

United States Department of the Interior
Heritage Conservation and Recreation Service

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

B-1024

for HCERS use only
received
date entered

1. Name

historic The Industrial Building

and/or common

2. Location

street & number 501 E. Preston Street not for publication

city, town Baltimore vicinity of congressional district Seventh

state Maryland code 24 county Baltimore City code 510

3. Classification

| | | | | |
|---|---|---|--|---|
| Category | Ownership | Status | Present Use | |
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input type="checkbox"/> occupied | <input type="checkbox"/> agriculture | <input type="checkbox"/> museum |
| <input checked="" type="checkbox"/> building(s) | <input checked="" type="checkbox"/> private | <input checked="" type="checkbox"/> unoccupied | <input type="checkbox"/> commercial | <input type="checkbox"/> park |
| <input type="checkbox"/> structure | <input type="checkbox"/> both | <input type="checkbox"/> work in progress | <input type="checkbox"/> educational | <input type="checkbox"/> private residence |
| <input type="checkbox"/> site | Public Acquisition | Accessible | <input type="checkbox"/> entertainment | <input type="checkbox"/> religious |
| <input type="checkbox"/> object | <input type="checkbox"/> in process | <input checked="" type="checkbox"/> yes: restricted | <input type="checkbox"/> government | <input type="checkbox"/> scientific |
| | <input type="checkbox"/> being considered | <input type="checkbox"/> yes: unrestricted | <input type="checkbox"/> industrial | <input type="checkbox"/> transportation |
| | | <input type="checkbox"/> no | <input type="checkbox"/> military | <input checked="" type="checkbox"/> other: VACANT |

4. Owner of Property

name Dundalk Holding Company

street & number 910 Reisterstown Road

city, town Baltimore vicinity of state Maryland 21208

5. Location of Legal Description

courthouse, registry of deeds, etc. Baltimore City Courthouse

street & number Room 601

city, town Baltimore state Maryland 21202

6. Representation in Existing Surveys

title has this property been determined eligible? yes no

date _____ federal state county local

depository for survey records

city, town _____ state _____

7. Description

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| | | | | |
|--|---------------------------------------|---|---|------------|
| Condition | | Check one | Check one | |
| <input type="checkbox"/> excellent | <input type="checkbox"/> deteriorated | <input type="checkbox"/> unaltered | <input checked="" type="checkbox"/> original site | |
| <input checked="" type="checkbox"/> good | <input type="checkbox"/> ruins | <input checked="" type="checkbox"/> altered | <input type="checkbox"/> moved | date _____ |
| <input type="checkbox"/> fair | <input type="checkbox"/> unexposed | | | |

Describe the present and original (if known) physical appearance

The Industrial Building is a large seven-story industrial-style structure. It features an 'E' plan, reinforced-concrete and steel-frame construction, and large pivoted-sash windows. The front facade is five bays wide, while the 244-foot Brentwood Avenue (west) facade has twelve bays. The building is located in a primarily residential area with some mixed industrial uses. It is highly visible, rising above the surrounding two and three-story rowhousing.

The building's front (north) facade is characterized by a symmetrical window arrangement and a large two-story, round-arched entranceway. The entrance arch has a pronounced keystone and geometric neo-classical ornamentation. Seven stone steps with a simple iron railing lead to two sets of wood and glass double doors each with a three-light transom. A large tripartite semicircular multi-paned window fills the arch above the entrance doors. Above the arch, the words "INDUSTRIAL BUILDING" are carved in stone.

The first level of the front facade is decorated with rusticated stone walls. The basement windows are set in light wells protected by iron railings. The first level windows have been infilled with concrete. This facade is divided into a three-bay entrance section and two narrower one-bay end sections by large pilasters extending from the second to the seventh level. The end section windows are smaller and square. The roof line of the front facade is defined by a cornice and parapet wall with battlements on the entrance section. The roof detail of the end sections features incised diamond ornamentation and parapets rising above the roofline of the entrance section.

The west facade on brick-paved Brentwood Avenue has two loading docks. The west end section of the front facade wraps around to the Brentwood Avenue side. It is one bay wide and decorated with smaller windows, rusticated stone on the first level, and a decorative parapet. Except for small projecting roofs protecting the loading docks, this facade is identical in style to the upper floors of the entrance section of the front facade. The building originally was seven bays deep with one loading dock, but a wing was added in 1914 matching the earlier building. A neon sign once rose above the roof on the west facade.

The building's east facade, visible from Greenmount Avenue, features two three-sided light courts. This facade has no ornamentation, except for the east end section of the front facade, which wraps around to the northernmost bay of the east side. Many of the first-level windows have been bricked in; fenestration in the light courts consists of smaller windows. The southernmost block and light court were added in 1914 and are identical to the 1912 section.

The rear of the building is ornamented. It is seven bays wide and rises above the three-story rowhouses on Biddle Street. Elevator penthouses on the roof of the building are visible from a distance. Roof tanks originally installed have been removed. Inside, the floor areas are interrupted only by the reinforced concrete columns on all but the first floor and basement, providing space for a variety of industrial uses, and two utility shafts, each housing two freight elevators, two passenger elevators, two sets of stairs, and men's and women's lavatories. The working spaces are equipped with a sprinkler system and large decorative radiators. The extensive window area provides a generous amount of natural light. The floors are concrete and are slightly pitched for drainage. The pitch is not noticeable, yet it provides ample protection from flooding by the sprinkler system.

SEE CONTINUATION SHEET #1.

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(11/78)

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The Industrial Building
Baltimore City
Maryland

CONTINUATION SHEET ITEM NUMBER 7 PAGE 1

DESCRIPTION, continued

The steel floor beams are concrete sheathed but were designed to permit attachment of hangers for line shafting or inverted motors for driving machinery.

The first floor of the building has been slightly altered. The open areas have been subdivided for a cafeteria and a variety of commercial uses. Two freight halls along the loading docks on Brentwood Avenue are located next to the first floor elevator. This floor is bisected by a hallway leading from the entrance doors to the elevators, stairs, and first floor industrial areas. A manager's office for the building originally was located between the first set of elevators and the northernmost light court. Industrial space was provided in the building's basement, which also houses the boiler room.

8. Significance

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| 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/ | | |
| <input type="checkbox"/> 1700-1799 | <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> humanitarian | | |
| <input type="checkbox"/> 1800-1899 | <input type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> theater | | |
| <input checked="" type="checkbox"/> 1900- | <input type="checkbox"/> communications | <input checked="" type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> transportation | | |
| | | <input type="checkbox"/> invention | | <input type="checkbox"/> other (specify) | | |

Specific dates 1912 and 1914 Builder/Architect Theodore W. Pietsch, architect;
P.O. Kielholtz, engineer

Statement of Significance (in one paragraph)

SIGNIFICANCE

The Industrial Building is one of a trend of such structures built in American cities in the early 20th century. For Baltimore, and the other cities as well, it was an innovative effort to attract small industries to the downtown. It was successful as such until the 1960s. The building is again planned for an innovative use in its conversion to elderly housing, which it is hoped will encourage the revitalization of the neighborhood.

Architecturally the building stems from the commercial style and reflects directly its industrial use in the interior open space, electrical system, and pivoted-sash windows. It was designed by Baltimore architect Theodore W. Pietsch.

HISTORY

The Industrial Building represents an innovative early 20th century attempt by Baltimore businessmen to encourage industrial development. The project was organized by the Merchants & Manufacturers Association. As stated in a 1912 Baltimore Magazine article:

The sole purpose of the building was to encourage manufacturers. It's owners accomplished this by providing in the building every factory requirement and made these available to the small manufacturer without capital expenditure. The building was designed to put the small manufacturer on a basis on which he could successfully compete with established industries. It gave him low insurance rates, cheap power, efficient elevator service, central transportation systems, etc.

The building marked a new point in industrial development in Baltimore. The enterprise was launched not by a single manufacturer, but a group of leading businessmen who formed a company and sold \$300,000 worth of stock for the construction of the Industrial Building. One hundred eighty-eight Baltimore citizens bought stock in the facility. The majority of the shares were purchased by the Consolidated Gas, Electric Light and Power Co. The Industrial Building Company was formed to operate and maintain the facilities and rent space.

The Preston Street site was selected because of its proximity to the freight yards of the B & O, Pennsylvania, and Western Maryland railroads; its location relative to a proposed Jones Falls highway; and the nearness to a working class residential neighborhood. The site was large and free from fire hazards. It formerly was the site of a streetcar powerhouse and depot.

SEE CONTINUATION SHEET #2.

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CONTINUATION SHEET ITEM NUMBER 8 PAGE 2

SIGNIFICANCE, continued

The building was designed by Theodore Wells Pietsch, architect, and P. O. Kielholtz, engineer. Its design was influenced by similar projects in other American cities visited by representatives of the Merchants & Manufacturers Association. These buildings include: the Canton Buildings, Cleveland; Bush Terminal, Brooklyn; Industrial Building, St. Paul; and the Century Building, Indianapolis. Theodore Pietsch designed many important Baltimore buildings. A graduate of M.I.T. and the Ecole des Beaux Arts in Paris, he collaborated with Otto Simmonson to design the Paca-Pratt Building (1904), Eastern High School (1904) on Broadway and North Avenue, and the old Maryland Institute and surrounding marketplace buildings, including the Fish Market (1907). He later designed the Zion Church Parish House and Tower (1912) and Saints Phillip and James Church (1928) at Charles and 29th streets. Kielholtz was a Baltimore-born engineer and graduate of Johns Hopkins University. He formerly was an engineer with the Electric, Light, Power, and Street Railway Corporation. The builder for the 1912 section was Henry Smith & Sons. John Waters constructed the 1914 addition.

The building was designed with a "U" plan with room for the addition that was completed in 1914. The exterior derives from the commercial style of architecture stressing great height, straight fronts, little ornamentation and large rectangular windows. Its interior is of significance because of its large, flexible spaces intended for industrial use. The large floor areas -- 244 feet long and from 117 to 150 feet wide -- could be subdivided for small industries or used by a single larger industry. The building was thoroughly modern, with fire protection, abundant light, elevator service, steam heat from the central city plant, and sanitary arrangements for its tenants. Electricity was sold at wholesale rates one-third the normal rate for small manufacturers. Ceilings were provided with outlets for ready attachment of machinery. Over 55 percent of the wall surface was glass. The light courts provided considerable light and ventilation. Fire protection measures included absence of combustible materials, stairways located in self-contained, fire-proof towers, double fire-proof doors at all entrances, and a sprinkler system for the entire building. Centrally located freight and passenger elevators were accessible to all industrial areas. A freight hall run by employees of the Industrial building reduced shipping costs to tenants, and sanitary arrangements for both men and women were provided on all floors.

The Industrial Building proved an immediate success; the total rentable area of the 1912 section was occupied by August 1, 1913. Space was rented to a diverse group of industries, many new to Baltimore. Among the early tenants of the building were firms producing gun carriages, women's clothing, straw hats, printing machines, and underclothing. Some of the better known firms were the Lord Baltimore Press, Sanitary Laundry Co., J. Schoeneman Co., and Crippen & Reid. The Industrial Building

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CONTINUATION SHEET Maryland ITEM NUMBER 8 PAGE 3

SIGNIFICANCE, continued

operated the plant until 1961. In recent times the building has faced harse competition from the suburbs and modern industrial parks. Today this large building stands vacant in the inner-city neighborhood known as Johnson Square.

The Industrial Building was purchased by the Dundalk Holding Co. in 1977. Plans are underway to convert it into housing for the elderly under the Section 8 housing program. While the plans call for subdividing the interior into 217 units, the building's exterior appearance will be preserved. It is hoped that this important Baltimore building, which once brought industrial development to the city, will in the future act as a catalyst in the revitalization of the Johnson Square community.

9. Major Bibliographical References

Baltimore Magazine, April 1911, June 1911, August 1912, February 1914.

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Baltimore Sunday Sun, March 26, 1911, section 4, p. 7.

10. Geographical Data

Acreeage of nominated property .7561 acres
Quadrangle name Baltimore East Quadrangle

Quadrangle scale 1:24000

UMT References

A 1 8 3 6 1 3 0 0 4 3 5 1 6 0 0
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

Lot bordered by Preston Street on the north, Brentwood Avenue on the west, Nursery Lane on the east, and an alley just north of Biddle Avenue on the south.

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

state code county code

state code county code

11. Form Prepared By

Name/title Fred B. Shoken, Planning Assistant

organization Commission for Historic and Architectural Preservation date December 27, 1978

street & number Room 601, City Hall, 100 N. Holliday St. telephone (301) 396-4866

city or town Baltimore state Maryland 21202

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

___ national ___ state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

12-28-79

title STATE HISTORIC PRESERVATION OFFICER date

For HCERS use only

I hereby certify that this property is included in the National Register

date

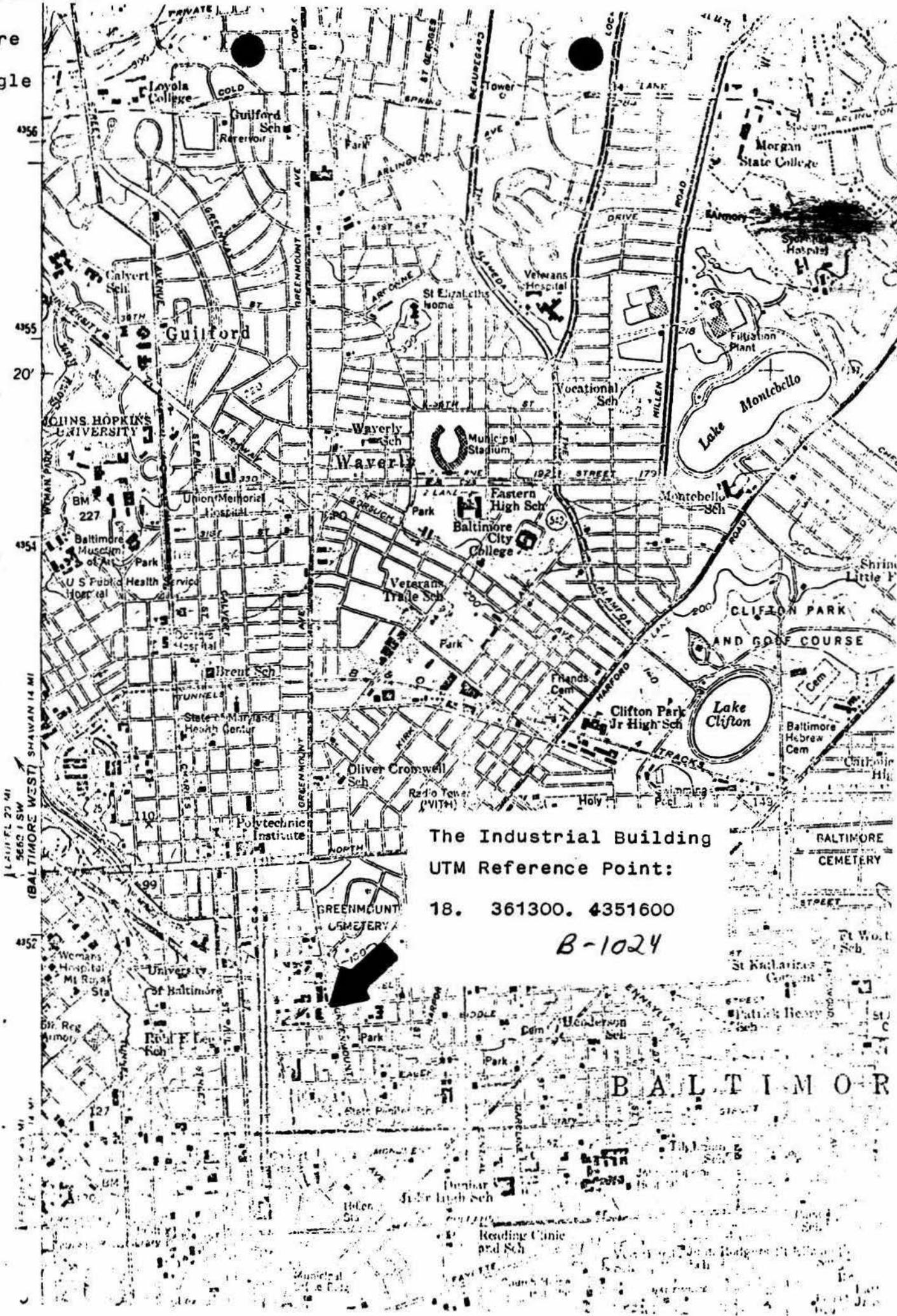
Keeper of the National Register

Attest:

date

Chief of Registration

Baltimore
East
Quadrangle



The Industrial Building
UTM Reference Point:

18. 361300. 4351600

B-1024

BALTIMORE