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

1. Nam	e						·
historic	Brewers E	kchange					
and/or common	Murdock P	lace					
2. Loca	ation_						
street & number	20 Park A	venue			n <u>/</u>	a_ not for pu	blication
city, town	Baltimore	<u>n/a</u> ,	vicinity of	congressional di	strict	Seventh	
state	Maryland	c ode 24	county	independent	city	code	510
3. Clas	sificatio	n					
Category district _X_ building(s) structure site object	Ownership public _X_ private both Public Acquisit in process being consid _X not applic	$\begin{array}{ccc} \textbf{ion} & \textbf{Accessi} \\ & \underline{X} & \textbf{yes} \\ \textbf{dered} & \underline{\qquad} & \textbf{yes} \\ \end{array}$	cupied in progress	Present Use agriculture _X commercia educationa entertainm governmer industrial military	al al nent	museu park private religio scienti transp	residence us
4. Own	er of Pro	perty		· · · · · · · · · · · · · · · · · · ·			
name	David H.	Murdock, Murdoc	k Developm	ent Company			
street & number	20 Park A	venue					·
city, town	Baltimore	n <u>/a</u> ,	vicinity of		state	Maryland	21201
5. Loca	ation of I	Legal Des	criptic)n			
courthouse, regis	stry of deeds, etc.	Baltimore City	, Courthous	e			
street & number		Calvert Street	<u> </u>				
city, town		Baltimore			state	Maryland	21202
6. Repr	esentat	ion in Exi	isting (Surveys			
	nd Historical ic Sites Inve		has this pro	perty been determi	ned ele	gible? Xy	es no
date 1984				federal	X_ state	county	/ loca
depository for su	rvey records	Maryland Histo	orical Trus	t, 21 State Ci	ircle		

7. Description

Condition X excellent good fair	deteriorated ruins — unaltered — X altered unexposed	$\begin{array}{c} \textbf{Check one} \\ \underline{\hspace{0.2cm} X} \text{ original site} \\ \underline{\hspace{0.2cm} } \text{moved} \text{ date } \underline{\hspace{0.2cm}} \frac{n/a}{} \\ \end{array}$	<u>.</u>
Describe the present	and original (if known) phy	rsical appearance	
Number of Rocentributing 1	Noncontributing 0 buildings	Number of previously listed National Register properties included in this nomination: 0	
0 0 0	0 sites 0 structures 0 objects	Original and historic functions and uses: commercial	
1	0 Total		

DESCRIPTION SUMMARY:

This three story Renaissance Revival style building at the southwest corner of Park Avenue and Fayette Street was built in 1896 as the Brewers' Exchange. The symmetrical main Park Avenue facade faces east and is five structural bays wide and one structural bay deep. Each ground floor bay features a single large full-story arched opening except the center bay which contains a pedimented double doorway. Two arches equal in size to those of the main facade occur on the ground floor of the Fayette Street facade. The entire ground floor of these two facades is faced with terra-cotta and a rusticated stone course at the base of the piers between arches. The upper floors are brick with elaborate terra-cotta decoration including two story half-round Ionic pilasters, cartouches, pediments, window surrounds, a garland frieze and a balustrade at the edges of a flat roof. The south and west facades are typical common brick faced party walls. Both Park Avenue and Fayette Street facades had been painted at least twice and possibly three times prior to the 1984 painting. Interiors of the second and third floor have been substantially altered since original construction with nothing of historical significance remaining. The ground floor with 17' 6" ceiling height features an original elaborate pilaster cornice with a continuous guilloche design defining each of the five bays. Six slender Neo-Egyptian cast iron columns with gilded capitals (traces of original gilding remained under layers of paint) support ceiling beams. The ground floor is one single open space. An original wooden stair and an elevator (first cab installed in 1905) occupy a small protruding bay at the southwest corner of the building. A second stair was added in 1984 to comply with fire code regulations.

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GENERAL DESCRIPTION:

Above the ground floor, the north and south bays of the Park Avenue facade are framed with two story terra-cotta capped brick pilasters. Single, large, one-over-one, double glazed wood sash windows installed in 1984 and reproducing the original design occur at the second floor of these bays. Terra-cotta window surrounds consist of beading and elaborate foliate designs of oak leaves, acorns, grapes and grape leaves. These motifs are terminated at the upper corners by square rosettes and at the center point above the window by large leaf bordered concave scallop shells. This window surround is typical for all windows on the second and third floors of the Park Avenue and Fayette Street facades. In addition to the window surrounds, each of these large second floor windows has an arched or curved pediment matching in detail the triangular pediment over the main entrance. Paired one-over-one wood sash windows occur on the third floor of these bays. Adjacent to the sills of these windows is a terra-cotta belting course continuous on both facades and interrupted where pilaster occur. An identical treatment of window size, configuration and decoration to that of each of these north and south bays of the Park Avenue facade occurs above each of the ground floor arched openings on the Fayette Street facade.

The second and third floors of the three central bays of the Park Avenue facade are recessed. These three bays are divided into five symmetrical subbays by four Ionic half-round pilasters. Each of the five bays features a one-over-one wood sash window on the second floor and matching window on the third. A rectangular terra-cotta panel occurs between the second and third floor windows in each of the five bays. Four of these panels feature a beaded frame centering an elaborate oval medallion surrounded by intricate floral and acanthus leaf motifs. In the center panel the oval medallion has been replaced by an acanthus leaf wreath encircling the initials "BE."

The building is capped by an elaborate frieze, dentil cornice and terracotta balustrade. The lower border of the frieze consists of alternating rosettes and lotus shaped leaf clusters; immediately above is a band of spiraling leaves. The main frieze consists of elaborate garland swags comprised of various fruits, leaves and acorns alternating with classical fruit filled urns. A dentil cornice occurs above this. The original terra-cotta dentil segments remain but the cornice moldings, perhaps originally metal, are no longer present. Terra-cotta blocks with recessed rectangular panels intersect the balustrade at points immediately above the pilasters. The individual double-bellied balusters feature acanthus leaves on both the upper and lower sections. Above the center bay the balustrade gives way to a rectangular panel and monogrammed cartouche featuring a large "B" in an oval crest surrounded by an open floral wreath, volutes and radiating acanthus leaves. Above this is a terra-cotta based flagpole with the date "1896" in a rectangular panel bordered with beading and egg and dart motifs. A new flagpole closely approximates the height of the original.

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GENERAL DESCRIPTION (continued)

The three story Brewer's Exchange faces east and is five structural bays wide and one structural bay deep. Each ground floor bay features a single large arched opening except for the center bay which contains the main entrance to the brick and terra-cotta building. All terra-cotta used on the building was manufactured by the New York Architectural Terra-Cotta Company. Alternating flush and recessed terra-cotta blocks comprise the voussoirs and spandrel infill as well as the piers. Each pier rests on a single rough hewn stone block. keystone of each arch is in the form of a large terra-cotta corbel which visually supports a plain projecting terra-cotta belting course between the first and second stories. The sides of these "S" shaped corbels feature rosettes and guilloches while the fronts reveal a stylized scale pattern of overlapping circles. The arch windows consist of three lights above and below a single wide horizontal divide at the springline of the arch. Polished black granite panels added in 1984 form the base of the arch opening. original material for these panels appears to be wood in early photographs but within thirty years was completely replaced with metal and subsequently tile. The granite replacement panels repeat the design of the original panels in a material that will withstand the abuses of both sidewalk and street traffic.

The ground floor of the Fayette Street facade presents two arched openings identical in size and design to those of the Park Avenue facade. The first light of the east arch on the Fayette Street facade has been replaced with a handicapped entrance. The design of this entrance, single wood door with full length glass panel and glass transom above repeats that of an original entrance in the center of this arch. A similar entrance in the first segment of the south arch of the Park Avenue facade provides a code required egress door.

Original rough cut brownstone building cheeks frame three steps and a landing leading to the recessed double door entrance in the center bay of the Park Avenue facade. The door surround, recessed vestibule panels and triangular pediment are all executed in terra-cotta. The facade door framing consists of successive bands of beading, foliate scroll work and egg and dart designs. A plain horizontal panel which once displayed "Brewers' Exchange" separates the door surround from the elaborate pediment with floral banding and similar floral and beaded design motifs centering an oval scrolling crest with radiating acanthus leaves in the tympanum. New double wood doors with single full height glass lights and single light transom repeat the design and material of the originals. The original over-sized brass hinges with etched floral designs have been used to hang these doors.

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GENERAL DESCRIPTION (continued)

The south and west facades are typical common brick faced party walls. A large stucco patch on the south wall shows the outline of an earlier adjacent building which has been demolished. A pair of one-over-one wood sash windows These windows are individually the occurs on the second floor of this facade. same size as the second floor windows in the exterior bays of the Park Avenue facade. Four additional openings in the south facade have been bricked in. All of these appear to be of later origin as all are of different sizes with three different lintel and sill types. None of these openings aligns either vertically or horizontally or seems related to any other feature of the building.

On the interior of the single open space of the ground floor each of the five structural bays is defined by ceiling beams and an elaborate plaster cornice. As much as 70% of the original plaster work survived with only minor repairs required. The additional segments were reproduced in 1984 from molds made from the original work. This cornice features a flat center section parallel to the ceiling plane and is comprised of a double guilloche pattern with lotus designs at the intersection points and intermittent large rosettes. Six cast iron columns with gilded Neo-Egyptian capitals support the beams. Adjacent to the south wall is a 1984 fire-rated egress corridor and new handicapped restrooms are adjacent to the west wall. The ceilings of both of these additions line up with the horizontal divide at the springline of the arches in the facade thereby maintaining a fully open space above with no intrusion into the plaster cornice, beams or columns. Two boxed mechanical and plumbing stacks penetrate the corridor and restroom walls while maintaining the integrity of the space. A new fire rated stair of simple rectilinear design penetrates the middle bay without distrubing the cornice. No significant details or original work remained on the upper two floors now converted to offices.

8. Significance

1700–1799 _X_ 1800–1899	3,	community planning conservation economics education	landscape architecture law literature military music t philosophy politics/government	religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	1896	Builder/Architect Jo	seph Evans Sperry, A	Architect

Statement of Significance (in one paragraph)

Applicable Criteria: A, C Applicable Exceptions: none Significance Evaluated: local

SIGNIFICANCE SUMMARY:

The Brewers Exchange in the retail section of Baltimore is a Rennaissance Revival style building that is important for its architectural merit and for association with the commercial development of the city. Designed by Joseph Evans Sperry (1854-1930), one of Baltimore's leading architects at the turn of the century, the building is an excellent example of a type of commercial architecture erected in the city at the close of the nineteenth century when Baltimore ranked among the country's leading industrial cities and was experiencing rapid growth in population and commerce. The features which separate the Brewers Exchange architecturally from other Renaissance Revival buildings, particularly in the immediate surrounds, are the low horizontal nature of the plan and the elaborateness of detailing of particularly the upper levels. Much of the decoration which includes fluted columns with volute capitals, swagmotifed cornice, and foliated panels and surrounds is executed in terra cotta. Erected as a center for negotiating commodities used by the brewing industry, the Brewers Exchange has association with this important aspect of Baltimore's history, though used by the exchange for only a short time.

9. Major Bibliog. aphical References

See Continuation Sheet No. 7

10.	Geograp	hical Data	3		
Acreage of Quadrang	gle name <u>Baltim</u>	ty <u>less than one</u> ore East, Maryla	acre nd	Quadrangle	scale 1:24000
A 1 18 Zone	3 6 10 4 14 10 Easting	4 13 5 10 0 15 10 Northing	B	Easting	Northing
C			D F		
G			H [
Verbal b		on and justification on Sheet No. 8	1		
List all s	states and countie	es for properties ov	erlapping state or co	unty boundaries	
state	n/a	code	county		code
state		code	county		code
11.	Form Pre	pared By			
name/title	e Edwa	rd Perlman			
organizat	ion Murd	ock Development	Corporation dat	te 19 October	1984
street & n	umber 20 P	ark Avenue	tele	ephone (301) 8	37-0520
city or tov	wn Balt	imore	sta	te Marylan	d 21201
12.	State His	storic Pre	servation C	Officer Ce	ertification
The evalu	ated significance of	this property within th	ne state is:		
	national	state	X_ local		
665), I hei	reby nominate this p	roperty for inclusion i	er for the National Histor n the National Register a y the National Park Serv	and certify that it has	
State Hist	toric Preservation Of	ficer signature	Mith	2-5-8	3
title	STAT	E HISTORIC PRESI	ERVATION OFFICER	date	
	es use only breby certify that this followers by	property is included i	n the National Register Entered in the	date	3-28-85
Keepe	r of the National Re	gister			
Attest		- La Caracteria de la C		date	
Chief	of Registration				

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HISTORY AND SUPPORT:

In the final decades of the nineteenth century Baltimore continued to experience the economic prosperity that had characterized much of its history. One particular group of men, the ale and beer brewers, had made the city the national center for their trade and formed a strong economic liason patterned after those European guilds to which their fathers and grandfathers had belonged. The "Brewers' Exchange" required a specific place for negotiating the securities and commodities associated with the brewing industry. After years of meeting in the Manufacturers Record building, the exchange commissioned Joseph Evans Sperry in 1895 to design the Beaux Arts building on the corner of Park Avenue and Fayette Street. In addition to its functional utility the building was to serve as a visible metaphor for the prestigious national significance the local industry had achieved. Sperry (1854-1930) himself has garnered a national following through his outstanding work throughout the state. His contribution to the architectural history of Baltimore is enormous; work includes the old Mercantile Safe Deposit and Trust Company building, the Equitable building, the Masonic Temple on North Charles Street (in association with Charles L. Carson), the Provident Savings Bank building at Howard and Saratoga Streets, and Emerson Tower, often called the Bromo Seltzer Tower. Sperry turned to European sources for the 1896 Brewers' Exchange, now regarded as his finest building in both overall design and proportion. The quality of the terracotta ornamental_work on this building is unsurpassed in Baltimore. After the consolidation of Baltimore's numerous independent breweries into only a few large companies during the decade that followed the construction of the Brewers' Exchange (seventeen of Baltimore's largest breweries were consolidated into a single firm in 1898), the organization sold the building in 1906 to the Mercantile Savings Bank. Since that time it has been home to the Kanabe Piano Company, a Ford dealership, an office supplies company and numerous other users. As the current headquarters of the Murdock Development Company the building has been returned to its original stately elegance.

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HISTORY AND SUPPORT:

Joseph Evans Sperry (1854-1930) was from South Carolina but had moved to Baltimore at an early age. His enormous contribution to the city's architectural history includes some of its best known buildings. The firm of Wyatt and Sperry designed the Old Mercantile Safe Deposit and Trust Company building, one of the city's outstanding Romanesque Revival structures. In association with Charles L. Carson, Sperry redesigned the Masonic Temple on North Charles Street. master architect was responsible for the Equitable building (1894), long regarded as Baltimore's finest large commercial style building. It is interesting to note that Sperry used the same arches, rusticated stonework detailing and five bays to organize the ground floor of the main facade of this structure as he was to use on the Brewers' Exchange two years later. For the scale and bold design of the rusticated granite Provident Savings Bank building, with walls seven feet thick at the base, Sperry turned to Italian Renaissance palaces such as the Strozzi in Florence for inspiration. Surrounding the main entrance doors to this building is a band of boldly carved granite identical in every design feature, including lotuses and rosettes, to the elaborate plaster cornice of the ground floor ceiling in the Brewers' Exchange. It was to Italy that Sperry was to turn for more than inspiration in his design of the 1911 Emerson Tower, often called the Bromo Seltzer Tower and now the Baltimore Arts Tower. Long the most famous landmark on Baltimore's skyline, the Tower is patterned directly after that of the Palazzo Vecchio in Florence.

Sperry's fondness for architectural forms of the past appears to have guided his design of the east and north facades of the Brewers' Exchange. The building is five structural bays wide on Park Avenue and only one bay deep although Fayette Street facade has been divided into two bays. The ground floor, faced in terra-cotta, features a single large arched opening in each bay with the exception of the pedimented doorway in the center one. For the upper floors Sperry used brick with elaborate terra-cotta ornaments including Ionic pilasters, arched pediments, window surrounds, a superb garland frieze and roof balustrade. The terra-cotta base of the flagpole bears the date 1896 above a monogrammed cartouche showing a "B." Two separate issues, 1897 and 1899 of The Brickbuilder feature photographs of the building. One, a detail of the entrance doors, illustrates an editorial commendation of both Sperry and the New York Architectural Terra-Cotta Company, the firm responsible for executing Sperry's designs in terra-cotta. The second is an illustrated advertisement for the terra-cotta manufacturer.

No inventory exists of the books in Sperry's architectural library, but he was most likely familiar with a very popular 1867 source book by Joseph Gwilt, The Encyclopedia of Architecture. (An early edition, now in the private collection of a partner in the firm that was the continuation of Sperry's, originally belonged to Sperry's firm.) This edition provides an "historical,

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HISTORY AND SUPPORT (continued)

theoretical, and practical" guide to architecture and included several plates of Europe's outstanding buildings. Among these was the 1632 facade of Somerset House by the English architect Inigo Jones. A derivation of Italian Renaissance styles, the facade by Jones might well have been the model Sperry used in his plans for the Brewers' Exchange. The Park Avenue facade of Sperry's building is nearly identical to that of Jones in its scale, proportions, use of five bays, stonework and architectural ornamental detailing. The book provides an additional possible source for Sperry's detailing of the elaborate plaster interior cornice. Following a discussion of cornice treatments, the book illustrates five guilloche variations, one of which is identical in every detail, including the lotus design, to that used by Sperry on both the Brewers' Exchange and the Provident Savings Bank.

Exchange, the Murdock Development Company sought to create a contemporary work place while preserving those portions and features of the property which are significant to its historic, architectural and cultural values. The north and east facades and the ground floor interior space were deemed to be of primary significance. Both facades were almost totally intact and most of the cornice and all of the columns survived beneath the numerous ceilings and wall partitions added over the years. The upper floors contained nothing of particular distinction. A search of both public and private archives produced various historic photographs and drawings of the building which subsequently served as the basis for the reconstruction of such details as arch windows and entrance doors. Once again the citizens of Baltimore can enjoy the richness of this historic structure. The rehabilitation was carried out under the provision of the Economic Recovery Act of 1980.

Footnotes

¹Gwilt, Joseph; The Encylcopedia of Architecture; Book I, Chap. III, Fig. 208.

²Ibid. Book III, Chap. I, Fig. 1010.

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MAJOR BIBLIOGRAPHICAL REFERENCES:

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Gwilt, Joseph; The Encyclopedia of Architecture, 1867 by Longmans and Green, London England.

Kelly, William J.; Brewing In Maryland From Colonial Times To the Present; 1965, New York.

Baltimore City, The Liverpool of America, London England.

Architects and Builders Journal;

1901, Baltimore, MD

Baltimore City Directory: City of Baltimore 1896 (p.206), 1897 (p. 208), 1899 (p. 209), 1900 (p. 213), 1901 (p. 220), 1902 (p. 240), 1903 (p. 358). Pratt Library, Baltimore

The Baltimore Sun; Nov. 26, 1895, p. 8, col 8, 1895, Baltimore, MD.

The Brickbuilder: V. 8, No. 5, May 1899 and V. VI No. 12, Dec. 1897 by Rogers & Manson, Boston, MA.

NPS Form 10-900-a (3-82)

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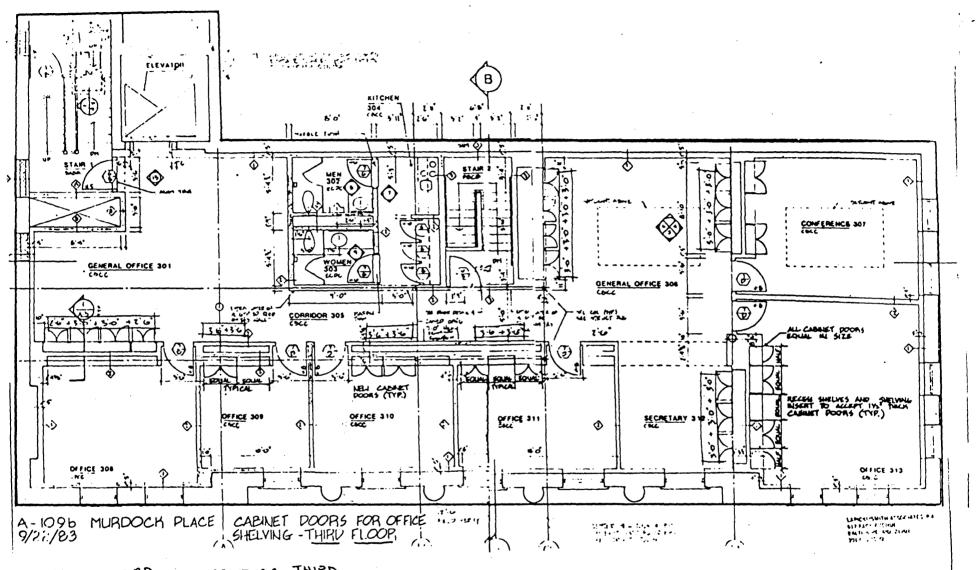
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GEOGRAPHICAL DATA:

Verbal Boundary Description: Beginning for the same at the corner formed by the intersection of the south side of Fayette Street and the west side of Park Avenue, and running thence westerly, bounding on the south side of Fayette Street, 36 feet $1\frac{1}{4}$ inches to a point where a line drawn along the westernmost outline of the wall there located of the building on the lot now being described intersects the said south side of Fayette Street; thence southerly, along the westernmost outline of said wall, 71 feet to the northernmost outline of the wall there situate of the building on the lot now being described; thence westerly, along the northernmost outline of said last mentioned partition wall, 12 feet $8\frac{1}{2}$ inches to the point of intersection with the line drawn along the westernmost side of the brick wall standing on the lot now being described; thence southerly, along the said westernmost outline of said last mentioned wall and continuing the same course, in all, 20 feet 1 inch; thence easterly, by a straight line to a point on the west side of Park Avenue where the same is intersected by the northernmost line of the wall there situate of the building adjoining the building on the lot now being described to the south; thence northerly, bounding on the west side of Park Avenue, 91 feet $7\frac{1}{2}$ inches to the place of beginning.

Boundary Justification: The property includes only the city lot upon which the building stands.



NOTE: 210 FLOOR SAME AS THIRD

1ST FLOOR IS PERIMETER WALLS ONLY

Brewers' Exchange 20 Park Avenue Baltimore, Maryland 21201