the Silver Spring  
14 Historical Society although I'm not speaking on behalf of it.

15           I would like to address some of the statements made  
16 by Mr. Harris and Mr. Erickon and Mr. Metz. And the basic  
17 point that I'd like to make about their talk about rejections  
18 is that first of all these weren't rejections as such. But  
19 if they were I'd like to remind the Commission, in fact, you  
20 probably don't need a reminder of this. That up till 1993  
21 virtually nothing was none about this building. It wasn't  
22 until the Silver Spring Historical Society members began to  
23 do a great deal of digging and a great deal of research which  
24 took months and in fact is still going on, that we found out  
25 about the distinctiveness of the architect and of his work.

1 And I think that that being the case, we should go back over  
 2 that 26 year history and in a sense erase it because really  
 3 no one was aware even that this was a building by such a  
 4 distinctive, such an eminent architect.

5 We have it on good authority that this building  
 6 even though there's a piece missing because of Metro  
 7 construction would be eligible for the national register,  
 8 even with that part missing. I'm not at liberty to disclose  
 9 who told us that, but we do have it on good authority.

10 Mr. Harris indicated that this building was  
 11 evaluated at least 15 times, but these were not real  
 12 evaluations. Again, when you evaluate something you weigh  
 13 the evidence, but there was no evidence to weigh. The 1984  
 14 vote of the Historic Preservation Commission, I don't know if  
 15 any of you were there at the time, the HPC had one paragraph  
 16 of information as evidence in favor of saving this building.

17 A couple of other issues that were raised is the  
 18 context issue. There is context there. There's the train  
 19 station. There's the coca cola building which dates the same  
 20 era. If you're talking about context now, there's the  
 21 transportation center. That part of Silver Spring is coming  
 22 back. It's not blighted. I live there. I don't think that  
 23 area is blighted. You've got the Acorn Park. It's going to  
 24 be a beautiful setting. You've got the Discovery people  
 25 across the street. Also the Starrett Lehigh Building, we use

FORM FED 2 PENGAD • 1-800-631-6989



1 the Starrett Lehigh Building as an example, not of uses, but  
2 of the distinctiveness of the architect. That's the reason  
3 that we use, we are talking about Starrett Lehigh Building in  
4 the context of the distinctiveness of the architect and not  
5 the uses of the building. I wouldn't want the Stewart to be  
6 in the Canada Dry Building.

7 MR. SPURLOCK: Thank you. Maria Hoey. You're  
8 representing Montgomery Preservation?

9 MS. HOEY: Yes, I am. Good evening. My name is  
10 Maria Hoey and as president of Montgomery Preservation, Inc.  
11 also known as MPI, I'd like to thank you for this opportunity  
12 to provide comments on behalf of our members regarding the  
13 inclusion of the Canada Dry Bottling Plant on the master plan  
14 for historic preservation.

15 In cities and towns across the country, developers  
16 with an interest in preserving our heritage and intent on  
17 making sound economic investments are preserving historic  
18 structures. They realize the tax benefits available to  
19 owners of local, state and federally designated sites and are  
20 putting their creative genius and business savvy to work to  
21 revitalize communities.

22 Areas throughout Washington, D.C and Baltimore,  
23 Maryland, in Brooklyn, New York; Hoboken, New Jersey;  
24 Alexandria, Virginia; South Miami Beach, Florida; Charleston,  
25 South Carolina; Providence, Rhode Island; Norwalk,

1 Connecticut; Houston, Texas and beyond are enjoying a  
2 rebirth. These cities weren't always grand. They were often  
3 victims of neglect, poor economies and decreasing  
4 populations. Until a few smart leaders unleashed the  
5 opportunities hidden in their historic sites. In Seattle,  
6 Washington alone where the interest in renovating old spaces  
7 continues to grow, one major restoration project has  
8 attracted nearly one billion dollars in new investment. Such  
9 successes can happen in Silver Spring as well.

10           Montgomery Preservation has attached to its  
11 testimony two articles, Back to the City Too and Taking  
12 Credits that show how tax credits and designated historic  
13 properties help make projects fiscally possible and encourage  
14 revitalization and reinvestment. Already in Silver Spring  
15 plans to restore the Silver Theater and Shopping Center and  
16 the Hecht's building are creating excitement and stimulating  
17 investment. These historic structures make Silver Spring  
18 unique and give it character. These historic structures  
19 thanks to local, state and federal tax credits also provide  
20 substantial opportunities for investors.

21           Let's face it, when it comes to Silver Spring, what  
22 is most on people's minds is the successful revitalization of  
23 this 20th century city. You can help ensure that success by  
24 designating the Canada Dry Bottling Plant. Why designate?  
25 Designation opens the door to substantial local, state and

1 federal tax credits. Designation encourages preservation and  
2 reuse of significant historic structures. Designation helps  
3 retain a community's character and uniqueness. But why is  
4 the Canada Dry Bottling Plant worthy of designation? On its  
5 architectural merits alone it clearly meets the criteria for  
6 listing on the County's master plan. Many prominent  
7 historians and architects view it as the best example of  
8 industrial art deco streamline design in Montgomery County  
9 and the entire Washington Metropolitan Area. Significant  
10 both for its unique architecture and contribution to the  
11 industrial development of South Silver Spring. The Canada  
12 Dry Building helps define this area even today.

13 MPI encourages you to nominate this landmark  
14 building to the master plan, to encourage its being adapted  
15 for new use more suitable to 21st century needs. As renown  
16 architect Arthur Cotton Moore notes, preservation is a  
17 carefully considered pro growth attitude that takes the most  
18 practical and economic position of working with the equity we  
19 already have. MPI encourages you to take advantage of this  
20 equity by nominating the Canada Dry Building to the master  
21 plan. MPI believes that local historic designation will  
22 encourage the preservation and adaptive reuse of this grand  
23 1946 landmark site which in turn will trigger numerous other  
24 development projects and result in substantial private  
25 investment in South Silver Spring.

1 By nominating the Canada Dry Building you are  
2 showing your commitment to keeping Montgomery County's  
3 heritage alive and also proving your understanding of the  
4 economic value of historic preservation. South Silver Spring  
5 holds great promise. The Canada Dry Bottling Plant should be  
6 part of its rebirth.

7 As owner of the soon to be restored Silver Spring  
8 B&O Railroad Station, MPI believes that the historic  
9 structures in this industrial area provide wonderful  
10 revitalization opportunities for Silver Spring residents and  
11 investors. The Canada Dry Building is an important component  
12 of this effort. As a property owner with a vested economic  
13 interest in South Silver Spring's industrial area, MPI feels  
14 strongly that the designation, preservation and reuse of this  
15 structure will positively influence the success of our  
16 project and help ensure that South Silver Spring becomes a  
17 property owner, heritage tourism designation and sought after  
18 place to live. South Silver Spring can be a vital,  
19 attractive complement to Silver Spring's Central Business  
20 District. You can make this happen by nominating the  
21 significant art deco structure to the master plan for  
22 historic preservation.

23 Thank you for your time.

24 MR. SPURLOCK: Thank you. Next we're going to  
25 bring two speakers up next, Marcie Stickle and George French.

1 One is representing an organization and one is an individual.  
2 Mr. French has indicated he wants to cede part of his time so  
3 I'm going to request that staff give you eight minutes total  
4 and you can use it as you see fit.

5 MS. STICKLE: Thank you. Marcie Stickle, Save our  
6 legacy.

7 In the late '50s, my family and I as a child moved  
8 from S.E. D.C. to Silver Spring. I loved Silver Spring  
9 Parks, Sligo and Northwest Branch. I love downtown Silver  
10 Spring's architectural simplicity, elegance, variety and its  
11 vibrant entertainment, shopping, dining. Its business  
12 district was always a treat.

13 Etched in my early consciousness is the elegant  
14 grace and simplicity of the glowing blond brick and glass  
15 block curvilinear Canada Dry Bottling Plant building; it's  
16 two tiaras silhouetted against the sky proclaiming Canada Dry  
17 for all to see, one in glowing green, the other red. What a  
18 compliment that Canada Dry chose Silver Spring and Montgomery  
19 County as its site for such an amazing plant.

20 A year or go or more when Canada Dry continued to  
21 owned and operate out of their building before moving to  
22 their new location I was lucky enough to be able to tour the  
23 whole building from stem to stern, appropriate technology for  
24 an art deco streamline industrial moderne building, implying  
25 motion and its stillness.

1           A joy to behold its lovely grace from the outside  
2 with ribbon stripped windows, awesome to enter its two story  
3 curved rotunda with spiral cantilevered staircase. And to  
4 set foot on its soda pop bubble design terrazzo floor,  
5 characteristic of bottling plants of the era. The lobby is  
6 light and effervescent as the light pours in from the outside  
7 through the glass block curved wall adjacent to the yellow  
8 glaze brick walls inside.

9           Mounting the spiral staircase to the second floor I  
10 arrived at the Canada Dry offices still then bustling with  
11 activity. These light filled offices are ready to be used  
12 again. The lobby is ready to be entered and travelled  
13 through again. Then another architectural feat and treat, as  
14 my guide led me to low and behold and across a remarkable  
15 bridge or catwalk inside the building along the second floor.  
16 The bridge runs across the length of the cavernous bottling  
17 operation down below with at least one enormous remaining  
18 soda pop vat.

19           It is exciting visually and physically to  
20 experience the startling bridge as you walk across and can  
21 view from above the enormity and utility of this facility.  
22 You can envision the complete building's enormous productive  
23 reuse and repurposing potential and its economically  
24 advantageous heritage tourism draw and appeal.

25           One, Montgomery County has been approved as, and is

1 in the process of becoming a State of Maryland Certified  
2 Heritage area. The Canada Dry Building falls within the  
3 "Railway Cluster" category on the heritage tourism trail.  
4 And it will tourists from around the country and locally to  
5 experience this symbiosis of elegance and industrial utility  
6 by the renown architect Walter Monroe Cory. (A former Art  
7 Deco, Coca Cola Bottling plant also is only two blocks away  
8 on East-West Highway.) And it also belongs in the Railway  
9 Cluster.

10 Two, last year at a Montgomery Preservation, Inc.,  
11 Heritage Action Coalition meeting at County Council  
12 Headquarters, David Edgerly, Economic Development Director  
13 and Kelly Groff, Conference and Visitors Bureau Executive  
14 Director at the invitation of Council president Blair Ewing  
15 pledged to and are now working industriously with all  
16 concerned parties to vigorously and energetically promote  
17 Montgomery County Heritage Tourism.

18 Three, County Executive Doug Duncan in an August  
19 31, 2000 letter which is enclosed to Laura French (former 25  
20 year area resident and now Maryland Eastern Shore  
21 preservationist and historian) says: "Our redevelopment  
22 efforts strive to preserve the benefits of our past while  
23 setting the stage for our future." County Executive Doug  
24 Duncan in this letter says "The appearance of the Canada Dry  
25 Building is valued in the surrounding community. And I am

1 pleased to inform you that the new owner, AT&T has already  
2 been advised that the original building should be preserved."

3 Four, very importantly an architectural survey of  
4 Silver Spring's Central Business District Historic Sites and  
5 Structures is required by the Maryland State Historic Trust  
6 as of September 1998 and the Montgomery County Historic  
7 Preservation Commission as of June 23, 1998 to determine  
8 "National register eligibility of the Central Business  
9 District" and would be "strong potential for the nomination  
10 of a thematic art deco district." This state and county  
11 requirement is a condition and amenity that grows out of the  
12 sacrifice and loss, 1998 of our historic 1927 national guard  
13 armory. Now, this legal stipulation and promise, commitment  
14 can be vibrantly realized for the very first time with  
15 recognition that the Canada Dry Building fills the bill.

16 The Canada Dry Bottling Plant is a treasure and  
17 resource ready to productively be used in so many different  
18 ways again. Let's celebrate its beauty, utility, and  
19 versatility. Continue to use it and bequeath upon it now and  
20 for all future generations designation on our Montgomery  
21 County Master Plan for Historic Preservation.

22 Thank you.

23 MR. FRENCH: I'm George French. I'm member of the  
24 Silver Spring Historical Society. I'm speaking as an  
25 individual. I would just like to clear up one point made



1 earlier by the seller. When AT&T put the building up for  
2 sale they knew preservationists had nominated it for the  
3 placement on a historical atlas. So Mr. Margas was not  
4 surprised by this when he decided to purchase the building.  
5 That's all I have.

6 MR. SPURLOCK: Thank you very much. We have two  
7 individuals left. In the interest of time I'd like to have  
8 you both come up, Patrick Sidwell and Christine Morgan.

9 MS. MORGAN: We'll submit written testimony.

10 MR. SPURLOCK: You don't wish to --

11 MS. MORGAN: Right.

12 MR. SPURLOCK: Okay. Okay. Well that concludes  
13 our public testimony for this evening. We will be keeping  
14 the public record open until August 31st. You are welcome to  
15 submit additional written testimony until that date. We have  
16 a tentative work session scheduled for the 12th of September.  
17 However, that may be, staff requirements, that may be  
18 postponed till the 26th of September. But I thank you all  
19 for your testimony and we will take a five minute break and  
20 let everyone stretch and we'll move on in five minutes.

21 Thank you.

22 (Whereupon, a brief recess was taken.)

23 MR. SPURLOCK: Okay. We're going to get started  
24 again. If everybody could take their seats. The next item  
25 on our agenda this evening are the Historic Area Work

Gwen,

I forgot to leave copies of my testimony at the hearing (though I faxed Robin a copy the morning after). Here are 12 copies.

Under separate cover I am sending copies of the articles I passed around. Kim Williams requested a copy of the New York article, but I am sending enough copies of both articles for all the commissioners and you and Robin.

Mary

Arrange site visit for APC.

Canada Dry

August 15, 2001

15 min

1. Silver Spring Historical Society.

Jerry McCoy, Mary Reardon

Powerpoint presentation - intro to the site & the work of The Cory Bros.

1974 RR tracks expanded.

2. Mary Reardon speaking - to emphasize the "festivals" by Stern, ~~etc~~ Richard Guy Wilson, Longstreth;

[Derrick Berlage, present to observe, only]

APC Present: O'Malley, Williams, Sparlock, Lesser, Breslin, Watkins.

15 min

3. Bob Harris, Attorney for AT & T

Bob Ericson Real estate asset Mgr. for AT & T

Please don't list or designate

At time of purchase, no indication of historic designation...

Plus County's poor history of not designating this.

They purchased it as totally open for development.

Contract purchaser - is concerned about this request. They have a contract based on not designating the property.

Bob Harris - Disagree with this request. Summarize their opposition -

- (1) Many recommendations for prior approvals of re-development

(15 x!) That always included demolition of the bldg.

~~etc~~ He recites the development history - 1975, 1976, 1984 <sup>J. Watt</sup>

1985, 1987, 1989, 1990, 1993, 1994, 1996, 2000 <sup>Most pl.</sup>

project plan expansions, site plan review

Bob Harris

Looking at all the sector plans. And adaptations with no preservation of Canada Dry. Reasoning, adding overlay,

He worries about ~~discrediting~~ discrediting HPC prior decisions.

Re-use not feasible.

AT&T looked at reuse, & determined that it is not feasible - and conflicts with other developers' plans!

Excise amounts of these open space areas (?) (telecom use)  
+ (none in Silver Spring. . . .  
    no need

(3) Property fails to meet criteria of historic preservation / designation.

Architect not a master  
not every bldg warrants designation  
building not a significant example -

No context ... (he wants to see other Art Moderne)  
He's wrong! - The RR gives 1946 context & major arguments in US architecture of  
Art Deco Revival vs International style

Integrity destroyed when RR was expanded

This is holding up the sale...

Contract Purchase

Bob Metz - his office in 1974 represented Canada Dry when RR condemned it.

Bobby Hahn (1984) - didn't mention Canada Dry, but other S.S. buildings. 1984 - HPC agreed.

Bob Metz (1984) reviewing history of HPC + Planning  
Board review of Silver Spring  
Did not include Canada Dry.

[Why? What buildings were protected at this time?]

June 1985 - left out of Atlas..

1986 Amendment for HPC Master Plan included  
4 S.S. sites, but not Canada Dry.

Repeats history ... Check dan references,

with rezoning proposals

Project approvals for residential

Notes that many old letters have already been  
refused by the County Council.

Contract purchaser plans to re-instate the  
residential project + demolition

~~MAA~~

Art Deco  
Society

Wayne Goldstein

Reviews Silver Spring in 1946, mentioning all  
HP buildings, → Army, Tupper Bros, Hecht Co, Canada Dry,  
Nixy Electric Machine Shop, Coca Cola

Maryland's 2nd City!  
Art + Industry...

Gwen,

These are copies of the New Yorker article about Cory's Starrett-Lehigh building for all the Commissioners and you and Robin. The writer of the article credits the building to Matsui, leaving out the Corys' names-I don't think architecture is this writer's particular specialty and it's not really the subject of the article. I've attached an interesting article from the Web to clarify. It was Cory, Cory, and Matsui.

In two separate packages I will be sending the article from New York magazine about the West Chelsea industrial area featuring the Starrett-Lehigh building prominently (including an inset photo on the cover and 2 inside photos).

  
Mary Reardon

3 min.

Judy Rendon

until 1993, not much research about this bldg.  
Ill. Sp. Historical Society has done all the work.  
[why: didn't HPC staff ever take this up?]

MPI

5 min.

Marie Hoey -

Designation opens door to substantial tax credits,  
~~and~~ reuse of historic structures, maintains local character.  
Meets criteria - work with the equity we have!

- Berlage walks out here -

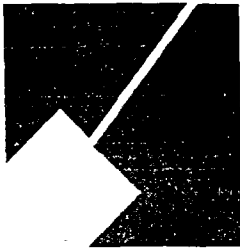
Marie Stickle - She's reading her testimony...

George French -

---

Record open until Aug. 31.

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

July 25, 2001

Dear Property Owner or Interested Party,

The Montgomery County Historic Preservation Commission will hold a public hearing on the date, time, and location listed on the enclosed Notice of Public Hearing to evaluate the historic and architectural significance of the Canada Dry bottling plant at 1201 East-West Highway in Silver Spring. This property is not currently identified on the County's inventory of potential historic resources – the *Locational Atlas and Index of Historic Sites*; however, it has been nominated for possible historic designation by the Silver Spring Historical Society.

The Historic Preservation Commission meeting will begin at 7:30 p.m. and will be held in the Maryland-National Park and Planning Commission auditorium at 8787 Georgia Avenue in Silver Spring.

Following the public hearing, the Historic Preservation Commission will hold a worksession, currently scheduled for September 12. At this worksession, the Commission will make a recommendation to the Montgomery County Planning Board on whether to add the site to the *Locational Atlas*, and/or place the site on the *Master Plan for Historic Preservation*, based on the criteria set forth in Chapter 24A-3 of the Montgomery County Code. If the property is forwarded to the Montgomery County Council for review, and if it is ultimately included in the *Master Plan*, all construction, exterior alterations, and demolition plans would be reviewed by the Historic Preservation Commission before issuance of any permits. Properties that are designated on the *Master Plan* are eligible for State and local tax credits for repair, maintenance and/or restoration projects.

You are encouraged to attend the public hearing. If you wish to testify, you must sign up that night using sign-up sheets that will be provided at the meeting. Alternatively, you may submit written comments to the Historic Preservation Commission at the address listed above.

Should you have any questions, please feel free to contact me at 301/563-3400.

Sincerely,

Robin D. Ziek  
Historic Preservation Planner



## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Historic Preservation Commission hereby gives notice that it will hold a public hearing on the following:

**ADDITION TO  
THE LOCATIONAL ATLAS AND INDEX OF HISTORIC SITES  
AND/OR TO  
THE MONTGOMERY COUNTY MASTER PLAN FOR HISTORIC PRESERVATION  
OF THE  
CANADA DRY BOTTLING PLANT**

**WEDNESDAY  
August 15, 2001  
at 7:30 p.m.**

**in the  
Montgomery Regional Office Auditorium  
8787 Georgia Avenue  
Silver Spring, Maryland**

to take testimony on whether or not the following property, which, at present, is not identified on the Locational Atlas and Index of Historic Sites in Montgomery County, should be included in the Locational Atlas and/or the Master Plan for Historic Preservation:

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

The Montgomery County Historic Preservation Commission will review the architectural and historical significance of this resource according to the criteria listed in the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code. The Commission will formulate a recommendation on whether or not this property merits historic designation and will transmit that recommendation to the Montgomery County Planning Board.

If ultimately designated on the Master Plan, the property will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of properties.

If ultimately not included on the Locational Atlas or the Master Plan for Historic Preservation, the resource would not be subject to the provisions of Chapter 24A.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Persons wishing to testify should attend the meeting and sign up to testify at the door. If you are unable to attend, write your concerns to the Montgomery County Historic Preservation Commission at 8787 Georgia Avenue, Silver Spring, Maryland, 20910 and they will be made part of the public hearing record.

**Date:** 8/31/2001  
**Sender:** Kreger  
**To:** Wright, Ziek  
**cc:** IraolaM  
**Priority:** Normal  
**Subject:** Canada Dry

---

Stacy Silber, attorney for AT&T, informed me this morning that they have not decided whether or not to authorize a demo permit request by their contract purchaser. Alternatively, they might extend his feasibility period. She'll call me when they make a decision about how to proceed.

Can you provide a copy of all hearing testimony to CBP? thanks

**Sender: Kreger**

---

See my original message to Robin Ziek, below. I believe that the Silver Spring Historic Preservation Society only nominated the site for the Locational Atlas and I was following up on their request. My biggest concern is that potential purchasers of the Canada Dry site have notice that this is an issue they must consider. Apparently AT&T had no idea that some people consider this building historic.

If you want to make a decision re: historic designation, that would resolve the matter of what portions of the building can be torn down/redeveloped-- and who would have to approve construction-- and give potential buyers more certainty. However, I fully expect that there will be both proponents and opponents of designation. This was apparently a contentious issue when the housing project was approved on this site.

Just speaking for myself, I certainly recognize that redevelopment can take place within the context of a historic structure and the results are frequently terrific. However, requiring that a structure (or a significant component of it) be preserved makes redevelopment more difficult and limits your pool of potential buyers. I'm not sure that this is what the revitalization of South Silver Spring really needs. The East West highway corridor/promenade has NOAA at one end and JBG's incubator coming to the other. Discovery.com looks great near the middle. This leaves Canada Dry as the "hole" in the corridor. I'm very concerned that we support redevelopment/reuse, particularly with new street activating uses along East West Highway and streetscaping consistent with what NOAA has already done to the north.

P.S. How about a microbrewery (e.g., Capitol City Brewing) in the "historic" part of the building? This would be appropriate in a formal bottling plant, provide activity and give us all a place to get a decent beer after work!!! All those young Discovery employees in the former Caldor's building also need a place to wet their whistles.

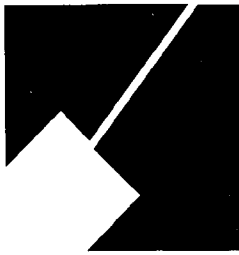
---

Forward Header

Subject: Canada Dry  
Author: Kreger  
Date: 06/26/2001 11:15 AM

Now that AT&T has apparently decided to sell the Canada Dry site, will the HPC proceed to consider the request that the property be put on the Locational Atlas or will this issue be tabled until the property has a new owner? I think it is in the best interest of Silver Spring revitalization to have this issue resolved one way or the other. It would certainly be beneficial to a potential purchaser/developer to know whether or not the property will have limitations on redevelopment due to historic considerations.

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

July 25, 2001

Dear Property Owner or Interested Party,

The Montgomery County Historic Preservation Commission will hold a public hearing on the date, time, and location listed on the enclosed Notice of Public Hearing to evaluate the historic and architectural significance of the Canada Dry bottling plant at 1201 East-West Highway in Silver Spring. This property is not currently identified on the County's inventory of potential historic resources – the *Locational Atlas and Index of Historic Sites*; however, it has been nominated for possible historic designation by the Silver Spring Historical Society.

The Historic Preservation Commission meeting will begin at 7:30 p.m. and will be held in the Maryland-National Park and Planning Commission auditorium at 8787 Georgia Avenue in Silver Spring.

Following the public hearing, the Historic Preservation Commission will hold a worksession, currently scheduled for September 12. At this worksession, the Commission will make a recommendation to the Montgomery County Planning Board on whether to add the site to the *Locational Atlas*, and/or place the site on the *Master Plan for Historic Preservation*, based on the criteria set forth in Chapter 24A-3 of the Montgomery County Code. If the property is forwarded to the Montgomery County Council for review, and if it is ultimately included in the *Master Plan*, all construction, exterior alterations, and demolition plans would be reviewed by the Historic Preservation Commission before issuance of any permits. Properties that are designated on the *Master Plan* are eligible for State and local tax credits for repair, maintenance and/or restoration projects.

You are encouraged to attend the public hearing. If you wish to testify, you must sign up that night using sign-up sheets that will be provided at the meeting. Alternatively, you may submit written comments to the Historic Preservation Commission at the address listed above.

Should you have any questions, please feel free to contact me at 301/563-3400.

Sincerely,

A handwritten signature in black ink, appearing to read "Robin D. Ziek".

Robin D. Ziek  
Historic Preservation Planner

## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Historic Preservation Commission hereby gives notice that it will hold a public hearing on the following:

**ADDITION TO  
THE LOCATIONAL ATLAS AND INDEX OF HISTORIC SITES  
AND/OR TO  
THE MONTGOMERY COUNTY MASTER PLAN FOR HISTORIC PRESERVATION  
OF THE  
CANADA DRY BOTTLING PLANT**

**WEDNESDAY  
August 15, 2001  
at 7:30 p.m.**

**in the  
Montgomery Regional Office Auditorium  
8787 Georgia Avenue  
Silver Spring, Maryland**

to take testimony on whether or not the following property, which, at present, is not identified on the Locational Atlas and Index of Historic Sites in Montgomery County, should be included in the Locational Atlas and/or the Master Plan for Historic Preservation:

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

The Montgomery County Historic Preservation Commission will review the architectural and historical significance of this resource according to the criteria listed in the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code. The Commission will formulate a recommendation on whether or not this property merits historic designation and will transmit that recommendation to the Montgomery County Planning Board.

If ultimately designated on the Master Plan, the property will be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of properties.

If ultimately not included on the Locational Atlas or the Master Plan for Historic Preservation, the resource would not be subject to the provisions of Chapter 24A.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Persons wishing to testify should attend the meeting and sign up to testify at the door. If you are unable to attend, write your concerns to the Montgomery County Historic Preservation Commission at 8787 Georgia Avenue, Silver Spring, Maryland, 20910 and they will be made part of the public hearing record.

**Sender: Wright**

Robin: FYI

Gwen

Forward Header

Subject: Fwd: AT&T  
Author: "Mary Reardon" <mreardon@ers.usda.gov>  
Date: 07/25/2001 3:37 PM

Gwen,

I'm so glad you sat in on the conference call. As always, your perspective and suggestions were very valuable.

I would make a few alterations to Carl's enclosed ideas, which are intriguing but still do not provide any definite assurances. But here is his report of Stacy's follow-up call and his suggestions. I seems virtually impossible to get anything nailed down today. So I would say go ahead. We DID offer to make a concession--i.e. to scale back our request. So we can appear reasonable. Call me if ther is time. 202-694-5136

Received: from relayin.ers.usda.gov  
([151.121.68.19])  
by mailbox.econ.ag.gov; Wed, 25 Jul 2001 13:43:21 -0400  
Received: from router-3.ers.usda.gov (ers-68-17.ers.usda.gov) by  
relayin.ers.usda.gov (LSMTP for Windows NT v1.1b) with SMTP id  
<0.00002002@relayin.ers.usda.gov>; Wed, 25 Jul 2001 13:43:28 -0400  
Received: by CBIEXI02WA with Internet Mail Service (5.5.2653.19)  
id <NKC9BMNF>; Wed, 25 Jul 2001 13:40:31 -0400  
Message-ID: <F169A5F8002CD4119EE700D0B741D422EFC498@CBIEXM01NY>  
From: "Spataro, Carl" <cspataro@cov.com>  
To: "'mreardon@ers.usda.gov'" <mreardon@ers.usda.gov>  
Subject: AT&T  
Date: Wed, 25 Jul 2001 13:42:07 -0400  
X-Mailer: Internet Mail Service (5.5.2653.19)

Mary,

You did a great job of expressing the concerns of those interested in preserving the building.

Stacy just called and said that AT&T has offered to negotiate for the next 30 days with the goal of entering into an LOI, if we agree to stop the notice from being sent out.

I think that, no matter what, we should get something in writing from them (even, for example, before agreeing to stop the notice).

I have summarized some thoughts below on the subject, but you may want to discuss this with Gwen and some of the others.

In order to stop the hearing notice, we'd need to reach resolution by 5 PM, which could be difficult, but we can try.

SSP:

1. Stop notice or defer hearing until the earlier of (a) such time as the SSP and the potential buyer have had an opportunity to

discuss preservation of the two story building; and (b) September

AT&T:

Choice A:

1. Will not alter or demolish the building.
2. Will deliver to potential buyer a letter from SSP, in which SSP identifies the portion of the property that it would like to preserve.
3. Will notify SSP within 2 days of entering into contract to sell the property, identifying the potential buyer.
4. Will facilitate meeting of potential buyer and SSP and, if requested by SSP, participate in negotiations.
5. If SSP and potential buyer agree upon terms of an easement and determine to have easement in place before purchase of property closes, will grant the easement.
6. If SSP and potential buyer are unable to agree upon terms of an easement, will not oppose designation of property on County Atlas and Historical Register.

Choice B:

1. Will advise potential buyer of SSP willingness to seek designation only with respect to a portion of the building; and
2. Will not oppose designation of that portion in September hearing.

Carl L. Spataro, Jr.  
Covington & Burling  
1201 Pennsylvania Avenue, NW  
Washington, DC 20004-2401  
(202) 662 5460  
(202) 778 5460 (fax)  
cspataro@cov.com

**Sender: "Mary Reardon" <mreardon@ers.usda.gov>**

Carl's report on conversatin with Stacy Silber, representing AT&T.  
More later.

Received: from relayin.ers.usda.gov  
([151.121.68.19])  
by mailbox.econ.ag.gov; Tue, 24 Jul 2001 14:44:38 -0400  
Received: from router-3.ers.usda.gov (ers-68-17.ers.usda.gov) by  
relayin.ers.usda.gov (LSMTP for Windows NT v1.1b) with SMTP id  
<0.000014AE@relayin.ers.usda.gov>; Tue, 24 Jul 2001 14:44:45 -0400  
Received: by CBIEXI02WA with Internet Mail Service (5.5.2653.19)  
id <NKC9B1Y0>; Tue, 24 Jul 2001 14:42:00 -0400  
Message-ID: <F169A5F8002CD4119EE700D0B741D422EFC48A@CBIEXM01NY>  
From: "Spataro, Carl" <cspataro@cov.com>  
To: 'Mary Reardon' <mreardon@ers.usda.gov>  
Subject: RE: Canada Dry hearing  
Date: Tue, 24 Jul 2001 14:43:38 -0400  
Importance: high  
X-Priority: 1  
X-Mailer: Internet Mail Service (5.5.2653.19)

Mary,  
I spoke with Stacy. I have to join a conference call right now,  
so I can't leave a long message. But, in short, she asked if you  
could contact Gwen to see if we could delay the sending of the  
notice until 7/26 so that we could talk tomorrow. I expressed  
that our concern with an agreement that doesn't survive AT&T's  
ownership is that we can be blindsided by the buyer. I think that  
they are open to an agreement that would either include the  
ability to discuss development plans with potential buyers or that  
would survive AT&T's ownership. I will send some more thoughts  
and info when I get a chance.

In the meantime, if you think it is appropriate, you may want to  
talk to Gwen about delaying the notice.

Thanks,  
Carl

-----Original Message-----  
From: Mary Reardon [mailto:mreardon@ers.usda.gov]  
Sent: Monday, July 23, 2001 3:12 PM  
To: Spataro, Carl  
Subject: Canada Dry hearing

Carl,

I don't know if you've contacted Stacy yet, but here is a recap of  
what we talked about (even if you've already spoken to her this  
can  
serve as a reference).

This is what we want to convey to AT&T:

- 1) We wanted to inform them of our move to  
schedule a hearing on the designation of the Canada Dry Building,  
before they received a notice from the HPC.
- 2) We felt we needed to take action to ensure the building  
has



some protection when it changes hands.

3) We intend to be reasonable regarding the extent of the site that we would prevent from being redeveloped.

4) We would like to know if AT&T has arranged for Stanley Keyser to view the site. There are other possible preservation developers that might be interested (of course we would not contact them until Keyser had an opportunity to look at the site and consider if he is interested).

5) We will ask them to contact us (you) in the next few days if they have any questions or want to discuss any aspect of this.

As I said (though this is not for AT&T to know), we will contact the press (exclusively the Montgomery Journal) in a few days and try to generate a story (unless AT&T calls with an offer). The story will not be adversarial--instead, the angle would be the scheduled hearing and our alerting the community to the significance of the building and its architect. I will call Stacy if the Journal says they are going to do a story. I will keep you posted on this. Once the Journal does a story we can send the story to other papers (Gazette, Post) to get more coverage.)

Any offer of an easement from AT&T or a potential buyer would have to be signed before we would put off the hearing again.

ALSO, one thing I didn't mention and that came up at the ART Deco Preservation Committee meeting: An option is to nominate the building for National Register status as well. If we do that we would tell AT&T after the nomination was in. More on this later.

Thanks for your input and help.

Mary

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

MEMORANDUM

TO: Barbara Shepherd, MHT staff

FROM: *RDZ* Robin D. Ziek, HPC staff

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

DATE: July 26, 2001

---

Enclosed please find the USGS quad map with the project site circled. We would appreciate it if you would assign this project a Maryland State Inventory number. We are in the process of sending this site to the HPC for consideration as a historic site in Montgomery County. I will send you a copy of the completed MHT form within the next few weeks.

Thank you for your help.

cc: Clare Cavicchi, M-NCPPC

Post-it™ Fax Note	7671	Date	7/26/01	# of pages	2
To	Barbara Shepherd	From	Robin Ziek		
Co./Dept.	MHT	Co.	M-NCPPC		
Phone #		Phone #	301.563.3408		
Fax #	410-987-4071	Fax #	301.563.3412		

**Sender: Kreger**

---

See my original message to Robin Ziek, below. I believe that the Silver Spring Historic Preservation Society only nominated the site for the Locational Atlas and I was following up on their request. My biggest concern is that potential purchasers of the Canada Dry site have notice that this is an issue they must consider. Apparently AT&T had no idea that some people consider this building historic.

If you want to make a decision re: historic designation, that would resolve the matter of what portions of the building can be torn down/redeveloped-- and who would have to approve construction-- and give potential buyers more certainty. However, I fully expect that there will be both proponents and opponents of designation. This was apparently a contentious issue when the housing project was approved on this site.

Just speaking for myself, I certainly recognize that redevelopment can take place within the context of a historic structure and the results are frequently terrific. However, requiring that a structure (or a significant component of it) be preserved makes redevelopment more difficult and limits your pool of potential buyers. I'm not sure that this is what the revitalization of South Silver Spring really needs. The East West highway corridor/promenade has NOAA at one end and JBG's incubator coming to the other. Discovery.com looks great near the middle. This leaves Canada Dry as the "hole" in the corridor. I'm very concerned that we support redevelopment/reuse, particularly with new street activating uses along East West Highway and streetscaping consistent with what NOAA has already done to the north.

P.S. How about a microbrewery (e.g., Capitol City Brewing) in the "historic" part of the building? This would be appropriate in a formal bottling plant, provide activity and give us all a place to get a decent beer after work!!! All those young Discovery employees in the former Caldor's building also need a place to wet their whistles.

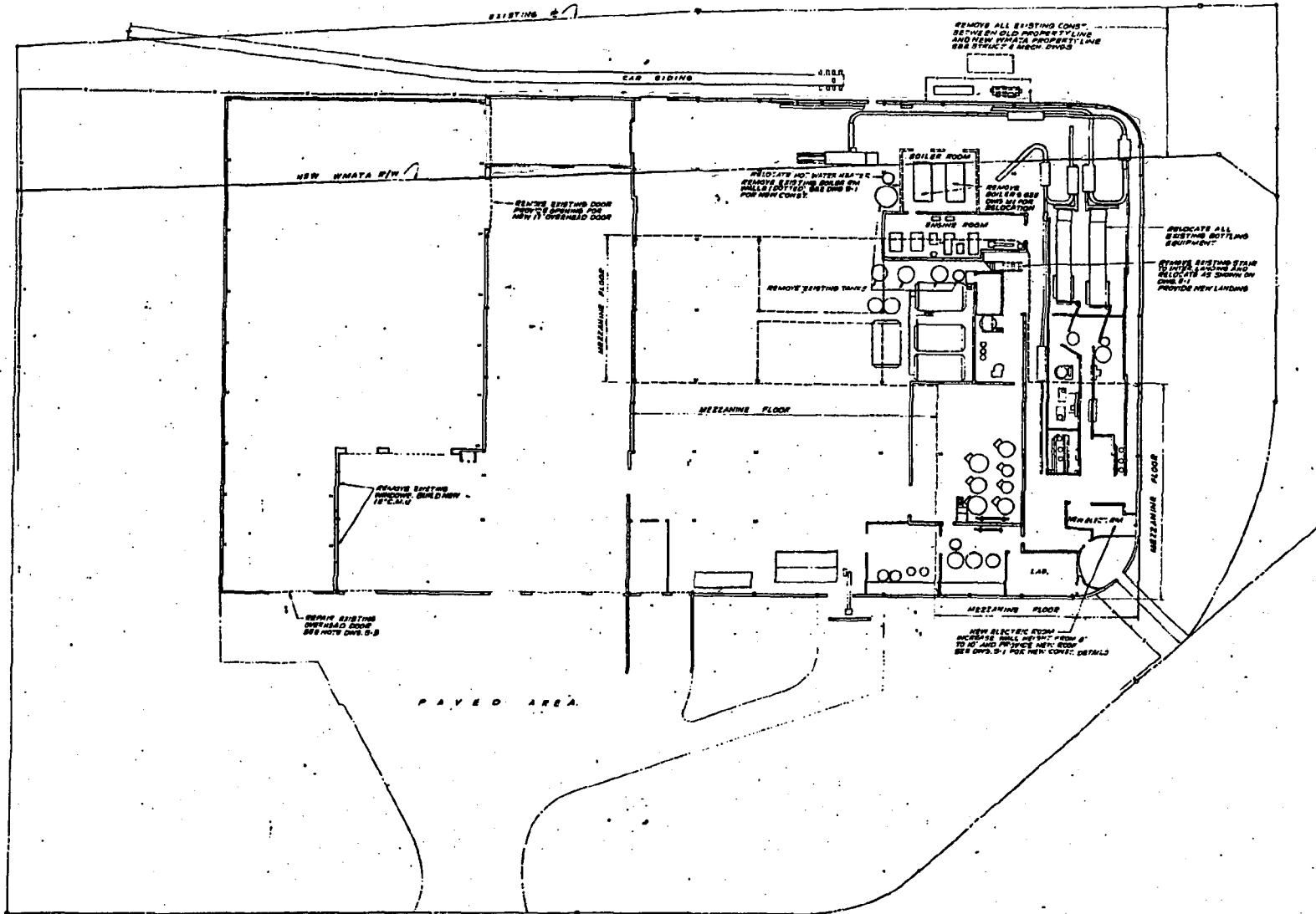
---

Forward Header

Subject: Canada Dry  
Author: Kreger  
Date: 06/26/2001 11:15 AM

Now that AT&T has apparently decided to sell the Canada Dry site, will the HPC proceed to consider the request that the property be put on the Locational Atlas or will this issue be tabled until the property has a new owner? I think it is in the best interest of Silver Spring revitalization to have this issue resolved one way or the other. It would certainly be beneficial to a potential purchaser/developer to know whether or not the property will have limitations on redevelopment due to historic considerations.

BALTIMORE AND OHIO RAILROAD



EXISTING BUILDING - DEMOLITION PLAN  
1/8" = 1'-0"

A

	Structural Engineers Canada Dry Corp. 1105 Spring Street Silver Spring, Maryland 191 - 101 - 1888	CANADA DRY CORP SILVER SPRING MD.	DWG NO
		DEMOLITION PLAN	A 2
		SCALE 1/8" = 1'-0" DATE JAN 27 1968	COPY



SILVER SPRING CITIZENS ADVISORY BOARD

September 12, 2001

Mr. Steven Spurlock, Chair  
Montgomery County Historic  
Preservation Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Dear Mr. Spurlock:

The Silver Spring Citizens Advisory Board met on September 10, 2001 and, with only one abstention, approved the following resolution from the Board's Central Business District Committee regarding the Canada Dry Bottling Plant:

**Resolution:**

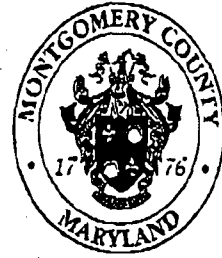
The Silver Spring Citizens Advisory Board recommends that the Montgomery County Preservation Historic Commission **not** approve historic designation for the former Canada Dry Bottling Plant located at the intersection of East West Highway and Blair Mill Road in Silver Spring.

Thank you for your consideration of our recommendation.

Sincerely,

Elnora Harvey  
Chair

EH:vl



**SILVER SPRING REGIONAL CENTER  
&  
DOWNTOWN URBAN DISTRICT OFFICE  
8435 Georgia Avenue  
Silver Spring, Maryland 20910**

**Main Number: (301) 565-7300 / Fax Number: (301) 565-7365**

**FAX COVER SHEET**

To: Heaven Wright From: Vicki Gortemian  
Fax: \_\_\_\_\_ Pages: \_\_\_\_\_  
Phone: \_\_\_\_\_ Date: \_\_\_\_\_  
Re: \_\_\_\_\_ CC: \_\_\_\_\_

Urgent

For Review

Please Comment

Please Reply

Please Recycle

**Sender: "Judy Reardon" <JUDYR@OJP.USDOJ.GOV>**

---

Robin:

Thanks. My faxnumber is 202-354-4189.

>>> <ziek@mncppc.state.md.us> 09/13/01 12:36PM >>>

Judy, the staff report is underway and should go out in the mail on the 17th.

I

can fax it to you as well...let me know. Robin

**\*\* NOTE NEW DATE \*\***

**MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION**

301-563-3400

**MONDAY**

**September 24, 2001**

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MRO AUDITORIUM

8787 GEORGIA AVENUE

SILVER SPRING, MARYLAND 20910

**PLEASE NOTE:** The HPC agenda is subject to change any time after printing or during the commission meeting. Please contact the Historic Preservation Commission at the number above to obtain current information. If your application is included on this agenda, you or your representative is expected to attend.

I. HPC WORKSESSION - 7:00 p.m.

II. HISTORIC PRESERVATION MASTER PLAN EVALUATION - 7:30 p.m. in  
MRO Auditorium

A. **Canada Dry Bottling Plant (#M-36/44)**, 1201 East-West Highway, Silver Spring. HPC Worksession to formulate recommendations to the Planning Board on the potential historic designation of the resource. *No additional public testimony will be heard at this worksession.*

III. HISTORIC AREA WORK PERMITS - 8:30 p.m.

(Postponed)

A. Nancy Novey, for porch addition at 25 Oxford Street, Chevy Chase (HPC Case No. 35/13-01V) (Chevy Chase Village Historic District).

B. Jim and Janet Douglass, for garage demolition and shed construction, at 7112 Maple Avenue, Takoma Park (HPC Case No. 37/3-01GG) (Takoma Park Historic District).

C. Renata M. Gould, for rear addition at 9904 Colesville Rd., Silver Spring (HPC Case No. 32/5-01A) (Polychrome Houses) Historic District).

E. Jeanne & Norm Asner, for gate installation, at 1 East Melrose Street, Chevy Chase (HPC Case No. 35/13-01W) (Chevy Chase Village Historic District).

IV. PRELIMINARY CONSULTATION - 9:00 p.m.

A. Four Streams Golf Associates (Joseph Meyerhoff, Agent), for new construction at 19501 Darnestown Road, Beallsville (Master Plan Site #17/02, **Charline Manor/Hanover**).



- (Postponed) B. Helen Wilkes, for rear addition, guesthouse, driveway at 3923 Prospect Street, Kensington. (Kensington Historic District).
- C. Alan Kurkjian, for new construction at 7000 Poplar Avenue, Takoma Park (Takoma Park Historic District).

V. MINUTES

- A. August 15, 2001

VI. OTHER BUSINESS

- A. Commission Items
- B. Staff Items

VII. ADJOURNMENT

G:\Agendas\09-24agn.doc

9/24/01

(1) Sign notation

(2) Removal of line from back of track: does this jeopardize NR status? I said No...

Nancy: Strongly support - great site. When people come about "only" open. Some - a reminder that we can do better... Meets the criteria...

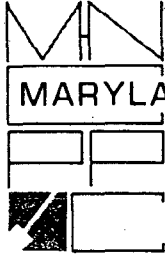
Dog:

guide - that that AT+T has been so helpful.

Alamy - main NR Recommendation C.D. B.P. be designated under other criteria -

also include language that HPC has supported new development & consistency can't be placed in the future; thus sign be included in nomination.

Lynn: 2/01



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

*zack try*

**FAX TRANSMITTAL SHEET**

**Historic Preservation Office  
Department of Park & Planning**

Telephone Number: (301) 563-3400

Fax Number: (301)-563-3412

TO: MEGAN FAX NUMBER: 301 816 1421

FROM: Robin Ziek

DATE: 9.25-01

NUMBER OF PAGES INCLUDING THIS TRANSMITTAL SHEET: 13

NOTE:

As Requested

---

---

---

---

---

---

---

---

**\*\* NOTE NEW DATE \*\***

**MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION**

301-563-3400

**MONDAY  
September 24, 2001**

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
MRO AUDITORIUM  
8787 GEORGIA AVENUE  
SILVER SPRING, MARYLAND 20910

**PLEASE NOTE:** The HPC agenda is subject to change any time after printing or during the commission meeting. Please contact the Historic Preservation Commission at the number above to obtain current information. If your application is included on this agenda, you or your representative is expected to attend.

I. HPC WORKSESSION - 7:00 p.m.

II. HISTORIC PRESERVATION MASTER PLAN EVALUATION - 7:30 p.m. in  
MRO Auditorium

- A. **Canada Dry Bottling Plant (#M-36/44)**, 1201 East-West Highway, Silver Spring. HPC Worksession to formulate recommendations to the Planning Board on the potential historic designation of the resource. *No additional public testimony will be heard at this worksession.*



III. HISTORIC AREA WORK PERMITS - 8:30 p.m.

- A. Nancy Novey, for porch addition at 25 Oxford Street, Chevy Chase (HPC Case No. 35/13-01V) (Chevy Chase Village Historic District).
- B. Jim and Janet Douglass, for garage demolition and shed construction, at 7112 Maple Avenue, Takoma Park (HPC Case No. 37/3-01GG) (Takoma Park Historic District).
- C. Renata M. Gould, for rear addition at 9904 Colesville Rd., Silver Spring (HPC Case No. 32/5-01A) (Polychrome Houses) Historic District).
- E. Jeanne & Norm Asner, for gate installation, at 1 East Melrose Street, Chevy Chase (HPC Case No. 35/13-01W) (Chevy Chase Village Historic District).

IV. PRELIMINARY CONSULTATION - 9:00 p.m.

- A. Four Streams Golf Associates (Joseph Meyerhoff, Agent), for new construction at 19501 Darnestown Road, Beallsville (*Master Plan Site #17/02, Charline Manor/Hanover*).

MONTGOMERY COUNTY CODE  
Chapter 24A

§24A-2

*Historic resource:* A district, site, building, structure or object, including its appurtenances and environmental setting, which is significant in national, state or local history, architecture, archeology or culture. This includes, but is not limited to, all properties on the "Locational Atlas and Index of Historic Sites in Montgomery County."

*Historic site:* Any individual historic resource that is significant and contributes to the historical, architectural, archeological or cultural values within the Maryland-Washington Regional District and which has been so designated in the master plan for historic preservation.

*Permit:* An historic area work permit issued by the Director authorizing work on an historic site or an historic resource located within an historic district.

*Planning Board:* The Montgomery County Planning Board of the Maryland-National Capital Park and Planning Commission.

*Preservation easement* means an easement held by the County to protect, maintain, or otherwise conserve an historic resource. (Ord. No. 9-4, § 1; 1989 L.M.C., ch. 4, § 1; Ord. No. 11-59; Ord. No. 13-37, § 1; Ord. No. 13-114, § 1.)

Editor's note—Section 1 of Ord. No. 13-114, amending Section 5 of Ord. No. 13-37 states: "Sunset. On July 1, 2001, any function transferred by this Ordinance to the Department of Permitting Services reverts to the Department of Environmental Protection."

→ Sec. 24A-3. Master plan for historic preservation; criteria for designation of historic sites or districts.

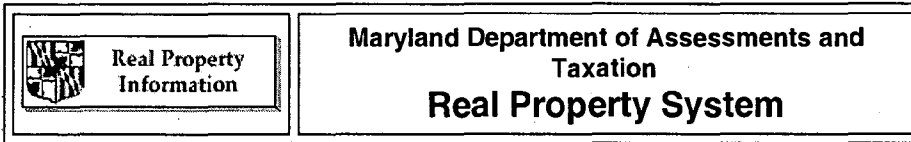
- (a) As part of the general plan for the physical development of that portion of the county within the Maryland-Washington Regional District, there shall be prepared, adopted and approved a master plan for historic preservation which shall constitute an amendment to the general plan for the Maryland-Washington Regional District. Such plan shall designate historic sites and historic districts and describe their boundaries; it shall propose means for the integration of historic preservation into the planning process; and it shall suggest other measures to advance the goals of historic preservation.
- (b) In considering historic resources for designation as historic sites or historic districts, the planning board shall apply the following criteria:
  - (1) *Historical and cultural significance.* The historic resource:
    - a. Has character, interest or value as part of the development, heritage or cultural characteristics of the county, state or nation;
    - b. Is the site of a significant historic event;

MONTGOMERY COUNTY CODE  
Chapter 24A

- c. Is identified with a person or a group of persons who influenced society;  
or
  - d. Exemplifies the cultural economic, social, political or historic heritage of the county and its communities.
- (2) *Architectural and design significance.* The historic resource:
- a. Embodies the distinctive characteristics of a type, period or method of construction;
  - b. Represents the work of a master;
  - c. Possesses high artistic values;
  - d. Represents a significant and distinguishable entity whose components may lack individual distinction; or
  - e. Represents an established and familiar visual feature of the neighborhood, community or county due to its singular physical characteristic or landscape. (Ord. No. 9-4, § 1; Ord. No. 11-59.)

**Sec. 24A-4. Historic preservation commission.**

- (a) *Created.* There is hereby created a commission to be known as the "historic preservation commission of Montgomery County, Maryland."
- (b) *Membership.* The commission shall consist of 9 members appointed by the county executive with the confirmation of the county council. Each member must be a resident of the county. The 4 fields of history, architecture, preservation and urban design shall be represented by a minimum of 1 member qualified by special interest, knowledge or training. The remaining members of the commission shall, to the extent possible, be selected to represent the geographical, social, economic and cultural concerns of the residents of the county.
- (c) *Officers.* The county executive shall appoint the chairman and vice-chairman of the commission, who shall serve at his pleasure, but such appointments occurring after the commission's first year of operation shall be made after due consideration has been given to the recommendation of the commission.
- (d) *Term.* The terms of the members of the commission shall be for a three-year period and members shall continue to serve until their successors are appointed and qualified.



[Go Back]

MONTGOMERY COUNTY

[Start Over]

DISTRICT: 13 ACCT NO: 00951624

**Owner Information**

Owner Name: MARGAS INVESTMENTS INC Use: COMMERCIAL  
 Mailing Address: 7233 DOCKSIDE LA Principal Residence: NO  
 COLUMBIA MD 21045

Transferred

From: AMERICAN OIL COMPANY Date: 12/07/1995 Price: \$225,000

Deed Reference: 1) /13804/ 469 Special Tax Recapture:  
 2)

\* NONE \*

Tax Exempt: NO

**Location Information [View Map]**

Premises Address: 7901 GEORGIA AVE Zoning: CBD1 Legal Description: PT PAR 54 1 SILVER S  
 SILVER SPRING 20910 PRING

Map Grid Parcel Subdiv Sect Block Lot Group Plat No:  
 JN32 P261 1 80 Plat Ref:

Special Tax Areas

Town:  
 Ad Valorem:  
 Tax Class: 48

**Primary Structure Data**

Year Built: 0000 Enclosed Area: 9,734.00 SF Property Land Area: 553 County Use:

**Value Information**

	Base Value	Current Value	Phase-In Value		Phase-in Assessments	
			As Of 01/01/2001	As Of 07/01/2002	As Of 07/01/2001	As Of 07/01/2002
Land:	214,100	330,900				
Impts:	1,000	1,000				
Total:	215,100	331,900	292,966	254,033	292,966	
Pref Land:	0	0	0	0	0	0

**Partial Exempt Assessments**

	Code	07/01/2001	07/01/2002
County	000	0	0
State	000	0	0
Municipal	000	0	0

[Go Back]

[Start Over]

Robin -  
Mailed 7/25.  
To attached list  
Sue



**Discovery**



DISCOVERY COMMUNICATIONS INCORPORATED

**Domenick Fioravanti**  
Senior Vice President  
and Administrative Officer

301-771-5814  
fax 301-771-3562  
dfiorava@discovery.com

7700 Wisconsin Avenue  
Bethesda, Maryland 20814-3579



*John P. ... 585-7437*  
**GARY STITH** Director  
Redevelopment Manager  
8435 Georgia Ave.  
Silver Spring Redevelopment  
~~962 Wayne Ave., 3rd Fl.~~  
Silver Spring, MD 20910  
(301) 565-7300 or 565-7359  
(301) 565-7365 FAX  
(301) 629-5178 Pager

*B. ... 7438*  
*Doug ...*  
*Susan Hoffman*

*7358*

Randy Boehm *rboehm@erob.com*  
(301) 951-4574 w  
7426 Buffalo Ave.  
Takoma Park MD  
20912

Roger Bain 587-6200  
Wheeler and Korpeck 7285  
8601 Georgia Ave.  
Silver Spring, MD 20910

Mr. Bryant Foulger 948-0522  
Foulger Pratt Construction, Inc.  
1355 Piccard Drive  
Suite 400  
Rockville, MD 20850

Raoul Garcia

fax (301) 948-5949

Bob Love  
588-0614

Bruce Lee ~~BROOKS LEE III~~  
LDG Inc.  
Lee Development Group  
Lee Plaza  
8601 Georgia Avenue, Suite 200  
Silver Spring, MD 20910

585-7000



THE TOWER COMPANIES

11501 HUFF COURT  
NORTH BETHESDA, MARYLAND  
20895  
301.984.7000  
301.984.7601 FAX

CSEGERMAN@TOWERCOS.COM

~~CHERRY A. SEGERMAN~~  
~~Project Manager~~

Jeffrey  
Abramson

Peter Jervey  
7195

THE JBG COMPANIES

ROD LAWRENCE

5301 WISCONSIN AVENUE, NW SUITE 300 WASHINGTON, DC 20015-2015  
(202) 777-7198 FAX: (202) 777-7110  
ROD.LAWRENCE@JBG.COM

Sally Sternbach  
1503 Noyes Drive  
Silver Spring, MD 20910  
(301) 585-8848

Barry Sorenko  
The Photo Group  
(301) 495-5800  
1100 Blair Mill Rd.  
Silver Spring, MD 20910



Phone 301.562.1400  
Fax 301.562.5945  
EMail gatewaycdc@aol.com  
WebSite gatewaycdc.com

Mr. Jim Triebwasser

**Corporate Offices:**

8035 13TH STREET  
SUITE 2  
SILVER SPRING, MARYLAND  
20910 - 4870

**Branch Office:**

7826 EASTERN AVENUE, NW  
SUITE 311  
WASHINGTON, DC  
20012 - 1324

Please send notice to  
Amy Finen at DED as well.  
I assume you already  
have addresses for  
George + Marcie. Thanks.

Glen

Noticing Addresses

Jerry McCoy, President  
Silver Spring Historical Society  
P.O. Box 1160  
Silver Spring, MD 20910

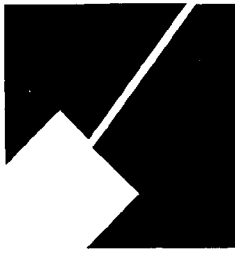
Stacy P. Silber  
Wilkes Artis  
3 Bethesda Metro Center  
Suite 800  
Bethesda, MD 20814

Craig Bruch  
AT&T  
150 Mount Airy Road  
Room 2S122  
Basking Ridge, New Jersey 07920

ADD: MPI, Inc.

~~Marcy Stic~~

M-NCPPC



MONTGOMERY COUNTY DEPARTMENT OF PARK & PLANNING

THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

8787 Georgia Avenue  
Silver Spring, Maryland 20910-3760

**Fax**

---

**Historic Preservation Section**

**Tel: 301-563-3400**

**Fax: 301-563-3412**

**To: AYANA**

**Montgomery Journal**

**FAX: 703-846-8462**

**VOICE: 703-846-8405**

**From:** *RZ* **Robin D. Ziek**

Please call me to confirm receipt (301-563-3400).

**Date: July 23, 2001**

**Total Pages: 2**

---

**Re: Legal Notice for Historic Preservation Commission**

---

The Montgomery County Historic Preservation Commission has authorized publication in your newspaper of the enclosed **Notice of Public Appearance**, for an insertion in your **April 25, 2001** issue, subject to the following specifications:

1. Text shall be set in regular classified body light-face type;
2. Headlines shall be set in bold-face capitals;
3. Date and place of hearing to be set as in copy in bold-face capitals and lower case; and
4. Copy should be limited to one-column width or two-columns if notice exceeds 100 lines or one page.

Please furnish me with two copies of the certificate of publication of this notice.

Thank you.

Enclosure

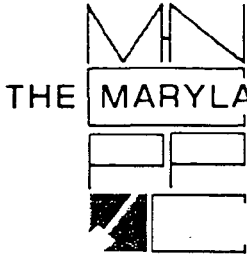
G:\Preserve\forms\jourhpc

**NOTICE OF A PUBLIC APPEARANCE  
BEFORE THE  
MONTGOMERY COUNTY HISTORIC PRESERVATION COMMISSION  
FOR THE PURPOSE OF ACTING ON THESE AND OTHER ITEMS:**

The regularly scheduled Public Appearance during which these and other items will be considered will be held on **August 15, 2001, 7:30 p.m., in the MRO Auditorium, 8787 Georgia Avenue, Silver Spring, Maryland.** For further information, contact Robin Ziek or Gwen Marcus of the Historic Preservation Office, M-NCPPC at 301/563-3400, 8787 Georgia Avenue, Silver Spring, Maryland, 20910.

- I. HPC WORKSESSION – 7:00 p.m. in the Third Floor Conference Room
  
- II. LOCATIONAL ATLAS EVALUATION – 7:30 p.m. in the Auditorium

Public appearance to evaluate the Canada Dry bottling plant, at 1201 East-West Highway in Silver Spring, for listing in the *Locational Atlas & Index of Historic Sites*. This property is being evaluated at the request of the Silver Spring Historical Society, and, if listed, would be considered at some time in the future for designation on the *Master Plan for Historic Preservation*. The HPC worksession on this property to formulate recommendations to the Planning Board will be held on September 12, 2001.



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

FAX TRANSMITTAL SHEET

Historic Preservation Office  
Department of Park & Planning

Telephone Number: (301) 563-3400

Fax Number: (301)-563-3412

TO: Ayana FAX NUMBER: 703 846.8462

FROM: Robin Zerk

DATE: July 24

NUMBER OF PAGES INCLUDING THIS TRANSMITTAL SHEET: 3

NOTE:

Please note This is a  
Corrected version of what  
~~the~~ was faxed over to  
you yesterday.  
Thank you -  
Robin.

**Sender: Kreger**

---

Gary Stith  
David Edgerley  
Bryant Foulger  
Dominick Fioravanti  
Barry Sorrenko  
Tim Miner  
Rod Lawrence and Pete Jervey of JBG  
Roger Bain and Jeffrey Abramson  
Randy Boehm  
Marcy Stickle, George French  
Bruce Lee  
Sally Sternback

thanks!

Reply Separator

---

Subject: Re:Canada Dry  
Author: Ziek  
Date: 07/19/2001 1:51 PM

We will move forward with the hearing. The first possible date is August 15, and the noticing will go out on July 25, as per our ordinance...

I have to put together a noticing list. Who are the "usual suspects" in Silver Spring for you?  
Thanks. Robin

**Sender: Kreger**

---

You can contact David Edgerley, Director of Economic Development, and Tim Miner, Commercial Revitalization Chief at DHCA, through the interoffice mail. I'll get you the other addresses.

✓

Reply Separator

---

Subject: Re[3]:Canada Dry  
Author: Ziek  
Date: 07/23/2001 3:11 PM

Do you have addresses for all of those people? I'll mail out the notices on Wed. thanks. Robin





P.O. Box 1160 • Silver Spring, Maryland • 20910-1160

JUL 17 2001

Mr. Steven Spurlock, Chair  
Montgomery County Historic Preservation Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Dear Mr. Spurlock:

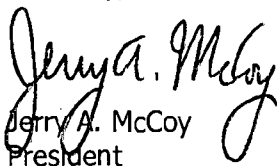
On November 22, 2000, the Silver Spring Historical Society nominated the Canada Dry bottling plant in Silver Spring for the Locational Atlas and Index of Historic Sites in Montgomery County. We would like to request that you place this issue on the agenda at the Commission's August 15 hearing, and that the Commissioners consider placing the structure on the Master Plan for Historic Preservation.

We would also like to amend our nomination, because new information has come to our attention since we submitted it. That information (enclosed) consists of:

- Evidence of alteration - Part of the east side of the building was removed about 1974 to accommodate constructing the WMATA Metro tracks.
- Evidence that preservation and adaptive reuse of this building can succeed - The "Davis Business Center" in Portland, Oregon is, as far as we can determine, an exact duplicate of the Silver Spring building. Converted from its original use as a Canada Dry bottling plant, it now houses office and warehouse/storage space.
- Recognition of historic significance - Portland, Oregon, recognized the historic significance of its Canada Dry bottling plant by placing it on the city's "Historic Resource Inventory."
- Indication by County Executive Doug Duncan that the Canada Dry building should be preserved.

We believe the supporting research that we submitted constitutes irrefutable evidence of the historic and architectural significance of the Canada Dry bottling plant and the body of work of its architect. We look forward to presenting the case for preserving the building before you and the other Commissioners.

Sincerely,

  
Jerry A. McCoy  
President

cc: Gwen Wright - Historic Preservation Coordinator

**Amendment to November 22, 2000 Application of the Silver Spring Historical Society to Place the Canada Dry Bottling Plant, 1201 East-West Highway, Silver Spring, on the Atlas and Index of Historic Sites in Montgomery County**

**Amends:**

**Description - Alterations/condition**

To accommodate the construction of WMATA's Metro tracks, part of the building's east side was removed about 1974. The extent of removal is shown in the accompanying floor plan (Attachment A), and can be seen in recent photographs (Attachment B). The original extent of the building can be seen in an aerial photo taken in 1955 (Attachment C).

**Amends:**

**Criterion 1, d: Exemplifies the cultural, economic, social, political, or historic heritage of the County and its communities; and Appendix: "Adaptive Reuse of Industrial Buildings"**

The "Davis Business Center," located at 4370 Northeast Halsey St., Portland, Oregon, appears to be an exact duplicate of Silver Spring's Canada Dry bottling plant (Attachment D). The entire building has been preserved, restored, and adaptively reused, and offers office and warehouse/ storage space (Attachment E).

**Amends:**

**Criterion 2, a: Embodies the distinctive characteristics of a type, period, or method of construction**

The historic significance of Portland, Oregon's Davis Business Center, which appears to be an exact duplicate of Silver Spring's Canada Dry bottling plant, and was designed by Walter Monroe Cory, has been recognized by the city of Portland through placement on its "Historic Resource Inventory" (Attachment F).

**Amends:**

**Selected Letters of Support**

In a letter of August 31, 2000 to Laura French, County Executive Douglas Duncan expressed his interest in preserving the building. In that letter (Attachment G), Mr. Duncan wrote, "I am pleased to inform you that the new owner, AT&T, has...been advised that the original building should be preserved."

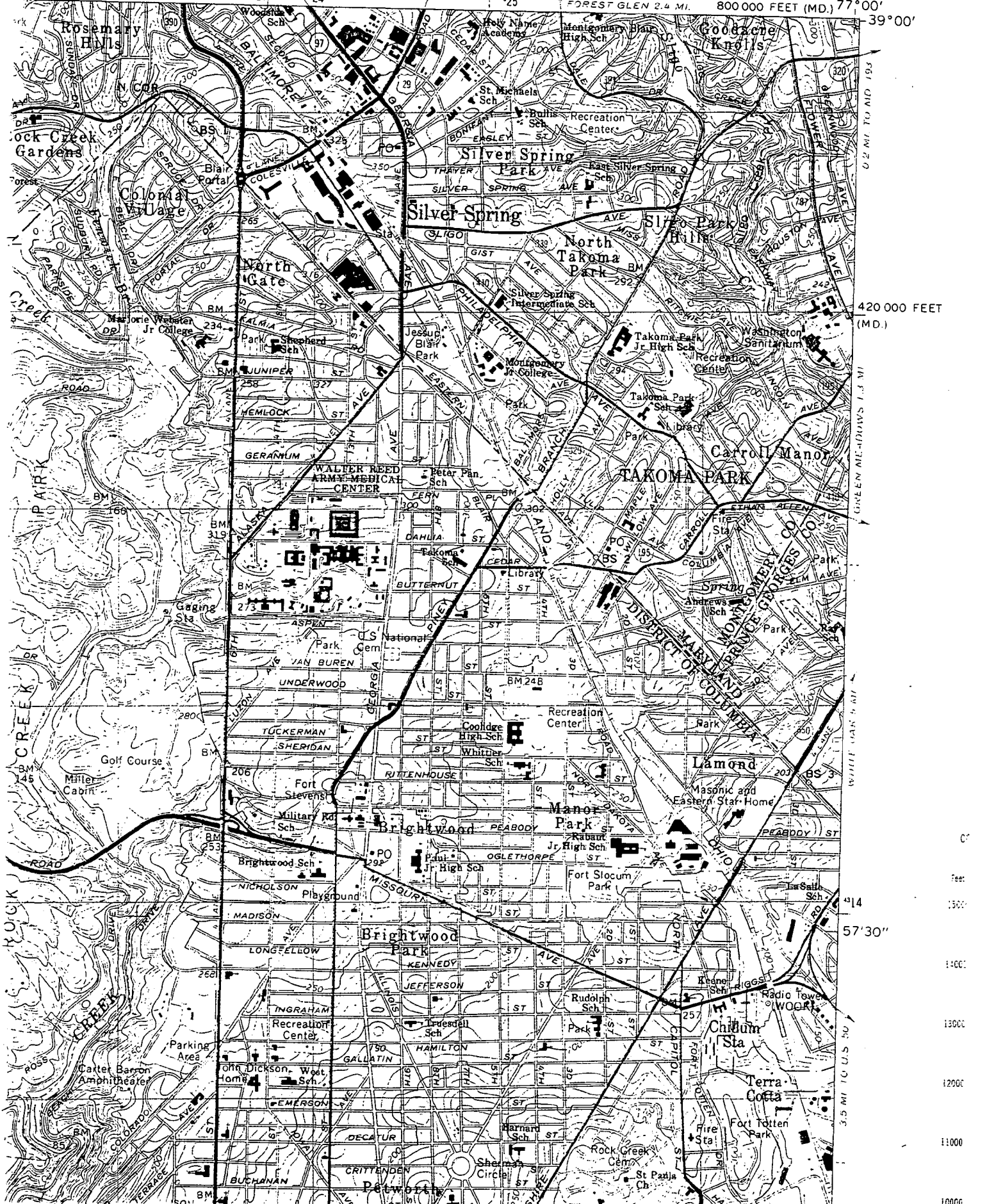
July 17, 2001

WASHINGTON WEST QUADRANGLE  
DISTRICT OF COLUMBIA-MARYLAND-VIRGINIA  
7.5 MINUTE SERIES  
(TOPOGRAPHIC-BATHYMETRIC)

5662 III SW  
(BELTSVILLE)

ELLICOTT CITY 23 MI.  
FOUR CORNERS 1.6 MI.

23 2'30" OLNEY 11 V WHEATON 3.1 V 24 25 FOREST GLEN 2.4 MI. 800 000 FEET (MD.) 77°00'



0.2 MI TO AID 193  
420 000 FEET (MD.)  
GREEN BELT AIDWAYS 1.3 MI  
WHITE OAK 5.8 MI  
3.5 MI TO U.S. 30

Feet:  
1500  
1400  
1300  
1200  
1100  
1000

## Historic Context for CO.

20<sup>th</sup> Century Resources:

No industrial sites ~~that~~ have

3/21  
3/23/88  
K: 1989 Staff memo to P.B. ∴ 20<sup>th</sup> c. recommendations include Spring Garden 26/19

Apartments, 8001-8151 Eastern Av. + 3618 Woodside Park rd.

See page 809 K... So what happened?

- Agricultural history - 18, 19, 20<sup>th</sup> c.
- Residential sites 18, 19, 20<sup>th</sup> c.
- Commercial - 19<sup>th</sup>, 20<sup>th</sup> (stores, markets)
- Industrial -
- ~~Religious~~ Religions - 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>

When does an industrial corridor get developed? Where? How? Why?

Edge of S.S., ∴ along transportation corridor?

When did E-W get put through?

1. Timeline - comments ← include letters from previous APC Commissioners + staff.
2. Owner different / context different  
No development plan  
New ~~owner~~ <sup>current purchaser</sup> notified ... Decisions + have to go forward...
3. Why has survived because it is functional, + adaptable

① Research <sup>Russell Cory</sup> Walter Monroe ~~Cory~~ ② Canada Dry as a business. ③ E-W Highway

Modern Architects, by Alfred H. Barr, Jr., Henry-Russell  
Hitchcock, Jr., Philip Johnson, & Lewis Mumford  
1932.

MoMA, NY.

Modern Architecture: International Exhibition <sup>NY</sup> —  
Feb 10 - March 23, 1932  
MoMA

1a 1d 2a ^ 2c 2e

historical & Cultural

Character } - Art Moderne - streamlined development International Style,  
interest } modern architecture. Sprayed down,  
Value as part of the development } industrial development.  
Dynamiz..

POST WWII.

heritage - zoning  
cultural characteristics

- heavy materials
- easy technology

new people & transportation.

1d. Industry goes with the population. Indicates that M.C. has "grown up". Saw a subsidiary refuge from working the & a destination in its own right.

2a A. Art Moderne

Factory building type ← distinguishing functional areas office/factory

materials - glass block

design - curving corners

2b. - Com. Brothers. Companies...

2c.

2d.

2e. Furniture The Corvada Day Signs, facing both the RR line & The Street!

Totally open floor area - only structurally distinct space is the lobby - everything else is open, flexible

# More chime in on protecting historic

JOURNAL 8/20/01

In cities and towns across the country, developers with an interest in preserving our heritage and intent on making sound economic investments are preserving historic structures. They are taking advantage of tax credits that help make historic rehabilitation and restoration projects fiscally possible and are putting their creative genius and business savvy to work to revitalize communities.

Areas throughout Washington, D.C., and Baltimore — in Brooklyn, N.Y.; Hoboken, N.J.; Alexandria, Va.; South Miami Beach, Fla.; Charleston, S.C.; Providence, R.I., and beyond — are enjoying a rebirth. These cities weren't always grand and were often victims of neglect, poor economies and decreasing populations, until a few smart leaders unleashed the opportunities hidden in their historic sites.

In Seattle alone, where the interest in renovated old spaces continues to grow, one major restoration project has attracted nearly \$1 billion in new investment. Such successes can happen in Silver Spring, as well.

Already in Silver Spring, plans to restore the Silver Theater and Shopping Center and the Hecht's building are creating excitement and stimulating investment. These historic structures make Silver Spring unique and give it character.

Now at issue is whether to add the Canada Dry Co. Bottling Plant Building to Montgomery County's Master Plan for Historic Preservation. Designation of this grand 1946 landmark site will allow for substantial local, state and federal tax credits; encourage the preservation and reuse of this significant historic structure; trigger numerous other development projects that result in substantial private investment, and help retain South Silver Spring's character and uniqueness.

Significant both for its unique architecture and contribution to the industrial development of south Silver Spring, the Canada Dry plant helps define this area, even today, and can successfully be adapted for a new use more suitable to 21st-century needs. As renowned architect Arthur Cotton Moore notes: "Preservation is a carefully considered pro-growth attitude that takes the most practical and economic position of working with the equity we already have." It is the duty of our county officials to realize this equity.

Montgomery Preservation Inc. urges our public officials to show their commitment to keeping Montgomery County's heritage alive and to prove their understanding of the economic value of historic preservation by nominating the Canada Dry building as a site under the Master Plan for Historic Preservation.

As owner of the soon-to-be-restored Silver Spring B&O Railroad Station, MPI believes that the historic structures in this industrial area provide wonderful revitalization opportunities for Silver Spring residents and investors. The Canada Dry building is an important component of this effort.

MARIE HOEY  
President

Montgomery Preservation Inc.



As a participant in the effort to restore the historic Silver Spring B&O Railroad Station, I have a special interest in the future of the Canada Dry Co. Bottling Plant, located diagonally across the tracks from the station.

The structure, with its yellow brick walls and imposing glass block entranceway, has been called the best example of industrial stream line design in

Montgomery County, as well as one of the very best examples in the Washington Metropolitan region.

Designed by noted New York architect, Walter Monroe Cory, the Canada Dry plant clearly meets the criteria — on its architectural merits alone — for listing on the county's Master Plan for Historic Preservation.

The historic designation of the original structure in its entirety need not impede redevelopment of the site. In fact, the former plant could serve as a cornerstone for the revitalization of South Silver Spring.

Abandoned bottling plants, with their vast open spaces, have proven to be extremely flexible spaces for reuse. They have been converted to printing plants, educational facilities, and, in Portland, Ore., imaginative developers successfully rehabilitated a twin of the Canada Dry Bottling Plant for use as a small-business incubator.

The southern area of the Silver Spring business district — encompassing the historic railroad station, Acorn Park and the Canada Dry plant — has the potential to become as vital and at-

tractive as the area centered around the Silver Theatre in the heart of downtown. The Historic Preservation Commission can help this to happen by adding the Art Deco-styled Canada Dry plant to the county's Master Plan for Historic Preservation without delay.

NANCY URBAN  
Silver Spring

# bottling plant

64



SILVER SPRING CITIZENS ADVISORY BOARD

September 12, 2001

Mr. Steven Spurlock, Chair  
Montgomery County Historic  
Preservation Commission  
8787 Georgia Avenue  
Silver Spring, MD 20910

Dear Mr. Spurlock:

The Silver Spring Citizens Advisory Board met on September 10, 2001 and, with only one abstention, approved the following resolution from the Board's Central Business District Committee regarding the Canada Dry Bottling Plant:

**Resolution:**

The Silver Spring Citizens Advisory Board recommends that the Montgomery County Preservation Historic Commission **not** approve historic designation for the former Canada Dry Bottling Plant located at the intersection of East West Highway and Blair Mill Road in Silver Spring.

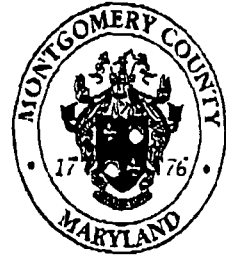
Thank you for your consideration of our recommendation.

Sincerely,

Elnora Harvey  
Chair

EH:vl





**SILVER SPRING REGIONAL CENTER  
&  
DOWNTOWN URBAN DISTRICT OFFICE  
8435 Georgia Avenue  
Silver Spring, Maryland 20910**

**Main Number: (301) 565-7300 / Fax Number: (301) 565-7365**

**FAX COVER SHEET**

To: Helen Wang From: Vicki Gorkeman  
Fax: \_\_\_\_\_ Pages: \_\_\_\_\_  
Phone: \_\_\_\_\_ Date: \_\_\_\_\_  
Re: \_\_\_\_\_ CC: \_\_\_\_\_

Urgent  For Review   
Please Comment  Please Reply  Please Recycle

Law Offices

# HOLLAND & KNIGHT LLP

3 Bethesda Metro Center  
Suite 800  
Bethesda, Maryland 20814-6301

301-654-7800  
FAX 301-656-3978  
www.hklaw.com

Annapolis	NEW YORK
Atlanta	Northern Virginia
Bethesda	Orlando
Boston	Providence
Bradenon	St. Petersburg
Chicago	San Antonio
Fort Lauderdale	San Francisco
Jacksonville	Seattle
Lakeland	Tallahassee
Los Angeles	Tampa
Melbourne	Washington, D.C.
Miami	West Palm Beach
International Offices:	
Caracas*	Sao Paulo
Mexico City	Te Aviv*
Rio de Janeiro	Tokyo
*Representative Office	

September 13, 2001

**VIA FACSIMILE**

Mr. Steven L. Spurlock  
Chair  
Historic Preservation Commission  
8787 Georgia Avenue  
Silver Spring, Maryland 20910

STACY P. SILBER  
301-664-7621  
Internet Address:  
ssilber@hklaw.com

Re: 1201 East-West Highway  
Silver Spring, Maryland

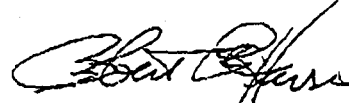
Dear Mr. Spurlock:

On behalf of AT&T Communications, the owner of 1201 East-West Highway, we would like to inform you that the contract with Theo Margas, et al. to purchase the property has been terminated. AT&T has been contacted, and is in discussions with other potential purchasers who are interested in redeveloping the property. In all of AT&T's discussions, potential purchasers have expressed concerns regarding the pending historic preservation action, and any ultimate designation of the property. As a result, AT&T must continue to oppose designation for the reasons stated previously.

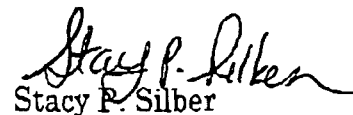
Please contact us should you have any questions.

Very truly yours,

HOLLAND & KNIGHT, LLP



Robert R. Harris

  
Stacy P. Silber

# FAX TRANSMITTAL SHEET

ERS/ISD/PCB  
1800 M STREET NW  
ROOM S2015

DATE: 8-21

TO: GWEN WRIGHT  
OR ROBIN ZIEM

FROM: MARY REARDON

AGENCY: HPC

AGENCY: SS 415

PHONE Number: ( ) \_\_\_\_\_

PHONE Number: (202) 694-5136

FAX Number: ( ) \_\_\_\_\_

FAX Number: ( 202 ) 694-5638

Number of pages being sent (including this page)

**5**

Message:

If all pages are not received, please call sender at the phone number given above.

To: Gwen Marcus Wright/  
Steven Spurlock

FAX: (301) 563-3412

From: Bobbi Hahn

Phone/FAX: (843) 524-4975

Aug. 30, 2001

Please enter this letter into the record  
for the hearing on the Canada Duty  
billings. Original coming by 'snailmail'.

Thanks,

Bobbi

3 pages including cover

Canada Dry Building, Silver Spring - East side showing area where section was removed to accommodate Metro tracks, ca 1974, and construction of masonite wall

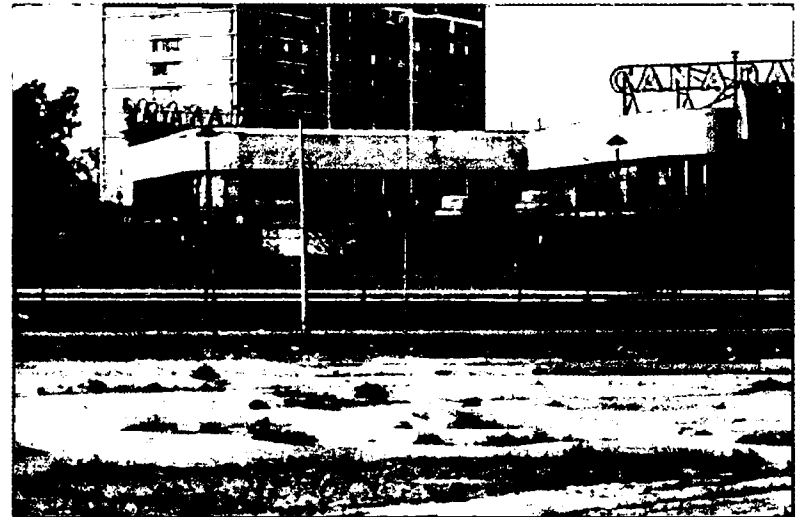
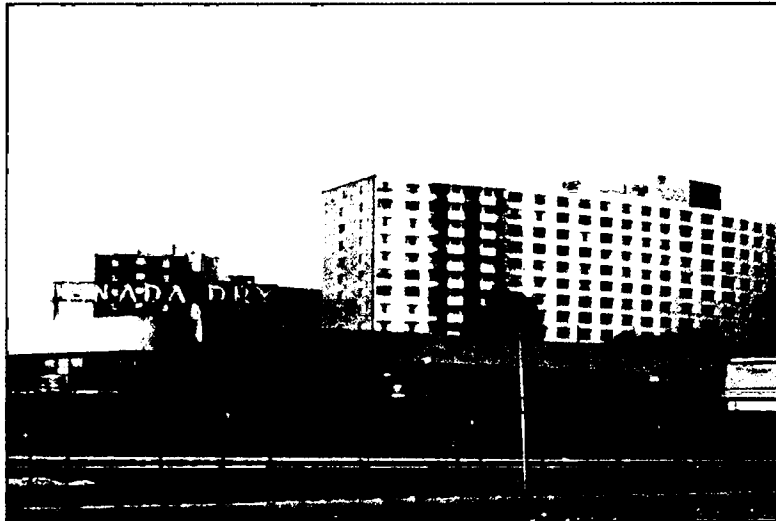
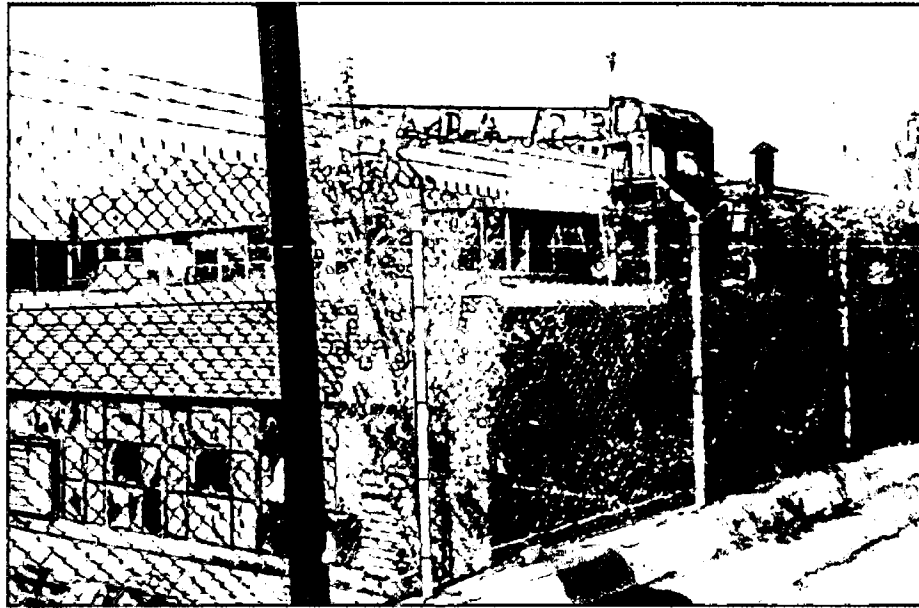


photo April 2001

20

1955



c

Oct 28<sup>th</sup>

Oct 2, 2001

Queen's Party. ~~Sun.~~ ~~night~~

~~3:00 at 2pm~~ Party @ 4pm ~~3:00 at 2pm~~ Party @ 4pm  
Pot Luck.

Canada Day - Before & after side of granery Buffalo  
Billiards in Garthsbury -  
Cannery also in Garthsbury.

Sat - history Day @ Ag Farm. - Pump Organs. and history hunt

Sat (Sun) Olney Days - Oakley Cabin is going to be represented

Sat Oct 20<sup>th</sup> - Trail walk on Rural Legacy Trail.

Follow up on VADA store - headquarters for MPI, Old Time Parts, and Hist. UK.