

**Maryland Historical Trust  
State Historic Sites Inventory Form**

MARYLAND INVENTORY OF  
HISTORIC PROPERTIES

Survey No. B-4371

Magi No.

DOE  yes  no

**1. Name** (indicate preferred name)

historic 710 North Howard Street

and/or common Northern Brokerage Real Estate/Geisha Improvement

**2. Location**

street & number 710 N. Howard Street  not for publication

city, town Baltimore  vicinity of congressional district Seventh

state Maryland county Baltimore

**3. Classification**

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> not applicable	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property** (give names and mailing addresses of all owners)

name Daniel Perlberg

street & number 710 N. Howard Street

telephone no.:

city, town Baltimore state and zip code MD 21201

**5. Location of Legal Description**

courthouse, registry of deeds Baltimore City Courthouse li 6M4191

street & number 100 N. Calvert Street, Room 610 folio 514

city, town Baltimore state MD

**6. Representation in Existing** Historical Surveys

title

date  federal  state  county  local

pository for survey records

city, town state

## 7. Description

Survey No. B-4371

### Condition

excellent

good

fair

deteriorated

ruins

unexposed

### Check one

unaltered

altered

### Check one

original site

moved      date of move \_\_\_\_\_

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

Resource Count: 1

This circa 1910, brick three-story commercial building faces east on North Howard Street. It is an enframed window design with geometric brick patterns worked into the facade. The street frontage is 23' and the depth is 150'.

The building has a partywall structure to the south (708-708 1/2 North Howard) that has similar brick work indicating that the two buildings were constructed at virtually the same date; the seam between the two indicates, however, indicates that they were conceived of and constructed as separate structures. A parking lot stands on the north side.

The facade on the first story has been substantially altered during the post-WWII period. The brick in the central section has been replaced by a veneer of inlaid sheets of stone. This central section has been slightly recessed to form an indented facade. The entrance is of glass double doors.

The second story has a tripartite window centered in the center section. It is similar to the fenestration in 708 N. Howard, but the window units have been replaced with shorter, modern metal casements with fixed panels infilling the area above. This central window area is set off by brick spandrels above and below the openings. The bricks are laid in a geometric pattern that form rectangular outlines; the corner blocks of the rectangles are further accented by the use of square granite blocks.

There are no windows in the third story. The facade rises up in a blank wall that is ornamented by the spandrels above the second-story window and by a band of bricks laid diagonally to create a three-dimensional mouse-toothed pattern. Flat stone bands line the cornice of this shed roofed building.

The rear (west) wall of the building extends the length of the lot to the alley (Linden Ave.). There is one window cut into the end wall.

The interior of the first floor is partially accessible. It has been remodelled into a business office with a small lobby in front and elevated office space towards the back. The walls are covered in wall board and the ceiling has acoustical tiles.

# 8. Significance

Survey No. B-4371

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

**Specific dates** \_\_\_\_\_ **Builder/Architect** unknown

check: Applicable Criteria:  A  B  C  D  
and/or

Applicable Exception:  A  B  C  D  E  F  G

Level of Significance:  national  state  local

Prepare both a summary paragraph of significance and a general statement of history and support.

The architectural design of this two-story, one-bay, commercial building is an example of an enframed window wall with Art Deco detailing. Architectural historian Richard Longstreth writes that the enframed window wall design was "most commonly used for retail stores" and that the design "reflects an effort to give greater order to the facade composition of small and moderate-sized commercial buildings."<sup>1</sup> The tripartite window in the second story indicates the commercial usage of the upper story, as well as the first story. The single entrance suggests that the building was constructed to hold one tenant with both retail and office or manufacturing space needs.

The early Art Deco details of geometric brick work and contrasting glazed tile accents is seen on several buildings in the Howard Street district. This particular building is notable for its partywall mate to the south which picks up on the identical details but expresses them slightly differently. Thus the two buildings can be read as pair of Art Deco experiments.

The two-story height is indicative of the middling land values in this section of Howard Street. Further south, four- and five-story buildings predominate, but in this edge section of Howard Street, three stories are the rule for both nineteenth- and twentieth-century buildings.

The circa 1950s-1960s alterations to the first story created a "modern" commercial design aesthetic. The inward sloping facade is laid in narrow field stone and the only fenestration is the pair of commercial double doors. The vault-like feel of the facade may have appealed to a commercial or financial institution.

<sup>1</sup> Longstreth, The Buildings of Main Street, pp. 69, 68.

## 9. Major Bibliographical References

Survey No. B-4371

Richard Longstreth, The Buildings of Main Street (Washington: Preservation Press, 1987).

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name Baltimore East Quad

Quadrangle scale \_\_\_\_\_

UTM References do NOT complete UTM references

A 

Zone	Easting			Northing					

B 

Zone	Easting			Northing					

C 

Zone	Easting			Northing					

D 

Zone	Easting			Northing					

E 

Zone	Easting			Northing					

F 

Zone	Easting			Northing					

G 

Zone	Easting			Northing					

H 

Zone	Easting			Northing					

Verbal boundary description and justification

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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## 11. Form Prepared By

name/title Diane Shaw, Architectural Historianorganization CHAP, Room 1037 date December 18, 1991street & number 417 E. Fayette Street telephone 301-396-4866city or town Baltimore state MD

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust  
Shaw House  
21 State Circle  
Annapolis, Maryland 21401  
(301) 269-2438

MARYLAND HISTORICAL TRUST  
DHCP/DHCD  
100 COMMUNITY PLACE  
CROWNSVILLE, MD 21032-2023  
301-514-7600

**COMPREHENSIVE PLAN DATA**

HISTORIC CONTEXT:

Geographic Organization:  
Piedmont

Chronological/Developmental Period:

Industrial/Urban Dominance, 1870-1930  
Modern Period, 1930-present, alterations

Historic Period Themes:

Architecture  
Economics

Resource Type:

Building

Historic Environment:

Urban

Historic Function and Use:

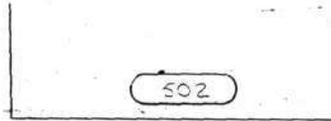
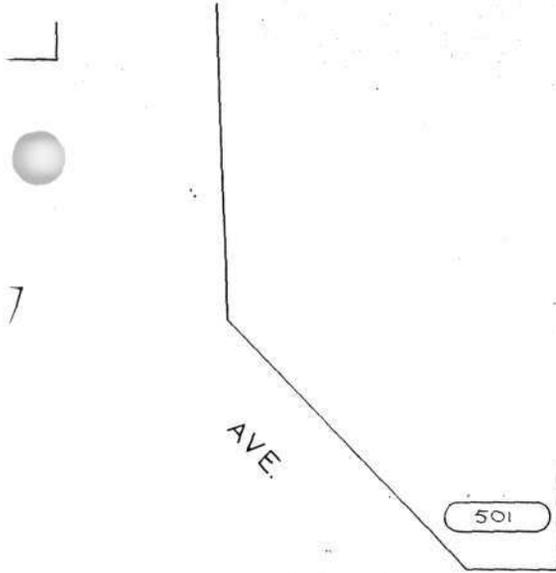
Commercial

Known Design Source:

None

REVISIONS

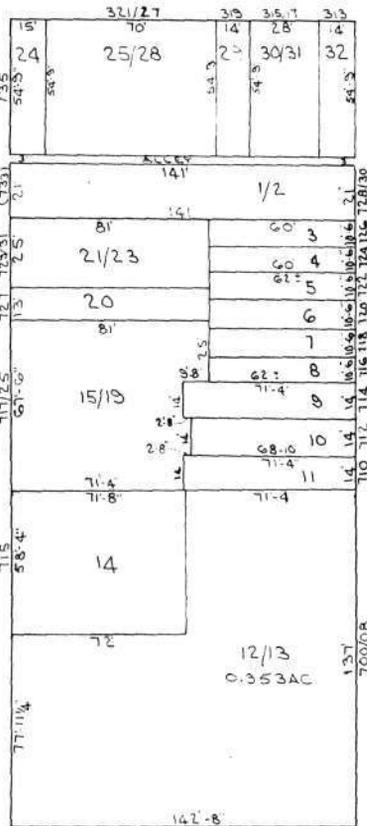
OTS 12-12/13, 15/15-25/28, 30/31, 32, 44/41 PER DEED'S & PLS, C.S.H. 85-231-233



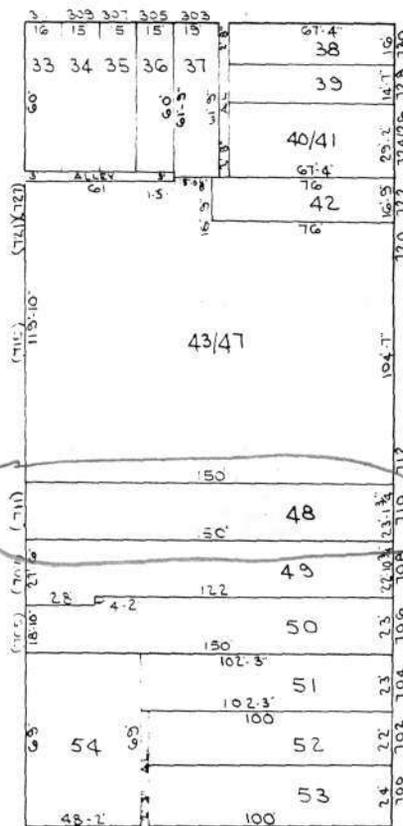
W. MADISON ST.

ST.

ST.



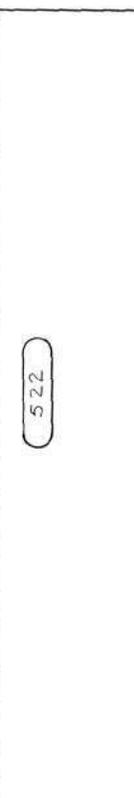
AVE.



ST.

R.B. R.R. R/W (TUNNEL)

N. HOWARD ST.



W. MONUMENT ST.

ST.

NOTE: FOR OLD CONDITIONS SEE SHEET-2

SHEETS IN SET-2 SHEET-1

530

NOTICE

THIS IS A REAL PROPERTY PLAT AS PROVIDED FOR UNDER ARTICLE 76(d) OF THE CITY CHARTER IT IS COMPILED FROM TITLE AND OTHER SOURCES AND IS NOT AN AUTHENTIC SURVY

CITY OF BALTIMORE DEPARTMENT OF PUBLIC WORKS

PROPERTY LOCATION DIVISION

WARD 11 SECTION 10

BLOCK 521

SCALE 1"=50' DATE DEC. 1984

BY D.G.

ED BY D.G.

D BY



B-4371

710 N. Howard St.

Baltimore, MD

Diane Shaw

8/91

Maryland SHPO

East elevation facade

V1