NPS Form 10-900
(Rev. 10-90)
United States Department of the Interior
National Park Service

OMB No. 1024-0018

B-4097

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 Riviera Apartments
other names/site number B-4097

2. Location

street 901 Druid Park Lake Drive
not for publication n/a city or town Baltimore vicinity n/a
state Maryland code MD city independent city code 510 zip code 21202

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 ___ nationally ___ statewide x locally. (___ See continuation sheet for additional comments.)

7-9-99

Signature of certifying official Date

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

Signature of commenting or other official 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 Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

_x_ private
___ public-local
___ public-State
___ public-Federal

Category of Property (Check only one box)

_x_ building(s)
___ district
___ site
___ structure
___ object

Number of Resources within Property

Contributing	Noncontributing	
1	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
1	0	Total

Number of contributing resources previously listed in National Register 0
Name of related multiple property listing n/a

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6. Function or Use

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Historic Functions (Enter categories from instructions)
Cat: DOMESTIC Sub: multiple dwelling
Current Functions (Enter categories from instructions)
Cat: VACANT/NOT IN USE Sub: _____

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7. Description

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Architectural Classification (Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS/Classical Revival

Materials (Enter categories from instructions)

foundation Concrete
roof Asphalt
walls Brick
other _____

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

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)

_x_ 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.

_x_ 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 a 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.

Areas of Significance (Enter categories from instructions)
SOCIAL HISTORY
ARCHITECTURE

Period of Significance 1915-1948

Significant Dates 1915

Significant Person (Complete if Criterion B is marked above)
n/a

Cultural Affiliation n/a

Architect/Builder John Freund, architect

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

9. Major Bibliographical References

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

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 # _____

Primary Location of Additional Data
_x_ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other
Name of repository:

10. Geographical Data

Acreage of Property .49 acre
USGS quadrangle Baltimore West, MD
UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
A	18	358930	4352970	C	__	_____	_____
B	__	_____	_____	D	__	_____	_____

___ See continuation sheet.

Verbal Boundary Description: The National Register boundary conforms to the current tax parcel, Block 3463-D, Lot 016. It is defined by Druid Park Lake Drive to the north, Linden Avenue to the east, an alley (Hendler Lane)to the south, and a separate tax parcel to the west.

Boundary Justification: The nominated property, .49 acre, comprises the entire city lot historically associated with the resource, encompassing the Riviera Apartments building within its historic landscaped setting.

11. Form Prepared By

name/title Shelby Weaver Splain
organization Noble Preservation Services, Inc. date September, 1998
street & number 10 Log House Road telephone (215) 679-5110
city or town Zionsville state PA zip code 18092

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 the SHPO or FPO.)
name _____
street & number _____ telephone _____
city or town _____ state ____ zip code _____

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. 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 Reduction Project (1024-0018), Washington, DC 20503.

Description Summary

The Riviera Apartments at 901 Druid Park Lake Drive in Baltimore City, Maryland, is an early twentieth century brick and cast stone apartment building that overlooks the southern quadrant of Druid Hill Park and Druid Lake. Situated at the intersection of Druid Park Lake Drive and Linden Avenue on approximately .49 acres, this six-story apartment building is one of the physical and visual anchors of an early twentieth century residential neighborhood in northern Baltimore known as Reservoir Hill. It is one of four such high-rise buildings in the neighborhood.

Built in 1915, the Riviera was designed using an eclectic mix of architectural styles that broadly fall in the category of Late 19th and Early 20th Century Revival styles. Elements of the Beaux Arts and Renaissance Revival styles are incorporated throughout the building, particularly around the main entrance and cornice and in the main lobby. Except for changes to some apartment floor plans, the Riviera retains much of its original appearance. Decorative interior elements such the plaster moldings, parquet flooring, and cove ceilings survive, giving the property a high degreeof integrity. The building now stands vacant as developers make plans for its rehabilitation as part of the larger effort to revive the Reservoir Hill neighborhood.

General Description

The Riviera is six story brick H-plan apartment building with a flat roof built on a concrete foundation using steel frame construction. The building generally fits into the category of Late 19th and Early 20th Century Revivals. It borrows its decoration from the myriad of styles that were popular in the first decades of the twentieth century, particularly the Beaux Arts and Renaissance Revival, which were used to create an eclectic design. Its style and form are very similar to other early twentieth century apartment houses in the Reservoir Hill area that are located approximately 800 feet to the west of the Riviera.

Because of the building's plan, the main (north) and rear (south) facades are divided by central ells into two, seven-bay wings (see attached floor plans). The east and west facades are relatively flat and broad, with thirteen bays. On the main facade, the two main wings feature central bay windows on floors two through six. The two rear wings, which face the alley, are unadorned brick walls that feature bay windows at the eastern- and westernmost corners. Enclosed sunporches are located around the building in eight different locations per floor: at the eastern and western corners of each main facade wing, in the easternmost corner of the rear eastern wing, along the western wall of the rear western wing, and close to the inside corners of both rear wings (see floor plans). These porches, all with eight windows (six along the front and one on each side), face the east, west, and south and provide picturesque views of Druid Hill Park and central Baltimore.

Each facade is marked by numerous windows which allow ample sunlight into every room of each apartment unit. Originally nine-over-nine single-hung sash provided light in the apartments and six-over-six single-hung sash were used in the basement. The original windows were replaced in a previous renovation to the present two-over-two aluminum sash. Because of the number and placement of the windows, the walls of the main (north), east, and west facades are varied in their profile, which creates the unusual look of the Riviera. The brick on the first floor is patterned and set to create the visual impression of a rusticated stone base. Two doors, one in the main facade ell and one along the east facade, provide access to the first floor. The rear (south) facade has a utilitarian entrance to the basement in the rear ell.

Decorative stone elements such as beltcourses, panels, and swags highlight the lines of the building and provide the chromatic variations within the walls. This ornamentation occurs

only on the main, east, and west facades, with only a small amount present on the outside corners of the rear facade. The beltcourses, one of which is patterned with classical fretwork, create a clear visual distinction between the bottom, middle, and top sections. A heavy dentilated pressed metal cornice also follows the roofline of the building along the principal walls.

The main facade features the largest amount of decoration, particularly around the main entrance. The double door with multi-light transom has a carved stone surround with a carved face and swag keystone. Directly above the door, two sets of large acanthus leaf brackets support a shallow stone balcony that is carved with fretwork similar to that on the middle beltcourse. Directly beneath the brackets on each side is a blind ocular window with additional Beaux Arts detailing. Beginning at the second floor immediately above the balcony and continuing to the fifth story, there is a carved stone panel vertically set in the brick.

Subtle details adorn the remainder of the main facade, particularly around the central bay windows. A large stone keystone is set in the brick lintel of the middle sash of the bay window, and the bay window at the second floor is supported by heavy stone brackets. At the roofline, two Beaux Arts-inspired oval carvings rise from the face of the cornice in the center of each wing. On the east and west facades, the amount of detail is considerably less with only the beltcourses, small stone diamond pieces below the sunroom windows, and the secondary entrance detailing providing decoration. This entrance mimics the main door with identical detailing and balcony; however, the inset panels are only found on the main facade. The rear facade has no ornamentation except for stone windows sills and the sections of the beltcourses which wrap around the bay windows.

The interior of the building is organized with a central corridor running east to west with the individual units accessed from this common space. Throughout the building, the design in the tile floor echoes the Classical fretwork seen on the exterior of the building. On the first floor, the entrance lobby is located immediately inside the main entrance and is sheathed from floor to ceiling with marble panels. Originally, it had two lounge areas leading off the main room, but these were closed during a later renovation (see first floor plan). Carved pilasters are located along the two side walls and flank the two narrow archways which lead to the east and west halls. The ceiling, once coffered with Classical

Revival detailing, has been partially obscured with dropped ceiling panels. A passenger elevator and original marble winder stair are located directly across from the main entrance, and a freight elevator is located to the west of the lobby. On all floors except the fourth, fire stairs are located at either end of the corridor.

Originally, there were approximately forty apartments in the Riviera. Remodeling campaigns throughout the twentieth century have changed some of the original apartment plans, some minimally and some drastically, to accommodate more units. Currently, the building has sixty-two apartments, with the number and size varying per unit. Each unit is different in layout and plan, ranging from two-bedroom with living and dining rooms to small one-bedroom apartments with a living/dining room area. Typically, the apartment has an unusual design with the private space oriented toward the perimeter of the building (with the picturesque view of the park), and the public space oriented toward the center. Common design elements such as parquet and tile floors, cove ceilings, and plaster moldings survive, to some degree, in most apartments, and each unit varies in the quality and quantity of remaining historic finishes.

The Riviera Apartment building is currently vacant, as the last tenants left the property in 1997 and early 1998. Although there is evidence of some deterioration from roof and window leaks in some of the apartments, the property has been reasonably well maintained. Despite some alterations to the interior of the building, the property still retains a good deal of integrity with regard to its design, materials, workmanship, setting, feeling, and association. Important elements of the original design, such as the overall plan, sunporches, exterior stonework, and interior plasterwork, still remain intact.

Significance Summary

The Riviera Apartments is eligible for the National Register of Historic Places under Criteria A and C for its contributions to the areas of Social History and Architecture. The building is locally significant for its association with the development of Baltimore's Jewish community and as a representative example of the early twentieth century urban apartment building.

Built in 1915 in the northern Baltimore neighborhood of Reservoir Hill, the Riviera was designed using an eclectic combination of Revival styles that were equally popular in the 1910s and 20s. When it was constructed, it featured the latest in apartment house design and technology, such as ventilation and mechanical systems. Opulent interior spaces and picturesque views of the adjacent Druid Hill Park made the Riviera one of Baltimore's prominent and desirable addresses. As the home to some of the city's wealthier Jewish citizens, the Riviera was one of the initial apartment buildings in the predominantly nineteenth century residential neighborhood. The Riviera is an illustration of the national trend in housing in the first quarter of the twentieth century, as apartment buildings became an integral part of the urban culture.

Resource History and Historic Context

The history and significance of the Riviera is closely tied to Baltimore's Reservoir Hill neighborhood and the development of that area of the city in the late nineteenth and early twentieth centuries. Annexed to the city in 1888, this northern suburb of Baltimore city had historically been associated with the sprawling country estates of wealthy capitalists. Development of the area began after the Civil War as the recently completed Druid Hill Park and the extension of the Citizens Passenger Railway drew residents and investors interested in escaping the city to enjoy the picturesque views of the lake and park from the "Hill". This 764-acre planned public park is located approximately two and a half miles north of downtown and facilitated development not only along the park's southern edge (Reservoir Hill) but also along its eastern, western, and northern borders.

With the annexation of the land north of North Avenue in 1888, development of the neighborhood grew at an accelerated rate, particularly along Eutaw Street, Madison Avenue, and Whitelock Street. By 1919, this recently annexed portion of this city already boasted a population of 12,000 people per square mile.[1] Wealthy investors and capitalists, looking for undeveloped land on which to build their new homes, built single and row houses in the eclectic style for which Baltimore has become so well-known. This move northward set the tone for the growth of the Reservoir Hill neighborhood through the late nineteenth and early twentieth centuries as one based "on homogenous incomes rather than occupation and proximity to work."[2] From its beginning, it was a community defined by status and wealth.

In the first quarter of the twentieth century, Reservoir Hill began to expand from the immediate Eutaw Place-Madison Street area to include the adjacent blocks of Linden Avenue, Brooks Lane, and Chauncy Avenue. The Reservoir Hill section of the city, considered "Uptown" in the early decades of the twentieth century, developed as one of the city's strongest Jewish neighborhoods as established Jewish families, those who had lived in the East Baltimore neighborhoods in the mid- to late nineteenth century, rose to upper-class status as highly successful financiers, merchants, and entrepreneurs. The

[1] Sherry Olson, *Baltimore, The Building of an American City* (Baltimore, MD: Johns Hopkins University Press, 1980) 302.
[2] Chuck Dammers, editor, "Foundation of an Historic District" (Commission for Historical and Architectural Preservation, Baltimore, MD) Photocopy from Eutaw-Madison Historic District files.

move "uptown" to the burgeoning Eutaw Place - Lake Drive community marked one of the first stages of population migration from the city core to the outlying areas. Following the popular housing trends of the times, these wealthy Baltimoreans sought apartment house living for both prestige and convenience.

Until the 1910s, the neighborhood's housing stock was primarily two-to-three story single family homes. In an attempt to create Baltimore's own version of the Gold Coast, builders and investors built grand apartment houses along the Lake Drive to house Baltimore's wealthier Jewish residents. With the building of the Esplanade Apartments in 1912, the concept of apartment house as the fashionable urban dwelling characterized much of the area's subsequent growth.

Although the apartment building had been a popular form of urban housing since the mid-nineteenth century, it was not until the turn of the twentieth century that this type of property became widespread throughout most major U.S. cities. Until the first decade of the 20th century, architects and builders were continually hampered by critical social and professional reviews of the role of the apartment house in the in the family and in the community. In the mid-19th century, particularly after the Civil War (1861-1865), major cities like New York saw the development of the apartment/hotel as an option for middle-class families that could not afford a single-family home and would not live in the tenement buildings relegated to lower-class citizens and as the most cost-saving way to accommodate large numbers of people on dwindling open land space. Once the national apartment-living model had proven acceptable in New York City, other mid- to large cities found the apartment building gaining ground as the choice for urban citizens.[3]

Association with the tenement culture, and the outspoken moral need for family privacy and decency clouded most apartment house development until architects developed building and apartment plans that separated middle- and upper-class apartment buildings from lower-class tenements. By the 1880's, legislation was already in place that began to change the nature of the apartment house and influenced design characteristics that both challenged and frustrated apartment building architects. Height restrictions placed limits on the number of floors in apartment buildings and "Right-to-Light" laws required all

[3] See Elizabeth Cromley, *Alone Together: A History of New York's Early Apartments* (Ithaca, NY: Cornell University Press, 1990).

apartment rooms have access to sunlight and fresh air. The battle between private and public space, combined with legislative and code mandates, continued to call for the evolution of apartment design.

Traditionally, the apartment-hotel was aimed at the wealthy upper-class markets that demanded stylish, metropolitan living without the burdens of domesticity.[4] Because apartment units were often larger and more expensive than single family homes of the time, they were seen as status symbols to those who could afford them.[5] As Elizabeth Cromley notes in her social and architectural history on apartment houses in NYC, the apartment offered tenants the type of luxury and convenience beyond the reach of private home owners.[6] When combined with picturesque views of the surrounding area, apartments became the preferred mode of living. They played a large part in the changing roles of women, and provided women with the opportunity to work, as burdens of housekeeping were reduced and responsibilities like child-rearing could be shared with the community network found in apartment house living. As America came to symbolize the "culture of convenience" in the first few decades of the 20th century, the apartment became a symbol of this culture and inextricably linked to its personality.[7]

In the quest to distinguish the apartment from the tenement, architects sought key features that could be incorporated into their buildings that would make them first-class dwellings. Some of these ideas were manifested through the creation of shared public spaces that controlled social interaction, such as the lobby, and through the incorporation of technological advances like elevators, electricity, and telephones. Tenements had none of the features of luxury found in middle- and upper-class apartment buildings. Aside from poorly arranged apartments of three or four rooms that often failed to create the critical separation between public and private space inside and outside the apartment, tenements

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[4] Gwendolyn Wright, *Building the Dream: A Social History of Housing in America*, (Cambridge, MA; MIT Press, 1981) 139. See also Cromley, 102.

[5] "Eutaw-Madison Apartment House Historic District," Baltimore, Maryland. National Register of Historic Places Registration Form, p. 9, 1983, U.S. Department of the Interior, National Park Service, Washington, D.C.

[6] Cromley, 201.

[7] Cromley, 27. See also the final chapter, "The Modern Apartment House".

did not have elevators, a lobby (particularly one with a concierge), or a system of support services like laundry or dining facilities that enhanced their lifestyles.[8]

The Riviera was the second of these high style apartment buildings built opposite Druid Hill Park, and typified the modern apartment house, both locally and nationally. Its name conjures up images of romantic European vacation spot along picturesque bodies of water; in the fashion of the late 19th and early 20th century apartment-hotels, it was deliberately chosen to evoke such high society connections that gave its tenants the additional air of aristocracy.[9] Its style and amenities followed the national norm of apartment hotels and could rival those found in Manhattan.

Constructed in 1914-15, it was built for Realty Mart, a real estate agency on Eutaw Place which catered to Baltimore's wealthy Jewish clientele. It was designed by John Freund (1877-1932), a Baltimore architect who, in a quarter-century of practice, was responsible for several apartment buildings as well as such religious structures as the Homestead Church, Shaarei Zion Synagogue, and Pimlico Baptist Church. At its opening on April 30, 1915, the building was touted as "one of the most unusual apartment houses in the country."[10] It was designed using an eclectic combination of modes drawn from Classical precedents that had become standard design sources for apartment buildings in the early 20th century -- Beaux Arts and Classical Revival-style elements are seen throughout the interior and exterior of the building, primarily in the details.[11] These particular styles were of interest to all architects in general and apartment-hotel designers specifically, during the late nineteenth and early twentieth centuries as they sought historical and European precedents to create monumental and classical American buildings. As this approach to design became more prevalent in the 1910s, local interpretations based on high-style examples brought the Beaux Arts and Classical revival styles to many American communities, particularly urban areas.

Originally, the Riviera was slated for forty-eight units varying in size and price. The apartments typically ranged from two rooms with one bath to eleven rooms with four baths and rented anywhere from $600 to $14,000 annually to accommodate some upper

[8] Cromley, 87, 178-179.
[9] Cromley, 142-143.
[10] "Real Estate and the Courts," *Baltimore Sun*, May 1, 1915, p. 14, col. 1.
[11] Cromley, 202.

middle-class tenants in addition to the large number of upper-class renters. However, when the building opened, the number of units had been reduced because of some specially arranged suites for important tenants.[12]

The six-story fireproof building was designed using the latest apartment house planning practices. The H-plan allowed for the maximum amount of light possible, which was not only desirable for marketability but also from a sanitary and health standpoint. Each unit contained a number of first-class amenities that had not yet become standard features in twentieth-century apartments. These included "convenience" comforts like tiled kitchens with stoves, refrigerators, and pantries; baths with solid porcelain plumbing fixtures, including showers and tubs; and heated sunporches.[13] All of the apartments were finished with decorative plasterwork, parquet floors, and high cove ceilings. The first floor lobby, sheathed in Italian marble, offered reception rooms and telephones for its tenants and their visitors. The utilitarian basement level further attests to the status and caliber of the building's tenants; not only did it hold the building's mechanical systems, but it also originally featured maid and servants rooms, baths, and full-scale laundry facilities.

The size and considerable cost of these apartments attests to the financial and social status of the tenants, who included some of Baltimore's citizens of new wealth.[14] The McCormicks of McCormick spices, and the Hechts and Hamburgers of department store fame, in addition to other prominent Jewish citizens, all held long term leases in the building.[15] The Riviera tenants in the city directories reads as a list of "who's who" in Baltimore and, in addition to high profile families like the McCormicks and Hechts, the list includes jewelers, brokers, and managers from various local manufacturing and commercial ventures.[16] Leo Grief, the Vice President and Treasurer of L. Grief & Bros., was a neighbor of the Laupheimer brothers who both had executive positions with Krause & Co. Moses Rothschild, the President of the Sun Life Insurance Company of America, lived on the same floor as Benjamin Spandauer of Spandauer Coat Manufacturing and Benjamin Strouse of Strouse and Bros.

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[12] "Real Estate and the Courts."
[13] Ibid.
[14] Mrs. Virginia North, telefax communication to author, February 26, 1999.
[15] "Real Estate and the Courts."
[16] R.L. Polk & Co., *Baltimore City Directory* (Baltimore, MD: R.L. Polk & Company, 1919) 1490.

At its construction, the Riviera was one of the only buildings in the northern area of the neighborhood, because most of Reservoir Hill physically developed from the edge of center-city Baltimore northward. It was not until after World War I that the northern reaches of the neighborhood were settled, mostly through the increased migration of middle- and upper-class Jews from center-city Baltimore. A 1915 Sanborn map for the neighborhood shows developed land along the Eutaw-Madison corridor, but only six developed parcels of land, including the Riviera, immediately east of Eutaw Place above Whitelock Street.[17]

Throughout the 1920s, Reservoir Hill as a whole continued to grow as an upper class Jewish community. Aside from the attractive apartment buildings the Eutaw Place - Lake Drive area offered, Jewish citizens were able to establish another community, complete with at least three large reform temples, Oheb Shalom, Har Sinai, and Baltimore Hebrew, a country club, gentleman's club, and funeral parlor.[18] Without the covenants restricting ethnic homeownership found in many of the older, established Baltimore neighborhoods, Jews were free to settle in this northwestern quadrant of the city.[19]

After the Riviera, two more apartment buildings were constructed in the area. The Emersonian, one block to the west on Eutaw Place, closely followed the Riviera in the summer of 1915. Temple Gardens was finished in 1928 on Madison Avenue, one block west of Eutaw Place.[20] Together with the Emersonian, Esplanade, and Temple Gardens, the Riviera housed a conspicuous segment of Baltimore's Jewish upper class from the 1910s until the next wave of suburban migration began in the late 1930s. A 1928 Sanborn map of the area shows that the area was completely developed and primarily dominated by moderate-scale middle-class apartment buildings and rowhouses in the midst of the neighborhood anchors - the large apartment hotels.[21] This was not an unusual trend in urban development, as the number of apartment buildings constructed in the 1920s rose

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[17] Sanborn Map Company, *Baltimore, Maryland*, (New York: Sanborn Map Company, 1915). Of these six, two are large single family homes bordering the lake, two are rowhomes, one is a smaller apartment complex, and the last is the Riviera.

[18] Gilbert Sandler, "Five of a Kind," *The Jewish Times*, February 17, 1999.

[19] Dammers.

[20] The three other similar apartment buildings in Reservoir Hill were listed on the National Register as a district in 1983.

[21] Sanborn Map Company, *Baltimore, Maryland*, (New York: Sanborn Map Company, 1928).

locally and nationally as developers realized they were a profitable investment on high-premium land.[22]

As the century progressed, the demographics of the neighborhood began to change as the suburbs became the more desirable place to live. This regional and national trend was a universal threat in most urban communities as automobiles and expanding industry moved people away from congested and increasingly dangerous inner cities to the spacious, safer suburbs. In Baltimore during this time, the city population was decreasing by approximately one thousand people a year, while the counties were growing at a rate of thirty thousand residents annually.[23] The wealthy Jewish families who had moved to Reservoir Hill to escape the center city in the early part of the century migrated further into Towson, Pikesville, and Forest Park.

In the 1930s or 40s, the Riviera underwent its first renovation and some of the individual apartments were re-defined to create smaller units.[24] The same high quality of finishes was continued during these changes, with the moldings and patterns of the original 1915 units replicated along the new walls. While in 1940 the Riviera's tenants are still of Jewish heritage, they are clearly in a different social and economic class than their predecessors twenty years earlier, with a larger number of tenants in middle management and service-oriented occupations.[25] The number of vacant apartments in the building suggests that the middle- and upper-class were moving up and out, abandoning a once flourishing neighborhood for yet another phase in American housing, the suburb. By the late 1940s in the Reservoir Hill neighborhood in general, the houses and apartments of were being subdivided and rented to the increasing number of temporary, blue-collar war workers moving to the city.[26]

Beginning in the 1950s, Reservoir Hill's Jewish population began to be replaced by middle-class African Americans, who had also begun the move out of the city toward the

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[22] Wright, 150.
[23] Olson, 347.
[24] This assertion is based on physical evidence within the building, such as the nature and style of the changes.
[25] R.L. Polk & Co., *Baltimore City Directory* (Baltimore, MD: R.L. Polk & Company, 1930) 1493. R.L. Polk & Co., *Baltimore City Directory* (Baltimore, MD: R.L. Polk & Company, 1940) 1496.
[26] Dammers.

suburbs.[27] As Sherry Olson notes in her comprehensive history of Baltimore, "the Jewish community, moving out of Oldtown, Eutaw Place and Forest Park, provided exceptional values for the black community, often by tolerance and a recognition of common experience: they transferred buildings, resources, legal services, financing and schools. About 1960, as in 1893, the whole set of synagogues got up and moved."[28] The Riviera was now home to lower-middle and middle class African American families who worked in the city, but could not yet financially or socially make the move to the suburbs.

By the late 1960s and 70s, most of the neighborhood, particularly the area between Whitelock Street, Madison Avenue, and Brooks Lane, had fallen into extreme disrepair, mainly through the actions of real estate developers who created an unfair yet legal way to manipulate neighborhood homeowners and keep them in a vicious economic cycle of falling property values with very high mortgages. Culturally, the neighborhood now had a strong African American identity with most vestiges of the Jewish community erased. By the 1980s, a renewed interest in the area helped to reclaim some of the homes, with government investment spurring the rehabilitation and restoration of the Reservoir Hill neighborhood.

Throughout the mid-to-late twentieth century, the property was sold several times to different interests, eventually falling into government control as the U.S. Department of Housing and Urban Development managed the property in an attempt to stabilize the neighborhood. Despite these successive changes in ownership, the property was always maintained as an apartment building, and, architecturally, continues to reflect the opulence of the early twentieth century urban apartment house.

The Riviera, like the other three apartment buildings in the area, is a representative example of the early twentieth-century apartment house that was emerging as the residence of choice for upper-class urbanites. Not only did it incorporate the most current architectural and technological devices of the time, but it also embodied the associations of apartment living. The building was a visual and physical anchor as Reservoir Hill expanded to become one of the most prominent ethnic areas in Baltimore. Although there have been some physical changes to the interior of the building throughout the last eighty-

[27] At this point in time, the later city directories begin to reflect a change in the ethnicity of surnames as one group replaces another.
[28] Olson, 380.

three years, the Riviera has a good degree of integrity and clearly communicates its history and significance as an important residential building in this Baltimore neighborhood.

Maryland Comprehensive Historic Preservation Plan Data

Geographic Organization:

Piedmont

Chronological /Developmental Period(s):

Industrial/Urban Dominance

Prehistoric/Historic Period Theme(s):

Architecture, Landscape Architecture and Community Planning

Resource Type:

Category: Building

Historic Environment: Urban

Historic Function(s) and Use(s):

Domestic/Multiple Dwelling

Known Design Source:

John Freund, Jr., architect

Bibliography

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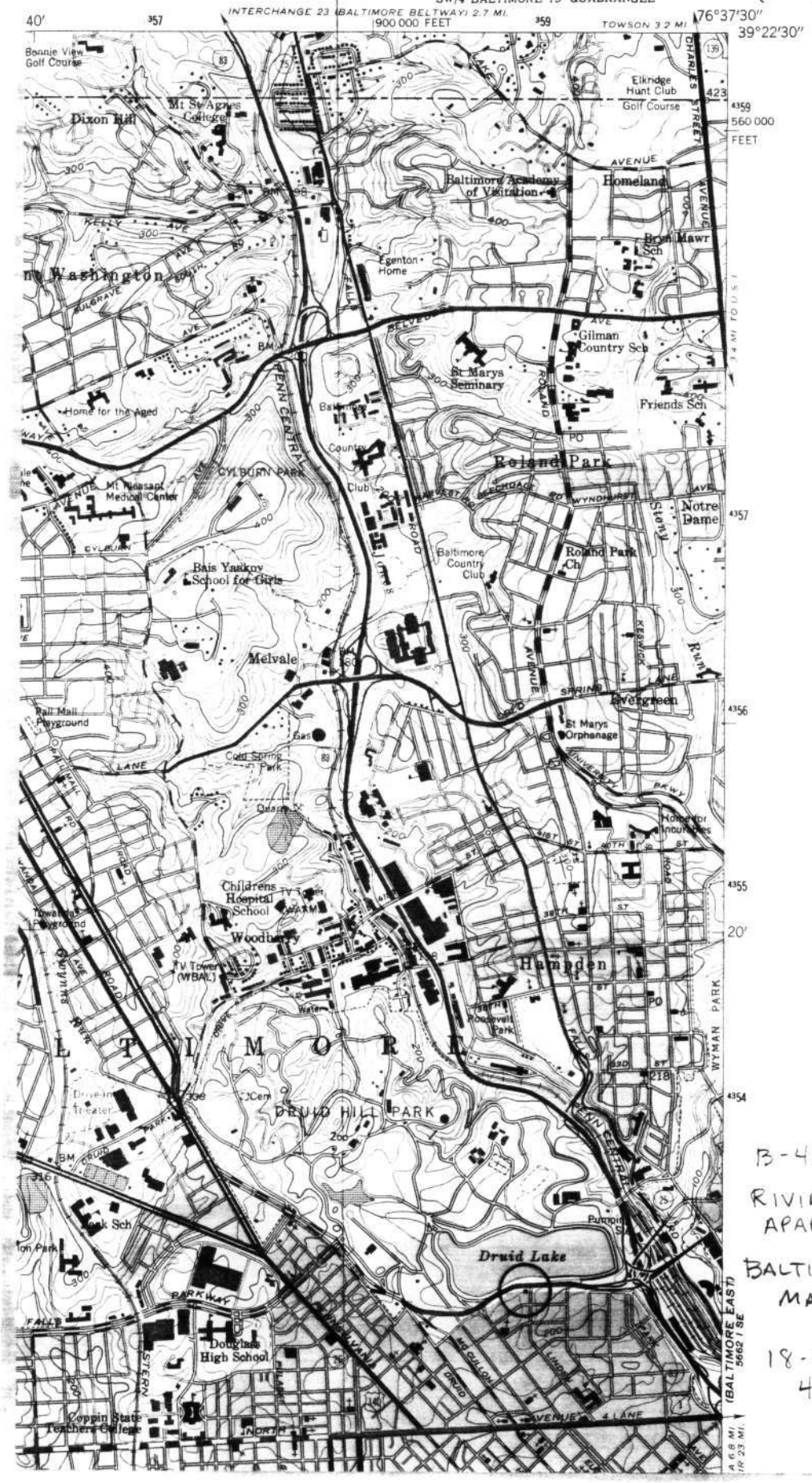
BALTIMORE WEST QUADRANGLE
MARYLAND
7.5 MINUTE SERIES (TOPOGRAPHIC)
SW/4 BALTIMORE 15' QUADRANGLE

B-4097



B-4097
RIVIERA APARTMENTS
BALTIMORE CITY
MARYLAND
18-358930-
4352970

Riviera Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation Services, Inc.
16 Log House Rd, Zionsville, PA 18092
Looking SW at main (north) and east facades
Photograph 1 of 15

B-4097

NO
LOITERING
NO
TRESPASSING

B-4097

Riviera Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation
10 Log House Road, Bronsville PA 18092
Detail of main ([illegible]) entrance, looking S
Photograph 2 of 5

B-4097

Riviera Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Trent Noble, Photographer
July, 1998
NSDC Preservation
10 Log House Road, Bonsville PA 18092
Decorative panels in main entrance, looking south
Photograph 3 of 15

B-4097

Riviera Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Paul Noble, Photographer
July 1998
Noble Preservation
10 Log House Road, Bionsville PA 18092
Detail of decorative panels in main entrance, looking south
Photograph 4 of 15

NO
LOITERING
NO
TRESPASSING

B-4097

Rotonda Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation
10 Lafferty Rd
Glenville, PA 17329
Looking west at east entrance
Photograph 5 of 15

Riviera Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, photographer
July 1998
Noble Preservation
10 Log House Rd, Donsville PA 18092
Looking E at main lobby
Photograph # 15

B-4097

B-4097

Barclay Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1999
Noble Preservation
10 Log House Road, Bensville PA 18092
Looking west through main lobby
Photograph 7 of 15

EXIT

B-4097

Pillen Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation Services
1635 Foulk Rd, Brandywine PA 19803
Looking east through secondary (rear) door
Photo #: 15

B-4097

Lorien Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Lead Preservation
[illegible] Road, Bonsilla PA [illegible]
Lead [illegible] in Southwestern 1st floor apartment typical
Photographer 9 of 15

B-4097

Pilgrim Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tom Noble, Photographer
July 1998
Noble Preservation
18 Log Tower Rd, Bainbridge PA 17092

Detail of stair rail at second floor, looking South

Photograph 10 of 15

EXIT

B-4097

Gardens Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tom Noble, Photographer
July 1998
Maryland Preservation
10 Log House Rd, Zionsville PA 18092
Looking west towards typical corridor at 2nd floor
Photograph 11 of 15

B-4097

Rivieria Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation
10 Log House Rd, Monsville PA 18292
Typical kitchen detail in northeast unit on 3rd floor
Photographer 12 of 15

B-4097

Elmora Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation Services
10 Log House Rd, Zionsville PA 18092
Typical apartment example in 6th fl. northeast corner unit
Photograph 13 of 15

B-4097

Riviera Apartments
301 Druid Park Lake Drive
Baltimore City, MD
Tim Nolan, Photographer
July 1998
Noble Restoration Services
[illegible] Lower [illegible] Bensville PA 18092
Typical wall and details, example in 6th fl. southeast unit
Photo no. 14 of 15

B-4097

Hamlin Apartments
901 Druid Park Lake Drive
Baltimore City, MD
Tim Noble, Photographer
July 1998
Noble Preservation Services
1010 Log House Rd Zionsville PA 18092
Typical sunroom door example in 6th floor Southwest Corner unit
Photograph 15 of 15