



MEMORANDUM

TO: Montgomery County Planning Board

VIA: Jeffrey L. Zyontz, Chief, Countywide Planning Division
Gwen Wright, Historic Preservation Supervisor

FROM: Robin D. Ziek
Historic Preservation Planner

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

DATE: November 9, 2001

The Public Hearing (Preliminary) Draft Amendment to the Master Plan for Historic Preservation: Canada Dry Bottling Plant, Silver Spring, Maryland is attached. It reflects the recommendations of the Montgomery County Historic Preservation Commission (HPC) on this resource.

In accordance with the process for evaluation of historic sites in Montgomery County, the Historic Preservation Commission held a Public Hearing on September 24, 2001. A Commissioner will be present at the Board's Hearing on November 15th and will provide testimony about the HPC recommendation.

At the upcoming Public Hearing, the Planning Board will hear testimony on whether or not the **Canada Dry Bottling Plant (#36/44)**, at 1201 East-West Highway, Silver Spring should be designated as a *Master Plan* site in Montgomery County. The worksession on this amendment will be held in December and staff will submit a staff recommendation and response to Public Hearing testimony in the Board's packet for that worksession.

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.

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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.

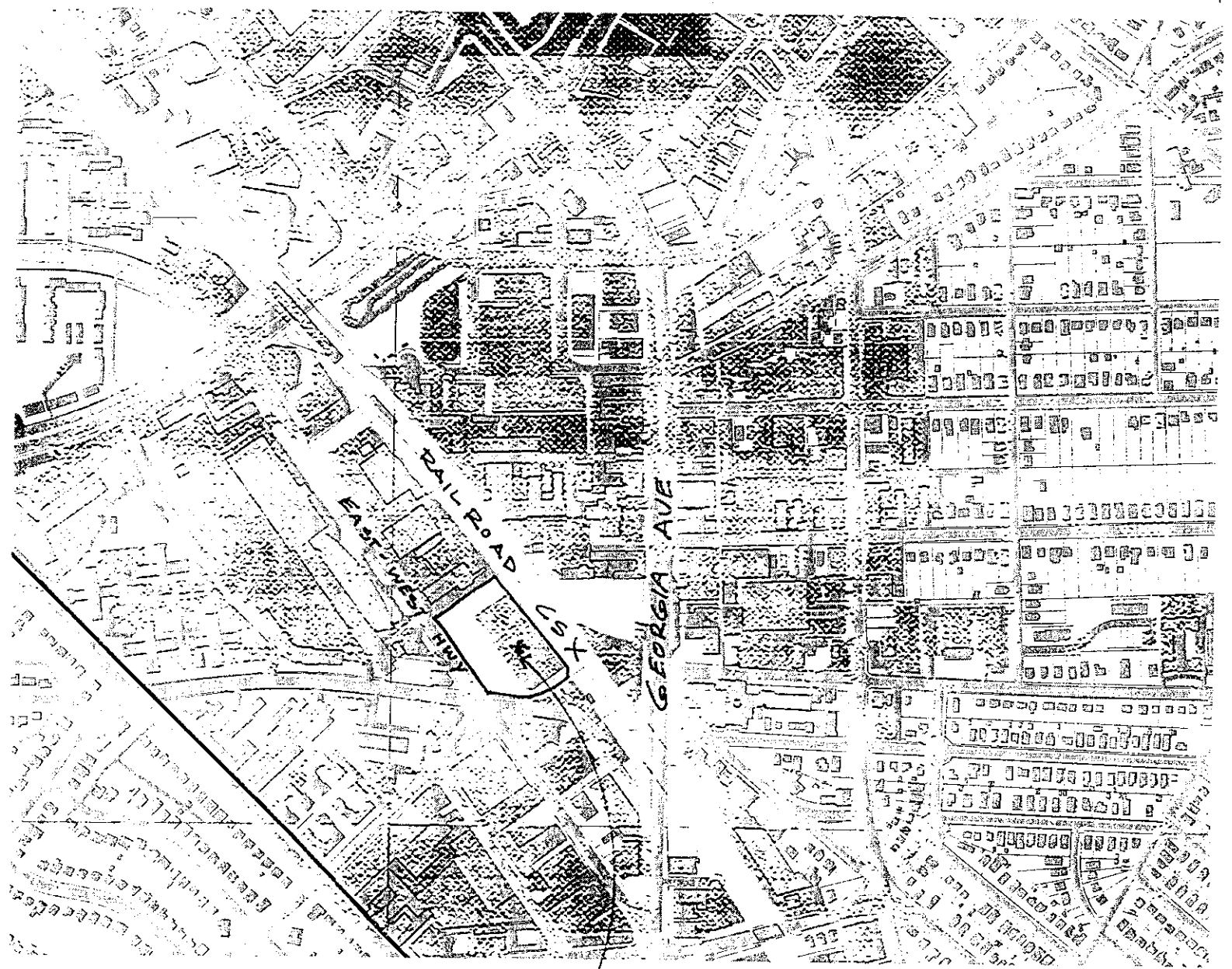
The Canada Dry building is an established and familiar visual feature in Silver Spring. The large neon signs that announce "Canada Dry" face both the railroad tracks and the public streets, and are well-known landmarks. The curving corners and strip windows, along with the use of modern building materials, such as concrete, glass block, and white metal, are all important 20th 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 "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