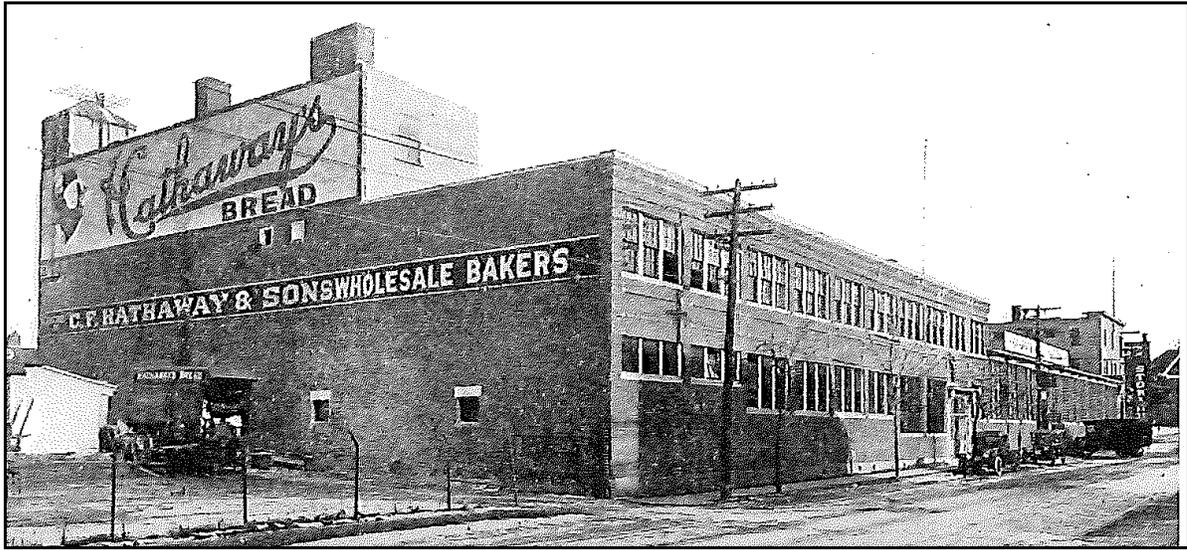


**Final Landmark Designation Report  
C.F. Hathaway & Sons Bakery  
15-33 Richdale Avenue, Cambridge**



Hathaway Bakery after addition of second floor, ca. 1932

*Cambridge, Mass. The Industrial City*

Executive Summary

The former Hathaway Bakery at 15-33 Richdale Avenue is significant for its architecture and method of construction, and for its associations with the industrial development of Cambridge in the 19<sup>th</sup> and 20<sup>th</sup> centuries. It is a rare and distinctive example of a specialized early twentieth-century industrial structure. The building and its relationship to the other surviving industrial buildings along Richdale Avenue, make it an important architectural contribution to the streetscape of North Cambridge. The building is also significant for its important associations with architect Benjamin Fox, whose innovative engineering and quality architectural finishes distinguished his industrial designs.

The Historical Commission received an application to demolish the majority of the structure on June 18, 2013. The Commission determined that the structure was a preferably-preserved significant building on July 11, and on December 5 initiated a landmark designation study for the property under Ch. 2.78, Art. III of the City Code. During the one-year study period, which extends through December 2, 2014, the property has been administered as though it were already a designated landmark.

During the study period, the owner submitted plans for adaptive reuse of the entire structure for residential purposes. On March 27, 2014 the Commission issued a Certificate of Appropriateness for construction of one-story penthouse additions on both the one-and two-story sections of the building, replacement of window sash with modern reproductions, and restoration of exterior masonry. By the end of November 2014, the owner had completed interior demolition, asbestos and lead paint abatement, and installation of a new water service, and was awaiting the issuance of a building permit for the residential adaptive reuse and new additions.

Preservation options for the structure include immediate submission of a landmark designation recommendation to the City Council. Alternatively, the landmark study period could be extended with consent of the owner until the residential conversion project is completed, at which point the Commission could decide to apply for permanent designation or allow its jurisdiction to lapse.

Charles M. Sullivan  
Cambridge Historical Commission  
December 10, 2014



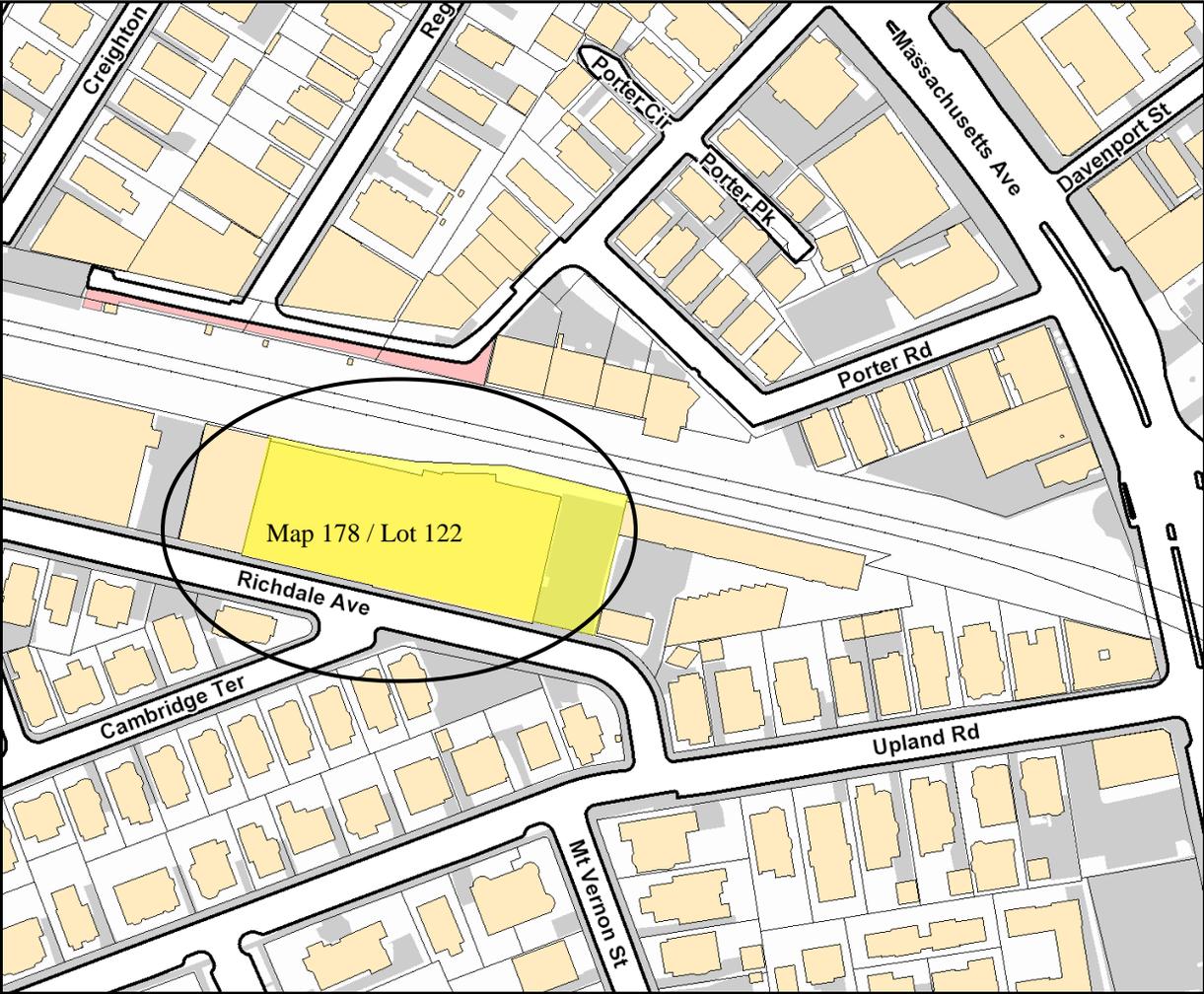
Final Landmark Designation Report

C.F. Hathaway & Sons Bakery  
15-33 Richdale Avenue, Cambridge

I. Location and Planning Issues

A. Address and Parcel Information

The former Hathaway Bakery at 15-33 Richdale Avenue is located on the north side of Richdale Avenue between Upland Road and Walden Street, adjacent to the former Fitchburg Division of the Boston & Maine Railroad. It contains a single one-, two-, and three-story brick building on a 42,043 square foot lot. The assessed value for the land and buildings (Map 178, Parcel 122), according to the current on-line real estate commitment list, is \$4,926,700, of which \$1,344,600 is attributable to the building.



Map of 15-33 Richdale Avenue. Assessor’s Map 178 / Parcel 122, City of Cambridge GIS, November 2014

## B. Ownership and Occupancy

The former Hathaway Bakery property is owned by Hathaway Partners LLC, 30 Brattle Street, Cambridge, which took title on May 2, 2013 (Book 61730, Page 177). It was most recently occupied as warehouse, office, and studio space. It is now empty, having recently undergone interior demolition and lead paint and asbestos abatement.

## C. Zoning

The Hathaway Bakery site is located in a Residence C-1A district, in which all types of residences and some religious, educational, and health care uses are permitted. This district allows single to multi-family dwellings with a 1.25 FAR, a 45-foot height limit, and a density of 1,000 square feet per dwelling unit. The currently proposed adaptive reuse project received a special permit from the Planning Board in April 2014 and does not require additional relief from provisions of the zoning code.

## D. Area Description

The Hathaway bakery is one of several commercial and industrial complexes between Richdale Avenue and the railroad tracks. The former University Storage Warehouse near the corner of Upland Road has been adapted for condominiums, while the former Payne Elevator works just to the west is now occupied by artists' studios. Further west, beyond Walden Street, the site of a paper machinery factory and a pottery are now occupied by co-housing projects. The former Hathaway garage at 45 Richdale remains in use as an auto repair shop. The storage warehouse, bakery, garage, and elevator buildings are separated by parking lots and have zero setbacks from the sidewalks.

The adjoining neighborhood on Richdale Avenue, Upland Road, and Cambridge Terrace is entirely residential, with one-, two- and three-family houses at a higher elevation overlooking the Hathaway bakery and its neighbors. The neighborhood is very close to the Porter Square Shopping Center and Red Line station, but automobile traffic is moderate.

## E. Planning Issues

The Historical Commission received an application to demolish the former Hathaway Bakery at 15-33 Richdale Avenue on June 18, 2013. The Commission determined that the structure was a preferably-preserved significant building on July 11, and imposed a six-month stay of demolition. On December 5, 2013, the Commission voted to initiate a landmark designation study for the property under Chapter 2.78, Article III of the City Code. During the twelve-month study period, which extends through December 2, 2014, the property has been administered as though it were already a designated landmark.

During the course of the study period the owner withdrew an application for partial demolition and submitted plans for adaptive reuse of the entire structure for residential purposes. On March 27, 2014 the Commission issued a Certificate of Appropriateness for a project that involved construction of one-story penthouse additions on both the one- and two-story sections of the building, replacement of window sash with modern reproductions, and restoration of exterior masonry. By the end of November 2014, the owner had completed interior demolition, asbestos and lead paint abatement, and installation of a new water service, and was awaiting issuance of a building permit for the project.

## II. Description

The Hathaway Bakery complex is the product of several building campaigns undertaken between 1910 and 1950, and gives the appearance of being two separate structures. Both are of brick bearing wall construction with wood, steel, and concrete structural systems.<sup>1</sup> The two-story west end at 33 Richdale was until recently rented to a variety of tenants, and the spaces were used for offices, studios, storage, and light manufacturing; the one-story space was used primarily as a warehouse. The building appears worn but serviceable; an appraisal made in 1944 found that it had been “greatly improved ... and modernized in every respect ... strong and durable, and will have a life of more than 50 years.” Interior conditions could not be determined.

## III. History of the Property

The Hathaway Bakery originated as the main plant of C.F. Hathaway & Sons, a local bakery in the late 19<sup>th</sup> century that evolved into a major regional supplier of bread and baked goods in the first half of the 20<sup>th</sup> century. After the bakery closed about 1949 the complex was used by Arthur D. Little Inc. as a research laboratory, and then for manufacturing by the Beacon Wax Company. It was owned by Artcraft Richdale Associates from 1973 until 2013.

Charles F. Hathaway was born in Mechanic Falls, Maine in 1850 and learned the baking trade before arriving in Cambridge in 1869. He worked in increasingly responsible positions at local firms before establishing the “University City Bakery” and retail store at 1906 Massachusetts Avenue in 1880. He developed a recipe for bread that became widely popular and by 1899 owned several local bakeries and retail stores, with nine wagons covering wholesale routes from the Cambridge location, which could produce 4,000 loaves per day.

Hathaway expanded the original bakery several times but was unable to keep up with demand. In 1910, he and his four sons acquired an undeveloped site on Richdale Avenue and erected a new one-story brick bakery 215’ long and 110’ deep, with a railroad siding for fuel and raw material deliveries. The building was designed and erected by Benjamin Fox, Inc., a Boston architectural and



Hathaway’s “Luckiloaf” cost 5¢ in 1913 and was wrapped in waxed paper, an innovation at the time.



Most Hathaway bread was sold to markets, which advertised the product with signs such as this (illustrations from the internet).

<sup>1</sup> The 1938 Hathaway Bakery garage at 45 Richdale is no longer part of the 33 Richdale property and will not be affected by this proposed designation.



Hathaway Bakery, 1913

CHC, Deeks Collection

engineering firm that was responsible for several Cambridge factories in this period. It featured 17 bays with three 12+12 double-hung sash to maximize daylight and six white-glazed ovens capable of producing 50,000 loaves per day. Four ovens elsewhere in the building produced cakes and pastries. The factory was notable for its refrigeration room, separation of coal furnaces from baking operations, and the quality of light and air available to workers.



Hathaway Bakery, 33 Richdale Avenue

*Cambridge Chronicle*, April 23, 1910

Demand for Hathaway products soon exceeded production, and in 1913 the building was extended 60' toward the east to accommodate four or five additional ovens. By the time Charles Hathaway died in 1918 his four sons – Lester, Elmer, Alton, and Walter – were fully engaged in the business. The plant expanded again in 1919, when a second story was added over the westernmost ten bays of the original factory for additional manufacturing space and offices, and in 1938, when the garage at 45 Richdale was built to accommodate the firm's delivery trucks. (The firm formerly had a stable at 15 Richdale, now demolished.)

Benjamin Fox (1869-1958), the designer of the Hathaway plant, was born in London, England and was educated there. By 1896 he was practicing architecture in Boston with an office at 15 Exchange Place. Although he is credited with some apartment buildings in Brookline and Boston, his firm primarily designed and built warehouses and factories. His paper on the cast reinforced concrete piles used in construction of the Hathaway Bakery was published in the *Journal of the Association of Engineering Societies* in 1909. His other surviving project in Cambridge is a row of houses at 311-318 Memorial Drive (1901); factories on Binney, First, Fifth, Sixth, and Hampshire streets have been demolished.



Hathaway Bakery after addition of second floor, ca. 1932

Cambridge, Mass. *The Industrial City*



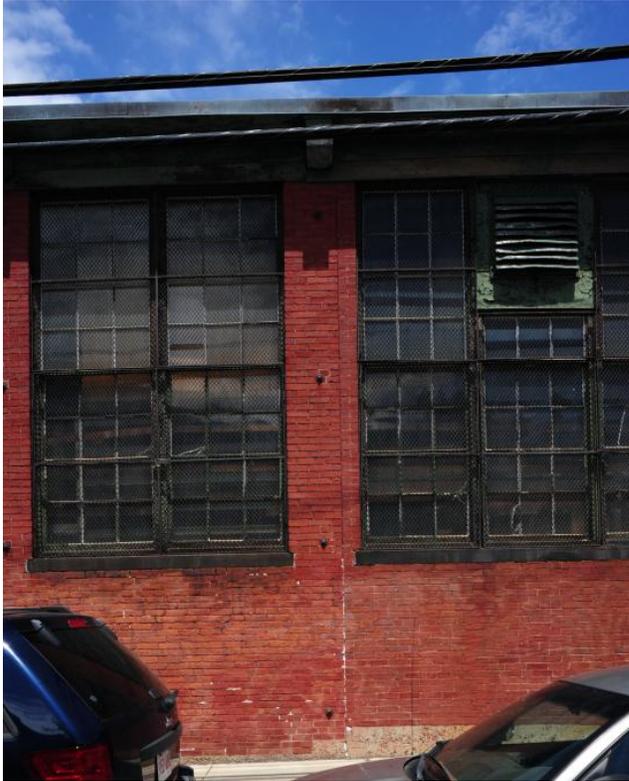
Original Hathaway building with 1919 second floor addition, 2013

CHC staff photo



Original Hathaway building with 1913 addition at right, 2013

CHC staff photos



Junction between 1910 and 1913 buildings



Rear elevation



Richdale Avenue elevation, 2013

CHC staff photo



Hathaway Delivery Trucks, ca. 1930 and 1950



Images from the internet

The Hathaway Baking Co., as the firm was styled after C.F. Hathaway's death, went public in 1928 when Hathaway Bakeries Inc. was formed to merge three firms with eleven plants in Massachusetts, Rhode Island, and New York. The firm continued to expand, building a new bakery in Brighton in 1949 that supported 300 wholesale routes and operating plants in New Jersey and Ohio. However, the company stopped paying dividends in 1954 and in 1956 announced plans to liquidate its New England operations and sell the Brighton plant to Minneapolis-Honeywell.

Hathaway ended operations in Cambridge after opening the Brighton facility. In 1950 Arthur D. Little obtained a building permit to add a penthouse for "research purposes;" the company at that time still occupied its original headquarters on Memorial Drive and had not yet moved to Acorn Park off Route 2. The Beacon Wax Company acquired the facility from Hathaway in 1951 and occupied it until 1973, when Arthur Wolfson's Artcraft Richdale Associates bought it to house his family-owned business, the Winthrop Metal Products Corp. Surplus space was rented to a variety of tenants, including photographers, musicians, architects, and artisans of various kinds.

Hathaway Partners LLC purchased the building from Artcraft Richdale in 2013. The new owners originally intended to raze all but seven bays along Richdale Avenue, one bay deep, and construct a 68,000 s.f. four-story building with 54 housing units. The proposed site plan showed an elongated-U shape surrounding the remaining historic building, with landscaped setbacks on the west side and along the street. There was planned to be an underground garage with 54 parking spaces accessed by a driveway at the east end of the site. During the public hearing process, the proposal gradually changed to incorporate more and more preservation of the existing building. The final, approved project includes preservation of the entire factory, with demolition of minor sheds and mechanical structures at the rear of the site and one-story rooftop additions.

#### IV. Significance of the Property

The Hathaway Bakery at 15-33 Richdale Avenue is significant for its architecture and method of construction, and for its associations with the industrial development of Cambridge in the 19<sup>th</sup> and 20<sup>th</sup> centuries. It is a rare and distinctive example of a specialized early twentieth-century industrial structure. The building and its placement on the lot, and its relationship to the other surviving industrial buildings along Richdale Avenue, make an important architectural contribution to the streetscape of North Cambridge. The building is also significant for its important associations with architect Benjamin Fox, whose innovative engineering and quality architectural finishes distinguished his industrial designs.

## V. Relationship to Criteria

### A. Article III, Chapter 2.78.180 a.

The enabling ordinance for landmarks states:

The Historical Commission by majority vote may recommend for designation as a landmark any property within the City being or containing a place, structure, feature or object which it determines to be either (1) importantly associated with one or more historic persons or events, or with the broad architectural, aesthetic, cultural, political, economic or social history of the City or the Commonwealth or (2) historically or architecturally significant (in terms of its period, style, method of construction or association with a famous architect or builder) either by itself or in the context of a group of structures . . .

### B. Relationship of Property to Criteria

The former Hathaway Bakery meets landmark criterion (1) for its important associations with the economic history of the City. The property also meets criterion (2) as a rare example of its type in Cambridge and for its association with an important architect and engineer, Benjamin Fox.

## VI. Recommendations

### A. Purpose of Designation

Article III, Chapter 2.78.140 states the purpose of landmark designation:

preserve, conserve and protect the beauty and heritage of the City and to improve the quality of its environment through identification, conservation and maintenance of . . . sites and structures which constitute or reflect distinctive features of the architectural, cultural, political, economic or social history of the City; to resist and restrain environmental influences adverse to this purpose; [and] to foster appropriate use and wider public knowledge and appreciation of such . . . structures . . .

### B. Preservation Options

Landmark designation or donation and acceptance of a preservation restriction are two options for the permanent long-term protection and preservation of the former Hathaway Bakery. It is not individually listed on the National Register of Historic Places, but National Register listing alone does not permanently protect and preserve buildings. A proposal to demolish significant portions of the structure triggered the Historical Commission's review under the citywide demolition delay ordinance, but this provision of Ch. 2.78 provided only a delay mechanism. No plans are underway for historic district or neighborhood conservation district study in the area surrounding the property. On the other hand, there would appear to be no obvious threats to the property once the currently proposed adaptive reuse project is completed.

### C. Staff Recommendation

The staff urges the Commission to find that the former Hathaway Bakery meets the criteria for landmark designation. Based on this finding, the Commission could either vote to recommend that the City Council designate the property as a protected landmark under Article III, Chapter 2.78, or, with the consent of the owner, extend the study period until the residential conversion project is completed, at which point the Commission could decide to apply for permanent designation or allow its jurisdiction to lapse.

## VII. Standards and Criteria

Under Article III, the Historical Commission is charged with reviewing any construction, demolition or alteration that affects the exterior architectural features (other than color) of a designated landmark. This section of the report describes exterior architectural features that are among the characteristics that led to consideration of the property as a landmark. Except as the order designating or amending the landmark may otherwise provide, the exterior architectural features described in this report should be preserved and/or enhanced in any proposed alteration or construction that affects those features of the landmark. The standards following in paragraphs A and B of this section provide guidelines for the treatment of the landmark described in this report.

### A. General Standards and Criteria

Subject to review and approval of exterior architectural features under the terms of this report, the following standards shall apply:

1. Significant historic and architectural features of the landmark should be preserved.
2. Changes and additions to the landmark which have taken place over time are evidence of the history of the property and the neighborhood. These changes may have acquired significance in their own right and, if so, that significance should be recognized and respected.
3. Deteriorated architectural features should be repaired rather than replaced.
4. When replacement of architectural features is necessary, it should be based on physical or documentary evidence.
5. New materials should, whenever possible, match the material being replaced in physical properties, design, color, texture, and appearance. The use of imitation replacement materials is generally discouraged.
6. The surface cleaning of a landmark should be done by the gentlest possible means. Sandblasting and other cleaning methods that damage exterior architectural features shall not be used.
7. Additions should not destroy significant exterior architectural features and should be recognizable as new architectural elements, without compromising the original building's historic aspects, architectural significance, or the distinct character of the landmark, neighborhood, and environment.
8. Additions should be designed in a way that, if they were to be removed in the future, the essential form and integrity of the landmark would be unimpaired.

## B. Suggested Review Guidelines

### 1. Site Development.

There appears to be little or no further as-of-right potential for development on the site beyond that which has already been approved by the Historical Commission.

### 2. Alterations

The Commission approved a Certificate of Appropriateness for the adaptive reuse project in Case 3188 on March 27, 2014. This Certificate incorporated by reference plans and elevations by Bargmann Hendrie + Archetype titled “The Hathaway Bakery Building 15-33 Richdale Avenue Cambridge MA 02140,” dated February 25, 2014, and delegated to the staff authority to approve “construction details, including masonry restoration, window details, window sills, cornice flashing, other general construction details, and material samples,” with the further condition that the details of the infill of the garage door opening be brought back to the Commission for an additional hearing.

The Commission staff has approved the construction drawings submitted for a building permit, including window details, electrical transformer and meter locations, and a reconfiguration of the fire stair to discharge onto Richdale Avenue instead of onto the MBTA right-of-way. The owners do not intend to infill the garage door, so no further hearing will be required.

#### a. Exterior surfaces

Exterior materials should be preserved insofar as practicable, except where previously approved for replacement. Special care should be taken to protect and maintain the brick masonry and front door surround. Repointing the mortar joints should be done with special care to maintain the color and texture of the mortar and the profile of the joints.

#### b. Fenestration

The Historical Commission has approved replacement of all existing windows with modern reproductions.

#### c. Interior features

Although interior features are not subject to the jurisdiction of the Cambridge Historical Commission, the owner should be encouraged to preserve structural materials and surfaces that represent the industrial history of the building.

## VIII. Proposed City Council Order

### ORDERED:

That the C.F. Hathaway & Sons Bakery, 15-33 Richdale Avenue, Cambridge, be designated as a protected landmark pursuant to Chapter 2.78, Article III, Section 2.78.180 of the Code of the City of Cambridge, as recommended by vote of the Cambridge Historical Commission on December 4, 2014. The premises so designated is the land defined as parcels Parcel 122 of assessor's map 178 and the building thereon and the premises described in a deed recorded in book 61730, page 177 of the South Middlesex Registry of Deeds.

This designation is justified by the important architectural and historical associations the property embodies as a intact early 20<sup>th</sup> century industrial complex associated with a once-prominent regional bakery, C.F. Hathaway & Sons, and for its important associations with the architect and engineer Benjamin Fox.

The effect of this designation shall be that review by the Cambridge Historical Commission and the issuance of a Certificate of Appropriateness, Hardship or Non-Applicability shall be required before any construction activity can take place within the designated premises or any action can be taken affecting the appearance of the premises, that would in either case be visible from a public way, that was not previously approved by a Certificate of Appropriateness issued on March 27, 2014. In making determinations, the Commission shall be guided by the terms of the Final Landmark Designation Report, dated December 10, 2014, with respect to the designated premises, by Section VII, Standards and Criteria of said report, and by the applicable sections of Chapter 2.78, Article III, of the Cambridge Municipal Code.

## IX. Bibliography

### 1. General Sources

*Boston Daily Globe*

*Cambridge Chronicle*

Hail, Christopher. Cambridge Buildings and Architects. Cambridge, 2002.

### 2. Government Records and Sources

Cambridge Historical Commission, *Northwest Cambridge, Survey of Architectural History in Cambridge*. Cambridge: The MIT Press, 1978.

Cambridge Historical Commission survey files

Cambridge maps and atlases.

### 3. Other Sources

Cambridge City Directories.

Sanford E. Thompson and Benjamin Fox, "Cast Reinforced Concrete Piles." *Journal of the Association of Engineering Societies*, vol. XLII, no. 1 (January, 1909)