

United States Department of the Interior  
National Park Service

475

# 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: Henry F. Ortlieb Company Bottling House  
Other names/site number: N/A  
Name of related multiple property listing: N/A

### 2. Location

Street & number: 829-51 N. American Street  
City or town: Philadelphia State: Pennsylvania County: Philadelphia  
Not For Publication:  Vicinity: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 X 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 X 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 X local

Applicable National Register Criteria: X A \_\_\_ B \_\_\_ C \_\_\_ D

<u><i>Andrew J. McDonald</i></u>	<u>6/18/2014</u>
Signature of certifying official/Title:	Date
<u>Pennsylvania Historical &amp; Museum Commission</u>	
State or Federal agency/bureau or Tribal Government	

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

### 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): \_\_\_\_\_

<u><i>Patrick Andrews</i></u>	<u>8/5/2014</u>
Signature of the Keeper	Date of Action

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### 5. Classification

#### Ownership of Property

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

#### 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

1

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1

Noncontributing

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

0

buildings

sites

structures

objects

Total

Number of contributing resources previously listed in the National Register 0

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### 6. Function or Use

**Historic Functions** (Enter categories from instructions.)

Industry/Processing/Extraction

\_\_\_\_\_

**Current Functions** (Enter categories from instructions.)

Work in Progress

\_\_\_\_\_

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## 7. Description

**Architectural Classification** (Enter categories from instructions.)

Modern Movement: International Style

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: brick, 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.)

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### Summary Paragraph

The Henry F. Ortlieb Company Bottling House, attributed to William F. Koelle & Co. and built in 1948, constitutes the eastern portion of the former campus of a brewery that developed beginning in the post-Civil War period through the 1940s, and was one of the most important brewers in Philadelphia. The Bottling House is a two-story and basement, irregular plan, steel frame and reinforced concrete slab building running essentially north-south, with its main, western elevation facing N. American Street. Its International Style exterior features horizontal strip windows of multi-light, industrial sash and a stepped parapet on the ends of the gabled roof. The property includes a small open lot area on the northeast adjacent to the building. The interior features include heavy, poured-in-place concrete slab floors and an open plan. Historically, the interior walls were all tan glazed or red unglazed brick. Interior features such as an original cold storage area partition survive on the first floor. The second floor is a single, virtually uninterrupted clear span space that rises to steel trusses, a concrete plank roof, and two intact roof monitors. The Bottling House retains all of the distinctive design characteristics of post-World War II industrial buildings in the Philadelphia region, including its horizontal massing; asymmetrical organization; metal-frame ribbons of windows installed as strips across the façade; use of red brick with exposed concrete trim; and use of large-scale signage in a sans serif font.

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### Narrative Description

#### Introduction and Setting

The Henry F. Ortlieb Company Bottling House (photos 1, 2), attributed to Richard C. Koelle of the firm of William F. Koelle & Co. and built in 1948, constitutes the eastern portion of the former campus of the company (figures 1-5) that developed beginning in the post-Civil War period to the 1940s as one of the most important brewers in Philadelphia. The Bottling House is

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a two-story and basement, irregular plan building oriented essentially north-south, with its main, western elevation facing N. American Street, a narrow, north-south secondary street. The narrower, northern portion of the building fronts on Poplar Street. The eastern side of the building is located on the interior of the block and is largely hidden by other buildings. The southern side of the building faces adjacent buildings.

The Bottling House is surrounded by the densely developed Northern Liberties neighborhood, which consists predominantly of low- and mid-rise, residential, institutional, and former industrial buildings that date from the early nineteenth century up until the 2010s. Like the Ortlieb's Bottling House, the predominant exterior material of the buildings around it is brick and nearby streets mostly feature rowhouses interspersed with larger commercial buildings and some newer, mid-rise apartment buildings. Nineteenth-century, three-story rowhouses are found on Poplar and American streets to the north of the Bottling House in the immediate vicinity of the building (photo 3). To the south are a number of relatively new, mid-rise apartments in a variety of exterior materials. Until spring, 2014, when they were completely demolished, a complex of buildings of the Ortlieb's brewery campus stood on the western side of N. American Street opposite the Bottling House, although portions of this part of the former brewery's buildings had been demolished earlier, c.2005 (figures 3-5). In 2012-13, these remaining western buildings included the brick-faced Stock House (1946) and Brew House (1913-14 and 1946), the reinforced concrete 1950 Grain Bin, and a nineteenth-century former rowhouse to the south of the Stock House and fronting on N. 3<sup>rd</sup> Street. This building was acquired by the Ortlieb's company sometime after 1910. The Bottling House is taller than its immediately neighboring buildings on the north, south and east, but does not exceed the height of buildings within its general surroundings.

### Exterior

The Henry F. Ortlieb Company Bottling House, designed in the International Style with selected historicist features such as its stepped roof parapets, is clad in brick on the exterior and its structure is steel frame with heavy poured-in-place, concrete slab floors and stairs. The building is organized in two sections: on the west, a gabled, concrete plank roofed section features a high roof monitor running north-south the length of the building (photo 4). The small, eastern, flat-roofed section of the building roof is lit by a second, smaller roof monitor. The brick walls rise to parapets on all the elevations that are topped with a concrete coping on the western side of the gable and lapped terracotta tiles on the east side of the gable. The north and south elevations of the building feature stepped parapets. The windows throughout are multi-light, metal replacement sash in historic openings (with the exception of one opening introduced c.1997 in the north elevation as discussed below), and are organized in ribbons across the main, west elevation (photo 2). The current windows replaced those previously on the building during an ongoing rehabilitation of the property when the condition of the former windows was found to be extensively deteriorated (see figure 6). The replacement windows closely match the former windows in configuration and appearance. The property includes a small open lot area on the



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northeast adjacent to the building (photo 5). It is intended that a driveway with access to the basement of the building will be built here as part of the rehabilitation project.

The principal, western elevation (photos 1, 2) consists of the main portion of the building flanked by two stair towers articulated by brick pilasters with a door at the base; one of the towers is enclosed and one is open and served as the building's original fire tower. The fire tower retains its historic openings and rails except above the door, where the opening above the door has been filled in with brick. Visual evidence suggests this took place in the 1960s. In the northern portion of the basement level of the façade a series of rectangular-head openings above a concrete base formerly held either window sash or hatchings (photo 2). Several of the windows had been previously removed and the openings blocked in c.1997. Louvered grates to vent the basement garage area have been inserted into these existing openings and a group of original, steel-door hatches survive in place. The concrete base steps down to accommodate the fall in grade from south to north on N. American Street. On the first floor level, the southern portion of the façade is pierced by 4 original loading dock door openings with doors replaced c.1997 when the property was converted to use as a brewpub. The openings in the northern portion of this elevation had previously been partially blocked in with stucco c.1997, including a historic elevated loading door. These have been re-opened as part of the present rehabilitation and the historic concrete sill retained (photo 2) in the loading door opening. Several historic loading hatch openings with original steel doors also survive at the first floor level in the northern section of this elevation.

At the upper level (photo 2), two strips of windows are separated from the first floor level and each other by brick spandrel panels. Stainless steel lettering reading "1869 Bottling House 1948" (photo 6) is located on the spandrel panel between the first and second floors. Most of the letters are historic; letters missing from the sign have been refabricated to match as part of the present rehabilitation (see figures 6, 7 for pre-rehabilitation and historic configuration). The second floor lower window strip is punctuated by two larger openings which formerly held upper loading dock doors and have been infilled with new sash. The southern, smaller loading door opening is an alteration probably dating to the 1960s when a series of other alterations were made on the interior (see figure 7). The window strips and the northern loading door opening feature concrete sills. The southern stair tower is lit by windows at the first landing between the first and second floors, and at landings at the level of the window strips on the second floor.

The northern, or Poplar Street elevation (photo 7) is irregularly shaped in order to wrap around existing and former adjacent buildings on the eastern and western portion of this façade. On the west, it wraps around a single rowhouse at the southeast corner of Poplar and N. American streets (see photo 2). On the east, the open area that is now part of the property was occupied by rowhouses removed c.1960s (photo 5). Part of the ghost of the westernmost of these is visible in a stucco area on the western wall of the building adjacent to the open area. The brick on the wall at the rear (south) of the open area varies in color: the lower, darker brick area corresponds to the portion of the wall formerly hidden behind the now-demolished rowhouses. An opening introduced c.1997 for a fire escape on the upper level has been infilled with a sliding glass door.

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An opening at the basement level has been introduced for access to the garage. Windows on the north elevation are located in the central and western portions of the façade (photo 7). The windows are organized in three registers on the central portion of the façade; the first floor window openings have been filled in with stucco. The western portion of the façade, set back behind the existing corner house features two registers of windows above the house.

The southern elevation (see photo 1) is fenestrated toward the rear (eastern) portion of the building at the second floor level. The outline of a former abutting three- and two-story building that served as a storage building for the Ortlieb's campus is visible on this elevation in a stuccoed area. Historic photographs (figure 8) and existing filled-in openings indicate that the central portion of the elevation was formerly lit by two windows on the first floor and basement levels.

### Interior

The interior of the building primarily consists of large spaces with heavy, poured-in-place concrete floors interrupted only by the structural steel columns. The north and south stair towers (photos 8, 9) connect all floors, as does the historic elevator located to the east of the south stair tower. These stairs retain their historic pipe railings.

On the interior of the building, the historic partitions throughout are brick, either tan glazed for the interior walls or red unglazed for the spaces that connect to the exterior: the stair towers and loading dock. The unglazed brick was painted in the stair wells at an unknown date (photos 8, 9). Historically, the first floor was used for the storage of cases of empty beer bottles waiting to be refilled, and filled cases waiting for shipment from the cooler (figure 8). Conveyors removed by c.1997 or earlier formerly moved cases around the floor, on and off the loading dock, and carried them from the bottling operation on the second floor to the first through rectangular openings in the floor (figures 8-10).

The loading dock (photos 10-14, figure 9), which occupies a rectangular-plan area on the southwest of the first floor, is separated from the interior of the floor by brick partitions on the north and east. Historically, the east loading dock wall was pierced by upper level windows above loading hatches through which conveyors allowed beer cases to be moved in and out of the Bottling House. The hatches were topped by a metal walkway that allowed workers to look into the interior of the first floor from this level. This wall has been altered extensively in at least two campaigns of work, one of which probably dates to the 1960s and another to c 1997. Nearly full-height, larger openings were cut into this wall in the two southern bays of the loading dock, presumably to allow forklifts or similar equipment to move from the interior of the first floor to the loading dock. The southernmost opening remains and a roll-down security door has been installed over it (photo 12). The adjacent cut-in opening to the north (middle bay) has been infilled with CMU block (photos 12, 13, 15), and the face brick has been removed from the lower portion of the two piers flanking this opening on its eastern side (photo 15). In the

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northernmost loading dock bay, only the lower portion of the eastern wall has been partially removed and infilled. The historic windows survive in the upper part of the wall in this location, as does some of the pier between the windows (photos 15, 16). The northern wall of the loading dock wall retains its historic windows (photos 13, 17). The door in this partition was changed from a single to a double leaf configuration, probably in the 1960s alteration campaign. At the southern wall of the loading dock are located a historic storage closet flanked by the historic elevator shaft on the east and the stair tower on the west (photo 10). The elevator doors and cab have been replaced and the opening for the door for the elevator has been enlarged on all floors.

The northern portion of the first floor was altered by the installation of gypsum board partitions, a bar, and HVAC piping and kitchen equipment added for the c.1997 changes for use of the property as a brewpub. These alterations were removed as part of the present rehabilitation and the historic open space floor space is again evident (photos 13, 17). Historic photographs (figure 8) indicate that there was an enclosed area north of the loading dock that presumably served as an office, and which looked into the loading dock through the north wall windows. These partitions were removed at the latest by the c.1997 alterations. A historic although altered cold storage area survives in the northeastern section of the first floor (photo 18). The southern end of the west wall of the cold storage area was removed c.1960s and the south wall replaced with CMU blocks which were removed in the recent rehabilitation.

The basement level (photo 20) is a single open space, punctuated by the columns of the structural steel and the reinforced concrete foundation walls.

The second floor (photos 21-24) historically housed the large machinery that served the main bottle washing and filling operation of the building (figures 10, 11), and consisted of a single, open space interrupted only by structural columns at the point where the side, flat roofed section of the building meets the portion under the gable. A restroom area is located behind a partial-height, glazed brick wall in the southeast portion of the room (photo 23, 24). The portion of the space under the gable is clear span, rising to steel trusses and the concrete roof planks. The walls are clad throughout with tan glazed brick. On the west, the structural columns are set back from the exterior wall and windows.

The Ortlieb's Bottling House retains integrity of location, since it has not been moved from its original site. Most importantly, the Bottling House retains integrity of design, surviving with relatively minor alterations such as the changes to the loading dock east wall. It retains its original open span spaces on the interior, and such key details as its open, steel roof trusses, roof monitors, and exposed steel truss columns throughout; its historic glazed brick interior walls, which formed and continue to form the main interior finish material; and the rhythm of its historic patterns of openings on the exterior. While it was necessary to replace the windows in the present rehabilitation, the replacement windows match the original in configuration and appearance, and the rehabilitation has re-opened a number of historic openings that had been closed in alterations from the 1960s and c.1997. The windows, as replicas of the original, convey the original and important design intent. In total, the Bottling House retains all of the

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distinctive design characteristics of post-World War II industrial buildings in the Philadelphia region, including its horizontal massing; asymmetrical organization; metal-frame ribbons of windows installed as strips across the façade; use of red brick with exposed concrete trim; and use of large-scale signage in a sans serif font. It thus retains its ability to convey its significance as embodying the distinctive characteristics of post-World War II International Style design in the Philadelphia area in industrial and institutional buildings of its period.

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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

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**Areas of Significance** (Enter categories from instructions.)

Architecture  
\_\_\_\_\_

**Period of Significance**

1948  
\_\_\_\_\_

**Significant Dates**

1948; 1960; c.1997  
\_\_\_\_\_

**Significant Person** (Complete only if Criterion B is marked above.)

N/A  
\_\_\_\_\_

**Cultural Affiliation**

N/A  
\_\_\_\_\_

**Architect/Builder**

Attributed to Richard C. Koelle (of William F. Koelle & Co.)  
\_\_\_\_\_

**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 Ortlieb's Bottling House is locally significant under Criterion C in the area of Architecture as embodying the distinctive characteristics of post-World War II International Style design in the Philadelphia area in industrial and institutional buildings. These characteristics are: an overall emphasis on horizontal massing; asymmetrical organization; metal-frame ribbons of windows installed as strips across the façade; the use of red brick with exposed concrete trim; the use of large-scale signage in a sans serif font; and the inclusion of references to Philadelphia traditions and the meanings of the past. While some buildings, including the well-known PSFS building, were built in the International Style in Philadelphia in the 1930s, the later 1940s and 1950s marked the period in which this style was widely adopted for buildings in the region, including the Bottling House. The Ortlieb's Bottling House represents the distinctive characteristics of the International Style as it was adapted in the Philadelphia region due to a number of factors, including the influential design methods taught by Paul Cret at the University of Pennsylvania and a more general sense of continuity with the past. This approach resulted in

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the widespread use of brick as an exterior treatment, continuing the city's traditional use of this material back to the eighteenth century.

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

Significance

The Ortlieb's Bottling House is eligible under Criterion C in the area of Architecture as embodying the distinctive characteristics of post-World War II International Style design in the Philadelphia area in industrial and institutional buildings. These characteristics are: an overall emphasis on horizontal massing; asymmetrical organization; metal-frame ribbons of windows installed as strips across the façade; the use of red brick with exposed concrete trim; the use of large-scale signage in a sans serif font; and the inclusion of references to Philadelphia traditions and the meanings of the past.

While some buildings, including the well-known PSFS building (1200 Market Street, NHL), were built in the International Style in Philadelphia in the 1930s, the 1940s and 1950s marked the period in which this style was widely adopted for buildings in the region, including the Bottling House. The Ortlieb's Bottling House represents the distinctive characteristics of the International Style as it was adapted in the Philadelphia region due to a number of factors, including the influential design methods taught by Paul Cret at the University of Pennsylvania and a more general sense of continuity with the past.<sup>1</sup> In the case of the Bottling House, this mix of the modern and the old served to convey both the link to the company's past successes and its connections to Philadelphia German brewing traditions as well as its up-to-date, new, post-war presence in the context of competition between large brewing companies after Prohibition (see Historic Context section below). This sense of the Bottling House as a modern, efficient beer factory is reinforced by a set of publicity photos showing the facility soon after its completion (figures 7-11). The "mixing" approach in Philadelphia resulted in the widespread use of brick as an exterior treatment, continuing the city's traditional use of this material back to the eighteenth century, and, more importantly, in the Colonial Revival style of the pre-Depression period. In the post-war era, however, instead of the traditional use of either marble or limestone as a

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<sup>1</sup> The distinctiveness of Philadelphia's approach to modernism is consistent with the discourse on "Regional Modernism" that posits different local approaches to International Modernism in the aftermath of World War II in different areas of the United States, which largely arose in the wake of Kenneth Frampton's theories on "Critical Regionalism." See Kenneth Frampton, "Towards a Critical Regionalism: Six points for an architecture of resistance", in *Anti-Aesthetic. Essays on Postmodern Culture.* Seattle: Bay Press, 1983. The adaptation of International Modern style as defined by Hitchcock and Johnson (see next note) in the U.S. led to multiple regional and local variations in which traditional materials, and building and stylistic conventions were combined with such details as rectangular prismatic form, strip windows, and abstracted, relatively unornamented surfaces.

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secondary exterior material in such locations as door and window sills and lintels, reinforced concrete characteristically was used as a trim material.

The International Style famously and most visibly arrived in Philadelphia with the 1932 completion of the Pennsylvania Savings Fund Society Building at 12<sup>th</sup> and Market Streets (figure 12), designed by Howe and Lescaze. The building eschewed historicizing ornament and used an overscaled, sans serif font for signage, but mixed the city's traditional material, brick, with exposed architectural concrete in its tower's piers. Further, the architects did not use the "pure," fully abstracted, flat, planar surfaces of many of the contemporary European buildings (and contemporary works by European immigrants in the U.S.) promoted to the American public by Henry-Russell Hitchcock and Philip Johnson in their well-known International Style exhibition at the Museum of Modern Art in New York of 1931 (followed a year later by the book of the same name). Instead, the tower is articulated by its concrete piers, and the gray brick spandrels that are recessed behind them. The division of the building into its black granite-clad, rounded corner base and tower was termed "awkward" by Hitchcock and Johnson, but, significantly, heralded a modified approach to European modernist ideas on the part of Philadelphians.<sup>2</sup>

Along with the Great Depression, which brought new construction to a near standstill in the area, the 1930s also gave rise to increasing interest in and discussion of European modernist ideas in Philadelphia, as well as a few significant built examples. An important, if short-lived barometer of the growing interest in the new style approach was the Architectural Research Group (ARG, fl. 1932-34), a loose association of young, un- or under-employed young architects interested in the International Style and such matters as "group housing" for the working class and the poor. The ARG was formed by Philadelphia's most famous modernist architect, Louis I. Kahn, and the French-born and German-trained immigrant architect Dominique Berninger, who arrived in Philadelphia in the 1920s.<sup>3</sup> In fact, along with the Swiss native, immigrant William Lescaze, foreign-born architects were an important factor in the introduction of International Style in Philadelphia.

In addition to the interest in the new style that the ARG represents, a small group of influential projects manifested the style in addition to the PSFS building in the pre-War period. One of these, the Carl Mackley Houses (figure 13) by another immigrant and important Philadelphia modernist, Oskar Stonorov (working with fellow German émigré and public housing specialist Alfred Kastner in association with local architect William Pope Barney), was completed shortly

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<sup>2</sup> Henry-Russell Hitchcock and Philip Johnson, *The International Style* (1932; reprint; New York: W. W. Norton Company, 1966), p. 158.

<sup>3</sup> Emily T. Cooperman, "Architectural Research Group," Philadelphia Architects and Buildings Website (PAB), [http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/21502](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/21502) and Sandra Tatman, "Dominique Berninger," PAB, [http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/18805](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/18805), accessed 5 November 2012.



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after the PSFS building, in 1933-34. Another was the Amalgamated Clothing Workers of America Office Building by Louis Magaziner of the firm of Magaziner and Eberhard, completed in 1935 (figure 14).

Both the PSFS building's "moderated" approach to materials and massing and the brick exterior of both of these projects indicate that the International Style was adapted in specific ways in the Philadelphia region; this was, of course, generally the case in American "regional modernisms." One of the most important factors in this adaptation in Philadelphia was the practice and teaching of the influential University of Pennsylvania Professor of Architecture Paul Cret, whose theories of modernism and its relationship to design would be a profound influence on his most famous student, Louis I. Kahn. The vast majority of International Style buildings in the Philadelphia region, both before and in the first decades after World War II, would maintain a continuity with the city's traditional material palette: red brick with light trim, with comparatively little use of either exterior concrete or glass curtain walls. Even the iconic PSFS tower, with its sans serif name and black granite base, featured brick in the majority of surface area of its tower, albeit gray; only the piers are exposed concrete. In this material connection to Philadelphia tradition, the region's architects both maintained a continuity with practice before the Depression and followed Cret's lead. Many of the region's architects had been taught by Cret at the University of Pennsylvania, if they had not, in fact, worked in his office. Cret's approach, which was one that would profoundly influence Kahn's own work, was both to reject "pastiche from the past" and to refute Mies van der Rohe's and other modernists' complete rejection of past form and architectural reference.<sup>4</sup>

This approach is clearly seen in an academic building completed by Cret for the University of Pennsylvania near the end of his life, which was cut short by cancer in 1945. This building employed many of the details that would characterize institutional and industrial buildings of the two post-war decades in Philadelphia, and shared a number of features with the 1930s Amalgamated building and the Mackley Houses. The Chemistry Building of 1940 (figure 15) features the steel frame windows already common in Philadelphia's factories, but organized in horizontal bands across the façade in the International Style manner. The overall proportions of the building are horizontal, and a key feature of the building is its flat roof line, in keeping with this signature element of the International Style. However, in contrast to the "pure" prismatic rectilinear volumes of the International Style, Cret organized the building with a rounded corner, as Howe and Lescaze had done for PSFS. In keeping with the campus material vocabulary established by Cope and Stewardson's many buildings for the University beginning with the

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<sup>4</sup> Marc Vincent, "Natura non facit saltus": The evolution of Paul Cret's architectural theory," Ph.D. Diss., University of Pennsylvania, 1994, pp. 377; 379.

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Quadrangle Dormitories of the 1890s, Cret used the traditional red brick and limestone trim that harked back to the city's eighteenth- and early nineteenth-century palette.

Another key aspect of Cret's modernist building is the referential nature of the organization and of key details of the exterior, in keeping with his architectural theories. This approach is in contrast to the fully abstracted forms of European modernism, and in a manner similar to the surface articulation of the exterior of the PSFS building. Specifically, the upper floors on the southwest (Spruce Street) elevation of the building are recessed, creating a sense of a vertical entrance pavilion at the northwest end of the elevation. This sense is further articulated by the robust limestone door frame surmounted by a single bas relief of a scholarly monastic figure. The ensemble of the building's exterior details convey its purpose as a modern, up-to-date classroom facility that relates to contemporary industry and modernity, as well as to Philadelphia tradition. In the same manner, the Bottling House features not only strip windows, brick cladding, a flat roofline, light trim, and an asymmetrically composed façade on its main, western elevation, but also clearly articulates its main entrance points and stair towers with the slightly projecting piers on the main elevation. Further, the Bottling House, which is attributed to one of Cret's University of Pennsylvania students,<sup>5</sup> conveys its identity as both a modern plant and a building that connects to the history of the Ortlieb's company through the use of brick, the historic material both of the city and of the earlier portions of the company complex, and the stepped gables of the north elevation that recall the German roots of beer making in Philadelphia. These buildings thus adopt new International Style vocabulary without rejecting Philadelphia tradition and the referential nature of architectural conventions.

Just as Cret's Chemistry Building blurred the line between academic tradition and factory form through the use of ribbons of metal frame windows and horizontal emphasis, another hallmark of the design of the decade after the end of the war in the region was a formal vocabulary of materials, massing, and fenestration shared by institutional and industrial buildings. The annual publications of the Philadelphia Chapter of the AIA register the leading trends in architectural design in the period, demonstrating what those in the profession deemed to be the most interesting and exemplary ideas of the moment. These yearbooks show hospitals, schools, and factories built in the 1940s and 1950s in the Philadelphia area tending toward a relative sameness in appearance: they shared an emphasis on rectilinear, prismatic solids with resulting flat roof lines and horizontal massing, and strip, metal-frame windows. Thus, many of the ideas of the

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<sup>5</sup> The firm of Koelle, Spaethe (also spelled Speth) & Co. began working with the Ortlieb Brewery as its architect in 1913, and its successor W. Koelle & Co. continued this relationship. Although it is not documented that Richard C. Koelle was the architect of the Bottling House, the fact that the firm was responsible for all documented commissions for Ortlieb's (in 1933, 1936, and 1938 after the 1913 project), and the fact that Koelle was known to be a brewery specialist even after taking over his father's firm in 1948, very strongly suggest that Koelle was responsible for the Bottling House design. See Historic Context section below.

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International Modern idiom had clearly come into fashion in the Philadelphia region in this period. Further, industrial buildings were displayed alongside other types as *exempla vertuti*. Industrial facilities completed in the first decade after the war are further documented through analytical maps generated by the Philadelphia Planning Commission in 1955 in a study of land use and its change in the city between 1944 and 1954.<sup>6</sup> Both sets of buildings show the same stylistic tendencies. Further, the dominant exterior material in this period for these buildings completed was masonry, and more specifically, brick (both red and yellow), in contrast to glass and steel and architectural concrete. Closer examination of these buildings provides a way to understand the appropriate design context for the Ortlieb's Bottling House.

The AIA yearbooks include a number of examples of institutional and industrial buildings designed and built in the period that indicate that International Modern was an important style for the region's architects for these building types in the post-war years. Examination of built work further reinforces this observation, and indicates that the design of the Bottling House represents the distinctive characteristics of the style as applied in these circumstances at the time. Several projects featured in the 1949 yearbook share key characteristics with the Bottling House. For example, the Research Laboratory for the Air Reduction Company, for which Bolton, Martin and White (fl. 1946-1954; one of the city's leading firms after the war; figure 16) served as consulting architects to the Wigton Abbott Company, Engineers and Contractors, features horizontally proportioned volumes, steel strip windows, concrete sills, and red brick cladding.<sup>7</sup> The 1949 publication also included a new office building for the Peter A. Frasse, Company (figure 17) by John Lane Evans (who graduated from Penn in the same class as Louis I. Kahn) and the new warehouse for the Boscul Coffee in Camden, New Jersey by George Daub (who had worked for Howe and Lescaze), one of the few instances in the period of the use of architectural concrete (figure 18). Both Evans and Daub were important figures in the Philadelphia post-war design scene, and in the promotion of modernism.<sup>8</sup> Like the Bottling House, Evans's Frasse Company building at 3913 Wissahickon Avenue (surviving but altered) featured an asymmetrically composed curtain wall clad in steel frame, strip window sash and red brick. Like PSFS and the Bottling House, the Boscul Coffee Company prominently used and displayed large-scale, sans serif lettering. Strip windows, horizontal proportions, and brick cladding were also character-defining features of the architect M. Ward Easby's Lansdale Tube Company (figure 19), which was promoted by its builder, Henry E. Baton, Inc. as a "Modern Industrial

<sup>6</sup> Philadelphia City Planning Commission, "Land Use in Philadelphia, 1944-1954," 1956, available at [http://sceti.library.upenn.edu/pages/index.cfm?so\\_id=4380](http://sceti.library.upenn.edu/pages/index.cfm?so_id=4380), accessed 30 April 2013.

<sup>7</sup> On the firm, see Emily T. Cooperman, "Bolton, Martin & White," PAB, [http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/76361](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/76361), accessed November 6, 2012.

<sup>8</sup> See Emily T. Cooperman, "Evans, John Lane," PAB, [http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/22561](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/22561); and Sandra L. Tatman, "Daub, George," PAB, [http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/21496](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/21496), accessed 6 November 2012.

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Plant” in the 1950 yearbook. Horizontal proportions, brick cladding, and concrete trim could also be found on Roth and Fleisher’s Reception Center for Children for the Philadelphia Department of Public Welfare (figure 20; 1950 yearbook), thus demonstrating the similarity between institutional and industrial building types in the period.

This similarity between building types, and the continued use of the distinctive characteristics shared by the Bottling House could continue to be found prominently displayed in the AIA annual yearbooks into the mid-1950s. In the 1950 yearbook, Aaron Colish and Frank Hahn presented their Robert E. Lamberton Public School, located in the Overbrook section in a view from the rear, emphasizing the factory-like nature of the design through a rear view that highlighted the building’s industrial-scale chimney (figure 21). The persistent importance of brick as a cladding material also continued into the mid-1950s. One of the most important examples of modernist institutional building in the Philadelphia region of the period, Vincent Kling’s Lankenau Hospital (figure 22), was featured in a rare color photograph for these publications in the 1954 AIA yearbook, making its materials palette of red brick and concrete trim clear.

Industrial construction within the city of Philadelphia in the first decade after the end of World War II, and the corresponding areas in which that construction was located can be found through examination of maps created by the city’s Planning Commission to analyze land use between 1944 and 1954.<sup>9</sup> Although these maps document acreage developed rather than the density of construction, an overview of the city (figure 23) shows that industrial development (shown in dark purple, this category included warehouses and the new Philadelphia Airport in addition to production facilities) in this decade mostly took place adjacent to portions of the city in which this use was already present. The exception to this was in the far northeast part of the city, where land had previously been sparsely developed and/or in agricultural use.

One of the largest of Philadelphia’s post-war new production buildings was the Yale and Towne Manufacturing’s plant located on Roosevelt Boulevard at Haldeman Street in this far northeast section, designed and built in 1948 by the Ballinger Company (figures 24-26).<sup>10</sup> The sprawling Yale and Towne building survives, but significantly altered by the addition of a shopping mall where the building was originally fronted by parking and lawn facing Roosevelt Boulevard. In addition to the Northeast, another area of the city in which new production facilities were built and survive was an area that encompassed the southwestern part of East Falls and the northwest

<sup>9</sup> Philadelphia City Planning Commission, “Land Use in Philadelphia, 1944-1954,” 1956; available at [http://sceti.library.upenn.edu/pages/index.cfm?so\\_id=4380](http://sceti.library.upenn.edu/pages/index.cfm?so_id=4380), accessed 1 May 2013.

<sup>10</sup> See Irving Kosmin, “Yale & Towne Manufacturing Company, 1948,” <http://www.workshopoftheworld.com/northeast/yale.html>, accessed 1 May 2013; the Ballinger commission is documented by drawings in the Ballinger collection, the Athenaeum of Philadelphia,

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part of the Nicetown sections of the city, where development of the former John Dobson estate before the war included the creation of the Tasty Baking Company's factory (NR listed 2011). The Budd Manufacturing Company, located in Nicetown since 1915, expanded its existing facilities on the northwest side of Hunting Park Avenue northward along the northeast side of Fox Street between 1951 and 1954 (figure 27). Both of these large, new industrial buildings for well-established, important Philadelphia manufacturers (of locks and forklifts, and rail cars and related components, respectively) show the same character-defining features seen in the Ortlieb's Bottling House: a sense of overall horizontality, flat roof lines, metal-frame strip windows and an exterior of red brick with concrete trim. Many more minor examples of this period could also be noted.

In summary, the Bottling House embodies the distinctive characteristics of the International Style in the Philadelphia region in the period before the 1960s, particularly as it relates to industrial and institutional building types. These distinctive characteristics include its exterior brick and strip, steel frame window curtain wall, the asymmetrical composition of its main façade, and the use of overscaled, sans serif signage. As much as anything, the connections made to both the present and the past in the Bottling House form a key aspect of modernism in the Philadelphia region in its first phase between the Great Depression and the immediate post-war period, an attitude found most clearly in the philosophy and built work of Paul Cret. This attitude toward the past would ultimately be a key characteristic of a later phase of modernism of such Philadelphia School figures as Louis I. Kahn, but buildings such as the Bottling House demonstrate that the attitude of embracing the new while connecting to the past was one that carried through from the point when Philadelphians first began using the International Style.

#### Historic Contexts: German Beer Brewing and Philadelphia Industrial Brewery Architecture

##### 1. Henry F. Ortlieb Brewing Company and the History of Beer Brewing in Philadelphia

The construction of Ortlieb's Bottling House in 1948 was the extension of two closely related historic trends: the popularization of beer drinking in North America in general and Philadelphia in particular, which was sparked by the importation and development of German style lager beer brewing in the second quarter of the nineteenth century. Lager yeasts first arrived with the wave of German immigrants that came to the United States beginning in the 1830s and 1840s. One of these immigrants was Trupert Ortlieb, who founded his brewery in 1869 (see below). Many of these immigrants settled in Philadelphia, which quickly developed one of the largest, if not the

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largest centers of German style brewing in the United States.<sup>11</sup> Lagering, derived from the German verb *lagern*, meaning to store or put away, consists of aging beer in cold storage. In this process, relatively slow-acting yeast creates fermentation at low temperatures. This type of fermentation, which relied on cold caves or cellars before artificial refrigeration, differs from ale and porter brewing, which uses yeasts that act more quickly at warmer temperatures. Before the arrival of the wave of German immigration in the second quarter of the nineteenth century, American brewing had been virtually exclusively of this second, English style.

One of, if not the earliest instances of lager beer production in the New World took place in the Northern Liberties neighborhood of Philadelphia when German immigrant John Wagner, a Bavarian brewer, produced beer in a small establishment on St. John (now American) Street north of Poplar Street, within one block of the Ortlieb's Bottling House.<sup>12</sup> Philadelphia industrial historian Edward Freedley recorded that the first "real Lager" was made by George Manger in the area now known as Old City on New Street "above Second."<sup>13</sup> The first American brewers to claim to have taken on large scale production of lager, Charles Engel and Charles Wolf, began producing beer as an extension of Wolf's sugar refinery on Vine Street near Lawrence.<sup>14</sup>

Regardless of whether Engel and Wolf were in fact the first such brewers, in the 1840s they did establish an important precedent in terms of the physical concentration of brewing in Philadelphia when they dug the city's first lagering vaults on the steep slopes of the Schuylkill River, near Lemon Hill.<sup>15</sup> They soon moved their brewing enterprise to this area and thus began the development of the Brewerytown neighborhood, where the largest concentration of breweries and brewers were to be found, and where industrial scale brewing first took place in Philadelphia.<sup>16</sup>

By 1857, there were some thirty lager beer brewers in Philadelphia, and the production of lager exceeded that of ale, porter, and stout.<sup>17</sup> Lager beer drinking had not been an immediate success upon after its arrival except among German immigrants, however. As Freedley remarked in the 1850s, the initial general "reception" for lager was "not a very cordial or welcome one."

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<sup>11</sup> Maureen Ogle, *Ambitious Brew: The Story of American Beer* (Orlando: Harcourt, Inc., 2006), Kindle edition, Chapter 1.

<sup>12</sup> Rich Wagner, *Philadelphia Beer: A Heady History of Brewing in the Cradle of Liberty* (Charleston: The History Press, 2012), Kindle edition, Chapter 3.

<sup>13</sup> Edwin T. Freedley, *Philadelphia and its Manufactures* (Philadelphia: Edward Young, 1859), p. 196.

<sup>14</sup> Wagner, *Philadelphia Beer*, Chapter 3.

<sup>15</sup> *Ibid.*; Freedley, *Philadelphia and its Manufactures*, p. 196;

<sup>16</sup> Wagner, *Philadelphia Beer*, Chapter 4; George E. Thomas, National Register Nomination, Brewerytown Historic District, 1990.

<sup>17</sup> Freedley, *Philadelphia and its Manufactures*, p. 197.

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Freedley went on to note, however, that within a dozen years of its introduction, lager's "consumption has increased so enormously, not merely among the [ethnic] German population, but among the natives." He concluded that "its manufacture forms an important item of [Philadelphia's] productive industry."<sup>18</sup> The popularity of lager would lead to a growth in the consumption in all kinds of beers in Philadelphia and elsewhere, particularly in those cities with a high percentage of German immigrants and their descendants.

Despite the concentration in Brewerytown, a small number of breweries of appreciable size were located near the present Ortlieb's Bottling House and in today's Northern Liberties neighborhood (north of Spring Garden Street) between the introduction of lager and the Civil War.<sup>19</sup> One of these was the property of German immigrant Philip Guckes, who had worked in breweries in New York and Philadelphia prior to establishing his own brewing business in Northern Liberties, first in the vicinity of Front in Green streets. In 1854, Guckes moved his business to a location in the middle of the block bounded by Brown, Poplar, N. 3<sup>rd</sup> and N. American Streets, where he produced ale and porter rather than lager. His brewery stood behind two rowhouses (825-27 N. 3<sup>rd</sup>), with access from N. American Street, and was probably a saloon-based operation, in which the product was sold directly to consumers in a storefront bar on N. 3<sup>rd</sup> Street.<sup>20</sup> This was a common configuration for the production and sale of beer in the city from the earliest colonial period into the end of the nineteenth century. The other principal Northern Liberties brewery in the pre-Civil War period stood on American Street above Green, spanning from N. American Street through the block to N. Bodine Street.<sup>21</sup>

The production of lager continued to increase during the Civil War as the beverage's popularity and that of beer drinking in general spread among ethnic Germans and beyond to those of other backgrounds. At the conclusion of the 1870s, Philadelphia boasted some 94 breweries. Thanks to advances in cold storage construction and other technical innovations, the production of beer for this expanding market was able to stretch beyond the former restrictions of winter brewing necessitated by cold lagering. Brewers were producing ales and porters as well as lager for the growing number of beer drinkers. In Philadelphia, the period after the Civil War also brought a new, much larger scale to breweries. In this, they in essence became one of types of factories that increasingly dotted the city's urban landscape and dominated its economy, and thus formed the basis of the industrial scale production of brewery that ultimately would result in the creation of the Ortlieb's Bottling House.

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<sup>18</sup> Freedley, *Philadelphia and its Manufactures*, p. 195.

<sup>19</sup> Ernest Hexamer & William Locher, *Maps of the City of Philadelphia*, Vol. 4 (Philadelphia, 1859), available at [www.philageohistory.org](http://www.philageohistory.org).

<sup>20</sup> Hexamer & Locher, *Maps of the City of Philadelphia* Vol. 4, Plate 46; Wagner, *Philadelphia Beer*, Chapter 4.

<sup>21</sup> *Ibid.*



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The Ortlieb campus has its roots in the arrival of German-born brewer Trupert Ortlieb, who came to Philadelphia in the post-Civil War period after immigrating to New York and serving in the Union army. Trupert established first brewery in 1869 in Northern Liberties in the vicinity of N. 3<sup>rd</sup> Street and Germantown Avenue and in 1879 purchased a small, existing facility that lay between 3<sup>rd</sup> and American Streets north of the Guckes brewery, which would become the nucleus of the Ortlieb campus. Ortlieb dubbed his business the Victor Brewery. Its product was purportedly “highly regarded by connoisseurs.”<sup>22</sup> Trupert Ortlieb handed over the reins of the business to the next generation in the 1890s. Control devolved first to Trupert’s son Henry T. Ortlieb in 1893, who was succeeded by his brother Henry F. the following year.<sup>23</sup>

George W. Baist’s 1895 *Property Atlas of the City and County of Philadelphia, Penna, Complete in One Volume*, reflects the limited extent of the production facility at the time that Henry F. Ortlieb took over the brewery. Baist’s atlas, and its contemporary, Bromley’s *Atlas of the City of Philadelphia, Complete in One Volume*, indicates that the Ortlieb brewery was among the smallest of the several breweries located in the neighborhood at this point, and was, from its configuration of rowhouse-like buildings on N. 3<sup>rd</sup> Street backed by other structures, a saloon-based operation. Ortlieb’s was outsized by the Guckes facility down the block (this would soon become a cork factory following Guckes’s death). Two other nearby facilities exhibited the large scale of Philadelphia’s post-Civil War factories. John Roehm’s brewery on 4<sup>th</sup> Street south of Poplar occupied a significant frontage and stretched back to Charlotte (N. Orianna) Street.<sup>24</sup> Even larger was the Betz brewery, which stood at the southeast corner of the intersection of N. 5<sup>th</sup> and Willow Streets. This factory-scale brewery rose to six stories, and used the Pennsylvania Railroad freight line that ran along Willow Street to ship its products.<sup>25</sup> In contrast to these larger plants, Ortlieb’s consisted of an ensemble of connected, relatively small frame and masonry structures that together made up the brewery property, spanning through the block from N. 3<sup>rd</sup> Street to N. American Street.

At the time that Henry F. Ortlieb took over the family brewery, it was producing a relatively small yield of two thousand barrels annually.<sup>26</sup> Henry began a campaign of modernization and extension of the brewery that would span Prohibition and the Great Depression, and continue into the period after World War II. The result would be a brewery campus that extended north to

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<sup>22</sup> Wagner, *Philadelphia Beer*, Chapter 4.

<sup>23</sup> Wagner, *Philadelphia Beer*, Chapter 4. Trupert apparently had two sons with the first name Henry.

<sup>24</sup> The Roehm brewery was built beginning in 1890 and was surveyed by Ernest Hexamer in his general surveys of industrial facilities. See <http://www.philageohistory.org/rdic-images/view-image.cfm/HGSv29.2827>, accessed 2 September 2012.

<sup>25</sup> The Betz brewery, built beginning in 1879, was surveyed in 1880 by Hexamer. See <http://www.philageohistory.org/rdic-images/view-image.cfm/HGSv16.1529>, accessed 2 September 2012.

<sup>26</sup> Wagner, *Philadelphia Beer*, Chapter 4.

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Poplar Street and east across American Street, and the transformation of a small, saloon-based business to one of the most important producers of beer for the larger, regional market.

When Henry Ortlieb took over the brewery, the growth in the number of breweries in Philadelphia had reached a climax. The rise of factory-scale breweries in the post-Civil War era led to the eclipse of the small, saloon-based production model. The latter represented a significant number of beer makers that had sprung up since the popularization of beer drinking after the arrival of lager, although not a larger portion of the city's actual beer production. In the 1880s, some 44 breweries were founded, but virtually no new establishments followed in the succeeding decades. Instead, the late nineteenth and early twentieth century saw the closure of smaller producers. As Rich Wagner has noted, "technological advances favored production by fewer large brewers rather than a large number of small producers."<sup>27</sup> Advances in refrigerated transportation, both rail and motor-based, meant that those brewers who took advantage of these changes could reach wider markets.

Henry F. Ortlieb clearly recognized this shift in scale, and embarked on a campaign to transform his father's facility from a small, saloon-based brewery to a more modern, factory-scale operation. This effort had moved forward significantly by 1910. By this date, the assortment of frame and masonry structures between N. 3<sup>rd</sup> and American streets that had constituted his father's business had been reorganized into a single brick structure. In 1913-14, Henry Ortlieb made the first of a series of significant expansions of the facility in the move to expand the business to factory scale, despite the growing threat of the prohibition movement that would result in the passage of the Volstead Act in 1919. This addition, a 4-story brick Brew House with concrete floors, was constructed on the east side of the Ortlieb property, at 842-46 N. American Street. The architect for the project was the firm of Koelle, Spaethe (also spelled Speth) & Co., which specialized in brewery work.<sup>28</sup> This marked the first of a series of engagements of the Koelle firm with the Ortlieb Brewing Company, the last of which would result in the construction of the Bottling House, completed in 1948.

Although Prohibition posed a definite threat to Philadelphia brewers, the passage of the Volstead Act did not spell certain death, or even the end of production by breweries in the city. Factors such as the legal production of low- and non-alcohol beer and industrial alcohol, rental of cold storage facilities, and irregular enforcement of the federal law meant that brewers were affected but not completely wiped out in the 1920s and early 1930s.<sup>29</sup> Ten Philadelphia breweries were ordered closed in 1921 for the failure to pay federal tax on the sale of illegal beer, but Ortlieb's

<sup>27</sup> Wagner, *Philadelphia Beer*, Chapter 5.

<sup>28</sup> *Philadelphia Real Estate Record and Builders' Guide* (hereafter *BG*), vol. 28, no. 47 (19 November 1913).

<sup>29</sup> *Ibid.*

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was not among them. In 1932, as political forces were coalescing to repeal Prohibition, surviving Philadelphia brewers poised to gear up to full production again. As brewers went back into legal manufacture of full alcohol beer, Ortlieb's was among the smaller of the city's major breweries, operating at approximately one-fifth of the production volume of nearby Schmidt's (located southeast of Front Street and Girard Avenue), which was the second largest brewery in the state.<sup>30</sup>

Not all of the seventeen brewers that returned to making full alcohol beer in Philadelphia after the repeal of Prohibition survived the resumption of full business, and a number went into bankruptcy. In contrast, Ortlieb's went into a period of considerable expansion in the 1930s. In 1933, the year of the repeal, the company began the construction of new ale-making facilities, with the Koelle firm (now W. Koelle & Co.) again serving as architects.<sup>31</sup> This was followed by other expansions in 1936 and 1938-39.<sup>32</sup> In 1940, Philadelphia supported eleven brewing businesses. That year, Ortlieb announced a capacity expansion of 200,000 barrels, an amount that represented a 200% increase over the brewery's 1932 output. Ortlieb's also began packaging its product in a recent innovation: the six-pack can.<sup>33</sup>

World War II rationing and shortages curtailed continued expansion, but at the close of the war, Ortlieb again enlarged. The post-war campaign of 1946-1948 represented Ortlieb's largest physical additions to date. The Koelle firm presumably again served as architects. In this campaign, the existing Ortlieb plant was extended northward to Poplar Street by Stock and Brew House additions of 1946 onto the earlier building, resulting in a large, industrial presence of the brewery on N. 3<sup>rd</sup>, Poplar, and American streets. The Bottling House at 829-51 N. American Street was the last component of the Ortlieb's plant to be developed, and was completed in 1948. It represents the expansion of the firm's physical plant into a campus that straddled N. American Street.

The Ortlieb company remained a family-run business in the succeeding decades. It was sold to rival Christian Schmidt Brewing Company (then among the largest producers in the nation) in 1981, and beer ceased to be made industrially at Ortlieb's brewery.<sup>34</sup>

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<sup>30</sup> Wagner, *Philadelphia Beer*, Chapters 5 and 6.

<sup>31</sup> *BG*, vol. 48, no. 39 (27 September 1933); Wagner, *Philadelphia Beer*, Chapter 6.

<sup>32</sup> *BG*, vol. 51, no. 43 (2 December 1936); *BG*, vol. 53, no. 41 (26 October 1938) and vol. 54 (28 June 1939).

<sup>33</sup> Wagner, *Philadelphia Beer*, Chapter 6. It is not known what relationship the creation of the Bottling House might have had to the use of six-packs: the only known documentation of bottling in the building (figures 8-11) shows only returnable bottles.

<sup>34</sup> *Ibid.*; Tom Belden, "Ortlieb's Seeks to Reassure Fans," *The Philadelphia Inquirer*, 21 February 1981.

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After the sale of the business, the Bottling House remained in Ortlieb family hands until 1987, when Joseph Ortlieb sold the brewery complex.<sup>35</sup> In 1996-7, a brew pub was inserted into the northern portion of the first floor, along with a number of gypsum board partitions, a poured-in-place concrete ramp for accessibility was installed in the northern bay of the loading dock, and restrooms were installed in the northeast corner of the first floor. It is also likely that a number of openings on the northern end of the first floor and basement were blocked up in this project.

## 2. Ortlieb's Bottling House and Philadelphia Industrial Brewery Architecture

Beer as a factory product essentially arose in Philadelphia with the creation of the Wolf & Engel brewery on the Schuylkill River in what was to become Brewerytown in the 1840s. This larger scale facility set a precedent that would eventually lead to the death of the brewery-saloons (until the creation of the brewpub model over 100 years later) in the post-Civil War period. The industrial growth and consolidation of brewing in Philadelphia in the second half of the nineteenth century paralleled the city's rise in the same period as the "Workshop of the World." As the Ernest Hexamer general surveys of the city's industrial plants reveal, large breweries varied little in scale and appearance from other city's large and important factories of the post-Civil War era.<sup>36</sup> While these factory breweries were concentrated in Brewerytown, they were also found in Falls of Schuylkill (East Falls), Center City, Northern Liberties, and in North Philadelphia.

The trajectory of the Ortlieb Company from saloon-brewery to large-scale industrial facility post-dated the largest wave of Philadelphia industrial brewery construction, and represents an important final period of this construction, as well as the final chapters of industrial beer production in the city. In the late nineteenth and early twentieth centuries, Philadelphia breweries were designed primarily by architects of ethnic German background, including Otto Wolf, the son of brewer Charles Wolf, just as the beer styles and consumption was shaped by German-Americans in the same period. The Koelle firm, headed first by William F. Koelle and later by his son Richard, was one of several German-American firms that designed breweries, including Charles H. Caspar, Peuckert & Wunder, Adam C. Wagner, and Jacob Herald.<sup>37</sup> Many of these professionals, like Koelle, also provided the engineering services needed to create breweries.

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<sup>35</sup> "Old Ortlieb's to be Auctioned Proceeds To Finance New Boutique Beer," *Philadelphia Inquirer*, Monday, 5 October, 1987.

<sup>36</sup> See Hexamer surveys, collection the Free Library of Philadelphia, available at [www.philageohistory.org](http://www.philageohistory.org).

<sup>37</sup> See [www.philadelphiabuildings.org](http://www.philadelphiabuildings.org) for biographies for these individuals. Brewery commission information derived from notices published in the *BG* between 1886 and 1939.

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Appropriately for the German-American nature of the product that Ortlieb's produced, the style of the additions created by the Koelle firm for Ortlieb's during the company's rise between the 1910s and the immediate post-World War II period is somewhat German in flavor. The round arch window forms and corbelled cornice of the upper floor of the American Street elevation of the 1913-14 Brew House (see figure 28) recalls the mid-nineteenth century *Rundbogenstil* (or round-arched style) as well as the row houses of Otto Wolf and other factories in the city of the 1880s (it should be noted that no documentation located to date confirms the attribution of the 1946 Brew House extension and the Bottling House to the Koelle firm, but the many years of work with Ortlieb's and continuity of details very strongly support this attribution). This presumably consciously old-fashioned style placed Ortlieb's in the tradition of Philadelphia breweries going back to the mid-nineteenth century, and thereby identified the product of the firm as part of that tradition. The post-World War II additions on the north side of the portion of the campus continued this visual "brand" on the upper floor of the American Street elevation of the western building (see figure 28).

In contrast, the Koelle firm's stylistic approach on the Poplar Street elevation of the former 1946 additions (see figures 4 and 28) also has a traditional feeling and leans toward the Moderne, with its corner brick pilasters and limestone cornice, although the aesthetic of this façade is also more streamlined. This shift toward contemporary style could be attributed to the transition of the leadership of the firm from William F. Koelle to his son Richard in the immediate post-war years. Richard Koelle had worked in his father's firm from the time of his graduation from the University of Pennsylvania's architecture program in 1938, and took over the reins of William F. Koelle & Co. in 1948. The Bottling House thus represents one of the first projects at which the younger Koelle would have been at the helm. Richard Koelle continued to remain a principal in the firm until he sold the business in 1975 to the office of Day & Zimmerman. In addition to the extensive work at the Ortlieb's brewery, the firm also worked at a number of other such facilities not only in Philadelphia, but also in Peru, Panama, and in the Caribbean.<sup>38</sup> At Penn, Koelle would have absorbed the stylistic adaptability of the Beaux-Arts method under the pedagogical direction of the great professor of architecture Paul Cret.<sup>39</sup> Richard Koelle was able to provide a kind of stylistic continuum in his work for Ortlieb in the company's post-War expansion, providing a contextual approach that continued the motifs of the 1913-14 Brew House on the west side of North American Street and a thoroughly modern approach on the Bottling House that still maintained continuity with the western portion of the campus through the use of brick and the concrete cornice cap and stepped parapet details that echoed the brick and limestone details of the western building and its shaped parapet. In the Bottling House, however, Koelle

<sup>38</sup> "Richard C. Koelle, 79, was a Brewery Architect," *Philadelphia Inquirer*, 20 June 1993.

<sup>39</sup> Emily T. Cooperman, "Koelle, Richard Carl,"

[http://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/97338](http://www.philadelphiabuildings.org/pab/app/ar_display.cfm/97338), accessed 3 September 2012.

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was able to deploy an International Style vocabulary in the asymmetrical composition of the main elevation on N. American Street and its continuous bands of industrial, steel-frame strip windows on the upper floor. The architect was thus able to give form in this building to a modern, post-War identity for the Ortlieb Company and present it as the evidence of a growing, competitive company. The up-to-date style was to carry them through another three decades of production, outlasting the vast majority of their nineteenth- and early twentieth-century contemporaries and competitors in the region. The Ortlieb's Bottling House thus represents an important, late chapter in Philadelphia brewing and industrial brewery facilities.

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### 3. Major Bibliographical References

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

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Bromley, George W. and Walter S. *Atlas of the City of Philadelphia, Complete in One Volume*. Philadelphia: G. W. Bromley & Co., 1895.

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Ogle, Maureen. *Ambitious Brew: The Story of American Beer*. Orlando: Harcourt, Inc., 2006.

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Wagner, Rich. *Philadelphia Beer: A Heady History of Brewing in the Cradle of Liberty*. Charleston: The History Press, 2012.

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**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):** \_\_\_\_\_



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#### 4. Geographical Data

**Acreeage of Property** less than 1 acre

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: 39.964226

Longitude: -75.142028

#### 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: |
| 4. Zone: | Easting : | Northing: |

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

Beginning at a point on the western edge of the sidewalk on the east side of N. American Street approximately 225 feet south of the northwest corner of the sidewalk at the intersection of N. American and Poplar streets in Philadelphia and continuing approximately 195 feet north along the western edge of this sidewalk to a point; continuing east approximately 45 feet along the property line of the Bottling House south of a rowhouse on the southeast corner of the intersection of N. American and Poplar streets; then continuing north along the eastern edge of the property of the same rowhouse approximately 20 feet to the north edge of the sidewalk on the south side of Poplar Street; then continuing roughly 40 feet to a point in the sidewalk parallel with the northeast corner of the Ortlieb's Bottling House; continuing south along the edge of the Ortlieb's Bottling House to a point where the building returns toward the east; following the irregular perimeter of the building first to the east, then roughly to the south to the southeasternmost corner of the building; continuing west to the point of beginning.

#### Boundary Justification (Explain why the boundaries were selected.)

The boundary corresponds to the whole of the Bottling House property and adjacent sidewalk.

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**5. Form Prepared By**

name/title: Emily T. Cooperman, Ph.D.  
 organization: ARCH Preservation Consulting  
 street & number: 217 E. Evergreen Ave.  
 city or town: Philadelphia state: PA zip code: 19118-2822  
 e-mail: archpreservation@comcast.net telephone: 267-702-0778  
 date: May 2, 2014

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**Photographs**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

**Photo Log**

Name of Property: Henry F. Ortlieb Company Bottling House  
 City or Vicinity: Philadelphia  
 County: Philadelphia State: Pennsylvania  
 Photographer: Emily T. Cooperman  
 Date Photographed: See table  
 Description of Photograph(s) and number, include description of view indicating direction of camera: See table

Photo#	date	Description of view
1	28-Feb-2014	Ortlieb's Bottling House, west and south elevations, looking northeast from N. American St.
2	27 April 2014	Ortlieb's Bottling House, west elevation, looking southeast from N. American St.
3	28-Feb-2014	900 block N. American Street, looking south toward site of former western portion of Ortlieb's campus from 1000 block N. American Street.
4	21-Jun-2012	View toward N. American Street from N. 3 <sup>rd</sup> Street, looking east, showing western roof monitor.
5	28-Feb-2014	Open lot area at northeast corner of property, looking southeast at added

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Photo#	date	Description of view
		basement opening for garage.
6	27 April 2014	Detail, western façade, showing rehabilitated stainless steel lettering (some letters reconstructed 2013), looking southeast from American Street.
7	28-Feb-2014	North elevation, Bottling House, looking southwest from Poplar Street.
8	16-Aug-2012	South stair detail, landing between first and second floors, looking west.
9	16-Aug-2012	Exit door, first floor, north stair tower, looking west
10	28-Feb-2014	Loading dock south wall, with door to stair and center right, closet door to its left, and then elevator opening to its left in turn, looking southeast from doorway
11	15-Feb-2013	First floor loading dock, looking southwest toward south stair tower
12	28-Feb-2014	Loading dock east wall, south end, showing CMU infill, looking east
13	28-Feb-2014	First floor, looking northeast from loading dock toward cold storage area wall (at rear right)
14	28-Feb-2014	North bay, loading dock, looking northwest from walkway, with original interior window sash at rear right
15	28-Feb-2014	First floor, Bottling House, looking southwest toward loading dock from main space, showing original sash in east wall of northern loading dock bay
16	28-Feb-2014	First floor, Bottling House, looking northwest toward north wall, loading dock east wall at left
17	28-Feb-2014	First floor, Bottling House, looking south from northern end toward north wall, loading dock
18	28-Feb-2014	First floor, Bottling House, looking northeast toward cold storage area, showing location of removed added CMU wall
19	28-Feb-2014	South end, first floor, Bottling House, looking southeast toward southeast corner of building
20	28-Feb-2014	Basement level, Bottling House, looking north from southern end
21	28-Feb-2014	Second floor level, Bottling House, looking southeast toward south wall, showing exposed steel truss roof and roof monitors
22	28-Feb-2014	Second floor level, Bottling House, looking northeast toward north wall, showing roof trusses and monitor
23	28-Feb-2014	Second floor south end, showing historic restroom enclosure, looking west
24	28-Feb-2014	Second floor south end, showing historic restroom enclosure, looking southwest

**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.

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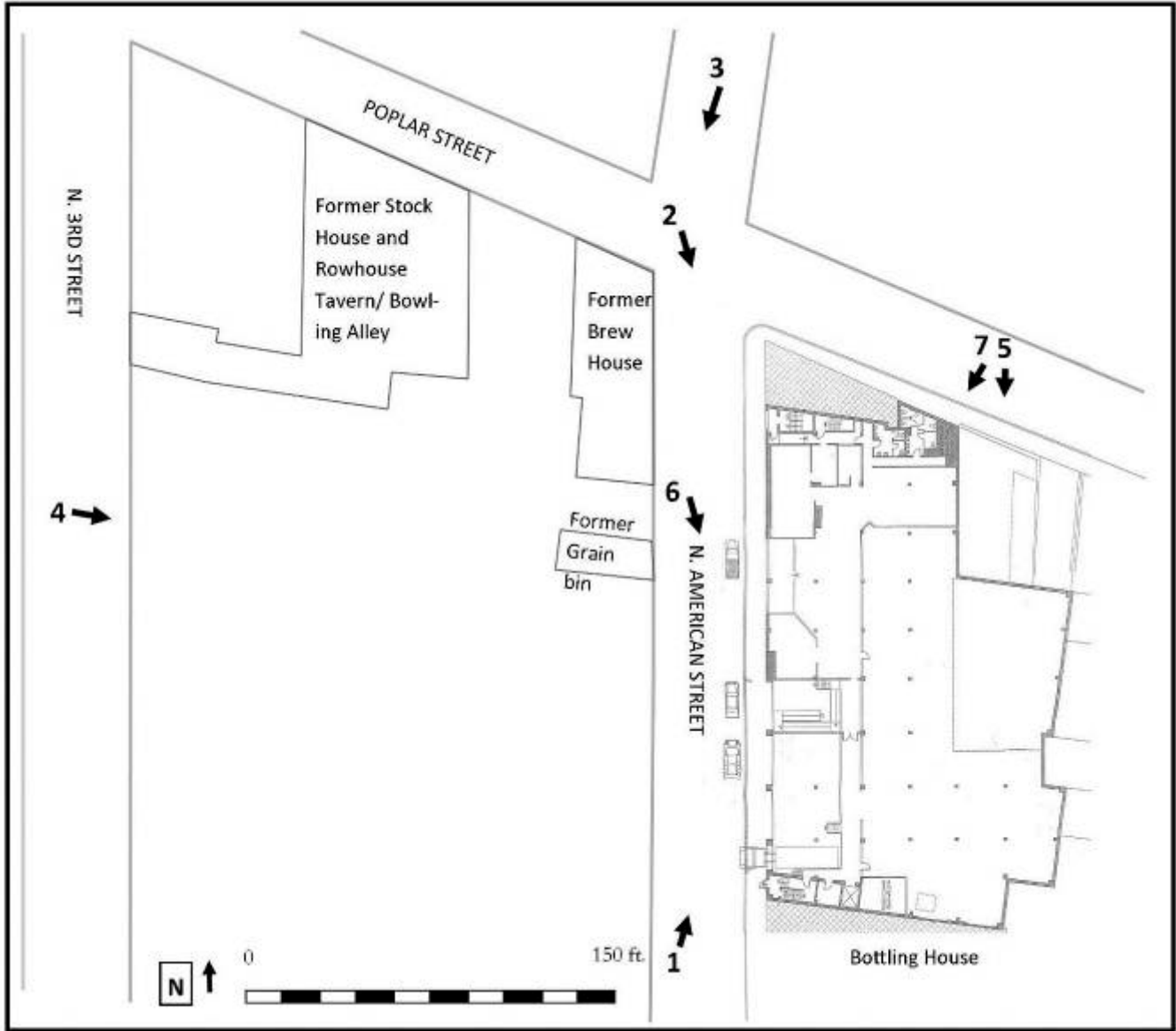


Photo sketch plans 1: Exterior views

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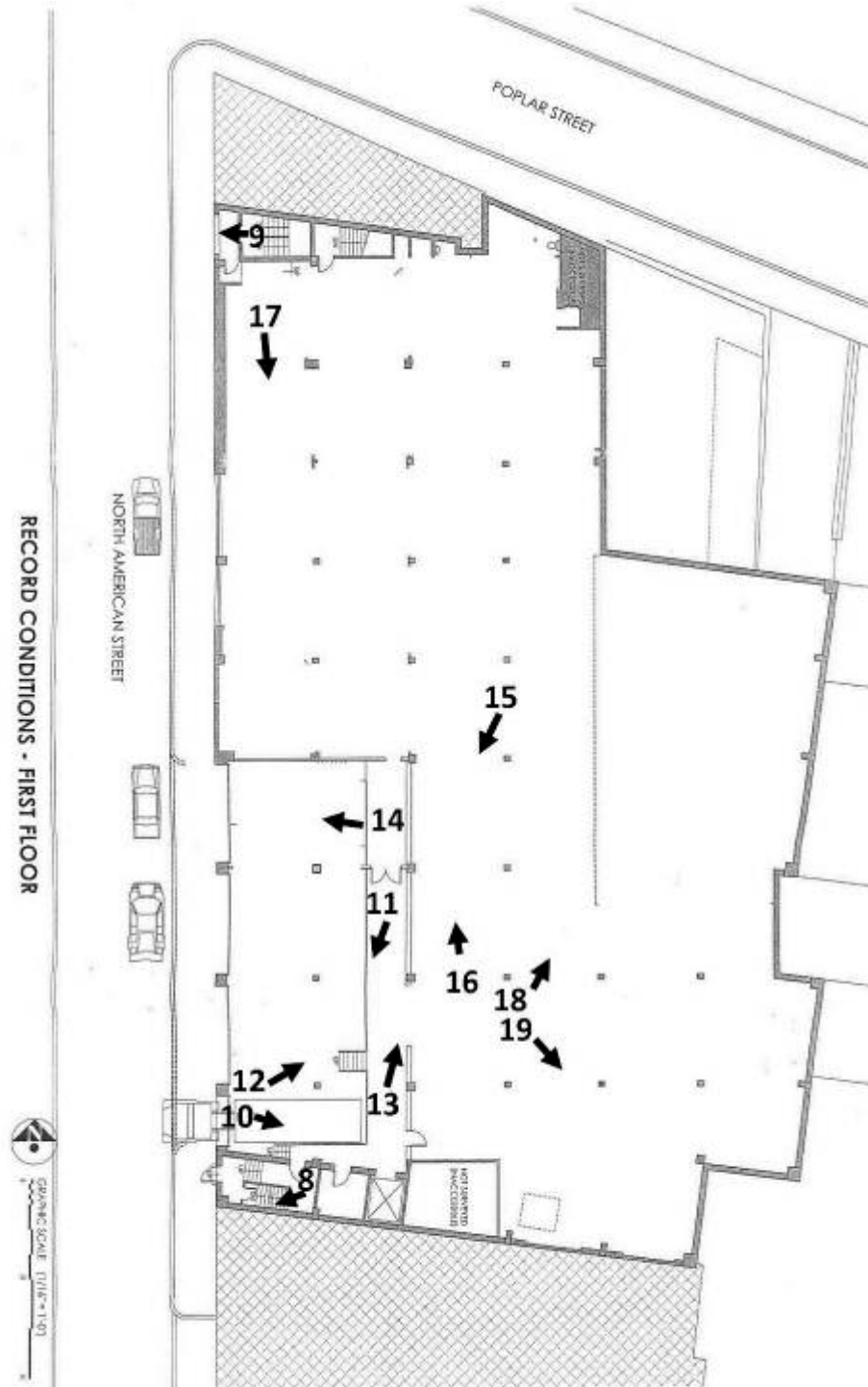


Photo sketch plans 2: First floor

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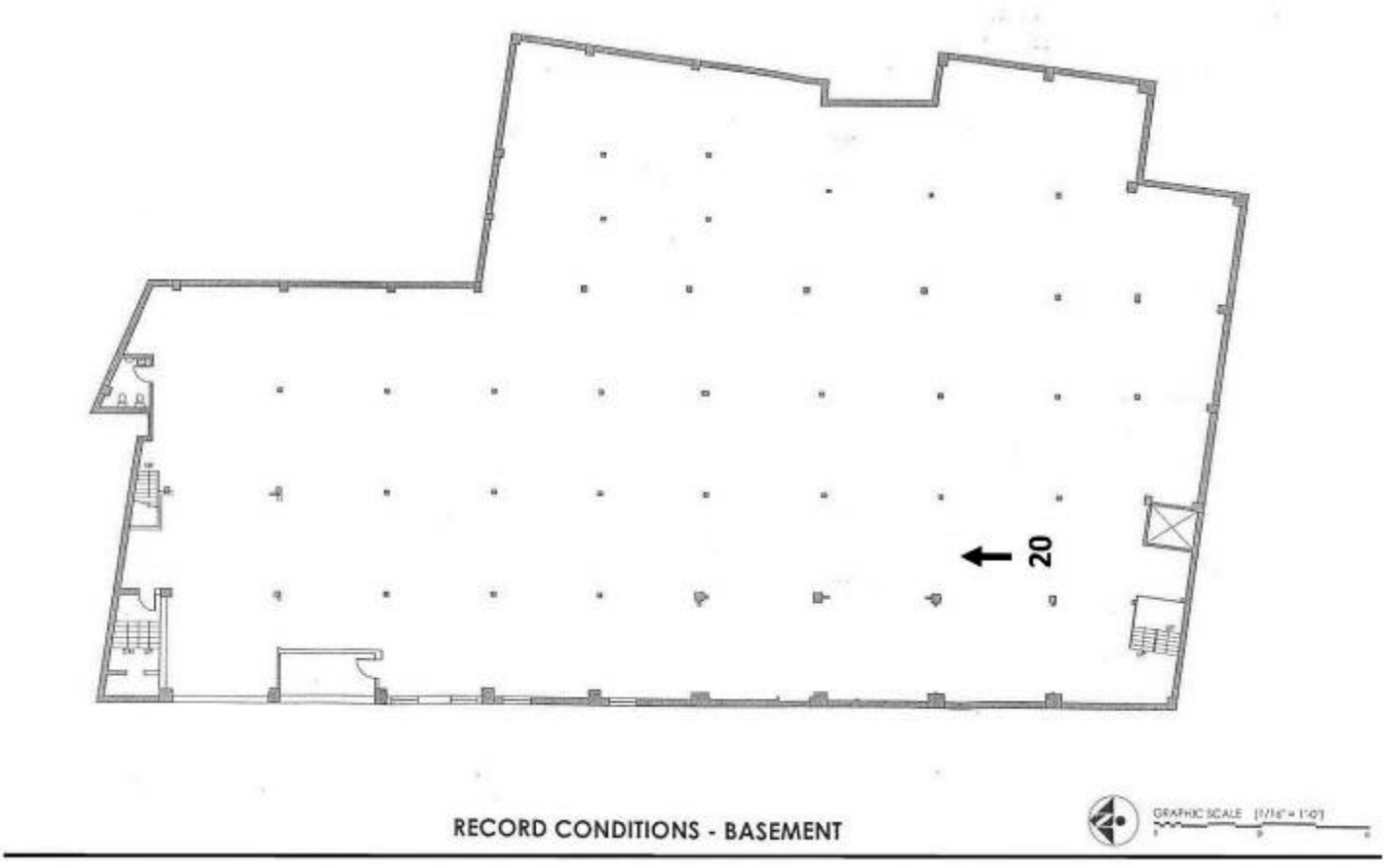


Photo sketch plans 3: Basement

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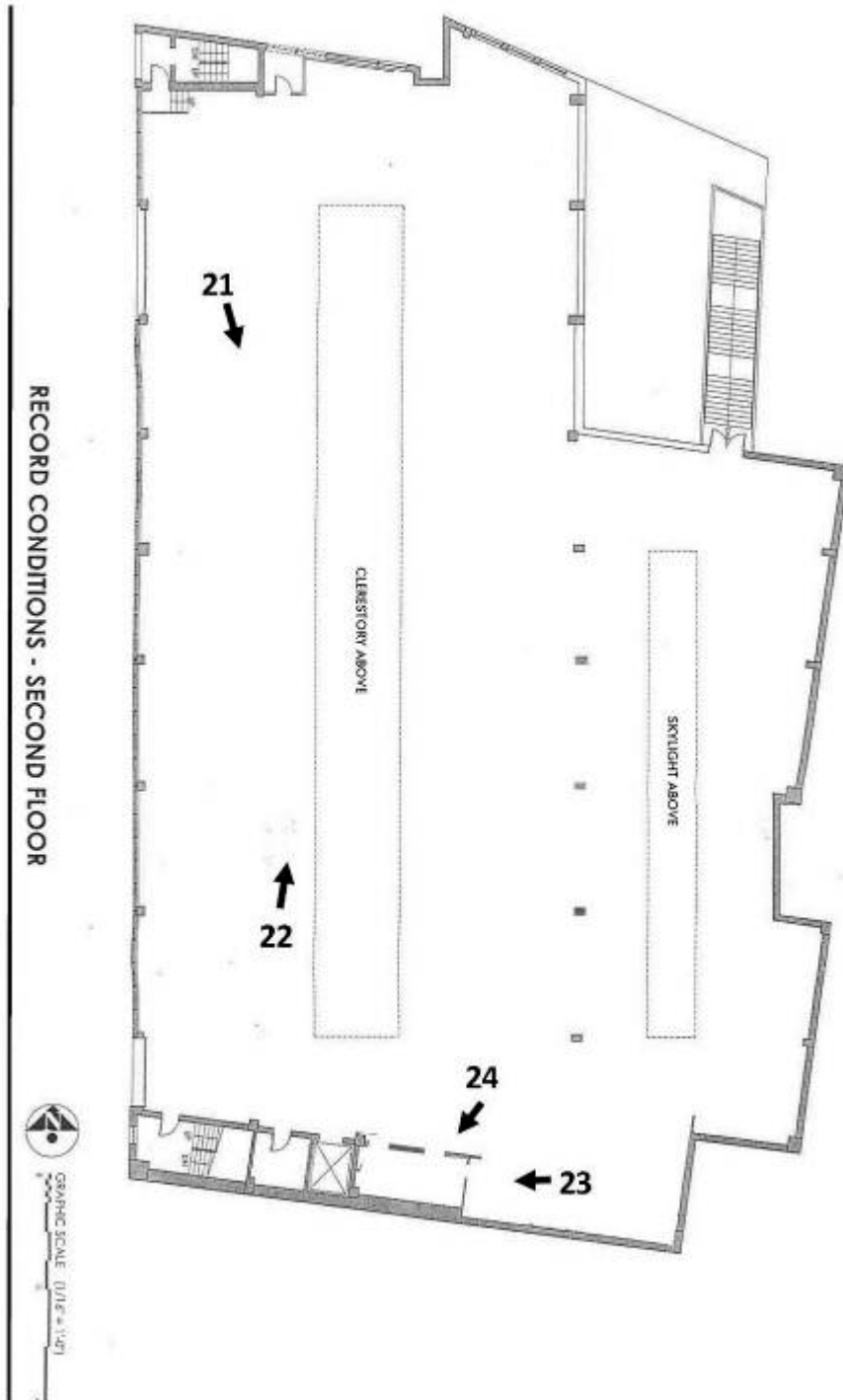


Photo sketch plans 4: Second floor



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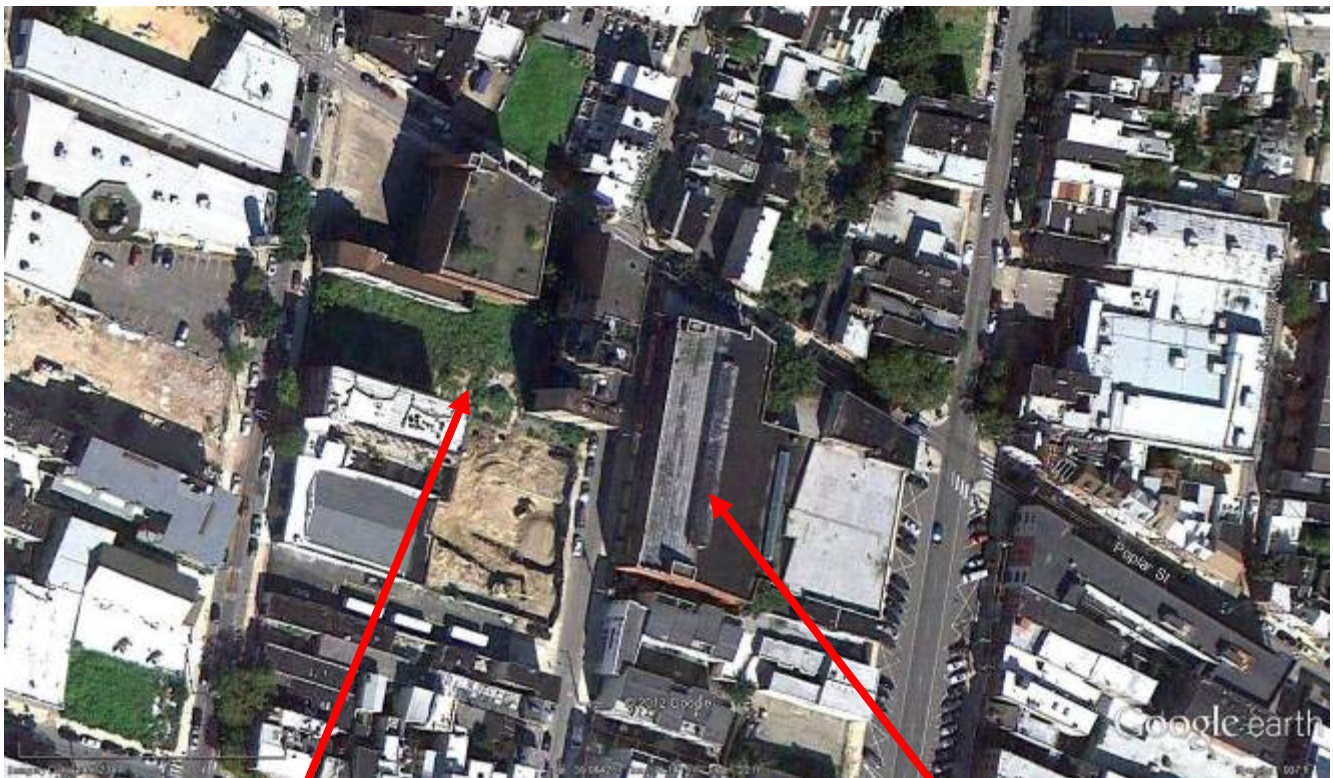
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Description and Statement of Significance Figures



Area of Ortlieb's former west complex

Ortlieb's Bottling House

Figure 1: Aerial view, 2011, Ortlieb's Bottling House and Ortlieb's former campus (now demolished). Source: Google Earth

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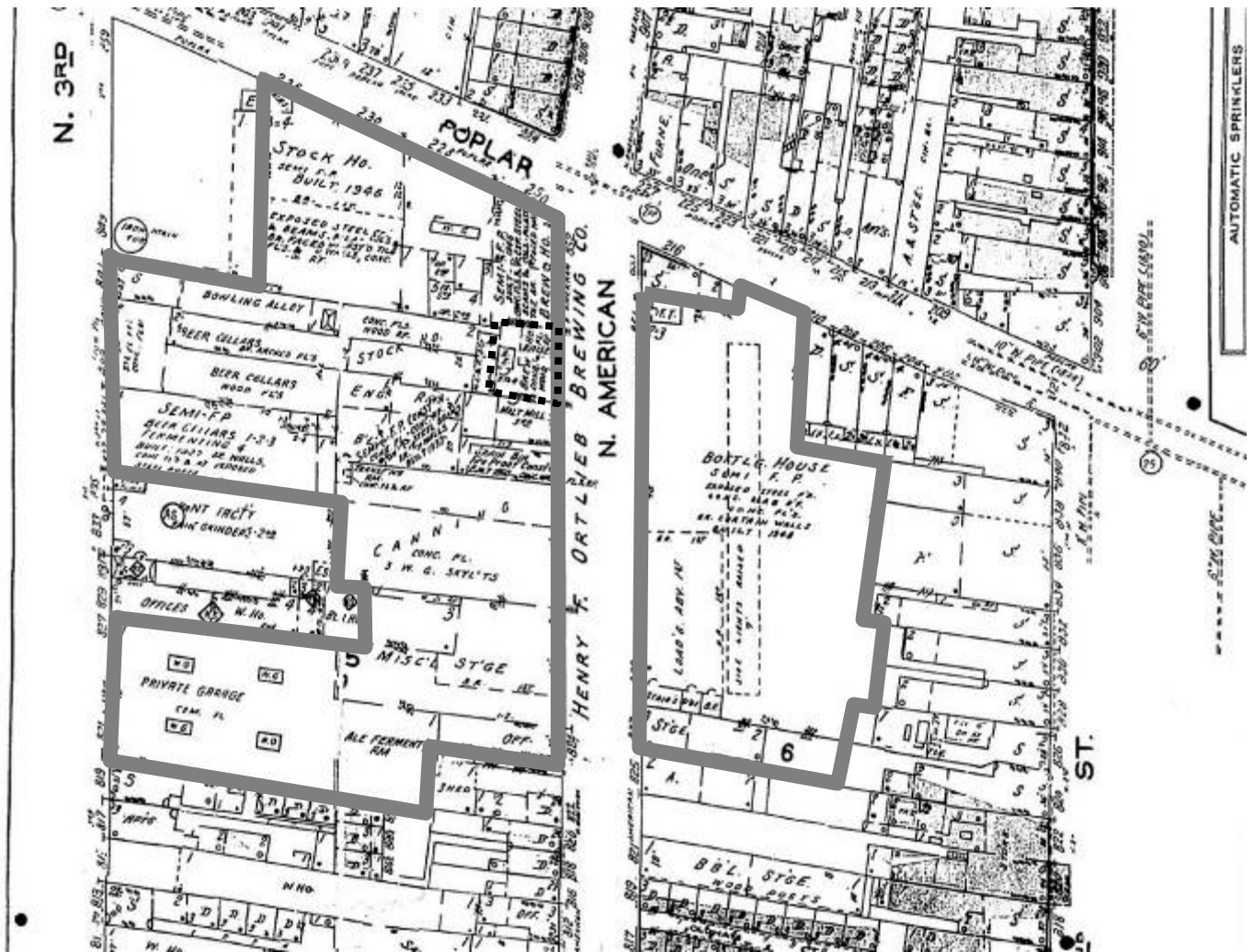


Figure 2: Detail, 1950 Sanborn Map, showing Ortlieb's Bottling House and Ortlieb's former campus on west side of N. American Street outlined in gray. Former 1913 Brew House shown in dotted lines.

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Figure 3: Top - Ortlieb's Stock House; and bottom - Ortlieb's Grain Bin (center), with Stock and Brew House behind and Bottling House at right, condition in summer, 2012. Photos: Emily T. Cooperman



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Figure 4: Top - Rowhouse/tavern incorporated into Ortlieb's campus after 1910, looking northeast from N. 3rd St.; Bottom - Brewhouse and Grain Bin, showing 1946 and 1913 sections of Brew House, looking south toward Poplar Street on N. American St., 2013. Photos: Emily T. Cooperman



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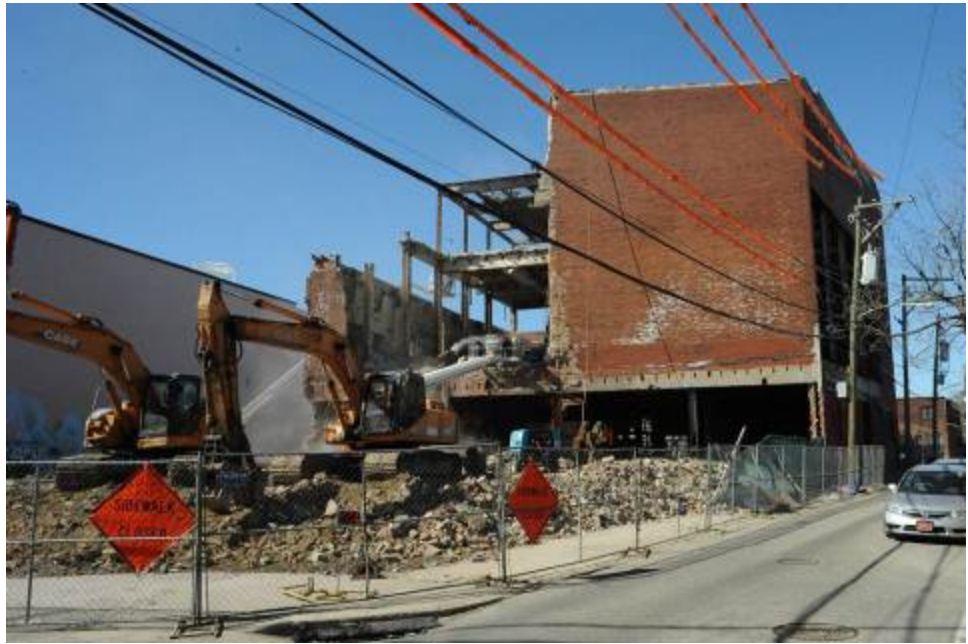


Figure 5: Ortlieb's western buildings being demolished, February, 2014. Top: looking west from the intersection of N. American and Poplar Streets; Bottom: looking northwest from N. American Street. Photos: Emily T. Cooperman

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Figure 6: Ortlieb's Bottling House, west and south elevations before rehabilitation. Photos: Emily T. Cooperman, 2013.



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Figure 7: Historic view, c.1950, Ortlieb's Bottling House west elevation, looking northeast from southern end of building, showing historic extent of sash and former loading door at north end of first floor, as well as absence of southern second floor loading door. Courtesy Kieran Timberlake.

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Figure 8: Historic view, c.1950, Ortlieb's Bottling House first floor interior, looking southwest from northern end of building, showing first floor windows at rear, conveyor system, and interior office at right rear. Courtesy Kieran Timberlake.



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Figure 9: Historic view, c.1950, Ortlieb's Bottling House loading dock, looking northeast from southernmost bay, showing original configuration of openings in east wall, conveyors, elevated walkway, and single door into office area in north wall. Courtesy Kieran Timberlake.

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Figure 10: Historic view, c.1950, Ortlieb's Bottling House second floor interior, looking south from northern end of building, showing bottling machinery and conveyor system, including openings in floor, and half-height partition without openings at center rear. Courtesy Kieran Timberlake.

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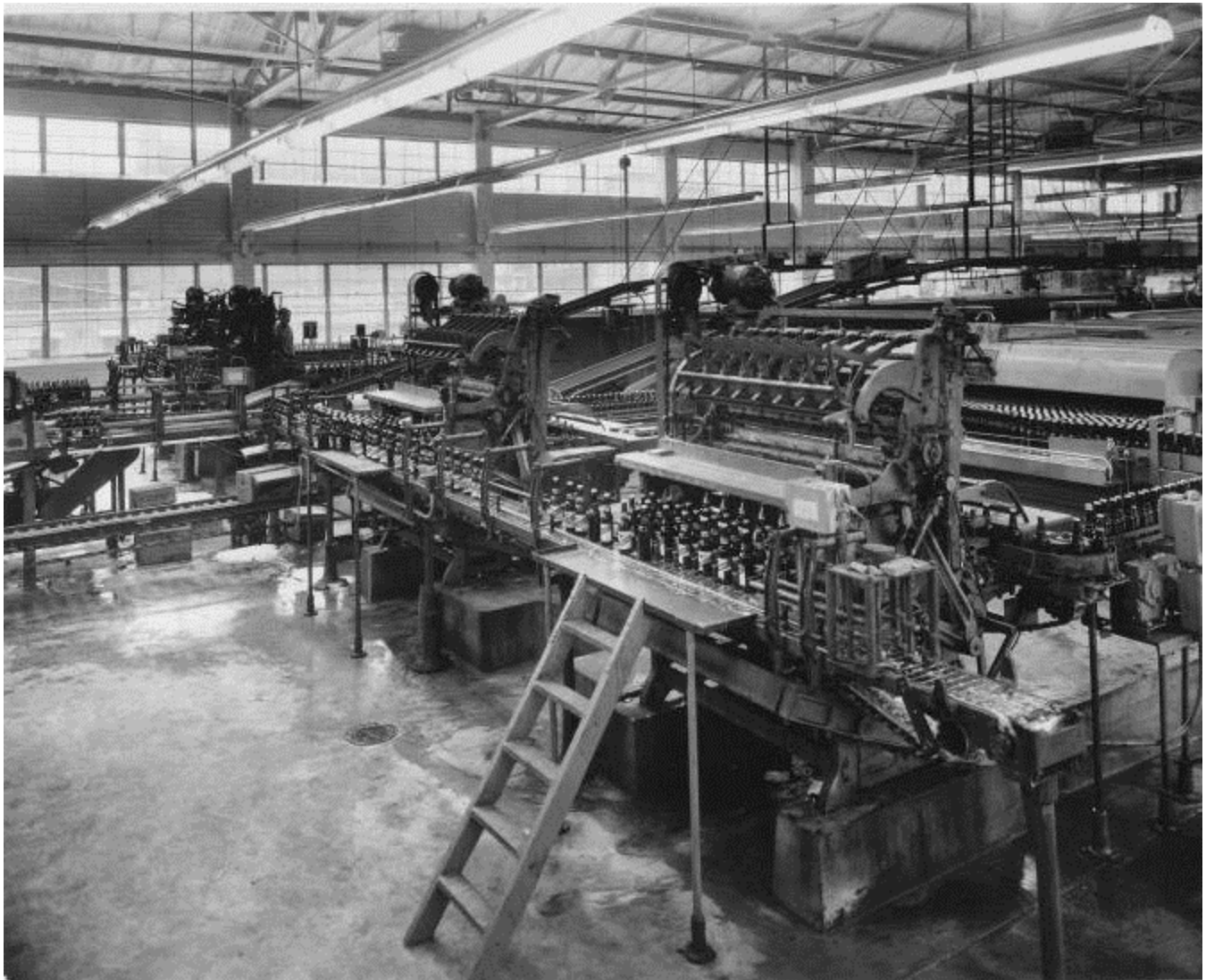


Figure 11: Historic view, c.1950, Ortlieb's Bottling House second floor interior, looking northwest toward N. American Street, showing bottling machinery and floor drain. Courtesy Kieran Timberlake.

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Figure 12: Philadelphia Savings Fund Society, 12<sup>th</sup> and Market streets, Philadelphia, Howe & Lescaze, completed 1932.



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Figure 13: Carl Mackley Houses, Philadelphia, Kastner & Stonorov with William Pope Barney, 1933-34.

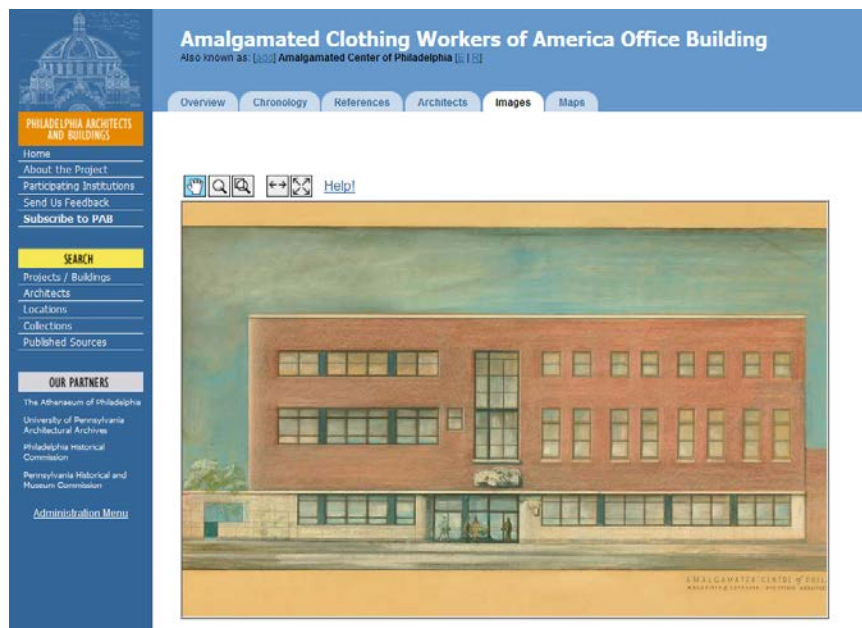


Figure 14: Amalgamated Clothing Workers of America Office Building, Magaziner & Eberhard, 1935, collection the Athenaeum of Philadelphia, courtesy www.philadelphiabuildings.org.

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Figure 15: Chemistry Wing, University of Pennsylvania, Paul Cret, 1940. Courtesy Google Earth.

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Courtesy: V. D. Hubbard



BOLTON, MARTIN & WHITE  
CONSULTING ARCHITECTS

WIGTON ABBOTT CO.  
ENGINEERS & CONTRACTORS

RESEARCH LABORATORY FOR THE AIR  
REDUCTION CO., SUMMIT, NEW JERSEY

Figure 16: Research Laboratory for the Air Reduction Company, Bolton, Martin & White, consulting architects, c.1949. Illustrated in the Philadelphia AIA Yearbook for 1949.

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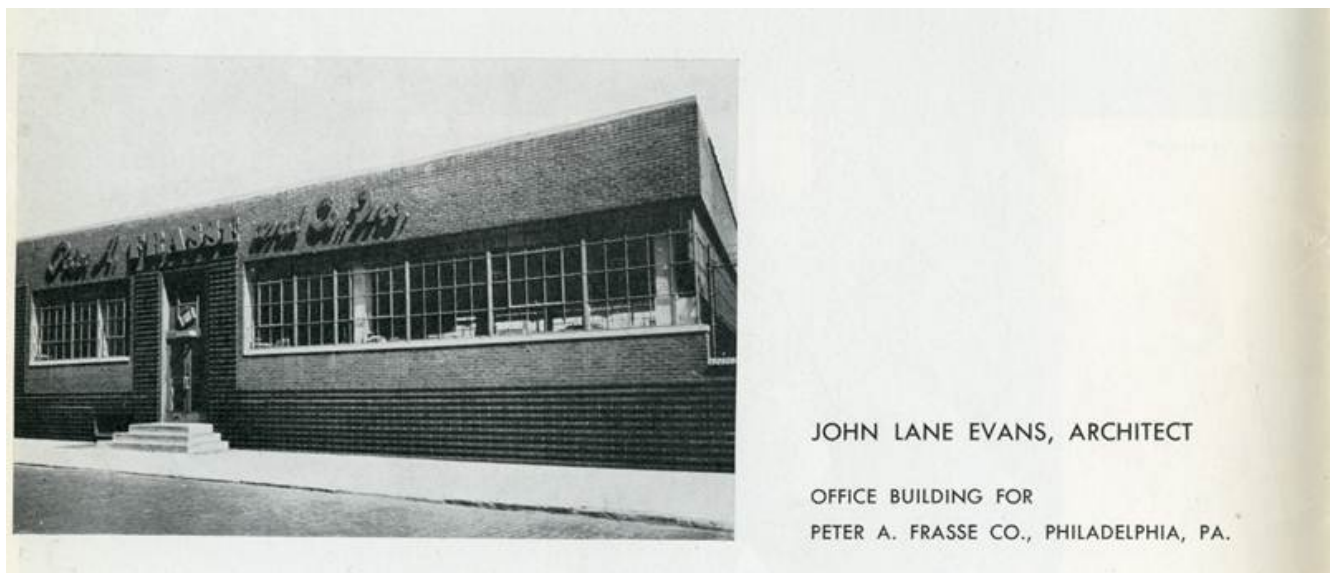


Figure 17: John Lane Evans, Office Building for Peter A. Frasse Company, c 1949, 3913 Wissahickon Avenue, Philadelphia (since altered). Illustrated in the Philadelphia AIA Yearbook for 1949.



Figure 18: George Daub, Boscul Coffee Company, c.1949. Illustrated in the Philadelphia AIA Yearbook for 1949.



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Figure 19: Lansdale Tube Company, M. Ward Easby, c.1950. Illustrated in the Philadelphia AIA Yearbook for 1950.



Figure 20: Reception Center for Children, Roth & Fleisher, c.1950. Illustrated in the Philadelphia AIA Yearbook for 1950.

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Figure 21: Robert E. Lambertson Public School, Aaron Colish and Frank Hahn, 1950. Illustrated in the Philadelphia AIA Yearbook for 1950.



Figure 22: Lankenau Hospital, Overbrook, PA, Vincent G. Kling with Thaddeus Longstreth, 1953-1959. Illustrated in the Philadelphia AIA Yearbook for 1954.



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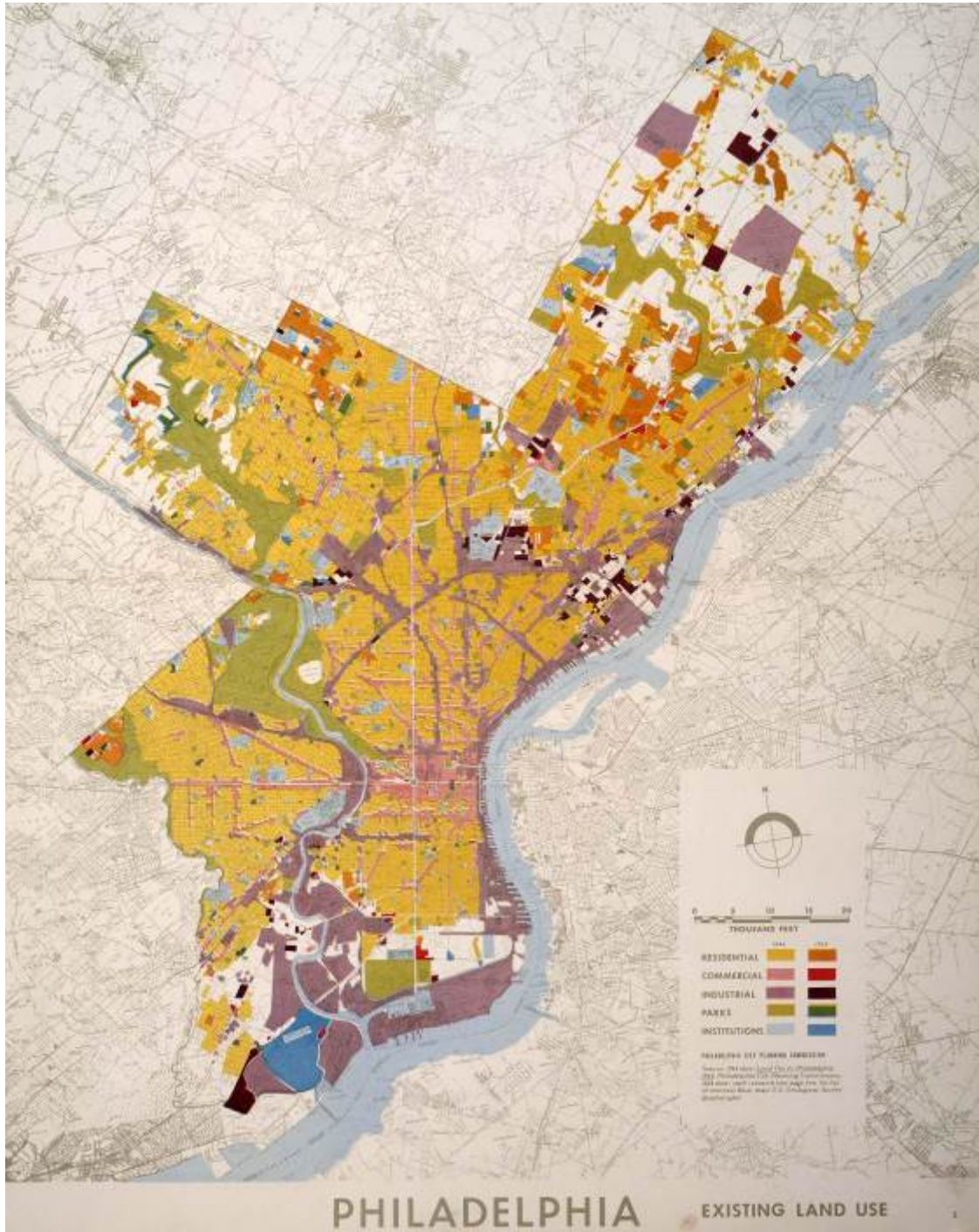


Figure 23: Overview map, Philadelphia City Planning Commission, “Land Use in Philadelphia, 1944-1954,” published 1956. Courtesy <http://sceti.library.upenn.edu>.

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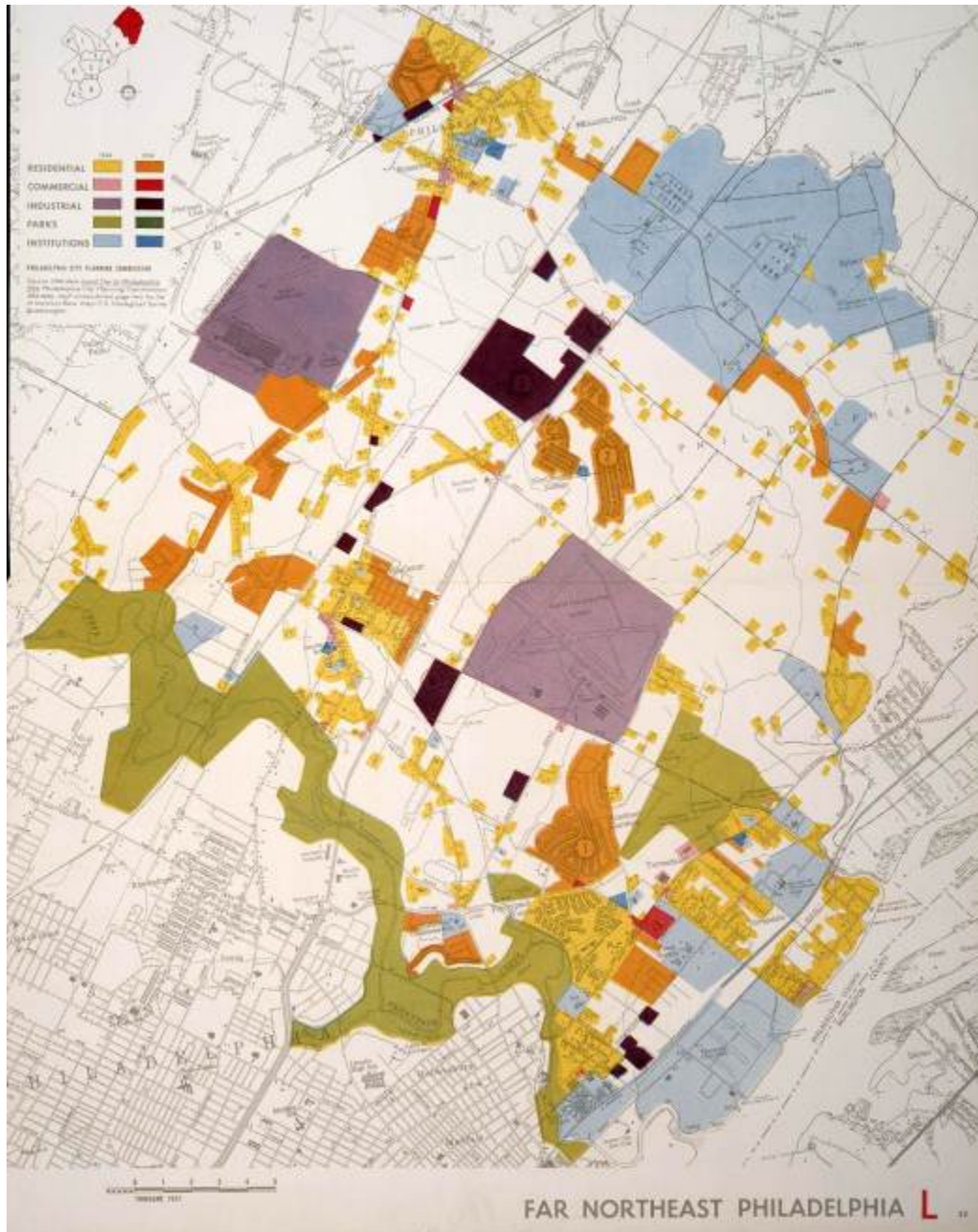


Figure 24: Land use, Far Northeast Section of Philadelphia, 1944-1954, from “Land Use in Philadelphia,” 1956. The dark, irregular form at upper center corresponds to the location of the Yale & Towne Manufacturing facility, built 1948.



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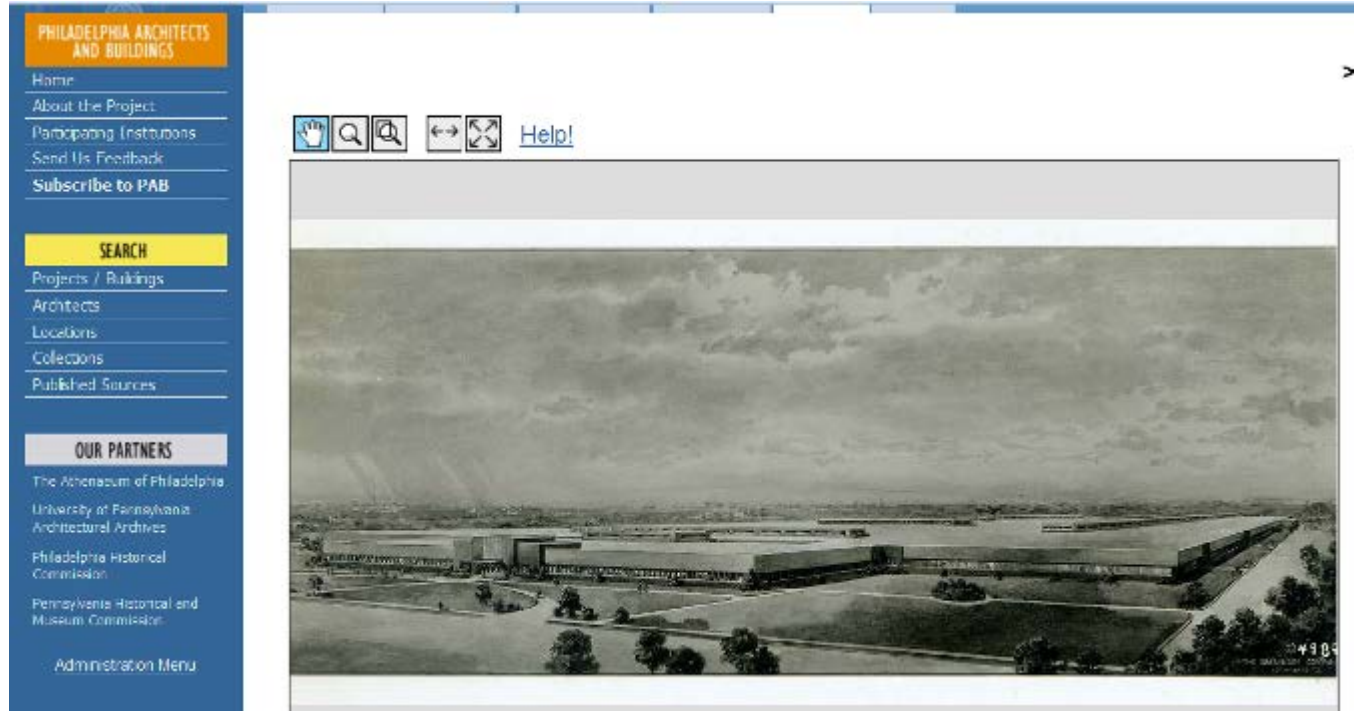


Figure 25: Yale & Towne Manufacturing Company, perspective (not exactly as built), 1948. Collection the Athenaeum of Philadelphia, courtesy philadelphiabuildings.org.



Temple University Libraries, Urban Archives

Figure 26: Yale & Towne Manufacturing Company, main entrance. Image courtesy Temple University Urban Archives.

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Figure 27: Budd Company Additions, c.1951-1954, Fox Street north of Hunting Park Avenue, Philadelphia. Photos: Emily T. Cooperman, 2013.



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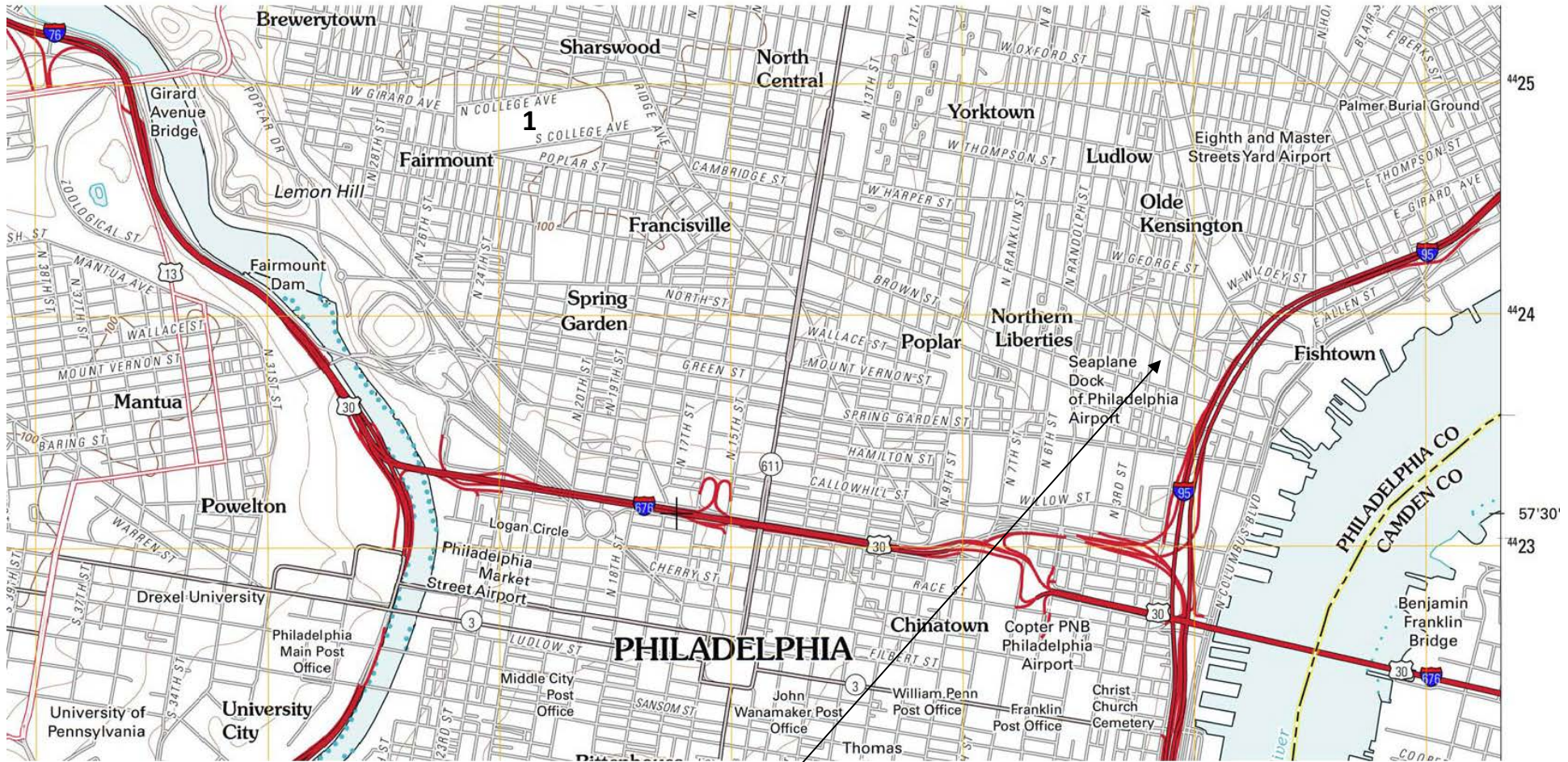
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Figure 28: Cornice lines typical of former Ortliebs buildings, showing historic signage and *Rundbogenstil* decoration: top: 1913-14 (top) and 1946 sections (bottom) of the Brew House, north and east elevations.





1: Latitude: 39964226  
 2: Longitude: -75.172028

Detail, USGS Philadelphia Quadrangle, Michigan, 7.5 Minute Series, 2011, North American Datum of 1983 (NAD83) World Geodetic System of 1984 (WGS84). Projection and 1 000-meter grid: Universal Transverse Mercator, Zone 18S; 10 000-foot ticks: Pennsylvania Coordinate System of 1983 (south zone), New Jersey Coordinate System of 1983; Showing **Ortlieb's Bottling House** Location





PA\_Philadelphia County\_Ortlieb Bottling House\_0001





PA\_Philadelphia County\_Ortlieb Bottling House\_0002





PA\_Philadelphia County\_Ortlieb Bottling House\_0003



PA\_Philadelphia County\_Ortlieb Bottling House\_0004





PA\_Philadelphia County\_Ortlieb Bottling House\_0005





PA\_Philadelphia County\_Ortlieb Bottling House\_0006





PA\_Philadelphia County\_Ortlieb Bottling House\_0007





PA\_Philadelphia County\_Ortlieb Bottling House\_0008





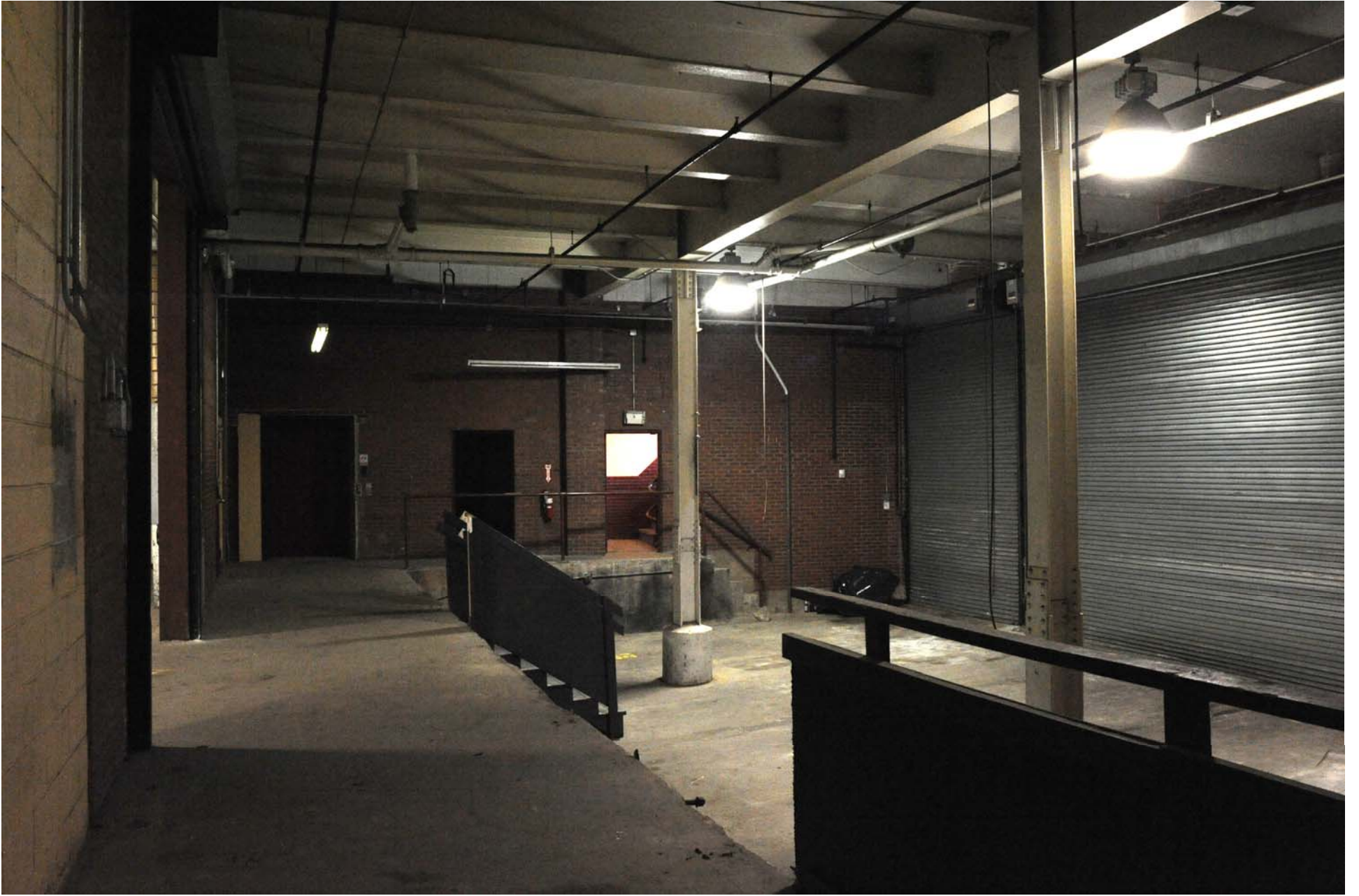
PA\_Philadelphia County\_Ortlieb Bottling House\_0009





PA\_Philadelphia County\_Ortlieb Bottling House\_0010





PA\_Philadelphia County\_Ortlieb Bottling House\_0011



PA\_Philadelphia County\_Ortlieb Bottling House\_0012





PA\_Philadelphia County\_Ortlieb Bottling House\_0013



PA\_Philadelphia County\_Ortlieb Bottling House\_0014





PA\_Philadelphia County\_Ortlieb Bottling House\_0015





PA\_Philadelphia County\_Ortlieb Bottling House\_0016



PA\_Philadelphia County\_Ortlieb Bottling House\_0017





PA\_Philadelphia County\_Ortlieb Bottling House\_0018



PA\_Philadelphia County\_Ortlieb Bottling House\_0019



PA\_Philadelphia County\_Ortlieb Bottling House\_0020





PA\_Philadelphia County\_Ortlieb Bottling House\_0021



PA\_Philadelphia County\_Ortlieb Bottling House\_0022





PA\_Philadelphia County\_Ortlieb Bottling House\_0023



PA\_Philadelphia County\_Ortlieb Bottling House\_0024



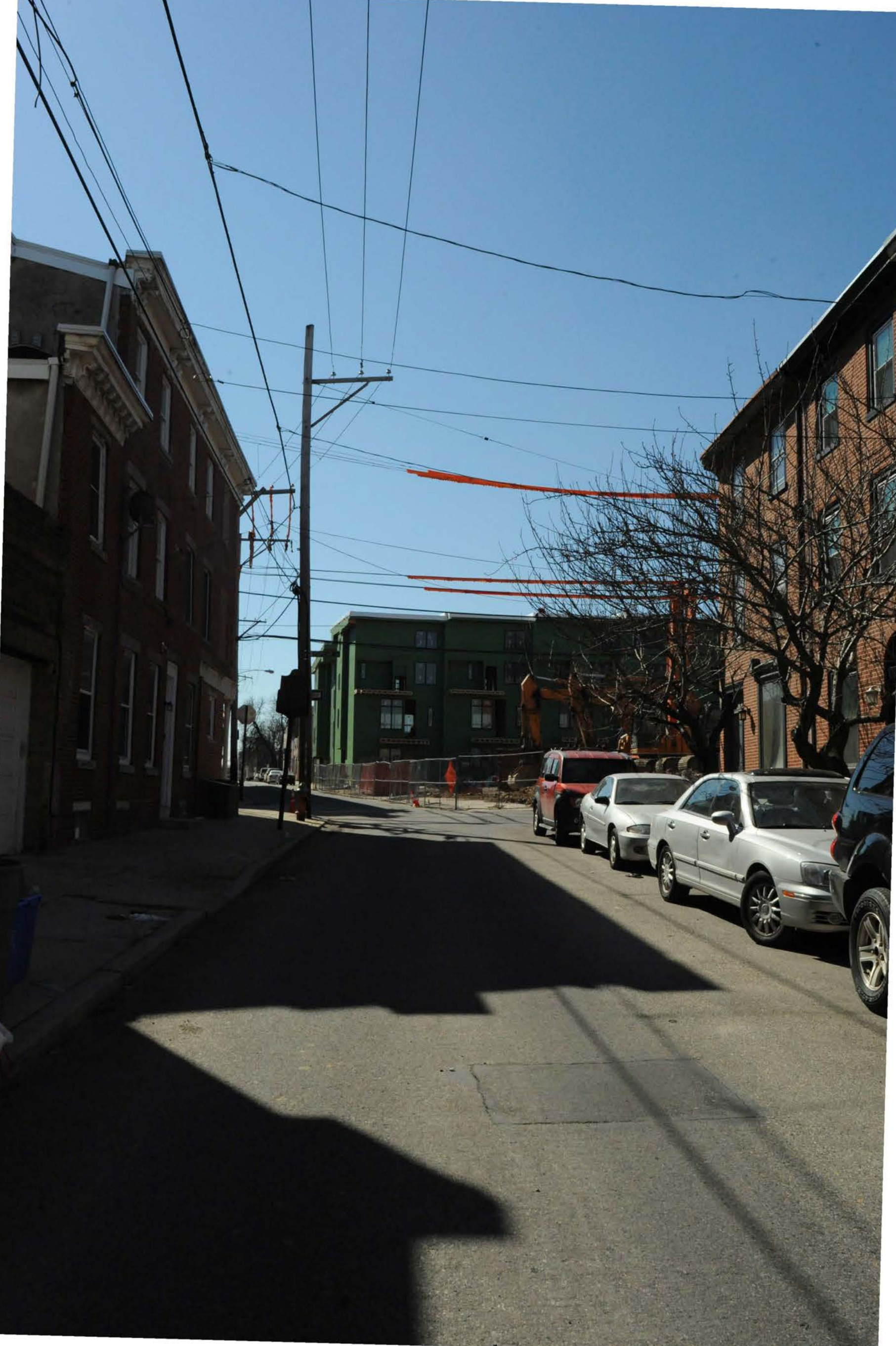


NO PARKING ANY TIME

















NORTHEAST  
FENCE AND SIGN WORKS  
(215) 335-1681

NORTHEAST  
FENCE AND SIGN WORKS  
(215) 335-1681

SIDEWALK  
CLOSED

NORTHEAST  
FENCE AND SIGN WORKS  
(215) 335-1681

(610)  
18385

B







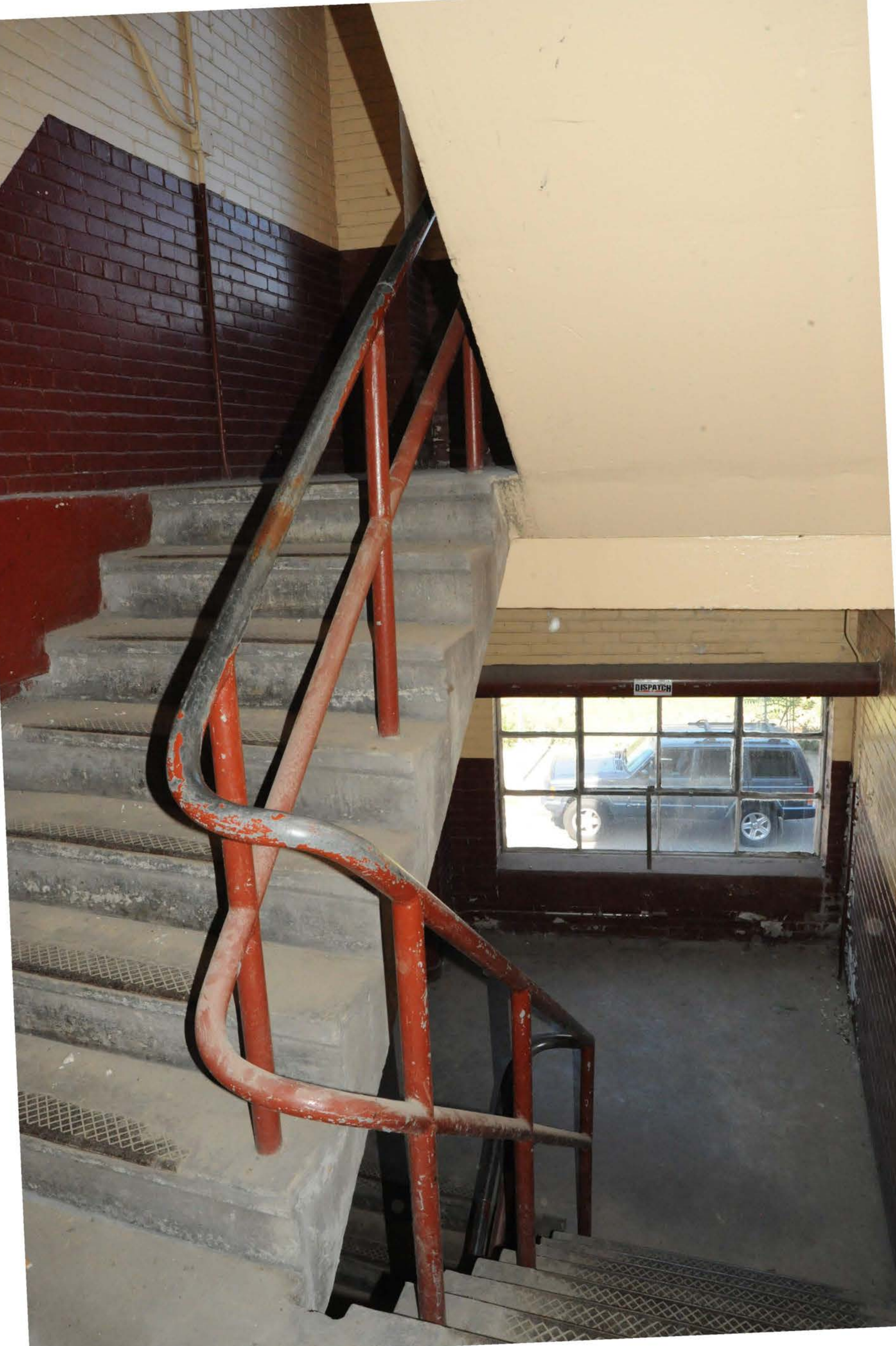


NORTHEAST  
FENCE AND SIGN SERVICE  
(215) 335-1881

NORTHEAST  
FENCE AND SIGN SERVICE  
(215) 335-1881

SKI  
7





DISPATCH





242-511  
W-  
NOV 8 2023





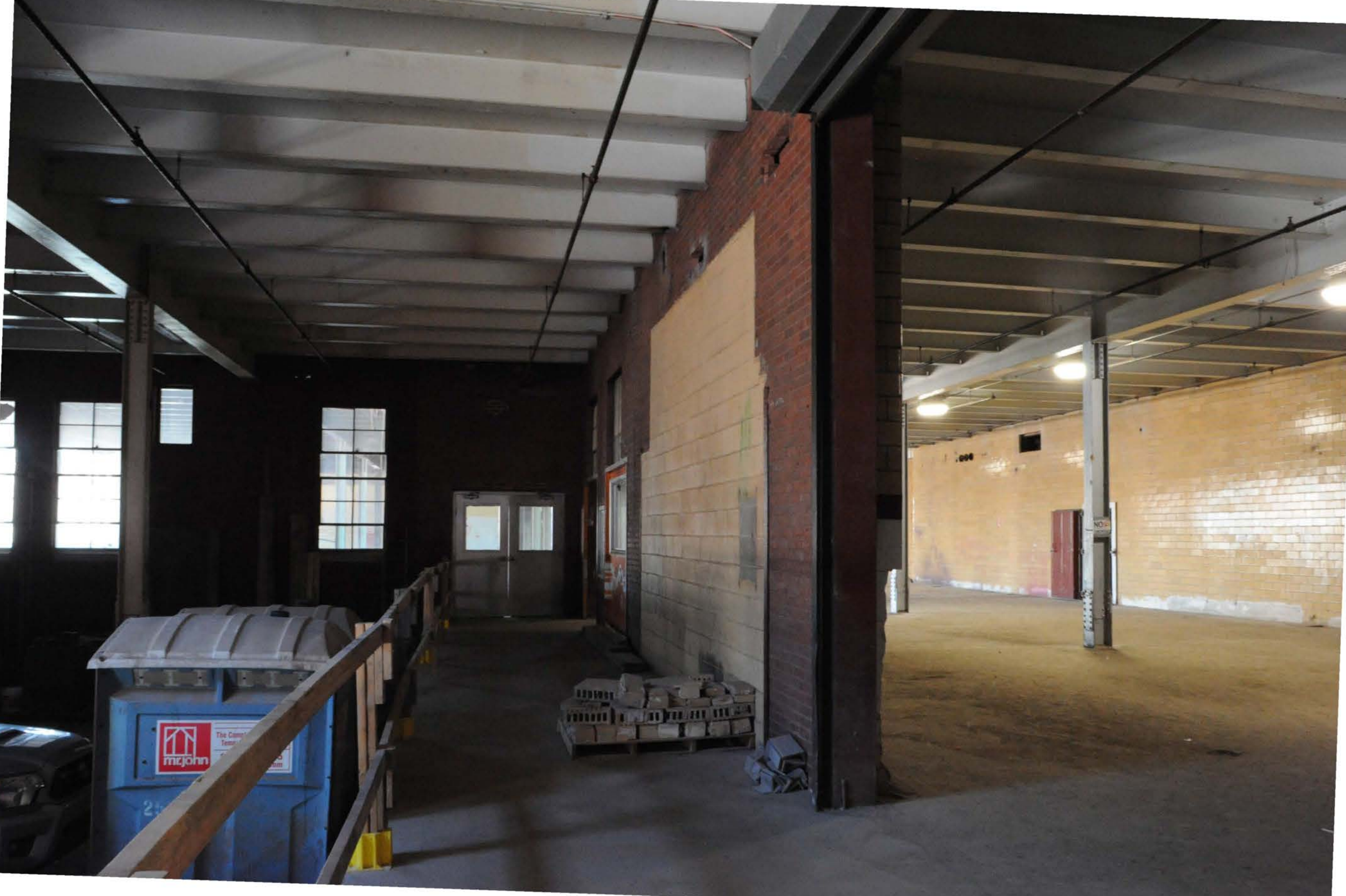
















NORTHEAST  
215-732-0907

BC-701

753

CAVE  
BUILDING SUPPLY  
215-732-0907

CAVE  
BUILDING SUPPLY  
215-732-0907

















NO  
SMOKING

NO  
SMOKING

NO  
SMOKING





DANGER  
OPEN HOLE

NOR  
80

GENERAL WARNING















NO  
EXIT



**NO**   
**SMOKING**





National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Ortlieb, Henry F., Company Bottling House

MULTIPLE NAME:

STATE & COUNTY: PENNSYLVANIA, Philadelphia

DATE RECEIVED: 6/20/14      DATE OF PENDING LIST: 7/11/14  
DATE OF 16TH DAY: 7/28/14      DATE OF 45TH DAY: 8/06/14  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000475

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: Y    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    8/5/2014 DATE

ABSTRACT/SUMMARY COMMENTS:

*Important local example of a post WWII international style industrial building.*

RECOM./CRITERIA Accept

REVIEWER Patrick Andrus

DISCIPLINE Historian

TELEPHONE \_\_\_\_\_

DATE 8/5/2014

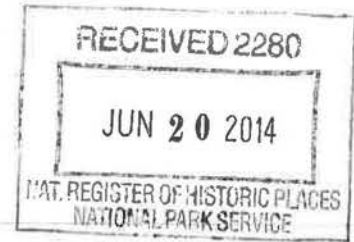
DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





Pennsylvania  
Historical & Museum  
Commission



June 17, 2014

Carol Shull, Keeper  
National Register of Historic Places  
National Park Service, US Department of Interior  
1201 "I" (Eye) Street, NW, 8th Floor  
Washington D.C. 20005

Re: National Register Nominations

Dear Ms Shull:

The following National Register nominations are being submitted for your review:

1. **Bangor Historic District**, Northampton Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.
2. **Henry F. Ortlieb Company Bottling House**, Philadelphia Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.
3. **John Berger & Son Company Tobacco Warehouse**, Lancaster Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.
4. **Nantmeal Village Historic District**, Chester Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination, and a DVD with tif images.
5. **William Penn Memorial Museum and State Archives Building**, Dauphin Co., PA. Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination and correspondence, and a second CD with tif images.

The proposed action for each of the above nominations is listing in the National Register. Our staff and Board fully support each nomination, with one exception. Please note that our Board has a differing opinion regarding the eligibility of the Ortlieb Company Bottling House, and rejected that nomination. Our staff continues to support the nomination; our opinion for the Ortlieb building and relevant draft minutes from the recent Board meeting are enclosed for your reference.

Historic Preservation Services  
Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17120-0093  
[www.phmc.state.pa.us](http://www.phmc.state.pa.us)  
*The Commonwealth's Official History Agency*

Also, please note that notarized objection letters have been received from Nantmeal Village Historic District property owners. The original copies of those letters are also enclosed with the nomination materials for your reference. We have spoken with several of those owners, and their opposition appears to be based on property-rights concerns, not the merits of the proposed district or nomination.

If you have any questions regarding the nominations please contact me at 717-783-9922 or [afrantz@pa.gov](mailto:afrantz@pa.gov). Thank you for your consideration of these properties.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Frantz', with a long, sweeping horizontal stroke extending to the right.

April E. Frantz  
National Register Reviewer/Eastern Region

enc.





Pennsylvania  
Historical & Museum  
Commission

June 24, 2014

Carol Shull, Keeper  
National Register of Historic Places  
National Park Service, US Department of Interior  
1201 "I" (Eye) Street, NW, 8th Floor  
Washington D.C. 20005

Re: National Register Nomination

Dear Ms Shull:

A National Register nomination for the Henry F. Ortlieb Company Bottling House, Philadelphia, is being submitted for your review. Please note that while the SHPO continues to support the nomination, at their recent meeting the Pennsylvania Historic Preservation Board members voted to reject the nomination. We are submitting this for your review under the federal regulations, Section 60.6(l). Enclosed please find a signed first page, a CD containing the true and correct copy of the nomination, correspondence, and a second CD with tif images.

If you have any questions regarding the nomination, please contact April Frantz at 717-783-9922 or [afrantz@pa.gov](mailto:afrantz@pa.gov). Thank you for your consideration of this property.

Sincerely,

Andrea L. MacDonald  
Manager, Preservation Services Division

Historic Preservation Services  
Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17120-0093  
[www.phmc.state.pa.us](http://www.phmc.state.pa.us)  
*The Commonwealth's Official History Agency*



## CITY OF PHILADELPHIA

PHILADELPHIA HISTORICAL  
COMMISSION

Room 576, City Hall  
Philadelphia, Pennsylvania 19107  
Tel: 215.686.7660  
Fax: 215.686.7674

Sam Sherman, Jr.  
Chair

Jonathan E. Farnham, Ph.D.  
Executive Director

2 June 2014

April E. Frantz  
Preservation Specialist  
Commonwealth of Pennsylvania  
Pennsylvania Historical & Museum Commission  
Bureau for Historic Preservation  
Commonwealth Keystone Building, 2<sup>nd</sup> Floor  
400 North Street  
Harrisburg, PA 17120-0093

Re: Henry F. Ortlieb Company Bottling House, 829-51 N American St, Philadelphia

Dear Ms. Frantz:

I am writing in response to your request that the Philadelphia Historical Commission provide its official Certified Local Government recommendations on the nomination proposing to add 829-51 N American Street in Philadelphia to the National Register of Historic Places. At a staff meeting on 27 May 2014, the staff of the Philadelphia Historical Commission reviewed and discussed the nomination. The staff agreed that the property at 829-51 N American Street satisfies National Register Criterion C for architecture, and is an excellent example of the International Style of architecture in Philadelphia for that time period. The staff contends that the resource retain sufficient integrity to be added to the National Register.

The staff of the Philadelphia Historical Commission unanimously supports the listing of 829-51 N American Street in Philadelphia on the National Register of Historic Places. Thank you for providing the Philadelphia Historical Commission staff with the opportunity to comment on this nomination.

Yours truly,

Jonathan E. Farnham, Ph.D.  
Executive Director



1ST DISTRICT  
**LAWRENCE M. FARNESE JR.**  
SENATE BOX 203001  
THE STATE CAPITOL  
HARRISBURG, PA 17120-3001  
TELEPHONE: 717-787-5662  
FAX: 717-787-4531

1802 SOUTH BROAD STREET  
PHILADELPHIA, PA 19145  
TELEPHONE: 215-952-3121  
FAX: 215-952-3155

WEBSITE: [www.senatorfarnese.com](http://www.senatorfarnese.com)

**COMMITTEES**

APPROPRIATIONS  
BANKING & INSURANCE  
COMMUNICATIONS & TECHNOLOGY,  
MINORITY CHAIR  
JUDICIARY  
POLICY



**Senate of Pennsylvania**

**June 6, 2014**

Matthew Herzog, Economic Development Analyst  
PA Dept. of Community & Economic Development  
Center for Business Financing  
Commonwealth Keystone Building  
400 North Street, 4<sup>th</sup> Floor  
Harrisburg, PA 17120-0225

Dear Mr. Herzog:

My staff was recently contacted by Stephen Kieran of the Kieran Timberlake Architectural Firm. Mr. Kieran updated my staff on a project they are currently working on at 829-51 North American Street, which is the former home of the Ortlieb's Brewing Company.

I would like you to please accept this letter of support on behalf of Kieran Timberlake's application for Pennsylvania Historic Preservation Incentive Tax Credits (PA HPTC). I am sure that Kieran Timberlake's mission to rehabilitate and restore this historic property falls well within the guidelines you have set to qualify for funding.

Kieran Timberlake's goal is to eventually occupy this space and make it their Philadelphia headquarters. This relocation will allow them to become a part of the Northern Liberties neighborhood in which the property resides and also transform this underutilized and currently vacant treasure.

Once again, I fully support Kieran Timberlake's PA HPTC application. If you have any questions, please feel free to contact Bob Theil my office at 215-952-3121. Thank you for consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "L. M. Farnese".

Larry Farnese  
State Senator

**Pennsylvania Historic Preservation Board**  
**Draft Meeting Minutes**  
**June 10, 2014**  
(not-yet approved by Board)

**8. Ortlieb Company Bottling House, Philadelphia**

*Letter of support received from Philadelphia Historical Commission (CLG)*

Richard Burkert began discussion by commenting that he liked the nomination and the resource. The preparer did a capable job putting it in context. Reminds him of a Johnstown factory that was recently demolished. He supports the nomination. Gerry Kuncio appreciated the context, but was troubled by the nomination. Many buildings look like this. If this one is eligible, what wouldn't be eligible? Appears that the nomination is based on ribbon windows and a brick exterior—that describes many similar resources. Jeff Slack shared a similar concern. The parapet isn't really typical of the International style, and the setting has changed with the loss of the other industrial buildings. Richard Leonori countered that this building is uniquely Philadelphian. Noted that the Board shouldn't ignore the influence of Cret on local architecture—this is not the same as the Modern style in Europe. Philadelphia became the home of the post-Modern. He also offered kudos to the new owners for choosing to make this building their new office. Suzanna Barruco shared that she had some reservations, but found it a convincing nomination. Richard Leonori noted that this is a period/style of architecture not yet commonly recognized and appreciated.

**Motion:** Richard Burkert made a motion to approve the nomination under Criterion C, local level

**Second:** Gerry Kuncio

**Vote:** Five in favor, seven against [Gerry did not vote in favor, though he seconded]

Andrea MacDonald directed them that they would need to offer a new motion to reject the nomination.

**Motion:** Tim Murtha made a motion to reject the nomination due to a lack of integrity

**Second:** Leslie Patrick seconded the nomination

**Vote:** Eight in favor of rejecting the nomination, three opposed



**8. Henry F. Ortlieb Company Bottling House, 829-51 N American St, Philadelphia; Key#157172**

Site Visit:	NA
HRSF Submission:	11/29/2012
Eligible/Not Eligible:	12/07/2012
NR Nom. Submission:	05/08/2013; 04/11/2014
NR Return:	08/05/2013

Area(s) of Significance:	C/Architecture
Period of Significance:	1948

**Staff Comments:** Ideally, we would have preferred to see this building nominated as part of the Ortlieb brewery complex. Unfortunately, the former brewery property had been split among various owners, and the owner of the largest portion of the complex decided instead to demolish those buildings. The bottling house is now a remnant of a former industrial complex. Therefore, establishing industrial significance would be very difficult to achieve.

BHP staff advised the preparer to pursue an argument for Architectural significance, arguing that the building was significant as a locally important example of the International style as applied to an industrial resource. We encouraged the preparer to emphasize the ways that this building continued the traditions established in the earlier Ortlieb buildings, while perhaps also indicating a shift in company direction or reflecting new trends and technology.

The preparer has provided a number of examples of local industrial buildings of the same period, and explains the characteristics of International buildings while linking the style to Philadelphia's contemporary architects. The building has been undergoing rehabilitation, with anticipated completion by the end of the year. The photos reflect the current appearance of the building.

BHP staff support this nomination.

**Additional comments:**

The comments above were submitted for the Board's consideration prior to their meeting on June 10, 2014. Our office disagrees with their opinion that the building is not an appropriate candidate for listing in the National Register. We feel the preparer provided sufficient context and examples to show that the building is an important example of the Philadelphia version of the International style trends, as applied to an industrial building. The Board's motion was to reject the nomination based on a lack of integrity; integrity was not mentioned during their discussion, other than the impact of neighboring demo on the setting.

Earlier in the meeting a Board member noted the frequency of industrial resources being submitted for their review, and questioned whether more guidance was necessary to help them understand which are significant. Staff speculate whether that question raised concerns for some of the Board members during this review, that aren't quite warranted for this Criterion C case. A Board member (an architect from Philadelphia) who would have enthusiastically argued on behalf of this resource could not attend the full meeting, and missed this discussion and vote. His remarks may have eased the concerns of other Board members. Regardless, staff continues to believe that a sufficient case was made for significance under Criterion C at the local level.



Joeckel, Jeffery <jeff\_joeckel@nps.gov>

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## nomination from PA

1 message

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**Frantz, April** <afrantz@pa.gov>

Tue, Jun 24, 2014 at 9:15 AM

To: "Joeckel, Jeffery" <jeff\_joeckel@nps.gov>

Cc: "Patrick Andrus (patrick\_andrus@nps.gov)" <patrick\_andrus@nps.gov>

Hi Jeff—

We recently sent a batch of digital nominations for NPS review, and just realized that one of the photos sent on a CD was incorrect. Is it possible for you to substitute with the attached photo, or should we send another complete CD? The nomination in question is the Henry F. Ortlieb Company Bottling House, in Philadelphia, and the photo that needs to be replaced is #6. Please let me know if I should send an entirely new CD for that nomination, or if the attached is ok.

If you have any questions about this, or any of our other nominations, please let me know. Many thanks—April

**April E. Frantz** | National Register Program/Eastern Region

Bureau for Historic Preservation | PHMC

400 North Street | Harrisburg, PA 17120-0093

717.783.9922 | afrantz@pa.gov

[www.phmc.state.pa.us/bhp](http://www.phmc.state.pa.us/bhp)

Visit our Pennsylvania Historic Preservation Office Blog at <http://pahistoricpreservation.com/>



replacement PA\_Philadelphia County\_Ortlieb Bottling House\_0006.tif  
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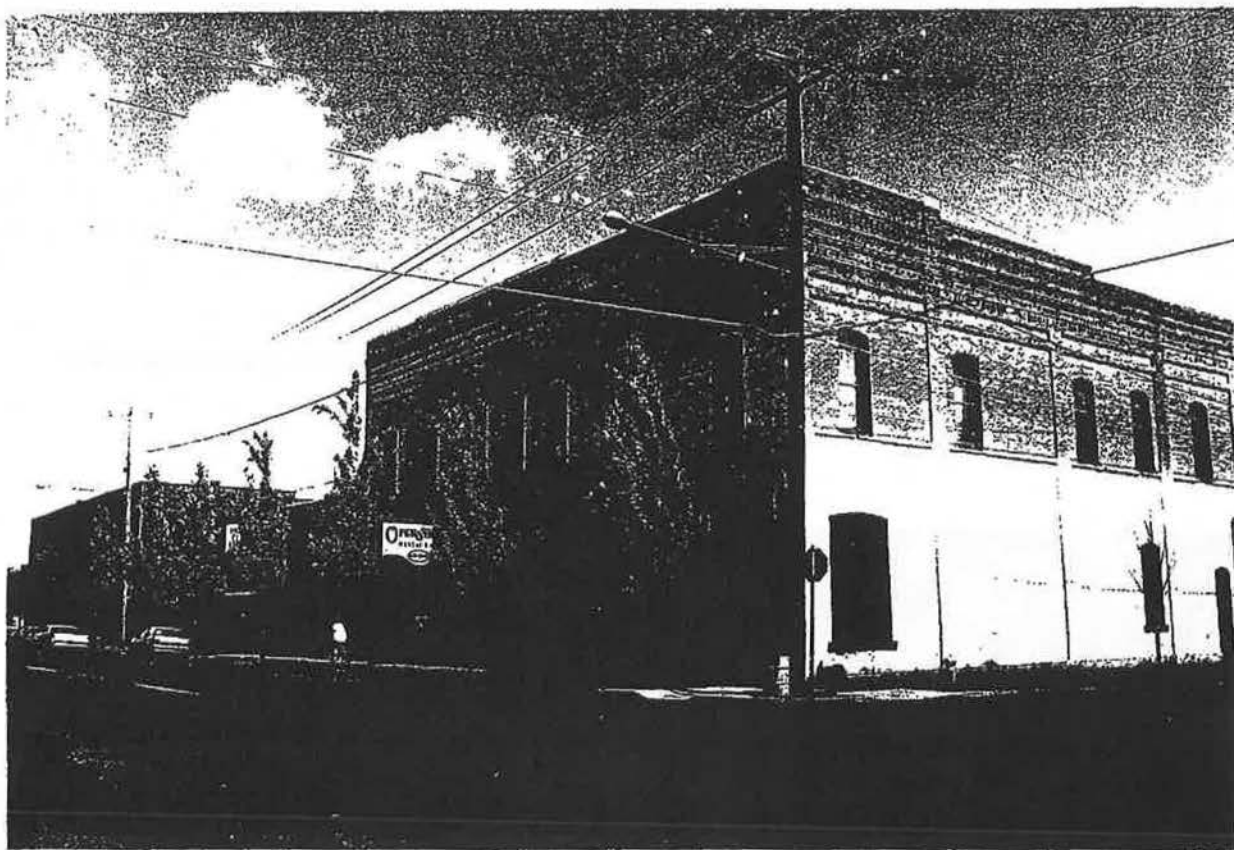


DAYTON MULTIPLE PROPERTY NOMINATION  
DAYTON, YAMHILL COUNTY, OR.

*GENERAL VIEW*  
LOOKING NE ALONG FERRY STREET  
BETWEEN 3RD AND 4TH STREETS

JULY 1986  
DAYTON CITY HALL,  
DAYTON, OR.

7 OF 17





Joeckel, Jeffery <jeff\_joeckel@nps.gov>

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## nomination from PA

1 message

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**April E. Frantz** | National Register Program/Eastern Region  
Bureau for Historic Preservation | PHMC  
400 North Street | Harrisburg, PA 17120-0093  
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[www.phmc.state.pa.us/bhp](http://www.phmc.state.pa.us/bhp)

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replacement PA\_Philadelphia County\_Ortlieb Bottling House\_0006.tif  
2346K