

CAPSULE SUMMARY

BA-2905

John Heidelberg Company; Heidelberg Store (masonry)

720 Frederick Road

Catonsville, Baltimore County

1925

Private

The masonry John Heidelberg Company, a Classical Revival commercial building constructed in 1925, is located within the heart of Catonsville. Local resident Walter M. Gieske, who designed both residential and commercial buildings, was the architect for the new Heidelberg Grocery Store, with the North-Eastern Construction Company serving as contractor. The new building housed the grocery store on the first story and a bakery on the second story. Together with the wood frame store at 724 Frederick Road, the masonry building served as the Heidelberg Grocery Store until 1965. The building's location along Frederick Road makes it an excellent representative of the commercial development that defined this main thoroughfare of Catonsville during the first half of the 20th century.

The Classical Revival commercial building is two stories in height and three bays in width, with a smooth wall plane pierced by plate glass display windows and rows of semi-circular arched windows. The masonry building, set upon a poured concrete foundation, is clad on the façade with limestone tiles, with the side elevations constructed of five-course American bond brick and the rear elevation of concrete block. Embellished by a modest entablature, the flat roof is adorned with a low balustraded parapet and has four brick chimneys rising from it. The segmentally arched center panel of the parapet is inscribed with "J H Co," for the John Heidelberg Company.

7. Description

Inventory No. BA-2905

Condition

excellent deteriorated
 good ruins
 fair altered

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

The masonry John Heidelberg Company, currently one of two buildings known as the Plymouth Wallpaper Company, is located at 720 Frederick Road in Catonsville. The Classical Revival commercial building is two stories in height and three bays in width, with a smooth wall plane pierced by plate glass display windows and rows of semi-circular arched windows. Constructed in 1925 to the designs of Walter M. Gieske, the building is set on a solid, poured concrete foundation. The masonry building is clad on the façade with limestone tiles, with the side elevations constructed of five-course American bond brick and the rear elevation of concrete block. Embellished by a modest entablature, the flat roof is adorned with a low balustraded parapet and has four brick chimneys rising from it. The segmentally arched center panel of the parapet is inscribed with "J H Co," for the John Heidelberg Company.

SITE DESCRIPTION:

The Heidelberg Store is located at the center of Catonsville, a small town on the outskirts of the city of Baltimore. The building faces south along the busy thoroughfare of Frederick Road. It is set close to the sidewalk and directly adjoins the neighboring building to the west at 724 Frederick Road. A narrow, paved driveway lies to the east of the building and leads to a shallow parking lot at the rear. The lot has no landscaping or plantings of any kind.

EXTERIOR DESCRIPTION:

The three-bay wide façade, fronting south on Frederick Road, features storefront openings at the first story and an arcade of windows at the second story. The recessed cant entry of the storefront has two single doors with flanking plate glass windows. Both entries hold single-leaf wood doors with one-light. The remaining openings on the first story have large plate glass display windows. Recessed panels with centrally placed bull's eye molding extend across the top of the openings. At the sidewalk, the panels are separated from the transoms above by projecting lintels. The nine transoms hold four lights each, separated by vertical muntins and molded mullions trimmed with corner brackets. An arcade of 1/1 metal windows defines the second story, with a center group of five windows flanked by paired windows. The openings are symmetrically placed above the transoms of the first story. The semi-circular arched openings of the second story are set within metal surrounds that feature pilastered mullions and arched lintels with reeding and undersized keystones. Further defining the commercial building is an ogee molded limestone entablature and an arcaded parapet with balusters. The entablature has a molded architrave, plain frieze, cavetto cove molding, and ogee-molded cornice. The segmentally arched center panel of the parapet is inscribed with "J H Co," for the John Heidelberg Company.

The east elevation is laid in five-course American bond brick and features modest brick detailing. The stepped parapet has a rowlock brick cap and all of the openings have rowlock-coursed brick sills and soldier-coursed brick lintels. There is an exterior end brick chimney along this elevation that is laid in

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John Heidelberg Company, 720 Frederick Road, Baltimore County
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stretcher bond. At the rear of this elevation is a two-story, concrete block addition with two concrete block buttresses. The first story is asymmetrically pierced by a series of different window openings, including eight six-light metal windows that are a combination of fixed and awning lights. Other windows include four multi-light awning/fixed metal industrial windows, two 6/6 vinyl windows, and two 8/8 vinyl windows. Also at the first story is a single-leaf door opening that has been boarded shut with plywood and a narrow metal roll-up door. The second story of this elevation features five 12-light metal industrial windows with a combination of fixed and awning lights. Additionally, there are five window openings that were infilled with brick and six that have been boarded shut with plywood.

The rear or north elevation is comprised of the two-story concrete block addition, which has been painted red to be compatible in color to the brick elevations on the east and west. Four concrete block buttresses evenly subdivide the elevation. The unadorned elevation is pierced by ten window openings on the first story symmetrically balanced by five window openings at the second story. All of the opening, subsequently been boarded shut with plywood, feature rowlock-coursed brick sills and soldier-coursed brick lintels.

The west elevation is partially obscured by the adjoining building at 724 Frederick Road. This elevation features two exterior end brick chimneys laid in stretcher bond and a stepped parapet on the roof. At both the first and second stories, there are three multi-light metal industrial windows with a combination of fixed and awning lights. The first story also contains a nine-light fixed window and a single-leaf flush metal door with one light. The window openings have rowlock-coursed brick sills and soldier-coursed brick lintels. Each of the two stories has a window that has been filled in with brick. There is also a large concrete tile patch at the second story.

The two-story concrete block addition extends past the west wall of the main block. The south elevation of the masonry addition is faced in five-course American bond brick. Three bays wide, this elevation features a large roll-up metal garage door and two single-leaf door openings, which have been boarded shut with plywood. The second story of the addition contains three 1/1 metal windows with rowlock-coursed brick sills and soldier-coursed brick lintels. The west elevation of this addition has no openings.

An interior survey of the building was not possible. Yet, it was possible to determine that the interior of the building is currently connected to the adjoining building at 724 Frederick Road.

8. Significance

Inventory No. BA-2905

Period	Areas of Significance	Check and justify below		
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input type="checkbox"/> industry	<input type="checkbox"/> philosophy
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 2000-	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input type="checkbox"/> social history
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other:

Significance dates	1925-1965	Architect	Walter M. Gieske
Specific dates	1925, 1965	Builder	North-Eastern Construction Company

Evaluation for:

National Register

Maryland Register

not evaluated

Prepare a one-paragraph summary statement of significance addressing applicable criteria, followed by a narrative discussion of the history of the resource and its context. (For compliance reports, complete evaluation on a DOE Form – see manual.)

The masonry John Heidelberg Company, a Classical Revival commercial building constructed in 1925, is located within the heart of Catonsville. Local resident Walter M. Gieske, who designed both residential and commercial buildings, was the architect for the new Heidelberg Grocery Store, with the North-Eastern Construction Company serving as contractor. The new building housed the grocery store on the first story and a bakery on the second story. Together with the wood frame store at 724 Frederick Road, the masonry building served as the Heidelberg Grocery Store until 1965.

HISTORY

The prosperity of the 1920s and the growth of suburbs around Baltimore City brought a surge of new construction and tremendous influx of new residents to Catonsville. The population jumped from about 5,000 in 1920 to over 9,000 in 1930, with almost 900 new dwellings built in the village core and in surrounding subdivisions. These residents relied heavily upon the commercial services provided in the town, primarily those located along Frederick Road. The Heidelberg Grocery Store was one such establishment. Originally located at 918 Frederick Road, the grocery store was owned and operated by John Heidelberg between 1883 and 1889. In 1889, the store was moved to 722 Frederick Road (now 724 Frederick Road) where it continued to operate until 1965. The need for expansion in the 1920s led to the construction of the Classical Revival building at 720 Frederick Road. The two distinctly different commercial buildings were connected on the interior.

In 1925, *The Argus* published a sketch of the fashionable Classical Revival style building Heidelberg proposed to construct.¹ Local resident Walter M. Gieske, who designed both residential and commercial buildings, was the architect for the new Heidelberg Grocery Store, with the North-Eastern Construction Company serving as contractor. The new building housed the grocery store on the first story and a bakery on the second story. The success of the Heidelberg store led to the opening of a second store in Roland Park, a neighborhood in Baltimore City.

¹ Edward Orser and Joseph Arnold. *Catonsville 1880 to 1940 From Village to Suburb*. (Virginia Beach, VA: The Donning Company, 1989), p. 136.

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Owned by John and Mary Heidelberg, the property, including both parcels of land on Frederick Road, was deeded to William J. Heidelberg, George C. Heidelberg, J. Walter Heidelberg, and B. Sidney Heidelberg in 1925 for the sum of five dollars. Following John Heidelberg's retirement in the 1920s, his wife and sons continued to operate the store. An advertisement in *The Argus* from 1926 indicates that the store continued to be known as the John Heidelberg Company, despite the transfer of ownership to his sons.² Sanborn maps from 1958 indicate the expansion of the building to accommodate the growth of business. The large concrete block addition on the rear of the building provided loading dock space for trucks. The store closed in 1965 and the property was conveyed by the Heidelberg family to Pick-White-Monger, Inc five years later.

Chain of Title:

- December 1, 1892: Margaret E. and Nathaniel R. Gerry to Frank Wilson
Land Records of Baltimore County
Liber 195 Folio 123
- September 11, 1924: Katie Wilson, widow, and Frank Wilson, Jr., her son, to John Heidelberg, William Heidelberg, George C. Heidelberg, J. Walter Heidelberg, and B. Sidney Heidelberg
Land Records of Baltimore County
Liber 596 Folio 501
- March 1, 1925: Mary A. and John Heidelberg to William J. Heidelberg, George C. Heidelberg, J. Walter Heidelberg, and B. Sidney Heidelberg
Land Records of Baltimore County
Liber 619 Folio 30

² Orser and Arnold, p. 136.

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- May 22, 1969: Ruth and William J. Heidelberg, George C. Heidelberg, widower, Irene and Walter Heidelberg, Ruth and Sidney Heidelberg to the Heidelberg Company
Land Records of Baltimore County
Liber 5010 Folio 348
- June 15, 1970: The Heidelberg Company to Pick-White-Monger, Inc.
Land Records of Baltimore County
Liber 5102 Folio 479
- July 8, 1974: Pick-White-Monger, Inc. to Samuel Barron, individual
Land Records of Baltimore County
Liber 5485 Folio 261
- December 2, 1983: Dorothy Swimmer, personal representative of Samuel Barron, deceased, to Dorothy Swimmer
Land Records of Baltimore County
Liber GLB 6634 Folio 146

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HISTORIC CONTEXT:

MARYLAND COMPREHENSIVE PRESERVATION PLAN DATA

Geographic Organization:	Piedmont
Chronological/Developmental Period(s):	Industrial/Urban Dominance (1870-1930) Modern Period (1930 – Present)
Historic Period Theme(s):	Architecture, Landscape Architecture, and Community Planning Economic (Commercial and Industrial)
Resource Type:	
Category:	Building
Historic Environment:	Town
Historic Function(s) and Use(s):	COMMERCE/TRADE/Commercial Building
Known Design Source:	Walter M. Gieske

9. Major Bibliographical References

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Baltimore County Land and Will Records. Baltimore County Courthouse, Towson, Maryland.

Brooks, Neal A. and Eric G. Rockel. *A History of Baltimore County*. Towson, MD: Friends of the Towson Library, Inc., 1979.

Orser, Edward and Joseph Arnold. *Catonsville 1880 to 1940 From Village to Suburb*. Virginia Beach, VA: The Donning Company, 1989.

Sanborn Fire Insurance Maps. Catonsville, Maryland: 1925, 1930 and 1958.

Scharf, J. Thomas. *History of Baltimore City and County from the Earliest Period to the Present Day: including Biographical Sketches of their Representative Men*. Philadelphia, PA: Louis H. Everts, 1881. Reprinted by Higginson Book Company, Salem Massachusetts.

10. Geographical Data

Acreage of project area Less than one acre
Acreage surveyed Less than one acre
Quadrangle name Baltimore West

Quadrangle scale 1:24,000

Verbal boundary description and justification

The property known as John Heidelberg Company is located at 720 Frederick Road in Catonsville, Maryland as noted on Tax Map 101, Parcel 1768. The commercial building has been associated with this site since its construction in 1925.

11. Form Prepared by

name/title	Robin Weidlich, Christopher Novelli, and Laura Trieschmann, Architectural Historians
organization	EHT Tracerics, Inc.
street & number	5420 Western Avenue
city or town	Chevy Chase, Maryland

The Maryland Inventory of Historic Properties 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.

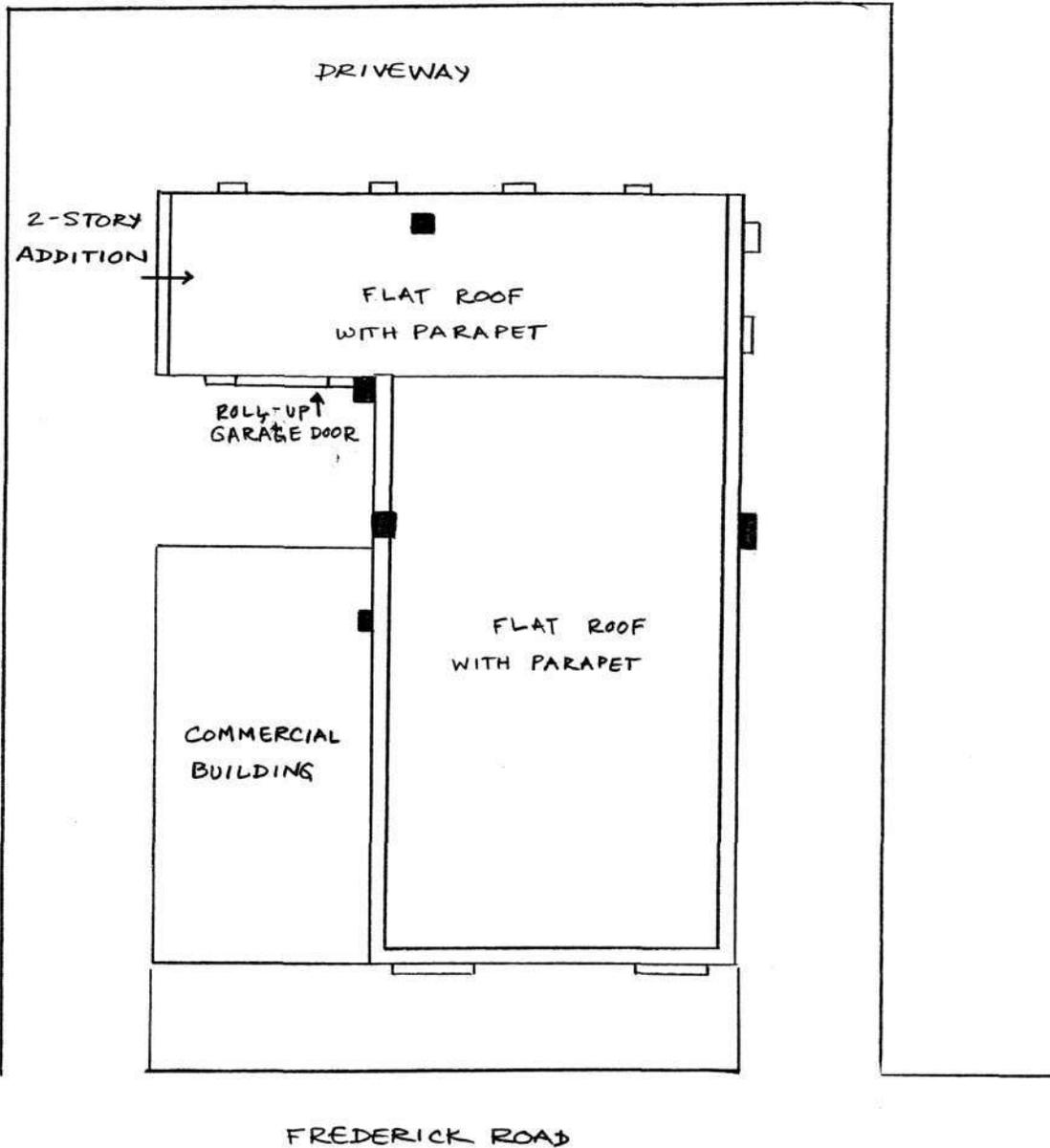
The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
 DHCD/DHCP
 100 Community Pllace
 Crownsville, MD 21032
 410-514-7600

BA-2905

HEIDELBACH STORE
720 FREDERICK ROAD
CATONSVILLE, MARYLAND
BALTIMORE COUNTY

NOT DRAWN TO SCALE N ↑





Catonsville, Maryland
 Baltimore County
 Sanborn Map 1930, Updated 1958

G & W Blodgett
 3 - FEB 1971
 Library of Congress

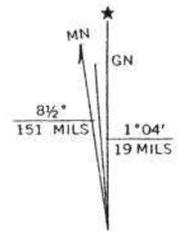
5

HEIDELBACH STORE
720 FREDERICK ROAD

BA-2905



BA-2905
 Heidelbach Store (masonry)
 720 Fredrick Road
 Catonsville, Baltimore County
 USGS Quad Map: Baltimore West



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BA 2905

Heidelbach Store

720 Frederick Road, Catonsville

Baltimore County

Traceries

1/00

Maryland SHPO

south elevation LOOKING NORTH

1 of 5



**FREE
CUSTOMER
PARKING**

UNAUTHORIZED VEHICLES
MAY BE TOWED AT
OWNER'S EXPENSE.
NO LOITERING

BA 2905

Heidelbach Store

720 Frederick Road, Catonsville

Baltimore County

Traceries

1/00

Maryland SHPO

east elevation LOOKING SOUTHWEST

2 of 5



BA 2905

Heidelbach Store

720 Frederick Road, Catonsville

Baltimore County

Traceries

1/00

Maryland SHPO

north elevation LOOKING SOUTH

3 of 5



BA 2905

Heidelbach Store

720 Frederick Road, Catonsville

Baltimore County

Traceries

100

Maryland SHPO

south elevation LOOKING NORTH AT WING

4 of 5



BA 2905

Heidelbach Store

720 Frederick Road, Catonsville

Baltimore County

Traceries

1/00

Maryland SHPO

west elevation LOOKING EAST

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