NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Hochschild, Kohn Belvedere and Hess Shoes

other names B-1349

2. Location

street & number 5911 York Road and 510 Belvedere Avenue ☐ not for publication

city or town Baltimore ☐ vicinity

state Maryland code MD county Independent city code 510 zip code 21215

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments).

Signature of certifying official/Title — Date 11-5-03

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments).

Signature of certifying official/Title — Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby, certify that this property is:
- ☐ entered in the National Register.
  - ☐ See continuation sheet.
- ☐ determined eligible for the National Register.
  - ☐ See continuation sheet.
- ☐ Determined not eligible for the National Register.
- ☐ removed from the National Register.
- ☐ other (explain): _____

Signature of the Keeper — Date of Action

Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Name of Property

Baltimore City, Maryland
County and State

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	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
1	0	objects
3	0	Total

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

N/A

number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: department store
COMMERCE/TRADE: specialty store (shoe store)

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: specialty store (video store)
COMMERCE/TRADE: professional office (medical)
RECREATION AND CULTURE: sports facility (gym)
VACANT

7. Description

Architectural Classification
(Enter categories from instructions)

MODERN MOVEMENT

Materials
(Enter categories from instructions)

foundation CONCRETE; BRICK; STONE
walls CONCRETE; BRICK; STONE
roof OTHER
other METAL: Stainless Steel

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets)

SUMMARY DESCRIPTION

Paired retail shops, Hochschild, Kohn Belvedere (1946-1948) and Hess Shoes (1948), comprise a two-building district that consists of the intact modern-style core of a ca. 1948 commercial development. Anchoring the intersection of York Road and Belvedere Avenue in northern Baltimore City, the district visually distinguishes itself through coupled display of iconic modern features such as signage as ornament, absence of cornice, emphasis on contrast of materials, and incorporation of innovative materials. Hochschild, Kohn Belvedere (H-K Belvedere) is a 45,000 square foot two-story plus basement modernist brick department store building designed by James R. Edmunds, Jr. that features a rounded corner with a glazed curtain wall facing the prominent intersection. Located across Belvedere Avenue, Hess Shoes is a smaller one-story plus basement brick and stone veneered modernist specialty store designed by Tyler, Ketcham and Myers featuring a prominent pylon facing York Road. H-K Belvedere and Hess Shoes meet National Register Criterion C because the district embodies the distinctive characteristics of suburban store types during the transition from pre-war city-center development to later suburban regional centers. Both buildings in the district are in good condition. While Hochschild, Kohn Belvedere has lost elements of its signage and circulation; it still retains sufficient integrity to represent this important moment in the evolution of the suburban department store. Hess Shoes is remarkably intact and retains a high level of integrity. A third contributing element in the district is a stone retaining wall at the western boundary of the Hess Shoes lot.

ARCHITECTURAL DESCRIPTION

Hochschild, Kohn Belvedere (H-K Belvedere) and Hess Shoes (ca. 1946-1948) comprise a two-building district that provides a visual record of the early suburban retail development centered at the intersection of York Road and Belvedere Avenue in northern Baltimore City. The buildings within the district distinguish themselves from their surroundings because they are the most intact modernist retail buildings within the ca. 1948 commercial district anchored by H-K Belvedere. An old market route to York, Pennsylvania, York Road is a heavily traveled north-south thoroughfare between downtown Baltimore and Towson (Baltimore County's seat). Low-scale early- to mid-20th c. street-side commercial storefronts face York Road immediately north and south of the district. The Senator Theater, a beloved 1939 Art-Deco gem, is located just across York Road from H-K Belvedere. Small strip commercial districts (ca. 1940s-1980s), with parking in front, line Belvedere Avenue east of the district.

Hochschild, Kohn and Hess Shoes anchor the intersection of York Road and Belvedere Avenue and are sited facing each other across Belvedere Avenue, creating a visual dialogue. Hochschild, Kohn Belvedere fronts the southeast corner of the intersection; there is a parking lot (ca. 1946) to the south, and a small paved plaza (ca. 1980s) with adjacent parking to the east. Hess is the signature store in a small strip of retail shops that faces Belvedere Avenue. The rest of the strip was heavily altered ca. 1980s. The Hess store juts forward onto a landscaped forecourt; the rest of the strip faces onto a small parking lot.

Site

The Hochschild, Kohn Belvedere and Hess Shoes site slopes gently downward from south to north and west to east. Each store used the slope to establish character-defining features of their designs. Hochschild, Kohn Belvedere's design capitalized on the slope of the site by providing two primary sales floors, each with parking and pedestrian entries. The parking lot south of the building matches the grade of York Road for first floor entry. The parking lot east of the building matches the grade of Belvedere Avenue for basement level entry. Parallel stepped and sloped sidewalks negotiate the

slope along the north façade, connecting the upper level sidewalk at the front of the building to the paved plaza at the back of the building. A concrete stair rises along the building's east façade, leading from the basement level plaza to the 1st floor level parking area.

Hess's site was banked with a retaining wall along its western lot line to create a flat site. The uncoursed rough-cut stone retaining wall contributes to the district and separates the lot from the adjacent service station to the west and provides a signature design element. This stone wall rises at the lot line as a stepped mass and is integrated into the stone face that sheathes the northwest corner of the brick store. The stone on the building is carried up onto the pylon that faces York Road as a contrasting element.

Hochschild, Kohn Belvedere - Exterior

The district comprised of Hochschild, Kohn Belvedere and Hess Shoes boldly exhibits the stylistic influence of European Modernism including absence of ornament and cornice, emphasis on contrast of materials, incorporation of new materials, ribbon windows, erosion of the corner, and articulation (albeit false) of the curtain wall. Designed by architect James R. Edmunds Jr., Hochschild, Kohn Belvedere is a square, two-story plus basement, light colored brick-faced building with a flat roof constructed in 1946-1948. H-K Belvedere's structural system consists of brick and cmu bearing wall construction spanned by reinforced concrete floor framing. The building has a straightforward boxy mass that is relieved only by its rounded northeast corner, facing the intersection of York Road and Belvedere Avenue.

The exterior of the building expresses the function the building was constructed to house. The building has two primary facades (west and north), which face York Road and Belvedere Avenue, and two secondary elevations (east and south) that face parking lots. Secondary elevations are largely blank. Rooftop penthouses for the elevator and the cooling tower, finished in metal panels and brick, are visible.

Display windows function as the chief organizing feature of the primary facades. A 30-foot curved stainless steel-framed "vista window" wraps the rounded northwest corner of the building and reveals the goods on the interior, enticing passersby into the store.[1] This strong vertical element at the corner marks the primary entrance and forms the axis of symmetry for the building's design. A flagpole that rises from the building at the corner reinforces the verticality of this feature. A revolving door with a rounded steel hood projects from the window at the first floor level. Two small rectangular showcase windows flank the corner show window. The blank expanse of the north and west façades is relieved by ribbon show windows at the sidewalk level, which are capped by shallow canvas awnings and steel bands that form the base for signage. A secondary entrance is recessed within the west façade.

Materials subtly reinforce the organization of the primary facades, articulating the streamlined character of the facade. Two tones of light-colored brick are used. The darker color frames the curved window wall at the northwest corner and marks the section that housed the beauty shop at the south end of the west façade. This southern portion is also slightly stepped back from the sidewalk. Rose-colored granite defines the bases of the show windows and enframes the secondary entrance on the west façade. Limestone coping sharply delineates the building's mass and crisply caps the show windows. Steel and aluminum framed windows and doors complete the building's streamlined expression.

[1] "Hochschild Kohn's New Branch Profits By Experience of First Suburban Store," **Women's Wear Daily**, 29 Sept. 1948, p.55.

Hochschild, Kohn - Interior

The three-floor interior of Hochschild, Kohn Belvedere is largely open-plan space, with a recently partitioned two-story area in the western portion of the building. Original interior finishes, where visible, consist of plastered perimeter wall surfaces and columns and terrazzo floors. Most floors are now covered in linoleum or carpet. Recent partitions are finished in drywall. The basement and 2nd floor ceilings have dropped ceilings. The reinforced concrete structure of the building is now exposed on the 1st floor, revealing the framework of pipes and sprinklers. A boiler room and utilitarian, tiled toilet room are located in the basement.

Hochschild, Kohn Belvedere retains two original circulation cores. One circulation core rises through the elliptical vestibule behind the corner show window. The front door enters the building halfway between the first floor level and the basement, providing views into both selling floors. A curved ramp rises to the 1st floor and a curved stair descends to the basement. Sleek metal railings define the open stair core space. The curved walls enclose mannequin-scaled display niches. A stainless steel and glass screen wall defines the entry to the 1st floor sales floor. The second stair, accessed by the secondary west entrance, rises near the southwest corner of the building. More utilitarian in design, it also displays streamlined metal railings. The building once had additional circulation cores, now gone, accessed from the secondary north entrance and the rear east entrance as well as escalators, also removed, for interior circulation.

Hess Shoes – Exterior

Balanced asymmetry and contrast of materials are the keynotes of Hess Shoes, a projecting end unit that anchors a much altered shopping strip across Belvedere Avenue from H-K Belvedere. Designed by the architectural firm Tyler, Ketcham & Myers, Hess Shoes is a one-story plus basement, brick and stone faced building with a flat roof constructed in 1948. While the store's design features also display the influence of European Modernism, Hess's modern design is flavored by the American Modernists' predilection for materials that show a regional influence.

The projecting storefront displays sophisticated architectural features that create a series of visual experiences between York Road or Belvedere Avenue and the store entry. Asymmetrical and angled building features that are applied to the projecting storefront, such as the angled entrance, deep eaves, and tall vertical pylon, mask the building's conventional narrow rectangular form. The remainder of the building is a blank brick box.

The Hess Shoes building's features announce the store's presence from the York Road corridor, from Belvedere Avenue, from the parking lot, and from immediately in front of the store. The pylon rising from Hess's west facade serves as a billboard marking the store's presence from the street. Historic photographs show that pylon was lit and displayed signage (now gone) that read "HESS SHOES." The storefront is an enframed window wall enclosing a dominating show window. The eastern portion of the façade (south) is deflected slightly to mark the entrance from the parking area. The stone wall and façade (south) frame a landscaped forecourt. A deep overhanging eave caps the show window and entry, serving triple duty. It acts as a strong horizontal design element that visually balances the vertical pylon. It forms a canopy that shelters the show window and the entry. Most importantly, it eliminates glare, rendering the show window transparent from a great distance. Small display windows, enclosed in the east façade and in the stone wall, create pedestrian-friendly display areas by the entry.

As seen in the historic photograph, restrained landscape features (now gone) were integrated into the store design. Potted clipped shrubbery, a bench, and a lamp post served as compositional elements in the carefully balanced asymmetrical arrangement. The geometric forms of the conical evergreen, the horizontal slatted bench, and the upright lamp post, echoed and punctuated the building's main design features and created a richly layered visual experience. The lamp post repeated the vertical line of the pylon and punctuated the front edge of the horizontal axis delineated by the stone retaining wall. The bench reinforced the horizontal line of the retaining wall and established a focal point at the end of the sidewalk in front of the store. The evergreen by the entrance acted as a three dimensional element that contrasted with the plane of the wall rising behind it and subtly enfolded the volume of the pedestrian space under the canopy. The shrub was visually linked to the stone wall through height and texture. This feature terminated the vertical line established by the stone wall that runs through both the interior and exterior of the building.

In the Hochschild, Kohn building, Hess's materials reinforce the composition of the primary elevations. While Hochschild displayed crisp light-colored materials, such as stainless steel and pale brick, that embody the rigor of European Modernism, Hess's finish utilizes contrast between rough/traditional and crisp/innovative materials, to articulate an American Modern character. Coarsely hewn local stone, chunky wood, brick painted in a light color, glass, and plastic are all employed. The stone grounds the building and frames the pylon, punctuating signage and display. Stone and light colored brick form interlocking L's that enframe the show window and entry on the façade (south). The light colored brick and wood overhang wrap the southeast corner of the building to visually link Hess shoes to the neighboring strip. Novel materials, such as Lucite door handles and aluminum globe display lights, are employed in decorative touches.

Hess Shoes - Interior

Hess Shoes' interior was extensively refurbished ca. 1980.[2] While the present interior closely resembles the interior shown in a photograph taken by 1955, most remaining interior features and finishes date from ca. 1980. Multiple levels and angled elements define the character of Hess Shoes' interior. The two-level interior is largely open-plan space. The front door opens into a display area. This anteroom is situated halfway between the main levels, providing views into both selling floors. Two stairs lead to the upper floor and one stair leads to the lower floor. A children's sliding board runs alongside one of the stairs between the upper level and the entry level.

The upper and lower levels have been stripped of display fixtures along the perimeter walls exposing bare brick walls behind. The angled projecting frames of the display fixtures remain on the upper level. The partitions between the selling floors and the stock rooms at the rear of the shop are gone. Their shadows are visible on the floors and walls. The dumbwaiter that moved stock from the lower level to the upper level remains in the stock area.

The stone used on the façade wraps the display window fronting the entry space. The stone ledge that surrounds the back of the window display is now largely concealed behind recent framing and a portion of the ledge has been removed. The ceiling of the upper level features an uplit trapezoidal soffit. Upper level ceilings have a smooth finish and floors are covered in linoleum tile. In the entry space, the frame of a later dropped ceiling is visible and peeling wood flooring

[2] Riley & Rohrer 6-17-03 document outlining 5-16-03 conversation with George Hess.

covers the linoleum. The lower level has an acoustical tile ceiling and a bare concrete floor. Water damage to ceilings is extensive and ceilings are caving.

Alterations and Integrity

As a district, Hochschild, Kohn Belvedere and Hess Shoes provide a largely intact record of the modernist style commercial district at Belvedere ca. 1948. Used as a department store building until 1983, the Hochschild, Kohn Belvedere building now houses a gym, a video store, and a medical office. In the 1960s and 1970s, the owners changed signage and infilled show windows. In the 1980s and 1990s, later building owners made additional alterations to the building's windows, doors, basement level sheathing, and interior circulation to support multiple tenant use. The show windows were re-opened. To provide individual entries and natural lighting, additional windows and egress doors were installed in the south facade and east and west elevations. The topography of the site was altered along the north façade, likely in conjunction with the 1987 construction of the Belvedere market east of H-K Belvedere. Steps were added along the north and east facades, the secondary entrance on the north facade was infilled, and the basement level faced with brick and tile.

As seen in the historic photographs, signage, now gone, was an integral part of H-K Belvedere's design scheme. Vertical steel bands with illuminated letters reading "HOCHSCHILD KOHN" once projected out facing oncoming traffic and delineated the change in brick color framing the northwest corner of the building. Metal lettering reading "HOCHSCHILD KOHN BELVEDERE," which was backlit, capped the vertical stainless bands.

Hess Shoes has been vacant since Hess left the site in the late 1980s.[3] As seen in the historic photograph (Attachment G), the store exterior remains largely intact. Changes to the exterior of the building are limited to removal of signage on the pylon and overhanging eave, removal of landscape features, and alterations to the secondary display windows on the east elevation. While the view of the interior through the transparent front well maintains the basic reading shown in the ca. 1955 photograph, the ground floor level, mezzanine, and stairs were reworked in the ca. 1980 to minimize theft. Historically, a hosiery area bumped out into ground floor space, a single stair rose to the mezzanine floor, and a wide double stair flanking a sliding board descended to the lower floor.[4] In the ca. 1980 renovation, the hosiery area was

[3] **Ibid.**: "[The original developer] was very nice, wanted Hess [in the shopping center], hardly charged anything in rent and always took responsibility for the roof that always 'leaked like crazy.' When the new owner took over he wouldn't take responsibility for the roof, etc., which was a large reason for Hess leaving."

[4] **Ibid.**: "The upper level that sits on the entry level was not original and was added in the late 1970s to early 80s. This occurred because there were problems with the merchandise on the entry level 'walking out the door' when the majority of the staff were on

removed, the ground floor area reduced, the mezzanine extended, the main stair to the mezzanine was moved against the west wall, the sliding board and stair were moved to run from the mezzanine and the ground floor, and a single stair was installed to reach the lower floor.[5] In addition to changes to the interior floor plan and stairs, recent finishes, such as wood paneling (much the same as the previous wood paneling), a wood floor over linoleum, and a dropped ceiling over plaster or drywall have been installed. The ceilings display extensive water damage. The display cases are now gone.

Hochschild, Kohn Belvedere and Hess Shoes retain integrity of location, design, setting, materials, workmanship, feeling, and association. Constructed as a pair of modernist icons to anchor a neighborhood commercial district, Hochschild, Kohn Belvedere and Hess Shoes location at York Road and Belvedere Avenue remains surrounded by small-scale retail establishments. The pair's forms, open plans, mid-20th century materials, and modern styles remain clearly legible. Alterations in the district are primarily confined to Hochschild, Kohn Belvedere's materials and topography, largely limited to the basement level and interior, are minimally visible from the public way; the building's typology remains clearly legible. Workmanship in the district is conveyed through architectural design and the deployment of modern materials. The building's architect-design features remain largely intact. Workmanship is visible in Hochschild, Kohn Belvedere's refined machine-age materials such as honed stone finishes, hard metallic edges, sparkling glass expanses, and crisp, light surfaces and Hess's contrast of traditional and more innovative materials such as the juxtaposition of rough-hewn stone features with crisp white finishes and plastic and metal accents. The district's physical features clearly convey the feeling and association of its role as a pioneering mid-20th century suburban retail center.

other levels. The Snippery was moved up to the entry level for more human presence near the door and the slide was moved too to allow kids to play while waiting for a haircut, etc."

[5] **Ibid.**

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 pattern of our history.
- ☐ **B** Property 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)

Property is:

- ☐ **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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets)

Area of Significance
(Enter categories from instructions)

ARCHITECTURE
COMMERCE

Period of Significance

1946-1954

Significant Dates

1946, 1947, 1948

Significant Person
(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

James R. Edmunds, Jr. (Hochschild, Kohn Belvedere)
Tyler, Ketcham & Myers (Hess Shoes)

9. Major Bibliographical References

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

Previous documentation on files (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 #_____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☒ Other

Name of repository:
Enoch Pratt Free Library, Baltimore

SUMMARY OF SIGNIFICANCE

Constructed between 1946 and 1948, Hochschild, Kohn Belvedere and Hess Shoes comprise a two-building district that is remarkable for its outstanding examples of post-World War II suburban branch stores, notable in Maryland for their modernist style. The district meets National Register Criterion C because it embodies the distinctive characteristics of suburban store types during the transition from pre-war city-center development to later suburban regional centers. Anchoring the corner of York Road and Belvedere Avenue in northern Baltimore City, the district illustrates the metamorphosis of shopping center and retail store types immediately following World War II. The district derives additional significance under Criterion A for its association with Hochschild, Kohn and Co. and Hess Shoes, top Baltimore retailers in the first half of the 20th century, who pioneered development of suburban branch stores in Maryland's retail hub. The period of significance for the locally significant district spans from 1946 to early 1954, reflecting the retail zenith of these establishments.

RESOURCE HISTORY AND HISTORIC CONTEXT

Hochschild, Kohn & Co. and Hess Shoes - Leading Baltimore Retailers

Hochschild, Kohn & Co. and Hess Shoes were top retailers in Baltimore. Established in 1897, Hochschild, Kohn & Co. was Baltimore's third department store and was firmly placed in Baltimore's first-tier of retailers.[6] Max Hochschild (1855-1957) founded the store with a pair of brothers, Louis B. Kohn (1857-1930) and Benno Kohn (d. 1929) who had their start in their father's store on Hanover Street. Hochschild's remarkable lifespan lent the company an unusual degree of continuity. Born in 1855 in Gross Rohrheim, Germany, Hochschild joined a brother in Baltimore in 1870.[7] Hochschild was hired by Moses Bamberger to work at his store at Howard and Lexington streets and by the late 1870s he had risen through the ranks and opened his own shop, which grew steadily over the following decades.[8] In 1897, Hochschild joined forces with the Kohn brothers to establish a department store right where he had started in Baltimore at Howard and Lexington streets. Hochschild retired in 1927 and the Kohn brothers died in 1929 and 1930. Hochschild did not have any sons; Louis's son Irving continued as President of Hochschild, Kohn & Co.[9] Hochschild, who died in 1957 two weeks short of his 102nd birthday, kept an office in the downtown store until he neared his 100th birthday.[10]

Irving Kohn (1886-1945) was active in Baltimore's civic life and it was likely he who led Hochschild, Kohn in development of suburban branch stores. A member of the first City Plan Commission, he spearheaded the crusade to construct a freeway through downtown Baltimore to stem downtown disinvestment. Irving Kohn was president of the Baltimore Association of Commerce in 1943 and 1944 and directed local participation in the War Manpower Commission, the War Labor Board, and the War Production Board.[11] After Irving's sudden death in 1945, Louis B. Kohn, 2nd, Martin Kohn, and a key long-time employee, Walter Sondheim, Jr led Hochschild, Kohn & Co.

---

[6] **Enterprising Emporiums: The Jewish Department Stores of Downtown Baltimore**, Baltimore: Jewish Museum of Maryland, 2001, p. 5. Gutman's was first in 1886 and Hutzler's second in 1888.

[7] "Max Hochschild, 101, Store Founder, Dies," **Sun** (Baltimore), 2 June 1957.

[8] "First Hundred Years," **Sun** (Baltimore), 12 June 1955.

[9] Max Hochschild's family also demonstrated the intertwining of Baltimore's Jewish mercantile elite. He was married in 1887 to Lina Hamburger and one of his two daughters, Florence, married Albert D. Hutzler, who became president of Hutzler Brothers.

[10] "Max Hochschild, 97, Leases Apartment for 3 More Years," **Sun** (Baltimore), 13 June 1952.

[11] "Irving H. Kohn, Association's Past President, Dies Suddenly," Enoch Pratt Free Library vertical file, December 1945.

In 1873, German cobblers Nathan and Sol Hess opened a boot and shoe factory in Baltimore. Nathan had ten children and the talents and interests of his five sons directed the early success of Hess Shoes. In 1888, Nathan Hess's youngest son Isaac opened a retail outlet at 110 East Baltimore Street.[12] Isaac was an innovator and worked closely with doctors from Johns Hopkins Hospital to lead the way in orthopedic shoe design. Reputedly he measured over 1,000 feet to develop his orthopedic last, which remained in production for over fifty years.[13] His brother Meyer (Mike) was the technical genius able to turn Isaac's ideas to reality in the family factory. He is said to have "held more patents on shoe designs and labor-saving devices for the manufacture of shoes than any other individual in the United States."[14] Isaac was the only Hess son to marry, and his son George Hess, Sr. led Hess Shoes onto the national stage in the mid-20th century as a founder and president of the National Shoe and Retailers Association.

Belvedere – An Early Suburban Shopping Center in Baltimore

In the mid- 20th century, Hochschild, Kohn & Co. and Hess Shoes were pioneering retailers in Baltimore's first suburban shopping districts. Through the early 20th century, Hess had recognized the transforming presence of women shoppers and expanded their Baltimore market to provide for stores for women. In addition to the men's shop at 8 Baltimore Street, in 1929 Hess opened "a shop dedicated to children," which had parking, at Charles and 21st streets that was followed in 1937 by a branch "conveniently located in the women's shopping section" on Howard Street.[15] As was typical of the pre-World War II pattern, these stores were located in unplanned shopping districts and provided specialized stock, whereas the post-war suburban store was typically located in a shopping center, included the full range of stock, and marketed to families.

By the 1940's America's emporiums were facing what retailers viewed as the "downtown problem." In 1942, Baltimore City planners described a decline arising from circumstances including decentralization, blighted conditions, decrease in property values and assessments, reduced building improvements, and excessive traffic congestion.[16] By World War II, retail executives nationwide recognized the suburban trend and began planning shopping centers and branch stores. However, construction was restricted by wartime demands on materials and workers.[17]

Immediately after World War II, Hochschild, Kohn & Co. began construction of the Belvedere branch, which became the anchor of a Belvedere center. This period marks a time of complete transformation in retail development.[18] Because the transformation of retail space from downtown district to regional mall was swift and radical, shopping centers in the

[12] George B. Hess, Sr., **Foot Loose and Fancy: A Personal History of Hess Shoes.** Hess Shoes, 1972.
[13] "Rites Tomorrow for Isaac. S. Hess," **The Sun** (Baltimore), 5 June 1940.
[14] **Ibid.**
[15] "Announcing the Third Hess Shoe Shop," ca. 1940 flyer in the Hess Shoes vertical file at Enoch Pratt Free Library.
[16] Abel Wolman, **Report to the Commission on City Plan of the City of Baltimore and Present and Proposed Physical Facilities**, 1942, p. 123.
[17] In fact, Hochschild, Kohn Co. was likely planning such a move well before 1945. In the transcription of a 1947 speech that Thomas F. Hubbard, Chairman of the City Planning Commission, gave before the Engineers Club of Baltimore he mentioned that Hochschild Kohn began planning for the structure then under construction "several years ago."
[18] Richard Longstreth describes this transformation in detail in **City Center to Regional Mall**, Cambridge, MA: The MIT Press, 1997. Chapter IX, "Markets in the Meadows" provides the framework for analyzing Hochschild, Kohn Belvedere.

immediate post-war period are inherently experimental in form and appearance. As at Belvedere, the rapid evolution in design from this period resulted in a number of centers that represent unique transitional solutions.

Post-war restrictions on commercial construction turned Hochschild, Kohn & Co.'s one-year construction plan for the Belvedere branch into a three-year struggle. In 1946, the Civil Production Administration put in place a sweeping restriction on commercial construction and halted work on the building in June.[19] Although Hochschild, Kohn & Co. designed the Belvedere store to be their first suburban venture, in 1947 their Edmondson Village branch opened first. The Colonial Revival styled Edmondson Village store, located in a Meyerhoff developed commercial strip, is remarkable in its own right, but more closely follows the pre-war type of neighborhood center. For example, the Hochschild, Kohn branch at Edmondson was small, sold only clothing, and was meant to supplement rather than replicate the downtown branch.

Between the design of H-K Belvedere in 1945 and its completion in 1948, the department store's plan evolved. Hochschild, Kohn & Co. largely attributed these changes to lessons learned from the limitations at the Edmondson Village branch.[20] The changes in the design demonstrate that there was a customer demand for a new type of branch store in Baltimore. The Belvedere branch grew closer to replicating the downtown store in size, services, and departments, traits that mark fully realized suburban branches. The firm nearly doubled the Belvedere store's size from the planned 25,000 square feet to 45,000 square feet. They expanded the range of merchandise they planned to sell at the Belvedere branch from primarily clothing to include a large home-goods department on the ground floor that included major appliances, radios, televisions, records, housewares, and linens. They also included a beauty shop and a coffee shop in the Belvedere scheme.[21] Designed with 75 parking spaces, the building opened with 150 spaces. Building plans submitted to the Maryland Board of Examiners in 1951, indicate that the parking lot behind the store more than tripled in size a few years after the store opened.

Hess Shoes constructed its Belvedere branch in 1948, as Hochschild, Kohn Belvedere neared completion. Hess Shoes distinguished itself from its surroundings from the outset. Rather than settle for the landlord-supplied storefront, the Hess firm commissioned the store's design from an architect, the landlord supplied a base amount towards construction, and Hess paid the difference and hired their own contractor. George Hess described the store's design as "modern country."[22]

As many as 2,000 shoppers swarmed Hochschild, Kohn Belvedere on its opening day in September 1948.[23] On that same day, Hess Shoes and 27 other specialty stores simultaneously celebrated Grand Openings, forming a community or district shopping center.[24] The development pattern and physical traits of the Belvedere center that sprang up around Hochschild, Kohn Belvedere and Hess Shoes reveal its transitional typology. The stores in the center were constructed in small groups

---

[19] "Hochschild's Resumes Work on 4th Store," **Women's Wear Daily**, 20 August 1947, p. 43.

[20] **Ibid**; "Hochschild Kohn's New Branch Profits By Experience of First Suburban Store," **Women's Wear Daily**, 29 September 1948, p.55.

[21] **Ibid**; "Hochschild Store Opens," **Sun** (Baltimore), 29 September 1948.

[22] **Footloose and Fancy**, p. 17

[23] "Hochschild Store Opens," **Sun** (Baltimore), 29 September 1948.

[24] "Baltimore Center to Open Sept. 18," **Women's Wear Daily,** 17 September 1948, p. 58. Richard Longstreth, **City Center to Regional Mall**, p. 222. As described by Longstreth, this type typically consists of 20-40 stores anchored by a grocery or "junior" department store, which supported a shopping population of up to 100,000 people. Longstreth notes "Women's Wear Daily estimated that about 100 centers of twenty or more stores and occupying more than 50,000 square feet of retail space existed in the United States by January 1953 and that only 10 percent of these had been constructed before the war."

by several developers.[25] Consideration was clearly given to presenting the shopper with a range of specialty stores in addition to the department store, but the developments did not present coordinated facade designs or a comprehensive plan for customer parking or pedestrian flow, features that would soon be standard in shopping center design. The center retained some features of the downtown retail district, such as the stores' physical relationship to street, sidewalk, and public transportation, while incorporating innovative features, such as inclusion of branch stores, modernist facades, and parking.

Hochschild, Kohn Belvedere and Hess Shoes – The Modern Outlook

Hochschild, Kohn Belvedere and Hess Shoes are outstanding examples of the emerging Post- World War II retail store typology. Just before Christmas in 1945, newspaper and trade journal articles heralded the plans for store. The Baltimore News-Post quoted liberally from Hochschild, Kohn & Co.'s official statement detailing the firm's concept for the store:

> Residents of the northern, northeastern and northwestern sections of Baltimore, as well as suburban and rural communities within a large radius will ... have the advantage of shopping in a new and convenient location at a beautifully designed and equipped Hochschild, Kohn & Co. store, under the same management, operating under the same principles of customer service and providing the same type of merchandise as the central store at Howard & Lexington streets.
>
> The building, following the finest modern trend in architecture and air-conditioned throughout, will be simple and sweeping in line and will provide parking facilities for its patrons.
>
> The departments to be represented and the merchandise offered will be chosen with careful consideration of the desires and requirements of the customers the store is designed to serve.
>
> The proximity of this new shopping center to the homes of a large number of Baltimore and Maryland families, and the ease of parking provided by the location should prove a tremendous convenience to shoppers, who will find in this new venture the combined advantages of a beautiful, modern, neighborhood department store, backed by the resources, the management, the policies and traditions that have made Hochschild, Kohn & Co. an important part of the city's life for the past 48 years.[26]

Hochschild, Kohn & Co. set forth the emerging typology. The stores would represent a new building type, responding to the circumstances of modern life and incorporating new technology. The stores would replicate, rather than complement merchandise found at the downtown locations. The stores would respond to modern life by supplying ample parking and air conditioning. The stores would be architecturally embellished, but in a "simple" and "modern" idiom.

---

[25] No Baltimore City Directories were published in the immediate post-war years. The 1955 Directory reveals that the businesses surrounding Hochschild Kohn and Hess shoes at that date included an A & P grocery store, a Stieff Silver outlet, a Read's drug store, a carpet store, seven other specialty shoe and clothing stores, and a jeweler as retailers among a host of services including the Senator theater, banks, several restaurants, service stations, cleaners, barbers, and shoe repair shops.

[26] "Hochschild Kohn Explains Plan For New Store," **Baltimore News-Post**, 20 December 1945, p. 22.

Store Location and Building Sites

The men who planned Hochschild, Kohn Belvedere and Hess Shoes chose the branch stores' location for convenient access by a large population that met specific demographic parameters. Statistical analysis of the 1940 census data often drove executive decisions about store locations in the post-WWII period.[27] Analysis of population density and change between 1930 and 1940 demonstrated that Baltimore City's and Baltimore County's northern and northeastern suburban areas were the most affluent and that the area was growing the most rapidly.[28] In 1945, not only were the stores located on the most traveled thoroughfare north of the city, the 19th century suburban estates surrounding the site were rapidly developing into a bustling post-war suburb. In 1942 York Road was Baltimore's third most-traveled thoroughfare between the City Limits and downtown, logging over 12,000 cars per day.[29] George Hess cited "an in-depth survey of Hess customers who lived in the area of Belvedere and York was made to determine what sort of store the public desired."[30] This survey resulted in a store that not only served the whole family, but also had special services such as a the "Snippery," which provided in-store haircuts to make shopping a more enticing family activity.

Store Features

Hochschild, Kohn Belvedere's and Hess Shoes' ca. 1945-1948 designs reflected both the culture of traditional downtown shopping and cutting edge of suburban shopping ideals.[31] Located on York Road, along a streetcar line (now gone), one conventional aspect was the stores' site at a highly trafficked intersection with direct access to existing public transportation. The buildings display an urban relationship to the street, facing directly onto the sidewalk with parking located adjacent rather than in front. The use of sidewalk display windows reveals the persistence of the city-center idea of window-shopping and traditional merchandising techniques. Finally, entrance locations reflect the perceived dominance of pedestrian shoppers. Entrances are primarily accessed from the sidewalks, rather than the parking lots.

In many other ways Hochschild, Kohn Belvedere and Hess Shoes display the most progressive retail merchandising concepts of the period. Hochschild, Kohn Belvedere and Hess Shoes modernist designs marketed the stores to suburban families. Architectural journals of the period record the "trends, directions, and innovations" that store designers were employing, such as the "open front," circulation of customer traffic (inside and outside the store), a "freer handling of levels" flexible casework, and integrated lighting plans.[32] Hochschild, Kohn's and Hess Shoes' designs incorporated transparent storefronts, which made the merchandise on the floor the primary display, used multiple levels as the foundation of customer circulation, incorporated basement level merchandise delivery, planned open selling floors for flexible stock display, provided air-conditioning, and utilized artificial lighting in a combination of fluorescent and incandescent lights.

---

[27] Architectural Record, **Design for Modern Merchandising: Stores, Shopping Centers, Showrooms**, New York: F.W. Dodge Corporation, New York, 1954; Longstreth, **City Center to Regional Mall**, p. 228-229.

[28] Wolman, Fig. 3.

[29] **Ibid**, p. 42.

[30] **Foot Loose and Fancy**, p. 18.

[31] Richard Longstreth, in "The Mixed Blessings of Success: The Hecht Company and Department Store Branch Development after World War II" in **Shaping Communities: Perspectives in Vernacular Architecture, IV**, Knoxville: University of Tennessee Press, 1997, outlines how the first Hecht's branch (ca. 1946-1947) in Silver Spring, Maryland (a Washington D.C. suburb) "similarly embraced the middle ground" of urban and suburban.

[32] **Design for Modern Merchandising**, p. 1.

The stores marketed their evening hours for the whole family to shop together and provided the stores with sparkling night lighting.[33] As noted, "twilight accentuates the display and interior lighting at Hochschild, Kohn & Company's newest branch."[34] The period photos of Hochschild, Kohn Belvedere and Hess Shoes (Attachments F and G) demonstrate that the architects gauged every element of the buildings' designs for their nighttime effect.

Historic photographs show that Hochschild, Kohn Belvedere and Hess Shoes were articulated to draw the passerby from the York Road corridor into the stores. Signage was integrated into the designs to mark the stores' presence from the thoroughfares. Hochschild featured projecting lit stainless steel signs that faced oncoming traffic framing the entry bay. The pylon rising from Hess's west façade displayed the Hess name (now gone) and acted as a billboard marking the store's presence from both York Road and Belvedere Avenue. The stores' entrances are marked with over-scaled features that are visible from a great distance. The stores' glazed storefronts created bold show windows that made the goods for sale visible from street and sidewalk. Small display windows located near the entries to establish pedestrian-friendly signage areas reinforced window displays.

Architects

Prominent architects designed Hochschild, Kohn Belvedere and Hess Shoes. Renowned architect James R. Edmunds Jr. (1890-1953) designed Hochschild, Kohn Belvedere while he was president of the American Institute of Architects. A Baltimore native, Edmunds went to City College and Boys Latin School and trained as an architect at the University of Pennsylvania. He worked first in the offices of Palmer, Wyatt & Nolting, joined Joseph Sperry's firm in 1920 and was made partner in 1923.[35] Between 1923 and 1928, Edmunds was the Baltimore correspondent for the Beaux Arts Institute of Design in Paris.[36] In 1930, he established the firm Crisp & Edmunds. Edmunds was a force in national professional activities of the American Institute of Architects (AIA). Having joined in 1920, he served as the Baltimore Chapter president from 1935-1936 and became national president in 1945-1946.[37] His Baltimore designs include Union Memorial Hospital, Hutzler's department stores on Howard Street and in Towson, and Eastern and Western High Schools.

The locally notable firm Tyler, Ketcham & Myers designed Hess Shoes. Perhaps the best-known principal in the firm, John Poe Tyler (1907-1979) was a Princeton-trained Baltimore native. Tyler took his name from famed relatives Edgar Allen Poe and U.S. President John Tyler.[38] Tyler began his career in the office of Joseph Sperry while James R. Edmunds Jr. was a partner there. He was employed by Crisp & Edmunds after 1930, when they set up shop.[39] Beginning in 1936,

[33] "Hochschild, Kohn Belvedere Store Opens Tuesday," **Baltimore News-Post**, 23 September 1948; "Electrified Merchandising Highlights Hochschild, Kohn's Belvedere Store," **Power Pictorial**, June 1949, p. 27-28.
[34] **Ibid**, p. 28.
[35] Joseph Sperry designed Hochschild, Kohn's flagship store at Lexington and Howard in 1897.
S. Cucchiella, **Baltimore Deco**, Baltimore: Maclay & Associates, Inc, 1984, p. 58.
[37] Conversation with James Wollen, 1 October 2002.
[38] Kummer, Frederic Arnold, **The Free State of Maryland, v. 3**, Baltimore: The Historical Record Association, 1941, p. 925-927.
[39] Cucchiella, p. 58.

Tyler practiced independently and designed Baltimore's first housing project, the Edgar Allen Poe homes.[40] Between 1942 and 1946, he served in the U.S. Navy, where he eventually held the rank of Commander.[41] In 1946 Tyler became a partner in Tyler, Ketcham & Myers. The firm also designed Hamburger's 1965 downtown department store.

The Decline of Local Retail

Although Hochschild, Kohn & Co. and Hess Shoes pioneered branch store development in Baltimore, the local firms succumbed to the power of the national chains in the late 20th century. A Warren Buffett-controlled, Omaha-based group of retailers purchased Hochschild, Kohn's controlling stock in 1966.[42] The chain continued to expand into the Baltimore suburbs through the 1970s, first in the mall at Columbia. In 1977, Hochschild, Kohn was the first large Baltimore retailer to close its downtown store.[43] By the early 1980s the firm shifted gears and started merchandising towards a lower-income market and opened modest branches in Kenilworth Plaza (Towson), Harford Mall (Bel Air), and North Plaza (Joppa Road). This down-market plan failed and Hochschild, Kohn went of business in 1983.

By the 1970s, Hess Shoes had outlets on the East Coast from New Jersey to Florida.[44] Hess Shoes merged with a German shoe retailer in 1979 to further underwrite their expansion plans. The new firm, however, faltered and in 1992 they filed for Chapter 11 bankruptcy reorganization. A year later they launched a plan to greatly reduce branch numbers, but to increase branch size to provide more selection. This scheme failed to provide them with the necessary scale of purchasing power and Hess Shoes went out of business in 1999.[45]

[40] Kummer, p. 927. The projects surround the West Baltimore house where Poe lived and their construction nearly led to the house's demolition.

[41] **The Baltimore Engineer**, September 1956, p. 6.

[42] "Control of Hochschild, Kohn & Co. Sold to Western Investment Group," **Evening Sun** (Baltimore), 2 March 1966; "Hochschild, Kohn Sold to Omaha group," **Sun** (Baltimore), 3 March 1966.

[43] "Hochschild will close downtown store in July; sales are off, subway coming," **Sun** (Baltimore), 22 January 1977.

[44] "Hess Marks Century Shoeing Local Feet," **Baltimore News American**, 12 March 1972.

[45] "After 127 year, Hess Shoes goes out of Business," **Sun** (Baltimore), 3 November 1999.

Major Bibliographical References:

All research documents, except ***Women's Wear Daily***, are available at Enoch Pratt Free Library, Baltimore. ***Women's Wear Daily*** is available at the Library of Congress, Washington, D.C.

Architectural Record. ***Design for Modern Merchandising: Stores, Shopping Centers, Showrooms***. New York: F.W. Dodge Foundation, 1954.

"Baltimore Center to Open Sept. 28," ***Women's Wear Daily*** (17 Sept. 1948): 58.

Blum, Isador. ***Jews of Baltimore***. Baltimore, 1910.

"Bootmaker to Maryland. Creative merchandising has made Hess', Baltimore one of the country's greatest stores," ***Apparel Arts*** (Sept. 1944): 190-111.

Brain, John. ***Govans: Village & Suburb***. Baltimore, 1996.

"Branch Store For Hochschild, Kohn Planned," ***Women's Wear Daily*** (20 Dec. 1945): 1, 6.

Cucchiella, S. ***Baltimore Deco***. Baltimore: Maclay & Associates, Inc., 1984.

"Electrified Merchandising Highlights Hochschild, Kohn's Belvedere Store," ***Power Pictorial***, June, 1949.

Enterprising Emporiums: The Jewish Department Stores of Downtown Baltimore. Baltimore: Jewish Museum of Maryland, 2001.

Farrell, Michael R. ***The History of Baltimore's Streetcars***. Sykesville, MD: Greenberg Publishing Co., 1992.

Hess, George B. ***Foot Loose and Fancy: A Personal History of Hess Shoes***. Baltimore: Hess Shoes, 1972.

"Hess Named Head of National Shoe Group," ***Baltimore American***, 29 Feb. 1948.

"Hochschild Kohn Belvedere Store Opens Tuesday," ***Baltimore News-Post,*** 23 Sept. 1948.

"Hochschild Kohn Explains Plan for New Store," ***Baltimore News-Post,*** 20 Dec. 1945.

"Hochschild Kohn's New Branch Profits By Experience of First Suburban Store," ***Women's Wear Daily*** (29 Sept. 1948): 55.

"Hochschild Store Opens," ***Sun*** (Baltimore), 29 Sept. 1948.

"Hochschild's Resumes Work on 4th Store," ***Women's Wear Daily*** (20 Aug 1947): 43.

Hubbard, Thomas F. "The Work of the City Planning Commission." Speech before the Engineer Club of Baltimore by the Chairman of the City Planning Commission, Dec. 1947.

Industries of Maryland. New York: Historical Publishing Company, 1882.

"Irving Kohn, Civic Leader, Merchant, Dies," **Sun** (Baltimore), 12 November 1945.

Jewish Social Directory. Baltimore: Jewish Social Directory Company, 1912.

"John Poe Tyler," ***The Baltimore Engineer***, September, 1956.

Kummer, Frederic Arnold. ***The Free State of Maryland***. Baltimore: The Historical Record Association, 1941.

"L.B. Kohn Dies Suddenly in Atlantic City," **Sun** (Baltimore), 9 August 1930.

Lewand, Karen. ***North Baltimore From Estate to Development***. Baltimore City Department of Planning, 1989.

Longstreth, Richard. ***City Center to Regional Mall***. Cambridge, MA: The MIT Press, 1997.

Longstreth, Richard. "The Mixed Blessings of Success: The Hecht Company and Department Store Branch Development after World War II." In ***Shaping Communities: Perspectives in Vernacular Architecture, VI***, edited by Carter L. Hudgins and Elizabeth Collins Cromley. Knoxville: University of Tennessee Press, 1997.

"Max Hochschild, 97, Leases Apartment for 3 More Years," **Sun** (Baltimore), 13 June 1952.

"Max Hochschild, 101, Store Founder, Dies," **Sun** (Baltimore), 2 June 1957.

Nicholson, Emerich. ***Contemporary Shops in the United States***. New York: Architectural Book Publishing Co., 1945.

Sanborn Map, 1953.

"Store Will Build York Rd. Branch," ***Evening Sun*** (Baltimore), 20 Dec. 1945.

Vertical Files, Maryland Room. Enoch Pratt Free Library, Baltimore.

Wolman, Abel, Gustav J. Requardt, Nathan L. Smith. ***Report to the Commission on the City Plan of the City of Baltimore on Present and Proposed Facilities***. Baltimore, 1942.

Works of Maryland Architects. Baltimore AIA, 1955.

Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Name of Property

Baltimore City, Maryland
County and State

10. Geographical Data

Acreage of Property Less than 1 acre

UTM References Baltimore East, MD quad
(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	18	361330	4358417	3			
2				4			

☐ See continuation sheet

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Jennifer Goold

Organization Betty Bird & Associates date Oct. 31, 2002

street & number 2607 24th Street, NW, Suite 3 telephone 202-588-9033

city or town Washington, District of Columbia state N/A zip code 20008

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A ***Sketch map*** *for historic districts and properties having large acreage or numerous resources.*

Photographs

Representative **black and white photographs** of the property.

Additional Items
(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO)

name Belvedere Holdings, LLC

street & number 5911 York Road telephone 410-443-4352

city or town Baltimore state Maryland zip code 21215

Paperwork Reduction 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. 470 et. seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

Verbal Boundary Description:

The boundary of historic district comprised of Hochschild, Kohn Belvedere and Hess Shoes is shown as the dotted line on the accompanying map entitled "Survey (2000)." The historic district boundary of Hochschild, Kohn Belvedere and Hess Shoes encompasses the building footprints of both structures.

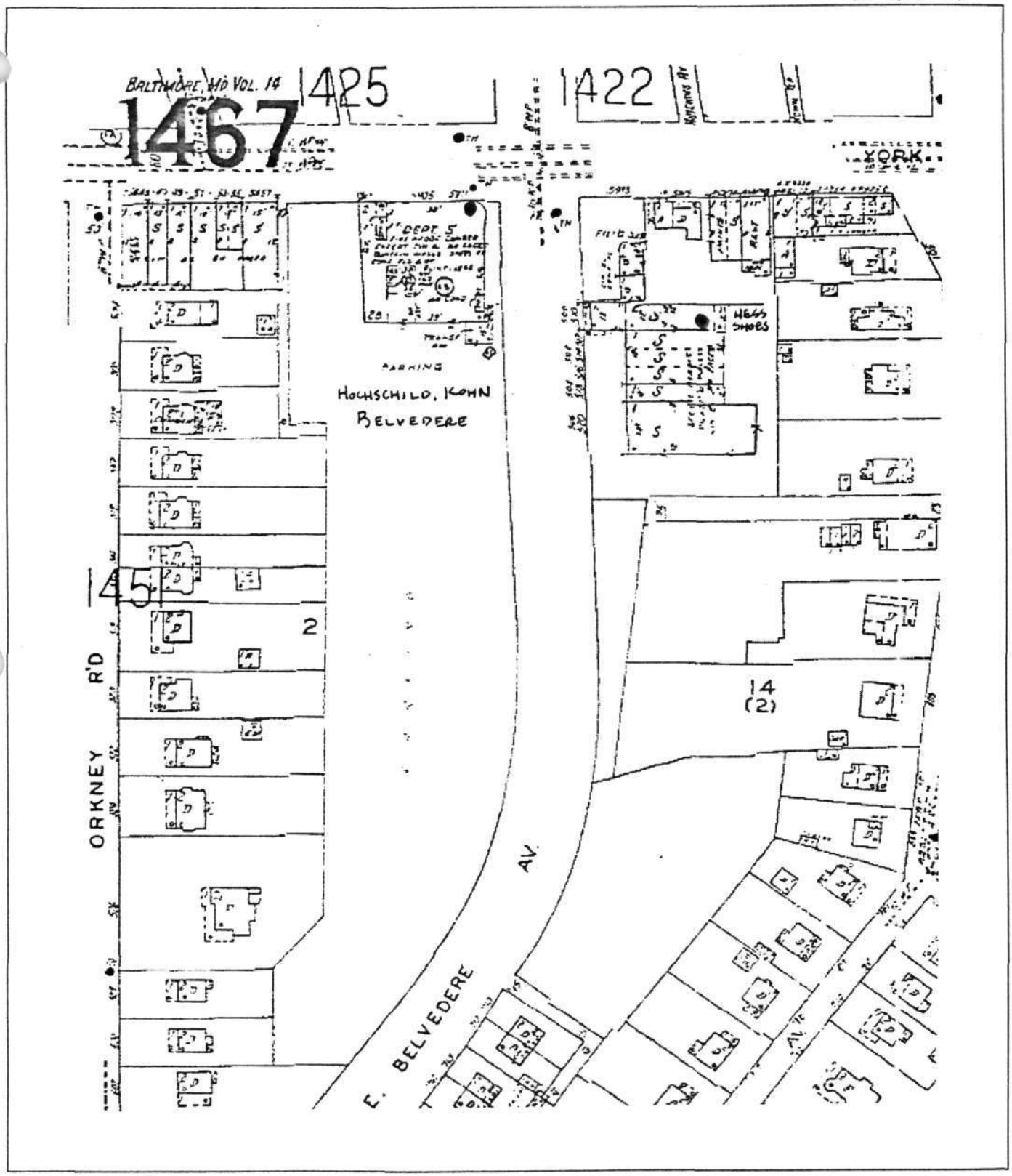
Generally, the boundary begins at the southwest corner of 5911 York Road and runs north along the structure's west wall to the northwest corner of the building's lot line. The boundary then turns and runs northeast to the southwest corner of 510 E. Belvedere Avenue. The boundary then turns and runs north along the western boundary of Hess Shoes' lot line to the northwest corner of that building. The boundary then turns and runs east about 30 feet to a point corresponding with Hess Shoes' eastern party wall. The boundary then turns and runs south along Hess's east party wall, across Belvedere Avenue and alongside Hochschild, Kohn Belvedere's east wall. The boundary then turns and runs west along H-K Belvedere's south wall, returning to the southwest corner of the building.

Boundary Justification:

The historic district boundary for Hochschild, Kohn Belvedere and Hess Shoes encompasses the two distinctive anchors of the ca. 1948 shopping development at York Road and Belvedere Avenue. The pair's architect-designed iconic modern retail features such as signage as ornament and glass curtain walls historically and visually link the buildings and distinguish them from their surroundings. Their coupled features also establish a common architectural language that maintains a dialogue between the buildings and reinforces the powerful elements of each building's design.

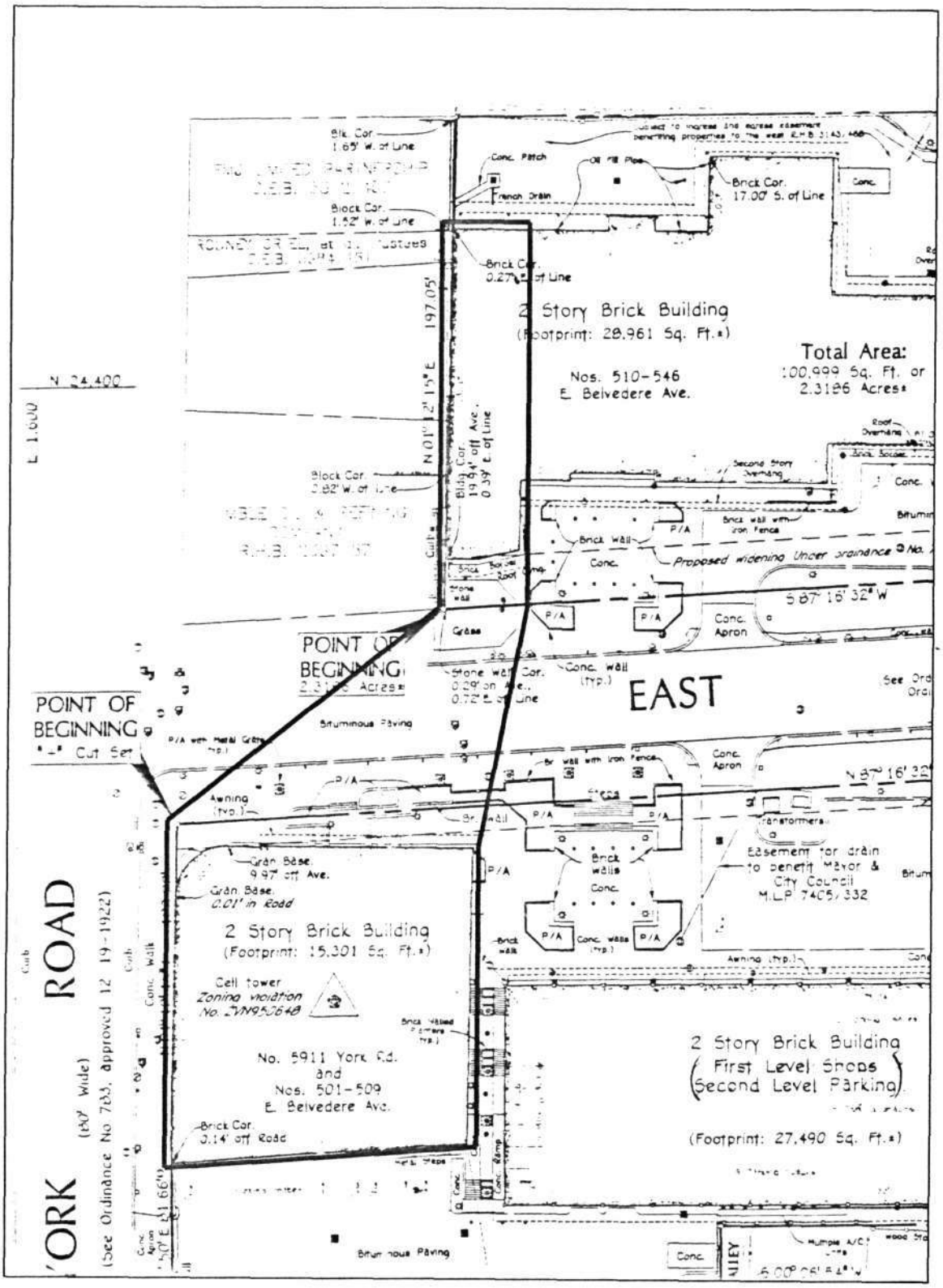
The district boundary encompasses the area of land containing the significant concentration of buildings that fall with the period of significance for Hochschild, Kohn Belvedere and Hess Shoes and embody the distinctive characteristics that meet National Register Criterion C as emblematic modernist commercial buildings. Ca. 1987 redevelopment located immediately east of both buildings along Belvedere Avenue acts as a visual barrier that marks a change in the historic character of the area. Therefore, the district boundary divides both stores' record lots to exclude the ca. 1987 market that was constructed adjacent to Hochschild, Kohn Belvedere and the radically altered shops adjacent to Hess Shoes.

B-1349



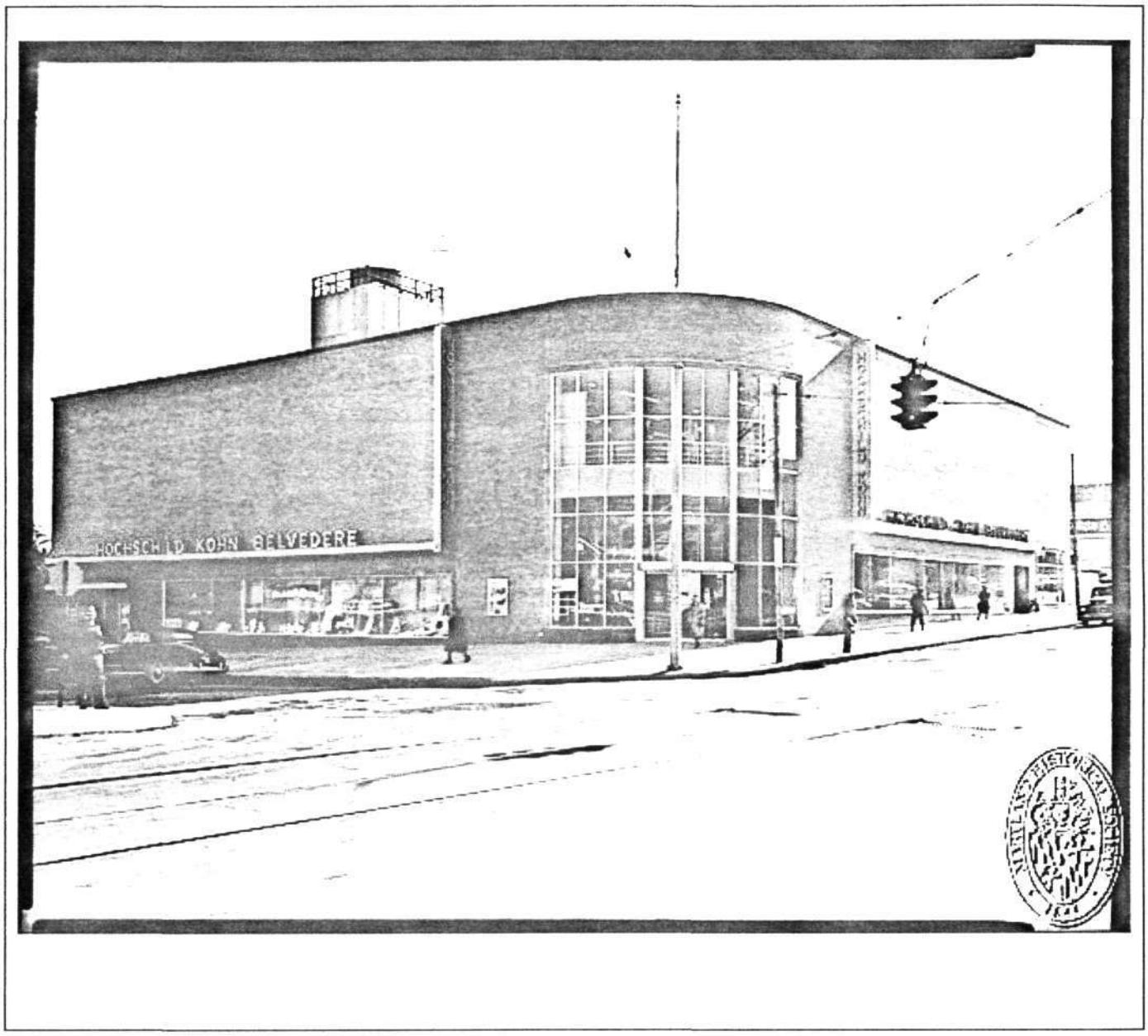
Attachment B
1953 Sanborn Map
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland

B-1349



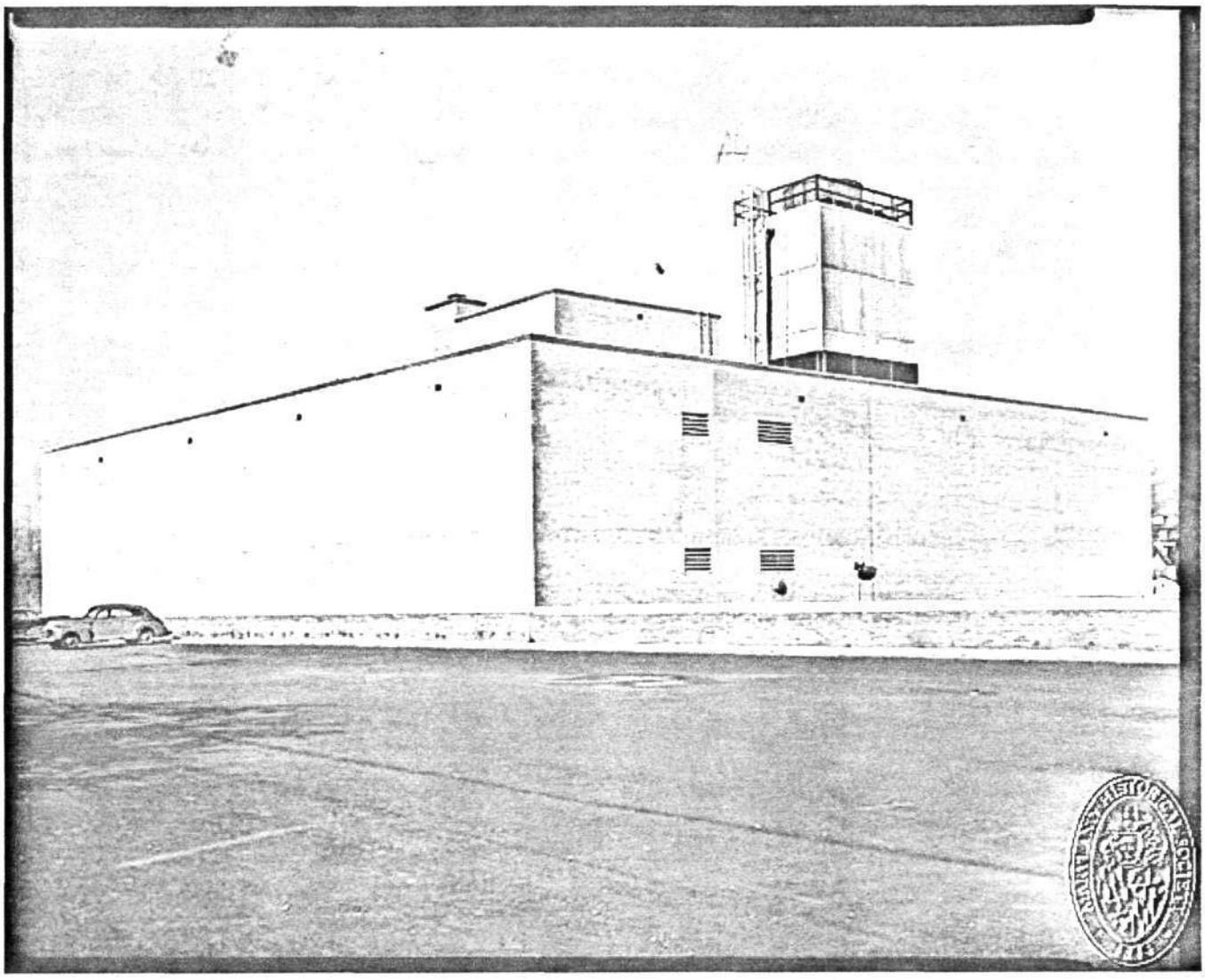
Attachment C
National Register Boundary
Site Plan – Survey (2000)
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland

B-1349



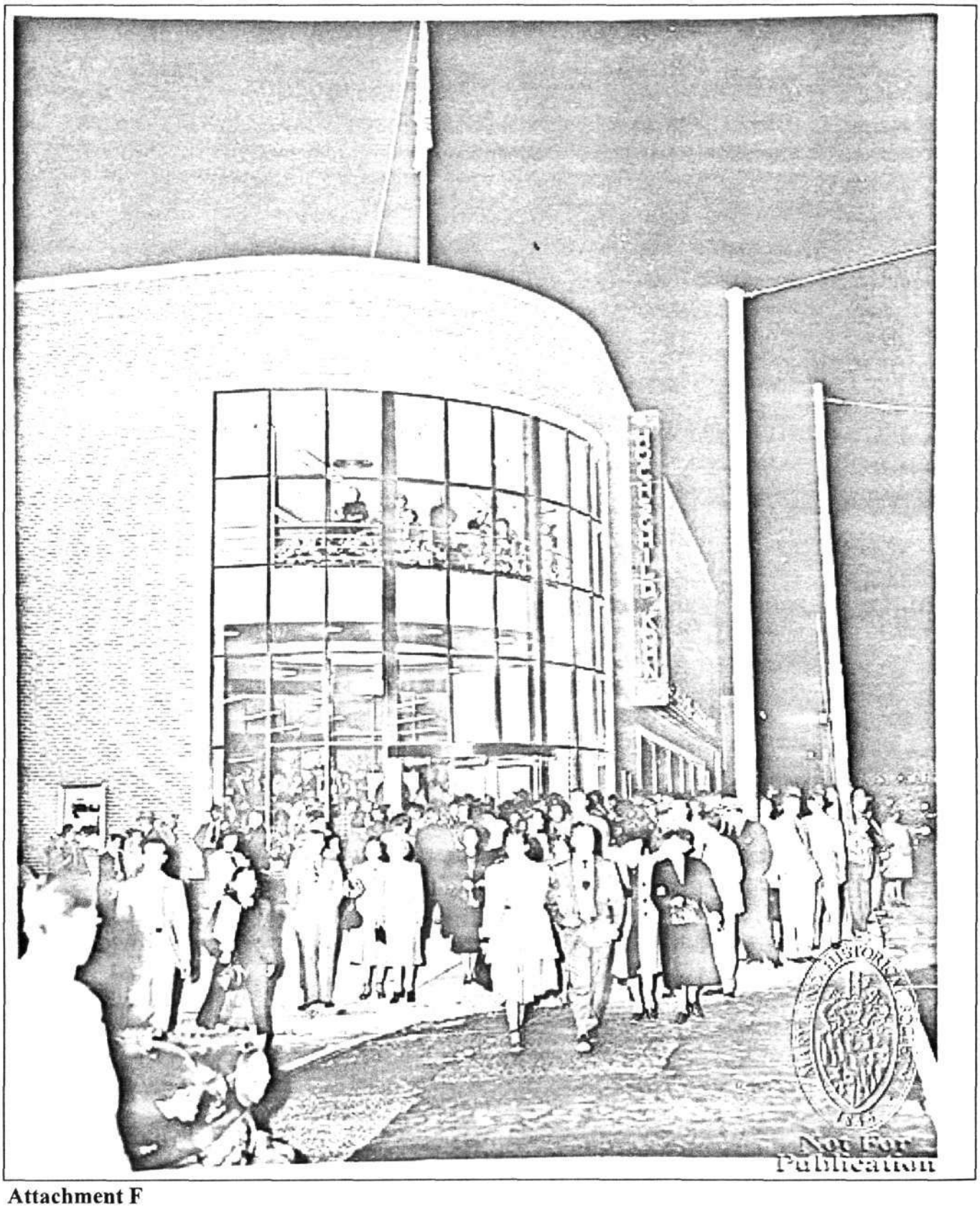
Attachment D
Ca. 1948 Photo of north and west facades of Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland

B-1349

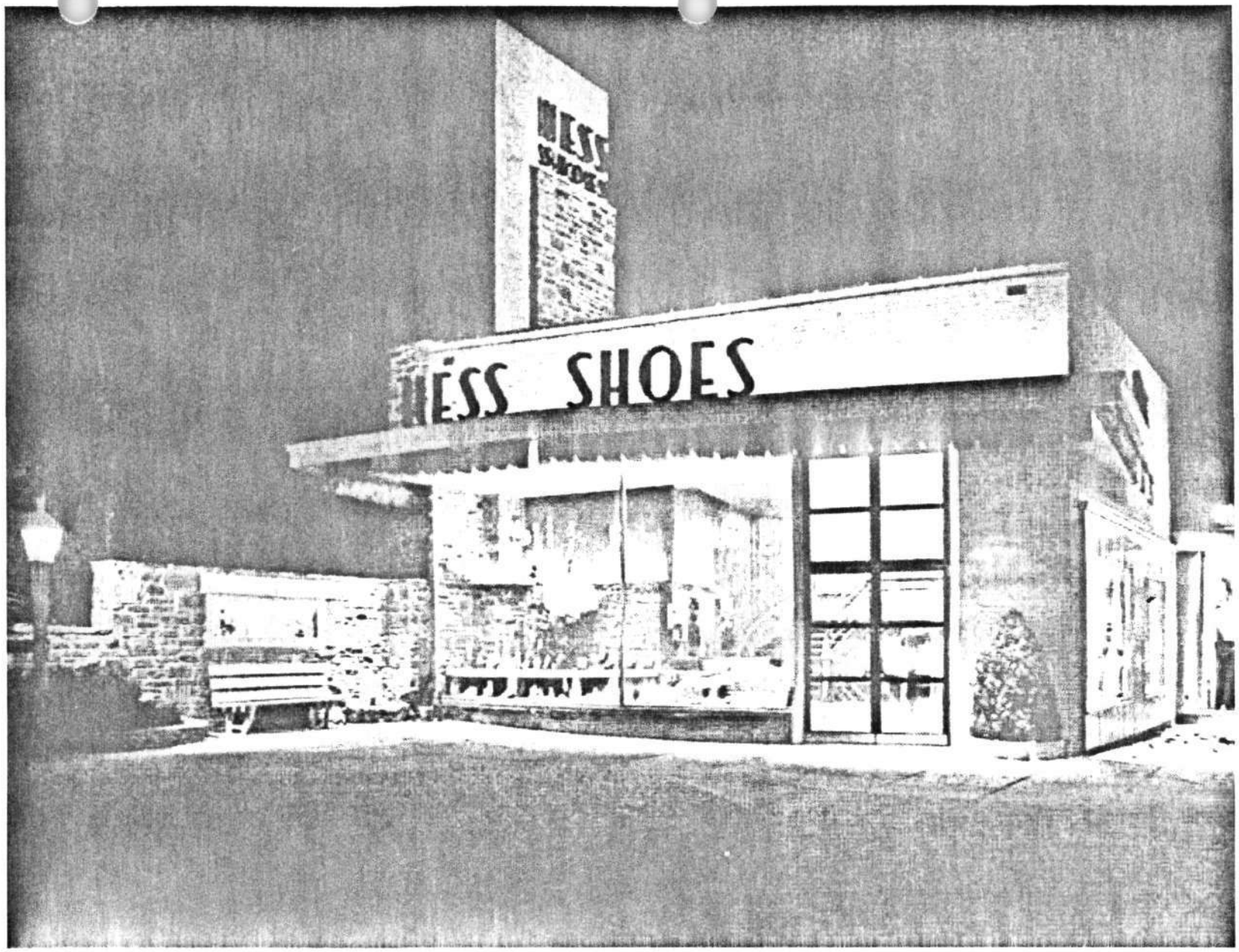


Attachment E
Ca. 1948 photo of south and east elevations of Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland

B-1349



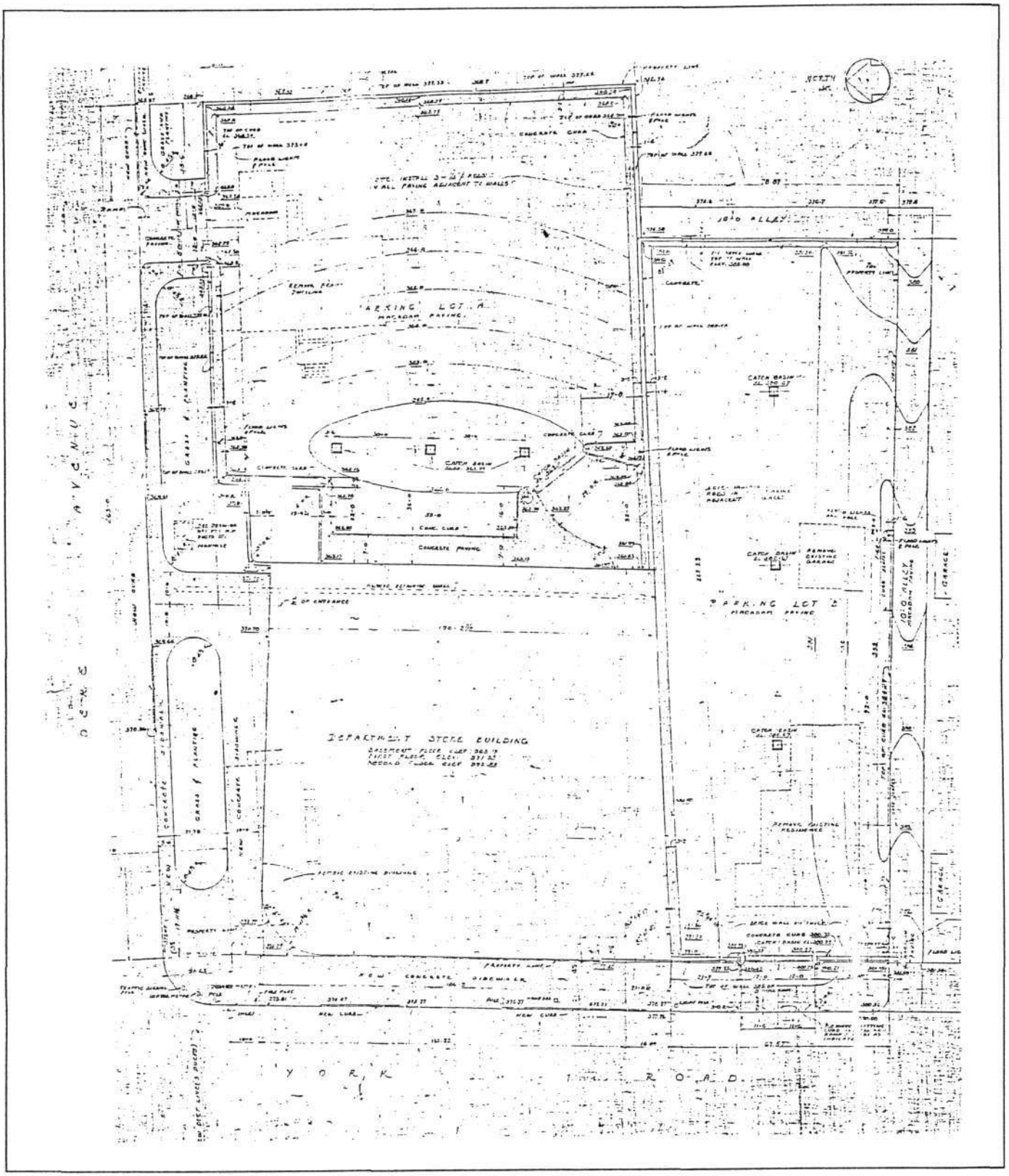
Attachment F
Ca. 1948 photo of grand opening Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland



Attachment G
Ca. 1955 Photo of south and east elevations of Hess Shoes
Hochschild, Kohn Belvedere and Hess Shoes (B-1349)
Baltimore City, Maryland
Source: AIA Baltimore Chapter, Work of Maryland Architects 1955. p. 36.

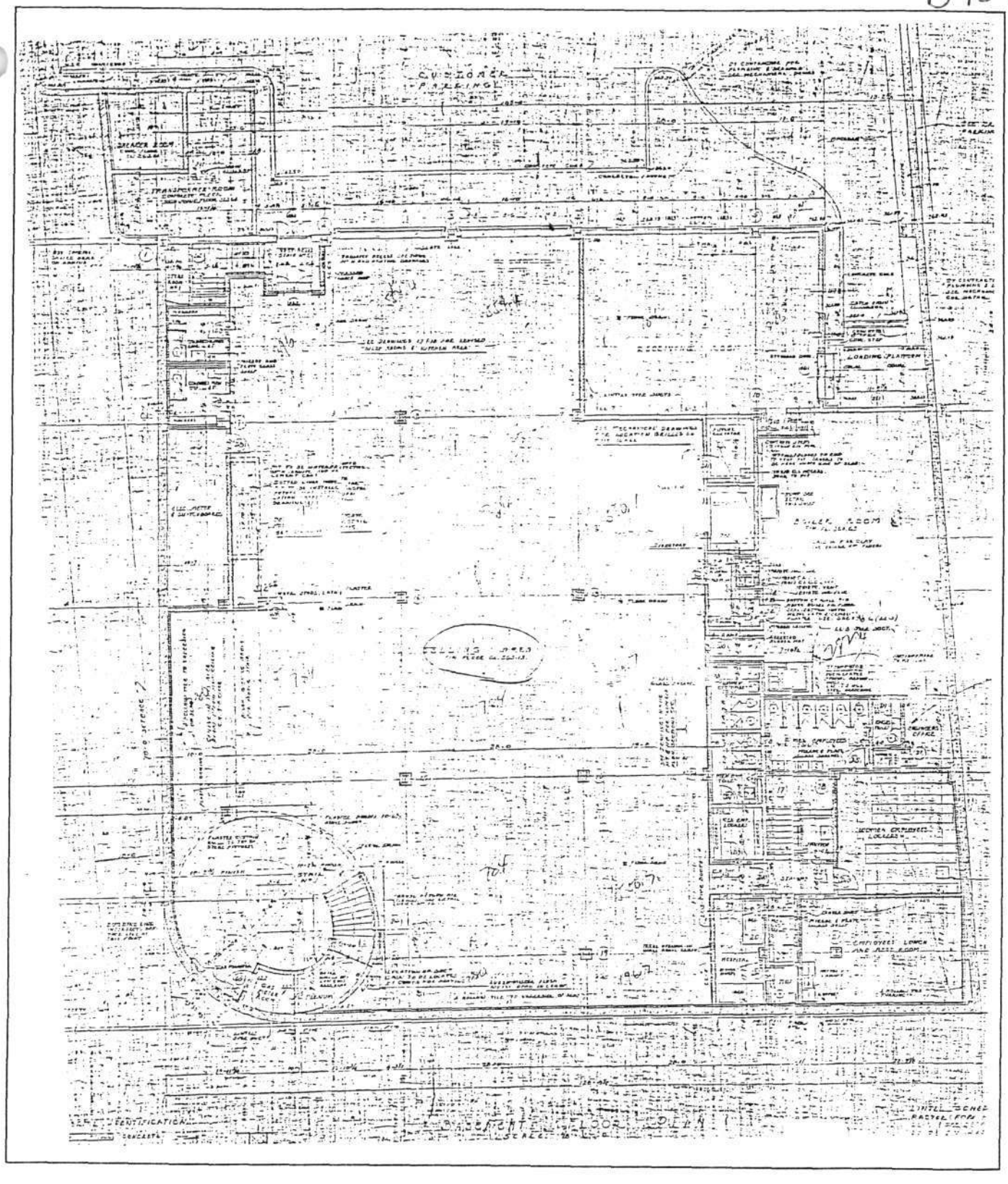
B-1349

B-1349



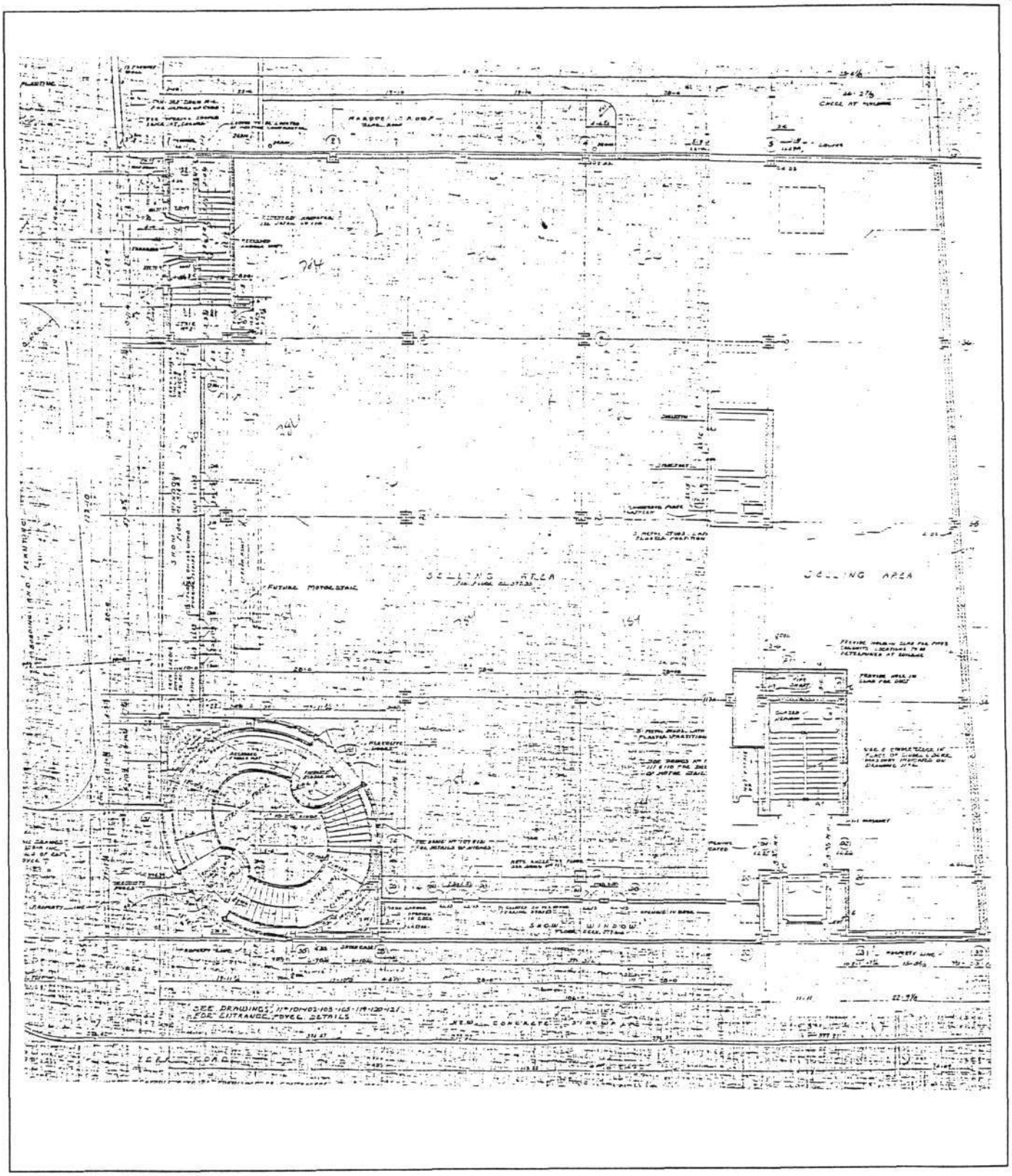
Attachment H-1
1948 Site Plan Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland

B-1349



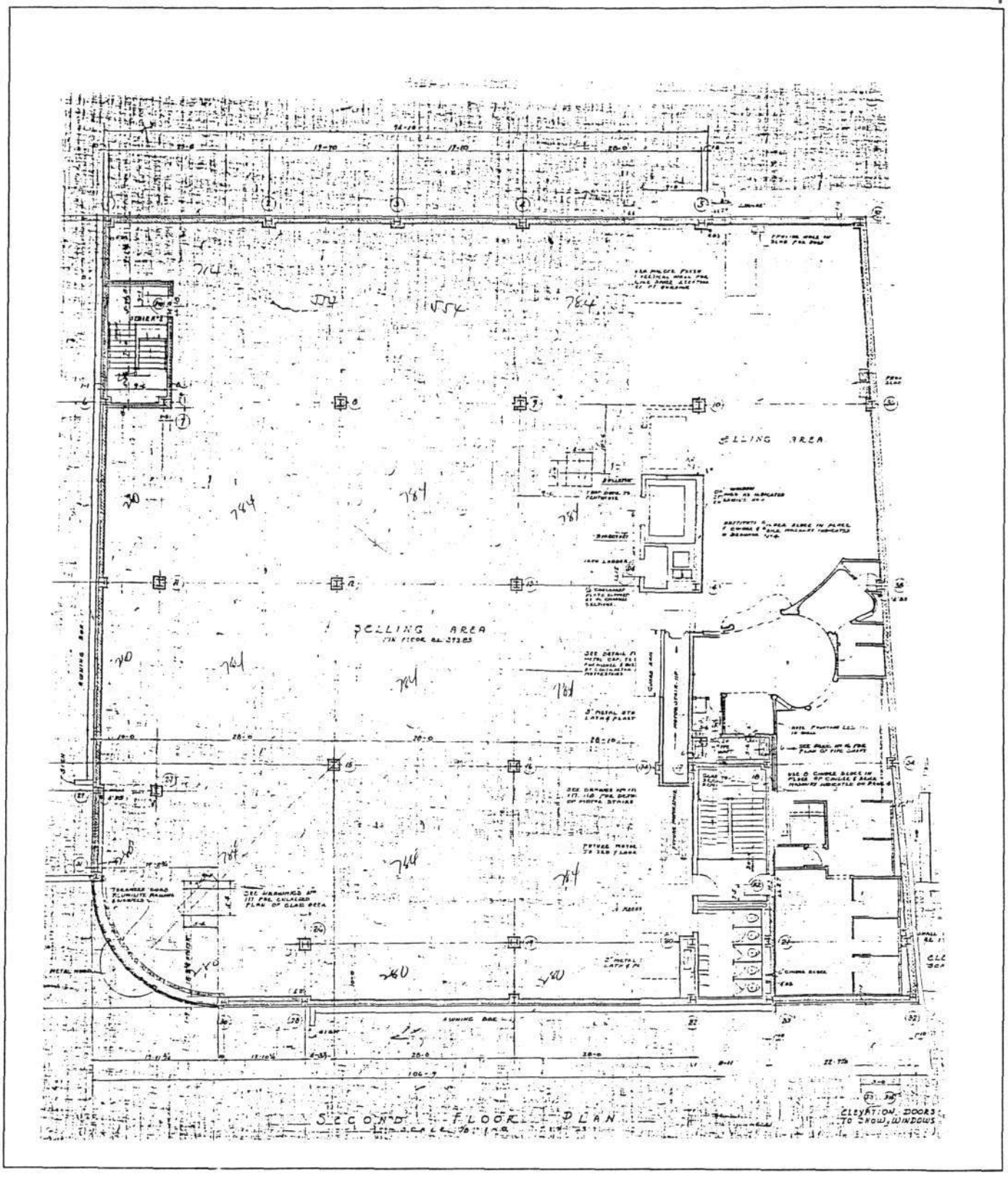
Attachment H-2
1948 Basement Plan Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland

B-1349



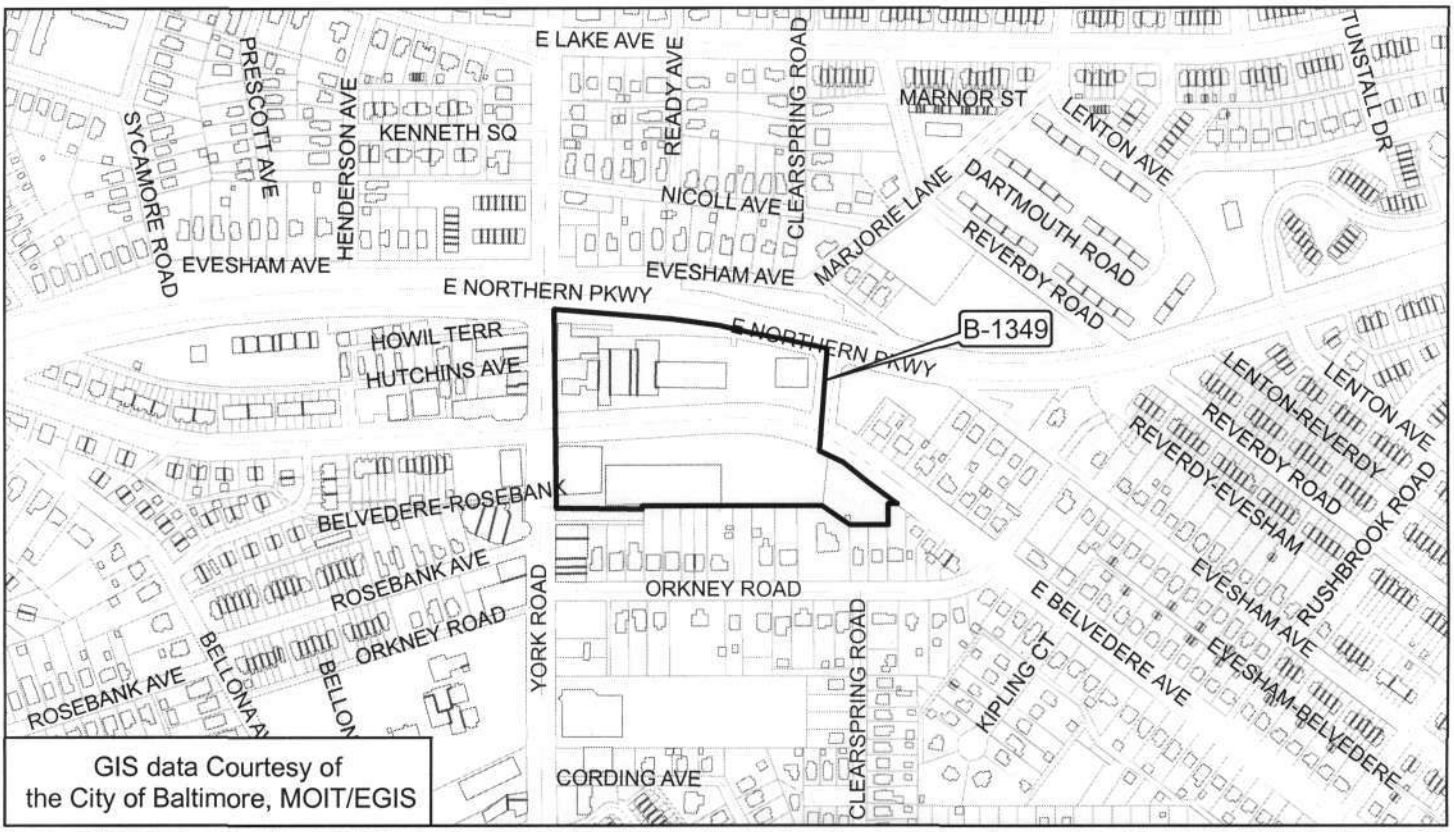
Attachment H-3
1948 First Floor Plan Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland

B-1349

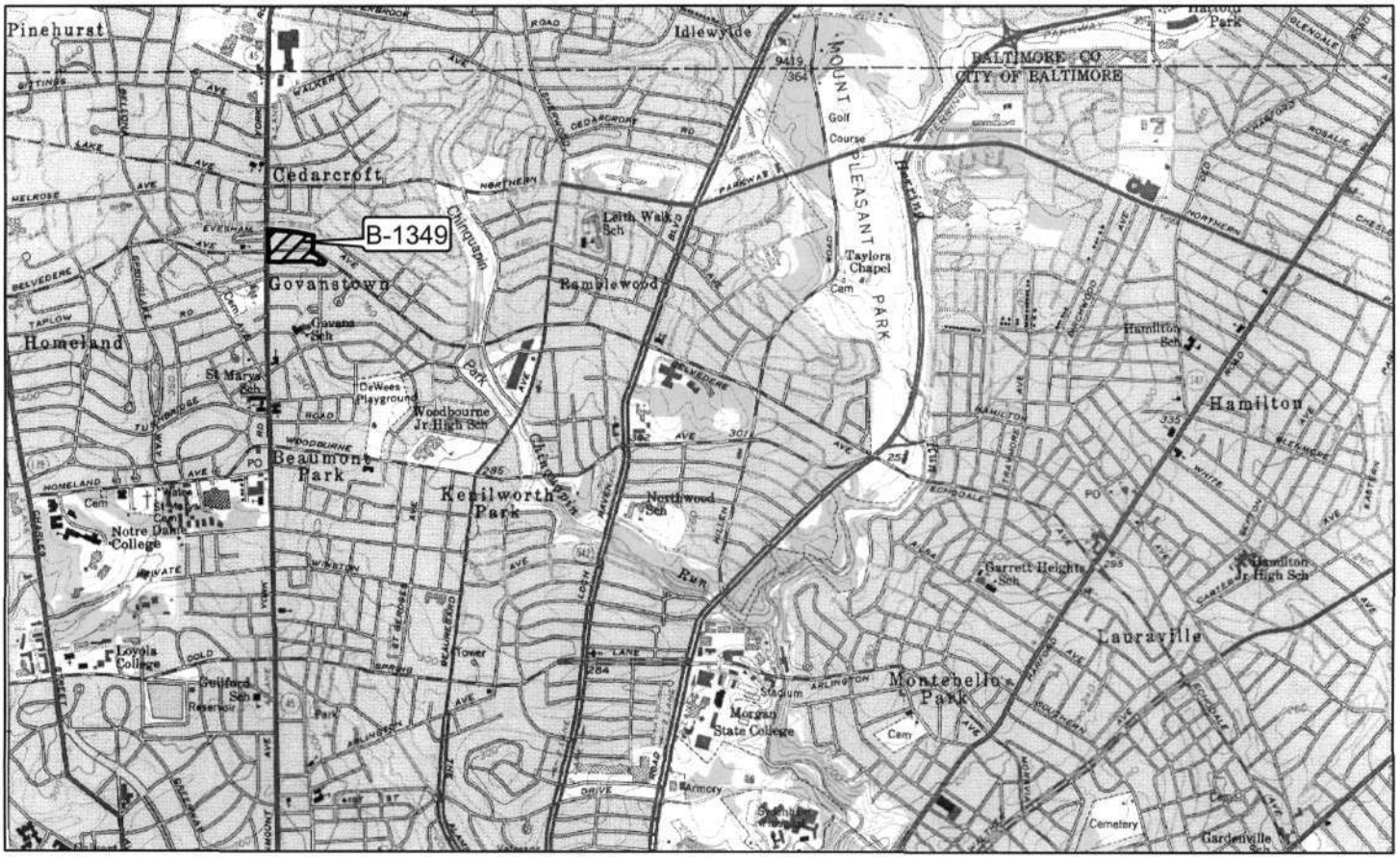


Attachment H-4
1948 Second Floor Plan Hochschild, Kohn Belvedere
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland

B-1349
Hochschild, Kohn Belvedere and Hess Shoes
5911 York Road and 510 Belvedere Avenue
Baltimore City
Baltimore County
Baltimore East Quad.



GIS data Courtesy of
the City of Baltimore, MOIT/EGIS



Therapeutic
Massage
Now
Available
(410) 653-8200
25

B-1349

Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland
Jennifer Goold, Betty Bird and Assoc.
October, 2002
MD SHPO

View northeast from H-K Belvedere to Hess Shoes. Note Hess' prominent pylon + H-K Belvederes projecting stainless steel revolving door.

1/15

S02BNOR T00763 P041

B-1349

Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland
Jennifer Goold, Betty Bird and Assoc.

October, 2002

MD SHPO

S024NOR T00313 P039

View east from Hess Shoes to adjacent strip shopping center altered ca. 1980s

2/15

LYNNE BRICK'S
BELVEDE
NO TURN ON RED
25
ROAD CLOSED TO THRU TRAFFIC

B-1349

Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland
Jennifer Goold, Betty Bird + Associates
October, 2002
MD SHPO
view southeast of 5911 York Road,
Hochschild, Kohn Belvedere.
3/15

S024 -1 T00357 P133

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird + Associates

October, 2002

MD SHPO

View northwest of 5911 York Road, Hochschild, Kohn Belvedere.

4115

BLOCKBUST

B-1349
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland
Jennifer Goold, Betty Bird and Associates
October, 2002
MD SHPO
view west of 5911 York Road, Hochschild, Kohn Belvedere. Shows ca, 1987 market, plaza, + basement level alterations.
5|15

VIDEO
FREE

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View west of 5911 York Road, Hochschild, Kohn Belvedere. Shows ca. 1907 stairway along north facade.

6/15

Inspirations
LYNNE BRICK
"BALTIMORE'S
You Are Invited!
Open House - All Day
Therapeutic Massage
NOW AVAILABLE

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Gould, Betty Bird & Associates

October, 2002

MD SHPO

View southeast of 5911 York Road, Hochschild, Kohn Belvedere

Detail of corner vista window + small showcase windows

7/15

5025 -1 100302 P056

5911

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View east of 5911 York Road, Hochschild, Kohn Belvedere. Shows detail of secondary entrance doors on west facade.

8/15

SOZSNOR T00467 P018

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View southeast interior of 5911 York Road, Hochschild Kohn Belvedere. Shows ramp, stairs, glass screen wall from inside front entry in vestibule.

9115

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates,

October, 2002

MD SHPO

view southeast interior of 5911 York Road

Hochschild, Kohn Belvedere, Shows curved stair

from basement level in vestibule + display niche.

10/15

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View west interior of 5911 York Road, Hochschild, Kohn Belvedere. Shows first floor selling floor.

11/15

B-1349
Hochschild, Kohn Belvedere and Hess Shoes
Baltimore City, Maryland
Jennifer Goold, Betty Bird and Associates
October, 2002
MD SHPO
View north of 510 Belvedere Avenue, Hess Shoes,
12/15

EXPERT SHOE REPAIR SERVICE

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View northwest of 510 Belvedere Avenue, Hess Shoes.

13/15

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View south interior of 510 Belvedere Avenue, Hess Shoes. Shows entry level from upper level.

14115

S023 +2 T00306 P033

B-1349

Hochschild, Kohn Belvedere and Hess Shoes

Baltimore City, Maryland

Jennifer Goold, Betty Bird and Associates

October, 2002

MD SHPO

View north interior of 510 Belvedere Avenue, Hess Shoes. Note Sliding board

15115

S025 -1 100358 P020