


<b>FROM</b>	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR	CITY of BALTIMORE <b>MEMO</b>	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 <sup>TH</sup> FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #11-0733/BALTIMORE CITY LANDMARK LIST - MAYFAIR THEATER		

**TO**

DATE:

August 5, 2011

The Honorable President and  
Members of the City Council  
City Hall, Room 400  
100 North Holliday Street

At its regular meeting of August 4, 2011, the Planning Commission considered City Council Bill #11-0733, for the purpose of designating Mayfair Theater, 506 North Howard Street, as a historical landmark.

In its consideration of this Bill, the Planning Commission reviewed the attached agenda, summary and previous staff report which recommended approval of City Council Bill #11-0733 and adopted the following resolution, eight members being present (eight in favor).

**RESOLVED**, That the Planning Commission concurs with the recommendation of its departmental staff, and recommends that City Council Bill #11-0733 be passed by the City Council.

If you have any questions, please contact Mr. Wolde Ararsa, Division Chief, Land Use and Urban Design Division at 410-396-4488.

TJS/WYA/kh

Attachment

cc: Ms. Kaliope Parthemos, Deputy Mayor  
Mr. Peter O'Malley, Chief of Staff  
Ms. Angela Gibson, Mayor's Office  
The Honorable Bill Henry, Council Rep. to Planning Commission  
Ms. Barbara Zektick, DOT  
Ms. Karen Randle, Council Services  
Ms. Marcia Collins, DPW  
Mr. Paul Barnes, DGS

- 18. CITY COUNCIL BILL #11-0731/BALTIMORE CITY LANDMARK LIST –  
FRANKLIN-DELPHEY HOTEL** (Administration – City Council President Young)  
For the purpose of designating Franklin-Delphey Hotel, 300 West Franklin Street, as a historical landmark. (Eleventh District)
- 19. CITY COUNCIL BILL #11-0732/BALTIMORE CITY LANDMARK LIST –  
GRAND MASONIC TEMPLE** (Administration – City Council President Young)  
For the purpose of designating Grand Masonic Temple, 221-227 North Charles Street, as a historical landmark. (Eleventh District)
- 20. CITY COUNCIL BILL #11-0733/BALTIMORE CITY LANDMARK LIST –  
MAYFAIR THEATER** (Administration – City Council President Young)  
For the purpose of designating Mayfair Theater, 506 North Howard Street, as a historical landmark. (Eleventh District)
- 21. CITY COUNCIL BILL #11-0734/BALTIMORE CITY LANDMARK LIST –  
HANSA HAUS** (Administration – City Council President Young)  
For the purpose of designating Hansa Haus, 11 South Charles Street, as a historical landmark. (Eleventh District)
- 22. CITY COUNCIL BILL #11-0735/BALTIMORE CITY LANDMARK LIST –  
GRACE TURNBULL HOUSE** (Administration – City Council President Young)  
For the purpose of designating Grace Turnbull House, 223 Chancery Road, as a historical landmark. (Fourteenth District)

### **23. CIP TRANSFERS**

This agenda was prepared on the assumption that all necessary materials have been made available in sufficient time for consideration by the Commission at this meeting. There are occasionally changes in this agenda when relevant materials have not been delivered to the Department on schedule. For any item marked (\*\*), please call the Department at 410-396-8337 for most current information.

**The meeting will be held in the Phoebe B. Stanton Boardroom of the Department of Planning, located on the 8<sup>th</sup> floor of 417 East Fayette Street.**

**18. CITY COUNCIL BILL #11-0731/BALTIMORE CITY LANDMARK LIST – FRANKLIN-DELPHEY HOTEL**

On March 10, 2009, the Commission for Historical and Architectural Preservation recommended Baltimore City Landmark Designation for the Mayfair Theater and the Franklin-Delphy Hotel Building. The Planning Commission recommended approval of designation of the Mayfair Theater and the Franklin-Delphy Hotel Building to the City Landmark List at its meeting on August 6, 2009.

CHAP's action is the first step and the Planning Commission action is the second step in this three steps process for Baltimore City historical landmark designation. This bill is the final step in the process. This action is consistent with the previous CHAP and Planning Commission actions.

**Recommendations:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historic and Architectural Preservation.

**19. CITY COUNCIL BILL #11-0732/BALTIMORE CITY LANDMARK LIST – GRAND MASONIC TEMPLE**

On January 13, 2009, the Commission for Historical and Architectural Preservation recommended Baltimore City Landmark Designation for the Grand Masonic Temple. The Planning Commission recommended approval of designation of the Grand Masonic Temple to the City Landmark List at its meeting on July 9, 2009.

CHAP's action is the first step and the Planning Commission action is the second step in this three steps process for Baltimore City historical landmark designation. This bill is the final step in the process. This action is consistent with the previous CHAP and Planning Commission actions.

**Recommendations:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historic and Architectural Preservation.

**20. CITY COUNCIL BILL #11-0733/BALTIMORE CITY LANDMARK LIST – MAYFAIR THEATER**

On March 10, 2009, the Commission for Historical and Architectural Preservation recommended Baltimore City Landmark Designation for the Mayfair Theater. The Planning Commission recommended approval of designation of the Mayfair Theater to the City Landmark List at its meeting on August 6, 2009.

CHAP's action is the first step and the Planning Commission action is the second step in this three steps process for Baltimore City historical landmark designation. This bill is the final step in the process. This action is consistent with the previous CHAP and Planning Commission actions.



**Recommendations:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historic and Architectural Preservation.

**21. CITY COUNCIL BILL #11-0734/BALTIMORE CITY LANDMARK LIST – HANSA HAUS**

On September 9, 2008, members of the Commission for Historic and Architectural Preservation recommended approval of landmark designation for the Hansa Haus. The Planning Commission recommended approval of designation of the Hansa Haus to the City Landmark List at its meeting on July 9, 2009.

CHAP's action is the first step and the Planning Commission action is the second step in this three steps process for Baltimore City historical landmark designation. This bill is the final step in the process. This action is consistent with the previous CHAP and Planning Commission actions.

**Recommendation:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historic and Architectural Preservation.

**22. CITY COUNCIL BILL #11-0735/BALTIMORE CITY LANDMARK LIST – GRACE TURNBULL HOUSE**

On November 18, 2008, members of the Commission for Historic and Architectural Preservation recommended approval of landmark designation for the Grace Turnbull House. The Planning Commission recommended approval of designation of the Grace Turnbull House to the City Landmark List at its meeting on July 9, 2009.

CHAP's action is the first step and the Planning Commission action is the second step in this three steps process for Baltimore City historical landmark designation. This bill is the final step in the process. This action is consistent with the previous CHAP and Planning Commission actions.

**Recommendations:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historic and Architectural Preservation.



Sheila Dixon  
Mayor

## PLANNING COMMISSION

Wilbur E. "Bill" Cunningham, Chairman

### STAFF REPORT



Thomas J. Stosur  
Director

August 6, 2009

#### REQUEST:

- Baltimore City Landmark Designation/Mayfair Theater – 506 North Howard Street
- Baltimore City Landmark Designation/Hotel Building – 300 West Franklin Street

**RECOMMENDATION:** Approval, with the recommendation that upon the passage of Baltimore City Landmark Designation legislation by the Mayor and City Council, the Special List designation on the subject property be removed by the Commission for Historical and Architectural Preservation for the:

- Baltimore City Landmark Designation/Mayfair Theater – 506 North Howard Street, and
- Baltimore City Landmark Designation/Hotel Building – 300 West Franklin Street

**STAFF:** Anthony Cataldo

**PETITIONER(S):** Commission for Historical and Architectural Preservation

**OWNER:** City of Baltimore/Accent Development

#### SITE/GENERAL AREA

**Site Conditions:** The subject properties are located at the northwest corner of North Howard Street and West Franklin Street within the Central District and Mount Vernon neighborhood. Both properties are zoned B-4-1 and are currently vacant.

**General Area:** This section of North Howard Street has a mixture of uses, institutional, commercial and residential. This area is part of the Market Center National Register Historic District.

#### HISTORY

- The Central Business District Renewal Plan was established by ordinance May 25, 2001.
- Ordinance #06-348, approved November 8, 2006 amended the Central Business District Renewal Plan.
- On March 10, 2009, the Commission for Historical and Architectural Preservation recommended Baltimore City Landmark Designation for the Mayfair Theater and the Hotel Building.

## **CONFORMITY TO PLANS**

The proposed designation is found to be consistent with the following element of the Baltimore City Comprehensive Master Plan: PLAY Goal 1: Enhance the enjoyment, appreciation, and stewardship of Baltimore's historical and cultural resources.

## **ANALYSIS**

In February 2007, Baltimore Development Corp. (BDC) issued a Howard Street West Request for Proposal for four redevelopment sites including Site C-"Franklin-Delphay Hotel" and Site D-The Mayfair Theater. BDC received two proposals for the Hotel and three proposals for the Theater. The City of Baltimore entered into an Exclusive Negotiating Position with Accent Development for the Franklin-Delphay Hotel and the Mayfair Theater in November 2007. The selection of Accent Development was based on the recommendation of a review panel, the BDC Board of Directors and the final approval of the Mayor. The City is still the current owner of both properties.

The development entails approximately 23,750 square feet of retail space on the first floor of the Hotel Building and first and second floors of the Mayfair Theater. The upper levels of both buildings are proposed to be 36 rental apartments.

This is the second public hearing on the historic landmark designation process. The structure was reviewed and approved by the CHAP Commission on March 10, 2009. After the Planning Commission renders an affirmative decision on the designation, it will then go to the City Council for introduction by the administration.

### **Mayfair Theater – 506 North Howard Street**

#### **Historical Significance:**

The Mayfair (formerly Auditorium) Theater was constructed in 1903 as a part of the Kernan hotel and entertainment complex. This theater, the former Hotel Kernan (a Baltimore City Landmark), and now demolished Maryland Theater were connected through interior halls and underground passages. This complex was the largest entertainment grouping in Baltimore in the early 20<sup>th</sup> century.

The most significant remaining portion of the structure is the elaborate stone and terra cotta façade facing Howard Street. The façade is a light stone Classical Revival style with a bay of three arches flanked piers of rusticated stone and variety of window shapes and trim styles. The roofline has a complicated cornice of pediments, scrolls, finials, carvings of floral panels, cartouches and lyres. A mansard roof tops off the façade with three ocular windows. The present entrance level façade, marquee and ticket booth date from the 1960's, the original entrance was a single wide arch with several stairs into the front of the building. The modern façade was added for the Baltimore premier of "Laurence of Arabia." The rear theater portion of the building was constructed of brick. Very little of the interior has survived, only the exterior brick walls remain due to a failure of the roof.



In 1902 James Kernan announced his plans to create the entertainment complex at the site on Franklin and Howard Streets. The above "Academy Hotel" had already been in existence for almost 50 years and was never part of Kernan's grand plan for the block. He had already owned the "Howard Theater," which stood on the current site of the Mayfair-Auditorium Theater. The "Howard Theater", which was actually a converted swimming school, was constructed in 1882 and considered out of date architecturally and needed a lot of work to be brought into current standards. A Baltimore Sun article from 1891 notes Kernan's plans to eventually remove this theater from the site and create his own show house.

After rehabbing the building for several more years of use, he demolished the old "Howard Theater" in 1902 and constructed the "Auditorium Theater." He retained the underground pool (which now operated as a Turkish bath) and constructed the "Beaux-Arts-Influenced-French Renaissance" style theater we see today.

The Mayfair Theater is one of a handful of surviving structures north of Franklin Street on Howard Street, now the 500 block. This block was once home to a large number of small businesses, restaurants, club houses and most importantly, theaters. Besides the Kernan complex, the block was also home to the Academy of Music, and later the Stanley Theater. Both stood consecutively on the lot next to the Mayfair. The large building north of the theater and hotels is the former Baltimore City College High School.

The Mayfair Theater meets CHAP Landmark Designation Criteria:

- Criteria #1: Dates from a particular period having a significant character, interest, or value, as part of the development, heritage, or culture of the City of Baltimore; or
- Criteria #4: Is significant of the architectural period in which it was built and has distinguishing characteristics of an architectural style, method of construction, or engineering, or is the notable work of a master builder, designer, engineer, artist, or architect whose individual genius influenced his age.

### **Hotel Building – 300 West Franklin Street**

#### **Historical Significance:**

Reconstructed in 1857, this Italianate block building is a fine example of period commercial architecture in the Market Center area. The square structure is five bays wide and five bays deep, and four stories tall. The conjoined structures are three stories with a gabled roof with dormers. Dormers and a gable roof indicate that the structures were built prior to 1850, possibly as early as 1830. These structures are some of the last remaining significant examples of commercial architecture on this block.

While the first floor has been altered by later commercial use, the upper stories show the very popular early Victorian design aesthetic of a block type structure capped with a projecting ornamental cornice. The brick surface of the structure is treated with stucco coating that has been scored to resemble stone construction. The original structure on the lot was very similar to the gabled roof two-story structures that adjoin it today and the ghost line of an adjoining gabled roof structure can be seen on the west wall.

In 1857 an article appeared in *The Baltimore Sun* outlining the long time owner, Daniel McCoy's recent renovations and improvements to the building.

*"Hotel Improvements* – The old Hotel at the corner of Howard and Franklin Sts., formally known as the Golden Horse, has been entirely remodeled and rebuilt by its present owner and proprietor Mr. Daniel McCoy and now presents every appearance of comfort and convenience. It has been raised two stories, making it four in all, and the exterior painted to resemble brown stone. It has also been enlarged so as to present a front of 121 feet on Howard and 45 on Franklin St. – The interior of the building has also been entirely remodeled, and throughout so fitted up as to present a neat and comfortable appearance. The first floor contains a handsomely fitted up bar room, reading room, hotel office, a spacious dining room and kitchen. On the second floor there are two parlors and twenty-four lodging apartments, many of which are fine family chambers. The third and fourth floors are also divided in convenient chambers, the whole of which are neatly fitted up and furnished. With these improvements the title has also been changed, and it is now the *Franklin Hotel*." – *The Sun*, January 13, 1857

In the late 1830's Daniel McCoy moved his feed store business "Golden Horse" from the 100 block of Howard Street (now the 400 block of Howard Street) to the structure at the corner of Howard and Franklin Streets and opened it again as the "Golden Horse Tavern." The archives of *The Sun* mention cattle and horse auctions taking place at McCoy's "Golden Horse Stables" which were located across the street. In 1847 Mr. McCoy is listed as a "tavern keeper" in the Baltimore City Directory, and the "proprietor of the Golden Horse Tavern" in 1856. Presumably, the "Golden Horse Tavern" always served as a lodging house in addition to the stable and feed services. The addition and renovation in 1857 was probably done to meet the demands of a quickly growing urban area, and a more civilized clientele. Several other hotels had appeared on the Howard Street corridor at time, most catering a more upscale and refined client. The new name of "Franklin Hotel," would also serve as a fresh face to the business.

Around 1870 the hotel is purchased and renamed by Mr. William Delphey "Delphey House (Hotel)". Mr. Delphey and his brother George Delphey began in the livery stable business and eventually became some of the best known hotel proprietors in the City of Baltimore. The first stable they owned in Baltimore was the Golden Horse Stables, the stables once associated with the Hotel (the stables were apparently sold off at some point). Before taking control of the "Franklin Hotel" the Delphey brothers were associated with the "Swan Hotel" at Franklin and Eutaw Streets, the "Pennsylvania House" at Franklin and Green Streets, the "St. Louis" at Howard and Mulberry Streets and the "Saratoga Hotel" at Saratoga and Howard Streets.

By 1898 the Hotel had again transferred hands to a Mr. Frank Tierney and was renamed the Academy Hotel, after the Academy of Music which opened on the same block in 1868. The Academy of Music was later torn down and replaced with the Stanley Theater (now an empty lot) but the name Academy Hotel remained. As the hotel aged into the 20<sup>th</sup> century archives show evidence of the decline of the business, instances of suicides, and illegal alcohol sales were reported. In about the 1920's the name was changed to the "New Academy Hotel" and by the 1950's records show only restaurants occupying the first floor of the 4 story structure.

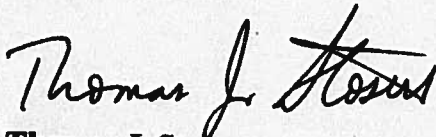


The Academy Hotel Building meets CHAP Landmark criteria #1, #4, and #5 for landmark designation:

- **Criteria #1:** Dates from a particular period having a significant character, interest, or value, as part of the development, heritage, or culture of the City of Baltimore;
- **Criteria #4:** Is significant of the architectural period in which it was built and has distinguishing characteristics of an architectural style, method of construction, or engineering, or is the notable work of a master builder, designer, engineer, artist, or architect whose individual genius influenced his age; and
- **Criteria #5:** Contributes information of historical, cultural, or social importance relating to the heritage of the community.

Based on these findings, staff recommends that landmark status be granted.

In advance of a hearing on this matter, staff notified the following groups: Preservation Maryland, Baltimore Heritage Area, Downtown Partnership of Baltimore, Inc., Market Center Merchants Association, Mt. Vernon Cultural District, Mt. Vernon-Belvedere Association, Seton Hill Organizations Together, and the Baltimore Development Corporation.



**Thomas J. Stosur**  
**Director**