

B-2323

**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

for HCRS use only  
received  
date entered

**1. Name**

historic The Heiser, Rosenfeld, and Strauss Buildings

and/or common Inner Harbor Lofts I

**2. Location**

street & number 32-42 South Paca Street not for publication

city, town Baltimore vicinity of congressional district Third

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 type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<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: Apartments

**4. Owner of Property**

name Inner Harbor Lofts, Associates

street & number 36-38 South Paca Street

city, town Baltimore vicinity of state Maryland 21201

**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 Commission for Historical and Architectural Preservation Neighborhood Survey has this property been determined eligible?  yes  no

1976  federal  state  county  local

depository for survey records CHAP, Room 601, City Hall

city, town Baltimore state Maryland 21202

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input 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 Inner Harbor Lofts I nomination comprises a complex of three structures historically known as the Heiser Building, the Rosenfeld Building, and the Strauss Building. The three buildings are located at the northwest corner of Lombard and Paca Streets in downtown Baltimore.

The Heiser building, 32-34 South Paca Street, is a six-story structure of brick, stone, and iron, eight bays wide and fourteen bays deep.

The freestanding north side of the building is built of brick laid in common bond. All windows have double-hung with 1/1 sash, segmental arched brick lintels, and stone sills. Metal shutters flank the windows of the first four floors. The roof of the building slopes to the rear. Faded painted advertisements of men modeling clothing and the accompanying brand names, dating from after the turn of the century, remain on the east end of the side wall.

The front of the building features a first floor of glass and iron. A symmetrical arrangement of two entrances is reached by sets of broad metal stairs. A brick pier separates the recessed entrances, which are filled with wood and glass double doors with transoms. Large glass windows above wooden panels flank the entrances. A central pier and two brick piers at either side of the building support a massive iron lintel adorned with rosettes. A stone belt course runs above the iron lintels.

Sets of three slim, engaged columns of molded brick rise from the second through fifth floors, accentuating the central and end piers. A stone cornice with dentils crosses the facade above this. The stone capitals are carved with ornamental leaf and vine details. The columns are detailed with molded, basket-woven brick. The rectangular windows between all have double-hung, 1/1 light sash, heavy stone lintels, and banded stone sills.

The sixth floor windows above the cornice are arranged six on either side of the central pier in two groupings. Each window is round arched with brick lintel and banded stone sill. Engaged colonettes at the ends and in the middle carry the detail of the lower columns.

A brick parapet with copper banding at top and bottom edges tops the roof. Recessed brick panels are arranged in patterns in the parapet.

The Rosenfeld building is located at 36-38 South Paca Street. This six-story, five-bay loft building is between the Heiser and Strauss buildings, making a row of fairly equally dimensioned loft structures. The building is faced with brick laid in imitation of heavily rusticated stone.

The first floor is composed of metal, wood, and glass. Metal steps lead to the recessed tripartite central entrance, which is filled with sets of double wood and glass doors. Metal piers flank the entranceway, and large shop windows border these. The end bays are slightly recessed behind the central portion of the building. Entrances are at ground level in either end; that on the left is accommodated in a large segmental arch with overscaled rusticated voussiors laid in brick.

SEE CONTINUATION SHEET #1.

FHR-8-300A  
(11/78)

UNITED STATES DEPARTMENT OF THE INTERIOR  
HERITAGE CONSERVATION AND RECREATION SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

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Inner Harbor Lofts I  
Baltimore City

CONTINUATION SHEET Maryland

ITEM NUMBER 7 PAGE 1

DESCRIPTION, continued

The recession of the end bays is carried through to the sixth floor. The three central bays are five-story recessed panels containing windows and separated by narrower brick panels. They are terminated at the sixth floor by segmental arches with rusticated voussoirs in brick and over-scaled keystones of white brick. The wide central opening contains tripartite, double-hung windows with 3/3 lights. The flanking verticals have single sets of double-hung windows with 3/3 lights. There are pressed sheet metal panels between each floor of windows.

A brick parapet, portions of which have been rebuilt, tops the flat roof.

The Strauss building at 40-42 South Paca Street is a six story high, six bay wide, and eleven bay deep loft structure. It originally served as two separate facilities, with different addresses.

The first floor of the building is a composition of white stone, red brick, and cast iron. Resting on stone bases, three brick piers at center and ends rise to support massive iron lintels. At the juncture of piers and lintels, overscaled stone brackets with pedimented tops are set into the brick. Stone steps set between the piers lead to the first floor entrances. Four sets of double doors and two large windows fill the bays between the intermediary cast-iron verticals and the piers.

The second through fourth floors are fenestrated with segmental arched, double-hung windows with 1/1 lights. Banded stone sills are shared by the windows; lintels are of brick and stone skew blocks are set in the spandrels. Molded brick rosettes of a variety of motifs are set beneath the sills in rows. A minor stone cornice runs at the fifth floor level.

The windows of the fifth and sixth floors are round-arched and have double-hung sash with 1/1 lights. Courses of stone run at the spring-points of the arches. Panels of basket-weave brick are set below the stone sills. Above the sixth floor windows, molded brick rosettes are set in corbeled brick, and a metal cornice with a row of dentils crowns the roof.

The first floor piers are carried as pilasters at the center and edges of the front facade. They swell at the third and fifty floor levels and each is marked with double lines of vertical gouging for their entire height.

On the side of the building, the windows are all segmental arched with brick lintels and stone sills. Windows have double-hung sash with 4/4 lights. The fifth and sixth floors have smaller windows with 2/2 lights. The window openings in stories three through six have chamfered corners with brick pilaster insets at either side. The corbeled brick, rosettes, and metal cornice are carried onto the side from the front. A wooden water tower with conical roof rests on a metal frame at the rear of the roof.

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Maryland

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DESCRIPTION, continued

The iron rail on this Lombard Street side extends the length of the building; it is original.

The three buildings have been completely modernized for re-use as apartments. The exteriors have been cleaned and bricks repointed. The interiors of the buildings feature narrow courtyards with glass enclosed bridges connecting the three buildings on all levels. The large loft spaces on the six floors have been converted into 106 apartments. The first floor apartments are accessible from the interior courtyards or private street entrances. Upper level apartments are located on carpeted hallways bisecting the buildings. The buildings have also been modernized with elevators and fire stairs. There is a great flexibility in the design of individual apartments. Each apartment has a permanent core of kitchen and bath. The rest of the unit is open plan. Space over the bathrooms, which are 7'6" high, can be used as sleeping lofts or storage spaces. The ceilings in the buildings range from a height of 12 to 14 feet. Some of the units have an extended mezzanine level. The units generally feature large windows, exposed brick walls, and exposed pipes and ventilation shafts. Some also have spiral stairways and skylights.

# 8. Significance

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 checked="" 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** 1886, 1887, and 1905 **Builder/Architect** Parker and Thomas, and others

**Statement of Significance (in one paragraph)**

**SIGNIFICANCE**

The Inner Harbor Lofts are excellent examples of the type of loft structures or vertical manufactories which were concentrated in downtown Baltimore from 1850 to 1910. They are vitally linked to the importance of Baltimore as a major clothing, pharmaceutical, and tobacco products manufacturing center. The Heiser, Rosenfeld, and Strauss buildings were the homes of important local industries in the late 19th and early 20th century.

The buildings are also significant as representatives of commercial structures of that era, with styles ranging from Romanesque Revival to Beaux Arts. In particular, the Rosenfeld Building is important as the design of a leading local architectural firm of the early 20th century, Parker and Thomas.

**HISTORY**

The Heiser building, a Romanesque Revival structure, was built as a show factory for Charles Heiser in 1886. This building soon became headquarters for Isaac Freidenwald and Company, lithographers of regional importance. Frank Leslie's Illustrated Newspaper of 1888 wrote concerning Friedenwald: "It is not only unquestionably the largest and best equipped in the South, but in the varied and high character of its work and the extent of its facilities ranks among the foremost of the United States." About 1905 the structure became part of E. Rosenfeld and Company, clothing manufacturers. Many of Rosenfeld's painted advertisements remain on the exterior walls of all three buildings.

The Rosenfeld building is the newest building in the loft complex. It dates from 1905. This loft with overscaled Beaux Arts styling was built for E. Rosenfeld and Company. Illustrated Baltimore: The Monumental City, a book written in 1890, indicated that Rosenfeld specialized in night robes at that time. The firm was established in 1882 and had previously located at 306 Sharp Street and 116-118 West Lombard Street. By 1895 it had branches in New York, San Francisco, Saint Louis, Chicago, and Boston and a factory in Laurel, Maryland. The building, which was constructed for Rosenfeld in 1905, is among the earliest structures in Baltimore to have utilized reinforced concrete construction. The architects of the building, Parker and Thomas, also designed the Savings Bank of Baltimore and the Hansa Haus.

The Strauss building was built in 1887 on the site of the early 19th century Paca Street Church and Burial Ground. The building was originally used by the Kinny Tobacco Company, cigarette manufacturers. M. S. Levy and Sons, manufacturers of Straw Hats, was located in the building for a few years around 1895. The building at the corner of Lombard and Paca was called "among the foremost of its class" at the time it was occupied by M. S. Levy and Sons. Later the building was occupied by the Strauss Brothers, clothing and manufacturers. The Strauss Brothers were established in 1855 and were said to have carried "one of the most ample stocks of dry goods to be found in Baltimore." Their building, and excellent example of late Victorian styling executed in brick, terra cotta, and cast iron, also became part of the Rosenfeld complex around 1910.

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SIGNIFICANCE, continued

After many years of active industrial use, the buildings have recently become underutilized. Elevator operation and maintenance costs, as well as the changing character of urban industrialization, made the buildings economically inefficient. About two years ago, the buildings were purchased by Inner Harbor Loft, ssociates for adaptive use as loft apartments. The careful preservation of the exterior of the buildings and an imaginative re-use of the large loft spaces has made the project one of Baltimore's finest adaptive use attempts. With renovation work in progress, the first tenants have recently moved into the buildings.

The Inner Harbor Loft, Associates have taken an important first step in the preservation of one of the many loft structures which have great adaptive use potential in downtown Baltimore. These buildings are located in an area of many underutilized historic loft buildings. Plans for the area are to re-use these structures primarily for residential and office use. The Heiser, Rosenfeld, and Strauss buildings are significant as the first conversion of such buildings into loft apartments. These buildings, which have a great history of important local businesses and fine architectural styling, will continue to play an important role in the future revitalization of downtown Baltimore.

<sup>1</sup>The Friedenwald Company later moved to the Abell Building nearby and was last listed in Baltimore City Directories in 1907.

<sup>2</sup>These earlier locations of the E. Rosenfeld and Company are no longer standing.

# 9. Major Bibliographical References

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Blum, Isadore. The Jews of Baltimore. Baltimore: Historical Review Publishing Company, 1910.  
Englehardt, George. Baltimore City: The Book of Its Board of Trade. 1895.  
Illustrated Baltimore: The Monumental City. N.Y.: American Publishing and Engraving Co., 1890.

# 10. Geographical Data

Acreege of nominated property .467 acre

Quadrangle name Baltimore East Quad

Quadrangle scale 1:24000

### UMT References

A 

1	1	8
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### Verbal boundary description and justification

Lot on northwest corner of Lombard and Paca Streets, 187 x 130, fronting on Paca Street 187' and fronting on Lombard Street 130'.

### 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 Historical and Architectural Preservation date August 10, 1979

street & number Room 601, 100 North Holliday Street 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 [Signature] date 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



LAUREL 20 MI (BALTIMORE WEST) 54 MI  
FREDERICK 45 MI (BALTIMORE WEST) 14 MI  
WASHINGTON, D.C. 31 MI

INNER HARBOR LOFTS  
UTM REFERENCE: B-2323  
18. 360060 . 4349750  
[BALTIMORE EAST QUADRANGLE]



17'30"

Basin

South Baltimore

NORTHWEST

BAR

B-2323



Inner Harbor Lofts I  
(B)