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the
robert
goodman
agency, inc.

12 WEST READ STREET BALTIMORE 1, MARYLAND VERNON 7-6151

June 7, 1963

Mr. William Boucher, III
Executive Director
Greater Baltimore Committee
One Charles Center
Baltimore 1, Maryland

Dear Bill:

Thank you for the opportunity to discuss Sutton Place and its relationship to the rebirth of the city with you and your staff at such length and with such rapport. I know you concur in our feeling that Sutton Place is pioneering in a phase of intown living that far transcends the strictly utilitarian aspects of the building.

We feel that Sutton Place has captured in architecture and design the elegance of intown living and that it can stand on its own merit as a residential address. In a broader sense, however, we look on Sutton Place as the symbol of the residential renaissance which must occur to truly revitalize the city. In that context Sutton Place must be regarded as a critical focal point in planning and the future of Baltimore.

I know you are well aware of my personal, as well as professional interest in the problems of the city and in the revitalization of intown Baltimore. In that regard, I am in the enviable position of representing a client, Sutton Place, with a vital stake in the resurgence of the city as well as being an important factor in the rebirth of downtown Baltimore.

As you can see, I have the good fortune to participate in a professional way with a program of public relations and publicity in concert with my own private and personal position.

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Against this background, I can report that I found our meeting most fruitful and I am optimistic, with the GBC assistance, that both the city and Sutton Place can interact to achieve the goals we all are striving to reach.

With regard to the dedication, here is the tentative plan and program for the ceremonies set to start Tuesday, June 18, 1963 at 4 o'clock in the afternoon.

1. The Plan: Mayor McKeldin has agreed to make a major address on the subject of intown living in following up one of the points he made in his inaugural speech. I have met with the Mayor and he is enthusiastic about using Sutton Place as a forum to issue an important policy statement on promoting Baltimore as a full time city, active and alive from early morning to late evening. He will focus attention on Sutton Place as the first new highrise residential unit in the city and how it can act as the catalyst for a broad-based return of residents to intown living.

It is at this ceremony that we would want the presentation by GBC of a bronze plaque appropriately inscribed for installation at Sutton Place in a prominent spot. In making this presentation, it is hoped that the GBC representative would discuss Sutton Place as a new residential landmark in terms of its important relationship with One Charles Center as a new commercial landmark. As Marvin Gilman noted, it is crucial for both Charles Center and Mount Royal Plaza, and the projects yet to come, that the statutory mile between them be figurately shortened.

2. The Program: Weather permitting, the dedication has been scheduled outdoors under the canopy in the entry court. The lobby will be used in the event of rain.

Marvin Gilman will welcome the guests (between 100 and 125 are to be invited) and make some introductory remarks. Mr. Gilman then will introduce Walter Sondheim, Jr. who

- more -

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will act as chairman of the dedication. He will introduce the GBC representative. The GBC spokesman will make the presentation and give his remarks. Mr. Sondheim then will introduce the Mayor and Mr. McKeldin will give the principal address.

Following the dedication a reception will be held for the guests. Depending on the weather or on a decision not yet made, the reception will be held on the plaza next to the pool or in the penthouse.

I realize it is a large order we have cut out for ourselves, but it is a commitment I feel will be justified in terms of its impact on the city and its redevelopment efforts. The intangibles that are making One Charles Center a successful venture are as applicable to Sutton Place and every other major project undertaken in the name of the new Baltimore. Perhaps, this is why we feel so strongly that Sutton Place, as the forerunner of Baltimore's residential rebirth, be launched on as firm footing as possible.

Sincerely,



Edgar L. Feingold
Director, News Bureau

ELF/jln

cc: Marvin S. Gilman

GREATER BALTIMORE COMMITTEE

MEMORANDUM

June 10, 1963

To: Mr. Robert B. Hobbs
From: William Boucher, III

The first report of the Urban Renewal Subcommittee of the Greater Baltimore Committee, which was then chaired by Jim Rouse, recommended the establishment of a study board to investigate the organization of City government to meet the promise and challenge of the urban renewal program, then in its formative stages. That report said of the Mount Royal area as follows:

"We recommend that the Greater Baltimore Committee give its full support to the Mount Royal neighborhood leaders in an effort to make the Mount Royal neighborhood (bounded by the new Jones Falls Expressway on the east, Druid Hill Park on the north, the new State office building on the south and Druid Hill Avenue on the west) an important urban renewal area. In this neighborhood Baltimore has a unique opportunity for urban renewal because:

- a) The area has not yet deteriorated.
- b) There is strong neighborhood leadership.
- c) It is immediately adjacent to Area #12, which will soon be redeveloped as the new State office building, together with some redevelopment housing.
- d) A new school is now being built in the area.

The designation of this area as an urban renewal area and the consummation of project planning need not await the completion of the study recommended above."

As you know, the urban renewal agency and program were established, and the area around Bolton Hill was first known as the Mount Royal-Fremont area and is now known as Madison Park. The State office buildings, some private office buildings (such as the Baltimore Life Insurance, National Cash Register and others) were erected in this project and have been a dramatic example of the urban renewal process. Two areas in the project were marked for high-rise apartments: the first, Sutton Place, for upper income families, and an adjacent site for middle income families. Sutton Place

has been completed and is now open for business. The adjacent site has not been offered for development because of the experience with Sutton Place. In addition, middle income apartment sites have been planned for areas along Linden Avenue and Eutaw Place. Substantial demolition has taken place and much of that area is now available for development. In addition, there are a number of areas in the Mt. Vernon Place section of the city between Charles Center and Mt. Royal Avenue which have either been acquired or are in the process of being acquired by developers interested in erecting middle or upper income apartment units. Most of these are now in abeyance. Several are arranging their financing.

Mr. Marvin Gilman, President of Sutton Place, met with the staff of the Greater Baltimore Committee recently to outline an area of difficulty with his project and ask for some assistance from the Greater Baltimore Committee. His apartments are priced for the upper income market. He has 300 units, and his price range is \$121 to \$330 per month. As you know, he has some commercial space in the building, most of which has been rented at very satisfactory rents. All except a few of his efficiencies are now rented, but he is experiencing extreme difficulty in leasing the other apartment units. It appears that the major areas of complaint are as follows:

- 1) The problem of open occupancy.
- 2) The reputation of the neighborhood insofar as personal safety is concerned.
- 3) It is too high priced.
- 4) Inadequate room size.

His leasing agency is the Roland Park Realty Company. Mr. Gilman notes that items 3 and 4 are items which can be easily handled by him or by his leasing agents and are of no serious consequence. Item #1 above has to do with his commitment to the renewal agency and to the public to open the apartments to all qualified tenants, regardless of race. He has had four Negro applicants, two of whom were ineligible for income or personal reasons, and two of whom withdrew their applications before they could be acted upon. He has no current applications from non-whites and he has no signed leases from non-whites. Nevertheless, the opinion persists in the minds of prospects that a large percentage of his building will be occupied by non-white tenants. This is obviously not true in view of the above information and in view of the rents being charged and other qualifications.

As to Item #2 above, the neighborhood is no less unsafe than similar neighborhoods in the inner city. As a matter of fact, the incidence of vandalism during construction was much lower than expected. Safety features such as underground parking and well lighted plazas make it probably more safe than many of the private homes in the area. As you know, the Bolton Hill area is one of the prime in-city residential neighborhoods.

The net result of all of this is that the success of Sutton Place is being seriously threatened, and Mr. Gilman has requested Greater Baltimore Committee assistance. The first thing he would like us to do is to participate in the dedication ceremonies on June 18 at 4:00 p.m. I enclose herewith a copy of a letter from the Robert Goodman Agency requesting our participation in that ceremony. As you can see, they ask us for a speaker and a plaque. If it is appropriate for the Greater Baltimore Committee to participate, we can arrange for both the speech for you or some other officer of the Greater Baltimore Committee to deliver and for the plaque. In addition, the Sutton Place operators would like us to assist them in creating a public image of Sutton Place similar to the image that was created for Charles Center - that is, prestige location, the success of which is important to the city and which is supported by the power structure of the community. This is not necessarily easy to do, but in my opinion it can be done. They stress, of course, the critical importance of Sutton Place being successful before any important commitments by other developers will be made for residential housing in either the Bolton Hill area or in areas closer to downtown.

Please advise me of your wishes in this matter. I will, of course, be available to discuss it further with you in person.



Sutton Place Spectator



THE ELEGANCE OF IN-TOWN LIVING

1111 PARK AVENUE • BALTIMORE 1, MARYLAND MU 5-5505

VOLUME 1

DEDICATION ISSUE-JUNE, 1963

NUMBER 5

Dedication Program

June 18, 1963 4:00 P.M.

Invocation:

Rev. Francis J. Flanagan, Pastor, Corpus Christi Church

Remarks:

Marvin S. Gilman, Owner-Sponsor of Sutton Place

Introduction of Speakers:

Robert W. Thon, Jr., Commissioner, Baltimore Urban Renewal and Housing Agency; President, Savings Bank of Baltimore

Remarks:

Charles H. Buck, Chairman of the Executive Committee of the Greater Baltimore Committee; Chairman of the Board of The Title Guarantee Company

Principal Address:

The Full-Time City

The Honorable Theodore R. McKeldin, Mayor of Baltimore

Reception to follow in penthouse



The Honorable Theodore R. McKeldin
Mayor of Baltimore

**the
robert
goodman
agency, inc.**

12 WEST READ STREET BALTIMORE 1, MARYLAND VERNON 7-6151

June 18, 1963

Attention: Mr. Buck

Dear Mr. Buck:

This is an incomplete draft of Mayor McKeldin's speech for the Sutton Place dedication ceremony today. However, it gives you an idea of the basic theme....."the full time city."

Robert Goodman

DRAFT

"THE FULL TIME CITY"

Standing here in this lovely setting, I cannot help but compare this area as we all knew it a few years ago with the remarkable transformation we now view today. In one sense, it is the physical beauty of Sutton Place that necessarily compels us to draw a striking contrast with the slums and blight that once existed on this very spot.

But, in making the comparisons of yesteryear with the present, it is perhaps more important to provide a perspective on how this significant change in an historic Baltimore neighborhood can play a symbolic role in the rejuvenation of the entire city. In that context, I think we must regard Sutton Place as inexorably intertwined with the historic forces of change now enveloping intown Baltimore.

We must look beyond the steel and concrete that shape the city's skyline and examine how the products of architecture and planning relate to the human experience of living. However people are housed-- be it on the tenth floor of Sutton Place; in a basement apartment on Charles Street; a town house on Bolton Hill; in a mansion on Mount Vernon Place; in a row home in my old neighborhood in South Baltimore, or in public housing in the George B. Murphy homes, it is their interaction with the city and what this means to them that is at issue.

- more -

As a start, it might be instructive for us to recall the words of a great teacher and an obvious cityphile, Aristotle, who said: "Men come together in cities in order to live. They remain together in order to live the good life."

On the basis of the record, apparently we in the city have not been providing our citizens with the ingredients of "the good life." Between 1950 and 1960, more than 100,000 of our residents deserted the city to seek out new modes of life in the suburbs. The reasons for this mass departure have been a constant topic of study for the sociologists, the planners, the economists, and, of course, the politicians.

Whatever the reasons, the people have gone. They may have been scared out of the city. They may have become disillusioned with the city. Or, they may have moved just for the sake of moving. What they did was to accelerate the process of obsolescence, as evidenced by the spread of deterioration from the central of the city outward in concentric arcs of blight.

The city, once a pulsating, throbbing giant of activity, slowly began to atrophy in the wake of decay. The disease of blight was ravaging its very heart-- the intown core. Fortunately, this malignancy did not prove to be fatal. A few years after my wartime term as Mayor ended, the Housing Act of 1949 was enacted and with this instrument of action Baltimore embarked on a program of renewal and rehabilitation almost without peer in the nation.

It was a great privilege for me when as Governor of this State I had the opportunity to share in this program of redevelopment. A significant portion of the State's business was being conducted in a far flung array of offices throughout Baltimore, and it was imperative that these functions be housed in a central complex. I was instrumental in locating the three State office buildings you can see just a few blocks away from where we are now in Mount Royal Plaza. Not only did the State create, in architecture and landscaping, a delightful and useful enclave, but it helped foster a general upgrading of the surrounding neighborhood and a general resurgence in Mount Royal Plaza.

Now the State can count among its neighbors the home office of the Baltimore Life Insurance Company and this splendid residential edifice, Sutton Place. Shortly, the National Cash Register Company will occupy a new building nearby and soon after that the United States Food and Drug Administration will be housed in the vicinity. Downtown, the exciting possibilities embodied in the Charles Center Plan are beginning to emerge as realities. And, as a counterpart for the city, I have proposed a Municipal Center and the redevelopment of the Inner Harbor.

I have described them in my inaugural address as focal points for a new Baltimore, "as three soaring centers of activity..." But, in retrospect, I must confess that another critical component was underplayed, perhaps omitted. Yes, it was implied in all that I said as I talked about the citadels of government, commerce and business; about the history and beauty and culture and charm of Baltimore; about a revival of the spirit of this great city.

But what was missing was a plea for people.....people to return to the city to live. People for whom the city is a full time experience.

Concentrating on the State offices, the Charles Center and the Municipal Center, I portrayed them as generating great bursts of activity. Because of the regularity and routineness of this kind of activity, it largely means an intensive use of the facilities on an 8 to 4 or 9 to 5 basis. But, where do the people go after working hours. They disperse. They use our magnificent network of streets, expressways and beltways to go away from the city.

We cannot pump vitality in the city for eight hours and then remove the life-giving substance for the rest of the day. The dynamics of city life involve people, and without their full-time participation the city is only half-alive. Luckily I have been granted a proper forum to rectify the oversight in my inaugural address. For, here in Sutton Place we have a new and important intown address. Here, living in this building, we have people committed to a full time life in the city.

Sutton Place is the first highrise apartment complex to be built under the city's redevelopment program, but it is only the forerunner of many other apartments and town houses planned in urban renewal areas. The city, unlike the suburbs, thrives on diversity. This means that housing in the city must be made available to suit the tastes and fit the pocketbooks of a cross section of the population. In the clearance areas of Madison-Park South, for instance, the planning encompasses such uses as highrise apartments, walkup apartments, row houses and detached houses. There are to be accommodations for the affluent, the substantial, the middle income and the lower

income groups. The proposals contain plans for a maximum amount of parks and open spaces and a minimum amount of traffic.

More than a mere recitation of planning nomenclature, however, is going to be necessary to entice back former urbanites and interest native suburbanites in the city. What is needed is a reawakening in the one case and the development in the other of an urban orientation. For the sake of comparing a suburban orientation with a city one, allow me to indulge in some oversimplifications. The suburbanite, in planning his moves, is likely to consider "house" as the paramount criterion. As long ago as 1881, Henry James, speaking through one of his fictional characters, had even then more or less captured the motivation of the suburbanite, when he wrote:

".....At the end of three or four years we'll move. That's the way to live in New York-- to move every three or four years. Then you always get the last thing.... So you see we'll always have a new house; you get all the latest improvements....."

On the other hand, in the urban approach, "house" is considered only in terms of its relationship to neighborhood. This is not to say that the city resident is any less interested in the kind of house he purchases. It does mean that such other factors as convenience, location and composition of the neighborhood play as important a role.

Reduced to its simplest considerations, the intown resident of Baltimore is interested in shopping daily at the Lexington or North Avenue markets; in being no more than ten minutes away from stores, theaters, concerts, lectures, sports events, restaurants, entertainment and museums; in being in constant touch and communication with contemporary events; in being in regular contact with people high and low in the age bracket, up and down the social scale and anywhere in the wage level; in the anonymity it insures or the involvement it affords, and in a host of other personally gratifying relationships and associations. This of course is making a maximum use of the city's full time potential with an enriching and engaging participation in urban life.

Underlying all of this are perhaps two basic problems inhibiting the return or influx to the city of a broad-based representation from the suburbs. One is the question of congestion and the other are the weighty social problems.

We must be careful in discussing the first of these problems to make a proper distinction between congestion and concentration. As William H. Whyte warned at a Goucher College seminar on the city: "Some people think that to get rid of congestion we should get rid of concentration too. But concentration existed long before autos; it is a reason for the city's being." Congestion is among the shibboleths usually inveighed in any derogation of city life. "Why, where will my children play?" fretful suburban parents ask. This, among others, is a serious problem and one I think the city must overcome if it is to stimulate the return of full time residents.

High land costs and limited space combine to make density or concentration the hallmark of urban living. But concentration need not be the breeding ground for congestion. By imaginative and skillful planning, the city, with its intrinsic excitement and variety, can also be transformed into a delightful and serene place. A place where children, parents and older persons can be compatible with their surroundings. I do not for the moment propose that the city attempt to recreate a suburban environment in order to make the transition more palatable. Not at all. But what I do propose is to insure that housing in the city have almost front or back door access to small parks or neighborhood commons. Open spaces, to be sure, are an integral feature of every urban renewal plan. But we must make every effort to extend the neighborhood park concept to older, established sections of the city as well.

Control of traffic is but another means of limiting congestion by routing automobiles around certain neighborhoods or closing off or eliminating through streets in urban renewal plans. An example of how an older neighborhood created a traffic-free play street can be seen a few blocks up the hill on John Street. The creative application of planning in a clearance area is dramatically illustrated right before your eyes. Here at Sutton Place, an apartment house containing 300 units, you can see how much space was devoted to the swimming pool and plaza below us, to the entry court in which we are standing and to the shopping promenade and restaurant at a lower level on the other side of the building. On this, a three-acre tract, you can see how concentration was maximized while congestion was virtually eliminated.

Sutton Place

THE ELEGANCE OF IN-TOWN LIVING

File
UBC

June 19, 1963

Mr. William Boucher, III
Executive Director
Greater Baltimore Committee, Inc.
One Charles Center
Baltimore 1, Maryland

Dear Bill:

I cannot thank you enough for all of your help and support in making our Dedication program yesterday the success that it was. Probably few people know as well as I how much ground work you had to lay in a relatively short period of time in order for us to have had the wholehearted support of the important elements in the Baltimore community, as evidenced by the fine address given by Mr. Buck.

I am afraid that I will have to continue to call on you and the Greater Baltimore Committee to help make Sutton Place, not only successful, but the type of success of which Baltimore may be truly proud.

Once again, my deepest appreciation.

Sincerely,

Marvin S. Gilman
Marvin S. Gilman

MSG:lk



SUTTON PLACE
1111 PARK AVENUE
BALTIMORE 1, MD.
MU. 5-5505

PAGE 2—Section C

THE SUN, BALTIMORE, SUNDAY MORNING, JUNE 23, 1963

Sutton Place Dedication Ceremonies

SUTTON Place, the 300-unit in-town high-rise apartment complex located on a 3-acre site in Mount Royal Plaza, was officially dedicated last week.

At dedication ceremonies marking the official opening of the building, Mayor McKeldin said the city is on its way to becoming a "full-time city." It is becoming not only a place to work, but more than ever before, a place to live, he added.

Some 400 civic leaders and other guests, including representatives of the Baltimore Urban Renewal and Housing Agency and the Greater Baltimore Committee, heard the Mayor's address in which he compared the area as it was a few years ago with "the remarkable transformation we now view today."

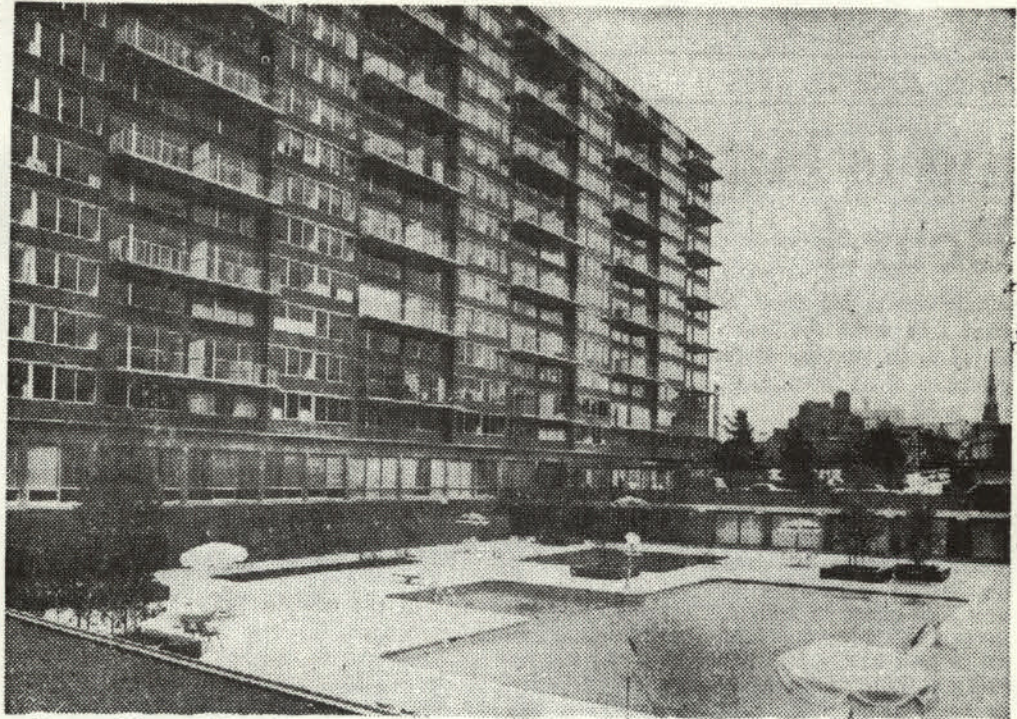
"In making the comparisons of yesteryear with the present," Mr. McKeldin said, "it is perhaps more important to provide a perspective on how this significant change in an historic Baltimore neighborhood can play a sympathetic role in the rejuvenation of the entire city. In that context, I think we must regard Sutton Place as inextricably intertwined with the historic forces of change now enveloping intown Baltimore."

Flight To Suburbs

The Mayor said that more than 100,000 residents had deserted the city for the suburbs in recent years and that the city, "once a pulsating, throbbing giant of activity, slowly began to atrophy." However, following the Housing Act of 1949, a renewal and rehabilitation program began to correct the problems.

Vast activity in the Mount Royal Plaza area revitalized that section with the construction of State office buildings and other commercial organizations.

"But what was missing," the Mayor said, "was a plea for people, full-time people. People to return to the city to live. People to whom the city is a full-time experience. There is a certain efficiency and economy about a full-time city, after all. Even after 5 P.M., water continues to flow in the pipes; electricity continues to pulse through the lines; the streets are cleaned and maintained; the city is protected—all on a full-time basis."



Sutton Place, 300-unit apartment complex, in Mount Royal Plaza, was officially

dedicated last week. The landscaped ground has grass court with big pool.

New Era

The Mayor described Sutton Place as a proper forum to launch Baltimore's new era as a full-time city, for it is a new and important address occupied by people committed to the full-time life of our city.

He said it represents a pioneering effort as the first high-rise apartment complex to be built under the city's redevelopment program. It stands as a forerunner, he said, of many other apartments and town houses planned nearby and throughout the city which will suit the tastes and pocketbooks of a cross section of the population.

To entice residents back into town, proposals include plans for parks, open spaces and a minimum amount of traffic.

For Shopping

The sixteen-story building has a shopping promenade, which can be reached from inside or outside the building, containing a specialty grocery, drugstore, barber shop, beauty salon, gift shop, bank, valet shop, as well as dentists' and doctors' suites. There is a penthouse cocktail lounge and executive club with a rooftop view.

The landscaped ground has a

grass outdoor court with an Olympic-size swimming pool complete with cabana club, snack bar and health club.

In speaking of the original purchase of land for the high-rise building, Marvin S. Gilman, owner-sponsor of Sutton Place, said:

"I felt that the Baltimore that I viewed in 1959 stood where Washington and Philadelphia had stood some seven or eight years before—on the threshold of vast redevelopment and revitalization activity. And I wanted to be a part of this great movement. I felt that downtown Baltimore probably offered some of the finest redevelopment potential to be found anywhere in the country."

The entrance to the new building is flanked by marble taken from traditional white steps uncovered during ground-break-

ing. The entrance drive is marked off with old bricks that once paved Howard street. The landscape architect was William Potts. The building design was by Jewell and Wolf.

Among the services offered at Sutton Place are complete doorman service, secretarial phone service, a mail desk, meeting rooms, public stenographer, coin-operated laundry, attendant parking, handyman service, maid service and a taxi service.

*Reprinted from the July, 1963 issue
of BALTIMORE. Official publication
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of Commerce.*



Sutton Place Dedicated

Sutton Place, the new 16-story apartment building at 1111 Park Avenue, was officially dedicated June 18, with ceremonies participated in by Mayor Theodore R. McKeldin; Charles H. Buck, of the Greater Baltimore Committee; Robert W. Thon, Jr. of Baltimore Urban Renewal and Housing Agency; Marvin S. Gilman, the owner and sponsor, and Hyman A. Pressman, the City Comptroller. The gray brick structure, located near the State Office building complex and Mount Royal station, contains 300 apartments of two to five rooms. There is a penthouse, a restaurant, a Cabana club and an olympic-sized swimming pool, as well as indoor and outdoor parking. Jewell and Wolf were the architects; William H. Potts, Jr., the landscape architect. In the photo below, Mr. Gilman is outlining the history of the project. The Rev. Francis J. Flanagan, pastor of Corpus Christi Church, at right delivered the invocation. Others from left, are Mayor McKeldin; Mr. Thon; Mr. Pressman, and Mr. Buck.



EVENING SUN

PAGE A 16

BALTIMORE, FRIDAY, JULY 12, 1963

THE EVENING SUN

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Bradford Jacobs

After the Ball

Long Way Home

Racial pressures are achieving a state of complexity where currents masquerade as crosscurrents, where each tide gives birth to a riptide. In Washington, the leading Presidential candidate of Lincoln's party turns out to be a State Rightser. In Annapolis, an Eastern Shore Governor presides over desegregating the Shore.

Baltimore out-confuses them both. Here an apartment house owner, bedeviled by rumors his shiny new establishment is overrun by Negroes, is quietly hunting up his first Negro tenant. Why? He hopes, he says, to stop the rumors with fact. This needs some explanation.

Something over a year ago, when ground was broken for the apartment house, the owner proclaimed of his own free will an "open occupancy" policy. He meant Negro tenants would be admitted. The owner acted in part from personal principle, because he feels segregation is wrong. In part he hoped his policy was sound business practice: he wanted no Negro demonstrators and, in the end, no ignominious surrender to them.

Two developments ensued, neither one altogether expected. First, no Negroes signed up for apartments. Several inquired, and a few made deposits. None took a lease, possibly because no apartment is available at the moment under \$160 per month. Second, and despite the first development, word spread from a number of sources that Negro tenants predominated in the apartment house. Rumors of several dozen Negro families installed there frightened off white prospects. Rentals dragged heavily.

Now the owner is left with more than 60 per cent of his apartments unrented. He believes the rumors are the chief obstacle. To overcome them, he hopes to find a Negro tenant or perhaps several to whom he can point specifically and say, look there—are there dozens? Are they terrible? To make sure the answer is "no," the owner is searching for a recognized community leader as his first Negro tenant. He thinks the smaller fact, once firmly established, will run the larger rumors out—and take the hex off his apartment house.

He is not sure the idea will work. He is certain it will not work in a hurry. But Senator Goldwater isn't sure of the Presidency, either. And Governor Tawes must be having some qualms about Cambridge. By such zigzags, the movement toward racial equality inches forward.

July 17, 1963

TO: Members of the Greater Baltimore Committee
FROM: Eugene F. Petty, Assistant Executive Director

Here, for your information, is the text of the speech by Mr. Charles H. Buck, Chairman of the Executive Committee of the Greater Baltimore Committee, at the dedication of Sutton Place.

Ladies and Gentlemen:

It is a great pleasure to represent the Greater Baltimore Committee at these ceremonies. The Greater Baltimore Committee, which is a private organization representing the business community of this metropolitan area, has taken an active interest in the development of this neighborhood as an integral part of downtown Baltimore. We are pleased to take part in the dedication of Sutton Place for several reasons.

First, we believe that Sutton Place represents a key development in the renaissance of Baltimore and in Baltimore's vigorous urban renewal program. Secondly, we believe Sutton Place will provide the impetus to the downtown housing market which is so essential to the economic, social and political welfare of this city. Third, we are pleased to see this latest evidence of positive cooperation between the business community, as represented by the builders of Sutton Place, and the City Government, as represented by Mayor McKeldin and the Baltimore Urban Renewal and Housing Agency.

The Greater Baltimore Committee is convinced that this city is going through its greatest period of change and that the change which is occurring must be understood and fostered by our citizens. In 1956, in a report of our Urban Renewal Subcommittee, we said that this area in the Mount Royal neighborhood offered the best opportunity to prove the validity of the urban renewal concept. We see here in Sutton Place, in the adjacent State Office Building complex, in the new home office for the Baltimore Life Insurance Company, and in the other public and private developments around us the truth of that statement and the positive demonstration that Baltimore's dedication to the urban renewal program is working. Our job in the future is to ensure its success.

In his inaugural address, the new Mayor of Baltimore pointed with justifiable pride to the State Office Building complex and to this development, and he pointed with a pride we all share to the magnificent Charles Center development, and he outlined the determination of his administration to proceed with the development of the magnificent opportunity offered by our inner harbor and by the proper utilization of our municipal facilities around City Hall. I am sure we share his enthusiasm and applaud his determination to move ahead.

In participating in these dedication ceremonies for Sutton Place, the Greater Baltimore Committee recognizes the significance of this development. It is a keystone in the quite discernible

movement back to the city. We have all recognized the yearning of many of our citizens to live in a good neighborhood downtown. We all recognize that facilities such as this have a great advantage by having convenient access to the multiplicity of activities that occur in downtown Baltimore. The Lyric theatre, the Peabody Institute, the Walters Art Gallery, the Maryland Institute, the Civic Center, and the great shopping area to the south are but examples of the excitement and the diversity that Sutton Place and this neighborhood offer.

It is important that we understand the relationship between facilities which allow our citizens to return to intown living, such as Sutton Place, and facilities which allow the expansion of our commerce and our cultural base, such as is occurring in Charles Center and in other areas of downtown. Sutton Place without Charles Center would be much less important and attractive. Charles Center without Sutton Place and other intown residential developments would be less attractive and less economically secure. The combination of our commercial redevelopment and our residential redevelopment offers an exciting prospect for Baltimore.

It has been said that this neighborhood offers the opportunity to develop something on the scale of Washington's Georgetown or of Philadelphia's Society Hill. I believe we can see evidences of that in what has occurred in Bolton Hill and in these magnificent structures which surround us. It has also been said that Baltimore must recognize the importance of its downtown renaissance and

shorten the mile between Sutton Place and Charles Center. With these dedication ceremonies and with the magnificent structure at One Charles Center, we have taken our first steps to shorten the mile. That mile can be further shortened by making Sutton Place the economic success it deserves to be, by making the renewal of this Madison Park area attractive and successful, and by these steps encouraging the development of other residential intown units within the mile that exists between Sutton Place and Charles Center.

We are encouraged by these important first steps and by the commitment Mr. Gilman and his associates have made in Sutton Place. This building is the product of his dedication and his imagination and the cooperation that exists between him and the City government. We are here merely to say thank you and to wish you well in this important endeavor.

July 29, 1963

Mr. Robert W. Catzen, President
The Baltimore Box Company
1301 Covington Street
Baltimore 30, Maryland

Dear Bob:

Thank you for your letter of July 19th in reference to Sutton Place.

We are working with Mr. Gilman and his advertising and public relations consultants on several specific problems which we believe can result in substantially increased rentals for him beginning with the fall season. It is obviously slow now. Not many people make decisions to move during the summer. We are, however, attempting to keep abreast of this situation and assist him wherever possible.

Sincerely yours,

William Boucher, III
Executive Director

WB:w

BALTIMORE BOX COMPANY

BALTIMORE 30, MARYLAND

EXECUTIVE
OFFICES

July 19, 1963

Mr. William Boucher, III
Executive Director
Greater Baltimore Committee, Inc.
One Charles Center
Baltimore, Maryland 21201

Dear Bill:

I received and read with great interest the text of the speech by Mr. Charles H. Buck with regard to the dedication of Sutton Place. The speech was very interesting. Now what are we going to do to keep this from becoming the most colossal flop of all time?

Although I am not in favor of our committee supporting particular businesses, I do feel that if Sutton Place falls "flat on its face", we could have a very difficult time finding investors to complete the rest of our plans for downtown Baltimore. I think it is very important to our future efforts in the community that the Sutton Place project be a success.

I have no suggestions as to just what we can do to see that it goes the right direction, but I think that with the wherewithal of the Greater Baltimore Committee we could do something.

Looking forward to hearing from you soon,
I remain

Very truly yours,

BALTIMORE BOX COMPANY



R. W. Catzen
President

RWC:s

August 15, 1963

The Editor
THE SUN
Calvert Street
Baltimore, Md. 21203

Sir:

Those of us interested in the future of Baltimore and particularly the great efforts to revitalize our downtown, were delighted with your editorial entitled, "Pioneer Venture." The important role Sutton Place is playing in revitalizing the residential heart of our city is receiving the attention of many of our civic leaders. Walter Sondheim's statement today is a case in point.

Not quite two months ago, at the Dedication of Sutton Place, Mr. Charles H. Buck, Chairman of the Executive Committee of The Greater Baltimore Committee cited Sutton Place as "a keystone in the quite discernible movement back to the City."

At that time, Mr. Buck also declared: "It is important that we understand the relationship between facilities which allow our citizens to return to in-town living, such as Sutton Place, facilities which allow the expansion of our commerce and our cultural base.

"Sutton Place without Charles Center would be much less important and attractive. Charles Center without Sutton Place and other in-town residential developments would be less attractive and less economically secure. The combination of our commercial redevelopment and our residential redevelopment offers an exciting prospect for Baltimore."

Mr. Buck called upon the leadership in the community to aid in "making Sutton Place the economic success it deserves to be (and) encouraging the development of other residential in-town units within the mile that exists between Sutton Place and Charles Center."

As the city's planning for its in-town areas approaches fruition, I think it is incumbent upon all of us to examine the

August 15, 1963

Page 2.

concept of urban renewal in an entirely new light.

The city's investment in its urban renewal program now is on the threshold of realizing returns, and it is up to all of us to insure that support of that program, and the buildings involved in it, is sustained.

Sincerely,

Guy T. O. Hollyday

gtoh-bes

After-5 P.M. Lures Urged

By Sheldon Smith

The city's business community was asked by an urban renewal official today to create "centers of activity" to draw people downtown after the working day.

Walter Sondheim, Jr., head of the Baltimore Urban Renewal and Housing Commission, said downtown "has been reduced to a place where people congregate during working hours.

"Every effort must begin now to draw people into downtown and retain them past 5 P.M.," he said. "Downtown must begin to cater to the special interests of the people if the city's urban center is to be rejuvenated."

Two Focal Points

The focal points of the emerging new Baltimore, Mr. Sondheim said, are One Charles Center, the new \$12,000,000 office tower, and Sutton Place, the \$6,614,000 prestige apartment house at Mount Royal Plaza.

The urban renewal official said both buildings were planned as "centers of activity for use by the general public on 'full time basis.'"

Sutton Place has designed its building to provide for the privacy of the tenant—with the entry court, lobby, plaza and swimming pool planned for the convenience of tenants and their guests, Mr. Sondheim said.

Dimension Added

"But Sutton Place has added a dimension in its planning to make the building an integral and essential factor in the community," he explained.

He pointed out that a shopping promenade has been incorporated in the building—including specialty shops and a restaurant with access "oriented to the public."



BALTIMORE, THURSDAY, AUGUST 15, 1963

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Pioneer Venture

The certificate of completion awarded by the Baltimore urban renewal agency to the builders of Sutton Place marks the technical end of the city's concern with the large apartment structure at Howard street and Park avenue. As long, though, as the occupancy rate remains less than satisfactory, Baltimore cannot honestly deny a continuing concern.

As a pioneer venture in public-induced construction of new private apartments for inner-city living, Sutton Place has had a full quota of the delays and troubles common to "firsts" in any field. While now complete in itself, it still stands amid the rubble of companion structures yet to come and companion improvements yet to be fulfilled. Its shopping promenade, its pool and its benches all bespeak an anticipation of the day when it will be not something new and different but just one building in an accepted center of in-town living.

For the time being Sutton Place is new and different, in terms of the municipally inspired effort which it represents to reverse the flight to the suburbs by creating modern in-town living space, and in terms as well of the management's open-occupancy policy, or willingness to admit Negroes (which prevails even though all the tenants so far are white). Both run counter to past housing trends in Baltimore, yet both are very much part of the plans for the city's future.

The changes in living habits on which Sutton Place depends are not changes that come overnight. They take time, and as we are learning they may take longer than some had expected. But the fact that Sutton Place exists as a private investment and in the past few months has had a slow but steady increase in occupancy is evidence that the change is taking place. The city's continuing concern is the creation of an environment and climate of opinion that will foster the change, since it is the basis for so many plans for the new Baltimore.



BALTIMORE, SATURDAY MORNING, AUGUST 17, 1963

Letters to the Editor

Sutton Place

Sir: Those of us interested in the future of Baltimore and particularly, the great efforts to revitalize our downtown, were delighted with your August 15 editorial entitled "Pioneer Venture." The important role Sutton Place is playing in revitalizing the residential heart of our city is receiving the attention of many of our civic leaders. Walter Sondheim's statement of August 15 was a case in point.

Not quite two months ago at the dedication of Sutton Place, Charles H. Buck, chairman of the executive committee of the Greater Baltimore Committee cited Sutton Place as "a keystone in the quite discernible movement back to the city."

At that time Mr. Buck also declared: "It is important that we understand the relationship between facilities which allow our citizens to return to in-town living, such as Sutton Place, and facilities which allow the expansion of our commerce and our cultural base.

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As the city's planning for its in-town areas approaches fruition, I think it is incumbent upon all of us to examine the concept of urban renewal in an entirely new light.

The city's investment in its urban renewal program now is on the threshold of realizing returns; and it is up to all of us to insure that support of that program, and the buildings involved in it, is sustained.

Guy T. O. Hollyday.

Baltimore, Aug. 16.

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BALTIMORE, SATURDAY, AUG. 17, 1963

Founded 1773 — 'Older Than The Republic'

Baltimore American

Sunday, August 18, 1963



FOR ALL DEPARTMENTS
PL. 2-1212

Your Good Neighbor

ZF—Baltimore American

Sunday, Aug. 18, 1963

Sutton Place Now 'Complete'

An urban renewal official has called upon the city's business interests to create "centers of activity" such as Sutton Place in order to help make downtown Baltimore an attractive and interesting place in which to live and visit as well as work.

THE CALL was issued by Walter Sondheim Jr., chairman of the Baltimore Urban Renewal and Housing Commission, as he returned a \$25,000 good faith deposit and issued a Certificate of Completion to the builders of Sutton Place.

In a statement, Mr. Sondheim declared:

"When the Baltimore Urban Renewal and Housing Agency accepted this \$25,000 check from the builders of Sutton Place it did so as a symbol of their good faith and as a promise for the future.

"Now as BURHA returns this check to Sutton Place, we do so in acknowledgement of that good faith and with the recognition that the promise held out but a few short years ago has become a reality in 1963.

"SUTTON PLACE not only is a reality in terms of a completed

and occupied apartment house, but it has also become the symbol and promise of a far brighter future for in-town Baltimore.

"The skyline of in-town Baltimore is now undergoing a transformation apparent to even the most casual visitor to the city. And, just as obviously, the focal points of the emerging new Baltimore are One Charles Center, the landmark building of the downtown commercial community, and Sutton Place, the landmark building of the in-town residential community.

"Sutton Place, on its own initiative, has given the city a pattern of planning essentially directed to meet the real needs and desires of the people.

"In its planning, Sutton Place has designed its building to provide for the privacy of the tenant. The entry court, the lobby, the plaza and swimming pool all were planned for the convenience and exclusivity of the tenants and their guests.

Sutton Place has 300 apartment units, cost as estimated \$6,614,000, and rises 16 stories on a three-acre site at 1111 Park Ave., corners of Howard St.



SUTTON PLACE "COMPLETE" — Marvin S. Gilman, right, developer of Sutton Place, receives \$25,000 good faith deposit check from Walter Sondheim Jr., left, chairman of the Baltimore Urban Renewal & Housing Commission. In center is Richard D. Andrews, Deputy Director of the renewal agency, which certified the 16-story in-town apartments as complete.

THE



SUN

BALTIMORE, THURSDAY MORNING, AUGUST 22, 1963

Letters to the Editor

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BALTIMORE, THURSDAY, AUG. 22, 1963

Bolton Hill Welcome

Sir: I think you deserve unreserved praise for your August 15 editorial, "Pioneer Venture." As a Bolton Hill resident, I have watched the progress of Sutton Place from its conceptual stages to its present status of good neighbor and welcome addition to our community. Not only does Sutton Place show what can be accomplished through a forthright urban renewal program but also it shows that there is a place in urban design and living for graciousness and good taste.

Even though Sutton Place was to replace some of Baltimore's worst slums, there were those several years ago who took a dim view of the venture. They worried about way-out architecture, parking, the "inevitability" of economic failure. The gloom prophets have effectively been answered by the accomplishment, and impressed with the scrupulous attention to community problems, interest and needs.

Sutton Place is not a marginal contributor to in-town living. It is a vital and integral part of Bolton Hill and a friendly addition to our lives. Those of us who choose in-town living for our families and who have fought for intelligent and enlightened urban renewal programs agree with *The Sun* that this pioneer venture richly deserves support from all Baltimoreans in the effort to build a more attractive future for our city.

Richard N. Stein.
Baltimore, Aug. 20.



BALTIMORE, FRIDAY MORNING, AUGUST 23, 1963

Letters to the Editor

Longest Mile

Sir: I fear that I must disagree with my friend Guy Hollyday in his estimate of the importance of Sutton Place in revitalizing downtown Baltimore, or uptown, either, for that matter. The reasons are obvious. In the first place the rentals are beyond the reach of the average family and, secondly, if this property is integrated there will not be enough colored families to fill it and the whites will not fill it, either.

The connection with Charles Center is illusory. The distance is entirely too far for the average older person to walk and the lack of transportation is appalling, not to mention the cost of car fare or taxi. This is the longest mile in the city of Baltimore.

What the city planners have done is sickening to anyone who has known the Baltimore of the past. Out of this wasteland which now exists something may rise to please the succeeding generations but it will be something on a par with Peoria or Omaha, not the Baltimore we knew.

A suggestion: what is needed is an honest administration for a decade or two, with a larger police force and a public transportation system. They have them in Europe. Perhaps we have a lot to learn.

C. A. Buchanan Shreve.
Baltimore, Aug. 19.

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BALTIMORE, FRIDAY, AUG. 23, 1963

Sutton Place

THE ELEGANCE OF IN-TOWN LIVING

August 28, 1963

Mr. William Boucher, III
Executive Director
Greater Baltimore Committee
One Charles Center
Baltimore 1, Maryland

Dear Bill:

It is my pleasure to enclose herewith reprints of various newspaper articles with which I am sure you are familiar. You really ought to be, since you played no small role in making same possible! For which fact, you certainly have my deepest gratitude.

In addition to the reprints, which make a pretty good story, I am forwarding a duplicated copy of a letter which appeared in the Sun on Friday morning, August 23rd. I guess I really have no complaint. One cannot hope to make an omelet without taking the chance of breaking at least a few extra eggs. In some ways though, the letter from Shreve is a good reminder to all of us who are concerned with this problem that we are unlikely to have it "all our way" for very long.

It would appear that there is a long and rough row to hoe, and that continued cooperation by all elements in the community will be required to put Sutton Place "over the top".

will do
It is my intention to send out the reprints - minus the Shreve letter, of course - to a significant group of thought leaders and opinion makers in the community. I probably have many of the names already on my mailing list, but I wonder if it might be possible for me to have access to the mailing list of the Greater Baltimore Committee for the purpose of forwarding the reprints with just a little memo note attached to them, as I have attached to the set being sent to you?

I would appreciate hearing from you with regard to this at your earliest convenience.



SUTTON PLACE
1111 PARK AVENUE
BALTIMORE 1, MD.
MU. 5-5505



August 28, 1963

To: Mr. William Boucher, III
Greater Baltimore Committee

I also am very excited about your remark that the Board of Directors of the Baltimore Symphony is considering Sutton Place as a meeting place. I trust that we will have the opportunity to have this distinguished group use our facilities. I also look forward to the return of Peter Herman Adler, since I feel that he would add a very distinguished note (pardon the pun) to our nicely growing list of tenants.

I cannot close this letter without a brief "thank you" to your very excellent secretary, Mrs. Winsted, who has seen me through so many crises when you were simply not available.

Kindest regards to you and to your very charming wife.

Sincerely,

MARVIN S. GILMAN
MSG/gmd