MCPB
Item #8
5/6/04

M-NCPPC

MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

8787 Georgia Avenue
Silver Spring, Maryland 20910-3760
301-495-4500, www.mncppc.org

April 30, 2004

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Jeff Zyontz, Chief
Countywide Planning Division

FROM: Gwen Wright, Supervisor
Historic Preservation Section

SUBJECT: Presentation on Canada Dry Building Documentation by National Park Service HAER Staff and Volunteers

---

In December 2001, the Planning Board placed the two-story portion of the Canada Dry Bottling Plant on the *Locational Atlas*. Listing on the *Locational Atlas* provided protection against demolition and substantial alteration of the Canada Dry structure, under the provisions of Section 24A-10 of the Historic Preservation Ordinance.

Subsequently, staff worked closely with the JBG Companies to incorporate the historic structure into a larger residential development project. This project was reviewed and approved by the Planning Board in September 2002. The approved Site Plan included several conditions. One of the conditions was:

> Access should be provided to the site for volunteers to undertake recordation of the Canada Dry Building to HABS/HAER standards prior to any demolition...

HABS/HAER is a program of the National Park Service and its full name is the Historic American Buildings Survey/Historic American Engineering Record. The purpose of the program is to produce graphic and written documentation of historically significant architectural, engineering and industrial sites and structures. Dating from 1934, the Historic American Buildings Survey was chartered to document historic architecture--primarily houses and public buildings--of national or regional significance. Recognizing a similar fragility in our national industrial and engineering heritage, the National Park Service, the Library of Congress and the American Society of Civil Engineers formed the HAER program in 1969 to document nationally and regionally significant engineering and industrial sites. HAER documentation in the forms of measured and interpretive drawings, large-format photographs, and written histories, is archivally preserved in the Prints and Photographs Division of the Library of Congress, where it is readily available to the public.

The Canada Dry building has now been fully documented to HABS/HAER standards, including measured drawings and professionally-done, large-format photographs. Many volunteers contributed many hours to this effort and this presentation to the Planning Board is an opportunity to share the work that has been accomplished. The attachments to this memo describe the Canada Dry Building and the work that was done. Staff commends all the volunteers involved in the project on its completion – the information gathered will be an invaluable addition to the historical record of the Canada Dry Building and Silver Spring as a whole.

HISTORIC AMERICAN ENGINEERING RECORD
CANADA DRY BOTTLING PLANT
"Silver Spring Ginger Ale Co., Inc."
HAER No. MD-

Location: 1201 East West Highway, Silver Spring, MD 20910
[Identified as #36/44 on Montgomery County's Locational Atlas of Historic Sites]

Date of Construction: 1945 - 1946

Architect: Walter Monroe Cory

Original Building Owner: William C. Barnes

Material: Steel frame, with reinforced concrete decks above exposed wood planking; flat roof with tar and gravel; structural clay tile and concrete block curtain walls with brick at curving corners; steel windows and wood windows (canted), with aluminum trim; glass block; cast concrete panels; terrazzo floor; variety of glazing including wire, stippled, and rippled glass.

Present Owner: Silver Spring Square LLC, the JGB Companies

Present Use: Approved for adaptive reuse from industrial to residential, including partial demolition and new construction.

Significance: The bottling plant exemplifies Montgomery County's progressive development as a suburban community, with Silver Spring replacing many of the Washington D. C. commercial/industrial "downtown" functions. The site, within the industrial corridor adjacent to the B & O Railroad tracks, illustrates the functional zoning of the suburbs, while the Streamline Moderne architecture highlights an emphasis on the importance of image of the factory to the client.

The Canada Dry Bottling Plant in Silver Spring opened its doors in 1946. This plant was part of an expansion program that the company began in 1936 and declared completed in 1949. The architect, Walter Monroe Cory, was a well-known industrial designer from New York City. The plant he designed was used as a prototype, fourteen variations of which the company built in Canada, the United States and Cuba from 1944 – 1949. Extant examples have been identified in East Orange, New Jersey; Portland, Oregon; Silver Spring, Maryland; and Havana, Cuba. The building was conceived as an important part of the company's marketing program. The Art Moderne design was meant to convey the image of a forward-thinking company using scientific standards to assure the highest quality of beverages. The modern building materials that provided a sanitary and fire-proof manufacturing plant were manipulated through the massing and with numerous design details to project the desired company image.

The Silver Spring Historical Society initiated the County's evaluation of the site for historical significance in 2000. The Planning Board stipulated full documentation as a condition of approval for the residential project. M-NCPPC staff undertook this charge at no cost to the developer. Working mostly on a volunteer basis, a large team was able to produce Level I documentation of the building to the Secretary of the Interior's Standards, as administered by the National Park Service's Historic American Building Survery/Historic American Engineering Record/Historic American Landscape Survey division (HABS/HAER/HALS). Fieldwork was conducted on weekends throughout the cold winter months to meet the developer's proposed early spring demolition schedule. Measured drawings were subsequently produced from field notes by students at Montgomery College.

Working in conjunction with HAER architect Christopher Marston, the documentation was conducted under the direction of Corri Jimenez, Preservation Planner with Maryland-National Park and Planning Commission (M-NCPPC), and Robin D. Ziek, Historic Preservation Planner with the City of Rockville (formerly with M-NCPPC). Fieldwork during the winter 2002-3 was accomplished with the following volunteers: Paula Bilinsky (Silver Spring Historical Society), Kendra Briechle, Anne Brockett, Suzanne Albert Coppings (University of Maryland), Michele DeFayette (SSHS), John Hartrampf (Peerless Rockville), Marc Jean-Michel, Jr., Patricia Kuhn, Joey Lampl (M-NCPPC), Christa Maher, Patricia Patula (MPI), Judy Reardon (SSHS), Tina Roach (Association for Preservation Technology-DC), Ryan Smith (Historic Takoma), George Sushinsky, Matt Sushinsky, Nancy Sushinsky, Elisa Vitale (UMD). The AutoCAD drawings were produced by Montgomery College students Bert Tondo, Hend Abdullah, Andrea Ascencio, Joseph Gubi, Hector Chino, under the supervision of Christopher Marston. Randy Steiner, Architectural Technologies Program Coordinator, Montgomery College, served as their practicum advisor. HAER Photographer Jet Lowe completed the large format photographs. Robin D. Ziek also produced the site history.