

GOVERNMENT OF THE DISTRICT OF COLUMBIA
HISTORIC PRESERVATION OFFICE



HISTORIC PRESERVATION REVIEW BOARD
APPLICATION FOR HISTORIC LANDMARK OR HISTORIC DISTRICT DESIGNATION

New Designation x
Amendment of a previous designation
Please summarize any amendment(s)

Property Name: Schlitz Brewing Company Bottling Plant/National Geographic Society Warehouse Complex

If any part of the interior is being nominated, it must be specifically identified and described in the narrative statements.

Address 326 R Street NE (prior: 329 Randolph Place NE and 300 R Street NE)

Square and lot number(s) Square 3574, Lot 0032

Affected Advisory Neighborhood Commission 5E

Date of Construction: 1908, 1924 Date of major alteration(s) 1913, 1937

Architect(s) Charles L. Lesser (Schlitz Bottling Plant) Arthur B. Heaton (Nat. Geo. Warehouse)

Architectural style(s): Romanesque Revival, Late 19th and Early 20th century American Movements/Commercial Style

Original use Manufacturing facility and warehouse Present use Government office (storage)

Property owner District of Columbia Department of General Services

Legal address of property owner 2000 14th Street NW 8th Floor Washington, DC 20009

NAME OF APPLICANT(S) DC Preservation League (DCPL)

If the applicant is an organization, it must submit evidence that among its purposes is the promotion of historic preservation in the District of Columbia. A copy of its charter, articles of incorporation, or by-laws, setting forth such purpose, will satisfy this requirement.

Address/Telephone of applicant(s) 1221 Connecticut Avenue. NW Suite 5A, Washington, DC 200036; (202) 783-5144

Name and title of authorized representative: Rebecca Miller, Executive Director, DCPL

Signature of applicant representative: Date: April 8, 2021

Name and telephone of author of application DC Preservation League (202) 783-5144

Date received 4/19/2021
H.P.O. staff TJD
#21-09

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Schlitz Brewing Company Bottling Plant/National Geographic Society Warehouse Complex

Another names/site number: Lemuel Penn Center

Name of related multiple property listing:

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 326 R Street NE (prior: 329 Randolph Place NE and 300 R Street NE)

City or town: Washington State: DC County: _____

Not for Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Applicable National Register Criteria:

___A ___B ___C ___D

<p>_____ Signature of certifying official/Title:</p>	<p>_____ Date</p>
<p>State or Federal agency/bureau or Tribal Government</p>	
<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>_____ Signature of commenting official:</p>	<p>_____ Date</p>

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Title:	State or Federal agency/bureau or Tribal Government
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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

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Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>2</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION/Manufacturing facility

COMMERCE/TRADE/Warehouse

Current Functions

(Enter categories from instructions.)

GOVERNMENT/Government Office (storage)

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN/Romanesque/Romanesque Revival

LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS/Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, stone, steel, concrete

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Schlitz Brewing Company Bottling Plant/National Geographic Society Warehouse complex in Square 3574 incorporates two main structures, the Schlitz Brewing Company Bottling Plant (facing Randolph Place NE) and the National Geographic Society Warehouse (facing Third and R Streets NE). The Schlitz building section, constructed 1907-1908, is a two-story, brick-walled, steel frame building. The National Geographic section, constructed in 1924, is a four-story, reinforced-concrete building with a one-story wing. Its brick façade has cut fieldstone facing on portions of its lower story. The complex is a composite composed of these original buildings and their additions. These include two single-story structures between the buildings, the first constructed in 1913, and the second in 1937. Another addition to the east façade of the Schlitz plant dates to 1920.

The Schlitz and Geographic buildings retain a high degree of integrity of location, design, setting, materials, workmanship, feeling, and association. The additions retain a moderate degree of integrity, having likely been altered. However, such modification is characteristic in the adaptation of light-industrial buildings to evolving usage.

Narrative Description

The Schlitz Brewing Company Bottling Plant/National Geographic Society Warehouse complex that includes the Schlitz plant, constructed in 1908-09, the Geographic Society Warehouse, constructed in 1924, and their additions. An addition that includes loading facilities was made to the east façade of the Schlitz plant in 1920. The buildings' second stories are connected by an enclosed walkway that traverses the roof of a 1913 addition at the southeast corner of the bottling

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plant. The buildings are also connected by a 1937 one-story garage addition whose north wing protrudes toward Randolph Place just west of the west façade of the bottling plant. The complex virtually fills Square 3574, save for parking lots in its northwest corner and to its south. Its square is bounded to the north by Randolph Place NE, to the west by 3rd Street NE, to the south by R Street NE, and to the east by the Metropolitan Branch Trail.

The Schlitz plant, which faces north toward Randolph Place NE near the square's northeast corner, is a two-story building that contained a bottling facility, cold storage rooms, and a stable wing for delivery wagons and horses. A 2016 architectural survey determined that it has a full basement with brick masonry perimeter walls, load-bearing red brick walls set in American bond, and a steel skeleton supports its concrete slab floors and flat roof. The plant's now-hidden south façade, whose one-story stable wing and two additions extended toward the middle of the square, was apparently utilitarian and unadorned. Its north façade, which faces Randolph Place, has castellar embellishments, the most prominent of which is a parapet wall above a corbelled cornice that suggests a battlement. Its base is a concrete-clad water table that is higher at its east end to compensate for the ground's downward slope from Third Street to the Metropolitan Branch. Brick piers divide this façade's main section into eleven bays. Counting east from the intersection of Third Street NE, its first, or westernmost, bay has a first story arched entranceway, which gives egress to a recessed set of double doors flanked by sidelights and topped by a rectangular transom. On its second story, two apertures, each topped by a keystone eyebrow course of bricks, are filled by six-over-six pane wooden sash double-hung single windows. On its eleventh, or easternmost bay, the arch and window apertures are blind openings. The arch at one time had two window apertures which have been filled-in with brick.

The façade's second through tenth bays are incised within brick arches above the level of the second story windows. The tenth bay's lower story is an entranceway. It is filled by a wooden panel with a cutout door and has a concrete stoop with metal steps. Bays three through five and seven through nine are identical. Their rectangular first-floor windows are concealed by metal grates. On each bay's second story is a keystone eyebrow course of brick atop a pair of double-hung six-over-six pane windows. The second story of bay six has a full height double door beneath a keystone eyebrow course and a steel hoisting beam. Its first story has an entryway without a stoop, now concealed by a metal grate. All the window apertures have concrete sills, while those on the first story also have concrete lintels.

The 2016 architectural survey determined that the plant's east façade was originally a one-story extension that wrapped the eastern end of its north façade to form a twelfth bay with a row of single windows. In 1920, a second story was added with brickwork and a parapet that mimic those of the north façade's main section. The survey notes that, in 1920, a covered loading platform was constructed behind it. This platform, which faces east toward the Metropolitan Branch, is now partially concealed by steel fencing. An earlier single-story addition, constructed before 1913, adjoins the original southeast corner of the bottling plant and extends eastward to be virtually flush with the loading platform of the 1920 addition. This earlier addition has a filled-in loading doorway that presumably served a rail siding.

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The Schlitz plant's west wall is blind except for several single windows that likely illuminate a stairway. It has a chamfered section with single windows that faces the four-story Geographic Warehouse across its single-story garage addition. Virtually all the windows in the plant appear to have their original wooden sashes.

Constructed in 1924, the National Geographic Society Warehouse is a reinforced concrete structure which occupies the southern half of Square 3574. Viewed from Third Street, the building footprint roughly suggests a reversed letter "L" whose four-story section faces R Street as its "shaft" and a one-story extension faces Third Street as its "bar." This bar section and a one-story garage addition between the buildings partially conceal the west façade of the Schlitz plant.

The warehouse, which includes a first-story storage area for paper and upper floors devoted to clerical functions, has a remarkably complex façade for a functional industrial building. Its four-story east facade, which faces the Metropolitan Branch, is of unadorned brick, now covered by an outside mural. Its first story has a row of three now-sealed loading dock doors. Its upper stories have three tiered rows of three large rectangular steel sash multi-pane windows.

The warehouse's eleven bay south facade faces R Street across a parking lot. Its first story is clad in multi-chromatic fieldstone, which surrounds entranceways near its east and west ends, a row of three loading dock doors in its central section that presumably served trucks, and a band of other large windows hidden by metal grates. These apertures are separated by stone-faced piers with wedge-shaped capitals that rise to the top of the first story. The warehouse's upper stories are of rough-finished, earth-toned, variegated brick with three tiered rows of eight broad steel-sash industrial windows centered above the loading docks and windows of the first story. Each tier of windows is set in an incised bay which rises to the bottom of the warehouse's fourth story and is topped by a patterned row of five small arches. In lieu of a cornice, a row of diamond-shaped geometric forms in brick runs below the flat roofline. A column of single multi-pane windows illuminates the staircases above each entrance, and tiers of smaller square steel sash windows rise close to the façade's corners. All upper story windows have brick lintels and sills

The four-bay wide, four-story tall portion of the warehouse's west façade is treated in similar fashion, with a fieldstone-clad first story punctuated by windows behind metal grates and brick upper stories with tiers of steel sash windows. At the junction of the facade's four-story section and one-story wing that reaches north is a single-story stone-clad formal entry bay. Its doorway is flanked by concrete piers topped by owls perched on rounded stones. Between the owls and above the entrance "National Geographic Society" is carved into the stone. On the outside of each pier is a window, and beyond are larger ornamental stone-covered concrete piers. A two-bay single-story extension north of the entrance is built in brick clad with fieldstone. Its smaller metal grated windows are separated by field stone piers with wedge-shaped capitals and topped by eyebrow courses in brick.

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The warehouse's north façade has both four and one-story sections, all of which are built in utilitarian red brick rather than the multi-hued masonry of the west and south facades. The four - story section, which is visible above the roof of the single-story wing, has tiers of steel sash windows as well as significant "blind" sections of unfenestrated wall. The one-story west section and a 1937 garage addition that protrudes toward Randolph Place from between the Schlitz and Geographic buildings have single rows of windows covered by metal grates.

The Schlitz Brewing Company Bottling Plant/National Geographic Society Warehouse retains a high level of integrity of location, design, setting, materials, workmanship, feeling, and association. The minor additions retain a high degree of integrity, as they were likely altered. However, such modification is consistent with the history of this light-industrial building type.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

Industry

Commerce

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Period of Significance

1908-1937

Significant Dates

1908, 1913, 1924, 1937

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Charles L. Lesser (Schlitz Bottling Plant)

Arthur B. Heaton (National Geographic Warehouse)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Schlitz Bottling Plant /National Geographic Warehouse complex incorporates the 1908 Schlitz Company Bottling Plant, the 1924 National Geographic Society Warehouse, and several additions built between 1913 and 1937.

The complex meets DC Criterion B (History) because it is associated with historical periods, social movements and patterns of growth and change that contributed significantly to the development of the District. It thus also meets similar National Register Criterion A.

The complex is also significant under DC Criterion D (Architecture and Urbanism) for embodying the distinguishing characteristics of architectural styles and building types, Criterion E (Artistry) for possessing high aesthetic value that contributes significantly to the heritage and appearance of the District of Columbia, and Criterion F (Work of a Master) as a notable work of architects whose works are significant to the development of the District of Columbia. It thus also meets similar National Register Criterion C.

The complex retains integrity of form, feeling, and association. Its period of significance begins with the construction of the Schlitz Bottling Plant in 1908 and ends with the construction of the final addition to the conjoined buildings in 1937.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Schlitz Bottling Plant / National Geographic Warehouse complex is significant under DC Criteria B because it reflects significant patterns of growth and change through its association with the development of:

- The Eckington warehouse corridor, which provided one of the city's key interfaces between national and regional railroad transportation and local distribution of goods by wagon and motor truck. The construction of the Bottling Plant in 1908 closely followed the establishment of the Baltimore & Ohio Railroad's Eckington Freight Yard, a product of the McMillan Plan initiative to remove railroad operations from city streets and the monumental areas of the city. The building of the National Geographic Warehouse in 1924 represents the corridor's second stage of development with larger reinforced concrete industrial structures. The construction of the warehouse, with its relationship to the nearby Judd & Detwiler Printing Plant, reflects the expansion of Eckington's industrial and commercial base following the area's designation as "industrial" by the first citywide zoning code in 1920.
- Washington's brewing industry. Built for the Schlitz Brewing Company of Milwaukee, the bottling plant represents the growing influence of national brands in what had been a market dominated by local producers. It is Washington's sole-surviving building directly related to the production of beer, an important employer in the District.
- Washington as a center for the diffusion of high-level cultural products and scientific knowledge. The warehouse's construction was necessitated by the success of the National Geographic Society, a Washington-based organization whose magazine, headquartered and published in the city, was an enormous cultural force during the first six decades of the 20th century.

The complex is also significant under DC Criteria D, E, and F because:

- The Schlitz Bottling Plant is an excellent, fully aesthetically realized example of the Romanesque revival "brewer's castle" architectural style, perhaps most prominently represented in Washington by the long-since demolished Heurich Brewery near the site of the Kennedy Center. Were it not for the Schlitz plant, this style would be locally extinct.
- Both sections of the complex are notable examples of specialized building types that serve more complex functions than storage. The bottling plant fulfilled

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production and distribution functions, while the warehouse is a true multi-purpose building that provided specialized spaces for storing massive quantities of printing paper as well as mailing, clerical, and administrative functions. Both the bottling plant and the Geographic building reflect the evolution of the Washington warehouse as an interface between rail shipment and the automotive age.

- It provides excellent examples of significant building sub-types reflecting the evolution of industrial construction. The bottling plant is a low-rise, fireproofed structure with load-bearing brick walls, and a steel skeleton that supports its concrete slab floors and roof. According to the DC Historic Preservation Office's *Warehouse Survey Thematic Property Report* (1991), this construction sub-type replaced "mill-constructed" brick and timber-framed warehouses in the early 20th century.¹ The warehouse, designed to support seven stories, was built as a four-story structure with reinforced concrete beams, columns, and floors, brick curtain walls, and large, multi-pane steel slash windows characteristic of the "daylight factories" characteristic of post-World War I industrial construction.
- Its design reflects the work of master architects. Milwaukee architect Charles L. Lesser executed multiple commissions for the Joseph Schlitz Brewing Company as well as other significant midwestern buildings listed on the National Register of Historic Places. Geographic Warehouse designer Arthur Heaton was among Washington's most active and celebrated early 20th century designers, with buildings of numerous types listed on the National Register. Often recognized for the quality of his apartment building designs, Heaton was also an important early architect of transportation-related structures and is cited as a significant warehouse architect by the *DC Warehouse Survey Project Final Report*.²
- It presents highly realized aesthetic features. Each building's architectural style symbolically conveys its builder's identity as well as the structure's function. The Schlitz plant, as a faux "brewer's castle," reflects the German heritage of Joseph Schlitz and many other leading late 19th and early 20th century American beer producers. This style allowed such buildings to be "read" as taverns, beer gardens, and other structures related to brewing.

The National Geographic Warehouse's handsome fieldstone cladding suggests a relationship to the natural world presented so vividly in its magazine. The stylized owls at its formal entrance serve a similar function, symbolically linking the building to both nature and knowledge. The stone cladding also performs the symbolic function of linking the formal office entrance on the Third Street façade

¹ EHT Tracerics. *DC Warehouse Survey Project Final Report, Phase I*. (Unpublished Study) (1991), 12.

² EHT Tracerics. *DC Warehouse Survey Project Final Report, Phase II*. (Unpublished Study) (1991), 27.

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to the loading dock and warehouse entrances facing R Street, both accentuating the building's dual functions and acknowledging their mutual importance.

Arthur Heaton's buildings, including industrial and transit-related structures, are often characterized by beautiful masonry work. Like the rough-textured multi-chromatic brick of his National Register-listed Washington Railway and Electric Company bus garage on Georgia Avenue NW, the rich textures and varied shadings of its brick and fieldstone walls add beauty and interest to a functional structure.

Indeed, aesthetic embellishment makes the bottling plant and warehouse advertisements for their owners in conspicuous locations on a major streetcar line. It also represents the attempt to inject notes of beauty and order in a zone of industrial tumult which was the ironic consequence of efforts to aestheticize the cityscape. Lastly, it facilitates these buildings' function as a screen between residential blocks and a massive railroad yard.

The Schlitz Bottling Plant / National Geographic Warehouse has been recommended for designation by several professional studies. In 2016, the distinguished architectural firms Hartman-Cox and EYP conducted a feasibility study for converting the complex into a facility for the DC Office of Public Records and the DC Archives. This report concluded:

Neither the 1910 buildings by Charles Lesser nor the 1925 buildings by Arthur Heaton are listed on the DC Inventory of Historic Sites or on the National Register of Historic Places. Despite not yet being designated as such, the historical research conducted thus far suggests that each of the buildings would likely be eligible for designation, in whole or in part, if nominated.³

The DC Warehouse Thematic Review Project listed both the Schlitz plant and the Geographic warehouse as potentially eligible as individual landmarks.⁴ In particular, one or both sections of the complex met proposed criteria A2-A4, A6-A8, and C2-C14.

Early Washington Warehouses and the Eckington Warehouse Corridor⁵

³ Hartman-Cox and EYP Architects. *Feasibility Study and Programmatic Test Fit for Penn Center*. (Preliminary for DC Department of General Services) (Contract No.: DCAM-15-AE-00091 PO No.: 522881) (Unpublished Study) (July 19, 2016), 27

⁴ EHT Traceries. *Phase II*, 26-27.

⁵ General information on the development of warehouses and industry in Washington is from EHT Traceries, Inc., "D. C. Warehouse Study Final Report, Phases I and II"; for the warehouse district in Eckington see the same study, Kimberly Williams. *Eckington – A Neighborhood History* (Brochure) (Eckington Civic Association, n.d.), and QED Associates. Draft Eckington Historic District Nomination for Eckington Civic Association (Unpublished Study) (2016).

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Washington has never been noted as a manufacturing city. However, before Congressional laws and the 1920 zoning code excluded virtually all heavy industry, some manufactories operated in the city. Most produced consumer goods like milled flour, ironwork, or print products, which were stored in warehouses. The city also functioned as a distribution hub for the local area, necessitating even more warehouses to receive “imported” goods in wholesale quantities.

Most 18th- and early 19th-century District warehouses and light industrial buildings were built in Georgetown along the canal/waterfront. With arrival of the city’s first railroad in 1835, such business relocated to the more efficient rail lines, which numbered seven by the end of the century. Indeed, trains, with their capacity and reliability, made possible the modest but continuous development of distribution, processing and manufacturing seen in the city by 1890, which then held 2,300 industrial establishments – mostly small – employing 23,477 with production valued at \$39.2 million.⁶

In the early twentieth century, Washington’s development was re-shaped by the City Beautiful movement, which sought a balanced, harmonious, and aesthetically satisfying cityscape that would impose a sense of moral, civic, and political order on unruly and often chaotic urban life. The movement’s key planning principle was the symmetrical arrangement of monumental neoclassical buildings around formally organized public spaces. In Washington, City Beautiful principles gained ascendancy with the adoption of the 1902 MacMillan Commission Plan, which reaffirmed the green corridor of the National Mall as the preeminent such space in Washington. However, establishing such formalized civic landscapes required banishing disruptive or noisome functions to unaestheticized zones in secluded areas of the city. One of the MacMillan Plan’s most important goals, the removal of miles of track from the city’s streets and passenger depots from the mall, was achieved by the building of Union Station, whose white marble mass separated massive track yards from the Capitol Grounds, in 1908. Another major step was the 1907 relocation of the freight yards clustered in the Capitol’s shadow between South Capitol Street and Garfield Park to a central location in Eckington.

Platted in 1887, George Truesdell’s Eckington subdivision was Washington’s first streetcar suburb, as well as its most important early rail-industrial corridor.⁷ Truesdell’s subdivision covered a large, irregularly shaped tract roughly bounded by U Street NE to the north, Second Street NE to the west, Boundary Street (today’s Florida Avenue) to the south, and Brentwood Road to the east. Its spine was the Eckington & Soldiers’ Home Railway, the city’s first electric street railroad, which began operating in 1888, just months after the nation’s first such system opened in Richmond, Virginia. Truesdell’s innovative plan provided Eckington, which lay just outside the L’Enfant city’s boundary, with amenities not found in many downtown neighborhoods, including pure running water, sewer service, streetlights, and residential

⁶ *Census Industrial Review*, 1890, quoted in Tracerics, *DC Warehouse Survey Phase II*, 22..

⁷ See the *Draft Eckington Historic District Nomination* and Williams. *Eckington – A Neighborhood History* (Brochure). See also the “History” section of the Eckington Civic Association website at <https://eckingtoncivicassociation.com/eckington/history-3/>.

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electricity. Eckington had paved roads fully fifteen years before such major surrounding streets as Rhode Island Avenue, with R Street NE, Eckington's major east-west thoroughfare, becoming a link in one of the city's longest stretches of asphalt. In 1891, Truesdell platted the adjoining subdivision of West Eckington, which stretched west toward North Capitol Street.⁸

Truesdell envisioned Eckington as a residential district linked to downtown commerce by its streetcar; the subdivision originally barred commercial and industrial development. However, his plan was derailed by external forces, some congressional and others corporate. Operation of the Eckington & Soldiers Home Railway were greatly disrupted by conflicts with Congress over the railroad's use of overhead electric wires. As development slackened with the Panic of 1893 and the transportation controversy festered, Truesdell removed himself from the railway's operations and became increasingly less involved with Eckington.

In the meantime, railroad operations spurred industrial development around Eckington. The subdivision was bisected into east and west sections by the B&O Railroad's Metropolitan Branch Line, which ran diagonally northeast from the vicinity of Third Street and New York Avenue NE to cross the Rhode Island Avenue right-of-way between Sixth and Seventh Streets NE. The railroad owned parcels along the tracks and on the borders of the subdivision that were not subject to Truesdell's restrictions. One large cone-shaped parcel stretched from Florida Avenue to the vicinity of Second and T Streets NE. By 1903 a large freight depot covered its base on Florida Avenue, while additional railroad sidings had begun to proliferate to the north.

Eckington's industrial development was greatly accelerated by Congress' 1902 endorsement of the McMillan Plan and the removal of railroad tracks and grade crossings from city streets. Such projects as the construction of Union Station and concentration of freight operations in central rail yards were facilitated by railroad-backed legislation granting the power of eminent domain. In 1903 the *Washington Times* reported described plans to construct a massive freight yard in Eckington, noting that:

In South Eckington numerous houses are to be torn down. The deep gullies lately filled with growing trees are being leveled. The hill beyond is to be cut out and a long line of freight sheds built. They will extend from Florida Avenue to the Brentwood Road on the north side for the Baltimore and Ohio Company ... The car yards will extend forty or fifty tracks wide. The railroad companies have options on land several hundred feet each side of the constructions now going on and while the ultimate purpose of the ownership of these lands has not been made known it is conjectured that the railroad people have in contemplation many other structures not on the general plans of the terminal. The ideas

⁸ The current Eckington neighborhood includes a portion of Truesdell's Eckington and West Eckington, as well as several neighboring subdivisions which were not subject to Truesdell's rules. These subdivisions included portions of Bloomingdale, Barbour & Moore's Addition, High View, McLaughlin's Subdivision, Center Eckington, and Northwest Eckington, as well as land owned by the B&O Railroad and other parcels. Present-day Eckington's boundaries are the Metropolitan Branch Trail, Florida Avenue NE, North Capitol Street NE, and Rhode Island Avenue NE.

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of the railroad companies seem to be that Washington is to be an important railroad center which in future years will call for an immense extension of traffic facilities along the northern approaches to the station.⁹

This development doomed Eckington's eastern squares, where nearby railroad activities and an uncertain future had long limited development. By 1903 the B&O owned much of the land east of the Metropolitan Branch, and by 1909 almost all these squares had been redeveloped for railroad use.¹⁰ The few blocks with houses could be reached only through the neighborhoods along Brentwood Road NE to Eckington's east.

After the Eckington Railyard project was announced, industrial and warehouse buildings proliferated on private and railroad land on the peripheries of the subdivision. The Hogue & McDowell Company complex, opposite the B&O Freight Depot on Eckington Place, was "the industrial pioneer of 20th-century Eckington." It included a grain elevator, a hay house, and several warehouses erected along the railroad line in 1904-1908.¹¹ The Studebaker Wagon Company of South Bend, Indiana built a brick carriage-storage warehouse at 118 Q Street NE. Barber & Ross, a national fabrication firm established a multi-building plant on both sides of the 500 block of V Street NE that included carpentry shops, a millwork and glass warehouse, and an iron fabrication shop (now demolished).¹²

By 1907-1909, the Eckington rail yard covered the land south of R Street and east of Eckington Place. The 300 block of R Street, once part of the longest stretch of asphalt road in the city, now dead-ended into the rail yard. T Street, which crossed the Metropolitan Branch on a viaduct, became the neighborhood's internal connection to Brentwood Road. Nearby industrial and warehouse construction accelerated further. In November 1907, a major *Washington Times* feature describing the "Great Industrial Growth Around Capital of Nation" was particularly devoted to the Eckington area. In addition to the new shops and "ideal roundhouses" of the B&O Railroad, the article described planned warehouses for the National Biscuit Company and the Joseph Schlitz Brewing Company, as well as a factory at 140 Q Street NE for the James S. Topham Trunk factory. In describing the vision of company official Washington Topham, the *Times* captured a quality that would become a hallmark of Eckington's major warehouse development:

Mr. Topham is one of the most enthusiastic advocates for an industrial city but he does not believe in sacrificing residential beauty for this purpose He thinks that there is no need to fear any destruction of the city's present attractiveness as a place of residence by the introduction of a much greater volume of manufacturing. In order to demonstrate this

⁹ "Plans Showing the New Washington Railway Terminal," *Washington Times*, Oct. 4 1903, 4-5.

¹⁰ "Additional Purchases of Land by the B&O," *Post*, Oct. 18, 1903, H3.

¹¹ *Williams*, 21. Until their recent demolition, the Hogue & McDowell buildings in the 100 block of Q Street NE were the oldest surviving warehouses in today's Eckington neighborhood.

¹² "Extensive Warehouse Plant," *Post*, July 10, 1903, 2.

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the architect for the new factory has been instructed to make a pleasing building and one that will add attractiveness to the surrounding property rather than detract from it.¹³

Brewing in Washington DC¹⁴

In colonial and early Republic times the general population's beverages of choice were cider and rum, transitioning to whisky in the 1820s. Beer, originally imported from Britain, was first produced locally by Andrew Wales of Alexandria in 1770, followed by Cornelius Coningham of Washington in 1796, and Daniel Bussard of Georgetown in 1809. The failure of the 1848 revolution brought legions of German emigrants, including master brewers, who, with new styles of beer and traditional beer gardens, helped make beer America's national beverage.

Washington's breweries benefitted from large numbers of thirsty soldiers stationed here during the Civil War (the departure of these customers led to a brief business slump), and a growing railroad network allowing local producers to ship their products to wider markets.

A census of District brewers showed the growing popularity of beer as the nineteenth century transitioned to the twentieth.

No. of DC breweries: 1860 – 7; 1870 – 13; 1880 – 14; 1900 – 6

Production capacity of above (barrels/year): 1863 – 3,580; 1875 – 21,573; 1902 – 228,647¹⁵

As the industry consolidated in the face of changing conditions, local brewers like Christian Heurich (Heurich Brewing Company), Robert Portner (Portner Brewing Company), and Albert Carry (National Capital Brewery) rise to become citywide business leaders. However, although local production continued to increase exponentially, the 1880s saw national brands such as Anheuser-Busch, Schlitz, Philadelphia Best, and Pabst begin shipping their pasteurized product to the city in refrigerated rail cars for local bottling. By the 1890s, competing labor unions had entered the industry and manufacturers were negotiating among themselves to stabilize pricing. Resulting feuds led to the Beer War of 1903-07. In this competitive environment, breweries sought to lock in their market by allying with "tied-house saloons" which only carried one label. (Heurich would not sell to any outlet offering competitors' beer.)

Before 1890, Washington had many independent bottlers, as federal law required brewing and bottling to be performed at different facilities (a result of lobbying by the considerable local bottling industry). The Heurich Brewery, for example, used three bottlers in 1881. However, in

¹³ "Great Industrial Growth Around Capital," *Washington Times*, Nov. 10, 1907, 7.

¹⁴ See Garrett Peck *Capitol Beer: A Heady History of Brewing in Washington, D.C.* (American Palate, Charleston, SC. c. 2014.) for development of the local brewing industry and Uwe Spiekermann, "Marketing Milwaukee: Schlitz and the Making of a National Beer Brand, 1881-1940." *Bulletin of the German Historical Institute*, No. 53 (Fall 2013) for the history of the Schlitz Company.

¹⁵ Peck, 36.

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that year new legislation gave local brewers a competitive boost by allowing them to build bottling facilities. National brands countered by advertising the hygienic conditions in their modern facilities.

The Joseph Schlitz Company in Washington

The Joseph Schlitz Brewing Company was founded in a Milwaukee restaurant basement by German immigrant August Krug in 1849; fellow German Joseph Schlitz joined the business the following year and took over and renamed the company on Krug's death in 1856. On Schlitz's death in 1875 control of the firm passed to the three Uihlein brothers who piloted the company into the early twentieth century. Schlitz saw constant growth through the rest of the century, achieving production capacity of 1 million b/y in 1902, when it was the largest brewery in the world. Its care of the sanitation of its product was demonstrated by the introduction in 1911 of its familiar brown bottles, which guarded against spoilage.

Joseph Schlitz's Milwaukee Lager Beer had first come to Washington in 1876, distributed by prominent beverage dealer Samuel C. Palmer of Georgetown." Palmer's advertisements noted that "This celebrated . . . beer is shipped from Milwaukee in Refrigerating Cars, and after arrival is kept in ice boxes, thereby insuring its good condition." Palmer fitted his plant with state-of-the-art bottling equipment: "steam power, lightning bottle washers, patent filters, bottle filling and corking machines." By 1886 he had expanded to a second facility – "a large two-story brick building" at 615-623 D Street SW dating from at least 1866 and originally a lager brewery. He left the Georgetown location in 1894. By this time Schlitz had added a pilsner to its offering and was being sold through several companies, though Palmer remained as the bottler.¹⁶

In 1898 Schlitz began to sell directly, bottling and distributing its products from Palmer's old D Street facility as its "Washington Branch."¹⁷ By this time the company was more actively promoting its brand name and was taking on local brewers head-to-head. A key claim was that Schlitz used superior methods to create a superior product. Marketing historian Uwe Spiekermann noted that:

Since a grassroots movement for "pure food" was forming, Schlitz talked constantly of clean production, pure ingredients, and the efforts of the firm to maintain the high quality of its products. "Clean-cut and reasonable" text advertisements portrayed the difference between the technologically advanced production in the Schlitz Milwaukee plant and the average brewing process elsewhere, which had a risk of spoilage and damage. Schlitz beer was promoted as a product of highly skilled experts who took care of every detail of production. Beer advertisements focused not only on the individual steps of production but also on the quality of all the ingredients. Schlitz therefore fought

¹⁶ *Star*, 28 Nov 1866, 3; *Star*; 29 Nov 1876, 2; *Star*, 3 Sept 1877, 4; *Star*, 2 Nov 1886, 7; *Star*, 14 July 1892, 2; *Star*, 4 July 1894, 4; For a good profile of Palmer, see *Critic and Record*, 17 May 1886, 4.

¹⁷ Advertisement, *Star*, 18 Mar 1898, 10.

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to maintain its image of technological leadership and propagated this image again and again.¹⁸

Schlitz's Southwest plant was partially wrecked by an ammonia tank explosion in July 1907.¹⁹ On November 24, the *Washington Post* reported that Schlitz was planning to build a modern plant in Eckington.²⁰ Building permits #2204 and 2205 of December 9, 1907 approved a two-story brick and concrete bottling plant with separate stable at 309 Randolph St. NE (square 3574, lots 6-7, 20-22 for the plant, and 31 the stable) at a cost of \$50,000. The designer was Milwaukee architect Charles L. Lesser and the builder J. M. Dunn.

Charles L. Lesser (1864-1941) was born in Saxony, Germany and came to the United States as a youth.²¹ He began his architectural career in the spring of 1881 as an apprentice of the Milwaukee society architect Howland Russel, and then worked for firms in Omaha and St. Louis. Lesser was a draftsman for architect T. N. Philpot at the latter's South Side Milwaukee office through 1887 and then formed a one-year partnership with Gustave H. Leipold (1888) when the two apparently took over Philpot's practice. Lesser joined Henry J. Van Ryn in 1889 and in 1891 became a partner in the firm under the name Van Ryn, Andree & Lesser. By 1901 Lesser had his own practice which he continued until he rejoined his old partner Frank W. Andree in 1917. In 1919, Albert J. Schutte joined Lesser as a partner and Joseph Lindl was added in 1923 when the firm became Lindl, Lesser, & Schutte. It designed the Kenosha County Courthouse in 1925, after which Lesser became a solo practitioner. In 1928, he resigned from the American Institute of Architects, writing that he was retiring from active practice and planned to work thenceforth in other building-related fields. The Wisconsin chapter regretted his loss, noting that "if anyone was a consistent attendant at meetings it was Mr. Lesser."²²

Lesser executed projects ranging from schools and churches to municipal buildings, manufacturing plants and foundries, offices, stores, grain elevators, theaters and residences. Most of his commissions were in the Milwaukee area, including such major works as that city's Merrill Building, natatorium- public library, and Riviera Theater, as well as several schools in West Allis. He also designed numerous commercial buildings with Renaissance Revival-inspired gable and received numerous commissions from the Schlitz Brewing Company for neighborhood taverns. Several of his buildings are listed on the National Register of Historic Places or are registered Milwaukee Historic Sites. Two are included in the City of Milwaukee's Ethnic

¹⁸ Spiekermann, 59-60.

¹⁹ "Ammonia Tank Explodes at Schlitz Brewery," *Washington Times*, 13 July 1907, 7; *Wash Herald*, 13 Nov 1910, p. 29.

²⁰ "A Month Review of The Building Trades," *Post*, Nov 24, 1907; R3.

²¹ City of Milwaukee, Department of City Development, *Milwaukee Historic Ethnic Architecture Resources Study*. (Unpublished study) (1994). Supplementary information on Lesser and Uihlein kindly supplied by the City of Milwaukee, Department of City Development.

²² Charles L. Lesser, AIA Membership File; City of Milwaukee. *Permanent Historic Designation Study Report: Schlitz Tavern / Coventry Inn, 2501 West Greenfield Avenue*, (2009), 5-6.

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Architecture walking tour. The Schlitz bottling plant is the only known Lesser-designed structure in Washington.

The Schlitz plant included a bottling facility, cold storage rooms, and a stable adjoining its south side. It was built of brick with a steel frame that supported its concrete slab floors and roof, a feature that led to its depiction in promotional materials circulated by the cement manufacturer.²³ The plant's original configuration is difficult to determine because its footprint first appeared on real estate atlas in 1913. At that time, its main section faced Randolph Place NE. A large frame structure stretched toward Third Street from its west façade. The plant's south wing consisted of a wedge-shaped brick addition that adjoined the main structure along the eastern part of its south façade. A one-story brick stable connected the rear addition to a brick front addition that was attached to the west section of the plant's south wall. A courtyard enclosed by the inner walls of the additions separated the stable from the main plant.

By the early nineteen-teens Washington brewers were on a collision course with the temperance movement. In 1913 the local Anti-Saloon League complained that the Schlitz plant was within a one-mile radius of the Soldiers' Home, a zone in which alcohol dealing was banned.²⁴ The plant was close enough to the boundary that a survey was ordered. Years later, the *Evening Star* reported that, in the dead of night, the company's lawyer had dispatched a crew to demolish a fifty-foot section of the building that impinged on the protected zone. However, a 1919 real estate atlas shows the plant's footprint unchanged from early 1913.²⁵

Although the plant remained in business, Schlitz's tenure was growing short. In March 1917, a month before America entered World War I, the Sheppard-Bone Dry Act bought prohibition to the District, causing Newspaper wag Bugs Baer to lament that "All the Schlitz signs which make our suburban autumns so beautiful will he to be hauled down or flown at half-mast." The proud purveyors of the "beer that made Milwaukee famous" then had only Schlitz Famo, a near-beer called "a worth-while cereal beverage" – "it is food" – to distribute from its Eckington address.²⁶ In August 1917, Congress approved the language of the 18th Amendment, which authorized the passage of a national prohibition law after the amendment was ratified by the states. Shortly after the Volstead Act became effective on January 17, 1920, Schlitz sold the warehouse along with many other properties across the country. However, the National Geographic Society, which purchased the property with a bank as intermediary in May 1920, had apparently began occupying at least a portion of the building since 1918. Schlitz continued to advertise Famo as available at the Third Street NE address until August 1920, but, when it received District approval to market "medical beer" in 1921, its warehouse had moved to 1320 First Street NE.²⁷

The Eckington Warehouse Corridor in the World War I Era and Beyond

²³ *Universal Portland Cement - Monthly Bulletin* - Vol. No. 66, (1909), 11.

²⁴ "Uncle Sam Owns Three Bar Rooms," *Star*, 21 Oct 1913, 1.

²⁵ "Property at Third and Randolph Streets Sold," May 15, 1920, Section II, 1.

²⁶ Advertisement, *Star*. June 25, 1918, 4.

²⁷; 1 Sept 1919, p. 17; 15 May 1920, p. 14; 4 Nov 1921, p. 2; Wash Herald, 22 Oct 1919, p. 9.

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By 1920, when zoning laws formally designated the area “industrial,” the corridor along the west side of the Metropolitan was already devoted to warehouse and small factory use.²⁸ By 1913, the first section of the Judd & Detwiler printing plant occupied the corner of Eckington Place and Florida Avenue NE and a quartermaster corps warehouse filled the lots between the printing plant and the McDowell & Hogue warehouse complex. The continuing growth of motor truck transportation increasingly made Eckington’s location at the axis of arterial streets and the railroad, an ideal area for warehouses and commercial garages. Such development had progressed north of Truesdell’s original subdivision into Center and Northwest Eckington, two separate subdivisions platted by other owners in the 1890s. In 1915-1916 The Railway Terminal Company erected several brick warehouses in Square 3623, which abutted the B&O tracks between Fifth Street and Rhode Island Avenue.²⁹ An important technical advance was provided by the United States Post Office Mail Equipment Shop, was constructed near the intersection of Fifth and V streets in 1918. This large, daylight-factory-style building was among the first poured-in-place federal facilities in Washington. It served as a multipurpose manufacturing and maintenance facility where hundreds of employees designed postal equipment and manufactured or repaired millions of mail sacks and hundreds of thousands of postal locks annually.³⁰

Like the three structures constructed by the Fries, Beall & Sharp building supplies company between S and V Streets, many warehouses built in Eckington during the 1920s were one or two-story brick buildings. However, the corridor’s largest and most dominant buildings were of reinforced concrete construction like the Mail Equipment Shops. The Sanitary Grocery Company, which operated the Piggly-Wiggly Stores, one of the earliest supermarket chains erected a four-story warehouse at 1845 Fourth Street NE in 1923. Its architect, the Ballinger Company of Philadelphia, designed numerous Sanitary Grocery markets in other cities. Both 1845 Fourth and a second, larger warehouse erected at 1631 Eckington Place in 1929 are four-story buildings of fireproof reinforced concrete construction with such “daylight factory” characteristics as repeating bays of large steel sash windows and a flat roof surrounded by a parapet wall. Between the construction of the first and second Sanitary Grocery Warehouse, a stylized reinforced concrete building was constructed for the National Geographic Society at Third and R Streets NE.

The National Geographic Society in Eckington

The National Geographic Society has been the United States’ preeminent organization for exploration and scientific education, seeking to “increase and diffuse geographic knowledge while promoting the conservation of the world’s cultural, historical, and natural resources” since

²⁸ David Maloney, District of Columbia state historic preservation officer, to Daniel Delahaye, US Park Service historic preservation officer, Dec. 5, 2014.

²⁹ “Names Tax Reviewers,” *Post*, May 28, 1915, 14.

³⁰ Because of its importance to the development of postal operations, the keeper of the National Register designated the building eligible for listing in 2015. See Patrick W. Andrus, keeper of the National Register, to Daniel Delahaye, US Park Service historic preservation officer, Jan. 23, 2015.

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the late nineteenth century.³¹ The Society was founded in January 1888 by academics, explorers, scientists, and wealthy members of the elite interested in travel and geography. Its first president was prominent lawyer and investor Gardiner Greene Hubbard, whose daughter Mabel was married to Washington inventor Alexander Graham Bell. The first issue of the Society's journal, *National Geographic Magazine*, was published in October of 1888.

After Hubbard died in 1898, Bell became the Society's president and Gilbert H. Grosvenor, Bell's son-in-law, became the magazine's first full-time editor. Under Bell and Grosvenor, the Society's membership and the magazine's subscription rose, as it increasingly adopted photographic illustrations and a lighter, less academic tone. In 1903 Grosvenor became president and the Society moved into Hubbard Memorial Hall, its stately Renaissance Revival style headquarters 16th and M Streets.

The National Geographic Society steadily established itself as a fixture in American popular culture during the early 1900s. Aided by its coverage of such feats as Robert E. Peary's expedition to the North Pole and archeologist Hiram Bingham's discovery of the Incan city of Machu Picchu, the magazine's circulation grew from fewer than 1,000 in the 1890s to 10,000 in 1905 to 107,000 by 1912. The Society constructed a southern addition to Hubbard Hall in 1913.

By 1912, production operations had outgrown printer Judd & Detweiler's plant on 11th Street NW. The firm commissioned a new plant at Florida Avenue and Eckington Place NE that "represents in its arrangement and equipment the last word on printing offices." Designed by prominent architect Arthur B. Heaton, it was dedicated solely to producing the magazine. By 1916, the magazine had a circulation of 635,000 and the largest direct subscription list of any publication in the world.³²

With production moved to Eckington, it made sense for distribution operations to follow. In 1918 the Society moved 200 employees in its office, distribution, and storage departments to the Schlitz Warehouse.³³ A Geographic Society account noted that

The largely female work force addresses letters, pamphlets, and other materials, such as the geographic news bulletins sent to more than 500 newspapers across the country. One

³¹ Gilbert M. Grosvenor. "A Hundred Years of the National Geographic Society." *The Geographical Journal* 154, no. 1 (1988): 87-92; Susan Schluten. "The Making of the National Geographic: Science, Culture, and Expansionism." *American Studies* 41, no. 1 (2000): 5-29. Accessed February 15, 2020. www.jstor.org/stable/40643115. See also https://www.newworldencyclopedia.org/entry/National_Geographic_Society

³² *Star*, 1 Nov 1913, 13; *Star*, 19 Jan 1914, 9; *Washington Herald*, 27 Dec 1916, 4. Judd & Detwiler continued as the Society's printer until 1957. *Star*, 20 Oct 1968, 38.

³³ *Star*, 5 May 1920, 4 reported the property's purchase by the Washington Loan and Trust Company ("one of the largest realty transactions reported for the week") on behalf of an unidentified company. However, permit #634/21 Aug 1918 (install a motor) lists the National Geographic Society as owner; permit #6045/29 Apr 1920 lists owner Washington Loan and Trust; permit #1257/25 Aug 1920 reverts to National Geographic. The Geographic itself states that it first occupied the building in 1918.

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vast room contains the membership index files, arranged in thirty-nine geographical sections. There is a file for every member – nearly 700,000 now – and each contains a metal address plate used in addressing the wrappers surrounding the National Geographic magazine.”³⁴

The magazine’s readership exceeded 750,000 by 1920. In that year, the Society engaged architect Arthur B. Heaton to expand the building with additional restrooms, as well as a second story and covered loading dock at the east end of the original plant.³⁵

In 1924, the Society executed a plan to greatly enlarge its Eckington footprint. It gradually had acquired the remainder of Square 3574, which held a free-standing frame house, three brick rowhouses, and the 1908 bottling plant of the Great Bear Spring Company, which sold natural spring water in five-gallon bottles, all fronting on R Street.³⁶ By April, the Society was preparing the site for a new building, to be designed by Arthur Heaton and constructed by Skinker and Garrett at an estimated cost of \$300,000.³⁷

Arthur Heaton (1875-1951),³⁸ a graduate of the District’s Central High School and student at the Sorbonne, was long one of Washington’s most prominent architects. By the end of his fifty-year career, he had designed over a thousand houses and 28 apartment houses.

Heaton apprenticed with Frederick Pyle, the blue-ribbon firm of Marsh & Peter, and Paul Peltz, designer of the Library of Congress. He began solo practice while in his mid-twenties, and quickly gained recognition for notable apartment designs. He took a sabbatical in 1903-04 to attend the Sorbonne and tour Europe, and then returned to Washington, where he designed a steady stream of houses, apartment buildings, commercial, educational, and civic buildings over the next four decades. For its first fourteen years Heaton was the Supervising Architect for the Washington National Cathedral. The certificate accompanying his AIA fellowship in 1942 cited “his notable contribution to the advancement of the profession of architecture by his Achievement in Design and Public Service”.

Heaton’s long career had multiple points of intersection with Eckington and the National Geographic Society. His first project in the subdivision was Truesdell’s last: a row of houses at 51 to 57 T Street constructed in 1909. (In 1915 he designed the Altamount Apartments in

³⁴ Information supplied by the National Geographic Society, apparently quoting an undated contemporary source.

³⁵ Permit #6045/29 Apr 1920 for owner Washington Loan and Trust. See also Hartman-Cox, pp. 24-25. Eleven of Heaton’s drawings for this project are in the Library of Congress’s Heaton Archives (Prints and Photographs Division, Unit 875).

³⁶ Demolition of one frame and four brick structures (lots 300, 308, 310, 312 and 320 R St NE): permit #8372/10 Apr 1924; construction of a four-story brick and concrete office building: #263/12 July 1924.

³⁷ Great Bear Spring seemed to own at least lot 2 in 1908 when it received a permit to construct a shed there (#3790/12 June 1908). Two years later lots 1-4 and 24 were sold by Brig.-Gen. Charles C. Byrne, a retired Assistant Surgeon-General dabbling in real estate, to an unnamed buyer (Evening Star, 12 Feb 1910, p. 13). See also the discussion in Hartman-Cox, p. 240.

³⁸ Heaton biography is based on EHT Tracerics, DC Architects Directory, and the DC building permits database.

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Washington Heights for Truesdell.) Heaton designed the original 1913 Judd & Detweiler building, as well as additions in 1916, 1922, 1923, 1925, and 1937 as well as modifications to the Lincoln Road Methodist Episcopal Church in 1923. His series of substations for the Potomac Electric Power Company likely influenced the design of the Eckington Substation at 1946 Fifth Street NE (1931). He also designed the residences of both printer Frederick Judd and Geographic Society President Gilbert Grosvenor, as well as a four-story addition to the Society's Sixteenth Street headquarters.³⁹

The area of Heaton's practice perhaps most germane to the building of the National Geographic Warehouse were his designs for warehouses and other transportation-related structures. The National Geographic Warehouse was among the earliest of these. Other significant examples include the Capitol Parking Garage (1926 - demolished), the Connecticut Avenue Park 'n Shop (1930), , the WRECO Bus Garage at 2112 Georgia Avenue (1930), the F.P. May Hardware Company Warehouse at 1818 New York Avenue NE (1934), the Western Bus Garage at 5201 44th Street NW (1934), the Southeast Bus Garage at 17 M Street SE (demolished - 1936), the Charles Tompkins-built warehouse at 23-33 M Street SE, and numerous gas stations and smaller garages.⁴⁰

Heaton considered seven possibilities for the new Geographic Society building, all involving the entire block, with some demolishing and some incorporating the Schlitz building. In his final design, the original bottling plant and its 1913 southeast corner addition were retained. Although it is unclear whether the frame structure, stables, and southwest addition had been removed during Heaton's 1920 modifications to the plant, as they are shown in Heaton's early sketch of the site.⁴¹ The footprint of the demolished stables became part of an expanded courtyard between the old and new structures, now open on its west side. To its east, the 1913 addition adjoined the old and new buildings, while an enclosed walkway that traversed the addition's roof connected their second stories. Heaton's design provided for expansion to fill future needs. Although only four stories were built, the warehouse foundation and lower story were designed to support seven. Staff processing of correspondence took place in the upper floors. The warehouse's ground floor was set up to receive a monthly shipment of 350 tons of magazine printing paper through a rear loading platform and to receive the society's extensive correspondence on a separate dock. The attractive stone-and-brick façade and Geographic owls greeting visitors at the main door on 3rd Street just between the two buildings was enhanced by terracing and plantings along the new structure.⁴²

³⁹ "House History Man, "History Mystery Solved: The Heaton House in Spring Valley," June 4, 2012. <http://househistoryman.blogspot.com/2012/06/history-mystery-solved-heaton-house-in.html>, accessed Feb. 10, 2016.

⁴⁰ EHT Tracerics, "Arthur B. Heaton," in DC Architects Directory (unpublished database prepared for DC Historic Preservation Office, n.d.).

⁴¹ The 1919 Baist real estate atlas shows the same footprint as the 1913 edition, which includes both structures.

⁴² *Star*, 15 Apr 1924, 17; *Hartman-Cox*, 25.

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Construction of the new building was accompanied by renovation of the older one. According to management, "Every provision for the welfare of the Society's clerical staff has been made. The present building, along Randolph Street [sic], will have its first floor turned over entirely to rest rooms, a first-aid room and cloakroom for the workers, while the second floor of the old building will have a perfectly equipped cafeteria." Employees had morning and afternoon breaks of 7 ½ minutes to enjoy it.⁴³

The Geographic Society's complex was the latest addition to a neighborhood that was developing residentially as well as industrially. When the Schlitz Bottling Plant was constructed, adjoining squares contained scattered wooden houses from Eckington's first wave of development in the 1890s and strings of row houses extended down R and Q Streets. During the next fifteen years, more row houses filled in the lots between them. Although some early houses survived east of Third Street, the warehouses to its east were a jagged bulwark between the railroad operations to their east and the residential neighborhood. Their visibility to rail traffic going in and out of Union Station, streetcar passengers, and neighbors presumably lent emphasis to their aesthetic qualities, not least because they were public representations of their owners. Like the Mail Equipment Shops, the Sanitary Grocery Warehouses' reinforced concrete columns and beams expressed their structures. However, these buildings were also aestheticized with minimalistic ornamentation. Mail Equipment Shops have a cornice ornamented with terracotta tiles and cast medallions inscribed with the legend "U.S." Both Sanitary Grocery Warehouses' Art Moderne decoration includes yellow diamond-patterned tiles incised in the tops of the concrete piers. While the National Geographic Warehouse shares their reinforced concrete structure and steel sash fenestration, its much more highly stylized façade offers contrasting textures of richly colored brick and fieldstone. Its Romanesque arched bays above the loading docks and window tiers express the sense of history and heritage conveyed by the Geographic Society's magazine, while the fieldstone cladding of its lower story represent its celebration of the natural world.

National Geographic Magazine added a new dimension with its first color photographs in 1926. Despite the Great Depression, the Society continued to grow and expanded its 16th Street headquarters again in 1931 with the addition of an administration building designed by Arthur B. Heaton. By 1935, the magazine's monthly readership soared to over five million by 1935. In that year, the *Washington Post* profiled its operations, terming its 16th Street Headquarters "the brain building" and noted that:

The 'work building' in Eckington is a handsome, well-designed, brick structure, with large windows. Here correspondence with the 1,100,000 members is attended to, the intricacies of a mass circulation problem handled with dispatch. Hundreds of girls work there all day long in an atmosphere that reminds one of the best-conducted governmental department. There is no wasted motion anywhere. Everything that can be done is done by machinery, some of which was invented by society workers for the specific tasks of the

⁴³ *Star*, *ibid.*; information provided by the National Geographic Society.

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magazine.” Storage of all paper, ordinary and coated, mailing accessories and such printed material as books, pamphlets and advertisements were stored there also.⁴⁴

In 1937, Heaton received a last commission at the site, filling in the courtyard with a one-story addition that included a garage and linked both buildings.

The National Geographic Society continued to grow and diversify its programs in the post-World War II era, including a move into television production. It expanded its headquarters in 1948 when an editorial wing was added behind the 1931 addition. In 1961, construction began on a 17th Street building designed by Edward Durrell Stone. The final expansion of the Society’s headquarters complex occurred in 1981 with a structure designed by Skidmore, Owings, and Merrill; the organization paid for this building in cash. Subscriptions to the magazine reached 10.7 million in 1980.

However, the Eckington buildings had reached their full size. The Society bought five lots across Randolph Place (square 3571) for parking in 1962. The year its membership reached three million and it installed a Sperry Rand UNIVAC III computer to manage its address system.⁴⁵ However, by 1965, ever-increasing volume – 160,000 items mailed daily – , new technology, and the changing cityscape led the Society to join the flow of businesses to the suburbs. In announcing plans for a new Membership Center Building in Gaithersburg, Maryland, “Society president Dr. [Melville Bell] Grosvenor said” the Eckington quarters are now antiquated and overcrowded” and threatened by the proposed inner loop highway. The move to the suburbs, involving 1,100 employees, took place in 1968 and Society sold all square 3574 and its parking lot in square 3571 to the District government in 1971 for \$1.3 million.⁴⁶

The District Government Years

By 1973, the District Government had renovated both buildings to serve as a centralized maintenance support facility for the public schools. The Lemuel Penn Center, a vocational training program named for a District school superintendent murdered by Georgia Klansmen in 1964, was also housed in the buildings.⁴⁷ By 2016 school system operations had moved out, replaced by departments of the public library system during renovation of the central Martin Luther King Library

⁴⁴ *Post*, 22 Dec 1935, B3.

⁴⁵ *Star*, 12 Aug 1962,48; *Hartman-Cox*, 27; DC Recorder of Deeds database. According to the 1971 deed, square 3571 lots 9, 12, 19 had been renumbered as 9, 800, 801, 805, 806, which numbers still apply today.

⁴⁶ *Star*, 17 Nov 1965, 1; *Post*, 1 Apr 1967, C8; *Hartman-Cox*, 27; information from National Geographic Society; DC Recorder of Deeds database.

⁴⁷ *Hartman-Cox*, *ibid*.

Schlitz Brewing Company Bottling Plant/
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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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EHT Tracerics, Inc., "D. C. Warehouse Survey Project Final Report" (Phases One and Two). Unpublished study. 1991. (At DC Preservation League)

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Hartman-Cox Architects, and EYP, *Feasibility Study and Programmatic Test Fit for Penn Center – Preliminary, for District of Columbia Department of General Services*. Unpublished study. 2016. (At HPO)

Lightman, Marjorie, D.P. Sefton, and Zeiset, William., *Nomination for a Proposed Eckington Historic District*. (Prepared for Eckington Civic Association) (Unpublished) (2017). (At DC Preservation League)

Peck, Garrett, *Capitol Beer: A Heady History of Brewing in Washington, D.C.* (American Palate, Charleston, SC. c. 2014.)

Schulten, Susan. "The Making of the National Geographic: Science, Culture, and Expansionism." *American Studies* 41, no. 1 (2000): 5-29. Accessed February 15, 2020. www.jstor.org/stable/40643115.

Spiekermann, Uwe, "Marketing Milwaukee: Schlitz and the Making of a National Beer Brand, 1881-1940". *Bulletin of the German Historical Institute*, No. 53 (Fall 2013).

Web sites

Website: encyclopedia.com, "National Geographic Society."

Archives and Databases

Schlitz Brewing Company Bottling Plant/
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DC building permits
DC building permits database
DC Recorder of Deeds database

EHT Tracerics, Inc., DC Historic Preservation Architects, Builders, and Owners database

American Institute of Architects archives

Material generously supplied by the National Geographic Society, and the Historic Preservation Office of the City of Milwaukee government

Newspapers

Critic and Record
Evening Star
Washington Herald
Washington Times

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

Schlitz Brewing Company Bottling Plant/
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10. Geographical Data

Acreeage of Property 1.2

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 38.913303 | Longitude: -77.001984 |
| 2. Latitude: 38.912642 | Longitude: -77.001971 |
| 3. Latitude: 38.912633 | Longitude: -77.001163 |
| 4. Latitude: 38.913312 | Longitude: -77.000809 |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The following boundary includes the entirety of square 3574. (R Street NE to the south, Randolph Place NE to the north, Third Street NE to the west, and the Metropolitan Branch trail to the east)

Boundary Justification (Explain why the boundaries were selected.)

The Schlitz/National Geographic complex occupies all Square 3574, which is bounded by these streets.

11. Form Prepared By

Schlitz Brewing Company Bottling Plant/
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Name of Property

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name/title: Hayden M. Wetzel, Jacqueline Drayer, D.P. Sefton, Victoria Eve Kelly, Jessica Unger
organization: DC Preservation League
street & number: 1221 Connecticut Ave NW #5A
city or town: Washington state: DC zip code: 20036
e-mail info@dcpreservation.org
telephone: (202) 783-5144
date: April 7, 2021

Additional Documentation

Submit the following items with the completed form:

Photo Log

Illustrations

Schlitz Brewing Company Bottling Plant/
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Detail from a 2011 USGS Washington West quadrangle, showing the location of 326 R Street NE

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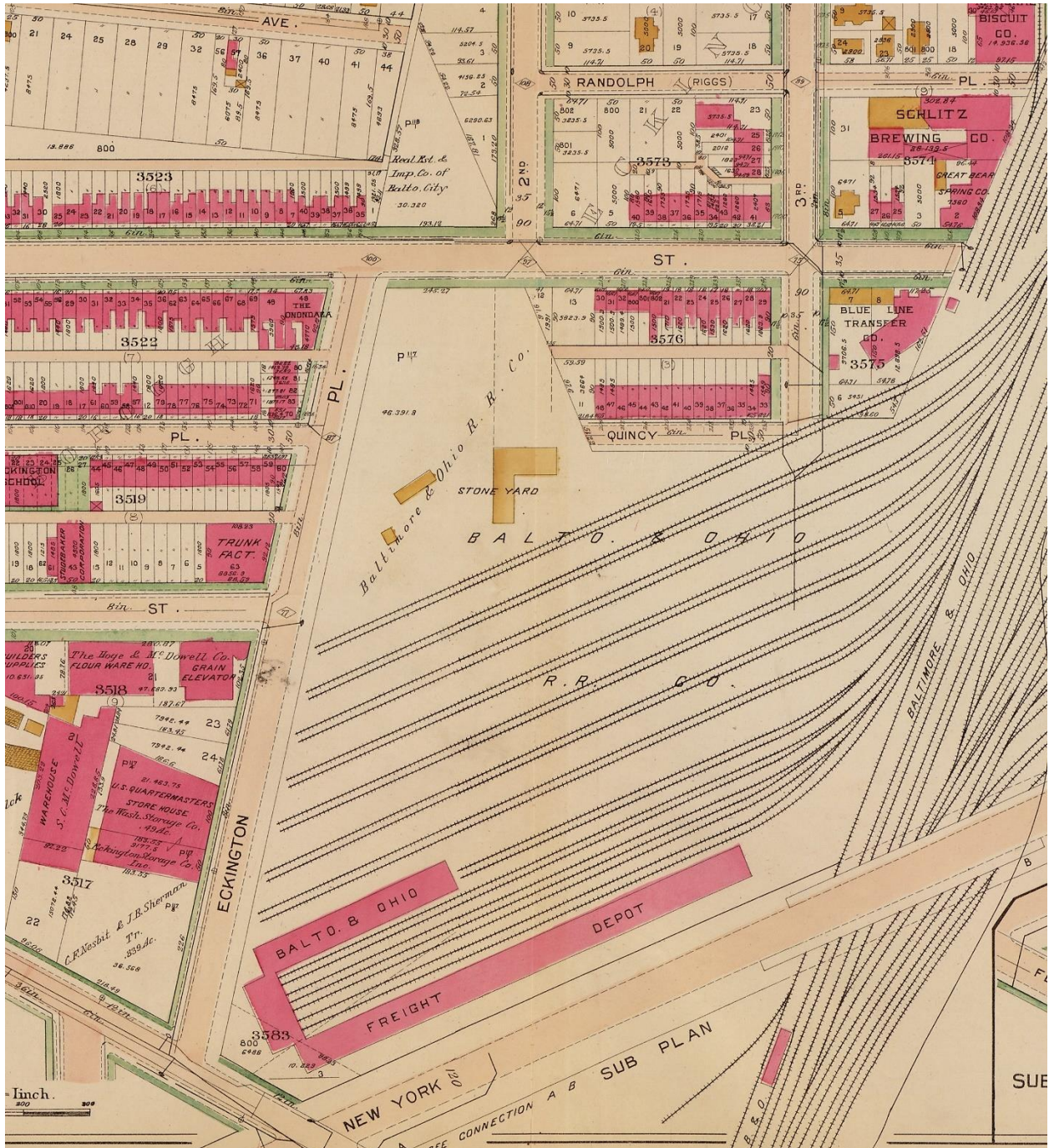
Map showing location of 326 R Street NE, yellow highlight. 326 R Street NE, courtesy of propertyquest.dc.gov, 2020.

Schlitz Brewing Company Bottling Plant/
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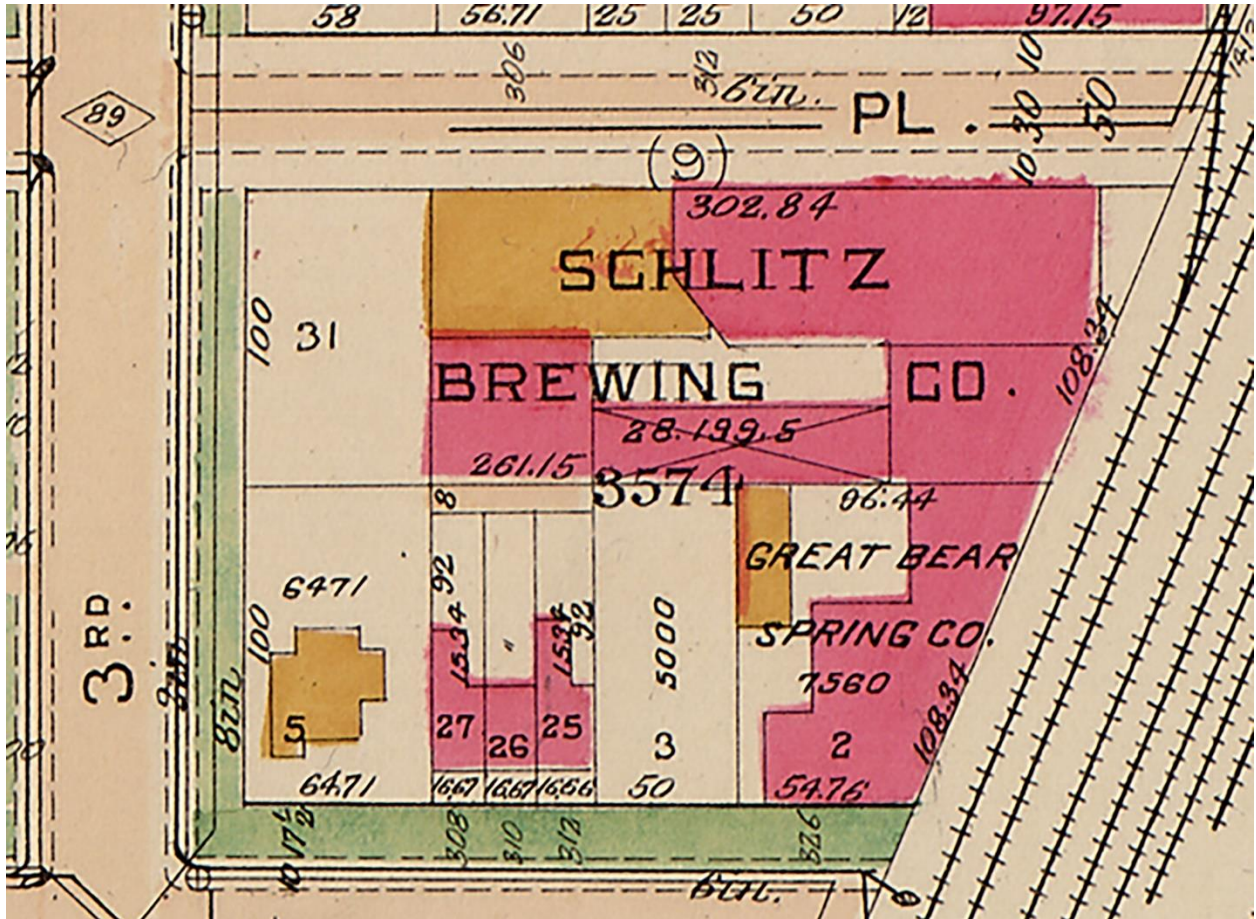
1913 Overview of Railyard and West Eckington Industrial Area (from 1913 Baist Atlas, Volume 4, Plate 4)

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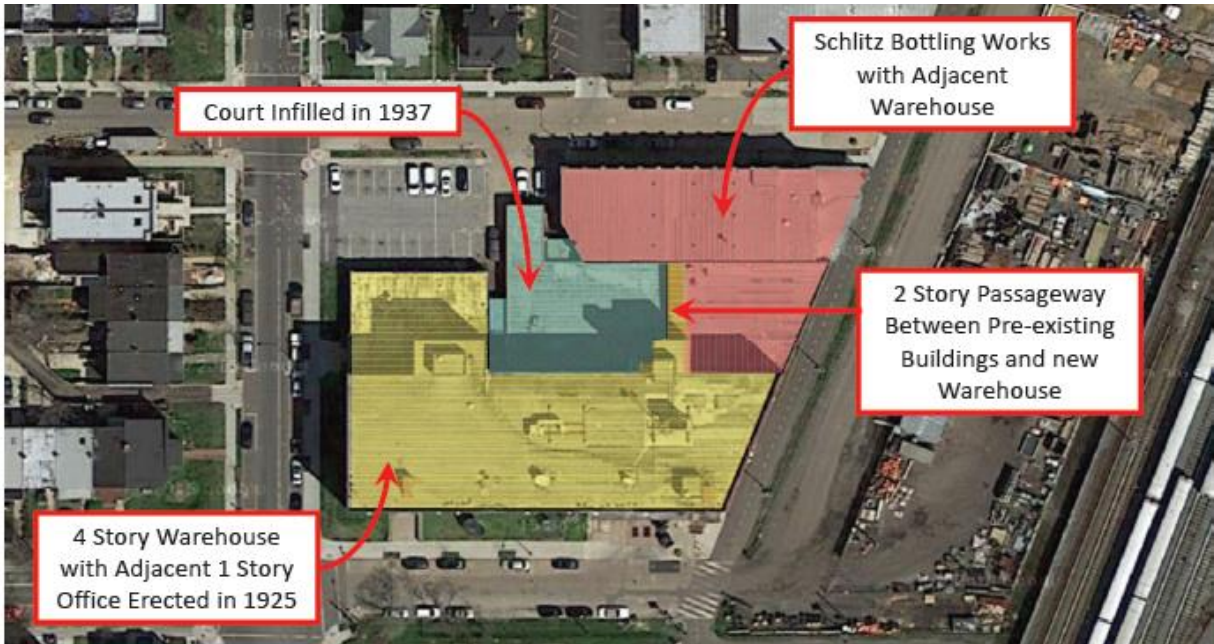
Close-up of Square 3574 1913 (from Baist Atlas)

Schlitz Brewing Company Bottling Plant/
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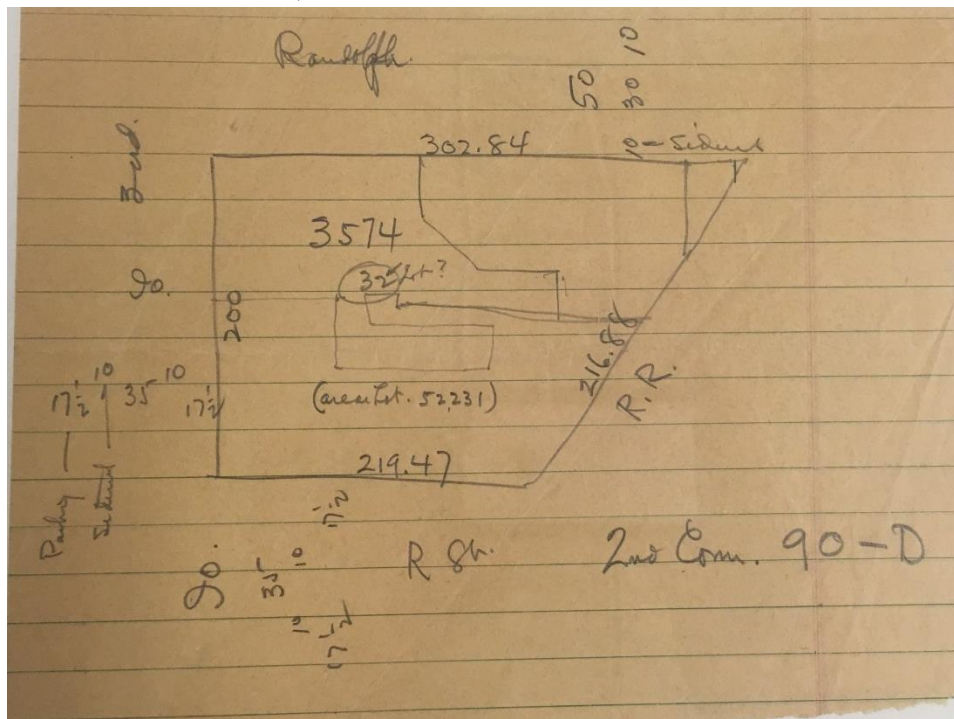
Washington, DC

County and State



Above: Current Site Plan (from Hartman-Cox

Sketch
Plan,
1924
Archive,



Below:
of Site
circa
(Heaton
LOC)

Schlitz Brewing Company Bottling Plant/
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Illustrations from Hartman-Cox *Feasibility Study and Programmatic Test Fit for Penn Center – Preliminary, for District of Columbia Department of General Services*



Bottling Works, Schlitz Brewing Co.
Washington, D. C.
Chas. L. Lesser, Milwaukee, Wis., Architect. J. M. Dunn, Washington, D. C., Contractor.
Universal Portland Cement Used

Excerpt from *Universal Portland Cement - Monthly Bulletin - Vol. No. 66, Pg 11 (1909)*



Figure 3.15 Existing Substructure Conditions, National Geographic Society Warehouse

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Figure 3.29 Steel Column at Basement of Schlitz Building

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Figure 2.3 Upper level of the Chas. Lesser's Randolph Place Building
showing Arthur Heaton's renovations and NGS staff at work.
Photo Credit- Edwin I. Wisnerd / National Geographic Creative

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.